TrainTime

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Introduction

MTA service area
Introduction
State in early 2022

• Needed multiple apps to take the train
Introduction

Single app

- Largest agency app in the country
Single TrainTime app

August 2022
Core flows
Trip planning and tickets

• Every user uses at least one of these
Trip planning
First screen you see
Trip planning
First screen you see

- Home screen
Trip planning
First screen you see

- Home screen
- Offers station-station planning
Trip planning
First screen you see

• Home screen
• Offers station-station planning
• 50% of users don't click through
Tickets
Second screen
Tickets
Second screen

- Showing the wallet
Tickets
Second screen

• Showing the wallet

• Most important: frictionless login and checkout
Tickets

Login

Continue with email

Sign in with an existing eTix account. You will be able to access old tickets.

OTHER OPTIONS

+1 Phone number

Continue with phone

Continue with Apple

Continue with Google

The above options will create a new account. Unused tickets from your existing eTix account will not automatically transfer.
Tickets

Login

• Phone number (SMS)
Tickets
Login

- Phone number (SMS)
- Google
Tickets
Login

- Phone number (SMS)
- Google
- Apple
Tickets
Login

• Demo
Tickets

Login

- Demo
Checkout

- Offer Apple Pay and Google Pay
What works well?
Core flows
What works well?

Core flows

• Concentrate on the core flows
What works well?

Core flows

• Concentrate on the core flows

• UX not UI
Trip planning
Highly customized for the business
Trip planning
Highly customized for the business

- Official connections
- Unofficial connections
- Stations where you can double-back
Realtime crowding

First in North America

- Accurate to within 5 people
- Updates every 10 seconds

Train towards Ronkonkoma

10 cars

→
Historical crowding
Based on sensor data

• Help customers pick a train that is less crowded
Realtime crowding
First in North America

- Help customers find an empty car
Crowding data
Three different sources

1. People counting from security cameras
2. Infrared sensors above doorways
3. Pressure sensors from car
Crowding data
Three different sources

1. People counting from security cameras

2. Infrared sensors above doorways

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Crowding data

Three different sources

1. People counting from security cameras
2. Infrared sensors above doorways
3. Pressure sensors from car
What works well?
Realtime features
What works well?
Realtime features

• Good data, not good algorithms
What works well?
Realtime features

• Good data, not good algorithms
• Make the data accessible and easy to understand
Feedback
Quantitative

- TrainTime: 4.8 ★
- NJT: 4.1 ★
- Amtrak: 4.2 ★
- Transit App: 4.5 ★

Other transit apps
Feedback
Quantitative

TrainTime 4.8 ★

NJT 4.1 ★
Amtrak 4.2 ★
Transit App 4.5 ★

Starbucks 4.9 ★

Other transit apps
Is this a transit app?!  
★★★★★
Just wanted to say whoever headed up the MTA app overhaul did amazing! The ux is lovely. 10/10
94% 

Ratio of passengers in a given car using TrainTime
TrainTime

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June 15, 2023