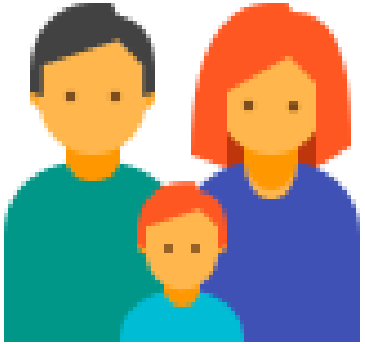
Go Seattle

The Challenge

How might we increase and improve the experience of **mobile ticket usage** amongst **tourists in the greater Seattle** area who are current and potential customers of King County Metro and Sound Transit services?

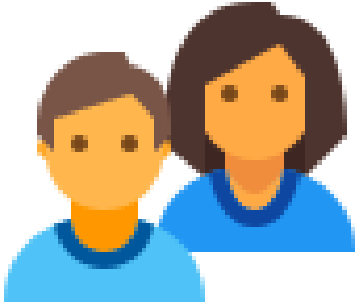
Our Users



Families

Solo

Travellers



Couples

Values: Convenience, Clarity and Efficiency

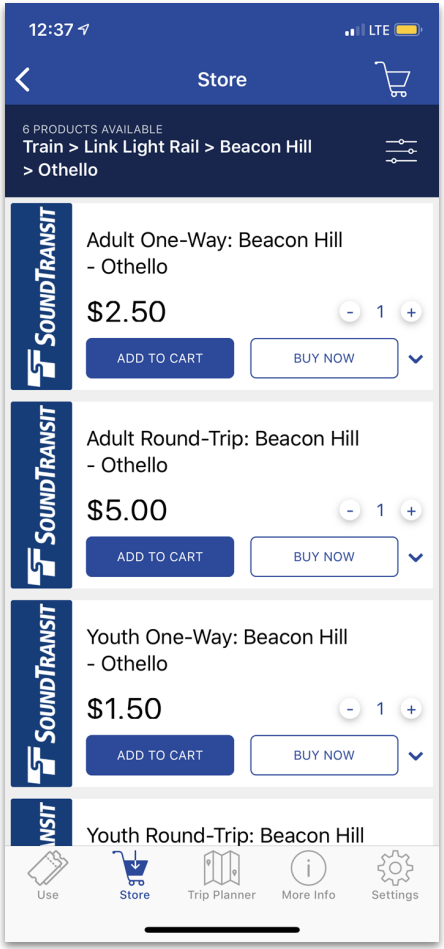
What They’re Saying

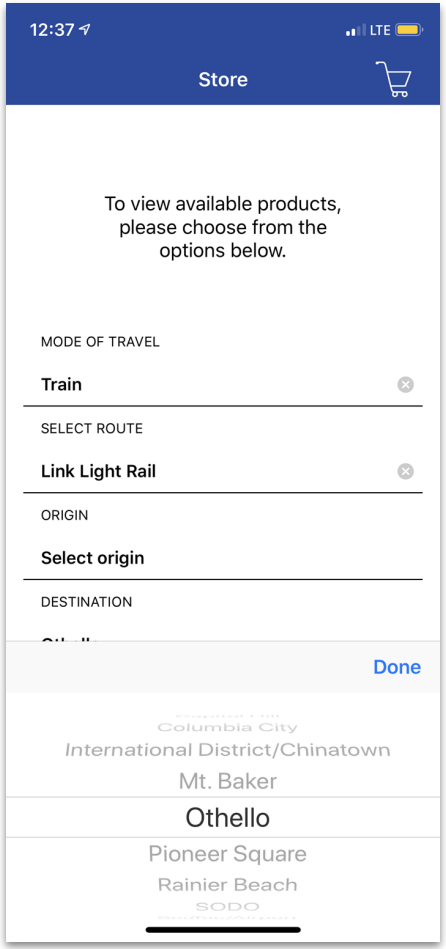
Being someone who isn’t a local, using the app is confusing sinc don’t know the city ar landmarks are hard t search.

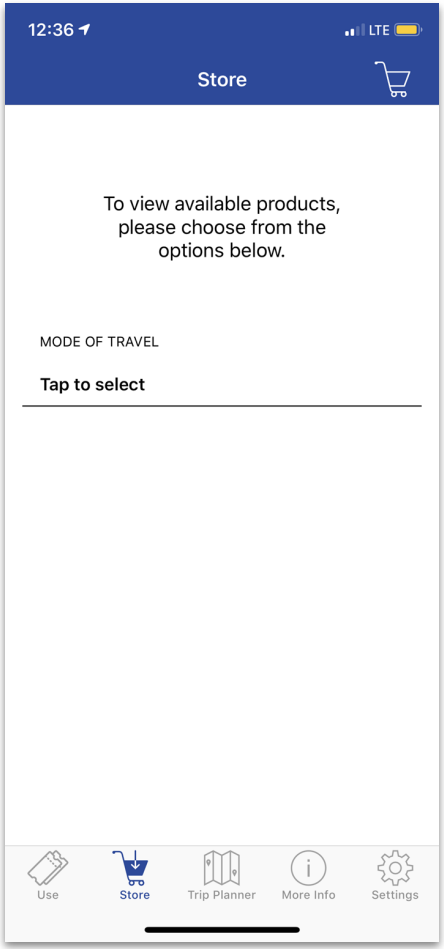
I would love to do everything on an app l instead of buying fron a kiosk to save time.

I’d appreciate an all inclusive app that offers touristy locations with the layout of routes.

Transit GO → **Buying**







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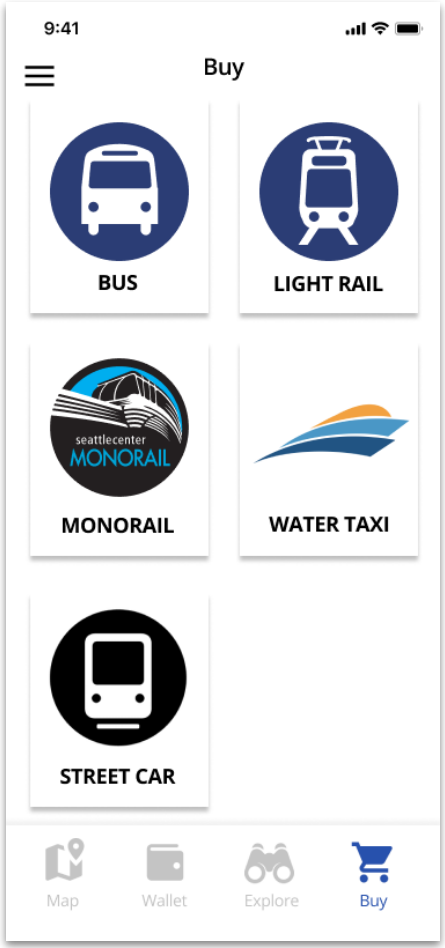
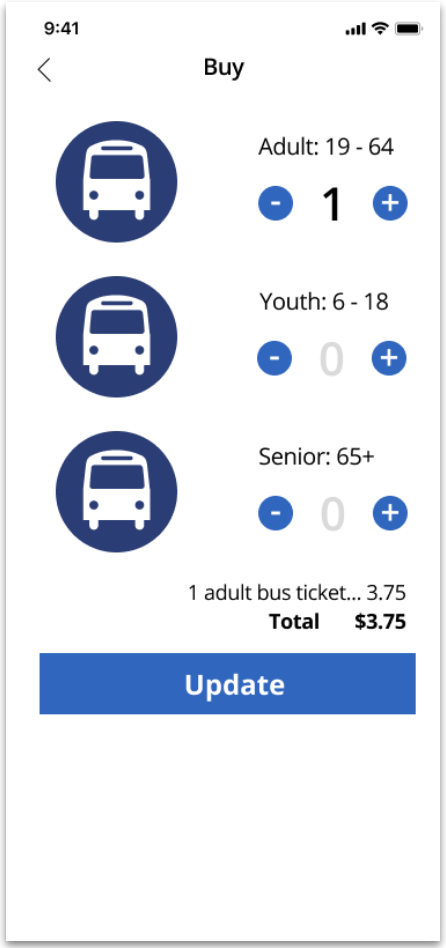
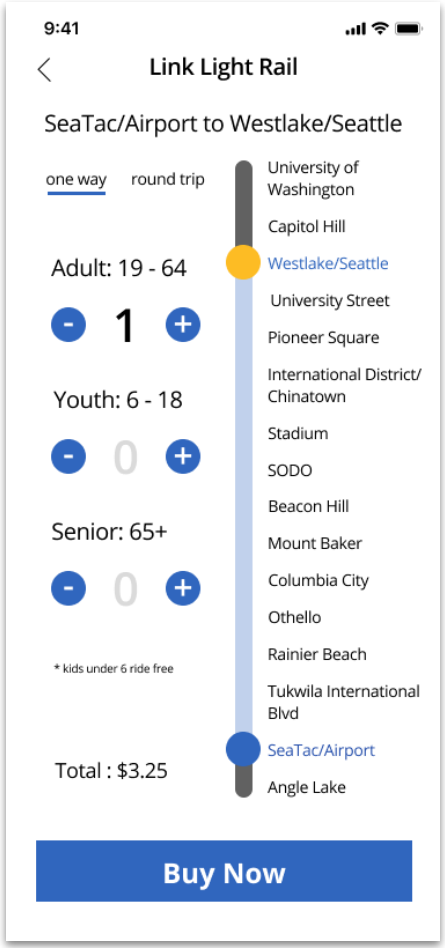
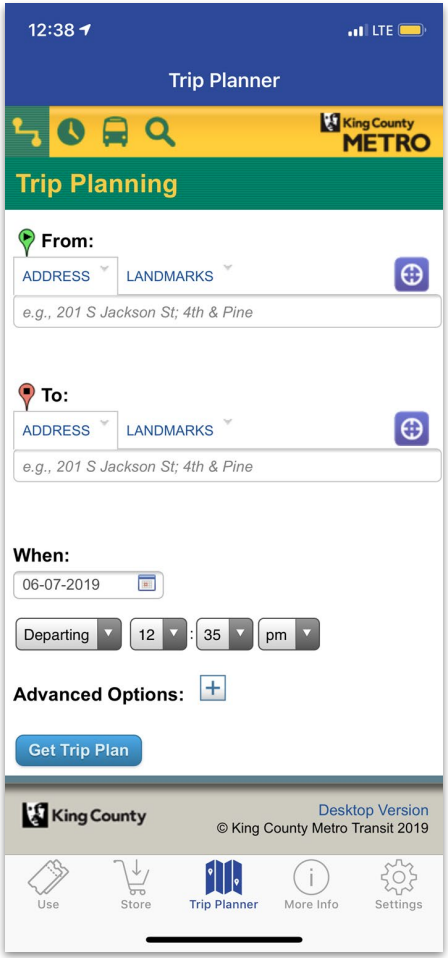
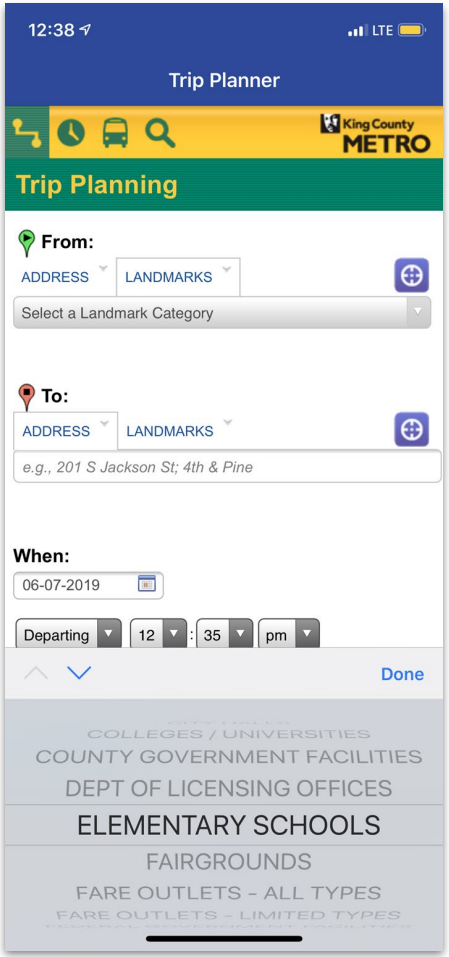


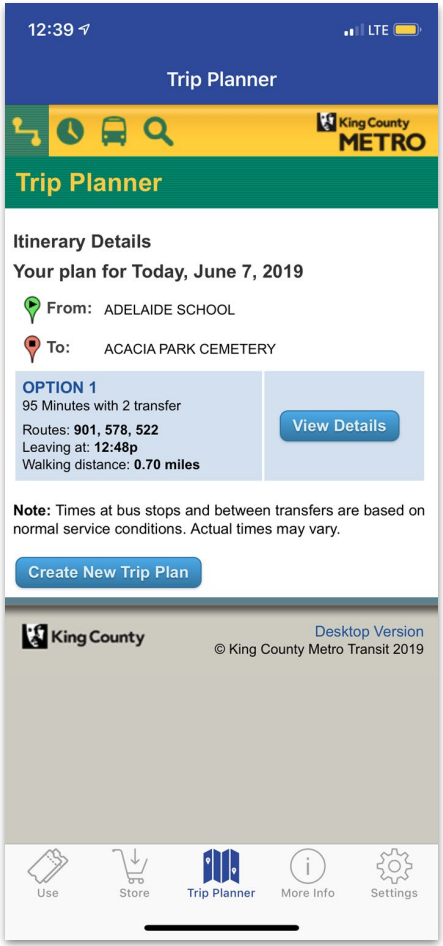




Transit GO → **Trip Planning**







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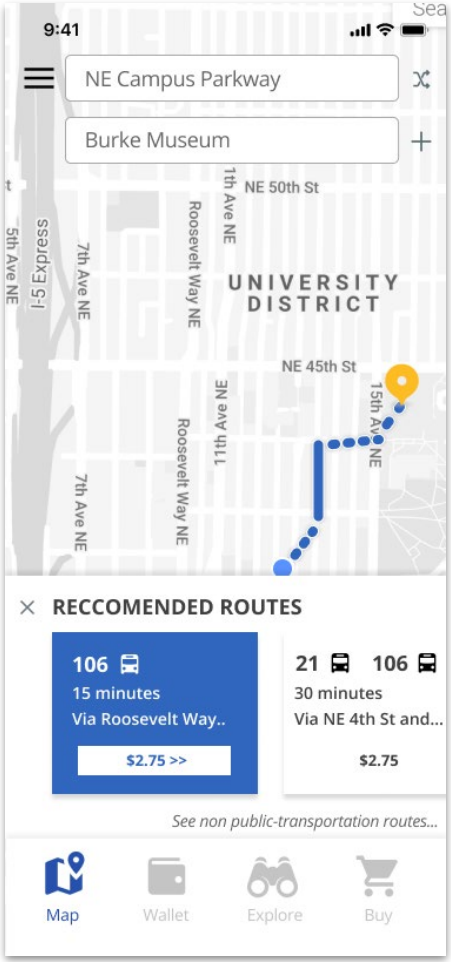
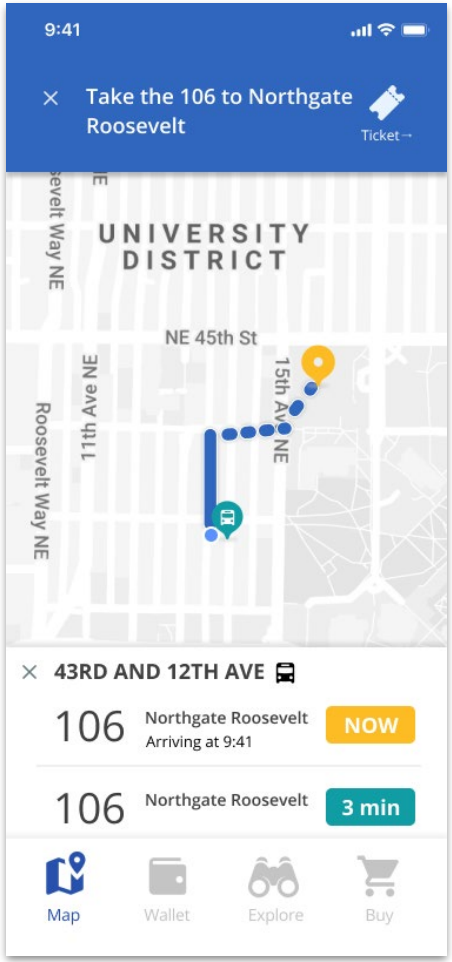
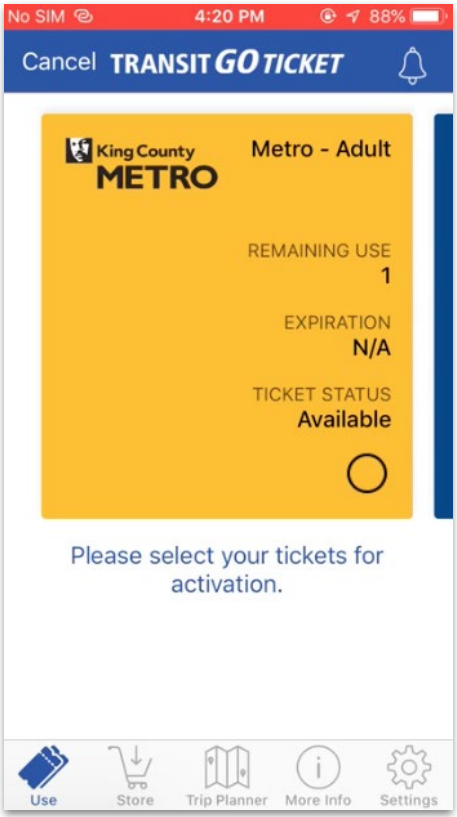




Transit GO → **Wallet**



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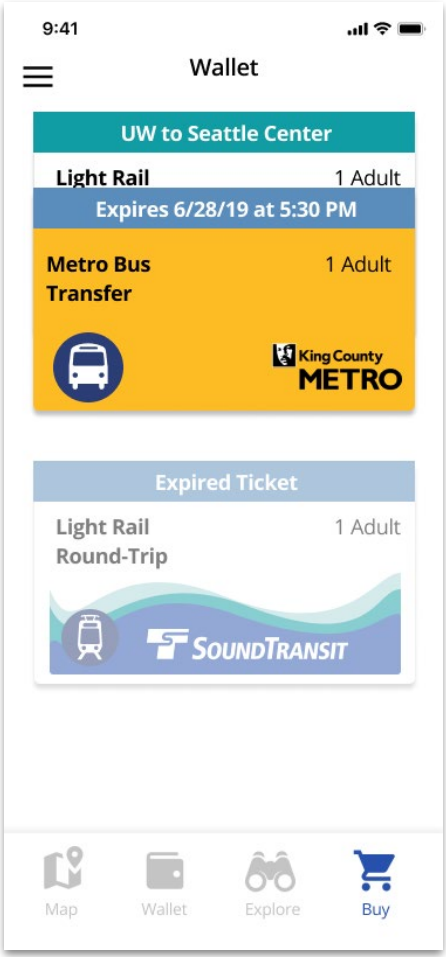
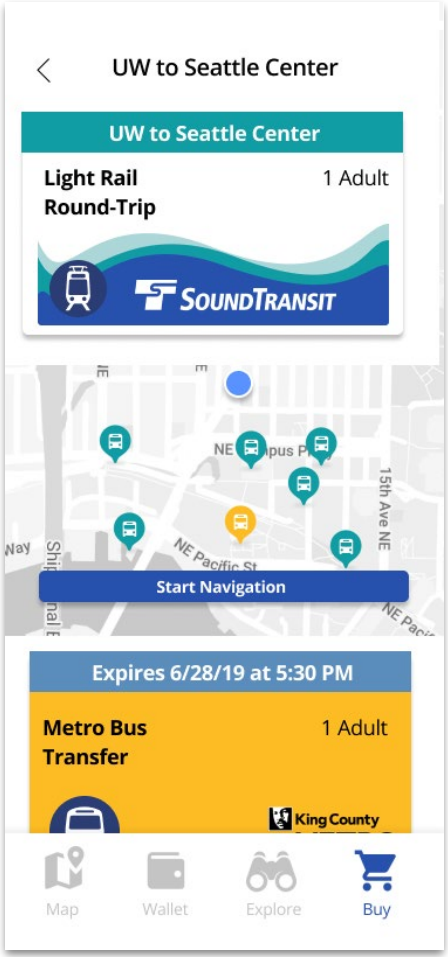
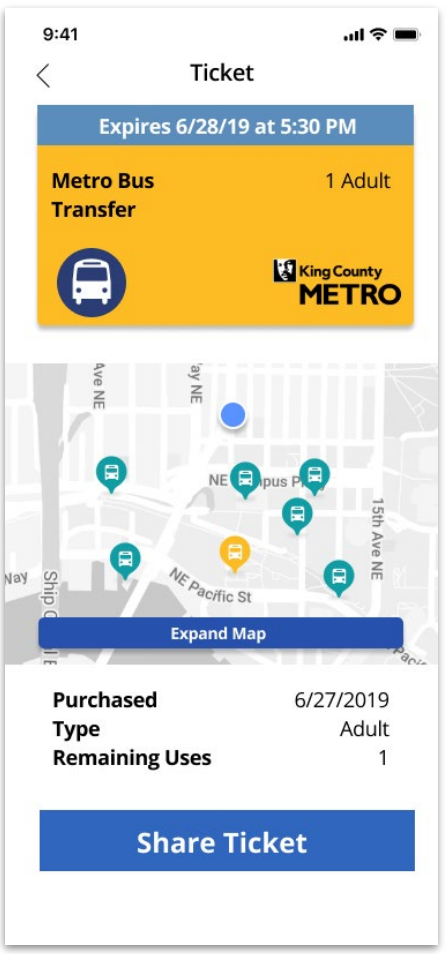
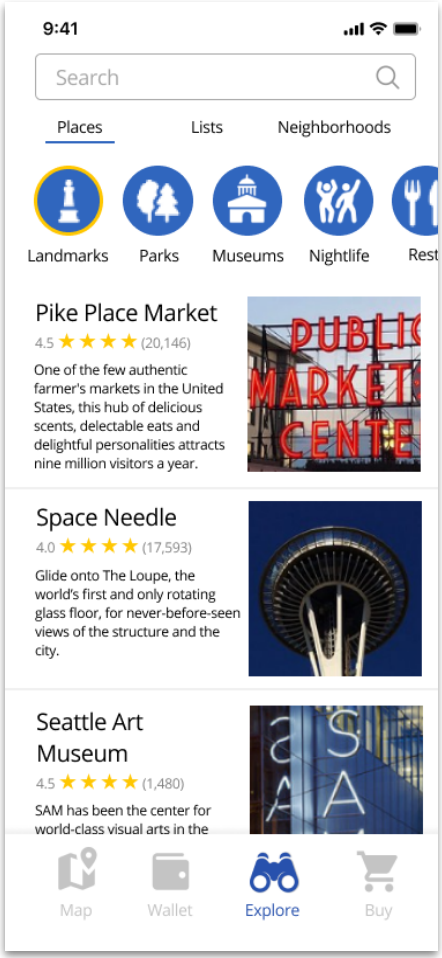
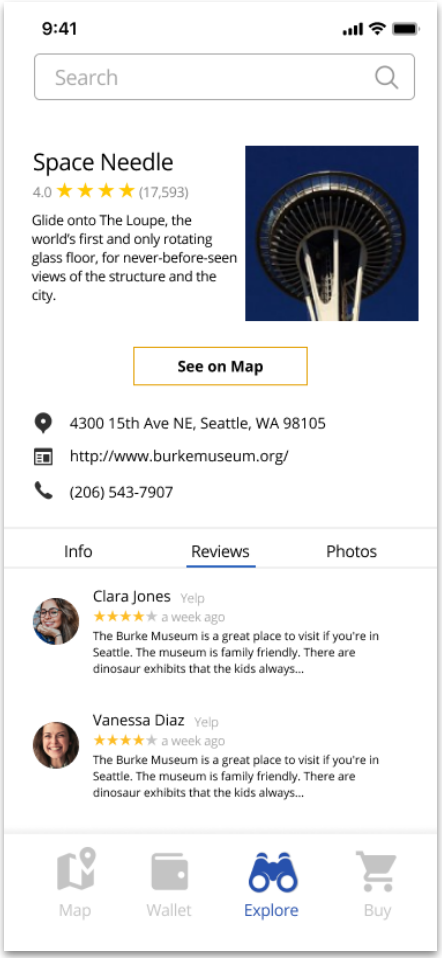


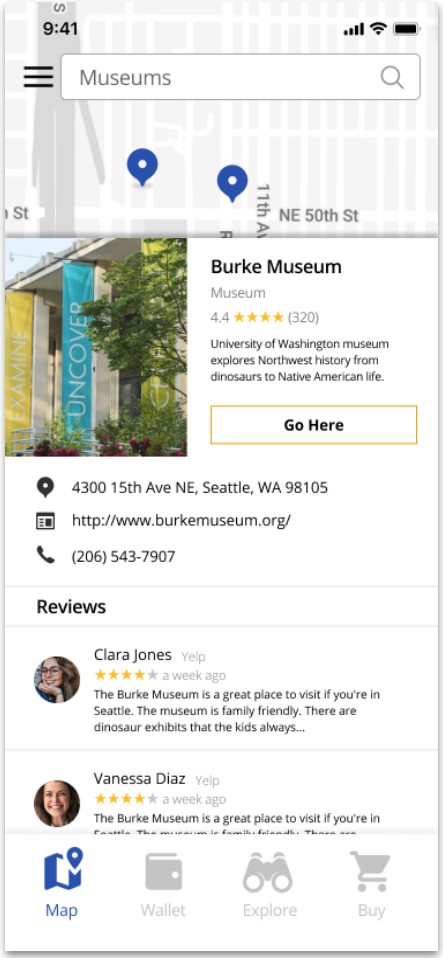




Go Seattle → **Explore**







Implementation

- Partnerships with travel agencies
- Promoting tourist attractions and local businesses
- Integration with next gen ORCA card wallet
  - Design and Transit GO usability findings can be applied to next gen ORCA mobile application

Marketing

Pre-Travel

- On Travel planning websites, hotel booking websites, integration with CityPass

Word of Mouth

- Majority of Transit GO app users learned about it from a friend or family member
- Improve app store ratings

Signage

- Airport, Light Rail Stations, Visit Seattle kiosks

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