

The Goldilocks Approach to Technology

How much is just right?

Bronwyn Mauldin

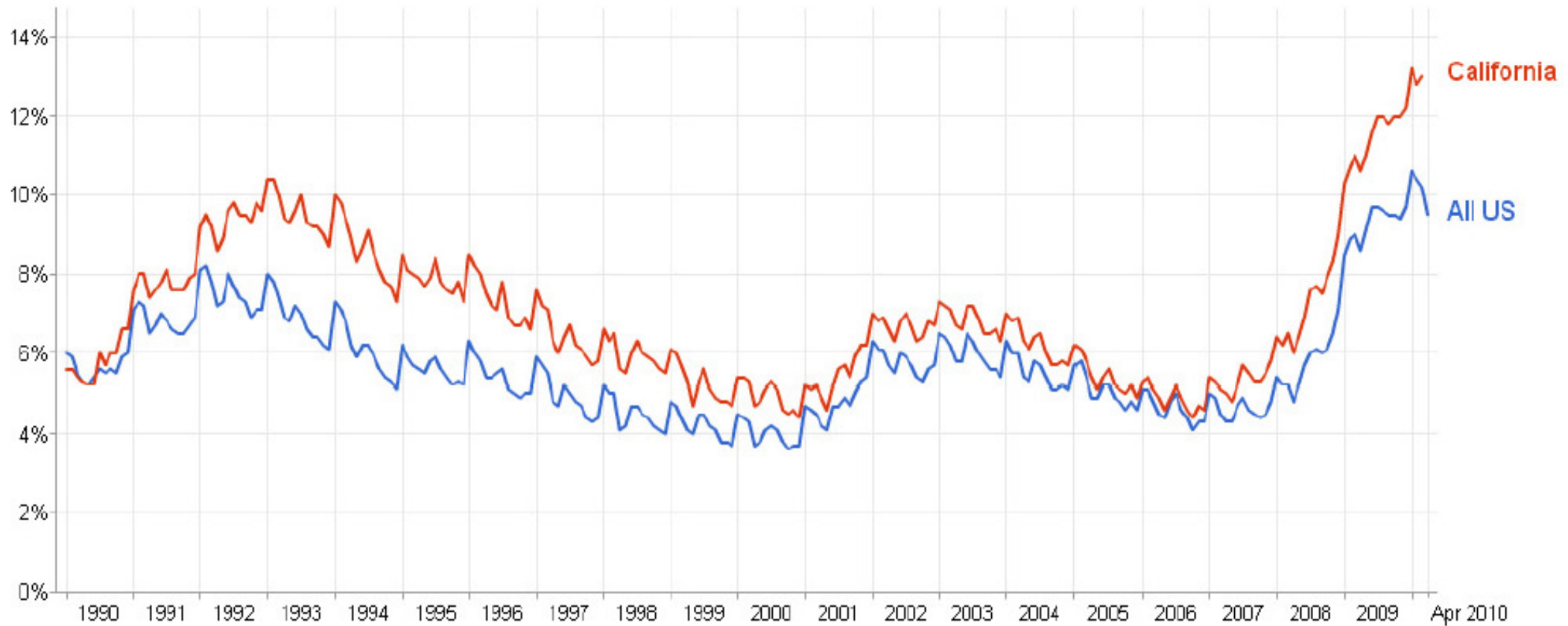


OPERATI
FRAGMENTA



Unemployment rate

The percent of the labor force that is unemployed, not seasonally adjusted. [More info »](#)



Data source: [U.S. Bureau of Labor Statistics](#) - Last updated May 14, 2010

MOBILITY

1. Evergreen content (routes, schedules, contact info)
2. Time-sensitive updates (detours, delays)
3. Passenger feedback
4. Internal staff communication
5. How-tos and guides
6. Archiving and curating web content

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

[Metropolitan Atlanta Rapid Transit Authority](#)

[Rochester Genesee Regional Transportation Authority](#)

[Snohomish County \(WA\) Community Transit](#)



Official

- [New Jersey Transit](#)
- [NYCT Subway Services](#)
- [Johnson County \(KS\) Transit](#)

Unofficial

- [Chicago Transit Authority](#)

Curating

- [Twitter Tuesdays at LA Metro's blog The Source](#)



How to load your bike on the bus

[Professionally produced](#)

[DIY](#)

Social media principles

- Dialogue
- Multimedia content
- Ease of use
- Very low cost
- Interpersonal but public
- Hybrid: library + mall



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