# My-TRAC

## MY TRAVEL COMPANION

«Innovative transport services platform where artificial intelligence meets big data to provide better passenger experience»

Shift2Rail

## Objectives of the Project:

**Travel companion:** applies behavioral analytics and AI techniques to provide a seamless door-to-door experience that suggests solutions and available options when they are necessary during a journey.

**User-based Data Platform:** provides data for application operators and Travel Companion as well as connecting with external services such as booking, ticketing and analytics modules.

**Trip tracking services:** helps guide passengers from A to B by the best means available, from smaller scale (e.g. use exit X of station Y) to larger scale concerns (e.g. carpark Z has more spaces).

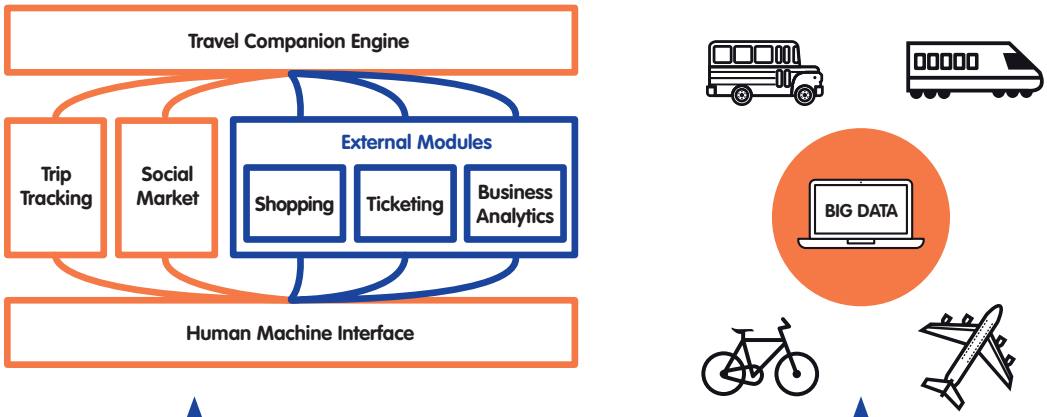
**Social Market service:** enhances provider interactions with passengers during trip, offering additional products and services like discounted transport, leisure activities and Wi-Fi access.

**Advanced Human Machine Interface:** adapts Travel Companion with the most suitable interface to match users' profile, preferences and specific accessibility needs.

**Web-based interface for operators:** collects past passenger data to improve and adjust services to each traveler's individual needs and preferences.

Improved trip planning information customized to their needs and state-of-mind

Anonymized and aggregated behavioral data to be used in real-time and strategic planning activities




**Preferences:**
strategic choices of a traveler

**State-of-mind:**
dynamic choices in the process of a trip

**Actual information:**
data on disruptions, delays, changes

## CONSORTIUM

AETHON
Engineering Consultants

ATTIKO METRO S.A.

Experis™ IT
ManpowerGroup

CERTH
CENTRE FOR RESEARCH & TECHNOLOGY HELLAS

VNiVERSiDAD D SALAMANCA
CAMPUS OF INTERNATIONAL EXCELLENCE

DAMA-UPC. DATA MANAGEMENT
UNIVERSITAT POLITÈCNICA DE CATALUNYA

stratio

TUDelft

UITP
ADVANCING PUBLIC TRANSPORT

**Project Coodinator: Dr. Josep Lluís Larriba Pey**
**Phone: +34 934017496**
**Email: larri@ac.upc.edu**
**Universitat Politècnica De Catalunya, Data Management Group.Building C6.**
**C. Jordi Girona, 1-3 08034 Barcelona, Spain**

**WWW.MY-TRAC.EU**

**INFO@MY-TRAC.EU**

**@H2020_MYTRAC**

Shift2Rail

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 777640.