Mobile Wallet Platform To Fit the Need of Regional Markets

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The purpose of this research is to assess the comfortability of today’s transportation as well as the ticket validation process in Estonia and compare it to a new solution provided by Kardify Solutions Ltd. The company has created a mobile app (Konnekt) for users to validate and identify themselves from their phone. This is with the ambition to renew the ticket systems and make them fully digital and accessible for the users from their smartphones. The results of this test program will provide the Tartu City council and the local public transportation provider with concrete data on which the decision whether to buy the new innovative service could be made.

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