

Technical Note

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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 pedestrians.

2 Format

2.1 The format of the qualitative research is an accompanied walk, 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 The walk is on a set route but the interviewer should let the participant decide where to walk, cross etc. The interviewer will follow from a short distance while videoing the participant's behaviour.

2.3 The interview will review the whole journey, during which the interviewer will probe the participant in real time to find out what they were thinking during the walk and probe into the reasons for specific choices/ decisions that were made.

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.

Walking along the pavement on 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?
- Comparing this street with the other street(s) on the route, what do you like and dislike about it? Why?
- Why are you walking where you are?
- Are you aware of any other users?
 - Are you looking out for other pedestrians?
 - Are you looking out for cars/ busses/ etc?
- What other users did you expect to find in this street? Why?
- Were there any hazards in this street? What were they?
- Who do you think has priority in this street?
- Was it easier or more difficult to cross this street compared to the others? Why?
- Where would be the best place to cross? Why?
- (If applicable) Why did you speed up/slow down/stop?
- Did you think this street was safe? Why?

Crossing the streets

- (If applicable) Why have you chosen this place to wait?
- Who do you think should go first? Why?
- Where/who were you looking at before and during your crossing? Why?
- (If applicable) Why did you speed up/slow down/stop?
- Why are you crossing on that line (e.g. straight across/ diagonally)?
- What did you think the other users were likely to do? How did you know?
- What do you think they were expecting you to do?
- Comparing the crossing you made here with other crossings you made 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)

- Did you know they were there? How?
- Do you think they had noticed you? Why?
- Why did you/they go first?
- What do you think the right thing for you 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 you know what to do or what they were going to do? How?
- Did you try 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 walked along any of these streets before?
- (If applicable) Which ones do you use the most? Why?
- (If applicable) Are there any that you avoid walking 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 walking along 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?
- Do you think you would have felt differently at another time of day (e.g. in the evening, at night?)
- 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?