

Customer feedback improves Opal travel app

A CASE STUDY



The issue

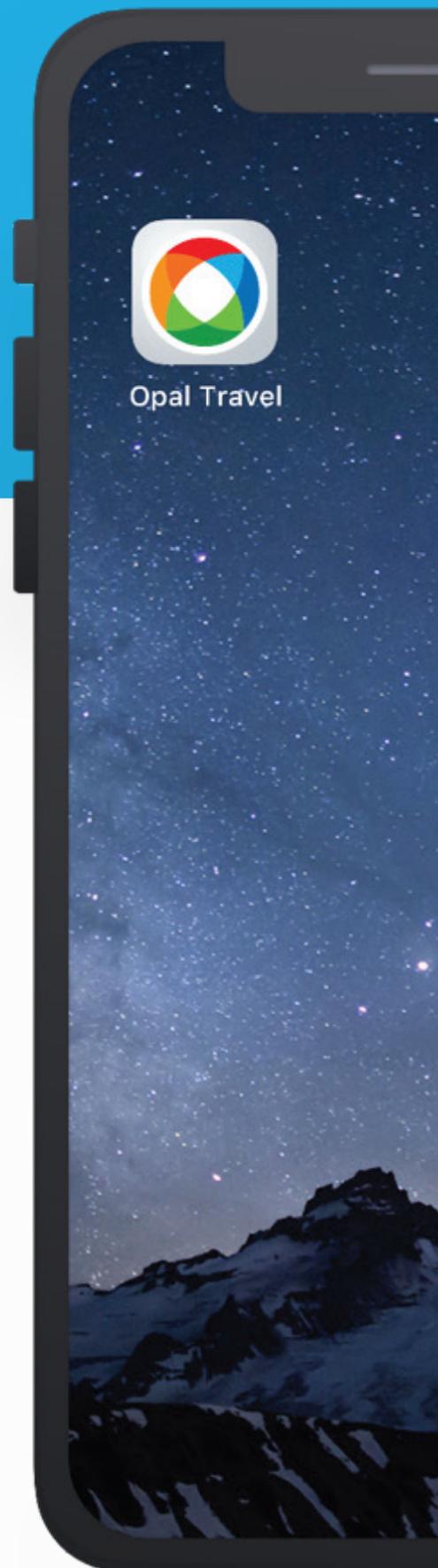
Transport for NSW needed to improve the usability of the Opal Travel app. The challenge was to prioritise improvements that met the needs of our Opal customers, specifically adult card holders, including visibility of how they use the newly developed contactless payment system. These changes had to balance customers' use of other features, such as trip planning and Opal top ups.

What the government did

Transport used extensive feedback to improve the design and functionality of the Opal Travel app. This included enabling customers to view their trips and payment history on the contactless payment system, improve ease of planning journeys and facilitating top up payments on Opal cards.

Transport's customer research methods included surveys, prototype testing, formal 1:1 customer interviews and other feedback processes to find out what customers were saying. It showed customers varied in the features they wanted most, which affected where each feature was located in the app, the icon size, placement and discoverability and information layout.

The research helped Transport to prioritise placing the entry points to the contactless payment, top ups and trip planning features on the home screen. The change delivered simpler navigation and made it faster for customers to access services they most frequently use.



What was achieved

There has been **immense uptake** in the use of the **contactless payment system**.



It's the **leading channel of choice** for customers to view their contactless trip history - **80% of all views**



Customers plan **over 8 million trips** each month **through the app**



Lots of **positive feedback** from customers

The **app improvements** were made in **October 2019**.
From September 2019 and November 2019:



Trip planning use has **increased 15%**



Top ups via the app have **increased 9%**



Inefficient navigation via the home screen **reduced by 26%**

What customers are saying

“A much better user experience! The new update has definitely improved the look and feel, and I like that I can better manage my account. Great job, keep it up.”

“The app is easy to use. Updated and quick. Recently it has been improved even more. Something good!”

1 Really listen to your customer feedback



Insight

Transport staff read and analyse customer feedback on the app each week to gauge their experience. Each day Transport receives thousands of comments and suggestions through multiple channels, including:

- **the dedicated Opal Travel App** feedback section within the app
- **customer comments and reviews** on the **Apple and Android app stores**
- **Feedback2Go**
- **the transportnsw.info website**
- calls to the **Opal customer care centre** (13 OPAL)

These responses are fed into different teams through an online categorisation filter, which staff read to help prioritise future improvements.

For example, feedback identified that customers found it slow to access some of the app's main features and wanted simpler navigation to get to the page they used most. For most customers, this was either trip planning, contactless payment or topping up Opal cards. Transport changed the navigation, moving these features from separate pages to the home screen. This reduced the number of clicks for customers to access and move between each feature.

Who is the customer?

Anyone who uses the Opal Travel App to support their use of public transport in NSW.

2 Use low-cost solutions to support traditional research and testing methods



Insight

Tip Involve your colleagues early in the inception and prototype stage, as a fast way to access feedback.

Uniquely, most Transport colleagues are also customers of the network and provide user-centric insights and perspectives of their journey, the problems they face and the ability of digital tools available to meet their needs.

Low cost

In August 2019, Transport formed an 'employee-based digital testing panel'. The panel has:

- 115 staff members – and is growing
- representatives of all sections from the cluster – such as Sydney Buses, State Transit, Roads and Maritime Services, and Sydney Trains
- regional and metro staff
- varied ages and levels of experience with technology.

Transport sends surveys to the panel to receive rapid feedback on solutions to their products, including and beyond the Opal Travel app. A key advantage is gaining several perspectives in a short timeframe, while avoiding the cost and effort to set up formal testing panels. For example, Transport gained immediate feedback from the panel to improve the location of a major call to action icon on the homepage.

Traditional cost

Transport also procured formal external testing. These focus groups had:

- a recruitment brief to identify a diverse sample of target customers
- ten participants
- bi-weekly sprint cycles to test solutions through co-design workshops to identify their preferences.

In addition to surveys, the testing panel benefits Transport by:



voluntarily attending interactive workshops to provide rapid insights into visual designs and solve key customer problems



providing a representative sample of customer segments



being easy to engage



reducing the burden of getting direct, honest and representative engagement with the right customers, compared with formal rounds of customer testing.

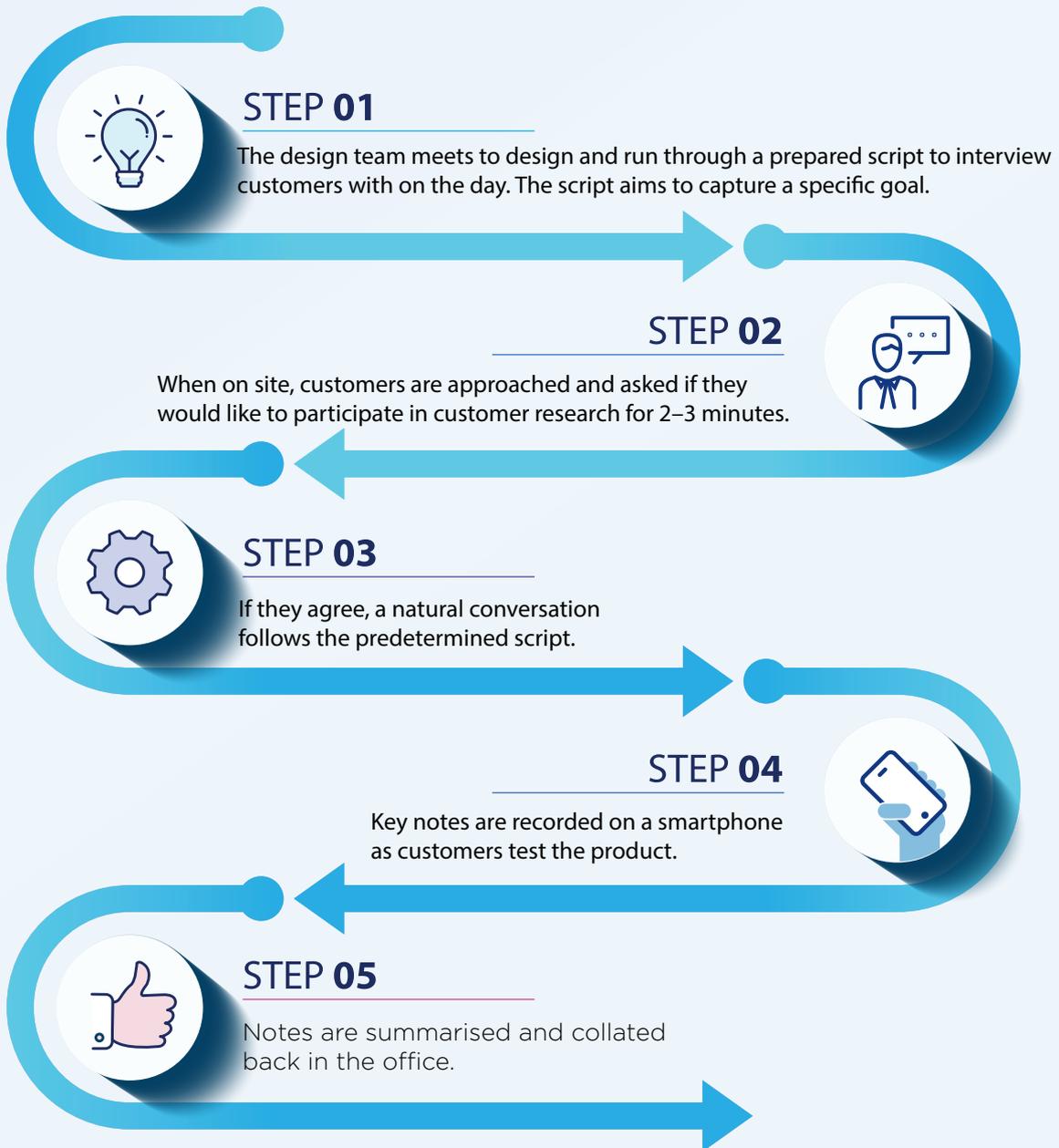
3 How to conduct intercept testing

Insight

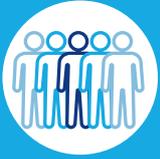
Intercept testing (also called corridor testing) is set up in a high-traffic area to allow high volumes of customers to test the usability of a product.

Transport conducts these tests at high customer-volume locations, such as Central Station.

To conduct intercept testing:



Benefits of intercept testing include:



Access to large customer volumes



Access to customers with a diverse range of ages, and product experience



The process is quick and easy to run



Low cost

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