



IMPACTS

Inclusive Mobility: Public And

Collaborative Trusted Spaces



ABOUT

IMPACTS aims towards a human-centric public transport system that prioritises passenger safety, encourages mutual support and enhances mobility services and the urban environment through feedback mechanisms. The project focuses on the development, implementation, testing and commercialisation of connecting and reporting innovations in public transport. The outcome of this project is the WizGo app.

To go deeper into the project's innovations, and to understand how such a tool can support policymakers and transport providers, EPF organised a series of interviews in December 2023. The following document presents the key outcomes obtained.



5 INTERVIEW PARTICIPANTS

- 1 senior smart city advisor
- 1 head of customer satisfaction management
- 1 senior manager of security management
- 1 deputy director of social affairs and security
- 1 director of public affairs

IMPACTS interviews

METHODOLOGY

Each interview was hosted online and lasted about an hour. We began each interview with a presentation about the IMPACTS project and an explanation of the “Connect” and “Report” features of the WizGo application, a socio-technological tool that hopes to facilitate the connection among passengers using public transport.



Counting on our European-wide network at the European Passengers' Federation, relevant stakeholders were efficiently reached for interviews. Additionally, the snowball sampling method was employed, enabling us to connect with participants directly involved in **safety and security topics** aligned with the IMPACTS project. This cost-effective approach facilitated targeted outreach to individuals integral to our research goals.

To understand the benefits and challenges around incorporating the WizGo app into the mobility landscape, interview participants discussed questions around the following themes:

Integration of the WizGo application:

- Would your organisation be willing to integrate the WizGo app within your existing applications?
- What purpose would you use it for?

Marketing opportunities and ridership

- How do you perceive the potential impact of integrating WizGo in your region?
- Can you provide any insights into how WizGo can potentially impact PT ridership or provide new marketing opportunities?

Feedback and decision-making

- What are some key benefits or challenges you anticipate in applying user-generated feedback for decision-making?

IMPACTS interviews

KEY FINDINGS (1)

This short series of interviews provided valuable insights into the way forward for the WizGo application:

Added value and “What’s in it for us?”

Participants recognised the diverse benefits of an application like WizGo, which aims to increase feelings of safety and security within public transport. Many existing mobility apps do not have a social dimension like WizGo that connects passengers to one another. By bringing together passengers and encouraging social connections, such a tool can create a feeling of community and thus support cities’ social cohesion objectives. On the other hand, feedback mechanisms related to passengers’ feelings of safety and security can give public transport providers helpful insights and direction. According to one participant from the city perspective, this knowledge generation can also help increase ridership, resulting in monetary gains and funding that can ultimately lead to a better public transport system. However, the success of WizGo hinges on defining clear unique selling points, building trust, and communicating tangible benefits to both citizens and stakeholders.

Addressing WizGo’s integration

Regarding WizGo’s integration with existing mobility applications, each context is different. A number of larger entities already have their own own applications, development teams, and methods of dealing with safety and security issues. New apps, like WizGo, are therefore challenging to integrate and may not even be needed due to a lack of interest or due to an overlap in functionality. In these cases, a standalone app is preferred. Furthermore, one participant added that WizGo can be valuable if it is used across Europe as one standard app, though it will be challenging to bring all the relevant stakeholders together.

Nevertheless, WizGo’s integration will be a balancing act, as many people already experience “app tiredness” and often prefer new functions in one application. As a solution, two participants suggested to integrate a few features from WizGo into these already existing apps, if possible. All these diverse factors must therefore be carefully considered when expanding WizGo.



IMPACTS interviews

KEY FINDINGS (2)

Where and how to reach potential users?

Ultimately, the success of any application depends on the number of people using it. For new applications, however, it is challenging to establish a wide user base due to the diverse offer of existing apps. To address this, messaging will be key to raise awareness about WizGo and its benefits. One interview participant suggested to see where people receive their information and “meet them where they are”.

Furthermore, two participants stressed the need for a continuous value proposition towards users so they continue using the app. In that sense, end-to-end issue handling is important so that users do not become demotivated. If users do not receive a response or see that their request is being handled, they will be less inclined to keep using an app. Equally important is the user’s perceived trust in both the app and in other app users. Two participants highlighted their concerns about app misuse, while another noted that bad experiences with one transport operator can negatively impact a person’s trust in another.

Finally, it is important not to forget the digital divide and the bias this can cause in feedback generated within digital applications. People who are unfamiliar with them may not be able to provide any input about their safety and security concerns. For this reason, two participants stressed that offline methods still play a key role in feedback reporting.

Final thoughts

As we wrapped up the interviews, we asked participants to share some final advice for the future of the WizGo application. Challenges related to app integration and trust generation were emphasized.

Regarding **app integration**, points included:

- Consider WizGo’s roll-out according to each context
- Involve various stakeholders in the app, as they all play different roles within the mobility ecosystem
- See where the main security issues are and consequently define WizGo’s “unique selling points” towards stakeholders

Regarding **app use and trust**, points included:

- Ensure end-to-end feedback handling within the WizGo app, so people are motivated to continue using it
- Reassure passengers that they can trust the app and other users, through for example building a more reliable rating system

As we move forward, these findings will guide the efforts to refine and optimize WizGo, ensuring it becomes a user-centric, trustworthy, and effective tool for enhancing public safety and promoting inclusive mobility. We thank all interview participants for their valuable insights!

IMPACTS interviews

DISCLAIMER

About EIT Urban Mobility



IMPACTS is supported by EIT Urban Mobility, an initiative of the European Institute of Innovation & Technology (EIT), a body of the European Union.

EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union, aims to accelerate solutions and the transition towards a user-centric, integrated and truly multimodal transport system. As the leading European innovation community for urban mobility, EIT Urban Mobility works to avoid fragmentation by facilitating collaboration between cities, industry, academia, research and innovation to solve the most pressing mobility challenges of cities. Using cities as living labs, its industry, research and university partners will demonstrate how new technologies can work to solve real problems in real cities by transporting people, goods and waste in smarter ways.

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