

BRANDMKRS'S

END USER

SERVICES IN THE

SOCRATES 2.0

PROJECT

SOCRATES^{2.0}

FAST

SAFE

GREEN

Brand MKRS
CREATIVE AGENCY



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1. INTRODUCTION

Traditional traffic management has its limitations. Whether it's the roadside systems, or the data that come out of it, or the organizations that use them... in many regions throughout Europe, traffic management is expensive and inefficient and ineffective.

For BrandMKRS it was clear that when they joined SOCRATES2.0, Traffic Management 2.0 could make a difference and could be a step in the right direction: a *green, safe* and *fast* traffic system. BrandMKRS decided to focus on the *user*. In the end, it's the road users that make or don't make the difference.

BrandMKRS participated in several use cases on all four pilot sites. Criteria for participation were: is there a problem, and can we help solve it? For example, BrandMKRS did not participate in Environmental Zones or Lane Warning for these reasons. And despite ideas to participate in Road Works, BrandMKRS could not elaborate on that.

BrandMKRS set out to make *online and social media part of the smart mobility toolbox*. Participating in Amsterdam, Antwerp, Munich and Copenhagen in the use cases ONTF and SD, a more or less standard framework became clear, consisting of user recruitment, user communication and user feedback. Obviously, different use cases / pilot sites presented themselves with different technical or organizational specifics. But a repeating theme was always: communication with the user by means of online and social media.

The following paragraph describes in general terms but with specific examples the various steps of the BrandMKRS approach of the SOCRATES2.0 use cases.

2. BRANDMKRS APPROACH

BrandMKRS focuses on the user. In the end, it's the road users that make or don't make the difference. Looking at the user perspective learns that the individual is presented with a genuine overload of information, even when just within his mobility bubble. An innate capacity to filter and order makes this information usable or not, and that's what determines peoples "follow-up or not" behavior.

Zooming in on this *filtering and ordering* of information, studies show a huge effect on persuasiveness/impact from both the *source* of the information and *the form* of the information. Most persuasive is "advice from a good friend", and the closest we can get to that in the context of traffic management is getting *the best advice* to relevant individuals *via trusted channels* of communication.

In order to verify and improve the effect of the service, BrandMKRS actively seeks *user feedback*.

The best advice

In the SOCRATES2.0 context, BrandMKRS does not generate advice. Rather, BrandMKRS receives the requested advice (the service requests, SR) from a road authority or network manager in its service backend, using protocols as DATEX2 or DVMX. In those cases where quite obviously the (frequency of) advices is not 'the best', an internal assessment of the incoming SRs is performed.

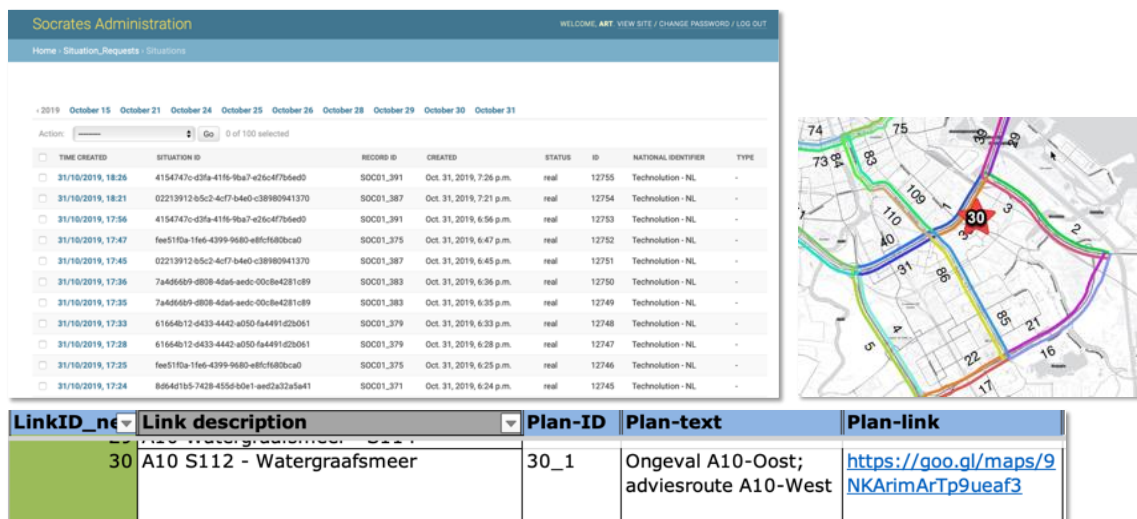


FIGURE 1 RECEIVING SERVICE REQUEST AND AUTOMATED OLR MATCHING WITH PRE-DEFINED PLANS

Relevant individuals

A user is an individual, yet an individual is not per se a user. Elementary in the BrandMKRS approach is 1) identifying the target group, then 2) reaching out to them with an invitation to participate forming communities of users.

Identifying the target group can be done in many different ways. In some occasions BrandMKRS makes use of geofences.



FIGURE 2 IDENTIFYING POTENTIAL USERS IN AMSTERDAM AND MUNICH

Online campaigns are key to finding potential users. Here again, the format and the form of the message are key factors for successful outcome.



FIGURE 3 ONLINE CAMPAIGNS IN ANTWERP AND AMSTERDAM

Trusted channels

Now that 1) the best advice and 2) the relevant individuals are in place, it's time to combine them and get results. Yet... best advices and the relevant group of individuals still is nothing without the time/attention/trust from each individual. In the BrandMKRS experience, the way to their time and attention and, above all, their trust leads via the communication channels that these potential users prefer to use. These channels, or touchpoints, vary from online or social media to chat applications and may be even new media..

In SOCRATES2.0 BrandMKRS uses Facebook, WhatsApp, Google Maps and text message. Nothing revolutionary in itself, but proven successful when it comes to reaching out to individuals and getting their time/attention/trust.

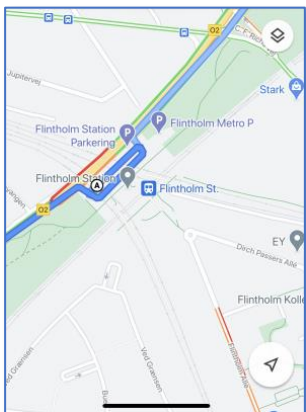


FIGURE 4 DETAIL OF PARKING AT METRO USING GOOGLE MAPS



FIGURE 5 MODALITY ADVICE AND PARKING LOCATION VIA WHATSAPP IN COPENHAGEN

User feedback

In order to verify and improve the effect of the service, BrandMKRS actively seeks user feedback. There are several methods for this, but the aim is always to measure follow up behavior and to improve the service. In SOCRATES2.0 a first round of user feedback in the Amsterdam ONTF pilot let to further improve the internal service request assessment to make sure that users receive only relevant advices.

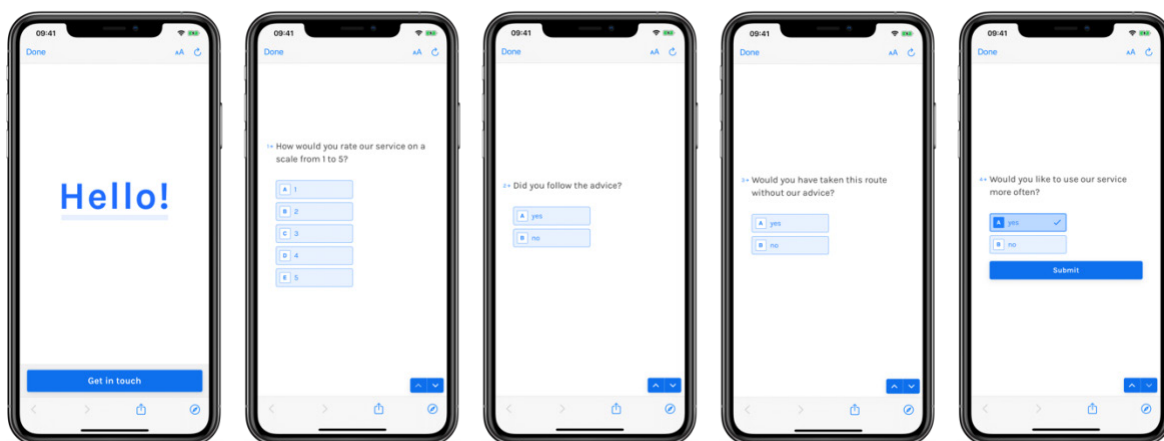


FIGURE 6 USER FEEDBACK FORM



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