Contents

- Introduction; aims and objectives
- TfL website: the Londoners’ perspective
- TfL website: the tourist experience
- Summary
Background

- The TfL website is set to be re-launched in 2013. Extensive work has already been undertaken by the TfL Online team and We Are Experience to review existing customer research and stakeholder needs.

- Specific gaps in knowledge have been identified during the review and customer research is required to explore customer website needs, particularly in response to some specific areas.

- Qualitative research* conducted by 2CV in July 2012:
  With Londoners (skewed to a more tech savvy audience):
  - A pre-task capturing customer day to day internet use
  - Six, one and a half hour groups (split by medium and heavy users of the TfL website)
  - A post task asking customers to explore the website and travel tools in more detail in real-life and reflect on what else it could do better
  
  With overseas visitors to London:
  - Intercepts in central London to explore the perspective of tourists

* More detail on methodology and sample is provided in the appendix
Detailed research objectives

- **What developments/improvements customers would like from the TfL website**
  - How Londoners use social media platforms to find and share content, and the implications for TfL website
    - Eg the types of content accessed/posted; purely social versus more functional usage; if/how they share organisational/service information
  - The implications for TfL of customer trade-offs between convenience and control around personal data, including:
    - What TfL’s customers expect of TfL in regard to accessing services using third-party sign-in, eg via Facebook, Google, Twitter
    - The benefits and appetite for a more integrated online offering of TfL services, with a single log-in, and if so what services should be included
  - The impact of the TfL strategy to leave app development to others – including what communications will be required about this if TfL continues with this strategy
  - Opportunities for the new website to communicate what TfL stands for
Headlines from the research
Headlines from the research (Londoners)

- The research confirmed that while TfL website is broadly meeting customers’ core functional needs at present (Journey Planning and Live Travel Updates), there are opportunities to optimise the experience across a number of domains. These can be considered across the TfL Reputation Architecture:

  What TfL Stands For: design should be optimised to put customers at the heart of the website and remove the need to navigate around information that is not relevant or inhibits use

  Experience: customers would welcome a more intuitive and personalised website that improves their digital interactions with TfL

  Value: customers currently find fare information to be hard to access – which reflects poorly on value perceptions. The website redesign presents an opportunity for TfL to optimise its delivery to customer needs

  Progress & Innovation: the website can be both a host for news and source of innovation itself (promoting apps, new digital style/services)

  Trust: there are two areas TfL needs to consider when developing its website to ensure (and enhance) trust – reliable information and safe transactions
Headlines from the research (overseas visitors to London)

- Tourists’ needs vary from those of Londoners’
  - **Pre-visit** – trying to plan functional and leisure/entertainment needs simultaneously
    - Tend to use sites that align to this mind set: Lonely Planet, Visit London
    - Also seek advice from friends/family – a desire for personal reassurance and tips
  - **In London** they want personal support to meet their needs and tend to get this in several ways:
    - Personalised advice – from Tube staff and staff at other locations (eg hotels etc)
    - Location based information on-the-go eg Google maps and its integrated transport information (Tube/train stations on the map)
    - Everyone also picks up a Tube map

- Most have not visited the TfL website and once on the site tourists are unsure what to do - it is not particularly accessible for tourists

- There is opportunity to develop the site to better meet tourists’ needs including a dedicated section/guide on making the most of London transport (for tourists) and also to promote the site more to this audience (on other sites, on the Tube map etc)
TfL website: the Londoners’ perspective
Transport for London’s reputation has five drivers

What TfL Stands For

- Customers believe TfL has a strong set of values that Londoners can buy into
- TfL is the one-stop-shop for travel in London and cares about the heritage and future of the city
- TfL is proactive and transparent in communicating to Londoners and cares about its reputation

Experience

- Customers experience consistency day to day and across all areas of delivery
- Customers are kept up to date both on and off system, and feel supported when things go wrong
- Staff act as positive representatives of the TfL organisation and its values

Value

- Customers believe they are getting what they pay for:
  - Either services live up to their cost/fare-value
  - Or customers are aware of investment in improving their future journeys
- Confidence in ticketing/fare system (Oyster accuracy and fair fare increases)

Progress & Innovation

- Customers and users believe that TfL is continuously working to improve their journeys in London. Investment in improvements is key. TfL is seen to deliver innovation as well as progress

Trust

- Cognitive trust is gained through performance on above drivers living up to expectations: reliable experiences, value for money and investing in improvements and innovations
- Affective trust is gained through ‘belief’ in what TfL do and stand for

NB Description of ‘ideal’ performance on each reputation driver described on this chart
TfL’s website performance against the five drivers

**What TfL Stands For**

- **Mixed/unclear**
  - Core focus is customer centric - journey planner and travel updates
  - But beyond this not clear who the website is for
    - Lots of complicated steps and corporate information hints at business/corporate focussed

- **Experience**
  - Mixed/inconsistent
    - Meeting core functional needs – journey planning and status updates
    - But requires effort for more complex tasks
      - Eg finding maps, logins
    - Mobile internet less advanced
    - Desire for customer-centric and personalised experience

- **Value**
  - Poor
    - Lack of transparency around fares in journey planning
      - Customers can feel caught out
    - Fear over security of financial details/transaction
      - Not giving reassurance cues

- **Progress & Innovation**
  - Good
    - Clear communication of progress and innovation - welcomed by customers
    - Delivery of Progress & Innovation:
      - Apps should be more prominently promoted
      - Site should feel modern

- **Trust**
  - Poor
    - Lack of consistency
    - Little quirks in information are detrimental to cognitive trust (eg unreliability of service updates)
    - Desire for single point of contact: fear over using 3rd party login (expect TfL to behave more like a bank) fear over use of information for other purposes
What TfL Stands For: primary needs are satisfied on the home page

- Customers want TfL’s focus to be on improving journeys in London and the website should reflect this:

  - Customers mostly visit the site to address ‘my journey’ and ‘in the moment’ information needs (Journey Planning and Travel Updates)

  - The website is currently perceived to be designed to meet these needs as it gives emphasis to travel planning and live information

- At a glance – TfL Stands For helping customers get around London

This core site emphasis should remain at the heart of development: a strong focus should remain on customers’ journey needs and real-time information
Beyond this however, it’s not clear what the site is for

- When customers focus on the non-core areas of site design, they feel less supported and this raises concerns about What TfL Stands For:
  - Tabs are not intuitive to customers – unclear who these were designed for
  - Information is often complex and hard to navigate when clicked through
  - TfL is not clear in communicating with customers

"It doesn't make sense who this is for – they need to just focus on what we need and do it well"

Not clear what this would click through to – Journey Planning? Maps? Information

Unsure why road users have their own dedicated tab when other mode users don't?

Focus on corporate and business is at odds with the demands of customers: me & my journey

And click through menus are seen to hint at a lack of customer focus due to complexity of information

The site could be more effective at demonstrating TfL’s values and vision. Through information organisation and proactively encouraging customers to get the most from their travel
More intuitive information architecture and navigation would be welcomed

- Customers call for a more modern look and feel
  - Crisp information, clear sign-posting, lack of repetition/clunky information

- Use only customer language/organising principles - making it more intuitive/aligned with customer needs

- Try to avoid repetition in tasks:
  - Make the journey/navigation easy – narrowing choices rather than complicating them
  - Make sure all the information is available at once (eg not clicking back and forth to find out which map/Tube line etc it’s referring to)

Information should reflect customer needs and be designed to help them get the most of their travel
Information should reflect customer needs and be designed to help them get the most of their travel.
The website should help build Londoner’s confidence in travel


What TfL stands for: 1st point of contact for all travel in and around London.
Experience: the core customer need when visiting the site is ‘checking’

- Customers are mostly visiting for at a glance updates or planning so they can get on with their journeys:
  - The TfL site is really very good at delivering to these needs:
    - Easy to access/on landing page
    - Intuitive to use
    - Quick
    - Helps customers feel in control
    - Visually engaging
  - Apps and email alerts also enhancing current interaction
    - Apps are well designed for use on the go (quick and easy to use)
    - Keeps customers up to date proactively - pushed information you can sign up for

Experience of site for main needs is mostly positive at the moment
Beyond initial satisfaction with checking, the site can frustrate customers

- On the whole, the site requires effortful thinking and engagement from customers which can be frustrating when they consider their task to be obvious and easy.

**Does not seem ‘intelligent’**

“...I know it knows I mean the underground station but each time I have to select it. If it tried to auto-fill that would be better.”

**Information overload/not prioritised/text heavy/does not deliver visual/brand engagement**

“I just want a Tube map and it takes about six steps through the website to get there and you don’t know which is the one you want – why is it so difficult?”

**Demands engagement from customers**

“I’m trying to do something quickly – to pay them money – and they want me to register – you don’t have to do that for other sites, why do you have to do it for TfL?”

**Customers want the site to be more predictive, have fewer steps and deliver a less effortful experience for other tasks**
There are some specific frustrations with Journey Planner

**Does not give real choices**

'It’s not really options when they give you a list of six of the same – tube then tube then tube – what about another way of getting there’

**Doesn’t communicate problems well**

'It still lets you plan your journey and sometimes they’re big problems and sometimes little – it doesn’t help you decide what to do’

**Have to click through for details**

'I just want to know which lines and which buses without clicking through – I know the system well enough to make decisions from there’

Customers want the site to be more predictive, have fewer steps and deliver a less effortful experience for other tasks
On the go, apps are delivering a better experience than the mobile site

**Apps**
- Designed for mobile use
- Quick and easy to use
- Personal to you (can save preferences)
- Push information to you (e.g., when there are problems) – always on
- Put user in control
- Organised/saved to folder

**Mobile site**
- Takes a long time to download
- Have to click through to do anything (does not have information on main page)
- Feels dated versus recent tech developments, and TfL’s main website
- Less intuitive than apps
- Can’t personalise
- Harder to access (lazy in bookmarking sites)

‘I love Bus Guru – it’s my favourite app – I check every journey and it’s so reliable’
‘The apps are amazing – they make it so easy and tell me when there are problems so I’m better prepared’
‘They don’t require internet so are quicker’
‘I tend to use it on my PC – there’s too much information for the mobile – and it’s really slow’

Apps work to enhance the customer experience, the mobile site is not delivering to the same degree
Different journeys and customers have different needs

**Inner/Outer London**
- Inner more engaged with TfL (greater dependence on PT)
- More desire for change/update to website

**Commuter**
- More focus on live travel news and getting the latest updates on how their journey will be affected
- More interested in personalisation so they can prioritise their journey and habits

**Leisure**
- Interested in looking for better ways to travel (cheaper, easier, quicker and more interesting)
- Open mindset to other/future leisure ideas – want to be inspired

Site design will need to support different customer needs
The research confirmed a desire for a more personalised experience

<table>
<thead>
<tr>
<th>Single Log-in</th>
<th>Customisable/ personal site</th>
<th>Remember me / what I’ve done</th>
</tr>
</thead>
</table>
| • Customers view TfL as a single organisation and expect a single login  
  • Many are surprised it’s not currently  
  • For those who use multiple services it would be easier if these were more linked up  
  • However, some would like to be able to conduct transactions without ‘registering’  
  ‘I get so confused with all my logins – I can barely remember the important ones’  
| • Customers (particularly younger and more tech savvy) welcome the idea of a personal home page for TfL  
  • Ability to tailor to your needs  
  • Prioritise information and avoid overload  
  • Select key functions for home page – eg tube map, updates, payments/journey history  
  ‘I expect it to be like iGoogle or BBC – you can drag and drop and make it work for you’  
| • In addition to the personalised main page customers call for the site to be more predictive  
  • Remember previous journey searches  
  • Remember locations (home, work)  
  • Remember preferences  
| • Many hope this will come with a more friendly and proactive tone from TfL  

"Talking to you, more interaction"

"Good Morning Toluope"

"Cumbersome. The fact that I had to register before paying charge"
Social developments could be considered to improve customer experience

- Many customers are interested in a more social site if it’s well managed and TfL is proactive in communication and responsive to customer feedback:
  - More dialogue with TfL and other customers
  - Comments and feedback – with responses from TfL
  - Ratings/suggestions to help get the most from your travel (eg of apps/journeys)

- But must not interfere with core needs – journey planning and live updates
  - And must not expect everyone to contribute

Increased sociability from TfL and customers alike
TfL could increase the areas it covers to meet customer needs

Leisure Journeys / Life in London

Reaching out beyond TfL

For more leisure based occasions
Value: customers find it hard to access information about prices currently

- One of the core points of frustration with the website is the lack of transparency and easy to access information about pricing

- This aspect of the site is making TfL hard to do business with and harming TfL’s reputation

A need to help customers find the best fare and journey options for them
Value: a clear opportunity to provide deliver greater transparency and price information

- One of the most consistently requested improvements was around fare information and money saving

A rallying call for more transparency and support with fares
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>2.</td>
</tr>
<tr>
<td>tfl.gov.uk</td>
<td>nationalrail.co.uk</td>
</tr>
<tr>
<td>Planning my journey</td>
<td>Planning my journey outside London</td>
</tr>
<tr>
<td>Finding way to destination</td>
<td>Finding cheaper options for train</td>
</tr>
<tr>
<td>looking for options</td>
<td>Shortening journey</td>
</tr>
<tr>
<td>Saving time as I am in rush</td>
<td>Saving time, money</td>
</tr>
<tr>
<td>-saving time when there is connecting town bus</td>
<td>-shorter journey</td>
</tr>
<tr>
<td>Very helpful when new</td>
<td>Finding connecting trains</td>
</tr>
<tr>
<td></td>
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<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>online</td>
<td>train.com</td>
</tr>
<tr>
<td>Love offers</td>
<td>Good discounts for journey outside London</td>
</tr>
<tr>
<td>Saves money as very much tight on it.</td>
<td></td>
</tr>
</tbody>
</table>
Value: what customers want

- Delivery against value could be considered in one of two ways:
  - Desire for value to be integrated into options on the immediate journey
    - Travel by cheapest route
    - Cost of tickets/best value ticket for them (e.g., Oyster/Travelcard)
  - Longer term investments could be communicated in an engaging way
    - Info-graphics
    - However, there is a need for careful communication of this information – at present TfL is not always seen to back up words with actions and this information needs to be believable/credible and relevant to customer journeys if to be presented

Two core opportunities for improving Value perceptions through the website

‘I can relate to that investment because it’s about Victoria Station that I use everyday’
Already delivering to Progress & Innovation but further opportunities for development

- The site already does a good job of communicating about innovations:
  - BCH, Cable Car, Wifi etc

- Customers would like the site to do more to help customers get the most from their travel:
  - Sharing social information/crowdsourcing
  - Promoting & endorsing apps
    - Customers are comfortable with TfL’s app strategy but want TfL to make/support recommendations and promotion

“I like the idea of the twitter feed – it seems very up to date. Possibly more reliable than the website too”

“If customers could post photos or videos of the station that would be cool – so you can decide whether they mean ‘minor’ or ‘severe’ delays”

“I understand they let other people make them – but why don’t they tell me which they recommend”

“If there was a TfL app made by them I’d expect it to be free – it’s just another support tool to get the most for the service I’m paying for”

Customers want TfL to support them in getting the most from advances in technology
## Trust needs to be considered across two areas on the website

<table>
<thead>
<tr>
<th>Reliable Information</th>
<th>Personal Data &amp; Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Status updates to match experience/be accurate</td>
<td>• Customers want TfL to make it easy for them to make transactions on the site and feel that they can trust TfL</td>
</tr>
<tr>
<td>• Journey recommendations to be accurate/provide all options</td>
<td></td>
</tr>
</tbody>
</table>

Customers do not feel that the TfL website is delivering optimally to these two areas at present.
Customers expect TfL to act more like a bank than a social media site

- 3rd Party logins
  - Universally rejected by all
    - Concerns over social media/email accounts getting access to TfL’s data
    - Desire for compartmentalisation/security of data

- Opportunity to make financial transactions easier
  - Currently the website is felt to require too much effort
    - Have to create account
    - When have account it doesn’t remember your card details

Logins and transactions should be carefully considered in development of the site as a key area to secure Trust

‘I don’t want the two accounts to be linked in any way – TfL have all my travel data and my personal details’

‘Companies like Amazon and Ocado make it easy’

‘I shop online all the time and it’s really easy, it’s not as easy with TfL – it’s like they don’t want you to do it online’
Customer ideas: examples
Post Task
What we did: post-task

- Following the groups we wanted respondents to immerse themselves in the TfL website experience and asked them to complete two tasks:

  - **Task 1:** On your next public transport journey in or around London, write down your experiences (for instance, any frustrations, difficulties you encounter) and let us know how a website service could have made your journey experience better
  
  - **Task 2:** Over the next few days, we’d like you to do three things from the list below using the TfL website:

    1. Follow a tube line of your choice via Twitter
    2. Register for daily mobile travel alerts
    3. Find out the actual cost of your daily / most common London journey
    4. Look up live travel news for your daily / most common London journey
    5. Find out what road works are happening in your borough
    6. Find detail on licensed taxi fares in London
    7. Find detail on walking opportunities in London
    8. Provide feedback (positive or negative) to TfL via the site

Respondents chose to complete a broad range of tasks from the list but there was a particular interest in fares information (task 3 and 6), live travel news (task 4 and 5) and walking (task 7)
### What TfL Stands For: the post task confirmed confusion over who the site was for

#### Customer focused and engaging vs. Business focused

<table>
<thead>
<tr>
<th>Customer focused and engaging</th>
<th>Business focused</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Walking</strong></td>
<td><strong>Walking</strong></td>
</tr>
<tr>
<td>Seven top walking routes</td>
<td>A delightful part of TfL and one I did not expect to find here</td>
</tr>
<tr>
<td>The most beautiful and interesting walks in central and Greater London.</td>
<td>'This is what I got when I selected &quot;walking publications&quot;. A walking publication to me would be a walking borough guide… not stuff for business partners’</td>
</tr>
<tr>
<td>Related websites</td>
<td>'Overall it feels too corporate and heavy, as I mentioned in the group. I am a customer of TfL… I only want to know how to get about and have practical details… I am not interested in the corporate side of TfL and stuff for businesses’</td>
</tr>
<tr>
<td>‘It was great to see the inspiring walks – I never would have imagined these were on here but they were good – we would definitely consider doing one of these’</td>
<td></td>
</tr>
<tr>
<td>'I loved the idea of downloading the audio link’</td>
<td></td>
</tr>
<tr>
<td>'There was lots of good guidance, tips and even health benefits… they should publicise it more’</td>
<td></td>
</tr>
<tr>
<td>‘Seeing the taxi information was reassuring – it made me realise that they are organised and run to a fare system’</td>
<td></td>
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</tbody>
</table>

### A need to ensure customers do not end up having to filter through corporate information and feel the site is designed for them
What TfL Stands For: there is opportunity to help specific customer types

For example – feedback from one customer:

Last week I took my 83 year old mother from Putney Bridge Station to Marylebone. Although, she is extremely fit and agile, my mother still found the steps to the platform very difficult to manage. I regretted not taking the 14 bus to Fulham Broadway station where I remembered that there was a lift from the ticket hall to the platform. Given that we are a rapidly aging country this fact should be reflected in the journey planner. I was unable to identify which stations had lifts to the platform. There was also no information about the difficulty of long staircases or distance between underground lines for people are required to change trains. Overall I think that TfL should have a third age section and focus on getting the users to their destination with the minimum of stairs and identify lifts available. Buses should take precedence as a recommended means of transport for the third age travel and journey times should reflect slower mobility. I mistook familiarity for contentment. I was able to move relatively swiftly and negotiated changing tube lines with ease. Thinking back I realised that it was because of my many years as a Londoner as opposed to being enabled by staff and the website. It should be clearer as to what support one is entitled to as opposed feeling that the level of help received was dependent on the good will of the staff.

This must not compromise other customers’ experiences but there is opportunity to enable specific customer groups.
Experience: the site can cause confusion and frustration at times

Customer experience

- Navigation is not consistent:
  - Customers often ended up in different places on the site and didn't always find what they were looking for
- Some tasks were more straightforward and positive than others:
  - Details on licenced taxi fares was simple
  - Live travel news was intuitive and met customer needs
  - Providing feedback was easier than expected
- Many tasks were felt to involve too many steps/sifting through information and were cognitively taxing
  - Finding road works – many ended up in the wrong place
  - Mix of corporate and customer information
  - Overwhelming amount of information
- A desire for more engaging/helpful information

‘Too much info to sift through, not enough clarity…. Would rather just check online than go through this process [registering for travel alerts]’

‘They should give an indication of the effort required… something like the chillies in Indian restaurants but using stick men’

‘When I accessed the page Road works and street faults I would have appreciated a more obvious link to jump straight to where I wanted to look, I felt the LondonWorks link should have been higher up the page to entail less searching’

‘Difficult, had to register with an external site for updates. Also couldn’t find info using SEARCH facility, its just borough news info about road improvements – expected to see it there straight away….it’s easier to do this through other means’

Consistent with findings from the groups
Value: whilst taxi fare info was well received, public transport info is not designed for customers

- For the most part information was overwhelming and hard for customers to navigate
  - Taxi fares were easier and more helpful but this is not the core customer need
  - They want information that is easy to use and relevant to them
    - Fare calculation for their journey
    - Price comparison by mode
    - Integration with journey planner
    - Single and return fare information

- ‘the task was straight forward but there should be a price comparison chart for the different modes and more information about your journey’ [searching for taxi tariffs]

- ‘I found it very difficult and frustrating… it should be information that is included in the journey search [searching for fare information]’

- ‘They should do a fare audit so that existing customers do not feel they are being taken for granted and all the good deals go to new customers’ [searching for fare information]
TfL website: the tourist perspective
Overseas tourists tend to be using ‘travel sites’ before coming to London

- Primary need is to get the most from their holiday – activities / sight seeing
- Getting around is a secondary need before arriving – might check but before leave not doing detailed preparation – tend to look on Google maps for nearest station and to get a feel for the area (travel planning is quite general and instinctive)
- When they search for websites typically the TfL website has not come up

Tourists looking for an overview and travel tips before leaving their home city
When in London overseas tourists use a range of sources

Google maps

‘Everything is built into the google map – it makes it really easy – I just click on the Tube map and it gives me information’

Underground map

‘We use this for planning how to get around, it means you can check along the way’

Underground staff

‘The staff are great – they’re so knowledgeable and helpful, I’ve asked them lots of questions’

Hotel staff

Guide books/apps

Most are not using the TfL website – want more location based, personal and tangible travel advice
Overseas visitors do not feel the site is designed for them at present

- Generally find the site quite intimidating and hard to navigate
  - Beyond Journey Planner, there is nothing they really relate to
  - Feels very detailed and specific to Londoners

- Tourists want more supportive advice and guidance to get the most from their travel
  - More directive advice on what to do/how to travel around London
  - More visual/engaging content
  - Interlinking activities and travel planning – want certainty around getting to their destination rather than the links in between

Opportunity for a more tailored solution for tourists
A number of areas for site development exist when considering overseas visitors

1. A dedicated section for overseas tourists – ‘Visitors to London’ or ‘All you need to know’

2. Language options at top of page

3. Optimisation of Journey Planner:
   - Drop down menu/better search function for location (find it hard to use currently due to language difficulties and number of options)
   - More comparison between effort, cost, time – which is easiest route for tourists?

4. Reduce information needed to read/process, make more intuitive – text heavy at the moment - makes it hard to use for tourists who do not have language/local knowledge
   - Integrate Google maps? As it’s familiar

5. Pricing and ticketing guidance/info
   - Which ticket is best for me? Should I get an Oyster Card? How can I use it?

6. Things to do in London

7. Need to be encouraged to use it (by underground map/staff, on other sites)
Headlines from the research (Londoners)

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    - Everyone also picks up a Tube map

- Most have not visited the TfL website and once on the site tourists are unsure what to do - it is not particularly accessible for tourists

- There is opportunity to develop the site to better meet tourists’ needs including a dedicated section/guide on making the most of London transport (for tourists) and also to promote the site more to this audience (on other sites, on the Tube map etc)
Appendix:  
Methodology and sample
## Group sample

<table>
<thead>
<tr>
<th>Group</th>
<th>Location</th>
<th>TfL website and/or London travel app usage</th>
<th>Life stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Inner</td>
<td>Heavy</td>
<td>Pre-family</td>
</tr>
<tr>
<td>2</td>
<td>Outer</td>
<td>Medium</td>
<td>Family</td>
</tr>
<tr>
<td>3</td>
<td>Inner</td>
<td>Heavy</td>
<td>Post-family</td>
</tr>
<tr>
<td>4</td>
<td>Outer</td>
<td>Medium</td>
<td>Pre-family</td>
</tr>
<tr>
<td>5</td>
<td>Inner</td>
<td>Heavy</td>
<td>Family</td>
</tr>
<tr>
<td>6</td>
<td>Outer</td>
<td>Medium</td>
<td>Post-family</td>
</tr>
</tbody>
</table>

- Sample skewed towards more regular users of digital services and travel tools to future-proof the research:
  - Heavy: to use the website four or more times per week and/or at least twice a week and use London transport apps at least twice per week
  - Medium: to use the website and/or London transport apps more often than three times a month, but less than four times a week
- Reasonable level of tech engagement – all to have internet at home, most to have smartphone/internet on phone
- Equal mix of: gender, mode, SEG (BC1C2)
Intercept sample

- Two key tourist locations:
  - Covent Garden
  - South Bank

- Total of 30+ intercepts
- All were overseas visitors to London
- Included a mix of:
  - Gender: 50% male, 50% female
  - Age: 30% 18-24 years, 40% 25-44 years, 30% 45 + years
  - Nationality: Good mix – European, USA, South America, Middle East and Asia
  - Reason for visit (work/leisure): 50% holiday/leisure, 30% study, 20% work
  - Group size: 60% individuals, 30% pairs/groups, 10% families