



# HS2 Passenger panel

## October Task

18<sup>th</sup> November, 2016

# Discussion: Luggage (Part 1)

This week we would like you imagine that you are going on holiday with a big suitcase. We would like you to think about the top five points during your journey which would cause the strongest emotion, for example, stress or relief. Please give us lots of detail about your feelings.

Please pin your top five points on the Journey Map on which you feel the strongest emotions whilst travelling with luggage. This could be where you feel the most stressed or relieved.

Task 88, posted 14/10/2016

# 'Mark up' task – how they did it

Luggage - Emotional points in the journey

This month's task will be on the topic of ***luggage*** and will be in two parts.

This week we would like you to imagine that you are going on holiday with a ***big suitcase***. We would like you to think about the top five points during your journey which would cause the strongest emotion, for example, stress or relief. Please give us lots of detail about your feelings.

Start

Open the task



Please pin your top five points on the Journey Map on which you feel the strongest emotions whilst travelling with luggage. This could be where you feel the most stressed or relieved.

I'm done

Click on the first stage of the journey that evokes strong emotion

REPEAT X4



Please pin your top five points on the Journey Map on which you feel the strongest emotions whilst travelling with luggage. This could be where you feel the most stressed or relieved.

I'm done

Explain what emotion and why

# Passengers experience negative emotions throughout the whole journey when travelling with luggage

The panel describe their experiences of travelling with luggage using very negative language. Many of the problems revolve around;

- Keeping luggage safe
- Finding places to store luggage
- Carrying and manoeuvring heavy luggage

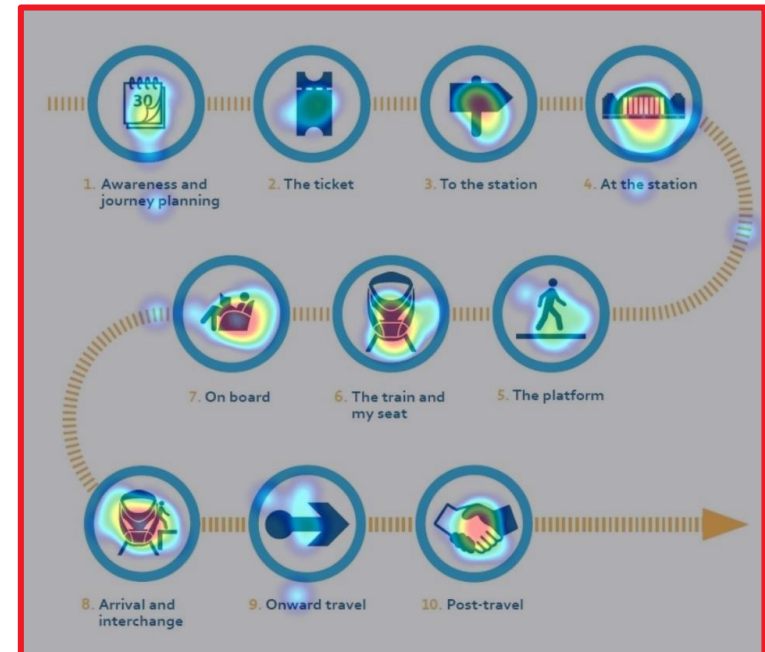
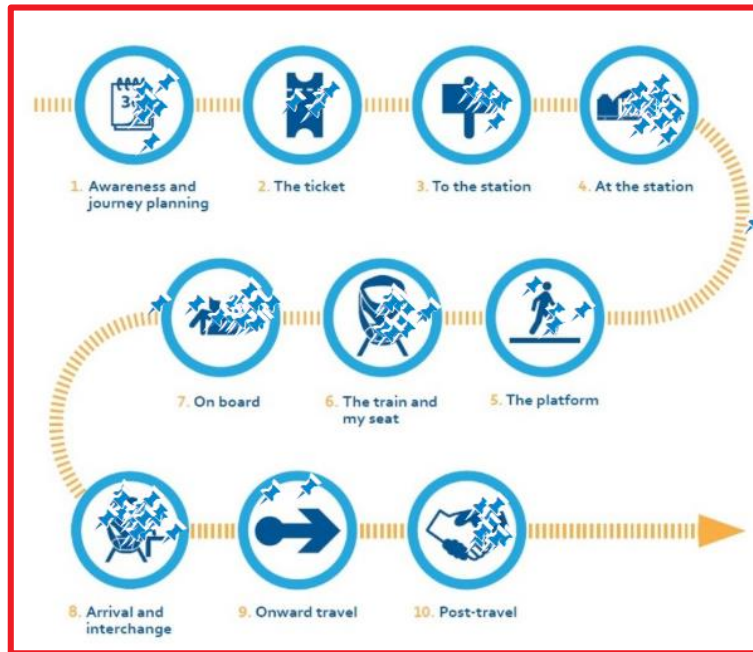
Travelling with luggage is identified as such a stressful experience that some passengers actively reduce the amount of luggage they carry in order to avoid at least some level stress. Others seek alternative routes to avoid public transport altogether

*"I don't think I have the physical strength to carry a large suitcase up and down flights of stairs or negotiate tight, busy corridors. I would try to plan as much as possible but there are always unknowns."*  
(Business, London, 51-60)



# 6 out of 10 stages of the passenger journey were highlighted as invoking particularly strong emotion

Across the whole of the passenger journey, passengers come across high and low points, but some stages invoke more emotion than others when it comes to carrying luggage



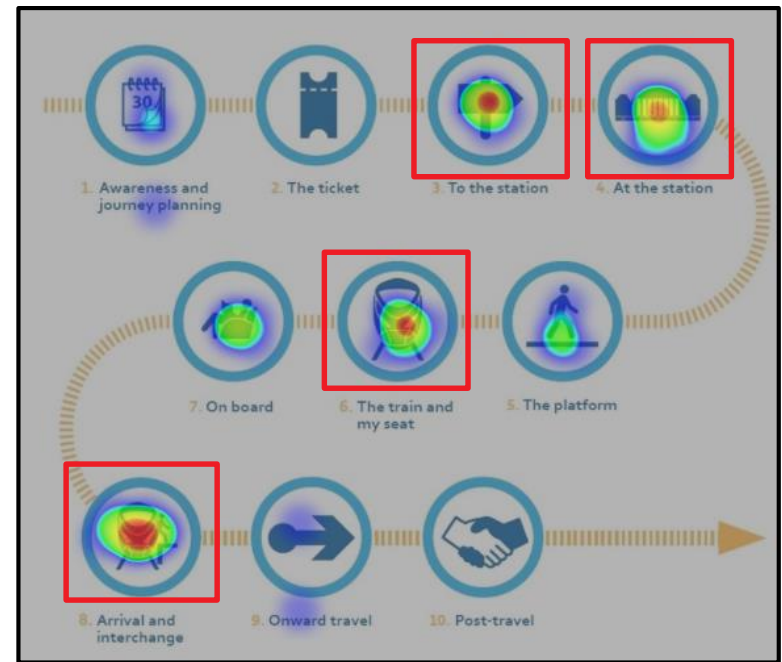
- To the station
- At the station
- The train and my seat
- On board
- Arrival and interchange
- Post travel

# Negative emotions appeared within more stages of the journey than positive emotions

## Positive



## Negative



Positive emotions were largely within the post-travel stage of the journey, whereas negative emotions were experienced early on in the passenger journey

# Getting to the station is a real pain point in the passenger journey



Many of the worries around this part of the journey revolve around practicalities of **getting luggage on multiple modes of transport**. Within this, passengers worry about **lifting, storing and protecting luggage**.

These worries were felt more by those with mobility issues.  
Some of these passengers even report to travelling light in order to avoid this stress.

However, even for those choosing to travel by taxi, these issues are not completely avoided.  
Passengers struggle with;

- Getting the luggage from the car to the pavement
- Getting their luggage from the taxi to the station
- Moving quickly in order not to miss the train
- Climbing stairs between the carpark and station

*"Getting to the station is a tedious chore usually involving hauling a lot of luggage up and down stairs on the underground, getting on and off buses, and nearly always having to stand on these various modes of transport because there is nowhere to stash the luggage safely and secure."  
(Commuter, Birmingham, 51-60)*

*"Because I have a bad back and dragging a heavy suitcase is hard work"  
(Leisure, London, 41-50)*



# There are multiple factors causing passengers stress at the station which make this stage one of the most stressful points



**Fear of unknown potential problems** is a major cause of anxiety at this stage of the journey e.g. delays, cancellations, platform number...

Other problems centre around;

- Manoeuvring luggage through crowds
- Finding a lift
- Keeping an eye on luggage when browsing shops
- Using toilet facilities when carrying large luggage
- Getting through the barriers
- Finding the correct ticket when holding luggage

Passengers worry that **navigating through the station with large luggage** will be difficult and staff may not be on hand to help. For those with children or with mobility issues, this stage is a particular pain point

*"I would be wondering what will happen when I get to the gates or train. Will there be any last minute surprises - whether good or bad. Hoping there will be no delays to the journey, and hoping that there are no hitches."  
(Business, London, 18-30)*

*"We were travelling from Coventry to London Euston. At one end I had to negotiate 2 suitcases plus pushchair plus rucksack from car park to platform, trying to find lifts I don't normally use and trying to do it on time and not miss the train."  
(Commuter, Birmingham, 31-40)*



# Narrow aisles and limited luggage space lead to high levels of anxiety at this stage of the journey



6. The train and my seat

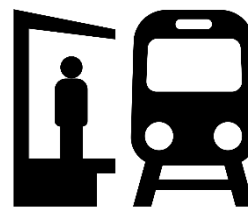
Whilst passengers feel relieved that they have been able to get through the station with their luggage and onto the train, there are still levels of anxiety seen here

These anxieties centre around **finding the correct seat** with luggage and then **finding somewhere safe and secure to stow the luggage**.

**Aisles are deemed too narrow** to move easily through with large luggage and overhead luggage is also often too high up for some to lift their luggage onto

Furthermore, **luggage storage is limited** and sometimes there is no room at all

*"Because firstly I have to get up the narrow steep steps with my heavy suitcase then try and position it out of the way in the usually small luggage section away from my seat, I have to make peace with the fact it may get broken into although so far this has never happened."*  
(Leisure, London, 41-50)



# ‘On board’ creates a lot of emotion, both positive and negative



**Positive emotions stem from relief of having got through the station.** At this point, passengers have a chance to relax a little and look forward to arriving at their destination

Negative emotions on the other hand stem from a fear of **looking after luggage once on board** the train and fear of their luggage being in the way of other passengers

- Will my luggage be in the way?
- Might someone take it?
- What happens if I can't get to it at my stop?
- Might it get damaged/crushed?

**Passengers want to be able to see their luggage** or know that it is stored in a safe position

*"The luggage rack is always next to the door, and simply put, I'm afraid someone might steal my luggage or take it by mistake."  
(Business, London, 18-30)*

*"I would like my luggage to be close to me that I can see it and access it for peace of mind and I'm hoping it doesn't cause any obstruction to any other passengers or staff."  
(Commuter, London, 18-30)*



# Battling crowded stations with luggage can be a stressful experience

Arrival and interchange can be a stressful time, but when luggage is involved, this is amplified. The main areas of stress are;

- Finding luggage
- Getting it off the train
- Navigating the station and barriers with the luggage

**Crowded stations are identified as places of intense stress** and passengers fear getting in the way of others (similar to the ticket gate tasks where passengers fear delaying others)

These crowds refer not just to the **bottlenecking at ticket gates but also those that form around train doors** where passengers battle with those attempting to board. All of this in conjunction with **tight timings** make for an extremely stressful experience

*"If I have to make a change will my train arrive in good time, will I be able to find the onward platform easily? How difficult will it be to traverse the station with my large suitcase?"  
(Business, Birmingham, 51-60)*



*"If I need to change trains then this is the worst scenario when having luggage. I need to almost repeat what I did initially to board the train at first station all over again and at a potentially brand new station which I maybe unfamiliar with, all while under a time constraint, as I try to make my next train on time with all my luggage."  
(Commuter, London, 18-30)*



# 100% of emotions reported at this stage were positive

Whilst at first glance it would seem that TOCs are doing very well in this stage of the journey, actually the feelings experienced by passengers are very much that of relief



*"Safer and calm from the anxieties of current train travel - there has to be a better way!"*  
(Leisure, Birmingham, 51-60)

Passengers are surprised if they have completed a journey problem-free, especially when carrying luggage

*"Happy to have gone through my journey and relieved to know it has all gone okay and I can continue to my destination and enjoy the rest of my trip"*  
(Commuter, London, 18-30)

Nobody spoke about this stage in terms of ability to give feedback on how the journey had gone.

*"Happy to have arrived without major incidents"*  
(Business, Birmingham, 51-60)



# Whilst not to the same extent as the previous 6 stages, emotions are experienced elsewhere in the journey



1. Awareness and journey planning



- Understanding the luggage restriction rules
- Working out if it will be possible to handle large amounts of luggage on trains
- Anticipation of problems
- Some feeling of excitement about a new trip



2. The ticket



- Juggling luggage and tickets
- The ticket may not have enough information on it to guide you through the station



5. The platform



- Large distances to carry luggage along platforms
- Fear of not being able to lift the luggage onto the train
- Fear of being on the wrong platform and not being able to move quick enough
- Relief of having managed to manoeuvre through the station and barriers with luggage



9. Onward travel



- Worry about being able to carry luggage onto connecting public transport
- Relief of having managed the trains with large luggage

# Discussion: Luggage (Part 2)

Still on the topic of luggage, over the next couple of weeks we would like you to think about one of the three scenarios below:

- On holiday with suitcase/backpack
- On a journey with valuable technology e.g. with laptop
- Visiting a friend with a delicate gift

Keeping your scenario in mind please think about how you feel on this journey with your luggage.

We have attached to this task a list of statements. For each of these statements, please tell us which of the 10 stages they fit in within the passenger journey. It may be that some fit in multiple stages, whereas others fit just into one. If you think the wording of the statements need changing or don't quite fit how you feel, please feel free to change them and tell us why. You don't have to stick rigidly to the statements – do build and develop them to fit you.

If you feel that there are any missing – please tell us about these. What is the context to each stage in the journey for this scenario – what are you taking into account, what are you worried about, what matters to you, how would you like to feel and how far away from that do you feel?

The 10 stages:

1. Awareness and journey planning
2. The travel wallet
3. To the station
4. At the station
5. The platform
6. The train and my seat
7. On board
8. Arrival and interchange
9. Onward travel
10. Post-travel

Task 89, posted 21/10/2016

# Mapping the User Needs to the passenger journey

## Previously mapped 'User Needs' - Journey

- 1 Planning and packing
- 2 Getting to the station
- 3 Station/concourse
- 4 Getting on the train
- 5 On the train
- 6 Getting off the train to destination



- How often each User Need appeared in each stage of the journey was calculated before mapping the two passenger journeys as closely to each other as possible
- The 10 most common needs were then checked against those previously mapped out



# The panel were able to map the user needs to each stage of the journey and in doing so, highlight priorities, concerns and considerations

Overall the user needs are **in line with those previously mapped out**, with some small differences.

In giving the panel the option to apply user needs to multiple stages, this **highlighted what was really important to them**.

Of those listed, **being independent and in control** featured strongly at almost every stage. This is something that has been highlighted many times in previous tasks

A second key importance was **wanting to feel relaxed** in the knowledge that everything is going to plan



*"I want to make sure I am confident I know what is to come in all the following stages and I am fully aware of how my whole journey will pan out and what to expect. My priority here is to be well informed and feel prepared regarding my journey."*

*(Commuter, London, 18-30)*

# Whilst there were some clear differences between the different scenarios, the overriding themes were consistent

Priorities within the 3 scenarios:

- **On holiday with suitcase/backpack**
  - Security of large luggage with potentially high value
  - Weight of luggage in terms of being able to lift and stow it
  - Amount of storage space on board for large luggage
- **On a journey with valuable technology e.g. with laptop**
  - Keeping the laptop safe within crowds
  - Safety of laptop at the seat, especially when using toilets/cafe. Locks/lockers?
- **Visiting a friend with a delicate gift**
  - Protection of luggage on board
  - Ease of movement around station (to prevent breakage)

Across all three scenarios passengers prioritise independence and control, safety of luggage, and managing movement of luggage from door to door

# Stage: Awareness and journey planning – User needs

## Planning and Packing

### Needs identified by research and panel

- I need to know what to expect so I can make an informed choice
- I need to make the right luggage choices
- I need to know what size luggage I can bring
- I need to know how different types of luggage/bikes/pushchairs are treated so that I can plan my journey
- I need to have options to take the things I want
- I need to know if I am going to be able to manage my luggage throughout my journey

### Additional needs identified by panel

- I need to know what the luggage provision will be in order to pack accordingly and plan journey
- I need to know what the luggage provision on other modes of transport is (onward journey travel rules)
- I need interchanging travel options information
- I need not to worry/to relax

### So what?

- The most important thing to passengers at this stage is having all the correct information accessible so they can make informed decisions
  - Passengers want to feel reassured that they will not face any barriers to travel that could have been prevented

*"The planning options need to be simple and  
easy to find for deciding how to bring my  
luggage"*  
(Leisure, Nottingham, 41-50)

# Stage: Awareness and journey planning – Considerations

Many of the user needs revolve around trying to **prevent problems occurring later** in the journey. Passengers want **simple, clear and fair** luggage options and rules

## Questions raised:

- Could luggage be damaged on the train? Will it have to sit on my knees or by my legs?
- Where will the luggage be at each stage? Does it need protecting?
- Will I know if there will be events that could affect travel e.g. football match, marathon
- How will assistance work?
- Will I be charged for having too much luggage?
- Is my luggage a practical size for me to carry and store in the rack?
- Is it worth spending more for a more direct journey, even if this increases cost?

*“At this point I would have an idea of what I am likely to be taking with me and of the need to limit my luggage to what I can comfortably carry - reducing the number of changes would be a consideration and if possible avoiding long distances on foot between stations on the journey”  
(Business, Birmingham, 51-60)*

*“During stage 1, I am already in a state of dread. I just want to be able to plan everything quickly and easily. I need to know exactly where I will be going and what I will be doing, especially so that carrying my luggage does not become difficult or painful, and I dread having to rely on others.”  
(Leisure, Nottingham, 41-50)*

# Stage: The Ticket/Travel Wallet – User Needs



## Needs identified by panel

- I need to be in control, not reliant on others
- I need interchanging travel options information
- I need to minimise the cognitive overload moment
- I need to know the location of boarding and the length of time it will take
- I need to know how busy each carriage is
- I need not to worry/to relax
- I need to know where to go if I need help
- I need to know where my seat is on the train so that when I get there I can relax quickly
- I need to have options to take the things I want
- I need to understand where to board the train relevant to my luggage

### So what?

- Passengers need as much information as possible so they are not having to seek help and information once the journey has begun.
  - However, irrelevant information must be filtered so as the significant information is easy to find

*"I want to know that I have all the information I need to hand so I'm not worrying about it. BUT I also don't want information that I don't need distracting me!"*  
(Commuter, Glasgow, 31-40)

*"Will I have to struggle to find and show my ticket when I'm loaded down with luggage?"*  
(Leisure, Nottingham, 41-50)

# Stage: The Ticket/Travel Wallet – Considerations



There is the assumption that a **large volume of information will be stored on the travel wallet**. It should have;

- Connections
- Platforms
- Timings
- Food bookings
- Location of boarding

The priority for passengers is that they are **well informed and feel prepared** for the whole journey

## Questions raised:

- Will I be able to upgrade on the journey?
- Will the travel wallet show me how busy the train is? Will I have a spare seat next to me to place fragile items?
- Will it contain all the details of my journey, connection, platforms etc?
- Will I have to struggle to find my ticket when carrying luggage?

*"I would be keen to make sure I can access my travel wallet and that all the information is easily accessible and understandable"*  
(Commuter, Sheffield, 18-30)

*"I want all the necessary information, but I need it in simple, easy to access and understand form. I want to ensure that it is all correct"*  
(Leisure, Nottingham, 41-50)

*"do I factor in the possibility of needing more money for a ticket upgrade for leg/seat room?"*  
(Leisure, London, 31-40)

# Stage: To the station

## *Getting to the station*



### Needs identified by research and panel

- I need to minimise the discomfort of carrying my luggage
- I need to minimise wrong choices which prolong the journey and cause discomfort

### Additional needs identified by panel

- I need to feel safe while carrying luggage
- I need to be in control, not reliant on others
- I need not to worry/to relax
- I need to not be an inconvenience to others
- I need to know where my luggage is
- I need to not be impaired by luggage carrying passengers (non-luggage holders)
- I need my luggage to be safe and secure
- I need ample time to get from the concourse to the train and knowledge and trust that the train won't leave without me (even if the amount of time doesn't feel enough)

### So what?

- The most important thing at this stage is that passengers get to the station in good time
  - Luggage is one factor that can slow this process down, making it a barrier to travelling via train

*"Getting to the station can be a major problem and can depend on the distance you have to travel and the time of day"  
(Leisure, Manchester, 70+)*



# Stage: To the station – Considerations



Whilst train travel can be stressful, actually one of the biggest pain points for passengers is getting to the station itself.

**Public transport and roads can be unpredictable** so passengers have to allow a lot of time in order to avoid stress. Even if the train companies make train travel a simple, easy and stress-free, getting to the station will always cause some levels of anxiety as missing the train is one of the biggest fears passengers face.

This is especially a big area for concern for those requiring assistance, as the **help only starts when at the station**

## Questions raised:

- Even if I am assured that fragile luggage will be safe on the train. Where's the guarantee for getting it to the station?
- What happens if I miss my train?

*"I'm worried that my transport to the station won't get me there on time. I want to minimise having to manoeuvre my luggage as it is difficult, cumbersome and uncomfortable. I'm already in a state of dread and panic."  
(Leisure, Nottingham, 41-50)*

# Stage: At the station

## Station/concourse



### Needs identified by research and panel

- I need to know where I can get help if I need it when I'm on the concourse
- I need to be able to move around the station so that I don't feel awkward or unsafe
- I need freedom of movement: toilets, shops, sitting down etc.
- I need to visit the toilet and know my things are safe
- I need to be able to buy and consume snacks before and during the journey
- I need to not be an inconvenience to others

### Additional needs identified by panel

- I need to know where to go if I need help
- I need to feel safe while carrying luggage
- I need ample time to get from the concourse to the train and knowledge and trust that the train won't leave without me (even if the amount of time doesn't feel enough)

### So what?

- For those travelling with luggage, their priorities are;
  - Being able to get help if they need it from staff
  - Being able to move around the station unaffected by luggage
- Stations must be designed in such a way that luggage does not disrupt the flow of passenger movement

*"Here I would be making sure no one bumped into me and quickly figuring out the quickest way to my platform"*  
(Leisure, London, 31-40)

# Stage: At the station – Considerations



With regards to luggage at the station passengers have two main worries;

## 1. **Concern about not being able to manoeuvre around the station**

- A fear of bumping into other passengers and a fear of others bumping into them

## 2. **Concern that having luggage will prevent them from being able to use station facilities**

- Shops, cafes, toilets

### Questions raised:

- Will stations be created with luggage in mind?
  - Toilet cubicles big enough
  - Trolleys available
  - Check in
- Will signage be clear enough?
- Will there be help on hand to direct passengers?
- Will I be ok getting through the ticket barrier with my luggage?
- How much assistance will be offered at the station?
- How easily will I be able to move around the station with my luggage?

*“Here I want to feel calm and relaxed as I have done all my preparation beforehand, although I want to familiarise myself with the station to know where I need to be to board my train and when and if I can access it easily with my luggage”  
(Commuter, London, 18-30)*

*“I want to get rid of my bags as soon as possible. I hate dragging my stuff around and have to do shifts holding the luggage whilst one person goes into the shop/toilet. I’m trying to work out where the lift is and how long I have until I have to get to the platform”  
(Commuter, Sheffield, 18-30)*

# Stage: The platform – User Needs

## Getting on the train



### Needs identified by research and panel

- I need to know the location of boarding and the length of time it will take
- I need to understand where to board the train relevant to my luggage
- I need level access
- I need ample time to get from the concourse to the train and knowledge and trust that the train won't leave without me (even if the amount of time doesn't feel enough)
- I need to go to my train as soon as possible so that I can relax

### Additional needs identified by panel

- I need to not be an inconvenience to others
- I need to be in control, not reliant on others
- I need to know where my seat is on the train so that when I get there I can relax quickly
- I need my luggage to be safe and secure
- I need to know that my bag won't be tampered with by other passengers

### So what?

- Many of the statements at this stage revolve around smoothing out the boarding process
  - Waiting on the correct part of the platform, knowing where the luggage storage will be and having level access

*"Platforms need to have adequate space, with clear and accurate information available, they should also be well lit, if you are carrying heavy luggage you don't want to be tripping over something in the dark"*  
(Leisure, Manchester, 70+)

# Stage: The platform – Considerations



At this stage passengers are **anticipating problems moving through the train and stowing bags**.

Their priorities are **boarding the train at the correct door** and getting to their seat quickly so they can finally relax

## Questions raised:

- Will there be HS2 reps helping the boarding process?
- Will the train/my ticket indicate where to board?
- When will the platform number be announced?
  - Will there be a big scramble at this point?
- Will there be areas to sit on the platform so I don't have to rush last minute?
- Will it be guaranteed that there won't be a last minute platform change?

*"Here my priority is to get onto the train as quickly as possible with all my luggage safe."  
(Commuter, London, 18-30)*

*"I am keen for the train to hurry up and I'm anxious about where to get on to the train as I don't want to drag the case down the middle aisle to encounter someone else coming the other way"  
(Commuter, Sheffield, 18-30)*

# Stage: The train and my seat –

## User Needs

### Getting on the train

#### Needs identified by research and panel

- I need to know where my seat is on the train so that when I get there I can relax quickly

#### Additional needs identified by panel

- I need to have access to what I need during the journey
- I need to know that my bag won't be tampered with by other passengers
- I need to not be an inconvenience to others
- I need to know where my luggage is
- I need my luggage to be safe and secure
- I need not to worry/to relax
- I need to feel safe while carrying luggage
- I need to move through the train comfortably with luggage
- I need to not be impaired by luggage carrying passengers (non-luggage holders)

#### So what?

- Many of the statements at this stage focus on reaching their seat with their luggage safe and secure
- Passengers want to move quickly and easily through the train so they can relax

*"I'm worried about struggling against all of the backlog of people trying to find their seat and stowing the luggage - plus I'm worried that there won't be enough room for my luggage, especially as I can't lift it onto a shelf. "*  
(Leisure, Nottingham, 41-50)

# Stage: The train and my seat – Considerations

The main worry at this stage is the **safety of luggage**. Being able to safely and securely stow luggage (nearby) is essential for a stress-free journey.

Passengers want to be able to **place their luggage into a safe area that is within sight**

## Questions raised:

- Will there be separate carriages?
  - Quiet?
- What if I can't lift my luggage into the storage areas?
- Will there be enough luggage space for everyone?
- Will staff be around to help stow luggage?
- How will people taking the wrong seat be prevented?

*"I want to be able to get to my seat easily - and not have to try and persuade someone to move if they are occupying it when it's reserved for me"*  
(Leisure, Nottingham, 41-50)

*"I hate people moving my suitcase or putting things on top of it! I want to keep some things with me"*  
(Commuter, Glasgow, 31-40)



# Stage: On board – User Needs

*On the train*



## Needs identified by research and panel

- I need to know that my bag won't be tampered with by other passengers
- I need to have access to what I need during the journey
- I need to be able to leave my bag for the toilet, food, etc.
- I need to know where my luggage is
- I need my luggage to be safe and secure

## Additional needs identified by panel

- I need to visit the toilet and know my things are safe
- I need to know where to go if I need help
- I need to be able to buy and consume snacks before and during the journey
- I need to know where to go for my onward journey/where the exit is before actually getting off
- I need freedom of movement: toilets, shops, sitting down etc.

## So what?

- Security of luggage is of utmost importance at this stage
  - Passengers are seeking a solution to the existing luggage storage methods currently used by TOCs on board; It is not deemed secure or consumer friendly

*"I have a neurotic habit of checking my bag. I get anxious at stops in case my bag is moved etc"*  
(Commuter, Sheffield, 18-30)

# Stage: On board – Considerations



For many, this is the **first time in the journey where it is possible to relax**. The biggest priority at this stage is ensuring that luggage is **not being tampered with** by other passengers. This includes other passengers;

- Moving luggage
- Putting suitcases on top of luggage
- Taking luggage
- Causing damage to luggage

Because of these fears, passengers **need to know well ahead of time when the train will arrive**, this way they can access their luggage in good time

**For fragile luggage passengers prefer to keep the item with them** (ideally on the seat next to them)

## Questions raised:

- Will there be room to take my luggage to the toilet with me?
- How secure is my luggage?
- How can I guarantee my luggage will not be tampered with?

*"My priority here is to now just enjoy my journey, as I've done all the due-diligence beforehand and now I can relish the journey ahead"*  
(Commuter, London, 18-30)

# Stage: Arrival and interchange – User Needs

*Getting off the train to destination*

## Needs identified by research and panel

- I need the freedom of movement to be able to alight quickly (no people/staff/doors in the way)
- I need to know where to go for my onward journey/where the exit is before actually getting off
- I need interchanging travel options information

## Additional needs identified by panel

- I need to not be an inconvenience to others
- I need to minimise the discomfort of carrying my luggage
- I need to feel safe while carrying luggage
- I need to be in control, not reliant on others
- I need not to worry/to relax
- I need to know where my luggage is
- I need to know where to go if I need help

## So what?

- Passengers fear that luggage will become a barrier to travel at this stage;
  - Being able to access and carry luggage off the train and throughout the station, blocking other passengers or being blocked by passengers and having to seek staff to help

*“My priority here is to make sure I leave with all my luggage, and I know where I need to go and to get there on time”  
(Commuter, London, 18-30)*

# Stage: Arrival and interchange – Considerations

This can be a very stressful part of the passenger journey with multiple factors that can be seriously disruptive

There are two main worries passengers have at this stage;

- **Being able to get to their luggage from on board storage**
- **Being able to make their connection in time**

Passengers believe that in order to have a relatively stress-free journey, they need to be **well prepared and very organised in order to manage this stage**

## Questions raised:

- How will I know where to go?
- Will there be people on hand to help?
- Will someone be able to help me manage my luggage?

*"I like to be ready for arrival in case there isn't a long time to alight, but I don't want to get up too early either and if the train is delayed it can be difficult to know when you are 5 minutes away without an announcement"*  
(Commuter, Glasgow, 31-40)

*"I need level access - so I'm praying that my assistance turns up in time to help me alight, especially if I'm getting off before the terminus of the journey. This point in the journey is \*extremely\* stressful"*  
(Leisure, Glasgow, 51-60)

*"I am anxious about getting my bag down (especially if it is at a height as I'm short). I am worried about where I have to get to, especially if I don't have much time."*  
(Commuter, Sheffield, 18-30)

# Stage: Onwards travel – User Needs

- I need to minimise the discomfort of carrying my luggage
- I need to feel safe while carrying luggage
- I need to be in control, not reliant on others
- I need to not be an inconvenience to others
- I need not to worry/to relax
- I need to know where my luggage is
- I need interchanging travel options information
- I need to minimise wrong choices which prolong the journey and cause discomfort
- I need to know that my bag won't be tampered with by other passengers
- I need to know what the luggage provision on other modes of transport is (onward journey travel rules)

## So what?

- Passengers try to avoid barriers that prevent them from continuing their journey with ease
  - Struggling with luggage, not having the correct information for onwards travel and protecting their luggage from damage / tampering

*"I breathe a huge sigh of relief!!"*  
(Leisure, Nottingham, 41-50)

*"If my train has been delayed or something has changed I might need extra help/information"*  
(Commuter, Glasgow, 31-40)

Onwards travel does not feature in the previous research

There was some confusion over the difference between the stages 'onwards travel' and 'post travel'. Many of the user needs are the same

# Stage: Onwards travel – Considerations

Similarly to stage 3 'To the station', this can be **an unpredictable time** for passengers.

HS2 can no longer guarantee that the passenger's luggage will be safe or that they will effortlessly be able to manage their luggage to their final destination

**This is a time when passengers feel vulnerable and anxious**

## Questions raised:

- If delays have occurred, will someone be able to help me with my onwards travel?
- How can I find out what the luggage restrictions/ provisions will be on other modes of transport?
- How easy will it be to find taxis/buses/the carpark etc?
- Can luggage be sent to my final destination?

*"In most cases my wife will be waiting for my arrival so it is always a happy experience and pretty simple. Poitiers railway station is large and well laid out, the car parking is reasonably simple and works quite well"*  
(Business, Birmingham, 51-60)

*"Then towards the end of my journey, as my final destination point draws near I need prior notice of when I arrive. (This could be as now, an on-board train announcement, but it would also be lovely to have a text alert on my mobile just in case I've dozed off by then)"*  
(Business, Birmingham, 51-60)

# Stage: Post-travel – User Needs

- I need to feel safe while carrying luggage
- I need to be in control, not reliant on others
- I need to know where my luggage is
- I need not to worry/to relax
- I need to minimise the discomfort of carrying my luggage
- I need to not be an inconvenience to others
- I need to know where to go if I need help
- I need to visit the toilet and know my things are safe
- I need to not be impaired by luggage carrying passengers (non-luggage holders)
- I need to minimise wrong choices which prolong the journey and cause discomfort

## So what?

- The priorities at this last stage are largely around having a stress-free end to the journey
  - Not worrying, not needing assistance, not being inconvenienced or inconveniencing others

*"Relax, have a drink and then  
contemplate unpacking!"  
(Business, Birmingham, 51-60)*

*"Hopefully, after settling in, feet up  
with a glass of wine to unwind;-)"  
(Leisure, Glasgow, 51-60)*

*"Post travel I don't  
want to have to think  
about the travel at all"  
(Commuter, Glasgow,  
31-40)*

Post Travel does not feature in the previous research

There was some confusion over the difference between the stages  
'onwards travel' and 'post travel'. Many of the user needs are the same



# Stage: Post travel – Considerations

This stage brings **huge relief** that the passenger has finally reached their destination and the journey is over.

With the multiple factors that can influence and impact upon a single journey, many passengers feel relieved and **surprised when a journey has been completed issue-free**

The main topic on the passenger's mind is now the **learnings for both the passenger and the TOC**

## Questions raised:

- How can I give feedback
- What can I do differently to make the next journey easier?

*"Priority here is to enjoy my destination/fulfil the reason for my travels and to learn from the experience and use it to improve future journeys"*  
(Commuter, London, 18-30)

*"I would like to be able to give feedback on my journey - good or bad. Whether this be via a facility of booths on the platform where you can leave a video message or a quick electronic survey in the HS2 lounge on exiting"*  
(Business, Birmingham, 31-40)

*"I think the most vital part after the journey is the facility to give "FEEDBACK".*  
*. How to improve the service.*  
*. Things that are satisfactory.*  
*. E.g. departure timings, is there enough time to store luggage. This could be done online, or on information points on the train"*  
(Leisure, Manchester, 70+)

# Summary

The user needs by stage **largely match those previously mapped out**, however the journey is actually **far more emotionally stressful and mentally complex** than the user needs suggest

Whilst other travel factors such as food, seating or facilities can impact travel, **luggage is a real pain point and can make or break a journey** dependent on how it is managed by the station, TOC and other transport required within the trip

Whilst the panel were able to map out the statements, some of the **language was noted as not being so consumer friendly** e.g.

“I need to minimise the cognitive overload moment”

This aside, the panel were able to identify which statements best fit each of the stages for them and their **individual needs**. The biggest theme that ran through all stages were ensuring that **passengers could travel independently without relying on others BUT with help on hand whenever it is needed**

Within this, luggage must be **safe and secure from door to door**