

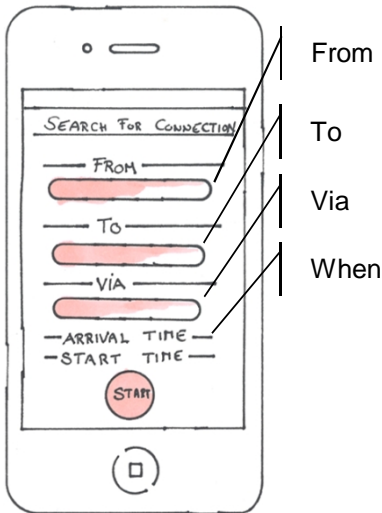
SMART WAYS

INTERMODAL URBAN MOBILITY

- INNOVATIVE MOBILITY FOR INNOVATIVE SOCIETY -

1 Route selection

A search mask for an optimal travel experience



From

To

Via

When

Car

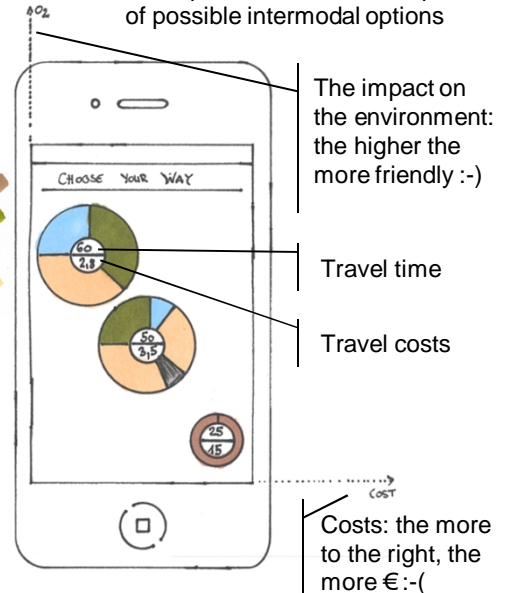
Bike

Walk

Bus

2 Integration

A mask for presentation and comparison of possible intermodal options



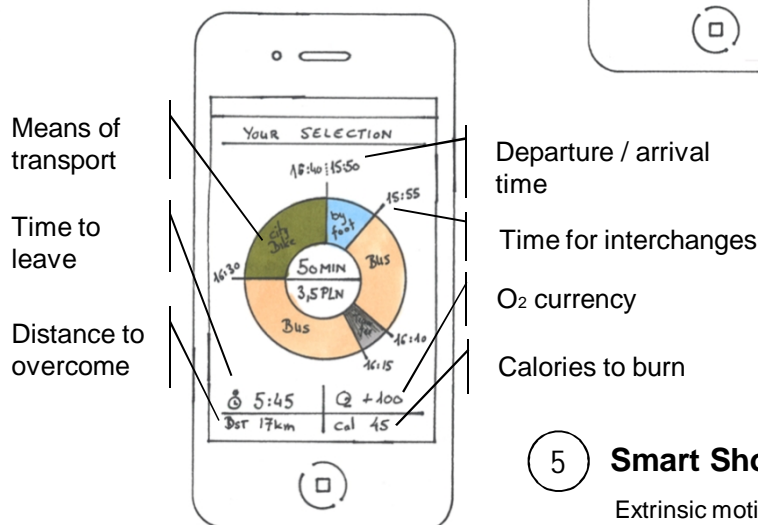
The impact on the environment: the higher the more friendly :-)

Travel time

Travel costs

3 Information

Accurate and reliable information on the selected travel



Means of transport

Time to leave

Distance to overcome

Departure / arrival time

Time for interchanges

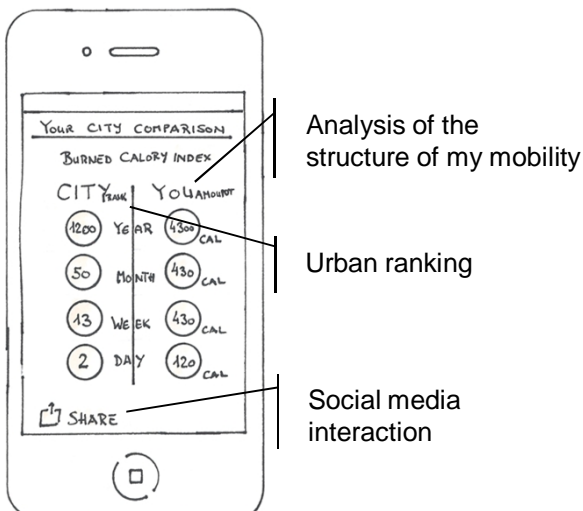
O₂ currency

Calories to burn

Costs: the more to the right, the more €:-(-

4 Gamification

Intrinsic motivation, analysis, competition



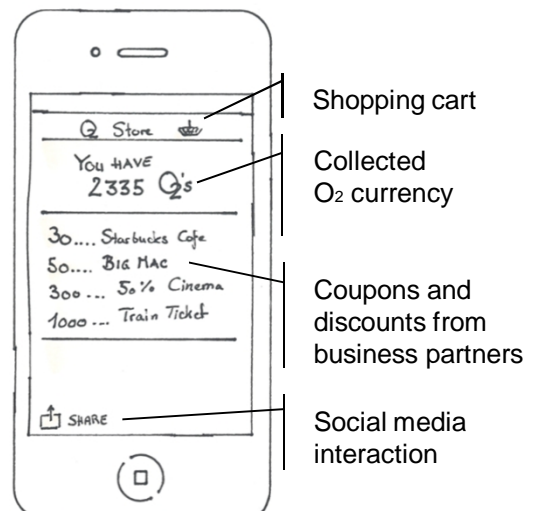
Analysis of the structure of my mobility

Urban ranking

Social media interaction

5 Smart Shop O₂

Extrinsic motivation, coupons, discounts



Shopping cart

Collected O₂ currency

Coupons and discounts from business partners

Social media interaction