

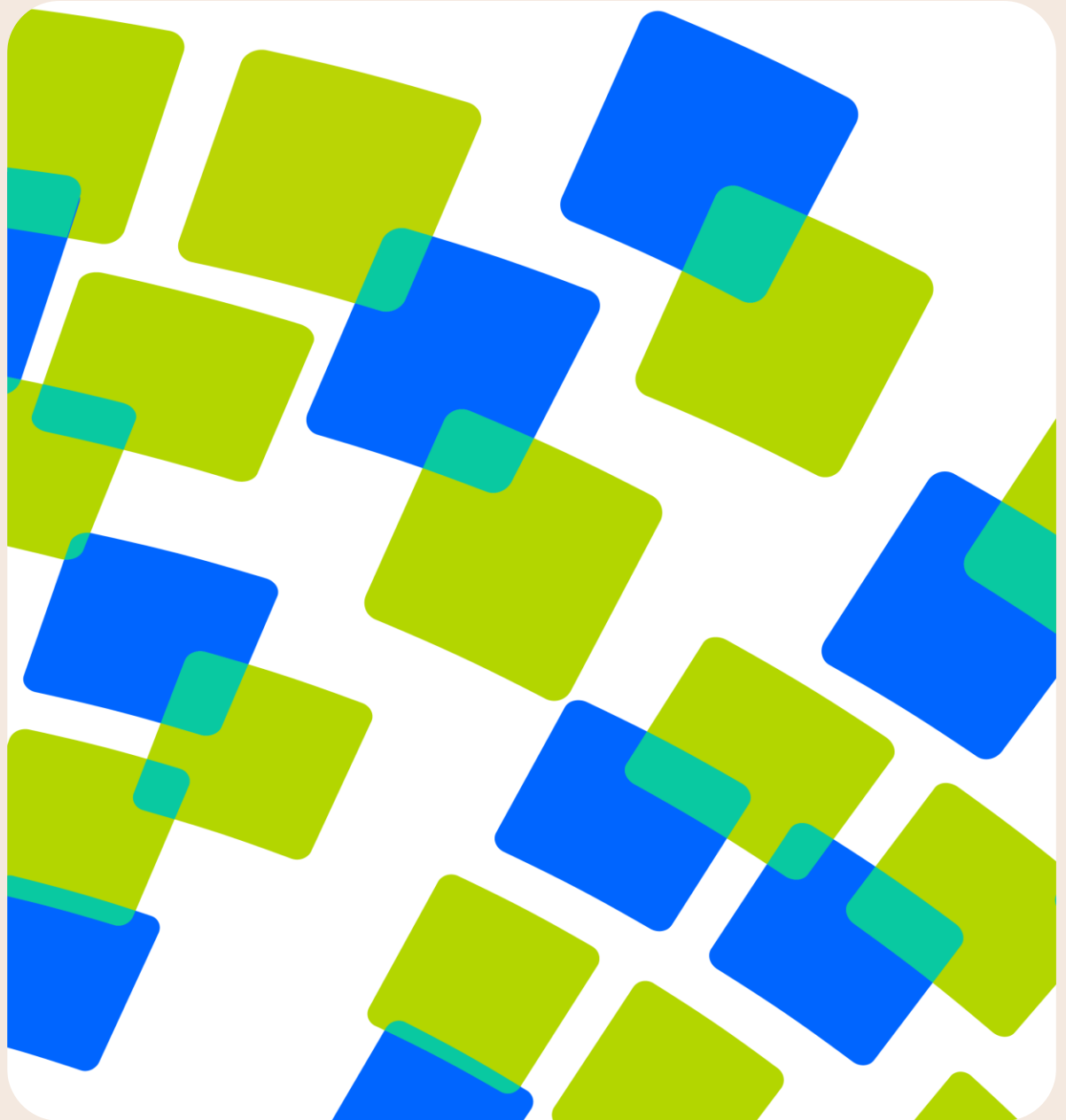


wmata.com modernization and metro pulse 2.0 update

Riders' Advisory Council Meeting

Washington Metropolitan
Area Transit Authority

May 2026



agenda

1. WMATA.com modernization overview
2. Metro Pulse 2.0 preview
3. Questions?



Station Manager and 2 customers celebrating Metro's 50th.

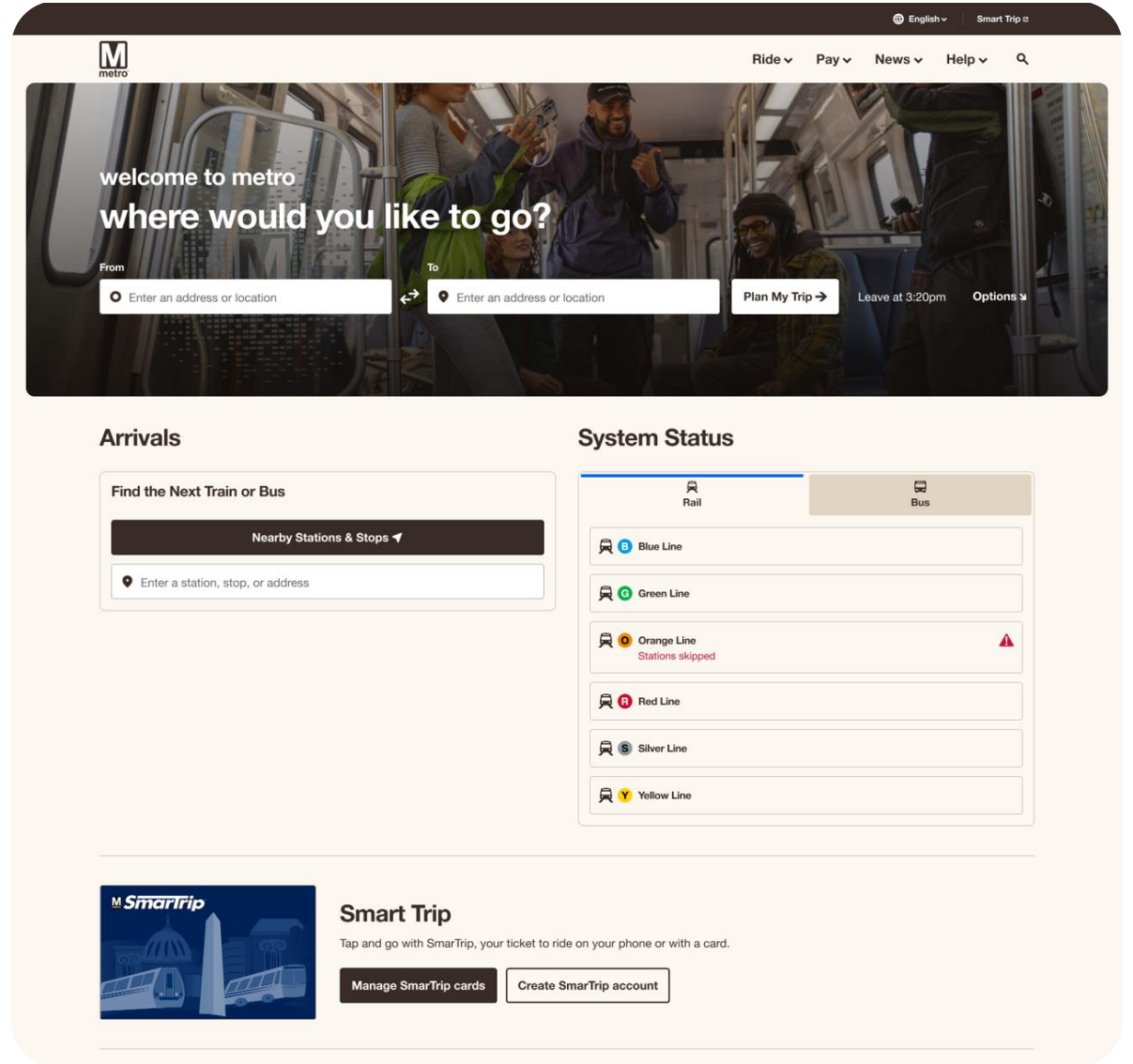
WMATA.com

background

The new WMATA.com makes it faster and easier for customers to get the service information they rely on every day.

The new site:

- Is built with customer input; designed around customer needs
- Works better on phones, where most customers access Metro
- Provides clearer, more accurate real-time information
- Supports more languages and accessibility needs than ever
- Is part of Metro's commitment to modernize and improve the customer experience

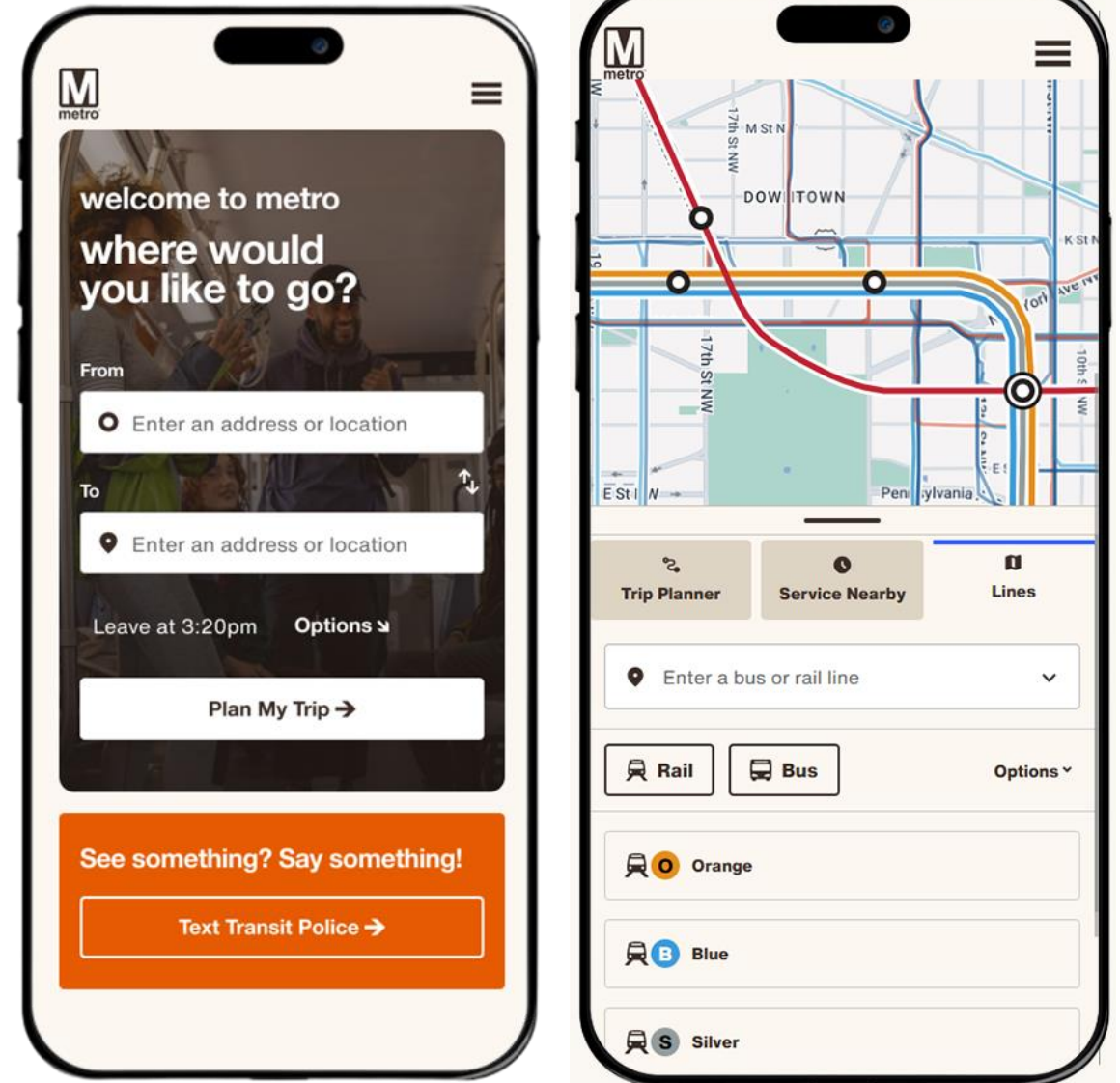


Sample image of new WMATA.com homepage

the new site is designed for today's customers

The new WMATA.com embraces a mobile-first design powered by data.

- The last major update of WMATA.com was completed in 2016.
- Significant changes have occurred in technology since: customers have new expectations, mobile device usage now greatly eclipses desktop use, and transit data standards have progressed.



Mockups of the new WMATA.com on a mobile device

unified service information

Rider tools custom built for Metro customers.

The new site deploys a consolidated set of service information tools all in the same place on the site: trip planning, nearby service, bus routes and rail lines, real-time and scheduled arrivals, and station and stop information all make up the unified rider tools.

Trip Planner Service Nearby Lines

Enter a station, stop, or address

Rail Bus Options ▾

15 St+I St NW+K St NW 0.03 mi
Stop #1001199

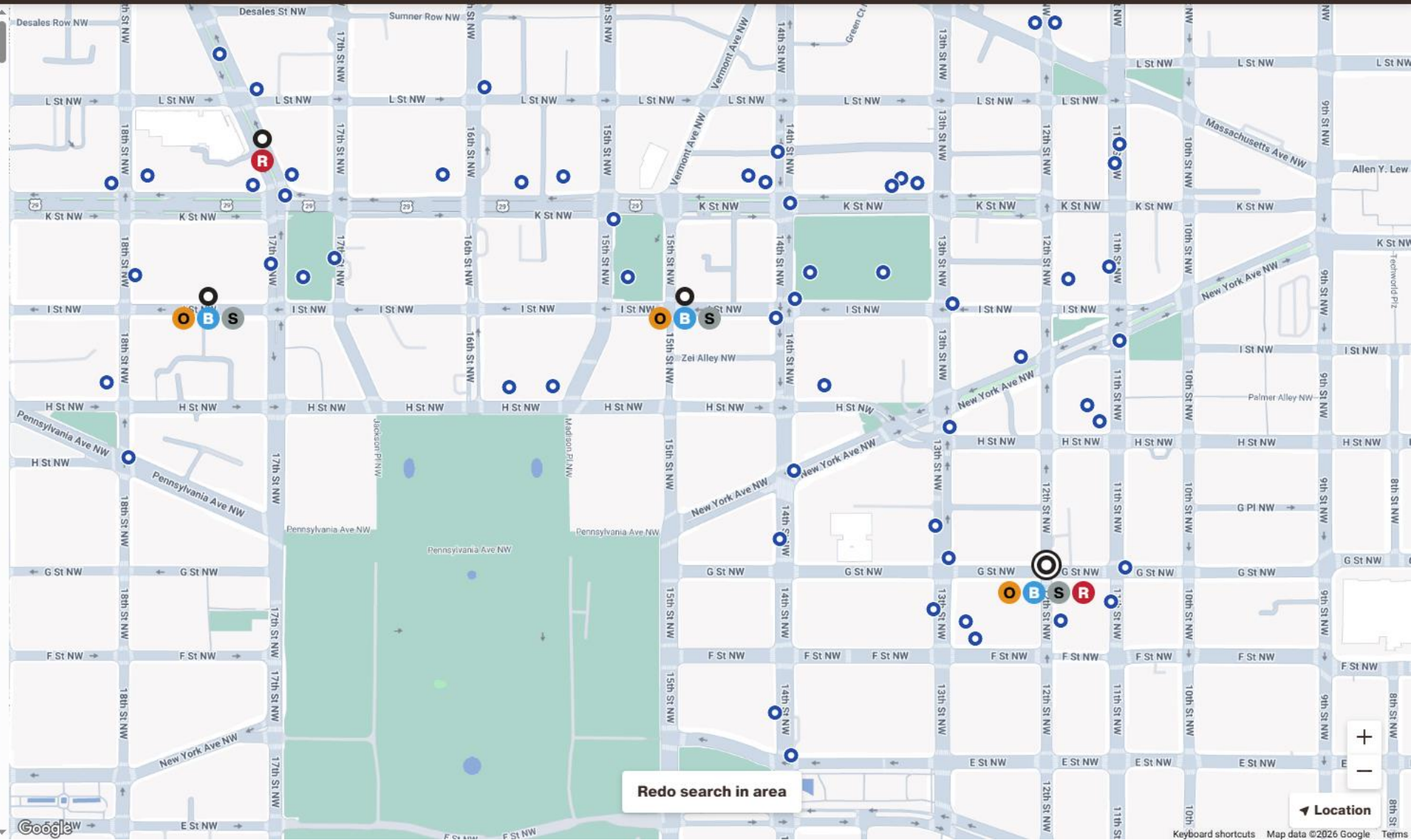
- D24** West to McPherson Sq **39**, 60 min
- D24** East to Deanwood 10:13 AM

K St NW+15 St NW 0.05 mi
Stop #1001244

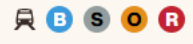
- D6X** North to Silver Spring **7**, 36 min
- D20** West to Farragut Sq **19** min
- A49** West to Culmore **363**, 383, 403 min
- D60** North to Silver Spring **NOW**, 16, 27 min

K St NW+16 St NW 0.07 mi
Stop #1003703

- D6X** South to Federal Triangle **10**, 14, 30 min
- D60** South to Franklin Sq **6**, 7, 15 min
- D60** South to L'Enfant Plaza 11:49 PM

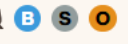


< Metro Center



Arrivals Status Info

⌚ Arriving Now 📅 Schedule

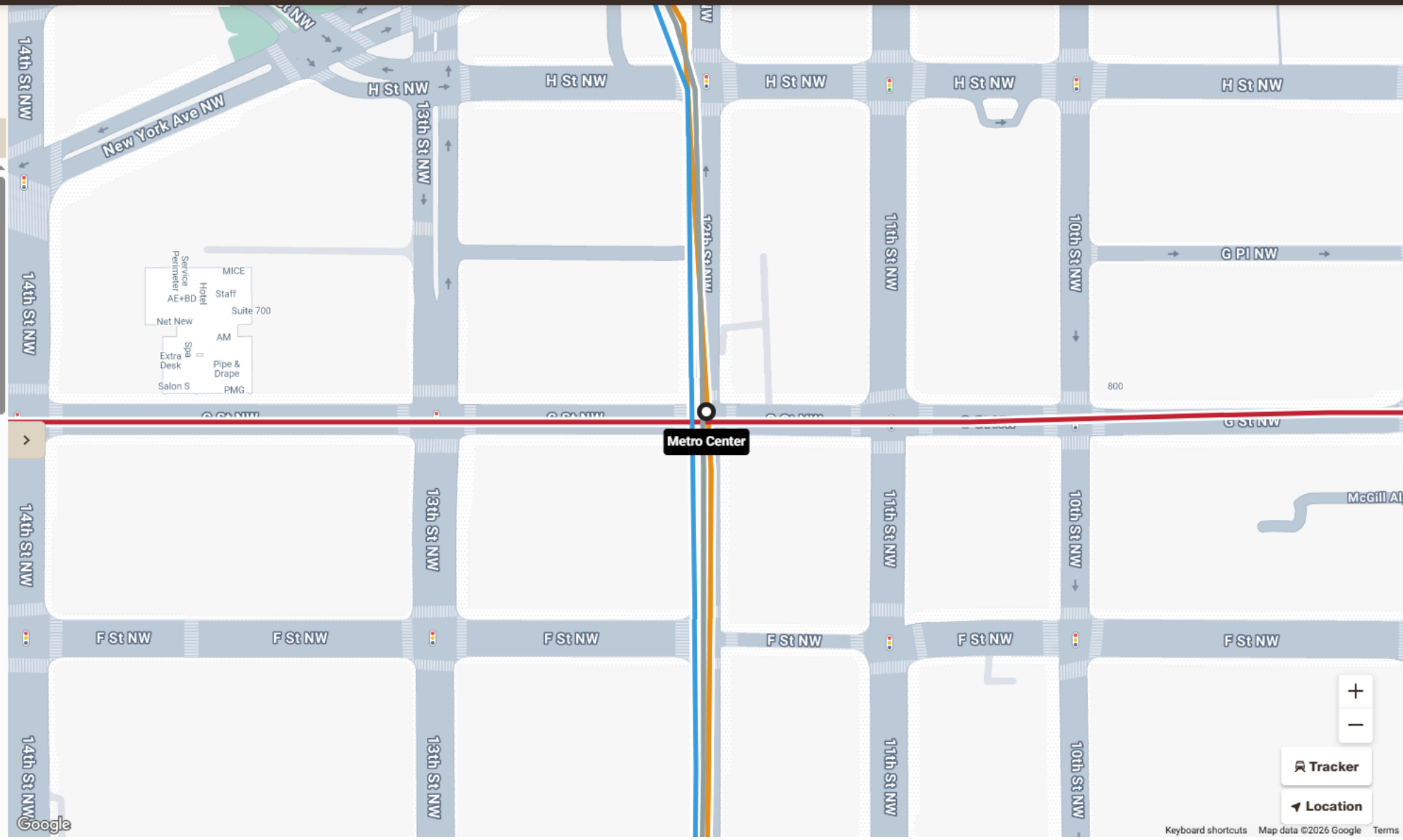


Largo, New Carrollton

| | |
|----------------|---------------|
| New Carrollton | 3 min |
| New Carrollton | 8 min |
| Largo | 14 min |
| New Carrollton | 14 min |
| Largo | 16 min |

Franconia-Springfield, Ashburn, Vienna

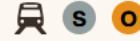
| | |
|-----------------------|-----------------|
| Franconia-Springfield | 2 min |
| Vienna | 4 min |
| Ashburn | 10 min |
| Ashburn | 10:03 AM |
| Franconia-Springfield | 14 min |



Tracker

Location

< New Carrollton



[Plan a Trip](#) [Station View](#)

Arrivals

Schedule

Status

Station Information

Accessibility

PDF Maps

Art in Transit

Parking

Daily Parking

All Day Spaces 3519

Daily Fee M-F: \$4.95 / \$8.95, Weekends/Holidays: Free

The lower daily fee requires a valid rail trip using a SmarTrip card originating from a station other than where you parked.

[Learn More](#)

Short-Term Metered Parking

Metered Spaces 97

Reserved Parking

Location Level 2 rows 2A and 2B

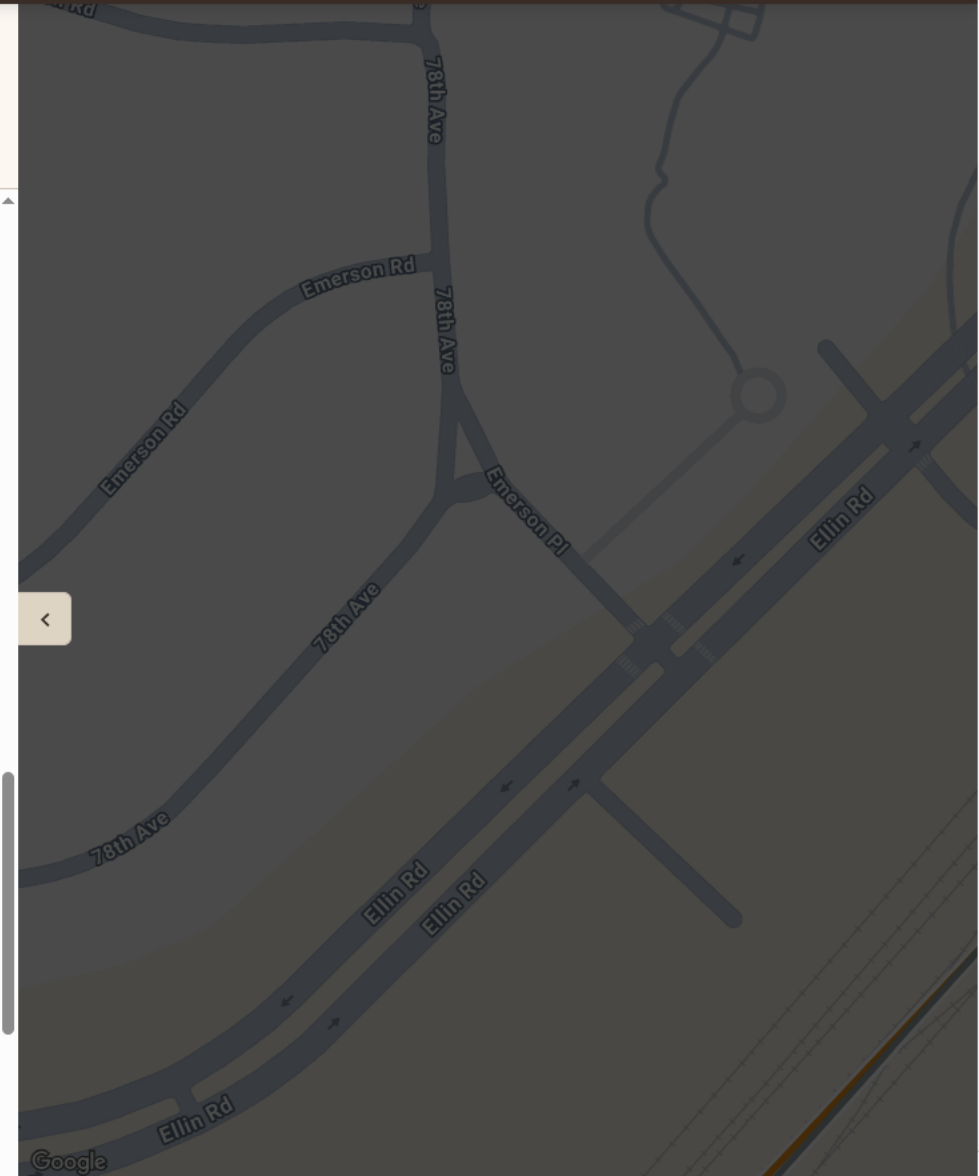
[Set Up Reserved Parking Account](#)

[More About Parking](#)

Bikes

Bike Racks 35 Lockers 16 Bikesharing None

[More About Bikes](#)



accessibility built-in

A site built for all of Metro's customers.

Extensive testing has also been conducted to ensure the site meets accessibility standards, further enhancing the experience for all customers.

Testing was conducted in two main ways:

- Automated testing to validate conformance with WCAG 2.2 Level AA.
 - SiteImprove to review the site for conformance with WCAG guidelines
 - Digital tools like DeQue, Lighthouse, and Voiceover tools for additional website accessibility testing.
 - Assistive technology validation using the following: JAWS, NVDA, VoiceOver, or TalkBack.
 - Validated that all functions on the new website are operable without touch or mouse.
 - Verified that the website design meets WCAG color contrast ratios.
 - Testing on mobile devices to validate that the system uses native accessibility APIs (i.e., iOS UIAccessibility and Android Accessibility Services).
- Additional manual testing conducted by accessibility experts with disabilities to assess function of the site qualitatively and determine immediate priority fixes.
 - Also worked to coordinate testing by AAC members (in-progress)

smarter language access

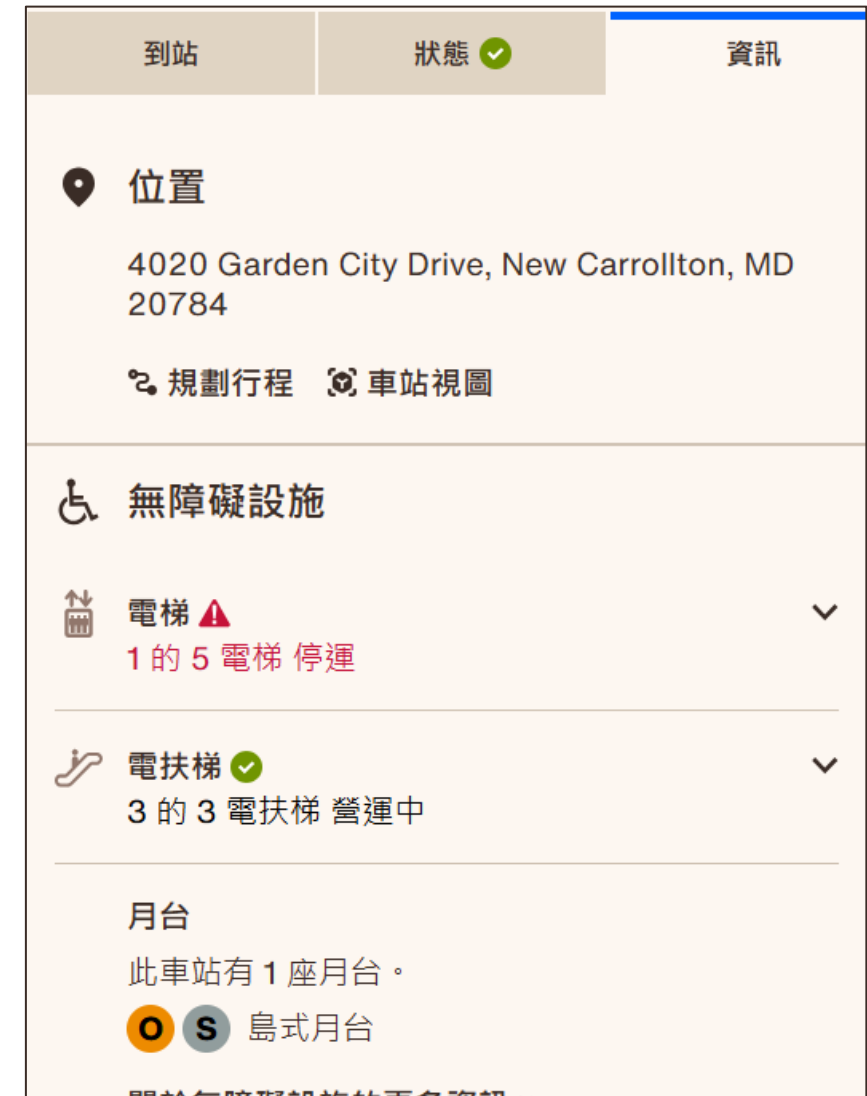
The new site is translated into 13 languages with a mix of artificial and professional translations.

The new approach supports overriding and correcting artificial translations and soliciting feedback on translations directly from end users.

All pages within **/ridertools** have been professionally translated.

Languages includes:

1. Spanish
2. Chinese Simplified
3. Chinese Traditional
4. Vietnamese
5. Amharic
6. Russian
7. Somalian
8. Arabic
9. Portuguese (Brazil)
10. Phillipino
11. Korean
12. French
13. Dari



Screenshot of a Rider Tools page in Chinese

New WMATA.com launches on May 17

Metro Pulse 2.0

Why do we need a design refresh?

Mobile app trends are changing, and Metro Pulse needs to be updated to keep up.

- There are growing customer expectations for transit applications.
- We have an opportunity to **improve clarity, trust, and ease of use** through **better design**
- Customer feedback reflects both strong wins and clear pain points. We want to be responsive to customer feedback
- Metro's corporate brand has changed → Metro Pulse is a highly visible touch point that should match that brand



Smartphone homepage with new Metro Pulse app icon in brown with Metro 'M'.

Research findings

Research and analysis saw similar themes:

Users struggle to find what they need most and were insecure with the data they were getting.

| | App Store Feedback | Customer Research Findings | UX Review Findings |
|--|---------------------------|-----------------------------------|---------------------------|
| Navigation and usability challenges | ✓ | ✓ | ✓ |
| Concerns on clarity and validity of real-time data | ✓ | | |
| Desire for simpler access to most used information (i.e., personalization) | ✓ | ✓ | ✓ |
| Desire for additional features and functionality | ✓ | | |
| Lack of clarity of certain functions (e.g., button states) | | ✓ | ✓ |
| Customers feel under-informed during service issues | ✓ | ✓ | |

Primary user tasks

Main things the customer wants to DO in the app, based on past research.

| Find out when the next train/bus is coming | See what modes can get me from one point to another | Identify issues that might impact my trip |
|--|--|---|
| (Arrivals) | (Trip planning) | (Service alerts) |
| <p><i>I know where I'll be starting my trip, and what mode I'll likely use.</i></p> <p><i>I need help to know when I need to get to the stop/platform.</i></p> | <p><i>I know where I'm starting and where I need to go.</i></p> <p><i>I need help figuring out what modes I could take to get there.</i></p> | <p><i>I know when my usual mode is coming OR have planned my trip....</i></p> <p><i>I need help identifying relevant service issues so I can decide if I need to change my plans.</i></p> |

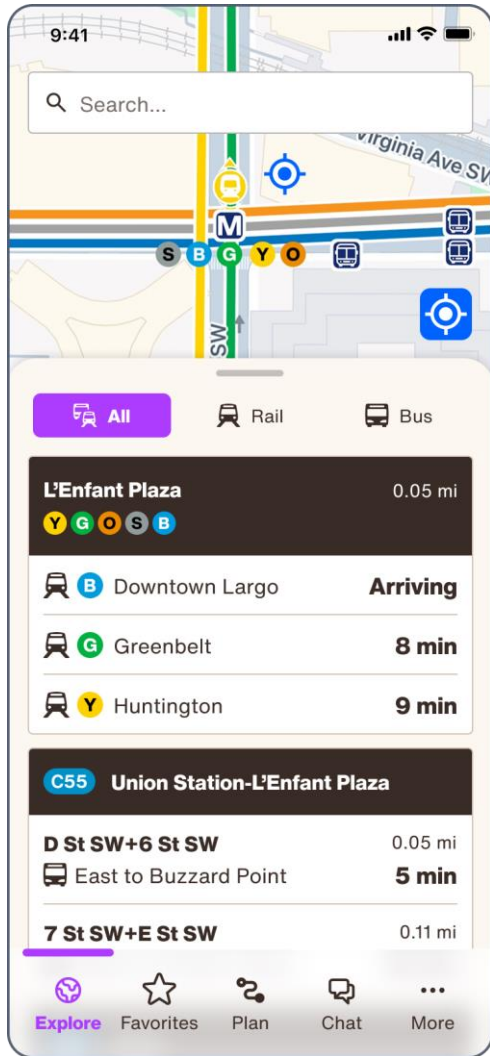
Design principles

Improve understanding by reducing information overload

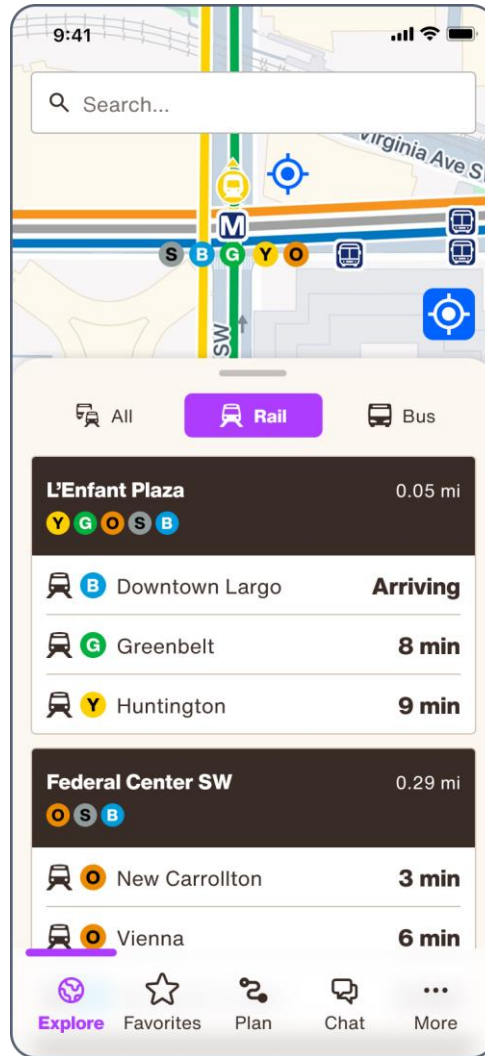
Build trust through consistency of visuals and information

No dead ends — support expected and unexpected pathways through the app

Explore



**Stops
grouped
by route**



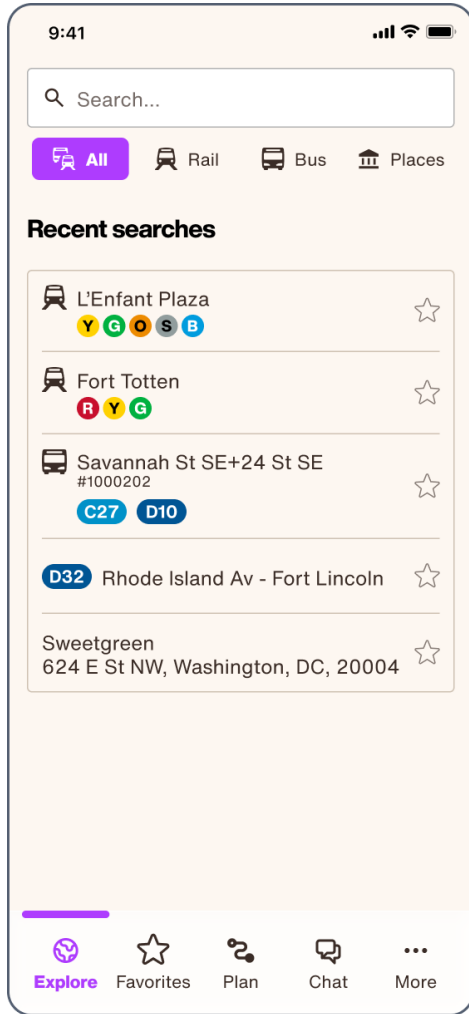
Larger fonts

**less information
overload**

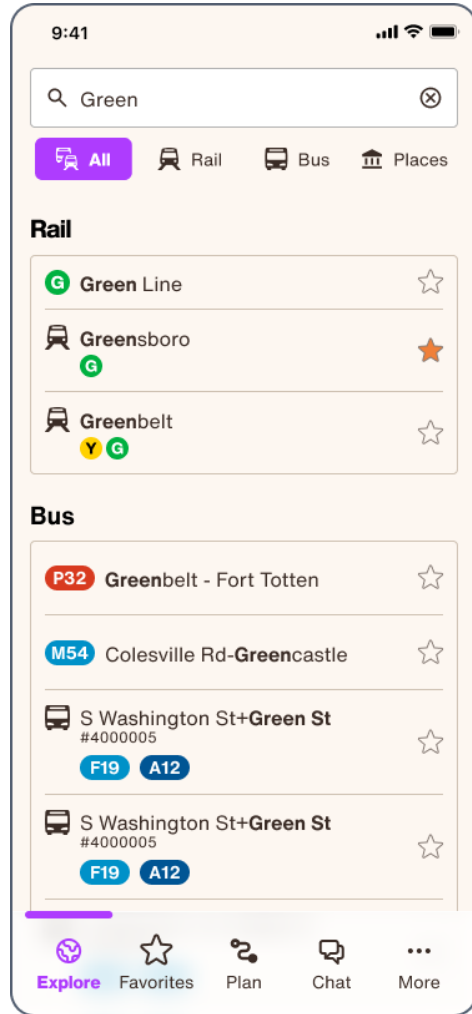
more accessible

Search

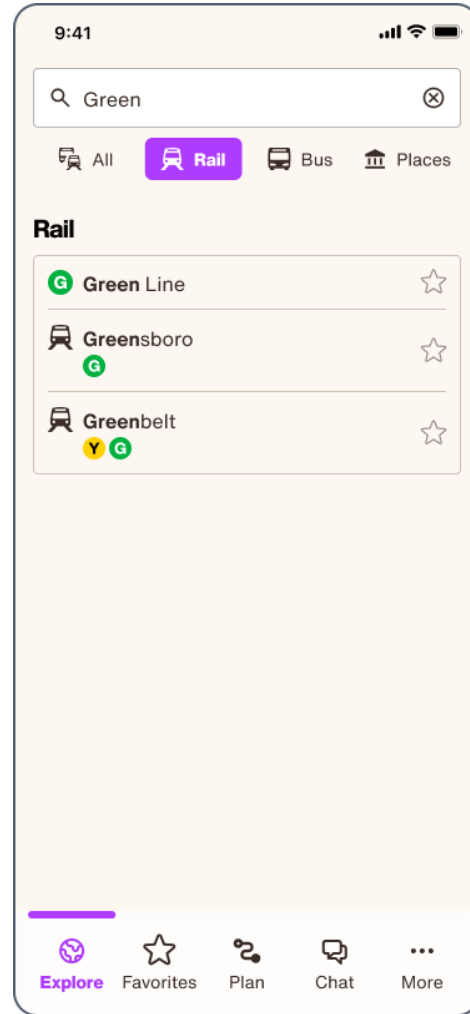
Default



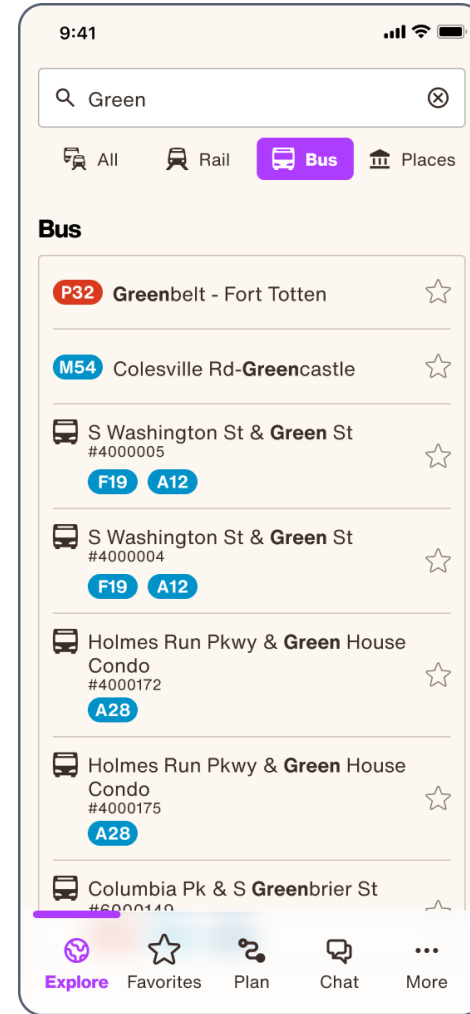
All



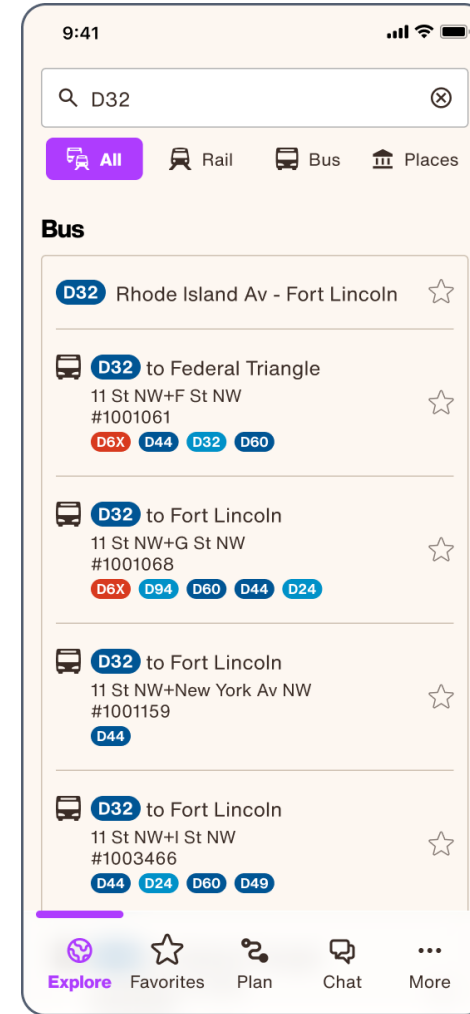
Rail filter



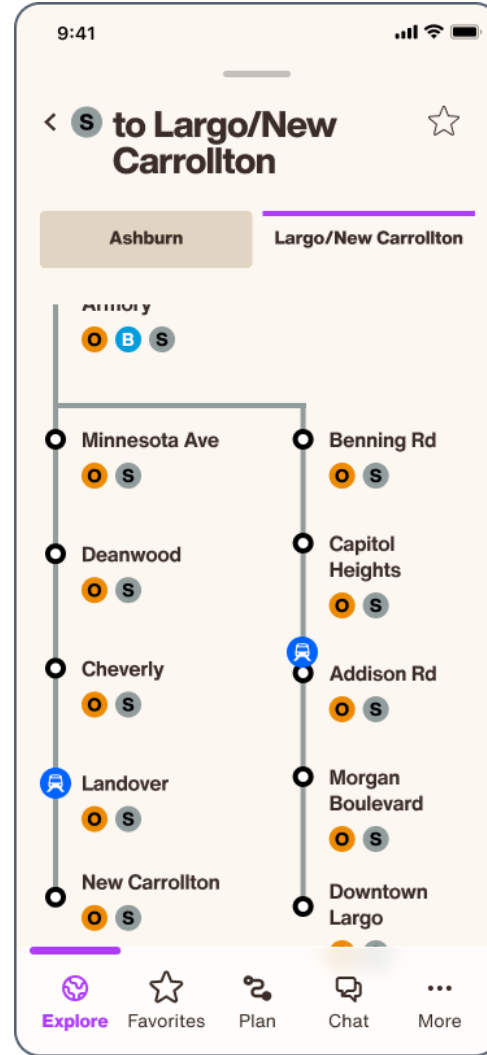
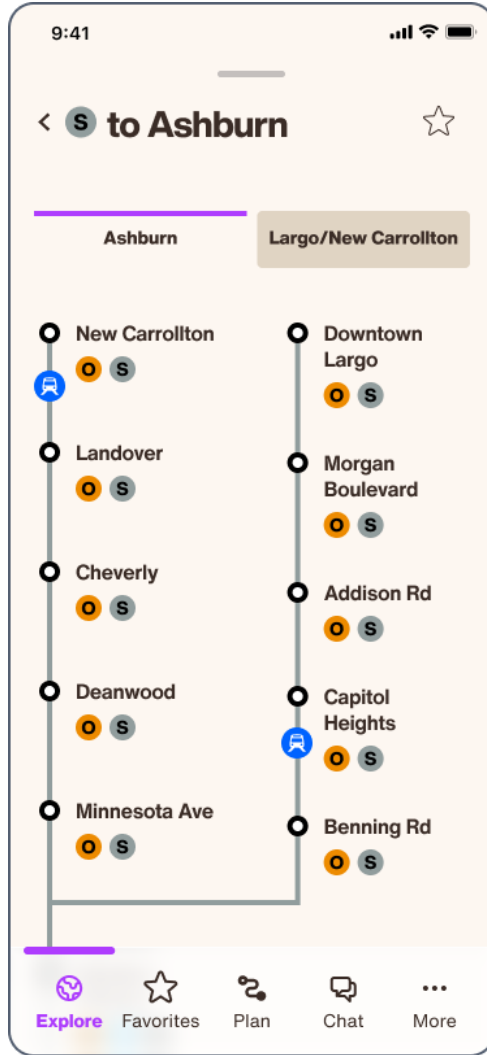
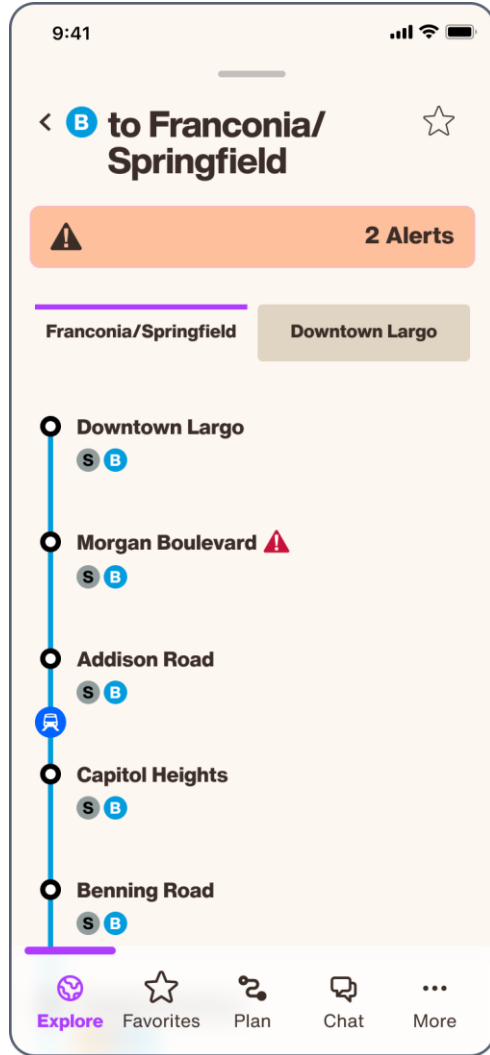
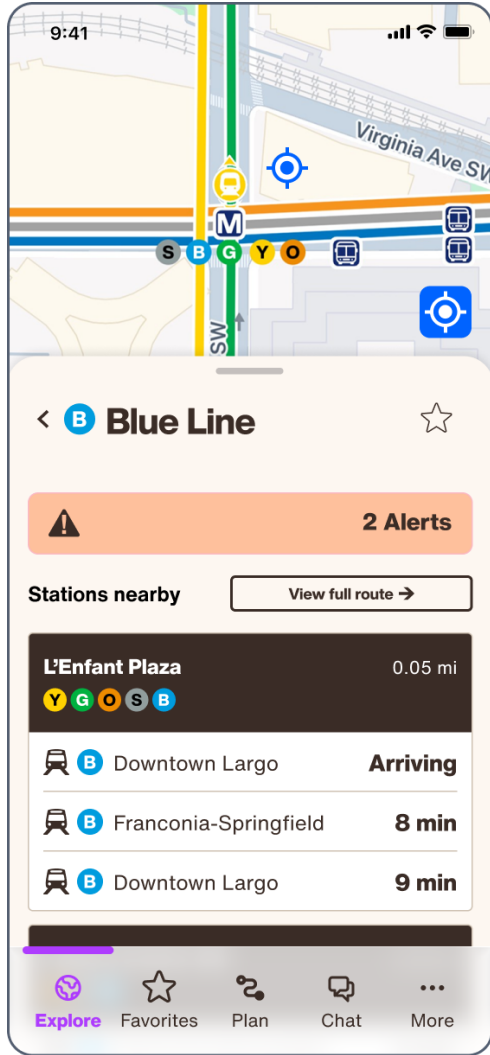
Bus filter



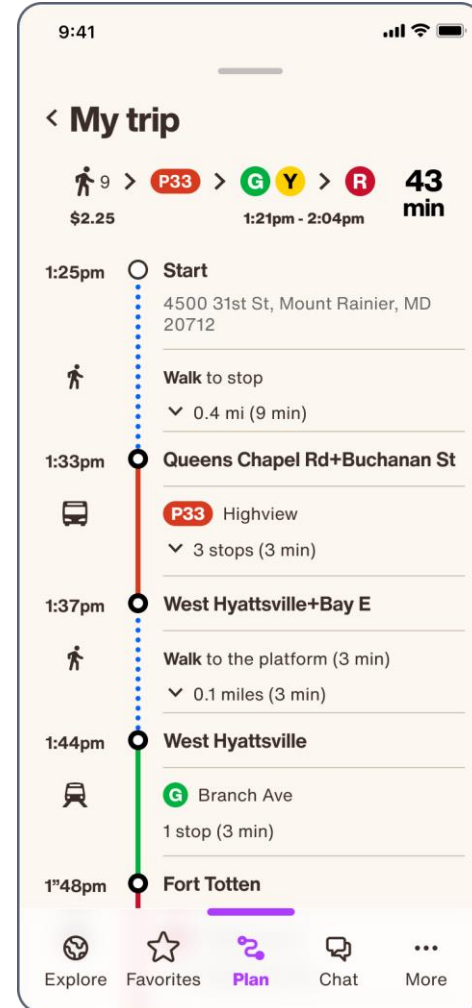
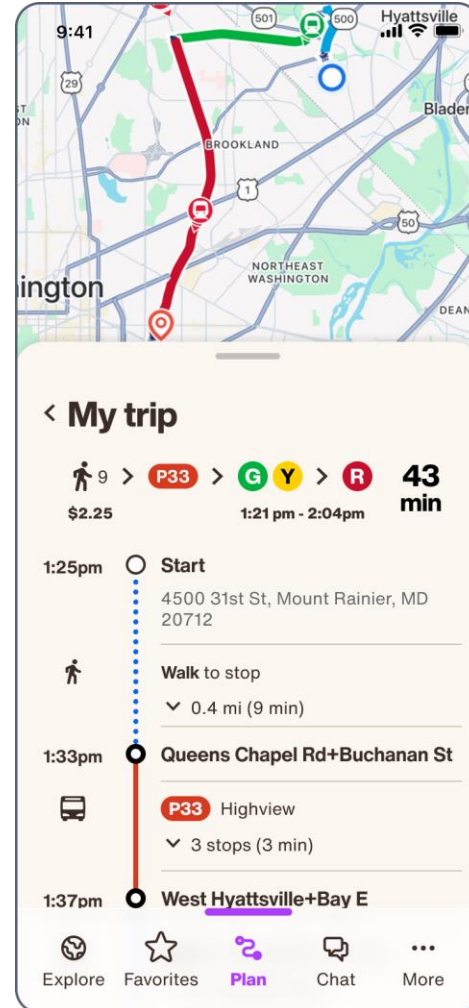
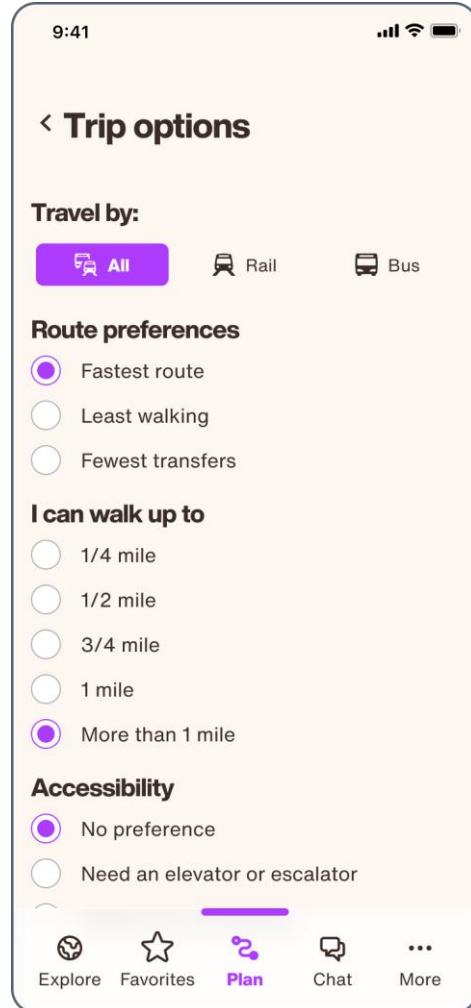
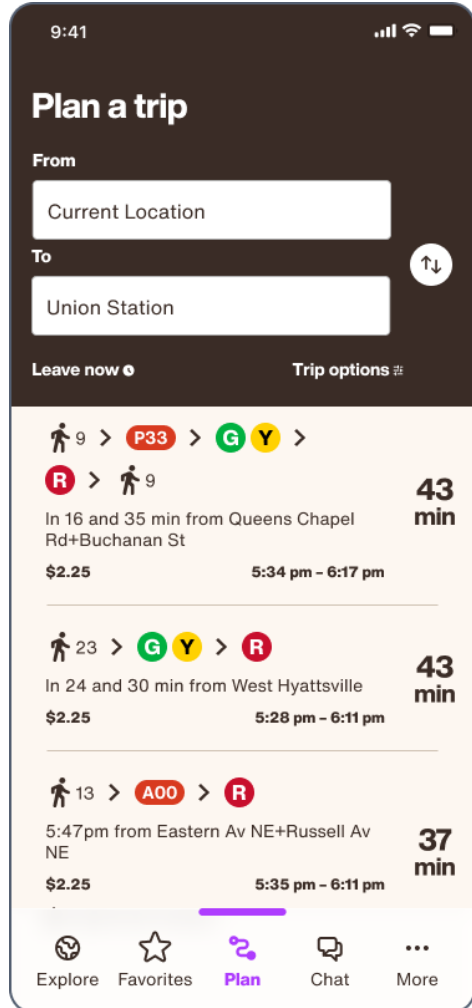
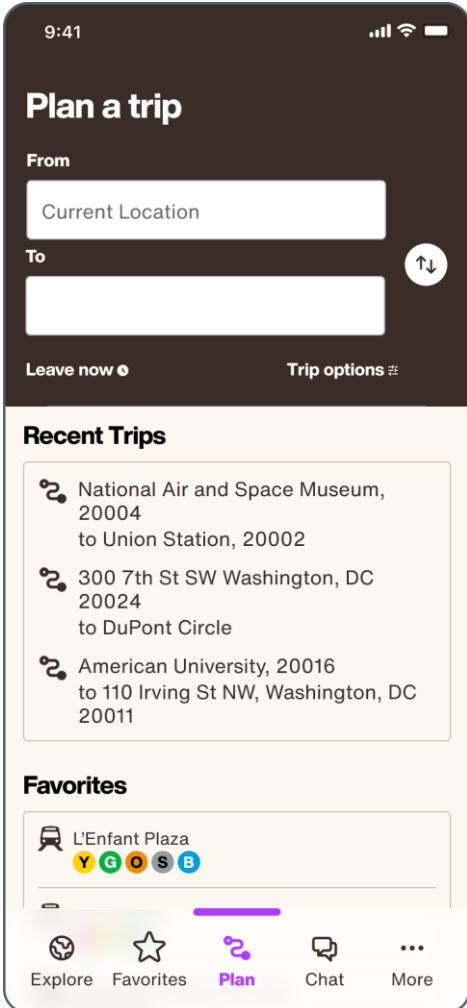
Search for bus route



Line and route detail (rail)



Trip planner



Accessibility approach

Design approach (CX)

- We leveraged the design system from WMATA.com to begin from a foundation that was accessible by design (e.g., color contrast, interactive element sizing, etc.).
- We extended that design system specifically for mobile devices, ensuring text sizes and spacing would work optimally on small screen sizes.
- Increased overall font sizes to increase readability
- Decreased the amount of information conveyed on each page to improve usability for all customers.

Implementation (DM)

- Implemented designs as delivered to ensure accessible starting point
- Testing the application for WCAG 2.1 Level AA conformance
- All application variables were tagged to support Screen Readers
- Assistive technology validation using the following: VoiceOver and TalkBack.

Early results show marked accessibility improvements over current Metro Pulse application

New Metro Pulse launches on May 31

What's next?

what's next?

WMATA.com

- Establish and implement governance framework for website
- Post-launch measurement and iteration leading to improvements and enhancements coming over the next ~ year
- Implement overhaul of Smart Trip site

Metro Pulse 2.0

- Pre-launch research and usability testing
- Post-launch measurement and iteration leading to improvements and enhancements coming over the next ~ year
- Planned enhancements currently include:
 - Push notifications
 - Shuttle bus information
 - Live tracking/turn-by-turn
 - More languages (2.0 will introduce Spanish)
- Potential future roadmap includes:
 - Smart Trip management in Metro Pulse

Questions?



Washington Metropolitan Area Transit Authority

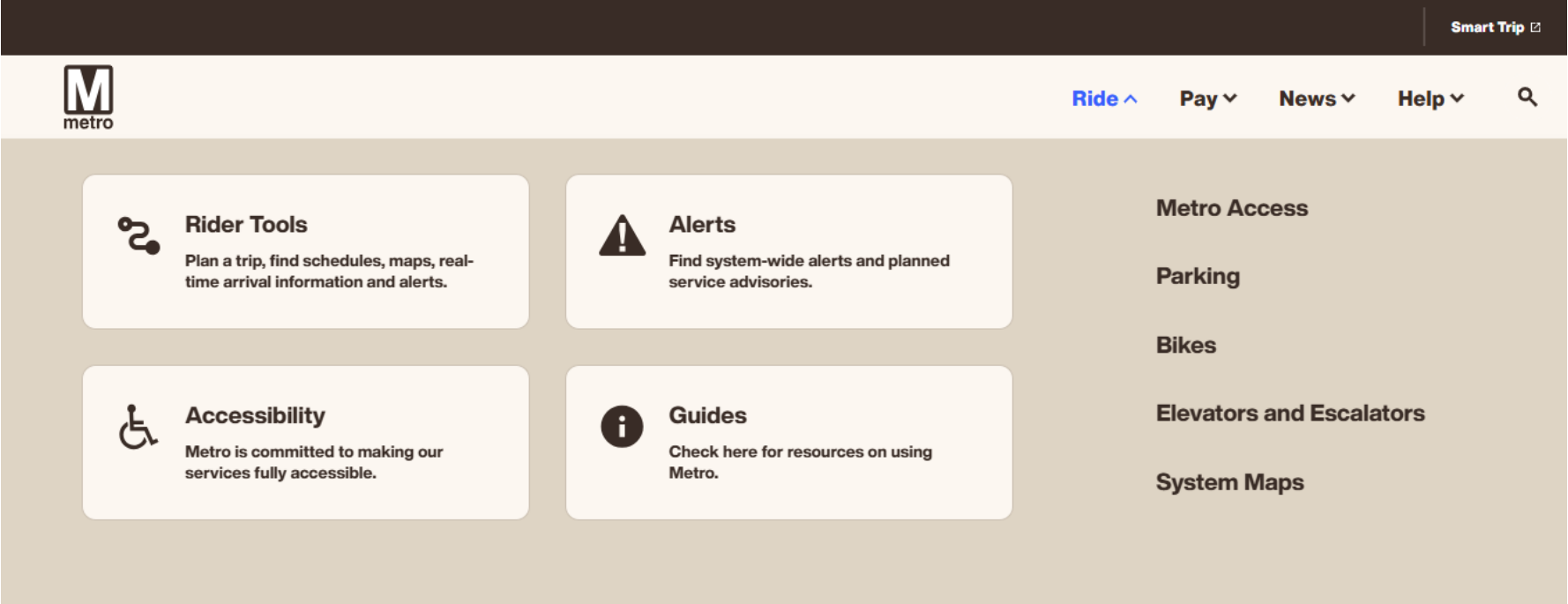
Appendix



Washington Metropolitan Area Transit Authority

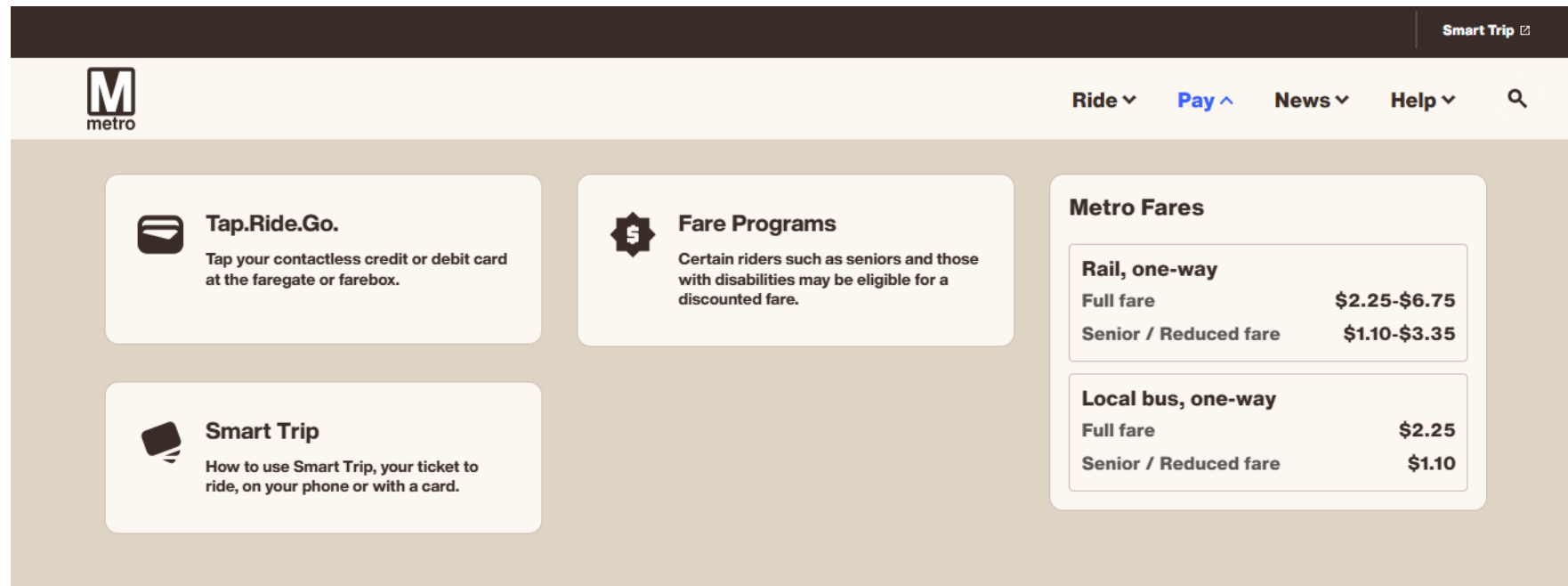
customer tested experience

Navigation and architecture is designed based on customer input. Prioritizes essential functions: service information, fare, and support.



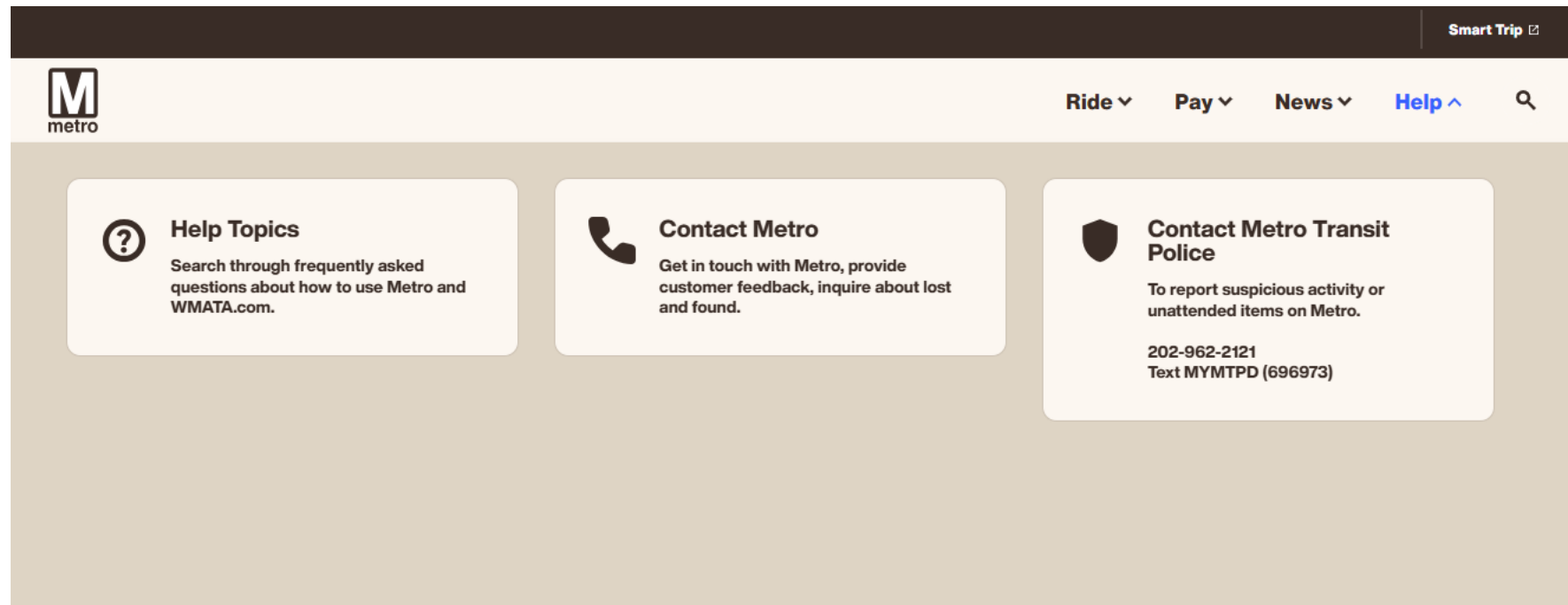
customer tested experience

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customer tested experience

Navigation and architecture is designed based on customer input. Prioritizes essential functions: service information, fare, and support.



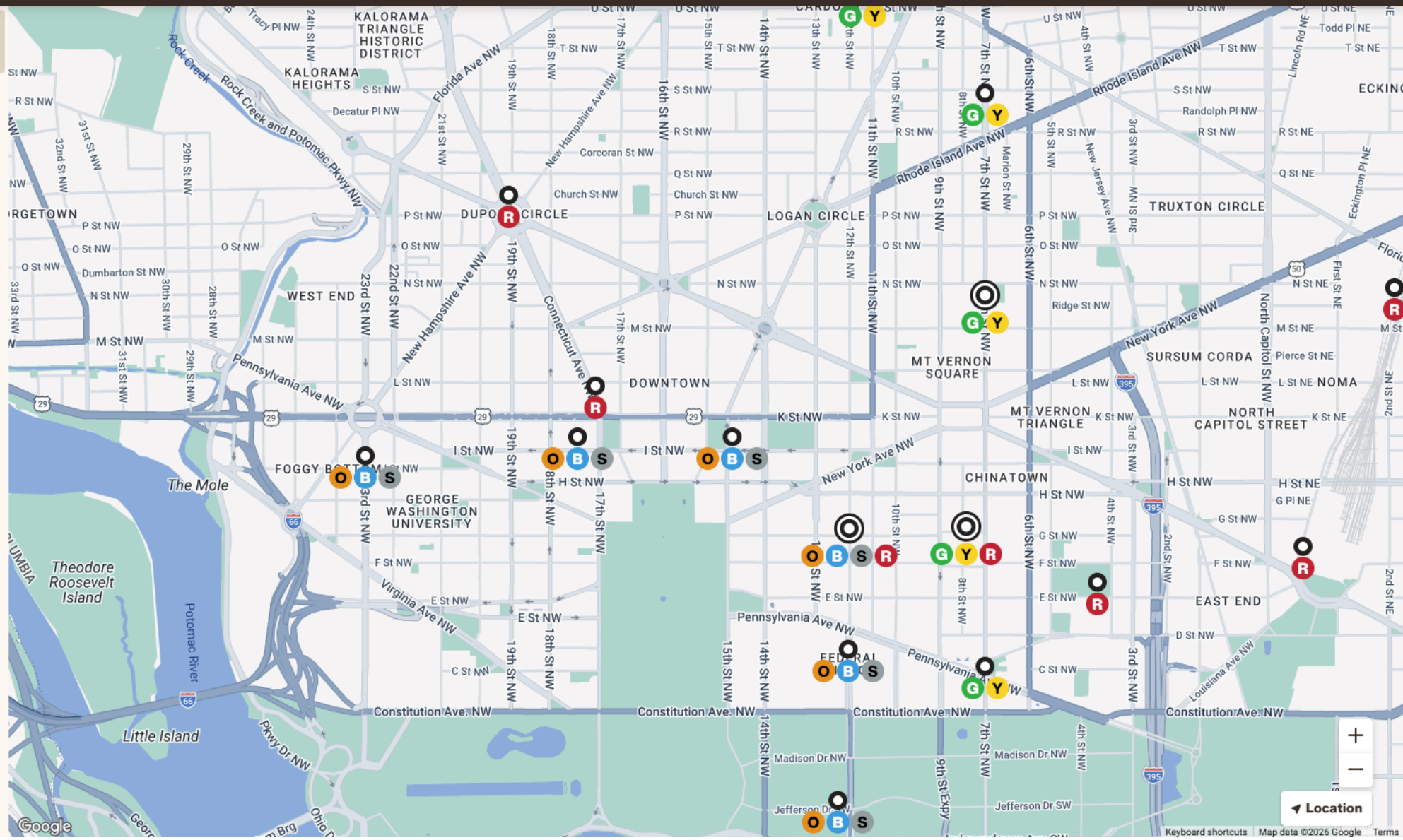
Trip Planner **Service Nearby** **Lines**

From

To

Leave now **Options**

Plan My Trip



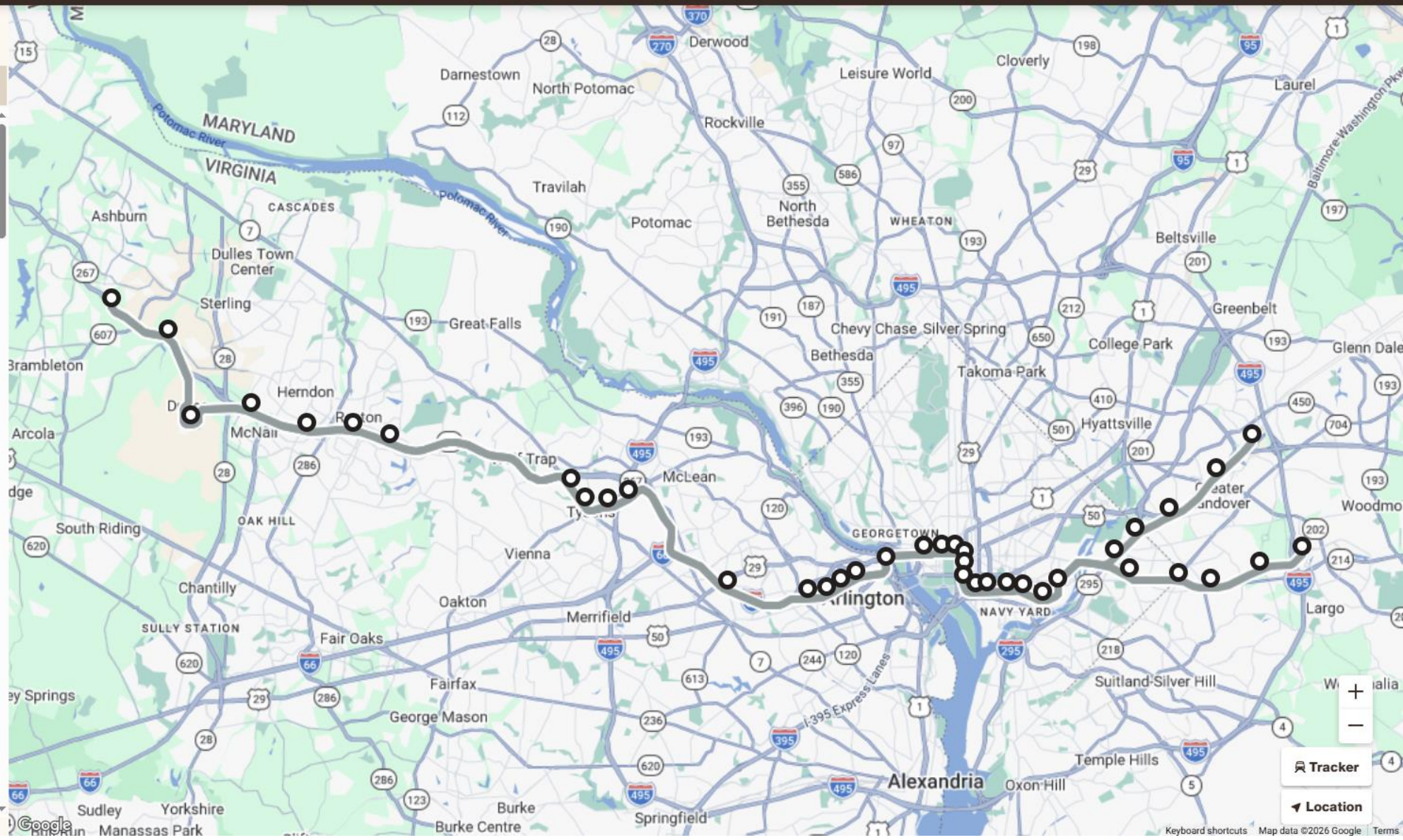
Silver

- Stations
- Status ✔
- Info

Search for a station

New Carrollton, Largo

| |
|--|
| Ashburn Largo 11min |
| Loudoun Gateway New Carrollton ARR |
| Washington Dulles International Airport New Carrollton 7min |
| Innovation Center New Carrollton 11min |
| Herndon Largo ARR |
| Reston Town Center |



| Llegadas | Estado ✔ | Información |
|--|-----------------------|-------------|
| <p>Ubicación</p> <p>4020 Garden City Drive, New Carrollton, MD 20784</p> <p>Planificar un viaje Visualización de la estación</p> | | |
| <p>Accesibilidad</p> <p>Ascensores ⚠ 1 de 5 Ascensores Salida</p> <p>Escalera mecánica ✔ 3 de 3 Escaleras mecánicas En funcionamiento</p> | | |

| መድረሻዎች | ሁኔታ ✔ | መረጃ |
|---|--------------------|-----|
| <p>ቦታ</p> <p>4020 Garden City Drive, New Carrollton, MD 20784</p> <p>ጉዞ ያቅዱ የጣቢያ እይታ</p> | | |
| <p>ተደራሽነት</p> <p>ሊፍቶች ⚠ 1 የ 5 ሊፍቶች ውጪ</p> <p>ኤስካሊተር ✔ 3 የ 3 ኤስካሊተሮች እየሠራ ይላ</p> <p>መድረኮች በዚህ ጣቢያ 1 ባቡር መሰረዳያ መድረኮች አሉ። O S መካከለኛ መድረኮች</p> | | |

| الوصول | الحالة ✔ | معلومات |
|---|-----------------------|---------|
| <p>الموقع</p> <p>4020 Garden City Drive, New Carrollton, MD 20784</p> <p>تخطيط مشوار عرض المحطة</p> | | |
| <p>تسهيلات الوصول</p> <p>المصاعد ⚠ من 5 المصاعد خارج 1</p> <p>سلم كهربائي ✔ من 3 السلالم الكهربائية قيد التشغيل</p> <p>أرصفتة يوجد 1 من الأرصفة في هذه المحطة O S أرصفة مركزية</p> | | |

| 到站 | 狀態 ✔ | 資訊 |
|---|-------------------|----|
| <p>位置</p> <p>4020 Garden City Drive, New Carrollton, MD 20784</p> <p>規劃行程 車站視圖</p> | | |
| <p>無障礙設施</p> <p>電梯 ⚠ 1 的 5 電梯 停運</p> <p>電扶梯 ✔ 3 的 3 電扶梯 營運中</p> <p>月台 此車站有 1 座月台。 O S 島式月台</p> | | |

+ 5 additional languages not shown here

| Arrivées | Statut ✔ | Informations |
|--|-----------------------|--------------|
| <p>Lieu</p> <p>4020 Garden City Drive, New Carrollton, MD 20784</p> <p>Planifier un voyage Vue de la station</p> | | |
| <p>Accessibilité</p> <p>Ascenseurs ⚠ 1 de 5 ascenseurs dehors</p> <p>Escalator ✔ 3 de 3 escalators en service</p> | | |
| <p>Quais Il y a 1 voies dans cette station. O S Quais centraux</p> | | |

Website Upd

| 도착 | 상태 ✔ | 정보 |
|--|-------------------|----|
| <p>위치</p> <p>4020 Garden City Drive, New Carrollton, MD 20784</p> <p>여행 계획하기 역 보기</p> | | |
| <p>접근성</p> <p>엘리베이터 ⚠ 1 - 5 엘리베이터 출구</p> <p>에스컬레이터 ✔ 3 - 3 에스컬레이터 달리기</p> <p>플랫폼 이 역에는 플랫폼이 1개 있습니다. O S 중앙 플랫폼</p> | | |

| Chegadas | Status ✔ | Informações |
|--|-----------------------|-------------|
| <p>Local</p> <p>4020 Garden City Drive, New Carrollton, MD 20784</p> <p>Planejar uma viagem Vista da estação</p> | | |
| <p>Acessibilidade</p> <p>Elevadores ⚠ 1 de 5 elevadores fora de serviço</p> <p>Escada rolante ✔ 3 de 3 escadas rolantes corrida</p> <p>Plataformas Há 1 plataformas nesta estação. O S Plataformas centrais</p> | | |

Metropolitana

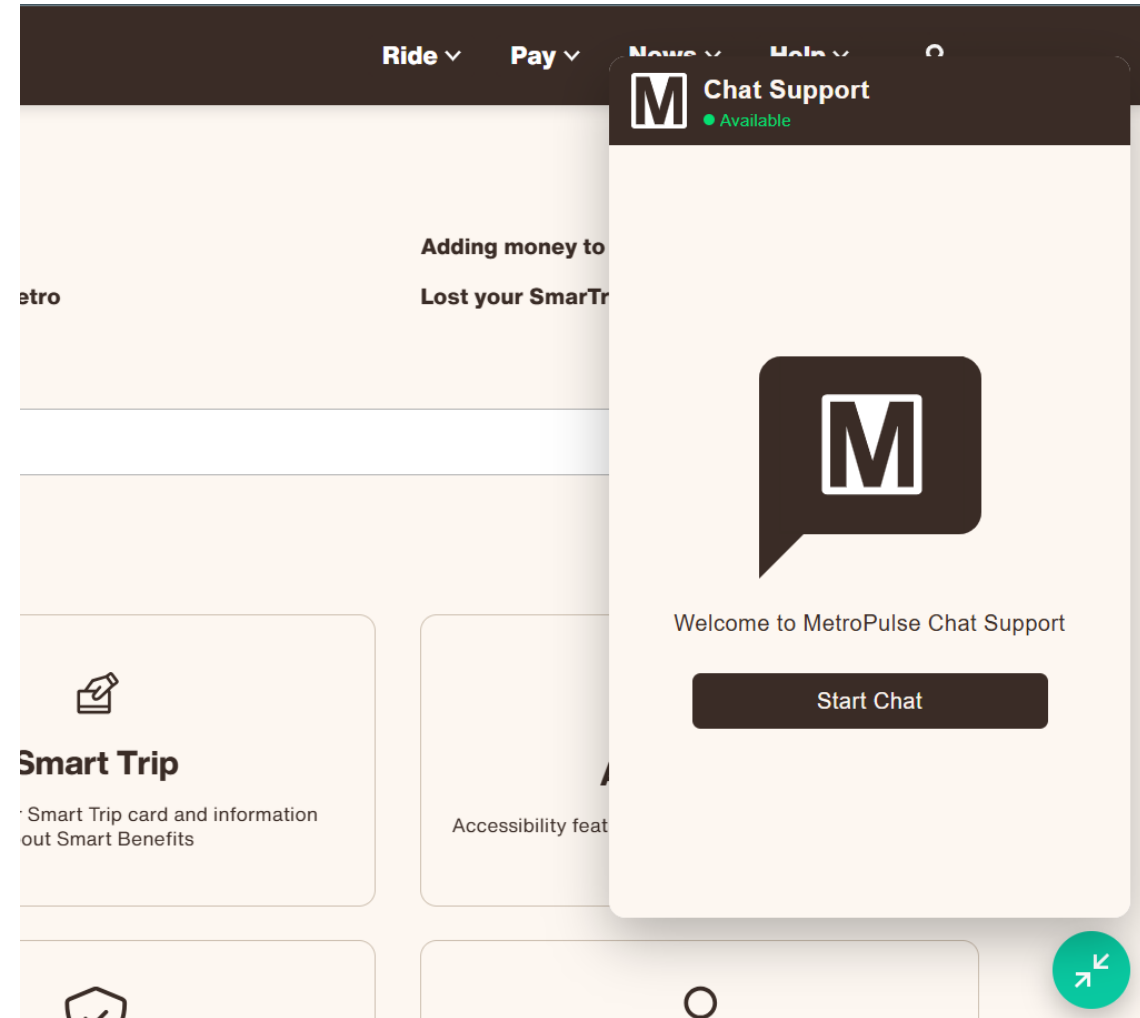
| Прибытия | Состояние ✔ | Информация |
|---|--------------------------|------------|
| <p>Местоположение</p> <p>4020 Garden City Drive, New Carrollton, MD 20784</p> <p>Запланировать поездку Просмотр станции</p> | | |
| <p>Доступность для людей с ограниченными возможностями</p> <p>Лифты ⚠ 1 of 5 лифты из</p> <p>Эскалатор ✔ 3 of 3 эскалаторы работает</p> <p>Платформы На этой станции столько платформ: 1.</p> | | |

AI-enabled customer support

We've built a next generation AI customer service agent to support our customers.

The new AI customer service agent taps into WMATA transit data and broader knowledge base, supporting trip planning and arrival information and other common questions by customers.

Customers can also be connected to live customer service agents: Monday – Friday 7am – 7pm and weekends 8am – 7pm.



consistent digital branding

We're taking advantage of the new 'One Metro' brand and making our digital products more consistent across the board.

| Brand Principles | | Brand Attributes | |
|-----------------------------------|--|--------------------|--|
| We are one Metro | All of our train lines, all of our buses, all of our access vehicles, all of our employees, are directed toward one goal: to provide a single, seamless, integrated transportation system. Every expression of our brand must reflect that. | welcoming | |
| More than a public utility | Yes, we're a necessary utility for commuters. But whoever you are, wherever you're going, and no matter why you're going there — for work, for play, if you're a local, if you're a tourist, every day of the week: we're there for you. Think of us as a lifestyle brand. | monumental | |
| Customer first | Our customers are the ultimate judges of our success: Are we safe, reliable and accessible? Do we present clear, timely information? Are we making people's lives better? Every choice we make must support our commitment to our riders. | accessible | |
| Only in the DMV | We were born of engineering ambition and architectural distinction. We serve a region unlike any in the world. How can we reflect the identity of the DMV in everything we do — down to the smallest detail? | trustworthy | |
| It just works | In the end, our brand system must be understandable, practical, and easy to use, not just for our customers but for the teams at WMATA who serve them. Complicated solutions lead to confusing experiences. Simplicity and clarity always win. | agile | |



Visual and functional consistency

Design principle: Build trust through consistency of visuals and information

Customers are looking at many sources for service information, so cross-platform consistency is key.

New One Metro brand

- Colors, fonts, iconography and other elements from the new brand

New .com and Rider Tools

- Consistent style, voice and tone
- Similar information architecture to rider tools
- Consistent presentation of service information

Digital screens

- Same conventions for the presentation of service information – countdown and clock times, abbreviations, other behaviors

Our approach

Phased and Data-Driven

- Prioritizing critical rider needs (arrivals, alerts, trip planning)
- Focus on improving existing flows before adding new complexity
- Consistent handoffs and cycles of review
- Design iteration (low-fidelity wireframes, user-flows, high-fidelity designs, user stories)
- Deliver improvements to customers in batches: initial launch in May with iterative improvements thereafter (e.g., v.2.1, v.2.2)
- Pre-launch research and usability testing
- Post-launch measurement and iteration

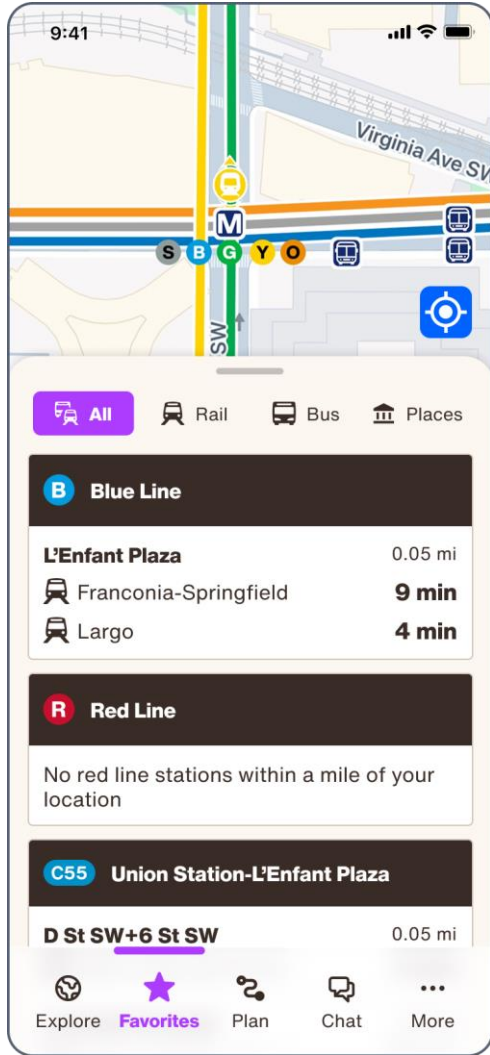
Cross-Functional Collaboration

- Customer Research and Customer Services providing foundational insights
- CX leading design and QA
- DM leading technical implementation
- EvoTech leading development

Building on the App's Foundation

- Metro Open Trip Planner (adding regional transit and Metro fare)
- Advanced metrics portal (Grafana)
- Scalable infrastructure and open architecture

Favorites



Flexible favorites, dynamic based on current location

Favorite line nearby station preview

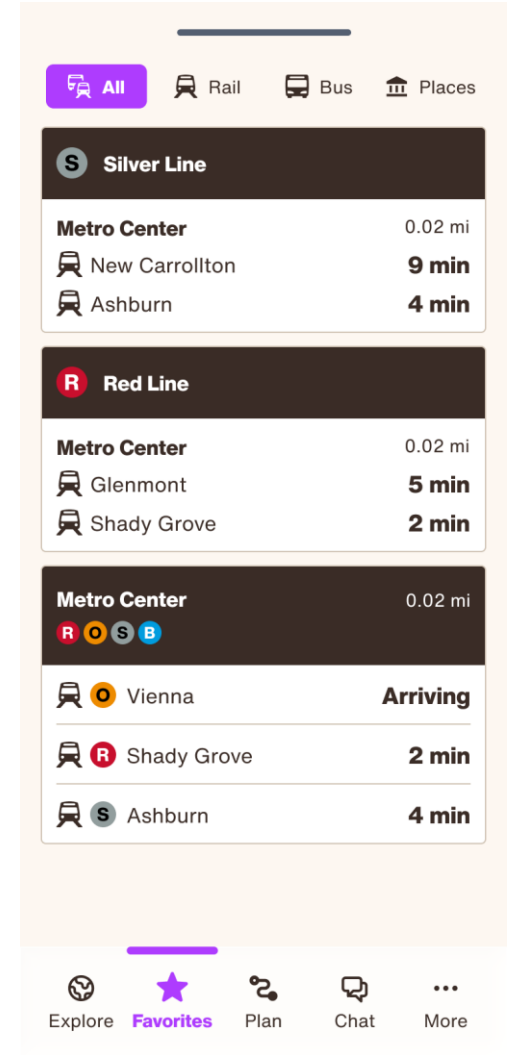
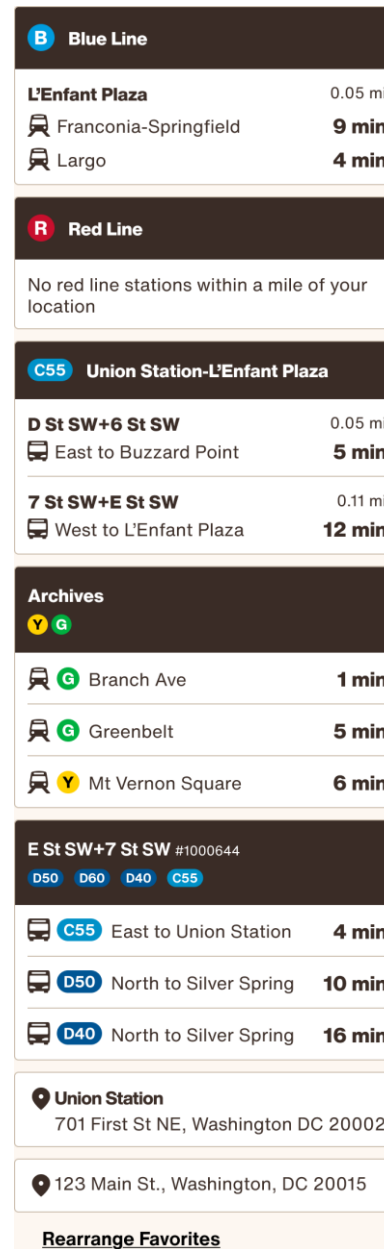
Favorite line no nearby station

Favorite route nearby stop preview

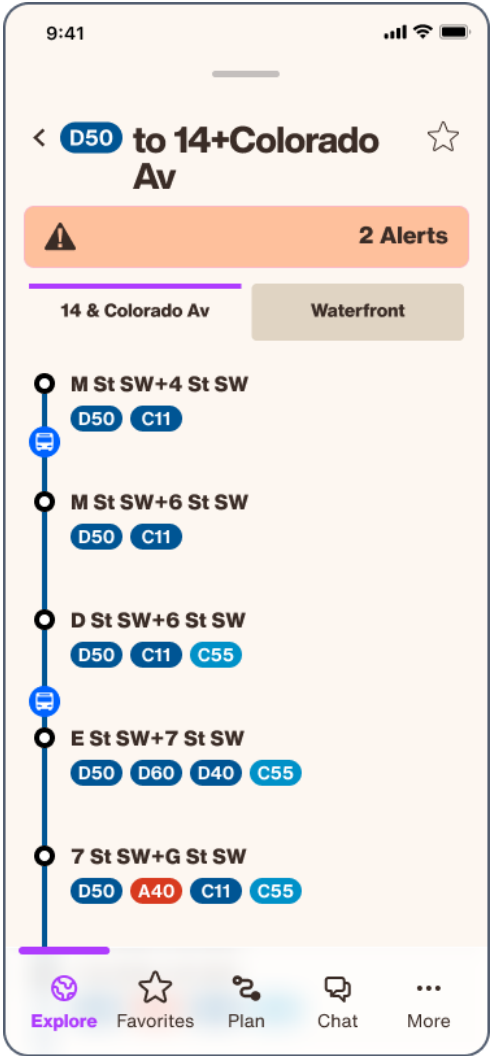
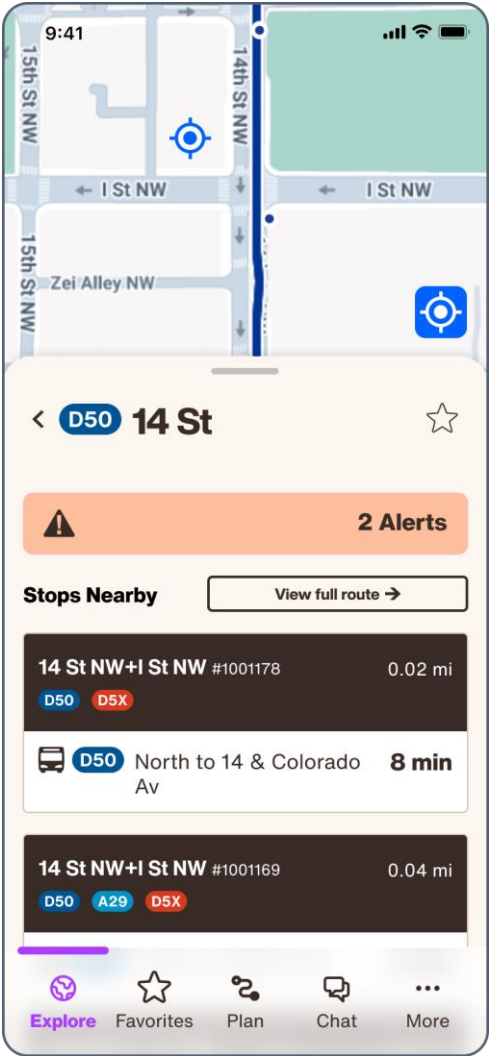
Favorite station

Favorite stop

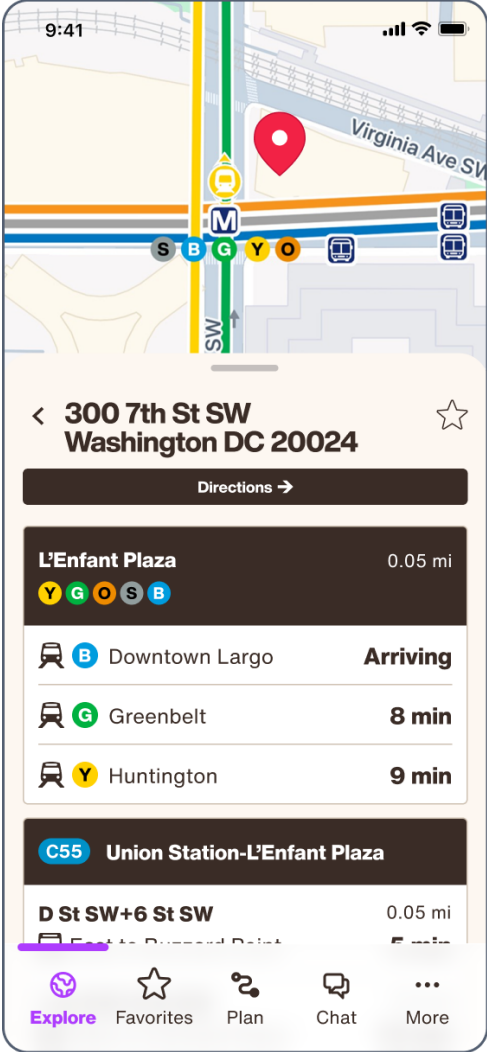
Favorite location



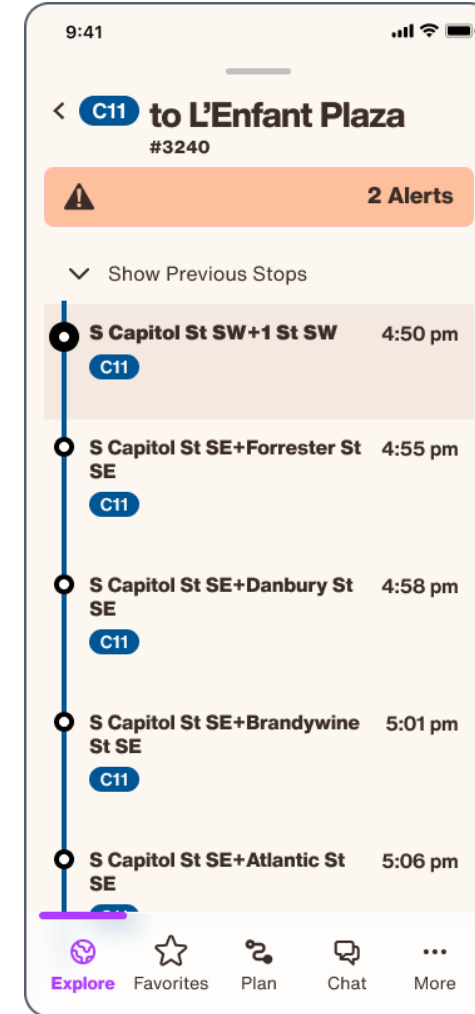
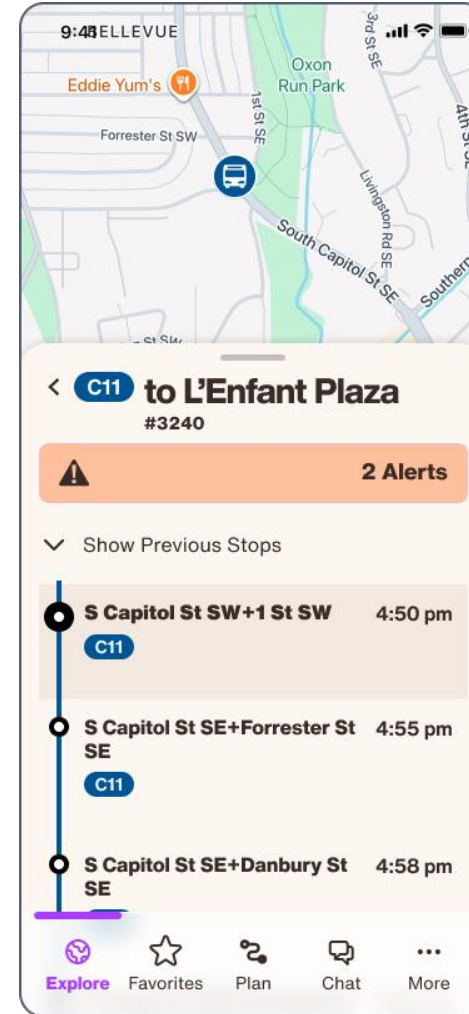
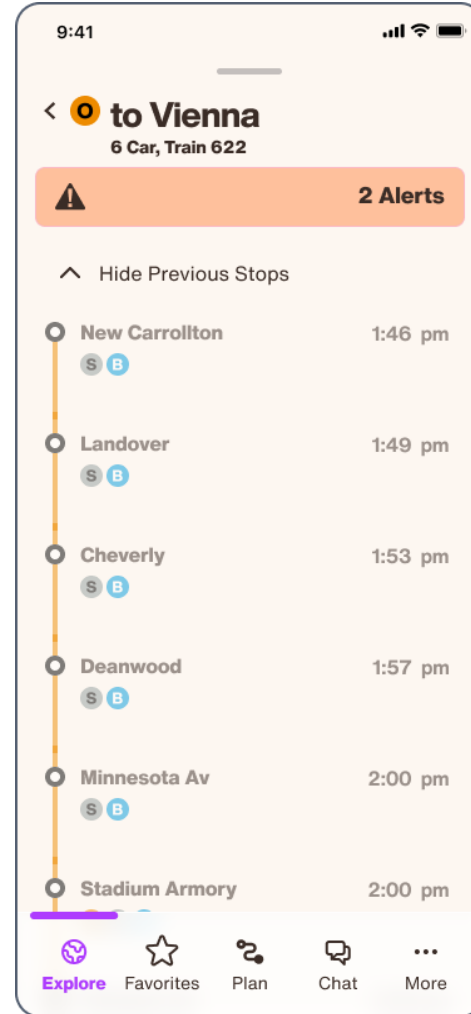
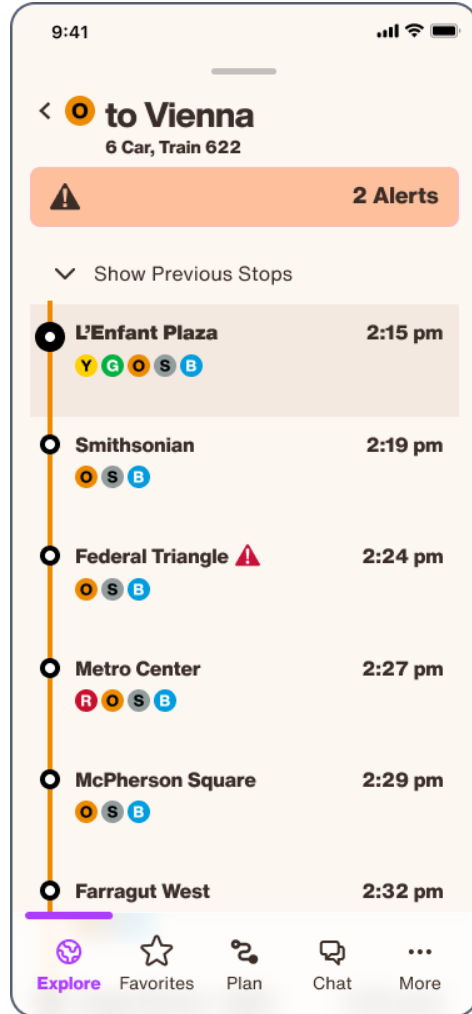
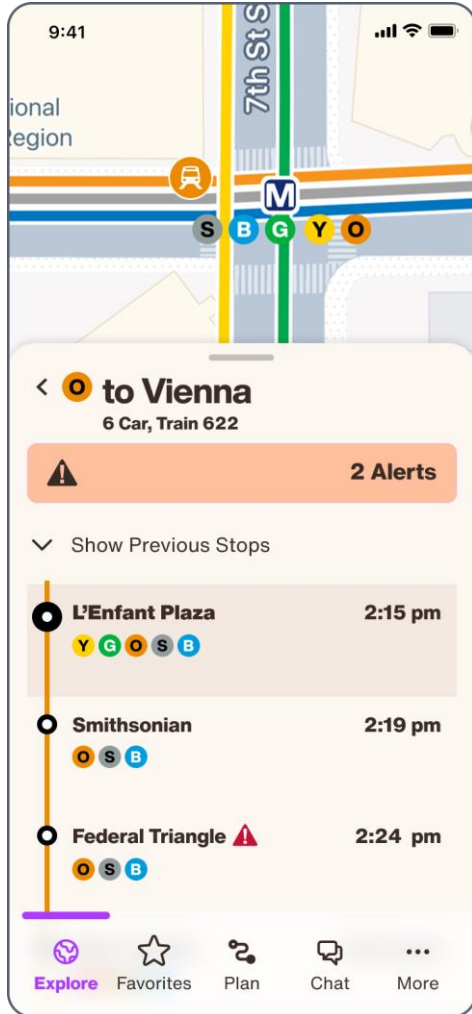
Line and route detail (bus)



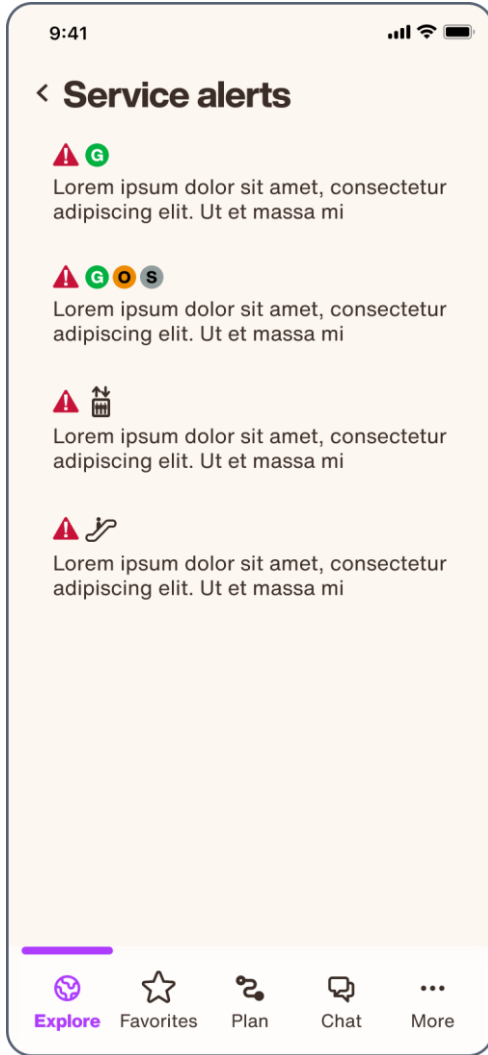
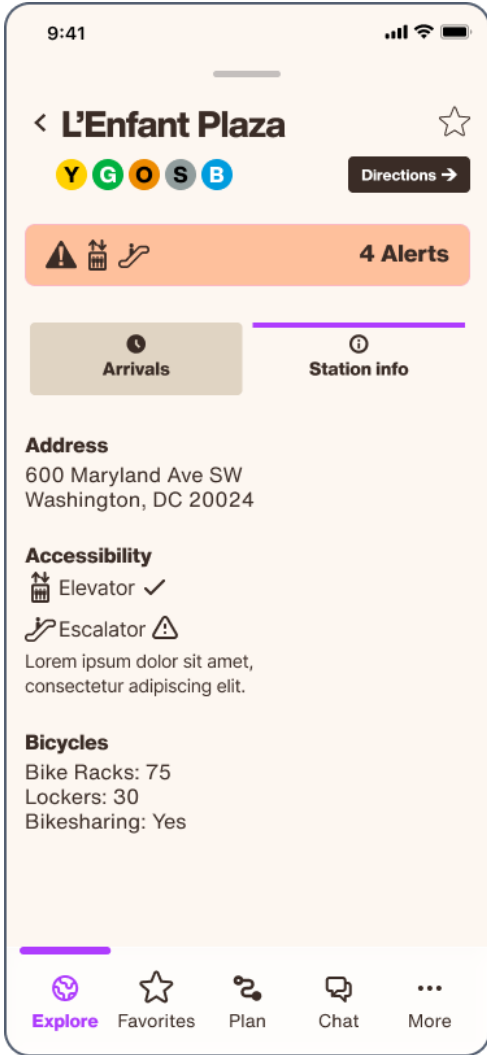
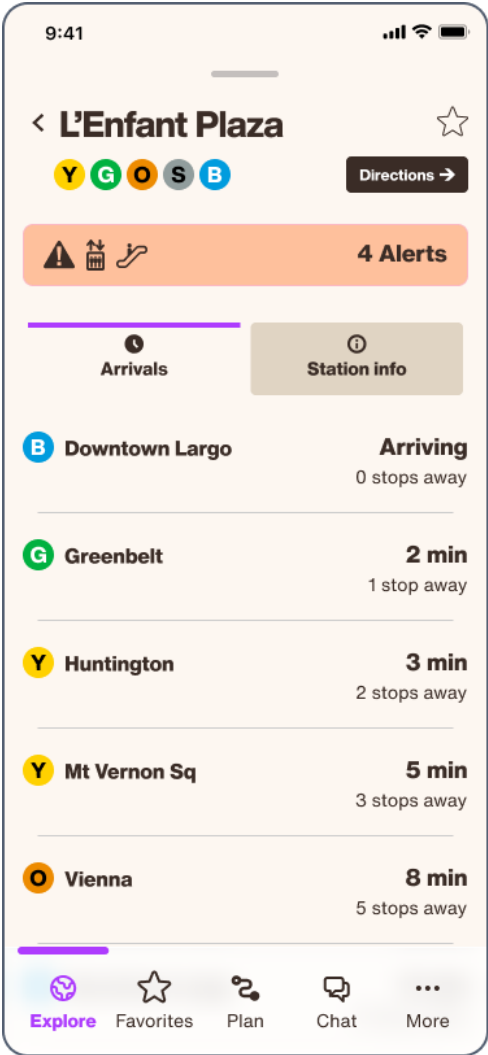
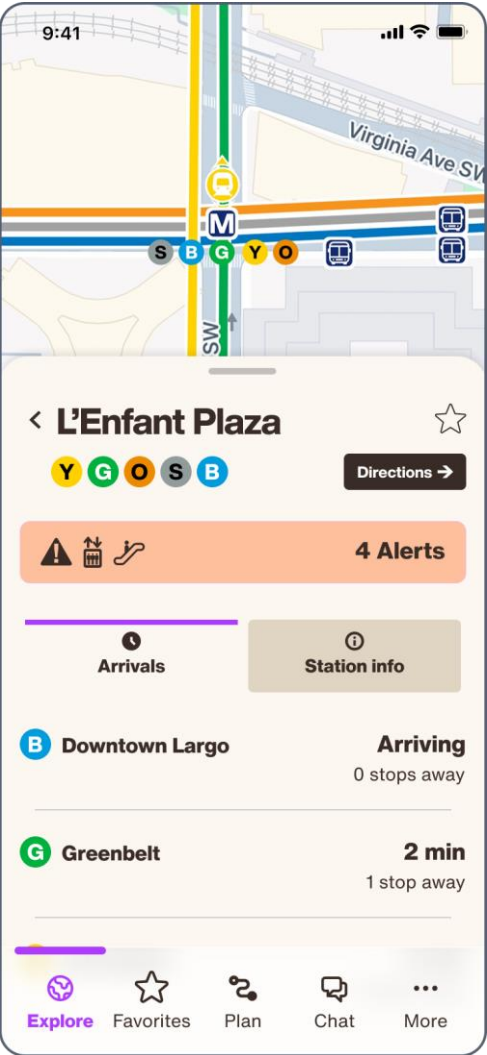
Location detail



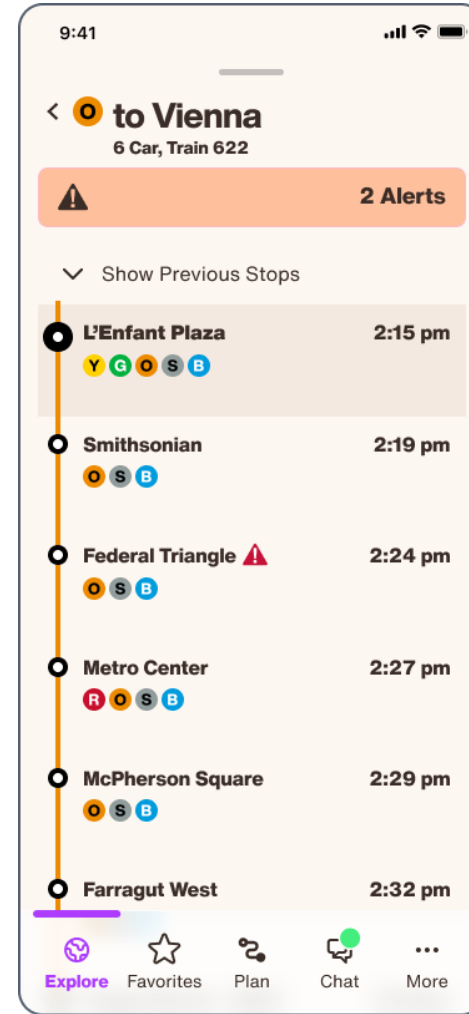
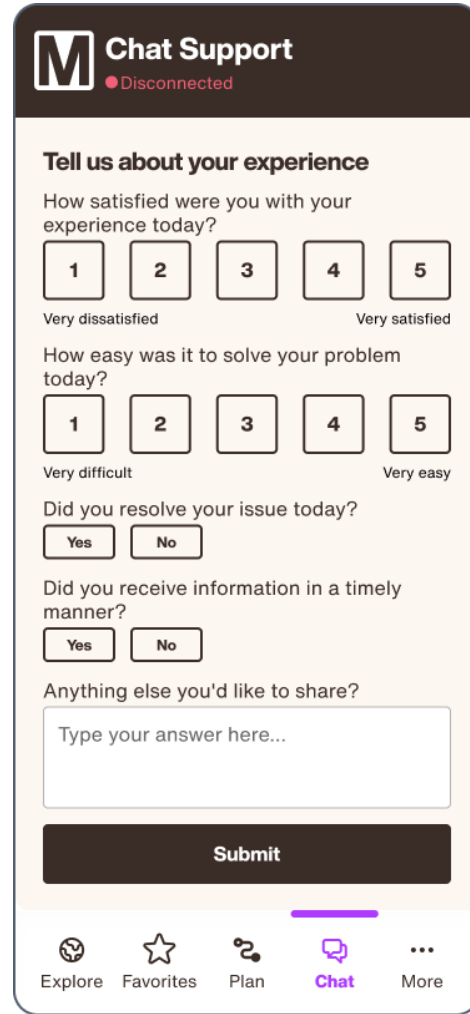
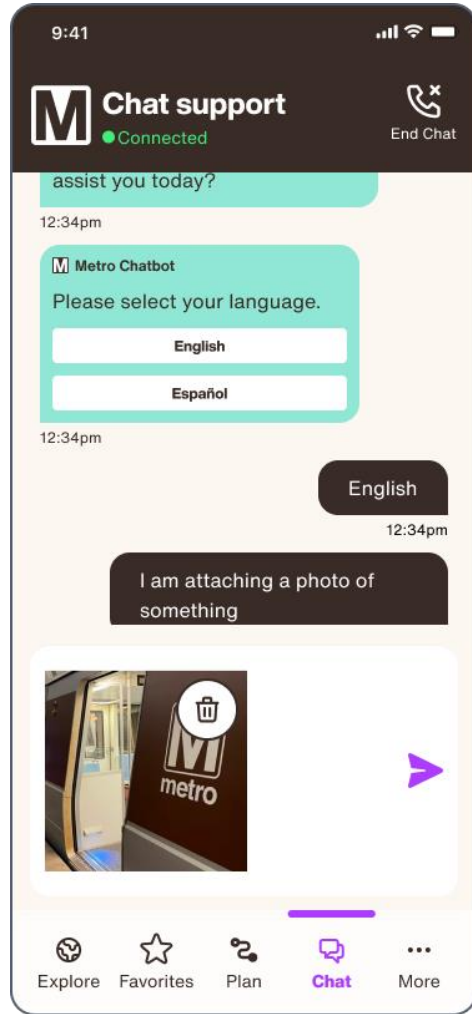
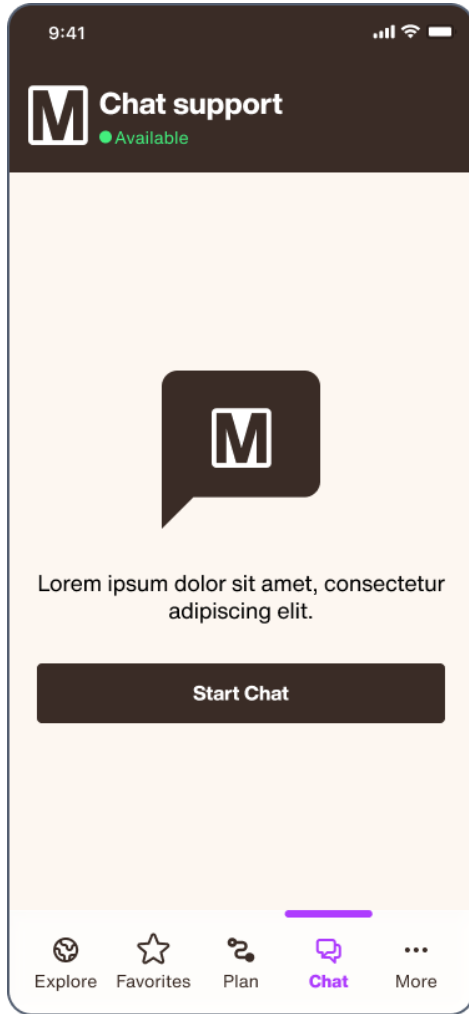
Vehicle detail



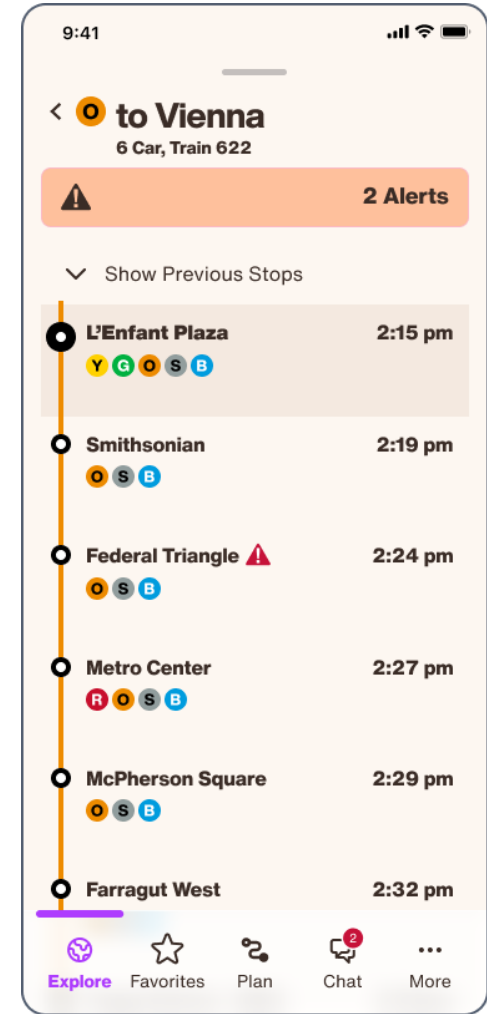
Station and stop detail



Chat



Active chat



Chat notifications

More

