"Dolce Vita"

A consultant's day in busy and historic Rome

Personalised MaaS package with trip planning
Profile set up
*Notifications received*

Meet Catherine.

Catherine is an IT professional living and working in Rome, Italy. Part of her job is to meet with customers to discuss their problems and to visit their facilities to give professional advice and implement IT strategies. As a result, Catherine spends an important amount of time outside her office, moving from one point to the other in busy and quite often, congested Rome. Therefore, **time** is the most crucial factor when making plans for her trips.

Catherine is using the MyOSS app to move around Rome on a daily basis. She has created her profile, stating her mobility preferences (which include metro, bus, car sharing, taxi and bike) as well as her criteria for choosing itineraries (in this case, **time**). She also has a high level of environmental awareness, hence, she tries to move around in a sustainable and responsible manner.

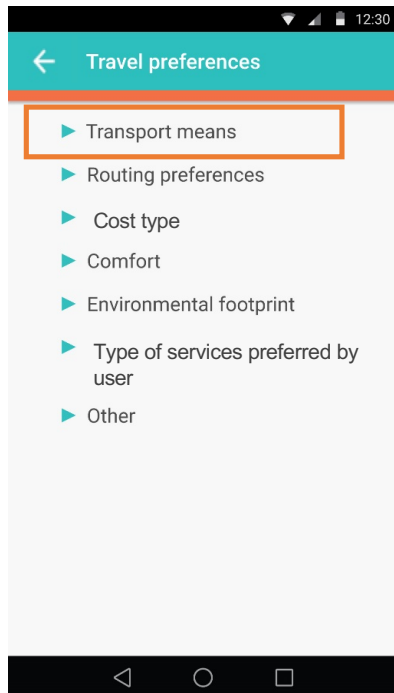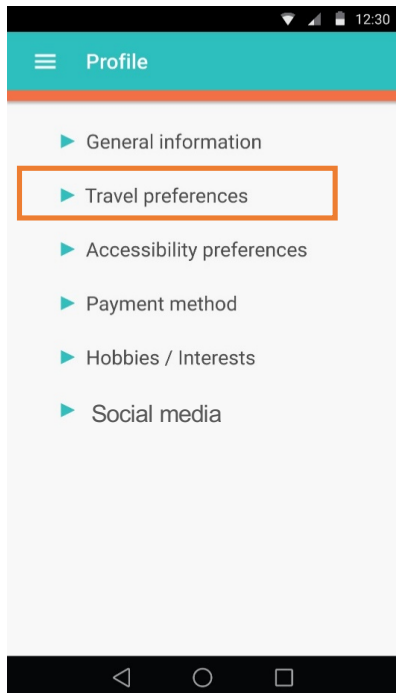Let's see how Catherine has set up her MyOSS profile to personalise her mobility.

1 When she first signed in, Catherine inserted her information to create her profile. She added a nice avatar to look nice and secured her username and password so that her mobile device remembers it. Further to that, she selected the traveller profile that she believes suits her best. In her case, it's "**daily commuter**".
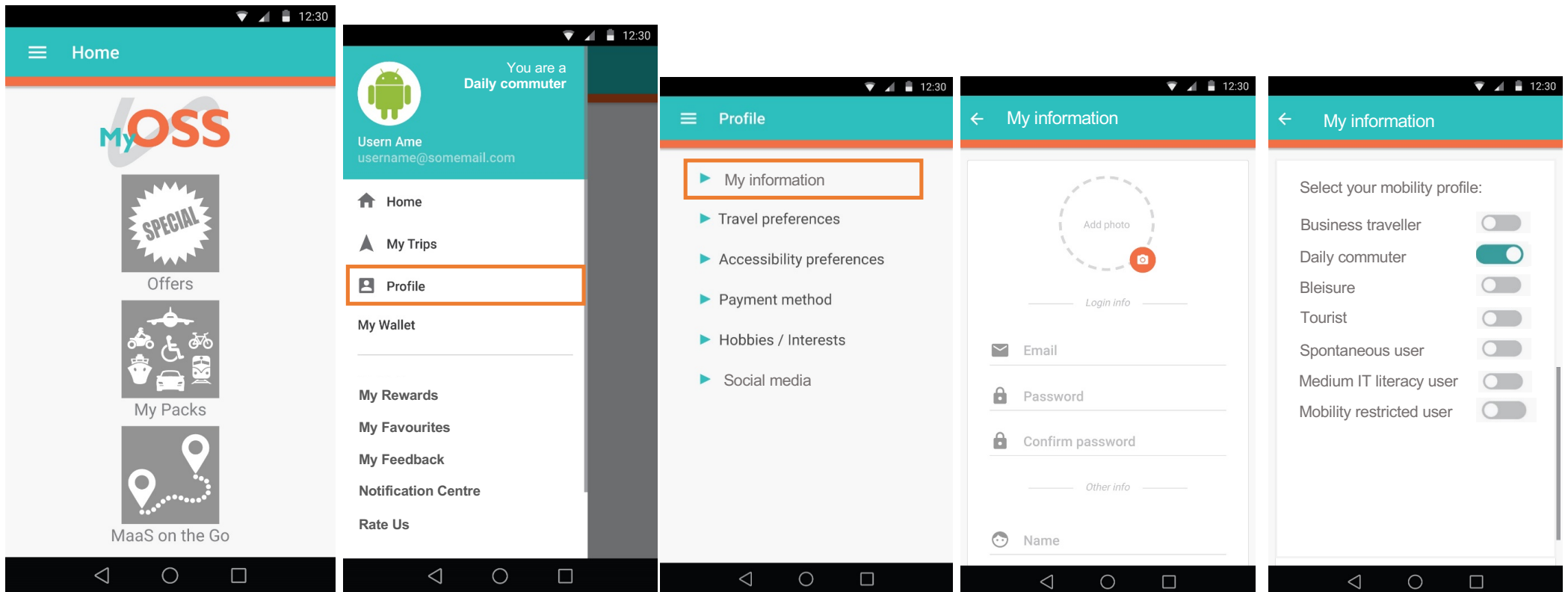
1.1 She then selected her preferred means of transport. Catherine knows that Rome can get quite busy and she doesn't want to waste time looking for available parking spots or get stuck in the traffic. She prefers using the public transport, car pooling and bike. This allows her to work on other things while commuting and staying fit!

▼ ⊿ 🔋 12:30

≡ Profile

► General information
► Travel preferences
► Accessibility preferences
► Payment method
► Hobbies / Interests
► Social media

◁ ○ □

▼ ⊿ 🔋 12:30

← Travel preferences

► Transport means
► Routing preferences
► Cost type
► Comfort
► Environmental footprint
► Type of services preferred by user
► Other

◁ ○ □

Catherine has selected the following transport means:
Bus, metro, car, bike, walking

▼ ⊿ 🔋 12:30

← Transport means

◁ ○ □

▼ ⊿ 🔋 12:30

← Transport means

◁ ○ □
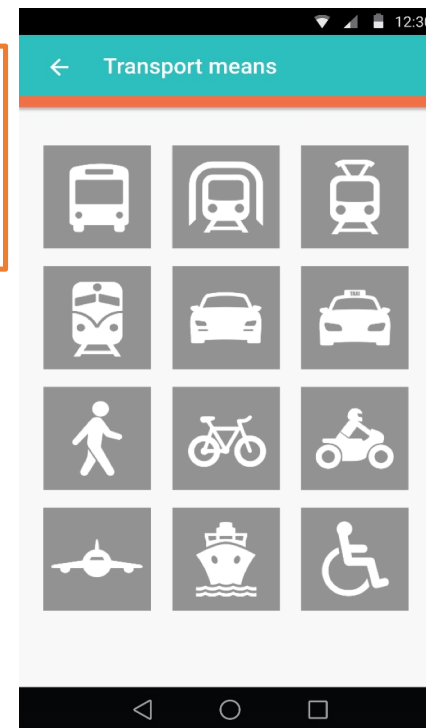
1.2 To personalise her mobility even more, she chose her preferred options in the rest of the profile editor menu. This included **routing preferences**, **cost type**, **comfort preferences**, **environmental footprint** and **preferred services**.
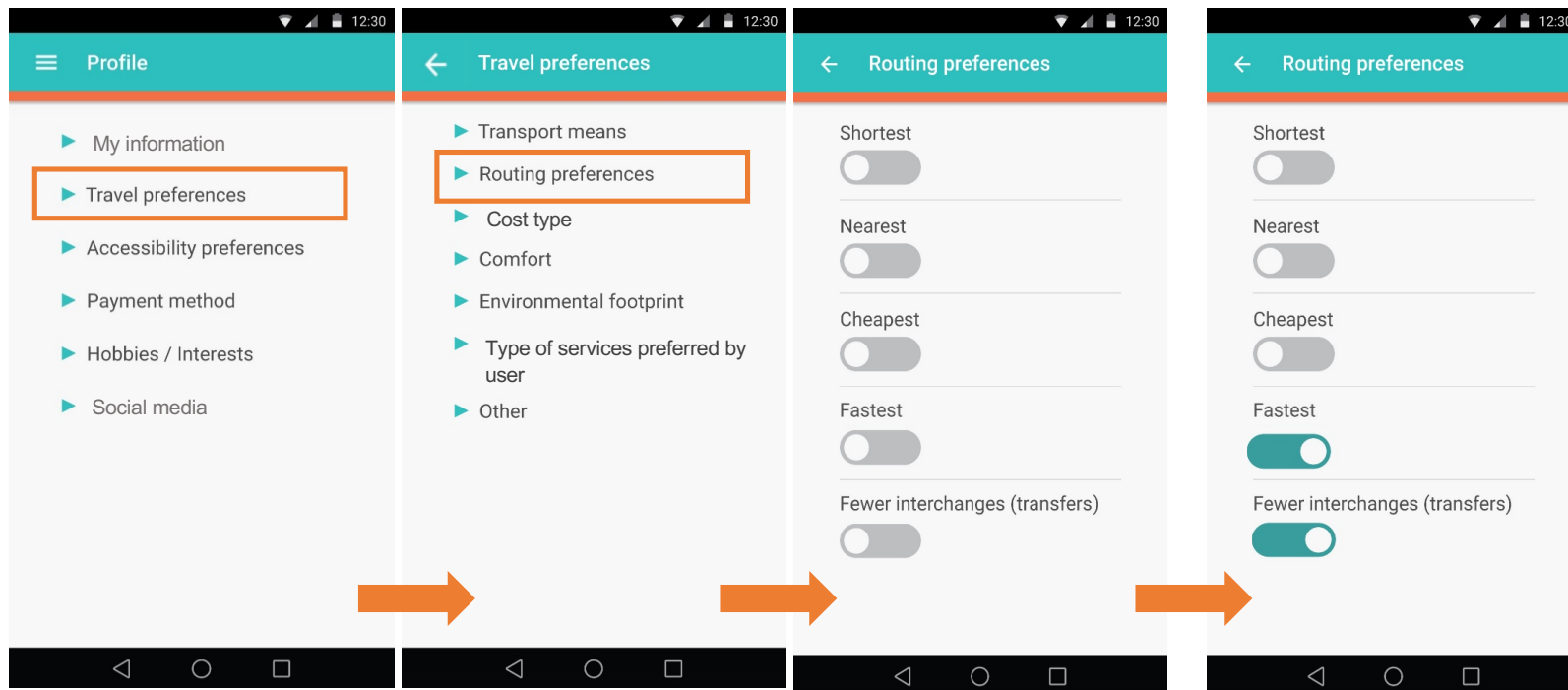
In order to be productive and on time at her meetings, moving with minimum interchanges and taking the fastest route are her top options.

1.3

Travel preferences

- ▶ Transport means
- ▶ Routing preferences
- ▶ Cost type
- ▶ Comfort
- ▶ Environmental footprint
- ▶ Type of services preferred by user
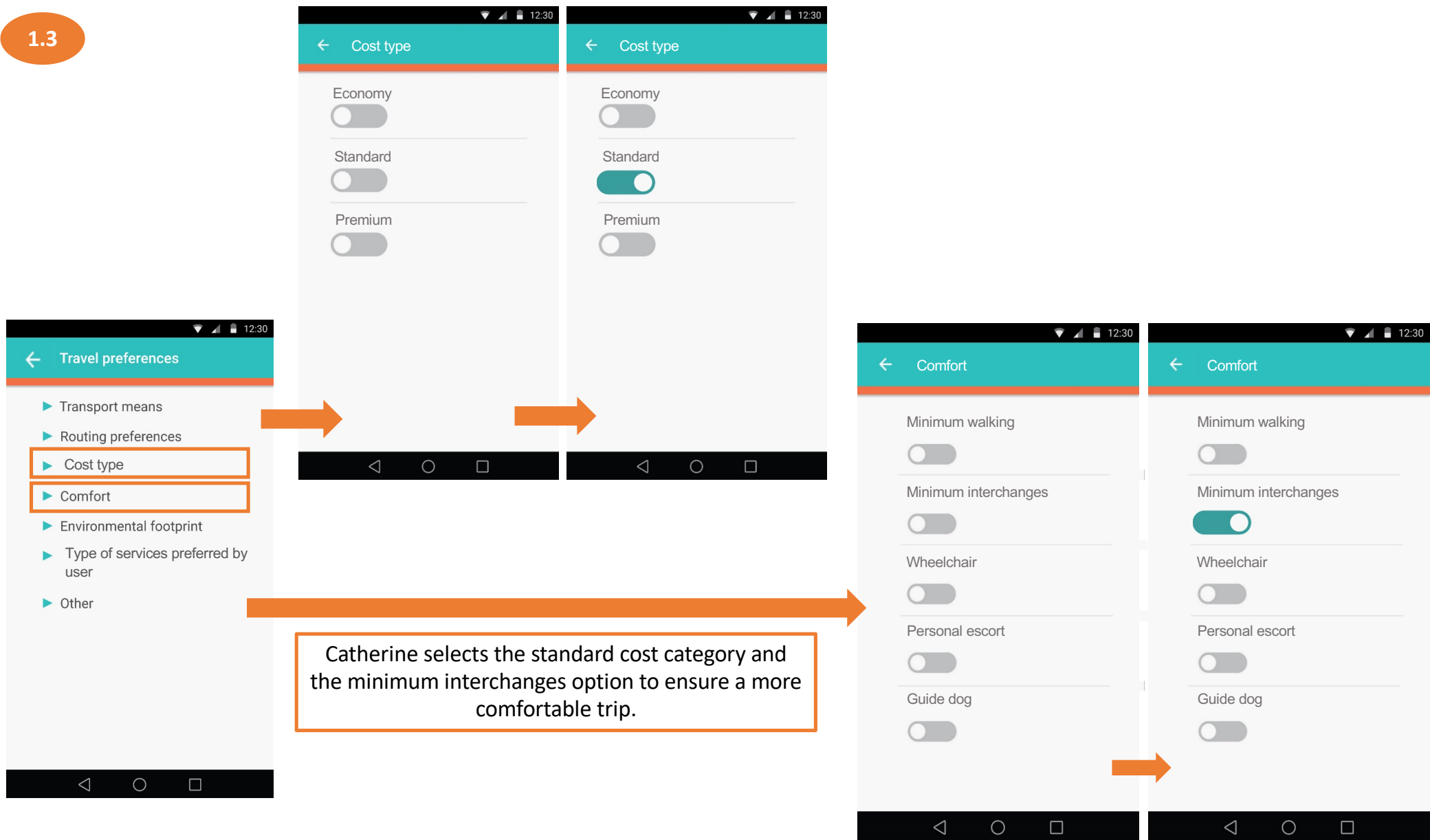- ▶ Other

Cost type

Economy

Standard

Premium

Cost type

Economy

Standard

Premium

Catherine selects the standard cost category and the minimum interchanges option to ensure a more comfortable trip.

Comfort

Minimum walking

Minimum interchanges

Wheelchair

Personal escort

Guide dog

Comfort

Minimum walking

Minimum interchanges

Wheelchair

Personal escort

Guide dog

1.5

As previously mentioned, Catherine plans her trips with the environment in mind. She has selected to receive products and services with a **low environmental footprint.**
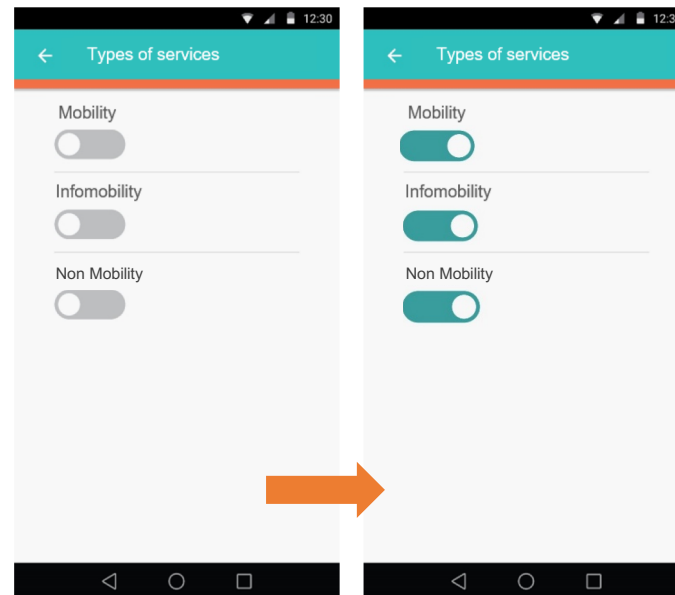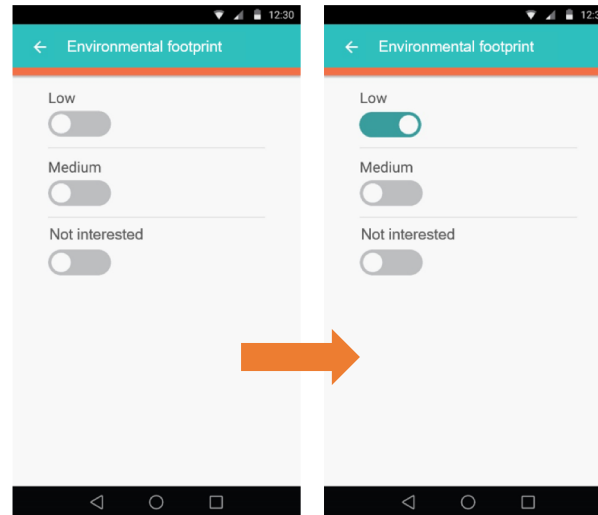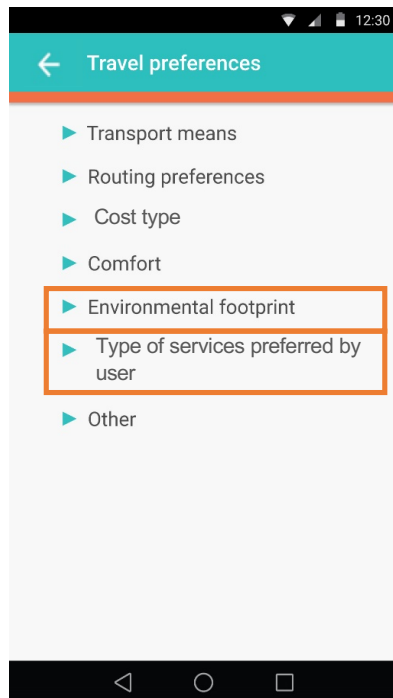
It is also important for Catherine to receive notifications and have access to information related to mobility. Her preferred types of services are **mobility, infomobility and non mobility services**.

1.9

Finally, Catherine inserted her card details so as to complete her orders fast and also chose her preferred interests so as to receive related information. Also, in order to maintain her public profile, she chooses to share her mobility reviews and feedback with her social media accounts.

Profile

▶ General information

▶ Travel preferences

▶ Accessibility preferences
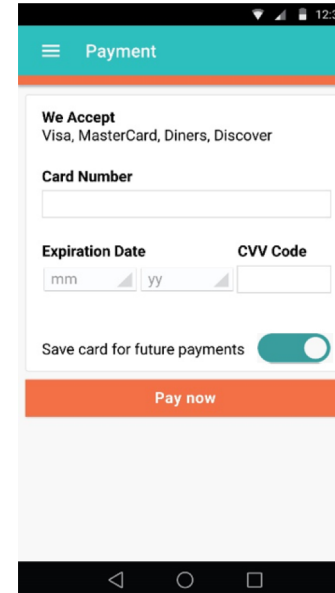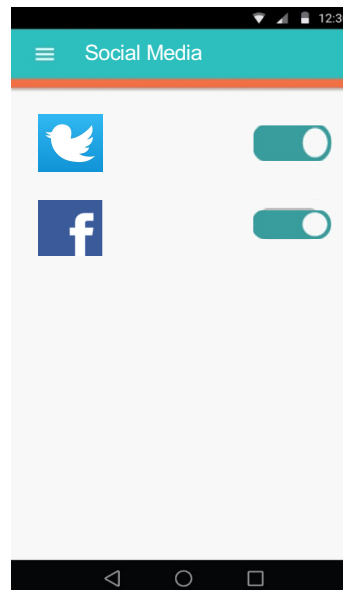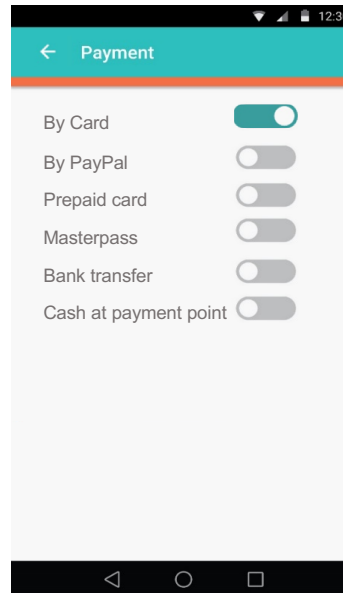
▶ Payment method

▶ Hobbies / Interests

▶ Social media

Payment

By Card

By PayPal

Prepaid card

Masterpass

Bank transfer

Cash at payment point

Payment

We Accept
Visa, MasterCard, Diners, Discover

Card Number

Expiration Date   CVV Code

mm   yy

Save card for future payments

Pay now

Social Media

Hobbies / Interests

Music/Arts

History/Culture

Gastronomy

Exercise

Cinema/Theatre

Religious tourism

2 Having set up her profile, Catherine uses the MyOSS app on a daily basis to personalise her trips. But today is a little different…Let's see how!

Catherine uses the metro **daily** to commute from her home to her office, next to the Sapienza university at the city centre, a route that is registered in MyOSS as part of her **favourite routes**. When she got up today, she **received a notification** that the metro won't be running from 10:00 to 16:00 due to engineering work. Therefore, she had to take an alternative route to her work that matches her mobility preferences and gets her to her work on time.

In the app's homepage, Catherine selects the "**MaaS on the Go**" to adjust today's trip through the trip planning mechanism of the app.

Catherine estimates that a good time to depart from her house is at 10:00.
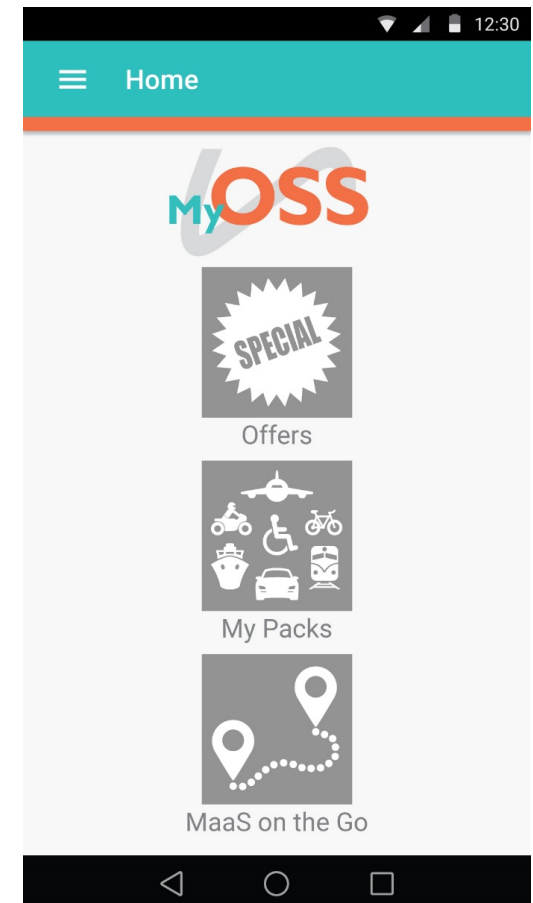
Catherine selects her starting point and her destination point **on the map**. The app requests to confirm her stored mobility preferences before finding the best route for her. Thinking that other commuters will use the bus, since the metro is not running, she selects car, walking and bike to get to her destination and clicks "**Search Solutions**" to find the best route.
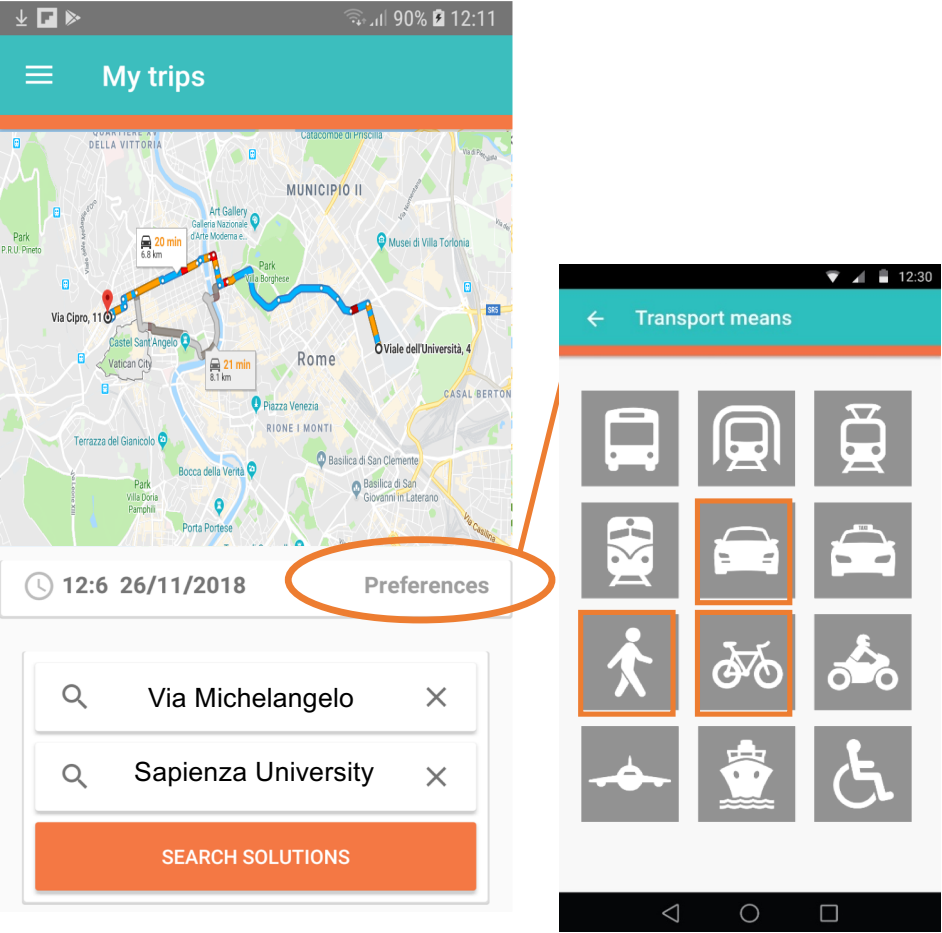
3 The MyOSS matchmaking process makes the following suggestion for Catherine, as the best alternative route.
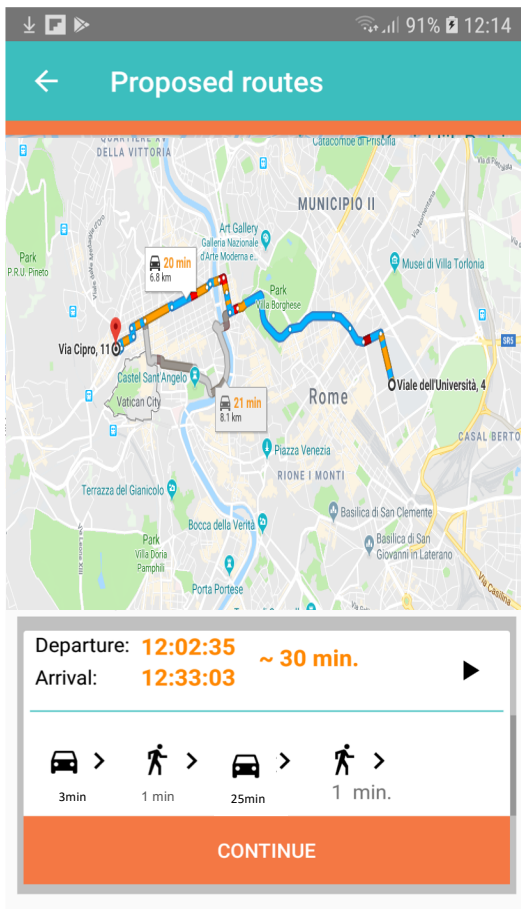
- Car pooling from her home to the **Parking Trionfale Market** (3 minutes).
- Walking to available vehicle within the parking (1 minute).
- Car sharing service to Sapienza University (25 minutes)
- Walking to her office where the appointment is (1 minute).

Wow! She can reach her destination in approximately 30 minutes!
Catherine selects the Mobility Package suggested by MyOSS by clicking "**Continue**".

4

She can now view all trip legs (can scroll down to view all parts). Catherine clicks "**Buy**" to proceed and see the service providers that provide the mobility pa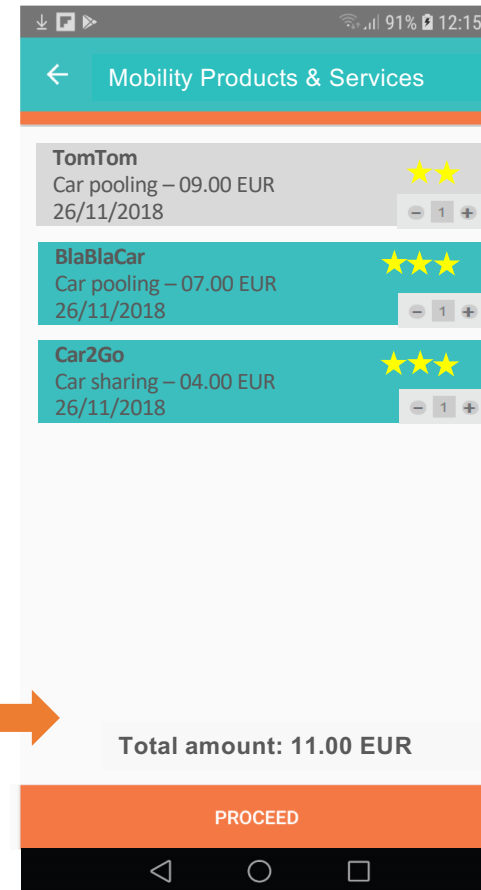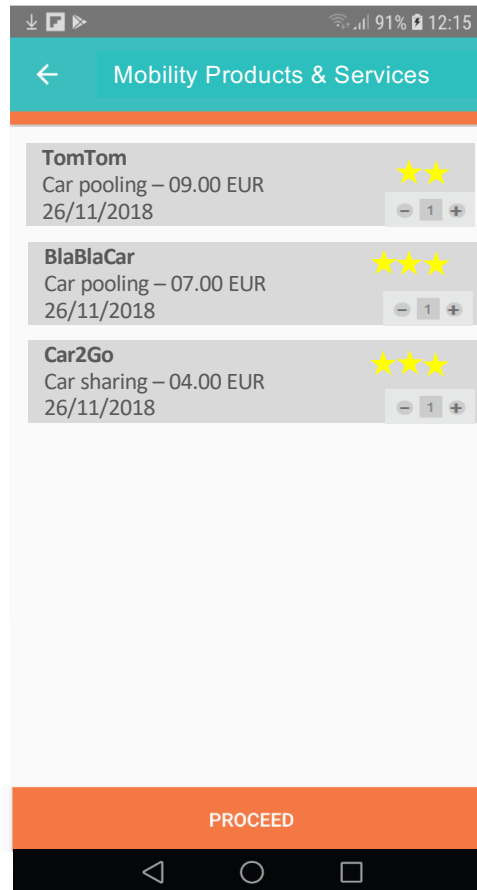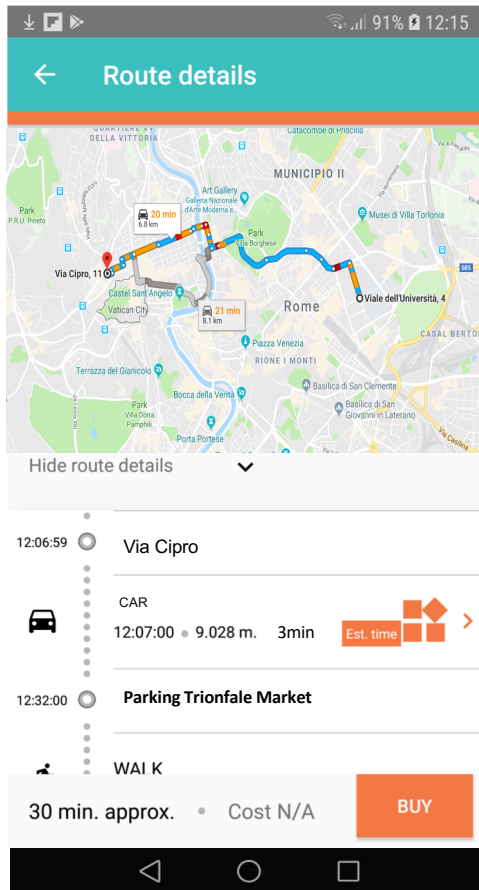ckage she has selected. **Assessing the prices and the number of stars received**, Catherine chooses to buy the car pooling service from BlaBlaCar and the car sharing service from Car2Go by clicking on the provider's name and clicking "**Proceed**".

Route details

Hide route details

12:06:59	Via Cipro
CAR	12:07:00 • 9.028 m. 3min
12:32:00	Parking Trionfale Market
	WALK

30 min. approx. • Cost N/A   BUY

Mobility Products & Services

TomTom
Car pooling – 09.00 EUR
26/11/2018   ★★   − 1 +

BlaBlaCar
Car pooling – 07.00 EUR
26/11/2018   ★★★   − 1 +

Car2Go
Car sharing – 04.00 EUR
26/11/2018   ★★★   − 1 +

PROCEED

Mobility Products & Services

TomTom
Car pooling – 09.00 EUR
26/11/2018   ★★   − 1 +

BlaBlaCar
Car pooling – 07.00 EUR
26/11/2018   ★★★   − 1 +

Car2Go
Car sharing – 04.00 EUR
26/11/2018   ★★★   − 1 +

Total amount: 11.00 EUR

PROCEED

Before making the payment, Catherine views the **summary** of what she is about to purchase. She clicks **Proceed** to go to the payment screen and pay. The app asks for **one last confirmation** for the payment before finalising it.
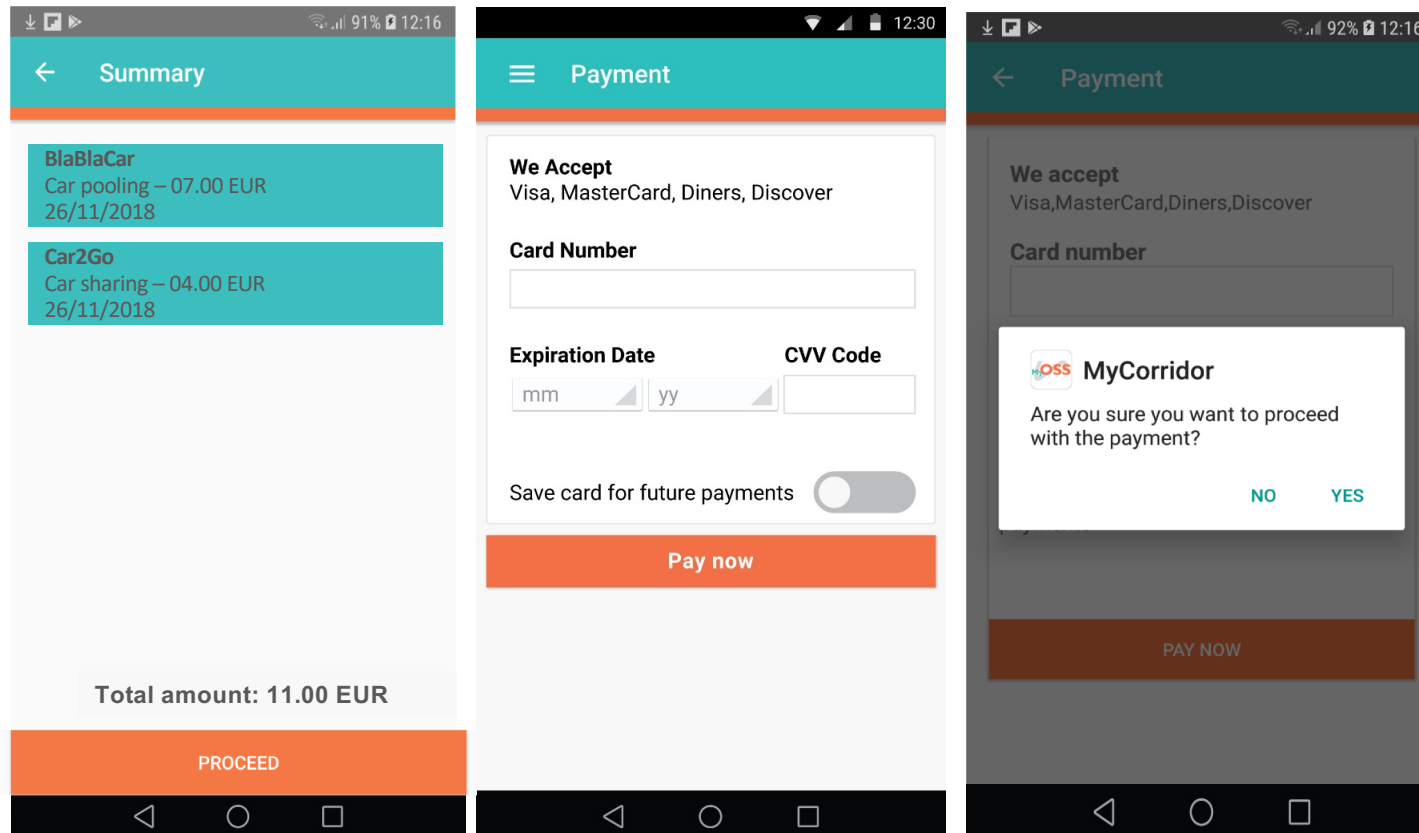
The MyOSS app sends her the **receipt** and **Mobility Token** which includes **all necessary tickets** for the itinerary. Catherine is also notified that she **earned 200 MyOSS points** for purchasing the BlaBlaCar car pooling service.

Receipt / Invoice
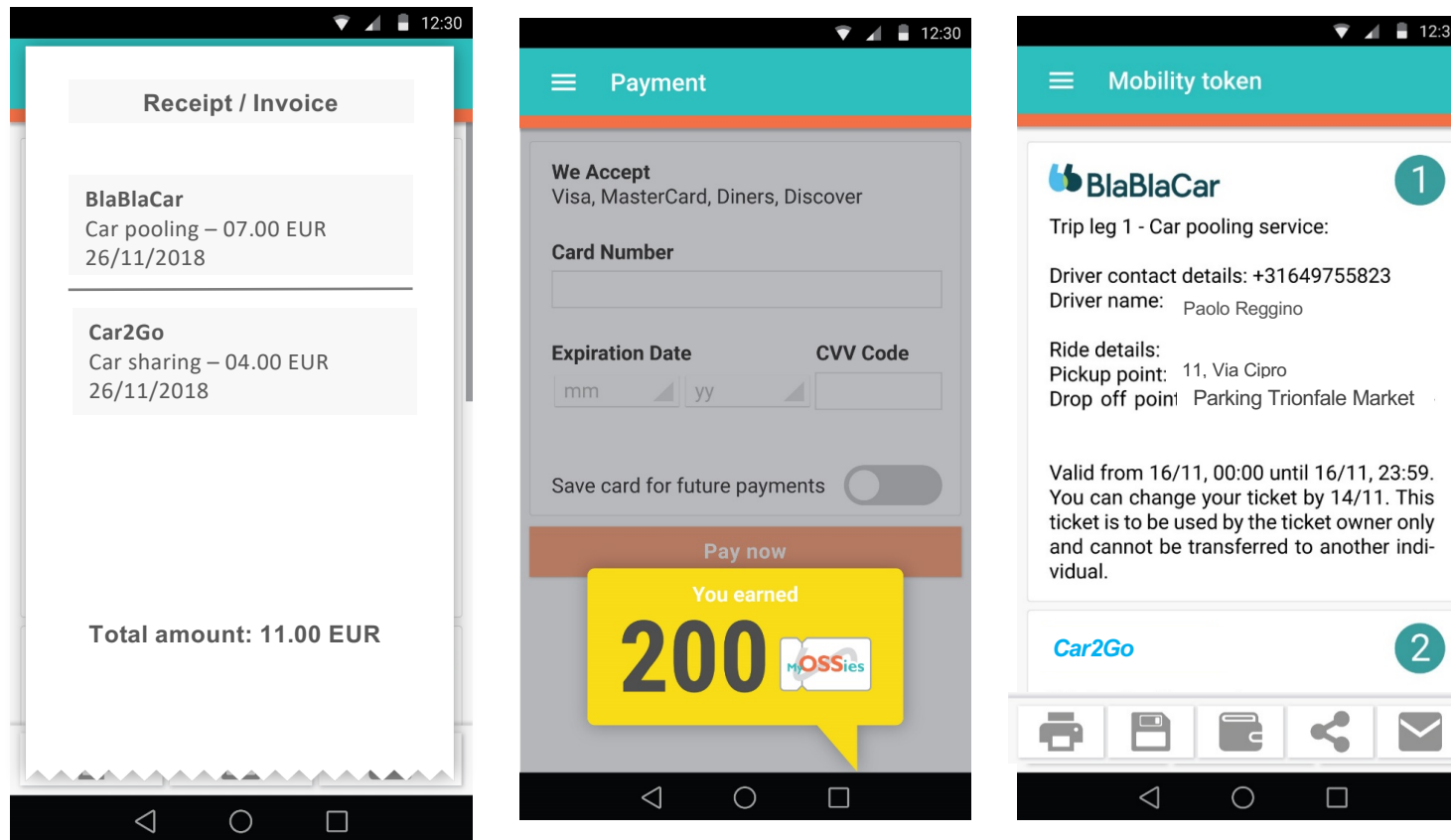
BlaBlaCar
Car pooling – 07.00 EUR
26/11/2018

Car2Go
Car sharing – 04.00 EUR
26/11/2018

Total amount: 11.00 EUR

Payment

We Accept
Visa, MasterCard, Diners, Discover

Card Number

Expiration Date | **CVV Code**
mm | yy |

Save card for future payments

Pay now

You earned
200 MyOSSies

Mobility token

BlaBlaCar ①

Trip leg 1 - Car pooling service:

Driver contact details: +31649755823
Driver name: Paolo Reggino

Ride details:
Pickup point: 11, Via Cipro
Drop off point: Parking Trionfale Market

Valid from 16/11, 00:00 until 16/11, 23:59. You can change your ticket by 14/11. This ticket is to be used by the ticket owner only and cannot be transferred to another individual.
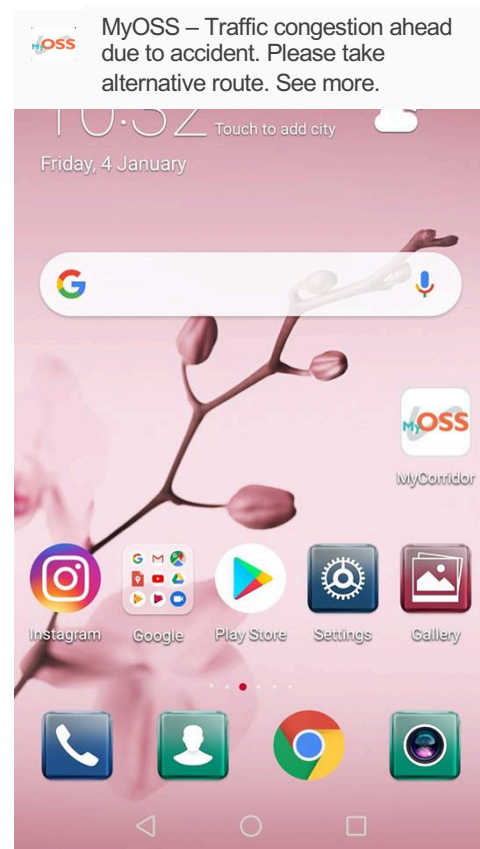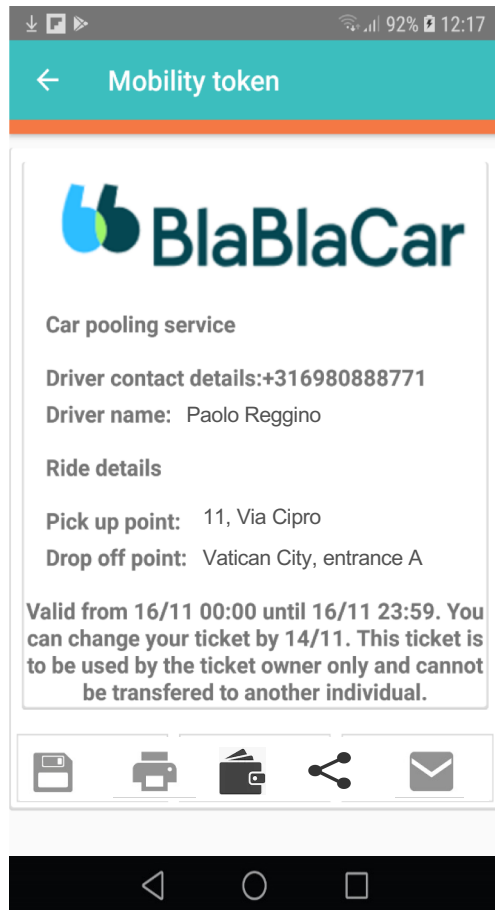
Car2Go ②

Catherine is ready to start her trip!

…and the trip begins!

Catherine contacts the car driver, according to the information she has received on her Mobility Token and arranges a **pick up point** 2 minutes away from her house on foot in 11, Via Cipro.

She meets the driver at 10.00 and gets in the car pooling vehicle, taking the time to relax and chat with the people who share the ride.

BlaBlaCar

Car pooling service

Driver contact details:+316980888771

Driver name: Paolo Reggino

Ride details

Pick up point: 11, Via Cipro

Drop off point: Vatican City, entrance A

Valid from 16/11 00:00 until 16/11 23:59. You can change your ticket by 14/11. This ticket is to be used by the ticket owner only and cannot be transfered to another individual.

MyOSS – Traffic congestion ahead due to accident. Please take alternative route. See more.

While in the car pooling vehicle, Catherine receives a **Traffic Management Services notification** from MyCorridor about an **accident** that took place in the main avenue that leads to her destination.

The notification advises her to take another shortcut to avoid traffic congestion and bypass the accident. Catherine informs the driver who follows the shortcut directions. Listening to the radio about the number of vehicles stuck in traffic, Catherine is relieved to have received the notification on time. That was very close! Catherine smiles as she arrives at her destination with no delay!
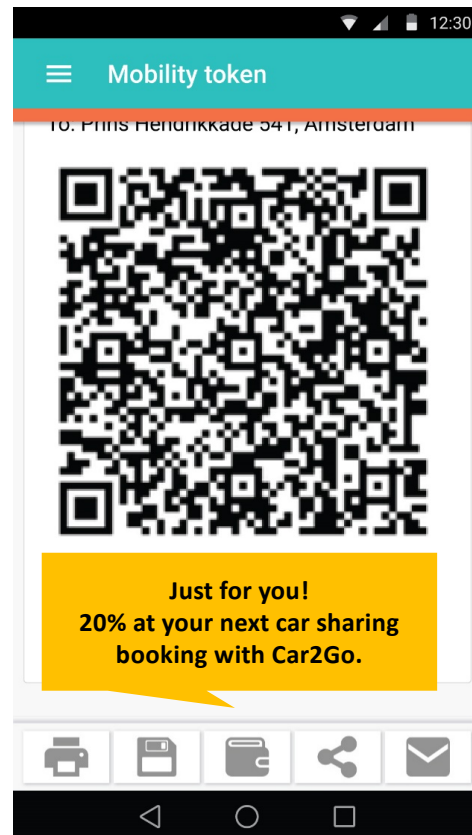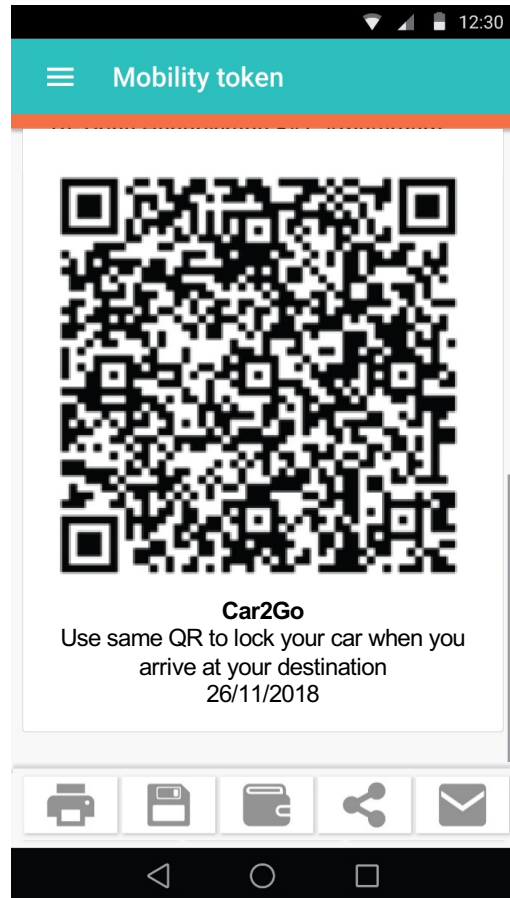
…and the trip begins!
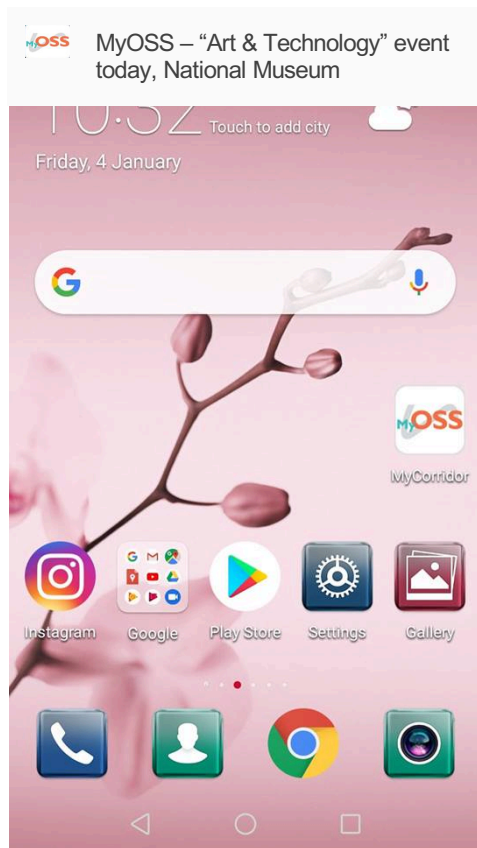
Catherine is dropped off at the car parking station close to the Vatican City and starts walking towards the vehicles to find the one she has booked. On her way, she receives a **notification** from MyOSS about an **cultural event** that takes place in the National Museum at 14:00, not far from her office location. What a brilliant coincidence! Catherine is very fond of cultural events and enjoys attending them when possible. But, work comes first!

The MyOSS app has registered Catherine's **interests & hobbies** so that it sends her notifications to inform her about upcoming events. Catherine notes it but, not being sure about the time her appointment will finish, she ignores it. Either way, even if she is not reminded of the event later, she can always find its information at the **notification centre**.

...and the trip begins!

Mobility token

Car2Go
Use same QR to lock your car when you arrive at your destination
26/11/2018

Inside the parking, Catherine approaches the designated car. She uses the **QR code** of the Mobility Token to unlock the car.

Catherine drives to the car parking next to Sapienza University to park her car. To lock it back in safety, Catherine uses the QR code from the Mobility Token again.

Mobility token

To: Prins Hendrikkade 541, Amsterdam

Just for you!
20% at your next car sharing booking with Car2Go.

When she locks the car, she receives a notification that she has won a **20% discount for the next she selects to move around using the Car2Go car sharing service.** Catherine smiles, thinking it is the perfect gift for her weekend plans to tour the outskirts of Rome with her friend and selects to **redeem** the offer after her appointment.

Her appointment went really well and Catherine is happy and optimistic about their future collaboration. However, she has a lot of work to do!
After about 2 hours, when the appointment is over, Catherine receives a **notification/reminder** of the event at the National Museum, which is a 5 minute walk away. Catherine chooses not to go to the event and prefers to stay at her office to finish up her work.

After about 2 hours, when the appointment is over, Catherine receives a **notification/reminder** from the application to rate the service and share her feedback. Now that she has more time, Catherine chooses to leave feedback so as to help other people with their mobility packages. Catherine opens the app, goes to **My Feedback** and clicks on the latest services she used to rate her experience.