

# RESEARCH SUMMARY

- Title** Accessible Information Review (12214)
- Objective** The Customer Information project identified a need to understand in more detail the information needs of disabled customers in order to put the customer at the heart of everything TfL does. There were three main research objectives within this project:
- What do disabled customers want to know when making a familiar and unfamiliar journey
  - How would disabled customers like to receive this information
  - Where would disabled customers expect to find this information
- Date** March – September 2013 **Agency:** SPA Future Thinking

**Methodology** 45 one hour depth interviews with disabled users of the TfL network were conducted; a range of barriers to the network were represented within the sample. In addition, ten Accompanied Journeys with customers who experience accessibility barriers were undertaken. Staff were also consulted via Staff Sounding Sessions

## Abstract

Both customers and staff are unaware of the breadth of accessible travel information that TfL provides, and do not know where to go to find it. When shown the information provided by TfL, and the variety of mediums, customers do feel the information is fairly comprehensive, although some gaps have been identified. Multiple channels of delivering information, including paper, are required due to the wide variety of customer needs. Staff are currently highly relied upon as a source of information and assistance for disabled customers

## Key findings

Journey needs and the information required as a result of those needs are individual to each customer, regardless of the barriers to travelling they face. The key areas within which information needs sit, work together to provide the overall journey experience: reassurance, navigation, access and comfort.

There are four key findings that have emerged from the research, with raising awareness of current information a fundamental aspect:

- TfL provide comprehensive information currently however customers are not fully aware of its existence
  - Largely this is a result of developing coping strategies and therefore customers are not actively seeking out information
  - Low visibility of information at stations and on TfL website results in low awareness of information sources
  - Staff are not fully aware of material available and therefore often rely on colleagues' advice and support when information is needed
- Although material is comprehensive, there are still several perceived information gaps identified by customers
  - Please refer to report for full details
- The way information is delivered is very important and multiple methods are needed to reach a wide audience, including paper
- TfL staff are highly relied upon by some disabled customers, thus enabling them to better assist and provide information to disabled customers, via improved access, is key