

PRS: 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:

All passengers requiring assistance in the PRS area of T2 departures are valid respondents. If they are travelling in a party, we need to interview the individual requiring assistance; the first question in the survey gets them to confirm that this is the case. They don't have to have used or even noticed the digital information sign to qualify as we want to understand barriers to usage and what information they would expect / would want it to include.

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 in PRS and avoid self-selection if possible.

Digital signage:

This is the digital sign in the PRS area of T2 departures that we are testing.

