

## rail.ch: the online station

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**The SBB website presents itself in a complete redesign as “the online station”. We took direction from the needs and wishes of various stakeholders: our passengers, market requirements and passengers with handicaps, along with the findings of extensive usability tests. Based on all these factors, we implemented the following key points: ticket purchases within three clicks, a clearer navigation, “find instead of search”, electronic vouchers and improved display on mobile phones. And be sure to check out the SBB Widgets. This useful little helper opens the online timetable from every page and displays the SBB clock.**

Why a new website? The previous version had grown over the years and was no longer based on the latest technology. The requirements of a modern website have increased tremendously, as illustrated by such keywords as broadband, mobile apps, Web 2.0 and social media.

With the realisation of the new website under the motto “the online station”, the customer remains the consistent focus. The new version features uniform design, provides appealing content within a clear structure and enables quick and easy navigation. At the same time, a new web content management system (WCMS) was introduced for managing the site contents. This process also involved updating the systems for the online timetable and the SBB Ticket Shop. In the new WCMS, 25 formerly independent domains were brought together. For our users, this results in a navigation free from media transfer problems.

## The most important features front and centre: the timetable

The screenshot displays the SBB website's user interface. At the top, there is a navigation bar with links for Home, RSS-Feed, Site index, Contact, Search, and language options (de, fr, it, en). The SBB CFF FFS logo is positioned on the right. Below this, a secondary navigation bar includes links for Leisure & holidays, Timetable, Travelcards & tickets, Station & services, Business travel, and Corporation. The main content area features a central 'Timetable' search widget. This widget includes input fields for 'From' (zurich), 'To' (Berne), and 'Via'. It also has dropdown menus for 'All types' and 'Map' icons. The 'Date' is set to 'We, 18.05.11' with a calendar icon, and the 'Time' is '14:13' with radio buttons for 'Departure' and 'Arrival'. A red 'Search connection' button is located below the search fields. Below the search fields are two expandable sections: 'Advanced search' and 'Traffic Information'. To the left of the timetable is a 'Current news' section with three items: 'Your favourite city' (80% discount), 'Top-price offers' (50% discount), and 'Top events'. To the right is a 'Ticket Shop' section with the heading 'The Half-Fare travelcard offers' and three card icons. At the bottom of the page, there is a 'Search/Webcode' button, an 'SBB Widgets' button, and a footer with links for Technical requirement, Imprint, Legal information, Data protection, and Print.


SBB has improved its online service and made rail travel offers even more accessible. The timetable again takes centre stage on the new site. The right tab brings users directly to the SBB Ticket Shop. When this tab is clicked, the SBB Ticket Shop moves into the centre. The same applies for the topics under “Current news”. With one click, the corresponding topics shift into the centre like on a carousel and the timetable and Ticket Shop move off to the side.

### Timetable

From: zurich  
To: Berne  
Date: We, 18.05.11

Advanced search  
Traffic Information

### Ticket Shop



**1-day travelpass**  
The one-day travelpass for the Half-Fare travelcard offers unlimited travel within Switzerland for one day.  
Buy yours now.


Tickets Switzerland  
SeasonTickets Switzerland  
Trips in Europe


SBB Ticket Shop

### Current news

Most free!  
Tickets for up to 80% less. Take

for you by Sergio, Benoit and Beat.

 Search/Webcode

 SBB Widgets

Technical requirement Imprint Legal information Data protection Print 

[www.rail.ch](http://www.rail.ch)

## Just as easy as before: timetable enquiries

Station/Stop	Date	Time	Duration	Chg.	Travel with	Occupancy	Fare
1	Chur	We, 18.05.11	dep 14:16	1:32	0	IR	1. ↑ 2. ↓
	Zürich HB	arr 15:48					<a href="#">Fare/Buy</a>
2	Chur	We, 18.05.11	dep 15:09	1:14	0	IC	1. ↑ 2. ↓
	Zürich HB	arr 16:23					<a href="#">Fare/Buy</a>
3	Chur	We, 18.05.11	dep 15:16	1:32	0	IR	1. ↑ 2. ↓
	Zürich HB	arr 16:48					<a href="#">Fare/Buy</a>
Station/Stop	Date	Time	Platform	Travel with	Occupancy	Comments	
4	Chur	We, 18.05.11	dep 15:55	4		Regio	
	Sargans	arr 16:15	2BC	R 7860			
	Sargans	dep 16:25	4ABCD		1. ↑ 2. ↓	Railjet	
	Zürich HB	arr 17:20	4	RJ 162		(*) ♿ P VT	

Duration: 1:25; runs daily

Start Route Destination

Search/Webcode

Technical requirement Imprint Legal information Data protection Print

**Information**

- Chur
- Zürich HB

Combined mobility

Leisure travel offers

At the station

Book hotel

Disabled passengers

Rail information

**Zürich HB**

Mo 12° Tu 20° We 24°

Your weather in

The results of timetable enquiries are presented even more clearly. Users can simply expand the information to view the details on the connection. Along with the usual information, the site now offers an area map with the travel itinerary. Via the Fare/Buy button, users are taken directly to the desired ticket in the SBB Ticket Shop.

[www.rail.ch](http://www.rail.ch)

[www.rail.ch/timetable](http://www.rail.ch/timetable) (enhanced timetable tool)

## Cleaner and more comprehensive: the new SBB Ticket Shop

The screenshot shows the SBB Ticket Shop website. At the top, there is a navigation bar with links for Home, SBB Newsletter, RSS-Feed, Sitemap, Contact, Search, and language options (de, fr, it, en). The SBB CFF FFS logo is on the right. Below the navigation bar, there are tabs for Holidays & leisure, Timetable, Travelcards and tickets (highlighted), Station & services, Business travel, and Corporation. The main content area is divided into several sections: 'SBB Ticket Shop' with a sub-section 'Travel in Switzerland' containing links for Tickets Switzerland, SeasonTickets Switzerland, Traffic communities, Visitors from abroad, e-voucher, and Group journeys; 'Travel for less in Switzerland' with a link for Supersaver ticket; 'Shopping cart' showing 0 items for CHF 0.00; 'Payment methods' listing AirPlus, JCB, Visa, Mastercard, Postcard, and others; and 'Miscellaneous' with a link for B2C. At the bottom, there is a search bar, 'My account', 'SBB Widgets', and technical information links.

On the first page of the SBB Ticket Shop, users can select the desired ticket and access the corresponding purchase process. The accepted means of payment in the SBB Ticket Shop and the contents of the shopping basket are also immediately visible at a glance.

Registered customers can take advantage of even faster ticket purchases. OnlineTickets that have been bought in the past can be purchased again directly by going to “My Favourites” and entering the desired date for the new ticket. In addition, SBB offers electronic vouchers (e-vouchers) as a means of payment or as a gift. Incidentally: e-vouchers are also available for SBB Mobile, the ticket shop for people on the move.

Passengers to Germany also benefit from new offerings: a wider range of tickets at lower prices. For instance, there are tickets to Munich for as little as 52 francs or to Freiburg i. Br. from 25 francs (single journey in 2nd class, ticket valid on the selected train. Offer available up to 3 days before departure as long as stocks last, no exchanges, no refunds. Price valid for online purchases from the SBB Ticket Shop. Also available at staffed ticket counters [plus any booking fees] and from the Rail Service Helpdesk 0900 300 300 [CHF 1.19/min. from the Swiss fixed-line network]). After making a timetable enquiry, the site now immediately displays all available price categories. This speeds up the process of choosing and purchasing the right ticket including self-printed OnlineTickets.

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www.rail.ch/press

[www.rail.ch/ticketshop](http://www.rail.ch/ticketshop)

## For easier orientation: the mega dropdown

The screenshot shows the SBB CFF FFS website with a navigation bar at the top. The 'Leisure & holidays' menu is expanded, displaying a mega dropdown with five main categories: Day trips, Events, Holidays in Switzerland, Europe & worldwide, and Groups. Each category has a list of sub-options. Below the menu, there is a section for 'Track 7' travelcards, a central text area about Half-Fare travelcards, and a '50% DISCOUNT' banner. At the bottom, there is a search bar and a 'SBB Widgets' button.

When the mouse moves over the navigation titles, so-called mega dropdown menus appear with all the thematic fields contained under the individual navigation titles. In this way, users need just one click to reach the desired thematic category. And from here, they can click further on the specific options.

If users know precisely what they're looking for or want to enter a webcode from a brochure obtained at the station, the bottom of each page contains the tab "Search/Webcode". Here users enter the corresponding search term or webcode and right away the system presents the requested information. Additional support is provided by a context search that displays product-related suggestions, offers and related content.

[www.rail.ch](http://www.rail.ch)

## All about the Half-Fare travelcard: a glimpse of an offer page

Home [RSS-Feed](#) [Site index](#) [Contact](#) [Search](#) [de](#) [fr](#) [it](#) [en](#)

**SBB CFF FFS**

[Leisure & holidays](#) [Timetable](#) [Travelcards & tickets](#) [Station & services](#) [Business travel](#) [Corporation](#)

### GA travelcards

- Half-Fare travelcards**
- 1, 2 or 3-year Half-Fare travelcard
- Half-Fare travelcard with Visa Card
- Ordering
- Add-on cards
- Benefits
- Services

### Track 7

- Point-to-point travelcards**
- Regional travelcards**
- Inter-regional travelcards**

[Search/Webcode](#) [SBB Widgets](#)

## Half-price across Switzerland.

With the Half-Fare travelcard you can travel half-price\* on all SBB routes, on many private railways and mountain railways, and on shipping lines and postbuses.

The Half-Fare travelcard is available for 1, 2 or 3 years and allows you to buy 1st or 2nd class tickets for just half\* the price.

There is also a Half-Fare travelcard combined with a free Visa credit card or a Visa prepaid card: You can travel by train at low cost in Switzerland and pay conveniently and without cash when abroad using just one card.

Order your Half-Fare travelcard at your station or on the Internet at SBB Ticket Shop.

The Half-Fare travelcard is even more attractive with the add-on cards. 1-day and 1-month travelpasses and 1-day travelpasses for children turn a Half-Fare travelcard into a GA travelcard for the period they cover. And if young adults aged up to 25 have both a Half-Fare travelcard and Track 7, they travel throughout Switzerland free of charge.


Additional benefits: With your Half-Fare travelcard you can use the MobilBonus online platform and you receive further discounts if you travel to other European countries by train or if you need a hire car.

### Miscellaneous

- Switch to sustainability.
- Train or car? The comparative cost calculator.

### Conditions

- Fare conditions
- Synoptic Map 2 MB



[Technical requirement](#) [Imprint](#) [Legal information](#) [Data protection](#) [Print](#)

Here's an example of a page containing a substantial amount of complex information. Even with such comprehensive material, we attach great importance to preparing the content so users will arrive quickly at the desired information – whether via hyperlinks in the body of text or by way of a clearly structured navigation that naturally also leads to the ordering or purchase process.

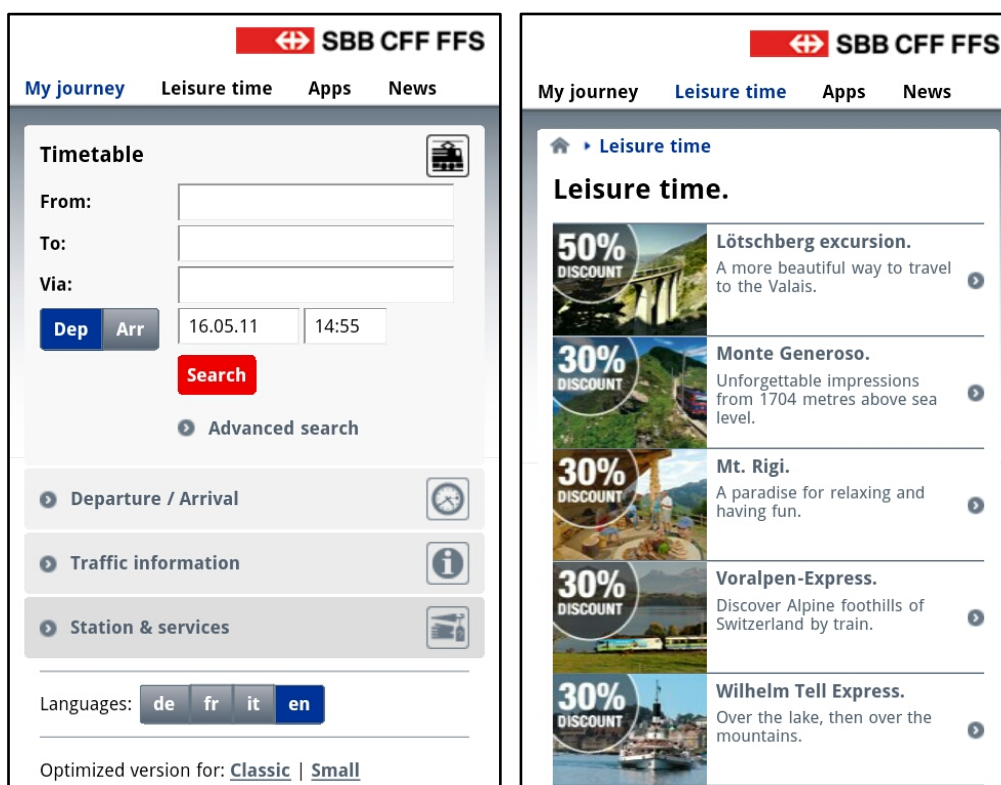
[www.rail.ch/half-fare](http://www.rail.ch/half-fare)



## rail.ch for smartphones: new features and improved layout

More and more passengers are taking advantage of the option to call up information online when they're on the move. We have responded to this trend and created an improved mobile website tailored to the displays of mobile devices such as mobile phones and smartphones. This allows our passengers to conveniently obtain the most important information on time-tables, rail traffic, services at the station or leisure time activities using their mobile device.

As in the past, the purchase of Mobile Tickets is still processed via the SBB Mobile app, which can be downloaded free of charge for all major operating systems.



Screenshots: [www.sbb.ch/foto](http://www.sbb.ch/foto)