Customer Service and Operational Performance Panel

Transport for London — Every Journey Matters

Date: **2 March 2017**

Item: **Customer Information Strategy and Programme**

This paper will be considered in public

1   Summary

1.1   This paper, the accompanying slide presentation, and the summary of products for customers with accessibility requirements provides the Panel with an overview of our Customer Information Strategy and programme. This paper does not specifically consider stations signage and wayfinding, which will be the subject of a future paper.

2   Recommendation

2.1   **The Panel is asked to note the strategy and programme and discuss priorities for action.**

3   Background

3.1   As London's integrated transport authority, our purpose is to deliver the Mayor's priorities to keep London moving, working and growing, and to make life in our city better. High quality information provision is a core element in delivering that, and forms one of the 10 promises we make to our customers (defined here as users of public transport, roads, and those who walk and cycle) as part of our Customer Strategy. Information is an asset in its own right and is at the centre of enabling growing cities to function efficiently and inclusively. Good information helps customers make informed choices and encourages use of public transport, walking and cycling.

3.2   London's current population of 8.6 million will become 10 million by 2030, when there will be 2.1 million extra public transport trips every day on top of the 30 million undertaken now. Technology is continuing to change how, when, and in what format customers use information to help plan and manage their journeys.

3.3   To deliver, we approach customer information in an integrated way, enabling more flexible journey choices and supporting customers when their journeys are disrupted.

4   How Customers Consume Information

4.1   Customers use a mix of static, print, and real-time information sources, with real-time 'in the moment' information dominating their needs. Digital solutions increasingly address what our customers want, but do not replace the central

reassurance role that our staff on the ground play, or printed sources of information.

4.2 Customers are accessing information in increasingly varied ways, with 82 per cent of Londoners using our website and 42 per cent using apps powered by our data. We provide around 11,000 developers with access to over 50 real-time data feeds through our unified Application Programming Interface (API), covering multi-modal transport data (Tube, Bus, DLR, TfL Rail, Overground, Coach, Rivers and others) and crowding information to help customers avoid the busiest times and places where they have the flexibility to do so. While our own website remains the most popular source of information, our data powers over 600 third-party apps and partnerships with the core app providers, including data exchange, growing in importance.

4.3 Some information sources used by customers are 'owned' by us (e.g. TfL website) while others are not (e.g. third-party apps; media travel news bulletins etc). We do not think this matters, provided the source data is reliable and accurate. The important thing is that information is made ubiquitous in as many formats and channels as possible to enable customers to access it when and how they choose.

5 Customers' Needs

5.1 Customers' information needs are affected by a range of factors:

(a) mind set – when things are going well, customers are using a relatively low-conscious mind set to navigate the system, focused on their own personal journey and destination. Needs change when the state of the network changes. In times of disruption, customers are operating in a more deliberative mind set, actively seeking reassurance. This is where having staff on the ground is at its most important.

(b) demographics – people's needs are influenced by who they are, where they live and why they travel. According to the 2016 Travel in London Report, in most parts of outer London people tend to use their cars (32 per cent of total journeys), to go in and out of the centre people are most likely to use public transport (44 per cent of total journeys), and within central London people tend to walk (21 per cent of total journeys). Information must therefore be provided according to the customer's view of their journey rather than how transport operations are organised.

(c) journeys – journeys are fluid and not in distinct stages. There is less formal journey planning taking place than might be expected and while we need to continue improving information provision at the 'journey planning' stage, we must provide more and better information for the entire journey.

6 Customer Information Strategy

6.1 Our strategy provides overall direction through which we implement improvements:

(a) it sets out the principles behind what customers tell us they want and a framework based on hierarchies for developing and delivering customer information; and

(b) a continuing programme to implement the strategy, including projects based on the issues our customers find frustrating ('gain point' initiatives), and the funding required to address them.

6.2 Action is taken based on research, customer satisfaction scores, complaints and staff surveys, as well as our customer gain point analysis, which is used to identify sources of day-to-day frustrations and thus priority areas for action.

6.3 Six principles are applied:

(a) **One voice** – We aim to communicate as a joined up organisation with consistent information across all channels.

(b) **Human** – Retain the human touch. Customers want to travel with ease and independence. This is delivered through a combination of physical and digital communication channels and staff presence on the ground.

(c) **Helpful** – Provide accessible and personally relevant information to inform journey decisions.

(d) **Predictive** – Know enough about customers and our network to help predict and deliver what they need, dynamically changing the information when the state of the network changes.

(e) **Always on** – Remain relevant and accessible to customers in a dynamic 24-hour city, catering for an increasing night-time economy.

(f) **For all customers** – Ensure we deliver a range of information channels which are inclusive of all customers.

6.4 While many of these needs are being met, especially when the network is working well, customers feel that we can be inconsistent when things go wrong. There is a particular need to strengthen information for customer with accessibility requirements and to build more products to enable increased walking and cycling.

6.5 It is of course also vital that we make sure that our staff are well-informed and have the same level of information we provide to customers, so that they can be helpful and provide reassurance.

7 Our customer information programme

7.1 Our current actions to improve include:

(a) staff training (e.g. Fit for the Future on London Underground; Hello London on London Buses) – our staff are a key source of information. These training programmes include communicating well, including PA announcements and using digital journey planning tools;

(b)   improvements to static and printed information – quicker response times for updating information, especially during disruptions, research on digitising static products (e.g. Legible London plinths and station whiteboards), updates to cycle hire docking station maps to include cycle superhighways and quietways, and better wayfinding on digital media;

(c)   TfL website – delivering a single 'sign on', creating a unified view of our services and storing preferences across devices via user accounts; improved cycling webpages;

(d)   Journey Planner – clearer disruption information, enhanced search functionality for cyclists, including being able to prioritise routes which offer segregated facilities, avoid high levels of traffic or travel only on the quietway network;

(e)   digital solutions – re-design station Electronic Status Update Boards for more 'local' information, new customer information screens across 22 Elizabeth line stations will give integrated, multi-modal information that is localised and responsive, a new unified technology platform to centralise emails and contact centre operations making our customer communications more consistent;

(f)   open data – collating a new Cycle Infrastructure Database, which will capture the presence of all cycling infrastructure (lanes, signs, cycle parking etc.) across all of London's roads and paths. This will be open source and made available to developers. The database will be used to create a new online cycle map which will allow customers to identify the cycling environment around their area and print out bespoke maps;

(g)   social media – partnership with Twitter providing a travel alerts service, automated push notifications via direct messaging and quick replies. This is being expanded to include #nextbus information; and

(h)   a new customer-facing technology strategy – strategic view of how we should deliver better information through digital and customer-facing technology channels at lower costs.

8   Accessibility

8.1   Appendix 2 provides a list of products available to meet the needs of customers and accessibility requirements. There is much more to be done here and our future work programme contains a specific strand of work to make further progress.

8.2   Journey Planner provides accessible journey planning with real-time information for step-free access at stations, lifts and escalators. Our Journey Planner tool remains the trusted source of information for accessible journey planning with seven million total visits every month from three million unique users.

8.3   Our approach explicitly acknowledges that we must cater for all Londoners. We try to deliver information and guidance in an accessible way, in a range of formats to remove barriers to travel for those who experience mobility or sensory impairments, learning difficulties or other conditions.

8.4   We have a range of specific projects to ensure our accessibility information is improved:

(a)   training and better equipment, such as iPads, for frontline staff;

(b)   updating static and printed material twice a year, in eight different types and formats – including large print and audio, step-free, avoiding stairs, black and white maps, toilet map, induction loop notices and improving our signage in response to the London TravelWatch report into the impact of London Underground ticket office closures;

(c)   all of our online content and services must meet AA level of the Web Content Accessibility Guidelines 2.0, as well as the requirements of the Equality Act 2010;

(d)   an extensive programme to collaborate with partner organisations, such as the Royal London Society for Blind People and digital product studio 'ustwo' on Wayfinder;

(e)   ensuring that the voices of all our customers are heard by meeting regularly with a large variety of organisations including AgeUK, Thomas Pocklington Trust, National Autistic Society and Camden Carers. Through these grassroot community sessions, we have spoken with around 1,000 people across 26 London boroughs;

(f)   continuing to look at how best to make our guides and advice more widely available in local community centres, libraries and GP surgeries;

(g)   improving accessibility information with new data and changes to Journey Planner; and

(h)   we will increase engagement with app developers to promote accessible travel as a growing market and stimulate innovation in accessibility information and highlight the best apps for accessible travel to our customers.

9   Travel Demand Management

9.1   We know that customers are willing to change their travel behaviour when they have the right information: 51 per cent of LU customers would change their journey to avoid crowds and 65 per cent of visitors would consider changing their journey if they knew it would be crowded.

9.2   Our Travel Demand Management (TDM) programme helps customers by giving information on crowding, so they can replan their journeys, if they have the flexibility to do so. This includes providing crowding information for 94 busy LU stations (soon to be made available in open data form via our application programme interface (API)), as well as at some of our most critical and congested locations on the road network to encourage customers to travel outside the busiest times and consider alternative options. To build on campaigns about disruption caused by specific schemes, interactive mapping modules for planned works and a pan-London monthly view will be available on our website, indicating impact areas resulting from major planned works. Itineraries are available on our

website to help visitors discover London whilst avoiding some of the busiest areas at peak times.

9.3 During the recent A406 Neasden Road improvement works, where we were able to influence 14 per cent of frequent drivers to travel outside the busiest times, leading to a three per cent reduction in total traffic flows and saving over 50,000 hours of road users' time over 100 days.

9.4 A quarter of Londoners are aware of our walking Tube map and over one-third say the map has encouraged them to walk instead of taking the Underground. A new version, including Zone 3 and National Rail, is to be released in March 2017.

9.5 Through providing new and useful information we spread travel demand and encourage more active travel. Recent research has assessed the impact that TDM is having on attitudes and travel behaviour. Crowding is a central concern of those using the network, affecting customer perceptions of network reliability and safety; 23 per cent of customers have seen the campaign encouraging travel outside of peak times where possible and 69 per cent have made a change to their journey as a result, re-timing being the biggest change.

10   Outcome and Measurement

10.1 There is a strong recognition that high quality customer information drives higher customer satisfaction and we use a range of customer satisfaction, mystery shopper and reputation measures to monitor progress.

11   Financial Implications

11.1 The customer information budget in 2017/18 is £3.52m.

List of appendices to this report:
Appendix 1 – Customer Information Strategy and Programme slide presentation
Appendix 2 – Products to assist customers with accessibility requirements

List of Background Papers:
None

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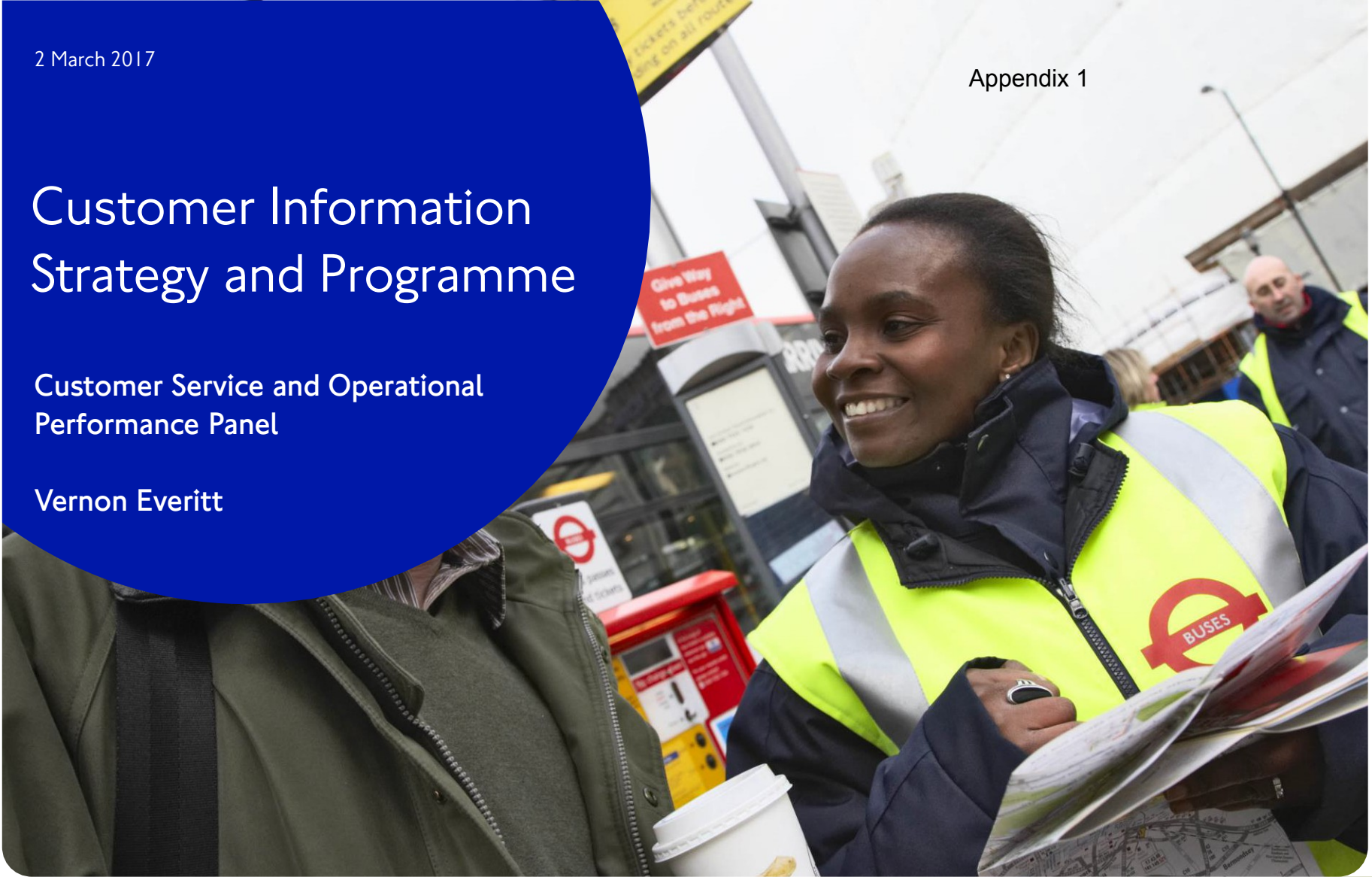Email: juliedixon@tfl.gov.uk

2 March 2017

Appendix 1

Customer Information Strategy and Programme

Customer Service and Operational Performance Panel

Vernon Everitt

EVERY JOURNEY MATTERS

Contents

- Background
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EVERY JOURNEY MATTERS

Background

- Our purpose is to deliver the Mayor's priorities, to keep London moving, working and growing and to make life in our city better and deliver on our customer promise – Every Journey Matters.

- Our Customer Strategy sets out how we can improve the consistency of the service we offer. High quality information provision is a core element in delivering this and forms one of the 10 promises we make to customers as part of this strategy.

- The population of 8.6 million today will become 10 million by 2030 when there will be 2.1 million extra public transport trips every day on top of the 30 million undertaken now.

- To help our customers make the most out of our network, we aim to make information ubiquitous and inclusive and meet rising expectations. We need to approach customer information in an integrated way, especially delivering information which supports customers when journeys are disrupted.

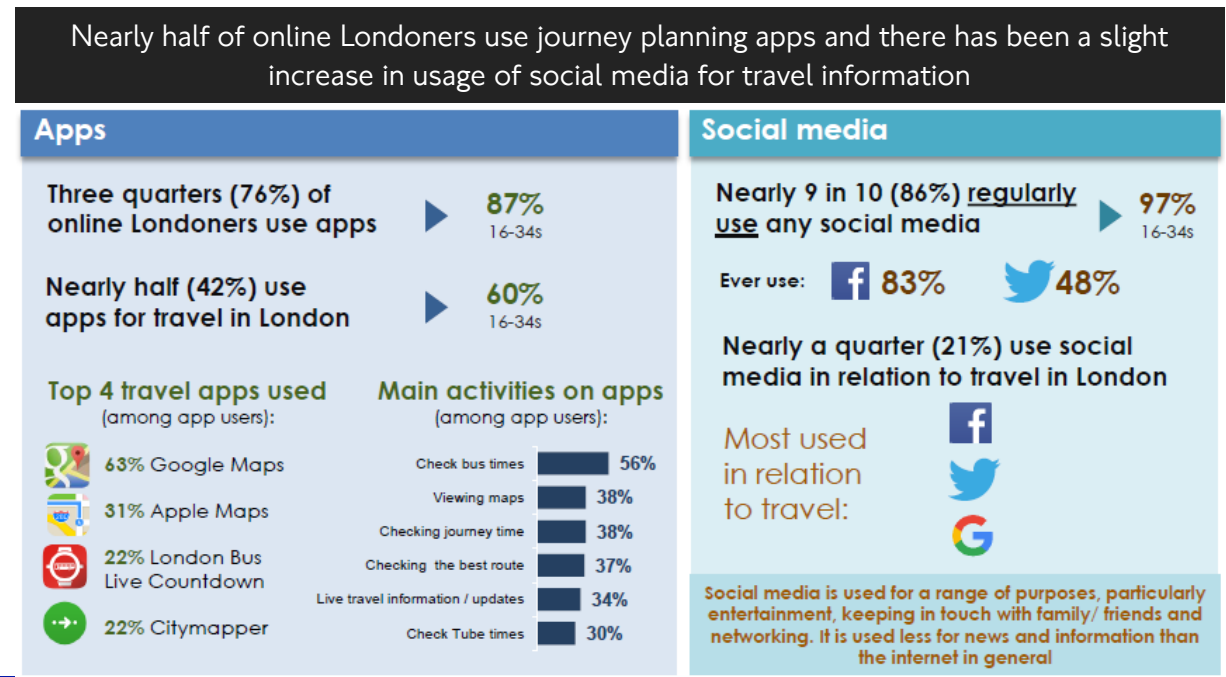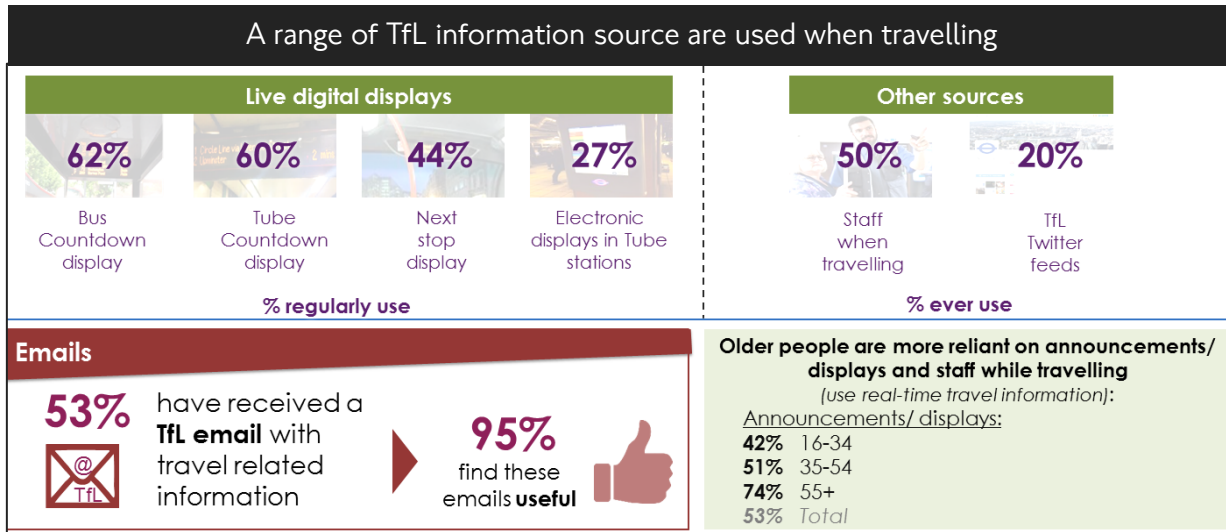- Our Customer Information Strategy sets out how we achieve this.

The bigger picture

- Good information provision goes beyond simply facilitating easy journeys.

- Information helps customers make informed choices about their journeys and encourages (e.g. through air quality alerts) use of public transport, walking and cycling. This in turn contributes to raising awareness, improving air quality, reducing noise pollution and easing congestion and supports the Mayor's Healthy Streets vision.

- We send out air quality alerts through the following channels:

    - Variable Message Signs (roadside) – 140 signs across London
    - Station Electronic Status Update Boards
    - Countdown Signs (bus and river) – 2,500 signs in London Boroughs and digital signs at piers
    - TfL website
    - Twitter – @tfl (1. 7m followers) and @tflaccess (25,000 followers)
    - PA announcements at stations and on vehicles (buses)

How customers consume information

- Mix of channels:
  - static and printed information
  - website
  - real-time information
  - digital solutions
  - frontline staff

A range of TfL information source are used when travelling

Live digital displays

62%	60%	44%	27%
Bus Countdown display	Tube Countdown display	Next stop display	Electronic displays in Tube stations

% regularly use

Other sources

50%	20%
Staff when travelling	TfL Twitter feeds

% ever use

Emails

53% have received a **TfL email** with travel related information

95% find these emails **useful**

Older people are more reliant on announcements/ displays and staff while travelling *(use real-time travel information)*:

Announcements/ displays:
- **42%** 16-34
- **51%** 35-54
- **74%** 55+
- 53% Total

Nearly half of online Londoners use journey planning apps and there has been a slight increase in usage of social media for travel information

Apps

Three quarters (76%) of online Londoners use apps → 87% 16-34s

Nearly half (42%) use apps for travel in London → 60% 16-34s

Top 4 travel apps used (among app users):
- 63% Google Maps
- 31% Apple Maps
- 22% London Bus Live Countdown
- 22% Citymapper

Main activities on apps (among app users):
- Check bus times — 56%
- Viewing maps — 38%
- Checking journey time — 38%
- Checking the best route — 37%
- Live travel information / updates — 34%
- Check Tube times — 30%

Social media

Nearly 9 in 10 (86%) underline regularly use any social media → 97% 16-34s

Ever use: **83%** **48%**

Nearly a quarter (21%) use social media in relation to travel in London

Most used in relation to travel:

Social media is used for a range of purposes, particularly entertainment, keeping in touch with family/ friends and networking. It is used less for news and information than the internet in general

EVERY JOURNEY MATTERS

Changing trends in customer information

- Customers compare us with other companies outside our sector, and the bar is being raised; customers rightly expect everyday excellence and innovation.

- Rising expectations, combined with rapidly advancing technology, is changing the way in which we need to provide services.

- Digital information is increasingly important, but physical staff presence and more traditional printed materials are crucial to our overall service.

- While third party apps are important, our own website remains the most popular source of information.

Rising expectations

Technology – always on, innovation, progress

Optimised journey, optimised day

We must ensure information is made ubiquitous in as many formats and channels as possible to enable customers to access it when and how they choose.

Customers' changing needs and expectations

Customers' needs change when the state of the system changes

Network working well	Network not working well
When everything is running smoothly, customers can make the most of their journey time by doing other things, such as reading, listening to music or checking emails	When something goes wrong on the system (e.g. delay or cancellation), customers require greater help

Mindset

Customers are using a relatively low-conscious mindset to navigate the system	Customers are operating in a more deliberative mindset and actively seeking reassurance

Mood

More likely to 'go with the flow' and pay less attention to surroundings More 'internally focused' processing style	More attuned to the environment Better memory for detail More 'externally focused'

Our Customer Information Strategy – six principles

1. One voice

We aim to communicate as a joined up organisation with consistent information across all channels.

"TfL can sometimes feel disjointed. The staff, the information, the technology"

2. Human

Retain the human touch. Customers want to travel with ease and independence. This is delivered through a combination of communication channels and physical staff presence on the ground.

"I think it's really important for TfL not to lose the human element – when things go wrong, all you want is a human being to talk to"

3. Helpful

Provide accessible and personally relevant information to inform journey decisions.

"Don't just tell me my line is down, give me useful alternatives for how to get to my destination!"

4. Always on

Remain relevant and accessible to customers in a dynamic 24-hour city, catering for an increasing night-time economy.

"Without TfL none of us would be able to get around London – they need to make sure they are providing accurate and timely information 24/7"

5. Predictive

Know enough about customers and our network to help predict and deliver what they need, dynamically changing the information when the state of the network changes.

"They know what I'm doing (based on my behaviour) – can they use that and their knowledge of the system to push notifications to me?"

6. For all customers

Ensure we deliver a range of information channels which are inclusive of all customers.

"TfL needs to cater to the needs of all people – it can be hard to get the support and information you need if you use a wheelchair"

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Top customer information requirements

Public transport:
1. When is my next service?
2. Will I be able to get on it (crowding)?
3. How long will my journey take?

Private transport:
1. How long will my journey take?
2. Is there a better route?

Frontline staff

- Excellent customer service
- Human
- Supported by digital information
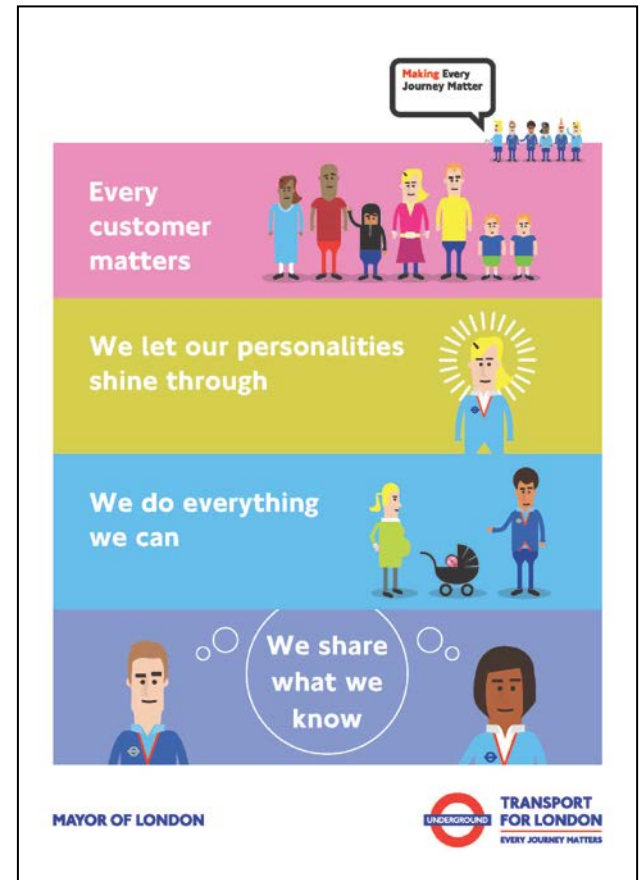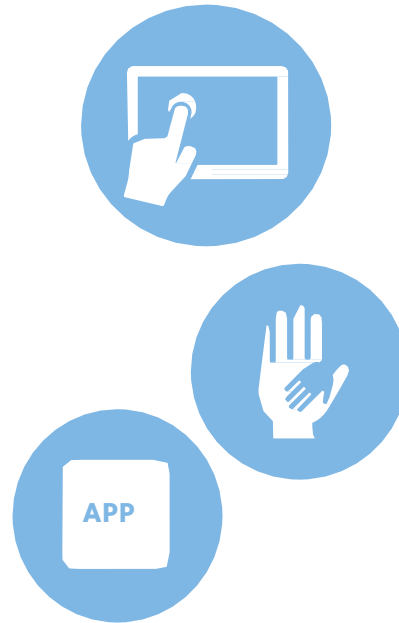
Static and printed information

What we are good at:

- Clear signage, specifically the intuitive and easy to understand route mapping
- Iconic design standards - consistent and iconic information across services, using a specific visual language

- Actions to improve:
  - Quicker response times for updating information during disruptions
  - Research on digitising static products – Legible London plinths and station whiteboards
  - Development for better wayfinding on digital media

CUSTOMER INFORMATION PROGRAMME
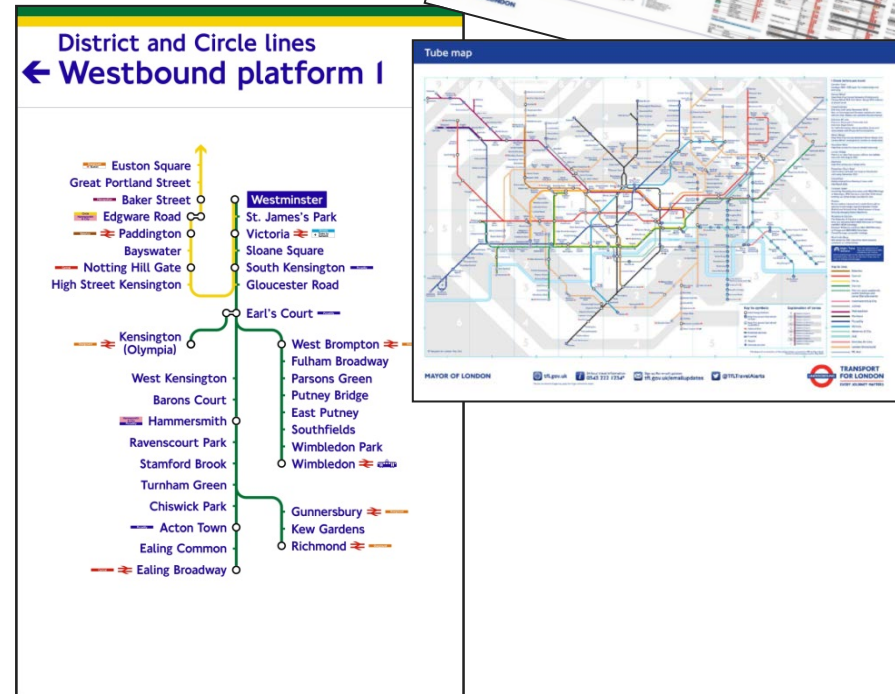
Digital solutions

Improved real-time information provision – London Buses Countdown, SMS, API, mobile-first website

Wi-fi at 250 Underground stations, Victoria Coach Station and 70 London Overground stations
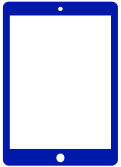
New unified platform for customer outbound messaging – email and contact centre operations

Elizabeth line
- New integrated multi-modal customer information display product
- Travel information, network-wide disruption information, live feeds from Twitter and BBC News
- Displayed at 22 Elizabeth line stations
- Currently being installed across TfL Rail stations between Liverpool Street and Shenfield

Electronic Status Update Boards redesign:
- Clear, bold design and typography
- Localised and timely content; enhanced information provision for Night Tube
- Actionable information; scalable as the network grows
- Commercial potential
- Modular formats built responsively to accommodate several screen sizes and orientations

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Social media

- We use our social media channels for:
  - customer service
  - customer information
  - customer engagement

- We have 5 million followers across our 23 Twitter handles, over 700,000 followers on Facebook and over 30,000 on Instagram

- Innovations:
  - Ground-breaking partnership with Twitter – automated push notifications via direct messaging
  - Twitter quick replies – 2.3+ million direct notifications sent out
  - Chatbot feature – 14k+ users (and 86k+ interactions)
  - Next milestone – add #nextbus information

Free and open data

- Strong open data culture (although TfL's own website still the source of information for over 80% of Londoners)

- 11,000+ developers registered

- Powering over 600 travel apps – used by 42% of Londoners

- Currently collating a new Cycle Infrastructure Database, which will capture the presence of all cycling infrastructure (lanes, signs, cycle parking etc) across all of London's roads and paths
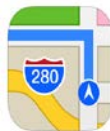
Third-party partnerships

Three level partnership:

- **Strategic technology partners** – Google, Twitter, Amazon
- **Strategic app partners** – Citymapper, Google Maps, Live Bus Checker, London Tube Maps
- **Open data users** – 11,000+ strong developer and academic community

- TfL third-party technology partnership programme – generate consumer innovation through hackathons, incubators and accelerators

Accessibility

- Our approach explicitly acknowledges that we must cater for all Londoners

- Accessible information action plan:

  - Raise customer awareness of materials we already provide (range of formats)

  - Improve and increase printed information

  - Increase use of digital information

  - Support app developers to promote accessible travel information

  - Improve Journey Planner

  - Better equip frontline staff

  - Improve information for customers with visual impairments

Travel demand management – influencing travel behaviour

Stations hotspots map

- Programme to influence customer travel behaviour – focuses on spreading travel demand and encouraging more active travel
- Crowding information for 94 LU stations and hot-spot road locations (e.g. Blackwall Tunnel)
- Walking Tube map
- LU stations app to log overcrowding and incidents
- Promote smarter workplace practices with large employers and business support groups

Customer information campaigns

Next steps

- Continue to refine information provision and improve consistency (including public transport, walking and cycling)

- Deliver our commitments to improving accessibility information

- Identifying new and innovative opportunities through digital media

Products to assist customers with accessibility requirements

Currently available:

Product	Availability	Purpose
Audio guide	Can be ordered on CDs or downloaded	Describes the layout of the TfL network and accessibility at stations.
Avoiding Stairs guide	Online	Shows where on the Tube and DLR network customers can use lifts, escalators and ramps.
Large print colour Tube map	Can be ordered in printed form or downloaded	Shows the same information as the tube map Pocket Guide, along with detailed information about toilet facilities, but in a large-print format.
Large print black and white Tube map	Can be ordered in printed form or downloaded	Shows the same information as the tube map Pocket Guide, along with detailed information about toilet facilities, but in a black and white and large print format.
Step-free Tube guide	Can be ordered in printed form in A3 or pocket size, or downloaded	Shows where on the TfL network customers can use lifts, escalators and ramps, and provides detailed information about step and platform gap sizes, and which entrances need to be used.
Toilets map	Online	Shows detailed information about toilet facilities on the TfL network (male/female, accessible, baby changing facilities, inside or outside gateline, free or paying).
Translated maps	Online	Shows the same information as the Pocket Guide, with detailed toilet facility information, translated into Arabic, Chinese, French, German, Greek, Gujarati, Hindi, Italian, Polish, Portuguese, Punjabi, Spanish, Tamil, Turkish and Urdu.
Tunnels map	Currently being field tested; will be online only	Shows which sections of the TfL network are in tunnels.
Guide to River Thames boat services	Can be ordered in large print or audio format or downloaded	Provides maps, timetables and fares information about river services.
Making rail accessible leaflet	Can be downloaded in standard or large print format. Standard printed format is available in London Overground stations	Highlights what the operator provides in terms of accessible travel, how it manages those provisions, as well as the policy behind them.

Product	Availability	Purpose
Various products in large print or braille	Available on request	
Accessible travel in London leaflet	Available in Tube stations, distributed to community groups, libraries, hospitals etc.	Highlights the accessible travel services we provide, and promotes our products.
Travel for pregnant women and pushchair users leaflet	Available via Mothercare stores, community groups	Provides advice to pregnant women and pushchair users on accessible services, applying for Baby on Board badge and toilet Tube map.

In progress:

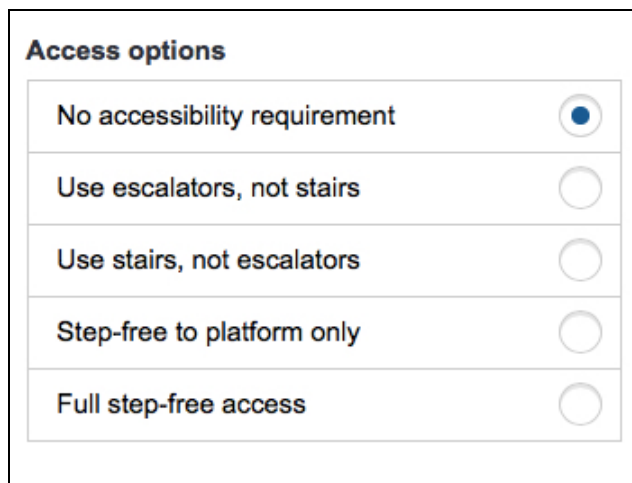| Product	Availability	Purpose
Night Tube Avoiding Stairs guide	Online 27 March. Print version available on request	Shows where on the Night Tube network customers can use lifts, escalators and ramps.
Night Tube large print colour Tube map	Online 27 March. Print version available on request	Shows the same information as the Night Tube Pocket Guide, but in a large-print format.
Night Tube large print black and white Tube map	Online 27 March. Print version available on request	Shows the same information as the Night Tube Pocket Guide, but in a large-print black and white format.
Night Tube step-free Tube guide	Online 27 March. Print version available on request	Shows where on the Night Tube network customers can use lifts, escalators and ramps, and provides detailed information about step and gap sizes, and which entrances need to be used.

TfL website

(a) We publish a number of accessibility maps on our website for customers to view on the move or print prior to travelling – see https://tfl.gov.uk/maps/track/tube as an example.

(b) The stations tab on the status updates page at https://tfl.gov.uk/tube-dlr-overground/status/#stations-status has information on what stations have lift and escalator issues and the disruption map highlights those stations as red.

(c) Our page on Transport Accessibility (https://tfl.gov.uk/transport-accessibility/) provides links to maps, Journey Planner and video guides for customers with accessibility requirements. We provide contact details to get in touch with the contact centre who are trained to help.

(d) Planned lift and escalator closures are published on the website in advance on the transport accessibility and status updates pages.

Journey Planner

Our Journey Planner allows customers to plan accessible journeys with the following four options:
  (a) Use escalators, not stairs
  (b) Use stairs, not escalators
  (c) Step-free to platform only
  (d) Full step free access (essentially step free from street level to train)

Access options

No accessibility requirement	●
Use escalators, not stairs	○
Use stairs, not escalators	○
Step-free to platform only	○
Full step-free access	○

Access options in Journey Planner

(a) It is updated in real-time if a lift or escalator is out of use. We are able to block these station assets; this means that customers planning a journey will always receive a journey result that is an available travel option.

(b) All planned lift and escalator closures are added in advance to ensure anyone planning a journey gets a valid result. We aim to maintain a three-month look ahead.

Application programming interface (API) & Open Data

(a) We make all the same accessible journey planning features available in our Journey Planner API that we use in our own Journey Planner.

(b) The API also has information regarding lifts and escalator closures, both planned and real-time.

(c) We publish the Step Free Tube guide in an XML format as an open dataset entitled the London Rail Accessibility Data (LRAD).

Social media and emails

(a) On Twitter we provide updates via @TfLAccess. We publish real-time and planned lift/escalator updates.

(b) Customers can sign up to receive email updates for accessibility information at https://tfl.gov.uk/forms/12424.aspx

Future actions

We are currently working to enable Journey Planner to provide more granular accessibility information. The aim is to incorporate station specific stairway and walking distance measurements, which will then provide additional routing information to customers.

We are using Bermondsey and Southwark stations for the trial, and the stations have been surveyed. If successful we would look at extending this network-wide and making this data available in our open data API.

Apps

While app developers have not generally made use of our accessibility data we have had a number of discussions seeking to encourage this.

We will be shortly engaging further with the leading app developers to encourage better use of the accessibility data, and information for customers using third-party apps.

Some apps do have useful features related to accessibility and some of these are highlighted below.

Citymapper

Has Streetview feature allowing customers to see the accessibility around bus stops and to walk through their journey above ground. It also has a feature to assist people in meeting up.

Also has a 'best carriage' feature showing where to stand for the least walking at interchanges.
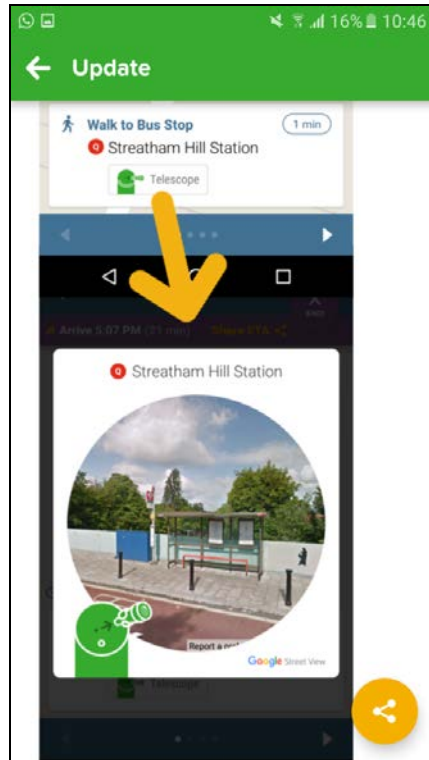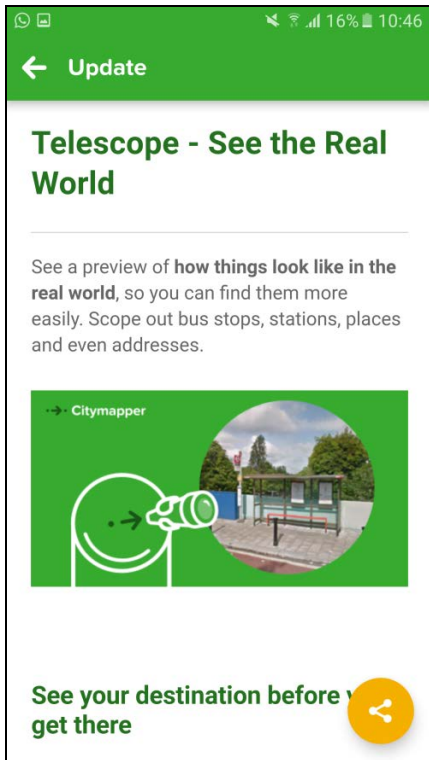
Citymapper allows users to preview places using Google Streetview (as does TfL's Journey Planner)

London Bus Checker

Lets customers turn on accessibility controls – app can read out live transit times, announce journey tracking alerts and alert users of upcoming stops.
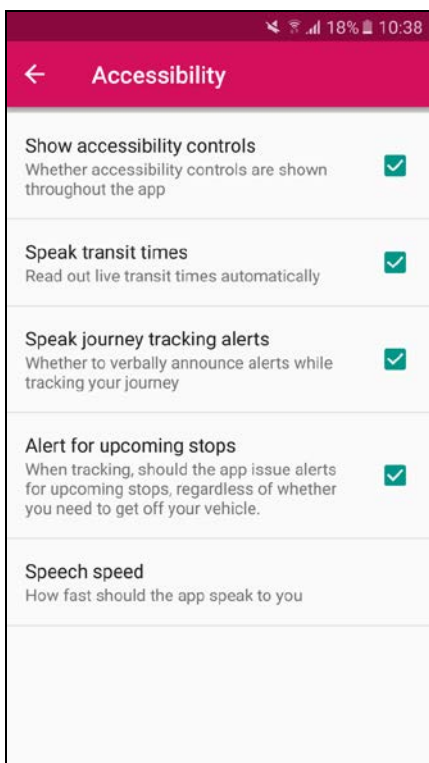
Accessibility settings in London Bus Checker

Tube Map

Allows customers to see which carriage is nearest the exit (particularly for customers with accessibility requirements).

Station Master

Shows the number of steps on each staircase for all London Underground, Overground and DLR station.