

# Personal Digital Device Charging Briefing Notes

## 1. Background

Providing passengers with sufficient charging options and solutions for their travels is an important factor in making every journey better at Heathrow. That is why Heathrow is currently trialing two new charging solutions at T2, T3 and T5. The two new charging solutions, **Tensator Charging Poles** and **Chargeboxes**, are pictured in the appendix of this brief (see the last two pages).

In addition to trialing these two new charging solutions, Heathrow wants to gain insight into passengers' overall charging needs and preference while staying at the airport.

## 2. Purpose

Based on the background of trialing two new charging solutions and a need for insight into passenger charging preferences, the purpose of this survey is twofold:

- 1) To evaluate the trialing charging stations based on user experiences and feedback.
- 2) To gain insight into passengers' charging needs, preferences, satisfaction and awareness of charging options available at Heathrow – this goes for all kinds of passengers regardless of whether they have used the trialing charging stations or not.

Because of this twofold purpose of the survey, there is a sharp distinction between respondents who are *users*, defined as passagers who at the time of the interview either are using or previously have used one of the trialing charging solutions, and *non-users*, defined as passagers who have not used one of the trialing charging solutions. This means that the survey is structured around two main survey routes – one route for *users* and one route for *non-users*.

The aim is to end up with roughly a 40/40/20 split of respondents. By this split we mean that roughly 40% of respondents should be *users*, 40% should be *non-users* who *are* or *have charged* at the airport using some other charging solution other than the trialed solutions, and 20% should be respondents who have not charged at all.

## 3. Approach

### 3.1 Location

Because the trialing charging stations are located in specific areas of the airport, the data collection process will only take place in those same areas. The two trialing charging stations are located in the following terminals and areas:

#### **Tensator Charging Poles**

##### Terminal 2:

- 1 Tensator near Passenger Assistance Service
- 1 Tensator near the Mulberry shop after passing through security

##### Terminal 3:

- 1 Tensator near the waiting area by Passenger Assistance
- 1 Tensator not seen – might have shown up by now

##### Terminal 5:

- 1 Tensator near gate A4 by Passenger Assistance Service
- 1 Tensator near gate A19
- 1 Tensator near gate B35
- 1 Tensator whose whereabouts are currently unknown – might be in gate area C.

#### **Chargebox**

##### Terminal 2:

- 4 Chargeboxes in the Main Departure Lounge
- 1 Chargebox by gate A17
- 1 Chargebox by gate A21

The relevant passengers are therefore only those who are present in the proximity of the above-mentioned areas of Terminals 2, 3 & 5.

## 3.2 Survey – a short description

The survey must be conducted as face-to-face personal interviews.

However, the survey also contains a so-called *conjoint analysis*. This conjoint analysis means that at some point in the survey you will present the respondents with four different tables describing different charging solutions, which are made up of different combinations of attributes. For example, respondents will be presented with charging solutions that differ on the charging speed they provide or how many units can be charged simultaneously. An example of what these tables look like is presented below.

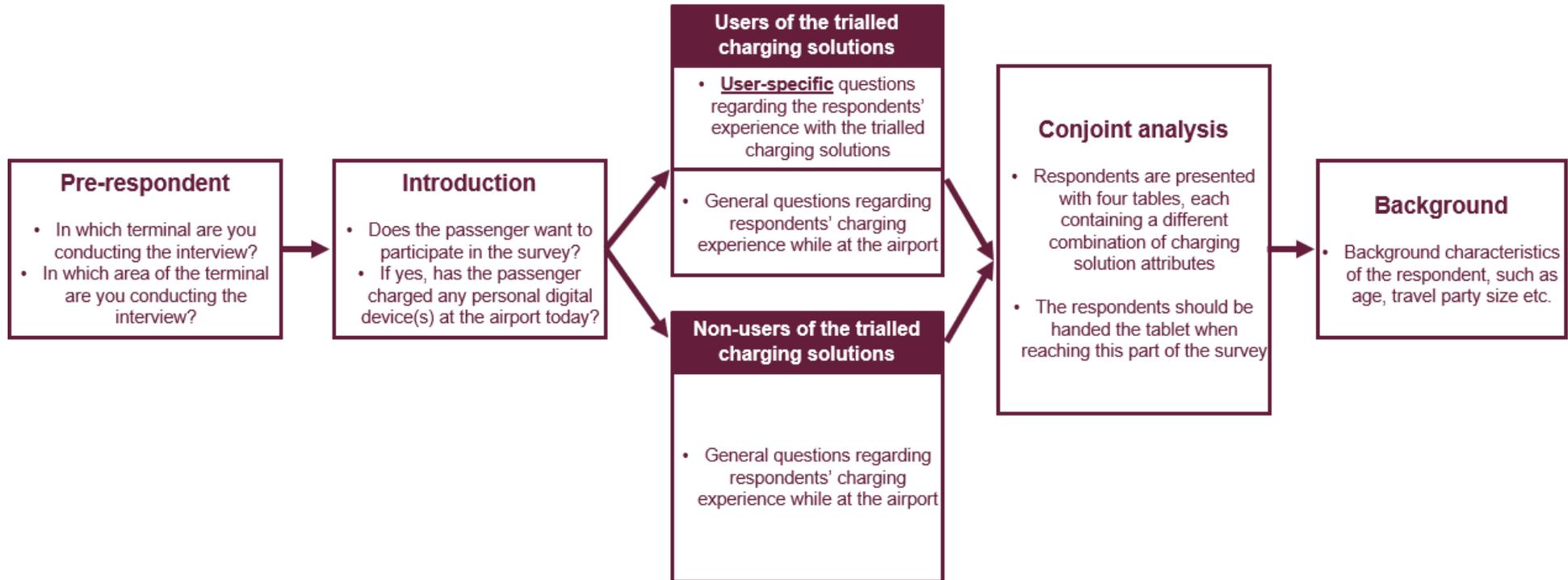
Charging availability	6 devices per charging station
USB socket	Normal speed (Fully charge a phone in 3 hours)
Visibility of charging stations	Only visible within approximately 10 metres
User proximity to the charging station	Users can be standing at the charging station while charging
Space available on the charging station	Spaces for all mobile phone models

For each of the four tables, that each describe a different combination of charging solution attributes, respondents are to assign the likelihood of them using the charging solution. There will be an introductory text for you to read aloud to the respondents as well as a 'test table' for the respondents, so that the respondents have tried reading the table and answering with their likelihood of using the charging solution before moving on to the four actual tables.

For this part of the survey you will need to hand over your tablet to the respondents so that they can properly read the four tables as well as assign their likelihood of using the charging solution. Once the respondents are done with the four tables, the tablet should be handed back to you for the final part of the survey.

The overall structure of the survey is depicted in the diagram on the next page.

### 3.2.1 Survey structure



## 4. Appendix

### Tensator Charging Pole



# Chargebox

