

RDG

**TVM Ticket Sales
Mystery Shopping 2016**

Report

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Contents

	Page No.
1. Executive Summary	2
1.1 Objectives	3
1.2 Methodology	3
1.3 Sample.....	4
1.3.1 TVM Types	4
1.3.2 Scenarios.....	4
1.3.3 Weighting.....	5
2. Detailed Findings	6
2.1 TVM Transaction Times	6
2.1.1 Did you have to Queue to Use the TVM?.....	6
2.1.2 How Long in Total did your TVM Ticket Purchase Take (Including Queuing)?	6
2.1.3 How Long did your TVM Ticket Purchase Take (Excluding Queuing)?	7
2.1.4 How Many Steps Were Required to Complete Your TVM Ticket Purchase?	8
2.1.5 How Many Times Did You Have to Go Back / Correct an Entry?	10
2.2 Satisfaction with TVM Ticket Purchase	11
2.2.1 How Easy was it to Find Information about Ticket Types & Conditions?	11
2.2.2 How Satisfied Were You with the Information about Ticket Types & Conditions?	12
2.2.3 How Satisfied Were You with the Clarity of Instructions for using the TVM?	14
2.3 The Ticket Purchased	16
2.3.1 Were You Able to Purchase a Ticket?.....	16
2.3.2 How Confident Were You That You Got the Correct Ticket?	16
2.3.3 Was the Correct Ticket Purchased?.....	17
2.4 Terminology and Suggested Improvements	18
2.4.1 Was there any Terminology you did not understand?	18
2.4.2 What was the one main improvement that would make the TVM machine more user friendly?.....	18
Appendix - Questionnaire.....	21

1. Executive Summary

This report summarises the results of RDG's 2016 TVM mystery shopping survey. The sample, which included a total of 200 TVM ticket purchase transactions, was designed to reflect current national TVM purchasing characteristics with purchase locations sampled so as to provide representation of the two main types of ticket vending machines, manufactured by ATOS and Scheidt & Bachman (S&B).

Overall, when marked against the specific journey and ticket type requirements, 100% of tickets purchased were deemed to be accurate, that is, the ticket obtained was the most appropriate for that specific travel scenario. This is a notable improvement over the overall accuracy level recorded in 2015 (97%) and 2014 (91%). It is to be noted that the current years' results were drawn from 80 new mystery shoppers, each completing 2.5 mystery shops each, on average. As in previous years, strict screening procedures ensured that only mystery shoppers with no prior experience of the TVM mystery shopping programme were recruited; this is a critical measure taken to ensure the results are representative of the general population and are not subject to any biases caused by familiarity.

This outcome suggests that purchasing tickets from a TVM is a reliable solution for the large majority of mystery shoppers and that even those with the least experience in using ticket machines should have no difficulties in obtaining a correct ticket. Furthermore, these figures aligned with mystery shoppers' self-reported confidence levels when using the TVM machines, with only 3% of mystery shoppers having said they did not feel confident in having purchased the correct ticket. Furthermore, mystery shoppers rarely stated (3% in 2016; 5% in 2015) that TVM machines had terminology that they did not recognise or understand.

The high confidence ratings from shoppers are supported by high levels of satisfaction with finding on-screen instructions on ticket types and conditions (91%) and the perceived clarity of these instructions (94%), although these had decreased by a relatively small percentage (from 97% and 98% respectively in 2015) in 2016.

Less than 1 in 5 mystery shoppers had to queue to use TVM machines (17%). In cases where a mystery shopper had to queue, the majority (57%) only had to wait for one person ahead of them to use the TVM machine.

On average, the total TVM transaction time (excluding queuing) was 2 minutes 9 seconds. There was approximately a 30 second difference between mean transaction times between TVM types, with S&B machine transaction times (1 minute 59 seconds) being shorter than those for ATOS machines (2 minutes 31 seconds).

There was no notable difference between transaction times of those making standard purchases compared to those buying a ticket with a Railcard discount.

Mystery shoppers who had made a greater frequency of TVM purchases throughout the year, and therefore were more experienced users, typically had shorter transaction times than those purchasing least often. Shoppers buying tickets less than once a year had an average transaction time of 3 minutes and 16 seconds, compared to less than 2 minutes and 30 seconds for those purchasing more than 11 times a year.

Introduction

An annual research programme designed to measure the accuracy of ticket retailing, has been carried out by ATOC/RDG 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 2016 TVM Mystery Shopping exercise.

1.1 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.

1.2 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 the average 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 independent ESA staff, fully trained in the use of the rail fares database by RDG, thereby providing an 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 4th July and 5th October 2016. Transactions were spread evenly across the day, from 6am through to 11pm.

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.

1.3 Sample

The sample, which included a total of 200 TVM transactions, was designed by Line by Line based on the same principles as the other forms of mystery shopping, with the objective of providing a sample of TVM purchase scenarios that was representative of current actual TVM ticket purchase behaviour.

1.3.1 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).

TVM Type	Sample Size
ATOS	77
Scheidt & Bachman (S&B)	123
Total Sample	200

1.3.2 Scenarios

2015 Scenario's reflected the following ticket types:

No.	Scenario Description	Sample Size
2	Cheapest	11
3	Most Flexible	189
Total		200

The split by ticket type was as follows:

Ticket Type	Sample Size
Return Same Day	111
Return 1 Week Later	10
Single	74
Weekly Season	5
Total	200

The following number of Railcard scenarios was carried out:

Railcard Scenario	Sample Size
Yes	35
No	165
Total	200

1.3.3 Weighting

Sampling was processed at random, to ensure the results were representative of actual 2015-16 TVM ticket sale transactions by TOC and TVM type and there are no significant differences between the sample and actuals in terms of proportions. The following results are therefore based on the unweighted data.

2. Detailed Findings

2.1 TVM Transaction Times

2.1.1 Did you have to Queue to Use the TVM?

Across the total sample, 17% of mystery shoppers had to queue to use the TVM.

In 2015 there was a greater chance of queues being experienced during morning peak hours. In 2016, only 1 mystery shopper had to queue during this timeframe, with the off-peak slot of 10am-1pm having the highest proportion of shoppers queuing to use TVMs

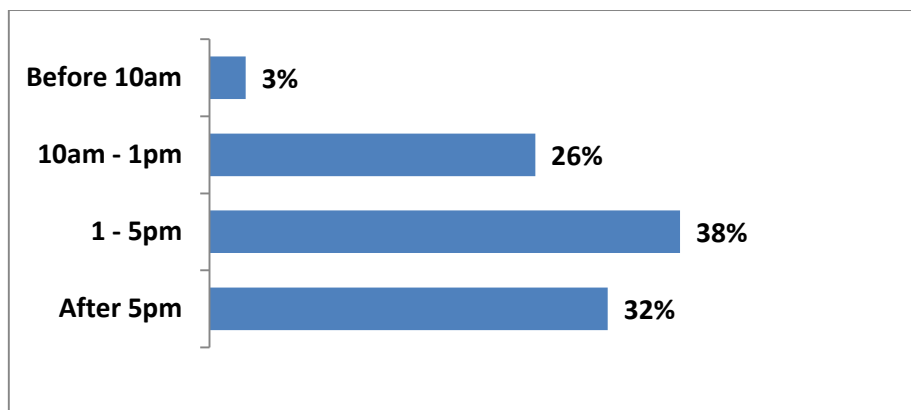


Figure 1 – Queued to Use TVM by Time of Day

In cases where mystery shoppers queued to use the TVM, the majority had to wait for either one (47%) or two people (26%) to use the machine.

For those that did have to queue, the average queuing time was approximately 2 minutes 7 seconds.

2.1.2 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 just over 2 minutes 27 seconds. 10% (15% in 2015) of mystery shoppers completed their transaction in less than one minute and a further 53% (38%) in 1-2 minutes. 7% (9%) 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.

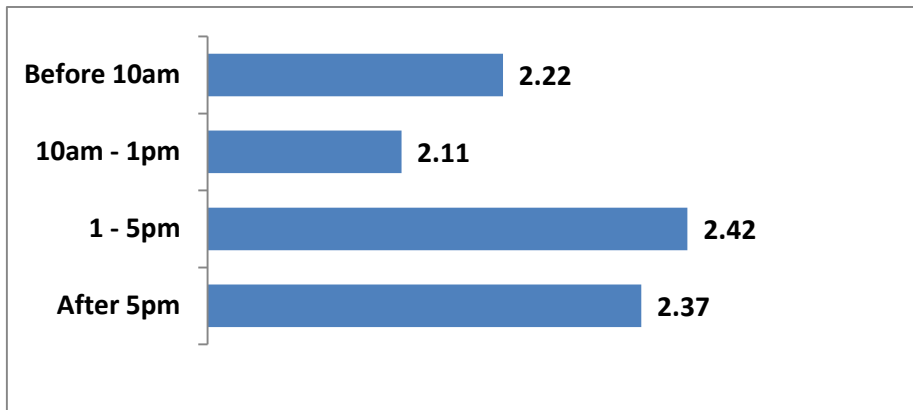


Figure 2 – Total Ticket Purchase Time (Minutes) by Time of Day

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

The average time taken for a TVM ticket purchase (excluding any time spent queuing) was 2 minutes and 9 seconds. The average transaction times were shorter for users of the S&B TVM machines.

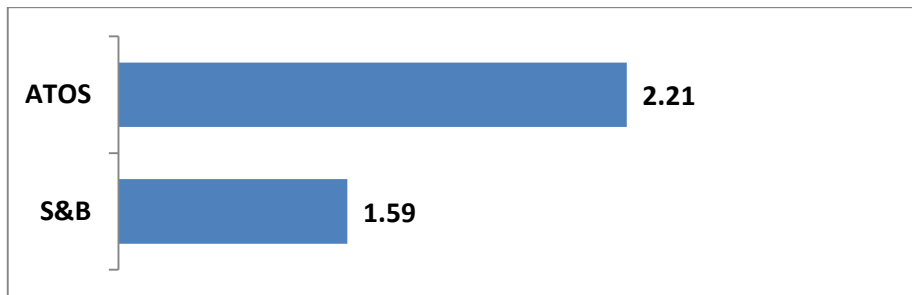


Figure 3 – TVM Transaction Time (Minutes) by TVM Type

Although relatively few Railcard scenarios were conducted and hence the finding is not statistically significant, Railcard ticket took longer than non-Railcard transactions.

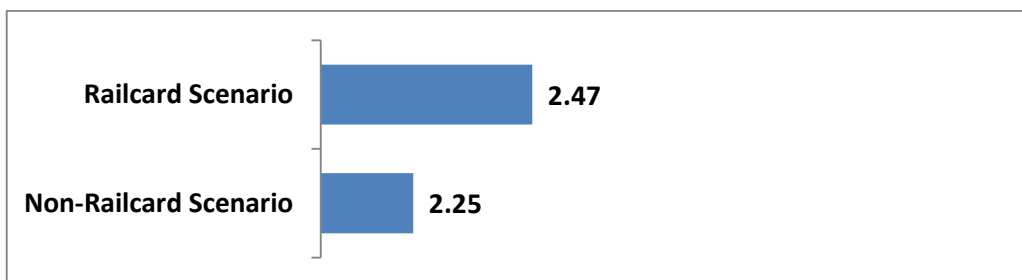


Figure 4 – TVM Transaction Time (Minutes) by Railcard Scenario

Not surprisingly, there was a correlation between mystery shoppers with most TVM experience and transaction time. Those who purchase tickets from TVM machines more than 3 times per month completed their purchases more quickly than less experienced users.

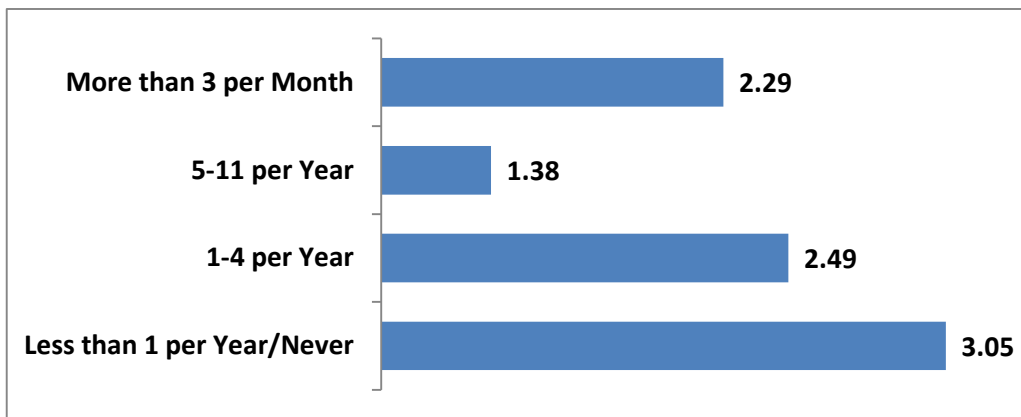


Figure 5 – TVM Transaction Time (Minutes) by Frequency of Buying Tickets from TVMs

2.1.4 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 raised to almost 6 (5.6) in 2016, meaning mystery shops were found to be taking an average of 1 step more than in 2015.

While there was no great difference in number of transaction steps by TVM type in 2015, users of S&B machines were found to take half a step longer on average.



Figure 6 – No. of Transaction Steps by TVM Type

Although not statistically sound, due to comparatively low base size, scenarios which included a Railcard component took just over 1 full step to complete. This was half a step more than observed in 2015.



Figure 7 – No. of Transaction Steps by Railcard Scenario

Interestingly, experience of buying tickets from TVMs negatively correlated with the number of steps that were required in 2016.

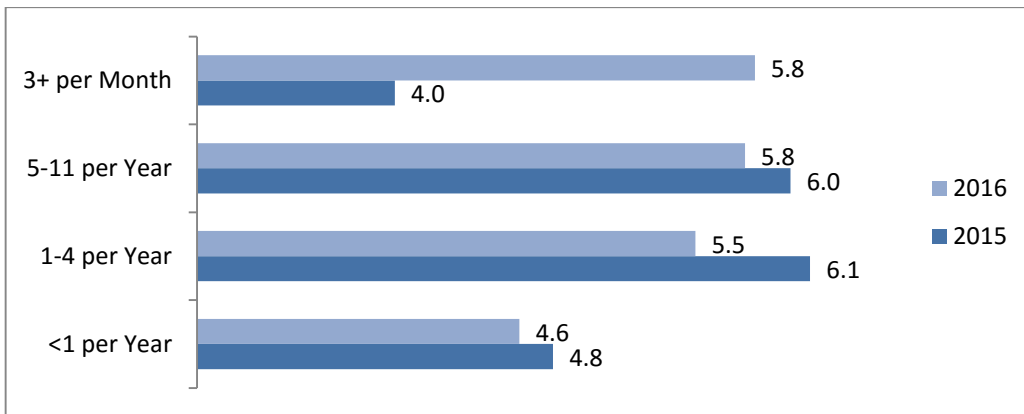


Figure 8 – No. of Transaction Steps by Frequency of Buying Tickets from TVMs

Those who purchased their tickets between morning peak hours and the early afternoon were found to have completed their transaction using the fewest number of steps.

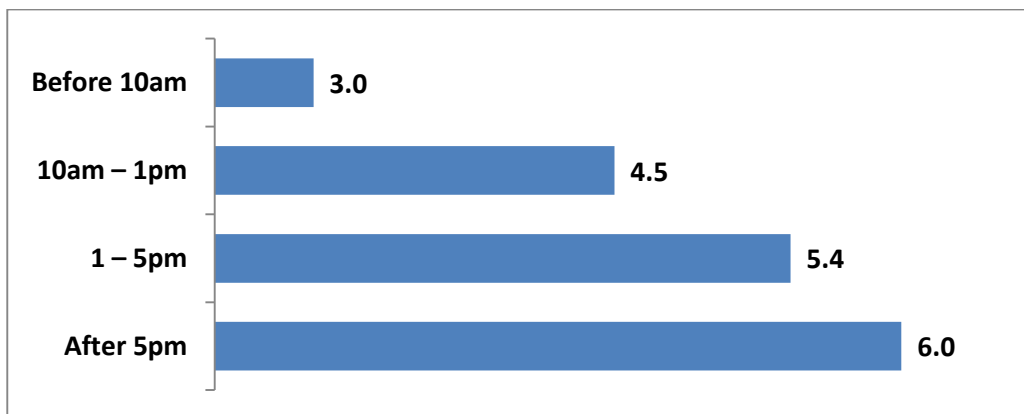


Figure 8b – No. of Transaction Steps by Frequency of Buying Tickets from TVMs

Those who purchased tickets from Regional operators, did so using significantly fewer steps than either Long Distance or London & South East (LSE here on in) operators.



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

As expected, shoppers who purchased 'Weekly Season' tickets undertook 1 or 2 steps more than other groups. However, the base count here was low (just 5 mystery shoppers were assigned this scenario)

and so this result was only found to be significantly different from those purchasing a 'One Week Day Return' ticket which was of equally low sample.

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

There was no significant difference by machine type or experience of user on this measure.

Overall, the average number of times a correction was required was 0.3 per transaction, and this figure was equally insignificant across previous years, albeit marginally higher, at 0.4 in 2015 and 0.8 in 2014.

2.2 Satisfaction with TVM Ticket Purchase

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

As in years 2014 and 2015, the large majority of shoppers found it easy to find information about ticket types and conditions on TVMs. In 2016, two thirds (66%) of mystery shoppers found it 'Easy' or 'Very easy' to find information about ticket types and conditions on the ticket machine. Only 4% considered it difficult or very difficult to locate the required information in 2016, mirroring the result in 2015 and a consistent improvement over the 9% observed in 2014.

The charts in this section are based on those that were aware of the presence of instructions on ticket types and conditions and needed to look at this information (N= 158), the percentages don't include the proportions of mystery shoppers that stated they were unaware of instructions on the TVM machine, or were aware but did not need these instructions.

In 2015, mystery shoppers using S&B (61%) machines reported significantly higher instances of 'Very Easy' ratings than those using ATOS (49%) machines. The opposite result was observed in the current year, and a lower proportion of 'Very easy' ratings provided overall. 35% of S&B users rated the ease of finding instructions as 'Very easy', in comparison to 53% of ATOS users.

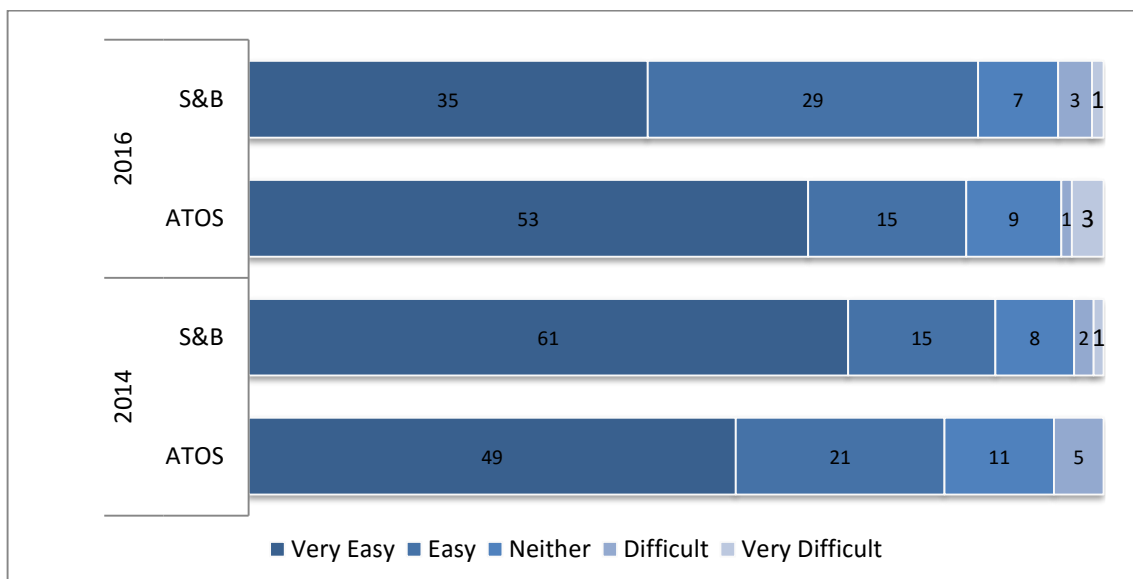


Figure 9 – Ease of Finding Info. on Ticket Types/Conditions by TVM Type

In 2016, there was no clear correlation between mystery shoppers' purchasing frequency and their ease of finding information on ticket types and conditions.

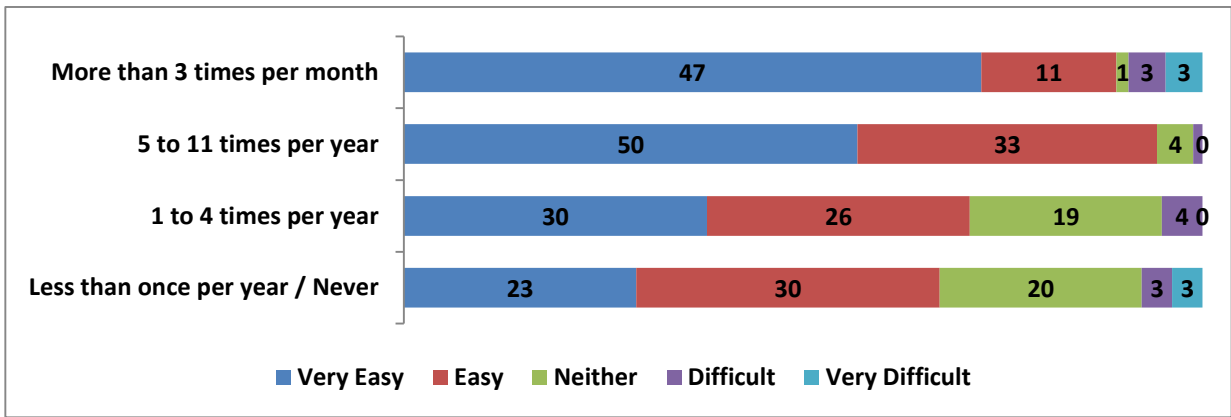


Figure 10 – Ease of Finding Info. on Ticket Types/Conditions by TVM Experience

Transaction speed correlated with ratings, with over a quarter (27%) of Mystery shoppers who took the most amount of time to complete their purchase reporting that it was either 'Difficult' or 'Very difficult' to find instructions as compared to just 2% of those who took the shortest amount of time.

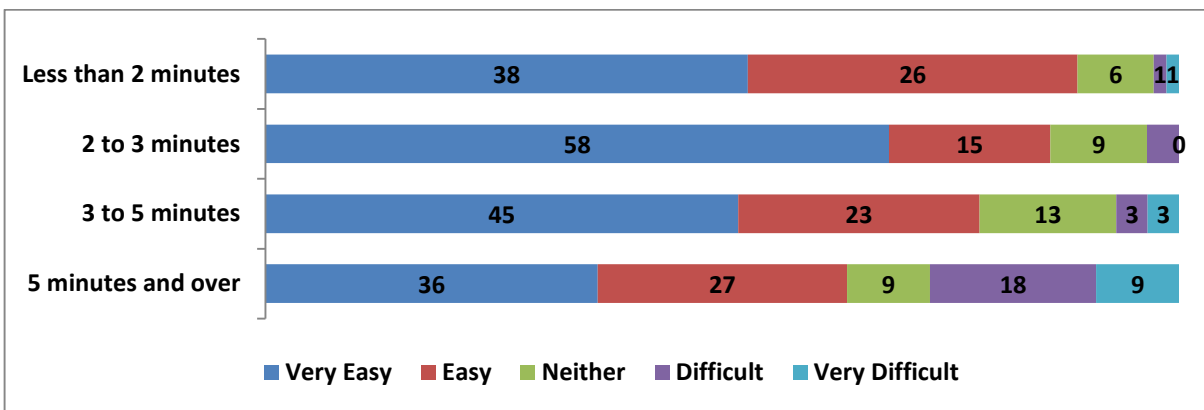


Figure 11 – Ease of Finding Info. on Ticket Types/Conditions by Total Purchase Time

2.2.2 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, with just 4% claiming to be either 'Very Dissatisfied' or 'Dissatisfied' which mirrored the 2015 result and represented a consistent improvement over the 10% observed in 2014.

There was no significant difference observed between TVM Type on this measure, nor ticket type.

However, there was some variance at Operator level. 95% of mystery shoppers using TVMs registered to Regional Operators were satisfied with the information on ticket types as opposed to 91% for London & South East Operators and 86% of Long Distance Operators.

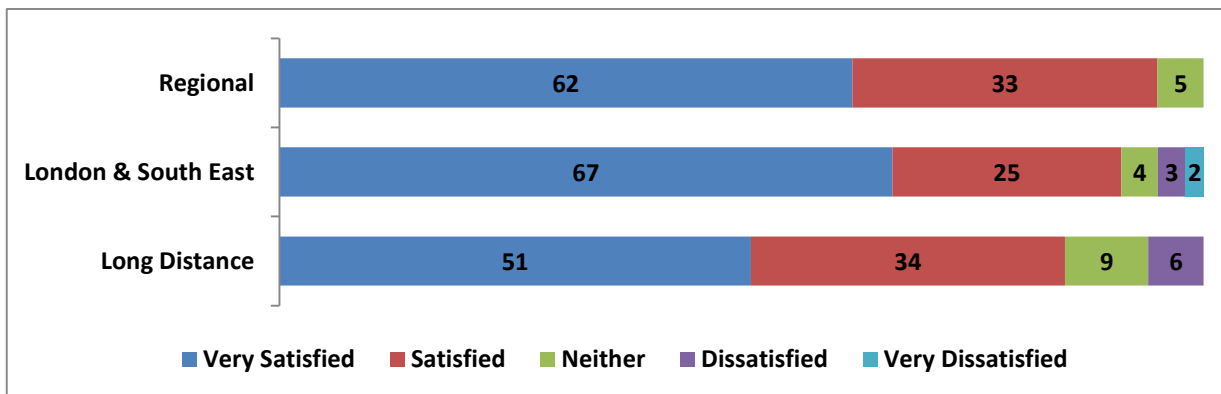


Figure 12 – Satisfaction with Info. on Ticket Types & Conditions by TVM Type

The following comments were made by those not satisfied with the information provided:

"I expected more options/information" **ATOS, East Midlands**

"There was no information, no clear ability to choose between a selection of tickets, other than being able to enter your destination" **Scheidt & Bachmann, Govia Thameslink Railway**

"The machine did not work and I was offered no assistance or provided with step by step information." **ATOS, Govia Thameslink Railway**

"(The TVM) was very hard to read and understand. It was not very user friendly." **Scheidt & Bachmann, South Eastern**

"On purchasing, I was still unsure whether I was ordering the correct journey and the printed ticket was not very clear with regards to whether it offered much flexibility." **ATOS, South West**

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

94% of mystery shoppers were satisfied with the clarity of the instructions for using ticket machines, which was a slight decrease from the satisfaction rate of 98% observed in 2015. However, just 4% of mystery shoppers expressed dissatisfaction with this aspect of their TVM purchase experience (2% in 2015).

The charts in this section are based on the full sample (n = 200). Since this question was related to the instructions as a whole, and not specifically related to Ticket Types and Conditions, all shoppers were asked about the clarity of the instructions for using the TVM.

As per satisfaction with Information on Ticket Types and Conditions, Regional Operators were found to have the highest proportion of mystery shoppers feeling either 'Satisfied' or 'Very Satisfied' with the clarity of information (96%), particularly more than Long Distance Operators (88%).

Similar to mystery shoppers' ratings of satisfaction with the instructions on ticket types and conditions, ATOS also received marginally higher satisfaction ratings for the clarity of instructions.

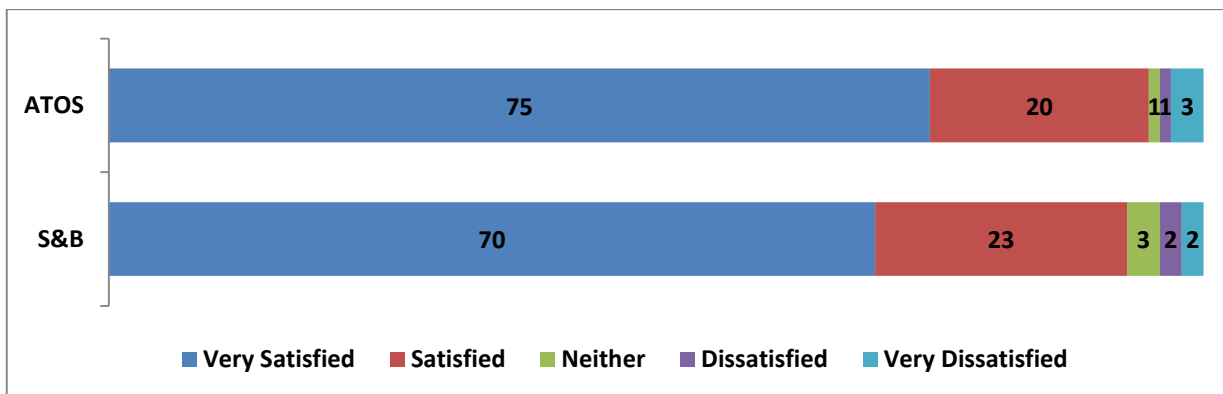


Figure 13 – Satisfaction with Clarity of Instructions for Using the Ticket Machine by TVM Type

As expected, mystery shoppers with the fastest transaction times were most satisfied with the clarity of instructions.

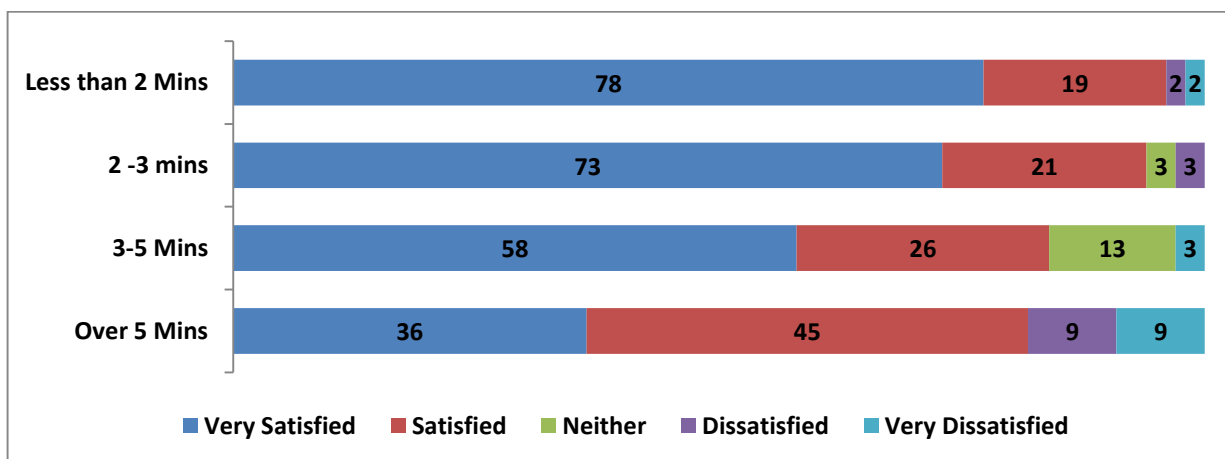


Figure 14 – Satisfaction with Clarity of Instructions for Using the Ticket Machine by Total Purchase Time

As in 2015, mystery shoppers that purchased tickets from TVMs least frequently provided significantly lower satisfaction ratings than more experienced shoppers.

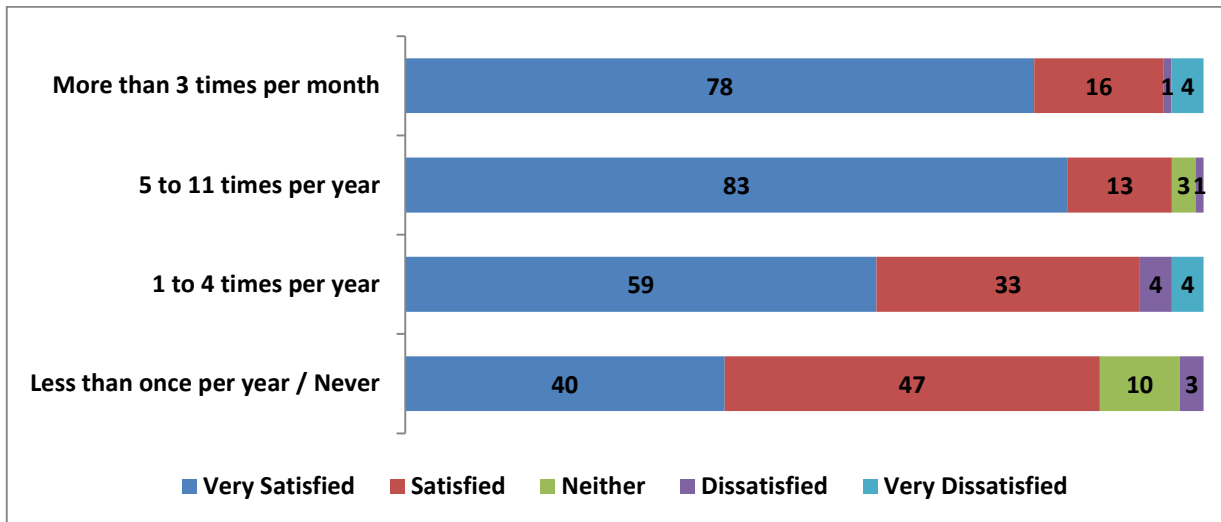


Figure 15 – Satisfaction with Clarity of Instructions for Using the Ticket Machine by TVM Experience

The following comments were made by those not satisfied with the information provided:

"I used one of the shortcuts on the first screen, thinking that would be the easiest way to buy a single ticket into London, but this was only an option for a return ticket. I tried again and used a different shortcut from the first screen, but this was not correct either. Then I spotted the option to search for a particular station and select a single ticket after this. There was too much information on the first screen that I didn't need." **Scheidt & Bachmann, Anglia**

"It seemed confusing" **ATOS, East Midlands**

"There were no options on the machine. I was only given one but told that the ticket has restrictions but to see staff or website for details. Accessing the website not offered. No date of travel options given until I had the ticket and it was printed for today." **Scheidt & Bachmann, Govia Thameslink Railway**

"The machine did not work and offered no assistance for providing any information." **ATOS, Govia Thameslink Railway**

"It was not made clear that one should select the ticket type before applying the railcard. I had to be vigilant enough to spot that the applicable discount had not been applied and that I would need to repeat the railcard entry." **Scheidt & Bachmann, Great Western**

"The process is very confusing, particularly for a new user. There are too many variables to consider and you are not sure which one is correct." **ATOS, South West**

"In my view the customer could have been guided through the purchasing process more easily. It was not clear to me, for example, that the ticket machine did not accept cash, this needed to be made clear from the onset. Also, at times choices that appeared on the screen for customers to press were confusing, for example, one screen gave two options of 'railcard' and 'people.' It was easy to guess that you should press 'Railcard' if you had a railcard but it was not clear to me what 'people' meant so I found this instruction unclear." **ATOS, East Coast**

2.3 The Ticket Purchased

2.3.1 Were You Able to Purchase a Ticket?

All mystery shoppers were able to purchase a ticket in 2016. This is a marked improvement over 2015, where there were 6 instances of non-purchases (97% pass rate in 2015).

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

Only 3% (4% in 2015) of mystery shoppers expressed a lack of confidence in having obtained the correct ticket for their journey. The large majority were confident in their purchase, including 85% who were very confident (76% in 2015, 65% in 2014) and a further 11% (17% in 2015, 16% in 2014) who claimed to be fairly confident that their ticket was correct. Users self-reports of confidence have therefore gradually increased since 2014.

ATOS users generally reported a higher degree of confidence.

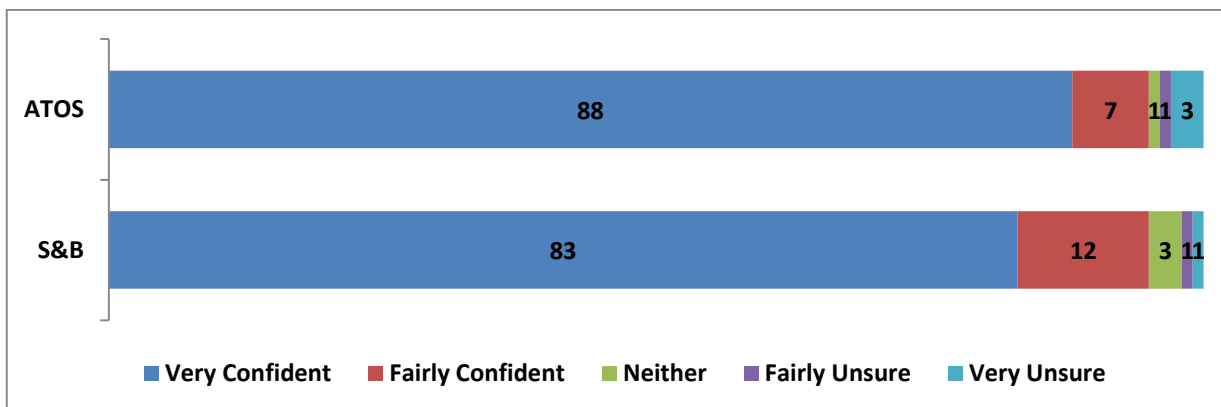


Figure 16 – Confidence in Getting the Correct Ticket by TVM Type

As expected, those taking the most amount of time to complete their purchase were found to express lesser confidence in their ticket purchase than other groups.

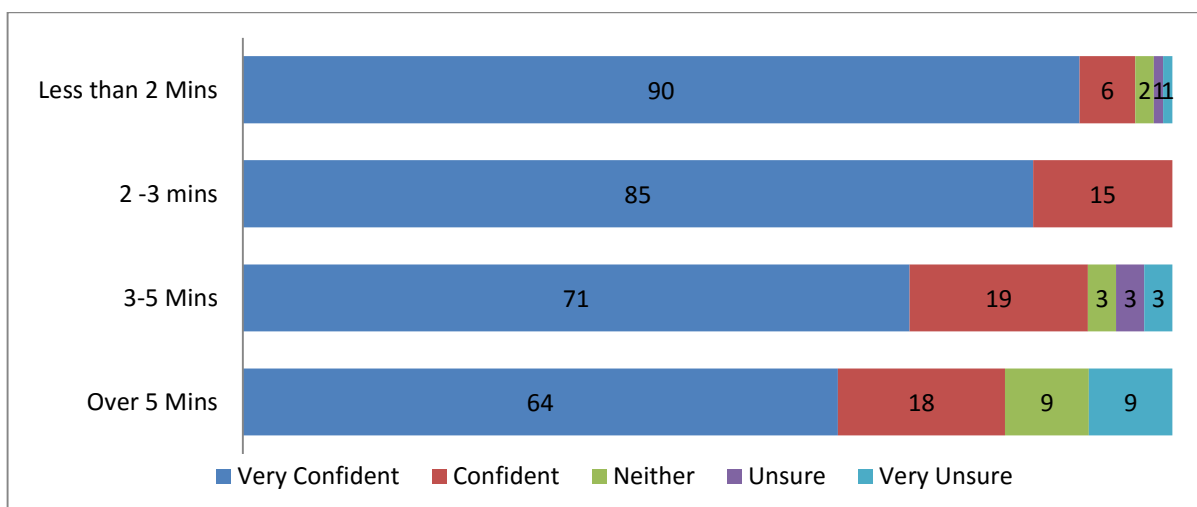


Figure 17 – Confidence in Getting the Correct Ticket by Total Purchase Time

2.3.3 Was the Correct Ticket Purchased?

Shoppers' perceived accuracy, or confidence, in having purchased the correct ticket was a strong indicator of actual ticket accuracy; all mystery shoppers successfully purchased the correct ticket in 2016. This represented a significant improvement over the 97% pass rate (6 instances of incorrect tickets being purchased) observed in 2015.

As in previous years, mystery shopper recruitment involved a screening process which allows only new shoppers to partake in the research, i.e. those that have not undertaken TVM mystery shopping assessments in the past. This serves to ensure the integrity of the results, in that data is not collected from shoppers who have become accustomed to the requirements of the assessment (e.g. Scenarios) or using TVMs in general.

2.4 Terminology and Suggested Improvements

2.4.1 Was there any Terminology you did not understand?

As in 2014 and 2016, almost all mystery shoppers found the terminology on-screen to be clear and easy to understand. Only 2% of shoppers cited terminology that they did not understand (5% in 2015, 4% in 2014). The resulting comments are shown below:

"I suppose I only had an assumption that 'any permitted route' meant any train but this could be taken literally to some meaning they could take different trains and not a direct one" **Scheidt & Bachmann, Govia Thameslink Railway**

"I'm always slightly uneasy about 'single anytime' etc. And not knowing what detail is behind such terms." **Scheidt & Bachmann, South West**

"I did not know what 'People' meant when given the choice on a screen about 'Railcards' or 'People.' This seemed to mean something like 'number of passengers / child or adult' but it was not clear that I was meant to press it next." **ATOS, East Coast**

2.4.2 What was the one main improvement that would make the TVM machine more user friendly?

Two thirds of mystery shoppers were able to suggest an improvement that they felt would positively impact user-friendliness of the TVM machines.

There were some re-occurring themes (shown below and overleaf) amongst the suggestions, although there was no significant difference in the types of suggestions between TVM types.

Unresponsive Screen

"I found that the touchscreen buttons were not particularly sensitive which meant you had to press them quite hard, often several times before they registered the option, which was quite frustrating and time consuming." **Scheidt & Bachmann, Arriva Wales**

"The sensitivity of the screen might make it difficult for some users to use as it did require a firm push to proceed to the next screen." **ATOS, Govia Thameslink Railway**

Explanation of ticket types and peak restrictions

“The tickets with restrictions on need to have more details around what the restrictions are.” **Scheidt & Bachmann, Anglia**

“They should give a full description of when you can use an off-peak ticket. I only know this already due to using trains very regularly but most people would not.” **Scheidt & Bachmann, East Midlands**

“There were too many options available from the first screen. The shortcuts were more of a hindrance to me than a help.” **Scheidt & Bachmann, Anglia**

“They need to ensure it is clear that using shortcuts limits the choices.” **Scheidt & Bachmann, Great Western**

Time of day

“The ticket machine needs to give customers the option to choose what time of day they are travelling at that day. A customer who is buying a ticket at 09:00 might want to buy a ticket for a train that’s departing later that day at 14:00. The ticket machine needs to incorporate this option because it might help them to buy a cheaper ticket without them having to wait in a long queue or use the Internet. I might have wanted to travel at an off-peak time that day, even though I was purchasing the ticket at 08:16 AM.” **Scheidt & Bachmann, East Midlands**

“I would like to know whether there is an option to get a cheaper ticket if I travel at a different time of day.” **Scheidt & Bachmann, Anglia**

Simplified Screen

“The biggest challenges I faced when using the ticket machine were the understanding of the steps I needed to take as well as understanding of the different ticket types on offer. For the first point, I feel that the layout of the ticket machine could have been simplified to make it effortless to use. The first screen shown could have a selection of options in the centre of the screen and clear, concise, information could be provided at each step of the process. For the second point, it would help if a short, clear explanation of each ticket type was included next to each selection.” **Scheidt & Bachmann, Great Western**

“I think that there is far too much information on the ticket options screen to read through. I think that the information needs to be simplified or broken down into more manageable chunks. You should have to select a single or return first, then select or type the destination, and it should proceed from here.”

Scheidt & Bachmann, ScotRail

Displaying Information Together

“I felt that ideally the single and return fares would be displayed together.” **Scheidt & Bachmann, Anglia**

“They should display all different ticket types, prices, and options on one screen.” **Scheidt & Bachmann, Great Western**

Glare

“The ticket machine location could be changed to somewhere where it would not get full sun.” **Scheidt & Bachmann, London Midland**

“Glasgow Central has a glass roof and this causes a glare on the screen. Perhaps a covering on the screen or a canopy above the machines could help.” **Scheidt & Bachmann, ScotRail**

Appendix - Questionnaire

Train Ticket Mystery Shopping 2016 S15 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)	
Q4. Was the TVM branded as belonging to a particular Train Operating Company (TOC) ?	<input type="checkbox"/> N/A <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"/> N/A <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)	
Q16. How satisfied were you with the information about ticket types and conditions given by the ticket machine?	<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="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)	

Q19a. Were you able to purchase a ticket from the TVM?	<input type="checkbox"/> Yes (1) <input type="checkbox"/> 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="checkbox"/> Very confident (0) <input type="checkbox"/> Fairly confident (0)
Q20. How confident are you that you got the correct ticket?	<input type="checkbox"/> Neither (0) <input type="checkbox"/> Fairly unsure (0) <input type="checkbox"/> 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="checkbox"/> More than 3 times a week (0) <input type="checkbox"/> 1 to 3 times per week (0) <input type="checkbox"/> 1 to 3 times per month (0) <input type="checkbox"/> 5 to 11 times per year (0) <input type="checkbox"/> 1 to 4 times per year (0) <input type="checkbox"/> Less than once per year (0) <input type="checkbox"/> 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="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neither <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied
E2 Security	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neither <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied
E3 Speed of the Ticket Machine	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neither <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied
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="checkbox"/> Welcoming <input type="checkbox"/> Off putting
D2 Did the on screen display have a contemporary layout?	<input type="checkbox"/> Modern <input type="checkbox"/> Old Fashioned
D3 Was the on screen display appropriate for a Rail Service?	<input type="checkbox"/> Appropriate for a Rail service machine <input type="checkbox"/> Inappropriate for a Rail service machine
Overall comments	
Please provide a few comments informing us 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 Sample Comment Text <i>(Click to enter comment text)</i>	
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.	
<i>please take a photo of the options screen as per your instructions and upload the image to this survey.</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)	
<i>write in 5 digit number including any leading 0's</i>	
Q27. Ticket price	
<i>If sold two single tickets instead of one return record price of first ticket here and second in Q41</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>	
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>	
Postage amount	
Credit Card/Other Charges	
Reimbursement Total	
Validation	
Validators Name	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
Hard Copy Received?	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)

Please confirm that site is validated and ready for batching?	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
Ticket Order Number in Batch	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)
<i>Please ensure tickets are batched in this order and bound tightly</i>	
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?	

