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Metro to redesign screen options on TAP card vending machines

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Metro is updating the software on its TAP vending machines (TVMs) to make it easier for customers to purchase and reload TAP cards. Recent focus groups of infrequent rail riders were conducted by Metro Research for the TAP group. The participants found that the TVMs are difficult to use for first-time Metro riders. They felt that the initial screen had too many options and was confusing. They also said that it was not clear on how much the fare cost, when they could travel at a reduced rate, and that a reduced fare for seniors and disabled riders was offered. The focus groups previewed a couple of alternatives for a redesigned TVM screen. These were designed by the award-winning Metro Creative Services staff. The participants saw the new design as less confusing, more intuitive and more user friendly. Follow-up focus groups will interact with this new software once it is loaded onto test TVMs at Metro headquarters. To view the complete story as posted on the source, please click [here](#).

<http://thesource.metro.net/2013/01/15/metro-to-redesign-tap-card-vending-machines-with-feedback-from-focus-groups/>

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