



YAC Executive Council MEMO

SEPTA Key: Regional Rail Quick Trip Expansion

June 19, 2019

Dear Mr. Knueppel, Mr. Burnfield, and Mr. Heinle:

The SEPTA Youth Advisory Council (YAC) is excited to learn of the introduction of Regional Rail Quick Trip tickets in the SEPTA Key program. The YAC congratulates SEPTA on the continued advancement of the program, and we commend management's efforts to mitigate interruption in revenue and release a product that is ready for the public.

The YAC is writing to provide feedback on the customer experience for young people purchasing a Quick Trip ticket. Unfortunately, in an age where young people experience responsive, intuitive, and hassle-free digital travel guidance on platforms like Uber, Lyft, and Google Maps, the Quick Trip Kiosk UI fails to meet the rising expectations of young people and distances SEPTA from this key demographic.

While we understand that Conduent is responsible for the design, SEPTA has spent in excess of \$30 million in change orders to work towards [a system that Conduent claims](#) will "dramatically improve the customer experience"; yet, the YAC is disappointed by the contractor's failure to fulfill their own original charge.

This does not bear small consequences: the YAC sees the ability of SEPTA Key to match our competitors' intuitiveness as pivotal to the success of SEPTA as a business, as SEPTA's success drives the success of the Greater Philadelphia region and the Commonwealth.

We encourage members of SEPTA management and Conduent to engage with millennials in future technology projects. We are hopeful that the parties will make every attempt to improve the Quick Trip Kiosk UI before extensive rollout and that we are able to proactively, rather than reactively, provide feedback moving forward.

Prepared and Submitted by:

A handwritten signature in black ink, appearing to read 'Will Herzog'.

Will Herzog
Executive Chair

A handwritten signature in black ink, appearing to read 'Evan Wise'.

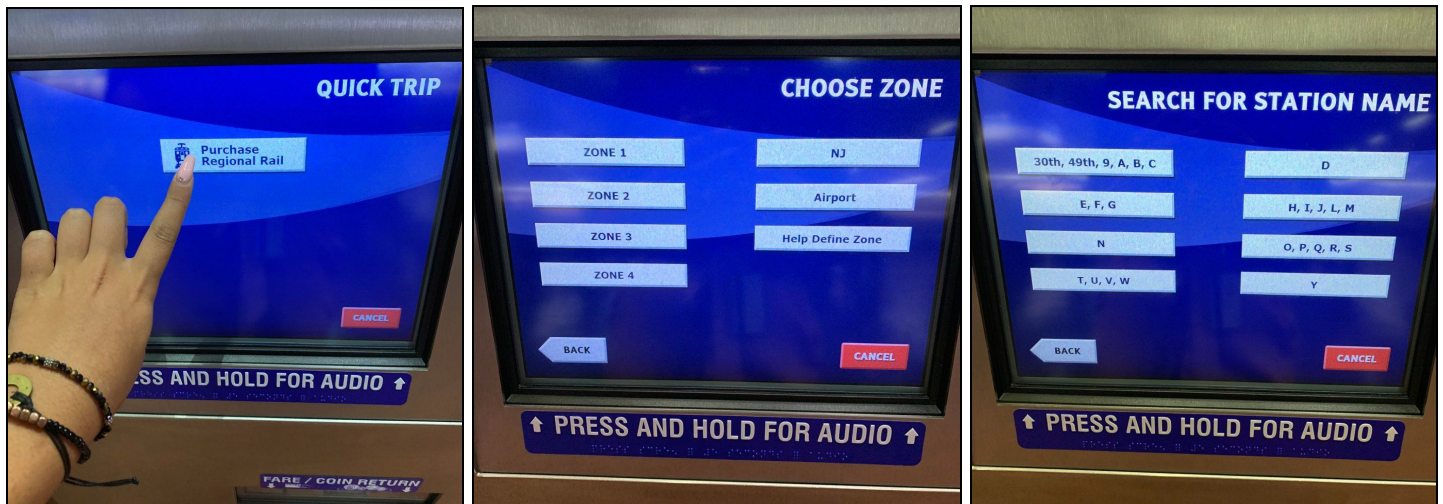
Evan Wise
Executive Vice-Chair

A handwritten signature in black ink, appearing to read 'Jake Madeson'.

Jake Madeson
Secretary

SEPTA Key: Regional Rail Quick Trip Expansion

Key Kiosk UI



The series of prompts seems to have been developed for commuters. However, this base of knowledge is incompatible with that of an infrequent rider — the target customer of a Quick Trip ticket.

Expecting an infrequent user to understand fare zones or to need “help defin[ing]” a zone worsens one of the two primary barriers to young people using public transit: complexity. Previously, a sales agent or conductor would simply sell a ticket when you tell them your destination. Now, with SEPTA Key, we expect infrequent customers to learn the complexities of zone travel before they enter the system.

The solution is simple: our interface should mirror our neighboring cities’ systems and present three options: “Choose a Line,” “Choose a Destination,” or “Choose a Zone.”

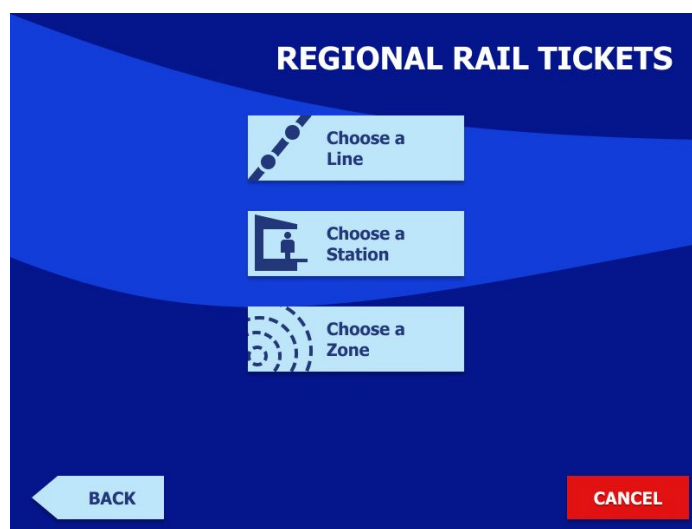
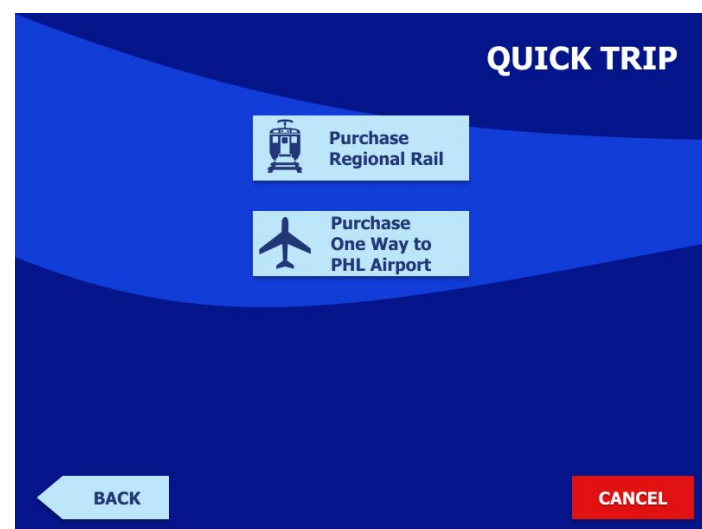
Additionally, reducing the spacing between the columns of buttons makes the user interface easier to eye scan, especially for the letter and station selection screens.

Key Kiosk UI Suggestions

One of our YAC members, Melody, designed a mockup of what these suggested changes may look like:

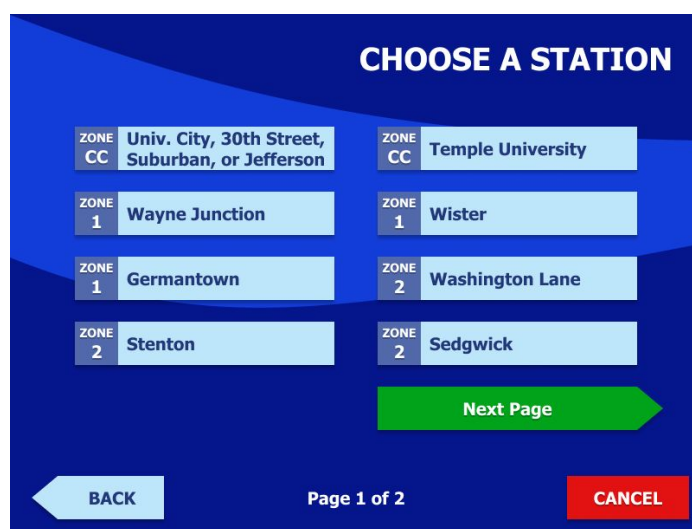
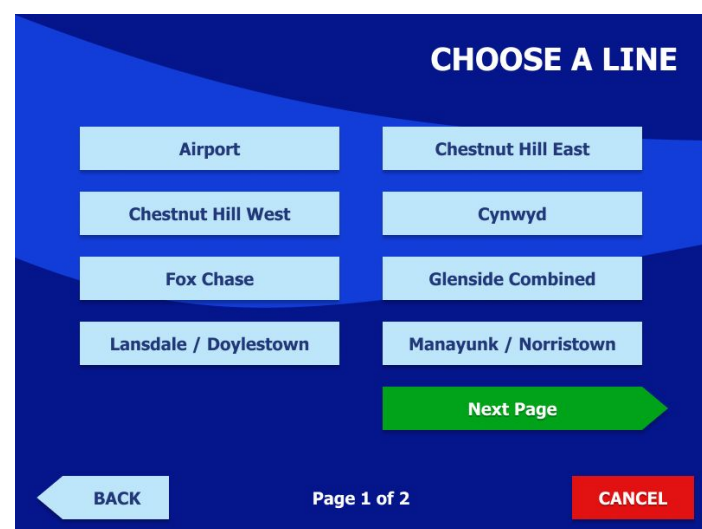
A clickable prototype can be found online at <https://bit.ly/2FbS1Lz>

The Quick Trip screen features an additional “*Purchase One Way to PHL Airport*” button. The button goes directly to the payment screen for a Zone 4 ticket. This reduces confusion for visitors who are the least likely to be familiar with the system and may otherwise have trouble navigating the machine, while bolstering efforts to enhance customer experience on the Airport Line.



If “*Choose a Line*” is selected, a list of lines is shown.

Once a line is selected, a list of stations appear, sorted by distance from Center City. A zone indicator is added for reference next to each station. Additionally, two options are added for Zone CC stations. Temple University is listed separately due to ticket collection after conductor swaps at Suburban Station.



If “Choose a Station” is selected, a list of alphanumeric ranges is shown.

Note that 9-49 has been moved to its own button to reduce confusion. Additionally, the Y button have been consolidated, because there is only 1 station in the system starting with that letter (Yardley).

Once a range has been selected, a list of stations are displayed alphabetically. A zone indicator is added for reference next to each station.



SEARCH FOR STATION NAME

9 - 49	A - C
D	E - G
H - M	N
O - S	T - Z

BACK CANCEL

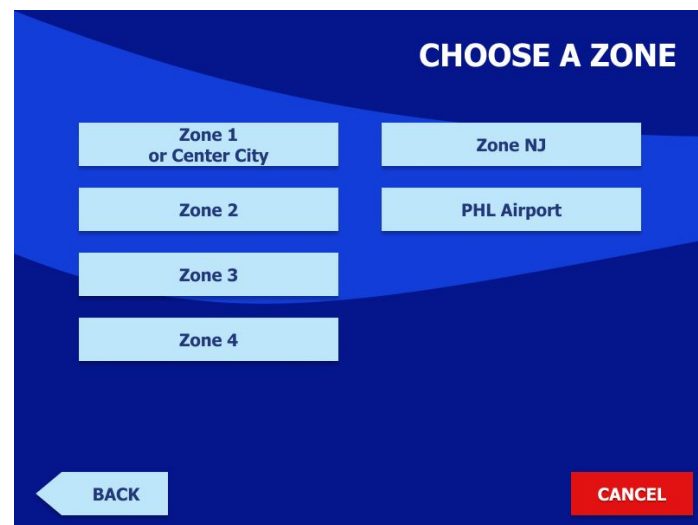


CHOOSE A STATION

ZONE 4	9th Street Lansdale	ZONE CC	30th Street
ZONE 1	49th Street		

BACK Page 1 of 1 CANCEL

For more experienced riders who know what zone their station is in, the “Choose a Zone” button displays a list of zones, and users can directly purchase tickets by zone.



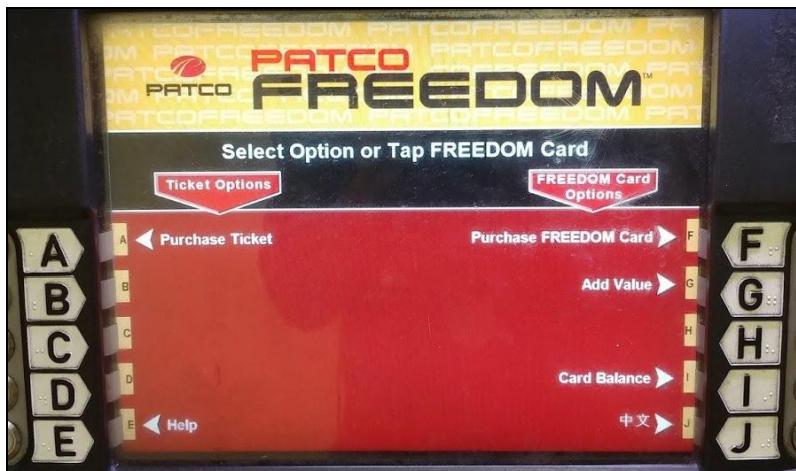
CHOOSE A ZONE

Zone 1 or Center City	Zone NJ
Zone 2	PHL Airport
Zone 3	
Zone 4	

BACK CANCEL

In the following pages, you will find examples of a few of our peer systems.

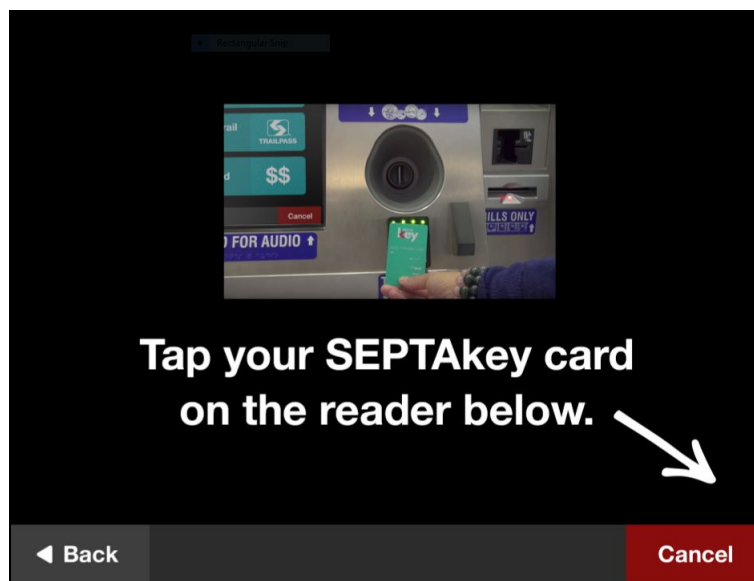
PATCO Kiosk UI



PATCO's directive to select fare option, then select destination, hides the internal language of zone pricing from customers and is clear and easy-to-understand. Furthermore, the arrows guide users where to look on the display.

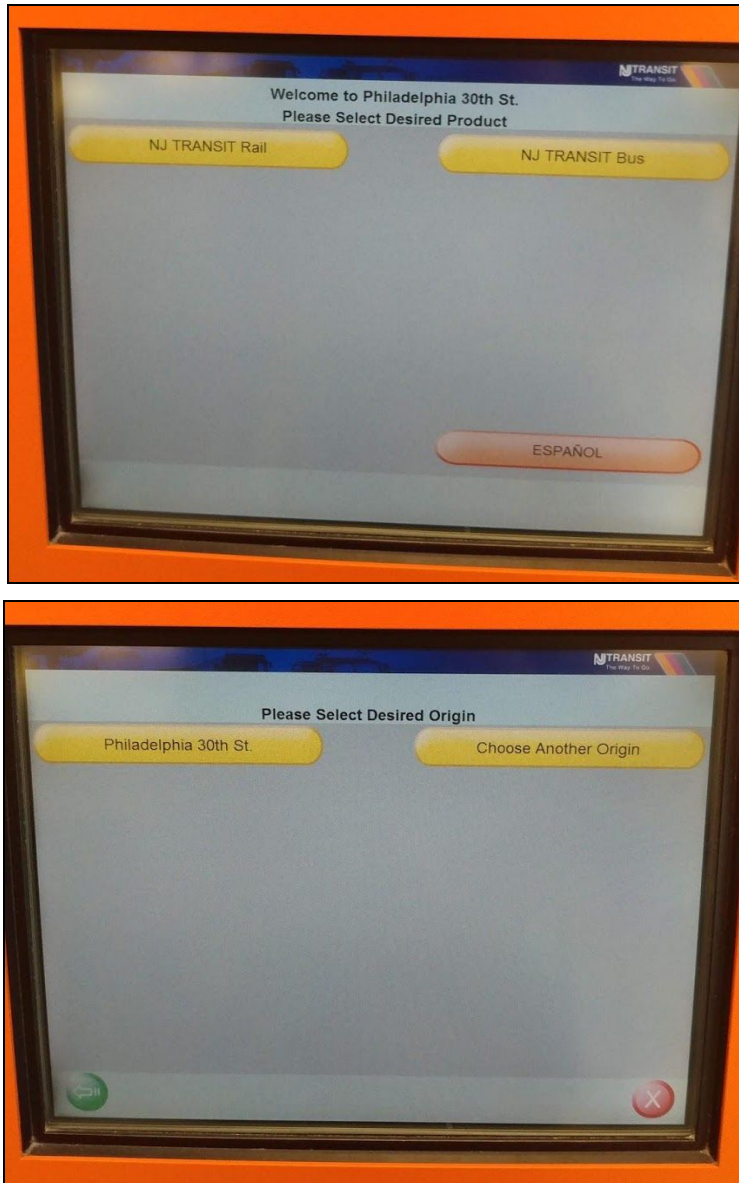
The YAC recognizes that PATCO is a single line system, and guiding customers across five modes is inherently more difficult.

NJ Transit Kiosk UI



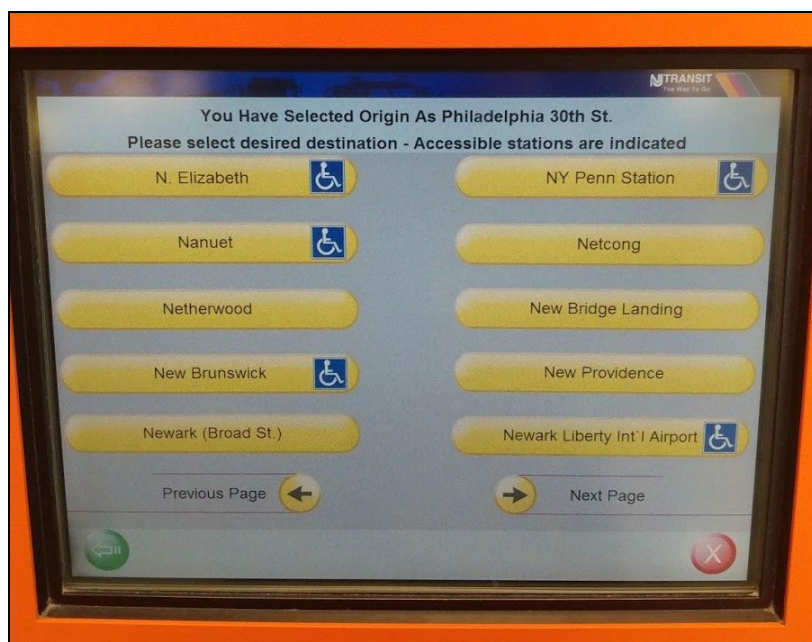
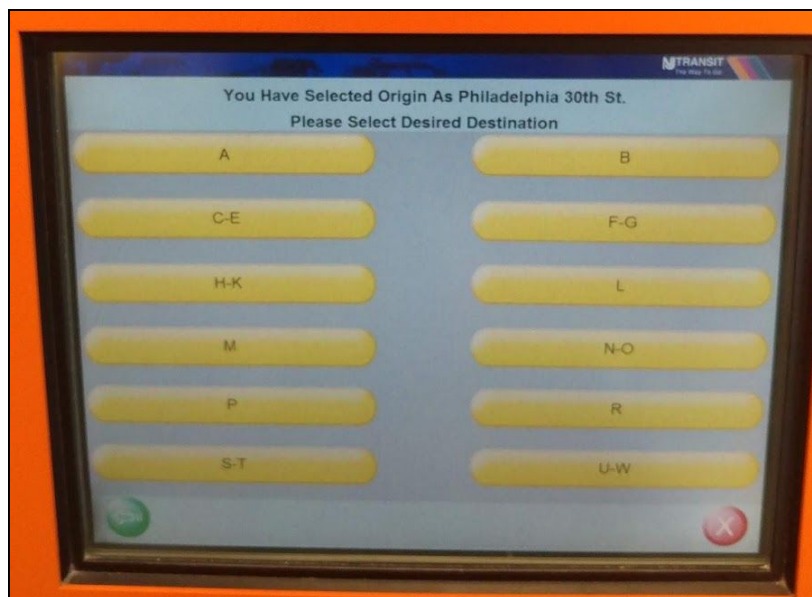
Bottom Image Source: 5th Square, Think Company

NJ Transit's kiosk UI is instructive. It reminds YAC members of the kiosk UI designed by 5th Square and their external consultant Think Company. We think this adds significant enhancement for first-time riders. It is also designed by Conduent.

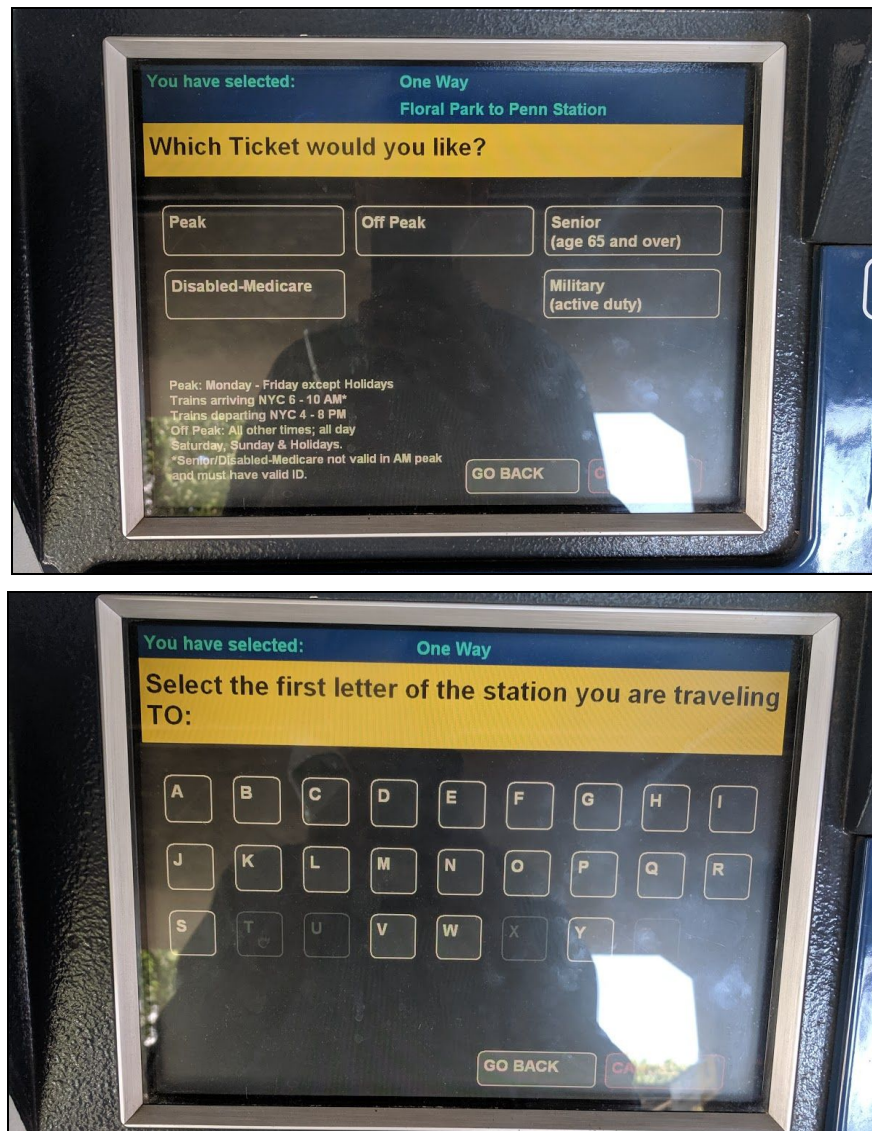


Defaulting to Station Name makes sense and is understandable to the customer.

Separating by mode can be quite confusing for the occasional customer. Luckily, while operational differences remain complex, NJT simply uses “bus” and “rail.”

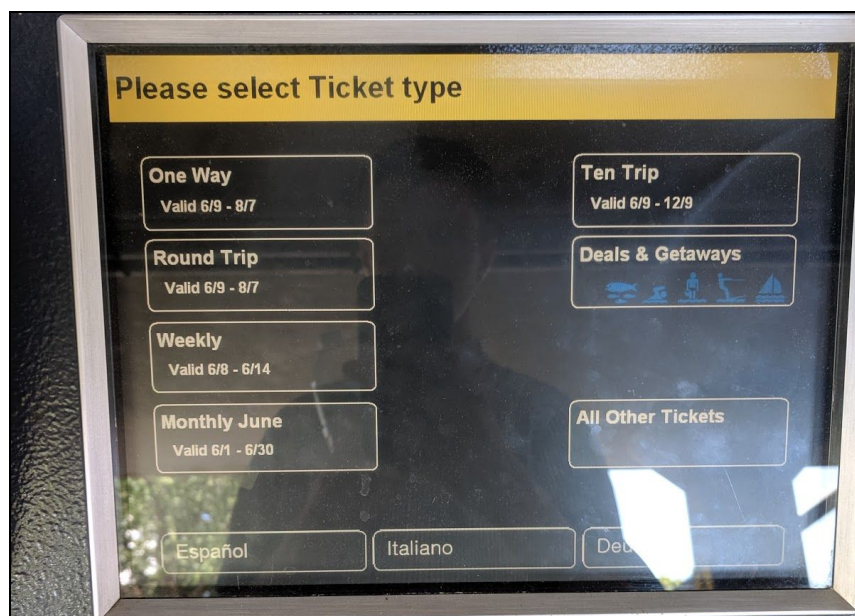
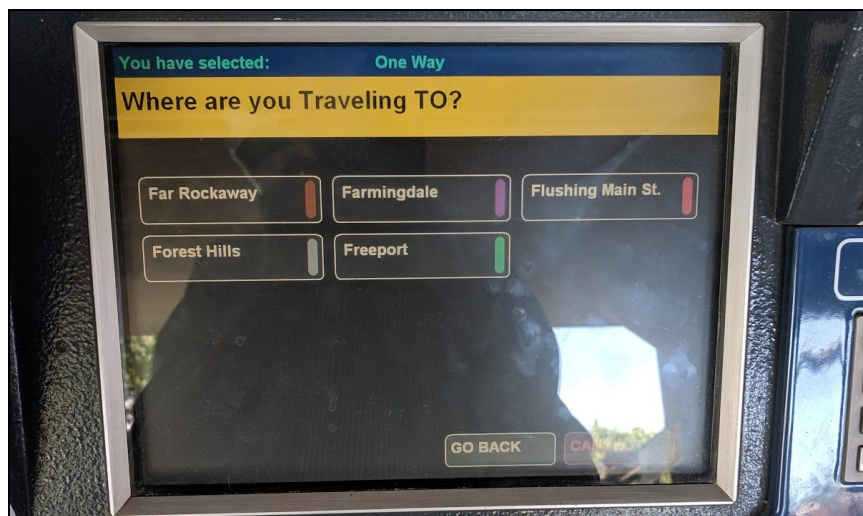


MTA Kiosk UI

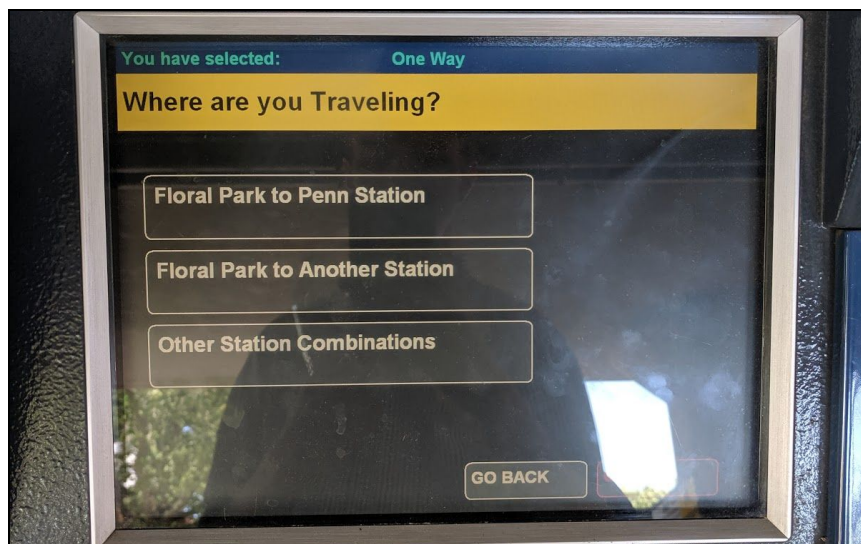


YAC members like the on-screen keyboard and believe it provides a quick way to access destination selection.

Button design on the first panel could incorporate graphics to better communicate peak vs. off-peak travel. Moreover, we worry that implementing an on-screen keyboard may not be the best option for our kiosks, as they are less responsive and may frustrate customers.



YAC members like the incorporation of line colors on the kiosk. Moreover, we appreciate the “Deals and Giveaways” tab.



Predictive station destination selections are a useful tool that could help the 95% of SEPTA Regional Rail customers that travel to/from a Center City Philadelphia station access ticket purchasing quickly.