



Modeshift STARS
System User Survey
June 2025

Overview

In March 2025, Modeshift conducted a survey to evaluate user experiences with the STARS system. Responses from 145 users across eight stakeholder groups revealed consistent and recurring themes.

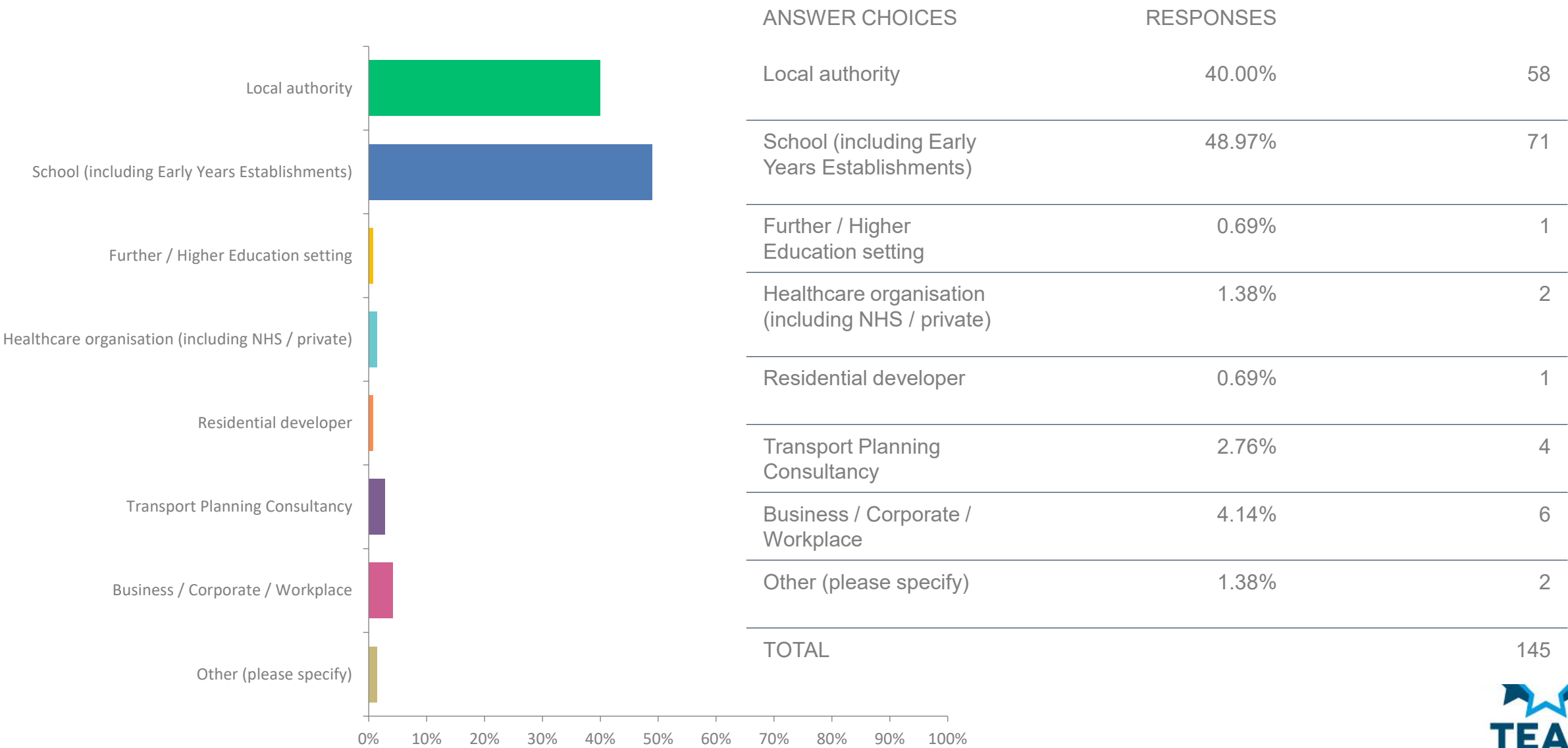
48% of respondents rated their overall satisfaction with the STARS System overall as 7 or above; whilst 49% rated 7 or above the likelihood of them recommending Modeshift STARS to others.

While users value the system's centralised structure, data tracking, and accreditation framework, challenges were raised regarding certain aspects of the STARS system.



Respondent Groups

The information below shows the split of respondents by stakeholder group that took part in this survey.



Open response questions

Respondents were asked the following seven open questions in the STARS Survey.

- Are there any features you find challenging to use?
- Please share any additional comments about system usability and navigation (i.e. finding information, functions, and tools)
- Are there any additional functionalities you would like to see implemented?
- Where do you go to if you have support requirements?
- What additional support or resources would help you use the STARS system more effectively?
- Please state what you like most about the Modeshift STARS system.
- If you have any additional comments or suggestions to help us enhance your experience of Modeshift STARS which have not been covered in the survey.



Areas needing improvement

Stakeholders across all user groups highlighted concerns about the STARS system's functionality and user experience. The main themes were:



Usability and Navigation

Infrequent users found the system unintuitive. A simpler, more user-friendly layout was widely requested.



Reporting, Data Entry, and Analysis Limitations

Limitations included lack of editing rights, inconsistent survey data, formatting issues in travel plans, and occasionally inaccurate accreditation progress tracking.



Speed and Performance

Users reported slow loading times (especially when switching between sections), frequent timeouts, and disruptive automatic logouts.



Onboarding, Support, and Guidance

A need for clearer onboarding and easier access to support materials was a recurring theme.



Early conclusions

This engagement exercise has provided a valuable snapshot of how the Modeshift STARS system is currently experienced across a diverse user base.

While the system is clearly appreciated for its centralised structure, live accreditation tracking, and the support it offers for travel planning, the feedback also highlights issues with navigation, usability, system performance, and access to support.

Despite this, users continue to see the value in the platform and are invested in its improvement. The feedback provided demonstrates a shared willingness to engage with the system more deeply, provided it becomes more intuitive, responsive, and tailored to users' needs.



Next steps

Modeshift will be conducting a full review of the survey findings and compiling a list of potential actions to take forward. These will be reviewed with the STARS Focus Groups for full discussion with system users.

The following areas will be explored further:

- **Prioritise User Experience improvements**, including simpler navigation, and speed and stability of the system.
- **Strengthen training and support**, including developing enhanced training resources and support materials
- **Enhanced reporting and data visibility**, including new dashboard views and export options
- **Communicating changes clearly**, keeping users informed of improvements via regular updates

We will provide a further update on our plans to all STARS system users later this year





For further information and support
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