

The Web Portals for the Capital City and Bratislava Transport Company

How we have provided higher user comfort to the Capital city and Bratislava
Transport Company by up-to-date portal solutions



The previous city web site ran for 13 years. However, our citizens needed a platform for quicker and better access to information and more comfortable work with mobile devices.



Ivo Nesrovnal
the Mayor of Bratislava

Initial Situation

Web sites bratislava.sk and dpb.sk belong to high-traffic portals (both register more than a thousand of visits everyday), with the aim to inform Bratislava citizens on important news, events and traffic situation.

Previous versions of both portals operated from 2005 without any significant upgrades. Outdated technologies and the need of multiple data input complicated work with the web portals. Old-fashioned design and non-transparent information without mobile access cried for change. The Municipality therefore decided to solve existing situation and update the web portals according to the latest UX and UI trends. A tailored-made solution covering requirements of both institutions needed to be developed.

During creation of the work, web sites of other cities in Slovakia as well as abroad were used as inspiration. At the same time, we were looking for a solution enabling interconnection of web sites bratislava.sk and dpb.sk, integration with internal systems and automation of data and information publishing on the web sites. Permanent availability and data security were the most important customer requirements.



Customers' profile



Bratislava, the Capital City of the Slovak Republic, falls under the Bratislava Municipality, an executive body of the Municipal Council and the Mayor. It's responsible for professional, administrative and organizational work related to the execution of municipal bodies' tasks.

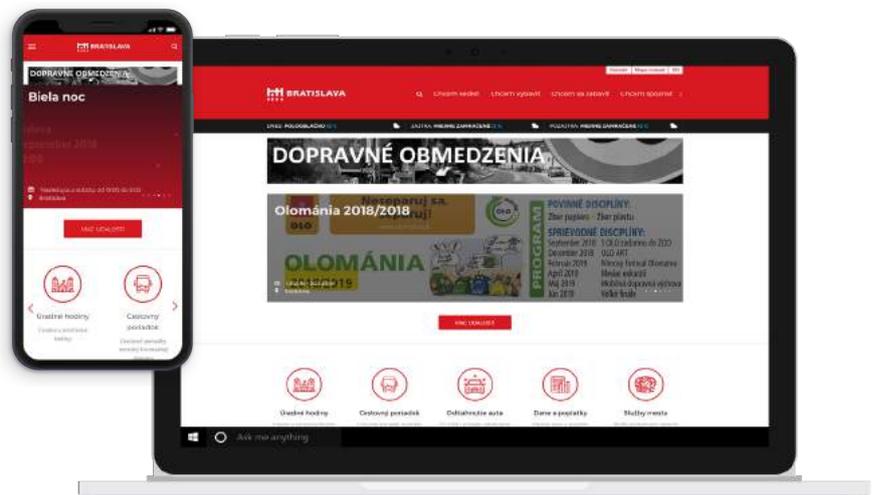


Bratislava Transport Company (DPB), joint stock company, is the only provider of public transport in Bratislava. In addition to public transport lines, it operates suburban lines and regular international lines. DPB operates transport by trolleybuses, buses and trams.

Project Objectives

The main goal of the solution was to deliver new web sites www.bratislava.sk and www.dpb.sk. The following customer requirements were part of the development and delivery of the solution as well:

- Implementation of the new CMS system (Content Management System) for content administration for all sites and micro sites of the city and the transport company;
- Creation of unified, fashionable and responsive design suitable for all types of devices;
- Proposal of a new information structure and web sites content layout;
- Reorganization of the menu structure;
- Migration of existing content into the new web sites;
- Integration with external systems;
- Mutual interconnection of web portals with automated information publishing;
- Technically appropriate solution using the latest technologies.





Description of the Solution

Since obsolete web sites bratislava.sk and dpb.sk were no longer user-friendly, two separate portals with unified design have been developed. They are built on the same CMS system with separate access for each organization. Advantage of web portals interconnection lies in automated publishing of the most important news and changes concerning traffic situation in the city. The portal bratislava.sk is also integrated with Active Directory and the internal system Noris, which is used by Municipality for publishing of information and announcements on the digital screen situated in the Municipality building. At the same time, information is automatically published in web site's announcement section.

During the data migration, it was possible to get rid of a great deal of outdated information. The analysis of portal visits has shown, what information is searched by the visitors the most. On the other hand, the analysis of visitor traffic has shown the ways how they get to the information. Based on this data, we were able to simplify the structure and modify the web portals' content.



Course of the Project

The initial step of the project was the implementation of analytic tools for more detailed orientation in customer behaviour on the portal, identification of customer paths and the most frequently searched information. After the comprehensive analysis, the wireframes were designed, into which the web portal design itself was subsequently implemented. The information architecture analysis and proposal of new portal structure were also a part of it.

The responsive design, suitable for both portals, was designed according to the customer requirements. After the design was agreed, the project continued with the proposal of the new solution. Based on the proposal, the system was developed on the Orchard CMS platform and implemented into Microsoft Azure environment. The decision to operate the web portals in cloud environment provides a lot of benefits, such as more than 99,9% solution availability, high data security and the possibility to optimize performance and operational costs.

The project was launched in April 2017. The solution was implemented into UAT (User Acceptance Testing) in November 2017, with subsequent integrations with external systems, migration and overall reorganization of information content.

The pilot operation of the new web sites was preceded by analyses, proposals, programming, testing, migration of original data and integration with third parties' systems. The portals were put into real operations in May 2018.

We have provided our customer with the significant benefits

1. The user-friendly CMS system based on the latest technologies.
2. Responsive design for mobile access to information.
3. Speed-up information search by simplified web sites' structure.
4. Quick information updates of both web portals within one CMS system and elimination of multiple data inputs.
5. Web sites integrated with third parties' systems, which are used internally and mutually communicate.
6. Implementation of the platform for further development and improvement of services for citizens and entrepreneurs.
7. Constant availability and data security thanks to the operation in cloud.

Technologies Used

We decided for Orchard CMS, an open-source platform based on ASP.NET technology, as the best possible option with extended technical support and community.

Both web sites are operated in Microsoft Azure cloud and fully use cloud Azure services such as Appservice, SQL service, Blobstorage, media service and Redis cache. Implementation and operation of the web portals is going to be provided by Millennium for four years since they were put into operation.



Are you interested in the solution?

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We will pass your requirements and prepare the most appropriate solution for your company.

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