

Technical Note

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Author(s):	Stuart Reid
Reviewer(s):	Fiona Shore, Martin Dix
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1 Introduction

1.1 This data collection is part of a study commissioned by the Department for Transport into how people behave in streets. The purpose of the data collection is to understand:

- What users think about the streets they are using;
- How they behave;
- How their behaviour is affected by other users;
- How their behaviour is affected by the street design or particular features like kerbs and pedestrian crossings; and
- Whether and how they communicate with other street users.

1.2 This note sets out themes for semi-structured depth interviews with drivers.

2 Format

2.1 The format of the qualitative research is an accompanied drive, following a pre-determined route, which the interviewer will accompany the participant on, and which will be filmed, followed by an interview in which we will replay the footage and use it as a prompt.

2.2 During the review of the video the interviewer will probe the participant in real time to find out what they were thinking.

2.3 The interview will review the whole journey.

3 Prompts for the Video

- 3.1 As we look at the video I want you to talk me through what was going on in your mind; what were you thinking and what did you think other people were doing, or what did you think they might do.

At the start of each street

- What do you think the purpose of this street is?
 - Why might you visit/pass through this street?
 - What would you be doing if you were in this street?
 - When might you visit/pass through this street?
 - How would you be travelling?
- What speed did you think was appropriate on this street?
- Why did you think that was the right speed?
- What speed do you think other drivers were doing? Why?
- Were there any hazards in this street? What were they?
- What other users did you expect to find in this street? Why?
- Comparing this street with the other street(s) on the route, what do you like and dislike about it? Why?
- Who do you think has priority in this street?
- Did you think this street was safe? Why?
- Where would you expect pedestrians to cross? Why?

At Junctions

- Who do you think should go first? Why?
- Where/who would you be looking at on the approach to this junction?
- What did you think the other users were likely to do? How did you know?
- What do you think they were expecting our car to do?
- Comparing this junction with other junctions on the route, did you feel more or less safe here? Why?

When meeting another type of user (e.g. pedestrian, car, bus, cycle, van etc)

- Why did we/they go first?
- What do you think the right thing for us and them to do would have been?
- Who do you think had priority? Why?

- Did they do what you expected?
- How did you know what they were going to do?
- Why do you think they did what they did?
- Do you think they were trying to let us know what to do or what they were going to do? How?
- If you were driving would you have tried to let them know what to do or what you were going to do? How?
- Comparing this situation with the other times you met users on the route, how did you feel?
 - Were you any more or less sure about what you should do?
 - Were you any more or less sure about what other users might do?
 - Did you feel any more or less safe?
 - Anything else?

Overall

- Have you driven in any of these streets before?
- (If applicable) Which ones do you use the most? Why?
- (If applicable) Are there any that you avoid driving along? Why?
- What types of user did you most expect to see on each street?
- Did you feel more or less at ease on any given street than the others? Why?
 - Which street do you like the best? Why?
 - Were you any more or less confident driving in a particular street compared to the others? Why?
 - Was it easier or more difficult to navigate through a particular street compared to the others? Why?
 - Did you feel any more or less safe in a particular street compared to the others? Why?
- Was there anything that made it harder for you?
- Which was the best street for people walking? Why?
- Could any of the streets have been made better for people walking? How?