



RIND

**EXPERIENCE
UPGRADE**

DILEMMA STATEMENT

The RTD is struggling with a lack of funding and income paired with a lack of modern UX/UI systems both off-site and on-site. What changes can be made to the ticket purchasing systems and transportation maps to streamline the process and bring in more revenue? This project will focus on improving the tick purchasing interfaces on-site, as well as the important pages of the app and website.

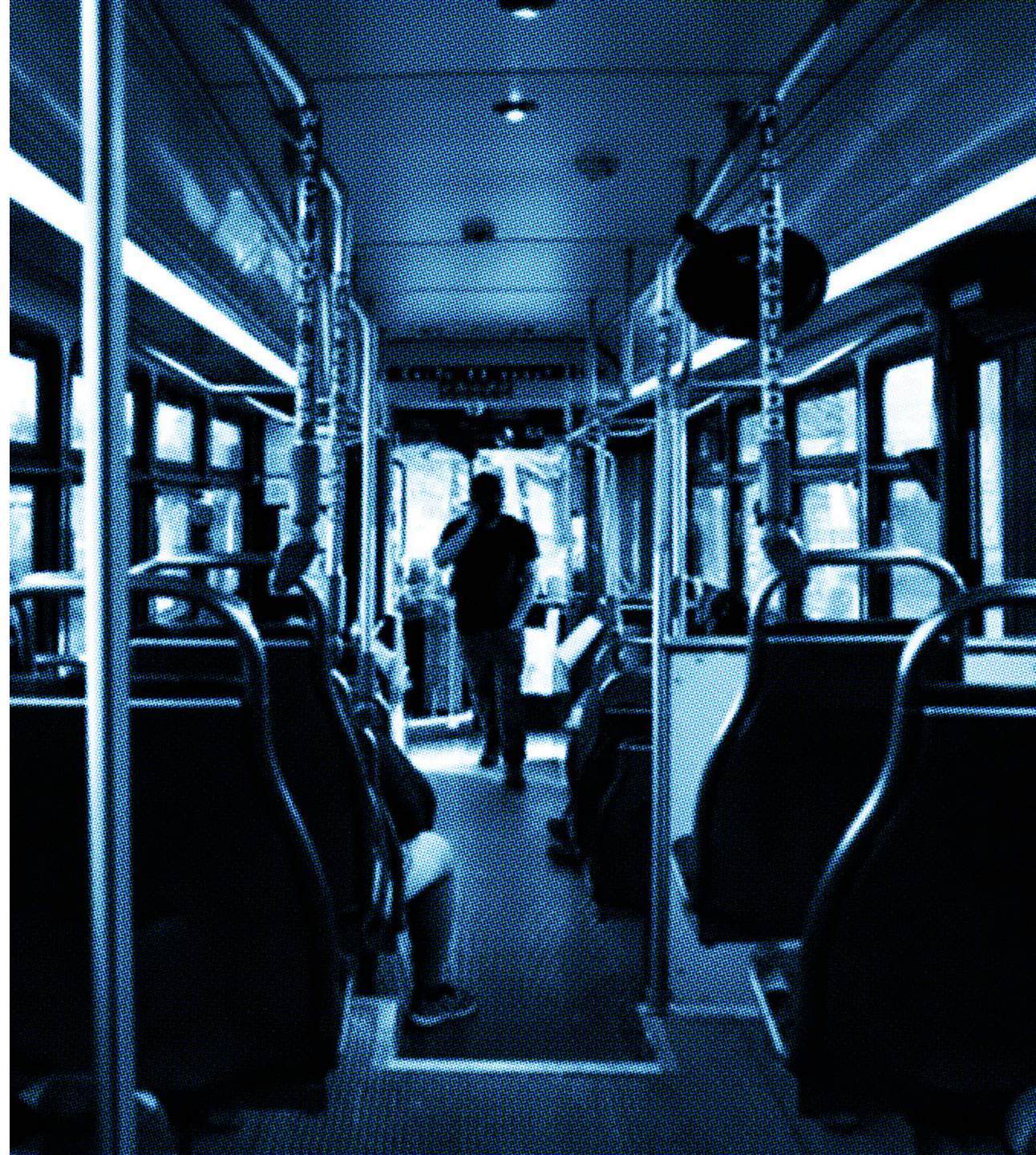


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QUESTIONS

What is the primary reason that customers use RTD?

When was the last major RTD redesign?

What are the most common customer complaints and roadblocks?

When was the last update to on-site purchasing systems?

Are service interruptions recorded in real time?

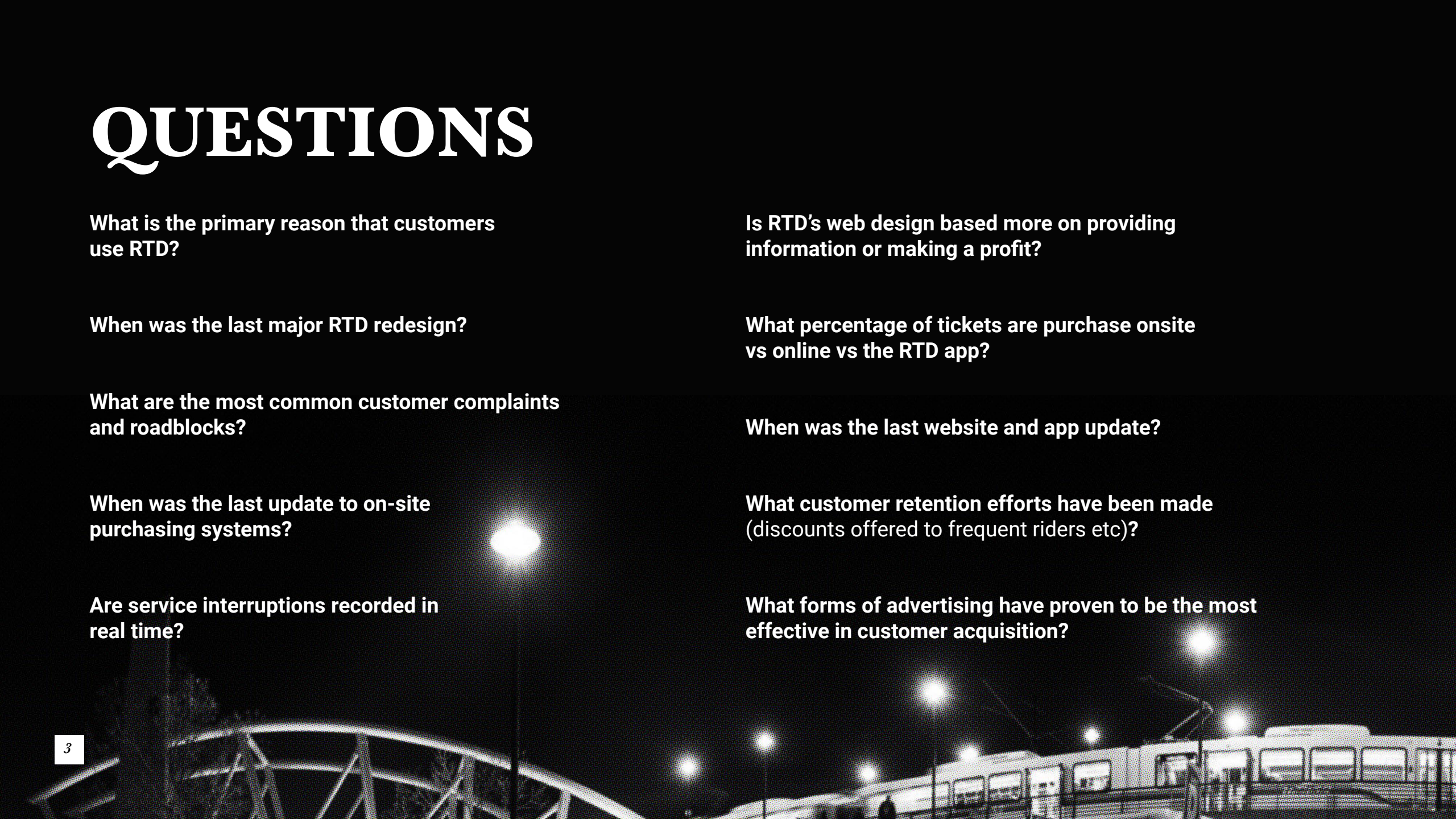
Is RTD's web design based more on providing information or making a profit?

What percentage of tickets are purchase onsite vs online vs the RTD app?

When was the last website and app update?

What customer retention efforts have been made (discounts offered to frequent riders etc)?

What forms of advertising have proven to be the most effective in customer acquisition?





As part of the Zero Fare for Better Air initiative, RTD will offer zero fares on all services from August 1-31.

[Learn More](#)

Zero Fares in August

As part of the Zero Fare for Better Air initiative, RTD will offer zero fares on all services from August 1-31.

[Learn More](#)



SCHEDULES SERVICES RIDER INFO



TOOLS MENU



Back

Utilities



Manage Stored Value Account

Help

Social Media

Fare and Pass Information

Schedules

Rider Alerts

Rail Map

Saved Payment Methods

WEBSITE & APP NOTES



Trip Planner

Ne

4



Trip Planner



Next Ride

Zero Fare for Better Air

As part of the Zero Fare for Better Air initiative, RTD will offer zero fares on all services from August 1-31.

powered by
justride

WEBSITE

<https://www.rtd-denver.com/>

Priority Navigation Items

- Trip Planner
- Next Ride
- Schedules
- Service Alerts

Secondary Navigation Items

- Schedules
- Services
- Rider Info
- Fares & Passes
- Projects

Misc Navigation Items

- All Service Maps
- Bus Maps
- Train & Light Rail Maps

Redundant Navigation Items

- Tools

Trip Planner

Collaboration with Google Maps where a user can enter a starting point and destination in order to plan a trip with the fastest route, least amount of boarding stops, or the amount least walking.

Next Ride

A Service allowing users to find the nearest RTD services near any landmark or address within the RTD service area.

Schedules

A list of operation hours and boarding schedules for buses and trains operated by RTD.

Service Alerts

Updated list of construction projects and obstructions to RTD's services and routes.

Pros

- Acknowledgment that users need to build a foundational knowledge of their experience with RTS before choosing a product to purchase
- Menu items built with pictograms for easy legibility
- Offers multiple access points and pathways to each form of information
- Information hierarchy is easy to sort through and understands the customer's intention

Cons

- Redundant services with varied functionality
- Multiple top level menus with redundant locations
- No sales pitch based on what the user is doing, or upsails
- Two urgent info bars, one that lowers fold content

MOBILE APP

Priority Navigation Items

- Managed Stored Value Account
- Buy Tickets
- Ticket Wallet
- Account
- Trip Planner
- Next Ride

Secondary Navigation Items

- Log In or Sign Up
- Your Most Recent Ticket

Misc Navigation Items

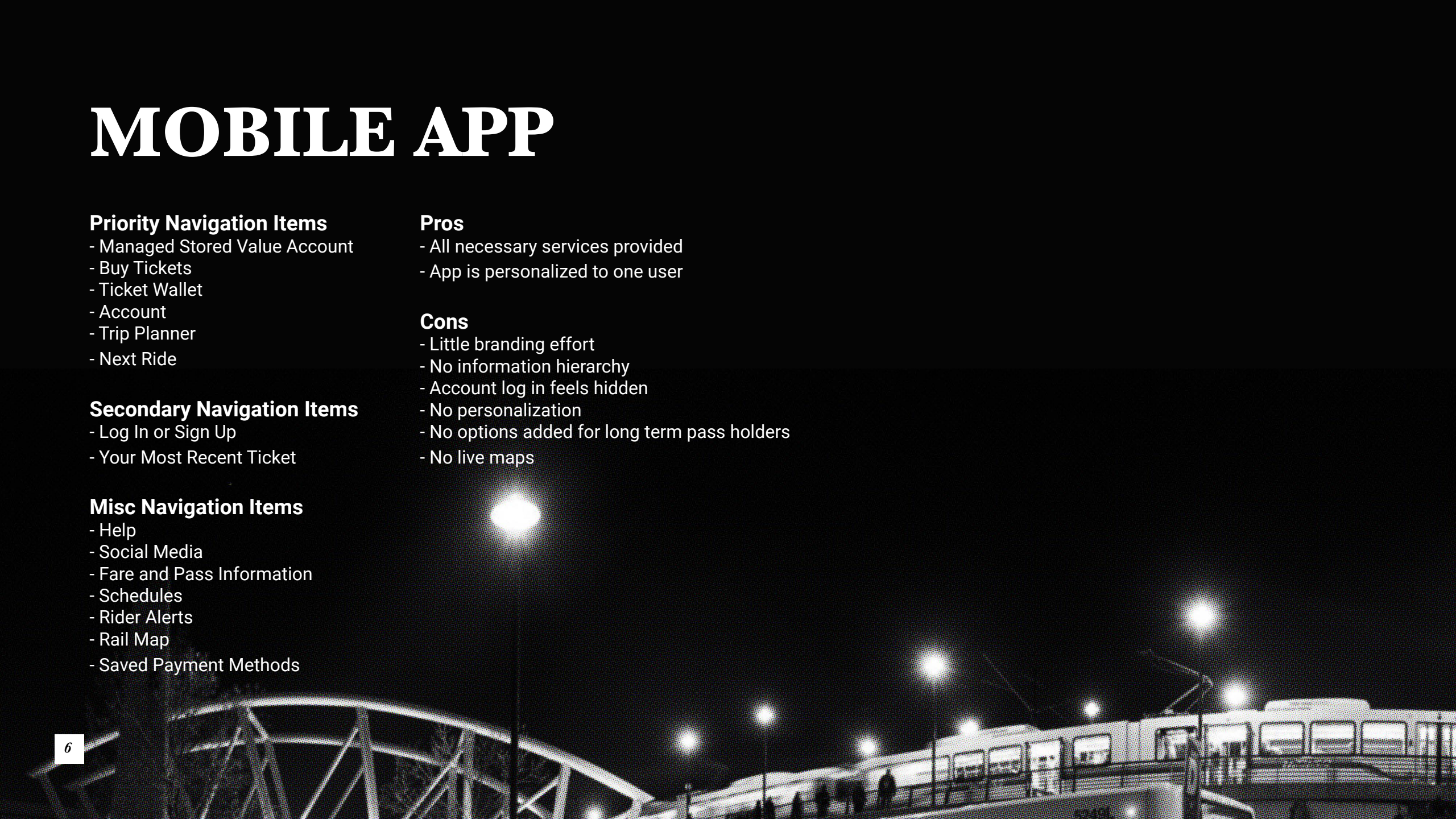
- Help
- Social Media
- Fare and Pass Information
- Schedules
- Rider Alerts
- Rail Map
- Saved Payment Methods

Pros

- All necessary services provided
- App is personalized to one user

Cons

- Little branding effort
- No information hierarchy
- Account log in feels hidden
- No personalization
- No options added for long term pass holders
- No live maps



2022 ON-SITE EXPERIENCE



SERVICES & DEMOGRAPHICS

Service Area Population

3,080,000

Average Customer Age

35

Average Customer Income

\$40,997

Service Locations

- Boulder
- Broomfield
- Denver
- Jefferson County
- Adams County
- Arapahoe County
- Douglas County
- Weld County

Annual Operating Budget

\$670,000,000

Average Yearly Riders

97,606,769

Average Daily Riders

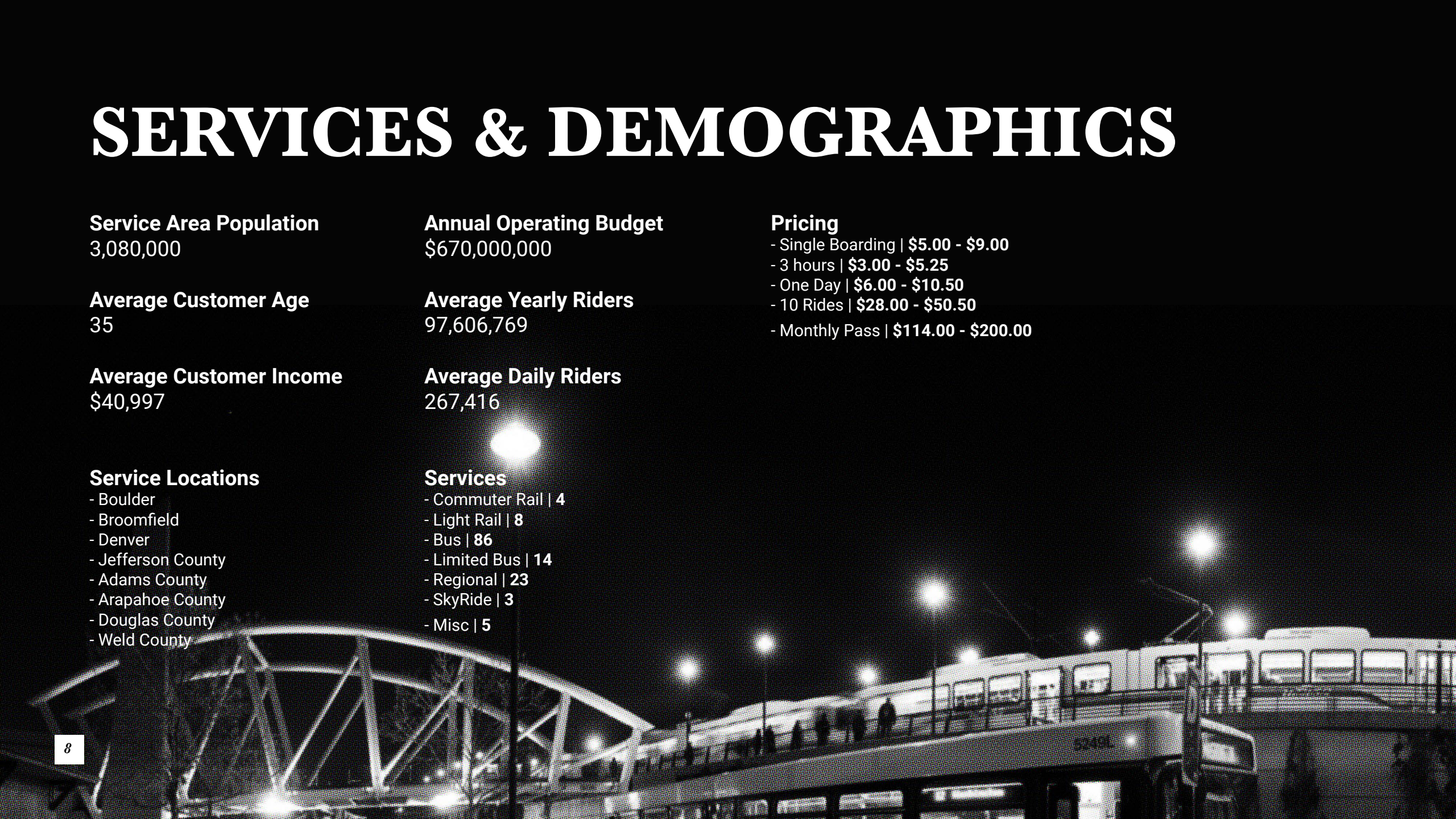
267,416

Services

- Commuter Rail | 4
- Light Rail | 8
- Bus | 86
- Limited Bus | 14
- Regional | 23
- SkyRide | 3
- Misc | 5

Pricing

- Single Boarding | \$5.00 - \$9.00
- 3 hours | \$3.00 - \$5.25
- One Day | \$6.00 - \$10.50
- 10 Rides | \$28.00 - \$50.50
- Monthly Pass | \$114.00 - \$200.00



PERSONAS



The Student

Age: 18 - 26

Education: Some College

Job: Service and Gig Work

Students are likely to be low-income but high activity. They need to move from place to place often, they have the time to do it, but they do not have the funds to buy a vehicle. They work hourly jobs and often weekends.



The Low-Income Worker

Age: 18 - 36

Education: Under Educated, High School, GED, or Some College

Job: Service and Gig Work

Low-income workers are likely working long hours and have both little liquidity and little free time. This group is using RTD as transportation from home to work, or from work to work. They do not own a vehicle.



The Tourist

Age: 22 - 55

Education: Some College or Higher

Job: Career Centered

The tourist is choosing public transportation over renting a vehicle while on vacation. They have plenty of time to travel but are income conscious. Some tourists may consider public transportation a part of their vacation experience.



The Elderly

Age: 65+

Education: College or Graduate

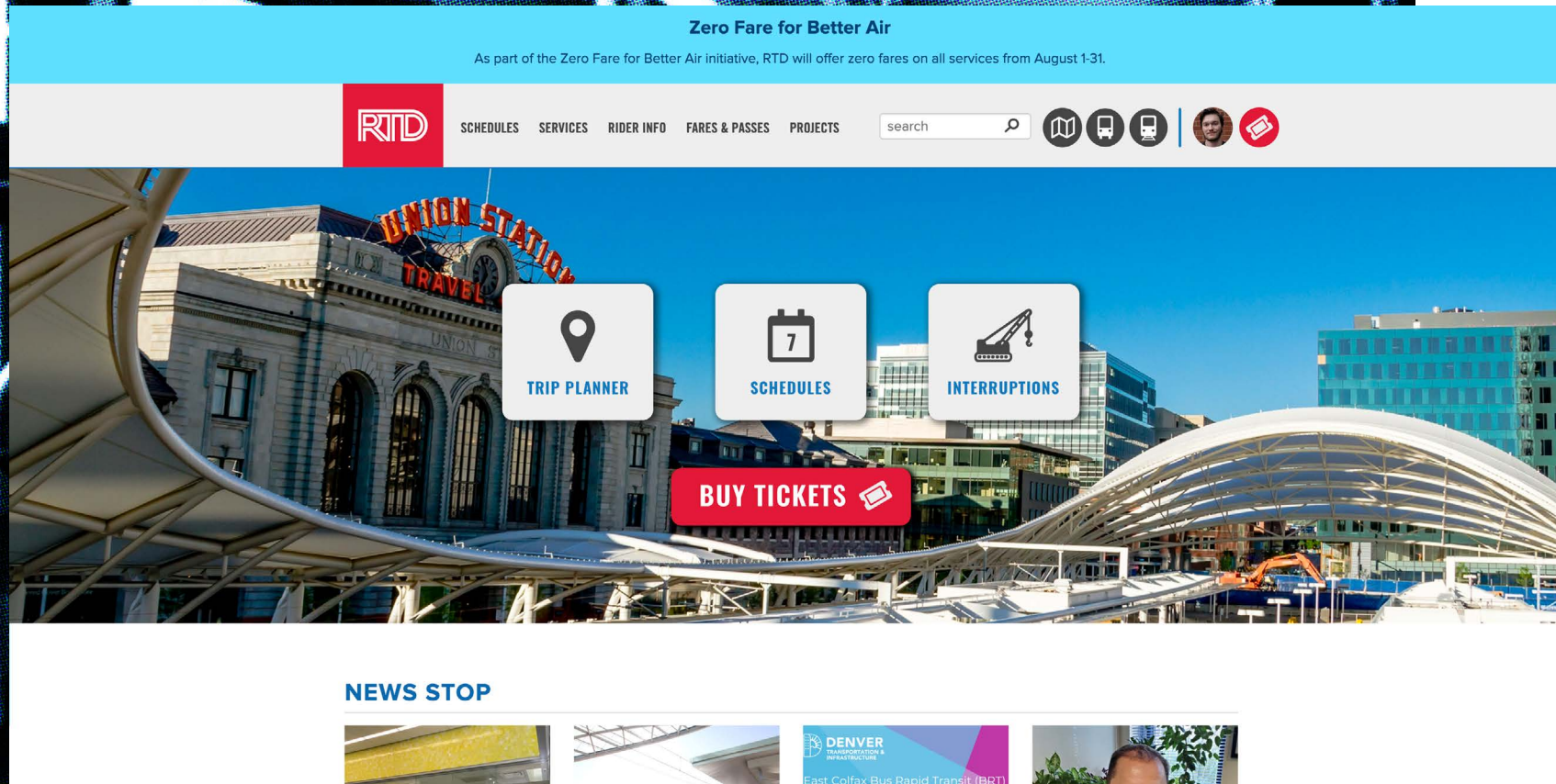
Job: Retired

The Elderly is likely taking public transportation because they are now unable to transport themselves. It is likely that they are traveling for pleasure as they are retired. This base will be the most difficult to design for but is the highest income.



LET'S TALK IMPROVEMENTS

A NEW WEBSITE



What changed?

The website home page did not need a lot of work. This version eliminates redundancies and puts more emphasis on important CTAs. The tools menu did not offer anything that the nav menu already did not. It was removed. *Trip Planner* and *Next Ride* did not offer separate products; both were merged into Trip Planner. A clear *Buy Tickets* CTA was added in the hero as well as the nav. This CTA will go to the same link as Trip Planner.

All icons were updated to the new pictogram set.

A NEW TRIP PLANNER

Zero Fare for Better Air
As part of the Zero Fare for Better Air Initiative, RTD will offer zero fares on all services from August 1-31.

RTD SCHEDULES SERVICES RIDER INFO FARES & PASSES PRODUCTS

TRIP PLANNER:

TODAY MULTI DAY TRIP

1 start from:

2 add a stop:

3 end at:

GET DIRECTIONS

DIRECTIONS:

SAVE DOWNLOAD

Customer Care
303-299-6000
RTD (Real Time)
Customer Complaint Form
Contact Us

Connect With Us
Facebook
Twitter
LinkedIn
YouTube
News Stop
Stories

Business Center
Doing Business with RTD
Current Solicitations
DBS/DBS Information
Advertising Opportunities
Corporate Sponsorships
Construction Engineering

Inside RTD
Careers
About Us
Board of Directors
General Manager/CEO
Media Resources
Sustainability

RTD
Regional Transportation District
1400 Speer Blvd
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RTD provides bus and rail service to the Denver metro area.

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RTD SCHEDULES SERVICES RIDER INFO FARES & PASSES PRODUCTS

TRIP PLANNER:

TODAY MULTI DAY TRIP

HERE'S WHAT YOU NEED

10 DAY PASS

BUY NOW

No thank you, I'll pass for now.

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RTD SCHEDULES SERVICES RIDER INFO FARES & PASSES PRODUCTS

TRIP PLANNER:

TODAY MULTI DAY TRIP

JUST IN CASE!

ADD A DAY PASS

1

ADD TO ORDER

No thank you, I'll pass for now.

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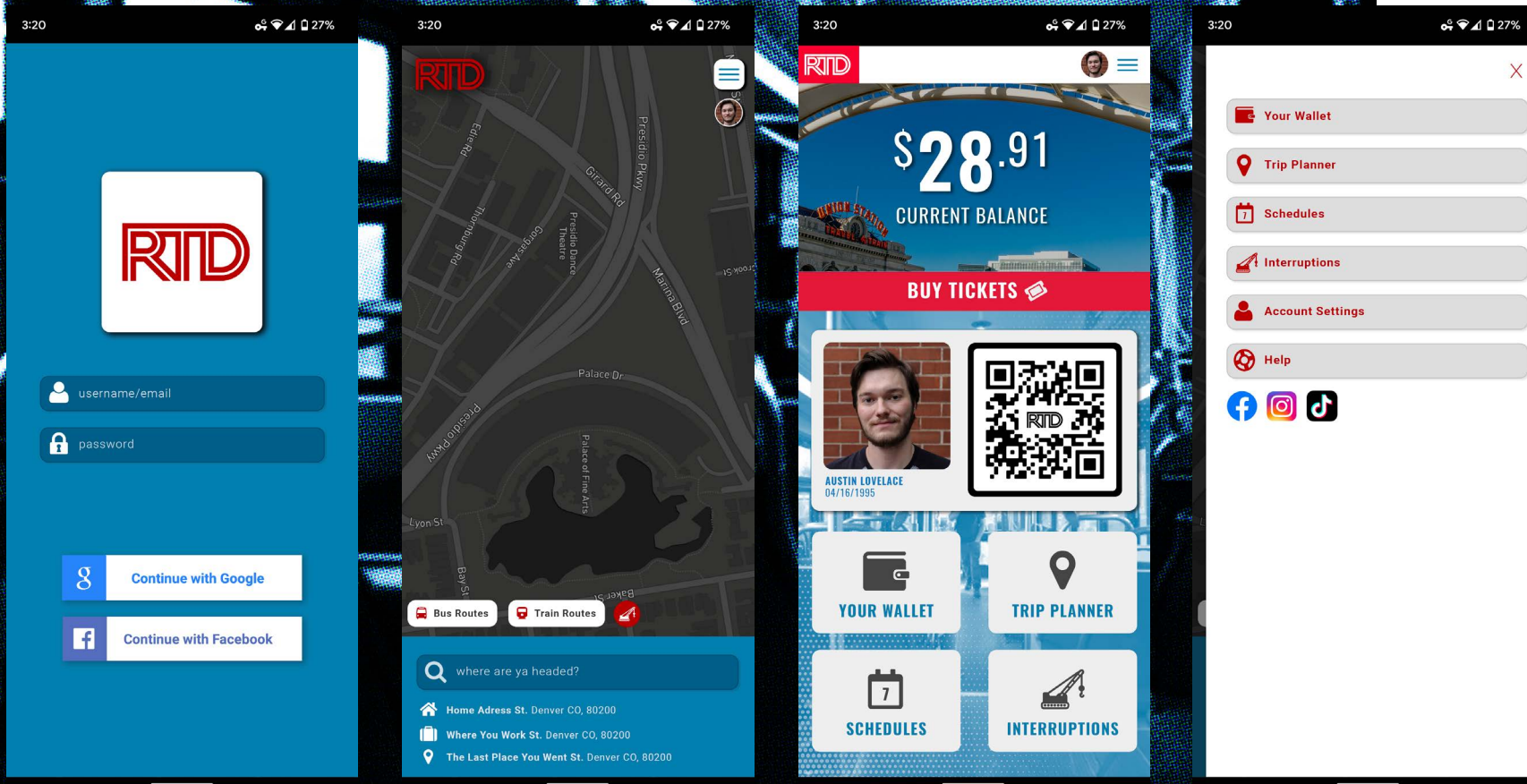
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RTD provides bus and rail service to the Denver metro area.

What changed?

The original *Trip Planner* was too lightweight. It did not offer the necessary information to the tourist demographic. While the current version offers directions for one trip, this version offers a sequence of stops or even an itinerary for a multi-day trip. After the user finishes entering their trip information, the website will offer them a product that fits their needs. The tool may even offer an upgrade if it makes sense. This is focused on increasing revenue.

All icons were updated to the new pictogram set.

A NEW MOBILE APP



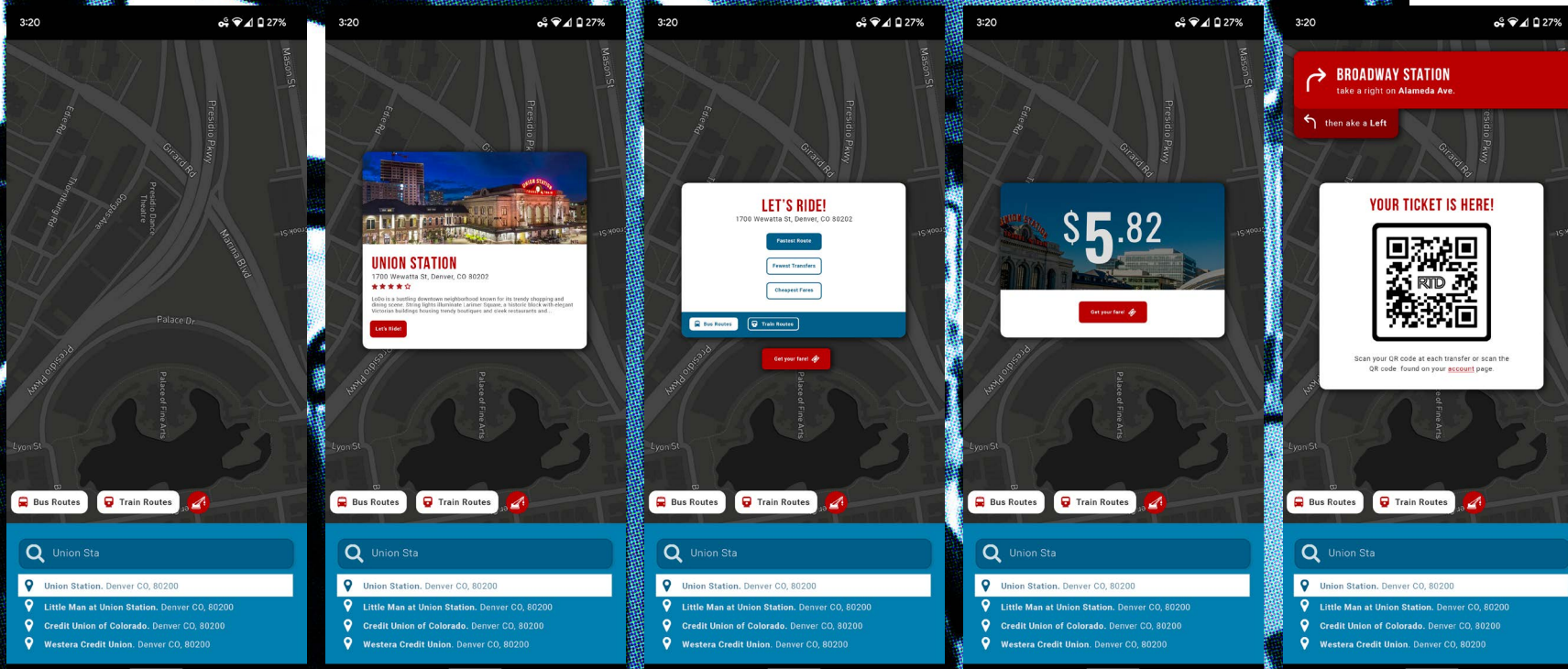
What changed?

This new app is modeled off of modern transportation apps like rideshare and navigation apps. This app acts as a complete tool for the user. Once logged in the first screen is a map where the user can look at bus routes, train routes, service interruptions, or any combination of the three. The user can also search for their destination and be given directions as well as a ticket to get there.

The account page is given a personalized set of information for a wallet, upcoming trips, schedules, and service interruptions. The QR code can be scanned as a ticket or multiple tickets. The rest is moved to the nav. Alltogether this app combines *RTD Flex Ride* and *RTD Mobile Tickets*.

All icons were updated to the new pictogram set.

HOW IT WORKS



The New Steps.

1. Search for your destination

Enter a business name or address and select the best match from the list below.

2. Confirm your location

If the location information and photo match your search, hit Let's Ride.

3. Select a route

You will be able to select a fast route, a route with few transfers, or the cheapest route. As well, you can include trains, buses, or both.

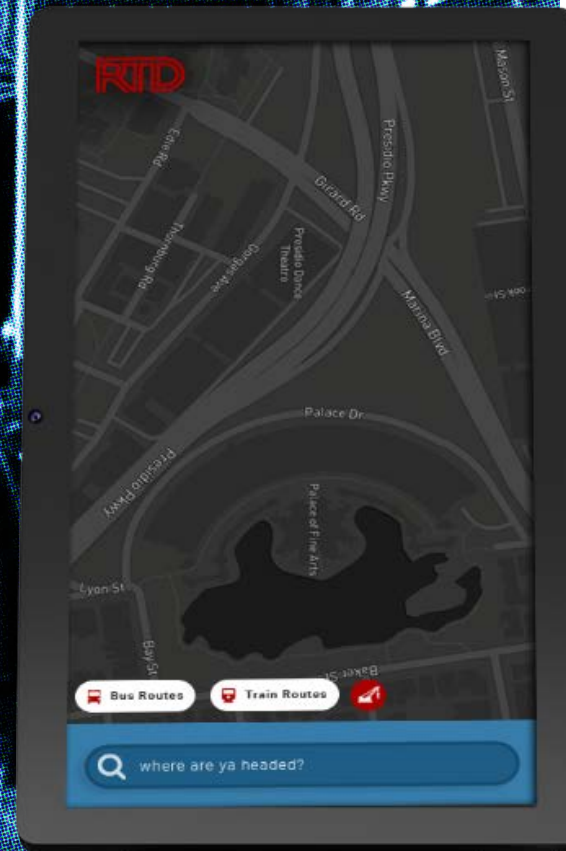
4. Buy your ticket

The price of your fare will show up and you will confirm your route. The purchase will come from your balance or your card if there is no balance.

5. Get your QR code and directions

The price of your fare will show up and you will confirm your route. The purchase will come from your balance or your card if there is no balance.

A NEW ON-SITE SYTEM



What changed?

The ticket purchasing system has been replaced by a system that mimics the mobile app. The difference is simply removing the account log-in and the miscellaneous menu options.

The information booth is replaced by a live updated system. The left-hand side is a digital map that shows interruptions and incoming trains/buses. The right-hand side is replaced by a system that shows a list of routes that are on their way to that location, their arrival time, and if they are running late.

All icons were updated to the new pictogram set.

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CONCLUSION

Making these changes will allow the RTD to simplify their customer interaction, increase their profits, and create a better overall experience. The *Regional Transportation District* is a transportation company. Offering a modern experience that is similar to the changing landscape of modern ride share and navigation companies is the first step in making public transportation a modern service.

These changes will offer changes for each primary market that they serve, no matter the income or availability of their customers.

THANK YOU!

