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Transnational transferable IT tool for
landside passengers' low carbon travel
planning

Version 1
06 2019

SEA Milan Airports





Content

Passenger pilot action at Milan Airports 2

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The pilot action is part of SEA Milan Airports' strategic plans concerning Information Technology (IT) solutions for passenger surface access at Malpensa and Linate. In particular the pilot includes the following phases:

1. **Analysis and benchmark:** the phase focuses on understanding customers' needs, analyzing third-party tools providing surface access information and the related information processes, benchmarking the pilot Applications with other market products, and defining the minimum viable product to inform the following phases.
2. **User experience design:** the phase focuses on passenger travel planning; this includes the definition of user stories for the main customer's journey, the development of the information architecture and of the wireframe prototype to integrate third-party tools. The phase also includes the implementation of a chatbot to provide surface access information to passengers.
3. **User interface design:** the phase focuses on designing the user interface and developing a CO₂ calculator to quantify the passenger's carbon footprint to access the Airports.
4. **User test:** the phase focuses on testing the products developed in phase 2 and 3; this provides SEA feedback on products' accessibility and usability, and on the types of information and on functionalities provided.
5. **Reporting:** the pilot report includes results and lessons learnt to share with the LAirA partners.

Table 1: Facts on Milan Airports' pilot for passenger surface access

Airport:	<i>Milan Linate, Milan Malpensa</i>	Duration:	<i>June - November 2019</i>
FUA:	<i>Milan metropolitan area</i>	Budget:	<i>€67,887.60 (direct costs for IT expertise)</i>
		Estimated number of users:	<i>Fill in</i>
Objectives:			
<ul style="list-style-type: none"> Improving / extending surface access information systems; Enhancing the passenger's digital experience; Delivering dynamic information to passengers and increasing surface access information service level. 			
Expected Impact:			
<p>The long-term impacts are:</p> <ul style="list-style-type: none"> improved customer service for Airports' access; enhanced information systems on low-carbon mobility solutions to access the Airports. <p>The pilot short-term impacts are:</p> <ul style="list-style-type: none"> improved knowledge and capacities to deliver passengers surface access information; the availability of IT products contributing to SEA's strategy to deliver a Mobility-as-a-Service project; the capitalisation of SEA's pilot experience by the LAirA partners to inform their future strategies for sustainable surface access. 			



Challenges:

- Considering the whole surface transit offer at the two Airports;
- Cooperating with mobility providers to integrate transit offer information;
- Considering different type of users that could have different needs;
- Considering needs of Persons with Reduced Mobility.