Charter Global

CASE STUDY — Charter Global improves rider experience with MARTA app.

> We wanted to redesign our mobile app so it's easier for our riders to use and easier for us to maintain. Charter Global had the people and skills to build it. We couldn't have done it without them.
>
> *- Torrey Kirby, MARTA Director Technology Applications*

About the Clinet

The Metropolitan Atlanta Rapid Transit Authority (MARTA) is the principal public transport operator in the Atlanta metropolitan area. It operates a network of bus routes linked to a rapid transit system consisting of 48 miles of rail track with 38 train stations.

The Challenge

The MARTA is one the top 10 transportation agencies in the U.S. It operates a network of bus routes linked to a rapid transit system consisting of 48 miles (77 km) of rail track with 38 train stations. Managing coding for different mobile platforms for their rider app was becoming a challenge. The app was lacking real-time location features. And they wanted to improve the user experience by minimizing the number of screens to simplify navigation.

The Solution

The MARTA team brought Charter Global on board to redesign the new rider app. Charter Global had the skilled resources and technology expertise to build an improved app that would meet and grow with their ridership needs.

The result was a complete redesign of the mobile app. The new app was developed on a hybrid technology platform so coding can be done once across mobile platforms. It's also more scalable, adaptable, and resilient to provide better performance results for high volume use.

Features

- **Home Screen** – Displays current location, nearest bus stops and train stations, and clicking on stations and bus stops will display the ETA of scheduled buses and trains to that location.
- Train Screen – Train map points to exact station location and also displays a selection of stations with real-time train availability.
- **Bus Screen** – Displays list of bus routes with route maps and real time buses location.
- **Alerts** – Display system and rider alerts in real time.
- **Favorites** – User can save often used bus routes or train stations as a favorite and can access them from the home screen.
- **Trip Plan** – Plan a trip by entering source and destination. A list of options for travel to that destination and a selection of options with route summary is displayed, and it provides live step by step directions.
- **Help** – Save and access phone numbers and relevant website details to contact in case of emergency.

Benefits

- Hybrid technology – one code base is easy to maintain
- Improved UI
- Minimal screens for improved navigation
- Real time bus and train availability
- Live directions

Hybrid technology stack

- XAMARIN FORMS (XF)
- Visual Studio .NET
- C#
- SQLite
- GTFS
- Google Maps API
- Service Call / REST services from MCSM
- Tortoise SVN
- Smart SVN for Mac
- GIT repository

Why Charter Global

- Founded in 1994; Headquartered in Atlanta, GA with development centers in the U.S, India, and Serbia.
- Developed a portfolio of over 100 successful project implementations.
- Nearly 1000 full-time IT professionals support client projects.
- Established customer base of Fortune1000 industry leaders.
- Our experience spans pharmaceutical, manufacturing, telecom, finance, health care, media / entertainment, airlines, energy, retail and hospitality industries.
- Active database of nearly 2M consultants.
- Experienced Talent acquisition teams support client projects.

About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, AI/ML, AWS, SAP, Microsoft & Pega BPM.