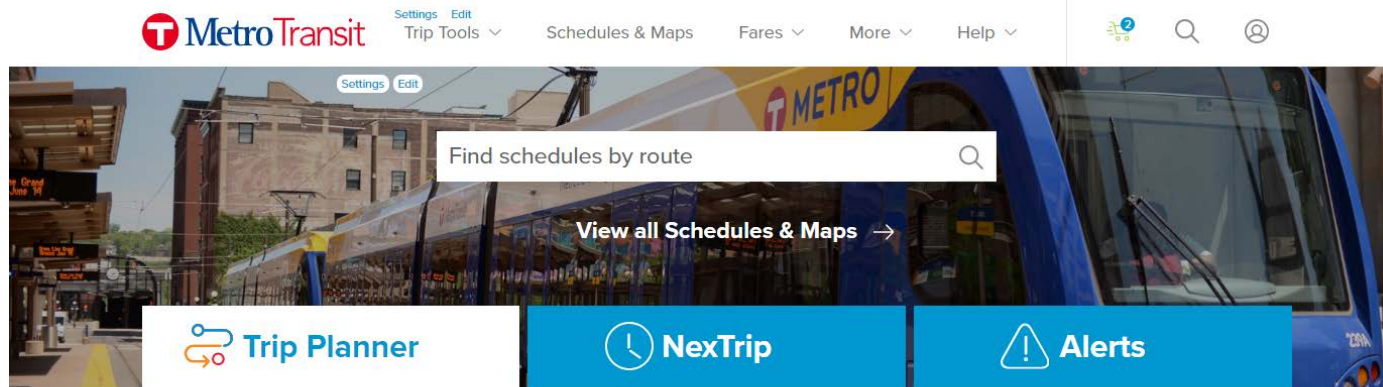








Metrotransit.org Redesign



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Adam Mehl, Sr. Market Development Specialist

Metrotransit.org Redesign

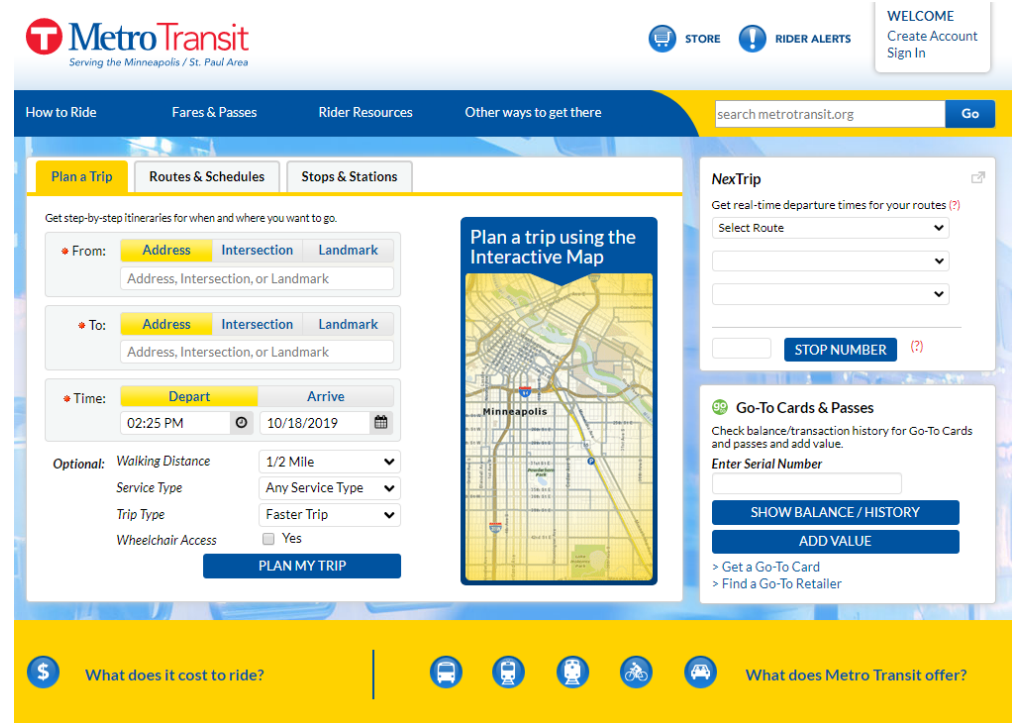
- Objectives
 - Improve customer experience
 - Increase accessibility
 - Modernize
- Prioritize Core Users
 - Daily commuters
 - Multipurpose riders
 - First-time riders
 - Infrequent riders
 - Special event riders
 - Out of town visitors





How'd we get here?

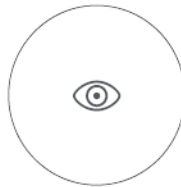
- Analytics
- Usability testing
- Customer journeys
- Industry Experts
- Peer Review
- More testing





Wireframes

Paper or digital prototype testing once all remaining pages have been wireframed.



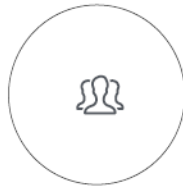
Design

Additional prototype testing once high-fidelity designs are in-place for all key pages.



Usability Testing

In-person usability testing with 5-7 users from your #1 audience group once a prototype is ready. Repeat as-needed for clarification.



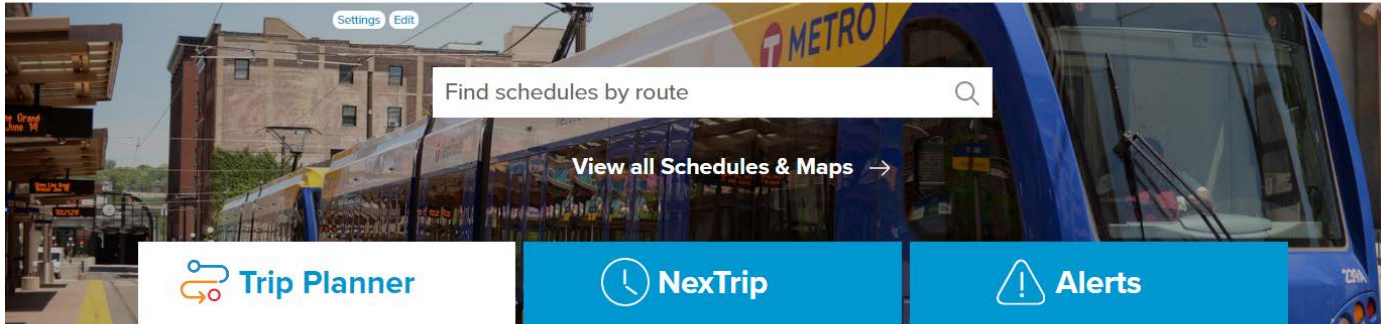
Accessibility

Work with a consultant to ensure designs are accessible, and create a testing & validation plan.



Development

Pause partway through development and prior to gathering internal feedback. (Exactly when depends on your release cycle).



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Post Launch Activities

- Continual testing for all users
- Continual improvements based on evolving customer needs and industry trends
- Engagement, testing and issue mitigation with Met Council's new website accessibility testing group WECO
- Monitor the site for accessibility via Site Improve website monitoring services and fix issues as they arise
- Ongoing learning/training for web staff to maintain a higher standard of accessibility than in the past



Questions?