

Transport for London

TfL Website Development Research

Job Number 12059

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MAYOR OF LONDON

Transport for London



Contents



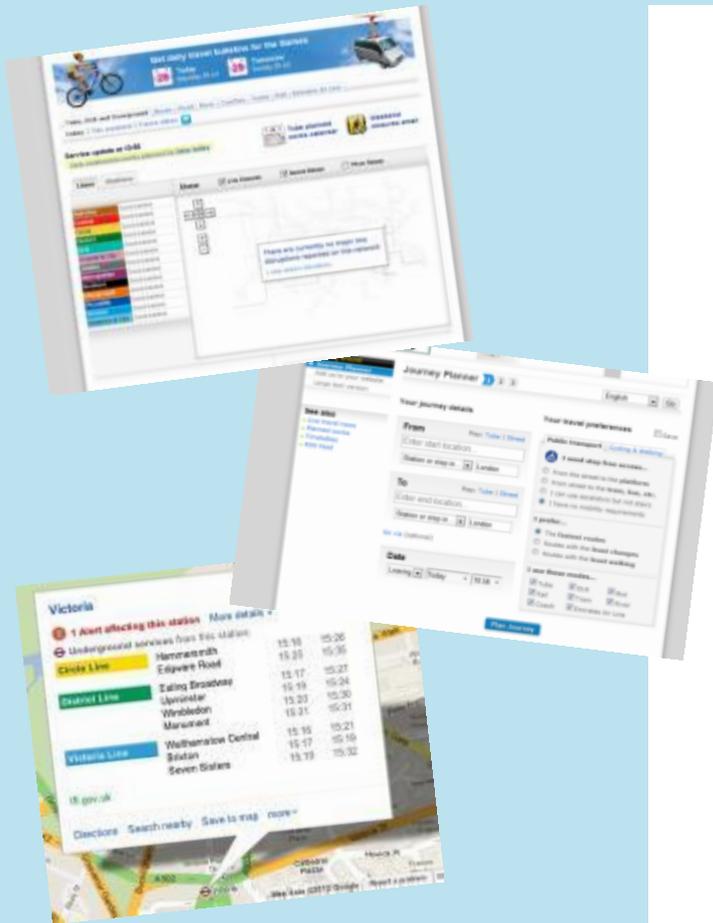
Introduction; aims and objectives

TfL website: the Londoners' perspective

TfL website: the tourist experience

Summary

Background



- The TfL website is set to be re-launched in 2013. Extensive work has already been undertaken by the TfL Online team and We Are Experience to review existing customer research and stakeholder needs.
- Specific gaps in knowledge have been identified during the review and customer research is required to explore customer website needs, particularly in response to some specific areas.
- Qualitative research* conducted by 2CV in July 2012:
 - With **Londoners** (skewed to a more tech savvy audience):
 - A pre-task capturing customer day to day internet use
 - Six, one and a half hour groups (split by medium and heavy users of the TfL website)
 - A post task asking customers to explore the website and travel tools in more detail in real-life and reflect on what else it could do better
 - With **overseas visitors** to London:
 - Intercepts in central London to explore the perspective of tourists

Detailed research objectives

- ***What developments/improvements customers would like from the TfL website***
 - *How Londoners use social media platforms to find and share content, and the implications for TfL website*
 - *Eg the types of content accessed/posted; purely social versus more functional usage; if/how they share organisational/service information*
 - *The implications for TfL of customer trade-offs between convenience and control around personal data, including:*
 - *What TfL's customers expect of TfL in regard to accessing services using third-party sign-in, eg via Facebook, Google, Twitter*
 - *The benefits and appetite for a more integrated online offering of TfL services, with a single log-in, and if so what services should be included*
 - *The impact of the TfL strategy to leave app development to others – including what communications will be required about this if TfL continues with this strategy*
 - *Opportunities for the new website to communicate what TfL stands for*

Headlines from the research

Headlines from the research (Londoners)

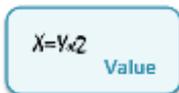
- The research confirmed that while TfL website is broadly meeting customers' core functional needs at present (Journey Planning and Live Travel Updates), there are opportunities to optimise the experience across a number of domains. These can be considered across the TfL Reputation Architecture:



What TfL Stands For: design should be optimised to put customers at the heart of the website and remove the need to navigate around information that is not relevant or inhibits use



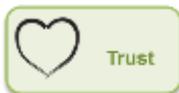
Experience: customers would welcome a more intuitive and personalised website that improves their digital interactions with TfL



Value: customers currently find fare information to be hard to access – which reflects poorly on value perceptions. The website redesign presents an opportunity for TfL to optimise its delivery to customer needs



Progress & Innovation: the website can be both a host for news and source of innovation itself (promoting apps, new digital style/services)



Trust: there are two areas TfL needs to consider when developing its website to ensure (and enhance) trust – reliable information and safe transactions

Headlines from the research (overseas visitors to London)

- Tourists' needs vary from those of Londoners'
 - **Pre-visit** – trying to plan functional and leisure/entertainment needs simultaneously
 - Tend to use sites that align to this mind set: Lonely Planet, Visit London
 - Also seek advice from friends/family – a desire for personal reassurance and tips
 - **In London** they want personal support to meet their needs and tend to get this in several ways:
 - Personalised advice – from Tube staff and staff at other locations (eg hotels etc)
 - Location based information on-the-go eg Google maps and its integrated transport information (Tube/train stations on the map)
 - Everyone also picks up a Tube map

- Most have not visited the TfL website and once on the site tourists are unsure what to do - it is not particularly accessible for tourists

- There is opportunity to develop the site to better meet tourists' needs including a dedicated section/guide on making the most of London transport (for tourists) and also to promote the site more to this audience (on other sites, on the Tube map etc)

**TfL website:
the Londoners'
perspective**

Transport for London's reputation has five drivers



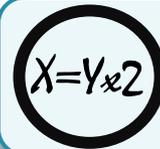
What TfL Stands For

- 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

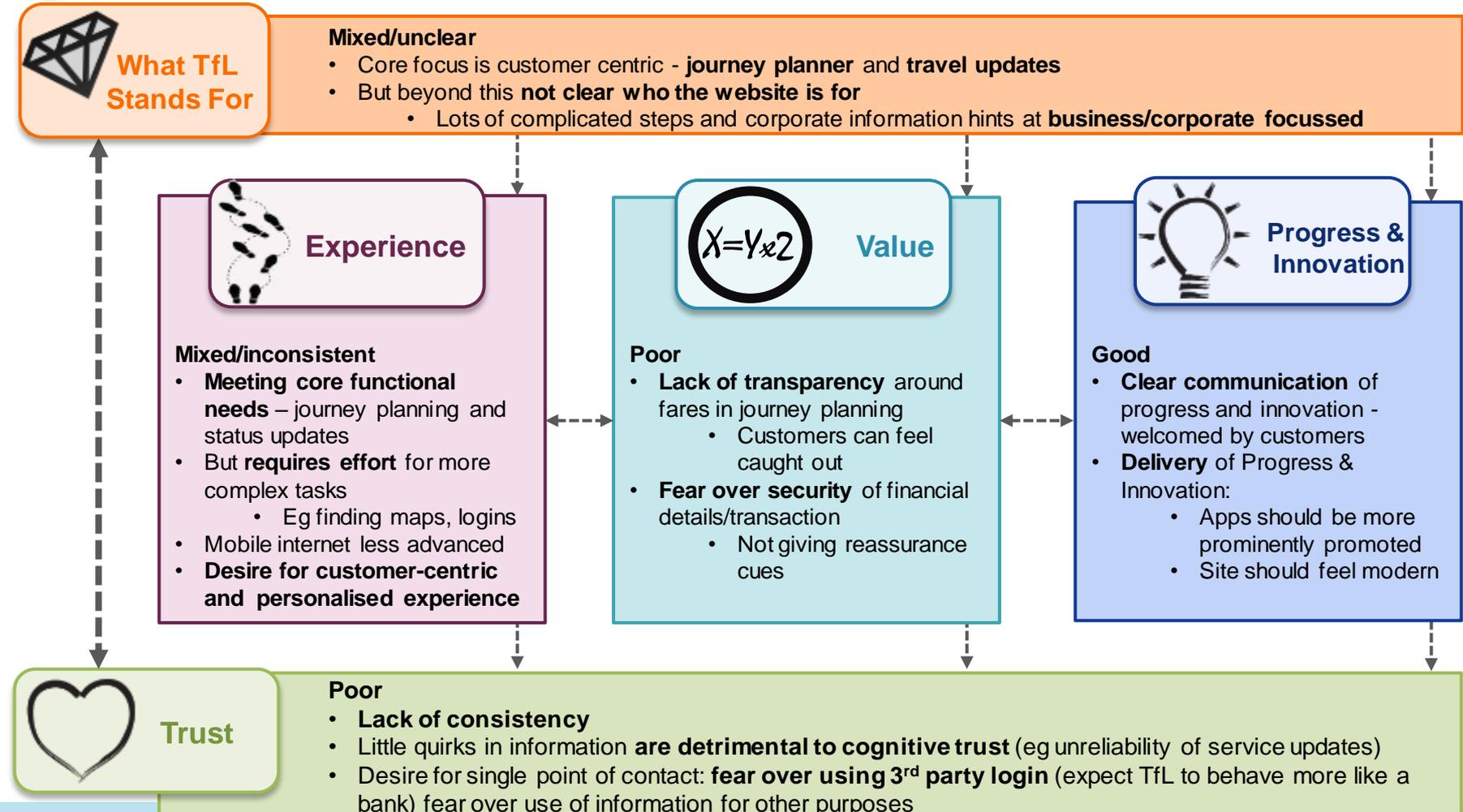


Trust

- 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



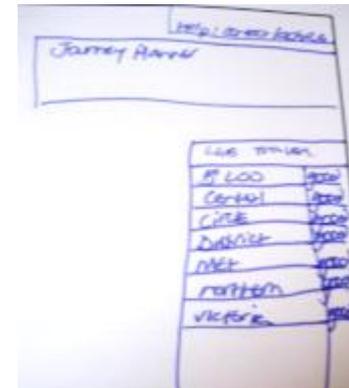
TfL's website performance against the five drivers





What TfL Stands For: primary needs are satisfied on the home page

- Customers want TfL's focus to be on improving journeys in London and the website should reflect this:
 - Customers mostly visit the site to address 'my journey' and 'in the moment' information needs (Journey Planning and Travel Updates)
 - The website is currently perceived to be designed to meet these needs as it gives emphasis to travel planning and live information
- ***At a glance – TfL Stands For helping customers get around London***



Service updates at 18:50	
Now	Later This weekend
Bakerloo	Good service
Central	Good service
Circle	Good service
District	Good service
DLR	Good service
H'smith & City	Good service
Jubilee	Good service
Metropolitan	Good service
Northern	Good service
Overground	Good service
Piccadilly	Good service
Victoria	Good service
Waterloo & City	Good service

• Buses • Roads • River
• Emirates Air Line

This core site emphasis should remain at the heart of development: a strong focus should remain on customers' journey needs and real-time information



Beyond this however, it's not clear what the site is for

- When customers focus on the non-core areas of site design, they feel less supported and this raises concerns about What TfL Stands For:
 - Tabs are not intuitive to customers – unclear who these were designed for
 - Information is often complex and hard to navigate when clicked through
 - TfL is not clear in communicating with customers

Accessibility Help & Contact Sitemap

Search: Search

Home Live travel news Getting around Tickets Road users Corporate Business & partners

'It doesn't make sense who this is for – they need to just focus on what we need and do it well'

Not clear what this would click through to – Journey Planning? Maps? Information

Unsure why road users have their own dedicated tab when other mode users don't?

Focus on corporate and business is at odds with the demands of customers: me & my journey

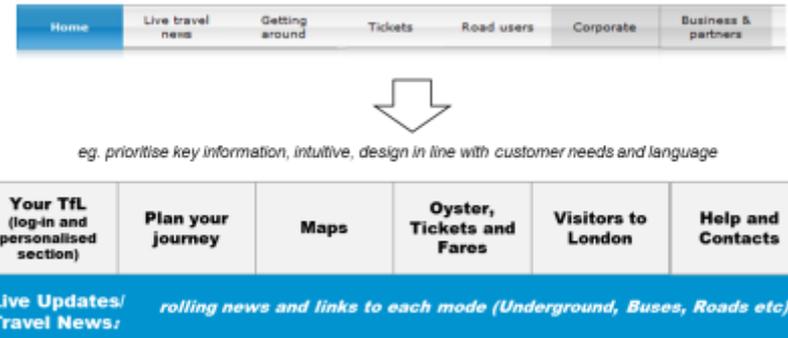
And click through menus are seen to hint at a lack of customer focus due to complexity of information

The site could be more effective at demonstrating TfL's values and vision. Through information organisation and proactively encouraging customers to get the most from their travel



More intuitive information architecture and navigation would be welcomed

- Customers call for a more modern look and feel
 - Crisp information, clear sign-posting, lack of repetition/clunky information
- Use only customer language/organising principles - making it more intuitive/aligned with customer needs
- Try to avoid repetition in tasks:
 - Make the journey/navigation easy – narrowing choices rather than complicating them
 - Make sure all the information is available at once (eg not clicking back and forth to find out which map/Tube line etc it's referring to)

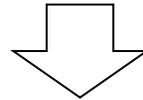


Information should reflect customer needs and be designed to help them get the most of their travel



For example...

Home	Live travel news	Getting around	Tickets	Road users	Corporate	Business & partners
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eg. prioritise key information, intuitive, design in line with customer needs and language

Your TfL (log-in and personalised section)	Plan your journey	Maps	Oyster, Tickets and Fares	Visitors to London	Help and Contacts
Live Updates/ Travel News: <i>rolling news and links to each mode (Underground, Buses, Roads etc)</i>					

Information should reflect customer needs and be designed to help them get the most of their travel



What TfL
Stands For

The website should help build Londoner's confidence in travel

the following areas (you can use ideas from other website services if you like):

What TfL stands for: Transport for London: To make commute easier, provide info and knowledge. To keep London moving. Confidence in travel.

the following areas (you can use ideas from other website services if you like):

What TfL stands for: - 1st point of contact for all travel in and around London.



Experience: the core customer need when visiting the site is 'checking'

What you are doing	How it feels to use the site/app/service
Checking travel information before leaving for work	In control and prepared Real time information. Nothing to dislike

Name of website/app/digital service	Date, time and your location	Device used to access	What you are doing	How site
#tfl.gov.uk	20/2/12 9:00 pm home	Computer	checking journey time	C
#tfl.gov.uk	21/7/12 9:30 am home	Computer	Planning journey to central London	E
#tfl.gov.uk	21/7/12 8:00 pm phone on train	On train while returning	checking bus timing	
#tfl.gov.uk	23/7/12 4:00 am Computer	Computer	checking journey time & price	

② color font + bright = up to date
- informative - gives info on various forms of transport eg. tube, buses, overground

- Customers are mostly visiting for at a glance updates or planning so they can get on with their journeys:
- The TfL site is really very good at delivering to these needs:
 - Easy to access/on landing page
 - Intuitive to use
 - Quick
 - Helps customers feel in control
 - Visually engaging
- Apps and email alerts also enhancing current interaction
 - Apps are well designed for use on the go (quick and easy to use)
 - Keeps customers up to date proactively - pushed information you can sign up for

Experience of site for main needs is mostly positive at the moment



Beyond initial satisfaction with checking, the site can frustrate customers

- On the whole, the site requires effortful thinking and engagement from customers which can be frustrating when they consider their task to be obvious and easy

Does not seem 'intelligent'

Too many drop down menus

Journey Planner

Journey Planner has found a number of locations matching the criteria. Please choose an option from the list below.

From London

- London Bridge Borough High St
- London Bridge Bus Station
- London Bridge City
- London Bridge EC4
- London Bridge Rail Station
- London Bridge Underground
- Milton Bridge
- Phipp's Bridge London T

'It annoys me because it should be the expert on London - I know it knows I mean the underground station but each time I have to select it. If it tried to auto-fill that would be better'

Information overload/not prioritised/text heavy/ does not deliver visual/brand engagement

Too busy & mixed up - hard to find what you're looking for.

Standard Tube map (PDF 0.25MB)
Standard Tube map (GIF 0.41MB)
Large print Tube map (PDF 0.44MB)
Black & white large print Tube map (PDF 0.53MB)

Our interactive map integrates bus, tram, DLR information with the familiar London Underground network. Launch the interactive map (opens in a new window)

Taking bikes on the Tube (PDF 0.10MB)

London 2012 Games

System code, Fares, Discounts for adults, Stations and children

'I just want a Tube map and it takes about six steps through the website to get there and you don't know which is the one you want - why is it so difficult?'

Information overload

Demands engagement from customers

paying congestion charges. Cumbersome The fact that I had to register before paying charge

'I'm trying to do something quickly - to pay them money - and they want me to register - you don't have to do that for other sites, why do you have to do it for TfL?'

Customers want the site to be more predictive, have fewer steps and deliver a less effortful experience for other tasks





There are some specific frustrations with Journey Planner

Does not give real choices

Get advice on travelling to London during the Games

Choose a route

Route	Depart	Arrive	Duration	Interchanges
1	07:19	07:49	00:30	
2	07:19	07:54	00:35	
3	07:24	07:56	00:32	
4	07:24	07:58	00:34	
5	07:28	07:58	00:30	
6	07:28	08:03	00:35	
7	07:31	08:05	00:34	
8	07:31	08:07	00:36	

Earliest | Earlier | Later | Latest

[VIEW ALL >>](#)

Games to the Games?

'It's not really options when they give you a list of six of the same – tube then tube then tube – what about another way of getting there'

Doesn't communicate problems well

Route	Depart	Arrive	Duration	Interchanges
1	07:21	07:58	00:37	

Problems are currently reported on this route

[View details >>](#)

'It still lets you plan your journey and sometimes they're big problems and sometimes little – it doesn't help you decide what to do'

Have to click through for details

07:19 08:08 00:49

[View details >>](#)

'I just want to know which lines and which buses without clicking through – I know the system well enough to make decisions from there'

Customers want the site to be more predictive, have fewer steps and deliver a less effortful experience for other tasks



On the go, apps are delivering a better experience than the mobile site

Apps



- Designed for mobile use
- Quick and easy to use
- Personal to you (can save preferences)
- Push information to you (eg when there are problems) – always on
- Put user in control
- Organised/saved to folder

'They don't require internet so are quicker'

'I love Bus Guru – it's my favourite app – I check every journey and it's so reliable'

'The apps are amazing – they make it so easy and tell me when there are problems so I'm better prepared'

Mobile site



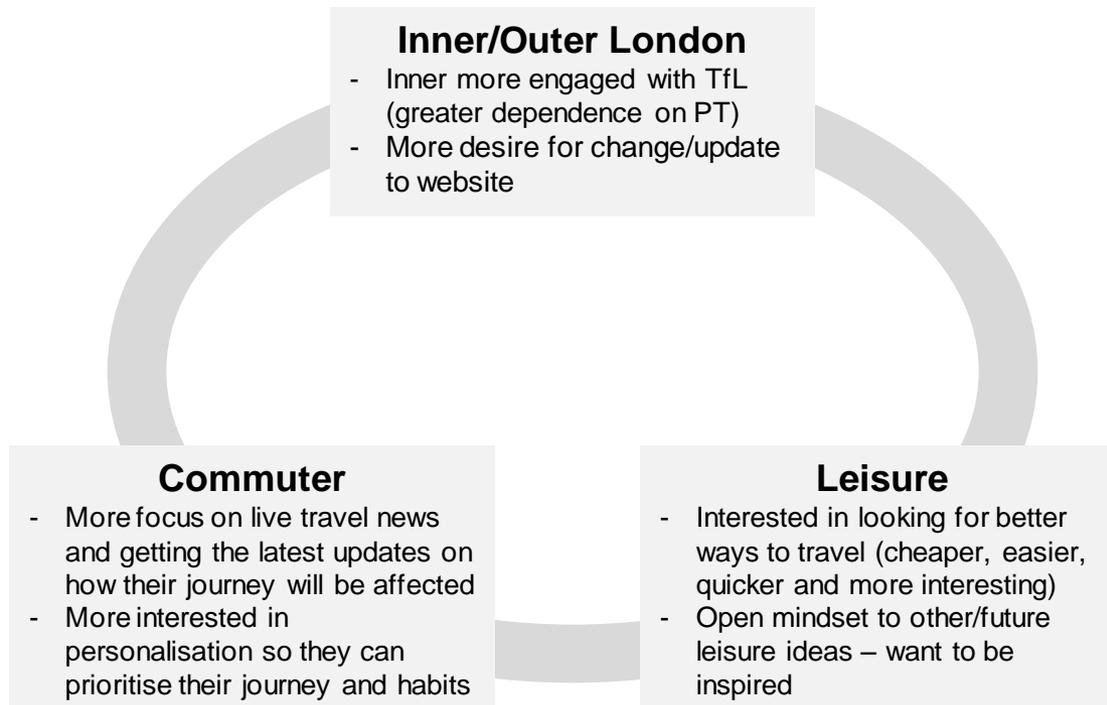
- Takes a long time to download
- Have to click through to do anything (does not have information on main page)
- Feels dated versus recent tech developments, and TfL's main website
- Less intuitive than apps
- Can't personalise
- Harder to access (lazy in bookmarking sites)

'I tend to use it on my PC – there's too much information for the mobile – and it's really slow'

**Apps work to enhance the customer experience
the mobile site is not delivering to the same degree**



Different journeys and customers have different needs



Site design will need to support different customer needs



The research confirmed a desire for a more personalised experience

Single Log-in

- Customers view TfL as a single organisation and expect a single login
 - Many are surprised it's not currently
- For those who use multiple services it would be easier if these were more linked up
- However, some would like to be able to conduct transactions without 'registering'

'I get so confused with all my logins – I can barely remember the important ones'

Cumbersome

The fact that I had to register before paying charge

Customisable/ personal site

- Customers (particularly younger and more tech savvy) welcome the idea of a personal home page for TfL
 - Ability to tailor to your needs
 - Prioritise information and avoid overload
 - Select key functions for home page – eg tube map, updates, payments/journey history

'I expect it to be like iGoogle or BBC – you can drag and drop and make it work for you'

– Customisation of Webpage

- Many hope this will come with a more friendly and proactive tone from TfL

Good Morning Toluope

Remember me / what I've done

- In addition to the personalised main page customers call for the site to be more predictive
 - Remember previous journey searches
 - Remember locations (home, work)
 - Remember preferences

Talking to you, more interaction



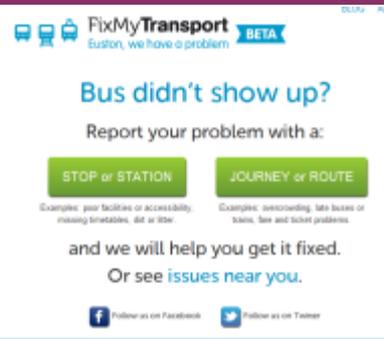
Social developments could be considered to improve customer experience

- Many customers are interested in a more social site if it's well managed and TfL is proactive in communication and responsive to customer feedback:

More dialogue with TfL and other customers



Comments and feedback – with responses from TfL



Ratings/suggestions to help get the most from your travel (eg of apps/journeys)



- But must not interfere with core needs – journey planning and live updates
 - And must not expect everyone to contribute

Increased sociability from TfL and customers alike





TfL could increase the areas it covers to meet customer needs

Leisure Journeys / Life in London

Reaching out beyond TfL

→ special offers for families, kids,

→ links to other websites - like national rail south west to in southern - etc



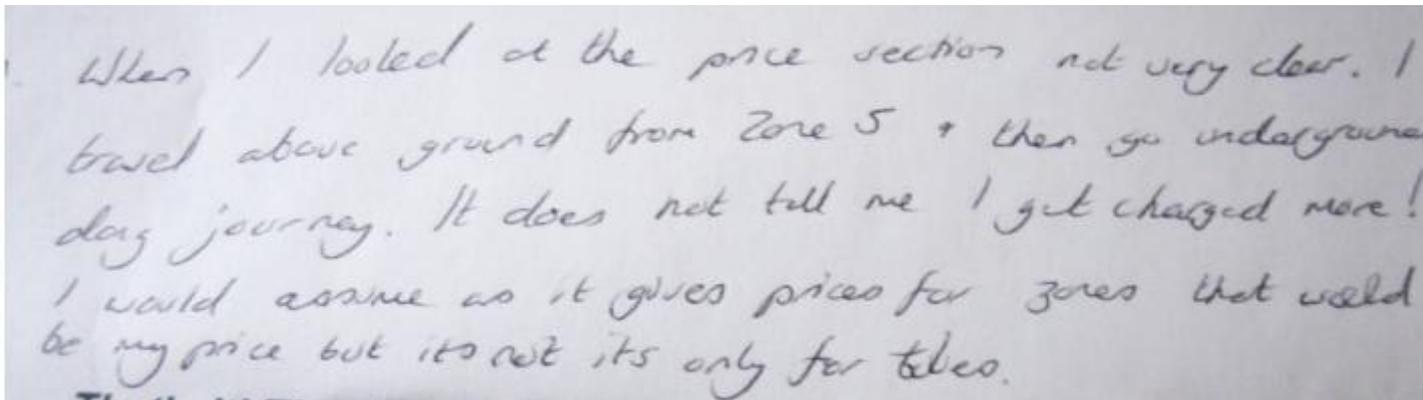
For more leisure based occasions

$X=Y \times 2$

Value

Value: customers find it hard to access information about prices currently

- One of the core points of frustration with the website is the lack of transparency and easy to access information about pricing
- This aspect of the site is making TfL hard to do business with and harming TfL's reputation



When I looked at the price section not very clear. I travel above ground from Zone 5 + then go underground day journey. It does not tell me I get charged more! I would assume as it gives prices for zones that would be my price but its not its only for tubes.

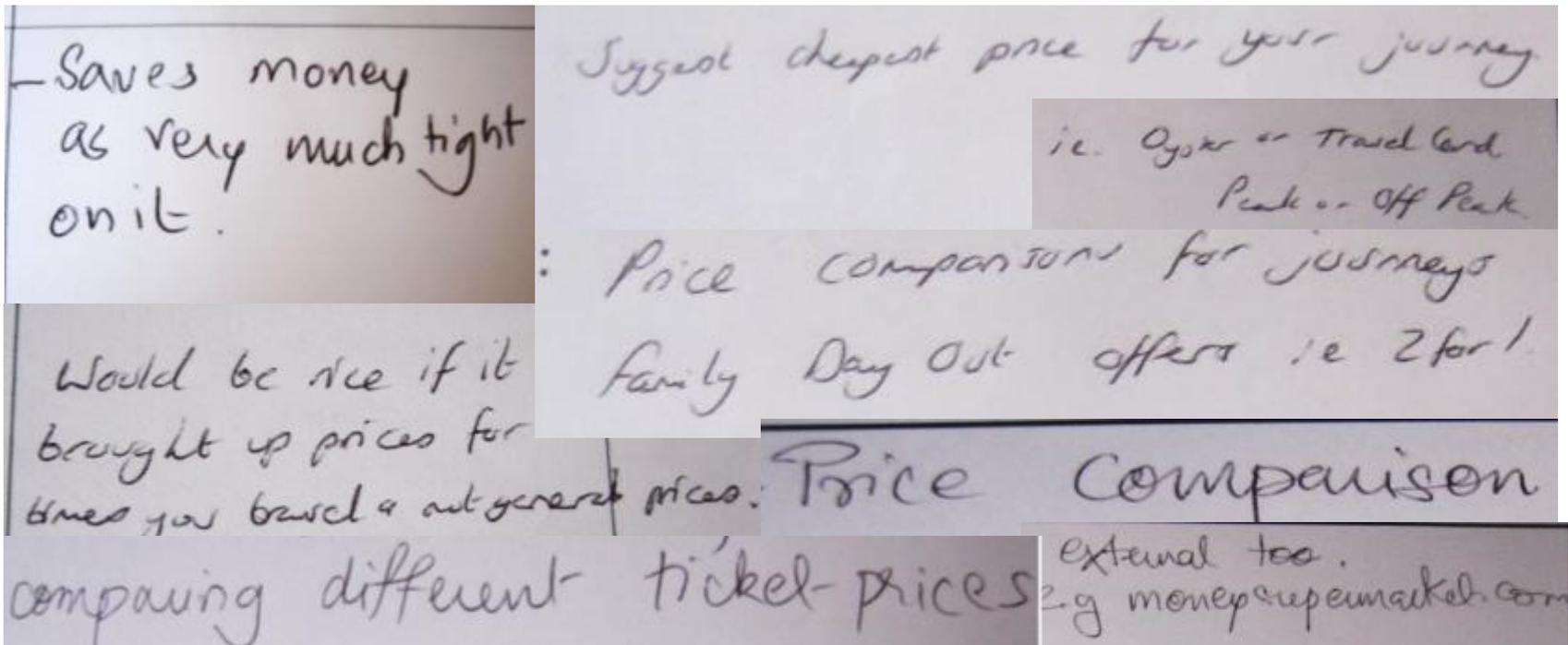
A need to help customers find the best fare and journey options for them

X=YxZ

Value

Value: a clear opportunity to provide deliver greater transparency and price information

- One of the most consistently requested improvements was around fare information and money saving



A rallying call for more transparency and support with fares

$X=Y \times 2$

Value

Value: delivered as a hygiene factor on other travel websites

website/app		
1 tfl.gov.uk	<ul style="list-style-type: none"> - Planning my journey - finding way to destination - looking for options 	<ul style="list-style-type: none"> - Saving time as I am in rush - saving time when there is connecting train bus - Very helpful when need
2. nationalrail.co.uk	<ul style="list-style-type: none"> - Planning my journey outside london - finding cheaper options for train → Shortening journey 	<ul style="list-style-type: none"> - Save time, money & shorten journey → finding connecting trains
3. online train.com	<ul style="list-style-type: none"> → love offers → Good discounts for journey outside London. 	<ul style="list-style-type: none"> - Saves money as very much tight on it.

$X=Y \times Z$

Value

Value: what customers want

- Delivery against value could be considered in one of two ways:
 - Desire for value to be integrated into options on the immediate journey
 - Travel by cheapest route
 - Cost of tickets/best value ticket for them (eg Oyster/Travelcard)
 - Longer term investments could be communicated in an engaging way
 - Info-graphics
 - However, there is a need for careful communication of this information – at present TfL is not always seen to back up words with actions and this information needs to be believable/credible and relevant to customer journeys if to be presented

'I can relate to that investment because it's about Victoria Station that I use everyday'

Two core opportunities for improving Value perceptions through the website



Already delivering to Progress & Innovation but further opportunities for development

- The site already does a good job of communicating about innovations:

- BCH, Cable Car, Wifi etc

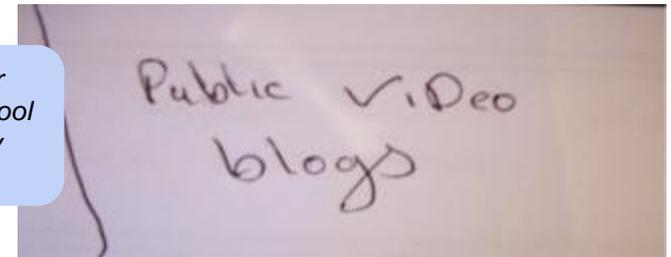


- Customers would like the site to do more to help customers get the most from their travel:

- Sharing social information/crowdsourcing

'I like the idea of the twitter feed – it seems very up to date. Possibly more reliable than the website too'

'If customers could post photos or videos of the station that would be cool – so you can decide whether they mean 'minor' or 'severe' delays'

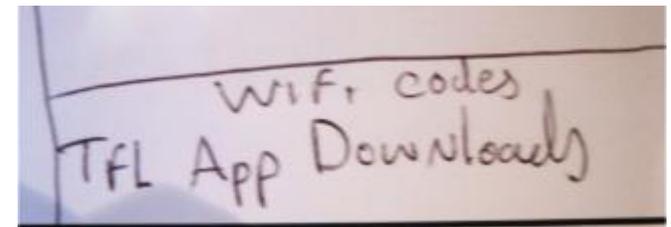


- Promoting & endorsing apps

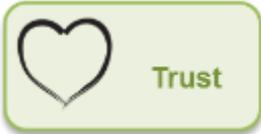
- Customers are comfortable with TfL's app strategy but want TfL to make/support recommendations and promotion

'I understand they let other people make them – but why don't they tell me which they recommend'

'If there was a TfL app made by them I'd expect it to be free – it's just another support tool to get the most for the service I'm paying for'



Customers want TfL to support them in getting the most from advances in technology



Trust needs to be considered across two areas on the website

Reliable Information

- Status updates to match experience/be accurate
- Journey recommendations to be accurate/provide all options

1) status is not always up to date. when there is industrial action there is zero info about it. Sometimes JP does not actually show the best routes.

latest events
d) Sometimes there is misleading information as it takes longer than expected time, different longer routes.

Personal Data & Transactions

- Customers want TfL to make it easy for them to make transactions on the site and feel that they can trust TfL

TELL US YOU DON'T BASS ON
PERSONAL DATA

d. The fact that I have never been able to top up my oyster online in spite of the fact that I have been assured that it is registered.

Customers do not feel that the TfL website is delivering optimally to these two areas at present



Customers expect TfL to act more like a bank than a social media site

- 3rd Party logins
 - Universally rejected by all
 - Concerns over social media/email accounts getting access to TfL's data
 - Desire for compartmentalisation/security of data

- Opportunity to make financial transactions easier
 - Currently the website is felt to require too much effort
 - Have to create account
 - When have account it doesn't remember your card details

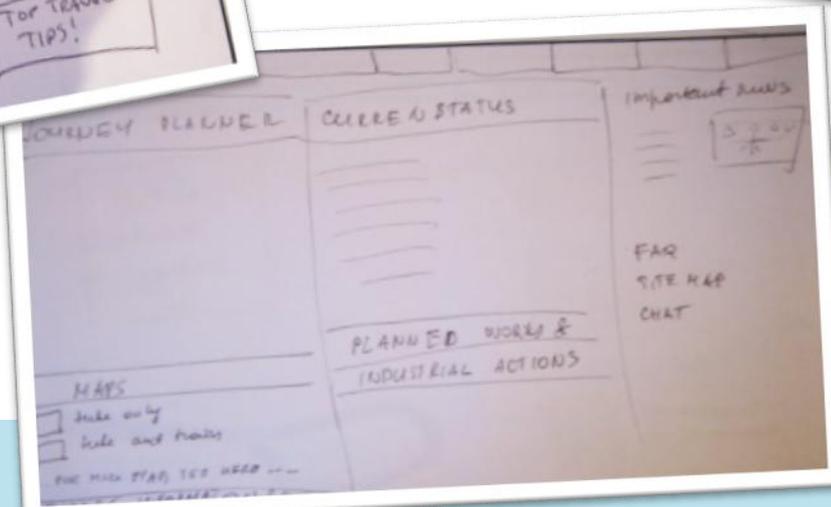
'I don't want the two accounts to be linked in any way – TfL have all my travel data and my personal details'

'Companies like Amazon and Ocado make it easy'

'I shop online all the time and it's really easy, it's not as easy with TfL – it's like they don't want you to do it online'

Logins and transactions should be carefully considered in development of the site as a key area to secure Trust

Customer ideas: examples



Post Task

What we did: post-task

- Following the groups we wanted respondents to immerse themselves in the TfL website experience and asked them to complete two tasks:
 - **Task 1:** *On your next public transport journey in or around London, write down your experiences (for instance, any frustrations, difficulties you encounter) and let us know **how a website service could have made your journey experience better***
 - **Task 2:** *Over the next few days, we'd like you to do **three things** from the list below **using the TfL website**:*
 1. *Follow a tube line of your choice via Twitter*
 2. *Register for daily mobile travel alerts*
 3. *Find out the actual cost of your daily / most common London journey*
 4. *Look up live travel news for your daily / most common London journey*
 5. *Find out what road works are happening in your borough*
 6. *Find detail on licensed taxi fares in London*
 7. *Find detail on walking opportunities in London*
 8. *Provide feedback (positive or negative) to TfL via the site*

Respondents chose to complete a broad range of tasks from the list but there was a particular interest in fares information (task 3 and 6), live travel news (task 4 and 5) and walking (task 7)



What TfL Stands For: the post task confirmed confusion over who the site was for

Customer focused and engaging

vs.

Business focused

Walking

Seven top walking routes

The most beautiful and interesting walks in central and Greater London.

'A delightful part of TfL and one I did not expect to find here'

'It was great to see the inspiring walks – I never would have imagined these were on here but they were good – we would definitely consider doing one of these'

'I loved the idea of downloading the audio link'

'There was lots of good guidance, tips and even health benefits... they should publicise it more'

'Seeing the taxi information was reassuring – it made me realise that they are organised and run to a fare system'

Walking tools

A big part of our job is to provide better streets and spaces for walking. To help design these, we use two main tools.

Pedestrian Environment Review System
Pedestrian Environment Review System (PERS) is a 'walking

'This is what I got when I selected "walking publications". A walking publication to me would be a walking borough guide... not stuff for business partners'

'Overall it feels too corporate and heavy, as I mentioned in the group. I am a customer of TfL... I only want to know how to get about and have practical details... I am not interested in the corporate side of TfL and stuff for businesses'

A need to ensure customers do not end up having to filter through corporate information and feel the site is designed for them



What TfL Stands For: there is opportunity to help specific customer types

For example – feedback from one customer:

Last week I took my 83 year old mother from Putney Bridge Station to Marylebone. Although, she is extremely fit and agile, my mother still found the steps to the steps to the platform very difficult to manage. I regretted not taking the 14 bus to Fulham Broadway station where I remembered that there was a lift from the ticket hall to the platform. Given that we are a rapidly aging country this fact should be reflected in the journey planner. I was unable to identify which stations had lifts to the platform. There was also no information about the difficulty of long staircases or distance between underground lines for people are required to change trains. Overall I think that TfL should have a third age section and focus on getting the users to their destination with the minimum of stairs and identify lifts available. Buses should take precedence as a recommended means of transport for the third age travel and journey times should reflect slower mobility. I mistook familiarity for contentment. I was able to move relatively swiftly and negotiated changing tube lines with ease. Thinking back I realised that it was because of my many years as a Londoner as opposed to being enabled by staff and the website. It should be clearer as to what support one is entitled to as opposed feeling that the level of help received was dependent on the good will of the staff

**This must not compromise other customers' experiences
but there is opportunity to enable specific customer groups**



Experience

Experience: the site can cause confusion and frustration at times

Register for free travel alerts

* required information.

'Too much info to sift through, not enough clarity.... Would rather just check online than go through this process [registering for travel alerts]'

Choose a user ID* Your user ID must be at least 4 characters long

Choose a password* Your password must be at least 4 characters long

Confirm password*

Do make a note of your user ID and password - you'll need them to use the site

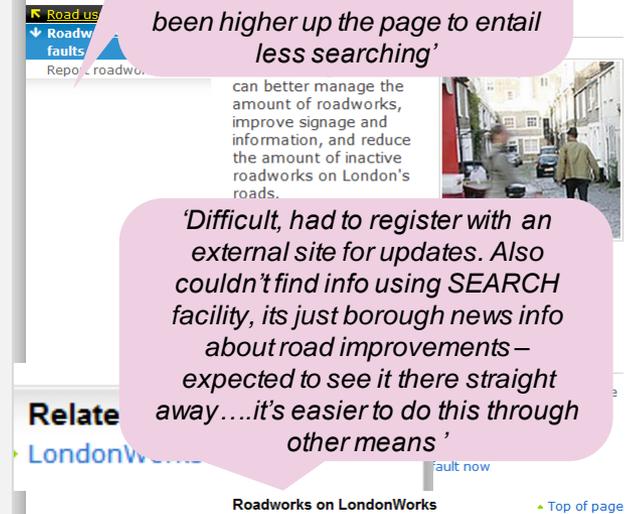
'They should give an indication of the effort required... something like the chillies in Indian restaurants but using stick men'

Customer experience

- Navigation is not consistent:
 - Customers often ended up in different places on the site and didn't always find what they were looking for
- Some tasks were more straightforward and positive than others:
 - Details on licenced taxi fares was simple
 - Live travel news was intuitive and met customer needs
 - Providing feedback was easier than expected
- Many tasks were felt to involve too many steps/sifting through information and were cognitively taxing
 - Finding road works – many ended up in the wrong place
 - Mix of corporate and customer information
 - Overwhelming amount of information
- A desire for more engaging/helpful information

'When I accessed the page Road works and street faults I would have appreciated a more obvious link to jump straight to where I wanted to look, I felt the LondonWorks link should have been higher up the page to entail less searching'

'Difficult, had to register with an external site for updates. Also couldn't find info using SEARCH facility, its just borough news info about road improvements – expected to see it there straight away....it's easier to do this through other means'



Consistent with findings from the groups

$X=Y \times 2$
Value

Value: whilst taxi fare info was well received, public transport info is not designed for customers

Taxi fares

The table shows typical fares and journey times. Fares and journey times may be higher if there are

'the task was straightforward but there should be a price comparison chart for the different modes and more information about your journey' [searching for taxi tariffs]'

Miles	Journey time	Fare
2 miles	10 - 20 mins	£8.40 - £11.68
4 miles	16 - 30 mins	£15.00 - £22.72
6 miles	28 - 40 mins	£23.00 - £34.72
Between Heathrow and Central London	30 - 60 mins	£45.00 - £67.50

There is a minimum fare of £2.40 at all times.

You do not need an Oyster card to pay cash single fares or to buy Day Travelcards.

Value

- For the most part information was overwhelming and hard for customers to navigate
 - Taxi fares were easier and more helpful but this is not the core customer need
- They want information that is easy to use and relevant to them
 - Fare calculation for their journey
 - Price comparison by mode
 - Integration with journey planner
 - Single and return fare information

'I found it very difficult and frustrating... it should be information that is included in the journey search [searching for fare information]'

'They should do a fare audit so that existing customers do not feel they are being taken for granted and all the good deals go to new customers' [searching for fare information]'

Oyster pay as you go				Travelcards			
Off-peak single	Peak price cap	Off-peak price cap	Day Anytime	Day Off-peak	7 Day	Monthly	Annual
£2.00	£8.40	£7.00	£8.40	£7.00	£29.20	£112.20	£1,168
£2.00	£8.40	£7.00	£8.40	£7.00	£29.20	£112.20	£1,168
£2.00					£29.20	£112.20	£1,168
£2.60					4.20	£131.40	£1,368
£2.60					4.20	£131.40	£1,368
£2.60					1.80	£160.60	£1,672
£2.60					1.80	£160.60	£1,672
£2.90					9.80	£191.30	£1,992
£2.90					9.80	£191.30	£1,992
£2.90	£15.80	£8.50	£15.00	£5.50	£53.40	£205.10	£2,136
£2.90	£15.80						
£3.70	£19.60						
£3.70	£19.60						
£3.70	£19.60						
£3.70	£19.60						
£3.70	£19.60						

A real opportunity to improve value perceptions and meet customer needs through the site

**TfL website:
the tourist
perspective**

Overseas tourists tend to be using ‘travel sites’ before coming to London

Lonely Planet



Trip Advisor



Visit London



Asking friends and family for advice

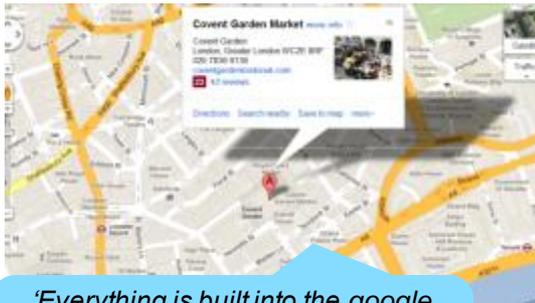


- Primary need is to get the most from their holiday – activities / sight seeing
- Getting around is a secondary need before arriving – might check but before leave not doing detailed preparation – tend to look on Google maps for nearest station and to get a feel for the area (travel planning is quite general and instinctive)
- When they search for websites typically the TfL website has not come up

Tourists looking for an overview and travel tips before leaving their home city

When in London overseas tourists use a range of sources

Google maps



'Everything is built into the google map – it makes it really easy – I just click on the Tube map and it gives me information'

Underground map



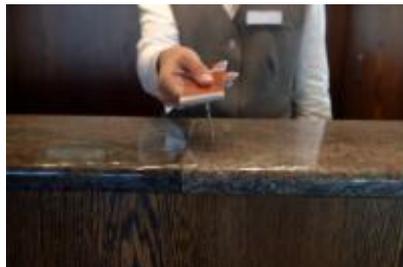
'We use this for planning how to get around, it means you can check along the way'

Underground staff



'The staff are great – they're so knowledgeable and helpful, I've asked them lots of questions'

Hotel staff



Guide books/apps



Most are not using the TfL website – want more location based, personal and tangible travel advice

Overseas visitors do not feel the site is designed for them at present

- Generally find the site quite intimidating and hard to navigate
 - Beyond Journey Planner, there is nothing they really relate to
 - Feels very detailed and specific to Londoners

- Tourists want more supportive advice and guidance to get the most from their travel
 - More directive advice on what to do/how to travel around London
 - More visual/engaging content
 - Interlinking activities and travel planning – want certainty around getting to their destination rather than the links in between

Opportunity for a more tailored solution for tourists

A number of areas for site development exist when considering overseas visitors

1. A dedicated section for overseas tourists – ‘Visitors to London’ or ‘All you need to know’
2. Language options at top of page
3. Optimisation of Journey Planner:
 - Drop down menu/better search function for location (find it hard to use currently due to language difficulties and number of options)
 - More comparison between effort, cost, time – which is easiest route for tourists?
4. Reduce information needed to read/process, make more intuitive – text heavy at the moment - makes it hard to use for tourists who do not have language/local knowledge
 - Integrate Google maps? As it’s familiar
5. Pricing and ticketing guidance/info
 - *Which ticket is best for me? Should I get an Oyster Card? How can I use it?*
6. Things to do in London
7. Need to be encouraged to use it (by underground map/staff, on other sites)

Research Summary

Headlines from the research (Londoners)

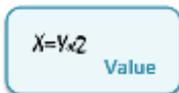
- The research confirmed that while TfL website is broadly meeting customers' core functional needs at present (Journey Planning and Live Travel Updates), there are opportunities to optimise the experience across a number of domains. These can be considered across the TfL Reputation Architecture:



What TfL Stands For: design should be optimised to put customers at the heart of the website and remove the need to navigate around information that is not relevant or inhibits use



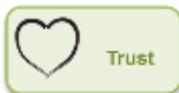
Experience: customers would welcome a more intuitive and personalised website that improves their digital interactions with TfL



Value: customers currently find fare information to be hard to access – which reflects poorly on value perceptions. The website redesign presents an opportunity for TfL to optimise its delivery to customer needs



Progress & Innovation: the website can be both a host for news and source of innovation itself (promoting apps, new digital style/services)



Trust: there are two areas TfL needs to consider when developing its website to ensure (and enhance) trust – reliable information and safe transactions

Headlines from the research (overseas visitors to London)

- Tourists' needs vary from those of Londoners'
 - **Pre-visit** – trying to plan functional and leisure/entertainment needs simultaneously
 - Tend to use sites that align to this mind set: Lonely Planet, Visit London
 - Also seek advice from friends/family – a desire for personal reassurance and tips
 - **In London** they want personal support to meet their needs and tend to get this in several ways:
 - Personalised advice – from Tube staff and staff at other locations (eg hotels etc)
 - Location based information on-the-go eg Google maps and its integrated transport information (Tube/train stations on the map)
 - Everyone also picks up a Tube map

- Most have not visited the TfL website and once on the site tourists are unsure what to do - it is not particularly accessible for tourists

- There is opportunity to develop the site to better meet tourists' needs including a dedicated section/guide on making the most of London transport (for tourists) and also to promote the site more to this audience (on other sites, on the Tube map etc)

Appendix:
*Methodology and
sample*

Group sample

Group	Location	TfL website and/or London travel app usage	Life stage
1	Inner	Heavy	Pre-family
2	Outer	Medium	Family
3	Inner	Heavy	Post-family
4	Outer	Medium	Pre-family
5	Inner	Heavy	Family
6	Outer	Medium	Post-family

- Sample skewed towards more regular users of digital services and travel tools to future-proof the research:
 - Heavy: to use the website four or more times per week and/or at least twice a week and use London transport apps at least twice per week
 - Medium: to use the website and /or London transport apps more often than three times a month, but less than four times a week
- Reasonable level of tech engagement – all to have internet at home, most to have smartphone/internet on phone
- Equal mix of: gender, mode, SEG (BC1C2)

Intercept sample

- Two key tourist locations:

Covent Garden



South Bank



- Total of 30+ intercepts
- All were overseas visitors to London
- Included a mix of:
 - Gender: 50% male, 50% female
 - Age: 30% 18-24 years, 40% 25-44 years, 30% 45 + years
 - Nationality: Good mix – European, USA, South America, Middle East and Asia
 - Reason for visit (work/leisure): 50% holiday/leisure, 30% study, 20% work
 - Group size: 60% individuals, 30% pairs/groups, 10% families