

RESEARCH SUMMARY

Title	New Bus for London research		
Objective	Research on the mock up of the NBfL to gauge reaction and views towards the design aspects on the bus.		
Date	April 2011	Agency	Accent
Methodology	Self-completion questionnaires: 190 Stakeholders and 130 general public.		

Abstract

The mock up of the New Bus for London was very well rated by both stakeholders and members of the general public.

Key findings

- There was a very positive response from the general public and stakeholders to the overall bus design:
 - 93-94% liked or strongly liked exterior and only 0-2% disliked it
 - 82-89% liked or strongly liked overall design and environment and only 1-7% disliked it
- Other aspects of the design which were particularly well rated were:
 - design of the flooring at the rear platform
 - the design of the stairs
 - height of the seats from the floor
 - design of the open platform
- For the 30 specific design aspects 62%-95% gave positive ratings and 0-16% gave negative ratings
- The only areas where the design was less successful were with respect to the design of the space for wheelchairs/buggies and some seating issues:
 - ease of getting into/out of raised seats
 - seat personal space
 - design of seats facing each other

Job number: 10053