

RESEARCH SUMMARY

Title Quietways Wayfinding User Testing
Objective Understand what is working well in the Quietways signage design and how TfL can optimise on-street signage and wayfinding tools to ensure that it works as a tool and an advertorial
Date 19/07/2016 **Agency** 2CV

Methodology *Research with cyclists and potential cyclists*

- 44 x pre-group journeys along a 2 kilometre section of Quietway 1 (from Trinity Square to Oxley Close (just off Chaucer Drive))
- 6 x 1.15 hour focus groups

Research with residents

- 1 x 1.15 hour focus group

Abstract

Overall all, participants (cyclists, considerers and residents) felt very positive towards the Q1 route and the upcoming roll out of the Quietway network. The Quietways were felt to offer a more inclusive type of cycling not currently on offer in London. A cycling experience that felt more relaxed, fun and safe.

The wayfinding tools (both on carriageway and standard signs) were an essential part of creating this experience. The branding panel grabbed attention and communicated the safe and relaxed cycling experience. Signage and branding gave reassurance and confidence on the go. It also worked as a tool as most found it the route easy to follow. Although some recommendations for optimisation were made. Residents happy and accepting of the signage.

Key findings

Overall all participants (cyclists, considerers and residents) felt very positive towards the Q1 route and the potential roll out of the Quietway network. The experience for both cyclists and potential cyclists was very enjoyable, easy and safe.

Importantly the Quietways were felt to offer a more inclusive type of cycling not currently on offer in London. Routes that were more for “normal people” (including families, women and children) and less for “professional” cyclists who tend to be confident, fast, young and male. There was also expected to be less tension between cyclists and other road users on these routes and many felt the Quietways would make them more likely to cycle in London.

The wayfinding tools (both on carriageway and standard signs) are considered an essential part of delivering this experience. People felt that without the wayfinding information on street the routes would not be as nice or easy to use and many said they would not use them without the signs.

The branding panel successfully grabs attention and communicates the relaxed and easy cycling experience. It also gives reassurance and confidence along the ride.

On the whole the Q1 tools are working very well. Most found it easy to use and very few got lost or confused.

Residents were also happy and accepting of the signage and felt positive about having a Quietway in their area.

Job number:16013