RESEARCH SUMMARY

Title   TfL Website Development

Objective   To explore what improvements customers would like from the TfL website and the potential impact on TfL's reputation

Date   01/08/2012   **Agency**   2CV

Methodology   Londoners: Six group discussions (with pre and post tasks) amongst Londoners who were either heavy or medium users of the TfL website.
Overseas visitors: 30 intercept interviews in Covent Garden and the South Bank using an iPad to show and explore the TfL website

Abstract

Customers' input is required to guide redevelopment of the TfL website, which is due to be re-launched in 2013. Whilst the current website broadly meets Londoners' core functional needs (ie Journey Planning and Live Travel Updates), there is scope to improve a number of areas of the website, to make it seem more customer focused and to raise TfL's reputation.

In order to meet the needs of overseas visitors, which are different from Londoners, the website would need a dedicated section which integrates information on leisure/tourist opportunities with functional journey planning.

Key findings

Londoners

The current website broadly meets Londoners' core functional needs (Journey Planning and Live Travel Updates): both are easy to access - prominent on the home page and easy to use, with only a few clicks and familiar.

However, customers experience a number of frustrations with the site and many would welcome an update to the site design. The key opportunities identified by customers, grouped within the 5 key elements of TfL's reputation architecture, are to:

- Better communicate *What TfL Stands For* by having a clearer focus on Londoners; the current structure does not feel intuitive nor customer-centric
- Improve *Experience* through more intuitive and personal design;

simplifying the structure, though keeping Live Travel News and Journey Planning at the heart of the site design, and providing personalised travel information to meet their needs

- Communicate *Value* through greater transparency and integration of fare information with services such as journey planner
- Promote *Progress & Innovation* both in the website development itself (making it more modern, using social media techniques and endorsing apps) and through communication of new transport service developments
- Increase *Trust* through ensuring information is reliable and matches customer experience. Customers would welcome the ability to make easier transactions, but not at the risk of feeling their personal information may be unprotected and they therefore rejected the idea of 3rd Party Logins

Overseas Tourists

Overseas visitors have very different need to Londoners and require more supportive and directive advice on getting the most out of their stay in London

The research would suggest a need to develop a specific section of the site for Overseas Visitors and that there may be a need to promote the site/this section as many visitors are not using TfL's website when visiting London.

Job number:12059