

# RESEARCH SUMMARY

<b>Title</b>	Countdown sign evaluation
<b>Objective</b>	Information requirements at bus stops and how these might vary in different situations
<b>Date</b>	June 2009
<b>Methodology</b>	30 mini-depth interviews at bus stops amongst regular bus users (at least once a month). Four locations: Oxford Street, Elephant & Castle, Richmond and Ickenham

## Key findings

- Fundamentally, people want to know when their bus will arrive, whether there are any delays, and if so, how this will impact on their journey.
- The main requirement from information is to provide reassurance to travellers, and where there are delays, to allow people to make informed decisions about their journey. Simplicity is key when providing information.
- Beyond this, the decision-making process and information requirements at bus stops varies according to the situation – ranging from normal service to severe disruption and from high to low frequency services.
- In normal service conditions, additional information that people would like would be: advance notice of buses that are not stopping; planned engineering works/service cancellation information for all services from that bus stop; delays/changes to service to onward journey; and - at night - reassurance that there are more night buses to follow.
- Where there are minor delays, people would like notice of when a bus will arrive with space for them to get on; information to assess whether plans should be altered and a description of planned detours/ their time impact.
- During severe delays people need information to re-plan the total journey. Bus users would also like to know the reason for the disruption and the service status of other modes.
- The decision making process at quieter stops is similar to busy stops, but there is a greater need for reassurance as wait times can be much longer.

**Job number:** 08210