



Interactive Zone Map

*Making transit easier for
low-frequency riders*

The Interactive Fix-It Force:

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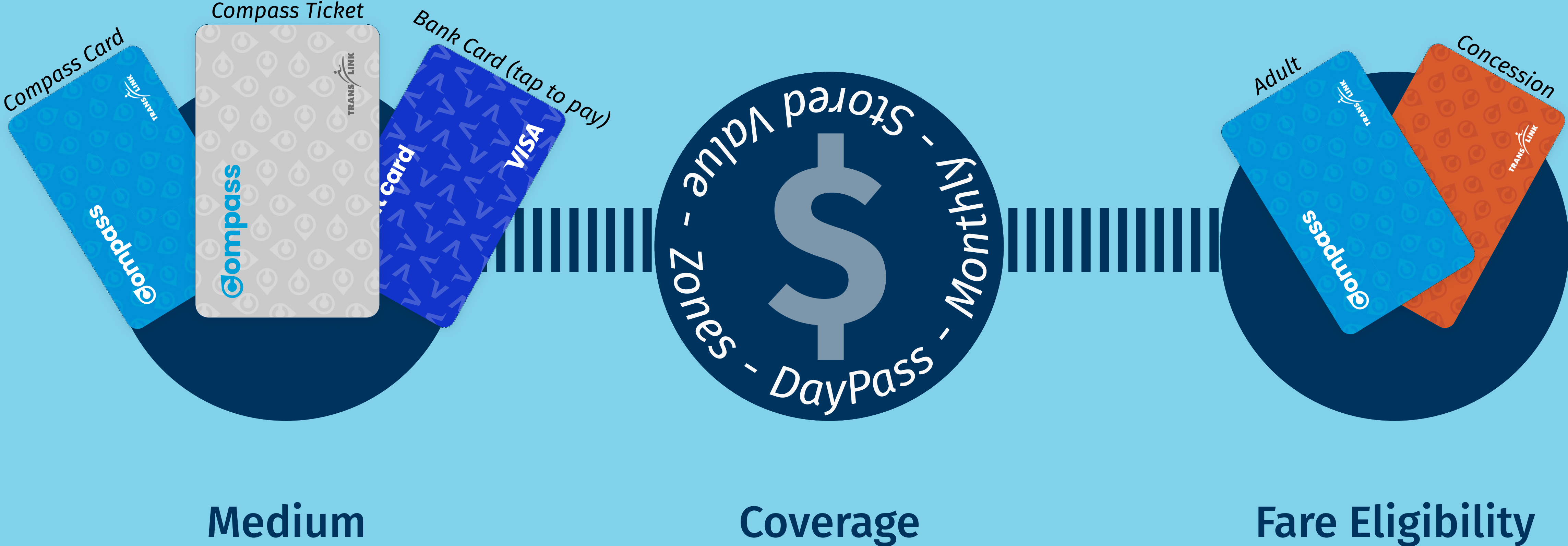


TransLink's Customer Experience (CX) Leaders

Melika Irannezhad

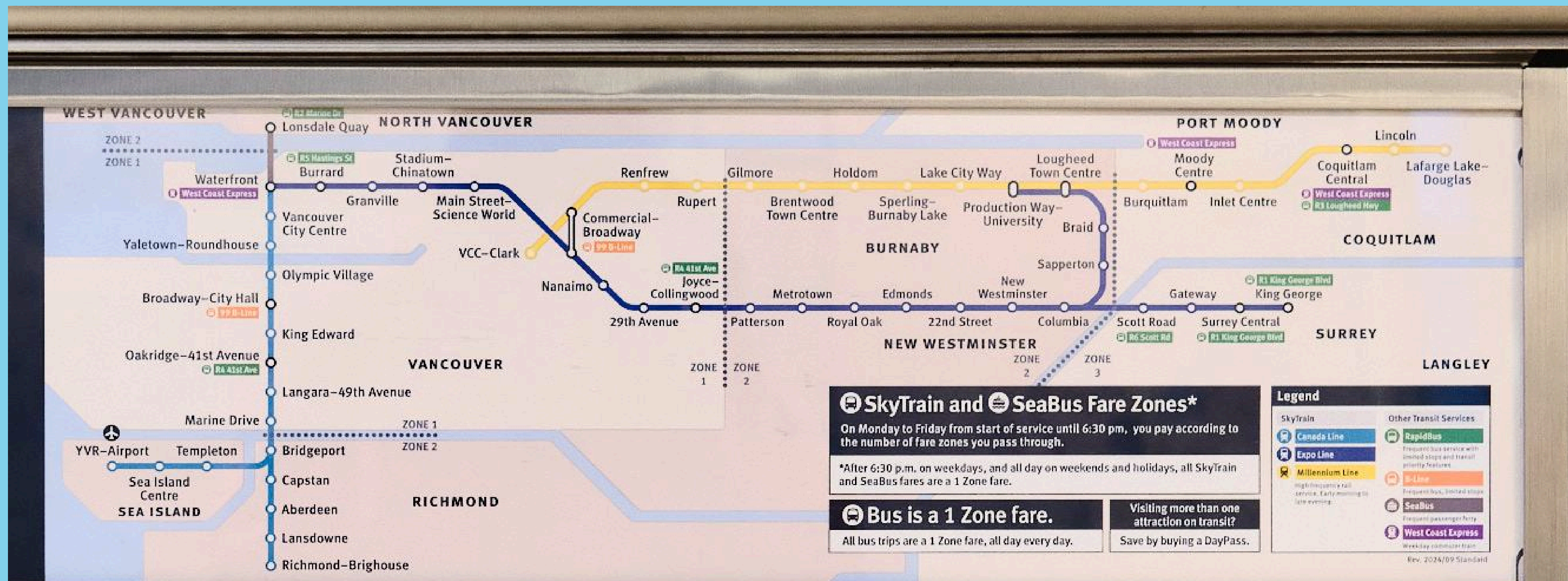
Angelica Victoria

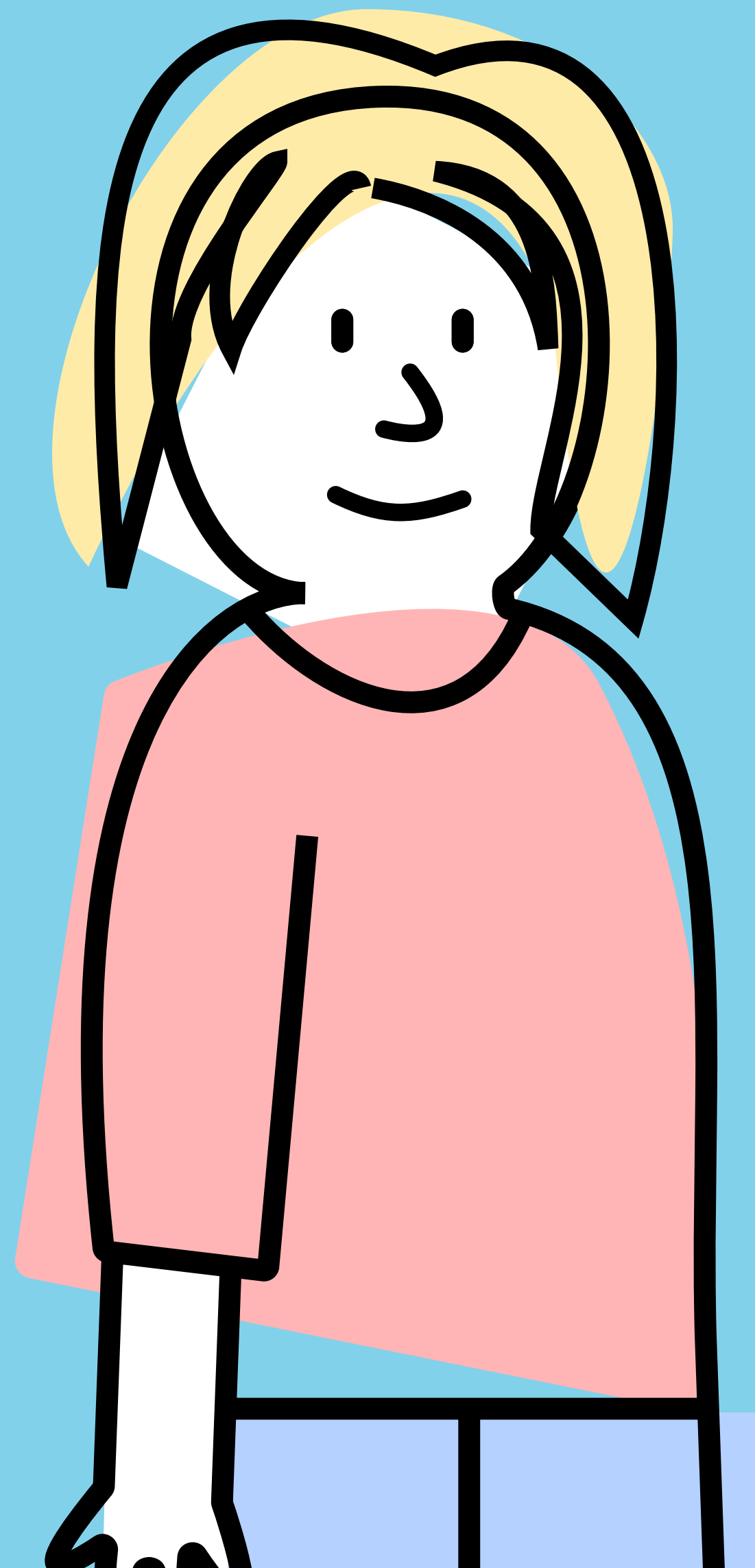
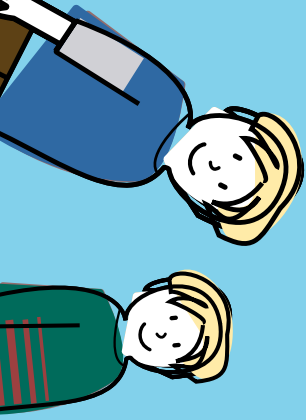
Fare Purchasing Decision Points



The SkyTrain/SeaBus fare “zone” system

The network has three zones on weekdays during the day and changes to one zone in the evening and on weekends and holidays.





This is Ella-Grace

Ella-Grace—visiting from Montréal with her two sons—wants to go from her hotel at Waterfront to Metrotown on a Sunday.

This is her first time riding Vancouver's transit system.

Buying her first ticket

Ella-Grace wants to get from Waterfront to Metrotown on a Sunday morning. She sees that it'll be a two zone fare to get to Metrotown on the map.

What ticket do I need to get to Metrotown?



Buying her first ticket

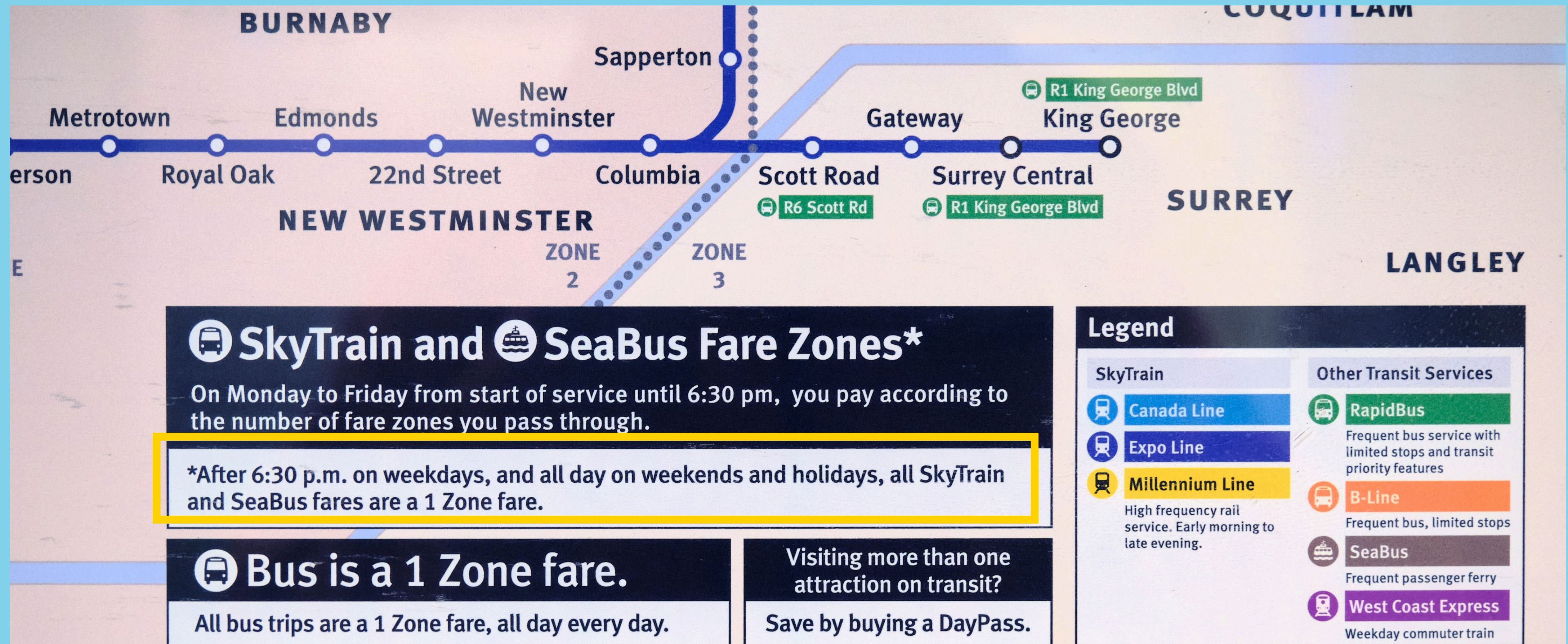
Since it is a weekend when the entire SkyTrain system is a one-zone fare, Ella-Grace is confused when it shows she can only buy a one zone fare.

1 Zone? Or a 2 Zone? That's a 1 Zone and that's a 1 Zone...



Buying her first ticket

The map actually states the SkyTrain is a 1-Zone fare on weekends. But Ella-Grace is too focused on figuring out her fare coverage. She ends up overlooking the small text in favour of the visual map.



Design Focus

How might we illustrate the zone-based pricing structure at the Compass Vending Machine—in accordance to TransLink's constraints—to reduce low-frequency transit users' cognitive load when deciding the fare coverage they need to get to their destination.

Interactive Zone Map

A dynamic transit map displaying the current fare zones in effect.

When riders select the number of zones to purchase on the CVM's interface, the map displays where the rider can travel.

This would have to be a digital map on a screen.



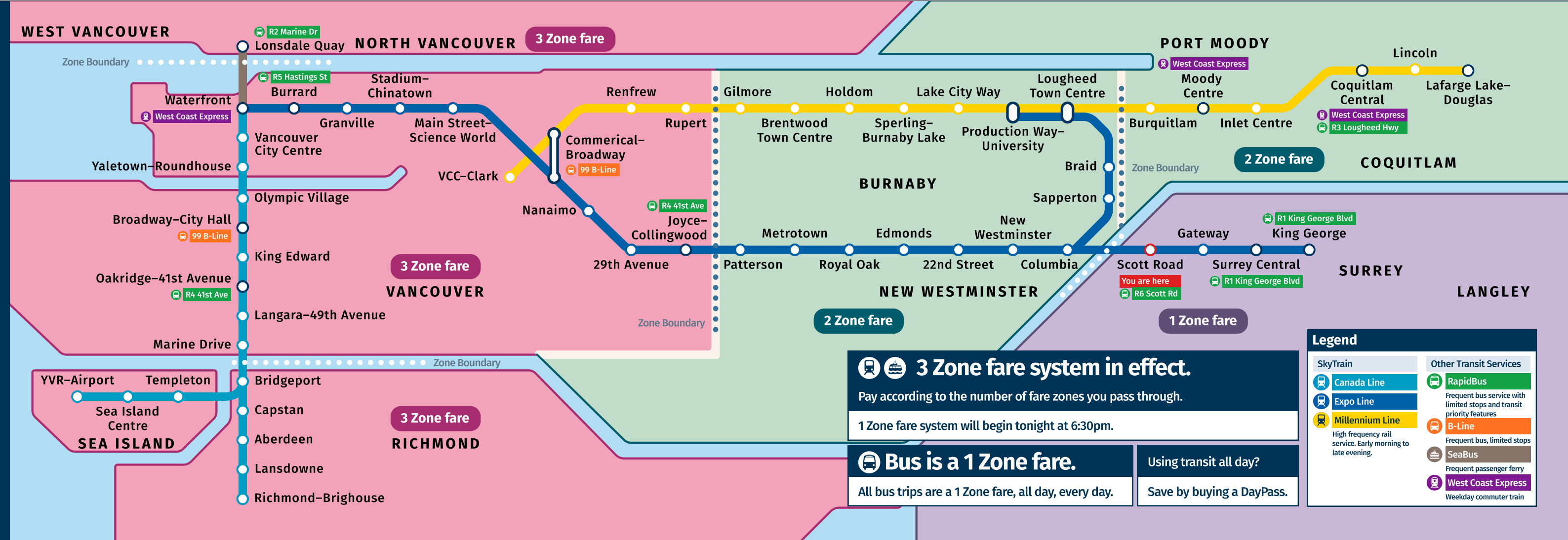
Physical mockup in use at Scott Road Station



Metrolink Zone Map



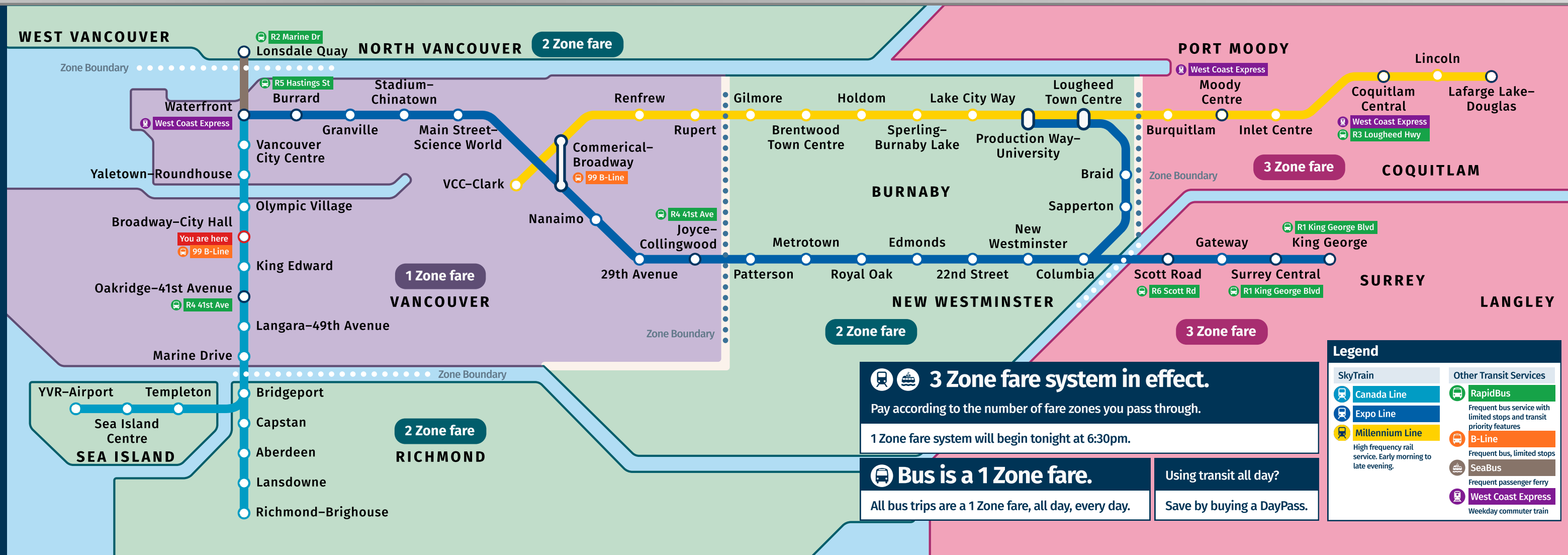
Compass Vending Machine



3 Zone fare system in effect.



Compass Vending Machine



3 Zone fare system in effect.

Pay according to the number of fare zones you pass through.

1 Zone fare system will begin tonight at 6:30pm.

Bus is a 1 Zone fare.

All bus trips are a 1 Zone fare, all day, every day.

Using transit all day?

Save by buying a DayPass.

Legend	
SkyTrain	RapidBus
Canada Line	Expo Line
Expo Line	B-Line
Millennium Line	SeaBus
SeaBus	West Coast Express
West Coast Express	Weekday commuter train

Frequent bus service with limited stops and transit priority features.

Frequent bus, limited stops.

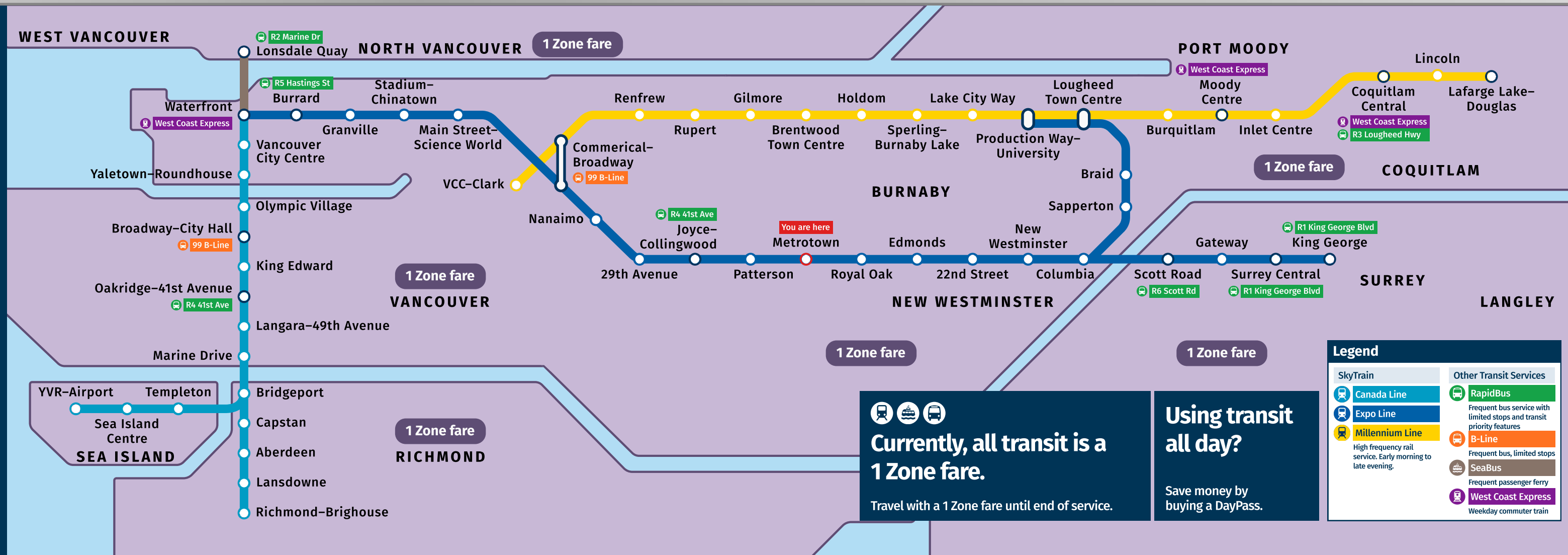
Frequent passenger ferry.

Weekday commuter train.

1 Zone fare



Compass Vending Machine



Currently, all transit is a 1 Zone fare.

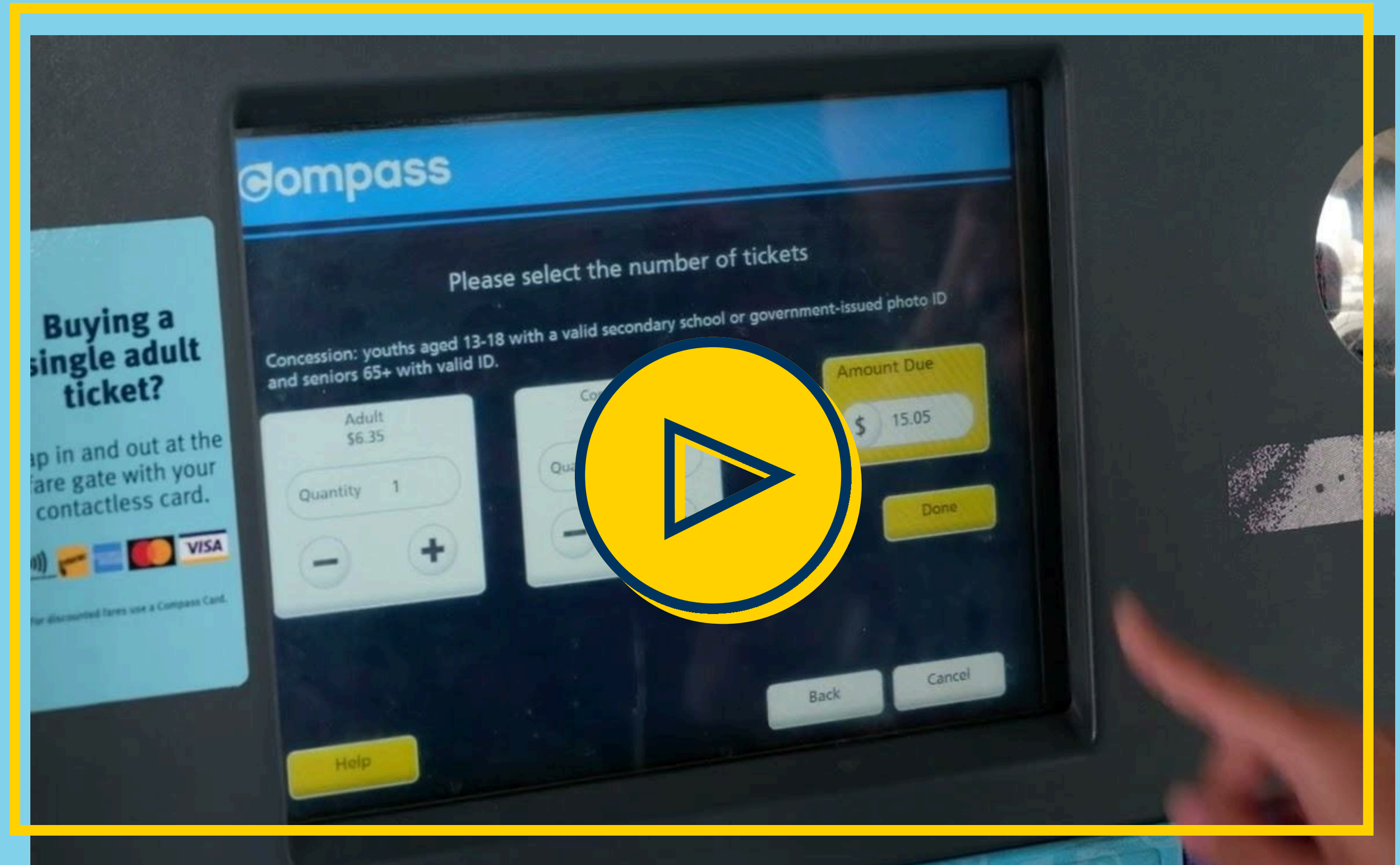
Travel with a 1 Zone fare until end of service.

Using transit all day?

Save money by buying a DayPass.

User Journey

This is Elijah

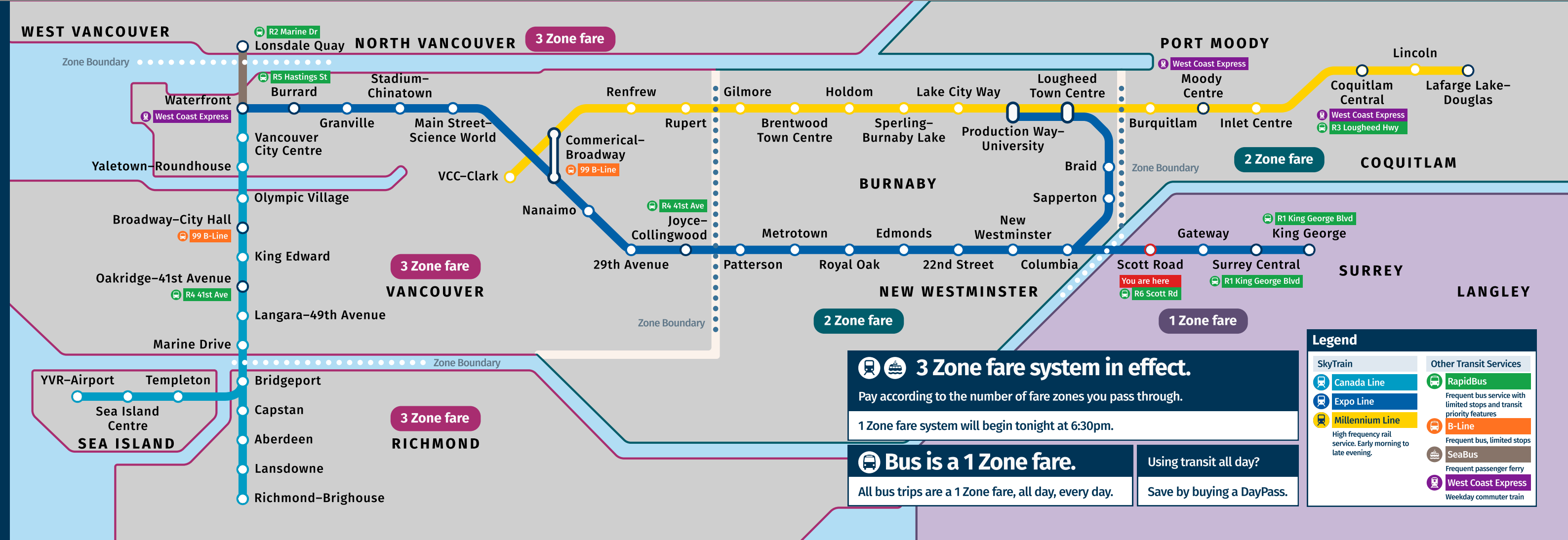


Watch the video above the slides

Entering a 1 Zone fare



Compass Vending Machine



3 Zone fare system in effect.

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1 Zone fare system will begin tonight at 6:30pm.

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Using transit all day?

Save by buying a DayPass.

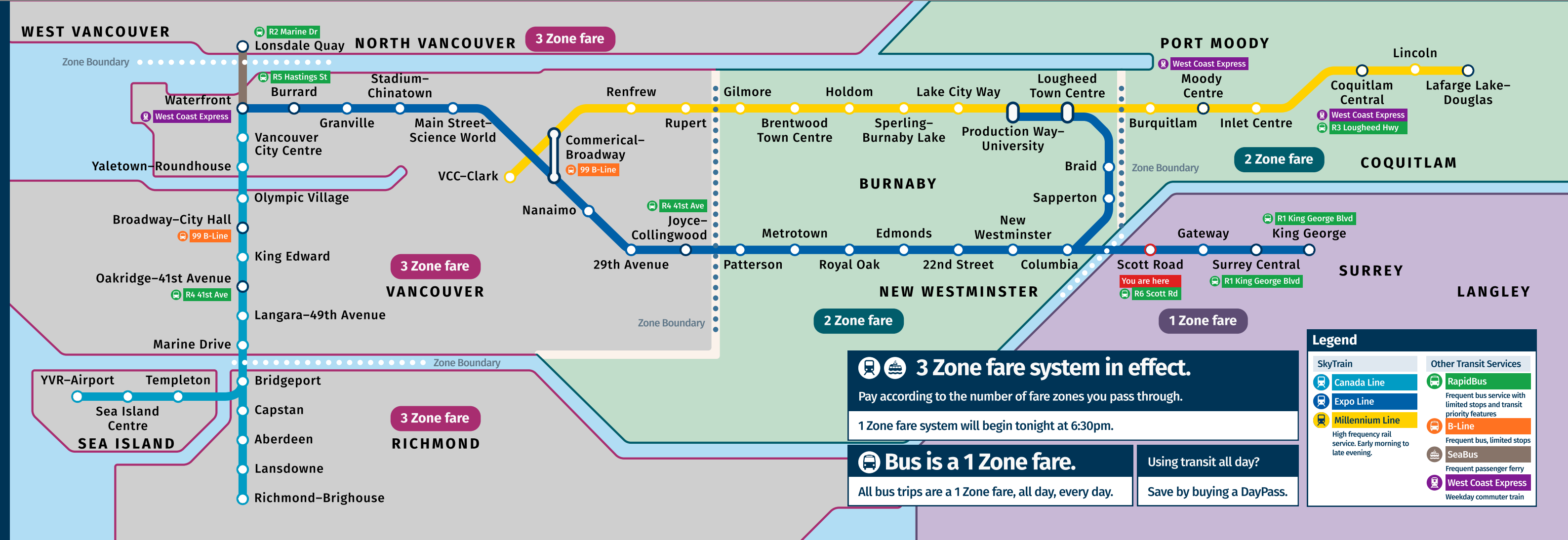
Legend

SkyTrain	Other Transit Services
Canada Line	RapidBus
Expo Line	Frequent bus service with limited stops and transit priority features
Millennium Line	B-Line
High frequency rail service. Early morning to late evening.	Frequent bus, limited stops
	SeaBus
	Frequent passenger ferry
	West Coast Express
	Weekday commuter train

Entering a 3 zone fare



Compass Vending Machine



3 Zone fare system in effect.

Pay according to the number of fare zones you pass through.

1 Zone fare system will begin tonight at 6:30pm.

Bus is a 1 Zone fare.

All bus trips are a 1 Zone fare, all day, every day.

Using transit all day?

Save by buying a DayPass.

Legend

SkyTrain	Other Transit Services
Canada Line	RapidBus
Expo Line	Frequent bus service with limited stops and transit priority features
Millennium Line	B-Line
High frequency rail service. Early morning to late evening.	Frequent bus, limited stops
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Value Proposition

Transit Riders

- Reduce the need to learn about the zone-based system
- Reduce confusion with conflicting information

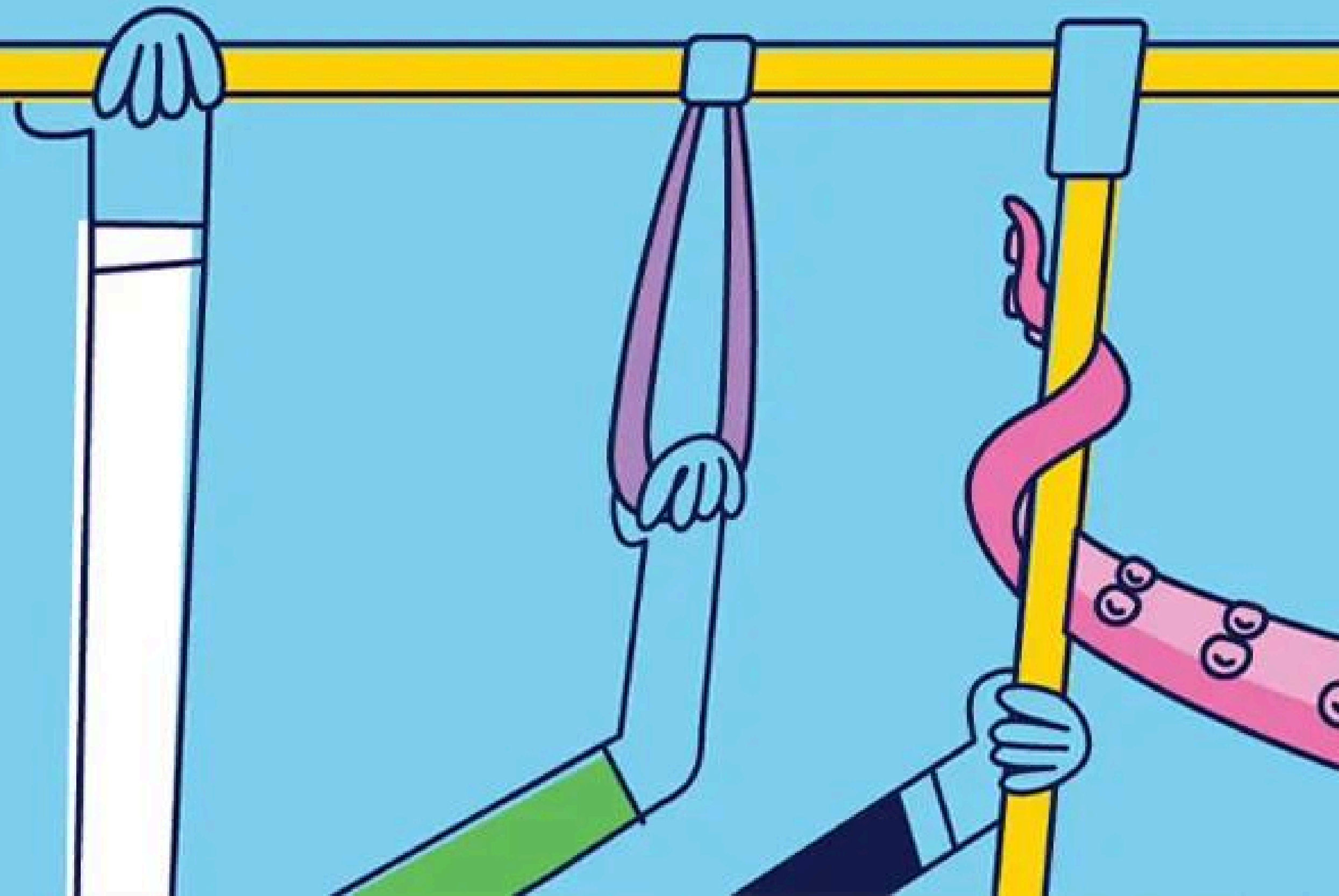
TransLink

- Reducing friction throughout riders' journey
- Positive experience → increase in ridership
- Minimize stress for customer service employees

steps

The next ~~stations~~ are...

- Feasible “mild” implementation
- Distance-based pricing fare map
- Website implementation draft



A Scrolling Billboard

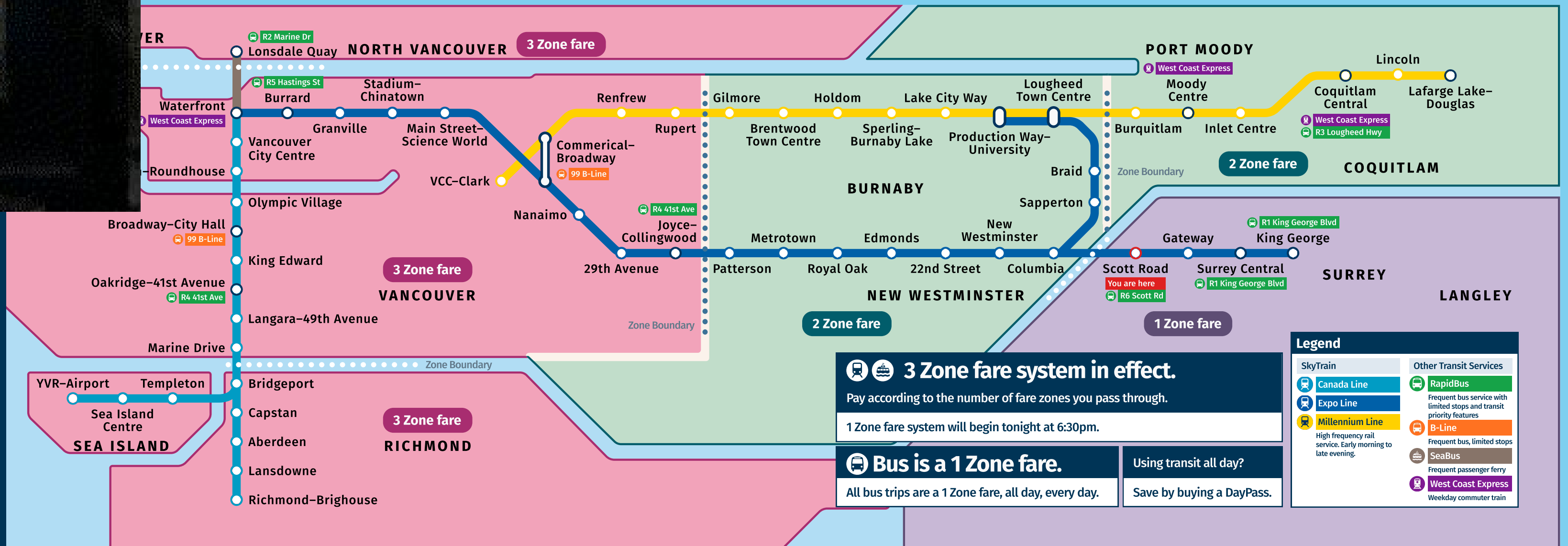
A motorized scrolling CVM map that flips between the two versions of the map when the fare system changes between peak and non-peak hours.

- Always shows the current fare system in effect
- No need for a CVM software update and digital screen



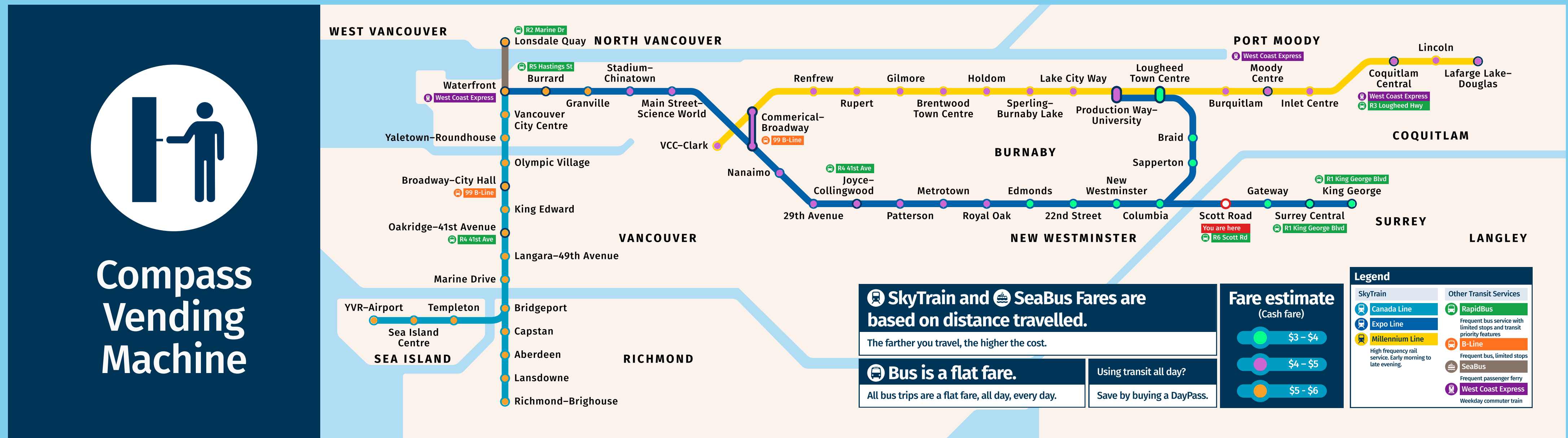
Example of a scrolling ad billboard.

youtu.be/pOHC7Li5TCQ?t=25.



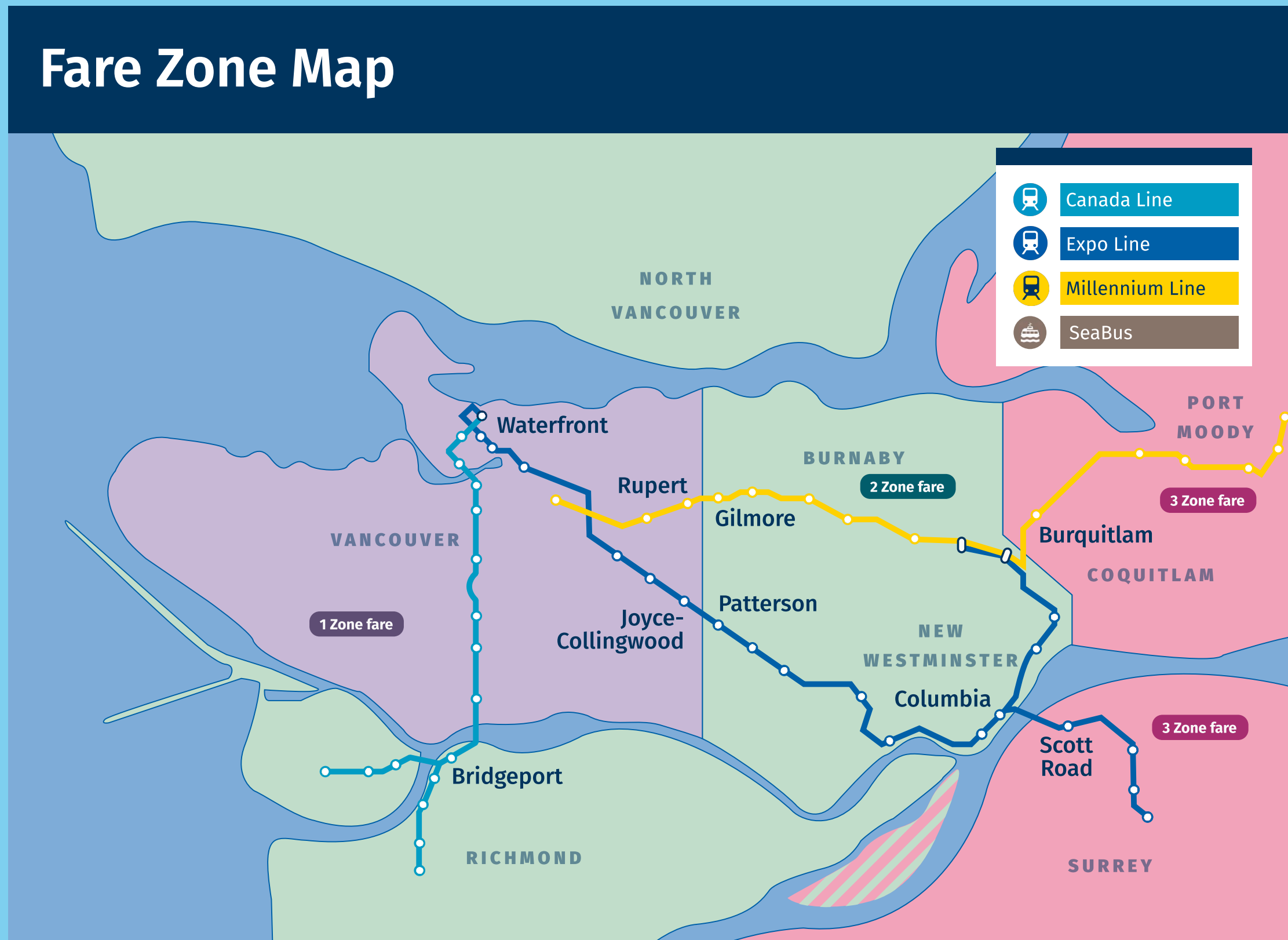
Distance-Based Fare Map

Users are given fare estimates for their trip from the current station. Each station dot colour has a specific dollar range.



Website Implementation (draft)

Combine the existing fare estimator with a visual aid



ESTIMATE YOUR FARE

Where are you going

From

Vancouver

To

Surrey

Fare Type

Adults
19-64

Concession
13 to 18 and 65+

When are you going?

Weekday
before 6:30pm

Weekday
after 6:30pm

Weekend &
Holidays

Total

\$3.05

3 zone ticket

THANK YOU!

