

Commuter friendly site

> The Background

Spot Solutions called on Serengeti to partner with them in their RFP to West Coast Express. The Spot/Serengeti RFP was short-listed from 96 proposals received. In the end, Spot/ Serengeti were awarded the contract to complete the project.

> The Objective

West Coast Express was not satisfied with its existing site. The objectives for the new design would be to create a more friendly and appealing site, to differentiate between corporate information and consumer information, to reorganize commuter information in order to make it more easily accessible, and finally, to strongly position the value of the services and thereby help build revenues.

> The Process

Serengeti and Spot worked closely together in the planning and information gathering stages of the process. Meetings with key personnel from

different departments were held to ensure the website would meet everyone's requirements. The overall strategies and goals were also discussed to aid in creating the visuals for the site. Serengeti story-boarded all the main sections of the site to show the proposed new look and navigation system. The idea was approved and Serengeti prepared all the required graphic elements for Spot to program.

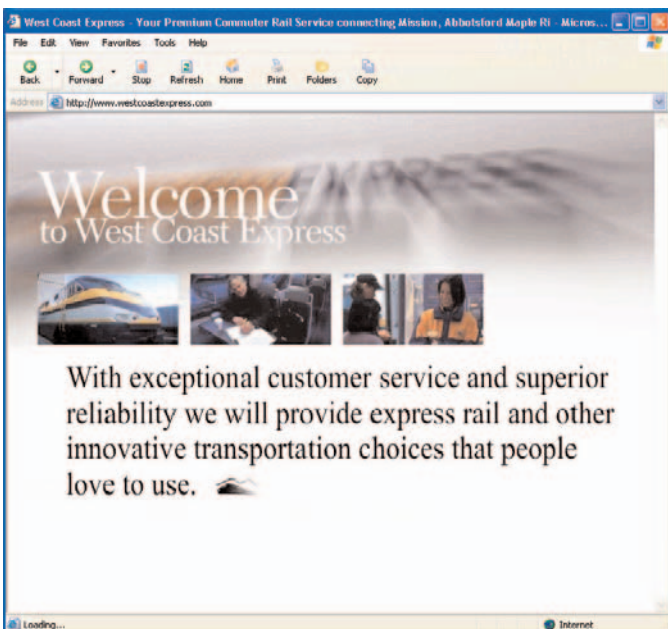
> The Result

Serengeti completely redesigned the website to better reflect and convey the client's ideas and philosophies about its commuter service. Serengeti's design proposal outlined a much friendlier (and fun) website for passengers to interact with, based on an unusually appealing navigational design. Because the site was to be information-rich, Serengeti developed a careful layout that would not overwhelm the viewer during their visit. Serengeti created a clean layout and paid great attention to how the text and visual content interacted. By keeping the layout

functional, the site appeared uncluttered and friendly while still providing a large amount of information to the viewer.

Site navigation was divided into two sections: commuters and corporate users. Distinctive (and fun) photo icons were assigned to each major section, and pull-down menus made navigation deeper into the site, quick and easy. An instant news-feed applet was added to keep commuters informed of delays. Every station was individually profiled so that its customers could acquire local information about parking, schedules and fares. Finally, an interactive cost calculator tool was added to help educate the public about the cost efficiency of the service in comparison to other forms of transport.

The client was extremely happy with the results.



West Coast Express (WCE)

West Coast Express provides service to the communities of the Northeast sector of the Lower Mainland of British Columbia. The Company is Vancouver's efficient commuter rail service. The trains operate Monday to Friday during peak commuter periods. West Coast Express is an operating subsidiary of TransLink, the regional transportation authority. The goal, quite simply, is to make the customer love riding the trains. West Coast Express begins with the basics of safety, reliability and punctuality. It strives to get its passengers to their destination relaxed and ready to start (or end) their day. That means caring for its passengers' comfort, treating them with respect, listening to their concerns, and offering the kind of services and amenities they want.