



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

# INTRICATE MOVEMENTS

**zipcar** Drive by the hour or day  
(Gas and Insurance Included.)  
Green Candler Park Boarding

Northbound

## Challenge

With the continual change of technology, MARTA's current site and mobile interface was outdated and frequently does not work. The current interface doesn't adapt well for users on mobile devices nor does it immediately provide them with information needed to create an efficient commute.

## Solution

PSMG worked on spec to design an updated and more user-friendly digital experience for MARTA patrons. The new design incorporates the latest in mobile technology for a seamless experience across any device.

## Outcome

The updated MARTA design successfully establishes brand hierarchy, has an easy-to-use (color coded) navigation that immediately delivers information to users (maps, schedules, etc.). The web-friendly design is compatible on any mobile device and syncs real-time with bus and rail lines operations.