Itrac - Lokale erfaringer med kommunikasjonsteknologier og mulige forbedringer

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Head of Strategy and Development
Accessible and user friendly self-service makes it easier to choose public transport for all kinds of travellers.
How far is it?  How long will it take?

How much does it cost?


Will I need to change bus/train?

How much stuff am I carrying?

Where and how can I get tickets?

What does my boss/friend/partner say?

Will it be easy to find?

How much am I willing to walk or wait?

How comfy is it?

How can I get back again?
Variance in knowledge of the **transport system** and the **journey** means customer needs are different in different situations.
The Occasional Traveller
Has there been any changes? Where can I get a ticket?

The Commuter
I know when the bus is supposed to leave, but I need to know if there are delays.

The Beginner
How can I get to...? Where can I get a ticket?

The Planner
What is the best way to travel between A and B?
We have come to expect self-service.
“The IKEA effect”

Source: Dan Airely 2011
“The IKEA effect is a cognitive bias that occurs when consumers place a disproportionately high value on products they partially created”.

Source: Dan Ariely 2011
Ticketing channels
Evolution of travel planner app
Future development

• Real time & travel planning: one app
• Subscribe to deviation info (keep customer informed in real time when things go wrong)
• All ticket types in app
• Push tickets to app
• Ticket app more than just a ticket vending machine