

# Our Research on the Rail Data Marketplace

Research has been an integral part of the Rail Data Marketplace and allowed us to build on our previous understanding of our users. We had the objective to test the following key areas using a mixture of the interviews and a survey:

## Is our proposition right?

Is the use of accessing API'S what publishers and consumers need

## Programme Objectives

Ensure that the programmes objectives, such as the provision of open data, resonates and meets our users needs.

## Validate who are users are

Understanding who are users are means we can build a service that meets their needs.

## Test our User Journeys

With the help of a prototype we wanted to test our assumptions of the tasks our users need to perform to publish and access data.

# Participants of the research interviews



**51 users**

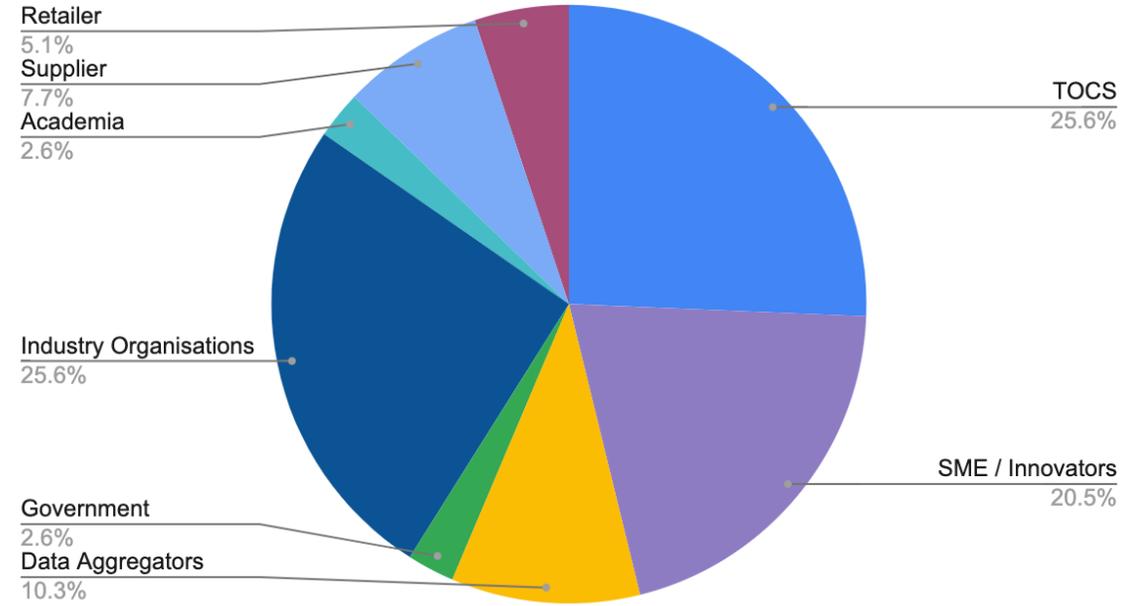
## Methods of research:

- In-depth interviews
- Usability testing

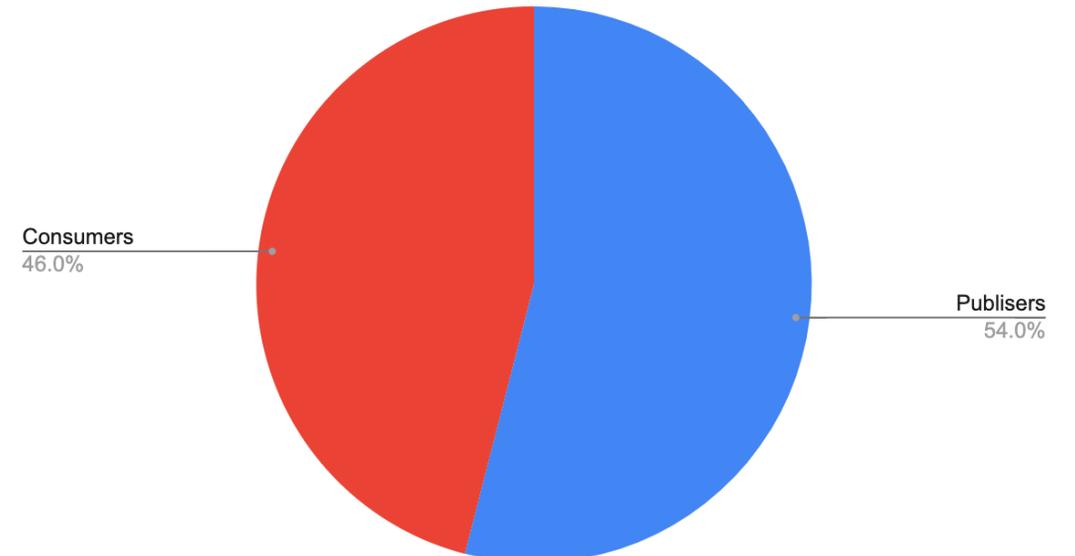
## Participants By Role



## Participants By Organisation



## Publishers and Consumer Split





## Perceptions and expectations of the RDM

The RDM proposition was unclear to most participants, however once it was explained they understood the concept and agreed with the approach of using APIs to directly access data.



## Technical knowledge and domain of the data consumer

It was acknowledged that some technical knowledge would be required to use the data. Although this should not be a barrier, some level of support would be necessary. Domain knowledge would also be required to understand what the data relates to within its wider context.



## User's expectations as to how data should be published and consumed

Participants were keen for the RDM not to act as a proxy layer and provide data consumers direct access to the APIs published. It was also acknowledged that cleansing and standardisation of data would be necessary.



## Commercial, licensing considerations and the RDM

Train Operating Companies were keen to understand the commercial model and how they could recoup costs for publishing, maintaining, and supporting their APIs. As a result, they wanted data on the size of the audience and a view to the type of data that would be on the service.



## Innovation and rail data

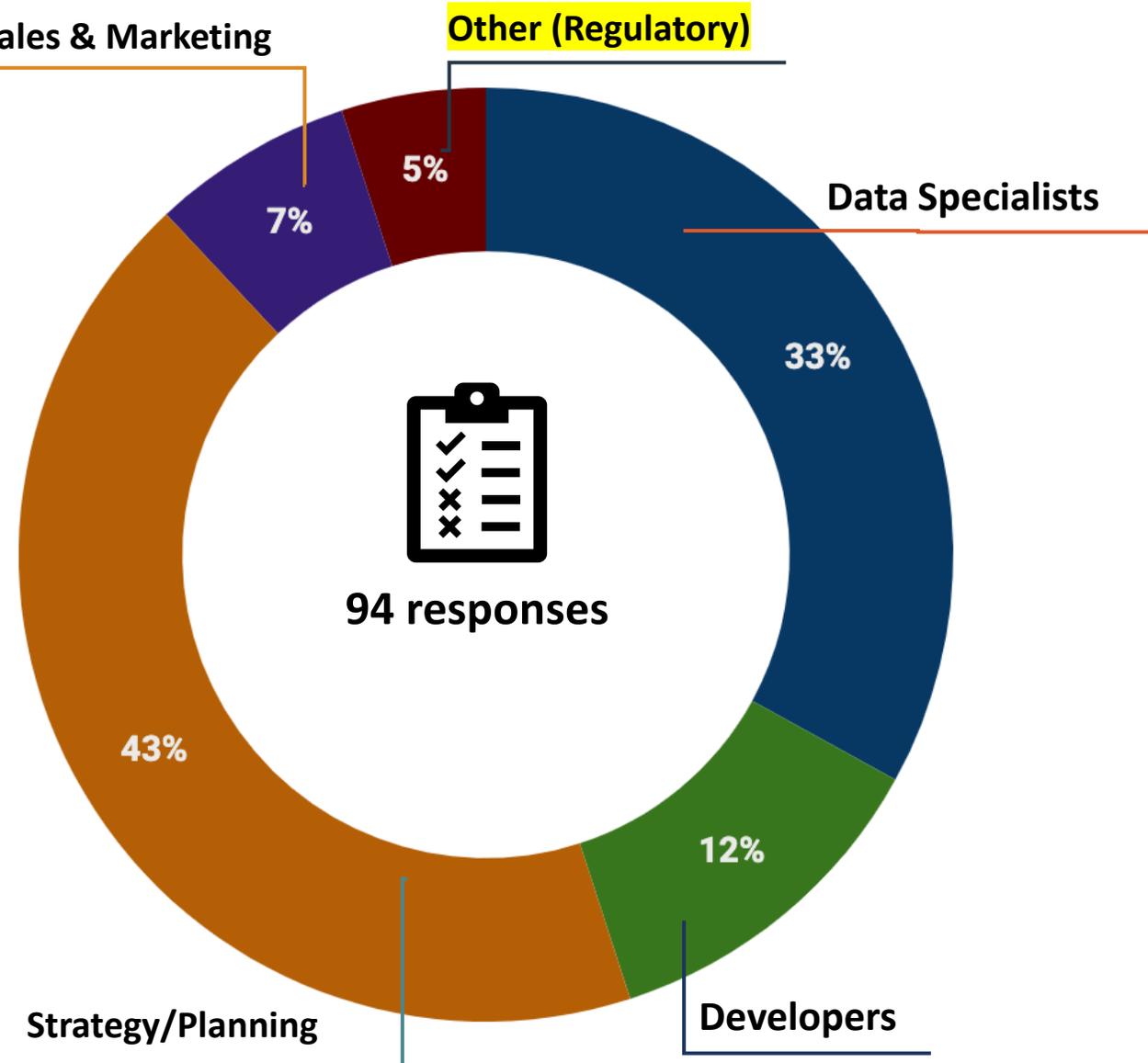
Innovation could come from within or outside the UK. New projects could be initiated through having access to APIs. Raw data and GTFS formats were mentioned as the type of data formats that would broaden the number of developers who could use data, but this may lead to increased costs.



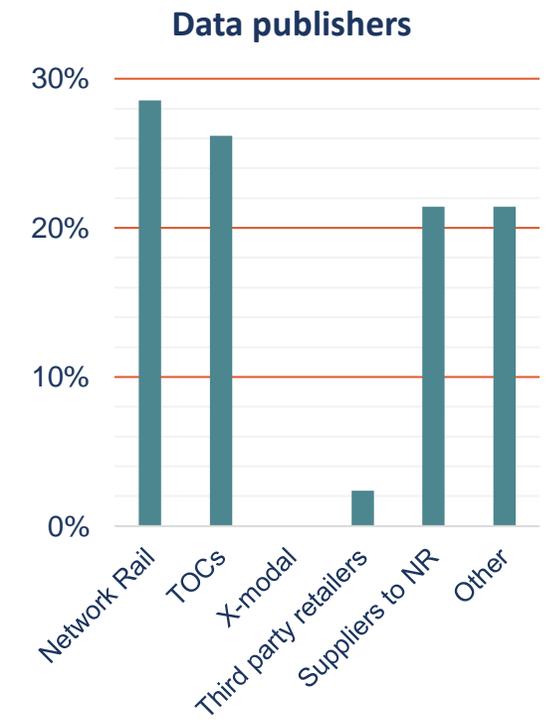
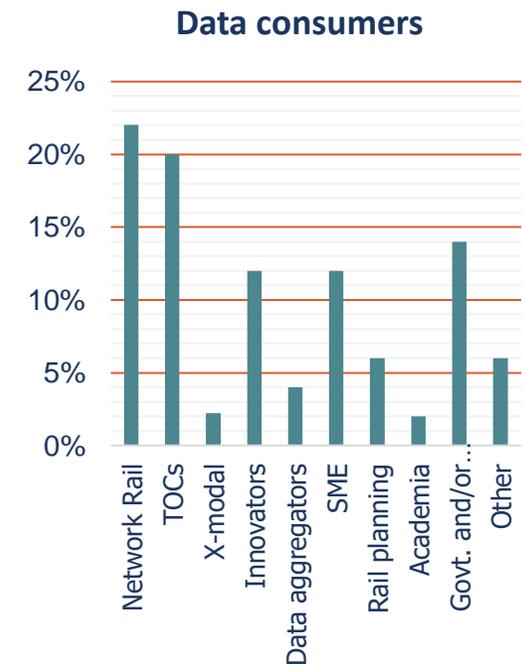
## Support and Community

The community element was seen as useful, with supporting documentation for APIs viewed very highly by potential consumers. The ability for data consumers to contact data publishers directly was also viewed positively.

# Survey respondents

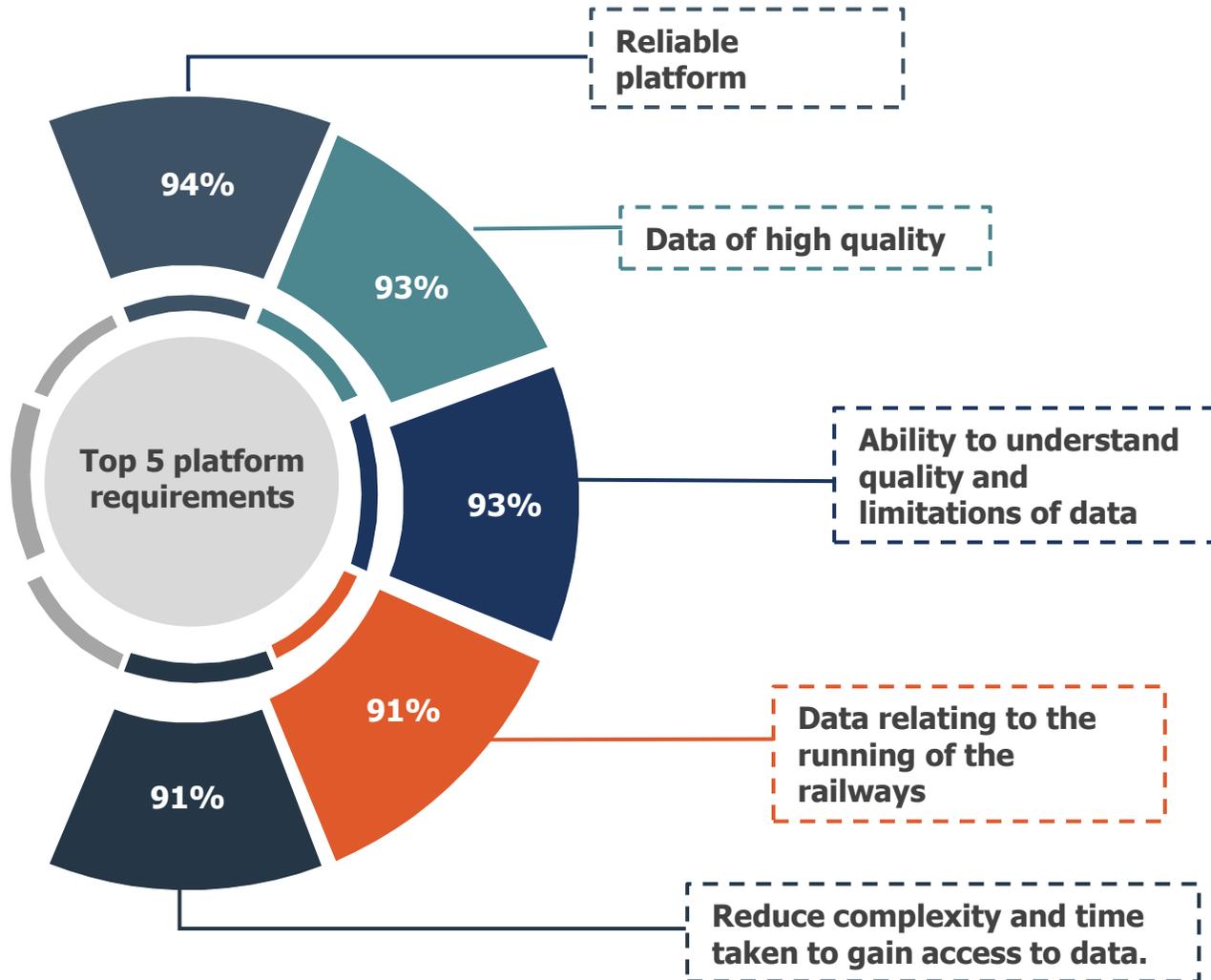


## Organisations



# Survey main findings

## Top 5 platform requirements



## Top general service requirements

**86%** **High service uptime**  
A service that is continuously available and operational.

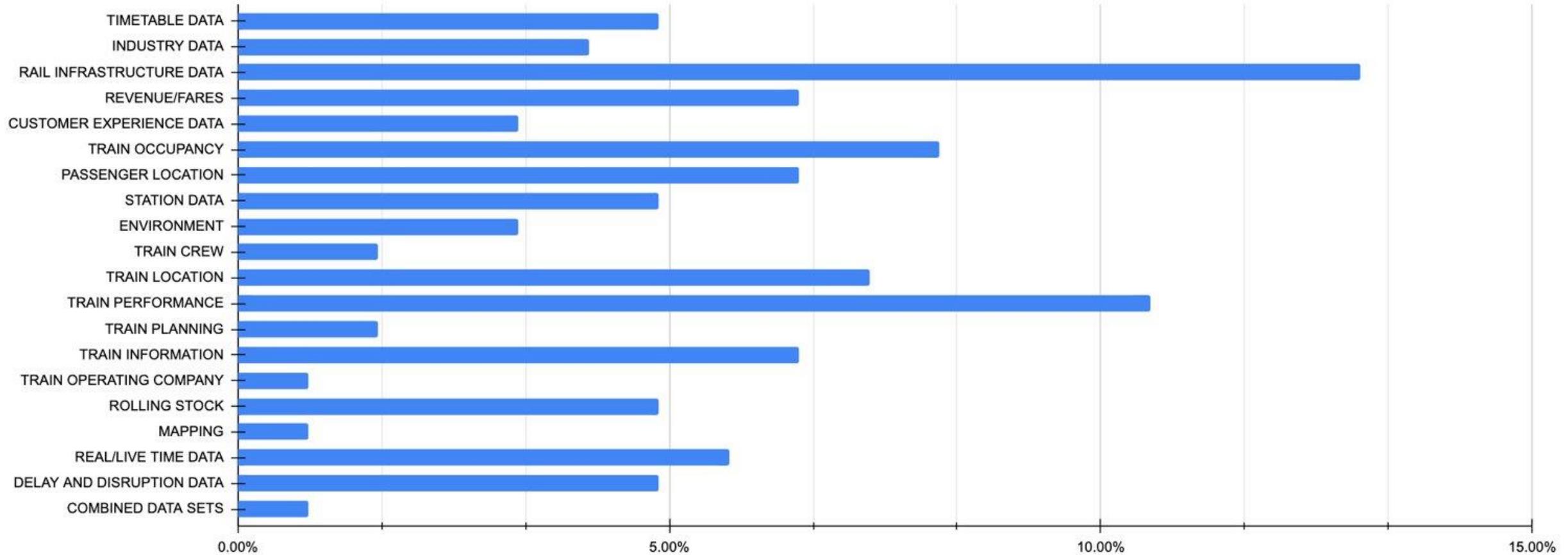
**82%** **Terms of use**  
Terms of use which are clear and simple to sign up to.

**78%** **Quality documentation**  
High quality supporting documentation for each data source.

**78%** **Licensing agreements**  
Standard licensing agreements to support data exchange.

# Data Users would like to consume

## What data would be useful to you as a data consumer?



RDM should provide data that will improve train performance and reliability.

RDM should set the standard within the industry.

Licensing should be simple.

There should be a clear separation between publisher and consumer to avoid restriction of data consumers.

