

SOUL – **S**mart **mO**bility **hU**b **pL**atform

**UNDERSTANDING USER EXPERIENCE IN
THE SOUL PROJECT - A2005 - WP5**

WEBINAR, 14 Dec 2020

How WP5 is built up

➤ Task 5.1 – in spring

- stakeholders were identified and categorized into 3 groups
- data collection plan has established
- preliminary preparation of personas and customer-service provider interactions

➤ Task 5.2 – in autumn

- desktop research was done for best practices
 - research on customer journey maps
 - research on focus group meetings and survey techniques
- focus group interviews are ready

➤ Task 5.3 – in autumn/winter

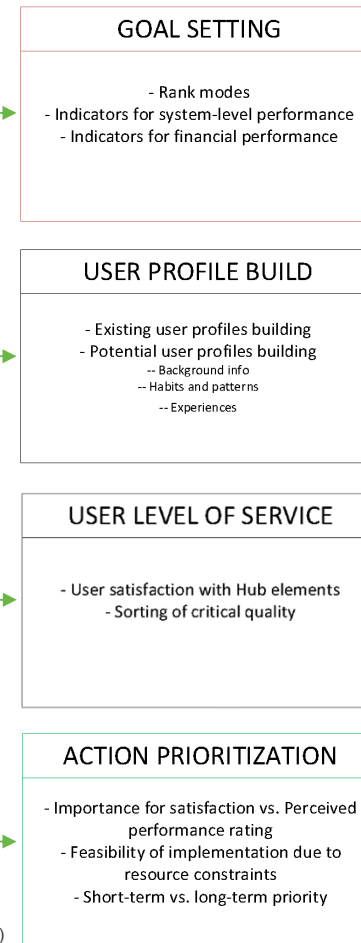
- conducting online surveys
- *creating customer journey maps: the basis of costumer journey maps are the outputs of online surveys*

Aims of WP5

Understanding customer experience and customer-service provider relationship.


Data collection **regarding** the DSS framework:


- Get familiar to potential **DSS user needs** – city representatives + mobility service providers + non-mobility service providers
- Get familiar to **HUB user (=customer) needs**
 - Creating user profiles
 - Ranking user satisfaction
 - ***Creating customer journey maps***




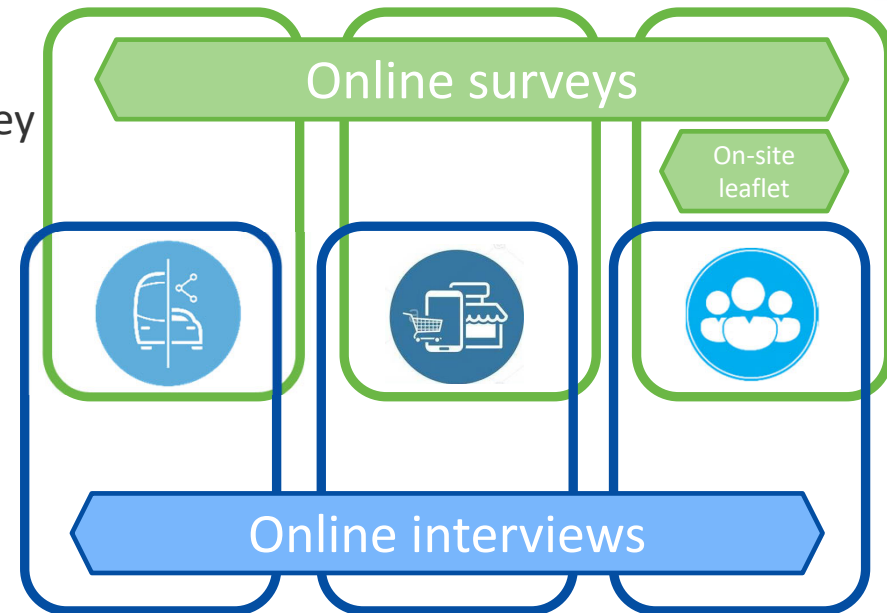
Data collection process

The **activities** during the data gathering were the following:

 focus group interview with city representatives and mobility service providers (CM) + online survey

 focus group interview with non-mobility service providers (NM) + online survey

 small group interview with users (HU) + (on-site recruited) online user survey



Materials for data collection

- **City statuses** were checked owing to COVID-19
- **Draft questions** has been prepared for online surveys
 - relevance check and refinement based on focus group interviews
- **Guideline** for focus group interviews has been prepared
- The online **survey** itself
 - for the different groups
 - creating user profiles
 - the inputs for customer journey map
 - ranking user satisfaction
 - COVID-19 related question

LimeSurvey Professional - Your online survey service

SOUL Survey - for hub users (customers or travelers)

<	Settings	Structure
1. Profile classification	7	▼
2. Layout/Appearance	1	▼
3. Information	3	▼
4. Services	2	▼
5. Feelings	8	▼
6. General insight	2	▼
7. Ranking	4	▼
8A. COVID-19 related questions	2	▼
8B. COVID-19 related questions	5	▼
9. Reliability	7	▼
10. Demography	4	▼

SOUL

Are you happy with mobility hubs in Budapest as a traveller?

Within the framework of a European Union funded project we invite you to fill in a survey. With your help well-tailored mobility hubs can be designed in Budapest and in other cities as well.



<https://bmesoul.limequery.com/647178?lang=en>

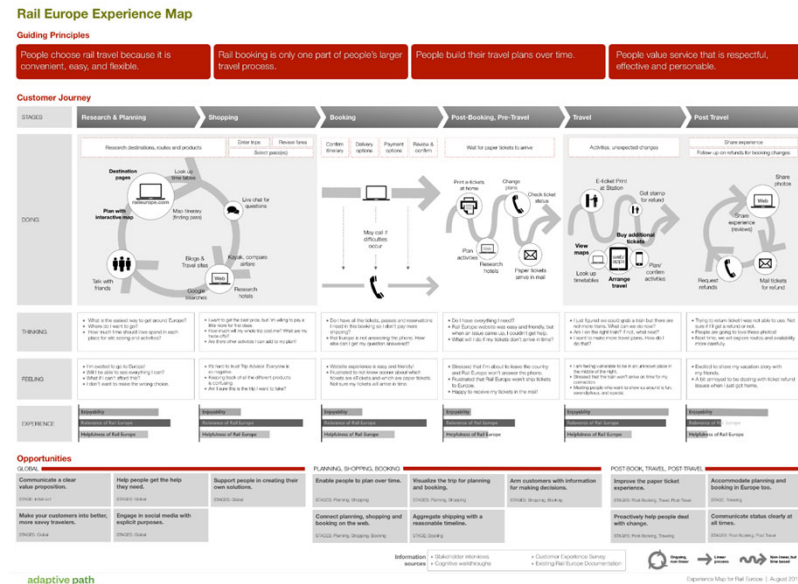
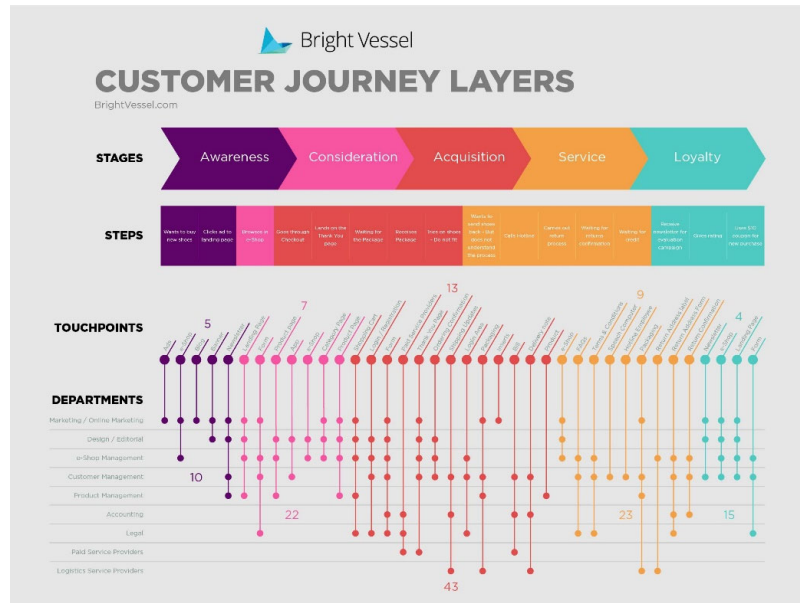
Please, help our work providing your opinion following the QR code or the link above.

Lessons learnt from focus group interviews

- „**Feedback on feedback**” is more than welcome (U)
- **Feelings** have a strong impact on system perception (U)
- **Greater clarity of information** within and **more space** around the hub is important (U+CM)
- A **station transforms** from a simple transport hub to a shopping center nowadays (NM)
- A **communication platform** would be helpful „to remember” (CM)
- **Collected information** about the users is common (CM+NM)
- **Early stage involvement** and **full cooperation** found necessary (CM+NM)

Group of tasks	Task	Host	Moderator
Material finalization	revision of guidelines and survey question	X	X
	translation of guidelines (if necessary)	X	
Before online meetings	recruitment (invitation of participants)	X	
	meeting organization (making appointments)	X	
During online meetings	welcome participants	X	X
	handling technical and language difficulties	X	
	moderating meetings (following guideline)		X
	recording interviews	X	
	taking notes (for manuscripts)		X
	survey question relevance check		X
	collecting email addresses (for after survey distribution)	X	
After online meetings	sending survey question suggestions (based on relevance check)		X
	preparing manuscripts of online meetings		X
	sending records	X	
	sending manuscripts		X
Post-interview tasks (during online survey distribution)	translation of survey questions	X	
	emailing surveys	X	
	handling out leaflets with QR code directing to the online survey (on the spot)	X	
	advertisement and encouragement (forcing survey fillings)	X	

Customer journey map examples



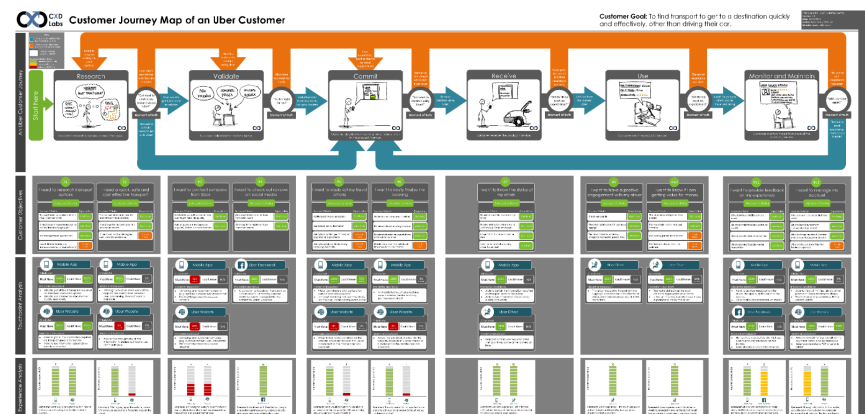
Lens

Journey Model

Qualitative Insights

Quantitative Information

Takeaways




Customer journey map for a hub – under development

- A couple of **maps per personas** (=user profiles)
- From home preparation to post-travel activities as stages
 - but **focusing on the hub section of a travel**
(from arrival to departure)

- „**Doing + feeling/thinking + provider**”
relationships at each stages
- A **non-linear flowchart** is preferred
- **Mobility and non-mobility providers**
are considered

What feelings have you ever had (highlighted) when you have arrived (highlighted) to a hub? How intense it was and how frequent?

	Intense	Moderate	Mild	Only once	Couple of times	Frequently	No answer
Abandoned – customer left in an uncomfortable situation without information or help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Annoyed – by pushy commercials or marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Averse – due to being in a crowd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bitter/disgust – by the lack of public sanitation or other's cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Confused – about getting around, or not understanding announcement, temporary changed layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Disappointed – customer get less, than expected from a service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Humiliated – conflict between customer and service provider handled without empathy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Out of control – customer drifted with the events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Pressured – customer pressured for fast decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Stressed – about paying attention constantly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Vulnerable – in situation, where one feels being exposed to physical or emotional attack or harm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Worried – about personal safety or security of your belongings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

 Rate only the most relevant feelings (a couple is enough).

Thank you!



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