

Case Study

Vilafranca: An accessible digital service for less tech savvy users

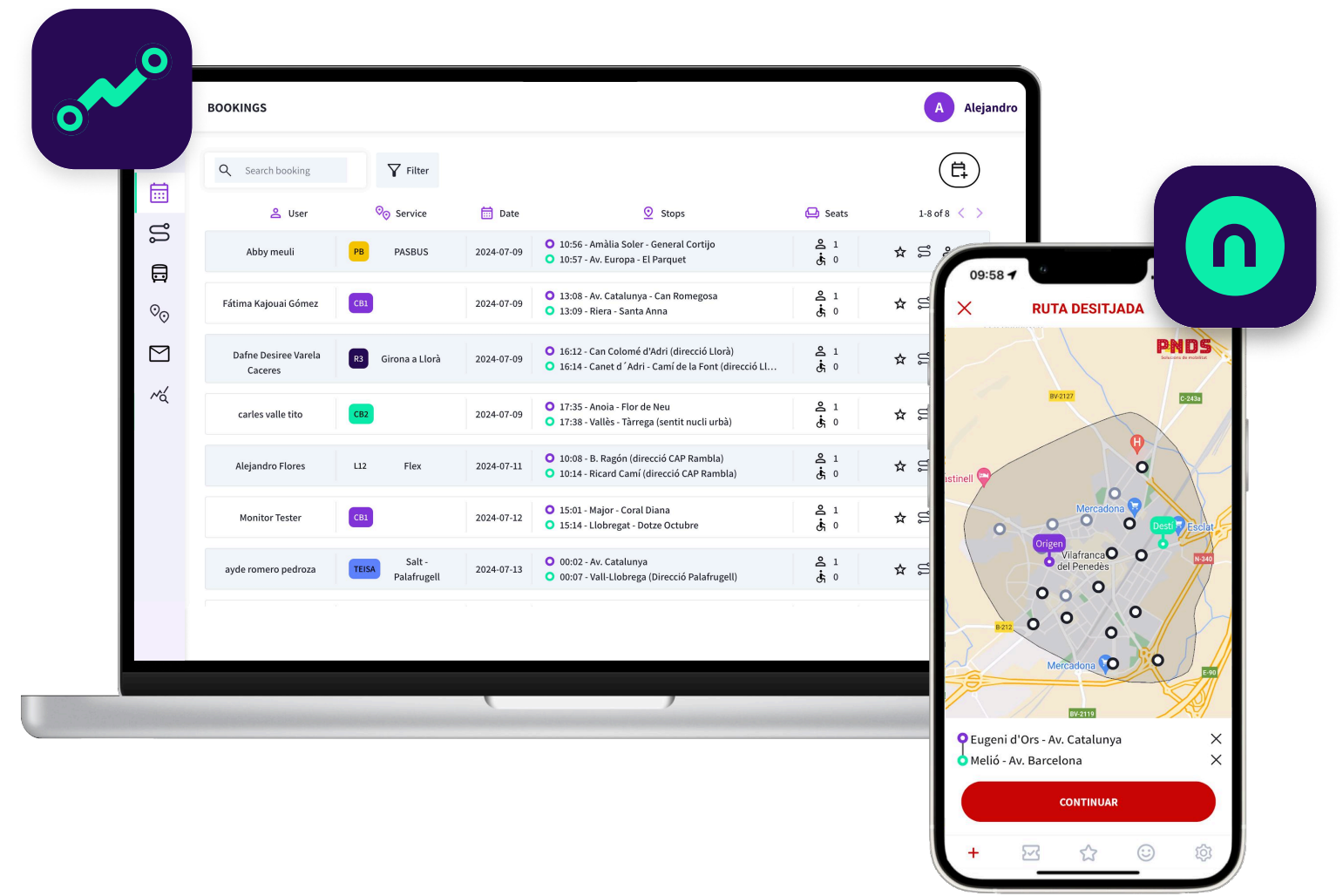
50 kilometers from the city of Barcelona, nestled amongst vineyards that produce the famous sparkling white wine cava, Vilafranca del Penedes is a bustling small town of 40.000 inhabitants. With a small compact urban center, Vilafranca is the essence of the walkable town, just the sports center and the local hospital lie on the outskirts of the town.

“ With the lion’s share of our users being pensioners we needed to ensure any digital improvements to the service were accessible to the less-tech savvy, NEMI’s DRT app and the Whatsapp Bot have brought the public transport in our town up-to-date!

Josep Ferret, Mobility Department, Vilafranca Town Council



VILAFRANCA DEL PENEDES



2023

Year launched



984

App users



2

Vehicles



47%

Female users



About

The service

Nemi’s digital service operating as regular service Monday to Friday and on demand at the weekends is classified as a hybrid service. The circular bus service runs to the hospital and sport centre, and is viewed as an essential service as over 80% of all public transport users are aged 65 years+.



Working with the team at NEMI and implementing the DDRT bus lines in Vilafranca have brought about unprecedented operational efficiencies with our operations team working directly in the back office to up-date the service and reservations fed directly into the routing algorithm to the driver app”.

Josep Sivil, CEO, Autocars del Penedés

