



Mobility and Transport Digital Wallet

Focus group summary report (ES-IT-SR-UK) Attachment D to D5.1.2 Pilot Evaluation and Validation (Final Report)

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Abstract	This attachment to deliverable D5.1.2 “Pilot Evaluation and Validation (Final Report) collects the summary report provided by local evaluation leaders after running focus group both with 1) system users and 2) operators and city representatives. Focus group were carried out following a uniform topic group guide that was circulated among partners; each pilot provided than a summary in free text, which is here reported.

Contents

SYSTEM USERS – SPANISH PILOT	3
SYSTEM USERS – ITALIAN PILOT – PISA GROUP	9
SYSTEM USERS – ITALIAN PILOT – FLORENCE GROUP	15
SYSTEM USERS – SERBIAN PILOT	19
SYSTEM USERS – UK PILOT	22
PUBLIC TRANSPORT OPERATORS AND CITY REPRESENTATIVES – SPANISH PILOT	25
PUBLIC TRANSPORT OPERATORS AND CITY REPRESENTATIVES – ITALIAN PILOT.....	29
PUBLIC TRANSPORT OPERATORS AND CITY REPRESENTATIVES – SERBIAN PILOT	34
PUBLIC TRANSPORT OPERATORS AND CITY REPRESENTATIVES – UK PILOT.....	38

System users – Spanish Pilot

Timing		Prompts
5 mins	<p>Introduction and housekeeping</p> <ul style="list-style-type: none"> - Welcome and thanks for coming - Introduce facilitator - Toilets (where) – come and go as you need to - Other Health & Safety requirements according to room/building requirements - Help yourself to coffee, tea, water and pastries, as you need them (if available) - How to claim incentives for participants - Please write your first name on the tent card provided, and face to outward. 	
	<p>Present the purpose</p> <p>We are here today to talk about your views on the MobiWallet app. The purpose is to get your thoughts and feelings on the app technology – what it is for, how you have experienced it, what you like and don't like about it, and how you think it might be better.</p>	
	<p>Some rules of engagement today</p> <ul style="list-style-type: none"> - Focus group is a relaxed discussion, not a Question and Answer session. - No right or wrong answers, and you can change your mind - the aim is to fully explore all views and possibly even generate some ideas - Respect others' contributions – no interruption or side conversations - But you should feel free to respond to each other's comments – don't need to wait for me to invite you 	

	<ul style="list-style-type: none"> - The discussion is confidential – comments will not be attributed to anyone - So please say what you really think and feel - The discussion will last around 50 minutes. - There will be no further commitment from you after this session, but we will share the notes with you if you would like a copy. 	
<p>10 mins</p>	<p>Travel behaviour</p> <ul style="list-style-type: none"> - How do you travel around Santander? - How do you usually pay for your ticket when travelling around Santander? - What are the main barriers or difficulties you experience when travelling around Santander? 	
<p>*Most people involved use bus, private car and walking.</p> <p>*Usually pay with TUS (bus operator) contactless card. In other modes (underground parking , taxi, ferry...) usually pay with cash or credit card. For street parking there is an App available, successful among the users</p> <p>*Main barriers or problems experienced when travelling around Santander:</p> <ul style="list-style-type: none"> - Journeys of Public Transport inadequate with lack of access to some areas of the city and deficiencies in the cross connection of the city - Queues in Santander's entrances (S-20) due to traffic jams or lack of coordination in traffic lights. Few information and outdated. It would be desirable to inform drivers about traffic conditions and alert in case of queues or accidents - Digital gap of many people whom not are able to use new technologies (elderly people), they ask for different channels to communicate with elderly people - There is no knowledge of lines and alternatives routes -Focusing in buses, they are happy having real time information about arrival times, although they would also like to know in advance the level of occupation of the vehicles that will arrive to the bus stop. 		

<p>10 mins</p>	<p>User experience of MobiWallet technology (needs to be pilot specific and tailored to the modes and payment technologies that each pilot use)</p> <ul style="list-style-type: none"> - What elements of MobiWallet has everybody used? (Facilitator at this point describes the project briefly or shows some visuals) - What works well? - What works less well? 	<p>List of elements provided: App; Top-up of Virtual Wallet using credit card; top-up of bus bono; validation on bus; QR scanning in Taxi; QR scanning in parking; anticipated purchase or desk purchase of ferry tickets;</p>
<p>* All volunteers had <i>used the App</i> (some received the App from MW partners, in the first stages of project and others downloaded it from the Market once it was ready). All had made at least two <i>top-ups of the Virtual Wallet using credit card</i>, and find very easy and fast not having to introduce again all the details of the credit card, just the 3 CVV numbers. This functionality was positively valued by most users. The idea of having some virtual credit to pay in all modes and one unique App for public and private modes was also positively appreciated. Many indicated that they would love to use this wallet also for regional/suburban modes (not included in the pilot).</p> <p>*All volunteers had also <i>topped-up the bus bono</i> more than once, using their NFC-compatible phones or the totems. In both cases some of them experienced some difficulties communicating with the tag in the first attempts. The first tags distributed had some problems with some phones due to the metal composition of the phones; this issue was reduced at later stages adding an anti-metal layer to the tag. Also the position of the tag regarding the NFC antenna of the phone affected (at the top or low zone of the back of the phone), so users with problems were advised which was the perfect place for their phone brand. Regarding the totems, the places where they are installed are convenient, although the quantity (2 totems installed) would not be enough in a future phase beyond the pilot testing. They worked well most times, but they suggest for the future to include a screen and increase the speed.</p> <p>*Only 20% of attendants had used parking and taxi (QR validation). Good experience for both, especially for taxi, while for parking most of them think that it should be more automatic and not require an operator at the desk. They think that the number of transactions would have been higher if more parkings and taxi drivers had been involved in the pilot.</p> <p>*Also 10% of attendants had used ferry, using the anticipated option. Other users haven't had the opportunity yet, although all agree that it is a great idea to skip the queues at the Ferry's desk.</p>		

<p>10 mins</p>	<p>Satisfaction levels</p> <ul style="list-style-type: none"> - How satisfied are you with your current journeys? - How satisfied are you with the MobiWallet way of purchasing tickets? - Is the new system of purchasing tickets better than the previous one? - How confident would you feel using MobiWallet in the future? 7 is very confident – 1 is very unconfident 	
<p>* Most users seem pretty satisfied with the system and the ideas behind it (unique App, public & private modes, Virtual Wallet, purchase from home or in advanced etc) , although some of them have experienced some technical issues at the early stages, but they understand this is a pilot.</p> <p>Specially if the phone of the user is NFC-compatible, the possibility of purchasing bus tickets at any time, any moment and without paying with cash or queuing in a shop/kiosk or on board, is really attractive and improves the way of purchasing tickets compared to the existing solutions. All share the same opinion for ferry (compatible for all mobiles, not only those that are NFC compatible). This improvements is perceived as in a phase previous to travel, so they don't see impact on the journey/travelling phase.</p> <p>In the case of taxis, the solution is also attractive and fast (you don't need to carry cash), the system is not considered better but a good alternative to the existing. In the case of parking, as mentioned before, the involvement of personnel from the parking is not considered an improvement, although for the cases that they have to go to the desk, it is positive to pay with the same virtual wallet used in other modes.</p> <p>On average, most seem very confident (7) with using the system again. They wish they could continue using it beyond the project.</p>		
<p>10 mins</p>	<p>Improvements</p> <ul style="list-style-type: none"> - What would or does stop you from using your MobiWallet more often? 	

	<ul style="list-style-type: none"> - What could be improved about the technology to make the user experience better? - Overall, how satisfied are you the MobiWallet technology on a scale of 1 to 10, with 10 being very satisfied, 1, being very dissatisfied? 	
<p>* Not all taxis and parking are involved in the pilot; neither regional transport (such as suburban buses and rail). This will make some of the attendants to use it more. Not having NFC-compatible is also a barrier, as they have to go to one of the two totems installed in the city.</p> <p>*When the users joined, there was not an iphone version available, so they could not share it with some family/friends.</p> <p>*Apart from previous suggestions (more modes/operators involved, more totems) they also suggest that would be good to have some functionalities available through web page (e.g. registration or to purchase tickets in advance). They also suggest more functionalities in the App such as having an historical register of last movements (tickets purchased, validations performed etc). They don't go in more technical details regarding NFC or QR.</p> <p>*Average satisfaction regarding technology: 7,5</p>		
<p>5 mins</p>	<p>Exit question</p> <p>Are there any further final comments?</p> <p>Closure</p> <ul style="list-style-type: none"> - Though there were a lot of different opinions it seems that (summarise some of the key points raised). - Does anybody see the discussion differently? Does anyone want to add or clarify anything? 	

	<ul style="list-style-type: none">- Is there any other information regarding your experience of MobiWallet, you think would be useful to share?- Thanks for coming	
<p>Not more info to the already included below.</p> <p>Just to mention that many of the volunteers seem enthusiasts with participating in an R&D European project, and one of the attendants contacted the email address of usuariomobiwallet@ to express their will to join for the testing phase, even knowing the limited timeframe of the project (others that didn't attend also contacted this way). They are satisfied with the results of previous R&D projects in Santander such as Smart Santander</p>		

System users – Italian Pilot – Pisa group

<p>General information about the city users</p>	<p>Focus Group observed the presence of 18 people, enough to represent different age categories. More specifically, this was the division:</p> <ul style="list-style-type: none"> - 16-30: 45% - 30-40: 22% - 40-50: 22% - 50+:11%
<p>Travel behaviour</p> <ul style="list-style-type: none"> - How do you travel around? - How do you usually pay for your ticket when travelling around? - What are the main barriers or difficulties you experience when travelling around? 	<p>Travelling around</p> <p>The interviewed users either live, work or study in Pisa area, including neighbouring municipalities.</p> <p><u>Behaviors in daily transportation:</u></p> <p>Most of the people in the focus group use their own car to move, practicing carpool at family level (i.e. sharing journeys with their relatives). Other interviewers (especially young people and students) prefer to use other private vehicles like scooter and bicycle.</p> <p>Only a few of the interviewed make daily use of the public transport system, with the exception of students using the bus to go to school.</p> <p><u>Behaviors in the long-distance transport:</u></p> <p>The choice of long-distance transport is all done according to the destination of the planned distance and the time it will take to get there, but most are inclined to the use of three principal means: airplane, car and train. Car pooling for long distance journeys is appreciated by about one fourth of the people.</p> <p>Payment and purchase</p>

	<p>For what regards payments and purchase, the focus group provided these considerations:</p> <p><u>Ticket purchase and payment for public transport:</u></p> <p>Most of the people expressed the preference to pay online when possible; others expressed a preference for the traditional ticketing, either at ticket office or vending machine, due to a lack of trust in online/electronic payments form. Quite surprisingly, this concern appeared to be more common among young people.</p> <p><u>Payment of parking fees:</u></p> <p>People generally use to pay at parking meter using coins despite in Pisa the opportunity to make payment via smartphone is available (after the user has registered to the service and a special physical card based on NFC has been displayed on the vehicle)-</p> <p>Main Barriers</p> <p>The major difficulty encountered in public transport are:</p> <ol style="list-style-type: none"> 1. Delays due to traffic and weather; 2. Unreliable bus service (suppressed rides with no notice due to outdated fleet) 3. Dirty and crowded vehicles; 4. With respect to the service, costs are too high; 5. Lack of connections that forces passengers to go through Pisa main train station to exchange mean of transportation. 6. Insufficient frequency in non-urban areas. 7. For car pooling: since many of the interviewed have very flexible working time it is difficult for them to plan precisely and routinely their movements so as to share them.
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	<p>8. For car pooling: many of the people felt unsafe to share a trip with an unknown person.</p> <p>Other problems included poor and unsafe bike paths, with few paths connecting Pisa downtown with residential and peripheral districts.</p>
<p>User experience of MobiWallet technology (needs to be pilot specific and tailored to the modes and payment technologies that each pilot use)</p> <ul style="list-style-type: none"> - What elements of MobiWallet has everybody used? (Facilitator at this point describes the project briefly or shows some visuals) - What works well? - What works less well? 	<p>Regarding the Tuscany pilot, most of interviewed users show to know and use the developed APPs, using both the public transport ticket’s acquisition and car pooling functionalities. Short videos and demos were delivered in any case to the people before introducing the questions in this section.</p> <p>Respondents in this focus group held in Pisa mostly used the carpooling functionalities available in SIMIS and the Pisa Bus app for Android.</p> <p>The feedback on the experience of Car Pooling has been positive but users have expressed the importance of creating an app for easy access and management with the inclusion of a notice-board displaying journeys of the day with a filter on the destination and time.</p> <p>The feedback to Pisa Bus app was positive as well; although several improvements can be made as explained below.</p> <p>People, although having not tested the service in Scandicci, still feel very interesting the possibility to pay the bus and the parking fee also in case they have no coins or money, but just using their mobile phone. The fact that no physical card is necessary to pay for the parking makes the solution of interest, both for daily use and for sporadic use (e.g. for tourists).</p> <p>Those present at the focus group who have never used the car pooling services presented their reasons why they can not or do not want to use this system:</p>

	<p>1. Difficulty to plan: who has flexible time slots for work can't schedule a journey by car pooling;</p> <p>2. Confidence: Some do not trust the people who might encounter when traveling by car pooling.</p> <p>Those who routinely use the car pooling services instead have found, however, a social advantage as it offers the chance to meet new people.</p>
<p>Satisfaction levels</p> <ul style="list-style-type: none"> - How satisfied are you with your current journeys? - How satisfied are you with the MobiWallet way of purchasing tickets? - Is the new system of purchasing tickets better than the previous one? - How confident would you feel using MobiWallet in the future? 7 is very confident – 1 is very unconfident 	<p>The majority of the interviewed are satisfied with their usual way of travelling; anyway, the difficulties in the use of public transport are reiterated and this is the main reason why most of them do not use public transport on a daily base.</p> <p>MobiWallet purchasing services are appreciated for buying single journeys. The services however appears not suitable/convenient for commuters/students. Indeed, for example, only single tickets are sold by the MobiWallet apps which are more expensive than monthly passes or carnets of 10/15 tickets.</p> <p>For single tickets and for parking, however, MobiWallet offers services better than previous ones.</p> <p>Most of the people are confident in saying that they will use MobiWallet in the future, however only occasionally, when they need to have a ticket soon, without having the necessity to look for a vending shop in the nearby.</p> <p>After having collected these general considerations, the users were asked and</p>

	<p>expressed the following Level of Confidence in using MobiWallet:</p> <ul style="list-style-type: none"> - LoC 7: 11%; - LoC 6: 61%; - LoC 5: 17%; - LoC 4: 5,5%; - LoC 3: 5,5%
<p>Improvements</p> <ul style="list-style-type: none"> - What would or does stop you from using your MobiWallet more often? - What could be improved about the technology to make the user experience better? - Overall, how satisfied are you the MobiWallet technology on a scale of 1 to 10, with 10 being very satisfied, 1, being very dissatisfied? 	<p>The main reason that stops users from using MobiWallet more often is seen to be linked to the price of the ticket.</p> <p>Indeed only single tickets are available though MobiWallet apps which are more expensive then monthly/weekly passes. In addition the single ticket costs slightly more than at the vending shops/vending machine (but it is more convenient with respect to on board ticket purchase).</p> <p>Users have proposed to include the possibility to buy other type of tickets through the app, e.g. carnets of tickets or passes.</p> <p>Inclusion of non urban tickets for covering more routes has also been reported some of the people.</p> <p>In addtion, users suggested to provide car pooling services through an app besides the web based access.</p> <p>.</p> <p>Another suggestion was to unify the service provided by the pilot in a global app, without having to install an app for Pisa and one for Florence.</p> <p>About SIMIS, the users suggested to improve it in various aspects e.g. concerning the user interface.</p>

	<p>An iOS version of the apps would have increased the popularity of the services, according to the people attending the focus group.</p> <p>The MobiWallet Level of Satisfaction degree is the following:</p> <ul style="list-style-type: none"> - LoS 9: 11%; - LoS 8: 18%; - LoS 7: 60%; - LoS 6: 11%.
<p>Exit question</p> <p>Are there any further final comments?</p> <p>Closure</p> <ul style="list-style-type: none"> - Though there were a lot of different opinions it seems that (summarise some of the key points raised). - Does anybody see the discussion differently? Does anyone want to add or clarify anything? - Is there any other information regarding your experience of MobiWallet, you think would be useful to share? - Thanks for coming 	

System users – Italian Pilot – Florence group

<p>General information about the city users</p>	<p>Focus Group observed the presence of 15 people, enough to represent different age categories. More specifically, this was the division:</p> <ul style="list-style-type: none"> - 20-30: 7% - 30-40: 13% - 40-50: 47% - 50-60: 26% - >60: 7%
<p>Travel behaviour</p> <ul style="list-style-type: none"> - How do you travel around (Florence/Scandicci)? - How do you usually pay for your ticket when travelling around (Florence/Scandicci)? - What are the main barriers or difficulties you experience when travelling around (Florence)? 	<p>The interviewed users live and/or work in Florence and/or Scandicci.</p> <p>The main travel’s modal share is the following:</p> <ul style="list-style-type: none"> - personal car: 47% - train: 11% - local public transport: 31% - other (by foot/by bike): 11% <p>The acquisition of the travel’s ticket is mostly done at the territorial resales or at the automatic vending machines near the stops; just a few use SMS or dedicated APPs; in case of longer travels, mostly by train, the on-line purchase with credit card is preferred.</p> <p>This are the main difficulties handling the travels:</p> <ul style="list-style-type: none"> - for personal car users, the high vehicular flow in urban centers; - for local public transport users, the lack of regularity, information, comfort and night hours rides; - in addition, regarding the ticket’s payment, there’s the issue of territorial resales’ closure days/hours and the actual restrictions of some phone operators for SMS transactions.

<p>User experience of MobiWallet technology (needs to be pilot specific and tailored to the modes and payment technologies that each pilot use)</p> <ul style="list-style-type: none"> - What elements of MobiWallet has everybody used? (Facilitator at this point describes the project briefly or shows some visuals) - What works well? - What works less well? 	<p>Regarding the Florentine pilot, interviewed users show to know and use the developed APPs, using both the public transport ticket's acquisition and the parking's payment.</p> <p>The most positive aspect is the parking's feature of the APP: the possibility to pay it without coins and to extend the time validity once alerted are the most appreciated elements.</p> <p>There are, though, the following issues:</p> <ul style="list-style-type: none"> - the additional charges for the public transport tickets'; - the unavailability of the APP for other platforms other than Android (iOS and Windows Mobile); - the buying mechanism could be more user friendly, especially on the first time. In the current version the APP requires some steps to perform the transaction: the proposal is to simplify...could be possible in future versions but with attention because each operation includes money transfer; - there are other similar APPs for the same services and in the same territory. In other words, the "standard user" prefers to have one reference APP for a specific service in a specific territory
<p>Satisfaction levels</p> <ul style="list-style-type: none"> - How satisfied are you with your current journeys? - How satisfied are you with the MobiWallet way of purchasing tickets? - Is the new system of purchasing tickets better than the previous one? 	<p>Generally speaking, the majority of the interviewed are satisfied with their usual travel; anyway, the difficulties in the use of public transport are reiterated.</p> <p>The MobiWallet way of purchasing tickets encountered the complete users' satisfaction, keeping in mind the additional charges of public transport tickets.</p>

<ul style="list-style-type: none"> - How confident would you feel using MobiWallet in the future? 7 is very confident – 1 is very unconfident 	<p>Compared to the usual payments’ system, the increased speed and the simple use of the APP is positively evaluated. Anyhow, the parking’s management feature appears the most interesting, probably because of the presence of similar services for the Public Transport (TPL).</p> <p>Users will be confident using MobiWallet APP in the following percentage:</p> <ul style="list-style-type: none"> - LoC 7: 73%; - LoC 5: 20%; - LoC 3: 7%
<p>Improvements</p> <ul style="list-style-type: none"> - What would or does stop you from using your MobiWallet more often? - What could be improved about the technology to make the user experience better? - Overall, how satisfied are you the MobiWallet technology on a scale of 1 to 10, with 10 being very satisfied, 1, being very dissatisfied? 	<p>The personal car’s preference over the local public transport is the principal reason regarding a possible increase of MobiWallet APP, but there is also to consider:</p> <ul style="list-style-type: none"> - the habit to purchase tickets at the regular territorial resales; - the unwillingness to purchase with credit card or Paypal. Of course will be the future but at the moment, especially for the older people, the normal coin is often preferred; - the limitation of areas in which you can currently handling the parking (as for now, only Resistenza Parking in Scandicci). <p>These are the suggestions to improve the APP:</p> <ul style="list-style-type: none"> - improving the graphical elements of the APP, to make it more intuitive; - developing it for the other platforms (iOS and Windows Mobile); - adding more services, as bus timetables.

	<p>The MobiWallet technology' satisfaction degree is the following:</p> <ul style="list-style-type: none"> - LoS 8: 20%; - LoS 7: 80%;
<p>Exit question</p> <p>Are there any further final comments?</p> <p>Closure</p> <ul style="list-style-type: none"> - Though there were a lot of different opinions it seems that (summarise some of the key points raised). - Does anybody see the discussion differently? Does anyone want to add or clarify anything? - Is there any other information regarding your experience of MobiWallet, you think would be useful to share? - Thanks for coming 	

System users – Serbian Pilot

Focus group meeting was held in Novi Sad, at DunavNET premises on 28th July 2016 from 1pm to 3pm. There were 9 participants taking part in a discussion, a moderator/presenter and the person taking the notes.

The meeting started with a brief introduction of project/pilot and its functionalities – Aleksandra gave a brief overview of the project and summary of main functionalities developed and implemented through mobile app.

The initial set of questions was related to travel habits of participants. The answers differed a lot among participants. Although there are still many people who rely on public transport, there are still quite a few people that even though they have a monthly ticket for the bus provided by their employer, they do not use the bus service or use it very rarely as they consider it slow, involving a lot of crowd and a lot of waiting.

Travel Habits

Main questions used in this session were:

- *How do you travel around Novi Sad?*
 - There are people who use the transport very rarely, but there are also those who completely depend on public transport.
- *How do you usually pay the public transport tickets?*
 - Options are either cash or monthly ticket
 - Some employers provide a monthly ticket s for their workers
- *What are the main obstacles or difficulties encountered when travelling through Novi Sad?*
- Summarized answers for each transport mode they
 - Bus:
 - Not enough information about the ways to buy bus tickets
 - Bus transport is time consuming, cannot be planned, it is not organised well
 - Driver issues the tickets and rides the bus
 - Crowd can sometimes be a problem in public transport
 - not user friendly for mothers with little children
 - bus lines not well connected throughout the city
 - payment is a problem; different types of tickets available would make people use the public transport more (especially bus)
 -
 - Taxi
 - Only cash payment for the taxi
 - Cash payment only; problem if the taxi driver does not have a change
 - Parking
 - Parking is seen as a problem – pricy and also no info on free spaces in the city

A general opinion is that for any transport – payment cards, pay pass option using mobile etc would save a lot of problems and delays that are present in public transport.

Here are original participants' answers:

- P1: "I do not use the public transport. 2 weeks ago I used the public bus for the first time in 2 years. I also use Taxi transport occasionally, once in two months. I do not have enough information about possibilities of purchasing a bus ticket. With the Taxi I have ok experience and I pay cash. "
- P2: "I use all transport modes; I am not a driver. I mostly use cars (share car with someone), but also quite often I use a bus since I have a monthly prepaid ticket. I have no any particular objections regarding the public transport. The crowds can sometimes be a problem. I use Taxi quite rarely. "
- P3: "In winter I mostly use taxis since it is very quick and efficient transport mode around city. It would actually be very practical to have an option to pay for the taxi using the payment cards. With respect to the public bus service, I do not use it often since it requires waiting, cannot be planned, it involves a lot of crowd and it is not organised in a best way.
- P4: "I rarely use the bus. I have a monthly prepaid ticket that I use once in 2 months. The same situation is with a taxi. What I see as a problem in a bus transport is that driver rides a bus and issues the tickets. I prefer using either bus transport or just walk.
- P5: "Parking is a problem, especially for those who work downtown. I have to go on foot or by bike. "
- P6: "I use all transport modes - bus, taxi, bicycle, car. Taxi: the problem of payment when the driver does not have to repay small change. "
- P7: Bike. Car. Using a bus transport for mothers with a small child represents a problem. Paying with the payment/bank cards facilitates the whole process. As for the taxi service, payment card would be a good idea to be implemented to facilitate the payment process.
- P8: Bus lines are not well connected to all parts of the city and this might represent a problem – better connection lines in the city could have a positive impact onto use of the bus services.
- P9: "I use mostly my car or taxi, or I walk. There is no a public bus JGSP line between my home and work. Introduction of a daily ticket would be very useful for people using more than one line on a route from home to work and back. "
- General opinion is that payment is a key problem

Impressions

The second part of the focus group questions was related to participants' impressions about the pilot and mobile app.

Here are their original comments:

Maybe QR codes on buses could be located on several places in the bus

System is quite simple for use. However, payment is different for each transport mode, which might be problematic.

Would be good to extend the system to all lines in the city, to enable route planning using different transport modes and payment for combined transport.

Generally, people are very pleased with the application, its design, UX. They also like very much the concept of the virtual wallet which can be used for payment of any service available through the app. They realize the importance of solving the payment channels – currently available payment options work, but they are very limited and cannot be used in a commercial product, Also is emphasized importance and potential positive impact of a tourist program and information provided through the app. Inclusion of more ticket types for the bus transport would also benefit the app.

MobiWallet app assessment

Assessment of MobiWallet applications from 1 to 10:

8, 8, 8, 9, 9, 8, 8, 9, 9 (average mark **8,44**)

System users – UK Pilot

Travel behaviour

- How do you travel around (enter location)?

6 of 8 bus, 1 bus/train/car, 1 car/train

- How do you usually pay for your ticket when travelling around (enter location)?

1 monthly travel card, 1 day saver, 1 student travel card for Summer, 1 monthly direct debit on Swift
1 Swift pay as you go, 1 yearly bus/ train travel card, 1 weekly or daily ticket.

People do use the phone to check credit level on Swift card. People put credit on their card typically through using the website via a laptop. One walks to New Street to top up their card (20 minutes walk). A few are using the totems to update their swift credit too. 3 of 8 understood what the totems were for.

What are the main barriers or difficulties you experience when travelling around (enter location)?

- Massive confusion over how the Swift NFC technology works. Everyone currently walking significant distances, or going to the shops, or using their laptop at home or other methods to update their swift card with specific tickets or money. **8 out of 8 did not understand that they could load a specific ticket onto their Swift card to then pay through their Swift card on the reader on the bus.** 8 out of 8 did not understand the journey planner to fare selector to swift upload mechanism.
- Availability of later services (4 of 8),
- Reliability of services.
- Real time Information on buses is unreliable – sometimes they appear before predicted time and so they miss the bus, sometimes much later saying it will take 4 minutes but waiting for 20 minutes.
- Website inaccuracy on where to pick up Swift cards – need more locations to source from, and more training for PTO staff on advising customers where to get Swift from e.g. bus drivers give inconsistent information.

User experience of MobiWallet technology (needs to be pilot specific and tailored to the modes and payment technologies that each pilot use)

- What elements of MobiWallet has everybody used?

7 out of 8 have used the journey planner, 3 out of 8 have identified the ticket they need for their journey (the rest were unaware this function existed, 8 out of 8 did NOT know they could fulfil their ticket using NFC.

- What works well?

One flagged that the fare selector function highlighted cheaper fares for them, a few other agreed – people found that really impressive and helpful – really liked this.

Once explained to them, the majority agreed that if reliable, it is something the majority would really like. Seems like a big communication exercise would be valuable in helping users understand that this functionality is available

What works less well?

Accuracy of Journey planner – most use Google instead. Reliability of tech (combination of tech error, user error and phone error) perceived as quite low. Seems like communication exercise could help resolve a lot of this, training of bus drivers and support from bus drivers for people using app. Further focus groups with users on their experience of the app down the line does seem like it would be helpful.

Satisfaction levels

- How satisfied are you with your current journeys? 3 or 4 out of 5 across the group with occasional frustration.
- How satisfied are you with the MobiWallet way of purchasing tickets? Rating of 2 out of 5 typically – they like the idea of it, they want it to work but don't feel it's reliable enough yet. This is a mix of journey planner reliability issues, technical issues with the app and technical issues individual phone and user error. As people have not fully understood the capability of the payment method yet, they haven't actually used it. They've used elements of it like journey planning, or fare selector, but not fulfilled their tickets through it. The rating given was 2 because they haven't really fully used it or got it to work properly when they've tried. They tend to use Google maps for journey planning instead of the journey planner because they find it more reliable. Sometimes they find their local knowledge trumps the journey planner recommendations.
- Is the new system of purchasing tickets better than the previous one? Again as they haven't fully used the system yet this is difficult to answer. However it's clear that ease of use and technical difficulties on each phone need resolved before it's going to receive higher ratings. Mixed response – half would stick to current methods e.g. monthly purchase of physical travel card from shop less hassle than website and apps. Half would like the app method if it was all reliably working so they have flexibility of updating swift card whenever and wherever they want. Generational and tech split in group is clear. Important to have both options.

How confident would you feel using MobiWallet in the future? 3-4 typically. One lady said 2. Straight forward to use, but not confident in the information provided or reliability of tech all the time.

Improvements

- What would or does stop you from using your MobiWallet more often?
4 say journey planner is just not as reliable as Google. Fare selector is used for specific situations, some use habitual tickets so don't need it.

- What could be improved about the technology to make the user experience better?
- Very promising but needs further development on reliability of tech and of information. Driver training so this could be communicated through bus companies would be really useful. The information difference from website to app to bus drivers is notable and disconcerting. Makes whole system seem more confusing than it actually is.
- When Oyster came out, there was a massive communication exercise. However no one really knows about this new technology for the NFC fulfilment on . Needs a big communication campaign to launch.
- Needs to have an app for i-phones too.
- Speed on the totems was flagged as an issue – the lights aren't always visible and the beep isn't loud to acknowledge fulfilment, and when there's a queue so it feels pressured. Comparison to Oyster is the baseline – expectation is that it should work at the same speed.

Exit question

Are there any further final comments? No

Public Transport operators and City representatives – Spanish Pilot

<p>20 mins</p>	<p>Pilot involvement</p> <ul style="list-style-type: none"> - What aspects of the pilot do you think worked best - Which aspects of the pilot do you think worked least well - What barriers / problems did you face during the pilot? - Would you participate in a similar pilot and would you continue to use the system? 	<p>Anything else? Examples?</p> <p>Anything else? Examples?</p> <p>Attempts to solve these? What barriers should be removed for future projects? External or internal factors?</p> <p>If not, why not? If yes – why?</p>
<p>-The idea of having a unique Virtual Wallet for paying in different means of transport and the use of the smartphone/unique App is considered were interesting and useful. Some participants mentioned that this should be extended to other modes/operators, such as suburban buses/rail.</p> <p>-Bus and Parking operators would have preferred to have some budget to invest in improving their infrastructure (hardware and software) and modernize it for using MobiWallet, instead of adapting MobiWallet to the existing solution. For example, bus operators proposed to adapt validation equipment, and Parking operator proposed to install equipment for Automatic Plate Recognition and connect it to the MobiWallet App. However this supposed not only to acquire the equipment but also to subcontract the developments to the company that provides the software solution to the operator and that was out of the scope of the project. In the case of Parkings, the alternative implemented implied that the solution is not automatic and requires and operator to use MobiWallet Parking App, so it would have been better to have an automatic solution. Also the solutions developed are not really integrated with the operators accounting systems/backoffices</p>		

- Other negative point/barrier in the case of buses is that not all mobile phones are compatible with the solution, even having NFC. Totems seem a good alternative, although for the project only two were available. For a future development, the network of totems should be wider.

-In the case of Ferry, the solution allows users to buy the tickets in advance, avoiding to queue, which is very convenient specially in summer when there is a high demand and long queues at the Ferrys desk.

- Impact in the users is low for the moment: low number of transactions and users

- All the partners indicated interest in participating in similar experience and continue having a solution based on this, but more robust and automatic.

10 mins

Project delivery process

- In terms of project delivery and management, how did you feel your aspect of the project went?
 - Management
 - Communication
 - Budget
 - Deadlines
 - Technical Capability
 - Resource

- If you could advise a similar organisation to yourself on their involvement in a similar project in the future, what key messages would you give them in terms of project management and delivery?

The pilot started to work in real life later than expected and the management and communication during the first months of developments was considered poor.

Once the pilot was working these aspects were improved and the general impression is positive. Most suggestions made by operators were considered for improving the system and adapting to their preferences.

Due to the delays and more time than expected dedicated to technical developments and problem solving, the services will be working less time than expected, so the number of users and transactions would not be so high as they expected.

<p>For future projects, suggest to include the operators as partners of the project, so they can dedicate resources for the equipment and specially for own developments in order to have the solution fully integrated with their system.</p>		
<p>10 mins</p>	<p>Objectives</p> <ul style="list-style-type: none"> - Did the project help to achieve your commercial/ strategic policy objectives? (scale of 1-5) - How would you improve the project further? 	<p>What does anyone else think?</p>
<p>The number of users is not high enough to evaluate the impact on the commercial strategy, but all agree that this type of solution is demanded by users and will improve the service that they current provide to their users, and therefore, their satisfaction with the transport service (especially if all the other modes existing in the city could also be paid with the Virtual Wallet <- suggestion for future expansion).</p>		
<p>5 mins</p>	<p>Legacy</p> <ul style="list-style-type: none"> - Will you continue to use the MobiWallet system? - What legacy will be left from your involvement in the MobiWallet project? - Overall, how satisfied are you with the MobiWallet project on a scale of 1 to 10, with 10 being very satisfied, 1, being very dissatisfied. 	<p>If yes – what are your plans? If no – explore reasons</p> <p>If 10 – why, If low (3-1), then reasons for how the project could be improved</p>
<p>[Partner’s Note: MobiWallet services will be stopped by the partners by end of September, which was communicated to the operators at the beginning of project. The creation of a start-up to provide a similar solution supported by the partners is under discussion, as can be seen in D6.3]</p>		

Operators seem satisfied (punctuations go from 6 to 8, average: 7).

They will be interested in having a solution like MobiWallet in the future, but more solid and robust than the existing solution provided for pilot testing.

Taxi operator makes emphasis in the fact that during the project they were not bank fees for taxi drivers, making the solution very convenient. But this should be taken into account in a future scenario.

5 mins

Exit question

Are there any further final comments?

Closure

- Though there were a lot of different opinions it seems that (summarise some of the key points raised).
- Does anybody see the discussion differently? Does anyone want to add or clarify anything?
- Is there any other information regarding your experience of MobiWallet, you think would be useful to share?
- Thanks for coming

Agreed by all: the experience was very interesting and they see a high potential in this solution, although they would have loved to have more time for the pilot and more users.

Public Transport operators and City representatives – Italian Pilot

Timing		Prompts
	<p>General information</p>	<p>Focus Group observed the presence of 7 people. More specifically, this was the division:</p> <ul style="list-style-type: none"> - 3 from Municipality of Florence, project’s partner. Two of them are technical operators, not directly involved in the Project (writing deliverables, etc...) and then “strong-oriented” to evaluate how the Project could be a real add-value for the Municipality and citizens in general; - 4 from GEST, project’s partner. GEST is the tram operator in Florence/Scandicci.
<p>20 mins</p>	<p>Pilot involvement</p> <ul style="list-style-type: none"> - What aspects of the pilot do you think worked best - Which aspects of the pilot do you think worked least well - What barriers / problems did you face during the pilot? - Would you participate in a similar pilot and would you continue to use the system? 	<p>Everyone agreed that the importance of this project was giving a first approach to the problem of payment and interoperability, underling which is the state of the art in Florence and Pisa and the barriers we have to face with.</p> <p>In any case, we highlight the system’s functionality and, therefore, the effectiveness in proposing it in the future and not only limited to the period of the experimentation months.</p>

		<p>Maybe the less effective aspect was to create a real global app among the all the pilots of the project.</p> <p>Another negative element regarding the pilot’s spread is the low number of parking actually part of the pilot and the availability of a lot of free parking areas in Scandicci.</p> <p>The problem was a financial one (the cash flows for the purchasing tickets) and the fact that GEST is not the owner of the ticket.</p> <p>The partner found many solutions and the end chose the most suitable; but in case of other similar projects the importance is to have as partner the ticket owner.</p> <p>GEST would be very glad to participate in similar project, in order to use this experience as best practice and find improved actions.</p>
<p>10 mins</p>	<p>Project delivery process</p> <ul style="list-style-type: none"> - In terms of project delivery and management, how did you feel your aspect of the project went? <ul style="list-style-type: none"> • Management • Communication • Budget • Deadlines • Technical Capability • Resource - If you could advise a similar organisation to yourself on their involvement in a 	<p>As for budget, no problem to face with. At the beginning, we have had a balanced evaluation of the resources needed. As for the management, no problem to underline.</p> <p>Maybe in some cases we faced to certain lack of technical capability due to the specific competence required to some aspect of the project. This was the case when with Aleph we discussed about the pin-code solution for the tram</p>

	<p>similar project in the future, what key messages would you give them in terms of project management and delivery?</p>	<p>ticket: it was necessary to contact the automatic-machines producer to understand how to exchange information with the APP and then to develop the relative work-flow.</p> <p>The advice to other organisation is to consider that, in order to involve and work with public authorities, they have to consider much more time than expected; other suggestion: have always a defined plan B.</p>
<p>10 mins</p>	<p>Objectives</p> <ul style="list-style-type: none"> - Did the project help to achieve your commercial/ strategic policy objectives? (scale of 1-5) - How would you improve the project further? 	<p>The project is a response to Florence’s need to create a better, well integrated service of the various forms of mobility and to make it usable also for the high number of tourists present in the city.</p> <p>The effort for the project’s improvement will be oriented towards the integration of more services, in particular regarding the aligned parking on streets edges and the accessibility for tourists’ bus. An overall evaluation is 5.</p> <p>How would you improve the project further? In brief:</p> <ul style="list-style-type: none"> - As for now, the service is too much limited to a small part of the territory. It would be desirable a major territories and services cover; - It would be undoubtedly very useful to extend the

		<p>project to the Metropolitan City of Florence, especially for occasionally users of local public transports, but also for those who moves among the various town of the former Province where every place has different ways to purchase the parking and the transports. Regarding that, there's a ministerial project for the sustainable mobility among home/school/work (n° 182189/2016) which should be evaluated.</p> <ul style="list-style-type: none"> - Involving the ticket owner and find together a different way of payment
<p>5 mins</p>	<p>Legacy</p> <ul style="list-style-type: none"> - Will you continue to use the MobiWallet system? - What legacy will be left from your involvement in the MobiWallet project? - Overall, how satisfied are you with the MobiWallet project on a scale of 1 to 10, with 10 being very satisfied, 1, being very dissatisfied. 	<p>The project is a key point to think on the local ways of payment tickets and to develop future solutions.</p> <p>The legacy is the awareness about the need of developing a new way of purchasing tickets</p> <p>The general satisfaction level has been judged in 7.</p>
<p>5 mins</p>	<p>Exit question</p> <p>Are there any further final comments?</p> <p>Closure</p>	

	<ul style="list-style-type: none">- Though there were a lot of different opinions it seems that (summarise some of the key points raised).- Does anybody see the discussion differently? Does anyone want to add or clarify anything?- Is there any other information regarding your experience of MobiWallet, you think would be useful to share?- Thanks for coming	
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Public Transport operators and City representatives – Serbian Pilot

Venue: DunavNET d.o.o., Antona Čehova 1, Novi Sad

Date of the meeting: July 26th, 2016

Time of the meeting: 1 p.m. to 3 p.m.

The meeting was attended by the following persons:

- *Operators in charge of public transportation, purchasing of tickets and the system implementation process:*
 - Jovana Jarić and Snežana Jaković - JPGSP Novi Sad (Public City Transportation Enterprise of Novi Sad);
 - Josip Kopestinskij – Maxi Taxi;
 - Andrej Matijević – Public Utility Company Parking Service;
 - Boris Pokrić and Aleksandra Rankov - DunavNET d.o.o.;
 - Tatjana Šever and Ana Dinić - Telekom Srbija, a.d.;
 - Miloš Radulović – Banca Intesa,

- *The representatives of the City of Novi Sad:*
 - Đorđe Basarić - City Administration for Transportation and Roads, Novi Sad;
 - Zoran Ivošević – Local Economic Development Office of the City of Novi Sad.

Report:

At the beginning of the meeting, the host greeted the assembled people and welcomed all the participants. After that, the participants presented themselves. Aleksandra Rankov, meeting moderator, explained to the participants in brief the project implementation process, focusing on the project's current status. Then she presented the topic of the focus group meeting and accepted the Meeting Guidelines as the main guide for implementing the above said process. The following replies to the questionnaire within the guide were covered:

- Taking Part in the Pilot Project

- *In your opinion, what aspects of the pilot project are best prepared, analysed and dealt with?*

In general, all aspects are well prepared, but if we are to single out the best one, the best aspect of the pilot project is a ticket validation system. This system has shown that placement of stickers (QR Codes) at the bus stops results in great cost-effectiveness, because they replace the validation machines which are much more expensive.

- *What aspects of the pilot project are in your opinion least prepared?*

With regard to the least prepared aspects, we could single out two of them: the fare collection via the unique system (operator). This activity could not be fully implemented because the legislation in force in the Republic of Serbia is not harmonized with the EU legislation. According to our colleagues from Telekom Srbija, on October this year the Law on Payment Services is going to be adopted, in which case Telekom would be authorised to render payment services. Thereby the company would get the opportunity to issue payment instruments to their clients. In other words, they could render the service of all non-cash payments (as is the case with the Mobiwallet Project). This will result in lower commissions, i.e. there will be no initial investments. Another aspect is to merge the existing NS Bike Project and the Mobiwallet project. The operations of the Public Utility Company Parking Service also include the activity of renting the city bikes and monitoring all the locations where the bikes may be rented. Since this company could not officially participate in the project, i.e. it lacked finances to upgrade its existing system in order to integrate it into the project through the Mobiwallet app. The conclusion from the focus group meeting regarding this specific aspect is that the company is going to provide its own funds or funds from the donations in order to integrate their system into the said project.

- *What obstacles and problems did you come across while working on/being engaged in this project?*

As mentioned in the reply above, legislation in force in the Republic of Serbia is not harmonized with the EU legislation.

- *Would you take part in the similar project again; would you continue to use this system?*

All the participants agreed that the partnership should be expanded to all relevant participants (attending the meeting) in order to further upgrade the project.

- Project Results Delivery Process

- *With regard to the delivery of the results and project management, how would you evaluate the implementation of the following activities:*

A1. Project Management - Project management has been implemented in a very professional way. With his knowledge and experience, Project Co-ordinator plans each activity in due time, and further tasks are primarily given to the pilot leaders and other members of the project team.

A2. Communication - As described in the above reply, during the implementation of the project a two-way communication was established between all project team members.

A3. Budget - Although the project has been successfully implemented, in the majority of cases the budgets were satisfactory. However, in order to implement the dissemination process and some more adequate promotion we did not get the planned finances.

A4. Deadlines - After testing the pilot project not much time has been left for the implementation of the project promotion activities.

A5. Technical Aspects - In compliance with the Project Task, all technical aspects of the project have been successfully completed.

A6. Resources - Like in the previous reply, all available resources have been allocated to the project implementation.

- *If you were to give an advice to a company similar to yours regarding their taking part in the similar project in future, what would be your key advices as to the management of such a project and implementation of the set goals?*

To involve all relevant institutions which are in charge of such project implementation; to analyse in detail all the available resources; and to carefully prepare the project budget.

- Goals

- Has this project helped you to reach your goals in the domain of commercial / strategic policy? (Rating scale is 1-5)

Common rating for this question is: 4

- How would you improve the pilot project?

In addition to the bus route 2, the next goal is to implement the pilot project on other bus routes as well. Public Utility Company Parking Service should render the rent-a-bike service as well. Telekom should improve the payment services system.

- Heritage

- *Would you continue to use the MobiWallet system?*

If its further sustainability is maintained, we will undoubtedly continue to use the system.

- *What is your heritage from taking part in the MobiWallet Project?*

Knowledge and experience which we get during the implementation of the project. Technical devices and the app with the task to continue the development of the project.

- *Generally speaking, how much satisfied are you with the MobiWallet Project on the rating scale 1-10 (10 is very satisfied; 1 is very unsatisfied)?*

Common rating is 9.

- Final Question

There was no final question, only a conclusion that we were waiting to be invited to the joint preparation of the similar project in order to upgrade the Mobiwallet Project.

After the meeting, lunch and refreshments were served.

Public Transport operators and City representatives – UK Pilot

Pilot involvement

- What aspects of the pilot do you think worked best
 - Complementary to ongoing work. UI Designs were ready – MobiWallet enabled them.
 - Not only did it bring two separate components together, but it made each of those individual components better.
 - It allowed user testing and user experience to be properly examined in the development process, which may not otherwise have occurred.
 - Frequent project meetings, real time data and stats, and genuine collaborative working across various departments.

- Which aspects of the pilot do you think worked least well
 - Commission paper work
 - Fit between plans for Swift and aims of the wider project and other partners. (ITSO,
 - Staff churn
 - Adding onto core role's versus creating dedicated resource. (This is a mistake they have made in other EU projects too, and is something they need to learn as an organisation).
 - Resourcing and planning. Needed significantly more consideration and planning at the beginning.
 - Time and resource (II)
 - Sellability (II)
 - Complexity (III)
 - Optimism bias
 - Timesheets a pain.

- What barriers / problems did you face during the pilot?

Would you participate in a similar pilot and would you continue to use the system?

- Yes would do it all again (unanimous) despite the pain.
- Will be continuing to use and improve the system – not finished work on it yet.

Project delivery process

- In terms of project delivery and management, how did you feel your aspect of the project went?
 - Management

Matrix management approach stealing hours from core roles slowed everything down, made forward planning difficult, and notice of resource required in individual roles short noticed. Staff found this ad hoc availability basis for working challenging, but were flexible enough to make this work all be it with some technical delays.

Indra very good as coordinators. So many differently requests from different partners found challenging without an outline plan that shows when these requests are going to be made.

- Communication

Language barrier could be challenging, tone of email can be difficult, but also often came of teleconferences without complete clarity on what was happening. Similar for physical meetings where surprises for what was needed were encountered later.

- Budget

Didn't budget for enough resource

- Deadlines

Reasonably appropriate if budgeted for a dedicated team, but a struggle where trying to fit this within core roles.

- Technical Capability

All in house, lucky to have, would have been challenge had key members moved on. Internal Software Development Team the most technical and highest risk role to the project. Marketing, Ticketing and Customer Insight also vital components.

- Resource

Needed dedicated, instead of as part of core role.

If you could advise a similar organisation to yourself on their involvement in a similar project in the future, what key messages would you give them in terms of project management and delivery?

- Careful consideration at start of project of wider project and other partners aims.
- Clarification of key terms such as interoperability and what is required of any vague areas within DoW's.
- Creating an internal plan that outlines all contributions from local team for over-all project, and timelines against each of these.
- Creating dedicated resource for project, not building into already busy core roles.
- Careful consideration of resource requirements, including taking into account additional resource required for EU paperwork, time sheets and reporting.
- Careful Technical Feasibility Study of requirements at beginning.
- Careful project management process and recording of changes and change management process built in and constantly updated to mitigate for change of staff.

Objectives

- Did the project help to achieve your commercial/ strategic policy objectives? (scale of 1-5)

Obviously yes. 5.

How would you improve the system further?

Missed this question – but know that the fare recommendations platform is next, and from the system users perspective suspect that reliability of the journey planner and fare fulfilment aspect, and extension to Iphone etc will all be in the plans probably.

Legacy

- Will you continue to use the MobiWallet system? Yes
- What legacy will be left from your involvement in the MobiWallet project? The new journey planner > Fare Selector > NFC payment options within the Swift system along with a significantly increased understanding of what an EU project requires across the team.
- Overall, how satisfied are you with the MobiWallet project on a scale of 1 to 10, with 1 being very satisfied, 10, being very dissatisfied. Between 5's and 8's

Exit question

Are there any further final comments? No