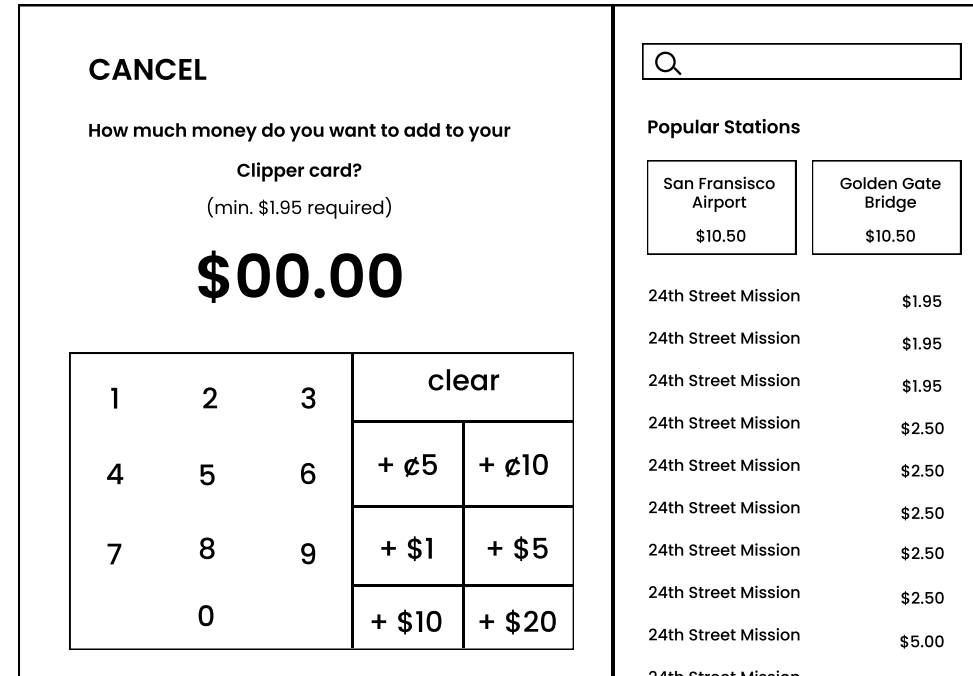
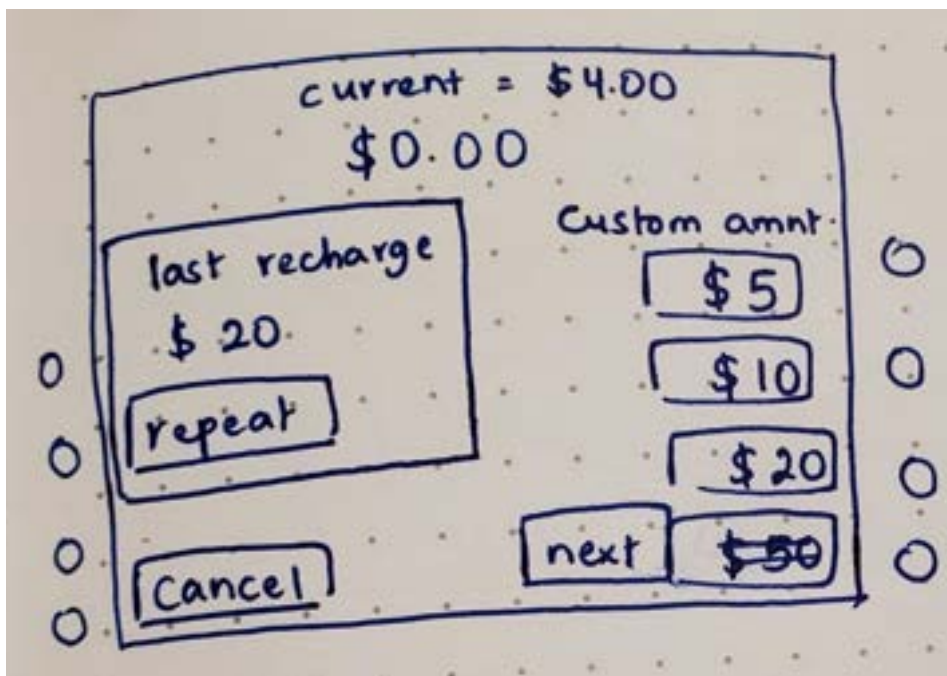


**Here are some of the ideas we came up
with:**

1

PAYMENT FOR CLIPPER

1. make the kiosk interface adaptable- give suggestions based on previous transactions



2. integrate debit card scanner, clipper card scanner and number keys in one area

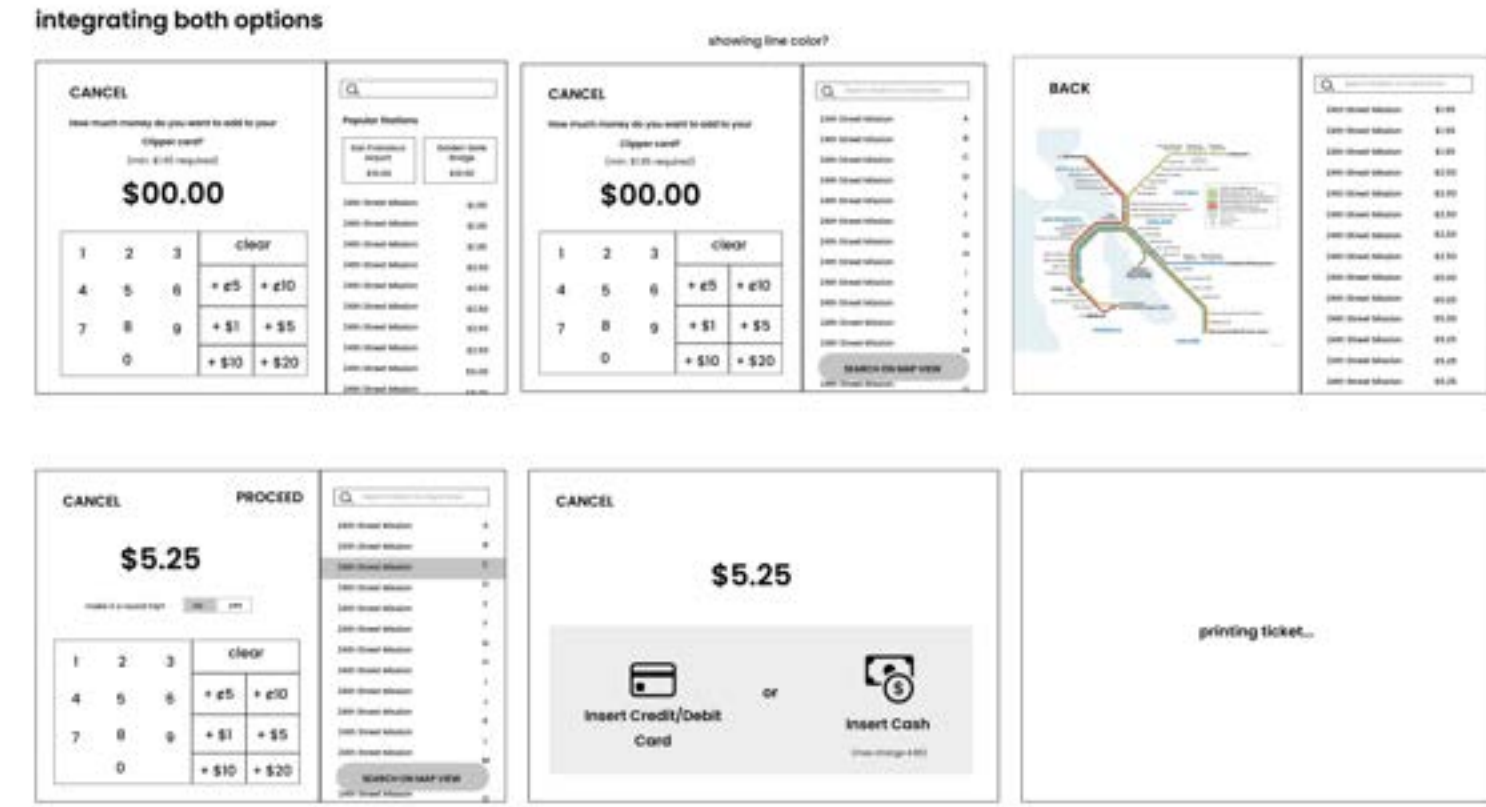


3. integrate fare calculator into the kiosk to provide more context (especially for first time users)

- give two options- add custom value/add value according to destination



- integrating both options

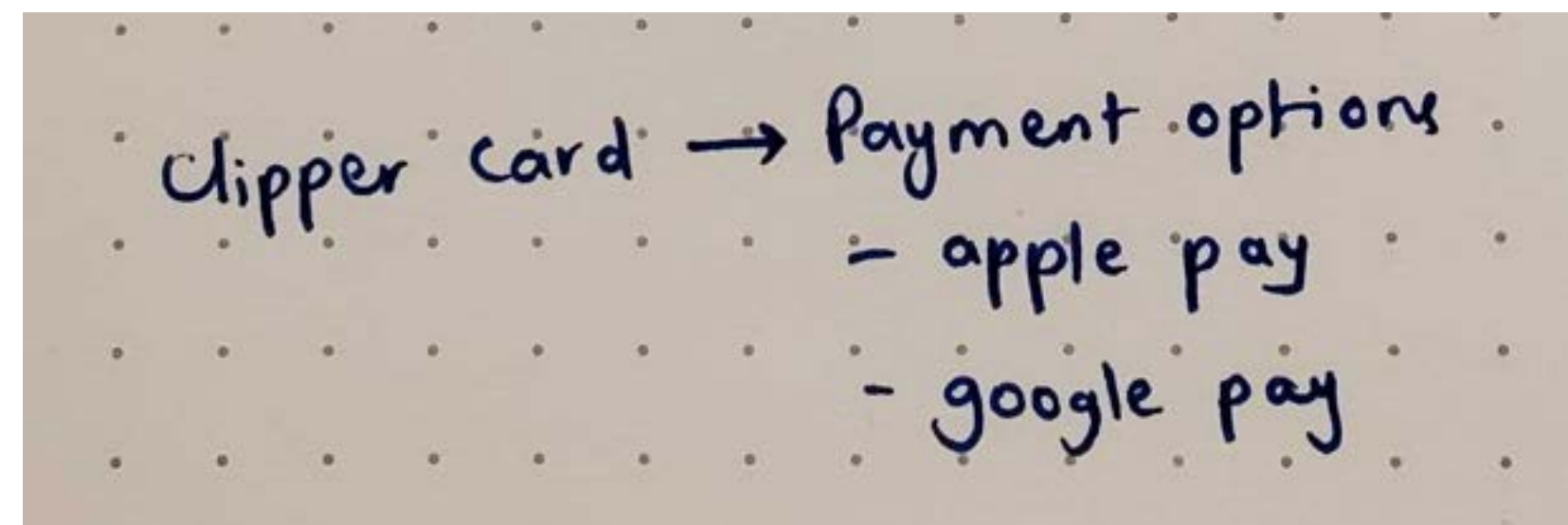


2

AWARENESS OF TRAIN TIMINGS/PLAN

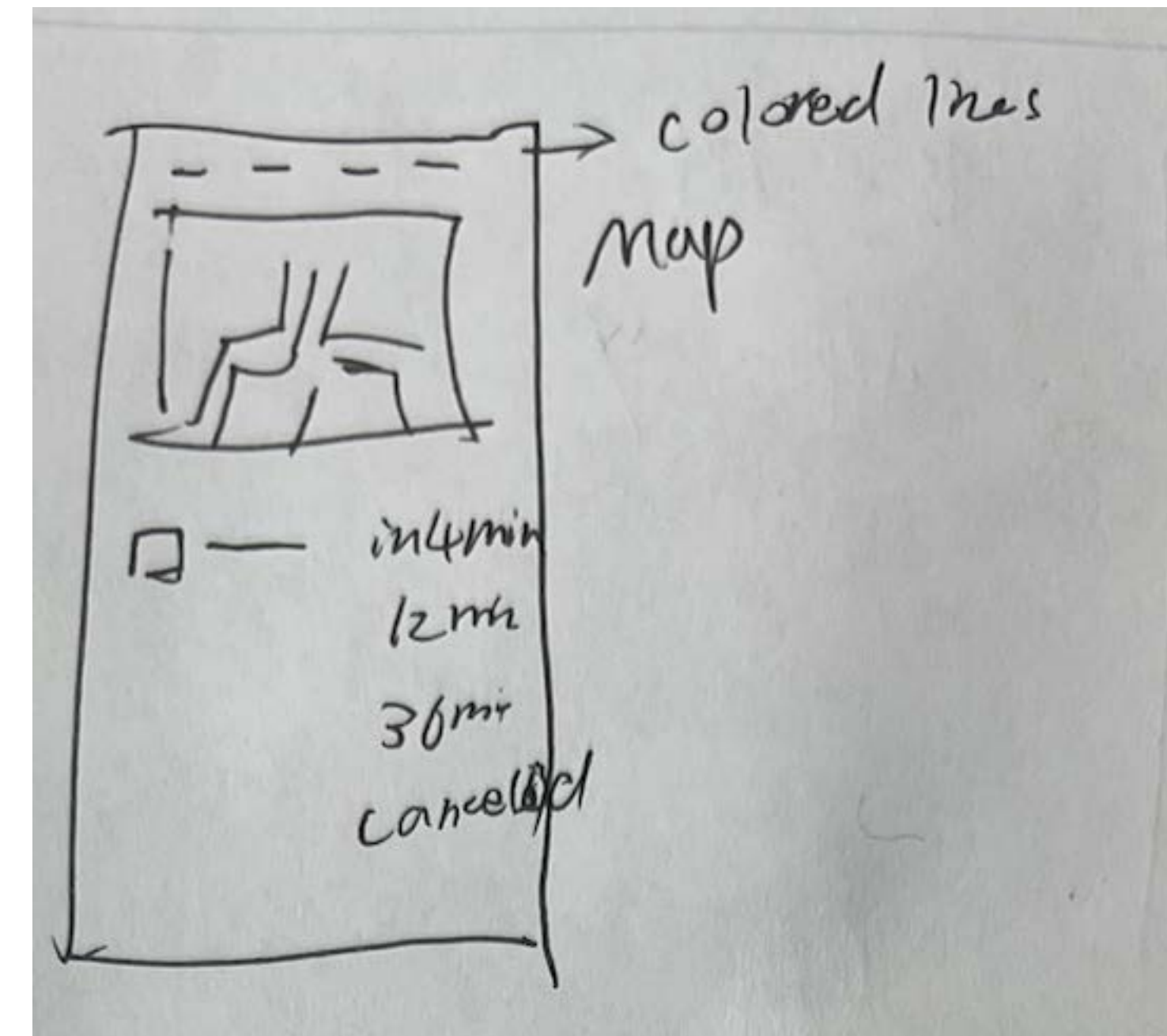
1. get more people to use the BART app, so that they can check live train delays

- posters informing people about the BART app
- integrating clipper + apple pay/google pay into BART app



2. show if there are any delays on screen at the station, before people enter access gate, so they can be informed before entering

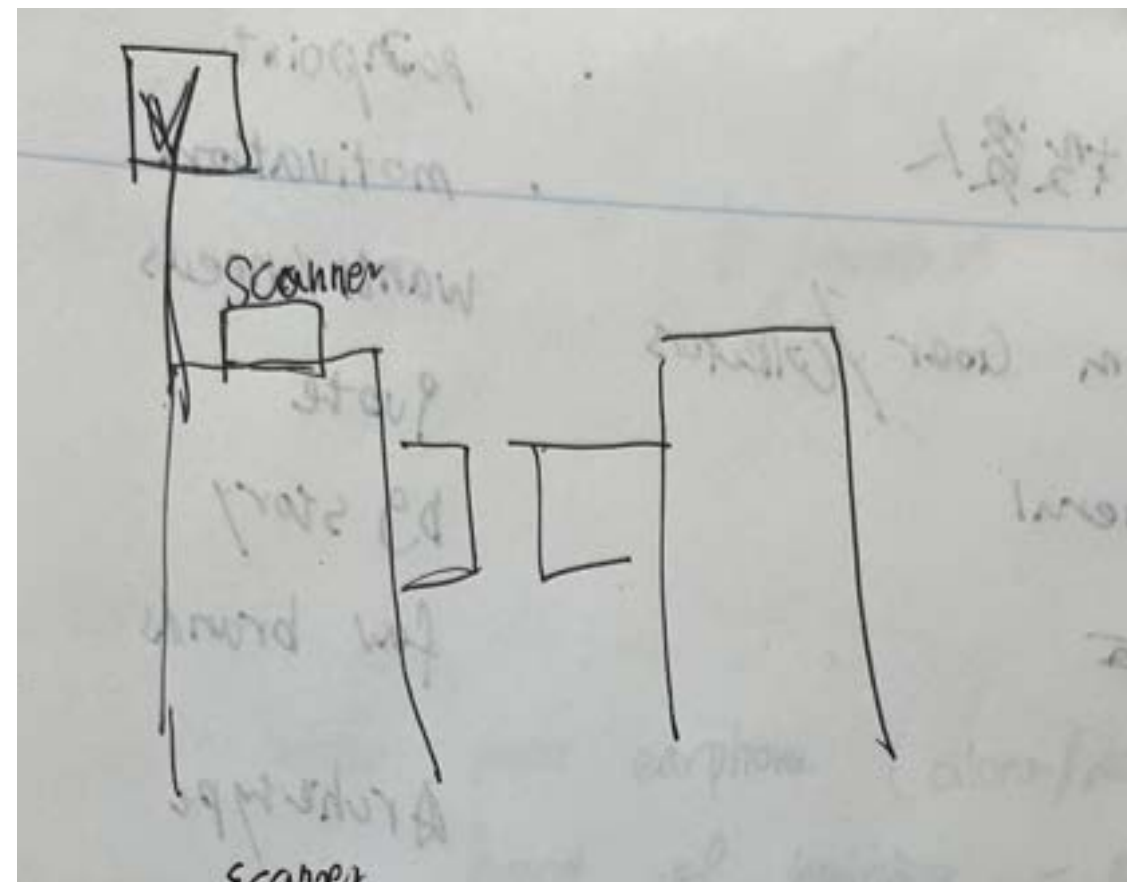
3. show map + colored line + arriving time + stop name in the BART app



3

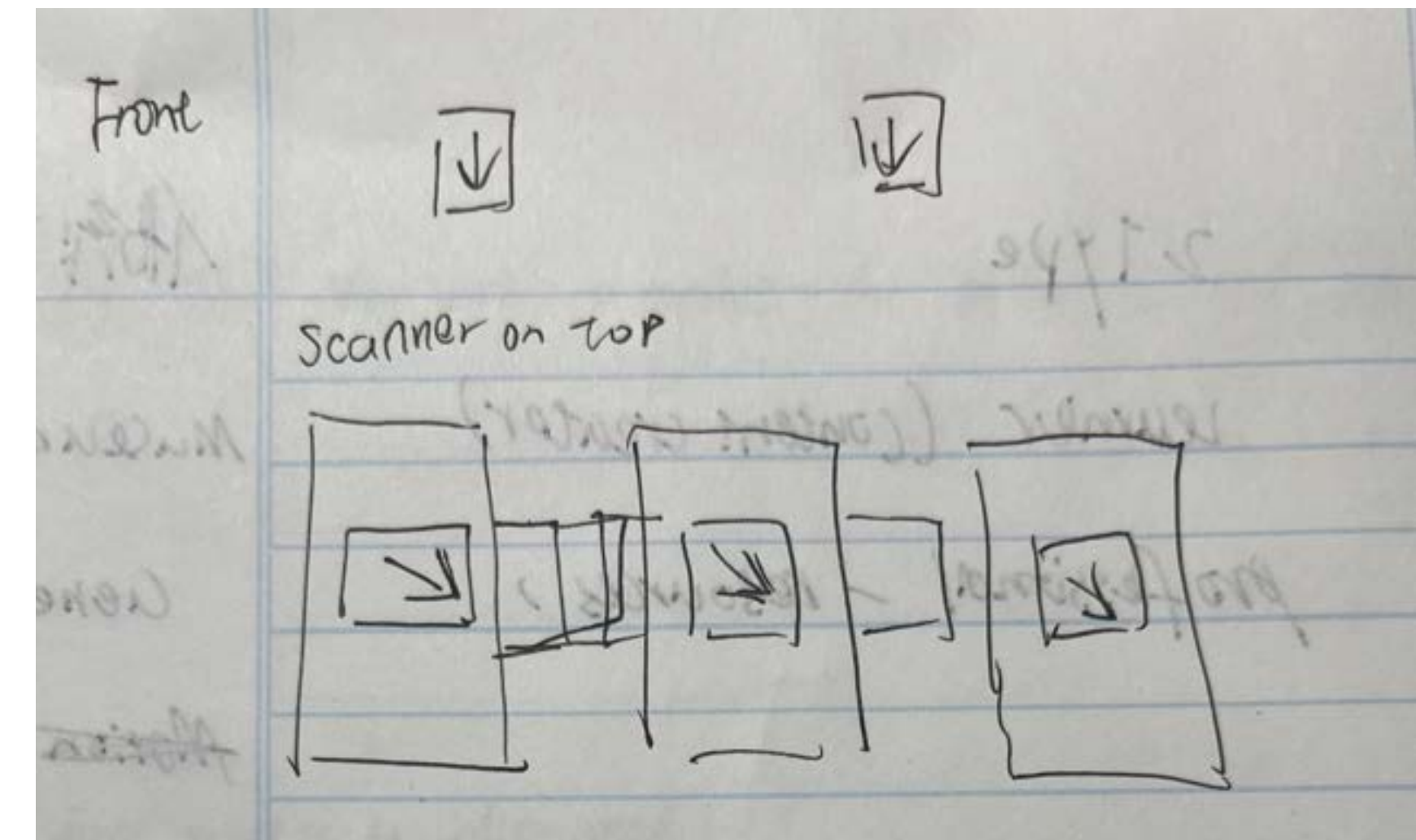
ACCESS GATE INDICATION

1. screens on top of the access gates that change depending on whether its exit or entry. This will help the indication be at eye level.

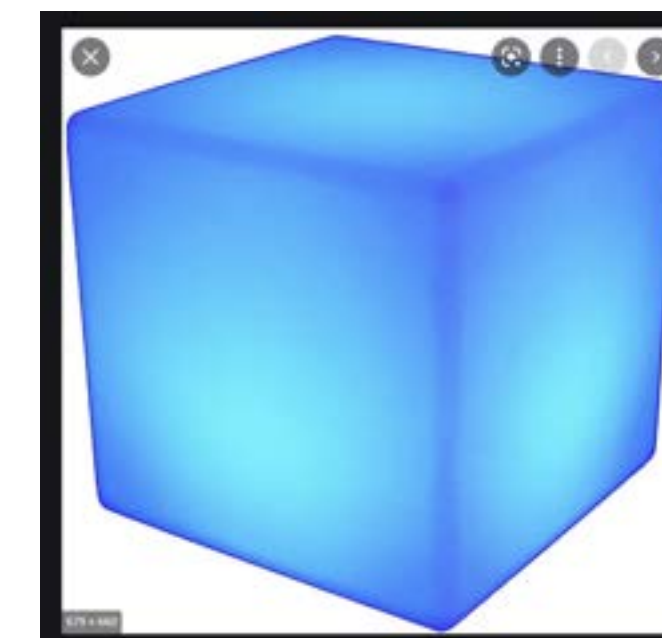


2. make the entire gate have scanner detection to avoid having people search for the scanner (at the accessible gate)

3. direction to show which side to enter from



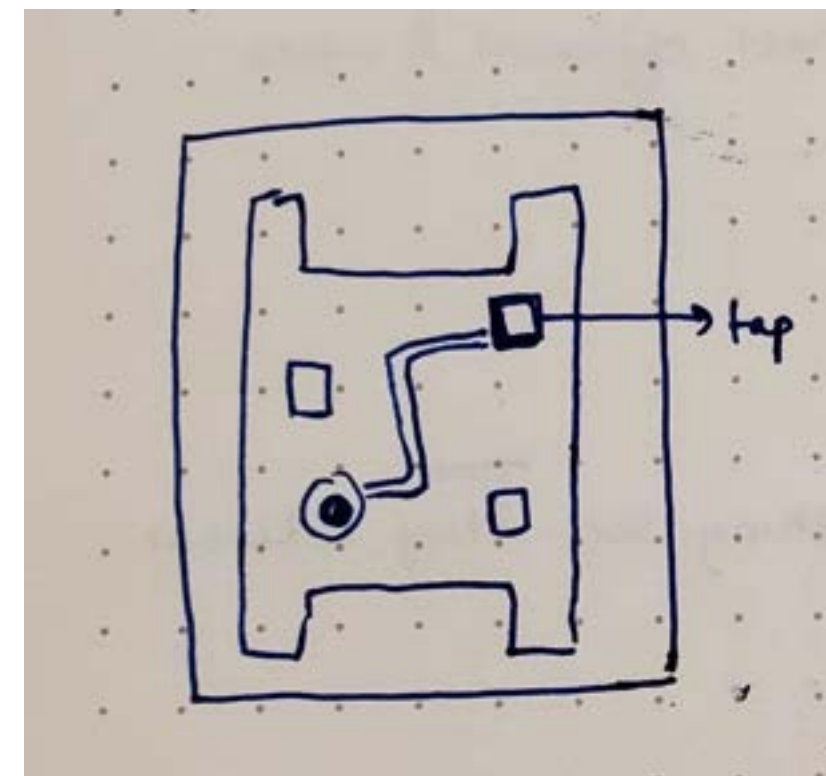
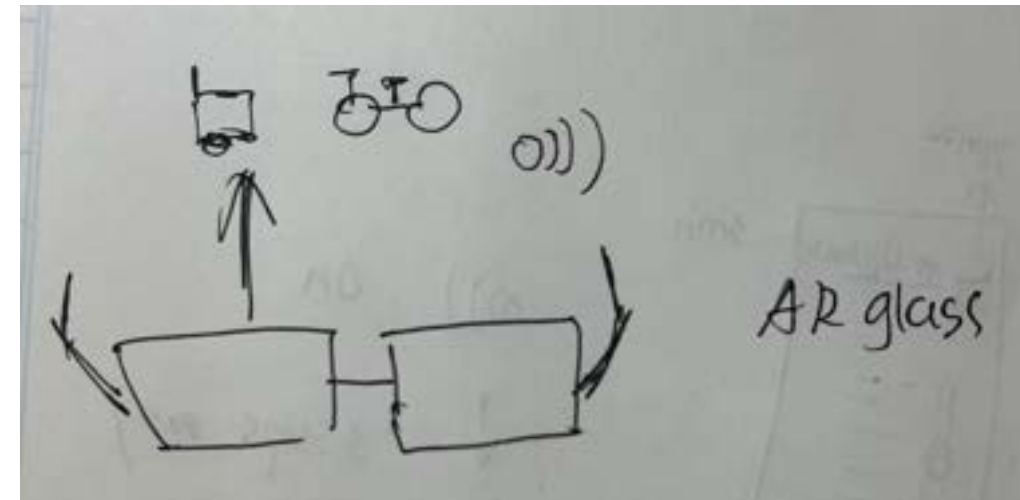
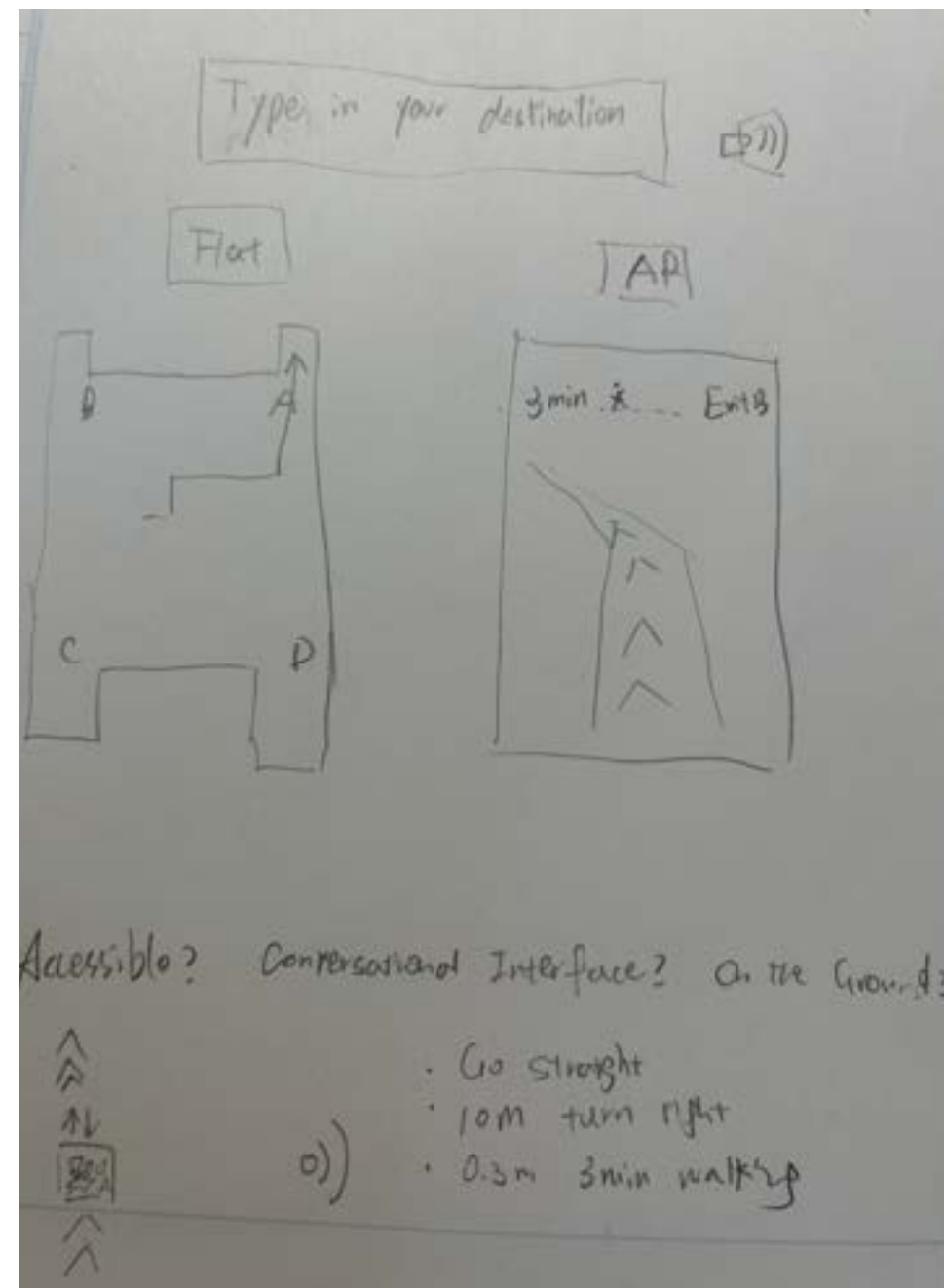
4. make the entire access gate reflect the color (full gate will be red/green depending on whether its exit or entry)



4

IN-STATION DIRECTIONS

1. AR navigation integrated into the BART app



2. flat map where if you tap on the icon (ex-elevator), it shows you live directions

3. in station physical maps showing where you are at each step



4. posters in the station showing QR code to scan for in station directions



5

EASE OF GETTING TO PLATFORM

1. bike escalators



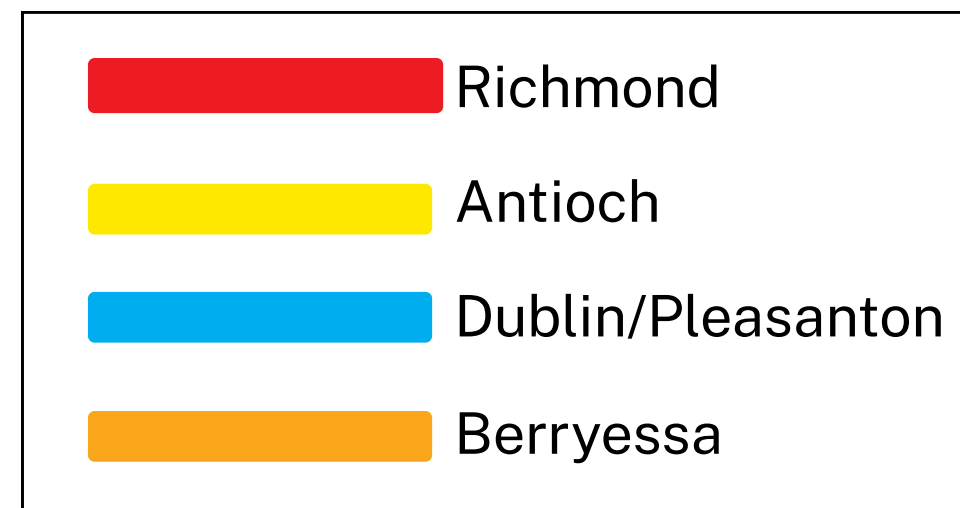
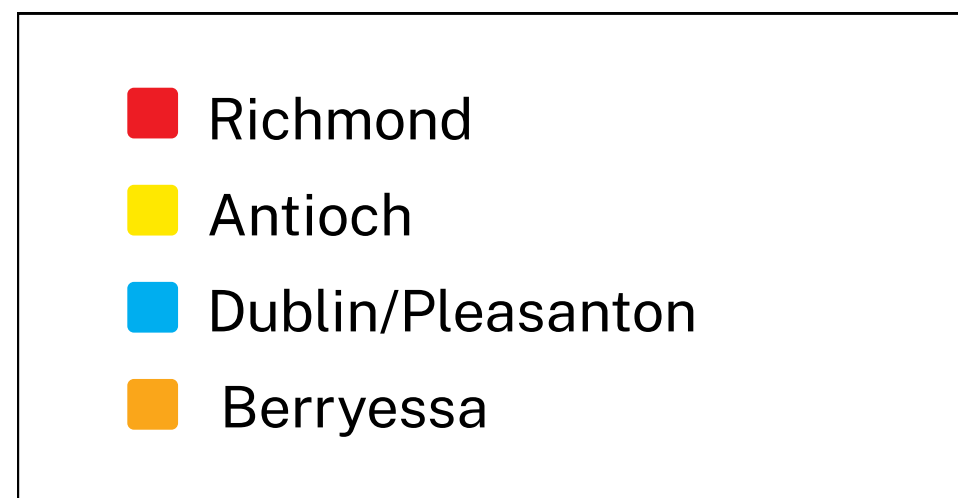
2. place elevators at multiple points of the platform, rather than just the starting and end

3. separate elevator just for strollers/wheelchairs and bikes

6

COLOR CODING OF LINES

1. introduce color coding of lines at the platform, on the boards

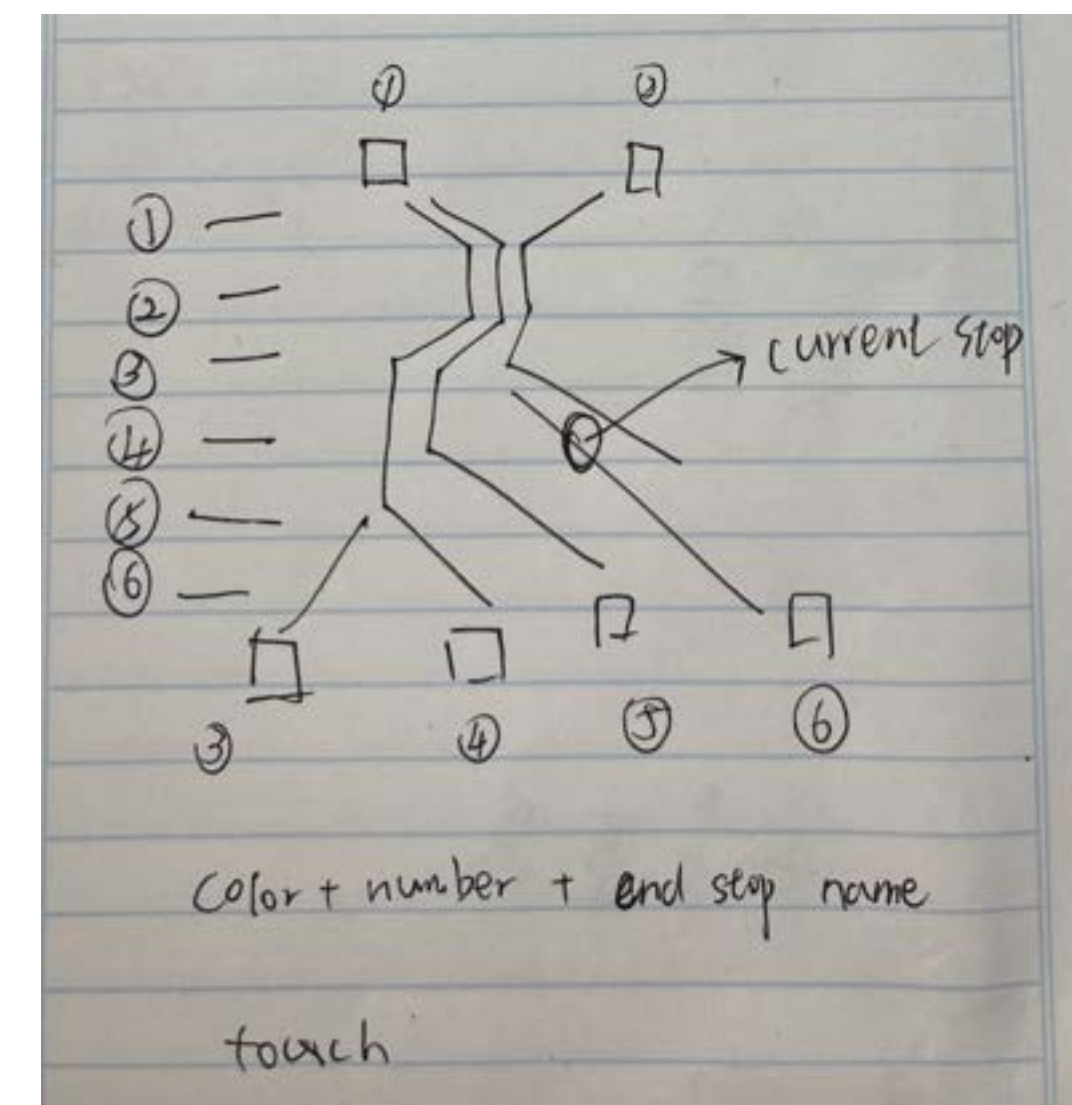


2. show the colors of the lines on the train

3. introduce bart map at platform

numbers and colors to represent lines, rectangles are the end stop names.

show current stop at the circle



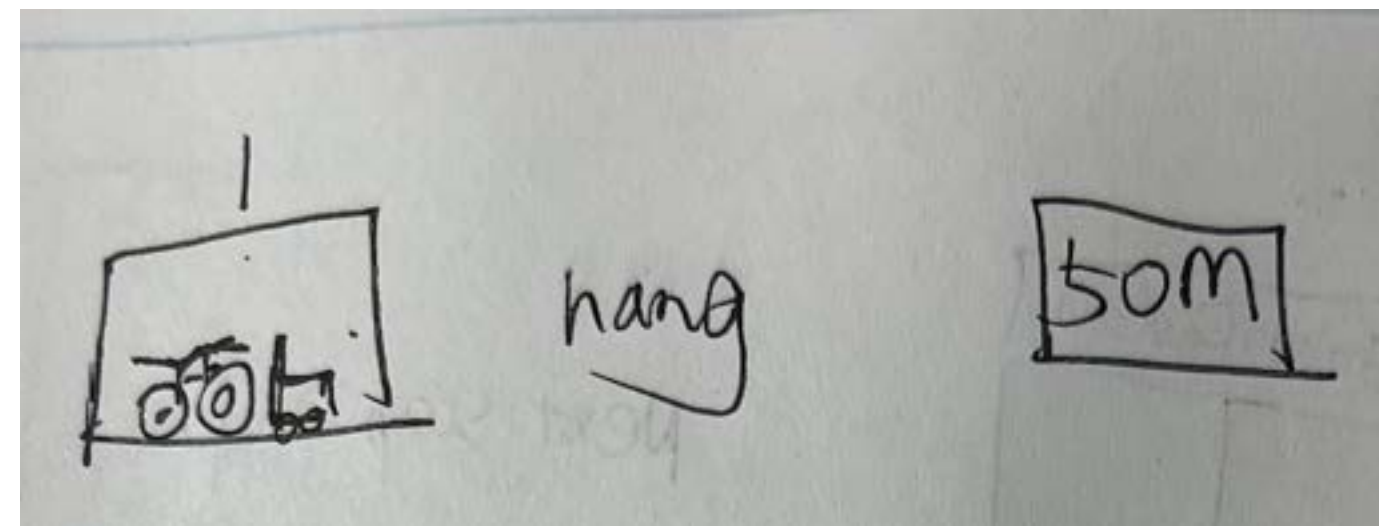
7

WAITING AREA AT THE PLATFORM

1. markings on the platform



2. signages showing where to wait



3. projections on the platform

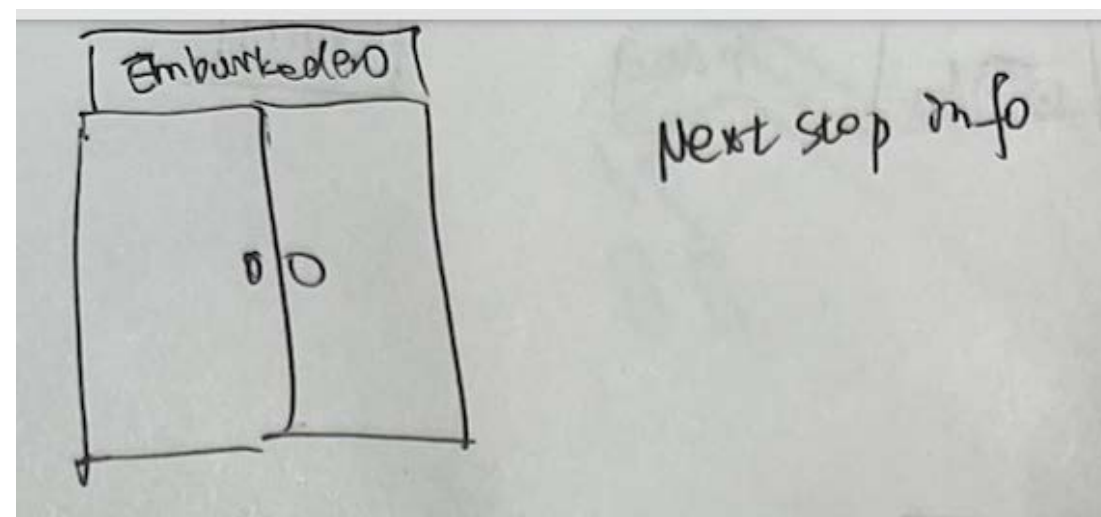


8

STOP ANNOUNCEMENT ON THE SPEAKERS CAN'T BE HEARD

1. show announcements in written words as well on the train screens

2. show stop name clearly in words. maybe above the doors



3. zoomed-in view of the line, showing live stop updates

