



Hillsborough Area Regional Transit Authority

<http://www.goHART.org>

Redesign of the HART Website and Creation of a Mobile Website

<http://www.goHART.org>

- **Please use the Link above to experience the redesigned HART website. Either cut and paste into your browser, or click your right button and select, “Open Hyperlink”.**
- **Remember, there are two ways to navigate this website.**
 1. You can use the burger bar menu (three horizontal lines) on the right side to click on and get subject matter.
 2. The second way to experience the 3-D movement and “Parallax” effects is to scroll downward (without using the burger bar drop down menu on the top right - the three lines you see).
- **Some unusual and other customized design elements:**
 1. The use of 3-D movement, as you scroll down via a Parallax “effects”.
 2. Four rotating Home Landing Pages with 3-D movement to ensure the every time you come to the website, it might have something different. See next few pages.
 3. Less copy with vivid, inviting pictures that tell stories (i.e. Student Transportation, MetroRapid Service, Transportation for Life, etc.).
 4. The design of a two tiered moving promotional carousel (as you scroll down). The top tier is for News and the second tier is for current promotions that link to details of that promotion.
 5. Set up for revenue generation. This appears as a cube (300x250) and a pencil ad (728x90) on every page. An RFP for an advertising revenue generating contractor is due to be released in 2017.

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- Some unusual and other customized design elements (con't):
 6. Adheres to current Americans with Disabilities Act (ADA) Web content accessibility Guidelines (WCAG 2.0).

The Tampa Lighthouse of the Blind and the HART ADA Committee were actively involved from the beginning to ensure we met and exceeded these minimum guidelines.
 7. The back end is set up for “Live Chat” which may debut in 2017.
 8. Provides an analytical tool to monitor and report on how many individual users are accessing the website based upon the platform of their device.
 9. Contains a Content Management System that allows designated HART staff to monitor and change content and pictures without knowing HTML coding.
 10. Contains a quick navigation to all of HART services by scrolling down. It also provides HART services in the drop down menu.
 11. Route and trip planning on every page.

HART Redesigned Website

and Mobile Website

Four Rotating Home Landing Pages with 3-D



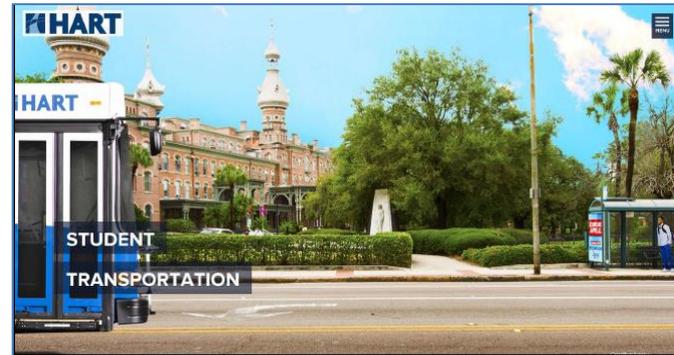
Tampa Convention Center



Curtis Hixon Park



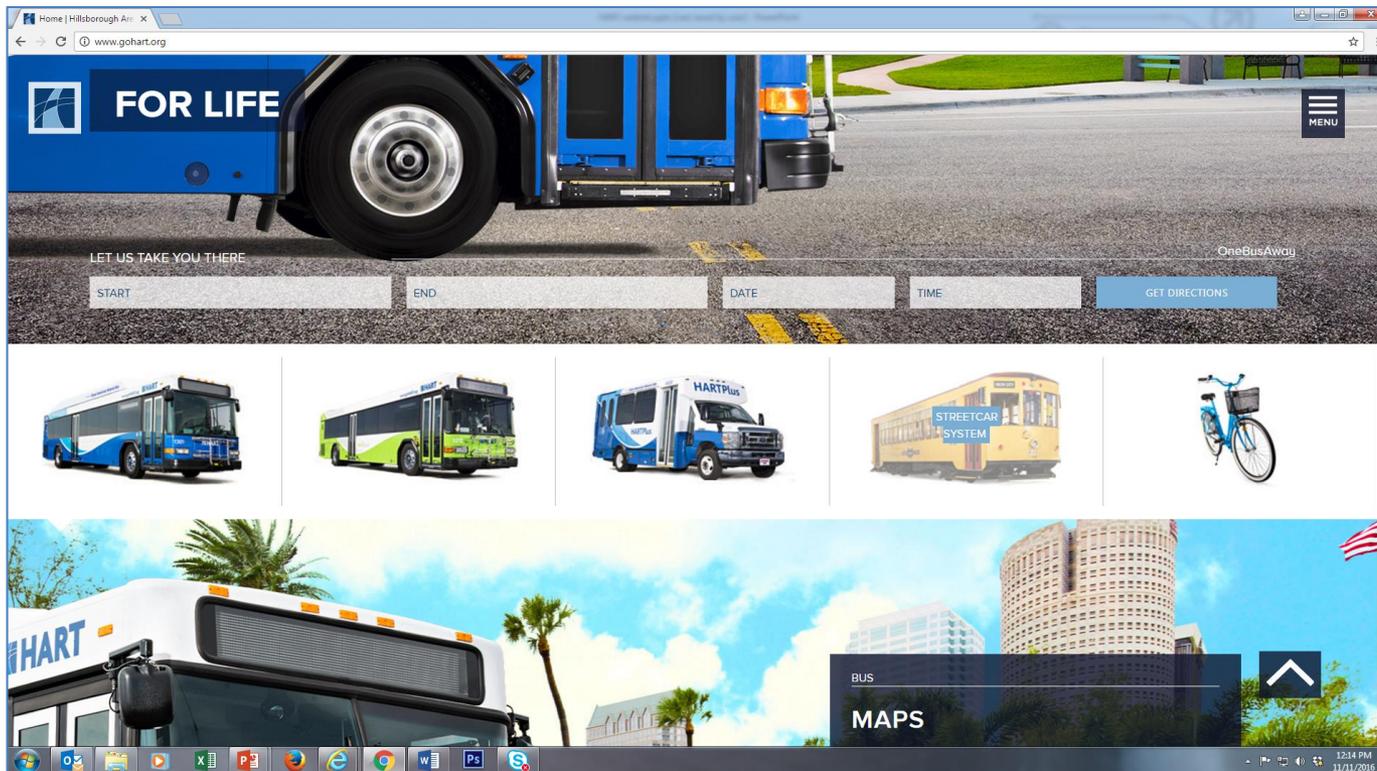
Downtown MetroRapid



University of Tampa

Pictures and links to HART Services by scrolling down or by using the drop down menu.

If you hover over the service, you can see what it is, i.e. Streetcar System ,as shown below.



HART Two Row Tiered Promotional Carousel (moves horizontally to the left or to the right)

The carousel features a top row of news items and a bottom row of promotional offers. Navigation arrows are located at the top left and bottom right.

NEWS

YOU CAN USE

farmers Market
t netp@rk is back with an extra hour ers and the general chase healthy, al produce, so

HART CEO Katharine Eagan Named 2016 Business Woman of the Year In the Economic
Katharine Eagan, Chief Executive Officer of the Hillsborough Area Regional Transit Authority, was named 2016 BusinessWoman of the

HART Salutes Veterans, Reservists and Active Military
With Veterans Day approaching, HART wants to thank those who have served in the U.S. military in the past, or continue to serve as part of the National Guard.

HART to Offer Free Rides to polls on Election Day
Voters in Hillsborough County will have an easy option for getting to the polls this year, courtesy of HART. Free rides will be offered throughout the day

HART to Receive up to \$1 Million to Support Development of Downtown Autonomous Circulator Service
The Hillsborough Area Regional Transit Authority (HART) has teamed up with the Florida Department of Transportation

Streetcar Fest Is Back! Bigger and Better than Ever on October 22!
It's that time of year again when we celebrate one of Tampa's most recognized icons. The TECO Line Streetcar System will be FREE from 8:30 a.m. - 1:30

Streetcar Mo Service Begl September 20
Starting Septemb TECO Line Street begin operating c omputers in Do the Channel Dist

ice of Hearing
ck >>>

Beyond the Bus.
Click >>>

MEETINGS? SPECIAL OCCASION? PARTY?
STREETCAR CHARTER WITH SPECIAL BAR OR PARTY SET-UP AVAILABLE.

STREETCAR Live
An Exciting Concert Series on board the Streetcar!

NEW WEEKDAY MORNING SERVICE
Starting at 7 am
September 26, 2016 - March 24, 2017
Click >>>

Flamingo
Download the App and purchase your **3-Day Unlimited Ride for \$11**
Click >>>

OneBusNow
Real-Time Arriv

HART
www.goHART.org

Route and Trip Planning on every page through Google Planner and OneBusAway.

