

MobiWallet - Newsletter #02/2015

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MOBIWALLET: MOBILITY AND TRANSPORT DIGITAL WALLET.

Dear reader,

It is a pleasure for us to send you the second MOBIWALLET Project newsletter. This time, we would like to present the most recent developments accomplished within this European R&D project, with the objective of implementing solutions for Interoperable Fare Management to encourage modal shift and facilitate ease of use of multiple transport options, taking advantage of the latest ICT advances and Smartphone capabilities.

Four MobiWallet pilots are currently running across Europe, in Santander (Spain), Tuscany (Italy), West Midlands (UK) and Novi Sad (Serbia). Different scenarios, technologies, services and transport modes are involved in each of them, but sharing the same approach, methodology and common vision of the project towards achieving interoperability at pilot level, and, ultimately, at cross border level.

During the last six months, significant advances have been achieved in each of the pilots, in which the first systems have been put into operation and the first volunteers have started to use them in their daily trips. User's recruitment and tests will continue for the next months, in order to evaluate the performance of the systems, the success of the initiative and the possibilities of a large scale deployment.

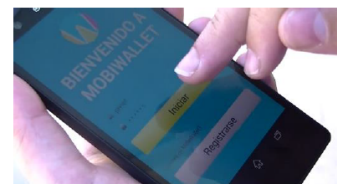
Updates from the Pilots

Spain

The Santander pilot (Spain) is based on the use of NFC enabled Smartphones and NFC Stickers as electronic wallets and tickets to exploit the synergies between contactless payment systems and Smartphone technologies. It aims at providing a unique, integrated and interoperable mean of payment for most transport services existing in Santander, providing also added value services such as online purchasing, virtual wallet, profile/account information, special considerations for disabled/handicapped users, new fare management schemes etc.

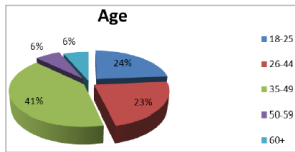
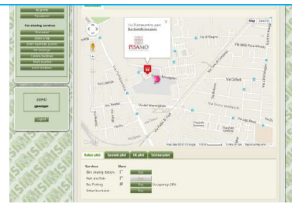
For the moment, **ferry** (Pedreñeras) and **bus** (operated by TUS) services have already been put into operation, allowing users to top-up a virtual wallet through their Smartphone using a specific application (App) deployed within the project, acquire travel tickets and validate them using NFC technology and a NFC sticker, attached to the Smartphone. The environment developed also includes different Web Services that provide users (through their Smartphones) and operators (through personalized interfaces) with a set of services and functionalities. The platform includes compensation mechanisms that allow to distribute the credit to the different operators (clearing). At this stage, an initial small group of users has been selected to test the current functionalities of the platform, the App, and the services already in operation.

Future works include the incorporation of more transport modes (such as taxi, parking or public bicycle services), as well as implementing new services and special adaptations for disabled or vulnerable users.



Italy

The Italian pilot successfully entered into the operational phase, thanks to an architecture centred around a **unique web platform** (named SIMIS) with a set of transport and payment services both public and private. This allows users involved (citizens, commuters, tourists) to **plan a trip and purchase the ticket** according to the selected transport means. Deployed in the cities of Pisa and Scandicci (Florence), the trial phase is accomplished involving public **bus and tram services, car parking and bike sharing transport modes**. In addition, the pilot provides an innovative car-pooling service in order to allow user to easily share car trips.



Users registered in the SIMIS platform can share their car with other users thanks to **MobiWallet car-pooling functionality**. It allows to select the best travel option, reimburse journeys to drivers through PayPal and collect feedback about drivers and passengers. Collaboration has also been established with PisaBus Android App, allowing SIMIS users to receive urban tickets via SMS on their mobiles. Other additional services, such as real-time information about **parking occupancy** at Via Pietrasantina Park in Pisa, are also offered, using traffic sensors installed and available since last July, and allowing to purchase parking passes through PisaMO's web site.

The pilot in Scandicci (Florence) is operational as well: a signage totem has been deployed in the park in Via Aldo Moro, close to the Resistenza tram stop, that provides QR-codes to download the Mobiticket App, developed within the project, and pay the parking time through the app itself as well as to buy tram tickets through an SMS.

About **100 users** are **already registered** in SIMIS (Summer 2015) and the number is still increasing.

United Kingdom

The UK pilot is based on the development of a **ticket/fares engine** that will support customers in selecting the most appropriate fare for their specific journey needs. This fares engine will be integrated with both, partner CENTRO's current *Swift* back office infrastructure, and *Journey Planner* to offer a complete public transport mobility solution, where a customer can plan a journey in real time, purchase a Swift product from a recommended list (intelligent ticket options) and transfer their purchase onto a Swift card using NFC technology via mobile phone or through remote network readers.

The pilot has now deployed its proposed remote fulfilment services throughout the West Midlands region via NFC mobile application and **over 100 remote readers/collectors installed** within public transport infrastructure and along key public transport corridors. The UK pilot has now deployed these services to both **bus and tram** transport modes throughout the West Midlands conurbation in partnership with over 20 private travel operators. This will shortly be extended to **rail** mode and operators by early next year (April 2016). Travel is validated once the user boards the bus/tram vehicles and validates their Swift card via the on board electronic ticket machines or handheld devices. Future works and next steps are to advance Journey Planner integration and establish the logic for the **best ticket push out function**.

The pilot has concluded **initial user testing exercises**, using a small group of internal users to test remote fulfilment process, functionality and user experience. This exercise was completed in summer 2015 and provided useful feedback/findings which will now assist in shaping and refining current and proposed pilot functionality and enable further systems enhancements.



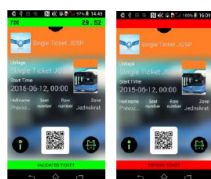
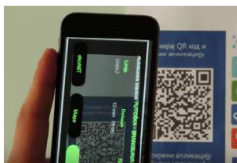
Serbia

The Pilot being implemented in the City of Novi Sad is focused on providing mobile payment in public transport utilizing **QR-codes, augmented reality interfaces and optical validation**.

For the moment, a **smartphone application** has been developed offering a range of services to city bus users. **QR-code stickers** have been placed at bus stops around the city enabling travellers to download the application, get information on bus arrival times and routes, as well as purchasing travel tickets. QR code stickers have also been provided inside all the buses used in the pilot, enabling the optical validation of mobile tickets. In addition, the application provides information on **air quality** in the city, obtained from IoT devices for environmental monitoring.

The pilot will soon be extended to the city **rental bike service**. QR code stickers have been already prepared for the rental bike stations, and the App will be updated to allow users to plan their route through the city using either bike or bus service (or combination), get information on nearby bus services as well as **tourist related information**.

Volunteers have been engaged for testing the application in a real world environment. To **increase the pilot visibility** and gain more volunteers for the second phase of pilot evaluation, a range of local community events has been organised in the city of Novi Sad.



Measuring success

Success of MobiWallet is being measured through an extensive evaluation programme that is consistently measuring progress across all 4 pilots throughout the project. Consisting of in built snapshot surveys, pre, through and post-trial surveys, focus groups, balanced score-cards and analysis of broader base line data, the evaluation programme is ensuring meaningful recommendations can be made from this project to other cities seeking to implement similar interoperable fare management solutions. The objective of the evaluation workpackage is to provide a detailed understanding of the project with the intention to unveil the potential for full-scale deployment across European Cities. Evaluation across the cities is standardised and subsequently numerous advisory documents and surveys have been designed and circulated to the pilot leaders to offer guidance and ensure consistency in approaches.

Baseline data has been provided by all pilot leaders which consists of a combination of previous and current reports including customer satisfaction and operator surveys, mobility plans and interviews. Evaluation of projects will be repeated at three different project phases with factory system testing in Phase 1 complete, small sample functional testing in phase 2 underway, and full scale real World testing in Phase 3 currently under preparation. Phase 3 should be scaled up to include around 200 – 300 participants. These participants will be asked to complete pre-trial, through-trial and post-trial surveys (translated into local languages) which will be analysed in the wider context of the baseline data and help to build a picture of the user behaviour and likelihood of modal shift from car to public transport. In addition, some pilots will use 'snapshot' questions during the trial, a small number of questions which it is envisaged will be added to a Smartphone application where possible for participants to answer mid trial.

MobiWallet First Demonstration

We are glad to say that that our first live demonstration has already taken place with success. The demo was held in Florence and Pisa on the 9th and 10th of July. Live demonstrations were performed by the Italian partners, including a demonstration of the functionalities of the SIMIS platform such as trip planning and bus ticketing purchase, a visit to the Resistenza parking area of Scandicci where the totem for the park & ride service has been installed, as well as a demonstration performed in the Pietrasantina parking area in Pisa where traffic sensors and equipment have been deployed.

Several external attendees were present at the live demonstrations: representatives of Scandicci Municipality, Tuscany Region and Scandicci parking site manager. A special thank to all of them from the Consortium.



MobiWallet partners at the 1st Demonstration event

Forthcoming events

We are glad to inform you that we will attend the next 2015 Annual Polis Conference which will be held in Brussels from 18 to 20 November. CENTRO will present a talk entitled *Payment systems - Mobility and transport wallet for interoperable fare management: A cross-national experience*, which will be focused on MobiWallet achievements and lesson learned. The preliminary program is available here.

A CIVINET UKI / MobiWallet will also be held in Birmingham on November 24, which will tackle the use of mobile phone apps to enhance personal mobility and encourage sustainable travel. For more information visit the CIVITAS Web Page.

Partner



Coordinator



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