



CONCEPT TEAM

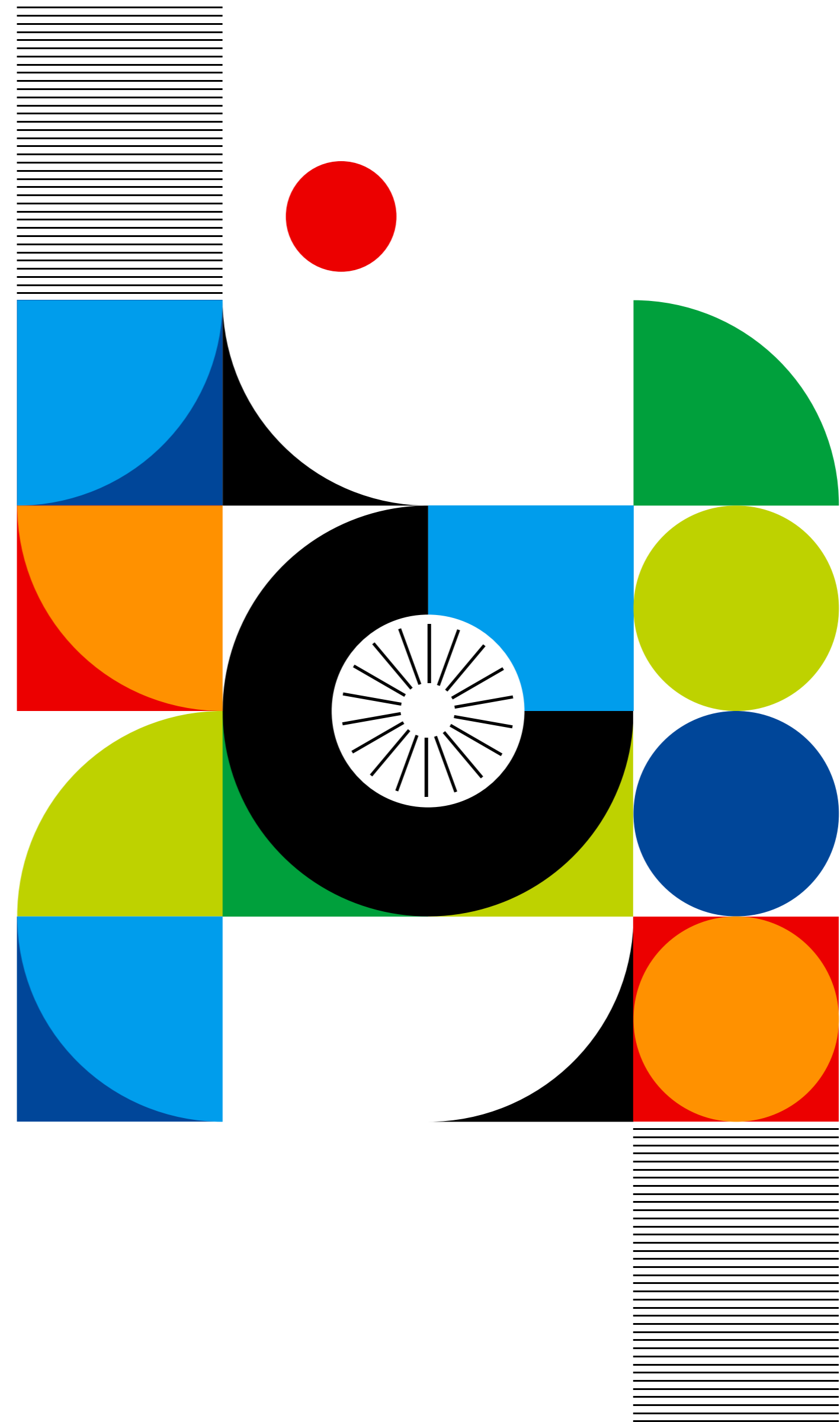
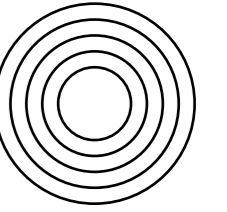
Broken Elevators.

field study



Cláudia Pinhão
UX Designer

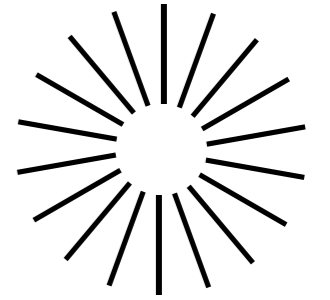
RESEARCH REPORT





STRUCTURE

Anatomy of this report .



Study overview

What we did and why

Research goal & objectives

Approach and participants



Research Findings

What we learned

Key insights / summary

Recurring themes or core findings

Artifacts



Next steps

Where we go next

Next steps

Recommendations

Opportunities

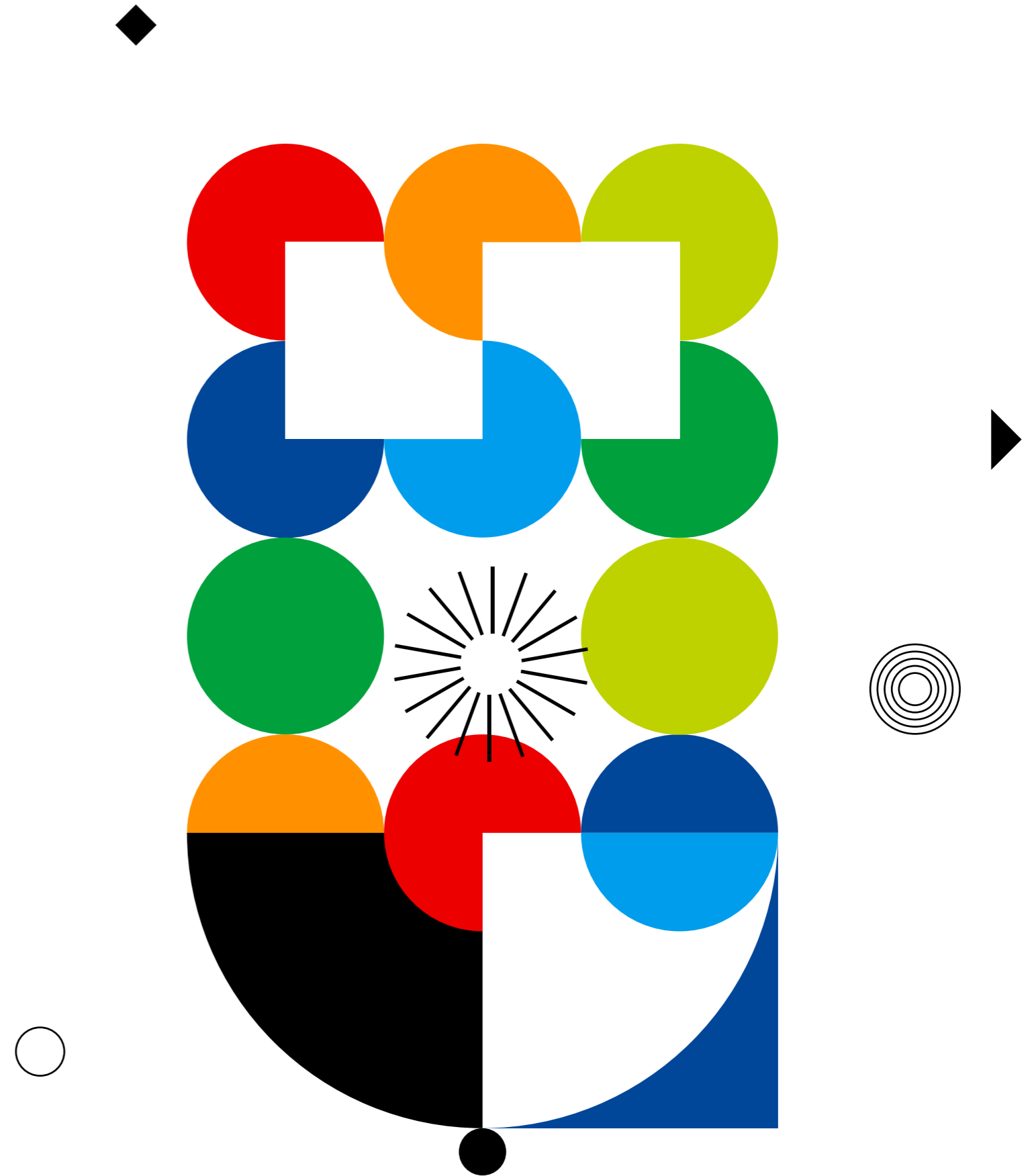


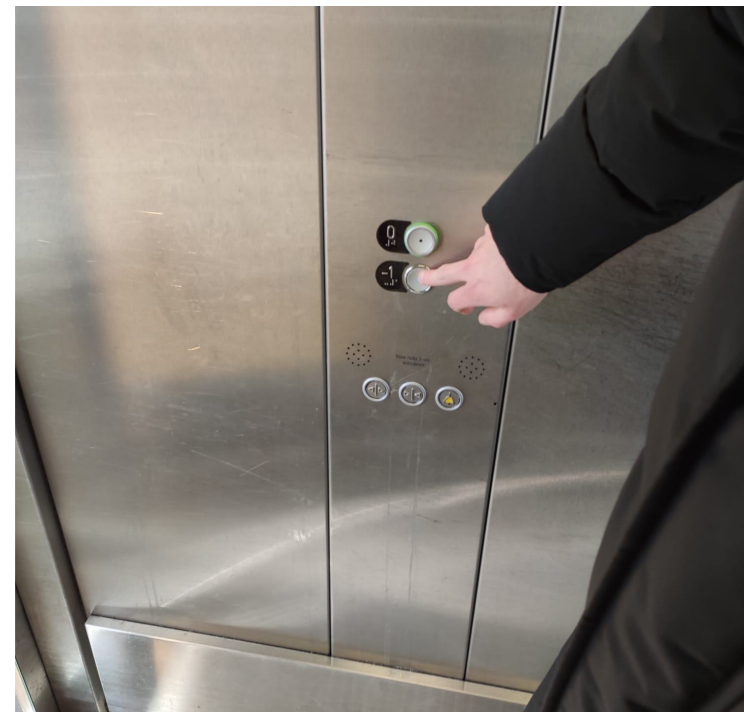
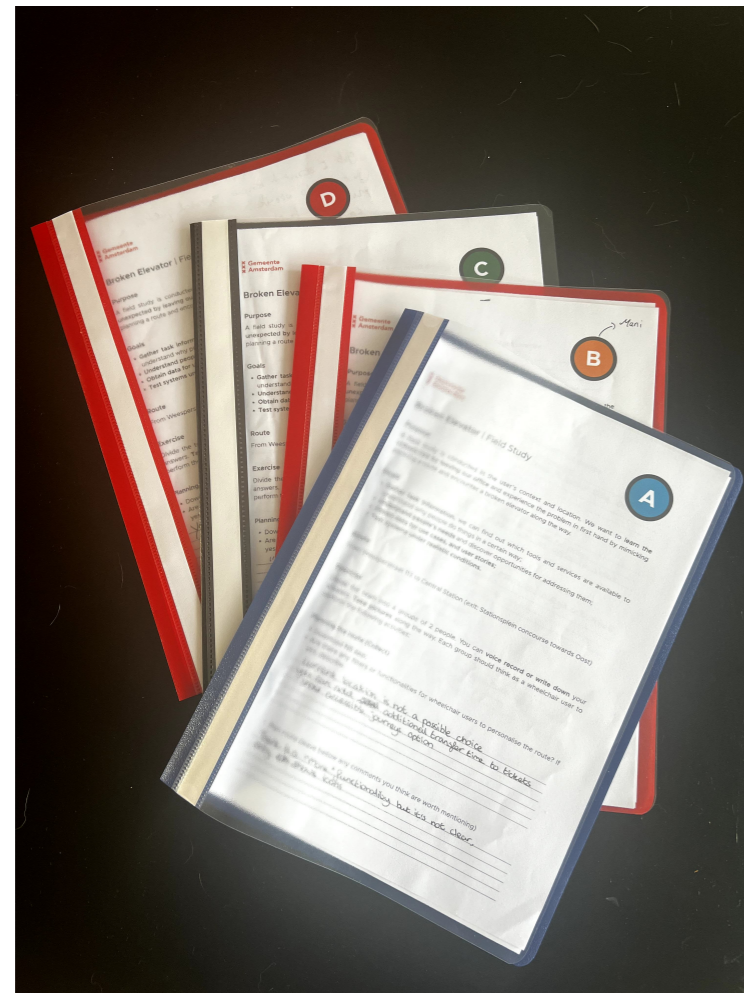
GOAL

Research questions.

Experience first-hand the current services when an elevator is broken within our route, and we want to plan a journey, get assistance or alternative routes.

- 1 Experience and report the whole journey
- 2 Explore and test available route-planning apps
- 3 Explore and test available assistance channels
- 4 Explore the available alternatives





SCOPE

Research approach.



Field Study

Conducted in the user's context and location. We wanted to learn the unexpected by leaving our office and experiencing the problem first-hand by mimicking planning a route and encountering a broken elevator.

7 participants (Concept Team)

4 groups

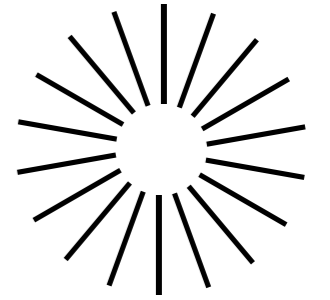
2 locations

4 apps (GVB, 9292, NS and Google Maps)



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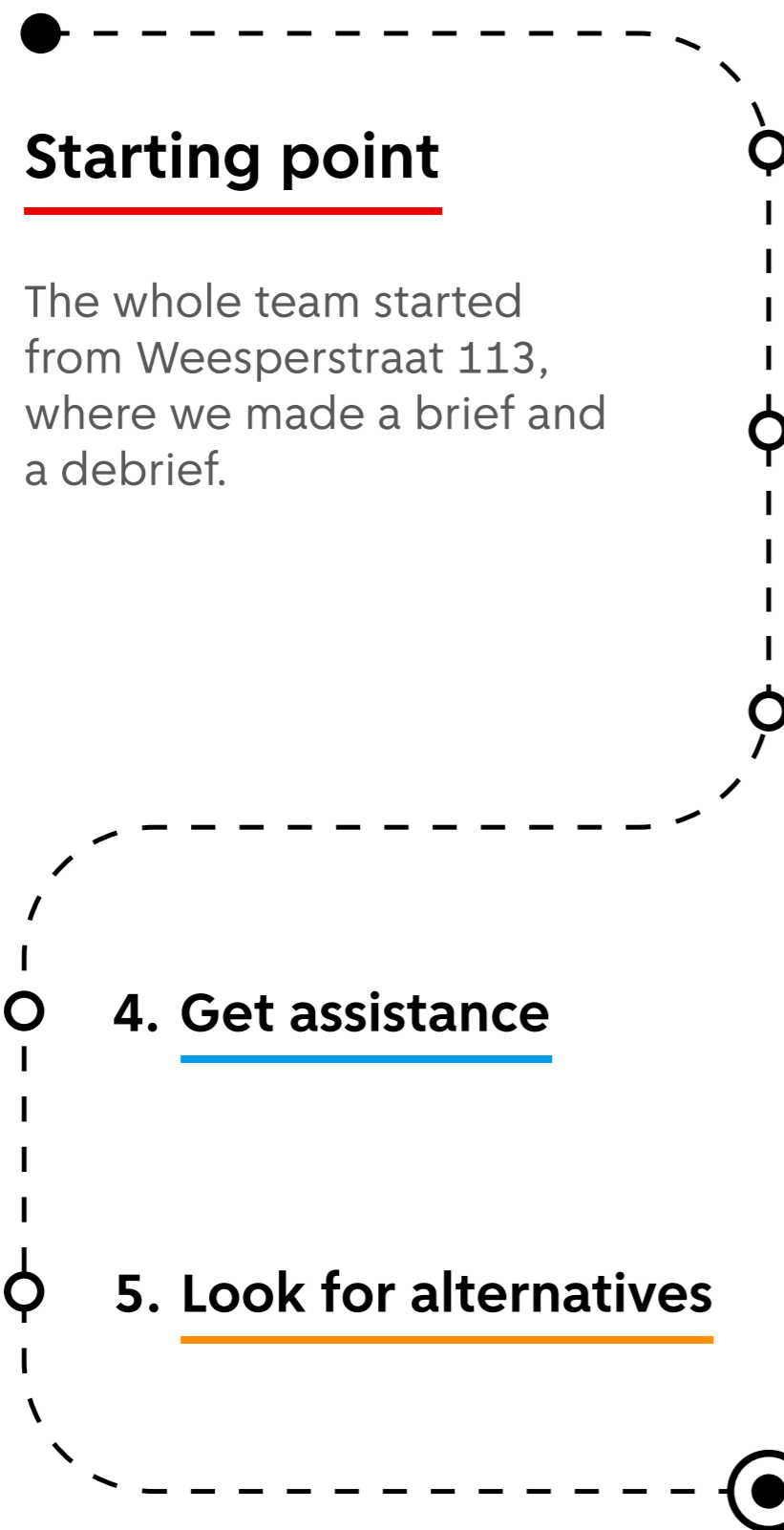
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Starting point

The whole team started from Weesperstraat 113, where we made a brief and a debrief.

1. Plan route

2. Travel

3. Broken elevator

4. Get assistance

5. Look for alternatives

Destination

PLAN

Plan for the field study.

Team A

- 👥 Cláudia and Noor
- 📱 NS app
- 📍 Central Station (exit: IJhal to metro and bus station IJzijde)
- ✓ Completed in time

Team B

- 👥 Egemen and Mani
- 📱 9292
- 📍 Central Station (exit: IJhal to metro and bus station IJzijde)
- ✓ Completed in time

Team C





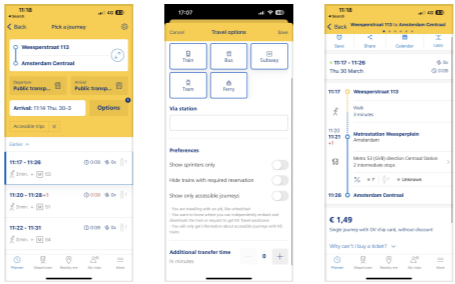
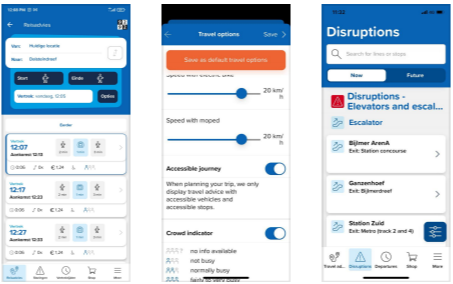
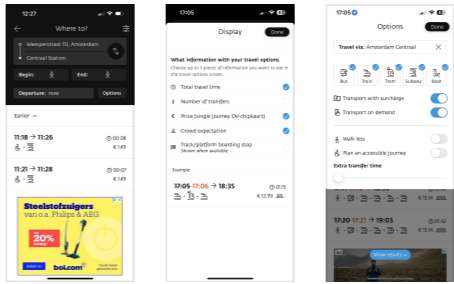
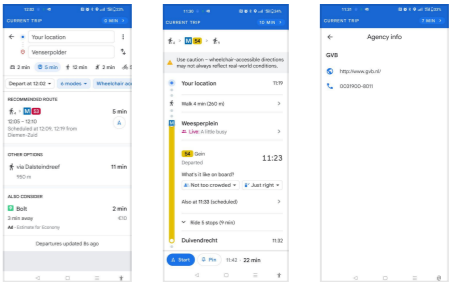
- 👥 Marc and Sven
- 📱 GVB app
- 📍 Venserpolder (exit: Dalsteindreef)
- ✗ Not completed in time

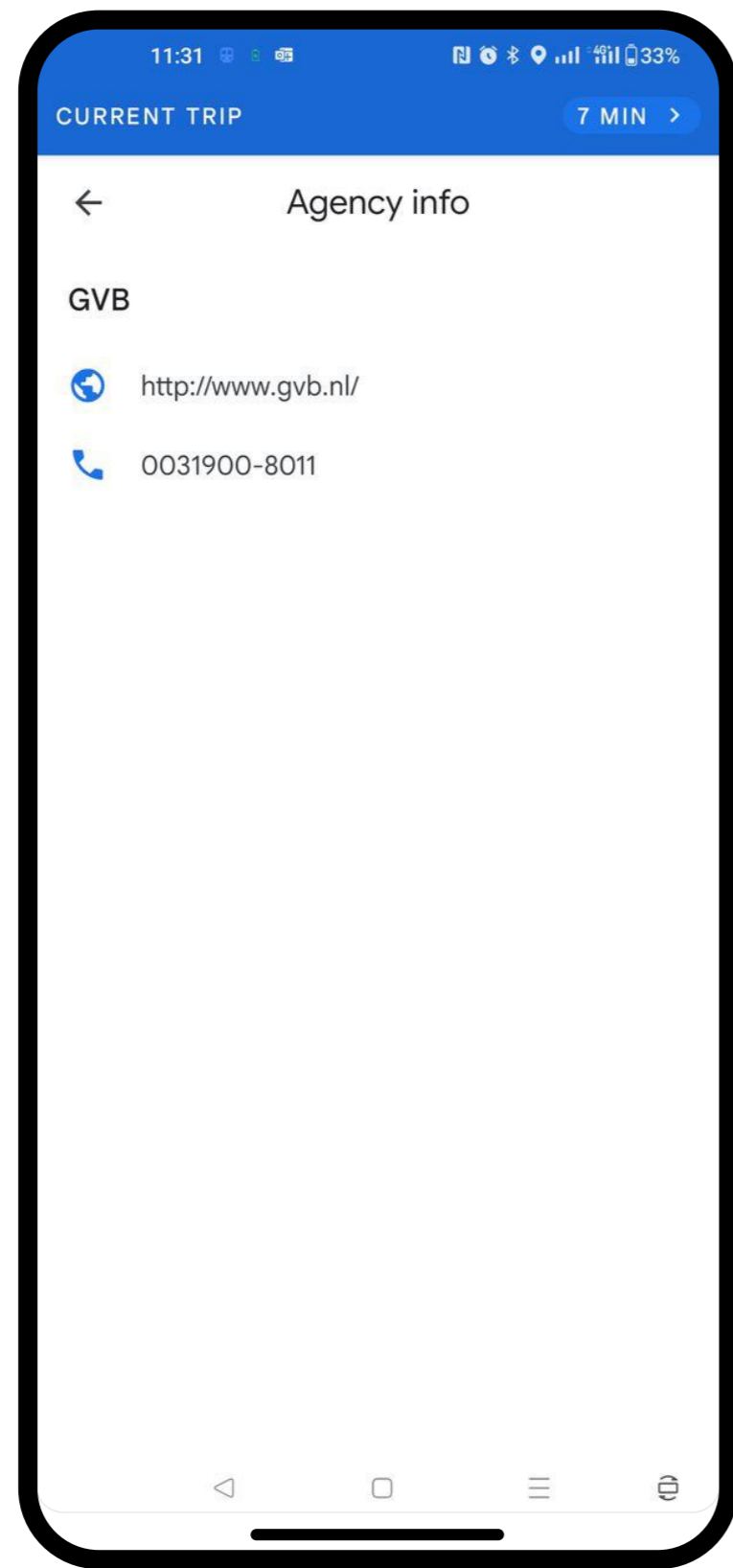
Team D

- 👥 Mark
- 📱 Google maps
- 📍 Venserpolder (exit: Dalsteindreef)
- ✗ Not completed in time



All apps offer an 'accessible journey' filter, but none take into account broken elevators to generate the suggested routes ●

				
Current location	✗	✓	✓	✓
Stopover	✓	✓	✓	✓
Select modes of transport	✓	✓	✓	✓
Less walking	✗	✓	✓	✓
Additional transfer time	✓	✓	✓	✗
Maximum travel time	✗	✓	✗	✗
Walking and driving speed	✗	✓	✗	✗
Filter accessible journeys	✓	✓	✓	✓
Crowd indicator	✗	✓	✓	✓
Elevator information Route pl.	✗	✓ ✗	✗	✗
Save travel options as default	✓	✓	✗	✗
Assistance number	✓	✓	✗	✓
Screens				



INSIGHTS | PLAN

Contacting GVB Helpdesk did not ease the planing of an accessible route ●

1

Call GVB helpdesk

Long waiting time and no answer

2

Boarding to metro

Due to no answer, decided to board

3

Call GVB helpdesk again

Is there a broken elevator at my destination?

- ✗ Assistant didn't know
- ✓ Suggested to check GVB app or get out in the next station and press info button
- ✗ Not possible to directly connect the call to a colleague who knows
- ✗ Suggested alternative route that does not exist



INSIGHTS | TRAVEL

Wheelchair users have more obstacles in their way, and the apps underestimate the walking time ●

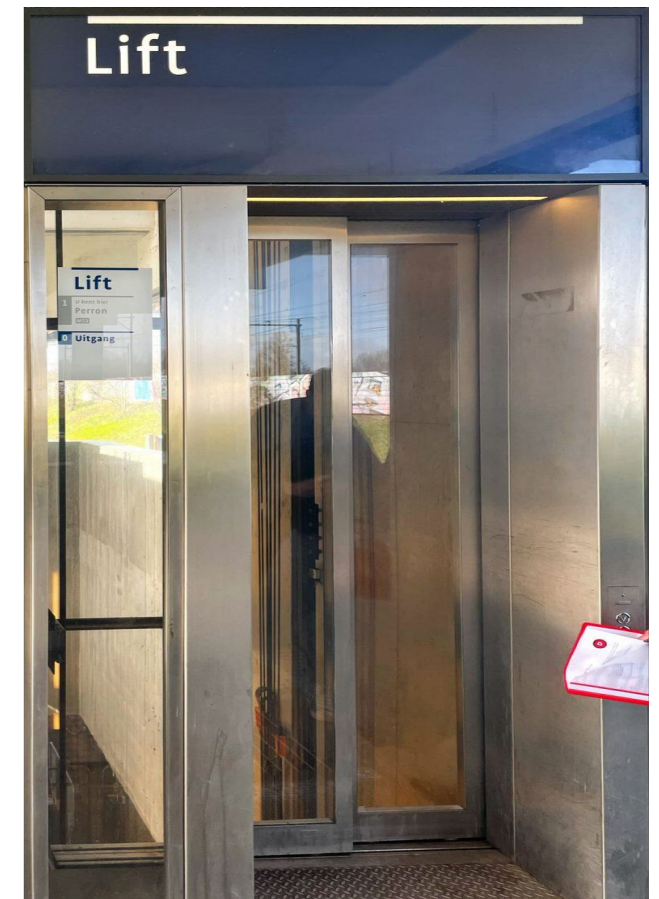
- Presence of obstacles on the street, such as bicycles
- The ramp is not signalled, and the way is longer
- Apps do not count extra walking time, even with accessible routes turned on
- Underground connections are not recognised. The route planner indicates crossing the street instead
- Confusing icons on the top and down buttons
Which one to press when asking for help?
- Extra lower button for wheelchairs in some metro carriages to open the door
- There is not much space in the metro to fit a wheelchair, especially if it is busy



INSIGHTS | BROKEN ELEVATOR

Only one of the elevators had red tape showing the elevator was broken.

In the others, people were trying and waiting.



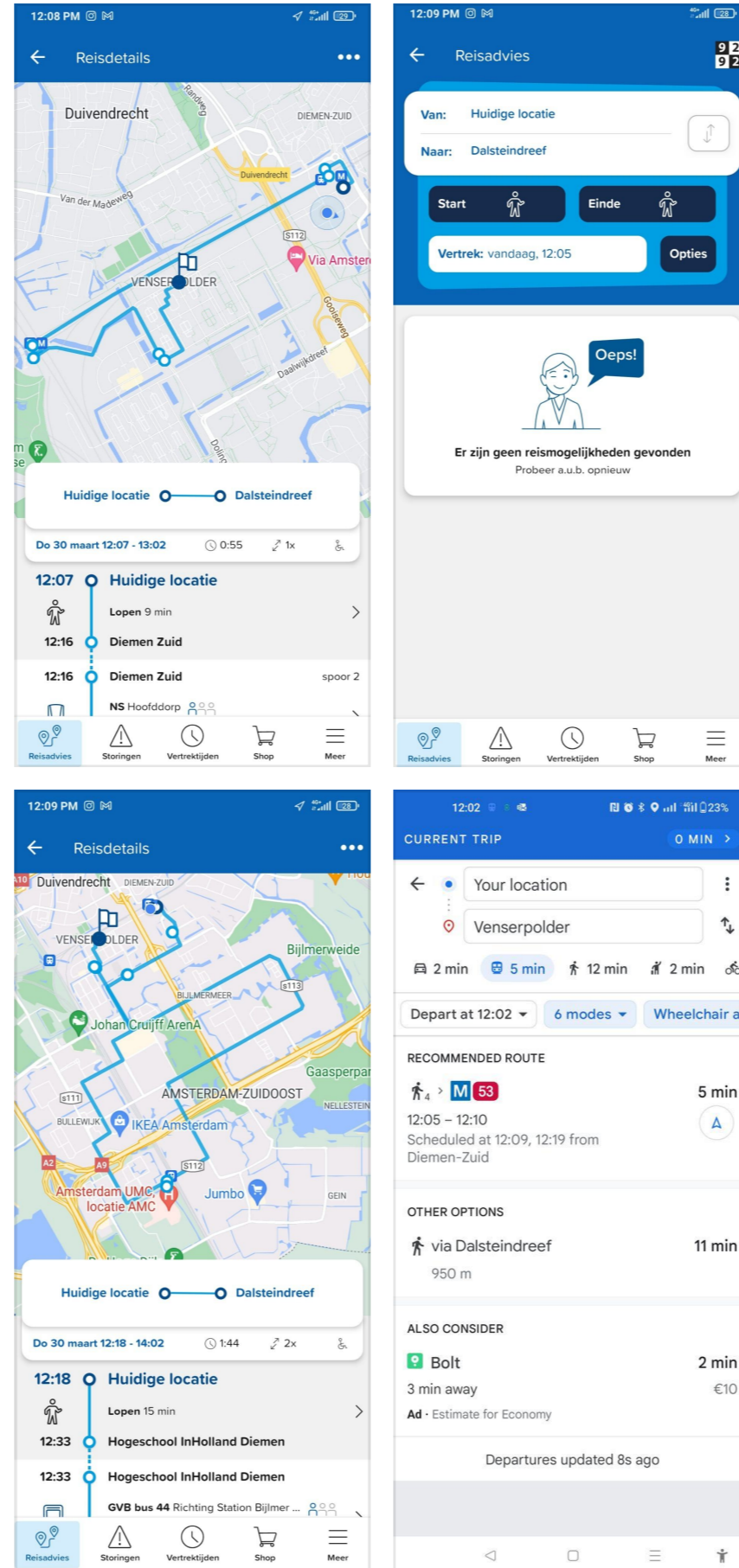
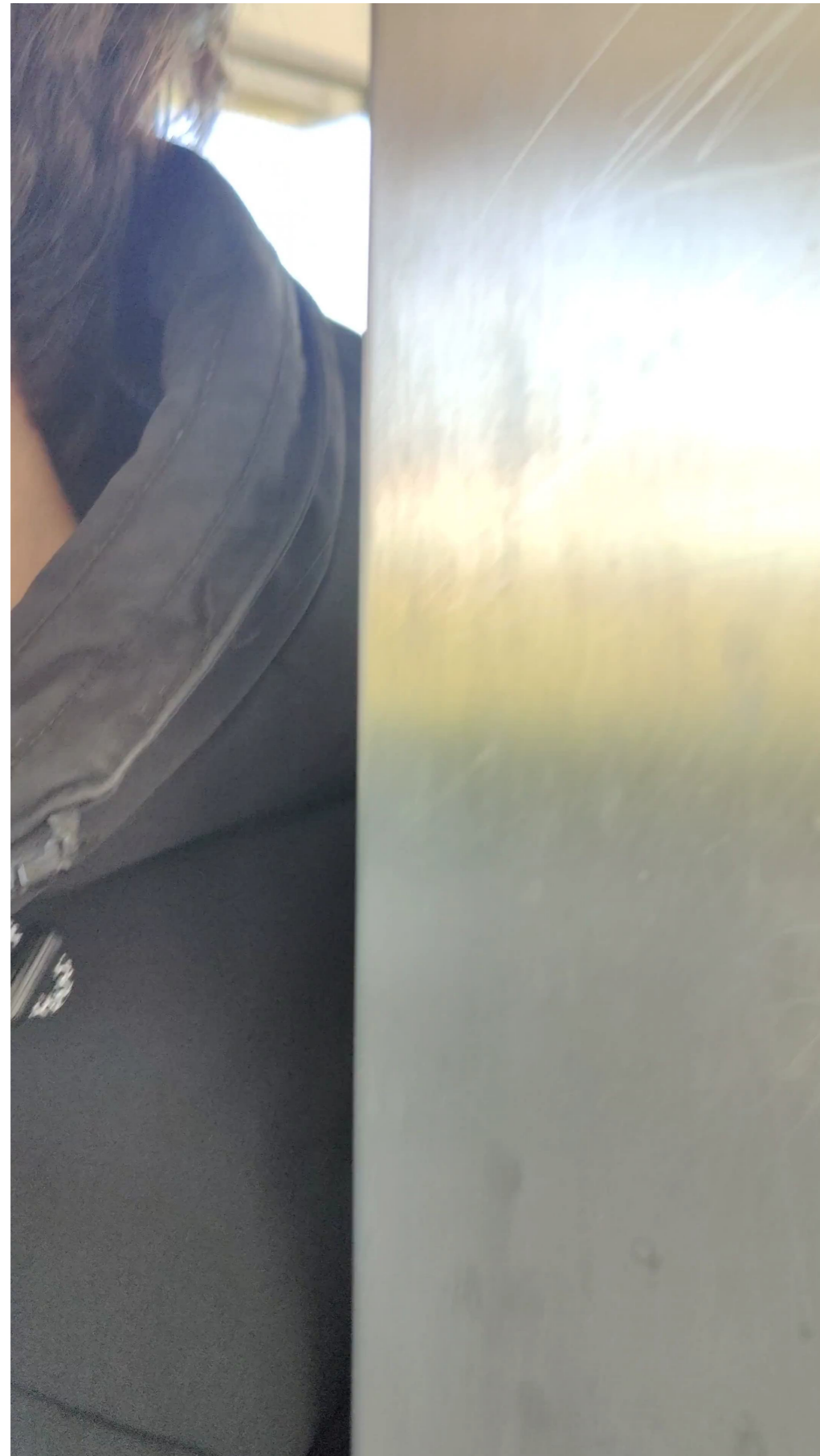


INSIGHTS | ASSISTANCE

Even though elevators do not have an assistance button outside, if info poles are placed nearby, it is easy to ask assistance.

- Outside the elevator, there is no info button
- Sticker with a customer service number is too high or non-existent outside the elevator
- The customer service number is paid and only works during working hours
- Some elevators have an ID from the manufacturer, but GVB does not recognise it
- No way to identify the elevator that is broken without describing the exit
- In Venserpolder, the info poll speaker had a low volume, requiring listening close to its high placement
- In Amsterdam Centraal, people with bicycles, after checking the elevator was broken, were not reporting





INSIGHTS | ASSISTANCE AND ALTERNATIVES

The approach of the assistants varied between stations and service providers



Team A - Central station

Assistance: The assistant from GVB was friendly. He knew about the elevator status and immediately offered to help

Alternative: Going back to the metro line and going up in a different exit



Team B - Central station

Assistance: Difficult to find an info poll, but the assistant from NS was friendly.

Alternative: Get a taxi



Team C & D - Venserpolder

Assistance: Assistant said she couldn't help and that she was there to solve other problems

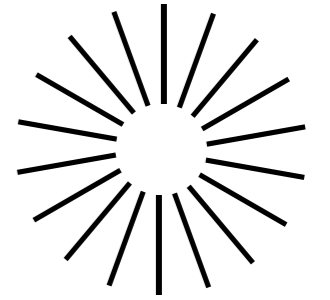
Alternative: Going to Diemen-Zuid and walking/rolling back to Venserpolder

In the apps, we had to filter out the metro. Otherwise, it keeps on suggesting Venserpolder. The alternative transports take too long.



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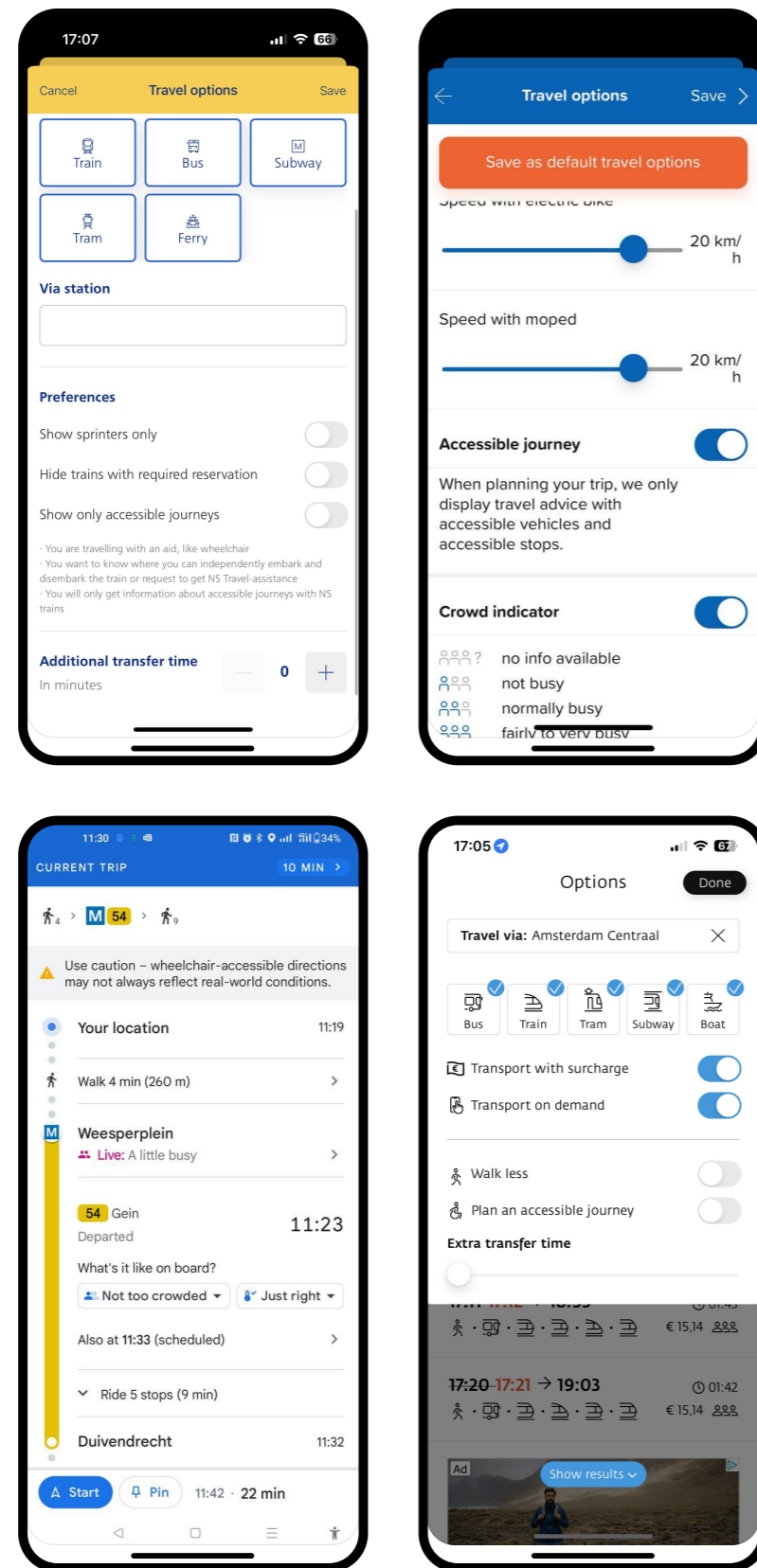
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APP RECOMMENDATIONS

Offer within the existing apps the possibility to save personal preferences once and always receive the best personal route

- 1 Define what an accessible journey means**
As accessible has a different meaning for everyone, options should be described as the possibility of filtering out broken elevators
- 2 Define underground routes**
Underground routes do not have cars and are easier to cross than guiding people into crossing streets upstairs
- 3 Better estimate walking/rolling time**
Based on personal filtering options, automatically estimate walking/rolling time
- 4 Incorporate free, available and reliable assistance**
Show in the app phone numbers or other services to get assistance
- 5 Be transparent about the disruption and show alternatives**
Based on personal filtering options, show why the usual route is unavailable and show alternatives



SERVICE RECOMMENDATIONS

Offer effective assistance, easy identification and visual clues

- ① **Always offer a free, nearby way to ask for help**
Either help buttons outside the elevator, nearby pools or free phone numbers
- ② **Assistants should be informed about accessible routes**
This is an efficient way to inform people who do not use apps or have blind/low vision
- ③ **Assistants should show empathy and willingness to help**
Assistants should be instructed on how to help
- ④ **Add ID's to elevators to quickly identify them**
Either automatically in the apps or adding a name/number on the elevator
- ⑤ **Add visual clues when there are broken elevators**
There should be a way to avoid people waiting for an elevator and show them an alternative route, as it is done with cars



CONCLUSION

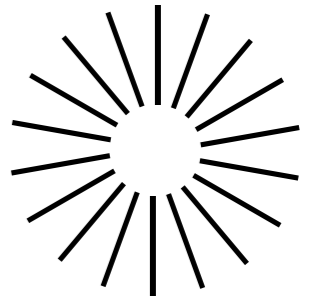
With this field trip we:

- ✔ Got in touch with the problem first-hand
- ✔ Tested previous assumptions
- ✔ Got a clear idea of what to improve in current apps
- ✔ We assisted someone

Next steps

- ✔ Iterate on our prototype to share with existing service providers
- ✔ Share report





CONCEPT TEAM

Let's create together .

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