



NJ TRANSIT Mobile App®- MyTix Marketing Brief

October 2019 App Release

10.18.2019

For Employee Information Only

The NJ TRANSIT Mobile App has been redesigned to offer customers a new, easier to use design for an improved user experience. The new app design will be available for customers first using iOS devices and followed soon by Android.

In addition to a new look, the redesigned app works with the operating system to enable users to take advantage of the functionality and features of their device. The redesign also provides users a “Favorites” button for quick access to all the bus stops & routes, rail and light rail stations that have been favorited. “Rider Tools” provides easy access to manage My Transit alerts for push notifications, check service advisories and plan trips. Examples of the new look for the NJ TRANSIT Mobile App follow.

For information on MyTix and mobile ticketing please refer to the frequently asked questions listed on the website (njtransit.com/app); and tariff bulletins related to ‘Acceptance of Mobile Tickets’.

New, easier
to use design.

Download Now!



NJ TRANSIT Mobile App®



Marketing Contact:

Jocelyn Long
Phone: 973-491-8275
Email: jlong@njtransit.com

Point of Sale and Fare Collection Systems Contact:

Kelly Barnes
Phone: 973-491-7355
Email: kbarnes@njtransit.com



NJ TRANSIT Mobile App® - MyTix® Marketing Brief

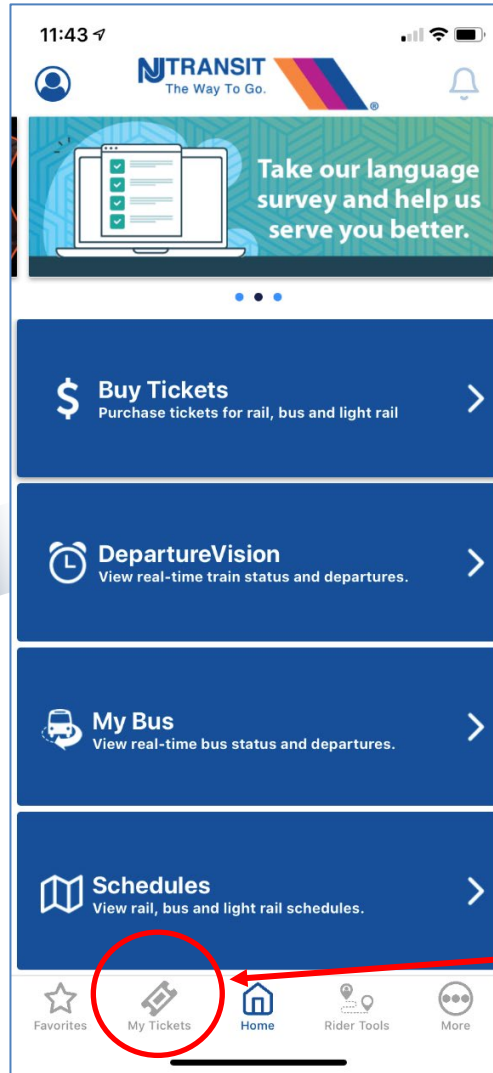
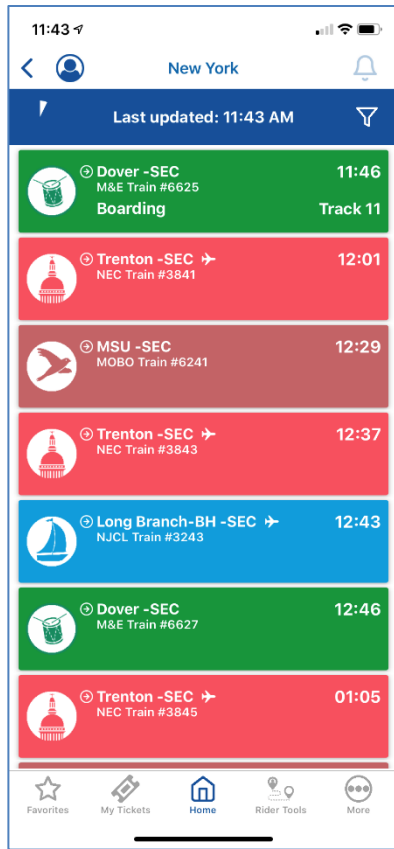
October 2019 App Release

10.18.2019

For Internal Use Only

The redesigned NJ TRANSIT Mobile App

The New DepartureVision®

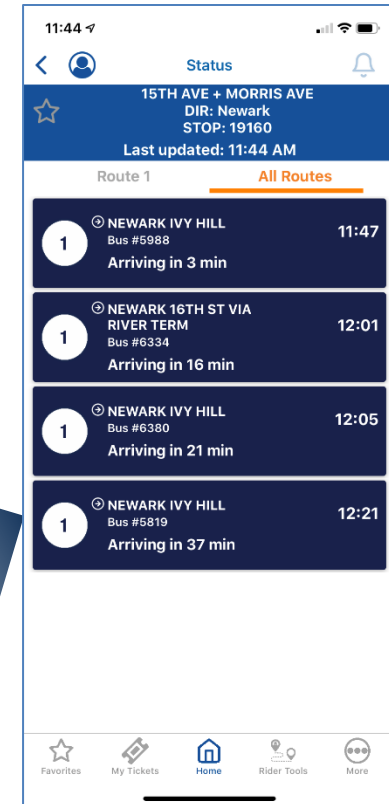


HOME SCREEN

The menu is always available at the bottom of the screen.

One place to access all “Favorites” - rail or light rail stations, bus stops & routes.

A new look for MyBus®



Customers display their tickets from a new “My Tickets button.”

“Rider Tools” includes My Transit Alerts, Service Advisories and Trip Planner.