



HS2 Passenger panel

January Task: Train Design Ideas

February 2017

Discussion: Train Design Ideas

This month we would like you to get creative! We would like you to think about what is a Brilliant Basic and what is a Surprise and Delight in relation to the HS2 train design and feel.

Brilliant Basics – these are essential to your journey and you could not make your journey if they were not there

Surprise and Delight – what would make your experience extra special/personal
Thinking about the type of journey you take most often, business, commuter, leisure, we would like you to create 2 Pinterest boards based on the journey type you do most often. Pin images which you associate or would like to see on a HS2 train in terms of design, functionality, ambience, technology, retail, colours, lighting, smell, art etc. One board for Brilliant Basics and one for Surprise and Delight. Name each board by Journey type, need and your name.

For example, **Commuter, Brilliant Basic - Ping.**

You have two weeks to create your boards, once you are happy with them, copy and paste the URL of each board and add it to the task discussion with a brief description of each of your boards of why you have chosen your images.

Once you have completed your boards we would like you to look at each other's and comment on them. Are they similar or different to your images? Are there ideas which you like? Anything missing? What would you like to see HS2 incorporate in their design of the trains?

Pinterest

- Some of the community felt that using Pinterest was challenging
 - had not used Pinterest before
 - did not like signing up to a new platform
 - could not find the specific images that they wanted.
- While we had asked the community to describe why they chose their images some only listed what they wanted – not **WHY** they wanted it.
- Difficult task to moderate as the community worked on their boards separately and posted on the community when completed.
- However, some of the members **LOVED** using Pinterest and to have a **CREATIVE** task.
- The images on the boards convey 'touchy feely' elements such as **AMBIENCE** that is often hard to describe in words.

Brilliant Basics

- Clever use of space
- Clean, modern lines
- Bright, open and spacious
- Design factors in accessibility and wayfinding
- Technology to be innovative, intuitive and 'designed'

Brilliant Basics board [one](#), [two](#), [three](#), [four](#),

Quite **bright and clinical** surroundings but I have chosen lighting that makes the spaces feel more warming and comfortable.

All these spaces also seem to have a **flow to them**, they **instinctively draw you** to a particular place or intrinsically provide information though the **environmental design**, they provide the feeling of environment that is moving, they draw you through, simple spaces, textures and designs that aren't there to be **observed but appreciated** for their functional beauty in carrying out a function.
(Business)

Uncluttered carriages but not too stark
Neutral colours
Elegant design
Calm ambience to aid work and relaxation
Low general lighting
Optional bright lights for working
(Business)

I would like the train to be promoting a happy atmosphere!
(Leisure)

Bright (from natural light) and roomy with seating appropriate to passenger/party needs for a given journey
Space used imaginatively but with functionality and giving the impression of space.
(Leisure)

Surprise and delight

- Design functions become 'artwork'
- Beautiful green spaces
- Retro/ romantic ambiance
- Colours and textures are opulent

Innovative design
Occasional bright colours
Striking use of contrasting shades and textures
Bold lighting design
Signature pieces of art in public spaces
Perhaps retro design carriages within a modern train (Business)

Surprise and delight board [one](#), [two](#), [three](#), [four](#), [five](#)

I thought it would be an ideal opportunity for HS2 to commission a series of iconic railway posters to celebrate the event. British artists and designers created such a wonderful series of railway transport posters right throughout the 20th century, so HS2 has a great opportunity here to bring this brilliant **artistic tradition** into the 21st century. I've therefore added three pins of iconic travel posters to start with, and then an image of the impressive design of the entrance to a new railway station in Malmo Sweden. (Leisure)

A much more **traditional** feel to it, the colours and lighting are much **richer** and **warmer**. The spaces feel much more **luxurious and relaxed**, the journey becomes part of the trip rather than just a **means to an end**. The spaces and the use of space seems much more **private**, though public the spaces in many cases they are isolated and provide space to relax and **enjoy** the journey. (Business)

Technology: Brilliant Basics

Innovative technology is considered to be a Brilliant Basic in some form across commuter, business and leisure journey types.

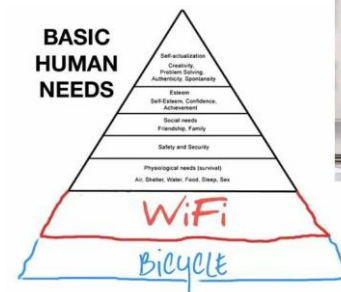
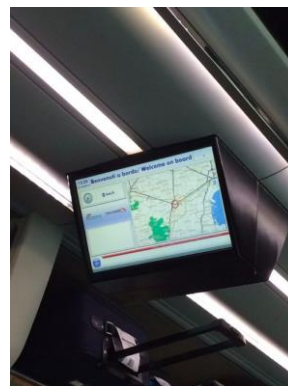
- **WiFi**
- **Charging points**
- Train information (scheduled time/ maps)
- Clear reservation signs
- Controls/ entertainment

There should also be virtual maps, menus etc that can be accessed on mobile devices. I would expect there to be in seat entertainment and information for all seats, I think this is essential especially after the presentation at the last workshop on ziparound.(Leisure)

WiFi should be available at nil cost. And it should work! (Commuter)

Train should be on time, if not, it should be clear as to what time it will arrive. a visual display of the train on the map would be useful, a bit like a satnav. Miles to location, speed etc.(Commuter)

Signage should be electronic and with simple intuitive controls available to all travellers - perhaps individual like on a plane. (Commuter)



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Technology: Surprise and Delight

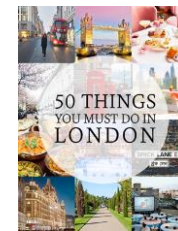
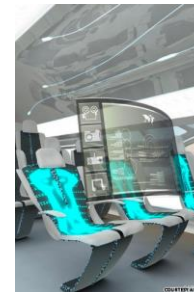
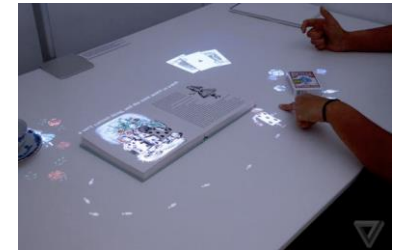
Expectation that HS2 will have the latest and most innovative technology. These are suggestions for what they would expect **today** ...

- Virtual keyboards
- Entertainment systems (like airlines)
- Information systems
- Moving platforms
- Mobile phone printers
- Free and working WiFi

Tech on windows or tables to allow some sort of web browsing or travel/weather/sights info to be accessed. (Business)

Interactive screens on the glass of the train (on board services, about HS2, route your passing by, internet, music etc..) (Commuter)

The trains should have ever changing information display about the destinations - places to visit, restaurants to go to, where to get a taxi, hotels etc. They should also be like planes with a selection of movies, games, TV shows etc for the passengers entertainment. (Leisure)



Furniture: Brilliant Basics

The clearest message was the seating should be **comfortable, clean, modern** and **spacious**.

- Sufficient seating (more of a concern for commuter)
- Versatile/ adjustable seating
- Privacy
- Legroom
- Wide aisles
- Luggage storage

Chair - comfort is important on a commute (Commuter)

Quiet comfortable seating (with leg room) (Business)

Seating appropriate to passenger/party needs for a given journey (Leisure)

Seating on board should be comfy with head rests and be adjustable so customers of all sizes can travel in comfort (Leisure)



Furniture – luggage storage: Brilliant Basics

Handling of luggage was discussed intensely by some contributors who place it of high importance in the overall process of their journey. In that context, or as a stand alone, storage of luggage is mentioned as a 'brilliant basic'

Automated luggage handling and storage. High tech extra secure scanning. Electronic luggage tag (Leisure)

Lockable lockers for briefcases/laptops and small luggage I am always fretting about leaving my personal items (laptop, iPad, briefcase etc..) if I have to use the toilet or to go a grab a drink/snack, so this would be a godsend. (Commuter)

Next, a basic requirement would be a safe place to store my luggage (Leisure)

Access to personal luggage space and room to manoeuvre luggage to it! Have yet to find anything that really fits the bill. I just keep coming back to brilliant basic of room on board. Different compartments/carriages/sections to suit different travellers and needs but with built in luggage solutions at source and not solely at either end of a carriage (Leisure)



Furniture: Surprise and Delight

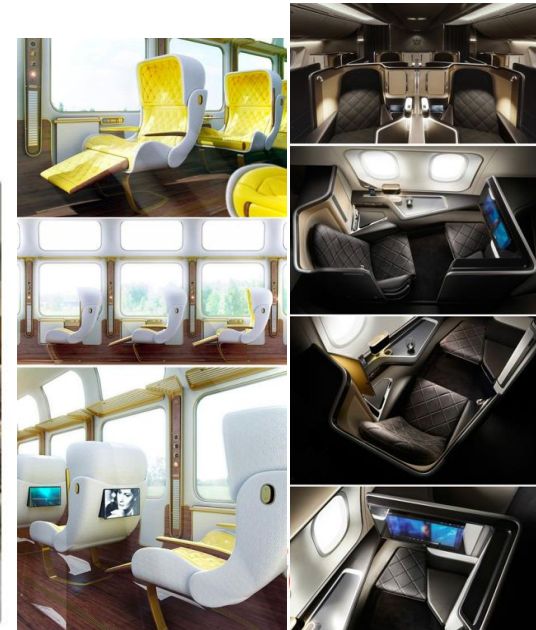
A sense of luxury/ opulence was selected by most providing a feeling of romance and old fashioned glamour. There were also quite a few images of first class travel by aeroplanes.

- Areas to sleep/ for families/ work
- Luxurious/ plush seating
- Privacy
- Space

Make it feel less like a train, like a means of transportation and make my journey not just getting from A to B, but let me do a much wider range of activities that I would otherwise choose to do in that time if I didn't have to spend it on a train. (Leisure)

Included a variety of these [workspace] as something that's quiet, comfortable, a sense of alone time I'd just what would be ideal for commuting.(Commuter)

I like the idea of the modular seating that can be folded down and into tables as shown.
I also like the idea of the meeting pods and work benches with iPads, charging etc. (Leisure)



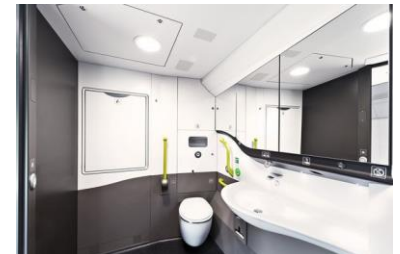
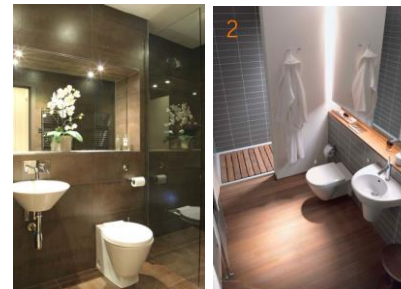
Other facilities: Brilliant Basics

Interestingly, not everyone mentioned toilets as a brilliant basic. Accessible toilets were requested, and those big enough to be navigable with luggage. Air conditioning, also, was not highlighted by all – time of year may play a factor here. Cleanliness (and neat) also played a part for some. All these areas did feature for some as a ‘surprise and delight’ but to a much lesser extent

I think its important especially on a longer journey, there is nothing worse that being stuck in a stuffy hot train for 2hrs with poor ventilation (Business)

Great that you included air conditioning in your Brilliant Basics - absolutely essential (Leisure)

Need for cleanliness on all parts of the train ... so lots of accessible hand sanitizers would be a good basic inclusion (Leisure)



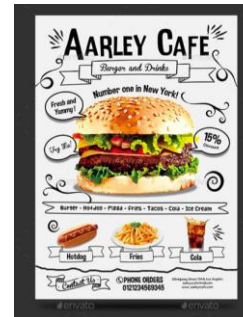
Food and drink: Brilliant Basics

Refreshments were often included in the boards as a 'brilliant basic'. This was across the journey types. Fresh was often a word used to describe what they were looking for.

- Hot drinks – good quality coffee
- Free water
- Fresh food
- Artisan/ deli style food
- Healthy Food
- Interesting/ inviting/ exciting/ variety
- Suitable for time of day

There were also thoughts about how the food should be available

- Pre-order
- Order on board for delivery to seat
- Bento style boxes/ portable food
- Buffet car

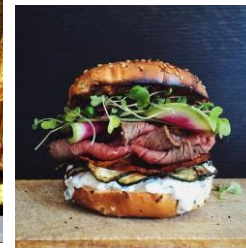


Food and drink: Surprise and Delight

Refreshments also featured heavily as a 'surprise and delight'. Again it was themes of 'fresh' and 'good quality' food and drink. The dining experience (cars/ restaurants) appeared on many boards. Ideas such as locally sourced food, cocktail bars, and complimentary pastries were mentioned. Along with ordering food and delivery to seat.

Great hot and cold food options presented beautifully, and a tap at or near to your seat so that you can get fresh water. (Leisure)

Health food choices that I can order if I had a long day in the office, a hot breakfast... (Commuter)

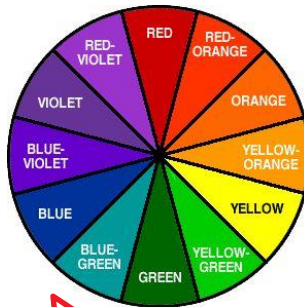


Design: Brilliant Basics

The look and feel of the train was mentioned as a brilliant basic in terms of being...

- Bright, clean, roomy
- Clean, neat
- Light and airy
- Simple, sleek lines

Colours neutral/ bright/ pleasing on the eye



Colours for the carriage I would go for the brighter - yellow/green or orange or blue/green as its neutral but vibrant - different coloured seating for different sections (Commuter)



Design: Surprise and Delight

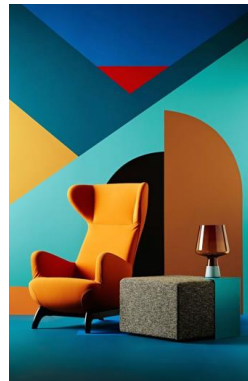
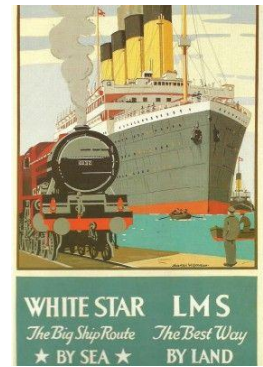
Designs selected were often modern but with a luxurious or retro theme. Some contributors talked in terms of being a pleasure to spend time in. Classic/ vintage travel posters featured and natural materials

British artists and designers created such a wonderful series of railway transport posters right throughout the 20th century, so HS2 has a great opportunity here to bring this brilliant artistic tradition into the 21st century. I've therefore added three pins of iconic travel posters to start with (Leisure)

Lighting - Bright, something to keep people cheery. Bright colours- colourful decor as dark decor only keeps the mood dull (Leisure)

Perhaps retro design carriages within a modern train (Business)

My idea was to combine the modern design of the stations with retro/historical artwork like for existing stations how its looked throughout its history. for the new stations maybe pictures of the area/ the various stages of construction. Or even various trains in the UK throughout time going from The Rocket to the HS2 trains.



Design – lighting: Brilliant Basics

Lighting was very important for some contributors. Themes were around:

- Good lighting
- Ambient lighting
- 'Natural' feel light
- Controllable

Having a bright environment with large windows also featured as a 'brilliant basic'

Lighting at stations and in train interiors will be really important design opportunities for HS2 - especially these days with so many 'smart lighting technology' options (Leisure)

While lighting on its own will not give the interior design of the train an atmosphere which passengers will appreciate, I would consider it a major contributing factor, once you have a great controllable lighting system the interior furniture and visual displays will follow

Quite bright and clinical surroundings but I have chosen lighting that makes the spaces feel more warming and comfortable.



trans

Design – lighting: Surprise and Delight

Lighting featured in many boards, adding a sense of luxury/ design to trains. Having a large windows was also a feature – for a light train but also for the viewing experience

Windows on the train could be oversized so passengers can get as much natural daylight as possible (Leisure)



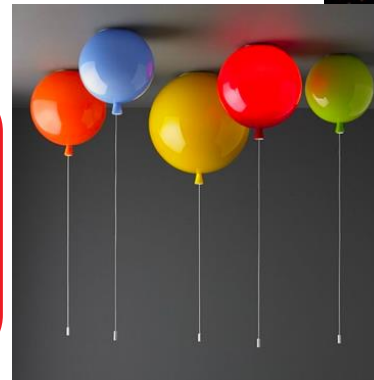
Design – additional dimensions

Some contributors talked about designs to make them feel 'happy' or to convey a sense of 'fun' or playfulness. Or they might have found more quirky pins. Art was another area which could add further interest to HS2

Happy person - I would like the train to be promoting a happy atmosphere! Its the small things that make people happy. Everyone has moans and whinges about day to day service, however something small can put a smile on peoples faces. In the past we have talked about the message in Virgin toilets. It is those little luxuries / treats that make the difference.
(Commuter, Brilliant Basic)

... a bit of humour always helps (Commuter, Brilliant Basic)

A comfy seat snug 'corner' with book shelves and books on offer to read/swap. Or technology around 'plug in to a book reading' book of the week / month whatever. Personal screen station provided as on transatlantic BA with a whole host of things to watch...I would still prefer a snug seat with a real book though!
(Leisure, Surprise and Delight)



transportfocus



Accessibility— relevant requirements

Not all those who discussed accessibility did so exclusively – ie they might also have thoughts about areas that are not directly related. Those shown on this slide are solely related to design or function aspects that are related to accessibility

Panellists talked about ease of navigating the station, getting on board the train and being able to access facilities including seats on the train

Brilliant basics

- Disabled toilets with access and assistance
- Clear signage and walkways
- Level entry
- Ramps: functional **and** beautiful

Surprise and delight

- 'Reserved' areas to keep luggage, prams etc. from spaces where wheelchairs are needed
- Folded, adjustable tables
- Fully adjustable seating
- Transferable seats



Factors other than train design

Although the task itself was focussed on **train design**, other parts of the journey were mentioned as factors that would impact on the journey in terms of functionality but also aesthetic

Staff:

Being friendly, welcoming
easy to see, being available

Being smartly attired
(frequent pins of Orient
Express uniformed staff)



Stations:

Overall designs of modern,
exciting buildings. Pins of
Malmo, Kings Cross stations

Amenities at stations – hair
dresser/ drs/ refreshments/
shops/ accessibility



Other:

Security/ safety

Ticketless travel

Contactless payments

Bike racks

Clear/ innovative signage

Being affordable/ not
expensive

Greenery – in stations, view
from windows. **This was
frequently pulled out**



Summary: functional elements

- Innovative technology was a key theme. There was also interest in more interactive features such as on board displays about the progress of the journeys. To 'Surprise and Delight' technology could include interactive table tops/ windows and entertainment systems.
- As a 'Brilliant Basic', seating should be sufficient, comfortable and offer some degree of adjustments. For more 'Surprise and Delight' there was interest in more usable workspace, and ideas such as individual areas to meet needs such as sleep. Seating was often more luxurious in design and feel for the 'Surprise and Delight' boards.
- Some areas – such as luggage storage didn't really have a 'Surprise and Delight' element to them. They were a basic requirement that needed careful consideration. Similarly toilets, air conditioning and cleanliness were also deemed to be a 'Brilliant Basic' and not a 'Surprise and Delight'.
- Refreshments were a 'Brilliant Basic' and 'Surprise and Delight'. Availability of fresh, interesting and healthy food as well as ways of ordering/ buying were themes explored by contributors.

Summary: design elements

- A key theme in terms of design was modern and yet with classic/ retro elements. This was something reflected in 'Brilliant Basics' but perhaps more overtly articulated in 'Surprise and Delight'.
- For 'Surprise and Delight', images of modern stations and trains were sometimes combined with the more classic luxury of the Orient Express. Equally, more classic stations also featured with modern train interiors.
- Colour was best to be neutral for some and others pulled out bright colours and sharp designs.
- 'Lighting was highlighted of importance for many. This was in terms of artificial lighting on board the train but also the availability of natural light.
- 'Brilliant Basics' artificial lighting was 'good', 'ambient', 'natural feeling' and 'controllable'. There were many quirky and interesting designs in pins. For 'Surprise and Delight' the level of luxury in the artificial lights was more exaggerated. There was also interest in having very large windows/ viewing carriages to bring in as much natural light as possible.
- Additional dimensions were a sense of 'fun' or 'quirkiness' that was reflected in some pins. Space was also an area that should be central in design, but perhaps difficult to capture with pins.

Expectations for HS2: A mix of Brilliant Basic and Surprise and Delight

Some element of surprise and delight was thought to be desirable and to make HS2 really stand out and be memorable

I would expect HS2 to have some surprise and delight element's not gimmicky but working reliable - better than now features. That could be seating, interactive tables, led lighting, it only takes a couple of things to make a big difference, I think because of the big costs involved people expect something more than a pendolino. If it helps I would settle for coffee, leg room and music in the toilets ;-)
(Business)

I would be happy with my Brilliant Basics board items. I would, however, also expect a beautiful station design that would surprise and delight me. Mind you, I would certainly hope for comfortable seats, decent food, better luggage provision, hi-tech ticketing, effective signing and notices, and easier access.(Leisure)

I'd want a mix of both. 95% of the time I'd be more than happy with the brilliant basics.

Up to 5% of the time I'd want to treat myself with some luxury e.g. once a month I take my partner on a 'fancy HS2 date to Birmingham', that would be quite cool. (Business)

Well I guess I'd be happy with the basics, as my needs would be met and I wouldn't be compromised on quality etc... would it be as memorable and enjoyable experience as it could have been had some of the surprise and delight images been realised.. probably not. I think that by implementing some of the surprise and delight elements HS2 will seem morally unique and more fun. (Leisure)

It's a bit tricky to say. I feel that with amount that is being spent on HS2 people will be expecting surprise and delight. However if we can get brilliant basics to include all the things that are currently a surprise e.g. free wifi, deliveroo people may not need all the very lovely extra's e.g. work pods. At this time people don't expect anything from trains and are just delighted if it turns up on time.(Commuter)

Expectations for HS2: beyond Brilliant Basics

Future proofing and the opportunity to showcase through HS2 are reasons why some feel that Brilliant Basics alone are not enough

For a project that's going to revolutionise train travel as we know it, for a project that will transform the country and which will deliver a legacy of connectivity and growth across the UK then in answer to your question I just want to be surprised and delighted!!....I think there is so much scope and unlimited amounts of potential that HS2 could deliver in terms of train design, layout, cutting edge technology etc, etc. that I just want to be overwhelmed by the whole experience. Yes, delivering on the brilliant basics would be good, but I wouldn't want HS2 to settle just for just 'good' but to aim for exceeding customer expectations in every way....*(Business)*

Probably not, as the brilliant basics summarises things I already have available to me now and they are current basics/essentials. With HS2 being completed many years from now, I expect HS2 to be employing the latest and best technology has to offer. So, although presently it may not be feasible to have sleeping pods on a train, who knows if it becomes the norm on trains in the future, due to improvements in technology. And if it does become the feasible in the future, then I would expect HS2 to have implemented it in some form, although the initial plans were drawn many years prior. At the same time, I expect HS2 to be prepared for complete shifts in technology needs/use, for example about ten years ago, smartphones were not common at all and Wi-Fi/charging stations were not necessary. However, in the last five years everyone now owns at least one smart device, and Wi-Fi/charging stations on a train is a basic requirement.

Yes, I would expect to be Surprised and Delighted, otherwise what's the point? At the very start of this endeavour, the Prof said "everything is possible", and if HS2 really **is** to be viewed as something special, and not just a way of getting somewhere (and a fairly limited list of somewheres at that) a little quicker, it'll have to Surprise and Delight everybody, otherwise hard-won cash will **not** be parted with. A major part of the negative public perception at the moment is because it's seen **only** as a quicker method of transport, so there had better be a lot of well-publicised Surprise and Delight in order to change that perception. I don't mean to sound negative, because I do believe that HS2 **will** have the capacity to Surprise and Delight if it's designed properly. This is going to be the biggest rail innovation since the advent of the railway system, so for pity's sake, let's do it properly, so that **every** journey will surprise and delight. If you build it, they will come ;-)
(Leisure)