The Next Generation of ORCA

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

“Mobile ticketing is undesirable to infrequent riders”

“How can we optimize TransitGO for event attendees?”

22 TransitGO Usability Tests
36 User Interviews

Data Analysis

Competitive Analysis

2-App System
Single ORCA Payment + Utility App
ORCA Pod Transit App Suite

Expert Interviews

2-App System
OneBusAway Partnership Recommendation

TransitGO Mobile Ticket
Field Research
Heuristic Evaluation

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

ORCA PAY
Next gen ORCA
TransitGO Design Recommendations

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