

RESEARCH SUMMARY

Title	New Bus for London Mystery Traveller Survey		
Objective	Objectively understand in-service perceptions of design on board the NBFL, in particular to the wheelchair/buggy space.		
Date	01/06/2012	Agency	GfK
Methodology	Mystery Shopping; 15 assessments on the New Bus for London by wheelchair users. 7 different start locations were used.		

Abstract

The majority of assessors found alighting and boarding the bus easy, with the rear platform ensuring others could board at the same time as the ramp was deployed. Conductors were seen as having a positive role in supporting these travellers. The priority space was seen as adequate for wheelchair users, although there wasn't enough space for a buggy as well. The iBus position at the rear of the bus was also seen as an improvement.

Key findings

Most assessors were able to board and alight without any difficulties. There was one instance where the assessor experienced an issue with the ramp; it was deployed correctly, however it did not retract after use. The rear platform was seen to improve accessibility as it enabled other passengers to exit at the rear whilst the ramp was being used.

The wheelchair space was available most of the time, there were 4 occasions when the space was initially blocked, however they were able to get into the space after it was made available. The wheelchair space was felt to be suitable for their wheelchair, although it could be improved if there was space for a buggy as well. The handrails in the wheelchair area were positioned suitably, although the upright post could be positioned differently to allow more space.

There was a conductor present on all buses and when the assessor was able to speak to a conductor they were rated as 'Excellent' or 'Good' for helpfulness, politeness and patience. The conductor was seen to play a positive role in making the bus accessible by assisting assessors with the ramp and ensuring they were able to alight at the required stop.

Assessors reported that the location of the iBus display at the rear of the bus was an improvement compared to other buses.

Job number: 10106