



My-TRAC Final Event

14 December 2020, 09:30 – 12:30

Registration link: <https://efficy.uitp.org/event.php?id=7092>

About My-TRAC

My-TRAC (My-TRAVel Companion) is a research project co-funded by the Shift2Rail Joint Undertaking. The main My-TRAC objective was to develop a new 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). Through the My-TRAC app, information from public transport operators, MaaS providers and datasets related to the service and journey are seamlessly connected and integrated.

The project aimed 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 My-TRAC application was tested in four pilot locations across Europe (the Netherlands, Greece, Portugal and Spain), with two target-groups: public transport users and operators. By gathering feedback from real users, My-TRAC improved their travel experience.

For more detailed information about the project, please have a look at the [website](#).

Scope of the Final Event

The Final Event is organised by the Project Consortium in order to present the functionalities and the components of the My-TRAC application. “Live Demo” sessions will take place, allowing participants to be actively introduced to the complete spectrum of My-TRAC functionalities. Participants will gain a good understanding about My-TRAC’s features, by interacting with the project partners.

The end goals of the Final Event are to:

- Present and discuss My-TRAC’s components (TC and operators’ portal)
- Exploit the app features through “Live Demo” sessions
- Increase understanding of My-TRAC project objectives concerning user centred requirements and travellers’ happiness optimization
- Present the outcomes of the project Pilot phases 1 and 2
- Foster debate on My-TRAC’s findings
- Get feedback on the My-TRAC app and delivering added value to users and operators

Key Contacts for the Final Event

Ismini Stroumpou ismini@sparsity-technologies.com (Project Coordination) and Giuseppe Rizzi giuseppe.rizzi@uitp.org (Dissemination Leader)

For issues regarding registration, please contact Salah Regan salah.regan@uitp.org

Agenda

Time	Topic	Speaker
09.30	Welcome and presentation of the agenda (5min)	Josep L. Larriba-Pey - UPC
09.35	Welcome from the S2R-JU (10min)	Carlo M. Borghini - Shift2Rail JU Executive Director
09.45	Welcome from the My-TRAC Project Officer (10min)	Esther Bravo – Shift2Rail JU
09.55	Introduction to My-TRAC ecosystem: models & comparison with other apps (20min)	Ismini Stroumpou - Sparsity
10.15	Poll Session n.1 (5min)	
10.20	WP2: User-centred behaviour & analysis – overview and relevant outcomes (15min)	Alexandros E. Papacharalampous - AETHON
10.35	WP3: Travel data analytics & model development – overview and relevant outcomes (15min)	Hans van Lint – TU Delft
10.50	WP4: Personalized Human Machine Interface – overview and relevant outcomes (15min)	Eleni Chalkia - CERTH
11.05	Q&A Session n.1 (15min)	All
11:20	WP5: “My Travel Companion” development & integration – overview and relevant outcomes (15min)	Ismini Stroumpou - Sparsity
11:35	WP6: Pilots – overview and relevant outcomes (15min)	Ester Sancho - EXPERIS
11:50	My-TRAC app – Live Demo (10min)	Ismini Stroumpou - Sparsity
12:00	My-TRAC Operators Portal –Live Demo (10min)	Alexandros E. Papacharalampous - AETHON
12:10	Poll session n.2 (5min)	
12:15	Q&A Session n.2 (20min)	All
12.30	Closing remarks (5min)	Josep L. Larriba-Pey - UPC