

## iv2splus INFONET

ways2go, 3. Call (2010)

### MyITS

With the aim of enabling target groups like parents or the elderly to personalise traffic services like route-planners to their own requirements, MyITS will for the first time develop a modular personalised concept for web and mobile devices, combined with a semantic web concept (e.g. user oriented searching) and an intelligent, self learning advice algorithm. A prototype will be tested for its usability.

MyITS is based on the traffic service website [www.AnachB.at](http://www.AnachB.at) developed by ITS Vienna Region which offers route planners and an image of the current traffic situation and which is for a short time also available as an iPhone-App. But, as supported recently by the ongoing research project ITSworks, user requirements to mobility services are highly heterogenous and cannot be satisfied by inflexible state of the art products like route planner websites. Therefore, MyITS focuses on a modular, configurable and personalised web concept like [www.bbc.com](http://www.bbc.com) or [www.igoogole.com](http://www.igoogole.com), which has not yet been realised in the field of traffic and transport. This concept enables target groups like the elderly or families with small children to adapt mobility services to their specific needs.

State of the art routing services are highly technically oriented and therefore not very suitable for a human dialogue. MyITS wants to apply the next evolution step of the web (web 3.0) on a mobility service: the semantic web concept uses, in addition to a start-target-searching, a user oriented searching, such as: ?I want to go for a vegetarian meal within 10 minutes of walking distance and I don't smoke?. So it is oriented to the human dialogue and also integrates social networks like facebook. This step forward to a mobility service oriented on human needs has not been realised till now.

The next step is the vision of an intelligent advice algorithm which is able to extend the individual perspectives of the users. For example the system recognises a handicap in walking and gives the advice ?If you are also interested in barrier-free restaurants in your surroundings, please click here?. An integrated feedback system helps the algorithm in learning the personal preferences.

In a nutshell, by 2012 the MyITS partners want to develop the following innovative concepts for mobility services:

- ? modular, personalised and integrated concept for web and mobile devices
- ? semantic web concept (needs oriented searching, integrated social networks, human oriented dialogue)
- ? intelligent, self learning advice algorithm including a feedback system and based on an innovative combination of mixed- and cross-nested Logit models.

With this concepts and the AnachB.at routing they want to develop a presentable prototype which should be tested for its usability by some 60 test persons in a city quarter. This allows for a future application of the new mobility services in urban development areas.

So the mobility services developed by MyITS, taking into account especially soft modes like walking and cycling, can be important factors for a safe, barrier-free and social oriented mobility. According to the ways2go targets the MyITS project contributes to a substantial improvement of mobility services by technological innovation and multidisciplinary collaboration. The MyITS consortium is supported with data by the LOI-partners Herold Business Data GmbH and Wien 3420 Aspern Development AG. The ITS World 2012 offers a great platform for discussing, evaluating and presenting the MyITS prototype.

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