HS2 Passenger panel

August Task

15th September, 2016

transportfocus

Discussion: Ticket Purchasing Concept

Part 1

HS2 have listened to previous ideas from the panel about how you would like to buy tickets for HS2 and what the ticketing process might look like. These ideas have been used to create this document.

- We would like to know your thoughts on this document;

- Do you feel that HS2 has taken on board your ideas on ticketing? Why?

- Is there anything that has been missed? What?

- If HS2 have cashless/technology led ticketing, would you feel excluded from travelling as a result?
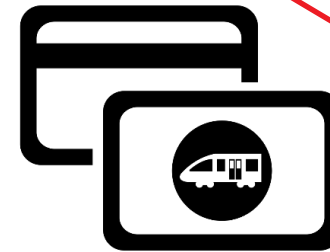
Task 84, posted 12/08/2016

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The panel gave a very thorough breakdown of the likes and dislikes of HS2's ticket plans

After reading the presentation, the panel were very pleased to see their ideas being listened to and put into use.
Largely they liked what was being said, but did highlight some areas that they felt needed further detail

- Will it be fair?
- Will it be flexible?
- Will it be secure?

As we've seen from previous tasks, the panel are expecting train ticketing to go digital as it is <u>quick</u> and <u>convenient</u>…but there **must be reliable** back up and it **must be seamless**

"I like the fact that the wallet system gives Hs2 users a way of carrying less with them in paper format when travelling (tickets, maps, timetables etc) with the ability of storing all this valuable data in one easily accessible location and with the added bonus that the user can also access up to date information regarding their journey in real time."
(Leisure, Liverpool, 31-40)

Convenient ⟶ But needs improvement

" If I had booked offline I wouldn't have had these so I am encouraged now to book online always"
(Business, Birmingham, 31-40)
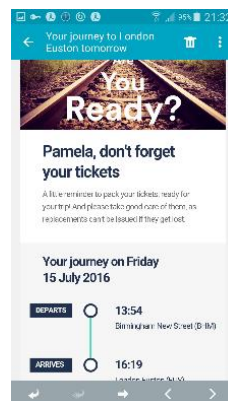
"At the moment I am flitting between emails, screenshots or web pages to get all the info I need. A more intuitive system is perfect for everyone."
(Business, Birmingham, 31-40)

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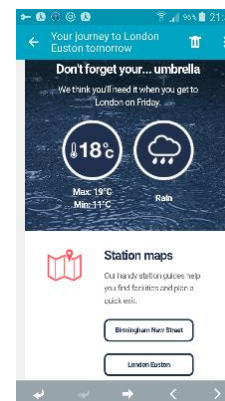
Seeing their ideas and opinions being used by HS2 was really encouraging for them

*"From reviewing the Powerpoint it appears that **all of the key elements have been considered and included**. The key from the sessions that I attended were a variety of options in order to cater for the different customer needs."*
(Leisure, Newcastle, 18-30)

*"It does seem that **HS2 has been listening to us** - thank you! :-)"*
(Leisure, Nottingham, 41-50)

*"I think **HS2 have taken a lot of our ideas on board** - big thanks for that. Like any new initiative, the success will be in the attention to detail and considering all possibilities and eventualities. It appears that HS2 truly do want to make travel intuitive, seamless and user friendly and that is great to see.."*
(Business, London, 51-60)

*"**Definitely Hs2 has listened to our ideas** and put them together well in a format that is comfortable no matter what level of technology one is familiar with."*
(Leisure, London, 41-50)

*"**I think HS2 has taken on many of the ideas we proposed**, in particular having one ticket for your whole journey and being able to add on things like food and drinks - maybe the purchase in advance of a beverage or food could carry a discount at time of booking."*
(Business, Liverpool, 41-50)

*"**HS2 has definitely been listening to the panel**, and has taken on-board many of the groups suggestions. It had me checking my notes to see if any of mine had made the cut (pleasantly surprised)."*
(Leisure, Manchester, 70+)

*"**I do feel the HS2 has taken on board our ideas on ticketing**, with the travel wallet and all the options available for it."*
(Leisure, London, 31-40)

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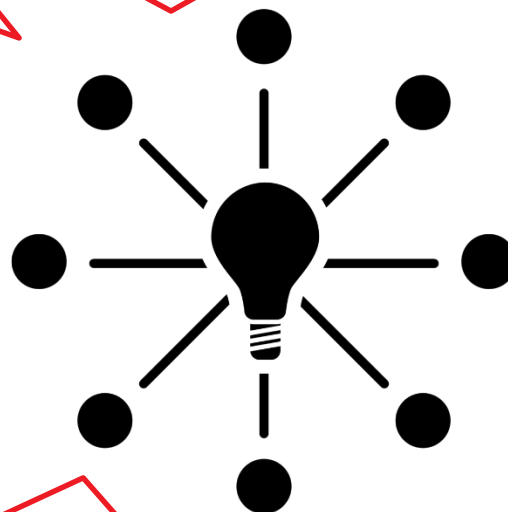
The panel like the level of efficiency that comes with the proposed HS2 ticketing

- Being able to add extras like meals

- Personalising options

- Live re-routing

- Plenty of information and options

- Not having to speak with staff but staff on hand if needed

- No queuing

- No flimsy paper tickets

- Speed of purchase

- Easy way to keep and record purchases

- Not having to carry cash around

- Purchasing connecting services

"My favourite thing is live re-routing via the wallet that can help me on my journeys and connecting journeys as I am sick of finding alternatives in 15 min time increments. If the Travel Wallet can sort this out then great and tell me to get off a different stop or show a map to my next platform in a station I've never been. The travel wallet then becomes a travel companion rather than just payment which I prefer"
(Commuter, Birmingham, 18-30)

"I like the idea of door-to-door journey planning and booking, navigation (hopefully to guide you within stations to your platform, etc, too), service notifications and re-routing, seat allocations, add-ons and customer service, transaction details."
*(Leisure, Nottingham, 41-50)*

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However there were two main concerns about how ticketing would work

1 Will HS2 run a fair system for the passengers?

2 What happens when technology fails?

"Some journeys are complicated - links, stop overs, specific route requirements, and budget considerations. Hard enough under current practice to find the most cost effective journey. Sometimes it can be significantly cheaper to purchase single tickets breaking up a journey but not actually getting off the train until the final destination stop. (Saved £45 Birmingham to Cardiff doing this). It is something that can be done online - not easily though - but something I would be loathe to do at a ticket machine from scratch. Could there be any guarantee that if once at the machine enter start point and end point that the result would take all of the above into consideration including all other rail companies (who do not do this at present) to present the cheapest option?"
(Leisure, Birmingham, 51-60)

"No point having your booking on your phone if you can't access it."
(Leisure, Nottingham, 61-70)

If tickets are held on an electronic device, what happens if the battery fails!?
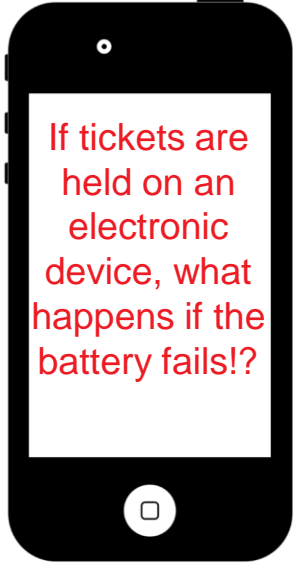
"Travel can be stressful enough without the possibility of losing everything in just a few seconds"
(Business, London, 51-60)

"100% agree with the need for free wi-fi and charging points. If Smartphone/App/online is default, it would be simply wrong not to have this facility readily available"
(Business, London, 51-60)

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…Other questions the document raised centred around a wide range of topics

- Can payments be made using cash?

- How simple will it be?

- Would it be open to fraud? Could someone else pick up the wallet and use it?

- Could there be a virtual buddy? Like Cortana or Siri

- Could HS2 end up like airlines where passengers feel pushed into extra purchases; travel insurance, onward travel…

- Is it possible to upgrade during the journey –
  - Even without a smart device?

- Would there be a loyalty scheme?

- What if something went wrong with smart technology? What is the back up?

- Could encouraging passengers to use smart phones for ticketing put their devices at risk of theft?

- How would payment work? – Should it be a bill at the end rather than a ticket?

The panel need much more detail in order to feel reassured that their needs will be met. The wallet should be seamless, easy, intuitive, helpful and secure.
What do they need to know?
- Full journey details, route, delay information, journey status, payment options, directions, alternative travel options, assistance information.
  But this must be presented in a simple and intuitive way

"Would a 'billing' system at the end of a journey, with a card allow for more flexibility? For adding refreshments; change of class, another journey; return when you like"
(Leisure, Nottingham, 61-70)

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Other concerns centre around accessibility of the HS2 wallet

- Will the travel wallet be accessible in multiple languages?
- How will passengers with different disabilities be catered for?
- If you can buy tickets for onwards travel, does that assume that everywhere will be paperless?
- What about people with no bank card?
- Will tourists be able to pay with international cards?
- How can you book travel assistance?
- How will payments be made on the travel wallet on a smart device? Paypal? How secure would it be?

Would the use of tech make you feel excluded?

The panel would not feel excluded by the use of technology as it is perceived that passengers will be more au fait with technology once HS2 is up and running.
However for passengers who are less confident, HS2 could run educational campaigns on using tech for ticketing

"If it all became cashless tech, I wouldn't feel excluded however I would be concerned for someone who does not have a bank account, its estimated that between 1 and 2 million people in the UK still don't have an account "
(Business, Liverpool, 41-50)

Ticket Office

There are no major concerns with HS2 having no ticket office as long as there are plenty of staff on hand to help out for those who may need additional help and for time when tech fails

"HS2 should still look to run a education and promotion campaign , for example.... Over the last two or three years Manchester City have run a campaign to get people to become"" CITYZENS "" , making it easier for them to buy tickets, gain information etc., without having to go to the stadium"
(Leisure, Manchester, 70+)

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Discussion: Ticket Purchasing Concept

Part 2

HS2 have developed four different passenger ticket purchasing scenarios based on the ideas from the document you commented on last week.

- What do you think about these scenarios?
- Do you understand what is happening?
- Do you like them? Why/Why not?
- Is there anything missing from any of the scenarios?
- What are the benefits for the passenger in each scenario?
- What are the challenges for the passenger in each scenario?

Task 85, posted 26/08/2016

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Whilst the panel found the 4 scenarios to be clear and simple, there were many questions that followed

The 4 scenarios:

1. Passenger has ticket on a smart device and confirms her seat reservation on her device
2. Passenger has ticket on a smart device and changes travel plans at the station
3. Passenger books the train either using the HS2 app or a ticket machine at the station
4. Passenger does not have a ticket or smart device. A customer assistant helps with the ticket purchase
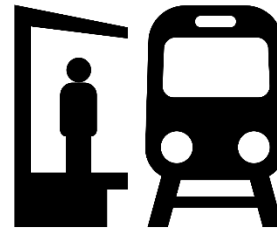
> *"What I understand from these scenarios that they all demonstrate the flexible approach to ticketing to make life easier for the passenger"*
> *(Business, Nottingham, 61-70)*

The panel found the scenarios easy to understand and were all largely what they were expecting following previous tasks on the topic.
Each of the scenarios raised different concerns about the passenger journey and logistics of how it would all work.

Concerns mostly centred around 5 main areas;

- The actual role of different members of staff – How many staff and where?
- Financial consequences of altering plans – Especially when changing from off peak to peak
- Accessibility
- How the smart wallet works
- Relying on a smart device – What happens when things go wrong!?

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- I have a ticket and it is loaded onto my smart device

- Arrive at the station – receives message "Hello, Victoria. Welcome to HS2. You are booked onto the 10.30 train. Would you like to confirm your seat reservation?"

- Victoria confirms travelling on the 10.30 train and receives second message with seat reservation, platform number and directions to the train

- Victoria is checked onto the train

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Scenario 1 is straight forward and simple, but raises many concerns around proof of purchase and flexibility

Benefits

- Straight forward and easy to understand
- No need to queue at the station – This is great for the frequent traveller
- Ticket can be seen on a smart device (easy proof of purchase)

Challenges/ Missing

- Fear passengers would be waiting to receive the message from HS2 and could miss their train
- What happens if phone is lost/forgotten/stolen/out of battery/no signal?
  - What evidence is there then?
- Can the passenger log in at the station on another device
- Is it possible to purchase a ticket on board?
- What happens if booking is not confirmed? Is their seat still available?
- There is too much communication back and fourth between the passenger and HS2. Passengers already receive lots of messages from train companies following a booking
- If the passenger does not travel at all, would they get a full refund?
- What happens if a passenger needs to jump off the train to buy something from the shop?
  - Will departure from the platform be acknowledged?
  - Will re-entry to platform be allowed?
- Shouldn't the seat reservation have been confirmed in the initial booking? (this should be explained)
- Would there be many other text alerts as part of the journey?
- What happens if there are delays?
- Can passengers see real time availability of seats available (preferably in a seat plan layout like planes)?
- Would there be an option to book a different seat if they wish?
  - Or an option for them to upgrade if they wish?

"I would like the option of knowing my seat number before I enter the station if I've booked in advance!" (Business, Manchester, 51-60)

"The first scenario is a bit contrary to what we have discussed, it suggests seat allocation is unknown until the day of travel - I thought this would be included in any on-line booking in advance" (Business, Birmingham, 51-60)

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- I have a ticket and it is loaded onto my smart device

- Arrive at the station – receive text "Hello, Victoria. Welcome to HS2. You are booked onto the 10.30 train. Would you like to confirm your seat reservation?"

- Victoria has changed her travel plans and wants to meet a friend first for coffee and so picks the "No" option

- A second message is received offering options for the next available trains. Victoria selects the 11.30 train and receives third message with seat reservation, platform number and directions to the train

- Victoria is checked onto the train

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The panel like scenario 2 for it's flexibility, but how much flexibility really is there and what are the price implications?

Benefits

- Easy to understand
- The flexibility in this option would be very useful to passengers, especially allowing them to book a later train
- Personalised message is a nice touch for the passenger

Challenges / Missing

- What about volume - would the system be able to cope with lots of people changing last minute?
- What happens if phone is lost/forgotten/stolen/out of battery/no signal?
- Can other apps be used to buy tickets?
- What are the financial implications of changing the ticket?
- There is a fear of pressing the 'no' option in case this cancels the journey
    - Perhaps it could be presented as 'yes' or 'I would prefer a later train'
- What is the message from HS2 based on? Location? Time?
    - What if I am early / phone does not allow location?
- What if the passengers' phone does not support the app when trying to download it?
- What happens if the passenger wants to change seat to sit near a friend (so neither wants to confirm the seat or cancel the journey)?

"What if I do have a smart device, do not have the 'HS2 app', and would rather purchase my ticket from another app? If the HS2 app is not as good and user friendly as other apps (National Rail, TheTrainLine), I would not use it, since it would serve the same purpose. I want to be able to buy my ticket from another app, and shouldn't be forced to use the HS2 app."
(Business, London, 18-30)

"How will the app know when to display the message and give me the option to select 'no' and possibly rebook? Is this time and/or location based? If time-based, what if I arrive at the station earlier than my booking as I now want to travel at an earlier time? If it is location based, what if my smartphone does not support this, or I don't have it enabled, or I don't want to set it up on my phone for privacy purposes?"
(Commuter, London, 18-30)

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- I don't have a ticket and do have a smart device

- Option 1 – I have the "HS2 app" so I can purchase on arrival at the station and confirm seat reservations on available trains

- Option 2 – I don't have the "HS2 app" but I can download and register then follow process for option 1

- Option 3 – I don't have the "HS2 app" and I don't want to download so I can purchase a "ticket" at ticket machine and load onto my wallet on my smart device

- Ticket purchase and seat reservations are all completed in one transaction

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Scenario 3 offers the passenger lots of options, but there is fear that using 'smart' technology may be fiddly when passengers are in a hurry to purchase and board

Benefits

- Plenty of options
- Easy to understand
- Gives an option to those who do not wish to use the app

Challenges / Missing

- What about those without a smart device to load the ticket onto?
- Could it be a safety risk having a smart phone out in the station?
- What happens if phone is lost/forgotten/stolen/out of battery/no signal?
- Could the wallet be fiddly to use when booking just one journey whilst at the station?
- Would physical tickets be provided if the consumer wanted?
- Would there be consequences on the price of the ticket for booking at the station?
- Would there be any loyalty schemes?

"no mention of loyalty schemes of "customer account" complete with preferences and travel history"
(Business, Birmingham, 51-60)

"I still feel uncomfortable about having to get a phone or tablet out in a crowded public area in case I get mugged!"
(Commuter, Manchester, 18-30)

"It has not been mentioned how any delays or platform changes will be notified to passenger, with past experience I believe this is one of the most frustrating things of using trains, when last minute delays and platform changes occur without clear instructions for passengers."
(Commuter, Leeds, 18-30)

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- I don't have a ticket and do not have a smart device

- "Welcome to the HS2" by an HS2 Welcome Host

- "Can I help you today?"

- Directed to the information points where "HS2 Customer Assistants" will be able to assist with "ticket" purchase

- Can be done via a HS2 smart device or ticket machine

- Ticket purchase and seat reservation will be completed at the same time

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Scenario 4 offers options for those without smart devices, but will it be completely accessible to all?

Benefits

- Easy to understand.
- Gives those who don't own a smart device the option to buy in the station.
- The staff presence is important for the customer to feel looked after

Challenges / Missing

- Will the passenger be able to pay by cash as well as with card?
- Will information points be accessible to all? Different languages? Those with sight impairments?
- What form does the ticket come out in that you purchase from the machine? Still digital? Paper?
- If the passenger doesn't have a smart device, can they type in their info into a ticket machine to bring up all their personalised options?
  - Would it issue it as a smart card?
    - Would it be single use/reusable?

"the town I live in is very small, most people like to use cash for transactions rather than card"
(Commuter, Leeds, 18-30)

"All of the scenarios are centred around individual standard people in 2026 wishing to purchase a ticket for travel on a HS2 train from a HS2 station. This has to be the starting point but consideration needs to be made for group purchase be that family, friends, church outing or school party. People with more specific needs, deaf, blind, wheelchair users (with various designs) who may be in a group or part of a wider group. How might the scenarios be adapted to cater for these other groups of people?"
(Leisure, Birmingham, 51-60)

"will those with disabilities such as sight/hearing/mobility be able to easily reach the customer service assistant and will staff know how to effectively communicate especially with those with sight/hearing impairments."
(Commuter, London, 18-30)

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