

Rail Delivery Group

TVM Ticket Sales

Mystery Shopping 2018

Report of Findings

December 2018



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1. Executive Summary

This report summarises the results of Rail Delivery Group's 2018 TVM mystery shopping survey. The sample again consisted of 1,000 TVM ticket purchase transactions, repeating the increased sample size introduced in 2017. TVM purchases now make up a much larger proportion of the overall mystery shopping programme mix than in previous years, being one-third of the total sample. The sample was designed to reflect current national TVM purchasing characteristics with purchase locations sampled to provide representation of the main types of ticket vending machines currently in use.

Overall, when marked against the specific journey and ticket type requirements, 98% of tickets purchased were deemed to be accurate, that is, the ticket obtained was the most appropriate for that specific journey and travel scenario. While this is a fall from the previous two years (99% in 2017 and 100% in 2016), it is an improvement compared to the years before that (2015; 97% and 2014; 91%).

This outcome suggests that purchasing tickets from a TVM is a reliable solution for the large majority of mystery shoppers. This accuracy figure aligns well with mystery shoppers' self-reported confidence levels when using the TVM machines, with only 4% of mystery shoppers reporting that they felt either "fairly unsure" or "very unsure" about having purchased the correct ticket.

The high confidence ratings from shoppers are mirrored by the results for satisfaction with on-screen information regarding ticket types and conditions (88%) and the perceived clarity of these instructions (95%), which arrested the slight downward trend in satisfaction with these elements in previous years (86% and 93% in 2017, 91% and 94%, respectively in 2016, 97% and 98% respectively in 2015).

The number of mystery shoppers having to queue to use TVM machines fell to 12% from 14% in 2017 and 17% in 2016. In cases where a mystery shopper had to queue, the majority (78%) had no more than two people ahead of them to use the TVM machine.

On average, the total TVM transaction time (excluding queuing) was identical to last year at 2 minutes 32 seconds. ATOS transactions on average took 31 seconds longer than for S&B machines.

2. Introduction

The Rail Delivery Group (formerly referred to as ATOC – the Association of Train Operating Companies) has conducted an annual research programme to measure the accuracy of ticket retailing since 1998. Originally, the exercise focused solely on tickets sold at station ticket offices, but telesales and online research were introduced from 2002 and, reflecting changing patterns in purchase behaviour, the telesales channel was replaced by ticket vending machine (TVM) purchases in 2012. In 2017 the sample mix was adjusted to reflect changes in ticket buying behaviour.

The research has been conducted by ESA Retail since 2013. This report focuses on the outcomes of the 2018 TVM Mystery Shopping exercise.

2.1 Objectives

The key objective of the overall mystery shopping programme is to evaluate the accuracy of rail sector retailing; however, in the case of TVM (as well as online) sales, there is no personal involvement on the part of the retailer, hence the exercise sought to determine the ability of the mystery shopper, as a representative of the ticket buying public, to correctly navigate the TVM in order to purchase the correct and best value ticket for their particular travel scenario.

2.2 Methodology

As with the other forms of mystery shopping, the TVM ticket purchases were conducted by mystery shoppers who are representative of the general ticket buying population and who therefore have no more knowledge of the railway or its fares than an ordinary member of the public.

Mystery shoppers were asked to record whether they felt confident that they had purchased the correct ticket for their given scenario. In addition to this self-evaluation however, the tickets were also 'marked' by ESA staff, fully trained in the use of the rail fares database, therefore providing a more accurate assessment as to whether the most appropriate ticket had been purchased for that specific journey and travel scenario.

The TVM mystery shopping fieldwork took place between 7th July and 26th October 2018. Transactions were spread across the day. The full questionnaire used in the survey is included as an appendix. Unless otherwise stated, charts included in the report are based on the total sample.

2.3 Sample

The TVM sampling was carried out using proportional simple random sampling with the probability of a record being chosen proportional to the number of issues. LENNON data was collected for TVM selling points. Scenarios were created for each chosen record based on the ticket type for the record. The sample comprised a total of 1,000 TVM transactions.

2.3.1 TVM Types

The stations at which the TVM transactions were conducted were selected to be representative of TVM sales nationally, thereby providing a representative sample of the two main TVM types (manufacturers), ATOS and Scheidt & Bachman (S&B), whilst also including a smaller sample of Other machines.

TVM Type	Sample Size
ATOS	163
Scheidt & Bachman (S&B)	744
Other	95
Total Sample	1,000

2.3.2 Scenarios

The 2018 sample included the following purchase requirements:

No.	Scenario Description	Sample Size
2	Cheapest	34
3	Most Flexible	966
Total		1,000

The split by ticket type was as follows:

Ticket Type	Sample Size
Return Same Day	552
Return 1 Week Later	53
Single	348
Weekly Season	47
Total	1,000

The following number of Railcard transactions were undertaken:

Railcard Scenario	Sample Size
--------------------------	--------------------

Yes	227
No	773
Total	1,000

2.3.3 Weighting

Whilst sampling was carried out to reflect the pattern of TVM ticket sale transactions by TOC and TVM type, weighting was applied to ensure the survey results reflected actual transaction data as closely as possible. The following results are therefore based on the weighted data.

3. Detailed Findings

3.1 TVM Transaction Times

3.1.1 Did you have to Queue to Use the TVM?

Across the total sample, 12% of mystery shoppers had to queue to use the TVM, down from 14% in 2017. The proportion of mystery shoppers that needed to queue to use the TVM was reasonably consistent throughout the day, although the proportion increased slightly in the evening.

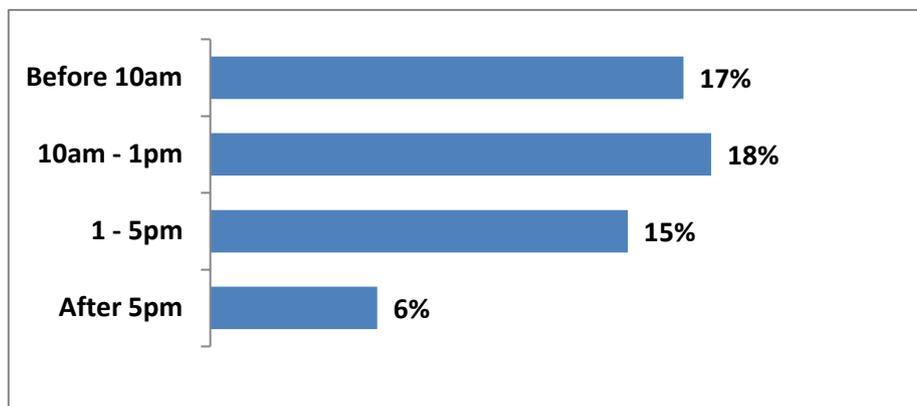


Figure 1 – Queued to Use TVM by Time of Day

In cases where mystery shoppers queued to use the TVM, the majority had to wait for either one (39%) or two people (26%) to use the machine.

For those that did have to queue, the average queuing time was approximately 2 minutes 5 seconds.

3.1.2 How Long in Total did your TVM Ticket Purchase Take (Including Queuing)?

The average time taken for a TVM ticket purchase (including any time spent queuing) was 2.78 minutes, or 2 minutes 47 seconds. 10% of mystery shoppers (the same proportion as in 2017 & 2016) completed their transaction in less than one minute and a further 46% (43% in 2017, 53% in 2016) in 1-2 minutes. 6% of TVM transactions took more than 5 minutes to complete – the same as in 2017.

Those purchasing between the hours of 1pm and 5pm took longest to complete their transaction, followed by those completing transactions after 5pm.

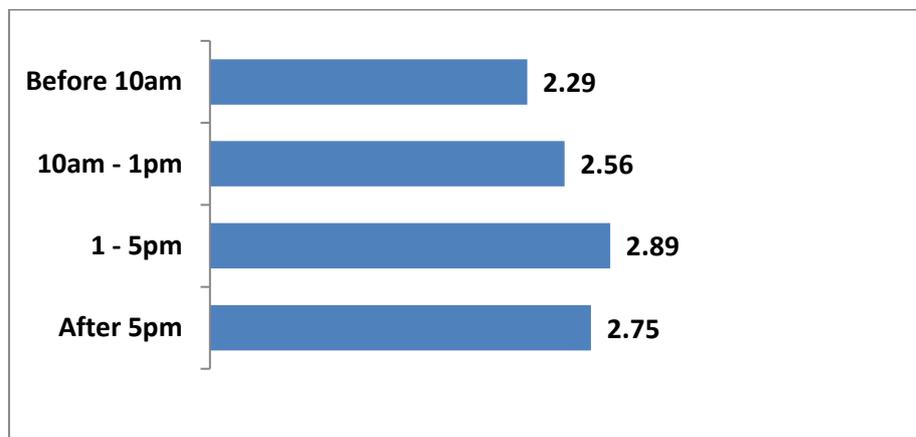


Figure 2 – Total Ticket Purchase Time (Minutes) by Time of Day

3.1.3 How Long did your TVM Ticket Purchase Take (Excluding Queuing)?

Across all mystery shops, the average time taken for a TVM ticket purchase (excluding any time spent queuing) was 2 minute and 32 seconds, up from 1 minute 57 seconds in 2017.

The average transaction times were shortest for users of the S&B machines and longest for those who purchased via an ATOS TVM.

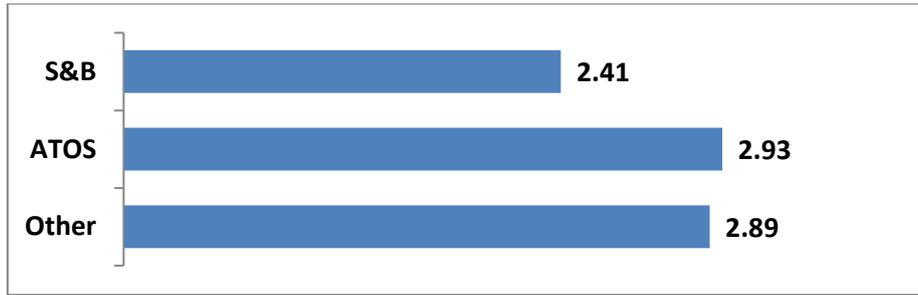


Figure 3 – TVM Transaction Time (Minutes) by TVM Type

As the following chart illustrates, Railcard ticket purchase transactions only took marginally longer than non-Railcard transactions.



Figure 4 – TVM Transaction Time (Minutes) by Railcard Scenario

There is a clear correlation between mystery shoppers' previous experience with using TVMs and the transaction time, with the most experienced users taking almost one minute less on average than the least frequent TVM purchasers.

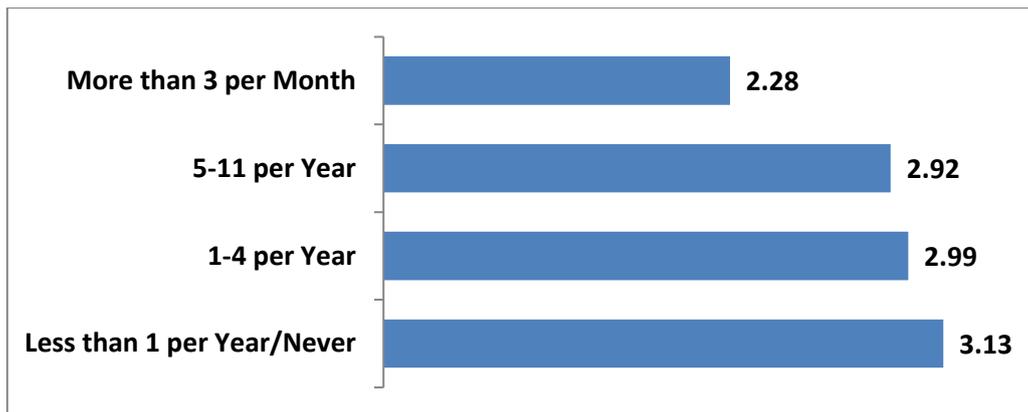


Figure 5 – TVM Transaction Time (Minutes) by Frequency of Buying Tickets from TVMs

3.1.4 How Many Steps were Required to Complete Your TVM Ticket Purchase?

The overall mean number of transaction steps required to complete the TVM ticket purchase was 6.4 in 2018, slightly higher than the 5.8 recorded in 2017.

In 2017, users of 'Other' machines took the most steps followed by S&B and ATOS.

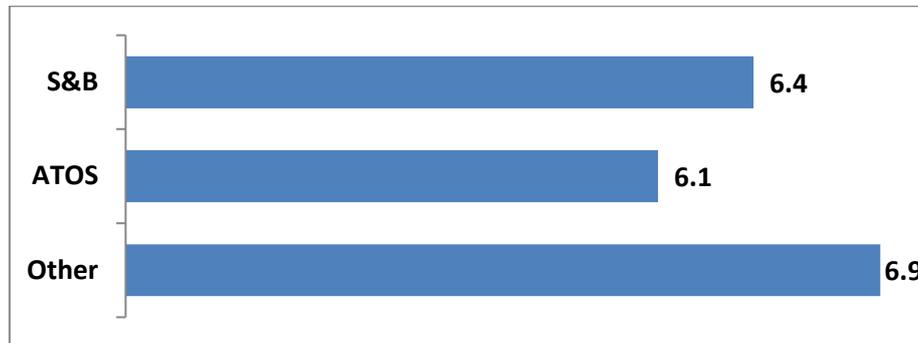


Figure 6 – No. of Transaction Steps by TVM Type

In line with previous years' findings, scenarios that included a Railcard component took an average of one additional step to complete.



Figure 7 – No. of Transaction Steps by Railcard Scenario

In 2018, experience of buying tickets from TVMs showed an inverse correlation with the number of transaction steps taken. This may suggest that more experienced shoppers are checking additional details based on their greater knowledge.

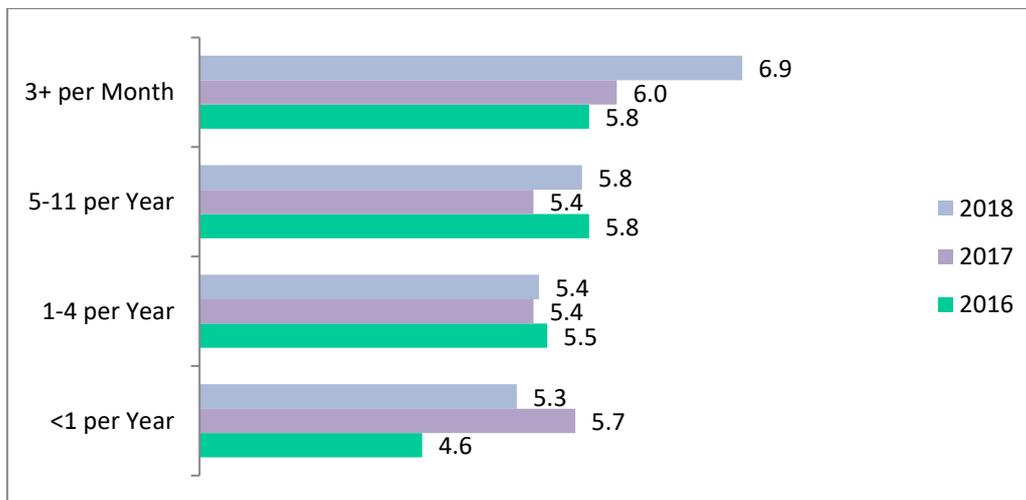


Figure 8 – No. of Transaction Steps by Frequency of Buying Tickets from TVMs

Those who purchased tickets from Regional operator TVMs in 2018 did so using fewer steps than those using TVMs of Long Distance or London & South East (LSE) operators. The latter took the most steps.

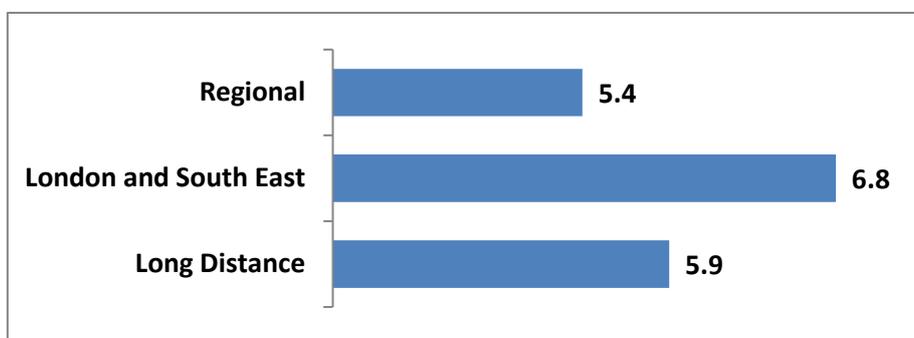


Figure 9 – No. of Transaction Steps by TOC Category

Perhaps unsurprisingly, shoppers who purchased 'Return in 1 Week' required a greater number of steps than those conducting other scenarios.

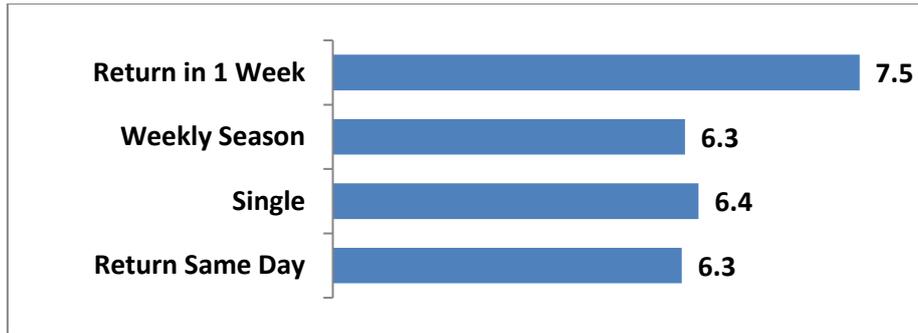


Figure 10 – No. of Transaction Steps by Ticket Type Scenario

3.1.5 How Many Times Did You Have to Go Back / Correct an Entry?

Overall, the average number of times shoppers had to go back a step or correct an entry was 0.45, compared to 0.35 in 2017.

On average, there was little difference in the number of times shoppers had to go back to correct an entry based upon which TVM was used.

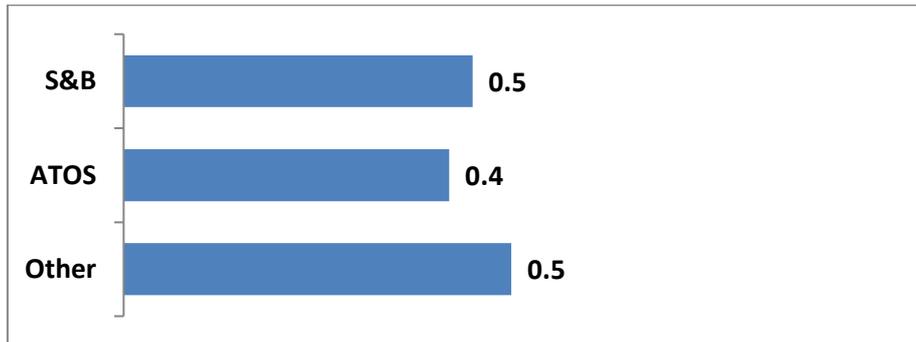


Figure 11 – No. of Corrections Required by TVM Type

The 'Weekly Season' followed by 'Return in 1 Week' ticket scenarios were those most likely to require the shopper to go back a step or correct an entry. It should be noted that these were on relatively low bases compared to the 'Return Same Day' and 'Single' result but the difference was still marked enough to be statistically significant. This is perhaps not that surprising given that these are more complex scenarios for the shoppers to follow through. The biggest change was in the 'Weekly Season' result.

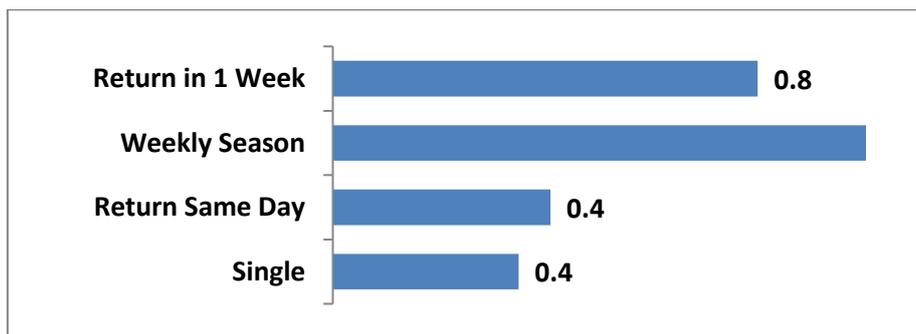


Figure 12 – No. of Corrections Required by Ticket Type Scenario

3.2 Satisfaction with TVM Ticket Purchase

3.2.1 How Easy was it to Find Information about Ticket Types & Conditions?

As in previous years, the majority of shoppers who were aware that information was present on the TVM and who required the information, found it easy to find information about ticket types and conditions on TVMs. In 2018, 66% of mystery shoppers in need of the information found it 'Easy' or 'Very Easy' to find on the TVM compared to 86% in 2017. Only 3% considered it 'Difficult' or 'Very Difficult' to locate the required information compared to 6% in the previous year.

As the following chart shows, ATOS machine users were somewhat more likely than S&B users to find the information easily, whilst on a much smaller base, those using 'Other' TVMs were the least likely to locate the information easily. Users of 'Other' machines were also the most likely to find it 'Difficult' or 'Very Difficult' to find the information, albeit this was only 5% of users seeking this information.

21% of users felt that they did not need this information while only 1% were unaware there was any information about ticket types and conditions on the ticket machine

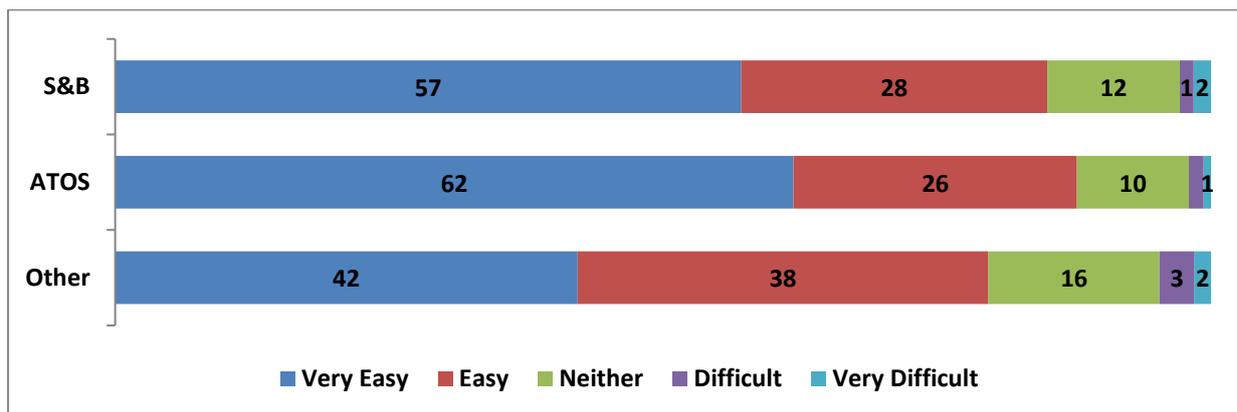


Figure 13 – Ease of Finding Info. on Ticket Types/Conditions by TVM Type
(Base: Those aware that the information was on the TVM and who needed the information.)

As illustrated below, there does appear to be a correlation between mystery shoppers' purchasing frequency and their ease of finding information on ticket types and conditions with those purchasing 5-11 times per year feeling the most confident.

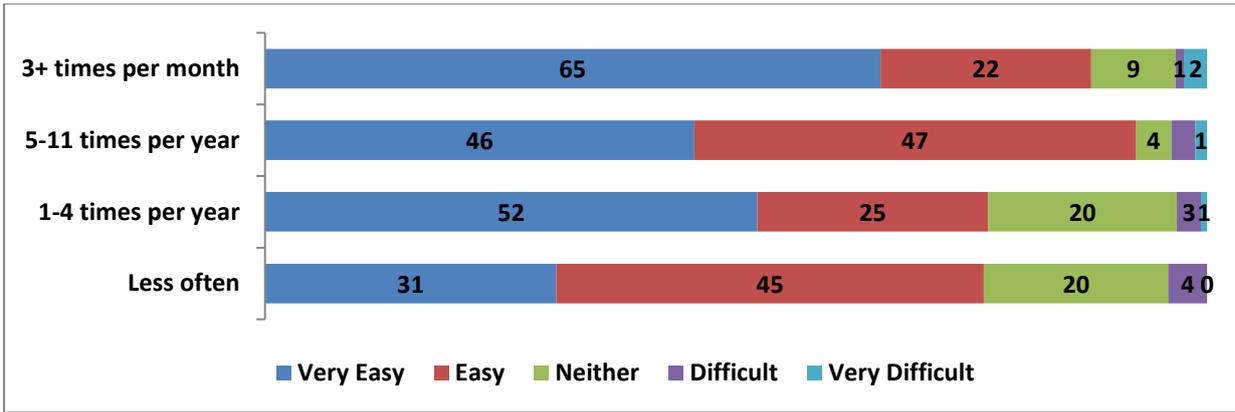


Figure 14 – Ease of Finding Info. on Ticket Types/Conditions by TVM Experience
(Base: Those aware that the information was on the TVM and who needed the information.)

3.2.2 How Satisfied Were You with the Information about Ticket Types & Conditions?

As in previous years, the majority of TVM mystery shoppers were satisfied with the information available on the machine about ticket types and conditions. 88% (up from 86% in 2017) stated that they were either 'Very Satisfied' or 'Satisfied', with just 5% claiming to be either 'Dissatisfied' or 'Very Dissatisfied'.

Users of ATOS machines were least likely to be satisfied with the information itself. 8% of this group of users expressed dissatisfaction.

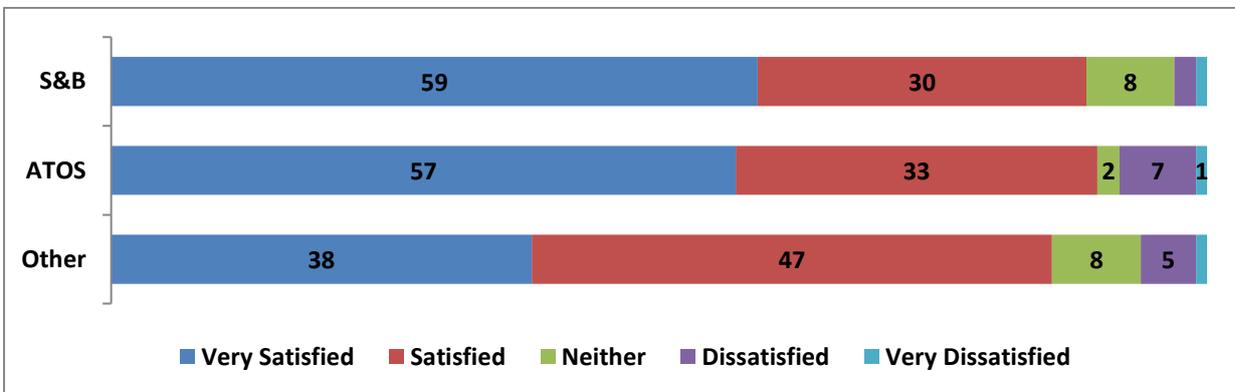


Figure 15 – Satisfaction with Info. on Ticket Types & Conditions by TVM Type

Users of London & South East services were most likely to be 'Very Satisfied' while overall levels of satisfaction (i.e. 'Very Satisfied' or 'Satisfied') were similar between London & South East and Long Distance operators. Users of Regional TOCs gave the lowest overall satisfaction at 81%.

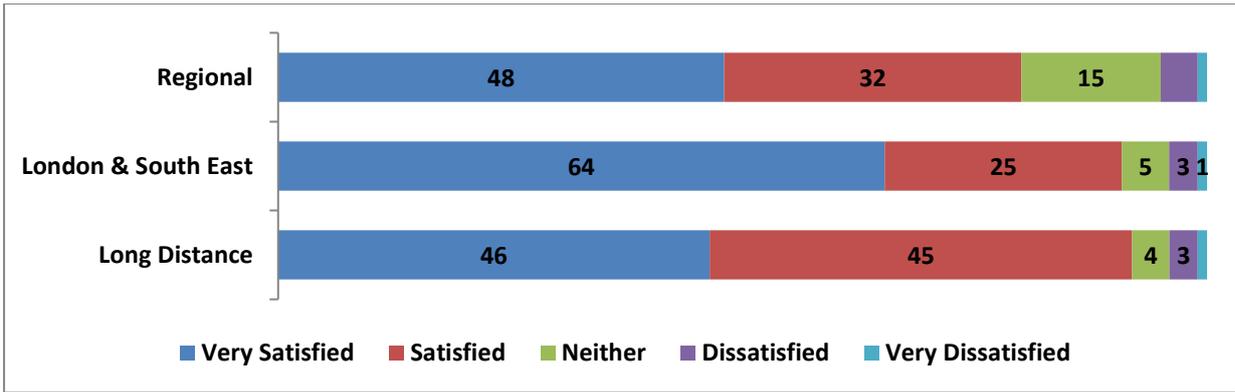


Figure 16 – Satisfaction with Info. on Ticket Types & Conditions by TOC Category

The following comments were made by those expressing dissatisfaction with the information provided:

" The mandatory text field had been bypassed by putting a "." in the restrictions and route field, I did not feel this was customer focused nor helpful in light of advertising around the station about penalty fares. " **(S&B, GTR)**

" The layout was confusing. The first screen offered tickets "as advertised" or HS1 via Hernbey or Southeastern high speed. There were no options for "valid on all trains". When pressing on the ticket information, it showed that all of these options had conditions of travel attached." **(S&B, South Eastern)**

3.2.3 How Satisfied Were You with the Clarity of Instructions for using the TVM?

Mystery shoppers were also generally satisfied with the clarity of instructions for using the TVMs, with 95% saying that they were 'Very Satisfied' or 'Satisfied' and just 2% expressing dissatisfaction.

Once again, users of 'Other' TVMs were the least satisfied.

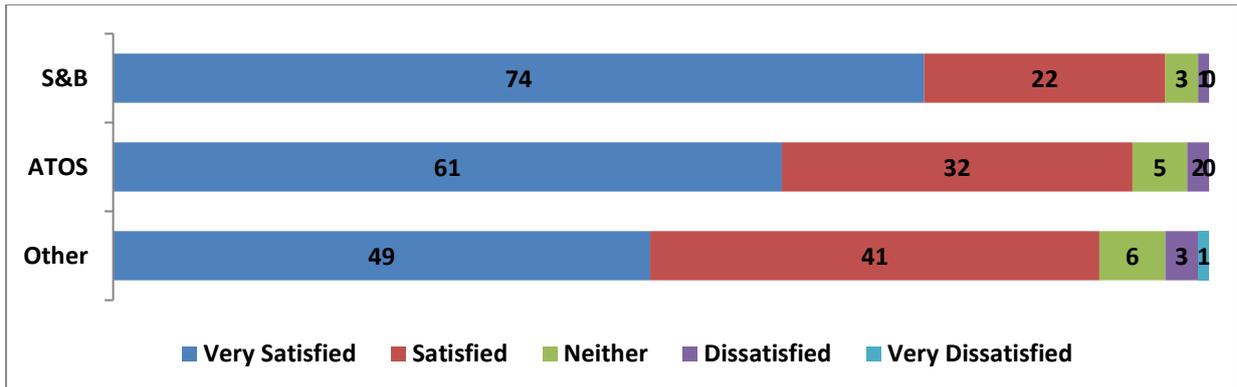


Figure 17 – Satisfaction with Clarity of Instructions for Using the Ticket Machine by TVM Type

It is perhaps not surprising that, as the following chart illustrates, there is a clear correlation between the duration of the ticket purchase transaction and satisfaction with clarity of instructions, with those taking longer to complete their purchase expressing greater dissatisfaction.

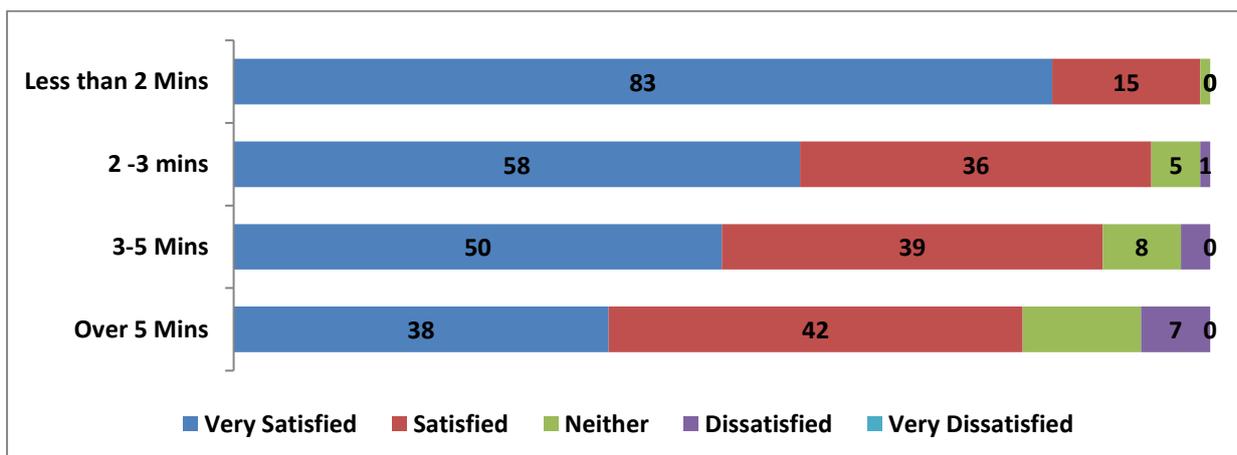


Figure 18 – Satisfaction with Clarity of Instructions for Using the Ticket Machine by Total Purchase Time

As in previous years, mystery shoppers that purchased tickets from TVMs least frequently were generally less satisfied with the clarity of instructions than more experienced TVM users.

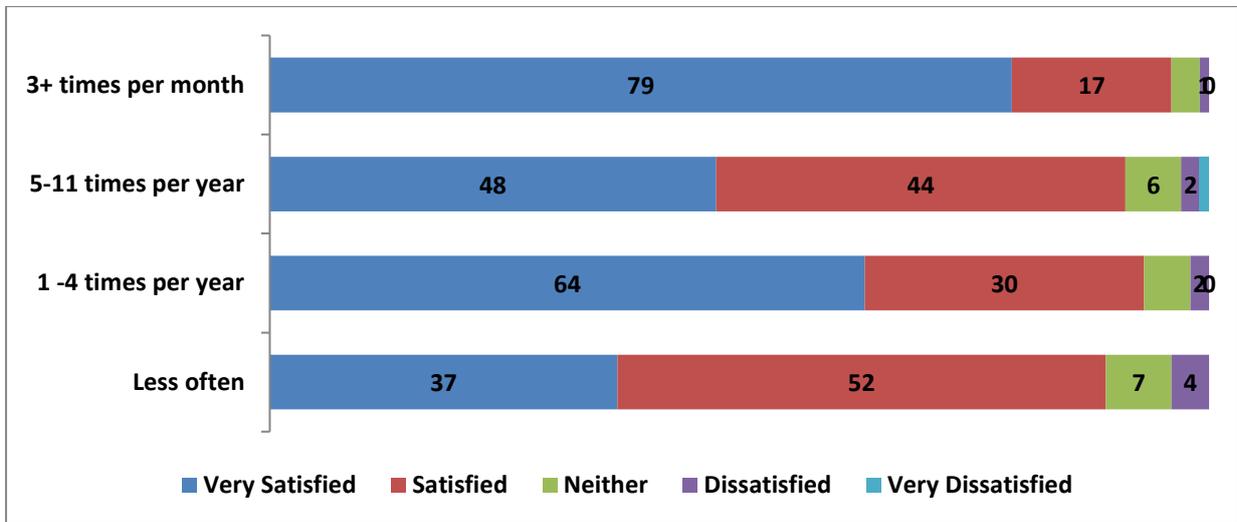


Figure 19 – Satisfaction with Clarity of Instructions for Using the Ticket Machine by TVM Experience

3.3 The Ticket Purchased

3.3.1 Were You Able to Purchase a Ticket?

The only shopper who did not complete a ticket purchase was in the instance of the target station no longer having a TVM machine.

3.3.2 How Confident Were You That You Got the Correct Ticket?

Overall, 94% of mystery shoppers were 'Very Confident' or 'Fairly Confident' that they had purchased the correct ticket for their given scenario. Only 4% claimed to be unsure whether they had purchased the correct ticket.

While all machine types had generally high levels of satisfaction (89% or better), shoppers using S&B machines were most likely to be 'Very Confident' in their ticket purchase.

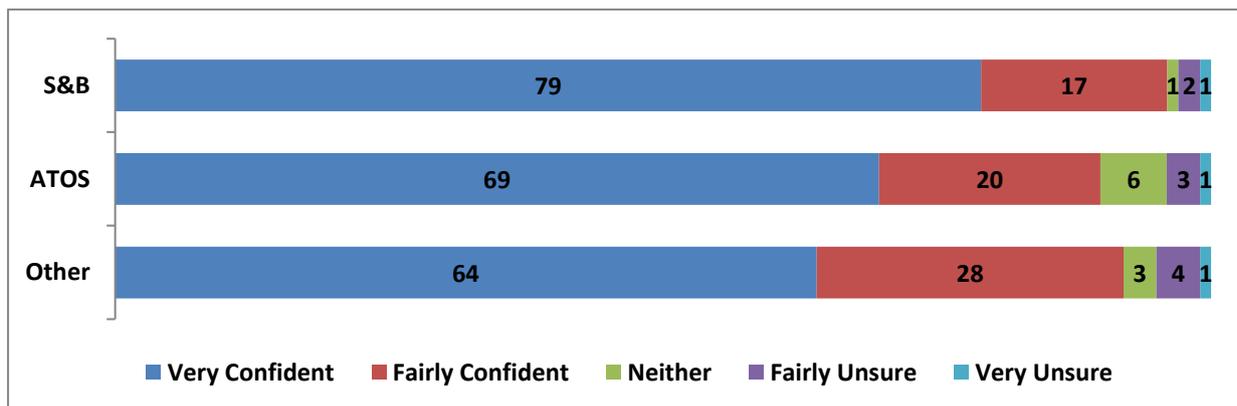


Figure 20 – Confidence in Getting the Correct Ticket by TVM Type

3.3.3 Was the Correct Ticket Purchased?

Overall, 98% of tickets purchased were judged to be correct, that is, the ticket bought was the most appropriate ticket for that specific journey and travel scenario. This is very similar to the level achieved in 2017.

ATOS had a marginally lower success rate, albeit still very high at 94%. Regional Operators achieved a 100% pass rate.

3.4 TVM Usability

3.4.1 How Satisfied Were You with the Following Aspects of the TVM?

The overwhelming majority of mystery shoppers were satisfied with all aspects of the TVM's usability – more than 93% stated that they were 'Satisfied' or 'Very Satisfied' with the speed, security and ease of use of the TVM they used for their purchase.

Although, as illustrated below, the mean satisfaction scores attributed to 'Other' machines were slightly lower, these differences are not significant in view of the relatively low base size for this machine type.

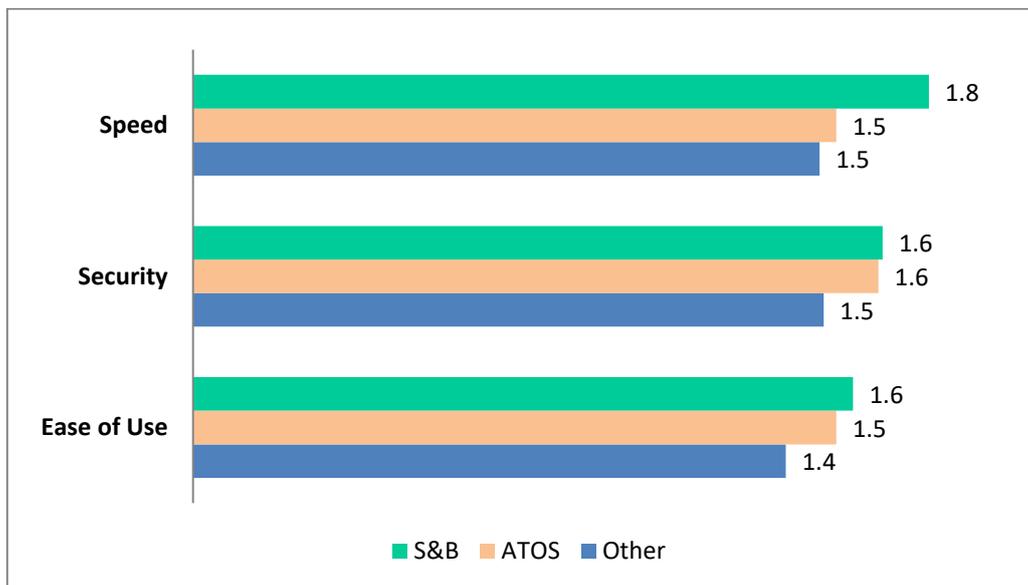


Figure 21 – Satisfaction with Aspects of the TVM (Mean Score) – By TVM Type

Mean score calculation: Very Satisfied +2, Satisfied +1, Neither 0, Dissatisfied -1, Very Dissatisfied -2

In addition to the three measures of usability referred to above, mystery shoppers were also asked to provide feedback on whether they felt the TVM used was:

- Welcoming?
- Had a contemporary layout?
- Appropriate for a Rail Service?

While almost all users commented that the TVM was appropriate for a Rail Service, there were a number of comments received from mystery shoppers who felt the on-screen display was somewhat off-putting and/or old fashioned. Example comments included:

"The welcoming screen was not welcoming. It was a solid blue screen which just had tickets written on the top. This did not look as if that TVM was functioning. This was in fact the actual home screen which I found strange as it was not clear." **(Other)**

"I could not see it very well and it was monochrome - it did not look too clear, especially in the sunshine." **(S&B)**

"The "Buy" and "Collect" options were not central enough on the screen. The middle of the screen was essentially empty" **(ATOS)**

"It was a confusing display that could use colour or design or more screens to clarify." **(S&B)**

"The screen seemed to have so much information on it I got confused." **(S&B)**

"It is a brand-new model and some options are hidden. It wasn't easy to find an option where I can type my destination." **(Other)**

"It was asleep, and I had to tap it to wake it up and I struggled to get the TVM to respond." **(ATOS)**

3.5 Terminology and Suggested Improvements

3.5.1 Was there any Terminology you did not understand?

In 2018, only a small minority (4.1%) of shoppers commented that there were aspects of the terminology used on the TVM that they did not fully understand. The terminology that led to confusion included the following:

Ticket Types – particularly timings for Off-peak, Super Off-peak etc.

"I'd have liked clarification as to what exactly "off-peak day return" and "anytime day return" meant in terms of precise times."

"It was not clear what the difference between an off-peak day return and a super off-peak day return was."

"The ticket machine asked if I wanted any anytime day return or an off-peak day return, and I wasn't sure exactly what this meant in terms of exact times."

"The various ticket types were confusing to me, for example, why were there 2 different types of "Off-Peak Day Single" tickets. On reflection, I believe some of these were for a different train operator, but this was not clearly explained at all. The screen just showed, for the next 4 trains, what ticket types were available without explaining why."

"I found the ticket restrictions unclear. The machine said to check them but there was no way of understanding how I could obtain this information. This needs to be clearer."

ITSO

"There was a choice with a box that said, "ITSO". This was on the first page next to the destination and travel card choices, so it seems important, but I have no idea what it is."

"ITSO card logo."

"Some routes options and ITSO card."

When to pay

"I was confused when I wanted to process payment, I did not get a prompt on screen to input my card."

As advertised

"The 'as advertised' option does not make much sense."

Restrictions and Routes

*"When choosing which service to use, the second option after 'Southern' showed as '!'
There was no explanation as to what this was."*

"Via Tpe only. I have since worked out this is Transpennine Express but only because I'm familiar with the train operators in the area."

"The terminology of travelling "via London" was confusing as the destination was London."

"I did not understand what was meant by HS1 when given the option for a route that is 'not valid on HS1'."

Photo cards

"You need a photo card number to buy the ticket but at no point did it say that you needed one prior to the purchase page."

3.5.2 What improvement would make the TVM more user friendly?

Mystery shoppers were asked to comment on whether there were possible improvements to the TVM would make it more user-friendly. One of the most common themes related to the machines being positioned such that the screens were hard to read due to reflecting the sun's glare.

Example comments for other topics are provided below, grouped into the main themes that were suggested.

Payment information

"It would be helpful if the TVM could accept American Express contactless payments."

Easier/clearer descriptions of ticket types

"I felt that the ticket machine could have given more clarity about the different ticket types. I was given a choice between Greater Anglia tickets and other, but it wasn't clear what those other tickets were and why they were more expensive. I wasn't entirely sure that the ticket machine wasn't loaded against the other rail operating companies in favour of Greater Anglia."

"I felt there could have been more clarity about what time trains I could get. There was an option to choose between Greater Anglia trains and other rail operating companies, but no indication how frequent the trains were."

"I'd like the ticket machines to be able to sell all of the tickets that the staff at the ticket desk can. For example, ranger and rover tickets."

"I was disappointed that I couldn't book any advance tickets, my only option was for an open return. I felt that it may have been possible to get two advance singles cheaper, but this option wasn't available. I also didn't feel it was clear what times of the day were defined as off-peak and which as anytime."

"The time restrictions should be shown alongside the ticket name."

"Having information displayed explaining why cheaper tickets were a better option and listing the restrictions to give me all the facts and enable me to make an informed choice, would be an improvement with regards to the pop ups shown."

Railcard info

"Having the ability to enter railcard initially, rather than waiting until the end to find where to apply the discount would be an improvement."

"Having an explanation of why certain railcards were greyed out and listing any minimum fare requirements or times when the railcard could be used would be an

advantage as the machine could appear to be broken by not allowing only certain railcards."

More responsive touch screen

"I had to press really hard because the buttons were not very sensitive - this could be improved."

"The buttons were difficult to press which slowed up the process slightly."

"The ticket machine when typing the name of the station was difficult. The screen did not feel aligned, so you would have to press slightly off centre to get that correct letter."

Additional info

"I felt one of the main improvements of this TVM was to potential offer the next service I could travel on and potentially show the route on the screen as well as the platform. The biggest issue I had was probably making sure I had the most flexible ticket."

"I felt that the TVM could have mentioned the next departing service or show the route on the screen. In addition to this, I feel it could have mentioned of this was the cheapest option."

"If the TVM could have mentioned the next departing platform, as well as show a map of the route as well as inform customers of the valid times of the ticket."

Appendix – Questionnaire

Train Ticket Mystery Shopping 2018 - TVMs	
Location:	
Date of Assessment:	
Time of Assessment:	
Visit Information	
Q3. TVM Type	<input type="checkbox"/> Scheidt & Bachmann (0)
	<input type="checkbox"/> ATOS (0)
	<input type="checkbox"/> Other (0)
<i>If other, please comment to tell us what machine you used. Please attach a photo of the TVM to this question.</i>	
Q4. Was the TVM branded as belonging to a particular Train Operating Company (TOC) ?	<input type="checkbox"/> Yes (1)
	<input type="checkbox"/> No (0)
Q5. If 'Yes' Which TOC?	
<i>Please comment</i>	
Q6.. What time did you start your transaction?	
<i>(If you had to queue, at what time did you join the queue?) (use 24 hour clock)</i>	
Q7. Did you have to queue to use the ticket machine?	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
Q8.. How many people were ahead of you in the queue when you joined?	
Q9. How long did you queue for?	
Q10. What time did you complete your ticket purchase?	
<i>Use the 24hr clock</i>	
Q11. How long in total did your ticket purchase take (Including queuing)?	
Using TVM Machine	
Q12. In total, how many different steps did you have to take in order to complete your ticket purchase?	
Q13. In total, how many separate screens did you need to view in order to complete your ticket purchase?	
Q14. How many times did you have to go back to a previous screen or correct an entry?	
Satisfaction with TVM	
Q15. How easy was it to find information about ticket types and conditions via the ticket machine?	<input type="checkbox"/> Very Easy (0)
	<input type="checkbox"/> Easy (0)
	<input type="checkbox"/> Neither Easy or Difficult (0)
	<input type="checkbox"/> Difficult (0)
	<input type="checkbox"/> Very Difficult (0)
	<input type="checkbox"/> I was unaware there was any information about ticket types and conditions on the ticket machine (0)
	<input type="checkbox"/> I was aware but I did not need this information (0)
<i>Please comment if you found it difficult or very difficult</i>	

Q16. How satisfied were you with the information about ticket types and conditions given by the ticket machine?	<input type="radio"/> Very satisfied (0)
	<input type="radio"/> Satisfied (0)
	<input type="radio"/> Neither (0)
	<input type="radio"/> Dissatisfied (0)
	<input type="radio"/> Very Dissatisfied (0)
<i>Please comment if you scored dissatisfied or very dissatisfied.</i>	
Q18a. How satisfied were you with the clarity of instructions for using the ticket machine?	<input type="radio"/> Very satisfied (0)
	<input type="radio"/> Satisfied (0)
	<input type="radio"/> Neither (0)
	<input type="radio"/> Dissatisfied (0)
	<input type="radio"/> Very Dissatisfied (0)
<i>Please comment if you scored dissatisfied or very dissatisfied.</i>	
Q19a. Were you able to purchase a ticket from the TVM?	<input type="radio"/> Yes (1)
	<input type="radio"/> No (0)
Q19b. If you were unable to purchase a ticket from the TVM, please explain why this was.	
<i>Please comment</i>	
Q20. How confident are you that you got the correct ticket?	<input type="radio"/> Very confident (0)
	<input type="radio"/> Fairly confident (0)
	<input type="radio"/> Neither (0)
	<input type="radio"/> Fairly unsure (0)
	<input type="radio"/> Very unsure (0)
Q22. Please provide any other information you would like to give about your transaction which has not been covered in the questionnaire in the space below.	<input type="checkbox"/> N/A
<i>Please select N/A only if you have nothing to add</i>	
Q23. How often do you personally buy rail tickets from TVMs?	<input type="radio"/> More than 3 times a week (0)
	<input type="radio"/> 1 to 3 times per week (0)
	<input type="radio"/> 1 to 3 times per month (0)
	<input type="radio"/> 5 to 11 times per year (0)
	<input type="radio"/> 1 to 4 times per year (0)
	<input type="radio"/> Less than once per year (0)
	<input type="radio"/> Never (0)
Experience of TVM Machine	
How satisfied were you with the following aspects of the Ticket Machine and your ticket purchasing transaction:	
E1 Ease of use	<input type="radio"/> Very Satisfied
	<input type="radio"/> Satisfied
	<input type="radio"/> Neither
	<input type="radio"/> Dissatisfied
	<input type="radio"/> Very Dissatisfied
<i>Please comment if you were dissatisfied or very dissatisfied</i>	
E2 Security	<input type="radio"/> Very Satisfied

	<input type="radio"/> Satisfied
	<input type="radio"/> Neither
	<input type="radio"/> Dissatisfied
	<input type="radio"/> Very Dissatisfied
<i>Please comment if you were dissatisfied or very dissatisfied</i>	
E3 Speed of the Ticket Machine	<input type="radio"/> Very Satisfied
	<input type="radio"/> Satisfied
	<input type="radio"/> Neither
	<input type="radio"/> Dissatisfied
	<input type="radio"/> Very Dissatisfied
<i>Please comment if you were dissatisfied or very dissatisfied</i>	
Website Design & Style	
Please indicate what you thought of the Ticket Machine on screen display in terms of design and style:	
D1 Was the on screen display welcoming?	<input type="radio"/> Welcoming
	<input type="radio"/> Off putting
<i>Please comment if you found it off putting</i>	
D2 Did the on screen display have a contemporary layout?	<input type="radio"/> Modern
	<input type="radio"/> Old Fashioned
<i>Please comment if you found it old fashioned</i>	
D3 Was the on screen display appropriate for a Rail Service?	<input type="radio"/> Appropriate for a Rail service machine
	<input type="radio"/> Inappropriate for a Rail service machine
<i>Please comment if you thought it was inappropriate for a rail service</i>	
Overall comments	
Please provide a few comments informing us about your experience of using the Ticket Machine	
Q32. Was there any terminology you did not understand?	<input type="checkbox"/> N/A
<i>(Please write in your comments and include examples of any jargon terms or ticket types offered on screen that you found to be confusing). Please click 'N/A' if you found all terminology to be clear.</i>	
Q33. What was the one main improvement that could make the ticket machine more user friendly?	<input type="checkbox"/> N/A
<i>(Please write in your full comments and include the biggest challenge/s you faced when using the ticket machine). Please click 'N/A' if you cannot think of anything, but please do try to comment on at least one area of improvement.</i>	
Your Ticket Choice	
24i) Please enter the dates and times of travel you requested	
24ii) Please state what ticket choices you were asked to choose from on screen and confirm that you have uploaded a photo.	<input type="radio"/> Yes
<i>Please take a photo of the TVM Ticket options screen (this is the screen in which you are shown the options available AFTER you have selected your destination, as seen below)</i>	
Q24iii). Ticket Type	

<i>Please write in exactly as shown on ticket</i>	
Q25. Ticket number of first ticket (outward journey)	
<i>write in 5 digit number including any leading 0's</i>	
Q26. Ticket number of second ticket (return journey)	<input type="checkbox"/> N/A
<i>Write in 5 digit number including any leading 0's.</i>	
<i>Please select N/A if there was no second ticket</i>	
Q27. Ticket price	
<i>If sold two single tickets instead of one return record price of first ticket here and second in Q28</i>	
Q28. Second ticket price	<input type="checkbox"/> N/A
<i>Only complete if sold two singles instead of a return</i>	
Q29. Station leaving from	
<i>Write in exactly as shown on ticket</i>	
Q30. Station going to	
<i>Write in exactly as shown on ticket</i>	
Q31. Via which station(s)/route	
<i>Write in exactly as shown on ticket.</i>	
<i>A specific route could be started or the ticket may simply say "Any permitted". Please write accordingly. For help, please see ticket images above.</i>	
Q32. Please select yes to confirm that you have uploaded an image of all tickets purchased to this question	<input type="checkbox"/> Yes
Please enter the amount spent on Postage sending this ticket back	
<i>If you have posted a batch of tickets together in one envelope, please provide the total postage cost for this envelope in one of the relevant surveys; please do not duplicate this value across all the surveys</i>	
If valid, please enter the amount of any credit charge expense incurred (or other expenses)	<input type="checkbox"/> N/A
<i>Please ensure copy of receipt is attached at the bottom of this survey in addition to the photo's of Ticket(s) purchased</i>	
Validation	
1. Was the Ticket a Pass or Fail?	<input type="checkbox"/> N/A <input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Other (Please specify)
<i>Please comment if you have any queries/notes for CS or ATOC</i>	
2. Concatenate ticket numbers with "/" between each ticket number	
3. Ticket type: STANDARD OR FIRST CLASS?	