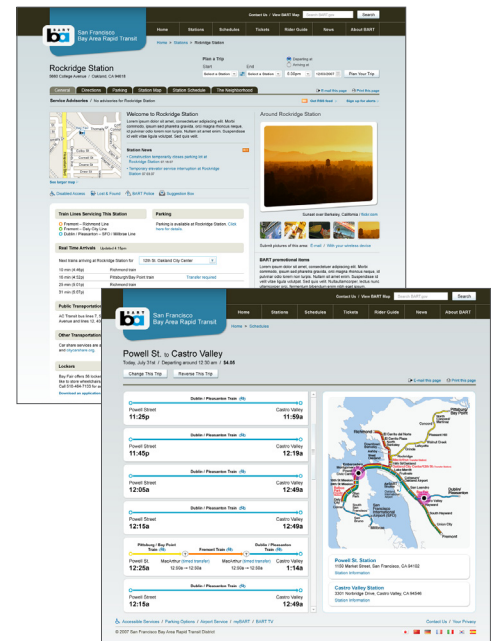
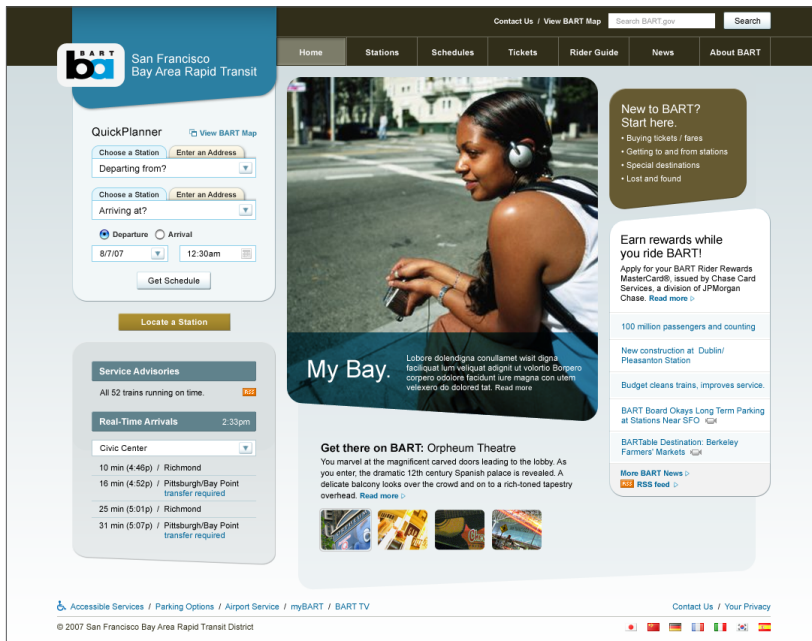


Station to station



Bay Area Rapid Transit bart.gov

BART stands for Bay Area Rapid Transit, and it's the way many of us in the Bay Area get to work. It wanted to integrate its vision online, "BART is your friend, BART is your travel partner day to day, you know you can trust BART."

"Hot brought a ton of intelligence, creativity, and discipline, and they created a visual vocabulary that we plan to extend into off-line materials."

Timothy Moore
Website Manager, BART.gov

From tourists and airport travelers to daily commuters and day-trippers, San Francisco's Bay Area runs on BART. And yet, many of its 300,000 daily commuters turned to 511.org and other websites for information on delays, schedules, and events. As the Bay Area's most trusted travel partner, this government agency needed a website to match. The goal: a reliable source for BART information as unique as the communities it serves.

First step: Hot Studio

As BART commuters themselves, the Hot team relished the opportunity to redesign the site to showcase its diverse network of riders. To get started, the team took an in-depth look at key rider groups, their relationships to the brand, and their expectations for the website. Through insightful user research and brand workshops, Hot affirmed that BART

serves as much more than local transportation; BART riders exhibit a proud attachment to the brand and the neighborhood stations they frequent.

Destination: award-winning design

By spotlighting BART riders, stations and neighborhoods, the new website highlights BART's integral role in the communities it serves. Through gorgeous full-color photos of riders at their local stations, along with restaurant listings and neighborhood pages, bart.gov extends the community experience online. This, coupled with flexible navigation and search tools to accommodate myriad user needs, earned BART and Hot Studio a number of prestigious design awards.