



METPEX

Deliverable 3.1
DEVELOPMENT OF STANDARD FORMAT FOR
THE MEASUREMENT INSTRUMENTS
Publishable summary

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WEBSITE

WWW.METPEX.EU

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Summary & Purpose

The purpose of Task 3.1, entitled “Development of standard format for the measurement instruments” is the development of a standardised template that will form the basis of all versions of the tools, based on the requirements and specifications of WP2.

This template supports the design process of a satisfaction measurement survey. The term “standardised template” refers to the questionnaire skeleton that provides:

- a generic wording of the questions sourced from the variables
- a categorization of the questions into sections
- a certain sequence of the sections
- assignment of values that express the priority of variables against each of the criteria selected.

Methodological steps for template's production

1. Identification of the most crucial criteria that determine the satisfaction measurement survey's characteristics
2. Definition of the variables' rating system to be applied for the identified criteria
3. Ranking the variables by assigning appropriately rates/ values to the variables list derived from D 2.4 (by METPEX partners). The ranking rates against the criteria comprise the "identity" of each variable/ question, since every rate expresses the relative level of priority assigned according to a certain criterion
4. Critically review and consider the variables list derived from D 2.4 for possible comments and remarks, rejection or inclusion of variables, re-organisation of sequencing and divisions to avoid duplication and confusion
5. Preparation of a generic template and wording/ question form for each variable based on the adjusted list.

Selected approach for the variables rating

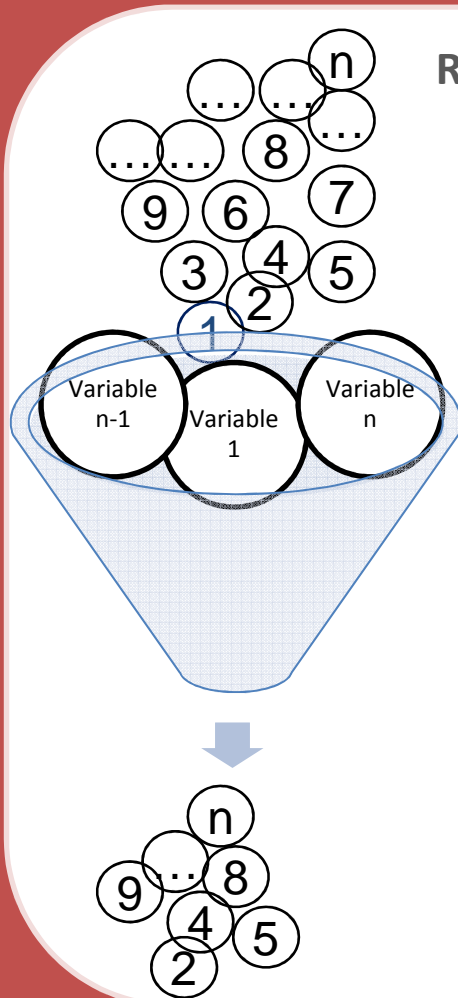
For the rating, it was considered that every traveller/ passenger experience/ satisfaction survey will vary according to the following three (3) factors:

- i. the type of measurement tool (4 METPEX tools): (a) Computer based METPEX data gathering application, (b) Focus group protocols, (c) Online structured interviews, (d) Paper based semi structured interviews.
- ii. the trip mode for which the experience/ satisfaction is measured: (a) Public Transport road vehicles, (b) Public Transport rail vehicles , (c) bicycle, (d) private car and (e) pedestrians
- iii. the target group of travellers: (a) women, (b) travellers with children, (c) commuters & employed, (d) low income, (e) elderly, (f) mobility restricted & disabled, (h) young people and (i) tourists-visitors.

Results - General Template format

Corresponding Questions/ wording and comments per Variable

- i. SECTION 1: Prerequisite data for identifying the characteristics of the journey and first reaction on overall assessment of whole journey experience
- ii. SECTION 2: Journey experience stage by stage
- iii. SECTION 3: Further reaction on overall assessment of whole journey experience and political and environmental aspects
- iv. SECTION 4: Socio – economic data
- v. SECTION 5: Record details



Results – proposed process for designing the experience measurement tool based on the variables' rating

1. **Selection of the trip mode.** variables rated with "0" for this trip mode are excluded.
2. **Selection of the satisfaction measurement tool.** variables rated with "0" for this tool are excluded.
3. **In case of measuring the satisfaction of certain travellers' groups:** variables' ratings in the "travellers' group" criterion are also considered.

The survey planner shapes the contents of the tool by consulting the ratings

Conclusions & remarks

- The challenge of METPEX lies in the aim of systemising and standardising the passenger satisfaction survey procedure by developing adaptable and adjustable tools to be used by operators and any other interested partners.
- Based on reviews of D2.3 and D2.4, a standardised research template has been prepared which can be used by all versions of the METPEX tools
- However, since the nature and the design characteristics of each tool are different, their specific design characteristics should be considered along with their structure.