

Category: Traffic and Public Transport

Project: Dundee Travel Info

What was the challenge?

Refresh and invigorate Dundee's award winning Dundee Travel Info website by introducing a new look and feel, a revised information architecture, customisable and personalised information and a re-designed multi-modal journey planner. The main challenge was to provide the same excellent level of information service and improve on the existing usability and functionality.

What was the solution?

Using visitor data from Google Analytics we established the most popular site functions. These included bus real time information, journey planning and the interactive map. Through a workshop approach we developed a 'customisable' homepage concept that would allow users to choose what information they wanted on the homepage. This allows users to access key functions via moveable and collapsible 'blocks' which also provide links to other information. Any blocks that are not required by the user can be shifted or removed from the homepage altogether. A fixed block allows the client to provide news updates and promote initiatives. A further layer of 'personalisation' allows users to quickly access information for frequently used bus stops, rail stations and address data.

What was the effect?

User traffic to the Dundee Travel Info website increased by 57%. The website saw a rise in repeat visitors – over 60% of visitors will return. 500 users registered with the site to enable personalisation and receive newsletter updates on bus timetable changes. 10% of all traffic is now via the mobile app. During the winter of 2010 the website became a focal point for transport information. On one day of particularly poor weather the website received 7,000 visitors.

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Explore Dundee

Move or zoom by clicking on the map controls. Select a bus stop or a place of interest to get further information, including real time bus information. You will then be able to plan a journey to or from your chosen location.

- Bus stop
- Point of interest

View bus service routes in Dundee

You have selected: **ARBROATH ROAD AT SCOTT FYFFE [stop]**

This stop contains a shelter. SMS: 36323294. Download Bus Timetable

Plan a journey from this stop or to this stop.

The next departure times:

Route	Destination	Depart
29	Douglas	8 min
28	Douglas	8 min
39	Arbroath Wardykes	8 min
29	Douglas	13 min
29	Douglas	24 min
29	Douglas	25 min
28	Douglas	31 min
39	Arbroath Wardykes	36 min

Real Time Information

Visitors can view next bus and rail departures, in real time where available.

Bus stop locations

A simple click gives real time and further user information.

Multi-platform

Travel information data is presented on a mobile app for access on the go.



From: Cineworld
 To: Rosemount Road
 Approx 11min

Step-by-step

Bespoke journey plans offer step-by-step directions with clear iconography.



Multimodal / Integrated

Simple comparison of time, distance and carbon footprint.

dundeetravelinfo.com

home walk cycle bus rail taxi mobility liftshare traffic & travel my travel info

Welcome to dundeetravelinfo.com, the home for all your travel needs in and around Dundee.

Journey Planner

From: [input]
 To: [input]

Advanced options: traveline scotland

Bus Real Time Info

Enter Stop Name: [input]

Traffic & Travel Information

Roadworks: A92 A912 Muirhead - A91 Windmill, M90 J4 (Cocklaw) - J3 (Habbeeth), A92 A912 Muirhead - A91 Windmill, A92 A912 Muirhead - A91 Windmill, A92 B9149 Lgaly-A910 Kcalky (W)

Latest News

Monday 10 October 2011 - Change to Level of Service
 National Express Dundee will be operating a Saturday service. All Stagecoach services will be operating a normal Monday service.

Monday 10 October 2011 - Closure of Seagate Bus Station for Resurfacing
 Seagate Bus Station will be closed for 2 - 3 weeks for resurfacing. The undemoted link gives details of where to find your bus during this period.

Tuesday 11 October 2011:
 Service 4 - Hilltown (Victoria Road to William Barclay Square)
 From Tuesday 11 October for 5 days closure northbound affecting outward bound journey to Dryburgh. Diversion will be normal route to Victoria Road and then via Dens Road and Alexander Street to Hilltown.

Monday 17 October 2011:
 Service 26c (pm journey only) - Ballinard Road (Claypotts Road to Balgillo Road)
 Closed from Monday, 17 October for 10 days for carriageway resurfacing works. Diversion will be from Balgillo Road to Claypotts Traffic Lights and then via Claypotts Road to Victoria Road and then normal route.

Local Weather

Friday: sunny intervals, Max: 13°C (55°F), Min: 8°C (46°F)
 Saturday: heavy rain, Max: 12°C (54°F), Min: 11°C (52°F)
 Sunday: sunny intervals, Max: 10°C (50°F), Min: 9°C (48°F)

Tactran Connect

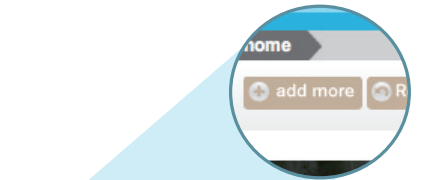
Visit Tactran connect for regional transport information.

Sign in to My Travel Info

Username: [input]
 Password: [input]

Download Bus Map

Download the PDF schematic map of the Dundee Bus Network.



home

add more Reset homepage

Journey Planner Bus real time
 Weather Rail information
 Tactran Connect Download bus map

Save Cancel

Customisable

Users can choose exactly what they want on their homepage, via a simple interface.

Journey Planner

From: Cineworld
 To: Dundee Railway Station, Dundee City DD1 4, UK
 Tayside House, Dundee City DD1 3, UK
 17 INCHCAPE PLACE, BROUGHTY FERRY, DUNDEE, DD5 2LP
 22 PEDDIE STREET, DUNDEE, DD1 5LZ
 Dundee Railway Station
 Dundee, Angus DD5 2DX, UK

Personalisation

For quick journey planning and real time look-up, users can register their 'favourites'.