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ACTIVATING GLOBAL MOBILITY SOLUTIONS  
ITS—ENHANCING LIVEABLE CITIES AND COMMUNITIES



# 2016 MELBOURNE

23rd World Congress on Intelligent Transport Systems  
Melbourne Convention and Exhibition Centre  
10–14 October 2016



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# Professor Phil Blythe

Chief Scientific Advisor, UK Department for Transport  
and  
Professor of Intelligent Systems, Newcastle University, UK

**The ITS Observatory: Understanding the Customer**



Department  
for Transport



# Contents

- Who are the users (customers) of the ITS-Observatory?
- What do the users (customers) of the ITS-Observatory want?
- How will the ITS-Observatory be valuable to the University of Newcastle?
- How will the ITS-Observatory be valuable to the UK Department for Transport?



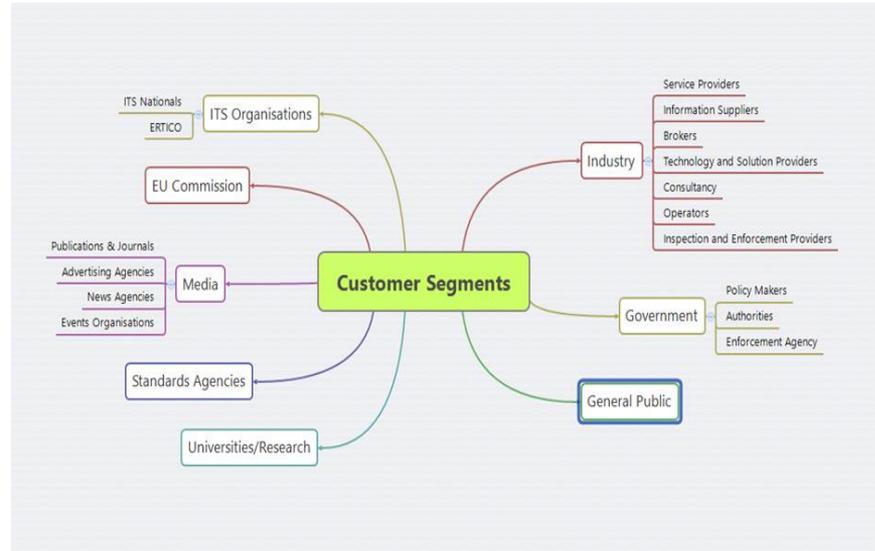
# Customer Requirements

- 2 x workshops, surveys, interviews (May 2015- Feb 2016)
- Established what people want from the ITS-Observatory and how they will use it:
  - Industry
  - Public authorities/ agencies
  - Research organisations
  - ITS organisations
- Clarified general differences in priority requirements between public and private sectors



# Customer Segmentation

- Industry (7 categories)
- Government (synonymous with public authorities/ agencies)
- Research organisations
- ITS organisations
- EU Commission
- Media
- General public
- Standards agencies



# Customer Stories

- For each customer segment we established a 'story' to understand how they would use the ITS-Observatory:
  - **Customer** – category, needs, specific objective/challenge ITS-O will address
  - **Expected output** - what does the customer expect to get from ITS-O?
  - **Publishing** - what content would the customer publish and does the publishing functionality meet their needs?
  - **Search** – how does the customer use ITS-O to perform knowledge acquisition (e.g. 'what is where', 'who's who', other resources)
  - **Follow up**
    - ✓ How does the customer's interaction with ITS-O apply in practice (e.g. new networks, enhanced procurement processes, etc.)
    - ✓ How will the customer use/ benefit from ITS-O in the future
    - ✓ How does the customer benefit from other features (e.g. knowledge marketplace, forum, blogs, events listing, etc.)
- Customer stories based on real interviews with stakeholders at ITS European Congress, Glasgow (June 2016)



# Expected Output

Key output:

- 'What is where'
  - 'What is new'
  - Standards
  - Success stories
  - Knowledge marketplace
  
  - The need for standards/legislation/guidelines wasn't so prominent in previous findings (previous workshops)
  - 'What is where'/'What is new' and success stories are acknowledged as important from an output and input perspective
  - Cities cite 'what is where', standards and success stories
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# Publishing

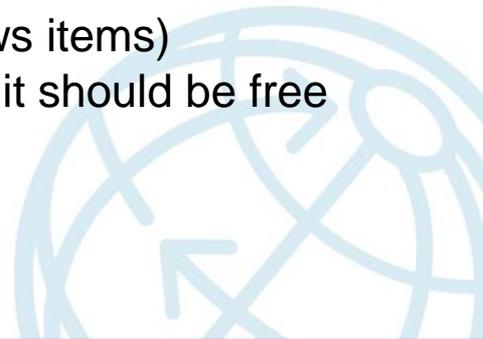
Key published material:

- Product portfolio
  - 'What is where'
  - Success stories
- 
- Clear drive from industry to publish products and services content for marketing purposes, and to extend customer base among cities/public authorities
  - They will publish 'selected' content
  - Hope to use published content to gain understanding of competition (whilst also acknowledging that published content will be 'selective')
  - There is clear understanding that 'what is where' and success stories need to be published in order for the ITS-O to be useful
  - Success stories must come from ITS users (e.g. cities), not suppliers
  - Publishing must be quick and easy
  - Blogs not seen as a 'must have', rather a 'nice to have', and little interest in providing them
  - A few users would publish other material, e.g. videos, press releases, brochures, publications, white papers
  - Cities cite success stories ('implementation experiences')
- 

# General Comments

Very positive feedback (with caveats):

- Purpose and potential of ITS-O very evident, much less labour intensive than conventional search mechanisms
- Functionality very well thought out, but publishing must be easy
- Virtuous (or vicious!) circle: must be well used (number of users, and frequency) to be of benefit, but that depends on quality of content, which depends on number and commitment of users
- Therefore (key message), **ITS-O is only as good as its content** (recognition that there must be buy-in by users as content providers)
- Content must be kept up-to-date (especially events listing/ news items)
- Ownership vital (shouldn't be a commercial organisation), and it should be free
- Permanent staff may be needed to keep it up-to-date
- Different languages?



# Potential Customers in Their Own Words

- “ITS-O will be beneficial in the aspect of creating and maintaining a strong network and community of ITS experts” (European ITS Platform – EIP)
- “ITS-O will be useful in facilitating knowledge exchange and bringing together experts from different regions and ITS areas. In the long term it can help facilitate harmonisation in terms of systems and deployment” (SEE-ITS)
- “ITS-O gives access to a catalogue of professionals, a library of documents, results and deliverables” (DITCM)



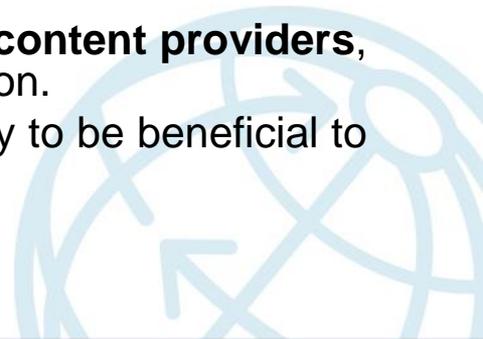
# UNEW and DfT as Customers

- University of Newcastle (UNEW) – find project partners/ who's who/ knowledge acquisition (e.g. project, deployments)/ publish research/ evaluation findings
- Getting key organisations on board
- Test effectiveness of the system
- Make the ITS-O a useable and sustainable resource
- Literature review/state of the art
- Ensure we don't reinvent the wheel



# ITS-Observatory at ITS European Congress, Glasgow (June 2016)

- Special Interest Session focussed on business models and sustainability strategy for decision-support tools in the area of ITS
- ITS-Observatory will help highlight the challenges for ITS deployment across Europe: what has been developed and where, what are the main challenges and obstacles for deployment?
- University of Newcastle led a state-of-the art study to identify key success factors and lessons learnt from previous initiatives
- Identified existing decision-support tools and platforms for collaboration in complementary areas. The ITS-Observatory follows a different innovative approach, implementing a flexible and agile methodology
- Two groups of users are identified – **knowledge consumers** and **content providers**, hence users will be invited to enter and publish their own information.
- The information is solution-oriented and presented in a neutral way to be beneficial to all segments of the ITS Community



# Conclusions from Glasgow – To Discuss

## How to make the ITS-Observatory useful according to the speakers:

- Understand the audience, have the right questions, use the right language
- Show what are the solutions, where are they implemented, propose clear starting point towards the action
- Building trust, less time consuming, useful
- Knowledge, results, exchange on high level
- Companies communicating with each other, focus on solutions rather than technologies
- One stop shop, links to other initiatives
- Combination of all the above mentioned – trust, discussion in secure environment



# Conclusion

## ITS-Observatory as an International Resource

Please help us make this a success and a resource we can all use.

