

MyCorridor Pilots

User testing will be conducted in 6 pilot sites across Europe including cross-border journeys through Europe **with over 400 travellers and service providers**.

USERS

Diverse types of travellers (tourists, bleisure, commuters, people with various access needs, etc.) will have to opportunity to share with us their existing travelling needs and preferences with existing services and have a hands-on experience with MyCorridor services and packages through both laboratory tests (1st phase) and real-life pilots (2nd phase). **Services and business providers** will have to opportunity to test and use our easy and quick integration process into the MyCorridor platform and be part of our community and growing ecosystem!

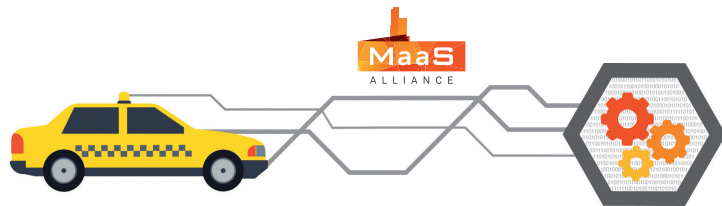
PILOTS

The first round of testing will be conducted with **service providers** and **travellers** from various groups (e.g. businessmen, tourists, commuters, etc.) in order to ensure **positive, comfortable and convenient traveller experience** and **high usability** of the MyCorridor platform.

User testing will start in November 2018 with **over 100 users** across pilot sites.

In the second and final round of testing, over **300 real travellers** across Europe will use the packages offered by MyCorridor platform to **organize, book** and **complete** their journeys by taking advantage of the MyCorridor loyalty schemes and incentives! Our travellers' real-life experiences and interactions will constitute a major step towards building the MyCorridor ecosystem, a throughout sustainable and growing platform, addressing diversity in travelling needs and preferences in Europe.

If you are a **mobility service provider** and you want to be part of the MyCorridor open platform without any charge or cost and make your services available to travellers across Europe, please contact: Maria Gkemou - mgemou@certh.gr



The MyCorridor platform complies with the MaaS Alliance API design guidelines and mobility service providers are encouraged to follow the same approach to facilitate the integration. For more information visit <http://maas-alliance.eu>.

If you are a **user** who wants to support us into making MyCorridor a usable and fun place to plan your travels and you want to share your ideas and shape the future MaaS transportation market, please contact Maria Gkemou - mgemou@certh.gr to participate in any of our upcoming user studies.

Assessment and results

The socio-economic and environmental impact will be assessed based on real-life data collected during the pilots to allow a thorough impact assessment of the solution.

→ MyCorridor Facts & Figures

MyCorridor – Mobility as a service in a multimodal European cross-border corridor

Start date: 1st June 2017

Duration: 36 Months

Partners: 17

→ MyCorridor Consortium

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|  Inspired Technologies |  TRAFFIC MANAGEMENT |  |
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→ Find out more at www.mycorridor.eu

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 MyCorridor Project

→ Project Coordinator

Roberto Palacin

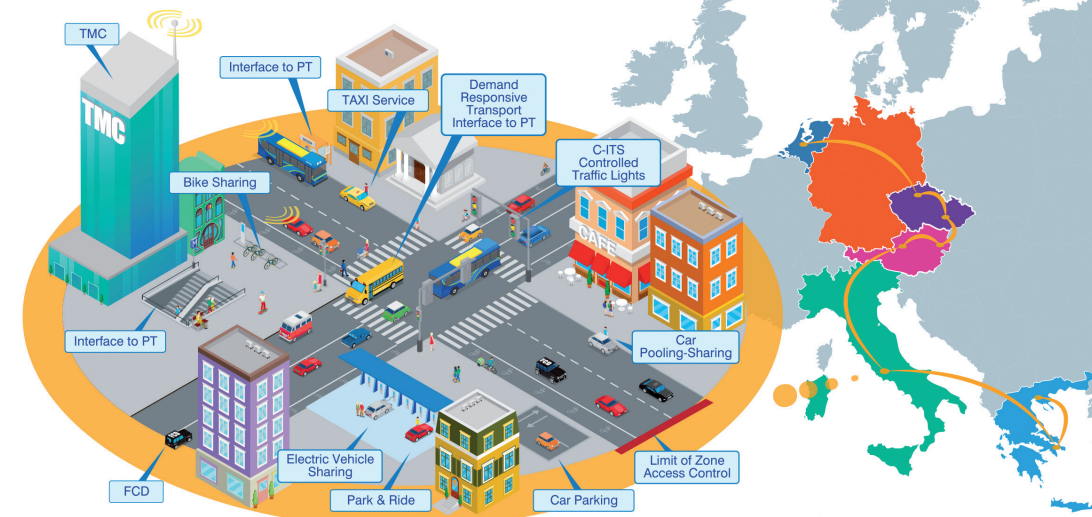
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Our World with MaaS



MyCorridor...
better trips, better life!

What's behind MyCorridor ...

- A **disruptive Mobility-as-a-Service (MaaS) culture**
- A **One-Stop-Shop**: a technological and business platform for urban and interurban mobility services that are multimodal, seamless, flexible, reliable, user-friendly, all-inclusive, cost-effective and environmentally sustainable
- A **personalised, context-aware and inclusive mobile app for travellers**
- An aggregator of **mobility, infomobility, Traffic Management** and **added value services** to provide a novel and holistic MaaS experience for all types of travellers
- An integrator for MaaS vehicles into a multimodal service chains platform, specifically **enabling a paradigm shift for car users, by driving the “vehicle world” towards MaaS**, using TM2.0 platform as the initial enabler
- A **new business paradigm putting forward actor and model for pan-European cross-border adoption**, introducing the role of the **“Mobility Services Aggregator”**
- Recommendation **incentives and promotion strategies** for the new MaaS concept
- **Setting a legal framework** for turning MaaS into reality
- A **demonstrator of the new concept through two iterations with real travellers and service providers** through **interconnected pilots across a European corridor** paving the way for a thorough impact assessment



What's new in MyCorridor

THE MISSION

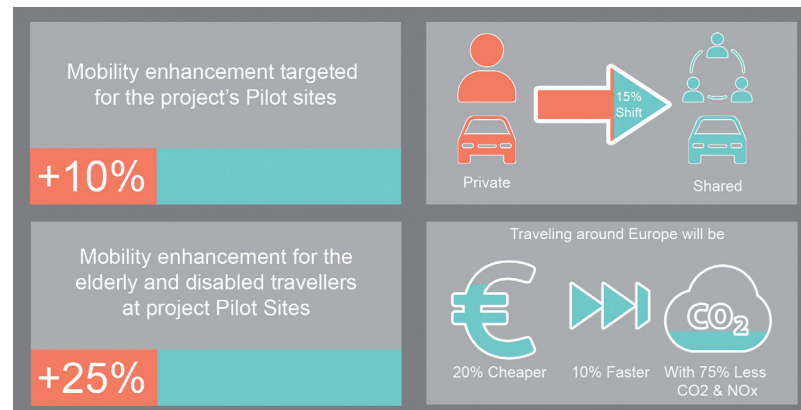
Replacing private vehicle ownership by private vehicle use is one of the key elements in an **integrated/multi-modal MaaS chain**. This modal shift can be achieved by combining connected traffic management and multi modal services. To fulfill this objective, MyCorridor will develop an innovative platform based on mature and ITS, that will deliver a technological and business MaaS solution.

MyCorridor will enable the emergence of a **new business actor** across Europe - the one of the **Mobility Services Aggregator** - by catering for interoperability, open data sharing, as well as tackling the legislative, business related and travel-behavior adaptation barriers.

THE INNOVATION

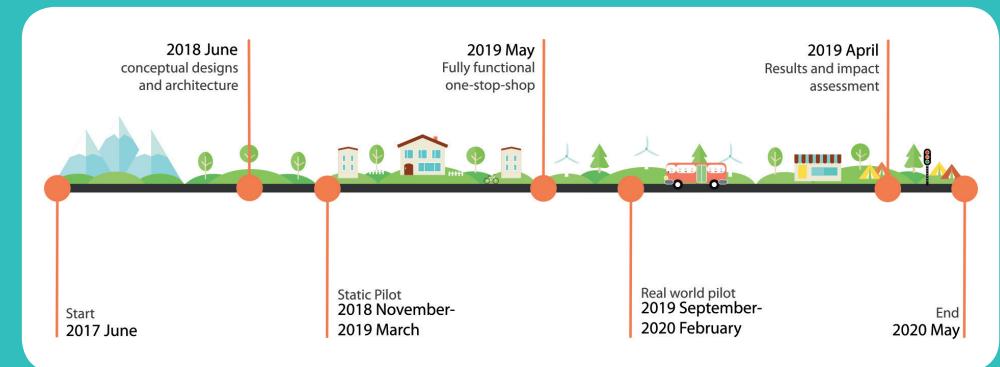
- Expansion of MaaS concept to cross-border corridors, by bringing together different MaaS issuers of various cities and regions that will be now be interconnected and able to offer together a seamless travel experience.
- Novel technological and business platform supporting direct interaction with service providers and travellers through mobile apps that will be able to enjoy inclusive, personalized, flexible and integrated multimodal travel services.
- Modernisation of the mobility market by introducing new business models, payment schemes (Mobility Tokens) and business roles (Mobility Services Aggregator).
- Support of the ITS Directive (40/2010) priorities; turning the project results to trailblazers for successful policies guidelines in this area.
- Inclusion of (Interactive) Traffic management into the MaaS value proposition; expanding TM2.0 to multimodal trips and MaaS (towards TM2.1).
- Allowing all citizens to realise seamless MaaS-based travel around Europe in a much cheaper, comfortable and environmentally friendly way.

What can you expect from MyCorridor?



Where is MyCorridor today?

MyCorridor has follows a user and market driven iterative approach, defines its Use Cases that constitute a guide for implementation and demonstration in its context. The starting point of the approach has been the positioning of MyCorridor in the MaaS context as well as of its ecosystem. Strategic initiatives, priorities and policies have been studied so as to determine how authorities, organisations, the EU and private partnerships view MaaS. The depiction of the current MaaS landscape in market and research both followed in order to make clear what is the anticipated placement of MyCorridor in the market. In turn, all stakeholders' (including travellers) needs and priorities with respect to MaaS have been recognised through literature surveys, focus groups in the pilot sites of the project, massive online surveys across the EU and a Pan-European workshop with experts. As a result, the key success and failure factors, barriers and enablers for MaaS deployment have been identified, while the impact of external trends is still being explored. The key KPIs for MyCorridor impact assessment have been defined, using as a basis impact assessments of previous relevant initiatives. All the aforementioned led to the recognition of the user and market driver requirements that guided the final issue of the project Use Cases and scenarios, whilst at the same time, the first pool of MyCorridor services that will be aggregated in the one stop shop has been determined.



MyCorridor Use Cases

