

**Rail Delivery Group**

**Online Ticket Sales**

**Mystery Shopping 2018**

**Report of Findings**

**December 2018**



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# 1. Executive Summary

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This report summarises the results of RDG's 2018 online mystery shopping survey. The sample consisted of 700 online ticket purchase transactions across all of the main TOC and third party ticketing websites. It included all of the main types of tickets and was designed to be representative of current national online rail ticket purchase patterns.

Unlike 2016 and 2017, there were a small number of fails where a review of the outcomes showed that the mystery shoppers had purchased an incorrect ticket for their scenario. This means that the pass rate for 2018 is 99.6%: that is, when marked against the rail fares database, the ticket obtained was the most appropriate for their specific journey and travel scenario.

While fractionally down on 2016 and 2017, the result is still much better than the 94% accuracy level recorded in 2015. Combined with the last two years at 100%, the findings suggest that online ticket purchasers can usually access the best value and most appropriate ticket for their journey with confidence, regardless of whether they chose to use a TOC or a third party website.

The average time taken for an online ticket purchase fell further this year, to just under 5 ½ minutes. This continues a downward trend primarily due to a reduction in the time spent on Long Distance Operator websites, where the average time taken was reduced by almost 2 minutes.

This reduction in transaction time occurred despite the fact that the number of web pages viewed by mystery shoppers in undertaking their online purchase was only marginally lower than in 2017, at an average of 6.6 pages.

As in previous years, the large majority of shoppers were satisfied with the ease of finding and the content of information on ticket types and conditions, in addition to the general clarity of the information shown presented on screen.

Almost every mystery shopper commented that the rail websites used were welcoming and had a modern, contemporary layout.

## 2. Introduction

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An annual research programme, designed to measure the accuracy of ticket retailing, has been carried out by RDG (formerly ATOC) since 1998. Initially the exercise focused solely on tickets sold at station ticket offices, but telesales and online research was introduced from 2002 and, reflecting changing patterns in purchase behaviour, the telesales channel was replaced by ticket vending machine (TVM) purchases in 2012.

Since 2013 the research has been conducted by ESA Market Research. This report focuses on the outcomes of the Online 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 online (as well as TVM) sales, there is no direct personal involvement on the part of the retailer. For this reason, the exercise seeks to determine the ability of the mystery shopper, as a representative of the ticket buying public, to correctly navigate the website in order to purchase the correct and best value ticket for their particular travel needs.

### 2.2 Methodology

The mystery shopping was conducted by mystery shoppers who are representative of the general ticket buying population and have no more knowledge of the railway or its fares than an average member of the public.

Mystery shoppers were asked to record whether they felt confident that they had been sold 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 sold for that specific journey and travel scenario.

In addition the mystery shoppers were asked to provide feedback on the look and feel of the website, any jargon that they encountered and any improvements that they would suggest.

The online mystery shopping fieldwork took place between 10<sup>th</sup> July and 23<sup>rd</sup> September, 2018.

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 of 700.

## 2.3 Sample

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 Online sales. Scenarios were created for each chosen record based on the ticket type for the record. The sample comprised a total of 700 Online transactions.

### 2.3.1 Websites

The sample included Operator websites, plus third party retailers as follows:

<b>Retailer Category</b>	<b>Sample size</b>
<b>TOTAL TOCS</b>	<b>318</b>
<b>London and South East Operators</b>	<b>53</b>
www.greateranglia.co.uk	12
www.c2c-online.co.uk	5
www.chilternrailways.co.uk	8
www.westmidlandsrailway.co.uk	5
www.southwesternrailway.com	11
www.thameslinkrailway.com	12
<b>Long Distance Operators</b>	<b>212</b>
www.crosscountrytrains.co.uk	30
www.gwr.com	32
www.virgintrains.co.uk	87
www.lner.co.uk	63
<b>Regional operators</b>	<b>53</b>
www.arrivatrainswales.co.uk	5
www.eastmidlandstrains.co.uk	29
www.grandcentralrail.com	3
www.scotrail.co.uk	5
www.tpexpress.co.uk	11
<b>Third Party retailers</b>	<b>382</b>
www.thetrainline.com	349
www.mytrainticket.co.uk	7
www.redspottedhanky.com	7
www.raileasy.co.uk	19

### 2.3.2 Scenarios

The scenarios used for this Online Mystery Shopping survey were as follows:

No.	Scenario Description	Sample Size
1	Cheapest, Two Weeks Ahead	239
2	Cheapest, Return Same Day	53
3	Cheapest, Single	69
4	Cheapest, Return 1 week later	46
5	First Class*	42
6	Senior Railcard	54
7	Family & Friends Railcard	11
8	16-25 Railcard	143
9	Network Railcard	10
10	Two Together Railcard	21
11	Travelling with One Other Adult	7
12	Travelling with Two Other Adults	5
<b>Total</b>		<b>700</b>

NB \* - there were 21 further instances of First Class being mixed with scenarios 6, 8 & 9

Mystery shoppers had a choice of ticket delivery/collection, the split was as follows:

Ticket Delivery/Collection Method	Sample Size
Collected from ticket machine / ticket office	639
Delivered by post	3
Downloaded to print at home	58
<b>Total</b>	<b>700</b>

### 2.3.3 Weighting

Weighting was applied to the survey data to ensure the results were representative of actual 2017-18 patterns in respect of online ticket sale transactions by website and ticket type (scenario). The following results are based on the weighted survey data.

### 3. Detailed Findings

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#### 3.1 Length of Transaction

##### 3.1.1 How Long in Total Did Your Ticket Purchase Take?

The average time taken for an online ticket purchase fell further this year to 5 minutes and 26 seconds. Last year had seen transaction times fall to 6 minutes, 20 seconds, compared with 7 minutes 54 seconds in 2016. This reduction in transaction time is primarily due to a reduction in time spent on Long Distance Operator websites, while Third Party Retailers also showed a small reduction.

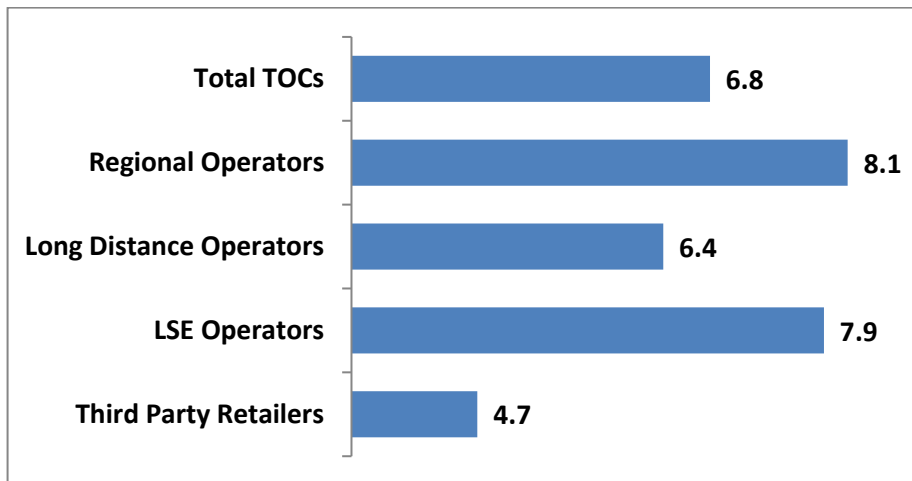


Figure 1 – Mean Transaction Time (Minutes) by Retailer Category

The tickets with the shortest average transaction times by a small margin were Network Railcard scenario. It is perhaps no surprise that straightforward 'Cheapest, Single' tickets and 'Travelling with One Other Adult' as simple scenarios were the next quickest. First Class tickets had the longest transaction times – potentially a reflection of greater care being taken over these more expensive purchases. The other railcards were also at the higher end of the spectrum for transaction times.

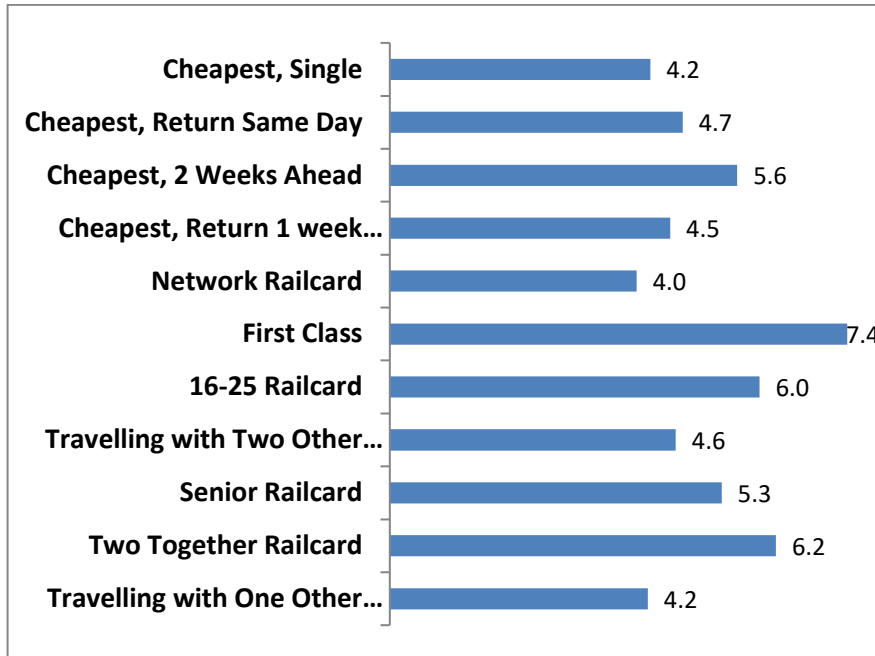


Figure 2 – Mean Transaction Time (Minutes) by Scenario

Generally, customers who were the least experienced in using rail websites tended to take longer to complete purchases. Those who buy rail tickets less than once per year took longer than other users.

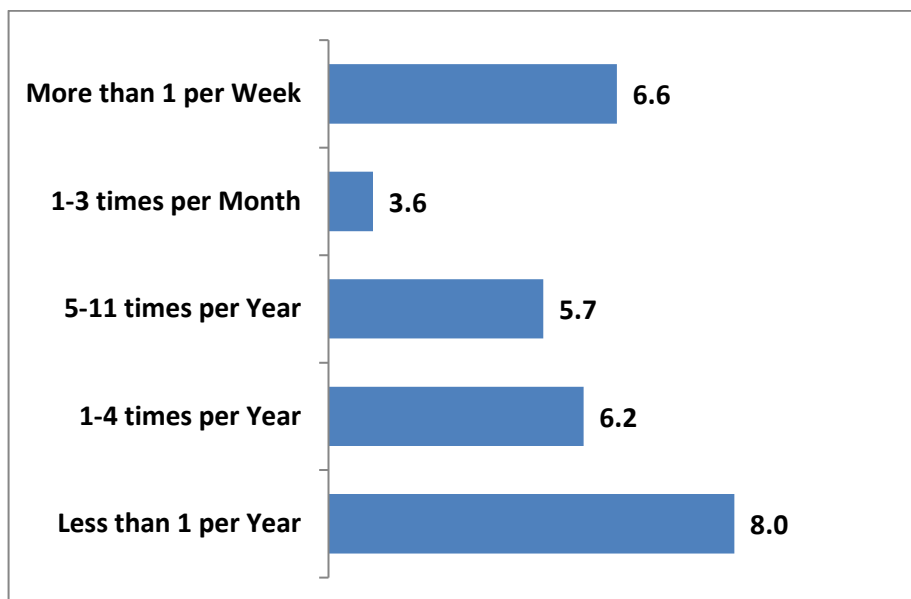


Figure 3 – Mean Transaction Time (Minutes) by Frequency of Buying Rail Tickets Online



### 3.1.2 How Many Different Web Pages Did You Access to Complete Your Purchase?

The number of web pages viewed by mystery shoppers in undertaking their online purchase was largely unchanged from previous years at an average of 6.9 – this compares with 6.8 in 2017, 7.0 in 2016, 6.9 in 2015 and 6.8 in 2014.

Those purchasing from third party retailer websites viewed fewer pages on average than TOC website users.

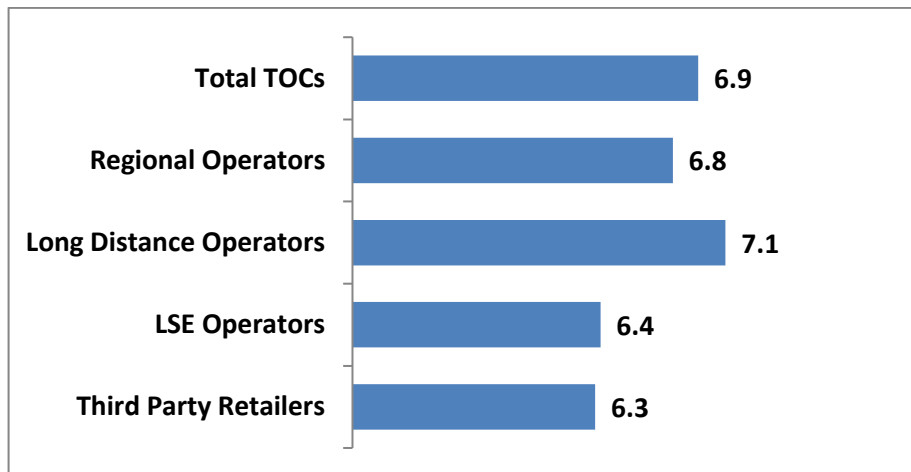


Figure 4 – Mean No. of Page Views by Retailer Category

No clear pattern emerged in respect of the type of tickets requiring the fewest page views to complete the transaction. "Travelling with One other Adult" purchases recorded the lowest average no. of page views, whereas First Class and Senior Railcard tickets were the highest.

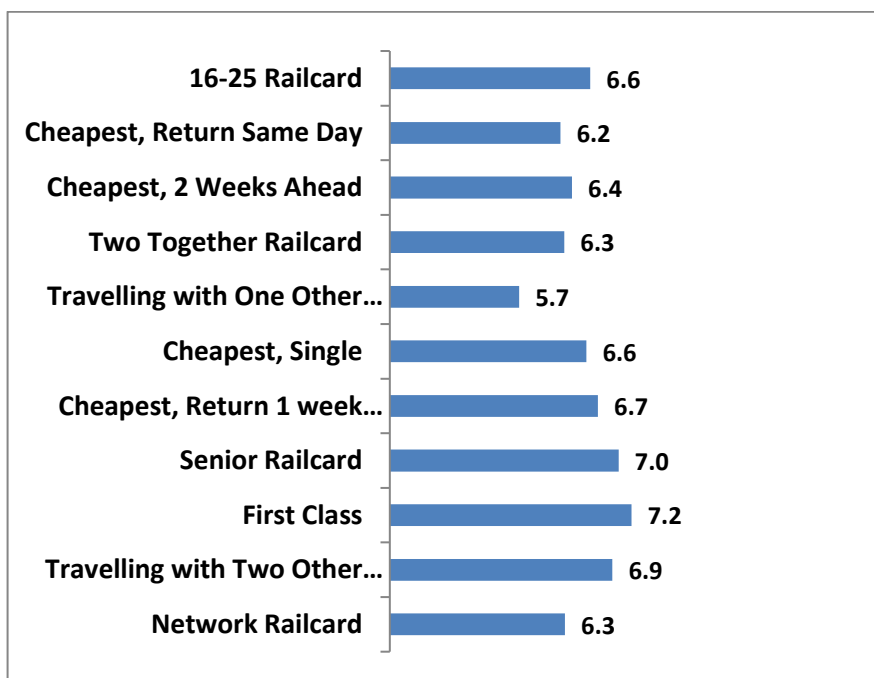


Figure 5 – Mean No. of Page Views by Scenario

There was also no real patter in terms of the number of web pages visited based on the mystery shopper's experience in buying rail tickets online. This suggests there is no clear link between the number of page views and the transaction time.

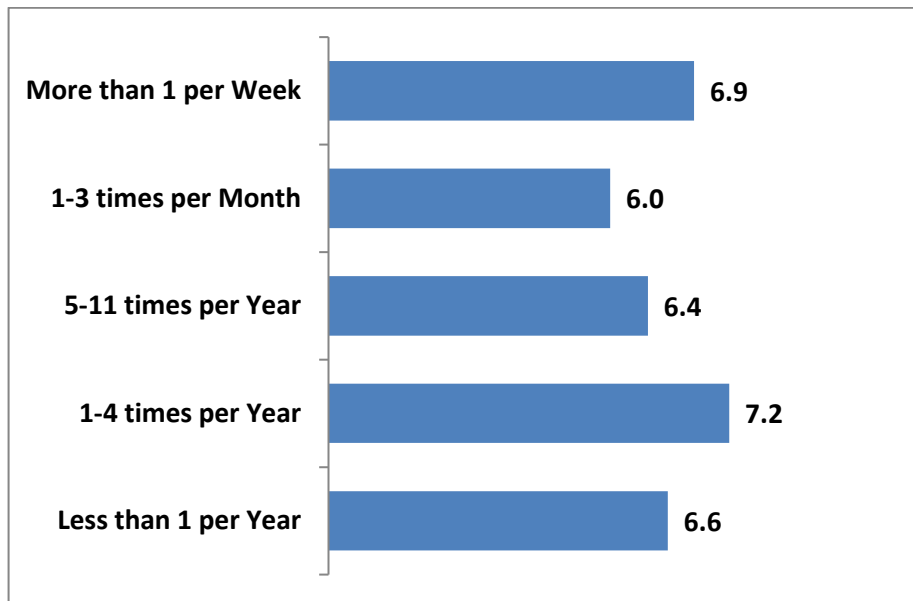


Figure 6 – Mean No. of Page Views by Frequency of Buying Rail Tickets Online

## 3.2 Satisfaction with Online Ticket Purchase

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

9 out of 10 shoppers (90%) said that it was 'Easy' or 'Very Easy' to find information about ticket types and conditions, representing a climb from 72% in the 2017 survey. Only 1% of shoppers (3% in 2017, 4% in 2016) considered it either 'Difficult' or 'Very Difficult' to find information related to ticket types and conditions.

As might be expected, those buying rail tickets less frequently (less than once per year) were more likely to find this difficult with 7% of this customer group finding it difficult.

Those using third party websites found it easiest to find information on ticket types and conditions. 92% of this group thought it was 'Easy' or 'Very Easy', compared with 87% of those using TOC websites. These findings do suggest general improvement in this area across both TOC and third-party retailers.

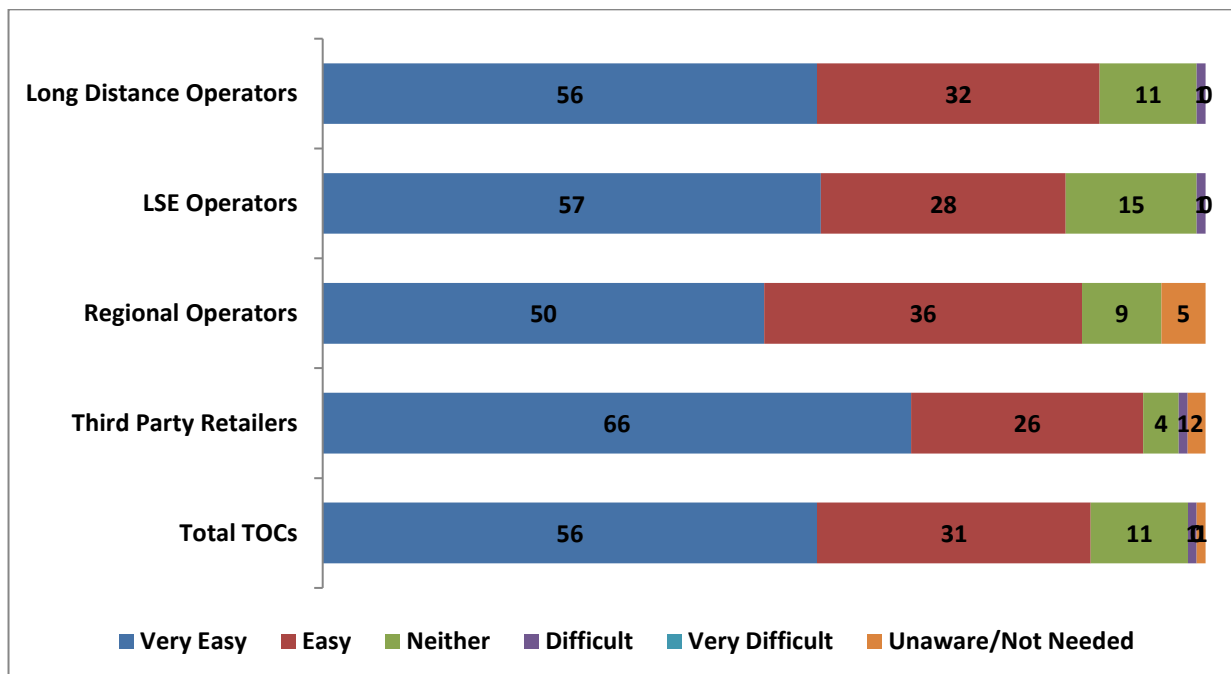


Figure 7 – Ease of Finding Info. On Ticket Types/Conditions by Retailer Category

No clear link emerged between the type of ticket purchased and the ease of finding this information, although those purchasing 'Cheapest, Single' tickets included the greatest proportion who found it 'Very Easy' to find information on tickets types and conditions.

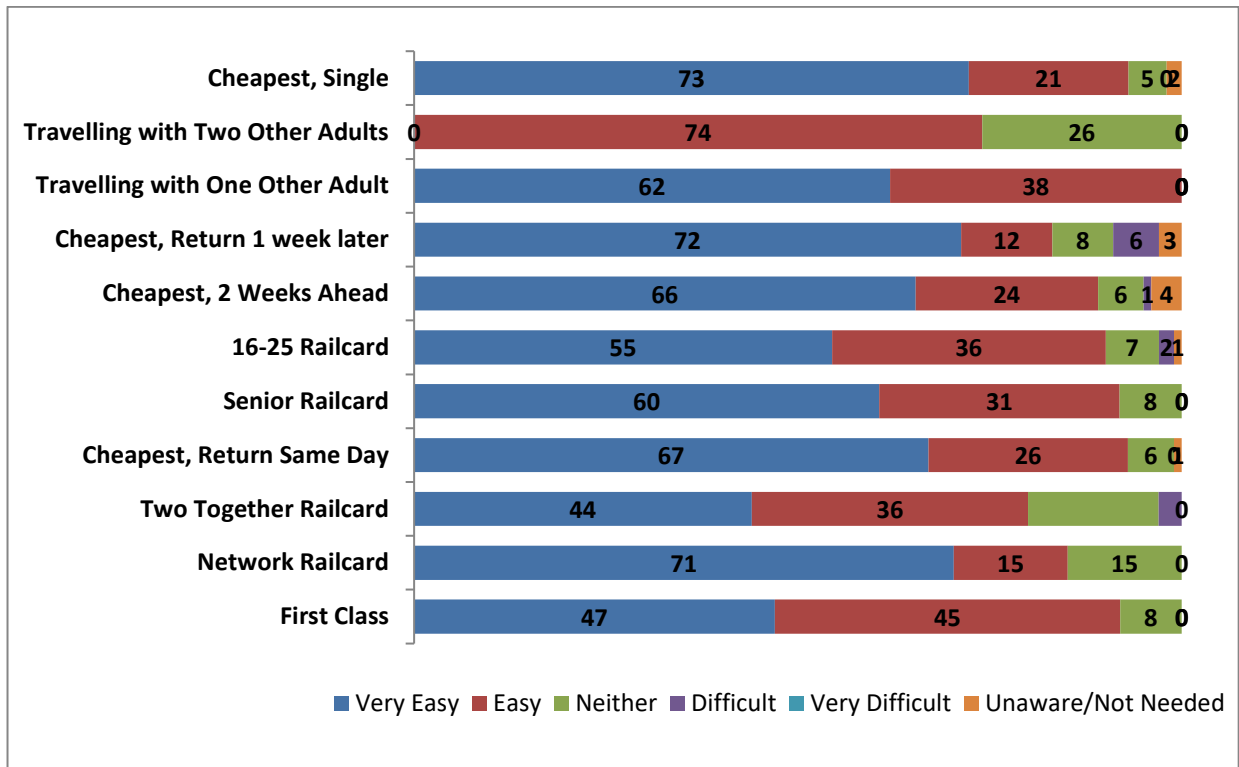


Figure 8 – Ease of Finding Info. On Ticket Types/Conditions by Ticket Type

Shoppers that were dissatisfied largely stated that it was difficult to find information that helped them distinguish between ticket types. Example of comments from those that found it 'Difficult' are included below:

*"I was offered 12 different types of ticket and I didn't feel that the information provided was sufficiently detailed to explain the difference between them."*

**(chilternrailways.co.uk)**

*"I had to click each ticket price to see the type of ticket."* **(raileasy.co.uk)**

*"This website had far too much hidden information and did not offer good visibility about ticket types and conditions. You had to click on several links to find this information."*

**(raileasy.co.uk)**

*"I was only advised the basic single or return."* **(redspottedhanky.com)**

*"The new 'ticket options' page does not now give all of the information about single tickets that it used to."* **(thetrainline.com)**

"The new ticket options page does not give clear information about the various single ticket options available." **(thetrainline.com)**

"I was not able to easily see where to select the 16-25 railcard option, so thought it was at the end when paying. However, I then realised it wasn't so had to start the process again." **(thetrainline.com)**

"I was unable to find an Advanced standard ticket for the return journey. In order to try and look for one I had to click through lots of pages of different times and fares. Each time I requested an earlier or later time it took a long time for the page to load." **(virgintrains.co.uk)**

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

Just 1% of shoppers were less than satisfied with the information available on the website about ticket types and conditions. This proportion is an improvement on previous years – 7% in 2017, 8% in 2016 and 7% in 2015.

Users of Regional and London & South East Operator websites were somewhat less likely to be 'Very Satisfied' and had the highest number of 'Dissatisfied' users at 5% and 3%, respectively, but this is on quite a small base. 86% of Regional Operator websites and 88% London & South East Operator websites of users reported that they were satisfied, so it is unlikely to be an indicator of a major issue.

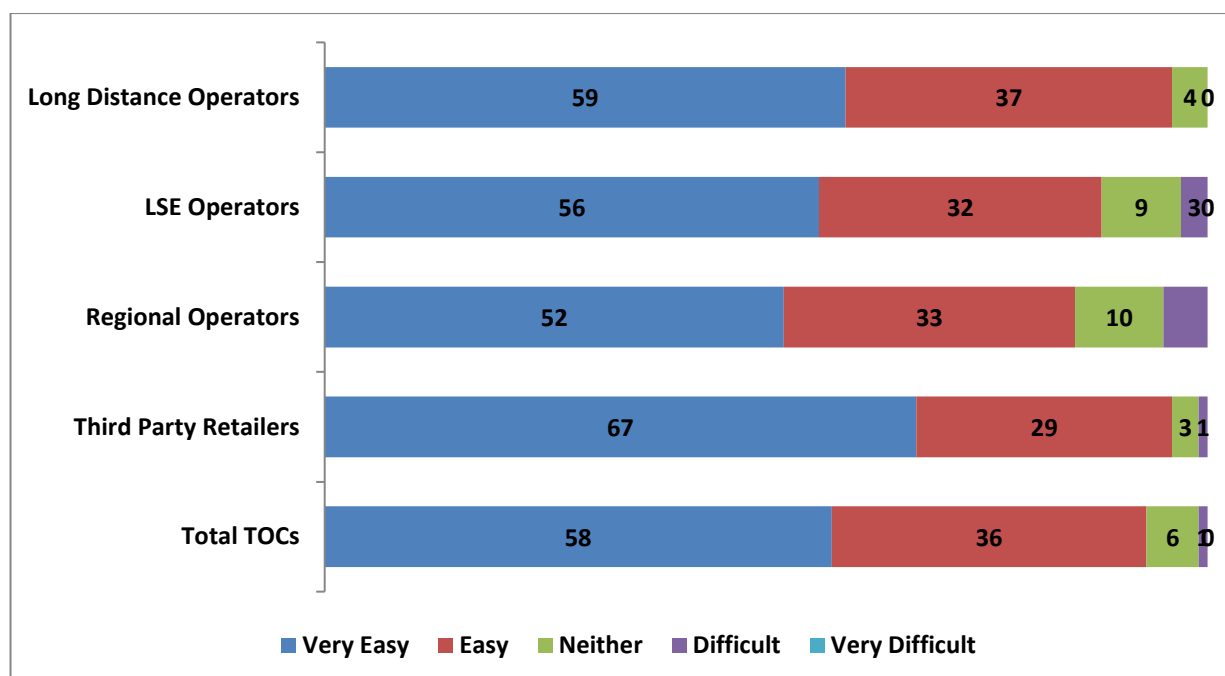


Figure 9 – Satisfaction with Info. on Ticket Types/Conditions by Retailer Category

Overall there is a very high level of satisfaction with the information available on ticket types and conditions. 'Travelling with Two Other Adult' scenarios and 'Cheapest, return 1 Week Later' have the lowest satisfaction levels, but the base sizes for these scenarios are low, hence these findings are not statistically significant.

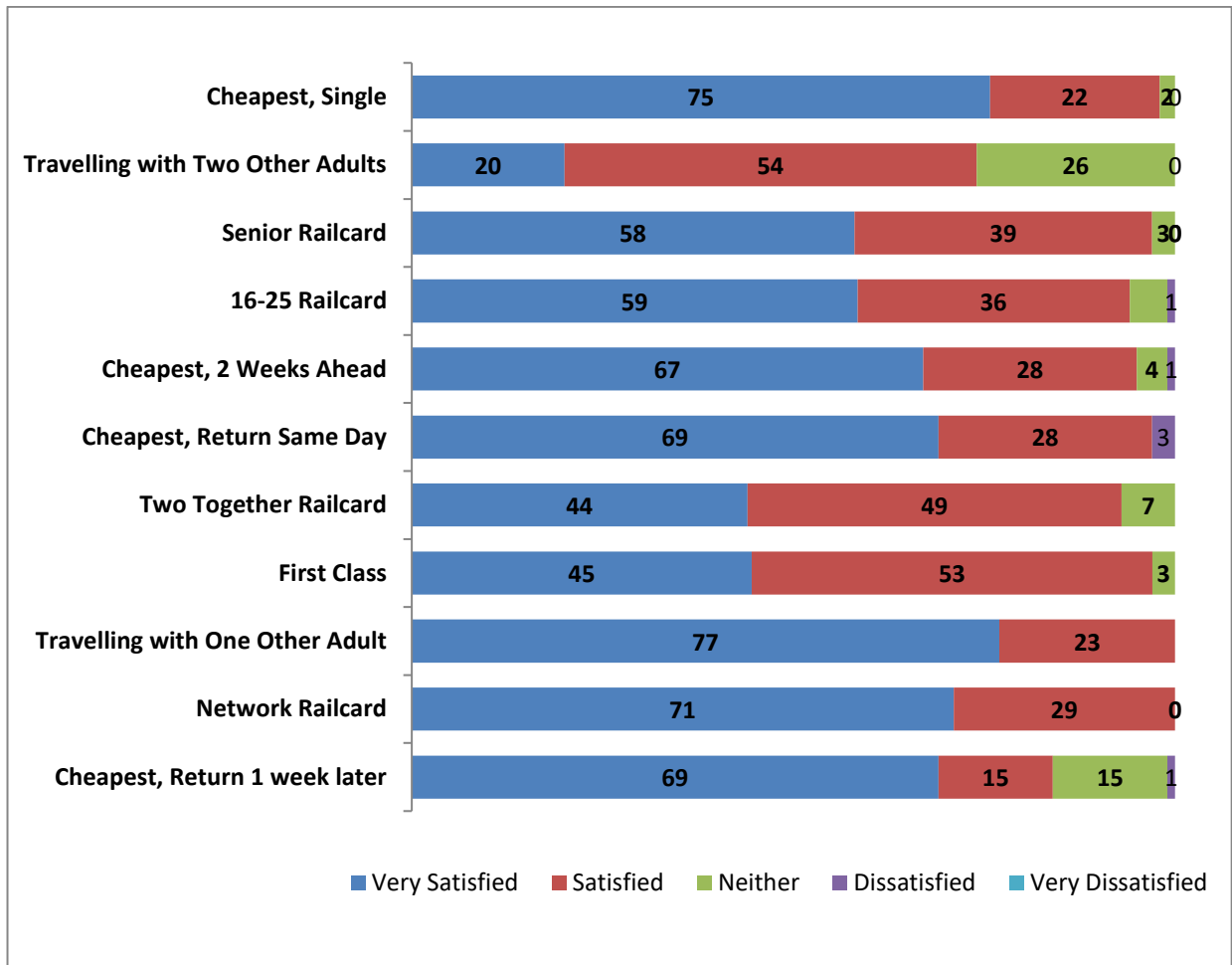


Figure 10 – Satisfaction with Info. on Ticket Types/Conditions by Scenario

As in previous years, there is no indication that online shopping experience, or specific experience in purchasing rail tickets online, has a major bearing on satisfaction with the information available with all groups showing greater than 90% satisfaction.

### 3.2.3 How Satisfied were you with the Clarity of Instructions for using the Website?

The overwhelming majority of mystery shoppers expressed satisfaction with the clarity of instructions for using the website, with only 3% not stating they were 'Very Satisfied' or 'Satisfied'.

Overall, third party retailer and Regional Operator websites were somewhat more highly rated than Long Distance Operators' and London & South East Operators' websites.

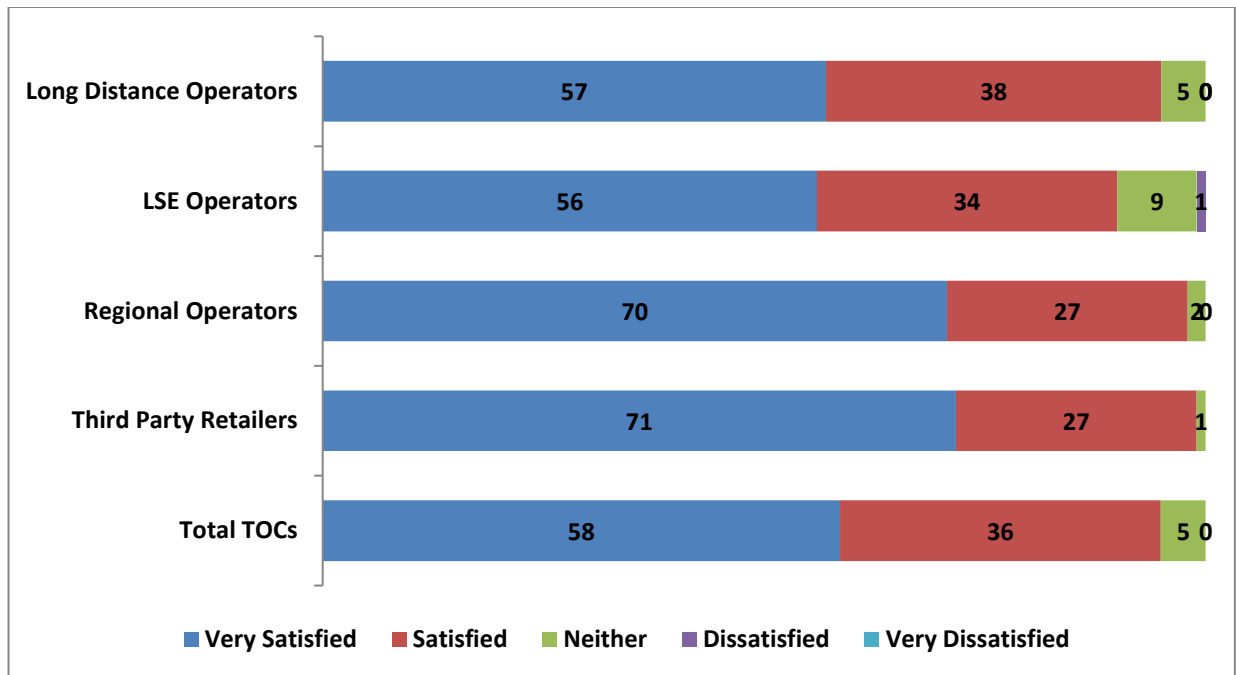


Figure 11 – Satisfaction with Clarity of Instructions by Retailer Category

### 3.3 The Ticket Purchased

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

In all instances - 700 mystery shopping transactions - the mystery shopper was able to successfully complete a ticket purchase.

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

97% of mystery shoppers felt confident that they had obtained the correct ticket. 63% said they were 'Very Confident' and a further 34% feeling 'Fairly Confident' that their ticket was correct.

The proportion of mystery shoppers who felt either 'Very Confident' or 'Fairly Confident' was the same for both TOC and third party websites.

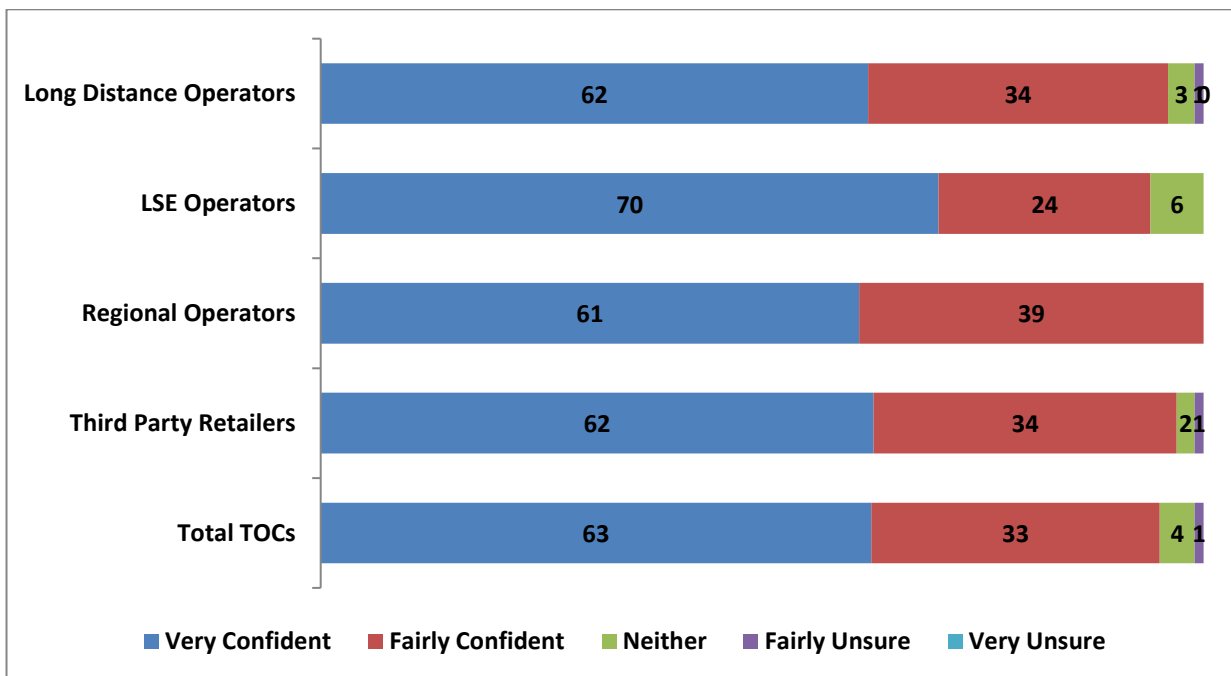


Figure 12 – Confidence in Getting the Correct Ticket by Retailer Category



Confidence ratings were generally high regardless of scenario, and where there were variances, these were not statistically robust as they were from a small base.

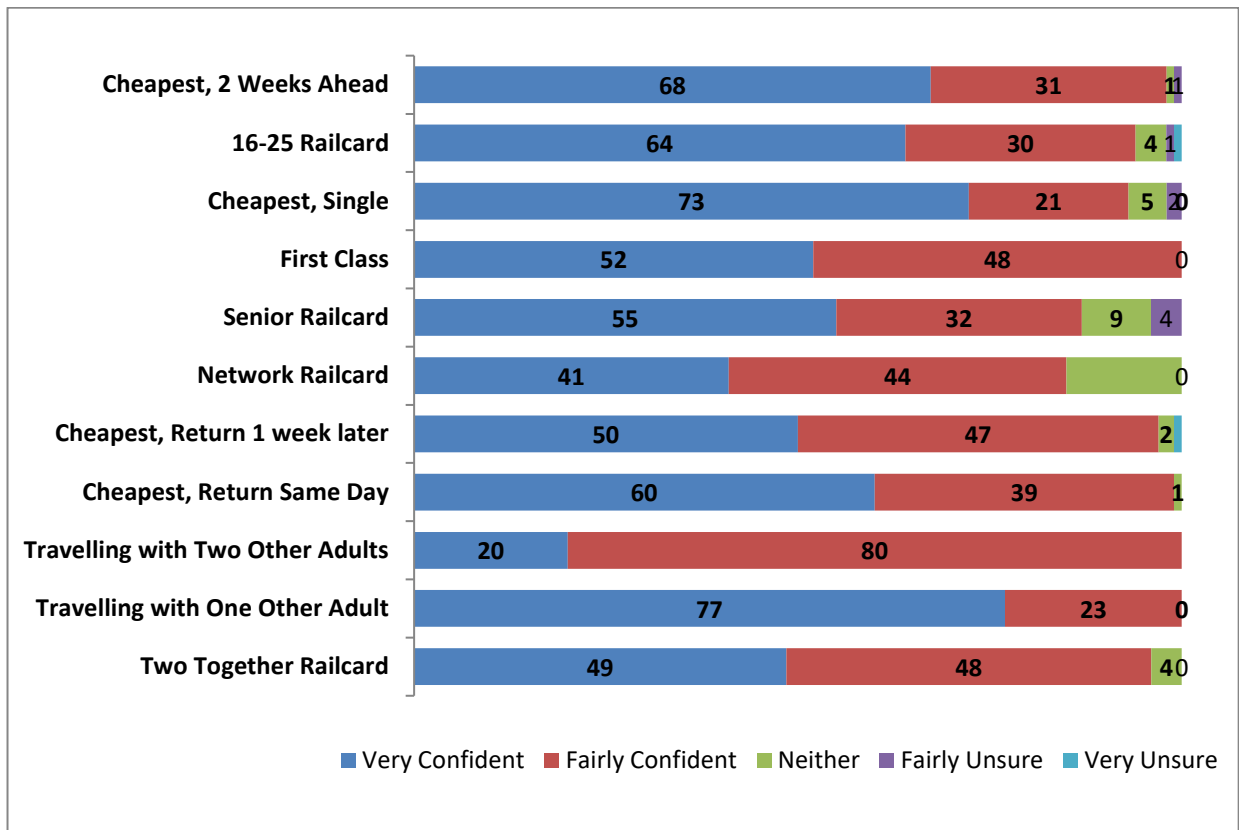


Figure 13 – Confidence in Getting the Correct Ticket by Scenario

### 3.3.3 Was the Correct Ticket Purchased?

Mystery shoppers’ high levels of confidence that they had purchased the correct ticket were vindicated in the analysis carried out regarding whether they had indeed obtained the most suitable ticket for their given scenario needs.

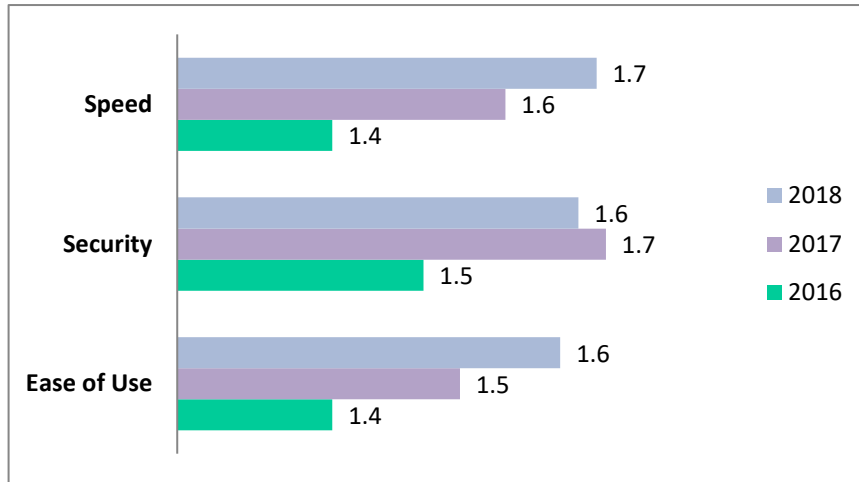
When marked as correct or not verses the scenario requirements and specific journey details, 100% of tickets were deemed to be correct when the result is rounded to the nearest percentage point. The tiny number of fails that did occur, 3, that did exist were such a small proportion of the weighted sample that they accounted for less than half a percentage point.

Purchasing tickets from online retailers appears therefore to be a highly reliable method of transaction for mystery shoppers.

### 3.4 Opinions of the Websites

#### 3.4.1 How Satisfied Were You with the Following Aspects of the Website?

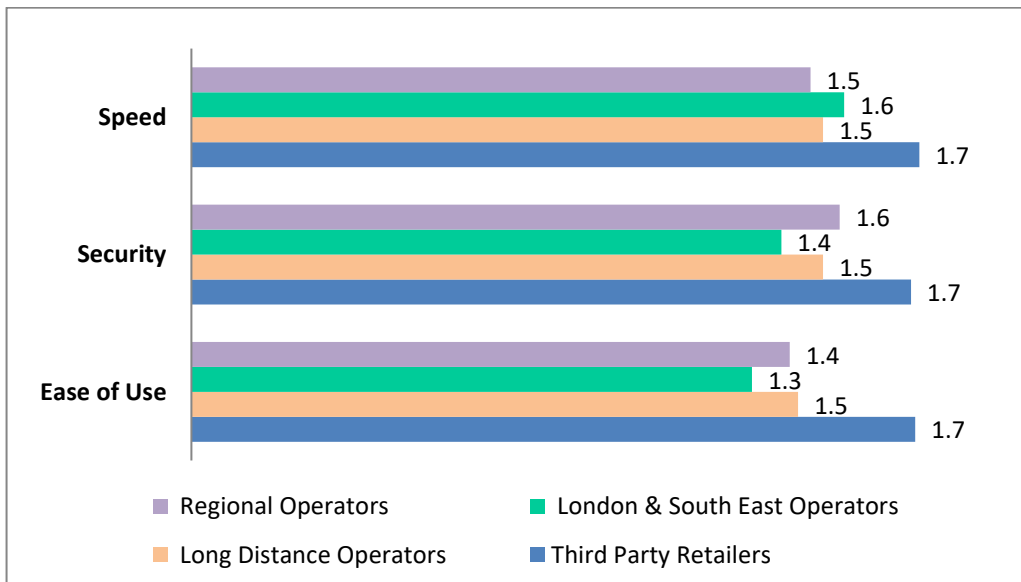
The overwhelming majority of mystery shoppers were satisfied with all aspects of the website they used for ticket purchase - speed, security and ease of use. Only Security stepped back slightly from 2017.



**Figure 14 – Satisfaction with Aspects of the Website (Mean Score) – Total Sample**

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

As illustrated below, for Speed, Security and Ease of Use, satisfaction levels were somewhat higher for third party retailers.



**Figure 15 – Satisfaction with Aspects of the Website (Mean Score) – By Operator**

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 website was:

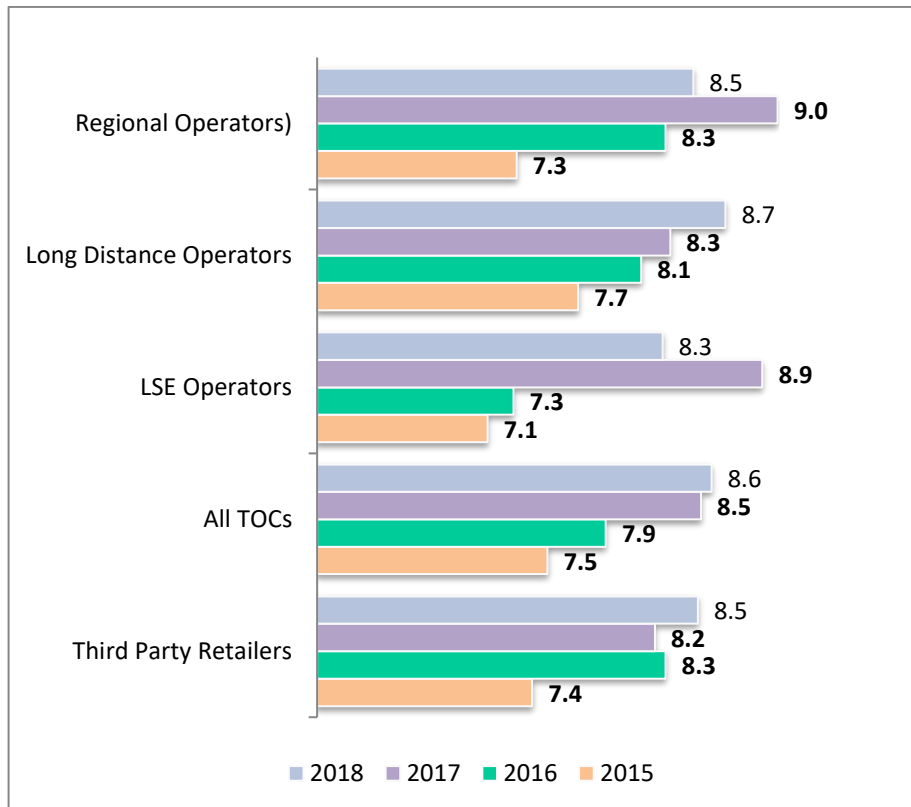
- Welcoming?
- Had a contemporary layout?
- Appropriate for a Rail Service?

Almost every mystery shopper commented that the websites were welcoming and appropriate for a rail service.

### 3.4.2 How Likely Would You Be to Recommend this Website to a Friend?

The likelihood of recommending the website to a friend marginally increased this year for the TOC websites, with Long Distance Operators showing sufficient improvement to overcome a decline in the ratings for both Regional and LSE Operator sites.

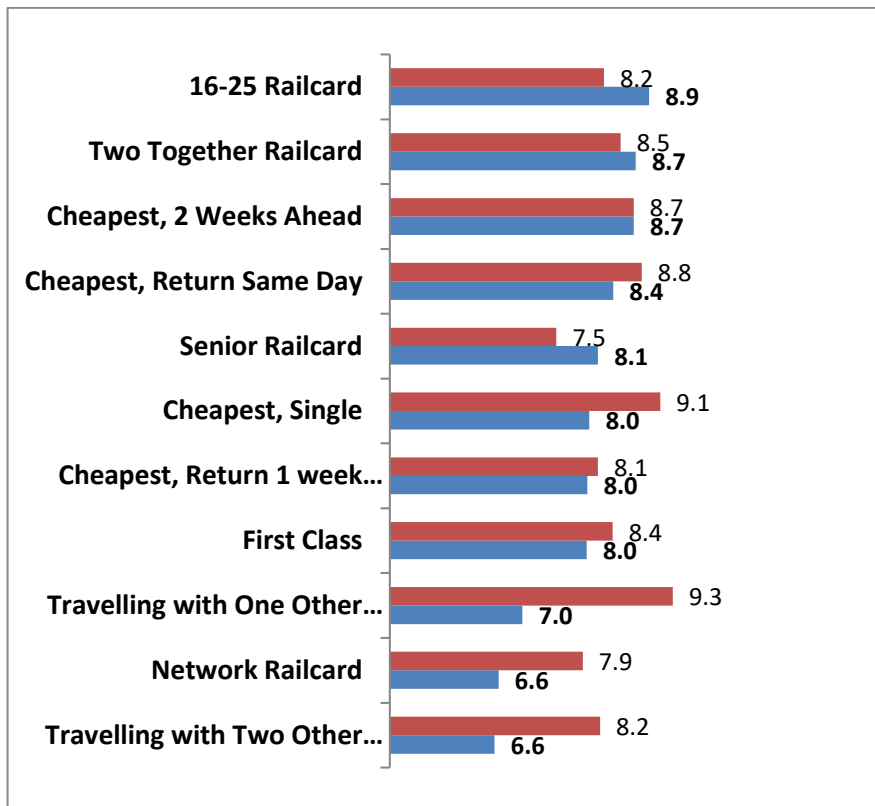
Third party retailer sites also showed some improvement in comparison to last year's score.



**Figure 16 – Likelihood of Recommending Website (Mean Score) – By Retailer Category**

Mean score calculation: 0-10 scale, from Extremely Unlikely (0) to Extremely Likely (10)

No particular link emerged between the likelihood to recommend the website and the type of ticket purchased. While 'Travelling with One Other Adult', 'Network Railcard' and 'Travelling with Two Other Adults' show some year on year improvement in their mean score, the number of assessments in each case is very low.



**Figure 17 – Likelihood of Recommending Website (Mean Score) – By Scenario**

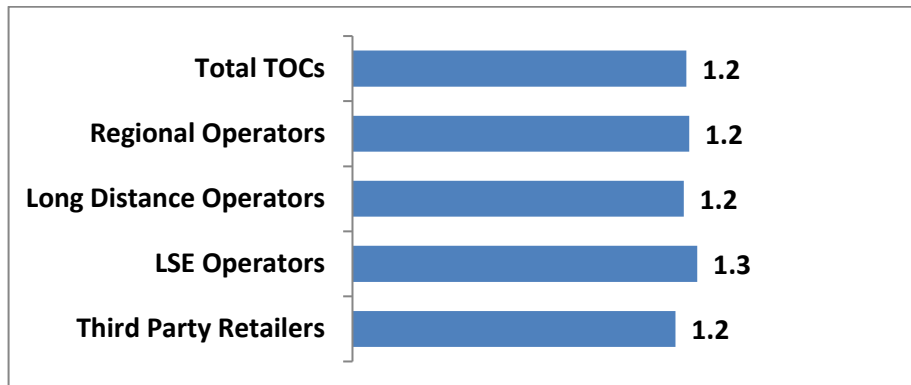
Mean score calculation: 0-10 scale, from Extremely Unlikely (0) to Extremely Likely (10)

### 3.4.3 How Does this Website Compare with Others Used for Goods & Services?

When comparing the rail ticketing websites with others they had experience of, the mystery shoppers were largely positive. More than half (60%) of mystery shoppers responded positively (saying their chosen website was “the best”, “better than most” or “better than some”), while a further 34% said the website was about the same as others.

7% felt the website used was worse than other websites they used for purchasing goods and services, which is a slight fall back from the results for 2017.

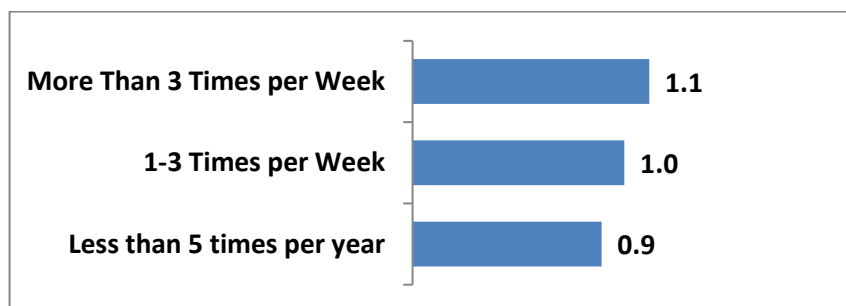
As the chart below illustrates, all websites fared equally well on this measure, with users of all sites similarly likely to regard it positively in comparison with others used.



**Figure 18 – How Website Compares with Others (Mean Score) - By Retailer Category**

Mean score calculation: This Website is... The Best +3, Better than Most +2, Better than Some +1, About the Same 0, Worse than Some -1, Worse than Most -2, The Worst -3

Encouragingly, mystery shoppers who shopped most regularly online (more than 3 times per week) and are therefore most likely to be exposed to a wide variety of online shopping sites, were the most positive about the websites, despite a fall in the mean score of 2017 for this group.



**Figure 19 – How Website Compares with Others (Mean Score) - By Frequency of Online Shopping**

Mean score calculation: This Website is... The Best +3, Better than Most +2, Better than Some +1, About the Same 0, Worse than Some -1, Worse than Most -2, The Worst -3

## 3.5 Receipt of Tickets

### 3.5.1 Was Your Ticket Available to Collect?

This year there were only three cases where mystery shoppers who opted to collect their ticket from a ticket machine or ticket office out of 639 mystery shoppers) had problems in obtaining their tickets.

They commented as follows:

*"The return ticket did not print out, instead a different ticket (Liverpool South parkway - Oxford) printed out "* **(thetrainline.com)**

*"I went to Hilsea Train Station and attempted to collect the tickets I had purchased from the self-service machine. There was an error with the machine that meant my tickets were not printed. I then visited Buresdon Train Station and was able to print the return ticket but not the first one."* **(thetrainline.com)**

*"Went through the process but it did not print out tickets- had to call the clerk who had to sort it out remotely from an office."* **(virgintrains.co.uk)**

### 3.5.2 How Many Days Did it Take for Your Ticket to Arrive by Post?

Of the 3 cases in which shoppers requested that their ticket be posted to their home address, they were all received in 2-3 days which was in line with their expectations.

## 3.6 Terminology and Suggested Improvements

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

There were only 15 instances where mystery shoppers felt there were aspects of the terminology presented to them on the website that they did not fully understand.

In most cases, the feedback related to the lack of clarity regarding the meaning of different ticket types, for example:

*"I did not know what a "Business Zone ticket" was and there were 3 options for Advance Day Singles and it wasn't clear what the difference was. (**chilternrailways.co.uk**)"*

*"I did not know the difference between super off peak and off peak. They did show the timings available but there was no clear distinguished barrier. (**lner.co.uk**)"*

*"Yes, on the ticket where it says 'route' I don't understand what 'Ap Wmr/Lnr only' means." (**thetrainline.com**)"*



### 3.6.2 What improvement would make the Website more user friendly?

Mystery shoppers suggested a range of possible improvements to the websites. The main themes to emerge are shown below, along with example comments for each of these topics.

#### Booking fees/credit card charges too high or unclear

*"No booking fee and clearer information about the type of ticket."*

**(redspottedhanky.com)**

*"The booking fee could be made more prominent."* **(thetrainline.com)**

#### Highlight the cheapest fares

*"I'd like an easier way of finding the cheapest ticket that I could have got that day, without pressing "earlier" and "later" several times to try and locate the cheapest fare."*

**(arrivatrainswales.co.uk)**

#### Offer printing of tickets at home

*"I had problems printing off the ticket and had to go to the station twice and put the code in several times, so improvement in this area is required. Using the web page was good and no change required."* **(eastmidlandstrains.co.uk)**

*"I would have liked the option to have been able to download and print my ticket off as my nearest train station is 10 miles away."* **(raileasy.co.uk)**

#### Improve registration/log in process

*"There seemed to be a lot of stages to complete to purchase a ticket. It would have been good to be able to purchase a ticket as a guest to the website and not have to register all of my details."* **(eastmidlandstrains.co.uk)**

*"It seemed that I needed to register with the website to purchase the ticket, which added time to the booking - it would have been useful if I could simply buy it as a guest."*

**(gwr.com)**

#### Simplify the ticket options

*"There are presently too many options to choose from, it can be baffling to work out the most flexible and/or cheapest, especially for first time users."*

**(crosscountrytrains.co.uk)**

*"Initially, the website condensed the options of tickets and presented me with a selection of tickets at the cheapest price for a selection of morning trains. When I requested to look for the full option of tickets for the one train I was confronted with a bewildering choice of tickets. There must be a way for train companies to reduce this choice to a handful of options."* **(gwr.com)**

### Improve visibility of ticket options / journey information

*"Better definitions of restrictions on tickets, so advance single states non-refundable but no definition if you are allowed to change for a different time train."*

**(crosscountrytrains.co.uk)**

*"I saw 2 off-peak and 2 anytime return tickets with different prices. It would have been useful to see what the difference was in the short description underneath each ticket type. For example, "any route" or "restricted routes".* **(crosscountrytrains.co.uk)**

*"I found the number of options of ticket type very confusing and was unsure as to what was the most cost effect ticket for me to purchase."* **(thetrainline.com)**

## 4. Appendix – Questionnaire

<b>Train Ticket Mystery Shopping 2018 - Online</b>	
Location:	
Date of Assessment:	
Time of Assessment:	
<b>Visit Information</b>	
<b>Q3. Please confirm the website address you used to purchase your ticket?</b>	
<i>(Please write in the full website address, i.e. www. .... )</i>	
<b>Q4a. What time did you start your online transaction?</b>	
<i>Use the 24hr clock</i>	
<b>Q4b. What time did you complete your ticket purchase?</b>	
<i>Use the 24hr clock</i>	
<b>Q5. How long in total did your ticket purchase take?</b>	
<b>Using Online Shop</b>	
<b>Q6. In total, how many different web pages (screens) did you need to click on/view in order to complete your ticket purchase?</b>	
<b>Q7. How many times did you have to go back to a previous screen or correct an entry?</b>	
<b>Satisfaction with the WEBSITE</b>	
<b>Q8. How easy was it to find information on the website about ticket types and conditions?</b>	<input type="radio"/> Very Easy (0) <input type="radio"/> Easy (0) <input type="radio"/> Neither Easy or Difficult (0) <input type="radio"/> Difficult (0) <input type="radio"/> Very Difficult (0) <input type="radio"/> I was unaware there was any information about ticket types and conditions on the website (0) <input type="radio"/> I was aware but I did not need this information (0)
<i>If 'difficult' or 'very difficult', please elaborate on your answer within the comment box provided below (one or two sentences).</i>	
<b>Q9. How satisfied were you with the information about ticket types and conditions on the Website?</b>	<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>If 'dissatisfied' or 'very dissatisfied', please provide a brief comment explaining your answer.</i>	
<b>Q11. How satisfied were you with the clarity of instructions for using the website?</b>	<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>If 'dissatisfied' or 'very dissatisfied', please provide a brief comment explaining your answer.</i>	
<b>Q13a. Were you able to purchase a ticket?</b>	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
<b>Q13b. If you were unable to purchase a ticket, please explain why this was.</b>	<input type="checkbox"/> N/A
<i>Please comment. Select N/A only if you were able to purchase a ticket</i>	
<b>Q14a. How confident were you that you got the correct ticket?</b>	<input type="checkbox"/> Very confident (0) <input type="checkbox"/> Fairly confident (0) <input type="checkbox"/> Neither (0) <input type="checkbox"/> Fairly unsure (0) <input type="checkbox"/> Very unsure (0)
<i>If 'fairly unsure' or 'very unsure', please comment.</i>	
<b>How satisfied were you with the following aspects of the website and your ticket purchasing transaction?</b>	
<b>Q15a. Ease of use</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)
<i>Please comment if dissatisfied or very dissatisfied</i>	
<b>Q15c. Security</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)
<i>Please comment if dissatisfied or very dissatisfied</i>	
<b>Q15d. Speed of site</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)
<i>Please comment if dissatisfied or very dissatisfied</i>	
<b>Please indicate what you thought of the website in terms of design and style</b>	
<i>Please comment, with clear examples / reasons, in the text boxes below if you found the website to be 'Off Putting', 'Old Fashioned' or 'Inappropriate' in anyway.</i>	
<b>15ei) Was the website welcoming?</b>	<input type="checkbox"/> Welcoming <input type="checkbox"/> Off putting
<i>Please comment if selecting ' Off putting'</i>	
<b>15eii) Did the website have a contemporary layout?</b>	<input type="checkbox"/> Modern <input type="checkbox"/> Old Fashioned
<i>Please comment if selecting 'Old Fashioned'</i>	
<b>15eiii) Was the website design appropriate for a Rail Service?</b>	<input type="checkbox"/> Appropriate for a Rail site <input type="checkbox"/> Inappropriate for a Rail site
<i>Please comment if selecting ' Inappropriate for a Rail site'</i>	

<b>General Opinion and Shopping behaviour</b>	
<p><b>Q16. Based on this transaction, how likely would you be to recommend this website to a friend?</b></p>	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10
<p><i>Please answer using a 0-10 scale, where 0 is Extremely Unlikely and 10 is Definitely.</i></p>	
<p><b>Q17. 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.</b></p>	
<p><i>Please comment. If you have no comments simply enter 'n/a'.</i></p>	
<p><b>Q18. How often do you personally shop online for goods and services?</b></p>	<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)
<p><b>Q19. How often do you personally buy rail tickets online?</b></p>	<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)
<p><b>Q20. How does this website compare with other websites you have used which sell goods and services?</b></p>	<input type="radio"/> This website is the best (0) <input type="radio"/> This website is better than most (0) <input type="radio"/> This website is better than some (0) <input type="radio"/> This website is about the same as other websites (0) <input type="radio"/> This website is worse than some (0) <input type="radio"/> This website is worse than most (0) <input type="radio"/> This website is the worst (0) <input type="radio"/> Don't know (0)
<b>Your Ticket Choice</b>	
<p><b>21(a) What ticket did you ask for? Please also specify in the comments your travel dates.</b></p>	
<p><i>For example "I requested a standard class return ticket. I was travelling between station x and y, travelling outwards in 2 weeks and returning 1 week later"</i></p>	

<b>21(b) Please attach a screenshot showing the information that you have entered as search criteria including time(s) and stations.</b>	<input type="checkbox"/> Uploaded
<i>Tick 'Uploaded' once you have attached the image(s).</i>	
<b>22(a) Please state what ticket choices you were asked to choose from on screen and attach a screenshot of these to this survey.</b>	
<i>Please try and recall exactly what choices of tickets available on screen and list them in the box provided.</i>	
<b>22(b) Please attach a screenshot of the webpage(s) that showed you the ticket choices available</b>	<input type="checkbox"/> Uploaded
<i>Tick 'uploaded' once you have attached the image(s)</i>	
<b>Ticket Details</b>	
Please complete the following details about the ticket you purchased:	
<b>PLEASE ENSURE THAT YOU UPLOAD A PHOTO OF YOUR TICKET(S) AT THE END OF THIS SURVEY</b>	
<b>Q23. Ticket Type</b>	
<i>Please write in exactly as shown on ticket</i>	
<b>Outward Journey ticket 1 - Please enter the ticket number</b>	
<i>On machine printed hard copy tickets this is usually 5 digit number (include any leading zero digits,e.g 01234). this may differ on "print at home" tickets</i>	
<b>Outward Journey ticket 2 - Please enter the ticket number</b>	
<i>On machine printed hard copy tickets this is usually 5 digit number (include any leading zero digits,e.g 01234). this may differ on "print at home" tickets</i>	
<b>Outward Journey ticket 3 - Please enter the ticket number</b>	
<i>On machine printed hard copy tickets this is usually 5 digit number (include any leading zero digits,e.g 01234). this may differ on "print at home" tickets</i>	
<b>Return Journey ticket 1 - Please enter the ticket number</b>	
<i>On machine printed hard copy tickets this is usually 5 digit number (include any leading zero digits,e.g 01234). this may differ on "print at home" tickets</i>	
<b>Return Journey ticket 2 - Please enter the ticket number</b>	
<i>On machine printed hard copy tickets this is usually 5 digit number (include any leading zero digits,e.g 01234). this may differ on "print at home" tickets</i>	
<b>Return Journey ticket 3 - Please enter the ticket number</b>	
<i>On machine printed hard copy tickets this is usually 5 digit number (include any leading zero digits,e.g 01234). this may differ on "print at home" tickets</i>	
<b>Q24. Ticket price</b>	
<i>If sold two single tickets instead of one return record price of first ticket here and second in Q25</i>	
<b>Q25. Second ticket price</b>	<input type="checkbox"/> N/A
<i>Only complete if sold two singles instead of a return, otherwise please select N/A</i>	
<b>Q26. Station leaving from</b>	
<i>Write in exactly as shown on ticket</i>	
<b>Q27. Station going to</b>	
<i>Write in exactly as shown on ticket</i>	
<b>Q28. Via which station(s)/route</b>	
<i>Write in exactly as shown on ticket</i>	
<b>Q29. How did you receive your ticket?</b>	<input type="checkbox"/> Collected from ticket machine (0)

	<input type="checkbox"/> Collected from ticket office (0) <input type="checkbox"/> Delivered by post (0) <input type="checkbox"/> Downloaded to print at home (0)
<b>Q30. Was your ticket available to collect?</b>	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
<b>Q31. If no, please explain what happened.</b>	
<i>Please comment</i>	
<b>Q32. How many days did your ticket take to arrive by post?</b>	
<b>Q33. Was this in line with your expectation, based on the information on the website?</b>	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
<b>Q35. Did you have any problems downloading the ticket to print at home?</b>	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
<b>Q36. If yes, what problems did you have?</b>	
<i>Please comment</i>	
<b>Q36a. Please select yes to confirm that you have uploaded an image of all tickets purchased to this question</b>	<input type="checkbox"/> Yes
<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>	<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>	
<b>Tracking Payments</b>	
<b>Advance payment amount</b>	
<b>Ticket Total</b>	
<b>Postage amount</b>	
<b>Credit Card/Other Charges</b>	
<b>Reimbursement Total</b>	
<b>Validation</b>	
<b>Validators Name</b>	
<b>Hard Copy Received?</b>	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
<b>Please confirm that site is validated and ready for batching?</b>	
<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)	
<b>Ticket Order Number in Batch</b>	
<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)	
<i>Please ensure tickets are batched in this order and bound tightly</i>	
<b>Was the Ticket a Pass or Fail?</b>	<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>	
<b>1. Concatenate ticket numbers with "/" between each ticket number</b>	
<b>2. Ticket Type: STANDARD or FIRST CLASS?</b>	

## Overall comments

Please provide a few comments informing us of your experience of using the Website when booking a ticket

**Q37. Was there any terminology you did not understand?**

Yes  No

*(please write in your comments and include examples of terminology or ticket types presented on the website that you found to be confusing)*

**Q38. What was the main improvement that could make ticket buying on the website more user friendly, efficient and clear?**

*Please write in your full comments and include the biggest challenge/s you faced when using the website. If you really cannot think of anything, simply type 'N/A'*