



TAKING
COOPERATION
FORWARD



YOUMOBIL Final Conference
Weissenfels | 18-19 March 2022



Smart mobility for young people and rural areas: Innovative Services and Planning Tools



YOUMOBIL | Vojtěch Elstner, KORDIS JMK

AGENDA

Smart services in
public transport

POSEIDON
mobile app

Electronic ticketing
based on bank cards

Chatbot
testing

Involvement of youth
in promotion of public
transport

Lessons
learned



SMART PUBLIC TRANSPORT IN SOUTH MORAVIA



YOUMOBIL



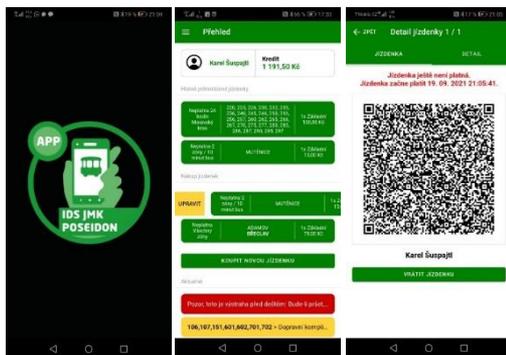
Central dispatching



Electronic information panels



Technical equipment
in regional buses



Mobile app for passengers,
QR code ticketing



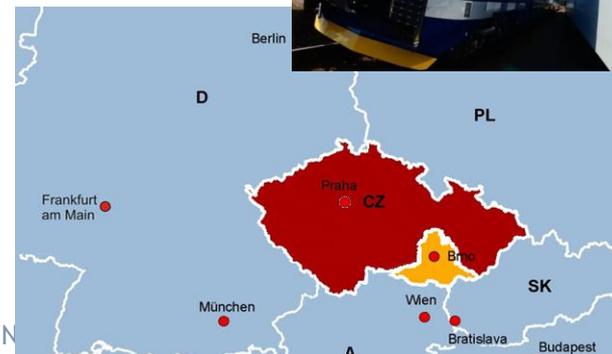
Electronic
ticketing on bank
cards



E-shop and on-line
information services

REGIONAL PUBLIC TRANSPORT IN SMR

- Population 1.2 million
- 673 municipalities - 49 towns
- Capital Brno >100.000 students
- 2 disadvantaged areas / low pop. density - young people drained to Brno or Prague.
- Integrated PT - maintain the level of services and standards, support of commuters, support of regional development.
- Very important: to support young people.

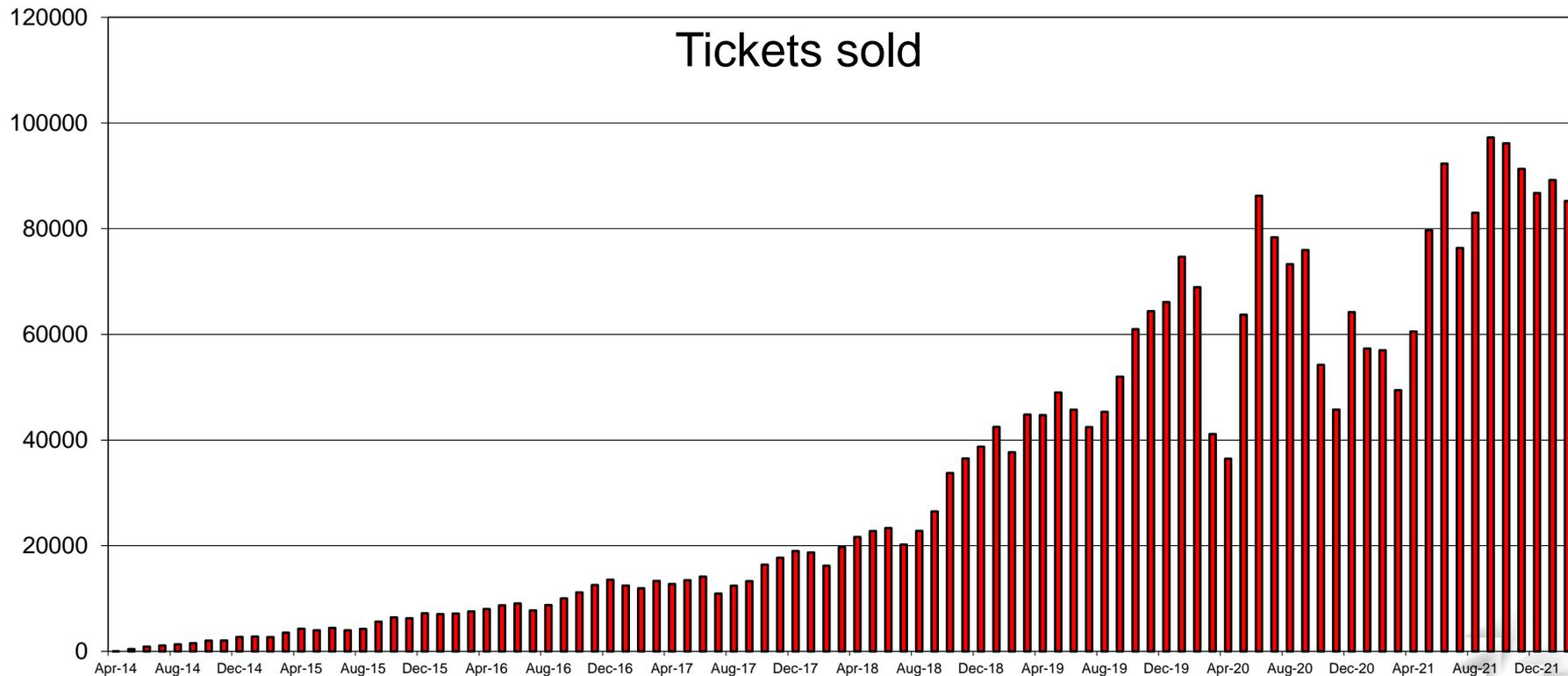


SMART TICKETING - POSEIDON APP

- Data - the basement of smart services. KORDIS - body which produces and aggregates data on PT - timetables, on-line positions, delays, etc.
- Aim: to offer not expensive app, alternative to paper tickets, which includes:
 - Full range of information services
 - Safe mobile ticketing for single rides model based on QR codes applicable in all kinds of public transport and different ticket checking models.
- Target group: young mobile phone users + young adults
- Results: First such solution developed in the CR (2014), other similar systems came 5 or more years later.
- Monthly 0,1 mil. of sold tickets.



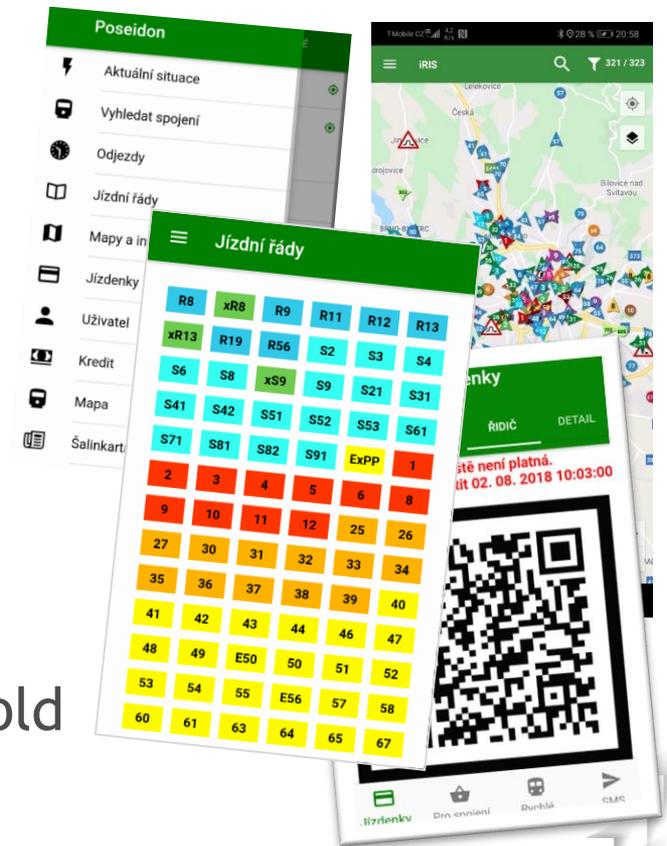
POSEIDON APP - TICKETS SOLD



POSEIDON APP - FEATURES

- On-line journey planner + tickets
- Direct ticketing
- SMS tickets for all cities
- Real-time departures
- Real-time vehicle positions
- Diversions
- Timetables, plans, maps

COVID-ready: recommended and used during COVID period, lesser decline in sold tickets.



POSEIDON APP - YOUMOBIL ADDED FEATURES



Within YOUMOBIL project - testing opinions of young people.

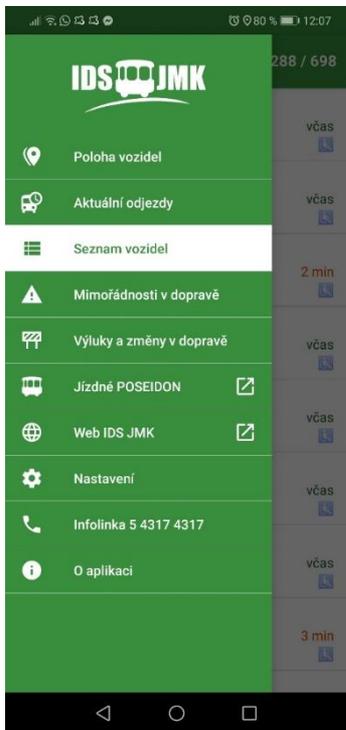
Main results: no more apps, just simplify and improve existing ones.

We have decided to simplify POSEIDON app from users' perspective.

- New dashboard page
- Information on closures and diversions
- Validity of ISIC - on-line confirmation
- Real-time positions app for iOS (for Android already existed)

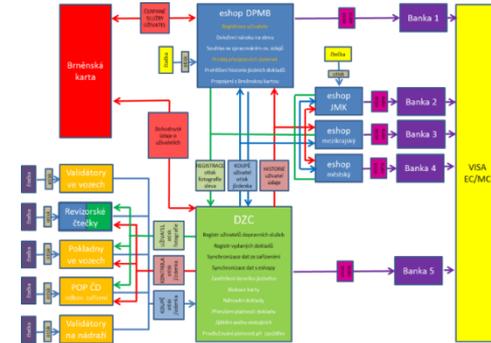


POSEIDON APP - YOU MOBIL ADDED FEATURES



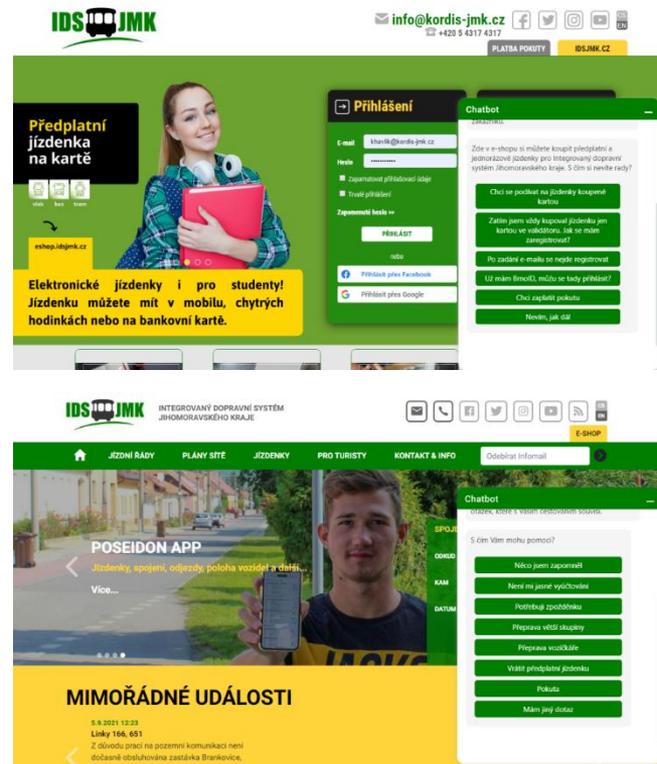
ELECTRONIC TICKETING BASED ON BANK CARDS

- Majority of PT users use prepaid seasonal tickets
- Important - comfortable electronic ticketing solution
- Decision to avoid smart cards and use bank cards instead
- January 2017 - bank cards are used as an identifier of the user for Brno PT, all information on-line. BrnoID environment established.
- July 2020 - all region and single tickets included. New regional e-shop introduced. Beep&Go system.
- Chatbot for the e-shop implemented within the YOUMOBIL project



CHATBOT TESTING

- One of recommendations from young people working groups
- 2 chatbots implemented (web + e-shop)
- quite new solution in PT market
- Experiences:
 - helps with FAQ
 - not based on AI but preselected Q&A
 - not widely used but helpful
 - not ideal solution - AI would be much better



INVOLVEMENT OF YOUTH IN PROMOTION OF PT

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INVOLVEMENT OF YOUTH IN PROMOTION OF PT

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LESSONS LEARNED

- The public and esp. young people needs and requires simple ticketing system.
- Young people do not need more apps but appreciate improvements of existing ones.
- There are still many young people who does not prefer electronic ticketing. To push them is contra-productive.
- It is possible to implement e-ticketing via mobile app as a non-expensive solution.
- Using bank cards as a ticket identifier is an easy solution, more expensive is the on-board sale of tickets in vehicles.



Thank you for your attention!



Vojtěch Elstner
Project Manager
KORDIS JMK, a.s.



www.idsjmk.cz



velstner@kordis-jmk.cz

