



MyWay

EUROPEAN SMART  
MOBILITY RESOURCE  
MANAGER

*MyWay: European Smart Mobility Resource Manager*

## D1.2 Definition of KPIs and guidelines for validation

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## Executive summary

The MyWay project aims to develop components and an integrated application so as to facilitate sustainable mobility, combining all sorts of transport services, public and private, regular and flexible, providing a personalised service offer, adapting route and modality suggestions in real time, monitoring the parameters affecting service offering performance and gathering and maintaining users' feedback about the quality of services to assist service improvement. The level of achievement of these objectives will be evaluated in three different Living Labs which will be implemented in three different European areas: Catalonia, Berlin and Trikala.

This Deliverable focuses on proposing Performance Indicators so as to validate the MyWay developments in terms of user adoption and satisfaction, behaviour change induced, and impact on mobility. A detailed analysis of the theoretical background for each of these concepts is presented, which results in the suggestion of adequate Performance Indicators for MyWay, together with the required measures and proposed data collection tools so as to calculate them. In parallel, guidelines for the validation work are given. The indicators proposed in this Deliverable should be considered within WP4 and WP5, so that the logging and online questionnaires to be developed are in accordance with the specifications. The guidelines for validation are to be considered during the data analysis work within WP6.