PAVLOV

Is your website
leaving riders behind?

FIVE PAVLOV MUST-HAVES TO GET
YOUR SITE REALLY ROLLING.

> ## PUBLIC TRANSIT

We know public transit is all about helping reduce traffic and creating better communities. But reducing traffic is never good when it comes to your website. And, with the growing percent-age of daily riders and potential riders that rely on digital interaction, providing the best experience is critical.

As experts in the transit industry, PAVLOV has helped transit agencies across the country improve ridership and the transit experience through proven tools and practice that increase usability, length of time spent on-site, trip planning and customer satisfaction.

> # Get more people on board with PAVLOV's five website design essentials.

MODERN INTERFACE | GEO-LOCATION

RESPONSIVENESS | USER-FRIENDLY | CMS

1. Clean, modern, consumer-minded interface

You've heard people say, "it's not what you say, it's how you say it." We understand there are lots of things your business needs to communicate, but your site is as much a brand ambassador as it is information.

EXAMPLE

ST. CLOUD METROPOLITAN TRANSIT COMMISSION

+ Visually appealing design encourages site usage

+ Motion-style photography taken locally reflects the brand


www.ridemetrobus.com
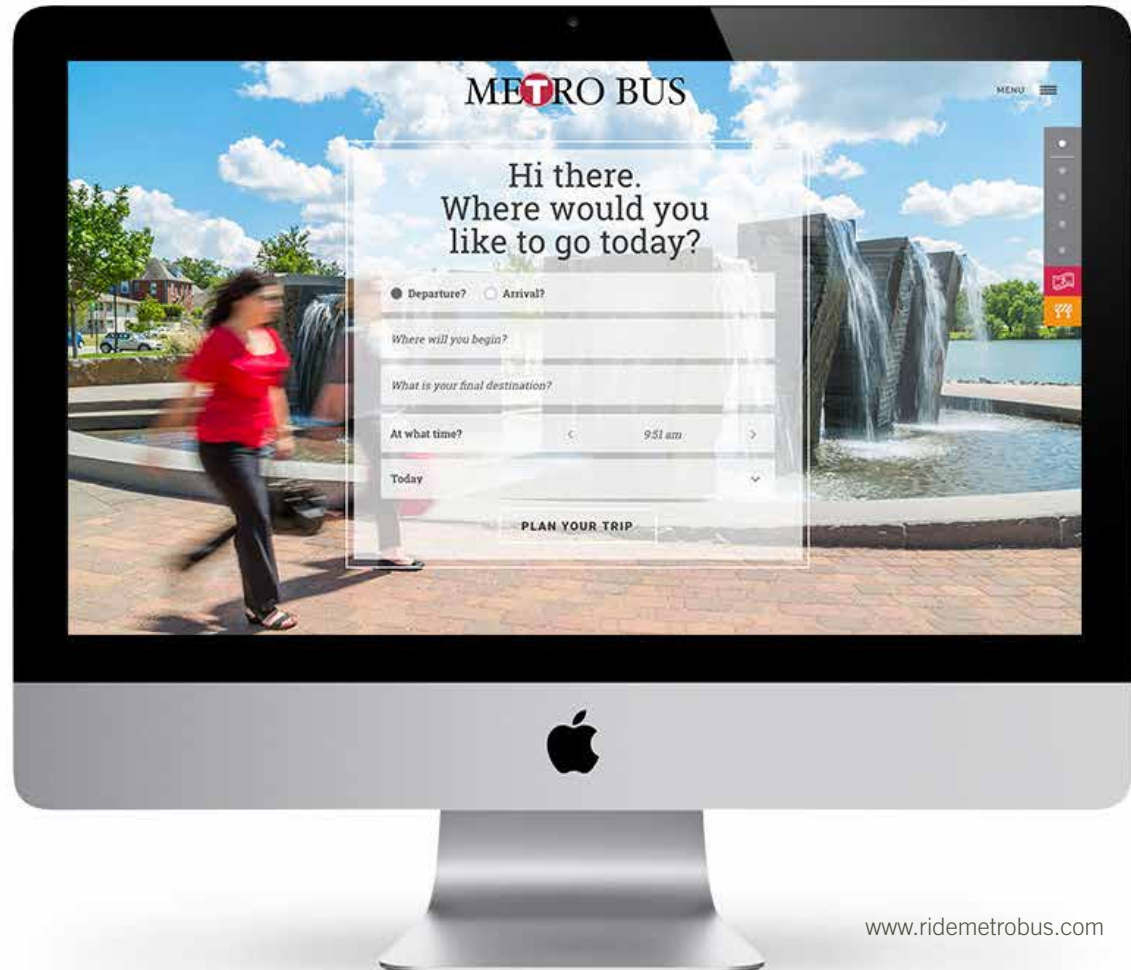
2.

Trip planner fueled by GTFS feed with GPS geo-location

Helping your rider get from point A to point B shouldn't involve them having to search your entire website and multiple tables to figure out their route. Without proper integration, they could miss the point – and the bus.

EXAMPLE

ST. CLOUD METROPOLITAN TRANSIT COMMISSION

+ Identify riders' current location and map the most efficient route from point A to point B

+ Robust functionality integrates timetables, transfers, walking routes and more into a single tool

+ Uses your current General Transit Feed Specification (GTFS) transportation schedule data


www.ridemetrobus.com
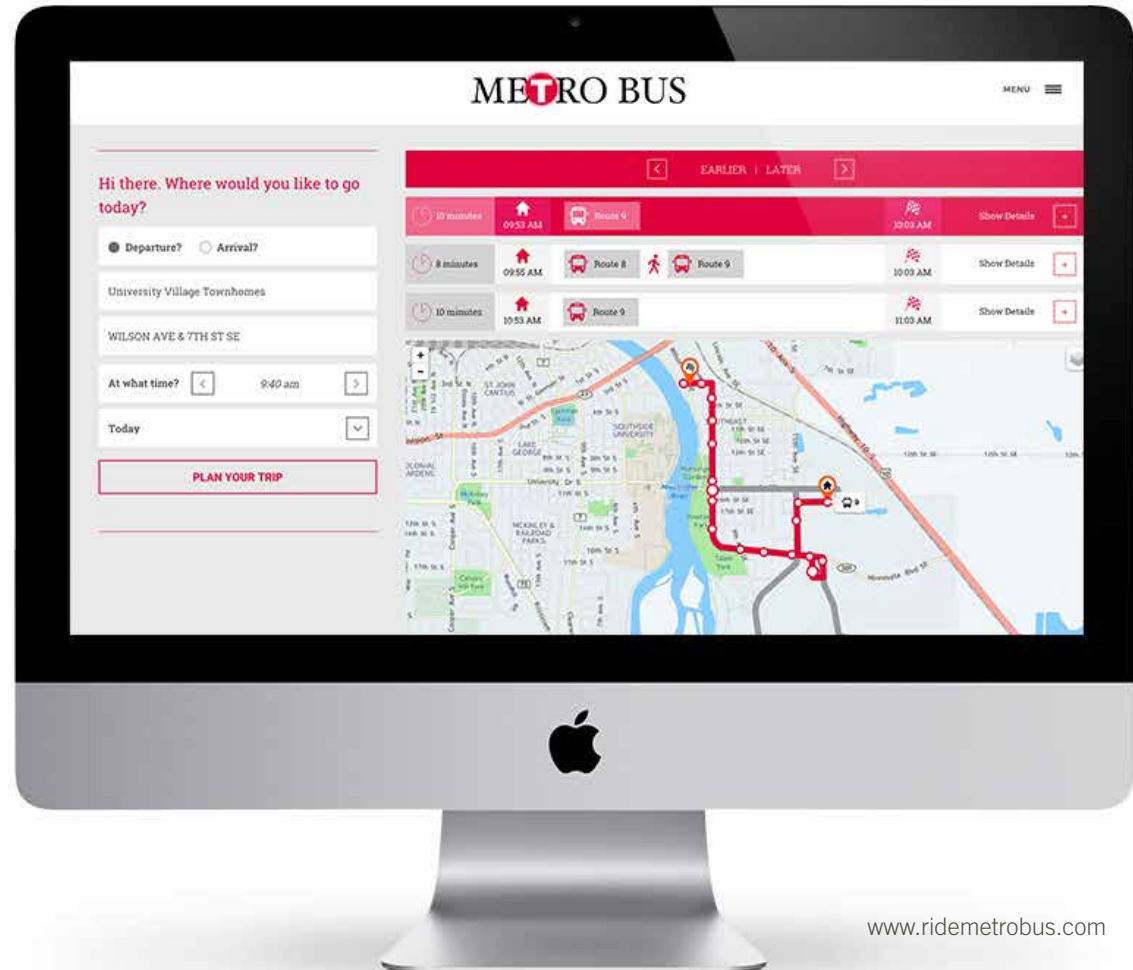
3. Responsive for mobile devices

Research indicates that nearly 60% of Internet interactions are taking place on mobile smart devices. And, if your site isn't supporting consumers on-the-go, they might not be going with you.

EXAMPLE

FORT WORTH TRANSPORTATION AUTHORITY | TEXRAIL

+ Better serve mobile smartphone users on-the-go

+ Website adapts dynamically to desktop, tablet and mobile screen sizes
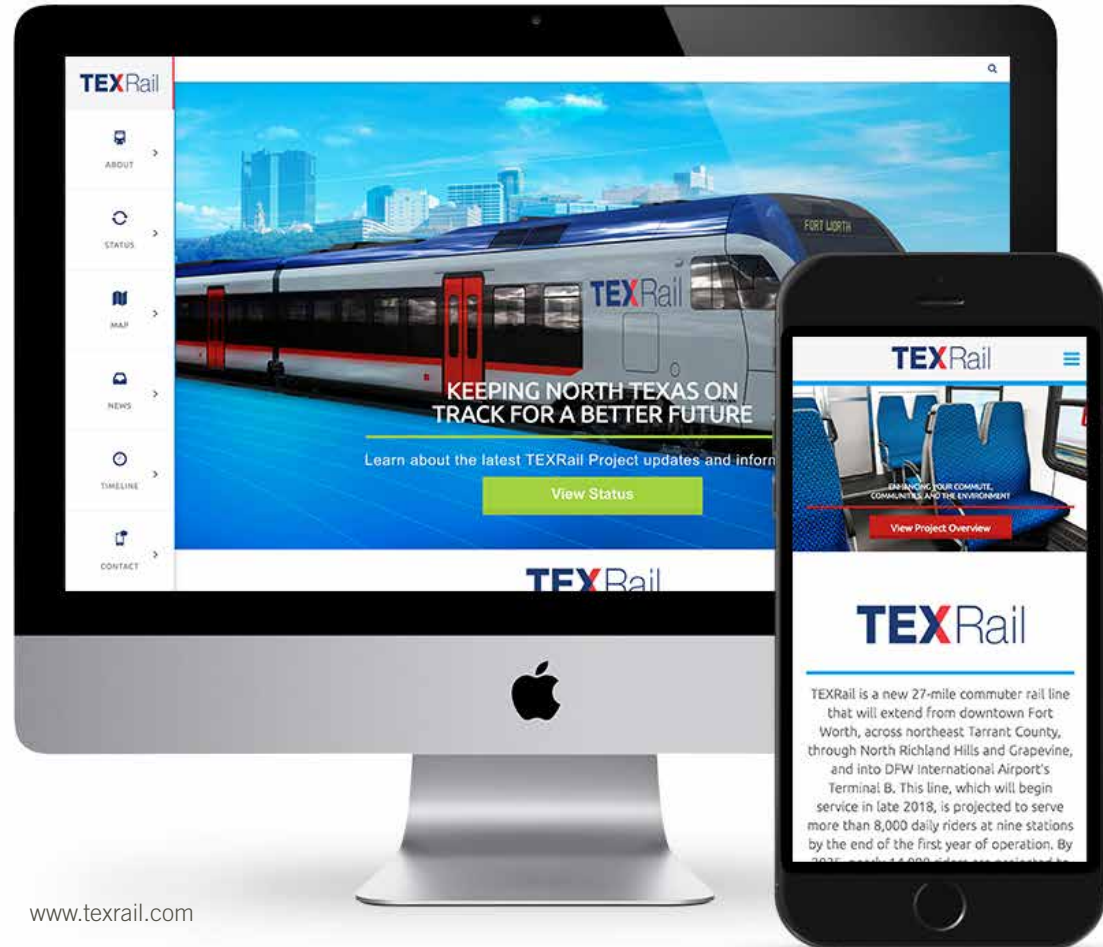
www.texrail.com

4. User-friendly content organization

A site must first be engaging before it overwhelms the viewer with content. Great sites incorporate a balance of beauty, information and proper navigation.

EXAMPLE

HILLSBOROUGH AREA REGIONAL TRANSPORTATION AUTHORITY

+ Proven process analyzed site data for a new, organized navigation

+ Strategically designed webpages based on content needs


www.gohart.org

5. Content Management System for easy maintenance

Your business is about keeping people on the move. And that means staying up with changes, announcements and promotions. A site without a good CMS is like a bus without wheels, not going anywhere.

EXAMPLE

VIA METROPOLITAN TRANSIT

+ Allows editing on an easy-to-use system without technical knowledge

+ Hands-on training provided with a custom manual for reference
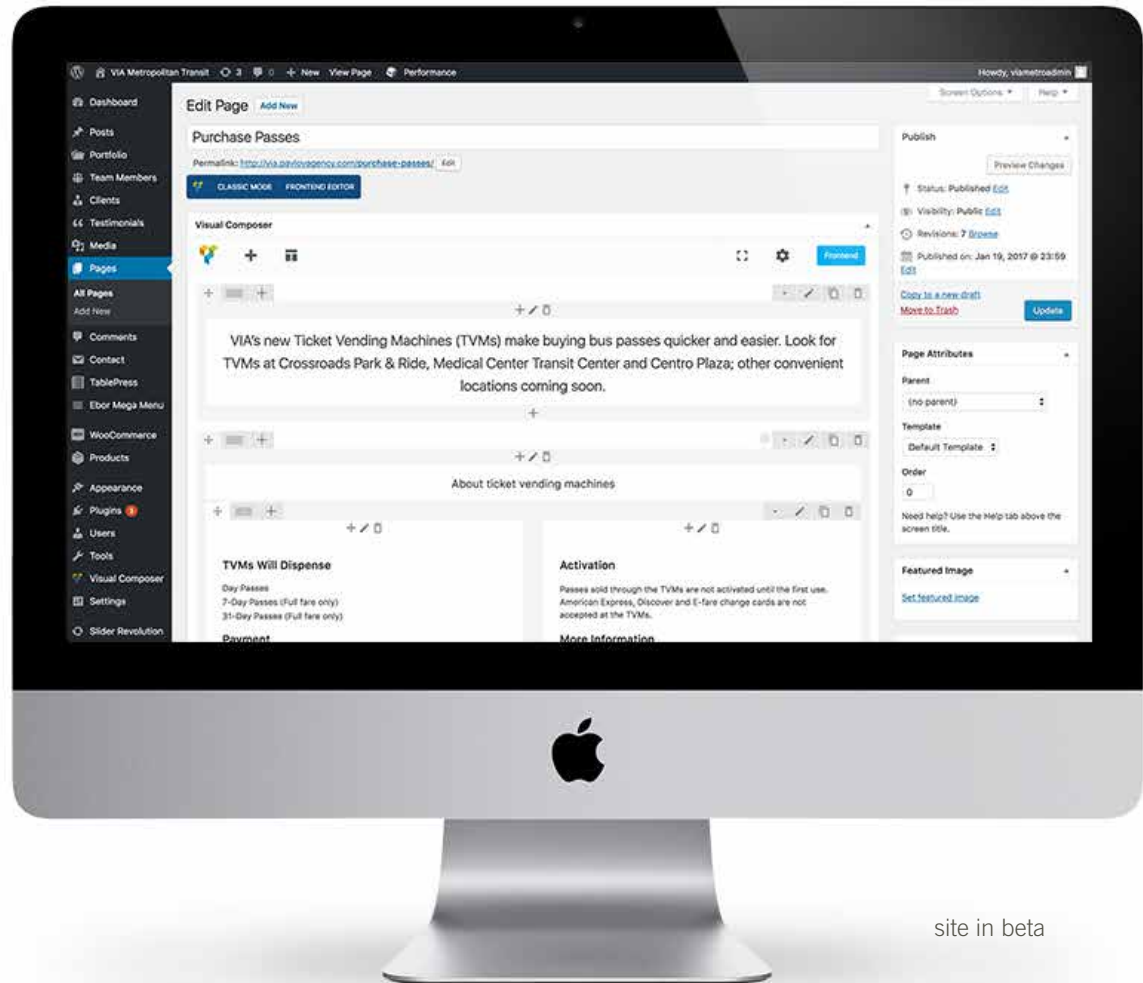
site in beta

> PAVLOV

We can make your transit website a rider's favorite destination. With our strategic insights, creative knowhow and proven industry experience, we can help:

+ INCREASE TIME ON-SITE
+ REDUCE BOUNCE RATE
+ GENERATE REPEAT VISITS

Make sure your marketing itinerary includes the leader in transit communications and advertising.

RING OUR BELL.

> TRAVEL IN GOOD COMPANY