

Transport for London

**Customer
experiences of WiFi
on LU
Research Debrief**

23rd October 2012

MAYOR OF LONDON

Transport for London



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Background



- In June 2012 WiFi became available in several London Underground stations via infrastructure provided by Virgin Media. This heralded an important step for London Underground and its customers as the service has potential to enhance the customer experience by:
 - Providing connection in the 'always on' era
 - Access to 'in the moment' information about transport
- To date this service has been provided free of charge. Later this year the pricing structure will change
 - Customers will have to pay for internet services (Virgin customers will benefit from unlimited internet access) beyond the Virgin portal
 - All customers will be able to access travel information via the Virgin portal
- Qualitative research* was required to gather initial feedback on the customer usage, experience and attitudes towards LU WiFi and how future developments will affect customer experience

Objectives

- 1.** *To understand customers' attitudes to and experiences of free WiFi on LU*
- 2.** *To understand how LU / TfL and Virgin are perceived by customers now that WiFi is available at certain stations*
- 3.** *To explore customer response to the upcoming introduction of charges for access to the service*

Headlines from the research

Headlines from the research

- LU WiFi delivers **compelling emotional benefits** to customers by providing access to the online world in what was previously an off-line environment
 - Many Users have built compelling user opportunities and occasions for the scheme and have integrated it into their commuter journeys
- While the WiFi scheme has widespread support and is generally well regarded, it's salience among Londoners is low
- Potential Users **fail to see the intrinsic value** of LU WiFi and how it might complement/support their journeys but appreciate the opportunity it offers
- And there are gaps in knowledge and misconceptions around the scheme that impact on propensity to engage or increase current usage, particularly concerning:
 - Coverage of the scheme
 - Efficacy of service/connection
- While the utility value offered by LU WiFi is not new/unique (WiFi an established technology), its introduction **represents high reputational value for LU**

Transport for London's reputation drivers



What TfL Stands For

- Customers believe TfL has a strong set of values that Londoners can buy into
- TfL is the one-stop-shop for travel in London and cares about the heritage and future of the city
- TfL is proactive and transparent in communicating to Londoners and cares about its reputation



Experience

- Customers experience consistency day to day and across all areas of delivery
- Customers are kept up to date both on and off system, and feel supported when things go wrong
- Staff act as positive representatives of the TfL organisation and its values



Value

- Customers believe that they are getting what they pay for:
 - Either services live up to their cost/fare-value
 - Or customers are aware of investment in improving their future journeys
- Confidence in ticketing/fare system (Oyster accuracy and fair fare increases)



Progress & Innovation

- Customers and users believe that TfL is continuously working to improve their journeys in London. Investment in improvements is key. TfL is seen to deliver innovation as well as progress



Trust

- Cognitive trust is gained through performance on above drivers living up to expectations: reliable experiences, value for money and investing in improvements and innovations
- Affective trust is gained through 'belief' in what TfL do and stand for

LU WiFi offer supports TfL reputation drivers



What TfL Stands For

Introduction of **LU WiFi** demonstrates supporting and caring for customers on their LU journey

- Customers are appreciative and feel valued
- Makes people feel warmer towards LU



Experience

LU WiFi helps ensure customers experience a consistently easy journey

- Providing LU passengers with new service designed to improve the LU journey experience



Value

- Customer experience lives up to cost/fare-value



Progress & Innovation

LU WiFi demonstrates progress and continuous strives for improvement

- A solution focussed initiative
- Partnership with innovative / forward thinking tech brand



Trust

- Cognitive trust through experience living up to expectations: reliable experiences,
- Affective trust is gained through 'belief' in what TfL do and stand for

The Tube

London 2012 seen as a catalyst for improvement

- Recent positive experiences and perceived noticeable improvements to service are **attributed to the Olympic Games**
 - Passengers feel that there is a marked difference services pre and post Olympics
- A sense that the 'Olympic standard' service' **has set the benchmark** for LU services going forward
- The assumption is that LU **made concerted efforts** to 'be on their game' over the summer
 - And a sense that improvements have continued since the Games
- The high profile Olympic travel **campaign critical in driving perceptions** that LU had worked to improve service
- And the fact that LU services during the Games ran well with no/few high profile disruptions is also key in suggesting **LU were focussed on delivering for 2012**

London 2012: TfL details Games rail and Tube hotspots

Olympics organisers have published details of the Tube and rail "hotspots" that those who live, work and travel in London should avoid during the Games.

The information provides a "final picture" on which stations will be most affected from 27 July, they said.



expected to
rest days until



Posters warning people about busy roads and trains during the Games have been put up.

Particularly after the Olympics everyone has been amazed how well it (LU)

works
User

They [TfL] got their act together for the Games. They had to - London was on show and they couldn't afford to get it

wrong
User

The Tube is generally seen in a positive light

- Views of the Tube are broadly positive and it **is well regarded as a mode of public transport**
- And a strong sense from many that service has improved over time and is continuing to do so
- Views are **consistent with previous findings** on LU/TfL reputations



- LU is recognised and applauded for:
 - Regularity/efficiency of service** (far less disruption)
 - Development of infrastructure** (new trains and stations esp Jubilee Line)
 - Extensive network coverage** (esp vs other countries)
 - Speed and **convenience** (esp vs other modes)
 - Customer information

- Common complaints/grievances inc.
 - Overcrowding**, rush hour
 - Expense** – not considered good VFM

I have mixed feelings about it. Some of the trains are quite old, now but it is incredible – no other city has a network like it
User

It's a lot better than it was. You rarely have to wait for trains any more
User

Rush hour's a nightmare. But there's not much they (TfL) can do about the number of people on the trains is there
Potential User

A strong sense that improvement to LU is continuous and that some issues (overcrowding) beyond LU /TfL's practical control

Perceptions of LU WiFi

Awareness: LU WiFi has relatively low salience

- Overall awareness of the LU WiFi offer **appears to be low**
 - Many in the Potential Users audience had not heard of it prior to being recruited
 - And others feel that there are **few obvious signs of WiFi** in LU (in station/on platform)
- **Few can recall any specific comms** (Virgin Media / LU) heralding the introduction LU WiFi and this surprises many
 - Assumption is the introduction pioneering initiative would be accompanied by a high profile campaign
 - And some Potential Users speculate low profile deliberate to manage expectations while service is being trialled / developed
- Most commonly mentioned sources of information on LU WiFi: **WOM**; **Press** (articles in Metro mentioned specifically); **WiFi signs** in ticket halls (seen by a few)
- Again the **Olympics assumed to be trigger** for introduction
 - Part of LU / TfL's Olympics strategy to impress



I first heard about being able to use WiFi while on the Tube itself, so I was intrigued, and wanted to check it out

User - Digital pre-task

Before you called about this project, I had no idea it was available

Potential User

Maybe while they're testing it they don't want to advertise it too much

Potential User

Awareness: Details re service & coverage is variable

- Unsurprisingly, **Users are the most informed** regarding the details of service and practicalities:
 - WiFi provided by Virgin Media
 - Access coverage - limited to platforms / stations
- This said, even Users **have gaps in their knowledge** concerning paid for access
 - Users are 'habit' driven and awareness stretches only to their current needs and experiences
- Most common uncertainties regarding:
 - Network coverage (70 stations and breadth of network covered surprises and impresses)
 - Access coverage - high proportion of **Potential Users assume coverage includes trains** and they are disappointed when they discover it is not
 - Payment structure and **move to paid for access**



I was trying to register and use it on the train for ages. I felt a bit silly when I realised you couldn't use it on there
Potential User

It extends a lot farther than I thought
User

There is a role for more overt instructional resources to inform, build salience and manage expectations

Triggers and barriers to trial



- A need to maintain constant connectivity (applies across all age bands)
- Discovered by happenstance – automatic WiFi sync
- Prompted by WOM
- Prompted by WiFi signs

I was just playing with my phone on the platform and it just said 'WiFi available' so I just tapped accept and followed the instructions

User



- Struggle to establish a strong user need – do not feel the pull of constant connectivity
- Unaware of the LU WiFi offer
- Anticipate patchy WiFi coverage (informed by their experiences of other WiFi) and unfulfilling experience

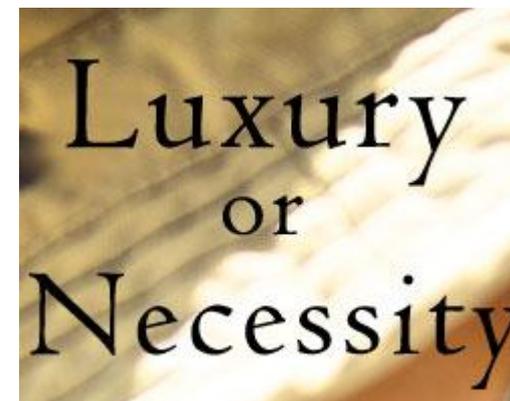
It (WiFi) just seemed pointless . When I'm on the Tube, I just want to get to my destination – not really wanting log on and go online

Potential User

Different relationships with connectivity impact on views and relevance of the scheme

Perceived utility value of LU WiFi is mixed

- Introduction of WiFi to the Tube is universally **seen as a significant (technological) achievement**
- And **all are supportive of the initiative** – seen as providing LU customers with an additional service
- However views on how **critical LU WiFi is polarised** respondents:
 - Viewed by some **Users as an integral** part of their online experiences
 - Facilitates **an extension of their online worlds** underground and represents real value
 - While others (some Users and most Potential Users) see it as a **'nice to have' but not a necessity**
 - And some Potential Users concerned over / resent further expansion of connectivity into daily life



It makes it much more enjoyable rather than just sitting doing nothing for an hour and a half a day I can do emails, work, read news stories etc
User

To be honest. It's a 'nice to have' rather than a 'must have'. I wouldn't pay for it
User

A compelling 'need' for WiFi underground is required to encourage engagement and increase relevance and confidence

LU WiFi delivers significant emotional value

- As noted views on the **intrinsic practical value** of LU WiFi vary:
 - Delivers ability to **'get things done'** vs **no real user need**
- This said, all customers agree that the offer **delivers emotional benefits**
- Simply knowing that they have access to WiFi (and their online worlds and experiences) is **comforting and delivers a sense of reassurance** and wellbeing



It gives me a greater work/life balance, better relationships with those close to me
User

For me, it's a comfort knowing you can have a connection with the outside world & not missing out on social side.
User

When you are underground, you can still connect to the outside world. You don't feel so cut off
User

Opportunity to leverage and communicate emotional benefits of connectivity to encourage trial

Customer experience of LU WiFi

Registration Pre-Task: experience simple for most

- All (bar a small minority) successfully registered to use WiFi
 - Potential Users comment on how **straightforward** they found it
 - Users recall no **difficulty in registering** for the 1st time

- All pleasantly **surprised at simplicity of process** – based on previous experiences of registering for WiFi and other phone services, many anticipate convoluted sign-up

- A minority of Potential Users (both older and younger) failed to register at all
 - These customers **had attempted registration while on trains** rather than platforms / ticket hall

- Some **frustrated by lack of in-situ support** (staff or comms) to help them progress



I found the process very simple and fast, I also liked the confirmation email that got sent to me which I found had very valuable information

Potential User - Digital pre-task

Couldn't access any station WiFi at all . Even while in the train! Was really frustrated because I followed all the instructions but couldn't have access to anything.

Potential User - Digital pre-task

More overt supporting comms to inform on registration process / 'reach' of WiFi will help build knowledge and reduce frustration

Experiences of LU WiFi are positive

- Overall experiences of LU WiFi are **broadly positive**
 - Ease of registration and access
 - Ability to continue their online worlds in an environment that is 'offline'
 - Surprised by speed and signal strength
- Impact of pre-task on Potential Users and Users significant:
 - Positive **experiences showcase the user benefits** (particularly to those who want more constant connectivity)
- Most anticipate service will be **developed and improved** (to allow greater access) resulting in WiFi use on LU becoming an integrated part of the travel experience
- But **frustration over limited access** is widespread (esp among Potential Users)
 - Many anticipate universal coverage before pre-task and are disappointed when they discover extent of access



It wasn't as good as I thought it would be. Most of the stations that I connected to the WiFi I also had coverage on my data from my phone so it seemed pretty pointless. And if on the Tube it only connects you for a few seconds until you depart which doesn't give you much time for anything.
Potential User - Digital pre-task

Once it becomes the norm then people will feel more confident about using it and relying on it
User

Both audiences anticipate improvements to access will engender more integrated use of WiFi

Main usage: Primarily an extension of online world



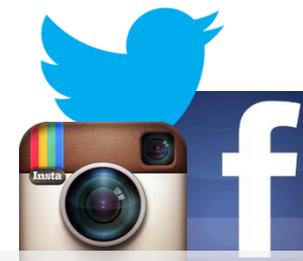
Emails

- Checking and responding to emails (**primarily work related**)
- Download on platform and read on train



Downloading content

- Downloading entertainment content to consume later
 - Music
 - Video / film
 - Games



Social Media

- Maintaining social interaction / relationships
- Checking status / updating their own
- Communicating with friends

Brevity of WiFi access influences what activities undertaken online – all quick online experiences

Experiences from pre-task: usage engages people

The first instance in which I needed Wi-Fi was to get an update on a football match that had started a while ago. Without even connecting manually, my Wi-Fi connection was up and running which I found useful and time saving especially when waiting for a train

Potential User - Digital pre-task

Fantastic, booked swimming club membership for daughter, researched an idea for a client that required logging on to competitor websites, downloaded music

User - Digital pre-task

Checked What's App the misses wants me back in time for bed time story to Joe. no After film pint for me!

User - Digital pre-task

Getting closer to cinema just checked Facebook mates want to go for a pint first. I suppose if I must!

User - Digital pre-task

Connection was really fast! emailed my friend a picture of myself in the station and it sent really quickly

Potential User - Digital pre-task

I expected that Wi-Fi would be a long process to setup and the speed of the service would be slow. I was very surprised when I was able to sign up to the Wi-Fi service within seconds and use the Internet connection as I wish. I had no problems once connected and was happy that I didn't have to give any personal details when setting up

Potential User - Digital pre-task

LU WiFi and travel disruption

- While all appreciate opportunity to use WiFi access to check disruption, most claim to **rely on LU/TfL for updates** and news (expect LU/TfL to have the most up-to-date information)
 - Most see WiFi access as **running alongside** existing sources not as a replacement
 - And **customers are irritated** at the idea of relying on themselves for info vs LU/TfL
- **Little evidence** to suggest that Users or Potential Users will use LU WiFi to access news on travel disruption
 - Some use WiFi to work out connections / journeys
- WiFi access to check on disruption is **currently not top of mind** for customers
 - Access purely to **compliment their 'in the moment'** online needs



If you're asking whether this (WiFi) will replace TfL, then no. It's their job to tell me what's happening not for me to spend time online finding out
Potential User

I suppose you can look up alternative routes. But I sort of rely on the drivers, staff announcement for that
User

Customers expect LU/TfL to provide in the moment' travel disruption information and will remain reliant on them for it

Perceptions of LU/TfL and Virgin Media

Perceptions of LU/TfL & Virgin Media



- Service provider vs 'brand'
- Public Sector
- Not for profit
- Reliable / trustworthy
- Accessible to all
- Good / bad customer interface



- Innovative / ahead of the game
- Fast broadband (fibre optics)
- Experience of WiFi provision and transport
- Competent
- Great / poor customer service
- Richard Branson

- LU & Virgin Media partnership provokes few comments
 - Largely seen as **uncontroversial and a sensible** relationship given the WiFi offer being delivered
 - Concept of TfL entering into partnerships with other organisations (BCH & Emirates Air Line schemes) familiar

They're a public service provider and on the whole deliver on that. I don't see them as a brand but almost like public sector organisation
Potential User

I see Virgin Media as modern. As part of the Virgin group they have same attributes. Successful. Virgin never fail at anything
User

WiFi has a positive impact on perceptions of LU/TfL



Modernising the Tube

- Introduction of new / up-to-date technologies (esp when partnered by a future focussed brand like Virgin Media) suggests a forward thinking organisation
- Reaffirms LU/TfL's commitment to developing and improving LU to better meet the needs of Londoners



Improving customer experience

- Providing LU passengers with new service designed to improve the LU journey experience
- Customers are appreciative of the sentiment and feel valued
- Makes people feel warmer towards LU

LU WiFi offer supports TfL reputation drivers: What TfL stand for; Experience; Progress & Innovation

Impact of WiFi on positive perceptions of VM are softer

- As noted, Virgin Media are known and **respected** for their **expertise** in the field of communications and entertainment
 - LU WiFi serves to reinforce this opinion and **cements their position as a pre-eminent media brand** in the eyes of customers

- This said, WiFi on the Tube is seen as an **extension of the existing Virgin Media** offer

- While most see LU WiFi as improving people's travel experiences, many rationalise that VM's motivations are to **promote their brand and grow their customer base** rather than provide a service
 - And once they learn of the paid-for access proposition, **profit is seen as the primary driver** for VM's involvement
 - Customer perceptions would undoubtedly **grow more positive if the WiFi offer remained free**

- As such a lot of the positivity people feel towards LU/TfL regarding the introduction of LU WiFi **does not extend to VM**



Today in Music on Virgin Media



Responses to future developments: tariff & payment options

Paid for access largely anticipated

- Reactions to a paid for access is largely **one of resignation** and few are surprised
 - Some Users are **disappointed** at the move to paid for access
- A paid for proposition **seen as inevitable** given LU WiFi being provided by a profit making organisation
- Some **low level awareness** across both audiences that the access will have to be paid for
 - Aware that **free access limited** over the Olympics / during Summer
- Impact of paid for proposition on likely behaviour varies:
 - Some claim they will **stop using WiFi** as soon as it stops being free
 - Other (more dedicated) Users **want costs confirmed** before they decide



I can't say I'm surprised. These companies always offer something for free to get you into it before they charge for it
User

I'm not going to pay for it. It was nice to have but I'd live without it to be honest
Potential User

Paid for WiFi access feels a bit out-dated. So many places offer it free
User

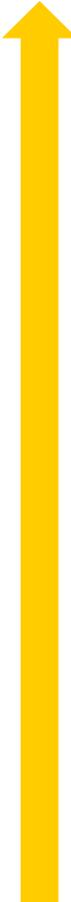
On this evidence, paid for access will impact on propensity to use despite positive experiences of WiFi

Expectations on costs / payment informed by existing tariffs

- Anticipated price points for access are **based on current experience of paying for WiFi**
 - Estimates range between £1.50 for one off access to £40 p.a.
- Awareness of payment models to currently access WiFi are variable but most anticipate the following options
 - **Pay as you go** via debit card
 - **Payment via own network** provider tariff
- All vehemently **reject the idea of paying for access via separate contract** with LU WiFi provider
 - Want to keep mobile phone / data usage contracts separate
- A few in favour of **integrating payment via Oyster / Travel Cards**
 - Additional payment for WiFi access added to cost of travel



Overview of responses to paid for proposition detail



Charged on a time basis, rather than a data usage – unlimited data	<ul style="list-style-type: none"> Reassures customers re monitoring their usage 	
No data download unless have pre-paid access pass	<ul style="list-style-type: none"> Additional security re usage protection is well liked 	
Buy pass through the portal at stations or the Virgin Media website	<ul style="list-style-type: none"> Payment options straightforward Customers also want option to pay 'on demand' 	
Access through a pre-paid access pass	<ul style="list-style-type: none"> Pre-paid access preferred to contract 	
Access to the Virgin portal and TfL journey information remain free	<ul style="list-style-type: none"> Access to free travel info via TfL appreciated Free travel info puts TfL in a favourable light 	
WiFi access is free for Virgin Media customers	<ul style="list-style-type: none"> Pleases VM existing customers Unlikely to get people to switch contracts but could be a considering factor when renewing 	
£2 a day / £5 a week / £10 a month / £50 a year	<ul style="list-style-type: none"> Provokes mixed responses Many see as expensive for the time spent accessing 	
Payment through credit card (not PayPal)	<ul style="list-style-type: none"> Customers disappointed by credit card payment option Credit card only a barrier to uptake 	

Free access for customers reflects well on VM

- VM customers **respond positively** to offer of free access:
 - Makes them feel valued and appreciated
 - Cements their relationship with VM
 - Provides reasons to stay with VM
- And the idea *all* VM customers (phone, Mobile, Broadband & TV etc) are beneficiaries of free access **surprises and delights**
 - Many assume it will be limited to Mobile customers only
- Non VM customers are quick to acknowledge the appeal and benefits of free LU WiFi
- But as noted all agree that the offer **is not appealing enough** to get them to 'switch' to VM
 - The offer of free LU WiFi *could be* a factor in when changing supplier



Concluding points

LU WiFi appreciated but perceptions on relevance varies

- The introduction of WiFi is appreciated across all audiences:
 - Delivers **compelling emotional benefits**
 - Plus provides a **way to expand online existence**
 - Seen as **innovative and forward** thinking
- Introduction of WiFi **reflects positively on both LU/TfL & Virgin Media**
 - Reaffirms TfL's **commitment to developing services** and better meeting the needs of customers
 - Illustrates VM's **expertise** and track record in innovation
- This said, relevance of WiFi (and likelihood of use) is **largely dependent on the need to feel connected**
 - Connectivity need is typically more functional (work) vs. a more emotional need (entertainment social need)
 - And where WiFi use has become an integrated part of daily routine (esp. where connected with work) remains relevant

Salience of LU WiFi can be higher

- LU WiFi is entering into the public consciousness **but there are gaps in peoples' knowledge** concerning:
 - Extent of coverage (stations)
 - Extent of access (trains as well as stations)
 - Ease of use
- There is a sense that awareness has been **driven through WOM exposure rather than via specific comms** from LU/TfL and Virgin Media
- Gaps in knowledge **lead to assumptions and expectations** (particularly around access) and if these expectations are not met, customers can be left underwhelmed and disappointed
- More specific, overt comms can
 - Inform and raise awareness
 - Manage expectations
 - Build LU WiFi salience (leverage constant connectivity & access to TfL travel information)
- In-situ communications / initiatives may **encourage Londoners to re-consider** relevance

Areas of learning to be considered for future comms

- Paid for proposition **will impact on uptake / continued use**
 - Many **struggle to justify cost** for limited access especially where not viewed as essential
 - Some **low level resentment** at removal of something that was free
 - And **credit card only payment** limits appeal – if debit card available, this needs to be communicated

- There is a **role for comms** to
 - Prepare customers for the introduction of paid-for access and manage expectations
 - Highlight specific benefits of access; payment

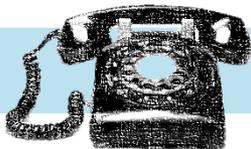
- Most **salient details to communicate** are:
 - Timing of introduction proposed paid for access
 - Unlimited data usage
 - Tariff options
 - Pay as you go access vs connected to existing mobile contract
 - Simplicity of payment
 - Free for VM customers & continued free access to TfL transport news

Appendix

Research approach

- Our approach combined in-the-moment reflection on experience with a forum for sharing experiences and talking about the service in terms of brand perceptions

High Potential Users



Telephone interview
to understand day to day
experience of LU,
awareness of WiFi



**Digital diary of real life
adoption and experience**
to understand the WiFi
experience and how it fits into
their overall experience of
travelling on LU.



Workshop discussion
to discuss their experiences
and reflect on some broader
themes affecting WiFi on LU

Current Users



Digital diary of experience



Workshop discussion

- Research conducted by 2CV in October 2012

Research sample

- 6 x 1.5 hour focus groups

Group	WiFi habits	Lifestage/age	Main journey type
1	User	Pre-family 18-24	Mix
2	User	Young family 25-45	Mix
3	User	Older family 30-55	Mix
4	High potential user	Pre-family (18-24)	Mix
5	High potential user	Pre-family (25-45)	Mix
6	High potential user	Family (30-50)	Mix

- Additional criteria:
 - All travelling through at least one of the 70 WiFi stations on a regular basis*
 - A mix of leisure and commuter (weighted 4 to 2 in favour of a commuters)*
 - A mix of attitudes to LU*
 - A mix of Virgin Media customers and others (2-3 Virgin customers in each group)*

Reassurance re charge & usage appeals

Charged on a time basis rather than a data usage – unlimited data

- A popular feature with all customers
- Unlimited access to data has **strong appeal**
- **Reassures** them with regard to monitoring their usage
 - Customers uncertain regarding their data usage allowance with their own contracts

You never know how close to your limit you are [with data usage]. This way you can be online for as long as you want
User

The most important thing for me is that I am charged on time rather than on data usage. That and I can only be charged if I'm using it now
User

No data download unless have pre-paid access pass

- Additional security re usage protection is well liked
- Users and Potential Users want to know there is **no potential for being charged** without their knowledge

Access and payment options broadly accepted

Access through a pre-paid access pass

- Pre-paid access **preferred to contract**
- Customers reassured that they will **not be tied into** two separate contracts

Buy pass through the portal at stations or the Virgin Media website

- Payment options thought **straightforward and intuitive**
- Customers pleased by option **to pay 'on demand' & in-situ** via Virgin portal

Access to the Virgin portal and TfL journey information remain free

- Access to free travel info via TfL appreciated
- Free travel info puts **TfL in a favourable light**
- As noted, travel information not a primary driver for accessing WiFi

You don't want it to become another utility bill or you tying yourself into another contract on top of your existing mobile contract
User

Tariffs and access options divide opinion

WiFi access is free for Virgin Media customers

- **Unlikely to get people to switch** contracts
- But **could be a factor** when looking to renew
- Pleases VM existing customers
 - Reinforces relationship with VM

Payment through credit card (not PayPal)

- Customers **surprised by credit card payment** option
- Anticipate debit card alternative
- Credit card only payment a **real barrier** to uptake

£2 a day / £5 a week / £10 a month / £50 a year

- Costs outlined broadly **in keeping with consumer expectations**
- But many see as **expensive for the amount of time** actually accessing
- Yearly rate considered best VFM

For the amount I use it, £50 a year's not that bad. I'd consider paying that
User

I don't have a credit card so that's me out.
Potential User

*What I've been using it for is not important enough to pay for the service
My time on the underground is limited – it's not worth paying for*
User

Stimulus: Tariff and payment options

Access to the Virgin portal and TfL journey information will remain free - payment is required for access beyond this point

WiFi access is free for Virgin Media customers

Customers will be charged on a time basis, rather than a data usage – unlimited data

Access will be through a pre-paid access pass

Options are £2 a day/ £5 a week/ £10 a month/ £50 a year

Customers can never be charged without knowing – no data download will happen unless have pre-paid access pass

Payment through credit card (not PayPal)

Buy the pass through the portal at stations or the Virgin Media website

TfL - LU WiFi

Potential Users

Registration

Really easy. Easier than I thought

*Very easy. Quick. Simple. Clear.
Nicely laid out*

*Very quick and simple. No problems
with that*

*I couldn't log in. Will try again next
time*

*Difficult, wouldn't connect for ages. I
couldn't connect to WiFi in any
underground. was really frustrated
because I followed all the
instructions but couldn't have access
to anything*

Using WiFi

After connecting to the WiFi at Brixton it wouldn't let me connect to any websites. Have had a look on the notice board in the station and it says I need to go on TfL for more info. Will have to do that at home as I can't connect at the station

Connection was really fast! emailed my friend a picture of myself in the station and it sent really quickly

It doesn't work, it appears to be connected with full signal but when I try to check email or load Facebook it just keeps loading or saying connecting but never actually connects

Waiting at platform checking Facebook. Brilliant!!

It wasn't as good as I thought it would be. Most of the stations that I connected to the WiFi I also had coverage on my data from my phone so it seemed pretty pointless. And if on the Tube it only connects you for a few seconds until you depart which doesn't give you much time for anything. When waiting for the Tube it is okay though

Today I used the WiFi to connect to twitter so I could see what was going on. It had trouble refreshing the feeds to get new tweets

Experience – overall

I don't think it would really make much difference to me as I get data on my phone at quite a few stations and I'm never in such a hurry to connect to the Internet so I can wait until I get signal

It hasn't made much of a difference to me and I don't think I will be using it again after this. Leaving my phone connected to WiFi drains the battery and if it's only going to be connected for a few seconds during stops then it's not valuable to me. I would only use it if we were delayed or the train wasn't due for a while

It doesn't work, it appears to be connected with full signal but when I try to check email or load Facebook it just keeps loading or saying connecting but never actually connects

It didn't work and until it does, I can't see me bothering

TfL - LU WiFi

Users

No problems. WiFi loaded up once down by the track. Like being outside.

I was incredibly satisfied with how quick the process was to signing up to use the WiFi service as well as receiving the confirmation. The WiFi not only produced strong signal but surfing the web was quick and easy

“Took a minute or so for the WiFi, to load up, once walking down the escalator it started up. checked Oystercard balance on app and reserved an item to be picked up from Argos whilst waiting for next train”

“ heard about being able to use WiFi while on the Tubes, so I was intrigued, and wanted to check it out. So one morning while coming into Euston station I searched for the WiFi network. Once I found it and registered my email address, I was amazed to find that it actually worked while on the platform waiting for a Tube

My first impressions of using the Wi-Fi was that it would be a long process to setup and the speed of the service would be slow. I was very surprised when I was able to sign up to the Wi-Fi service within seconds and use the Internet connection as I wish. I had no problems once connected and was happy that I didn't have to give any personal details when setting up

Using WiFi

Loved using it, no problems like being outside. It's been fun keeping a diary. The free WiFi is great for meeting people and keeping up to speed

Used Google maps to show walking directions when I got off Tube at Mile End to my designer's house. Great experience

Keeps me connected at all times. Facebook, Twitter. Brill

Great experience, emailed client I was running 10 mins late for, researched gallery visit online for another client, answered emails, booked swimming club for my daughter, downloaded music

Saved using up a chunk of my mobile data allowance

Very pleasing today. The Internet has a strong connection which allows me to browse through different content without having to wait much

Experience – overall

My overall experience was very positive with LU. Only negative is that it's only now only available to virgin customers, I feel this should be a free service for everyone. I would of liked to have the opportunity to try and watch sky on the LU to see how good of connection it actually is

It gives me a professionalism and greater work/life balance, better relationships with those close to me. My life would be a lot more stressful without it