

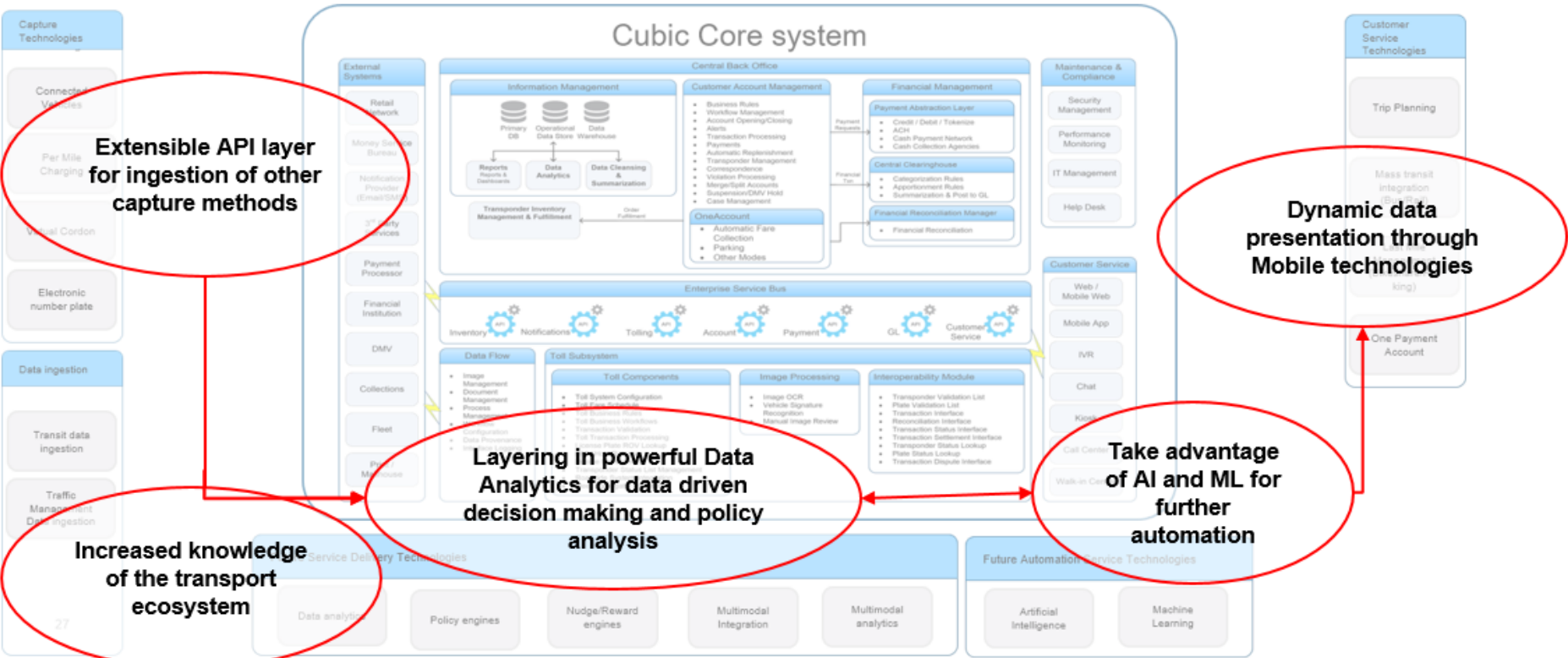


Road User Charging and Nudging

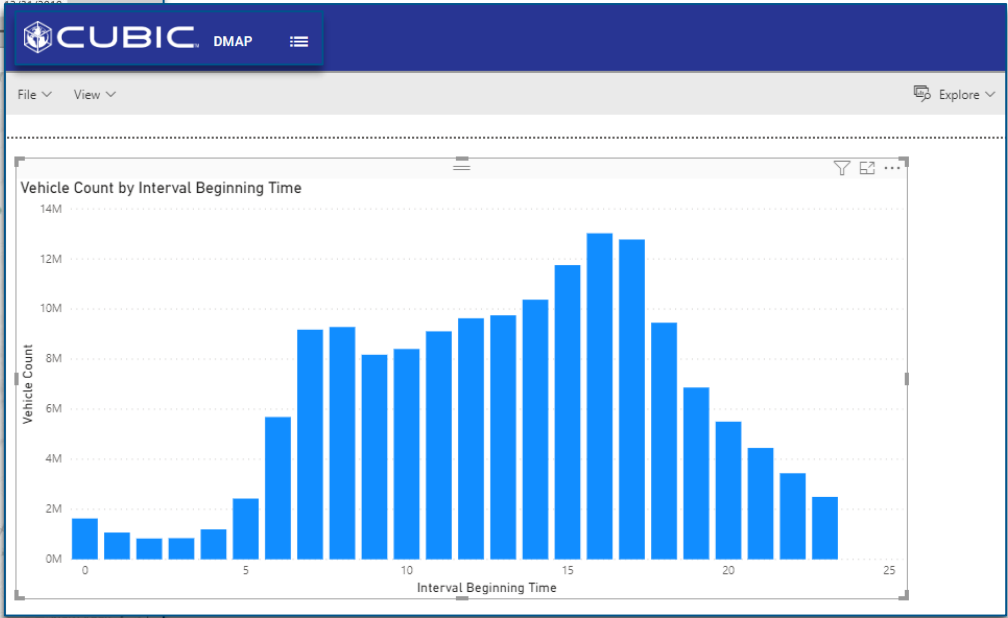
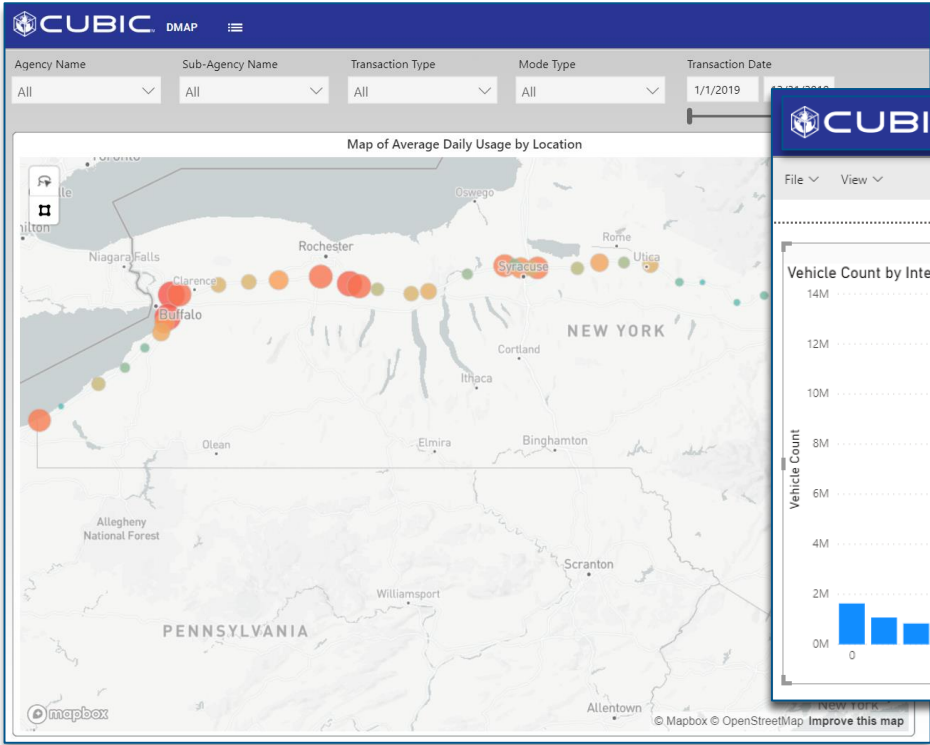
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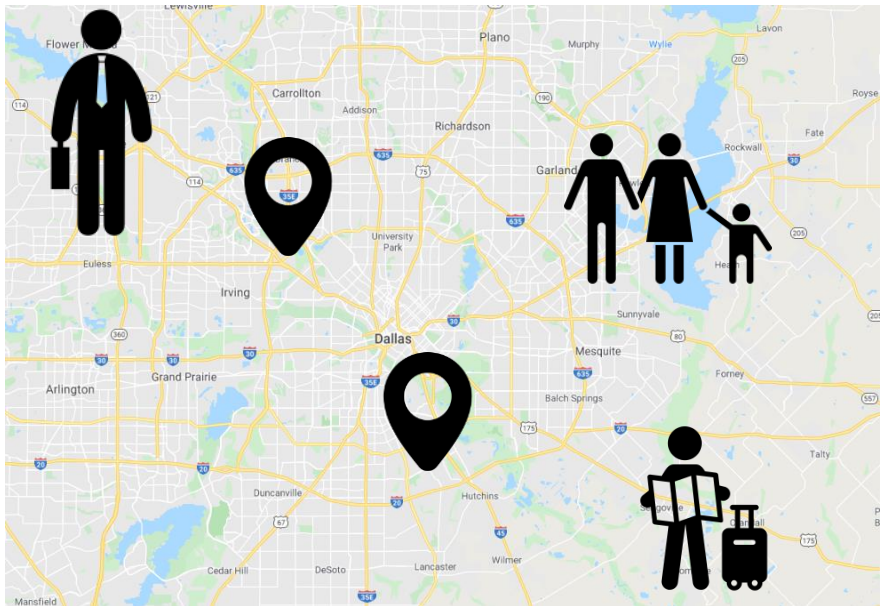
MODULAR OPEN ARCHITECTURE DESIGN FOR THE FUTURE



DMAP Analytics Module: Road Usage Charging

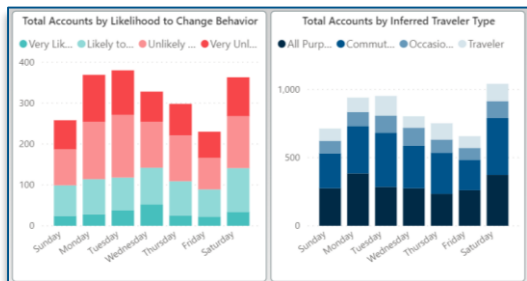


DMAP Analytics Engine Feature: Traveler Insights Engine



Traveler Insights Engine:

- Provide insights such as traveler type, personal hot spots, and traveler preferences
- Support urban planning, policy and operations informed by traveler type and common patterns
- Enhance demand estimation and planning based on traveler types and travel patterns (e.g., planning for major events)
- Improve traveler experience through personalized notifications and enhanced trip planning
- Support loyalty and discount programs
- Improve advertising tailored to traveler type



DMAP Analytics Engine Feature: Mobility Nudge Engine



Nudge Engine

This analytics engine interactively helps identifies targeted travelers to influence behavior for achieving and ultimately monitoring nudge campaign objectives such as mitigating congestion or service disruption, changing mode or time of day outside peak within a mode of travel.

Analytic Capabilities:

- Target travelers based on incentives and predicted willingness to accept nudge
- Provide more seamless traveler experience with personalized, timely and relevant digital prompts
- Monitor effectiveness of nudge campaign and impact of objectives including relative change above control group
- Tailor service to demand and disruption management by influencing travel choices from insights into habits and demand

Platform Features:

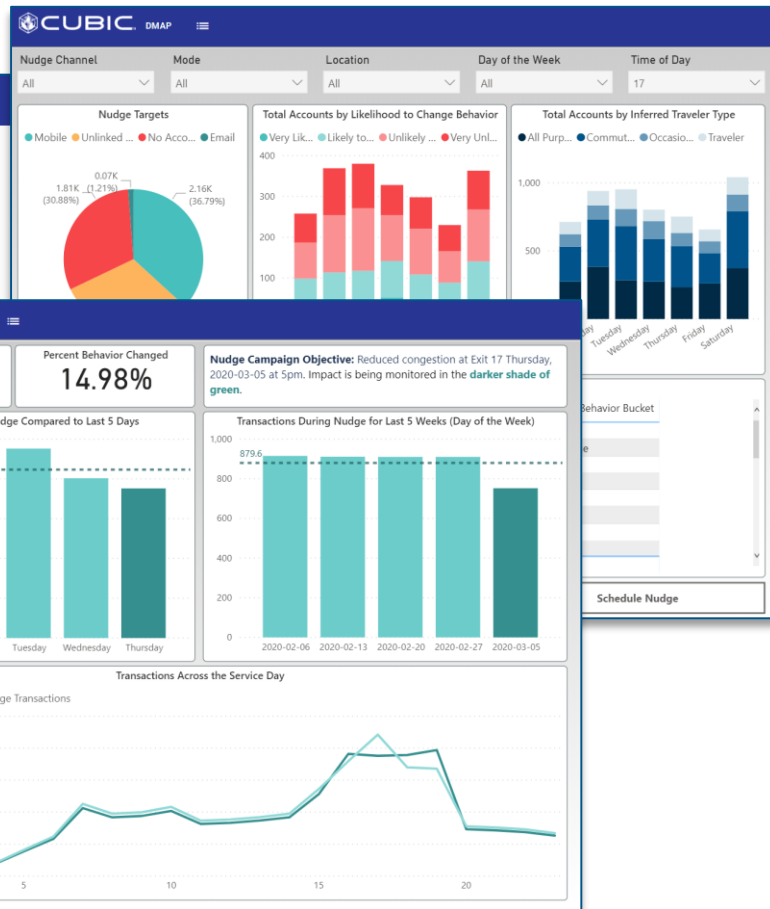
- User data dictionary for contextualized analysis across roles
- Traveler Insights Engine, KPIs and Nudge Notification Manager

Visualizations

- [Campaign Impact Assessment](#)
- [Campaign Targets from Traveler Insights](#)

Documentation

- [User Data Dictionary](#)
- [How To](#)



Thank you!

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