

TrainTime

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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

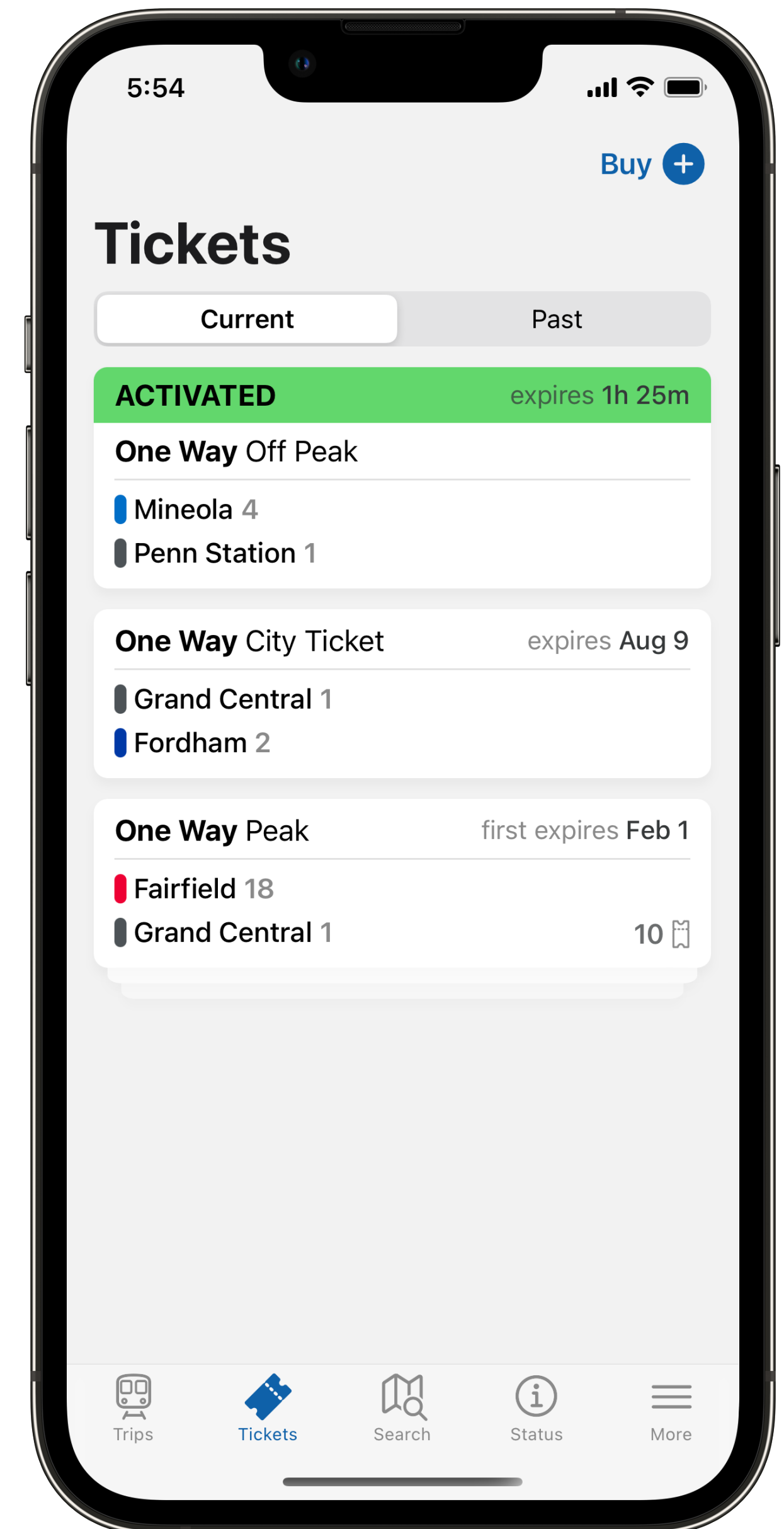
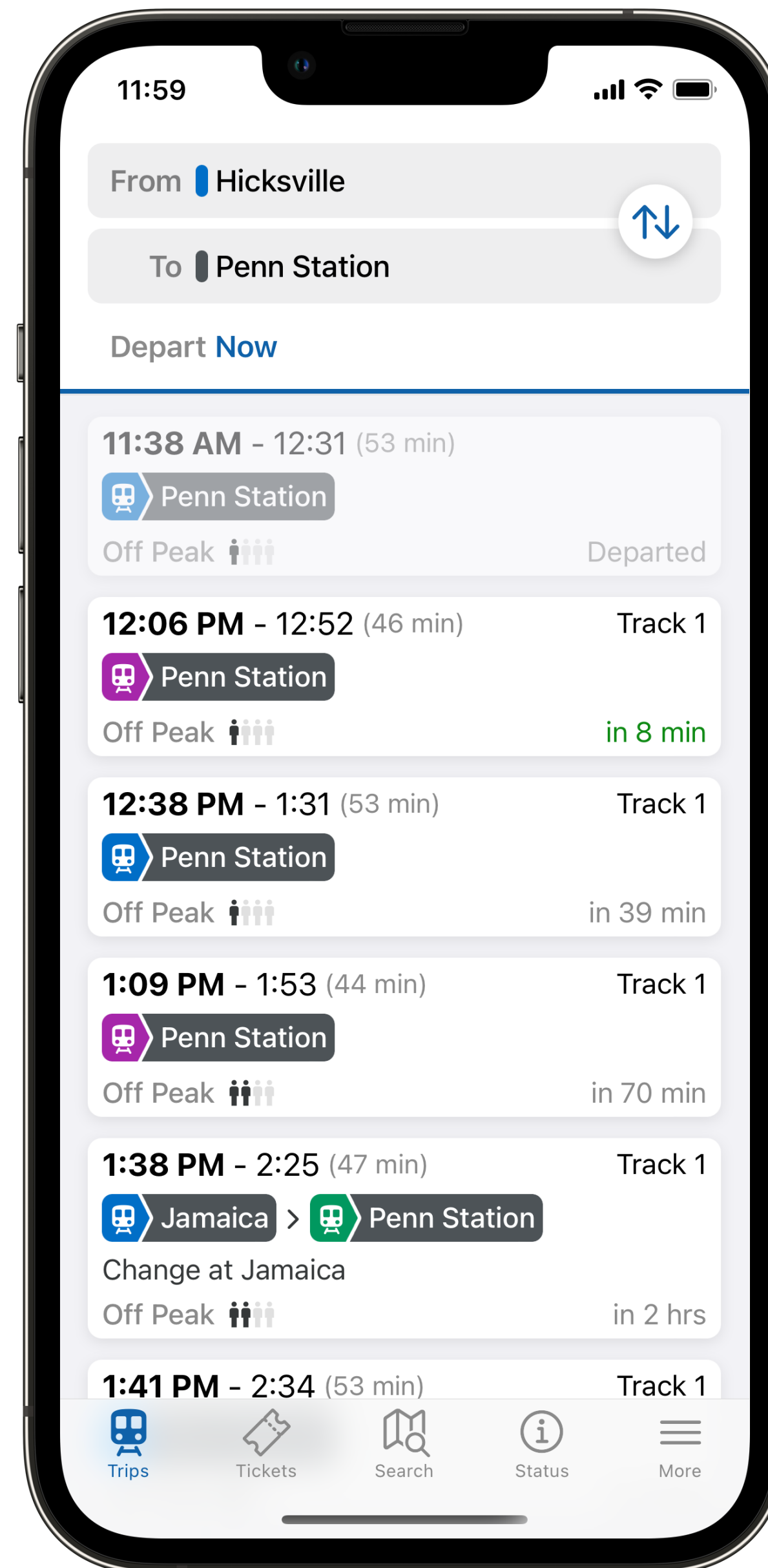
August 2022



Core flows

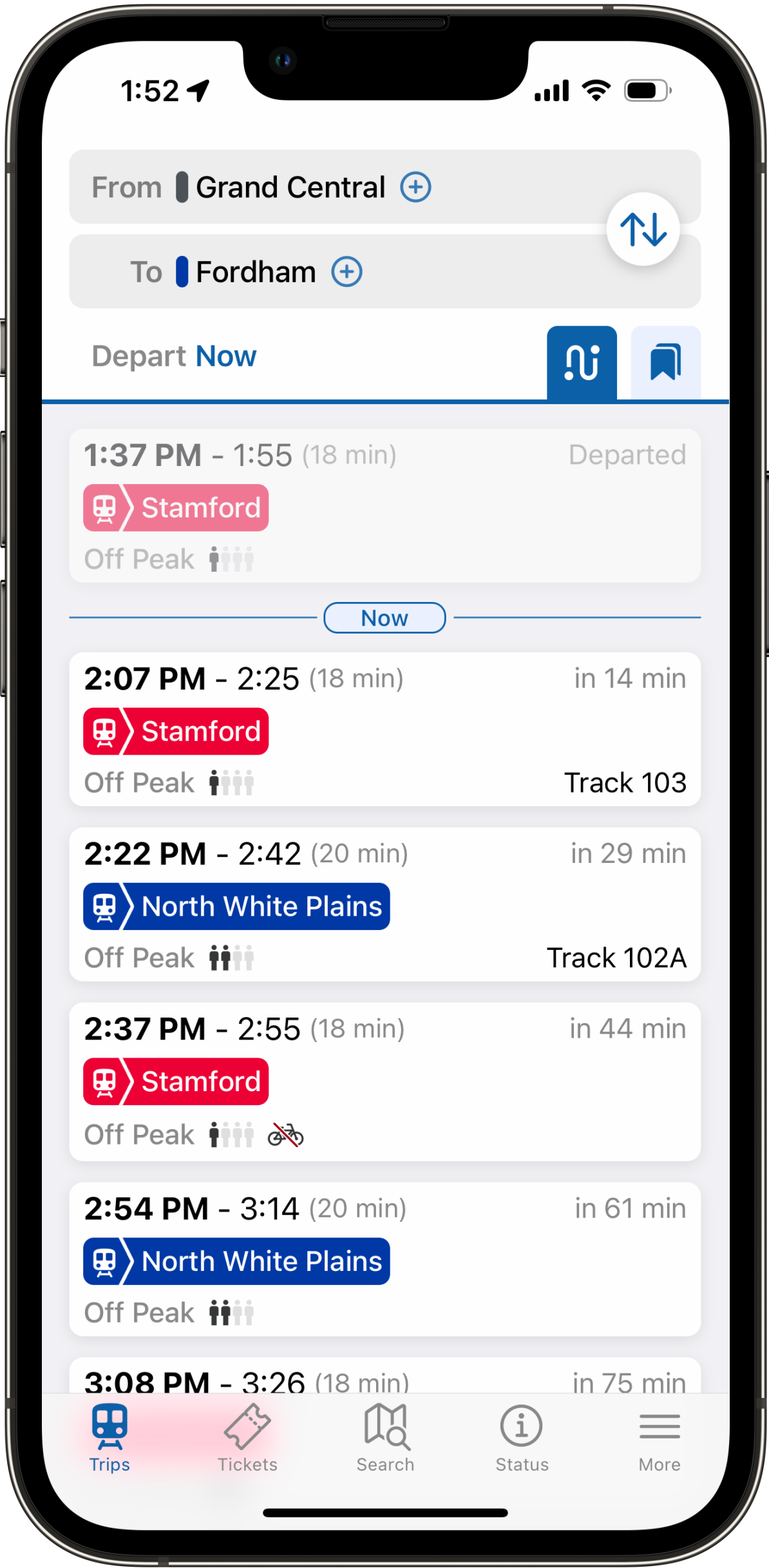
Trip planning and tickets

- Every user uses at least one of these



Trip planning

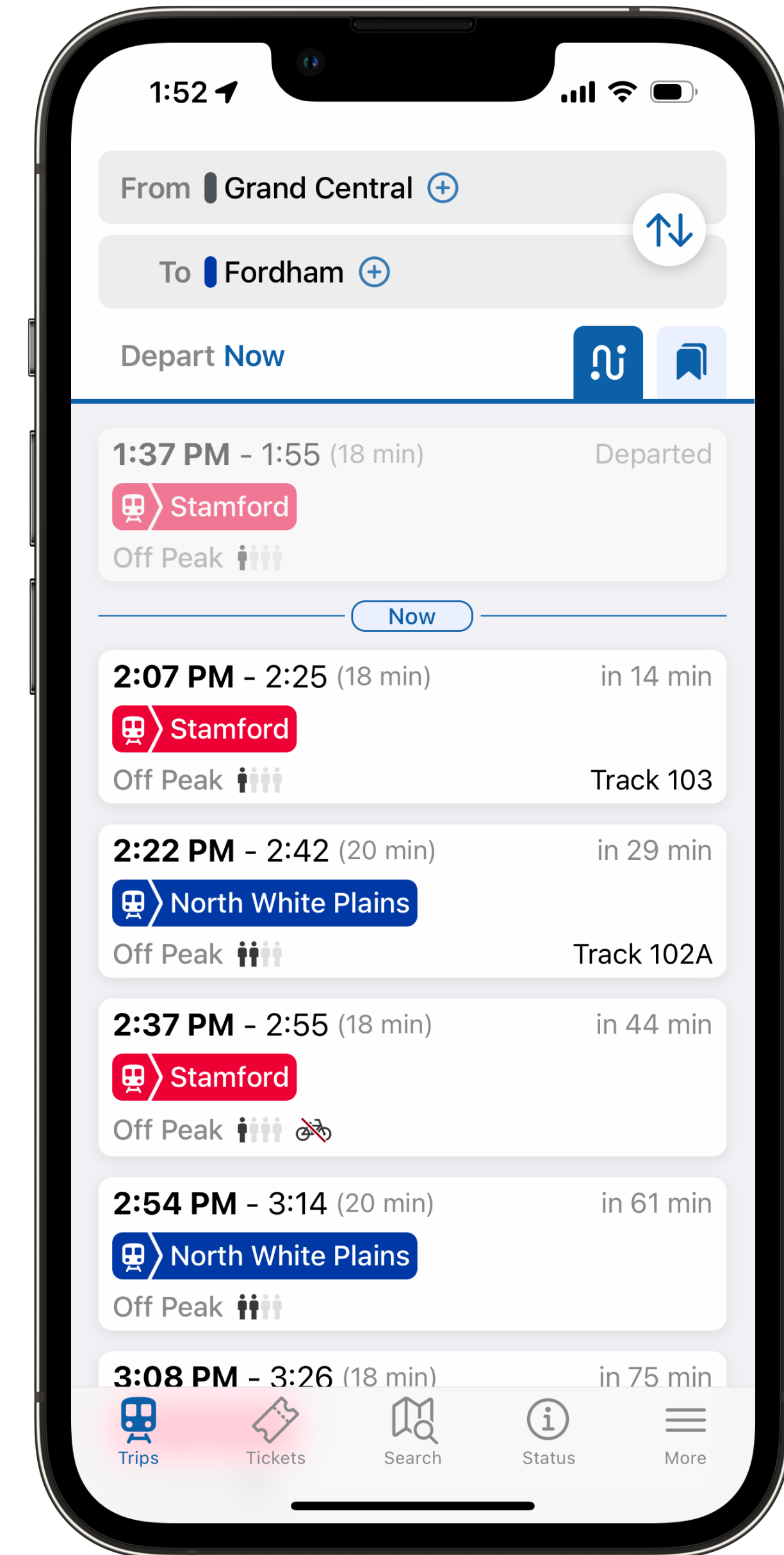
First screen you see



Trip planning

First screen you see

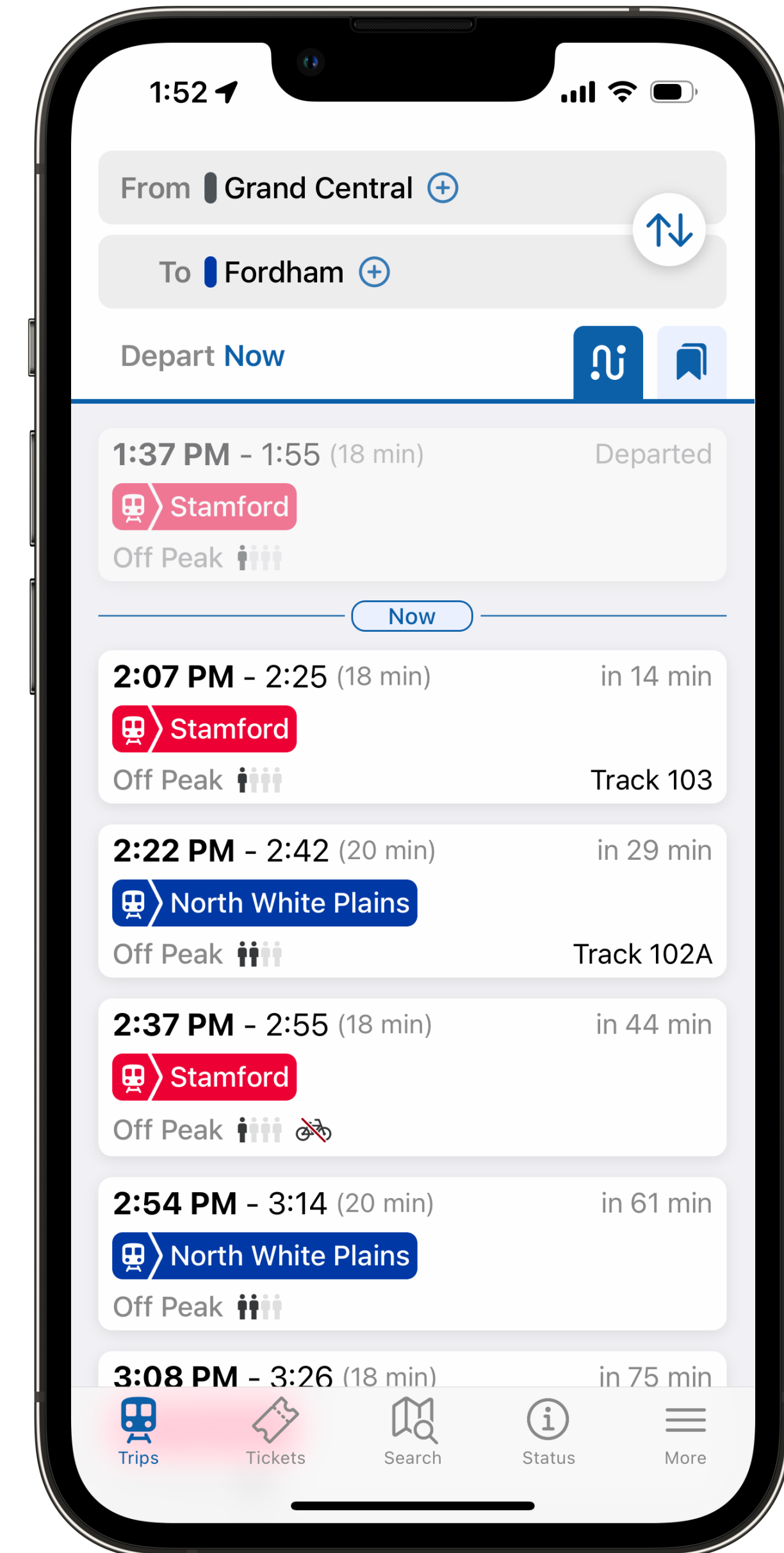
- Home screen



Trip planning

First screen you see

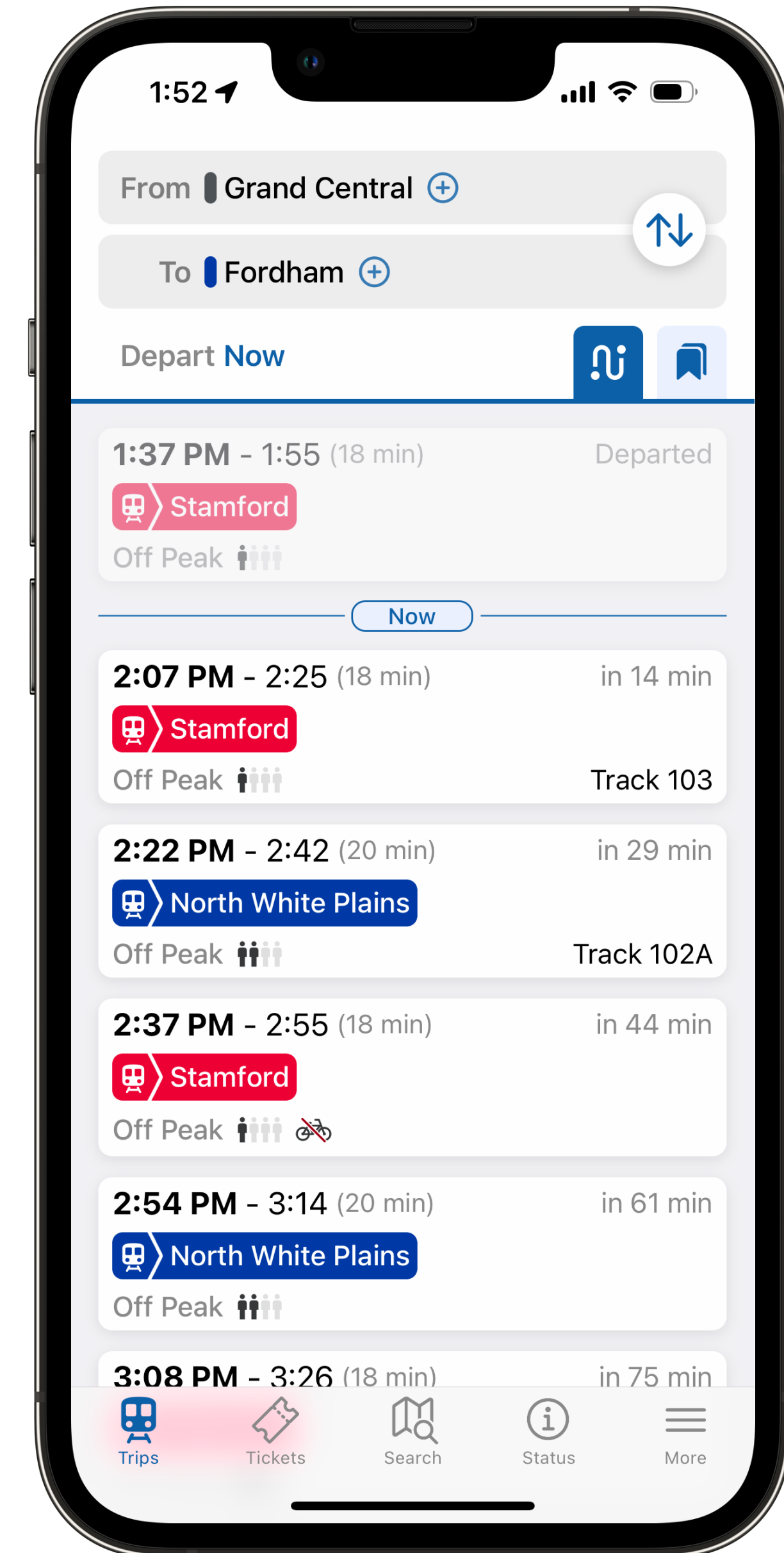
- Home screen
- Offers station-station planning



Trip planning

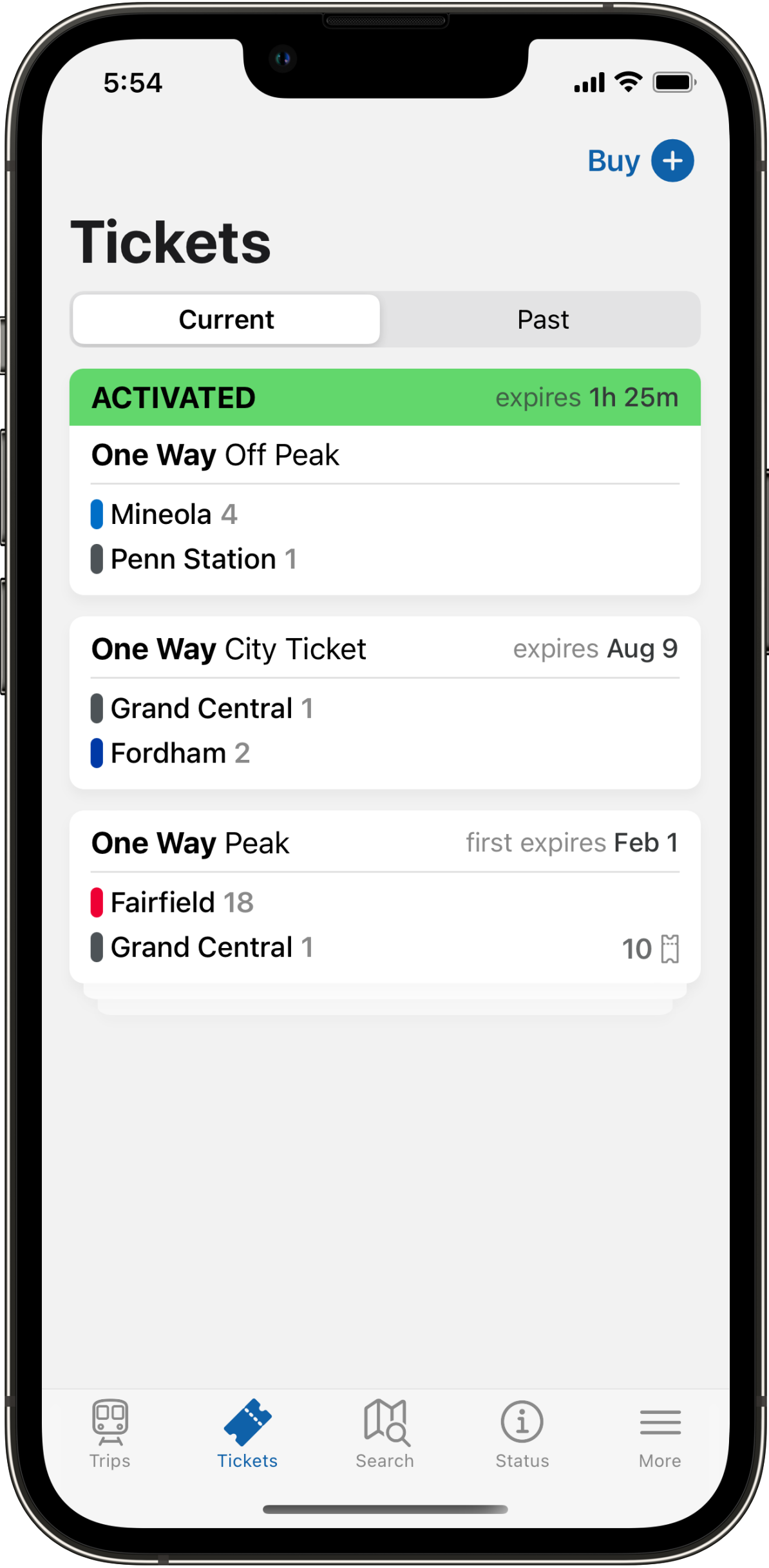
First screen you see

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



Tickets

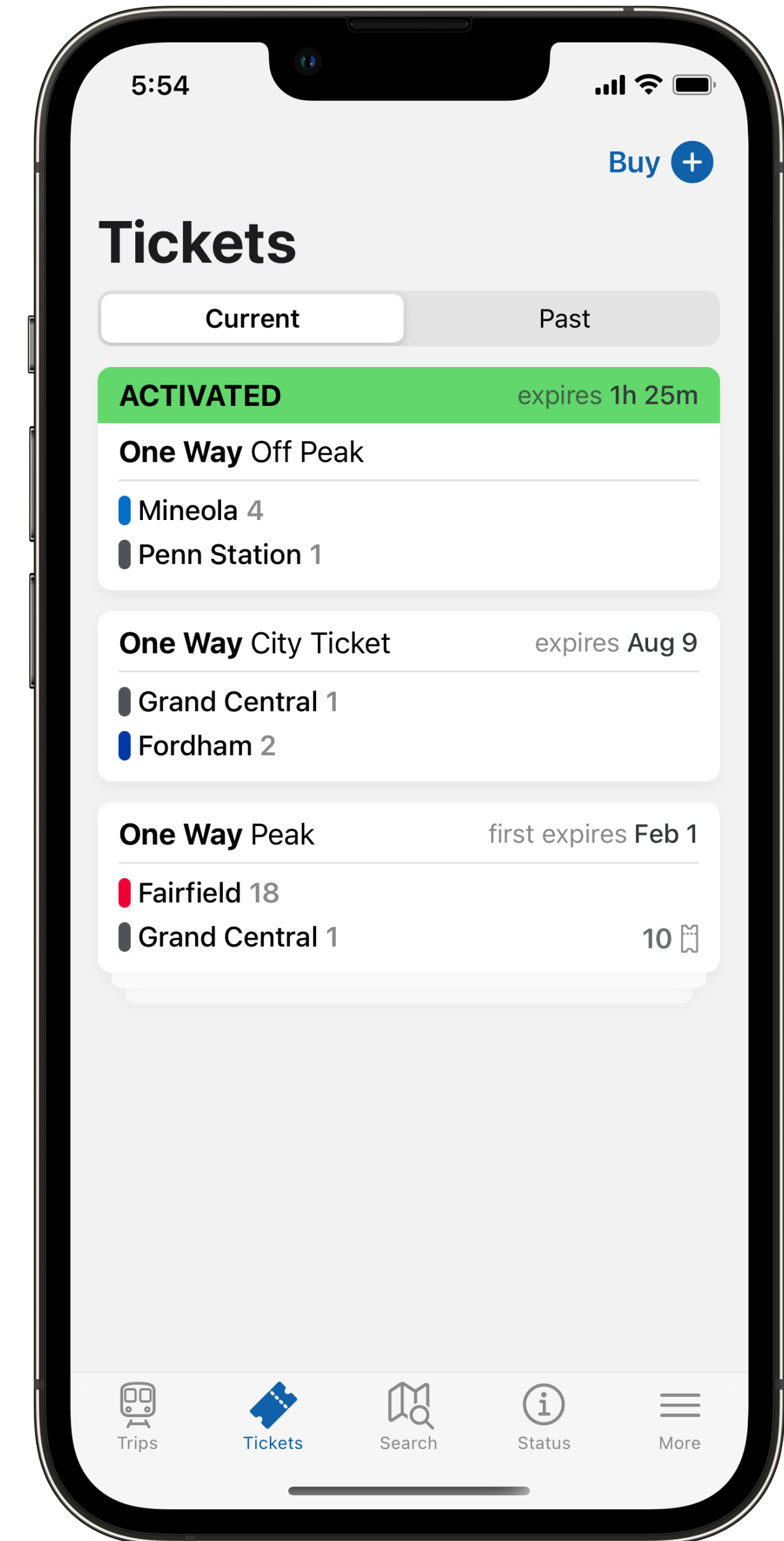
Second screen



Tickets

Second screen

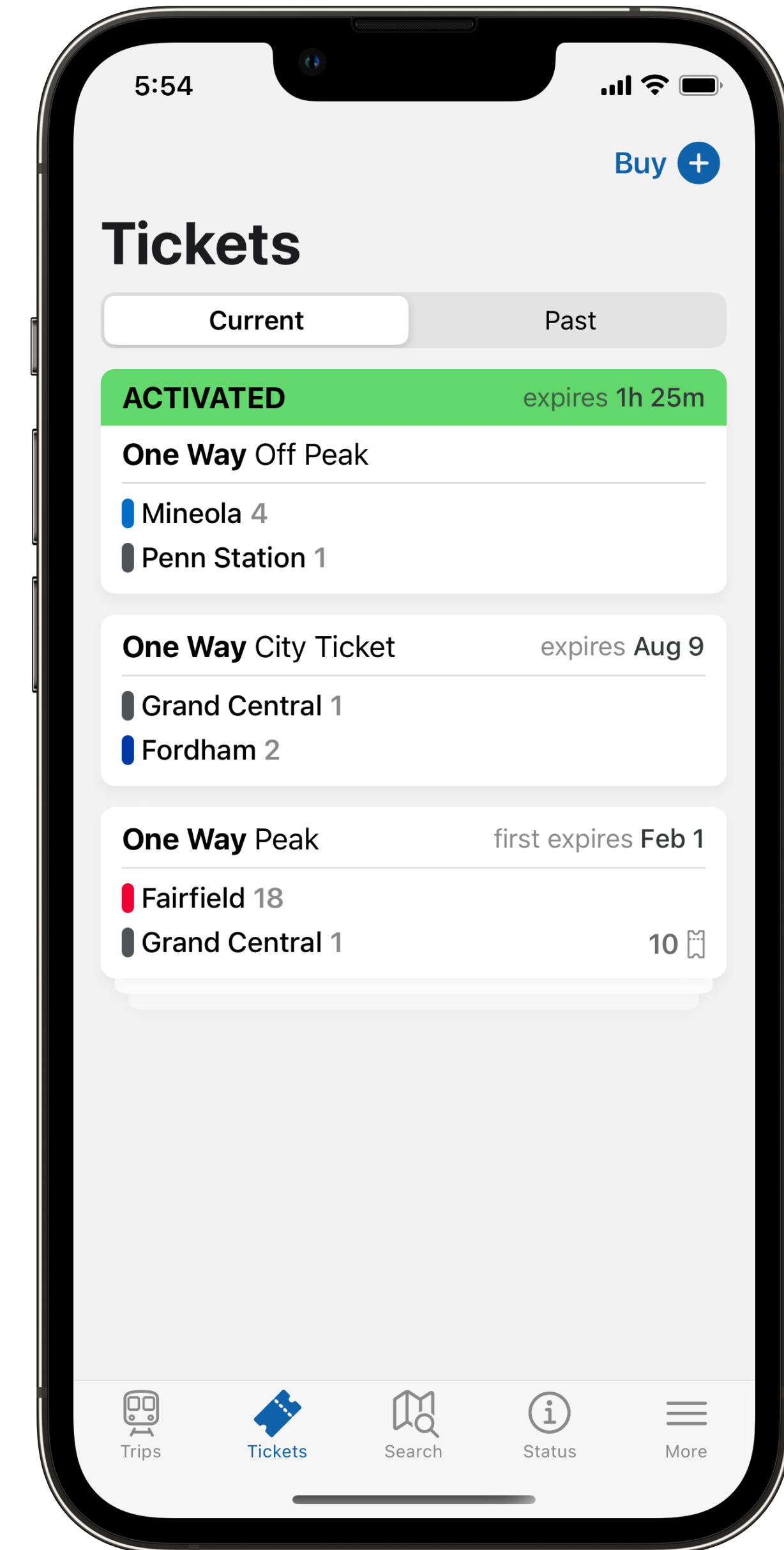
- Showing the wallet



Tickets

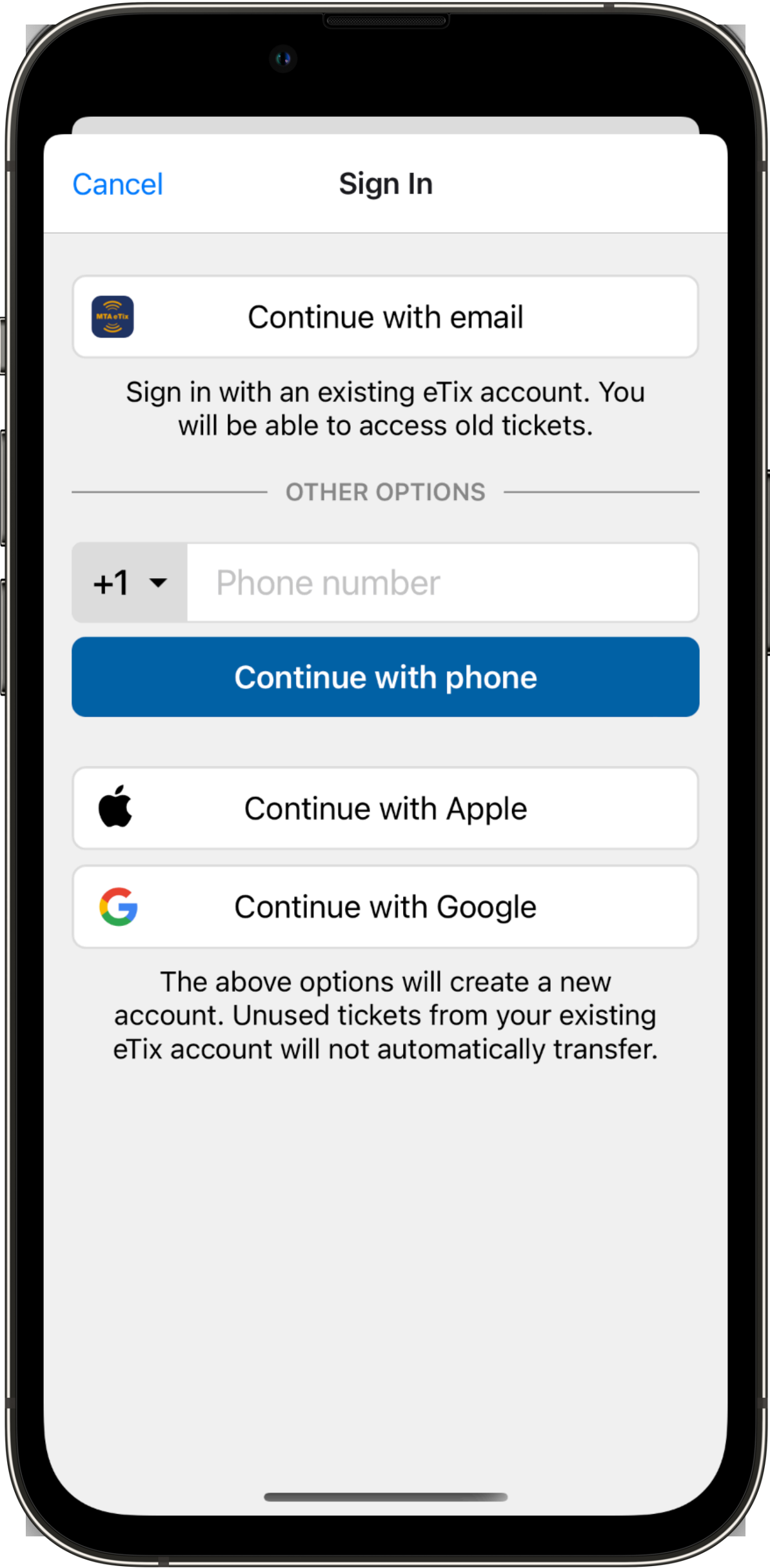
Second screen

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



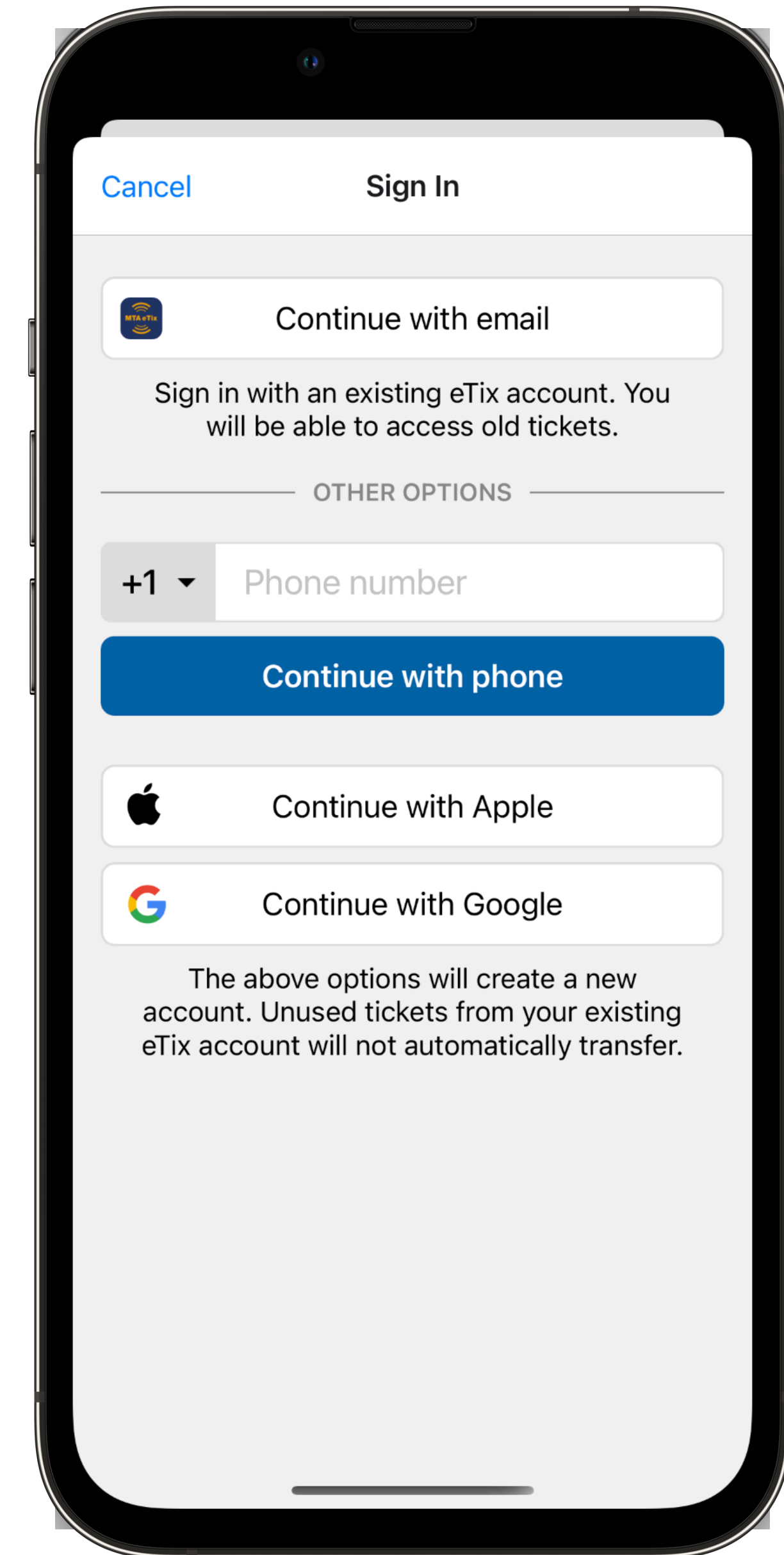
Tickets

Login



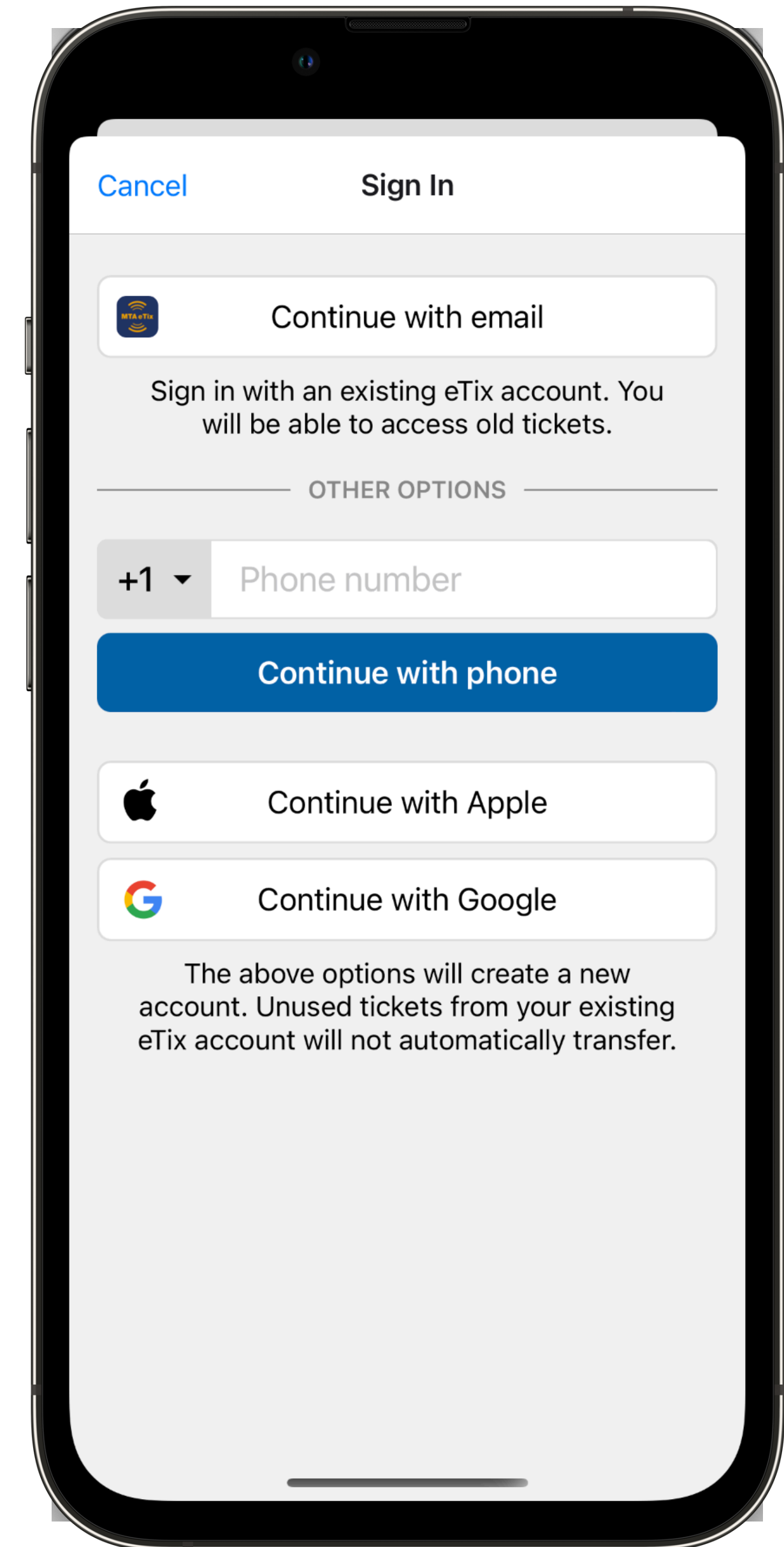
Tickets Login

- Phone number (SMS)



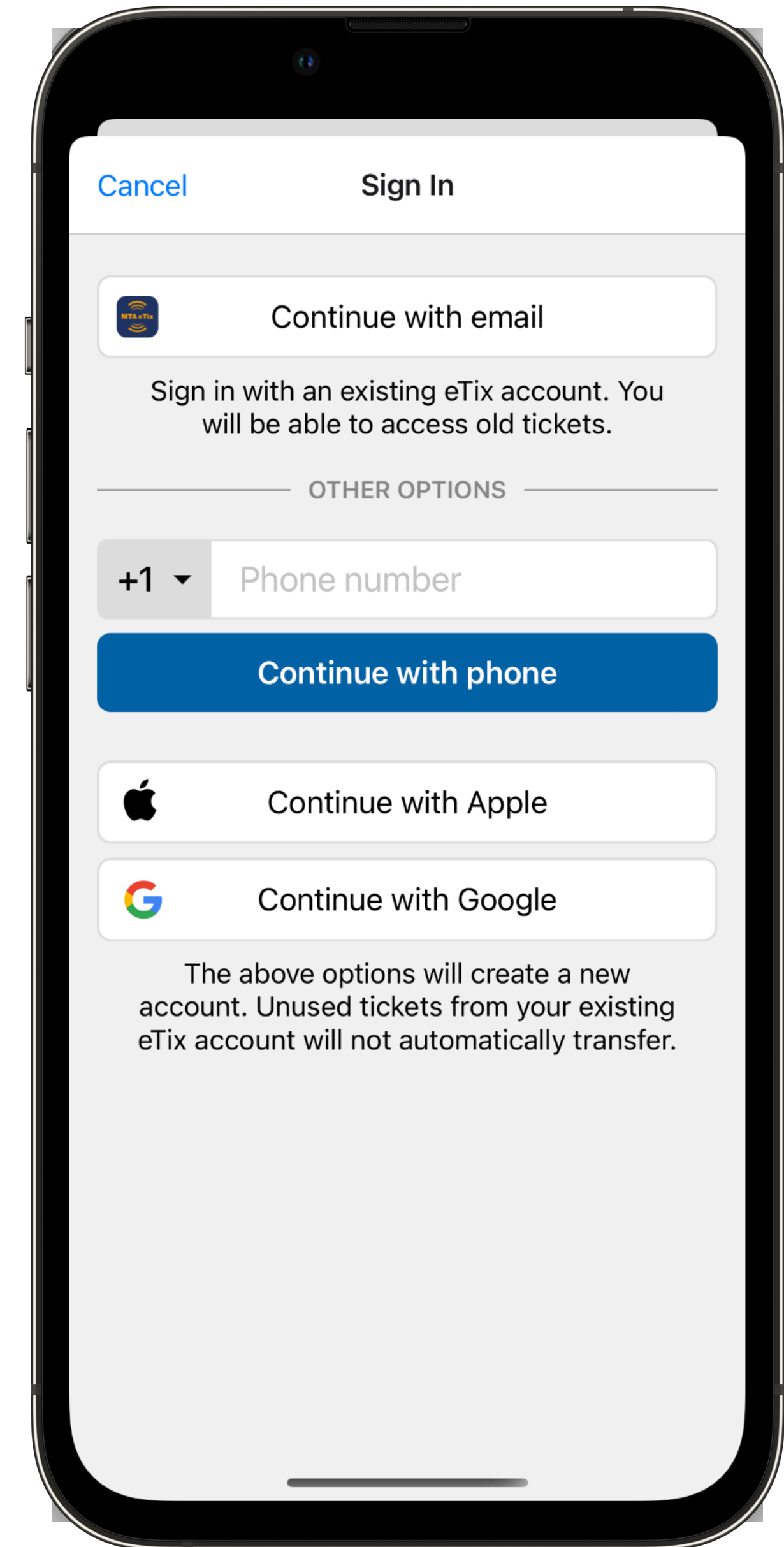
Tickets Login

- Phone number (SMS)
- Google



Tickets Login

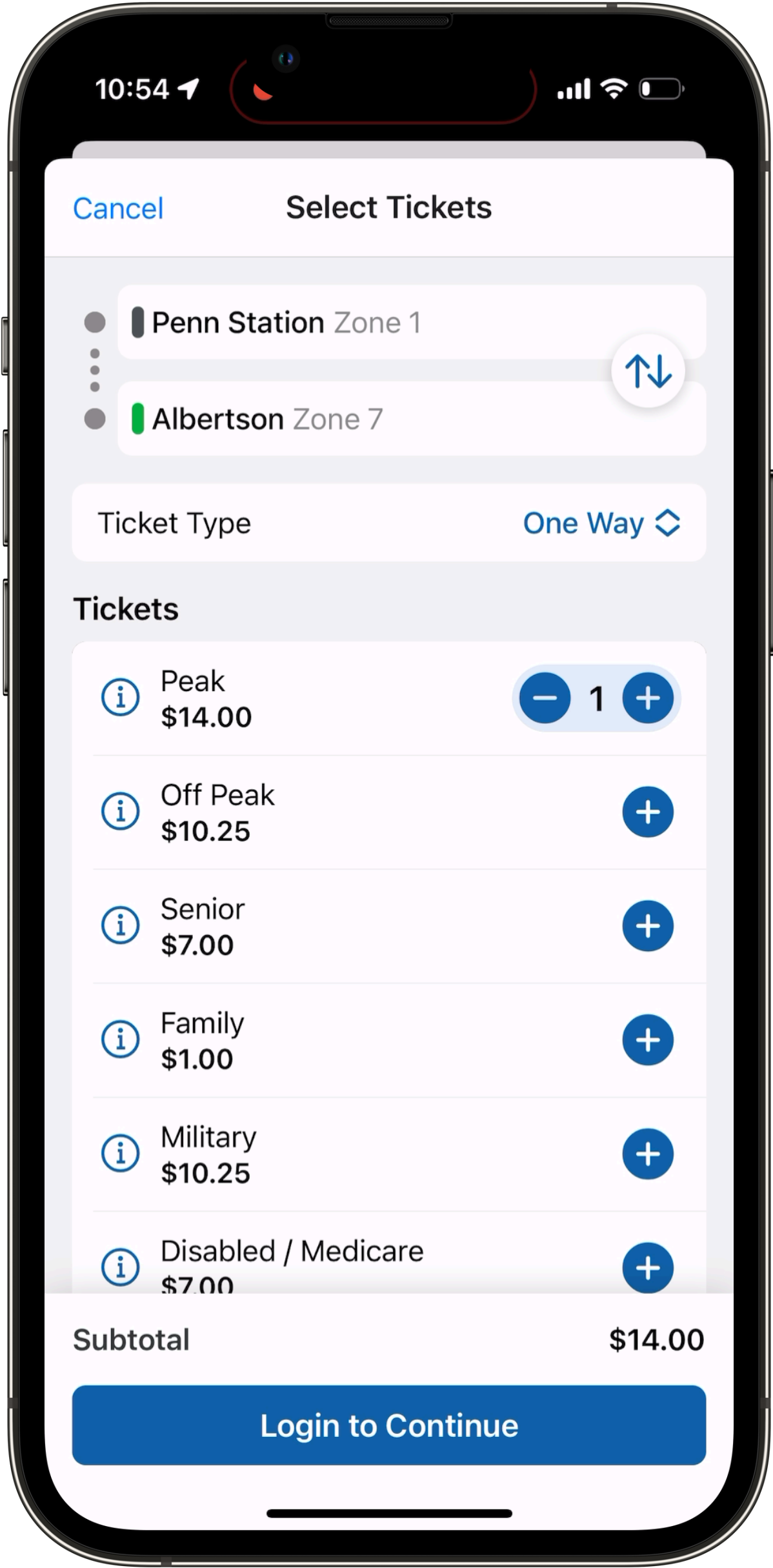
- Phone number (SMS)
- Google
- Apple



Tickets

Login

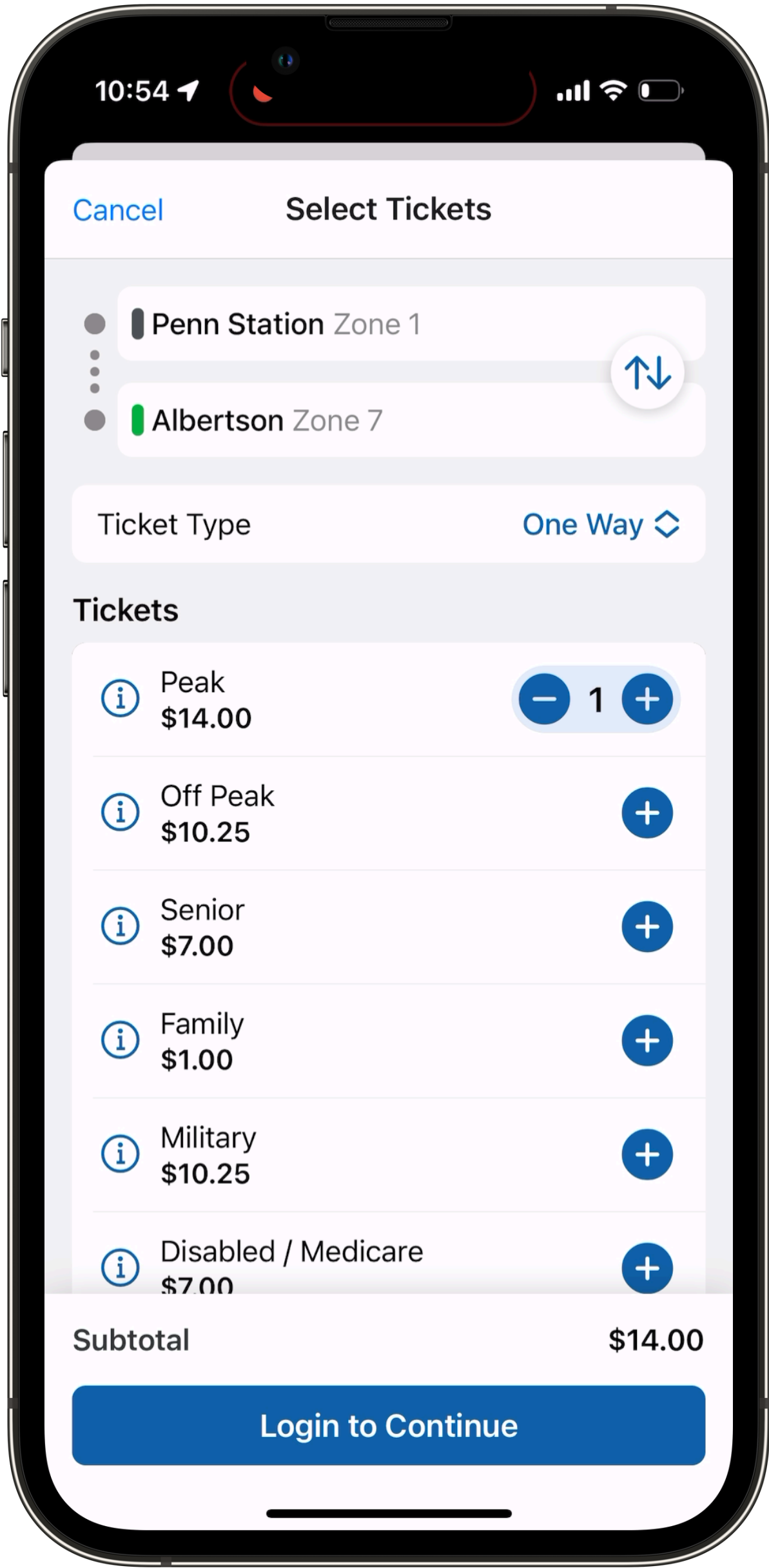
- Demo



Tickets

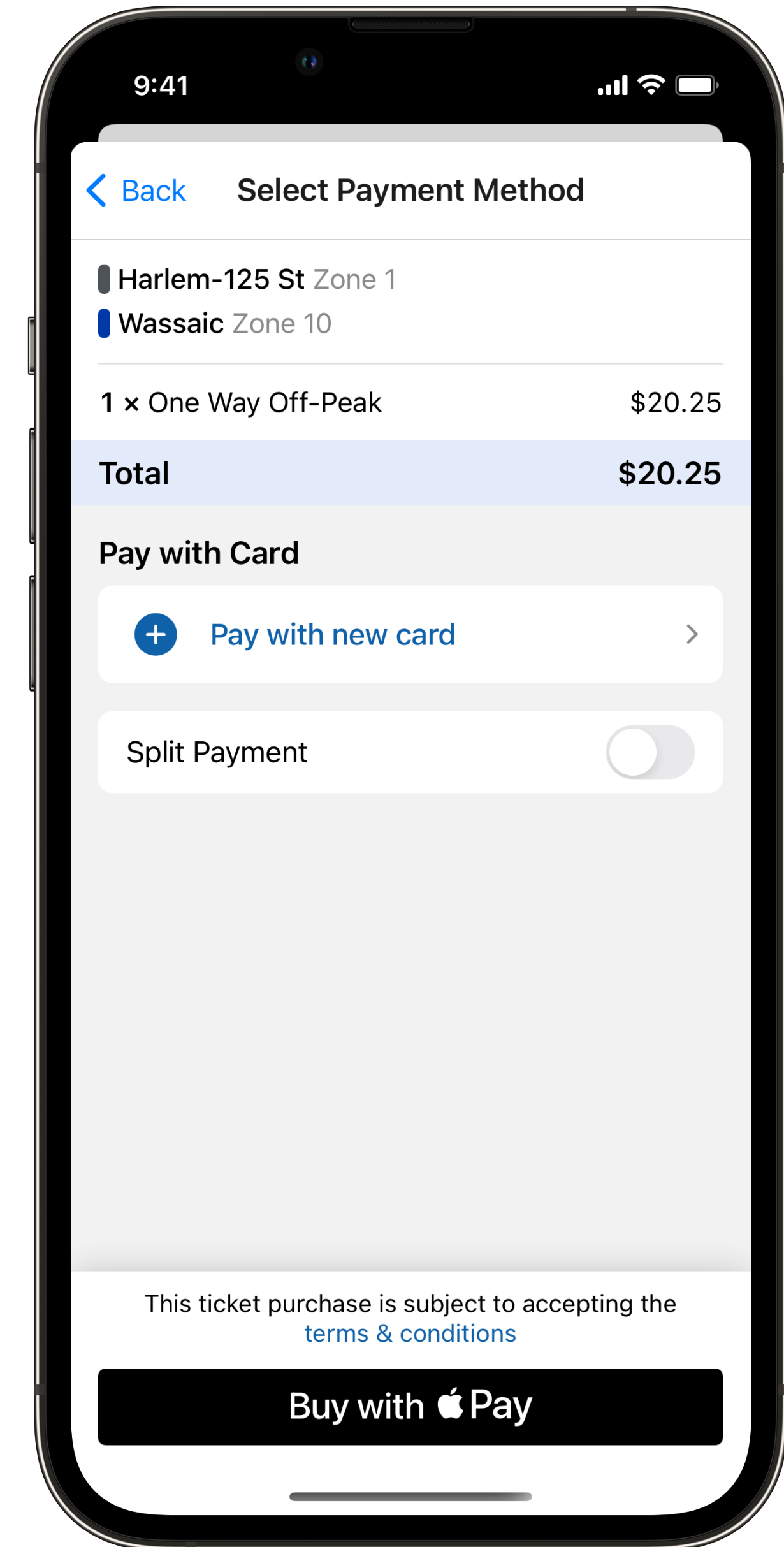
Login

- Demo



Tickets Checkout

- Offer Apple Pay and Google Pay



What works well?

Core flows

What works well?

Core flows

- Concentrate on the core flows

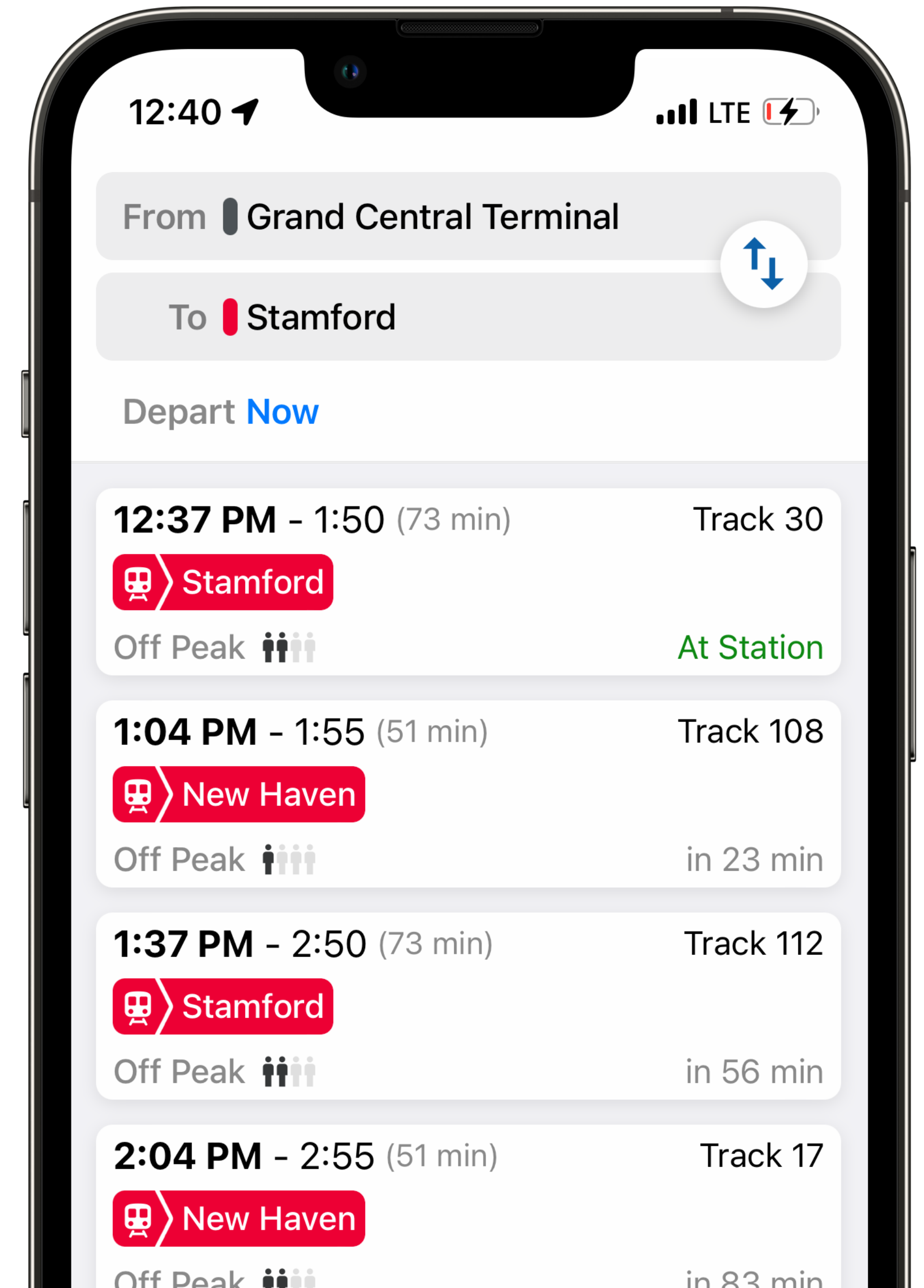
What works well?

Core flows

- Concentrate on the core flows
- UX not UI

Trip planning

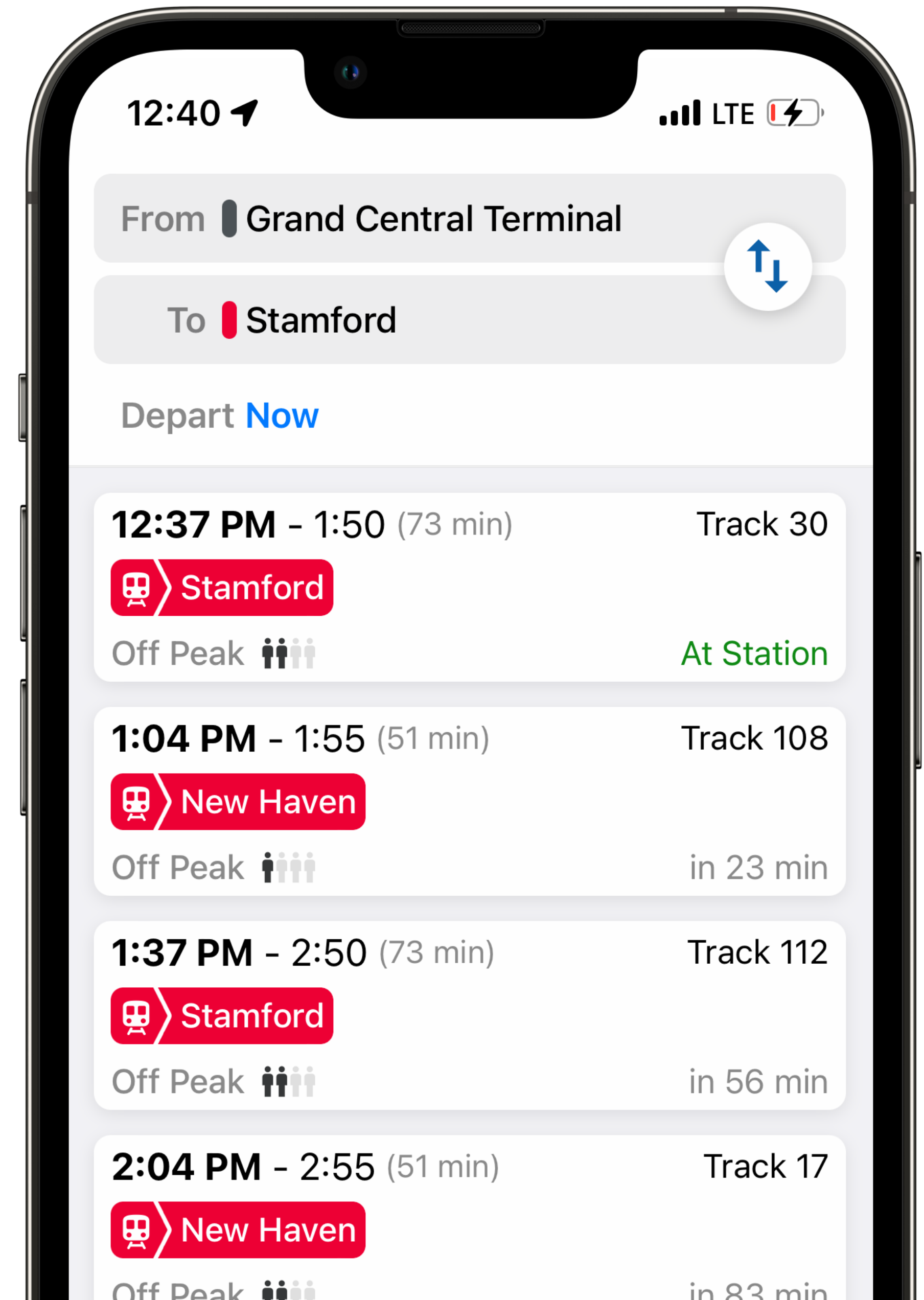
Highly customized for the business



Trip planning

Highly customized for the business

- Official connections
- Unofficial connections
- Stations where you can double-back



Realtime crowding

First in North America

- Accurate to within 5 people
- Updates every 10 seconds

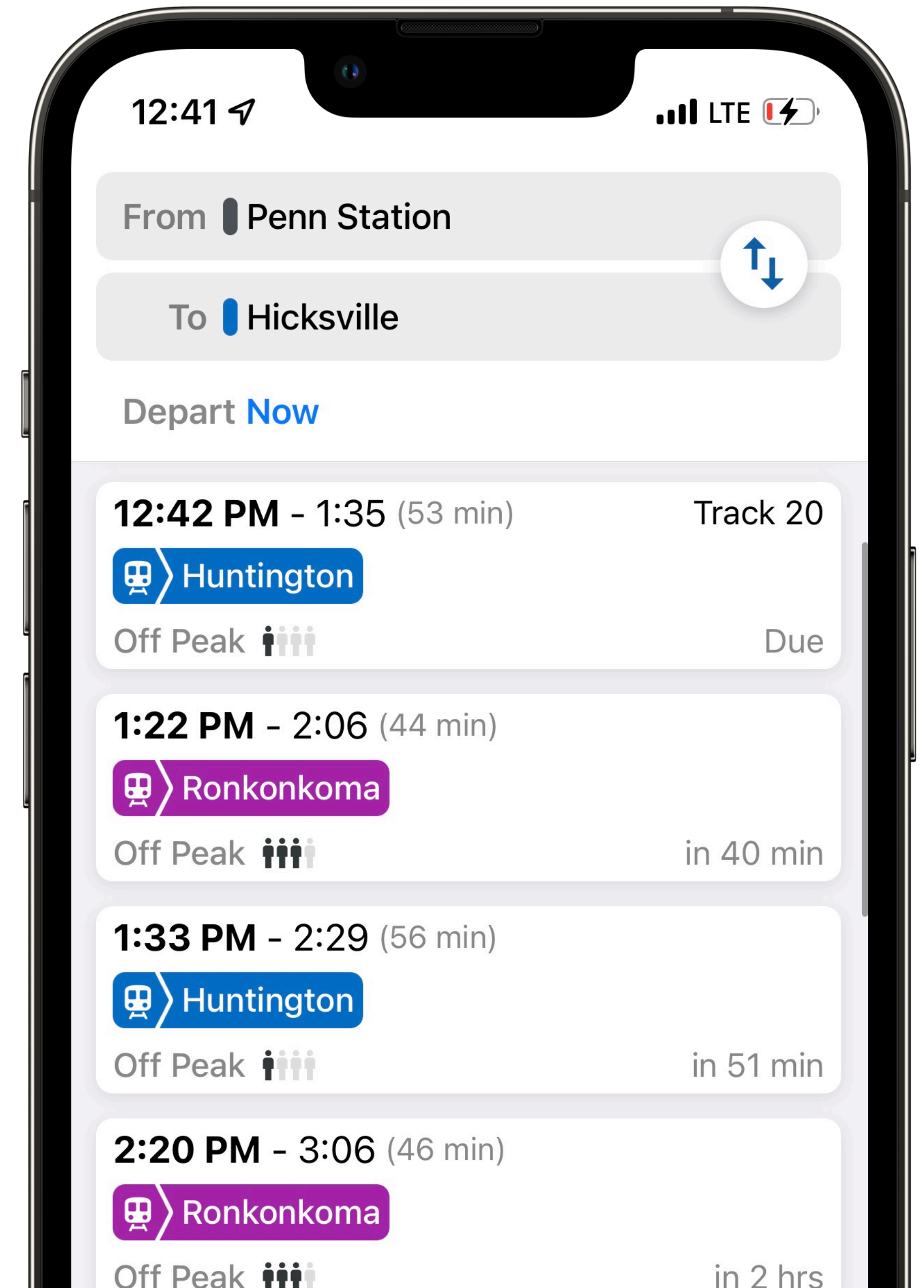
Train towards  Ronkonkoma

10 cars 

Historical crowding

Based on sensor data

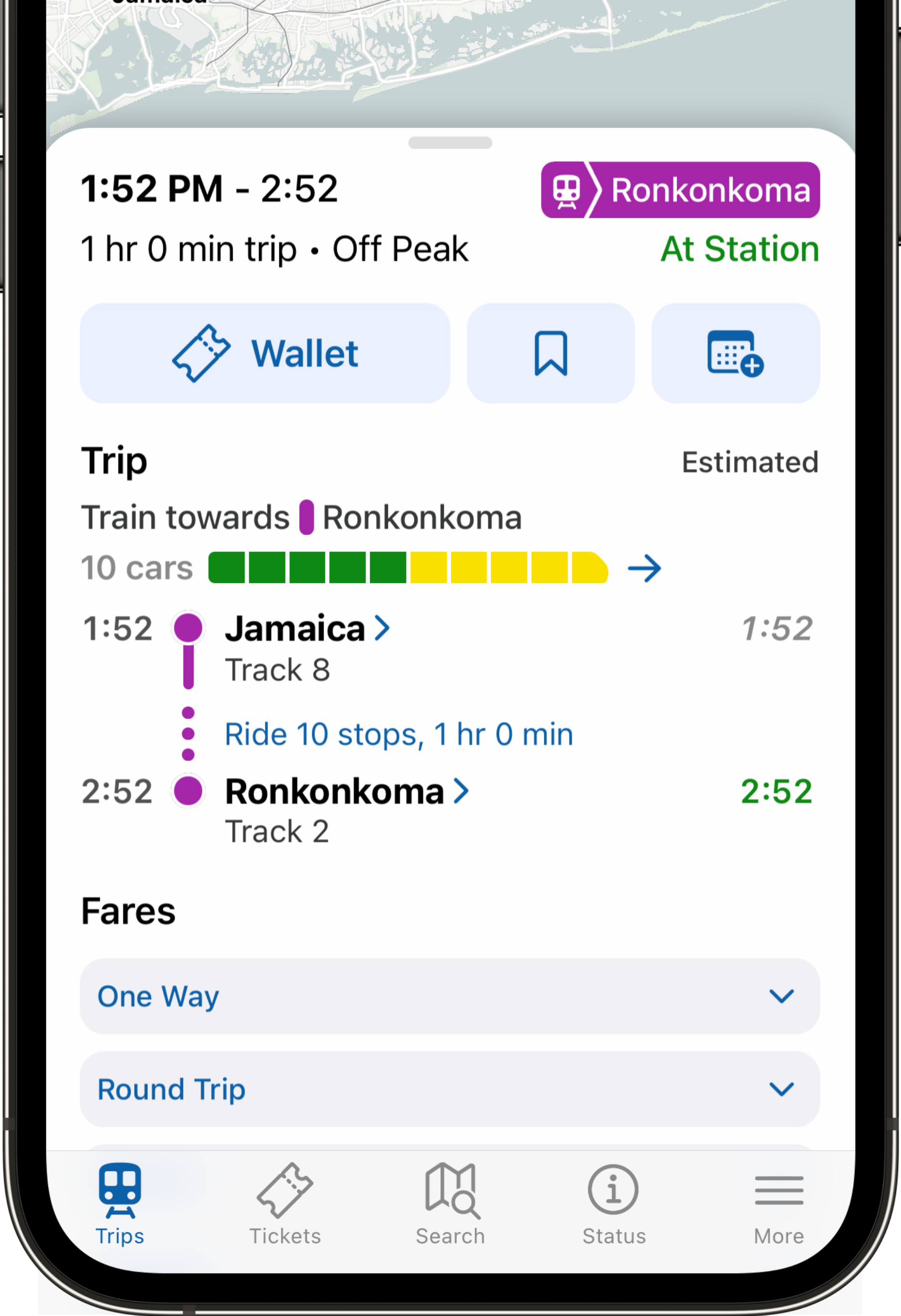
- Help customers pick a train that is less crowded



Realtime crowding

First in North America

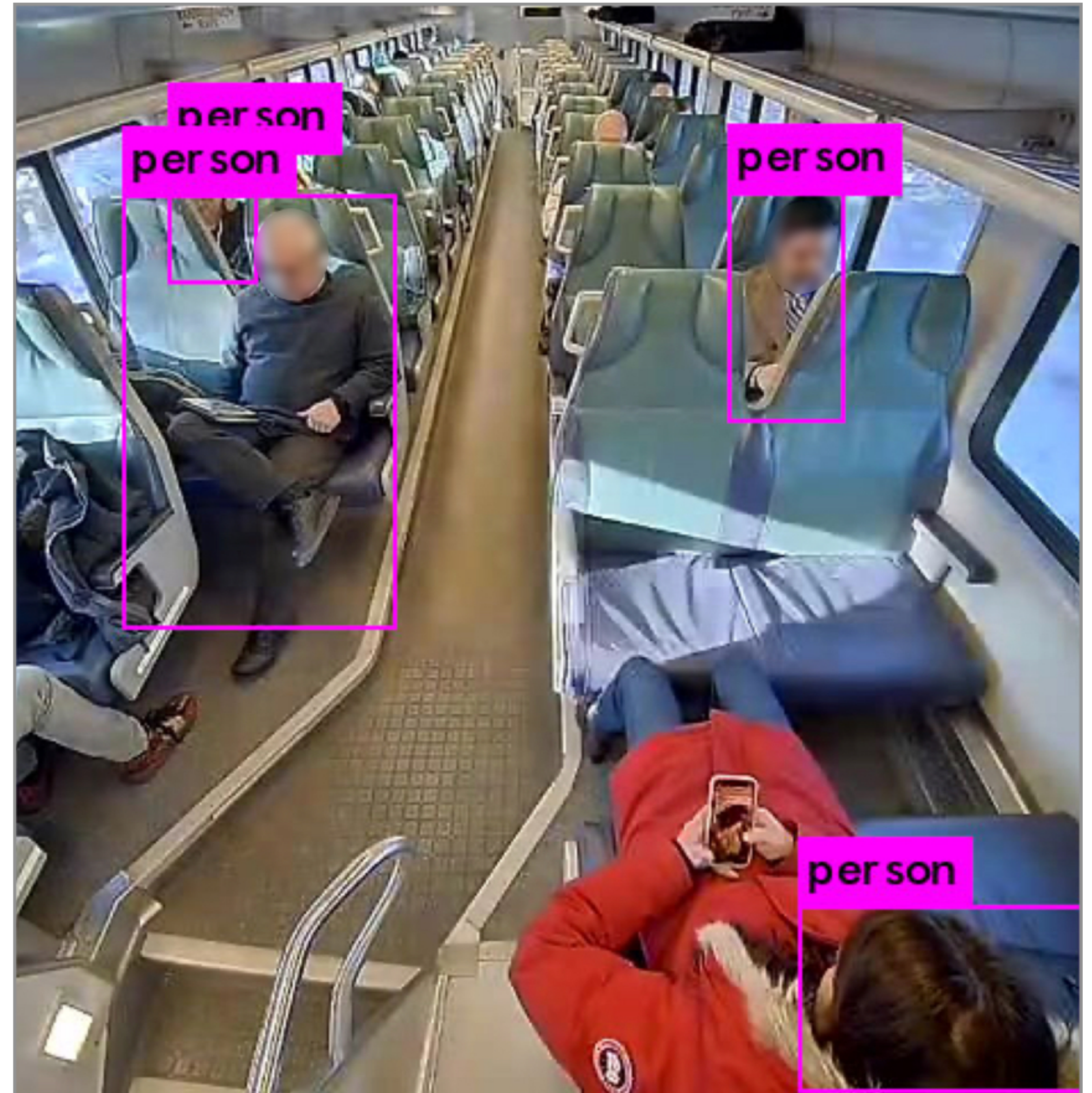
- Help customers find an empty car



Crowding data

Three different sources

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



Crowding data

Three different sources

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



Crowding data

Three different sources

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



What works well?

Realtime features

What works well?

Realtime features

- Good data, not good algorithms

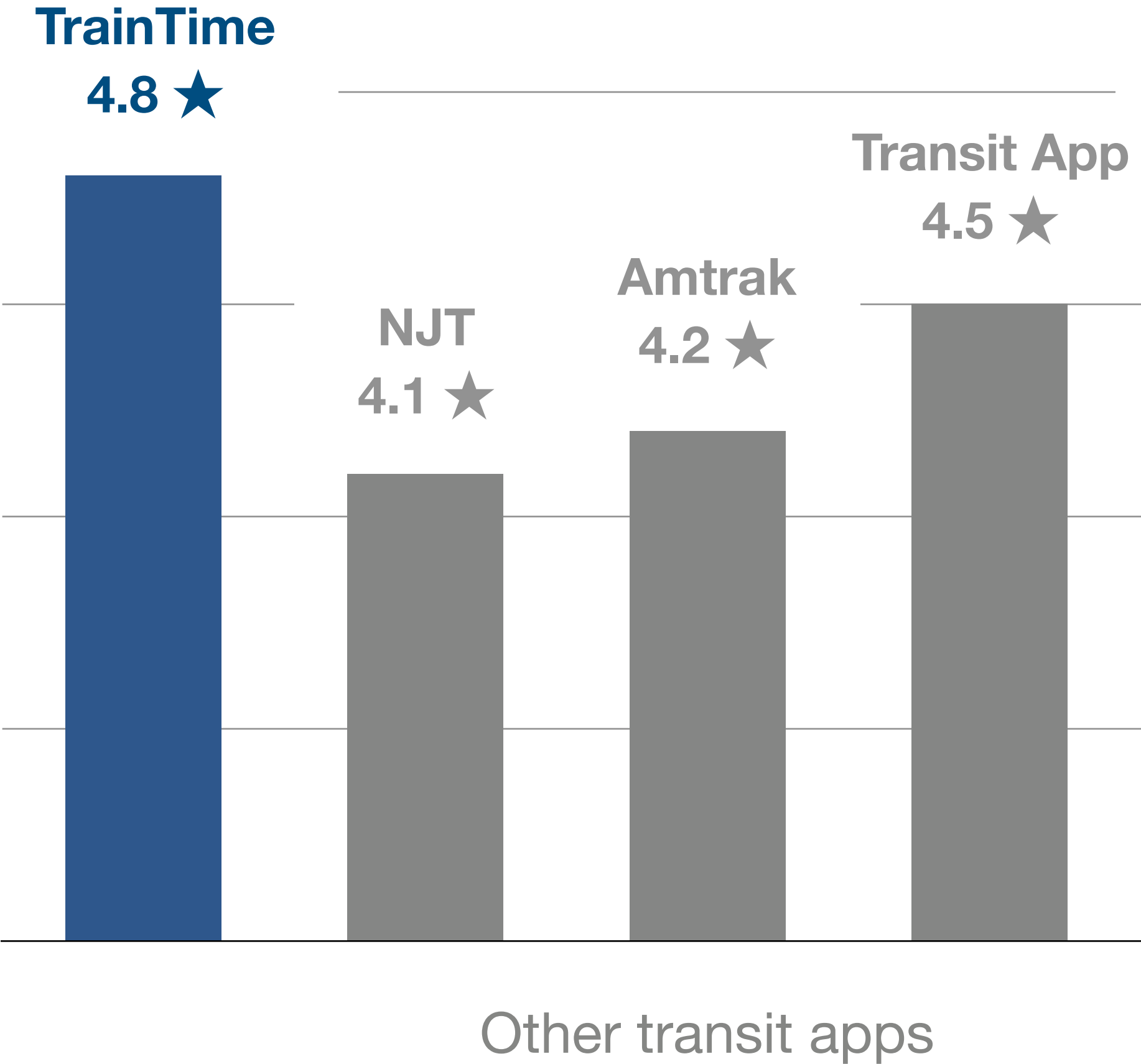
What works well?

Realtime features

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

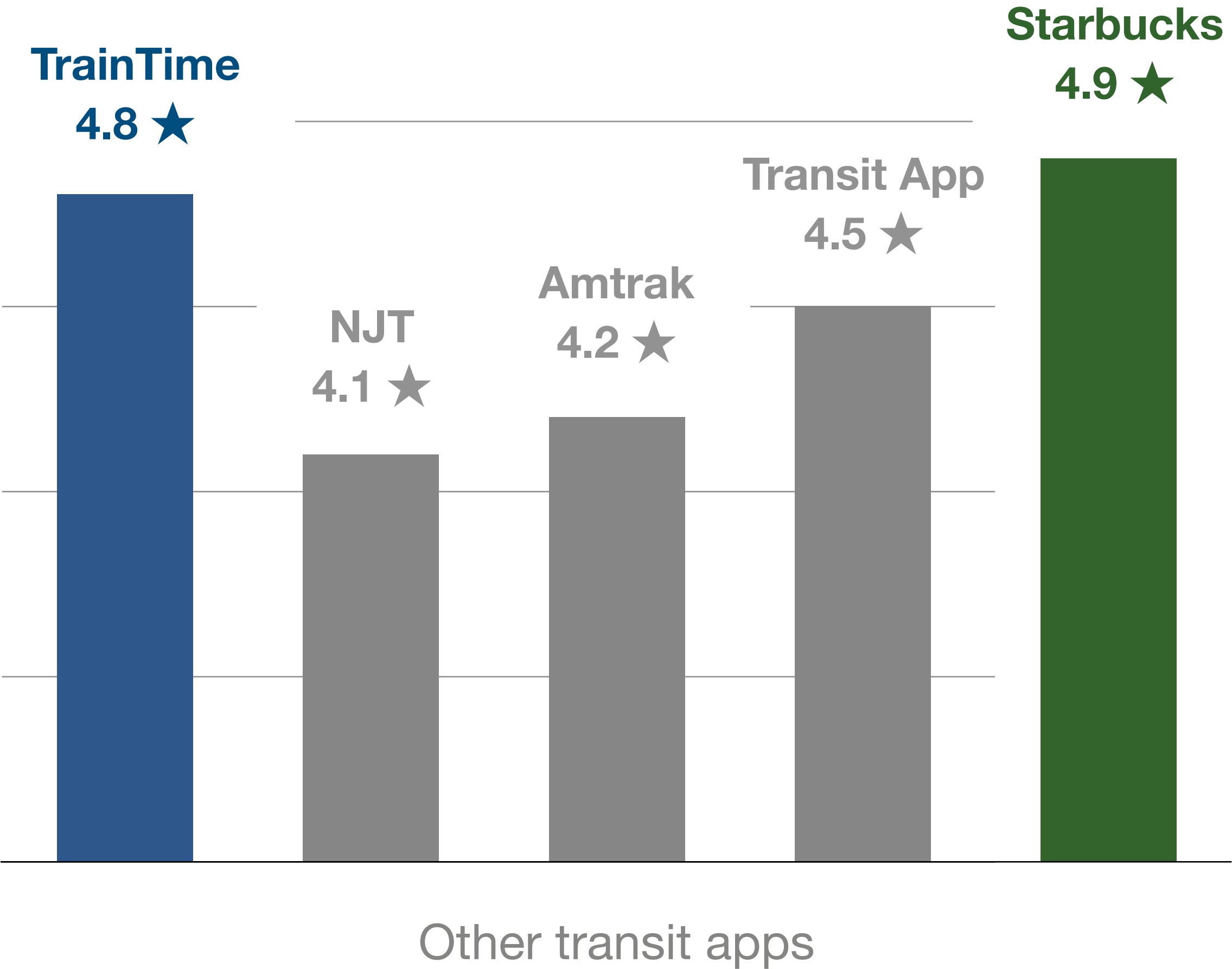
Feedback

Quantitative



Feedback

Quantitative



Feedback

Qualitative

Is this a transit app?!

7d ago



Just wanted to say whoever headed up the MTA app overhaul did amazing! The ux is lovely. 10/10

94%

Ratio of passengers in a given car using TrainTime

TrainTime

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