Smart City Challenge

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The Team

Problem

| Keeping local businesses at the heart of the transformation

| Behavioral change for sustainable development

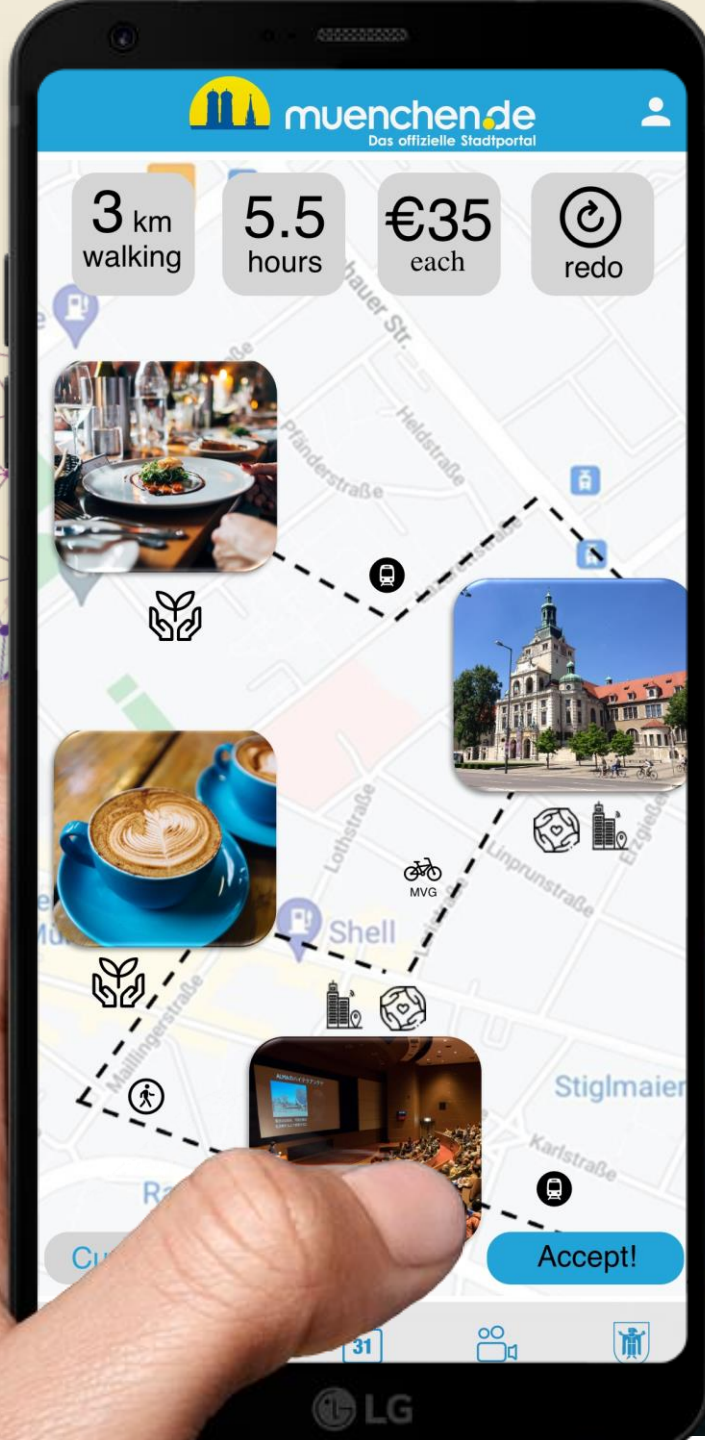| Embracing social cohesion through technological innovation

Three Principles

Sustainability

Inclusive Smart City Design

Commerce

Community

Map My Munich

| Data Driven AI

| Experience Generator

| Digital Nudge Engine

When?

Today   15:00

6 hours

What?

Number of People | 4   − | +

Any Activity   Low Cost   Free

Both   Inside   Outside

Meet new people?

Invite your friends?

Transportation

edit...

Map My Munich!

Picky? See More Options

Users can input their search parametres for a day out in town.

Sustainable modes of transportation are enabled by default.
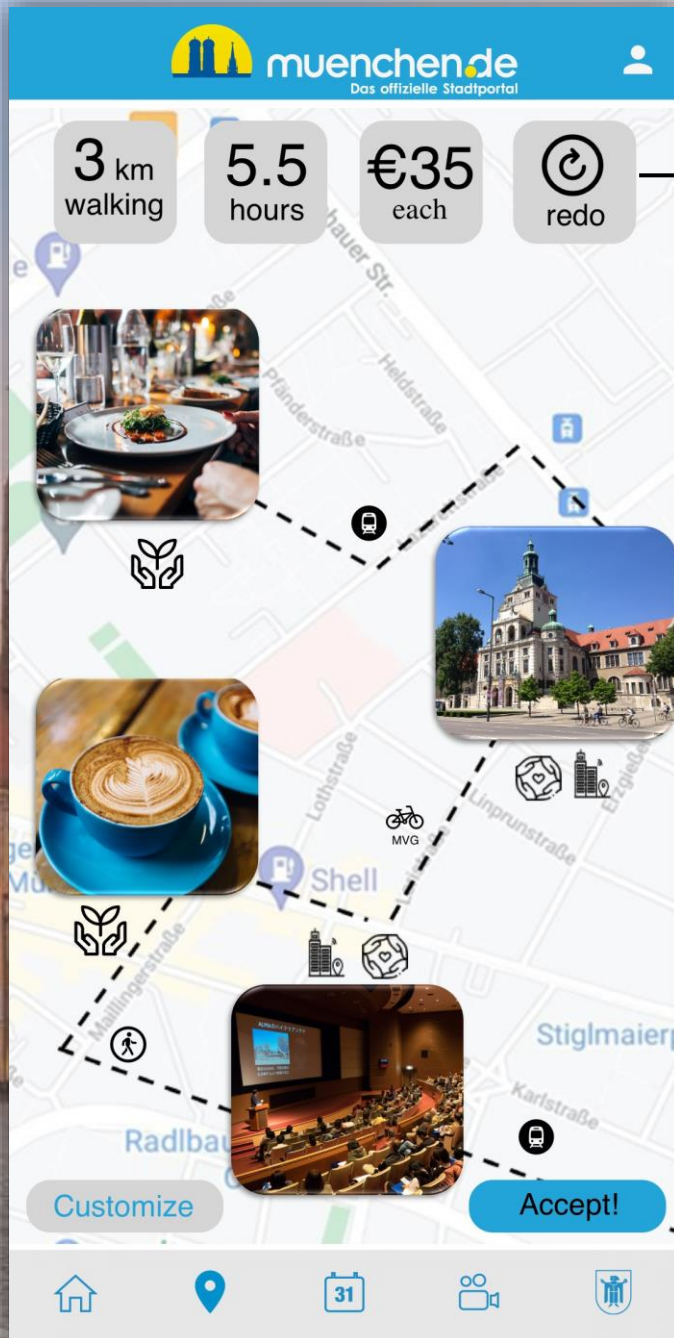
Parameters that were preselected by user and editable upon clicking. Users can 'reshuffle' to generate a new journey proposal.

Each stop is a 'moment' suggested to the user by AI based on our design criteria

Moments are recommended based on physical proximity and local ownership

Selection criteria are made transparent to the user in the display

Users can view and choose alternatives for each part of the journey by long clicking on a moment or journey section.

Munich Smart City App

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Seamless integration

Existing Inventory

100K users

Security for your data. You can rely on that.

The people of Munich have trusted their municipal utilities in Munich for decades. We know this and we can be judged by this – also in the security of your data. You have your own data and decide which ones you want to share and which you don't. The topic of data protection and data security is in good hands with us: We protect your data on our own local servers, take into account current security standards and have always been particularly important in the topic of data protection.

SW//M

M-Login. An offer from SWM.

Greatest security for your data.

Your data will remain in Munich.

Customer Value Proposition

Finding

Shopping
Markets Events
Restaurants
Bars   Cafés

Talks
Activities
Ralleys
Exhibitions
Gigs

Orientation
Convenience
Time Saving

Scheduling
Routing   Planning

Booking
Reservations
Tickets

Conclusion

Builds on existing infrastructure & goals

Smart & transparent behavioral insights

Innovative customer value proposition