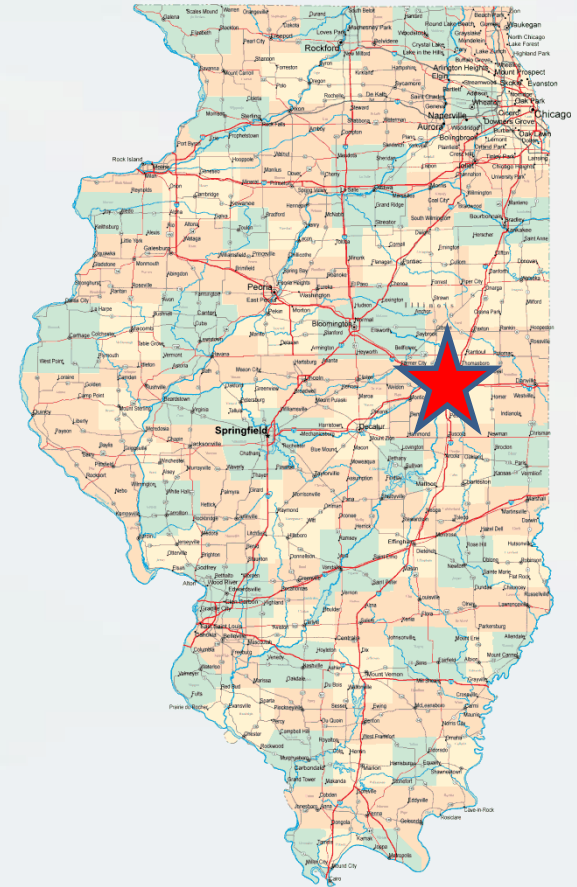


MAXIMIZING YOUR RESOURCES TO IMPROVE YOUR WEBSITE

CHAMPAIGN-URBANA MASS TRANSIT DISTRICT

Nestled in East Central Illinois Flatland
Serving Champaign, Urbana, and Savoy
Combined Population of about 125,000
University of Illinois – 40,000+ Students
Bus Only – About 100 Buses
Annual Ridership about 10,000,000



CUMTD TECHNOLOGY BACKGROUND

- INIT CAD/AVL system installed by 2003
- Deployed customer accessible real-time and trip planning services by 2005
 - Trip planning and real-time on website
 - SMS & mobile site
 - Desktop widget

2010 WEBSITE REDESIGN

The screenshot shows the homepage of the Champaign-Urbana Mass Transit District website. At the top, there is a weather widget (40°F Clear, 11:06:35 pm) and a navigation bar with links for Maps & Schedules, Riding, About Us, Advertise, and Go Green. The MTD logo with the tagline "gotta get there" is prominently displayed. Below the navigation are three main utility boxes: "Trip Planner" with input fields for starting and ending points and a "GO" button; "Bus Stop Lookup" with an input field for intersection or landmark and a "FIND" button; and "MyRIDE Login" with fields for email address and password, a "LOGIN" button, and a "Stay signed in" checkbox. A red banner below these boxes displays a "Reroute Alert" for routes 6, 7, and 70. The main content area features a "SafeRides - 7:00 PM Start Time" announcement, a "Read more" button, and a list of "MTD Headlines" including "Annual Pass Gift Certificates Available", "All Holidays with No MTD Service", "Designated Stops on and near UI Campus", "iStops", "Welcome to the New & Improved MTD Website!", "10 Million Fewer Auto Trips in 2009-2010", and "MTD Recognizes Employee Excellence". On the right, there is a promotional graphic for a \$60 annual pass with a bus image and the text "Go anywhere. All year long. See all our passes." Below this is the "TRANSITWATCH" logo and the slogan "Let's count on each other for a safe ride". The footer contains the MTD logo, contact information (1101 East University Avenue, Urbana, IL 61802-2009, (217) 384-8188), and a "Socialize with us" section with social media icons. It also includes a "Select Language" dropdown and copyright information for 2010.

CUSTOMER-CENTRIC DESIGN

- Understand your users needs & goals
- Identify common tasks
- Provide intuitive and well defined workflows
- Organize content into digestible chunks
- Integrate your site features

WEB STANDARDS

- HTML, CSS, Javascript, HTTP
- Define how we interact
- Browser compatibility
- Maintainability / Flexibility
- Implement modern practices



FRAMEWORKS & PLATFORMS



FRAMEWORKS & PLATFORMS

- Features and capabilities can reduce development time and cost
- Consider cross project code reusability
- Server cost for hosting solutions

UI FRAMEWORKS

- JavaScript
 - jQuery, YUI, Google Web Toolkit
- CSS
 - 960 gs, Blueprint



PUBLIC SERVICES & APIS

- Google Places API / Yahoo Place Finder
 - Integrate business, landmarks, & addresses
 - Updated automatically with no maintenance
- Google Maps / Bing Maps
- Google Transit

Thank You!

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