

The logo for Optibus, featuring the word "optibus" in a blue, rounded, sans-serif font. The letter 'o' has a small circle above it, and the 'i' has a dot. The background of the slide is white with a large, curved, blue graphic on the right side that contains stylized, glowing blue lines representing bus routes or paths, with some lines having small orange and red segments.

# Making Public Transportation Better.

**MaaS and Bus Transport**

# Vacation in the countryside

Location A



Location B



# Option 1: use private car

Navigation interface showing transport mode selection (car selected), origin (Alvito) and destination (Beja) input fields, and route options. The selected route is via N258-1 and IP2, taking 36 minutes for 37.0 km.

Icons: Car, Bus, Pedestrian, Bicycle, Airplane

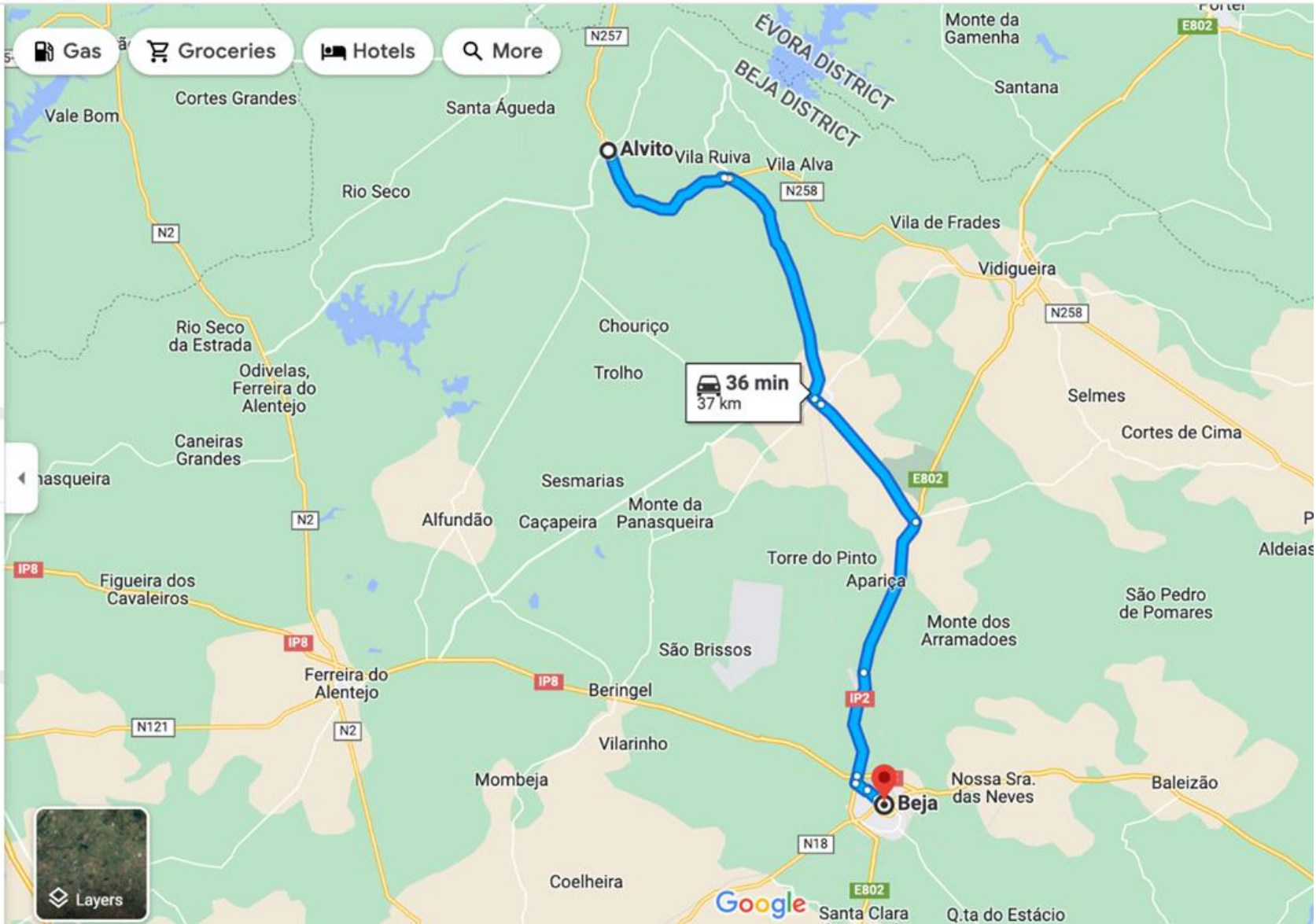
Origin: Alvito

Destination: Beja

Buttons: Add destination, Leave now, Options, Send directions to your phone

Route: via N258-1 and IP2, 36 min, 37.0 km, Fastest route

Explore Beja: Restaurants, Hotels, Gas stations, Parking Lots, More



### Option 2: use public transport

Navigation menu with icons for car, public transport, walking, cycling, and flying. The public transport icon is highlighted.

Origin: Alvito

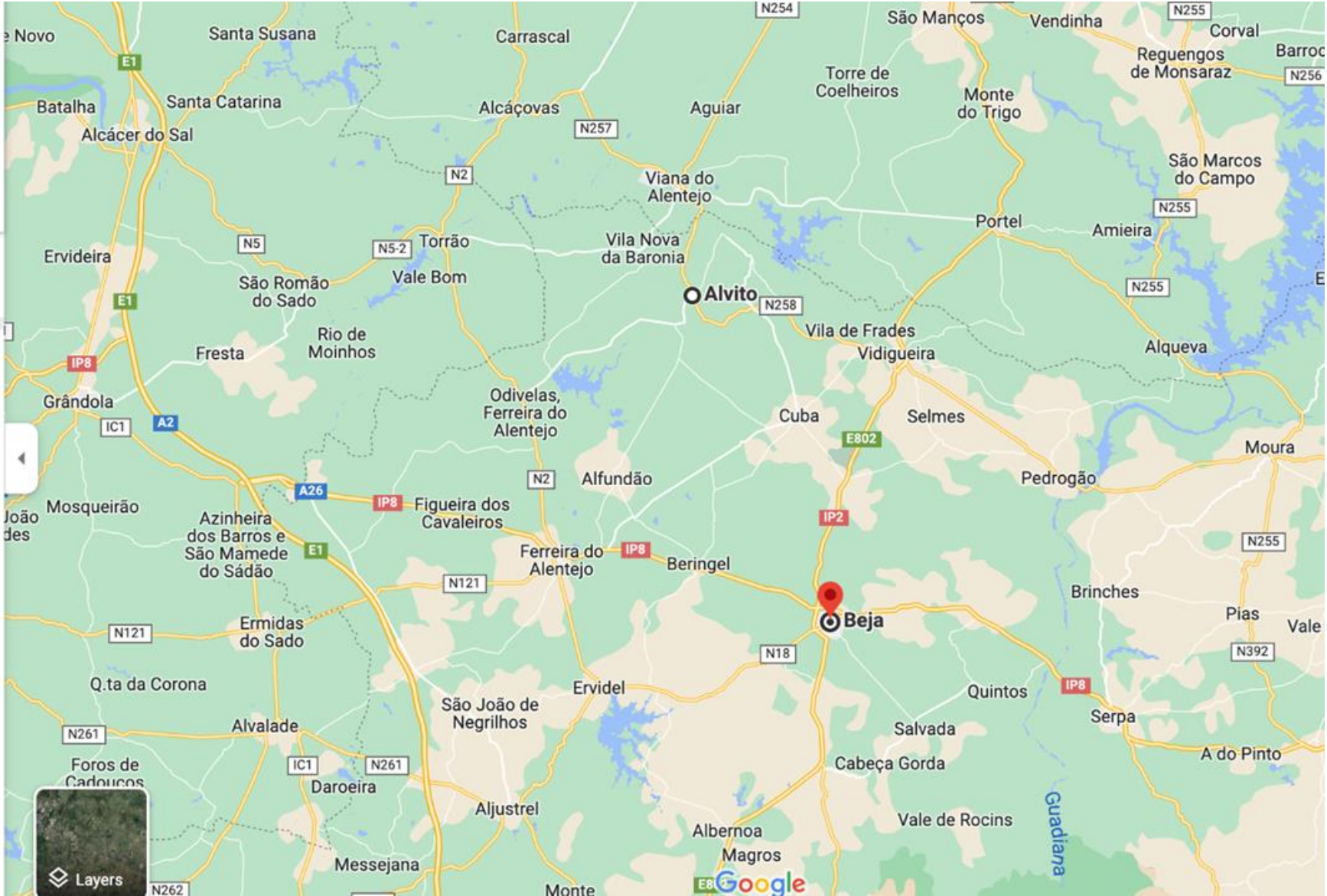
Destination: Beja

Leave now

Options

Sorry, we could not calculate transit directions from "Alvito" to "Beja"

???



## Bus: lack of digitalization

PERIODO ESCOLAR																								
Segundas		Terças		Quartas	Quintas		Sextas		Localidades	Segundas			Terças			Quartas			Quintas			Sextas		
a)	b)	a)	b)	(a)	a)	b)	a)	b)		(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)		
06:40	-	06:40	-	06:40	06:40	-	06:40	-	P	Alvito	C	-	-	19:47	-	-	19:47	-	-	19:47	-	-	19:47	
06:48	-	06:48	-	06:48	06:48	-	06:48	-	P	Vila Ruiva	C	-	-	19:39	-	-	19:39	-	-	19:39	-	-	19:39	
06:55	-	06:55	-	06:55	06:55	-	06:55	-	P	Albergaria Fusos	C	-	-	19:32	-	-	19:32	-	-	19:32	-	-	19:32	
07:03	-	07:03	-	07:03	07:03	-	07:03	-	P	Vila Alva	C	-	-	19:24	-	-	19:24	-	-	19:24	-	-	19:24	
07:17	-	07:17	-	07:17	07:17	-	07:17	-	C	Cuba	P	-	-	19:10	-	-	19:10	-	-	19:10	-	-	19:10	
07:33	13:45	07:33	13:45	07:33	07:33	13:45	07:33	13:45	P	Monte Barreiros	C	13:55	17:30	19:10	13:55	17:30	19:10	13:55	17:30	19:10	13:55	17:30	19:10	
07:38	↓	07:38	↓	07:38	07:38	↓	07:38	↓	P	S. Matias	C	13:50	17:25	19:05	13:50	17:25	19:05	13:50	17:25	19:05	13:50	17:25	19:05	
↓	14:20	↓	14:20	↓	↓	14:20	↓	14:20	P	Coitos	C	13:45	17:20	↑	13:45	17:20	↑	13:45	17:20	↑	13:45	17:20	↑	
07:48	14:25	07:48	14:25	07:48	07:48	14:25	07:48	14:25	P	Beja	C	13:40	17:15	18:55	13:40	17:15	18:55	13:40	17:15	18:55	13:40	17:15	18:55	
07:58	14:35	07:58	14:35	07:58	07:58	14:35	07:58	14:35	C		P	13:30	17:05	18:45	13:30	17:05	18:45	13:30	17:05	18:45	13:30	17:05	18:45	

a) Excepto feriados

b) P/Vila de Frades

PERIODO NÃO ESCOLAR																							
Segundas	Terças	Quartas	Quintas	Sextas	Localidades	Segundas			Terças			Quartas			Quintas			Sextas					
(a)	(a)	(a)	(a)	(a)		(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)		
07:10	07:10	07:10	07:10	07:10	P	Alvito	C	-	-	19:47	-	-	19:47	-	-	19:47	-	-	19:47	-	-	19:47	
07:18	07:18	07:18	07:18	07:18	P	Vila Ruiva	C	-	-	19:39	-	-	19:39	-	-	19:39	-	-	19:39	-	-	19:39	
07:25	07:25	07:25	07:25	07:25	P	Albergaria Fusos	C	-	-	19:32	-	-	19:32	-	-	19:32	-	-	19:32	-	-	19:32	
07:33	07:33	07:33	07:33	07:33	P	Vila Alva	C	-	-	19:24	-	-	19:24	-	-	19:24	-	-	19:24	-	-	19:24	
07:47	07:47	07:47	07:47	07:47	C	Cuba	P	-	-	19:10	-	-	19:10	-	-	19:10	-	-	19:10	-	-	19:10	
07:47	07:47	07:47	07:47	07:47	P	Monte Barreiros	C	13:55	17:30	19:10	13:55	17:30	19:10	13:55	17:30	19:10	13:55	17:30	19:10	13:55	17:30	19:10	
07:52	07:52	07:52	07:52	07:52	P	S. Matias	C	13:50	17:25	19:05	13:50	17:25	19:05	13:50	17:25	19:05	13:50	17:25	19:05	13:50	17:25	19:05	
↓	↓	↓	↓	↓	P	Coitos	C	13:45	17:20	↑	13:45	17:20	↑	13:45	17:20	↑	13:45	17:20	↑	13:45	17:20	↑	
08:02	08:02	08:02	08:02	08:02	P	Beja	C	13:40	17:15	18:55	13:40	17:15	18:55	13:40	17:15	18:55	13:40	17:15	18:55	13:40	17:15	18:55	
08:12	08:12	08:12	08:12	08:12	C		P	13:30	17:05	18:45	13:30	17:05	18:45	13:30	17:05	18:45	13:30	17:05	18:45	13:30	17:05	18:45	

a) Excepto feriados

# Passenger "pain points" through MaaS journey

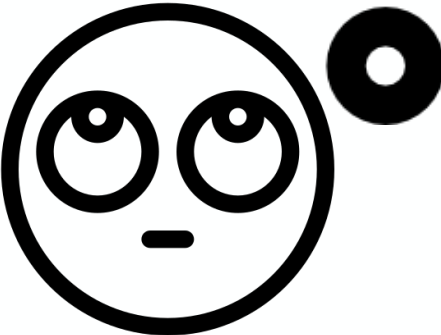
Expectation



vs



Reality



In the end decided to go by **car**...



# Business meeting in urban context

Location X



Location Y





# Option 1: catch the train

Navigation menu icons: Home, Directions, Car, Train, Walking, Bicycle, Airplane. Close button (X).

Origin: Braga

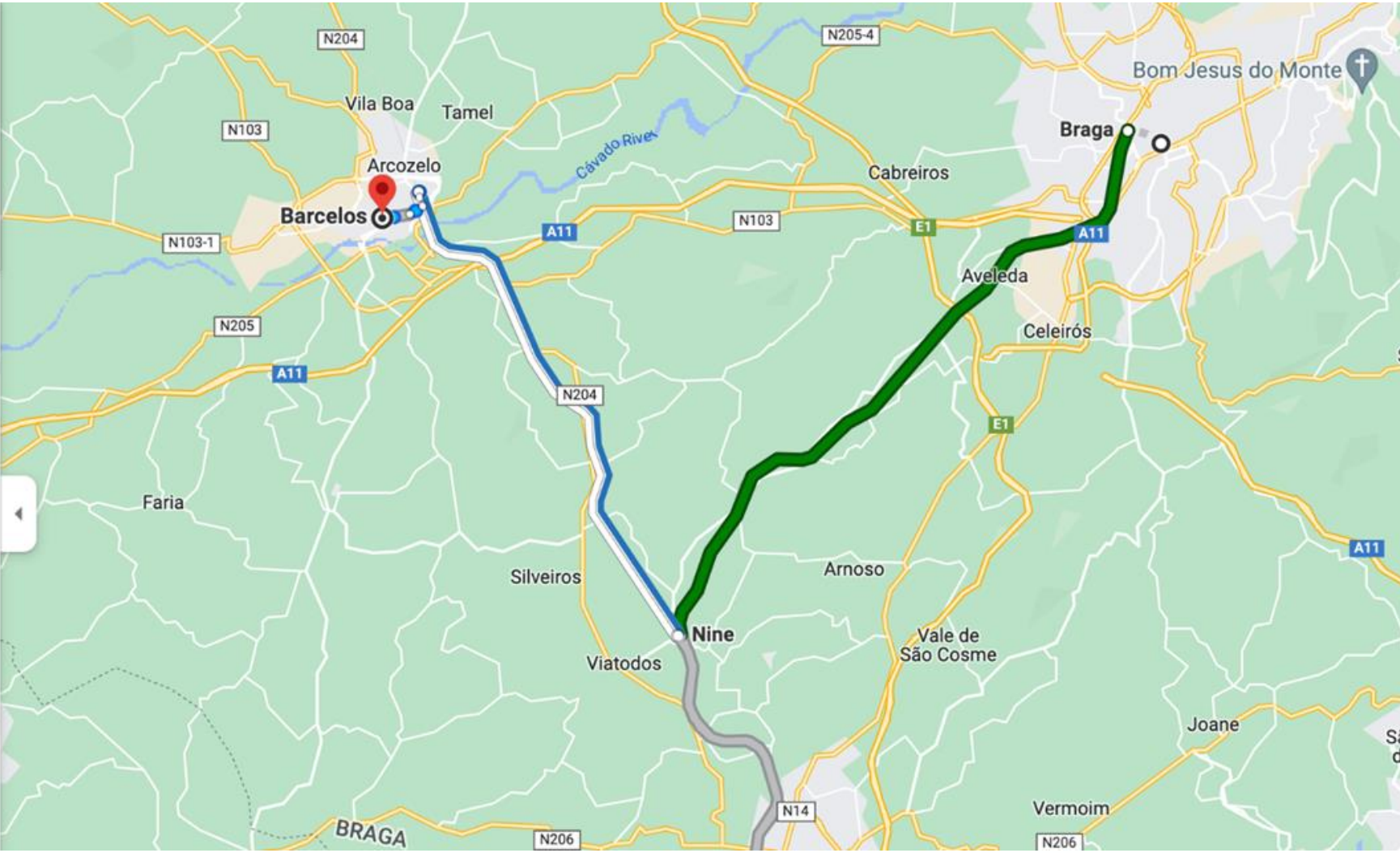
Destination: Barcelos

Leave now ▾ Options

Send directions to your phone

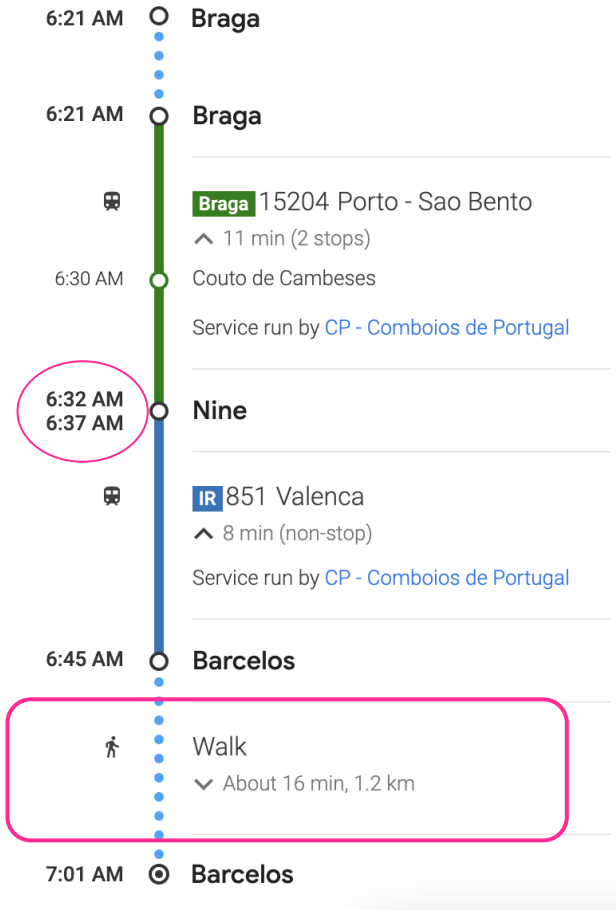
**6:21 AM (Friday)—7:01 AM** 40 min  
Braga > IR / R > Walking  
6:21 AM from Braga  
Walking 16 min  
Details

**5:54 AM (Friday)—7:01 AM** 1 hr 7 min  
AP / Braga > IR > Walking



# Train: in transit trips

← from Braga  
to Barcelos



## detail

From > To	Services	Date	Duration	Price 1st/2nd
Braga > Barcelos	UIR	01 April 2022	0h24	€3,20

Service	Station	Time	Duration
<b>Urbano</b> Train number 15204	Braga	06:21	0h11
	Couto de Cambeses	06:30	
	Nine	06:32	

Service	Station	Time	Duration
<b>InterRegional</b> Train number 851	Nine	06:37	0h08
	Barcelos	06:45	

## OUTWARD - 14 results

Nine > Barcelos

Service	Leaving	Arrival	Duration
IR	06h37	06h45	0h08
R	06h59	07h10	0h11

**Bus** was not even considered as an option..



## Public Transport Challenges

# How can Public Transport...

# become the MaaS backbone?



**Data**



**City & transport  
planning**



**Technology & Connectivity**



**Collaboration**

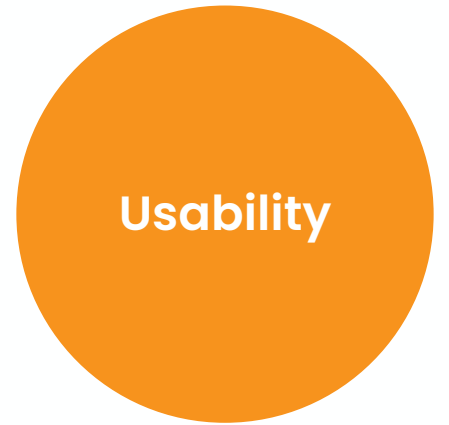
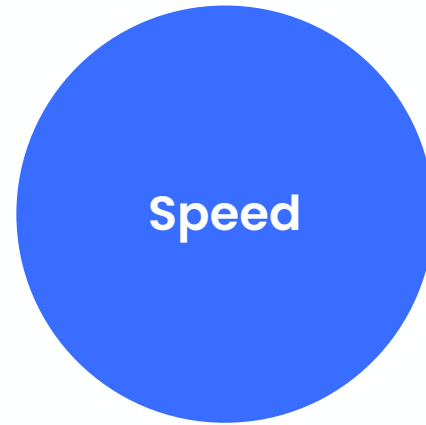
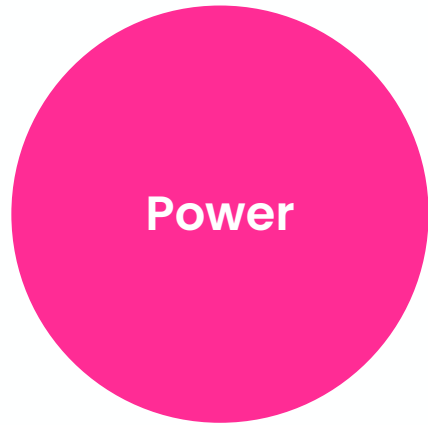
## How can Optibus help to...

Drivers  
Passengers  
Communities  
Accessibility  
Equity  
Sustainability  
Climate

**Make Public Transportation Better. Together**

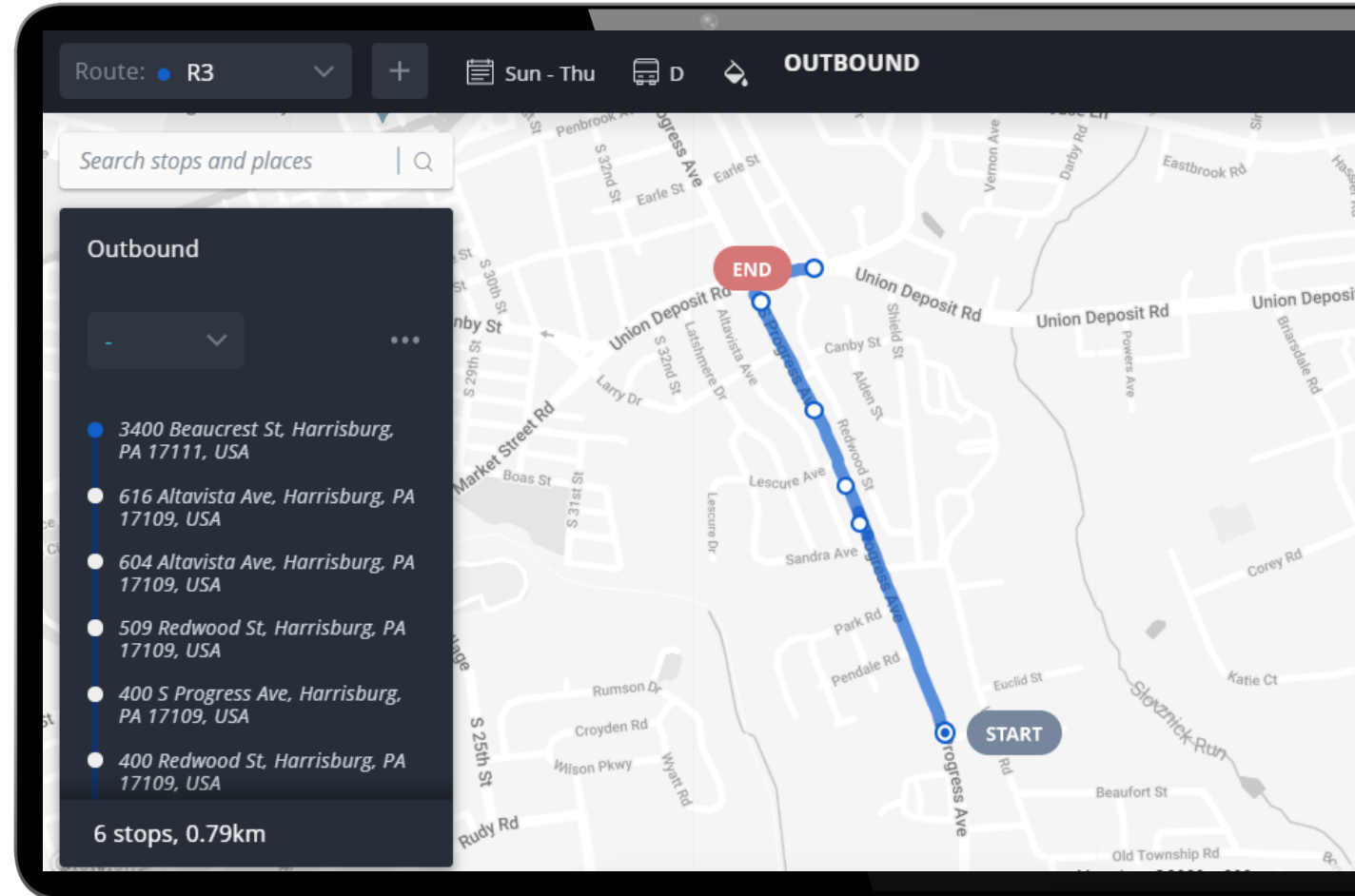
Operators  
Agencies  
Cities  
Private Shuttles  
Corporations

# What makes us unique for **you**?



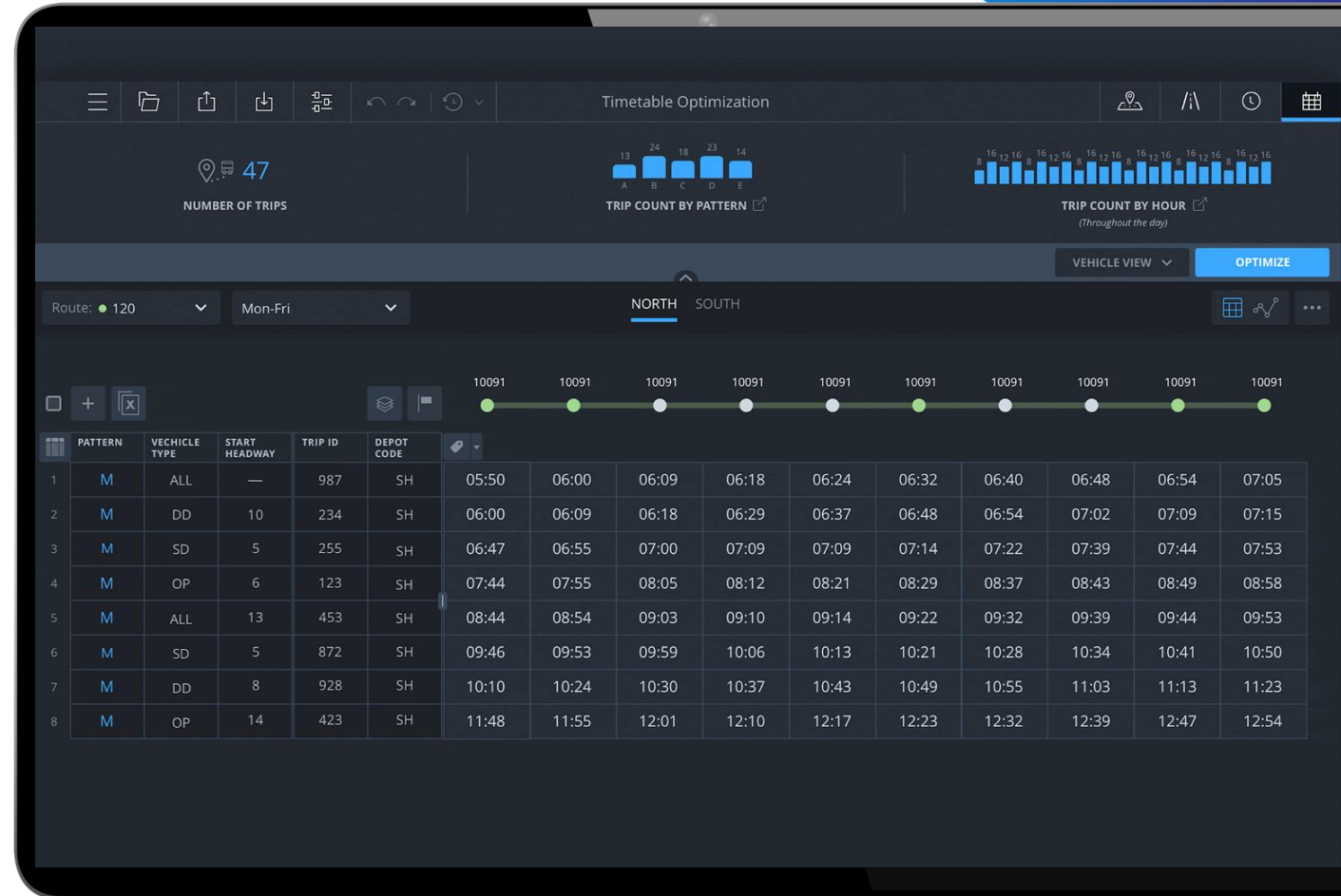
# Route Planning

Optibus wants to be **your partner operating system** for planning and managing your public transport network.



# Timetable optimisation

Optibus wants to be **help you to create “real world” timetables that meets your passengers needs.**





**Optibus wants to make Public Transport...**

**the MaaS backbone.**

**And want to do it Together.**

**with YOU.**

The logo for Optibus, featuring the word "optibus" in a lowercase, blue, sans-serif font. The letter 'o' is stylized with a small circle above it.

optibus

# Thank you

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