

VAL_05: New Multimodal Digital Mobility Services (MDMS) with a focus on accessibility and inclusion

Description of the measure and main outcomes expected

Valencia is working on a new MaaS solution (called "Ciudades Conectadas") in coordination with 5 other cities in Spain. This will be the first integrated MaaS application for Valencia. So far, the main functionalities have already been defined. However, under VAL_05 new features considering Mobility as a Right concept will be added. End users (PT users or potential PT users) will be involved in the definition of relevant new functionalities for the MaaS in order to cover the needs of certain users' groups with special needs (people with mobility issues, people with intellectual issues, Gender perspectives).

Preparation of the measure

1. Sign agreement with the company responsible for the development:

Although this step is out of the scope of the UPPER project, it is the pre-requirement to start working on the measure. The "Ciudades Conectadas" MaaS project was officially launched in January 2023. INDRA was the company awarded to develop such project.

2. Definition of requirements and Use Cases

During the first phases of the project, a number of requirements were identified, and specific use cases were defined for groups of people with special needs.

In terms of requirements:

- The traveller mobile application will serve as the travellers' search engine, providing a single access point to services and a valid digital identity for all associated travel services. It will be a comprehensive mobile system for travellers seeking the best user experience.
- User-Friendly Interface: With a 'Mobile First' design approach, our web and mobile applications will be 'responsive,' ensuring a consistent user experience across all devices: desktop computers, laptops, tablets, and smartphones. The layout and size of elements will adapt based on the screen resolution. We will provide the best customer experience regardless of the means of access to the service, using User Experience methodology for the conceptualization of solutions.
- Accessible and Usable Interface: All web applications available to customers will be aligned with processes that define operations, user experience, accessibility, and consistent behaviours tailored to needs, providing the best user experience to the customer regardless of the technology.

In terms of Use Cases, a specific Use Case (Table 1) was defined for the use of the MaaS of a person with reduced mobility (RPM):

Table 1. Use case of the new MaaS feature considering users with reduced mobility.




USE CASE
Set up the trip planner by establishing accessible route preferences for people with reduced mobility (PRM) by modes of transportation and route criteria.

PRECONDITION	Customer registered in the mobile app
POSTCONDITION	The customer has planned the trip with PRM profile
DESCRIPTION	A registered customer wants to make their first trip through the platform, having activated the accessibility option for people with reduced mobility (PRM)
PROFILE Laura Guitérrez (Example)	
PRIMARY ACTOR	Customer App Mobile. PRM.
DESCRIPTION	A 43-year-old woman who works and lives in Gijón city. Digital new user.
HABITS AND BEHAVIOURS	Laura usually uses a private vehicle as a passenger to get to work. On days when she doesn't go by car, she prefers to use the bus instead of the metro due to its easy access at stops and for people with reduced mobility.

1. Laura accesses her profile and activates the accessibility option for people with reduces mobility (PRM) so that the trip planner considers it when composing the routes, taking into account the location of elevators, accessible itineraries for PRM, ramps, etc.
2. She selects that her preferences are to travel by bus and metro.
3. She indicates that her preferred route will be the fastest one.

CUSTOMIZABLE INFORMATION	
PRM	Activate optimal travel options for PRM mobility.

4. Laura checks the trip planner for possible routes from her home to work. The platform shows her the information for the desired trip as the first option, based on her preferences. In the suggested route, the planner selects a bus with a ramp for PRM access.

TYPE	1ª trip	2ª trip	3ª trip
+ faster (18 min)	 (2 min)	 (15 min)	 (1 min)

The mobile app will be able to select any transportation modes that match the user's set preferences and also provide a route from A to B with a journey tailored to their characteristics or preferences.

Challenges & Mitigations

The development of this measure is closely linked to the progress of the MaaS 'Connected Cities' project. This has led to delays in the development of this measure, which is ahead of the initial plans.

Although the functionalities to be developed have been clarified, the consecutive development and integration of these functionalities into MaaS will not be ready until March 2025. After that, the MaaS application will be delivered for testing.



Next steps towards implementation

The next steps of this measure are to develop the defined functionalities and integrate them into the MaaS app. Once the integration is completed (March 2025), the application will undergo a testing period, until it is finally launched in its full version at the end of 2025.