My-TRAC

MY TRAVEL COMPANION

The My-TRAC project aimed to provide an innovative transport services platform utilising Artificial Intelligence and Big Data to provide better passenger experience.

Duration: September 2017 – December 2020
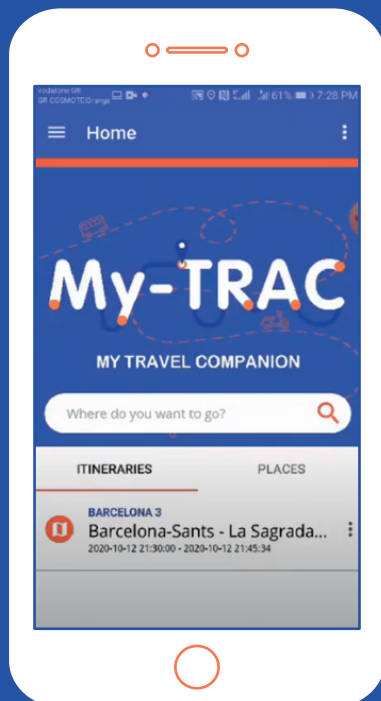
Budget: €3.49 million   **Consortium:** 9 partners

SHIFT2RAIL IP4 TECHNOLOGIES

The My-TRAC app makes use of the 'Interoperability Framework' and a set of tools and technologies developed by different Shift2Rail-funded projects, under the innovation programme called IP4. Shift2Rail IP4 projects work together to enhance seamless multimodal travel across Europe.

MY-TRAC FUNCTIONALITIES

- Door-to-door travel recommendations based on users' needs and preferences with help of behavioural transport analytics and Artificial Intelligence

- Personalised recommendations concerning mode, time of departure, route and activities, through different sets of itineraries proposals

- Promotions from nearby service providers such as transport discount and leisure activities

- Information about travel destinations, for example tourist hotspots, plus info on activities based on the travellers' profile

- Travel Groups enabling travellers to share itineraries

- Provision passenger data to transport operators to improve and adjust services

- Provision of high contrast interface for people with visual disabilities

- Information on density in public transport (Barcelona only - in collaboration with CO-APS project of EIT Urban Mobility)

TWO PILOTS:

2019
October
November
December

The Netherlands
Lisbon
Barcelona
Athens

2020
September
October
November

FAVOURIBILITY

- Most valued functionality: "Groups" and "Group Activity Proposal"
- Interest in "Crowdedness" functionality
- In Phase II, users found the application more attractive than in Phase I

400 Active users of the My-TRAC application

COVID19

During the pilots, travels reduced across Europe as a result of the COVID-19 crisis and local lock downs. For My-TRAC, on-site and virtual experiments were held to assist the evaluation of technologies.

Feedback gathered will be used to improve the My-TRAC app and develop the commercial version as well as the models that are running at the backend.

CONSORTIUM

AETHON Engineering Consultants

ATTIKO METRO S.A.

Experis IT ManpowerGroup

CERTH CENTRE FOR RESEARCH & TECHNOLOGY HELLAS

VNiVERSiDAD Ð SALAMANCA CAMPUS OF INTERNATIONAL EXCELLENCE

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