
Journey Planner Benefits and Features

Getting from here to there has never been easier!

The Journey Planner Web Site:

- Is a versatile, people-friendly Internet solution designed to help your commuters plan, use and independently manage their travel choices from home, work or wherever they are!
- Makes a wide variety of information quickly available to commuters 24 hours a day, 7 days a week
- Educates commuters about all travel options, fares and schedules
- Is a cost effective, flexible communication solution that can increase ridership, customer loyalty and satisfaction as well as increase revenues and customer retention
- Makes mass transportation personalized transportation

Below you will find a summary of the benefits and features available in the Journey Planner Package. You can **customize** your Journey Planner to include any or all of these features, plus any other features that are unique to your city.

User Site

- Users can plan and view full trip itineraries, including routes, transfers, times and fares
- Fares are accurate and customized to your city or town
- Route schedules are displayed to the user in any customized format
- Stop schedules show the times that routes pass by a stop
- Detailed stop information (including pictures if supplied) is provided
- Users can sort trips by travel time, arrival time, departure time or fare
- Users can choose a desired departure, or arrival time
- Users can select stops, businesses, landmarks or entire city districts as origins or destinations
- Users can specify the preferred number of transfers
- Users can choose to include only certain modes of transit in the search
- Users can plan a return trip quickly and easily
- All schedule and trip information is updated automatically when changes are made
- Users can see special notices and announcements on the site
- Announcements can be displayed every time a certain route or stop is chosen
- Commuters can personalize their own pages to see information about their regular routes and stops
- Users with special needs (wheelchairs, bike racks, etc...) can plan trips with ease
- Trip planner can include address to address searching (as long as stops have been geocoded)
- PDF Maker - all schedules can be dynamically created in PDF form

Wireless Capability

- Users with web-enabled devices, such as PDA's and cell phones, can plan trips and view schedules no matter where they are!
- All schedule and trip information is formatted to display neatly on their wireless device
- Now riders have the flexibility and convenience to access transit information anywhere!



Mapping

- Allow riders to see exactly where stop locations are on a map
- Riders will be able to see their origin and destination on a map

Community Integration

- Local businesses and organizations can be included on the web site
- Riders can plan transit trips to or from a specific business
- Riders can search for bus stops near general business types (i.e. supermarkets) when they are unsure of where to go
- Businesses can request web advertisements to show up whenever a user plans a trip that is near that business location - the ultimate in targeted advertising
- Let your site teach new riders how to get around your city using public transit

Administrative Site

- Update route schedules simply through an intuitive web interface
- Add, delete or edit information about stops
- Add pictures of any stop
- Update fare information
- Post announcements for your riders to see
- Add meaningful descriptions to stops and routes
- Print schedules for any stop or route directly from the site
- Manage all aspects of your transit schedule including interlining, special/one time service and other service changes
- Manage all aspects of the community integration feature
- Export all data to Microsoft Excel for further analysis
- Manage the entire Journey Planner quickly and easily without hiring outside personnel
- Create surveys for users and see the results immediately
- Customer feedback system that tracks rider needs and gathers valuable statistics

Statistics

- Find out how often users viewed each route's schedules
- See how often each stop showed up as a transfer location in an itinerary
- Discover how often advertisements are viewed in a month
- See which businesses are the most popular
- Get user feedback about which trips they think need improvement
- Save money by more efficiently using the resources you *already* have!

Technical Support

- Next Insight will set up the site for you, including all initial data entry
- We will customize the site to fit your city's specific needs
- Next Insight's technical support team will be available to answer all of your questions
- Next Insight's licensing agreement includes all upgrades to your Journey Planner



NEXTINSIGHT

Next Insight Transportation Software
www.NextInsight.com

Additional Information

- Fully functional trip planner within 1 month
- Initial schedule data entry
- Web-based administrative site for managing stops, schedules, fares, announcements and all user site information
- Website hosting, maintenance, backup, monitoring and security
- Unlimited technical support via phone, e-mail or instant messenger

For more information about how easy it is to set up a Journey Planner in your city,

Call (914) 613-3500 or email info@NextInsight.com

<http://www.NextInsight.com>