Deliverable D.T1.3.5

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| Transnational Tool. Focus on Info-Mobility | Version 1.0  032018 |

1. Basic features of the tool

The transnational tool on info-mobility is structured as an “adaptive” or “dichotomy” survey; according to the approach provided by the parallel specific tools regarding Connectivity and Tariff and Ticketing. More in detail, users address customized flows of questions, which are progressively proposed according to the previous answers provided. The info-mobility transnational tool [D.T1.3.5] is organized in five main clusters of questions, as specifically described in the sections 3.3 of this document. These five clusters are held together thanks a common flowchart (Annex I) Questions forecast only “single choice” answers, which are all “mandatory”, and classifiable in three categories: yes/no; choice between two options; and quantitative assessment in a scale of four steps (none, a few, many, all/almost). After answering all the questions, a table of customized feedbacks based on the survey will be proposed to the user (Annex II). The aim of this last phase is to provide general suggestions for the development of info-mobility in cross-border and peripheral areas. The approach is not technical, but rather general, so as to offer a complete framework regarding the themes that may need and enhancement.

* 1. Defining the tool

As regards Info-mobility, the structure proposed for the tool is consistent with the approach adopted in the previous transnational study [D.T1.2.15]. After some territorial questions useful to diversify the related suggestions (STEP 1, section 3.3) and some questions regarding the identification of the system to analyse in the tool (STEP 2, section 3.3), the three main fields (pre-trip component, on-trip component, and ticketing) are addressed (STEPS 3, 4 and 5, section 3.3). These main phases, which constitute the info-mobility tool, are explained in the subsequent sections.

* 1. Using the tool. STEP 1: territorial classification

In this section, some territorial questions are proposed. They deal with the scale (local or regional/inter-regional), the territorial configuration (rural or urban), and the target user (citizen or tourist). According to the answers provided, eight territorial typologies are possible, tailored on the specific territorial feature resulted (Figure 1). These questions are identified by the violet colour in the flowchart (Figure 2). Moreover, for this step:

* The type of answer possible is **multiple choice.**
* The outputs provided are **territorial filters for the final suggestions and remarks.**

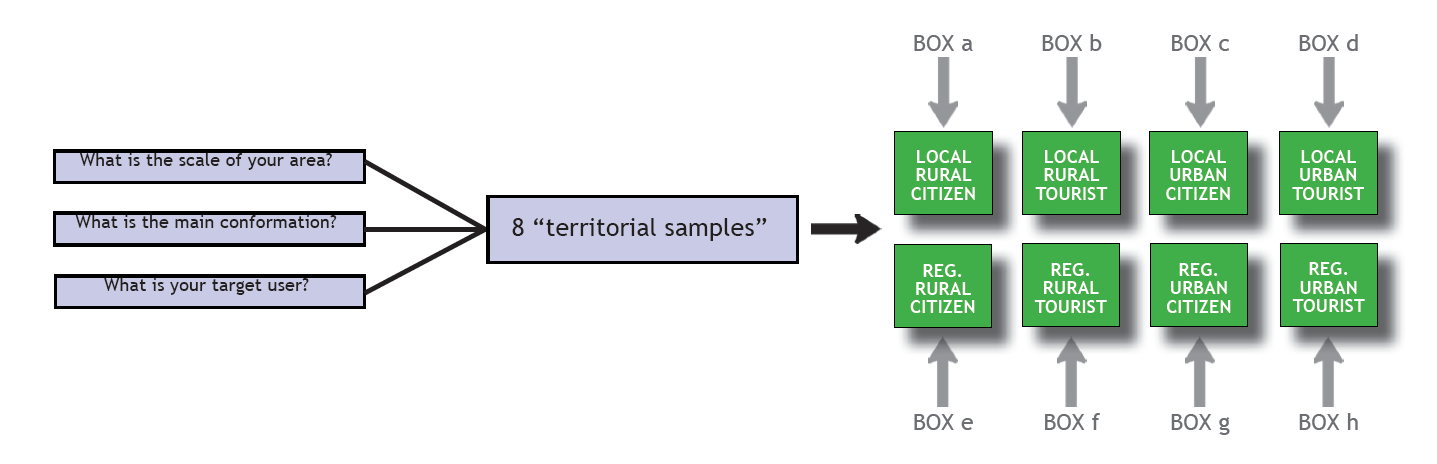


Figure 1. The eight territorial typologies and the corresponding suggestion boxes (a-h)

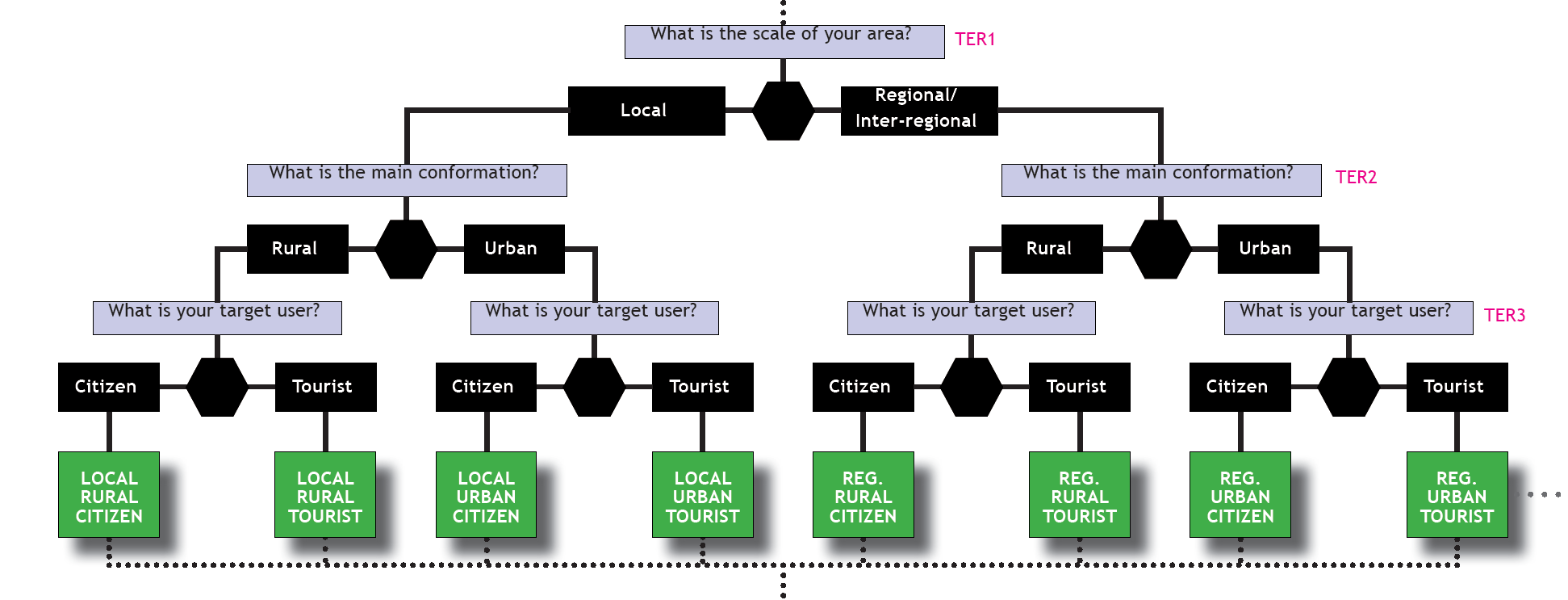


Figure 2. The territorial question flowchart with the eight resulting territorial typologies

* 1. Using the tool. STEP 2: Identification of the Mobility Information System (MIS/IMIS) to analyse

The aim of this phase is to identify the MIS/IMIS object of the analysis. In this respect, users are asked to choose just one system (the main one of their areas), excluding all the others. This choice is crucial, since including in the analysis all the systems available is not a proper method to obtain reliable results. Indeed, a wide range of skills may be covered either by just one MIS or by several ones, and this difference is crucial in terms of usability and user-friendliness. More in detail, users have two main possibilities (Figure 3): either considering the IMIS (Integrated Mobility Info-System) of their area, regardless it is also the main system available; or else (if none IMIS exists), considering the main MIS among the ones available in their area. These questions are identified by the light-blue colour in the flowchart (Figure 4). Moreover, for this step:

* The types of answer possible are either **multiple choice** or **Yes/No.**
* The output of this step is the **identification of the MIS/IMIS to analyse subsequently.**

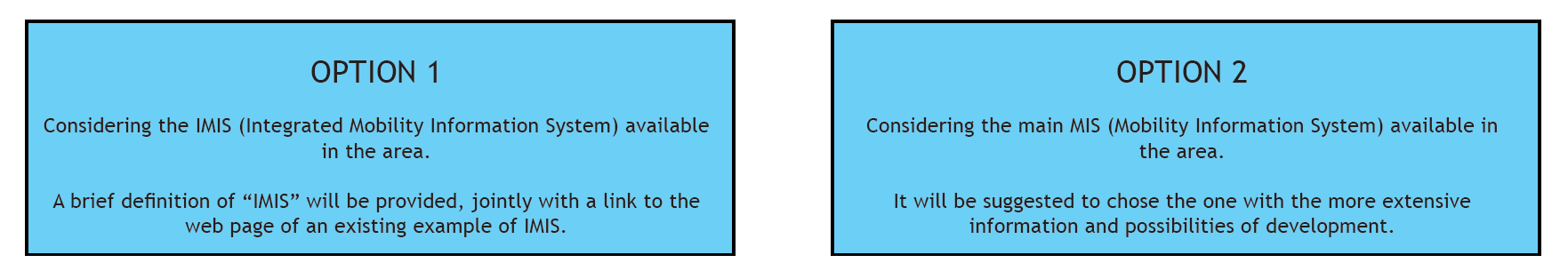


Figure 3. The MIS identification and the two possible resulting typologies (MIS/IMIS)

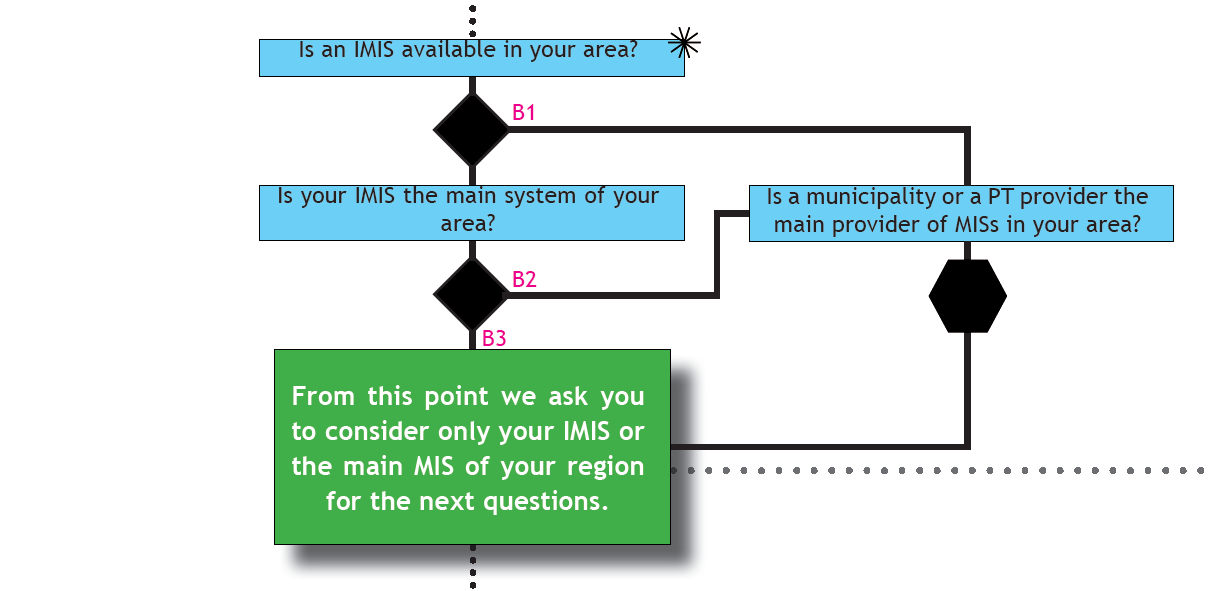
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Figure 4. The MIS identification flowchart and the two resulting typologies (MIS/IMIS)

* 1. Using the tool. STEP 3-4-5: Pre-trip, on-trip component, ticketing analysis

This third phase deals with pre-trip and on-trip information, as well as ticketing services, in order to verify the effectiveness of the selected system. By asking if each type of information is actually available for the MIS considered, three themes are investigated: multimodality, transnational coverage, and customization (as for pre-trip); reliability, types of on-trip information, and off-line information (as for on-trip); and the extent of the service, payment methods, and types of available tickets (as for ticketing). For each of them, the efficiency of the MIS in these fields is weighted. These questions are identified by the yellow, brown and orange colours in the flowchart (Figure 7). Moreover, for this step:

* The type of answer possible is **multiple choice.**
* The outputs of this step are the **assessments of the MIS/IMIS pre-trip and on-trip, as well as ticketing coverage.**

This assessment, together with the previous two steps (STEP 1 and STEP 2), leads to a **“box of suggestions”** and to a **“table of examples”**. The former consists of a group of standard suggestions and remarks, customized depending on the identified territorial typology, out of the eight ones possible (Figure 5). The latter is an additional tool (Figure 6), which aims to provide a table of best cases with different characteristics. With this table, e.g. users can search for the best case closest to their current state of art, or for the one that represents their future plan of development. For each case, a web link to its own web page is proposed.

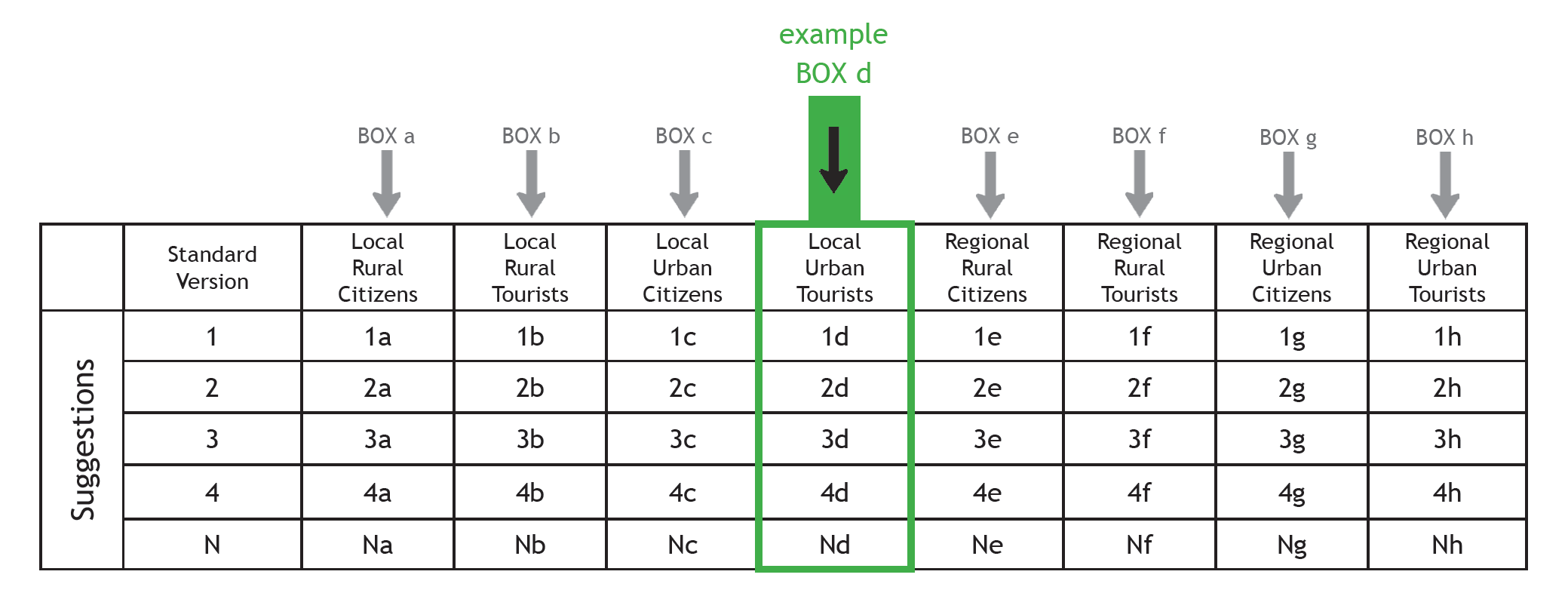


Figure 5. The “box of suggestions” organized according to the eight possible territorial typologies

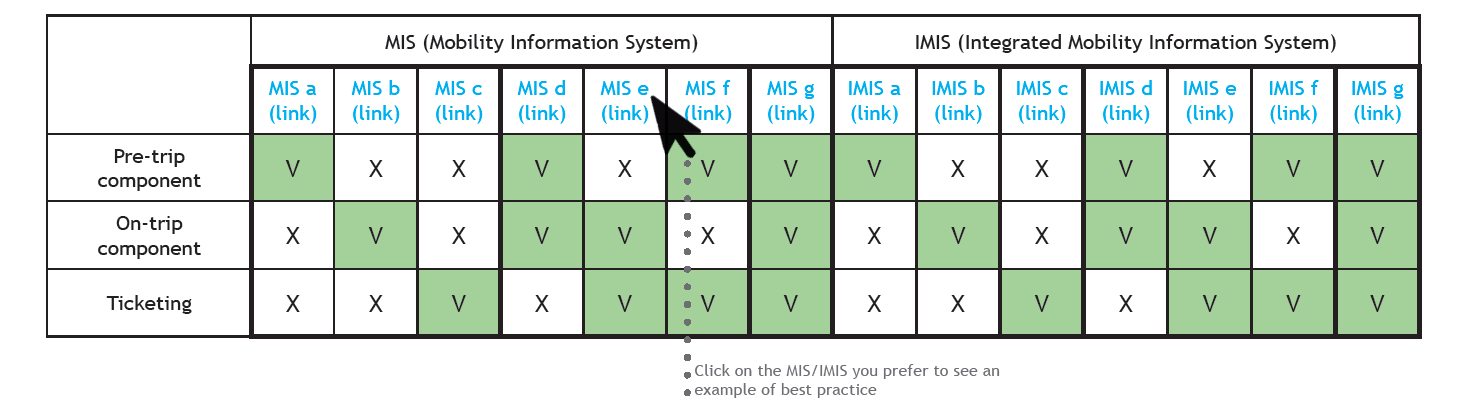


Figure 6. The “table of examples” organized according to the main features proposed by the tool

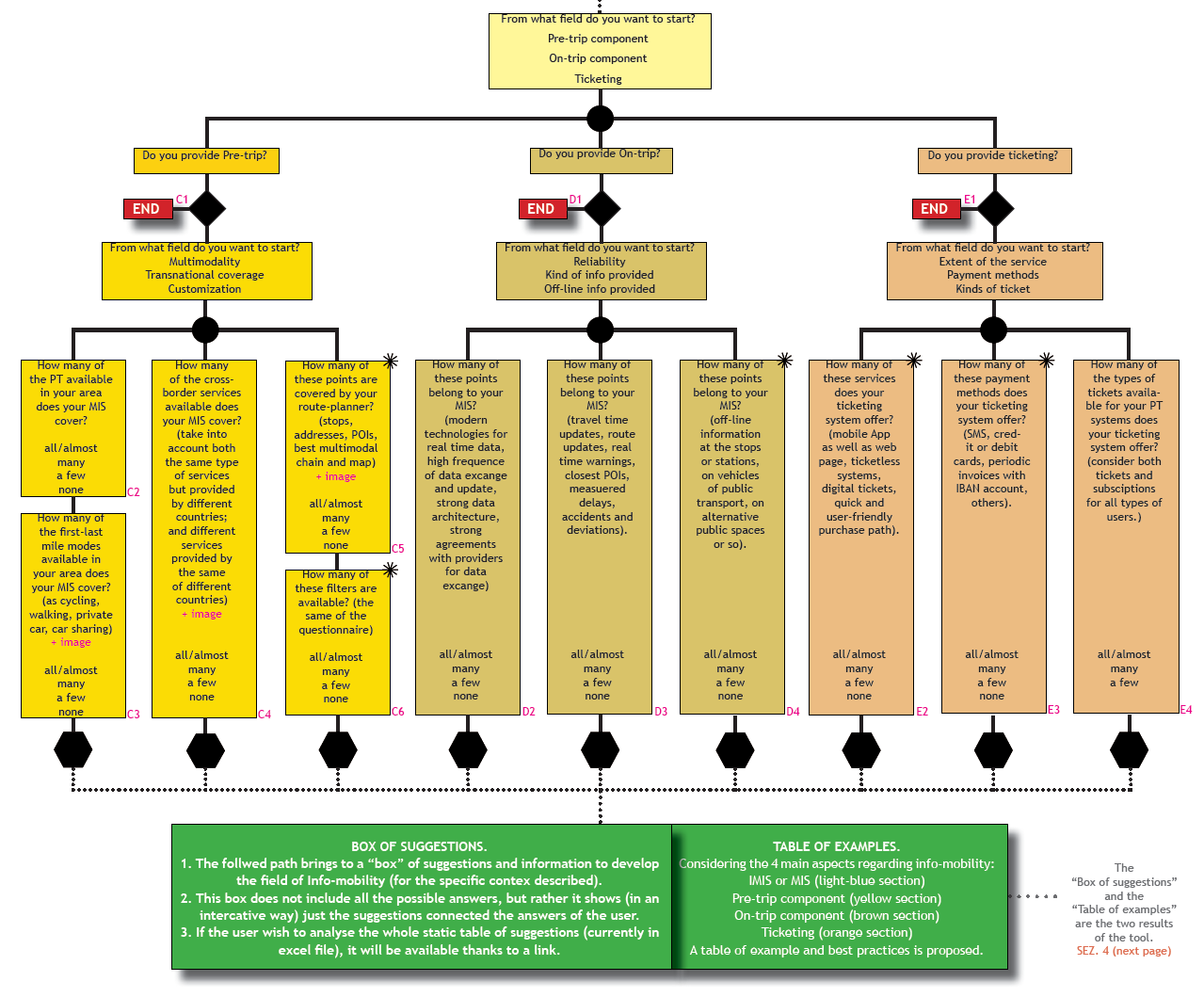


Figure 7. The pre-trip, on-trip and ticketing flow chart, and the two main output

* 1. Interpreting results

The transnational tool on info-mobility built is the logical consequence of the transnational study [D.T1.2.15]. Furthermore, it tries to offer a preliminary support for the implementation of the pilot actions [WP T2]. With the flowchart described, each user can have a framework of the crucial features and themes that affect info-mobility in cross-border and peripheral contexts; at the same time, they can understand the main lacks to be addressed. In this sense, the tool provides a decisional support for the identification of issues, rather than a technical manual of solutions for already identified challenges. It is expected to play a complementary role with the tool-box foreseen by the WP T3, which will provide more technical suggestions based also on the expertise acquired during the period of Pilot action implementation.

Finally, in the annexes 1 and 2, the overall flowchart of the info-mobility transnational tool is displayed (Figure 8), followed by the corresponding table of standard suggestions (Figure 9), and by the image of the final output provided by the web-based tool “EU-Survey” (Figure 10).

Annex I - Questionnaire & Instructions. The overall flowchart

Below, the overall flowchart of the tool is displayed. In the different colours are represented the five clusters of questions, while the symbols identify the typologies of answer available. This logical structure is translate in EU-Survey, according to the possibilities and rules belonging to this web-based support.

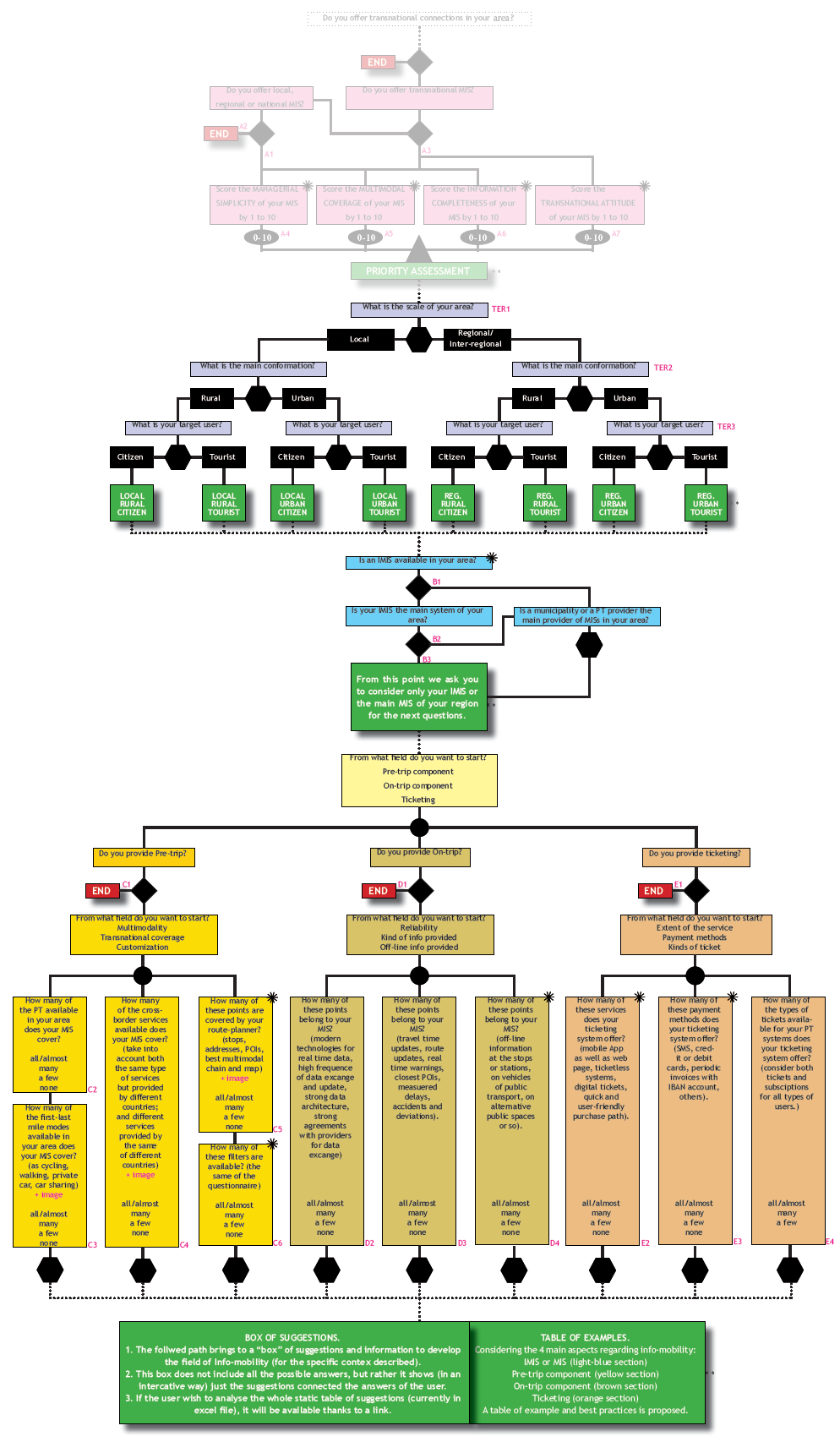
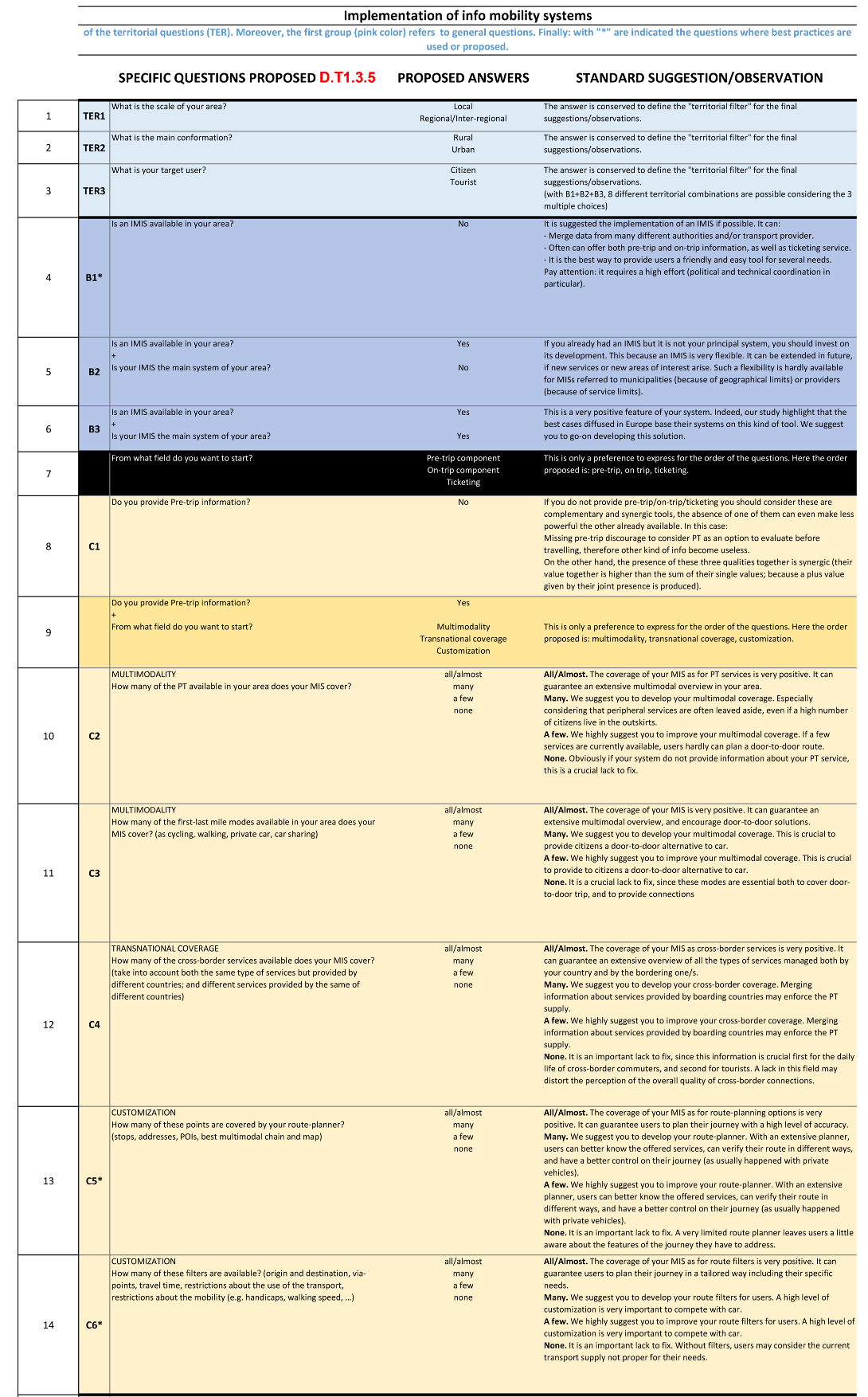


Figure 8. The overall info-mobility flow chart

Legend: STEP 1 (violet colour), STEP 2 (light-blue colour), STEP 3 (yellow colour), STEP 4 (brown colour), STEP 5 (orange colour). In green all the outputs

Annex I - Questionnaire & Instructions. The table of standard suggestions

Below, the final table of suggestions (standard version) is proposed. The subdivision in five clusters and corresponding colour is maintained to make it more understandable. All these standard suggestions have also eight customized variations, according to the eight possible territorial configurations.



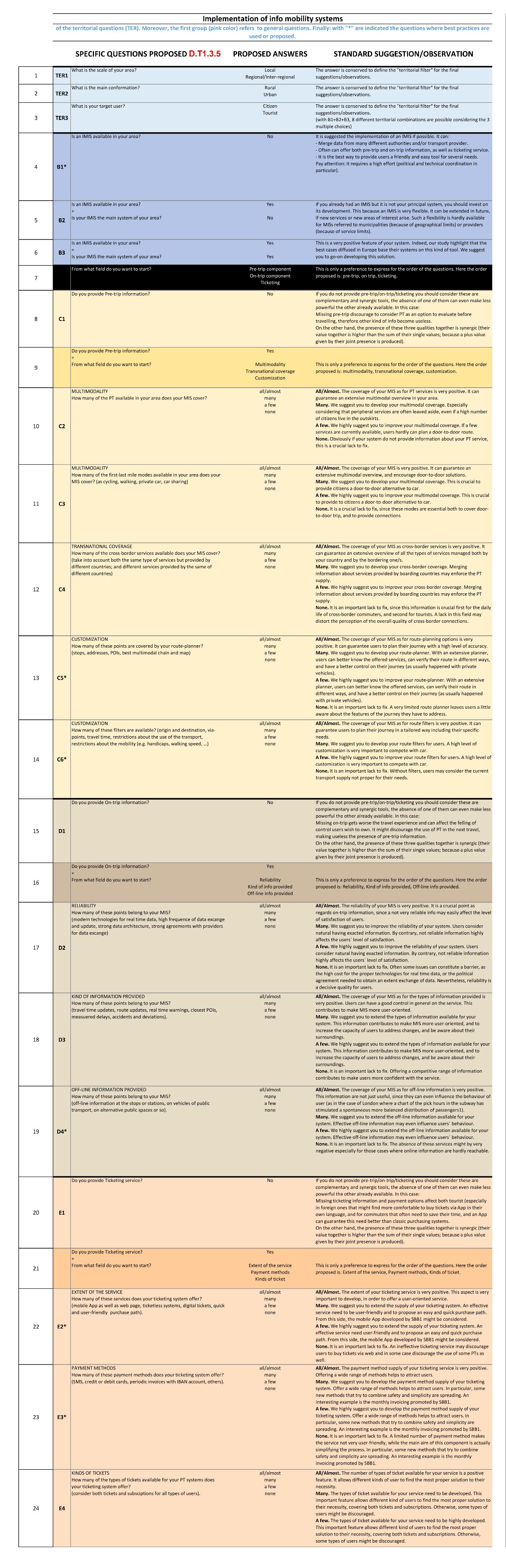


Figure 9. The overall table of standard info-mobility suggestions

Legend: STEP 1 (violet colour), STEP 2 (light-blue colour), STEP 3 (yellow colour), STEP 4 (brown colour), STEP 5 (orange colour)

Annex II – Pilot tips. The output of the web-based tool EU-Survey

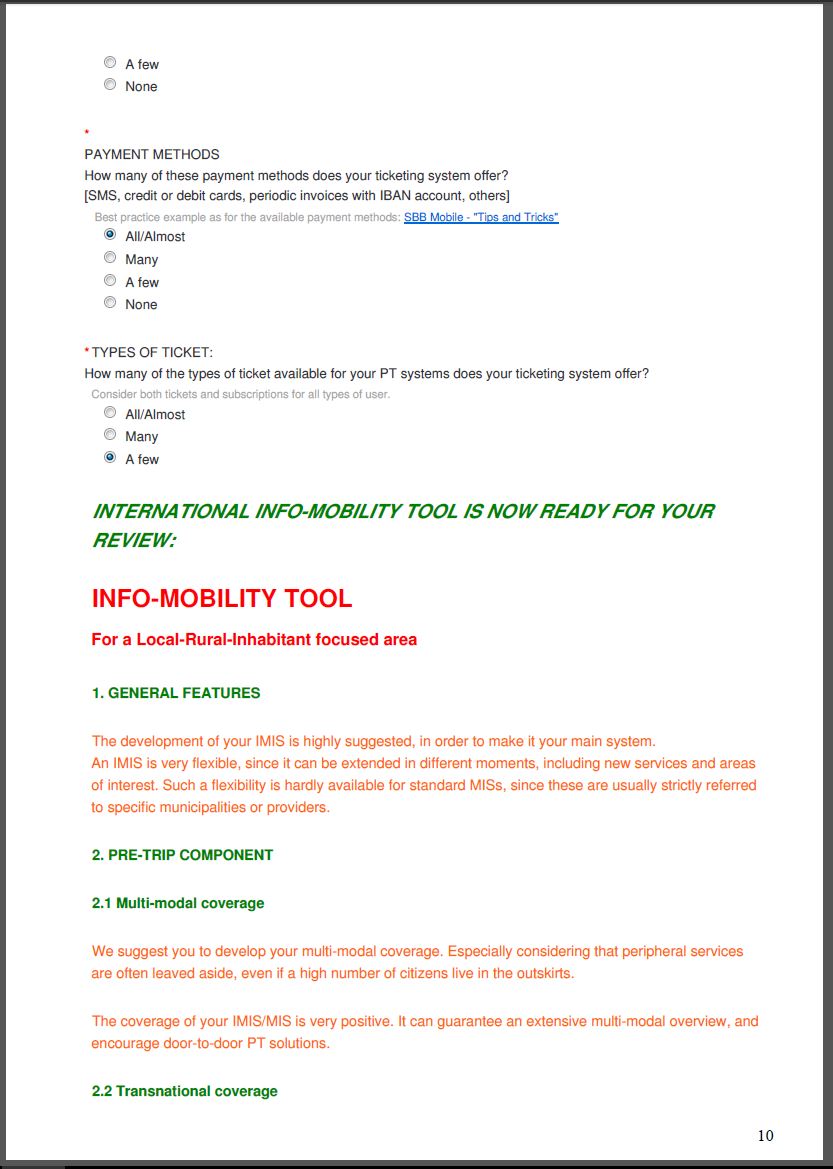


Figure 10. The EU Survey output of the transnational tool