



About TfL Online

TfL Online is responsible for TfL's digital services and strategy. This document explains how delivering this strategy will keep London working and growing, and make life in London better.

Audience

- Stakeholders
- Project managers
- Relationship managers
- Suppliers

Outline

At TfL Online, we deliver world-class digital services designed to help people get the best out of travelling in London. Because every journey matters, we strive to improve customer experience and demonstrate value for money by giving people:

- The option to access our tools and services anywhere, any time on any device
- A personalised, localised service
- The ability to carry out key tasks and resolve problems themselves
- A quick service which saves them time – and frustration
- An integrated service that is consistent with what people are hearing from staff, seeing at stations and reading on Twitter
- Information that is easy to find and helpful to them personally

APIs and open data

Doing this requires a lot of work behind the scenes. That's why we've adopted a responsive design based on services delivered as APIs, or data feeds.

APIs enable us to use and share information in ways we haven't been able to in the past. They also help us adapt to inevitable changes in technology, making us more efficient.

Because of the way the feeds 'speak' to each other, APIs allow us to be more creative and develop new services that work seamlessly across all types of device.

For our customers, this means we can develop localised, personal solutions and explore ways of tailoring services to meet their individual needs.

And we're not the only ones - by adopting an open data policy and making our feeds freely available to developers, we've seen a number of exciting apps and services emerge that supplement or complement our own.

Continual improvement

We're passionate about our customers and the services we develop for them. We also recognise that everything we do is essentially a work in progress, rather than an end in itself. This means we're receptive to feedback and keen to learn from what others are saying or doing.

In the meantime, we'll continue to put customers at the heart of everything we do, developing digital services that are available when and where they want them to improve their experience of travelling in London.

Further reading

- [Digital experience principles](#)
- [Supplying to TfL Online](#)

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Owner: TfL Online Compliance
Department: TfL Online

Version History

Version	Date	Summary of changes
1.0	06/12/2013	First issue

Review History

Name	Title	Date	Comments
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