HS2 Online Community

Monthly Report

February – July 2015

transportfocus

Discussion: Task 35

- For those of you who would like to access entertainment / information on the train, how would you prefer to do so?
    - Use your own device (e.g. a tablet, laptop) - either using your own content, or accessing content provided by HS2
    - On a seat-back screen (like on a plane)
    - Borrowing / hiring a device for the journey

- Which of these is your preferred option, and why? What would need to be in place for this to meet your needs?
- Tell us your thoughts on the options you didn't choose – what are your concerns about these?

transport**focus**

The panel want the devices used for on-board entertainment and information to offer the following:

- **Convenience** - Easy to access and use
- **Quality** - High quality model (e.g. good screen size, robust materials) in good condition
- **Safety** - Keeps data and browsing private and secure, and is hygienic to use
- **Choice** – Wide selection of good quality entertainment/ apps
- **Connectivity** – Always connected to (free) internet
- **Power** – Ability to charge device – or always powered
- **Free** to use
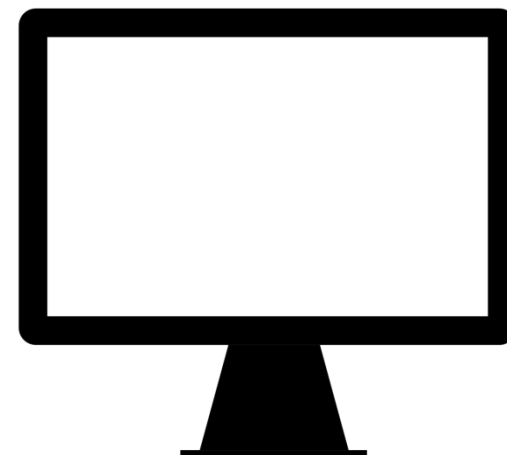
"[I need] to access email, social networks - I would not use a public interface for this unless there was no alternative. If hiring a device I would be concerned about the cost , also it being grubby - quality would also be an issue as it would be likely to be a cheap model. Operating system and layout could be a pain."
(Business, Liverpool, 41-50)

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The majority feel that their own device can best meet these needs, with only one third preferring a seat-back screen

Preferred way of accessing info/ entertainment on train

65%

35%

■ Own device
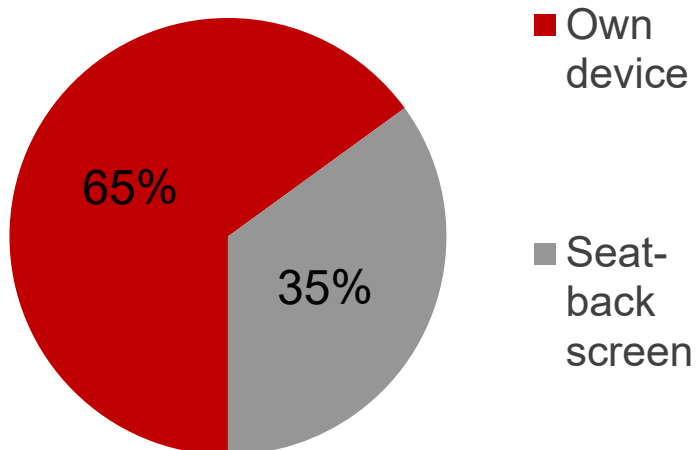
■ Seat-back screen

Those using a seat-back screen would use it for:

✓ Journey information

✓ Films and entertainment

✓ Games

✓ General browsing

They would not use it for:

✗ Work/ email

✗ More secure browsing (requiring logging in)

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Passengers' own devices would meet all of their criteria, as long as free internet and charging points were provided

	Own device - accessing own/ HS2 content
Convenience	✓ Most carry their device with them on journeys anyway ✓ Familiar with device so easy/ quick to use **SUGGESTION:** Could a tablet holder be provided?
Quality	✓ Device will be of acceptable quality
Safety	✓ Browsing and data will be private & secure ✓ No hygiene worries
Choice	✓ Able to access preferred entertainment/ apps/ bookmarks/ files ✓ Able to save work/ browsing and take away **SUGGESTION:** Could HS2 content be accessed before the journey, to create playlists?
Connectivity	✕ Connectivity unreliable – free internet needed
Power	✕ Battery may fail so charging points needed – ideally just by seat
Free	✓ Free to use

"I'd prefer to use my own tablet, which is always in my bag, and my own content. I'm rarely interested in any offerings shown on planes/ferries etc. This would also allow me to use my own apps for e-mail, browsing and so on, and my own security software."
(Leisure, Glasgow, 51-60)

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Seat-back screens have a number of downsides and would not meet needs quite as well (for most)

	Seat-back screen
Convenience	✓ Do not need to carry own device ✗ Unfamiliar – less easy to use **SUGGESTION:** Should be adjustable, with headphones provided/ rented
Quality	✓ Screen will (presumably) be bigger than own smart phone ✗ May be lower 'spec' device than preferred – e.g. smaller screen ✗ May suffer from wear and tear/ vandalism, or light reflections
Safety	✗ Privacy/ security concerns – would not use for private work/ browsing ✗ Less hygienic than own device
Choice	✓ Able to access new content e.g. films ✗ Choice of content may be limited/ not liked **SUGGESTION**: Ports to connect own device and view own content
Connectivity	✓ (Presumably) Guaranteed connectivity
Power	✓ Guaranteed power – useful if own device has low/ no battery
Free	✓ (Presumably) free to use

"My preferred option would be to access entertainment on a seat back screen as I don't always have my own device with me – I can still watch some entertainment."
(Business, Birmingham, 51-60)

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A hired device is seen as having hardly any advantages, and there are many concerns

	Hiring a device
Convenience	✖ Inconvenient – do not want to spend time/ effort borrowing ✔ Helpful if forget device, don't own, or want extra devices for children
Quality	✖ May be lower 'spec' device than preferred – e.g. smaller screen ✖ May suffer from wear and tear/ vandalism
Safety	✖ Privacy/ security concerns – would not use for private work/ browsing ✖ Less hygienic than own device ✖ What happens if it breaks – are they liable?
Choice	✔ Able to access new content e.g. films ✖ Unable to access own content ✖ Choice of content may be limited/ not liked
Connectivity	✖ Connectivity unreliable – free internet needed
Power	✖ Battery may fail so charging points needed – ideally just by seat
Free	✖ The panel presume a fee would apply

"I wouldn't want to hire or borrow a device, it's just seems like an extra hassle and one more thing to worry about. I want to board HS2, sit down and not need to think about anything else knowing it's all there ready to access when it suits me."
(Business, Liverpool , 31-40)

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Survey: Task 36

• Which of the following facilities do you think is important to have at your seat on a ….

- Short commute (less than one hour)
- Long commute (one hour or more)
- Short business trip (less than 90 minutes)
- Long business trip (90 minutes or more)
- Short leisure trip (less than 90 minutes)
- Long leisure trip (90 minutes or more)

• Please select up to 6 facilities, which you think are important to have at your seat. (You can select fewer, if you don't need 6)

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Passengers prioritise free Wi-Fi, charging points, fold-down tables and the ability to use their own devices to access information/ entertainment

Facility	Rank order	
	Short journey	Long journey
Free Wi-Fi	1	1
Charging points	2	2
Ability to use own device to access HS2 information and entertainment	3	=4
Fold-down table	4	=4
Cup holder	5	12
Lockable storage for small items	6	3
Seat-back screen for accessing HS2 information and entertainment	=7	8
Headphone sockets - for HS2 music/ information/ radio	=7	11
Headphone sockets - allowing noise cancellation	9	=9
Reading light	10	7
Fixed table	11	=9
Privacy screens	12	6
Wake-up call/ alarm	13	12

Storage, reading lights, fixed tables and privacy screens become more important when the journey is longer

Cup holders and headphone sockets are sacrificed to accommodate these

Higher ranking on longer journeys

Lower ranking on longer journeys

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On short journeys, the needs of the three passenger types are fairly similar

Five most important facilities: short journey		
Commuters	Business	Leisure
Free Wi-Fi	Free Wi-Fi	Free Wi-Fi
Charging points	Charging points	Charging points
Ability to use own device to access HS2 info/ entertainment	Ability to use own device to access HS2 info/ entertainment	Ability to use own device to access HS2 info/ entertainment
Fold-down table	Fold-down table	Fold-down table
Cup holder	Lockable storage for small items	Lockable storage for small items

Business and leisure travellers are more likely to prioritise lockable storage, whereas commuters choose a cup holder

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On longer journeys priorities differ more, with business travellers prioritising fixed tables and privacy screens (for work purposes)

Five most important facilities: Long journey		
Commuters	Business	Leisure
Free Wi-Fi	Free Wi-Fi	Free Wi-Fi
Charging points	Charging points	Charging points
Lockable storage for small items	Lockable storage for small items	Fold-down table
Fold-down table	Ability to use own device to access HS2 info/ entertainment	Seat-back screen for accessing HS2 info/ entertainment
Ability to use own device to access HS2 info/ entertainment	Fixed table	Lockable storage for small items
	Privacy screens	Ability to use own device to access HS2 info/ entertainment

Leisure travellers are more likely to want a seat-back screen for accessing HS2 info and entertainment – potentially due to a greater need for relaxation

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Discussion: Task 37

- Your responses to the survey suggest that the following items are less important for you:
    - Wake-up call/ alarm
    - Reading light
    - Cup holder
    - Headphone sockets – allowing noise cancellation
    - Headphone sockets – radio
    - Privacy screen
    - Fixed table

- If these facilities were not available at your seat on HS2, would this negatively affect your journey, and in what way?
- Are there other ways in which your needs could be met, without these facilities?

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The panel believe that only simple facilities are needed at 'standard' seats – particularly on a quick HS2 journey

- Many of the needs met by the facilities suggested can also be met by passengers' electronic devices (e.g. Kindle, tablet, smart phone), so are not crucial
  - Though they would be 'nice to have', for those without devices/ who have run out of battery

- Rather than equipping all seats with functionality for everyone, the panel suggested that HS2 could provide designated spaces (some of which could be bookable) for activities such as:
  - Working
  - Meetings
  - Peace and quiet
  - Taking calls
  - Eating/ drinking

"I previously suggested that within the carriage layout there should be a break out area where one could have a drink or snacks and also some sort of meeting room or designated working areas that would allow one to work/make calls away from the immediate seating area."
(Business, Birmingham, 31-40)

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Wake up calls, reading lights and headphone sockets are generally considered discretionary

	Wake up call	Reading light	Headphones sockets for music/ info/ noise cancellation
Would not be missed as…	• Most do not sleep on the train • Could set alarm on phone	• Most do not read on train, or read on back-lit devices • 'Normal' lighting should be sufficient	• Entertainment/ info could be accessed on own device • Important info should be conveyed via loudspeaker • Do not expect lots of noise in the carriages
Would be needed if…	N/A	• Insufficient lighting at night/ underground	• Seat-back screen is provided
Alternative suggestions	N/A	N/A	• Specialist areas for those wishing to make noise/ have peace and quiet

"I doubt I would ever need an alarm/ wake up call as don't sleep on public transport. Even if I did - my phone would wake me with alarm."
(Business, London, 51-60)

"Reading light I don't see need for unless of course the underground aspect of HS2 might make that an issue. I suspect general lighting would be adequate."
(Business, London, 51-60)

"I bring my own entertainment (Kindle, phone), so I wouldn't require headphone sockets. I would expect any important information to be relayed over a loudspeaker system ."
(Leisure, Nottingham, 41-50)

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Fixed tables are not always essential, even for business travellers – having enough space is the key need

	Fixed table
Would not be missed as…	• Many happy with a fold-down table – even business travellers
Would be needed if…	• Passengers want to spread out work/ devices/ other belongings • However, 'size' of table more important than whether it is fixed
Alternative suggestions	• Specialist (bookable) areas with tables for those needing more space

<u>Benefits of fold-down table:</u>
- Provides own space – do not have to share
- Flexibility to fold away for more room

"Fixed table - this would be missed greatly if trying to spread out work documents with a laptop."
(Business, Liverpool, 41-50)

"Table - yes, fixed maybe not so. As long as they are big enough to get laptop and a cup of coffee on then I think that is fine."
(Business, Birmingham, 18-30)

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Cup holders are divisive, with some feeling these are important but others saying they are not needed

	Cup holder
Would not be missed as…	• Many do not drink on the train, or use water bottles • Fold-down tables can accommodate a drink
Would be needed if…	• Fold-down tables not large enough to accommodate drink AND possessions • Business travellers likely to need more space for laptops etc. • Passengers are drinking hot drinks – some are concerned that these could spill
Alternative suggestions	• 'Indented ring' for cups on fold-down tables • Take-away cups designed for greater stability (e.g. lower centre of gravity)

Wide-based cups suggested, for greater stability

"Not having a cup holder wouldn't bother me in the slightest. I'd just put my cup or bottle of water on the table/fold down table instead - which is what I'd prefer to use, anyway."
(Leisure, Nottingham, 41-50)

"If my fold out table had my laptop on it, I would miss the use of one."
*(Business, Birmingham, 51-60)*

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Discussion: Task 38

- A number of you have suggested that you would like to be able to use a privacy screen when travelling on HS2.
- Can you envisage any problems or downsides to having privacy screens on HS2?
- For those of you that would like privacy screens, what do you imagine that these screens would be like? When answering this, please think about:
  - What the screens would look like, and how large they would be
  - How solid/ heavy they would be
  - Where they would be positioned
  - Whether this position would fixed, or moveable

- Please upload a sketch of your ideas for these screens

transport**focus**

There are varying views on privacy screens: while some felt they would be beneficial, most felt they would not be necessary on a short HS2 journey

- The main perceived benefits of privacy screens are:
  - Shielding of work/ personal information
  - Reducing noise/ disturbance from neighbours
  - Enabling sleep
  - 'General privacy' – providing a 'cocoon'?

- Most felt these needs could be met by designated spaces which passengers can book if they want greater privacy, e.g.:
  - Designated working areas
  - Single seats – potentially enclosed/ with screens
  - Meeting pods
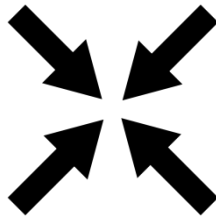 - Quiet zones
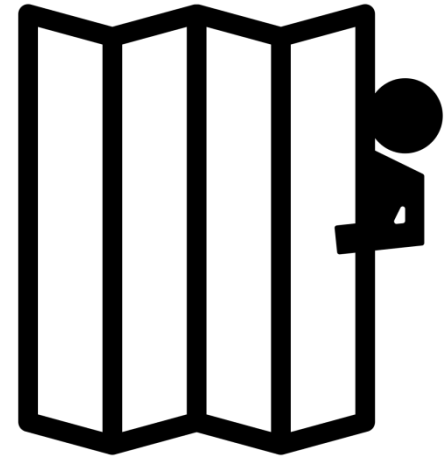
"Having privacy screens is a waste of valuable space, time and money. Most travel short distances/ time, so private work can be done in their private space and not on the train."
(Business, Nottingham, 61-70)

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The panel can envisage many downsides and problems to privacy screens
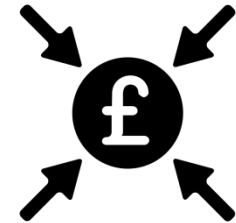
SPACE

- Space could be better used
- Carriages could feel smaller/ claustrophobic

DAMAGE

- Likely to break/ not work
- Could be vandalised/ stolen

COST

- Money could be better spent elsewhere!

SECURITY

- Unsure what other passengers are 'up to'
- Could they make people *more* nosy?

CONFLICT

- Could offend adjacent passengers
- Could impede those in window seats
- 'Us and them' mentality?

> *"If I put a privacy screen between myself and the rest of the carriage it would feel quite claustrophobic. I would feel a bit offended if the person next to me put up a privacy screen...it would make me feel extremely uncomfortable."*
> *(Commuting, Manchester, 18-30)*

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If privacy screens were to be included, they would need to meet the following criteria:

- **Flexible**
  - Easy to move position/ adjust for different heights
  - Should be possible to retract/ put away when not needed

- **Durable/ strong material**
  - But not too heavy to move

- **Opaque, but should not block light**

- **Big enough to conceal laptop/ device from view**
  - A small number would like it to conceal them entirely in a 'box'

- **Not obstruct passengers**

"For me a privacy screen that would hide my laptop screen would suffice, but perhaps some train goers want complete privacy and could even be sitting in a box type of contraption." (Commuting, Newcastle, 41-50)

"I don't think they should be particularly heavy - solid though and not readily breakable – and as adaptable as possible for different heights of passengers." (Business, London, 51-60)

"They would be thin and opaque so they don't totally block out light. It would be nice if they could slide away so they didn't take up space." (Commuting, Sheffield, 18-30)

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Suggestions on how this could be achieved:
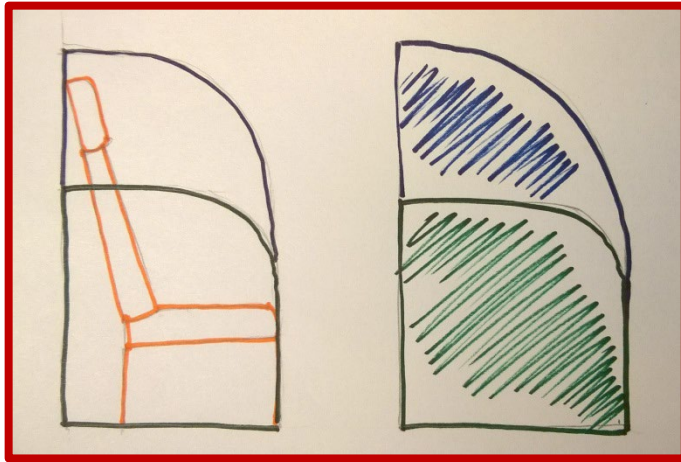
"The bottom part of the screen would be solid while the top would be glass with a frosted design or pattern on it. Each seat would have a glass screen behind it to cut down on noise a bit like the Eurostar."
(Business, Liverpool, 41-50)

"Perhaps a thin but opaque screen - like a solid version of the screens you stick on car windows to shield babies from the sun - could be built in an armrest between the seats and activated electronically?"
(Business, Birmingham, 31-40)

"I think it would be like the office dividers that some people use. Maybe if tables fold down then you could also have a small screen that folds out to the side so you can hide work on your laptop etc."
(Leisure, Nottingham, 31-40)

"Something that could pull up from between the armrests with a stable runner between the seat backs to keep it solid."
(Business, Birmingham, 31-40)

"I think they can be positioned up top and be pulled down or I suppose they could be hidden inside a slit in the wall and pulled out like a fold-down ironing board."
(Commuting, Glasgow, 41-50)

"A pop up screen would be good, with the ability to slide down into a table and underneath so it becomes a normal table again."
(Leisure, Liverpool, 31-40)

"Maybe it would be better to have opaque screen/s behind some of the seats? Perhaps there's a type of screen you could attach to your device/ monitor so that you have to look in the middle of the screen to read it."
(Leisure, Nottingham, 31-40)

"I'd envisaged some sort of roll-down (from above the seat) opaque thingy, but when I think about it, not very practical at all."
(Leisure, Glasgow, 51-60)

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Discussion: Task 39

- In many tasks, it's been clear that clear signage is really important for HS2. We'd now like to understand more about what makes signs clear and easy to understand.

- Please upload at least one example of a sign you find:
  - easy to understand
  - difficult to understand.

- Please explain why you find these signs easy/ difficult to understand.

- The signs can be from anywhere (not just train stations) and don't necessarily have to be 'directional' signs – for example, they could be signs giving instructions.

transport**focus**

Effective and clear signage is crucial for easy, quick navigation

• An effective sign is **immediately understood by everyone** – even those who are not native to the country.

• While an unclear sign needs **time and effort to understand.**

• In a time pressured situation, badly designed signs can engender **anxiety and stress.**

• With HS2 needing to direct large numbers of passengers quickly, it is crucial that its signage can be **understood immediately.**
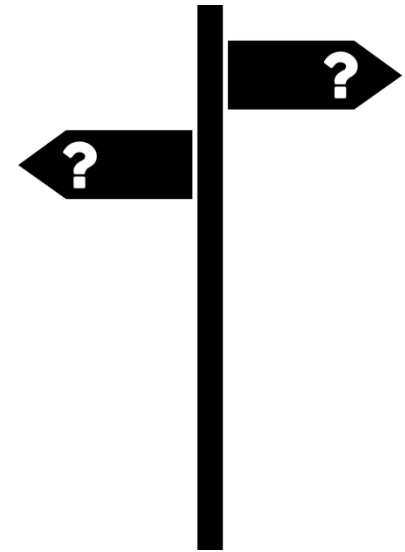
"It is very important to have clear, easily understandable signs as you do not always have long to look and understand them.
Confusing road/rail/airport signs all lead to confusion and hesitation which can ultimately lead to accidents or major problems in some situations."
(Leisure, Leeds, 18-30)

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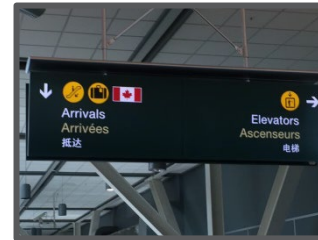
Effective signs…

Are easy to read
Large, clear fonts in contrasting colours

"The letters are tricky to read and the menu inside is just a jumble of over stylised text that you get lost in!"
(Business, Liverpool, 41-50)

✖

Cater for different languages
Easy to find your language quickly

"What gets me about these signs is that sometimes they are [one language] first, English second and sometimes the other way round, this inconsistent approach is confusing!"
(Business, London, 51-60)

✖

Use a mixture of words, symbols and colour

"Easy to understand sign: It's made up of words and symbols for first time glance to aid communication."
(Business, Nottingham, 51-60)

✔

Use clearly recognised words, symbols and colours!

"I find Ladies and Gents toilets signs a bit confusing, sometimes establishments seem to try and make them a little more elaborate and it has caught me out on a few occasions!"
(Leisure, Birmingham, 51-60)

✖

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Effective signs…

Are well positioned
Do not mislead due to unclear positioning!

✖

"I am assuming this isn't with BBQ sauce in the pizza shop but the placement of it is really poor and becomes more comical than anything.."
(Leisure, Nottingham, 31-40)

Show direction and distance clearly

✔

"Very easy to understand where to go. They give you a sense you're going in the right direction.."
(Leisure, Nottingham, 31-40)

Have the right level of information
Neither too much nor too little

✖

"This is the safety notice in every carriage of Chiltern Trains. Graphically it is cluttered and difficult to read. To read it you have to lean over a table and two seats and even then the point size of the text is far too small."
(Business, Birmingham, 51-60)

Are easy to relate to your situation
Your destination, at your time of travel

✔

"This stop provides details of the next few buses, the current time and a map of where you're located."
(Leisure, Nottingham, 31-40)

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And effective signs also…

Show a sense of humour!

transportfocus

Discussion: Task 40

- Today, the government have outlined plans for the rail network in the North: http://m.bbc.co.uk/news/uk-31978631.

- Please read the article, and let us know your thoughts:
  - Overall, what do you think about the plans – are they a good thing? Why/ why not?
  - What do you think the main benefits would be?
  - Do you have any concerns about these plans, and if so what are they?
  - Is there anything that you would change?
  - What can HS2 learn from press and rationale provided for HS3?

transport**focus**

The panel are enthusiastic and positive about the government's plans for upgrading rail in the North

- There is a perception that the North has been neglected (in a number of ways), and that this has impacted its economy.

- Many have direct or indirect knowledge of poor rail services in the North:
  - outdated infrastructure/ rolling stock
  - slow journey times
  - need for multiple changes
  - poor reliability/ delays.

- The plans are therefore seen as necessary – and long overdue!

"This is long overdue, the rail links from the North West and beyond are slow and tedious at present with so many changes. It's something the economy desperately needs to try and keep up, and it would certainly help alleviate the North/South divide that there currently is."
(Business, Liverpool, 31-40)

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They see many benefits to the plans and believe they could help reduce the North-South divide

- **Economic growth/ job creation:**
  - businesses relocating to the North
  - increased tourism in the North.
- **Easier/ quicker commuting :**
  - less stress, better work-life balance
  - ability to live further from work (in cheaper areas).
- **Quick, convenient business/ leisure travel:**
  - cost savings for businesses
  - easier to use train for nights out/ holidays.
- **Increased rail capacity:**
  - helping to ease overcrowding.
- **Decreased road usage/ congestion:**
  - greater numbers using the train instead.

"Better transport links would [boost] local and national economies, [and provide] employment for many. A faster, comprehensive network would mean that commuting was easier and less stressful, resulting in less time-wasting, happier personnel, and a more mobile workforce."
(Leisure, Glasgow, 51-60)

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They have a few questions/ concerns – but the vast majority feel these do not outweigh the benefits

LIKELIHOOD

- Will it happen, or is it just an election promise?
- What if the government changes?
- Could opposition prevent it/ reduce its scale?

COST

- Where will the money come from (in austerity Britain)?
- What will it cost to use?
- How can the public/ politicians be convinced the cost is worth it?

ENVIRONMENT

- How can the landscape be conserved/ not damaged?

Suggested changes:
- Extend the route to include Sheffield/ Scotland/ Wales.
- Ensure the route includes struggling areas.

ACCESS

- Will the plans benefit everyone – including rural communities, who may find it hard to access?

BENEFITS

- Is a 10-min time reduction worth the cost, or could the money be better spent on:
  - Lowering ticket prices?
  - Improving services?
  - Increasing capacity?

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Many of the panel feel that HS2 can learn from how HS3 has been communicated

They suggest that HS2 communications should focus on:

- **Why it is needed:**
  - crumbling infrastructure
  - increased capacity.

- **Benefits it will deliver - 'to everyone':**
  - jobs and growth – <u>outside London</u>
  - more convenient, UK wide transport
  - less overcrowding
  - speed – but this is not the most compelling benefit.

"Make the case for the 'ordinary person' and how they will benefit from this work. Even though the effect on businesses is obviously linked to individuals, when benefits are couched in terms of 'businesses will be ££££ better off,' it feels very removed from the commuter catching the train every day for their job!" (Business, Nottingham, 31-40)

They also thought that communications should reassure the public that their concerns (e.g. cost, environment) are being addressed.

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Discussion: Task 41

- Thinking about all of the ideas the panel have had this year, which of these do you think is the best, and why?

- What are the main benefits of this idea for passengers?

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The panel's favourite idea is not new, is not innovative, but is something that is just not meeting their needs at the moment…

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Most of the panel's favourite ideas relate to tailoring the experience for the customer

Pride

None of the top 10 ideas relate to 'pride' – this is potentially due to the tactical nature of some of the ideas

Designed for the customer

- Carriages for different needs
- Personalised app
- At-seat info (on screen)
- Better accessibility
- Food delivered to your seat

Value for Money

- Good quality food & drink
- Mandatory seat reservations

Door to door

- Seamless travel to your seat
- Ticketing alternatives
- Joined-up journey with one ticket

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But their favourite idea is actually incredibly simple – good quality food and drink on the train!

- The panel feel this would be a real improvement, and would make the journey more relaxing/ enjoyable.
- Trains would ideally sell high quality food:
  - freshly made, to order
  - with a choice between:
    - Local independent suppliers
    - Well-known brands e.g. Leon, Pret
  - reasonably priced.
- They would also sell high quality coffee:
  - ideally branded, e.g. Costa Coffee
  - self-serve coffee machines are acceptable/ desired.

"A proper choice of good quality food and drink, maybe Starbucks or Costa and sandwiches such as Pret or local produce. The drinks and snacks available are usually overpriced and disappointing so a lovely coffee and a nice range of thick lovely sandwiches would be great."
(Leisure, Birmingham, 51-60)

transport**focus**

Just behind this are two ideas which would personalise the experience to the customer...

2 **Carriages for different needs:**
- business/ commuter/ leisure
- families, with kids' area
- private/ quiet vs. social/ groups/ drinking.

> *"A choice of carriages, this would allow the experience to feel more personal for all travellers as the carriages would be set up for them, as well as reducing stress."*
> *(Commuting, Glasgow, 31-40)*

3 **Personalised app**
- personalised directions - to your seat
- up-to-date information/ notifications on *your* journey
- ability to set preferences/ order extras e.g. food, wake-up call.

> *"The personalised experience via an app. Having those small things looked after (your favourite meal, wake up preferences) will eliminate the "hassle" that passengers may have. This would add quality in valuing passengers as individuals, each unique with their own preferences."*
> *(Commuting, Birmingham, 18-30)*

transport**focus**

…Followed by two ideas which would make the journey easier and stress-free

4 **Seamless travel to your seat:**

- platforms clearly marked with where to stand (potentially with platform doors)
- ticket clearly states where to find your nearest door (e.g. which platform entrance or 'boarding zone')
- clear signs and colour coded routes
- travellators to speed up movement.

"Great signage telling you exactly where your carriage and seat is so you can access the closest entrance point. I also like the idea from the Jubilee line of inner/outer doors so you know exactly where to stand and it encourages proper queueing and is much safer."
(Business, London, 51-60)

5 **Ticketing alternatives:**

- no physical tickets or barriers
- electronic ticketing – NFC/ wrist bands
- smart ticketing – automatically re-books you if delayed.

"No barriers. The station to know through near-field tech that you're in the station already and that if you're running late it'll automatically book you onto the next train."
(Leisure, Nottingham, 31-40)

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Other popular ideas were:

6 **At-seat journey information (on screen):**
- provides reassurance that you will not miss your stop.

7 **Mandatory seat reservations:**
- ensure nobody needs to stand.

8 **Joined-up journey with one ticket:**
- a seamless journey from door to door.

9 **Better accessibility (e.g. step free access, wider doors/ aisles):**
- makes it easy for <u>all</u> passengers to board.

10 **Food delivered to your seat:**
- passengers do not risk losing seat/ luggage by leaving their seat.

transport**focus**

Discussion: Task 42

- What hours of service should HS2 operate, in the week and in the weekend?

- Would you expect HS2 to provide the same passenger experience at all times, or would you be willing to experience 'reduced' customer service during 'non-standard' hours'?

- By 'non-standard hours', we mean times where the rail network does not currently offer services, or where services provided are less frequent/ slower

- What aspects of customer service would you be willing to sacrifice during 'non-standard' hours, if any?

transport**focus**

The modern world increasingly operates 24/7, and many of the panel feel HS2 should do the same
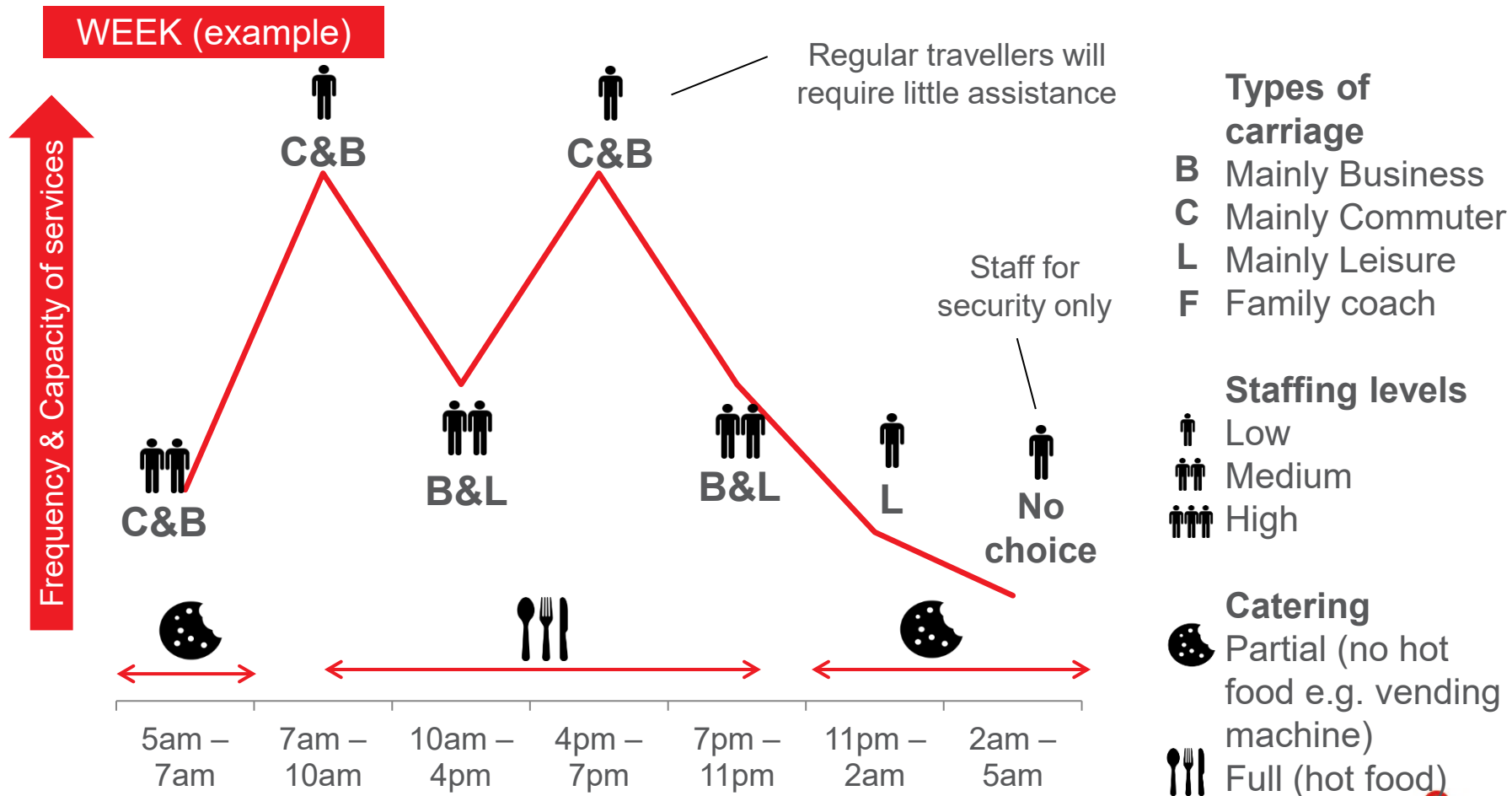
- They feel this is an important element of a modern, **'world class' service.**

- However, some pragmatists questioned whether this was **achievable** when staffing, engineering work, cost and demand were taken into consideration.

- The panel questioned whether **overnight freight** services could help to subsidise/combine with overnight passenger services.

- If a 24/7 service is not possible, the panel feel that HS2 should operate **longer hours** than current services:
  - 5-7am for the first service (early meetings/ flights)
  - 12-2am for the last service.

"I do think the world is becoming more 24/7 and maybe we will see a timetable that has a few trains through the early hours"
(Business, Birmingham, 51-60)

transportfocus

Many envisage HS2's services as being 'intelligently planned', with capacity, frequency, carriage types, staffing and facilities varying depending on passenger demand

WEEK (example)

Frequency & Capacity of services

Regular travellers will require little assistance

C&B

C&B

B&L

B&L

L

Staff for security only

No choice

5am – 7am	7am – 10am	10am – 4pm	4pm – 7pm	7pm – 11pm	11pm – 2am	2am – 5am

Types of carriage
B   Mainly Business
C   Mainly Commuter
L   Mainly Leisure
F   Family coach

Staffing levels
Low
Medium
High

Catering
Partial (no hot food e.g. vending machine)
Full (hot food)

Some thought perhaps services/ facilities could change depending on the number/types of bookings
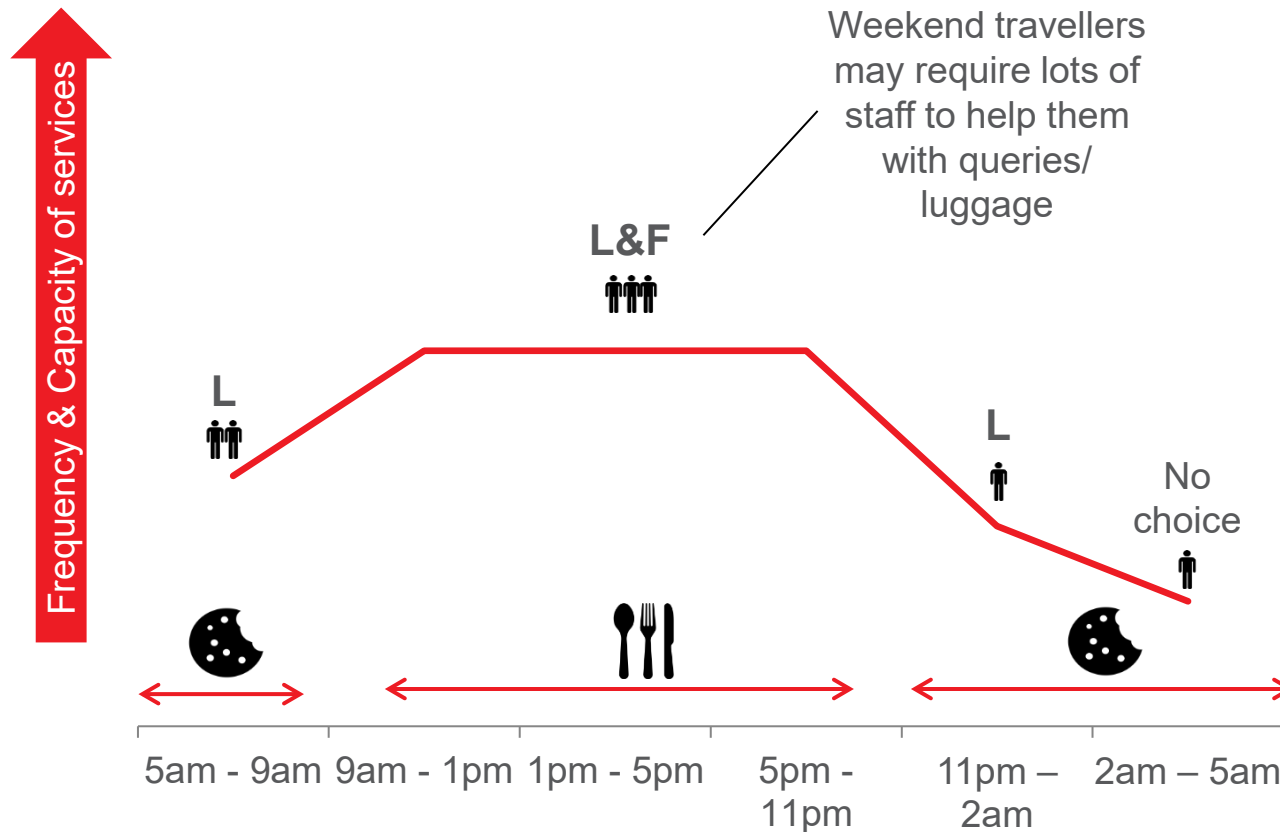
transportfocus

Many envisage HS2's services as being 'intelligently planned', with capacity, frequency, carriage types, staffing and facilities varying depending on passenger demand

WEEKEND (example)

Frequency & Capacity of services

Weekend travellers may require lots of staff to help them with queries/ luggage

L&F

L

L

No choice

5am - 9am | 9am - 1pm | 1pm - 5pm | 5pm - 11pm | 11pm – 2am | 2am – 5am

Types of carriage
- **B** Mainly Business
- **C** Mainly Commuter
- **L** Mainly Leisure
- **F** Family coach

Staffing levels
- Low
- Medium
- High

Catering
- Partial (no hot food e.g. vending machine)
- Full (hot food)

Some thought perhaps services/ facilities could change depending on the number/types of bookings

transportfocus

The panel are divided over whether HS2 could offer fewer facilities in 'non-standard' hours…

IDEALISTS

• Want HS2 to offer a superior, world class experience across <u>all</u> hours of service.
• Believe consistency is important if passengers are to know what to expect.

"Ideally, I think full customer service should be provided at all times, so that people know what they can expect during travel at any time, rather than having to check which facilities are available when."
(Business, Leeds, 61-70)

PRAGMATISTS

• Accept that some services may not be offered during 'non-standard' hours.
• However, would expect ticket prices to be lower in these hours to reflect this – do not think anything else is 'fair'.

"I expect if you had cheaper evening tickets then most people would be prepared to sacrifice some of the service. This would also be fair, you get what you pay for.."
(Leisure, Nottingham, 31-40)

transportfocus

.. And they struggled to come up with elements that could be sacrificed in 'off-peak' hours

✓ **Will compromise…**   ✗ **Won't compromise…**   *1/2* **Will slightly compromise…**

Food & drink

"If it's outside normal hours, then losing the buffet car/shop as long as vending machines were available instead."
(Business, Liverpool, 41-50)

Technology

"I would expect electronic connectivity to remain the same."
(Leisure, Glasgow, 51-60)

Staffing

"I would still expect a level of staffing at the terminals to help those in need and on the trains to offer service and security"
(Business, Birmingham, 51-60)

Choice of carriage

"I'd be willing to sacrifice the number of different 'themed' coaches at night."
(Business, Nottingham, 31-40)

Connecting services

"Regardless of what hours the service is to be run, connecting services would have to be available also (taxis, buses etc.)"
(Leisure, Glasgow, 51-60)

"Staffing levels might be reduced in line with passenger numbers, but not removed entirely."
(Leisure, Glasgow, 51-60)

Capacity

"The early/late trains could have less carriages if less people were using them"
(Commuting, Sheffield, 18-30)

"My concern would be security or an emergency. It would be reassuring to have staff available to help out if something went wrong."
(Leisure, Nottingham,41-50)

transportfocus

Discussion: Task 43

Throughout the panel so far, your answers have suggested that there are a number of key values that you'd like HS2 to have/ meet. We think one of these values (there are several others) can be best described as "Brilliant Basics".

What does "Brilliant Basics" mean to you – what would it look like?

Do you think "Brilliant Basics" is something HS2 should be aiming for? Why/ why not? Would you word this differently?

transport**focus**

Brilliant Basics is generally understood to be about providing value for money

- HS2 must offer good service for an affordable price in order to be accessible to all.

- There are different opinions on how this would be done:

1) having one class with consistent cost where everyone gets the same Brilliant Basics

2) having the option to choose different levels of comfort (including a basic offer) which is tied to different price levels.
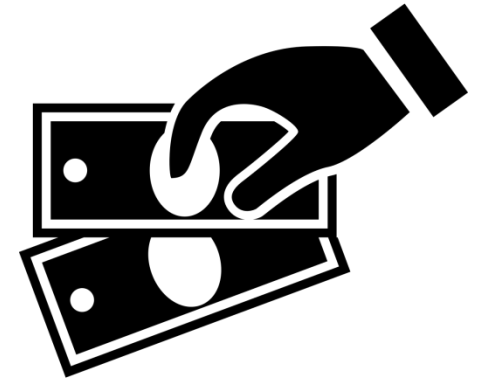
> *"I think that this is a good approach as it gives customers the choice to pay extra for a more enhanced service, or those that want to bag a bargain can pay a little less."*
> *(Leisure, Birmingham, 51-60)*

Is Brilliant Basics something that HS2 should be aiming for? **Yes!** ✓

transportfocus

Brilliant Basics has a slightly different meaning for everyone

These fall broadly into four main themes:

Meeting expectations…

- gets the basics right
- get what you pay for
- meets everyone's requirements.

… At a higher level

- better than current services
- delights as opposed to satisfies
- provides excitement.

Reliable

- consistent standards
- always works well
- dependable quality.

Straightforward

- simple (but brilliant)
- no hassle/ stress free
- seamless.

There is also much recognition that if the basics are not right, the enhancing features won't please anyone.

transportfocus

What are the basics?

- Most people consider the basics to be…

Simple booking

Enough good seating

Customer Service

Good refreshments

Cleanliness

Temperature control

Punctuality

Accessibility   Luggage space   Clear signs

Space   Toilets

- However some believe that, with HS2, the following factors will also be considered part of the 'basics' …

Food to seat ordering

Technology

Wi-Fi   Electronic ticketing

Remembers your preferences   Themed carriages

transportfocus

Discussion: Task 45

- At the Leeds workshop, HS2 presented their 'Design Vision' – three core values (People, Place, Time) which are to underpin all aspects of their design.
- Please have a look through the attached slides, which describe these values in more detail.
- What do you think of these values – are they the right ones for HS2 to aspire to? Can you think of other values that you would add?
- How can HS2 express each of these values, throughout the passenger journey? Please give specific examples of how they could express these in (a) stations (b) platforms (c) trains (interior and/or exterior) (d) any other part of the journey?
- For example, 'place: regeneration' could perhaps be expressed by the inclusion of 'green spaces' within stations.

Task 45, posted 22/05/2015

transportfocus

The panel were divided on their opinion of HS2's core Design values

1 The core values are simple yet encompassing:

- straightforward and honest
- they are fundamental - amazing extras are nothing without these at the core
- they capture the essence of HS2.

"I like the simplicity and honesty of People, Place, Time. Maybe these things are not particularly revolutionary but the way HS2 approaches them could be revolutionary."
(Commuter, Glasgow,, 31-40)

2 The core values are generic, non-specific and uninspiring:

- too broad
- only a glimpse of what HS2 is about
- don't convey the excitement and innovation of HS2
- need to portray the wow factor!

"I feel that Place People and Time are quite broad terms that can apply to most travel design models. I feel HS2 should also capture its forward thinking vision for the future"
(Commuter, Nottingham, 18-30)

transportfocus

Some felt the core values are simple yet encompassing

• They like…

  • that the values are not complex and easy to understand by all
  • they encompass the fact that HS2 is for everyone
  • in particular, they felt that 'People' puts the passengers and the community at the forefront of its vision.

• They interpret…

  • that "people, place and time" are core factors that HS2 will create revolutionary experiences around.

transportfocus
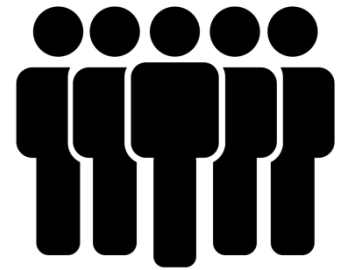
Whereas others thought the core values are non-specific and slightly uninspiring

They felt that these values are do not reflect the innovative nature of HS2 - HS2 is bolder and braver than the values suggest.

They made many suggestions for alternative core values:

Brave

Speed

Inspiring

Effortless

Forward thinking

Timeless

Flow

Honest

Ambition

Everyone counts

Excellence

Iconic

Innovation

Integrity

Transforming

Streamlined

Accountability

In particular, many felt that 'flow' was crucial and should be put at the heart of design

transportfocus

HS2 can express these values throughout the passenger journey

In order to express these values within design, HS2 must concentrate on:

Looking good
Iconic, modern and British

Being sustainable/ timeless
Classic design that looks great now **and** in the future

Having an effortlessly flowing system
Seamless travel throughout the station

Accessible for all
Step free access, luggage provision and travellators throughout

Being comfortable & relaxing
Safe, warm and relaxed from beginning to end

Providing entertainment & enjoyment
Plenty of facilities to meet customer needs

Including & reflecting local communities
Recognising and respecting the local community

transportfocus

Application of design principles: The Station

The station will have an iconic, classic design and will meet the needs of passengers and the local community

PLEASANT ENVIRONMENT
Light and airy

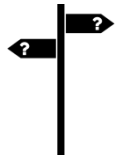**FULL OF FACILITIES**
e.g. restaurants, business facilities

NOT CROWDED
No bottlenecks

LOCAL BUSINESSES
e.g. local food, pop up shops

EASY TO NAVIGATE
Streamlined routes

INFORMATION ON AREA
Including what was there before & where wildlife has been relocated

RELAXATION ZONES
Including green spaces

FITS INTO AREA
Visually blends in

transportfocus

Application of design principles: The Platform

The platform will provide a safe, comfortable waiting environment, where navigating is simple and boarding is easy

EASY TO NAVIGATE
Clear signs to direct to boarding point

SAFE ENVIRONMENT
Warm, lit, not isolated

QUICK TO NAVIGATE
Travellators to speed up walking

SPACIOUS
No overcrowding

CLEAR MARKINGS
Easy to know where to stand to board

SEATING
Plenty of comfortable seats

EASY BOARDING
e.g. step free access, moving platforms

transportfocus

Application of design principles: The Train

> The train will be an iconic, high tech, environmentally friendly mode of travel – which meets the needs of every passenger

FUTURISTIC LOOKING
Modern and streamlined

BRITISH
Splash of red, white and blue?

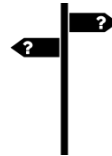**ENVIRONMENTALLY FRIENDLY**
Sustainable materials, low carbon emissions

SPACIOUS
Plenty of open space, wide aisles & doors

SEATING
Plenty of comfortable seats

EASY TO FIND SEAT
Seats labelled with passengers' names

ON BOARD AMENITIES
Technology & entertainment

TAILORED TO THE PASSENGER
Carriages/ facilities for different needs e.g. quiet zones

transportfocus

Discussion: Task 46

If you had to communicate the benefits of HS2 to someone who wasn't convinced, what would you say?

Which one benefit do you think it is most important for HS2 to communicate to the public?

Task 46, posted 29/05/2015

transportfocus

The communications the panel have received have converted them into 'HS2 ambassadors'

- Many make special efforts (on a regular basis!) to convert friends and family to their way of thinking.

- They feel the benefits they have been told about (particularly in presentations by Andrew McNaughton) would persuade others to feel a sense of pride and excitement about HS2.

- The panel believe that 'the' most important benefit depends on the audience e.g. passengers, employees, local communities.

- Communications should therefore be **tailored to the audience**.

"What we've learnt certainly engenders a strong feeling of loyalty towards HS2 in us, I would guess. I've found that people are often pleasantly surprised to learn more about the benefits, things about which they've never realised."
(Leisure, Nottingham, 41-50)

"Knowing what we have learned since joining the panel…I am doing my own small bit to spread the word!."
(Business, Leeds, 61-70)

transportfocus

For the panel, the most compelling reasons for/ benefits of HS2 are…

1 **It is badly needed**
The "ageing" current network is not meeting passenger needs

2 **It will bring the country closer together**
Providing effortless travel between cities

3 **It will rebalance the economy**
Creating jobs and revitalising local communities

4 **It will be brilliant!**
Delivering more than just high speed

5 **It will benefit the environment**
Providing a greener alternative

transport**focus**

HS2 is badly needed

- The current rail system is antiquated and needs modernising. It would be more cost-effective to build a new system than to keep repairing a failing system!
  - Many of the panel are using this argument initially when persuading friends/ colleagues.

- Other countries have already led the way with high speed rail. We're falling behind without it.

- HS2 will provide services that last into the future, adapting to future needs.

"We are spending as much trying to keep an ageing slow Victorian rail running as it will cost to build a new shiny one over the period. So wouldn't it be better to work on a brand new one which will give us value into the future?."
*(Business, Birmingham, 51-60)*

transportfocus
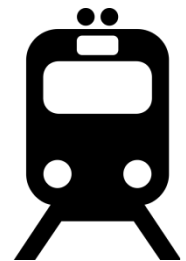
It will bring the country closer together

• HS2 will make it easier to move around the country, bringing everyone 'closer together'.

• This will benefit travellers:
  • quicker, easier business travel
  • ability to travel further for leisure/ tourism
  • ability to live away from work.

• As well as those who live in more remote areas:
  • more tourism
  • more business opportunities
  • greater 'connection' with the rest of the UK

"With HS2 we can live in a city and work in another. Major cities will be connected, easy and fast to reach."
(Business, Manchester, 18-30)

"Firstly linking up vast areas of the country that often get neglected"
(Commuter, Nottingham, 18-30)

"HS2 will have the potential to bring the regions of the UK closer together both in an economic and a political sense"
(Business, Birmingham, 51-60)

transportfocus
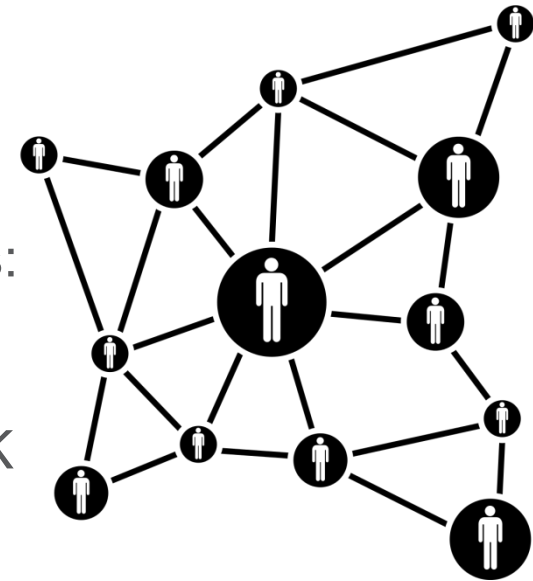
It will rebalance the economy

• HS2 will create job and training opportunities, on the network and within local communities. This would:

- help underdeveloped communities
- boost the training of young people
- grow national and local economies.

• This would allow the pressure to be taken off London socially and economically…

• …And could ultimately balance out the economy across the country.

"It will provide a great boost to the economy that will bring benefits to local areas and the British economy as a whole; creating more jobs all over the UK"
(Commuting, London, 31-40)

"Balanced prosperity would create other benefits too. London is mega overcrowded with no signs of stopping and spreading this around would advantageous to all no doubt"
(Leisure, London, 41-50)

transportfocus

It will be brilliant!

The panel genuinely expect that most of the things they've suggested for HS2 will be implemented – and therefore it will be an hugely enjoyable service to travel on
They believe this in itself will be a <u>huge</u> benefit

Pride	Designed for the customer	Value for Money	Door to door
A system the country can be proud of	Carriages for different needs	Affordable	Smart ticketing
World class	A tailored service	Quality refreshments	Joined up travel
Cutting edge technology	Choice of movies/ entertainment	Reliable with no delays	Seamless and stress-free
	Excellent staffing	Guaranteed seat	

transportfocus

It will benefit the environment

A smaller group felt that the environmental benefits/ aspects of HS2 should be communicated – in particular:

- HS2 is a greener alternative to car and aviation:
  - reducing dependency on air and car travel
  - decreasing road congestion
  - increasing use of renewable resources.

- Protecting wildlife habitats:
  - HS2 are relocating habitats that lie on the path of the proposed track.

- Creating green spaces:
  - Green areas could be created within and around stations.

transportfocus

Discussion: Task 47

Throughout the next month, we'd like you to film short videos of yourself whilst undertaking journeys by train. Ideally we'd like you to pick a few different journeys, potentially :
• One journey that you do regularly, or have done before (e.g. your commute)
• 2-3 journeys that you haven't done before

On each journey, we'd like you to film a few clips about what you're experiencing, and how you're feeling (Relaxed/ stressed? Safe/ unsafe? Excited/ bored?) at each stage. We're particularly interested in the boarding process (getting onto the train and getting to your seat), but we'd also like you to film clips at other stages as well. Sometimes it may be more appropriate to take a photo than film a clip – please see the attached notes for guidance on this.

For those of you who live in London, we'd be particularly interested in hearing about any journeys where you interact with the 'platform doors' on the Jubilee line (which can be found at Westminster, Waterloo, Southwark, London Bridge, Bermondsey, Canada Water, Canary Wharf and North Greenwich). If you don't travel through any of these Jubilee stations normally, we'd love you to pop down to one of these stations at some point and give us some feedback on your experience.

Task 47, posted 05/06/2015

transportfocus

Throughout their different journeys, the panel experienced varying emotions

Emotions fell into 2 main categories of **negative** and **satisfied**:

"We then went to the platform and I thought I would buy a magazine but the small shop only sold food. I was a bit annoyed as I was stuck getting the slow train with no entertainment."
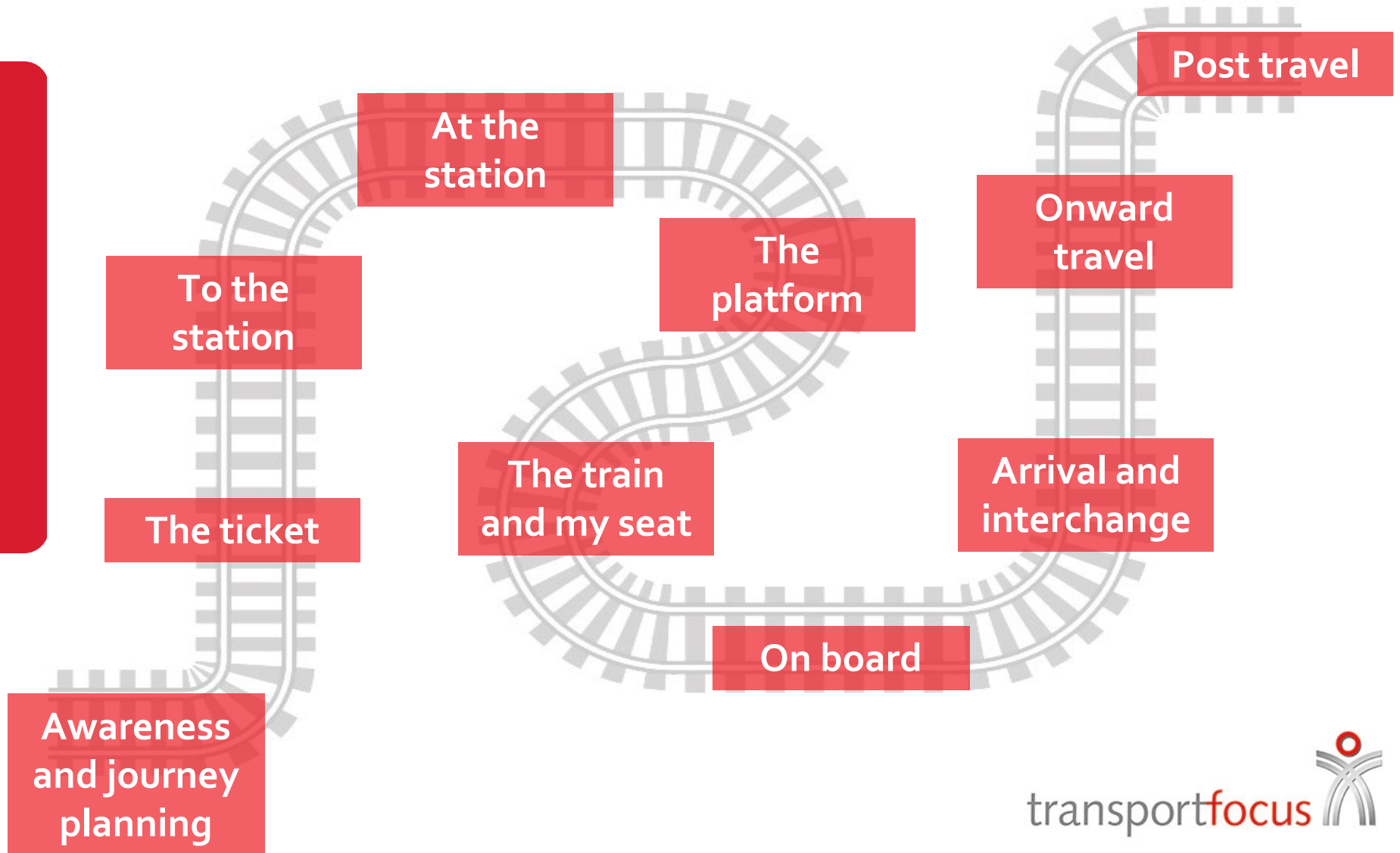*(Commuter, Sheffield, 18-30)*

Many of the **negative** emotions arose when very simple parts of the journey did not go as expected

When the journeys did go well (or as expected), the panel felt **satisfied** rather than particularly positive
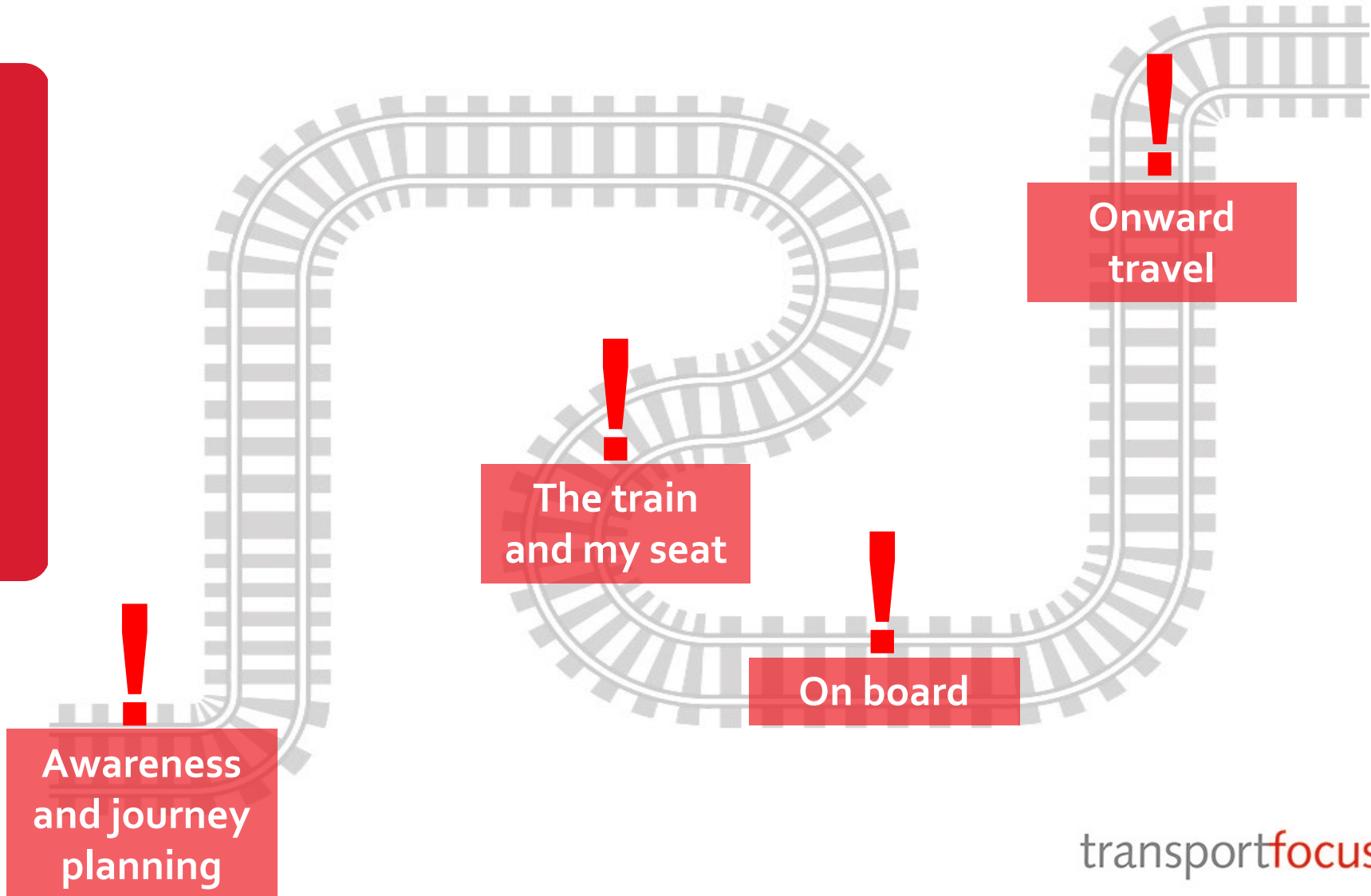
"This turned out to be a pretty stress-free journey, with no major problems"
(Leisure, Nottingham, 41-50)

Actively positive emotions were rare, and typically as a result of an experience **above expectations** rather than meeting them

transportfocus

Varying emotions were experienced throughout the passenger journey

Post travel

Onward travel

At the station

The platform

To the station

The ticket

The train and my seat

Arrival and interchange

On board

Awareness and journey planning

transportfocus

These are the 'danger' points that were identified as evoking particularly negative emotions

Onward travel

The train and my seat

On board

Awareness and journey planning

transportfocus

Negative emotions experienced were frustration, discomfort, panic, fear, anxiety and confusion

Awareness and journey planning

- FRUSTRATION: Limited to max. number of bookings on web page
- FRUSTRATION: Hard to find cheapest booking option
- FRUSTRATION: Booking preferences not honoured in ticket

On board

- DISCOMFORT: Too crowded in the carriage
- DISCOMFORT: Small leg space
- FRUSTRATION: Inadequate provision for luggage
- FRUSTRATION: Tables too small for laptops
- FRUSTRATION: Sockets not fit for all plugs

The train and my seat

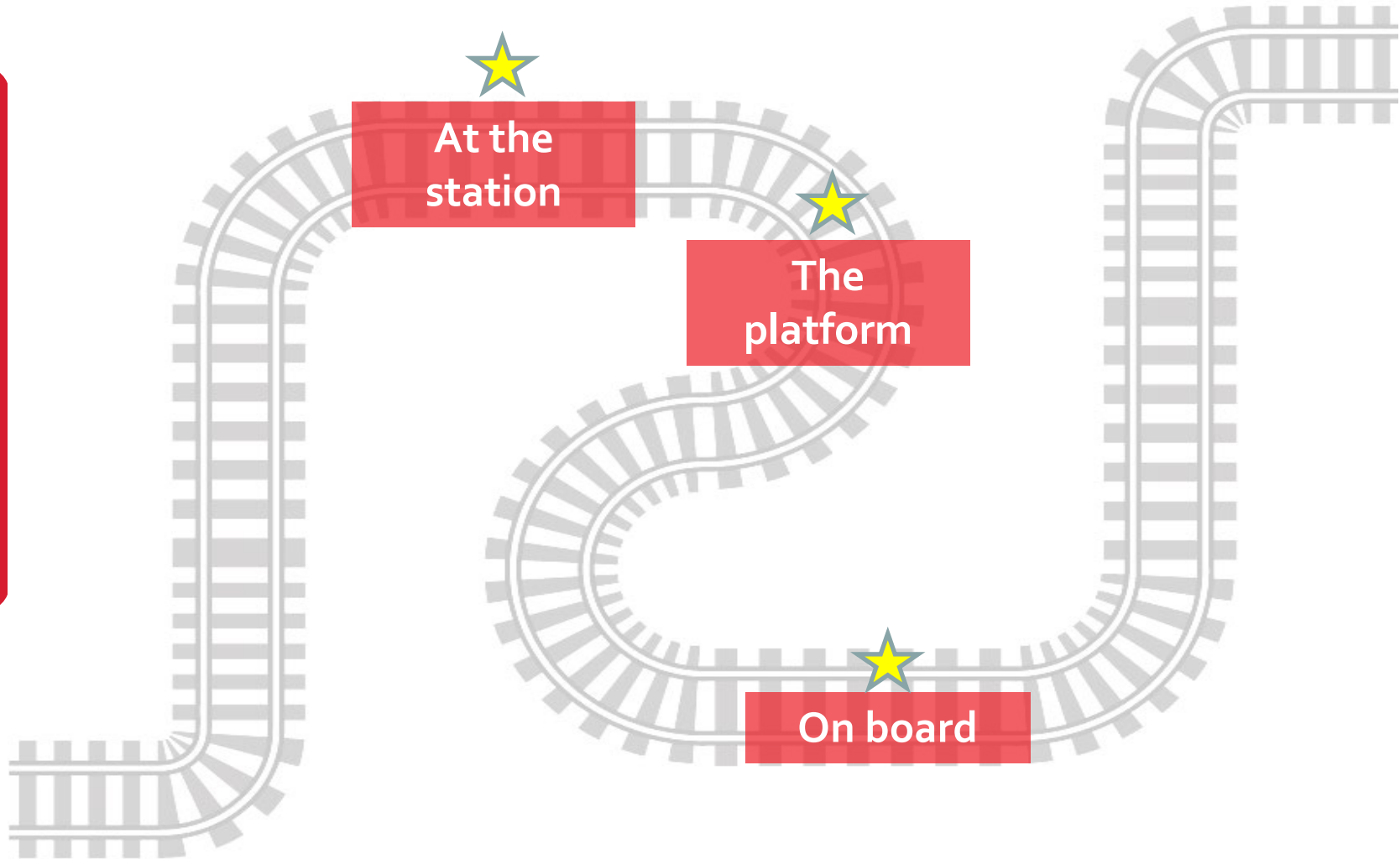- PANIC: Not knowing where to stand on the platform - last minute rush
- FEAR: Large platform gap
- ANXIETY: Difficulty in boarding with children and large luggage

Onward travel

- CONFUSION: Poor signage

transport**focus**

Most 'satisfied' experiences occurred at these stages

At the station

The platform

On board

transportfocus

Satisfied emotions experienced were safety, relaxation, reassurance… and relief

At the station

- RELAXATION: Spacious area to wait
- REASSURANCE: Visible staffing
- RELIEF: Free toilets!

The platform

- SAFE: Platform doors
- REASSURANCE : Multiple information displays along length of platform

On board

- RELAXATION : Food on board to eat lunch on the go
- RELAXATION : Trolley service allows you to sit back and relax from the comfort of your seat
- RELAXATION : Beautiful scenic views

"For me gin and tonic and salt and vinegar crisps on the train home is one of life's little luxuries!"
(Commuter, Manchester, 18-30)

transportfocus

Communication was also highlighted as a key element that could make or break a journey

The panel recalled a number of situations in which communication (or lack of it) elicited positive or negative emotions:

+ Helpful communication

- Verbal announcements of which platforms trains are on
- Clear information boards within stations
- Departure boards along length of platform
- Light hearted commentary from drivers/ announcers

"The train to Knottingley and Nottingham were one in front of the other and the announcer on the train made quite a funny announcement that made everyone smile"
(Leisure, Nottingham 41-50)

- Poor (or no) communication

- No information on which stations the train is calling at
  - Unclear whether on correct train
- Lack of updates on delays & disruptions
  - Causes of problems/ delays
  - Resolution times

We were left feeling very unsafe as there were no back up procedures in place. In the end we all had to leave the train and we're left stranded on the platform awaiting another yet delayed train… The staff were very good but we had no idea of time scales in order for us to potentially make other plans.
(Leisure, Leeds, 18-30)

transportfocus

Individuals also identified the following areas as evoking negative emotions

No local parking

Poor Wi-Fi

Ticket inspection

Platforms with no shops

"The problem in Sheffield is the car park is really expensive so we have to park a mile and a half out of town."
(Commuter, Sheffield, 18-30)

"I'm not a fan of ticket barriers, all the red tape and miserable ticket staff really worsen my day"
(Commuter, Manchester, 18-30)

Not knowing the direction the train is coming from

Stairs on the platform

Insufficient bins

"The really annoying thing about boarding trains at New Street is that you are never sure which direction the train is coming from."
(Business, Birmingham, 51-60)

"Negotiating steep stairs at Edgbaston was the worst moment. A large number of people (many with bags) all trying to get up or down the stairs at the same time"
*(Commuter, Birmingham, 31-40)*

transportfocus

Panellists who experienced the platform doors on the Jubilee line saw them as very positive

"I really like the platform doors and think they make for more considerate passenger behaviour. They make it obvious where to stand to board "
(Business, London, 51-60)

" Actually they make a lot of sense:
- you know where to stand
- less sneaky pushing and shoving to get on
- less potential for accident/suicide
- hardly any rush of wind through the tunnel, great if you have wig issues I guess
- less rubbish must get onto the track and less mice/rats can climb out"
(Business, Birmingham, 61-70)
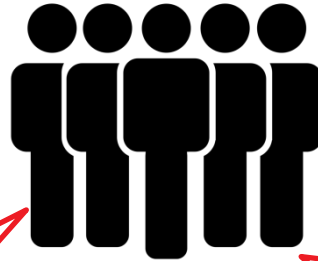
"I must say the glass doors give a feeling of certainty that no one is going throw or fall in front of a train there, so a definite feeling of security"
(Leisure, London, 41-50)

"I love this concept on some Jubilee line metro stations. It's safe, looks aesthetic and sleek."
(Business, London, 51-60)

No respondents reported negative emotions whilst encountering the doors, although one questioned whether anyone had ever got stuck

transportfocus

Discussion: Task 48

There has been a lot of discussion on the panel about a HS2 app, which can be used to help you at various stages of the journey.

In your opinion, what makes a great app? Please think about all of the apps that you use – <u>not just transport apps</u>.

Tell us about apps that you like:
Why do you like them?
What features do they have that you like?
How does using the app benefit you?

Please upload screen shots/ pictures of these apps, to support your answer.

Task 48, posted 12/06/2015

A great app is one that becomes part of everyday life effortlessly, benefiting the user in many ways

A great app…

• makes a positive change to the user's life in a natural and seamless way

• takes everyday tasks and makes them easy – *'It does XXX so I don't have to'*

• collects, stores, shares, compares and generates information with the click of a button

• is a joy to use – quick, easy, fun, time saving… and sometimes 'time wasting'!

"I was about to say I don't really use apps, but once I checked on my phone, I realised how much a part of life they have become, such that I didn't realise it." (Leisure, Glasgow, 41-50)

transportfocus

Apps play a specific role in the users' life

A **good** app positively benefits the user by taking on a useful role
…A **great** app takes on <u>multiple</u> of these roles

- **The navigator** ⭐
  maps and GPS…

- **The organiser** ⭐
  calendars, memos, diaries…

- **The entertainer**
  media, games…

- **The motivator**
  exercise/nutrition help…

- **The money saver** ⭐
  price comparison features…

- **The informer** ⭐
  news, media, alerts…

- **The tracker/ logger** ⭐
  food/ spending diaries

- **The reminder** ⭐
  birthdays, meetings, events…

- **The time filler**
  media, journalism…

- **The idea generator** ⭐
  Presents, shopping, meals…

⭐ The HS2 app could play a
number of these roles

transportfocus

To be a great app, there are key features that are a <u>must</u>

It's not enough for the concept to be great – the app itself must be great in every way

Well made

- Reliable – doesn't crash or freeze
- Secure
- Includes help guide/ FAQs

Easy navigation

- Quick and simple to use
- Intuitive interface
- Clear signposting
- Remembers preferences
- Fool proof!

Connected

- Synchronised with other apps – calendars, maps, email…
- Connects with contacts
- Regularly updated – news, offers, pricing

Accessible for all

- Compatible with all phones
- Text size control
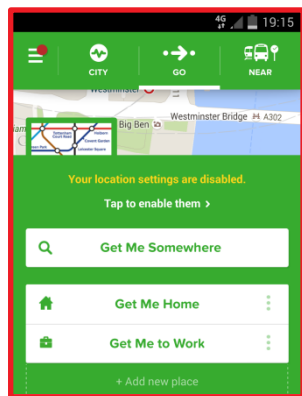- Easy access – limited passwords

Cost

- Free
- Or <u>clearly</u> priced

"I'm a mega organiser so use the calendar on my phone for everything and enter locations for meetings which I can then link with the map app."
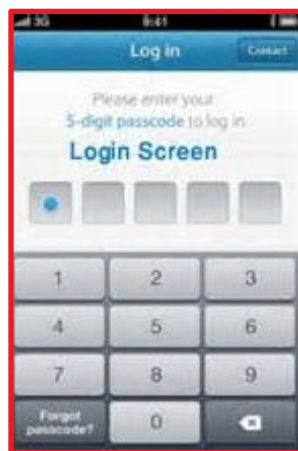*(Leisure, Nottingham, 31-40)*

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What should the HS2 app be able to do?
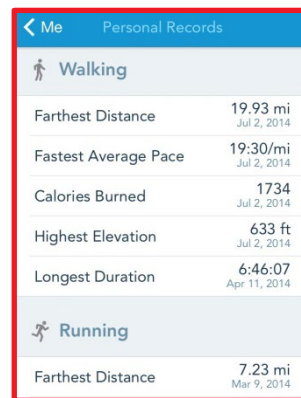
Remember destinations; Home, work, gym, supermarket etc…

Log in simply and quickly to access full app

Remember/ track the user's journeys

Display reviews for hotels, restaurants and other providers…

Have prices for different options, including other services (e.g. buses)

Link to other apps – twitter, travel news, maps, calendar, email…

Suggests best travel options for user's circumstances (budget, weather, time limitations, preferred route)
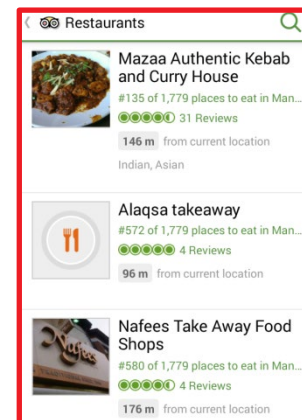
Show all travel and additional information in a succinct way
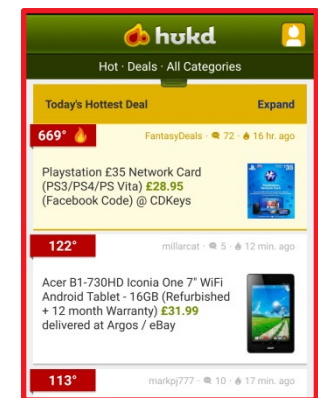
Show latest deals

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In a nutshell…

The HS2 app should be a **one stop shop** for the whole journey, beginning to end:
Planning route, checking travel news, purchasing tickets, updating calendar, sending details to friends & colleagues and organising other related bookings for the trip; restaurants, hotels, shopping...

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Discussion: Task 49

This week, we'd like you to look at a particular transport app (City Mapper) and tell us what you think of it. Please download the app and spend some time investigating what you can do with it.

The app can be used in London and Manchester and the surrounding areas. If you're not based in either of those areas, you'll still be able to look at some of the functionality (City) but might have difficulty with others (Near, Go). However, please have a look at everything you can.

Once you've done this, please let us know what you think:

- What are your overall thoughts on the app – do you like it? Do you think it could be useful? (If you were in/visiting London/ Manchester)
- Which features/ aspects do you like/ dislike?
- How could the app be improved?
- What can HS2 learn from this app, when developing apps of their own?
- When answering, please let us know which version you were looking at (London/Manchester) and whether you were actually in those areas (i.e. whether you could look at all the functionality)

Task 49, posted 19/06/2015

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The panel <u>love</u> the City Mapper app!

• Whilst the app only covers London and Manchester and is therefore not appropriate for all; as an app, it's fantastic!

> *"I like this app very much. I think it's very useful and interesting to see the detail that is put into it. I love the way that you can choose which methods of transport to use and that an estimated time limit is given too! Even the walking one gives you calories burnt which is rather funny."*
> *(Leisure, Leeds, 18-30)*

• The app is simple, user friendly and most importantly – serves its purpose well

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The App's popularity lies in several key factors

SIMPLE

- Easy to use
- Intuitive interface
- Consistent format to help ease of navigation.
- Quick to get to the most important function
- Clearly laid out

"The information was presented in a clear and coherent format and all very accessible which are just the facets you require for planning journeys."
(Business, Birmingham, 31-40)

USEFUL

- Transport times
- Travel costs
- Travel options
- Personalisation – saving favourite locations.

"The reason that I find it so useful is that it breaks down each connection and tells me exactly when in live time the next train/connection is. It is useful as you can store where your home and work connections are."
(Commuter, Nottingham, 18-30)

CONNECTED

- Live updates
- Social media links
- Information along the whole journey
- Connects with friends/colleagues

"I also like that the app has a section for live bulletin information and twitter / Rss feeds for rail and metro link services giving status information and public announcements."
(Leisure, Liverpool, 31-40)

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On the whole the app was a success, but there is always room for improvement

Features that were liked ✔

- Take me home - one click to take you home

- Meet me somewhere – sends a link of a meeting place to a contact

- Live updates – travel news

- Links to social media – Twitter feed

- Weather dependent travel options

- Calorie counter for walking options

- User feedback option

Things that could be improved ✘

- The app is too sensitive to spelling

- There's no ability to make bookings

- It cannot be used offline

- There's no voice activation

- No ability to manually change route

- Does not operate through earphones which would be safer as the passengers phone wouldn't be on show

- There is not enough information for restaurants – food type, price

- Doesn't show recommendations e.g. shops you may like

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City Mapper is a great model for HS2 to be inspired by when developing their own app

The HS2 app should…

- Be personalised to me
- Be synchronised with social media, calendars, emails and other apps
- Show places of interest; shops /sales, sites
- Have hotel reviews
- Show all necessary information. Nothing more. Nothing less
- Have the ability to send journeys to colleagues
- Have a help / tutorial section
- Be usable offline
- Have clearly marked stations within maps
- Save previous routes, favourite journeys
- Have the ability to book journeys from beginning to end
- Be constantly evolving through user feedback

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