

HS2 CUSTOMER EXPERIENCE

MICRO-MOMENT: GOING TO THE TOILET

PRIORITY: ROLLING STOCK

PRE	IN SEAT / STAND	THINKING	ACTION	POST JOURNEY						
People assume that train toilets are dirty and smelly. This is mainly based on previous bad experiences and stereotypes. There is a feeling of uncertainty if there will be toilet on a train, if someone will be using it and how clean it will be. These are all contributing factors which lead to favoured toilet usage at stations even though there is a charge.	Avoidance of wanting to sit/or stand near toilets if possible. Toilets are disgusting and there is a sense of awkwardness knowing someone is using the toilet when you're stood/sat next to it. Current toilets in the vestibule areas are much better as they are separate from passengers.	Do I need to go? The majority of people will only use the toilet as a last resort or will not use toilets on trains. Uncertainty of whether to leave/take belongings, time needed, cleanliness, location and distance all contribute to toilets not being used on. Where do I go? The combination of the number of passengers, poor signage, carriage location and the amount of people in direct path of the toilet make people feel awkward and deter the use of the toilet from a social and environmental perspective.	Getting up Common practice sees people take their belongings with them or ask a 'trustworthy' passenger to mind their belongings, even to the extent of mothers asking strangers to look after their babies! These practices are tainted by social contact which makes people feel awkward and on edge. Approaching The physical and visual disconnect from your seat and belongings along with the embarrassment of people knowing that you're going to the toilet is enough to deter people from using the toilet without even considering the cleanliness or hygienic state of the toilet. Enter and secure The slow opening and closing of the door reveals the state and smell of the toilet which not only invades your own senses but also the environment. Visual and audible feedback of the locked door on Virgin Trains is a step in the right direction. It also ensures people with visual and audible impairments are catered for: Using the toilet Confusing locking mechanisms increase the fear of the door not being locked and doesn't allow for relaxation and comfort when using the toilet. Freshen up There is a sense of rushing because the toilet isn't clean...What is water? What is urine? Not knowing what will happen to your belongings, or seat combined with the worry that people will hear you using the toilet all contribute to the unpleasant experience of using the toilet on the train. Exiting Exiting the toilet also evokes uncertainty.Will anyone be standing outside? They are going to be able to smell the toilet, making passengers feel embarrassed. The almond smell on Virgin trains currently aims to combat this issue. Return to seat/stand Do people know where I have been? Will my belongings still be there when I get back to my seat? What if they are not there? Will my seat still be available?							
 Joanne "I wont drink anything 2 hours prior to my journey, so I don't have to use the toilet"  Restricted, disgusted	 Ollie "I hate sitting next to the toilets, especially the ones that are directly in the carriages opposite seats"  Restricted, disgusted	 Claire "Wander in one direction...Oh there are signs...I've never noticed them before!"  Restricted, disgusted	 Lisa & Ellie "We haven't used the train toilets yet - expect them to be like the aeroplane toilets"  Disgusted	 Jacob "Using them feels more a lot more stressful than normal...Do you take stuff with you? Can you trust people? How far is it?"  On edge, awkward	 Melanie "My children are wary of the ones with automatic doors. They're not used to them and are worried they'll get stuck"  On edge	 Richard "Cleanliness and having enough toilet paper is most important to me. I really like the touchless toilet flusher."  Restricted	 Victoria "Virgin train toilets are hilarious, with telling you what not to flush down the toilet."  Informed	 Samantha "Because someone isn't cleaning the toilets regularly its not really going to get any better I don't think."  Disgusted	 Samantha & Jenny "I used to have to inject insulin so I'd always go to the toilet for some privacy.I felt very uncomfortable leaving my bags on their own though so I'd make sure I always went between stops so no-one could steal my belongings."  On edge	 Samantha "I'd rather hold on then use the toilet on a train.I'd have to take the buggy with me...And I might lose my space. Its my responsibility and I wouldn't want to ask anyone else."  Restricted, on edge
 Victoria "Nowhere to store my bike in the station other than outside. This means I can't use the toilets."  Restricted, on edge	 Gemma & Alice "I don't know how often they are cleaned" "It would be nice if they were cleaned more regularly"  Disgusted	 Helena "Porch / vestibule area toilets are much better as they are separate to the rest of the carriage"  Reassured, untainted	 Sara "The Virgin toilets are really good because there's space. Usually they are in better state than smaller ones"  Free and able	 Gemma "I don't know how often they are cleaned? Aeroplane toilets are good - so why can trains be as good?"  Disgusted	 Eneni "I don't want to leave my belongings unattended"  On edge	 Jean "Also leaving your seat - you might loose it. I may ask someone around me if I thought they look trust worthy, but if not ill just take my stuff with me"  On edge, restricted	 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."  Restricted, disgusted	 Ilona "I need visual information of where you are on the train / what stop is next in the toilet otherwise I don't know."  On edge, restricted	 Sara "I try not to use them, but if I do I would ask someone to look after my rucksack"  On edge, awkward	 Dean "I hate it when people don't close the door after they've been to the toilet."  Disgusted
 Helena "Avoid toilets, not clean or hygienic"  Disgusted	 Maria "I sat in the seat next to the toilet.As soon as the toilet door opened there was a really bad smell."  Restricted, disgusted	 Jean "Only to be used in an emergency, not clean and smelly."  Restricted, disgusted	 Paul "Announcement:'The toilet in coach 11 is out of order but there is an alternative toilet in coach..."  Restricted, on edge	 Samantha & Jenny "I hate the toilets with automatic doors...Will it lock? Will it unlock? It's a double worry!"  Restricted, on edge	 Dean "Sometimes I have to lay my son down in his buggy and change him there."  Awkward, restricted	 Cameron "Usually aren't too bad. I hang my bag up in the large disabled toilet and hang anything I need off that, so there is no need to put things on the floor."  Untainted, free and able	 Spencer "I don't think its anything that's ever going to change at all.You just cant control this - different people, different levels of hygiene."  Disgusted	 Samantha & Jenny "Quite often they're cleaner than you think they're going to be"  Reassured, informed	 Gemma "Using the toilet on the train is not my first option.I'd wait to go at the station"  Restricted, on edge	 Carol "I felt really on edge.I don't like touching things and there's no space to turn around."  Restricted, on edge
NEEDS - I need to have access to clean toilets - I need to know that there will be a toilet on the train and it is clean.	NEEDS - I need toilets to be better positioned in relation to passenger seating. - I need to avoid visual, spatial, audible and smell of toilets. - I need to be unaffected when sitting next to a toilet.	NEEDS - I need to use the toilet on a train - I need a toilet that is clean and hygienic - I need a toilet I can use in any scenario - I need to know how often the toilet is cleaned - I need to know that I will have time to go to the toilet - I need to know where the closest toilet is at all times - I need a toilet which is no more then one carriage away	NEEDS - I need to know my belongings are secure when I'm in the toilet. - I need to know my seat is secure when I'm in the toilet. - I need space in the toilet to take my belongings with me - I need to know that my seat and belongings are safe and will not be taken - I need to know the door is securely closed - I need to have the ability to close the door quickly/immediately - I need to use the toilet with confidence that my seat and belongings are safe - I need to be able to leave the toilet as clean as it was when I walked in	NEEDS - I need a simpler and more familiar closing and locking mechanism on toilet doors - I need clear and noticeable visual information in toilets in regards to my journey - I need access to baby changing facilities - I need to remove my current perception/ assumption of dirty unhygienic toilets - I need toilets to be cleaned on a regular basis - I need too have immediate access the disabled toilets - I need to be able to use the toilets without staff intervention	NEEDS - I need to be able to use the toilet on the train. - I need to know the toilet is clean.					

HS2 CUSTOMER EXPERIENCE

MICRO-MOMENT: GETTING ON THE TRAIN

PRIORITY: ROLLING STOCK

PRE		PLATFORM DISPLAYED	THINKING	ACTION	
Passengers arrive at the station 1)In a rush, 2)With just enough time or in 3)Plenty of time (on purpose) Arrival time dictates what passengers can do in stations before boarding their train. Common behaviour sees passengers on edge and staring at information boards with fears over change of train times/platform and cancellation/delay of trains.		There is currently a competitive nature of a 'everyman' for themselves attitude' that ensues when the platform is announced. This behaviour, coupled with large open station environments is the key cause of passengers colliding with each other when trying to navigate their way to the platform, especially during peak times.	Which way do I need to go? Uncertainty and being overloaded with multiple pieces of information which vary greatly in specificity and accuracy confuses passengers. There is no immediate way of knowing where to go or how long this will take. For the seasoned passenger this is less of an issue.	Located signage Inaudible announcements increase passenger confusion and are altogether useless for the deaf who rely solely on visual information. Frequency, visibility, clarity and consistency of visual language of signage within a busy station environment is important. Signage is often difficult to read and comprehend during this 'mad rush' competitive event of getting to the platform.	Walk to platform area Collisions and passengers criss-crossing during the mad rush to the platform. There is a conflict between fast movers i.e. experts and daily passengers and other passengers who are new to the train system. Segmentation and better station flow may improve this issue.
Check information screen The point between the main concourse (information boards) and the pre-platform area (information board) is "limboland."		Ticket barriers Ticket barriers are the biggest 'choke points' within a station. The pile up of people causes the station flow to be disrupted and altered. The competitive nature, coupled with passenger overload trying to juggle bags, prams, tickets and coffees etc, deflects attention from "am I in the correct place" to "have I got everything with me?"		Walk down platform Passengers are now committed. All information provided must have been correct to ensure the passenger is on the correct platform. Limited information on the platform "limboland" / side of the train still leaves passengers on edge and uncertain if they are on the correct train. This is the crossover point of	
information being provided by the station to information being provided by the rolling stock.		Finding the correct carriage and opening the door Manual doors and any interaction with the door is considered old fashioned. Unknowns, such as which carriage passengers with accessibility issues/bikes can board the train as well as, changing rolling stock		layout, still hinder passengers when searching for their point of entry to the train. Worries over how long there is until the train leaves prompts the common practice of entering the train at the first door and navigating your way to your seat.	
Embarking Big gaps, the lack of accessibility ramps/ assistance and big steps up to the train are all frequent		offenders and raise safety concerns when embarking onto the train. Journey information on the exterior of the rolling stock is minimal and often non existent which can cause passengers to embark onto the incorrect train, depart and not realise their mistake until a visual or audible announcement is made.			
 Reena "My favourite station is St Pancras. It has nice food places, character, It's sleek and bright." 🚿 Relaxed, comfortable		 Cameron "Lots of congestion / choke points - better people flow is needed" 🚿 Restricted, on edge	 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." 🚿 Restricted, on edge, awkward	 Samantha & Jenny "At Kings Cross, I find it difficult to find platform 0" 🚿 Restricted, on edge	 Spencer "Kings cross is amazing, Paddington is great but Euston is very tacky and dated. There is just no flow to Euston at all." 🚿 Overloaded, on edge
 Joanne "I like Waterloo station because of the shops that are available – it's really useful if you've forgotten something." 🚿 Reassured		 Gemma "Stations aren't great , I don't like Victoria - its so busy, no flow or system to the station" 🚿 Restricted, on edge	 Thomas "More information (screens) on platforms, cafés and shops so people are always aware of when their train is." 🚿 Restricted, on edge	 Lisa & Ellie "We found the station very busy - when trying to get to the platform we almost lost each other which was pretty scary. There are too many people criss-crossing and people going in the opposite direction." 🚿 Restricted, on edge	 Joe "I get frustrated with the ad-hoc approach that train providers have..."This train journey has now been changed." 🚿 Restricted, on edge
 Victoria "It would be good if there were more luggage size / buggy barriers. There are big queues when its busy. My suitcase has got stuck in the barriers before which was embarrassing." 🚿 Restricted, on edge		 Dean "I look to see how many carriages there will be so i can guess where the accessibility seats will be." 🚿 On edge	 Victoria "I don't know which carriages have the bike spaces. There is no information on the electronic boards or tickets." 🚿 Restricted	 Thomas "No reason for manual doors (Some MK3/4 carriages) - all should be automatic." 🚿 Restricted, on edge	 Maria "I don't understand why the gap from the platform has to be so big and that it differs at each station." 🚿 Restricted, disgusted
 Helena "In a rush I'll jump on the train and walk down the train instead of the platform." 🚿 On edge, competitive		 Maria "I have to pull myself up on to the train with the handle." 🚿 Restricted, overloaded	 Dean "I don't need assistance getting on the train. I just tilt the buggy backwards and push it on." 🚿 Restricted, overloaded	 Carol "I know there are parts of the platform that are raised and I used the disabled seat in the carriage but ramps/higher platforms should be standard, not a token." 🚿 Reassured	
 Thomas "Euston is grim and depressing, but the outdoor area is promising and a step in the right direction to this trend of a 'hub' culture at stations - restaurants, shops, cafés, a place to meet, supermarkets, sit down & take away options." 🚿 Disgusted		 Dave "I use Google to find platform information - I find it more straightforward and easier to navigate than anything else." 🚿 Able and capable, Reassured	 Spencer "My anxiety increases due to the environment I'm in. I need to know I have somewhere to isolate myself and lie down." 🚿 On edge	 Ilona "I am solely reliant on visual information and cues to navigate my way around the station and train." 🚿 Restricted, on edge	
 Marc "I don't get to choose a particular door; the staff decide where they are going to put the ramp." 🚿 Restricted		 Laetita "I actually find boarding the train easier at Gare Du Nord, as they pre-segregate you, so you automatically arrive closer to your carriage so it's easier to find your seats." 🚿 Restricted, on edge	 Marc "Sometimes there's a train already on the platform. If I were normal I could just run and jump on that train no problem. Instead I've got to wait for the next one." 🚿 Restricted		
NEEDS - I need the right information		NEEDS - I need the station to have a natural flow - I need less people collision and crossing on the platform, station and barriers. - I need o know where to go and how long it is going to take.	NEEDS - I need modern stations which build on current good examples - I need a obvious station flow for passengers	NEEDS - I need my case to fit through the barriers - I need to not rely on staff intervention at ticket barriers - I need no gap between the train and platform - I need to know where I can get on the train - I need a higher frequency of larger ticket barriers - I need to not get stuck at the ticket barriers - I need the gap removed from the platform to the train - I need level access from platform to train - I need face to face staff interaction at train stations - I need information that reassures me	

HS2 CUSTOMER EXPERIENCE

MICRO-MOMENT: GETTING OFF THE TRAIN

PRIORITY: ROLLING STOCK

THINKING

How far away is my stop?
Other than checking smart phones and awaiting audible train announcements, passengers have no way of knowing where they are in relation to their station stop.

This lack of visual stimulus especially restricts users who are hard of hearing or deaf.

This uncertainty of not knowing where you are



Melanie
"I listen out for the announcements to make sure I'm on the right train."

🚫 Restricted, on edge



Alice
"It would be nice to know how many stops there are and what the arrival times are for each stop."

🚫 Restricted



Ollie
"Relaying information to passengers is important. Pings on your phone via Bluetooth could be great, especially for people with headphones in who usually miss announcements."

🚫 Restricted, on edge



Ilona
"It's very difficult to know where I am on the train or what stop I need to get off at."

🚫 Restricted, on edge



Joe
"I rely on reading the information boards in trains."

🚫 On edge

NEEDS

- I need clear and noticeable visual information in carriages
- I need a reduced reliance on audible information
- I need more information given to me instead of me searching for it

ACTION

Locate which door to get off at
Passengers have a good understanding of door location due to them entering the train through a door, but also the common knowledge of passengers knowing doors are located at either end of the carriage.

Gather belongings
There is a general fear of uncertainty in relation to belongings that are left in luggage, overhead and vestibule areas throughout the entire train journey.

The break in visual contact with luggage and belongings usually occurs when other micro-moments occur e.g. going to the toilet, buying food or drink...These ensue a state of uncertainty.



Reena
"I like the overview of the stops on the Overground. Combined with the overhead announcements you've got a good sense of where you're going."

🚫 Restricted, awkward



Paul
"It would be great if there were more seats, but that's unrealistic because the train is at full capacity, even with a 12 carriage train."

🚫 Restricted



Reena
"Big gaps between train and platform makes getting off a bit stressful and uncomfortable."

🚫 Restricted, on edge, overloaded



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 on the seat in front."

🚫 Overloaded



Reina
"I could have flown for cheaper, but the train is more convenient as I don't have to go to the airport."

🚫 Restricted



Joe
"I don't think the overhead space is good because it causes a bit of aggravation. It's not an accommodating place. There's so much space wasted on the train, why can't we keep luggage under our seat?"

🚫 Restricted, disgusted

NEEDS

- I need an easier way of carrying my bike on and off the train
- I need alternative places to store luggage
- I need increased provision for luggage storage
- I need increase in peri-space for luggage
- I need different storage solutions for luggage e.g. the floor
- I need to be able to disembark the train by myself.
- I need to be able to disembark the train like a normal passenger

Pack belongings
Social awkwardness of asking someone 'if you can get out of your seat' with everyone watching you pack away your belongings, trying not to hit anyone with a jacket or bag.

Check you have all belongings
Double and triple checking you have all your belongings and the uncertainty of what will happen to them if you did leave them on the train.



Laetita
"I find the environment really sombre I'm not sure whether that's good or bad."

🚫 Restricted, disgusted



Marc
"Staff are supposed to ring the destination station to have the ramp ready for me, but sometimes, like today there isn't anyone."

🚫 Restricted, awkward



Ilona
"Information in the back of seats (screen) would be good as I'd feel more comfortable and know where I am in regards to my stop."

🚫 Restricted



Marc
"I have to stay in the vestibule area of the train. I can't turn around or manoeuvre in the space, it's awkward when a buggy gets on."

🚫 Restricted, awkward



Claire
"I like it when they announce the stop because then I can start putting my bike helmet on etc."

🚫 Free and able



Maria
"For the first time ever last week someone helped me (other passenger) get off the train – I felt really old that day."

🚫 Restricted, overloaded, awkward

- I need a staff member to be ready and waiting
- I need easier embarking and disembarking of the train if I have a disability
- I need access to the intercom regardless of seating position
- I need to be able to manoeuvre through the train with ease
- I need to be able to move out of the way for other passenger
- I need to be able to disembark the train from any carriage/door
- I need to be unrestricted by the station environment

The biggest issues are:

- Platform gaps and physically getting off the train
- Not knowing where you are / how much time you have
- How much time do I have once the train has stopped?

Going to the door
Walking on trains is difficult due to high speed of the train and its movement which can involve tilting.

Being overloaded with your bags and the awkwardness of falling into someone's lap are some of the difficulties involved in getting to the door of the train.

Queue at door (time dependant)
Urgency, rushing and getting up too far in advance is common due to a lack of information / knowledge of how long the train stops for / how much time you actually have to gather belongings.

This results in queues of people in the vestibule areas / aisle of the carriage well in advance of the train actually coming to a stop at the station.



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

🚫 Restricted, disgusted, awkward



Maria
"Information e.g. next station, time to next station etc. Needs to be improved. Pushing information to people's personal devices would be better."

🚫 Restricted



Marc
"When I'm taking a while to reverse my scooter off, the driver would announce "Sorry, we're just waiting for someone to get off the train."

🚫 Awkward

- I need a social appreciation and value of train travel

POST JOURNEY

The sense of aesthetic and environment is also a key factor when exiting the train.

The train station is the first impression of the destination that you have arrived at and builds a mental image of the place you are visiting.



Spencer
"Train travel is taken for granted. I don't think people fully appreciate it or value it enough, especially when you think of what it could be."

🚫 Restricted



Marc
"I have had to either shout out the open doors or press the emergency buzzer to speak to the driver to be let off the train."

🚫 Restricted, awkward



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

🚫 Disgusted

NEEDS

- I need a social appreciation and value of train travel

HS2 CUSTOMER EXPERIENCE

MICRO-MOMENT: ON TRAIN ACTIVITY

PRIORITY: ROLLING STOCK

The biggest issues are:

- The affordance of trains as well as social and environmental issues prevent people from doing what they want.
- Lack of connection to the ‘outside’ world - step back in time

WORKING

Passengers often want to use their time during the train journey to work or study but often found themselves unable to do the work they needed to do.

Due to the limited space on trains, passengers ability to work effectively and efficiently is seriously hindered. The current space affords the bare minimum in regards to sitting comfortably with a laptop or tablet and offers a in-conducive working environment.

Additional amenity restrictions such as time during the train journey to work or study but often found themselves unable to do the work they needed to do.

Other social and environmental issues such as other passenger’s noise and external rolling stock noise from brakes, rails, rattling windows and tunnels affect people’s ability to work on trains.

 Eneni "I usually do some paper based and mobile work. I think it's easy to work, but the reception on trains is terrible." 🚫 Restricted	 Philip "Even though I travel for work don't bring my laptop with me because it's too busy to use" 🚫 Restricted, assumptive	 Sara "On the train, I'm quite focused and don't get distracted - apart from when I'm interrupted for a ticket check." 🚫 Restricted	 Ella "Plugs are essential especially if I'm meeting someone. I had to spend 20 minutes looking for the payphones once, because my phone battery ran out" 🚫 Restricted, on edge
 Paul "If I get a seat I can use my iPad instead of my phone which means I can work better" 🚫 Reassured	 Samantha & Jenny "I like working on the train because there are fewer distractions. It's difficult if you don't sit at a table as space is very limited for laptops and the lack of plug sockets is frustrating." 🚫 Restricted, disgusted	 Ella "I always download university reading on my iPad before my journey. I have to make sure it's already downloaded as the internet is never reliable enough on train." 🚫 Restricted, disgusted	 Janet "It's really annoying when I'm trying to read and other passengers are talking loudly" 🚫 Restricted, on edge
 John "With my poor hearing I find that I can't converse on a plane because of the constant humming. The train is better because it's not very noisy when I travel off-peak" 🚫 Restricted	 Paul "Wi-Fi would be handy but Southeastern would probably charge you another £400 + for your season ticket." 🚫 Restricted	 Ollie "Space is an issue so its easier to use my phone rather than my laptop or the big books that I actually need" 🚫 Restricted	 John "I like it when you can pull the table out towards you - I can sit back rather than perching on the edge of my seat" 🚫 Restricted

RELAXING

The majority of passengers on trains are using their time by:

- Reading
- Watching digital content
- Listening to music or podcasts
- Engaging with social media
- Sleeping
- Looking out of the window

The use of electronic devices and engaging with digital content was by far the most commonly observed behaviour; yet passengers are often unable to watch the digital content they want because they are restricted by the train environment.

The lack of power sources, poor phone signal and little to no Wi-Fi connectivity are all key factors which contribute to limited digital content usage but also increases uncertainty in some passengers who rely on their devices for other reasons such as:

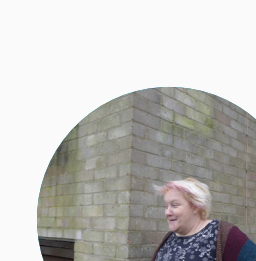
- Emergency contact
- Information about a connecting journey
- Contacting the person they are meeting
- Train tickets
- Mobile payments

Often passengers also find their activities interrupted by social and environmental issues such as other passenger noise and external rolling stock noise (brakes, rails, rattling windows and tunnels) also affects people's ability to work on trains.

 Victoria "Usually use my phone on the train - emails/social media - expect to be able to charge on a longer journey. There are too many people jumping on and off commuter trains so its not viable /not needed" 🚫 Restricted, on edge	 Sara "I like to hide myself away in a corner especially if I'm tired after the week, I can relax on the train." 🚫 Free and able	 Khadija "I like to read on the train, especially magazines and books. I would have liked to be on social media but the Wi-Fi doesn't work" 🚫 Restricted	 Rav "The train is so noisy that sometimes I can't even hear the music I'm listening to" 🚫 Restricted, assumptive	 Richard "I have my phone charger with me, but I am on the floor so there's nowhere for me to charge my device." 🚫 Restricted
 Ilona "I use my phone a lot but I can only charge it on a train if I have a table seat...There should be more provision." 🚫 Restricted	 Ilona "I can't sleep on the train as I will miss my stop/ I wont know where I am." 🚫 Restricted, on edge	 Paul "I've resigned to fact I have to stand up and I have pretty low expectations of service (e.g. quality of Wi-Fi)" 🚫 Restricted, disgusted	 Jacob "I find it hard to read because of the background noise - I wear headphones and listen to calming music to block out the noise. I also find it annoying that the Quiet carriage is never quiet" 🚫 Restricted, disgusted	 Dave "I like to watch Netflix, but always need to prepare it beforehand because I can never rely on the internet connection" 🚫 Restricted
 Spencer "I am heavily reliant on my smartphone. On a scale of 1-100 its 101. It's mainly for emergencies and I always have my phone to hand. Battery is super important and I must have battery on the train" 🚫 Restricted	 Dean "I have to choose whether to get on the carriage with the big toilet but fold-down seats, or the one with the comfortable seats but the small toilet" 🚫 Restricted	 Claire "If I'm warm, I'll open the window - I'm not worried about upsetting other people" 🚫 Free and able	 Carol "There are so many people and the doors are always opening and closing" 🚫 Free and able	 Dean "Once I get on the train, I'm limited as to where I can go because the buggy won't fit down the aisles" 🚫 Restricted, on edge

SOCIALISING

Often times people choose to travel on trains in groups, especially during the weekends. Travelling together on trains is a good opportunity for socialising and chatting with each other. However, this is not always easy, with issues around seating, layout and noise levels affecting the degree and quality of socialising.

 Melanie "It's nice to sit together with my children, and it's easier to play cards because we use the table." 🚫 Free and able	 Samantha & Jenny "It's nice when you have a 4-person seat with a table because it's easier to talk, and you have more space to spread out." 🚫 Free and able
 Paul "People are fairly relaxed at weekends and don't mind noisy kids...if kids were on this [commuter] train, people would be tutting" 🚫 Restricted, disgusted	 Margaret, Debbie & Kay "A big benefit of trains is being able to socialise with your friends and drink. We didn't have enough time to prepare today but in the past when we've travelled by train we would prepare vodka-pop bottles" 🚫 Restricted, disgusted
 Marc "I have to stay in the vestibule area of the train. I can't turn around or manoeuvre easily when other people get on" 🚫 Restricted	 Carol "I feel awkward asking people if I can sit down, but I'd never wear a badge - I'd be so embarrassed" 🚫 Awkward

HS2 CUSTOMER EXPERIENCE

MICRO-MOMENT: CONCOURSE ACTIVITY

PRIORITY: STATIONS

RELAXING

Relaxation at the station very much depends on your time of arrival prior to your train departing.

Certain stations offer better ways to relax then others by having more shops / food and drink outlets and waiting areas.

A lot of passengers expressed that current stations are 'cold' environments in terms of temperature (due to their open plan design) but also the materials used

to decorate them e.g. metal benches and surfaces.

The assessment of aesthetic and environment is also a key factor when exiting the train.

The train station is the first impression of the destination that you have arrived at and gives a sense of the place you are visiting.



Ollie
"Metal seats at stations are terrible. I thought I was going to get piles... Far too cold. Waiting for a train should be comfy, not cold!"
🚫 Disgusted



Samantha
"Stations 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."
🚫 Restricted, on edge, disgusted



Eneni
"Some stations are not very welcoming. The waiting areas are not very nice and it's sometimes worse than standing outside. Train station environments needs to be human friendly and inviting."
🚫 Disgusted



Joe
"I plan to spend as little time at the station as possible."
🚫 Disgusted



Joanne
"I like to time my connecting train perfectly but if I miss my connection I wait in the waiting room. I've recently discovered how to turn on the heating (even though it's not clear) which is useful as it gets quite cold."
🚫 Restricted, disgusted



Victoria
"I can't use facilities at the station. I feel rude to sit down because I have the bike and I'll take up too much space."
🚫 Awkward

NEEDS

- I need a warmer, more welcoming station environment
- I need a space that is welcoming & accommodating that I want to spend time in
- I need to be comfortable when waiting for trains
- I need to be aware of how to operate facilities such as heaters

TOILETS

Passengers prefer to use toilets at the station, especially if they have the time and if they are worried about having access to a clean toilet on the train.

People are often shocked at the 30p charge for using toilets at stations in London, as they do not expect it and do not understand why it exists. People also rarely have the exact amount of change with them.

Access to accessibility toilets is often limited due to them being kept locked,

leading to frustration, especially if time is limited.

Anxiety is experienced by fathers who want to accompany their daughters to the toilet or vice versa... Which one do they use?

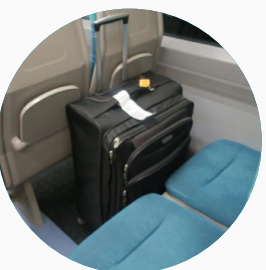
People travelling alone with luggage or babies also often struggle to know what to do with their belongings whilst going to the toilet.



John
"I remember at Euston, I was surprised that you had to pay. In my opinion, public toilets should always be free"
🚫 Restricted, disgusted



Dean
"The disabled toilets (with baby changing facilities) are often locked – I have to ask for a key. Sometimes I change my son in his buggy."
🚫 Restricted, awkward



Ben, Robin and James
"Having to pay is really inconvenient - I never have 30p on me"
🚫 Restricted, disgusted



Lisa
"I was shocked it cost me 30p to go to the toilet – don't understand why they had to pay."
🚫 Restricted, disgusted



Jean
"Better sign-posted toilets in stations would be great. I don't know where they are? When they are open? If they are clean?"
🚫 Restricted, on edge



Melanie
"The toilets at Oxford station are terrible and I try not to use the ones at Marylebone because you have to pay. We try and go the toilet on the train before we get off."
🚫 Restricted, disgusted

NEEDS

- I need access to a toilet at the station.
- I need to be able to use the toilet without worrying about my belongings.
- I need access to baby changing facilities.
- I need reassurance that toilets are clean.

The biggest issues are:

- Environment of a station is “cold”... should be welcoming
- Food, drink and shops are seen as last resort ‘dash and grab’
- Access to amenities is not available to all!

FOOD, DRINKS AND SHOPS

There is a general perception that food in stations is expensive but of a significantly better quality than the food available on trains.

Passengers travelling with bikes and mobility scooters feel restricted and are unable to enter shops due to their scooter/bike. Often the physical design of shops in stations do not accommodate wide enough aisles or big enough spaces.

St Pancras is widely regarded as the best station in the UK. It has a 'hub' style of environment/ atmosphere, which sees non train users meeting for drinks and food. The station has evolved from being a transport hub to a social hub.

Stations offer a greater variety of eateries in terms of quality but also choice in terms of style, eat in/ take out and are able to accommodate dietary requirements much better.

Some people now use stations as a meeting point and have coffee with friends before catching their train.

Others submit to the culture of 'grabbing a coffee' to take with them on their journey.



Camilla
"I like Euston station because of the shops available, like The Body Shop."
🚫 Reassured



Helena
"If I have time I'll get food from the station as the quality and choice is good. I know food on the train is overpriced, it's poor quality and the choice is very limited. I'd liken it to plane food."
🚫 Restricted



Joanne
"I really like Waterloo station and the shops there – it makes it easy to pick something that you might have forgotten."
🚫 Reassured, relaxed



Victoria
"I'd love to get a coffee but it's too much to carry with a bike."
🚫 Overloaded, restricted



Dean
"I bring food for me and my son – sometimes I will go out of the station to buy food from Waitrose."
🚫 Restricted



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."
🚫 Restricted, on edge



Jenny
I pack my own food because I have special dietary requirements"
🚫 Restricted



Victoria
"Nowhere to store my bike in the station other than outside. This means I can't use the shops or toilets."
🚫 Restricted, on edge



Maria
"I don't buy any food or drink at the station. It's too expensive, I bring my own."
🚫 Restricted



Reena
"My favourite station is St Pancras – it has nice food places, lots of character and it's so sleek and bright."
🚫 Relaxed, reassured



Ollie
Overall you have a much better choice of food and drink at the station and, because I'm vegan, my choice on a train is even more limited."
🚫 Restricted



Rav
"If I'm eating on a train it's usually a meal deal I've bought at a supermarket. The food at stations is too expensive for what you're getting."
🚫 Restricted



Ella
"If I have to buy food, I'll get it at the station as I know it's cheaper. If I do buy anything on the train it will be a tea. It's a nice pick-me-up when I'm tired and tea isn't something you can bring with you."
🚫 Restricted



Cameron
"If I'm running very late I'll buy something quick at the station for breakfast. Food at stations isn't great, it is what it is."
🚫 Restricted, competitive



Thomas
"Euston is grim and depressing, but the outdoor area is promising and a step in the right direction to this trend of a 'hub' culture at stations - restaurants, shops, cafés, a place to meet, supermarkets, sit down & take away options."
🚫 Restricted, disgusted

NEEDS

- I need affordable food and drink options at stations.
- We need to remove the perception that food and drink is more expensive in stations.
- I need food options that cater to my dietary requirements.
- I need a wide range of food and drink options.

HS2 CUSTOMER EXPERIENCE

MICRO-MOMENT: NAVIGATING THE CONCOURSE

PRIORITY: STATIONS

The biggest issues are:

- Passengers still have to actively look for information.

- Confusing, inconsistent, unfair ticketing system.

- Non existent station flow / clear navigation of the station.

BUYING AND COLLECTING TICKETS

Many passengers believe that whilst train travel is the most convenient way of travelling between cities in the UK, it is also the most expensive.

Passengers tend to buy tickets ahead of time due to pre existing knowledge that buying tickets on the day is more expensive.

There is a overall confusion in regards to the fare structure and pricing of tickets due to travel timings involved with on-peak, off-peak travel. This confusion is further

increased by differences in train providers, time booked in advance and split ticketing.

Train information is accessed across numerous well known and niche platforms:
- National Rail website, Trainline, specific provider applications, Redspotted Hanky and split tickets

Infrequent and less experienced passengers often experience confusion around how to use and validate their tickets.



Kjersti
"I really like the Norwegian airport express 'Flytoget'. I can register my bank card online and then all needs to do is swipe my bank card to get through the barrier and then a receipt is sent straight to email. It's so useful for work and needing receipts."

 Reassured, able and capable



Lisa and Elle
"We bought our tickets online and received them via email and I wasn't sure what to do with them...I wanted to ask someone at the station but couldn't see anyone. In the end we just walked to the barriers and there was someone there who helped explain"

 Restricted, on edge



Sara
"Why are there no reward schemes for trains? Like airmiles, or like at Tesco's or Boots? I travel a lot and should be rewarded"

 Competitive



Joe
"When the ticket machine doesn't work and I get on the train, I have been warned for not having a ticket for the journey."

 Restricted, on edge, disgusted



Helena
"I book my tickets online before the day of travel because it's easier and cheaper"

 Reassured, relaxed



Lorcan
"I think the Eurostar should have a much better loyalty scheme"

 Restricted, competitive



Margaret, Debbie & Kay
"I would like to be able to buy tickets on the train - I'm usually in a rush and I'm not very organised"

 Restricted, on edge, overloaded



Sara
"I like getting the best deals so I pick my train time and route according to how expensive it is. Sometimes I will go to Paddington instead of Waterloo for example."

 Competitive



Joe
"When there is only one machine it's annoying for regular commuters having to wait in the queue for someone who doesn't know how to use the machines."

 Restricted, competitive



Cameron
"I buy my ticket at the cashier as you can't buy a monthly season ticket at the machine (£360 a month). The service isn't terrible, it's generally reliable, just very expensive. I don't know what you could offer me to make that amount of money worth it"

 Restricted, competitive



Jasmine
"My boyfriend uses the Trainline app. All the tickets he has bought are in one place, with the most recent at the top"

 Reassured



Rav
"I think the trains are too expensive for what you get."

 Disgusted

NEEDS

- I need to be able to purchase tickets at a time and in a way that is convenient to me

- I need to understand the different kinds of tickets available to me and when I can travel

- I need ticket machines to work

- I need multiple ticket machines

- I need to know what plan B is

- I need the journey standard to reflect the ticket price

TRAVEL INFORMATION

Having bought and collected their tickets, the next major step involves looking out for relevant travel information, including platform, train time and boarding information.

Often passengers have to actively look out for or listen to announcements regarding their train travel which can be problematic.

Most people rely on the information boards at stations to find their relevant platform and boarding information, although other methods, including travel applications and the internet are also used.

There is substantial inconsistency regarding how far in advance this information is given, varying from being given half an hour before departure, to five minutes before departure. This means that travellers are often uncertain and on edge which makes planning when to arrive at the station a hit or miss decision.

Frequency, visibility, clarity and consistency of visual language of signage within a busy station environment is sometimes poor: Signage is difficult to read and comprehend during this 'mad rush' competitive event of getting to the platform.



Dave
"I use Google to find platform information , as I find it more straightforward and easier to navigate than anything else. I always struggle to find someone in uniform."

 Restricted, on edge, awkward



Ella
"I take my headphones out when I'm at the station as I'm scared I'm going to miss an announcement. I only feel I can put them back in again when I'm settled on the train"

 On edge



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

 Restricted, on edge



Ollie
"Relaying information to passengers is important. Pings on your phone via Bluetooth could be great, especially for people with headphones in who usually miss announcements."

 Restricted, on edge



Thomas
"More information (screens) on platforms, cafés and shops are needed so people are always aware of when their train is."

 Restricted, on edge, disgusted



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)"

 Restricted, on edge



Ilona
"Provision and staff assistance for the deaf is very poor / non existent. Sign video provision for deaf people on trains or in stations should be standard."

 Restricted, on edge



Samantha
"I always look for train times, station stops and the platform number; but I prefer to ask the station staff for this information because I don't trust myself reading the signs."

 On edge



Laetita
"I find Gare Du Nord a lot more stressful than St Pancras. It's less obvious and too busy to be able to see the signs."

 Overloaded

NEEDS

- I need to know the platform from which the train is leaving

- I need to know when my train is boarding

- I need to know how long it will take me to get to the platform

- I need clear and consistent information in regards to carriage position and facilities e.g. disabled doors/areas

- I need a consistent train carriage layout

- I need coloured information for easier recognition of brand / train line

- I need a reduced reliance on audible information

STATION FLOW

The current open plan style of many major stations does not prompt passengers to navigate the station in a natural way.

Ticket barriers are the biggest 'choke points' within a station. The pile up of people causes the station flow to be disrupted.



Marc
"I avoid rush hour because I don't like reversing my scooter onto a busy platform"

 Restricted, awkward



Samantha
"If I have the buggy I tend to stick to the sides and not walk through the middle - plus this is usually where the lifts are."

 Restricted, overloaded, on edge



Spencer
"I get very nervous and anxious about travel and other passengers (big crowds are not good at all). As my anxiety increases my vision deteriorates and gets more blurred."

 On edge



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

 Disgusted, restricted



Spencer
"King's Cross is amazing. Paddington is great but Euston is very tacky and dated. There is just no flow to Euston at all."

 On edge, overloaded



Cameron
"Euston is a tatty station. Lots of congestion, choke points and large streams of people trying to cross each other when getting on/off train."

 Restricted, awkward



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."

 Restricted, disgusted



Rav
"St Pancras is my favourite station – I really like the mix of old and new."

 Reassured



Lisa and Ellie
"We found the station very busy - when trying to get to the platform we almost lost each other which was pretty scary. There are too many people crisscrossing and people going in the opposite direction."

 Restricted, awkward

NEEDS

- I need somewhere to store my bike in the station

- I need to be able to navigate the concourse like a normal passenger

- I need to not detour or have to take a different route

- I need lifts that are more direct/ closer to the platform

- I need to get to where I need to be with as little effort as possible

- I need a modern station which builds on current good examples

- I need a obvious station flow so I know where I'm going

HS2 CUSTOMER EXPERIENCE

MICRO-MOMENT: GETTING ON THE TRAIN

PRIORITY: STATIONS

PRE		PLATFORM DISPLAYED	THINKING	ACTION																	
Passengers arrive at the station 1)In a rush, 2)With just enough time or in 3)Plenty of time (on purpose) Arrival time dictates what passengers can do in stations before boarding their train. Common behaviour sees passengers on edge and staring at information boards with fears over change of train times/platform and cancellation/delay of trains.		There is currently a competitive nature of a 'everyman for themselves attitude' that ensues when the platform is announced. This behaviour, coupled with large open station environments is the key cause of passengers colliding with each other when trying to navigate their way to the platform, especially during peak times.	Which way do I need to go? Uncertainty and being overloaded with multiple pieces of information which vary greatly in specificity and accuracy confuses passengers. There is no immediate way of knowing where to go or how long this will take. For the seasoned passenger this is less of an issue.	Located signage Inaudible announcements increase passenger confusion and are altogether useless for the deaf who rely solely on visual information. Frequency, visibility, clarity and consistency of visual language of signage within a busy station environment is important. Signage is often difficult to read and comprehend during this 'mad rush' competitive event of getting to the platform.	Walk to platform area Collisions and passengers criss-crossing during the mad rush to the platform. There is a conflict between fast movers i.e. experts and daily passengers and other passengers who are new to the train system. Segmentation and better station flow may improve this issue.	Check information screen The point between the main concourse (information boards) and the pre-platform area (information board) is "limboland." Passengers are not reassured that they are going in the right direction and feel on edge/uncertain of their actions. Face to face staff interaction is still considered better than relying on information screens.	Ticket barriers Ticket barriers are the biggest 'choke points' within a station. The pile up of people causes the station flow to be disrupted and altered. The competitive nature, coupled with passenger overload trying to juggle bags, prams, tickets and coffees etc, deflects attention from "am I in the correct place" to "have I got everything with me?"	Walk down platform Passengers are now committed. All information provided must have been correct to ensure the passenger is on the correct platform. Limited information on the platform "limboland" / side of the train still leaves passengers on edge and uncertain if they are on the correct train. This is the crossover point of	information being provided by the station to information being provided by the rolling stock. Finding the correct carriage and opening the door Manual doors and any interaction with the door is considered old fashioned. Unknowns, such as which carriage passengers with accessibility issues/bikes can board the train as well as, changing rolling stock	layout, still hinder passengers when searching for their point of entry to the train. Worries over how long there is until the train leaves prompts the common practice of entering the train at the first door and navigating your way to your seat. Embarking Big gaps, the lack of accessibility ramps/ assistance and big steps up to the train are all frequent	offenders and raise safety concerns when embarking onto the train. Journey information on the exterior of the rolling stock is minimal and often non existent which can cause passengers to embark onto the incorrect train, depart and not realise their mistake until a visual or audible announcement is made.										
	Reena "My favourite station is St Pancras. It has nice food places, character, It's sleek and bright." 🚿 Relaxed, comfortable		Cameron "Lots of congestion / choke points - better people flow is needed" 🚿 Restricted, on edge		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." 🚿 Restricted, on edge, awkward		Samantha & Jenny "At Kings Cross, I find it difficult to find platform 0" 🚿 Restricted, on edge		Spencer "Kings cross is amazing, Paddington is great but Euston is very tacky and dated. There is just no flow to Euston at all." 🚿 Overloaded, on edge		Samantha "I prefer to ask the station staff for the platforms as I don't trust myself reading the signs." 🚿 On edge		Samantha "It would be good if there were more luggage size / buggy barriers. There are big queues when its busy. My suitcase has got stuck in the barriers before which was embarrassing." 🚿 Restricted, on edge		Dean "I look to see how many carriages there will be so i can guess where the accessibility seats will be." 🚿 On edge		Victoria "I don't know which carriages have the bike spaces. There is no information on the electronic boards or tickets." 🚿 Restricted		Thomas "No reason for manual doors (Some MK3/4 carriages) - all should be automatic." 🚿 Restricted, on edge		Maria "I don't understand why the gap from the platform has to be so big and that it differs at each station." 🚿 Restricted, disgusted
	Joanne "I like Waterloo station because of the shops that are available – it's really useful if you've forgotten something." 🚿 Reassured		Gemma "Stations aren't great , I don't like Victoria - its so busy, no flow or system to the station" 🚿 Restricted, on edge		Thomas "More information (screens) on platforms, cafés and shops so people are always aware of when their train is." 🚿 Restricted, on edge		Lisa & Ellie "We found the station very busy - when trying to get to the platform we almost lost each other which was pretty scary. There are too many people criss-crossing and people going in the opposite direction." 🚿 Restricted, on edge		Joe "I get frustrated with the ad-hoc approach that train providers have..."This train journey has now been changed." 🚿 Restricted, on edge		Victoria "Sometimes there are staff to help me at the barriers but its very hectic and just another thing to worry about." 🚿 Restricted, overloaded		Helena "In a rush I'll jump on the train and walk down the train instead of the platform." 🚿 On edge, competitive		Maria "I have to pull myself up on to the train with the handle." 🚿 Restricted, overloaded		Dean "I don't need assistance getting on the train. I just tilt the buggy backwards and push it on." 🚿 Restricted, overloaded		Carol "I know there are parts of the platform that are raised and I used the disabled seat in the carriage but ramps/higher platforms should be standard, not a token." 🚿 Reassured		
	Thomas "Euston is grim and depressing, but the outdoor area is promising and a step in the right direction to this trend of a 'hub' culture at stations - restaurants, shops, cafés, a place to meet, supermarkets, sit down & take away options." 🚿 Disgusted		Dave "I use Google to find platform information - I find it more straightforward and easier to navigate than anything else." 🚿 Able and capable, Reassured		Spencer "My anxiety increases due to the environment I'm in. I need to know I have somewhere to isolate myself and lie down." 🚿 On edge		Ilona "I am solely reliant on visual information and cues to navigate my way around the station and train." 🚿 Restricted, on edge				Marc "I don't get to choose a particular door; the staff decide where they are going to put the ramp." 🚿 Restricted		Laetita "I actually find boarding the train easier at Gare Du Nord, as they pre-segregate you, so you automatically arrive closer to your carriage so it's easier to find your seats." 🚿 Restricted, on edge		Marc "Sometimes there's a train already on the platform. If I were normal I could just run and jump on that train no problem. Instead I've got to wait for the next one." 🚿 Restricted						
NEEDS - I need the right information		NEEDS - I need the station to have a natural flow - I need less people collision and crossing on the platform, station and barriers. - I need o know where to go and how long it is going to take.	NEEDS - I need modern stations which build on current good examples - I need a obvious station flow for passengers	NEEDS - I need my case to fit through the barriers - I need to not rely on staff intervention at ticket barriers - I need no gap between the train and platform - I need to know where I can get on the train - I need a higher frequency of larger ticket barriers - I need to not get stuck at the ticket barriers - I need the gap removed from the platform to the train - I need level access from platform to train - I need face to face staff interaction at train stations - I need information that reassures me																	

HS2 CUSTOMER EXPERIENCE

MICRO-MOMENT: GETTING OFF THE TRAIN

PRIORITY: STATIONS

The biggest issues are:

- Knowledge of your destination
- A warm and inviting station which showcases the destination

THINKING	ACTION	POST JOURNEY
How far away is my stop? Other than checking smart phones and awaiting audible train announcements, passengers have no way of knowing where they are in relation to their station stop. This lack of visual stimulus especially restricts users who are hard of hearing or deaf. This uncertainty of not knowing where you are	Locate which door to get off at Passengers have a good understanding of door location due to them entering the train through a door, but also the common knowledge of passengers knowing doors are located at either end of the carriage. Gather belongings There is a general fear of uncertainty in relation to belongings that are left in luggage, overhead and vestibule areas throughout the entire train journey. The break in visual contact with luggage and belongings usually occurs when other micro-moments occur e.g. going to the toilet, buying food or drink...These ensue a state of uncertainty.	The sense of aesthetic and environment is also a key factor when exiting the train. The train station is the first impression of the destination that you have arrived at and builds a mental image of the place you are visiting.
 Melanie "I listen out for the announcements to make sure I'm on the right train." 🚿 Restricted, on edge  Alice "It would be nice to know how many stops there are and what the arrival times are for each stop." 🚿 Restricted	 Reena "I like the overview of the stops on the Overground. Combined with the overhead announcements you've got a good sense of where you're going." 🚿 Restricted, awkward  Paul "It would be great if there were more seats, but that's unrealistic because the train is at full capacity, even with a 12 carriage train." 🚿 Restricted  Laetita "I find the environment really sombre I'm not sure whether that's good or bad." 🚿 Restricted, disgusted  Marc "Staff are supposed to ring the destination station to have the ramp ready for me, but sometimes, like today there isn't anyone." 🚿 Restricted, awkward  Marc "I had to reach and stretch for the emergency intercom — I pulled myself out of the scooter and had to lean against the divider." 🚿 Restricted, disgusted, awkward  Victoria "Lifting and carrying my bike on and off the train all the time is a wearing and tiring experience at the moment." 🚿 Restricted, awkward  Cameron "It puzzles me that the gap sizes are so big e.g. the trains stopping at Birkhamstead are London Midland only. I don't understand why the platform can't be altered to make it the same height as the train" 🚿 Restricted, disgusted	 Spencer "Train travel is taken for granted. I don't think people fully appreciate it or value it enough, especially when you think of what it could be." 🚿 Restricted
 Ollie "Relaying information to passengers is important. Pings on your phone via Bluetooth could be great, especially for people with headphones in who usually miss announcements." 🚿 Restricted, on edge  Ilona "It's very difficult to know where I am on the train or what stop I need to get off at." 🚿 Restricted, on edge	 Reena "Big gaps between train and platform makes getting off a bit stressful and uncomfortable." 🚿 Restricted, on edge, overloaded  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 on the seat in front." 🚿 Overloaded  Ilona "Information in the back of seats (screen) would be good as I'd feel more comfortable and know where I am in regards to my stop." 🚿 Restricted  Marc "I have to stay in the vestibule area of the train. I can't turn around or manoeuvre in the space, it's awkward when a buggy gets on." 🚿 Restricted, awkward  Maria "For the first time ever last week someone helped me (other passenger) get off the train — I felt really old that day." 🚿 Restricted, overloaded, awkward  Ilona "Information e.g. next station, time to next station etc. Needs to be improved. Pushing information to people's personal devices would be better." 🚿 Restricted  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." 🚿 Restricted, disgusted	 Marc "I have had to either shout out the open doors or press the emergency buzzer to speak to the driver to be let off the train." 🚿 Restricted, awkward
 Joe "I rely on reading the information boards in trains." 🚿 On edge	 Reina "I could have flown for cheaper, but the train is more convenient as I don't have to go to the airport." 🚿 Restricted  Joe "I don't think the overhead space is good because it causes a bit of aggravation. It's not an accommodating place. There's so much space wasted on the train, why can't we keep luggage under our seat?" 🚿 Restricted, disgusted  Carol "There's so many people and the doors are always opening and closing" 🚿 Overloaded, on edge  Marc "When I'm taking a while to reverse my scooter off, the driver would announce "Sorry, we're just waiting for someone to get off the train." 🚿 Awkward  Eneni "Some stations are not very welcoming. The waiting areas are not very nice and it's sometimes worse than standing outside. Train station environments needs to be human friendly and inviting." 🚿 Disgusted	
NEEDS - I need clear and noticeable visual information in carriages - I need a reduced reliance on audible information - I need more information given to me instead of me searching for it	NEEDS - I need a easier way of carrying my bike on and off the train - I need alternative places to store luggage - I need increased provision for luggage storage - I need increase in peri-space for luggage - I need different storage solutions for luggage e.g. the floor - I need to be able to disembark the train by myself. - I need to be able to disembark the train like a normal passenger - I need a staff member to be ready and waiting - I need easier embarking and disembarking of the train if I have a disability - I need access to the intercom regardless of seating position - I need to be able to manoeuvre through the train with ease - I need to be able to move out of the way for other passenger - I need to be able to disembark the train from any carriage/door - I need to be unrestricted by the station environment	NEEDS - I need a social appreciation and value of train travel