



## CASE STUDY ZUTPHEN

### THE PROBLEM

In 2018, the city of Zutphen in Netherlands made an extensive work on the infrastructure maintenance of their city which had consequences for the accessibility of the city.



### THE GOALS



Redirect traffic properly to minimize inconvenience



Inform people about the events and activities within the city

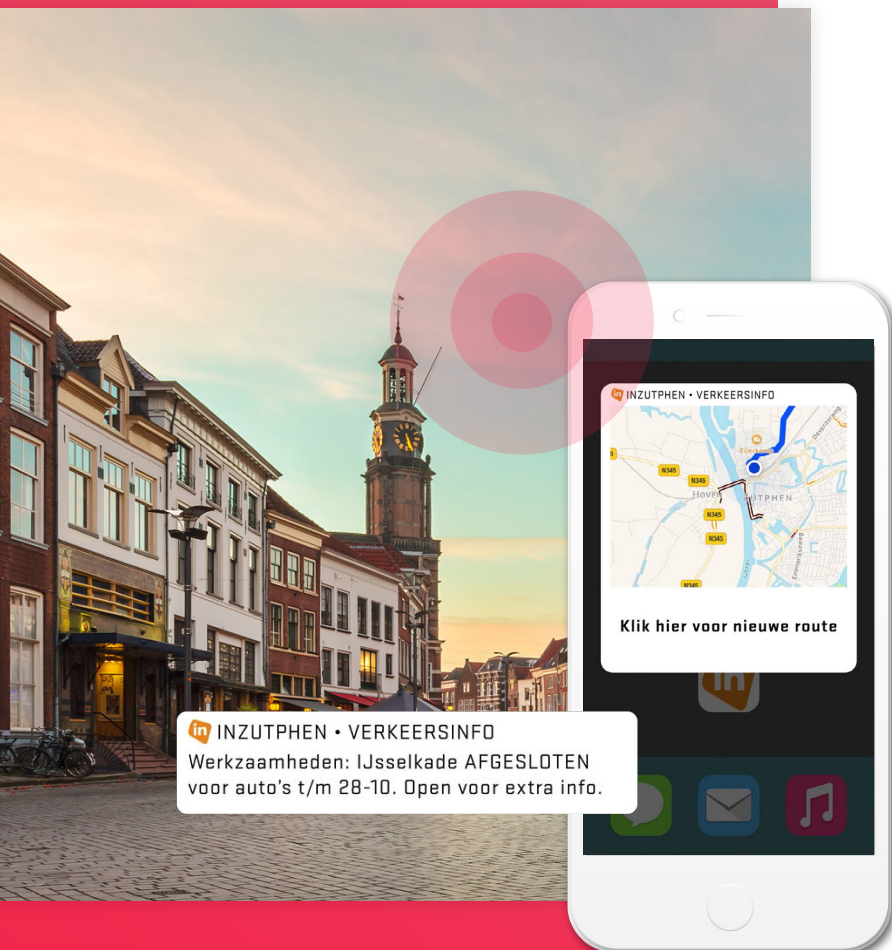


### THE SOLUTION

MOCA was integrated into the InZutphen app transforming a simple app into a smart and interactive communication tool.

With MOCA citizens could see road closures and the alternatives they had. For example, a citizen who was driving near the area of a working area received an alert through the mobile application to take an alternative route. The MOCA solution includes:

- Location-aware notifications to inform about the events and activities of the city
- Location-aware notifications to alert of road closures and available alternatives
- Metrics about the effectiveness of communications
- Citizens analysis according to places they visited and dwell time





## THE RESULTS

MOCA helped people to minimize inconveniences by guiding traffic properly and also informed people about events and activities within the city. We provide citizens and tourists a **new way to experience the city, making it smarter and interactive.**

Some city metrics achieved with MOCA:

66%

turned on location services

42min

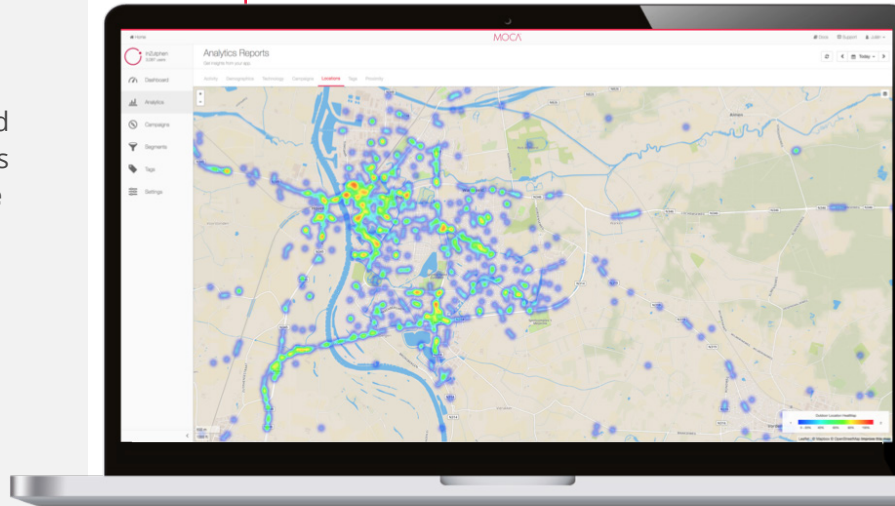
average visit duration in POIs (Points of Interest)

11x

open rate for location-aware notifications

Geo Heatmaps to better understand citizen mobility

## MOCA Platform



*“The government manager will see in MOCA dashboard how many people have visited an event, how long they stayed there, and also how many cars and bikes have been diverted whether other people received the message about a road closure.”*

### Pascal Hiel

Owner and App Developer  
from BaleFireHQ

## ABOUT MOCA

MOCA based on AI is a technology platform for smart cities that is able to interconnect a city through mobile apps.

We provide personalized communications and experiences to people according to their profiles, time and context in the physical world while maintaining investments under control.