

Innovation and Passenger Technology Update

Rider Experience and Operations Committee

2/1/24



Why we are here

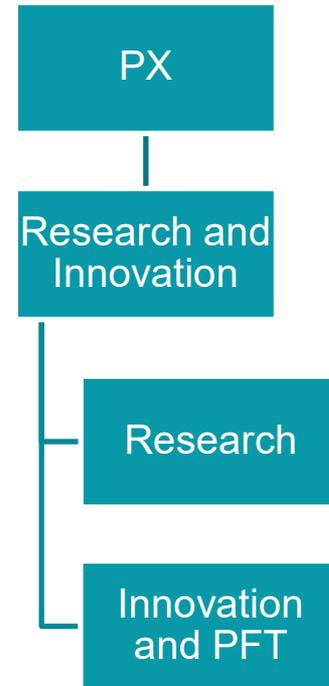
- Overview of Innovation and Passenger-Facing Technology
- Program organization and structure
- Current projects and initiatives
- Today we are here to provide information

Introduction to Innovation and Passenger-Facing Technology

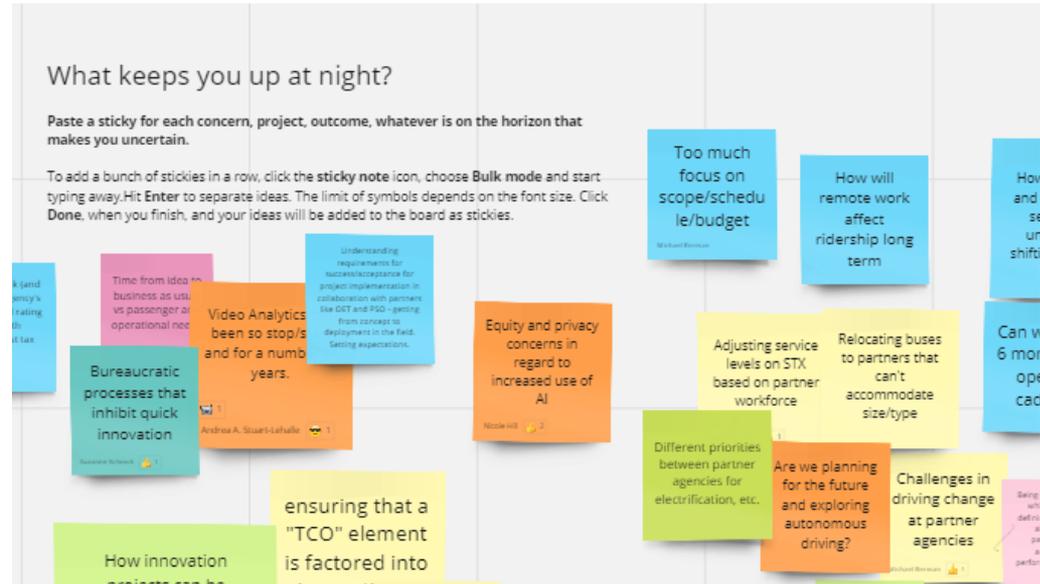
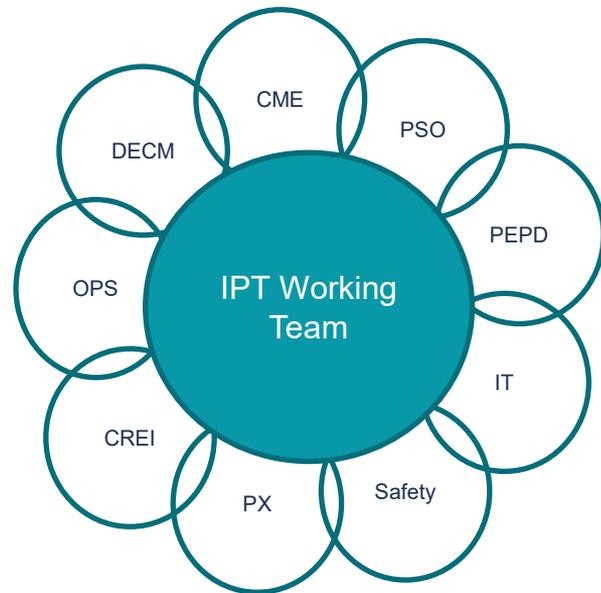
Innovation and research, funded by ST3, is part of the Passenger Experience Department

\$75 million fund (2014 dollars)

- Research
- Analysis
- Pilot innovative best practices, partnerships and technologies



The program works across the agency to identify pain points and implement projects



Current work

Programs and Projects

Passenger-Facing Technology

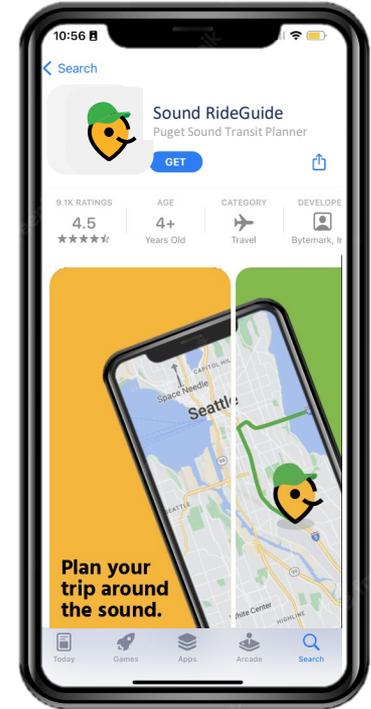
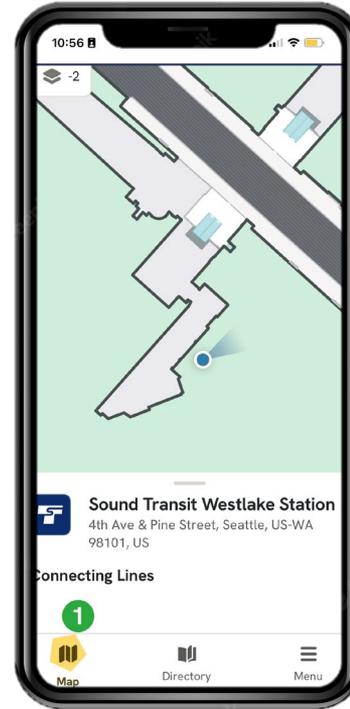
Innovation Station

Internal Grants

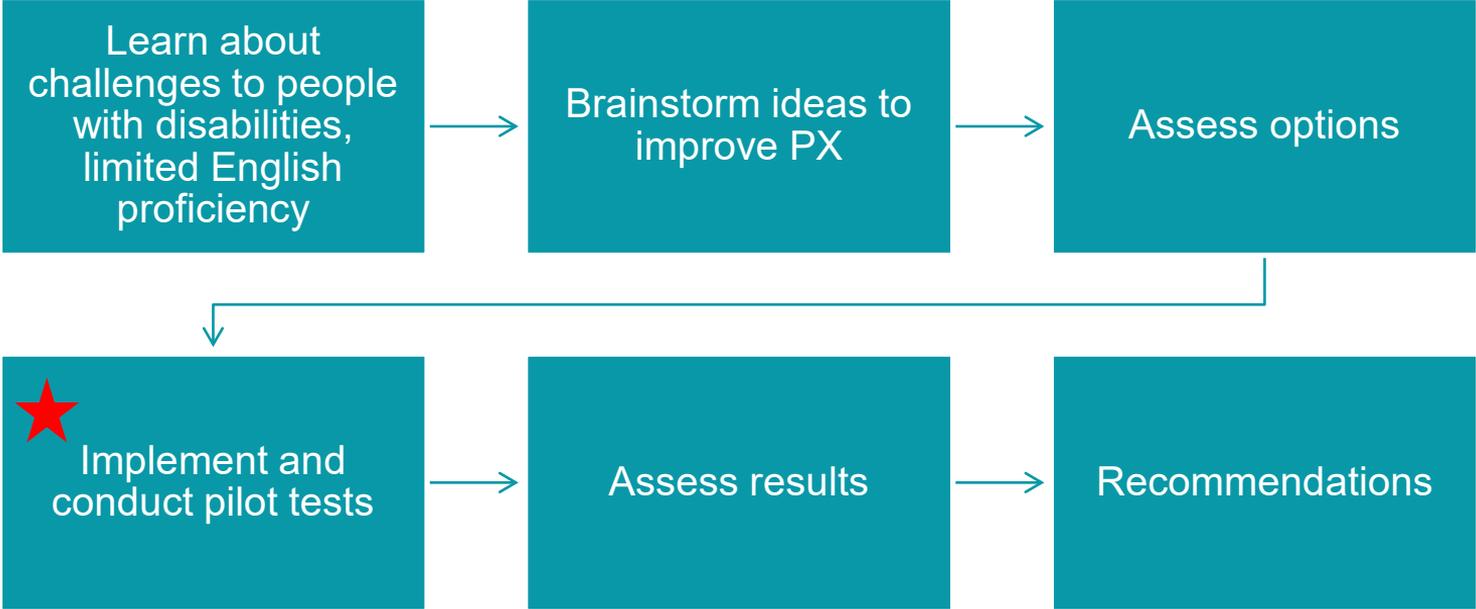
User Experience Research, Engineering and Design

Passenger Facing Technology Program: Improving PX and Controlling Costs

Accessible wayfinding
Sound RideGuide
Transit data (GTFS)
improvements



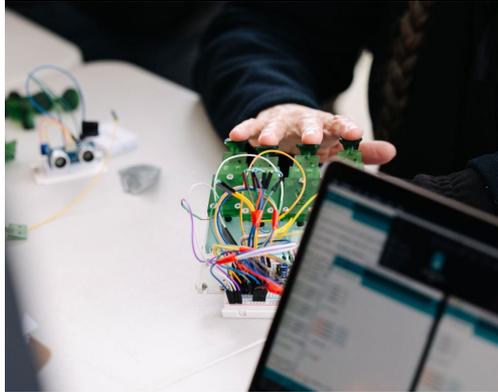
Innovation Station Program



★
We are here

Accessible elevators

Breakthrough innovation at ST



Haptic handle

The passenger grasps the handle outside the elevator to initiate the connection. The handle uses vibration to indicate which elevator to board

The passenger grasps the handle inside the elevator which uses vibration to indicate which floor the elevator is at

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Mobile App Scenario

The user presses the call button and scans the QR code next to it to connect

The phone vibrates when an elevator arrives to hint which elevator to take

Scans the QR code inside the elevator to get live level info of current elevator

Get out of the elevator when arrive at the correct level

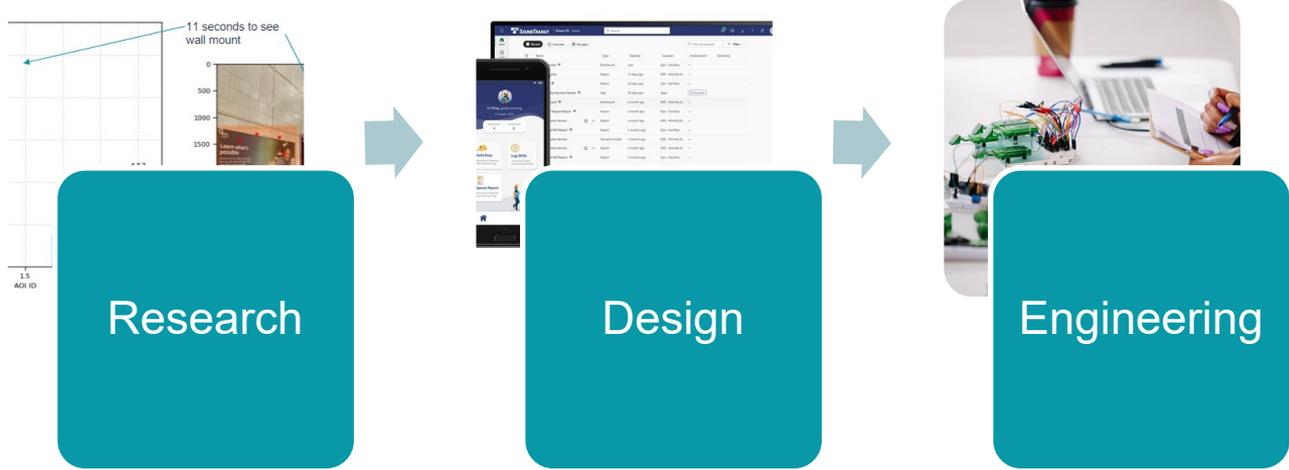
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Internal grants

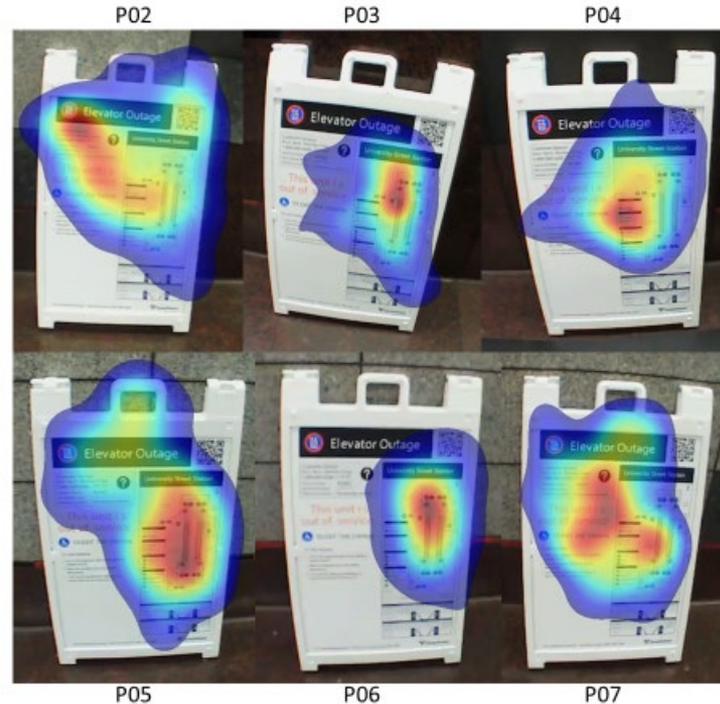
\$250K budgeted in 2024

- History of learning through pilots
- Staff submit ideas for funding
- IPT Working Team evaluates proposals
- Funding granted for prioritized pilots

User Experience Research, Design and Engineering improve the Passenger Experience



Eye tracking can help us understand how passengers interact with and understand our signs and other features.



We will use virtual reality and eye tracking to assess PX for work in design

Wayfinding
and Signage

Future
Station
Layout

Future
Vehicle
Design

Thank you.



 [soundtransit.org](https://www.soundtransit.org)

