

Item:
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Report to Partnership Meeting 8th April 2011

EUROPEAN

START Project

Traveline Scotland Smart Phone Application Development

Purpose of Report

To report to Members on the opportunity that has emerged for HITRANS working in partnership with Strathclyde Partnership for Transport, Transport Scotland and Traveline Scotland on the development of Smart Mobile Phone Applications to support the dissemination of public transport information through Traveline Scotland.

The project would see HITRANS and SPT jointly fund the development of the Traveline Scotland application on the Blackberry mobile phone platform funded through the INTERREG IVB Atlantic Area START project.

Background

In 2010 Trapeze PTI's specialist web and mobile team designed and developed a multi-purpose iPhone application for Traveline Scotland. The new app has been a great success with the public, reaching the top 5 UK travel apps in the App Store, and already attracting some 40,000 downloads and 300,000 user sessions.

Traveline now propose delivering equivalent native applications for Android and BlackBerry, extending the availability of Traveline Scotland's mobile service to the other two market leading smartphone platforms.

Benefits

The benefits of this approach to information dissemination are summarised below:

- **Excellent usability** - Apps would be developed individually to make the best use of each type of smartphone, ensuring a first class user experience. This avoids a low quality 'one size fits all' approach.
- **Consistency** - The suite of apps will be built to consistent designs, and will share common back end infrastructure, giving a consistent, unified mobile presence.
- **Reach** - Taken together, Traveline Scotland's three apps will serve the great majority of smartphones. Recent figures from the US show a combined market share in excess of 80% and growing.

- **Support** - All services will be backed by a comprehensive package covering hosting and operation, expert support, updates and service management.

Approach

Trapeze is currently developing a reusable platform for native Android and BlackBerry applications in the transport domain, which will allow many elements to be offered as a simple shopping list of functional modules.

It is proposed taking elements of this work, in combination with the logic and designs established for the existing Traveline Scotland iPhone app, as the starting point for a low risk project to implement new feature-rich services for Android and BlackBerry users.

The range of functionality and screen flow will be the same as for the iPhone service unless explicitly stated below. Minor adaptations will be required in certain places to accommodate differences between the devices, but in general the significant technical differences between the apps will be hidden from view, providing a consistent Traveline Scotland experience for all app users.

Similarly, visual designs will be the same as for the iPhone service wherever possible, unless differences are necessitated by screen size, device behaviour, or stylistic norms of the different platforms. Again, many significant adaptations will be required behind the scenes, but where possible these will be hidden from the user's view.

The commitment is simply to create functionally equivalent services, designed so as to be consistent in appearance and operation with the existing iPhone app, while making optimum use of the Android and BlackBerry platforms.

Device Coverage

The new services will be native downloadable applications usable on the following devices (the range of supported versions will be changed from time to time):

- **Android** - version 1.5 and above
- **BlackBerry** - version 5.0 and above

The public will be able to access the services by download from Android Market and BlackBerry App World.

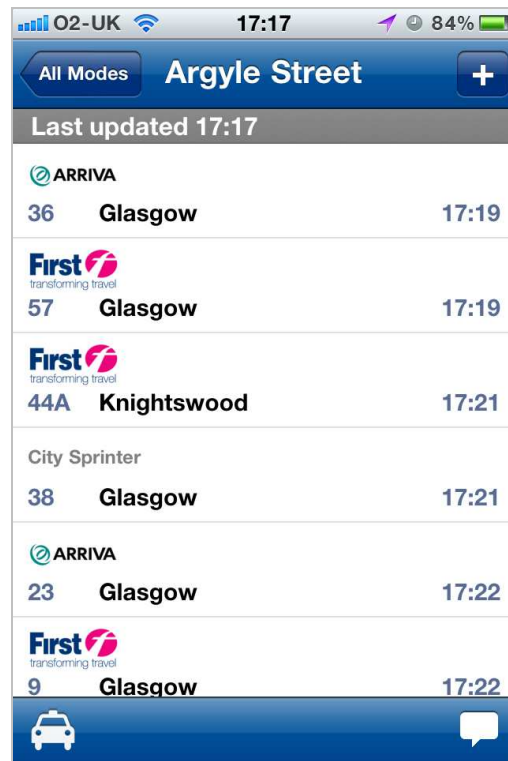
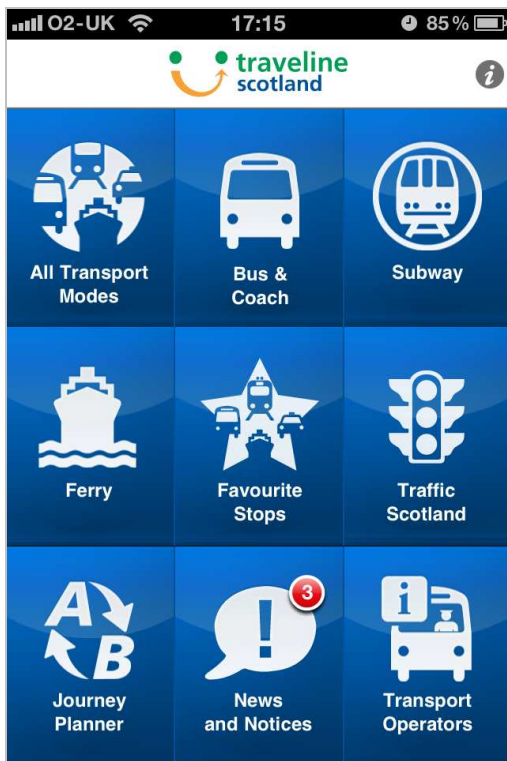
Functionality

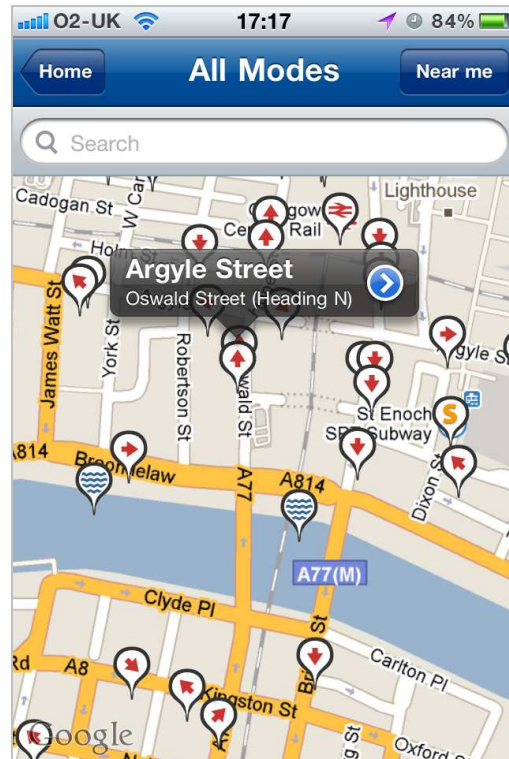
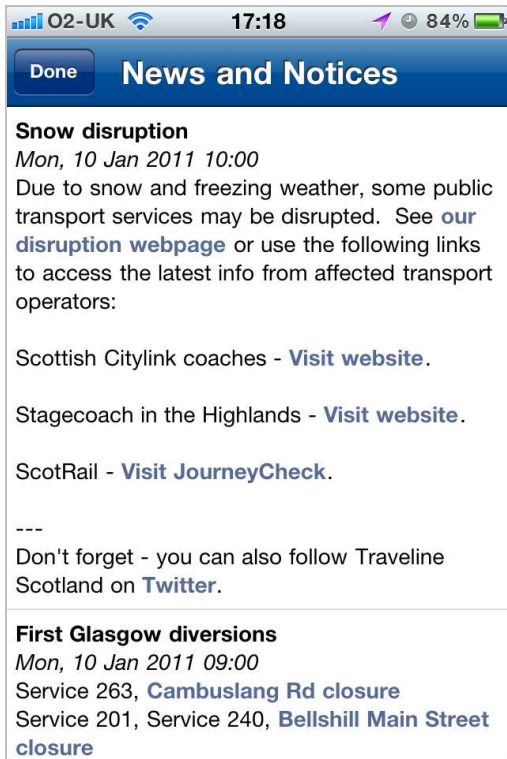
Functionality of the proposed services is summarised below. Images shown are draft, and have not yet been modified to reflect Android and BlackBerry design requirements.

- **All transport modes** - combined live and scheduled departure boards on an interactive map for all transport modes available in the source data
- **Bus and coach** - departure boards on a map filtered to show bus and coach stops only

- **Subway** - departure boards on a map filtered to show Glasgow Subway stations only
- **Ferry** - departure boards on a map filtered to show ferry terminals only
- **Favourite stops** - graphical saved favourites page
- **Traffic Scotland** - in-app link to the Traffic Scotland mobile website
- **Journey planner** - in-app link to the Traveline Scotland mobile website provided by Trapeze
- **News and notices** - messages can be authored for delivery directly to the apps; any notices created will be delivered to all three apps
- **Transport operators** - alphabetic listing of operators with logos and phone numbers, plus a separate list of major operators

Note that adaptation will be required for graphical features including interactive maps. Not all BlackBerry devices that we intend to support have touch screens, and so a different approach to map navigation will be used.





Project Timeline

The outline project plan for the Traveline Scotland Android and BlackBerry applications based on the scope outlined above will be as follows:

MILESTONE	DATE
Android	
Commencement of work	0 weeks
Interim progress review	4 weeks
Beta release for feedback and refinement	8 weeks
Work complete and acceptance testing begins	10 weeks
Launch	12 weeks
BlackBerry	
Commencement of work	12 weeks
Interim progress review	16 weeks
Beta release for feedback and refinement	20 weeks
Work complete and acceptance testing begins	22 weeks
Launch	24 weeks

Project Costs

Implementation and operation costs for the project as scoped above will be as follows:

MODULE	ONE-OFF	ANNUAL
Traveline Scotland Android application	£18,000	£2,500
Traveline Scotland BlackBerry application	£22,000	£3,000

In addition to the costs detailed above Transport Scotland has already supported the development of the iPhone app for Traveline Scotland.

Traveline Scotland have secured funding from Transport Scotland to provide the Android application as this is likely to benefit a larger number of users and has therefore been given a higher short term priority. Traveline have been in dialogue with HITRANS officers since the original iPhone application was in development with a view to establishing if funding could be available to support the roll out of the smart phone application. Discussions have focussed on the possibility that HITRANS and Strathclyde Partnership for Transport (SPT) could jointly fund the development of the Traveline Scotland application for the Blackberry smart phone platform. The cost of this to HITRANS and SPT would be a capital cost of £25,000 which would cover the development and the first year of maintenance. Traveline Scotland has confirmed they are prepared to meet the maintenance cost after the first year so this would be a one off cost to HITRANS and SPT.

HITRANS officers have considered the proposal from Traveline Scotland and consider it good value as a means of disseminating public transport information particularly give that the information will include real time information on the buses equipped with tracking equipment in the Highlands and Islands. It is recommended that the Partnership approves an allocation of £12,500 from the START Project budget under Activity 8 Intelligent Transport Systems. The detailed START Project budget is listed below and this item would be funded by transferring budget from the "Other Expenditures" budget to "Services Supply".

TOTAL	
1. Human Resources	- €
2. Services Supply	86,286.46 €
3. Operational Costs	9,546.79 €
4. Travel and accommodation	9,000.00 €
5. Meetings and seminars	5,000.00 €
6. Promotion and dissemination	46,324.47 €
7. Equipment	138,699.35 €
8. Other expenditures	494,306.62 €
TOTAL	789,163.69 €

Recommendation

1. Members are asked to note the report.
2. Members are asked to approve the allocation of £12,500 from HITRANS budget allocation through the START project.

Risk	impact	comment
RTS delivery	√	The project will further delivery of RTS strategic policy of developing a fit for purpose multi-modal transport system.
Policy	√	Supports the strategic policy as above
Financial	-	The project can be funded within the existing START project budget.
Equality	-	

Report by:
Designation:
Date:

Ranald Robertson
Partnership Manager
28th March 2011