MTA

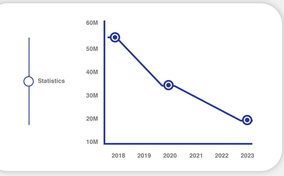
MTA App Design

2018

Metrocard
Background

The MetroCard it is a thin, plastic card on which the customer electronically loads fares through a Vending Machines, the card has been use as the payment method for the New York City Subway, New York City Transit buses since 1992, including routes operated by Atlantic Express under contract to the Metropolitan Transportation Authority (MTA), MTA Bus, and Nassau Inter-County Express systems.
The MetroCard was introduced in 1992 to enhance the technology of the transit system and eliminate the problem of carrying and collecting tokens, before the invention of the Metro Card, tokens were used to pay transit fares, however this payment method was discontinued in 2003. On June 1, 1993, MTA distributed 3,000 MetroCard's in the first major test of the technology for the entire subway and bus systems.

Background



Statistics

Metrocard
Stability

The value of lost, expired or unused MetroCard's over the course of a year adds up to $02 million dollars.

To encourage riders to keep better track of their cards, the MTA started charging a $1dollar MetroCard replacement fee.

By changing $1 dollar extra the MTA expect the net of $20 million from both the fee and the diminished costs associated with having fewer Metrocards – to print, program, recycle and clean up – in circulation

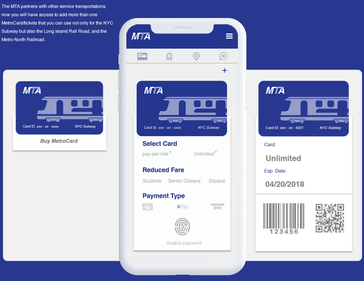
A familiar face Now Digital
Introducing The New Metrocard

App Design

With the new MetroCard user will not longer have to remplace a card, because know is all digital.
No more leftover fare that doesn't add up to a ride.
No more bend or damage Metrocard. &
No more out of service vending machines.

Language Option
We want to make sure every user feels welcome and have a great experience when using our service without any language barriers.The user will have to create an MTA account, or sign up with their Apple pay or Samsung pay.

Metrocard Access:
The MTA partners with other service transportations, now you will have access to add more than one MetroCard/tickets that you can use not only for the NYC Subway but also the Long Island Rail Road, and the Metro-North Railroad.



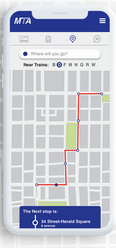
MetroCard

Be always on time
Schedule & Train Service

No more rush, now you can check the train line inside the app, you can see the train line on the left side and when the next train will arrive at the station. you can also check your train service for delays, and transfers available to you in case of any problem with your train service.

Train Service

Where will you go?



Train Map

Plan your next trip easy and fast, with the new copi add it to the application you will be able to search your next destination and provide you with the nearest train stations available for you. You can also check the train stops with more details and also the train transfers.

Hello, how can I help you?

Assitance

We want to introduce you the new MTA Assistance, with this new feature you don't have to wait to get the help you need, just select your issue and you will be transferred to a live chat with one of our assistance that will help you solve your problem.