

Phone App Development

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SFMTA App Features

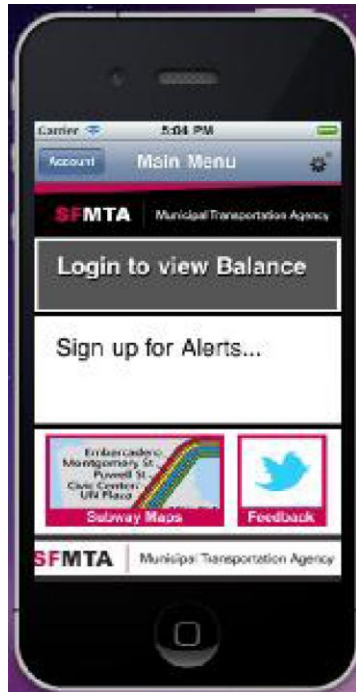
Intro
Screen

User
Login

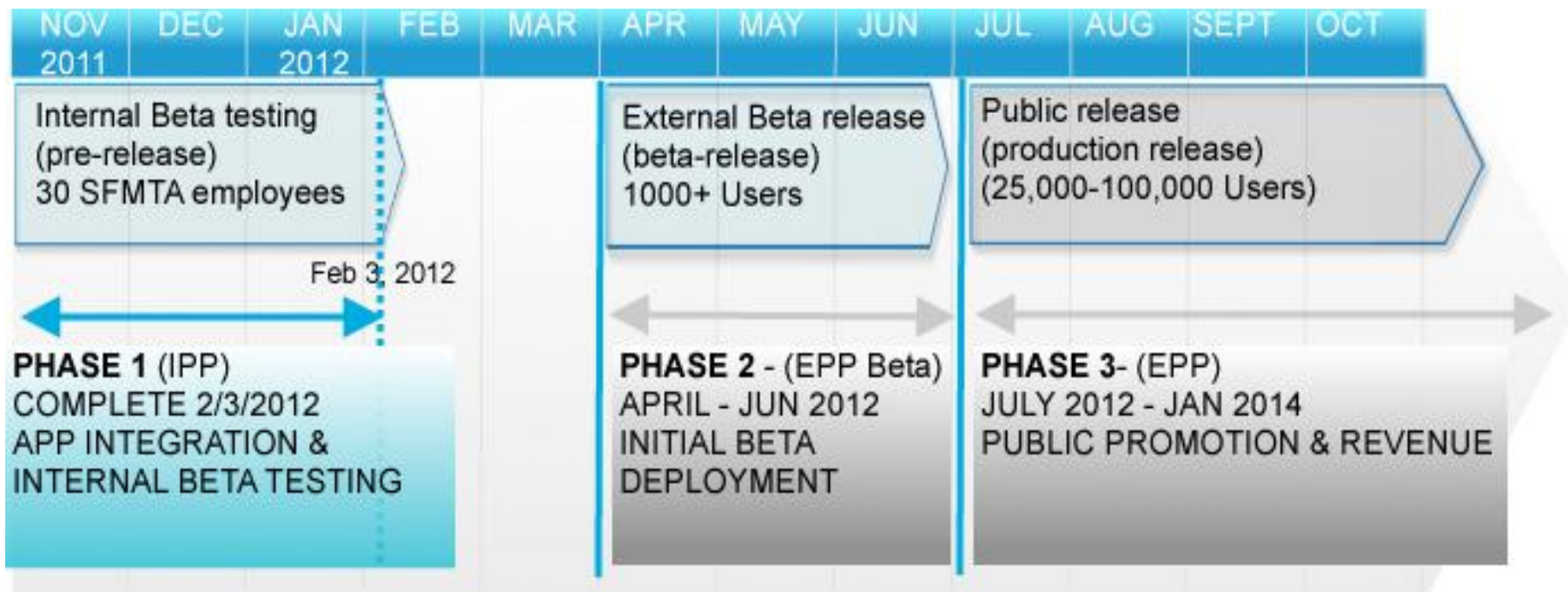
Main
Screen

Interactive
Map

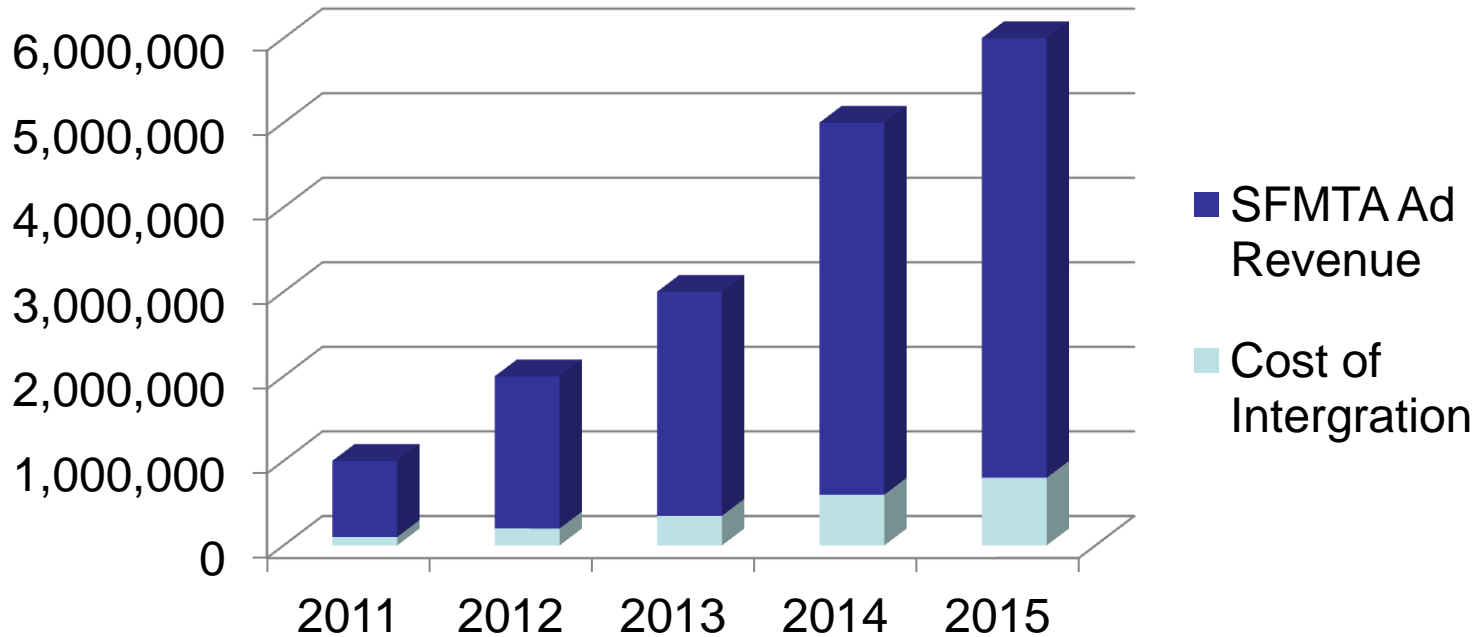
Customer
Feedback



Timeline



Advertising Business Model & Flow



Advertiser → Advertising Agency → SFMTA

Advertiser → Advertising Agency → Web Developer → SFMTA

More Convenient = More Ridership

Customer Benefits

- IMPROVES PASSENGER TRANSIT EXPERIENCE
- GREATER CONVENIENCE ENCOURAGES RIDERSHIP
- CLOSER RELATIONSHIP WITH THE CUSTOMERS
- MOBILE PHONE IS A “SELF SERVICE TICKET VENDING MACHINE”
- INSTANT ACCESS TO INFORMATION
- TRAVEL AND PLANNING SERVICES
- CUSTOMER FEEDBACK
- REDUCED TENDENCY FOR “FORGETTING” TRANSIT CARD