

YOUMOBIL PILOT CONCEPTS

Technical concepts for performing the pilot demonstrations
of YOUMOBIL project

Final
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1. Introduction

The document “YOU MOBIL PILOT CONCEPTS” is the first deliverable of activity A.T1.2, representing in this respect the basis for the future steps of the 5 YOU MOBIL pilot tests in Saxony-Anhalt, Modena, South-Moravia, Croatia and Mazovia. It concerns, in particular, the **technical concepts** for the realisation of the pilot actions.

Considering its technical aspect, it should be considered as an added support for partners in association with the previous document “Draft Tool Box” (D.T1.1.5 of A.T1.1), in order to provide operative instructions for the pilot test implementation and help partners to realise the next steps of the activities related to pilots (A.T1.2 “Elaboration of demand-driven smart transport solutions for rural areas” and A.T1.3 “Piloting smart solutions to enhance rural areas’ youth’s access to passenger transport networks”).

2. Pilot partner: KORDIS

The working groups with young people have shown that they are not interested in a new app based on a social network or a game. There are many apps like that. They declared a big interest to have an app which help them to buy the ticket easily and inform them on transport situation. That’s the reason, why we decided to go the way described below.

Another request concerned about KORDIS JMK website update, current webpage is not very intuitive, information about public transport are hidden in individual tabs. Young people stated, that they do not want to waste their time by searching for information and they prefer simple and clear divided website (also in foreign language, English preferable).

KORDIS’s pilot project concerns than on two areas; modification of the KORDIS mobile application and on update of the current IDS JMK webpage (incl. English translation).

First topic is planned as three add-ons or independent applications which will supplement the existing on-line ticketing services in IDS JMK (Integrated Public Transport System of the South Moravian Region). Depending on costs three levels of possible measures have been identified:

- To develop and implement the pilot check-in / check-out ticketing model via mobile phone and included it into existing ticketing ecosystem of IDS JMK.
- To develop and implement the add-on to electronic seasonal ticketing system based on bank cards which enable to proof the validity of the ticket by mobile phone.



- To develop and implement the add-on to electronic ticketing system which will update the data on actual transport situation and will notify the user on them.

At the moment, in IDS JMK (Integrated Public Transport System of the South Moravian Region), there is a possibility to buy a ticket via the mobile app named POSEIDON. Before departure one has to choose a type of the ticket necessary for the journey. This seems to be too complicated for both young and older persons.

The idea is to offer to test the possibility to buy the ticket simply by pushing the button and end the journey by another one. This solution is a bit tricky because it needs to follow the track of the user and count with all exceptions. The SW infrastructure for such solution is already prepared. Now it is necessary to produce the front office - mobile app.

In case of insufficient budget for this solution, we intend to improve the existing POSEIDON app - to add modules, that enable to proof the validity of the electronic tickets connected to bank cards simply via mobile phone or notify the user on present situations of public transport. The electronic ticketing based on bank cards will in IDS JMK start in June - August 2020, new app could help to increase the interest of this system and improve the satisfaction with it.

The second topic - website update and its English translation - consist of few requirements:

- To simplify the structure of the webpage (easy and intuitive search)
- Edit the readable text on the webpage and concern about main information (such brief explained tariff, transport connection, time tables, fare and discounts, etc)
- To create modern webpage with link to social media (such Twitter, Facebook, Instagram or Youtube)
- To translate all information into English version

3. Main aspects

The structure of this document has been designed for collecting the main aspects, underlined during the previous activities and conformed to each partner in order to be the most suitable for specific case.

The technical concept of each pilot aims to point out the following items:

KORDIS - South-Moravia pilot test	
Target	Young people and other people often using mobile phone and the internet.
Needs to be satisfied thanks to each pilot experimentation	<p>The need of young people to buy tickets easier and more comfortable way.</p> <p>The need of young people to proof they seasonal tickets easily.</p> <p>The need to know the updated info on actual transport situation.</p> <p>The need to get more information about fares, time tables, transport connection.</p> <p>The need to communicate via social media (such as Twitter, Facebook, Instagram and Youtube.</p> <p>The need to have information available in foreign language.</p>
Critical issues and constraints to be overcome, including a short plan of the risks planned	<p>Tendering process - critical is the low interest of suppliers (solution: better communication with them and more open tendering)</p> <p>Pricing - the prices of the project could be too high (solution: repeating of the tender with lower requirements)</p> <p>Not approving by decision making bodies (solution: better explanation)</p>



	<p>Technically too complicated (solution: better preparation) Webpage is prepared by its own staff; critical part presents lack of time of internal workers to operate on updating the site</p>
Sensitive areas/sectors	<p>ICT - Smart Public Transport Ticketing ICT - Smart information</p>
Objectives to be pursued	<p>To develop and implement the pilot check-in / check-out ticketing model via mobile phone and included it into existing ticketing ecosystem of IDS JMK.</p> <p>To develop and implement the add-on to electronic seasonal ticketing system based on bank cards which enable to proof the validity of the ticket by mobile phone.</p> <p>To develop and implement the add-on to electronic ticketing system which will update the data on actual transport situation and will notify the user on them.</p> <p>To simplify the structure of the webpage (easy and intuitive search)</p> <p>Edit the readable text on the webpage and concern about main information (such brief explained tariff, transport connection, time tables, fare and discounts, etc)</p> <p>To transform existing webpage into modern responsive website with link to social media (such Twitter, Facebook, Instagram or Youtube)</p> <p>To translate all information into English version</p>
Where the action starts from, e.g. the state-of-the-art of SW, interfaces, devices, etc. also thanks other initiatives	<p>At the moment in IDS JMK there is a possibility to buy a ticket via the mobile app named POSEIDON. Before departure one has to choose a type of the ticket necessary for the journey. This seems to be too</p>



	<p>complicated for both young and older persons. The idea is to offer to test the possibility to buy the ticket simply by pushing the button and end the journey by another one. This solution is a bit tricky because it needs to follow the track of the user and count with all exceptions. The SW infrastructure for such solution is already prepared. Now it is necessary to produce the front office - mobile app.</p> <p>In case of insufficient budget for this solution we intend to improve the existing POSEIDON app - to add modules, that enable to proof the validity of the electronic tickets connected to bank cards simply via mobile phone or notify the user on present situations of public transport. The electronic ticketing based on bank cards will in IDS JMK start in June - August 2020, new app could help to increase the interest of this system and improve the satisfaction with it.</p> <p>In the case of webpage update; we start with the current website, information displayed there will be adopted in user-friendly way. The web format will be adopted to another administrative format with easy administrator access.</p>
<p><i>How to reach the objectives, in terms of operative steps of each pilot experimentation</i></p>	<p>The implementation will consist of following steps:</p> <ul style="list-style-type: none"> - theoretical preparation of the system - agreement with the DM bodies - completing the tender documentation - tendering process - implementation by the supplier - testing by selected testers - final approval and usage <p>The webpage will be adopted continuously; the KORDIS team communicate the website content until its final version.</p>
<p><i>Timeline for each step</i></p>	<p>06/20 theoretical preparation of the system 08/20 agreement with the DM bodies 08/20 completing the tender documentation</p>



	<p>10/20 tendering process 03/21 implementation by the supplier 05/21 testing by selected testers 07/21 final approval and usage</p> <p>Webpage schedule: Start 01/20 till planned summer 2020 / or as needed</p>
Budget and sustainability	<p>It will be used the budget dedicated to this output in the YOUMOBIL project - approx. €20000.</p> <p>If the both part of the pilot project are successful, it will continue in operation because the cost of it will not be very high.</p>
What expectations from each pilot	<p>In short term:</p> <ul style="list-style-type: none"> • To increase the comfort and reduce the barriers of using public transport (PT) • To show esp. to young generation that the system is modern and able to react to their needs • To test if such new model can work in conditions of IDS JMK • To publish public transport information in English and make it available for foreigners • To get user-friendly webpage, targeted especially to young customers • To open contacts for social media <p>In long term:</p> <ul style="list-style-type: none"> • To increase the satisfaction of customers • To reduce the fare evasion • To increase the numbers of customers • To learn customers searching for transport connections and delays in the company webpage • To provide travel tips and special train and bus line for tourist and cyclists • To offer discounts and benefits for commuters travelling with IDS JMK



4. Conclusions

In general, the working groups with young people have shown that they are not interested in a new app based on a social network or a game. There are many apps like that. They declared a big interest to have an app which help them to buy the ticket easily and inform them on transport situation.

Another topic was current KORDIS JMK website update, actual webpage is not very intuitive, hardly criticized by young people. Information about public transport are hidden in individual tabs. Young people stated, that they do not want to waste their time by searching for information and they prefer simple and clear divided website (also in foreign language, English preferable).

That's the reason, why we decided to go the way described above.