



TFL case study

User Manual

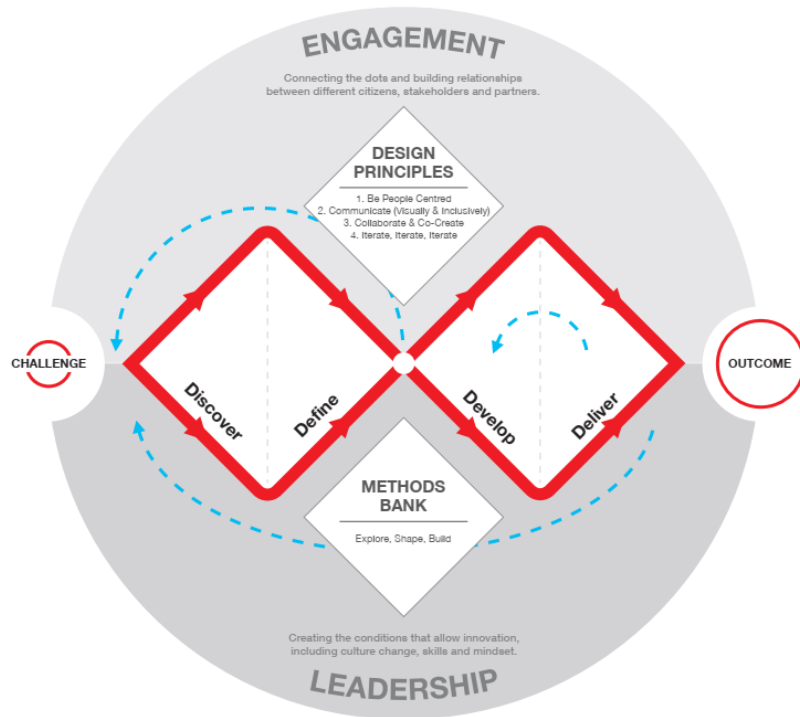
<p>Conditions I like to work in</p> <p>[A flexible structured environment where I can share ideas and findings via zoom or Microsoft teams. Catch up meetings once a week to check progress and discuss any issues]</p>	<p>Things I need</p> <p>[A clear objective and an agreed plan to work to so it is easier to manage expectations]</p>
<p>The times and hours I like to work</p> <p>[I am an early bird so I sometimes work from 8am. For this project I will be working 1 to 2 days no more than 6 hours a day.]</p>	<p>Things I struggle with</p> <p>[Disorganised projects and company politics]</p>
<p>Best ways to communicate with me</p> <p>[Via phone calls, skype, zoom if it is a discussion, catch-ups or to iron out issues.]</p> <p>Email or instant messenger for quick questions]</p>	<p>Things I am good at</p> <p>[I can identify issues and give options]</p> <p>Understanding the user's point of view</p>
	<p>Things I love</p> <p>[Transparency and honesty]</p>
<p>The way I like to receive feedback</p> <p>[Can be via email or in a word document just as long as there is a point of reference which can be revisited]</p> <p>Ideally verbal feedback via phone or zoom, this ensures I understand your feedback fully and there are no misunderstandings]</p>	<p>Other things to know about me</p> <p>[I am straight to the point and can be blunt. Please don't take it personal.]</p> <p>I am also a firm believer in your wellness and physical wellbeing comes first especially now we are using IT more. So if you need to take breaks or move meetings it is totally fine.]</p>

A great exercise to get to know the team in an honest and non-judgmental way.

It also helps to understand how key people on the project work.

Helps establish trust and build effective ways to collaborate

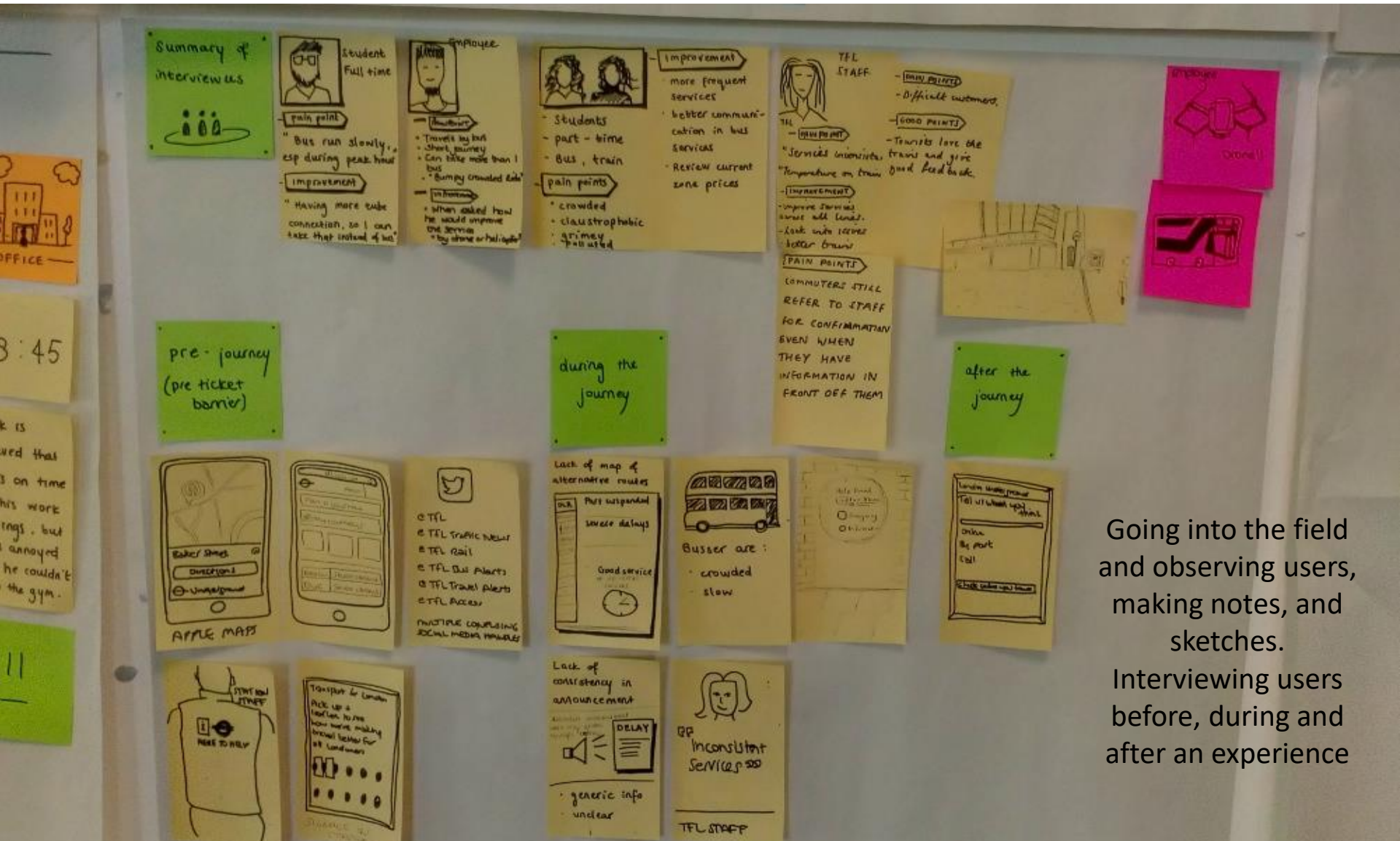
Double Diamond Model



This case study follows the Double Diamond model which was designed by the Design Council

The two diamonds define the problem and help develop the solution

Discovery - field Research



Summary of interviews

Student Full time

pain point

- "Bus run slowly, esp during peak hour"

improvement

- "Having more tube connection, so I can take that instead of bus"

Employee

pain point

- "Travel by bus - short journey - can take more than 1 bus"
- "Bumpy crowded etc"

improvement

- "When asked how he would improve the service - by some or helicopter"

Improvement

- more frequent services
- better communication in bus services
- Review current zone prices

Students

- part - time
- Bus, train

pain points

- crowded
- claustrophobic
- primely
- not used

TFL STAFF

- PAIN POINTS

- Difficult customer

- GOOD POINTS

- Tourists love the train and give good feedback

improvement

- improve services across all lines
- look into routes
- better crews

PAIN POINTS

COMMUTERS STILL REFER TO STAFF FOR CONFIRMATION EVEN WHEN THEY HAVE INFORMATION IN FRONT OF THEM

pre-journey (pre ticket barrier)

during the journey

after the journey

Apple Maps

Book/Share
Directions
Unplanned

Hand-drawn app interface sketch with various buttons and text.

Twitter

- @TFL
- @TFL Traffic News
- @TFL Rail
- @TFL Bus Alerts
- @TFL Train Alerts
- @TFL Access

MULTIPLE COMPETING SOCIAL MEDIA HANDLES

Lack of map of alternative routes

Bus suspended
severe delays

Good service

Busser are:

- crowded
- slow

Hand-drawn diagram or flowchart.

Hand-drawn app interface sketch with text: "London Underground", "Tell us what you think", "Drive the part", "Call", "Check what you think".

START AND STAFF

HERE TO HELP

Transport for London

Pick up a location to see how many making travel better for all customers

Lack of consistency in announcement

DELAY

- generic info unclear

Inconsistent services

TFL STAFF

Going into the field and observing users, making notes, and sketches.

Interviewing users before, during and after an experience

Define user personas & journey maps

Persona: Jack



Demographics

27 years Renting with a friend Lives in London in a relationship

Background

Analyst in Canary Wharf Long working hours [9:00 - 21:00] Goes to the gym before working hours Socializes in the city after work

Goal

Save money for a property Get married to his partner Getting promotion Getting work life balance

Needs

Easy travel to other work sites / client sites Conciseless options available on journey Reliable / consistent services.

Frustration

Leaving early to avoid any delays Unexpected cancellations and delays Crowded transport Lack of easy travel alternatives

"I am so fed up with crowded trains."

"I love using my apple watch, just wished I could use it any where."

Day in the life of Jack



Time: 7:00, 7:15, 7:19, 7:25, 8:10, 8:30, 8:45

Description: Heads to the tube to catch his normal train. He discovers that there is delay when he is on the platform. He is in a dilemma whether to go for an alternative route [which is taking more time] or wait for the delay is over. He decides to wait for the next train. Platform gets very crowded. Jack squeeze in to the overcrowded train and heads to work. Due to the delay Jack doesn't have time to go to the gym anymore, He is still wearing his gym clothes. Jack is relieved that he is on time for his work meetings, but he is annoyed that he couldn't go to the gym.

Needs / Pain points: Smiley face, Sad face, Angry face, Question mark with sad face, Sad face, Sad face, Neutral face.

Needs / Pain points: To get to the gym before work helps him feel for the day. He needs to work as most efficient alternative route without leaving the platform. He sticks with what he knows because he doesn't have access to the information he needs. He needs more space, platform is full and everyone is squashed together. He pushed onto the train, feels very uncomfortable. He likes his personal space but can't afford to wait for the next train. He needs to change into his work clothes. He prefers the facilities of the gym. Showers are better!

Problem statement - brief

Problem Statement

Context

Travellers struggle to understand the impact of delays once journey they have started their

Dilemma

Travellers want access to alternative routes in real-time

Why

So they can get to their destination without further issues

Motivation

avoid being late and avoid being in a crowded train as much as possible

They need access to journey updates in a consistent and efficient manner throughout their travel.

How Might We...

HMW

Stop train delays and service inconsistencies altogether?

Question an assumption

HMW

leverage the free time on the platform created by being delayed?

ID unexpected resources

HMW

make train delays interesting / refreshing instead of harrying?

Go after adjectives

HMW

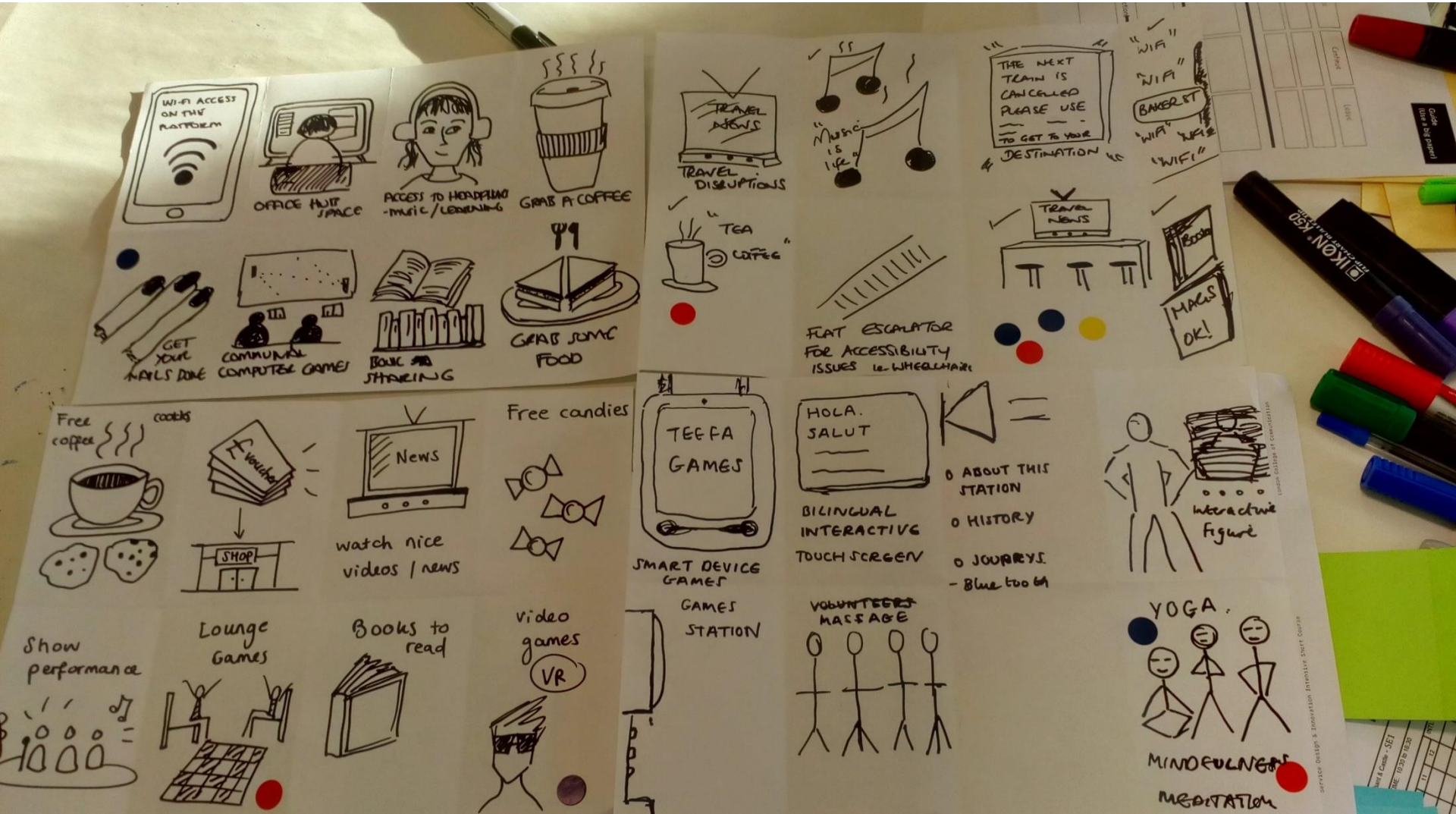
share travel updates and options with commuters and travellers in real time?

Amp up the good

Create depending on each station's characters

Choose which problem to tackle, then define a problem statement and work out how to resolve it.

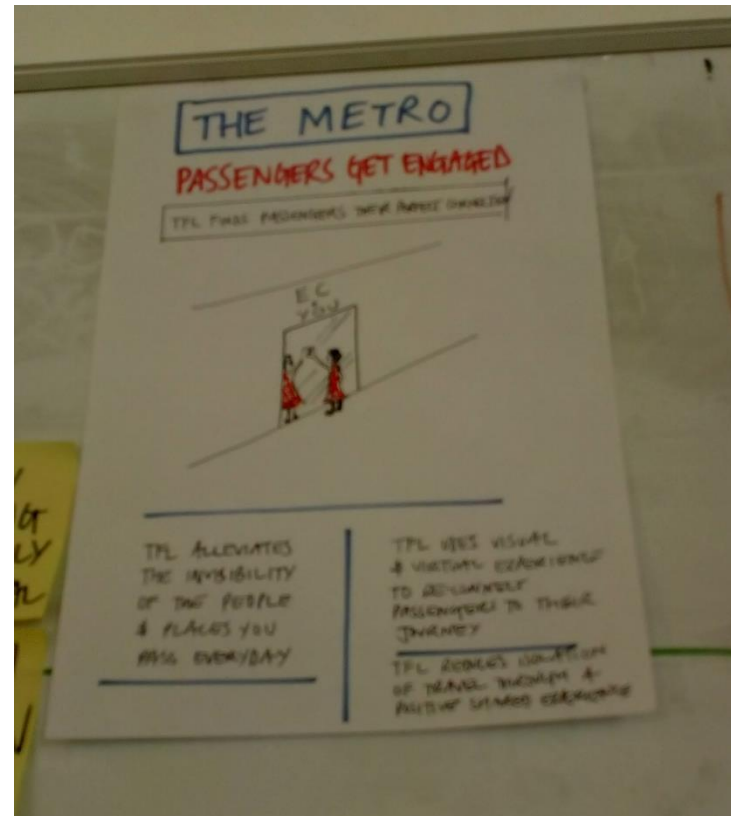
Develop – ideation tools



Cover story mock-up

A poster or news article showing the success of implementing an idea

Great inspiration for marketing, social media, and email campaigns



Prototype storyboard

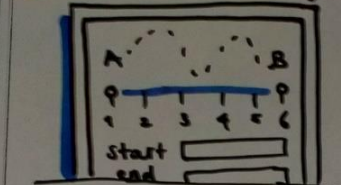
Prototype - storyboard

1 TFL app



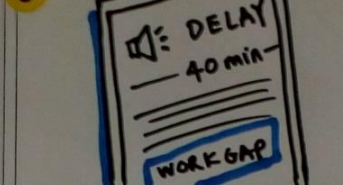
Jack gets notified about "WorkGap"

2 "Work Gap" settings



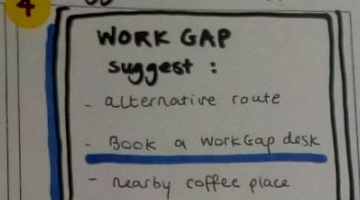
Jack sets up his normal commute

3 "Work Gap" notification



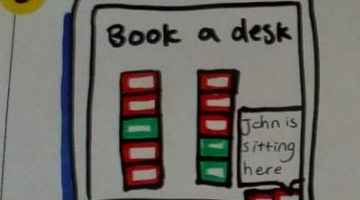
Jack gets notified about a 40 min delay

4 Suggestion screen



"WorkGap" offers options whilst delayed

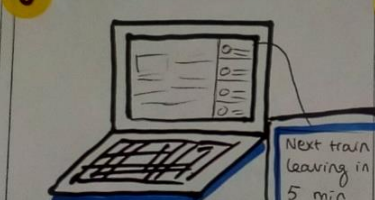
5 Booking Process



Jack decides to book a "Work Gap" desk

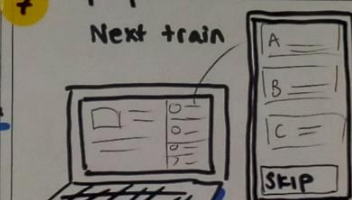
and check-in. He sees a notification that his colleague John is in a nearby "Workgap" desk.

6 LAPTOP & Mobile



Jack is on a call on his laptop & gets a desktop notification about the next train

7 Laptop & Mobile



Jack decides to skip as he is still on a call on his laptop

8



After the call Jack continues the journey with his colleague John.

Sketching the user journey with different touch points with the service.

Prototype the service



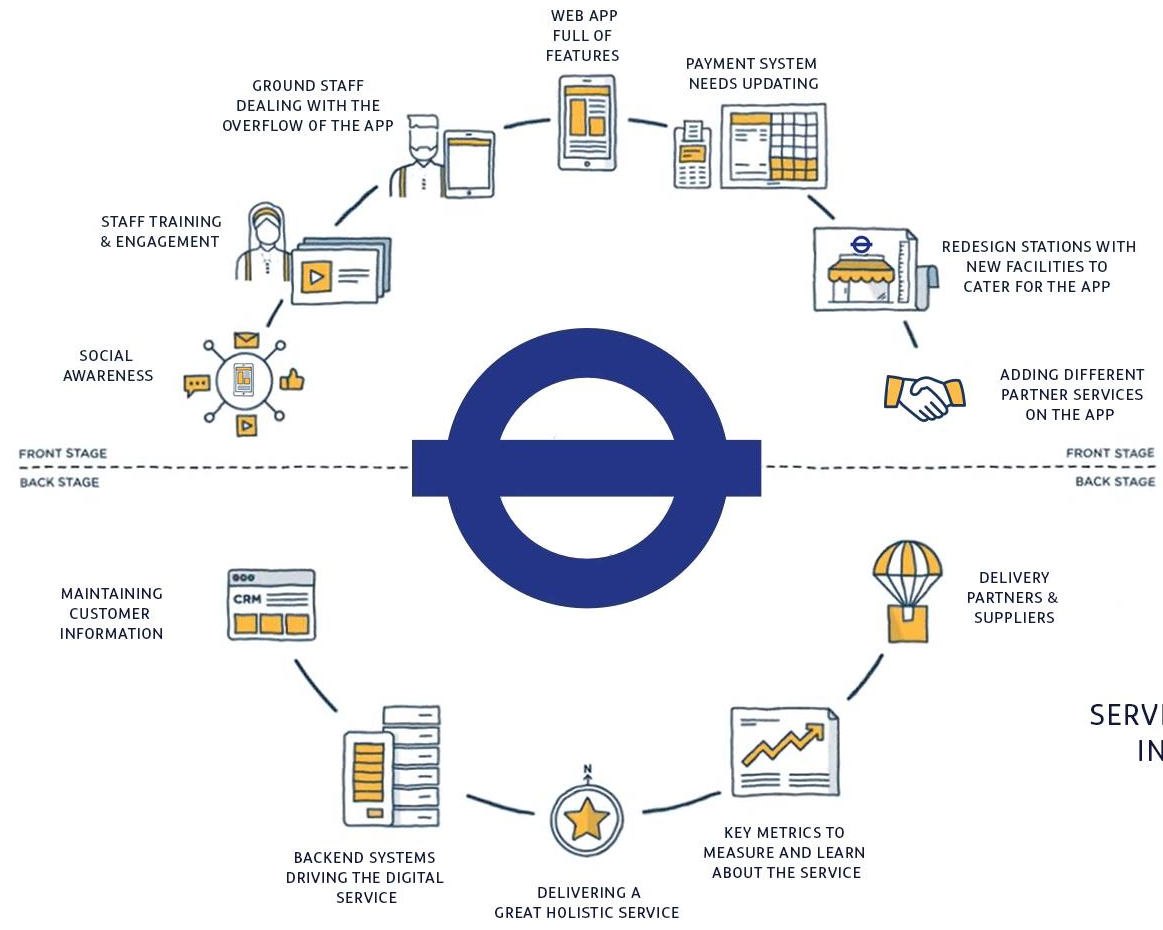
Testing



Beta testing of the new service to a section of users/focus group

Get feedback from users to refine the service

Service Design delivery



TFL
 SERVICE BLUEPRINT
 INFOGRAPHIC