



www.wymetro.com



### objectives

- understand strengths and weaknesses of current website
- reduce offline communication costs
- relaunch the web presence to better service the Yorkshire public

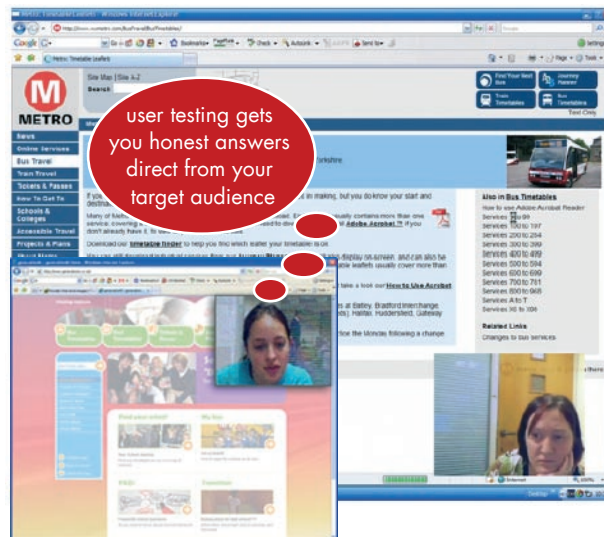
### results

- decreased phone enquiries for key travel information
- higher website usage and completion of key tasks
- improved perception of metro brand
- greater exposure to youth audience
- insights into youth audience for future campaigns

## WYPTE - West Yorkshire Passenger Transport Executive

Metro is a public sector organisation paid for through the five Councils in West Yorkshire. It works on behalf of the 2.1 million people of West Yorkshire

Metro's vision is to develop a high quality integrated public transport system that is reliable, easy to understand and use, accessible and attractive to all, affordable, safe, secure and efficient. WYPTE initially engaged us for our user testing capabilities, where we observed their target customer completing goals in realistic scenarios in order to identify the strengths and weaknesses of their site. Based on our user experience teams findings, the recommendations and improvements that were presented to WYPTE were carried into a new site redesign with user experience responsibility given to Appius.



Major insights into usability issues of high cost features e.g. 'Find your next bus', which had a 0% completion rate

Usability testing results showed only a 30% completion rate on key tasks

WYPTE wanted a modern, fresh, engaging site that portrayed a sense of security in the image of Metro so the site underwent a full redesign process. Concepts were developed to reflect the findings of the usability testing, until the finished design was achieved.



Website functionality aimed at commuters included real time bus and train departure information, journey planners, travel alerts and downloads to decrease phone enquiries.



The new website also provides a gateway to the new generation M microsite.



talk to young travellers, let them have their say and forward their ideas



Generation M is a site aimed at young people, it provides them with information about school transport, forthcoming gigs and events, special offers and competition entries. The site also provides WYPTE with the means to gather thoughts and feedback through blogs, opinion polls and feedback forms.

Appius facilitated a set of focus groups in a cross section of Yorkshire schools, aimed at understanding what the youth audience would need from a transport website. It was clear from the sessions, which reviewed other websites used by this target audience, that a separately branded microsite would have greater impact and would appeal – and so generation M was born! The project has given WYPTE vital insights into the youth audience and how to encourage more use of public transport.



The generation M project has given WYPTE vital insights into the youth audience and how to encourage more use of public transport

"We were shocked at poor rate of goal completion on our old website and so pleased that Appius had brought both our main and youth audiences into the design process. Appius provided a portfolio of services and worked brilliantly with my internal development team."

**Ian Mulrooney, WYPTE I.S. Development Manager**