

REDEFINING THE TRANSIT AUTHORITIES EXPANSION PAGE

In our multi-year design partnership with Sound Transit, our design studio supports a variety of creative needs from signage for new stations to safety animation and more. We had the opportunity to redesign the transit authority's expansion page, a crucial component in communicating the largest public transportation expansion in the country. Here's the story of how Allovus Studio worked diligently with Sound Transit's web design team to bring clarity, engagement, and user-friendliness to this vital information hub.

UNDERSTANDING THE CHALLENGE

The goal was clear from the beginning: to create a comprehensive and accessible page that would inform riders and community members about the impacts of new stations in their neighborhoods. This page needed to be more than just informative; it had to provide an intuitive and user-friendly way to navigate through the expansion details.

User research: The foundation of success

Allovus embarked on extensive user research to uncover the most logical and informative approaches for site visitors to access and digest the information. This research highlighted the need for clarity and ease of use, focusing on how different demographics interact with the site. Understanding these nuances allowed the team to tailor the design to meet the diverse needs of Seattle's residents.

Market research: Learning from the best

In parallel, Allovus conducted market research to benchmark how other industries were displaying logistical information. By examining best practices and innovative solutions from various sectors, the team gathered valuable insights that informed the project's direction. This step ensured that the redesign would not only meet but exceed user expectations.

Rethinking the interactive map experience

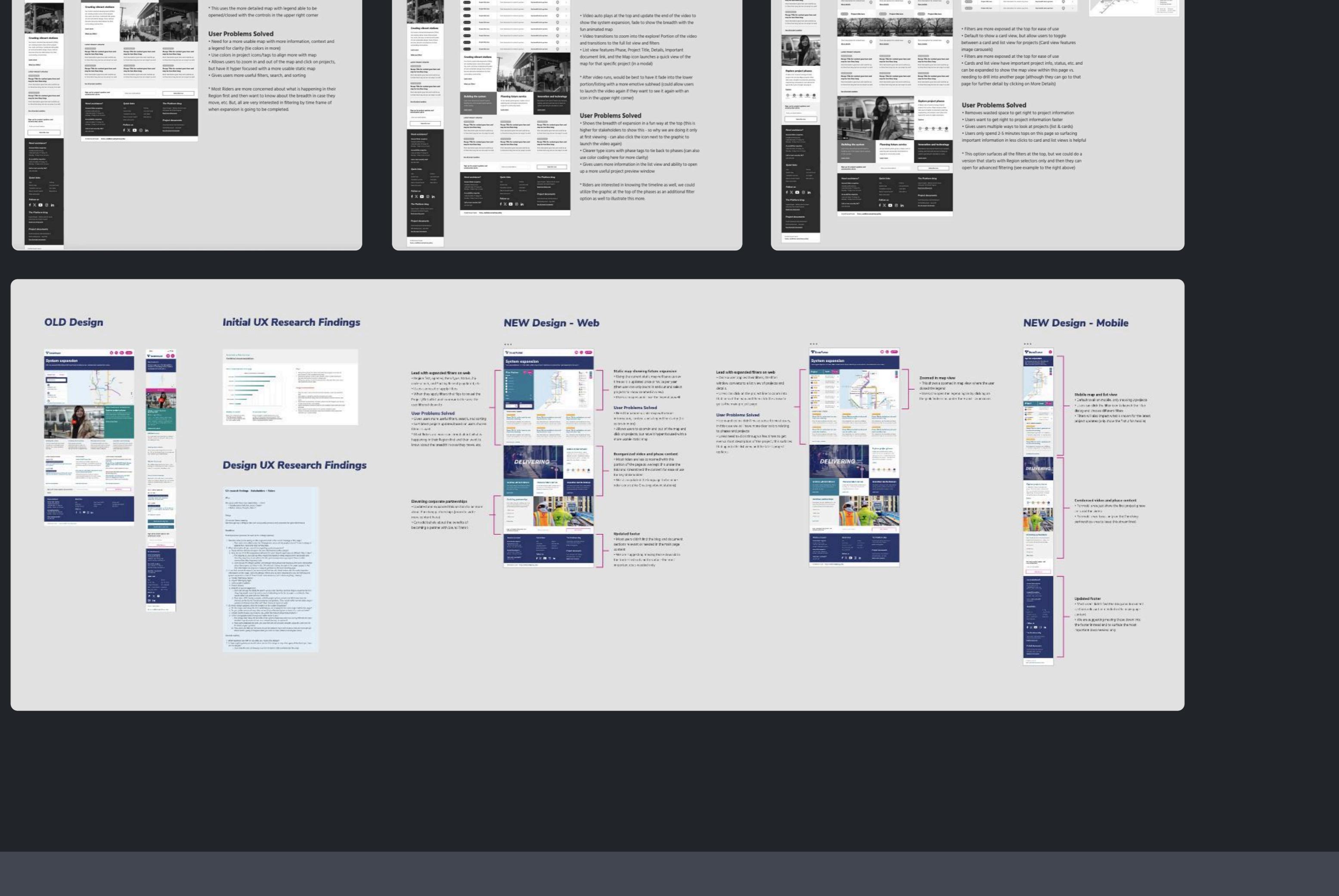
One of the standout features of the new page is the reimaged interactive map. Allovus focused on creating an engaging and informative map that would provide potential future station information. This feature allows users to visualize the expansion and understand its impact on their daily commute and community at large.

Duration
2023 - present,
5-year contract term

Project
Benchmarking
Research
Accessibility Design
Web Design

Tools
Figma
Adobe XD

Roles
UX Research
UX Design
Visual Design



DESIGN AND ITERATION: CRAFTING A COHESIVE LOOK

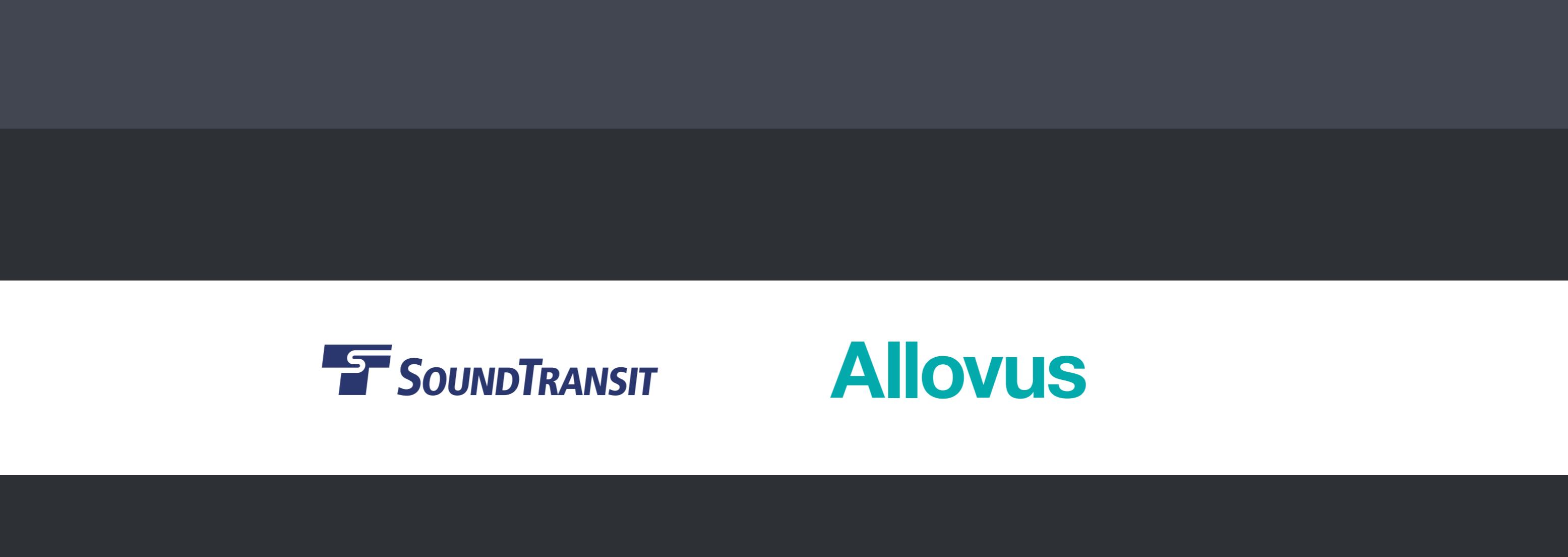
With research and insights in hand, Allovus turned to the design phase. Utilizing established design system components alongside newly crafted on-brand elements, the team ensured a cohesive look and feel that aligned seamlessly with the rest of the Sound Transit site.

Close collaboration and iteration

Throughout the process, Allovus worked closely with the Sound Transit team, conducting multiple iterative explorations on page layout and design. This collaborative approach allowed for continuous refinement, ensuring that every element was optimized for user experience.

The final product: A user-centric experience

The iterative process culminated in the selection and launch of a user experience that stands as a testament to the power of collaboration and thoughtful design. The new expansion page now serves as a user-friendly, informative, and visually appealing resource for all.



Need a research-driven approach to web design?
Let's collaborate on your next project.