

Enabling Smart Mobility.

Fluidtime





# *Where is the value within Integrated Mobility?*





# Promises of Integrated Mobility

## **Policy level**

- Integrated mobility offerings are a solution for the growing transport demands especially in urban areas.

## **Transport operator level**

- Providing an integrated mobility service will secure a fore-front position for serving customers.

## **User level**

- Combining offerings helps to simplify a task that can be bothering us day by day.



## Four Areas of Activity

Inform about mobility offerings



Intermodal routing  
Navigation  
Real-time information  
Disruption information

Sell transportation services



Booking  
Reservation  
Ticketing  
Combined tariffs

Understand users



Feedback  
Tracking  
Profiles  
Organisations

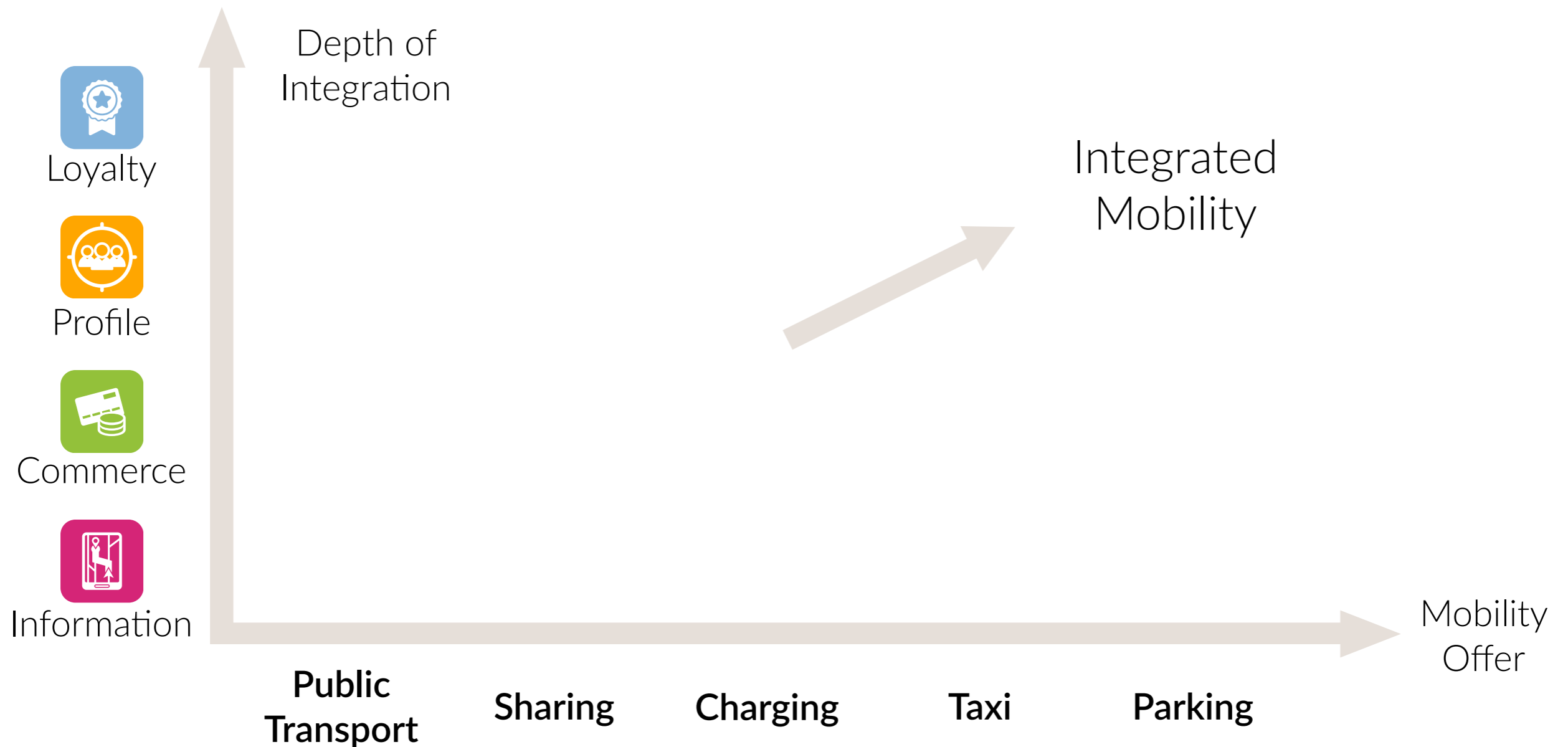
Motivate travellers



Loyalty and bonus programs  
Quizes  
Advertising



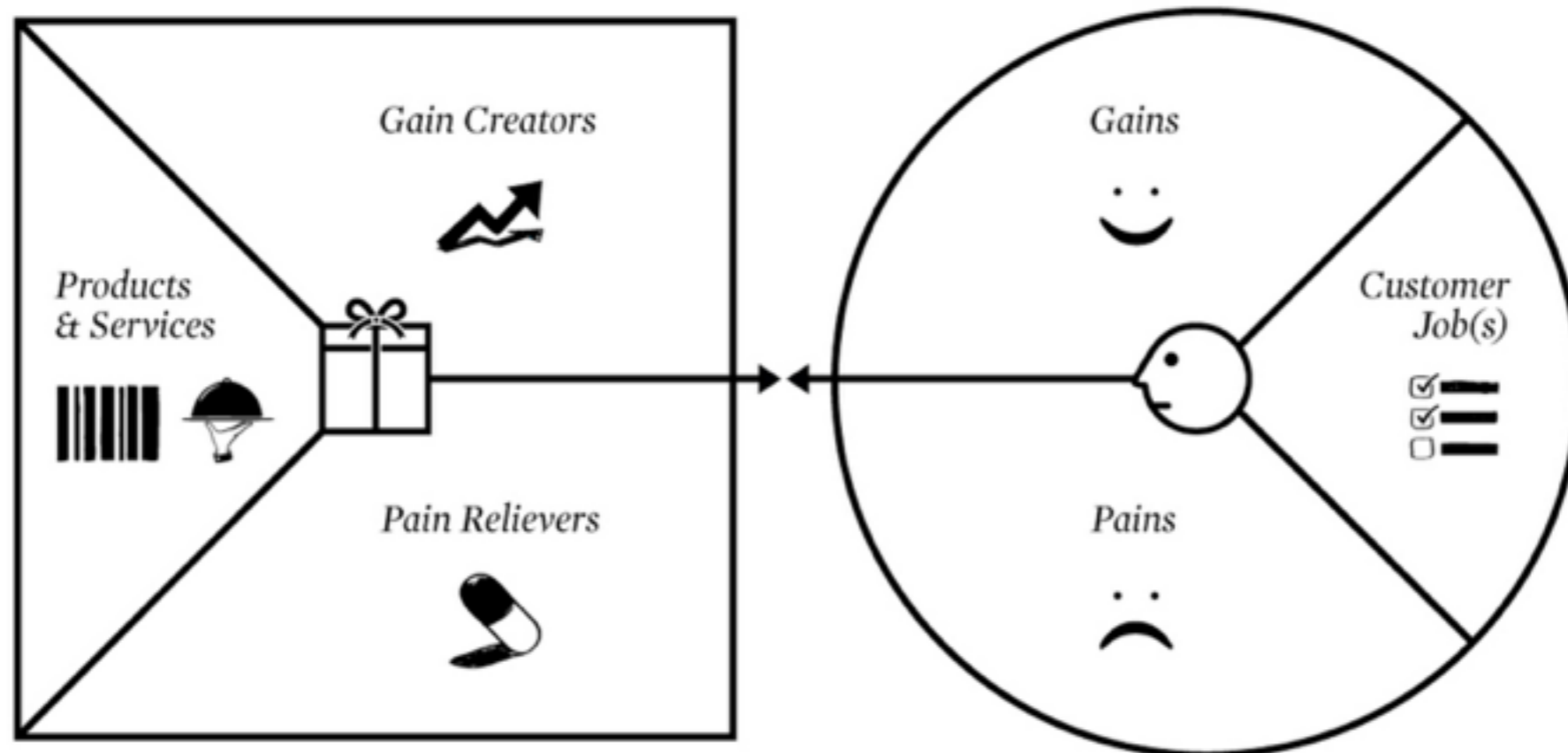
# The second dimension: mobility offerings





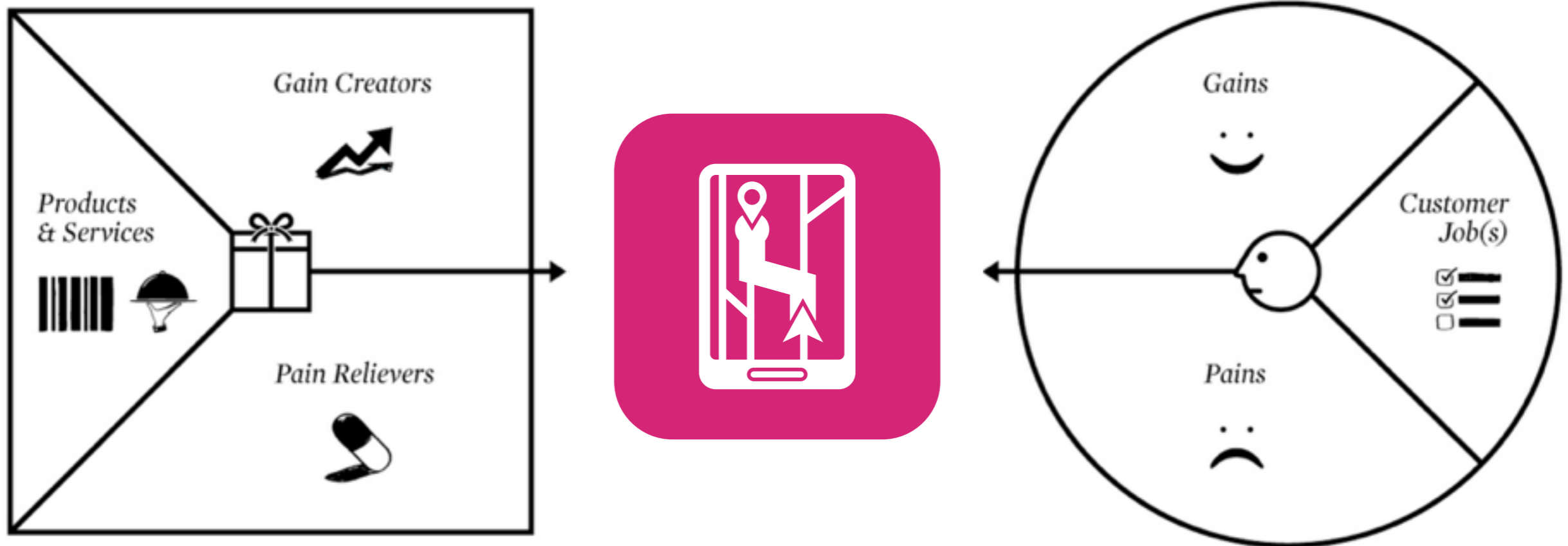
## Defining value

based on the Value Proposition Canvas



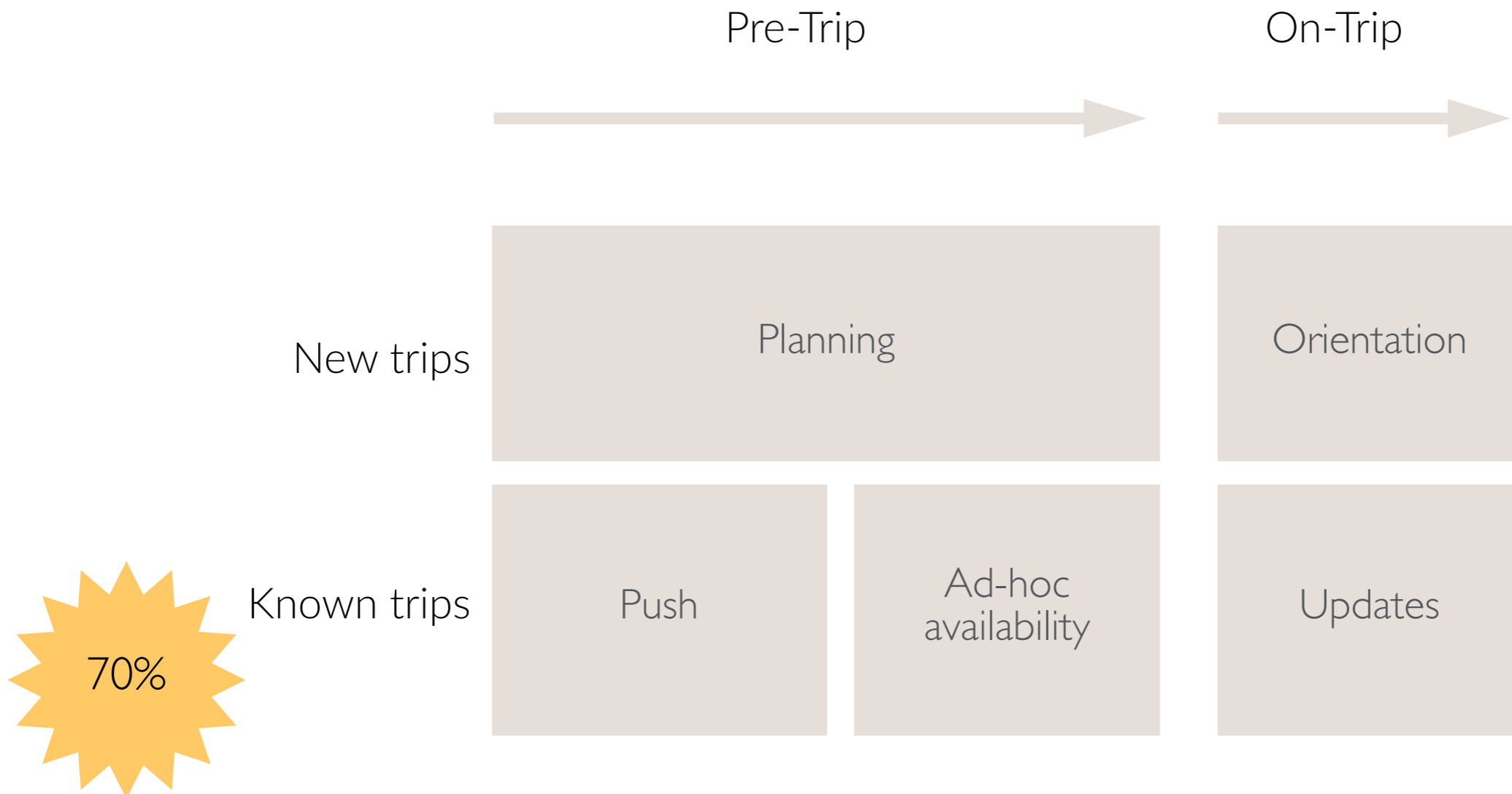


## The value in informing customers





# Informing customers





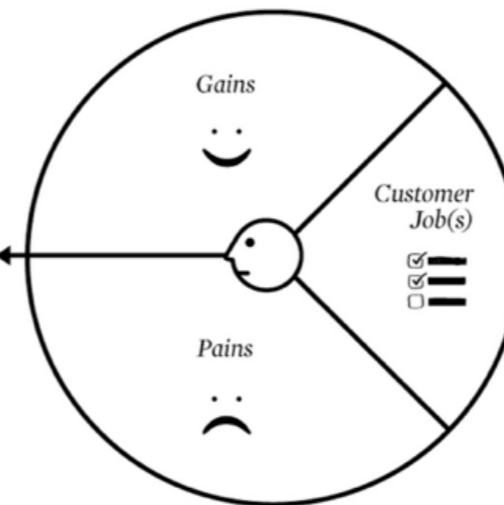


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- Trip planning also includes taxi for first & last-mile.
- Push user-relevant route updates.

- „Guarantee mobility no matter time and destination.“
- „Are there any incidents affecting my trip?“

Personal route planner considering all available transport offers



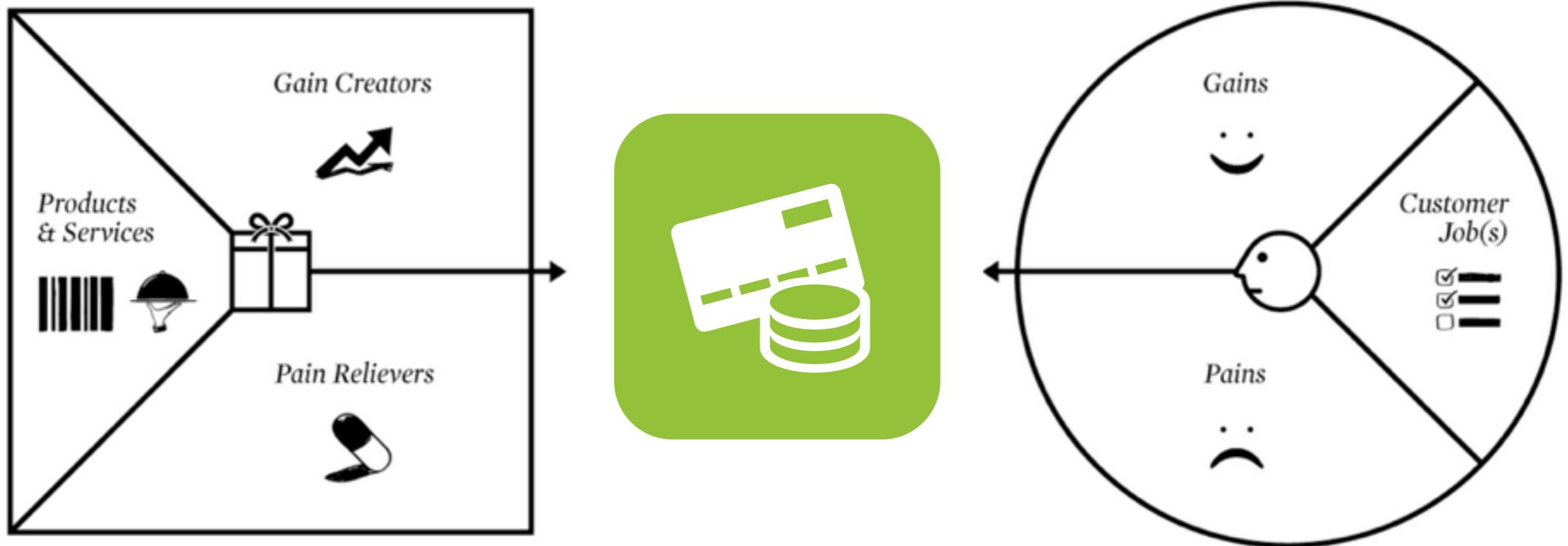
Trip A => B (constraints)

- Provision of (intermodal) trips based on personal requirements.

- „It is just too difficult to find the appropriate route based on (current) personal requirements (incl. costs, travel time, etc.)?“

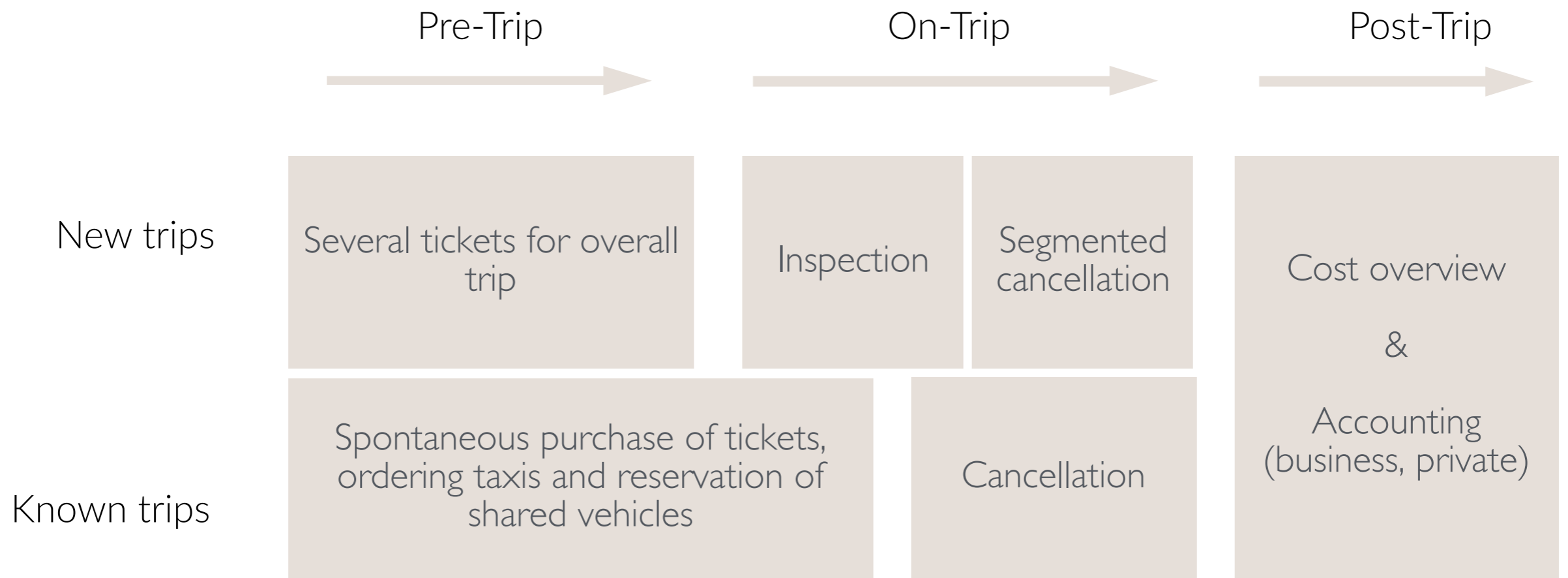


## The value in selling mobility services





# Selling mobility services



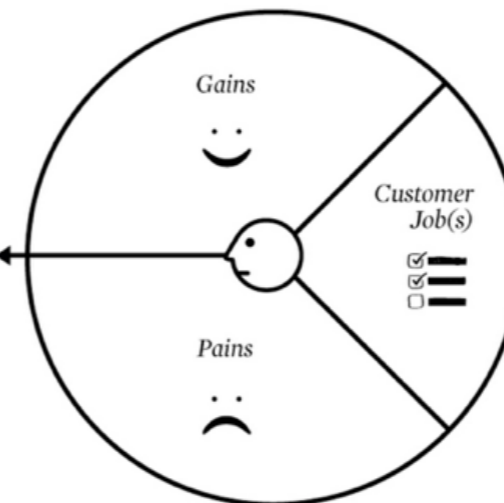
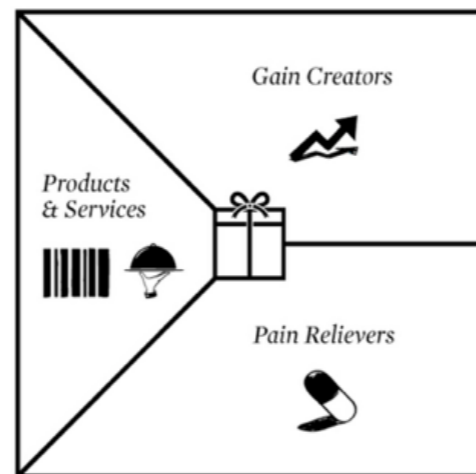


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- Provision of monthly mobility reports.
- Provision of offline ticket wallet.

- „I want to use mobility without paying cash.“
- „Where should I keep the booked tickets?“

Ticketshop taking into account personal profile.



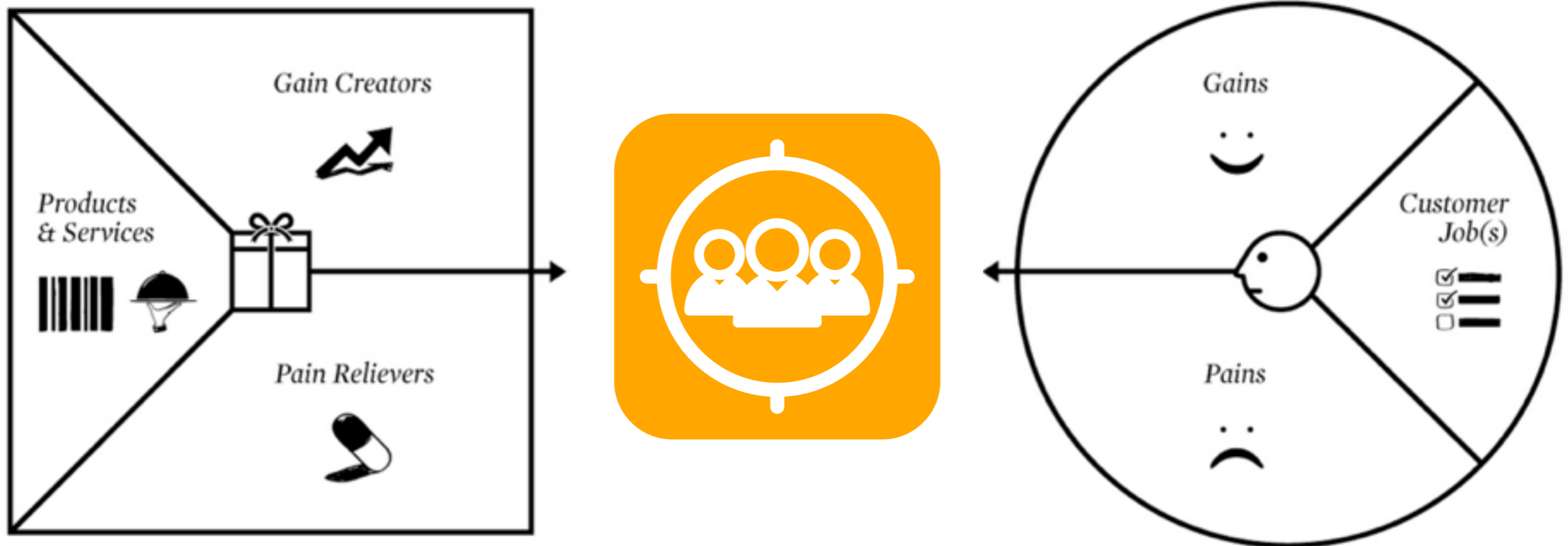
Purchasing tickets, making reservations.

- Enabling „1-Touch“ intermodal ticket purchase (based on user profile).

- „The tariff schemes are too complicated.“
- „Where and how to get the appropriate ticket?“



## The value in learning from customers



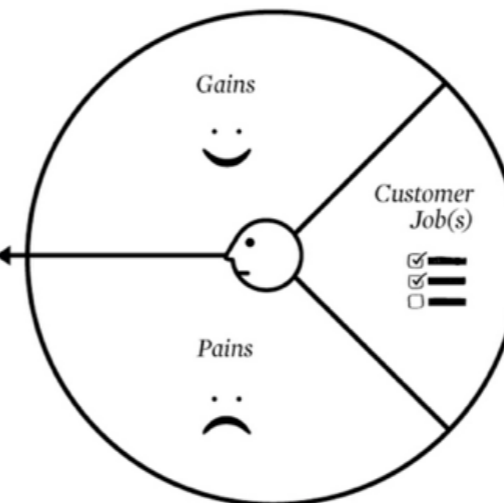
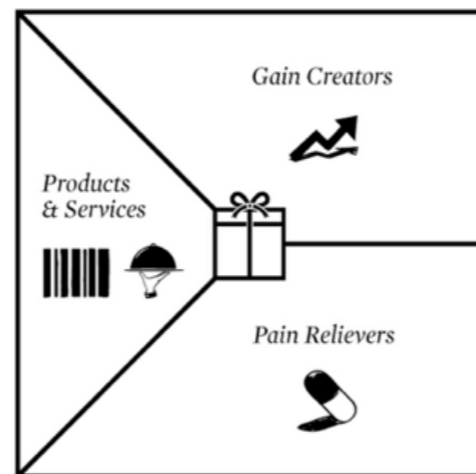


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- Deposit payment details in secure payment area.
- Enabling the user providing manageable feedback.

- „Overview of my total costs for mobility?“
- „I can give feedback to the service provider.“

Mobility profile managing trip-& cost relevant information



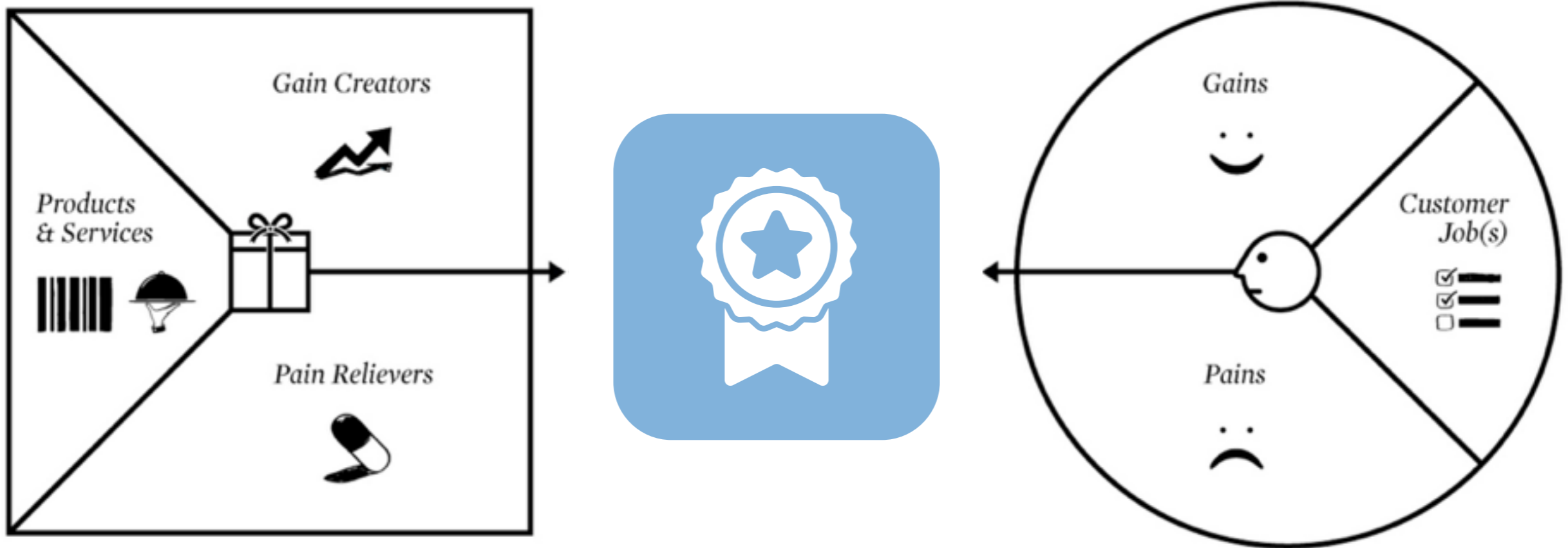
Storing my preferences & memberships

- Management of user memberships.
- Mobility & user profile basis for ticket purchase.

- „Why do I always have to declare my memberships be considered for trip planning and ticket purchase?“



## The value in acquiring and motivating customers

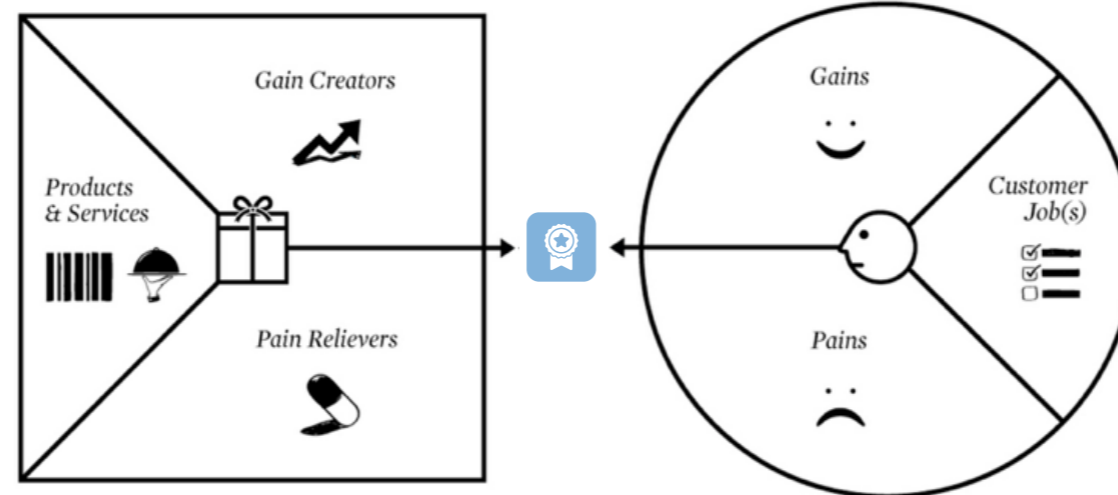




- Providing bonus points for sustainable choices.

- „It feels good to choose environmental-friendly offerings“

Mobility marketing tool



Achieving a more sustainable mobility

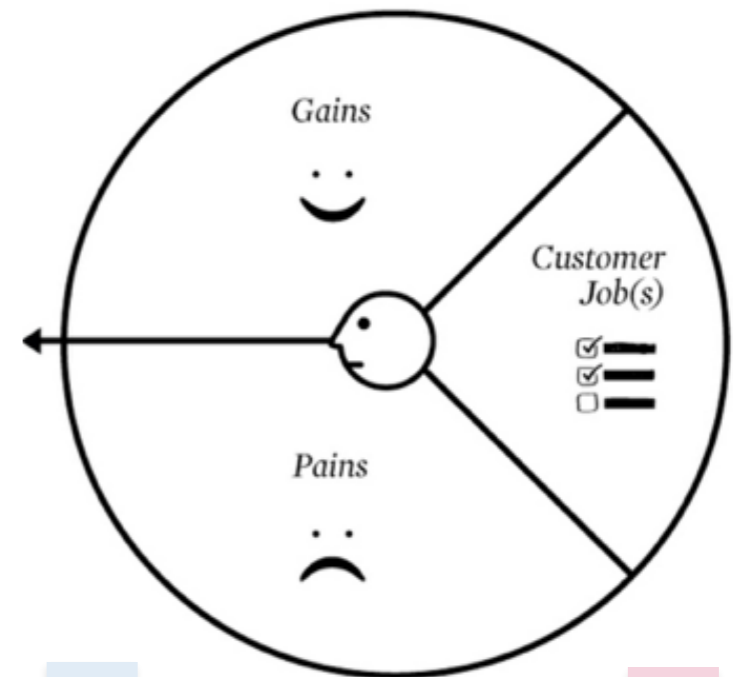
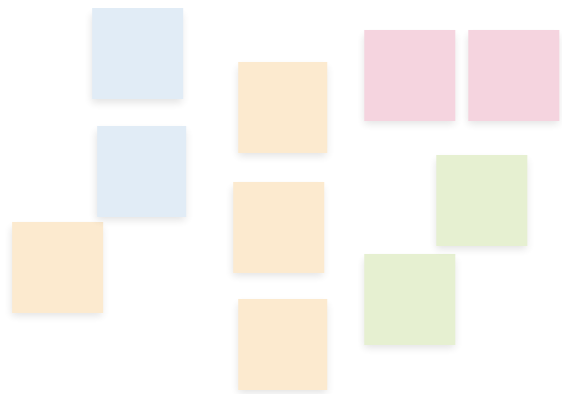
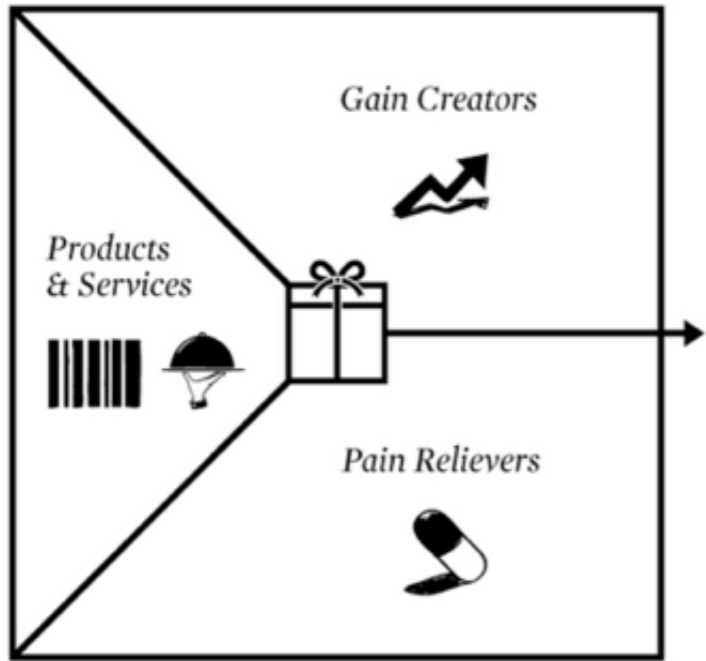
- Visualizing personal mobility behavior is creating awareness (statistics, ranking).

- „Why should I try out something new?“
- „What is my mobility footprint?“





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Integrated Mobility helps simplifying a task  
that is bothering us day by day.

Let's keep moving!

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Thank you.

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