TRANSPORTATION DATA IN MUNICH

Bajra Vigan
Filleboeck Jakob
Halili Taulant
Van der Velde Floris

13th of January 2020

AGENDA

1. Problem Description

2. Working Backwards Questions

3. Storyboard

4. Press release

5. Timeline

6. Survey

7. Prototype

8. Open questions / Outlook

1. PROBLEM DESCRIPTION

City of Munich encountering issues with mobility data

⚠	Poor traffic data information
	Forming a new mobility department
📅	Mid – long term planning
⚖	Circumstances and incentives
📊	Share data

2. WORKING BACKWARDS QUESTIONS

Client/Consumer perspectives

1. Who is the customer?

- Client: LHM
- Consumer: Residents of Munich, Commuters, (Tourists)

2. What is the customer problem or opportunity?

- Client: How might we enable commuters and tourists of Munich to give access to their transportation data?
- Consumer: How might we gain profit for customers in exchange for sharing their data?

3. What is the most important customer benefit?

- Client: Sufficient collected data, which has been shared voluntarily
- Consumer: Rewards, depending on their personal needs

4. How do you know what customers need or want?

- Client: We had a meeting with Fabian Kors, the product Owner. He confirmed one out of two options
- Consumer: Survey, including 50 respondents

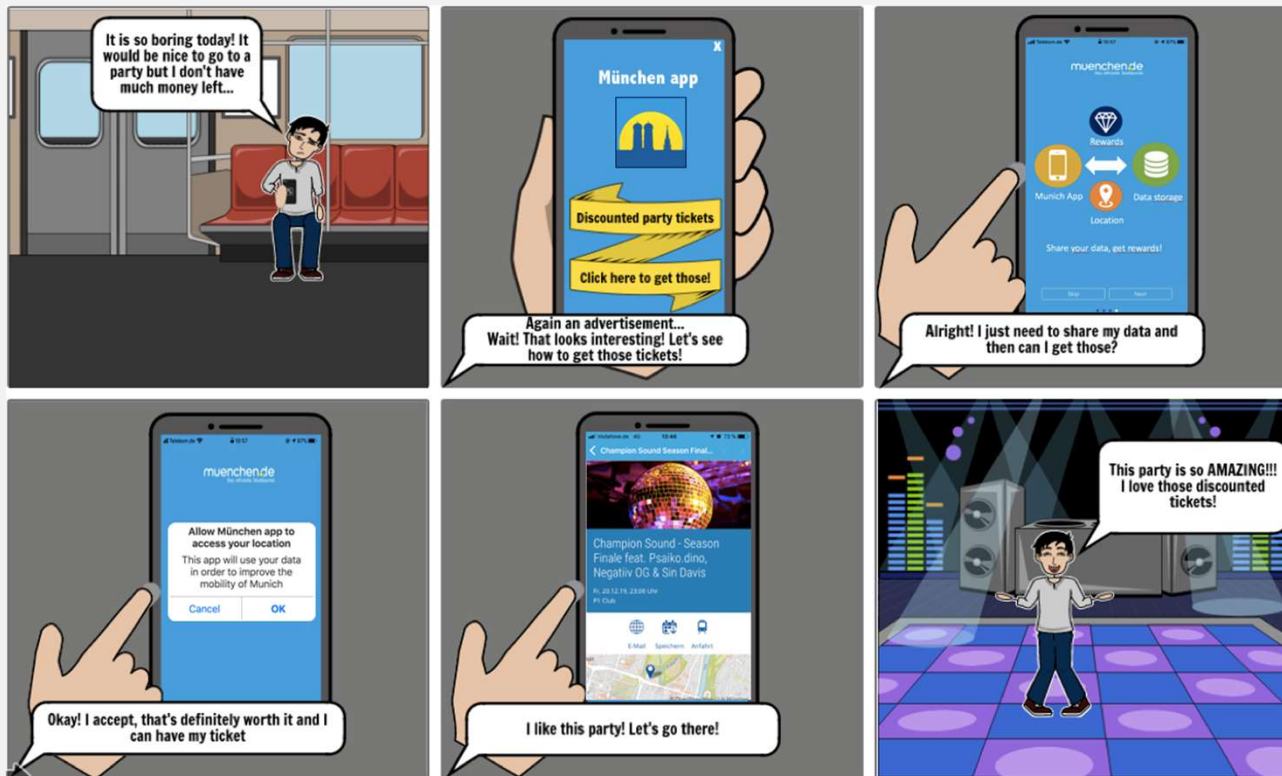### 5. What does the customer experience look like?

- The consumer opens up the app "München"
- He/She can voluntarily share his geographic data by clicking on a button
- By sharing his/her traffic data he/she collects points
- He/She can exchange the points for different rewards, e.g. early access to concert tickets, bar discounts etc.

3. STORYBOARD

Upgraded version of München app

4. PRESS RELEASE

Share your data, get rewards

- Announcement
- New feature

PRESS RELEASE

IMAGINE BEING ABLE TO CONTRIBUTE TO IMPROVING PUBLIC TRANSPORTATION IN MUNICH AND GETTING REWARDS FOR IT!

In extension to the MUNCHEN app, there will be an option to share your traffic information in a save and regulated way. In exchange you will get early access to ticket sales.

Munich, 20. Dec 2020: City of Munich launches a new feature to their MUNCHEN APP where users can choose from a large variety of rewards. They will get these rewards after allowing the city of Munich to track their transportation data.

'Since I started using München app, I was able to buy tickets before the regular sale started and the only thing, I had to do was share my data!' (Customer quote)

The new feature called 'Data share' will ask users if they allow the City of Munich to track their transportation data. The City of Munich will use this data to improve the current transportation systems and infrastructure in Munich. In return for sharing their data, users of the app will receive points. These points can be used to get early access on ticket sales for events in Munich.

Currently the city of Munich only has a poor amount of information about the traffic situation inside the city. This makes it difficult to improve the current situation and imply the right initiatives.

To increase the available information about the traffic situation the app provides a way for commuters in Munich to share their data in a save and regulated way and getting something in return at the same time.
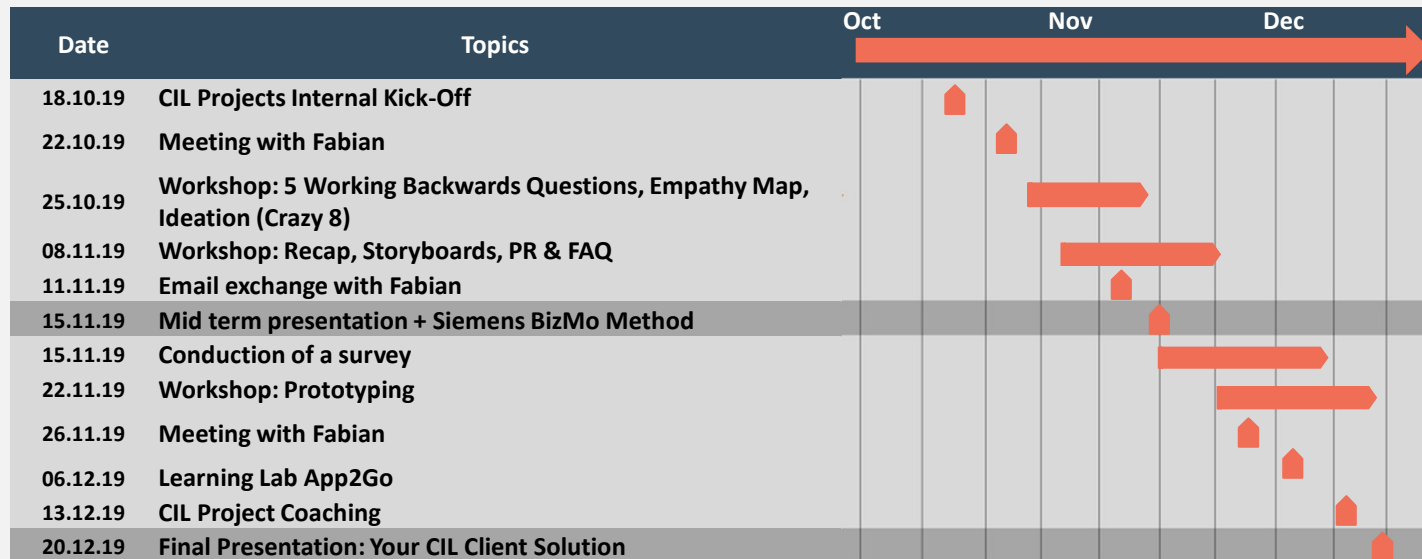
Start sharing and receive your rewards now, download the app at:
www.https://www.muenchen.de/meta/iphone-android-app.html

Contact: van der Velde, F.
Email: florisvdv@outlook.com
Tel.: +316 24 78 0392

5.TIMELINE

Conduct of the project

Date	Topics	Oct	Nov	Dec
18.10.19	CIL Projects Internal Kick-Off			
22.10.19	Meeting with Fabian			
25.10.19	Workshop: 5 Working Backwards Questions, Empathy Map, Ideation (Crazy 8)			
08.11.19	Workshop: Recap, Storyboards, PR & FAQ			
11.11.19	Email exchange with Fabian			
15.11.19	Mid term presentation + Siemens BizMo Method			
15.11.19	Conduction of a survey			
22.11.19	Workshop: Prototyping			
26.11.19	Meeting with Fabian			
06.12.19	Learning Lab App2Go			
13.12.19	CIL Project Coaching			
20.12.19	Final Presentation: Your CIL Client Solution			

6. SURVEY

Structure

Demographic questions

- Age
- Kind of transportation used
- Frequency

Satisfaction with public transportation

- Happiness
- Urgent problems
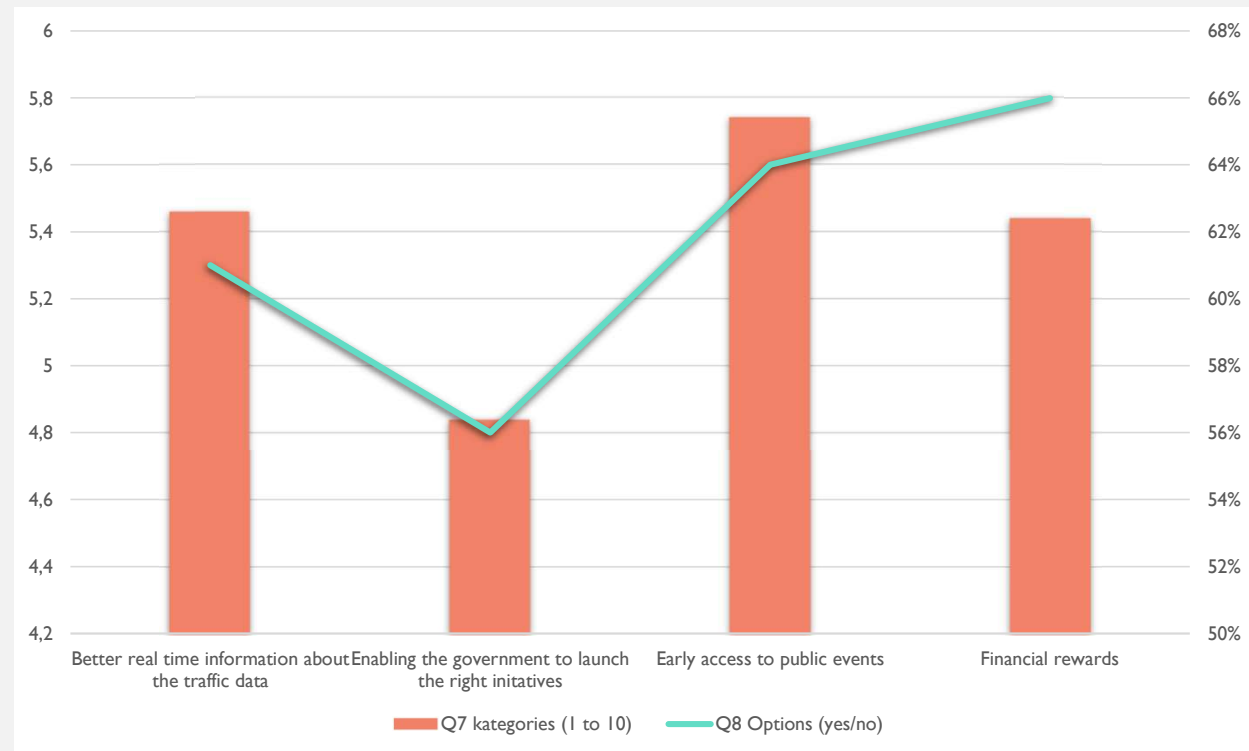
Incentives to share data

- Fundamental willingness
- Circumstances which might trigger the respondent to share his / her traffic data
- Examples

6. SURVEY

Results

- 50 participants
- 4 kind of reward categories
- Highest results in "Early access to public events"

Chart legend: Q7 kategories (1 to 10) — Q8 Options (yes/no)

X-axis categories: Better real time information about the traffic data; Enabling the government to launch the right initatives; Early access to public events; Financial rewards

7. PROTOTYPE

Built with Adobe XD

Type of transportation	Profile

[Click here to see the prototype](#)

Check-in/Check-out	Gamification: Reward points

App costs

Source	howmuchtomakeanapp.com	thinkmobiles.com	cleveroad.com	app-kosten.de
Content	• Login with email • Personal profiles • API to website • IOS and Android • Review system	• Login with email • API to website • IOS and Android • Personal profiles • MongoDB • Data export • Maps • Data collection • Rating system • 15 Pages	• Login • Profile completion • Profile editing • Basic admin panel: User management • Basic admin panel: Payment management • Map view	- IOS and Android - Personal profiles - > 100.000 user - 10-20 pages - Geobased data - Map view - NFC functionality - Push-messages
Costs	38.800 €	500-700 hours / ~ 66.-93.000€	260-380 hours / ~ 35.-50.000€	56.000€ - 68.500€

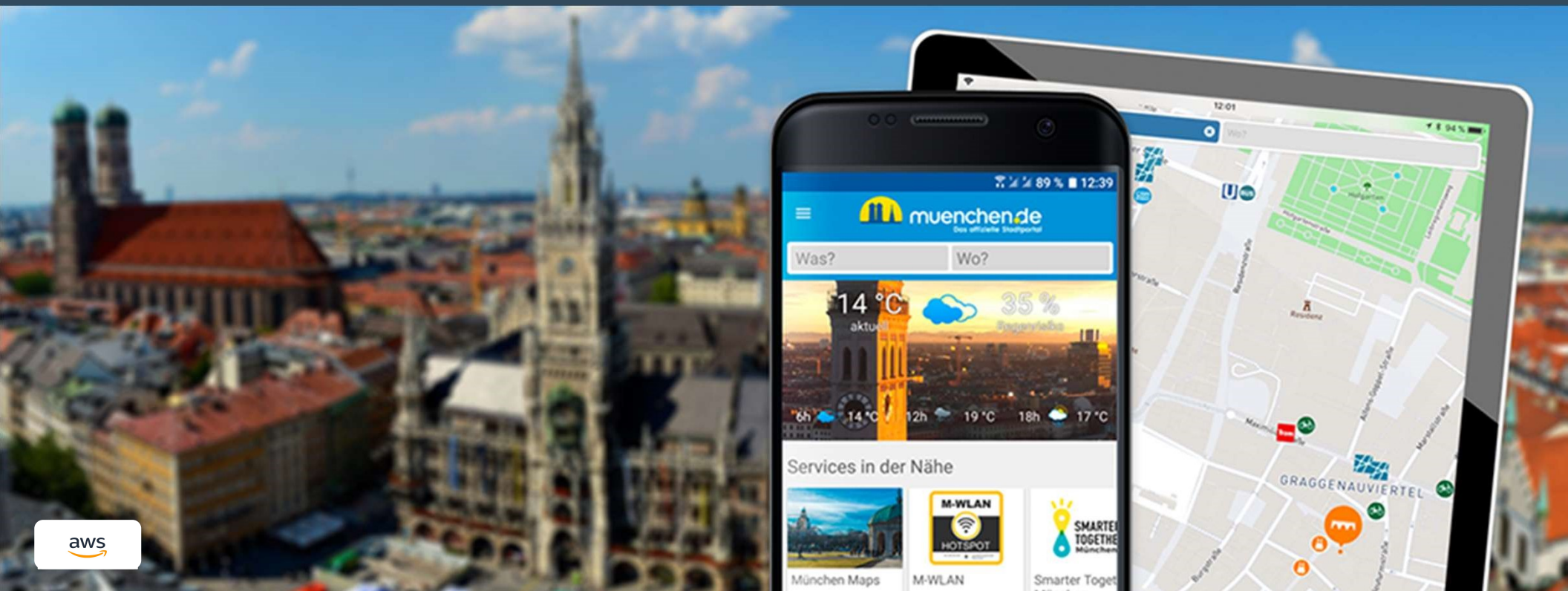## 8. Open Questions

2 major challenges

Login

- Mental barrier
- Data security

Usage of the app

- Amount of app users
- Percentage of people sharing their data

ANY QUESTIONS?