Transport for London

Digital experience principles

'We help people get the best out of travelling in London'

Our principles inform everything we do. Whether you're preparing content, designing an interface or developing an entire service, start by reading these.

Audience

- Stakeholders
- Project managers
- Relationship managers
- Suppliers

Outline

1. Anticipate users' needs

Our transport services are for everyone – our digital services should be no different. Start with users - research, use personas, test often. Make accessibility a priority and don't create anything they don't really want. Instead, think about localised, personal solutions and only include features, functionality and content that's genuinely helpful.

2. Make things easy

Customers expect our transport services to be quick, efficient and easy to use. Their online journeys should be no different. Work hard to make things effortless and obvious, and keep the visual language and patterns consistent – this familiarises people with our services and takes the guesswork out of using them.

3. Keep it clear & simple

People expect our staff to be friendly and approachable. Our digital services should reflect this. Use plain English, get to the point and remember that, even online, we're talking to people - real people who are more likely to view us in a positive way if we are human, engaging and easy to understand.

NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document

4. Design for on-the-move

Our customers are always on the go - and we need to be right there with them. Think about when and where they're using our services. Are they checking their phone in a rush, at their desk planning a night out or on the sofa visiting Facebook? Consider context to keep things relevant, and ensure everything is as fast and lightweight as possible.

5. Build trust

We want everyone to get the most out of London, so giving them accurate, consistent information is key. Built on central APIs, our digital services should be integrated and up-to-date, reflecting what people are hearing from staff, seeing on screens and reading on Twitter. This builds trust and makes us London's best source of travel information.

6. Continually improve

Everything we do is essentially a work in progress, rather than an end in itself. Start small, test early and keep refining. Be receptive to feedback and learn from what others are saying or doing. Iteration encourages innovation, reduces the risk of failure and helps us build for future needs.

7. Think beyond functional

We're passionate about London and want our enthusiasm to rub off on our users. Our staff help do this when they share local knowledge, smile hello or surprise someone with a joke. Digital doesn't have to mean dry or merely functional. Look for opportunities to make our services engaging, fun and friendly to use.

8. Do more with less

Ultimately, we're building services with our customers' money and they, quite rightly, expect the best value. Be lean and efficient - focus on users' core concerns, use modular patterns and develop with APIs. This doesn't mean you shouldn't think creatively, it just means you should use your creativity to help deliver value for money.

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1.0	06/11/2013	First issue

Review History

Name	Title	Date	Comments

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