

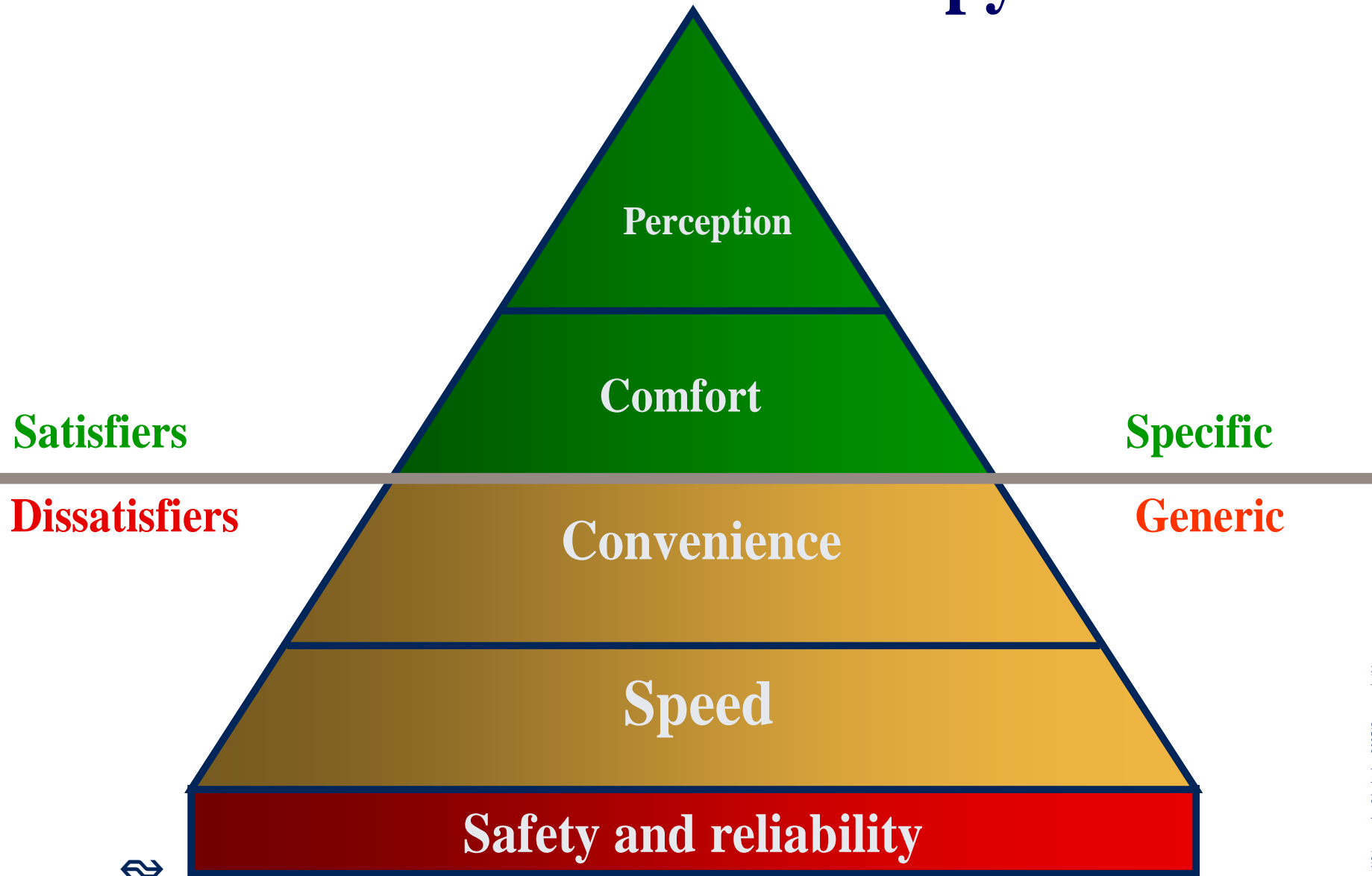


# Cause for vision

- **Raise customer satisfaction levels**
- **Encourage travel by public transport**
- **Arrival of High-Speed Train in the Netherlands**
- **New Key Projects**
- **Shared ambition of government, ProRail and NS**



# Customer demand pyramid



# Evaluation of time

- **Train journey** = **real time**
- **Terminal road services** = **twice as long**
- **Time at station** = **three times as long**



# A variety of people



Convenience seeker 24%



Life enhancer 11%



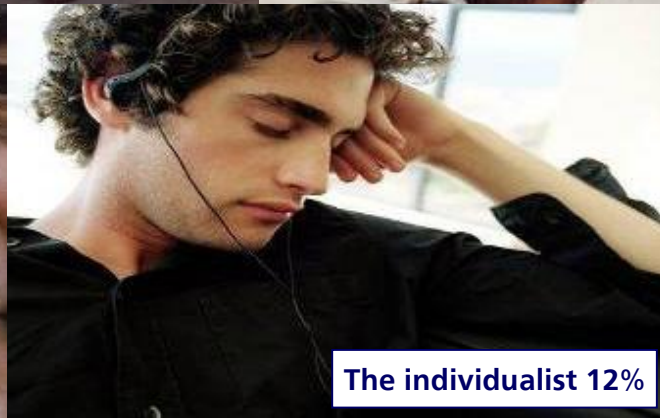
Security seeker 14%



Conviviality seeker 25%



Functional planner 14%



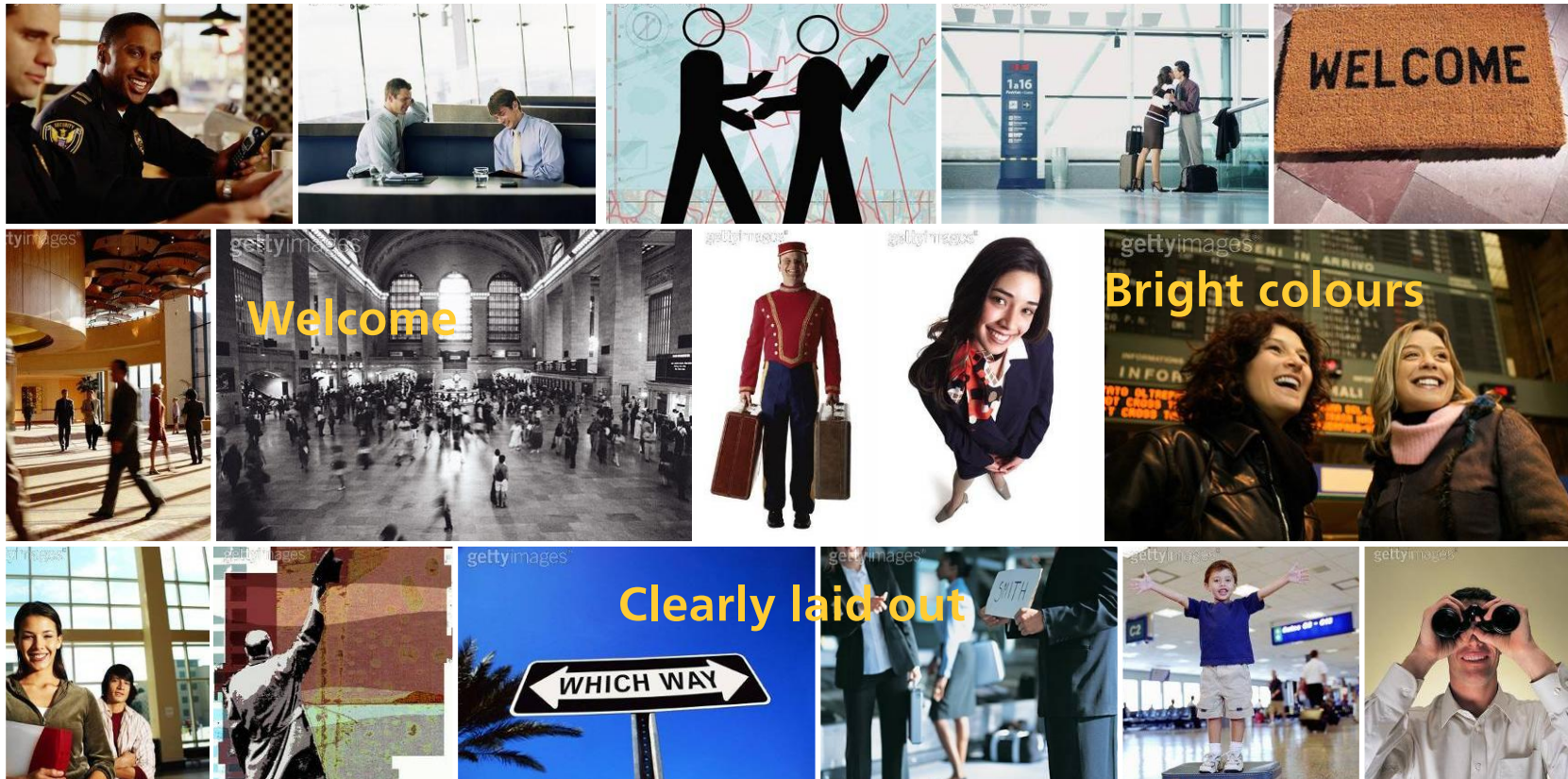
The individualist 12%



# Arrival zone



# Reception zone

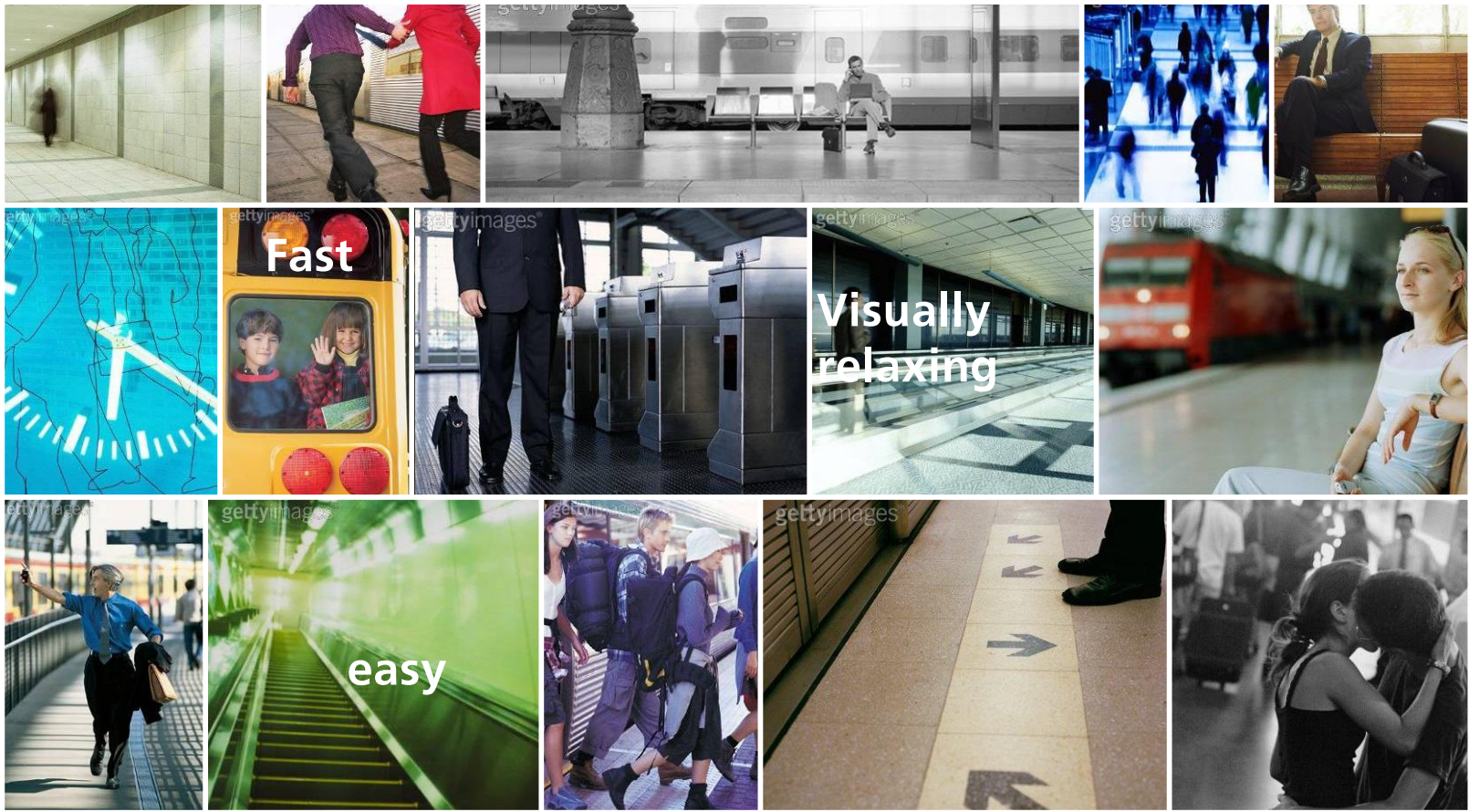


# Visiting zone



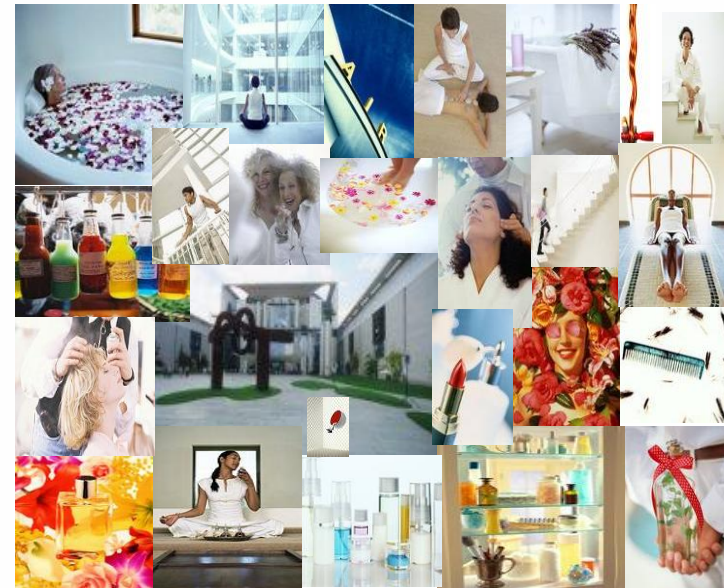


# Travel zone



# Worlds

- Travel Centre World
- Food World
- Media World
- Beauty & Health World
- Fashion & Sport World
- Event World
- To Go World



# Testing in Leiden



**To Go**



# New Worlds

**Food**



**Fashion & Sports**



**Food**



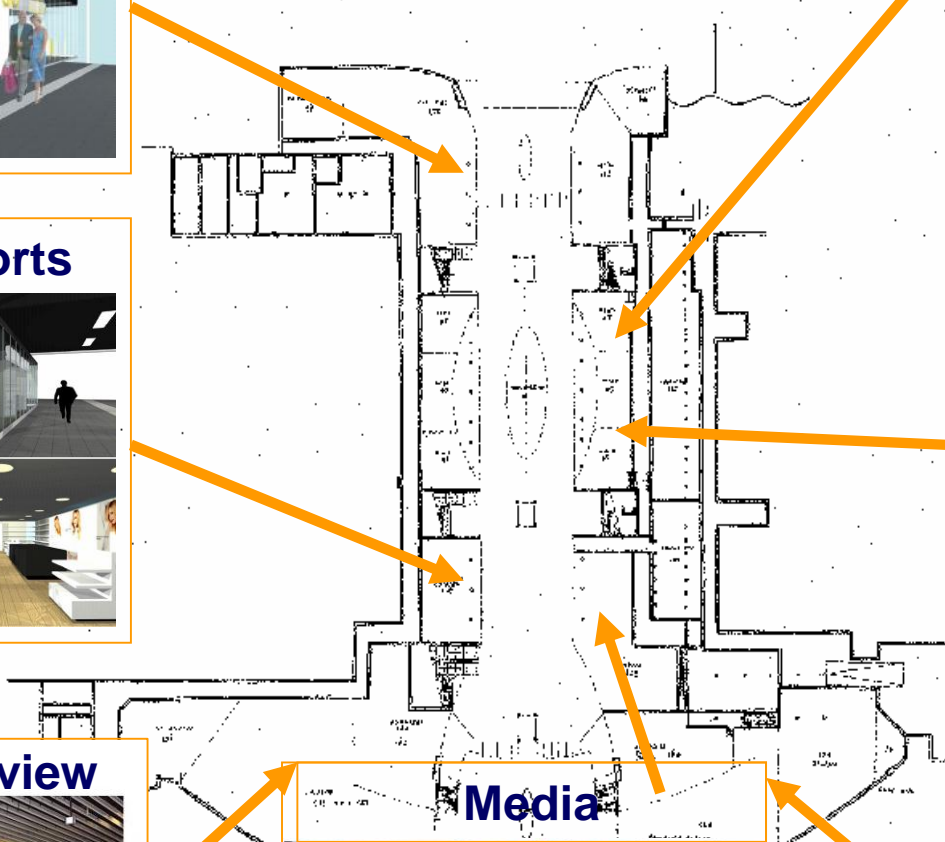
**Coffee with a view**



**Media**



**Beauty & Health**



## Community



## Manage on New Key Projects level



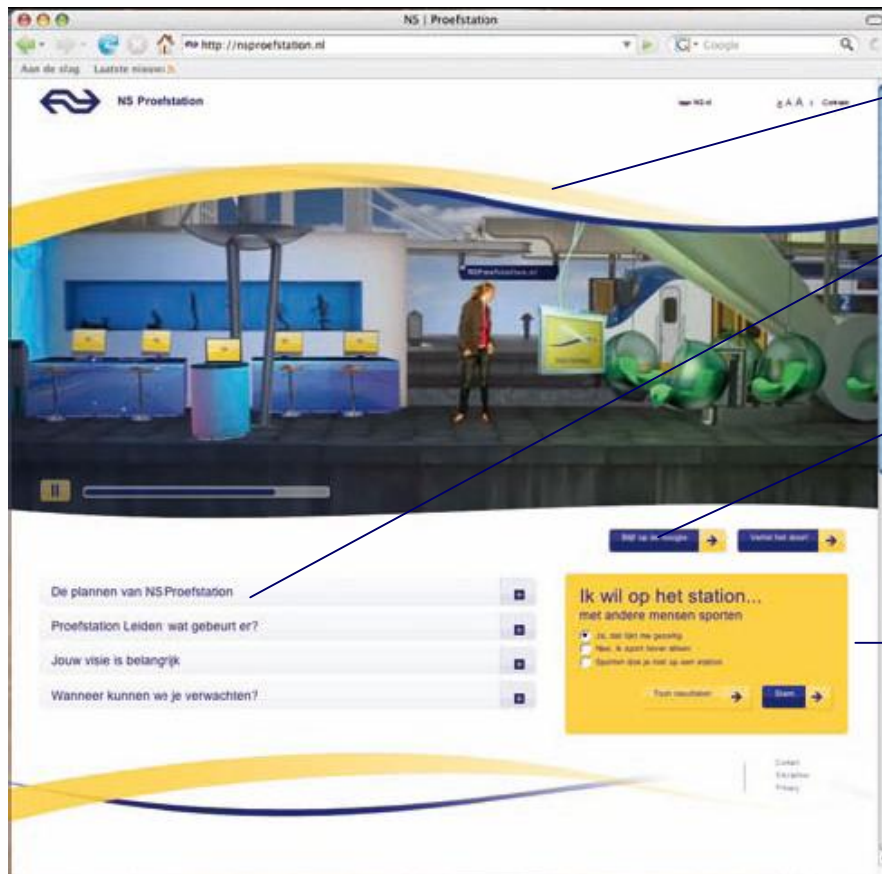
## Music at the station



## Event calendar



# NSproefstation.nl



The Trailer

Explanation

Keep me informed

Poll



# NSproefstation.nl

Stage 1: creating a buzz

Stage 2: interactive

Stage 3: building and expanding





Testing Station  
Leiden  
Tickle your senses

Leiden Centraal

Listen

Look

Smell

Testing Station  
Leiden  
Tickle your senses

Feel