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DELIVERABLE

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## Workplan and Guidelines for Demonstration Activities

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## Table of Contents

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<b>LIST OF FIGURES</b> .....	<b>4</b>
<b>1 EXECUTIVE SUMMARY</b> .....	<b>1</b>
<b>2 INTRODUCTION</b> .....	<b>2</b>
<b>3 TERMS</b> .....	<b>4</b>
<b>4 DEMONSTRATIONS SCENARIOS (WHAT SHOULD BE DEMONSTRATED)</b> .....	<b>5</b>
4.1 PILOT I DEMONSTRATION SCENARIO .....	6
4.2 PILOT II DEMONSTRATION SCENARIO .....	8
4.3 PILOT III DEMONSTRATION SCENARIO .....	9
<b>5 DEMONSTRATION ACTIVITIES GUIDELINES</b> .....	<b>11</b>
5.1 TECHNICAL GUIDELINES .....	12
5.2 ORGANIZATIONAL GUIDELINES.....	12
5.3 DISSEMINATION GUIDELINES .....	13
<b>6 DEMONSTRATION ACTIVITIES WORK PLAN FOR FIRST 18 MONTHS</b> .....	<b>14</b>
6.1 WORK PLAN FOR THE FIRST 18 MONTH .....	14
<b>7 FUTURE DEMONSTRATIONS</b> .....	<b>16</b>
<b>APPENDIX 1: ACRONYMS</b> .....	<b>17</b>
<b>APPENDIX 2: REFERENCES</b> .....	<b>18</b>
<b>APPENDIX 3: DL9.4 INPUT PROVIDED BY PARTNERS</b> .....	<b>18</b>

## List of Figures

---

FIGURE 1: PILOT I DEMONSTRATOR SCENARIO .....	6
FIGURE 2: PILOT II DEMONSTRATOR INPUTS.....	8
FIGURE 3: PILOT III INPUTS .....	9

## List of Tables

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TABLE 1 – DEMONSTRATION ACTIVITIES WORK PLAN ..... 14

# 1 Executive Summary

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The Work Plan and Guidelines for Demonstration Activities (WGDA) is intended to define and plan all demonstration activities that will be carried out during MYCAREVENT. It is an official deliverable (DL 9.4) of Work Package 9 Documentation and Dissemination, and an outcome that reflects results of the first twelve months of the project that are used to set further stepping stones for demonstrations of the MYCAREVENT project.

The main goals of the WGDA are:

- To set out all the guidelines to follow in order to set up the three demonstrations of the three Pilots
- To develop a comprehensive work plan, including a schedule of all envisaged activities necessary to manage and to run the demonstrations (what to show when, what to do in the case that something is not working, what should and what could be the same for all demonstrators)

The demonstration activities support the dissemination strategy and build the basis for subsequent exploitation activities of partners.

An adequate demonstration strategy allows the transfer of the results to the specific users and allows the receipt of continuous feedback.

The deliverable provides a guide to pilots and partners in setting up the demonstrations and is organized as follows:

- chapter 2 Introduction describes the context and the purposes of the demonstration activities.
- chapter 3 Terms gives definitions for the terms used in the document.
- chapter 4 gives a picture of what should be demonstrated within each Pilot
- chapter 5 provides the guidelines to follow in order to set up the pilot demonstrations
- chapter 6 contains the work plan of all activities to be done during the next months for setting up each of the demonstrations
- chapter 7 describes the vision for the demonstration in the second phase of the project

Finally, the deliverable contains appendixes with Acronym, *References* and a description of the input provided by partners during an appropriate brainstorming.

## 2 Introduction

The aim of MYCAREVENT is to develop innovative applications and solutions using mobile technology to support the after sales market.

In this context the focus of the project is the end users on whom all developments are focussed.

Tools and technologies developed within the project shall adapt themselves to people and business needs and not vice versa.

The system should be flexible enough to support different levels of expertise and different types of interoperability. From the end user point of view it should allow his/her direct involvement in diagnosing and/or correction of a vehicle related fault, providing a user interface and an intelligent application gathering inputs in an error tolerant way. From the technician point of view it should improve the repair process especially in electrical fault situations, presenting information that depends on the user's interaction and that is strictly useful to solve the problem

End users of MYCAREVENT are not only car drivers but also dependent as well as independent service providers and dependent and independent workshop technicians.

The needs of various target groups has been considered from the beginning of the project allowing them to observe during the development and to take from them criteria for easy use.

In order to define and characterize the users since the project start, a **user survey**, walkthroughs and interviews have been conducted. Representatives of every user group have been interviewed on various aspects in order to identify their expectations of the depicted innovative services and solutions.

Several scenarios and use cases have been defined to elicit and document customer requirements.

Some of these use cases for each scenario have been selected for **the demonstration activities** that will be the showcases for the results of the project.

Demonstration activities in fact play a major role in transferring the results to the target groups; only with the feedback from relevant stakeholders in the European Aftermarket will it be possible to achieve acceptance of the broad public.

To cover all aspects involved from several points of view the main variables that have to be considered are<sup>1</sup>:

- Localization and participation of several countries in order to take into account country specific cultural or legal requirements
- Several technological aspects
- Diverse end users and target groups for the three different Pilots.

Furthermore several demonstration means, methods and devices are envisaged in order to implement test beds in the three pilots.

This deliverable provides a guide and the work plan in order to optimise the set up of the demonstrations taking into account all relevant aspects: guidelines for the scenarios from a technical

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<sup>1</sup> MYCAREVENT has the objective to improve the European aftermarket sector to make Europe the most competitive economy. In order to obtain a broad public acceptance it is necessary demonstrate the flexibility of MYCAREVENT to support all envisaged end users taking into account the specific needs of diverse European countries and its ability to benefit from the new mobile technologies.

point of view, from an organizational point of view and also from a dissemination point of view will be provided.

### 3 Terms

For the purposes of this document, the following terms and definitions apply.

Term	Description
Demonstration	<p>process whereby evidence is produced to provide confidence that the specified requirements are fulfilled</p> <p>NOTE: For a demonstration all or part of a deliverable product is usually operated in a manner typical for its intended use. This operation can occur in an environment less stressful than the specified operational environment.</p> <p>(EN 13701:2001)</p>
Demonstrator	Part of demonstration that consists of a specific piece of hardware and related software
Hands-on demonstration	An interactive demonstration in which the audience can play with the system
Teacher/classroom style demonstration	A demonstration held by a presenter without a direct interaction with participants

## 4 Demonstrations scenarios (What should be demonstrated)

The main goal of MYCAREVENT is to develop innovative applications using mobile technology to support the after sales market. Following a user-centric approach five different focus areas have been defined for the five different main users of MYCAREVENT.

The focus areas identified are:

- Focus Area I.1: Manufacturer Specific Road Assistance
- Focus Area I.2: Manufacturer Specific Workshops
- Focus Area II.1: Manufacturer Independent Road Assistance
- Focus Area II.2: Manufacturer Independent Workshops
- Focus Area III.1: Driver Self Services

These focus areas have common features but at the same time are distinguished by a number of decisive differences that are explained in detail in Annex I.

The five focus areas have been grouped into three Pilot scenarios which consolidate specific technical requirements.

The 3 Pilot programmes in MYCAREVENT address

Pilot I	The OEM Workshop and Roadside environment
Pilot II	The independent Workshop and Roadside environment
Pilot III	The Driver Self-Help scenario

In the runtime of the project specific demonstration activities will be organized and conducted for each Pilot respectively in Germany, Great Britain and in Spain.

In order to demonstrate the three Pilots, three respective test beds will be implemented integrating the contributions from several work packages. The development of properly working demonstrators should follow the rapid prototype approach. The initial version of these demonstrators will provide the required infrastructure to the further development phases.

Each pilot will be based on one or more Use Cases selected from the use cases defined within WP2 document DL2.2 User Perspective and Business Opportunities Report.

Pilots have defined a roadmap that consists of seven steps in order to allow an evolutionary progression of software prototype for demonstrations that start with a low risk and progress to a fully functional demonstrator envisaged at month 18 for each Pilot. The Work packages have examined all requirements provided by Pilots and have implemented research and proposed deliverables that fulfil the Pilot requirements.

At this point it is important to define **what should be demonstrated** within each of the Pilots; describing the demonstrations scenarios.

In general all demonstrations should highlight the added value of the MYCAREVENT system, comparing the as-is situation to the improved to-be situation giving an overall “mobile service world picture”. For this purpose all functionalities not yet developed should be simulated in order to provide full evidence of the whole system.

Each Pilot should highlight how a common solution can provide benefits to its specific target users, supporting their expectations.

Common to all 3 Pilots<sup>2</sup> is the single point of access through the MYCAREVENT web portal to manufacturer's or third party repair information with a common look and feel for the end user. The intelligence behind the MYCAREVENT web portal is expected to be based on an appropriate expert system, such as Case Base Reasoning. This system will access repair information from more than one source and in a format agreed with the portal designers and meeting the requirements of the three pilots.

Also common to all Pilots is the 'Information Bundle'. This is a collation of information concerning the customer, the vehicle and the vehicle fault. It is to be populated as far is reasonable, for each job according to the Use Case. The Information Bundle is required to access the portal that will then use the information to provide the requested assistance.

Also common to all Pilots is the 'Solution Picking List'. This is the standardized response from the portal and will provide a list of possible causes and their remedies.

To ensure uniformity of the service provision from the MYCAREVENT web portal across all pilots, all faults and all vehicle makes, it is essential for a common set of terms and definitions to be adopted in both addressing the portal and in the advice offered by the portal. End users will adopt language, non-technical and technical vocabulary appropriate to their background and expertise.

The following paragraphs describe the **main contents of each pilot demonstration** linking the demonstrations scenarios to the use cases and requirements defined within each Pilot. Since the three Pilots agreed to see Pilot I as a leader for the requirements description, the key elements to demonstrate described by Pilot I belong to the general MYCAREVENT Infrastructure which is required by all the Pilots. Pilot II and III scenarios contain only the additional elements to demonstrate.

### 4.1 Pilot I demonstration scenario

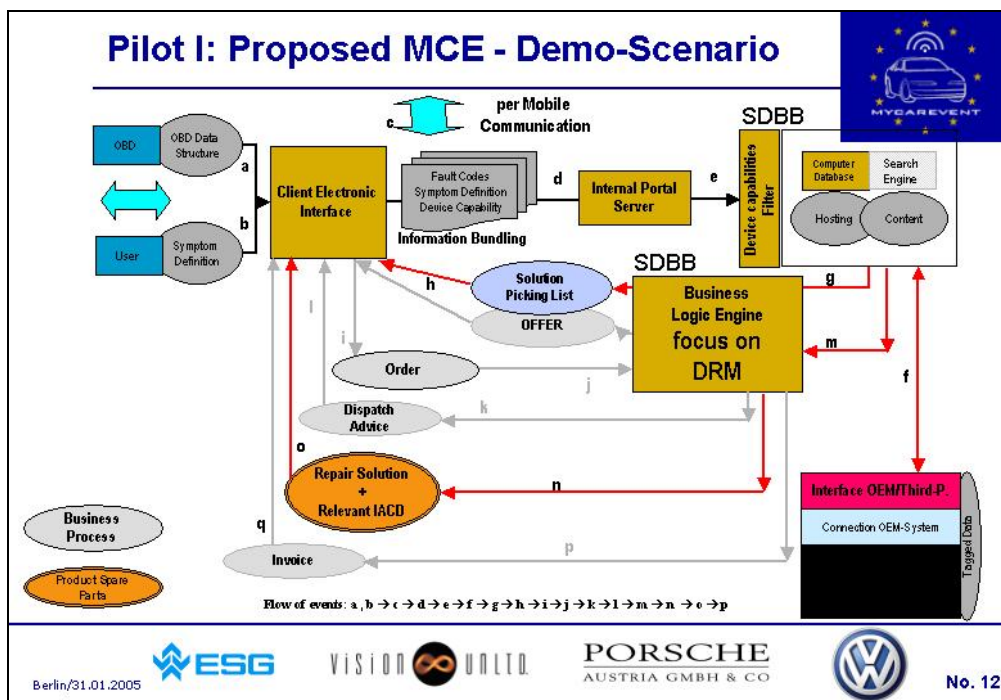


Figure 1: Pilot I Demonstrator Scenario

Note: Grey marked parts are not in the focus of the to be implemented demonstrator.

<sup>2</sup> A detailed description of the general MYCAREVENT infrastructure is contained in DL5.4 "Architecture design and integrated system specification"

Pilot I will demonstrate the perspective of OEM workshops and OEM road side assistance.

The **user** of Pilot I is a skilled technician who has knowledge and experience to repair vehicles/cars in general and in particular his franchised car manufacturer/vehicle brand.

The **situation** in which he repairs the car is:

- the workshop for the workshop technician
- the road for the roadside assistance technician

The **use cases** chosen for demonstration of Pilot I are:

- Pilot I.1 The technician already knows the cause of the defect/malfunction. He „only“ needs additional information about „How-To“ repair it.
- Pilot I.2 The technician transmits a standardized description of symptoms/errors via a client-interface to the MYCAREVENT Portal. The Server responds with a list of potential solutions to the technician (solution picking list, related to one error source).

The **Pilot I** scenario should be used to demonstrate the following key elements:

- The access to the Service portal
- The procurement infrastructure
- The procurement of repair information through the information bundle
- The generation of an adequate Picking list
- Security of information distribution
  - DRM functionalities
  - InterActive/Intelligent Circuit Diagrams (IACD)<sup>3</sup>
    - The presentation of the IACD depends on the user's interaction

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<sup>3</sup> The first two IACD demonstrator versions are already available.

## 4.2 Pilot II demonstration scenario

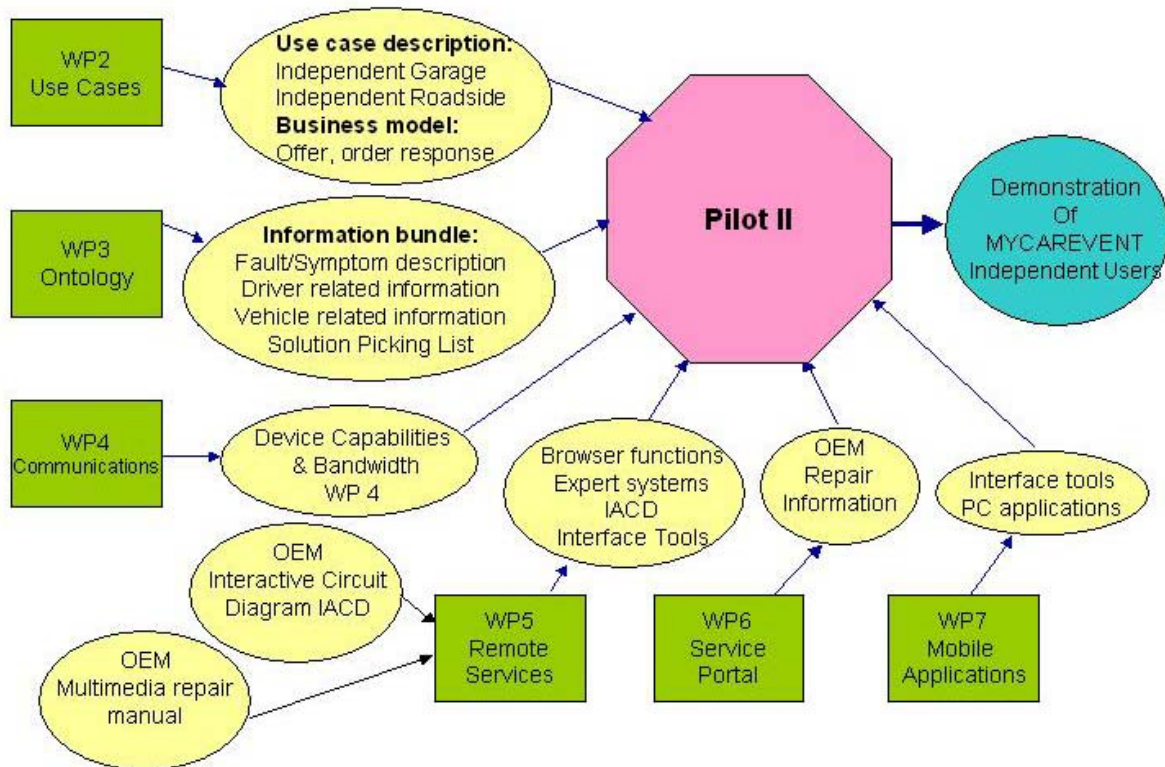


Figure 2: Pilot II Demonstrator Inputs

Pilot II will demonstrate the perspective of independent workshops and independent roadside assistance.

The **user** of Pilot II is a skilled technician who has up-to-date knowledge and experience to repair a wide range of modern vehicles/cars.

**Additional non-expert users** are the Call Centre Operator and the workshop receptionist.

The **situation** in which the technician repairs the car is:

- In the workshop for the workshop technician
- on the road for the roadside assistance technician
- At a customer's home for the workshop and/or roadside technician

The **use cases** chosen for demonstration of Pilot II are derived from the Use Case II.1.1 and II.1.2 described in DL 2.2.

In more detail the main aspects to demonstrate within Pilot II are:

- roadside access to the MYCAREVENT portal via the roadside patrol's diagnostic tool and communications device.
- independent workshop: this could be a follow up from the previous.
- remote diagnostics, in which the vehicle is connected through an interface and a communications link to a remote centre of excellence
- security of the customer's personal information and security of sensitive data.

The key elements to demonstrate are the same of Pilot I with the addition of

- Remote diagnostic
- Final GUI for Information Bundle and Solution Picking list
- First use of vehicle interface data (eg EOBD DTCs)
- Process available to fully populate the Information Bundle

### 4.3 Pilot III demonstration scenario

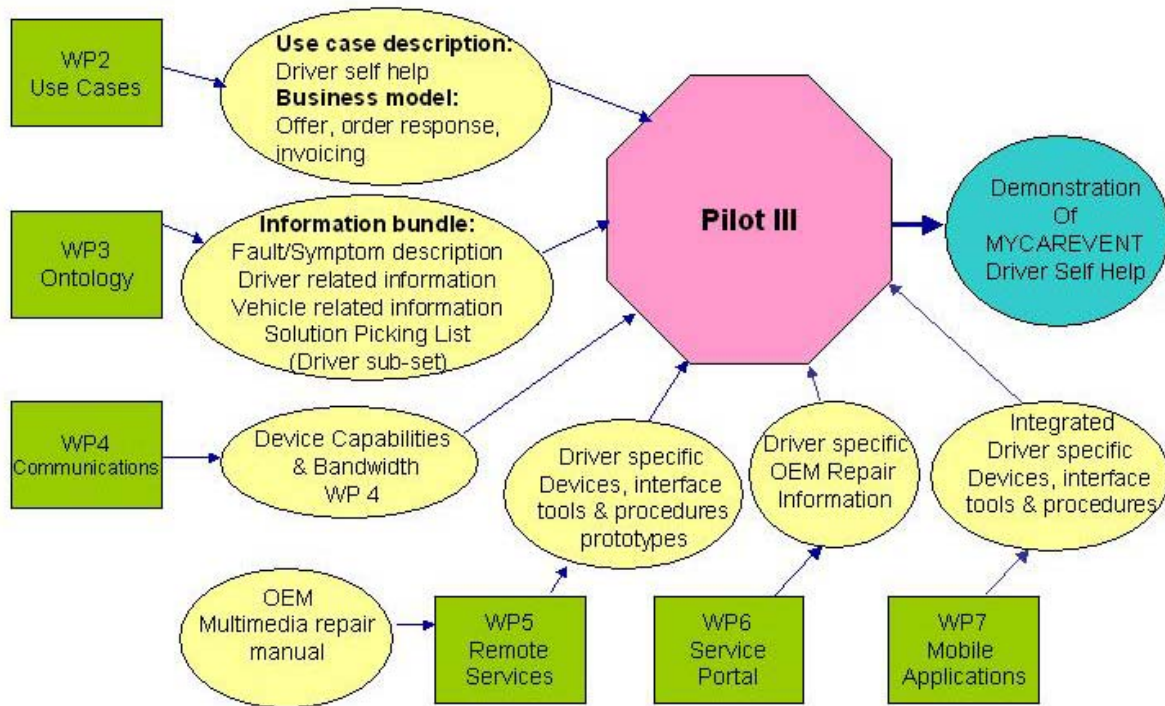


Figure 3: Pilot III Inputs

Pilot III will demonstrate the perspective of the driver.

The **user** of Pilot III is *a non-skilled person* in charge of the car. He or she can be the owner or not, i.e. in the case of car renting.

The **situation** in which the driver operates can be:

- At the road side in case of breakdown: the driver may be seeking assistance for an *immediate, urgent problem*
- In any location in case of seeking non-urgent information that may typically be found in an owner's handbook

The **use cases** for Pilot III chosen to be demonstrated by PM18 are described as follows:

- Driver access to vehicle fault codes. For example, through simple plug-in scan tool or OE installed facility.
- Driver access to the MYCAREVENT portal via:
  - a call to the CCO through a standard GSM phone (just voice) or mobile device (voice and multimedia content). The CCO populates some fields of the Information Bundle and provides the portal uplink. Indirect access to portal.
  - A call using a mobile device without CCO interaction (Case Pilot III.2.1). Direct access to portal.

- Delivery of an electronic version or sections from the owner's manual. (general vehicle information and basic repair instructions).
- Delivery of remote diagnostics, in which the driver's mobile device is connected to a diagnostics interface and a communications link to a remote centre of excellence. For example, a short-range wireless link to the driver's mobile phone and onward SMS to the remote centre.
- Security of the customer's personal information and security of sensitive data.

The main items to be implemented and demonstrate within Pilot III are:

- Driver mobile device communications
- Application to access the Service Portal through PDA/smart phone
- CCO access to Service Portal
- Owners manual (electronic version)
- Adaptation of owner manual for PDA/smart phone
- Expert system for remote diagnostic and advice

## 5 Demonstration activities guidelines

Having described what should be demonstrated, it is necessary to understand which actions to take in order to set up the three demonstrations.

From a technical point of view to insure the development of a proper early working prototype within PM 18, the Pilots have defined a roadmap that allows an evolutionary progression of the development that starts with a low risk and through six steps carries on to a fully functional demonstration.

The implementers of each part are focussing on the Pilot Requirements documents and will be developing an Acceptance Test Plan against which each step can be assessed.

Finally the solution to use for the demonstrations should integrate<sup>4</sup> all the implemented pieces and provide an added value to every target group of MYCAREVENT.

In order to have also a broad acceptance of this solution, beyond the technical acceptance that is managed internally, the envisaged demonstration activities will be organized respectively in Germany, Great Britain and in Spain.

Additionally, the demonstrations are a means of disseminating the results of MYCAREVENT; for this purpose the audience of the demonstration meetings should be adequately chosen. Beyond the consortium partners, three main categories of audience could be identified.

The first category corresponds to **the target groups of MYCAREVENT**, in detail:

- Roadside assistance organizations and automobile clubs
- Technical specialists
- Selected drivers (i.e interested qualified drivers belonging to drivers organizations like motor clubs)

Additional users are OEMs and mobile phone network operators that are also involved in MYCAREVENT.

The second category is focusing on the European dimension of the project: EC representatives, reviewers, project officers and also members of others European projects related to the automotive domain that have been identified as possible audience of the demonstrations.

The third category is related to the media:

- technical press, especially press reporting on the automotive industry
- press specialized in mobile systems
- other media i.e conferences, Tv

Further identified audience are:

- national political representative (i.e. responsible for national research)
- communication companies
- standardization community

The target audience may depend on other factors:

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<sup>4</sup> For the first stage of the project, a high level of integration could be too ambitious and even risky. At PM 18 the look and feel should be similar for giving the impression that everything is integrated. Moreover an integration at level of exchanged information should be in most cases provided. Where the integration will not be possible it would be "simulated".

- the audience may be different if the demonstration will be hands-on or teacher/class style
- it may depend on the level of integration
- it may vary over the time

From an organizational point of view another topic to be considered is the choice of the most suitable method for the demonstrations. At this stage of development in which not all required functionalities will be available, the better choice in order to demonstrate the whole system is to have a mixed approach. In this way the presenter can give a theoretical introduction eventually using posters, slides, videos other media, and where possible, experts then can show and demonstrate the system, interacting with features, functions and devices.

The present chapter 5 provides the list of all steps to follow for the preparation of the demonstrations, taking into account the different perspectives mentioned above: a technical point of view, an organizational point of view and also a dissemination point of view.

The next chapter contains the work plan for the setting up of the first pilot demonstrations. The work plan has been built according to the steps defined in the three check lists: only the steps relevant at this stage have been considered.

### ***5.1 Technical guidelines***

The technical guidelines list all the steps to follow to have a proper prototype working in the environment envisaged for the demonstration of each Pilot.

Main steps are:

- Definition and provision of hardware infrastructure or special equipment/device
- Verification of the level of development of the required implementations
- Procurement of possible additional components
- Installation and integration of the implemented pieces (and the possible additional component) in the Pilot environment
- Setting up and possible customisation
- Pilot preliminary test

### ***5.2 Organizational guidelines***

The organizational guidelines consist of a list of steps to follow from the organizational point of view to have the demonstration ready at PM 18.

Main steps are:

- Definition of the kind of demonstration (hands-on, teacher/classroom style demonstration)
- Provision of people and competencies necessary for the demonstration
- Possible training on prototype of local people involved in demonstration
- Location of meeting places for the demonstration
- Preparation of material for the demonstration (slides, storyboard, etc)
- Organization of all further facilities necessary for the event (catering, rooms, etc)

### ***5.3 Dissemination guidelines***

The dissemination guidelines are all the actions to take in order to disseminate the results of demonstrations in an adequate way.

Main steps are:

- Definition of the target audience
- Preparation of the invitation (advertisement, hand-out, etc.)
- Definition and preparation for the recording of the demonstrations results
- Plan of where and when to disseminate the results
- Plan on how to maintain the contact with the audience (user forum, project website, etc.)

## 6 Demonstration activities work plan for first 18 months

The approach to demonstrations for the different sites in Germany, UK and Spain should be the same, in terms of solutions and functionalities to be demonstrated, but the set-up and the presentation should be adjusted to the audience and to the specific cultural environment.

In detail, the main specifics to consider are the following:

- different use cases
- different way to manage vehicle identification
- availability of specific facilities (i.e. 3 G, UMTS)
- differences depending on different target audience (front end, level of information etc)

further but less direct criteria to take into account are:

- different language
- possibly cultural adoptions

The meeting places that will be chosen for the demonstrations are to be determined by the Pilot leaders and by the target audience of the Pilots:

- The demonstration meeting for Pilot I should be located in Wolfsburg at a VW workshop.
- The demonstration meeting for Pilot II should be located in Walsall at a RAC site.
- The demonstration meeting for Pilot III should be located in Barcelona at a RACC site.

A comprehensive work plan for the set up of the demonstrations has been provided following the guidelines listed in the previous chapter.

### 6.1 Work plan for the first 18 month

Table 1 – Demonstration activities work plan

No	Action (description)	Responsible	Contributors	Required prerequisites	Time schedule
1	Meeting, detailing the steps listed below and assigning clear tasks	WPL 9/ Exploitation Manager			PM 16
2	Detailed architecture definition based on D.5.4 (System Architecture) for first demonstration of Pilot I, Pilot II, Pilot III	WP 3, WP4,WP5,WP6,WP7,WP8 each for the respective parts, Integrator leaders of v0.04&0.05&0.06&0.07 to follow the rules set out in DL.5.4	Integrator leaders		PM 16

No	Action (description)	Responsible	Contributors	Required prerequisites	Time schedule
3	Definition of demonstration script, i.e. what, how, who, when, will be needed for demonstration activities in respective countries and for dissemination of demonstration results <sup>5</sup> .	All partners			PM 16
4	Decision on responsibilities, i.e. assignment of responsible for all demonstration activities and per country (a person)	WPL 9/ Exploitation Manager			PM 16
5	Selection of participants <sup>6</sup>	Pilots	All partners		PM 16
6	Placing articles in relevant magazines, e.g. RAC, RACC , VW "house magazines", press releases, etc.	Pilots	All partners		PM 16
7	Contact e.g. ADAC, automotorsport, to have demo activities posted on respective websites, newsletters, etc.	MYCAREVENT consortium			PM 16
8	Decision on demonstration meeting locations and scheduling <sup>7</sup>	Pilots			PM 16
9	Preparation of advertising material to send to possible target audience (i.e. newsletter or other media advertising the demonstration event)	Pilots		5	PM 16
10	Client site Infrastructure provision <sup>8</sup> (mobile phone, PDA, smart device, scan tool etc)	Pilots	WP4, WP5, WP7	2	PM 16 (as soon as the final architecture is available)

<sup>5</sup> RACC plans to publish the results on its periodic magazine and possibly on a national motor press

<sup>6</sup> At this stage of development, with reference to Pilot III, if the prototype will have only few functionality attractive to be shown to the public, the solution will be tested internally at RACC's site. The participants will be RACC technicians who could interact with the system on behalf of the real final customer.

When a more complete solution will be available, RACC will select a subset of its members for the demonstration meeting as just done previously for user survey purposes.

<sup>7</sup> The demonstration meeting for Pilot III will be probably located in Barcelona at one of RACC' sites

<sup>8</sup> Not all parts of the demonstrator shall be also locally "at the Pilot sides". To draw an example, the portal and parts of its components will be installed on one or more servers being located at VU. The portal server can and will not be moved to these respective demonstration locations.

No	Action (description)	Responsible	Contributors	Required prerequisites	Time schedule
11	Preparation of brochure	N.N. <sup>9</sup>	Pilots, WPLs		PM 17
12	Catering	Country demonstration responsible		8	PM 17
13	Guidance info for participants (e.g. parking lots, hotels, ...)	Country demonstration responsible		8	PM 17
14	Preparation of questionnaire to collect the feedback of the participants	FIR/ ETHZ	Pilots	5	PM 17
15	Preparation of all material necessary to have a mixed demonstration at the demonstration site(i.e. media for the introduction, list of functionality for the interactive part)	Country demonstration responsible	Pilots	8	PM 17
16	Technical acceptance of the integrated solution chosen for the demonstration	TTP	Pilots, QM, EPO	2	at least 15 days before the demonstration <sup>10</sup>
17	Installation and setting up of the prototype with possible customisation for Pilot I, Pilot II, Pilot III	Pilots jointly with TTP	Developers	2;16	at least 7 days before the demonstration

## 7 Future demonstrations

The Pilots have collated a list of requirements that could not be covered in the first 18 months; taking these requirements into account as well as any further need expressed by other sources, all partners are requested to provide a contribution describing the demonstration activities envisaged for the second half of the project .

The plan of future demonstrations in part depends on results and feedback received by the audience.

In any case the proposed Pilot II second stage demonstrator will concentrate on two parallel areas, the additional diagnostic functionality provided by live data, and the feasibility and proof of concept of the recovery of an accidentally activated immobilizer or the re programming of a new key.

In the context of Pilot III there is a plan to extend the pilot providing to the driver not only services related to emergency but also added value services like navigation, entertainment, news etc.

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<sup>9</sup> The assignment of this task will be done in the field of the activity 3 "Definition of demonstration script etc"

<sup>10</sup> if the technical solution of the last increment will not be accepted a previous increment solution will be used for the demonstration

## Appendix 1: Acronyms

Abbreviation	Long Title
CCO	Call Centre Operator
DL	Deliverable
DRM	Data Rights Management
e.g.	Example given
etc.	et cetera
GSM	Global System for Mobile
GUI	Graphical User Interface
HW	Hardware
IACD	InterActive Circuit Diagrams
MYCAREVENT	MobilitY and CollAboRative work in European Vehicle Emergency NeTworks
OEM	Original Equipment Manufacturer
PC	Project coordinator
PL	Pilot Leaders
PM	Project Month
PSC	Project Steering Committee
RSA	Roadside Assistant
SMS	Short Message Service
SW	Software
TTP	Technical & Technological Panel
V	Version
WGDA	Work Plan and Guidelines for Demonstration Activities
WP	Work package
WPL	Work package leader

## Appendix 2: References

MYCAREVENT	DL 9.2 Documentation of the Dissemination Strategy
MYCAREVENT	DL2.1 User Survey Report
MYCAREVENT	DL.1.1. Project Management Handbook.
MYCAREVENT	ANNEX 1, Description of work.
MYCAREVENT	Acceptance Test increment v0.03; TTP meeting, Wolfsburg
MYCAREVENT	DL8.1 Training Analysis
MYCAREVENT	<i>Pilot I: Requirements against the Work packages.</i> Final Release, Version 1.00. Internal Document, 2005.
MYCAREVENT	<i>Requirements for MYCAREVENT Pilots II and III.</i> Issue Release, Version 2. Internal Document, 7 June 2005.
MYCAREVENT	WP4 Response to Requirements specification Pilots v00.03
MYCAREVENT	WP5 response to pilots requirements v00.02
MYCAREVENT	WP7 demonstrator tasks description v00.01
EN 13701:2002, <i>Aerospace - Space systems</i>	<i>Glossary of terms; Trilingual version EN 13701:2001</i>

## Appendix 3: DL9.4 Input provided by partners

During the General Assembly held in Wolfsburg, FIR asked the MYCAREVENT partners who were present to express their opinion on five main topics. The information received has been analysed and structured in order to have an integrated format.

This appendix presents for each question the integration of the opinion expressed that have been used in several parts of the present deliverable.

### Question I – Who should be the audience at the demonstration meetings?

Beyond the consortium partners that have been mentioned as primary audience, the partners have identified three main categories of audience.

The first category correspond to **the target groups of MYCAREVENT** in detail:

- Roadside assistance organizations and automobile clubs
- Technical specialist
- Selected drivers (i.e interested qualified drivers belonging to drivers organizations like motor clubs)

Additional users that have been proposed are OEMs and teleoperators that are also involved in MYCAREVENT.

The second category of audience is focused on the European project.

EC representatives, reviewers, project officers and also members of others European project regarding the automotive domain have been identified as possible audience of the demonstrations.

The third category is related to the media:

- technical press especially press related to car
- press related to mobile systems
- other media i.e conferences, Tv

Further identified audience are:

- national political representative (i.e. responsible of national research)
- communication companies
- standardization community

Some of the partners have highlighted that the target audience can depend from other factors:

- audience can be different if the demonstration will be hands-on or teacher/class style
- it can depend on the level of integration
- it can vary over the time

### **Question II – Will there be different approaches for demonstration on the different demonstration sites in Germany, UK and Spain?**

Almost all partners provided the same answers.

The demonstrated solutions should be the same in the different countries, in terms of content and functionalities, but the set-up and the presentation should be adjusted to the audience and to the specific cultural environment. In detail, the specificities to consider are the following:

- different language
- not availability of specific facilities (i.e. 3 G, UMTS)
- possible cultural adoptions
- different way to manage vehicle identification
- different use cases
- differences depending on different target audience (front end, level of information etc)

### **Question III – Will the demonstration be "hands-on" (i.e. Audience can play with the devices) or teacher/classroom style?**

The majority of the partners would have a mixed approach where the presenter give a theoretical introduction eventually using poster and slides and where is possible real experts can interact with the system.

Many would prefer to have a hands-on demonstration also if a limited number of functionality will be available.

For the same reason few partners agree to have only a front presentation because the limited content would hamper a real interactivity with the system.

### **Question IV - What shall be demonstrated (demonstration scenarios)?**

To use full functionality of the latest increment

Almost all the partners link the demonstrations scenarios to the use cases and requirements defined within each Pilot.

A partner suggests to use a storyboard defining what we want to show because this approach can help to find which things need to work together.

Some partners express the necessity to highlight the added value of MYCAREVENT system, comparing the as-is situation versus the improved to-be situation.

Others highlight the need to give an overall “mobile service world picture” simulating all functionalities that are not yet ready because it helps to understand the whole system.

#### **Question V - What is the required level of integration for the demonstrated solution?**

The need of having an integrated solution in a project that involves many implemented pieces is felt by almost all the partners.

Some of them have highlight the need to define what integration exactly means.

In any case for the first stage of the project, a high level of integration could be too ambitious and even risky. At PM 18 the look and feel should be similar for giving the impression that everything is integrated. Moreover integration at a level showing information exchange should be provided in most cases. Where the integration will not be possible it would be “simulated”.