My-TRAC

Overview of the project
Josep L. Larriba Pey
Kick-off meeting, 7th-8th Sept 2017, Barcelona

My-TRAC scope

Smart technologies for improved travel companion and trip tracking for enabling a new seamless approach for door to door journeys, with all services from all transport modes easily accessible to the passenger.
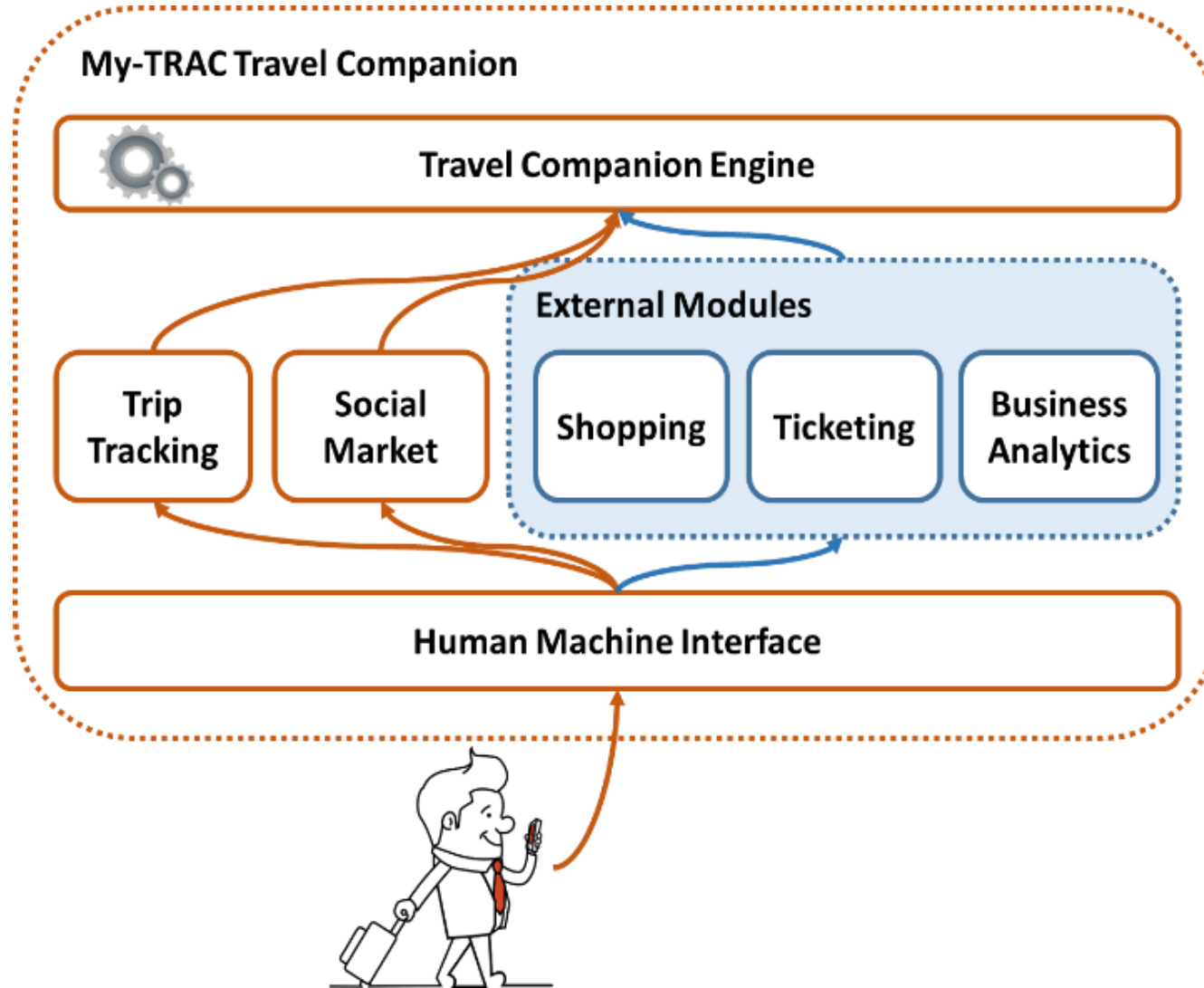
My-TRAC general objectives

Services of Public Transport – PT stakeholders extend to providing adequate and personalized information to passengers to better organize their trip. Personalized services for public transport users has become an important goal for the industry because they reduce delays, wait time, transition times raising the overall passenger satisfaction from using the service. Furthermore, information of passengers' travelling habits (in real-time and strategically) can improve the service because it gives the operator information about how many people request transportation, departure time choice, destination choice which allows adjustment of the service to passengers' needs improving the level of service. However, the My-TRAC project's goal is not only to create a personalized services app but extend machine-learning into Artificial Intelligence, an application that can understand the conditions of the user (nervousness, enjoyment etc.) and propose actions based on the conditions. The application will utilize a plethora of other user's information to enhance its prognostic and advisory capabilities while communicating relevant information anonymously to stakeholders (such as density in stations, microscopic demand for transportation etc.).

Overview

Main objectives of the project

Objective 1. Transversal user cèntric platform.

Objective 2. Travel companion.

Objective 3. Trip tracking service.
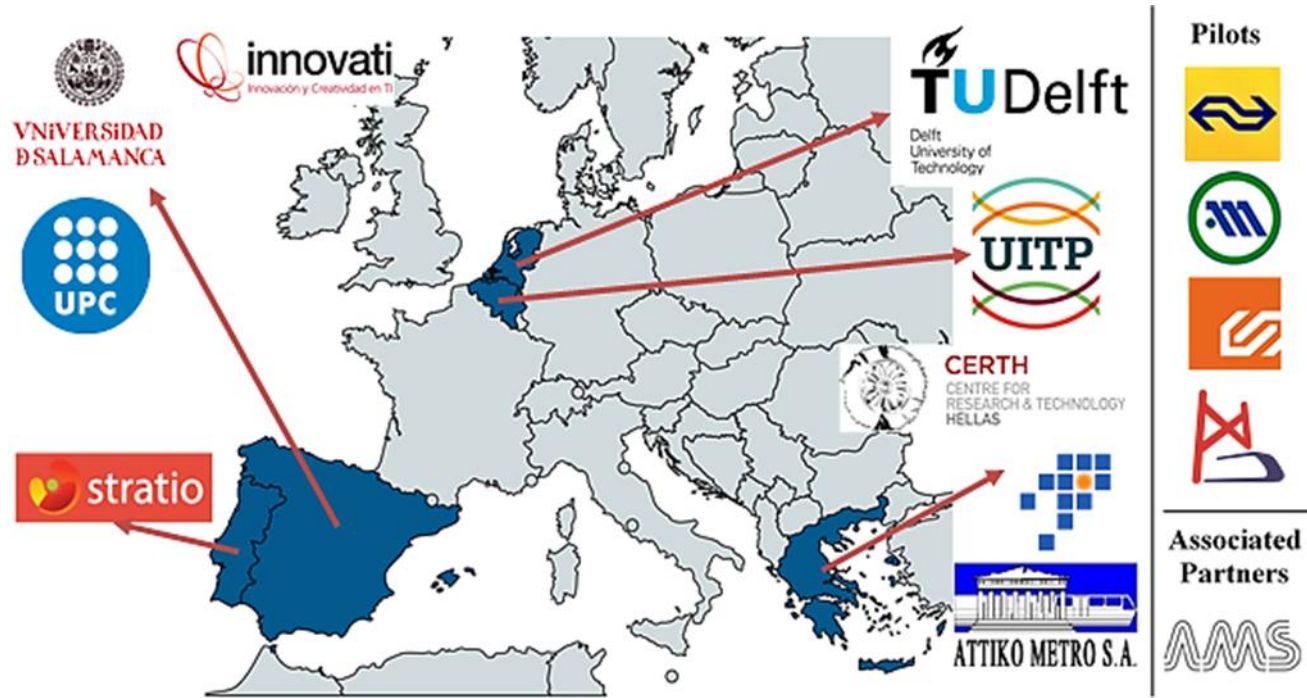
Objective 4. Social Market.

Objective 5. Advanced human Machine Interface.

Objective 6. Web-based interface for operators.

Key Players