

25 Years of TfL Payment and Product Innovations

Jenita Treacy, Senior Product Manager, **Transport for London**

Lucy Preston, Senior Product Manager, **Transport for London**

Sarah Bennett, Senior Revenue Analyst, **Transport for London**

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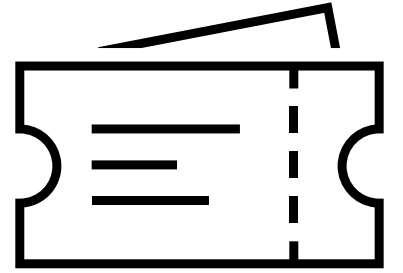
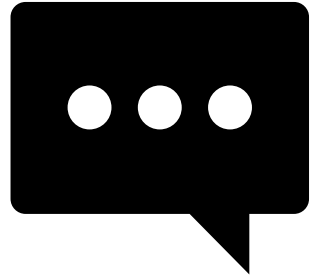
Transport for London





Designing for the
average
passenger?





Consistency
breeds
confidence



The TfL Product Test

01

Can a tired customer understand it?

02

Does it reduce uncertainty during disruption?

03

Does it work for someone who can't or won't use a smart phone?

04

Can it sit alongside what already exists without confusion?



Combined Oyster - library card?



Keep



Oyster watch?



Keep



Oyster vending machine?



Keep



Free phone to contact centre?



Keep



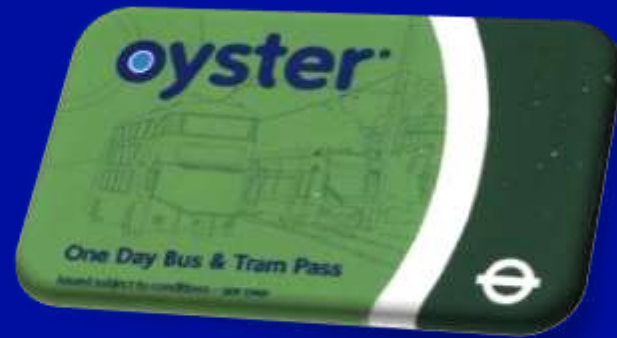
Young visitor discount?



Keep



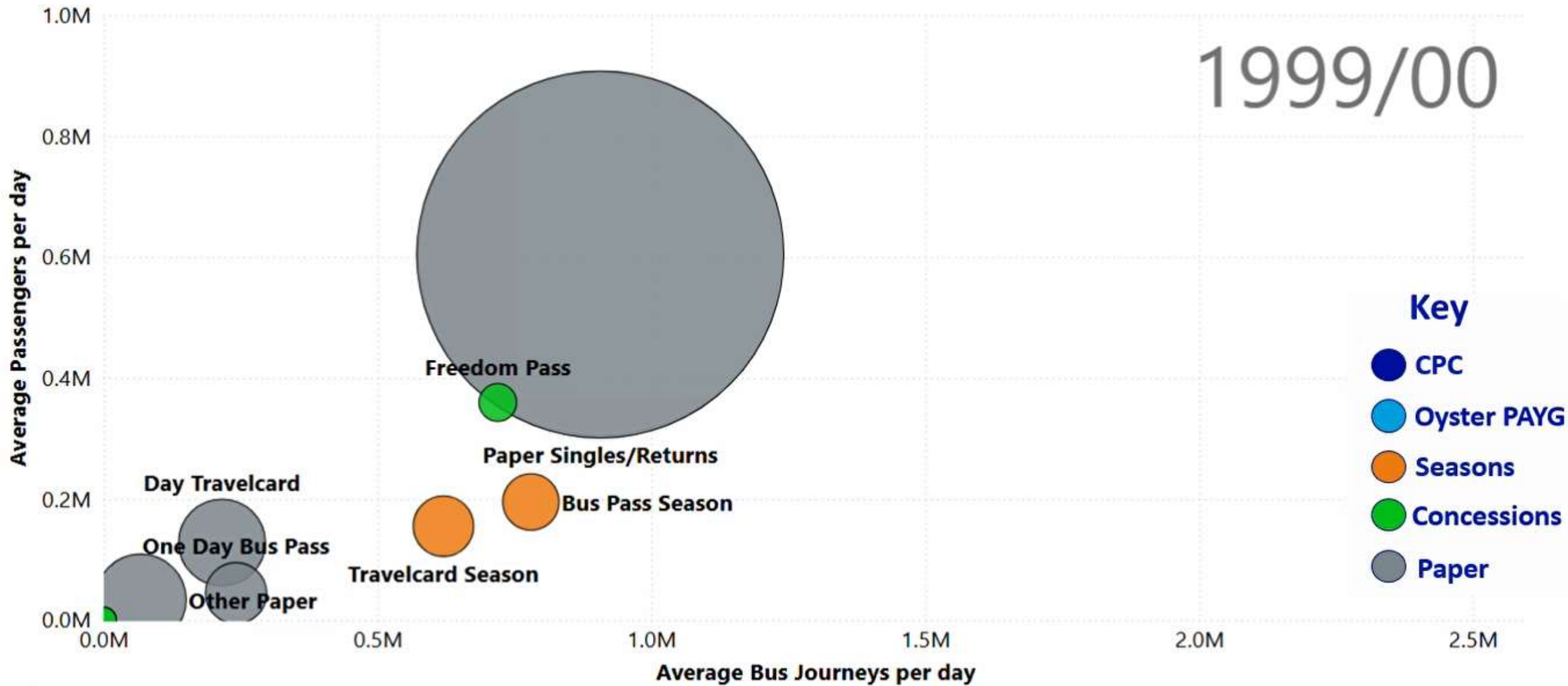
One day bus & tram Oyster card?



Keep



25 Years of Ticketing Changes on Bus



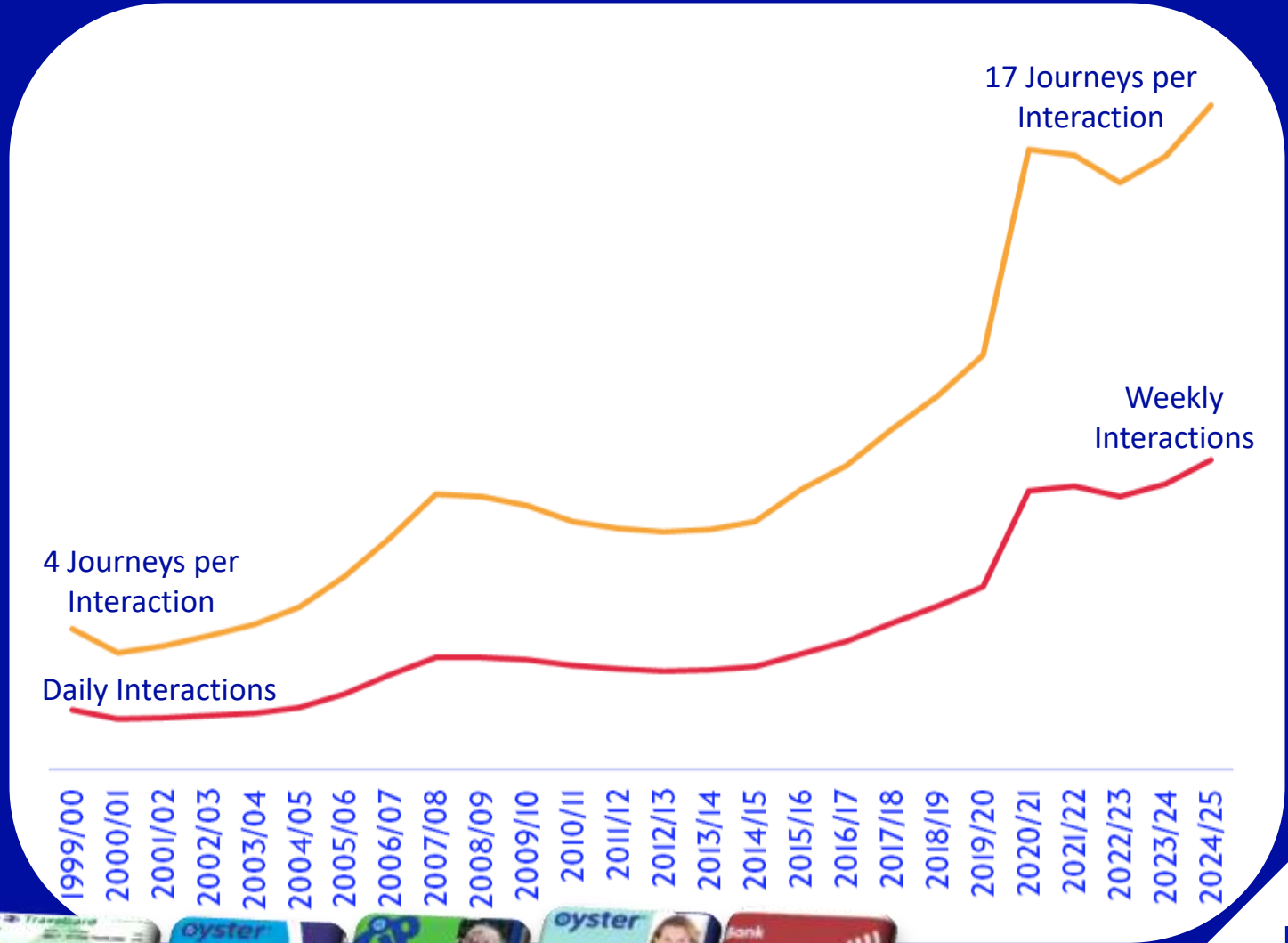
Circle Size: Average number of customer interactions per day. E.g., Ticket sales, top-ups, concessions renewals

Making it easier to pay for travel

Bus Journeys per Interaction



Days Between Interactions





Thank you

TFL 25



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