

APPENDIX 4

Customer Journey Segments	Existing Passengers Transport Focus Research Base	Non Users (Existing Barriers to travel)	Future Passengers / Trends	Issues
Journey Planning	Putting rail information in the public domain, 2011 , [influence of info on travel choice] Disability (passenger assist 2014) [showing specific accessibility needs when planning] Integration in Scotland 2014 [highlights planning as important] Extreme weather 2015 [planning and delivery during extreme weather] Passenger information during the 'Beast from the East' and Storm Emma 2018 Passenger Needs and Priorities for Planned Railway Engineering Works 2012 Passenger Needs during engineering works 2015 [Reading/Bath/Bristol] Putting passengers at the heart of the Waterloo upgrade 2018 [information / awareness] Derby resignalling works 2018 [highlighting awareness of disruption due to planned work]	Don't know how to start Perception (too difficult) Accessibility worries	24/7 world Online Emphasis Personalisation (filter to avoid overload) Older population Car ownership decline Competition (i.e. sat nav/ Uber/car share offering door to door journey)	Awareness/attractiveness of rail as a choice Availability/choice of information sources Ease of planning Accuracy of sources and consistency between sources Personalisation – 'my journey' Trust Managing disruption (planned and unplanned) Real time information during disruption
Getting a Ticket	Employers' business travel needs from rail, 2009 [business' views inc fares and tickets]. Fares and Ticketing Study 2009 . [Value for money and European comparison] Perceptions of fares and ticket options, 2012 [overall summary of views & research] Smart ticketing 2013-16 [Suite of research on smart and contactless] Advance Purchase on Day 2015 [new form of ticketing – attitudes to change]	Cost and complexity	Search for value (end of assumption that each generation will have it better) Compare modes to make value choice Increasingly electronic world More part time work/less 5-day a week commuting	Value for money Choice – personalised products Ability to make an informed purchase Ease of purchase Accuracy and Trust (actual and perception) Legal liability (consumer law)
To the Station	Integration in Scotland 2014 [physical integration] Integration/barriers 2010 [barriers are cost/convenience; perceptions] Car parking (2010) [price, space, payment, East Midlands] Getting to the station – East Anglia (2007) [impact of no car parking space]	Perception (can be worse than reality) Not trust connections	Older population Car ownership decline Availability of bus services Increasing volume of cycling	Perception gap (degree of 'hassle') Cost (especially of parking) Personal security Peace of mind (missing a service)
At the Station On the Platform	Station design: Edinburgh , Glasgow QS , Euston , Kings Cross Personal security/staff [human presence valued] Passenger experience unstaffed station 2011 [stations in Wales] Info screens at station 2014 [importance of information screens] Ticket Vending Machine usability, 2010 . Ticket queuing times major stations 2008 and large regional rail stations 2010 .		Older population (platform train interface)	Inclusive design (inc platform train interface) Real time information (personalised) Staffing Capacity (station crowding) Personal security Facilities
On the train	Punctuality-the passenger perspective 2015 [dependability, trust, right time] Train Design: Thameslink , Merseyrail , Scotrail [value of engaging users] Value of travel time 2010 [emphasises Wi-Fi, phone, power] Catering [featured in West Coast and East Coast franchise research] Luggage on long distance services 2018 [volume and type carried and expectations] Using passenger insight to aid HS2 design 2018 [ticketing, luggage, catering]	Perception formed by bad experience and word of mouth	24/7 world (first and last trains) Ability to work anywhere Value of travel time – Wi-Fi a basic expectation Personalised information	Performance (link with satisfaction and trust) Crowding Inclusive Train design (seat v space v facilities) Value of travel time Real time information (personalised) Personal security Staffing
Arrival /Interchange	Integration/barriers 2010 [barriers are cost/convenience; perceptions] PlusBus 2015 [awareness and use] Cross Country Passenger Research 2018 [views on interchange]	Convenience/hassle Lack of real time information	Personalised wayfinding Older population	Reliability (making a connection) Real time information
Post Travel	Compensation 2013 and 2016 and 2018 [levels of awareness; attitudes] Ticket to Ride 2012 and 2015 [dealing with ticketless travel]		Personalisation / automation	Awareness of rights Ease of claiming/complaining Fairness – redress mechanisms
Overall Experience	NRPS [passenger satisfaction] Priorities for improvement 2017 [showing order of importance] The Passenger Experience 2014 [experience through the journey process]			Importance of the 'core product' Aligning incentives around passenger needs (e.g. right time)
Overarching culture	Engagement 2013 [passenger power, initial and ongoing voice] Trust 2014 [performance is core, relationship has scope to improve] Customer service 2016 - Northern [views on customer service] Presenting 'right-time' performance information 2013 [impact on trust/transparency]	Cross Country Passenger Research 2018 [barriers to use] Tomorrow's passengers 2018 [barriers]	Branding Power of trust/relationship	Capturing and using the passenger voice in franchising and HLOS/Periodic review Transparency/accountability (personalised) Trust