



## WEBSITE / APP DESIGN & MOBILE TICKETING

# LINKING RIDERS THROUGH MOBILE TICKETING SOLUTION

### CLIENT

LYNX Transit System

### WEBSITE / APP

lynxpawpass.com  
LYNX PawPass

### INDUSTRY

Travel & Transportation



### FEATURES

- Mobile Ticketing Solution
- Account Management
- Trip Planner
- Route Maps / Schedules
- Easy to Use Visual Verification
- App & Desktop Accessibility

### OVERVIEW / RESULTS

The LYNX transit system operates 76 bus routes in the Orange, Seminole and Osceola counties in the state of Florida. Ridership typically exceeds 83,000 people per day during the work week. LYNX traditionally relied upon a cash fare box or monthly passes to collect revenue. The transit system needed to find a way that would modernize the fare collection system in order to relieve the agency from the burdens of handling so much cash on a daily basis. When LYNX decided to make the investment in a mobile ticketing solution for their transit system, they chose Transportation Technology Partners (TTP).

After a comprehensive needs assessment, TTP developed the LYNX PawPass app for the transit agency. The technology has completely modernized the ticketing process for users. Riders can now purchase tickets, control their account settings, plan a trip, view maps and bus schedules, and easily access other important information. The app is designed to work extremely well on both IOS and Android devices. Bus drivers can easily authenticate ticket information from the app's screen. TTP also developed and hosts the website lynxpawpass.com. The PawPass app has provided LYNX with successful results, as rider usage has grown nearly 23% since inception. TTP continues to provide outstanding service and technical support to LYNX. The app has resulted in a much more effective ticketing and fare collection system for the transit agency and its valued customers.

**23%**  
**INCREASE IN APP  
USE WITHIN 1ST YEAR**

**"We believe a mobile pay system will make ticket purchasing much more convenient for our customers. The new app certainly achieves this goal. We were particularly impressed with the expertise in how the TTP team built our custom product. We had a great experience working with Americaneagle.com and our wonderful project team who never failed to provide exceptional customer service."**

Edward Johnson,  
CEO - LYNX

