Ivan
The instinctive commuter

> "I make decisions in the moment"

- Daily commuter
- Fairly high knowledge of London and TfL
- Decides in the moment
- Tech savvy

Key attributes

Knowledge of travelling in London

Low ▲ — ▲ High

Confidence level

Low ▲ — ▲ High

Tendency to plan

Low ▲ — ▲ High

Technology sophistication

Low ▲ — ▲ High

Transport for London

A bit about Ivan

- Ivan works in financial sales and is constantly running between meetings and juggling responsibilities.
- He is the sort of person who makes decisions in the moment – it has always worked out well for him in his personal and professional life. He is decisive and outgoing and trusts his gut instinct.
- Ivan has lived in London for 12 years, he moved here from Croatia as he wanted a change and a new challenge. He often gets visitors from home coming to explore London.
- It is important to Ivan that he is up to date with technology as it is part of his job every day, and he likes to be one step ahead of his colleagues. He has got a blackberry from work that he is always with.

How he plans: pre-journey

- Ivan rarely plans in advance, only sometimes in advance of unfamiliar journeys. He knows that he can work it out as he goes along.

How he plans: in-journey

- Ivan travels daily from his home in Holland Park to Canary Wharf. During the week he is often going to different locations around London for meetings, and sometimes also has to travel internationally.
- Ivan typically sticks to the tube as it is quickest, but he does cycle at the weekend. He mainly uses his car to go shopping, but sometimes drives to visit friends who live in places difficult to reach by public transport.
- Ivan often checks the status of the tube while travelling, using apps (Tube Map and Tube Buddy) or the TfL mobile site. In the moment he sometimes grabs a member of staff if he has a question.
- He takes disruptions in his stride, adapting easily although not always choosing the optimal route.
- He is typically a calm traveller - he normally feels in control and that there is no point getting wound up

His goals

- To have reached his destination with the minimum of fuss.
- To have figured out solutions to delays on the fly.
- To have seen all of the details that might affect his journey and then filter them down.

His future

- Ivan will be quick to pick up on the best or flashiest technology.

Key information sources

THOMSON REUTERS   FT FINANCIAL TIMES

Celina
The competent commuter

> "I like to be organised and have everything under control"

- ▸ Daily regular commuter
- ▸ High knowledge of London and TfL
- ▸ Calm, confident & organised
- ▸ Highly tech savvy

Key attributes

Knowledge of travelling in London

Low ——————————————— High

Confidence level

Low ——————————————— High

Tendency to plan

Low ——————————————— High

Technology sophistication

Low ——————————————— High

Transport for London

A bit about Celina

- ▸ Celina has been working in her role as a charity volunteer coordinator for three years. It is a very busy role with a lot of responsibilities to juggle, and Celina is someone who likes to be organised so she can feel in control.
- ▸ Celina grew up in London and knows the transport system well, especially the areas near where she lives and works.
- ▸ She loves technology and has an up-to-date smart phone that she uses constantly to check her emails, read news and update her Twitter feed.

How she plans: pre-journey

- ▸ Celina is a meticulous planner - she likes to be organised and know where she is going and make sure she will make it on time.
- ▸ Celina keeps an eye on what is happening with the tube before commencing a journey, checking the status on her travel app every morning.
- ▸ She does not need to be spoon fed information and advice – she can make her own decisions.

How she plans: in-journey

- ▸ Celina commutes daily from her flat in Finsbury Park to her office near Bank, typically taking the tube.
- ▸ During the day she is often running between meetings so will occasionally grab a Barclays Bike. She is open to different modes of transport – as long as she gets there she doesn't really mind how.
- ▸ While Celina is generally calm and confident while travelling, she does get annoyed and stressed by delays, especially if she has got an important meeting. If she is part way through her journey she will typically just wait for things to sort themselves out – she has found it often takes longer to change her route than wait.

Her goals

- ▸ To be aware of delays and route changes before she travels.
- ▸ To have helped friends, family, and colleagues know how to best get to their destinations.
- ▸ To have kept updated with what is going on with her tube lines and areas near her.

Her future

- ▸ Celina will be the first to leap on any technological developments, especially those that would make her life run more smoothly.

Personal Information

Age: 24
Occupation: Volunteer Coordinator, full time employed
Lives: Finsbury Park
Home life: Single
Personality: Organised, confident, considered

Travel choices

Typical journey: Finsbury Park to Bank, peak journey
Openness to mode/route change: Very adaptable
Travel priorities: Fastest journey
Delay behaviour: Would just wait, unless severe delay
Mode preference: Tube, bus, walking, Barclays Bike. Open to other modes including river and cycling.
Feeling towards TfL: Positive (most of the time)

Technology

Internet usage: High
Devices: iPhone, PC at work, laptop at home
Social media usage: High – creator, writes a charity blog and frequently tweets
Usage of apps: High

Key information sources

BBC NEWS   METRO   Transport for London

Nancy
The newbie visitor

"I don't know London – where do I start?"
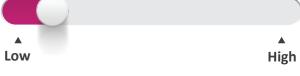
- Infrequently travels to London
- Low knowledge of London and TfL
- Nervous, unconfident traveller
- Fairly low tech savvy

Key attributes

Knowledge of travelling in London

Low ———————————————————— High

Confidence level

Low ———————————————————— High

Tendency to plan

Low ———————————————————— High

Technology sophistication

Low ———————————————————— High

Transport for London

A bit about Nancy

- Nancy stopped working when she had her daughters and is a stay at home Mum. She is very caring and wants to make sure they have everything they need, despite money being tight at home.
- Nancy lives in Coventry and is coming to London with her daughters for a week to shop and see a show in the West End. As she has only been to London a couple of times her knowledge of London is low.
- Nancy finds technology a bit overwhelming. She has got a computer at home and uses the internet occasionally, mainly to check her email and Facebook. She is not particularly confident, despite her daughters trying to help her and she marvels at how comfortable they are with technology.

How she plans: pre-journey

- As Nancy doesn't know London and is nervous about travelling she wants to make sure she gets advice on how to get around, and is planning on googling routes around London.
- She is not very time pressured, so will not tend to check the status of transport before she leaves her house.

How she plans: in-journey

- Day to day Nancy has a car that she uses to get around Coventry and feels most comfortable when driving. She is planning to take the train down to London.
- She is not a confident traveller so is planning to stick to the tube as it is easiest to know where she is.
- As Nancy is staying in London for a week she is carrying heavy luggage, which she is unable to carry up stairs.
- In an ideal world she would take a taxi but she needs to be careful with her money.

Her goals

- To have found out about travelling costs so that she can budget and plan her travel accordingly.
- To have found easily digestible information.

Her future

- Nancy will get become slightly more tech savvy over time, although will be cajoled into using new technologies by her chidren.

Alternative scenarios

- Nancy lives in Paris, where she has lived all her life. She has only basic level English, and no previous knowledge of the London transport system.

Personal Information

Age: 42
Occupation: Currently not working
Lives: Coventry, West Midlands
Home life: Married, with two daughters (16 and 13)
Personality: Caring, anxious, quiet, worrier

Travel choices

Typical journey: Euston to Oxford Circus, off peak, infrequent
Openness to mode/route change: Not adaptable
Travel priorities: Cost, not as time pressured
Delay behaviour: Would wait, unaware of alternatives
Mode preference: Tube, walking, taxi. Wouldn't use Barclays Bikes or river as unsure how they work.
Feeling towards TfL: Neutral, does not interact with them enough to have a strong opinion

Technology

Internet usage: Low-medium, mainly emails
Devices: PC at home, Nokia phone
Social media usage: Low, spectator – will read other people's updates on Facebook but not post her own
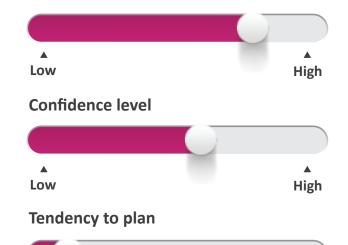**Usage of apps:** Does not use apps

Key information sources

NOKIA   ITN   Daily Mail   facebook

Robert
The routine traveller

> "I travel enough that I know what I am doing"

- ▶ Travels several times a week
- ▶ Medium knowledge of London & TfL
- ▶ Unhurried, set in his ways
- ▶ Medium tech savvy

Key attributes

Knowledge of travelling in London

Low ▲ ▲ High

Confidence level

Low ▲ ▲ High

Tendency to plan

Low ▲ ▲ High

Technology sophistication

Low ▲ ▲ High

Transport for London

A bit about Robert

- ▶ Robert works for a manufacturing firm who are based near his home in Surrey, however usually needs to go to the head office in London, where he used to work full-time, for meetings a couple of times a week.
- ▶ Robert has spent his whole life in and around London. He knows London and the transport system well enough to do what he needs, but he is not bothered about knowing all the finer details.
- ▶ He is very much a man of routine – he has reached the age where he knows what he likes and likes the way things are.
- ▶ Robert is open to technology, but it is not really a priority for him. He has got an iPhone, an iPad and has a few apps but he knows that he is not really using them to their full ability.

How he plans: pre-journey

- ▶ Robert is generally not much of a planner as he already knows where he is going, but if he does need to make an unfamiliar journey then he will make sure he knows the route he needs to take in advance.
- ▶ He is not very time pressured so will not tend to check the travel status before he sets out.

How he plans: in-journey

- ▶ Robert travels in London a couple of times a week for meetings. Now he is not commuting the whole time he finds the rush hour crush a bit hectic so now takes a slightly slower but more comfortable route. He is not against trying different modes of transport, but he does tend to stick to what he knows.
- ▶ Robert tends to take things in his stride and, when he is confronted with a delay, he will change routes after quickly checking the new one on Tube Deluxe. This does mean however that he will have to give up his favourite seat by the window.

His goals

- ▶ To have not been rushed when travelling.
- ▶ To have experienced a maximum of comfort during his journey.

His future

- ▶ Robert will wait and see how successful any new technologies are before adopting them himself.

✎ Personal Information

Age: 56
Occupation: Part time employed
Lives: Esher, Surrey (56 years in London)
Home life: Married, grown up children (28 and 30)
Personality: Considered, likes what he knows, dependable

🚲 Travel choices

Typical journey: Esher to Temple , several times a week
Openness to mode/route change: Medium-low
Travel priorities: Comfort, same route
Delay behaviour: Would find another route, but doesn't like change
Mode preference: Walking, boat, tube, overground. Not likely to adopt cycling due to the physical effort required
Feeling towards TfL: Neutral, negative if anything goes wrong

Technology

Internet usage: Medium
Devices: PC at home and work, iPhone
Social media usage: Medium, conversationalist – has discussions on Twitter and Facebook
Usage of apps: Medium to high

Key information sources

sky NEWS
THE TIMES

Hope
The highly-strung resident

> "I used to do it all the time, but now I find travelling in London so stressful"

- Travels several times a month
- Medium knowledge of London and TfL
- Capable but gets stressed easily
- Not tech savvy

Key attributes

Knowledge of travelling in London

Low ——————————————●———— High

Confidence level

Low ———●———————————————— High

Tendency to plan

Low ———————————————●———— High

Technology sophistication

Low ——●————————————————— High

Transport for London

A bit about Hope

- Hope has lived in Brixton for 40 years. She brought up her children there, but since they left the nest she has a lot more time to finally enjoy herself.
- She has started to find London a bit overwhelming, and mainly stays in Brixton where she has nearly everything that she needs. Her children all live around London and she tries to see them more now that she has grandchildren.
- Hope likes the idea of technology and has a PC that a neighbour gave her which she uses mainly to check emails. She is curious to learn more about it but gets a bit flustered when things go wrong.

How she plans: pre-journey

- She meticulously plans unfamiliar journeys, sometimes planning contingency routes as this eases the stress she feels travelling in London.

How she plans: in-journey

- Hope tries to visit her children a couple of times a month. She knows how to get around, but she finds it all a bit overwhelming at times, particularly when it is busy.
- Hope prefers to take the bus when she is travelling round her local area, particularly when she has shopping.
- If there is a delay she immediately wants to find another route as she hates waiting around.
- She is not time pressured, but wants to get there as soon as she can so she can relax and enjoy herself. She is fairly willing to try different modes.
- Hope has a tube map that she refers to, and an A to Z. She has a mobile that she carries with her but just uses it to call.

Her goals

- To have avoided disruptions and changes that might stress her.
- To have avoided peak times and heavy usage times so that she doesn't get overwhelmed by the crowds.

Her future

- As Hope gets older, the information that she needs will change. She will increasingly need to understand what station facilities there are, and where there is step-free access.

Personal Information

Age: 66
Occupation: Retired
Lives: Has lived in Brixton for 40 years
Home life: Widower, adult children (40, 38, 32)
Personality: Emotional, easily stressed, loving, generous

Travel choices

Typical journey: Brixton to Archway, several times a month
Openness to mode/route change: Fairly open to change
Travel priorities: Speed, cost and comfort are all considered, though she does not have time pressures
Delay behaviour: Find another route or change method, she gets stressed out just waiting around
Mode preference: Bus, tube, walking, overground. Unlikely to cycle or use Barclays Bikes.
Feeling towards TfL: Positive, realises they have a hard job to do

Technology

Internet usage: Low
Devices: Other phone
Social media usage: Inactive
Usage of apps: None

Key information sources