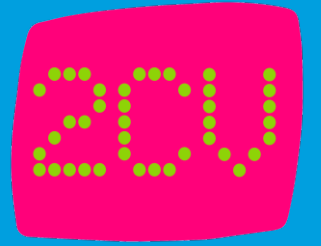# Age and the Train
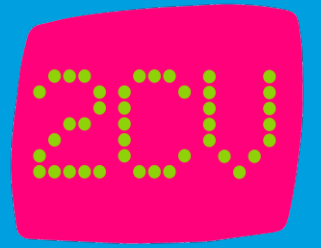
Stop and Think Session – Two hours

December 2018

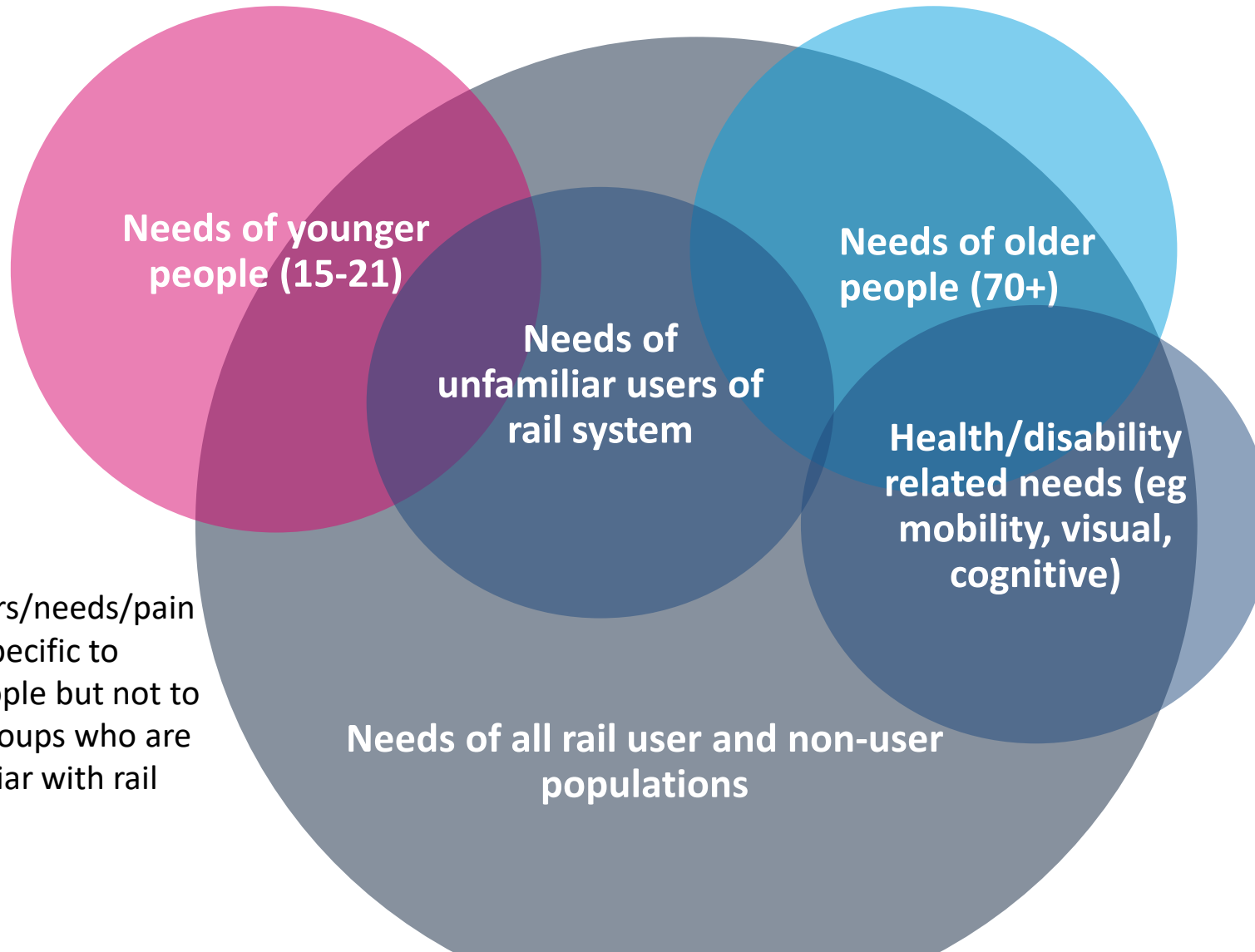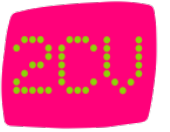# Agenda

1 Considerations for phase two

2 Emerging findings

3 From pains to gains

4 Seed ideas

Considerations for phase two

# We should be mindful of overlapping drivers of pain points and barriers

- Are the barriers/needs/ pain points of older people driven primarily by health issues?
- What barriers/needs/pain points are specific to older people (who are lapsed users)

Needs of younger people (15-21)

Needs of unfamiliar users of rail system

Needs of older people (70+)

Health/disability related needs (eg mobility, visual, cognitive)

- What barriers/needs/pain points are specific to younger people but not to other age groups who are also unfamiliar with rail system?

Needs of all rail user and non-user populations

Age ranges for phase two:
- Young: 15-21
- Older: 70-85

The challenge of phase two will be to try to understand and isolate the needs of these audiences – using recruitment and task design

4

Recruitment decision points
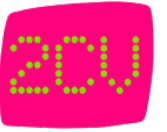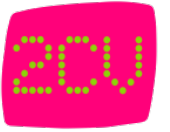
Decision points and hypotheses

- Is it too late once people have purchased or been given a car? Are they as reliant and dependent as older age groups + potentially more price sensitive?

- Would it be valuable to include familiar rail users from each age group? This could help to disentangle age issues from unfamiliarity.

- As we are going into older age groups – what are we looking for with health issues and disability? How do we distinguish from age issues and health issues?

- Should we build on the local insight we have or expand to other areas that have unique, relevant and interesting factors?

- Is London still an interesting location given the differences in public transport availability

Recommendations for design

- Recruitment criteria to exclude or set a maximum quota on young people who own a car.

- Set a quota of minimum two people per region (one older/one younger) who are familiar (ten overall).

- Set quotas to ensure our sample includes a range of age-related health issues (using social model), but also include those who feel they are in good health.

- Include Bristol but expand to Bath, include Reading but expand to Swindon, include Plymouth but expand area to Exeter, replace Worcester with Cheltenham/Gloucester

- Include London as one of five locations

Content decision points
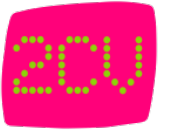
2CV

Decision points and hypotheses

- Can we get a deeper understanding of what is unique about these age-groups? Both as a cohort (eg 15-21) and at specific milestones (eg deciding whether to learn to drive)?

- How can we capture perceptions of whether the train feels like it is 'for them', and how much trust is placed in the system and booking sites?

- How do we understand the impact of staff on these two audiences?

- What can we learn from other sectors: airlines (pricing), cars (comfort) and even outside sector (Uber etc - transparency/control)?

- What framework are we using to understand this? Is it helpful to use a behaviour change and mode shift model like EAST? Is there value in splitting out design and activation?

Recommendations for design

- First task of online communities will include specific section on this, and further prompts in the other tasks (eg 'how do you think you would have felt about this ten years ago'?)

- Forum task or video about perceptions of the train and prompts throughout around trust and expectation.

- Specific prompts during accompanied journey and online communities – including around language used.

- Prompts in communities to ask participants how they feel rail compares with other sectors and services.

- More for analysis and reporting– but something to bear in mind. Are the best ways of activating these audiences (ie deals, advertising and promotions) as useful

Behaviour challenge communities| Our proposed task overview

TASK 1	TASK 2	TASK 3	TASK 4	TASK 5
Getting to Know You	**Attitudes and perceptions of rail (including price)**	**Planning and paying for a journey**	**Experiencing local station and journey***	**Reflecting on challenge**
• An introduction to our participants. A bit about themselves + their lives (who they live with, car ownership/ access) • What is changing at the moment? What is different? What needs? What matters most now – and is new? • **Video:** Brands and experiences that they love and why they value them	• **Forum**: Who do you think rail is for and why? • **Forum**: Perception of rail and the trains in your area – how does it compare to other forms of transport? • **Forum**: Perception of the cost of rail compared to other modes	• Why did they chose this journey for rail? What would they usually have taken? How does rail compare to typical journey? • How easy/ difficult, confusing or otherwise is it to plan? Online vs offline. • What research did they do? How easy was it to get the right ticket and the best deal?	• What was their experience of getting to the station? • **Video and photos:** Station experience: How did they feel when they arrived at the station and get onto the train? • What services did they use? How well did the information provided meet their needs	• A final task to consider what they have learned about rail through the challenge • How can the train be there for you and give you the freedom you need at this stage in your life? • Introduce and ask to consider ideas for improving service for people in their age group
✓ **Contextual information** ✓ **Understanding of unique aspects of their age group**	✓ **Understand attitudes to rail – is it for them or for others?** ✓ **Perceptions and trust of rail compared to other sectors**	✓ **Comparison of group booking with pairs and single** ✓ **Value of discounting, deals and flash sales compared to the increased complexity**	✓ **Understand how stations and onboard experience can be improved to meet specific age needs** ✓ **How can staff make a difference?**	✓ **Prioritisation of what needs to change and why** ✓ **Understand how to make the train easier to use**

Accompanied journeys
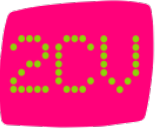
- Better understanding of experiences in the moment

- Higher quality video

Outcomes

- We propose a series of accompanied journeys with users to get under the skin of the user experience in the moment and understand how they experience the GWR network. We will also test and explore hypotheses and insights generated from the groups and digital diary stage

- This approach will allow us to gather insight into the behaviours and emotional impact of journeys, in the moment and on the go, which otherwise can be difficult for users to recall accurately post-journey

- These sessions would involve a 2CV researcher accompanying a lead participant. We propose half the journeys be participant led and half to be selected by 2CV to 'stretch' respondents out of familiar/known routes

- The journey would last at least 30 minutes but in some cases up to 2+ hours. We will be observing their behaviour and also asking them to 'narrate' the experience

- Sessions would be recorded using a video camera and audio clips would also be captured. We would watch their experiences back after the sessions. Footage would be edited and a reel included as part of our deliverable (also including video from the online diaries)

- Following the journey, we would have a discussion and explore what elements of the experience were positive and what elements less so. These interviews would also be videoed

✓ Detailed capture of experiences on GWR network

✓ Pain points

✓ Influencing factors

✓ Use footage to deliver in the moment experiences and user 'pen portraits'

Accompanied journey persona ideas

- 2x journeys with older couples/people who have recently stopped driving

  - Have a chance to capture how it feels to stop driving, the process they go through when thinking about taking the train, and then doing it with them.

- 1x journey with older couples who are interested in taking more city breaks and are willing to consider train but have reservations

  - Unfamiliarity with train is one of the reasons holding them back

- 3x group journeys with groups of younger people aged 15-17 and 18-21 including those who have access to cars and those who take coach

  - Capturing group dynamic and needs for train

- Mix of trips to London vs. elsewhere
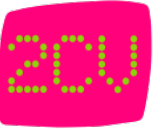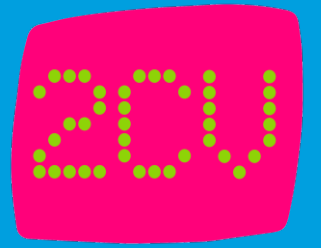
Emerging findings

Emerging themes
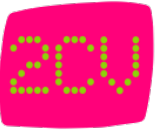
MIS-MATCH BETWEEN PRICE AND EXPERIENCE

- Younger users feel the pain primarily on price, older users on experience
- The competitive landscape of coach and car have made this even more stark
- Some pain points are felt deeply by inexperienced non-users, particularly youth
    - Confusion
    - Staff (for enforcement or experience?)
    - Fear of financial pain of missing a train

IMPROVEMENTS FOCUS ON CONTROL, CONVENIENCE, COMFORT AND INSPIRATION

- Finding the right price was the most powerful idea
    - Skyscanner style system
- Making sure I get a seat
    - Flexible reservations to suit my needs
- Ensuring comfortable experience arriving at station and getting to the right platform
    - One-stop-shop itinerary on smartphone
- Discover new locations and experiences
    - Discounted and packaged

TRAIN CAN PROVIDE VALUABLE OPPORTUNITIES

- Train can help all spend time with the ones they love (kids, partners, friends, parents, grandparents...)
    - Help younger people explore and experience new things
    - Help older people to keep their independence as they become less able/confident to drive
- They have particular opportunity in replacing long distance trips, which can be onerous by car or coach

Behind the scenes with our audience

17-23

24-30

55-64

65+
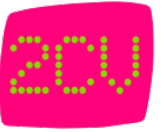
Are exploring and figuring out what they want in life and have a broader range of priorities than the older people; friends, money, travelling, career.

Priorities are very much focussed on family (kids and grandkids) – and health - they know what they want and how they like to live their life.

- Big life events around education/first jobs.
- Student mindset around money and keeping costs low
- In varying states of independence
- Novice drivers

- Moving/moved out of home, covering more of own expenses.
- More career focusses and some starting own families

- Car is key for independence and staying connected to friends and most importantly, family.
- Becoming grandparents (many for the first time).

- Bus passes encourage use for local journeys, yet to branch out for long distance.
- Some are losing confidence in the car and looking for 'less stressful' journeys.
- Their children may be driving them around or planning their public transport journeys for them.

Price dominates young people's perceptions and needs for train travel
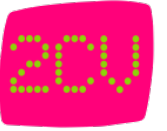
- Experience does not justify price - younger groups (17-23) are very price sensitive and prefer coach

  - Strongest price sensitivity among students

  - National express has upped it's game in onboard experience and kept fares low

  - More tolerant of longer travel times if price is low

  - Fear of missing train and not having enough money to rebook fare

  - 16-25 railcard is valued – and missed when it expires

- Lots of group travel – but train is not seen as competitive

  - Low awareness and use of Groupsave option and 26-30 railcard

"They really hike up the prices on the train – I cant be booking six months in advance" Reading

"I used to use my young persons railcard a lot but now I feel the loss of it - was like a bereavement" 28, London

"The coach has improved – more comfortable seats – more legroom, more cushions, you've got a guaranteed seat, plug sockets, wifi, storage space." London

national express

Home   Airports ▾   Events ▾   Destinations ▾   Offers ▾   Hotel Deals ▾   Help & Advice ▾

Manage my booking   FAQ

Great Value Coach Travel

From just £5 one-way

2CV

But there are other opportunities in 'onboarding' new users
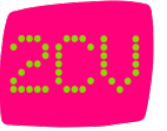
- Younger people are more likely to need handholding – especially on longer and unfamiliar journeys and when arriving at their destination
  - Where is the platform?
  - Not clear what the role of staff is
- Lack of awareness and understanding around the offers/ discounts that are available to them
  - It feels like a lot of work to look into getting the cheapest price
  - They are looking for something smarter to tell them what they are entitled to
- The train could do more to help young people feel independent
  - Disconnect between train and Uber to home or cheaper taxis

"I feel safer flying on my own than I do taking the train for an unfamiliar journey" 23, Plymouth

"It's embarrassing if people are in your seat. I would sit somewhere else and avoid confrontation." London

"If you take the train, you arrive at the destination, but you haven't really arrived, so you have less time at the place you really want to be." 22, Worcester

SPLIT TICKETING™

SplitTicketing.com is dedicated to helping you save money on your train tickets.

Use our money saving split train ticket search and booking engine below and you could be pleasantly surprised with the split ticket savings you'll enjoy in addition to what you already save by purchasing your train tickets online in advance, or even if you book on the day of departure!

Older non-users are looking for a more premium experience

- Their current perception and limited experience of rail does not justify the perceived high price for them – they have higher expectations for experience (closer to Eurostar and airlines)

- Very family focussed audience – almost all their personal values included family and many of the switchable trips involved seeing family

- Looking for a premium leisure experience

  - Holiday should start on the train

  - Want to feel comfortable be looked after

  - Not found in either first or standard at the moment

  - Current experience not delivering on the romantic promise

"You make the effort of reserving a seat, in a quiet carriage and then you get none of that, that's just poor, it's not what you pay for" 55, Plymouth

"You can feel quite refreshed when you arrive. Unlike the car where you have been cramped" Reading

"They should have carriages without children screaming – where we have a nice drink too" Reading and London

"Mid-week is the new weekend!" Reading?

"I wish there was more onboard cleaners – it gets really dirty and nasty." Older, Reading
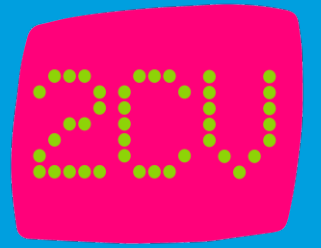
They are going to be less tolerant of driving over time – are they confident enough that the train can help them?

- Older people we've spoken to so far aren't thinking of reducing their car use but there are hints that older relatives have or need to do so
  - They may need reassurance about accessibility, that it will be safe and they won't have any falls
- Some longer car journeys are feeling uncomfortable and could be replaced
- Using ticket machines feels hard – having to rely on others to help

This audience perhaps needs further exploration – around the tipping points

"I can't imagine doing a journey that has an interchange- I need to be as simple and direct." 70+, Worcester

"My mother gave up driving when she was 80 – we were all very relieved." Older, Reading

From pains to gains

Memories of customer journey pain points – lack of consistency and trust

2CV

Planning the journey	Buying tickets	Getting to the station	Inside station

Planning the journey
- Unable to find direct routes

Buying tickets
- Finding cheap fares feels difficult
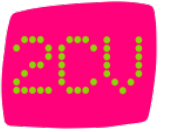 - **Perception is that fares are very high – it's putting non-users off**
  - **Group travel in particular becomes awkward if some members can't afford it**
  - **Difficult to share/split cost online when booking**
- Fares are inconsistent and people don't understand why
- **Lack of staff availability to help**
- System feels inflexible - what if you change your mind? What if you need to go somewhere at short notice?
- **These audiences don't know the offers available to them**

Getting to the station
- **Need a car or someone to give you a lift**
  - **Goes against need for freedom/ independence**
- Cost of parking at station is high, and not guaranteed to get a space
- Bus links don't always work out

Inside station
- Wayfinding and journey steps not obvious to the uninitiated
  - Signage to get to the platform can be unclear
- Not enough seating to wait on
- Inaudible customer announcements

How are these pain points being felt by younger and older non-users?

Challenging moments for those with less experience and understanding

2CV

Getting on the train	On-board	Arriving at destination	Onward journey
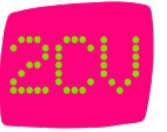
Getting on the train
- **Panicky situation - everyone rushing as soon as the platform is announced**
- **Not knowing where to stand on the platform for your carriage**
- Unsheltered platforms when waiting

On-board
- Reservation system down
  - Not getting a seat leads to a really poor experience
  - **Young people nervous about asking someone to vacate their seat**
  - People move paper tickets
- Staff seen as enforcement not part of their customer experience

Arriving at destination
- **Big stations with many exits that are not clear signposted**
- **Lack of staff to assist**

Onward journey
- Need a car or way around when arriving at destination

How are these pain points being felt by younger and older non-users?

How pain points leave customers feeling…

2CV

I feel confused

I feel frustrated

I feel reliant on others

This feels inconvenient

I am uncomfortable

I don't feel safe

I feel disorientated

I'm disappointed

Varying prices

Ticket types

Route options.

Last minute changes

Other passengers

Someone in my seat

Inflexible tickets

First and last mile

Getting on the train

Booking ticket

Complex/indirect journeys

First and last mile

No seating

No shelter

Temperature

Dirty

Unable to walk around

Toilets out of order

Drunk/rowdy passengers

Lack of staff

Poor lighting

Standing up in transit

Being far from luggage

Unclear signage in stations

Exiting destination station

Rushed interchanges

Not getting booked seats

Delays

No refreshments

High fares

STRESSED, ANXIOUS, PUT OFF

Planned

Short/
Local

Long/
Further

Spontaneous

London - Brighton

Plymouth - Cardiff

Reading – Visiting family in Staffordshire

London - Liverpool

Bristol - visiting Mum in Essex

Reading – visiting friends in Bristol

Bristol - visiting family in Shrewsbury

Bristol - visiting daughter in Wales

London - Edinburgh

London – York for weekend

Reading – Westfield centre in London
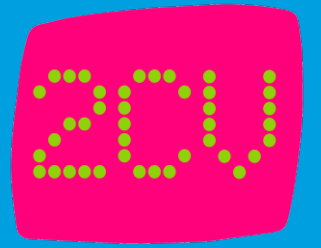
Plymouth - London

London – Portmeirion in Wales
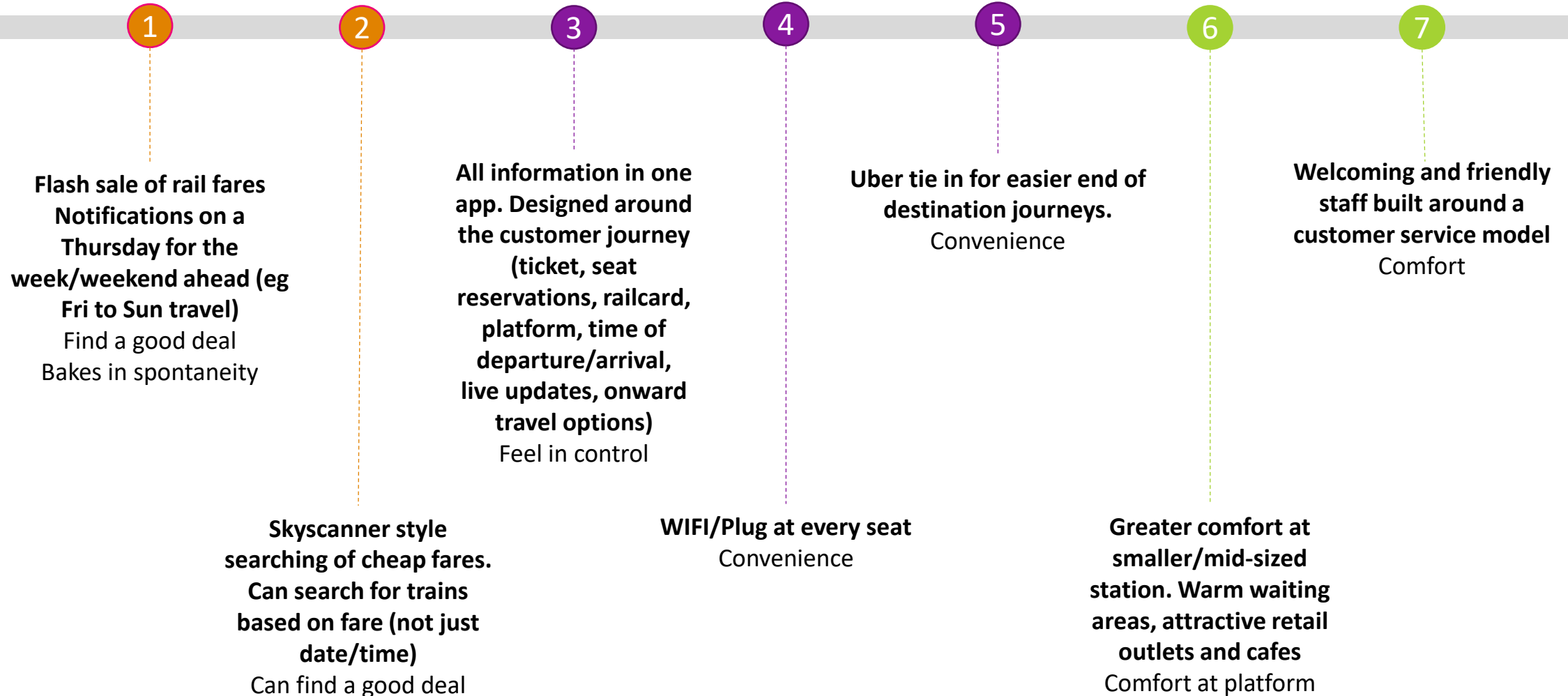
Reading - Bournemouth with friends

Reading – Day trip to Newbury

Seed ideas

Overcoming negative perceptions

Seed ideas to overcome pain points

2CV

1

Flash sale of rail fares Notifications on a Thursday for the week/weekend ahead (eg Fri to Sun travel)
Find a good deal
Bakes in spontaneity

2

Skyscanner style searching of cheap fares. Can search for trains based on fare (not just date/time)
Can find a good deal

3

All information in one app. Designed around the customer journey (ticket, seat reservations, railcard, platform, time of departure/arrival, live updates, onward travel options)
Feel in control

4

WIFI/Plug at every seat
Convenience

5

Uber tie in for easier end of destination journeys.
Convenience

6

Greater comfort at smaller/mid-sized station. Warm waiting areas, attractive retail outlets and cafes
Comfort at platform

7

Welcoming and friendly staff built around a customer service model
Comfort

…To inspiring and delighting journeys
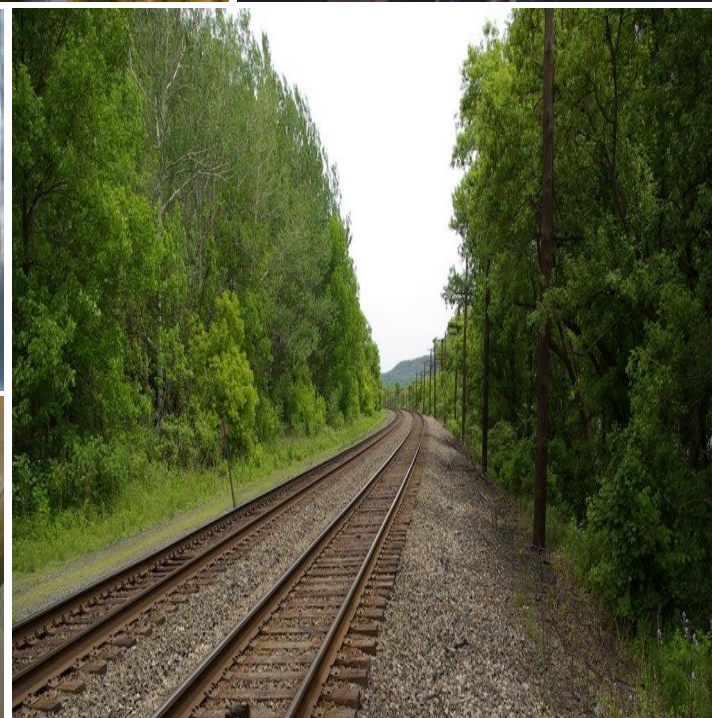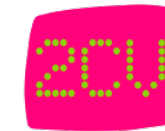
Seed ideas to delight customers

2CV

1

Destination packages shaped around why audiences are travelling (eg festival, sporting events, gigs, theatre etc) Event ticket and rail in one package
Find a good deal
Inspire spontaneous travel

2

Rail and hotel or AirBnb package. Inspire travel opportunities around the UK (city breaks, weekend activities.
Inspiration
Find a good deal
Inspire spontaneous travel

3

London to anywhere. Be able to search via fare/journey times to maximise potential for spontaneous travel. Have destination profiles as part of the search
Inspiration

4

Personalised account. Can build a profile. Have tailored offers. Calendar of events and accompanying rail travel. Trip Advisor/Amazon style profile
Inspiration

5

Discover weekly – destinations, things to do, places to stay – tailored to your profile. Connected with #Instagram. Easy to share
Inspiration

6

Car share/car hire at end destination when onward travel is the norm (ie SW/Wales not London)
Comfort
Convenience

Phase two

Thank you

Nick.Allen@2cv.com

Jo.Upton@2cv.com
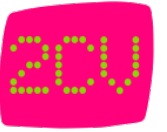
Sammy.Saint-Warrens@2cv.com

Please click on this link to access our
[Terms and Conditions](#)

Appendix

Overarching objectives

Overall the project is required in order to discover the potential to improve the attractiveness, use and experiences of the railway for two key audiences

- Younger people considering rail for the first time independently
- Older people enjoying retirement and possibly wanting freedom from their car/the stress of car or enjoying the reduced cost of public transport

To truly discover the potential for change we need to explore both the practical and emotional influences on mode choice:

- Practically → how might we improve the user journey and experience by removing key barriers, making it easier, more pleasant and ultimately the common sense choice?
- Emotionally → how might we develop the rail offering to fit with each different cohort's values and lives?

Findings from the project will include two types of opportunity for Transport Focus, GWR and the wider industry:

- Short term (quick wins)
- Mid-longer term (deeper, strategy-led change).

A deep and wide-ranging project to help the railways create a tailored proposition and offering for these unique audiences

Areas for exploration

A range of areas need to be explored with each audience to help identify opportunities for GWR, Transport FOcus and the industry more broadly:

PERCEPTIONS OF RAIL

- Spontaneous associations and mental model
- Who is rail for? Who do they think uses it? For what occasion/journeys?
- Perceived advantages and disadvantages vs other modes?
- Changes over time

VALUES AND ROUTINES

- Personal values/identity
- Habits and routines
- How these factors influence choices

DECISION MAKING FACTORS

- How and when choices are made
- What are the deciding factors
- Where does Rail sit in the consideration set
- What occasions is Rail suited to vs not suited to
- Comparative advantages and disadvantages of rail
- Perceived barriers to greater use

JOURNEY OCCASIONS

- Types of trips – purpose, location, distance
- Attitudes to rail vs other modes for different trips
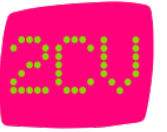
USER EXPERIENCES:
Understanding the whole journey experience – highs, lows and opportunity for change

- Looking up journey options
- Buying a ticket/fare options/offers
- Getting to and from the station
- Station environment
- Train environment
- Journey experience

FUTURE TARGET AUDIENCES

- Who does rail most appeal to
- Where can journeys be stimulated from
- What tailored solutions/messages may be required for different audiences

NB: Your detailed objectives would be covered and are included in the appendix

Fieldwork so far...

DATE OF GROUPS	GROUP VENUE/ADDRESS	GROUP QUOTAS
Monday 12th November	First Sight Studios, New Bond House Bond Street, **Bristol**, BS2 9AG	Group 1 – Younger (16-22) Group 2 - Older
Tuesday 13th November	Gheluvelt Suite (1&2), Worcester Whitehouse Foregate Street, **Worcester**, WR1 1EA	Group 8 – Older Group 7 - Younger (22-30)
Wednesday 14th November	Seen & Sound, 153 Friar Street **Reading**, RG1 1HE	Group 4 – Older Group 3- Younger (22-30)
Tuesday 20th November	Home Sweet Home 41-42 Eastcastle St, Fitzrovia, **London** W1W 8DU	Group 10 – Older Group 9 - Younger (22-30)
Wednesday 21st November	Future Inn Tavistock Rd, **Plymouth**, PL6 5ZD	Group 6 – Older Group 5 - Younger (18-24)

Locations – emerging themes
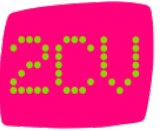
Worcester
- Car is king
- Isolated
- Differing experience based on train station

Reading
- Great station experience
- Car focussed – status and wealth

London is more convenient by train. It's got the infrastructure Older, Reading

Bristol
- Differing experience based on train station

London
- Public transport is normal and accessible
- Pain of getting into and out of London makes train more attractive
- Stations in London are destinations

Plymouth
- Very long journeys to make – this is daunting by train, especially if unfamiliar, for both age groups
- Small stations feel uncomfortable, unsafe, and really hard to access

Stop and Think
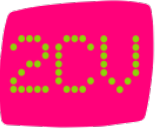
What is it?
A chance for 2CV, Transport Focus and GWR to briefly pause and think about what we've learned so far:
- *Who are the right people to speak to*
- *What are the topics we want to deep dive into*

What will it involve?

A meeting with 2CV, Transport Focus and GWR very soon after the focus groups to discuss emerging themes. Areas we may be discussing will include:

People
- Are there any audiences that seem more ready or open to change?
- Are there any audiences that have barriers too big to overcome that we would want to exclude?
→ Agree target for next stage recruitment

Themes
- What are the big areas of interest or concern that we want to learn more about in terms of real life experiences? For example if ticketing is a big concern what do we want to explore about this in the next phase?
→ Help develop targeted questions/areas for users to document
→ Possibility to create 2-3 meta themes that can be explored in depth in the online communities (for example in a previous project for London Underground these were Tech and Information, Built Environment and Staff – online communities shared their experiences and generated ideas for solutions. For example, for this project these themes could be: ticketing – cost and ways of buying tickets, getting to and from the station and maximising leisure time (eg technology/ entertainment on board)

Ambiguity
Are there any areas where we think people are not being accurate in describing their behaviour or intended behaviour?
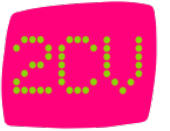Are there any topics we want to explore in more depth
→ Deeper probing around these topics in the next phase

What will they deliver?

- ✓ Clear understanding of each audience's perceptions, barriers ad needs

- ✓ A representation of their idealised railway, defined in their own terms using their own language

- ✓ Clear sense of priorities

- ✓ Audience feedback on specific audiences (e.g. losing confidence in car but intimidated by railway franchise experience; young people not interested or excited by the railway – feels old fashioned, doesn't compare to brands they connect to)

Considerations underlying our recommended approach

Business objective
identify opportunities to drive use of rail in younger and older audiences

Targeting users

Exploring Wide and Deep

Getting beyond the rational

While there may be some common challenges faced as new/low users of rail the habits, lives and values of younger and older audiences will be substantially different.
→ We recommend exploring the two audiences separately during the project
→ At the end of the project we will look at the opportunities and map where there is common ground

The project needs to **explore perceptions and decision making process** which requires a wide angled discussion and benefits from creative exercises. It also requires a **deep dive into user journeys to understand** what works and where pain points and frustration exists:
→ We recommend using a combination of methods including groups, auto-ethnography and accompanied journeys/ethnographies in order to capture feedback across all areas

It is easy for people to give a reasoned account of their choices and perceptions, but this surface level explanation is often flawed – people ignore or miss what influences their own behavior and choices. To overcome this we would:
→ Build on existing deep understanding of target audiences
→ Use emotive and creative techniques to understand perceptions
→ Use the behavioural science of decision making and experience to enhance outcomes (eg using occasion based questioning or reflecting the role of novelty or peak end rule in creating experiences)

In-the-moment behavioral challenge diaries – powered by 2CV Momento
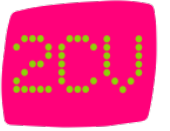
What are they?
In-the-moment journey diaries where everyone takes at least one journey by rail – a behavioural challenge
Documenting and sharing experiences of rail travel
Covering wide across the GWR network

What will it involve?
40 Participants will commit to taking a **short** journey on the GWR network – N.B. some journeys will also include experiences across other franchises.

Our participants will document a detailed customer journey diary – covering the ticket purchase & journey motivations, mid-travel train experience and post journey reflection:

Pre Journey

- **Choices:** why did they chose this journey for rail. What would they usually have taken? How does rail compare to typical journey?

- **Planning:** How easy/difficult, confusing or otherwise?

- **Tickets:** What research did they do? How easy was it to get the right ticket? How happy were they with what they paid?

During Journey

- **Getting to the station:** How did they get there? What was their experience of the journey?

- **Station experience:** How did they feel when they arrived at the station? What services did they use? How well did the information provided meet their needs

- **Train experience:** What did they notice/experience? What did they do with their time? How did they feel? What were the highs and lows?

Post Journey

- **Leaving the train:** What did they experience as they left the train? What was good or bad?

- **Getting to their final destination:** how did they feel post journey?

- **Improving the railways:** reflecting on their experiences what could be improved and what would be their top priorities

What will they deliver?

✓ Journey experience from end to end

✓ Broad representation across the GWR network and shorter and longer journeys

✓ Videos, photos and rich user feedback

✓ Pain points and delighters

✓ Opportunities for improvements

Optional Paper Diary Alternative: while over 80% of over 65-75 year olds and 44% of over 75 year olds now use the internet/smart devices – we will provide an option for paper diaries to ensure no-one is excluded