
Designing the station environment and delivering a better experience for customers

Rail Delivery Group Stations Summit 2019

**Who is your
passenger?**



Portes
Gates C

WJ

تفليسيما
BEST

PRIORITY





“experience”



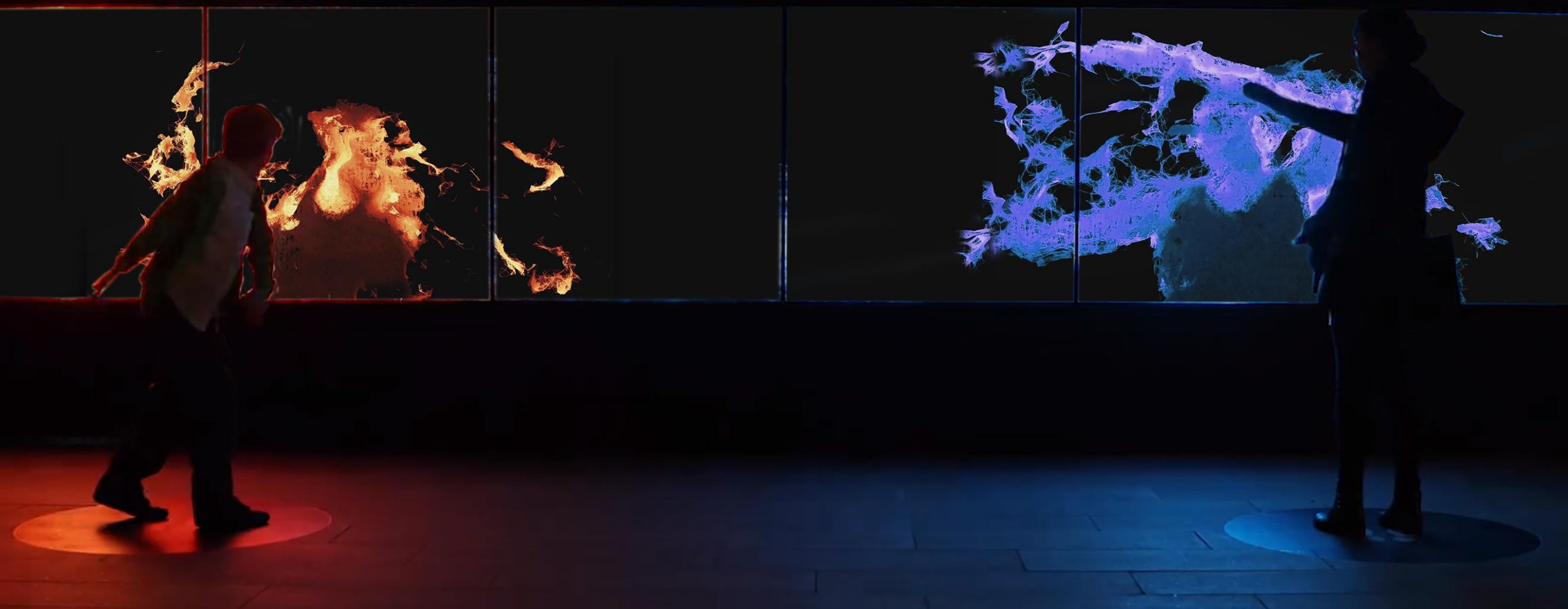


Críochfort
Terminal 2

dap

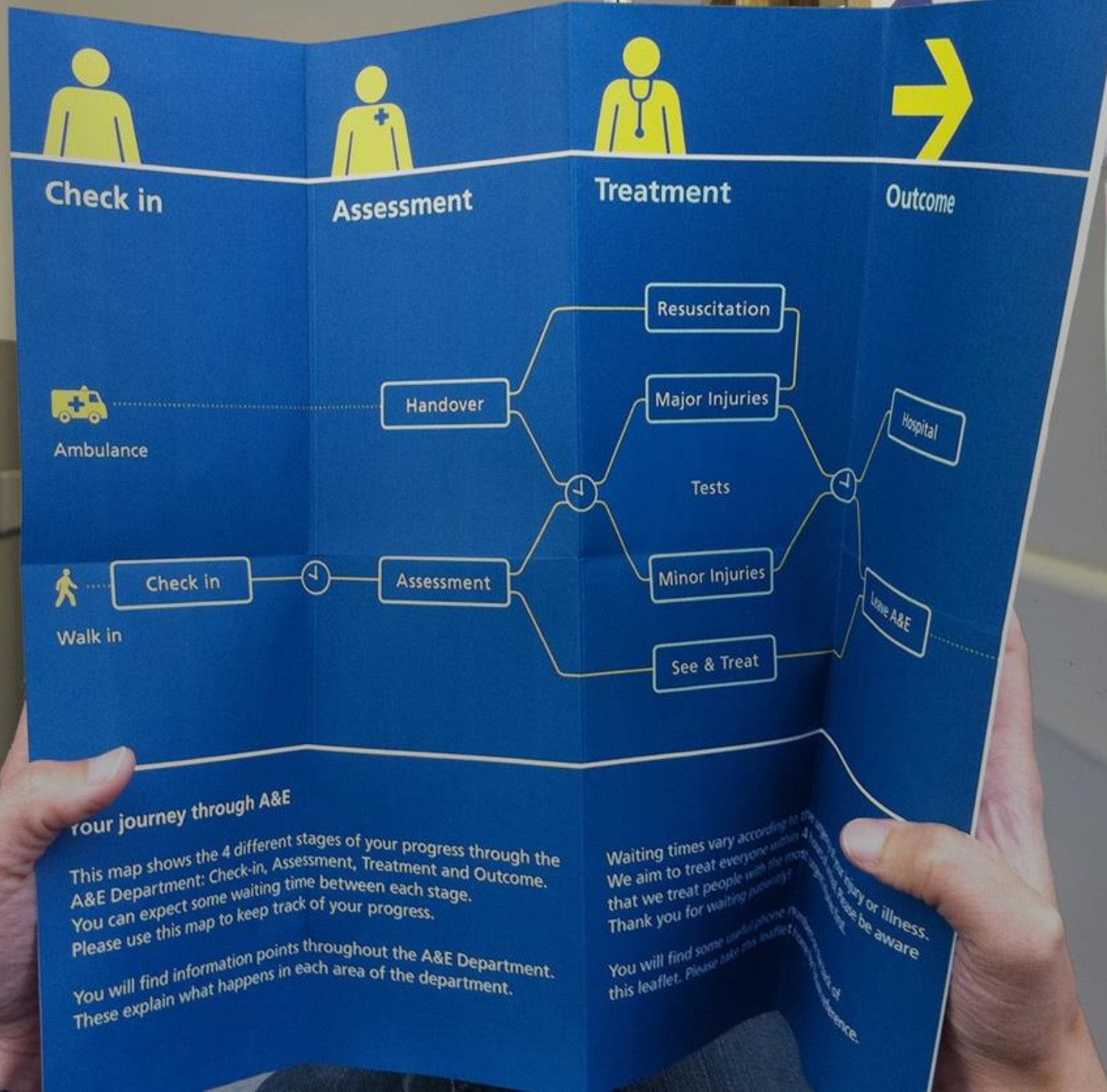
Schiphol

...so I could put the bags in the trays.
It was all very pleasant.



CREATIVE GIANTS







BUZZ

The Balcony

Balcony

Waterloo East

NEWSD

NEWSD

FABULOUS FASHION

GIFTS ONLINE

ELEGANT EATERS

FABULOUS FASHION

★ PRET A MANGER ★

Self-service tickets

CURRENCY

M&S

12

Gate Status Overview Southwest

Gates 01-10 Nov 1, 2017 - 3:41 PM

<p>1 4:15 PM Flight #680 New Orleans Continuing to Las Vegas</p> <p>On Time - Boards: 4min 680 we're about to start boarding. UP NEXT: Flight #4146 to Midland...</p>	<p>2 3:45 PM Flight #236 Baltimore/Washington Continuing to Minneapolis/St. Paul/Denver</p> <p>Gate Closing Skip the coffee. Your gate is closing. UP NEXT: Flight #1720 to Chicago...</p>	<p>3 4:25 PM Flight #4613 San Antonio Continuing to Atlanta</p> <p>On Time - Boards: 14min We're on time for departure. UP NEXT: Flight #1576 to Lubbock</p>	<p>4 4:30 PM Flight #41 Houston (Hobby)</p> <p>On Time - Boards: 19min We're on time for departure. UP NEXT: Flight #47 to Houston (Hobby)</p>	<p>5 4:05 PM Flight #323 Albuquerque Continuing to Oakland</p> <p>On Time - Boards: 18 54s Let's go to Albuquerque UP NEXT: Flight #614 to Midland/Odessa</p>
<p>6 5:50 PM Flight #112 El Paso Continuing to Los Angeles</p> <p>On Time - Boards: 1h 29m Let's go to El Paso UP NEXT: Flight #2226 to Denver</p>	<p>7 4:30 PM Flight #1359 Amarillo</p> <p>On Time - Boards: 19min Grab a bite and head towards your gate. UP NEXT: Flight #1611 to Chicago...</p>	<p>8 3:50 PM Flight #455 Little Rock Continuing to St. Louis</p> <p>Boarding Now Cheers to Group C. Let's board. UP NEXT: Flight #4128 to Oklahoma City</p>	<p>9 4:00 PM Flight #39 Houston (Hobby)</p> <p>Boarding Now Bravo! Time for Group B to board. UP NEXT: Flight #3384 to Baltimore...</p>	<p>10 3:20 PM Flight #422 El Paso Continuing to Phoenix New Time: 3:40 PM!</p> <p>Gate Closing Doors are about to close. You can do it. UP NEXT: Flight #40 to New Orleans</p>

Finding your way is about to get way easier.

We're testing new signage to help improve your airport experience. Let us know what you think by visiting us at SWAsigns.com

Southwest

1

4.15 PM
New Orleans

> Continuing to Las Vegas

 Boarding Now

**Group A, now
boarding. Aww
yeah.**

Liverpool Airport

Trays go
over there



Bums
go here



Schiphol Airport



Visible in flow

Experiential

Ventilation shaft Gate numbers
110 mm depth

800 mm height mounted letters

Dynamic lighting

Active mode: yellow illumination

Design evolution

2300
1800
1500
1100
900

Creating awareness of Gate
Is this my Gate...? When is boarding...?

Option: colour change white to yellow

Constant white | Gates open: yellow | Boarding: yellow pulse

White Acrylic | Black Acrylic

800mm
110mm

Dynamic lighting linked to Gate activity

41







**“You can’t see
tears & smiles on a
spreadsheet”**

- Tricia Wang



Time Optimisers



Basecampers



Space Seekers



Experience Explorer



Carry-on Worriers



Retail Lovers





PART 3

COGNITIVE BIASES

UX Knowledge Base Sketch # 37

REASONS:

- TOO MUCH INFORMATION
- NOT ENOUGH TIME
- NOT ENOUGH MEMORY
- NOT ENOUGH MEANING

FRAMING EFFECT

FRAMING FRAMING	SAVES 200 LIVES 33% CHANCE OF SAVING 600 66% OF SAVING NOONE	WHICH TREATMENT WOULD YOU CHOOSE?
	400 PEOPLE WILL DIE 33% CHANCE THAT NOONE WILL DIE, 66% THAT ALL 'LL DIE	
TREATMENT A	TREATMENT B	

CAN BE COMBINED WITH LOSS AVERSION

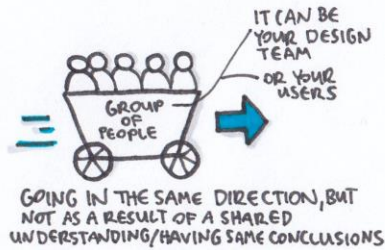
PEOPLE'S REACTION, RESPONSE TO A FACT OR AN OPTION DEPENDS ON THE WAY IT IS PRESENTED TO THEM.

⇒ UX WRITING IS IMPORTANT!

IT AFFECTS UX RESEARCHERS AS WELL!
THE WAY YOU PRESENT YOUR FINDINGS INFLUENCES

↳ HOW THE RESULTS ARE INTERPRETED
↳ WHAT THE CONCLUSIONS ARE
REFRAME/USE DIFFERENT WORDING IN DOUBT!

BANDWAGON BIAS



IT REFERS TO THE INCREASED POSSIBILITY OF ACCEPTING BELIEFS, IDEAS THAT ARE ALREADY ADOPTED BY OTHERS

AS A DESIGNER, YOU SHOULD PAY ATTENTION TO THIS EFFECT DURING TEAMWORK
GROUP THINKING DOES NOT SUPPORT DRAWING CORRECT CONCLUSIONS; IT MAKES IDEATION LESS EFFECTIVE.

~ SOCIAL PROOF: RATINGS, REVIEWS, FACEBOOK, TWITTER ETC. SHARES, COMMENTS

FOCUSING EFFECT



"THE WEATHER IS SUNNY, SO HE MUST BE HAPPY!"

↑ THESE TWO ARE CLOSELY RELATED.

WHEN PEOPLE CONSIDER ONLY ONE FACTOR OR ASPECT, THEY TEND TO EXAGGERATE THE IMPORTANCE OF IT.

DURING UX RESEARCH, WE NEED TO BE CAREFUL ABOUT HOW WE
→ STATE THE QUESTIONS
→ INTERPRET THE RESEARCH DATA.

DECISION-MAKING: PEOPLE FOCUS ON THE ALTERNATIVES THAT ARE REPRESENTED IN THEIR MENTAL MODEL OF THE PROBLEM.

↳ THESE ALSO CLOSELY RELATED:
~ FOCUS ON THE OUTCOME

OUTCOME BIAS



THIS OCCURS WHEN WE EVALUATE THE QUALITY OF A DECISION BASED ON ITS OUTCOME. (AND NOT ON THE ACTUAL CONTEXT - E.G. AVAILABLE INFORMATION - OF THAT DECISION-MAKING)

WE ARE MORE LIKELY TO JUSTIFY A BAD DECISION IF IT HAS NEUTRAL OR POSITIVE OUTCOMES. WE TEND TO EVALUATE THE CONSEQUENCES, NOT THE DECISION ITSELF.

UX IMPLICATIONS:
AVOID FOCUSING ONLY ON THE OUTCOMES OF THE RESEARCH & DESIGN PROCESS, EVALUATE YOUR ACTIONS AS WELL!

ANCHORING EFFECT



THE FIRST INFORMATION CREATES A REFERENCE POINT: E.G. WHICH PRODUCT (AND PRICE) IS SHOWN TO THE CUSTOMER ON THE HOMEPAGE.

IN MAKING DECISIONS, PEOPLE TEND TO TAKE INTO ACCOUNT THE FIRST PIECE OF INFORMATION THEY'VE ENCOUNTERED MORE THAN THE INFORMATION ACQUIRED LATER.

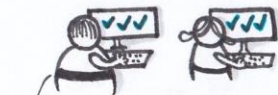
DESIGN IMPLICATIONS:

→ IT IS REALLY IMPORTANT IN WHAT ORDER WE PRESENT INFORMATION TO THE USER

→ THE SEQUENCE OF THE STEPS OF THE USER FLOW SHOULD BE CAREFULLY DESIGNED.

→ DURING RESEARCH: THE ORDER OF THE QUESTIONS MATTER, E.G. IN A SURVEY (SO ALTERNATE IT!)

SELECTION BIAS



EXAMPLE:
YOUR INTENDED AUDIENCE IS WIDE (E.G. E-GOVERNMENT PORTAL DESIGN) AND IT TURNS OUT THAT YOU ONLY RECRUITED EXPERT USERS.

SELECTION BIAS OCCURS DUE TO THE FACT THAT PARTICIPANTS OR DATA WAS NOT SELECTED RANDOMLY FOR ANALYSIS.

IT CAN DISTORT RESEARCH DATA, SINCE IT CAN BE BIASED TOWARDS ONE GROUP OR DATASET.

SUBTYPE: SAMPLING BIAS - WHEN THE ERROR OCCURS IN THE PROCESS OF CREATING A SAMPLE (SOME RESOURCES USE THESE AS SYNONYMS)

BE AWARE OF THIS DURING THE UX RESEARCH!



Source: Connected Places Catapult

Source: Connected Places Catapult









LOSE
YOURSELF
IN THE VIA



Five thoughts...



Map the ecosystem



Front of House
to Back
of House



Understand
feelings
&
function



Use "thick: data
+
big data



Immersion
&
Co-Creation



Design Driven By Human Behaviour

CCD Design & Ergonomics

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