



Go Seattle

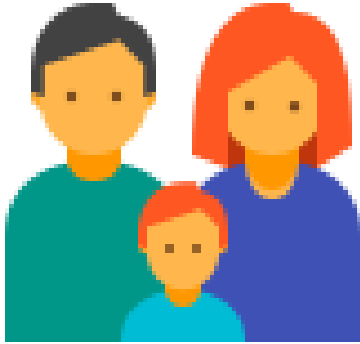


The Challenge

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?



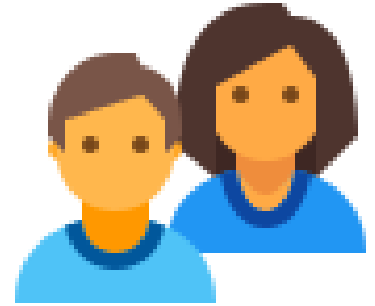
Our Users



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 since I don't know the city and landmarks are hard to search.



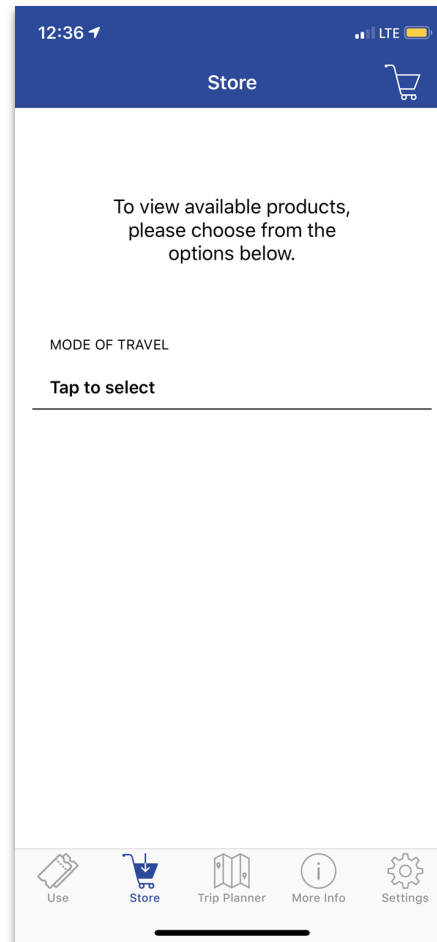
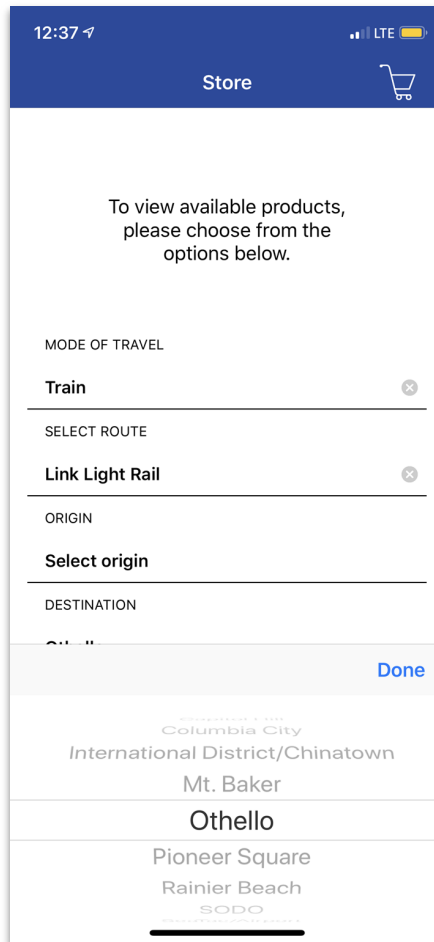
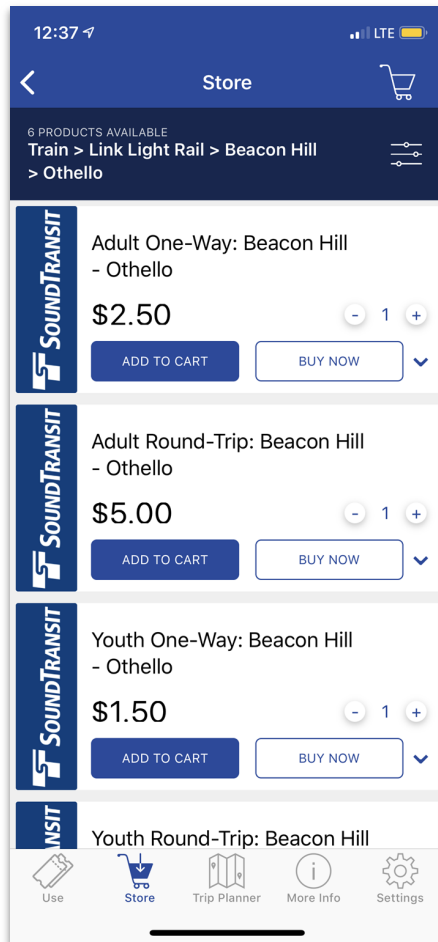
I would love to do everything on an app instead of buying from a kiosk to save time.



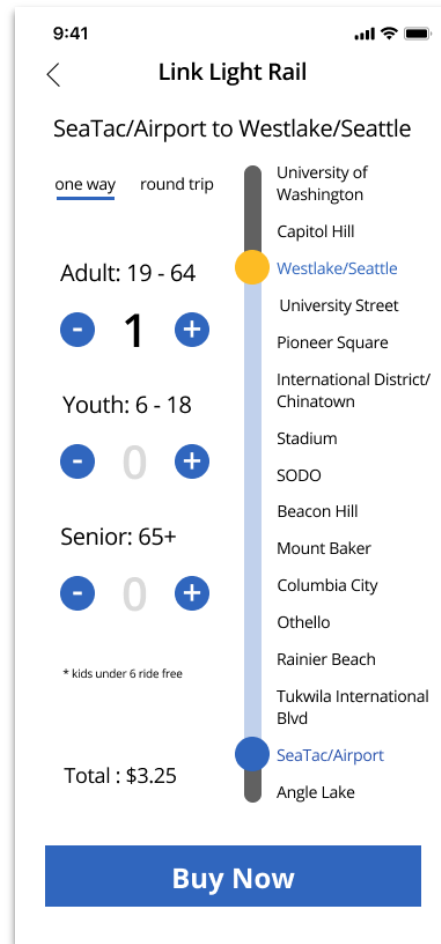
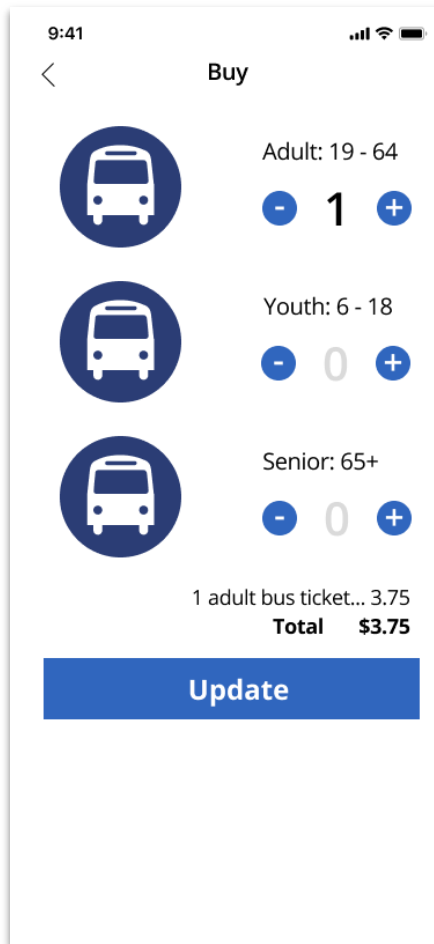
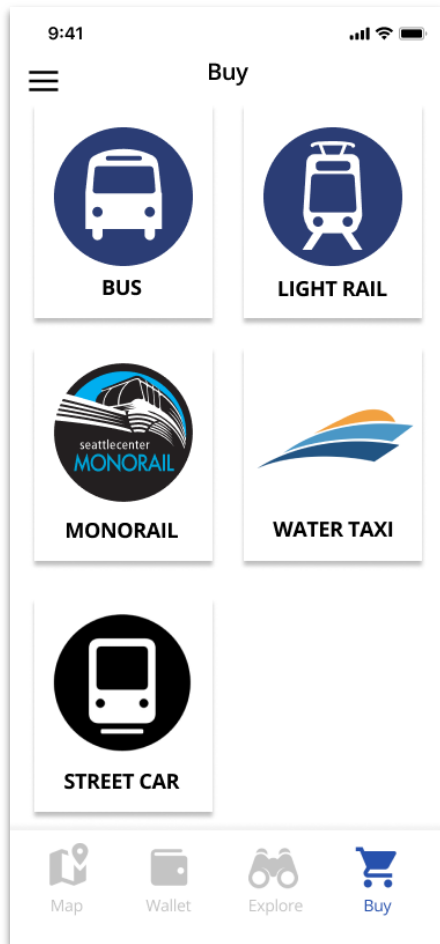
I'd appreciate an all inclusive app that offers touristy locations with the layout of routes.



Transit GO → **Buying**



Go Seattle → Buying








Transit GO → Trip Planning

12:38

LTE

Trip Planner





Trip Planning

From:

ADDRESS

LANDMARKS

e.g., 201 S Jackson St; 4th & Pine

To:

ADDRESS

LANDMARKS

e.g., 201 S Jackson St; 4th & Pine

When:

06-07-2019

Departing

12

:

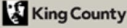
35

pm


Advanced Options:


+


Get Trip Plan





Desktop Version
© King County Metro Transit 2019

 Use

 Store

 Trip Planner





 More Info


 Settings

12:38

LTE

Trip Planner





Trip Planning

From:

ADDRESS

LANDMARKS

Select a Landmark Category

To:

ADDRESS

LANDMARKS

e.g., 201 S Jackson St; 4th & Pine

When:

06-07-2019

Departing

12

:

35

pm

^

▼

Done

COLLEGES / UNIVERSITIES

COUNTY GOVERNMENT FACILITIES

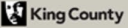
DEPT OF LICENSING OFFICES

ELEMENTARY SCHOOLS


FAIRGROUNDS


FARE OUTLETS - ALL TYPES


FARE OUTLETS - LIMITED TYPES





Desktop Version
© King County Metro Transit 2019

 Use

 Store

 Trip Planner





 More Info


 Settings

12:39

LTE

Trip Planner





Trip Planner

Itinerary Details

Your plan for Today, June 7, 2019

From: ADELAIDE SCHOOL

To: ACACIA PARK CEMETERY

OPTION 1

95 Minutes with 2 transfer

Routes: 901, 578, 522

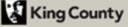
Leaving at: 12:48p

Walking distance: 0.70 miles


View Details


Note: Times at bus stops and between transfers are based on normal service conditions. Actual times may vary.


Create New Trip Plan





Desktop Version
© King County Metro Transit 2019

 Use

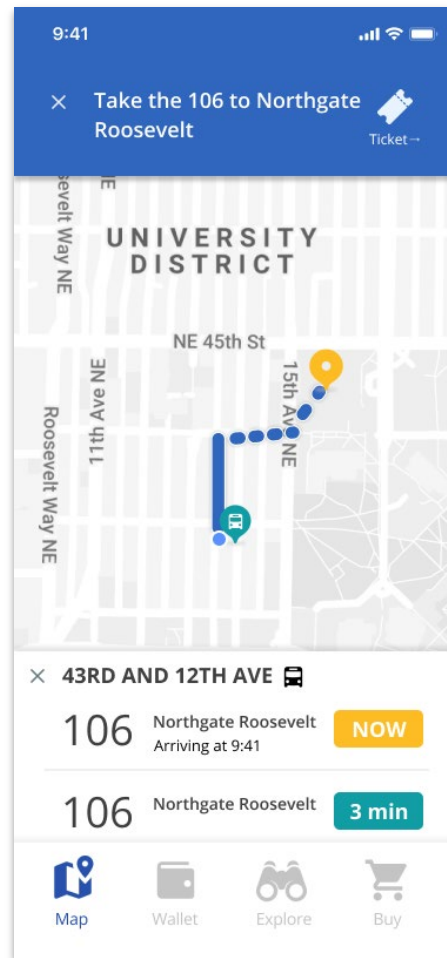
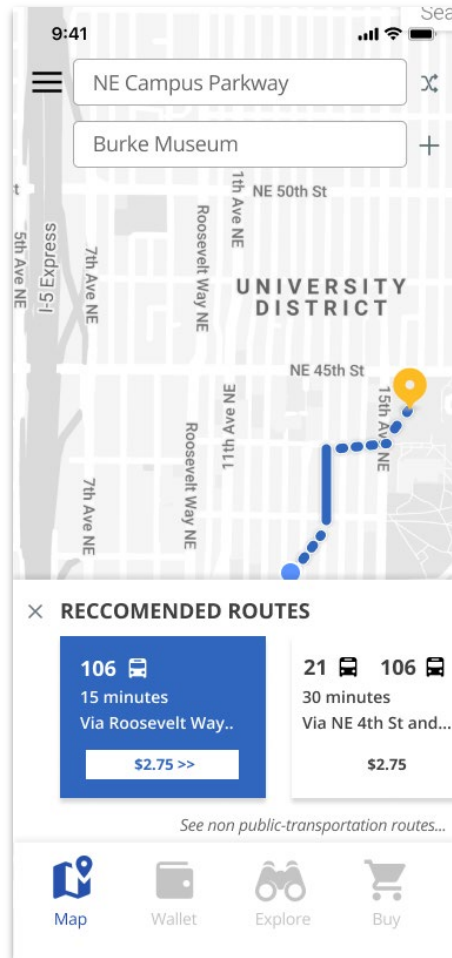
 Store

 Trip Planner

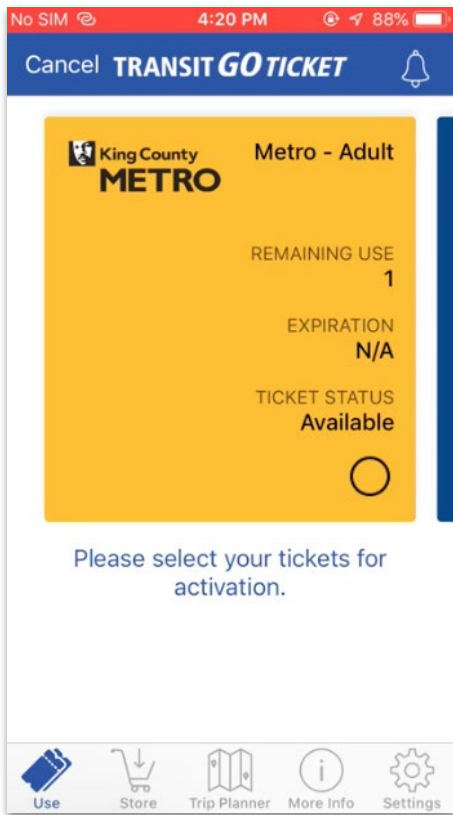
 More Info

 Settings

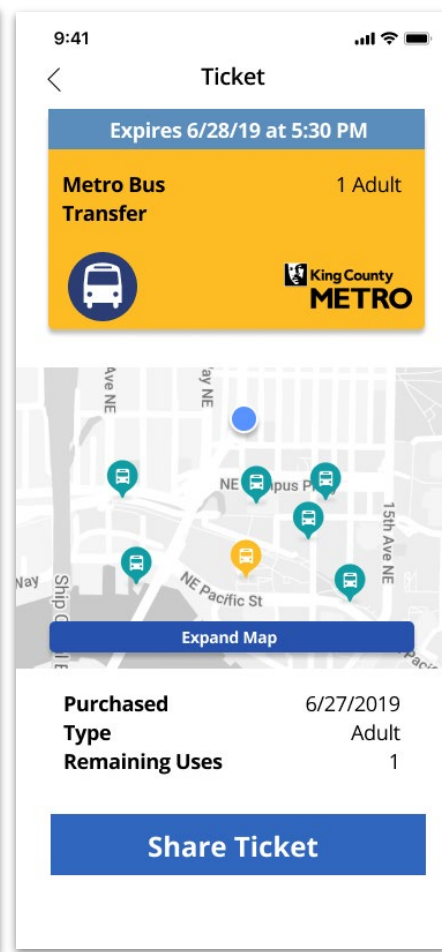
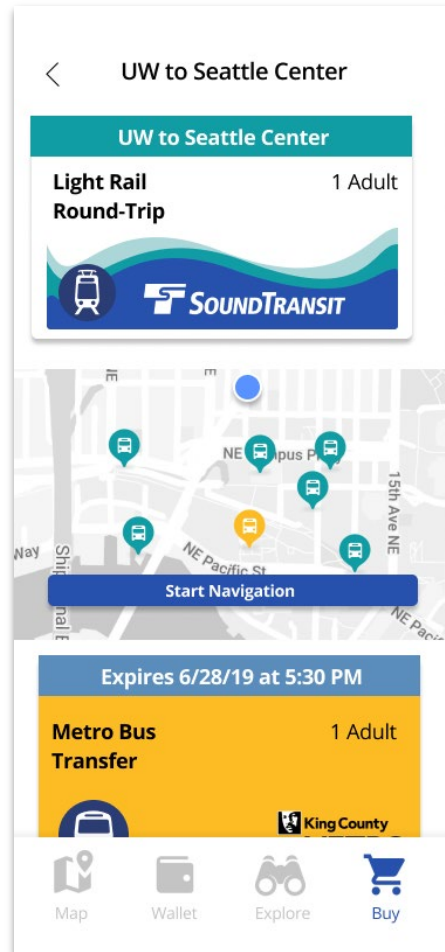
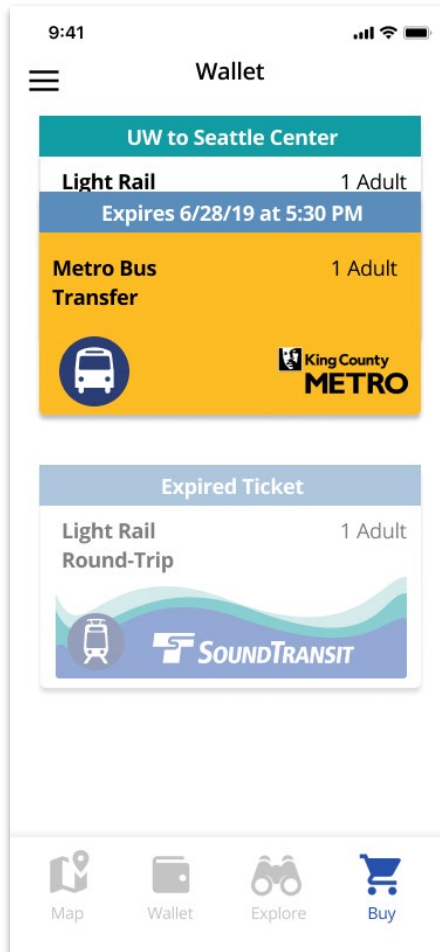
Go Seattle → Trip Planning



Transit GO → **Wallet**



Go Seattle → **Wallet**



Go Seattle → Explore

9:41

Search

PlacesListsNeighborhoods

Landmarks

Parks

Museums


Nightlife

Restaurants

Pike Place Market

4.5 ★★★★★ (20,146)


One of the few authentic farmer's markets in the United States, this hub of delicious scents, delectable eats and delightful personalities attracts nine million visitors a year.



Space Needle

4.0 ★★★★★ (17,593)


Glide onto The Loupe, the world's first and only rotating glass floor, for never-before-seen views of the structure and the city.



Seattle Art Museum

4.5 ★★★★★ (1,480)

SAM has been the center for world-class visual arts in the



Map

Wallet

Explore

Buy


9:41

Search

Space Needle

4.0 ★★★★★ (17,593)

Glide onto The Loupe, the world's first and only rotating glass floor, for never-before-seen views of the structure and the city.



See on Map

4300 15th Ave NE, Seattle, WA 98105

<http://www.burkemuseum.org/>

(206) 543-7907

Info

Reviews

Photos

Clara Jones

Yelp

★★★★★ a week ago

The Burke Museum is a great place to visit if you're in Seattle. The museum is family friendly. There are dinosaur exhibits that the kids always...

Vanessa Diaz

Yelp

★★★★★ a week ago

The Burke Museum is a great place to visit if you're in Seattle. The museum is family friendly. There are dinosaur exhibits that the kids always...

Map

Wallet

Explore

Buy

9:41

Museums

Map

11th Ave NE 50th St

Burke Museum

Museum

4.4 ★★★★★ (320)

University of Washington museum explores Northwest history from dinosaurs to Native American life.

Go Here

4300 15th Ave NE, Seattle, WA 98105

<http://www.burkemuseum.org/>

(206) 543-7907

Reviews

Clara Jones

Yelp

★★★★★ a week ago

The Burke Museum is a great place to visit if you're in Seattle. The museum is family friendly. There are dinosaur exhibits that the kids always...

Vanessa Diaz

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The Burke Museum is a great place to visit if you're in Seattle. The museum is family friendly. There are dinosaur exhibits that the kids always...

Map

Wallet

Explore

Buy



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

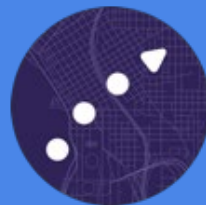
- Airport, Light Rail Stations, Visit Seattle kiosks



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UNIVERSITY of WASHINGTON



**MOBILITY
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