
Metro Rail Ticket Machine Redesign is User-Friendly



(Nov. 28, 2001) Ticket vending machines at Union Station and Civic Center have just been made more user-friendly, thanks to a redesign project that ultimately will convert all 241 Metro Rail TVMs.

Bold, new graphics and easy-to-follow instructions are the most striking changes in the appearance of the TVMs. More subtle, but just as important, are the Braille characters, raised letters and numerals, and the uniformity of instructions for ticket purchasers.

Redesigning the TVMs will accomplish three purposes, according to Revenue Director Agapito Diaz. It will bring the machines into compliance with ADA regulations; it will make the machines easier for all customers to use; and it will simplify ticket-purchase instructions, especially those for transfers from rail-to-bus or rail-to-rail.



Revenue Collections Manager Marcello Melicor, who oversaw the TVM conversion project, discusses the new look with his colleague Revenue Collection Equipment Engineer Mauro Arteaga.

"We forget that we don't have attendants to help passengers in our stations like other cities do," says Diaz. "In addition to making it easier for the physically impaired, it's particularly crucial that we communicate better with the infrequent rider."

The redesign is the product not only of an effort that involved Revenue, Marketing, MTA Graphics, Countywide Planning and Transit Operations, but also reflects input from employee focus groups, the MTA's Accessibility Advisory Committee and the Braille Institute, among others.

Ideas from these groups included reducing the number of buttons from 18 to only seven, revising the instructions on the information screen and TVM panel, ensuring that visually impaired passengers could follow the instructions and that wheelchair patrons could easily reach the buttons.

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