

Cape Town's MyCiti gets innovative website

The City of Cape Town's integrated rapid transport system, MyCiti, has just launched its own website, courtesy of Cape Town-based agency World Wide Creative. Featuring detailed information on the MyCiti bus system, as well as updates and changes to the transport data, the site delivers on its mandate to provide a central hub where all commuters can go to keep up to date and on time.



"Given the ambitious nature of the project, World Wide Creative was briefed to design and implement a website that would be first class, while assisting with the city's goal of increasing awareness of the MyCiti service," said Alex Acton, operations director of World Wide Creative.

In order to deliver on the brief of a first-class website reflecting a first-class service, the website features a Trip Planner that is fully integrated with Google Transit, which is a feature of Google Maps, giving commuters the option to plan their trips based on a "point to point" search that provides directions based on a public transport layer detailing MyCiti routes and times.

The high-level integration that has been achieved between the MyCiti bus data and Google Transit delivers a user experience that is easy, efficient and rooted in one of the world's most popular mapping websites.

Pioneering technology

"This kind of pioneering technology only serves to illustrate how much benefit there is in collaborating with like-minded innovative individuals. With tools like this in place, getting around Cape Town has become as easy as the touch of a button," said Mike Perk, MD of World Wide Creative.

And this is hardly the limit - going forward, World Wide Creative aims to integrate MyCiti even further into Google Maps, allowing the City of Cape Town to provide a quality, informative and first-world experience it deserves.

Go to www.myciti.org.za

For more, visit: <https://www.bizcommunity.com>