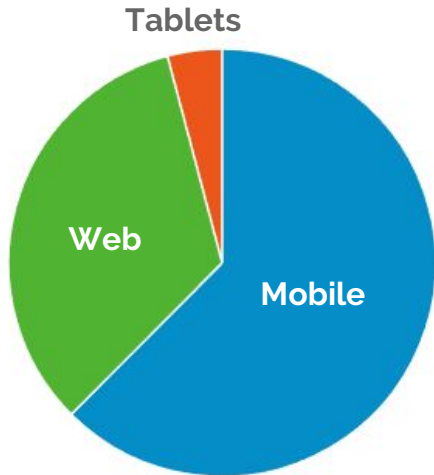# Go Metro 4.0 Mobile App

- **Lan-Chi Lam**

Director of Communications

Metro Communications
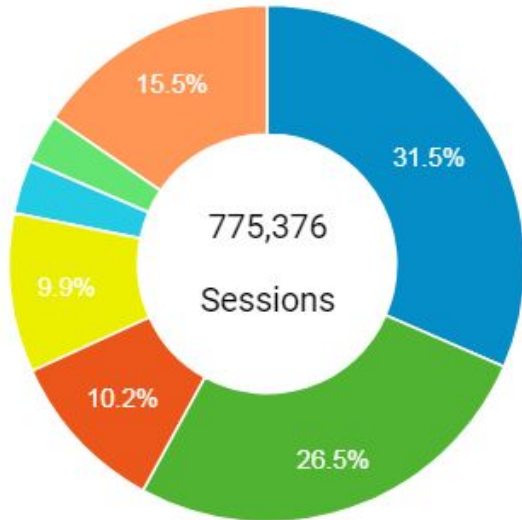
Customer Devices: Metro.net Web Traffic

- **65% mobile devices**
- **30% desktop computers / laptops**
- **5% tablets**

Tablets

Web

Mobile

Customer Devices:
Go Metro Mobile App

Legend:
- Android 7.0
- Android 6.0.1
- iOS 10.3.3
- Android 5.1.1
- iOS 10.3.2
- Android 6.0
- Other

775,376 Sessions

31.5%
26.5%
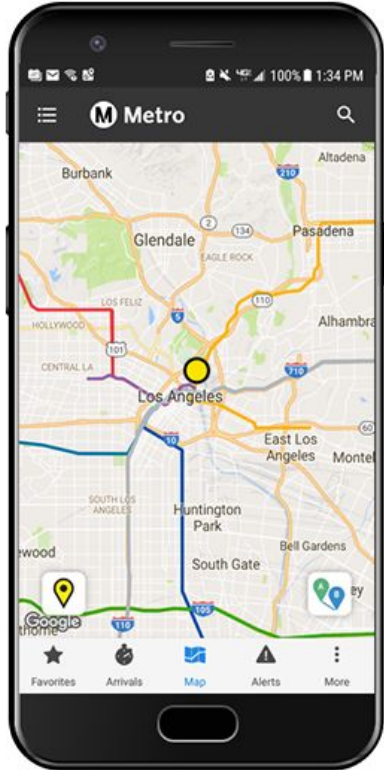10.2%
9.9%
15.5%

- 81% Android
- 18% iOS Apple
- 1% Other

Metric: App Traffic

- 700,000 monthly sessions
- 7 Million screen views

Metric: Web Traffic

- 1.3 Million monthly visits
- 3.5 Million page views
- Visitors from dozens of countries in over 200 languages

Previous App: Version 3.0

- **Previous app design / technology was 3+ years old**

- **Falling behind with iOS and Android platform technical changes**

New App: Version 4.0

- **In public BETA testing for 1.5 month prior to launch August 29th**

- **375⁺ customer comments received, and vetted (August 30 – September 19)**
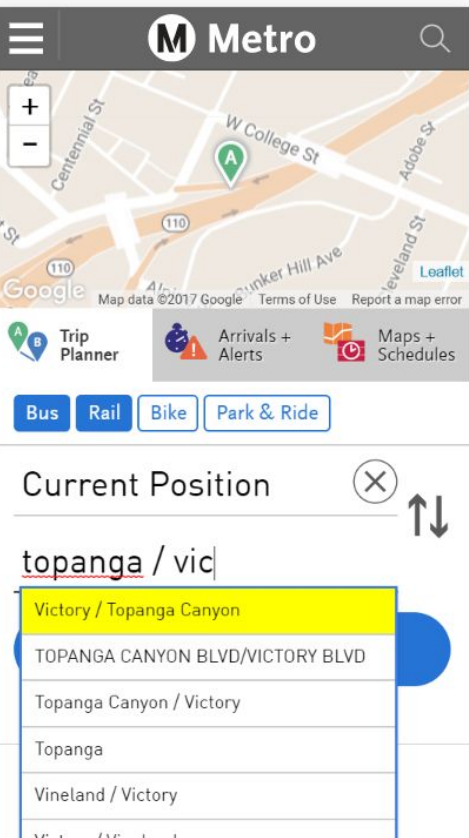
- **Update slated in September to address issues**
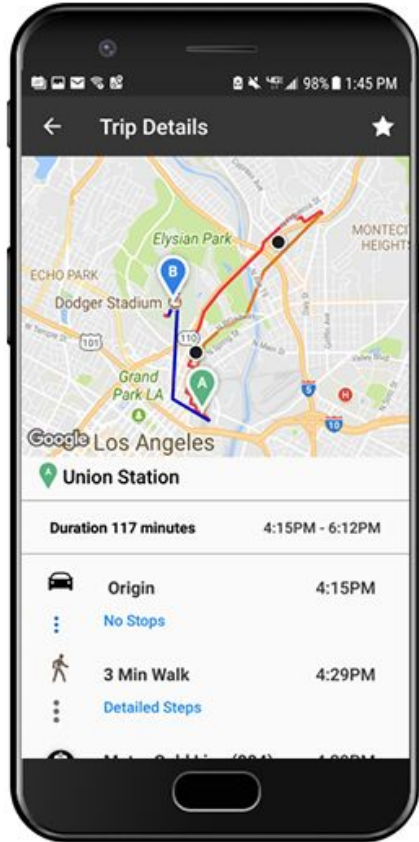
Trip Planner: New Engine

- Brand new, 'built from the ground up' using open source technology
- Mobile and dynamic map technology
- 26 transit carriers on TAP, + LAX Flyaway, Metrolink, LAWA
- Multi-modal (bus, rail, walking, bike, parking)
- Alerts and Advisories integrated into a trip/itinerary
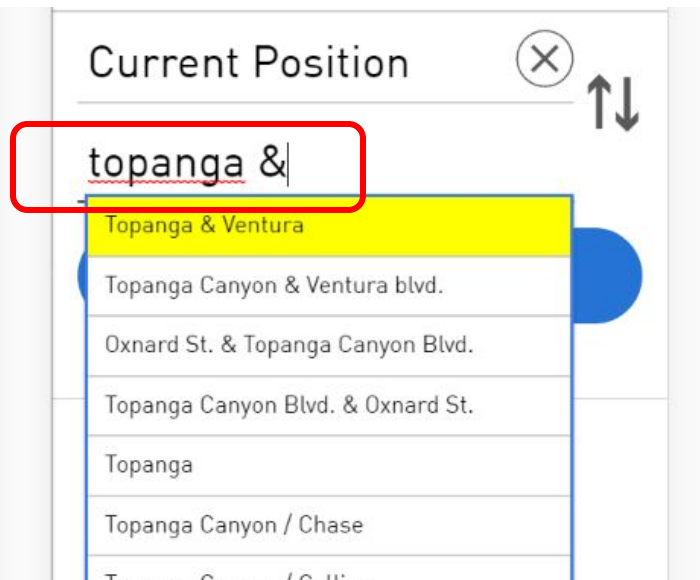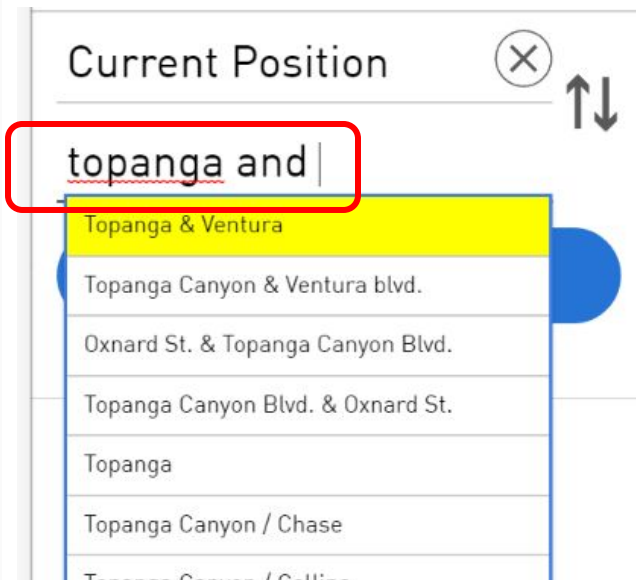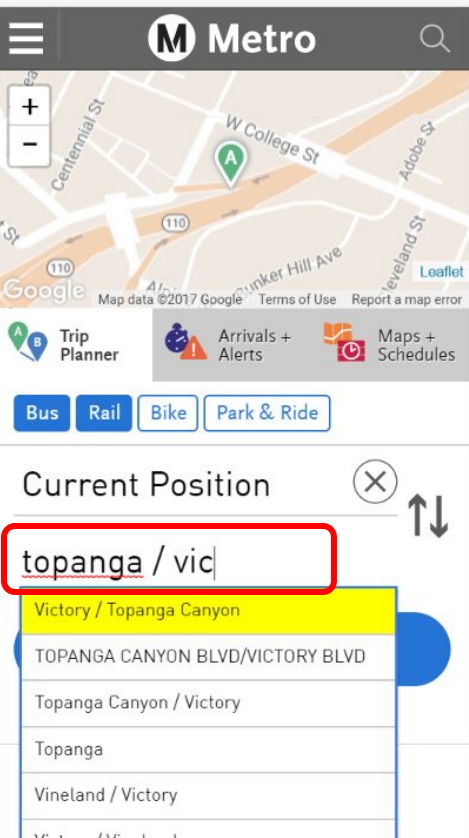
Trip Planner: May Update

- 2GB of LA County census data added
  - 2.9 Million addresses
  - Recognizes landmarks
- Search field is more flexible
  - Recognizes cross streets
  - Recognizes special characters (and, &, +)
- Fine Tuning arrival and alert info
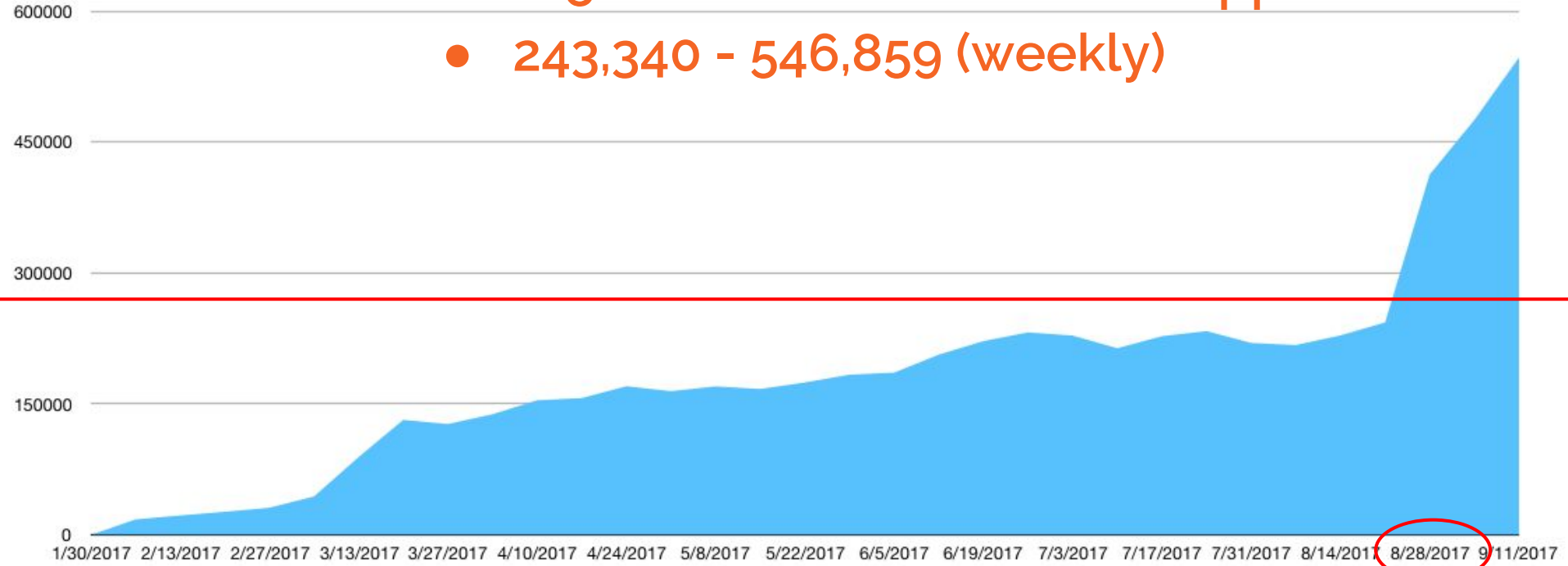- **25% increase in usage**

Trip Planner: May Update

- **More data, better search**
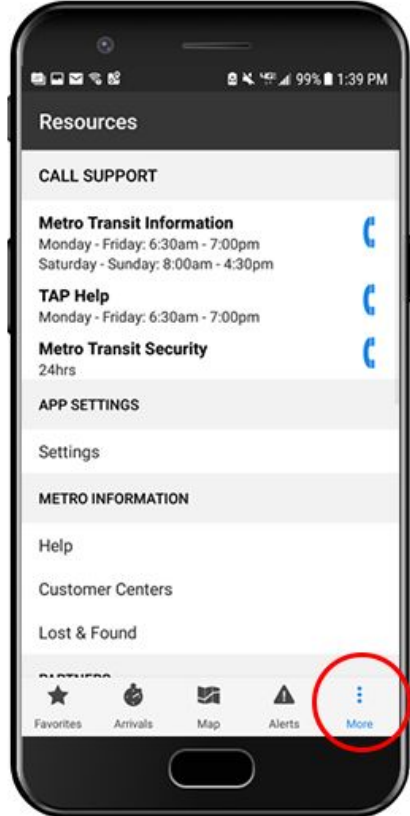
Trip Planner: Updates

- **125% increase from mobile app**
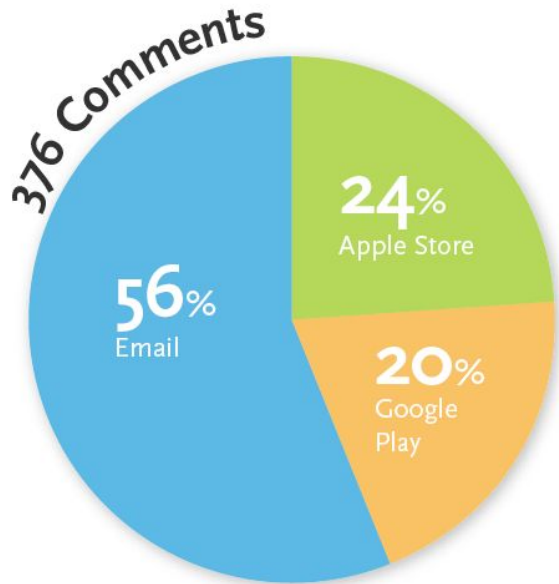- **243,340 - 546,859 (weekly)**

Ways to Comment

- Mobile App (More → Send Feedback)
- Metro.net website
- Metro Customer Care (phone, email)

- iOS App Store
- Android App Store

Feedback Summary: General

- App is slow/freezes
- Issues with map and schedules for download (offline)

376 Comments

56% Email

24% Apple Store

20% Google Play

Feedback Summary: General

376 Comments

56% Email

24% Apple Store

20% Google Play

- ~~App is slow/freezes~~ *Sept fix*
- Issues with map and schedules for download (offline)

Feedback Summary: Vehicle Arrivals

376 Comments

56% Email
24% Apple Store
20% Google Play

- Inaccurate/missing arrival times
- Arrivals appear for more than the desired stop
- Duplicate arrivals
- No refresh feature

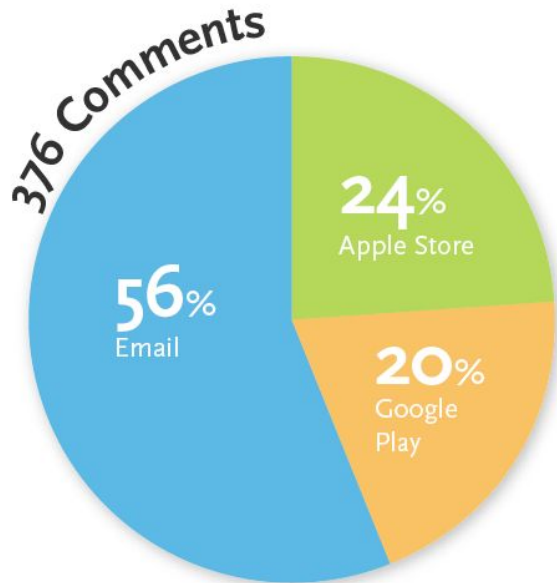# Feedback Summary: Vehicle Arrivals

376 Comments

56% Email
24% Apple Store
20% Google Play

- ~~Inaccurate/missing arrival times~~
- ~~Arrivals appear for more than the desired stop~~
- ~~Duplicate arrivals~~ *Sept fixes*
- No refresh feature

Feedback Summary:
Map Feature

376 Comments

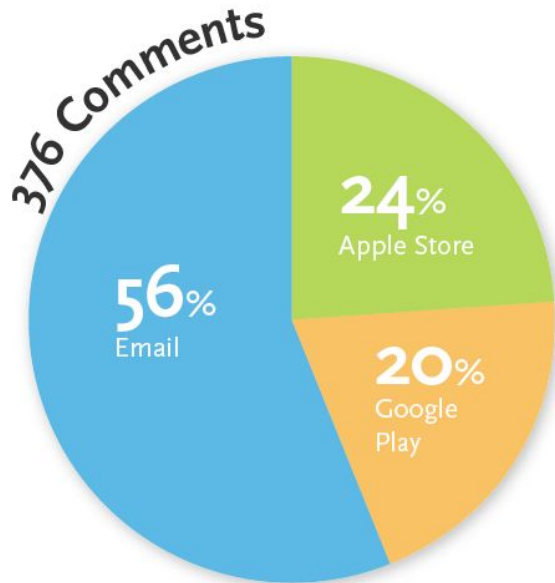**56%** Email

24% Apple Store

20% Google Play

- Too many bus stops in one location. Hard to find the right stop
- Wrong bus appears in a stop
- Add clarity on direction of travel
- No Live map/real time bus info

Feedback Summary:
Map Feature

376 Comments

56% Email

24% Apple Store

20% Google Play

- ~~Too many bus stops in one location. Hard to find the right stop~~ *Sept fixes*
- ~~Wrong bus appears in a stop~~
- Add clarity on direction of travel
- No Live map/real time bus info

September Update

- App is slow/freezes
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- Arrivals appear for more than the desired stop
- Duplicate arrivals
- Too many bus stops in one location. Hard to find the right stop
- Wrong bus appears in a stop

Thank You

- **Lan-Chi Lam**
Director of Communications
Metro Communications