

Electronic Service Update Information Re-design Project

London Travelwatch

Dec 2011



ESUI Re-design

Why

- A key objective for Transport for London (TfL) is to provide its customers with accurate and timely Real Time Information (RTI) in order to enable them to make informed decisions about their journey options

Vision

- Review the way service update information is presented on all TfL ESUB screens and other channels (primarily the TfL website and mobile applications)
- To be fully prepared for the Olympics and other big events

How

- Conduct customer research and test concepts
- Working group with representatives from LU, DLR/OG, Operations, NOC, GNM and Marketing to advise on design and business rules
- Phase 1: multiple service status, group disrupted lines at the top, one information box, remove the blue
- Phase 2: Olympics page, Severe weather/Strike page, time of delays and local information. Changes to TfL webpage, mobile and 3rd party apps. Public URL



Customer Research and Testing

- Pan TfL working group representing LU NOC, CSS, IM LU & Rail Marketing, Journey Planner Services, Group New Media and Customer Research produced concepts
- Customer testing validated and filtered concepts
- Working group and design company, we are: London developed concepts into designs and conducted customer testing



Customer Testing Results

- The majority of commuters preferred the placement of disrupted lines together at the top of the board in alphabetical order
- This design made it easier to identify lines with 'Good Service'
- Grouping 'Minor delays' with 'Good service' was intuitive - understood that both would not require them to change their route
- Lines grouped alphabetically by disruption was more effective than blue background
- No information required for 'Minor delays'
- Participants understood that there was a good service on any part of the line not specified by a disruption notification



Customer Testing Results

- Commuters did not request the cause of any disruption - the cause did not give them any indication of the severity of the delay
- Commuters knew the alternative routes they would need to take if they were facing a disruption. They did not expect this information to be included on the ESUB.
- Commuters felt that the following items were important to them when there was a disruption to their journey:
 - Line and location of disruption
 - Severity of the disruption
 - Time impact of the disruption (Phase 2)



Recommendations

To optimise the ESUB for commuters, the research suggested the following recommendations which were all implemented in Phase 1:

- Separate out the disrupted lines and include these at the top of the board
- The group of disrupted lines and undisrupted lines should then be ordered alphabetically
- Group the lines with 'Minor delays' and 'Good service' at the bottom of the board
- Do not include location information for 'Minor delays'
- Do not include a 'Good service on rest of line' indicator for lines with multiple statuses
- Do not include alternative route information for disrupted lines






Type of ESUB

- **Challenge on different formats – size & technology**
- **Where we don't have them**
- **Roll-out to OVG and DLR**



Example of new design for large ESUBs

Transport for London		16:48	16 Aug 2011
Bakerloo	Part closure	- Paddington to Elephant & Castle	
	Minor delays		
Circle	Part closure	- Aldgate to Tower Hill	
District	Part closure	- Earl's Court to Wimbledon	
Jubilee	Part suspended	- North Greenwich to Stratford	
	Minor delays		
Metropolitan	Part suspended	- Harrow on the Hill to Uxbridge	
	Severe delays	- Chalfont & Latimer to Chesham	
	Minor delays		
Central	Minor delays		
DLR	Good service		
H'smith & City	Good service		
Northern	Minor delays		
Overground	Good service		
Piccadilly	Good service		
Victoria	Good service		
Waterloo & City	Good service		
Bakerloo			
No service between Paddington and Elephant & Castle due to planned engineering work. Tickets are being accepted on local buses and London Overground.			
  			



Example of new design for older ESUBs

Bakerloo	Part suspended		Planned closure
Central	Severe delays		Severe delays
	Severe delays		Severe delays
	Planned closure		
DLR	Minor delays		Good service
	Good service		Good service
	Good service		Good Service

Central line - Severe Delays


Severe Delays – Between West Ruislip and White City until 24th August due to planned engineering work. MINOR DELAYS between Leytonstone and Buckhurst Hill.

Other information

National Express East Anglia - No service between Liverpool Street and Braintree. No service between Liverpool Street and Shenfield. Tickets accepted on Central line via any route. Tickets accepted on London Overground



Overflow template

London Underground		10-22	09 Jul 2011
Bakerloo	Severe delays		
Central	Severe delays		
Circle	Part suspended		
District	Part suspended		
H'smith & City	Part suspended		
Jubilee	Part suspended		
Metropolitan	Part suspended		
DLR	Good service		
Northern	Good service		
Overground	Good service		
Piccadilly	Good service		
Victoria	Good service		
Waterloo & City	Minor delays		
Central line - Severe Delays			
Severe Delays – Between West Ruislip and White City until 24th August due to planned engineering work. MINOR DELAYS between Leytonstone and Buckhurst Hill. GOOD SERVICE on the rest of the line.			
Other information			
National Express East Anglia - No service between Liverpool Street and Braintree. No service between Liverpool Street and Shenfield. Tickets accepted on Central line via any route. Tickets accepted on London Overground			
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Phase 2 Scope


To be delivered by May 2012:

- Public URL
- Latency between the NOC and the Journey Planner team
- Severe disruptions/weather/strike template
- Time of delays - TBC
- Local information - TBC
- Olympics information
- One home for all external feeds
- Updating all other TfL media i.e. website, mobile Apps, staff view

- We can provide an update in the new year



Provisional Example of Phase 2 screen

Industrial Action		13:22	05 Mar 2011
		Limited Service	Average Frequency
Bakerloo	<small>RUNNING BETWEEN</small>	Queen's Park and Elephant & Castle only	13 mins
Central <small>View 2 of 2</small>	<small>RUNNING BETWEEN</small>	West Ruislip to Ealing only	9 mins
	<small>RUNNING BETWEEN</small>	Woodjitz to Epping and Bank only	7 mins
Circle	<small>RUNNING BETWEEN</small>	Hammersmith and King's Cross St. Pancras only	10 mins
	<small>RUNNING BETWEEN</small>	Victoria and Monument only (Anticlockwise only)	12 mins
District	<small>RUNNING BETWEEN</small>	Ealing Broadway and High Street Kensington only	9 mins
H'smith & City	<small>RUNNING BETWEEN</small>	Hammersmith and King's Cross St. Pancras only	13 mins
Jubilee	<small>RUNNING BETWEEN</small>	Finchley Road and Waterloo only	13 mins
Metropolitan	No Service		
Northern <small>View 1 of 2</small>	<small>RUNNING BETWEEN</small>	Morden and Stockwell only	17 mins
	<small>RUNNING BETWEEN</small>	Edgware and Golders Green only	15 mins
Piccadilly	All destinations at a reduced frequency		8 mins
Victoria	All destinations at a reduced frequency		6 mins
Waterloo & City	No Service		
Services not affected by industrial action			
DLR	Good Service		
Overground	Good service except for:		
	<small>View 3 of 3</small>	Canada Water to Highbury & Islington only	Severe Delays
Closed Stations			
<p>F Fairlop, Forest Gate, Fulwell, G Gallions Reach, Gipsy Hill, H Haggerston, Hainault, Hatch End, Hounslow West, I Ickenham, Isleworth, K Kenley, Kew Bridge, King George V, King's Cross St. Pancras (Northern Line only), Knockholt, L Ladywell, Leyton Middle Road, Lloyd Park, M Maze Hill, Merton Park, Moor Park, Morden Road, Motspur Park, Mottingham, N Neasden, New Southgate, Notholt Park, O Ockendon, P Pudding Mill Lane, Pinner, Purley, Purley Oaks, Q Queenstown Road (Battersea), R Rainham, Rectory Road, Riddlesdown, S St. Helier, Shepherd's Bush Market, Southbury, South Woodford, Syon Lane, T Tadworth, Tooting Broadway, Tottenham Hale, U Upton Park, W Waddon, Walthamstow Central, West Ruislip</p>			
<p>Tickets will be accepted on rail and bus services. Please refer to handwritten signage or ask staff for directions to your nearest open station or bus stop.</p>			
<p>Get more information at tfl.gov.uk or search for <input type="text"/></p>			
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8 December 2011

