

marta HACKATHON

Instructions: This is the **attendee open pitches document**. Copy and paste the template to the end of the document to add a pitch. Make your project name **bold** so it's more readable.

Note: I (Shawn Taylor) moved the pitches from the February hackathon into a separate document. If you want to pitch one of those ideas at the September hackathon, message me in [the Slack](#) (@shawn) and I'll move it back into this doc.

TEMPLATE (COPY AND PASTE THIS, INCLUDING THE BOTTOM HORIZONTAL LINE)

Project Name:

Pitch Person:

Is the pitch person willing to lead this group? Yes/No

Description:

Needs:

URLS (if any):

Add your name if you're interested:

Project Name: **Make MARTA SMARTA**

Pitch Person: Perry Birbrager

Is the pitch person willing to lead this group? Perry Birbrager

Description: Better inform

MARTA is like communism: on paper, it works great, but in reality it has many kinks, including safety, rider awareness, and employee engagement. What if there was a way to solve all of these problems in one integrative approach? Enter the SMARTA app, which aims to make the MARTA system smarta!

Modeled after the crowdsourcing app WAZE, our product allows for consumers to report issues in real time. See a spill? Report it on the app. Observe a broken-down train? Report it on the app.

The beauty and differentiators of the app come into play with employee engagement and unique customer involvement. When a customer reports an issue, it gets sent to an employee (similar to how an Uber/Lyft request gets sent to a nearby driver). The employee will have the ability to select that service request, and can select that request to service. The employee earns points for taking care of a request, and that in turn can lead to a way to incentivize employees via bonuses based on performance and servicing requests.

Another area that is underserved is the homeless population. What if we could include these individuals in the process? Give them the opportunity to take part in reporting, and reward them through incentivization through meal vouchers and other methods that they could drastically need.

This solves many issues: Allows community building and engagement through the customer base. Allow employee productivity increase through doing their job. Finally, involve the homeless community where they already are.

In turn, this can reduce call center volume, saving millions of dollars/year, and increase MARTA reputation for the greater community.

Needs:

URLS (if any):

Add your name if you're interested: Christopher Octa (UX), Brandi March (Data Modeling, Business, Prototyping), Perry Birbrager (UX, User Research, Wireframing, Prototyping, Axure, Sketch).

Tyler Morrow (@tsmorro, UX/UI designer and Front-end developer, Adobe XD, Photoshop, Illustrator, CSS3, SASS, HTML, some Angular, and some javascript/jquery)

Could we incorporate my MyMarta idea into this incentives idea? Definitely, let's meet at event time to discuss more

-you may need to make sure this is different than the MARTA See & Say app which already exists and allows riders to report issues to MARTA police:

<http://itsmarta.elb-727066833.us-east-1.elb.amazonaws.com/marta-see-say.aspx>

-This is a different app as it is linked up to MARTA employees, where-as the SEE and Say App is for suspicious activity. This is a different product, as it works off of incentives, and it's actually sent to a nearby employee, which the customer will see. Plus, the involving the homeless community in reporting is different as well. PLUS, looking at the See and Say app reviews, it clearly is a broken system that needs to be overhauled.

Project Name: **MARTA Rule Rewards**

Pitch Person: Maaz Shah

Is the pitch person willing to lead this group? **Yes/No**

Description: Incentivizing the reporting of rule infractions to better the MARTA ridership experience.

A few months ago, a bridge segment of I-85 burned and collapsed, and MARTA worked at breakneck speed to accommodate this sudden influx of commuters, be it sending hourly updates on social media or creating solutions to monster problems like parking - and they've done a wonderful job putting out each fire that comes up.

However, when we talk about ridership experience, there is one very obvious problem with MARTA's current system - MARTA's little list of ridership rules have very little impact as it stands, and the constant breaking of rules has been making for some pretty uncomfortable experiences. For example, I've travelled from North Ave to Doraville and noticed commuters standing the whole time to avoid a seat or two covered with spilled soda. That's not only nasty, but also a ridiculous breach of the rules that are printed in multiple spots in each car.

Koi no ko I

And in the past several months, I've seen riders do nothing at all. They most likely are passive not only because they've come to accept that this is the level of quality they should expect from MARTA, but also because there's no benefit for them in making a better ridership experience for themselves.

But that line of thought stops here.

I seek to create a program / framework that makes it worth it for riders to improve their MARTA journey. The basic idea relies on passengers reporting any rule infractions they encounter that makes their ride unpleasant, and if their report is verified by on-site employees, they gain points. The more verified reports a rider has, the more points they gain, and pending MARTA's approval, they will be able to redeem points for trips.

Not only do I want MARTA to encourage its own riders to take action and pinpoint rule infractions as they happen, but make passengers realize that by fixing today's problems, they'll make tomorrow an even better ride.

And hopefully a free one as well!

Needs: All are welcome, though I do hope this group can translate this idea into an implementation.

URLS (if any):

Add your name if you're interested: