

INTEGRATING VALUE-ADDED SERVICES IN MOBILE TICKETING SOLUTIONS: THE CASE OF THE ANDA APPLICATION

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Summary: The growing digitalization of public transport services has transformed the way users plan, access, and pay for mobility. While mobile ticketing solutions simplify fare payments, their potential extends far beyond basic transactional functions. This study explores how value-added services can be integrated into mobile ticketing solutions to enhance user experience, foster sustainable travel behaviors, and improve accessibility.

As mobility needs evolve, mobile ticketing applications can become comprehensive platforms that not only facilitate transport payments but also actively support and engage users throughout their journeys. This study proposes an expanded version of a mobile ticketing solution called Anda, used in the Metropolitan Area of Porto. It incorporates interactive gamification elements, such as challenges and rewards for sustainable travel choices to incentivize environmentally friendly behaviors, and a carbon footprint tracker to raise awareness of public transport's ecological benefits. Furthermore, tailored notifications provide users with relevant travel information, ensuring a more intuitive and efficient commuting experience.

Methodologically, this research follows a user-centered approach, beginning with an extensive analysis of user needs through surveys and focus groups. The insights gathered inform the design and iterative development of a mobile application prototype, ensuring alignment with user expectations. A pilot study involving a targeted user group is conducted to evaluate the effectiveness of the proposed features, with feedback integrated into subsequent refinements.

By transforming the Anda solution from a payment-centric tool into a holistic mobility companion, this study contributes to the digital transformation of public transport systems. The integration of value-added services is expected to increase user engagement, encourage greater public transport adoption, and support sustainable urban mobility. These findings offer valuable insights for transport operators, policymakers, and technology developers aiming to enhance mobile ticketing platforms worldwide.