

STAY IN-TUNE WITH WHAT
USERS WANT!

THE EUROPEAN ACCESSIBILITY OBSERVATORY

The user-centric dashboard
for auditing the inclusiveness
of urban mobility
around Europe



TRIPS

A RECOMMENDATION BY
THE TRIPS PROJECT



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ACHIEVE YOUR INCLUSIVE MOBILITY GOALS!

LET US SHOW YOU HOW.

What we offer:

- User-centric metrics of inclusiveness
- An accessible app for data collection
- A dashboard prioritising issues
- First-hand user suggestions
- A platform for user interaction
- API for integration with existing local tools

Our services:

- App management
- Data management
- Data analytics
- Data visualisations
- GDPR compliance
- Training and Advisory by a multidisciplinary team of experts
- Customization and prioritization criteria
- Support to effective decision making



SEE THE CITY FROM ANOTHER PERSPECTIVE



A CITY CANNOT BE INCLUSIVE UNLESS IT FEELS INCLUSIVE.

A set of user-derived metrics enables us to audit the inclusiveness of urban and transport infrastructure from user perspective.

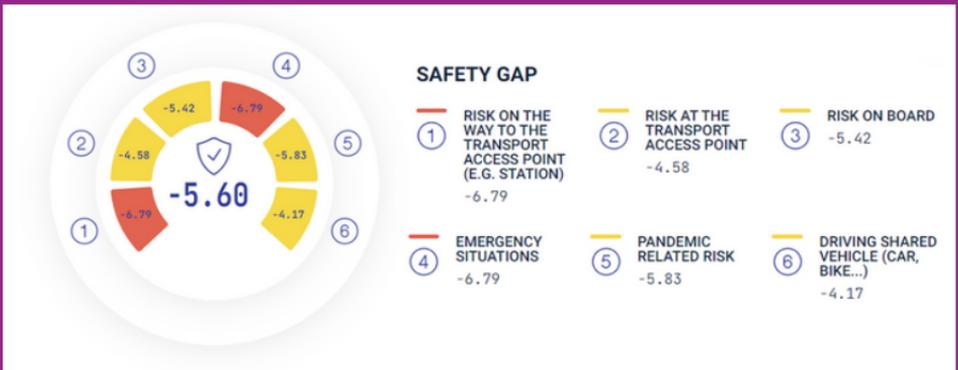
Based on dimensions that matter to vulnerable citizens - like **comfort, convenience, time, affordability, safety and autonomy** - metrics cover all aspects of travelling from planning one's journey to making it to one's destination and everything in between, like travelling to a station or stop; buying a ticket; identifying the correct service, boarding a transport means; the journey itself; and off-boarding.

The European Accessibility Observatory collates, and visualises such detailed user feedback in ways that can be **actionable** for planning, running and managing urban mobility.

The Observatory will provide information and services aiming at ensuring equal mobility opportunities for all vulnerable citizens.

THE MOBILITY DIVIDE INDEX FRAMEWORK

A **key** component underpinning the European Accessibility Observatory is the Mobility Divide Index (MDI), a set of metrics for **auditing the inclusiveness and the accessibility** of urban and transport infrastructure. The **composite metrics** are user-derived through an iterative, co-design process where persons of disabilities brainstormed, clustered and weighted the importance of various factors affecting **every aspect** of their end-to-end journey.



Metrics drill into the factors affecting the inclusivity of urban and transport infrastructure and services, as well as all related information and support that goes with them.

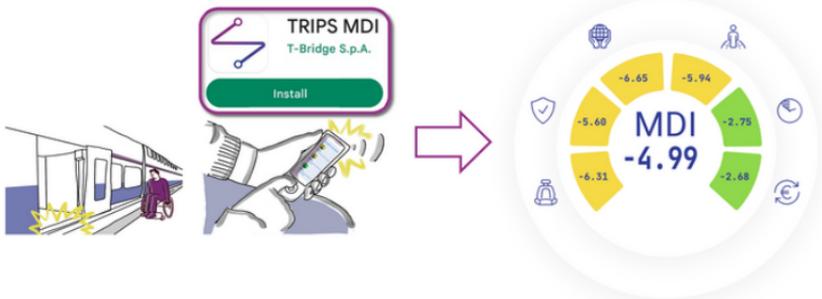
The ratings range from -10 to 0, where -10 indicates the highest discrepancy with non-disabled users and 0 indicates no discrepancy.

See above an example of the safety dimension and its factors. These are weighted based on users' preferences and then synthesised into an over index of end-to-end journey inclusiveness, accounting for multimodal evaluations.

THE "TRIPS MDI" ACCESSIBLE MOBILE APP



Another key component underpinning the European Accessibility Observatory is an accessible mobile app, named "**TRIPS MDI**", that translates the MDI metrics into a tool for auditing the inclusiveness of urban mobility on the go! The app is fully accessible and can be used by everyone including individuals with hearing or visual impairments. At the back end, data analytics algorithms collate and analyse data in aggregate, as well as per mode and type of disability to generate **insights** for strategy development, investment and policy making. The app also allows users to take and upload pictures from their journey, describe their barriers and offer recommendations.



Between October '22 - January '23, the app was piloted in 3 cities - Winterthur, Cagliari, and Zagreb. User feedback will be analysed for an update of the app in its next releases.

You can find guidelines for the adoption of the app by cities and pilot case study reflections on the TRIPS project website

<https://trips-project.eu/deliverables/#MDI>



You can **now** try the TRIPS MDI app for yourself by clicking on the mobile app store icons!

...Or simply search "TRIPS MDI" on App Store or Google Play

THE PUBLIC DASHBOARD

The final and most important component of the European Accessibility Observatory is the **public dashboard**, a traffic light visualisation of data analytics that flags issues with urban mobility inclusiveness, allows people with responsibility for urban mobility to set evidence-based priorities, and make decisions that will cater for user needs and maximise the impact of public investment in improving people's lives and making cities a great place to live.



Users with access to the dashboard will be able to mash information in different ways to facilitate decision making. For example, information can be visualised by transport mode to cater for the interests of transport operators or by disability to **understand** what the gaps of urban mobility ecosystem needs to cater for.

We envision, however, the need for an accessibility role at a city level that will coordinates inclusive mobility actions and interventions across modes and urban planning and infrastructure management to ensure integrative management of inclusive mobility.

You can **now** find the Dashboard, available here: <https://mdi.tbridge.it/>

FOR MORE INFORMATION OR
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THE EUROPEAN ACCESSIBILITY OBSERVATORY

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