



# ***Introduction to the Qmarkets Innovation Platform***

**Riders' Advisory  
Council Meeting**

**July 6, 2022**

**Lyle V. Harris**  
Senior Director of Customer &  
Employee Experience

## Agenda

- *Crowdsourcing explained*
- *MARTA + Qmarkets background*
- *Inaugural RAC ideas*
- *How to create an account*
- *How to post your ideas*
- *Commenting & rating ideas*
- *What happens next?": Idea workflow*
- *Q & A*





# “Crowdsourcing?”

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- *The practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community rather than from traditional employees or supplier.*

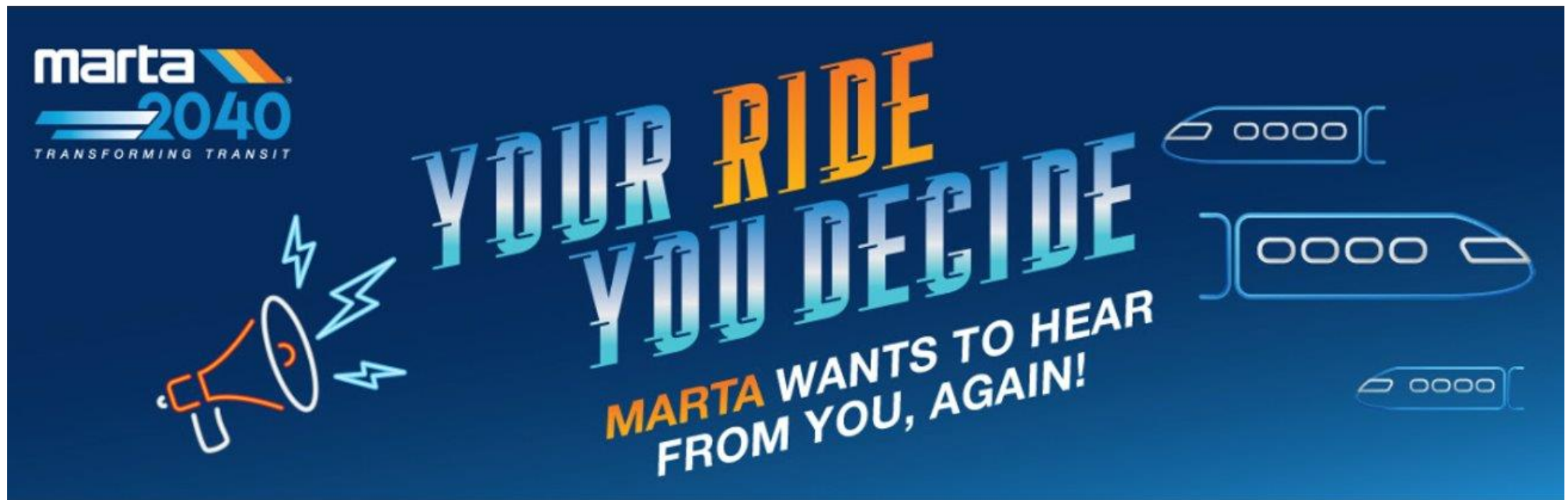
# MARTA + Qmarkets

*To begin harvesting great ideas from RAC members in 2020, CX deployed Qmarkets, a “collective intelligence” platform.*



# Successful Public Outreach – CQ 400


*In 2021, approx. 4,000 people voted on interior and exterior features of MARTA's new railcar fleet; 2,300 of them cast their ballots online using Qmarkets...*



# Eureka! – RAC 2020 Brainstorms

*During the inaugural council’s two-year tenure, members submitted 63 ideas, including:*



- *Establishing a MARTA Museum & Library*
- *A series of videos on “Riding with Respect”*
- *Hiring elevator attendants*
- *A partnership with Trees Atlanta to add foliage at bus stops and rail stations*
- ***And this one that’s being constructed at the Civic Center Station >>>>>>***



CW

## Install Midway Crosswalk at Civic Center for accessibility


(#3336)

By Carden Wyckoff

🕒 Sep 10 2020 - 2:59am

👁️ 20 reads



**Problem**

Civic center station entrances span 2 sides of the street and is a very busy bus terminal as well. Currently when an elevator is out, as a wheelchair user, I need to cross the st to get to the other elevator entrance. Problem is there is no curb cut to simply cross. The nearest curb cut is over 100ft so have to go all the way to the light at Ted Turner or Peachtree St, cross and then come all the way back. This is about a 3-5 min detour.


Additionally, often see people j walking across the road unprotected to catch the bus.

**Key themes are accessibility and safety**

**Solution**

Work w CoA to install a push button/light activated midway crosswalk thingy like at Midtown station just have the buses be mindful to not block the curb cut when installed

Add Comment



Community Voting

Overview

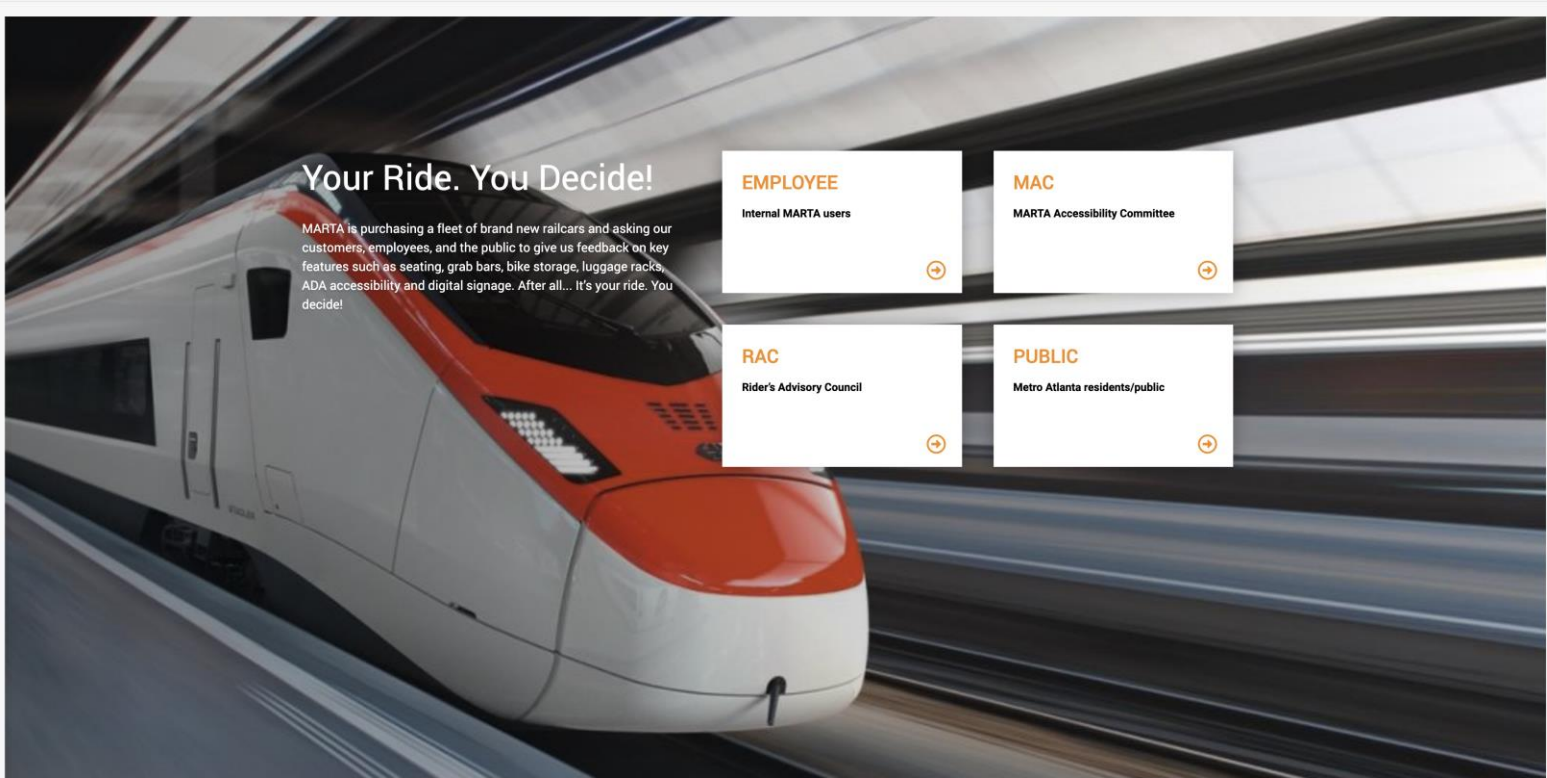
Comments 3

Common

Community Voting

# Create Your Qmarkets Account – Step #1

Open a browser window to: [ideas.itsmarta.com](https://ideas.itsmarta.com). Click on “RAC” on the lower left...



# Create Your Qmarkets Account – Step #2

*Input your email and create a password, then check your inbox for a confirmation reply...*





# Create Your Qmarkets Account – Step #3

*Try logging in by “clicking on this link” in the confirmation email...*

Marta Ideas External Inbox x



Dear Ramirez, Leslie Z.,

A request to reset the password for your account has been made at its Marta Ideas.

You may now log in by [clicking on this link](#).

This is a one-time login, so it can be used only once. It expires after one day and nothing will happen if it's not used.

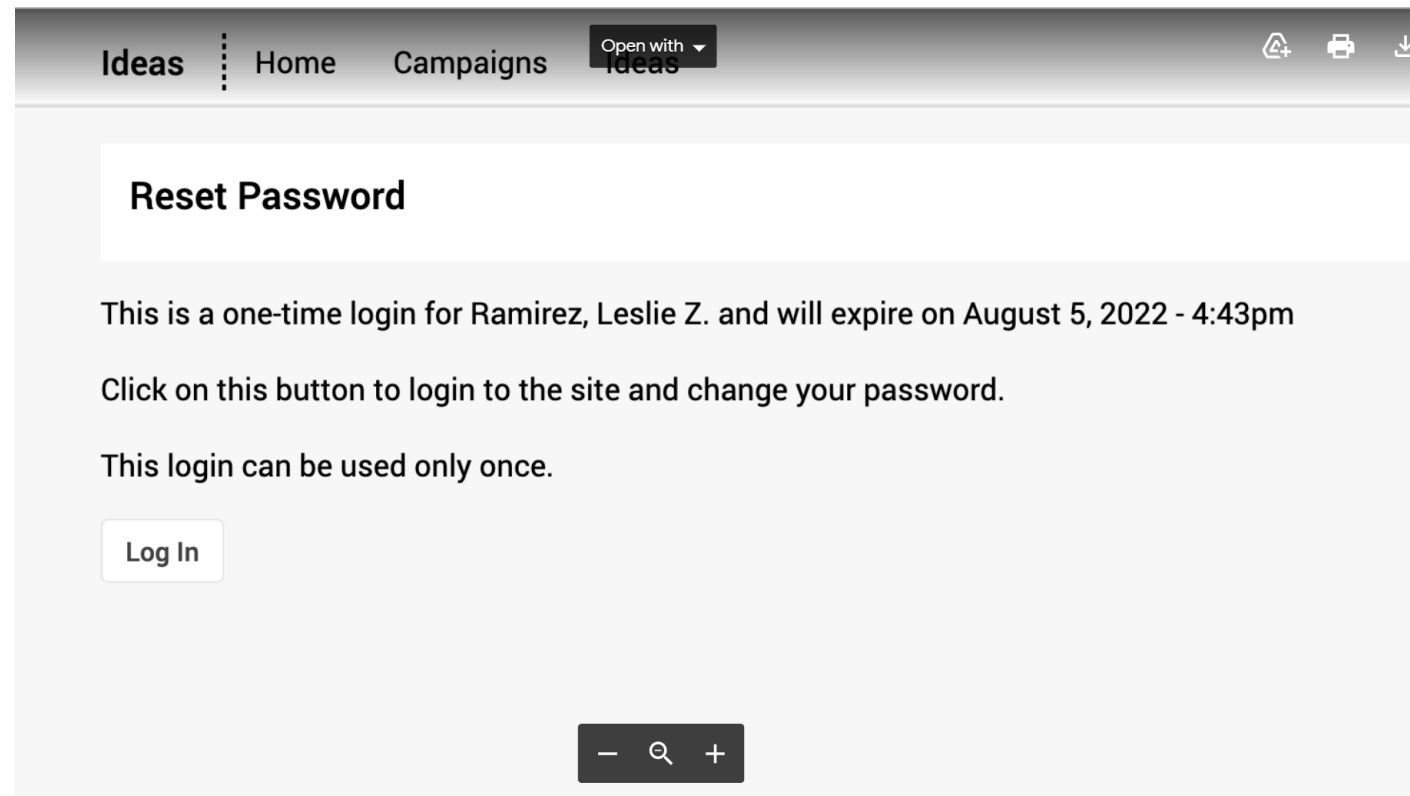
After logging in, you may wish to change your password at <https://ideas.itsmarta.com/user/5905/edit?qmzn=DLwfUR>

– its Marta Ideas team

PLEASE DO NOT REPLY TO THIS EMAIL. If you have any inquiries, please submit your questions through our [Contact Us](#) form or email [lharris3@itsmarta.com](mailto:lharris3@itsmarta.com).

# Create Your Qmarkets Account – Step #4

*If you're directed here, click "Log In" to reset your password...*



# Create Your Qmarkets Account – Step #5

*Login using your email & new password to open RAC landing page*



The image is a composite. On the left, a top-down view shows a collaborative workspace with several people sitting around a white table. They are using laptops, tablets, and notebooks. The table is cluttered with various items like water bottles, sticky notes, and a green plant. On the right, a screenshot of a web form titled "Reset Password" is overlaid. The form includes the following text and elements:

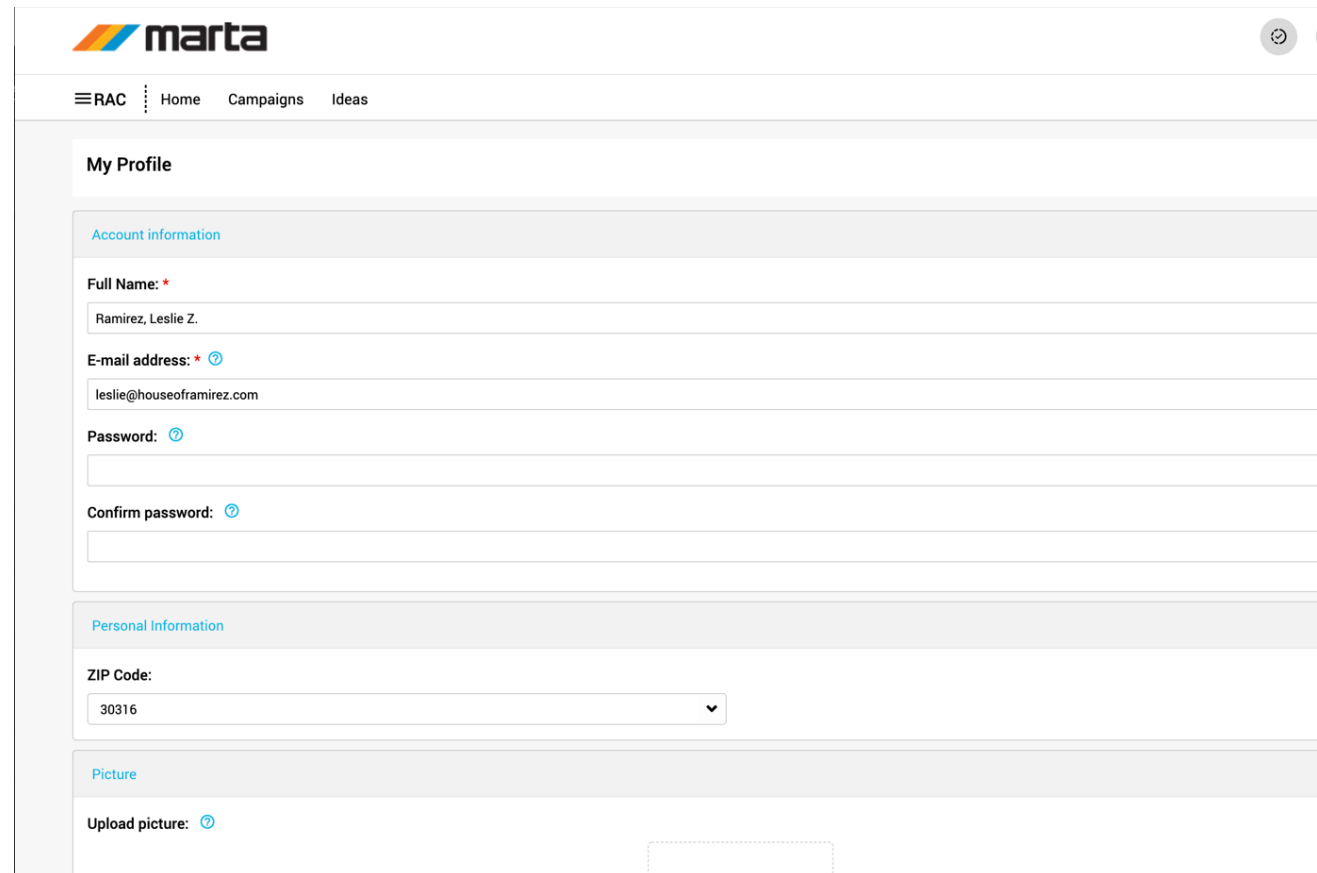
- Reset Password**
- Let's find your account
- Username or e-mail address: \*
- 
- 
- [Back To Log In](#)

At the bottom of the slide, there is a footer area containing:

- W3C WAI-A WCAG 2.0
- marta logo with "Powered by qmarkets" text below it.
- A meeting control bar with icons for Mute, Stop Video, Participants (2), Chat, New Share, Pause Share, Annotate, and Remote Control.

# Create Your Qmarkets Account – Step #6

*Complete the “My Profile” section then click “Submit” ...*



The screenshot shows the 'My Profile' section of the Marta website. The form is divided into three main sections: Account information, Personal Information, and Picture. The 'Account information' section includes fields for Full Name (Ramirez, Leslie Z.), E-mail address (leslie@houseoframirez.com), Password, and Confirm password. The 'Personal Information' section includes a ZIP Code dropdown menu (30316). The 'Picture' section includes an 'Upload picture' field with a help icon.

**marta**

Home Campaigns Ideas

### My Profile

[Account information](#)

Full Name: \*  
Ramirez, Leslie Z.

E-mail address: \* ⓘ  
leslie@houseoframirez.com

Password: ⓘ

Confirm password: ⓘ

[Personal Information](#)

ZIP Code:  
30316

[Picture](#)

Upload picture: ⓘ

# Create Your Qmarkets Account – Step #7

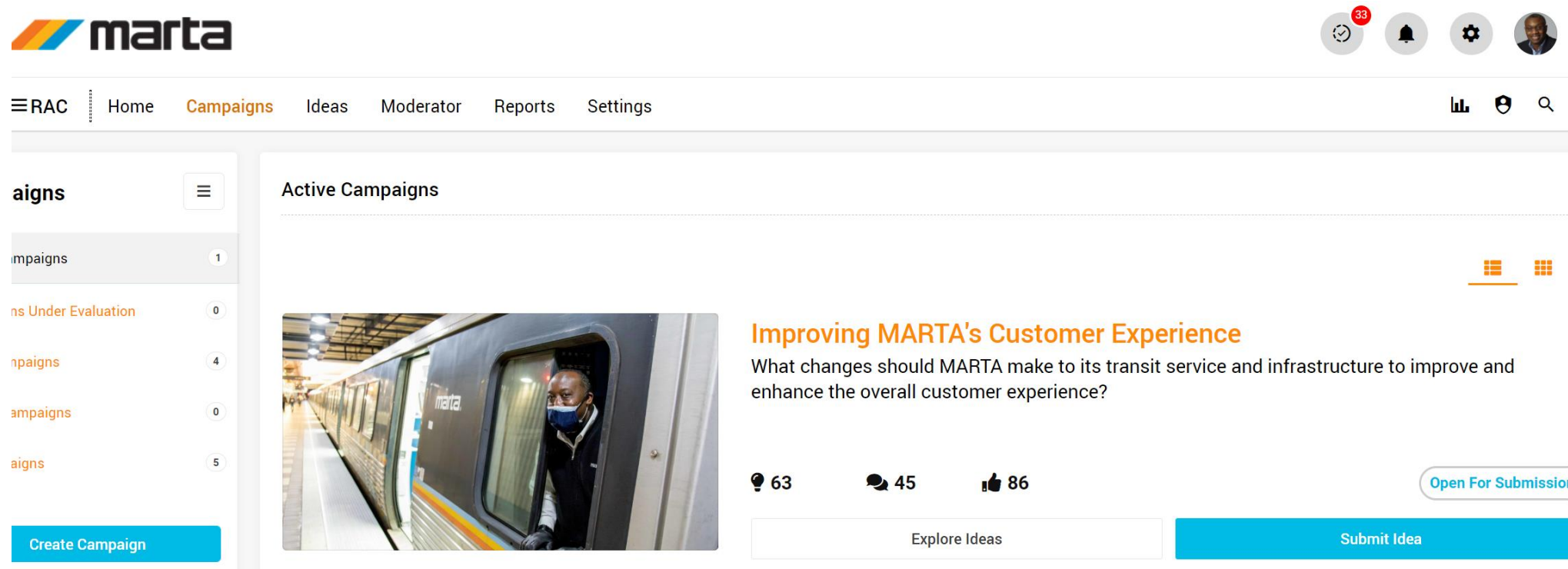
*Review your “My Profile” page and your done!*

The screenshot shows the user profile page for Ramirez, Leslie Z. The profile includes a purple circular avatar with the initials 'RL'. Below the name, there are statistics for Submissions (0), Comments (0), Votes (22), and Follows (0). The page is divided into two main sections: 'User Details' and 'User Points'.

Category	Value
Submissions	0
Comments	0
Votes	22
Follows	0
Full Name	Ramirez, Leslie Z.
User email	leslie@houseoframirez.com
ZIP Code	30316
Member for	1 year 2 months
Current Points	0 (100 to next badge)
Next Badge	Newbie (100 points)
Progression Milestones	Start (0) → User (101) → Innovator (301) → Master (501)

# After logging into Qmarkets

*Get inspired by previously posted ideas on the main campaign page*



The screenshot shows the MARTA Qmarkets dashboard. At the top left is the MARTA logo. On the right, there are icons for a refresh button with a '33' notification badge, a bell, a settings gear, and a user profile picture. Below this is a navigation bar with 'RAC' (expanded), 'Home', 'Campaigns' (highlighted), 'Ideas', 'Moderator', 'Reports', and 'Settings'. On the far right of the navigation bar are icons for a bar chart, a shield, and a search icon.

On the left side, there is a sidebar menu with the following items: 'Campaigns' (1), 'Campaigns Under Evaluation' (0), 'Campaigns' (4), 'Campaigns' (0), and 'Campaigns' (5). At the bottom of the sidebar is a blue 'Create Campaign' button.

The main content area is titled 'Active Campaigns'. It features a campaign card for 'Improving MARTA's Customer Experience'. The card includes a photo of a person on a train, the title 'Improving MARTA's Customer Experience', and the question: 'What changes should MARTA make to its transit service and infrastructure to improve and enhance the overall customer experience?'. Below the question are icons for 63 ideas, 45 comments, and 86 likes. At the bottom right of the card is a button labeled 'Open For Submission'. At the bottom of the main content area are two buttons: 'Explore Ideas' and 'Submit Idea'.

# Ready to submit your own ideas?

*Now it's your turn. Click the blue "Submit Idea" button...*



## Improving MARTA's Customer Experience

What changes should MARTA make to its transit service and infrastructure to improve and enhance the overall customer experience?

 63

 45


 86

Open For Submission

Explore Ideas

Submit Idea

# Complete the following fields...

- *Title*
- *Description*
- *Idea type*
- *Idea image (opt.)*
- *Add attachments (opt.)*
- **Click:** 

As an idea author, you'll receive a confirmation email and CX will be notified that your idea has been posted.

Create a new idea

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**Title: \***

**Description: \*** ⓘ

**B I** [List] [List] [Link] [Link] [Image] [Image]


5000 chars left


**Co-Author:** ⓘ

0 Selected Advanced

**Authored by:** ⓘ

1 Selected Clear Advanced

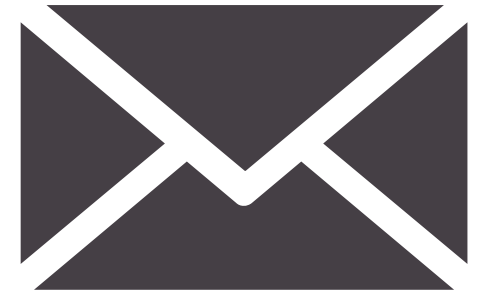
 **Harris, Lyle**



**Check for Similar Ideas**

We are ready for you to begin adding a new idea. As you type, we will compare your idea to others in the system. Let's get started!



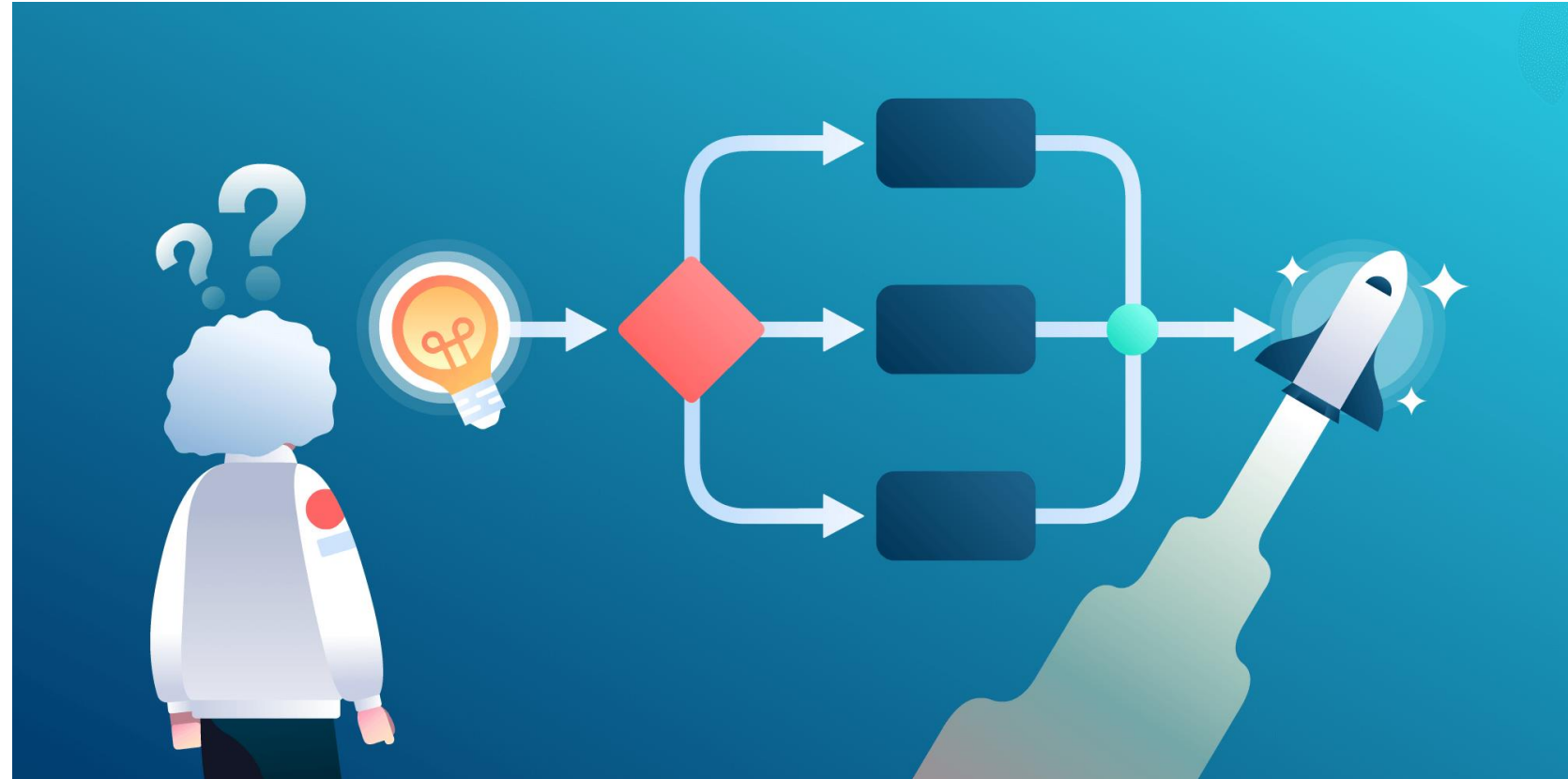


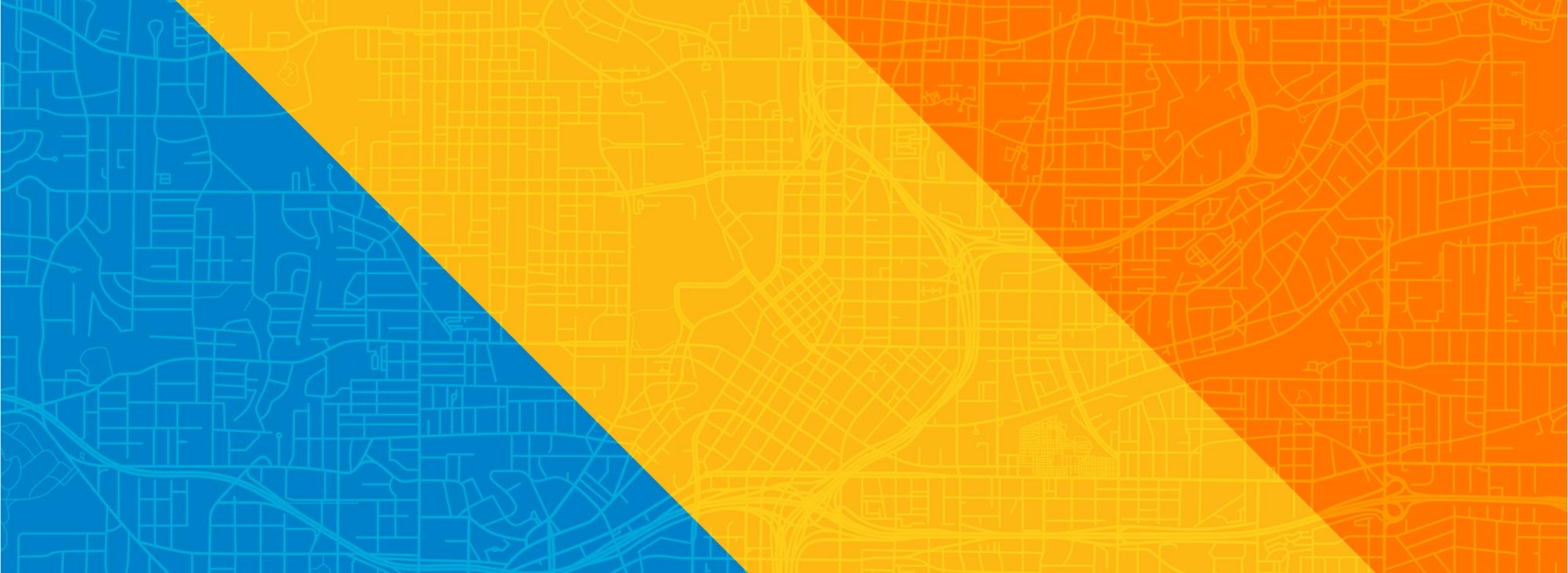
## **Review, Remark, Rate Ideas**

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# What Happens Next?

- *CX Staff reviews all RAC ideas*
- *Ideas are also shared with MARTA subject matter experts (SMEs)*
- *Idea discussions at future RAC meetings*
- *Leadership/SMEs vet ideas*
- *Decisions based on idea's cost, viability, human resources, and other factors*
- *Rinse & repeat*





Thank You

