

A woman with blonde hair in a ponytail, wearing a dark green puffer jacket, is seen from the side, looking towards a train platform. A blue and red high-speed train is stopped at the platform. In the background, there are modern office buildings and a sign that says "New Malden". The scene is set in an urban environment with a clear sky.

HS2 CUSTOMER EXPERIENCE **EMOTIONAL STATES**

REVEALING REALITY

A whole range of anxieties define the current train travel experience of knowledgeable passengers.

Split by cause, anxiety and aspirational outcome, these states can be experienced on their own but also in combination with each other.

These emotions can also be heightened at specific points within a journey defined as Micro-moments.

KNOWLEDGABLE PASSENGER

Have assumptions before travel based on previous expectations, experiences, social constructs & stereotypes

“I’ve had such bad experience with trains before, so I know it’s going to be terrible this time around. The toilets are always horrible, the food is awful and the trains are always delayed.”

KNOWLEDGABLE PASSENGERS

May experience these emotions and their anxieties during
train travel

EMOTION	ANXIETY
I am competitive	Tense anxiety
I am overloaded	Overload anxiety
I am on edge	Fearful anxiety
I am restricted	Frustrational anxiety
I feel awkward	Social anxiety
I am disgusted	Environmental anxiety

These anxieties and their causes create emotional needs to aspire to...

CAUSE How I currently feel	EMOTION With related anxiety	ASPIRATION HS2 vision
Competition and hurry	I am competitive (Tense anxiety)	What is this?
Too much to do/carry/think about at one time	I am overloaded (Overload anxiety)	
Uncertainty	I am on edge (Fearful anxiety)	
Not being able to do what you want	I am restricted (Frustrational anxiety)	
Person to person interaction/invasion	I feel awkward (Social anxiety)	
Person to environment pollution/used/tainted	I am disgusted (Environmental anxiety)	

... with the ultimate goal of

ANXIETY FREE TRAVEL

REVEALING REALITY

HS2 CUSTOMER EXPERIENCE

EMOTIONAL STATES BREAKDOWN

I AM COMPETITIVE (Tense anxiety)

Cause | Competition and hurry

“The platform has just been announced. Lots of other people rushing towards the same train.

How long until the train doors close?
Will there be enough seats for all of us?

I don't care about other people right now - it's everyone out for themselves.”

REVEALING REALITY



I AM COMPETITIVE

CURRENT ISSUES

- Running for the train
- Everyone is only looking out for themselves
- It's a free for all
- What's plan B?
- Animal instinct
- What are the other options



I AM COMPETITIVE

Respondent examples



Stations



Cameron

"There are always large streams of people trying to cross each other when getting on/off train"



Dean

"I look at the information displays to see how many carriages a train will have so I can guess where to stand on the platform to get on. It's hard to predict because sometimes the carriages are in different orders for some reason"



Maria

"I check on the electric boards for the number of carriages. I don't have a chance to get a seat on a train with 4 carriages."

I AM COMPETITIVE

Respondent examples



Rolling stock



Helena

"I rush and jump on the train and walk down the train instead of the platform"



Joe

"I know the nearest exits of the destination station so I get on the carriage that's closest to it."



Lorcan

"I like having a table, as I always use my laptop. I always try and reserve seats that face in the direction of the sun as I like the natural light. I also prefer to get a seat near the front of the train as it means you have to walk less when you get off the train"

I AM OVERLOADED (Overload anxiety)

*Cause | Too much to do, carry
and think about at one time*

“Snaking through the crowds of
passengers on the concourse, trying
to get to the ticket barrier.

Where is the platform?
Am I on time?

Suit case in one hand hot coffee in
the other you reach the ticket
barrier and realise you haven't got
your ticket out.”



I AM OVERLOADED

CURRENT ISSUES

- Choke points
- Congestion
- Station flow
- Carrying drinks / food
- Travelling with children/ bikes/ wheelchair/mobility scooter/pram/deaf/visually impaired/hearing impaired



I AM OVERLOADED Respondent examples



Stations



Victoria

"Have to pre-plan everything with a bike e.g. you need to have your ticket to hand. Its nightmare at the barriers"



Claire

"When I have my bike, I can never pop into shops at the station, which is sometimes annoying. If I want to pop into M&S and buy something, I'd have to lock my bike up."



Samantha

"Staff are very busy & its hard to get their attention "I don't want to be making a fuss...I'd rather just struggle on."



John

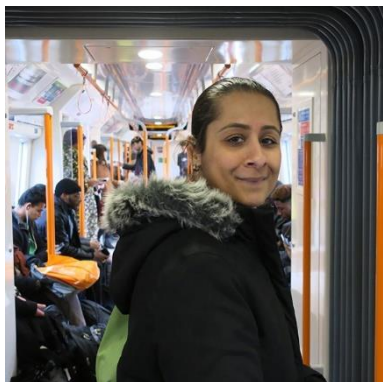
"I sometimes finds it tricky to balance luggage and coffee and then get my ticket out. But I know I can always go to the wide gate and they'll let me through"

I AM OVERLOADED

Respondent examples

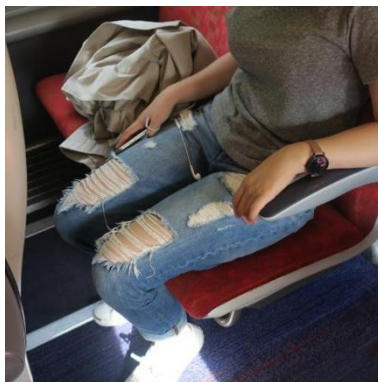


Rolling stock



Reena

“Only after a couple of stops and listening to the overhead announcements did I realise I was on the wrong train. The information wasn’t clear enough and I had to rely on the audible announcements.”



Jasmine

“I didn’t know where the standard class was as all the carriages look the same. I had to walk all the way down the train to check I was in the right carriage.”



Maria

“It’s difficult for me to manage my rucksack and walking stick when getting on and off the train. I hook my rucksack over the handle in the seat in front.”

I AM ON EDGE (Fearful Anxiety)

Cause | Uncertainty

“I don’t know what is going to happen next...

Am I too late for my train?
Which platform will my train arrive at?
Can I go to the toilet?

And the omnipresent worry about
whether my belongings being safe and
secure.”



I AM ON EDGE

CURRENT ISSUES

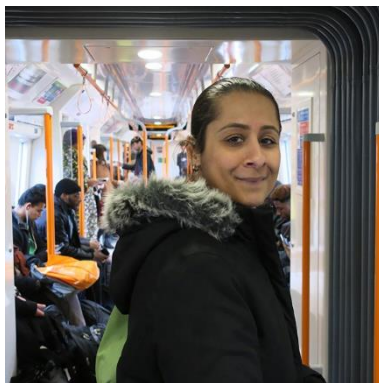
- Fear of crime
- Personal space
- Safety and security of belongings
- Do I have the information I need?
- Is this information correct?
- When will I find out the information?
- Am I in the right place at the right time?
- Action (immediate) vs omni present (continuous)
- Aware, alert, tentative and vigilant



I AM ON EDGE Respondent examples



Stations



Reena

"I find staff really important. Even if you've checked the platforms and the screens there is a human need for reassurance."



Samantha

"If I'm in a rush I would rather wait for the next train. I don't want to be dealing with not being able to find the right door and then having to walk down the train asking people to move out of the way."



Spencer

"Friday nights are mental at the main London stations. I get scared, I think something is going to happen, but I know its not. Fear or terrorism / accident happening at the station."



Lisa and Elle

"We almost lost each other when trying to get to the platform. It was pretty scary - just too many people crisscrossing, people going in the opposite direction."

I AM ON EDGE Respondent examples



Rolling stock



Dean

"I once left the buggy unattended by the door, when I went to get it had gone – either fallen off the train or stolen."



Ilona

"In an emergency situation or if I was unwell, who would help me on the train? No one would understand me... Potentially very dangerous situation."



Spencer

"There should be a disability section on train for people like me - its really overlooked at the moment. Just because you're walking around it doesn't mean you don't have a disability."



Eneni

"I never use the toilets as I have to take all my stuff with me. I'd never leave my stuff or ask someone to look after it."

I AM RESTRICTED (Frustrational anxiety)

*Cause | Not being able to do
what you want*

“I know where I want to go but people
are getting in my way.

I want to be able to do my work on the
train but it's cramped and the space
isn't set up for me”

REVEALING REALITY



I AM RESTRICTED

CURRENT ISSUES

- Concourse has no flow
- Waiting in the station is inefficient
- Irritable Grrrrr moments
 - There's no WIFI
 - Plugs don't work
 - Light doesn't work
- Limited by my environment



I AM RESTRICTED Respondent examples



Stations



Victoria

“Nowhere to store my bike in the station other than outside. This means I cant use the shops or toilets.”



Dean

“The disabled toilets (baby changing facilities) are often locked – I have to ask for a key. Sometimes I change my son in his buggy.”



Ilona

“I use the information boards to see where I need to go. I wish they were coloured e.g. on the tube the electronic information boards should be colour coded to the train approaching (biggest issue on circle, Hammersmith and district lines)”



Marc

“I can't get on a certain carriage at Clapham Junction because at Kingston there's a wall that prevents me from reversing off.”

I AM RESTRICTED Respondent examples



Rolling stock



Dean

“Once I’m on the train I am limited to where I can go because the buggy won’t fit down the aisles.”



Marc

“I have to stay in the vestibule area of the train. I Can’t turn around or manoeuvre in the space, e.g. for when a buggy gets on.”



Ilona

“I need visual information of where you are on the train / what stop is next in the toilet otherwise I don’t know.”



Helena

“There’s no room for laptops on trains, even if you have a table. A woman tutted at me once because I had my laptop out on the same table as her. Its hard to focus, the plugs don’t always work and a train just isn’t conducive to working”

I FEEL AWKWARD (Social anxiety)

*Cause | Person to person
interaction/invasion*

“The train is busy... that constant effort to avoid eye contact and brushing against people.

What if they're sitting in my seat or standing in the area designated for me? I don't want to ask them to move. I don't want to draw attention to myself”



I FEEL AWKWARD

CURRENT ISSUES

- Bearable and acceptable
- Slightly uncomfortable
- Can lead to assumptive
- Fleeting



I FEEL AWKWARD Respondent examples



Stations



Spencer

“Asking staff can be embarrassing. People don’t believe my condition until I show them proof because I’m not ‘physically disabled’.”



Victoria

“I don’t like asking people to look after my bike. It’s my responsibility and I’m worried someone will steal it.”



Ilona

“Staff assistance for the deaf is very poor/ non existent. There should be sign videos or even if staff had a pen and paper to help with communicating.”



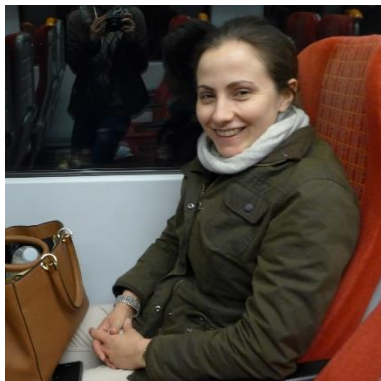
Marc

“They let me through the wide barriers without asking to see my tickets.”

I FEEL AWKWARD Respondent examples



Rolling stock



Sara

“Sitting at a table seat can be awkward. If someone sits opposite me, it's really uncomfortable and awkward because our feet keep hitting and there is awkward eye contact.”



Victoria

“When I ask regular commuters to move from the bike area so I can store my bike safely on the train I always get the ‘look of death.’”



Marc

“When I’m taking a little while to manoeuvre off the train in my scooter the driver would announce “Sorry, we’re just waiting for someone to get off the train.”



Lisa & Ellie

“We had reserved seating but when we got to train there were people sitting in our seats. We felt too awkward to say anything about it and instead carried on walking and found the 4-seater”

I AM DISGUSTED (Environmental anxiety)

*Cause | Person to environment
pollution/used/tainted*

“Getting on the train and there’s rubbish everywhere. I don’t want to touch anything.

I want to feel like the train is fresh for me every time – hate the thought of other people and what they’ve been doing”



A man with glasses and a striped scarf is sitting on a train, reading a newspaper. He is holding a pen over the paper. The train interior features a red and grey pillar with circular buttons. A doorway in the background shows another passenger. The man is sitting on a black suitcase.

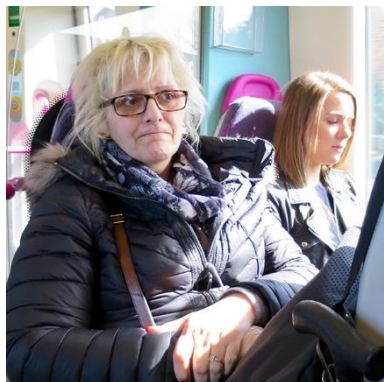
-



I FEEL DISGUSTED Respondent examples



Stations



Maria

"The lift takes me down at the far end of the platform so I have to walk all the way down to the platform."



Marc

"I cant use the toilets on the trains. I used one at Victoria. The staff had to get the key for the accessible toilet and then we had to wait while they cleaned it."



Samantha

"Station are cold places, but the materials e.g. metal and concrete make them cold as well. I don't like hanging around them and I wouldn't take my baby to the baby changing station. I don't think it will be clean."



Eneni

"Some stations are not very welcoming. The waiting areas are not very nice and its sometimes worse than standing outside. Train station environments needs to be more human friendly and inviting."

I AM DISGUSTED Respondent examples



Rolling stock



Dave

"Toilets are absolutely disgusting and I would only go if it's absolutely necessary. They just feel so unhygienic - and it's so important they feel clean"



Ilona

I don't like looking at the backs of peoples heads:
- Dirty hair
- Its just not nice to look at
- No privacy / invading my space



Dean

"I hate it when people don't close the door after they've been to the toilet."



Marc

"I had to reach and stretch for the emergency intercom – pulled myself out of the scooter and had to lean against the divider."

KNOWLEDGABLE PASSENGERS

CAUSE How I currently feel	EMOTION	ASPIRATION HS2 vision
Competition and hurry	I am competitive (Tense anxiety)	I am relaxed
Too much to do/carry/think about at one time	I am overloaded (Overload anxiety)	I am able and capable
Uncertainty	I am on edge (Fearful anxiety)	I am reassured
Not being able to do what you want	I am restricted (Frustrational anxiety)	I am free, I can do what I want
Person to person interaction/invasion	I feel awkward (Social anxiety)	I am comfortable
Person to environment pollution/used/tainted	I am disgusted (Environmental anxiety)	I am untainted, untouched and not affected.

REVEALING REALITY

Although this emotional framework only takes into account knowledgeable passengers, the same emotion can also be applied to novice / new passengers of the rail network.

Furthermore, based on this research as well as the scenarios/events and the emotions they trigger, some emotions may be more apparent in novice passengers.

KNOWLEDGABLE PASSENGER

Assumptions

NOVICE PASSENGER

The unknown

NOVICE PASSENGER

The unknown

Emotions of being:

- On edge
- Restricted
- Social awkwardness
- Overloaded

Will potentially be heightened / more apparent with novice travellers and the situations they will encounter when compared to knowledgeable travellers.

Aspirations may also differ between knowledge and novice passengers.

**I AM
ON EDGE**
Fearful anxiety

**I AM
COMPETTIVE**
Tense anxiety

**I AM
OVERLOADED**
Overload anxiety

**I AM
RESTRICTED**
Frustration anxiety

**I FEEL
AWKWARD**
Social anxiety

I AM DISGUSTED
Enviro anxiety

ASPIRTIONS?