

# Intercity Transit Website Enhancement Project Update

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# Intercity Transit's Website Retrospective



- HOME 
- WHATS NEW 
- GENERAL INFO 
- MAPS & SCHEDULES 
- COMMUTER SERVICES 
- YOUNG RIDERS 
- GETTING INVOLVED 
- TOPIC SEARCH 



**FOR INFORMATION, CALL I.T. CUSTOMER SERVICE AT 786-1881 OR 1-800-BUS ME I.T.**

## 2015



Welcome to Intercity Transit, Thurston County's Public Transportation Provider

**I'm Traveling...**

e.g. 222 State Avenue NE, Olympia WA 98501      e.g. 6800 Yelm Highway SE, Lacey WA 98513

From:  To:

**I Want...**

To: Depart at  PM on:

Trip planner does not reflect detours or delays. Trip planner does not create trips for express service between Tacoma and Seattle. Visit Pierce Transit or Sound Transit for information on this service. Trip planner is administered by Google. If you have any questions or concerns, contact Google directly.

**Find a Route**

Choose task

**How do I...?**

Choose task

**Join our Mailing List**

Email:

**Headlines**

**You Vanpool. We Reward. Simple.**  
If you're a long-distance commuter, try vanpooling and earn cash rewards. Not sure? Try it for a week, on us! Vanpooling's not for you? You can still earn rewards. Check it out.

**Bus Buddy Program Offers Group Trips this Winter**  
Our Bus Buddy Program offers group trips in Olympia and to Tacoma and Seattle for a variety of events this winter.

**Shop, Dine, and Play Local and Take the Bus to Get There!**  
We support our community and that's why we encourage you to shop, dine, and play locally.

**Transit Awards Discounted Bus Passes to Service Organizations**  
We will provide monthly bus passes at half price to 18 local, non-profit human service organizations this year.

**Alerts**

**Route 47 Revisions Begin February 15**  
Beginning Sunday, February 15, Route 47 will have minor route and schedule adjustments. All other routes will remain unchanged.



# Intercity Transit's Website Retrospective

## 2017

The 2017 website features a dark blue header with navigation links for RIDER ALERTS, ROAD TRIP, and a search bar. The main navigation includes RIDE, LEARN, CONNECT, PLAN A TRIP, and ROUTE FINDER. A large hero image shows a smiling man with a white beard reading a newspaper on a bus. Below the image is the slogan "Ride. Read. Relax" and the text "Find a Route and Schedule that works for you." At the bottom, there are sections for "Rider Alerts" (stating "There are no Rider Alerts at this time.") and "News" (with a link to "Rider News - January 2018").

## September 2021 - current

The current website has a more modern design with a dark blue header containing the "INTERcity TRANSIT" logo and a search bar. The navigation menu includes PLAN YOUR TRIP, HOW TO RIDE, SERVICES, EMPLOYMENT, and ABOUT US. A "Route Finder" widget is prominent, featuring dropdown menus for "Route" and "Service Option" (set to "Monday - Friday") and a "View Route" button. A large banner titled "RESPECT THE RIDE" features an illustration of diverse hands holding each other and the text: "Everyone is welcome on Intercity Transit. Please respect the diversity of your fellow passengers. intercitytransit.com/respecttheride". Below the banner is a call to action: "We all have a responsibility to Respect the Ride when onboard. Learn how you can do your part." and a link to sign up for news. A "Frequent Tasks" section at the bottom contains icons and links for Bus Schedules, Contact Us, Job Openings, Pay Vanpool Fare, Accessible Services, and Dial-a-lift.

# Goal: Continuous improvement

## Why the routes pages?

- 60 percent of visits to our website are for users planning trips.
- Of those visits, 65 percent are to view schedules for one of our routes.

# Top Tasks

1. Replace data source for scheduled stop times.
2. Add real-time data to our website.
3. Update the UX/UI of the Routes functionality to make it more user friendly.

# Process

- Discovery
  - Competitive Analysis
  - Analytics Review
  - Heat Mapping
- Develop prototype (wireframe)
- User testing
- Refinement based on feedback
- Development

# Demo

# What's Next?

- Launch: Planned for July 20
- Upcoming: New BCC website



# Questions?