



EUROPEAN CITIES AND REGIONS NETWORKING  
FOR INNOVATIVE TRANSPORT SOLUTIONS



# MY WAY PROJECT: EUROPEAN SMART MOBILITY RESOURCE MANAGER

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#polis14





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## THE MYWAY PROJECT

- **Enhancing personal urban mobility through smart services**
  - Part-funded under FP7 – ICT. *Smart Cities* call (DG CNECT)
  - 30 months, (September 2013-February 2016)
  - Total budget: 5M€ (3,6 M€ UE fund)
  - Consortium: 14 members.



### *ICT solutions & service providers*



### *Research organisations*



### *Local Authorities and stakeholders*





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## THE MYWAY PROJECT: OBJECTIVES

**Enhance journey planning and mobile user services facilitating personalised seamless integration:**

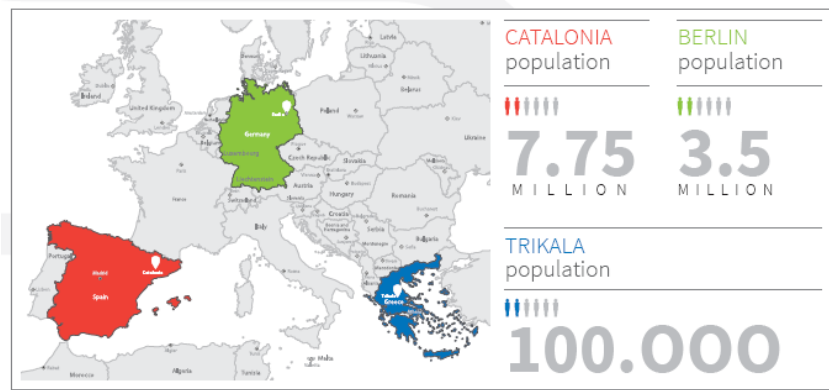
- **Fully multimodal journey planner: integration of public and private modes into a single trip** (public transport, private car, private bicycle, public bicycle, electric scooters, carpooling, carsharing, etc).
- **User centric vision of the application:** users' preferences, users' feedbacks (quality of services), adapting travel planning to user and community experience (learning from past travels), etc.
- **Real time updates, disruptions and incidents. Replanning.**
- **Booking of some services:** electric scooters, etc.
- **Fostering future internet, open architectures and interoperability:** cloud-based services, use of standards for accessing local ITS services, providing service APIs developing smart services.



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## THE MYWAY PROJECT: LIVING LAB VALIDATION



The **Barcelona/Catalonia** and **Berlin** living labs will be examples of large and densely populated cities with a large mix of transport modes, whereas **Trikala** will be used as an example of a smaller urban area with fewer transport options.

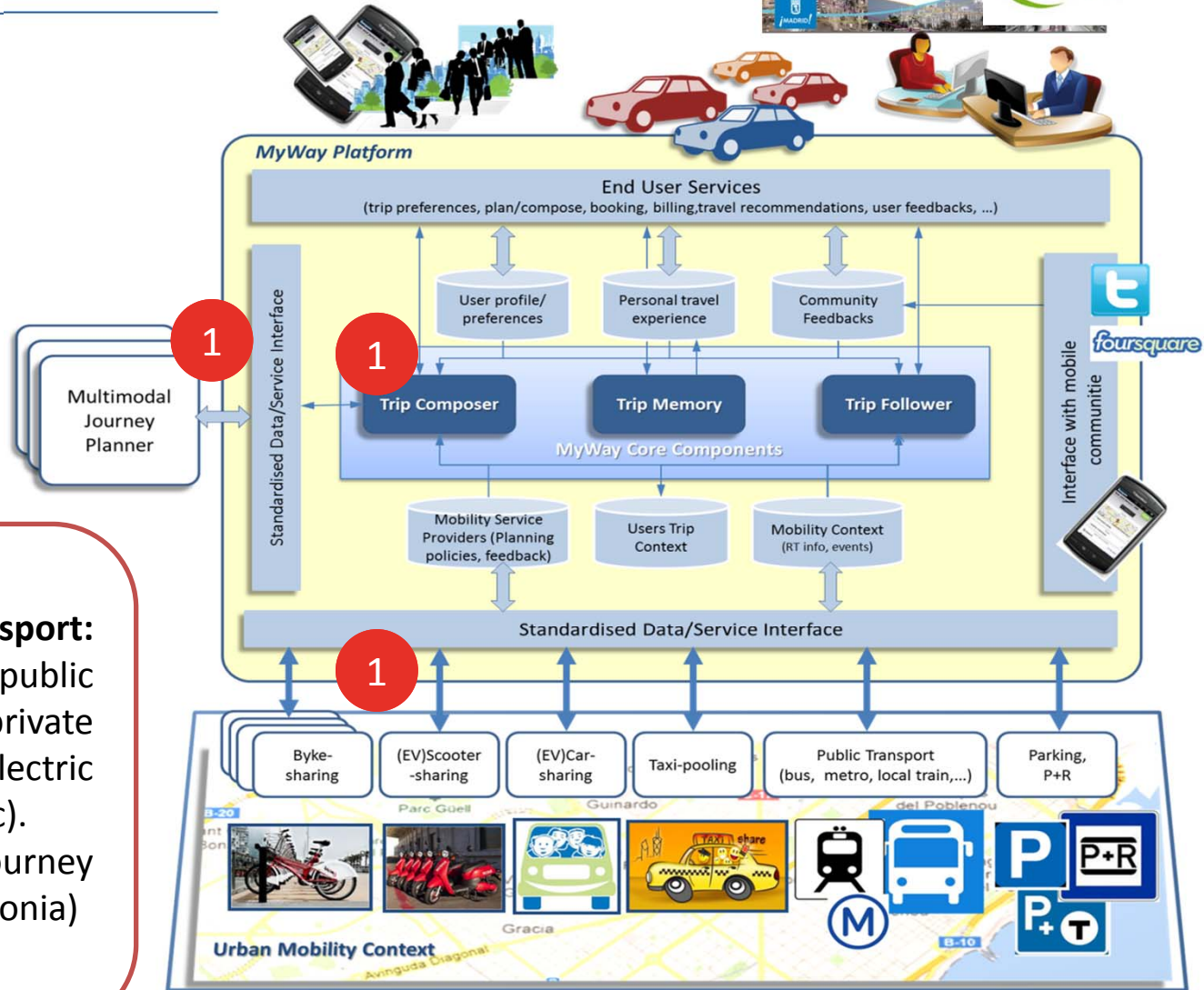
**Barcelona/Catalonia.** Urban and regional mobility. Highly personalised multi-modal travel services: public transport, private car, bike sharing, EV scooter sharing (MOTIT), bus on demand. *Local stakeholders:* GENCAT, ATM, Going Green

**Berlin.** Intermodal info services: public transport, car sharing, bike sharing. *Local stakeholders:* VMZ Berlin, FhG FOKUS Lab

**Trikala (GR).** Mid-size town, seasonal peak mobility, elderly services, students mobility. Intermodal info services: public transport, private mobility, car pooling. *Local stakeholders:* e-Trikala, ICCS

# INNOVATION

1



**Trip Composer:**

- **All possible modes of transport: public/private** services (public transport, private car, private bicycle, public bicycle, electric motorbike, car-pooling, etc).
- use of **external/existing** journey planners ('Mou-te' in Catalonia)
- **meta-planning** level

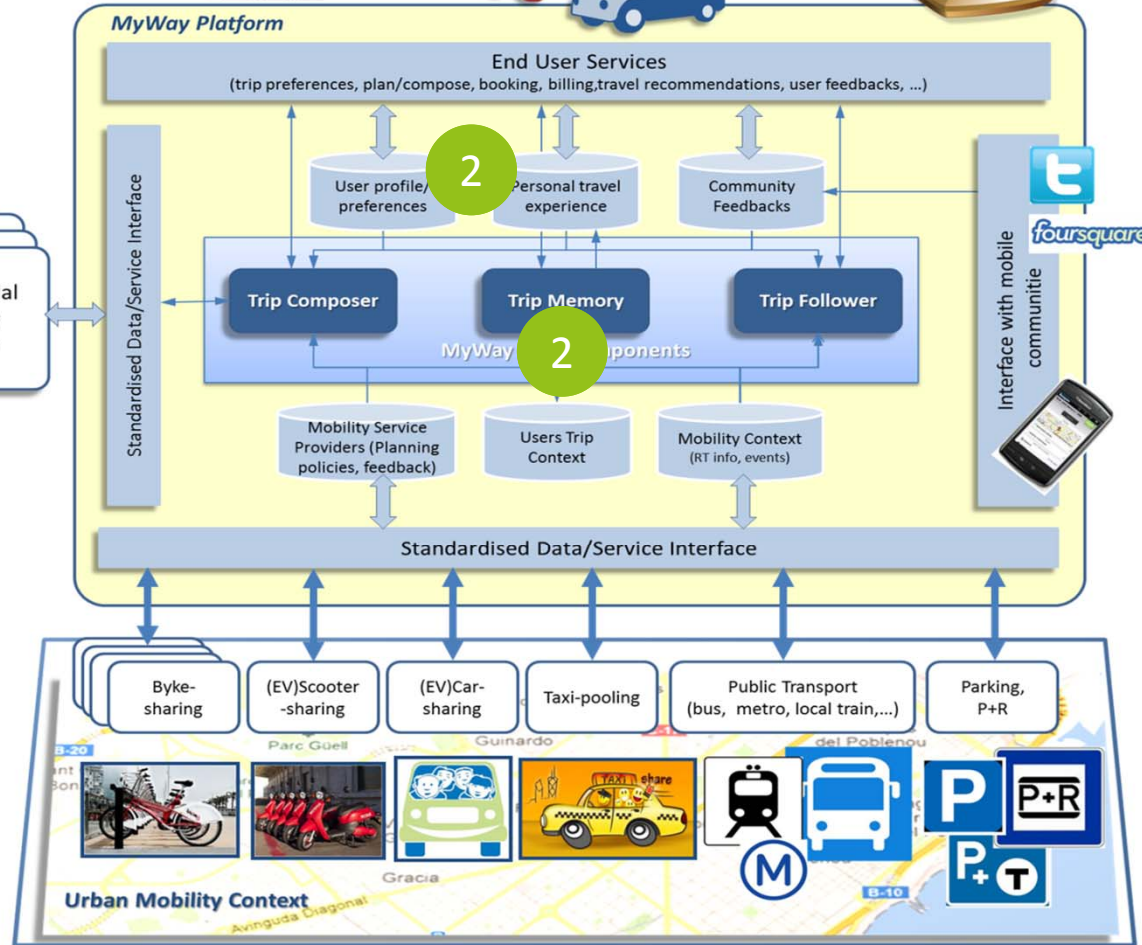


# INNOVATION

2



- Trip Memory:**
- **learning** user mobility behaviour (*choices, preferences*)
  - **tracking** user **experience** over time (*satisfaction*)
  - **updating** user preferences
  - **adapting** travel planning/offer (*Composer*) to user travel experience





# INNOVATION

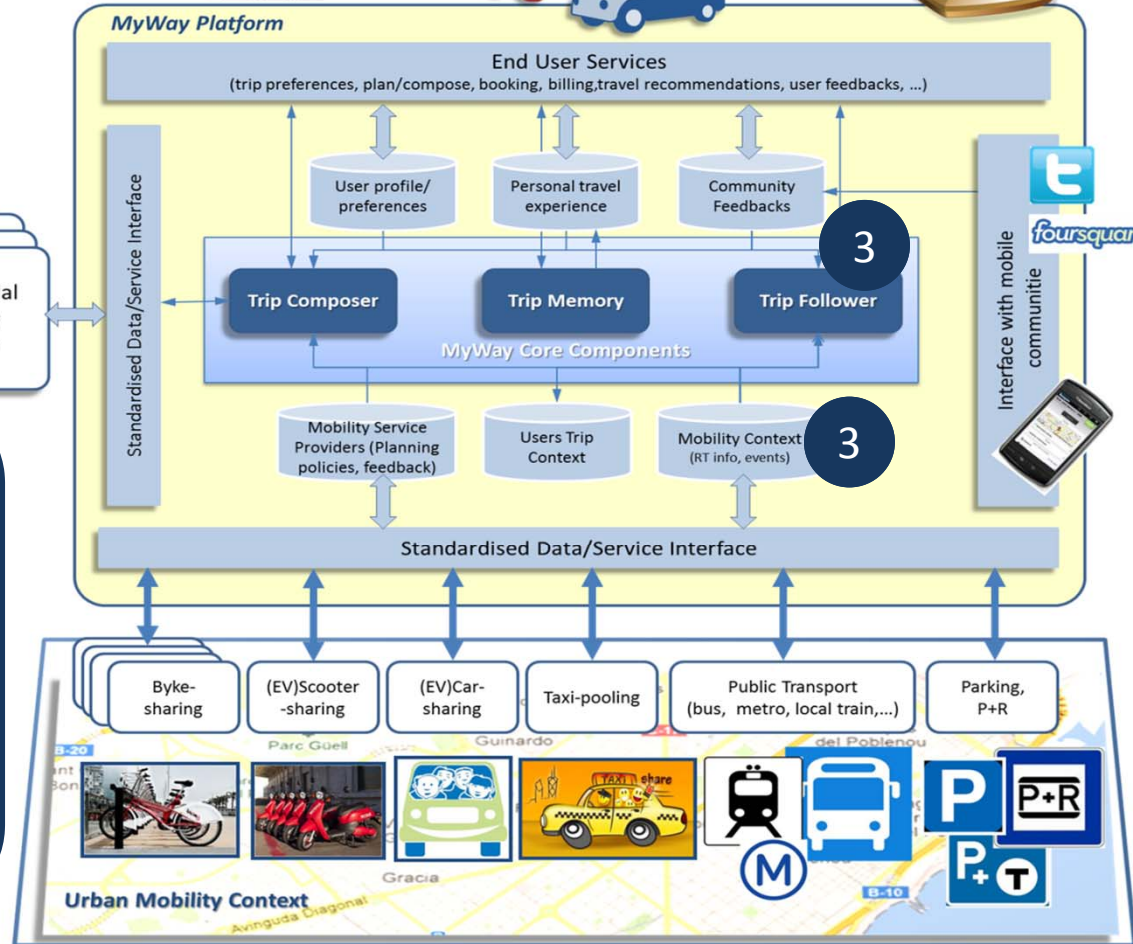
3



**Trip Follower:**

- active trip monitor
- real-time alerts and replanning (*disruptions, delays*)
  - mobility context (*ITS serv.*)
  - users community (*direct feedbacks, social media*)

→ users can be **proactive elements** of travel adaptation





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## FIRST RESULTS

- **Mobility behaviour:**
  - scenarios analysis (16)
  - focus groups (16)
  - about 170 users
- **Requirements collected: functional and non functional**
- **Architecture design (first version).**
- **Design of the evaluation methodology and plan**
- **First App beta version (December 2014). Real and pilot users.**

S1 Mr Pepper and Mrs Ginger	Regular car-pooling to save money
S2 Mrs Peach and Mrs Orange	Public transport disruption
S3 Mr Sugar	Cycle commuter in bad weather
S4 Angela	The visiting foreign business executive
S5 Sebastian	Newly-arrived exchange student
S6 Jordi and Nuría	Elderly couple from rural village
S7 Lluís	Cyclist with flat tyre
S8 Joan and Pere	Wheelchair user
S9 Bill and Kostas	Elderly non-driver accessing essential healthcare
S10 Eleni	Car-pooling to save money
S11 Eleonora	Keen cyclist making a tourist visit
S12 Sophia	Office worker with many appointments
S13 George	Elderly non-car driver
S14 Marco	Dissatisfied car commuter
S15 Regina	Person with reduced mobility
S16 John	MyWay data manager

