Designing the station environment and delivering a better experience for customers

Rail Delivery Group Stations Summit 2019
Who is your passenger?
I've waited 113 days for this moment.
“experience”
...so I could put the bags in the trays.
It was all very pleasant.
CREATIVE GIANTS
Your journey through A&E

This map shows the 4 different stages of your progress through the A&E Department: Check-in, Assessment, Treatment and Outcome. You can expect some waiting time between each stage. Please use this map to keep track of your progress.

You will find information points throughout the A&E Department. These explain what happens in each area of the department.

Waiting times vary according to the type of case. We aim to treat everyone as quickly as possible. However, please be aware that we treat people according to the severity of their illness. Thank you for your cooperation.

You will find some posters throughout the A&E Department. Please look out for these as they may contain important information.
Group A, now boarding. Aww yeah.
Liverpool Airport
“You can’t see tears & smiles on a spreadsheet”

- Tricia Wang
Time Optimisers

Basecampers

Space Seekers

Experience Explorer

Carry-on Worriers

Retail Lovers
**COGNITIVE BIASES**

**Framing Effect**
- 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 doxet!**

**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**
- When people consider only one factor or effect, 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 relate: 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 or decision-making.)
- We are more likely to quantify 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.
- 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**
- 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 theme or dataset.
- Subtype: sampling bias - when the error occurs in the process of creating a sample.
- Some resources use these as synonymous.
- Be aware of this during the UX research!
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

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