

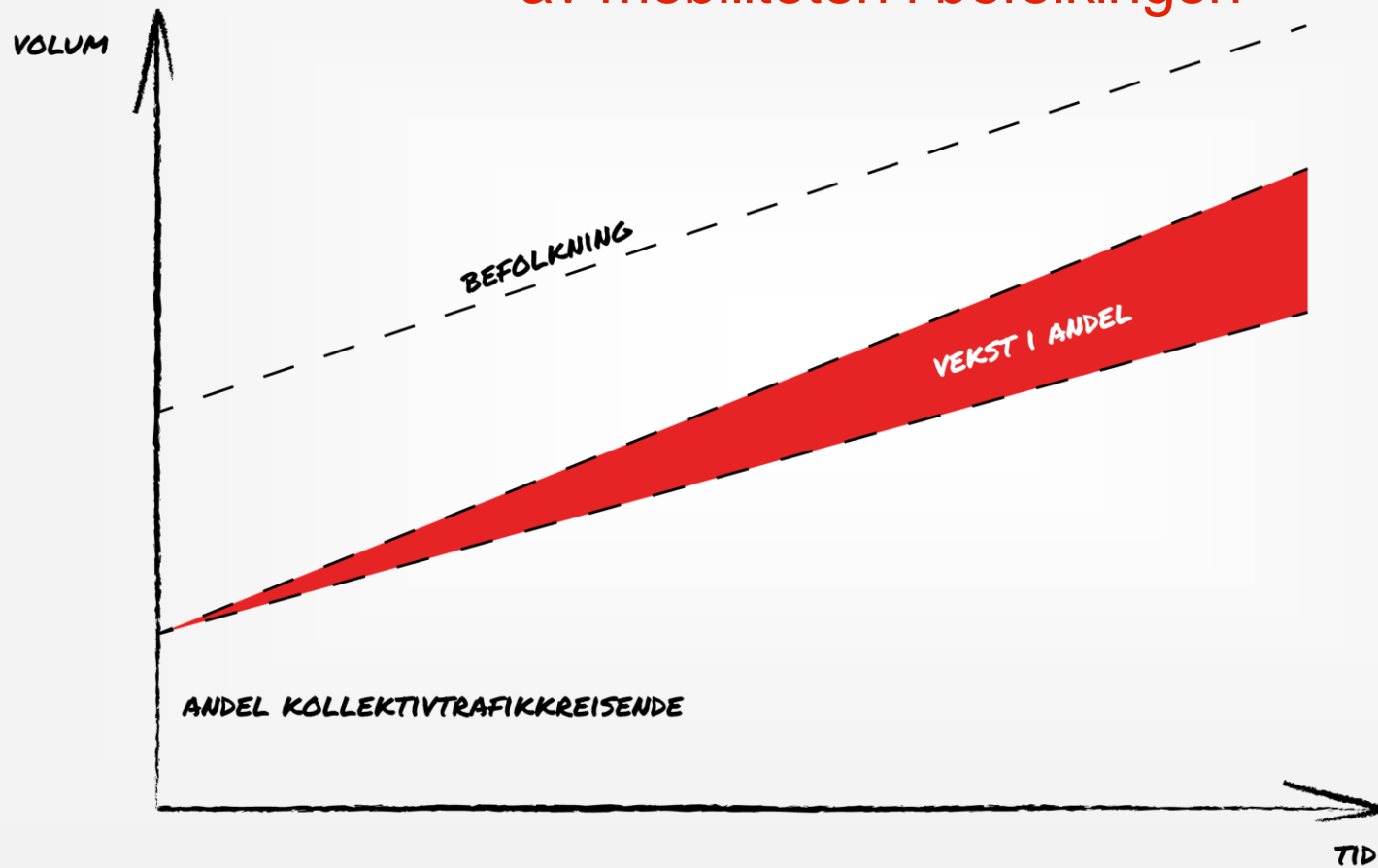


creuna

Det integrerte digitale byrået for Ruter

Dialogkonferanse for design og kundeopplevelse i digitale tjenester

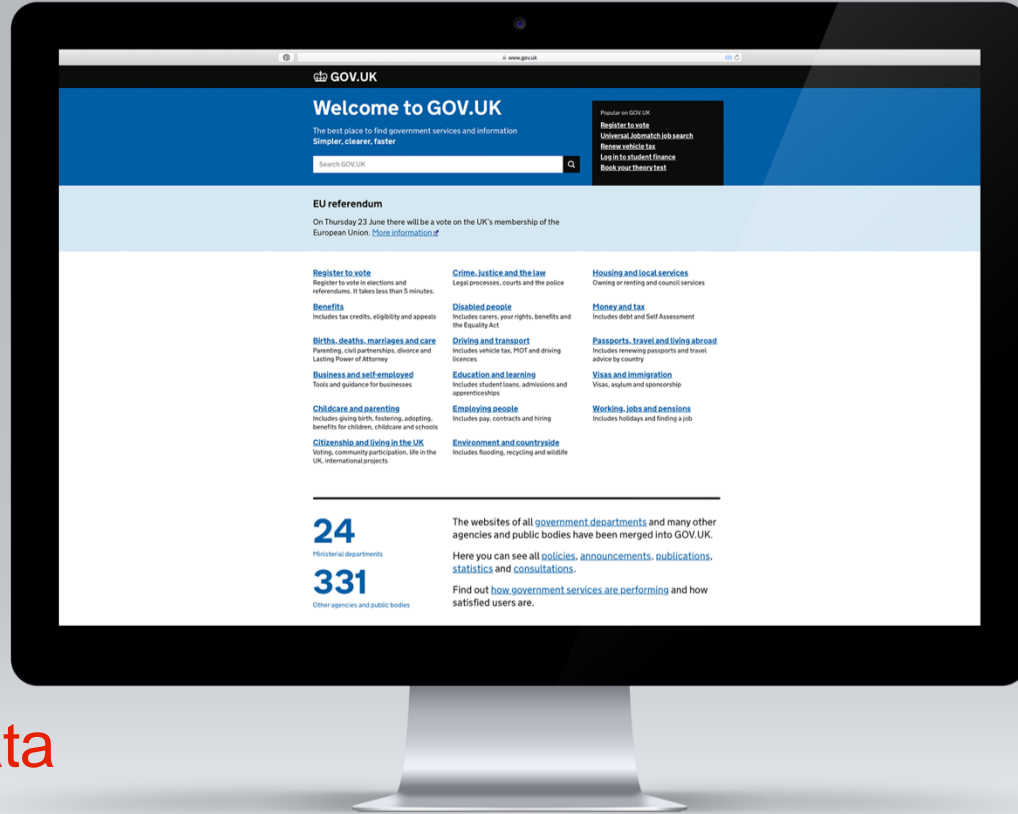
Ruters utfordring: Vekst i befolkning og økt andel av mobiliteten i befolkingen



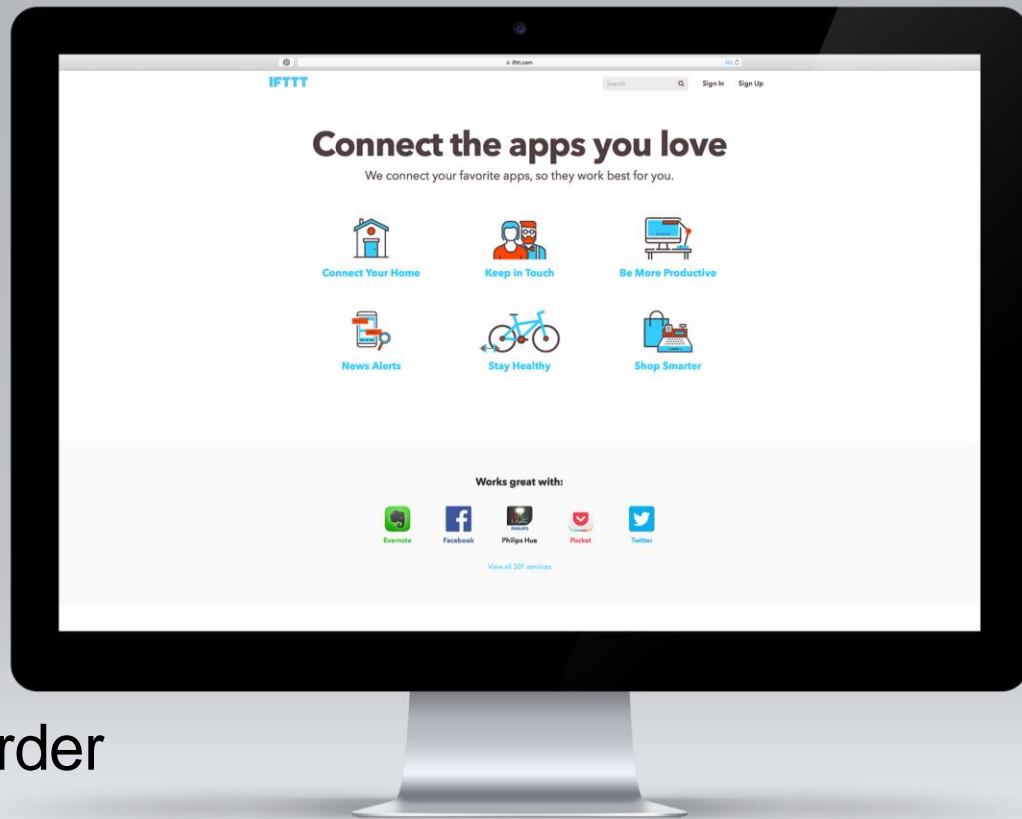


Benytte **tilgjengelig**
og **forventet** teknologi



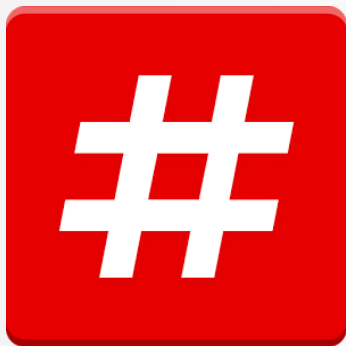


Gjøre **Big Data**
utnyttbart

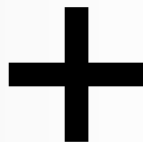


Åpne standarder
Åpne data

Intern integrasjon



Billett

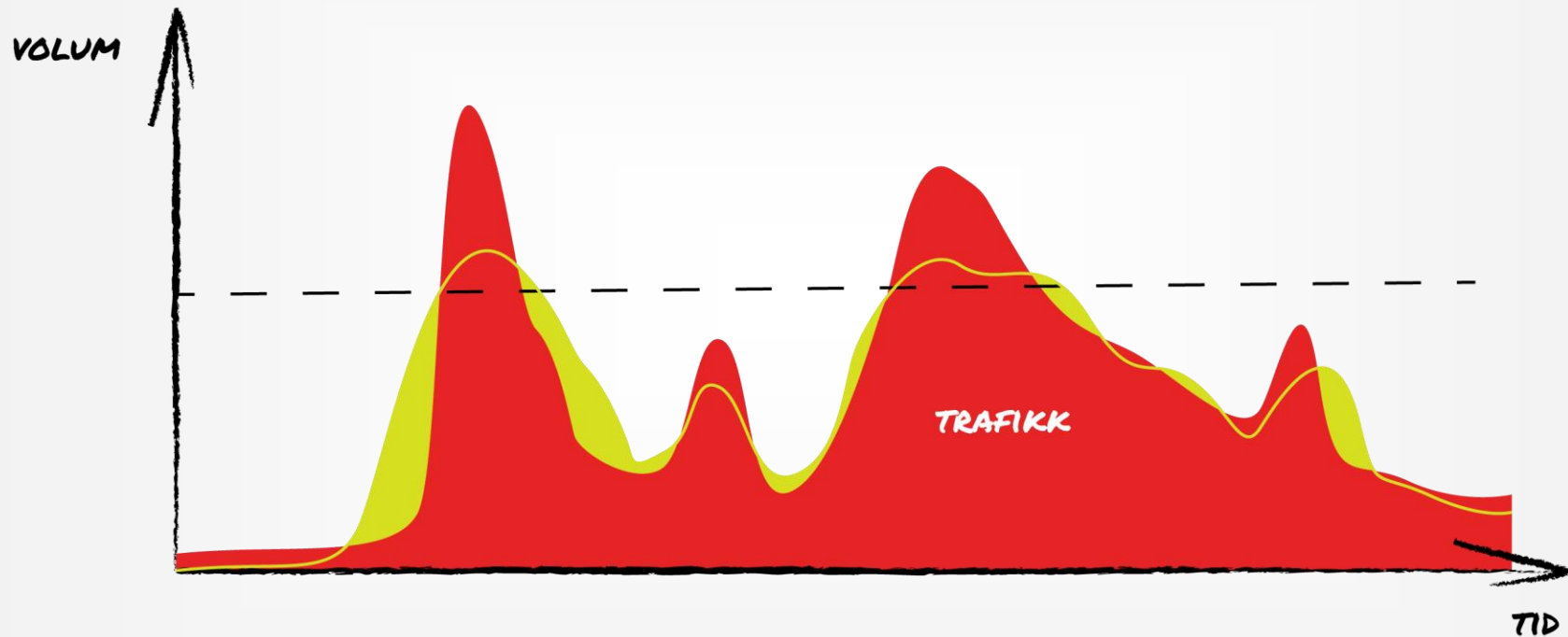


Reiseplanlegger



vise pris

Data/statistikk for å spre trafikken



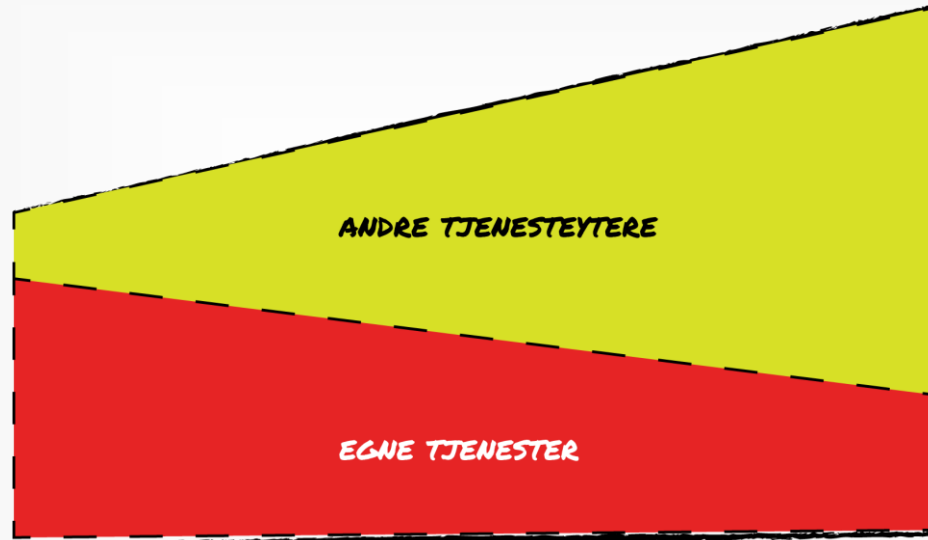
”Alt dette er forventet.

Det er bare å gjøre det!

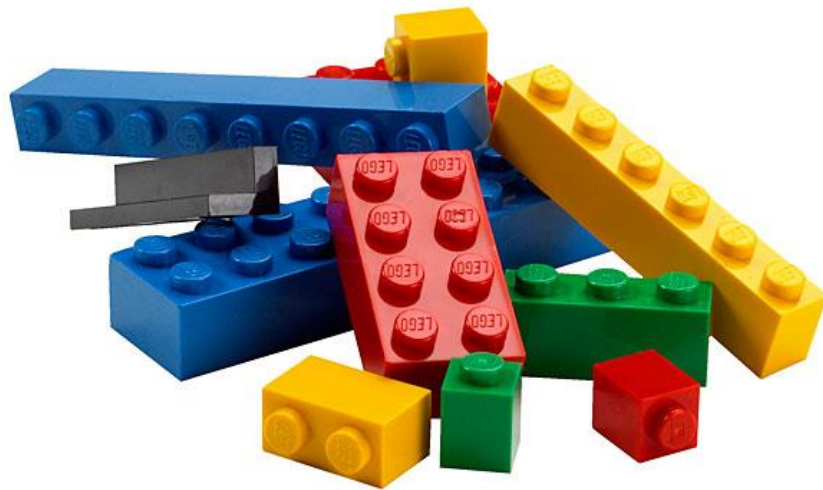
Det vi skal – det er å heve
listen. **Begeistre!”**

Åpne tjenester

Ruter#

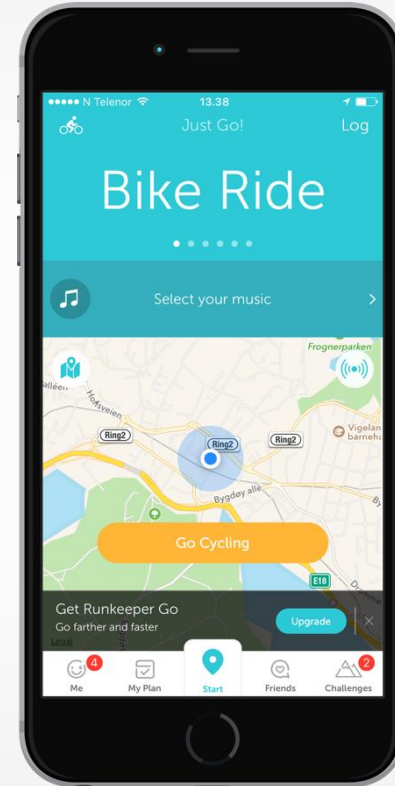
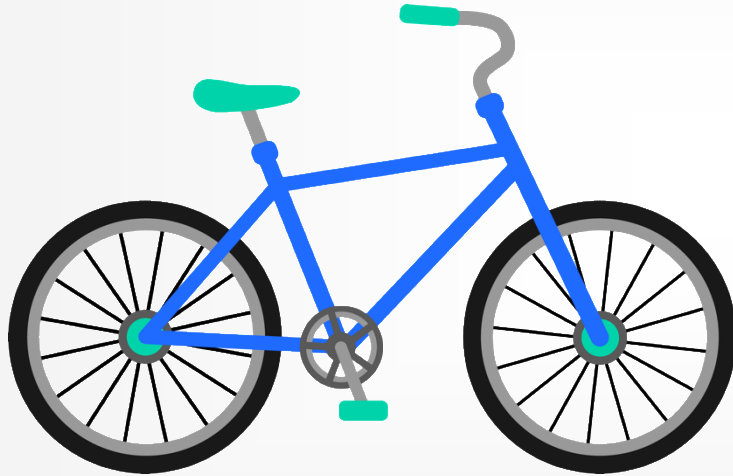


brukere



Bygg tjenester selv!
Individualisering

Brukerinvolvering: **bonus for sykle til jobb**



Ekstern integrasjon



Bysykkel

+



Reisegaranti

=

gratis
bysykkel
til jobb!

2 team



Linje



Vedlikehold
Videreutvikling
Versjonering



Innovasjon



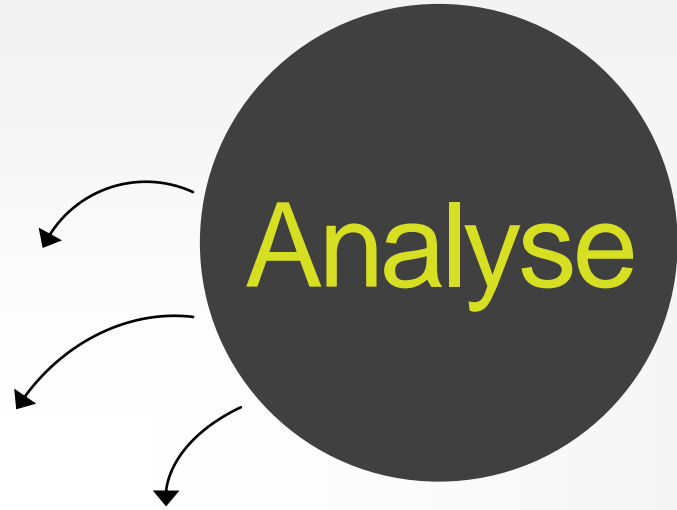
Nye tjenester

Team: Linje

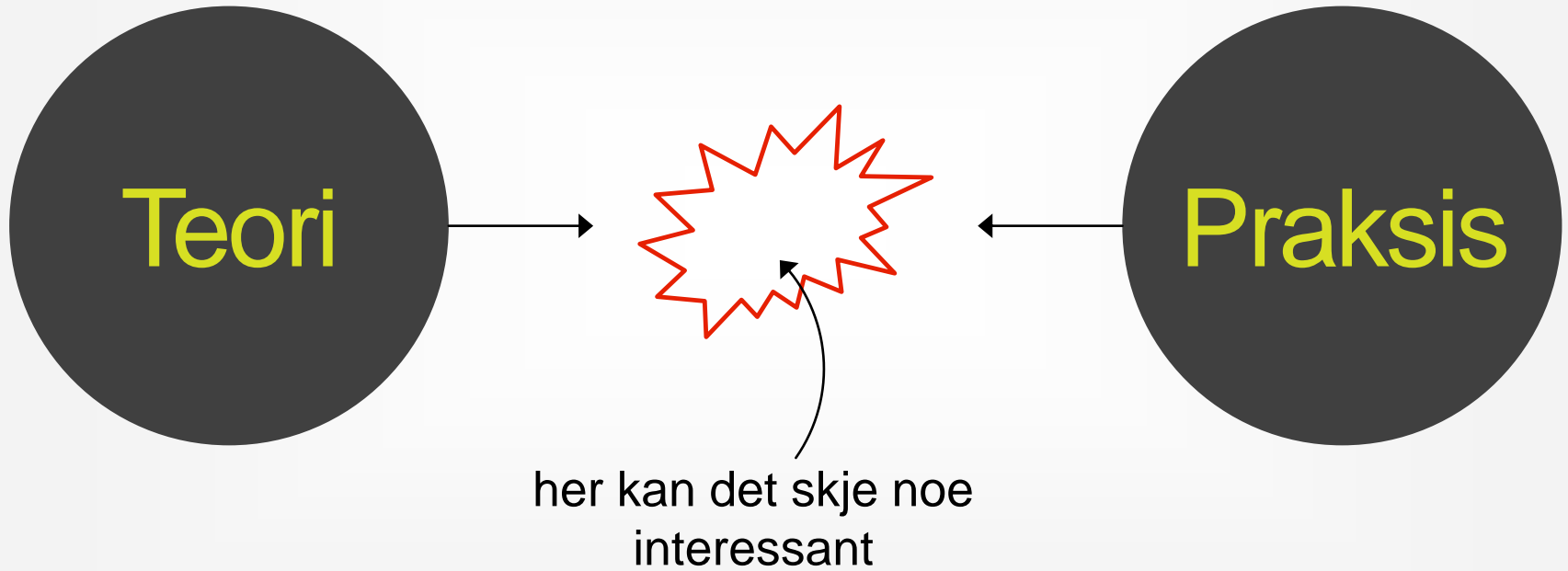
UX-team:

be id

sd gd fe



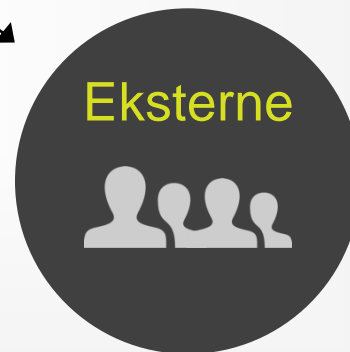
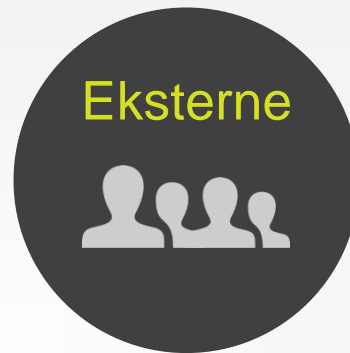
Team: **Innovasjon**



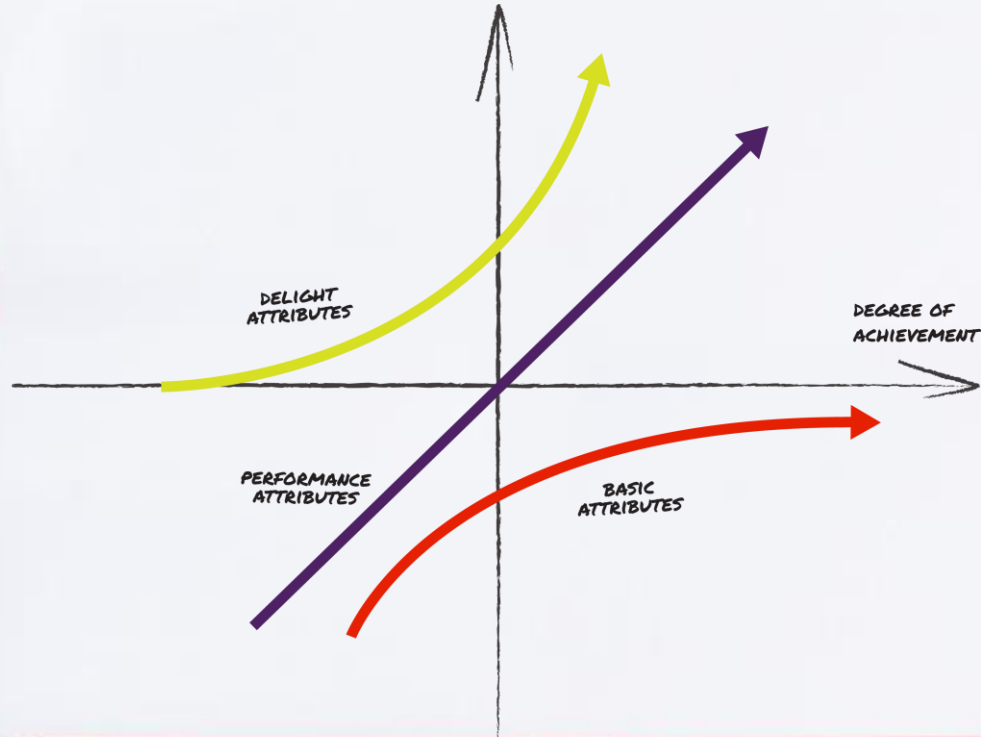
Inhouse team



Mandater
Integrerte prosesser
Kultur



CUSTOMER SATISFACTION



DELIGHT
ATTRIBUTES

DEGREE OF
ACHIEVEMENT

PERFORMANCE
ATTRIBUTES

BASIC
ATTRIBUTES





takk for
oppmerksomheten