



Introduction of Metro's New Website

Presented to the Office of the Board Secretary :

Riders' Advisory Council

January 7, 2009





Current Enterprise Web Portal

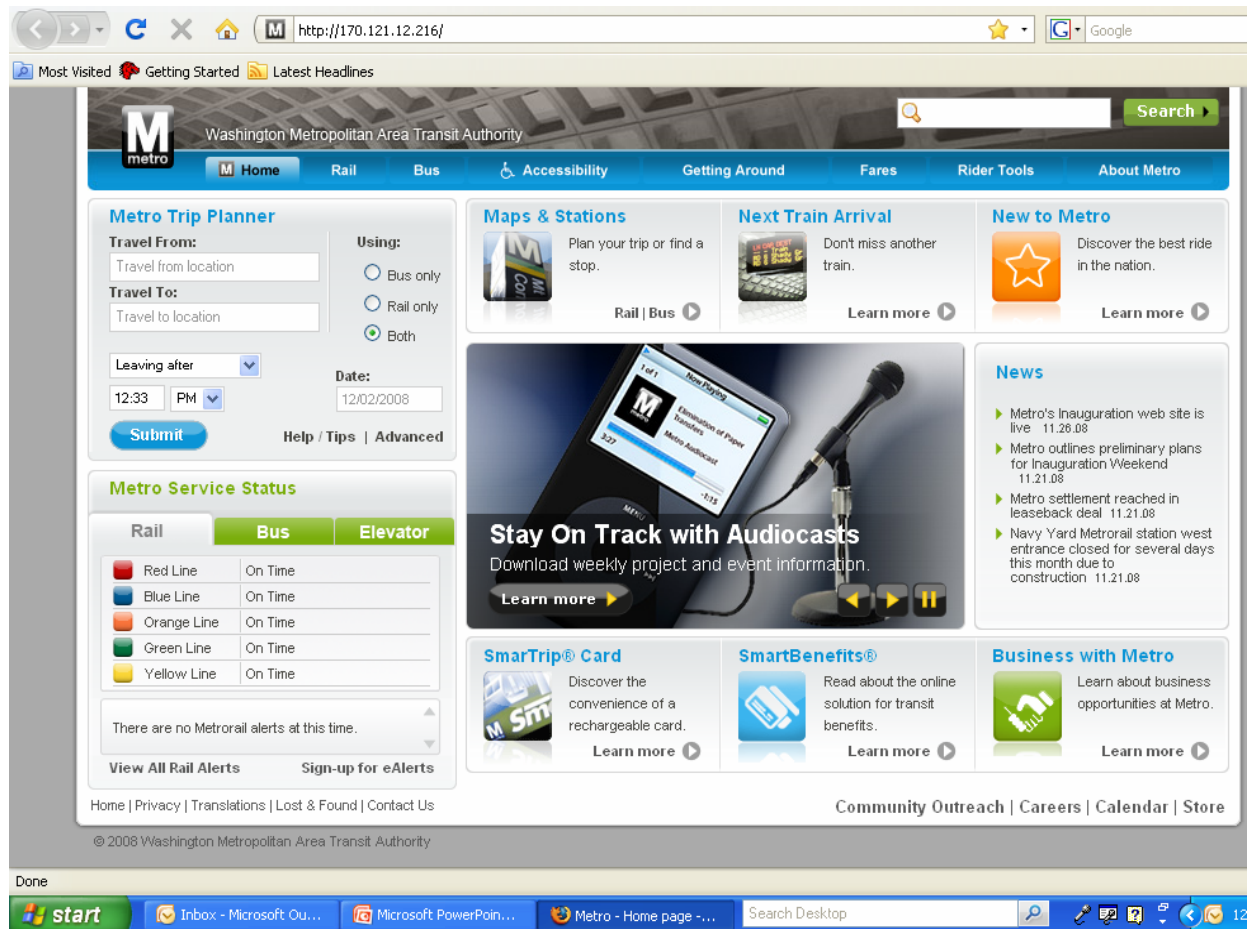
- Site is rich in content & applications, but disorganized
- No common look and feel
- Small, hard-to-read text; text heavy
- Difficult to find, duplicative information
- Unbalanced space, content, and graphics
- Unpredictable navigation
- Monotone color scheme
- Inconsistent Search results





Newly-Designed Enterprise Web Portal

- FY2009 goal as directed by Chairman Zimmerman
- Enterprise Web 2.0 design elements
- Common design on all pages
- Prioritized content on multidimensional pages
- Easily-accessible content
- Refined information architecture
- Improved graphical user interfaces
- Aesthetic balance between content and graphics
- Added color dimensions
- Improved interactivity and eAlerts delivery
- Consistent Google search results

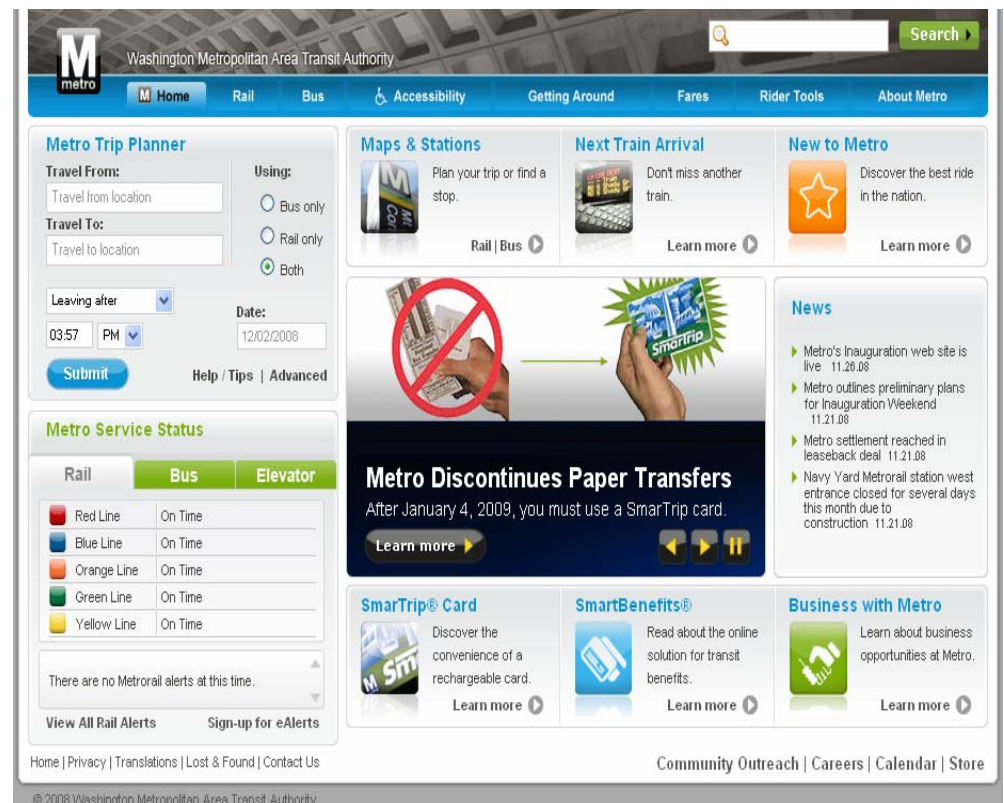




Portal Benefits

Project Description: The Metro enterprise web portal provides a comprehensive Metro website that gives riders, businesses, and visitors an enhanced and robust gateway to the Authority's online services.

- **Benefit to Customers:**
 - Easy access to rider services
 - Clearer, easier-to-use web design
 - Easier rider navigation and searching
 - Immediate incident information
 - Better access for disabled persons
 - Enhanced search functionality (Google)
- **Implications on Service:**
 - More reliable and secure web infrastructure
 - More efficient web operations
 - Improved emergency readiness
 - Consistent look-and-feel, Authority-wide





Trip Planner – Advanced

- Enhanced user interface and content delivery
- Detailed instructions and examples for entering address information
- Quick access to interactive maps
- Point and click drop-down for popular locations or landmarks

The screenshot shows the WMATA Trip Planner web application. The header includes the Metro logo, the text "Washington Metropolitan Area Transit Authority", and a search bar. A navigation bar contains links for Home, Rail, Bus, Accessibility, Getting Around, Fares, Rider Tools, and About Metro. The "Rider Tools" section is expanded, showing links to Trip Planner, Bus & Rail Service Status, Elevator Service Status, Real Time Arrivals, Service Nearby, eAlerts, Mobile Services, and Savings Calculator. The Trip Planner section has a "Travel From:" and "Travel To:" input area, each with a "Popular Locations" dropdown, an "Interactive Map" button, and an "Examples" link. Below these are two columns of examples: "Address/Intersection" (e.g., 600 5th Street NW, K Street SE & 3rd Street SE) and "Landmark or tourist attractions" (e.g., White house, Georgetown). A note specifies: "Note: Enter address, intersection or landmark. Do not include city, state, zip code (or any commas)." There is a "Remember" checkbox. The "Using:" section has radio buttons for Bus, Rail, and Both (selected). The "Date/Time:" section has dropdowns for Time (Depart, 01:42, PM), Date (Nov, 24, 2008), and a "Minimize" button. There are also dropdowns for "Traveling Time" and "Walking Distance" (up to .60 mile). A "Submit" button is at the bottom right. A footer note states: "The Trip Planner is also available for mobile devices (wap format)" with a "Help/Tips" link.



Service Status

- Delivers customized Metro service and facility status data to rail and bus riders
- Delivers eAlerts detailed service disruption information for Rail, Bus and Elevators
- Provides users with a single location sign-up for Rail, Bus, and Elevator eAlerts
- Offers a quick snapshot of Metro's entire operations status

Metro Service Status

Rail**Bus**Elevator

 Red Line	On Time
 Blue Line	On Time
 Orange Line	On Time
 Green Line	On Time
 Yellow Line	On Time

There are no Metrorail alerts at this time.

[View All Rail Alerts](#)[Sign-up for eAlerts](#)

Metro Service Status

Rail**Bus**Elevator

- Judiciary Square: Out of Service. This bus will be back in service at 5pm.
- Pentagon: Out of Service
- Springfield: Out of Service
- Crystal City: Out of Service

[View All Alerts](#)[Sign-up for eAlerts](#)

Metro Service Status

Rail**Bus**Elevator

- There are no Metrobus alerts at this time

[View All Bus Alerts](#)



Interactive Mapping

- Pans in and zooms on map locations
- Displays station information, alerts and real-time next train arrivals (NTA)
- Searches nearby for shops, restaurants, businesses
- Prints or downloads Metro rail map to iPod
- Searches for the 3 nearest rail stations sorted by distance
- Gets driving directions to the stations



Rail Station Information

- Provides quick snapshot of each station's information and amenities
- Provides quick access to driving directions, Trip Planner, What's Nearby, and real-time next train arrivals
- Allows users to view station entrances and alerts
- Displays fares to individual stations or all stations from the selected station

Pentagon

2 South Rotary Road
Arlington, VA 22202

Parking: None

Bike Parking: There are 6 bike racks at this station.

Car Sharing: None

[Get directions](#) [Plan Trip](#) [What's nearby?](#) [Realtime Arrivals](#)

Entrances

- Metrobus Island, S Rotary Rd.
- Pentagon Shopping Concourse

Alerts

- There are no elevator disruptions.
- There are escalator disruptions.

MetroRail Fares

All Other Stations [Get Fares](#)

Station Times

Station Opens at 5:05 AM

First Trains

- Addison Road-Seat Pleasant - 5:23 AM
- Franconia-Springfield - 5:35 AM
- Mt Vernon Sq 7th St-Convention Center - 5:15 AM

Last Trains

- Fort Totten - 11:49 PM
- Franconia-Springfield - 12:21 AM
- Huntington - 12:05 AM
- Largo Town Center - 11:52 PM