

## **Trafikanten. Designing Trafikanten's portal for all platforms, web and mobile.**

### **Einreicherdaten**

Firma: Creuna

Ansprechperson: Engbakk

Anzahl Angestellte: 101 - 200, Anzahl freie Mitarbeiter: 11 - 25

Umsatz: über 600.000 Euro

Beschreibung: Creuna is a full-service digital agency that builds brands and helps organizations communicate in a digital reality. The agency is leading in the Nordics within digital and traditional communication services and solutions. We employ 330 dedicated professionals in Sweden, Denmark, Norway and Finland. 110 in Norway. Specialties Internet, intranet, e-commerce, portals, online marketing, branding, webanalytics, mobile marketing, mobile solutions

### **Kundendaten**

Firma: Trafikanten

Ansprechperson: Eliassen

Anzahl Angestellte: 51 - 100, Anzahl freie Mitarbeiter: no specification

Umsatz: keine Angabe

Beschreibung: Trafikanten AS (now a part of Ruter AS) is a service company whose primary objective is to promote the use of public transport in the Greater Oslo area through good information and attractive and updated information solutions that are available for all. Oslo is one of the busiest public transport capitals in Europe.

Trafikanten serves 1,2 million people.

### **Projektbeschreibung kurz**

Digital changes our entire society and the way we live and work. New technology enables new forms of communication and changes social patterns for interaction. Trafikanten saw this as an opportunity to improve on their service to the public transportation in the greater Oslo area in Norway. Creuna was engaged to develop the strategy, concept and design for the new trafikanten.no. Trafikanten exists to provide relevant and updated information to 1.2 million people in the Greater Oslo area using public transport. Their goal is to double their market share through several strategies, one of them being a sensible and good use of IT and mobile solutions. With the help of Internet and smartphones the goal is to make public transport the preferred choice of travel. Creuna tailored a new solution integrating Trafikanten's travel planner, map solutions, real-time and deviation information. Trafikanten.no is now one of Norway's biggest websites with 90,000 daily users.