SPT Website redesign

Full sitemap

D8. **SPT**

Hello

Thanks to everyone for your time and input so far! As we move on from the Discovery process we will start to see things develop visually.

The last part is ensuring the sitemap has considered everything we want on the site for launch.
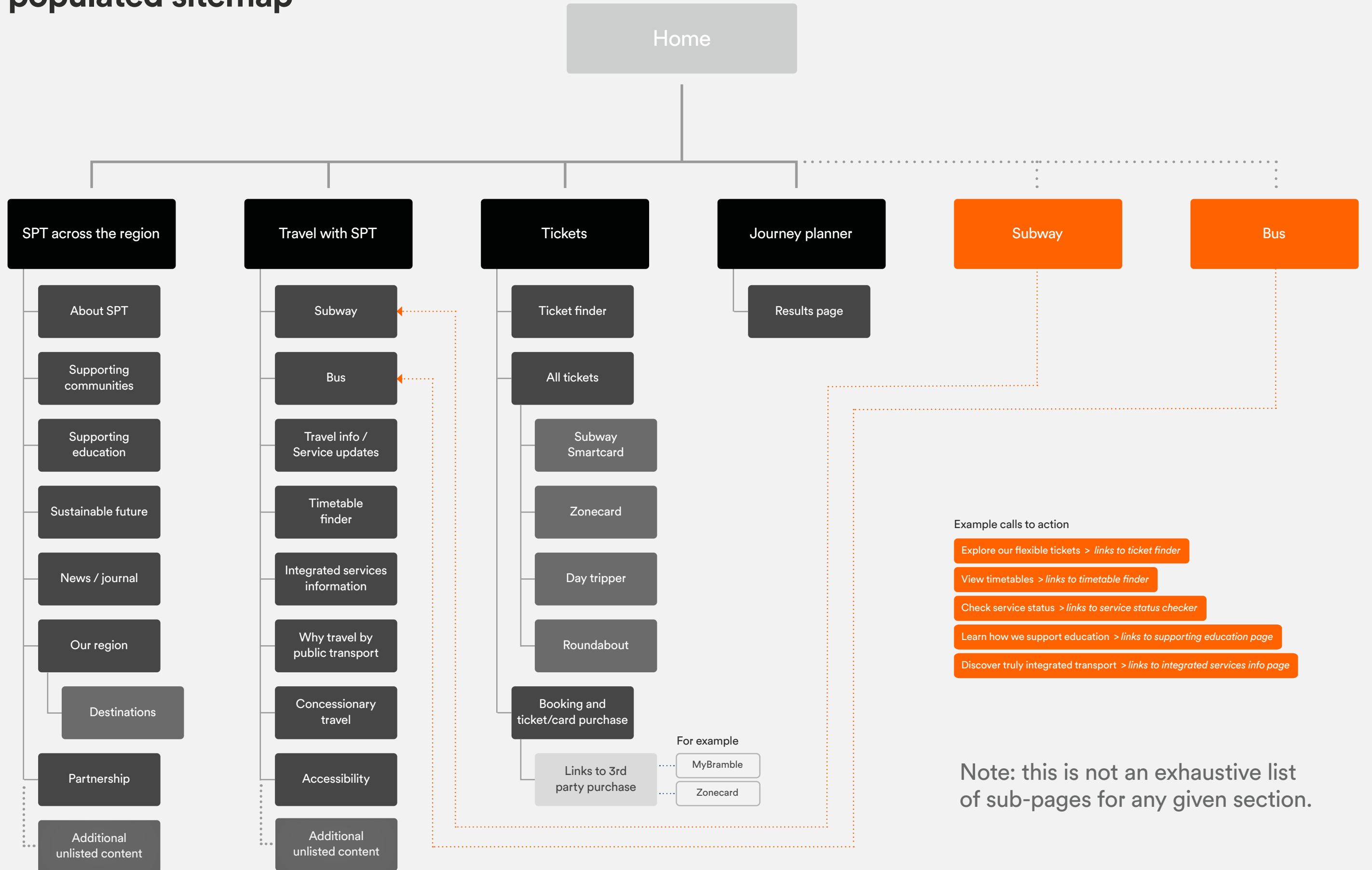
D8. **SPT**

Developing your new sitemap

High-level populated sitemap

Home

SPT across the region

- About SPT
- Supporting communities
- Supporting education
- Sustainable future
- News / journal
- Our region
  - Destinations
- Partnership
- Additional unlisted content

Travel with SPT

- Subway
- Bus
- Travel info / Service updates
- Timetable finder
- Integrated services information
- Why travel by public transport
- Concessionary travel
- Accessibility
- Additional unlisted content

Tickets

- Ticket finder
- All tickets
  - Subway Smartcard
  - Zonecard
  - Day tripper
  - Roundabout
- Booking and ticket/card purchase
  - Links to 3rd party purchase

  For example
  - MyBramble
  - Zonecard

Journey planner

- Results page

Subway

Bus

Example calls to action

- Explore our flexible tickets > *links to ticket finder*
- View timetables > *links to timetable finder*
- Check service status > *links to service status checker*
- Learn how we support education > *links to supporting education page*
- Discover truly integrated transport > *links to integrated services info page*

Note: this is not an exhaustive list of sub-pages for any given section.

Footer

- SPT for business
- Behind the scenes
- Privacy and cookies
- Contact us

Developing your new sitemap
SPT Website redesign – Remote discovery part 2
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Your full sitemap

Your full sitemap

We have cross referenced existing site content, the supplied suggested sitemap from the tendering process and all our notes thus far, in order to put this sitemap together.

It's worth nothing that some areas will expand and contract as your needs change. What we are trying to achieve is a sensible, organised framework that can evolve comfortably as required.

SPT / HOME
spt.co.uk

Main navigation items (logo will provide home link)

Fast-track link

1 SPT across the region

- 1.1 About SPT
  - 1.1.1 History & background
  - 1.1.2 Our services
  - 1.1.3 Our team / Partnership
    - 1.1.3.1 Minutes & agendas
    - 1.1.3.2 Schedule of meetings
  - 1.1.4 Strategy
  - 1.1.5 Equality
  - 1.1.6 Standards & responsibility
    - 1.1.6.1 Access to information
  - 1.1.7 Documents
    - 1.1.7.1 Annual report
    - 1.1.7.2 Finance
    - 1.1.7.3 Procurement strategy
  - 1.1.8 Our region
    - 1.1.8.1 Destinations
- 1.2 News/journal
  - Interactive listing allows users
  - 1.2.1 to filter list
    - Tagged by category (service, modernisation, corporate, etc)
  - 1.2.1.1 Articles
    - — Lead image
    - — Title
    - — Synopsis
    - — Body copy
    - — Date
    - — Subject(s)
    - — Reading time
    - 1.2.1.1.1 You might also like
    - 1.2.1.1.2 Relevant CTA (book tickets, see how we support x, etc)
- 1.3 What we are doing
  - 1.3.1 Regional Transport Strategy
  - 1.3.2 Supporting communities
  - 1.3.3 Supporting education
  - 1.3.4 Sustainable future
  - 1.3.5 Modernisation
    - 1.3.5.1 Link to modernisation news articles
  - 1.3.6 Freight & heavy rail
  - 1.3.7 Other SPT funded projects

Global on demand components and example calls to action
(directing users to key sections and content)
- Explore our ticket finder
- View timetables
- Check service status
- Learn how we support education
- Discover truly integrated transport
- Sign up to newsletter
- Journey planner

2 Travel with SPT

- 2.1 Subway
  - 2.1.1 Journey planner
  - 2.1.2 Maps & stations
  - 2.1.3 Tickets
  - 2.1.4 Timetables
  - 2.1.5 Upper Circle
  - 2.1.6 Accessibility & mobility
  - 2.1.7 Opening hours
  - 2.1.8 Lost property
  - 2.1.9 Subway news
  - 2.1.10 Campaign Microsites
    - 2.1.10.1 MyGlasgowMySubway
    - 2.1.10.2 Students
    - 2.1.10.3 [remainder of list]
- 2.2 Bus
  - 2.2.1 Journey planner
  - 2.2.2 Bus stations and travel information
    - 2.2.2.1 Bus stations
      - 2.2.2.1.1 Buchanan Bus Station Glasgow
      - 2.2.2.1.2 East Kilbride Bus Station
      - 2.2.2.1.3 Greenock Bus Station
      - 2.2.2.1.4 Hamilton Bus Station
    - 2.2.2.2 Ticket offices
      - 2.2.2.2.1 Buchanan Bus Station Glasgow
      - 2.2.2.2.2 East Kilbride Bus Station
    - 2.2.2.3 Travel points
      - 2.2.2.3.1 Kilmarnock
      - 2.2.2.3.2 Bearsden
      - 2.2.2.3.3 [remainder of list]
  - 2.2.3 Timetables
  - 2.2.4 MyBus
  - 2.2.5 Routes & services
  - 2.2.6 Access to healthcare
  - 2.2.7 Access to education
  - 2.2.8 Bus news
  - 2.2.9 Full list of each service and timetables
    - 2.2.9.1 Subsidised bus services
      - 2.2.9.1.1 Arran
      - 2.2.9.1.2 1
      - 2.2.9.1.3 1/1A
      - 2.2.9.1.4 [remainder of list]
    - 2.2.9.2 Bus operators
      - 2.2.9.2.1 A & J Ballantyne
      - 2.2.9.2.2 Allander Coaches Ltd
      - 2.2.9.2.3 Avondale Coaches
      - 2.2.9.2.4 [remainder of list]
- 2.3 Other travel options
  - 2.3.1 Journeyshare
  - 2.3.2 Park & ride
  - 2.3.3 Rail
    - 2.3.3.1 External ScotRail link
  - 2.3.4 Walking & cycling
    - 2.3.4.1 Bike parking facilities
- 2.4 Why travel by public transport / with SPT
- 2.5 Travel info / Disruption / Service updates
- 2.6 Timetable finder
  - 2.6.1 Interactive tool which helps people check status of their route
    - 2.6.1.1 Results — Will pull from full list of routes
- 2.7 Integrated services information
- 2.8 Concessionary travel
- 2.9 Accessibility
  - 2.9.1 Thistle Assistance

3 Tickets

- 3.1 Find the right ticket for you – Interactive ticket finder
  - 3.1.1 Results — Will pull from full list of tickets
- 3.2 All ticket types
  - 3.2.1 Subway Smartcard
    - 3.2.1.1 Single
    - 3.2.1.2 All day
    - 3.2.1.3 7 day
    - 3.2.1.4 28 day
    - 3.2.1.5 10 week
    - 3.2.1.6 6 month
    - 3.2.1.7 12 month
  - 3.2.2 Zonecard
    - 3.2.2.1 1 week
    - 3.2.2.2 4 week
    - 3.2.2.3 10 week
    - 3.2.2.4 Annual
  - 3.2.3 Day tickets
    - 3.2.3.1 All day Subway ticket
    - 3.2.3.2 Day tripper
    - 3.2.3.3 Roundabout
  - 3.2.4 Concessions

Fast-track link

Link to detail page

Link to detail page

Booking and ticket/card purchase (where possible)
- Links to 3rd party purchase process
- Thankyou page

4 Journey Planner (featured on homepage)
- 4.1 Results page

5 Subway **6 Bus**

Secondary header navigation items

Search   Social links
- Results listing page (possibly dynamic modal)
  - Link to given page

Footer

SPT for business
- Advertising
- Procurement
  - Contract awards
  - Tendering opportunities (Toggle on/off)
- Travel planning
- Property
  - Opportunities
- Travel operators
- Media centre
  - Media contacts
  - Image library
  - Filming, photography & events
- Careers (toggle on/off)
  - Results
    - — Job description
    - — Location
    - — Salary
    - — Application form
  - Thankyou page

Contact
- Live chat(?)
- Social
- Contact form
  - Thankyou page

Social links | Terms & conditions | Privacy & Cookies | Data protection | Accessibility

Your full sitemap

Legend:
- 1st level – Directory
- 2nd level – List / high-level content page
- 3rd level – Detailed content page
- Interactive tool
- Call to action
- Content feed

How this joins up

How this joins up

This is the way information will be organised in it's simplest form. Pages and areas of the site will be geared to inform and direct traffic to the next logical step in a process.

For example, we want to direct users finding station information to purchase tickets.

Here's a quick look at how that will happen.

How this joins up

As an example, on the Subway landing page we will clearly display station information.

While this could be an exit point for users once finding their local station, we want to provide a link that will retain users and direct traffic to another part of the site. In this case, the natural progression would be to push users to find more ticketing information and push uptake of smart ticketing options.

Referring to the sitemap, this specific click would take users from **2.1.3 Subway tickets** to **3.1 Ticket finder**.

How does this work for you?

**How does this
work for you?**

As part of the Discovery process, we analysed your specific requirements for the new site. Here's a look into how this sitemap directly addresses some of those requirements.

Some of these requirements are directly related to front-end visual elements, which don't directly affect the sitemap at this point — they will be greyed out.

SPT

Your stated requirements
Business objectives

1. "Update style of SPT website to modernise the look of the site and align with the brand and the styles used across the organisation."

2. "Reduce focus on news. Instead, make journey planning and the services we provide the focus."

3. "Rework information to be 'Smart first', paper ticket second approach. Make Smartcard the main and obvious ticketing options with paper tickets being displayed for visitors, short term users etc."

Your business objectives are the cornerstone of your site, and should be at the heart of every decision along the way.

How this translates

1. Front-end specific issue.

2. As a result, News has been dropped to a sub-page of navigation element **1.0 SPT across the region,** as **1.2 News/Articles.** The site as a whole will reflect the focus on travel itself.

3. Our new addition, **3.3 interactive ticket finder,** will help direct users to the best ticket for them — and as a result the benefits of smart ticketing can be shown. Additionally, we intend to direct traffic from the journey planner results towards uptake of smart ticketing options. The benefits can also be added to components with marketing content.

How does this work for you?

SPT

Your stated requirements
Customer journey

1. "Review layout, information and make improvements. Hierarchy to be clearer and relevant information should be presented together."

2. "Create separate areas with separate themes for different services. Reflect the way the brand has been applied within different services."

3. "Work with Bus Department to show relevant information & what bus services are subsidised by SPT."

4. "Update Concessionary Travel pages to make more sense of the information, give a better understanding of the scheme and make it clear the part SPT play and what part Transport Scotland and NEC play."

We must establish a website hierarchy that reflects your business objectives accurately.

How this translates

1. We feel all relevant information has been gathered into appropriate groups, and should allow for simple upkeep going forward.

2. The addition of 2 fast-track links, **5.0 Subway** and **6.0 Bus**, to the top navigation presents the two different service areas on level pegging. Visuals will reflect the branding of each service.

3. New structure suggested for area **2.2 Bus** should provide a clear, concise array of information.

4. Concessionary travel information will be covered in both **2.8 Concessionary Travel** as well as **3.2.4 Concessions** as part of the ticketing information. These will be considered just as important as any other traveller type.

SPT

Your stated requirements
Online experience

1. "Make call to action more obvious. Remove links from within paragraphs of text and create buttons clearly displaying the different options (book online, phone number, contact form, online retail etc.)."

2. "Reduce number of interactive elements immediately visible."

3. "Create a more innovative and interesting way to showcase station addresses, including an interactive station map."

4. "Better links throughout Subway pages to campaign microsites /mysubway / student /smart /subwaymod etc."

How this translates

1-3. Front-end specific issues.

4. These will be represented under **2.1.10 Campaign Microsites**, which we can give prominence on the homepage as well as **2.1 Subway** as campaigns run.

Your stated requirements
Content

1. "Consider amount of content on pages and split into separate pages/sections/tabs as required."

2. "Remove call to actions from within paragraphs of text and create dedicated panels/buttons for phone number/enquiry form/online booking/registration form."

3. "Review content and structure to simplify including additional help content showing typical journeys and which zones are required."

3.54 pages
Average number of pages viewed by site visitors

1.33 mins
Average time spent by users exploring your site

How this translates

1. Based on our understanding of the current scale of content, the sitemap has been calculated to allow for even distribution of information in relevant categories. In addition, we are considering volumes of content when we are creating components; i.e. accordion sections for groups of detailed information that would otherwise have users scrolling to find info.

2. This will be considered in visuals.

3. We have included a ticket finder, **3.3 Find the right ticket for you**, that will help to break down differences between ticket types for users and encourage online ticket purchases.

What's next

— Action any changes or additions to the full sitemap.

Following approval of full sitemap

— Start to build out responsive components that will become the building blocks for the site as a whole. The pitch visuals created put us in a good position to get moving quickly with these!

Thank you