

**Interreg**



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**YOUMOBIL**

TAKING  
**COOPERATION**  
FORWARD



Summer School  
Brno | 14.09.2021



**INSA YOUNG App in Saxony-Anhalt**



YOUMOBIL | NASA GmbH | Jette Tautorus

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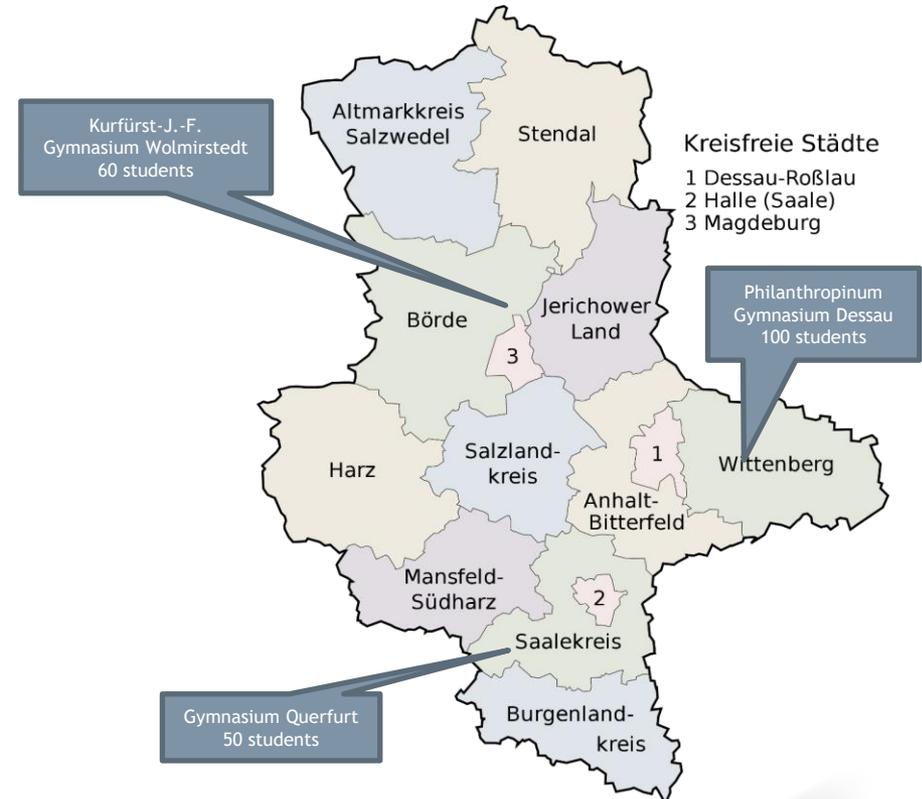
## General Information on Saxony-Anhalt

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



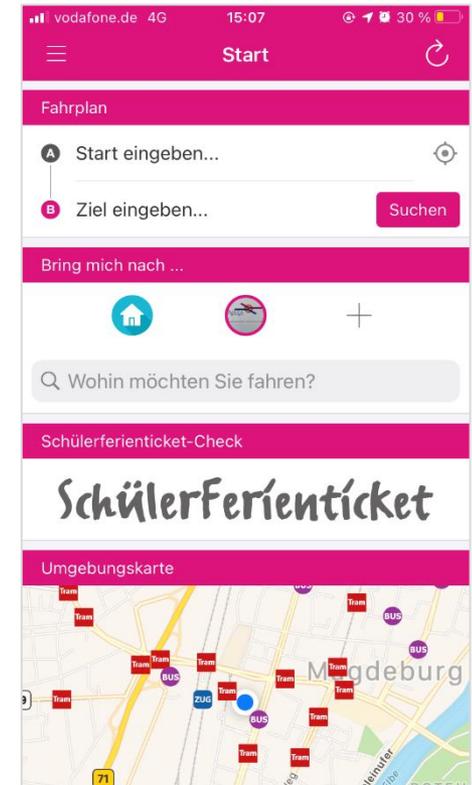
## Workshops with target group

- 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



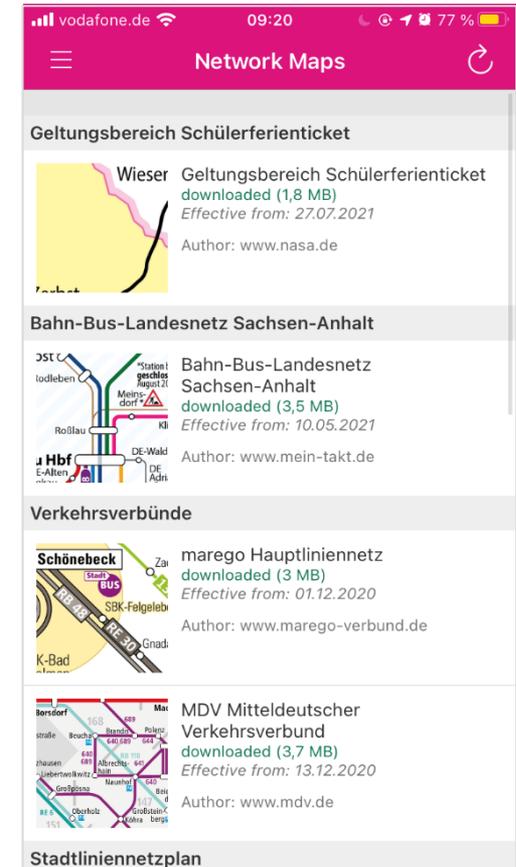
## What is INSA YOUNG?

- 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



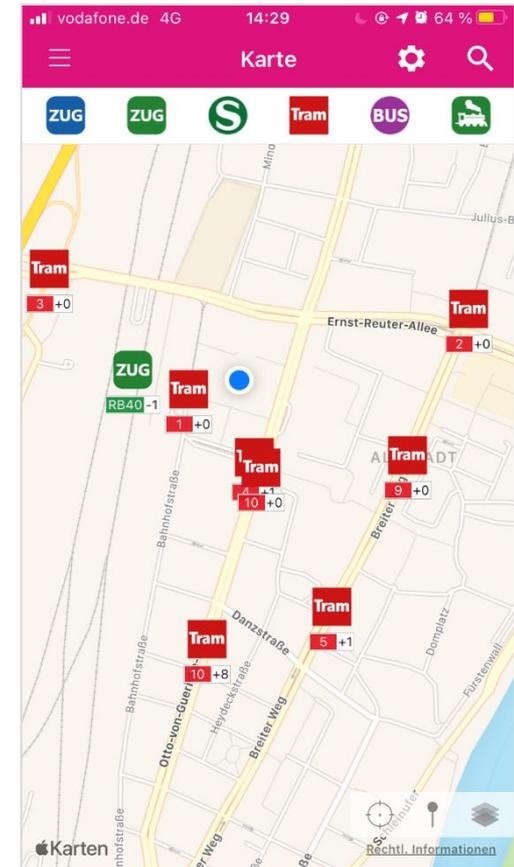
## Fundamental Functions

- 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

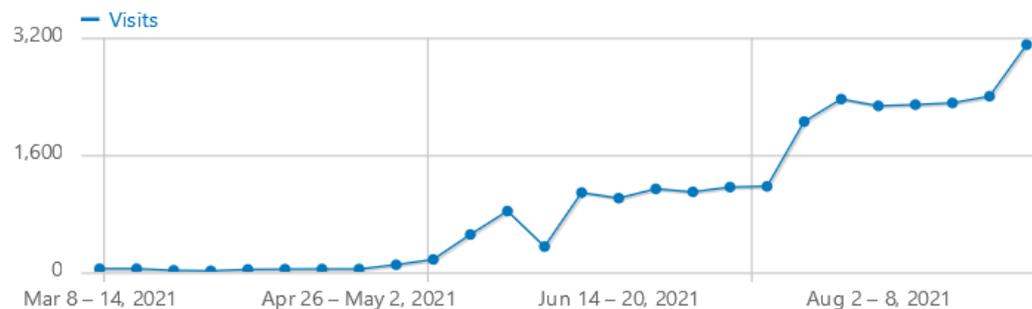
Downloads: 504

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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