

YOUMOBIL - Pilot launch reports

Launch report for each pilot action, in order to describe the steps undertaken to launch the pilot and the initial reactions by the target groups.	Final 10 2020
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Pilot general information summary	
Project Partner	KORDIS JMK
Location of the Pilot	South Moravian Region, Czech Republic
Progress of the pilot	<p>The pilot is spread into several work flows:</p> <ol style="list-style-type: none"> 1) English version of web pages - finalized and maintained 2) Chatbot for e-shop - finalized and maintained 3) Chatbot for web pages - on preparation (exp. finalization end of November 2020) 4) Modifications of mobile app POSEIDON 5) New services of mobile app POSEIDON 6) New ticketing app - only optional part - delay, in case the deadline of pilot will be postponed to summer 2021 it would be possible to finalize. <p>We recommend to postpone the deadline of the pilot activity until June 2021 - due to the COVID-19 situation and possibility to test the apps on the summer school 2021.</p>
Date of launch (start - end)	Differs from June 2020 till January 2021, optional service - June 2021.
COVID-19 impacts	<p>The COVID-19 pandemic caused not important delays in the implementation of the service - <u>the supplier has not enough capacities.</u></p> <p>The settings of implemented measures are not highly influenced by COVID-19 in general. There are still enough users for testing. First two implemented parts are already in common use.</p> <p>COVID-19 has caused problems with promoting the activities to the stakeholders.</p> <p>We expected to prepare the optional new testing service of ticketing application, but due to the COVID-19 situation we were not able to prepare the tender yet. In case the deadline of pilot action will be postponed, it could be possible to finalize even this optional activity</p>
Contact persons	Květoslav Havlík, KORDIS JMK



Action Pilot details	
Main general aspect/Description	<p>In general, the pilot is developing as expected, we record only small delays due to congestion of suppliers. We expect the pilot to be finalised until 2020. In case of possible extension until the middle of 2021, we would like to implement an innovative application for ticket sale via mobile phones.</p> <ul style="list-style-type: none"> • Goal/aim: build on the outputs of working groups with young customers who declared demands for improvement of existing applications and IT services. This means to supplement the existing services with missing properties. • Target users: the pilot is in general oriented on young public transport users, however, the service can be used by the whole range of users. • Type of territory in which pilot has been implement (i.e. flat, hilly, very populated, low-demand areas): The South Moravian region with more than 1 million inhabitants, most of the population lives outside of the regional capital Brno, mostly in rural areas. • Pilot progress: Some activities are finished, some are still in progress. • Link: www.idsjmk.cz, eshop.idsjmk.cz.
Implemented by	KORDIS and suppliers
Managed by (if different)	
Innovation aspects	<ul style="list-style-type: none"> • Customer information and information services, • broadening the scope of potential customers and users, • new “smart” services - introducing of chatbots, • improvements of e-ticketing provided by mobile application, • increase of accessibility of mobile app. <p>There are currently more smart solutions in the South Moravian Region, however, this pilot has enabled to expand and supplement them with new services that did not yet exist.</p>
Technical issues	
Quantitative indicators (if pertinent):	<ul style="list-style-type: none"> • Increase of users satisfaction, • increase of foreign language speaking customer.
Target satisfaction	Increase of customer satisfaction.
ICT solutions	<p>The pilot is spread into several work flows, in general, in most of them we are on expected time.</p> <ul style="list-style-type: none"> • English version of web pages - finalized and maintained, • chatbot for e-shop - finalized and maintained, • chatbot for web pages - on preparation (exp. finalization end of



	<p>November 2020,</p> <ul style="list-style-type: none"> • modifications of mobile app POSEIDON - contract closed, deadline end of December 2020 (exp. slight delay based on supplier), • new services of mobile app POSEIDON - contract closed, deadline end of December 2020 (exp. slight delay based on supplier), • new ticketing app - only optional part - delay, in case the deadline of pilot will be postponed to summer 2021 it would be possible to finalize.
Marketing campaigns	Implemented solution have been promoted by direct mailing (e-newsletter) and by press releases.
Legal issues	The specific parts of the pilot action are relatively small/low-cost that is why no big tenders were needed. All necessary contracts have already been already concluded. Only in case of postponing the deadline of the pilot action, the tender for optional and last activity should be carried out.
Economic issues	Approx. 22 000 € was expected to be spent.
	Approx. 15 000 € has already been contracted.
Benefits and advantages	
<ul style="list-style-type: none"> • Increase of customer satisfaction, • lowering of barriers for public transport usage, • increase of service quality and information. 	
Limit and disadvantages	
<ul style="list-style-type: none"> • Lack of supplier capacities, • Lack of staff capacities cause by covid-19. 	
Strengths	
<ul style="list-style-type: none"> • Quite clear view on pilot action results, • clear indication of young people needs. 	
Weaknesses	
Difficult discussion with suppliers.	
Risk assessment	
We are in daily contact with suppliers and push them to finalise their tasks.	
Lessons learnt	
We have no indications that something should be done in a different way. Some little corrections of services are needed, e.g. better text content.	