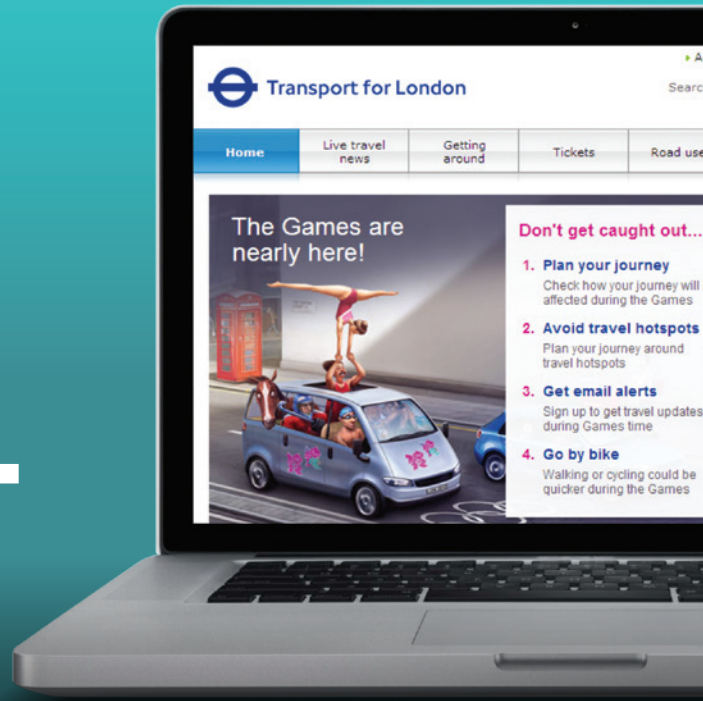


AWARDED BEST GOVERNMENT WEBSITE.

TRANSPORT FOR LONDON



Transport for London (TfL) was created in 2000 and is the integrated body responsible for the Capital's transport system.

Its main role is to implement the Mayor's transport strategy for London and manage transport services across the Capital for which the Mayor is responsible.

Having been formed from a number of different transport entities, TfL had built up a group of modal websites such as London Underground, Buses and the DLR, and a group of services based sites, such as Oyster and ticketing, Congestion Charging and Journey Planner. TfL recognised through research and analytics that their site was structured to represent their organisation rather than the needs and requirements of their customers, partners and suppliers.

**Monthly visits increased by 20%
to 5.5 million following launch.**

THE CHALLENGE

In response to the Mayor of London's transport strategy the challenge was to reorganise and improve Transport for London's website, with specific focus on helping users find information and services as easily as possible. TfL asked us to help them create a world-class online experience to become much more consumer focused and help shift brand perception.

HOW WE HELPED

BAE Systems Applied Intelligence's first major engagement with TfL was to complete a redesign & re-architecting of tfl.gov.uk to include all consumer facing, corporate and B2B areas of their site and deliver an outstanding customer experience.

Our Creative Services team have developed a framework for website, portal and application development, based on a User Centred Design (UCD) methodology. It has been purposefully designed to be flexible, and is tailored to meet client's ambitions, objectives and budgets, as well as updated to reflect advances in technology, consumer behaviour and trends, adoption of best practices and lessons learned.

This approach aligned well with that of the TfL team who were equally determined to take a customer centred approach to the site and ensure that the best possible solution would be delivered to the millions who use the site each month.

Over 90% customer satisfaction with TfL's website.

We worked hand in hand with the TfL in-house team to ensure the new site was delivered in line with the ethos of TfL and to ensure product acceptance could be quickly achieved.

Two key components underpinning the success of the project were user testing and stakeholder consultation. At all stages of the redesign the needs of end users were foremost in the process. These needs were gathered through a combination of research & profiling, online surveys, focus groups, observed trials and interviews. In parallel, a series of events were conducted, engaging with large numbers of stakeholders throughout the organisation, enabling them to contribute to the project throughout the design process.

THE RESULTS

In the first 6 months since launch overall site visits increased by 20% and travel alert subscriptions trebled. Customer satisfaction has steadily increased and now stands at over 90% of customers stating the site is above average or better.

The site re-launched on time and within budget and has won the client a Good Communication award for Government Website of the Year, a commendation in the digital information design category at the Design Week awards and a Webby Award for best Government website.

The site has proved to be a robust and scalable resource. Monthly visits around the launch were 4.5 million and have steadily increased to 14 million in 2012.

The platform has been successfully used to support the 2012 Olympic and Paralympic Games transport services, delivering 17 million visits in July 2012 alone.

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