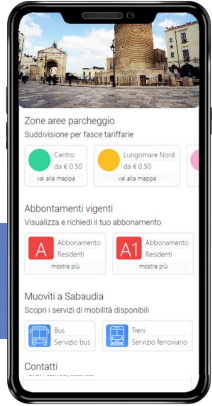## Epa Award 2022
Muvin: Urban Mobility Solution

Category 5: Marketing and Communication for Parking
SIS Mobility Solutions – Interparking Group (Perugia, Italy)

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WHAT IS MUVIN ?

Muvin makes the mobility plan truly available. On a personalized _web portal,_ the Administrations can provide useful information about mobility in their city: from private mobility operators to the public transport system. The cities can easily inform on services, scheduled events and regulation of every sector of local daily life.

Perfectly customizable to the specifications of individual city, the web portal is designed to facilitate user adoption and loyalty to the service. Ultimately, it is a fully customizable and configurable system that provides total control over the data.
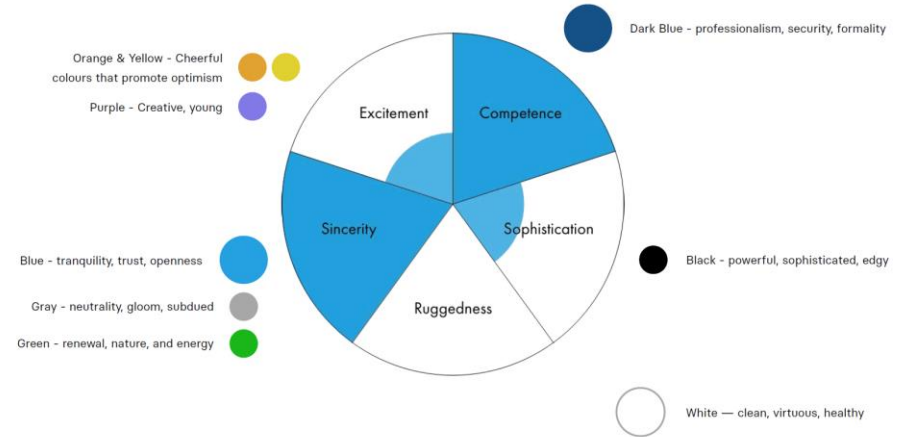
In a nutshell: Muvin provides in a _clear_, _fast_ and _readable way_ all the necessary information and above all automatically updated information such as new parking areas, rates, extraordinary prohibitions for road closures or events.

POSITIONING

01 **To understand competitors, their value proposition and their market positioning:** we launched a broad benchmark between existing solutions.

02 **To make researches and create the concept proposal and identify who would be the users** (and for what reasons): we conducted field interviews and Surveys.

03 With the data gathered through the two steps above, **we created our value proposition,**

Brand personality map
Colour spectrum

Orange & Yellow - Cheerful colours that promote optimism

Purple - Creative, young

Blue - tranquility, trust, openness

Gray - neutrality, gloom, subdued

Green - renewal, nature, and energy

Dark Blue - professionalism, security, formality

Black - powerful, sophisticated, edgy

White — clean, virtuous, healthy

Excitement

Competence

Sincerity

Sophistication

Ruggedness

Street smart

Being street smart is an important skill to have and a good way to take care of yourself. Avoid dangerous spots and situations, and stay as alert as possible at all times.

Reliable

Beyond just being dependable, being reliable is synonymous to being unerring at a high level. Especially important for dangerous or very impactful kinds of work.

Pro-active

Being proactive means thinking and acting ahead of anticipated events. To be proactive means to take action, embrace your responsibility, and control your responses.

Reassuring

If you find someone's words or actions reassuring, they make you feel safe and take away your anxiety.

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VALUES

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KEY FEATURES

FOR USERS

- **Find Parking Areas** positioned on the map of the city and differentiated by color
- **Consult Rates** for each area with days and times of payment for Car - Motorcycle - Motorhome – Bus
- **Online Payment** for pass, subscriptions, LTZ
- **Integration** with smart mobility services (Public and Private transport, sharing)
- **Reduced rates**
- **Space availability System** (sensors, cameras)
- **Exemptions** for special categories

FOR MUNICIPALITIES

- **Quick setup** of seasonal rates
- Citizenship **alerts**
- **Loading and unloading** Area Management
- Indication on map of **Off-Street parking** spaces
- **Integration** with existing services

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MOBILITY AS A SERVICE

Muvin can tell motorists in real time the right thing to do

Which parking spaces are free?

What are the hours and rates?

What and where are the limitations to traffic?

Thanks to Muvin, drivers are able to know complimentary and alternative options to their use of cars: public transportation, mobile staircases escalators, elevators, cable cars. And even spots for car and bike sharing, shuttle services, and electric charging stations
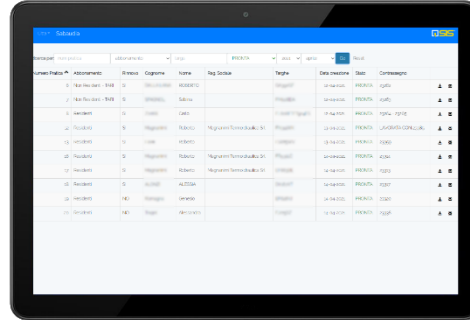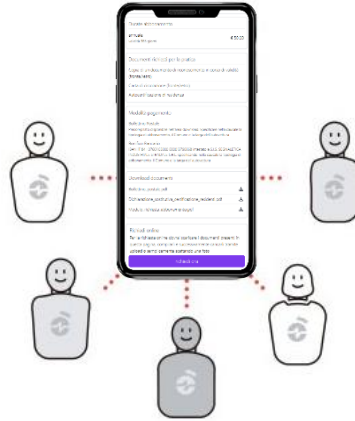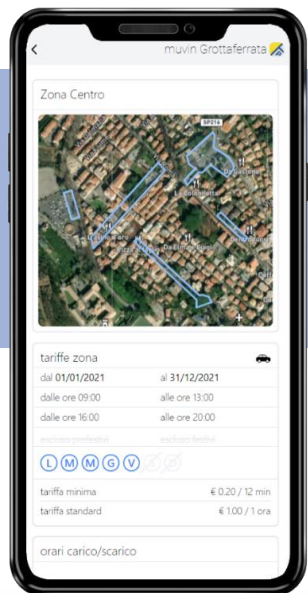
PASS AND SUBSCRIPTIONS

FOR USERS

- **Browse the types of access/parking pass**, subscriptions or other services available **& see their tariffs**

- **Download** the documents if needed to request the appropriate title

- **Send** the request and **upload** the documents from Muvin

- **Receive emails** about the status of your request

- **Dematerialized Subscriptions** the pass is controlled by plate reading with availability of decals if the Municipality requires it.

- **Contact the office** or technicians for support (email, phone or WhatsApp)

- **Consult terms, conditions and regulations** of the services also in case of changes to the parking
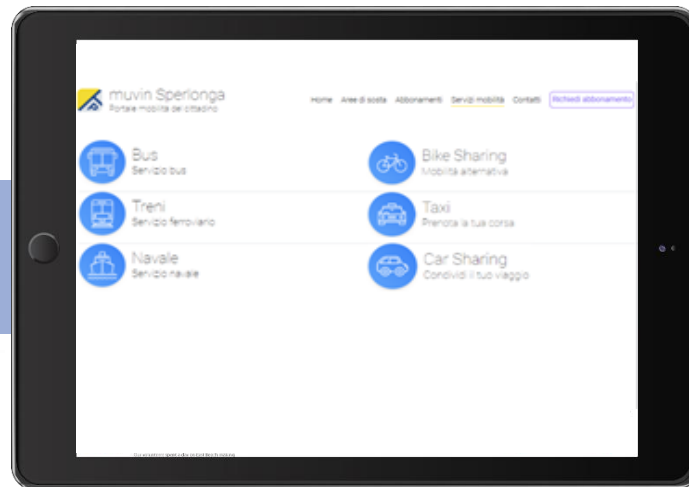
FOR MUNICIPALITIES

- **Backoffice** for processing files

- **Database** of requests and storage without the need to print documents

- **Rectify document deficiencies** contacting the user

- **Supervised access** to the system to carry out sample checks

- **Export of data** for integration with parking control systems (auxiliary handhelds, LTZ points)

SNEAK PEEK

To use Muvin you don't need to download any application.

Muvin is in fact a website that behaves like an app, optimizable, starting from the web address up to the range of services illustrated, for each distinct city.
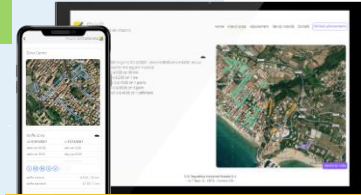
LOCATIONS AND ROLL OUT

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PILOT

The Adoption rate (25% of subscriptions) of the Pilot project launched in April 2021 in Sabaudia exceeded the expectations

LAUNCH

6 more cities adopted Muvin with a total of 1500+ users actively requesting services through the solution.

NEXT STEPS

SIS plans to extend Muvin to all its management contract especially the new ones with a constant roll-out of new features and integrations

SIS mobility solutions

Interparking

EFFECTS ON CITY LIVING

LIVE THE CITY

On-street parking is often concentrated in the Downtown area. Muvin offers the information drivers need to choose how to experience the city. This is through information on parking area locations, rates, and multi-modal transportation options

IMPROVED CUSTOMER SERVICE

Muvin allows motorists to use services provided by the Municipality online. It is possible to download the necessary documents, fill out online forms, request services and make payments in the manner chosen by the Municipality. The user experience is dematerialized and moves from the physical office to Muvin with the possibility of receiving at home Passes and Decals where needed.

PARKING AVAILABILITY

Muvin can receive information from parking availability sensors. This allows to give the user reliable information in real time about the availability of the parking space

CITY RESOURCES

Muvin can integrate different thematic portal already available in the Municipality. Information on tourist routes, Guided Tours, Links to Institutional Portals, Public Transport, links to Trains, Cabs and Naval transport

RESULTS

25%

Penetration on
service requests

1500+

Unique Users requested
services

30+

Municipalities willing to join
in 2022

Muvin is not just another App. It's a Mobility As A Service solution
built upon different modules that allow every City to have its personal and tailored web Portal.
Parking, Services, Payments, integration with public and private mobility can be combined to
transform every city into the Smart city expected from years.

Interparking