

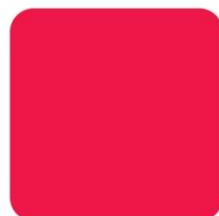
Rail Delivery Group

TVM Ticket Sales

Mystery Shopping 2017

Report of Findings

December 2017



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## 1. Executive Summary

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This report summarises the results of Rail Delivery Group's 2017 TVM mystery shopping survey. The sample consisted of 1,000 TVM ticket purchase transactions, a significant increase in sample size from previous years and saw TVM purchases make up a much larger proportion of the overall mystery shopping programme mix than in previous years. This 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, 99% 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 2016's result of 100%, 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 3% 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 seen in the results for satisfaction with finding on-screen instructions on ticket types and conditions (86%) and the perceived clarity of these instructions (93%), although there continued to be a slight downward trend in satisfaction with these elements in 2016 (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 14% from 17% in 2016. In cases where a mystery shopper had to queue, the majority (61%) only had to wait for one or two people ahead of them to use the TVM machine.

On average, the total TVM transaction time (excluding queuing) was slightly up at 2 minutes 32 seconds. There was little difference in time between the two most common TVM types of S&B and ATOS. Similarly, there was very little difference between transaction times of those making standard purchases compared to those buying a ticket with a railcard discount.

## 2. Introduction

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An annual research programme designed to measure the accuracy of ticket retailing, has been carried out by Rail Delivery Group (formerly referred to as ATOC – the Association of Train Operating Companies) since 1998. Initially 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.

The research has been conducted by ESA Retail since 2013.

This report focuses on the outcomes of the 2017 TVM Mystery Shopping exercise which saw the sample mix changed dramatically to more accurately reflect the methods of purchasing rail tickets most commonly used by the British public.

### 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 7<sup>th</sup> July and 18<sup>th</sup> October 2017. 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 so as 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 Parkeon machines.

<b>TVM Type</b>	<b>Sample Size</b>
ATOS	711
Scheidt & Bachman (S&B)	243
Parkeon	46
<b>Total Sample</b>	<b>1,000</b>

### 2.3.2 Scenarios

The 2017 sample included the following purchase requirements:

<b>No.</b>	<b>Scenario Description</b>	<b>Sample Size</b>
2	Cheapest	35
3	Most Flexible	965
<b>Total</b>		<b>1,000</b>

The split by ticket type was as follows:

<b>Ticket Type</b>	<b>Sample Size</b>
Return Same Day	544
Return 1 Week Later	52
Single	347
Weekly Season	57
<b>Total</b>	<b>1,000</b>

The following number of Railcard transactions were undertaken:

<b>Railcard Scenario</b>	<b>Sample Size</b>
Yes	221
No	779
<b>Total</b>	<b>1,000</b>

### 2.3.3 Weighting

Whilst sampling was carried out in order 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

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#### 3.1 TVM Transaction Times

##### 3.1.1 Did you have to Queue to Use the TVM?

Across the total sample, 14% of mystery shoppers had to queue to use the TVM, down from 17% in 2016. 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.

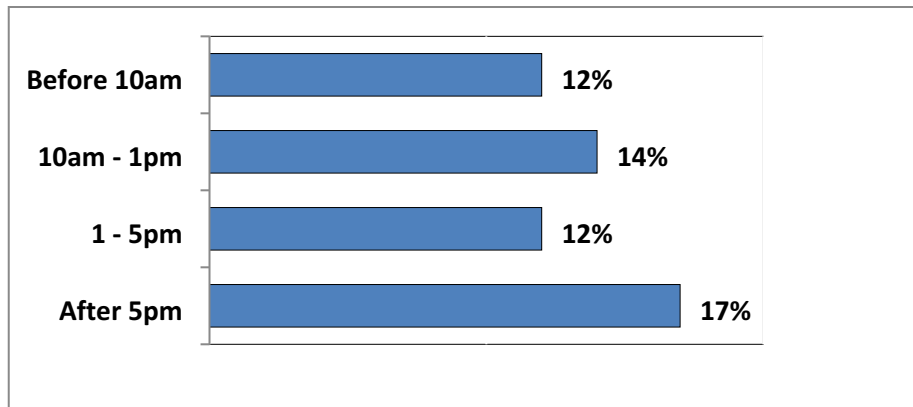


Figure 1 – Queued to Use TVM by Time of Day

In cases where mystery shoppers queued to use the TVM, the majority had to wait for either one (42%) or two people (19%) to use the machine.

For those that did have to queue, the average queuing time was approximately 2 minutes 20 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 2.86 minutes, or 2 minutes 52 seconds. 10% of mystery shoppers (the same proportion as in 2016) completed their transaction in less than one minute and a further 43% (53% in 2016) in 1-2 minutes. 6% (7% in 2016) of TVM transactions took more than 5 minutes to complete.

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

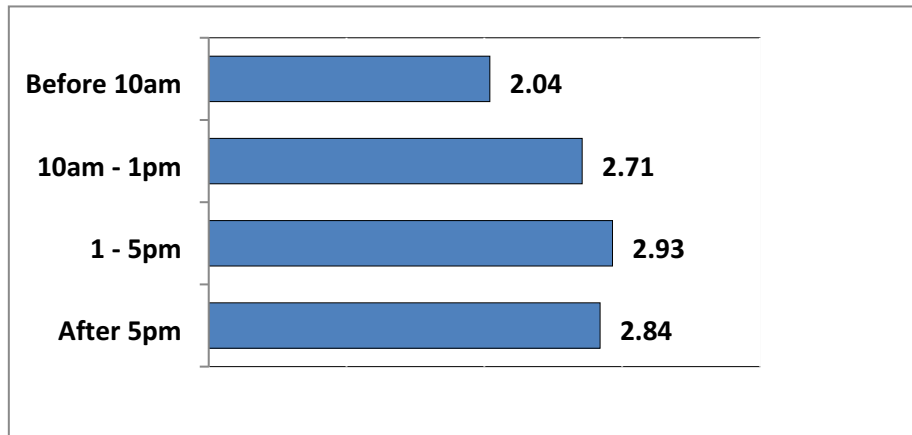


Figure 2 – Total Ticket Purchase Time (Minutes) by Time of Day

### 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 1 minute and 57 seconds, this is a little less than the corresponding figure for 2016 (2 minutes and 9 seconds).

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



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



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

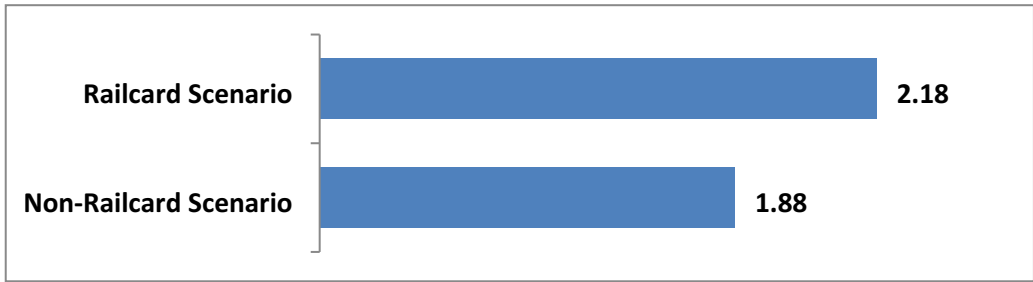


Figure 4 – TVM Transaction Time (Minutes) by Railcard Scenario

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.

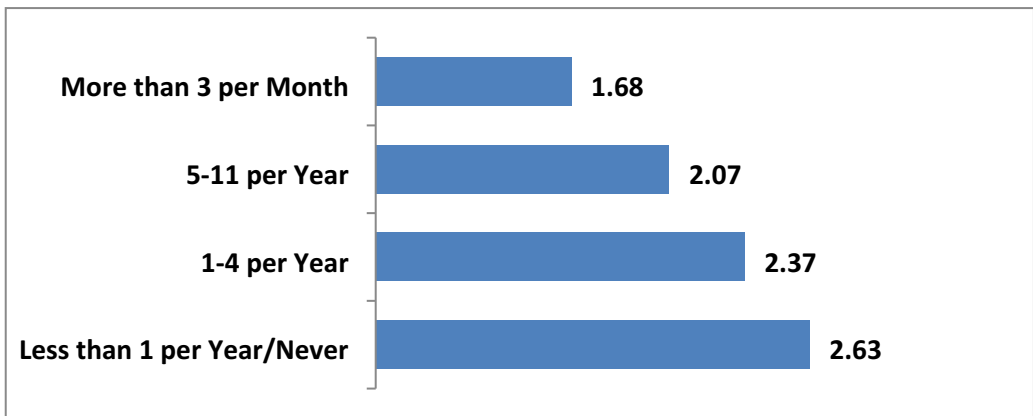


Figure 5 – TVM Transaction Time (Minutes) by Frequency of Buying Tickets from TVMs

### 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 5.8 in 2017, slightly higher than the 5.6 recorded in 2016.

In contrast with the outcome in 2016, when S&B machine users were found to take a somewhat greater number of steps to complete their purchase, this year it was users of ATOS machines that required slightly more steps on average.

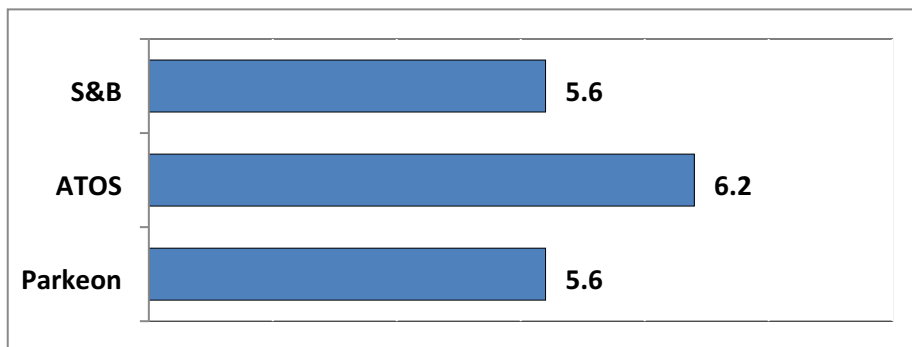


Figure 6 – No. of Transaction Steps by TVM Type

Not surprisingly, and as was observed last year, scenarios that included a Railcard component took an average of one additional step to complete.

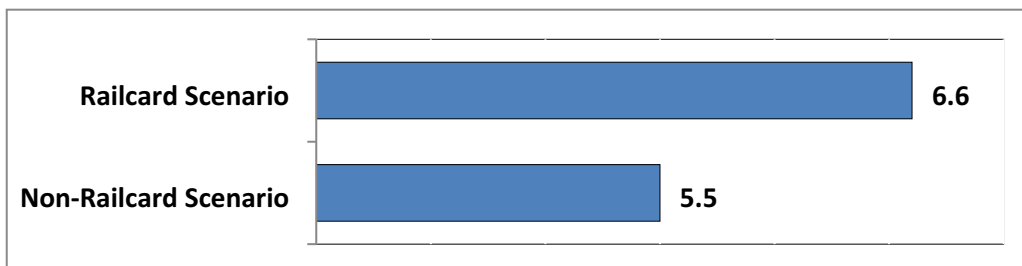


Figure 7 – No. of Transaction Steps by Railcard Scenario

In 2017, experience of buying tickets from TVMs showed no clear correlation with the number of transaction steps taken.

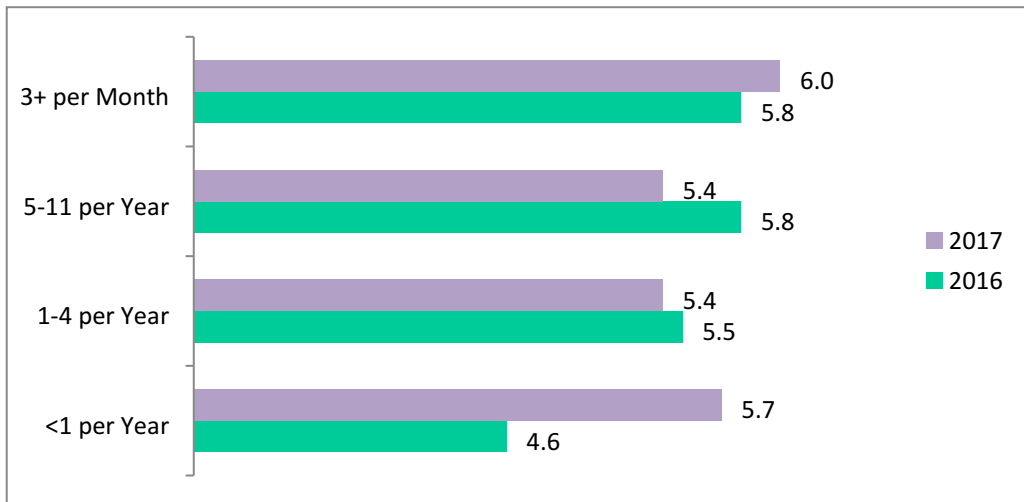


Figure 8 – No. of Transaction Steps by Frequency of Buying Tickets from TVMs

Those who purchased tickets from Regional operator TVMs in 2017 did so using slightly fewer steps than those using TVMs of Long Distance or London & South East (LSE) operators.

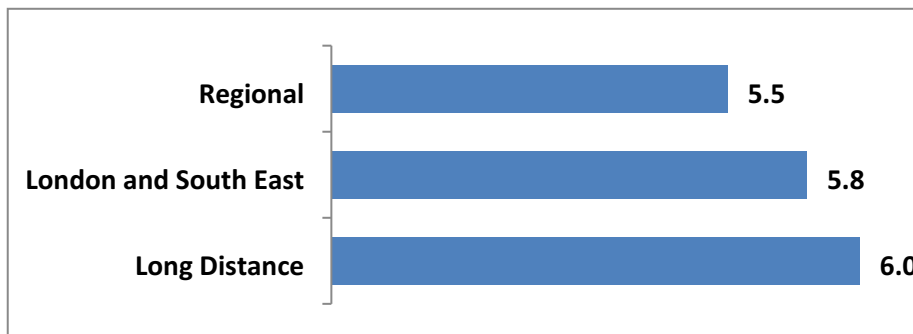


Figure 9 – No. of Transaction Steps by TOC Category

As expected, shoppers who purchased 'Return in 1 Week' or 'Weekly Season' tickets required a greater number of steps than those conducting 'Single' or 'Return Same Day' scenarios.

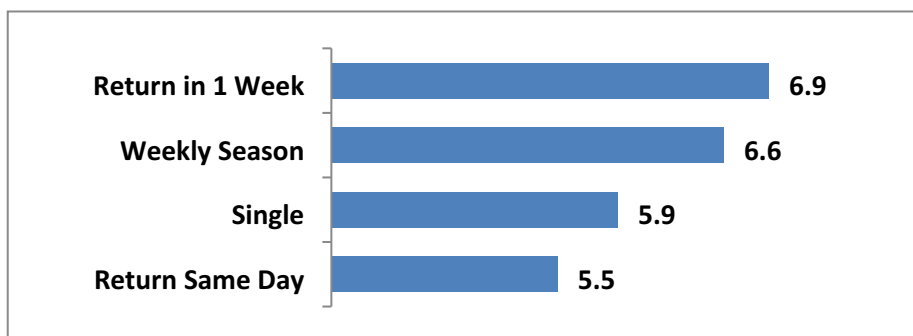


Figure 10 – No. of Transaction Steps by Ticket Type Scenario

### 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 0.35, a similar number to that recorded in 2016.

Whereas results for S&B and ATOS machines were similar, a higher average number of corrections were required when Parkeon TVMs were used.

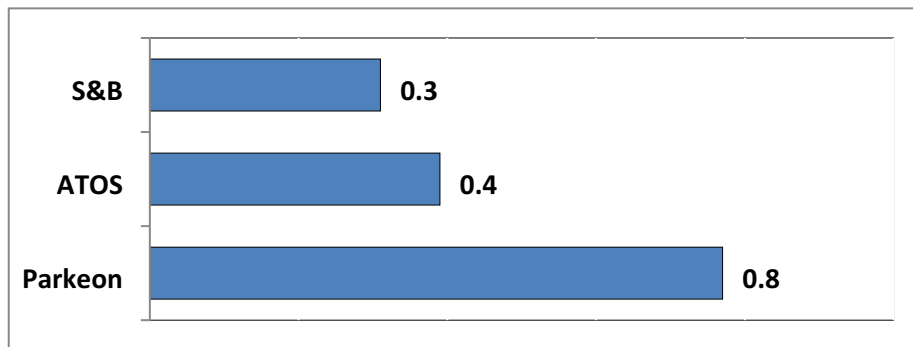


Figure 11 – No. of Corrections Required by TVM Type

The 'Return in 1 Week' ticket scenarios were those most likely to require the shopper to go back a step or correct an entry.

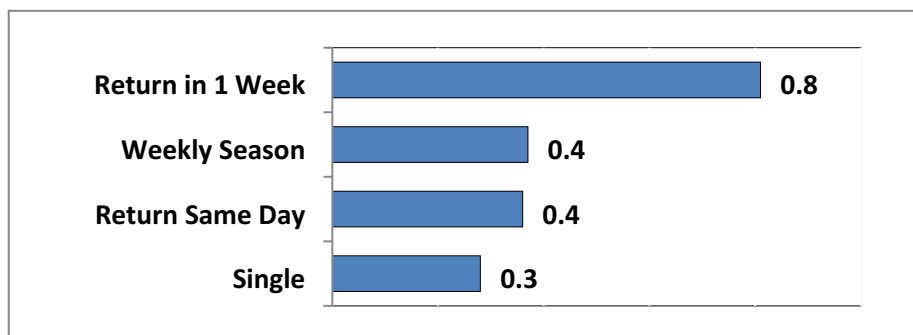


Figure 12 – No. of Corrections Required by Ticket Type Scenario

## 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 large 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 2017, 86% of mystery shoppers in need of the information found it 'Easy' or 'Very Easy' to find on the TVM. Only 6% considered it 'Difficult' or 'Very Difficult' to locate the required information.

As the following chart shows, S&B machine users were somewhat more likely than ATOS users to find the information easily, although conversely, a higher proportion of this group than for ATOS also claimed it was 'Difficult' or 'Very Difficult' to locate the required details. Those using Parkeon TVMs were the least likely to locate the information easily.

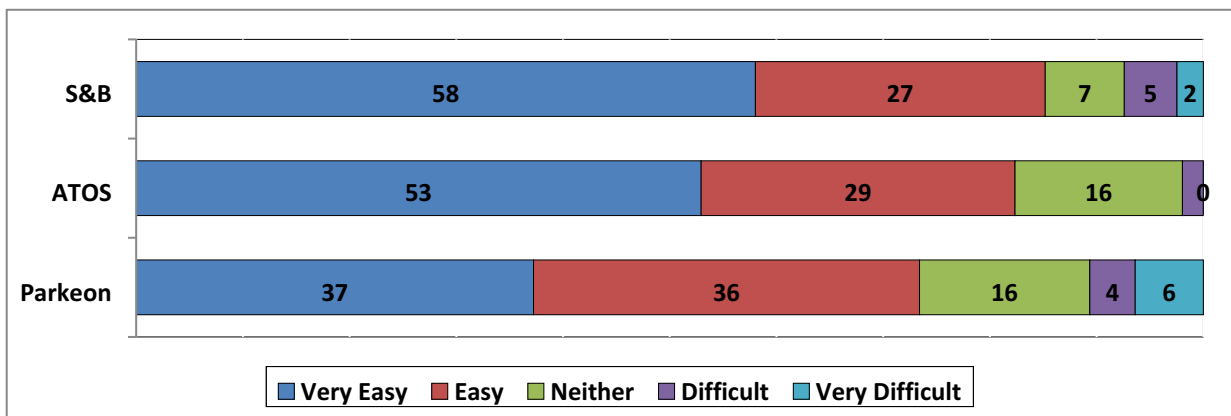


Figure 13 – Ease of Finding Info. on Ticket Types/Conditions by TVM Type  
(Base: Those aware that the information was on the TVM and who needed the information.)

As illustrated below, there is a clear correlation between mystery shoppers' purchasing frequency and their ease of finding information on ticket types and conditions.

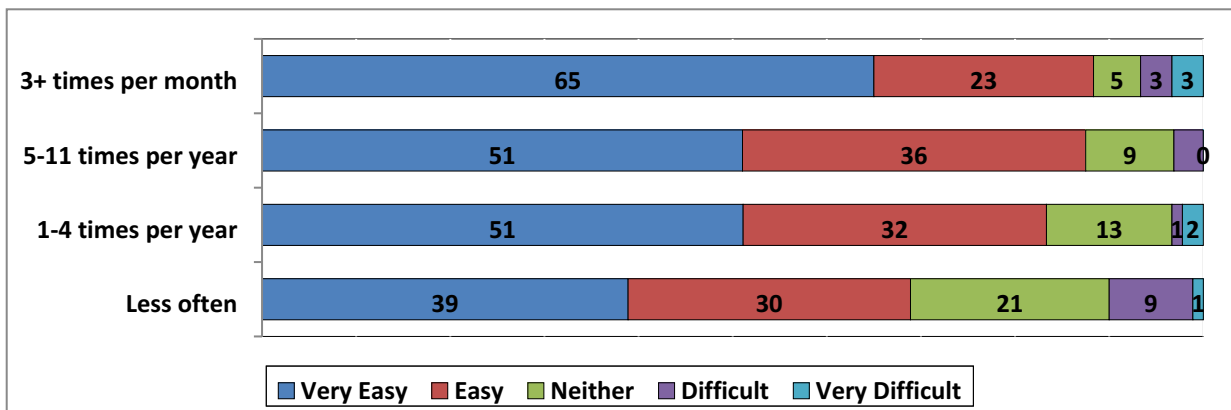


Figure 14 – Ease of Finding Info. on Ticket Types/Conditions by TVM Experience  
(Base: Those aware that the information was on the TVM and who needed the information.)

### 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. 86% stated that they were either 'Very Satisfied' or 'Satisfied', with just 6% claiming to be either 'Dissatisfied' or 'Very Dissatisfied'.

As in respect of the ease of finding the information, users of 'Parkeon machines were least likely to be satisfied with the information itself. 20% of this group of users expressed dissatisfaction.

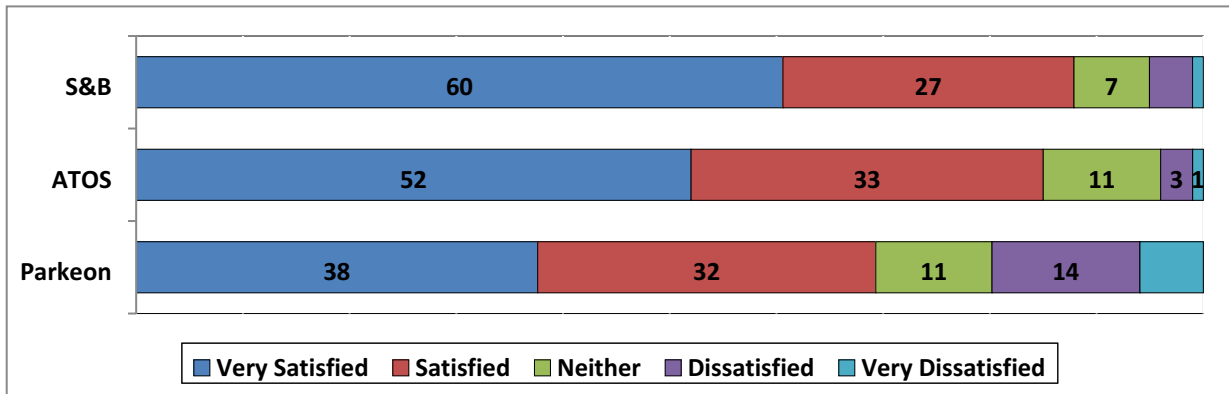


Figure 15 – Satisfaction with Info. on Ticket Types & Conditions by TVM Type

Amongst the three TOC categories, results were similar, with no great variation in the proportion of mystery shoppers expressing satisfaction with the quality of information provided.

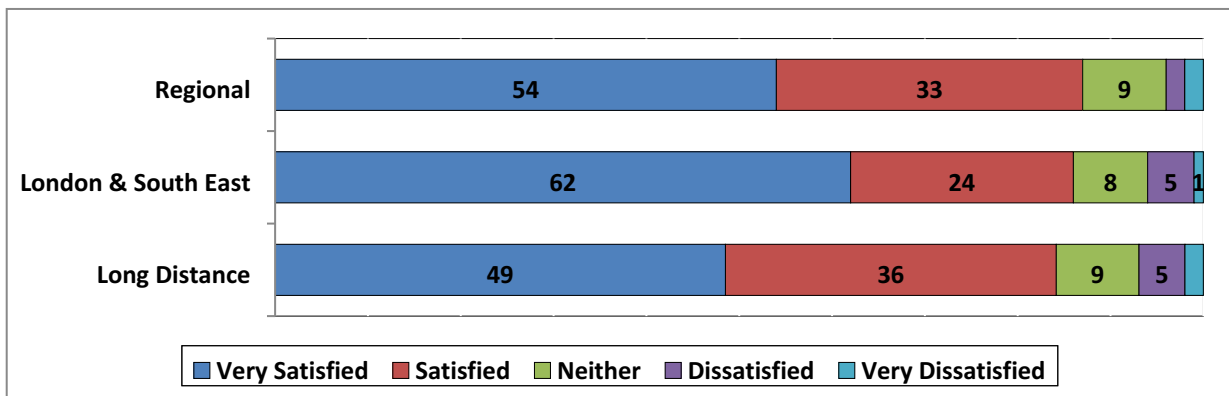


Figure 16 – Satisfaction with Info. on Ticket Types & Conditions by TOC Category

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

*"There were 2 routes offered, 1 saying any permitted but this did not allow you to progress after you had selected this option and the other below was blank and only had a full stop in the mandatory text field with no indication what the limitations were. This was the only option I could select to progress the purchase."* (S&B, GTR)

*"After I selected the 'Anytime Day Return' a message came up on the ticket machine offering a cheaper alternative 'Off-Peak Day Return'. This was great but I could not find any information on the terms for these two options."* (Parkeon, Northern)

### 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 93% saying that they were 'Very Satisfied' or 'Satisfied' and just 2% expressing dissatisfaction.

Once again, users of Parkeon TVMs were the least satisfied, with one in ten of this group stating that they were either 'Dissatisfied' or 'Very Dissatisfied' with the clarity of instructions.

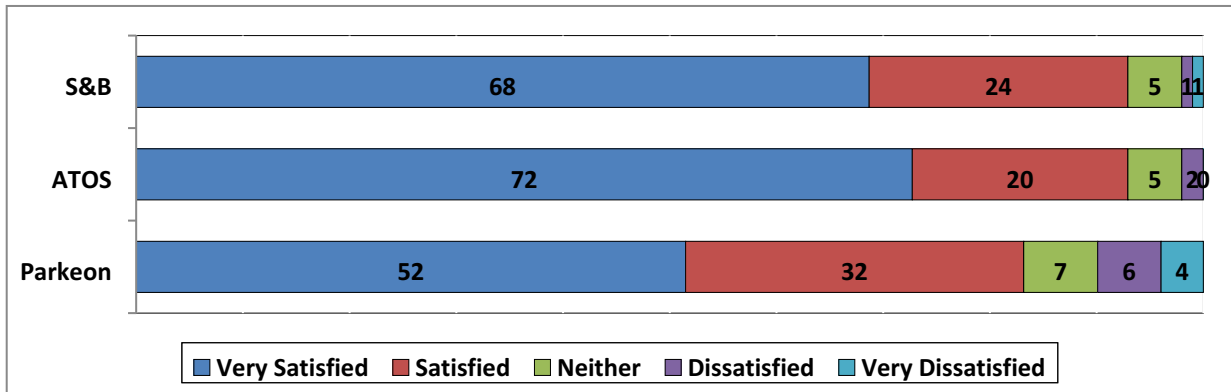


Figure 17 – Satisfaction with Clarity of Instructions for Using the Ticket Machine by TVM Type

Unsurprisingly, 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.

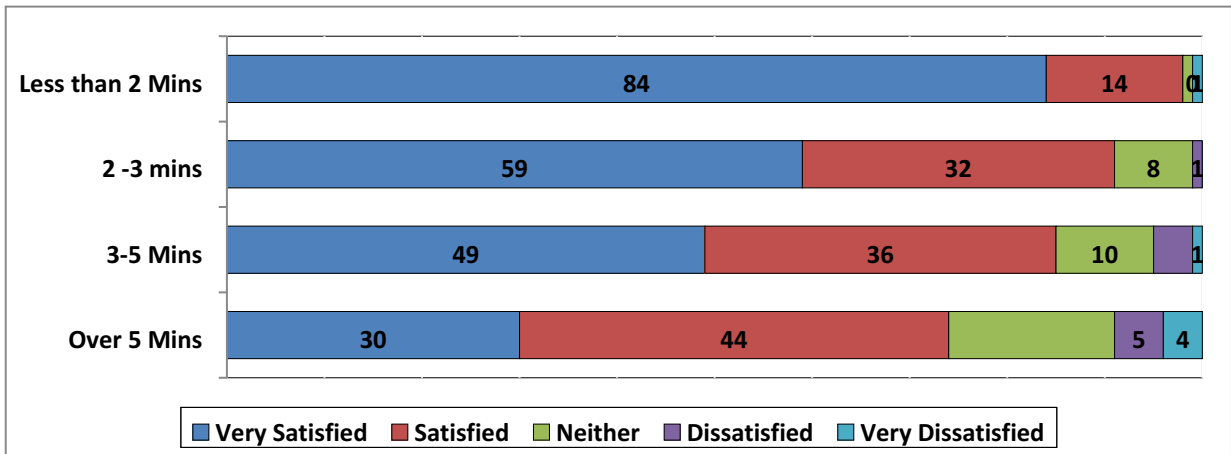


Figure 18 – Satisfaction with Clarity of Instructions for Using the Ticket Machine by Total Purchase Time

As in 2016, mystery shoppers that purchased tickets from TVMs least frequently were less satisfied with the clarity of instructions than more experienced TVM users.

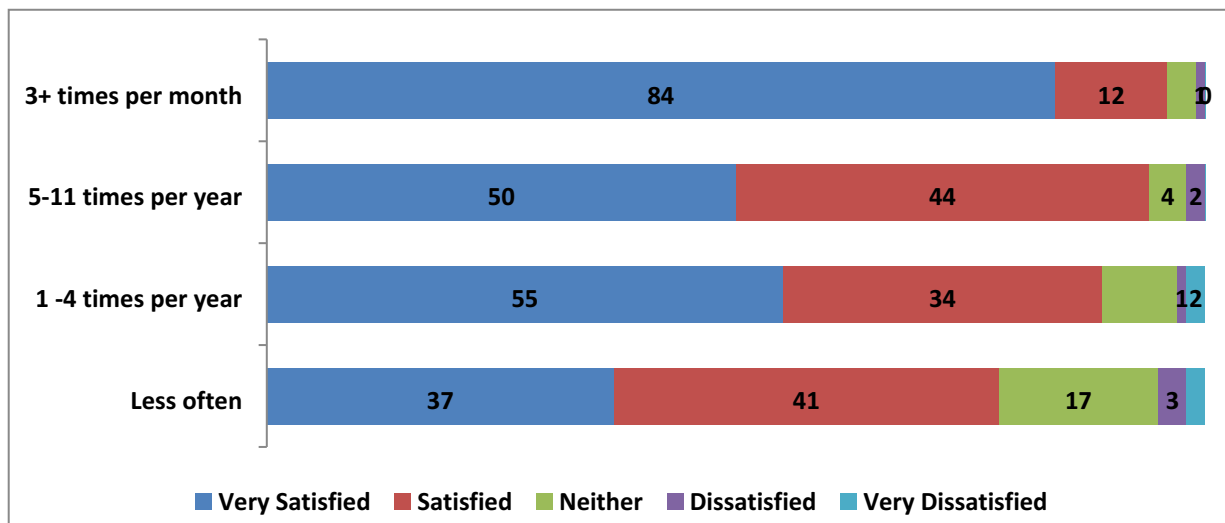


Figure 19 – Satisfaction with Clarity of Instructions for Using the Ticket Machine by TVM Experience



### 3.3 The Ticket Purchased

#### 3.3.1 Were You Able to Purchase a Ticket?

All but two mystery shoppers were able to purchase a ticket in this year's survey. The reasons for not being able to purchase a ticket from the TVM were as follows:

*"The ticket machine was out of service (on multiple occasions)."* (GWR)

*"The station did not have a TVM. I asked a member of staff who confirmed that this station does not have a ticket machine."* (Northern)

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

Overall, 95% of mystery shoppers were 'Very Confident' or 'Fairly Confident' that they had purchased the correct ticket for their given scenario. Only 2% claimed to be unsure whether they had purchased the correct ticket.

Shoppers using ATOC and S&B machines had similar levels of confidence in their purchases, while those using Parkeon TVMs were somewhat less likely to be 'Very Confident' in their ticket purchase.

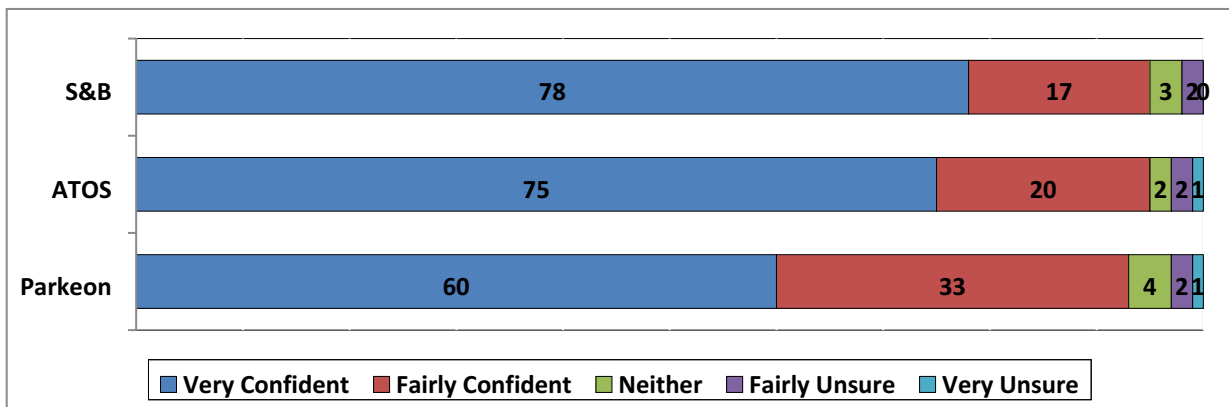


Figure 20 – Confidence in Getting the Correct Ticket by TVM Type

#### 3.3.3 Was the Correct Ticket Purchased?

Overall, 98.8% 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. Although very high, this represents a decline from the 100% level achieved in 2016.

There is no indication that any particular scenario, ticket type or TOC category was significantly less likely to produce a successful outcome for the customer.

### 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 – over 90% 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 Parkeon machines were slightly lower, these differences are not significant in view of the relatively low base size for this machine type.

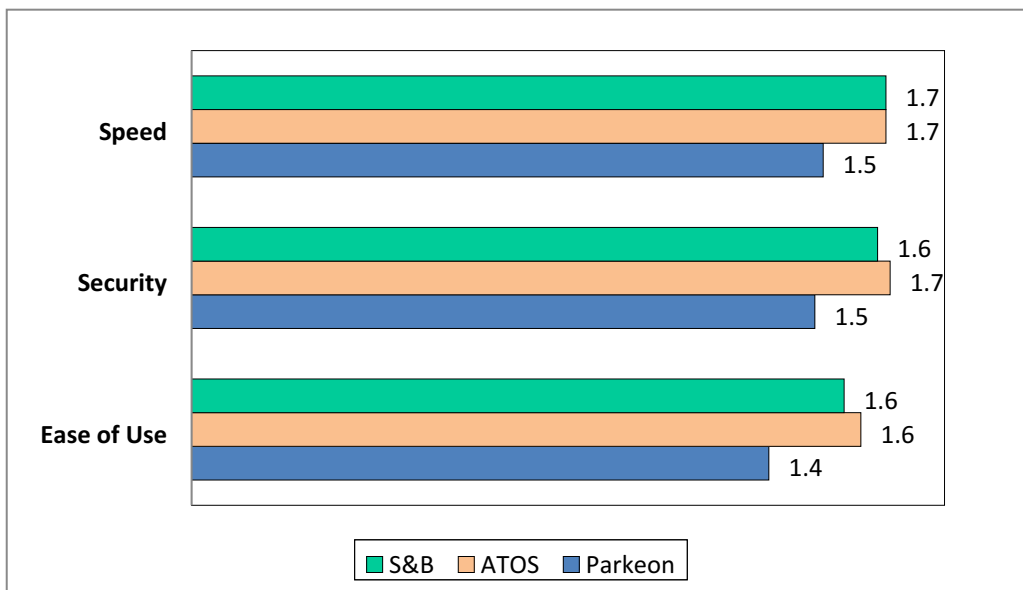


Figure 21 – Satisfaction with Aspects of the TVM (Mean Score) – By TVM Type

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 old fashioned. Example comments included:

*"The screen display felt impersonal and did not appear engaging. I did not feel it was enticing me to use the machine. I would prefer the display to start a conversation with me along the lines of, 'Let's find the best ticket for you today'." (ATOS)*

*"My eyes were drawn to the central message 'Quick and easy to use' and not to the Buy, Collect, Car Parking sections on the left side. I felt that if it was better designed it would be unnecessary to take up space with the 'Quick and easy to use' message and be more intuitive." (ATOS)*

*"There was too much clutter on the welcome screen." (S&B)*

*"There was a lot of space taken up by an image when all I wanted to do was get started. I thought the 'Buy Touch Here' button should have been more central and prominent. The small lettering on the Welcome sentence was not very noticeable. I would have noticed the languages more if they were vertical at the side of the screen." (S&B)*

*"The welcome screen seemed very old fashioned and didn't look appealing or welcoming. The user interface was very poor to use and it could have been better lit with more vibrant colours to feel more welcoming. The layout was far too simplistic and at times too repetitive. The options were all in the same dark blue shade and difficult to distinguish between." (S&B)*

*"The font was an old style 'typewriter' font and the display was rather pixelated, giving an old fashioned feel." (Parkeon)*

## 3.5 Terminology and Suggested Improvements

### 3.5.1 Was there any Terminology you did not understand?

In 2017, only a small minority (1.4%) 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:

#### Any Permitted Route

*"The wording 'Any permitted route' used on the information screen does not give a customer a clear answer as to what this means."*

#### ITOS

*"The front screen had the term ITOS which I did not understand."*

#### HS1

*"I did not understand what HS1 meant on the ticket choice, then later the reference to HS1 Upgrade."*

### 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.

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

#### Clearer ticket/journey information

*"The ticket restrictions could be displayed straight away without having to click for more information."*

*"It would work better if trains could be chosen based on the timetable and by choosing a time I would like to travel. If this generated a price, I could opt for a budget sensitive fare."*

*"The TVM should not give peak ticket options for trips, such as mine, which was booked for a weekend, when there is no peak time. The machine should automatically stop customers spending too much money by inadvertently buying an 'Anytime Day Return'."*

#### Easier/clearer use of Railcard

*"The 16-25 Railcard should be on the first screen of Railcard options, as it's a popular railcard. Having it 'hidden' on a second screen makes it difficult to find."*

*"It would give me a lot of confidence if the ticket machine said 'Today you have saved 'X' amount by using your railcard'. By doing this I would know the discount had been applied."*

*"Having screens to state whether there are minimum fares, or ticket types that were not valid with certain railcards, would be an improvement."*

#### Enable contactless payment

*"They should have an option to use Contactless payment."*

#### Higher position of card reader

*"I think the payment card slot could be a little higher as I had to bend down to see it."*

#### More responsive touch screen

*"The touchscreen could have been more responsive. It was difficult to type the entire station name as I had to keep double clicking the letters."*

*"The amount of pressure required to make a selection register on the touch screen was more than I would have expected."*

#### Reduce screen glare

*"The machine could be shaded so the screen would still be visible when glare from the sun was present."*

*"The sun shining on the screen caused some glare, so I had to shield the screen to read it. If the screen was glare resistant it would help."*

### Simplify the purchase process

*"They could improve the information next to each ticket option. As there is often a queue of people behind you there is some pressure to finish the transaction quickly. Perhaps a poster next to the machine explaining the ticket types so you can decide whilst you are in the queue before you get to the machine. You could have a phrase next to each option such as for the Anytime return, "Travel today, return anytime within a month" or for the off-peak option "Travel between 9am and 5pm" to make it really clear which option is most suitable."*

*"They should make it more straightforward, with simple options for the destination station, when you'd like to return, and if you have a railcard."*

## Appendix – Questionnaire

<b>Train Ticket Mystery Shopping 2017 - TVMs</b>	
<b>Location:</b>	<b>Date of Assessment:</b>
	<b>Time of Assessment:</b>
<b>Visit Information</b>	
<b>Q3. TVM Type</b>	<input type="checkbox"/> Scheidt & Bachmann (0) <input type="checkbox"/> ATOS (0) <input type="checkbox"/> Other (0)
<b>Q4. Was the TVM branded as belonging to a particular Train Operating Company (TOC)?</b>	<input type="checkbox"/> N/A <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
<b>Q5. If 'Yes' Which TOC?</b>	
<i>Please comment</i>	
<b>Q6. What time did you start your transaction?</b>	
<i>(If you had to queue, at what time did you join the queue?) (use 24 hour clock)</i>	
<b>Q7. Did you have to queue to use the ticket machine?</b>	<input type="checkbox"/> N/A <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
<b>Q8. How many people were ahead of you in the queue when you joined?</b>	
<b>Q9. How long did you queue for?</b>	
<b>Q10. What time did you complete your ticket purchase?</b>	
<i>Use the 24hr clock</i>	
<b>Q11. How long in total did your ticket purchase take (Including queuing)?</b>	
<b>Using TVM Machine</b>	
<b>Q12. In total, how many different steps did you have to take in order to complete your ticket purchase?</b>	
<b>Q13. In total, how many separate screens did you need to view in order to complete your ticket purchase?</b>	
<b>Q14. How many times did you have to go back to a previous screen or correct an entry?</b>	
<b>Satisfaction with TVM</b>	
<b>Q15. How easy was it to find information about ticket types and conditions via the ticket machine?</b>	<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)
<b>Q16. How satisfied were you with the information about ticket types and conditions given by the ticket machine?</b>	<input type="checkbox"/> Very satisfied (0) <input type="checkbox"/> Satisfied (0) <input type="checkbox"/> Neither (0) <input type="checkbox"/> Dissatisfied (0) <input type="checkbox"/> Very Dissatisfied (0)

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)
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>	
	<input type="radio"/> Very confident (0) <input type="radio"/> Fairly confident (0)
Q20. How confident are you that you got the correct ticket?	<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.	
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)
<b>Experience of TVM Machine</b>	
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
E2 Security	<input type="radio"/> Very Satisfied <input type="radio"/> Satisfied <input type="radio"/> Neither <input type="radio"/> Dissatisfied <input type="radio"/> Very Dissatisfied
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
<b>Website Design &amp; Style</b>	
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
D2 Did the on screen display have a contemporary layout?	<input type="radio"/> Modern <input type="radio"/> Old Fashioned



<b>D3 Was the on-screen display appropriate for a Rail Service?</b>	( ) Appropriate for a Rail service machine ( ) Inappropriate for a Rail service machine
<b>Overall comments</b>	
Please provide a few comments informing us your experience of using the Ticket Machine	
<b>Q32. Was there any terminology you did not understand?</b>	[ ] 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>	
<b>Q33. What was the one main improvement that could make the ticket machine more user friendly?</b>	[ ] 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>	
<b>Your Ticket Choice</b>	
Sample Comment Text (Click to enter comment text)	
<b>24i) Please enter the dates and times of travel you requested</b>	
<b>24ii) Please state what ticket choices you were asked to choose from on screen.</b>	
<i>Please take a photo of the options screen as per your instructions and upload the image to this survey.</i>	
<b>Q24iii). Ticket Type</b>	
<i>Please write in exactly as shown on ticket</i>	
<b>Q25. Ticket number of first ticket (outward journey)</b>	
<i>write in 5 digit number including any leading 0's</i>	
<b>Q26. Ticket number of second ticket (return journey)</b>	
<i>write in 5 digit number including any leading 0's</i>	
<b>Q27. Ticket price</b>	
<i>If sold two single tickets instead of one return record price of first ticket here and second in Q41</i>	
<b>Q28. Second ticket price</b>	[ ] N/A
<i>Only complete if sold two singles instead of a return</i>	
<b>Q29. Station leaving from</b>	
<i>Write in exactly as shown on ticket</i>	
<b>Q30. Station going to</b>	
<i>Write in exactly as shown on ticket</i>	
<b>Q31. Via which station(s)/route</b>	
<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>	
<b>Please enter the amount spent on Postage sending this ticket back</b>	
<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>	
<b>If valid, please enter the amount of any credit charge expense incurred (or other expenses)</b>	[ ] N/A
<i>Please ensure copy of receipt is attached at the bottom of this survey in addition to the photos of Ticket(s) purchased</i>	
<b>Postage amount</b>	
<b>Credit Card/Other Charges</b>	
<b>Reimbursement Total</b>	

<b>Validation</b>	
<b>Validators Name</b>	<input type="checkbox"/> <b>Yes</b> (1) <input type="checkbox"/> <b>No</b> (0)
<b>Hard Copy Received?</b>	<input type="checkbox"/> <b>Yes</b> (1) <input type="checkbox"/> <b>No</b> (0)
<b>Please confirm that the site is validated and ready for batching?</b>	<input type="checkbox"/> <b>Yes</b> (1) <input type="checkbox"/> <b>No</b> (0)
<b>Ticket Order Number in Batch</b>	<input type="checkbox"/> <b>Yes</b> (1) <input type="checkbox"/> <b>No</b> (0)
<i>Please ensure tickets are batched in this order and bound tightly</i>	
<b>1. Was the Ticket a Pass or a Fail?</b>	<input type="checkbox"/> <b>N/A</b> <input type="checkbox"/> <b>Pass</b> <input type="checkbox"/> <b>Fail</b> <input type="checkbox"/> <b>Other (Please specify)</b>
<i>Please comment if you have any queries/notes for CS or ATOC</i>	
<b>2. Concatenate ticket numbers with "/" between each ticket number</b>	
<b>3. Ticket type: STANDARD OR FIRST CLASS?</b>	

