The Next Generation of ORCA

MIC Events Capstone Group

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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

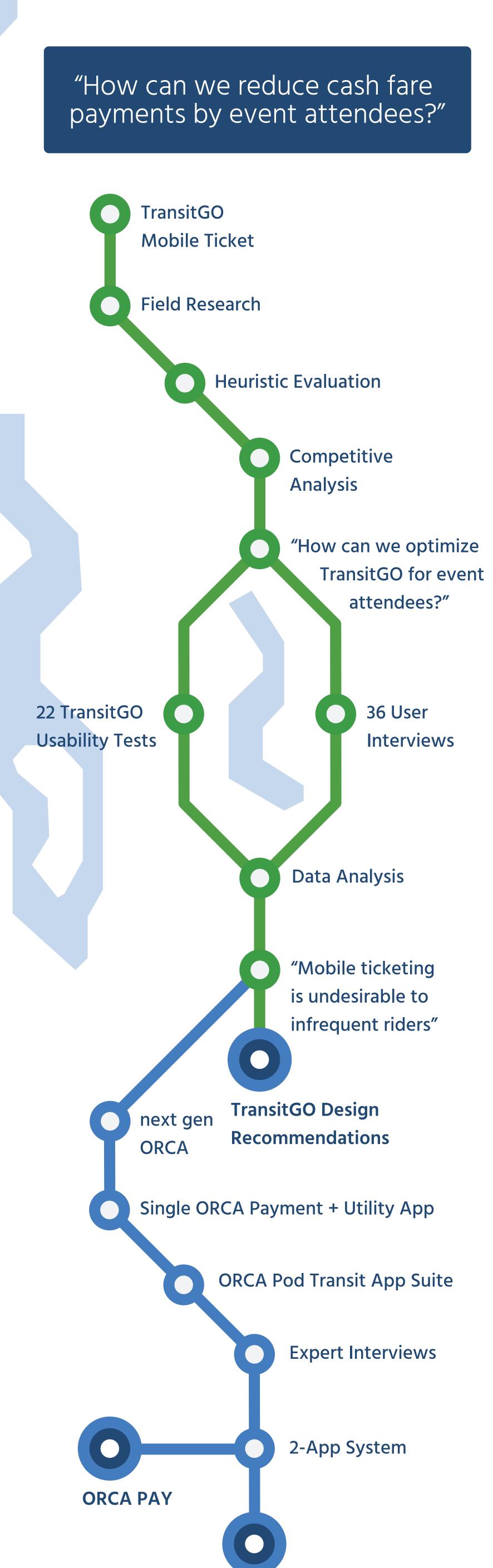
- 1 Add and manage multiple ORCA accounts
- 2 Instantaneously add value to ORCA balance
- 3 Choose from a range of payment options
- Tap to pay fare with NFC-enabled mobile ORCA account
- 5 Purchase monthly passes and special fare







HUMAN CENTERED DESIGN & ENGINEERING



OneBusAway Partnership

Recommendation