

Stakeholder Engagement 2016  
Local Public Transport round-table meeting - Customer Experience - from  
journey to integrated mobility. Needs and priorities

**Title: Customising the journey**

**SUBJECT:**

To design an APP which allows building more satisfactory travel proposals and in line with the objectives of the transfer and which envisages a synergy between institutional tourist sites and public and private transport companies. In particular, this instrument should allow:

- to enter a detailed description of the travel needs and of the traveller's features (e.g. religious tourist, loves bicycles, commuter, cyclist, cultural tourist) during user registration;
- to choose a plurality of transport means, suggested on the basis of the traveller's characteristics and of the purpose of the journey (e.g. business trip, for pleasure, etc. etc.) during the journey's construction phase;
- to obtain a single ticket (and therefore to carry out a single payment) despite using means of transport that belong to different companies and bodies during the purchase phase;
- to obtain information concerning the route and any unexpected events (e.g. a train delay, or traffic along the bus route) and possibly to modify the solution purchased, during the actual journey.
- to accumulate points and maybe discounts should the choice be to travel by more sustainable solutions.

**PURPOSE:**

Commuters, tourists and occasional travellers have very different transport and service needs, as well as very different time schedules. This APP would better satisfy users.