Customer Journey Segments	Existing Passengers Transport Focus Research Base	Non Users (Existing Barriers to travel)	Future Passengers / Trends	Issues
Journey Planning	Putting rail information in the public domain, 2011,[influence of info on travel choice] Disability (passenger assist 2014) [showing specific accessibility needs when planning] Integration in Scotland 2014 [highlights planning as important] Extreme weather 2015 [planning and delivery during extreme weather] Passenger information during the 'Beast from the East' and Storm Emma 2018 Passenger Needs and Priorities for Planned Railway Engineering Works 2012 Passenger needs during engineering works: Reading/Bath/Bristol (2015), Liverpool Lime St (2017), Wirral Loop (2017), Waterloo upgrade (2018), Derby (2019), Southend Victoria (2019) Brighton Main Line (2019), Kings Cross Station (2020) Communicating engineering works during the pandemic. 2021 [West coast and Bristol] East Midland Trains Timetable change 2018 [awareness/understanding timetable change] Will there be space onboard? 2021 [desire for crowding information/apps] Planning Journeys. 2021 [what users want from planning tools, inc. multi modal]	Don't know how to start Perception (too difficult) Accessibility worries	24/7 world Online Emphasis Personalisation (filter to avoid overload) Older population Car ownership decline (pre covid) Competition (i.e. sat nav/ Uber/car share offering door to door journey) Covid-19 fears on crowding/safety Carbon emission targets	Awareness/attractiveness of rail as a choice (in general and post Covid-19) Availability/choice of information sources Ease of planning Accuracy of sources and consistency between sources Personalisation – 'my journey' Trust Managing disruption (planned and unplanned) Real time information during disruption
Getting a Ticket	Employers' business travel needs from rail.2009 [business' views inc fares and tickets]. Fares and Ticketing Study 2009. [Value for money and European comparison] Perceptions of fares and ticket options.2012 [overall summary of views & research] Smart ticketing 2013-16 [Suite of research on smart and contactless] Advance Purchase on Day 2015 [new form of ticketing – attitudes to change] Flexible season ticket. April 2021, November 2021 [changing commuting patterns]	Cost and complexity	Search for value (end of assumption that each generation will have it better) Compare modes to make value choice Increasingly electronic world More part time work/less 5-day a week commuting	Value for money (including price/RPI increase) Fares reform: choice, personalised products, and ease of purchase. Accuracy and trust (actual and perception) Legal liability (consumer law) Future of retailing (smart v paper; cash v card)
To the Station	Integration in Scotland 2014 [physical integration] Integration/barriers 2010 [barriers are cost/convenience; perceptions] Car parking (2010) [price, space, payment, East Midlands] Getting to the station – East Anglia (2007) [impact of no car parking space]	Perception (can be worse than reality) Not trust connections	Older population Car ownership decline (pre covid) Availability of bus services Increasing volume of cycling	Perception gap (degree of 'hassle') Cost (especially of parking) Personal security (including post Covid worry) Peace of mind (missing a service)
At the Station On the Platform	Station design: Edinburgh, Glasgow QS, Euston, Kings Cross Platform 13-14 Manchester Piccadilly 2019 [passenger experience and information] Personal security/staff [human presence valued] Passenger experience unstaffed station 2011 [stations in Wales] Information screens at stations 2021 and 2014 [importance of information screens] Ticket Vending Machine usability. 2010. Ticket queuing times major stations 2008 and large regional rail stations 2010. Passenger Priorities – at stations. 2020 [Slide 111 onwards of Agency Report]	Physical access (disabled)	Older population (platform train interface)	Inclusive design (inc platform train interface) Real time information (personalised) Staffing Capacity (station crowding) Personal security Facilities
On the train	Punctuality-the passenger perspective 2015 [dependability, trust, right time] Punctuality/reliability -high frequency routes 2020 [expectations on these routes] Passenger information when trains are disrupted. 2014 [information needs - all journey] Train Design: Thameslink 2008, Merseyrail 2014 and 2021, Scotrail 2011, Porterbrook 2020 , HS2 2021 [value of engaging users/ design aspirations] Diesel v Electric 2018 [in house panel survey on impact of environment on planning] Value of travel time 2010 [emphasises Wi-Fi, phone, power] Catering [featured in West Coast and East Coast franchise research] Luggage on long distance services 2018 [volume and type carried and expectations] Using passenger insight to aid HS2 design 2018 [ticketing, luggage, catering] Pax experience of internet connectivity 2020 [quality of connection and perceptions] Cleanliness of public transport 2021 [importance and best practice] Announcements on trains. 2021 [views/experiences of on train announcements]	Perception formed by bad experience and word of mouth	24/7 world (first and last trains) Ability to work anywhere Value of travel time – Wi-Fi a basic expectation Personalised information Covid: changed expectations re space?	Performance (link with satisfaction and trust) Crowding (inc social distancing) Inclusive Train design (seat v space v facilities) Value of travel time Real time information (personalised) Personal security Staffing
Arrival /Interchange	Integration/barriers 2010 [barriers are cost/convenience, perceptions] PlusBus 2015 [awareness and use] Cross Country Passenger Research 2018 [views on interchange]	Convenience/hassle Lack of real time information	Personalised wayfinding Older population	Reliability (making a connection) Real time information

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Post Travel	Compensation 2013 and 2016 and 2018 and 2020 [claim rates, awareness, attitudes] Delay Repay 2020 [in house panel survey – how to increase claims] Ticket to Ride 2012 and 2015 Penalty Fares 2020 [dealing with ticketless travel / penalty Lost Property [proposing a national database]		Personalisation / automation	Awareness of rights Ease of claiming/complaining Fairness – redress mechanisms
Overall Experience	**Satisfaction**: NRPS [passenger satisfaction] ; 'Interim NRPS' Passenger Satisfaction 2021; Rail User Weekly Survey 2021; What drives rail passenger satisfaction? 2021 [relative importance of specific journey attributes] **Priorities for improvement**: Priorities for improvement 2020 [showing order of importance]; Rail and bus priorities 2020 [impact of covid on priorities]; Returning to rail: What passengers want? 2021 [expectations and requirements for the future] **General** The Passenger Experience 2014 [experience through the journey process] How younger & older passengers use the train 2020 [views of old and young on GWR] Attitudes to: Environment/Sustainability 2007 , 2021 and 2021 Travel after restrictions lifted Sept 21 Return to Rail Nov 2020, July 21 Future Rail Commuting Sept 21 and Apr 21 Cleanliness public transport Jan 21 and May 21 **Accessibility** Disability (passenger assist 2014) [showing specific accessibility needs when planning] Disabled rail passengers 2019 [experiences, challenges and barriers] Covid travel: July 21 and Jan 21 [experiences disabled people during the pandemic]. Feedback on inclusive transport campaign 2021 **Covid-19 overall experience 2020-21** Weekly tracker [weekly reports on experience, attitudes and satisfaction] Lessons learnt 2021 [key lessons for 2021 and beyond] Perceptions of safety 2021 [Key driver analysis] Attitudes to travel post covid 2021 [multimodal] Attitudes to social distancing Jul 21 [relaxation of restrictions] Other Community reports: Feeling safe 2020 Ventilation on public transport 2021 Covid safe accreditation 2021 National Rail personalised disruption messages 2021	Priorities for improvement 2020 [Slide 117-121 of agency report has improvements for non rail users] Safety worries Perception v reality Safety worries Perception v reality	 Ageing population Personalised information/service Will passengers return post Covid? Future commuting patterns?	Importance of the 'core product' Aligning incentives around passenger needs (e.g. right time) Level access (station and train) Rolling stock design Confidence Financial viability Service levels / timetabling Ticketing to match post-covid travel
Overarching culture	Engagement 2013 [passenger power, initial and ongoing voice] Trust 2014 [performance is core, relationship has scope to improve] Trust 2019 [levels of trust with train individual companies] Customer service 2016 - Northern [views on customer service] Presenting 'right-time' performance information 2013 [impact on trust/transparency] What do Passengers Think about structure of Rail 2019 [part of Williams Review submissions]	Cross Country Passenger Research 2018 [barriers to use] Tomorrow's passengers 2018 [barriers to travel] Barriers to Travel 2019 [part of Williams rail review submissions]	Branding Power of trust/relationship	Capturing and using the passenger voice in franchising and HLOS/Periodic review Transparency/accountability/ Trust