

Project Information



Mobile City Moments

The project is about the development of viable business models for mobile services in Europe. The Mobile City Moments project studies, prototypes and evaluates a mobile service for the customer segment 55+ in four major European cities.

Main focus

Cities are the growth engines of the economy, and they need more efficient means of service creation and adoption to fill the gaps between demand and supply of information and communication for their citizens, especially for citizens leaving the labour market and moving on to retirement or something else. Simultaneously, the mobile handset is evolving from a simple telephone into a sophisticated information, communication and co-ordination device, which should generate customer value in terms of being available, simple and safe to use by individuals and groups in the city.

The MCM project will produce one mobile service prototype in four major European cities – Barcelona, Helsinki, Istanbul, and

Stockholm.. This will result in a business-model analysis and a framework for group-centric network-operator-independent services.

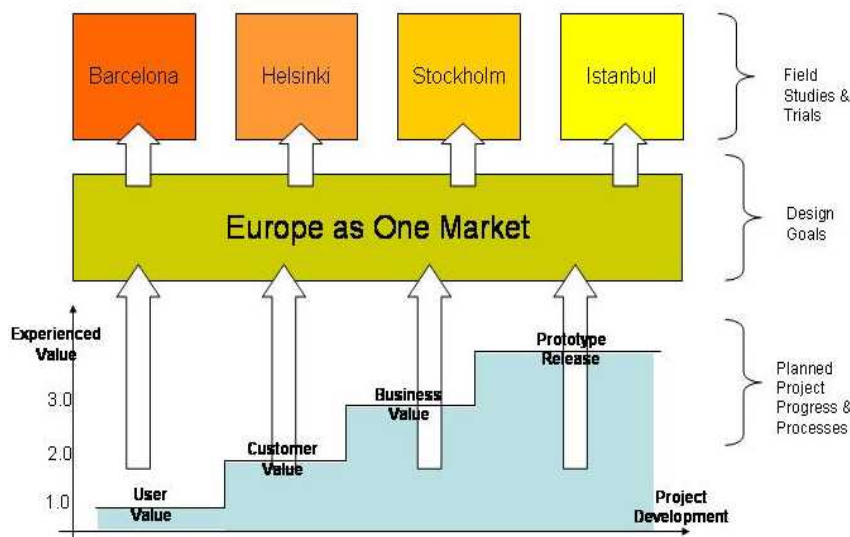
User experience research and group-centred design of service concepts with novel approaches to service creation, discovery and adoption.

Open interfaces to service components that allow rapid service creation, and explore the limits and possibilities of novel interaction technologies of smartphones, hybrid networks, and web resources.

Approach

The project combines parallel efforts from business, technology, and user research in order to achieve exploitable results. Each team pursues a number of key questions needed as essential contributions for common conclusions:

- ◆ What are the markets? Understanding the business opportunities for the 55+ segment in Europe.



MCM

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Completion date: 1 July 2009

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CARSA, Spain

CBT, Communication & Multimedia, S.L., Spain

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www.celtic-initiative.org/projects/mcm

- ◆ Where is the revenue and profit? Understanding and creating new business models and business constellations for the use of mobile services. Focusing on the customer needs instead of supply chains.
- ◆ Which models apply? Current diffusion and innovation models are US-based, product-based, and supply-based. They need to be augmented for the European market, for niche markets, and for service-based markets.
- ◆ What are the business strategies of different parties involved in service creation?
- ◆ What cultures, common beliefs, and experiences characterize the 55+ segment?
- ◆ How and when do groups of people share experiences?
- ◆ Which terminals are people in the 55+ segment using?
- ◆ What are the strengths and weaknesses of infrastructures currently in use?
- ◆ What is the role of future technologies, such as push-to-talk, WLAN in phones, peer-to-peer (s) and multicast?

We are using different ethnographic methods in parallel to interviewing and observing people in order to understand the underlying conditions for developing the service. These approaches, com-

bined with traditional surveys in the field, will continue in 2007 and in 2008. We are also using Quality Function Deployment in the translation of market demands to technical parameters.



The main part of the project in the first year is to focus on who the customer is and what the customer wants.

Main results

Early user results from the field study indicate that people moving from the labour market into retirement or something else, are organizing their lives in a way that is similar to the organization of their previous working-life and that they primarily look for a service that can give them control and safety in their lives.

The project follows an iterative approach to continuously improve

the target business and service concept alignment. We have created a first service concept "The Safe Tourist Organizer" for groups of 55+ people to support their life transitions. The Safe Tourist Organizer will hypothetically help the 55+ to:

- ◆ Feel safe and secure
- ◆ Facilitate contacts with relatives and friends
- ◆ Be updated on relevant news
- ◆ Be informed on important events
- ◆ Be supported in case of emergency
- ◆ Be able to pay via mobile terminal
- ◆ Compare commercial offers by their tour operator

The safe tourist organizer can be personalized for the 55+ user.

Impact

The project will develop a deep understanding of the niche market 55+ and will demonstrate business and service opportunities within this large and growing market.

The project has identified a number of critical business hurdles for the success of mobile services for the 55+ market, and therefore was able to initiate a discussion across different business players early enough to develop options to overcome them. The project sees clear business opportunities for new or established actors in the exploitation of this market. One potentially very interesting market is the establishment of an operator-independent payment system for Europe.

The results will demonstrate the feasibility, of a mobile service covering Europe. Finally, but perhaps most importantly, the project will show the potential of a niche business model for telecom actors.

About Celtic

Celtic is a European research and development programme, designed to strengthen Europe's competitiveness in telecommunications through short and medium term collaborative R&D projects. Celtic is currently the only European R&D programme fully dedicated to end-to-end telecommunication solutions.

Timeframe: 8 years, from 2004 to 2011

Clusterbudget: in the range of 1 billion euro, shared between governments and private participants

Participants: small, medium and large companies from telecommunications industry, universities, research institutes, and local authorities from all 35 Eureka countries.

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