# Intercity Transit Website Enhancement Project Update

Presented by Nicky Upson and Rob Rinehart July 19, 2023



## Intercity Transit's Website Retrospective 2015







Route 47 Revisions Begin February 15

adjustments. All other routes will remain unchanged.

Beginning Sunday, February 15, Route 47 will have minor route and schedule

You Vanpool, We Reward, Simple,

If you're a long-distance commuter, try vanpooling and earn cash rewards. Not

Our Bus Buddy Program offers group trips in Olympia and to Tacoma and Seattle

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

Shop, Dine, and Play Local and Take the Bus to Get There!

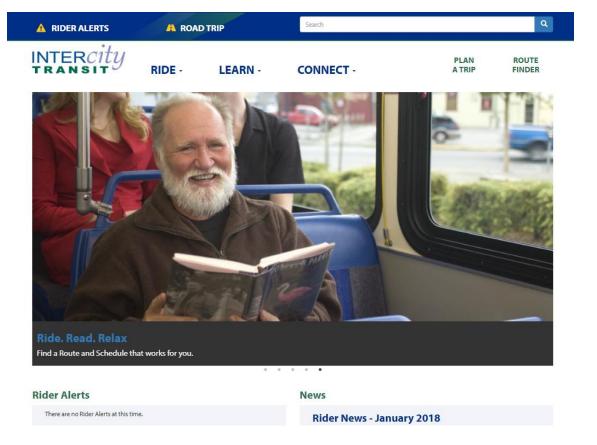
Bus Buddy Program Offers Group Trips this Winter

sure? Try it for a week, on us! Vanpooling's not for you? You can still earn rewards.



#### Intercity Transit's Website Retrospective

2017



September 2021 - current





#### 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?

