YOLOBUS Marketing Strategy

Proposal by Team Alpha

outline

- Executive Plan
- Content Marketing Goals
- Audience Interviews
- Competitive Analysis
- Content
- Redesign & Additions to Website
- Keys to Successful Website
- Summary

Executive Summary

Goal is to create a better user experience by creating a clear, simple, and easy to use Yolobus website.

Currently, the website content is outdated, hard to navigate, and composes of unnecessary/ duplicate pages. To resolve the stated issues, we propose the following steps to be taken:

- Provide goals and plans to improve ease of site navigation per the site main usage based off of audience interviews
- Analyze website and increase social media traffic
- Uniform all pages to current company style guide
- Update and remove unnecessary info site on a timely manner
- Utilize social media to communicate with commuters

Rider Alerts

New Fare Changes Starting December 1st, 2018 *11.30.18 4:45 pm*

Attention Yolobus riders. Lower fares are coming for local routes and regular monthly passes! It will now cost $2.00 to ride within West Sacramento or Woodland. Local rides within the City of Winters and between Winters and El Rio Villa will be provided at no charge. Also, you can purchase a regular local monthly bus pass for $84.00 to ride locally within West Sacramento or Woodland.

Current Board Packet
Download PDF

Yolobus Live/ Yolobus Alert
Find your Yolobus in real time HERE

System Map
YCTD System Map

The "Y" Shuttle Major Event TODAY

Welcome to Yolo County Transportation District

Recent News

Weekly Update on Reroutes and Detours 3/13/19 *03.13.19 8:22 am*

On Saturday, March 16th 2019, from 6:30 am till 1:00 pm, and on Sunday, March 17th 2019, from 6:30 am till 1:00 pm, Capitol Mall and the Tower Bridge will be closed for the Shamrock'n Races. Due to these closures, Yolobus Routes traveling through D *Read more...*

Weekly Update on Reroutes and Detours 2/28/19 *02.28.19 8:16 am*

Content Marketing Goals

Marketing goals for Yolobus.com include establishing the company's reliability as a public transit, clear notification of route changes and newsletters, route planning/times, and easy site navigation.

Content accomplishes:

- Make commuter routing easily accessible through style guide and site versatility on different platforms
- Providing an opportunity to express complaints, comments, or questions about their routes
- Highlight main info and commonly used pages
- Provide clear and effective news to the public through general upkeep and social media updates

Audience Interviews and Personas

- Three interviews were conducted to form personas of our target audience
- All three are Davis residents
  - Two students and one professor
- All three are Yolobus users
  - Two regular users, one occasional user
  - Regular users rely on Yolobus to commute to work in Sacramento and sometimes get to Sacramento International Airport
  - Occasional user relies on Yolobus to visit family in the Bay Area and sometimes to travel to Sacramento
  - Two users do not own cars and must rely on Yolobus' services for transportation. One user does own a car but chooses to use public transportation out of principle

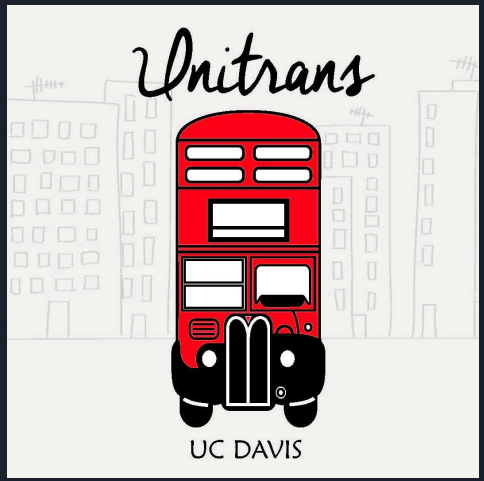
Audience Interviews and Personas

What interviewees said:

- All three interviewees primarily use the trip planner, but are unhappy with its location on the site
- All three agreed that the website is not aesthetically pleasing. The word “outdated” was mentioned multiple times by all three
- Two of the interviewees frequently access the website on their phones and are unhappy with how it displays on mobile devices
- One user does not have any social media accounts and cannot access any information posted on Yolobus’ social media

Competitive Analysis-Objective

Competitors include other transit systems in California (i.e. Unitrans).

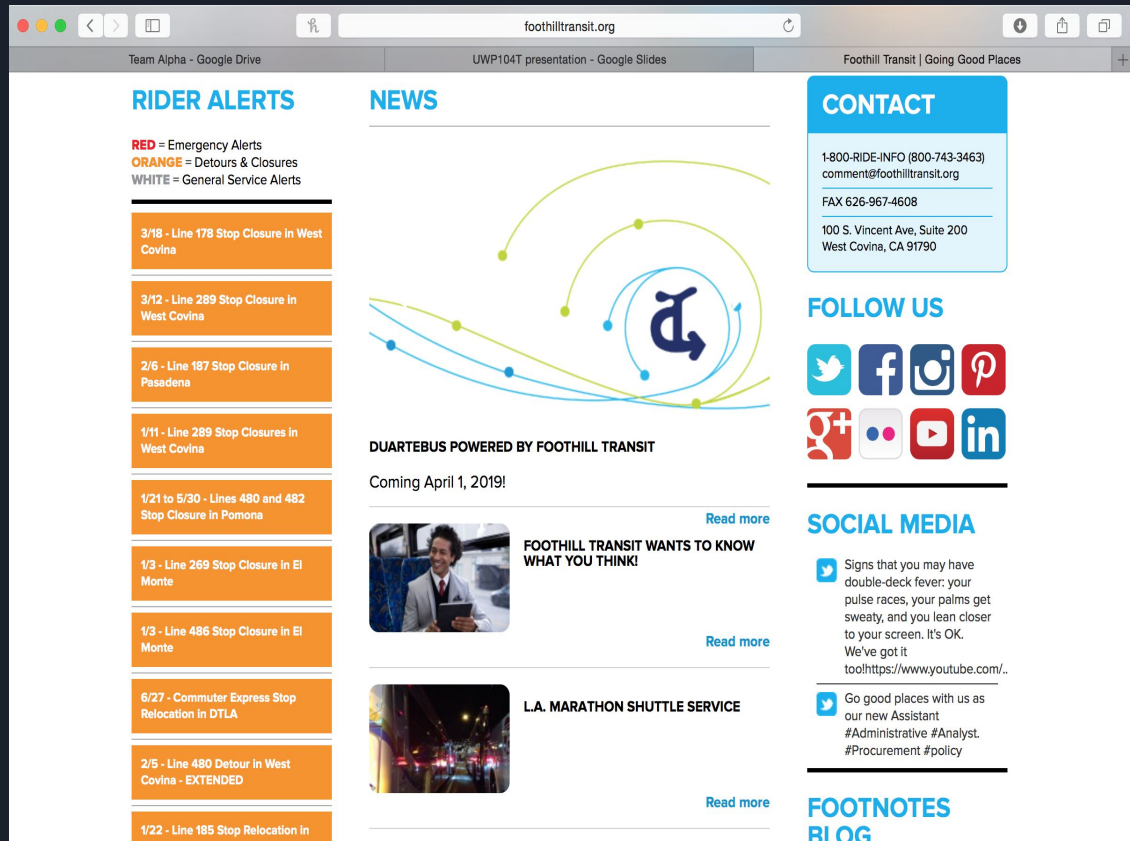


Competitive Analysis Research Results

	Website URL:	Purpose of Site:	Design:	Amount of Information:	STRENGTHS	Relevancy/ Up-to-date
Foothill Transit	http://foothilltransit.org/	Inform riders of updates and information for planning bus trips in the San Gabriel and Pomona Valley area.	Sans Serif - Medium font. Spacing and overall organization is consistent.	Each route has predictions and a google map. They only have 4 tabs making it clear and direct.	Navigation is clear. Multiple bus routes are visible on one map.	Yes. News on the front page is as recent as from 2 days ago and twitter posts shown on the front page are updated in real time.
Yuba-Sutter Transit	https://www.yubasuttertransit.com/	"To provide safe and cost effective public transportation services that increase mobility and improve the quality of life for Yuba and Sutter County residents"."	Nice size and bubbly so it's pleasing to the eye. Spacing is defined by borders which aids reader's eye in differentiation sections.	The home page has quick links to relevant topics like route info. There are events posted about newsletters and upcoming events as well.	Tabs are minimal and concise. No dead links, site is updated	The home page has current/monthly newsletters and upcoming board meetings along with news/route changes.
Unitrans	https://unitrans.ucdavis.edu/	To direct students to appropriate bus routes	Sans/medium - easy on the eyes. Eyes drawn to important things such as the large map.	Only has needed info, any irrelevant information is posted at the bottom of the web page. Tabs are simple and concise.	Strong color plan and organization. Route information is front and center on the page. Weaknesses: less relevant information should be encapsulated towards the bottom of the webpage in small clickable links.	Recent alerts for the current month are posted on the home page.

Foothill Transit

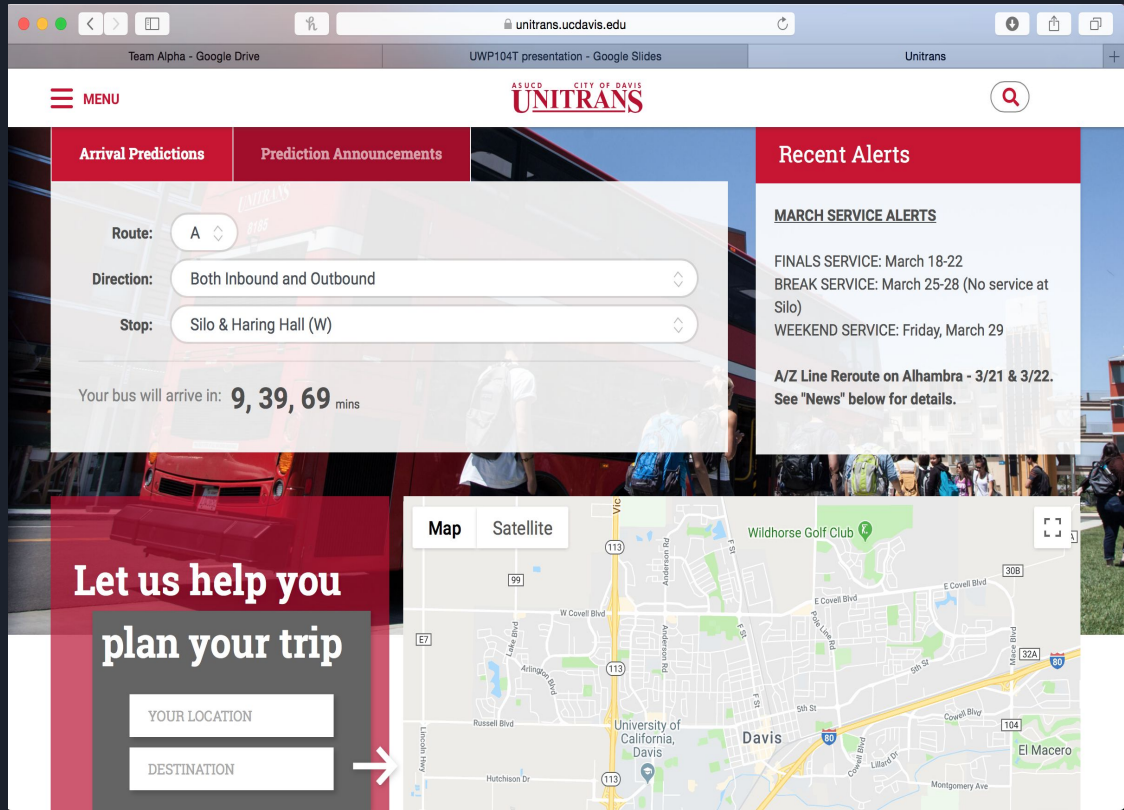
This website stays up-to-date with their social media and current events on their home-page



Unitrans

Their home screen brings you to a route finder, arguably the most important part of a transit website.

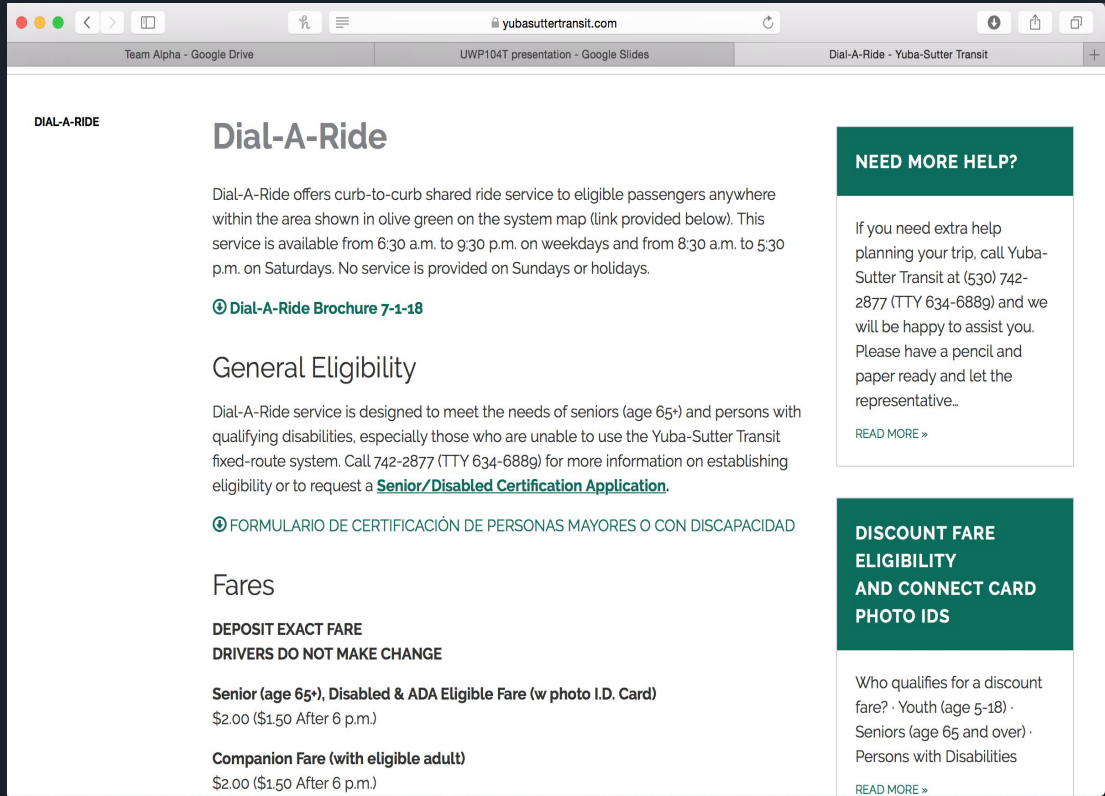
Simplicity of Tabs so it's easy to find routes, fares, or anything else you may need



Yuba- Sutter Transit

Their design is very neat and orderly, they incorporate spacing, colors, and borders to differentiate sections and content.

This makes it easier on the eye to separate topics and find what you are looking for.



Content Inventory

Website: http://www.yolobus.com

(tabs/sections)

Rider Info

Tickets & Passes

News & Events

About YCTD

Bus Routes

Social Media:

Twitter: @YolobusYCTD

Facebook: @Yolobus

Evaluating Existing Content

What is Good:

- Social Media
- All Main Tabs except “Tickets & Passes”
- Rider Alerts
- Recent News
- Trip Planner Tool

What needs to Go:

- Tickets & Passes
- Ghost Links/Tabs
- Dead Links
- Home Screen Photo
- News Older than 2 months

Existing Content: What can be fixed?

1. **Home Page**

   How to fix: Simplify and organize, add the trip planner

2. **Take out the ghost links/tabs**

3. **Clean the links up under each tab**

   How to Fix: Consolidate similar topics and delete unnecessary ones.

Existing Content: What can be fixed? cont..

1. **More interactive bus routes on the same site**

   How to Fix: Embed the trip tool into the yolobus website, hire a programmer to redesign

2. **Update “Rider Alerts” on the home page as often as social media.**

   How to fix: Follow a schedule to keep riders up-to-date on current events

3. **Color scheme- vibrancy, font size, spacing**

What Content to add to this Website?

Tools:

- Interactive Route Map Overview
- Arrival Predictions

General:

- Header with New Logo
- Website Footer
- Style Guide
- Optimized for Mobile

Content to Add: Interactive Route Map Overview

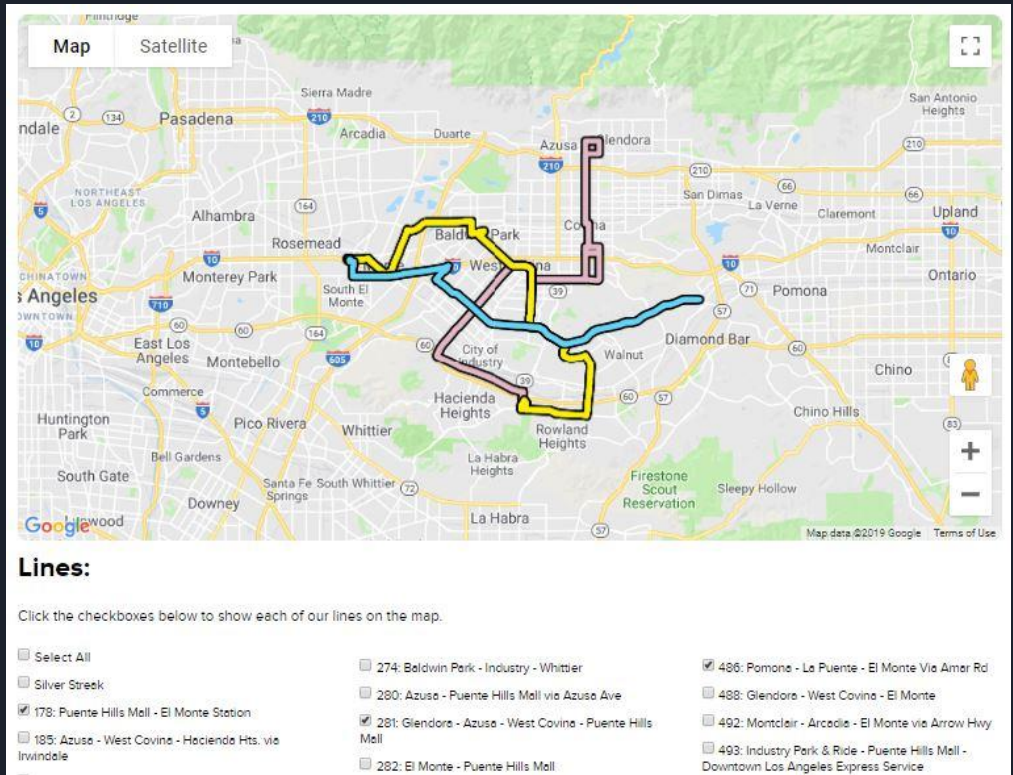
Description:

- Large Scale Map
- Users select visible bus routes

Purpose:

- Gives overview of Yolobus services
- Useful for planning connections

Example from Foothill Transit:



Content to Add: Arrival Predictions

Description:

- Provides real time bus arrival predictions

Purpose:

- Helps users know if buses are running on time

Yolobus Arrival Predictions on External Site (https://avl.yctd.org/):

Content to Add: Header With New Logo

Description:

- A new website header with the current Yolobus Logo

Purpose:

- Maintain consistent branding

Logo on website:

New Logo on Buses:

Content to Add: Website Footer

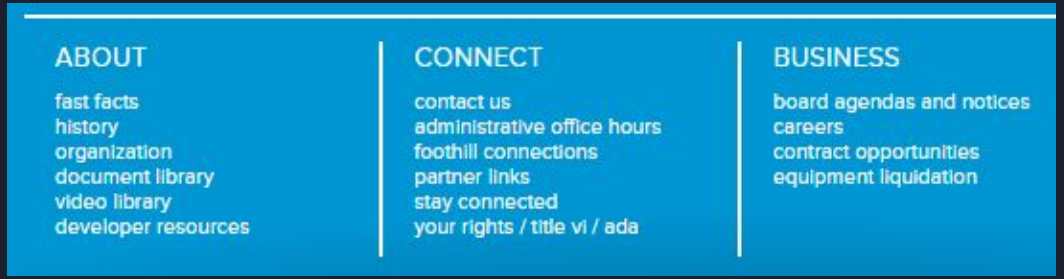
Description:

- Collection of links
- Located at bottom of web pages

Purpose:

- Reduces website clutter
- Retains less commonly used links

Example from Foothill Transit:



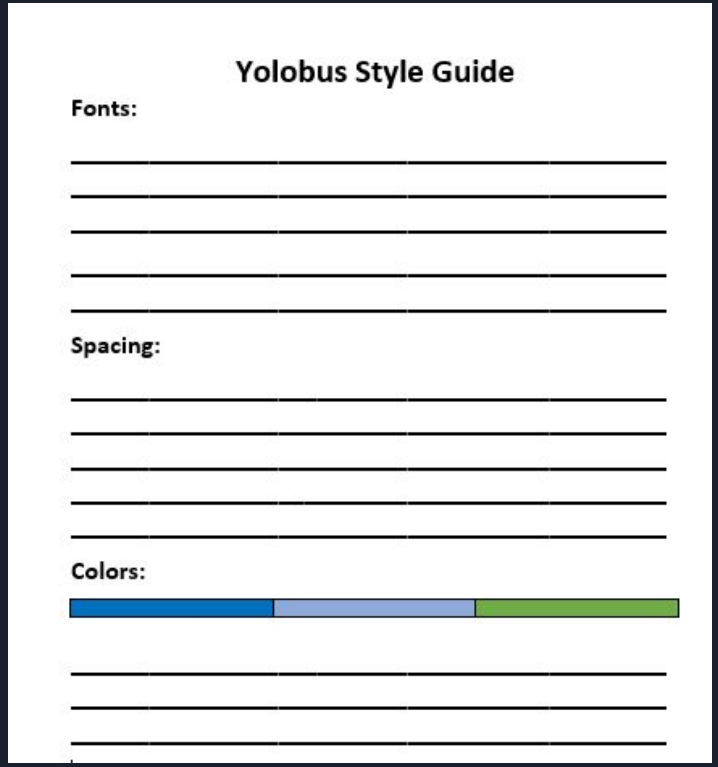
Content to Add: Style Guide

Description:

- Internal content
- Specifies Website Formatting
- Includes Fonts, Line Spacing, colors etc.

Purpose:

- Maintains consistency between web pages



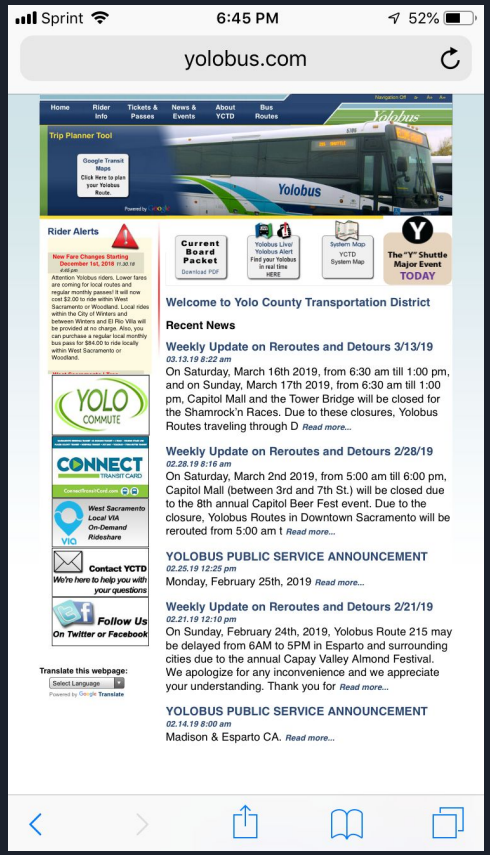
Content to Add: Optimize for Mobile

Description:

- Modified for different display sizes
- Simplified website with fewer options

Purpose:

- Makes the website readable on mobile devices
- Makes the website easy to navigate on mobile devices



Estimate of Content Capacity

Team in Charge: Jose Perez, Deputy Director

Current Workflow: Content rarely posted, news updated on an inconsistent basis

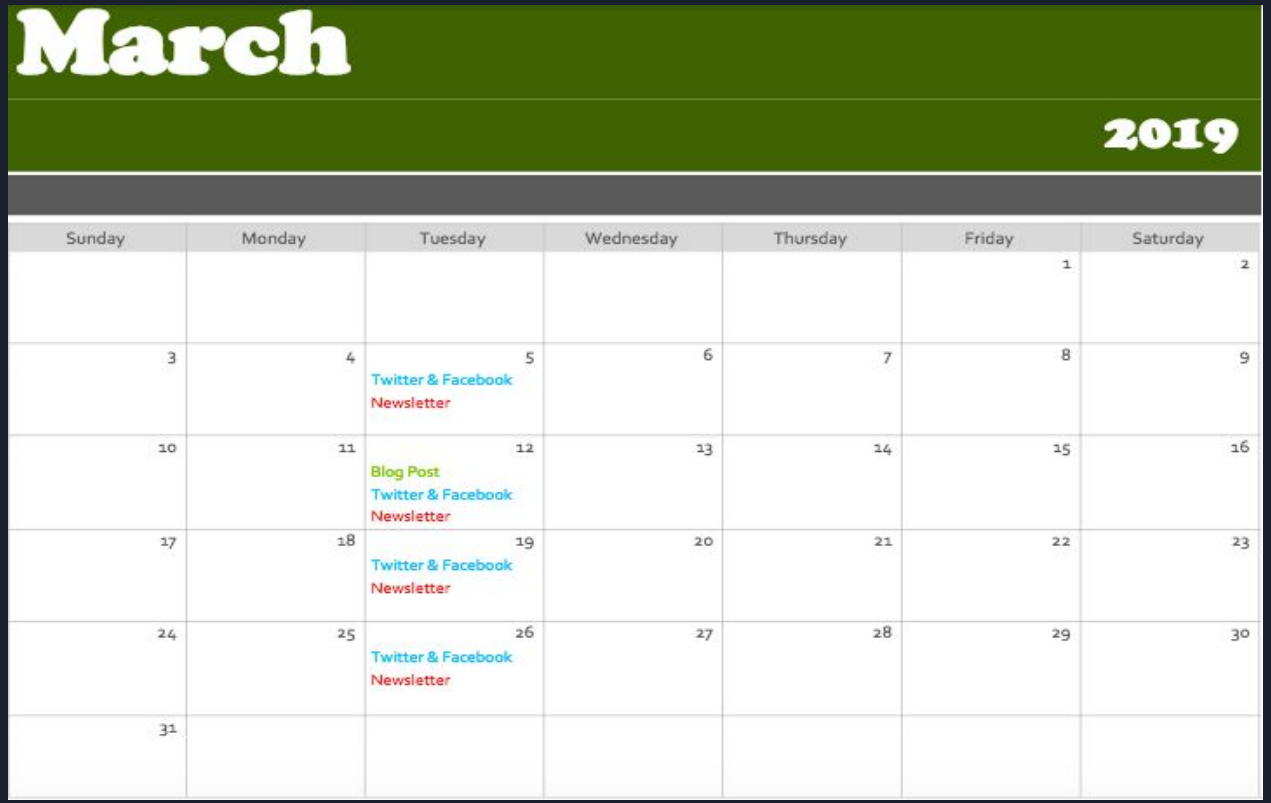
Future Content and Goals:

-Updating news and events on a consistent weekly basis

-Having interns oversee the social media accounts

-Posting new content such as positive experiences from Yolobus riders

Stay on Track-Calendar



3 Keys to a Successful Website

Summary:

With adjustments based off of this content strategy, the website will easily be upkept to not only well represent the face of the company, but serve as a great resource for commuters to utilize.

Key Takeaways:

- Site upkeep
- Responsive and active social media

Social media not only allows for the commuters to be aware of any changes, but allows for the company to be aware of what changes need to be made, so that the company can stay on top of their competitors in terms of providing the best service.

Yolobus may gain credibility and reliability, growing with and from its community.

That's all Folks!