



MyWay

EUROPEAN SMART  
MOBILITY RESOURCE  
MANAGER

*MyWay: European Smart Mobility Resource Manager*

## D4.4.2 Trikala Living Lab Setup 1

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## EXECUTIVE SUMMARY

MyWay aims at introducing advanced trip planning services towards more efficient and sustainable modes of transport. This ultimate goal can only be fulfilled by establishing an iterative process that enables end users to engage in the development of the overall framework. Of course such a process requires a detailed design of the overall Living Lab execution process and the use of user centric tools that optimize continuous testing, integration of new services and finally the creation of efficient feedback channels between end users, system designers and developers. User feedback is inputted to WP3, in order to enhance the features and functionalities of the system and new evaluation iterations commence in an effort to continuously optimize the system.

In order to evaluate the completeness of the planning of the Living Lab execution an initial iteration of trials and testing has been executed. During this “Pre-phase” iteration, processes regarding user recruitment and participation, app deployment, reception and analysis of feedback from the user have been executed. Results from this process have led to the definition of improvements and adaptations both from the Living Lab organizational perspective and the operation of the system itself. On the organizational side, the importance of tight collaboration between Living Lab managers and development teams has been proven to be of great importance; such a tight collaboration ensures the identification of issues regarding the operational soundness of MyWay.

The feedback and experience gained from the initial Pre-phase, has been taken into consideration in the planning of the Phase-1 execution. In this phase the first set of features of MyWay will be used and functionality of the system will be evaluated from the user perspective; trip planning is the core system functionality to be evaluated but additional user personalization services such as user login, registration and trip following will also be deployed in order to pave the way towards a more personalised trip planning experience. On the basis of the process initially executed during the Pre-phase, these services will be tested and feedback will be collected from users in order to optimize MyWay. The overall planning of the process includes the collection of data and questionnaires according to the strategy defined in D6.1