

Passenger Experience (PX) Division Overview

Contracting Expo

2020

Passenger Experience

From ST Values:

We always start with our passenger's needs and work back from there. They are the focus of everything we do.



Passenger Experience vision

We will deliver a transit experience that is dependable, safe, clean and available with informed riders; while striving to create an experience that is simple, seamless and intuitive for our riders

Passenger Experience program areas

Passenger Services

Passenger Information

Passenger Care

Accessibility Services

Fare Engagement

Wayfinding & Signage

Capital Signage

Signage Maintenance

Research & Innovation

Metrics and Insights

Innovation and Passenger
Technology

Research Library

Passenger Personas

Provide expertise not in service of your discipline, but in service of the passenger

Passenger Experience vision

We will deliver a transit experience that is **dependable**, **safe**, **clean** and **available** with **informed** riders; while striving to create an experience that is simple, seamless and intuitive for our riders

Imagine!

A well-designed station that requires minimal signage



Photo credit: Stephen Mak
Kennedy Town Station Exit B, Hong Kong, China

Dependable:

Stairs adjacent to escalator to maintain a regular path or alternative for vertical circulation in the case of an outage

Safe:

Clear sight lines

Clean:

Utilize space for cleaning equipment out of the way of passenger journey beneath stairs

Available:

Full readability of circulation options all in one sightline

Informed:

Readability of business of circulation options to understand at quick glance which option to choose as able

Passenger personas objective

Inform design of stations through review of passenger experience considerations

- Raise awareness among project members and divisions
- Provide expertise not in service to individual disciplines, but in service to passengers
- Provide a cross-functional review early in the design phase to capture opportunities and document considerations for further study
- Workshop done for each station in the alignment

Passenger Personas & Characteristics

Rider types examples:

- *Tourist*
- *Visitor*
- *Accessibility*
- *Mom with stroller*
- *Commuter*
- *All-purpose*



Persona Characteristics

Regular Riders

Occasional Riders

First-time Riders

Limited English Proficiency

Tourist

Family & Children with strollers

Persons traveling with belongings

Women who are pregnant

Senior

Youth

Persons with mobility assistance device

Persons with hearing impair

Persons with visual impair

Persons with speech impair

Persons traveling with service animals

Persons traveling with pets

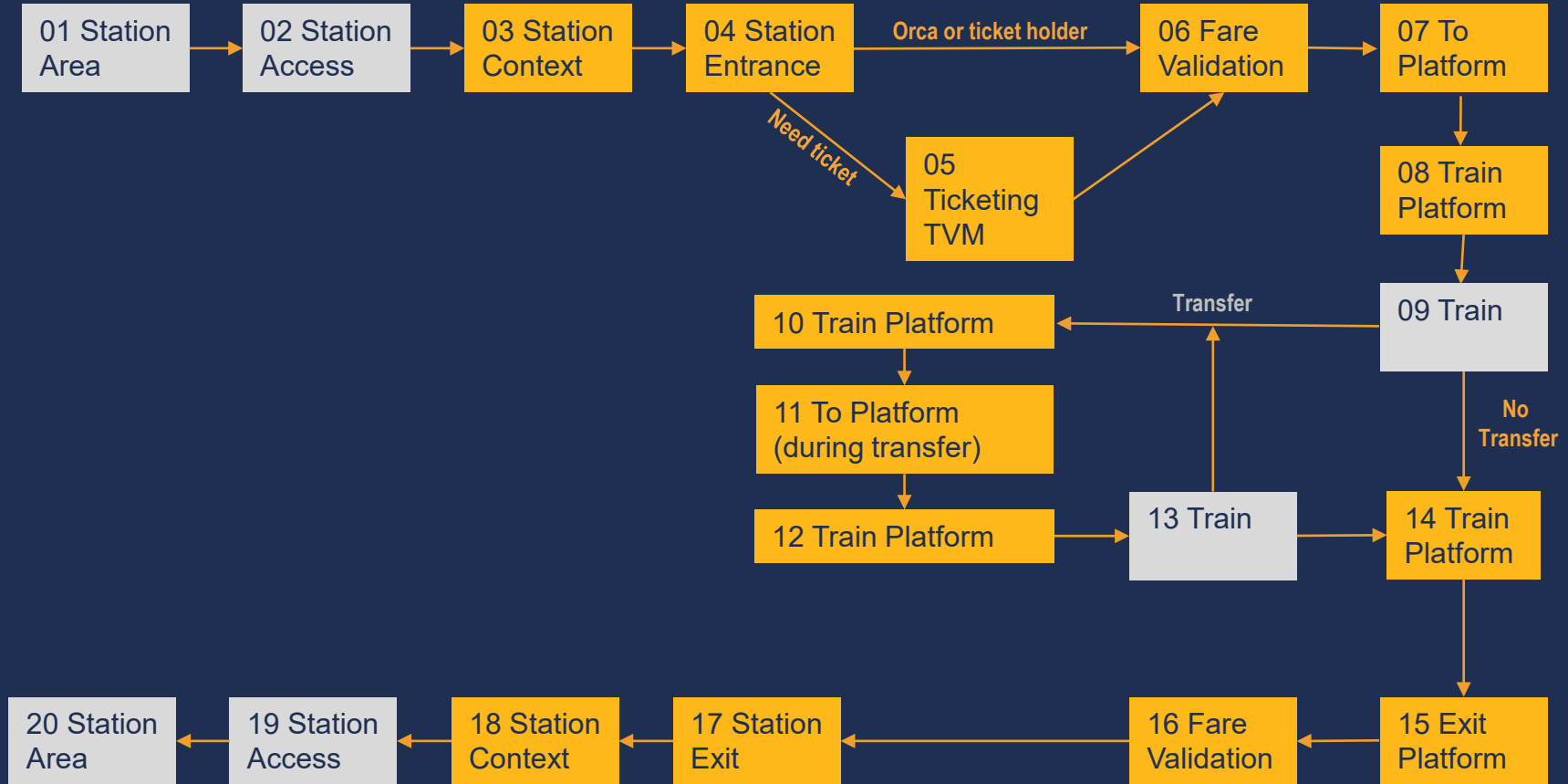
Technology Literate

Small Group - Passenger Persona Example

Ryan is a Garfield High School rising senior who is doing a summer STEM camp at UW. Ryan lives with his parents in the Madrona neighborhood. Ryan bikes or takes the bus to high school. For summer STEM camp, he plans to take the bus to Capitol Hill Station, then take Link to U District Station and walk to campus. Ryan's summer camp schedule will be 8:00 a.m. to 3:00 p.m. Monday through Wednesday. Ryan doesn't have an ORCA card, so will need to purchase a ticket on his first day. Much to the chagrin of his parents and friends, Ryan usually runs late no matter where he goes. Ryan is colorblind.



LINK Passenger Journey



Questions

Thank you.

Thank you.



 soundtransit.org

