

EasyWay



Annual Forum 2010



Shortcut to the future.
Lisbon • November 16th-18th

iPhone app – Trafikken.dk

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Trafikken.dk



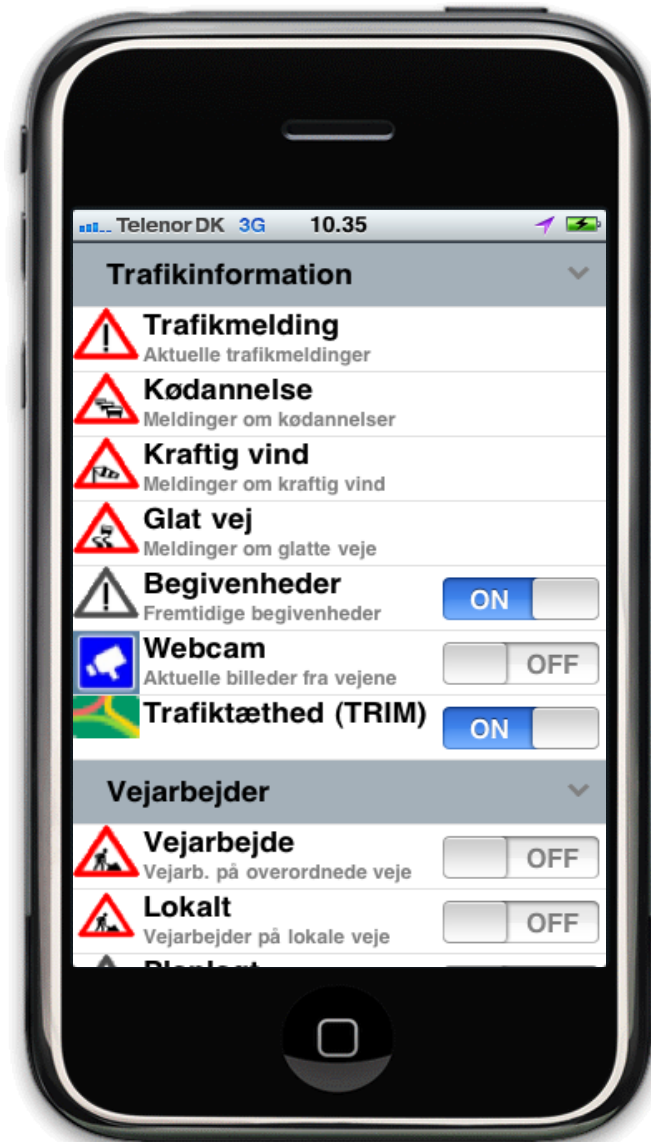
Trafikken.dk



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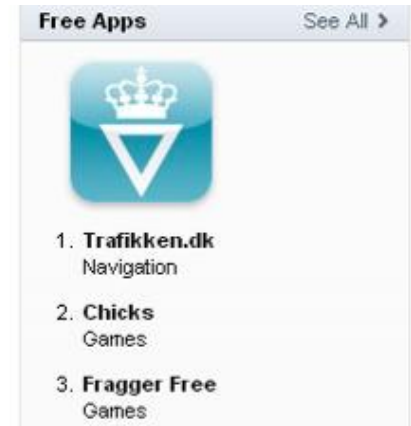


Downloads

3 months

30.000 downloads

8 - 10%





User feedback

Customer Ratings

▼ Average rating for the current version:  64 Ratings



Positive

- Great idea.
- Information is important.
- There is a need.

Improvement requested

- Faster map navigation
- Better design
- Android version!!!



Lessons learned

1. Test
2. Get out of the office - test
3. Make a user test
4. Be prepared to make a version 1.1. shortly after release.
5. Remember Android and other important platforms
6. Integrate an analytic system is useful



Lessons learned

20.000 visits per month

7 % are online more that 10 minutes

Average time 12 minutes



Next steps

- Collecting GPS data
- Quick call to the Traffic Information Center, with position information.
- Pop-up webcam pictures