# Presentation

UIC
Session 1 – Best practices and success stories inspiring future opportunities

December 3rd, 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!

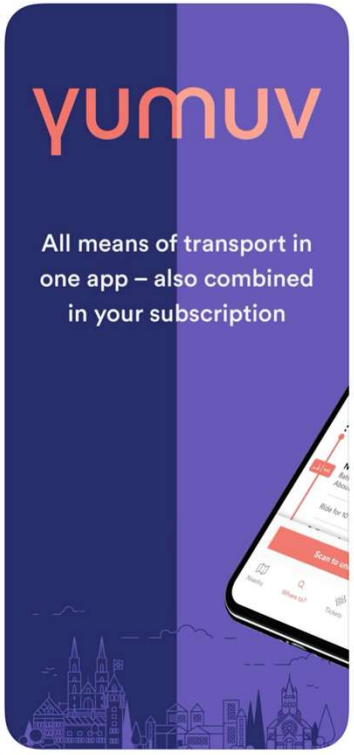
# General conditions and focus for yumuv

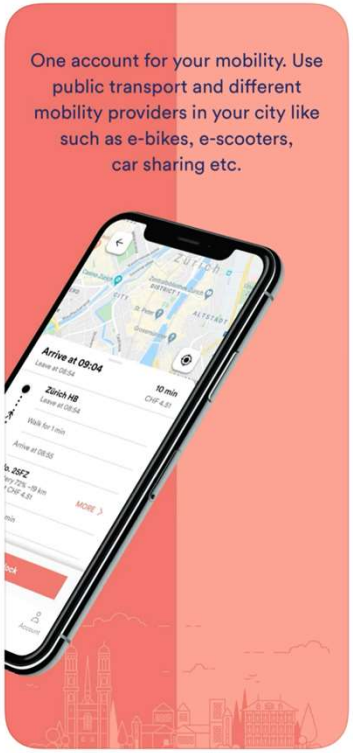
- pilot project for one year (till December 2021) and runs in Zurich, Basel and Bern.
- yumuv focuses on subscriptions
- After the pilot we want to answer the following questions (not conclusive):
  - How is "Mobility as a Service" (MaaS) used and by whom?
  - Does MaaS change travel behavior? If so, 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?

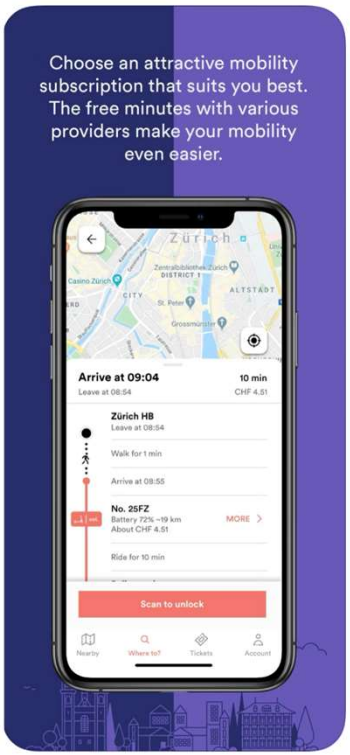
ETH zürich

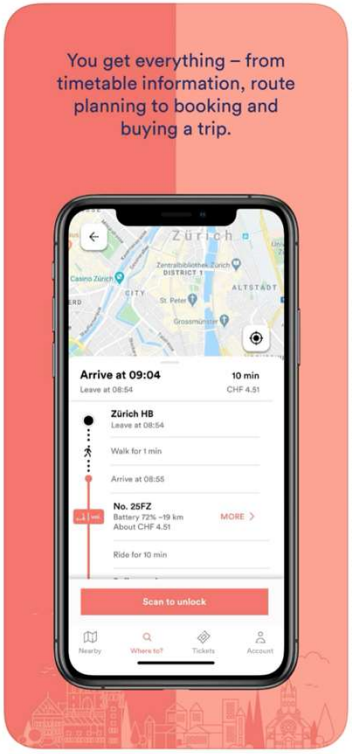
Jetzt downloaden

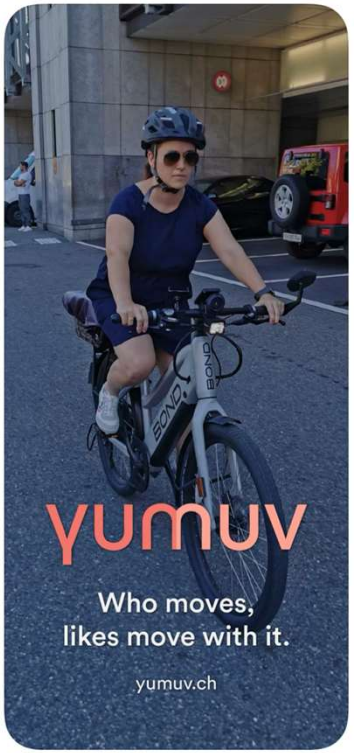
# The app is the key to urban mobility





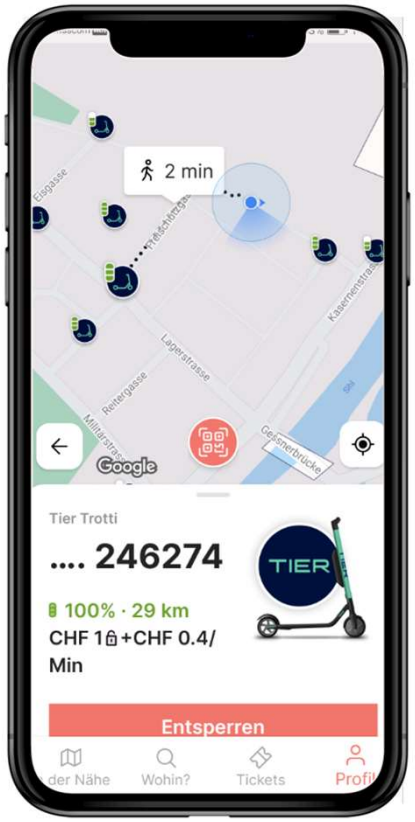

yumuv

Trafi

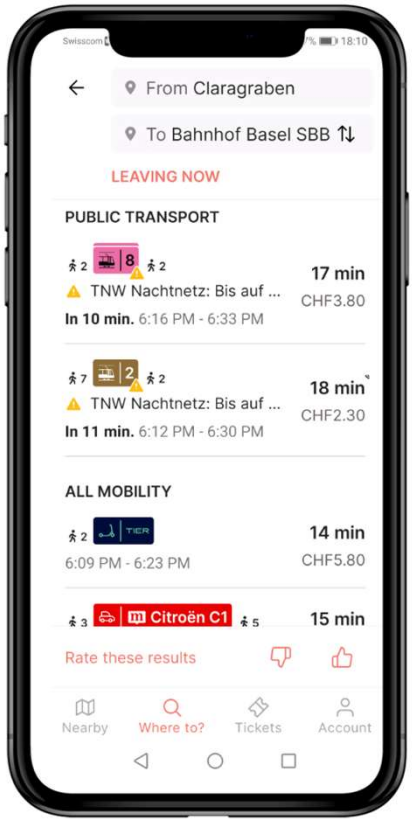
## Overview of all mobility options

## Zoom in

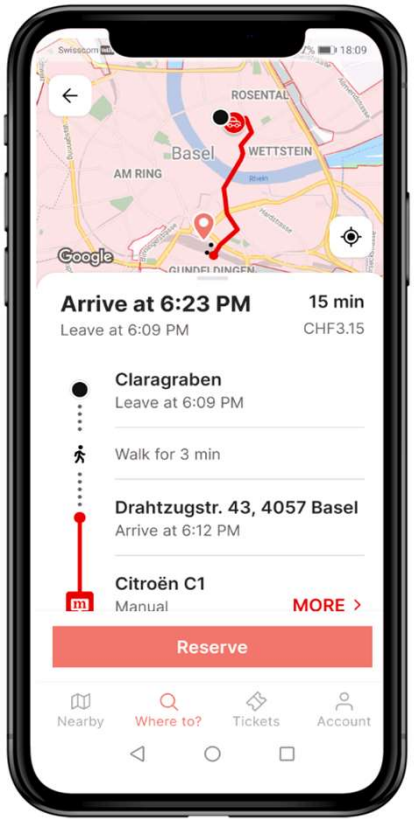
## Tab on the scooter to unlock




## Route planning and timetable




## Routing and reserve the car

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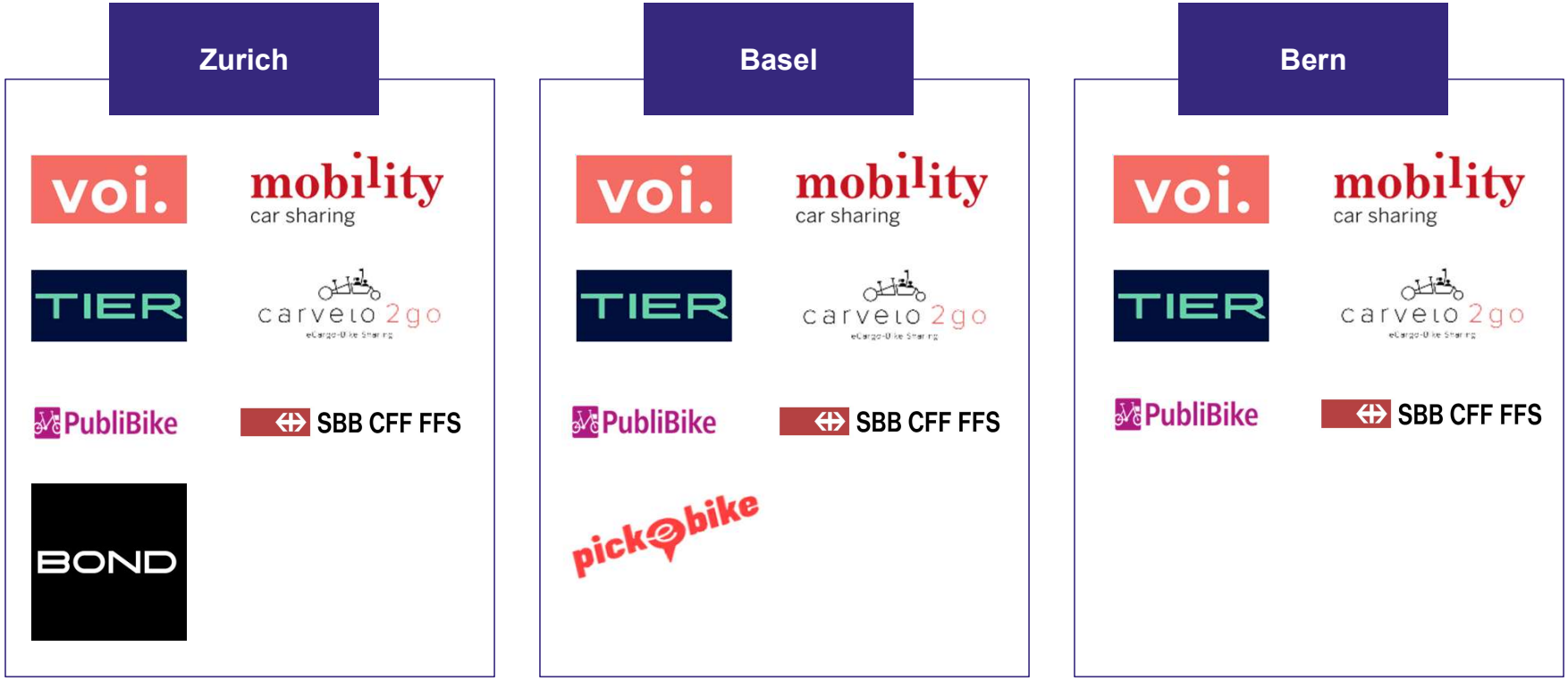
# Integrations: We want to integrate these partners in yumuv. Some of them are already available in the app and a part of a subscription.



# 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

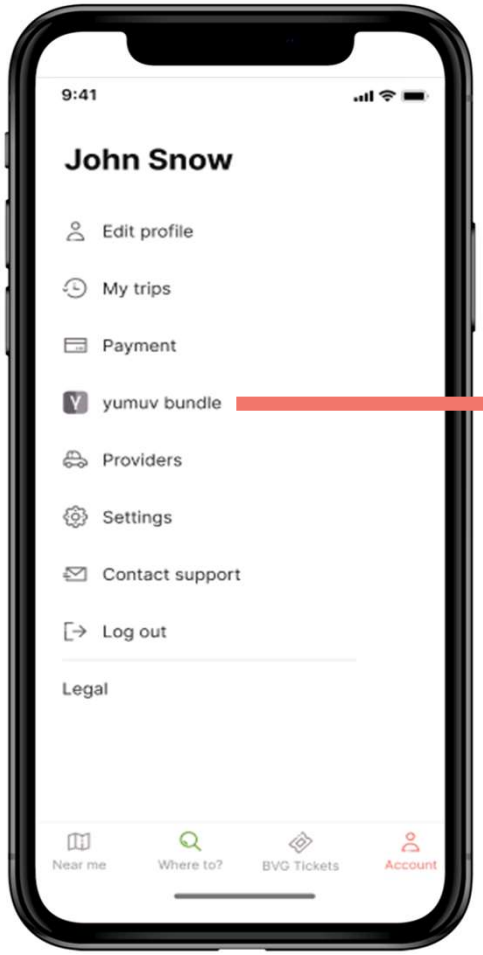
## yumuv premium

119.–/month

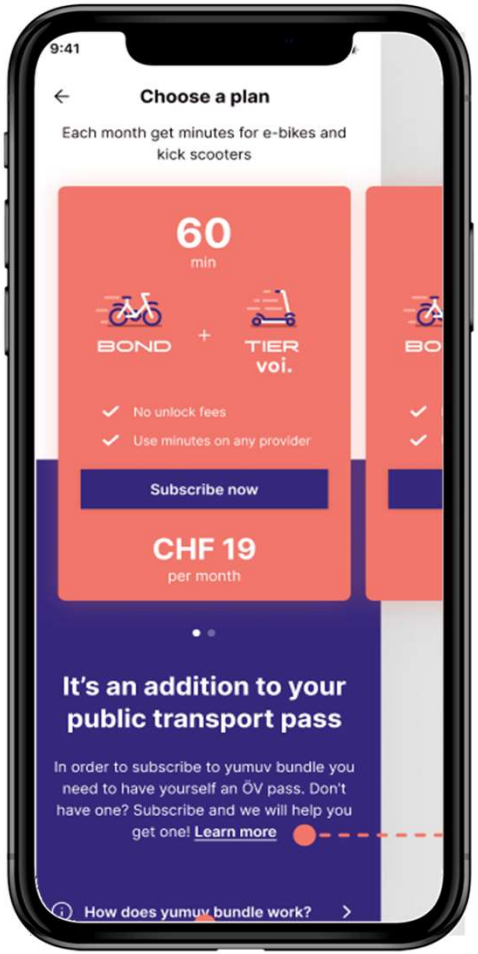
- VOI, TIER and BOND
- 400 minutes of flexible usage
- no unlocking fees

noch mehr erfahren

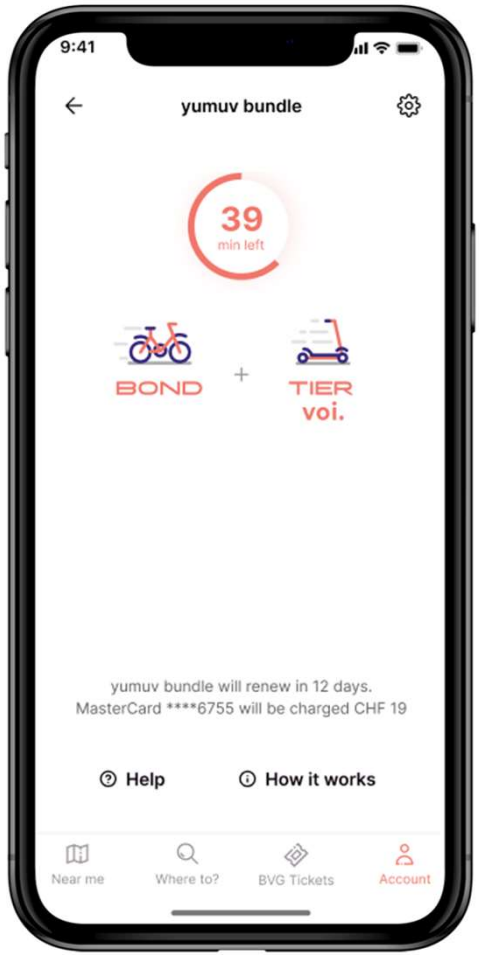
## yumuv subscriptions




## 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
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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.

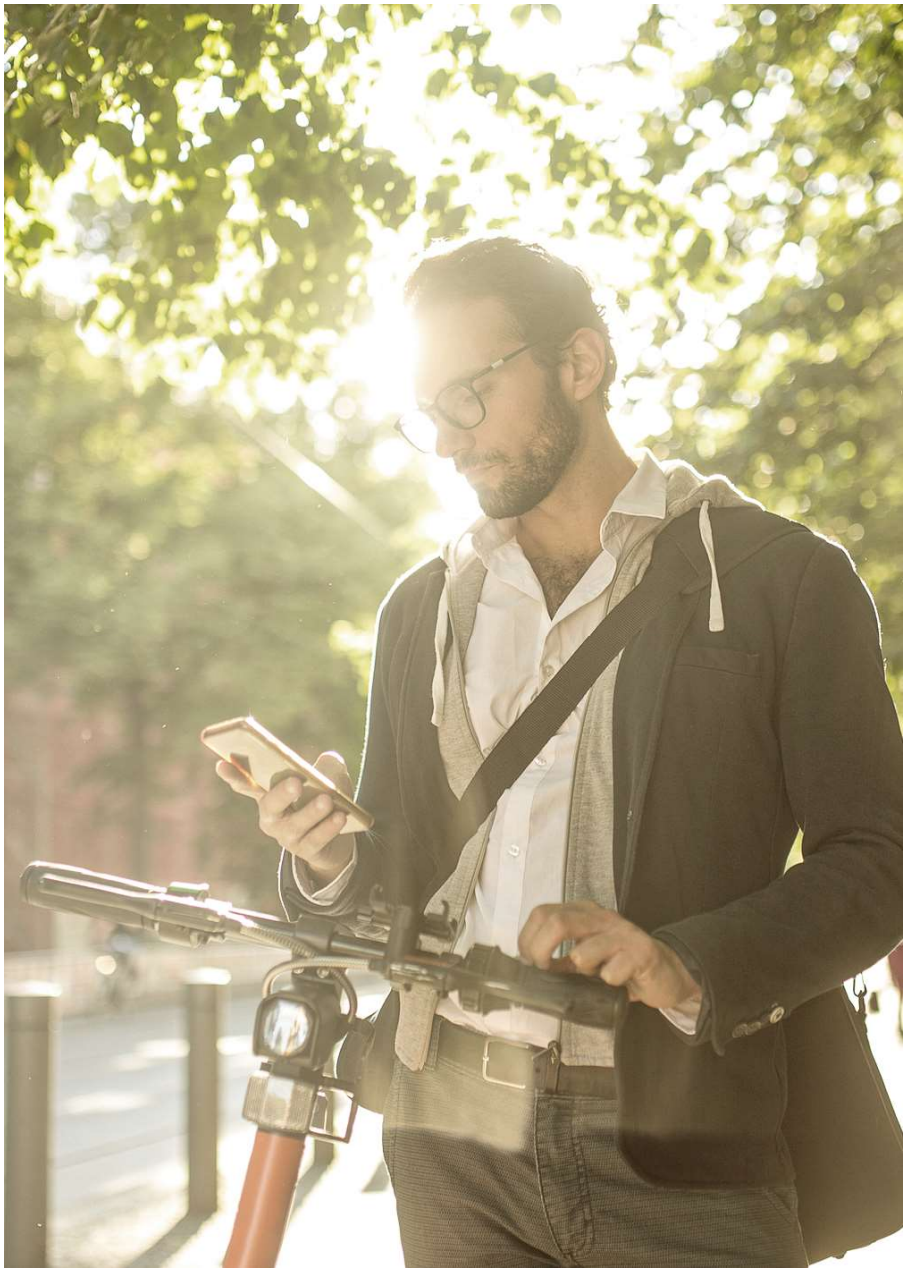
> Yumuv makes sense - you can see the whole mobility offer around you on the map.

> 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

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Thank you for your attention!