



HS2 Customer Community  
Train Blueprint – February 2018  
Debrief: 16/03/18

# Panel participation

Task	Date	Participation
Workshop Feedback	11 <sup>th</sup> Oct – 3 <sup>rd</sup> Nov	88%
Design of Station Interiors	23 <sup>rd</sup> Oct – 1 <sup>st</sup> Dec	100%
Toilet Facilities in Stations	23 <sup>rd</sup> Oct – 1 <sup>st</sup> Dec	85%
Seat Assurance	1 <sup>st</sup> Dec – 12 <sup>th</sup> Jan	88%
Barrier-free Travel	8 <sup>th</sup> Jan – 2 <sup>nd</sup> Feb	92%
Train Blueprint	2 <sup>nd</sup> Feb – 2 <sup>nd</sup> Mar	93%

Average participation in 16/17  
88%

# The task

## 🔗 Train Blueprint

For this task, HS2 would like to show you an idea of what inside the train could be like. It is a design blueprint document that has been designed to be used internally, so don't worry if there are some technical words or phrases that you haven't seen before!

Look at the attached document and comment on the ideas for the different aspects of the design. Do you like/dislike them? What do you think of:

- 'One-space' - the idea that the seat type is the same throughout the train
- The vestibule area
- Stowage
- Catering
- Toilet
- Seat & saloon

## 🔗 Train Blueprint Video

After seeing the Train Blueprint document, take a look at this video which tries to bring the ideas to life! It's 13 minutes long, so we appreciate you watching the whole thing and sharing your further thoughts:

- What do you think? Do you like/dislike what you see?
- Considering the document and video together, is there anything missing? Anything you would add/remove?

# Overall...

The community liked the recognition that current travel presents many opportunities for a passenger to experience anxiety, and the ways that HS2 was striving to reduce this through thoughtful design

"I hope all the customers respect the hard work and thought that has gone in to this project. Overall you can't please everyone but what you have done has made things **comfortable and easy** for people's journeys"

Female, 51-60, Commuter

"The train's interior looks very **modern and futuristic**"

Female, 41-50, Commuter

"Overall, I think the concept is headed in the right direction. Great to see some **innovative thinking** - even more would be welcome"

Male, 61-70, Commuter

Historically, train design hasn't evolved in line with other transport sectors



"The 'high density' seating scares me, having previously seen mention of 'one space' throughout the train, though I understand it's offering flexibility to the train company, rather than appeal to the customers. Overall it looks like a **modern train experience** compared to existing train service"

Male, 31-40, Leisure

(About flying) "...so many opportunities where conflict can occur e.g. booking errors, baggage issues, security issues that the focus on train travel should be on making the travel experience **less stressful and simpler**"

Male, 41-50, Commuter

# 'One space'

The concept of having one type of seating throughout the train received mixed feedback from the Community



- Some liked the idea of having one class of travel as a promise that every passenger could expect a standard level of experience
  - However, many didn't think the seats displayed would provide adequate comfort

"I'm not sure on this. This could be seen as "no first class" or "all first class". People pay extra for first class for various reasons and this might be more levelling down than raising up"

Male, 51-60, Business

"It's okay, for consistency and professionalism of appearance. Yet it specifically talks about flexibility etc. and having one seat type doesn't seem a very flexible approach"

Female, 24-30, Business

"I like this concept as it ensures all customers are achieving the same experience. However, for those that traditionally travel first class there is no longer an option for them. Therefore, HS2 cannot be viewed as a luxurious transport option for those that are prepared to pay more"

Male, 18-23, Commuter

- Some considered that the concept might limit choice by removing the variety of seating options available to a passenger
  - Many cited that changing passenger body shapes and sizes might demand greater flexibility

"The One-space is an interesting concept and allows more freedom - unsure in principle how it would work!"

Community member with autism

# The vestibule area

The smart information screens were seen to be a great feature, however many were skeptical when they saw the perch seating

- Overall, there were many positive comments regarding the vestibule's 'contemporary' and 'sleek' appearance
- The community approved of the information screens
  - Would this be duplicated within carriages?
  - How will passengers with visual/hearing impairments access this information?
- Many felt that perch seats undermined the concept of guaranteed seats for all passengers
- Some said that they saw no real changes to today's offering
- There were lots of positive comments regarding recycling bins, however a handful expressed concerns related to terrorism

"Really like the vestibule area! I think it's a great way to set the stage for what's to come. It looks modern and the design looks like it'll stand the test of time"

Female, 18-23, Business

"Why the 'perch' seating? These are just another space limiting obstacles for wheelies (and pushchairs or heavy luggage), and rather give the lie to the supposed 'guaranteed seating for everyone' objective that we've heard so often from HS2"

Wheelchair user

"I'd welcome these changes as long as information is updated regularly. All too often companies implement technology that is great on paper, but after time becomes disused and provides out of date information"

Male, 18-23, Commuter

# Stowage

Although the Community liked the suggested provisions available for storing personal items, there was some confusion regarding the need to book luggage



“I do like the possibility to book luggage space but how would this work? What if all spaces are booked? what do other passengers do with their luggage?”

Female, 41-50, Leisure

“Adaptable luggage bay seems good, provided certain management to allow most efficient storage layout”

Male, 24-30, Leisure

“I think adding the concept of being able to smart lock your contents in as per previous briefs would be a welcome addition. So even if you're sat far away from the luggage area you'd still be able to monitor it by using the smartphone app or something to that effect”

Female, 24-30, Business

- Concern was expressed by a member that uses a wheelchair, stating that the proximity of luggage storage to the wheelchair space could cause conflict or anxiety

- Many liked the fact that attention had been paid to this, as travelling with luggage can be a significant cause of anxiety, however did not feel the concept was fully explained
  - When/how to book?
  - What if a passenger doesn't book?
- There was also confusion regarding whether this would be an extra feature to pay for
  - Community members were opposed to this; it is not something that is paid for currently on trains and shouldn't be in the future

The spaces are still immediately adjacent to luggage racks and/or catering areas, so I'd still be getting elbows and backsides in my face as people stow/access their luggage, or queue for self serve coffee/food... it adds considerably to stress for the wheelchair user, if not for everyone in that area”

Wheelchair user

# Catering

The Community thought that spreading catering more evenly throughout the train was a great idea and many liked the option of self-service

“Self service yes! Let me do it for myself!!”

Community member with autism

“Self-service food! Finally! Can't believe trolleys down a train aisle are still a thing in 2018”

Male, 24-30, Commuter

- They approved of self-service facilities, but emphasised that they must be **user-friendly and accessible to all (languages etc.)**

“Self service tills must incorporate access for all; multi language and accessible for those with disabilities”

Visually impaired community member

- Some maintained that they preferred interacting with staff and wondered whether passengers could be ‘trusted’ with serving themselves both from a cleanliness/safety and a revenue protection standpoint

“With security, it would need to have some sort of system to deter or completely stop theft. Though with contactless payment linked to the machines and staff on board I don't foresee this as a huge issue”

Male, 18-23, Leisure



“I am in two minds regarding unmanned catering in economy. Sadly you just have to look at the “free” coffee areas in Waitrose stores to see how messy they would become”

Male, 41-50, Commuter



“Staff is a good idea... self service would mean a messy trashed scruffy area within minutes”

Male, 61-70, Commuter





# Catering


Although providing plenty of catering outlets throughout the train was seen to be positive, some wondered about the impact of this on space

“I think it is a very good idea to have facilities throughout the train but wonder if every 2 cars is slight overkill? Would be very convenient but obviously takes up a fair amount of room which would otherwise presumably be used for more seats”

Female, 61-70, Business

“In my opinion there are too many catering outlets on what will be relatively short journeys. Many people will want to be away from the sound and smell of food being served and possibly groups of people standing in the catering area (this happens on many current long distance services)”

Male, 61-70, Leisure

- Having noticed the provision of recycling bins in the vestibule area, some wanted to see a commitment to making all packaging on-board recyclable and others requested at-seat bins 
- They also wanted further clarification on the security of customer recognition systems for payment

The catering areas, it mentioned about digital payments? Will this be the only type or would you be able to pay with cash?”

Female, 31-40, Commuter

“I like this idea, it's something that again seems severely lacking from most public transport at the moment. Having different brands on trains or between carriages is also a great idea to boost quality”

Male, 18-23, Leisure



“Brand partners ok... if High St prices maintained and staff demonstrate HS2 values & service standards”

Male, 61-70, Commuter



“I do not like the idea of brand partners with the catering as it would probably lead to a predominance of major brands 'taking over”

Female, 70+, Leisure



# Toilets

## The Community liked the increased number of toilet facilities throughout the train and the updated features they offered

- Many loved the flexibility of being able to use the toilets as a changing area

“The toilets as a changing space for all is excellent!”

Male, 24-30, Business



“Definitely like the idea of more toilets - often I leave a stranger attending to my laptop so I can search for toilets several carriages down”

Female, 24-30, Business

“The toilet would not suit me as I struggle to find hidden facilities. I like the water soap and towels/hand dryer to be obvious, accessible and clean”

Female, 70+, Leisure

- They also liked the availability of hands-free features, such as sensor taps and pedal bins, from a cleanliness perspective
  - Although those with limited dexterity made it clear that a lever tap would be more user-friendly, and that pedal bins were not suitable for wheelchair users
  - The continuous grab rail was considered to be great

“The hands free water soap and drier are good but I think the signs need to be clearer”

Male, 51-60, Business

“Doors that auto close as soon as user has exited would be more pleasant. More obvious open/close/lock instructions would be useful - a visual/audible reminder to user on entering to lock”

Male, 51-60, Commuter

“The toilets are a huge improvement, nice and roomy, fresh looking and have a good feel. Hopefully some self cleaning aspect can be built in, train toilets never feel clean!”

Female, 61-70, Leisure

- There was concern regarding automatic door locking which members stated added to anxiety

# Seat & saloon

Whilst the Community appreciated the flexibility of being able to change the space, they disliked the economy option and were delighted with the features that made travelling feel more premium

- Although many liked the reclining seats, some had concerns that this would lead to reduced space for others

“I think the reclining seat is a nice idea, but for large people like me it would limit my space if the passenger in front of me had reclined their seat. Maybe have reclining seats in certain areas?”

Female, 51-60, Commuter

- They appreciated the attention to detail (e.g. the flexible armrest) and presented some further suggestions
  - Would there be recycling points within the saloon too?
  - Will induction charging cater to all devices in the future?

“What about power points? Per seat/passenger as opposed to a 'shared' facility would be ideal”

Male, 51-60, Commuter



“Power points are a must have for future travel - for phones and laptops; this can definitely reduce anxiety”

Female, 24-30, Business

“I really don't like the idea of reclining seats - I need all the leg room I can get as I am a big build and whenever I am on an airplane I get penned in by the person in front reclining their seats as far back as they will go”

Male, 31-40, Business

“A terrific concept is the high dividing screens between seat rows but still giving people a forward view”

Male, 61-70, Leisure

“I loved the way lighting has been used throughout the design. The more I think about design and space, particularly when it's limited, the more I appreciate the use of light and how it can open up or make a space more intimate”

Male, 31-40, Leisure

# Is there anything missing?

“I think it misses the mark in some ways in that it assumes that all people will behave, everything will work all the time, there will be plentiful staff around and customers will sit where they are told and be nice and friendly”

Male, 51-60, Business

- How can HS2 encourage all passengers to ‘behave’ in a way that ensures the experience for all is superior? What is the role of staff?

- Could different carriages be adapted to address different passenger needs?

“Family centric carriage. Seats where a bassinet can be attached for small babies and a play space. 1 or 2 compartment style seating configurations per carriage which could be used for meetings or as a play area for children. They would break up the carriage and prevent sound carrying too far”

Male, 41-50, Commuter

“The one thing that was not mentioned was the view. I love watching the world go by in train journeys and it is a great pleasure of mine when traveling anywhere in the world to have a nice front facing window seat. It would also tie in with your anxiety reducing targets so it would be great to know if this is something being considered in the design”

Male, 41-50, Business

- Could the view from the window be used as a tool to enhance the journey experience?

# Summary

The Community felt that the Train Blueprint document and video covered various important features that, as a whole, could reduce passenger anxiety and provide an improved travelling experience

- The overall effort to make the best use of space was appreciated, such as larger, more numerous toilets and self-service catering
- They thought that the attention to detail was key to making a journey noticeably better, such as recycling points, flexible armrests, individual at-seat power points and flexible toilet spaces to enable changing
- There were a few elements that the Community felt needed further clarification, such as the luggage booking facilities and the 'One Space' concept
- A handful felt that there was room for even more ambition and innovation to elevate the customer experience further