**VISION**

Explore.Porto is a new service created by the municipality to encourage citizens and visitors to know and explore the city.

It aims at providing information on points of interest and mobility solutions through a web application and signalling devices - points - spread throughout the city.

A citizen, or visitor, equipped with a smartphone can instantly get information on the place where he/she is standing and its surroundings, as well as the best route to get anywhere.
GOALS

Provide useful and reliable information on mobility and points of interest in the city of Porto

Moving from planned information (GTFS) to real-time information (GTFSRT)

Contribute to the creation of an open system for exploring the city and making data available in a collaborative way between ecosystem entities

Contribute to SDG 11: Sustainable Cities and Communities
TARGET GROUP

The target audience of the project are citizens and visitors who have a smartphone. There are 3 main types of Explore.Porto users:

- **Citizens** who want to have information about the places and/or the best routes to get to a certain place.

- **Visitors** who, like citizens, may want information about places or routes, from the perspective of exploring the city from a tourist point of view.

- **Partners** who enter information about places and public transport on the platform.
DRIVERS FOR USERS

- Convenience
- Safety
- Real Time Information
ADDED VALUE FOR PARTNERS

- VISIBILITY
- ADAPTABILITY
- QUALITY
- SCALABILITY
- CENTRALIZATION OF INFORMATION
- OPEN PLATFORM
TECHNICAL SPECIFICATION

This solution is based on the open source product Digitransit (https://digitransit.fi/en/). The search engine is based on PELIAS which is also a product based on open data. The databases used are those of Open Street Maps and that of the Porto City Council.

Explore Porto uses, in support of the developed app, a network of around 1000 beacons spread throughout the city (at bus stops and at strategic tourist points), with QR Codes and / or NFC tags that allow access to more information about the place.
FEATURES

- Itinerary suggestions: plan a route, get real-time information on public transport
- Alerts on temporary changes to the normal functioning of public transport routes
- Identification of points of interest near the current location
- Selection of favorites: save routes or points of interest that we want to have at our disposal
- Exploration of points of interest in the city: with access to the description, history, address and opening hours and updated relevant information
- Possibility of categorizing points of interest by those who introduce them to the platform
From point A to point B.

Now you can explore the city in a unique way, plan your route, have full access to real-time information on public transportation, and get detailed information about the main points of interest. You can also check alerts about temporary changes to normal operations.
The high point of your days.

From home to the office, stopping for lunch with friends or walking through one of our beautiful gardens to take that photo for your Instagram. Your favorite points at your fingertips.
The strong points in the city.

Torre dos Clérigos, Museu de Serralves or the place with the best francesinha in town. Discover the history and the timetables to all Porto’s points of interest: from the most well-known to the best hidden and secret places.
You're at the point of exploring the city.
POINTS
How does it work?

These blue devices are installed at reference points of interest and at bus stops. A user can interact with the Point through 2 technologies: NFC and QR code. Using a smartphone and through a QR code scan or reading the NFC tag, the Point will transmit a link to the smartphone that connects to Explore Porto at the Point's location.
One point, all the city.

Find the points spread all over town, scan the QR Code with your smartphone, and discover all the information about the city in just one place.
POINTS
How does it work?

1. Procure os mais de 1000 pontos espalhados pelas paragens de autocarros, estações e pontos de interesse. Look for the more than 1000 beacon points spread around bus stops, stations and landmarks.

2. Aproxime o seu dispositivo móvel do ponto ou leia o QR Code com a câmara do seu smartphone. Pode também aceder diretamente explore.porto.pt. Hold your mobile device over the beacon or scan the QR Code with your smartphone's camera. You can also visit explore.porto.pt

3. Programe o seu trajeto e descubra toda a informação da sua cidade em tempo real. Schedule your route and discover all the information about your city in real time.
POINTS
Features: mobility
POINTS
Design

- In line with the city’s graphical identity
- Participatory approach
- Clean Design
- Integrated
A participatory approach was undertaken to define both colors and features of this app. 291 people were involved in this process through street interviews and online questionnaires. As a result, the color blue was selected with the arguments of attraction, pride and tranquility. As for the features a first list of expectations and needs was elaborated and incorporated into the app.
POINTS
Impact study and choice of colors and features - Street interviews
PRELIMINARY RESULTS

20,000.00 USERS

50% RETURN RATE

ABOUT 1,000 BEACONS AND NFC IN THE CITY
Thank you!

www.portodigital.pt