



# SMART STATIONS IN SMART CITIES

6<sup>th</sup> International Conference on Railway Stations

Madrid, 19-21 OCTOBER 2017



## PRM ON THE GO IN ITALIAN STATIONS

Mauro Borsellino  
Service to Clients, Rete Ferroviaria Italiana, Italy  
Session 3b - Accessibility in the Information Age

UNDER THE HIGH PATRONAGE OF



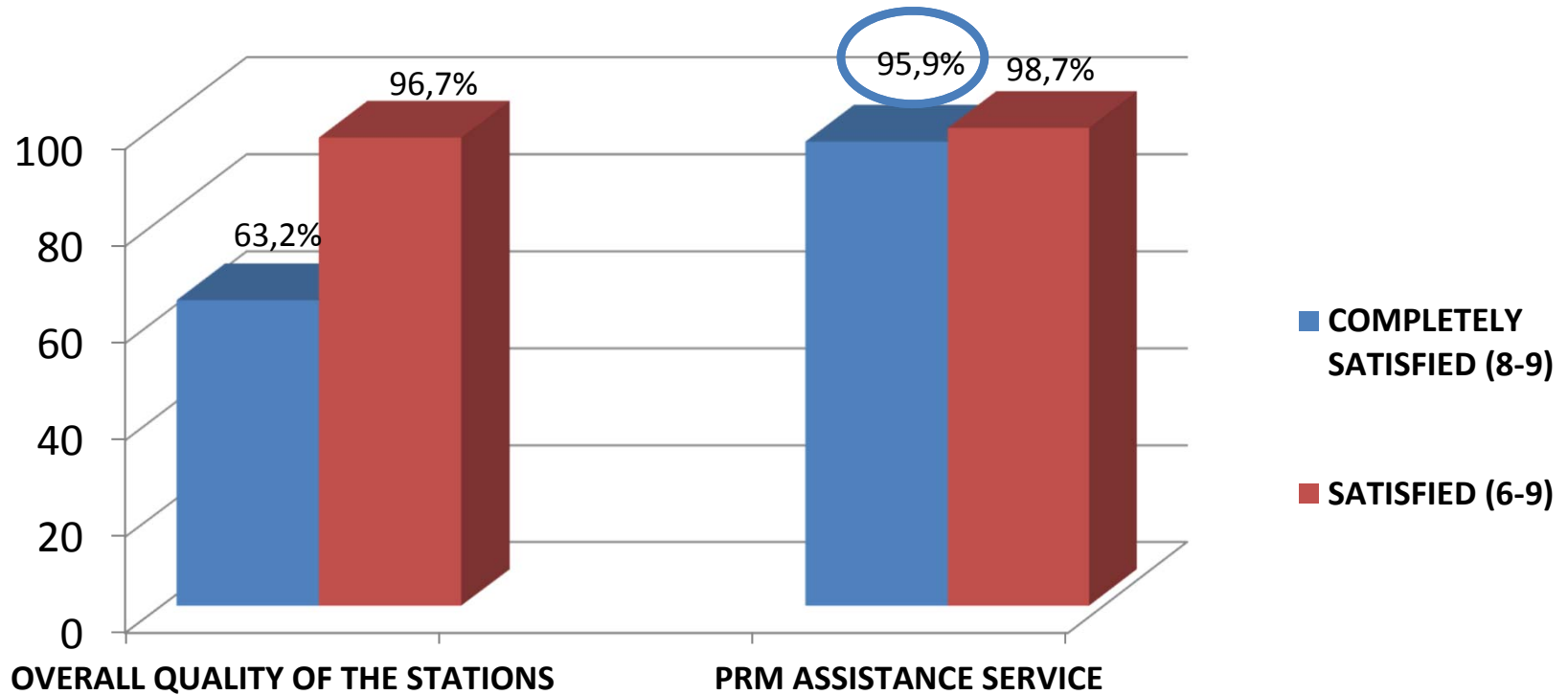
ORGANISERS



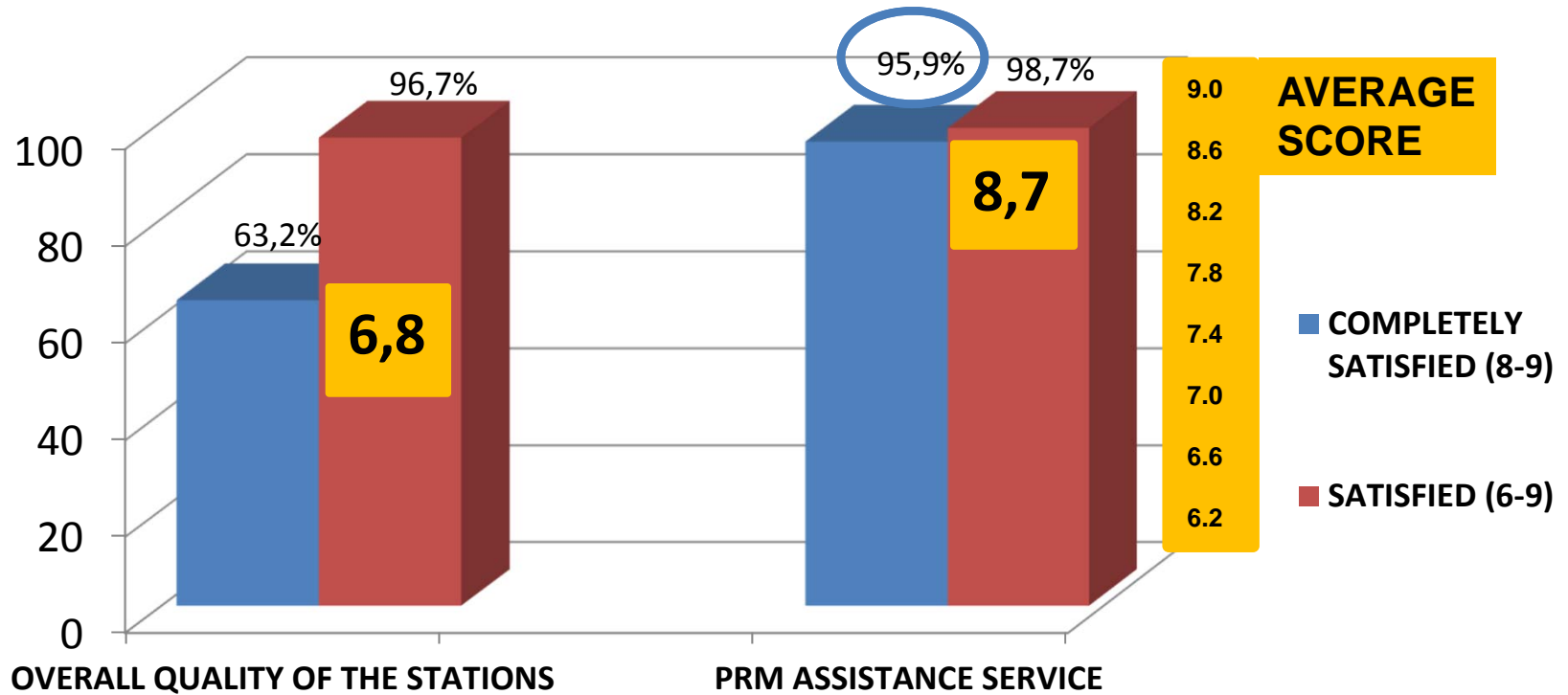
## RETE FERROVIARIA ITALIANA

- ❖ The Company belonging to Ferrovie dello Stato Italiane Group that deals with railway infrastructure and stations
- ❖ Specifically responsible for assistance to PRM in stations
- ❖ >300.000 services in 2016
- ❖ The service performs very high levels of customer satisfaction

## CUSTOMER SATISFACTION INDEX – RATINGS ON 1 to 9 SCALE – JAN/JUN 2017



## CUSTOMER SATISFACTION INDEX – RATINGS ON 1 to 9 SCALE – JAN/JUN 2017



## CONTINUOUS IMPROVEMENT

- ❖ Several projects
  - ❖ Direct service request from the web site
  - ❖ Agreement with Rome Fiumicino airport
  - ❖ Integration of the real-time information system into the PRM assistance system
  - ❖ New app for mobile devices exclusively devoted to PRMs

## OBJECTIVE AND FEATURES

- ❖ An user-friendly app, able to make use of the native tools of the devices (such as talk back, voiceover, facilitated access, etc.), suitable for any kind of impaired person
- ❖ Developed according to “W3C/WAI Guidelines for mobile app”
- ❖ Italian and English language

*Example*

For **hearing impaired** passengers: standard navigation with activation of vibrating “tactile” feedbacks and notifying led

For **visually impaired** passengers: voice navigation and "High Contrast Mode" interface



For **mobility impaired** passengers: “Easy way” navigation that displays only step-free routes

For **pregnant women and elderly persons**: “Easy way” navigation that displays only step-free routes and "High Contrast Mode" on request

# FUNCTIONALITY

## ❖ Support at different stages of the journey

### Before the journey



- ❖ Map of the station and POI
- ❖ Push notification of confirmed assistance service/**Request for planned assistance service**
- ❖ Push notification of information on selected train (platform, possible delay, ...)
- ❖ **Integration with third party services (i.e. taxi)**

### In the station



- ❖ Direct access from app to “*wifi station*” (free wifi service)
- ❖ Possibility to consult station map and to localize own position within the station
- ❖ Indoor navigation «turn by turn» with audio and text help (obstacle-free route)
- ❖ Notification of background information via «proximity notification»
- ❖ Chat communication with “Sala Blu” (assistance hub) and SOS button
- ❖ Position sharing with “Sala Blu” staff
- ❖ Alert moving train

Phase 1

Phase 2



### During and after the journey

- ❖ Customized push notifications
- ❖ Feedback collection

## MILESTONES

- ❖ 1<sup>st</sup> phase completed by December 2017 and beta version released for testing with PRM associations
- ❖ 2<sup>nd</sup> phase design and logic architecture completed by June 2018





THANK YOU  
GRACIAS

m.borsellino@rfi.it +39 06 44106262 – <http://www.rfi.it/rfi-en/For-persons-with-disability>

UNDER THE HIGH PATRONAGE OF



ORGANISERS

