

INDIMO UDM Tool- Implementation examples

in pilot sites: from recommendations to concrete actions



Specific recommendations emerged during the Community of practice meetings and Co-creation workshops in each pilot site. They have been prioritized and a dedicated pathway towards implementation launched.

This short document reports practical examples showing how pilot sites translated recommendations into concrete actions, such as changes in service user interfaces, assistance offered, physical features and organisational or safety measures.

All INDIMO recommendations mentioned are included in the online repository. Click on the link below to open the full set.

[Recommendations list](#)





Pilot 1 - Emilia-Romagna

Recommendation 79: Provide first-use tutorials on multiple channels to register for the service

- Realise first-use tutorials in different media formats, languages and easy-to-read textual contents, to ensure all users find the most appropriate to their needs.
- Provide tutorials on multiple sensory channels (textual, audio, images, hard printed/printable copies), including the option to skip its content if users prefer to find out themselves how to use and navigate the digital service.
- Offer online and offline/downloadable/printable tutorials as first-use guidance, including an option to watch it later or skip it if users prefer to find out themselves how to operate the service (including educational session).

Themes: Assistance offered | **Topics:** Information | **Aspects:** Digital user interface

P1 Emilia-Romagna has developed training sessions for the involvement of citizens and especially target users such as elderly people, foreigners, and generally people with lower digital skills. The institute for Transport and Logistics (ITL) and Poste Italiane (PI) cooperated to spread information about the service and to deliver adequate training sessions for these target groups. The training contents were developed onsite through the local Community of Practice, where citizens highlighted the topics and aspects they would like to be covered by the training.





Pilot 2 - Antwerp

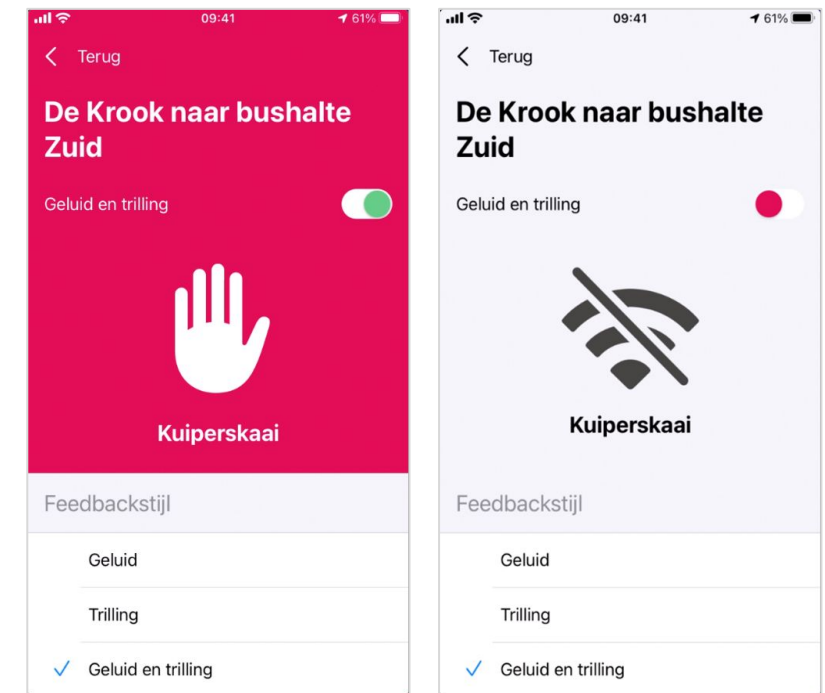
Recommendation 66: Develop an easy to use interface

- Provide a step-by-step flow that user can solve answering to questions;
- Reduce as much as possible the number of steps to activate or use the service (possibly around 3/5 steps including payment);
- Include visual aids to provide a direct estimation of the order/trip price;
- Provide a completion bar to show the % or number of steps remaining to place an order, to help people not familiar with apps reducing anxiety and uncertainty.

Themes: Assistance offered | **Topics:** Digital and spatial wayfinding/Digital Capability |

Aspects: Digital user interface

P2 Antwerp has developed and implemented a tutorial on gestures, better error detection features and the possibility to change the routes. Moreover, after realizing users with a certain degree of vision uses visual clues for navigating the application, developers and UX designers redevelop parts of the application to support these needs. Contrast between elements, colors and size of elements were improved. Foreign words, generating confusing readings, were removed.





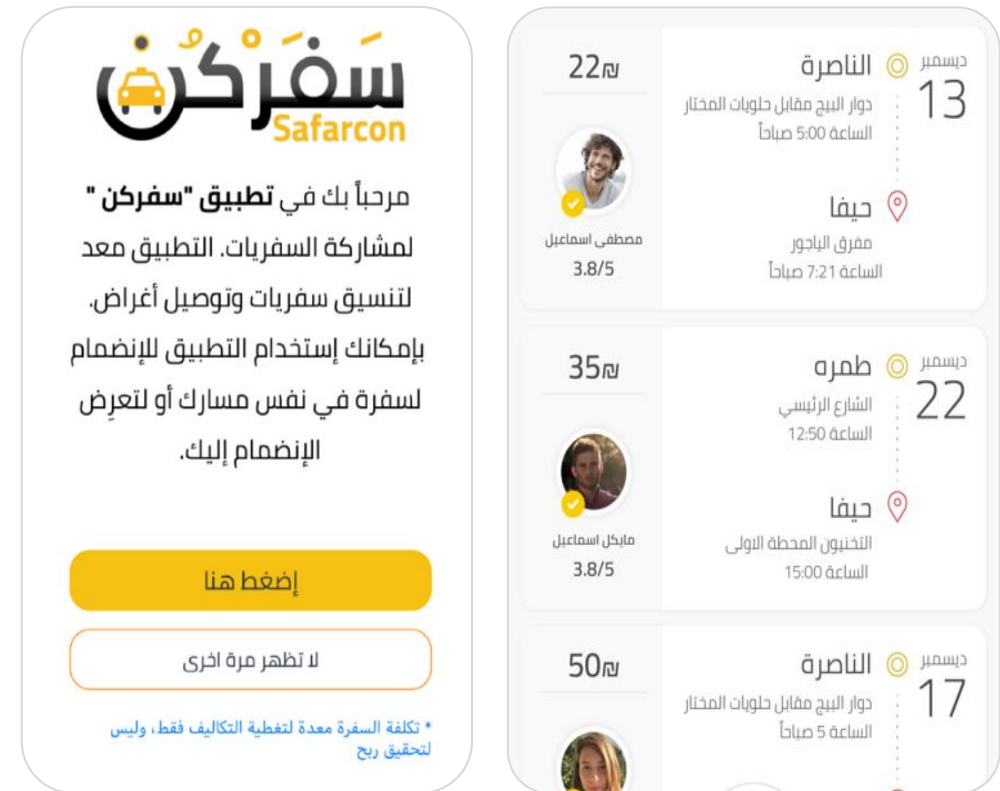
Pilot 3 - Galilee

Recommendation 97: Use an understandable language

- Avoid technical words, uses simple, recognisable and clear words and phrases to ask questions, to describe or to explain
- Provide multilingual support
- Avoid foreign words and translate all terms appropriately
- Avoid jargon, abbreviations and other difficult or complex words and phrases

Themes: Assistance offered | **Topics:** Communication | **Aspects:** Digital and physical user interface

P3 Galilee has developed and implemented a complete multilingual support both in Arabic and Hebrew, translating all terms appropriately, avoiding technical words and using simple, recognizable and clear words and phrases. The new re-designed application has been tested in a controlled testing environment, simulating the SAFARCON app usage among a closed group of users.





Pilot 4 - Madrid

Recommendation 74: Simplify the registration process

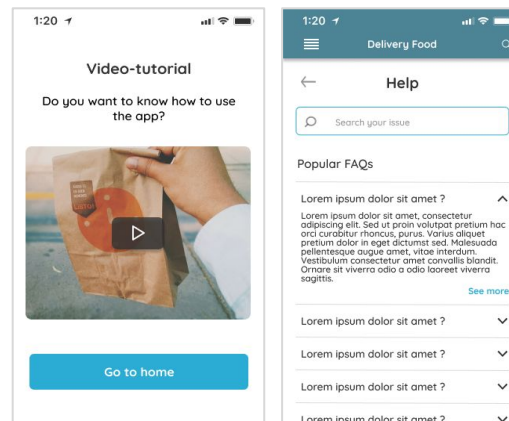
- Reduce the requested information to register for the App, requiring as fewer personal data as possible to function properly (e.g. allowing to add user's home or work address to favorites)
- Provide an easy one-time registration
- Allow single sign-on through existing platforms/networks such as Google, Facebook etc...
- Include tutorials or tips for registration process
- Create a FAQ section related with the registration process

Themes: Service features | **Topics:** Digital capability |

Aspects: Digital user interface

Design examples

Design examples for the user interface have been provided in the UDM through guidelines for developers and UI/UX designers with detailed figures.



P4 Madrid has allowed users to directly register on the digital service platform with a Facebook, Google and Apple account. The change was provided on all platform channels: for the Android, iOS mobile applications and for the web application.



The recommendation is meant to increase the user base of La Pájara / CoopCycle in order **to include new users from INDIMO target groups**, either those who already use social networks like Facebook and for those who do not but still are registered in widespread platforms like Google or Apple since they own mobile devices, **as emerged from non-users interviews** carried out in INDIMO.





Pilot 4 - Madrid

Recommendation 130: All service employees should be trained about inclusivity

- Driver/rider should speak slowly and in a clear way and offering support to comprehension
- Drivers/riders and service providers should be trained about inclusivity and the importance of a friendly, empathic approach
- Assign the same personnel for the same user or area if possible to ensure fidelization

Themes: Assistance offered | **Topics:** Communication and equitability |

Aspects: Physical user interface

Design examples

An inclusivity training was first designed with Aim, Modalities, Duration, Audience, Methods and the contents developed over 4 modules and individual tutoring activities.

Training module on inclusivity for digital platform deliverers	
Overview of the course	
Title	How to offer inclusive and accessible digital mobility services - a Universal Design approach.
Aim	To make deliverers and users feel more comfortable in the digital and physical food delivery interactive experience, especially users who are from INDIMO target groups.

P4 Madrid has implemented a intensive training (16 hours of collective workshops + 8 of individual tutoring) on inclusivity, aimed at making riders and groups of end-users living with different capabilities and limitations feel more comfortable in the digital and physical food delivery interactive experience. It involves the pilot's riders from La Pájara operator in interactive training that includes simulations and role-plays. After this first edition of prototyping, it will be ready to be extended to other digital mobility services contexts.





Pilot 4 - Madrid

Recommendation 115: Create a positive attitude towards the service through communication

- Look for endorsement from trusted and reliable organizations
- Promote the services also “offline” through events and flyers to reach out for hard-to-reach audiences such as impaired people or people with lower digital skills
- Highlight the environmental and social values behind the service
- Communicate the social project behind the service and the equitable and inclusive workers' conditions

Themes: Assistance offered | **Topics:** Communication and equitability |

Aspects: Physical user interface

P4 Madrid has developed and implemented a social network campaign gathering relevant Spanish state stakeholder organizations such as the CEAPAT-IMSERSO and the Cooperative group of Tangente to target the wide spectrum of user audience, including persons with disability, socially isolated, low-income, and elderly people, stressing the benefits and the improvement of the service covering their needs. The campaign has targeted all the platform improvements implemented communicating the social project behind the service.





Pilot 5 - Berlin

Recommendation 160: Increase safety and security perception through human contact

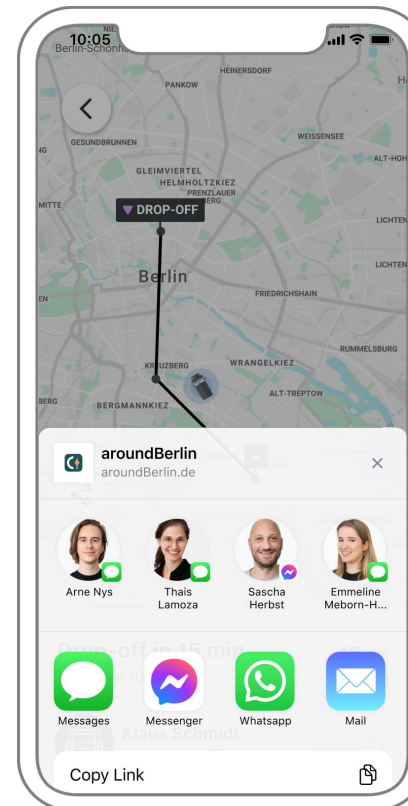
- Include an emergency button in case of physical/ sexual attack / Create help button.

Themes: Service features | **Topics:** Data protection, safety and privacy | **Aspects:** Physical user interface

P5 Berlin has developed an **emergency button** concept focusing on perceived safety. To develop such a concept, the pilot derived different scenarios that would make women feel uncomfortable when using ride-pooling services and **conceptualized three stages of severity of perceived safety:** yellow (1. relatively safe), orange (2. moderately safe), red (3. extremely unsafe). Subsequently the door2door developers team prototyped a security function for each situation. This concept goes beyond the emergency approach in public transport systems and takes into consideration that security-critical situations are nuanced and need differentiated solutions.

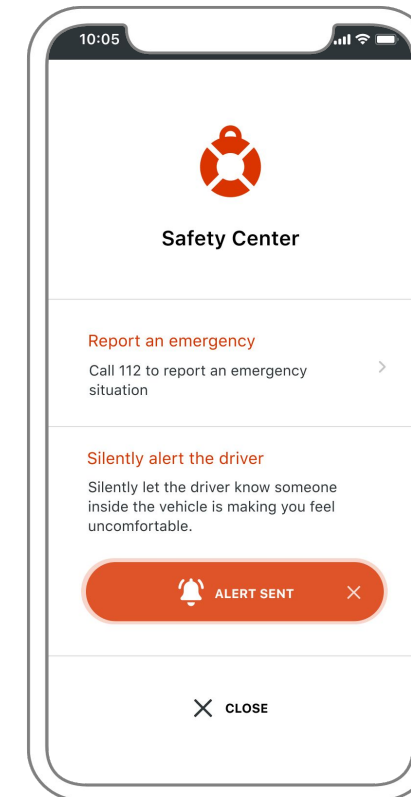
1

Find known people around you



2

Alert the driver



3

Call Emergency number

