

1

BUSINESS CHALLENGE

A well-established transport company needed to future-proof its business by developing offerings to satisfy the **current** and likely **future** needs of travellers.



2

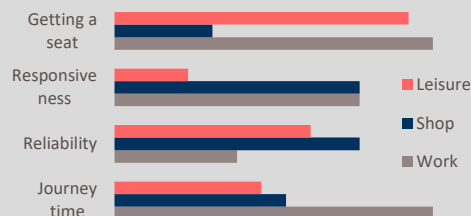
OUR APPROACH

We conducted a comprehensive qualitative and quantitative study to explore current and future journey needs on a functional and emotive level. We then developed new concepts and tested travellers' reactions to them.

Qualitative focus groups uncovered deep emotional travel needs across a range of age groups and a mix of modes of transport users.



A quantitative trade off exercise identified the relative importance of functional and emotional travel drivers.



Imagined situations were used to explore how needs might change in the future.



Appeal of future solutions was identified, along with price sensitivity, to assess commercial viability.

Good Value vs Too Expensive



3

OUTCOME

The most appealing and commercially viable solutions have been taken forward into trial where a number of KPIs (such as customer satisfaction) will be monitored to identify their impact.