

spare
connect LIVE

Turn It On:

Rider App features every agency should be using



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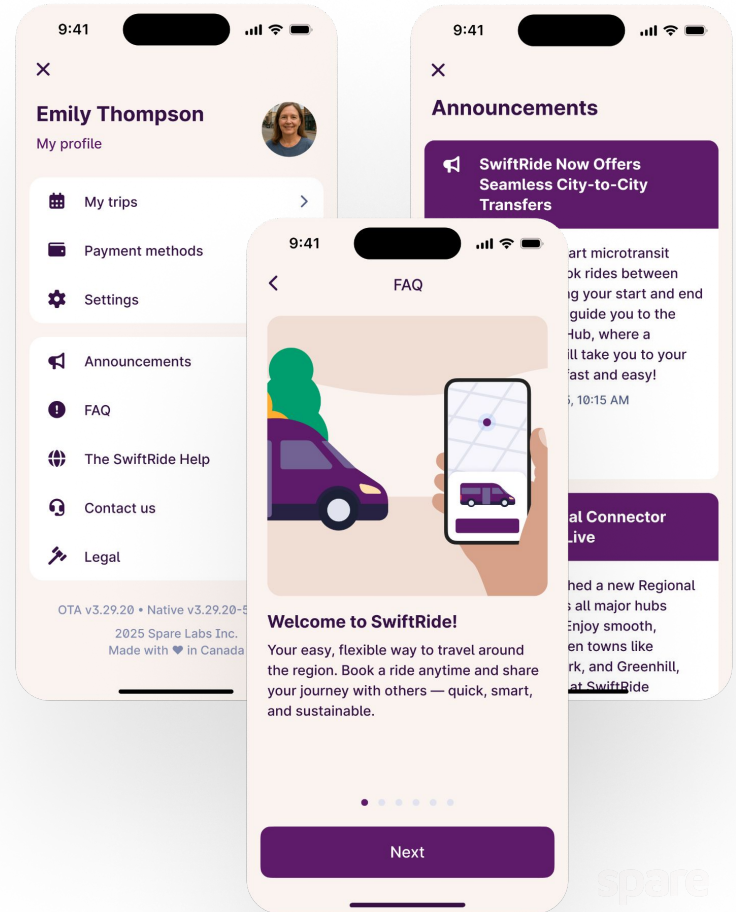
Intermediate Product Manager, Spare

45%

of **all** trips on Spare are
booked via the Rider app

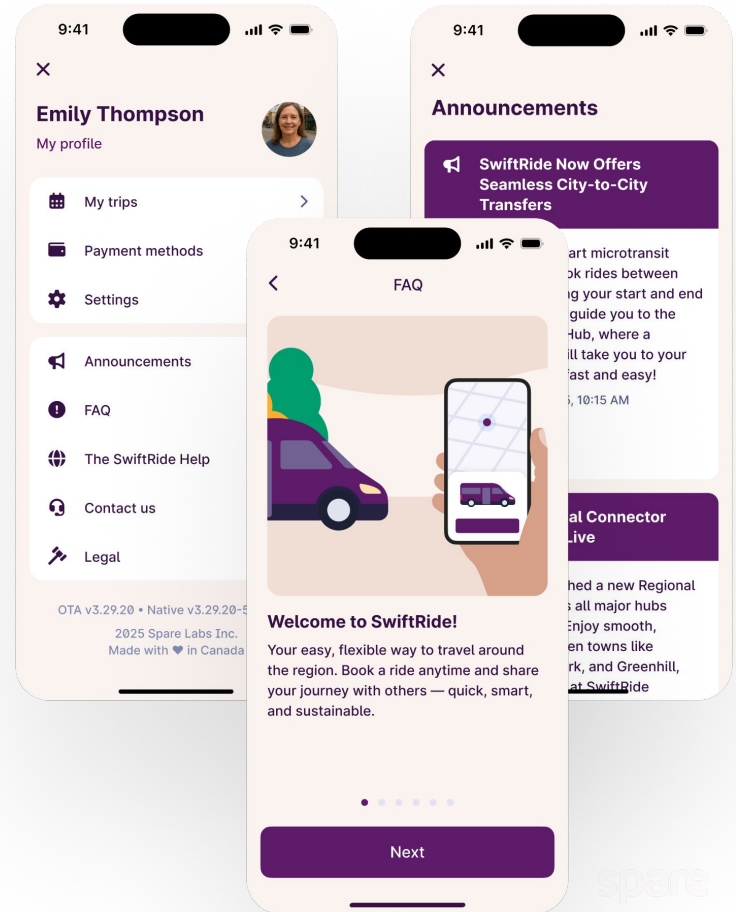
In this session

- Review Branding & App Store listing
- Onboarding flows
- Custom links & account settings
- In-app announcements
- Notifications & alerts
- Booking flow settings
- Guest mode



What You'll Walk Away With Today

- ✓ A review of your rider experience
- ✓ Proactive notifications configured
- ✓ The right features turned on
- ✓ A checklist of everything else to finish back at the office



Get started

Log into your demo account

Wifi: TW Group Password: Event5500!

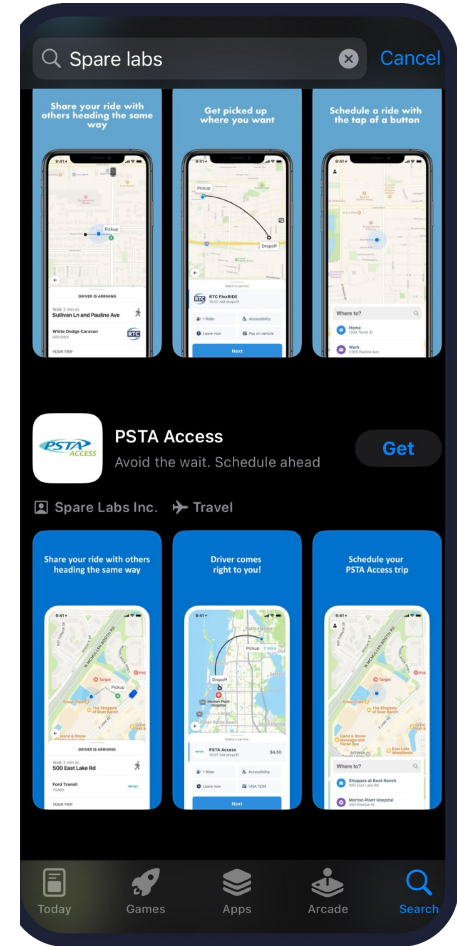
Make the Rider App feel like yours

Higher app store visibility

The right title, keywords, and description mean riders actually find you when they search.

Rider confidence when booking

When the app looks like your agency, riders trust it before they've done anything.



**Pull out your phone and search
for your agency's app**

BRANDING

Lets review your app

Your Brand

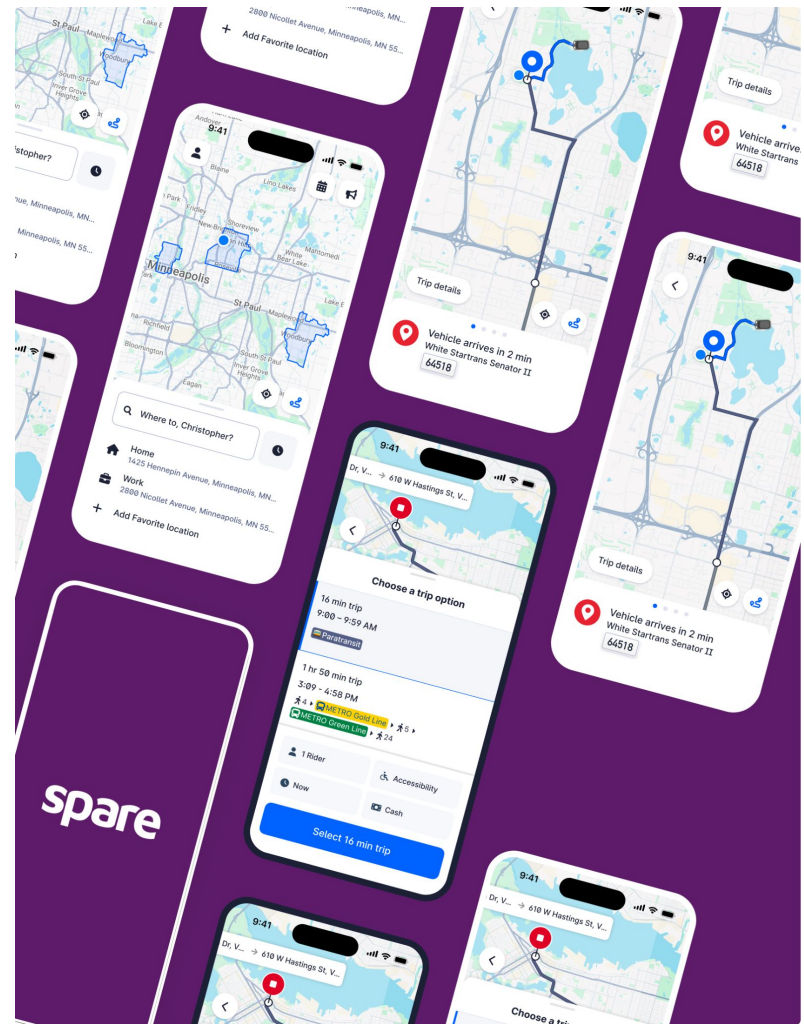
Is your logo still correct?

Your App Store Listing

Check your name and description

App Store SEO

Optimise your description so riders can find your service.



App Name / Title	Subtitle	Long description
30 characters max	30–80 characters	400–800
Lead with your service name + a keyword riders actually search. Don't just use your agency acronym.	Your next best keyword real estate.	<ul style="list-style-type: none"> • Your agency name (spelled out in full, not just acronym) • Your city, county, or region — written how riders would search it (e.g. "East Austin," "South Miami-Dade") • Service type: microtransit, paratransit, on-demand shuttle, door-to-door, fixed-route, etc. • Who it serves: seniors, riders with disabilities, commuters, general public • Key actions: "Book a ride," "Schedule a trip," "Track your driver"
<p>✗ RideACME</p> <p>✓ ACME Transit – [City] Bus & Ride</p>	Book on-demand rides in [City/Region] [Agency name] microtransit for [City] residents	[Agency name] is [City] 's on-demand transit service, connecting riders across [Region] with door-to-door trips. Book, track, and manage your rides with the [Agency name] app — available to all residents of [City/County] .

Set your riders up for success

A strong onboarding flow answers the questions riders would otherwise call about — permanently.

Fewer inbound calls from new riders

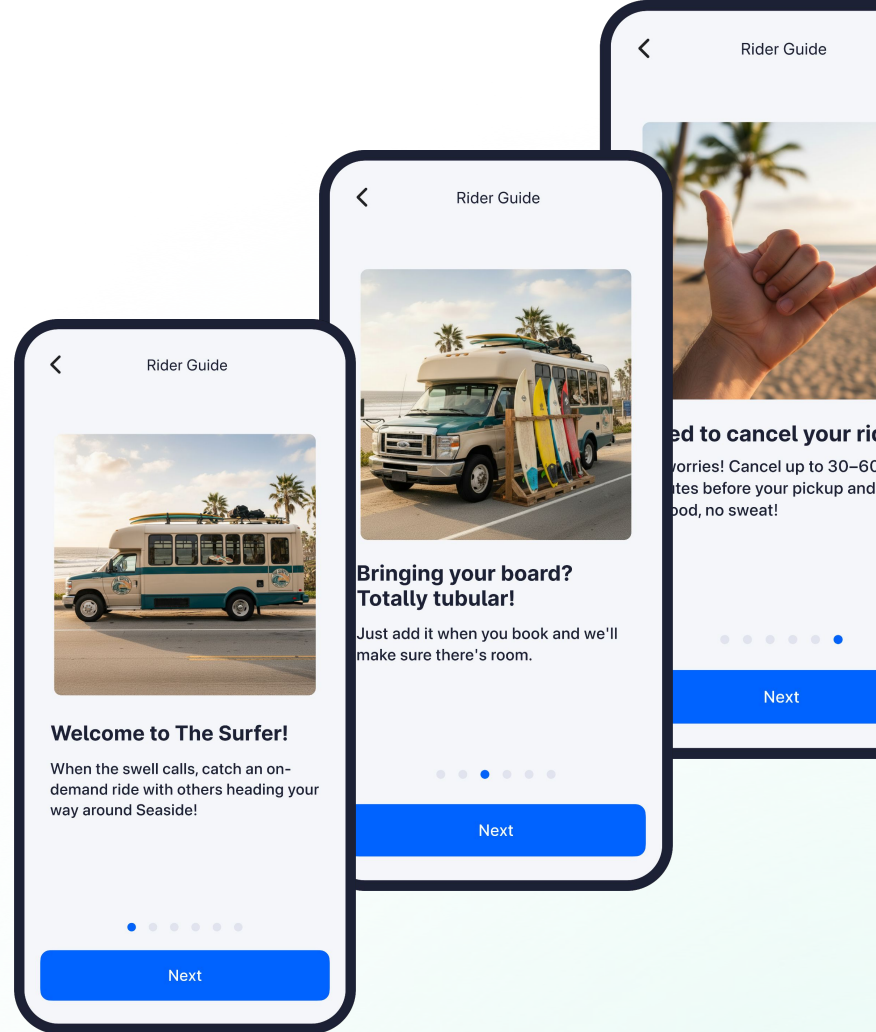
Onboarding screens explain how to book, what a pickup window means, and what to expect before the first trip.

Fewer 'I didn't know' no-shows

Your cancellation policy, shown upfront, cuts the no-shows that were always avoidable.

Accessibility questions answered at scale

Riders who need accommodations stop calling to ask if they're available.



Onboarding exercise

Settings > General > Rider Interfaces > Rider Guide

Rider Guide




Welcome to The Surfer!

When the swell calls, catch an on-demand ride with others heading your way around Seaside!

Next

Rider Guide




Head to your pick-up spot

Once your ride is locked in, we'll show you exactly where to meet your driver. Just a short stroll and you're good to go!

Next

Rider Guide




Bringing your board? Totally tubular!

Just add it when you book and we'll make sure there's room.

Next

Rider Guide




Ride the same wave

You might share the van with a few other folks headed the same way, with a couple of stops along the ride.

Next

Rider Guide




Walk to your destination

We'll drop you off nice and close, then it's just a short walk to where you're headed.

Next

Rider Guide



Need to cancel your ride?

No worries! Cancel up to 30-60 minutes before your pickup and you're all good, no sweat!

Next

List the top three reasons riders call your agency

Is there a URL that answers each one?

Stop answering the same questions twice.

Settings > General > Rider Interfaces > Custom Links

Custom links

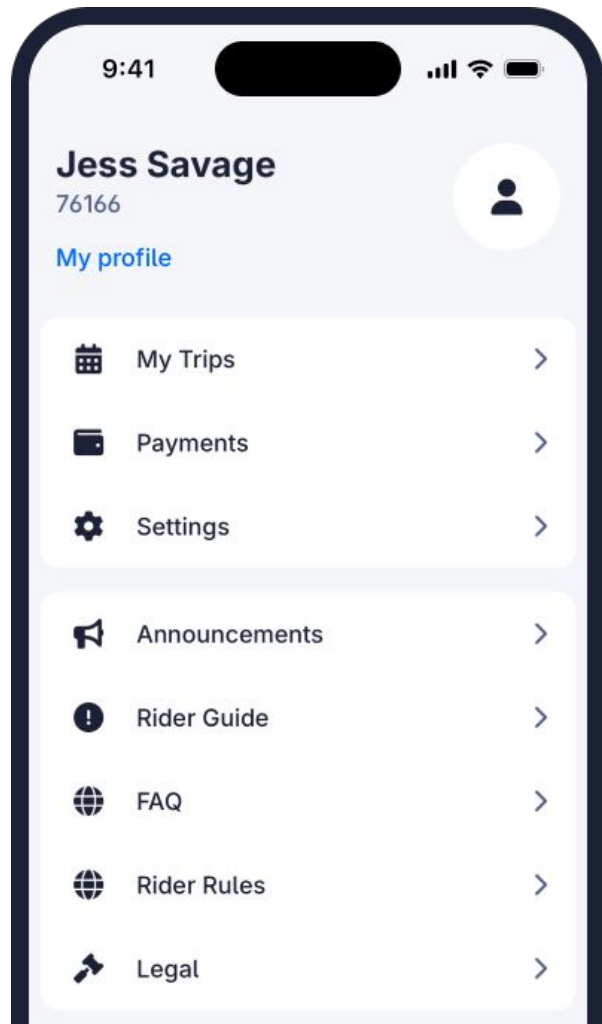
Point riders to answers before they pick up the phone.

What you can link to

Eligibility applications, FAQ pages, service policies, survey forms, your agency website.

The rule of thumb

Think about your top 5 inbound call reasons. If any of them have a webpage that answers it — that's your first custom link.



Show what's useful. Hide what's not.

Promos	Add and manage promo codes
Payments	Manage payment methods
Favourite Locations	Save frequent addresses
Group Memberships	Join and view which groups you're a part of. Often used for eligibility-based services
Fleet Agreements	View and manage fleet agreements, which enable riders to get matched to various fleets the agency provides.

SERVICE DISRUPTIONS

Write down two things: what the change was, and how riders found out about it.

IN-APP ANNOUNCEMENTS

Talk to riders before they call you.



Service changes



Holiday schedules



New routes



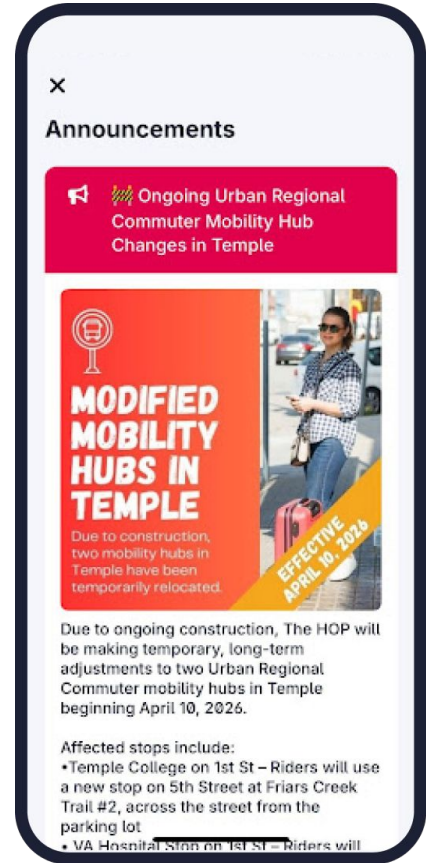
Weather disruptions



Emergency



Special Events



Create an announcement

Rider Communications > Announcements

1. **Select Add Announcement**
2. **Fill out the following information about your announcement:**
 - Title (make your title short and clear)
 - Details (a description of the announcement)
 - Announcement status (you can enable or disable the announcement at any time)
 - Select an announcement color
 - Select an announcement icon
 - Enter any relevant URLs (for example, to a weather report or press release)
 - Priority (higher priority announcements will come before lower priority ones when listed in the app)
3. **Decide if you want it to be geofenced**
4. **Select Save Announcement**



“Where’s my ride?”

Spare can automatically send riders updates at every key moment, so they're informed before they think to call.

Fewer 'where's my ride' calls

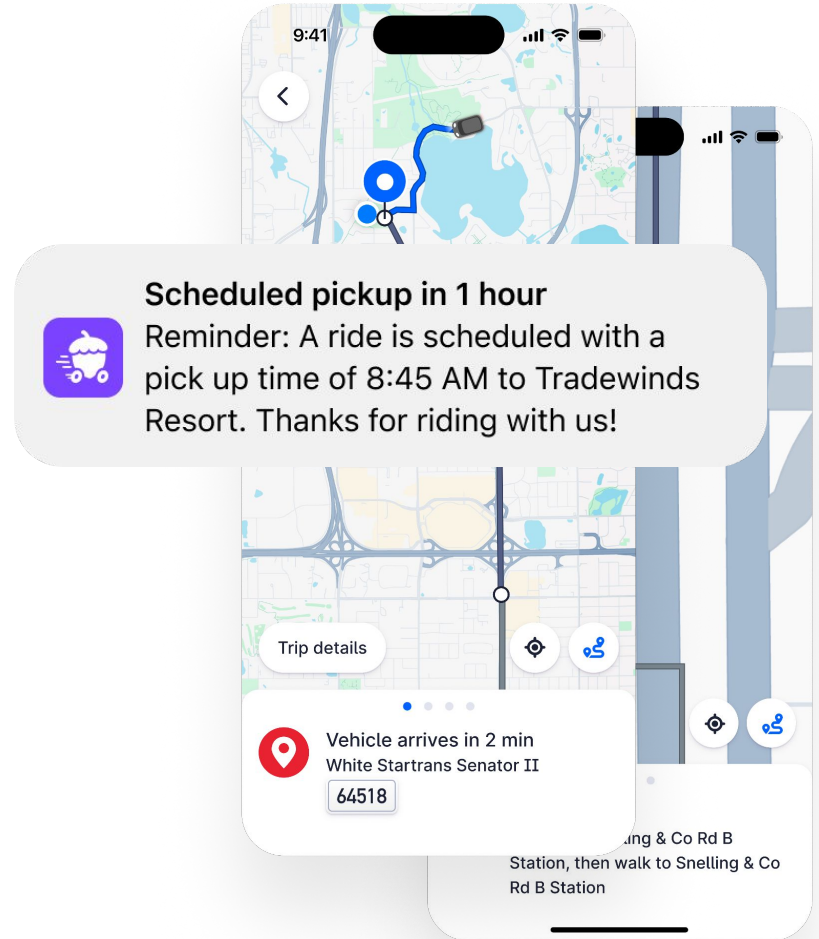
Booking confirmation, ride reminder, vehicle approaching, and trip status changes are all automated.

Riders informed at every key moment

They know what's happening before they have a reason to worry.

Dispatch freed up for issues that actually need a human

Proactive updates handle the routine; your team handles the exceptions.



Configuring rider notifications

Rider Communications > Event Notifications

1. **+ Add Rider Notification**
2. **Select Your Notification Trigger**
3. **Choose Request Creation Channels**
4. **Choose Applicable Services**
5. **Write your notification and add Message Variables**
6. **Check Out Spare's Default Notification Spare Notifications**
7. **Select Notification Delivery Options**
8. **Choose Your Organization's Do-Not-Disturb Window**
9. **Test the notification**



Your ride has been scheduled

Your ride to Tradewinds Resort for 8:45 AM on Monday 1st June. has been booked.



Scheduled pickup in 1 hour

Reminder: A ride is scheduled with a pick up time of 8:45 AM to Tradewinds Resort. Thanks for riding with us!



Vehicle Arriving

now

Your driver Tomas is arriving in a red Toyota with license plate T7436 at Tradewinds Resort.



Vehicle Arriving

Your driver Tomas is arriving in a red Toyota with license plate T7436 at Tradewinds Resort.

Less confusion. A seamless ride.

Services > Booking > Rider Interface Options

Pick up windows

Show riders when to be ready, not just when they requested

Service name

Make sure riders see a name they recognize, not a backend label

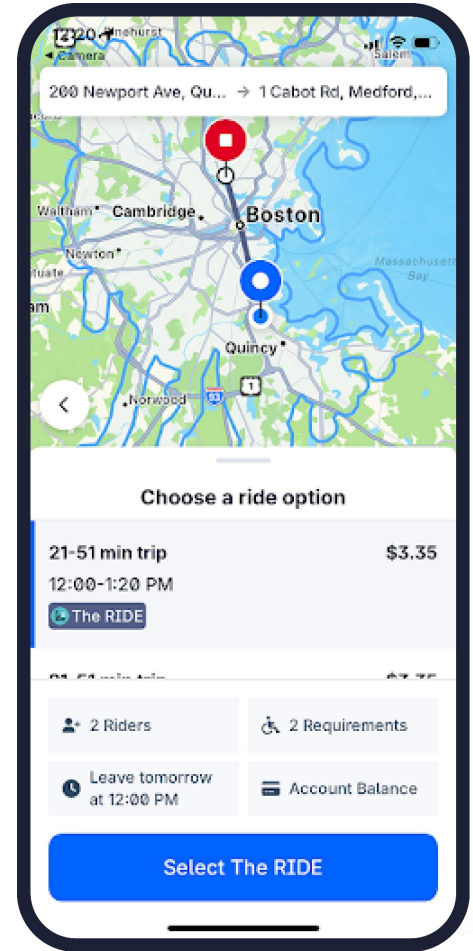
Fare visibility

Show or hide fare info depending on whether your service charges riders

Rider <> driver location sharing

Turn it on

Show riders when to be ready, not just when they requested



RIDER REPRESENTATIVES

**Who has services where
somebody can book on behalf
of another?**

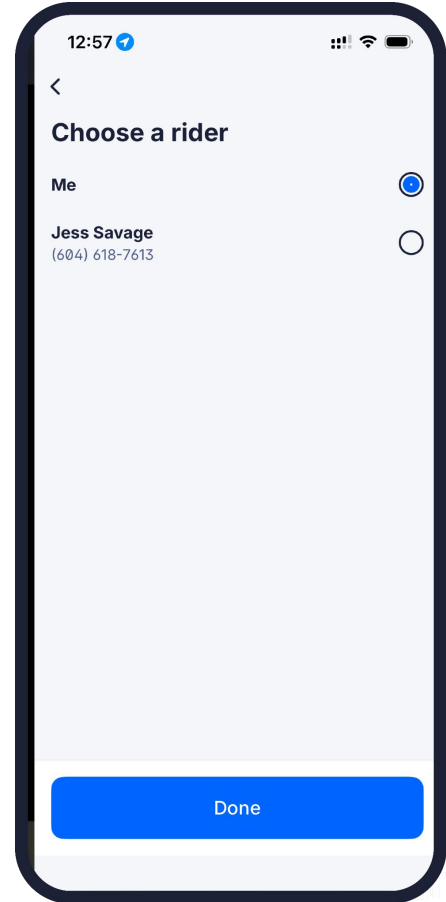
Rider representatives? We've got you!

Search rider > Authorised representative

Rider representatives

Set up a Rider Representative so a caregiver, family member, or support worker can book, manage, and track trips on a rider's behalf — without needing to share login details.

Turn it on



GUEST MODE

**Who runs services open to the
general public?**

GUEST MODE

Browse now. Sign in when it matters.

Let new riders explore your service

New riders can browse coverage, see transit options, and get trip estimates before creating an account.

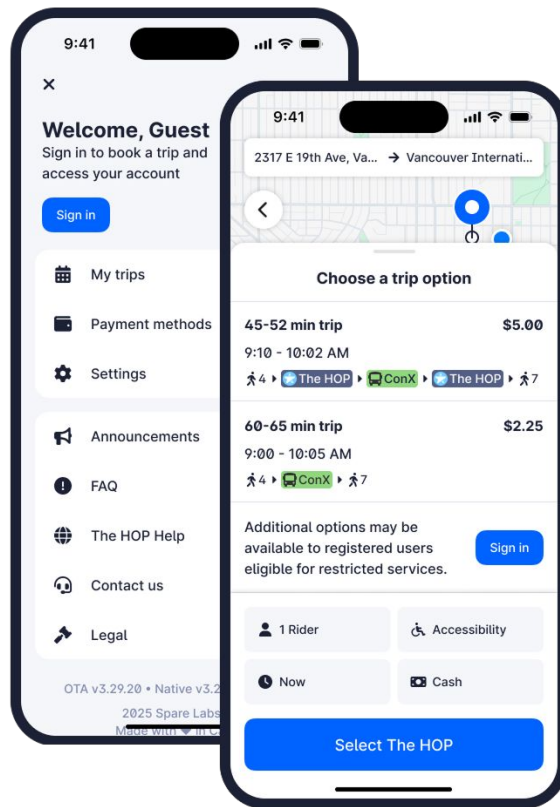
Sign-in at exactly the right moment

Riders hit the account prompt when they're ready to book, not before they know if the service is useful to them.

Eligibility guardrails stay intact

Paratransit and restricted services remain gated. Booking still requires an account. Guest mode opens the door; it doesn't remove the locks.

Turn it on



spare

Q&A

Resources

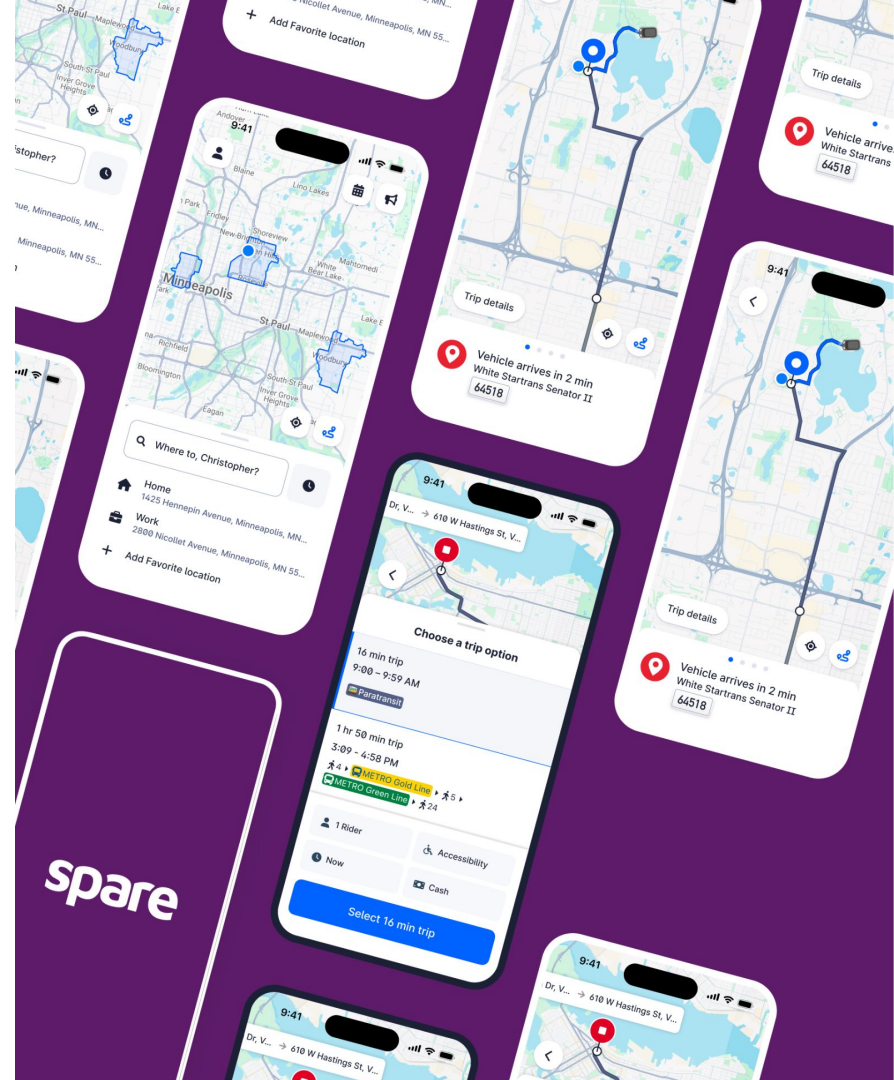
[Custom Onboarding in the rider app](#)

[How to set-up rider notifications](#)

[Create an announcement](#)

[Rider to Driver Location Sharing](#)

[Creating and editing fare passes](#)



Up Next →

03:30-6:00 pm

PSTA Facility tour