Making it easy

Sam I’Anson | Northern Trains
Introduction

• 2nd largest train operator in the UK
• Provide 2,500 services every day to 500+ stations across the North of England
• 100 million passenger journeys every year
• 7,000+ employees across the network
What to expect

Listen
Test
Learn
Listening

- Feedback
- User Testing
- Market Research
- App Store Reviews
- Customer Survey
- Focus Groups
- Social Listening
• Not everything you’ve captured will produce positive results

• Sometimes tests will give unexpected results
Finding tickets

I want to choose my ticket type
Cheap fare finder

I struggle to find the cheapest tickets for my journey
Just the ticket tool

Find the best ticket for your commute

Recommended ticket - Season
- Season ticket is available for your journey - unlimited travel between bus stations, offering excellent value for money. Annual season saving: 40%. Monthly season saving: 34%. 7-day season saving: 48%.

- FlexSeason ticket is available for your journey - 10 tickets to use in any 28 days, offering added flexibility and same savings.

- Daily Return ticket is available for your journey - a simple return trip between two stations. Peak return £39.50. Off peak return £21.50.

Steps & Forms
Day tripper tool

Find some inspiration on where to visit
Take the day with some destination inspiration. All trips are less than 60 minutes.

Select your departure station: Manchester Victoria

Why not visit Salford
Salford is really going places. Perfect for canal walks, the hustle and bustle of Salford Quay and the world-renowned IWM North museum. Only a short stroll from Manchester city centre too.

Book tickets

Why not visit Liverpool Lime Street
Within Liverpool’s rich and diverse city region, you’ll find areas packed with museums and galleries, restaurants and bars, along with a spectacular coastline of sand dunes and beaches — not to mention a skyline that is recognised the world over.

Book tickets
Savings calculator

Save with the train
Think small too!
And finally...

• Consider how you can “make it easy”
• Think customer first
• Listen to customers and learn from experiences
• Always test assumptions and feedback
• Tools can help make things easier
  • but it takes time to build usage