

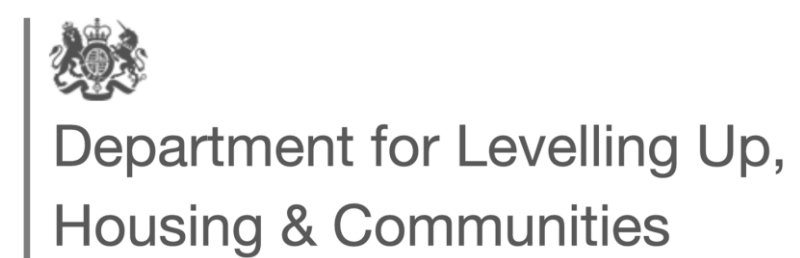
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Snook are a research and design agency who focus on projects that deliver positive social impact



Over a decade of helping clients design great services



Over a decade of helping clients design great services



How do we engage with
users and customers to
build better services?

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The importance of research, design, and feedback

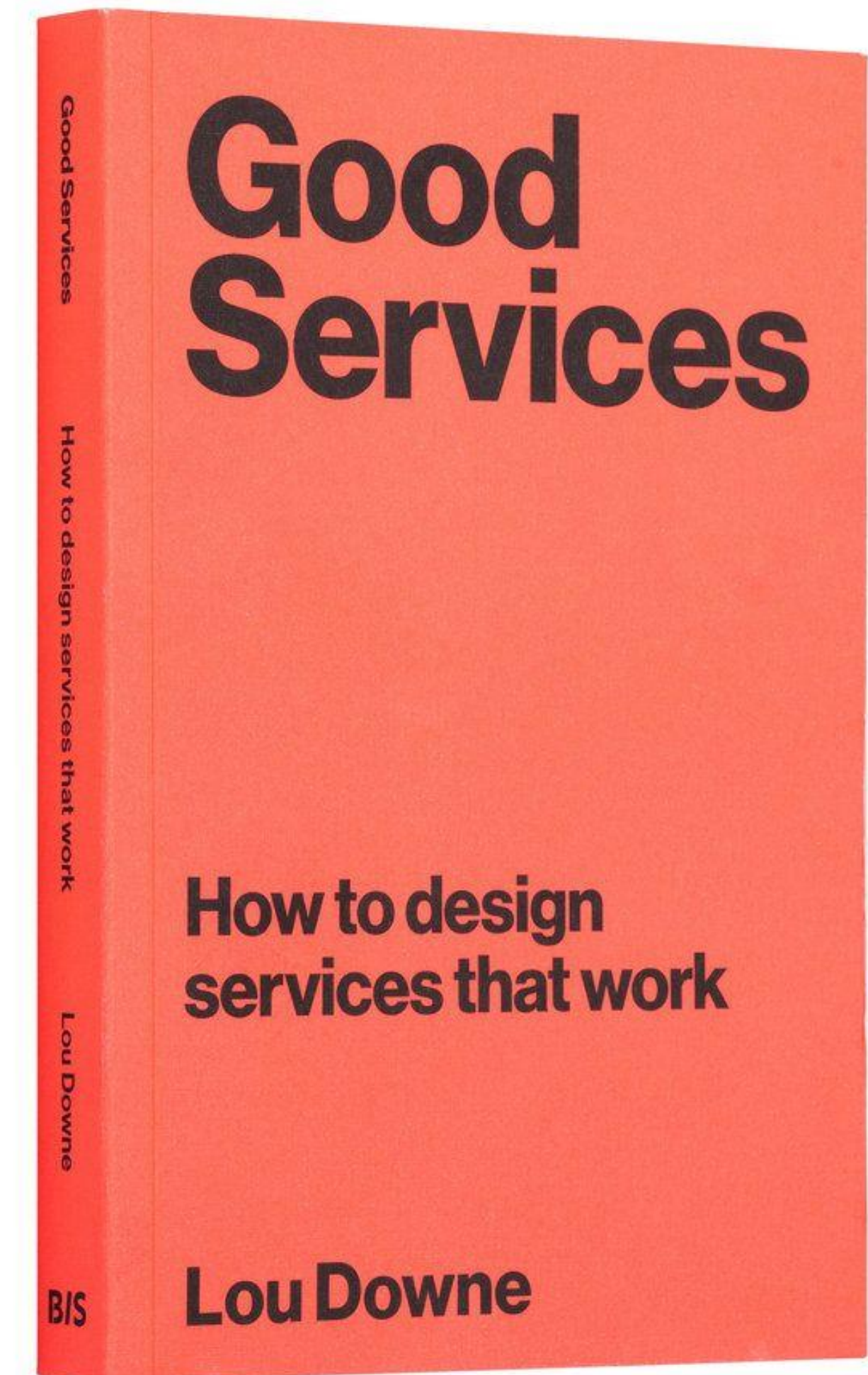
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What is a service?



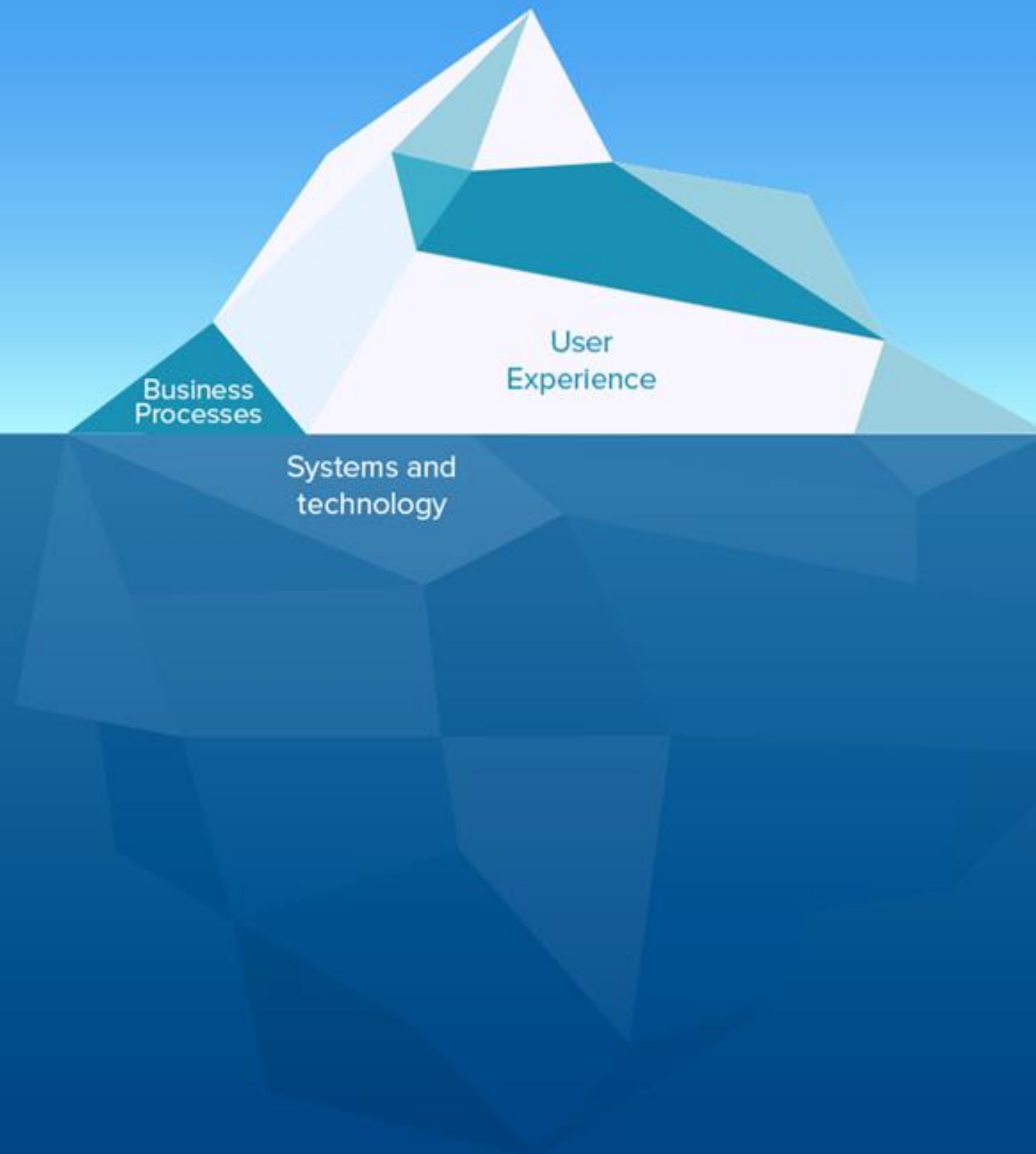
**“A service helps someone
to do something”**

Lou Downe
Founding Director of the School of Good Services



The service

The infrastructure

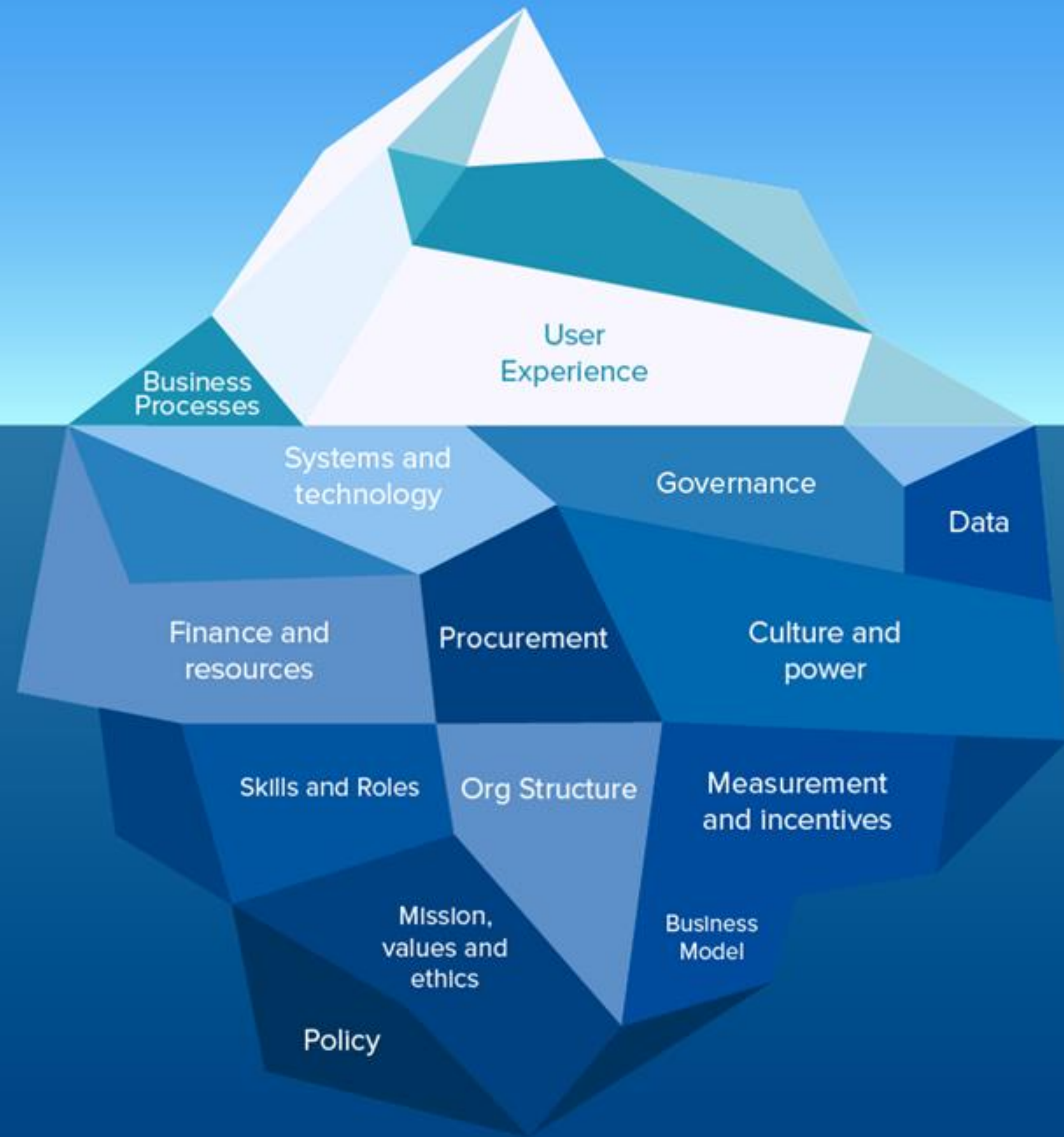


The service

The infrastructure

**The organisation and
system**

The Intent

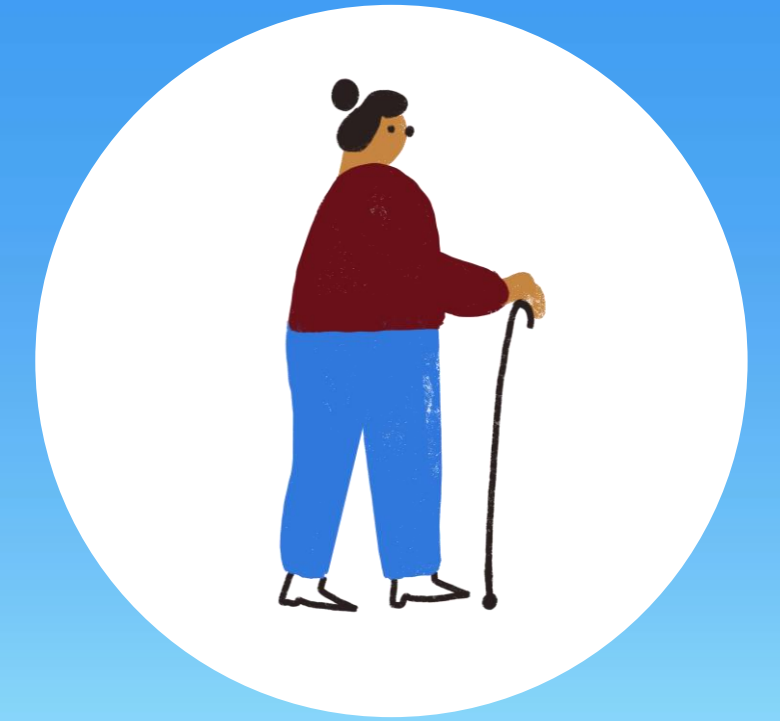
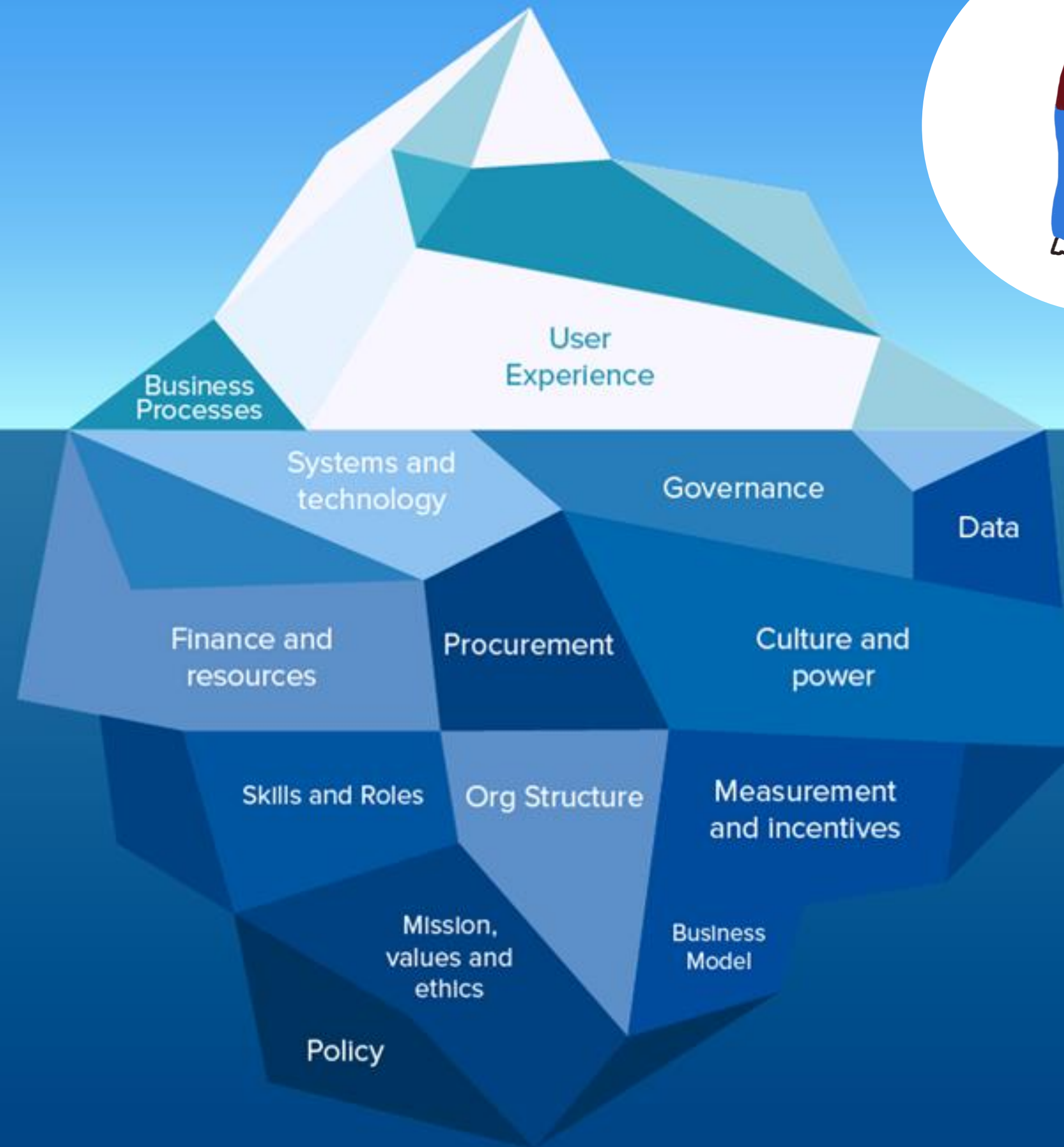


The service

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The Intent

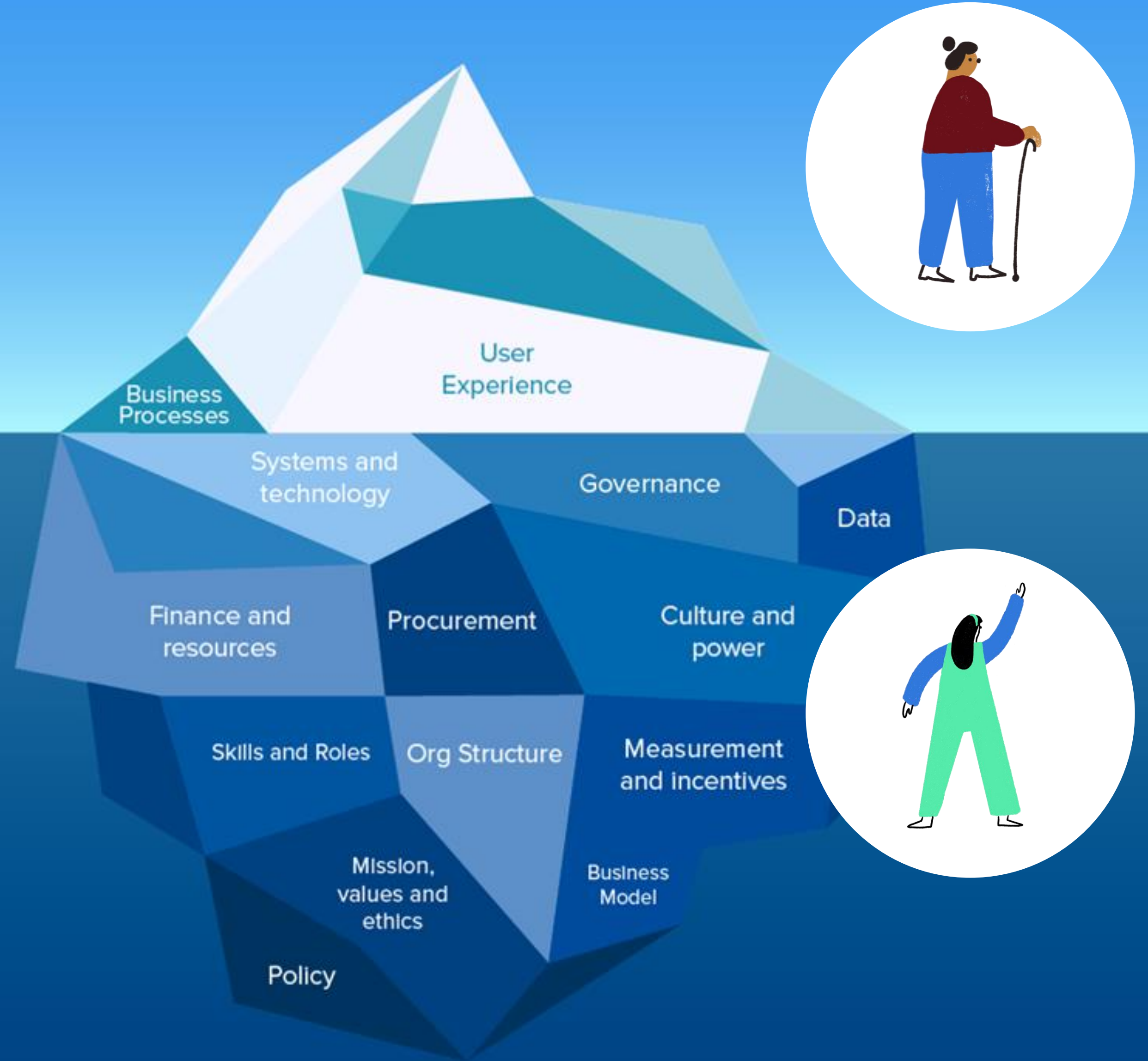


The service

The infrastructure

**The organisation and
system**

The Intent



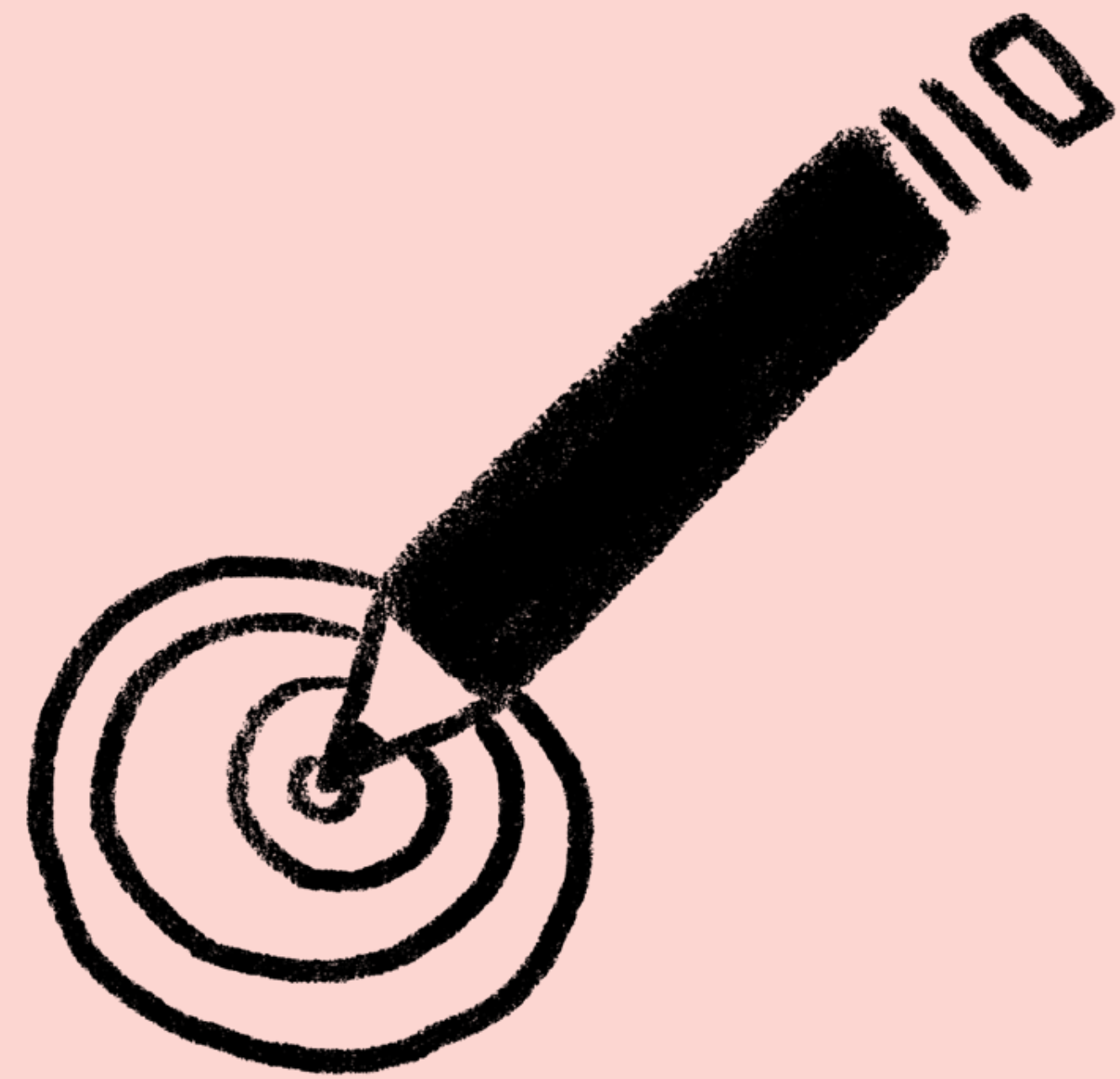
“Our customers
frustrations are mirrored
by those of our front-line
teams”



Services get developed
around organisational
aims, not user needs

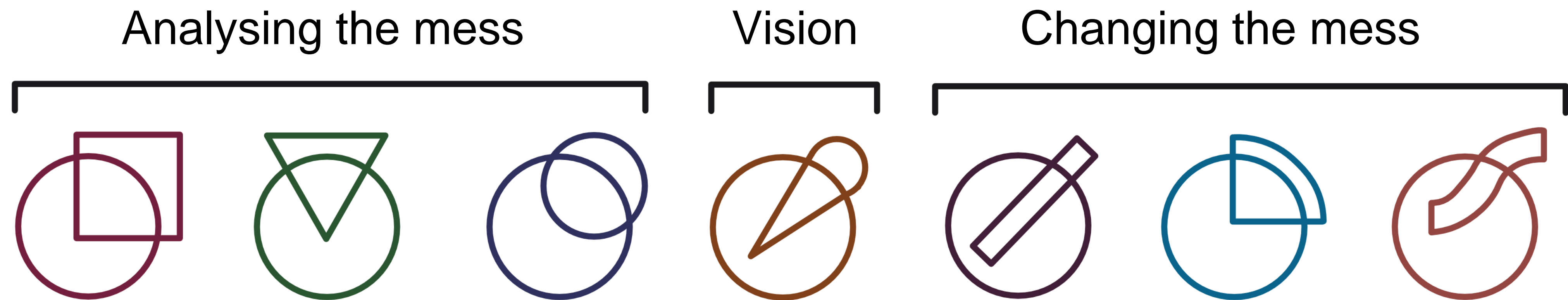


“Residents might not know the intricacies of running a repairs service, but they’re experts in what it’s like to be on the receiving end of it.”



How do we change this?

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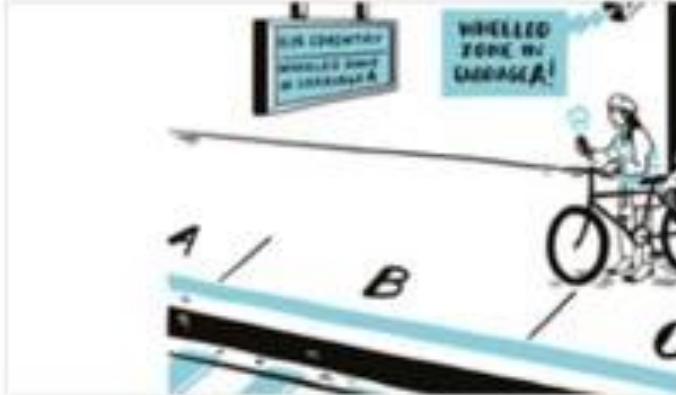





Analyse








- Understanding the issues, quantifying the issues for users
- Understanding the what AND the why
- Pausing and taking a step back
- Framing the challenge



Vision

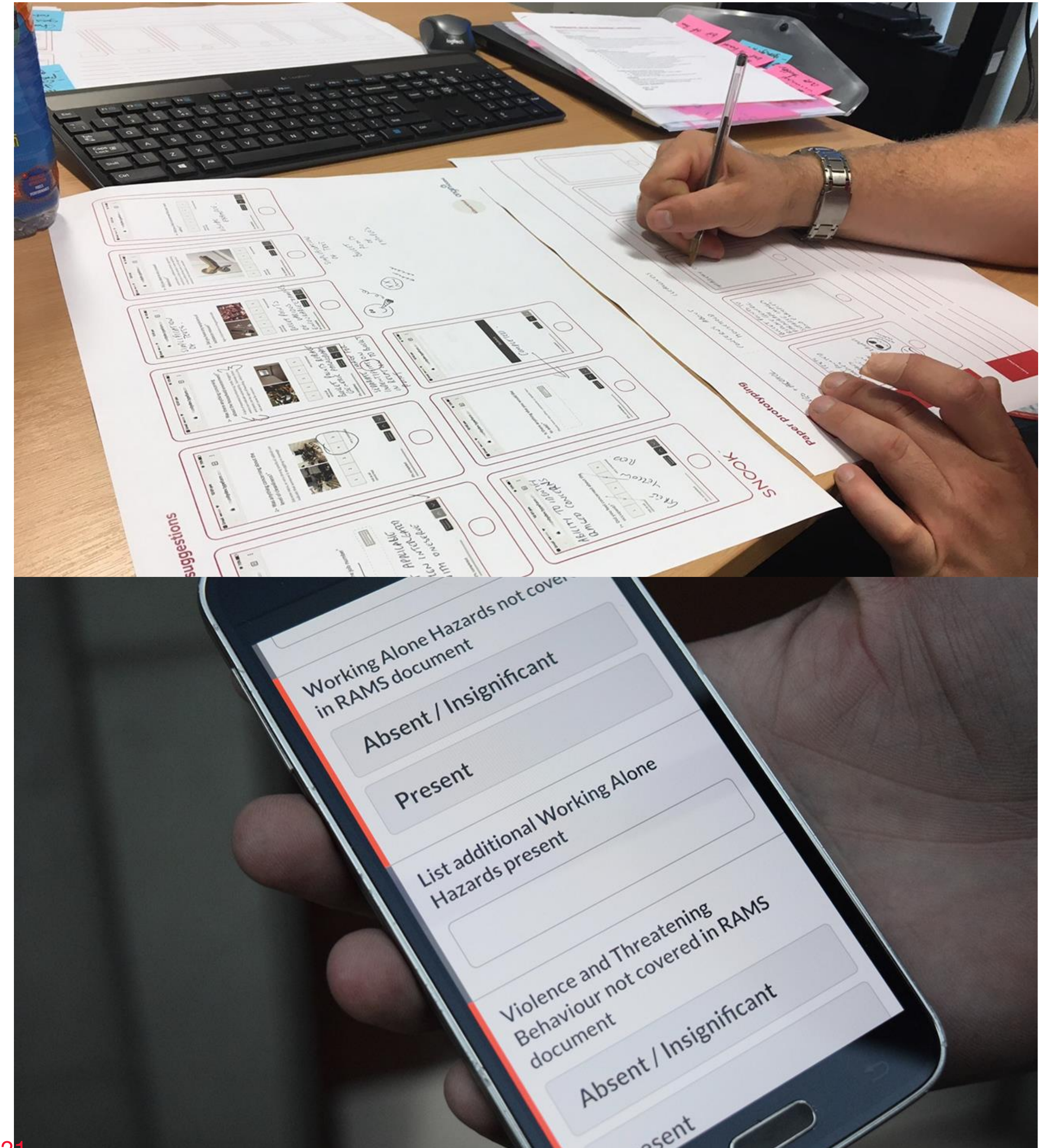
1. Plan And Book	2. Travel to Station	3. At The Station	4. On The Platform	5. Getting On The Train	6. On The Train	7. Getting Off The
Informed Before Travel	Sustainable Travel	Care and Convenience	Right Place, Right Time	From Confusion to Clarity	Less Stress for Everyone	Independent Whee
						
Current Experience Lack of information about where and when it is possible to travel with wheels.	Current Experience Not a key part of current passenger experience.	Current Experience Poor signage and concerns about bike security.	Current Experience Lack of information about where bicycles should board the train and where the wheelchair carriage will arrive.	Current Experience Confusing and stressful. Unclear where bicycles and buggies should board, and who has priority in wheelchair area.	Current Experience Lack of guidance and priority in shared wheelchair spaces leads to crowding and conflict.	Current Experience Wheelchair users rely on special assistance to get off the train, which is not always reliable.
Future Experience Provide information in advance of travel to better manage Wheeled Passengers. Identify cyclists at booking and encourage them to travel off-peak or leave their bike at the station.	Future Experience Encourage passengers to travel to the station using sustainable and shared transport.	Future Experience Clear signage and policies for Wheeled Passengers. Encourage cyclists to leave their bicycles at the station at peak times with secure and convenient Speedy Lock facilities, and Good Mile incentives.	Future Experience Helping Wheeled Passengers position themselves in the right part of the platform. Reducing stress, improving platform safety for all passengers and enabling prompt train dispatches.	Future Experience Clear communication and signage to help Wheeled Passengers board and remind all passengers to be patient.	Future Experience Wheeled Zone clearly differentiated and Wheeled Passenger priority communicated. Reminders to all passengers to be patient and nice to each other.	Future Experience Wheeled passengers can get off the train themselves, using passenger operated ramps.
Concepts in Action Good Miles At booking passengers are asked if they are 'travelling with wheels' and are offered Good Mile rewards for leaving bicycles at station or travelling off-peak. Good Miles per journey advertised at booking to all passengers, and encourages them to sign-up to claim them. Good Miles offers miles in exchange for passenger feedback on the planning and booking experience. Speedy Lock Ability to reserve a lock ahead of travel removes uncertainty about being able to leave a bike at the station, and allows passengers to plan for this. Wheeled Passengers Wheeled Passenger Membership identifies passengers at booking and checks whether they will be 'travelling with wheels'. Data is fed into predicted capacity of Wheel Zone. Wheel Zone Capacity uses historical capacity data to suggest travel on quieter trains and spread out Wheeled Passengers. Leisure Cycling Promote off-peak leisure cycling and provide suggestions for quieter routes and times which cyclists are most likely to be able to board, especially in groups. Other Modifications Bicycle Policy clearly advertised at booking.	Concepts in Action Good Miles Good Miles given for good travel, verified using third party apps such as Strava. Travel includes cycling, walking, public transport and car sharing. Wheeled Passengers Wheeled Passenger Signage is clear and consistent at the station, including on gates, overhead signs and floor markings Wheeled Passenger Tags help locate and guide wheeled passengers using medium range RFID. Real-time capacity of wheelchair area provided to encourage Wheeled Passengers to travel on quieter trains. Other Modifications Bicycle Policy - clearly displayed at station in locations cyclists are likely to pass.	Concepts in Action Good Miles Good Miles awarded for Good Deeds including leaving bike at station, participating in live research and reporting broken facilities Speedy Lock Offer convenience for cyclists with fast lock + go Speedy Lock storage facilities. Remove the hassle of carrying a bicycle lock. Provide reassurance about leaving bicycles with insurance offering Wheeled Passengers Wheeled Passenger Signage is clear and consistent at the station, including on gates, overhead signs and floor markings Wheeled Passenger Tags help locate and guide wheeled passengers using medium range RFID. Real-time capacity of wheelchair area provided to encourage Wheeled Passengers to travel on quieter trains. Other Modifications Bicycle Policy - clearly displayed at station in locations cyclists are likely to pass.	Concepts in Action Good Miles Passengers incentivised to participate in live feedback while they wait with Good Miles Wheeled Passengers Wheeled Passengers Tags locate and guide passengers to the right end of platform. Wheeled Zone Location reveals the rough location of Wheeled Zone carriage on the platform (e.g. front/back/middle, 1st, 2nd, 3rd) using platform announcements, mobile app and floor markings.	Concepts in Action Wheeled Passengers Wheeled Zone clearly labelled to all passengers when boarding. On-board signage communicates priority for Wheeled Passengers and reduces non-wheeled passengers in area, making it easier to board with wheels. Real-time and predictive capacity may improve boarding experience by distributing Wheeled Passengers across trains. Play Nice Platform announcements to remind passengers to be patient, human and give Wheeled Passengers enough space when boarding. Other modifications Automatic hydraulic ramps enable some wheelchair users to board without assistance.	Concepts in Action Good Miles Earn additional Good Miles through live surveys, feedback and customer research Wheeled Passengers Wheeled Zone visually differentiated with seat colour, window stickers and floor stickers. Clear signage to raise awareness of Wheeled Passenger priority. Wheeled Passenger Tags detected by on-board readers to provide data on wheeled capacity. Leisure Cycling Leisure cyclists try to travel at the quietest times, when they are most likely to be allowed their bicycles on board. Play Nice Posters on board and friendly announcement from staff to remind passengers 'we all want to get home. Play nice and we will all get there quicker and happier.' Other Modifications Secure storage or straps for bicycles. Remove glass panel and pole to improve the experience for passengers with accessibility needs.	Concepts in Action Play Nice Platform announcements to remind passengers to be patient, human and give Wheeled Passengers enough space when getting off the train. Other Modifications Automatic hydraulic ramps enable some wheelchair users to disembark without assistance.

Vision

The Platform	5. Getting On The Train	6. On The Train	7. Getting Off The Train	8. At The Station	9. Travel To Destination	10. At Destination
Place, Right Time	From Confusion to Clarity	Less Stress for Everyone	Independent Wheelchairs	Guidance and Rewards	Better Connected	Continued Contact
						
Current Experience	Current Experience	Current Experience	Current Experience	Current Experience	Current Experience	Current Experience
Future Experience	Future Experience	Future Experience	Future Experience	Future Experience	Future Experience	Future Experience
Concepts in Action	Concepts in Action	Concepts in Action	Concepts in Action	Concepts in Action	Concepts in Action	Concepts in Action
<p>Wheeled Passengers Wheeled Zone clearly labelled to all passengers when boarding.</p> <p>On-board signage communicates priority for Wheeled Passengers and reduces non-wheeled passengers in area, making it easier to board with wheels.</p> <p>Real-time and predictive capacity may improve boarding experience by distributing Wheeled Passengers across trains.</p>	<p>Play Nice Platform announcements to remind passengers to be patient, human and give Wheeled Passengers enough space when boarding.</p> <p>Other modifications Automatic hydraulic ramps enable some wheelchair users to board without assistance.</p>	<p>Good Miles Earn additional Good Miles through live surveys, feedback and customer research</p> <p>Wheeled Passengers Wheeled Zone visually differentiated with seat colour, window stickers and floor stickers.</p> <p>Clear signage to raise awareness of Wheeled Passenger priority.</p> <p>Wheeled Passenger Tags detected by on-board readers to provide data on wheeled capacity.</p>	<p>Leisure Cycling Leisure cyclists try to travel at the quietest times, when they are most likely to be allowed their bicycles on board.</p> <p>Play Nice Posters on board and friendly announcement from staff to remind passengers 'we all want to get home. Play nice and we will all get there quicker and happier.'</p> <p>Other Modifications Secure storage or straps for bicycles.</p> <p>Remove glass panel and pole to improve the experience for passengers with accessibility needs.</p>	<p>Good Miles Receive notification about Good Miles earned for travel.</p> <p>Redeem Good Miles immediately at stations with discounts on hot drinks, food and onward travel, especially bicycle hire.</p> <p>Wheeled Passengers Wheeled Passenger Tags help locate and guide wheeled passengers</p> <p>Clear and consistent signage for Wheeled Passengers on gates, overhead signs and floor markings.</p>	<p>Good Miles Good Mile discounts on cycle hire use and other onward travel with partners at the destination.</p> <p>Good Miles + Speedy Lock Partner discounts for onward travel and bike hire.</p> <p>Other Modifications Improved integration between train and cycle hire facilities, including information, signage, convenient locations, combined train + bike ticketing options and discounts.</p>	<p>Good Miles Reminder to redeem Good Miles with relevant rewards.</p> <p>Incentive to provide passenger feedback.</p> <p>Speedy Lock Ability to 'check-in' on your bike at home station.</p> <p>Prompt passengers to register their bicycle on the National Bike Register through Speedy Lock SMS interface.</p> <p>Leisure Cycling Soft promotion of off-peak leisure cycling destinations, and sponsored cycle events.</p>

Change

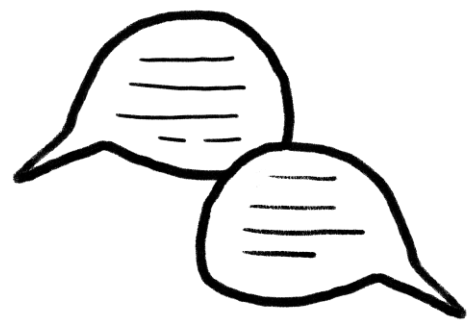
- Modelling the future to make it feel more real and safe
- Evaluate the efficacy of the new service



Resources

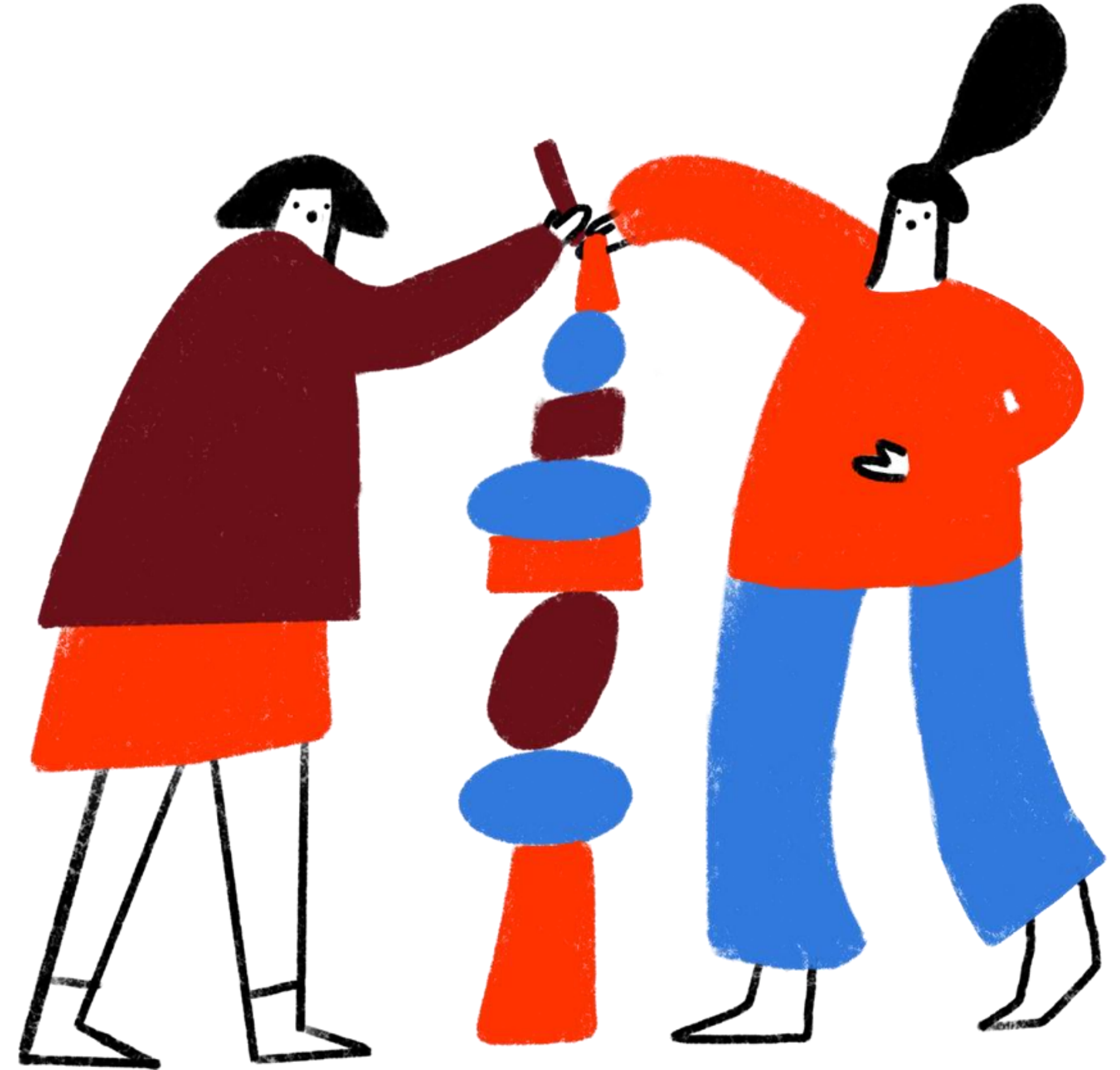
- What is Service Design? ([Short Video](#))
- Good Services ([Book link](#))
- Design Journeys through Complex Systems: ([Book link](#))
- How to build capacity for good services ([Blog link](#))
- Snook Website ([Housing blogs](#))

If you'd like to hear more, please say hello!



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Interested in discussing further?
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Thank you

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