



INTRODUCTION TO MOBILITY PLATFORMS: FROM CITY-WIDE TO YOUR PHONE: USER ORIENTED IN ALL CASES.

Transport Global Practice

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Digital Platform: a basic definition

“Digital platforms are online businesses that facilitate commercial interactions between at least two different groups—with one typically being suppliers and the other consumers.”

Source: <https://itif.org/publications/2018/10/12/itif-technology-explainer-what-are-digital-platforms>

Digital Platform: a basic definition

“The digital platform handles an end-to-end business process necessary to achieve the improved experience for customers, employees, and partners.”

Source: <https://enterpriseproject.com/article/2018/12/what-digital-platform>

Digital Platform: components

1. data-ingestion engine;
2. machine-learning transactional engine to perform tasks or rules-based activities;
3. an analytical engine and increasingly, an AI engine, APIs, or tools that allow digital platforms to talk to other software, and tools monitoring regulatory compliance.

Source: <https://enterpriseproject.com/article/2018/12/what-digital-platform>

Digital Platform: components

Data

- Sensors to gather data

Analysis

- Key questions

Data
Sharing

- Ethical data sharing

Mobility situation in developing country cities

“Congestion is a regressive tax that raises no revenue.”

Mobility situation in developing country cities

1. Majority travels by public transport, walking, or biking
2. High congestion despite low/medium motorization
3. Underfinancing trap

Digital Platform: components



Data

- Sensors to gather data

Example: asset management platform

A bus as a sensor?



Example: asset management platform

CCTV cameras inside
and outside

Accelerometer

GPS



Example: asset management platform

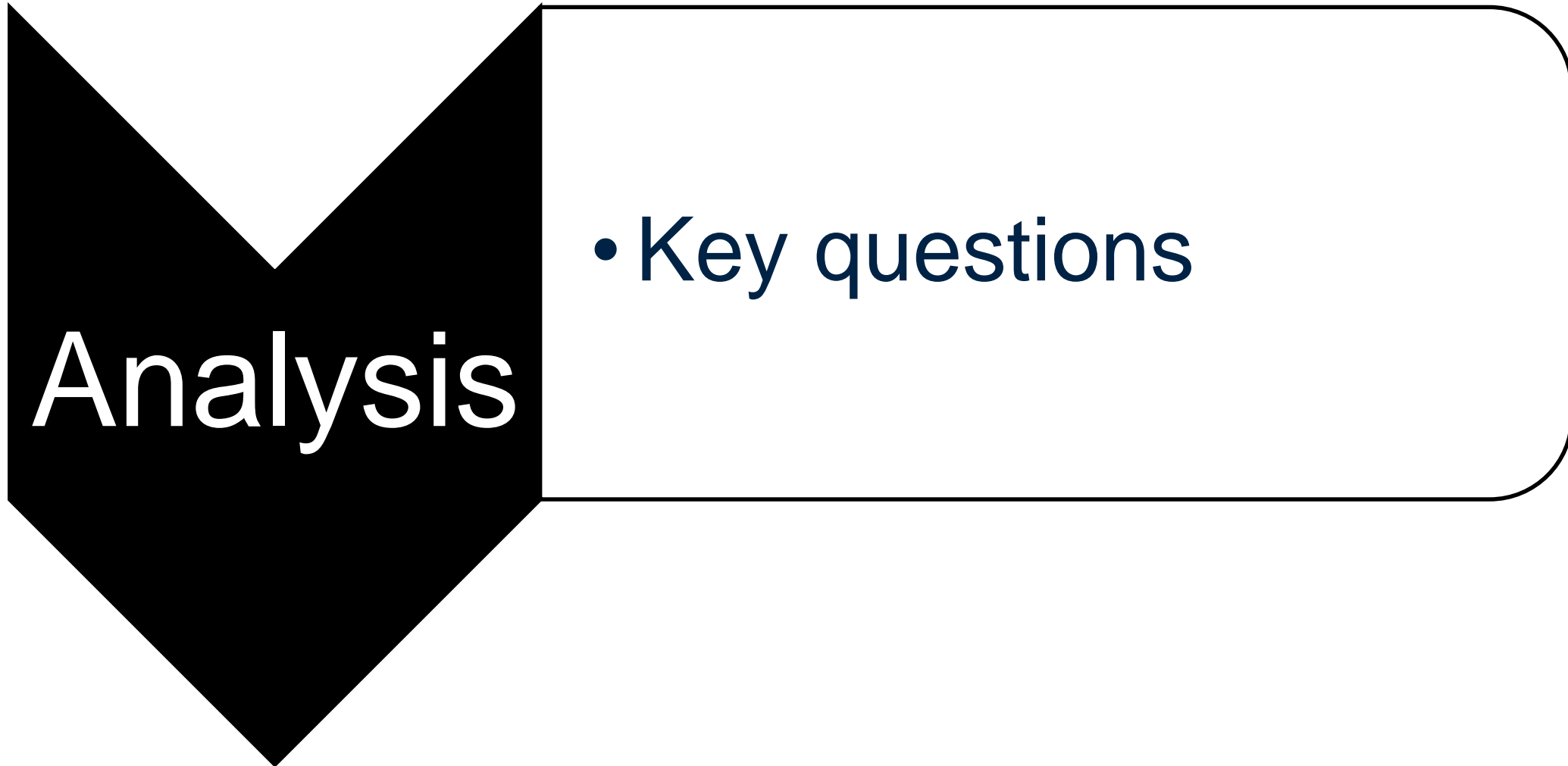
As easy as linking a cell phone to the bus:

1. Camara
2. Accelerometer
3. GPS

There is an App for that!



Digital Platform: components



Example: asset management platform

Key questions to ask from the data?

Example: asset management platform

Can data help build an inventory of assets?

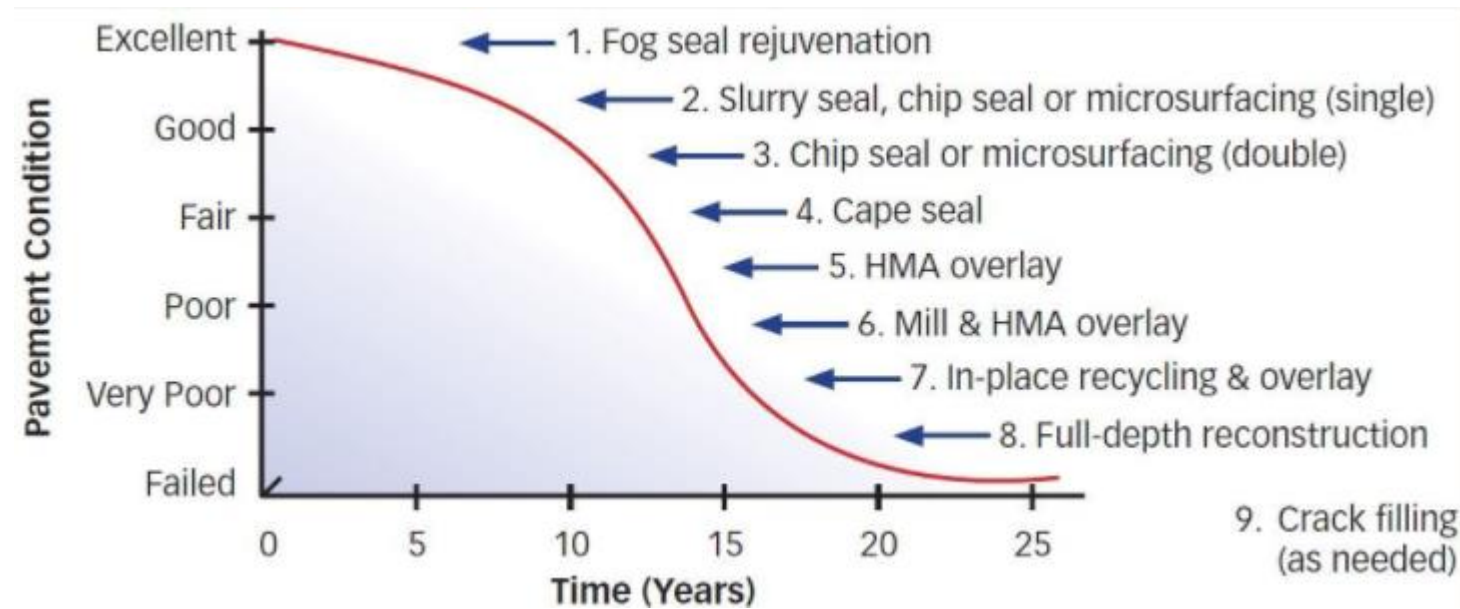
What assets?

Example: asset management platform

1. Roads and pavement
2. Sidewalks
3. Utility poles and traffic lights
4. Manholes

Example: asset management platform

Can data help understand changes in asset conditions?



<https://www.tompsc.com/1017/Pavement-Management>

Digital Platform: components

Data Sharing

- Ethical data sharing

Example: asset management platform

Should the data be shared?

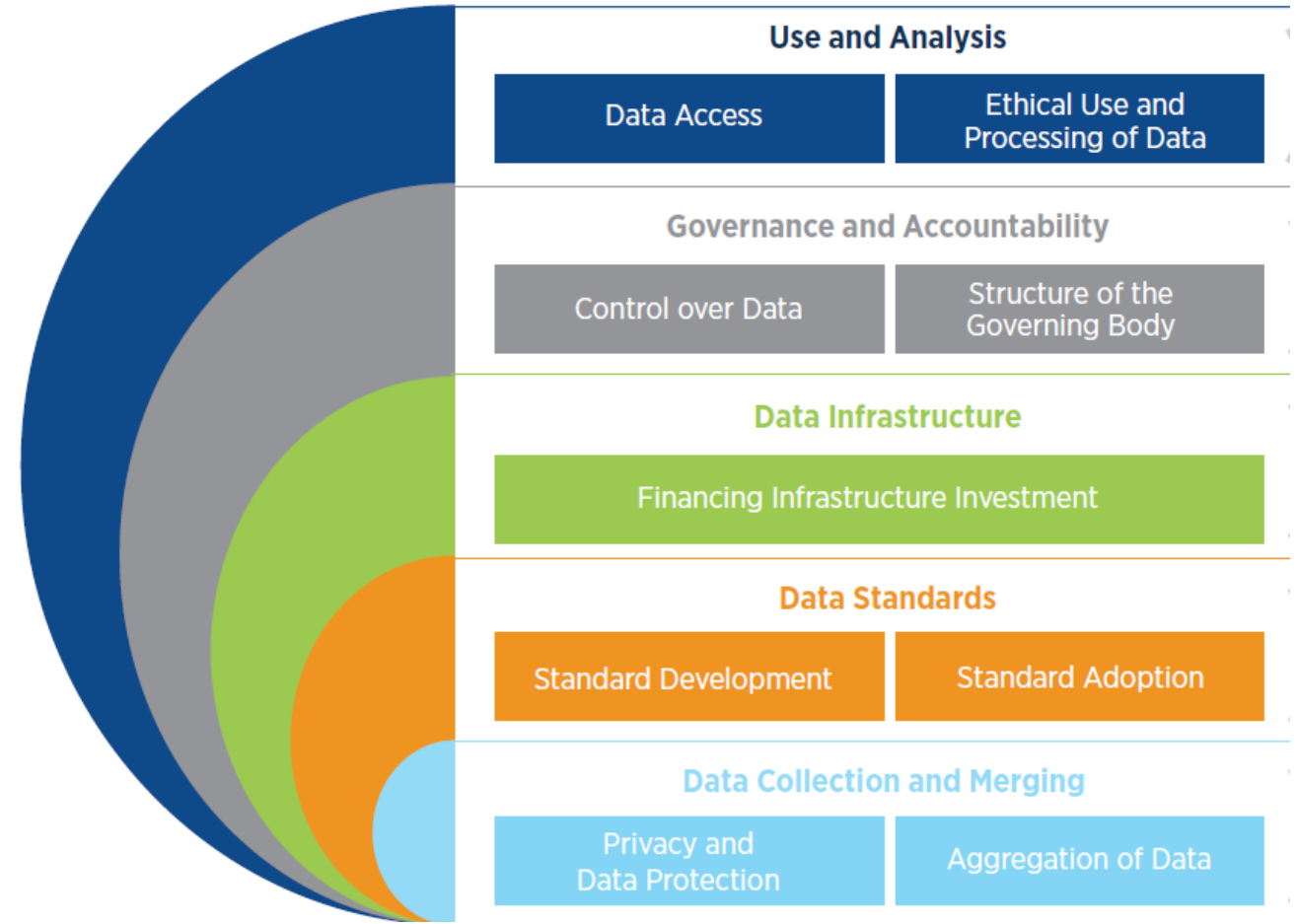
Example: asset management platform

1. Road safety office
2. Traffic management office
3. Traffic police
4. Health department

Ethical data sharing

“Sustainable mobility:
Policy making for
data sharing”

<https://www.wbcsd.org/Programs/Cities-and-Mobility/Transforming-Urban-Mobility/Digitalization-and-Data-in-Urban-Mobility/Policy-to-Enable-Data-Sharing/Resources/Sustainable-mobility-Policy-making-for-data-sharing>



Conclusions

Digital platforms collect data, analyze it to answer useful key questions, and share it with others to improve customer experience.

Next on the agenda

Platforms for improved
city-wide mobility: the
case of Wuhan, China

Mobility Platforms in
Africa