

# Seattle Transit Design Brief

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## Audience

*The populations who interact with Seattle Transit include the following:*

- **Commuters:** These are people who use the transit every day to get to or from work or other consistent commitments.
- **Travelers/Tourists:** These are people who are visiting Seattle
- **Routine Riders:** These are people who are residents of Seattle and use transit to accomplish chores or for access to other parts of the city
- **Fare police:** These are paid officers who check if riders paid the fare
- **Children:** These are people under the age of 18
- **Students:** These are people going to school
- **Elderly:** These are people 65 years old and older
- **Homeless people:** Any person who does not have a consistent place to sleep
- **Pets:** These are animals that live with humans, most dogs in this case
- **Bike Riders:** People who ride bikes, and might bring their bikes on their transport
- **People with disabilities:** People who have diverse abilities and therefore need accessible features to travel

## Purpose

*Seattle Transit strives to*

- **Transport** people to their desired locations
- **Provide safe travel** and support for unsafe situations
  - COVID-19 updates were prominent on the website
  - Hotline for safety concerns
- **Support sustainable travel**
  - Each different type of travel had their own specific sustainable initiatives
- Assist in **trip planning**
  - Functions to show how to get from one location to another
  - Suggestions for applications that would support trip planning
- **Update** riders about scheduling changes
  - Various different methods, See communications

- Provide different methods of transportation
  - Bikes
  - Busses
  - Rideshare/Vanpool
  - Rail Travel
  - Water taxi
  - Train Travel
- Allow accessible travel

## Communication

Seattle Transit communicates in the following ways:

- Both King County and Sound Transit have **websites**
- You can sign up for **alerts and updates** via email or text, only for specific routes or for metro updates in general
- There are many different **phone numbers** on each website.
  - Some numbers are to discuss certain topics such as safety or accessibility
  - There is also a line for general concerns
- Occasionally **fare police** announce delays at the link stops
- There are **overhead digital boards** announcing what time the next train will arrive
- **Printed time schedules** are mounted at bus stops
- Information is also available via **RSS Feed**
  - From what I can tell, this is a simple text feed of updates that can translate into a podcast of verbal announcements.
- Seattle Transit has multiple **social media** platforms.
  - Sound Transit: Facebook, Twitter, Flickr(!), Youtube, Instagram, LinkedIn
  - King County Metro: Facebook, Twitter, Youtube, Instagram
  - New Transit to go Application

## Assessment

Strengths:

- Various travel options presented (water taxi, vanpool etc.), and alternate route options provided
- Online platforms are very informational
  - Provide telephone numbers for additional questions

- Trip planning features attempt to decrease travel uncertainty and prepare riders before they go
  - Website also suggests apps for to go planning
- Extensive background information on policies and developments provided on website
- Fare charts
- Attempts at becoming more sustainable
  - Ex. Ferry changed oil
- Attempts at accessibility
  - Ex. Sound transit has a

### **Weaknesses:**

- Blatant lack of cohesion between different methods of travel, and also the
- Two completely different branches of the public transit have different visual systems and websites.
  - The Sound Transit also doesn't appear to connect or provide information on King County Transit
- Accessibility features are present but minimal
  - Sound transit
- Difficult to access accurate train information without access to internet or cell phone

### **Online Platform**

- Too many different colors between King County and Sound Transit
- Some color coding, with the three green buttons across all King County Transit
- Multiple website layers to reach the desired information
- Dead links, or phone numbers that are expired

### **General experience:**

- Common complaints of public transport being late
- Fare police are abrasive and unnecessary
  - Make riding the train less pleasurable
- Orca card scanners are small and not intuitive to riders
  - Forget to tap off and drain the entire card of money
- Platforms are dingy and dark
  - scary to be waiting for a train alone at night
- Cell reception and internet at certain platforms is unreliable

### **City of Reference: Hong Kong**

<http://www.mtr.com.hk/en/customer/tourist/index.php>

<https://apps.apple.com/us/app/mtr-mobile/id369295276>

<https://www.citymetric.com/transport/no-hong-kong-has-best-transport-system-world-mtr-trams-boats-4148>