



**Paying for mobility in a  
MaaS context:  
user requirements**



# Hello!



**I am Evelien Marlier**

I like to get people moving





# **My boss: European Passengers' Federation**

EPF



36  
members  
21 countries

# Involved in...



HiReach



**TMaaS.eu**  
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Traffic Management as a Service



**CIPTTEC**

COLLECTIVE INNOVATION FOR PUBLIC TRANSPORT

# Payment and ticketing now



# Payment and ticketing in a MaaS-context...



# What do users' want?

- Trust
- Transparency
- Ease of use
- Ease of payment
- (Cyber) Security
- Fair pricing






How can we meet these needs?





**We believe that you create  
better products and services  
by putting the users central**

An aerial view of a park path. A person in dark clothing is walking away from the camera on a dirt path, carrying a red bag. The path is bordered by green grass and a paved walkway. A tree stands near the paved area, and a bench is visible in the background. Two white text boxes are overlaid on the image: one on the left containing the text 'User experience' and one on the right containing the text 'Design'.

User experience

Design

# Solutions for all



# Freedom of choice

less cash vs cashless

Pre-paid & post-paid

Different payment methods

BACK UP system

# Remove boundaries



**Technology is not the goal!**



# Share data



2.698 fietsers per dag



73.546 fietsers per maand



879.215 fietsers per jaar

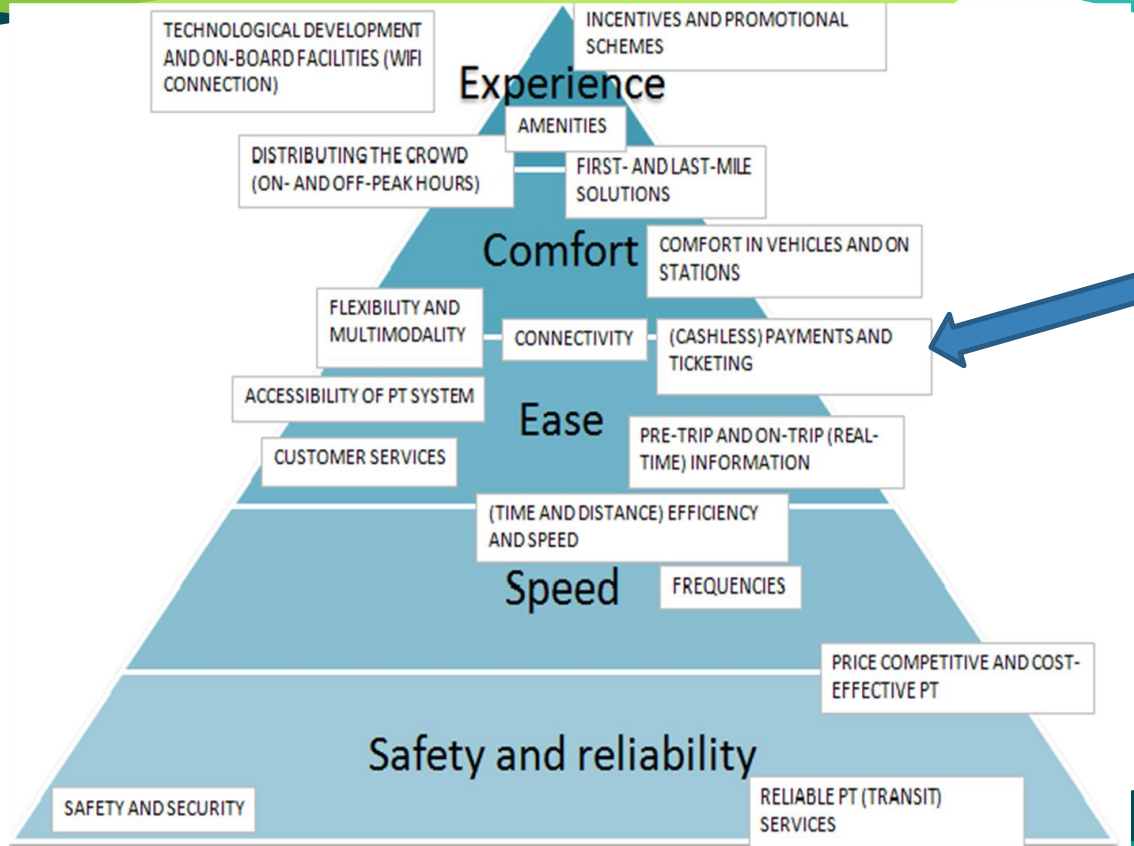




# Share knowledge



# But first things first...





*Payment- and ticketing  
systems serve the passenger!*



# Thank you!

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