

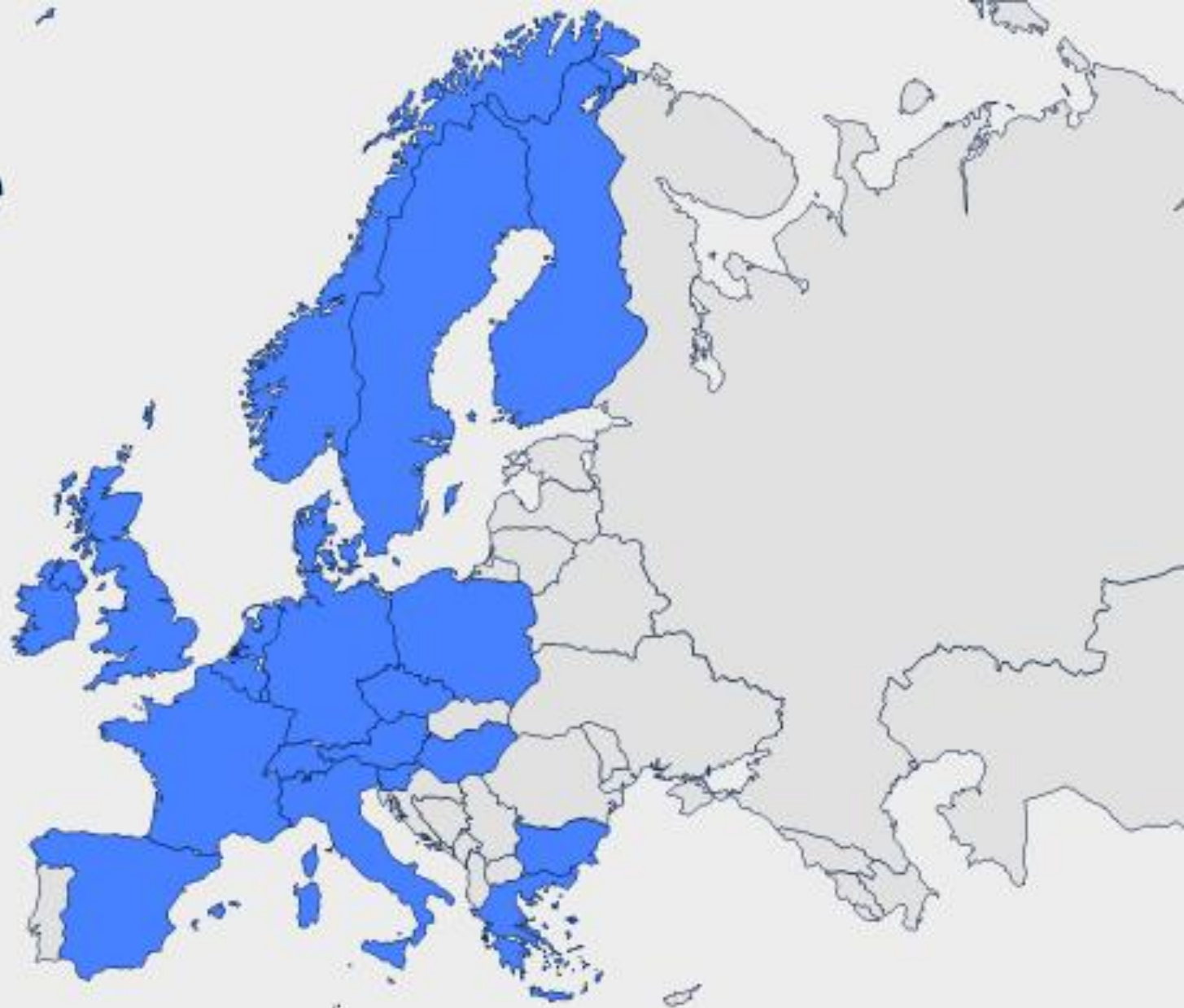
**Group of Experts on Passenger Information
in Stations & Hubs:** Working Party on Rail
Transport, UN ECE, Geneva, 8-10th July 2024

***The passengers' perspective -
Christopher Irwin***

EPF: Who we are

International non-profit
association

- 39 members
- 21 countries
- All modes: rail, road,
waterborne, air



Main objectives

- Promote sustainable mobility
- Always ask '*What's in it for users?*'
- Improved end-to-end journey experience
- Tackle transport poverty
- Better passenger rights
- Represent passengers' views at European level



**European
Passengers'
Federation**

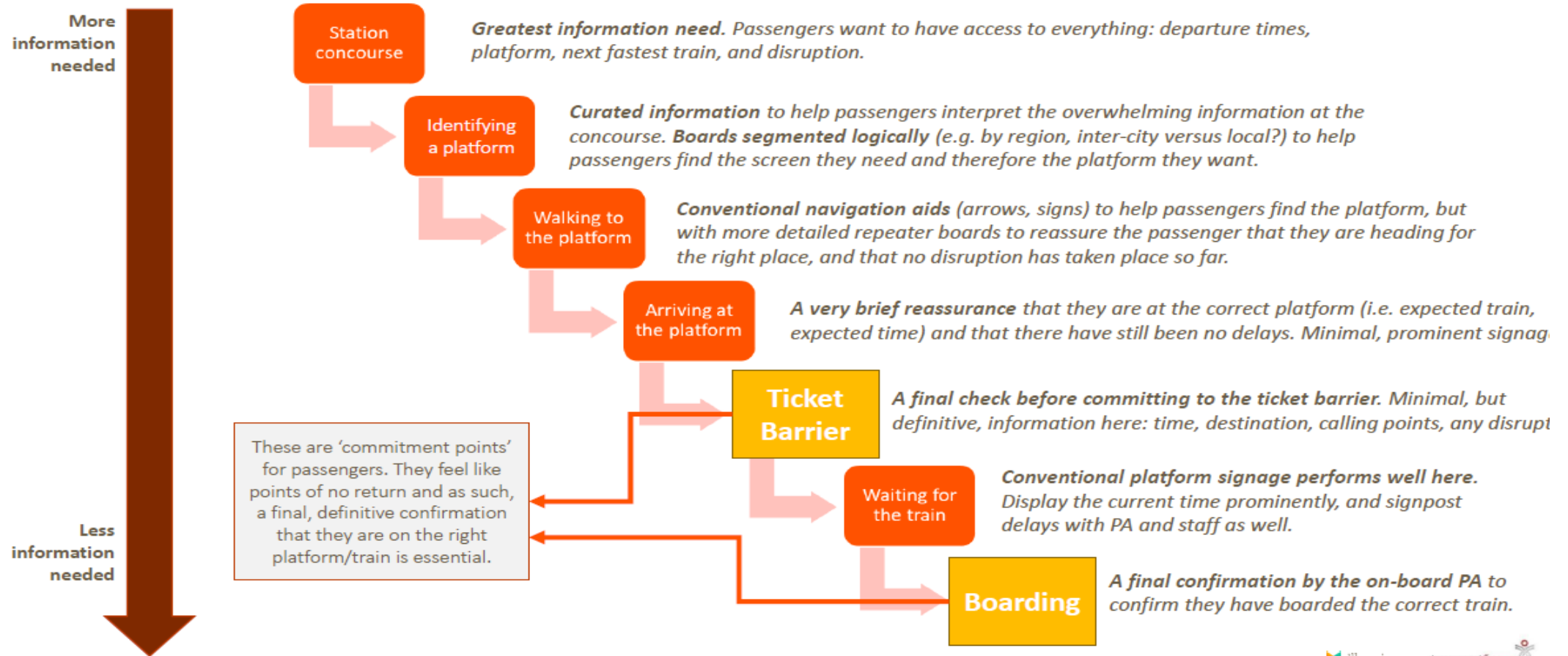
Selected research-based observations

- **PRM experience (2019)** : <https://www.transportfocus.org.uk/publication/disabled-rail-passengers-research/>
- **Smarter information, Smarter journeys (2023)** : <https://www.transportfocus.org.uk/publication/smarter-information-smarter-journeys-improving-passenger-information-on-the-railways/>
- **Information at stations (2021)** : <https://www.transportfocus.org.uk/publication/passenger-information-at-railway-stations/>
- **Information screens at stations (2014)** : <https://www.transportfocus.org.uk/publication/passenger-information-screens-at-railway-stations/>
- **Information during disruption (2014)** : <https://www.transportfocus.org.uk/publication/passenger-information-when-trains-are-disrupted/>
- **Station design guidance, GB (2021)** : https://www.networkrail.co.uk/wp-content/uploads/2021/06/NR_GN_CIV_100_02_Station-Design.pdf
- **Wayfinding guidance, GB (2022)** : <https://www.networkrail.co.uk/wp-content/uploads/2022/11/Wayfinding.pdf>
- **Inclusive Design, GB (2021)** : https://www.networkrail.co.uk/wp-content/uploads/2021/06/NR_GN_CIV_300_04_Inclusive-Design.pdf
- **Department for Transport, Design Standards for Accessible Stations, GB (2015):** <https://assets.publishing.service.gov.uk/media/5f622d658fa8f51068e0be5d/design-standards-accessible-stations.pdf>
- **European Passengers' Federation:** <https://www.epf.eu/wp/position-papers/>

Planning the journey

- Passengers appreciate consistency in the presentation of information across the network
- They want frequent sight of relevant, timely and easily accessible information
- Disruption risk is a key concern
- Digital devices now the main planning tool for most users

Needs differ whilst moving from concourse to train

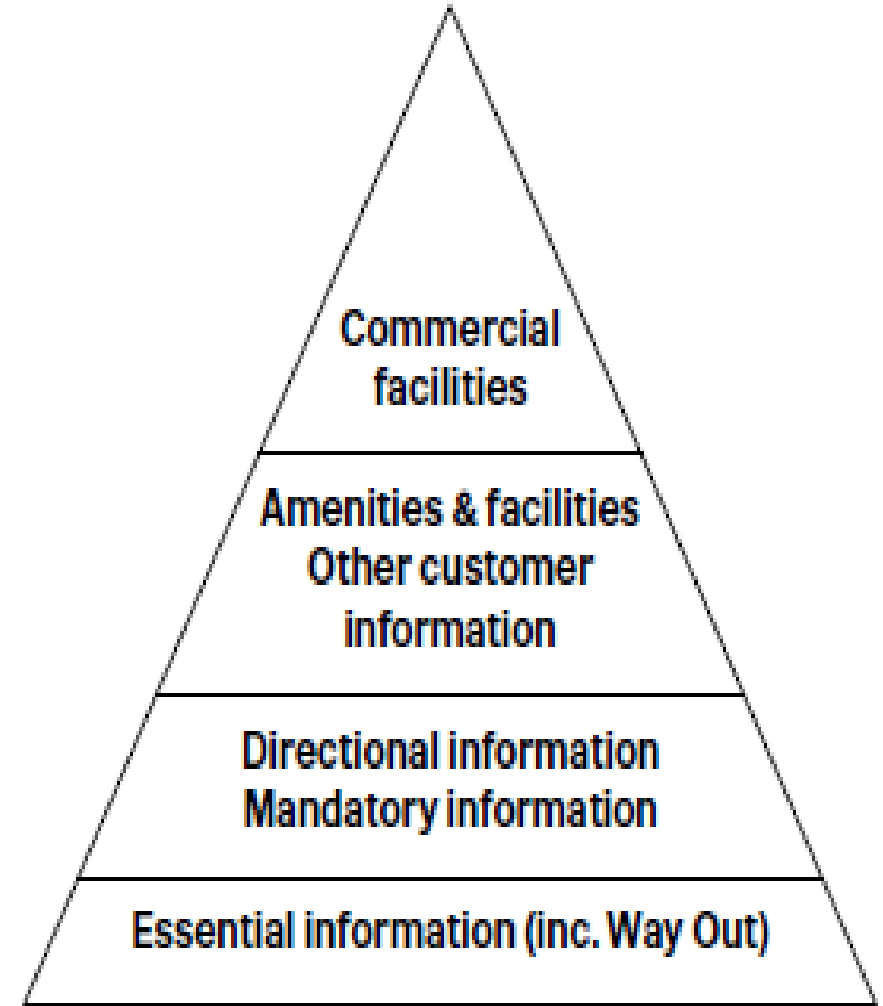


On navigating the station

- CIS screens ('main board') deliver the basic trip information and indicate the state of the service
- Subsidiary CIS screens help in getting passenger to right platform and reassuring them that the intended train has been found
- Users value the smaller screens at 'points of no return', like platform gates or at the foot of stairs or subways

Wayfinding

- Establish a clear, consistent, information hierarchy by analysing flows, mapping decision points to determine relevant signage
- Design the hierarchy from a passenger's perspective: primary/secondary/tertiary needs, backing with clear graphics
- Progressive disclosure of necessary information at each specific decision point, avoiding information overload
- Incorporate inclusive (accessibility) design for PRMs – e.g., hearing loops, high & low-level signage



When there is disruption

- Railway operators should explain the cause and, where possible, provide an indicative time-frame for the resolution of the issue, provide frequent updates, take ownership
- Reasons must be ‘real’, not ‘standard excuses’
- Passengers want to know ‘So what?’ and, if appropriate, be advised how they might ‘work-around’ the delay

The challenge

- Passenger expectations are strongly influenced by digital experience with other modes
- Rail seen as ‘behind the curve’
- Users expect push notifications of disruption or reassurance that everything is running as planned
- Real-time maps that display train location and guide platform wayfinding



“If you’ve got the Amazon app, it tells you how far away it is...”

Digital considerations

On-line sales now account for greatest number of bookings, but:

- Passengers value reassurance by staff
- Potentially exclusionary (e.g. older, poorer, visually impaired users)
- App fatigue: ‘yet another app’
- Potential for information ‘cut-off’:
Wi-Fi, battery, app up-dates
- Upward compatibility with technical advances ?
- Safety: Eyes on screen, not on direction

ON THE OTHER HAND

- Information up-dates in real time
- Most people familiar with mobiles
- Natural demographic change will reduce exclusion further
- Better Wi-Fi = better informed staff and more self-sufficient passengers
- Indicates that sector is ‘catching-up’
- Large amounts of information can reach many people simultaneously
- Helps overcome linguistic barriers

Always ask *'What's in it for users?'* you!

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with acknowledgements to www.transportfocus.org.uk for images in slides 6 and 10 and to www.networkrail.org.uk for the hierarchical triangle shown in slide 8.

Thank