My-TRAC

MY TRAVEL COMPANION

Deliverable D7.8
Project Video

D7.8 (V2) Project Video

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Dissemination Level		
PU	Public	**X**
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

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3.0	08/06/2020	Revised deliverable, first version	UITP
3.1	09/06/2020	Final revision of the deliverable	UITP, UPC

Legal Disclaimer

1. EXECUTIVE SUMMARY

The aim of this deliverable is to present the main features of the My-TRAC project video. In this report, we will look at the relevance of the video, how the video was set-up, and how it was shared.

In Chapter 6, we will elaborate on what edits were made to the video to take into account the comments made by Shift2Rail in the rejection letter sent on 16/04/2020.

Abbreviations and Acronyms

AB	Advisory Board
CA	Consortium Agreement
DoA	Description of Action
EC	European Commission
ERB	Ethics Review Board
GA	Grant Agreement
IPR	Intellectual Property Rights
PC	Project Coordinator
P/M	Person/Month
PO	Project Officer
WP	Work Package

Consortium of Partners

UNIVERSITAT POLITECNICA DE CATALUNYA	Spain
ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	Greece
TECHNISCHE UNIVERSITEIT DELFT	Netherlands
AETHON SYMVOULI MICHANIKI MONOPROSOPI IKE	Greece
EXPERIS - EXPERIS MANPOWERGROUP SL	Spain
STRA LDA	Portugal
ATTIKO METRO AE	Greece
UNIVERSIDAD DE SALAMANCA	Spain
UITP	Belgium

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2. INTRODUCTION AND METHODOLOGY

My-TRAC project delivers 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. My-TRAC stands out from other technologies due to three main reasons. First, My-TRAC 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. Second, the application implements a vast array of technologies, such as affective computing, Artificial Intelligence and user choice simulation that fuse expertise from multiple fields. Third, My-TRAC facilitates engagement of multiple stakeholders by seamlessly integrating services and creating connections between Rail operators, Mobility-as-a-Service and other PT providers. My-TRAC application is a travel companion designed to operate similarly to a human companion; understanding traveller's attributes and state-of-mind to derive conclusions from vague information as any human does. In addition, My-TRAC will be the traveller's gateway to various services related to using PT, having Rail in the epicentre. My-TRAC application also provides predictive information concerning disruptions and disturbances. It not only displays data but analyses them through innovative algorithms providing improved recommendations. My-TRAC also involves PT operators through the "operators' interface" where they can retrieve and visualize aggregated data on users' movements and state-of-mind that will assist in strategic and dynamic operations. Data that the operators retrieve are aggregated and anonymized while all models and algorithms are applied on the mobile device of the user, seamlessly integrating the "privacy-by-design" concept. The idea is tested in 4 pilot locations all around Europe: Lisbon, Barcelona, The Netherlands, Athens.

The video is a powerful tool through which all kind of stakeholders (even the ones with no technical knowledge) are able to understand what My-TRAC app does and what its competitive advantage are compared with other trip-planning tools or methods. The video, which is optimised for sharing through social media, not only displays the way the app and the Operators' Portal work, but also delivers a strong message, encouraging users to prefer public transport to individual cars, highlighting its benefits (in terms of time/stress-saving and environmental footprint).

With regards to the methodology, three quotes have been asked by UITP to trusted and reliable agencies. All these quotes have been carefully analysed and the chosen agency was selected using the "best value for money" criteria. A storyboard has been drafted by UITP and submitted to the agency, with whom UITP has been in close contact (physical meetings, conference and telephone calls) through the whole video creation process. The agency provided several options for both the design and the voiceover. UITP, after comments, selected the most suitable. A script was drafted by UITP and agreed with the agency. At this stage, comments and opinions have been shared with the two reviewers Aethon and UPC. Modifications have been communicated to the agency, who worked on that throughout February 2020, delivering a first version of the video on 14/02/2020. The final version of the first video was delivered on 21/02/2020.

After the deliverable D7.8 being rejected mid-April 2020, UITP has edited the video taking into account the comments from Shift2Rail about the missing referral to the Interoperability Framework. On 09/06/2020 the final version of D7.8 (V2), was delivered.

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3. PROJECT OBJECTIVES

The main objectives of My-TRAC are:

Objective 1 My-TRAC develops a transversal user centric platform, which provides an operator web-based interface and a passenger Travel Companion application. This platform improves traveller's experience through the entire duration of a trip and the quality of transport services offered to and perceived by travellers. It integrates expansive meaningful data from various PT and open data sources with users' profile, data and preferences.

Objective 2 My-TRAC Travel Companion is the user application giving access to a set of advanced user-centred transport services. Specifically, it is the unique access point for the passenger to the Shopping, Ticketing, and Business Analytics functional modules developed in complementary projects, and the Trip Tracking and Social Market functional modules developed in My-TRAC project.

Objective 3 My-TRAC Trip Tracking service helps and guide the user through the complete trip while allowing the passenger to control and manage it in real time. It obtains data from the operator and exogenous sources and uses predictive algorithms that incorporate user strategic and dynamic preferences for providing tailored microscopic (e.g., use exit X of station) and macroscopic recommendations (e.g., preference to travel using a route which has lower density and shorter transfer times).

Objective 4 My-TRAC Social Market service supports enhanced interactions between passengers and a set of service providers during the trip (e.g., offering tailored discounts to the customer for taxi, hotel or museums, access to Wi-Fi or digital content during travel or in stations). Furthermore, a social dimension is also exploited through optional collective challenges and group recommendations based on behavioural patterns and travellers with similar itineraries (e.g., activities performed close to the station, MaaS sharing).

Objective 5 My-TRAC develops a smart Human Machine Interface (HMI) to provide users with viable access to the information, depending on their individual needs, specifically addressing impairments of stable or transitory nature (e.g. visual impairment, technological illiteracy) through My-TRAC Travel Companion.

Objective 6 My-TRAC platform creates a separate web-based interface for operators. Through the interface, the operators are able to retrieve real-time and historic data concerning behavioural analytics of passengers (not only descriptive data, such as number or duration of trips, but also inferred data such as sentiment and level of comfort while travelling). Information of PT users are aggregated and anonymized to ensure privacy.

4. ABOUT THE MY-TRAC VIDEO

OBJECTIVES OF VIDEO

The document "Project Video" aims at elaborating the framework in which the My-TRAC project video has been imagined, prepared, developed and finally issued. This document presents the video and also gives information about its dissemination/sharing.

The My-TRAC project video is available via the following link: https://www.youtube.com/watch?v=uByWPLp18bE

Through the project video, the My-TRAC consortium aims to:

- Generate an effective flow of information and publicity about My-TRAC app and its features (including Artificial Intelligence and machine learning);
- Make it visible and easy to understand how the app concretely works, showing a practical "real life" scenario;
- Highlight the benefits for users and operators of the "My-TRAC Operators' Portal";
- Explain how the My-TRAC project fits in the IP4 Framework;
- Deliver a strong message, by making a comparison between public transport and the private car, showing the benefits of the former as preferred mode – not only for the user, but also for our environment;
- Provide an easy to share item to be disseminated through multiple channels (websites, social media), reaching easily a wide audience for vast and immediate outreach.

Concluding from all former points, instead of creating a video simply explaining how the My-TRAC app works, the consortium has agreed to focus on delivering a message that captures the essence of the project in a relatable way, is fun to watch and thus retains attention, and is easily sharable via various channels.

TARGET GROUP OF VIDEO

The video has been developed to speak to an audience that is as large as possible: from passengers, to authorities, to any other stakeholders. Both experts and non-experts should be able to understand the message, whereby the focus lies on non-experts – in the end, the My-TRAC app is made for end-users (travellers and transport operators).

DISSEMINATION OF VIDEO

When developing the storyboard, script and form of the video, different dissemination channels were kept in mind. Alongside the My-TRAC website and websites from partners, the video will also be shared via social media. Here, it is important to mention that the video duration has been decided in order to capture the essence of the application in a relatively short duration which can be easily shared on Twitter. The My-TRAC Twitter account has been identified as one of the most powerful dissemination channels - it offers a great opportunity to open the dialogue with the general public, allowing direct interaction and raising awareness of the public towards the project. Alongside Twitter, the video will also be posted on YouTube. By publishing the video on these two social media platforms, we also allow for feedback to be received in the form of likes, comments, messages, retweets etc.

To ensure the video can be understood via every possible channel, there are two versions: one with subtitles, the other without subtitles. Nowadays, viewers often watch videos without audio, for example at events or when watching in a public space. By ensuring one version includes subtitles, the video can be watched anywhere and at anytime.

5. ROLE OF THE CONSORTIUM AND PARTICIPANTS

My TRAC's consortium of partners comprise important networks of operators and universities, alongside engineering groups and specialists. With the aim of widening the dissemination of the project, UITP encourages these networks to disseminate and share the project video through their own channels (particularly social media and websites), reaching different and wide audiences of their members and contacts.

Internally, My-TRAC can also count on the support of the UITP Communication team for a wider dissemination of the video towards UITP members and audience.

6. REVISION OF VIDEO

After the rejection letter by Shift2Rail, received on 16/04/2020, the My-TRAC video has been edited to take into account the comment of a lacking reference to the S2R IP4.

For the revision, two new scenes (taking place between 01:08 – 01:37) have been added to elaborate how the My-TRAC project is part of the S2R IP4. To add these two new scenes, UITP and UPC have edited the script, after which an additional storyboard was created by the graphic agency. After approval from UITP and UPC, the storyboard was then developed into a new design.

Without diverting from the storyline, the video now explains how My-TRAC is connected to other S2R IP4 projects, and how they work together to improve seamless travel across Europe.

It was deliberately chosen to stay away from using technical jargon in the video to explain the IP4, but rather to stick to the script and characters and explain the IP4 in a way that is understandable and accessible for all target groups, including non-experts and traveller, as they are the ones who will be using the My-TRAC application.

7. ANNEXES

STORYLINE

We see two people in their flats, getting ready to leave their house to go to a concert hall in the city centre. Outside, we see a lot of traffic, noise and pollution. The man leaves his house using his car, and he immediately gets stuck in traffic. The woman on the other hand, uses the My-TRAC application and public transport to get to her destination.

While we see the man sitting in his car, we follow the woman throughout her journey: this journey is portrayed on a map (via a zoom-in on the phone/My-TRAC application). We see her walking, getting on the train and see how she gets notifications from the My-TRAC application. We see how the My-TRAC application works through app pop-ups, voice-over, and keywords.

We also see how the app can support transport operators, as it provides valuable data about people's journeys, which they can use to improve their services.

Also, it includes a scene explaining how My-TRAC related to other Shift2Rail projects, and how they work together under the IP4 to enable seamless travel across Europe.

In the end, both people arrive at the same destination, but the one who took the car arrives stressed and late. The person using public transport arrives on time, and stress-free.

SCRIPT

Meet Aaron, and Barbara.

They're both music fans, and today, their favourite orchestra is playing in town.

Aaron takes his car to travel to the concert, Barbara uses public transport. But not without her travel buddy.

The My-TRAC application tells Barbara the quickest route to her destination, and provides travel advice based on her preferences. By applying artificial intelligence and behavioural transport analytics, and using the Shift2Rail technologies My-TRAC has gotten to know her.

She's alerted to any delays or disruptions along the way, and is able to manage and control her trip in real time.

My-TRAC takes into account any needs or disabilities, and travel recommendations are adapted to the passenger's profile.

During her journey, Barbara can receive interesting promotions from her favourite service providers, or information about events happening nearby.

And, My-TRAC is not just for travellers. With the app, transport operators can retrieve real-time and historic data on passengers' behaviour, which they can use to further improve their services.

The My-TRAC application makes use of the 'Interoperability Framework' and a set of tools and technologies that has been developed by different Shift2Rail-funded projects, under the innovation programme called IP4. The Interoperability Framework aims to enhance seamless multimodal travel across Europe's different mobility service providers.

This way, Shift2Rail IP4 projects work together to provide better travel services and multiple options to travelers – such as Aaron and Barbara.

My-TRAC: your travel companion.

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DEVELOPMENT OF VIDEO

Figure 1: first draft of storyboard

Figure 2: first design

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Figure 3: final design
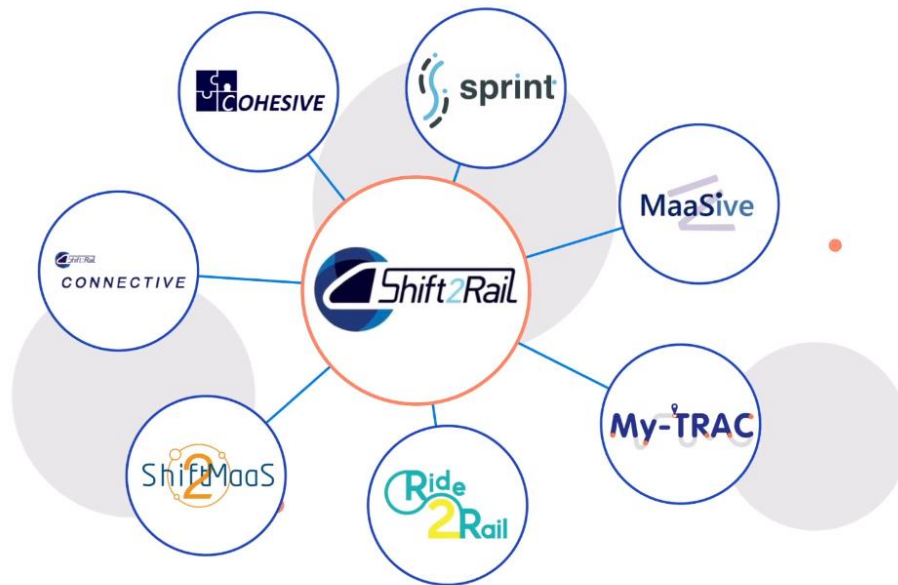
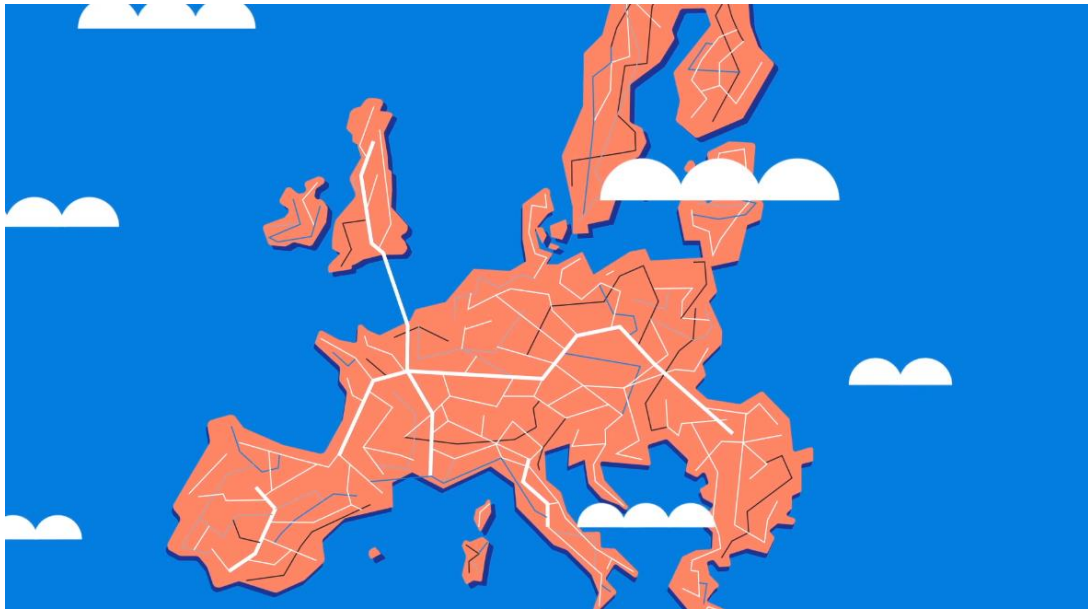**Figure 4: first new scene to elaborate on IP4**

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Figure 5: second new scene to elaborate in IP4