

Investigating the user perspective for a successful design process – focus group methodology in the example Green Train Sweden

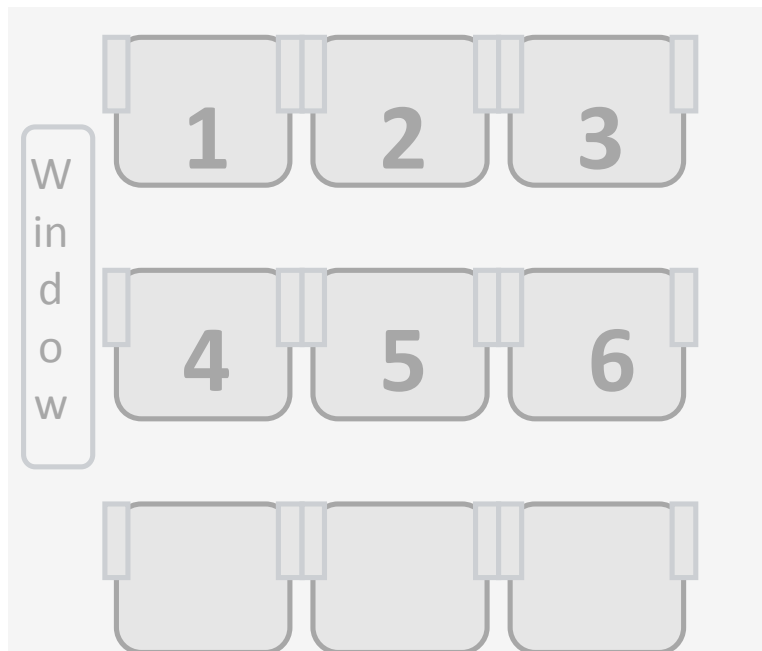
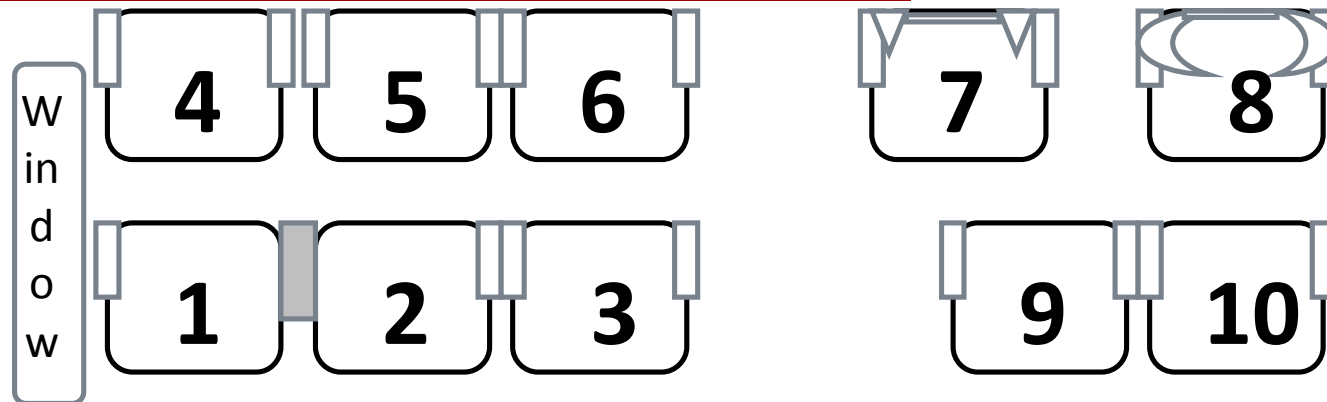


Dr. Katrin Dziekan

Berlin Institute of Technology
Department of Land and Seatransport Systems
Chair of Integrated Transport Planning
E-Mail: katrin.dziekan@tu-berlin.de



Mock-up



Focus Group

- 6 groups
- Good mixture of people
- Incl. One expert group and one group with disabled persons

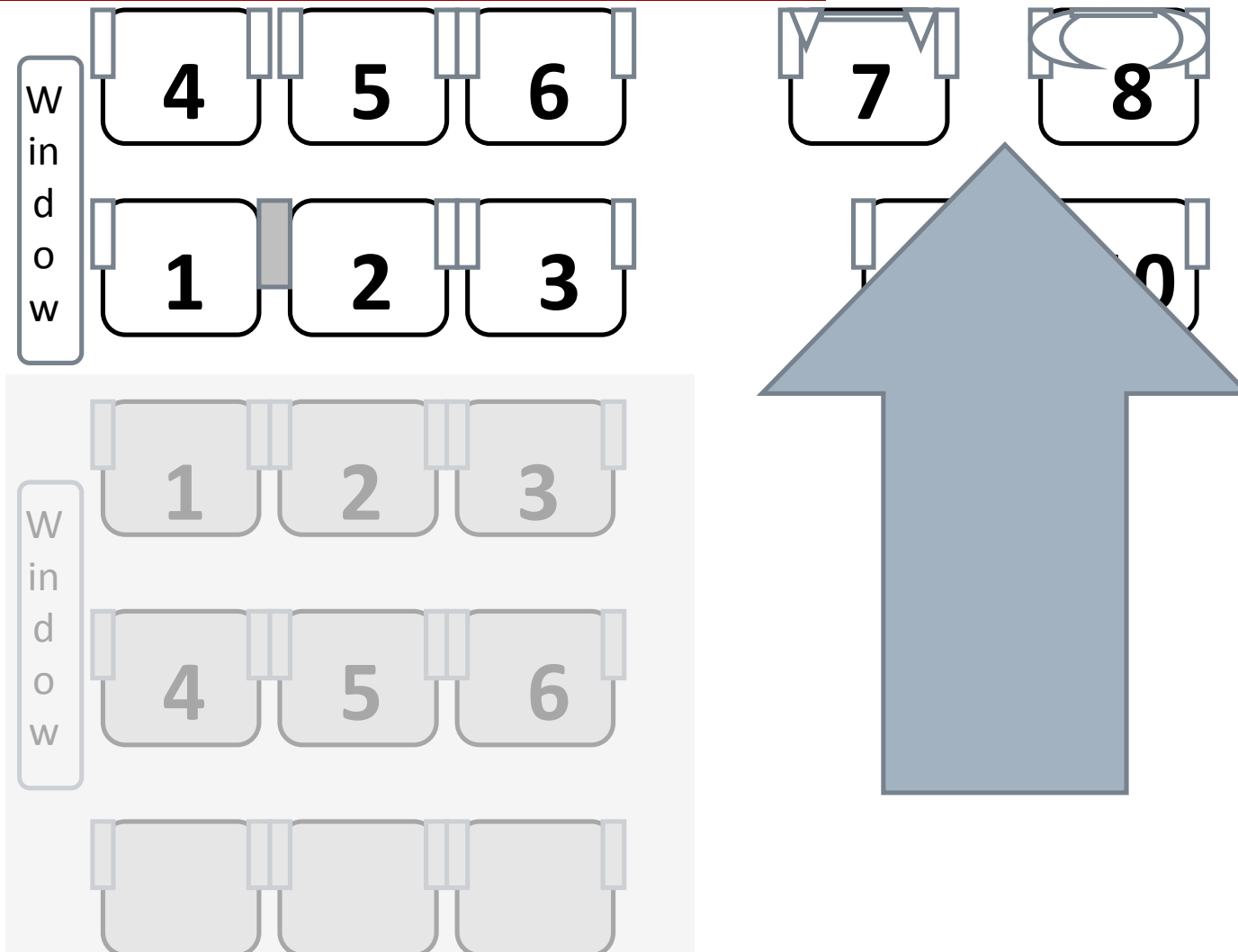


Focus Group

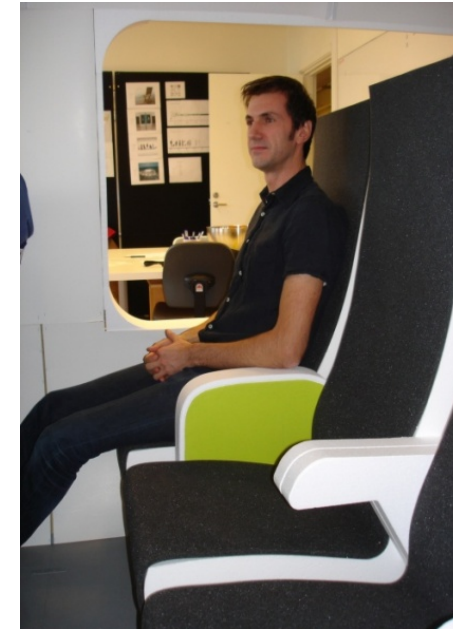
- Sitting in the train seats
- Evaluation with a questionnaire while sitting
- Followed by: Focus group discussion
- Remain in the mock-up
- Duration: 1 hour



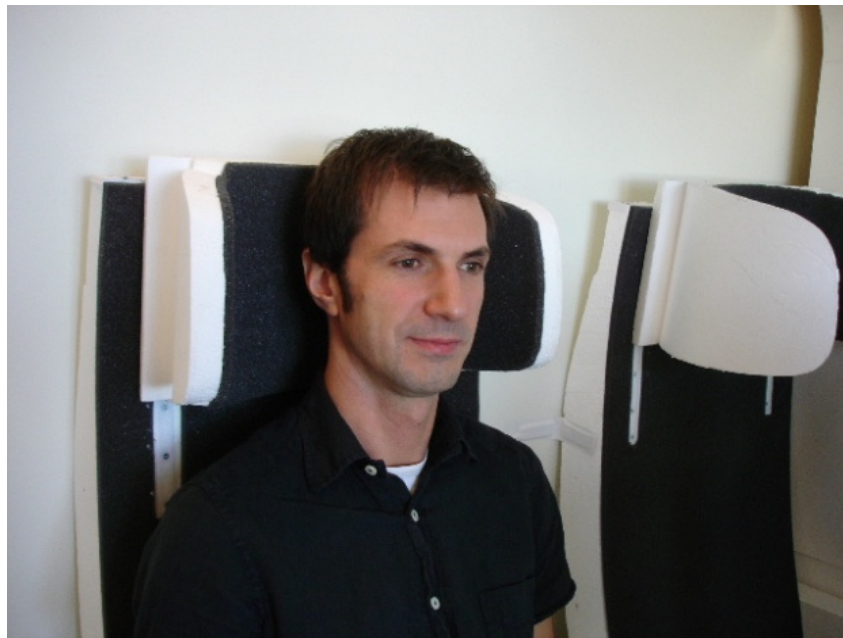
Favourite seat



Focus: Design solution "wall"



Focus: Design solution "shield"



Sleeping : Needs and Wishes

- Head rest
- Low noise level
- Enough space for legs
- Feet in an elevated position,
Foot rest
- Own personal arm rest
- Adjustable seatback
- Integrity, Privacy
- Sitting in the middle seat without
head rest / shield is bad



Sleeping: Needs and Wishes

- Hook at the seat in front
- More space to the seat in front and a wider seat might compensate for sitting in the middle seat (3+2 sitting)
- Curtain
- Odour and smell
- Low-lit passenger compartment lighting
- Silent areas
- Shield solution was praised: „It is good to sleep in it: you feel both protected and can get support“



Working : Needs and Wishes



Table as most important issue for working in trains:

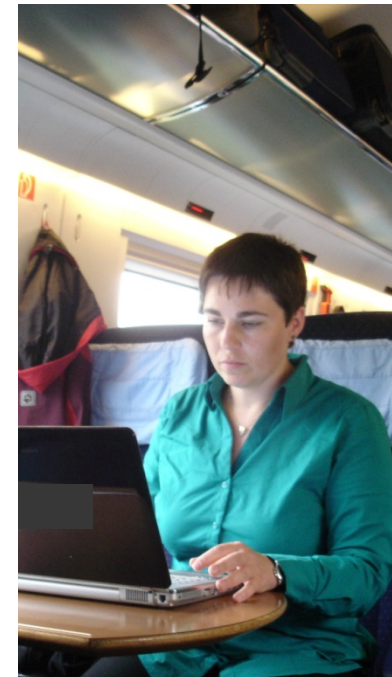
- to have big enough space with all papers, working supplies and coffee
- Adjustable: tilt it as a kind of writing desk
- Problem: if you want to get up – you need to clear the table and bring it into an upright position – Idea: uplifting table



Working: Needs and Wishes



- Reliable and fast Web access
- Low-lit general lighting plus personal adjustable reading lamp
- Power Supply directly connected to seat
- a place to stand for relief
- Suggestion of pre-booked working spaces for business trips

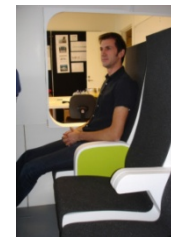
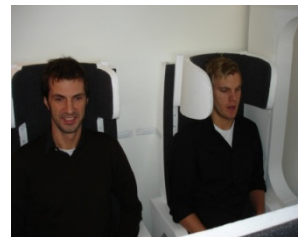


New ideas for innovation:

- Proposal for an inflatable neck pillow: "It is very good with a neck pillow. It would be nice with a pillow that just PFFFT comes out of the back seat."
- Personal waste bin under the seat
- Uplifting two-storey table

Summary

- Testing new design solutions in the mock-up
- Bad solutions can be abandoned
- Good solutions can be improved further
- Using a proper research design and professional moderator ensures quality
- Test persons deliver good new ideas: thought-provoking impulses for your invention process



Thank you!

Dr. Katrin Dziekan
Berlin Institute of Technology
Department of Land and Seatransport Systems
Integrated Transport Planning
Sek. SG 4.1
Salzufer 17-19
D-10587 Berlin



E-Mail: katrin.dziekan@tu-berlin.de