

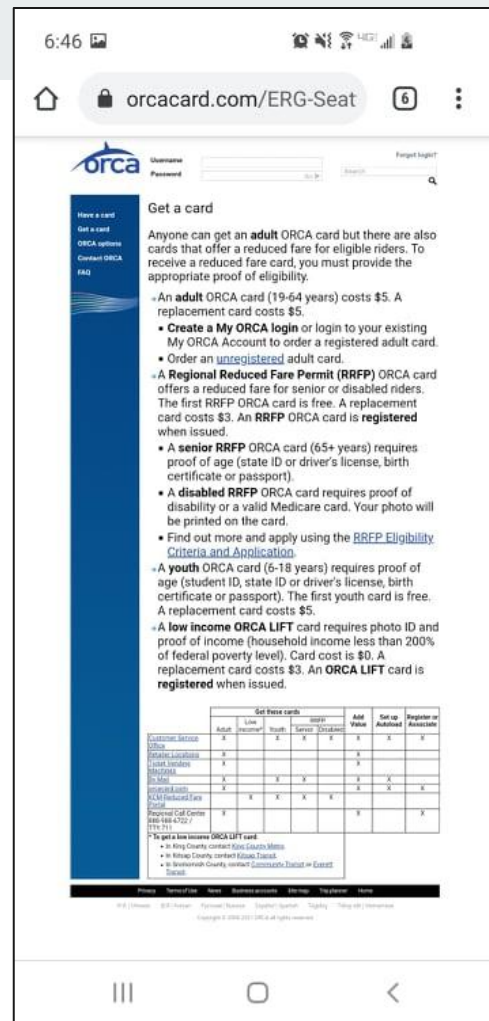


Writing for User Experience

Shannon Geis

Improving the ORCA Card ordering experience

The content is very overwhelming and hard to parse. Many people may be eligible for discounted/reduced fare cards but not realize it.

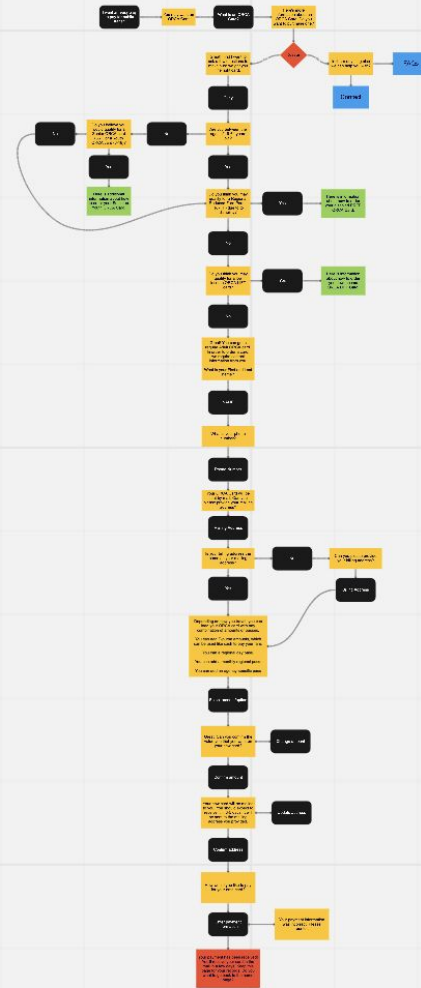




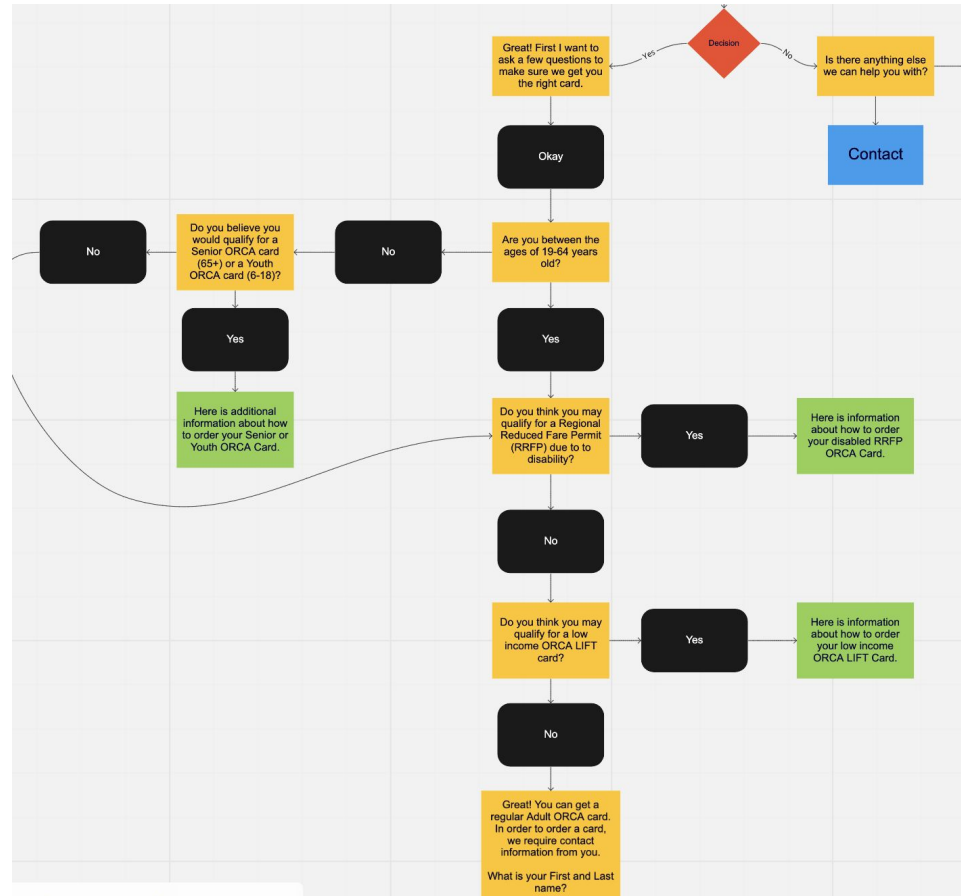
Strategy Statement

We'll provide an ORCA commuter with a clear and concise way to purchase the RIGHT ORCA card for their needs, so that they can travel around the Puget Sound region via public transportation easily. This will help ORCA increase the purchase and use of ORCA cards for a wide range of users.

Complicated Flow



Focus on Finding the Right Card



What information do people need and in what order?

Too much information all at once is hard to read and digest.

ORCA

Username
Password

Forgot login?

Have a card

Get a card

ORCA options

Contact ORCA

FAQ

Get a card

Anyone can get an **adult** ORCA card but there are also cards that offer a reduced fare for eligible riders. To receive a reduced fare card, you must provide the appropriate proof of eligibility.

- An **adult** ORCA card (19-64 years) costs \$5. A replacement card costs \$5.
- **Create a My ORCA login** or login to your existing My ORCA Account to order a registered adult card.
- Order an **unregistered** adult card.
- A **Regional Reduced Fare Permit (RRFP)** ORCA card offers a reduced fare for senior or disabled riders. The first RRFP ORCA card is free. A replacement card costs \$3. An **RRFP** ORCA card is **registered** when issued.
- A **senior RRFP** ORCA card (65+ years) requires proof of age (state ID or driver's license, birth certificate or passport).
- A **disabled RRFP** ORCA card requires proof of disability or a valid Medicare card. Your photo will be printed on the card.
- Find out more and apply using the [RRFP Eligibility Criteria and Application](#).
- A **youth** ORCA card (6-18 years) requires proof of age (student ID, state ID or driver's license, birth certificate or passport). The first youth card is free. A replacement card costs \$5.
- A **low income ORCA LIFT** card requires photo ID and proof of income (household income less than 200% of federal poverty level). Card cost is \$0. A replacement card costs \$3. An **ORCA LIFT** card is **registered** when issued.

	Get these cards					Add Value	Set up Autoload	Register or Associate
	Adult	Low Income*	Youth	Senior	Disabled			
Customer Service Office	X		X	X	X	X	X	X
Station Locations	X					X		
Link Transit	X					X		
My ORCA	X		X	X	X	X	X	
My ORCA App	X	X	X	X	X	X	X	X
Regional Call Center (800-688-4722 / TTY: 211)	X					X		X

* To get a low income ORCA LIFT card:

- In King County, contact [King County Housing](#).
- In Kitsap County, contact [Kitsap Transit](#).
- In Snohomish County, contact [Snohomish Transit or Everett Transit](#).

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News

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Site map

Top of page

Home

ORCA | Home | About | Contact | Privacy | Terms of Use | News | Business accounts | Site map | Top of page | Home



Voice and Tone

Voice:

Smart

Dependable

Industrious

Responsive

Reliable

Tone:

Helpful: Getting users the right information they need.

Friendly: Approachable, easy to navigate and work with.

Responsive: Changing responses or options based on what users need.

New suggested content



Get a card

ORCA cards are available for everyone who wants to ride public transit throughout the Puget Sound region. You can use an ORCA card on buses, trains, ferries or any combination of transit options.

Anyone can get a regular adult ORCA card, but there are also several reduced fare options available. **Answer a few questions to see if you are eligible for one of the reduced fare cards, or order a regular adult card.**

Are you between the ages of 19 and 65?

Yes

No

Would you like to purchase a regular adult card?

Purchase Card

[Go Back](#)



Get a card

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Anyone can get a regular adult ORCA card, but there are also several reduced fare options available. **Answer a few questions to see if you are eligible for one of the reduced fare cards, or order a regular adult card.**

Are you between the ages of 19 and 65?

Yes

No

Would you like to purchase a regular adult card?

Purchase Card

[Go Back](#)



Are you under the age of 19?

Yes

No

Great news!

You may be eligible for a Youth ORCA card. In order to get a Youth ORCA card, you'll need to show proof of age.

[Get Youth Card](#)

[Go Back](#)



Are you under the age of 19?

Yes

No

Are you 65 years or older?

Yes

No

Great news!

You may be eligible for a Senior Regional Reduced Fare Permit (RRFP) ORCA card. In order to get a Senior RRFP ORCA card, you'll need to show proof of age.

[Get Senior RRFP Card](#)

[Go Back](#)



Get a card

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Anyone can get a regular adult ORCA card, but there are also several reduced fare options available. **Answer a few questions to see if you are eligible for one of the reduced fare cards, or order a regular adult card.**

Are you between the ages of 19 and 65?

Yes

No

Would you like to purchase a regular adult card?

Purchase Card

[Go Back](#)



Regional Reduced Fare Permit (RRFP) ORCA cards are available for qualified disabled transit riders. In order to receive a disabled RRFP ORCA card, you'll need to show proof of disability or your Medicare card.

[Find out more about the Disabled RRFP ORCA Card](#)

ORCA Lift cards are available for low income transit riders. In order to qualify for an ORCA Lift card, your income must be less than 200% of the Federal poverty level, which is currently \$25,760 for a household of one. To get an ORCA Lift card, you'll need to show your ID and proof of income.

[Find out more about the Disabled RRFP ORCA Card](#)

Don't believe you qualify for a reduced fare card? You can still purchase an Adult ORCA Card.

[Go Back](#)

Purchase Adult ORCA Card



What I learned

- Thinking about both the user and business goals and intents is useful for understanding what areas to focus on.
- Creating a conversation can be a helpful way of thinking about how to structure content in more digestible chunks.
- A consistent voice and thoughtful use of tone can make content much more user friendly.

Thank you!
