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

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
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