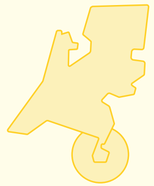
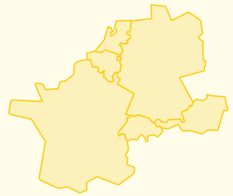
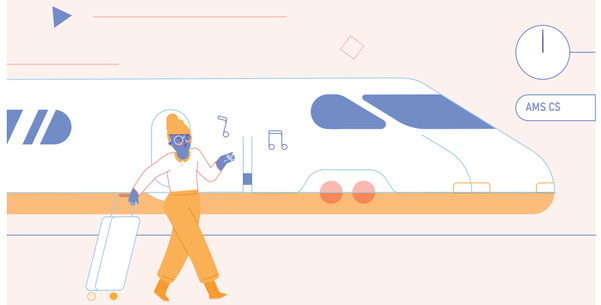
Strategic Roadmap

	2021 – Current situation	2023 – Horizon 1	2025 – Horizon 2	2030 – Horizon 3
PRODUCT SERVICE				
SCALE	Pilot seamless train journeys across borders in Limburg	 Seamless train journeys across borders in Limburg	Seamless train journeys through Germany and Belgium	 Seamless train journeys through Western Europe
STAKEHOLDERS				
COLLABORATION	Stakeholders start collaboration for MaaS pilots on a local scale	Local stakeholders jointly deliver the product service	More stakeholders join to increase the product service scale	All stakeholders are part of the European ecosystem
ACTIONS				
EUROPEAN COMMISSION	create level playing field for the train	design and roll out the essential train network		introduce regulations on data sharing
LOCAL AND NATIONAL GOVERNMENTS				
PSO AND COMMERCIAL CARRIERS	learn from MaaS pilot results	scale up train frequency	agreements with neighbour countries	agreements with other EU countries
MAAS PROVIDERS	integrate available travel information		integrate inter-national payments	introduce standard journey fares integrate traveller credentials
TRAVELLERS	share first MaaS experiences	increase demand for rail travel	share information on crowdedness	
DEVELOPMENTS				
MAJOR EVENTS	MaaS pilots introduction aviation tax in NL European Year of Rail Digital Services Act reintroduction night trains in NL	construction Trans-European HSR network	implementation ABT in NL	
TECHNOLOGY	data sharing technology (APIs)	location based trains	smart predicting algorithms	Be-In/Be-Out technology
TRENDS	service society	flight shame	MaaS within NL	personalisation international MaaS

2040 – FUTURE VISION

Seamless European Train Journeys



Just hop on the train

Pay as you go

Travel from door to door

Information on crowdedness

Standard journey fares

Personal travel overview

Laura van Overhagen
A design vision towards seamless European train journeys
Master thesis | Strategic Product Design | 21-01-2021

Supervisors
Suzanne Hiemstra-van Mastrigt
Bart Bluemink

Delft Design Labs

TU Delft

Legenda
- stakeholder action
- development
- action by multiple stakeholders
- → duration
- - - connection