

Transforming the digital experience of a mass transit system

We created a comprehensive web solution for a public transportation company that needed to improve communication with its users. In record time, we developed a modern, interactive platform that was adaptable to all types of devices.

About the client

Our client is a public company responsible for the operation and management of the mass passenger transportation system in a Latin American capital.

Its mission is to efficiently, safely, and modernly transport thousands of people every day, connecting key points in the city through a network of buses and complementary services.

Challenge

The organization needed a digital solution that would improve its communication with transit system users and offer a more modern and dynamic information experience.

The biggest challenge was developing a web platform that included key features such as customer service, fare checks, news and articles of interest, and integrated a virtual tour of the transit system—all within a very limited implementation timeframe.





Improvements for our client

Thanks to this solution, the client achieved:

- Modernization of the client's digital presence and strengthening of its institutional image.
- Improved user experience with an intuitive interface adapted to all devices.
- Reduced customer service response times thanks to integration with channels such as WhatsApp.
- Proactive reporting on transportation system updates and alerts.

Customer service and website browsing experience were urgently needed to be improved.

Our solution

At Rootstack, we proposed and executed a comprehensive solution that combined technology consulting, graphic design, and web development.

We created a modern, interactive, and fully mobile-friendly website built on WordPress technology.

The new site included custom features such as:

- Automatic alerts when the user remains on the platform for a certain amount of time
- Integration with Google Maps to locate routes
- Updated banners with attractive designs
- Multimedia content management, including videos and images
- Direct connection to social media and WhatsApp
- Incorporation of an alert banner linked to Twitter
- Proposal for a new visual interface aligned with institutional communication objectives
- In addition, we provide user manuals and training to ensure the autonomy of the client's internal team.



