



TransLoc QR Code Guide

Why QR Codes Matter

QR codes store a lot of data and are easy for riders to scan with mobile devices. They let people get information quickly without touching shared surfaces—a big benefit in a contactless world.

When to Use QR Codes

Use QR codes when you need to:

- Share Info Fast
- Send riders to specific landing pages or service details.
- Direct riders to download the TransLoc app for tracking and booking.
- Collect Feedback Easily
- Let riders give comments or ratings quickly.
- Run surveys and analyze results.

Where to Place QR Codes

Add QR codes to:

- Brochures & flyers
- Social media posts
- Emails or messaging apps
- Transit vehicles
- Posters, billboards, landing pages

Getting Started: Step-by-Step

Step 1: Create Your QR Code. Use tools like:

- Onelink – Simple QR code generator
- QR Code Monkey – Customize colors, add your logo, track scans
- Canva

Step 2: Add a Clear Call-to-Action:

- Example:
- “Scan this code for real-time bus updates”
- Tell users what they will get when they scan.

Step 3: Place It Where Riders See It

- Avoid hard-to-reach spots like the top of a bus.
- Choose areas that are easy to notice and scan, like doorways or eye-level posters.

Step 4: Match Your Brand

- Align colors with your agency’s branding for familiarity and trust.

Step 5: Track Performance

- Use analytics to see how many people scan your code.
- Use the data to adjust communication or locations.

Best Practices Checklist

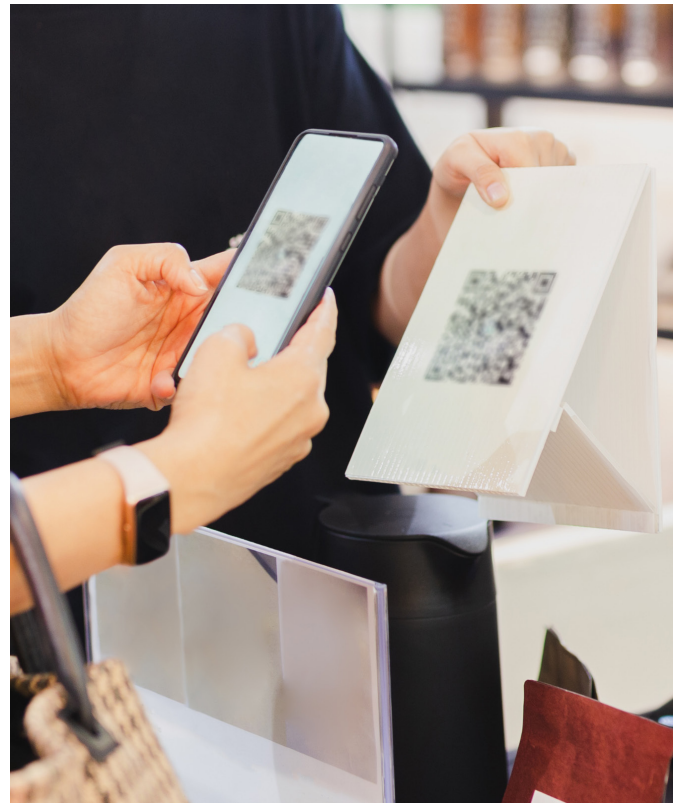
- Use strong, short calls-to-action.
- Explain the value (what riders get from scanning).
- Make the code easy to find and scan.
- Track results.

Resources

- Onelink – Generate codes quickly.
- QR Code Monkey – Customize and track codes.
- Canva

Why This Works

- Riders get info instantly.
- Fewer calls to dispatch for common questions



Impact Summary

- Riders access service updates and resources instantly.
- Reduces calls and questions to dispatch, freeing staff time.
- Improves rider experience with easy self-service options.
- Enables fast feedback collection for service improvements.
- Provides data for agencies to optimize communication strategies.

Questions or Support?

We're here to help. Email marketing@transloc.com to connect with our team.

