

# Case Study



## Passenger Journey Assessment Heathrow Express

# Journey Assessment

- ✓ Assessment as first-time visitor from plane to train
- ✓ Workshop to walk through the assessment and explore impact of findings
- ✓ Visual report with recommendations and reference to global best practice

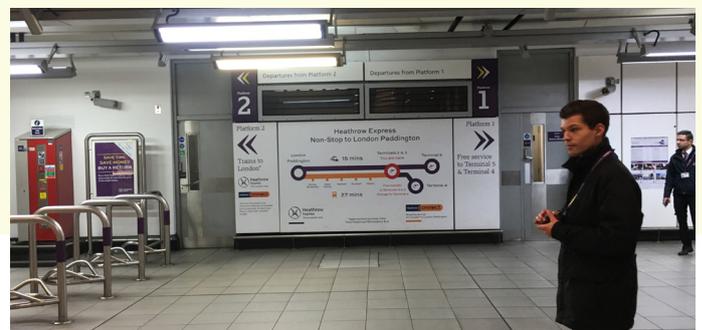
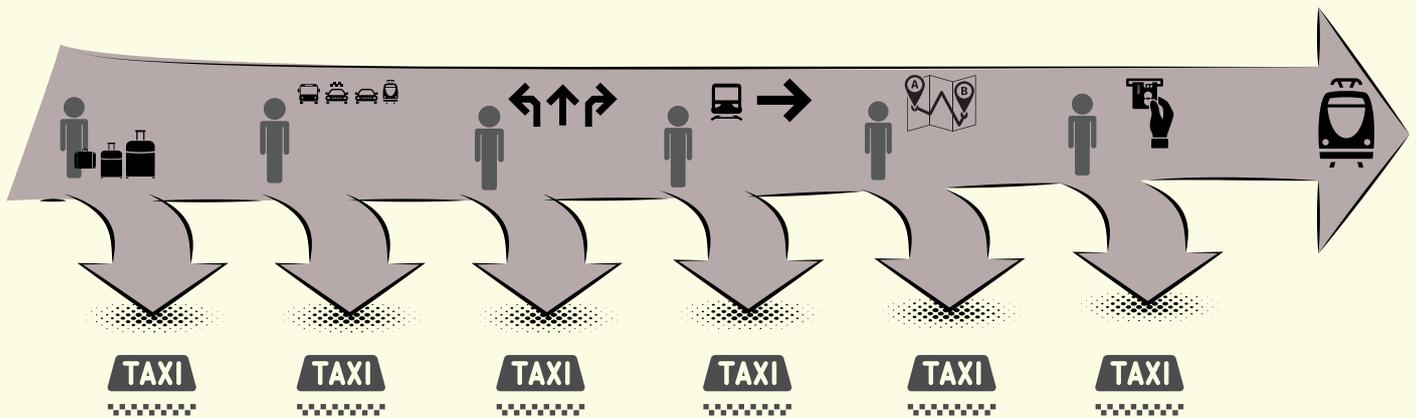
“Opened my eyes to the conflict in information we have”

Transporting Cities was commissioned to undertake a Passenger Journey Assessment for Heathrow Express. The assessment reviewed the journey experience for those passengers landing at Heathrow Airport, who sought to continue their journey on Heathrow Express.

The assessment assumed the role of a first-time user and was conducted as a walkthrough at each terminal. Beginning at the gate, the route proceeded through the arrivals process into the public arrivals area, before entering into the HEx station and boarding platform.

The assessment was undertaken with a view to identifying “Escape Points”: those parts of the journey where the passenger is faced with a dilemma and where confusion or doubt may deter the passenger. Escape Points may arise due to the passenger’s cultural assumptions, knowledge or international experience - such as a reluctance to identify themselves as a visitor.

Transporting Cities seeks to remove these Escape Points in order to provide a seamless Passenger Experience and ensure more passengers are guided to, buy tickets and return to HEx.



# Review and the Workshop

**“It’s so obvious when you put yourself in someone else’s shoes”**



Transporting Cities representatives worked together with the Heathrow Express team to review the report and discuss the key findings:

- Identify areas where information about the onward journey is not clear or missing.
- Ensure consistent use of branding throughout the journey.
- Boost recognition and identity of the service offering.
- Identify where wayfinding can be improved for a more informed journey.
- Passenger engagement with remote sales staff.
- Highlight where competition may provide a more visible option.
- Share best practices from around the world.

As an external organisation, Transporting Cities was able to undertake this assessment objectively with a fresh view on the journey experience - one that would not be possible to staff who work regularly in the Heathrow Express business.



**“**It was extremely helpful to have an external entity consider the plane to platform path, working with an objective perspective and providing invaluable insight. The report has served in identifying opportunities to test and improve the passenger journey, reaffirming the need to revisit and improve elements that had already been identified historically but had not received license to implement. **”**

**Gavin Clare-Campbell, Project Manager - Commercial Sales, Heathrow Express**

**“All very good information”**

**“It’s so obvious when you put yourself in someone else’s shoes”**

**“Hugely valuable”**

**“Very useful”**

**“Insightful”**

**“Opened my eyes to the conflict in information we have”**

**“A chance to make things simpler”**