Organization model for pilot development in ITRACT: definition, implementation, testing and evaluation

Yorkshire Dales ShareRoute Pilot

Y1 – Taxi Links
Y3 – Linking Demand Responsive Journeys with Journey Planners
Y5 – Car Links
Y11 – Community Transport Assistance
Y13 – ShareRoute for Smartphones

Name of pilot leader: Ed Beale, West Yorkshire Combined Authority

1. Pilot definition

Title of Pilot: ShareRoute Pilot

(Mobile) applications the pilot consists of:

name of (mobile) application	abbreviation of (mobile) application, e.g. R2, J5[*])
Taxi Links	Y1
Linking Demand Responsive Journeys with Journey Planners	Y3
Car Links	Y5
Community Transport Assistance	Y11
ShareRoute for Smartphones	Y13

*) nomenclature see spreadsheet in ProjectPlace: /Working Folders per WP/.../WP500_Overview_mobile_applications_and_pilots_ITRACT

Description of Pilot → goal, features, target group (abstract):

In the Yorkshire Dales the ITRACT project runs alongside the Connecting the Dales project of the Dales Integrated Transport Alliance (DITA). As part of the Connecting the Dales project, DITA has set up ten transport Hubs. These are local community facilities where members of the public can find out transport information and make transport enquiries. Several of the Hubs also manage a community transport operation using volunteer drivers and a car or minibus, to meet local transport needs that are not met by scheduled public transport. ShareRoute is a software package that has been developed with funding from the ITRACT project. ShareRoute provides a journey planner incorporating demand responsive, community transport and taxi options alongside scheduled public transport. It enables Hub managers and members of the general public (through a web interface) to plan journeys that include a mixture of scheduled and non-scheduled transport, and as well as giving options to complete the whole journey by one or the other if available. ShareRoute enables registered users to book trips by volunteer car, community transport or taxi, and to easily see and manage the trips they have booked. It also enables the operators of those services to accept or reject booked trips, and to manage their booked trips. The ShareRoute Pilot aims to test the five Apps provided within the ShareRoute software package, with two target groups: (a) Hub managers, and (b) community transport operators. The aim is to find out whether the system will be useful for them (a) for helping members of the general public who come into the Hub with information requests and to book trips, and (b) for managing the community transport operations. The pilot test sessions will take the form of detailed one-on-one testing of the software with each Hub manager, based on their typical requirements, and then completing a feedback form for each manager and noting down any further comments on the existing service provided by ShareRoute and any desired improvements. The goal is to help understand how useful ShareRoute is to the people who deal the transport requests and operations on the ground in the Yorkshire Dales, and to guide future development of the ShareRoute software.

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Tasks and queries for this project step (checklist):

(Please make use of this checklist to ensure a proper project course!)	completion date
Nomination of a pilot leader. Outcome: Ed Beale	13.10.2014
Generation of timeline for pilot definition, implementation, testing and evaluation according to ITRACT-project plan (see ProjectPlace). Outcome: start date pilot definition: 13.10.2014 completion date pilot definition: 29.10.2014 start date pilot implementation: 29.10.2014 completion date pilot implementation: 18.11.2014 start date pilot testing: 18.11.2014 completion date pilot testing: 15.12.2014 start date pilot evaluation: 09.12.2014 completion date pilot evaluation: 19.12.2014	19.12.2014
Planning and arranging necessary human, monetary and physical resources. Outcome: Complete. Resources required mainly staff time.	18.11.2014
Definition of scenarios that should be "run" with real users within pilot testing phase. Outcome: Scenario 1: Member of the public comes into the Hub with a typical travel query Scenario 2: Member of the public comes into the Hub with a complex travel query Scenario 3: Typical operations for registering and managing community transport operations	18.11.2014
Checking with WP4 if realization of pilot and scenarios is technically possible. Outcome: Not applicable as ShareRoute does not use WP4	13.10.2014
Defining which (local) transport company will execute the pilot testing phase and offer the new service (think of transnational collaboration!). Outcome: DITA Connecting the Dales project Hubs	18.11.2014
Searching for, inviting and preparing possible user groups for pilot testing phase. Make sure that necessary hard-, software and licenses are available for testing phase. Outcome: ITRACT Pilot Testing process and plans introduced at the DITA Hub Workshops on 2 September and 2 December 2014. Follow-ups by	09.12.2014

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phone.	

Comments:

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2. Pilot implementation

Tasks and queries for this project step (checklist):

(Please make use of this checklist to ensure a proper project course!)	completion date
Creating building environment (programming environment, server, licenses) in close cooperation with WP4. Outcome: Not applicable as ShareRoute does not use WP4	29.10.2014
Using WP4's architecture and building blocks. Outcome: Not applicable as ShareRoute does not use WP4	29.10.2014
Considering the Organization Model for usability-testing (see → ProjectPlace → Deliverables per WP → WP5 → Organizational Model for usability-testing --> Usability_Guideline_Checklist.pdf) Outcome: We carried out an SUS (System Usability Scale) test using the Organizational Model for Usability Testing. ShareRoute achieved an average usability score of 77.5, corresponding to 'satisfactory' and very close to 'good' usability. The SUS score sheets are attached in Appendix B.	15.12.2014
Pre-Testing of pilot by using it yourself and by other team members in consideration of scenarios specified during pilot definition. Outcome: ShareRoute has been extensively used and tested by all members of the project team (Ed Beale, Richard Saunders, Siân Lomax and Pam Sian) prior to the start of the pilot implementation.	14.11.2014
Using results of pre-tests for optimization of pilot's programming architecture. Outcome: Pre-testing results were fed back to the developer Data Images to make corrections and improvements to the software prior to the start of pilot testing.	14.11.2014

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3. Pilot testing

Tasks and queries for this project step (checklist):

(Please make use of this checklist to ensure a proper project course!)	completion date
Mobilizing test users, equipping them with necessary hard- and software (licenses), instructing them for pilot testing and running pilot exemplary for demonstration reasons. Outcome: Hardware and software requirements for the ShareRoute pilot were any computer, tablet or smartphone, running any modern web browser (old versions of Internet Explorer were not supported by the pilot). Test users were defined as all Hub managers and community transport operators within the 10 DITA (Dales Integrated Transport Alliance) Hubs. The concept of ShareRoute and the pilot testing plans were introduced to the prospective test users at Hub Workshops in Sedbergh and Hawes, and then followed up individually by phone to plan pilot test appointments. The project staff visited each test user in their own offices. Pilot instructions were provided at the beginning of each session, tailored to the needs of each Hub (e.g. public-facing or community transport management, or both).	05.12.2014
Offering helpdesk for pilot user (1. leader of pilot, 2. member of pilot development group, 3. WP4 helpdesk) and equipping user with necessary contact details. Outcome: A helpdesk was available to any of the pilot test participants by email or phone via the project staff, for use in ongoing pilot testing after the initial one-to-one session.	05.12.2014
Asking pilot user from time to time for intermediate review reports (verbally or in written form). Outcome: For those pilot users wishing to continue with testing after the initial session, emails were exchanged to seek any further views on the software following their further testing. Email responses were included in the comments sections of the pilot testing results.	15.12.2014
Using intermediate reports from users for modification and improvement of pilot. Performing changes simultaneously. Testing changes. Implementing the results in the running pilot. Outcome: New issues uncovered during pilot testing were passed back to Data Images, the software development company, to modify and improve the pilot.	15.12.2014
During pilot testing: informing stakeholders (e.g. ITRACT community) about intermediate results and how the pilot is doing. Making use of twitter, newsletter, emails, ProjectPlace etc. Outcome: Due to the short duration of the pilot testing in the Yorkshire Dales region, it was not practical to provide intermediate results. Reporting of the pilot testing was carried out once pilot testing was complete by	19.12.2014

email, Project Place, the newsletter, and the website.	
Stopping the pilot testing phase. Sharing, retrieving and analyzing questionnaire (see 4. Pilot evaluation). Outcome: Once all eight Hub locations (Grassington, Settle, Sedbergh, Hawes, Reeth, Leyburn, Masham and Pateley Bridge) had been visited and pilot tests carried out, the pilot testing phase was deemed to be complete. Questionnaires and results were input and analysed, the pilot evaluated, and the results shared with the ITRACT community	15.12.2014
Completing this document for documentation reasons. storage name: Add abbreviations of mobile applications the pilot consists of to document name (e.g.: Organizational model for pilot development R2 V4.doc) storage location: → ProjectPlace → Deliverables per WP → WP5 → Organizational Model for pilot development --> Pilots Outcome: ProjectPlace → Deliverables per WP → Organizational Model for Pilot development → Pilots → Organizational Model for Pilot Development Yorkshire Dales ShareRoute Y1 Y3 Y5 Y11 Y13	19.12.2014
Presenting results to - ITRACT community - other stakeholders (user group, local government, local transport companies etc.) using ProjectPlace, newsletter, press etc.. Outcome: Results were presented via email to WP5 leaders, via Project Place, via the ITRACT newsletter and website. Results will be presented as required at the final partner meeting in Groningen, the Netherlands in February 2015. Results will be shared with the DITA (Dales Integrated Transport Alliance) Directors on 9 and 15 January, Advisory Council on 27 January, and at the DITA Hub Workshop in March 2015.	19.12.2014

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Workpackage 5.1: organization model for pilot development

definition   implementation   testing   evaluation

(1) ———— (2) ———— (3) ———— (4)

iTRACT
Improving Transport and
Accessibility through new
Communication Technologies

4. Pilot evaluation

Questionnaire*) relating to use, usability and costs of pilot:
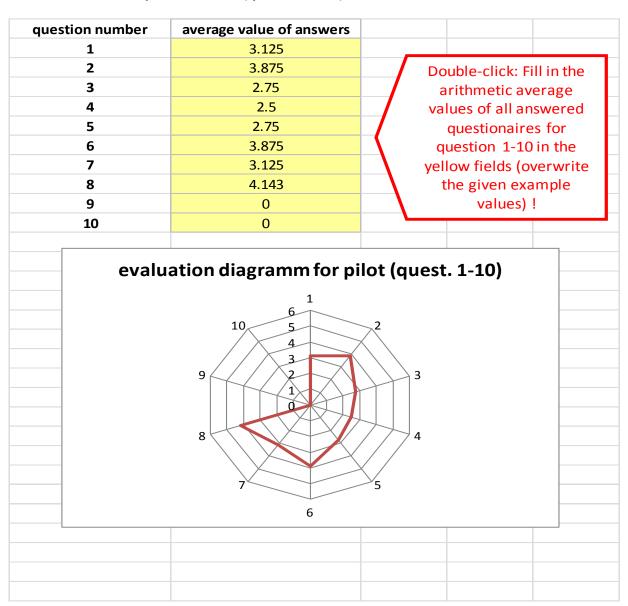
Completed questionnaires are attached in Appendix A

Questions → to be answered by pilot users	**answers** 1: excellent 2: good 3: satisfactory 4: adequate 5: poor 6: unsatisfactory
1. How convincing does the pilot meet your expectations in general?	1 2 3 4 5 6
2. How convincing does the pilot meet your demands concerning the features you need?	1 2 3 4 5 6
3. How do you evaluate the performance and the speed of operation of the pilot!	1 2 3 4 5 6
4. How are the pilot's features are realized in terms of usability - is it user friendly?	1 2 3 4 5 6
5. Is the pilot's graphical user interface reduced to the essentials and aesthetic in design?	1 2 3 4 5 6
6. Is the pilot suitable to be used in your everyday transport life?	1 2 3 4 5 6
7. Does the pilot ease the use of public transport system?	1 2 3 4 5 6
8. Is the pilot able to convince people using public instead of private transport?	1 2 3 4 5 6
9. Click here for typing additional individual question!	1 2 3 4 5 6
10. Click here for typing additional individual question!	1 2 3 4 5 6
11. Please name further features of the pilot that you would like to be realized!	
12. Would you spend money for using the pilot to ease travelling with public transport?	Yes No
If you have answered question 12 with "yes": 12.1 How much would you spend approx. once for buying the pilot (service)?	
12.2 How much would you spend approx. monthly for using it?	
Comments:	

*) Print questionnaire and ask pilot users for feedback!

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definition   implementation   testing   evaluation

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Evaluation sheet of questionnaires (question 1-10):

question number	average value of answers		
1	3.125		
2	3.875		
3	2.75		
4	2.5		
5	2.75		
6	3.875		
7	3.125		
8	4.143		
9	0		
10	0		

Double-click: Fill in the arithmetic average values of all answered questionaires for question 1-10 in the yellow fields (overwrite the given example values) !

evaluation diagramm for pilot (quest. 1-10)

Evaluation sheet of questionnaires (question 11 and 12) - <u>summarize users answers</u>:

<u>Question 11</u> - Further functionalities of pilot:

- If all information is inputted – a great scheme for improving use of public transport
- Departure / Arrival times ambivalent - no need for appointment
- Not all routes are shown
- All transport providers need to be involved
- Price for the journey could be simplified

<u>Question 12</u> - Spend money for pilot use (service):
number of "YES":   1   number of "NO":   7

<u>Question 12.1</u> - Spend money once for buying pilot (service) - average value:
Would need to refer back to trustees

<u>Question 12.2</u> - Spend money monthly for using pilot (service) - average value:
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<u>Comments:</u>

- It's a nice piece of software – the problem, for me, isn't the software's features or usability, it's the lack of fit between the software (with its assumed information technology infrastructure) on the one hand and the realities of life in a sparsely-populated and deprived rural area on the other. I also worry that it might be a bad idea to try to replace organic, human networks of information and exchange, which are cost-free and indeed add value to the rural society in which they operate, with a technological solution which has ongoing costs built in for upkeep and (given the tendencies of technological solutions) revision. Would use the system, particularly in the summer months to help tourists.

- Love the concept but concerned with who will run the system after April 2015.

- Great idea but lacks information and the on-going problem would be updating of the information.

- Brilliant concept – especially for book ahead journeys for tourists.

- Good system – can see it being used – however use would be limited as some staff will find it easier to ring the taxi firms / community transport providers direct and make the booking rather than using the system

- Community transport not included in DL8 3 area.

- Main rail route from Leeds – Carlisle not included

- It's difficult to evaluate as new system and bound to have routes etc missing.

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- Concern the system does not show waiting time costs. e.g. for return taxi trips

- Need to ensure the system is as user friendly as possible before it is launched, or there is a danger that people will not use it

- How are different legs of a journey booked? Can they be booked as one journey or do they need to book each leg individually?

- System is set at 45p per mile but some taxi firms charge more than that – how will this be shown?

- Need to ensure there is good marketing / publicity of the system, before it is rolled out to the general public

- How much does the system cost for taxi drivers / community transport providers to register?

- Who will maintain the system once live?

- Potential to be really useful – but must try hard to improve up on abilities of well-versed staff

Leader of Pilot: Describe your own experiences with the pilot and its testing phase with a special focus on the pilot's use in the future:

The pilot testing phase went smoothly due to extensive testing of ShareRoute with feedback passed back to the developer to improve the software before the pilot testing started. Also, it was useful to prepare the Hub managers through the two Hub Workshops before the pilot testing began, so that they knew what to expect. Using Hub managers as the pilot testing group was a good choice because they all have extensive experience with journey planners and responding to transport enquiries from members of the public. The biggest problem with the pilot testing was that software development took a lot longer than originally foreseen, so consequently the pilot testing phase also began a lot later and had to be completed within a short space of time. Feedback from the Hub managers was generally positive and most felt that further development of the software would be worthwhile, though one Hub manager sounded a cautionary note, saying that "I also worry that it might be a bad idea to try to replace organic, human networks of information and exchange, which are cost-free and indeed add value to the rural society in which they operate, with a technological solution…". On a similar note, other Hub managers commented that their volunteers tended to know about all the transport available locally, so that the need for ShareRoute within the Hubs would be limited to the more complex enquiries for travel outside the immediate geographic area. The future of the pilot will be dependent on finding ongoing funding, and this will be a key area of work for the remaining months of the project.

Transition of Pilot Development to context of WP6 "Evaluation and Strategy Development"

What Critical Success Factors (s. below) played a role in deployment of the pilot?

(In order to assess the international transferability of the pilot, please indicate which factors played a critical role in the success or failure of the pilot. It is an open question and you are free to indicate a Critical Success Factor (CSF) or multiple, but the list below might give you some inspiration.)

--> What factors were decisive in the pilots success?

--> What factors were decisive in the pilots failure?

Usability of pilot technology

Budget

Technology

Knowledge of users

Skills of users

Attitude of users

Possible Critical Success Factors (CSF) are:

- (mobile) broadband coverage throughout the area

- National/regional law and policy setting

- Budget

- Usability of pilot technology

- Service level in the area

- User persona (profile); commuter, day visitor, tourist, etcetera

- Knowledge of users

- Skills of users

- Attitude of users

- Aspirations of users

- (Reluctance of users)

- Physical mobility of users

- Smartphone and internet usage among users ('digital divide')

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Comments:

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Appendix A

Completed Questionnaires

Questions → to be answered by pilot users	answers 1: excellent 2: good 3: satisfactory 4: adequate 5: poor 6: unsatisfactory
1. How convincing does the pilot meet your expectations in general?	1 2 **3** 4 5 6
2. How convincing does the pilot meet your demands concerning the features you need?	1 2 3 **4** 5 6
3. How do you evaluate the performance and the speed of operation of the pilot!	1 2 3 **4** 5 6
4. How are the pilot's features are realized in terms of usability - is it user friendly?	1 2 **3** 4 5 6
5. Is the pilot's graphical user interface reduced to the essentials and aesthetic in design?	1 2 **3** 4 5 6
6. Is the pilot suitable to be used in your everyday transport life?	1 2 3 **4** 5 6
7. Does the pilot ease the use of public transport system?	1 2 **3** 4 5 6
8. Is the pilot able to convince people using public instead of private transport?	1 2 3 4 **5** 6
11. Please name further features of the pilot that you would like to be realized! All transport providers need to be involved	
12. Would you spend money for using the pilot to ease travelling with public transport?	Yes **No**
If you have answered question 12 with "yes": 12.1 How much would you spend approx. once for buying the pilot (service)?	
12.2 How much would you spend approx. monthly for using it?	
Comments: • Would use the system, particularly in the summer months to help tourists	

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definition	implementation	testing	evaluation
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Questions → to be answered by pilot users	**answers** 1: excellent 2: good 3: satisfactory 4: adequate 5: poor 6: unsatisfactory
1. How convincing does the pilot meet your expectations in general?	1 | 2 | **3** | 4 | 5 | 6
2. How convincing does the pilot meet your demands concerning the features you need?	1 | 2 | 3 | 4 | **5** | 6
3. How do you evaluate the performance and the speed of operation of the pilot!	**1** | 2 | 3 | 4 | 5 | 6
4. How are the pilot's features are realized in terms of usability - is it user friendly?	**1** | 2 | 3 | 4 | 5 | 6
5. Is the pilot's graphical user interface reduced to the essentials and aesthetic in design?	1 | **2** | 3 | 4 | 5 | 6
6. Is the pilot suitable to be used in your everyday transport life?	1 | 2 | 3 | 4 | **5** | 6
7. Does the pilot ease the use of public transport system? Hopefully	1 | **2** | 3 | 4 | 5 | 6
8. Is the pilot able to convince people using public instead of private transport? Not Yet	1 | 2 | **3** | 4 | 5 | 6
11. Please name further features of the pilot that you would like to be realized! If information is inputted – a great scheme for improving use of public transport. Departure/arrival times ambivalent – no need for 'appointment'	
12. Would you spend money for using the pilot to ease travelling with public transport?	Yes **No**
If you have answered question 12 with "yes": 12.1 How much would you spend approx. once for buying the pilot (service)?	
12.2 How much would you spend approx. monthly for using it?	
Comments: • Great idea but lacks information and the ongoing problem would be updating of the information. • Community transport not included in DL8 3 area. • Main rail route from Leeds – Carlisle not on • Brilliant concept – especially for book ahead journeys for tourists.	

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Questions	answers
Questions → to be answered by pilot users	1: excellent 2: good 3: satisfactory 4: adequate 5: poor 6: unsatisfactory
1. How convincing does the pilot meet your expectations in general?	1 2 3 4 **5** 6
2. How convincing does the pilot meet your demands concerning the features you need?	1 2 3 4 5 **6**
3. How do you evaluate the performance and the speed of operation of the pilot!	1 2 **3** 4 5 6
4. How are the pilot's features are realized in terms of usability - is it user friendly?	1 **2** 3 4 5 6
5. Is the pilot's graphical user interface reduced to the essentials and aesthetic in design?	1 2 **3** 4 5 6
6. Is the pilot suitable to be used in your everyday transport life?	1 2 3 4 **5** 6
7. Does the pilot ease the use of public transport system?	1 2 3 **4** 5 6
8. Is the pilot able to convince people using public instead of private transport?	1 2 **3** 4 5 6
11. Please name further features of the pilot that you would like to be realized! Garsdale route (train) and Little White Bus is available but not shown	
12. Would you spend money for using the pilot to ease travelling with public transport?	Yes **No**
If you have answered question 12 with "yes": 12.1 How much would you spend approx. once for buying the pilot (service)?	
12.2 How much would you spend approx. monthly for using it?	
Comments: • Its difficult to evaluate as new system and bound to have routes etc missing. • Love the concept but concerned with who will run the system after April 2015.	

definition   implementation   testing   evaluation

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Questions → to be answered by pilot users	answers 1: excellent 2: good 3: satisfactory 4: adequate 5: poor 6: unsatisfactory
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5. Is the pilot's graphical user interface reduced to the essentials and aesthetic in design?	1 **2** 3 4 5 6
6. Is the pilot suitable to be used in your everyday transport life?	1 **2** 3 4 5 6
7. Does the pilot ease the use of public transport system?	1 **2** 3 4 5 6
8. Is the pilot able to convince people using public instead of private transport?	1 2 **3** 4 5 6
11. Please name further features of the pilot that you would like to be realized!	
12. Would you spend money for using the pilot to ease travelling with public transport?	Yes **No**
If you have answered question 12 with "yes": 12.1 How much would you spend approx. once for buying the pilot (service)?	
12.2 How much would you spend approx. monthly for using it?	
Comments:	

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Questions → to be answered by pilot users	answers 1: excellent 2: good 3: satisfactory 4: adequate 5: poor 6: unsatisfactory
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6. Is the pilot suitable to be used in your everyday transport life?	1 2 3 4 **5** 6
7. Does the pilot ease the use of public transport system?	1 **2** 3 4 5 6
8. Is the pilot able to convince people using public instead of private transport?	1 2 3 4 5 6
11. Please name further features of the pilot that you would like to be realized! Fewer freezes Prices Location of food outlets / public conveniences at interchange locations Waiting times at interchange locations Heritage Routes / Scenic Routes – partially useful for tourists.	
12. Would you spend money for using the pilot to ease travelling with public transport?	**Yes** No
If you have answered question 12 with "yes": 12.1 How much would you spend approx. once for buying the pilot (service)?	Would have to refer to trustees
12.2 How much would you spend approx. monthly for using it?	
Comments: Potential to be really useful but must try hard to improve up on abilities of well-versed staff	

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Questions → to be answered by pilot users	answers 1: excellent 2: good 3: satisfactory 4: adequate 5: poor 6: unsatisfactory
1. How convincing does the pilot meet your expectations in general?	1 **2** 3 4 5 6
2. How convincing does the pilot meet your demands concerning the features you need?	1 **2** 3 4 5 6
3. How do you evaluate the performance and the speed of operation of the pilot!	1 **2** 3 4 5 6
4. How are the pilot's features are realized in terms of usability - is it user friendly?	1 **2** 3 4 5 6
5. Is the pilot's graphical user interface reduced to the essentials and aesthetic in design?	1 **2** 3 4 5 6
6. Is the pilot suitable to be used in your everyday transport life?	1 **2** 3 4 5 6
7. Does the pilot ease the use of public transport system?	1 2 **3** 4 5 6
8. Is the pilot able to convince people using public instead of private transport?	1 2 3 **4** 5 6
11. Please name further features of the pilot that you would like to be realized!	
12. Would you spend money for using the pilot to ease travelling with public transport?	Yes **No**
If you have answered question 12 with "yes": 12.1 How much would you spend approx. once for buying the pilot (service)?	
12.2 How much would you spend approx. monthly for using it?	
Comments:	

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Questions → to be answered by pilot users	answers 1: excellent 2: good 3: satisfactory 4: adequate 5: poor 6: unsatisfactory
1. How convincing does the pilot meet your expectations in general?	1 2 x 4 5 6
2. How convincing does the pilot meet your demands concerning the features you need?	1 2 3 x 5 6
3. How do you evaluate the performance and the speed of operation of the pilot!	1 2 x 4 5 6
4. How are the pilot's features are realized in terms of usability - is it user friendly?	1 2 x 4 5 6
5. Is the pilot's graphical user interface reduced to the essentials and aesthetic in design?	1 2 3 x 5 6
6. Is the pilot suitable to be used in your everyday transport life?	1 2 3 x 5 6
7. Does the pilot ease the use of public transport system?	1 2 3 x 5 6
8. Is the pilot able to convince people using public instead of private transport?	1 2 3 4 x 6
11. Please name further features of the pilot that you would like to be realized!	
12. Would you spend money for using the pilot to ease travelling with public transport?	Yes x
If you have answered question 12 with "yes": 12.1 How much would you spend approx. once for buying the pilot (service)?	
12.2 How much would you spend approx. monthly for using it?	

Comments:

It's a nice piece of software – the problem, for me, isn't the software's features or usability, it's the lack of fit between the software (with its assumed information technology infrastructure) on the one hand and the realities of life in a sparsely-populated and deprived rural area on the other. I also worry that it might be a bad idea to try to replace organic, human networks of information and exchange, which are cost-free and indeed add value to the rural society in which they operate, with a technological solution which has ongoing costs built in for upkeep and (given the tendencies of technological solutions) revision.

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Questions → to be answered by pilot users	answers 1: excellent 2: good 3: satisfactory 4: adequate 5: poor 6: unsatisfactory
1. How convincing does the pilot meet your expectations in general?	1 2 **3** 4 5 6
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3. How do you evaluate the performance and the speed of operation of the pilot!	1 2 3 **4** 5 6
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6. Is the pilot suitable to be used in your everyday transport life?	1 2 3 **4** 5 6
7. Does the pilot ease the use of public transport system?	1 2 3 4 **5** 6
8. Is the pilot able to convince people using public instead of private transport?	1 2 3 4 5 **6**
11. Please name further features of the pilot that you would like to be realized!	
12. Would you spend money for using the pilot to ease travelling with public transport?	Yes **No**
If you have answered question 12 with "yes": 12.1 How much would you spend approx. once for buying the pilot (service)?	
12.2 How much would you spend approx. monthly for using it?	

Comments:
- Concern the system does not show waiting time costs. e.g. for return taxi trips
- Need to ensure the system is as user friendly as possible before it is launched, or there is a danger that people will not use it
- How are different legs of a journey booked? Can they be booked as one journey or do they need to book each leg individually?
- System is set at 45p per mile but some taxi firms charge more than that – how will this be shown?
- Need to ensure there is good marketing / publicity of the system, before it is rolled out to the general public
- How much does the system cost for taxi drivers / community transport providers to register?
- Who will maintain the system once live?
- Good system – can see it being used – however use would be limited as some staff will find it easier to ring the taxi firms / community transport providers direct and make the booking rather than using the system

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definition | implementation | testing | evaluation

1 ——— 2 ——— 3 ——— 4

Appendix B – Organizational Model for Usability Testing – System Usability Scale (SUS) Results

	Every question can be answered on a scale from 1 to 5 points	1 = "I strongly disagree" to 5 = "I strongly agree"					Score 0 to 4
1	I think I would like to use this system frequently	1	2	3	4	5	3
2	I found the system unnecessarily complex	1	2	3	4	5	2
3	I thought the system was easy to use	1	2	3	4	5	2
4	I think that I would need the support of a technical person to be able to use this system	1	2	3	4	5	3
5	I found the various functions in this system were well integrated	1	2	3	4	5	2
6	I thought there was too much inconsistency in this system	1	2	3	4	5	2
7	I would imagine that most people would learn to use this system very quickly	1	2	3	4	5	3
8	I found the system very cumbersome to use	1	2	3	4	5	3
9	I felt very confident using the system	1	2	3	4	5	3
10	I needed to learn a lot of things before I could get going with this system	1	2	3	4	5	3
Total Score (0 = Worst usability to 100 = Best usability)							**65**

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Workpackage 5.1: organization model for pilot development

definition | implementation | testing | evaluation
① — ② — ③ — ④

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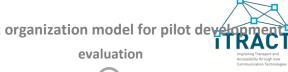## Organizational Model for Usability Testing – System Usability Scale (SUS) Results

	Every question can be answered on a scale from 1 to 5 points	1 = "I strongly disagree" to 5 = "I strongly agree"					Score 0 to 4
1	I think I would like to use this system frequently	1	2	3	**4**	5	3
2	I found the system unnecessarily complex	1	2	3	**4**	5	1
3	I thought the system was easy to use	1	2	3	**4**	5	3
4	I think that I would need the support of a technical person to be able to use this system	**1**	2	3	4	5	4
5	I found the various functions in this system were well integrated	1	2	3	**4**	5	3
6	I thought there was too much inconsistency in this system	1	**2**	3	4	5	3
7	I would imagine that most people would learn to use this system very quickly	1	2	3	4	**5**	4
8	I found the system very cumbersome to use	**1**	2	3	4	5	4
9	I felt very confident using the system	1	2	3	**4**	5	3
10	I needed to learn a lot of things before I could get going with this system	**1**	2	3	4	5	4
Total Score (0 = Worst usability to 100 = Best usability)							**80**

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definition   implementation   testing   evaluation

① ——————— ② ——————— ③ ——————— ④

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Organizational Model for Usability Testing – System Usability Scale (SUS) Results

	Every question can be answered on a scale from 1 to 5 points	**1 = "I strongly disagree" to 5 = "I strongly agree"**					**Score 0 to 4**
1	I think I would like to use this system frequently	1	**2**	3	4	5	**1**
2	I found the system unnecessarily complex	**1**	2	3	4	5	**4**
3	I thought the system was easy to use	1	2	3	**4**	5	**3**
4	I think that I would need the support of a technical person to be able to use this system	**1**	2	3	4	5	**4**
5	I found the various functions in this system were well integrated	1	2	3	**4**	5	**3**
6	I thought there was too much inconsistency in this system	**1**	2	3	4	5	**4**
7	I would imagine that most people would learn to use this system very quickly	1	2	3	4	**5**	**4**
8	I found the system very cumbersome to use	**1**	2	3	4	5	**4**
9	I felt very confident using the system	1	2	3	4	**5**	**4**
10	I needed to learn a lot of things before I could get going with this system	**1**	2	3	4	5	**4**
Total Score (0 = Worst usability to 100 = Best usability)							**87.5**

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