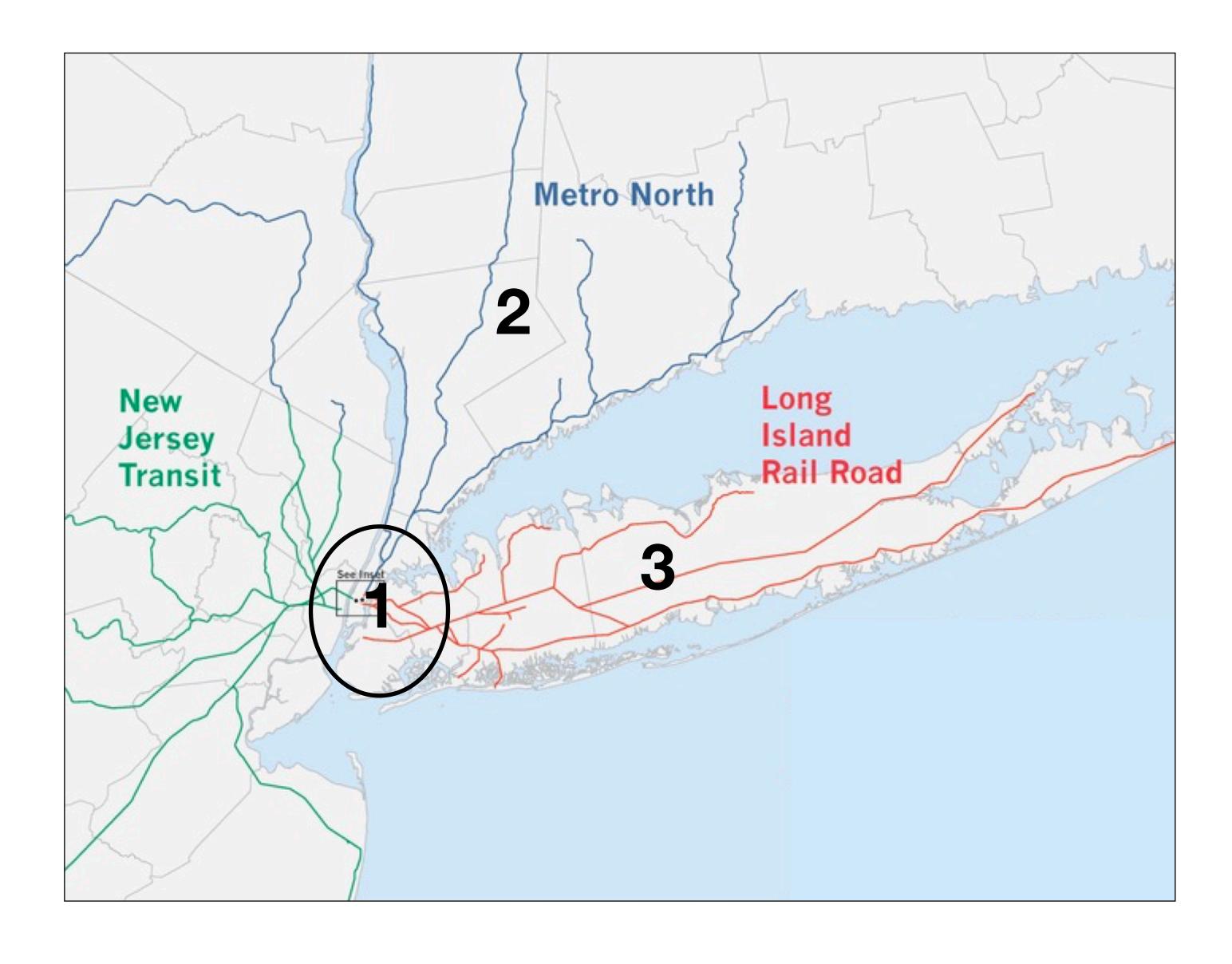
### TrainTime Will Fisher Head of Special Projects, MTA

June 15, 2023

#### Introduction MTA service area



#### Introduction State in early 2022

Needed multiple apps to take the train



#### Introduction Single app

Largest agency app in the country



#### Single TrainTime app August 2022

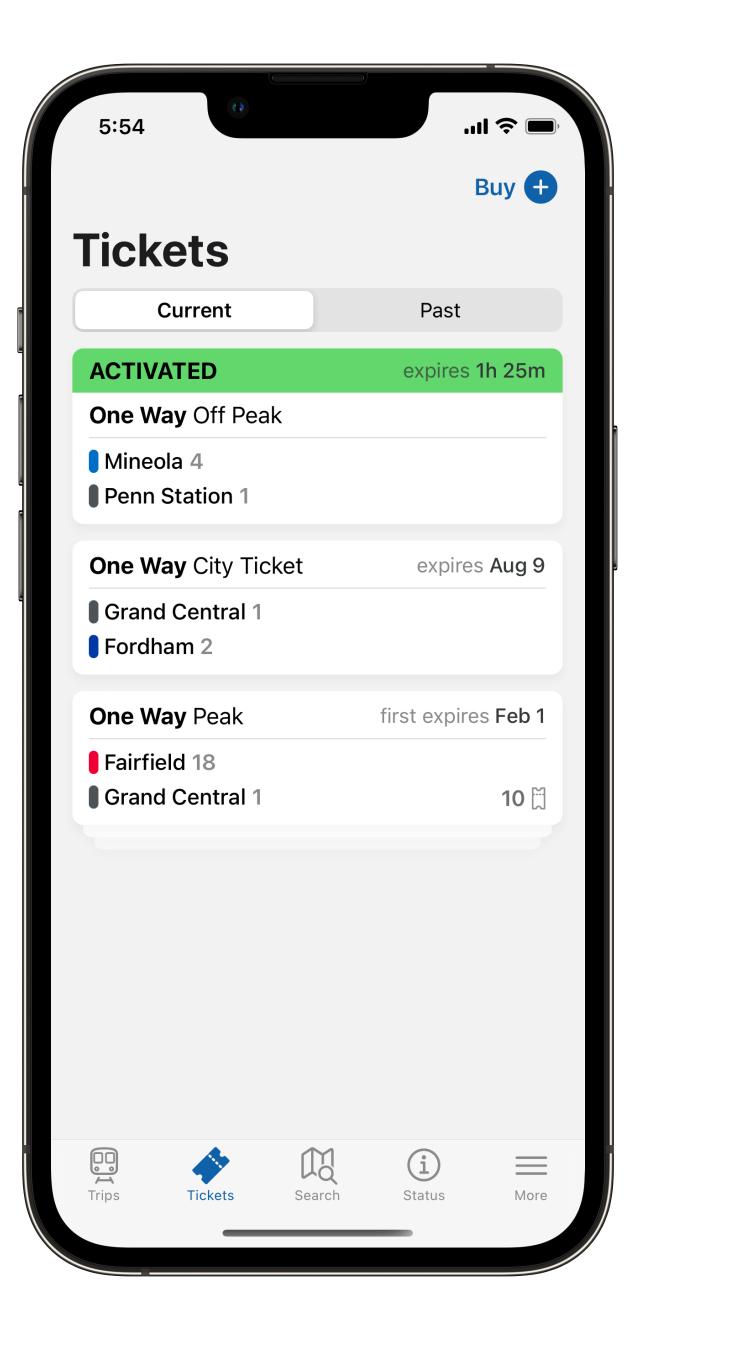


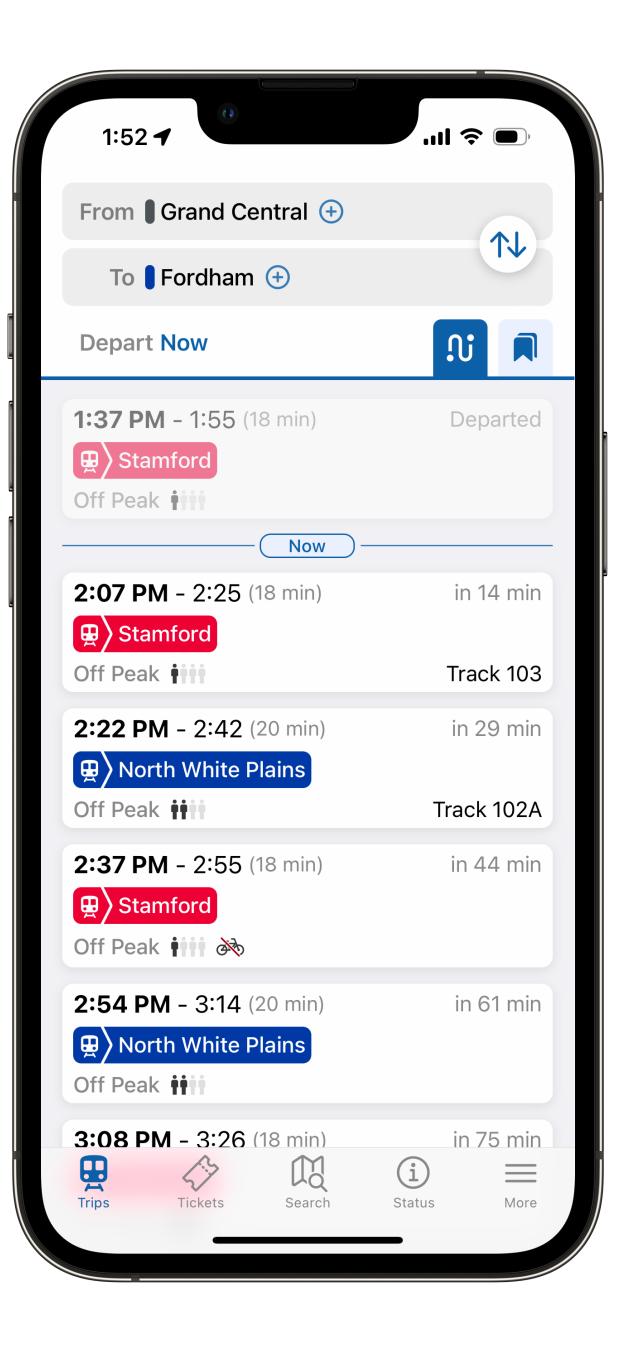
#### **Core flows** Trip planning and tickets

• Every user uses at least one of these

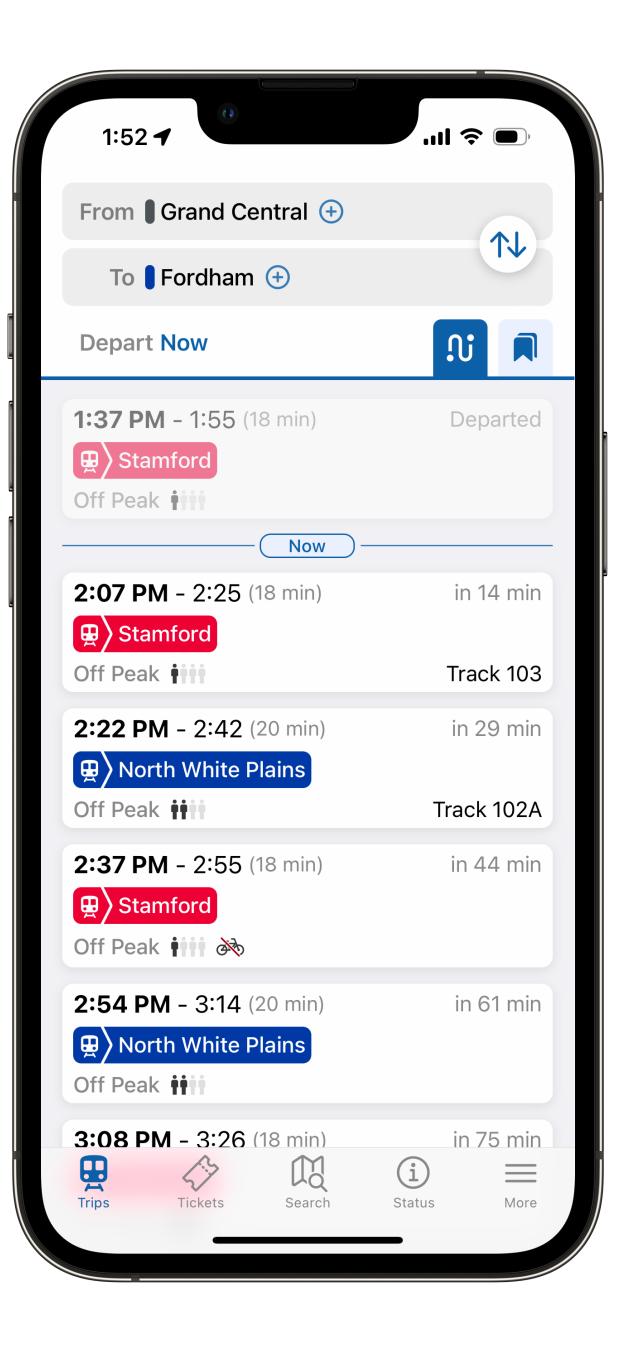


:59	'''I 🏷 🗩
om 🛿 Hicksville	
To Penn Station	
epart Now	
<b>38 AM - 12:31</b> (53 min) Penn Station	
Peak <b>†††</b>	Departed
<b>06 PM - 12:52</b> (46 min) Penn Station	Track 1
Peak 🛉	in 8 min
<b>38 PM - 1:31</b> (53 min) Penn Station	Track 1
Peak <b>††††</b>	in 39 min
<b>9 PM - 1:53</b> (44 min) Penn Station	Track 1
Peak <b>††††</b>	in 70 min
<b>8 PM - 2:25</b> (47 min) Jamaica > 😟 Penn Station ange at Jamaica	Track 1
Peak <b>††</b> ††	in 2 hrs
<b>1 PM - 2:34</b> (53 min)	Track 1
Tickets Search St	tatus More

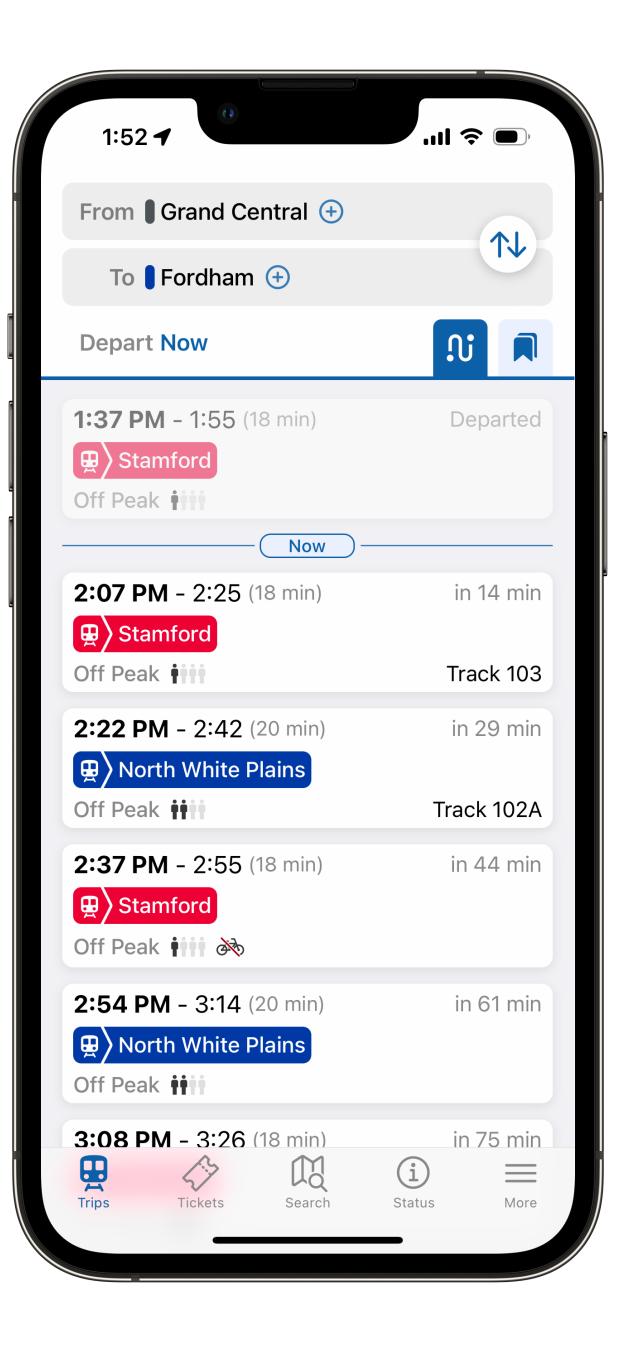




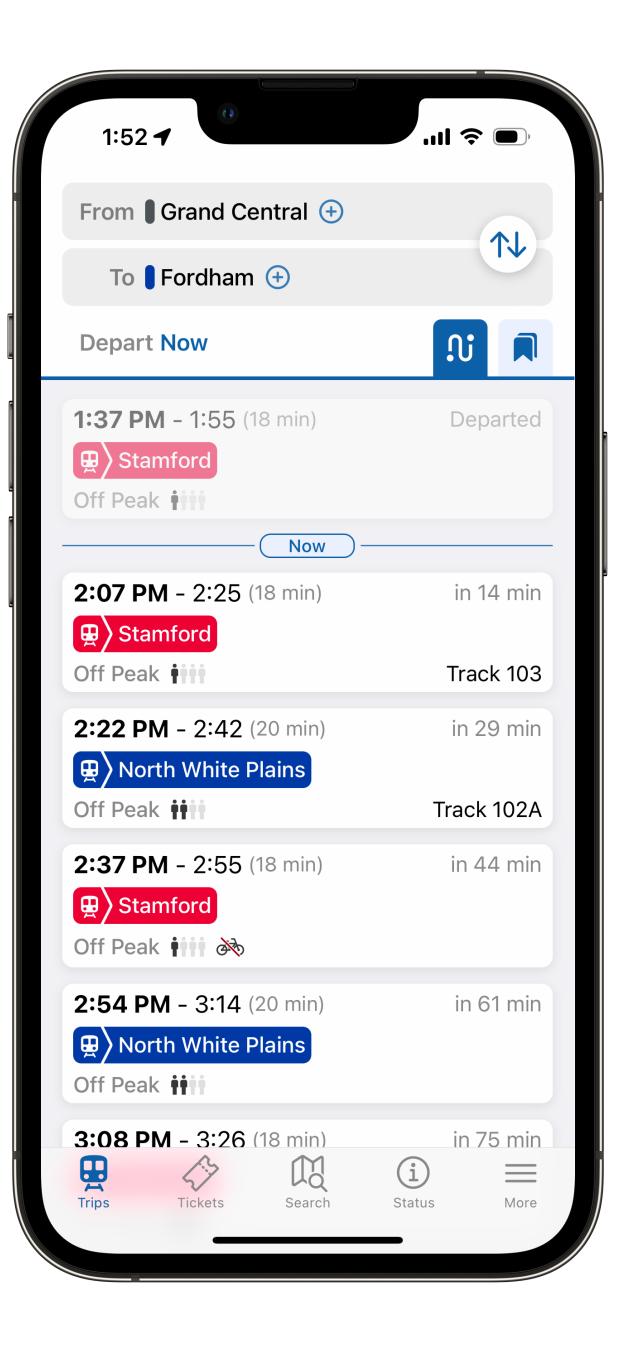
• Home screen



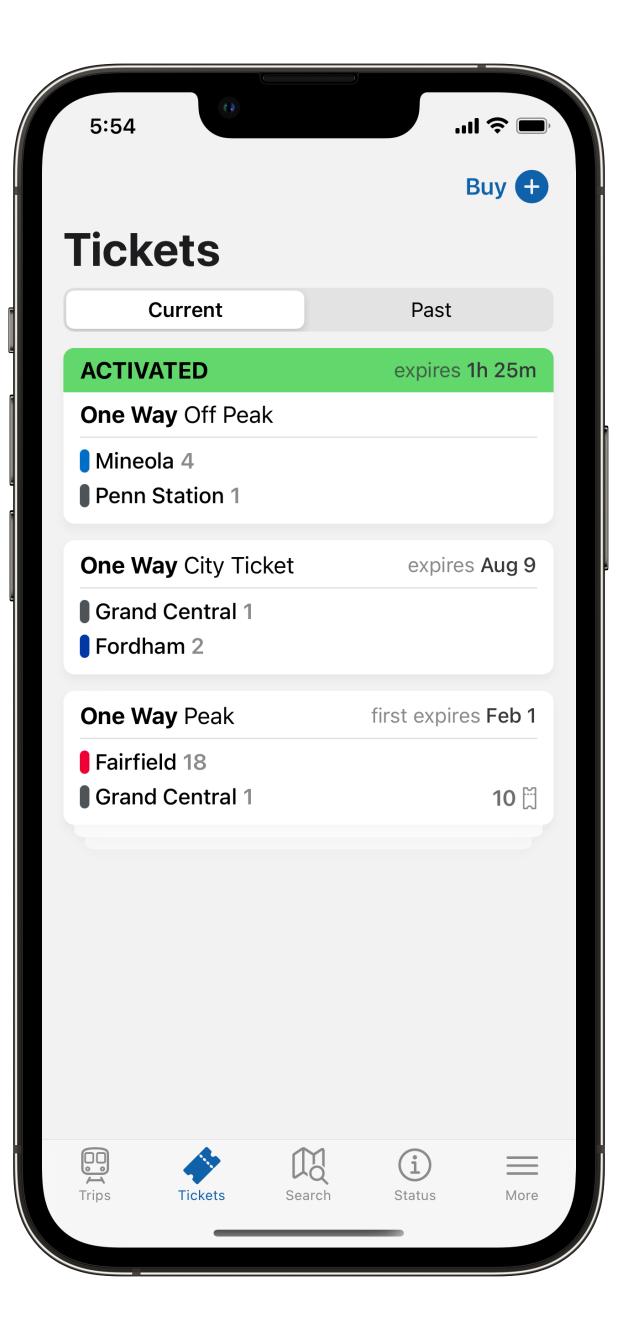
- Home screen
- Offers station-station planning



- Home screen
- Offers station-station planning
- 50% of users don't click through

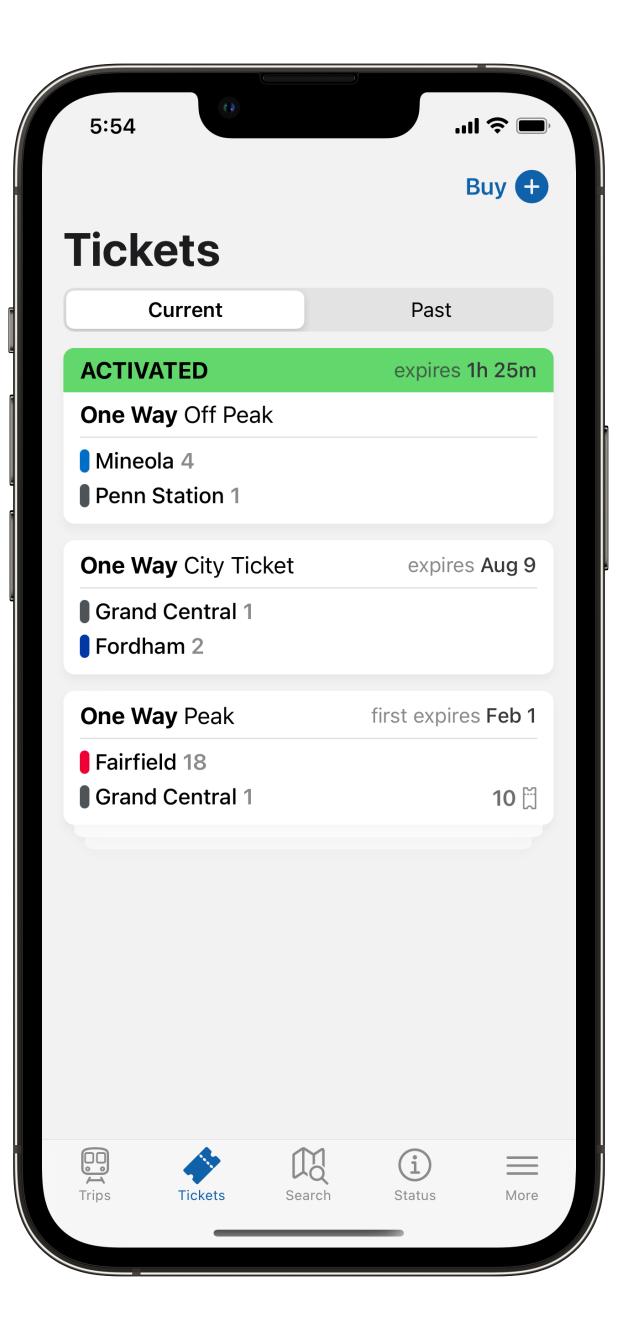


### **Tickets**Second screen



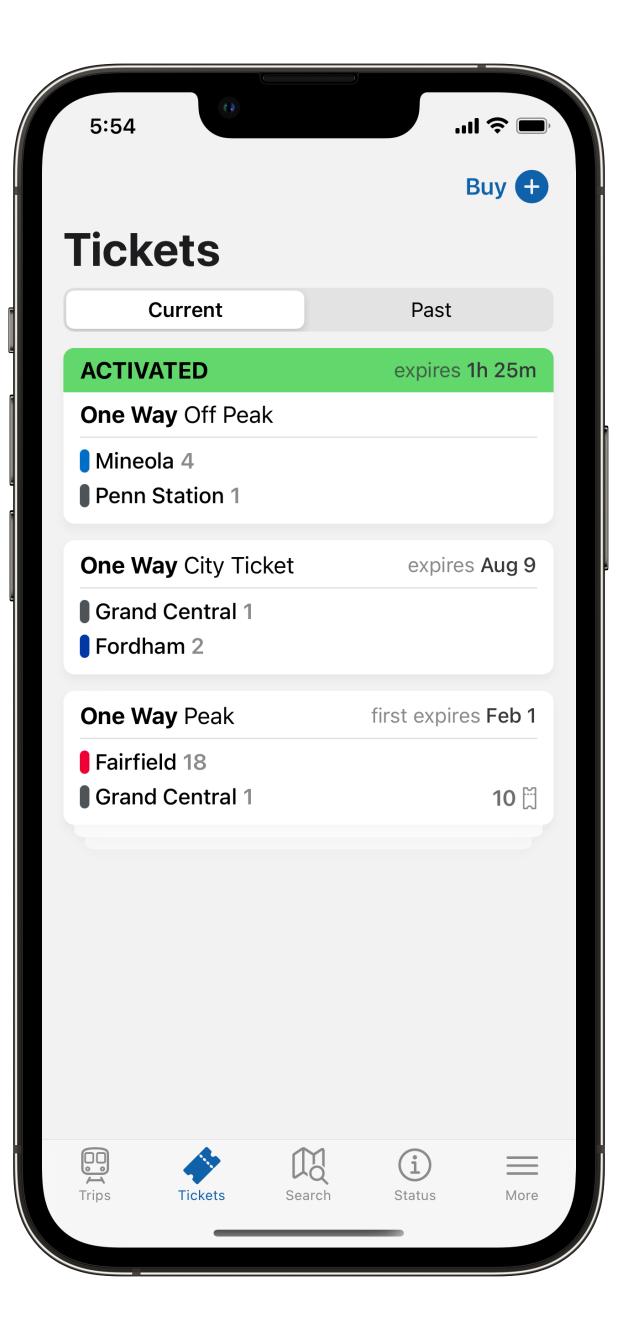
## **Tickets**Second screen

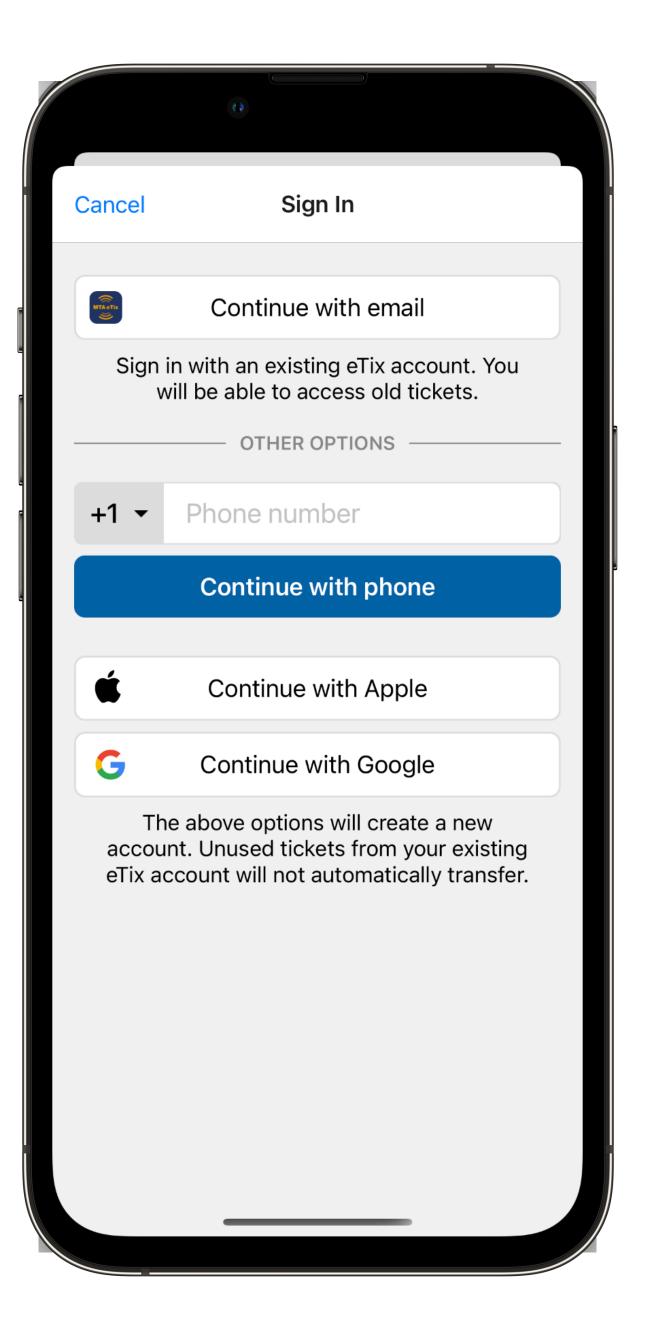
• Showing the wallet



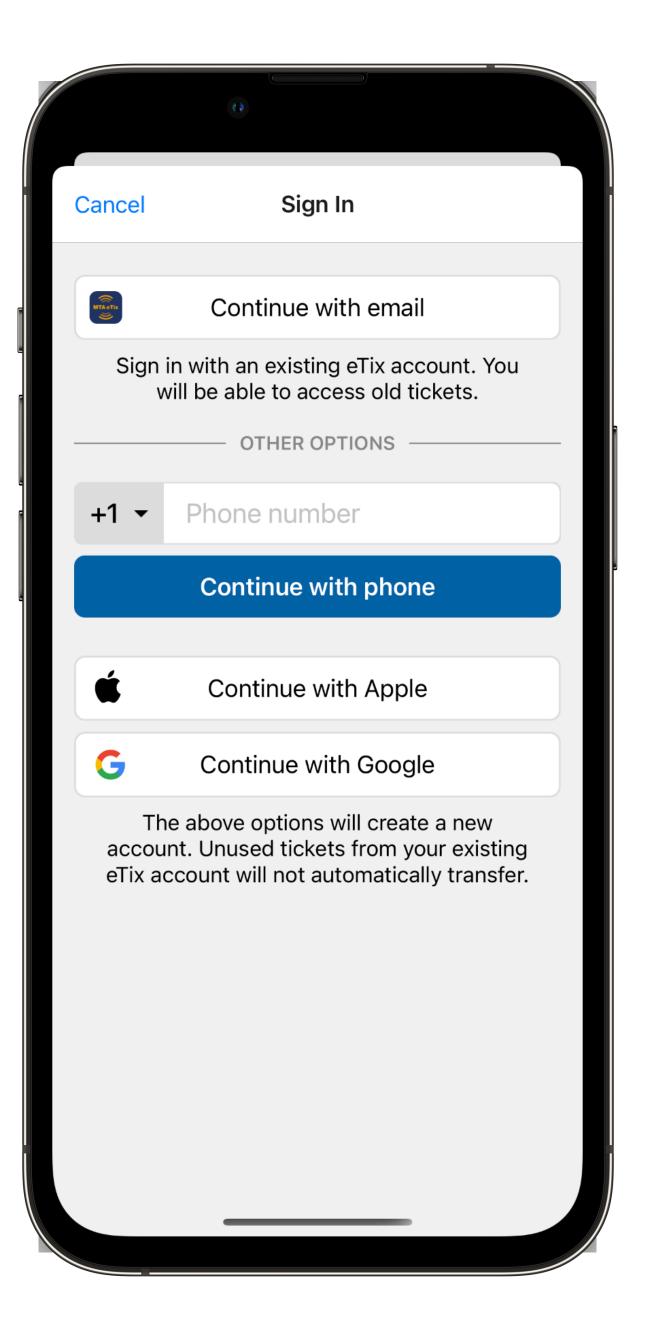
# **Tickets**Second screen

- Showing the wallet
- Most important: frictionless login and checkout

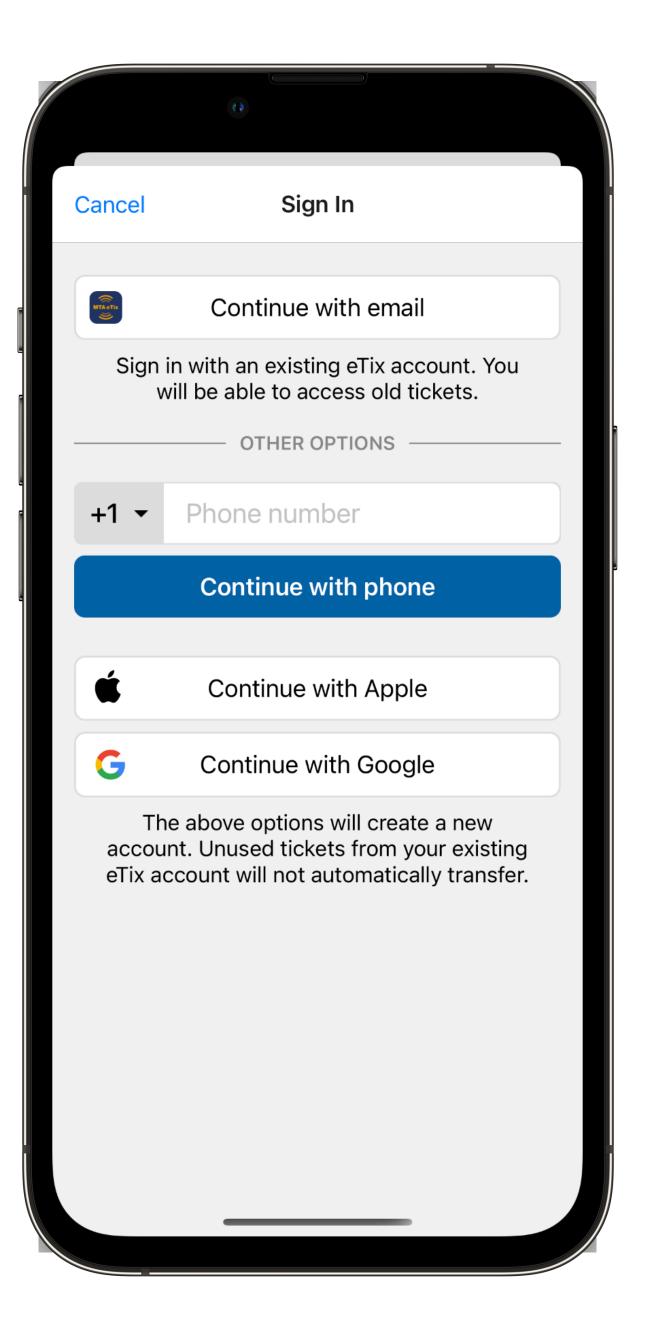




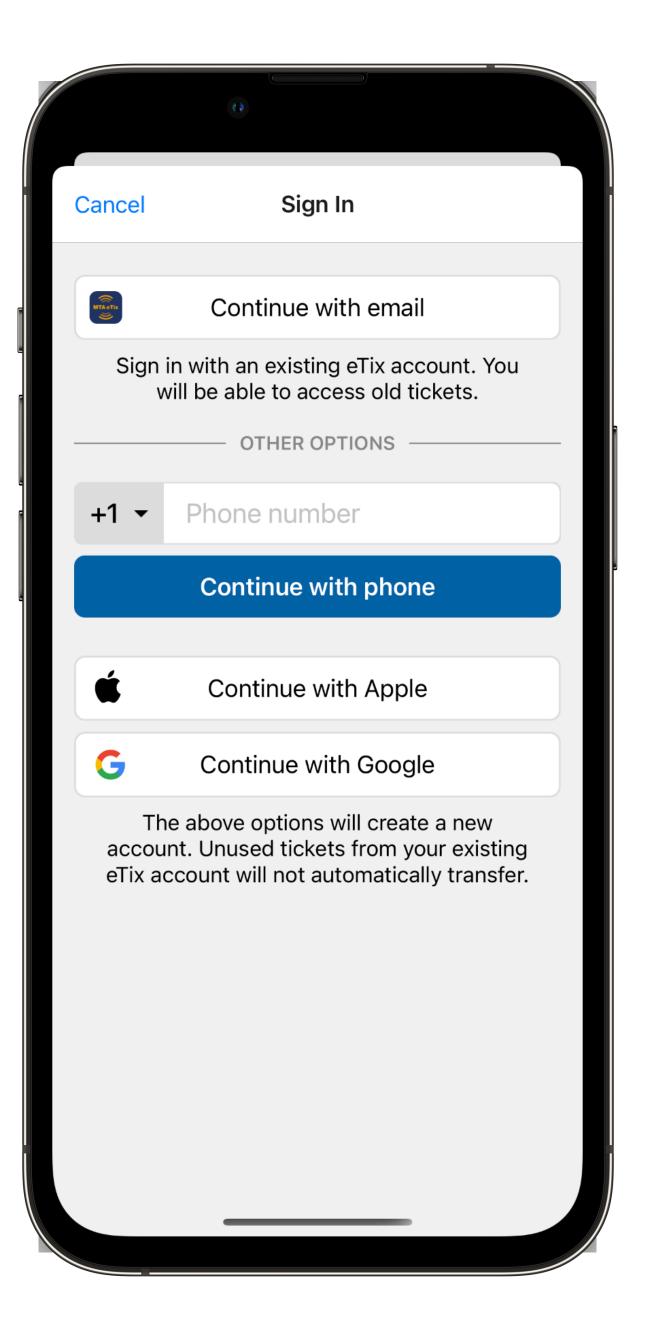
• Phone number (SMS)



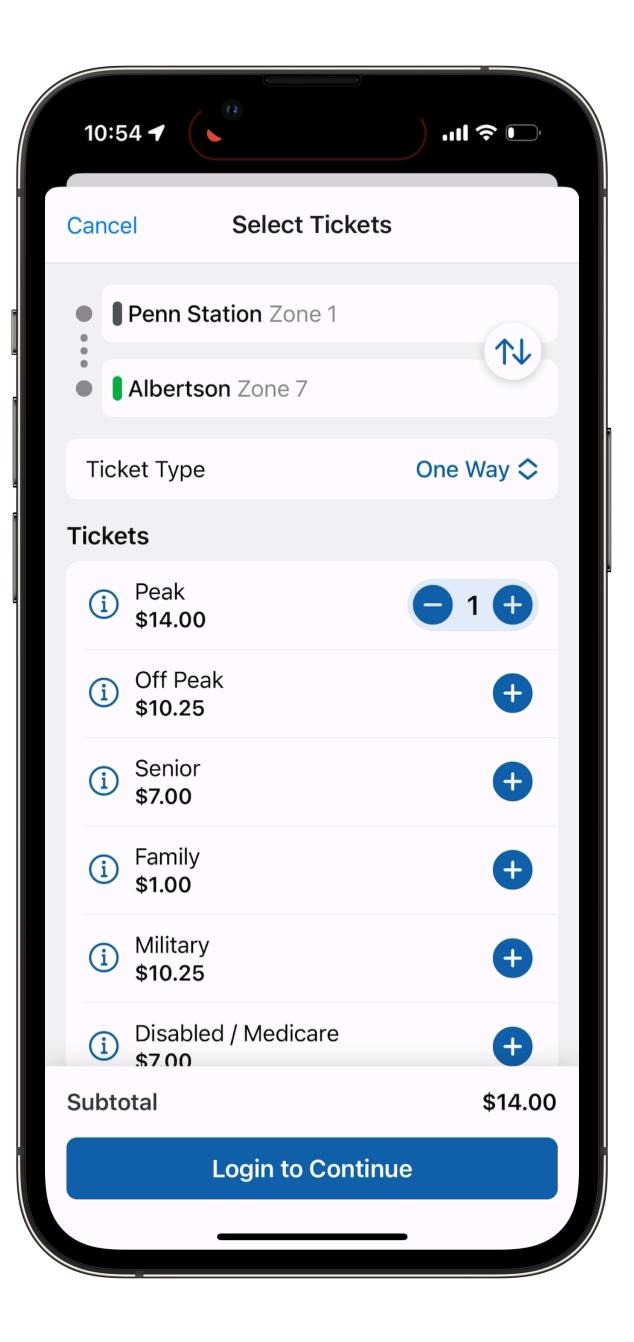
- Phone number (SMS)
- Google



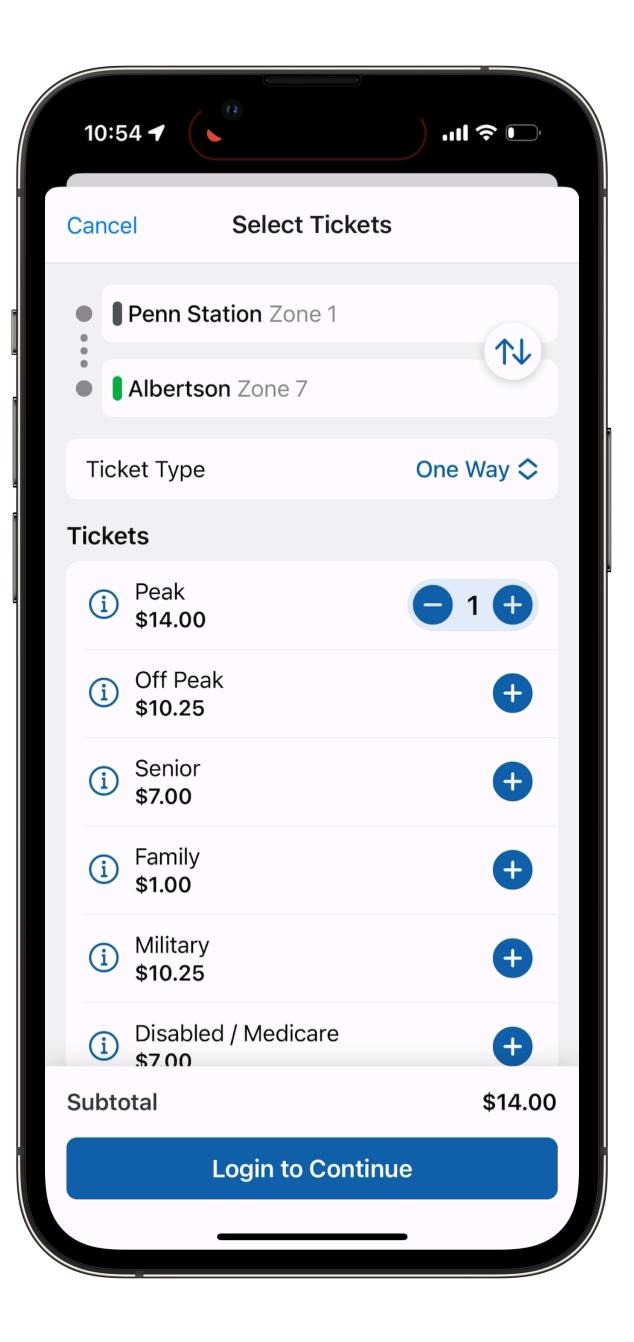
- Phone number (SMS)
- Google
- Apple



Demo

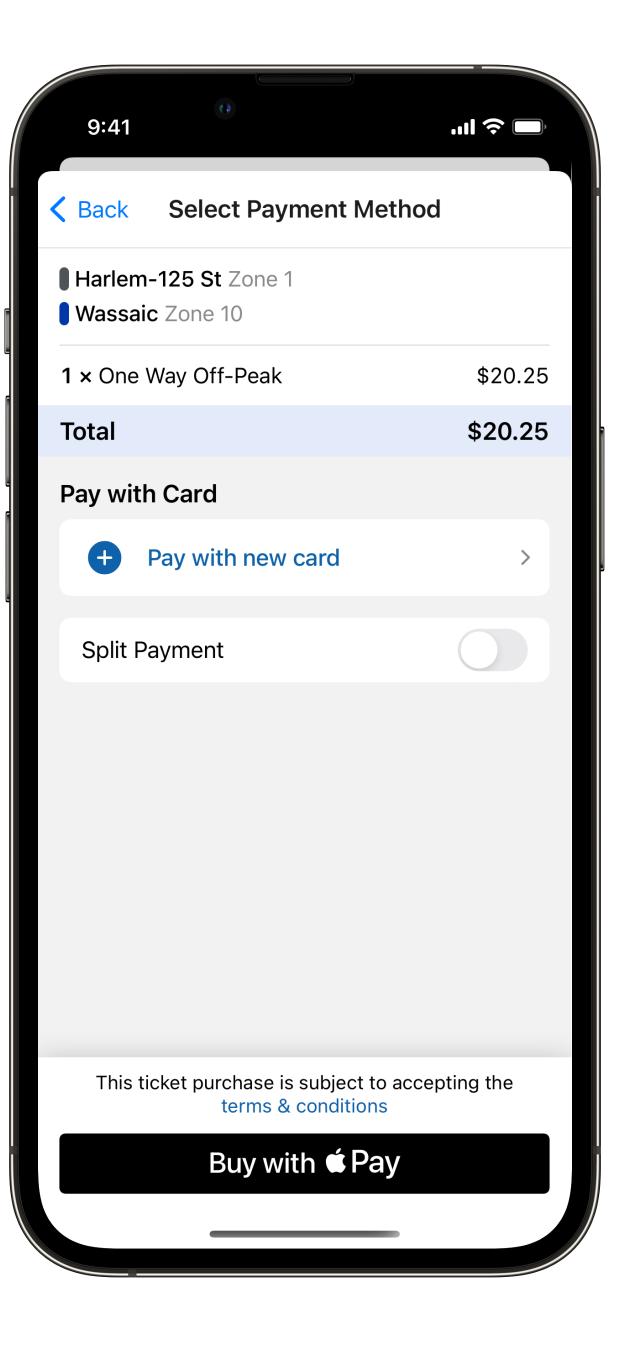


Demo



#### **Tickets** Checkout

Offer Apple Pay and Google Pay



#### What works well? Core flows

#### What works well? Core flows

Concentrate on the core flows

#### What works well? Core flows

- Concentrate on the core flows
- UX not UI

#### **Trip planning** Highly customized for the business

i and i a	
12:40 -	•••• LTE
From Grand Central Terminal	Ť.
To Stamford	
Depart Now	
<b>12:37 PM</b> – 1:50 (73 min)	Track 30
Off Peak	At Station
<b>1:04 PM</b> – 1:55 (51 min)	Track 108
Off Peak	in 23 min
<b>1:37 PM</b> – 2:50 (73 min)	Track 112
Off Peak	in 56 min
<b>2:04 PM</b> – 2:55 (51 min)	Track 17
Off Peak	in 83 min



#### **Trip planning** Highly customized for the business

- Official connections
- Unofficial connections
- Stations where you can doubleback

i and i a	
12:40 -	•••• LTE
From Grand Central Terminal	Ť.
To Stamford	
Depart Now	
<b>12:37 PM</b> – 1:50 (73 min)	Track 30
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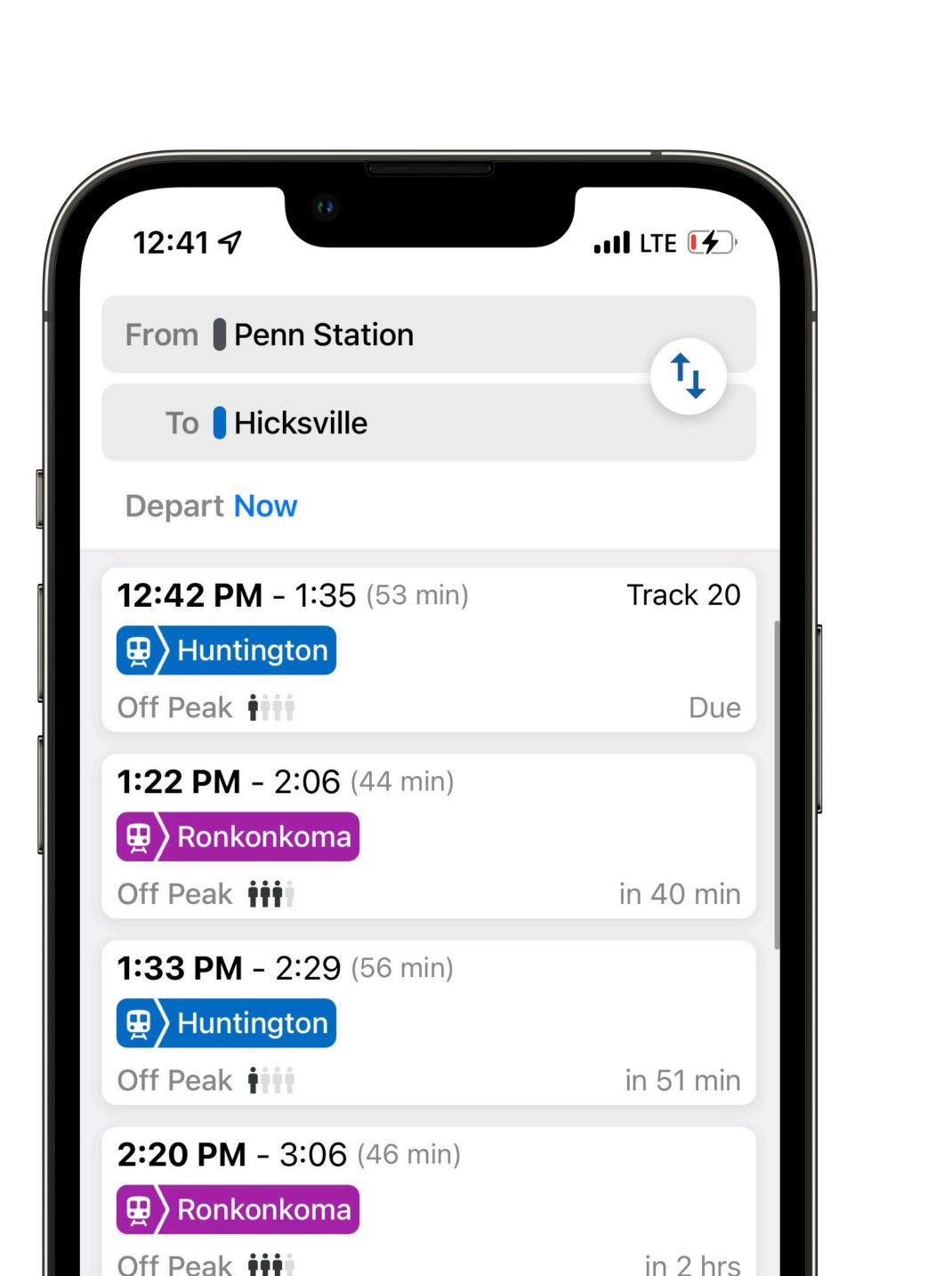
#### **Realtime crowding** First in North America

- Accurate to within 5 people
- Updates every 10 seconds



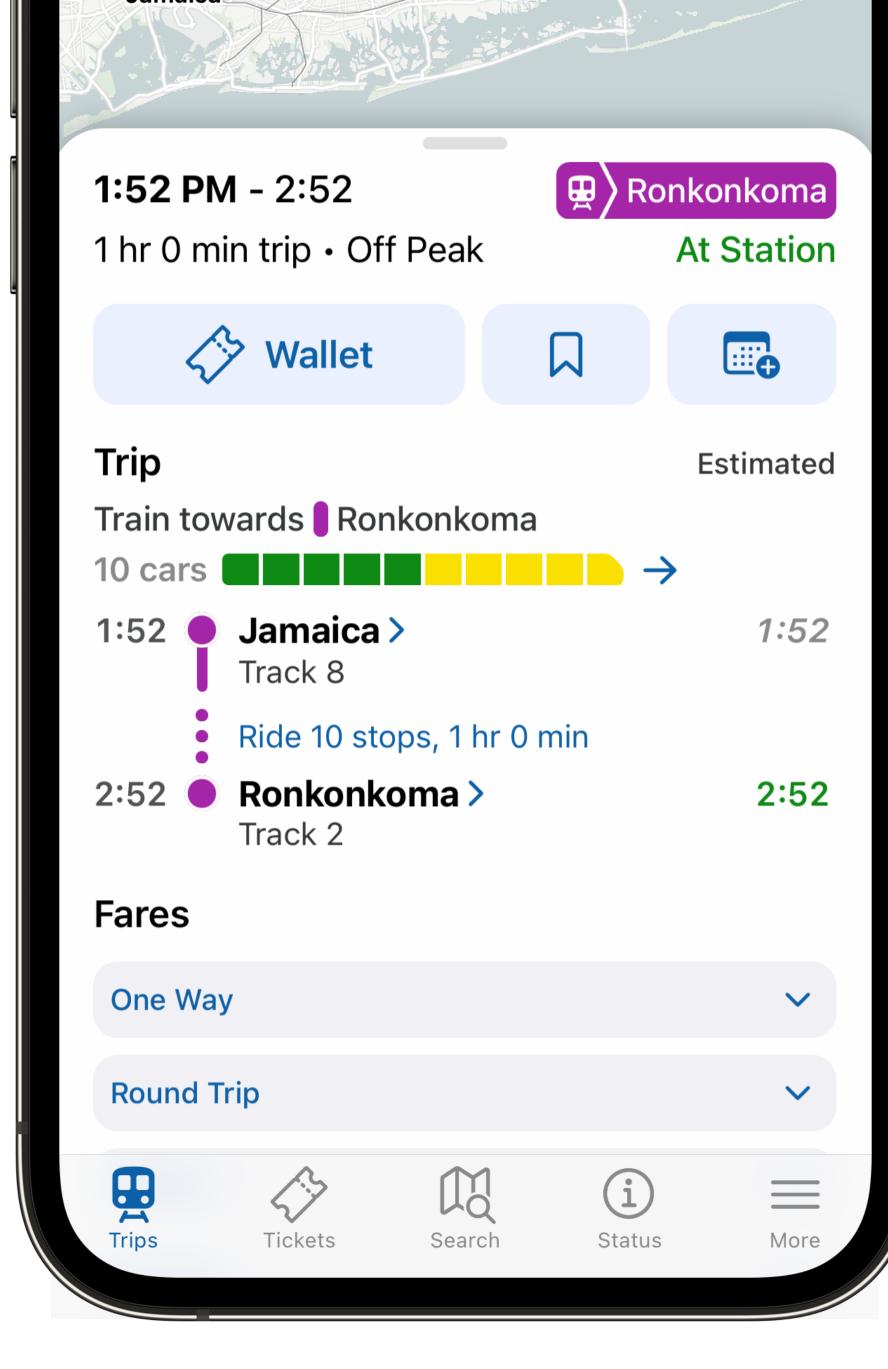
#### Historical crowding Based on sensor data

 Help customers pick a train that is less crowded



#### **Realtime crowding** First in North America

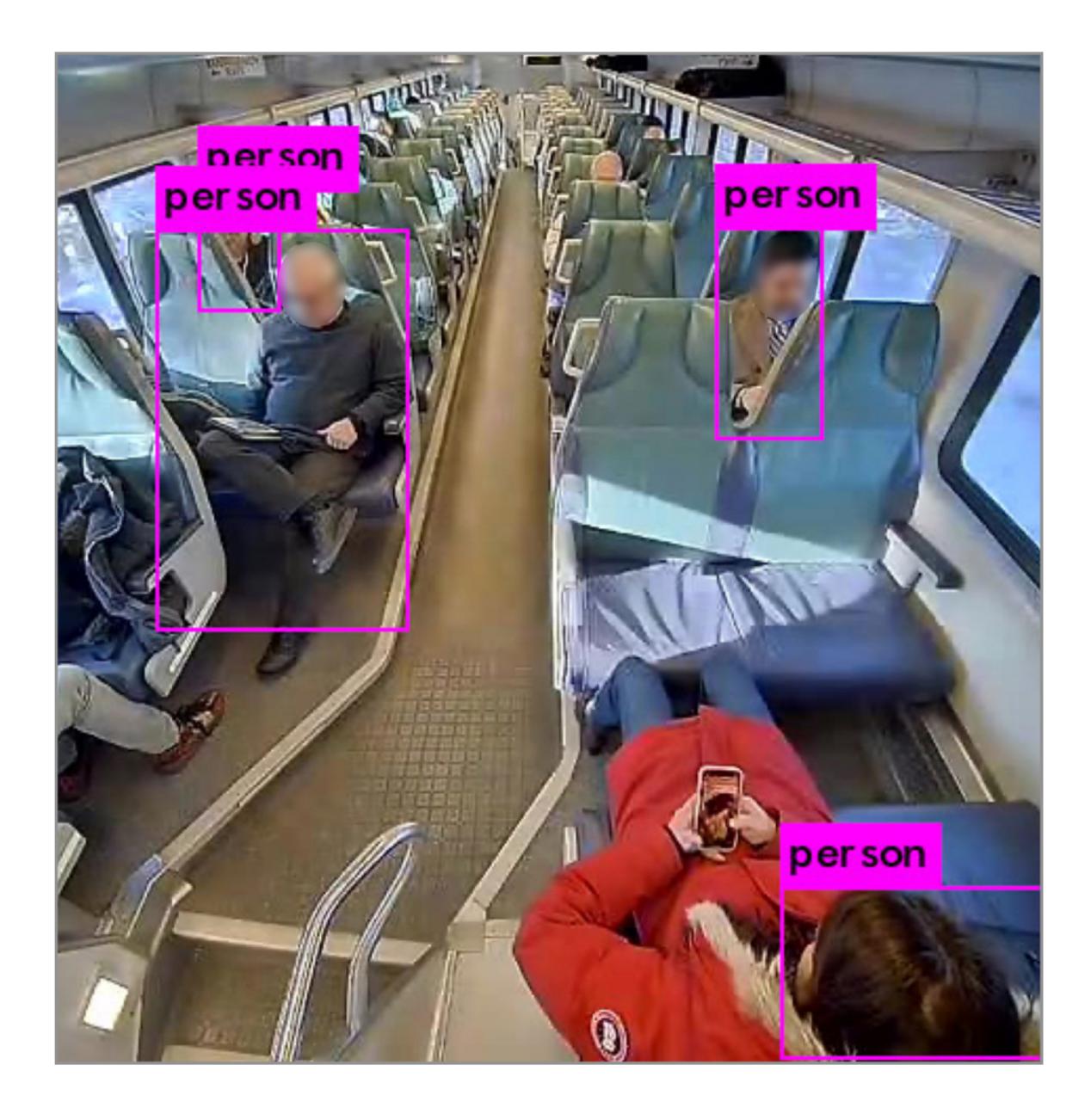
• Help customers find an empty car





#### **Crowding data** Three different sources

- 1. People counting from security cameras
- 2. Infrared sensors above doorways
- 3. Pressure sensors from car



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- **3. Pressure sensors from car**





#### What works well? Realtime features

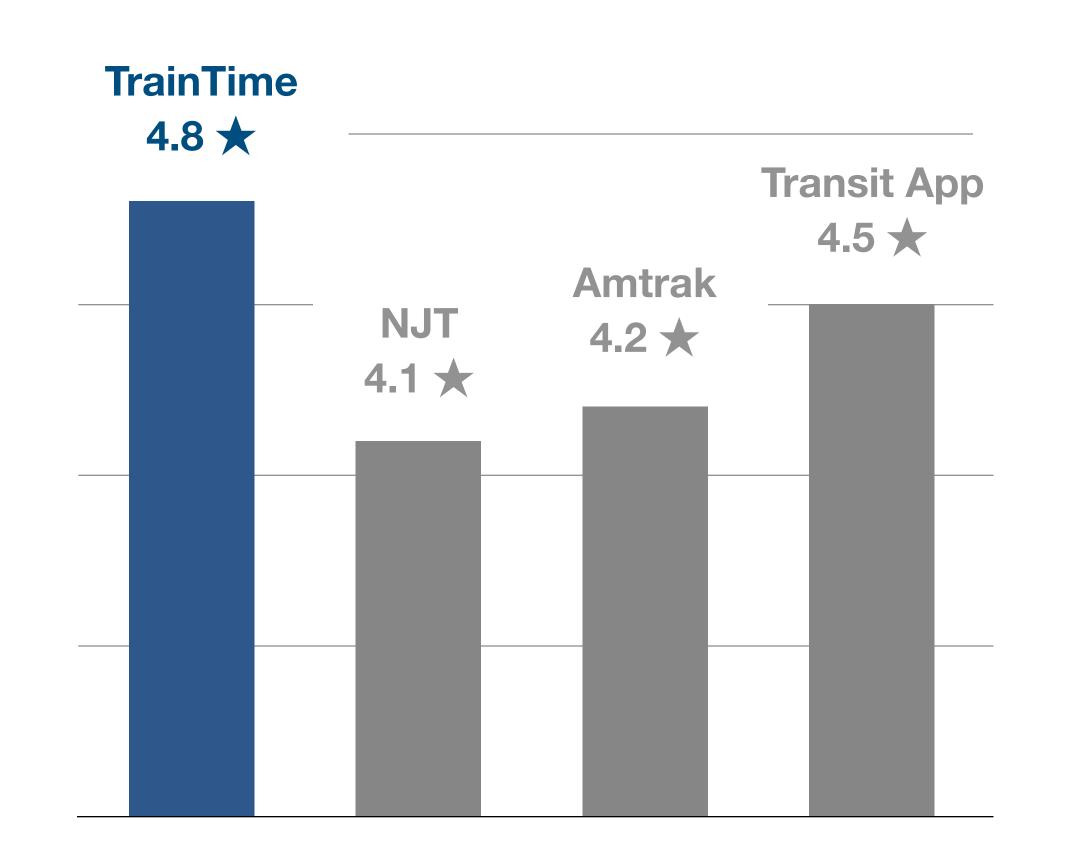
#### What works well? Realtime features

Good data, not good algorithms

#### What works well? Realtime features

- Good data, not good algorithms
- Make the data accessible and easy to understand

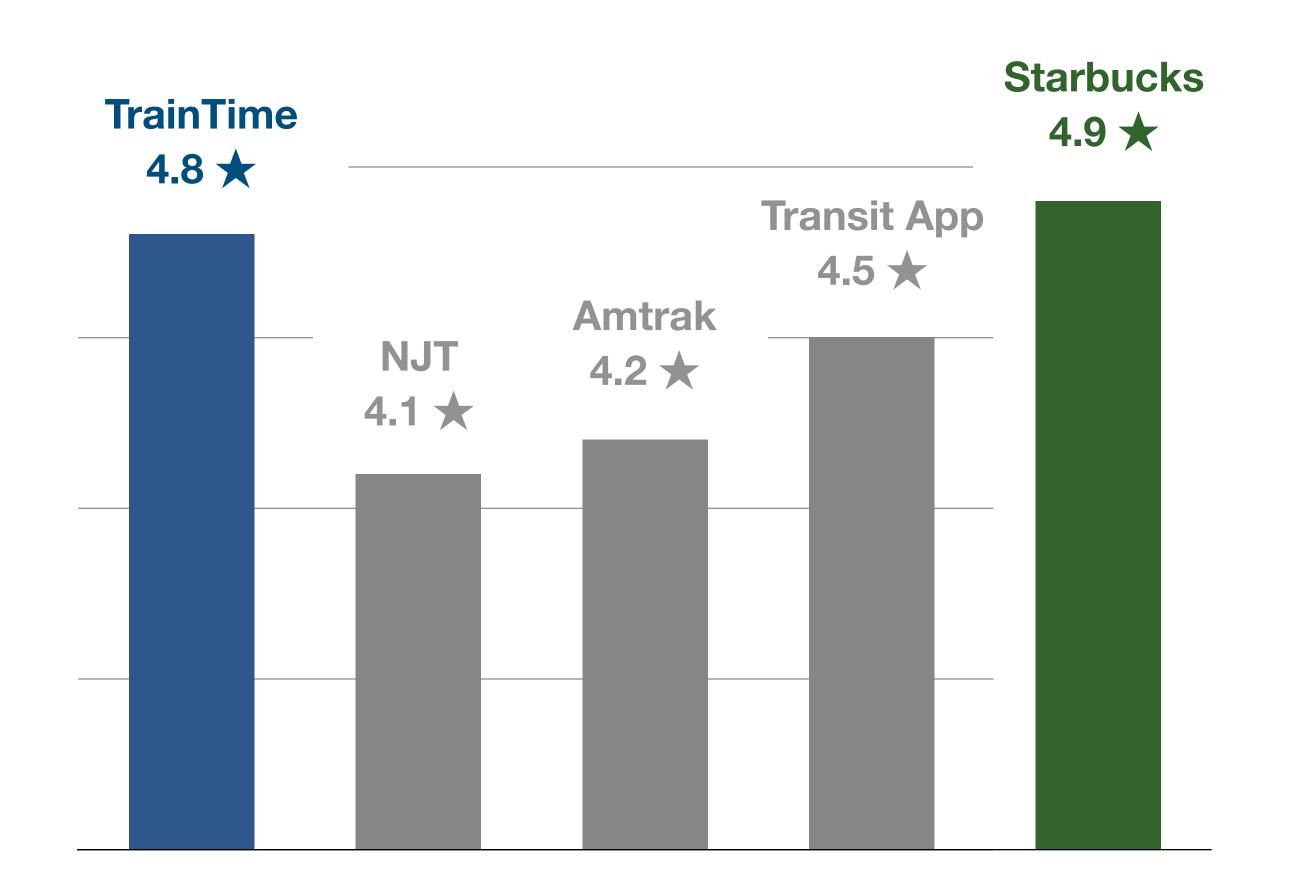
#### Feedback Quantitative





Other transit apps

#### Feedback Quantitative





Other transit apps

#### Feedback Qualitative

#### Is this a transit app?! 7d ago $\star \star \star \star \star$ Just wanted to say whoever headed up the MTA app

overhaul did amazing! The ux is lovely. 10/10

#### Ratio of passengers in a given car using TrainTime



### TrainTime Will Fisher wfisher@mtahq.org

June 15, 2023