

CASE STUDY

OnTrack App

W <https://www.gatwickexpress.com/travel-information/plan-your-journey/gatwick-express-app>



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The feedback from passengers was clear: they wanted a mobile app that would give them real-time information and fast journey planning. We didn't want to disappoint.”

THE BUSINESS CASE

When we were developing our OnTrack Retail engine, we knew that we'd need to complement the offer with a new mobile app.

It would need to cover specific needs: a simple journey planner that incorporated London Underground (existing apps at the time ignored London), real time information on train arrivals and departures, customer information about station facilities and services like car parking in stations and delay-repay claims.

In 2015 we went live with the OnTrack app and has been used by Southern Railways, Southeastern Railways, Thameslink, Great Northern, London Midland Railway, and the Gatwick Express.

METHODOLOGY

Like any mobile app, we needed to decide who would work on the development of the customer UX and back office to support the app.

It is unusual that the same team can do both well, as the UX requires significant experience in design, while the back office requires experience in industry tools and feeds. With this in mind, we gave the customer UX to the digital agency theappbusiness and kept the development of the back office with our OnTrack Retail team.

The concept was simple: one single app, with different skins for our different brands (Thameslink, Southern, Southeastern, Gatwick Express). From that point onwards, we added more and more functionality to the app, including automated delay-repay, full integration with the Key smartcard, a ticket wallet, QR codes and feeds from Luton and Gatwick airports with real time information on flights, including their departure gates.

RESULTS

- Journey planner and Real Time information on chosen trains. Alerts.
- London Underground real live information.
- Ticket retailing and integration with Smartcards.
- Integration with Luton and Gatwick airports.
- Train stations and car parks information.

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