



My-TRAC Operators' Workshop

25 October 2019, 10:00 – 15:20

Room: A0.360 Wit licht

Building: De Bouwcampus

Address: Van der Burghweg 1, 2628 CS Delft

What is My-TRAC?

My-TRAC (My-TRAVel Companion) is a research project co-funded by the Shift2Rail Joint Undertaking. The project aims to deliver an innovative application for seamless transport and an ecosystem of models and algorithms for Public Transport – PT user choice simulation, data analytics and affective computing. The principal My-TRAC objective is to develop a novel transport services platform designed for users as well as public and private transport operators, capable of improving the passenger experience by developing and applying advanced behavioural transport analytics and artificial intelligence (AI) algorithms. Through My-TRAC app, information from public transport operators, MaaS providers and datasets related to the service and journey are seamlessly connected and integrated.

My-TRAC stands out from other technologies due to three main reasons:

1. It fosters unprecedented involvement of users during, before and after a trip through a smart Human-Machine interface and numerous functionalities such as crowdsourcing, group recommendations, data exchange.
2. It implements a vast array of technologies, such as affective computing, Artificial Intelligence and user choice simulation, fusing expertise from multiple fields.
3. It facilitates engagement of multiple stakeholders by seamlessly integrating services and creating connections between Rail operators, Mobility as a Service and other PT providers.

The My-TRAC application is currently being tested in a realistic environment in four pilot locations across Europe (the Netherlands, Greece, Portugal and Spain). The two target-groups for the pilots are Public Transport (PT) users and operators. During the pilots, the users will download the application and use it for three to six months, accumulating points associated to different actions. Free public transport tickets are given to the travelers with the highest score at the end of the test phase. Questionnaires will be given to users to request information concerning the application's modules (team recommendations, connection to MaaS, disruption/delays prediction, etc.). By gathering feedback from real users, the My-TRAC project wants to see how it can improve travel experience for the traveller. For more detailed information about the pilots, please have a look at the [brochure](#).

Additional information on My-TRAC is available on the project [website](#). To be updated on the project progresses, follow My-TRAC on [Twitter](#).



Scope of the workshop

The Operators' workshop is organized by the My-TRAC consortium in order to present the functionalities and the components of My-TRAC application to a competent audience of interested stakeholders. A special focus will be dedicated to the operators' portal developed by the project partners. The portal will be presented by the project partners and a "Live Demo" session will take place, allowing the participants to be actively introduced to the complete spectrum of its functionalities. Interactive sessions and mutual exchange of ideas will take place during the workshop on topics such as the users' and operators' data collection and utilization, the portal interaction with the platform/app and the application functionalities. All the characteristics of the travel companion will be presented and extensively debated, highlighting the advantages of My-TRAC both for users (passengers) and for public transport operators. Participants will gain a good understanding about My-TRAC's features and the time-plan of their implementation.

The communication and the sharing of experiences with stakeholders (i.e. operators and transport service providers-TSPs), together with their feedback is believed as essential for improving the quality of the platform and delivering a tool that will create concrete added value for both users and operators.

The workshop is jointly hosted by UPC (Universitat Politècnica de Catalunya), AETHON and TUD (Technical University Delft), supported by UITP. It aims at facilitating discussion and acquiring feedback concerning data sharing and operators' portal's functionalities between selected participants/experts who are responsible for railway operations and legal, regulatory & policy environment of the transport sector and academia. Participants will have the opportunity to state their perspectives through which My-TRAC app and My-TRAC operators' portal can be improved.

The end goals of the operators' workshop are to:

- Present and discuss My-TRAC's components and especially the operators' portal
- Exploit the portal's features through a "Live Demo" session
- Increase understanding of My-TRAC project objectives concerning user centred requirements and travellers' happiness optimization
- Present and discuss data sharing opportunities
- Foster debate on My-TRAC's findings
- Identify possible functionalities' improvements for My-TRAC app delivering added value to users and operators



Agenda

TIME	TOPIC	Presenter/Facilitator
10.00	Coffee/ croissant	
10.15	Welcome and workshop opening (5min)	Hans van Lint – TU Delft
10.20	Introduction to My-TRAC components (25min)	Josep L. Larriba-Pey - UPC
10.45	My-TRAC app – Functionalities, Data, Interaction with the platform (25min)	Josep L. Larriba-Pey - UPC
11.10	My-TRAC models & comparison with other apps (25min)	Hans van Lint – TU Delft
11.35	Break (15min)	
11.50	My-TRAC platform – What it is and why it is important (25min)	Josep L. Larriba-Pey - UPC
12.15	My-TRAC Data for operators – Requirements and utilization (25min)	Alexandros Deloukas – Attiko Metro
12.40	Lunch (60min)	
14.00	My-TRAC Operators Portal – Overview of functionalities (20min)	Alexandros E. Papacharalampous - AETHON
14.20	My-TRAC Operators Portal - Live Demo (10min)	Eleni Antoniou - AETHON
14.30	Discussion (30min)	All
15.00	Closing remarks (20min)	Hans van Lint – TU Delft
15.20	Drinks	

Please note that Coffee, Lunch and Drinks will be offered by the My-TRAC's coordinator, UPC.