

The Next Generation of ORCA

MIC Events Capstone Group
Sierramatice Karras
Zoe Escalona
Zachary Thomas
Ryan Zuzelski

Reimagining Seattle Public Transportation



Goal

Reduce cash fare payments by increasing a stagnant 60% ORCA adoption rate

Solution

Design a mobile application that accentuates the system improvements of next gen ORCA

Features

- 1 Add and manage multiple ORCA accounts
- 2 Instantaneously add value to ORCA balance
- 3 Choose from a range of payment options
- 4 Tap to pay fare with NFC-enabled mobile ORCA account
- 5 Purchase monthly passes and special fare

“How can we reduce cash fare payments by event attendees?”

