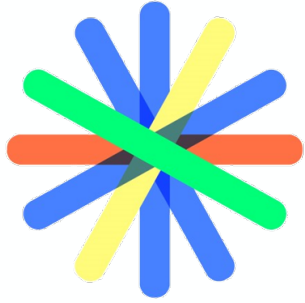


User Awareness & Inclusion on the Implementation of Digital Assets in Passenger Transport



07. October 2025
Delphine Grandsart
European Passengers' Federation



**European
Passengers'
Federation**

**We are the voice of public
transport users in Europe.**

- European association of national and regional passengers' organisations
- 41 member organisations
- 21 countries

Main objectives

Advocate passengers' views at EU level

Promote sustainable mobility

Improve end-to-end journey experience

Tackle transport poverty

Defend better passenger rights

Always ask *'What's in it for users?'*

Digitalisation helps, but ...

- Mobility as a Service
- Accessibility features in planning & booking apps
- Real-time information
- Audiovisual & multilingual interfaces
- Navigation assistance – including indoor
- Data driven transport planning & Demand Responsive Transport
- User feedback mechanisms
- ...

→ Remember to adopt a user-centric rather than a technology push approach



Image created by <https://easy-peasy.ai/>



Photo by [Andy Kelly](#) on [Unsplash](#)

Mind the (digital) gap

- **44% of EU citizens lack basic digital skills**
(Digitalisation in Europe – 2025 edition, [link](#))
- **Digital exclusion and disadvantage**
(London Travelwatch – 2023, [link](#))
 - 1,5 million Londoners are being left behind by a digital-first approach to transport
 - 1 in 6 people in London say they are unable to buy a ticket as they can't use or don't have access to a smartphone or internet connection
 - 1 in 5 Londoners say they have paid more for travel because they are not able to buy tickets online or by using mobile apps



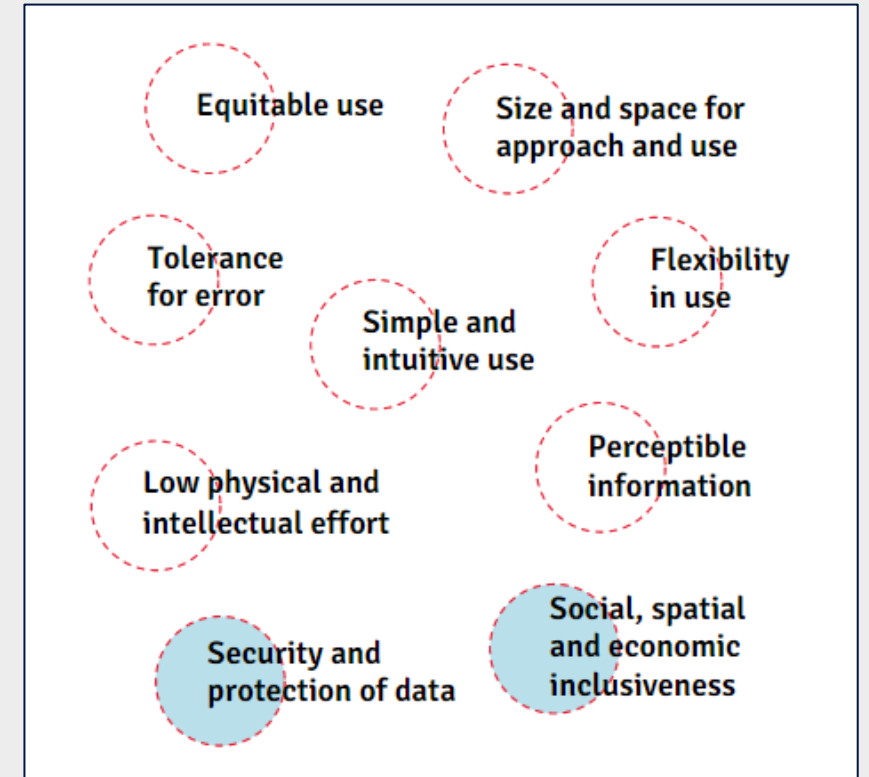
Are digital tools accessible & inclusive?

Our comprehensive **review of bus app accessibility** prompted Newport Transport to make some major enhancements to their app. It now offers better access for visually impaired users, an improved, screen-reader-friendly experience, a simplified layout with clearer language and smoother navigation and it syncs across devices. Their new journey planning engine also offers a host of accessibility features such as wheelchair-friendly routing with real-time updates and pavement data, notifications of non-operational lifts at stations and screen reading, voice over and localised routing.

Bus Users Annual Impact Report 2024/2025, [link](#)



- ✓ Universal Design Manual
- ✓ Universal Interface Language
- ✓ Cybersecurity and privacy assessment guidelines
- ✓ Service and policy evaluation tool <https://www.indimoproject.eu/>



How to move forward?

- Technology is a means, not a goal
- Don't forget the human touch
- Maintain non-digital solutions
- Keep It Simple, Stupid (KISS)
- Universal Design & Service Design
- Educate and empower





**European
Passengers'
Federation**

Thank you!

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