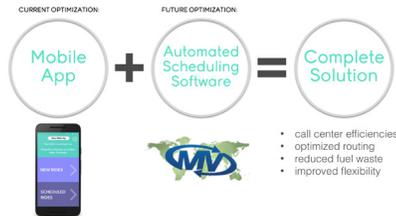


SMR Consulting, comprised of Shelley Price, Mehmet Ordu, and Rachel LeRoy, worked with MARTA Mobility, the para-transit service of Atlanta, to build a better customer experience for riders using the service.

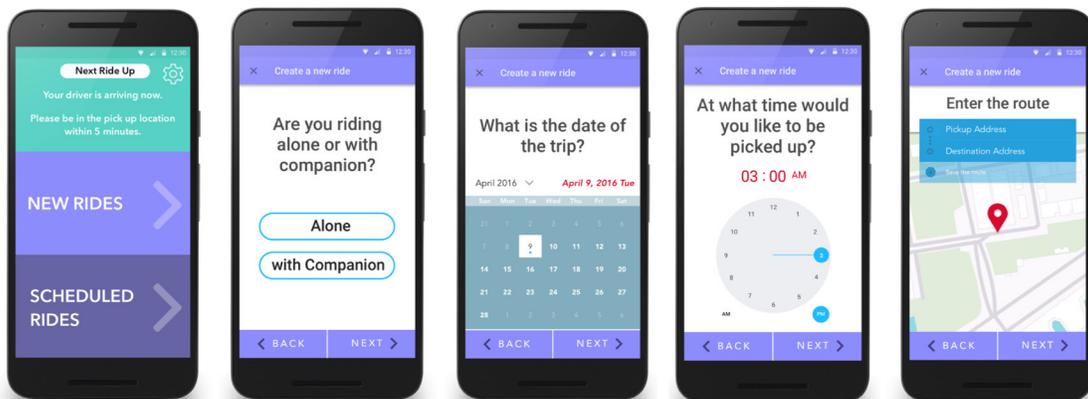
After the initial discovery phase of ride-alongs in the bus, interviews with riders and drivers, and a tour of the behind the scenes facility by the director, Greg Cook, the team realized that the process of scheduling a ride is a difficult and frustrating task for both the rider and the MARTA Mobility scheduler.

The designed solution consists of two parts. The first half of the solution is a customer facing mobile application that allows riders to schedule and modify rides easily and conveniently. The second half of the solution includes the implementation of an automated scheduling software to build efficient routing patterns.



Currently, MARTA Mobility is in the process of contracting out their scheduling process to a third party transportation company. The company would bring their own scheduling software to the table to begin the back of the scenes optimization of the scheduling process.

Therefore, we focused deeply on the design and testing of the customer facing mobile application. A first low-fidelity prototype was wire-framed and tested on six experts to explore the logic and ease of use of our screens. These experts work in the area of public transit with an emphasis on aging and disability. Based off of their recommendations, changes were made before building a high fidelity application. The application is able to be implemented immediately and has caveats built-in to help the interface adapt easily as the scheduling software is integrated.



The overall solution results in increased convenience, informed customers, and prepared riders from the customer's perspective. These improvements return lowered costs, eliminated hand-scheduling techniques, and fewer missed rides for the organization's perspective.