



SFMTA
Municipal
Transportation
Agency

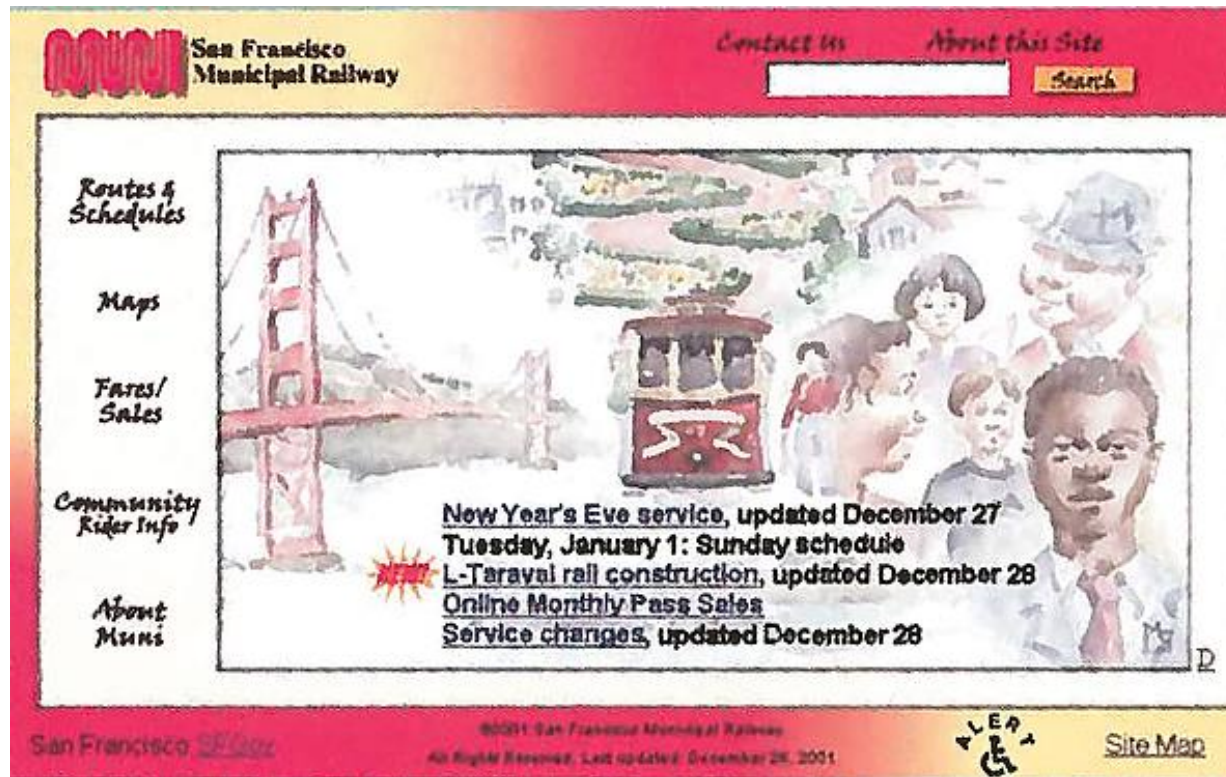
Website Redesign Phase II

CAC Presentation

8/4/16

SFMTA Website Design History

- Original website designed in 2002



2007 Redesign

SFMTA | Municipal Transportation Agency

TRANSIT BIKE LIVABLE STREETS TAXI WALK PARKING TRAFFIC ABOUT US

Nx JUDAH EXPRESS

Nx Judah Weekday Express Bus Pilot Means Extra Service

Service Starts Monday, June 13

🇪🇸 Español

Search

Plan a trip; nearby transit

Point A: Starting address, intersection, or landmark

Schedules, maps, real-time, stops

Line letter or route number [Get info](#)

[\(System maps\)](#)

A-Z [A to Z links](#)

Video

Follow SFMTA on [Twitter](#)

Featured Updates

- [NX Judah Express begins June 13](#)
- [Transit fare/fee/fine increases effective July 1](#)
- [Parking/Traffic fee increases effective July 1](#)
- [June Senior and Youth Clipper® Card events](#)
- [Seniors and Youth, it's time to switch to Clipper!](#)
- [Cable car construction](#)
- [Take Muni to AT&T Park for Giants® baseball!](#)
- [Clipper for customers with disabilities](#)
- [Clipper is here!](#)
- [Comment on Glen Park Environmental Report](#)

Transit Updates

- [Alert: 511 Transit -AC Transit Re-routes due to Solano Tunnel Closure](#)
- [Alert: 511 Transit -SF Muni- California Street Cable Car Line Under Construction Until Mid-June](#)
- [California Cable Car, through June 19: bus substitution, stop changes, updated May 20](#)
- [NX Judah Express starts June 13](#)
- [8X, 8AX, 9, 9L: June 6 to 24: Portola District construction](#)
- [July 2011 transit fare, fee and fine](#)

Most Popular

- Online Muni comments
 - [Compliments](#)
 - [Complaints](#)
 - [Discrimination complaints](#)
- Online commerce
 - [Buy passes](#)
 - [Buy parking cards](#)
 - [Pay parking tickets](#)
 - [Pay transit violations](#)
- Other information
 - [Accessibility](#)
 - [Business](#)
 - [Cable cars](#)
 - [Careers/Jobs](#)
 - [Clipper®](#)
 - [Contact the SFMTA](#)
 - [Customer Service Center](#)
 - [Find parking](#)
 - [Holiday parking enforcement](#)
 - [Lost and found](#)
 - [Look up ticket](#)
 - [Meetings](#)
 - [New transit customers](#)
 - [Parking permits](#)
 - [Projects and Planning](#)
 - [Public Notices](#)
 - [Reports](#)
 - [Safety](#)
 - [Site map](#)
 - [Tools index](#)

IT'S TIME TO SWITCH Senior & Youth

Apply for your Senior or Youth Clipper card

TEP

Transit Effectiveness Project

2013 Website Redesign



News Maps Calendar Languages

Getting Around Services Projects & Planning About the SFMTA

UPDATE: Hyde Cable Car Line resumes regular service. 3 minutes

4 more alert(s)

Plan a Trip Arrivals

A

B

Leave now 11 : 40 AM

511 Transit Google



LATEST NEWS

SFMTA Weekend Transit and Traffic Advisory
Updated: May 19, 11:18 am

GETTING AROUND



SERVICES



Analytics

- 1.3 million page views per month
- 350,000 visitors per month
- 85% returning visitors; 15% new
- Top 5 pages
 - Homepage, 13%
 - Routes and Stops 5%
 - Trip Planners 4%
 - Fares & Passes 3%
 - Pay Citation 3%
- Mobile visitors 50% of users and growing

Phase II Priorities

- [Improvements for Mobile Users](#)
- [Easier actions and signups](#)
- [Project page](#) templates
- Streamlined [Board](#) section
- Better [Feedback](#) options
- More [visual](#) and on-brand
- Improved [language translation](#) and accessibility
- Integration of SFMTA sub-brands
- Cleaned-up back-end for easier updates and management.

Information Architecture

- New sitemap
- Clearer templates for different page types
- Streamline search function
- Form submissions for actions, signups, feedback (integrated with Salesforce)
- Improved language translation
- Integration of sub-brands

Back-End and System Upgrades

- Simplification of back-end for updates
- Auto-resizing
- Drag and Drop capabilities
- Clear page type templates
- Permissions for types of editors

Visual Improvements

- More visual, less text
- Video capabilities
- Easier image uploading/editing
- SFMTA brand standards
- More mobile-friendly
- Maps and GIS integration

Site Audit

- Site is secure and well-maintained by Webmaster
- Too many types of pages (40+)
- Much content out of date
- Over-reliance on PDFs (2000+ not indexed)
- Too many users and user types

Internal Stakeholder Feedback:

April-May 2016

- Navigation, Searching
- Project Pages
- Accessibility Process
- Editing/Publishing Challenges
- Customer User Interface

External Staff Feedback

May-June 2016

- Needs more maps; over-reliance on text
- Want to understand timelines and life-cycle of a project
- More interactive forms and less reliance on PDFs
- Clearer project pages
- More options for feedback

Questions/Feedback

Kristin Smith
Marketing Manager

kristin.smith@sfmta.com