

ITRACT



Improving Transport and Accessibility through new Communication Technologies

NEWSLETTER,

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The ITRACT project met in Gothenburg, Sweden, June 12, 2012. Pictures left is from the meeting. Main topics were administrative issues and how to proceed with Workpackages.



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As a preparation and to give suggestions of suitable methods to use in the Service Innovation Workshops in each region a dedicated session during the Gothenburg meeting was arranged. The participating regions were then able to ask questions and then formulate their own vision of suitable methods to use during the upcoming Service Innovation Workshops.

Once the workshop was done service descriptions and scenario descriptions was formulated in order for other work packages to better understand the service ideas. The scenario descriptions will then be used as input for WP4 and WP5 for completing the Data Maturity Model and starting system development activities.

Niklas Johansson
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The work in WP3 have been the dominating activity in the ITRACT project during the Autumn of 2012:

The start of the innovation program in WP3 took place during the kick-off event in Groningen. Meetings with all regional partners have taken place every two weeks since the kick-off. The first phase of the research program, which is the completion of the Toolbox by every region, will be done before the end of November 2012. The purpose of the Toolbox is to provide every regional partner with an easy to use tool in order to get a better understanding of customers, regional conditions and policies, challenges etc. Once the toolbox report has been finished it will be possible to quickly inform other people about important aspects to consider when starting a service innovation process. The regional partners internal organization as well as participants of the upcoming service innovation workshops will use the toolbox report for preparation before the workshop.

Our general suggestion was to set up the Service Innovation Workshop in three parts.

- 1) Idea generation,
- 2) Prioritization and
- 3) Service definition.

The first Service Innovation Workshop was held in Assen, NL in the beginning of September. The results from the workshops will be a number of ideas. These ideas will then be analyzed, structured and categorized in order to make better decisions of what service or service combination to develop into a prototype. This part of the process relates back to activity 2 in the application "Design of possible transport services based on the needs of selected target groups and development of self-optimising networks for pilot actions. Recommendations for ICT applications to be developed and tested".



REGION VÄRMLAND SERVICE INNOVATION WORK- SHOP IN VÄRMLAND

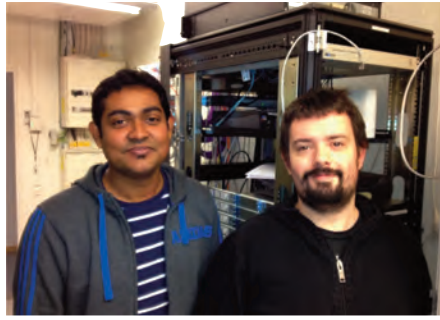
The 22th of October Värmlandstrafik held a Service Innovation Workshop. The purpose was to get ideas on new services that provide work commuters with essential information they need before, during and after their journey. This aligns to one of Värmlandstrafik's priority objective - to enlarge the local labor market by facilitating access for commuting.

The workshop had 7 participants, all public transport professionals who came both from Värmlandstrafik and from other organizations. For customers to be "present" during our workshop, we used four *personas*. *Personas* are fictional characters created to represent different user types in specific segments. Through idea generation we came up with about 20 service ideas that solve different needs of our *personas*. As many of the ideas were similar, we grouped them into five idea groups out of which eight service ideas finally were defined. For example: A "Smart live travel map" and a mobile app for "Order on demand-traffic".

INFORMATION ARCHITECTURE EMERGES

The information architecture and exchange mechanisms in WP4 are well under way. The backend infrastructure will allow gathering information in a scalable way and orchestrate different information sources provided by different transport authorities. An initial test environment is up and running at Karlstad University and available for all partners. A paper has been accepted at IEEE NCCA 2012 (London) which presents an overview on the use of distributed architectures for Intelligent Transport Systems.

Robayet Nasim from Karlstad University and Benne Otten from Hanze University in close cooperation during implementation of



information architecture.

INTELLIGENT MAP STUDENT PROJECT

Students from Karlstad University are currently developing a mobile application, which is capable of displaying real-time traffic information integrated with Google Maps. The application is an intelligent map that visualizes public transport information from multiple providers such as bus stop positions, real-time vehicle position and connections. The goal of the project is not only a neat intelligent map, but also serves as a pilot to verify the underlying information architecture which is vital for the ITRACT project.

REGION YORKSHIRE DALES SERVICE INNOVATION WORK- SHOP NOVEMBER 19TH 2012

The Service Innovation Workshop (SIW) for the Yorkshire Dales took place in Ripon Library attended by 11 representatives from both community interest groups and transport operators. Ripon was selected to host the SIW as one of the gateway cities to the Yorkshire Dales and relatively accessible by public transport.

The aim of this workshop was to discuss transport issues faced by both rural communities and visitors to the Yorkshire Dales. Due to the varied make-up of the delegates (i.e. operators and users of transport in the

Dales) it was agreed quite early on to address all issues faced by anyone wishing to make a journey as opposed to considering *personas* (a technique followed by other European partners).

During the discussion 9 ideas were generated which were then be grouped into three main idea areas, priori-

tised as follows:

Transport Watch – "Crowd Sourcing" information on local transport issues;

The Hub Dashboard – Signage displaying Real Time information, etc.;

Journey Planner link to Community Transport – Community Transport information linked to more traditional scheduled bus and train timetables.



It was interesting that the changed approach in the UK with user representatives directly involved nevertheless produced ideas that were similar to those produced in other regions.

DITA HUBS



(DITA hub in Grassington]

DITA (Dales Integrated Transport Alliance) is a community-led group working to improve transport in the Yorkshire Dales and Nidderdale AONB. DITA works with local authorities, individuals, businesses,



groups and organisations across the Dales. One idea already being implemented across the Dales by DITA are 'Your Dales Hubs', which are essentially information hubs, providing local communities and visitors comprehensive transport information in their area, as well as other local information. The DITA Hubs will provide the UK partner with a great opportunity, acting as Proof of Concept testing areas, for ICT solutions to be delivered in key areas of the Yorkshire Dales.

REGION GRONINGEN

SERVICE INNOVATION WORKSHOP IN GRONINGEN

On September 5th the Service Innovation Workshop (SIW) of the Netherlands region Groningen was held. A group of seven people assembled in Veenhuizen, near the city of Assen, to generate service ideas for (public) transport in East Groningen. These service ideas should be solutions to the travel challenges of two personas, Greetje and Egbert. These two personas represent the target group, i.e. the elderly people in the region. During the day 14 ideas were created and described on Idea Cards. They ranged from a simple addition to the OV-chipcard to a complex map with all kind of functionalities and extra's.

After the SIW the Idea Cards were divided in four groups. One group of ideas had to be dismissed, because they fell outside de scope and field of influence of the project. For the remaining ideas User Scenarios were written. This resulted in three clusters of ideas, holding 15 user scenarios. From all the available ideas four ideas were prioritized during the November meeting in Stavanger and they will be described in further detail and in a format that can be used by ICT and Media students of the Hanze University to develop prototypes that can be tested.

SHUTTLE DRIVE

Shuttle Drive is a ridesharing system that would like to develop a mobile app that could run as a pilot in ITRACT. One of the functions could be extending the services of public transport with private transport and other transport. This app is already partly implemented via student assignments from the Hanze University. It will be added to the list of prioritized ideas from the Service Innovation Workshop.

NOVO-POSSIBLE PARTNER IN PILOTS

Novo is an organization providing care for people with intellectual disabilities. They would like to participate in one of the pilots in East Groningen, since they have transport challenges for their clients in the region. Maybe the applications and aids that are developed in ITRACT could be of use for solutions that they are looking for. In the coming months NOVO and the partners of ITRACT will keep contact and look for possibilities to cooperate.

REGION OSTFRIESLAND SERVICE INNOVATION WORKSHOP IN VEJ

For the workshop in the VEJ-region multiplier persons with contact points to the local public transport were invited. Local public transport coordinators of the administrative districts and towns, the transport association Ems-Jade and the transport companies, representatives of the Jade University as well as



representatives of the traffic region Ems Jade (VEJ) and the passenger association PRO BAHN belonged to the invited group of people. At least 8 persons have taken part in the workshop. Each of the invited groups of people was represented, so the spectrum of different positions and experiences could be brought into the results of the workshop.

The service innovation workshop has taken place at the Jade University in Wilhelmshaven on October 16th 2012. The participants were introduced to the topic and the aims of the project ITRACT and the service innovation workshops especially. Furthermore the planned procedure for the workshop as well as the base of the toolbox were explained. As the next step the concrete work phase started. The representative user personas for the region as well as the and needs were connected among each other as to connecting. The first ideas by the participants were noted down. The so collected ideas were collected and as-



signed to suitable over-concepts.

Outcome of the workshop were 15 several Ideas for service innovations with different focuses improving information for

users.

REGION ROGALAND

In Rogaland county several analysis of traffic situation have been done during the last years. There were agreement to build on these, and workshop meeting were conducted with representatives from Rogaland county traffic authorities, the local bus company Kolumbus, The National Road authority, and University of Stavanger. The conclusions were postponed due to a change of management at Rogaland county traffic authorities.

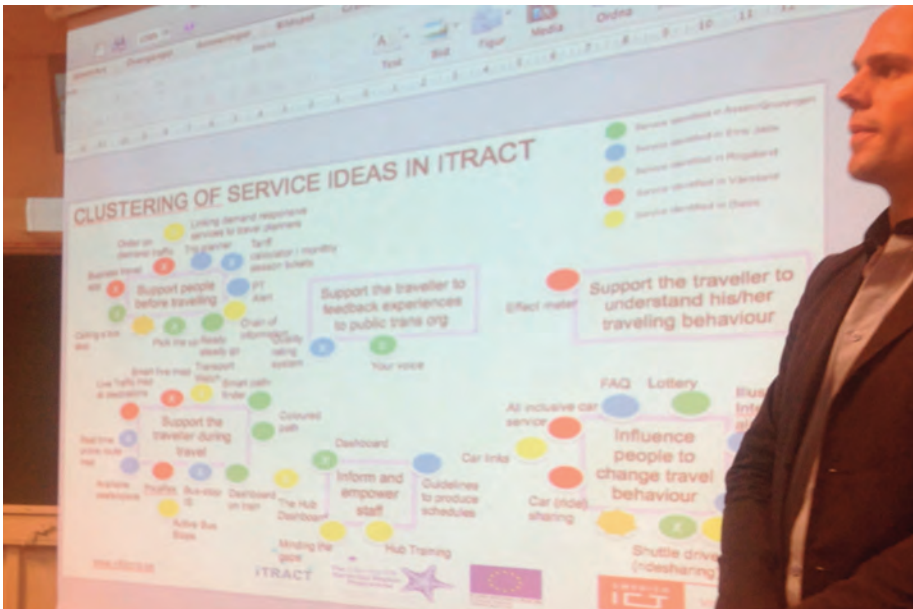
Rogaland have an increase in population of ca 7000 persons a year and a low percentage of people using public transport. The daily situation is frequent traffic jams in central areas, many people commuting from rural areas, and typical public offering in rural areas of busses twice a day.

Kolumbus have an WiFi app development process with Google that aims to deliver real-time scheduling possibilities with maps in 2012/2013. We want to test and compare this to the apps coming out of ITRACT development. In addition to take part in topics that have got priority from other regions, we also want to include management of traffic as our issues in ITRACT.

In November 2012 all regions had a coordination meeting in Stavanger. In this meeting the topics and ideas from all regions was gathered into a matrix, and we came out with 8 areas for further work (as seen in picture above)

<http://ittract-project.eu> WORKPACKAGE 5: PILOT ACTIONS

During the last project period the Jade University of Applied Science in Wilhelmshaven responsible for workpackage 5 has established its internal personal structure. Dr. Schmolle from Jade University has entered the project group of WP5, he is responsible for the marketing of the workpackage like its Facebook presentation as well as other public relationship issues. Following the demand of the en-



sible solutions for the central ICT platform were analysed, the results look promising, and we've implemented a programming environment with supporting hardware and multiple servers in the various participating countries. Moreover, WP4 is performing a number of on-going activities, for example the creation and continuous update of documents on the overall security, legal aspects and maintenance & support of the central platform implementation.

All in all WP4 is nicely on schedule to be able to support the pilots that will be implemented by WP5 during the coming months. And, perhaps most important: our collaborative spirit is high!

Jacob Mulder

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tire project the deadline of activity 5.1 (Develop an organisational model for testing and training innovative transport concepts) has been brought forward to end of February 2013: WP5 will provide the application builder within the whole project with a checklist that contains important facts concerning the usability of ITRACT-mobile applications. Usability with regard to ITRACT means that the generated mobile applications comply with the users needs with effectiveness, efficiency and satisfaction. Moreover WP5 was involved in the preparation and organization of the Stavanger meeting (28th-30th November 2012) that aimed in a prioritized overview of all the service ideas coming from the service innovations workshops (SIW) per region and project members that are responsible for building and realisation these ideas. Based on the results of the SIW organized by VEJ four ideas are already in a process of development at Jade University: Students as well as scientific staff members have been working on applications for tracking busses in real-time, for checking bus tickets of pupils via smartphone, for low cost displays for bus stops in rural areas as well as for an online route network.

Juliane Benra

WORKPACKAGE 4: ARCHITECTURE

The last few months ITRACT's WorkPackage 4, "Information Architecture and exchange mechanisms", has showed a lot of activities. WP4 is focused on realizing an ICT platform which can be used by pilot projects, as a basis for their implementation by WP5.

We received input from the Service Innovation Workshops of WP3, which provided scenarios and requirements for both the pilots of WP5 and input for the supporting architecture to be created by WP4. In parallel we created and filled a Maturity Model, specifying the level of maturity of existing applications and infrastructures in the various participating areas.

The ICT platform mentioned earlier will be created in an iterative approach, to allow alternatives to be tried out and to encourage a learning atmosphere, which is necessary in an innovative project like ITRACT. The first Iteration has already finished and produced a number of very good and useful results. A screenshot of one of the apps created is shown in the picture.

Iteration 2 is well underway and is also producing interesting results. A number of pos-

