

TERMINAL 3 - INTERVIEWER VERSION



TERMINAL 3

Research Background

Objective:

This project aims to gain a comprehensive understanding of passenger movement and utilization within the departure lounges at Heathrow Airport. This will be achieved by analysing dwell time in known congested areas, informed by QSM (Quality of Service Monitor) and ASQ (Airport Service Quality) perceptions of airport crowding.

With an anticipated busy summer in 2024, particularly in T3 and T5, there is a heightened need for validated IDL dwell models. Heathrow wants to develop a reliable model which is crucial for strategic capacity planning and supporting business initiatives aimed at mid- to long-term growth.

Terminal	Days in Terminal	AM (04:30-13:45); PM (13:15- 22:30)	Total Interviewers needed
T3	3 (Two weekdays,1 weekend day) (July)	3 interviewers - Seating 3 interviewers – Retail, F&B & WDF 1 interviewer - Walkways 2 floaters	9

Terminal 3

Interviewer positions

Interviewer A (Seating Zone, A ,B &G)

Interviewer B (Seating Zone C & D)

Interviewer C (Seating Zone E. F & H)

Interviewer D (Walkway)

Interviewer E (Retail & Catering 1)

Interviewer F (Retail & Catering 2)

Interviewer G (Retail WDF)

GENERAL RULES – FOR ALL INTERVIEWERS

- ❑ Start counting process every 15 mins by the clock, For example 04:30, 04:45, 05:00, 05:15 and so on.
- ❑ Use the same route throughout your shift when counting pax - in IDL seating, WDF, Walkways, Retail & Catering.
- ❑ Count all passengers, Adults, Children's and pets.
- ❑ Do not count **any** staff members (identify via uniforms/ security pass lanyards).
- ❑ Do try respectfully to apologise to passengers & staff for not being able to help answer any questions, whilst you are busy counting.
- ❑ If you come into contact with another interviewer who is doing a count, avoid conversating.
- ❑ Please remember to 'reset' your counter after entering the data on the ipad after each count.
- ❑ Avoid calling a floater midway through your count **unless** in an emergency.
- ❑ Avoid listening to music or using headphones whilst on duty.
- ❑ No changing or swapping post with a colleague to maintain consistency.
- ❑ When handing over shift in the afternoon, please ensure you and your colleague are both confident with the counting before leaving.

GENERAL RULES FOR SEATING COUNTING. INTERVIEWER A, B & C

DO'S

- ☐ There 3 types of counts for this zone:
 - **Empty** – Seat that are unoccupied.
 - **Standing** – Passenger standing around seating area.
 - **Blocked** – Seat blocked by
 - Suitcase
 - Bags
 - Rubbish
 - Personal belongings
 - Prams, wheelchair etc.
- ☐ Count people standing (near screens) last, after you have finished your seat counts.
- ☐ Count empty seats as you first see them. (If a passenger stands up after you have checked that seat, consider that seat as occupied).
- ☐ Count the seats based on their state of occupancy without considering momentary changes.
- ☐ When a person lies down using more than one seat, count the total seats they occupy and subtract one to determine the number of blocked seats. Example: If a passenger is lying across 3 seats: They are using 3 seats in total. You subtract 1 seat (the seat the passenger is using). The remaining 2 seats are counted as blocked.

DONT'S

- ☐ Don't count **any** staff members.
- ☐ Don't double count.

Tip: When necessary, use the floor colours to guide you to distinguish between walkway/seating/outlets

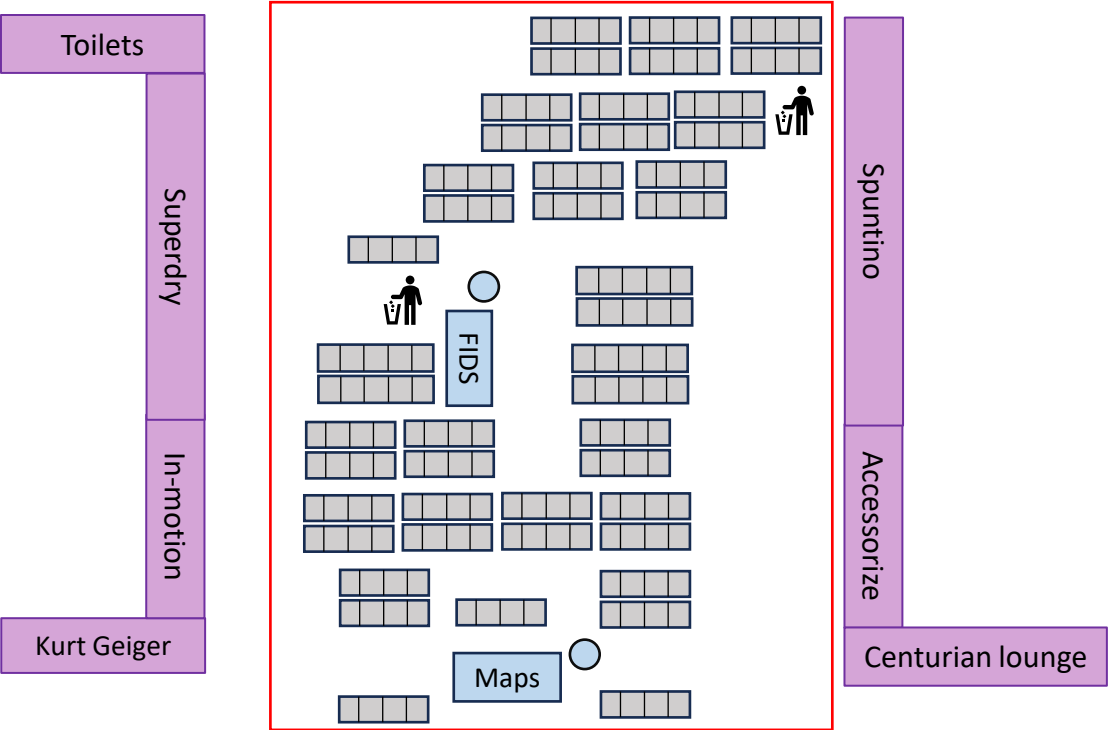
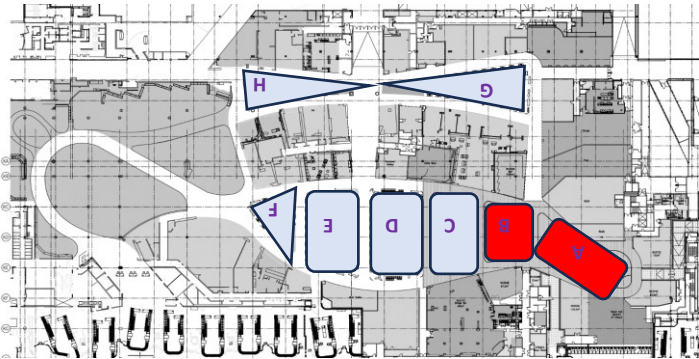
Interviewer A- ZONES A, B & G Seating



Terminal 3 (Zones A and B)

288 seats

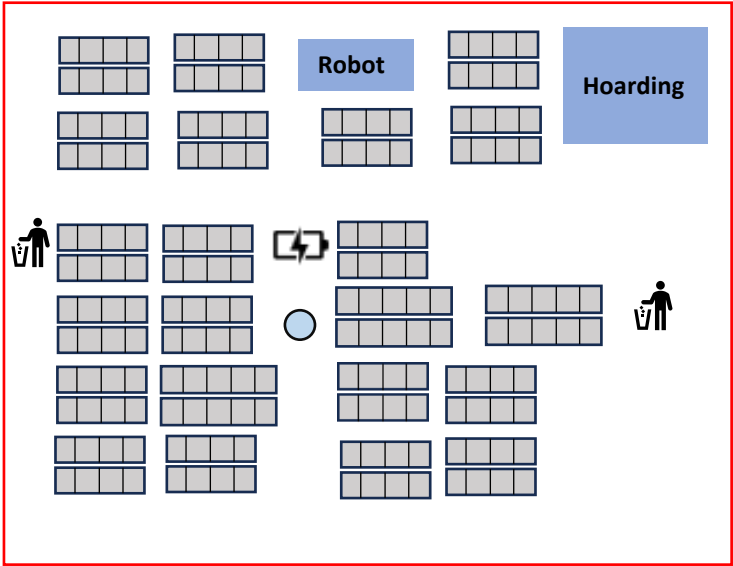
Classification: Internal



ZONE A
182 seats

The Curator

Yoi Sushi



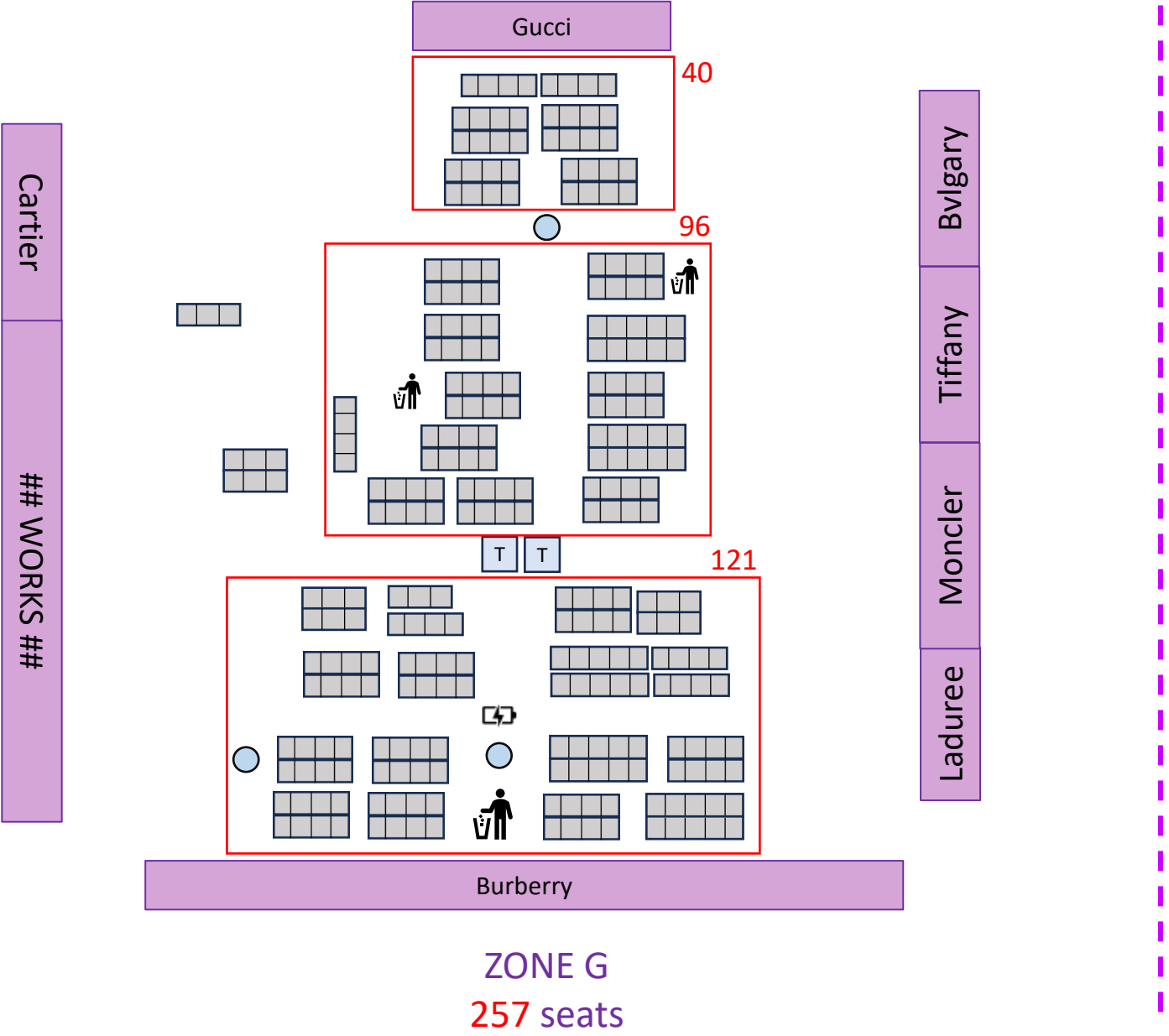
ZONE B
106 seats

- KEY
- 2-Seater
 - 3-Seater
 - 4-Seater
 - 5-Seater

Terminal 3 (IDL, zone G)

Classification: Internal

257 seats



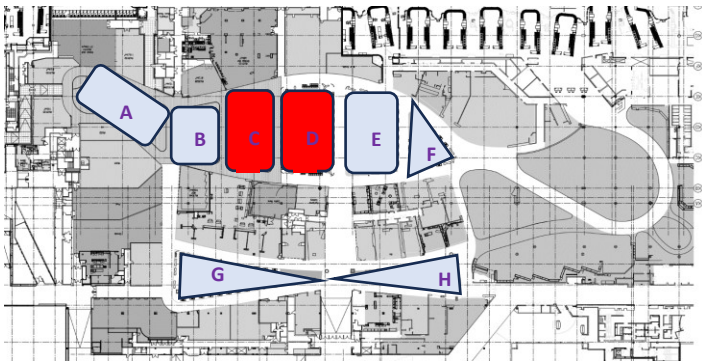
Interviewer B - ZONES C & D Seating



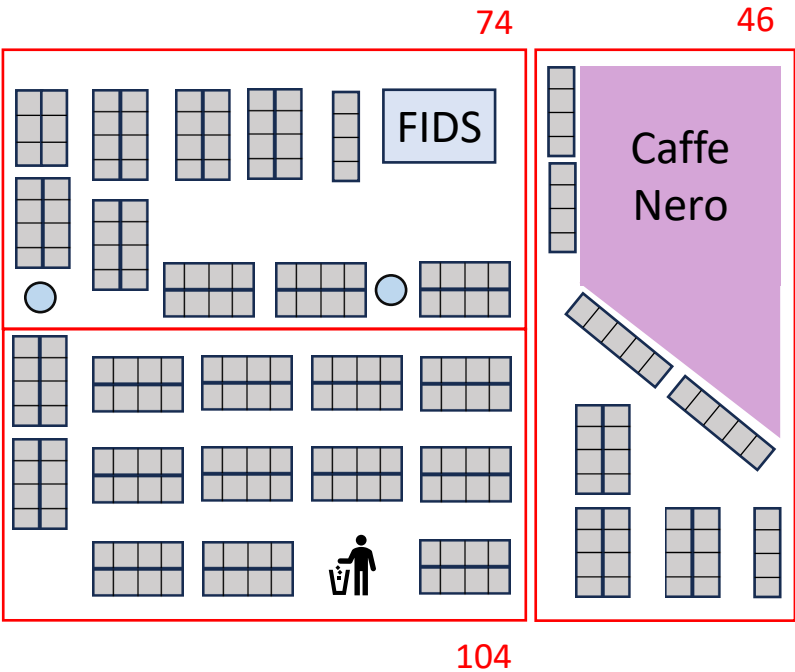
Terminal 3 (Zones C and D)

588 seats

Classification: Internal



The Curator



ZONE C
224 seats

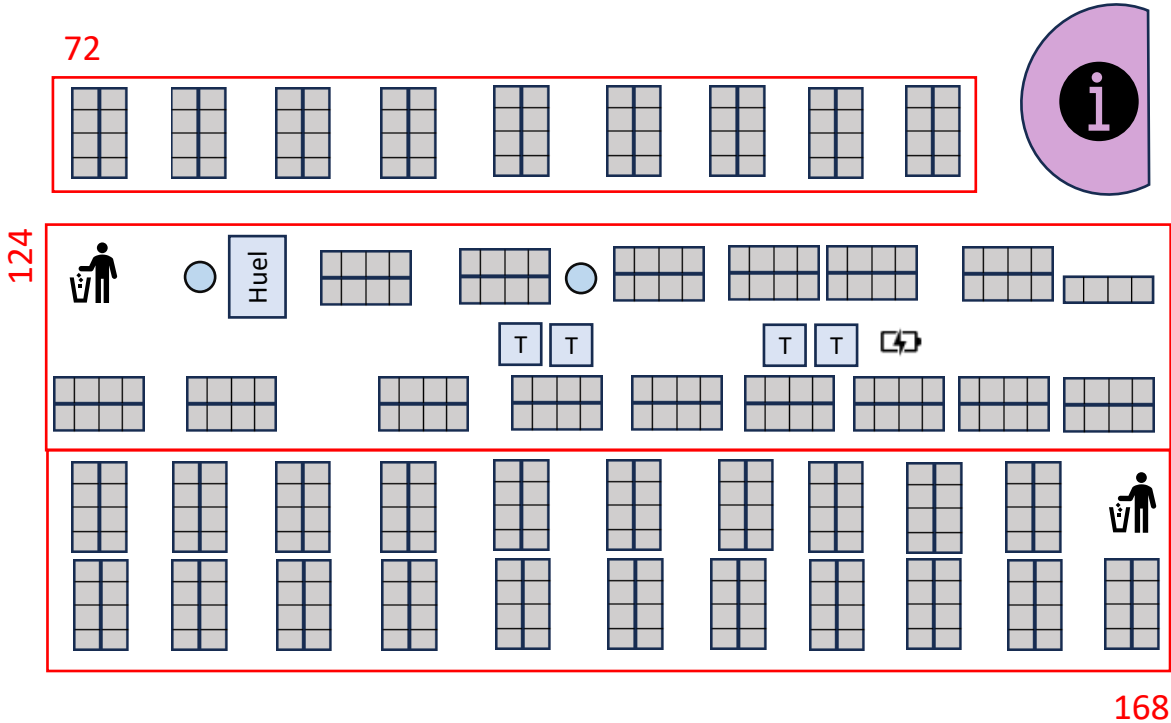
- KEY
- 2-Seater
 - 3-Seater
 - 4-Seater
 - 5-Seater

Caffe Nero

Harrods

The Bookshop

WORKS



ZONE D
364 seats

Sunglasses

Caffe Nero

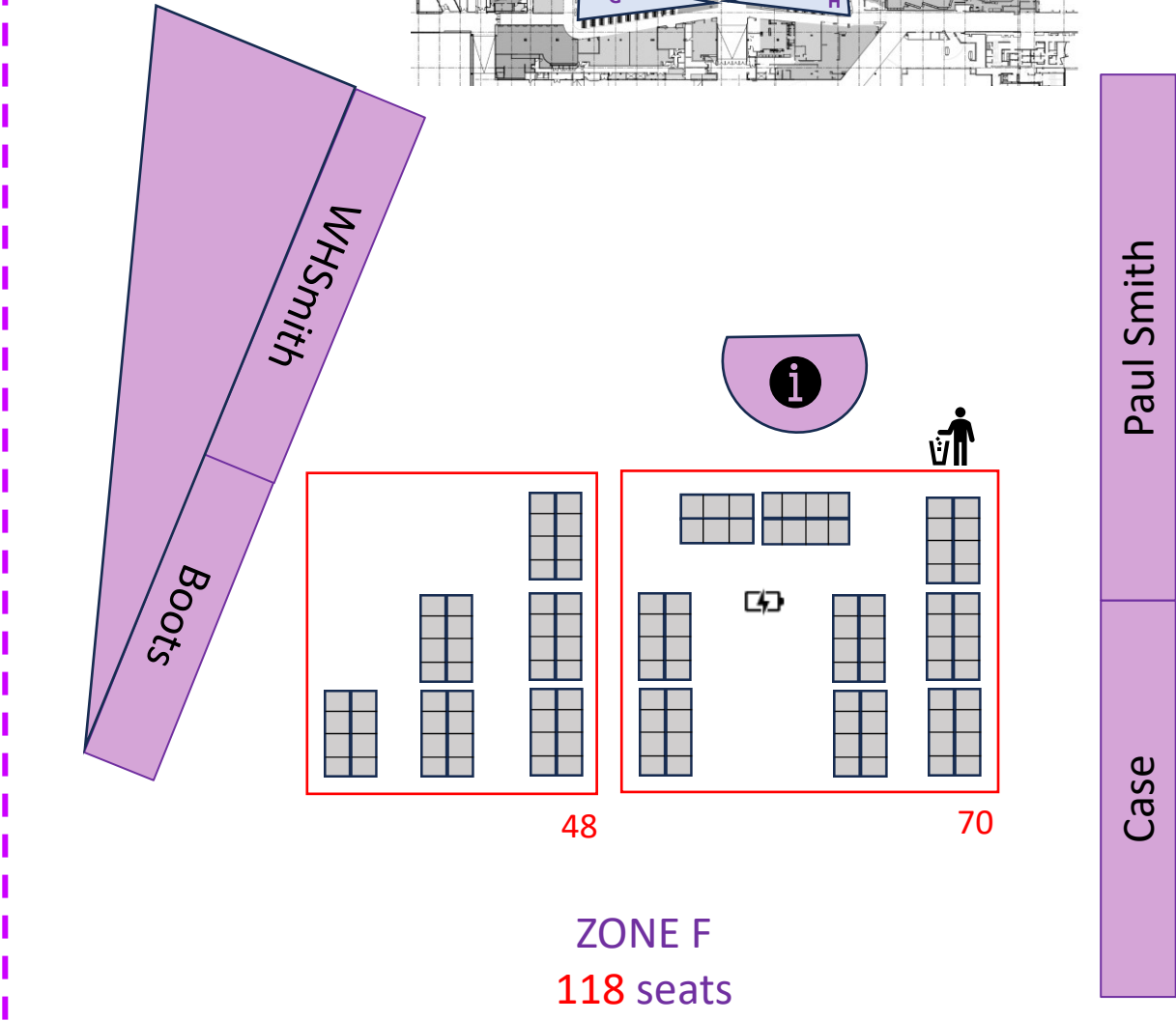
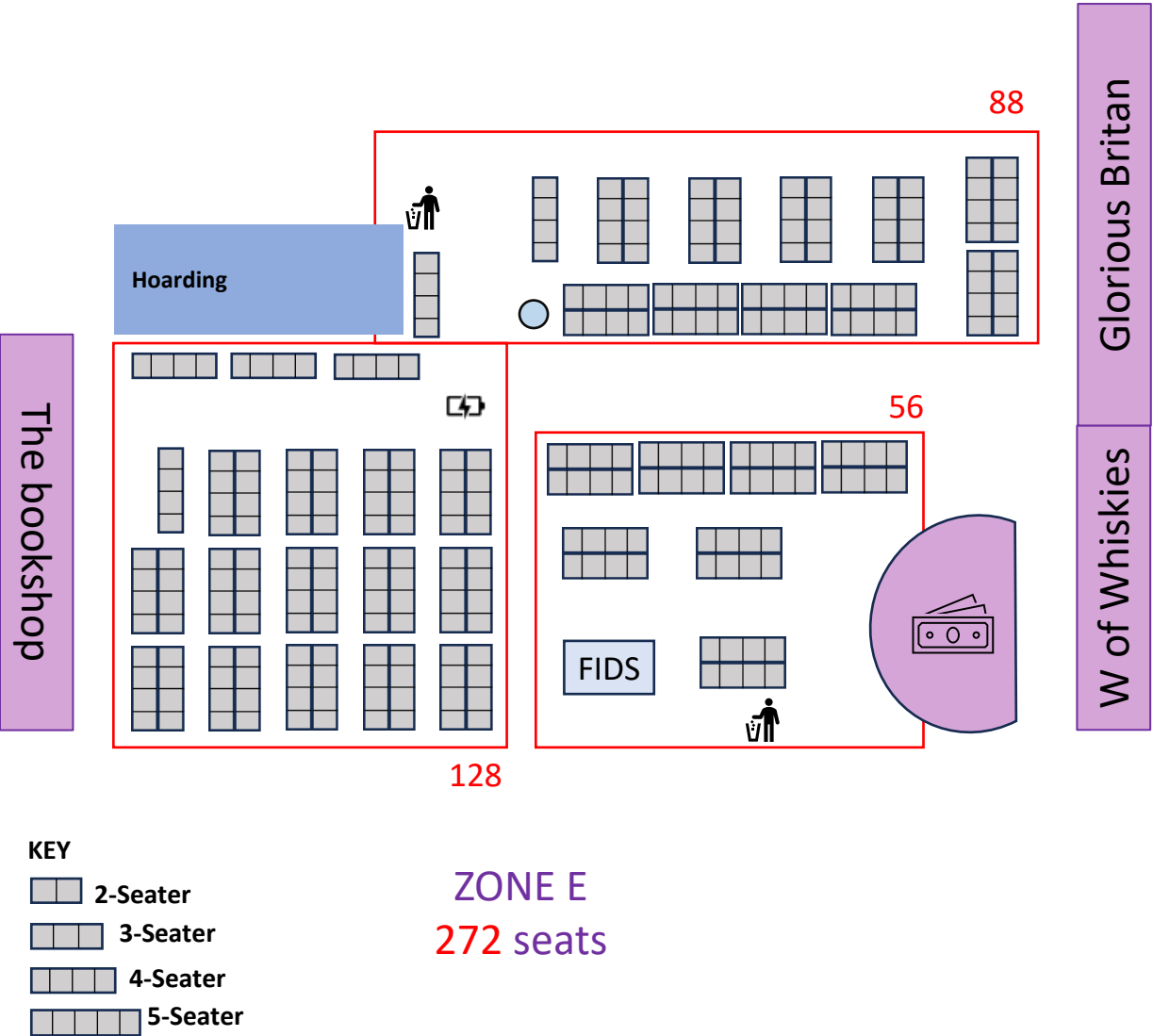
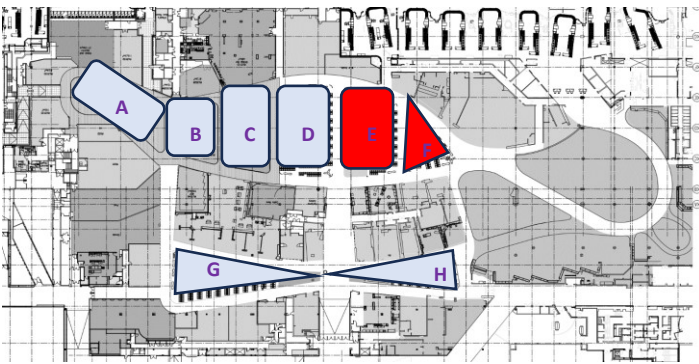
Interviewer C - ZONES E, F & H Seating



Terminal 3 (Zones E and F)

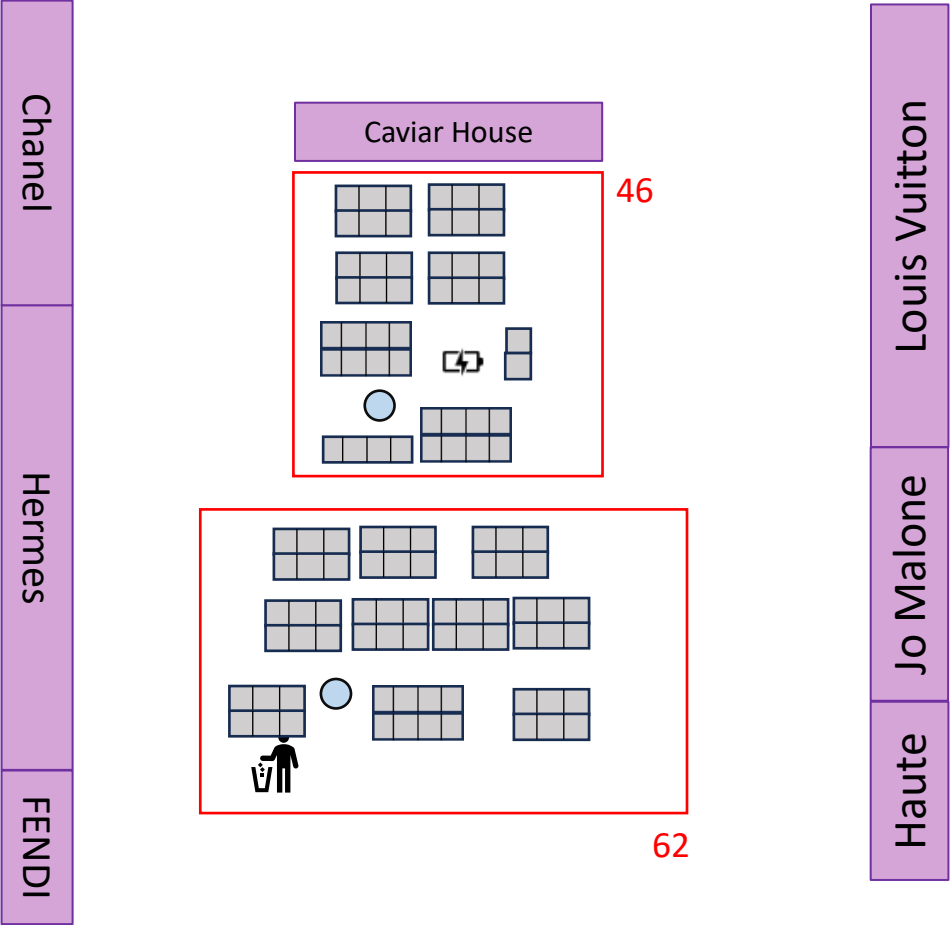
390 seats

Classification: Internal



Terminal 3 (IDL, zone H)
365 seats

Classification: Internal



ZONE H
108 seats

GENERAL RULES FOR WALKWAY COUNTING – INTERVIEWER D

DO'S

- ☐ There is 1 type of counts for this zone.
- **Passengers** – All the passenger in the WDF outlet.
- ☐ Count people standing in front of you, walking towards you; past you and beside you.
- ☐ Count passengers at first sight - for example, if you see a passenger on walkways about to enter a Retail unit, count them as a walkway passenger.
- ☐ Count passengers queuing for an F&B outlet if 'only' they are in the walkway zone.
- ☐ Take a snapshot of the area where there is a red eye on the map. This is done by stopping and counting the area where the dotted line is marked.

DON'Ts

- ☐ Don't count people standing in the seating areas.
- ☐ Don't count the passengers behind you.
- ☐ Don't count **any** staff members.
- ☐ Don't double count

Tip: When necessary, use the floor colours to guide you to distinguish between walkway/seating/outlets

Interviewer D - Walkway

Important information.

Take a snapshot of the area where there is a red eye.

This is done by stopping and counting the area where the dotted line is marked.

END POINT

Start Walkway counting at the information desk just after world duty-free.

START POINT



GENERAL RULES FOR RETAIL & CATERING COUNTING 1 & 2

INTERVIEWER E & F

- **DO'S**

- ☐ There 2 type of counts for this zone.

Retail & Catering passengers – inside the outlets.

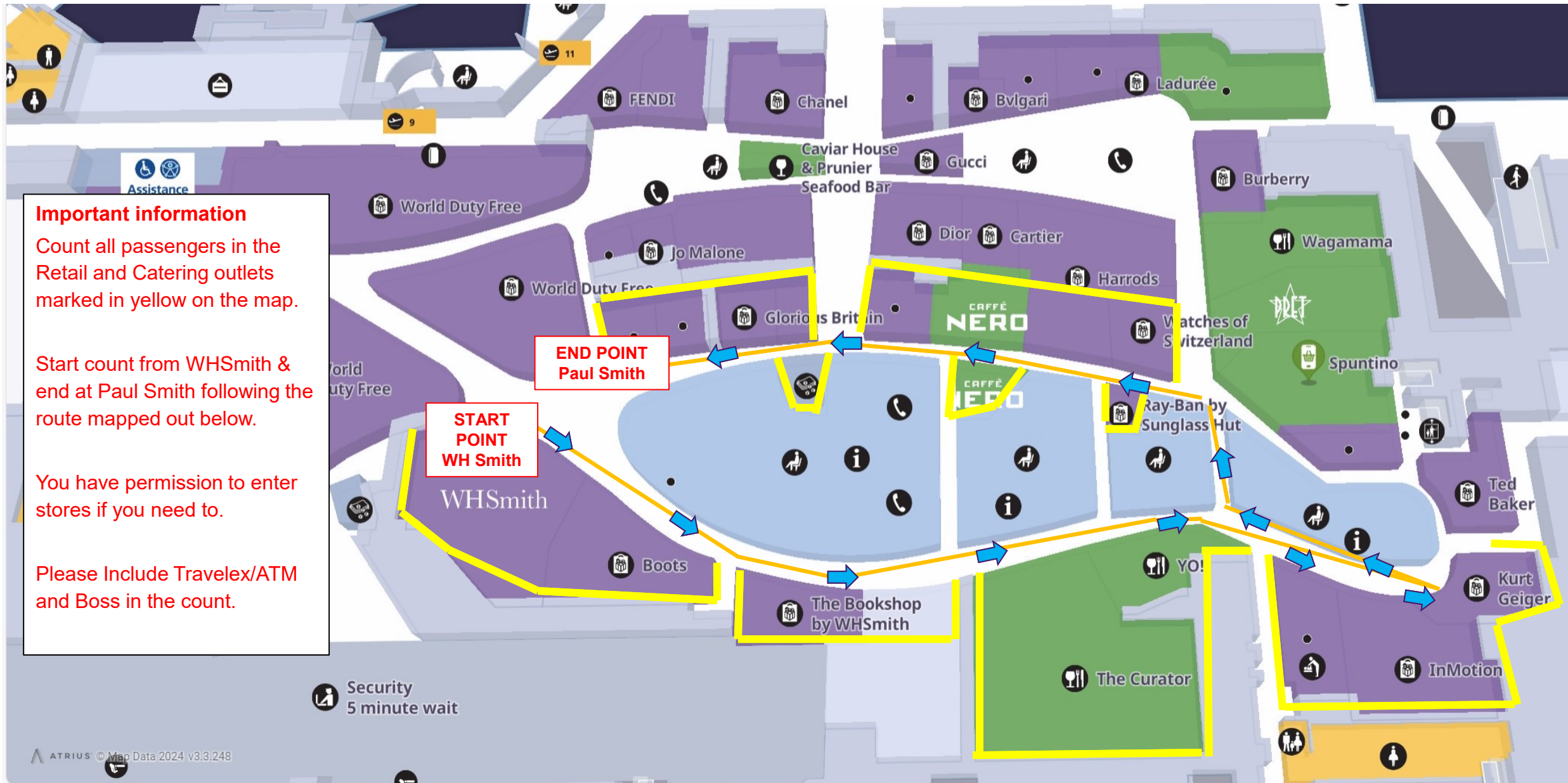
- **Retail & catering 1 - Start count from WHSmith & end at Paul Smith by following the route on the map. Start process every 15 mins on the clock.**
- Retail & catering 2 – Start count from Ted Baker & end at Cartier by following the route on the map. Start process every 15 mins on the clock.
- ☐ Count people seated and standing inside the outlets
- ☐ Count people at the entrance of the outlets waiting to go in.
- ☐ Always take a moment to glance over the counter and confirm the correct type of count (retail or catering) before you begin your count.

DONT'S

- Don't count any staff members.
- Don't count people on the walkway.
- Don't double-count.

Tip: When necessary, use the floor colours to guide you to distinguish between walkway/seating/outlets

Interviewer E – Retail & Catering 1



Interviewer F Retail & Catering 2



GENERAL RULES FOR WDF COUNTING INTERVIEWER G

DOS

- ☐ There is 1 type of counts for this zone.
- **Total number of Passengers** – All the passenger in the WDF outlet.
- ☐ Count people standing in front of you, walking towards you; past you and beside you.
- ☐ Count passengers at first sight
- ☐ Count any passengers in all sections
- ☐ Count any passengers queuing for the tills

DON'Ts

- ☐ Don't count the passengers behind you.
- ☐ Don't count **any** staff members.
- ☐ Don't double count

Tip: When necessary, use the floor colours to guide you to distinguish between walkway/seating/outlets

Interviewer G WDF Store

