



MyWay

EUROPEAN SMART
MOBILITY RESOURCE
MANAGER

MyWay: European Smart Mobility Resource Manager

MyWay evaluation methodology and plan

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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.

The Deliverable 6.1, entitled "MyWay Evaluation Methodology and Plan", defines a common evaluation methodology for all Living Labs. Four areas of evaluation have been considered, which are the technical performance of the integrated, reliable and robust MyWay system, its usability, acceptance, as well as expected socio-economic impacts. For each of these areas detailed hypotheses have been formulated, as regards the expected impact by MyWay compared to a baseline condition, which is either the usage of another planner or when the user does not use a planner at all.

The general objective is to evaluate whether the MyWay functions from a technical point of view, in a similar or even better way than other transport planners in the market, whether it is similarly usable and acceptable and whether one can expect that its wide usage may affect the mobility habits of users, shifting them to greener means, like public transportation or flexible mobility schemes. Data will be collected using log files and travel diaries but also via subjective evaluation questionnaires and these will be used to calculate the indicators needs for the analysis.

Furthermore, usability evaluation by experts will be conducted and the opinions of stakeholders as regards the expected impact of MyWay but also problems that may arise during its introduction will be collected via structured interviews with stakeholders in each of the three Living Labs.

Finally, the specific Living Labs specific plans have been collected and harmonised so that they are consistent with the general MyWay evaluation methodology.