



MyWay

EUROPEAN SMART  
MOBILITY RESOURCE  
MANAGER

*MyWay: European Smart Mobility Resource Manager*

## D4.2.2 Barcelona Living Lab Setup 1

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Authors	José Fernández (ENIDE)
Co-authors	Rebeca García (ENIDE)
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## EXECUTIVE SUMMARY

This document introduces the procedures performed to setup MyWay Phase 1 of the Barcelona/Catalonia Living Lab. These procedures are oriented on the physical deployment of the Backend but also about tasks for integration with the sources of local data and external services in the Living Lab. In addition to these, other important technical activities on the setup are these related with the distribution and installation of the iOS and Android apps on the participants' devices.

Apart from the technical setup, the document presents the detail of the management activities for the launch and proper control of the Living Lab. These management activities follow the same structure for the two phases performed (Pre-Phase and Phase 1) focusing the time plan, functionalities released and participants.

From the methodological point of view, an important characteristic of this Living Lab is that it was decided to divide it in two different phases:

**Pre-Phase:** with a few number of Piloted Users but enough to test the platform in real conditions and a restricted and controlled number of Real users who will provides feedback about their feelings and possible complaints about the application

**Phase 1:** is the official Phase and the number of Piloted and Real users will be increased but taking advantage of the experiences obtained in the previous phase.

The motivation to divide it in two steps is deeply explained in the different sections but it was based on the aim of minimizing negative impressions to the users about potential issues (technical or not) that typically appears in the first beta versions of any innovation project.

It is shown how the Pre-Phase has been a very good instrument to detect potential issues at any level (platform, configuration, management) and solve them before to involve a high number of users in the official Phases. In addition with the technical ones, most of the lessons learnt in this previous phase are related with the procedures for the selection and management of the participants before and during the Living Lab. As a result, the lessons learnt during the Pre-Phase lead to significant improvements in Phase 1: progressive launch, participants communication protocol, usability of the Apps, solutions performed in the meta-planning and functionalities released.

The deliverable notes also the important relationship among the MyWay Work Packages 3 (Platform development) and 5 (LL execution). Hence, the platform developed in WP3 is configured in the LL by the setup activities in WP4 and then the execution is managed in WP5 (see Deliverable D5.1 [MyWay D5.1]) which is more focused over monitoring and testing. These activities and the reporting of the upcoming data to the WP6 for the evaluation activities are outside the scope of the WP4 and will be reported in further deliverables (see Deliverable D5.2 [MyWay D5.2]).

Regarding the next steps, the execution of the Phase 1 should provide additional information about how to improve the process and the platform for the Phase 2. This

information will be really helpful for the implementation and setup of the final Phase in which there is the scope of involve between 150 and 500 participants. In addition with the complexity added in management, the final prototype will include the most innovative functionalities of MyWay so it is important to advance and solve in this phase all possible technical issues before to proceed with the next implementations.