

RESEARCH SUMMARY

Title	TfL Ticketing App		
Objective	How can a TfL Ticketing App that delivers relevant, tailored ticketing solutions be developed to best improve customers' experiences? Is what TfL can offer now enough to meet customers' expectations?		
Date	20/08/2015	Agency	2CV
Methodology	Stage 1 Desk review of impact of phased pared introduction vs fully functioning applications Stage 2: 6 x 1.hr focus TfL: customers; mix of: modes; life-stage; Transport app usage (heavy, medium)		

Abstract

Customers have an appetite for a TfL ticketing app. It solves a problem and delivers against a core unmet need of buying tickets and managing spend on the go. Customers 'wanted this app yesterday' and so have high expectations for how the benefits will be delivered. Faliure to meet expectations, particularly around 'universal fast load' will impact on downloads and use. The app must prioritise ticketing features (ticket purchase, management, resolutions and balance) as they fulfil an unmet need and customers feel they are the main reasons for wanting to download the app. Features such as journey planner and tube map are desirable and can be introduced in a later phase, but they would exist in a competitive landscape featuring the likes of Citymapper. Seamless and intuitive delivery of prioritised features is likely to drive online adoption as well as impact positively on TfL's reputation.

Key findings

There is widespread appetite for a TfL ticketing app from customers. It solves a problem and delivers against a core unmet need of buying tickets and managing spend on the go, particularly for PAYG Oyster and contactless customers. TfL are perceived to be the only organisation trustworthy enough to provide an app of this nature (it facilitates financial transactions) and many customers are surprised that it has not been made already. Customers are impatient for an app like this and have high expectations for how the main benefits will be delivered. Faliure to meet these expectations, particularly around 'unive'sal fast load' will impact on downloads and use.

If a phased delivery approach is chosen, the app must prioritise ticketing features that customers feel are the main reasons for downloading the app (ticket purchase; ticket management; ticketing problem resolution; viewing balances); they fill a gap in the market as current third party apps are not delivering these benefits to a high standard. Non-ticketing elements such as journey planner and tube map can be introduced in later phases, but these

would have to compete against highly effective apps like Citymapper and GoogleMaps and must match other app experiences to minimise risk to reputation.

Seamless and intuitive delivery of prioritised features is likely to drive online adoption as well as impact positively on TfL's reputation, particularly in terms of progress and value for money.

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