Presentation

POLIS Annual Conference 2020

December 1st, 2020

WRITE IDEAS.

Our vision

The time is right for a new form of mobility, that…

… combines the possibilities of urban mobility

… is fun

… is sustainable

…and easily accessible.

yumuv

Now we want to realize our vision!

SBB CFF FFS

VBZ Züri Linie

BVB

BERNMOBIL

yumuv

Now we want to realize our vision!

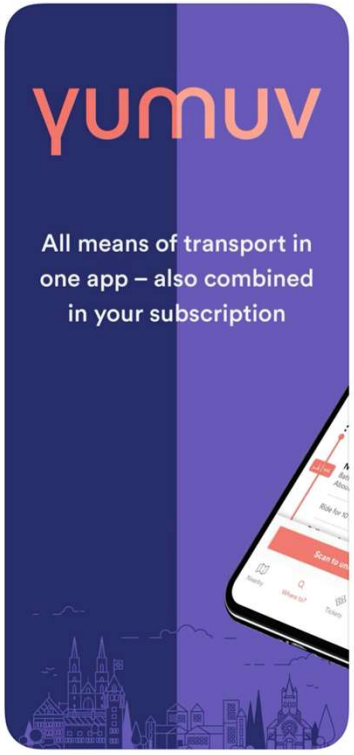
General conditions and focus for yumuv

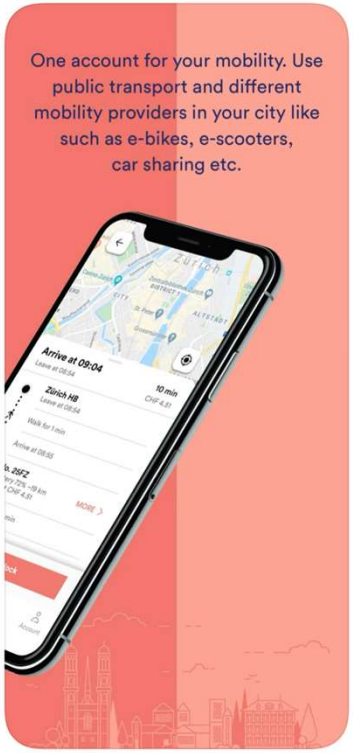
- pilot project for one year (till December 2021) and runs in Zurich, Basel and Bern.
- yumuv focuses on subscriptions
- After the pilot we want to answer the following questions (not conclusive):
  - How is "Mobility as a Service" (MaaS) used and by whom?
  - Does MaaS change travel behavior? If so, how? (e.g. private car ownership)
  - What needs to be considered for the future design of sharing bundles/subscriptions?
  - Which subscriptions meet with customer acceptance?
  - How do bundle users differ from pay-per-use users in terms of mobility behavior?
  - What does the exhaustion of the bundle quota look like?

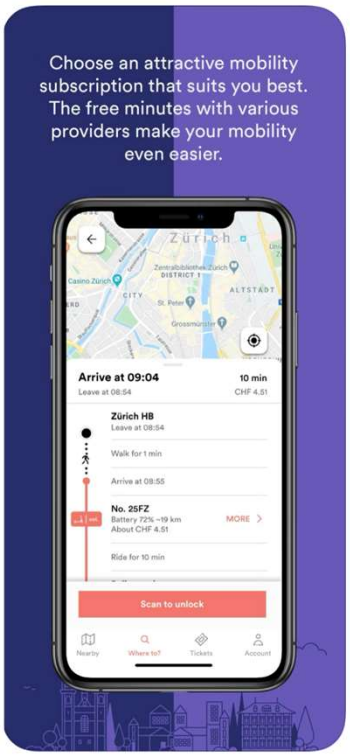
ETH zürich

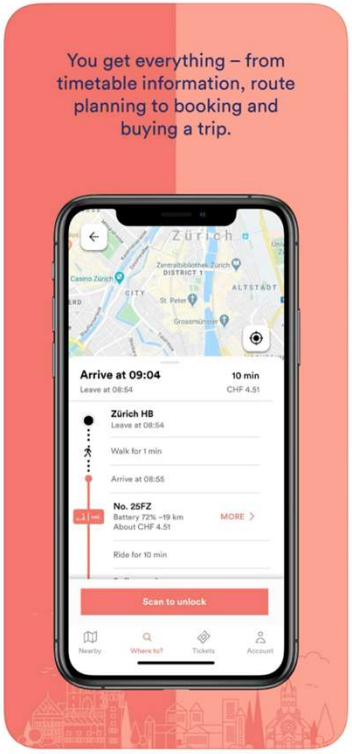
Jetzt downloaden

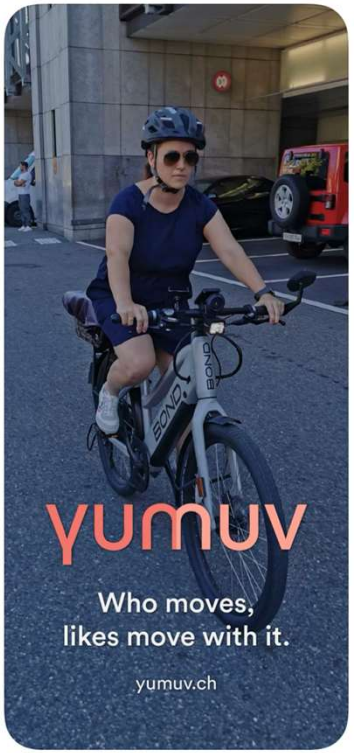
The app is the key to urban mobility











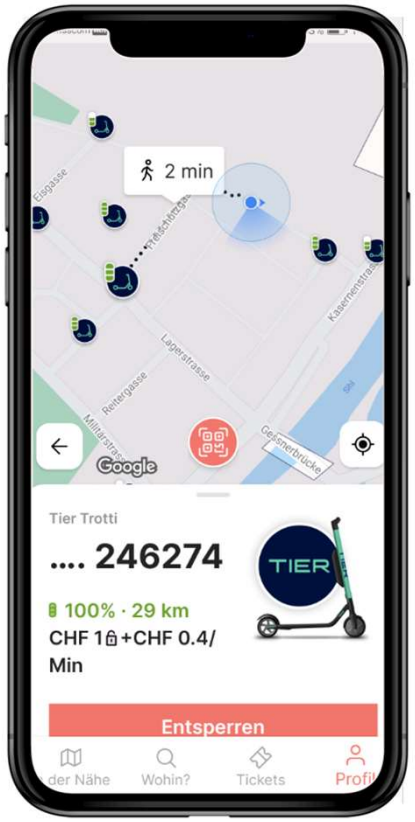
yumuv

Trafi

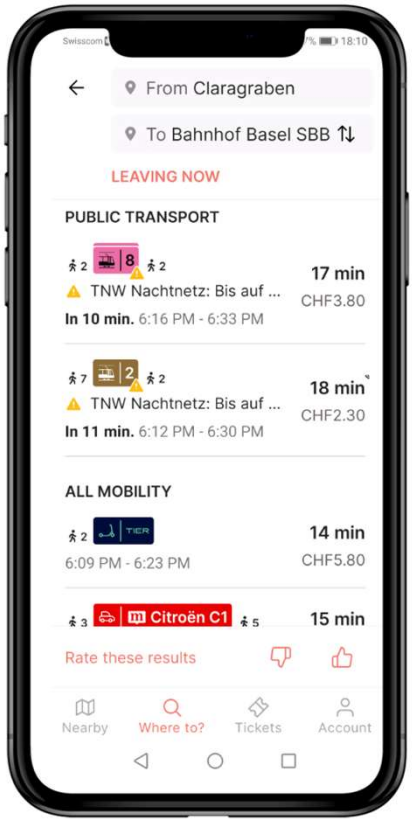
Overview of all mobility options

Zoom in

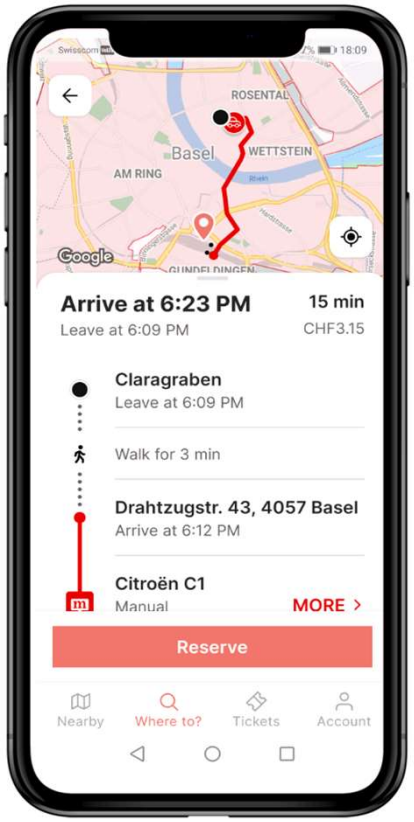
Tab on the scooter to unlock



Route planning and timetable



Routing and reserve the car



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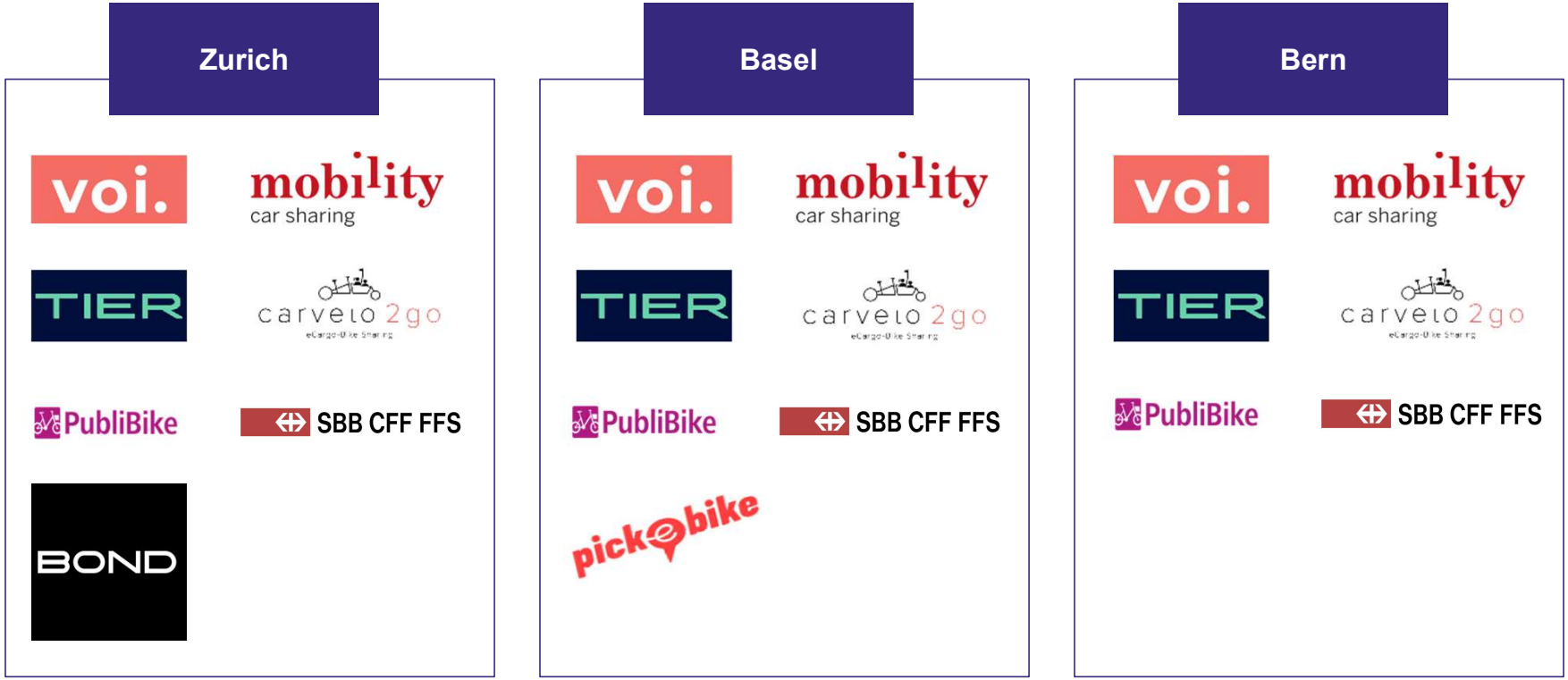
Integrations: We want to integrate these partners in yumuv. Some of them are already available in the app and a part of a subscription.



The yumuv mobility subscriptions are offered in various forms and are constinuously adapted to customer needs.

Subscriptions for Zurich

pay as yumuv

0.–/month

- VOI, TIER, BOND and single public transport tickets
- pay as much as you ride
- no monthly fixed costs

learn more

yumuv easy

19.–/month

- VOI, TIER and BOND
- 60 minutes of flexible usage
- no unlocking fees

learn more

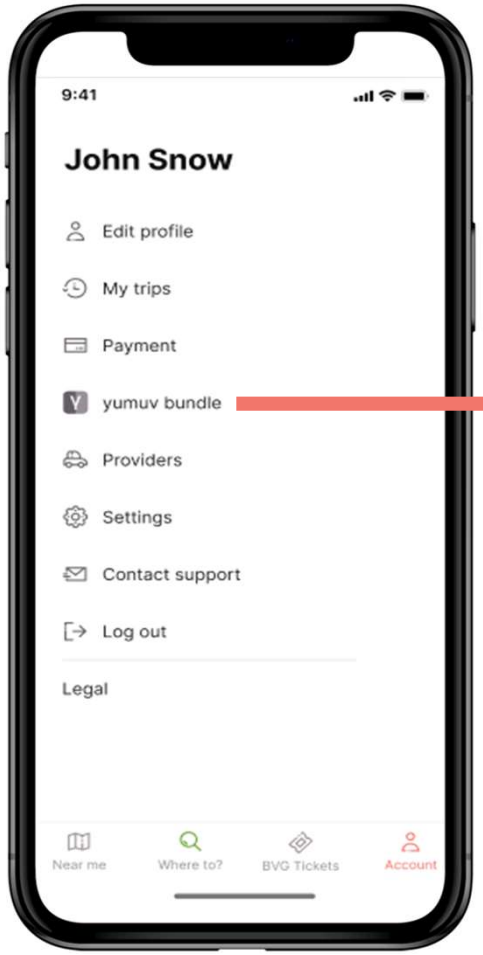
yumuv premium

119.–/month

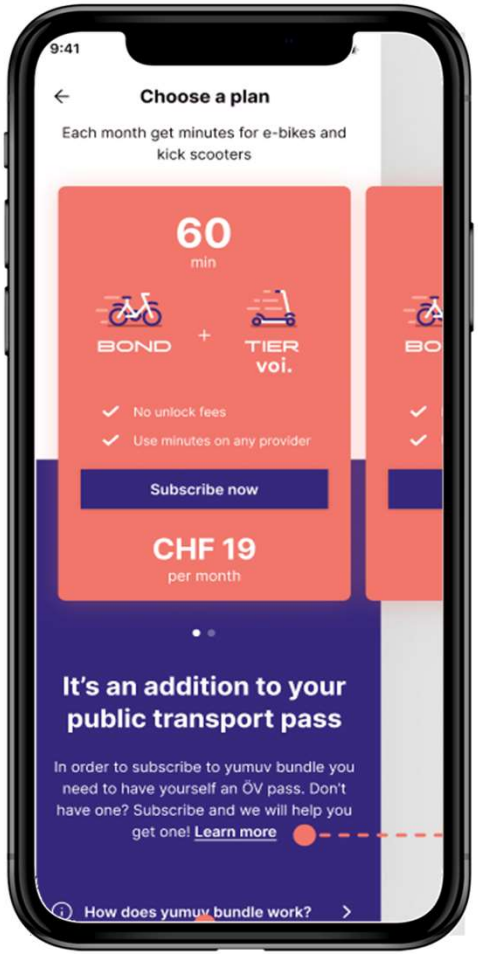
- VOI, TIER and BOND
- 400 minutes of flexible usage
- no unlocking fees

noch mehr erfahren

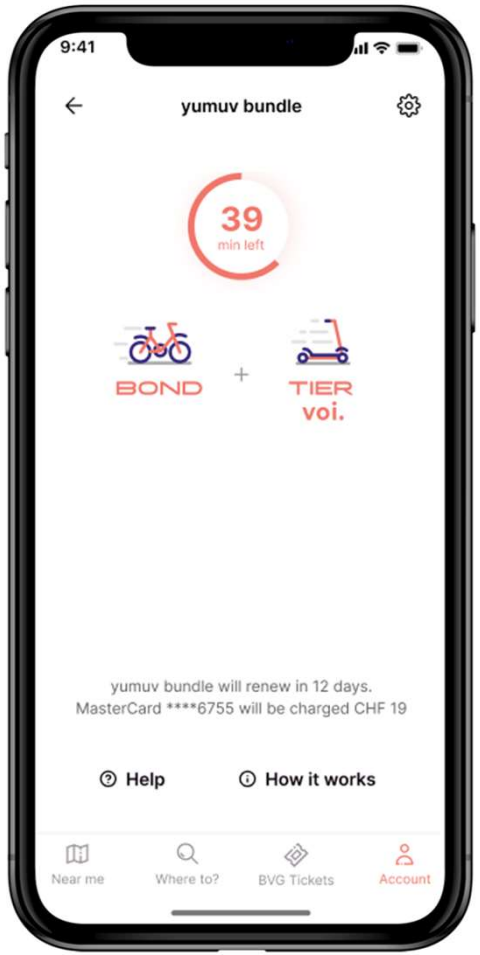
yumuv subscriptions



Subscriptions



Dashboard



PASSION LED US HERE

BOND Schweiz @bond_schweiz · 2 Min.
Liebe Zürcherinnen und Zürcher
Mit yumuv abfahren und Wissen schaffen: BOND ist Teil des Forschungsprojekts der ETH Zürich. Werde Testkund*in und sichere dir eines der 200 neuartigen Mobilitätsabos.
Bewerbe dich jetzt unter yumuv.ch/forschung
#yumuv
Mobilität so einfach: Verkehrsmittel im Abo
yumuv.ch
yumuv — the next big leap for Mobility as a Service
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Public Transport
ETH zürich
Institut für Verkehrsplanung und Transportsysteme
E-Scooter und E-Bikes im ÖV-Abo?
Werden E-Scooter und E-Bikes bald teil des öffentlichen Verkehrs? Die ZVV testet das Projekt «Yumuv». Prof. Kay W. Axhausen im Interview.
IVT
News suchen
Suchen
SBB planen Abo für Zug, Trottinett oder E-Bike
Ein Abo für Zug, Trottinett oder E-Bike: Die SBB und städtischen Verkehrsbetriebe lancieren das Projekt «Yumuv». Tester werden gesucht.
Bahnonline.ch
«Yumuv» – Alle Verkehrsmittel der urbanen Mobilität in einem Abo
In Verbindung bleiben
watson
SBB planen ein Abo für Zug, Trottinett und E-Bike – 200 Tester sind gesucht
Ein Abo für Zug, Trottinett oder E-Bike: Die SBB und städtischen Verkehrsbetriebe lancieren das Projekt «Yumuv».
stefan ehrbar / ch media
MEHR «SCHWEIZ»
VCÖ MOBILITÄT MIT ZUKUNFT
Top 5-Projekt beim
VCÖ-Mobilitätspreis
Österreich 2020
zurück zum Voting
yumuv

Customer Feedback

> yumuv is like Google Maps. Everything in one place - everything there.

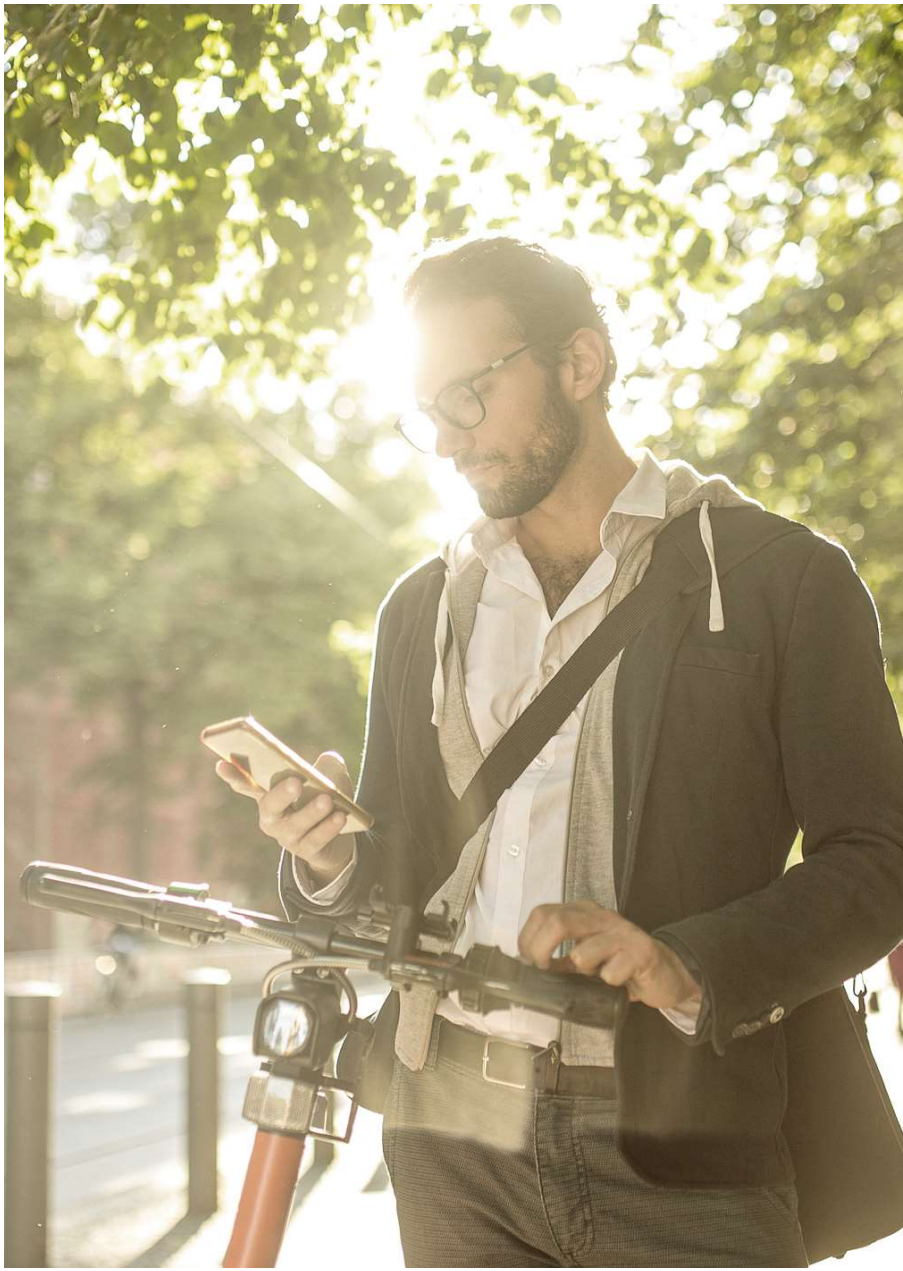
> Yumuv makes sense - you can see the whole mobility offer around you on the map.

> It is tedious to have a separate app for each provider and to have to register each time. yumuv offers the perfect solution.

> Early in the morning and late in the evening there are no good public transport connections. So I was already glad about a scooter.

> With the yumuv subscription I benefit from better prices than without subscription.

> The expenses for my mobility can be planned with the yumuv subscription.



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Next steps

- Promote Start in Basel with with new mobility service provider (free floating Mobility Carsharing)
- Launch new bundles in Zurich with new mobility service providers (station based Mobility Carsharing)
- Launch yumuv in Berne in January 2021
- an initial data analysis (questions for the pilot, further development of subscriptions,…)
- Integration of further mobility providers in yumuv

Questions

yumuv

Thank you for your attention!