

# Terminal Dressing

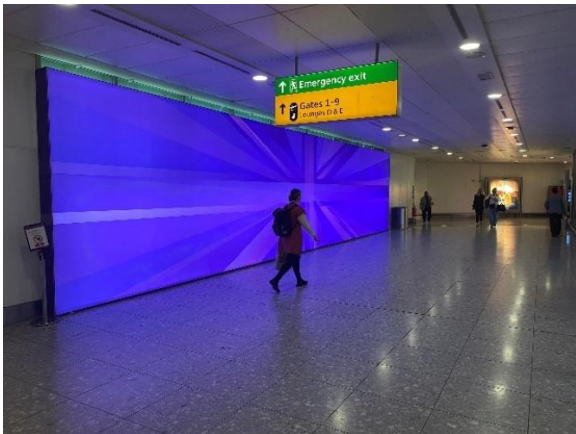
## Breifing Notes

### Background

Heathrow's vision is 'to be an extraordinary airport fit for the future'. An important aspect of providing an extraordinary airport experience is to create a visually appealing experience. Top rated airports around the world are known for their visual appeal, such as Bangalore, Doha or Singapore.

But this can be challenging where you have infrastructure that is over 50 years old such as Terminal 3. To try and overcome this challenge, Heathrow has decided to trial an approach of applying different types of dressing to walls in Terminal 3 Pier 6 to enhance the visual and experiential aspects as passenger use that pier, with a focus on creating a more welcoming and engaging environment for passengers as well as creating a greater sense of place. The dressing includes aesthetic improvements and installations designed to enrich the passenger experience. For some elements there are also an audio aspect of the experience.

### A purple Union flag



### A cloud lined walkway



The visual installations have been installed since December 2024.

### Research Objectives

The primary objectives of this research are to:

- Assess claimed and actual awareness, impact and interest in the different instalments
- Understand if and how passengers interacted with the instalments
- Evaluate any impacts on overall passenger satisfaction and wayfinding perceptions

- Identify any differences in perceptions and preferences across various demographic groups
- Investigate what passengers think could be improvements to the instalments
- Listening to passengers in terms of what other touchpoints in Heathrow would benefit from similar wall dressings.

## Method and location

Onsite face-to-face survey in Pier 6 to obtain passenger feedback as close to wall dressing instalments and thus experiencing as possible. More specifically, we will do 20 shifts of surveying after passengers have had the chance to see the instalments in the corridor leading up to Pier 6.

Possible locations to do interviewing:

- T3, Pier 6 – Gate rooms (*Gate 1-7*)
- T3, Pier 6 – Gate corridor (*Waiting area outside of Gate 1-7*)
- T3, Pier 6 – Passenger Assistance Service (*in the corridor leading up to Pier 6*)



You must rotate between the three locations and spend time in the Passenger Assistance Area, Gate Rooms (when passengers are called to gate – max 6 interviews per gate room) and outside the gate rooms when passengers are waiting to enter the gate room. Please make sure to space out interviews, so that passengers are not affected by interviews close to them (could bias the results).

## Languages

A great number of flights from Pier 6 is operated by Emirates (EK). Therefore, we expect some degree of language barriers why the survey will also be available for self-completion in Arabic. In these cases, hand over the tablet and collect it back when the passenger have completed their response.

## Content of the survey

The survey is approx. 3-7 minutes depending on if the passenger have seen only one or both instalments. If the passenger do not recall seeing the instalments they survey will be relatively short.

The survey is build up in different sections:

- **Introduction** (important not to prompt the passenger by stating that the survey is about the wall decorations). We want a clean unprompted recall if they have seen or heard anything that stands out.
- **Passenger experience**: General questions about airport and terminal experience (not related to the installations (same questions as they appear in QSM Departures tracker).
- **Unprompted recall**: Questions about if passengers recall seeing or hearing anything that stood out.
- **Prompted recall**: Questions about whether or not they recall seeing the wall decorations.
- **Engagement and feedback**: If recalling, series of question about how they engaged with the visual, what they thought of it and if they have any suggestions for improvements.
- **Other ideas**: Questions aimed for passenger feedback on other places in Heathrow where visual wall dressing could improve the experience and if they recall seeing wall decorations from other airports that they would like to mention.
- **Demographics**: Age, gender, ticket type, destination, direct/connecting etc.

## Sample

Random sampling principles applies to this project. However, we will need to get interviews from all three locations (as mentioned above) why you must rotate during your shift. We must also ensure that we do not only target English speaking passengers but get a broad sample of UK and non-UK nationalities. We also need to make sure we cover all possible destinations that is being flown to from Pier 6.