

TAKING
COOPERATION
FORWARD



Summer School
Brno | 14.09.2021



INSA YOUNG App in Saxony-Anhalt



YOUMOBIL | NASA GmbH | Jette Tautorus

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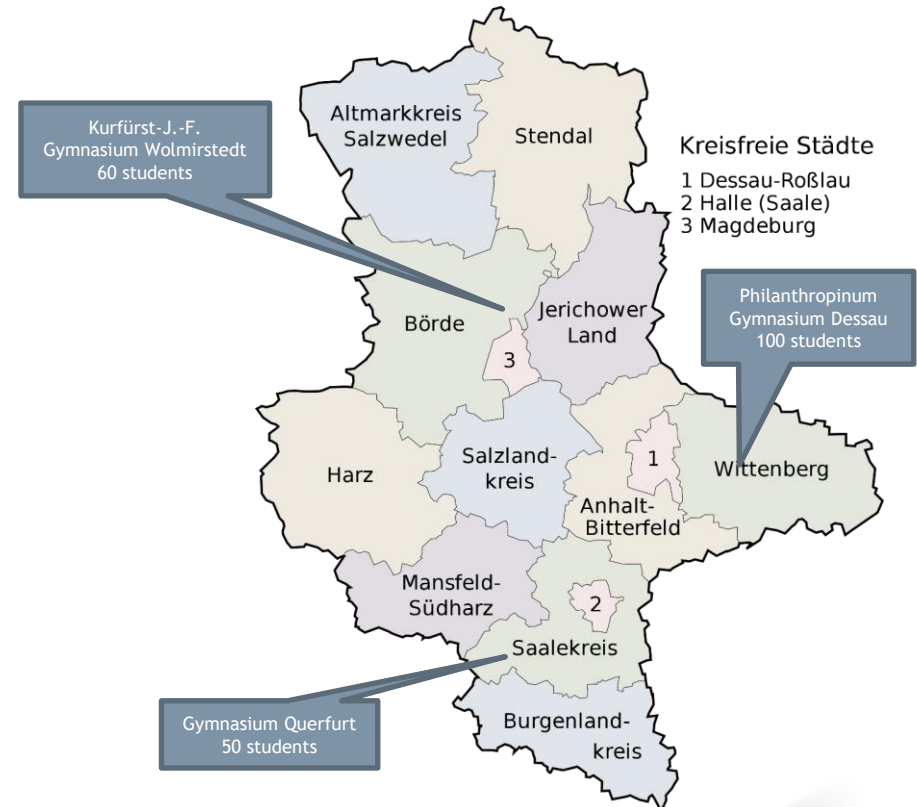
General Information on Saxony-Anhalt

Area:	20.451 km ²
Population:	2.180.684 inhabitants
Population density:	107 inhabitants/km ²
State capital:	Magdeburg



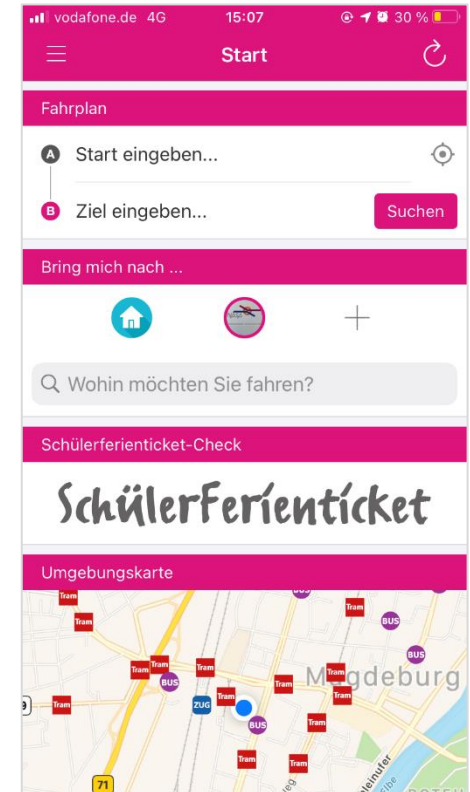
Workshops with target group

- Workshops in three schools
- Students aged 14 - 16
- Total 210 participants
- Suggestions:
 - Offline Mode
 - Online Booking of call-a-bus services
 - Transport information
 - POIs
 - Taking bikes into consideration



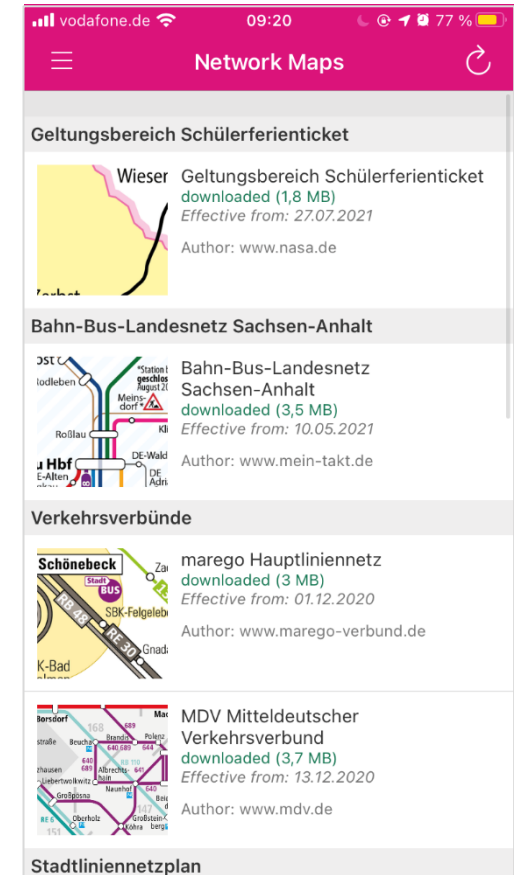
What is INSA YOUNG?

- Public transport information app for young people for the whole of Saxony-Anhalt
- Based on the existing public transport app INSA
- Available via Google Play Store and App Store since March 2021



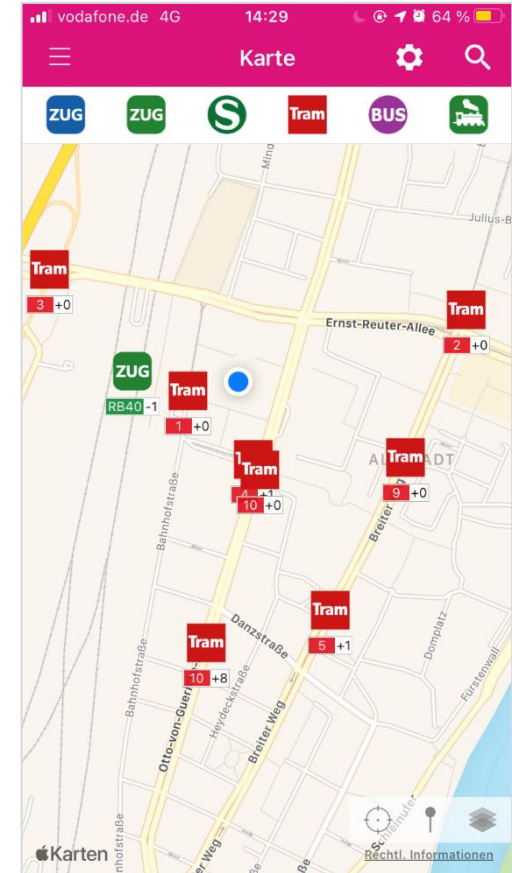
Fundamental Functions

- Trip Planner
- Departures
- Map
- My Trips
- Network Maps



Functions directed at young people

- Schülerferienticket-Check
- Digital booking of call-a-bus services
 - Piloted in Landkreis Börde und Saalekreis
- Reachable layer
- Bike Routing
- POIs
- Live-Map
- and more...



Current usage of the app

Google Play Store

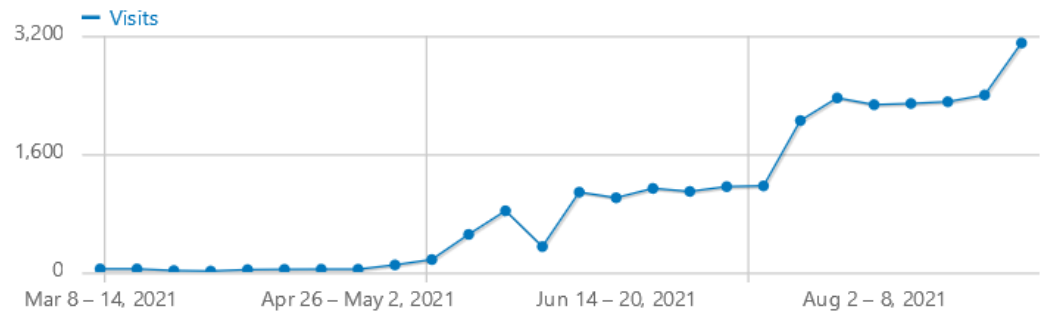
Downloads: 504

Reviews: 5 Stars

App Store

Downloads: 601

Reviews: 5 Stars



Visits

From 30/08/21 until 05/09/21: 3099 Visits



ANY QUESTIONS ?





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