



# The ticket

Insights from HS2 online panel



# Task:

- When travelling on HS2, how would you want to purchase and have your ticket administered to you?
- Describe the journey you envisage from buying the ticket to receiving it.
- Some things to think about might include:
  - The different channels for buying tickets: internet, mobile app, ticket machine, ticket booth.
  - How you imagine paying: Near Field Communications, credit/debit card, PayPal, Google Wallet.
  - How you receive the ticket, for example download to phone, paper ticket, maybe no ticket at all!

Task 26, posted 31/10/2014

# The ticket

- Purchasing tickets was seen as complicated and labour intensive. Station ticket machines were a source of frustration.
- Consumers want HS2 tickets to be seamless and simple but struggled to find a perfect solution. Many drew on technology they used in daily life: e-tickets stored on smartphones, QR codes, PayPal, pre-pay cards and contactless cards.
- The possibilities of technology were constrained by concern about battery life and levels of access to smart technology.



*"The company I work for purchases my ticket online and I pick up my tickets at the station. It has always worked but the code is a bit of a pain - I need to have it recorded on my phone, I need my glasses, a credit card and there are often queues. It can be a bit of a faff."  
(Leisure, Nottingham, 41-50)*

*"Having to obtain tickets from machines is invariably a stressful process - I recently missed a long distance express train by less than a minute due to the ticket machine screen not being as touch sensitive as you would expect and certain characters when pressed not registering - talk about frustrating and stressful!"  
(Leisure, Nottingham, 31-40)*

# Purchasing the ticket

- Passengers want as few steps as possible when buying a ticket. This could mean details and preferences saved for a quick checkout at home or intuitive ticket machines at stations with plenty of staff on hand to resolve issues quickly.



## ON-LINE



- Buy a ticket in a few steps
- Know my details for fast pay
- Pay by cards or PayPal
- Add extras (food, drink, book a seat request assistance)

## MOBILE PHONE



- Via an App in advance
- Via Bluetooth at the station

## MACHINE



- Intuitive, simple to use machines
- Staff on hand to help with any problems

## STAFF



*"I would like to be able to buy a ticket through phone app or Internet. I would like too pay for it via credit card, maybe a system similar to Amazon where all your details are kept and you just press 'buy'." (Business, Leeds, 61-70)*

# Receiving and using the ticket

- Mobile phones were seen as the main way to receive and use tickets. Some passengers wanted to pay with credit or debit cards at the barrier or use pre-pay cards like the London Underground Oyster Card. Others wanted to be ticketless.
- Despite all potential advancements in technology, some still desire paper ticket.

E-ticket

MOBILE PHONE



- Main option for receiving and displaying tickets

Instant pay

CONTACTLESS



- Some desire for cards to be used to board the train
- Cost of the ticket deducted directly at the barriers
- Smartcards that hold pre-loaded tickets or credit

No ticket

RETINA DISPLAY



- Some wanted no ticket
- Confirmation via retina or fingerprint scanning