

Go Seattle

Promoting mobile ticketing usage among tourists in Seattle



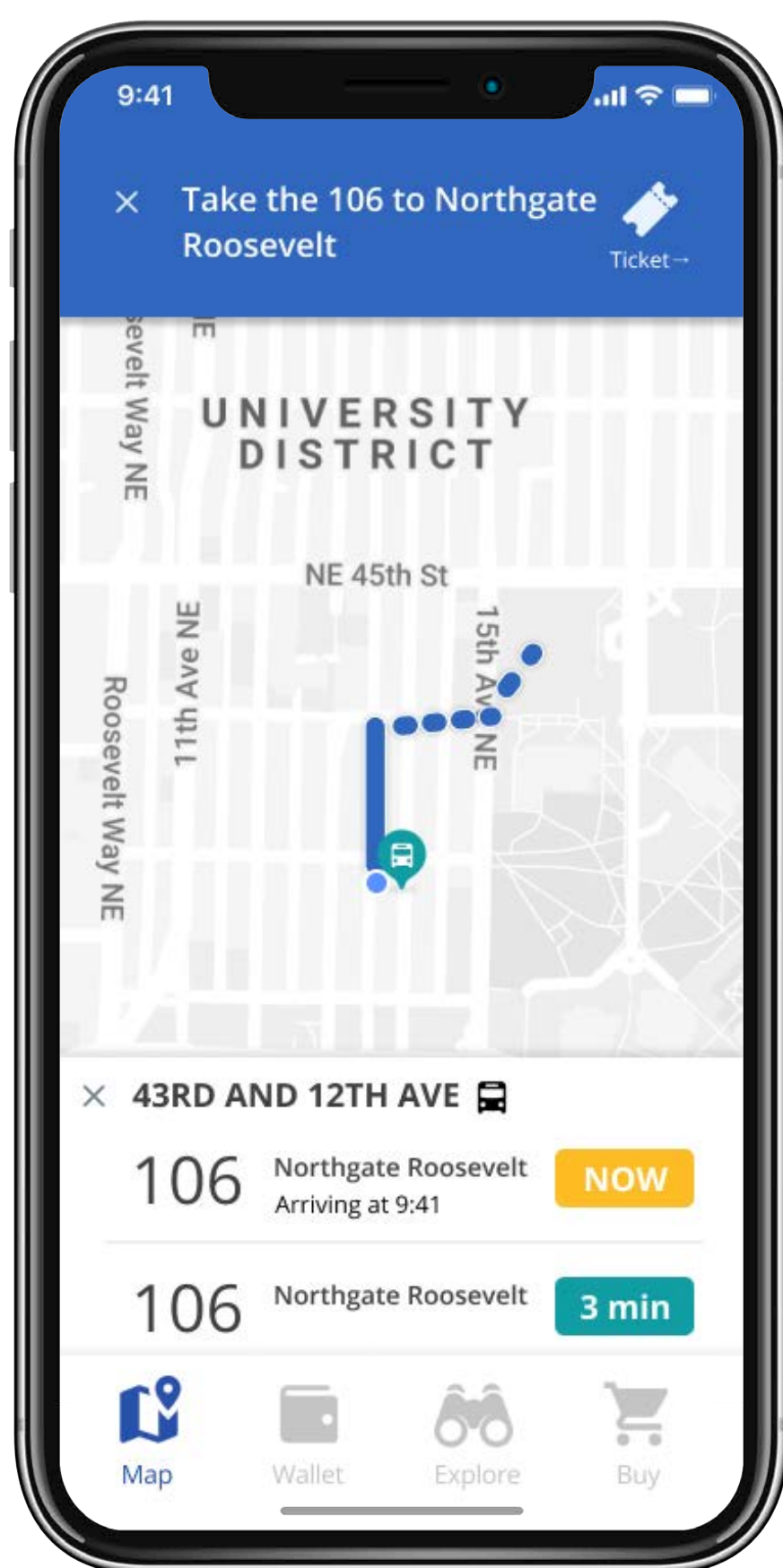
Challenge

How might we increase and improve the experience of mobile ticket use amongst tourists in the greater Seattle area who are current and potential customers of King County Metro and Sound Transit services?

Goals

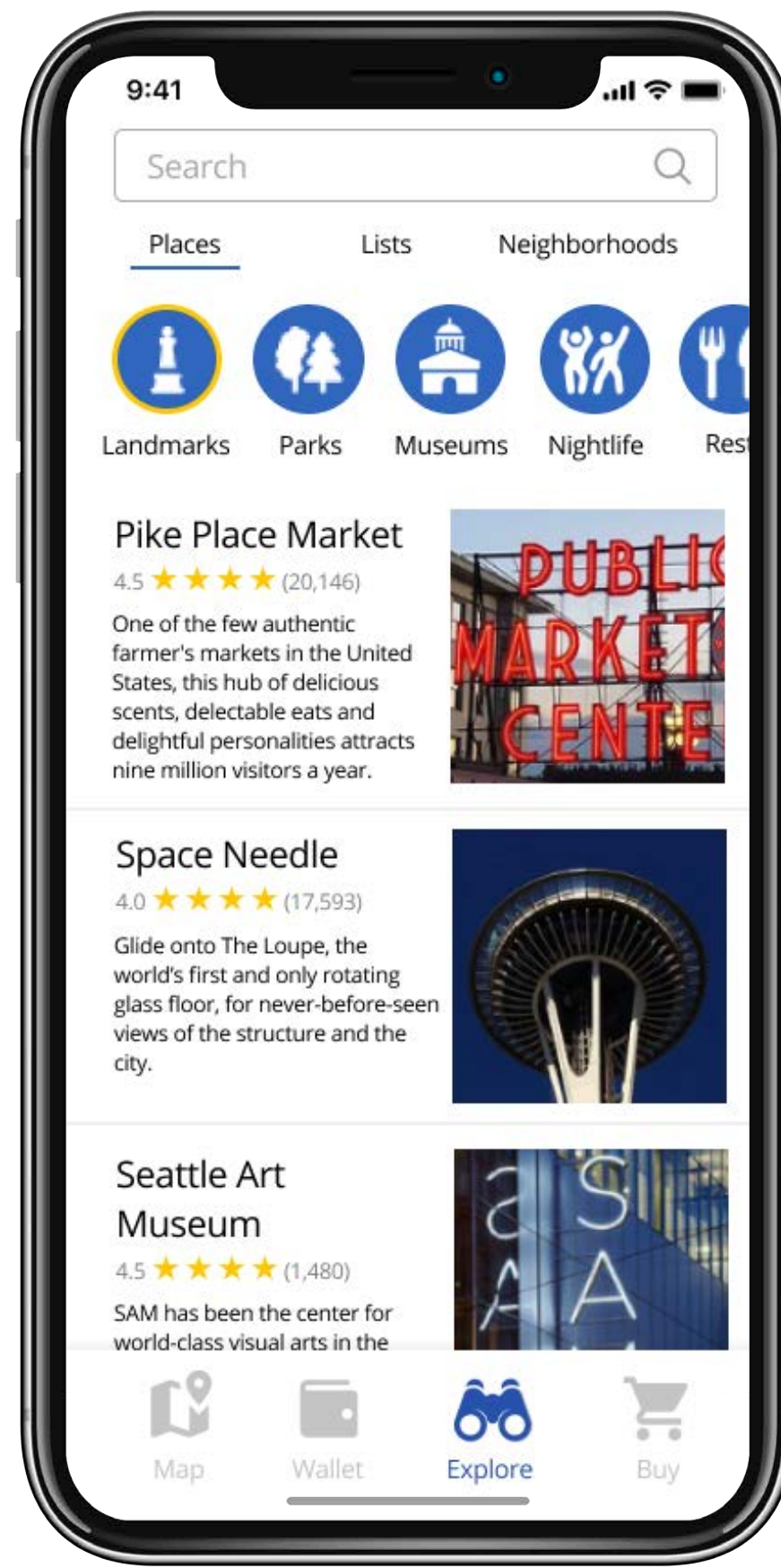
- Decrease the frequency of cash transactions for ticket purchase
- Increase the use of mobile ticketing

Our Solution



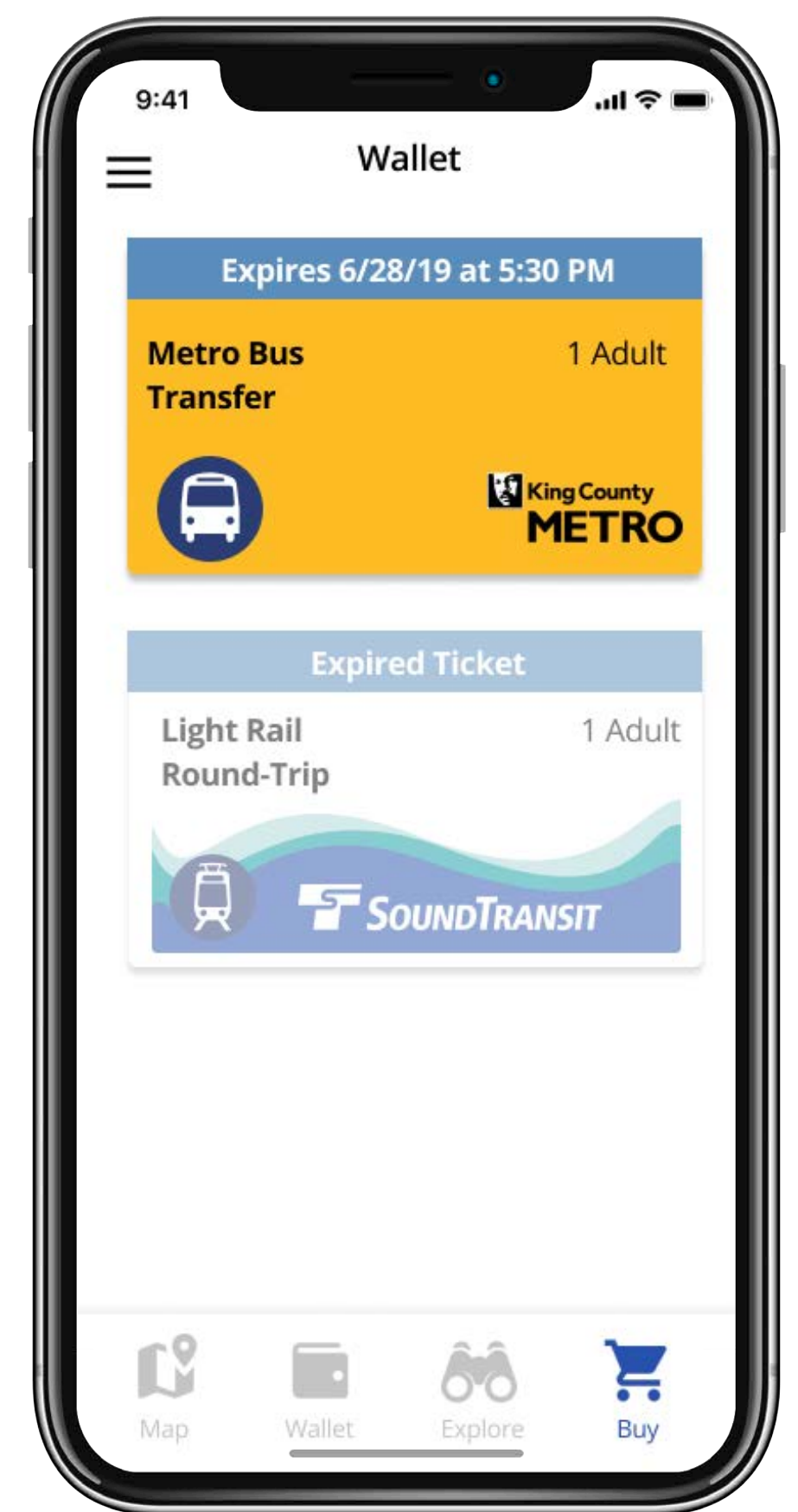
increase efficiency

Allowing easy navigation for fastest public transportation routes



promote tourism

Find local attractions based on user's preferences



provide ease + clarity

Concise ticket information and an easy way to pay for bus fares

Process



Heuristic Evaluation and Usability Testing on the existing mobile application

Interview and survey tourists about their mobile ticketing preferences

Ideate based on tourist needs and required functionality of the app

Incorporating feedback from usability testing on final prototype design

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