

# RESEARCH SUMMARY

<b>Title</b>	LU Signage research
<b>Objective</b>	To determine whether current London Underground signage is meeting customer needs
<b>Date</b>	April 2013 (pre-pilot) and Nov 2013-Feb 2014 (post-pilot)
<b>Agency:</b>	SPA Future Thinking
<b>Methodology</b>	60 accompanied journeys each passing through a pilot station (Paddington, London Bridge, Kings Cross and Stratford)

## Abstract

The new black and yellow signage at London Bridge, Kings Cross and Stratford has stand out among other TfL signs making it easy to follow.

There was a positive response to increased font sizes, visibility and lower positioning of the signs. At Paddington, the new signage on platform 12 was not noticed and people generally didn't know they could buy tickets at the Hammersmith and City Line entrance.

## Key findings

Customers taking part in the accompanied journeys were fairly positive about the signage throughout their journey.

Destination signage at those stations was received positively, with most customers finding them easier to spot as they stood out more and were therefore easier to follow and use as a navigation tool. There were occasions when the signage either stopped or the information was inconsistent, which sometimes caused uncertainty, particularly for those who were unfamiliar with the stations.

People found the destination signage useful, however they felt that this should continue even after they have left the station, as they often felt that once outside they were left to ask someone or find their own way.

Colour continues to be an important reference for people. They use it to block out all the other information around them. This was particularly useful at these stations as it helped customers alighting from National Rail trains to find the tube line they needed with little effort.

At Paddington, it was felt that the distance between the main station and the Hammersmith and City Line should be included on the signage, allowing people to decide if that was the best route for them, particularly if they are mobility impaired.

Height, position and larger font sizes were all noted and feedback was positive for all four stations.

**Job number** 12263