Appendix 1

Scope of Services

08/03/2024

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1. Introduction
   1. TfL established a Digital team to scope and deliver user facing digital solutions to TfL customers. The TfL Digital team manages and delivers product like TfL Go, TfL.gov.uk and digital displays on the TfL network. The Digital teams also work with other TfL stakeholder to deliver and set standards for other digital products including Oyster and Contactless, the Pay to drive in London app and cycling in London between others.
   2. The TfL Digital team runs regularly qualitative and quantitative customer research with the support of the TfL Customer Insights Strategy and Experience team.
   3. On top of the more traditional customer research methods TfL Digital team gather and manages Analytics and runs ad-hoc surveys on the above TfL Digital products.
   4. Below is the Scope of Services the Digital team and the Customer Insight team are seeking Suppliers to investigate for the delivery a TfL customer Digital Panel.
2. Key Solution Considerations
   1. TfL Digital team has the constant need to pose questions or test ideas that would not be big enough for a full research study but are important enough to be posed to customers.
   2. TfL Digital team is keen in having a more direct connection with customers to help build longer term insight loops to influence the products roadmaps and better understanding across time of the TfL Digital audience.
   3. The aim of the panel is to allow the team to be more nimble in the running of customer research, spinning up leaner customer research studies for quicker insights.
   4. The audience to be involved in the panel would be London based and be representative of the diversity of London with a core focus on customers that are not rejectors of technology or TfL and have a medium high digital literacy. Earlier adopters of technology.
   5. The topics covered in the Panel activities will be related to life in London, public transport, active travel, and possibly driving, with a strong focus on the use and relationship that customers have with digital technologies and/or the TfL Digital products.