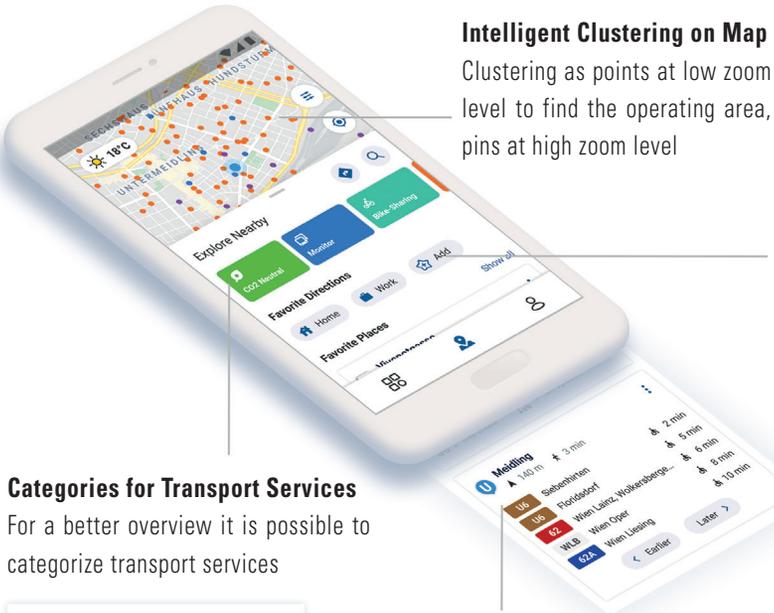


Category: Traffic and Public Transport

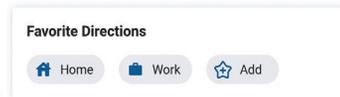
Project: Taking Mobility as a Service to the next level

Nearby Dashboard



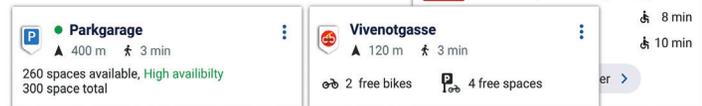
Favorite Directions

Shortcut to find a trip from the current location quickly home, or to another address



Favorite Places

Show different information per type and location based



What was the challenge?

With Mobility as a Service solutions, end users (citizens, commuters, tourists, employees, and other travelers) in urban areas plan daily routes from A's to B's taking multi-modal trip options into account. Supplemented by booking and paying within the MaaS app, they can

experience seamless mobility while remaining independent of private vehicles. For this purpose, a large number of different public and private transportation services such as bikesharing, carsharing, e-scooters, carpooling, metro and busses, needs to be integrated into a MaaS app, creating a high degree of

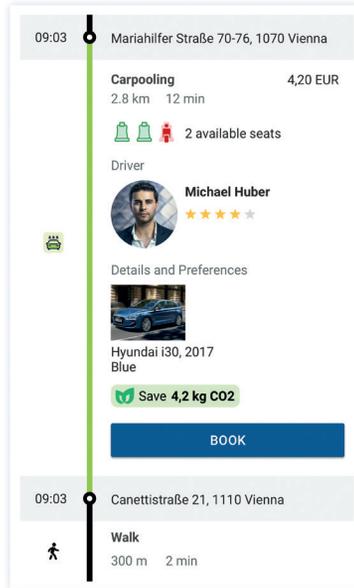
complexity and a great deal of visual information processing effort for users. Our task was to visualize transport services as well as other services. We had to create design elements that reduce complexity while maintaining an intuitive user experience during the search and booking process of travelers.

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What was the solution?

With FluidGo, our whitelabel app, we designed an intuitive and lean MaaS Front-end solution that reduces the complex information by standardizing transport services. Furthermore, it simplifies user workflows during search and booking of routes. App users quickly receive information about departures, duration and cost of trips, nearby means of transport and booking details. Filter functions and categories make the app easier to use and provide more clarity and overview. Additional information such as driver details, driver ratings, CO2 savings per route or vehicle details are visually highlighted in an elegant and subtle way. It was significant not to overwhelm users with information, but to inform them sufficiently to proceed with the booking.



What was the effect?

Smart mobility means focusing on the personal comfort, benefits, and preferences of urban travelers. With FluidGo we meet this demand by adapting the daily travel in cities to the end user. FluidGo is straightforward and designed for intuitive use.

- FluidGo is used as whitelabel for MaaS solutions across Europe such as in Sweden, Germany, Denmark and Austria.
- user groups: app features for registered users only in Stockholm; no registration required in Vienna for main functions

