

YOUMOBIL - Pilot final report South Moravia

D.T1.3.8 Pilot Final Report KORDIS JMK

Final
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1. Introduction

The deliverable “Pilot final report - South Moravia” describes all the relevant aspects of the pilot in South Moravia and the main results achieved.

In particular, the following topic will be discussed:

- General description of the pilot and focus on the adopted solution
- Achievements

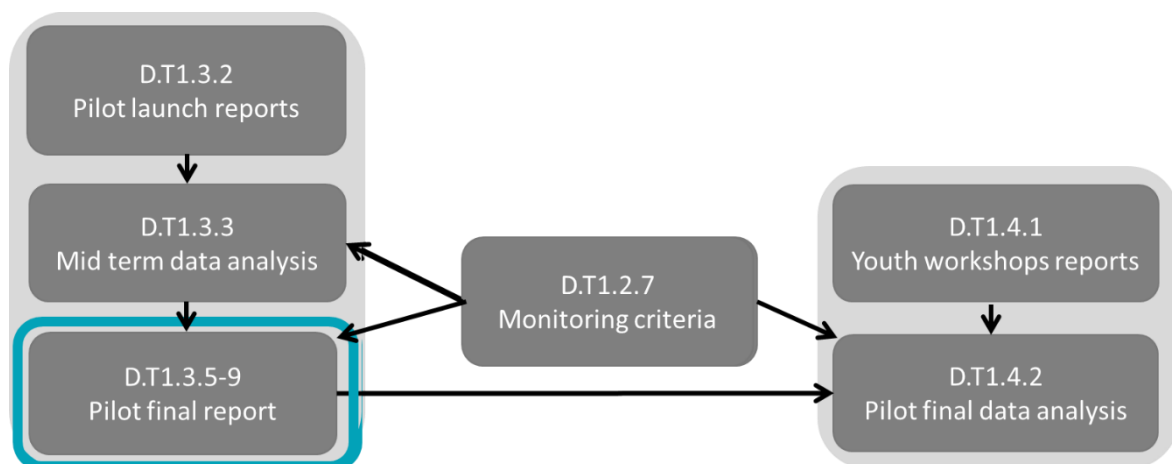
In the first part the main goal of the pilot, the target users to which the solution is addressed and all the main characteristics of the South Moravia’s pilot will be described. Moreover, the novel ICT and smart solutions and their interfaces will be analysed in detail.

The second part collects all the results achieved during the pilot experimentation, focusing on critical issues encountered, strengths and on the analysis of the most relevant quantitative indicators (cfr. D.T1.2.7 “Monitoring criteria”). It is also reported how the new digital communication of public transport was received by youths and how it was used to promote additional service connections addressed primarily to youth.

This document is one of the five final deliverables of Activity 1.3 “Piloting smart solutions to enhance rural areas' youth's access to passenger transport networks”, in fact it is strictly related to deliverables 1.3.6 - 1.3.7 - 1.3.8 - 1.3.9, in which are collected the achievements for the pilots in Croatia, Mazovia, South Moravia and Modena. All these documents follow a common template.

This document is also related to DT 1.2.7 “Monitoring criteria”, as it contains an update on the status of the assumed KPIs compared to DT1.3.3 “Mid-term data analysis”.

The results presented in this deliverable will be integrated into DT1.4.2 together with the results obtained from the workshops organised in the framework of DT1.4.1.





2. Pilot description

The pilot action is focused on improving the app POSEIDON, which is an official ticketing app for the South Moravian Region. The pilot is based on young travelers' declaration that no new app is needed, but improvement on the existing one could be a good solution. However, the results of the survey were implemented to POSEIDON, but the survey can be used also for assessment e-shop IDS JMK and chatbots. During the YOUMOBIL project was improved an e-shop IDS JMK (the Integrated transport system of the South Moravian region), which is mostly used to purchase prepaid tickets. The E-shop was translated to English language. Also, chatbots were implemented in the e-shop IDS JMK and in the web IDS JMK. The chatbots are customer support automated chat service.

The POSEIDON app offers the following services:

- Search for connections
- Find the nearest departures from nearby stops with real delays
- Learn current vehicle locations on the map
- Download valid timetables or network plans
- Find out the current traffic situation
- Buy e-tickets
- Buy a single ticket for up to 10 passengers at the same time
- Set up one account to transfer money to

In addition, the latest version of the app brings a few new features:

- The ticket is now just a single QR code that is shown on the train, on the bus and to the ticket inspectors
- To simplify checking on trains where passengers were previously asked to provide proof of identity, the option to upload your photo has been introduced in the app settings. This will appear at the checkpoint along with a QR code.
- A new upgrade landing page
- Easier access to user information
- Easier credit recharging
- Possibility to upload a photo for easier control
- Faster ticket repurchases
- Improved fare calculation
- ISIC card in the app.

3. Main results

In this chapter the main results achieved during the pilot experimentation will be described in detail.

In the “qualitative analysis” sub-chapter, strengths/weaknesses and opportunities/risks are reported. Moreover, the effects of COVID-19 on the pilot are included.

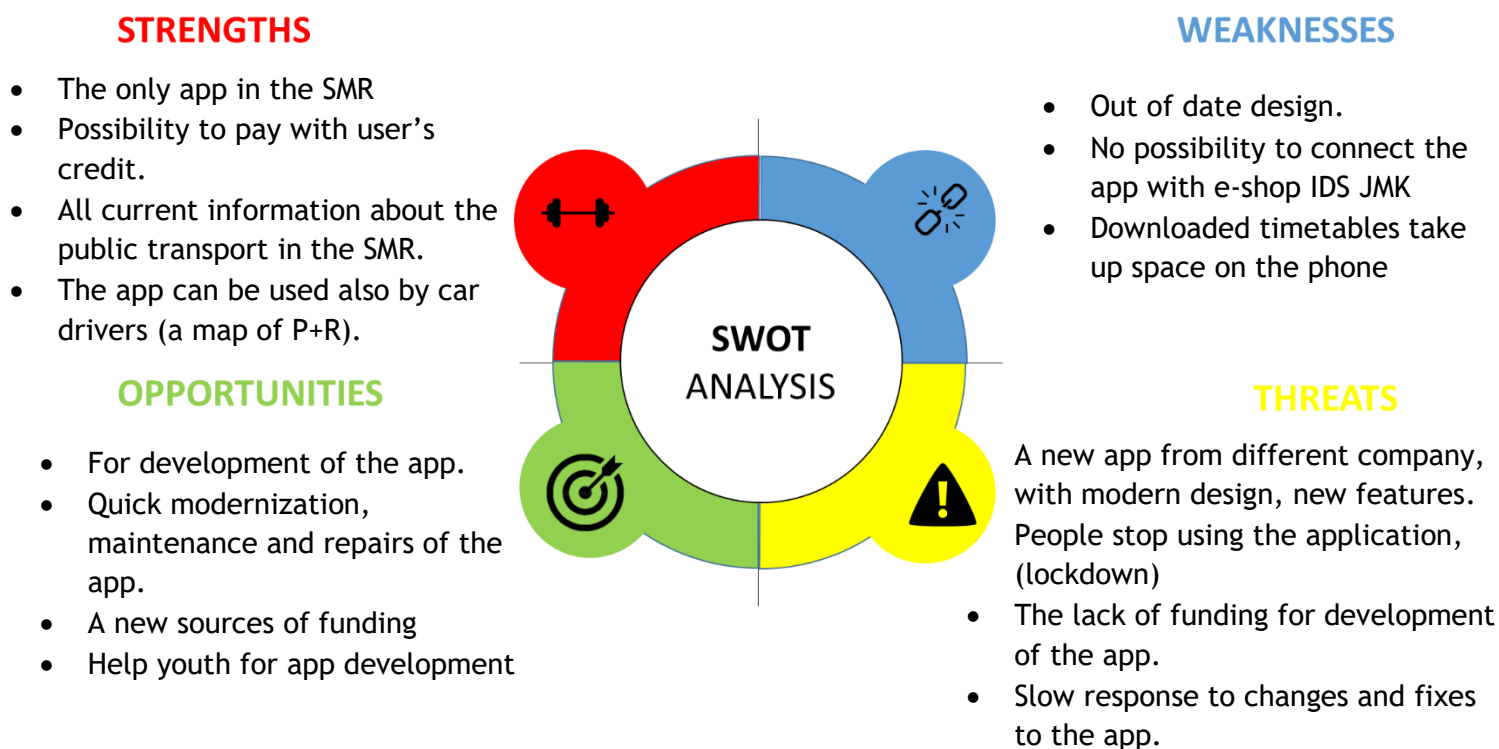
In the “quantitative analysis” sub-chapter, the progress of the indicators proposed in the deliverable D.T1.2.7 “Monitoring criteria” are reported.

3.1 Qualitative analysis

Through the SWOT analysis, strengths and weaknesses (internal factors) can be identified together with opportunities and threats (external factors):

- Strengths are those factors within the pilot that have a positive impact
- Weaknesses, on the other hand, result from all the obstacles within the pilot
- Opportunities are represented by those factors which, if correctly interpreted and exploited, offer the pilot development opportunities
- On the contrary, threats are the risks to be assessed and faced because they can negatively affect the pilot from the outside.

In the following figure is reported the SWOT analysis for the South Moravia’s pilot.



Among the factors that influenced the performance of the pilot, COVID-19 pandemic should be mentioned: from March 2020, the pandemic has changed the lifestyle and mobility habits of citizens across Europe and the world.

During the pandemic, the public transport system faced a significant drop in passenger numbers and therefore sales. Despite that fact that the number of POSEIDON users is growing, however with COVID - 19 the number of users has slowed down. There was a low number of ticket purchases during Covid. The low number of tickets was due to lockdown, where a lot of people worked or studied from home. It should be noted that the decrease of percentage of users, who bought tickets in POSEIDON was lower than in paper tickets.

3.2 Quantitative analysis

For each pilot, different KPIs have been identified in D.T1.2.7 “Monitoring criteria” to monitor and determine the success of the actions carried out in the pilot tests to enhance the passenger transport system for young people living in rural areas and their access to the European and national transport networks.

This chapter reports the final status of the monitored KPIs, providing an update of what was the monitored status in January 2021 (DT1.3.3 “Mid term review”).

If any KPIs have not achieved their 'expected impacts', a detailed explanation is given in the last column of the following table.

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KPI	EXPECTED IMPACTS (already estimated in D.T1.2.7)	State in January 2021 (already estimated in D.T1.3.3)	State in November 2021	State of planning (if the KPI has not been achieved, it is indicated the current status and further details useful to understand it)
number of app downloads	Improvement of possibility to buy tickets After 6 months: 1,000 at the end of the pilot test: 2,000	It is not the end of the pilot. But due to the COVID we do not expect such rapid growth of downloads as originally expected.	3,000	After the easing of the situation the growth of downloads is expected.
number of new users (compared to those using the previous app)	New young users After 6 months: 2,000 at the end of the pilot test: 3,000	With the other services as the app, we already have this amount achieved > 2000 in 6 months	3,500	3000 will be achieved until the end of pilot.

number of tickets sold through the app	<p>Increase of revenues</p> <p>After 6 months: 10,000 tickets sold</p> <p>at the end of the pilot test: 15,000 ticket sold</p>	Due to the COVID stagnation, less tickets sold	<p>80 000 tickets sold, the number of tickets sold increased by 60% compared to the number of tickets sold during the lockdown.</p>	After the easing of the situation the growth of sold tickets expected.
number of youths involved in the youth workshops (D.T1.4.1) and raised awareness for the pilot service	<p>Better accommodation of youths' needs</p> <p>20 youths involved</p>	We plan to organize the workshops in summer 2021	25 Youths have registered	worsening COVID-19 situation
young users' level of satisfaction (e.g. score scale to be defined) of the YOUMOBIL service collected during the youth workshops	Low: 3 (scale 1-5)	We plan to organize the workshops in summer 2021	Score: 4	

4. Conclusions

The pilot action was focused on improving the app POSEIDON, which is an official travel app for the South Moravian Region in the Czech Republic. The pilot is based on young travelers' declaration that no new app is needed, but improvement on the existing one could be a good solution. Our key performance indicator was 2,000 number of app downloads at the end of the pilot test was 3,000 number of app downloads.

We can say that we achieved our KPI. During the pandemic, the number of POSEIDON users has slowed down. Now we have seen another situation, that after lockdown people have been using the public transport again. In September, all students came back to school and downloaded POSEIDON. Difficult to say if we could achieve our KPI during the lockdown. As far as the number of youths involved in the youth workshops (D.T1.4.1) 25 Youths have registered to the workshop.

In addition, the latest version of the app brings a few new features: upgraded landing page, easier access to user information, easier credit recharging, possibility to upload a photo for easier control, faster ticket repurchases, improved fare calculation.

The new upgrade landing page consists: photos, name a and surname users, permanent display of the credit amount, faster credit recharging, fast redirection to a valid ticket, fast re-purchase of a ticket, redesign of the logic of displaying stops with online departures, addition control application gestures, possibility to cancel the ticket from the QR code screen.

Thanks to the YOUMOBIL project IDS JMK e-shop was improved. The E-shop was translated to English language. Chatbots were implemented in the e-shop IDS JMK and in the web IDS JMK. The chatbot in the IDS JMK helps with different issues with traveling in the South Moravian Region. The chatbot on the e-shop IDSJMK helps with purchasing single and seasons tickets in the South Moravian Region. Both chatbots serve to help travels 24/7.

For better service, KORDIS have requested notifications for POSEIDON about unplanned incidents. There are users who will get current information about congestion or other unplanning incidents. This function will be useful for youths. Thanks, these function youths can change their travel during traveling. According to the questionnaire young people suggested to download ISIC card to the app POSEIDON. Students should not carry ISIC every time. ISIC will be download to the app.