

ARRIVALS: Interviewer instructions

Background:

Heathrow has temporarily installed new digital information screens in T2 and need passenger feedback in order to understand their success before deciding whether to make the installation permanent, or not.

Research objectives:

We need to interview a robust sample of all the different types of passengers travelling through T2 to get a representative view of passenger opinion. The survey is designed to measure success by understanding whether the new digital information signs are being noticed, whether they are easy to use and whether they help navigation and wayfinding.

Passenger qualification:

All passengers moving passed the digital sign in arrivals are valid respondents. They don't have to have noticed the sign to qualify, but if they have not looked at it, the interview will be very short as most of the content is skipped.

As passengers are arriving, they won't want to be held up and will want to continue their journey. As mentioned in the intro of the survey, do what you can to get respondents to participate by stressing the short interview and offering to walk with them while talking.

Digital signage:

This is the digital sign in T2 arrivals that we are testing.

