

ubique Apps & Technology

About me



Mathias Wellig

CEO Ubique – Apps & Technology

About Ubique

- Full-Service provider in the mobile world
- Focus on technology and user experience

MeteoSwiss



Viadi

Timetable – the modern way

Timetable UI on June 29th 2007

The screenshot shows a web browser window with the URL www.sbb.ch and a search bar containing the text "Inquisitor". The main heading reads "Herzlich willkommen. Geniessen Sie den Sommer." Below this is a photograph of a man and a woman smiling. A navigation bar includes links for "Reisen", "Konzern", "Cargo", "Immobilien", "Infrastruktur", and "Online-Reisebüro".

The "Fahrplan" (Timetable) section contains the following form fields and controls:

- Von:** A text input field and a dropdown menu set to "Beliebig".
- Nach:** A text input field and a dropdown menu set to "Beliebig".
- Via:** A text input field.
- Datum:** A date input field showing "Fr, 29.06.07" with left and right navigation arrows.
- Zeit:** A time input field showing "05:05" and radio buttons for "Abfahrt" (selected) and "Ankunft".

Below the form are three buttons: "» Verbindung suchen", "» Preis/Billett", and "» Bahnverkehrsinformation".

The "News" section on the right features two articles:

- Entdecken Sie die südliche Hemisphäre.** 5 Top-Angebote im Tessin. [» weiter](#)
- Ihr Online-Reisebüro.** Bahn, Flug, Hotel, Mietauto. Kombinieren nach Belieben. [» weiter](#)

A red banner for "www.sbb.ch/travel" is also visible in the news section.

sbb.ch via waybackmachine.org

The beginning of a new era

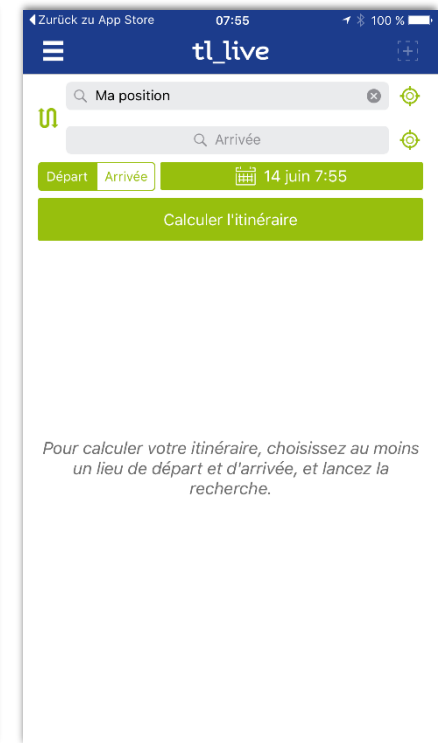
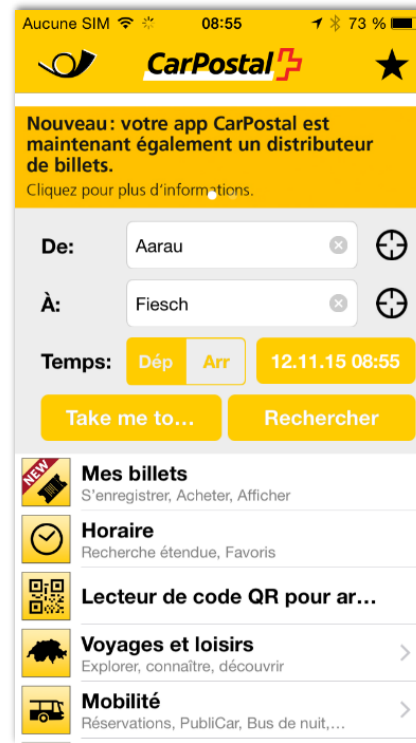
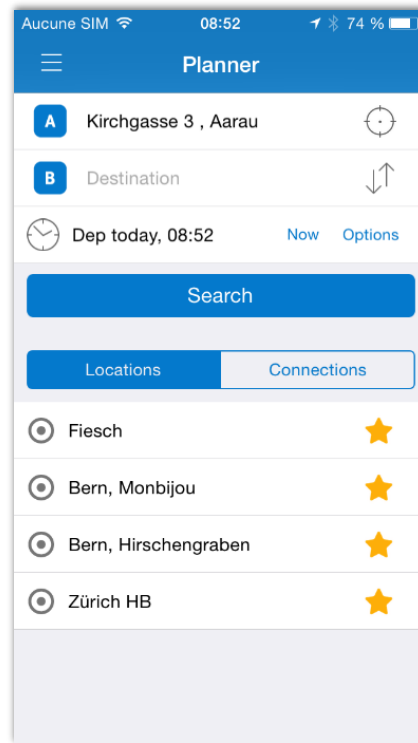
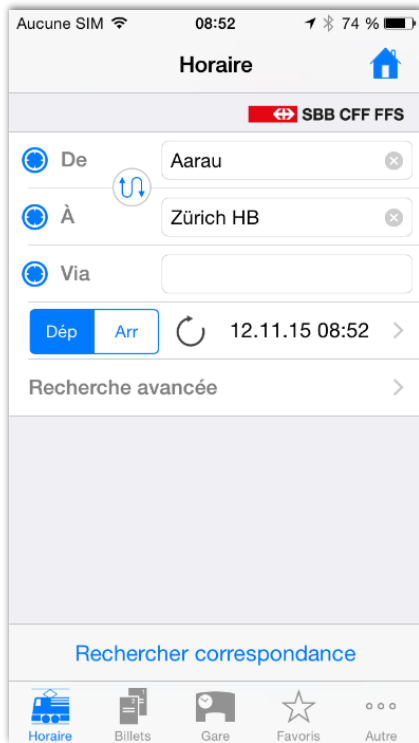


- Multitouch
- Mobile Internet
- Apps

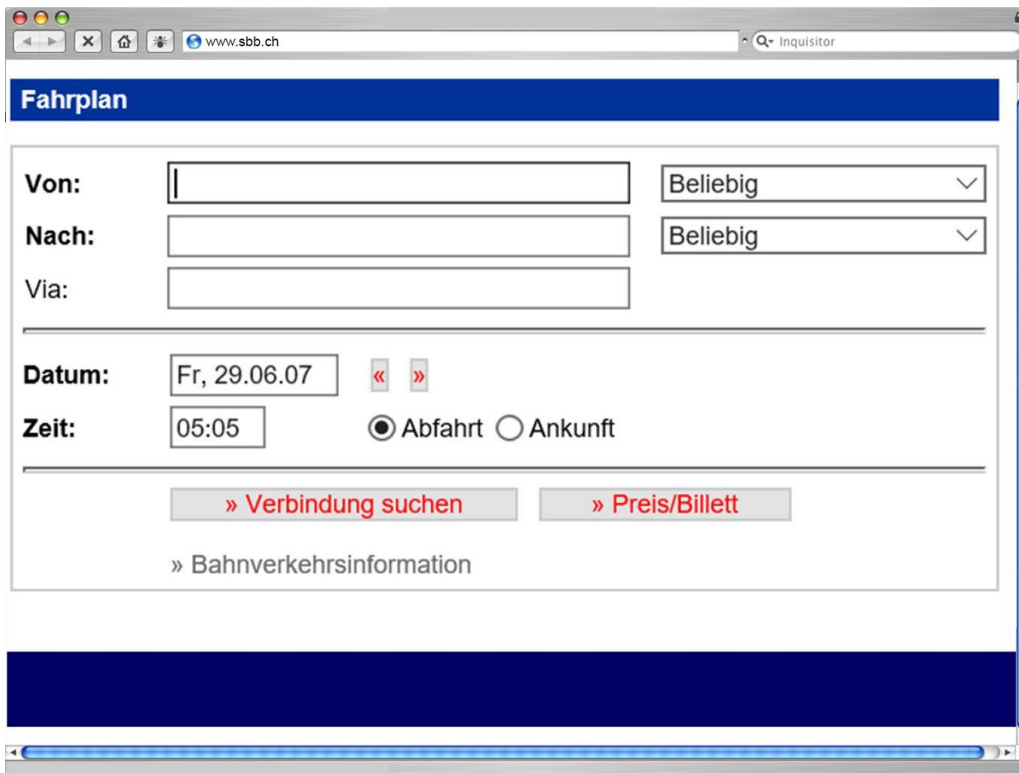
Public Transportation Queries

- One of the biggest use cases
- Common need: if you are on the go

CH timetable apps in 2016



2007 vs. 2016

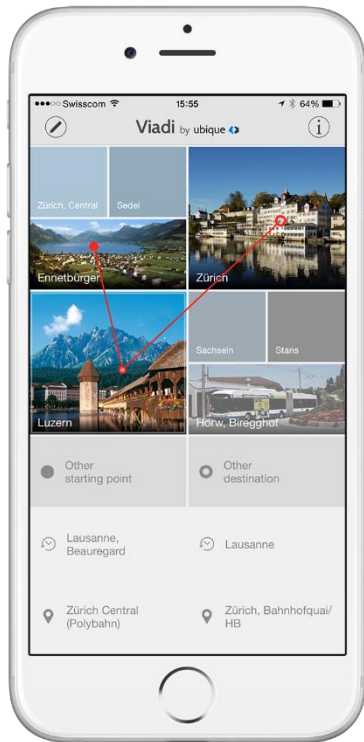


Viadi - The fast train schedule app



Wie lange dauert es im Jahre 2015,
eine Zugverbindung nachzuschauen?

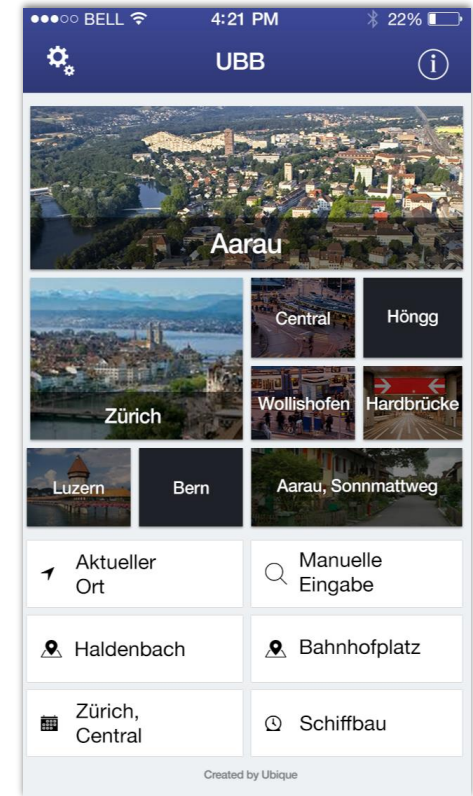
Viadi - The fast train schedule app



- Mobile friendly UI
- Mobile first approach throughout the whole App
- Personalizable
- Fast routing algorithm

History of Viadi

It all began with the idea of the UI



From where do we get the data?

- We had a super cool UI
- But how can we build a sustainable business out of it?
 - We need a sustainable data source

Different possibilities

- Use existing 'services'
 - ZVV, CFF app, ...?
- transport.opendata.ch API?
- Raw data on fahrplanfelder.ch!

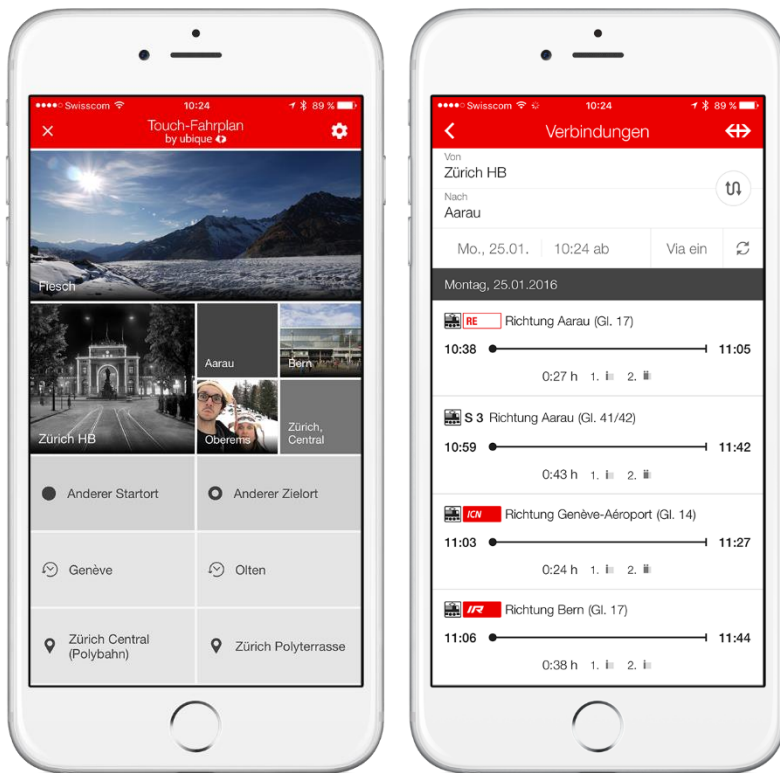
From the raw data to the algorithm

- Interpret data
 - Specification was not always easy to understand
- Implement algorithm
 - Routing in a huge graph
 - Optimized for mobile
- Building quality / encountered problems
 - Comparison with SBB Routing
 - De facto standard: SBB-Routing

From the indie app to CFF

- In 2015 digitalization and innovation: hot topics in the mobility sector
- Everybody is searching for innovation for their services
- Viadi gets awarded with gold medals for
 - «Usability / Interaction Design»
 - «Design / User Experience»

From the indie app to CFF



- Viadi will be integrated
- Ubique implements the iOS app

Viadi / CFF deal

- Success story for both, Ubique and CFF
- CFF: real innovation
- Ubique: big client and good show case

vbot.ch

Timetable – the modern way II

Timetable UI on June 14th 2016

The screenshot shows the SBB website homepage. The browser address bar displays <http://www.sbb.ch/home.html>. The navigation menu includes: Home, SBB Blog, SBB Community, Newsletter, Kontakt, Jobs, Ticket Shop, Suche, and language options (de, fr, it, en). The SBB CFF FFS logo is in the top right. Below the navigation, there are links for Freizeit & Ferien, Fahrplan, Abos & Billette, Bahnhof & Services, Geschäftsreisen, Konzern, and Login.

The main content area features a "Fahrplan & Billettkauf" section with a train icon. It contains a search form with the following fields:

- Von: Haltestelle, Ort, Sehenswürdigkeit
- Nach: Haltestelle, Ort, Sehenswürdigkeit
- Via: Haltestelle, Ort, Sehenswürdigkeit
- Di, 14.06.16 (with navigation arrows and a calendar icon)
- 09:43

Below the search fields are buttons for "Ab", "An", and a red "Verbindung suchen" button. There is also a link for "Erweiterte Suche" and a "Bahnverkehrsinformation" button with an information icon.

To the right of the search form is a promotional banner with a red background. The text reads: "Wechseln Sie in Ferienstimmung. Euro und über 60 weitere Währungen online bestellen." The banner image shows a smiling man with a backpack holding Euro banknotes, standing next to a woman at a service counter. A surfboard is visible in the foreground.

vbot.ch





Viadi by Ubiq
Die schnelle Fahrplan-App

vbot.ch – der schnellste Fahrplan

De **Lausanne** à **Fiesch**

von Lausanne nach Fiesch

09:47 | 14.06.2016

jetzt

IR (Richtung **Brig**) ab **Gleis 3**
09:50 12:22
2 h 32 min 1 x Umsteigen

IR (Richtung **Brig**) ab **Gleis 3**
10:17 12:55
2 h 38 min 1 x Umsteigen

IR (Richtung **Brig**) ab **Gleis 3**
10:50 13:22

Lausanne

09:50 Abfahrt (Gleis 3)
 IR Richtung **Brig** 11:32 Ankunft (Gleis 6)
1 h 42 min

Brig

Fussweg (7 min)

vbot.ch

- Just one text field
- The fastest timetable in the web
- Ready for the future

Wrap-up I

Open Data vs. Open Service

- Open Data
 - Allows broader innovation
 - Harder to get into the game
- Open Service
 - Works well for prototyping
 - Easier to get into the game
 - Problem: SLA's

Wrap-up II

- Open Data helps the private sector
 - Allows innovation
 - Opens new business models
 - Downside: the more you are into the game, the less you want API's
 - Important: clear communication of data owner!
- Open Data helps the data owner
 - Innovations can go back