



HS2 Customer Community
2030 Vision for the Customer Journey – May 2018
Debrief: 21/06/18

Panel participation



The task: part 1 future trends

🔗 HS2 2030 - Customer Experience Vision - Part 1

HS2 has been working with an agency to look at what the world might be like in the year 2030. HS2 would like to share a document with you, which will be used internally at HS2 to guide those designing different aspects, such as stations and rolling stock (trains).

This is the first draft of the document. HS2 would like to know your thoughts to help them understand if they're on the right track and to see if there is anything to be added to version 2.

Part 1 of the document looks at what the world might be like in 2030. Part 2 explores how HS2 can respond to this and create the desired customer experience.

Take a look at the document and consider the following:

- **What do you think about what you see? Likes/dislikes?**
- **Do you think there is anything missing?**
- **Any other comments?**

You have **2 weeks** to participate in this task.

The task: part 2 customer journey

🔗 HS2 2030 - Customer Experience Vision - Part 2

The document that you saw in part 1 of the task looked at the world in the year 2030. HS2 wants to use this understanding of what the future might be like to plan and develop the HS2 customer experience.

HS2 would like to share a customer experience journey with you that maps out the different stages (e.g. planning, being at the station, being on board).

This task looks at differences between:

- current rail travel (shown in black)
- general rail travel in 2030 (shown in green)
- and HS2 rail travel in 2030 (shown in pink)

The journey is split into 5 pages (because it's too big!) and you'll also need to zoom in to see the text.

This is the first draft of the document so HS2 would like to know your thoughts to help inform changes for version 2.

Take a look at the 5 parts in order and consider some of the following:

- **What do you think about what you see? Does it make sense?**
- **What do you like/dislike?**
- **Is the 'current rail' journey in line with your experiences?**
- **What do you think about the 'signature moments'?**
- **Do you think there is anything missing?**
- **Any other comments?**

You have **2 weeks** to participate in this task. Part 1 will also still be available if you want to remind yourself of anything from that

Overall

Community members were pleased to see evidence that HS2 is taking future trends into consideration when designing the customer experience

"I find the content and information exciting. **Genuinely exciting.** It conveys the huge scope of the challenge that HS2 has ahead of it in ensuring the project is **at and remains on the cutting edge.**"

Male, 31-40, Commuter



"The intention to **proactively address all aspects of travel** is great - that is what is lacking in many aspects of current rail travel. It places the **emphasis on the provider** rather than the customer in a way that feels really **reassuring.**"

Female, 61-70, Business

"The document is very clear about its purpose and what HS2 should do and **how it will shape the future.** It covers a lot of angles."

Female, 61-70, Leisure

"I like that there are **concrete examples** of what could be expected in the future, it helps make it easier to imagine and is a very creative way to **build a vision** for the future."

Female, 18-23, Business

"I like that the vision recognises that the current service provided by rail operators is not sufficient and that HS2 must provide a **significantly higher service.**"

Male, 18-23, Commuter

Future trends

Many community members were excited to get a glimpse into the future at potential advancements over the coming years that might affect different aspects of everyday life

- They liked the selection of themes covered and the focus on how technological advancements could impact different industries

“The start is great, illustrating how far we’ve come in just over a decade, imagine how much further we’ll go in the same amount of time”

Male, 18-23, Leisure

“It was an interesting document - it’s always challenging to predict the future and I found the ideas were thought provoking”

Female, 61-70, Business

“Love the use of realistic technology and future predictions in nanotech and medicine”

Male, 24-30, Business

Flexible & Open

- Interestingly, when considering HS2, Community members didn’t feel that the parallel drawn with London Underground was a positive comparison or aspiration

FROM PLANNED TO SPONTANEOUS

HS2 will transform the way people think about and use high speed rail into something similar to the way we currently use the London Underground.

KEY FACTS
THE ABILITY TO WORK OR RELAX ON BOARD, UNDISTURBED.
THE ABILITY FOR PASSENGERS TO MORE EASILY GET UP AND
CIRCULATE ON A TRAIN.
TRAINS EVERY THREE MINUTES.

“If it’s to be like the London Underground, then that doesn’t indicate the ability to work, circulate, or have a convivial experience, but it gets you from a to b effectively. It should emphasis more that it’s ‘like getting the Tube, only better’”

Male, 51-60, Business

Future trends

There were differing opinions amongst Community members regarding whether the document gave an accurate portrayal of future trends in 2030

- Some felt that advancements within the document were over-estimated and they were skeptical that changes would occur at such a rapid pace
- Others felt that the document underestimated the progress that might be made by 2030 and stated that they didn't want this to limit HS2

"I personally think, apart from slightly more modern advanced tech, the world will not be all that different from now in 2018..."

Visually-impaired community member

"We can use this as an idea of the future but I think it is underestimating the progress that might be seen and I would not want HS2 to base its strategy on just this document"

Male, 51-60, Business

"I like the emphasis on rising expectations rather than current expectations, as I think the point should be to encourage readers to think beyond the possible. 12 years is a long time in technology and while we know a lot about some avenues of research and development, some others we can only guess at for now. This continues on page 32 talking about tech that doesn't exist today."

Male, 51-60, Business

Future trends

Customer Community members highlighted some areas that could be included in the document that they felt were not covered

- Many loved the content that was included, however some identified additional content to potentially be included and others thought there should be further details on the 'how'

"I think what is missing in this is a **sense of how**. How will they design for a changing world or without the technology that will form the infrastructure."

Female, 41-50, Business

"I believe the thing that might be missing is **clear plans for integration** with the autonomous electric vehicles that are bound to be fulfilling a lot of our transport needs in the coming decades."

Male, 41-50, Business

"I would have liked **more information** on reducing travel anxiety."

Male, 24-30, Business

"Bearing in mind the problems of prediction, surely it is best to **plan to become as flexible as possible as far into the future as possible**. The more open-ended ideas that are incorporated into the design, the more the possibility that mistakes will be reduced."

Female, 70+, Leisure

- There was also some reservation around relying too heavily on research into trends in case predictions proved to be inaccurate
 - They suggested that plans could include evidence of where flexibility has been built in

Future trends

Many community members were excited to get a glimpse into the future, however felt that there were aspects that could be edited to more clearly convey the inclusive nature of HS2

Community members stated that:

- the language wasn't always accessible and that it should be written in the clearest way e.g. avoiding terms such as "bleisure"
- where examples are included, they should be accompanied with some detail so not to make an assumption about the reader's background knowledge

"It was a bit too jargon-y for my liking - bleisure (yuk!) and concierge culture is also a bit London-centric for me. Seemed to be aiming at people with lots of money rather than the masses"

Female, 61-70, Business

"I had to google 'Bleisure' as I've never heard the term before, maybe I'm not the target market being in my mid-late 30s?"

Male, 31-40, Leisure

"Just a point, I've no idea what "bleisure" is"

Male, 51-60, Business

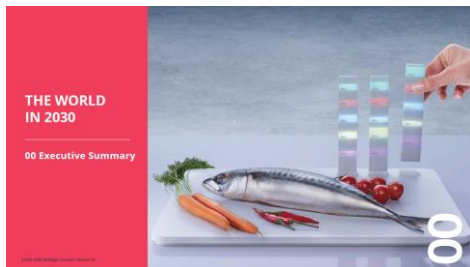
"Terms such as hyperloop are not explained and gives the assumption that the reader knows all terminology before picking up the booklet"

Female, 31-40, Leisure

Future trends

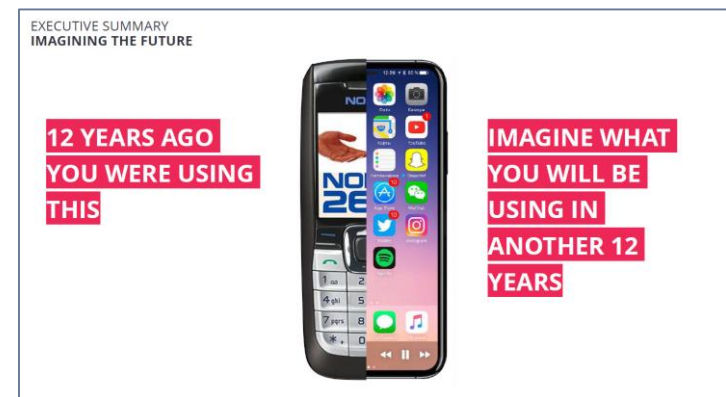
Many community members were excited to get a glimpse into the future, however there were parts of the document they felt could be edited to convey the message more clearly

- Comments on the use of images were varied:
 - Images that were well-received were either very obvious in meaning, or if abstract had a tagline explaining the thought process



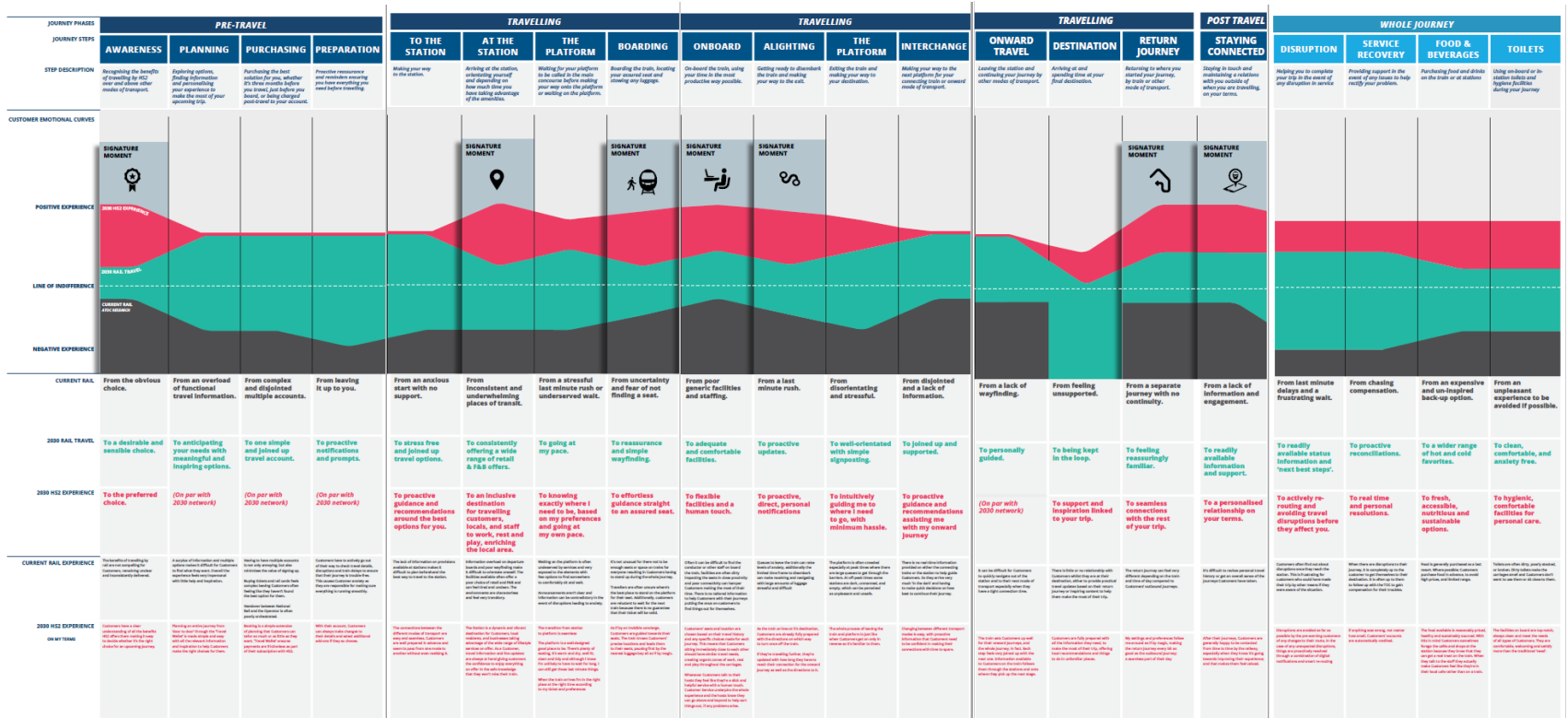
“The photo on page 10 has a small description, explaining what the technology is, which gives credence to the idea that big technology advances may be coming. I think it would be better if there were similar comments on the other photos, such as the first photo of the fish- are the glowing graphs an existing technology, a future concept, or just something to drive imagination?”

Male, 31-40, Leisure



Customer Journey

Due to its size, the customer journey map was divided into 5 parts before sharing with the community.



1

2

3

4

5

Customer Journey

The Community reviewed the depiction of current rail and many found it to be representative of their personal experiences. However, a handful thought that it was perhaps too negative or harsh.

“The current rail journey experiences were **spot on**, the very nuisances customers currently have to deal with have been depicted perfectly”

Female, 18-23, Commuter

“Yes, I **relate to the current rail journey experiences** especially the pre-travel aspect. There is often a lot of information presented that it is sometimes easier to just go with the obvious choice than to spend time looking into alternatives. There is often little or no contact from the companies before you travel.”

Female, 18-23, Business

“I like how much time has been taken to consider the **current problems people are facing**. Everything is really focused on making things easier.”

Female, 31-40, Commuter

“I love **how well it describes the experience** of the current rail user”

Female, 41-50, Business

“The description of current state of rail travel is **OTT at times and too generalised** - sometimes current operators do get it right, for some of the time only though!”

Male, 61-70, Commuter

“Effectively the documents imply that all current rail travel gives a negative experience. There are **plenty of positives**.”

Male, 61-70, Leisure

“I felt that the descriptions of the current experience were **unnecessarily harsh**. My experience isn't that bad. I don't commute on the train every day so I'm a bit insulated from the problems many people experience, but I use it a fair bit on business travel and a lot of the time it's fine. On long journeys I find it more pleasant than flying.”

Male, 51-60, Business

Customer Journey

The community appreciated the direct comparison of 2030 rail travel to 2030 HS2 travel, stating that this helped to identify where HS2 would really stand out in customer experience excellence

- They stated that the format of the document helped to make the comparison clearer

“I like the design aspects of the document. It is all easy to trace given that the **individual colours have been allocated to various concepts**. I think it's easy to understand especially with the tabs at the top highlighting what each block corresponds to. ”

Female, 18-23, Business

- Community members were impressed with the various concepts along the journey that elevated the customer experience from the baseline of other rail travel in 2030
 - Catering offerings, smooth travel, connections, comfortable seating, clarity about updates and delays, pre-planned when the ticket is purchased

“I really like the fact that attention has been placed on details like food (though this isn't a restaurant set up) and things like toilets, and the fact that a concierge type of system will be in place without actually seeing it ”

Female, 41-50, Commuter

“I do like the way it offers stark contrasts to the current offerings on trains, even if some of the things are too good to be true. The new HS2 alternative sounds kind of utopian. I'm really excited by it and hope it all comes to fruition.”

Male, 31-40, Commuter

Customer Journey

The community appreciated the direct comparison of 2030 rail travel to 2030 HS2 travel, stating that this helped to identify where HS2 would really stand out in customer experience excellence

- However, there were slight concerns around the impact of providing a vastly different service
- Some also expressed concerns that the best customer experience might not be available to those not willing to share personal data

“I like the use of very positive customer experience words, e.g. inspiring, proactive, magic... Stations being described as dynamic and vibrant – great. Is it not an opportunity to help other operators improve their stations with which HS2 will interact? Otherwise **customers will get very annoyed by comparison**. It is not difficult to use one bad rail experience to trash all rail travel.”

Male, 61-70, Commuter

“There is some emphasis placed on excellent connectivity. This is a wonderful objective. Delays cause problems outside of stations as much as inside. There is an idea regarding grouping passengers according to what they plan to be doing whilst on the train. Doubtless many passengers would be pleased to be seated with like-minded people. This requires an **intensive level of intrusion into the privacy** of the traveller. I am not sure that on a personal level I would want to comply with that.”

Female, 70+, Leisure

Customer Journey

Whilst many community members understood that the document represented a vision, some still felt that more 'realistic' examples should be factored in to 'ground' the concepts

"My one over-riding concern is how all the promises will be delivered in a reasonably priced business? Is that realistic? An unanswered question - how might HS2 find, recruit, train and motivate the fantastic customer service staff needed to bring this to fruition? I look forward to seeing some words on this."

Female, 31-40, Business

"Reading it seems to not account for the limitless possibility of humans to muck anything up. No amount of time at a station, notifications and allocated seating will help some people I have seen on trains who have brought everything to a grinding halt because they suddenly don't know how to carry a bag."

Male, 24-30, Leisure

- Many were very impressed with and excited by the proposal for 2030 HS2 travel, however some felt that in order to be more believable and not too idealistic, it needed:
 - Further details on how concepts would be delivered
 - References to the fact that 'perfect' systems are reliant on well-behaved passengers, therefore details on what HS2 could do to encourage this.

"The way this has all been planned is like it's trying to be all things to everyone. Just worried that this may be great in theory but the actualisation and realisation might be very different."

Female, 41-50, Commuter

"The experience from what it seems will be great, but it's hard to tell how all of this is feasible and at what cost? This will always be a pressing issue until we know, because it's a massive jump from the service we currently receive. Comfort for customers in my opinion will come at a cost."

Male, 24-30, Commuter

Customer Journey

Community members shared some thoughts about the experience of interacting with the document and how accessible it might be to the intended audience, HS2 staff

- Community members viewed a digital version of the document and some found having to zoom in to read small text to be difficult
 - They suggested that a user-friendly zoom function could facilitate this
- Some suggested that terms such as 'signature moment' be explained upfront or otherwise expressed as simply as possible to guarantee comprehension by all
- They also identified some spelling errors

"It is great to see how our feedback and ideas can clearly be seen in these documents. I only understood the meaning of signature moments from being part of this group though, if this was used as advertising or for social media I think the meaning could be lost."

Female, 41-50, Business

"I didn't like the bulky colouring to illustrate the train line journey; in proportion to the amount of text, I felt it was too much. I also didn't understand the signature moment phrase - maybe simplify this?"

Male, 31-40, Business

"I didn't really grasp the signature moments. I thought that the concept was that these were the real stand-out moments in the journey where you would have a "wow" response to HS2. The text below didn't really seem to match. There was a positive message in every stage, so I was left wondering what made the signature ones so special."

Male, 61-70, Commuter

Customer Journey

Some community members made additional suggestions to develop the concepts they had seen.

- A few community member highlighted the potential benefits of piloting concepts on the current network:
 - HS2 could learn from these trials and improve before implementing as part of their service
 - Other parts of the network would have the chance to improve by focusing on the passenger experience

“I would suggest that some of these ideas can be transferable to the current network and I would love to see some of your team attempt to pilot the ones that are. After all since this project is publicly funded so why not allow the rest of the network to benefit from all this work whenever possible.”

Male, 41-50, Business

“Finally, is there an opportunity (or is it already in designers’ minds now) to test/try out/pilot some of the promises along the way to implementation?”

Male, 61-70, Commuter

Summary

The Customer Community felt that the documents were positive indications that HS2 is planning with the future customer in mind. They were largely in agreement with proposals and approved of concepts, but made some suggestions for improvement.

- They felt excited by the focus on future technological developments and their integration into the transport sector
- Whilst there were mixed opinions around whether the future trends were under- or over-estimated, they agreed that building in flexibility would prevent the introduction of redundant concepts whilst not missing out on emergent innovations
- It was clear to the Community that the HS2 journey experience in 2030 was significantly elevated compared to other rail travel at the same time, and they were very positive about the individual concepts that contribute to this
- They wondered whether it would benefit both HS2 and other services to pilot concepts to improve the overall customer experience of rail travel.