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### Speaker Qualifications

Luca Steinmann. Various lectures, presentations and leading of group discussions about different projects to wayfinding and customer-information in and around the Swiss rail terminals. These presentations were made to different groups (from top-management to collaborators) within the Swiss Federal Railways but also with representatives from universities, colleges, architects, graphic designers and in direct contact with various customer groups.

### From version 1.0 to version 2.0 – Theses about challenges for the rail terminal management from a Swiss perspective

At rail terminals people are boarding, leaving and changing means of transport; they are passing through the rail terminals as well as meeting, eating and shopping. People move between trains, buses, tramways, underground-trains, bicycles, cars, shops, restaurants, offices, urban districts etc. Thereby they are following certain patterns of movements.

These patterns are – together with the spatial structure – the basis for the organization of rail terminals.

The organizers of rail terminals are transport providers, mobility enablers and other stakeholders. Together they form the rail terminal management.

Until now rail terminals were conceptualized by the rail terminal managements in version 1.0: the information about offers and paths at the rail terminals were offered to the customers by print-media, screens, signs und internet. In the ideal case this is organized in a one-to-many-communication, bundling all information of all providers centrally. (Unfortunately, in the real case the different providers offer their information individually).

Social Media complete version 1.0 by version 2.0: version 2.0 works by self-organization, self-information and the transfer of peer-to-peer knowledge among the customers, using social media.

- How do version 1.0 and 2.0 interact?
- What's the difference between the two versions and what is common to them?
- What does this mean to transport providers, mobility enablers and the rail terminal management?

In Vienna, I will present these questions from the perspective of Swiss Federal Railways. E.g. Social medias can help to absorb uncertainty and unease concerning unknown major rail terminals.