Passenger-Facing Technology Program

Rider Experience and Operations Committee

10/05/2023

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Why we are here

Introduce the Passenger-Facing Technology Program

- Digital Assistant
- Accessible Wayfinding

ST3 established the Innovation Fund
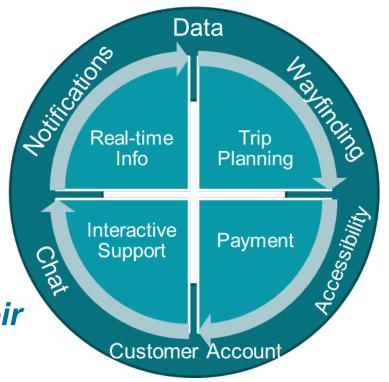
$75 million (2016 dollars)

- Research
- Analysis
- Implementation of innovative best practices, partnerships and technologies

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Program:
Passenger-Facing Technology

Passenger-Facing Tech Program

Improve passenger experience by investing in innovative solutions that remove real or perceived barriers to ridership and improve the dependability of information we provide passengers so they can make informed decisions that suit their mobility needs.

What is the Digital Assistant?

A new digital tool that will be launched by Sound Transit and delivered via mobile app, web-app, and evaluating in-station kiosks. This tool will eventually replace the trip planner on soundtransit.org.
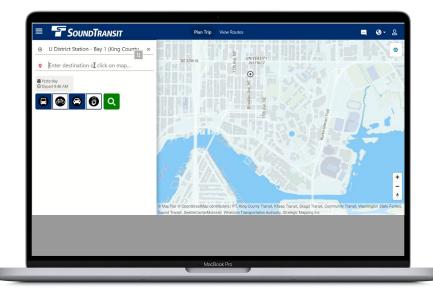
Features:

- Plan your trip
- Receive trip alerts
- Ask questions via chatbot (Phase 2)
- Pay for your trip (Phase 3)
- Fully accessible to riders utilizing screen-reading technology
- Translated content for people who speak/read languages other than English

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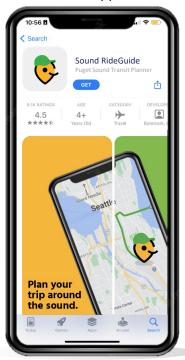# *Phase 1 – mobile & web apps*

Introducing: Sound RideGuide

RideGuide
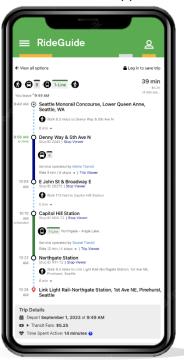
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Brand identity

Go to the App Store

Download the app

Launch the app

Phase 1 milestones

10/30   User Acceptance Testing (UAT) kickoff - 2-week test period

11/14   Closed beta* - 10-day test period
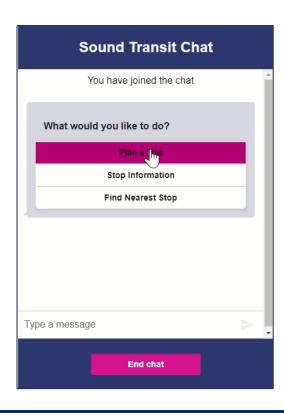ST internal (30 testers)
Select external testers
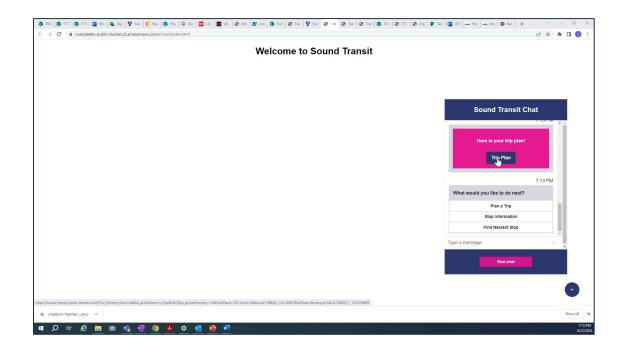
11/28   External soft launch - web app*

12/18   External soft launch - mobile app*
marketing kickoff*

*Dependent on successful UAT and system acceptance.
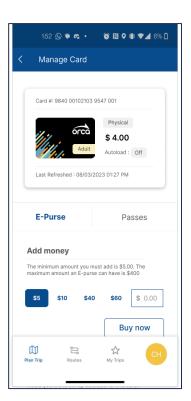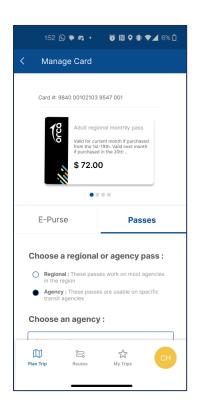
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Phase 2 – interactive support

Phase 3 – fare payment integration

- Integration with ORCA Fare System -Utilizing ORCA APIs
- Delivering a complete Plan, Book, and Pay experience

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Digital Assistant pilots

Phase 4

- Kiosks in stations
- Dynamic re-routing
- Single sign-on

Under consideration

- Sign language avatars
- Elevator/escalator updates to Pathways
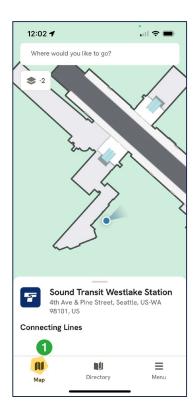
GTFS

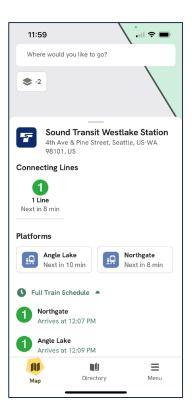*Regional data quality and creation initiative*

Accessible wayfinding

Pilot phase 1

- IDS and Westlake

Pilot Phase 2, TBD

- All Link stations

Phase 1 milestones

10/16   User testing, round 2

10/17   Engagement with Orientation & Mobility Specialists

11/13   User testing, round 3

12/6   Pilot launch and marketing kickoff*

*Dependent on successful user testing

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Questions?

Thank you.

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soundtransit.org