

BEACON: 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 easy to use and whether they help navigation and wayfinding.

Passenger qualification:

We need to interview passengers who have interacted with the digital information sign in T2. The first question in the survey gets them to confirm that they have at least tried to use the digital sign.

The survey is around five minutes, and hopefully passengers in departures will have time to complete the interview. Please do all you can to encourage them to participate as we want a representative cross-section of all passenger types and avoid self-selection if possible.

Digital signage:

This is the digital sign on the mezzanine in T2 departures that we are testing.

