

A short guide to Transport Direct's white labelling services



Powered by **transport**
direct.info

Add a journey planner to your website

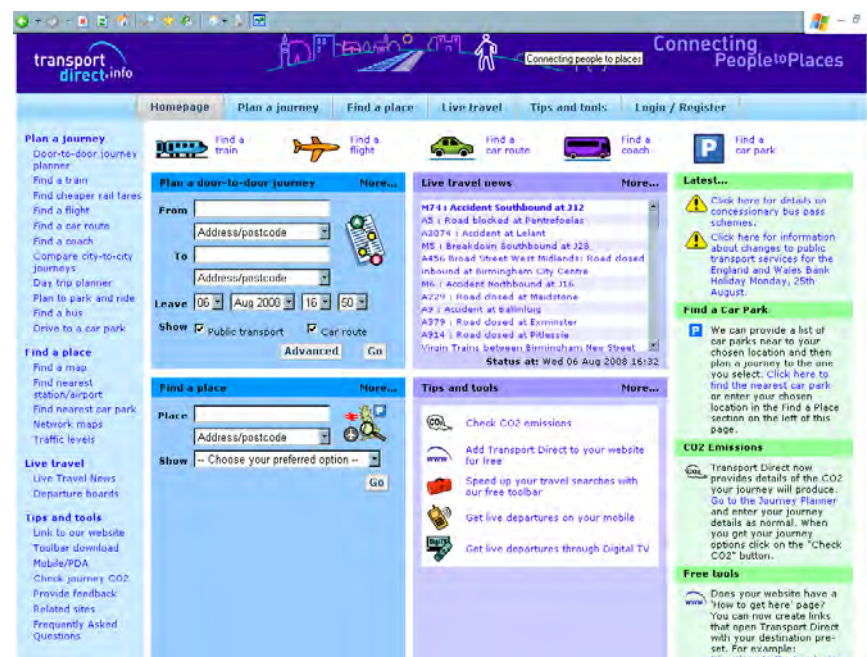
The complete Transport Direct (www.transportdirect.info) journey planner is available for you to add to your website and can be branded to suit your corporate style. By offering your customers travel information at their fingertips they can have easy access to route planning, live travel information maps and the cost of travel.

A white label of the full Transport Direct website can be provided at a marginal cost. You may want to make changes to the functionality on the white label and if these are significant it may result in an increase to the cost.

A bit about Transport Direct

Transport Direct (www.transportdirect.info) provides a one-stop-shop for car and public transport travel information and journey planning for the whole of Great Britain. Its unique selling point is its ability to plan a joined-up multi-modal journey between any two places across Great Britain. Transport Direct connects people to places and enables people to travel from outside their front door to any address, attraction, station or location. To support the journey planning function, maps and real time information are provided on the site as well as a whole suite of associated information from the ability to calculate the carbon emissions of any journey to the price of a rail or coach ticket.

Go from this



Transport Direct homepage

.....to this

The screenshot shows the visitBritain website. The header features the visitBritain logo and a navigation bar with links: Homepage, Plan a journey, Find a place, Live travel, Tips and tools, and Powered by transport DirectInfo. The main content area is divided into several sections:

- Plan a journey:** Includes links for Door-to-door journey planner, Find a train, Find a flight, Find a car route, Find a coach, Compare city-to-city journeys, Day trip planner, Plan to park and ride, Find a bus, and Drive to a car park.
- Find a place:** Includes links for Find nearest car park, Find a map, Find nearest station/airport, Network maps, and Traffic levels.
- Live travel:** Includes links for Live Travel News, Departure boards, and Tips and tools.
- Plan a door-to-door journey:** A form with fields for From, To, Leave (date and time), and Show (Public transport, Car route). It includes an Advanced search option and a Go button.
- Find a place:** A form with fields for Place, Address/postcode, and Show (Choose your preferred option). It includes a Go button.
- Live travel news:** A list of news items including M1 Accident Southbound at J29, M180 Hazard Eastbound at J14, M1 Hazard Northbound at J14, M42 Accident Northbound at J3, M25 Hazard clockwise at J27, Wishtank between Portsmouth and Fishbourne disrupted, A308 Road closed at Biphem, A5199 Road closed at Gold Ashby, and Status at: Tue 05 Aug 2008 14:44.
- Latest...:** A section with a warning icon and text: "Click here for details on concessionary bus pass schemes." and "Click here for information about changes to public transport services for the Scotland Bank Holiday Monday, 4th August, and the England and Wales Bank Holiday Monday, 25th August."
- Britain:** A section with text: "Britain is full of contrasts; whichever direction you travel you will find a wide variety of landscapes and diverse cultures to explore. England, Wales, Scotland and Northern Ireland are all unique countries with their own customs, cultures and traditions. Click here to see our destinations."
- Things to see & do:** A section with text: "Unique, traditional, cutting edge, refreshing, imaginative, surprising - Britain is all this and much much more. Whether"
- Tips and tools:** A section with links for Check CO2 emissions, Get live departures on your mobile, and Get live departures through Digital TV.

Visit Britain white label

Or this

The screenshot shows the Directgov website. The header features the Directgov logo and a navigation bar with links: Homepage, Plan a journey, Find a place, Live travel, Tips and tools, and Powered by transport DirectInfo. The main content area is divided into several sections:

- Plan a journey:** Includes links for Door-to-door journey planner, Find a train, Find a flight, Find a car route, Find a coach, Compare city-to-city journeys, Day trip planner, Plan to park and ride, Find a bus, and Drive to a car park.
- Find a place:** Includes links for Find nearest car park, Find a map, Find nearest station/airport, Network maps, and Traffic levels.
- Live travel:** Includes links for Live Travel News, Departure boards, and Tips and tools.
- Plan a door-to-door journey:** A form with fields for From, To, Leave (date and time), and Show (Public transport, Car route). It includes an Advanced search option and a Go button.
- Find a place:** A form with fields for Place, Address/postcode, and Show (Choose your preferred option). It includes a Go button.
- Live travel news:** A list of news items including M20 Contraflow southbound at J11, M20 Road closed southbound at J8, A557 Road closed at Haslefield, M0 Breakdown Northbound at J27, Cross-country between Reading and Bournemouth disrupted, South West Trains between Reading and Bournemouth disrupted, M0 Breakdown Southbound at J1, M4 Accident Eastbound at J2, M19 Road closed at Lymington, and Status at: Wed 19 Oct 2008 14:38.
- Latest...:** A section with a warning icon and text: "Click here for details on concessionary bus pass schemes." and "Public transport information for the Christmas period may not be correct at present. Please re-check nearer the time."
- Blue Badge map:** A section with text: "The Blue Badge map shows Blue Badge parking bays, accessible toilets, council car parks, petrol stations, shopping centres, accessible beaches and train stations in over 100 locations across the UK. Discover the Blue Badge map here."
- Find schools and childcare in your area:** A section with text: "Use a simple postcode search to get listings of primary and secondary schools, childcare and nurseries in your area. You can also access Ofsted reports and related information. Search for schools and childcare."
- Break up on your Highway Code:** A section with text: "The complete Highway Code is now available online. Wherever you are going, make sure you know the rules of the road before you set off. Click here to read the Highway Code."
- Tips and tools:** A section with links for Check CO2 emissions, Get live departures on your mobile, and Get live departures through Digital TV.

Directgov white label

We can re-brand and customise the Transport Direct website to suit your corporate style so that your customers can access both car and public transport journey information whilst surfing your website.

Examples of branded sites are:

- <http://bbc.transportdirect.info>
- <http://directgov.transportdirect.info>
- <http://visitbritain.transportdirect.info>

What benefits can this bring to my website?

Transport Direct has great value to offer to end users. It is a world first and aims to provide end users with intelligent travel and transport choices. Transport Direct believes that travel information should be easily available at the time that a travel decision is made rather than expecting users to search for a different site specifically for their travel arrangements. This philosophy is proven and around 30% of Transport Direct users come from links on other sites or our white label partners.

A branded version of Transport Direct will:

- ◆ Ensure your users are better informed and able to make intelligent choices
- ◆ Appear as a seamless part of your transaction with your customers
- ◆ Provide a better customer perception of your website and facilities
- ◆ Save your visitors from having to search elsewhere for travel information
- ◆ Provide valuable information by showing customers how to get to your venues

■ The benefits for Transport Direct are:

- ◆ More channels through to travellers to enable us to increase our reach and promote our aim of offering choice to travellers through impartial multimodal journey planning information
- ◆ More intelligent travel choices by users

What will my white label look like?

You are able to influence and change a number of features and functionality held on the Transport Direct website to suit your own requirements and match your look and feel. The white label will be dynamic and contain the same data as the main Transport Direct website. This means that all data will be kept up

to date and any new functionality that we develop will also be incorporated within your white label site with your agreement.

The white-labelled website must still retain the Transport Direct website's journey planning and associated business processes, in whole or in part. Transport Direct will develop the site for you, taking into account your style guidelines and the functionality you want included. At present our white labelling capabilities are available to Government organisations who do not charge their end users.

What do I do next?

So you know what you want from the Transport Direct website and you know what you want it to look like. What's next?

Stage 1 – Make contact.

Please contact the Business Services team to discuss your white label requirements. The Business Services team will then send you a more detailed paper outlining the configurable options available for a partner - 'White Labelling - New Partner Process'. We will also send you a 'Partner Configuration Options' template.

Email: tdbusiness@dft.gsi.gov.uk

Business Services Manager: Susannah Johnson: 020 7944 4564

Stage 2 – Let us know your requirements.

You will need to fill out a 'Partner Configuration Options' template. The template is a checklist of the items that we require to begin the setup of your site and contains the items which can be configured for a partner.

If there are any images which you wish to replace then please contact the Business Services Manager.

Stage 3 – Consideration and Consultation

Once you have returned the 'Partner Configuration Options' template it will be verified by the Transport Direct team to ensure the changes made will deliver a white label site to your specifications.

The Transport team will be on hand to discuss your requirements and to ensure the site is configured to your satisfaction.

Stage 4 – Test and fix

Once developed the white label will then be deployed to a test system environment where you can check the system and offer feedback.

Stage 5 – Time to go live

Once the site has been approved the white label site will be deployed to the Production (Live) environment.