

MTA

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MetroCard History

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.

MTA:
Transit Fares



Date:
1953
About:
The first mass-produced token when the fare was fifteen cents.



Date:
1986
About:
The release of the "bull's eye" token saw a fare increase of \$1, and the elimination of the NYC inscription.



Date:
1992 - 2003
Designer(s):
Cubic Transportation Systems.



Date:
1980
About:
The token introduced the first major change to the initial token design, with a stamped "Y" in the NYC inscription.



Date:
1995
About:
This final design was used until tokens were phased out in 2003. The center was cut out in the shape of a pentagon.



Date:
2003 - Present
Designer(s):
Cubic Transportation Systems.

MetroCard History

MTA Statistics

Consumer Insight

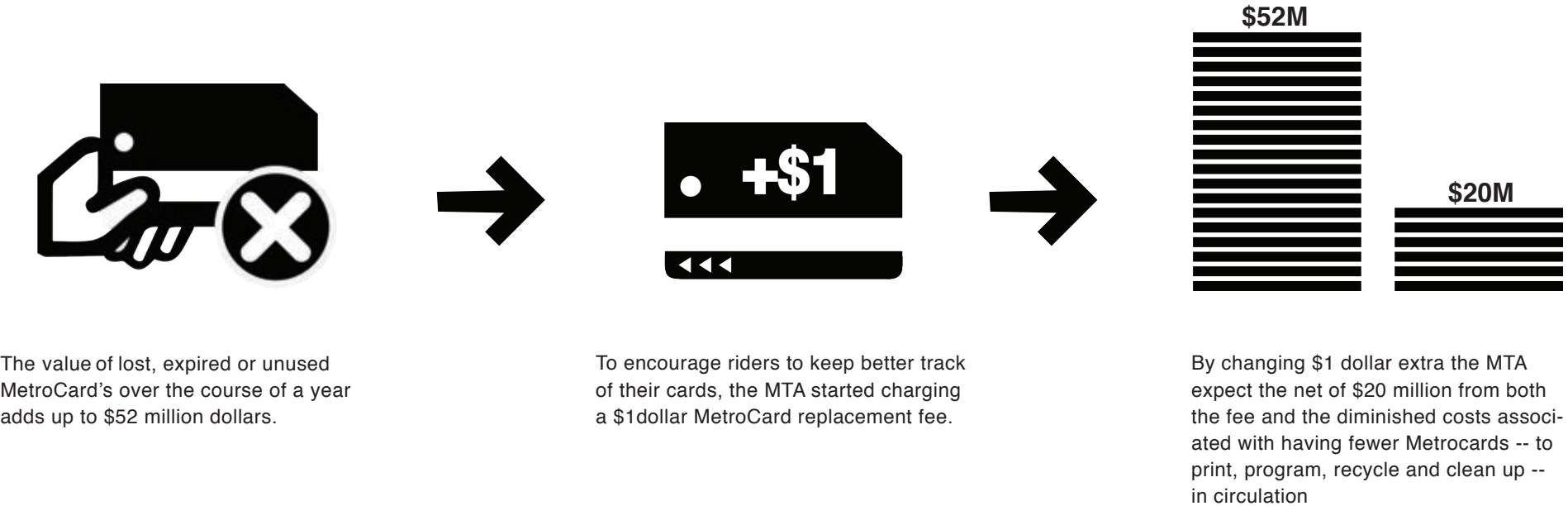
MTA Issues

Solution

Statistics

Each MetroCard stored value, each card is assigned a permanent ten-digit serial number, when a MetroCard is purchased, and fares are loaded onto the card, the MetroCard Vending Machine or station agent's computer stores all the amount of the purchase onto the card and updates the database. Throughout the years the MTA have noticed that the majority of unused MetroCard's are lost, misplaced, sit in one's bag/dresser/wallet forever and often get forgotten.

MetroCard
Stability



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Consumer Insight



Personal Background

- Taylor Marquis
- 27 Year Old
- Varista
- Single
- Love Playing Basketball
- Makes 45K a year
- Lives in Broklyn, NY.

Lifestyle

- Taylor Marquis works as a varista for a bar located in 53st.
- He’s always runing on a tight sched-ule specially during the weekends.
- Everyday Taylor leaves his house 20 min. early to caths the train.
- Most of the time Taylor check the subway site to see if his train is working and he can get to work on time.
- The may goal is to save money to be able to buy a car and not worry about the train service.

Challeges

- Walk 4 blocks to get to the train station
- Trains are not running, or are in construction.
- Have to save money to buy a 30 days MetroCard
- Always on a rush.



Personal Background

- Madeline Nia
- 35 Year Old
- Single Mother
- Single
- Enjoys doing Artcraft
- Makes 60K a year
- Lives in Westchester, NY.

Lifestyle

- Madeline is a single mother of two.
- She works in 42st. as a teacher for a middle school.
- Her favory hobbie is working on paper figures with her students.
- Being a single mother is a hard work for her because, she has to make sure her kids get the train on time and then run to a different station to go to work.

Challeges

- Save money for kids education
- Get both trains on time
- Not get fired for being late bacause of train dalays.
- Wake up and hope the vending machines are working everythime she has to add fare to her Metro-Card.

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Problems

As if dealing with train delays or constructions wasn't enough users has to deal with getting one of the most important items to use the New York transportation service, and that is the MetroCard, here's a list of the main issues that user have to deal with every day.

MetroCard /
Vending Machines



MetroCard

- A common problem for some transit users is to have a MetroCard with a leftover fare that doesn't add up to a ride.
- The MetroCard is made out of plastic which unfortunately can be damage easily once the MetroCard is damage it will no longer work and you have to remplace it.
- If the card is too damaged for the agent to read, it will have to be mailed to NYC Transit and wait for replacement.

Vending Machine

- Vending machine did not dispense a New MetroCard but your credit/debit account was charged
- Vending machine did not dispense a New MetroCard and failed to return your money
- Most of the time MTA vending machines are out of servicer and you have to go to other station to add a fare to your MetroCard
- The machines have poor maintenance, the screen is always dirty and unhygienic, and the screen are not always responsive.



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Solution

The goal of this project is to introduce a new technology that can replace the MetroCard and provide more service through an application, by eliminating the used of a physical MetroCard and introduce an application that can be used as an epass. The city will be saving more than 50+ millions of dollars that can be used for better train maintenance and get rife off unused, lost, and expired Metro-Cards.

MTA:
A NEW LOOK.

Typeface Family

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

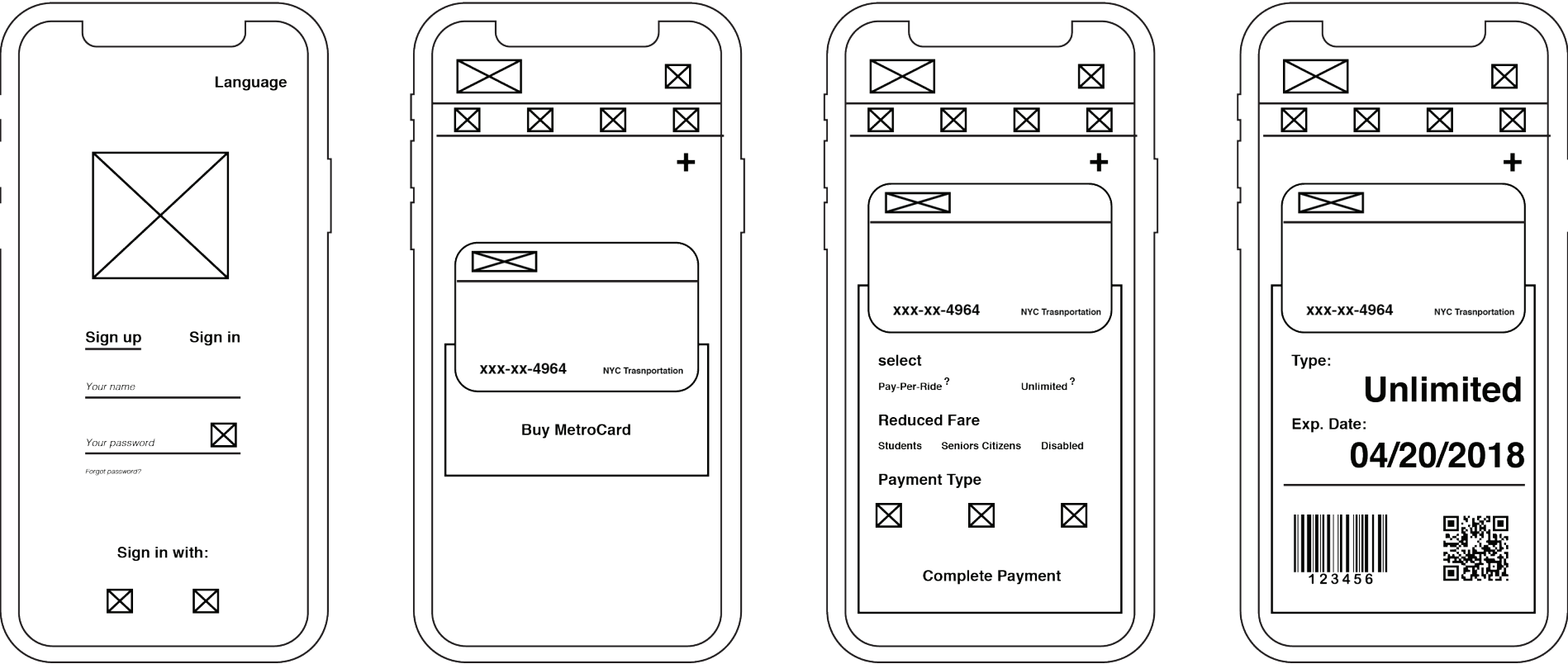


Color

RGB: 43, 57, 144
CYMK: 100, 95, 5, 0
Hex #: 2B3990



Log in / Getting MetroCard



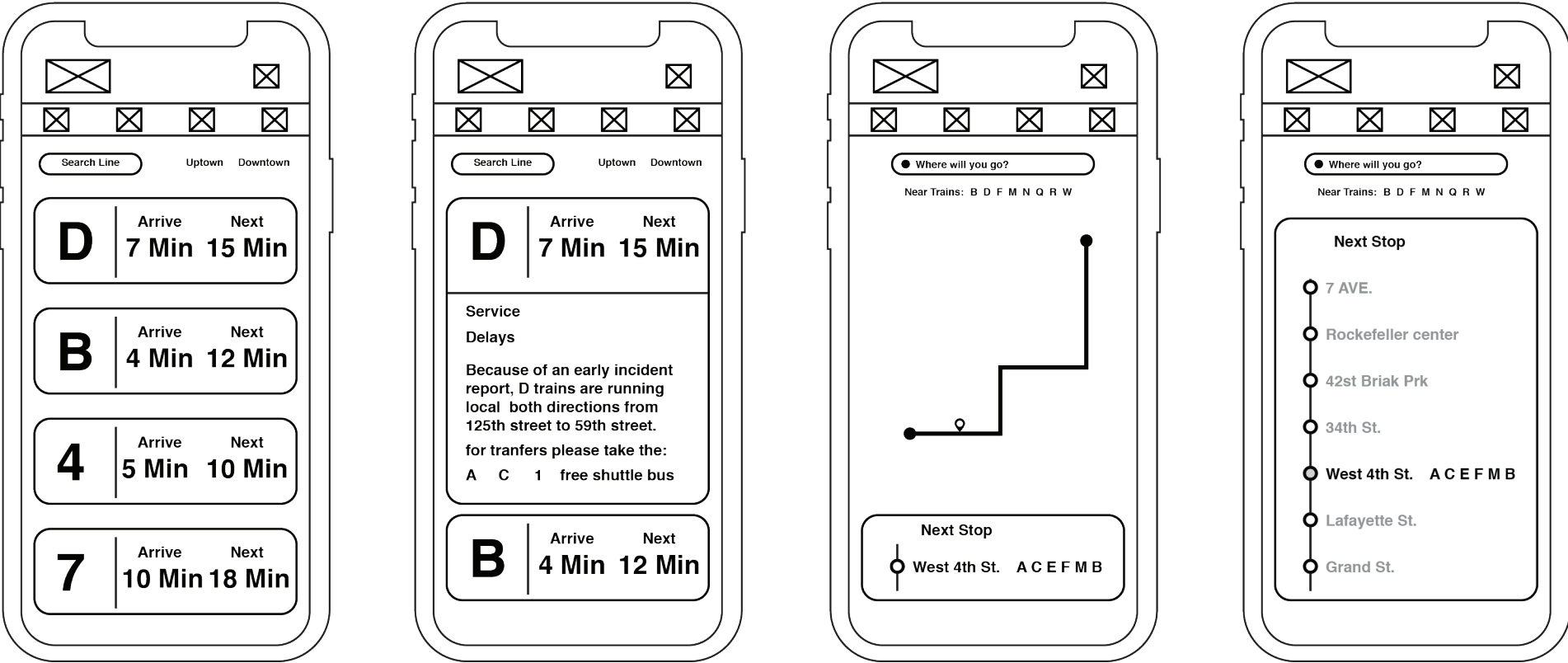
Language Option: We want to make sure every user feels welcome and have a great experience when using our service without any language barriers. The user will have to create an MTA account. or sign up with their Apple pay or Samsung pay.

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.

Once you select your MetroCard you will be able to select the type of MetroCard you want: pay-per-ride or Unlimited. We also include a Reduce Fare for Students, Senior Citizens and Disable People, as for payment options you have the choice to add your credit card or pay with your Samsung or Apple pay account.

After your payment is completed you will be sent back to the main page where now you will see your card digit numbers, type, exp. date and scan code.

Line service / Map



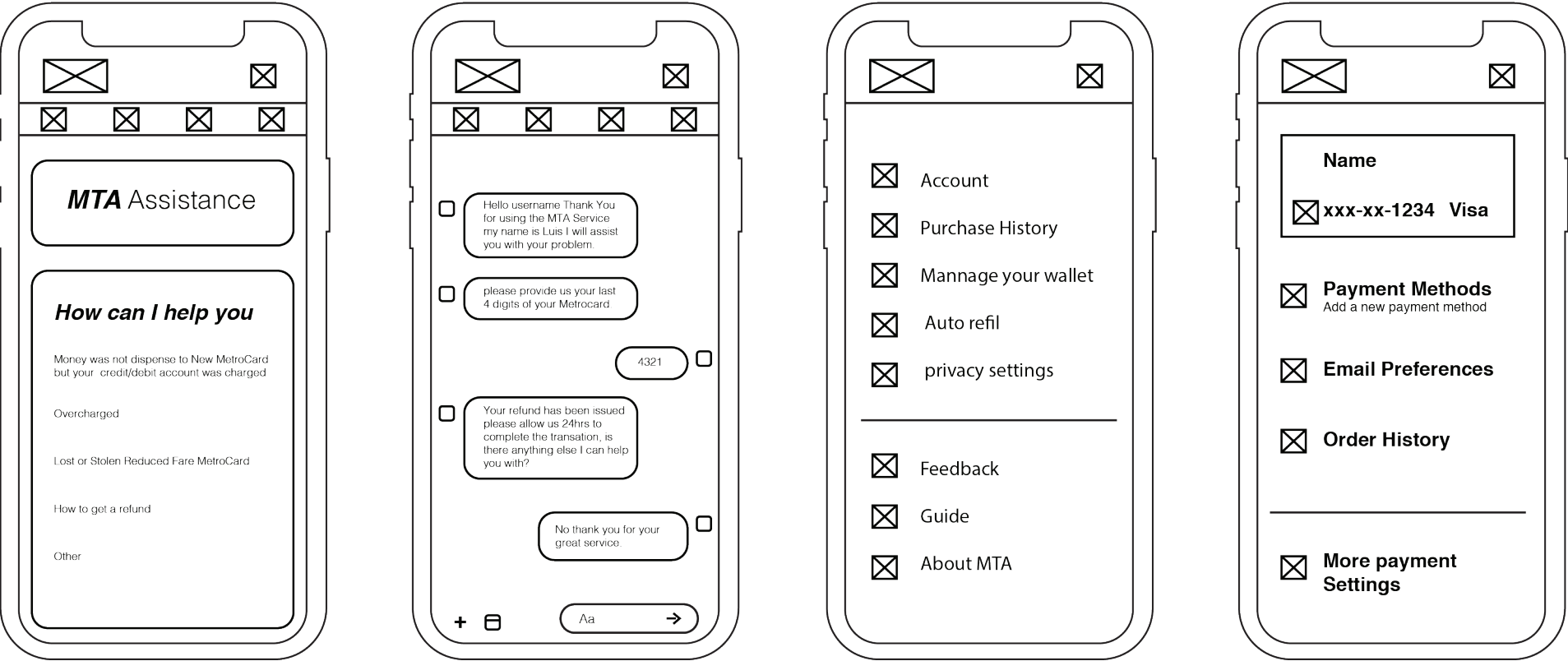
No more rush, now you can check the train line inside the app, you can see the train line on the left side and when the next train will arrive at the station.

you can also check your train service for delays, and transfers available to you in case of any problem with your train service.

Plan your next trip easy and fast. with the new map 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.

MTA Assistance / Profile Settings

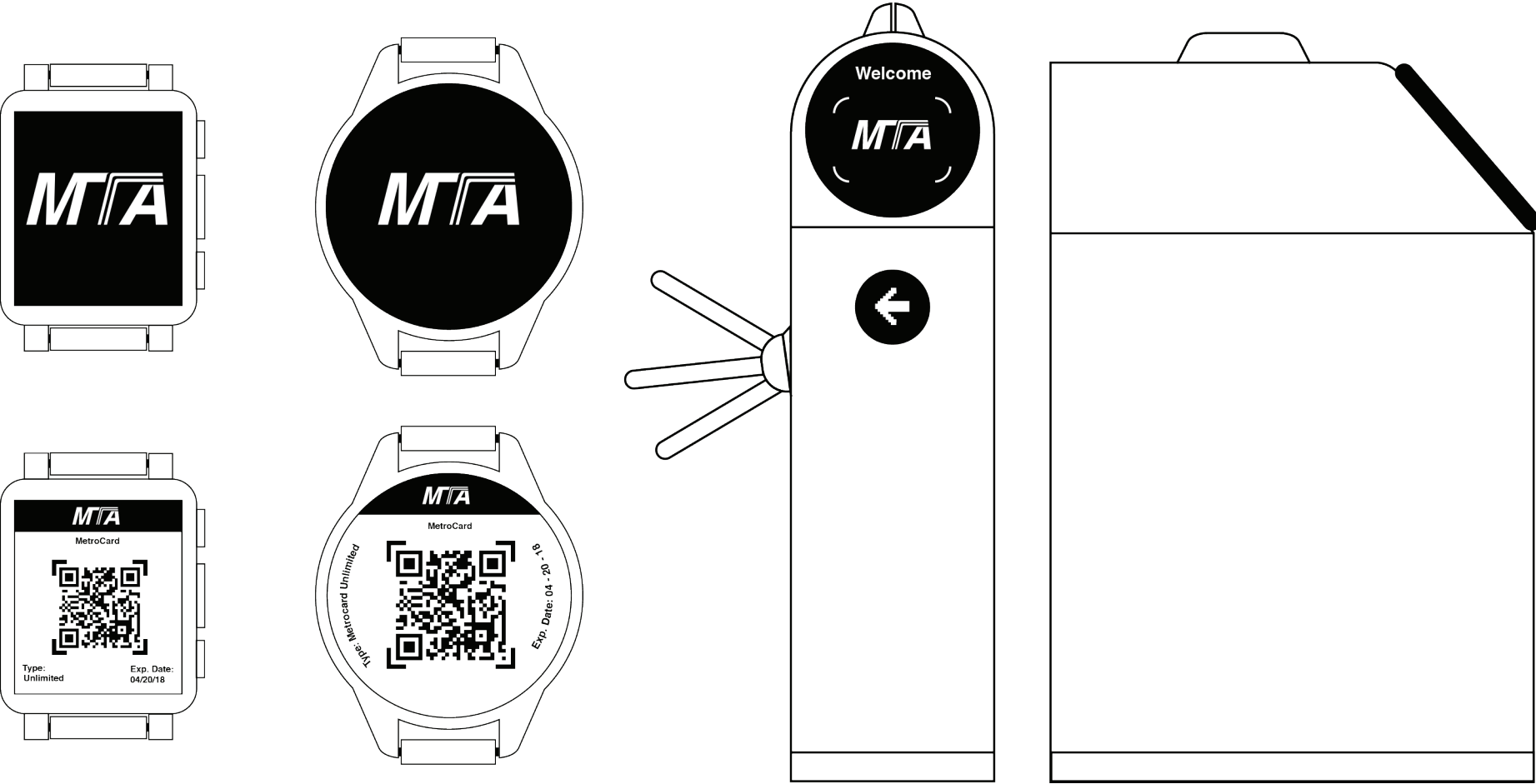


We want to introduce you the new MTA Assistance, with this new feature you don't have to wait to get the help you need, just select your issue and you will be transferred to a live chat with one of our assistance that will help you solve your problem.

Here our assistance will tell you what to do base on the issued and the info you provide. All chats will be saved and sent to your email for your personal record.

Every user will have access to their accounts where they will be able to see their purchase history, payment methods, privacy settings and much more.

You can have more than one payment option, control your payment setting and email preference or your purchase for your personal record.







A FAMILIAR FACE NOW DIGITAL.

INTRODUCING
THE NEW
METROCARD



