IF – Infomobilità Firenze
What **IF** you change your mobility habits?

Promoting **sustainable** mobility services

**Integrating** data from different ITS sub-systems

Offering **reliable, timely** and **tailor-made** information

Creating a strong mobility **“frequent users community”**

Being always **connected** with citizens on sustainable mobility topics

**Co-design** with citizens

---

**SECAP**

**SUMPS**
IF is your personal assistant for moving around Florence!
Log in with IF is so easy!
IF suggests you the best solution to move around the city: faster, more sustainable, less expensive...as you like it!
IF gives you news from selected and reliable outlets and social media!
IF gives you real-time schedules and alternative solutions for public transport
IF informs you about changes in circulation rules due to roadworks.
IF shows you the **sharing mobility services** closest to you!
IF tells you if the traffic control gates are on!
IF warns you about street cleaning close to your home and your office a day in advance!
IF shows on the map **cycling paths** that are growing in the city.
IF alerts you in real time about unexpected events, traffic jams and roadblocks
IF shows you where to find the closest available e-charging station!
IF enables you to send reportings to the Municipality about your travel experience!
IF is our App

- **1200** registered testers
- **797** active testers
- **478** Android users
- **319** iOS users
- **84** different feedbacks sent concerning the App and the given information
As IF gets to know you it sends personalized information without disturbing you
The Municipality manages IF through an intuitive and configurable Web App
The Web App allows to monitor the mobility situation
The Web App allows to send alerts and real-time news.
The Web App gives the possibility to publish surveys to reach citizens on the Mobile App!
The Web App allows statistical analysis and visualizing the density of end-users’ reports.
IF moves the city!