

Deliverable 2.3

Development of MOBI Online tool & application

Project: MOBI – Promoting smarter mobility to employees		Contract number: IEE/12/738/SI2.644749	
Type of report: Deliverable		http://www.mobi-project.eu	
Project Duration:	Report date:	Status of Deliverable:	
08/03/2013 – 07/03/2016	14/01/2013	Intermediate	
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Co-funded by the Intelligent Energy Europe
Programme of the European Union

Disclaimer:

MOBI

**PROMOTING
SMART
MOBILITY
TO
EMPLOYEES**

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1 Project Description

The MOBI project will deliver a reduction in journeys to work by car (during rush hour) in favour of more sustainable modes of transport or working from home through the tried and tested From5To4 serious game.

The main expected outcomes are:

- To introduce the F5T4 game in six countries
- To involve at least 23.400 participants in the game directly;
- An increase in the number of employees using sustainable modes for their commute (in rush hour) by 20%;
- To have at least 100.000 employees taken notice of the gF5T4 game during the lifetime of the campaign
- To realise indirect savings of 684 tonnes CO2 of 2 years, being approx. 191.000 l. of fuel.



2 Tool development

The MOBI tool will be largely based on the F5T4 database and programme. Within this task we will design the EU tool, which will be constituted of three basic, but interlinking, elements (of which two are specific cross media tools):

1. Database;
2. Interactive website;
3. Mobile phone application.

These tools will be the main media on which the campaigns will be built. No major specific adaptation of the database and the programme software has to be made, as it has already been built for multiple participating companies and/ or local authorities.

2.1 Data base and interactive website

The format for the online interactive website already exists but needed further refinement and adaptation (i.e. translated into languages other than Dutch) based on the feedback received from the previous trials. The site also needed to contain country specific information and an online survey function to collect data about energy savings.

The website has been designed in an attractive way and it is easy to navigate with a user-friendly. The IEE-banner will be displayed on the website and it will of course include short links to all kind of interesting other websites or tools e.g. public transport authorities, city websites and other EU projects.

On:

<http://www.van5naar4.nl/mobi-eu-template/index.php#>

you will see the clickable wire frames of the upgraded system. Please note the following differences in the V1 and V2 version on the front-end:

- a. No starting / countdown period, the first email is the activation of any given account / player / user. This is changed in V2.
- b. V1 has a detailed / comprehensive registration process, in V2 version the registration process has been made more compact and simple.
- c. V1 graphic design, versus V2 graphic design
- d. Less friendly input versus the optimised V2 input for means of transport and mileage
- e. V1 has no mobile optimised version, website must be used.
- f. V1 lacks the Mobi gadget store for dressing up Mobi / Avatar
- g. Minor differences in statistics



- h. V1 lacks CO2 widget
- i. V1 lacks polls (instead it asks more information during the registration proces)
- j. Some differences on the homepage
- k. Some differences in scores and awards

FROM5T04
The mobility game

John Joseph
PROGRESS 28% POINTS 2550 Level 8

Overview Ranking Stats Team manager My mobi Help Admin

Wednesday, September 30, 2013 - Game week 8

MO TU WE TH FR SA SU

Car Rush hour avoidance Carpool Ferry Bus Train Scooter Bicycle

Weekly score

Mo Tu We Th Fr Sa Su

Time left
DAYS HOURS MINUTES
09 23 59

Latest poll
Did you know that you can hire an e-bike in our company?
 Yes
 No
 Maybe
 I don't know
Vote Next poll

Score 1106
You Team Organisation

Target 80% 33% 41%
You Team Organisation

Progression

Co2 emissions saved
You 27.48% Team 8.48 kg

Team ranking

Rank	Team	Points
1	Going Green Team	1867
2	Motormica from Mars	1575
3	Road Warriors	1269
4	Speed Devils	980
5	Fast and Furious	514

Your most used means of transport

64% 43% 22%

Your awards

News feed

Team ranking

Rank	Name	Percentage
1	Richard	33%
2	John	28%



From5to4 does not use personal data, we use anonymous data like distances (km's), behaviour and game progress. We only collect company email addresses provided by the company, not personal data/email. We do not relate any location / zipcode data etc. to a person. We are not interested in that kind of data because reporting is all about discovering trends, calculating CO2 savings, mobility modal split etc. We also comply to Dutch laws for data protection. The application/game is SAAS hosted and being developed in the Netherlands.

2.2 App

The application for smart phones (app) will include merely the same information as the online tool. The advantage of an app is that employers and employees can easily upload their trip information and this makes the commuter challenge competition more interactive.

The app will link to all kinds of information and related layers that provide access to data to record trips in a quick and easy way. The app will give the user the opportunity to: add comments and navigate routes.

The app will build on existing applications and tools. And it will be exclusively produced for the MOBI project. Within the design phase the specifications of the app will be drawn. The core of both the website and the app is a strong database and a database server where all information is stored.



3 Status

At the moment of reporting the application is being tested for use in the UK and Netherlands in order to make the final adjustments and 'go live' for all partners in February 2014.

