



CIVITAS FORUM 2013

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SUPERHUB: a user centric approach to improve multimodal mobility

Agenda

- **A new mobility concept**
- **The project**
- **A user centric approach**
 - People and stakeholders are designing the App
 - User research
 - Pilot Trials
 - Policy makers involvement
 - Learning by doing
- **A look inside SUPERHUB**

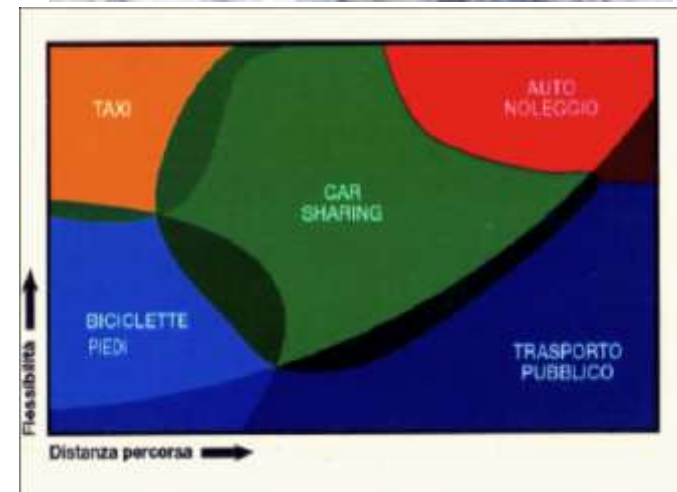


SUPERHUB: a user centric approach to improve multimodal mobility



A new mobility concept

- **The era of private cars is over.**
We need a better quality for our lives.
- **Mobility is a right and a necessity.**
Let's exploit heterogeneous and integrated transport modes.



SUPERHUB: a user centric approach to improve multimodal mobility



The project

- keywords
 - smart innovation
 - people needs and wishes
 - HUB (share, integrate and cooperate)
 - behaviour changes
- main goals
 - build an open-source platform and App's
 - engage citizens to be part of the solution
 - provide support to urban mobility policies



20 partners of 6 Countries and 3 pilot cities

SUPERHUB: a user centric approach to improve multimodal mobility

A user centric approach

- **People and stakeholders are designing the App**
 - User research: scenarios and focus groups



Anu needs to go to the hospital



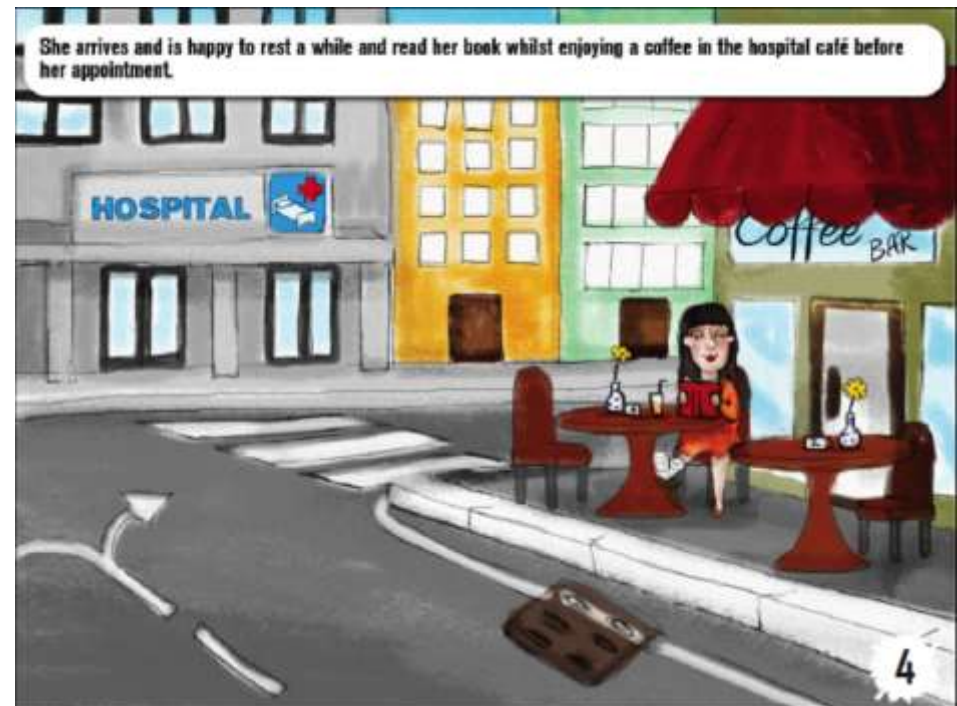
SUPERHUB: a user centric approach to improve multimodal mobility

A user centric approach

- People and stakeholders are designing the App
 - User research: scenarios and focus groups



the SUPERHUB journey planner works!



SUPERHUB: a user centric approach to improve multimodal mobility



A user centric approach

- **People and stakeholders are designing the App**
 - Pilot Trials in Barcellona, Helsinki and Milan

- First Trials – more appreciated features
 - » **real-time information** on mobility
 - » customized alerts on accidents
 - » possible awards for best users
 - » **customized application for each user**
 - » **aggregation of information**



SUPERHUB: a user centric approach to improve multimodal mobility



A user centric approach

- **People and stakeholders are designing the App**
 - Pilot Trials in Barcellona, Helsinki and Milan
 - **Second Trials – NOW**
 - » testing the First Integrated Prototype Android Mobile (App)
 - » **involving around 600 people**

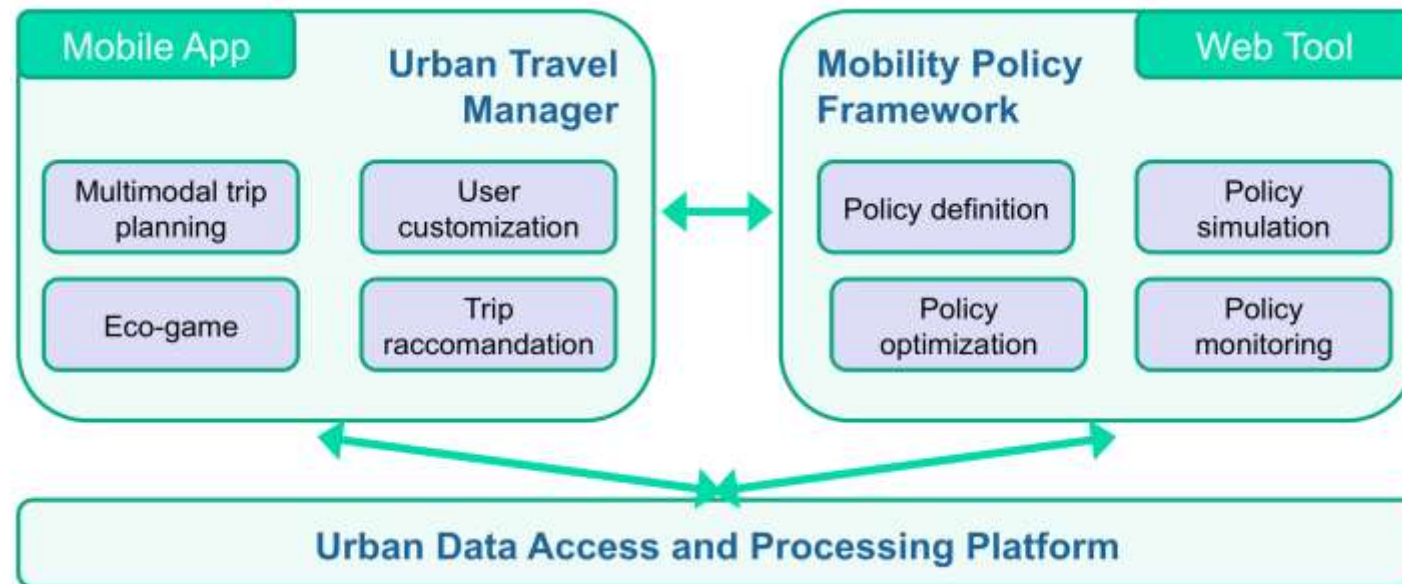


SUPERHUB: a user centric approach to improve multimodal mobility



A user centric approach

- **People and stakeholders are designing the App**
 - Policy makers involvement
 - » **Mobility Policy Framework Trials will start on October 2013**



SUPERHUB: a user centric approach to improve multimodal mobility

A user centric approach

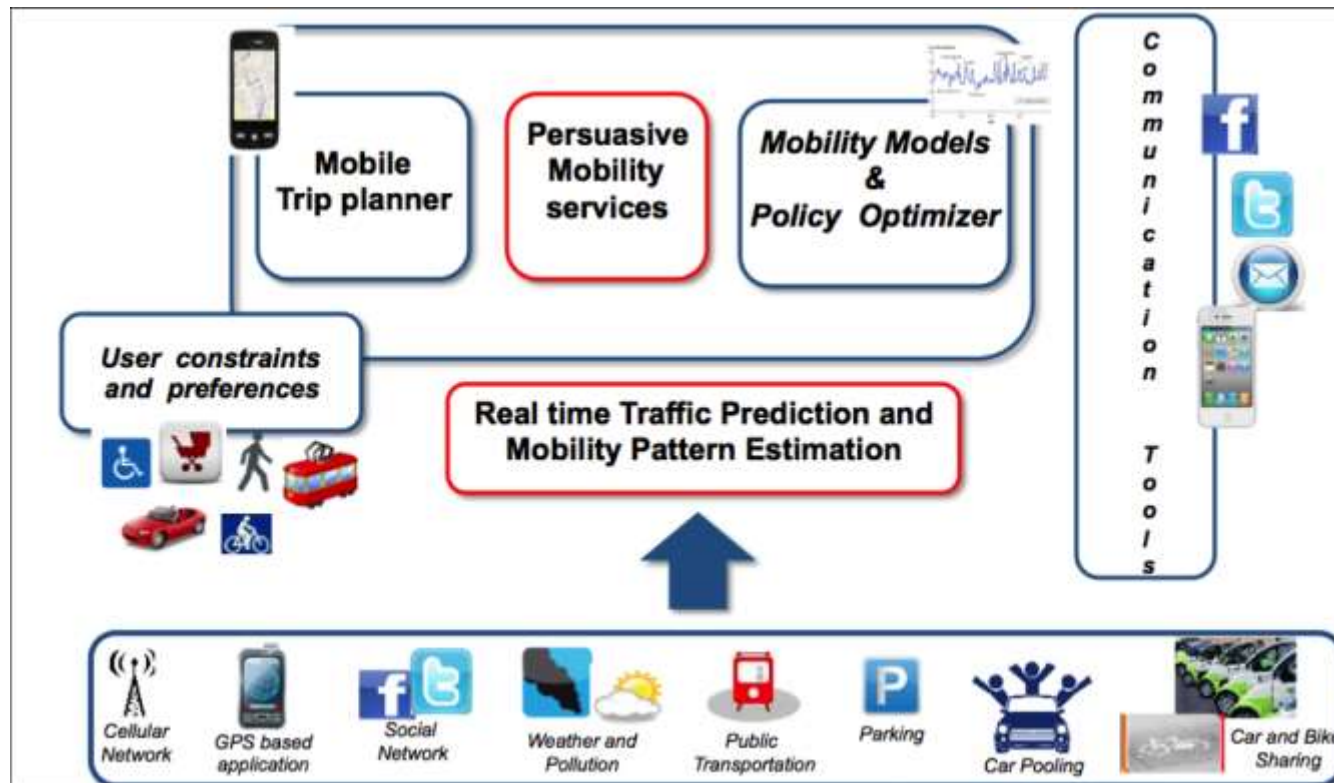
- Learning by doing – induction of change mobility habits
 - SERIOUS GAMES
 - » users can experience new forms of mobility behaviour



SUPERHUB: a user centric approach to improve multimodal mobility

A look inside SUPERHUB

- the architecture

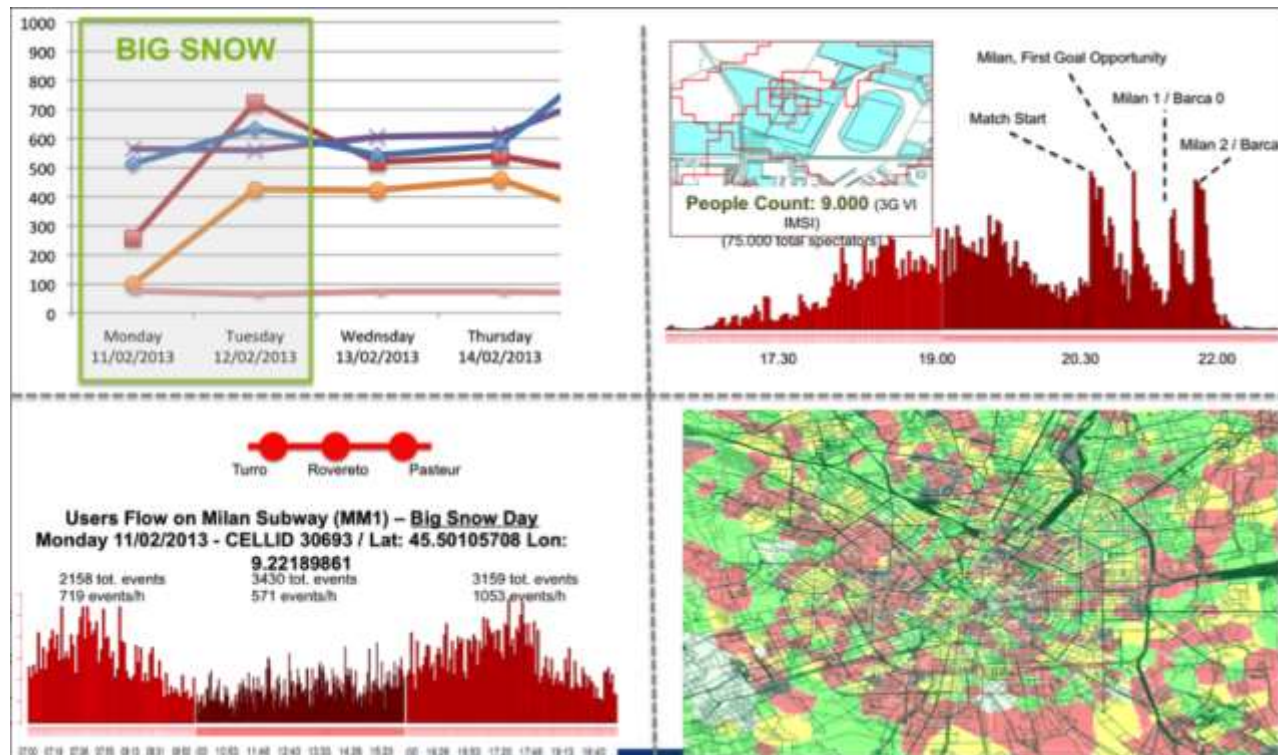


SUPERHUB: a user centric approach to improve multimodal mobility



A look inside SUPERHUB

- traffic prediction – the Milan case



Thank you!

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