Deliverable 2.2

SPECIFICATION OF JOURNEY TYPES AND CRITICAL STAGES WHERE SERVICE QUALITY MAY BE AN ISSUE

Publishable summary

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Duration of Research:

Project Duration Nov 2012 – October 2015

Deliverable Duration 1/11/2012-30/4/2013

WEBSITE

WWW.METPEX.EU

Grant Agreement no: 314354 Project Full Title 'A Measurement Tool to determine the quality of the Passenger Experience'

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SEVENTH FRAMEWORK PROGRAMME

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SEVENTH FRAMEWORK PROGRAMME

Objectives of the deliverable

- Defining door to door journey types where terrestrial and public transport forms the primary mode of travelling.
- Identifying the gaps and weaknesses in terrestrial transport, from a passenger perspective and how this can be measured.
- Finding best practice to identify barriers, achievements and future plans in providing journey information.
- Using a qualitative approach to understand what drives and motivates behaviour/attitudes towards passengers.
- Identifying critical stages of journeys where quality of service matters.

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Decomposition of the journey experience

Setting off to train station				Waiting on the platform			Boarding the train		
Check time	Leave home	Journey to station	Arriving at station	Check time at station	Waiting for train	Train arriving at station	Train stops at station	Find seat	Prepare to depart
Look up website for train times	Concern over weather	Determine travel duration	Check availability of car space	Look up station TV screens for train and time	See people exit at train arrival	Platform info of standing position	Platform info of standing position	Concern about hygiene on train	Carriage info provide info departure
Check mobile timetable	Pack belongings	Determine travel distance	Find car park space and park car	Look up to platform clock	Observe number people waiting	Display Entry and Exit in carriages	Display Entry and Exit in carriages	Air scent cleaning	Carriage info provide regular announcements
Look for any announcements	Station weather details on website	Thinking over days schedule	Notice car park peak time	Listen for train change announcements	Concern over whether enough seats	Look for seats through train windows	Brace self as wild blows from train	Provide latest cleaning time	Hear the train guard blow whistle
Memorize times	Station weather details on mobile	Concern over traffic obstacles to path	Concern over car in park	Look down the rail line to see if train coming	Platform info provide info on seat capacity	Move into "door opening" position	Noise unpleasant as train pulls in	Carriage info provide info on seat capacity	Hear automatic announcement for doors closing
Station timetable on website	Do list before leave home	Listen to radio	Parking for regular passengers	Concern over whether trains is on-time	Concern over whether train on time	Discuss to get on the train	See position of train entry doorway	Search for vacant seat	
Station timetable on mobile	Exit home	Plan day ahead in mind	Information on parking location and time	Platform timetable by destination		Carriage info provide info on seat capacity	Move into "door opening" position	Concern over whether enough seats	
Station special	Map details	Current location	Information safe			On-board info	Discuss to get	Find suitable	

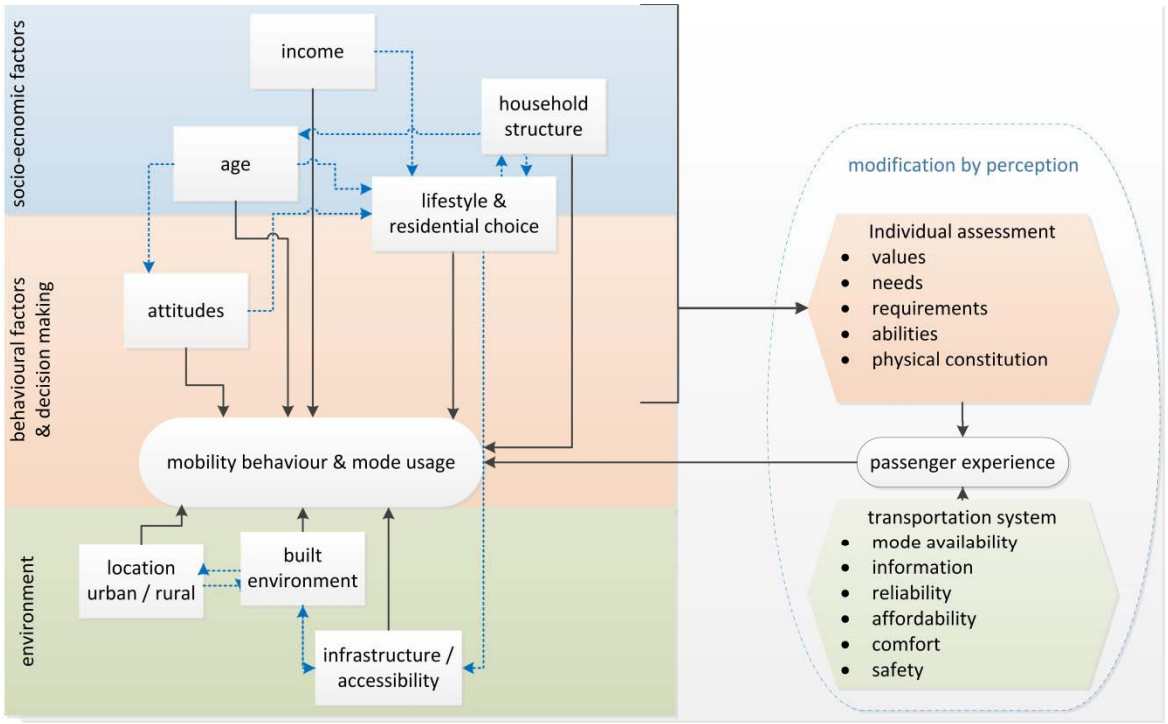
Gap analysis in terrestrial transport

- How the journey experience components beyond travelling with the «main mode» influence overall evaluations
- Quality gaps of terrestrial passenger services
- Organisational, commercial, systems and technology gaps for special interest groups
- Research gap: how the determinants of the perceived quality change according to the different socio-economic groups being considered
- Research gap: Perceptions of those using an active travel means

Journey information barriers

- Lack of cooperation between operators providing a service
- Multimodal (or multi-operator) trips particularly problematic
- Only physical disabilities are generally being addressed, almost no facilities related to cognitive disabilities
- Information related to walking and waiting activities is the key to improve the perceived quality in public transport
- ICT potential to improve this is being explored in other projects (e.g. OPTIMISM)

Determinants of mobility behaviours



Open issues concerning satisfaction

- How does experience impact future expectations?
- Incidents which deviate substantially from an individual's expectation have a non-proportional impact on travellers' satisfaction.
- How the overall travel satisfaction changes as a function of the satisfaction of journey elements and individual attributes?
- Going beyond: Subjective well-being, Quality of Life

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Conclusions: critical aspects related to time

- The length of the travel time can be a more or less serious source of inconvenience depending on the actual state of the traveller and of the vehicle and on the possibility of performing other activities
- Wait times can be treated along the same lines, although their negative is obviously much more relevant.
- The provision of trip-related information to passengers can radically change the journey experience also concerning the evaluation of travel and wait times

Conclusions: other critical aspects

- Lack of clear understanding on how the pre-trip information acquisition process impacts on travel choices and on the overall evaluation .
- How the experience of multimodal and, even more, “multi-operator” trips is shaped is largely unknown.
- Need to segment the analysis by kind of traveller, trip purpose etc., in order to have sufficiently homogeneous groups of travellers on which the METPEX tool can be developed and tested.