

The Next Generation of ORCA

Reimagining Seattle Public Transportation

Mobility Innovation Center: Event Attendees

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In Partnership with:



MOBILITY
INNOVATION
CENTER
at
UNIVERSITY of WASHINGTON



SOUNDTRANSIT



King County
METRO

W

HUMAN CENTERED
DESIGN & ENGINEERING
UNIVERSITY of WASHINGTON

Overview



1. Research and Evaluation Methods
2. TransitGO recommendations
3. A new opportunity
4. ORCApay
5. One Bus Away

Reduce cash fare
payments and
increase a
stagnant 60%
ORCA adoption
rate

A stylized tree diagram on a blue background. The tree has a red trunk and branches, with some branches turning orange and green. The branches are composed of small white circles connected by lines, forming a complex, branching structure. The text "Research and Evaluation" is written in white on the right side of the image.

Research and Evaluation

Methods

36 User Interviews

22 Usability Tests

10-15 minute sessions done in informal settings with event attendees



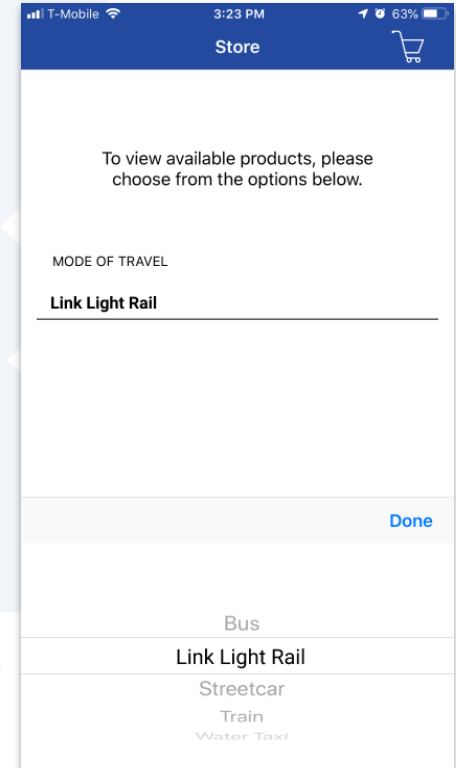
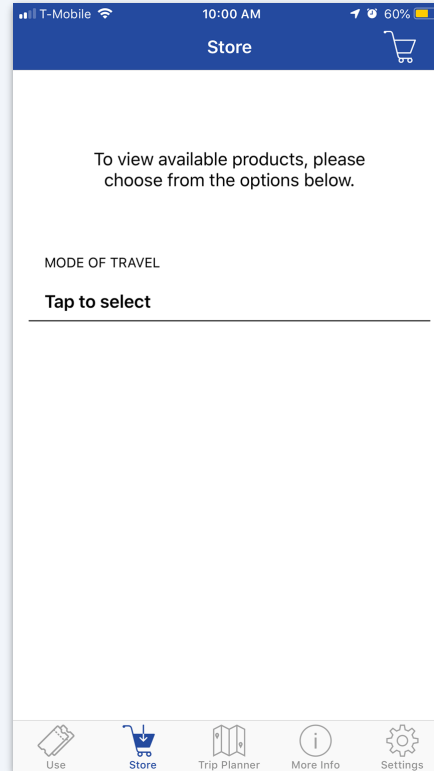


TransitGO

Make Light Rail a “Mode of Travel”

“Wait, it just says train, where’s Link? I don’t think of them as the same thing at all.”

(Participant 38, Task 3)

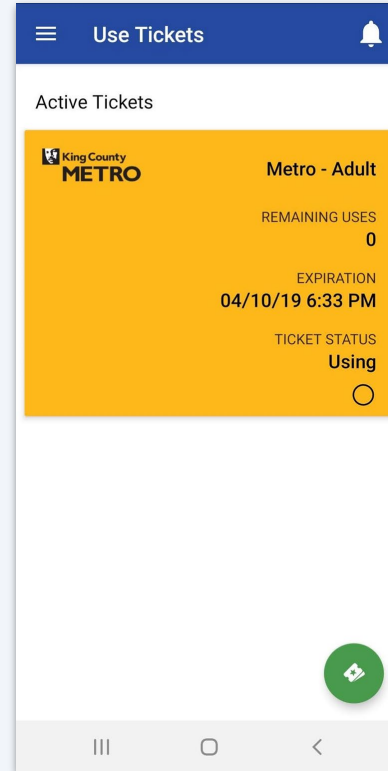


Recommended User Flow to find Link Light Rail in TransitGO

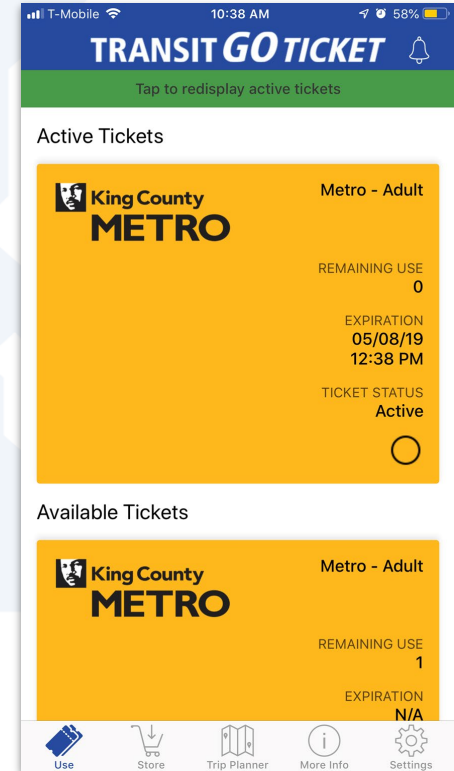
Reformat the Unclear Green Button

“I thought that green button with the money symbol was buy.”

(Participant 1, Task 1)



Android

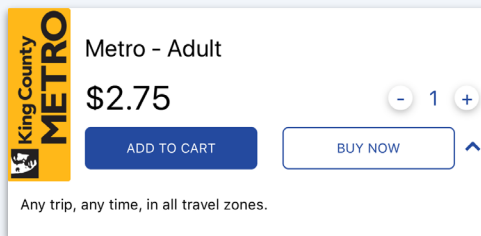


iOS

Standardization of Ticketing Information

“What are the qualifications for reduced [fare]? I’m going to buy it.”

(Participant 38, Task 3)



King County METRO

Metro - Adult

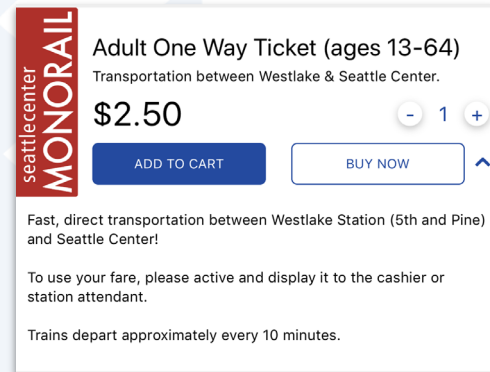
\$2.75

ADD TO CART

BUY NOW

Any trip, any time, in all travel zones.

This screenshot shows a ticketing interface for King County METRO. It features a vertical logo on the left with the text 'King County METRO'. The main content area displays 'Metro - Adult' with a price of '\$2.75'. Below the price are two buttons: 'ADD TO CART' and 'BUY NOW'. A quantity selector shows '- 1 +' with a small upward arrow to the right. At the bottom, there is a line of text: 'Any trip, any time, in all travel zones.'



seattle center MONORAIL

Adult One Way Ticket (ages 13-64)

Transportation between Westlake & Seattle Center.

\$2.50

ADD TO CART

BUY NOW

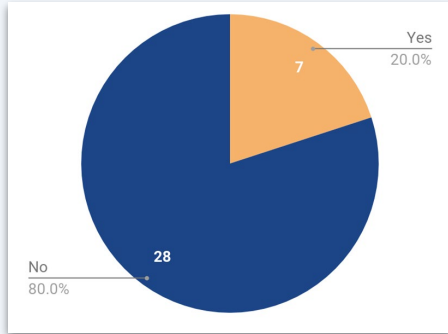
Fast, direct transportation between Westlake Station (5th and Pine) and Seattle Center!

To use your fare, please active and display it to the cashier or station attendant.

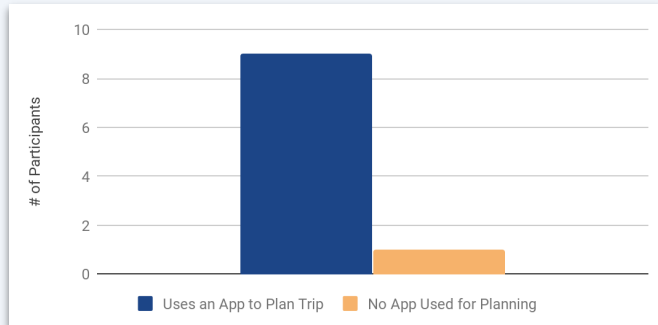
Trains depart approximately every 10 minutes.

This screenshot shows a ticketing interface for Seattle Center MONORAIL. It features a vertical logo on the left with the text 'seattle center MONORAIL'. The main content area displays 'Adult One Way Ticket (ages 13-64)' with a price of '\$2.50'. Below the price are two buttons: 'ADD TO CART' and 'BUY NOW'. A quantity selector shows '- 1 +' with a small upward arrow to the right. Below the buttons, there are three lines of text: 'Fast, direct transportation between Westlake Station (5th and Pine) and Seattle Center!', 'To use your fare, please active and display it to the cashier or station attendant.', and 'Trains depart approximately every 10 minutes.'

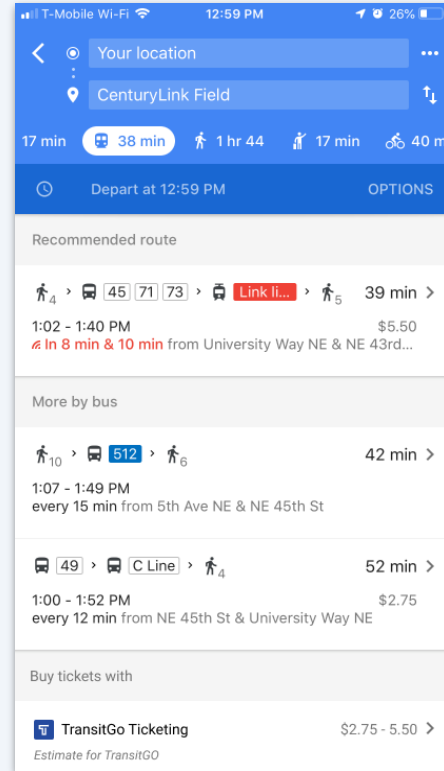
Marketing Recommendations



Have you ever heard of the TransitGO application?



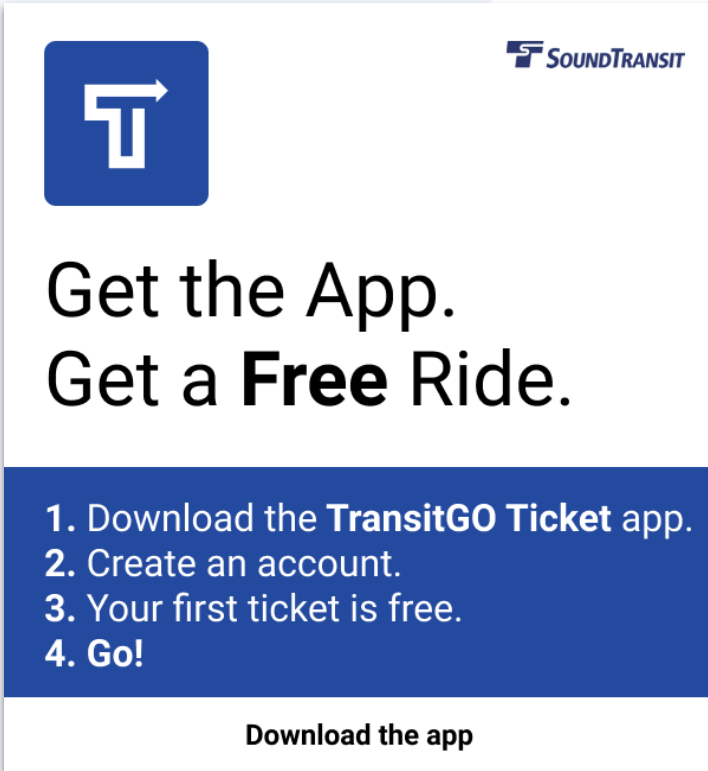
How do you plan your [public transit] trip?





Rewards and Incentives

I “would use [TransitGO] if [there was a] free ticket on the 1st download,”

(Participant 9, Interview)



 SOUNDTRANSIT



Get the App.
Get a **Free** Ride.

1. Download the **TransitGO Ticket** app.
2. Create an account.
3. Your first ticket is free.
4. **Go!**

Download the app

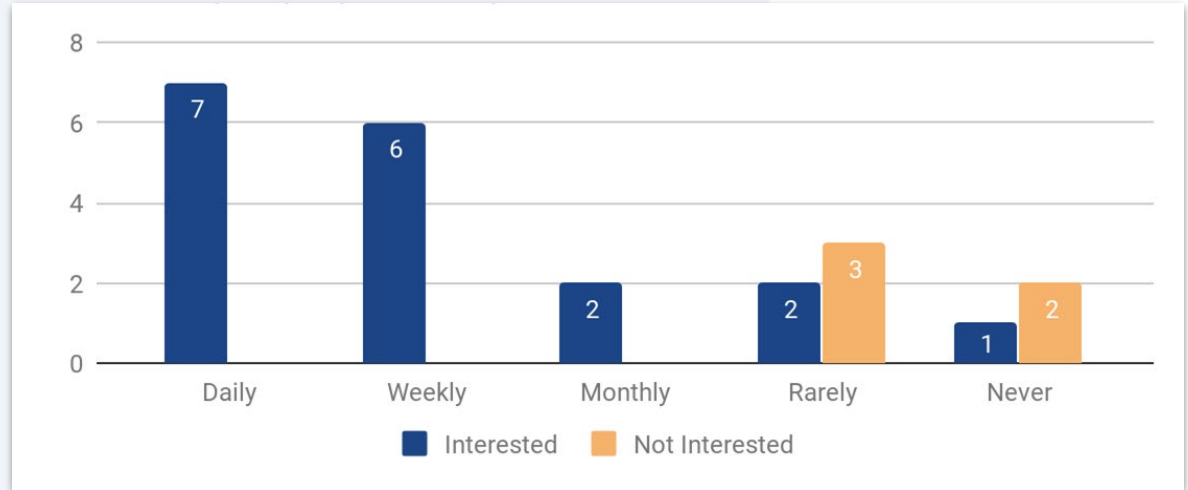


A New Opportunity

TransitGO is Undesirable to Infrequent Riders

It's "faster to use a [ticket vending machine] than download an app"

(Participant 34,
Interview)



Interest in Mobile Ticketing Application based on frequency of public transportation use

Advantage Over Cash

- Next gen ORCA provides more advantages over cash than TransitGO
- TransitGO fails in edge cases regarding specific services/agencies
- Next gen ORCA will make TransitGO obsolete

TransitGO	
Pros	Cons
<ul style="list-style-type: none">Skip kiosk linesLess to carryGuest tickets	<ul style="list-style-type: none">Download appTime to purchase ticket in appLimited TicketsNo Transfers
next gen ORCA	
Pros	Cons
<ul style="list-style-type: none">NFC tap to payAutomatic fare calculationSkip kiosk linesLess to CarryAll transit typesEasy transfers	<ul style="list-style-type: none">Download appCard fee



orcaPAY



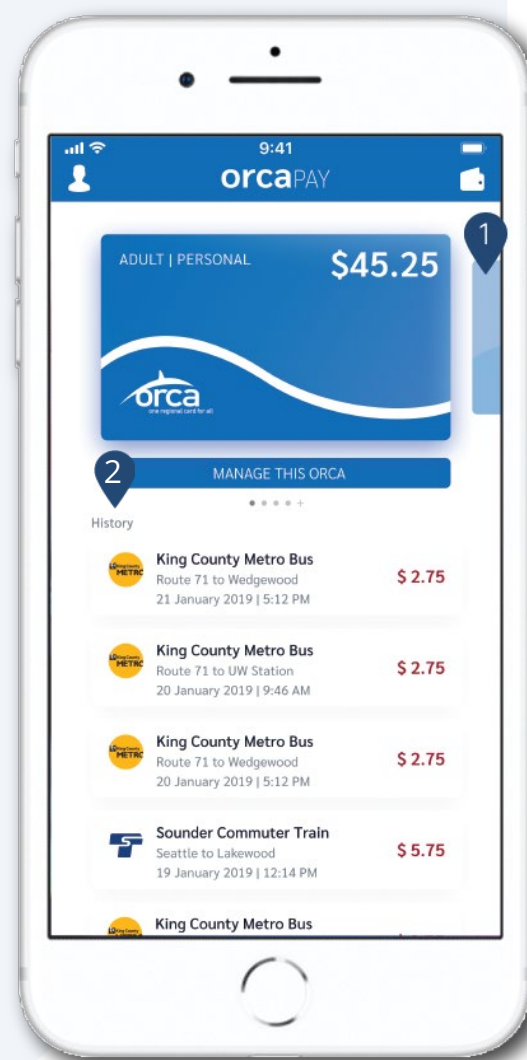


bit.ly/ORCApay

Go to the above link on any device to access
the interactive prototype

Dashboard

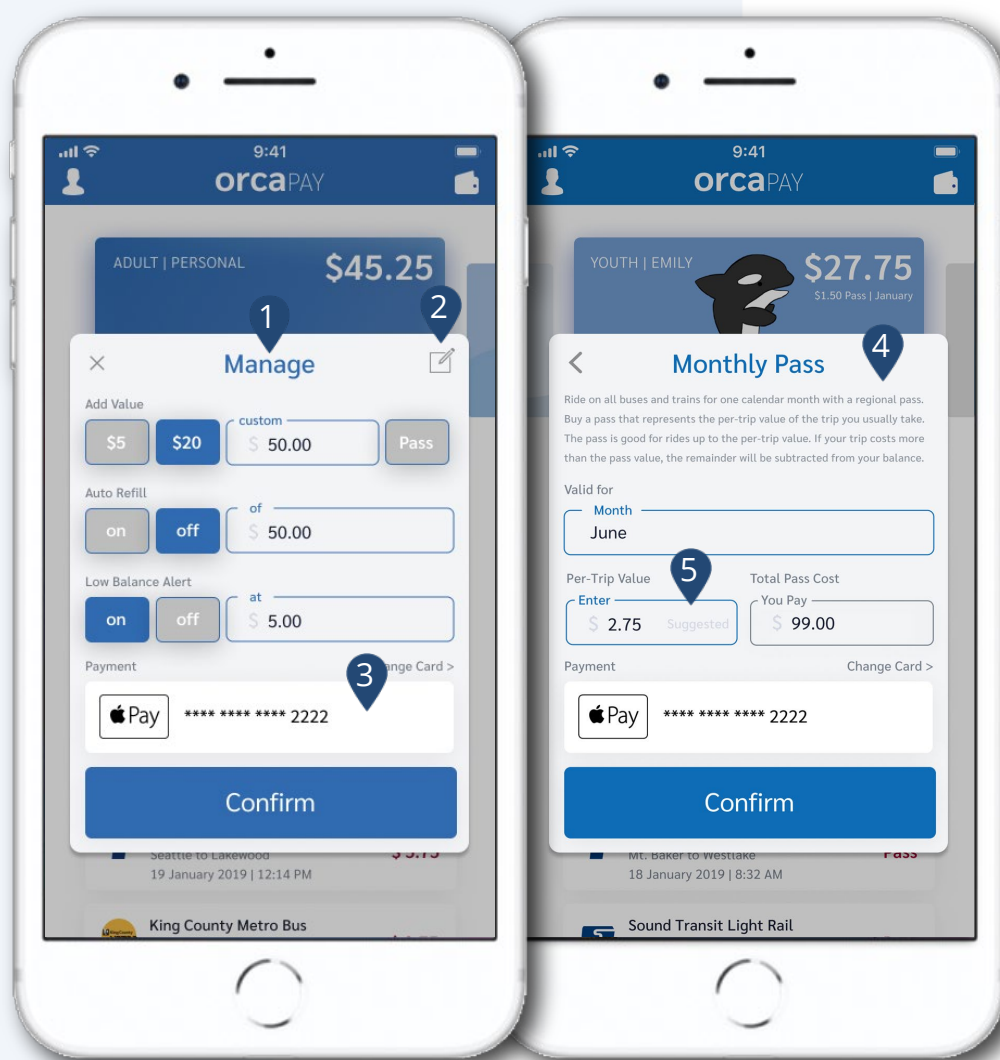
1. Add and manage multiple ORCA accounts
2. Review transaction history for individual ORCA accounts



View the Interactive Prototype at bit.ly/ORCApay

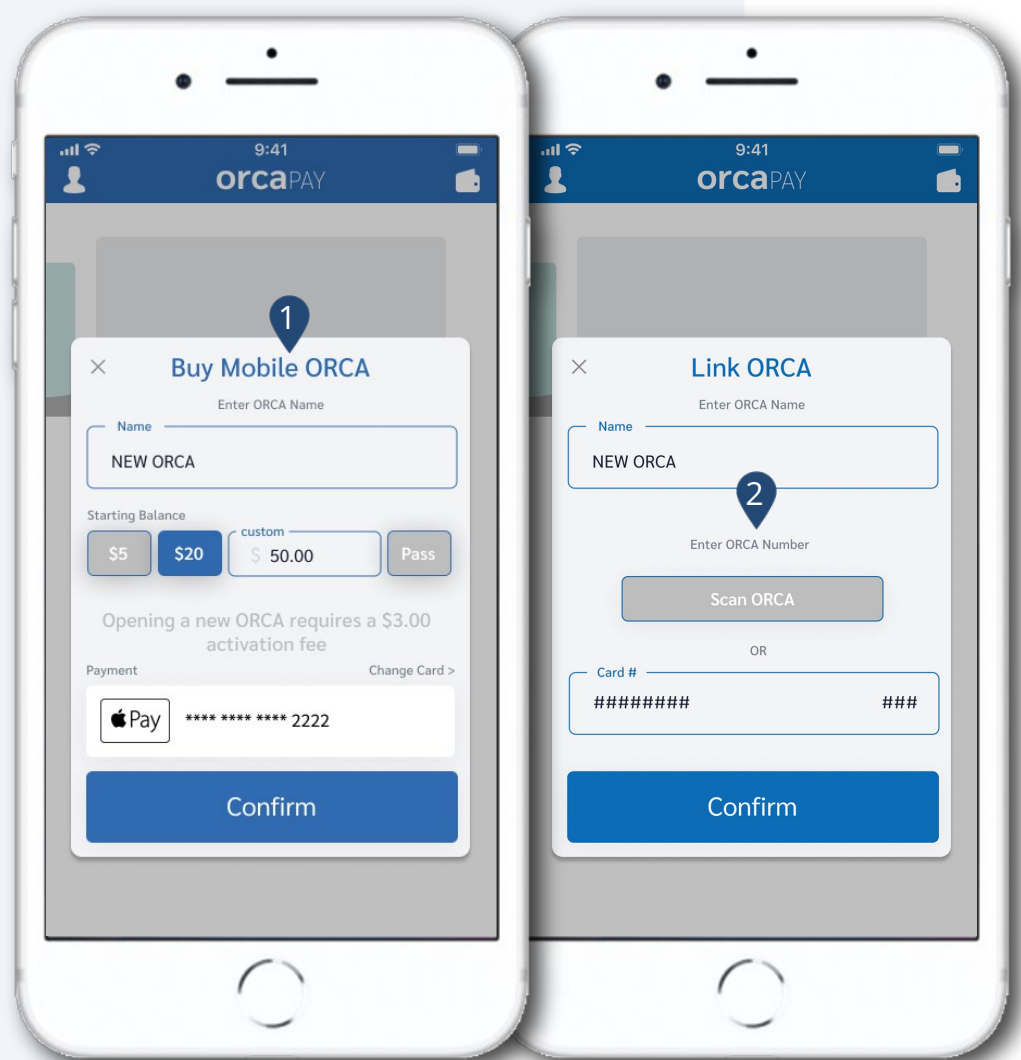
Manage ORCA

1. Instantaneously add value to ORCA balance
2. Edit name and appearance of ORCA accounts
3. Choose from a range of payment options
4. Quickly purchase monthly passes
5. Per-Trip Value suggested from the history of the card



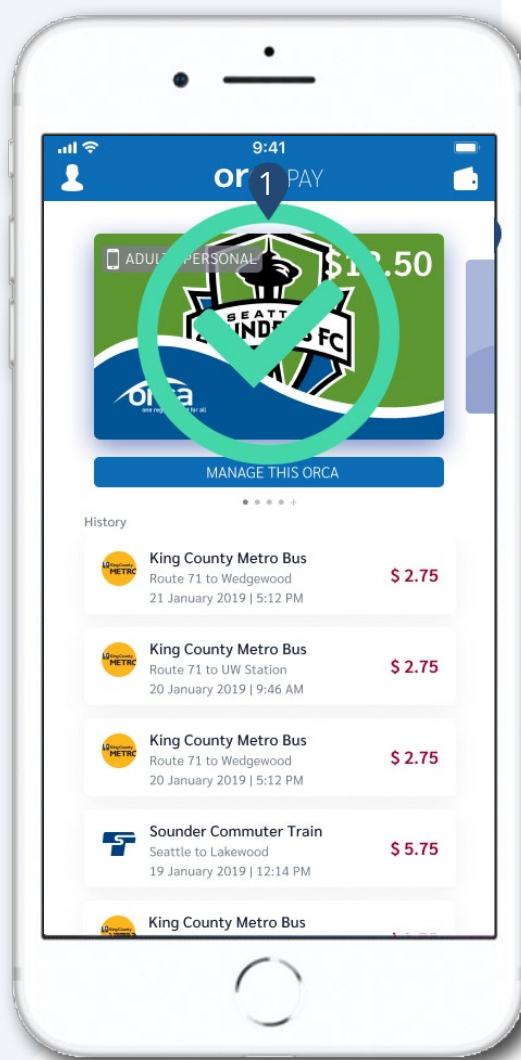
Add New ORCA

1. Tap to pay fare with NFC-enabled mobile ORCA account
2. Link existing ORCA accounts to manage



Scan Confirmation

1. Application gives visual and audio conformation that the mobile ORCA has been successfully scanned



Custom Cards

1. Existing ORCA accounts linked into the application appear as the physical card does
2. More card designs available for both physical and mobile ORCA to help users differentiate between accounts
3. Users can upload their own photos to help them differentiate between accounts

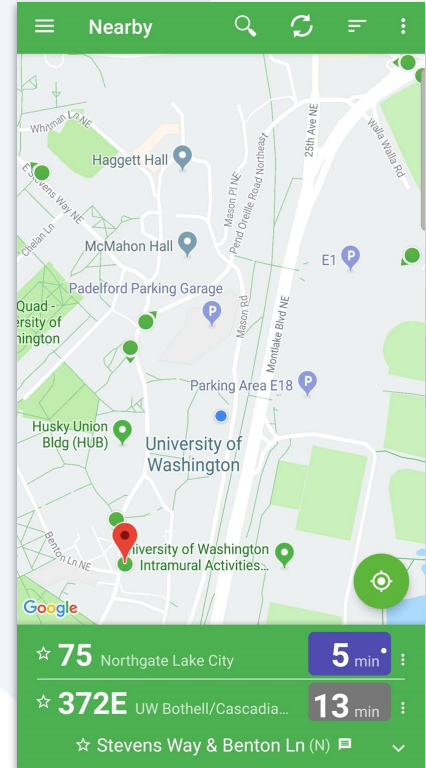


One Bus Away



Introduction

- Open-source transit utility application
- 500k+ downloads and 4.3-star rating on the Play Store
- Features
 - Intuitive map interface
 - Real-time route information
 - Trip Planner
 - Crowdsourced service report/alert system



Customer Experience



- Desirable transit utility functionality (according to research participants)
- Similar functionality in ORCA ecosystem will not be offered for years
- Transit agencies have the best transit data and do not effectively deliver it to the customer
- The “transit app folder”
- Open source community ensures constant support and improvement



Questions?



Other Resources

Contact Information



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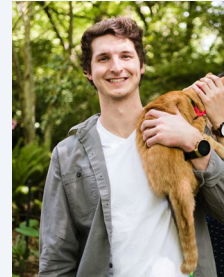
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Additional Resources



For more information about our process and deliverables, please see the links below:

Milestone 1: https://docs.google.com/document/d/1rn7s6XW8wdLcfVSM7NE-gLogfiYVUufUfWBAUvX_Ww/edit?usp=sharing

Milestone 2: https://docs.google.com/document/d/12Bzt1I9IGLdFxFYL89E8HrP8VGL4Q4mUn8V0BvHI0j_M/edit?usp=sharing

Milestone 3: https://docs.google.com/document/d/1spW58oc1hYct5zBBxe2d7_-tXj6FMGIkqouRq-mzXcM/edit?usp=sharing

Milestone 4: <https://docs.google.com/document/d/127kLgQgMj5BzjdanlZZuMr3ZVUP6Ovd56E6vDtVPLKk/edit?usp=sharing>

Interactive Prototype: <https://www.figma.com/proto/WeUIWDrrjTGpeZmf8sakP/ORCA-pay-Style-Guide-Colors?node-id=44%3A0&scaling=scale-down>

Poster: <https://drive.google.com/file/d/1QY9SJp7eqSJTtaJoEi8-8L3beUOT22xK/view?usp=sharing>