Design of a new generation service store for RET

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RET TUDelft

TUDelft

RET

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Master thesis

Designing a new generation service store for RET

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LIST OF ACRONYMS

CX - CUSTOMER EXPERIENCE
The way someone feels at all stages of doing business with a company or organization (Cambridge University Press & Assessment, 2023)

GWK - GELDWISSELKANTOOR
Company that provides money services

NS - NEDERLANSE SPOORWEGEN
Company name of the national Dutch railroads

ROTTERDAM CS - ROTTERDAM CENTRAAL STATION
The main train station of Rotterdam. Also the location for the concept in this project

SP - SERVICE POINT
Location where commuters can go to ask questions/help regarding topics about travelling by public transport or the city of Rotterdam

VR - VIRTUAL REALITY
Simulation of an ehvironment in a digital world

VVV - VERENIGING VOOR VREEMDELINGENVERKEER
Organization where regional companies and organizations collaborate to improve the tourism for specific locations

Forepark
...dam-Voorburg
Leidschenveen
Nootdorp
Pijnacker Centrum
D Pijnacker Zuid
Berkel Westpolder
Rodenrijs
Meijersplein/Airport
Melanchthonweg
Blijdorp
Stadhuis
Rotterdam Noord
A Binnenhof
Romeynshof
Hesseplaats
Nieuw Verlaat
Ambachts...
Graskruid
Alexande...
Oosterfla...
Prinsenla...
Schenkel
Rotterdam Centraal
Beurs
...drachtsplein
...ijkzigt
Leuvehaven
Wilhelminaplein
Rijnhaven
Blaak
Oostplein
Gerdesiaweg
Voorschoterlaan
Kralingse Zoom
Capelseblrg
Slotlaan
Cape...
(RET, n.d.)

ABSTRACT

The city of Rotterdam is globally recognised for its port and its international trading. The city is an important key player for the imports and exports of the European trading market. For this reason, many, small and large, companies have decided to establish their business in or just outside the city. These companies can not operate without having people working for them. All that people must be able to travel to work daily but also do fun things during their free time. For this, they need reliable transportation alternatives. This is where public transportation comes into play. Within the city, several types of transportation can be found like buses, trams, and metros. Everyday the RET makes sure these vehicles are available to get the people of Rotterdam and visitors to their preferred destination.

When providing public transport, it is important to have good services which support the industry of public transport. Without these services, people will associate travelling by public transport with something negative. In Rotterdam there are three locations which are important in the infrastructure of public transport. Rotterdam CS, Beurs, and Zuidplein are the main stations where various forms of transportation can be used by customers. RET provides an extra service at these locations in the form of service points. Every day, employees of the RET help their customers to have a relaxed and pleasant journey. The problem is that the contemporary service points are getting outdated and do not fully fulfill the needs and wishes of RET's customers and employees anymore.

The world of public transport is changing. For years buses, trams, and metros have been the main solution when travelling by public transport. However, times are changing, and so is public transport. Shared mobility is getting more popular by the day. In Rotterdam there are various forms of shared mobility like bicycles, e-scooters, and shared cars. More and more these kinds of companies are becoming new competitors in the world of public transportation.

To stay relevant in the rapidly changing world of public transportation, a new kind of SP is needed. The project 'New generation service store for RET' was conducted to find a solution for the outdated SP at Rotterdam CS. During the project, a literature review based on research was done. There was an active involvement of RET employees and RET customers for developing a new kind of Mobility store. By making drawings and turning them into a VR environment, people were able to assess the designed environment and see if it fulfilled their needs and wishes.

This project concludes with recommendations for the design of a Mobility store, which could be established at the passage of the Rotterdam CS's metro hall.

ACKNOWLEDGEMENTS

Dear reader,

This project has been conducted as graduation thesis for finalizing my studies at TU Delft. Before starting this project, I already did an internship at RET. This was a great time and I really liked working for them. I asked them for graduation opportunities, and I am honored that the topic of this project could be used as my graduation thesis. It was not an easy topic to work on and I would have not been able to work on it without the support of a great and supportive team. Therefore, I want to take some time to thank them:

I want to thank the RET for the opportunity and in special my supervisor Patty, because of her great support I was able to learn a lot about the topic and make the most out of the project.

Besides my supervisor I want to thank all RET employees who were involved in the project. It was a pleasure to work together and because of you I really felt at home at the office.

Of course, I want to thank my mentors Dirk and Tomasz from the TU as well. They were always willing to help and to give support and advice when needed. I have experienced their supervising as something great and encouraging, and I am glad that you were my mentors during the project.

Furthermore, a great shoutout to Wim from Altuïtion. Together we have conducted the evaluation sessions and besides learning a lot about the concept and doing research, we also had a great time together full of laughs and joy.

To Tim from Enversed, thank you for translating my designs into a VR. Because of your help I was able to put the designs for evaluation and get insights for further development of the concept.

Last but definitely not least, I want to thank my parents, family, and friends. You were always there for me. Your support was unconditional and because of you I stayed motivated and inspired throughout the whole project.

Besides being a very interesting project to work on, it was an opportunity to learn a lot. The project has enriched me as a designer and challenged me to plan a project of this size in the given amount of time. In previous design projects I could lose track of the planning, but during this project this was not an option. Early in the beginning there were already fixed deadlines for getting a budget and building the VR-prototype. Besides keeping track of the planning, I had to reach out to many people. Something that can be quite intimidating in the beginning. I had a lot of responsibility and people were relying on me. I can say that the project gave me more courage in communicating with other people.

Now it is time to look into what this report is all about: Setting a basis for the new generation service store for the RET.

Hope you enjoy the read,
Rowan

READING GUIDE

This report contains 8 Chapters that can be summarized as follows:
- Chapter 1: Introduction to the client
- Chapter 2: Familiarizing with future customers of the store
- Chapter 3: Getting to know to the future employees who will work in the Mobility store
- Chapter 4: Learning what is needed for a service point
- Chapter 5: Going from research to design phase
- Chapter 6: Description of how the Mobility store has been designed
- Chapter 7: Explanation of how the concept has been evaluated
- Chapter 8: Discussion, limitations of the project and recommendations for further development of the mobility store

Each chapter starts with a short introduction followed by sections. Most sections are built out of an intro of the topic that is being discussed in that section, a centerpiece containing the relevant information, and a conclusion about the section. Because every chapter contains multiple related sections, each chapter will be summarized by making use of its key take aways. At the end of the report, the appendices can be found with extra information supporting it.

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INTRODUCTION

The aim of this twenty-week project was to find a concept, which could be used as basis for a new kind of service point at Rotterdam Central Station for public transport provider RET. The replacement of the current SP has to do with the fact the contemporary service points are outdated and do not entirely fulfill the wishes and needs of the customers and employees anymore. The RET would like to turn their service points into Mobility stores. The prototype as outcome of this project is not going to be the final Mobility store but is used to see if facilities of the store will be perceived and accepted by the customer and employees as expected. The prototype has been tested with customers and employees to gather insights that are needed for the basis of the Mobility store.

RET has been the main regional operator for Rotterdam and surroundings for decades. This is something they want to maintain and staying relevant is key for this. To stay relevant, the company must keep innovating, especially in a city like Rotterdam. The city is well known for its level of innovation and architecture. Rotterdam CS is one of the buildings that characterizes the architectural identity in Rotterdam. The focus in this project is on the SP of the RET at this train station.

The customers of the RET can be distinguished into two main groups. The first group consists of people using public transport daily or multiple times a week, they are called frequent travelers. The second group are called optionable travelers, they have a choice whether to take public transport or another alternative. These main groups can be split further into smaller groups like students, elderly, tourists etc. (Provincie Zuid-Holland, 2019). Rotterdam CS is famous for its international character, and the group of tourists at this station is larger in comparison to the other stations in Rotterdam.

The group of travelers are customers of RET's SP at Rotterdam CS and therefore they are one of the stakeholders in the development of a new SP. Besides the travelers, there are other stakeholders like the company itself and the employees working at the existing SP. For the development of a concept, it is important to have a clear understanding of these stakeholders. Chapter one, two, and three of this report took place during the exploration phase and elaborate on the questions: Who are these stakeholders and what is their main interest for a new Mobility store?

Besides understanding the stakeholders, it is important to understand the existing facilities as well. The existing SP at Rotterdam CS is quite basic and the number of services the RET can provide is limited. For now, the SP exists of three counters where customers can ask their questions. The RET wants to change the structure of the SP by going from employees behind a desk to a hosting environment, where employees walk through the store and approach customers. Through the addition of new facilities, a completely new concept will be created, the so-called Mobility store. It is of great importance to understand the current situation to be able to create a completely new structure. Chapter 4 shows the outcomes of the exploring phase, which focused on mapping out the current SP. Chapter 5 is a bridging chapter, its contents connect the exploring phase to the design phase of the project.

The new Mobility store consists of a new structure and facilities. The store can be split up into smaller components. In Chapter 6 each of these components are highlighted and elaboration on the design process itself is given.

Setting a basis for the Mobility store means it will determine some direction in how the actual store might be constructed. An evaluation has been conducted among RET customers and employees to see if this basis is a good foundation for further development of the store. Chapter 7 explains how this evaluation has been set up and conducted. The results mentioned in this chapter have led to many insights about the concept, which are described in Chapter 8. In this chapter the concept will be discussed by making use of the Programme of Requirements. Because of the size of the project, there were limitations in the process. Therefore, a section is added to the chapter about these limitations. The chapter concludes by mentioning the recommendations for further development of the concept.

Exploring phase

Research the current situation and what is needed for developing the basis for the new Mobility store

Date
04/09/2023 - 13/10/2023

Mile stone
Co-design session with RET customers
13/10/2023

Relevant chapters

Chapter 1
'Understanding the contractor of this project'

Chapter 2
'The customers'

Chapter 3
'The RET service employees'

Chapter 4
'Experience of service points'

Chapter 5
'From information to design'

Design phase

Development of a concept that can be evaluated

Date
13/09/2023 - 06/12/2023

Mile stone
Virtual reality concept
30/11/2023

Relevant chapters

Chapter 5
'From information to design'

Chapter 6
'The development of the concept'

Chapter 7
'The evaluation of the concept'

Evaluation phase

Evaluation of the concept to discover what is needed for further development of the new Mobility store

Date
06/12/2023 - 25/01/2024

Mile stone
Evaluation with RET customers and employees
06/12/2023

Relevant chapters

Chapter 7
'The evaluation of the concept'

Chapter 8
'Discussion, limitations & recommendations'

Chapter 1

Understanding the contractor of this project

When designing a product and/or services, the designer must keep the interests of the different stakeholders in mind. One of these stakeholders is the RET. It is the job of a designer, to design something with the intention to improve a certain interaction or situation.

This project was conducted in collaboration with the department Strategy and Development of the RET. RET provides most public transport services in the region of Rotterdam, The Netherlands. Their headquarters is located at Laan op Zuid 2 in Rotterdam. This chapter provides more relevant information about the company.

1.1. An old company

Every company has its own history and so does the RET. Its origin can be found years ago. This section will dive deeper into the establishment of the company in Rotterdam.

The RET has been a phenomenon in Rotterdam for almost 150 years. RET is an abbreviation for 'Rotterdam Elektrische Tram'. As can be seen from the full name, the company found its origin in Rotterdam and their main service was to provide transport by trams. However, the first trams were not electric, but trams pulled by horses. In the year of 1878 the first trams were introduced in the city and later trams powered by steam engines were added to their services. These tram services were executed by the company RTM, the 'Rotterdamsche Tramweg Maatschappij' (De Rotterdamsche Tramweg Maatschappij, n.d.)

The port of Rotterdam plays an important role in the establishment of the RET. In the 19th century the port was developing in a high pace. Many companies were founded to be part of this economical development. This kind of growth came with welfare. There were investments in the infrastructure of the city and the amount of traffic was increasing. The RTM was getting more customers, but still, most of the people of Rotterdam could not afford a ride with a tram. A ticket was quite expensive, and most citizens had a low income. (Van Den Toorn, 2017)

With the introduction of the electric tram in 1905 new kind of public transport was possible. The name of the RTM changed into RETM. In 1927, the municipality of Rotterdam decided to become owner of the RETM. Due to this take-over the name changed for a third time; into RET. Up to the present day the company is still using this name. (NOS, 2011)

After the introduction of the electric tram, more changes came. In the year 1928, the RET expanded its concession by providing bus services (Materieel - RET, n.d.). A new kind of vehicle, the metro, was added to the RET services in 1968. The first track runs from Rotterdam CS to Zuidplein. It was the first metro in the Netherlands, and the shortest metro line in the world (Historie - 50 Jaar Metro, n.d.).

During the early development of the company, the Second World War took place. During this war, large parts of the city got destroyed, and there was not much left. Just like the city, the RET had to be rebuilt as well, which took a lot of effort. They managed to get the company up and running again (Van den Toorn, 2019). The city of Rotterdam has as their city slogan: 'Sterker door Strijd' (= Stronger by fighting), and the overall mentality is 'Niet lullen, maar poetsen'. Literally translated this means 'no talking, just cleaning', just do it. This city slogan in combination with this mindset describes the people of the RET during those days, but also nowadays.

Throughout the years the public transport has changed a lot (Van Den Toorn, 2017). What used to be vehicles to get people just from A to B turned into equipment providing a high level of comfort. The way people experience their journey is getting more important. This requires that the RET has a visionary view and must anticipate the needs and wishes of their customers in the future.

1.2. The company of today

Anyone who has ever used public transport in Rotterdam has seen the grayish trams, busses, and metros. Every day these vehicles are crossing to all corners of the city to bring the inhabitants of Rotterdam and its visitors, to their preferred destination. Most people just see the vehicles, but have no clue what is needed to keep them up and running. This section takes a closer look at the company and the brand RET.

RET's main task is to be provider of regional public transport in Rotterdam and its surroundings. It has concessions regarding trams, busses, and metros. To offer reliable public transport in a big city like Rotterdam a well-organized company structure is needed, see visual 1. All these departments are controlled by the headquarters at Laan op Zuid, close to the Erasmus bridge (Organisatie - RET, n.d.).

The organization structure is that of a limited liability company with two other parties as shareholders: the municipality of Rotterdam and Metropoolregio Rotterdam Den Haag. The last one is the organization for the region of Rotterdam and Den Haag and provides concession rights to public transport companies (MRDH, n.d.). In the hierarchy of RET's organization structure, there is a general manager on top who is supported by a team consisting out

of six other people. (Organisatie - RET, n.d.). These people manage the different departments.

To operate all departments and provide the best service to 550.000 travelers on a daily basis, 3500 employees are available. These people can be found at back-offices, on the vehicles, maintenance stations, or at stations like Rotterdam CS (Materieel - RET, n.d.). When doing this project, the company felt small and family like, despite the size of the it. It was noticeable that the transparency of the RET is quite high, even in bad times. For example, the

economical state of the organization is no secret. Everyone is welcome to come and work here. The company does not see itself as a big corporate company with a distance to society. RET is seen, by the citizens of Rotterdam, as part of the city. The organization tries to get the threshold between company and society as low as possible.

As stated in the introduction of this section, most people recognise the RET by the grayish vehicles. Besides this color, two other main colors can be found, blue and red with a white RET logo. According to Aaker (1991), this
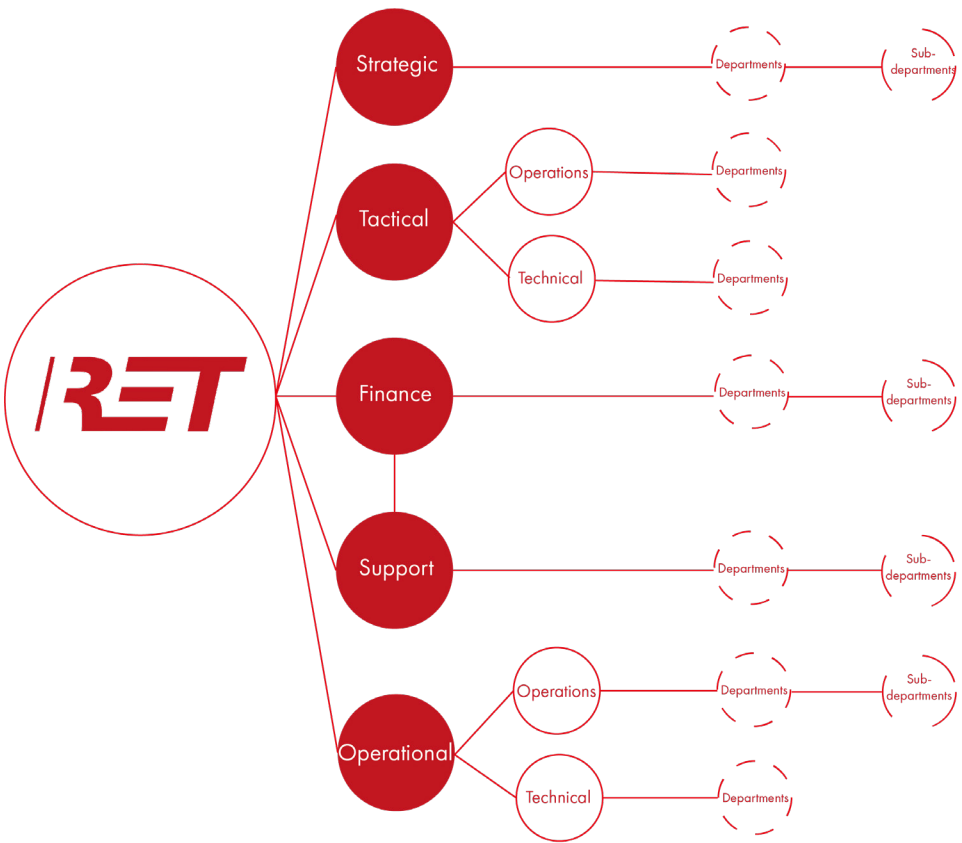
Visual 1 Simplied representation of RET company structure

logo creates a point of recognition. People know they are travelling with RET because of this logo. In combination with the specific colors and the services they provide an overall brand image is created (Wilburn, 2006).

Therefore, it is important this brand image stays the same when developing something new. Changes in the brand image could result into a product or service that will not be recognised as part of the RET.

For this reason, the RET created a manual about corporate identity. Every employee must use this manual when communicating a certain message within the company or to an external party. The most common ways of communicating are included in this document. Think about what kind of languages must be used, digital communication, campaigns, and visual identity.

Especially for this project the visual identity is going to play a significant role. In fact, the Mobility store will be the face of the RET. It will make use of specific shapes and colors. Just like a poster, a store is a way of communication between the company and the customer. The customer

wants to know or buy something, and the store is a way of obtaining this information or services.

The usage of color played a vital role, during this project. The main color of the RET is blue. Red functions as an accent color in support to the blue. According to the manual, there are five colors of blue and two colors of red that can be used, of which one main blue and one main red color. Besides these colors, it is allowed to use broken white, grey, and black. There are cases where it is an option to use a fade going from a light blue to a darker blue. These two blues are part of the previous mentioned five blue colors as well. Figure 1 shows the full color palette of the RET.

The RET finds its origin in Rotterdam and that makes the employees proud. When doing this project, there was a lot of discussion with employees. This pride was noticeable in every conversation. The connection to the city is something they value, and it must be kept and preserved. During meetings with employees of the marketing department, it became apparent they would like it if this connection could be made within the new Mobility store as well. There are already products and facilities of the RET that are trying to

create this link. For example, they use photos of the city at their locations, see figure 2 and 3.

Not only the people working at the marketing department want to have this link to the city. The employees at the service points are proud to be a Rotterdammer as well. This became apparent during an observation session at the SP at Rotterdam CS (Chapter 2.1) and interviews with the SP employees (Chapter 3.1).

The organizational structure of the company is big. However, when doing this project, the company felt small and more like a family. The RET can be recognised by the specific usage of colors and fonts. Most employees working at RET are proud of the organization and the link it has with the city of Rotterdam.
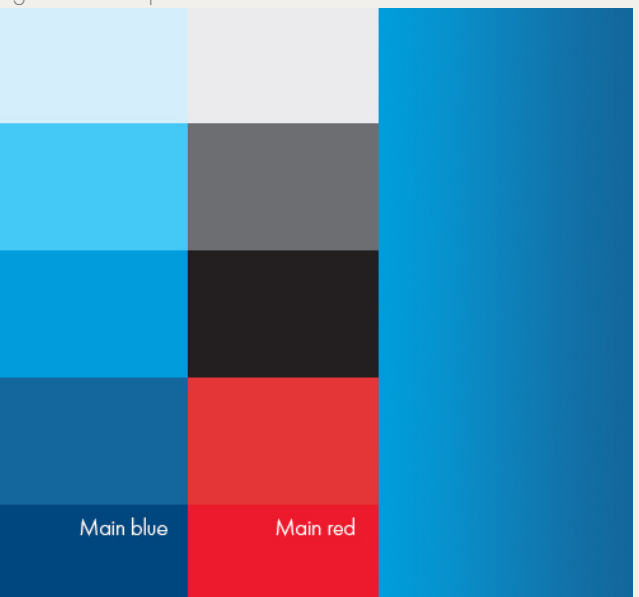
Figure 1 Color palette of the RET

Main blue   Main red

Figure 2 Wall decoration at SP Zuidplein

Figure 3 RET Cleaning cart

1.3. The company of tomorrow

These are exciting times to live in when it comes down to mobility. The industry of public transportation is developing in a fast way. The needs and wishes of the customer are changing. Now RET provides services including buses, trams, and metros, but to keep their position in the future, a fresh view is needed.

The city of Rotterdam is always changing. After the Second World War, the people of Rotterdam had carte blanche, and they could build a city according to their preferences. The popularity of cars was booming, and many architects wanted to put their signature on the new city of Rotterdam. The new city was going to be a city with plenty of space for cars and vehicles, architects got a free hand, and a spectacular city was built. The city of Rotterdam has been built around the car (Van Eijck, 2020).

The people who live in Rotterdam are also changing. The city is expected to grow by around 79.000 people around the year of 2040 (Basisregistratie Personen & Gemeente Rotterdam, n.d.). These people must find a house and need spaces to work and recreate. This asks for a city with a different infrastructure.

One of the biggest upcoming changes in Rotterdam is the kind of housing. Rotterdam is already well known for its skyline. From a far distance the city can be recognised. In the upcoming years more housing is needed to give everyone a space to live. Therefore, many new buildings will be constructed by building into the air (RTM XL, 2020). In a couple of years, the skyline of Rotterdam will have a few more skyscrapers and high buildings.

Besides new buildings, the ground floor of the city is changing as well. Nowadays the city is quite grey, and a lot of concrete can be found. Gemeente Rotterdam (n.d. -b) says a new layout of the streets with space for more greenery is needed. The average temperature is rising, and rain is getting heavier. Furthermore, the air quality of the city must improve. By creating more green and smaller streets, more space will become available for events and culture. Rotterdam will focus on avoiding cars in the city center, making more space for greenery, activities, and other types of mobility.

The changing infrastructure creates opportunities for a new kind of mobility. Shared vehicles are a major part of this. A big advantage of shared mobility, in comparison to public transport, is the freedom the user has. When making use of public transport, the user can get close to a destination, but most of the time there is still the proverbial saying: 'The last mile'. The last mile is the last part of a journey from the station/stop to the preferred destination of the journey. This means that the user still must travel in some other way than public transport because public transport has fixed stops like a station or stop. By making use of shared mobility, the user can often literally stop at the door of the preferred destination. According to Van Den Toorn (2017), a potential role of the RET could be to act as a mobility broker. This means cooperation is needed with companies offering shared mobility solutions.

RET is aware of these changes and wants to anticipate on this future. Sustainability, the growing (diverse) population, and the rise of new ways of mobility are going to affect the existing services of the RET. In the design of the new Mobility store these changing factors must be kept in mind.

Take aways

Chapter 1 Understanding the contractor of this project

RET is a company that is connected to the identity of Rotterdam. For over one-and-a-half century, they have been providing public transportation for inhabitants and visitors of the city. The public transport sector is an always changing industry and must keep innovating. The just-do-it mentality has been incorporated from the beginning and it is still noticeable.

Major infrastructural changes are happening in Rotterdam and the city will be different in the future. Cars will become less welcome in the city-center and the supply of new mobility is growing. RET has the knowledge in transport from A to B, the shared mobility companies have the knowledge about 'the last mile'. Combining this knowledge could result in a service platform which will support the traveler from door to door.

Chapter 2

The customers

When providing public transport services, one key element is needed to be a successful company: having customers. However, the term 'customers' is broad and include many people. Not all customers of the RET are making use of the services provided at service points. This chapter contains sections which will help in getting a better understanding of the people who visit the service points of the RET. The focus is on the customers who visit the SP at Rotterdam CS.

2.1. Customer observation at SP Rotterdam CS

The aim of the observation was to get a better understanding of the customers visiting the SP. Who are they and why are they visiting the SP? On Tuesday 26th of September 2023 I went to the SP of Rotterdam CS to do the observation and tried to get a better understanding of the customers visiting this specific SP.

As a designer, you get the best insides about the people who visit the service points. By just visiting the location yourself and observing customers visiting the SP. ''You can do this by acting as a fly on the wall'' (Van Boeijen et al., 2014). What comes down to: just sit down and see how people will interact at the SP. The way the observation took place can be related to the method of simple random sampling (Berndt, 2020). The observation took place at Rotterdam CS from 9 am till 12 pm. In an ideal situation the observation would last longer and for multiple days. However, because of the limited time and the size of the project this was not plannable. Therefore, interviews were planned with SP employees, they are nevertheless the experts. More about this can be found in Chapter 2.2.

The observation took place from behind the desk of the SP employees. The employees executed their work as they always do, and they were not being disturbed in their tasks. During the observation, I was positioned in such a way behind the desk to make it possible to eavesdrop the conversation between the customers and the employees to find out why people are visiting the SP.

After the observation, interesting findings were written down. There was no pre-determined structure for the observation and therefore no expectations. The number of customers visiting the SP has not been tracked, but there was a constant flow of customers visiting the SP.

Type of people

It was noticeable that most people visiting the SP are in some kind of rush. This is not so strange, assuming that most of them are travelling during their visit at the SP. The variation of people was quite broad. It was interesting to see languages play a significant role at the SP at Rotterdam CS. Besides Dutch, there are also customers who speak English, poorly Dutch, or not even English or Dutch. It was surprising to see that this group was bigger than expected before the observation.

Different kind of people were coming by. When looking at their presence, some people were not carrying anything, some were carrying small (back) packs, and others large suitcases. The group of people was very diverse. Something surprising was that besides elderly people, young people came by as well. Even to ask for help which could be done via internet and mobile phone.

Furthermore, it was noticeable there are quite some people with suitcases at the SP. Most of them were foreigners which are here for holiday or business. They do not speak Dutch and communicate in English, or they make use of Google translate. The last one is something that is used quite often, even by the service employees.

Something that was very clear was that customers do not come for fun to the SP. The interaction among the employee and customer can be fun, but it is not the intention of the customer to come to the SP just to have a fun time. In

the current lay-out there is also no space for 'fun' things because the SP consists out of three counters, and there is nothing else to see. The only thing a customer can do is just ask a question or ask for help.

Most of the asked questions were about travel related products. How to charge your travelling card; the loss of a travelling card etc. Something noticeable was that there were some people who came to the SP to pick something up. It seems that 'memberships' given by the municipality can also be collected at this SP.

The overall mood people had was quite good, most customers are friendly and polite, some make a small joke to break the ice, and some just want to ask their question and then leave. People who were more in a rush were more straight to the point. People with more time were more relaxed and they spoke to the SP employee in a more pleasant way.

Something else appreciable was that especially elderly people do not come alone to the SP. They are accompanied by someone they know. In most cases, these people have some difficulties in communication like bad hearing or not being able to understand the Dutch language. The younger people are mostly alone.

Diversity

Multiple languages

On the move

0 - 99

All ages

Conclusion
All kind of people were visiting the SP. People coming from the region, people from another country, students, businesspeople, and elderly were passing by. However, the group of elderly people was slightly bigger than younger people. It was hard to understand some people. The language skills were not always the same, and sometimes extra effort was needed to understand the question of the person. The level of being in a rush determines in what way the conversation between the customer and the SP employee took place. People in a rush were straight to the point and just wanted to ask their question. Customers who were not in a rush were more open to a conversation and enjoyed the conversation.

Most questions were related to travel products like putting money on their public transport pass. From time to time the SP got questions about how something must be done like filling in a declaration on the internet.

2.2. Employee interview: better understanding of RET service point customers

Some interviews took place at the observation day, and some interviews were later during the project. These interviews were held for two reasons: 1. To get a better understanding of the RET customers (this section). 2. To get a better understanding of the employees working at the existing service points (see chapter 3.1). This section elaborates on the structure of the interview and the findings regarding the type of customers visiting the SP.

Interview format
The new Mobility store is going to be the new workplace for the people working at the SP. They are going to play a key role in the Mobility store. Their input contains important information to make an ordinary store, a great store. By involving them from the direct beginning of the project, the expectation was that they would feel being heard and understood. According to Duckworth (2014), employees are an important group that should be considered as stakeholders because they are immediately affected by decisions made by the company.

In total four experienced service employees were interviewed. Every person has been working for decades for the RET. They are familiar with working at Rotterdam CS and at another RET service points. Each interview was conducted in the same way by making use of a general interview guide focusing on discovering new insights, see appendix A. These questions were asked to all employees who participated in the interviews. The open explorative questions functioned as a guideline to start a conversation and discover deeper insights by asking follow-up questions.

The sequence of questions could differ, but every important question has been asked to the people to be interviewed (Millar & Tracey, 2009). An advantage of doing interviews, is that interviews can give a better understanding about the situation at that specific moment (Visser et al., 2005).

Findings about RET customers
During the observations, insights were obtained (Chapter 2.1). According to the employees, these insights are true. The diversity of people visiting the SP is broad and at large it varies from daily travelers, till people using public transport occasionally. However, at Rotterdam CS, there is one specific group of people making more use of the SP in comparison to the other service points of the RET. At the SP at Rotterdam CS, a lot of tourists come by to ask questions related to travelling products and sightseeing's in Rotterdam. The group of tourists is so big because of Rotterdam CS's international character. From this station, the train can be taken directly to another European countries. Airports like Rotterdam-The Hague Airport and Schiphol can be easily reached by metro or train.

Because of the tourists, the SP at Rotterdam CS has a slightly different role than the other service points. Besides being a place where travel related products can be bought, it also functions as sort of VVV. A location where they can get information about the city and the activities that can be done in the city. Tourists are interested in exploring the city. They need facilities which support these needs. They see public transport as an ideal solution for travelling through the city and visiting the hot spots.

A SP is an easy and social way to get something done, but most people are visiting the SP because they need a helping hand in fulfilling a task. The reason why they can not do it themselves has to do with technical difficulties or they just do not know how to solve the problem. In the eyes of the customer, the SP employee is the specialist they need to get something done. For example, most customers are

(computer) illiterate. They find it hard to use a computer and perform a certain task on it. Some things can only be arranged via the internet. In these cases, the service employees could help the customer to get the needed information or product.

Some customers visiting the SP are not so happy and can be frustrated or angry. The employees had been asked what the most common complaints are, and these seem to be related to occasions that happen during the travel of the customer. These complaints can be about the conditions at the stations/stops or the conditions of RET-vehicles. From time to time, they also get complaints from customers about feeling being mistreated by another RET employee when travelling. According to the employees, the customers of the RET can be rational, but they can also be irrational and emotional.

Conclusion
Every SP comes with its own target group and for Rotterdam CS this group are tourists. Besides functioning as a regular SP, it is also needed to function as some sort of tourist information center.

Besides focusing on tourists, it is still needed to provide service to the regular customer as well. In a digital era, it is important to have good customer support because still a lot of people find it hard to arrange things via a digital world. Many people prefer social interaction above interaction via the digital world.

A SP is a place where the customer can have direct contact with the company. In most cases, people are visiting the SP for help, but it can also be a place for ventilation. Some people experience unpleasant things when making use of RET services. In some cases, the customer wants to be heard when something happened. The customer wants to make sure the bad experience will not happen again, and they want to get rid of their frustration.

2.3. Co-Design with customers

Besides observing customers and talking with employees about the customers, the aim was to actively involve the existing customers into the design process as well. Therefore, a co-design session was created at the headquarters of the RET. Co-design sessions can be useful to combine knowledge that is essential for service design: Customer insights into latent users needs and ideas created by the designer/company (Trischler et al., 2017). During the co-design session, everyone was equal and the main target was to apply the expertise of the customer into the development of the concept (Mattelmäki, 2008).

In this sub-chapter a description of the co-design session can be found. Another goal of the co-design session was to get inspired of what the identity of Rotterdam is and how the customers perceive a SP.

The co-design day

At the head quarters of the RET a special room can be found called the Innovation Lab. The purpose of this room is to facilitate a space where creativity is getting a boost. RET made the room available for the co-design session because it has not an office vibe and it stimulates creativity. The room is filled with plants, and on the walls are whiteboards. The floor is covered with fake grass. There are no office desks and people sit on a stand. The room has an open and playful ambiance.

Participants
The co-design session was qualitative research, and seven customers were invited to the Innovation Lab to participate. On the day itself, only five customers showed up because one person got ill, and the other did not show up in the end. To fill the missing places, two RET colleagues participated in the session. They knew about the project, but they were not that actively involved that it would harm the outcome of the co-design session. The focus was more on the RET customers. The group of customers was as followed:

Customer 1
- Male
- Born in 1968
- Travels by public transport for work daily
- Education level: University

Customer 2
- Male
- Born in 1984
- Travels by public transport for work daily
- Education level: University

Customer 3
- Female
- Born in 1989
- Travels by public transport for visiting friends/ family daily
- Education level: Secondary vocational education

Customer 4
- Male
- Born in 1984
- Travels by public transport daily
- Education level: Secondary vocational education

Customer 5
- Male
- Born in 1951
- Travels by public transport daily
- Education level: Secondary vocational education

When selecting the customers, a diverse group of people was created by making use of selection criteria like gender, age, how much they use public transport, and education level. The reason for these criteria has to do with the customers visiting the SP. The group of people visiting the SP is diverse. By doing the co-design session with a diverse group of participants, the goal was to collect insights close to reality.

As can be seen in the information about the customers who participated, the criteria are quite balanced, except for gender. The two customers who did not come to the session were both females. If they had participated, the balance between the criteria would be better.

Timetable
The co-design session took place on 13th of October 2023. The session was planned from 13:30 till 16:00 hours.

The time schedule was as followed:
- 13:30 – 14:30 hours - Drawing lesson
- 14:00 – 14:30 hours - Draw the stereotype of Rotterdam and evaluation of the drawings
- 14:30 – 14:45 hours - Break
- 14:45 – 15:30 hours - Brainstorm sessions about the perception of a SP
- 15:30 - 16:00 hours - Evaluation of the co-design session

Content co-design session
As can be seen in the timetable, there were three main parts during the session. The session was kicked off by a small master class. The participants learnt how to draw a cube in three perspectives: On the horizon with two vanishing points, above/below the horizon with two vanishing points, and a cube on the horizon with one vanishing point. After a small instruction, shown on a screen, the participants got some time to draw the cubes by themselves.

The reason for giving this small drawing masterclass was to energize the participants for the session. The intention was to give them a sneak peek into the world of design. When people get energized, the possibility will be higher that they will generate more creative ideas (Baker, 2019).

After drawing cubes, the participants were asked to draw a stereotype of Rotterdam. They could do this by drawing a person who resembles the identity of the city of Rotterdam according to them. Identity is here defined as characteristics that are unique for being from Rotterdam. The technique being used was drawing a persona. These personas provoked empathy and inspired the imagination (Pruitt & Adlin, 2010).

The goal of drawing an archetype of Rotterdam was to find characteristics which are typical for the inhabitants of Rotterdam. Later in the design process, these characteristics could be used in the new Mobility store to give it the identity of Rotterdam. In the new Mobility store a lot of diverse people will come by. Creating personas per individual, is not doable. Therefore, the aim of the personas was to find more general similarities that apply to a larger group of people. Why do people feel connected to the city of Rotterdam? The personas would serve as a tool to become more user focused (Pruitt & Adlin, 2010).

The last assignment was a brainstorm session in group form about three topics:

- What is your feeling after getting your preferred answer at a SP?
- What is your feeling after not getting your preferred answer at a SP?
- What are your expectations before you must encounter an employee working at a SP?

Every participant got his/her own sticky notes and a pen. They could write down their answers on the sticky note and place this one on the whiteboard. It was a group activity, and they were allowed to discuss with each other. They were guided though the session. I did not interfere with their answers and only encouraged them to actively participate.

The brainstorm sessions were held in an open and friendly ambiance, but there were four strict rules (Van Boeijen et al., 2014):

- Having criticism on each other was not allowed
- There are no wrong answers
- Combining ideas is preferred
- Trying to get as many ideas/insights as possible

By participating in the brainstorm session, the customers got more involved into the design of the new Mobility store. The overall aim of the brainstorm session was to understand what kind of feelings are evoked among the participants in different kind of situations that can occur when visiting a SP.

After the brainstorm session there was space to evaluate the session. During this evaluation, the participants were able to give their opinion about the co-design session and provide tips for future co-design sessions.

Results - Archetype of Rotterdam

The first expectation was that it would be easy for the participants to draw an archetype in the form of a person. However, it turned out not be the case. According to the participants, there is no stereotype of Rotterdam that could be drawn in human form. This has to do with the fact that the population of Rotterdam is very diverse in nationalities. More than 170 nationalities can be found in Rotterdam (Rotterdam Partners, 2021). Therefore, most participants drew iconic buildings and places which can be found in the city, see figure 4. These drawings were supported by slogans like ''Niet lullen, maar poetsen''.

Buildings like the Erasmus Bridge and the Cubical Housings were drawn many times. Besides architecture, the city is known for its maritime character. This is created by the port of Rotterdam, the rivers, and the many boats that can be found in and around the city. The city is energetic because of its international trading. There are many events and cultures that can be found across the city. Combining all these aspects forms the identity of Rotterdam, according to the participants.

Figure 4 Drawings made during co-design session by participants

Results - Brainstorm session

What is your feeling after getting your preferred answer at a SP?

The outcome of this brainstorm was that people will feel happy and satisfied when they get their preferred answer. It is an overall positive experience and is something they prefer to have when visiting a SP.

What is your feeling after not getting your preferred answer at a SP?

When not getting the right answer results into an overall negative feeling. According to the participants, it will give a feeling of not being in control and frustration. The reason someone asks something is to get an answer which will help them further. By not getting a proper answer it means this person can not go further and is stuck with the question. In cases like this, the service will be experienced as not good.

What are your expectations before you must encounter an employee working at a SP?

This session was very interesting. In the previous two brainstorm sessions, all participants were on the same page. During this brainstorm session, the opinions were divided.

One group of participants said they experience a high threshold before encountering an employee at a SP. It gives them an uncertain feeling and if they could get the answer in a different way, without interacting with an employee, they would prefer that option.

The other group said they have no problem interacting with an employee at a SP. They were saying it is a pleasant way to find out something. In those situations, an answer will be given straight away.

Discussion and conclusion

The co-design session contributed to get a clearer image of the customers visiting a SP. Drawing the Rotterdam stereotype was an exercise to get inspired of what is needed to design the new Mobility store and narrowing the gap between customer, city, and company. The identity of Rotterdam can be found in the city itself by looking at the architecture, events, public spaces, maritime character, and the many cultures. Everyone is welcome in Rotterdam, and this inclusivity forms the city's identity.

What can be learned from the brainstorm sessions is that customers expect a positive and helpful interaction when visiting a SP. Visiting a SP must be useful. Most customers have a certain goal when visiting a SP. A key factor in this, is the level of being in control. People can be introvert or extravert. It can happen that introvert people experience a higher threshold for visiting a SP than extravert people. According to the participants, they would prefer a Mobility store that has facilities for both kind of people. A combination of self service and service provided by employees would be perfect. In such a store the customer can decide themself what kind of services is preferred.

2.4. It is all about experiences

After the observations, interviews, and co-designs sessions, it became clearer who the customers are for the new Mobility store. However, there was something else that needed attention. A SP is not only a place to ask questions or where the customer can complaint about a certain service provided by the RET. It is a place where customers have direct interaction with the company. In this interaction one thing is important: the way people experience this interaction. This experience is a deal maker when it comes down how customers will see the RET as a company.

Looking to the project assignment, the phenomena experience is going to play a significant role for the new Mobility store. Therefore, it was needed to get more knowledge about how experiences of customers are influenced. To get this knowledge several papers have been looked at. In this section the most relevant insights can be found.

Experiences

It is important to understand that each situation comes with its own preferred experience. People evaluate their experiences in relation to expectations. Every experience is authentic, because it is something that is created inside people as a natural desire (Pine, 2004). Before encountering a certain experience, people already had some thinking of what is going to happen and what will be eventual touchpoints. (Clatworthy, 2019). People are capable to experience a situation because of the five basics senses people have: touch, hearing, sight, smell, and taste (King & Chang, 2016). These five basic senses play a key role in the way how people experience a certain situation or product. According to Lee (2013), the stimulation of an extra sense, when using a product or being in an interaction, could improve the experience itself immediately.

Every customer visiting the SP has a different expectation about the experience when visiting the SP. This expectation already starts when the customer knows he or she is going to visit the SP. It can also be created when seeing the facade of the SP. The type of customer is something that determines these expectations. According to Hendriks (2009), there are three types of customers. 1. A customer can be a regular client. Someone who visit the SP on a regular basis. 2. When a person comes once in while to the SP, they will be called incidental customers. 3. People who do not use the SP are called non-customers. These roles are not fixed, and people can become another kind of customer. For the RET, the second group is the most important to focus on. Most people do not visit a SP for fun. They need something and they will leave once they get the information, advise, or product. It is not like a clothing store, where it is fun to spend your free time. The new Mobility store must be efficient and just focusing on travel related topics.

This understanding is something well-done by the employees of the RET service points. They know what the customer is looking for and if they can give it to them, they will do it. Resulting in customers who will leave the SP with a pleasant feeling.

There are customers who visit the SP with a question, but there are customers with complaints as well. The emotional state of a customer is a crucial factor in how a customer will perceive an encounter with the company. (Pennington, 2016). According to Pennington (2016), two kinds of customers can be differentiated: the rational and irrational one. Designing for the rational one is quite easy because his or her purpose is clear. Irrational customers are infected by a certain emotion before encountering with your company. They can be nervous, angry, excited etc. Designing for these emotional customers can be easy, but it is important to understand which emotions customers can or will have. He also indicates that in the contemporary business world emotions are seen as something abstract and hard to understand. Because of this, the importance of emotions is often neglected or pushed to the background. For most companies, their customers are just seen as customers of their company, but they do not keep in mind that there is more than just being a customer. (Pennington, 2016)

Pennington (2016) states that an experience can be good or bad. A major element of this is consistency. When a product and or service is dependable and consistent over a longer time, it will be experienced as something good in general. According to (Wilburn, 2006), it is important that the RET customer does not get the feeling of being wrong, even after talking or being helped by the employee of the RET. This could result in losing the customer, especially when this person is accompanied by someone else.

Reason to visit SP

Having a certain expectation

Experience at SP

Positive/Negative feeling

Influence perception of the company

Conclusion

There is a link between expectations and experiences. When someone enters the SP with a certain question or task, they already have a certain expectation about how the visit will be perceived. The level of familiarity plays a role in it. For most RET customers this level is average, they know the purpose of the SP, but it is not a facility they visit every week.

Every person has its own identity. Some people are rational and some a more irrational. However, for the new Mobility store this should not be a problem. The store must be designed in such a way it can facilitates the preferred service for both type of customers.

Consistency is an important factor for good experiences. RET has multiple service points. Each of these points has their own customers, but it is essential to create coherence between all the three points. For example, the one at Rotterdam CS can be slightly different than the one at Beurs, but the overall style and especially the provided basic service must be the same at both service points.

Take aways

Chapter 2 The customers

The diversity of people visiting a SP is broad, especially at Rotterdam CS. This is caused due its international character. Tourists are a big part of this group. Therefore, this SP must give more advise about the city itself and what can be done, in comparison to other service points of the RET. The Mobility store should focus on the non-tourist customers as well. There are multiple reasons why customers of the RET are visiting the service points. In general, the main goal of the customers is to get help or get their question answered regarding travel related topics. They need extra assistance from the SP employee.

According to the participants who participated in the co-design session, the identity of the city can be characterized by looking at the architecture and its maritime character. According to them, two types of customers can be distinguished: the extravert and the introvert. Some people like it to be in control and only ask for assistance when it is really needed, others would like to get help from a SP employee sooner. The feeling of being in control is important for them. The Mobility store should be designed in such a way, most people can make use of it in their preferred way of interaction without the feeling of being pushed.

Experiences are an important key factor when it comes down to visiting a SP. A link can be found between experiences and expectations. The store must provide facilities that fits with the interests and personalities of the customers. Consistency among the service points is necessary to achieve these goals.

Chapter 3

The RET service employees

The customer of the RET is an important stakeholder, but not the only one in this project. Service employees of the RET are stakeholders as well. They will operate the new Mobility store which will be their new working tool. The RET wants to improve and modernize the existing SP. It is useful to actively involve the SP employees into the development of the Mobility store because they are the eyes on the work floor and know what is needed to improve the concept.

By involving them actively into the project, valuable information was derived from their expertise. This information was used to create a basis for the new Mobility store.

In this chapter information can be found about the needs of the employees running the SP.

3.1. The people who run the SP

This section elaborates on the question: Who are the people behind the desks of the service points? To get an answer four service employees were interviewed. For the guideline of interviews, see appendix A. The aim of the interviews was to get a better understanding of the employees and what is needed for the new Mobility store.

Employee interviews: the person behind the desk

The first impression of the employees was that they are very direct, but friendly at the same time. They are goal oriented and want to provide the best service. In the meantime, they are open for a small joke as well. The reason they enjoy working at a SP is the interaction with customers. It gives them energy when they can help the customer with their questions. Every day is different and sometimes creativity is required from the employee to solve a certain problem.

One of the main reasonings for reinventing the SP into a Mobility store, is the fact that the role of the service employee will change from a passive role to an active one. In the contemporary situation, the customer of the RET must go into the SP, walk towards an RET employee who is sitting behind a desk, and tell this person why he/she is visiting the SP. In the concept of the new Mobility store these roles will be turned around. The RET employee will get an active role and approach the customer when this person visits the store. The role of the employee will become more like the role of a host.

When discussing this plan with the service employees during the interview, they agreed the idea is not that bad. However, there was one disadvantage according to them. A proper host must stand a lot during the day. Most service employees already have physical complaints, or

have reached an age that affects their work. That is why most of them work at the SP. Many used to be bus, tram, or metro drivers, but they are not able to drive a vehicle all day anymore because of their physical complaints. For this reason, they changed their job into working at a SP. If their role would change from being a service employee to a host who must stand all day, they would not be able to do their job anymore.

They were asked what is needed to do their job properly and what should be available in the new Mobility store. Every time the same answer was brought up: the information related to public transport and the city must be up to date. To obtain this information it is important to have working equipment, like well-functioning computers. When using this equipment, the working environment must be ergonomic and adjustable. Not every person is the same, and it can occur that a service employee must work at multiple service points. Therefore, having a personal working desk is not possible. The working spaces for the Mobility store should be designed in such a way that everyone can make use of them.

One of the questions that was asked to the employees: 'What is needed to be a well-trained service employee?' They answered: That a SP employee needs knowledge about travelling with the RET, but about the city as well. It is an advantage when they are enthusiastic about the city.

Because of tourists, the employee must be able to tell the hotspots of the city and how to reach them. It was noticeable that all employees have a big passion for the city itself and they are more than happy to talk about the city. Especially telling people about the hidden gems is something they like to do. They want to show the city to other people and provide the best service possible.

The new Mobility store will be located at the passage of the metro hall Rotterdam CS. The contemporary SP can be found at ground level near the SP of NS. One of the advantages of this current location, is that it is located in a room with a lot of windows and daylight. When relocating the SP to the metro hall, the same amount of daylight will not be available. A comparable situation can already be found at the SP located at metro station Beurs. The employees have as criticism that they are afraid of getting into a depression because of the lack of daylight. When situated in the passage of the metro hall it is hard to see daylight. Having a sense of time is harder when working in the metro hall.

According to Bunskoek and Voskuil (2022), Rotterdam is part of the top three of most dangerous cities in The Netherlands. This phenomenon is something that is noticed by the employees as well. During the interviews, it became apparent that SP employees do not always feel safe when working. Sometimes a colleague gets threatened, intimidated, or attacked by a customer. The SP at Rotterdam CS and Beurs are service points with open desks, meanwhile at Zuidplein they are sitting behind glass. Being safe is one of the biggest demands of the employees.

Employee of the future

As mentioned earlier, the Mobility store will require a different working style from the employee. The RET is aware this would be a big change for the employee. A tension arises; the RET thinks this is the way to go forward in the future, but they want to ensure a good working environment for their existing employees as well. The expectation is that the new Mobility store will attract younger people to work at the SP who have less difficulties in a more active role. The RET wants to keep their existing employees besides attracting new ones. The existing employees are so used to the old style that there is some resistance for implementing a new way of working. Some of the employees are not convinced by the new style, but others are open and curious. They think the new style will contribute to a better future-proof service.

Therefore, a transition phase is needed from the current SP to the new Mobility store. Changing the complete structure at once could result into a store that will not work in practice. The employees must recognize similarities between the current situation and the new one. Some elements can be re-designed in a more drastic way than others. The store must be adaptable to the preferences of the employee and it is important that current employees can still do their job.
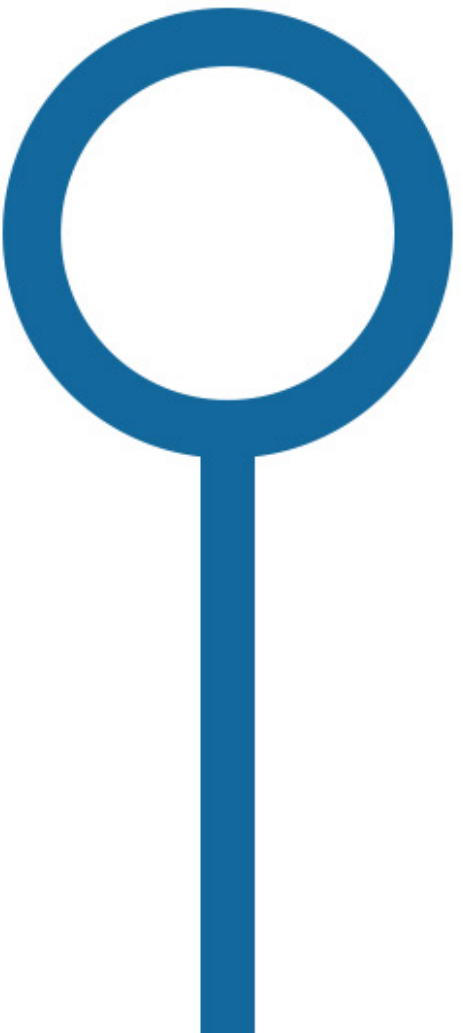
Take aways

Chapter 3 The RET service employees

Service employees are kind and helpful. The overall attitude is being direct, but in a goal-oriented way. Most of them are from the region of Rotterdam and feel a strong connection with the city. They are proud of it, and they like to share this passion with others.

Most of the employees experience physical complaints or have reached an age that affects their work. Therefore, a proper working environment is needed. Ergonomics and safety are important to the employees. The existing service points feel outdated and not well maintained. Having a fun and clean working environment would contribute to a more positive working vibe.

There is some fear of change among the employees. This must be incorporated into the design, a sort of transition phase to the new style is needed. Changing the complete working style at once, could result into a store that will not function in practice because the change would be too big for the service employees.

Chapter 4

Experience of service points

Besides the SP at Rotterdam CS, the RET has similar service points at the metro stations Beurs and Zuidplein. Earlier chapters were about the human factor within the project. This chapter is more about the physical locations of the service points and questions: ''How do they look like?'' and ''How are they structured?'' The service points of the RET and of regional public transport providers in other cities in The Netherlands are put into perspective to find out how these service points are being operated.

4.1. Service points of the RET

The RET has service points at three main public transport intersections. In this sub-chapter, more information will be provided about these three main service points of the RET. By understanding how the existing service points are structured, a situation description can be made.

Note: a fourth SP can be found at Spijkenisse. However, Spijkenisse is not a main station and outside the city of Rotterdam. The SP is very tiny, consisting out of 1 ticket booth. Therefore, it is decided to not incorporate this SP in this chapter.

Figure 5 RET SP Beurs

Beurs

One of the service points is Beurs. Here, a metro station can be found where customers have access to all metro lines. Above the station, in the open air, the tram stops can be found. These trams can be taken to travel further into the center of Rotterdam and the outskirts. Beurs is an important intersection in the infrastructure of the RET.

The SP at Beurs shares its building with a company called BackWerk, see figure 5. At their shop, sandwiches, coffee, and more can be bought. The building is not that big and having two companies in one building does not improve the experience of the SP. The SP feels dense, unstructured, messy, and outdated. The available space that BackWerk can use is almost the same as the RET. However, the RET has placed a massive counter in their store. The lack of space due to this counter, leaves no room for the customers. When there is a queue at the SP, the customers must wait outside at the passage possibly blocking other travelers.

The SP is not noticeable in its environment. The usage of colors is quite neutral and do not pop out from their surroundings. Above the entrance of the SP there is a signpost saying RET Servicepunt. There are no lights that emphasize its presence. In front of this signpost is a cable tray, which makes it harder to see it.

Customers are helped by making use of a number waiting list. At a small screen people can indicate the subject of their question. Then they get a ticket with a number on it, see figure 6.

Figure 6 Number machine at SP Beurs

When it is the turn of the customer the employee of the RET will display the number on two, old looking, screens. One is placed right next to the desk of the employee and one main screen is placed behind the counter. Behind the counter is a second, quite new looking, screen which displays travel information.

Zuidplein

A second SP can be found at Zuidplein in the south of Rotterdam. Zuidplein is a stop for metros and buses and is located next to one of the biggest shopping malls in the Netherlands. The stop at Zuidplein has been experienced as unsafe and unpleasant for a long time. Therefore, major improvements are still under construction to improve the safety at this stop.

RET wants to join these improvements and one of their goals is to improve the SP at this stop as well. The current SP can be found at ground level below the tracks of the metro. The store can be entered by making use of one of the two entrances, see figure 7.

Entrance A is located at the side of the bus parking. The sidewalk between the building and the street is quite narrow and the lighting is poor. Even during daylight, it is an unpleasant feeling to walk here. Entrance B is located at the side of a street/square and is less unpleasant to use. Next to this entrance a snack bar is located with an open facade and a small terrace. Because of this there is some social control.

The interior of the SP confirms that the environment is not that safe. The employees are sitting behind glass, and they must turn on an intercom to talk with the customer, see figure 8.

Something that grabs the attention is a sticker on the glass which tells customers what kind of services are provided at this SP. A similar message can also be found on the glass of entrance B.

Unlike the SP at Beurs, the SP at Zuidplein feels really unpersonal and not welcoming. The counters are made of RVS and painted in a dark color. If a customer wants to handover something to the employee or the employee wants to give something to the customer, it must be done through a small hatch.

At Beurs a waiting queue is created by letting the customer pick a number. The same system is installed at Zuidplein, but here the system is not functional. The small screens for displaying the numbers can still be found at the SP, but these are turned off and customers can not pick a number because there is no device placed that allows them to

Figure 8 Desk SP Zuidplein

Figure 9 Wall with picture of Willemsbrug at SP Zuidplein

print a ticket with a number. When looking close to figure 8 a signpost can be found that indicates where to pick a number, but the message has been covered.

Behind the employees a screen is placed, which shows real-time travel information, just like the SP at Beurs. It looks like the SP at Zuidplein wants to create a link with the city of Rotterdam. The wall that is facing the counter has a big picture on it of the Willemsbrug with a RET bus driving on it, see figure 9.

Rotterdam CS

The third service point is the one at Rotterdam CS. In figure 10, the counters of the RET SP are shown. Above the counters some screens are placed, but they are turned off all the time. When looking to the same counters of the NS, it can be noticed the counters are equipped with colored LEDs. These are on the counter itself, but also on the floor in the form of a circle. The intention of these LEDs is to indicate which counter is free or open. The counters of the RET have the same LEDs, but these are not functioning. This relates to the LEDs placed on the counter as well as the ones placed on the floor.

To be able to speak with a RET employee the customer must pick a number from a computer and wait till their number shows up. However, the computer was broken, at the moment of visiting, see figure 11 and 12.

The paper that was stuck on the computer said (translation): ''RET tickets have been broken for months. You do not have to report it.'' The words RET tickets and not were underlined. Instead, customers were now waiting for the RET employees to call them one by one.

The counters of the RET are rented from NS. Because of this ownership, the NS has decision authority when it comes down to chances and appearances to the location. The same situation occurred in the SP's that are mentioned in the following Chapter (4.2). The overall ambiance at the location is quite unpleasant and unstructured. Several (vending) machines are scattered around the area and in the middle a seating area can be found. See figure 13. There is not a clear waiting area, and customers must find a spot between the objects.

Figure 10 Counters SP at Rotterdam CS

Figure 11 Front number machine at SP Rotterdam CS

Figure 12 Back number machine at SP Rotterdam CS

Figure 13 Interior Service Center

''Dog sheds''
Besides the service points, there is also a second type of service that the RET provides. Employees call these little cabinets ''hondenhokjes'' (= dog shed), and these cabinets are placed next to the gates of the metro at several stations. They consist out of three sides including windows, a door, small desk, and a place to put a chair in, see figure 14.

Next to the cabinet is a column placed. As can been seen in figure 14, a picture is shown of an employee of the RET helping a person. Above the picture is a white 'i' placed within a blue circle. This column indicates that people can ask questions at this cabinet.

The purpose of these cabinets is to provide a space where customers can ask quick questions. Something similar like the depart and arrival screens at the service points of NS, which will be discussed in Chapter 4.2. A significant difference between the RET service points and the RET cabinets is that travelers cannot buy anything at the cabinets. Their purpose is only to provide quick help. Employees occupying the cabinets are allowed to walk with travelers to the gates or ticket machines. Employees occupying the service points are not allowed to leave their desk and cannot walk together with the customers to help them.

Figure 14 'Hondenhokje' at passage metro hall Rotterdam CS

Conclusion
The service that is being provided at the service points is good and professional, but this is because of the service employees. The service points themselves are outdated and there is no coherence between the three service points. The one at Beurs feels unstructured and dirty, the one at Zuidplein feels very unwelcoming and unfriendly. The one at Rotterdam CS has no identity, and there is no style or color referring to the brand image of RET. Creating a better coherence between the service points would improve the quality of service, brand image, and the overall consistency. Chapter 2.4. indicates that consistency is an important factor when it comes down how service will be perceived by the customer. Now some service points are not recognised as a SP of RET, and the ones that are do not contribute to a positive image of the company or the perception of quality of the provided services.

Both facilities are there to provide services to the customers of the RET. However, employees of different departments operate the facilities. Employees working at the service points of NS, which will be discussed in Chapter 4.2. A more specialized in selling products, like tickets and memberships. People working at the cabinets are more specialized at helping people and answering travel related questions. This does not mean people cannot questions at the service points.

The service points are occupied throughout the entire day and open from morning until evening. The opening hours are depending on the day (weekdays/weekends) and differ per location. Unlike the service points, the cabinets are not occupied all day. Especially at Rotterdam CS employees of the RET do not always occupy them. This means that people must go with their questions to the service points. In the case of Rotterdam CS this would mean that they must go to the ground floor.

4.2. Service points of other regional public transport providers

The RET is not the only regional public transport company which provides services points at large train stations. Each big city in the Netherlands has a central station and at least one SP of a regional public transport company. This raised the question of how other companies are executing their service points. The aim of this section is to come up with a summary of what are key elements of a modern SP looking at the service points in another cities.

### Approach exploring service points of other regional public transport providers
To get an understanding of how these companies are executing their service points, trips were made to Utrecht, Amsterdam, and The Hague Central Station in The Netherlands to experience their service points during field research. A complete day was reserved to visit these service points. The aim was to find a common thread between the stores by making use of product dissection, to get inspired for the design of the Mobility store. It was already known their service points to have more facilities than the ones of the RET.

It is not allowed to take pictures inside a train station of the buildings. All service points were in train stations. Therefore, a different kind of documentation was needed. Per location quick and dirty sketches were made on the spot of the main

parts of the SP. See visual 2 for example of a sketch about the SP at The Hague Central Station.

Later, back at the office, pictures made by the NS itself were looked up. The combination of these pictures and sketches resulted into visual 3 that can be found in next sub-section 'Summarizing findings'.

Visual 2 Sketch of SP at The Hague Central Station
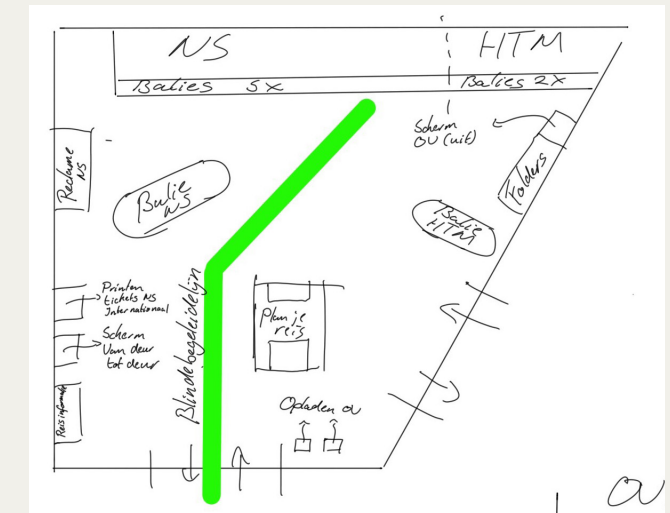
Summarizing findings
It was noticeable that all companies are sharing the same building with NS or a building that used to be from NS, see appendix C for findings per location. Because of this, the design style of the NS is recognisable among the various service points. A side effect is that the regional public transport companies can not use their own design style, when renting space from NS. The colors, which are being used now, are like the branding of the NS. The blue,

white, and yellow can be found everywhere. Besides these colors, the other colors being used in the service points are calm and quite light. This effect is strengthened the addition of lights, which focusses the attention of customers towards certain points in the store.

The materials being used consist for a major part out of natural products. At multiple places within the store, wood can be found. Since the wood has not been painted, varnished, or altered in any way, it has a rough and natural look. The floor is made of grey natural stone. There is almost no usage of paper. Most information or service can be accessed by technology by making use of interactive screens. However, some advertisement and information brochures are made of paper.

To summarize the common thread among the service points, visual 3 was created. In this visual, the main facilities that were seen during the field research can be found.

Because most public transport providers rent a place for their SP from NS, they are limited in the expression of their brand image. The existing SP of the RET at Rotterdam CS is rented from NS as well. Therefore, the RET is not able to show their brand image at the SP.
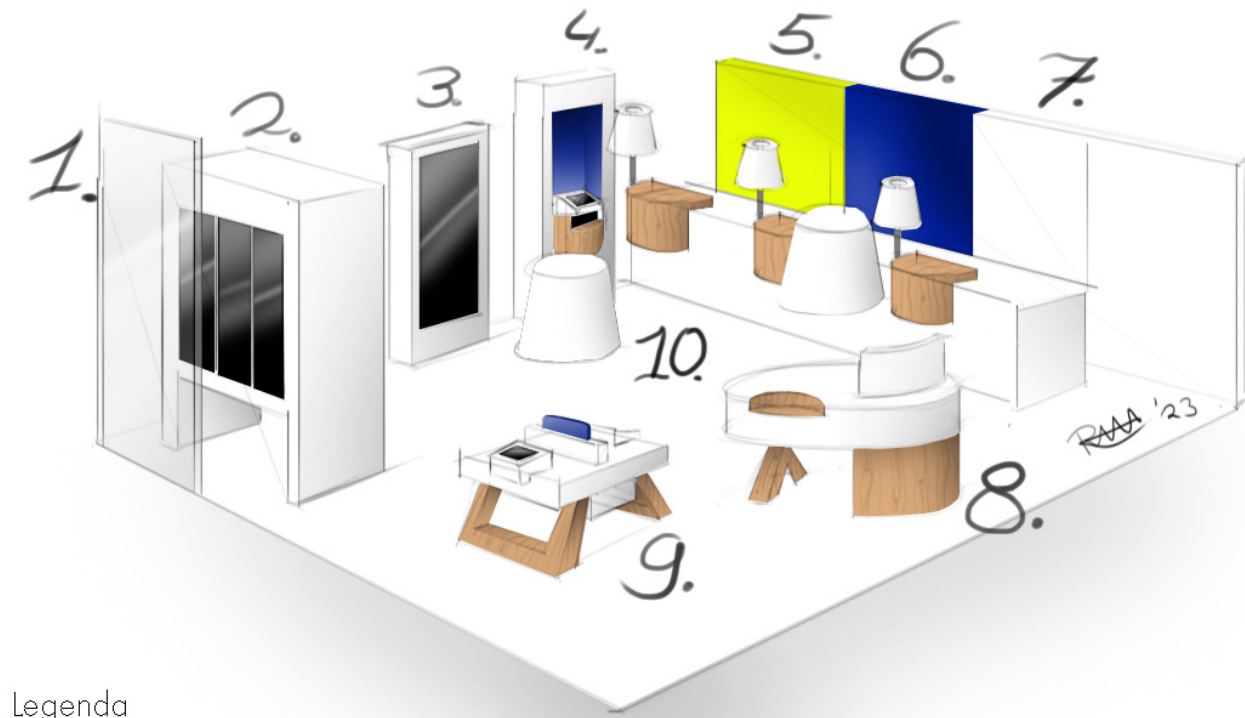
The overall styling of the service points, created by NS, is pleasant to look at. They are well designed and invite the customer to come in and make use of the services they provide. The service points feel modern and fresh. It inspires the customer to make use of public transport.

Legenda

1. Big windows
2. Travel information can be seen from outside and inside
3. Advertisement displays
4. Printing tickets (International travels)
5. Helpdesk national trains

6. Helpdesk international trains
7. Helpdesk regional tranpsort
8. Helpdesk national trains
9. Plan your journey
10. Spacious lay-out

Visual 3 Common thread among service points

Conclusion

Other regional public transport provider at large train stations in the Netherlands rent the building for their SP from the NS. Because of this, they can not fully use their brand image. The service points have a modern appearance and they are pleasant to visit. Among all service points, a clear design style and facilities can be found resulting in coherence and recognizability. The employees are working from behind a desk, but there are facilities located in the store that can be used by the customer themselves or together with a service employee.

Take aways

Chapter 4 Experience of service points

The the current service points of the RET are outdated and needs improvement. The overall quality of the service points is bad, and the service points are not inviting towards the customer. The service points blend in into their environment and therefore hard to recognize as an RET service.

The service points at main train stations in other cities, which are similar to the city of Rotterdam, are in collaboration with NS. They feel fresh, clean, and invite the customer to make use of their services. However, because of the collaboration, they are not allowed to express their own brand identity just like the RET SP at Rotterdam CS. By finding a new location for the SP, a design for the Mobility store could be created that completely fits with the brand identity of RET.

Chapter 5

From information to design

Previous chapters were all about exploring and understanding the situation. This chapter contains a part of the project positioned between the exploring phase and the design phase. The information in this chapter is not a phase on itself. Some parts took place during the exploring phase and some during the design phase. However, they play an important role in translating the information that has been gathered during the exploring phase into the design phase.

5.1. What is the RET service?

Service is a term hard to define. But when designing a Mobility store it is essential to get familiar with this term. In this section there will be a closer look at what service is and how this can be related to the service provided by the RET.

The basic elements needed for the RET service

The service points of the RET are there to help and advise people with their questions. It is something extra the RET provides towards their customers. Not everyone is used to travel by public transport and making use of internet to plan a trip. Therefore, the service points support people, who have some difficulties regarding travelling by public transport or have questions related to travelling with RET.

Just like Shostack (1982) states, the service of the RET is something that can not be touched like a product. The help of the service employee is intangible. This does not mean; customers can not receive a product and service at the same time. When a customer asks for a service, they must put a certain effort towards receiving the help they want. Regarding their belongings, their body or knowledge.

(Wemmerlöv, 1990). In exchange the company provides the service in the form of help, advise, answers, etc. This service can also be accompanied by a product, which supports the service, like a print explaining which route to take. Both parties are needed to realize the service. Not only the input of a company is needed, but from the customer as well (Sampson & Froehle, 2006). The service of the SP nowadays, is based on social interaction between two people (employee and customer) who are communicating with each other (Cambridge University Press, 2023a).

There are four ways of communication possible: verbal, non-verbal, visual, and written (Keiling, 2023). At the existing SP verbal and non-verbal communication takes place. In figure 15, there are three counters occupied by service employees. These people are helping the customer by verbal and non-verbal communication. Because of the lay-out of the counters it is clear what their function is, but the overall interaction is impersonal. The customer at one side, the employee at the other. There is a clear distinction and distance between the customer and the company.

As can been seen in figure 15, there is hardly any visual or textual information transfer towards the customers. But there are visuals or text available. The employees have some brochures to give to the customer, and they can print out information. Visuals and text that could be reached by the customer without direct interaction with an RET employee is hardly available at the SP at Rotterdam CS.

Figure 15 SP at Rotterdam CS

Quality

The quality of how the RET customer perceives the service, provided by the SP, corresponds to the level of convenience. The better the convenience is, the better customers experience the service. (Berry et al., 2002). The convenience is determined by two factors.

The factor time is one of these (Berry et al., 2002). When the RET customer visits the SP and they must wait for a long time, before being helped, it will influence the perception of the service. According to Anderson & Shugan (1991), the invested time will be understood as a cost to obtain a service at the SP.

Besides putting in time, the customer must put in effort as well (Seiders, Berry & Gresham, 2000). There are three ways of how people can put in effort: physical, cognitive, and emotional (Mohr & Bitner, 1995). In general, it can be assumed the more effort a customer has to put in, the higher the expectations are to experience a good service (Oliver & Swan, 1989).

Looking to the existing SP, the invested time is quite low. Most of the time customers do not have to wait for a long time and their questions can be answered by the employee in a fast way, because of the experience of the employee. However, the only facility are the employees behind the counters. If a customer must wait, he or she must stand in quite a big hall and wait for their turn. There is nothing else they could do in the meantime, and there are hardly any facilities to sit. When waiting and standing in the hall, it could evoke an awkward feeling.

The amount of effort the RET customer must put in can be quite high for the current SP. The location of the SP at Rotterdam CS is quite hard to find. The SP is located at the

side of the train station away from the main walking routes, see visual 4 & figure 16. As can been seen in figure 16, the service area does not distinguish itself from the rest of the building. There is a signpost saying service center, but during daylight this sign is hard to see. The sign is placed behind a window and because of the window reflections, the visibility of the signpost is poor.
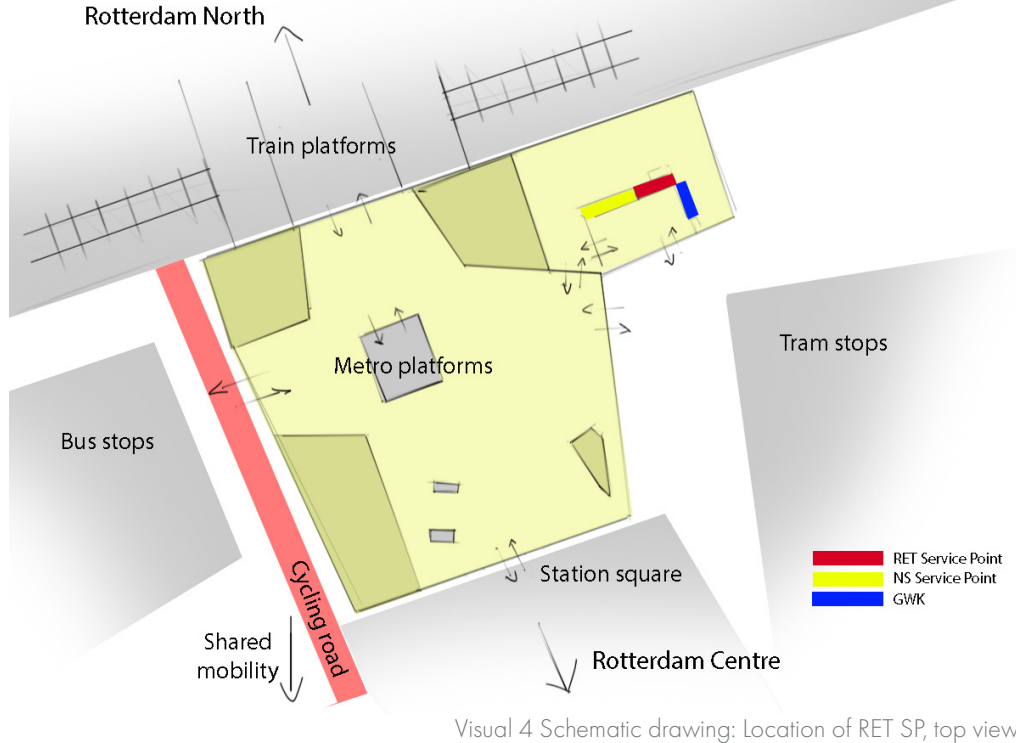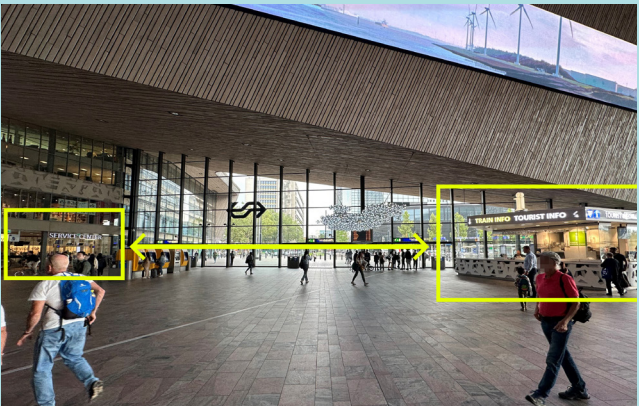

Visual 4 Schematic drawing: Location of RET SP, top view

Figure 16 Location of the service center at Rotterdam CS

There is almost no signposting that guides customers to the SP of the RET. There is some for the SP of the NS, but not for the RET. In the main hall of the train station, a facility of the VVV is located with big letters on their facade saying: 'Train info'. However, they can not give people information about schedules regarding regional public transport services provided by the RET. People approaching the VVV with RET related questions are re-directed to the SP of the RET, see figure 17.

When the customer has found the service center it can be a challenging task to find the SP of the RET. The service center is owned by the NS. RET rents three counters from the NS, see figure 18.

Because of the ownership of NS, they determine the styling. The RET is not allowed to use their own brand image, because it interferes with the style of NS. Resulting into poor visibility among the counters of the NS. Customers, who visit the service center, mistake the RET SP for NS SP and vice versa.

Figure 17 Location of VVV SP at Rotterdam CS

Figure 18 Counters SP at Rotterdam CS

Partly failed research

On October 4th, 2023, together with the municipality of Rotterdam, library of Rotterdam, and the Rabobank, a City Safari was organized for high school Veenoord. Together with four groups of four to five high school students each, each company was visited next to exploring the city. During this day, the students had to visit the SP of Rotterdam CS as well. They were instructed to find the SP themselves when leaving the metro hall of Rotterdam CS. The research

conducted was small and created for the multiple groups of students. The aim of this research was to test the findability of the service points and to see if the provided services is clear to the students.

The form was a qualitive research and the students were asked to fill in some questions about their experiences with the service points at Beurs and Rotterdam CS, see appendix B1 & B2 for the questions. There were two assignments per SP. The first task was to observe the SP and write down answers regarding the SP. The observing method was the same as done with the customers at the SP of Rotterdam CS in Chapter 2.1., The second task was to ask for the route to a preset location at the SP. The goal of this question was to find out the approachability of the SP and its employees. This set of questions was based on a simplified product usability evaluation method out of the Delft Design Guide (Van Boeijen et al., 2014). The method provides insight into the experience of the students with the existing service.

Seventeen students participated in the research, and they were divided into 4 groups: 1 group of 5 students and 3 groups of 4 students. The education level of the students was Pre-vocational secondary education. The average age was around 14 years.

After the excursion day it turned out something had gone wrong in executing the assignments. First, the students had to ask the route for the same predetermined destination at both service points. The initial idea was they had to ask each SP the route to another predetermined location. During the research the mistake was changed directly, but it was not clear if every group understood this change. Furthermore, not all groups documented the results the same way. Therefore, not all the answers given by the groups are valid for the research.

Because of these mistakes, the data can not be used for

the project. However, while being a guide for one of the groups, I was able to make sure the assignments were clear and properly understood.

For this group of students, it was indeed hard to find the SP at Rotterdam CS. They first went to the building of the VVV (figure 17) and later to the Service Center (figure 16). They thought the VVV building was the same as a RET SP. After getting doubts, when standing in front of the VVV building, they took a closer look at the hall and found a signpost saying service center, figure 16. After contemplating they went to this center, where the RET SP can be found.

Another valuable insight derived from the City Safari, was that the students found it hard to approach the SP employees. They were 'scared' to ask a question. For them, the threshold was high to get the preferred service. According to the students, this was caused by the layout of the desks. The RET employees are directly looking at you. This makes it more difficult to approach a service employee.

The research failed, but some insights were derived about the visibility of the RET SP. Therefore, a quick visit was planned to check the insights with the NS information point at the north side of the train station and the VVV. It turns outs, they indeed get questions from people about public transport provided by the RET on a regular basis. However, these parties can not give any information about RET services. When getting these kind of questions, they must redirect the people towards the RET SP. According to them, the visibility of the RET SP could be better.

Conclusion
The service points of the RET are an extra service provided by the company to help people who experience difficulties when travelling by public transport. The provided service is an exchange of belongings and knowledge between the company and the customer. This exchange takes place through verbal and non-verbal communication supported by some visuals and written communication. The quality of the present verbal and non-verbal communication is good, but can feel impersonal due to the lay-out of the desks. The visual and written communication can both be improved. Currently, they are not easy to reach for the customer.

The quality of the service is partly determined by the convenience of the service. Effort and time are key elements in this. These factors are now deal breakers for the RET service. The SP is hard to find, and some effort is needed if a customer does not know where to find the SP. Moreover, the waiting times are relatively low, but during this time there is nothing else the customer could do.

5.2. Advice from experts

As mentioned in Chapter 3.1, several employees working at the service points were interviewed to get insights of what is needed in the new Mobility store. Besides the employees and customers, other people like experts where contacted for their input on the project. Designing a complete store is something different than designing a product. For this reason, the experts were asked on how they would approach a project like this. This sub-chapter is about the tips and tricks they provided.

Interior design
One of the experts that has been contacted is Stephanie Gieles. She is a teacher at the faculty of Industrial Design Engineering at the TU Delft and an experienced interior designer. She graduated as an Industrial Designer, but her expertise shifted more towards the world of architecture and interior design. The main reason Gieles was contacted was to ask for tips and tricks, on how to start designing the interior of a store.

One of the main challenges of the new Mobility store, is that it will be placed in a metro hall. This hall is quite dark and not welcoming. The walls are decorated with shiny stainless-steel panels. The roof and floor are quite dark, and the overall ambiance is not inviting.

In a discussion with Gieles (Personal communication, September 29, 2023), it turned out that the store must be the opposite of the metro hall. The store must be welcoming and friendly, towards customers of the RET. Not much can be changed at the metro hall, because it has been designed by an architect and is protected as a building. The idea was to use the unfriendly metro hall as an advantage. When the Mobility store is designed as a welcoming and inviting ambiance, it would be the opposite of the metro hall. This could have a positive effect on how the customers of the RET will experience their visit at the Mobility store.

Another question was how a proper interior will be designed. According to Gieles (Personal communication, September 29, 2023), Schiphol is an excellent example of how to guide people around. For example, the signposts at the departure halls. They tell travelers where the gates, toilets, and other important places at the airport are located. These signposts are placed at a 90 degrees angle relative to the walking routes. They are literally facing the traveler. The signage of locations with less priority, like stores, are placed along and in the same direction of the walking routes.

The informative hierarchy behind this idea can also be used in the Mobility store. What needs to be asked: What is the first thing the customer wants to see, when entering the Mobility store? This will be the facilities regarding travel related topics like buying tickets and asking for information about your journey. Other facilities are also important to place in the store, but the priority is different. These do not have to be visible at first sight, when entering the store.

According to Watkinson (2013), it is important to pay attention to all levels that relates to the store. The levels of brand, product or service, and interaction must make sense. Summarizing the ten principles behind great customer experiences (Watkinson, 2013), one main take-away becomes clear. Everything is centered around the customer.

It must be fun for this person to be in the store. They must feel connected and relaxed. A friendly environment will help to have a feeling of being welcome.

Drawing and communicating concepts
Having some knowledge about the requirements of a good interior is one side of the medal. Drawing the interior comes with its own challenges. Susie Brand – de Groot, drawing teacher at the faculty of Industrial Design Engineering of the TU Delft, has remarkably high skills in making drawings and translating interiors into drawings.

Designers can go all the way when designing something, but this does not mean it is possible to build the furniture for real. Complex shapes are inspiring to see when designing, but turning them into a real product can be time and money consuming. Most of the time this is so high, that is not profitable to realise the design. According to Brand – De Groot (Personal communication, October 27, 2023), the production phase should be kept in mind when designing. Complex shapes are hard to realize when building the furniture. The design can still be aesthetically pleasing when making use of simpler shapes, and it will make the design closer to the final product.

When designing the Mobility store, the approach was to design the individual components. Combining these components, would lead to the overall design of the Mobility store. However, combining these components can be difficult and hard to visualize in one drawing.

Brand – De Groot (Personal communication, October 27, 2023) suggested to make a drawing of the dimensions of the store from a bird's eye view. Then placing the individual components next to this drawing and draw lines between the components and the corresponding locations within the store. When applying a grid to the floor of the store it is quite easy to understand where the furniture must be placed.

Design for all

As mentioned before, a designer can go all the way when designing. However, a design is less strong without considering its users. It is important that a store, like the Mobility store, can be used by most people. David Boone works at MEE Rotterdam Rijnmond and is trying to help people with limited accessibility at the Jongerenloket of the municipality of Rotterdam. One of his tasks is to help people with limited accessibility to get a job. I met Boone during the City Safari and wanted to know more about limited accessibility.

According to Boone (Personal communication, October 24, 2023), many people have to deal with limited accessibility. It can be small, but big as well. Not all limited accessibility can be seen from the outside. As mentioned in Chapter 2.4, there are five basic senses (King & Chang, 2016). In case of limited accessibility, most of the time one or multiple of these five senses is impaired. Besides

physical limited accessibility, it is also possible to have mental limited accessibility. For example, some people find it hard to concentrate in a room with a lot of stimuli, or some people can not read. It is hard to map all kinds of limited accessibility. According to Boone (Personal communication, October 24, 2023), it is not possible to design for everyone. When designing something new it is important to be aware of how users will interact with the product and/or service. Not all people need interaction in the same way. For example, when someone can not read, it could be helpful to make use of visuals which explains what the service or product is about.

Limited accessibility can be caused by physical and mental limitations, but limited accessibility may also be temporarily caused by external factors. For example, a family with young children needs multiple products when travelling through a city. A stroller could be one of these products. These strollers are most of the time bulky and need some space. When a store has narrow alleys, the family must leave the stroller outside. This will affect the experience in a bad way because they do not want to leave the stroller unattended.

Figure 19 Experiencing limited accessibility myself during the City Safari

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Conclusion

Designing the Mobility store comes with several challenges. The new store will be located at a location where the overall ambiance is unpleasant and just functional. The new Mobility store must be the opposite of the metro hall to be attractive to the customer. The lay-out of the store is going to play a key role in this. The way a store is structured has a big influence on how a store will be perceived by a customer.

During the design phase, the most beautiful shapes can be made. However, for a project like this it is a good thing to stay realistic and create furniture that can be built for real. Especially in the short time span of 5 weeks that is given for this specific design phase. Starting with 2D sketches and translating them to 3D sketches and models is the best technique for this project. These models can be placed in a VR and evaluted by RET customers and employees.

The store is going to be designed for the citizens of Rotterdam and visitors of the city. Many types of people can be included in this group. Therefore, the store should be highly accessible, with consideration to physical, mental, and product limited accessibility.

Figure 20 Sketch where Mobility Store could be placed (Option 1)

5.3. Possible location determination for mobility store

The current SP can be found at ground level in the Service Center. Because of this location, the RET is not able to change the lay-out of its SP into the style of the brand image. At this location there is limited space available, and the SP is hard to find for travelers. For this reason, the RET has decided to relocate the new Mobility store into the passage of the metro hall Rotterdam CS. This section contains information about finding a suitable place for the new Mobility store.

The reason for looking at the passage has to do with ownership. The current location is owned by NS. This means they oversee the building. The passage of the metro hall is owned by RET. There are more possibilities for creating a Mobility store at this location in comparison to the current location.

In the year of 2019, the RET already conducted a similar project which proposed a location in the passage, as seen in figure 20.

However, for this project there was the possibility to come up with an alternative location for the Mobility store. This resulted into a second potential location, next to the already proposed location in 2019. The second option (figure 21 & 22), looked perfect, but came with a challenge. The second option is an existing canteen used by tram drivers. It was modernized not so long ago and is a perfect spot for the drivers to relax. Placing the new Mobility store over here, means the existing canteen should be relocated. Figure 23 shows a suitable place for a new canteen. This location is not located in the passage, but in the area inside the gates to check-in to the metro. The Mobility store itself can not be placed at the location in figure 23. The store must be accessible to customers without a valid ticket as well. The area in figure 23 is only accessible with a valid ticket. Drivers have a company card and can access the location of figure 23 all the time.

There were some concerns about option one, because this would mean the Mobility store would obstruct a part of the walking route. Furthermore, it would create an unpleasant corner which could be misused by urinating people. According to Edwin Roukema (Personal communication, October 3, 2023), safety specialist of the RET, the obstruction of the walking route was not that bad, and the unpleasant corner could partly be solved by replacing the Mobility store a bit to the left.
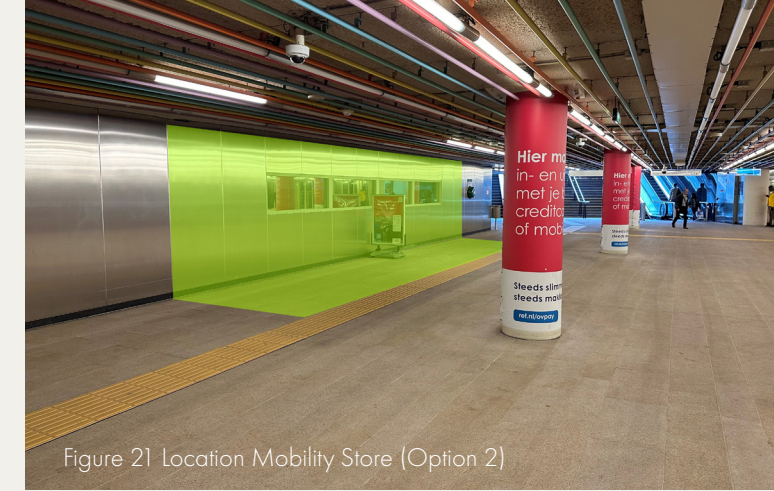

Figure 21 Location Mobility Store (Option 2)

Figure 22 Location Mobility Store (Option 2)

Figure 23 Proposed location for new canteen

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Option two could also be a good option, because it uses the existing building structure in comparison to option one. The proposed location for the new canteen was also no problem because it would be placed in an unused corner. When placing the canteen in this corner, it would mean the existing wall could be extended. By doing this, no walking routes would be obstructed.

Because the location of option one was already explored in a previous design, this project will focus on option two, to find out if this location is more promising than option one. Quick estimations show that the new mobility store would be around 113,48 square meters. Option one is 100 square meters. However, the small rectangular shape is not preferred by the marketing department of the RET. Because of the environment there was no variation in shape possible. The shape of option two is a rectangular as well, but is closer to the shape of a square.

The available space of option two is more than the available space of the current SP. The new Mobility store will provide facilities which can not be found in the existing SP. To fit in all these facilities, the extra space is needed.

Option two comes with more advantages in comparison to option one. Adjacent to the canteen there are two existing rooms which can serve as an office, and place to store equipment needed to operate the Mobility store. As can be seen in figure 21, the store will be placed next to the stairs which lead to the station square outside. Via these stairs, daylight will get into the passage. From the perspective of the new location this daylight is still visible, so the employees can still see daylight when working. A concern they mentioned in Chapter 3.1. Next to the stairs the entrance to the underground bike shed can be found, see figure 24. People entering or leaving the bike shed will pass by the Mobility store, just like the people who are entering or leaving the metro. Multiple gates to the metro can be found in front of the Mobility store.

Now, the canteen is situated behind a wall. For the new Mobility store, this wall must be removed and expanded into the passage. This means a small part of the walking route will be used for the Mobility store. However, the space in front of the location is wide, the effect of the expansion on the walking routes will be minimal.

Figure 24 Entrance of the underground bike shed at the metro hall of Rotterdam CS

Conclusion
Replacing the canteen by the Mobility store, creates new opportunities when it comes down to visibility and available workspace for the store. Within this project, the store will be placed in an existing building close to the gates of the metro. Located in the in the passage of the metro hall of Rotterdam CS. This building can be found walking down the stairs from 'Stationsplein', and when arriving in the passage the building is located at the right-hand side. Now the building is occupied by a canteen. An alternative location for the canteen has been found in area behind the gates to the metro. The design of a new canteen is out of the scope of this project.
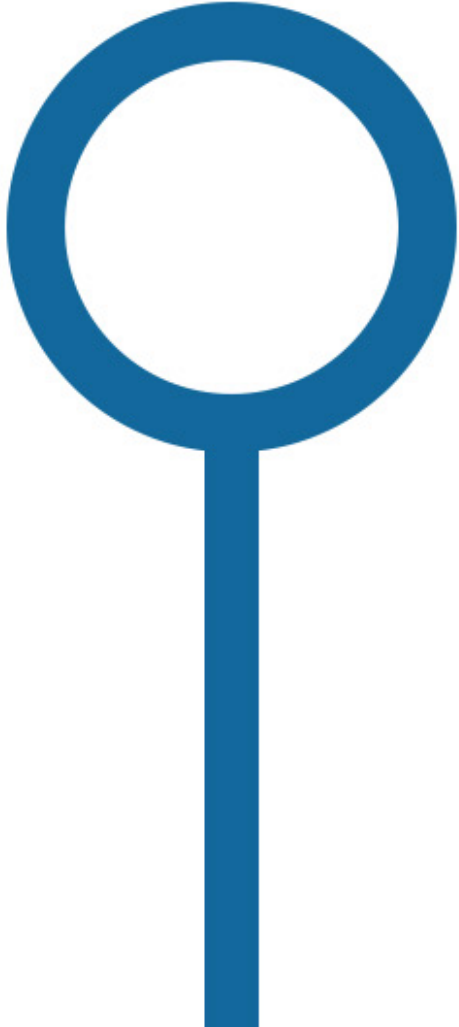
Take aways

Chapter 5 From information to design

The service points of the RET offer an extra service towards the (potential) clients of the RET. The complete concept is built on communication between the company and its customers. Currently, there are some shortcomings in the way RET executes this communication, especially in the way of written and visual communication at the service points.

The development of a new Mobility store comes with several challenges. The surrounding environment of the metro hall is now unpleasant and not friendly. The store must be the opposite of this situation. The customer must feel welcome, and feel willing to make use of the store. The focus should lie on the customer and making it interesting for them to visit the store. The design of the furniture should be simplistic for this project and realistic to built. Inclusivity is something to keep in mind. The store is going to be used by a large group of customers. Therefore, the store should be accessible to several users with different needs.

For this project the store will be hypothetically placed in the building of an existing canteen located in the passage of the metro hall. The location can be found when walking down the stairs of 'Stationsplein', opposite to the gates for entering the metro station.

Chapter 6

The development of the concept

Designing a complete store is something different than designing a specific product or service. In fact, a store is a combination of multiple products and/or services. For example, when designing a table, the focus will be on just one product, but a store consists out of a table, counter, display etc. A store becomes an ecosystem which is made up of different products and/or services and the relationship amongst them. This chapter is about the more tangible aspects of the design of this project and shows the development of each individual part of the store.

6.1. Requirements

As can be read in previous chapters, there were many things learned during the project even before the design phase started. In these learnings indications can be found, which must be incorporated in the design of the store. During the design phase, it is possible you will get lost of these insights when designing. Therefore, it is a good thing to make use of a Programme of Requirements.

Making a Programme of Requirements is a method to give the designer an overview of the most important things that should be incorporated in the design. The main task of a Programme of Requirements is to form a list of criteria that should be matched by the design (Roozenburg & Eekels, 1998). According to Roozenburg and Eekels (1998), the Programme of Requirements motivates to think about the design and it can be used as communication tool between different stakeholders. Things mentioned in a Programme of Requirements should be descripted in such a way that they can be evaluated and see if the design match with the criteria.

The complete Programme of Requirements that is being used during this project can be found in Appendix E. In this Programme, a list of criteria can be found. In general, three main overarching themes can be recognised. These are highlighted in the following paragraphs.

Identity

The new Mobility store is designed to become a new-and-improved version of the current SP. The concept will be designed from scratch and the kind of services will be different. A fitting identity must be created and characteristics must be chosen wisely. As learnt in Chapter 1, the city of Rotterdam plays an important role in this. There is already a link between Rotterdam and RET, but this link must be better implemented into the design of the Mobility store. Customers who participated in the co-design session indicated one link that could be created is to make a connection between the architecture and maritime character of the city.

The sector of the RET is a never-ending sector with constant development. Besides the link to the city of Rotterdam, this innovative character must be noticeable as well. The Mobility store will be more than just public transport. The store can be a source of inspiration to explore the city and a functional element at the same time. The design must last for the upcoming years without losing this innovative character.

The overall look of the store should have an inviting character. The store must pop out from its surroundings and give the customer a positive feeling about the brand RET. It must be a location that is pleasant to visit and where a customer feels welcome.

Identity

Transition

Focus on customers

Transition

The current structure of the SP is providing service from behind a desk. The customer must come to the employee for their preferred service. Therefore, the employee is more in control than the customer. There is a clear distinction between company and customer. This way of providing service is outdated and the RET wants to create a store where the employee will act as a host. The employee will be able to walk through the store and help the customer on the spot. There will be several working counters/tables within the store which the employee can use to help the customer. However, the employee has not a fixed working station.

This is a major change in comparison to the existing structure. Therefore, a transition phase is needed to get from the old structure to the new structure. The outcome of this project should be a store which sets a basis to make this transition possible.

As mentioned earlier, the RET has two other service points like the one at Rotterdam CS. For the one at Zuidplein, they were looking for a re-design as well. Therefore, the RET has already started a project with another design agency. Before starting this project, the one for Zuidplein had already been started and some drawings/concepts had been made. The company wants to create coherence between all their service points. Therefore, some things that were found during the project of Zuidplein, must be incorporated in this project. These aspects are included in the Programme of Requirements in appendix E as well.

Focus on customers

Just like the existing SP, the focus is completely on customers of the RET. The type of customers is very diverse. Especially at Rotterdam CS. Group of tourists and people who do not often use public transport in Rotterdam are going to visit the Mobility store. As apparent from the co-design session, customers like it to be in control of their own services. Within the Mobility store, various types of services must be available. The customer can choose what services fit their needs which makes them in control. If extra help is needed, it must be easy to reach out to an employee in the store.

The Mobility store is going to be bigger than the existing SP and the regulations around what can be shown in the store is controlled by the RET. The level of communication about written and visual communication can be improved and more features can be added in comparison to the existing situation. This improved communication can be used to offer communication more specified to the needs and wishes of the customer.
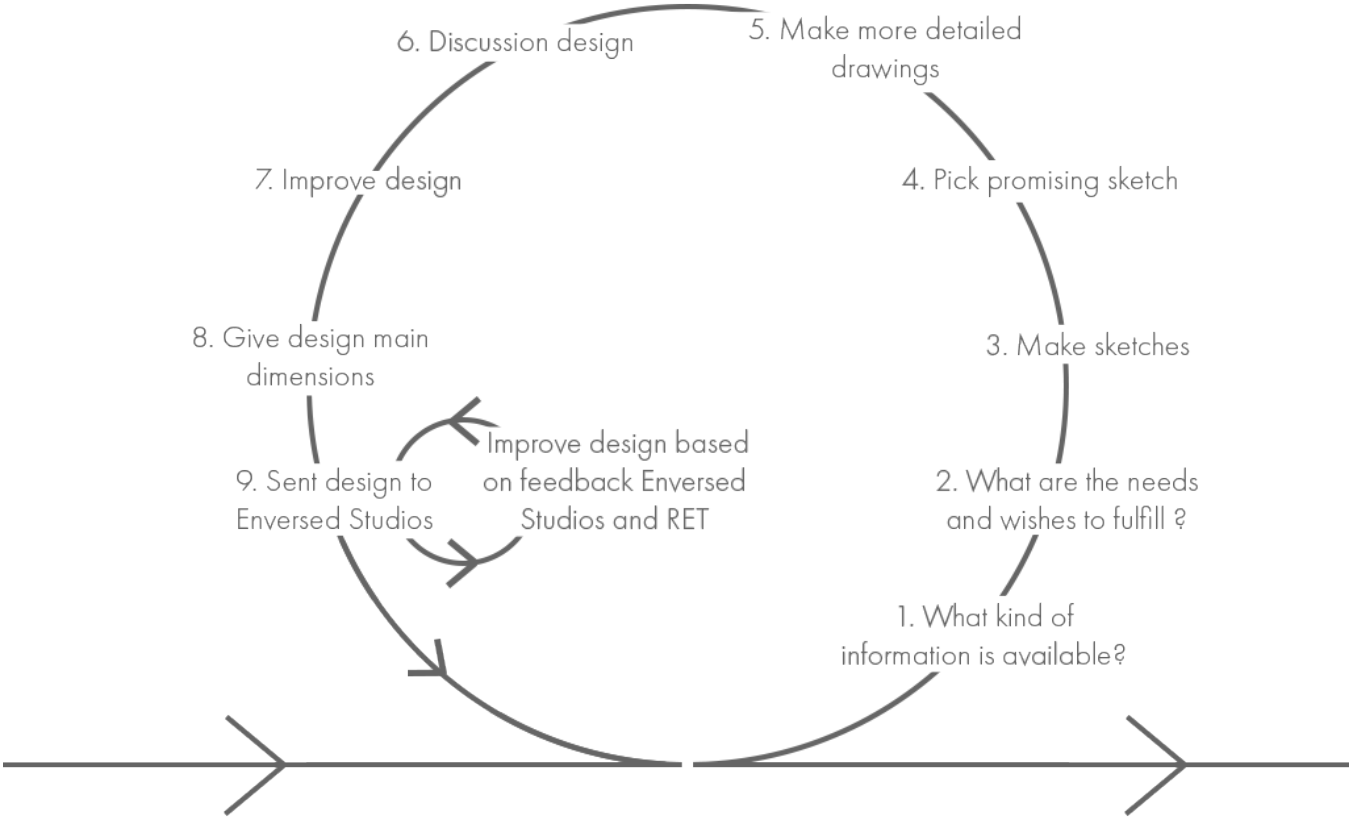
Conclusion

The overall three topics: Identity, Focus on Customers and Transition, which can be found in the Programme of Requirements, are going to play a significant role in the new store and how customers and employees will perceive the store. In combination with the other requirements, a basis can be created for the Mobility store.

6.2. Development of the components

The aim of the design phase is to design a concept of the new Mobility store for the RET. This concept is not going to be the final design which will be realized, but it is created to test the facilities and see if these would work in the real life. For the design phase, the store is split up into smaller components. Each component was a design process on its own. Because of the little amount of time, these processes were done in quite a fast pace. However, the design process has been the same each time, see visual 5:

The official start of the design phase was on October 13th, 2023. The design had to be finished on November 30th, 2023. After this date, the VR-prototype had to be built and no other changes could be made on the design. This section contains information per component. There will be an explanation of what the components are, supported by some drawings. These drawings are made for communication between different stakeholders and to make renders for the VR model, which can be found in chapter 6.3.

6. Discussion design
5. Make more detailed drawings
7. Improve design
4. Pick promising sketch
8. Give design main dimensions
3. Make sketches
9. Sent design to Enversed Studios
Improve design based on feedback Enversed Studios and RET
2. What are the needs and wishes to fulfill ?
1. What kind of information is available?

Visual 5 Design process of the components

Offline channel shared mobility

The first big change in the Mobility store is the introduction of a shared mobility facility. Most modern shared mobility companies are offering their services via an online platform. There is almost no offline platform, like a store, apart from the vehicles itself. In the new Mobility store, there will be space for shared mobility companies to offer their services. RET provides the space and its employees to help customers with their questions regarding shared mobility. RET knows their customers are going to use shared mobility anyway. By cooperating with these companies the RET can connect these kinds of services with their own services. It is a win-win situation since shared mobility platforms get the opportunity to offer their services via an offline platform without constructing complete buildings, and the RET makes money by providing these services for them and keeping the connection with their customers.

This will change the complete way of travelling through Rotterdam. In the past, travelling by public transport meant travelling from A to B. By working together with shared mobility companies, this will change into travelling from door-to-door. Customers can plan their journey in a more efficient way.

Shared mobility has already existed for multiple years, but many people are still not familiar with these kinds of services. Therefore, the shared mobility facility in the Mobility store must get the attention of potential new users and provide space to give proper information about the services and how to use it.

The shared mobility facility is a display based on the style of an RET-bus, see figure 25. It offers space for multiple kinds of interactions. The most noticeable is the space to put a real vehicle in. It is a blue square on the ground where a small, shared mobility vehicle can be placed. Examples of vehicles that can be placed within the square are bikes, scooters, or another form of small, shared vehicles.

There are two main reasons to put a real vehicle on the display. The first one has to do with exposure. People like to be curious and when they see a shiny (new) object in a store, it attracts their attention. The vehicle will pop-out from its surroundings. It opens a new business opportunity for the RET. As mentioned, the RET can supply the offline channel for shared mobility companies. By adding the shared mobility facility, the RET can rent the square to an external company of shared mobility. For example, a shared mobility company can place their bike within the square for a few months. They will get extra exposure and customers can experience the vehicle at ease in the store. When needed, the RET employees can give advice how to use these kinds of services.

Placing a real vehicle in the store will help the employee of the RET in explaining how a shared mobility vehicle can be used. They can give instructions directly next to the vehicle, without leaving the building and going outside. They can show how to unlock the vehicle, how to use the QR-code etc. The vehicle, within the square will function as a demonstration vehicle and as extra advertisement for the shared mobility company.

Besides the vehicle, more interaction is possible at the component. There is a rack to put flyers on about shared mobility. Furthermore, there are two screens. One in the front (inside the ''L-shape'' and one at the back (Outside the ''L-shape''). The one at the back will function as an advertisement screen to advertise content related to shared mobility for people passing by the store. The one in the front is interactive and can be used to look up information and book a vehicle on the spot.

Small white boxes can be found on the display. These serve as advertisement spots. Shared mobility companies can pay the RET to have their brand placed on one of these white boxes. It will give the user a clear and quick overview of what kind of shared mobility companies can be used within the city of Rotterdam.

The main target of the shared mobility display is to highlight the possibilities about shared mobility in Rotterdam and provide (potential) users with information. The display can be used by the user themself, but can also be used as tool for the RET employee to give information about the shared mobility companies or the vehicles.

Figure 25 Drawing of Offline channel shared mobility used to turn idea into VR render

Hospitality

As can be read in previous sub-chapter, the customers can ask for assistance at the Mobility store. In the basis the store is still a SP, but there is a bigger variety of services and facilities in comparison to the current SP. The biggest change is the way how the store is being operated. There will be a shift from employees sitting behind a desk, to employees who will function as a host. This means another structure is needed which will be further elaborated on below.

Quick services

Within the store, two types of service counters can be found. The first counter focusses on quick services, see figure 27. The styling is inspired on the brand identity of the RET. The shape is inspired on the letter ''E'', which can be found in the RET logo. The sharp lines and the color usage are taken from the brand image of the RET.

This counter is designed in such a way the employee stands behind it. However, this is a big change in comparison to the current SP. Therefore, a transition phase is needed. The counter can be used when standing, but with a special ergonomic stool as well. The employee is in control if they want to sit or stand, without neglecting the host ambiance. The stool itself is not designed during this project. In the Netherlands there is a law for working circumstances and there are a lot of regulations about which kind of chairs can be used at the workplace. Ergonomics of the stool play a major role in these regulations. Thus, it is better to buy an already approved stool when the store is realized.

To be more personal, the counter is adjustable in height as well. Doing the interviews with the employees it turned out they would prefer a workplace which is adjustable to their personal preferences.

Something that could be noticed is the absence of a computer. At the current SP, the desks are equipped with computers for the employees. However, in the new store the RET wants the employees to be more active and they should be able to work at various spots within the store. Therefore, in this concept, the assumption is the employees will have a personal digital tablet for their work, which can be carried around in the store.

On top of the counter is a wooden plank to create a warm ambiance and make the white and red less overwhelming. In a discussion with Brand – de Groot (Personal communication, October 27, 2023), she advised to make a small plank somewhere half-way the counter. The customer can use this plank to put their bag on and get stuff out of it. Without this small plank, they would place their bag on top of the counter, which will result in a scratched wooden plank and depreciation of the facility.

This appeals to the white paneling of the counter as well. In earlier designs, the white paneling went till the floor. According to Brand – de Groot (Personal communication, October 27, 2023), this is not a preferred design. When people are standing in front of the counter, their feet stick out a bit. This means they would scratch the white surface with the tips of their shoes. Therefore, a black skirting board was made. This gives the counter more body and the furniture will not get damaged that fast. These skirting boards are used throughout the whole store to contribute to the coherence of the store.

On top of the counter there is a small pole with a 'i' on it. The ''i'' is derived from the word ''information''. This pictogram is placed on eye-level, and it can be seen from any place in the store. A pictogram was chosen to improve the level of accessibility, because the assumption is that a pictogram will be easier to read than text.

Specific services

The other type of service counter focuses more on specific and privacy sensitive topics. This counter is more in the form of a standing table, instead of a counter, see figure 29.

This service facility is shaped like a standing table, but the overall style can be linked to the counter for quick services (figure 27). Unlike the counter for quick services, the table for specific services has two screens. These screens are interactive and they are showing the same image. It allows the employee to explain information towards the customer, without having the customer looking over their shoulder. The customer sees what the employee is doing at their own screen. Because of this feature, it is possible to discuss more privacy sensitive topics and maintain an acceptable distance between the employee and customers. Something that is preferred by the employees who have been interviewed.
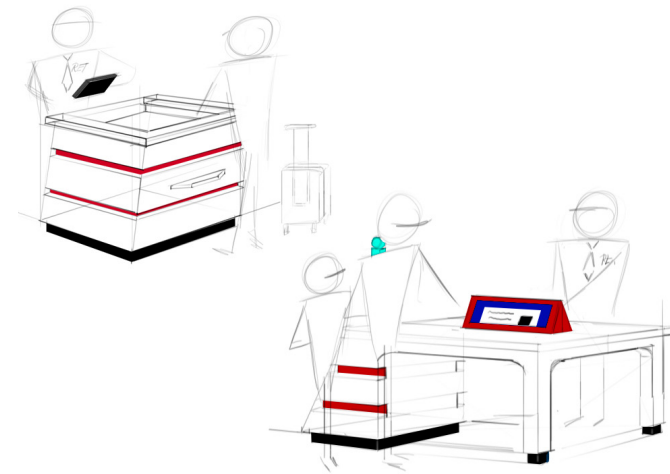
Visual 6 Examples of possible interactions at Quick services counter and Specific service table
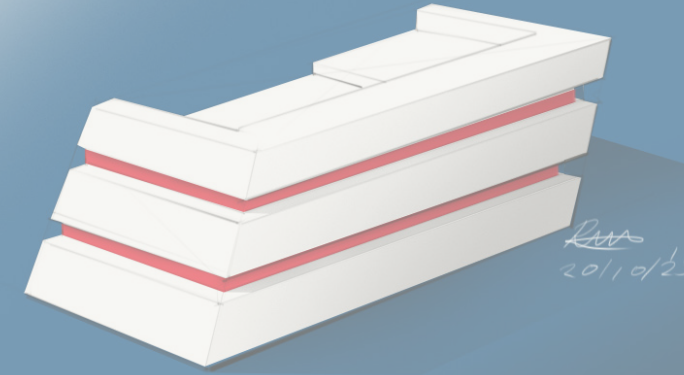

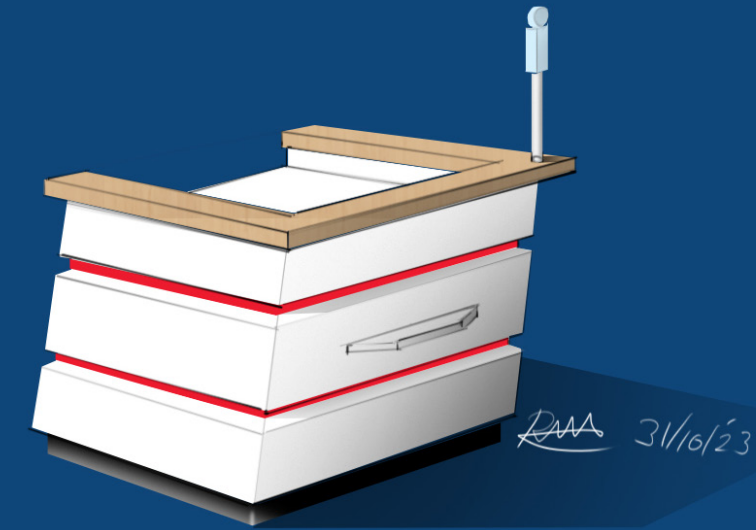Figure 26 First sketch quick services component

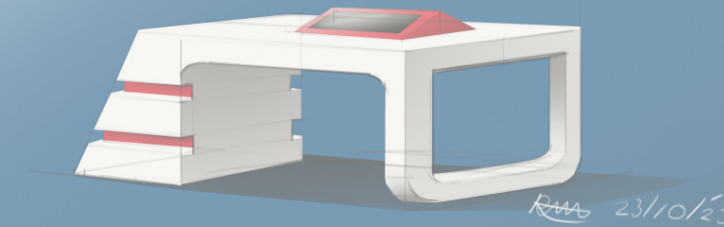

Figure 27 Final sketch quick services component

Figure 28 First sketch specific services component

Figure 29 Final sketch specific services component

Sitting area

It could occur that a customer has a question, all employees in the store are busy, and they can not find their answer by themself. If this is the case, the customer must wait. Waiting in the store, without a possibility to sit, can be experienced as awkward and unpleasant.

Therefore, the Mobility store needs a couch where customers can sit and wait, see figure 30.

Several links to the RET as a company and the city of Rotterdam can be found in the design of the couch. The color scheme is inspired on the company colors of the RET. Just like the brand style, the overall color is blue, red can be found as an accent color.

The shape is inspired on a ship. To be more precise: the 'SS Rotterdam'. This ship is famous and is a true icon for the city. Now it is a hotel, but it used to sail between The Netherlands and America. The ship is a good example that resembles the maritime identity of Rotterdam. The shape of the couch is a subtle link to this identity.

The dimensions of the couch are designed in such a way that at least 4 people can sit on the couch at the same time. It is possible to sit all around the couch because of its shape. The couch invites customers to sit when needed, but it is not intended as a hangout. The intention is that the customer can sit for a few minutes and then receive assistance from a service employee.
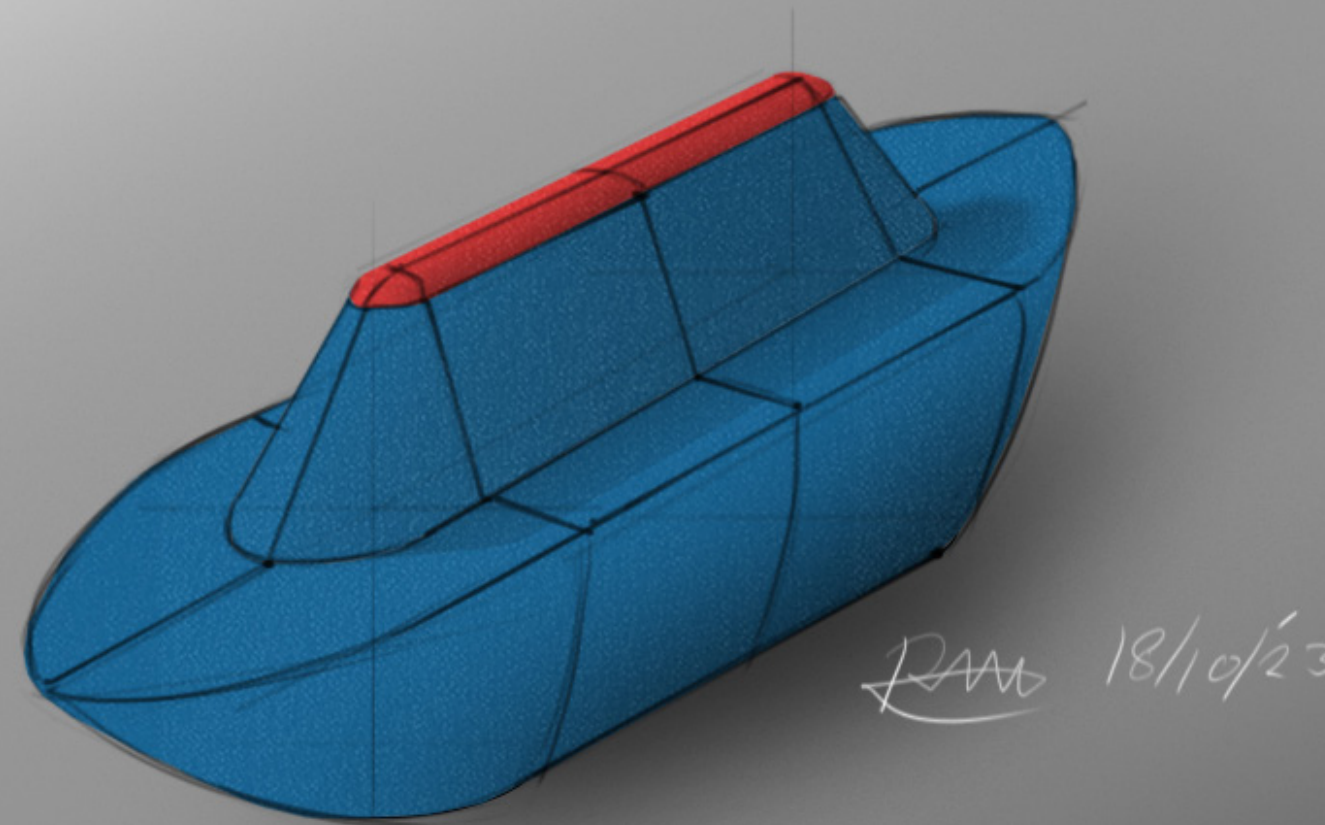

Figure 30 Final sketch of sitting area

Merchandise

The new Mobility store distinguish itself from the current SP by offering facilities which cannot be found at the service points nowadays. During the interviews with the employees, it turned out that the RET has a fan base. Regularly the employees get questions from public transport enthusiasts if they can buy some kind of goodies or products that have been used or offered by the RET.

This opportunity was already known by the marketing department. During the project, they were developing goodies like coffee mugs and other stuff. At the current SP, there is no space to display products like these. Therefore, something had to be designed where these kinds of products can be displayed.

This resulted into a showcase inspired by the shape of a metro, see figure 33. The colors are referring to the company colors of the RET. The shape of the metro can be recognised when looking to the showcase from the side. The side of the showcase has a similar shape as the front of a RET metro.

RET wants to display merchandise in the store but the customers will not be able to buy the products in the store. They must scan a QR-code which will redirect them to a website where they can buy the products. The reason for this kind of selling system has to do with the likelihood of things getting stolen. Therefore, the RET does not want to have a stock of merchandise in the store. The showcase itself has glass doors which protect the merchandise. The expectation is that having no stock and products placed behind glass will lower the chance of things getting stolen. Furthermore, there must be a reduction of money exchange within the store to avoid robbery and intimidation of the employees.
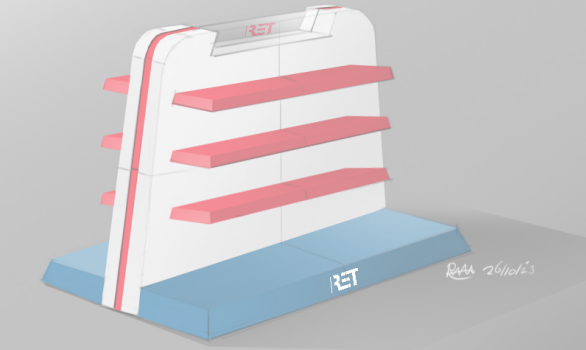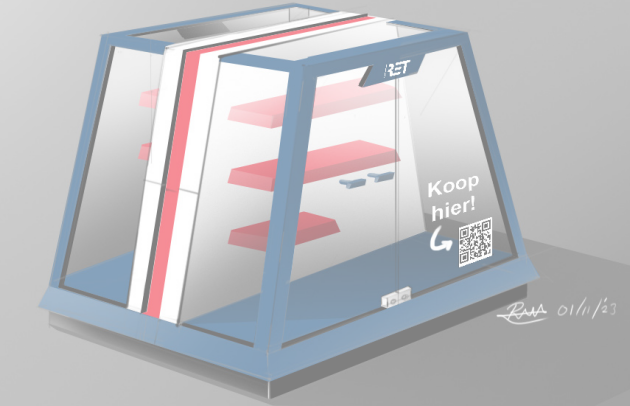

Figure 31 First sketch merchandise component

Figure 32 Intermediate sketch merchandise component

Figure 33 Final sketch merchandise component

Experience Rotterdam for tourists and locals

Knowledge that has been gained by doing research turned out that a large group of customers visiting the SP at Rotterdam CS are tourists and people who do not visit Rotterdam that often. Day-in, day-out, the employees get questions about what to visit, were the hot-spots are, and how they can be reached.

The Mobility store has a facility which support the employees in these kinds of questions. An interactive table can be used by the customers to explore the city of Rotterdam, see figure 35.

During this project, the interface of the table was not designed yet. When evaluating the Mobility store with participants, they were told what could be expected by making use of the screen. They were told they could place an object, e.g. miniature of the Erasmus bridge, on the screen and the screen would react by displaying information about this hot-spot and how to get there. The idea is similar to paying with a NFC chip which can be found in phones. Putting the phone against a pin device will result in money being debited from the owner's bank account. The device interacts with the phone. The interactive table in the Mobility store will not be used to pay, but it will use the same technology for displaying information.

The table has the same design language as the counter for Quick services and the table for Specific services. As can be seen in figure 35, the tabletop is supported by one big leg. This leg is inspired on the famous Erasmus bridge. On purpose just one leg is placed under the tabletop, hoping people will be more careful with putting stuff on top of the table. Just like the counter for quick services, it is not preferred people will put their bag or other stuff on the wood. An interactive screen will be expensive to repair when it gets damaged.

Figure 34 First sketch experience Rotterdam for tourists and locals

Figure 35 Final sketch experience Rotterdam for tourists and locals

Plan your trip

Participants in the co-design sessions stated, the level of being in control plays a significant role when visiting a store. They explained some of them love to interact with employees of a store, but others do not like it at all. This group of people like facilities that enables them to explore or figure things out by themselves.

Some components mentioned before can be used together with a service employee or by the customers themselves. Another facility are the interactive screens where customers can find details about their trip, see figure 36. These screens can be used by people who prefer a bigger screen above their mobile phone. Just like the other facilities, this facility can be used in togetherness with an RET employee for extra help. Tasks that can be done by making use of the screes are like the current RET app. This app enables people to plan their journey or provides information about travel related topics.

As can be seen in figure 36, a pictogram is placed on the floor. This pictogram is placed throughout the whole store near facilities where people can interact with the device. The purpose of this icon is to indicate which facilities are interactive and can be used by the customers.

Figure 36 Sketch component Plan your trip

Facade

The first impression of the new store is going to play a significant role in how the store will be perceived by people. The facade of the store is a key element in this. The passage of the metro hall itself is kill and not inviting. This effect of the passage can be big on how the store will be perceived by customers.

As mentioned in Chapter 5.1, the first impression must be the opposite of the passage. Open, transparent, and welcoming. To achieve this, a facade has been designed completely made of glass, see figure 39.

As can be seen in figure 39, most of the glass is not obstructed by stickers or objects. Because of this, passing travelers can look directly into the store. This gives the store an open and transparent feeling. The reason for designing this kind of facade has to do with the results that came from the co-design session and the literature research. Many people find it hard to enter a building when the facade is closed and not transparent. A closed facade makes the threshold bigger to enter the building.

During the interviews, employees indicated they are afraid of getting into a depression when they must work all day in the passage. As mentioned earlier, the location of the Mobility store in this project is located near the staircases to Stationsplein. Daylight can be seen when being near to these stairs. This facade makes it possible to see a bit of this daylight when being in the store. Furthermore, the feeling of being closed in is reduced because of extensive use of glass.

During the City Safari and the interviews with the employees, it became clear that the contemporary SP is hard to find and hardly recognisable. The new Mobility store pops out of the wall and will be easier to recognise by passing travelers. The combination of the location in the passage

and its appearance, makes the facility more logical than the existing SP.

However, there is also a problem with this location. It is known by the RET that some people urinate in the passage. Creating corners can temp people to urinate. Therefore, the expansion of the Mobility store has the shape of a trapezium instead of a square. This results into having corners which are bigger than 90 degrees. Therefore, it is hard to cover for people that they are urinating. They can be easily watched from inside and outside the store.

In earlier designs of the facade, there were no glass panels and the facade was completely open. An advantage having no real facade is that the threshold will be low to enter the store. There is no specific entrance and customers can enter and leave the store the way they like. The reason for choosing a completely closed facade has to do with the climate in the passage. In the passage can be a lot of draft.

The first cause of the draft is the metro itself. The complete station is underground and connects other parts of the city by tunnels. The metro vehicles are rushing through these tunnels with high speed. When entering or leaving a tunnel, the vehicle is moving a lot of air. This results in a draft effect that can be noticed throughout the complete station.

The weather is another condition that is affecting the climate in the station. The passage is warm in summer, cold in winter, and there are no doors which can be used to regulate the climate. There is a roller shutter but this one is only closed during night and closes the complete metro station. During the day, the entrance is open, warm or freezing air can easily go into the passage.

Having a facade made of glass, means an entrance is needed. In early designs of the facade, there was a sliding door. This kind of door opens both ways, one door to the

left and the other to the right. Later in the design process, this was changed into a sliding door where both doors open to the right. (Towards the RET-logo on the facade.) The reason was the addition of an advertisement screen next to the door, see figure 38. In the old situation, the door would slide in front of the advertisement screen. Something the RET did not prefer.

The reason for choosing a sliding door instead of regular door has to do with the accessibility. There exist regular doors which open automatically, but these need quite some space to open. These doors open with an angle of 90 degrees and within this space noting can be placed or it will be hit by the doors. A sliding door the needs less space and the chance something will get hit is lower.

The corners of the trapezium form have another advantage. The store is located at the passage where people are passing by to get to the metro or another form of mobility. There is also a bike shed situated in front of the store. The glass panels face the people who are passing by without interrupting their walk. On the glass some screens are placed which display departure times of the different modalities of the RET and the availability of shared vehicles. People can easily see these times without entering the store. Especially when someone is in a rush, this can be extremely useful. Checking times and availability can be done simultaneously while walking to the preferred modality.
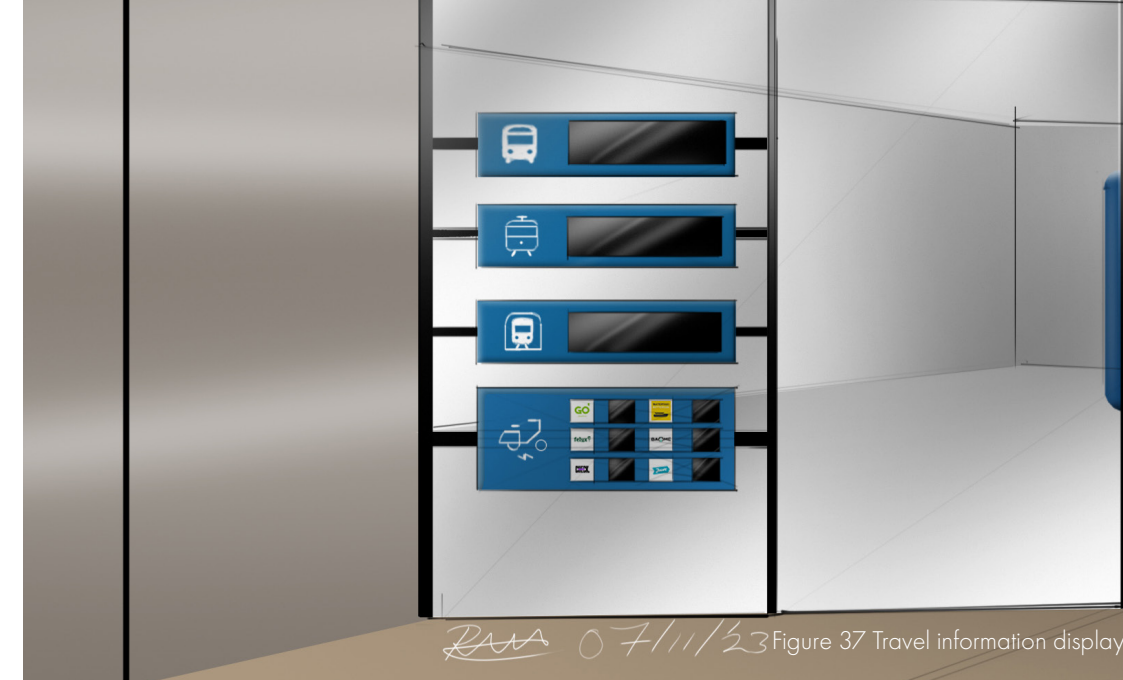

Figure 37 Travel information displays

Figure 38 Entrance Mobility store

Figure 39 Sketch facade Mobility store

Connecting components

In previous paragraphs, the most important components have been mentioned. These components are stand-alone and they are not physically connected to each other. To create coherence, the walls and floor have been designed as well.

Three walls needed to be designed from scratch. The fourth was the facade and had already been designed. When designing the walls, some things had to be implemented: there must be a link to the city of Rotterdam, a link to the RET as company, and the wall had to be experienced as calm, fresh, and modern.

The first wall is the smallest and can be found on the left when entering the store, figure 40.

The visual on the wall are rectangles which symbolizes the skyline of Rotterdam in an abstract way. They are placed vertical to give the sense of an heigh ceiling, meanwhile the ceiling is just 3 meters high. The tops of the rectangles are colored in official RET blue and fade into white at the bottom. This will redirect the attention of the customers to the middle of the wall. On the same height as the blue, there are two advertisement posters placed.

The second wall is the biggest wall of the three and goes from the left side of the store to the right, figure 42.

The RET logo can be found on the left side of the wall. It looks like the RET logo is integrated in a metro line. These lines are subtle references to the metros of the RET. Similar lines in different colors can also be found near the screens on the walls, and they connect everything with the same purpose. The two vertical screens are the ones to plan a trip. Next to these screens there is a big screen which shows an ambiance video or picture of Rotterdam. Below this screen is some place to put brochures of commercial partners

in Rotterdam. There is a link between this screen and the interactive table to enhance the customer experience. As can be seen, the line is extended to the wall which can be found on the right side when entering the store, figure 41.

Here the line continues to another screen where advertisement for commercial partners and events in the city can be shown.

As can be seen in figure 41 and 42, both walls have wooden paneling. In the discussion with Gieles (Personal communication, September 29, 2023), it turned out that making use of panels can give people the feeling of a more spacious room. Therefore, light colored wood was chosen for a modern and fresh feeling.

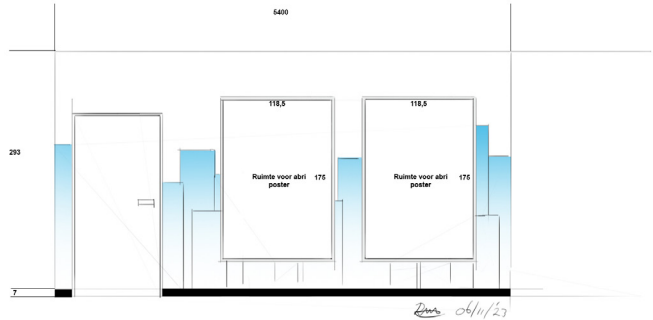Figure 40 Wall on the left side of the store
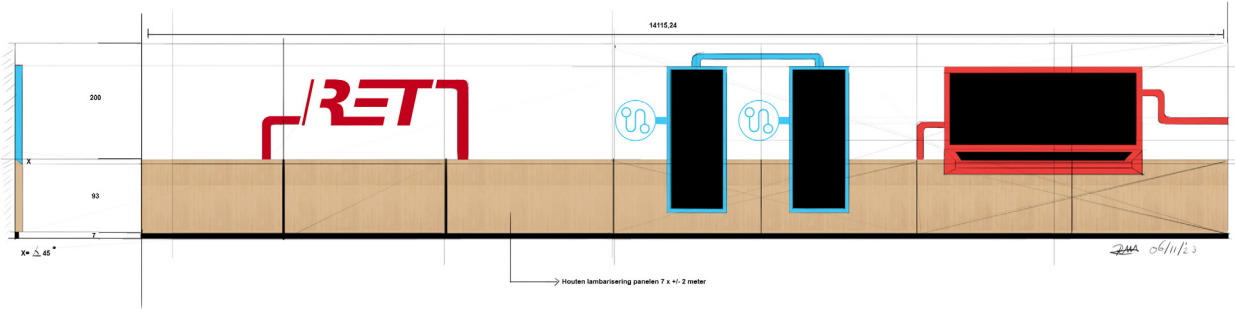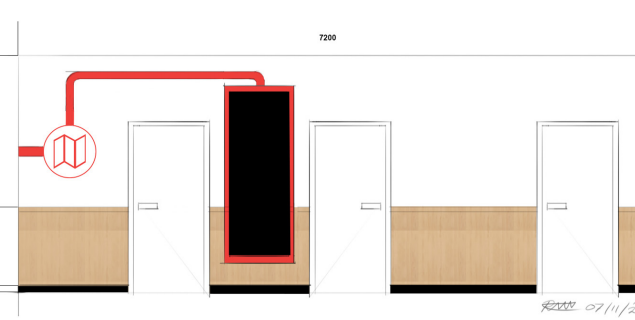
Figure 41 Wall on the right side of the store

Figure 42 Wall going from left side to right side of the store

Next to the design of the walls, it was necessary to design the floor. This floor must fit within the overall style of the store, but it can have a functional purpose as well. It can lead the customers through the store, but not in an obvious way.

The design of the was inspired on the floor of a RET bus. In the new VDL busses of the RET there is a modern floor design that looks like laminate flooring. It is a dark greyish floor that make it look high quality. The usage of a laminate flooring in the store helps experiencing the room more spacious. The direction of the laminate flooring can play a significant role. Therefore, the planks start at the side of the entrance and going towards the longest wall of the store. This gives the store more depth.

As can be seen in figure 43, lines similar to the lines on the wall in figure 41 and 42 can be found on the floor as well. A red line starts at the entrances of the passage and continues till the entrance of the store. At the entrance of the store, the line ends and is split into three smaller lines.

All these lines are official colors of the RET. The light blue one connects all components which have to do with providing services. The dark blue one connects the components which have to do with travelling and vehicles. The white/grayish line connects the components which have to do with extra customer experience.

Figure 43 Floor design
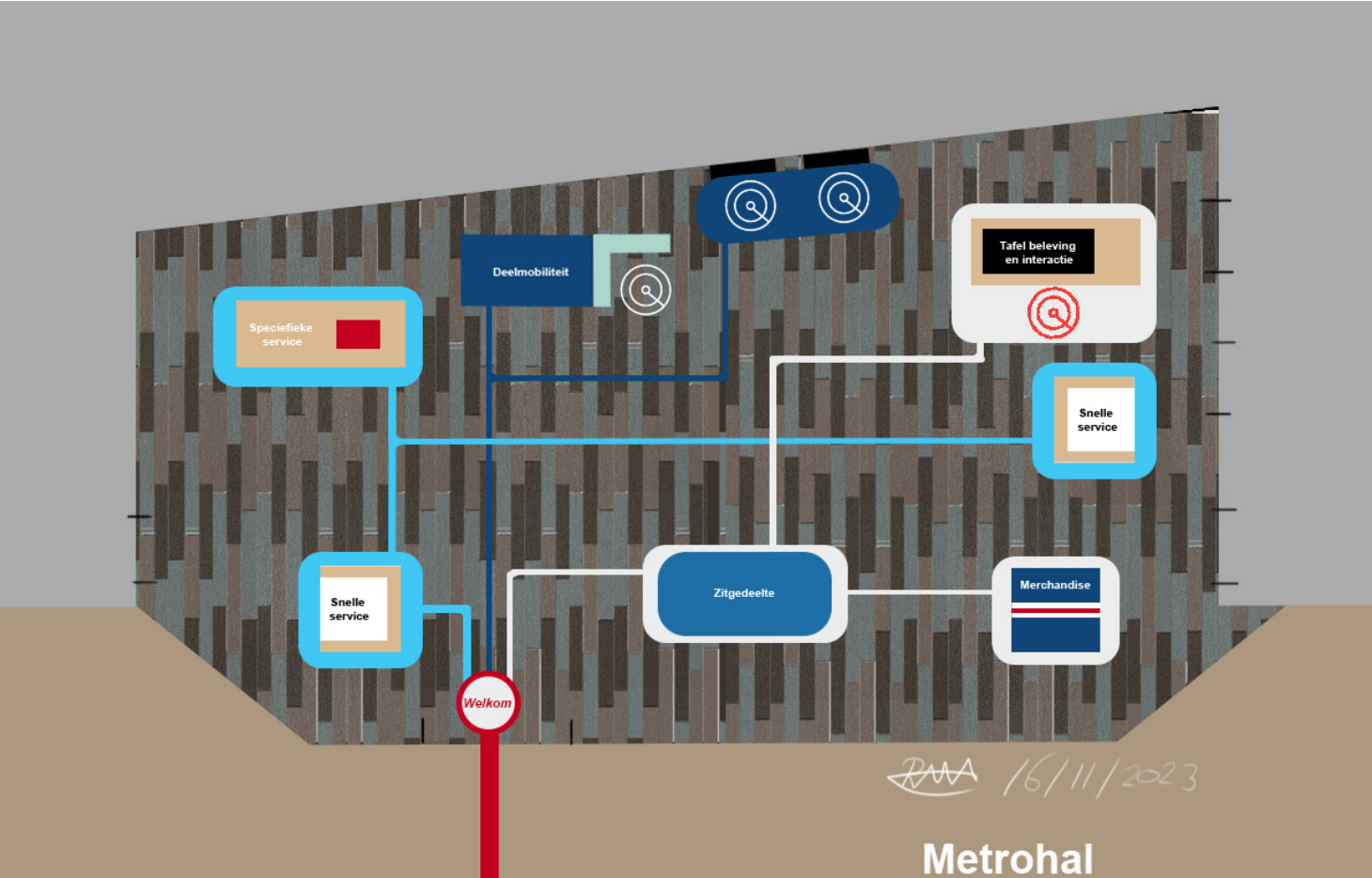
Conclusion

When designing the Mobility store, individual components were designed which form together the Mobility store. There are 3 main facilities in the store:

- Providing personal help
- Give inspiration for experience activities in Rotterdam
- Offering travel possibilities

The designs shown in this section are the ones that were used for constructing the digital version of the concept. Some drawings are not the final design that has been used in the digital version. As can be read in Chapter 6.3, some designs were changed directly in the digital environment.

6.3. The transition from hand drawn components to digital rendering

Drawing the components was a useful tool to develop and visualize the ideas. However, only drawings are not enough and more is needed to evaluate the ideas. Finally, three iterations were needed to come up with a VR design. In this section, information can be found per iteration about turning the drawings into a prototype that can be evaluated by customers and employees.

Tender Enversed Studios

RET was quite ambitious and they wanted a next level prototype. Their idea was to use the drawings and turn them into a VR. It was a promising idea, but this meant the task for building the VR should be outsourced. Tim van der Grinten from Enversed Studios was asked to build the VR. A couple of years ago, the RET already collaborated with this studio for another project and they are familiar with the work of Enversed Studios.

Together with Van der Grinten, a plan had been set up for building the VR. This meeting took place before some components were even drawn. Working on the drawings by me and building the digital design by Van der Grinten would be done simultaneously. When drawings were made these would be shared with Van der Grinten, so he would be able to turn them into digital 3D designs.

Turning the drawings into VR took place in 3 iterations. In next paragraphs the main insights will be shared.

First iteration

As mentioned earlier in this chapter, the design phase started on October 13th, 2023. The first designs created were the ones of the facade, the hosting component, and the sitting area. When these were completed, the design phase was ongoing for approximately 2 weeks. One week later the designs of the Merchandise, the Offline channel shared mobility, the Interaction table and the walls were shared with Van der Grinten.

After turning every design into a 3D sketch by Van der Grinten, a meeting was arranged to discuss the first iteration. This model showed that some dimensions were off. The drawings did not correspond with the dimensions. Therefore, some furniture looked unnatural in the 3D sketch, see figure 44 & 45. It turned out that the available space in the Mobility store was large enough and all components could fit in the store. The outcome of the meeting was to get the dimensions right and come up with a design for the ceiling and floor for the second iteration. The goal was that the second iteration would carry the complete experience of the store and there would be coherence between all components.

Figure 44 First 3D sketch by Van der Grinten

Figure 45 First 3D sketch by Van der Grinten

Second iteration

Getting the dimensions right was one of the more difficult tasks. Defining dimensions is not that easy, especially when only making drawings. A tip Brand – De Groot (Personal communication, October 27, 2023) gave was to make use of Architects' Data written by Neufert et al. (2000). This book contains general measurements for all kind of objects. This book had already been used during the first iteration. However, the drawings were not based on a scale and therefore the dimensions were still not right.

SolidWorks, a 3D modelling program, was used to solve the problem of the wrong dimensions of the components. See figure 46 for an example of a component made in SolidWorks. An advantage of making use of SolidWorks is that it can be checked immediately if the dimensions right or not. After finalizing a component, it is easier to make

Figure 46 Offline channel shared mobility component in Solidworks
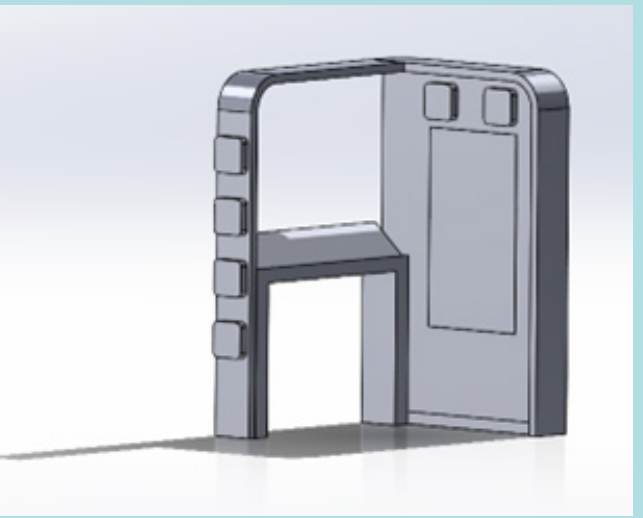
technical drawings out of it. In appendix F1 till F6, all technical drawings that has been made for this project can be found.

The only component that was not made in SolidWorks is the couch. In the 3D sketch of Van der Grinten, the dimensions of the couch were close to reality and because of the short time-span, it was decided to leave the couch as it was.

The right dimensions, made in SolidWorks, were handed over to Van der Grinten. Besides the dimensions, the floor design was shared as well. Because the difficulty of light design it was decided to design the ceiling directly in the 3D environment. In this environment changes could be easily applied and the result in combination with the other parts of the store can be seen directly.

After Van der Grinten was done with the second iteration, another meeting was arranged to discuss the design. It turned out the combination of the components with the overall lay-out of the store was conflicting and not working. Therefore, it was decided to change the lay-out on the spot, resulting into the options of figure 47.

The designs were an improvement in comparison to the first iteration. Islands were created to isolate the components. This created more calmness in the overall design. Besides the creation of islands, the lay-out of the store got a different arrangement in comparison to the first initial plan. Furthermore, the lights of the ceiling followed the contour of the floor. By doing this, small ''worlds'' were created with their own purpose within the store.

The designs were still not satisfactory because in this design there was too much difference in comparison to the initial concept. These designs have been discussed with RET and

they agreed there was too much change in comparison to the original idea. A third iteration was needed to find a design that is a combination of the initial concept and the second iteration.

Figure 47 Options second iteration
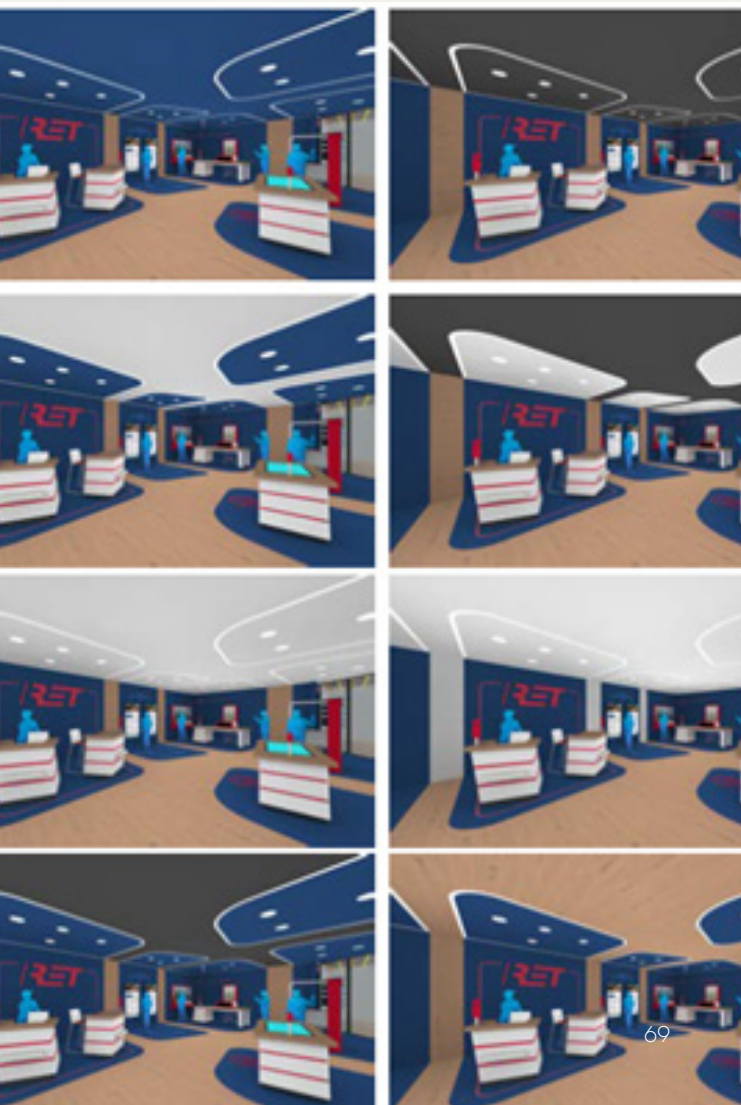
Third iteration

This iteration was going to be the last iteration of the design. It was the second last week of the design phase and the VR had to be built in time for the evaluation phase. The 3D sketches of the third iteration have directly been translated into the design of the VR. The result of the third iteration can be found in figure 48 till 54.

As can been seen in figure 48 till 54, the overall design is closer to the first iteration. The paneling on the right wall got extended till the ceiling and the lay-out of the store is close to the initial floor plan, as can be found in Chapter 6.3. However, the lines on the floor got removed and replaced in a simpler form on the ceiling, as lights. The lights follow the contours of the floor and the idea of having islands is form given in a more subtle way.

Every design element in the store has been created with a purpose, but the main purposes are to guide the customer through the store, create links with the company and city, and be able to provide right services. The combination of sharp and fluent lines creates a flow through store and connect each component with each other.

Figure 48 Hosting components

Figure 49 Experience and Plan your trip components

Figure 50 Merchandise component

Figure 51 Offline channel shared mobility

Figure 52 Entrance Mobility store

Figure 53 Right side Mobility store

Figure 54 Facade Mobility store

Conclusion

Three iterations were needed for turning the drawings into a VR that can be evaluated. Per iteration. the level of details got more and the single components became more connected by making use of an overall design style for the store. The design of the first iteration showed the main components of the store. The second iteration was a further development of the first iteration. The components were placed at other locations within the store and a ceiling and floor was added to the design.

The last iteration is an intermediate of the first and second iteration. The first iteration had too less details for turning it into a VR, the second iteration varied too much from the initial concept. The outcome of the third iteration is a store with a clean and strong design language. The store tries to be transparent, functional, welcoming, and creates a link between the customer, the RET, and the city of Rotterdam. This is done by making use of shapes, visuals, and colors which are recognisable for the RET and the city of Rotterdam.
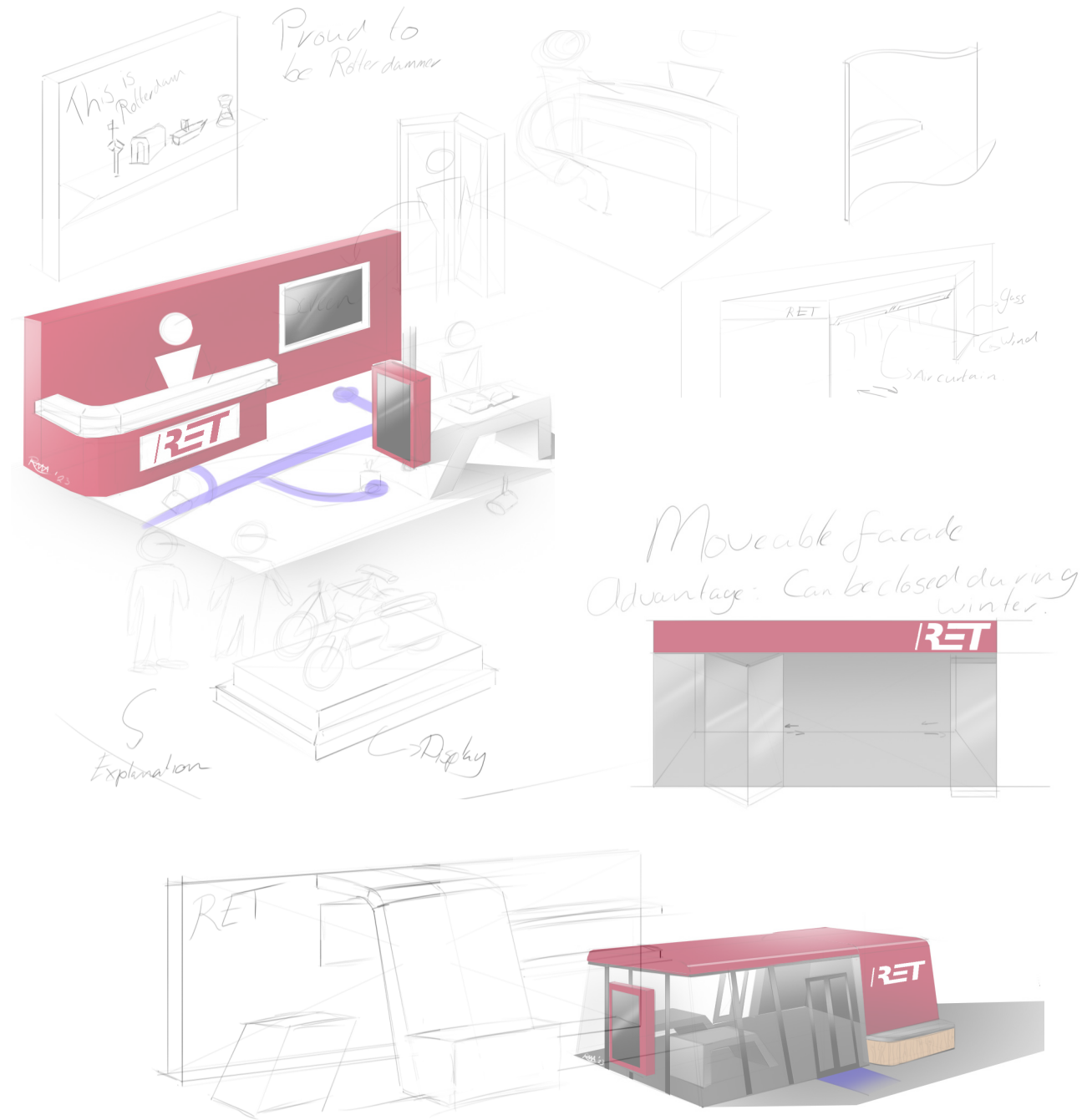
Figure 55 Some process sketches

Take aways

Chapter 6 The development of the concept

The Programme of Requirements for the new Mobility store has been used as starting point for designing the Mobility store. The topics Identity, Focus on Customers and Transition are going to play a key role in this store.

The concept of the Mobility store consists of separate components, but putting these components together, the overall store will be created. Three main facilities can be found in the concept: providing personal help, inspire the customer, and offer travel options in the field of public transportation and shared mobility.

The VR is form given with a strong and clean design language which creates links to the city and the company. The single components are connected by the same design language. They are connected by the floor design and the lights on the ceiling. This results into coherence that can be found throughout the whole store.

Chapter 7

The evaluation of the concept

When applying for a budget at the Innovation board of the RET, one of the conditions for getting the budget was the research would be done by an official market research agency. I could be in the lead for the research, but the research itself had to be done by the research agency. Together with Altuïtion, the research was conducted in a four-day research together with RET customers and RET employees.

In this chapter, all information about the research for evaluating the prototype can be found. Subjects that will be mentioned are the set-up of the research, followed by the results that were derived from the research.

7.1. Set-up of the research

The VR created by Enversed Studios makes it possible to experience the design of the Mobility store before it is built in real life. It is a fun way for customers to engage with the design. The design itself can be tested in an early state without having major costs (You et. Al., 2023). Straight from the beginning of the project, it was clear VR research was the preferred way to test the concept of the Mobility store for Rotterdam CS. This technique is relatively new for the RET. They were interested if valuable insights could be collected by doing this kind of research.

The aim of this section is to communicate how the research was set up. The research was done in collaboration with another companies and topics to evaluate were formulated.

General information

The VR evaluation session took place at the Innovation Lab of the RET, the same room as where the co-design session was held. The research took place for four days. These were scheduled on the following dates:

- Wednesday 6th of December 2023 09:00 till 19:00 hours
- Friday 8th of December 2023 11:00 till 21:00 hours
- Saturday 9th of December 2023 10:00 till 20:00 hours
- Tuesday 12th of December 2023 13:00 till 18:00 hours

The total duration of an evaluation session was one hour. Per evaluation day, the design was evaluated by eight participants per day, except for Tuesday December 12th. On this Tuesday four participants participated in the evaluations.

Each test session was a one-on-one conversation between the participant and the researcher. The method used was like a product concept evaluation (Van Boeijen et al., 2014).

The first evaluation day, Wednesday December 6th, 2023, was reserved for RET employees who wanted to participate. The other three days were fully reserved for customers of the RET, more information about the participants can be found in Chapter 7.2.

The project got a lot of attention and it was not possible to let everyone participate in the one-on-one sessions. Furthermore, not everyone was willing to participate in a comprehensive session. Therefore, an opportunity was created for people who just wanted to share their opinion on the Mobility store. During walk-in hours, they were able

Collaboration

The research was done together with research agency Altuïtion. They are a Dutch agency founded in 1997 and their office is located in 's Hertogenbosch, The Netherlands. Their main interest is in innovation and change processes focusing on customer, employees, and brands.

The collaboration took place with their senior researcher Wim Buedts. He has been a researcher for years and is used to do research for public transport companies. He led the conversations during the evaluation sessions. In the meantime, he wrote down his insights and elaborated on these insights during the one-on-one sessions.

Enversed Studios was also involved in the evaluation sessions. They delivered an advanced and professional VR set-up for the evaluation sessions. To make sure the sessions would go according to plan, and not breaking the equipment, Niels Horrevoets en Willem Mertens, from Enversed, were hired to make sure the equipment would keep working. In case of an error, they could solve the problem straight away and prevent any delay of the sessions.

to experience the VR themselves and share their opinion in a casual way, see appendix H2 for invitation (in Dutch). These walk-in hours were scheduled as followed:

- Friday 8th of December 2023 13:00 till 14:00 hours & 17:00 till 18:00 hours
- Saturday 9th of December 2023 12:00 till 13:00 hours & 16:00 till 17:00 hours
- Monday 11th of December 2023 09:00 till 16:00 hours
- Tuesday 12th of December 2023 15:00 till 16:00 hours

The walk-in hours were not part of the official research, but were valuable to validate some outcomes that were derived from the evaluation sessions. All valuable insights were kept in mind when writing the recommendations in Chapter 8.

Topics to evaluate

During the development of the VR, the question was raised what had to be evaluated. The possibilities of VR are endless and many things could be assessed. However, assessing too much at once can be bad as well. This could result into confusing the participants. Furthermore, when there are too many differences between the designs, it is hard to make a comparison and find proper insights.

A first set of questions was created and two overall topics were recognised: Overall impressions of the store and Experience & Interaction. When asking questions related to the first topic, the aim was to find out if the store would work

in real life. Several components were implemented into the store with a specific purpose. On paper it looked like the components would be recognised as expected, but it could happen that the components would not be recognised by people who were not directly involved in the project.

The goal of the topic Experience & Interaction, was to evaluate if the concept would meet certain subjects mentioned in the Programme of Requirements. One of the main goals of this project is to create a new experience for the customers which will add extra value to the store in comparison to the current service points. During the research, the aim was to find out if the concept has this extra new value or is it just a modification of an existing SP.

The first set-up was discussed with Wijgergangs (Personal communication, November, 2023) , the official researcher of the RET, to validate the first set of questions (appendix G) and supplement where necessary. These questions served as a basis for constructing a guideline by Buedts.

We concluded it was important to understand that when a session would start, the participant would be given the opportunity first to explore the store themself. So, the first impressions could be tested. Later in the research more specified questions would be asked to discover the underlying thought behind a certain reasoning of the participant.

Two versions of the store

Besides the two topics that were going to be evaluated, there was a third one as well. In the beginning of the project, the marketing department of the RET wanted a functional Mobility store in quite a corporate style like the design shown in Chapter 6.4. However, during the design phase, it was noticed that people were missing something in the design. The design could be too corporate, meanwhile a more home like version was preferred. It needed to be tested if this was true.

A second version of the store was created including warm natural elements and plants, in collaboration with Enversed Studios, see figure 56 till 58. In the basis, this store is the same as the business version, shown in Chapter 6.4. Only a few things changed:

- The wooden paneling has been extended to the ceiling at walls with paneling,
- The addition of plants on the wall, in a planter, and on the lights on the ceiling
- Different couch, the idea for the concept was taken from another project for another SP.
- 90 degrees turn of the table for specific services

Guideline

During the sessions, two main topics about the Overall style and the Experience & Interaction were going to be evaluated. On top of that, there would be a comparison of the two versions of the store. These research topics were shared with Buedts, and he created a guideline for the evaluation sessions. In this guideline there was a general structure mentioned and an approach for the sessions. However, this was just a guideline and each session would be different depending on the type of participant. Something important for these evaluations was that the reasoning of the participants would not be influenced and their answers would be honest. Therefore, the sequence of seeing the designs had to differ per person on purpose. For example, the first participant had to start with the design of the corporate version, the second participant had to start with the design of the home style version. The reason for this set-up was to avoid repetition.

During the evaluations, Buedts talked the participants through the evaluation sessions. Buedts focused on the one-on-one sessions and I, as designer, attended the same sessions and wrote down interesting findings (in Dutch), see appendix J1 till J4. From some participants, some findings were not noted. During these specific sessions, I just sat, listened to their remarks, and observed how they interacted with the prototype. The reason for this approach was to find smaller indications in tasks done by the participant when interacting with the VR. These indications could be easily overlooked when writing down notes and insights.

The participants first got questions about one design and later about the second design. In the end of the research, the participant was asked to compare both stores to understand which version was close to their needs and wishes.

Conclusion

The testing days took place on four days in the first and second week of December 2023. The research was conducted in collaboration with research agency Altuïtion and Enversed Studios. The aim of the testing days was to understand how the concept of the Mobility store would be perceived by RET employees and customers. The focus was on three main topics:

- What are the opinions on the overall style?
- How are the variations of the store and facilities being experienced?
- What kind of style is preferred by the participants: business or house like?

The evaluations were conducted via a guideline which was adjustable to the progress of the conversation between participant and researcher.

Figure 56 Hosting components in home style version

Figure 57 Facade in home style version

Figure 58 Experience component in home style version

7.2. Participants in the evaluation of the concept

At the current SP of Rotterdam CS, the kind of customers is diverse. Therefore, the evaluations required a group of people who could represent these customers. In an ideal situation, a group of tourists would be included into the research. However, for this project the needed resources to include tourists were not available. To approach this kind of customers as closely as possible, a group of participants that was diverse varying in age, level of education and gender participated in the research. In this sub-chapter more information about the participants can be found.

RET employees
Some RET employees were allowed to official participate in the evaluation sessions. In total nine employees participated. Five of them are work at the current SP and three of them were interviewed earlier during the project. The ones that got interviewed were enthusiastic to participate in the evaluation sessions because they were able to see what happened with their input. By letting them participate, it could be validated if the designs were matching with their expectations.

The other four employees, of the nine, in total work in different departments. These people had a lot of knowledge about public transport, but they were asked to look at the Mobility store from a personal view.

Around twenty employees went by during the walking hours and saw the design in VR and on posters. In a casual way, they explored the designs and gave feedback which were useful for evaluating the concept. In total, around 50 people saw the design during the evaluation days. All of them were able to share their opinion in some way.

Figure 59 Participant evaluating the concept

Customers
One of the biggest stakeholders in this project are the customers. The concept of the new Mobility store is intended to be the new generation SP where customers can go for assistance and ask travel related questions. Inviting them to participate in test session could lead to valuable insights to improve the quality of the store.

In total, nineteen customers participated in the research. These customers varied in age from early twenty till early 70. The education level differed from lower school till university and there was a balance between women and men. They were invited to participate via several ways, like social media, official customer panel of the RET, and personal connections.

Participation was on a voluntary basis. Before someone could participate, they had to sign a consent form (in Dutch), see appendix I. Afterwards, when someone completed the test session, they got rewarded with a gift voucher of 25 Euros, as a token of appreciation.

Conclusion
In total nineteen customers and nine RET employees participated in the official research. Around the same amount of employees went by during the walk-in hours to see the VR and they shared their opinion about the designs.

7.3. Results of the evaluation of the concept

The aim of the evaluation sessions was to find a pattern among the answers of the participants which can be used for further development of the concept. The hope was to find some key points in this pattern which will help improving the basis of the Mobility store. Many opinions were given by the participants and this section will elaborate on the pattern that was found.

Business version
Strengths
In the first instance, the design was experienced as open and modern. It was experienced as a corporate style of executing the services with a purposeful appearance. The customer is self in control and gets a lot of freedom to make use of the store and its facilities.

Experience
The store encourages the customer to come in, ask their questions, and explore the store. The offline channel for shared mobility is a key factor in this. It gives the customer the opportunity to explore something new. Something that goes beyond by just travelling and making use of the conventional way of public transport. The component made the participant curious about the services.
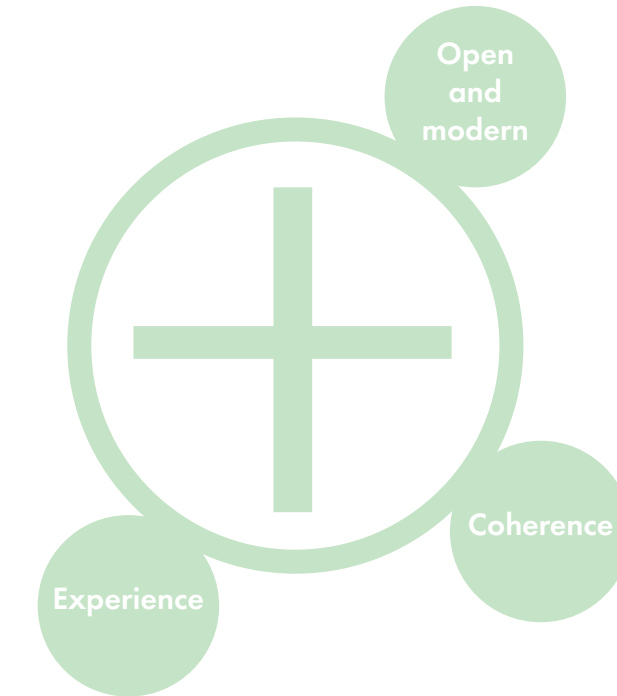
Open and modern
The store was experienced as open and modern by the participants. This perception of the store is created by multiple factors. The store is set up with a spacious design. There is a fluent division of sections in the store. This is created by the floor design in combination with the matching repetition of lines on the ceiling. The blue on the floor and the white on the walls stimulates this feeling. The facade made of glass gives the customers a complete overview of the store when standing in front of it. The form giving of the furniture, especially the service counters and tables, contribute to the feeling of being in a fresh-looking store with a lot of freedom to move for the customer. The position of the specific service table in combination with the couch shaped like a boat strengthens this feeling.

The store is recognised as part of the brand RET by the color usage and the prominent placement of the RET-logos. The design is contemporary and inspires the customer to visit the store. It matches how participants are looking to their own mobility habits, especially among the younger participants.

Coherence
According to the participants, interplay between the components and the store itself can be recognised. The fluent division of sections and the matching lines on the floor and ceiling, create coherence among the components. This coherence creates a system which guides the customer through the store. The fluent lines are experienced as walking lines between the components. The customer felt free to be explorative in a safe way.

Weaknesses
The business version has besides strengths, weaknesses as well. Some participants liked the corporate design language and the straight-to-the-point mentality, but others did not like this style. The color usage plays a significant role and the addition of ''empty spaces'' encourages this perception of the store. Participants got the feeling something was missing in the design.

The lack of coziness
As mentioned in the strengths of the store, the store has a clear purpose. This kind of directness can be a good thing for a store like the Mobility store, but in this concept the directness is too much. It comes with a side-effect that some participants experience the store as being boring and too much focus on the business perspective. They are missing the human touch within design. The usage of wood is recognised by the participants, but the addition of natural elements is not enough. According to multiple participants, the design is too clinical.
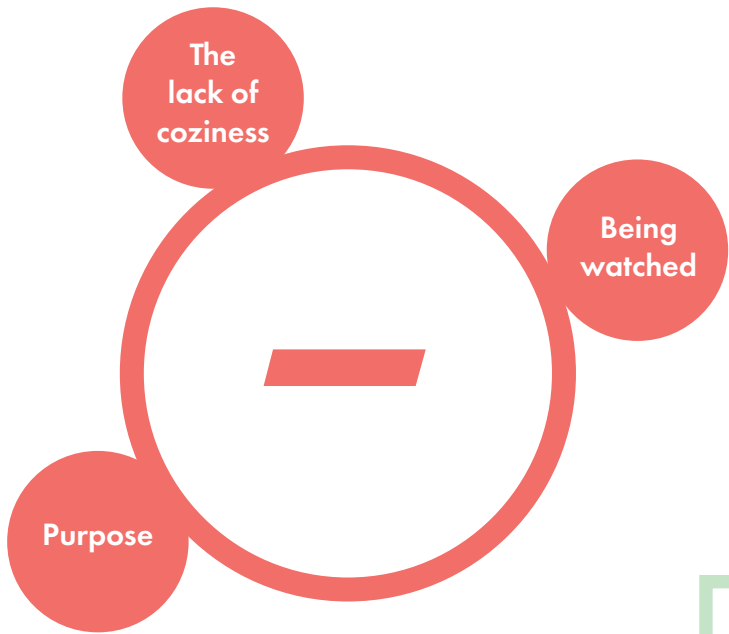
Being watched
Some criticism regarding the business version was that the store felt a bit like an arena. This feeling was created due the spacious lay-out of the store. When standing in the middle of the store, you are surrounded by the facilities. Because of this, some participants felt being watched all the time.

Purpose
The design of the Mobility store has a clear focus, but in here a contradiction can be found. Participants indicated that the purpose is clear of the overall store, but the activities that can be done within the store are not clear to them. There is a lack of indications that tells the customers what can be done with the facilities. All components are indicated by icons. However, the language of these icons is not clear to many participants. In the first instance, the participants did not recognise most icons. Some icons are hard to notice in the interior and not all colors are used well.

Furthermore, the shape of some icons was unclear to the participants. The icons used in the design are directly translated from the RET app because the store must be an extension of the app. It seems that a direct translation is not the way to go. In the app the icons could work, but in the Mobility store it does not.

The lack of coziness

Being watched

Purpose

Final verdict of the business version
The overall perception of the store is quite positive, despite the strong design language. Especially among participants who like exploration, inspiration, and self-sustainability. However, the design excludes the group of participants who like to have a cozier store. They are missing, security, and structure.

Home style version

Strengths
Besides the business version of the Mobility store, a more house-like version was included in the evaluation as well. At first instance, this version was experienced as warm, inviting, and accessible. According to the participants, the threshold to enter the store is low.

Traditional design
The store is recognised as a more traditional design. This feeling is created by the compartmentalization of the lay-out, but also by the position of the specific service table when entering the store. In this version, the table is in front of the entrance in a perpendicular position in comparison to the entrance. Because of this, the table is expected more as a counter where a RET employee would stand behind. The table was perceived more as a welcoming desk, this resulted in the participant felt welcome.

The lay-out of the store contributes to a feeling of being safe and guarantees the customers' privacy. The form giving of the floor helps with guidance through the store. It provides some structure to the customer and a sense of overview is being created.
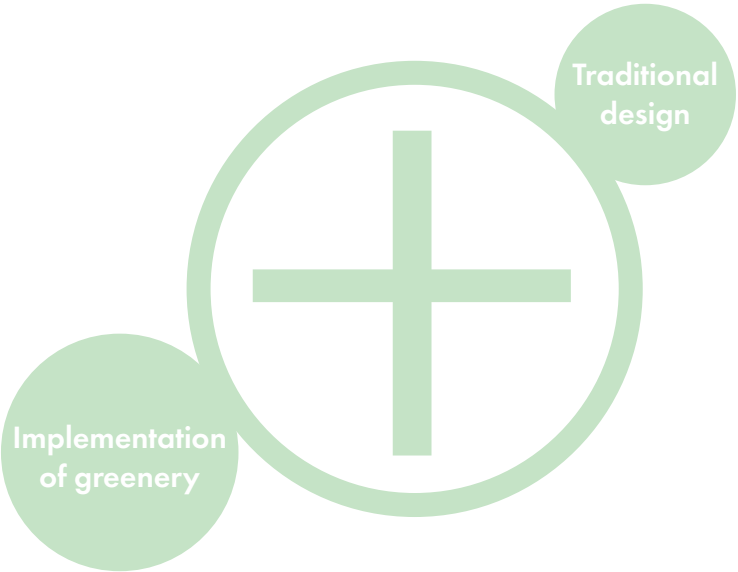
Implementation of greenery
Something that is immediately noticeable from the outside of the store are the natural elements. Greenery can be found within the store in several forms, like a planter with plants, strokes of moss, and a bench built out of natural elements like wood and plants.

The green elements contributed to a positive feeling among the participants. It gave them a feeling of being welcome and invited them to stay. The wooden bench with plants had a major influence on this perception.

Traditional design

Implementation of greenery

Weaknesses

There was a group of participants who liked the home-style version of the store, but another group was not so enthusiastic. According to these people, the store contributes to a feeling of being limited and is trying too hard in being warm and inviting.

Unstructured

The addition of this amount of greenery results into a store where it is hard to find coherence between the compartments of the store and design language. Especially the moss incorporated in the lights create distance from the design language. For some participants, it was hard to find a link between these lights and the rest of the store, despite the lights having the same contours as the design on the floor.
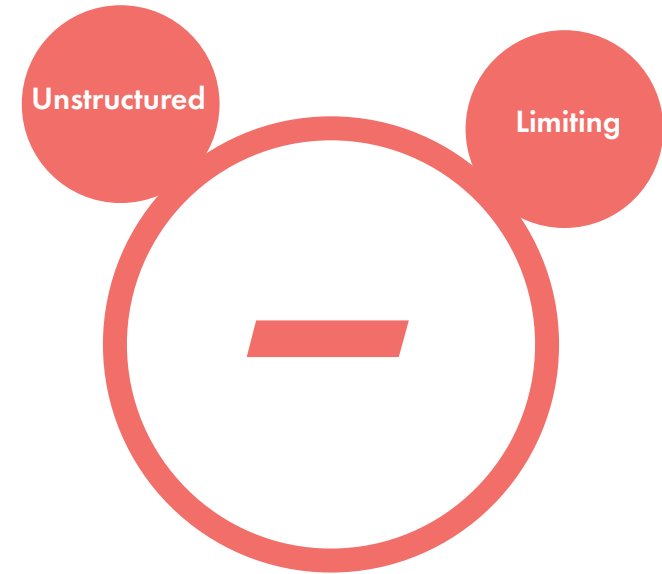
The feeling of being in an unstructured store resulted into a feeling of fuss and disquiet. When being in the store, some participants felt closed in by the furniture. There are too many stimulants in the store resulting into a lack of harmony between all components.

Limiting

Because of the planter and the big green strokes on the ceiling, the lay-out of the store was perceived in compartments. When entering the store, the left side of the store was perceived as an area where customers can go for quick services. The right side was seen as a space where the customer can go for more detailed information. This way of perception influences the level of freedom the customers experience. According to some participants, they had the feeling they were only allowed to make use of the right side of the store when accompanied by a RET employee.

Final verdict of the home style version

In general, the design of the store is experienced as pleasant by the participants. The addition of greenery adds extra value to the store. The purpose of the store is clear and key element in the perception of this purpose is the traditional style.

Potential improvement can be found in the design language. According to the participants, improvement is needed when it comes down to the addition of extra values to the store. Now the design is too overwhelming, and some participants got the feeling there is too much placed within the available space. They would prefer a reduction of house-like elements and more focus on being functional.

Comparison of the two designs

When designing the two Mobility stores, two opposites have been created. The business version has a strong design language and the house-like version is more nuanced. This gave the participant the option to choose their preferred kind of design and lay-out.

As can be read in previous paragraphs, both designs have their positive and negative sides. During the evaluation, it was noticeable that most participants had a connection with both stores. However, most of the time they had a preferred one, but even this preferred one was not perfect. Early in the evaluations, it was clear that the outcome would be that the Mobility store must be a combination of both versions. Removing the bad design decisions and combining the good ones could result into a Mobility store

which will better fit the needs of the customers, employees, and the RET itself.

It can be concluded from the outcomes of the evaluations that the business version is a good starting point for further development of the Mobility store. With the addition of elements of the house-like version, a better concept can be created.

According to the participants, more coherence can be found in the business version which can be a good foundation for further development of the concept. This style of version feels more innovative and suits better the new way of providing public transport services. The customer is more in control and can have an explorative mindset.
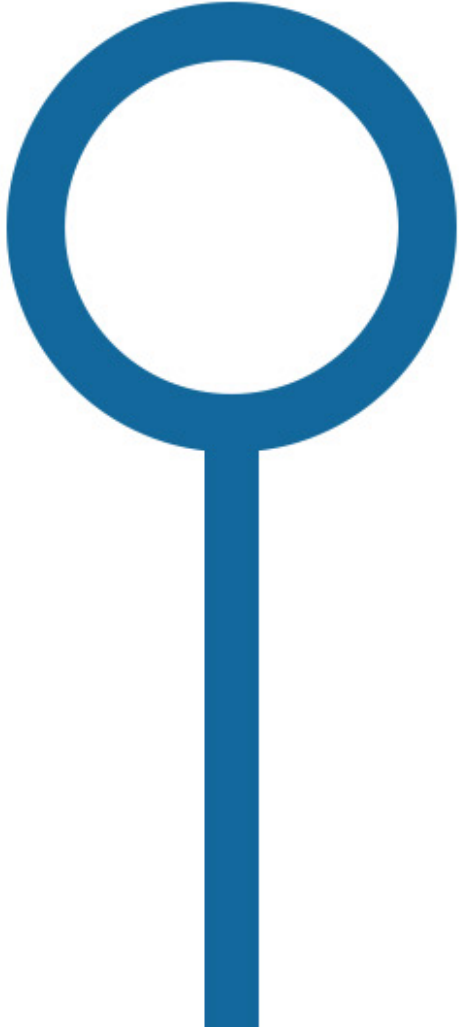
Take aways

Chapter 7 The evaluation of the concept

The concept was evaluated for four days. During the evaluations, three main topics were looked at:

- What are the opinions on the overall style?
- How are the stores and facilities being experienced?
- What kind of style is preferred by the participants: business or house like?

The research was done in collaboration with a senior researcher of Altuition and Enversed Studios. The official research had the structure of a one-on-one session between participant and researcher. Besides the official research walk-in hours were organized as well.

Together with RET customers and employees, evaluation sessions were conducted where they were able to share their honest opinion about the concept. During the sessions, two possible designs of the store were shown to the participants: a business version and a home style version. Around half of the participants participated in official research. Nine RET employees and nineteen customers. The other participants were also RET employees working in various departments. They were able to share their opinion in a more casual setting in the form of walk-in hours.

Some participants preferred the business version above the home-style version and vice versa. Looking at the insights that are derived from the evaluations, it can be concluded that the business version can act as a starting point for further development of the store. Now the design of the store is too corporate. Therefore, the style should be re-designed with more house-like inspired elements that will give the customer a more welcoming feeling.

Chapter 8

Discussion, limitations & recommendations

The intention for developing the concept is to set a basis that can further be developed into a real store. The concept has been evaluated and the outcome shows strengths and weaknesses in the concept. This chapter puts the concept into discussion by looking back at the Programme of Requirements. Limitations that occured during the project are mentioned, and the chapter concludes with a sub-chapter about recommendations for further development of the concept.

8.1. Discussion

After evaluating the designs with the participants, an extra evaluation can be done by looking at the Programme of Requirements, see Chapter 6.2 and appendix E. Specific topics can be found in the Programme of Requirements. The following paragraphs address each topic with a brief discussion.

Evaluating the designs with the Programme of Requirements

Location
As can be read in Chapter 5.2, the location found for the Mobility store is in the passage of the metro hall of Rotterdam CS. This area is owned by the RET. Because of ownership, changes to the building at this location are possible. However, still need approval of the municipality and the architect of the metro hall. For now all requirements regarding the location can be checked off.

Accessibility
From the beginning of this project, accessibility of the store was an important factor. Looking at the Programme of Requirements most points can be checked off, but not all. The design of the store does not incorporate a blind guidance line within the store. In contrast, the accessibility for people who rely on a wheelchair is good within the store, according to a participant from the evaluation session, who was in a wheelchair. However, the location of the Mobility store can be an issue. In the concept the store is placed outside the gates towards the metro, but the elevators are placed inside the gates. So, people who rely on a product as an extra tool when getting from A to B, have to check-in to make use of the elevator and reach the location of the store. The Mobility store should be accessible without checking-in.

A type of limited accessibility often found in the city of Rotterdam, is low literacy. To tackle this problem, written signs were replaced by icons to indicate certain facilities. Unfortunately, the use of icons was not readable for everyone. This contributed to the fact that not all facilities were clear to the participants. According to them, it would be better to make use of a combination between icons and words/sentences. This would be a better way in communicating the purpose of the facilities.

Working circumstances
When designing the concept, the working circumstances for the employees was taken into consideration. However, this design is a set-up for a basis for the Mobility store. Details are already incorporated, but these are still basic. For example, there are stools drawn behind the desks and the participants were told the desks could be adjusted to the height of the employee. In the VR itself these features were sometimes hard to see. Furthermore, the aspect of personal safety was kept in mind during the design, but it turns out that some employees still have doubts regarding the safety in the concept. Not all participants were fully convinced.

Branding
In both designs of the concept the branding style of the RET was recognised. In the business version this style was a bit more recognisable in comparison to the home style version. Besides the RET-style, the participants recognised links to the company itself and the city of Rotterdam. For example, the couch of the business version linked to the maritime character of Rotterdam. However, the number of links in the store was a bit limited. Especially a direct link to the company was missing, like a photo of the RET public transport. The store is missing the concrete public transport touch.

The facade completely made from glass worked well when trying to achieve a transparent feeling among the paticipants. The complete store can be scanned from the outside and people can easily see the facilities being offered in the store. It lowers the threshold for them to enter the store and it makes them curious about what can be found within the store.

Facilities

Both designs were recognised as a concept that differs from the current SP. This feeling was a bit stronger with the business version in comparison to the home style version. The placement of tables (e.g. specific service table) and planters plays an important role in this perception. The home style version felt more traditional in comparison to the business version.

All facilities that were derived from the requirements of the RET, interviews with RET employees, and all feedback from the customers were incorporated. It turned out during the evaluations that some facilities were seen as an extra value to the store and some as less relevant. However, the less relevant facilities are still needed in the store.

The distinction between quick services and specific services was seen as a good thing because it improved the privacy aspect related to the sharing of personal information. At existing service points there is no separation between these kinds of services and in some cases, this can harm the privacy of customers.

The addition of the Experience & Interaction corner was also seen as a positive new item. Especially the addition of an interactive table was seen as something fun because it enables the customer to explore the city in a fun and interactive way. The customer can discover the city in a fast and playful way.

The addition of merchandise into the store is seen as a fun addition, but according to the participants this facility would only be of interest to a select group of customers. Most participants liked the idea, but they were not sure if they would buy something for themselves. It is fun as a gimmick, but it is not something that is really needed.

The relevance of the plan your journey facility, and the offline channel for shared mobility, really depends on the type of customer. The younger generations said these facilities are not directly needed to them, because they use their phone to look up information. However, these facilities could nevertheless be a good thing to add, because some people are not that familiar with their phone as the younger group of participants.

A sit area adds value to the store, especially when you have to wait. However, some people do not like it to sit next to a stranger. The shape of the couch or bench plays a key role in this. Furthermore, the couch or bench must be safe to use. For example, the store will be visited by children as well. Some participants were afraid that the bench of the house-like version will invite children to climb. In those cases it could happen that children will fall.

One facility, which contributes to the feeling of being in a mobility store, was missing. In the concept screens displaying travel information were placed behind the facade, and can be seen when standing in front of the store. When being in the store, no screens can be found to see direct travel information like departure times. Customers can use the plan your journey facility to see this information, but this needs active involvement of the customer. A passive way can not be found in both concepts, and is something that is really needed in the mobility store. According to some participants adding this facility would contribute to the feeling of being in a public transport store.

Experience

The overall experience in both designs was positive but this differs for each participant with his/her own preference. Some of them like a more spacious store like the business version, and some like the warmer house like version. In both versions the participant felt in control, with a subtle guidance throughout the store.

Being able to interact with the facilities in the store contributes to a better experience. By placing multiple facilities in the store people become curious, and want to find out what the facilities can be used for. However, some hints towards the function of the facility must be more clear at first sight. A familiar or recognisable design style, and indications by icons and words are needed. Otherwise, the facility can become vague and unclear to the customer. In these cases, it can occur people will experience the facility as misplaced and with some incomprehension.

Sustainability

Sustainability is an important factor when designing something new. However, its relevance falls outside the scope of this project. Nevertheless, some sustainable elements were implemented when developing the concepts.

By doing evaluations and making use of VR technology, a proper testing of the concept could be done without a physical mock up of the store. As concluded in previous paragraphs, some topics still need improving. These have been discovered by doing the evaluations and making use of VR. Without testing these topics in a digital environment, these would not have been discovered before actual construction. Improving these topics when the store has already been constructed, would result in unnecessary waste of valuable materials.

In the concepts some elements can be found which have been designed in such a way they contribute towards a better sustainability. For example, the closed facade has a sliding door that only opens when someone wants to enter the store. Therefore, the climate can be better maintained within the store without the loss of energy. Furthermore, the usage of wooden materials results into a better ambiance for the customers and employees. Whilst also having a long life-span, and a good recycle end of life rate.

Sustainability is going to play a bigger role when the store will be further developed. In the section Recommendations more about this topic can be found.

Conclusion

Many topics mentioned in the Programme of Requirements have been met, but there are topics which needs revision. Especially the topics accessibility and facilities need some more attention. Elements of better accessibility can already be found in the concept, but the environment where the store will be located has to fit the accessibility topics as well. The new facilities add extra value to the Mobility store, but for some facilities there is some doubt about the level of importance. Some facilities are quite prominent situated in the store and they add value, but there is a chance they keep the same relevance, when they are less prominent in the store. The topics working circumstances and sustainability, will need to have a bigger role in the continuation of the project.

8.2. Limitations

During this project things went well, and some things did not. There is room for improvement when looking to the complete process. In this section the limitations can be found per phase of the project.

Exploring phase

During the research phase, several things have been done to get insights and inspiration for the new mobility store. 4 RET employees have been interviewed. These interviews were highly valuable and provided the project with many insights about the customers visiting the SP and the RET employees working at the SP. Looking back, doing more interviews would be even better. A common thread can be found, between the interviews that have been conducted. But they also show some differences. One of the main differences was the acceptance of a hosting structure in the new mobility store. Some employees are completely against it and say they would quit their job if this change is going to be made. Meanwhile other employees are open for change, and they think the hosting structure will benefit the quality of service provided at the SP. Conducting more interviews could lead to more clarification.

The active involvement of customers by organizing the co-design session and the City Safari, was an inspiring way to get information of what is needed for the design of the new Mobility store. A major advantage of these activities is the direct interaction between the customer and designer. As a designer you can ask direct questions to your target group. During this project, some data was missing which could have been collected via a larger audience. This kind of data is not always representable for the target group of the project, but it could lead to different kind of information that could be useful when designing the store.

Design phase

The design phase took place for approximately 5 weeks. During this phase, the concept has been designed from scratch. In the beginning it looked like the design phase was needed to design one store, but it turned out that a store consists out of smaller designs. Each design comes with its own design process. Because the store consists out of many components, each design process was done in quite a short time-span. This resulted in fast decision making per component of the concept. Each component was designed in such a way, that its function would be recognisable and that its features would be highlighted. Nevertheless, the designs were sufficiently developed for testing in the evaluation phase. More iterations per component would be more ideal. During the evaluation phase, not all components were clear to the participants as preferred. This was caused by the limited development of some features of the individual components. For example, the interactive screens were displaying the RET app and were not interactive. The stools of the employees were not ergonomic. These limitations were caused by the technical possibilities of the VR model. Furthermore, not all details like a working interface could be designed within the short time-span. It confused the participants sometimes when trying to understand the purpose of some facilities and extra clarification was needed.

If the project could be done for a second time, it would be better to reduce the amount of individual components that need to be designed. The focus should be on the brand-new facilities incorporated in the Mobility store. When focusing on just the new facilities, and not a complete environment, the designs could be better with more details. As a designer of this project, you want to test the relevance of the new individual facilities, and putting those facilities into an environment can be done in a later stage of the development of the concept.

Evaluation phase

During the evaluation, around 50 people contributed to the research in different ways. This was done by participating in interviews or stopping by during the walk-in hours. The addition of the walk-in hours was a good thing, because it was a conformation for the one-on-one sessions. The number of customers who participated was significant for this project. The diversity regarding gender, age, and education was equally distributed. However, the addition of a second group of participants would increase the value of the insights. In this evaluation phase there was no participation of real tourists, despite them being a large group of customers for the SP at Rotterdam CS. To evaluate tourist related topics, the regular customers and employees were asked, but in an ideal situation real tourists would be invited for the evaluation of the concept.

The furniture of the concept has been designed with a certain design language, that includes basic dimensions as well. When using the VR this furniture could be experienced in terms of look and feel, but it turns out some participants had some difficulties in understanding the dimensions. Therefore, the first intention was to build basic mock-ups to let the participants experience the dimensions of the furniture physically. However, the VR was quite professional and quick-and-dirty mock-ups would probably neglect the quality of the research. There was no time or budget to build professional mock-ups. Therefore, the mock-ups were left out for now. This made it harder for the participants to understand the dimensions of the furniture.

As mentioned in the limitations of the design phase, it could be better to just design and evaluate the new facilities instead of a complete store. When just evaluating the facilities with more details, the purpose of those facilities will be clearer to the participant than seeing them with less details in a completely designed environment. When further developing the concept, those validated facilities can be incorporated into a designed environment, for further iterations of evaluation.

Conclusion

During the project many stakeholders were involved, and their input has been used for creating a basis for the new Mobility store. The involvement of more stakeholders would be even better. Even if they are not part of the target group, they can provide the project with different perspectives, which could contribute to the outcome of the project.

The concept has been realized in a short time span. This resulted into parts which could be evaluated during the evaluation phase. However, because of the short time-span, some parts were missing details. Normally these details would contribute to a better understanding of the purpose of the component. By only designing the individual facilities, more details can be incorporated in the designs.

The evaluation brought interesting results for the project. Despite the diversity and the number of participants the testing could be improved by the participation of real tourists. For the evaluation of the concept a VR prototype and visuals were used, and the participants could see the design. However, the possibility to touch something of the store was missing. Having something physical during the evaluation and having facilities that are designed with more detail could lead to a better understanding of the concept.

8.3. Recommendations for further development of the concept

RET wants to realize the Mobility store for real and the concept and outcomes of this project can contribute to the realization of this store. The basis is set, but more is needed for further development. In this section recommendations can be found for further development of the new mobility store for Rotterdam CS.

During the project, the relevance of all components was tested. It turned out that these components could indeed form the complete structure of the new mobility store. The design of the components is basic and functional, and more iterations are needed. For further development the aspect of manufacturing should be incorporated. The way a component is technically structured, determines factors like costs and sustainability. The fabrication of each component comes with its own footprint for the environment. Therefore, more research is needed on how the components and the store itself could be realized by making use of fair materials in an ecofriendly way. Choosing manufacturers and suppliers needs some consideration, and sustainability is one of the key elements for this choice. For example, do they work with fair working circumstances for their employees, and are the materials bought for a fair price for the supplier.

The outcome of the evaluation of the concept is that the customers and employees prefer a functional store with the brand image of the RET, but with design elements that makes the overall feel of the store less corporate. The store should communicate an appropriate level of professionalism in an approachable way. Best of both designs of the concept should be combined with as starting base the business version. Multiple variations can be created and therefore more iterations are needed.

The concept is built out of components, with the intend to make them usable at the other SP locations like Zuidplein and Beurs. It is recommended that all Mobility stores use the same style. However, the available space differs per location. This means every location must be designed and arranged in its own way.

In the concept several (interactive) screens can be found. During the evaluations, it turned out that people are curious what can be found on these screens. During this project, templates were used to display on the screens. For further development it is recommended that these interfaces will be designed as well. These designs can take a while to develop, and the design of these interfaces should start as early as possible. These interfaces determine a significant part of the experiences customers will have, when visiting the store.

During the evaluation, two designs were created distinguished by the addition of more green and natural elements in the second design. This created a more warm and welcome feeling. This is one of the ways to achieve the goal, but there are more possibilities. As mentioned in Chapter 2.4. humans have five basic senses. These play a major role in how the store will be experienced. During this project, the sense sight was already experienced with, but the senses touch, hearing and smell are interesting as well. More research is needed to understand how these five senses could be integrated into the store for an optimal

experience of the store.

The location of the Mobility store in the passage of the metro hall, also needs some extra consideration. This project proves that it is possible to place a Mobility store in this passage, but it has some side effects. The location is easier to find than the existing location of the SP, but still, it needs some effort to find it. When deciding to place the Mobility store in the passage, extra guidance is needed in the passage to lead customers towards the store. In the VR model a red line can be found going from the passage into the store. The participants were told this line would continue in the passage and guide customers towards the store. For now, this line was perceived as a fun solution, but it is recommended to do extra research if this is the way to go or that a different way of guidance is needed.

It is crucial the stakeholders like the SP employees and the customers stay involved in the process. It is recommended to plan meetings or evaluation sessions at several stages of the development of the store. In this way important changes can be made early in the process. Methods used in this project can be used for these evaluations with the stakeholders.

Conclusion
The design of this project could serve as a basis for further development of the new Mobility store. It is validated that the components make sense, but more iterations are needed, and details are going to play a significant role in how the store will be perceived when realized.

The store is going to be one of the faces of the company and coherence among all Mobility stores should be created for a proper recognition by the customers. When the project continues it is important the stakeholders, like the customers and the employees, stay involved in the project.

Thank you for reading,

Rowan

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Appendices

A - Interview format for SP employees

Why did you start working at RET?
o   What was the thinking behind it?
o   What do you need for doing your job?
o   What resources do you use?
o   How would you describe your profession?
o   What are the qualities that a good service employee must possess?
o   What makes you proud of your work, and why?
o   Do you feel connected to the RET, and why?
o   Do you feel connected to Rotterdam, and why?

What are the main reasons, for a customer, to visit the SP?
o   What kind of people visit the SP?
o   What is the most common group of customers, according to you?
o   What types of questions are frequently asked?
o   Do you get many complaints?
o   What kind of complaints do you get?
o   Are these complaints about travelling, or other things?
o   Do you get complaints about the RET service?
o   Do you get complaints about the SP itself?

What could be improved at the SP?
o   Do you think the service points contribute to a good brand image for the RET?
o   What do you think of the facilities for the customer at the SP?
o   What do you think of the facilities for the employee at the SP?
o   What do you think of the overall layout?

What do customers like about the SP?
o   What do they like?

What should I consider when I design the new mobility store?
o   Why should I consider it?
o   If you would be the designer what would you re-design?
o   How would you design it? /What would you use?
o   What would you like to see in the new mobility store?

Is there something else you would like share with me?

1. Reisinformatie (metrostation Beurs)

Je hebt met vrienden afgesproken op station Beurs. Jullie gaan samen naar een concert in de Kuip.
Je weet niet hoe je daar het snelst kan komen. Reis je met de bus, metro of tram? Of zijn er meer mogelijkheden
(bijvoorbeeld met de metro en bus).

Waar kan je deze informatie vinden? Gebruik geen telefoon of internet.

a. Wat denken jullie zelf?

_____

_____

b. Kijk om jullie heen. Zie je waar je deze informatie kan vinden?

_____

_____

c. Wat is het juiste antwoord? En heb je het antwoord makkelijk zelf gevonden op het station?

_____

_____

2. Servicepunt (metrostation Beurs)

Jullie staan bij het Servicepunt van de RET. Kijk om je heen, wat valt je op?

a.   Is het druk bij het Servicepunt? Hoe veel mensen zie je?

_____

b. Wat voor mensen zie je (jongeren, ouderen, gezinnen, toeristen)?

_____

c. Wat denk je dat je kan vragen bij een Servicepunt?

_____

_____

d. Wat mis je bij het Servicepunt?

_____

_____

1. Reisinformatie (station Rotterdam Centraal)

Je hebt met vrienden afgesproken op station Rotterdam Centraal. Jullie gaan samen naar een concert in de Kuip. Je weet niet hoe je daar het snelst kan komen. Reis je met de bus, metro of tram? Of zijn er meer mogelijkheden (bijvoorbeeld met de metro en bus).

Waar kan je deze informatie vinden? Gebruik geen telefoon of internet.

a. Wat denken jullie zelf?

_____

_____

b. Kijk om jullie heen. Zie je waar je deze informatie kan vinden?

_____

_____

c. Wat is het juiste antwoord? En heb je het antwoord makkelijk zelf gevonden op het station?

_____

_____

2. Servicepunt (station Rotterdam Centraal)

Jullie staan bij het Servicepunt van de RET. Kijk om je heen, wat valt je op?

a. Is het druk bij het Servicepunt? Hoe veel mensen zie je?

_____

b. Wat voor mensen zie je (jongeren, ouderen, gezinnen, toeristen)?

_____

c. Wat denk je dat je kan vragen bij een Servicepunt?

_____

_____

d. Wat mis je bij het Servicepunt?

_____

_____

C - Findings about service points from other public transport providers

Utrecht CS

The first station that has been visited is Utrecht CS. At this location two service stores can be found. The first one can be found near the Jaarbeurs, and the other SP can be found near Hoog Catharijne. This SP near Hoog Catharijne is being operated by NS employees. This location can be visited to get assistance related questions about national and international trains. The SP near the Jaarbeurs used to be operated by the NS and public transport provider Uov. However, when visiting the SP a signpost can be found explaining services of the NS can be found at the SP near Hoog Catharijne. Uov is the only company that uses the SP near Jaarbeurs. The overall style of the SP is still the design language of the NS. Small details can be found within the SP that relates to the company of Uov.

Amsterdam CS

The service store at Amsterdam CS can be found near the river 'Het IJ'. It is a large SP that offers services for the national and international trains. Unlike the SP at Utrecht CS, the SP at Amsterdam CS also provides services for public transport companies like Connexion, EBS, and GVB. The other facilities are like the facilities of the SP at Utrecht CS. Differences can be found in the number of facilities that are being offered.

The Hague CS

The SP at The Hague CS is like the one at Utrecht CS. Both service points are comparable in size, and the available space to use is quite similar. Because of this the number of facilities being offered are in general the same. However, the character of the SP in Utrecht is a bit more focused on international traveling.

A significant difference which can be found at the SP in The Hague is the level of accessibility. The other two stores, in Utrecht and Amsterdam, are equipped with just one entrance. This is quite unique, because all three service points are located at a corner. Technically, all service stores could have more than one entrance. This improves the accessibility of the store in The Hague.

In general, the accessibility is quite good at all service points which have been visited. The overall lay-out of the service point is spacious. Something noticeable was that every SP has a blind guidance line. These lines can be found throughout the whole station. The line in the service points are extensions of these lines.

NS customers can look up information on several topics themselves. All interactive screens are fixed on a table in a slight tilted angle. This raised the question whether people in wheelchairs can easily look at the screen or not.

The placement of travel information displays, behind the windows of the facade, has been done in an efficient way, at all service points, see figure 60. Customers can easily look up information about depart and arrival times when passing the SP. As a customer, you do not have to enter the SP. Besides information about train departuresand arrival times, the screens display information about delays and maintenance as well. There was even information available about regional public transport providers and their services.

Besides making drawing and notes, some interactive screens were tried out. It turned out that various kind of information can be found using the screens. This information was about:

- Planning your trip
- City information
- FAQ's
- Website of the train
- Website of regional public transport
- Subscriptions

The language setting can be changed when using the screens. Therefore, non-Dutch speaking people can make use of the facilities as well.

Figure 60 Travel infromation screens
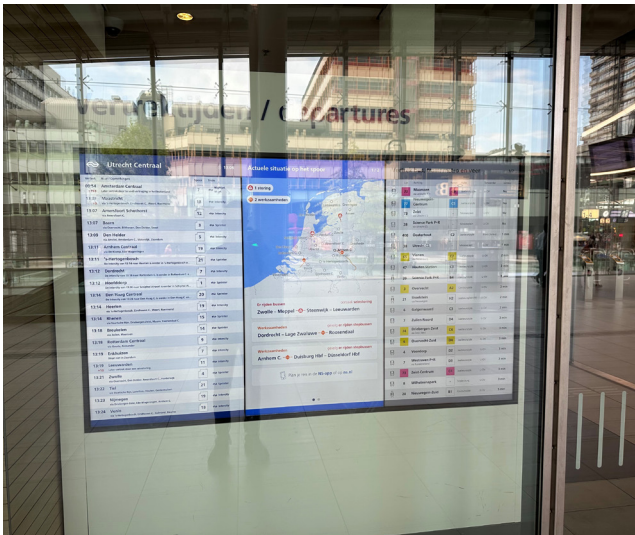
D1 - Example of inspiring provided service from my personal life (TUI)

Occasionally, I go back to my parents who live in another part of the Netherlands. I went to them once and they told me they wanted to go to Valencia for a couple of days. They had to arrange travel related stuff. However, they are not so experienced in booking flights and accommodation. Therefore, they went to travel agency in a shopping mall near the town they live.

The travel agency, they went to, was TUI. The employees were kind. Together with my parents, they booked the whole trip into the smallest detail. This gave my parents a satisfactory and calmed feeling. All the information they needed was written down and handed over to them. Just like they did 30 years ago, only using a computer. This reassured my parents, because they used to plan trips the same way when they were young.

A couple of weeks before going on the holiday, my parents were not sure if they booked the luggage properly. They went back to the travel agency and just like the other day the employees helped them by providing great services.

My parents had a wonderful time in Spain. When they arrived at home, TUI was able to surprise them again. A postcard had been delivered to their mailbox, see also figure 61 and 62.

On the front, a picture can be found which is taken from a first-person perspective on a bicycle. The surroundings are from a tropical destination and further down the road is a woman on a bicycle. Her feet are not touching the pedals and she is having a wonderful time. In the left corner a text can be found Welkom thuis! (Welcome home in Dutch).

There is a handwritten message on the back of the postcard, see figure 62.

The message is in Dutch but translated it means: We hope you had a great holiday in Valencia.

This personalized message was the cherry on top of my parents' holiday. My mom really appreciated the postcard. Especially, because it is a handwritten postcard. This makes the postcard even more personal.

Figure 61 Front postcard TUI

Figure 62 Back postcard TUI

D2 - Example of inspiring provided service from my personal life (Coolblue)

During this project, I spent a lot of time in Delft. I had some free time that needed to be filled when I was alone. I thought it would be a good thing to buy a Playstation. I was dreaming about owning one, for months. On a Saturday, I decided to go to an offline store of Coolblue, in The Hague. The reason I wanted to buy the Playstation at an offline store was that I had some questions about the Playstation, and I wanted to speak to an expert in person.

Arriving at the store, I was immediately amazed. I had never seen a store like this one before, see figure 63.

As can been in figure 63, Coolblue makes use of their brand color blue to give a design to their facade. The facade is completely made from glass, resulting in an open and transparent feeling. In front of the entrance a mat is placed where customers can wipe their shoes before entering the store. On the mat a funny text can be found MAT, Niet glanzend (= Mat, not shiny). When entering the shop, there are employees waiting for customers to welcome them and answer their questions. An interactive screen is placed next to them where customers can fill in their reason for visiting their store. As a customer, you would expect you must wait and get a number. It is true customers get a number, but not an actual number. The customer must enter their name. This name will be shown on the screens throughout the whole store. See figure 64. After entering your name, the computer tells you to go to the designated area. Here your preferred product can be found. An employee will come to the same area and call you by your name.

When you enter the store, you will be welcomed by some employees and a 'number' machine. However, you do not see any products to buy. This is because you are welcomed in a niche of the store. When passing the niche, you enter the actual shop. This shop is bigger than you would expect. There is even a coffee corner where customers can enjoy a beverage while waiting.

After entering my name, I went to the designated gaming area and waited for an employee. Just as expected an employee came to me and provided me with advice at a small counter. This counter had two screens: one screen for the employee and one for the me. I was able to look at the possibilities together with the employee. These screens made it possible to look at the same information without getting in each others personal space. After deciding what to buy, the employee went to the storage to get the Playstation. Something what I noticed there was no stock placed within the store, unlike other media stores do. This gave a relax, but also a high-premium feeling.

The employee came back with the Playstation and handed over the device. I needed to pay, and the expectation was that I would get a receipt. With this receipt I could pay at the checkout. However, I was able to pay at the same small counter. Something I really liked, because now I did not have to wait at another checkout.

What I liked about the Coolblue store is the personal touch. This makes the gap between company and customer smaller. As a customer you get the feeling Coolblue values its customers and tries to be outstanding in comparison to other media stores.

Figure 63 Coolblue store The Hague (Coolblue, n.d.)

Figure 64 Screen with customer names Coolblue store The Hague
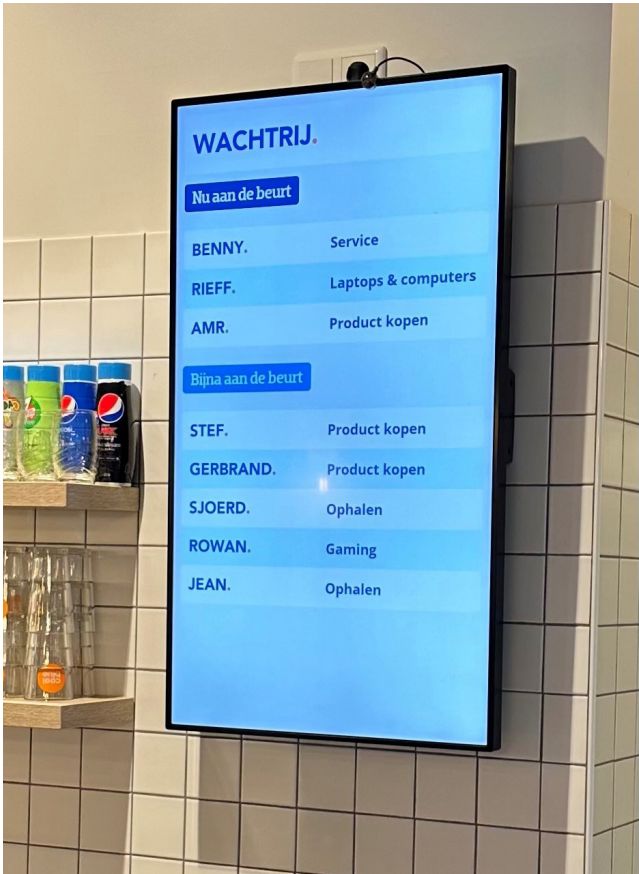
E - Programme of Requirements

Location:
o   Mobility store can be found in an area that is owned by the RET
o   Mobility store can be found in the passage of the metro hall of Rotterdam Central station
o   Mobility store does not obstruct the safety route in case of an emergency in the passage
o   Mobility store can be found when walking through the passage of the metro hall of Rotterdam Central Station
o   No rent must be paid for the Mobility store

Accessibility
o   Mobility store is accessible for everyone
o   A blind guidance line can be found in the Mobility store
o   Mobility store can be accessed without having a travelling ticket/card
o   Every person can make use of all facilities provided
o   Mobility store can be closed during closure hours
o   Indications can be found in the passage for finding the mobility store
o   People who are dependent on a wheelchair, stroller, or something similar, can easily make use of the Mobility store
o   There is a balance between stimulants in the store
o   Low-literate people can make use of the facilities

Working circumstances
o   Employees have an active role in the new Mobility store
o   Employees can work safely in the Mobility store
o   There is a place to rest for employees
o   Employees with personal problems can work in the Mobility store

o   'Elderly' employees can work in the Mobility store
o   Employees have a sense of daytime. For example, seeing daylight
o   The Mobility store is equipped with the right working equipment
o   Important information is up to date
o   The concept is an intermediate design between the current way of providing service and a hosting structure

Branding
o   Mobility store is designed to attract people to visit the store
o   Mobility store makes use of the branding of the RET
o   The style of the Mobility store can also be used for other locations. For example, Beurs and Zuidplein
o   Mobility store is easy to find by customers
o   The facade of the Mobility is open, transparent, and inviting
o   The Mobility store is recognisable as being part of the RET when looking from the outside
o   The Mobility store is recognisable as being part of the RET when being in the store
o   There are design elements that refer to the city of Rotterdam in the Mobility store
o   The Mobility store is recognisable as service point and store
o   RET can decide the style of the Mobility store
o   Mobility store has an innovative image
o   There is a combination of sharp and fluent lines
o   Official RET colors are used in the design
o   The Mobility store can be seen as an extension of the existing RET app

Facilities
o   There is space for privacy sensitive help
o   There is space for displaying/giving information

about shared mobility
o   There is space for displaying/giving information about the city of Rotterdam
o   There is space for displaying/giving information about activities/things-to-do in the city of Rotterdam
o   Travel information can be found easily
o   Customers can plan their own journey
o   There is a space to sit when a customer must wait for assistance
o   There is a space for selling merchandise/products
o   There is a space for selling travel related products
o   The facilities are clear to the customer
o   The facilities are clear to the employee
o   RET can maintain the facilities itself
o   RET can repair the facilities itself
o   Mobility store is easy to clean
o   Mobility store is easy to maintain
o   There is no main front desk
o   There is space for marketing purposes from commercial partners

Experience
o   The threshold for entering the Mobility store as a customer is low
o   Customers feel welcome in the Mobility store
o   Customers leave the Mobility store with a satisfactory feeling
o   Customers experience the Mobility store as inspiring
o   Customers like to visit the Mobility store
o   Visiting the Mobility store feels useful
o   Mobility store is cool during summer
o   Mobility store is warm during winter
o   Customer is guided through the store by signposts
o   Customer guidance is done in a subtle way
o   Customer determines the type of assistance themself
o   Customer has the feeling of making the right

decision by themself after leaving the Mobility store
o There is a design element that connects the inside of the store to the outside

Sustainability
o Natural elements can be found throughout the store
o In the Mobility store, climate can be regulated
o The furniture is bastard proof
o The concept of the Mobility store can be tested before it is built
o Materials being used in the construction of the Mobility store are renewable
o Materials being used in the construction of the mobility store are made of recycled materials

F2 - Technical drawings of Specific Service table

Specifieke service tekening met afm...
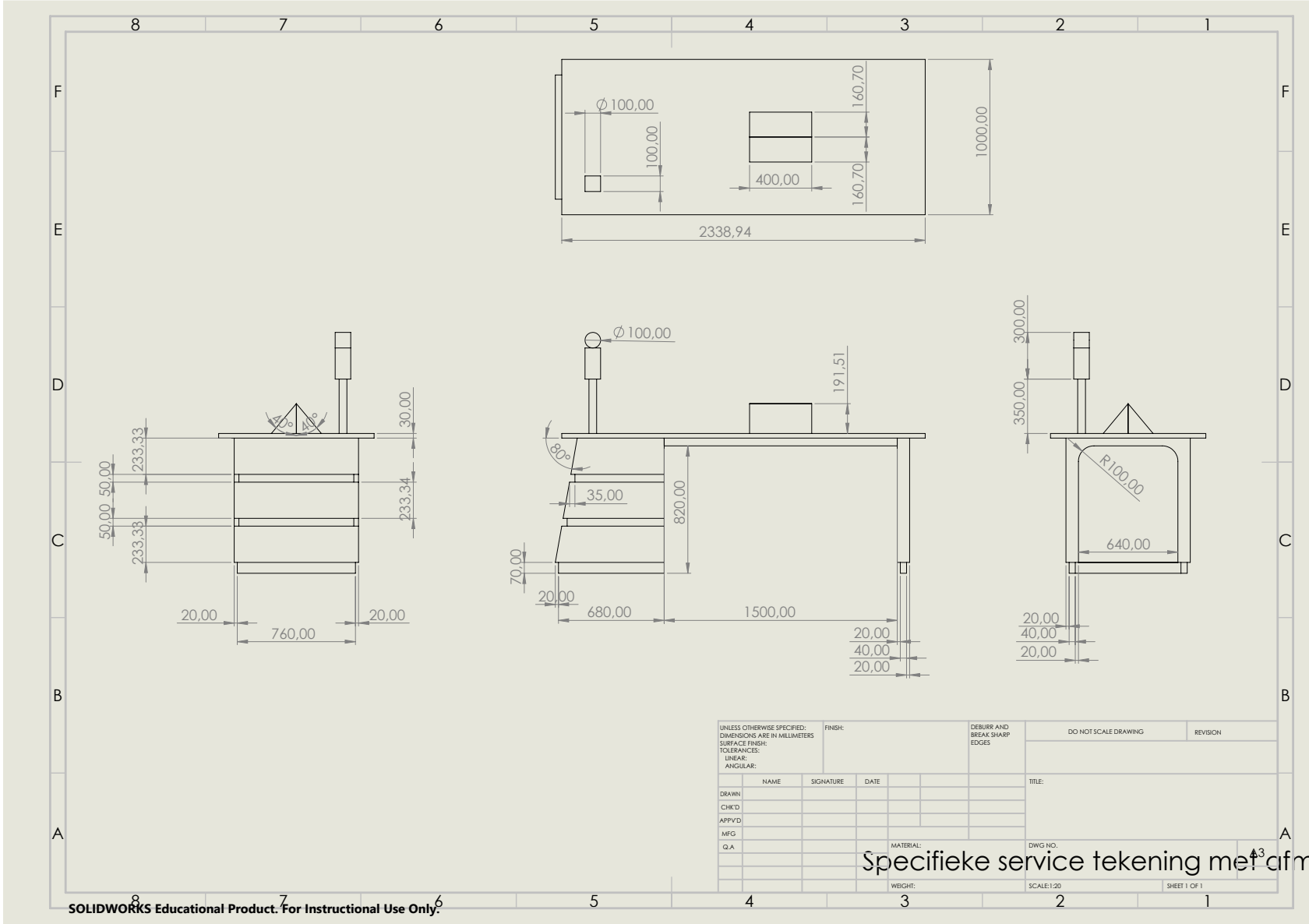
F3 - Technical drawings of Experience table

Afmetingen Tafel Beleving en Inte...
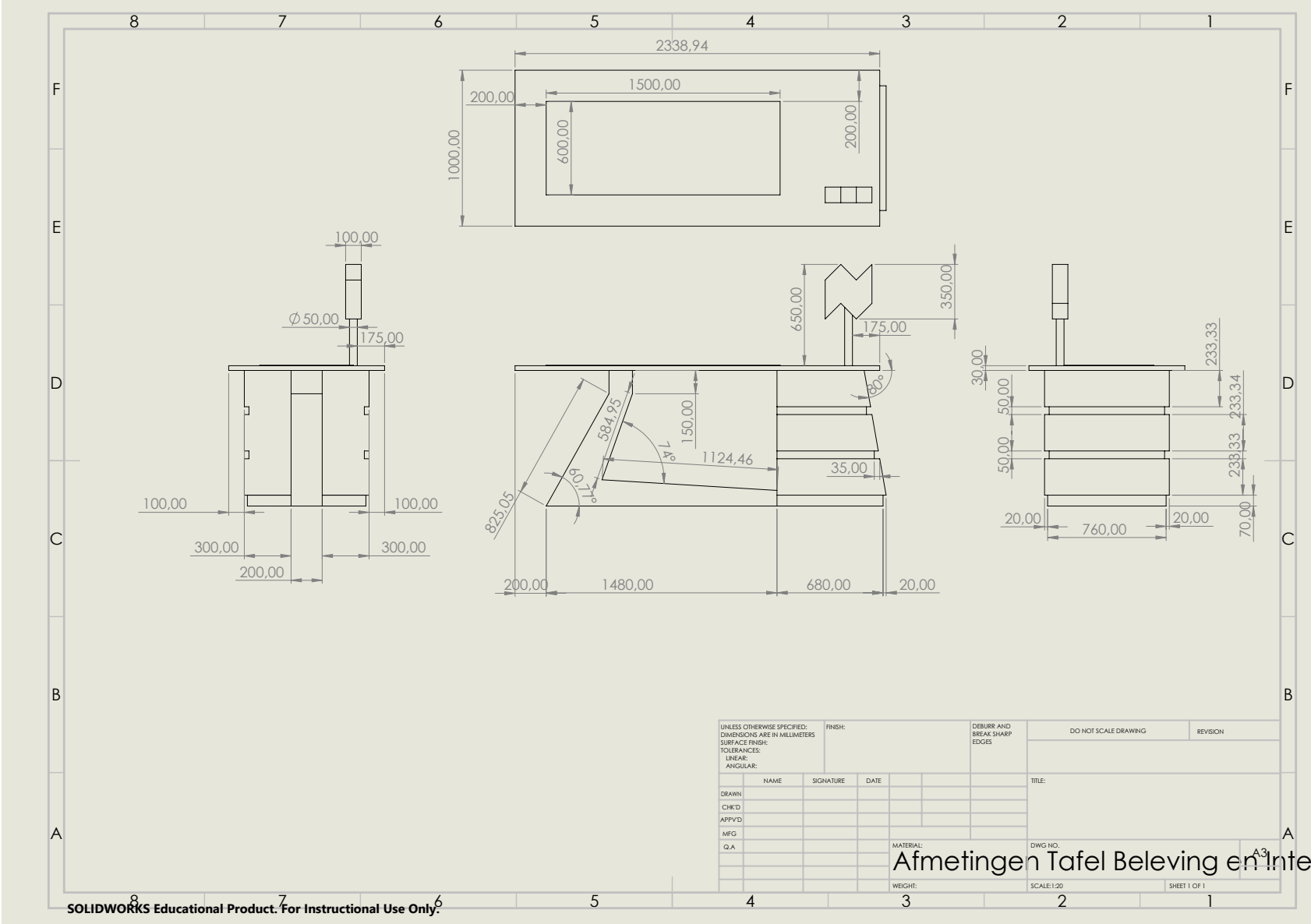
F4 - Technical drawings of Merchandise showcase

Afmetingen Merchandise

SOLIDWORKS Educational Product. For Instructional Use Only.
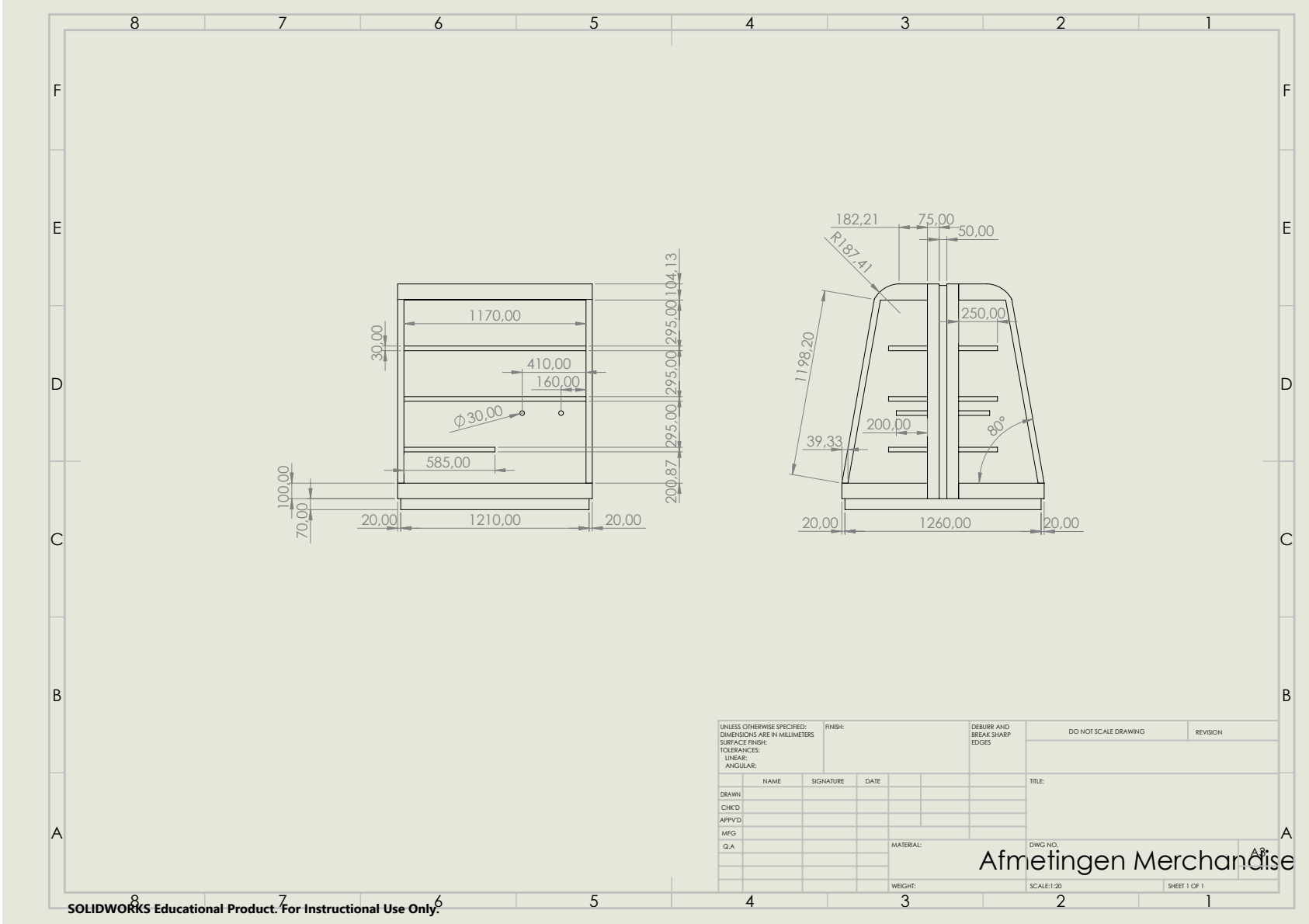
F5 - Technical drawings of Offline Channel Shared Mobility

SOLIDWORKS Educational Product. For Instructional Use Only.
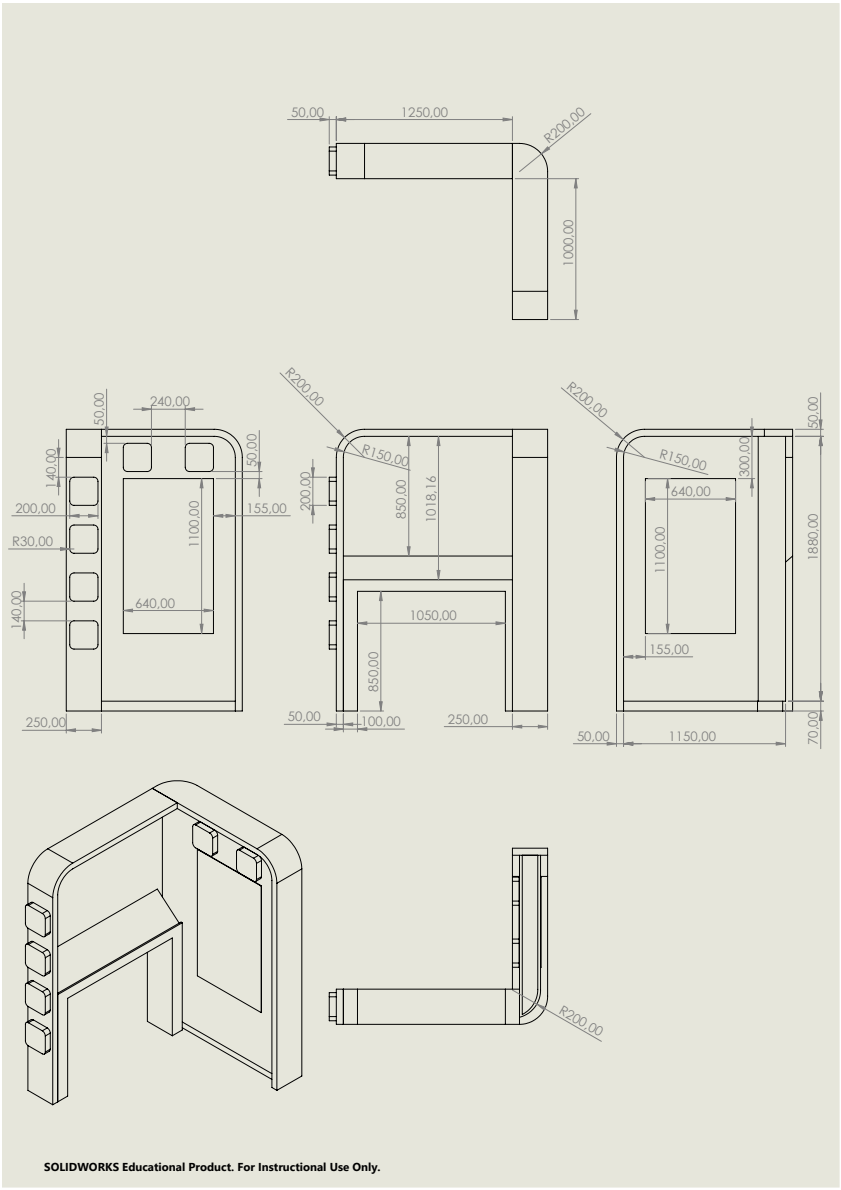
F6 - Technical drawings of Advertisement display

SOLIDWORKS Educational Product. For Instructional Use Only.
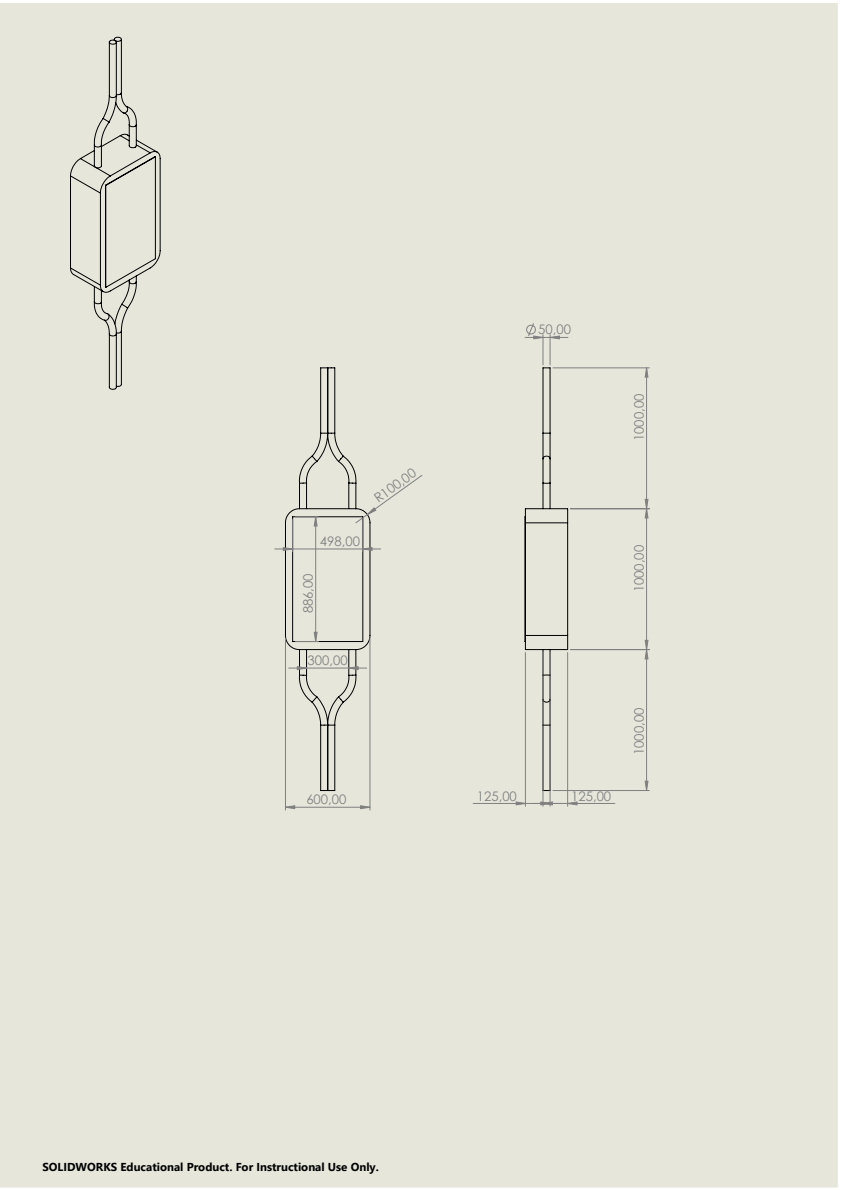
G - First set of questions for evaluation sessions

Aim of the evalutions

We would like to evaluate the facilities of the store. Are they recognised as expected, and do they add value to the store? Do the facilities fulfill the needs and wishes of the customers, or is there something missing? The evaluations should start open and explorative, and later during the session more deeper questions must be asked. During the evalutions two different stores must be evaluated.

Overall impressions

o   Is the store inviting?
o   Is there transparency?
o   Is the store recogniseable as being part of the RET?
o   Does the store stand out?
o   Has the store a clear purpose?
o   Is the store recogniseable as a SP with more facilities?
o   What kind of facilities are being offered at the store accoring to the participant?
o   Does the participant like the interior?

Experience & Interaction

o   Is the customer in control?
o   Is there a link between the store and Rotterdam?
o   Do the new facilities add value to the store?
o   Which facilities are recognised by the participant?
o   Which facilities are not recognised by the participant?
o   What is the first thing that grabs the attention of the participant?
o   Does a shared mobility facility add value to the store?
o   Which areas of the store does the participant like?
o   Which area would the participant use most?

H1 - Invitation flyer for RET customers

Goed om te weten

Wij zijn onze servicepunten aan het vernieuwen

Op 6, 8, 9 en 12 december 2023 testen wij concepten voor onze servicepunten

De RET is bezig met de ontwikkeling van nieuwe servicepunten. Op 6, 8, 9 en 12 december worden nieuwe concepten en ontwerpen voor het RET Servicepunt getest. Om mee te denken en feedback te geven op nieuwe concepten heeft de RET jouw hulp nodig. Je kunt je opgeven via onderstaande QR-code.

www.ret.nl

H2 - Invitation flyer for walk-in hours RET employees

Goed om te weten

Wij zijn onze servicepunten aan het vernieuwen

Op 6, 8, 9 en 12 december 2023 testen wij concepten voor onze servicepunten

De RET is bezig met de ontwikkeling van nieuwe servicepunten. Op 6, 8, 9 en 12 december worden nieuwe concepten en ontwerpen voor het RET Servicepunt getest. Ben je nieuwsgierig naar de concepten, kom dan langs tijdens de inloopuren in het Innovatielab op het hoofdkantoor.

Tijden inloopuren:
•   Vrijdag 8 december 13:00 - 14:00 uur
•   Vrijdag 8 december 17:00 - 18:00 uur
•   Zaterdag 9 december 12:00 - 13:00 uur
•   Zaterdag 9 december 16:00 - 17:00 uur
•   Maandag 11 december 09:00 - 16:00 uur
•   Dinsdag 12 december 15:00 - 16:00 uur

www.ret.nl

I - Consent form participating evalution of the concept

Onderzoek met medewerkers en reizigers RET (Woensdag 6 t/m dinsdag 12 december 2023)
Versie 6 december 2023

Toestemmingsverklaring voor gebruik gegevens en inzichten ten behoeve van het onderzoek.

Ik wil aan dit onderzoek meedoen
- Ik weet dat dit onderzoek georganiseerd wordt door de RET met als doel de dienstverlening van de RET te verbeteren.
- Ik heb informatie gekregen van de medewerker over het onderzoek en het gebruik van de VR bril.
- Eventuele vragen die ik had zijn voldoende beantwoord.
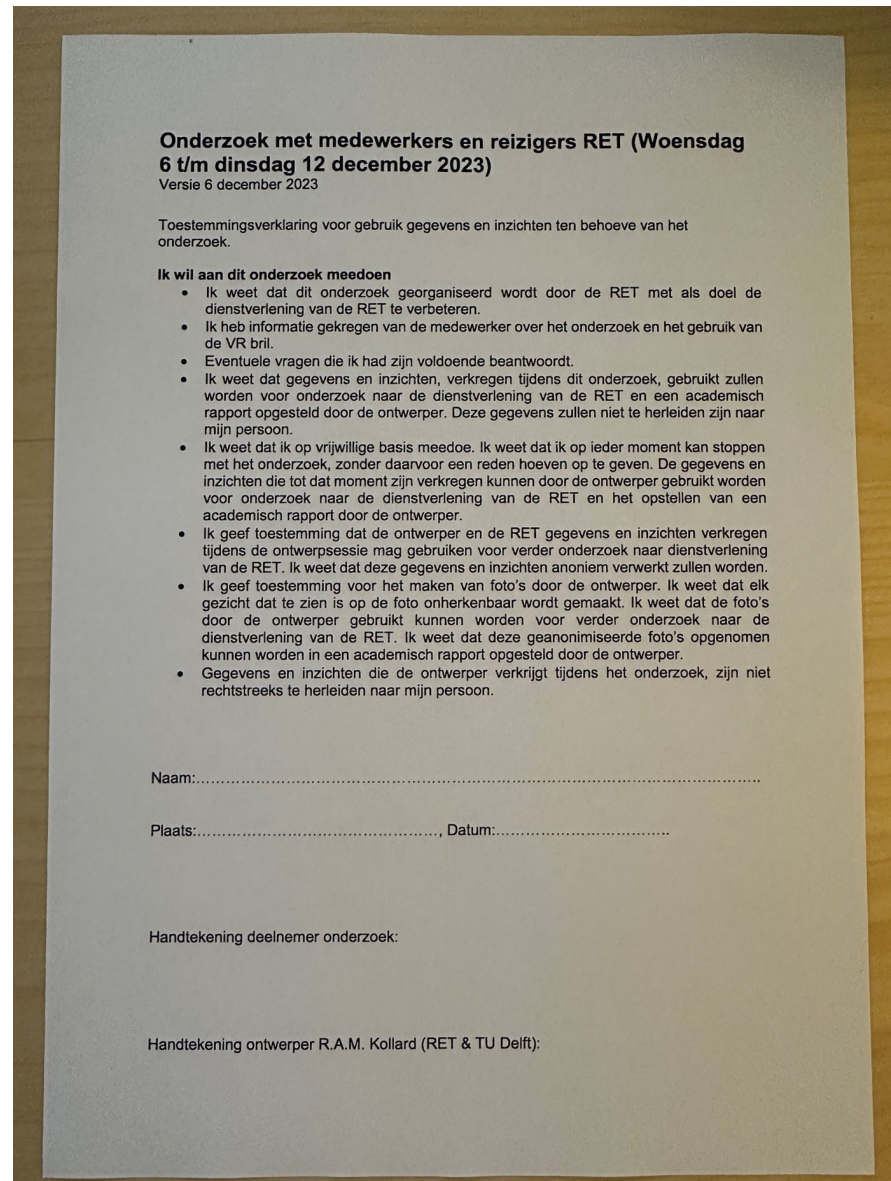- Ik weet dat gegevens en inzichten, verkregen tijdens dit onderzoek, gebruikt zullen worden voor onderzoek naar de dienstverlening van de RET en een academisch rapport opgesteld door de ontwerper. Deze gegevens zullen niet te herleiden zijn naar mijn persoon.
- Ik weet dat ik op vrijwillige basis meedoe. Ik weet dat ik op ieder moment kan stoppen met het onderzoek, zonder daarvoor een reden hoeven op te geven. De gegevens en inzichten die tot dat moment zijn verkregen kunnen door de ontwerper gebruikt worden voor onderzoek naar de dienstverlening van de RET en het opstellen van een academisch rapport door de ontwerper.
- Ik geef toestemming dat de ontwerper en de RET gegevens en inzichten verkregen tijdens de ontwerpsessie mag gebruiken voor verder onderzoek naar dienstverlening van de RET. Ik weet dat deze gegevens en inzichten anoniem verwerkt zullen worden.
- Ik geef toestemming voor het maken van foto's deze foto's kunnen gebruikt worden voor onderzoek naar de dienstverlening van de RET. Ik weet dat elk gezicht dat te zien is op de foto onherkenbaar wordt gemaakt. Ik weet dat de foto's door de ontwerper gebruikt kunnen worden voor verder onderzoek naar het zouden in een academisch rapport door de ontwerper.
- Ik weet dat deze geanonimiseerde foto's opgenomen kunnen worden in een academisch rapport opgesteld door de ontwerper.
- Gegevens en inzichten die de ontwerper verkrijgt tijdens het onderzoek, zijn niet rechtstreeks te herleiden naar mijn persoon.

Naam:...

Plaats:.., Datum:...................................

Handtekening deelnemer onderzoek:

Handtekening ontwerper R.A.M. Kollard (RET & TU Delft):

J1 - Notes per participant evalution session (06/12/23)

Deelnemer 1
Huiselijke versie
- Niet meteen duidelijk bij welke balie je moet zijn
- Rechterkant van de winkel springt eruit
- Links RET
- Oogt heel modern (groene versie)
- Laagdrempeliger iemand aanschieten
- Transparant: Ramen van beneden tot boven, je kan de gehele winkel zien, nodigt meer uit, je kunt van buiten zien wat je kunt halen in de winkel
- Oogt modern, voelt huiselijk, ziet netjes uit, makkelijk in contact komen met medewerker, prettig, vindt het fijn om gewoon te kunnen rondlopen, waarschijnlijk ook prettig voor de medewerker
- Oog viel gelijk op de scooter, bezienswaardigheden spreekt ook voor zich, plan je reis ook, linkerkant is minder duidelijk
- Komt met een doel naar de winkel, vermoed linkerkant is voor RET-producten, maar is nog niet duidelijk, nog niet duidelijk dat je merchandise kan kopen
- Duidelijke RET-identiteit, meerdere logo's in de winkel, rood, hout, groen en een beetje blauw, kleuren komen over als rust en veel loopruimte, had gevoel van loopbanen, er is routing, lichte guidance
- Doelgroepen: toeristen, ouderen, hulp beoefende, keuze-reiziger
- Kon zelf achter de counter komen, winkel voelt vrij
- Zou zelf wel in de winkel willen werken

Zakelijke versie
- Oogt lichter dan de huiselijke versie, meer toegankelijker, misschien door draaiing van de specifieke service tafel
- Rechter snelle service counter voelt meer dan balie dan de grote tafels, "U staat daar, wij staan hier"
- Verlichting geeft hoekjes aan, weet niet of hij dit gevoel had bij de huiselijke versie
- Idee dat er meer blauw is dan huiselijke versie
- "i'tjes" vallen op, maar specifieke service tafel heeft de voorkeur
- Bankje lijkt op een bootje
- Deze versie springt er meer uit, niet echt een ander gevoel
- Kanteling voor specifieke service tafel is minder dwingend dan bij de huiselijke versie
- Deze versie voelt meer doelgericht
- De vloer laat zien waar je iets kan halen in combinatie met de verlichting op het plafond
- Zou niet twee snelle service tafels in de winkel plaatsen, voelt zich een beetje in de gaten gehouden
- Zou zelf voor deze versie kiezen, deze voelt dat je iets sneller naar binnen kunt, de huiselijke versie heeft een beetje het gevoel je kunt daar even verblijven
- Het OV spat niet helemaal van de winkel af, iets meer OV erin plaatsen
- Zou leuk zijn als het scherm van de interactieve tafel interactief is
- Geen Rotterdam gevoel, maar heeft ook geen voorbeeld van een winkel die echt een Rotterdam gevoel heeft
- Bank nodigt om te zitten, maar niet voor lekker te zitten
- Wat we kunnen leren van de huiselijke versie: het huiselijke en het even blijven hangen, sommige reizigers willen eventjes blijven hangen

Vergelijking
- Even enthousiast over mijn ontwerp en die van Tchai
- Eindoordeel
- Zeer positief, verbetering van de huidige situatie, nieuwe betere serviceverlening op een ongedwongen manier, prettigere omgeving
- Wat moet behouden worden:
  o Transparantie
  o Vrije loop om tafels
  o Routing op vloer matchend met de verlichting op het plafond
- Verbeterpunten:
  o Koffie, zeker als je kiest voor de huiselijke sfeer
  o Iets meer voor kinderen, OV gerelateerd
  o Iets meer connectie naar het OV in de winkel van CS

Deelnemer 2
Zakelijke versie
- Fijn dat je al reisinformatie kan zien buiten de winkel, is nog klein
- Winkel voelt vers en fris aan door het wit en blauw, eilandjes vallen op
- Functies van de service counters/tafels wordt herkend
- Had geen merchandise verwacht, meer boekjes, voelt fout aan, omdat het als een koeling aanvoelt
- Specifieke service tafel wordt ervaren als een eerste ontmoetingsplek, voelt meer als balie
- Interactie logo's voelen aan als kookplaten, maar ook als radar
- Interactie hoek voelt leuk aan met de houten muur, functie wordt herkend
- Linker kant van de winkel meer voor de dagelijkse reiziger, rechterkant meer voor de toerist
- Voelt hip aan, zeker door de scooter, functie van de hoek met scooter is nog niet duidelijk, niet meteen duidelijk, maar bij verder nadenken wordt het wel herkend, weet niet of deze service echt nodig is
- De kleur blauw werkt uitnodigend, heeft zelf OCD en vindt de scheiding heel mooi, houdt niet van chaos, alles heeft een plek
- Winkel is toegankelijk, maar toeristenpunt is misschien iets te ver in een hoekje, winkel straalt wel toegankelijkheid uit
- Weet niet zeker of toeristenpunt, een toeristenpunt is, want het is niet de core business van de RET, het is onverwacht
- Voor hem is de winkel een servicepunt, punt voor veel voorkomende vragen, zou zelf niet naar binnen lopen, want heeft geen vragen
- Medewerker moet weten waarom hij/zij daar werkt
- Winkel voelt selfservice aan, maar je kunt wel altijd iets vragen
- Meer traditionele counters
- Je wordt naar binnen getrokken in de winkel door de flow, de vloer trok eerst de aandacht en de combi van blauw met grijs werkt goed.
- Geen directe RET-stijl, zonder logo van de RET zou het ook iets anders kunnen zijn, maar niet erg, want wilt ook geen metro of tram gevoel
- Voelt aan als een pop-up store
- De vorm van de bank geeft guidance

Huiselijke versie
- Wordt naar binnen getrokken door de rode lijn, maar weet niet of het gevoel ook zou zijn als je haaks op de winkel zou lopen
- Specifieke service tafel wordt ervaren als een eerste ontmoetingsplek, voelt meer als balie
- Vindt het groen mooi
- Twijfel om welke counter/tafel hij moet wachten. Het voelt meer als wachten aan, wordt ook veroorzaakt door kleine muurtje
- Zitplek voelt niet uitnodigend aan, voelt houterig en hard aan en planten zouden in de weg kunnen zitten
- Moswanden vindt hij mooi
- Winkel voelt beperkend aan door kleine muur
- Zou zelf de tekst toeristenpunt in de interactiehoek plaatsen
- Winkel voelt minder uitnodigend aan, desondanks door het groen, vindt er geen structuur inzitten
- Door de grote houten muren, voelt de winkel minder uitnodigend aan
- Wilt bij nader inzien misschien toch geen groen in de winkel
- Winkel voelt aan of we niet echt een design keuze hebben kunnen maken

Vergelijking
- Zou zelf voor de moderne versie kiezen

Deelnemer 3 & 4
Huiselijke versie

- Meer een servicewinkel dan een servicepunt
- Is heel anders dan de huidige situatie, heel netjes
- Open en is staat direct in contact met de klant, werknemers vinden dit niet altijd prettig in verband met veiligheid.
- Deelmobiliteit is niet van toegevoegde waarde, het is een beetje achterhaald
- "Een servicepunt is geen reisbureau"
- De huidige werkzaamheden moeten nog steeds gedaan kunnen worden.
- Winkel voelt wel openlijk aan, de afstand die ze nu hebben is fijn in verband met de veiligheid
- Het ontwerp lijkt erg op het oude servicepunt dat de RET vroeger had
- Werknemers moeten de mogelijkheid krijgen om service te kunnen bieden.
- Winkel geeft een rustgevend gevoel door de planten etc. Voelt een beetje aan als huiskamer
- Veiligheid buiten beschouwing gehouden, zou de winkel fijn kunnen zijn om te werken
- RET-huisstijl komt naar voren, is tijdloos
- Functionaliteit van de meubels is niet duidelijk

Zakelijke versie
- Tafels staan te dicht op elkaar, geen privacy
- Scooter is een pronkstuk in de winkel, lijkt net of je de scooter kan winnen
- Klant zal zich meer thuis voelen dan de huidige servicepunten
- Er is te min privacy in de winkel
- Je moet vanuit de kantine de ruimte in kunnen kijken
- Er waren te veel counters/tafels
- Minder huiselijk, minder aangekleed, minder uitnodigen, meer zakelijk
- Bank lijkt op wachtkamer van een ziekenhuis, vorm van de bank was niet meteen opgevallen

Vergelijking
- Zou liever werken in de huiselijke versie

- De bloembakken bij de huiselijke sfeer geeft meer privacy, je zit wat meer afgeschermd
- De huiselijke versie is meer toegankelijk en sluit beter aan bij Rotterdam.
- Specifieke tafel dwars op ingang zetten

Conclusie
- Het ontwerp moet een uitdagend zijn, beetje zoals de huiselijke versie
- Elke onderdeel van de winkel moet een duidelijke functie hebben
- Duidelijke bewegwijzering naar de winkel
- Behouden: planten, huiselijke sfeer, kubus bankje, maar niet gestapeld
- Wegdoen: Niet te veel desks
- Vertrouwd gevoel het concept van Zuidplein, door de desk

Deelnemer 5
Huiselijke versie
- Hoort bij de RET, maar meer de werkwijze van een ANWB-winkel
- Dat reizigers kunnen zitten is positief
- Veel tafels, weinig inhoud, onduidelijk de functie van de tafels
- Weet niet of deelmobiliteit in de winkel van toegevoegde wordt
- Merchandise kan beter verkocht worden via internet, voor toeristen kan het leuk zijn om merchandise in een winkel te kopen
- Winkel is ruim opgezet, kan goed werken
- Functie van deur-tot-deur is duidelijk
- Winkel is te licht, niet als RET, mist kop koffie, TL licht maakt de winkel afstandelijk
- Routing in de winkel was niet herkenbaar.
- Onthouden kleuren: Rood, Blauw en hout
- Winkel voelt koud aan, winkel mist RET-gedachte, betrokkenheid

Zakelijke versie
- "Er zijn meer lijnen"

- Winkel is overzichtelijker dan de huiselijke versie
- Jammer dat het zitje een bootvorm is, terwijl de RET geen boot meer heeft
- Winkel is ruimtelijker dan de huiselijke versie, ze zou eerder deze versie binnen stappen
- Belichting is meer RET dan de huiselijke versie
- Onthouden: Rood en blauw

Vergelijking
- Startpunt vanuit de moderne versie, maar met de toevoeging van planten. De winkel moet niet hokkerig, maar vloeiend zijn.
- Moderne versie wordt meer gezien als servicepunt, Zuidplein als winkel

Conclusie
- Openheid en overzicht belangrijk
- Gebruik van zachte verlichting
- RET moet zich afvragen of reizigers moeten blijven zitten of niet
- Er moet relatie zijn met RET
- Vloer van CS moet lichter zijn
- Meer ronde vormen

Deelnemer 6
Zakelijke versie
- Veel blauw, strak, duidelijk RET, niet uitnodigend want te saai
- Blij met schap merchandise
- Mist een waterpunt
- Op CS heeft deelmobiliteit geen zin, want veel toeristen met koffertjes die niet mee kunnen op een scooter
- Mensen letten niet op iconen
- Mist een bord met relevante vertrektijden
- Abri posters zijn te veel
- Posters derde commerciële partners mag groter
- Heel veel blauw
- Bang dat kinderen door de ruimte zouden gaan rennen
- Stijl is zoals de RET nu is, meer commercieel
- Voelt meer aan als winkel door het licht

Huiselijke versie
- Prettiger, want voelt minder klinisch aan door het groen, het groen is meer uitnodigend, het groen breekt de strakke vormen van de meubels
- Plantenbak creëert twee ruimtes
- Kubuszittingen zijn gezelliger, maar bang dat kinderen op het meubel gaan klimmen
- Winkel voelt knus aan door het groen
- Huiselijke versie leuker dan de moderne versie
- De kleur groen kwam meer naar voren
- Grote houten wand voelt warm aan
- Specifieke service tafel is meer uitnodigend dan bij de moderne versie
- Het gevoel van meer controle door het muurtje
- Stijl is zoals de RET vroeger was

Vergelijking
- Desondanks de vertrektijdborden en de RET-elementen, voelt de Zuidpleinwinkel niet RET aan.
- Zou het liefste willen werken in de huiselijke versie

Conclusie
- Heeft het gevoel dat de servicepunten steeds meer een VVV-kantoor wordt
- Servicewinkel moet meer gericht zijn op service en niet functionaliteit
- Er moet onderzoek gedaan worden of het toevoegen van deelmobiliteit in de winkel echt van toegevoegde waarde is.

Deelnemer 7
Huiselijke versie
- Fleurig, gezellig, door de planten, hout, kleuren
- Leuke zitjes, maar geen stoelen, want ze kan niet de gehele dag staan
- Mist een tafeltje om aan te zitten met reizigers
- Houten muur is mooi, geeft warmte en gezelligheid
- Toeristenhoek meer nodig op CS dan Zuidplein
- Snelle service desk moet laadjes hebben, het concept is best leuk

- Merchandise rek is grappig, maar weet niet of het concept gaat werken
- Er moeten kasten in de winkel
- Winkel heeft de potentie om visitekaartje te zijn voor de RET, duurzaamheid, rust, straalt warme uit
- Counters minder wit in verband met slijtage
- Meer stoelen toevoegen
- Onthouden: Hout, wit rood
- Verwelkoming bij de deur is leuk
- Zitbank is leuk, speels
- RET-logo valt niet op, op de houten muur

Zakelijke versie
- Deze versie voelt meer RET aan de de huiselijke versie
- Bankje is leuk, de vorm van een boot, maar de kubus bank is leuker want daar stonden onder ander planten op
- Winkel is een beetje saai, omdat er geen planten zijn, winkel is niet zo leuk
- Witte wand met RET-logo is echt RET
- Het plafond is leuk, gezelligheid, een grijs plafond is leuker dan een witte
- Routing wordt herkend in de vloer
- Plaatsing van specifieke service is leuker dan bij de huiselijke versie, want is gezelliger en je kan de rest van de collega's zien
- Plan je reis schermen zijn leuk
- Deze versie is meer zakelijker

Vergelijking
- De moderne versie is leuker dan de huiselijke, maar er moeten wel planten bij
- De huiselijke versie heeft meer bestaansrecht, omdat de mensen zich meer welkom voelen

Conclusie
- De winkel moet meer gemoedelijk zijn
- De winkel moet mooi en schoon zijn
- De winkel van Zuidplein moet functioneel zijn
- De winkel van CS mag meer gefocust zijn op merchandise en de geschiedenis van de RET

Deelnemer 8
Huiselijke versie
- Winkel is heel open, luchtig en veel RET-logo's, natuurlijkheid
- Winkel nodigt niet uit om binnen te komen, mits je iets van de RET wilt
- RET-Logo op de lange muur trekt de aandacht
- Niet duidelijk naar welke balie je moet gaan, waar ga je naar eerste naartoe, onduidelijk of je moet wachten
- Je mag niet achter de interactieve tafel komen, komt door opstelling van de tafel
- Veel info van de interactieve schermen kan je ook op de telefoon opzoeken
- Brochures over stad liever geplaatst bij de plantenbak bij plan je reis
- Er is geen kaartjesautomaat
- Meer informatie over component deur-tot-deur wat je er kunt doen
- Onduidelijk bij welke snelle service je moet zijn om iets te krijgen
- Veel rood, blauw en wit
- Alles digitaal
- Geen onprettige omgeving

Moderne versie
- Reisinformatieborden aan de buitenkant zijn onvolledig
- Winkel is zakelijk, geen groen
- Bank is leuk, maar lastig om eromheen te zitten
- Neigt om meteen naar de specifieke service tafel te lopen
- Winkel is nu meer "eenheid"
- Logo interactieve tafel is niet duidelijk
- Meer informatie over de stad Rotterdam mag in de belevingshoek, maar ook in het ontwerp meer naar voren komen, de interactieve tafel moet meer Rotterdam uitstralen
- Zou rondom de interactieve tafel lopen
- Niet meteen duidelijk of de interactieve tafel interactief is
- Functie scherm van component deur-tot-deur is duidelijk, overall functie van de component is ook duidelijk
- Specifieke service tafel mag meer informatie, niet helemaal duidelijk wat de functie ervan is
- Functie van Merchandise rek is duidelijk

- Bankje moet niet naar buiten kijken, maar naar binnen, zicht op de RET-werknemers
- Zuidplein is doelgericht, het gevoel dat je niet achter de balie mag komen, beleef de stad hoek is niet duidelijk, ontwerp voelt ouderwets door de kleurstelling en de vormen, design is niet subtiel

Conclusie
- De hosting komt naar voren, de locatie waar de hosting begint is belangrijk in combinatie met het zitgedeelte
- Printer toevoegen bij component Plan je Reis, er is te veel digitale service

Deelnemer 9 (Klant)
Zakelijke versie
- Eerstvolgende vertrektijden vallen op
- Duidelijke rode loper, zeker omdat er veel glas is en het lastig is om de ingang te vinden
- Winkel ziet schoon en fris uit, uitnodigend om naar binnen te gaan, geen donkere hoekjes
- Veel tafels, "i'tjes" worden herkend, niet duidelijk welke balie kiezen
- Alleen zitten als het druk is in de winkel
- Ruimte ziet vrij futuristisch uit, allerlei symbolen, strak, pittige indruk, aangename strakke indruk, zou uit nieuwsgierigheid de ruimte instappen
- Fijn dat schermen Plan je Reis zo groot zijn, ziet uit als een normale telefoon maar dan groot
- Folderwand kan nuttig zijn in deze tijd, zeker voor mensen die niet van schermen houden

- Winkel is eigentijds, fris, nodig uit, winkel trekt je naar binnen
- Winkel is niet gezellig, maar dat hoeft ook niet, winkel is prettig modern, dit wordt veroorzaakt door kleur en licht

Huiselijke versie
- Winkel is gezelliger dan de moderne versie, winkel is huiselijker, iets meer huisachtig dan de moderne versie
- Geneigd om naar de rechter kant van de winkel te lopen
- Linkerkant van de winkel ziet kaaltjes en minder uitnodigend uit
- Schrootjes op de muur niet zo hip, minder strak maken

Vergelijken
- Bank van de huiselijke versie is knusser, omdat er minder mensen op kunnen zitten
- Moderne versie heeft eerste keuze, sluit aan bij "ik ben op weg". Winkel is eigentijds, dynamisch
- De moderne versie mist wat gezellige componenten, maar deze mogen niet gaan opvallen

Conclusie
- Integratie van deelmobiliteit is goed
- De verkoop van Merchandise is leuk en draagt bij aan een positief imago van het bedrijf
- Andere kleur voor de "i" pictogram
- Bij sommige componenten ondersteuning van pictogrammen en korte tekstjes

J2 - Notes per participant evaluation session (08/12/23)

Deelnemer 1

Zakelijke versie
- Prettig uit om naar binnen te gaan, overzichtelijk door open ruimtes, winkel nodigt uit
- Geen gevoel van routing maar geneigd om naar de rechterkant van de winkel te gaan
- Winkel heeft iets huiselijks
- Naar binnen gaan met een doel, niet naar binnen gaan voor de lol
- Functie Plan je Reis is duidelijk, maar kan overbodig zijn, want je kan ook op de telefoon kijken, voor toerist kan het handig zijn
- Handig dat deelmobiliteit informatie gevonden kan worden in de winkel
- Functie interactieve tafel met meteen duidelijk
- "Je mag lopen op de grijze vlakken", aarzeling of je wel achter de interactieve tafel mag komen, maar dit effect kan misschien opgeheven worden als er meer mensen in de winkel zijn
- Hout straalt warmte uit, plezierig
- Functie snelle service counter rechterkant duidelijk door stoel en "i".
- Functie specifieke service tafel is duidelijk, op gelijk level staan met de medewerker
- Informatie halen bij snelle service tafel, straalt deskundigheid uit
- Specifieke service tafel voor meer gedetailleerde informatie
- Scooter is voorbeeld van deelmobiliteit, display is duidelijk, nodigt niet per se uit om deelmobiliteit te gebruiken, want je moet een noodzaak voelen, zou het graag actief in de app aangeboden willen krijgen, liever eerst zelf kunnen regelen, voordat je in de winkel gaat kijken
- Merchandise leuk vooral voor toeristen en kinderen, zou zelf niet zo snel merchandise te kopen
- Genoeg ruimte om rond te lopen, scooter mag meer in het zicht staan, specifieke tafel mag ander staan

- Het lijnenspel op het plafond is speels, link naar de vervoerslijnen, het valt op dat de lijnen de vlakken op de vloer volgen
- Winkel voelt rustig aan

Huiselijke versie
- Meer beplanting, warmte en hout, voller en drukker onder ander door zitgedeelte
- Minder ruimte om je te bewegen, kan de perceptie op wachttijd vergroten
- Nodigt uit om naar binnen te gaan, maar als er te veel mensen zijn een afweging maken of je wel naar binnen gaat of niet
- Snelle service tafel aan de linkerkant valt weg door de vitrine
- Specifieke service tafel wordt ervaren als balie
- Kan fijn zijn om te weten hoelang je moet wachten
- Linkerkant kun je minder bewegen, dan de rechterkant

Vergelijking
- De boot bank viel niet meteen op, de kubus bank wel, op de boot bank kun je meer afstand houden
- Minder beweegruimte in de huiselijke versie, dan de zakelijke
- Warmte van de huiselijke versie is fijn, maar voor een servicepunt is de zakelijker versie fijner
- De positie van de specifieke service tafel bij de huiselijke versie stap je sneller op af

Conclusie
- Pictogrammen vielen niet meteen op
- Zuidplein lijkt meer een sprong vooruit dan de winkel van CS. Zit in de materialen en de gladde materialen

Deelnemer 2

Huiselijke versie
- Winkel ziet er gezellig uit, nieuwsgierig, open uitstraling, uitnodigend
- Niet meteen duidelijk wat je kan doen in de winkel

- Winkel is helder, groen, logo RET, frisse uitstraling
- Scooter is niet te zien vanaf de ingang
- Belangrijk om te weten wat je met deelmobiliteit kan doen
- Niet duidelijk waar je welke informatie kan krijgen
- De blauwe kleur en bepaalde vormen laten denken aan Rotterdam
- Veel desks en niet duidelijk wat je er kan doen, ziet er wel klantvriendelijk uit
- Winkel ziet leuk en fris uit, voelt zich verloren, geeft je het gevoel dat je in een doolhof staat
- Kubus banken zijn gezellig, dienen als wachtplek, fijn dat je rug ondersteund wordt

Zakelijke versie
- Lijkt op de KLM, meer uniformiteit
- Hout geeft warme uitstraling, planten ontbreken
- Geen stoelen waar mensen op kunnen zitten, alleen tafels
- Alles ziet er schoon en fris uit
- Winkel maakt nieuwsgierig, laat denken aan een ruimteschip, een capsule
- Niet duidelijk wat je er kunt doen
- Verlichting is duidelijk, niet zo fel
- Merchandise kan van toegevoegde waarde zijn
- Functie interactie pictogrammen op de vloer zijn duidelijk

Vergelijking
- Zakelijke versie is prettiger dan de huiselijke versie
- In de zakelijke versie staan minder tafels dan in de huiselijke versie
- In de zakelijke versie is meer op elkaar afgestemd dan bij de huiselijke versie
- Voelt zich meer thuis in de zakelijke versie, frisse uitstraling, voelt zich erg welkom als klant, verschillende doelgroepen kunnen terecht in de winkel
- Boot bankje zit waarschijnlijk beter dan de kubus bankje, meer mensen kunnen

er op zitten, het design van het boot bankje is strakker
- De positie van de specifieke service tafel bij de huiselijke versie is meer uitnodigend
- De verlichting van CS is mooier dan die van Zuidplein

Conclusie
- Pictogrammen zijn niet meteen duidelijk, tekst met pictogrammen combineren
- Winkel moet uniformiteit hebben, want dat zorgt voor rust
- Digibeten moeten mee worden genomen in het ontwerp
- Maximaal drie kleuren in de winkel

Deelnemer 3

Zakelijke versie
- Grote winkel
- Zou de winkel bezoeken, moderne uitstraling
- Niet meteen duidelijk of de specifieke service gebruikt wordt door alleen de reiziger of ook met RET-medewerkers
- Plan je Reis schermen zijn niet altijd gemakkelijk te gebruiken
- Prettige winkel om rond te lopen, rustgevend, sommige ander winkels hebben te felle verlichting

Huiselijke versie
- Aan de linkerkant van de winkel kun je dingen vragen, aan de rechterkant van de winkel kun je dingen doen
- Pictogram van de beleving en interactie hoek (het pictogram op de interactieve tafel) is niet duidelijk
- De interactieve tafel heeft als functie deelscooter

Vergelijken
- De huiselijke versie is gezelliger dan de zakelijke versie, minder zakelijk, de huiselijke versie voelt groter, er zijn meer balies, de zakelijke versie is kaal en geen sfeer
- De positie van de specifieke service tafel bij de huiselijke versie heeft de voorkeur

- Het plafond van de huiselijke versie is mooier
- De boot bank heeft de voorkeur ten opzichte van de kubus bank
- Geschreven tekst heeft voorkeur boven de pictogrammen

Conclusie
- De winkel is meer dan een servicepunt, het is een verbetering
- Je moet je kaart kunnen opladen in de winkel
- Vindt het leuk om merchandise te kopen
- Onthouden: De moderne uitstraling, de indeling
- Bord met vertrektijden in de winkel
- Hoe meer mensen zich gedesoriënteerd voelen, des te onprettiger voelt een grote ruimte aan

Deelnemer 4

Huiselijke versie
- Ruim, de ruimte maakt de winkel mooi
- Bureau is te laag
- Linker snelle service counter is afgeschermd, gevoel dat iemand erachter zit
- Zou Plan je Reis niet gebruiken, misschien alleen voor een trip te plannen, met de vingers aanraken is niet zo prettig en waarschijnlijk kom je niet overal bij
- Brochures zijn handig, het werkt inspirerend, na het pakken van een brochure kan je zelf gaan opzoeken, vooral handig voor toeristen
- Bang dat mensen tegen de plantenbak aanlopen

Zakelijke versie
- Functie interactieve tafel is niet duidelijk
- Vorm van een boot wordt herkend in de bank, dit maakt de winkel vriendelijker
- De lampen volgen het patroon van de vloer, de lampen aan het plafond geven een afschermend gevoel, voelt prettig aan

- Veel mensen zouden de merchandise leuk vinden
- Kubus bank met platen is oubollig

Vergelijken
- De zakelijke versie is leuker
- De positie van de specifieke tafel in de zakelijke versie is beter, want dan kan niet iedereen van buiten meekijken
- De zakelijke versie is meer toegankelijk, want meer mensen kunnen zitten
- De verlichting is zacht en ziet er netjes uit, verlichting is sfeervol, maar je kunt nog steeds genoeg zien
- Gevoelens: Verwondering, interesse
- Er is harmonie tussen de rode en blauwe kleur
- De zakelijke versie heeft meer een RET-stijl dan de huiselijke versie
- De positie van de specifieke service tafel in de zakelijke versie is prettiger voor klanten, de positie van de specifieke service tafel in de huiselijke versie is prettiger

Conclusie
- Winkel moet een harde vloer hebben
- Niet verwijzen naar lijnen, maar naar haltes als je je reis plant
- Privacy is belangrijk
- Duidelijke aanwijzingen in de winkel zijn belangrijk

Deelnemer 5

Zakelijke versie
- Mooie kleur, warm, netjes, de kleuren en de plaatjes maken de winkel warm, vooral de kleur rood maakt de winkel warm, door de glazen façade zie je meteen waar je naartoe gaat en of het druk binnen is
- De winkel nodigt uit om binnen te komen, dit wordt veroorzaakt door de transparantie
- Scooter valt op, je moet naar de "i'tjes", als eerste kijken naar de merchandise
- Ziet niet uit als een winkel waar je een nummertje moet trekken, niet het gevoel van rijtje schuiven, de winkel laat je vrij rondlopen

- Eerste keer zou de winkel verwarrend kunnen werken
- De Plan je Reis schermen worden herkend net zoals de RET-app, de integratie van je reis kunnen plannen en meteen een kaartje kunnen kopen is fijn, als je er niet zou kunnen komen, dan kan RET-personeel altijd nog gevraagd worden, het pictogram is niet duidelijk
- De verlichting is zacht en ziet er netjes uit, verlichting is sfeervol, maar je kunt nog steeds genoeg zien
- De zakelijke versie is zo ontworpen dat iedereen er gebruikt van kan maken, de huiselijke versie focust zich meer op een huiselijk gevoel
- De zakelijke versie heeft meer een RET-stijl dan de huiselijke versie
- De positie van de specifieke service tafel in de zakelijke versie is prettiger voor klanten, de positie van de specifieke service tafel in de huiselijke versie is prettiger

Conclusie
- Grote glazen façade behouden
- Harmonie met kleuren, niet overdrijven en kijken wat je ermee doet
- Gestroomlijnde onderdelen van de winkel maakt het meer overzichtelijker

Deelnemer 6

Huiselijke versie
- Relaxt ingedeeld
- Natuur in de winkel gebracht, staat voor duurzaamheid
- Kubus bankje is goed
- Overzichtelijk ingedeeld

Huiselijke versie
- Plantjes, meer groen
- Niet zeker of er te veel groen is, er is te veel kleur
- Bij eerste binnenkomst zou je als eerste naar de plantjes gaan
- Kubus bank nodigt uit om te gaan zitten, de plantjes zijn gezellig
- Functie van de deelmobiliteit display was niet meteen duidelijk, maar na uitleg was het een handige toevoeging voor de winkel
- Deze versie is te druk

Zakelijke versie
- Bank is te smal
- Gevoel dat er iets mist
- Er is geen volgnummer
- Niet duidelijk waar je terecht kunt met je vragen, mist informatie wat de functie is van de tafels
- Zou gebruik maken van de Plan je Reis schermen
- Winkel ziet relaxt en aangenaam uit, dit wordt veroorzaakt door de kleur
- Lampen zijn lekker rustig, zijn aangenaam
- De functie van de lampen is duidelijk
- Functie van "i'tjes" is niet duidelijk
- Merchandise rek lijkt op een koelkast
- Eerste goede indruk van de winkel
- Mist een hoekje waar toekomstplannen van de RET gezien kunnen worden
- Mist een printer in de winkel
- Onthouden kleuren: blauw, wit en grijs, goede combinatie
- Winkel ziet iets kaal uit

Vergelijken
- Geeft de voorkeur aan de huiselijke versie
- De huiselijke versie heeft meer blauw dan de zakelijke versie

de specifieke service tafel van de zakelijker versie meer geschikt

- De positie van specifieke servicetafel van de huiselijke versie is meer uitnodigend
- De verlichting van de huiselijke versie is aangenamer dan die van de zakelijke versie, een link naar duurzaamheid

Conclusie
- Uitgeschreven tekst in de winkel

Deelnemer 7
Zakelijke versie
- Erg zakelijk, huisstijl van de RET, de winkel is te zakelijk
- Verlichting is goed, goed in het kader van lichtbesparing
- Functie rode metrolijn op de vloer is duidelijk
- Winkel is laagdrempelig en toegankelijk
- Functie van "i'tjes" is duidelijk
- Specifieke service tafel is voor algemene informatie
- Snelle service counter is voor fysieke interactie, specifieke service tafel is voor digitale interactie
- Brochures vervangen door een QR-code
- Goed idee om een toeristisch hoekje in de winkel te hebben
- Goed idee om deelmobiliteit toe te voegen in de winkel
- Boot bankje is leuk, veel mensen kunnen erop zitten

Huiselijke versie
- Door de positie van de specifieke servicetafel is het meteen duidelijk wat de tafel is
- Mist een scherm voor RET-marketing
- Mist een scherm dat laat zien wat de toekomstplannen van de RET zijn
- Pictogram Plan je Reis is onduidelijk
- Pictogram Beleving en Interactie is duidelijk
- Groen in de lampen is leuk
- Groene panelen breekt de muur

Vergelijking
- Huiselijke versie is beter dan de zakelijke versie

- Voorkeur gaat uit naar de huiselijke versie

Conclusie
- Een blindebegeleidelijn toevoegen in de winkel
- Attributen dragen bij aan het gevoel van huiselijkheid
- Je kunt gebruik maken van iconen, maar dan moeten ze wel duidelijk zijn
- Behouden: klantgerichtheid, duidelijkheid, huisstijl RET behouden, mensen centraal stellen, merchandise, deelmobiliteit, strakke façade, open ruimtes behouden, toegankelijk voor iedereen, ronde vormen, rondlopende servicemedewerker

Deelnemer 8
Zakelijke versie
- Winkel is net een reisbureau, eenvoudig, kort en krachtig, wat het is
- Scandinavische look, eenvoudig in een positieve zin, niet druk
- Rustgevend, rustige achtergrond en verlichting
- Verlichting heeft een aantrekkingskracht
- Functie snelle service aan de zijkant is duidelijk
- Bij de specifieke service tafel kan je zelf iets doen
- Merchandise rek staat in de weg, eerder voor hulp vragen aan de rechterkant van de winkel dan de linkerkant
- Grijze vloer geeft routing aan
- Zou zelf iets gaan uitzoeken in de winkel
- Bank staat in de weg
- Deelmobiliteit toevoegen in de winkel is goed
- Sterke punten: verlichting, routing en informatie

Huiselijke versie
- Winkel geeft een warm gevoel, rustgevend, planten
- Interactieve tafel heeft meer privacy dan de Plan je Reis schermen

Vergelijking
- Kubus bank is prettiger dan boot bank, want niemand kan achter je zitten
- De huiselijke versie nodigt je meer uit om naar binnen te komen dan de zakelijkere versie, zelfs als je niets nodig hebt
- De positie van de specifieke service tafel in de huiselijke versie stap je eerder op af dan bij de specifieke service tafel van de zakelijke versie.
- De huiselijke versie voelt voller aan dan de zakelijke versie door de plantenbak en de kubus bank
- Voorkeur gaat uit naar de huiselijke versie

Conclusie
- Een scherm trekt mensen aan

J3 - Notes per participant evalution session (09/12/23)

Zaterdag 9 december 2023

Deelnemer 1
Zakelijke versie
- Winkel lijkt op een badkamer, niet meteen duidelijk wat je er kan doen, niet meteen duidelijk voor toeristen, winkel lijkt ook op een wachtkamer
- Modern, clean, appealing, aantrekkelijke plek om naar binnen te lopen, strakke lijnen, vorm van meubels
- Rommelig, veel verschillende meubels, onduidelijk wat je er kan halen, niet meteen een meubel waar je direct naar toe kan stappen
- Positie specifieke servicetafel niet uitnodigend om naartoe te lopen
- Plan je Reis schermen kunnen van toegevoegde waarde zijn in de winkel
- Winkel wordt gebruikt door mensen die niet bekend zijn met de stad of mensen die net redzaam zijn met digitale middelen
- Functie pictogram Plan je Reis niet duidelijk
- Functie pictogram beleving en interactie is duidelijk
- Beleving en interactie hoek is een nuttige toevoeging voor de winkel
- Winkel is te druk, te veel tafeltjes en meubeltjes
- Deelmobiliteit is grappig, goed dat mensen met deelmobiliteit bekend raken, scooter trekt aan
- Merchandise rek wordt herkend als kiosk, niet enthousiast, nutteloos, bang dat het vergeten gaat worden
- Mist reisinformatie in de winkel, zoals een metrolijnenkaart
- Rechterhelft van de winkel is goed, linkerhelft minder
- Winkel spreekt wel RET uit
- Naam Tripz is niet leuk

Huiselijke versie
- Specifieke servicetafel staat goed
- Niet meteen duidelijk wat de winkel is
- Specifieke servicetafel en plantenbak trekken de aandacht
- Te veel groen

- Kubus bank is chaotisch door de vele vormen
- Plantenbak functioneert als drempel om naar de rechterkant van de winkel te lopen

Vergelijken
- Huiselijke versie voelt warmer dan de zakelijke versie, de huiselijke versie nodigt meer uit om naar binnen te komen
- Verlichting van de zakelijke versie is meer RET achtig
- Beide versies zouden hosting kunnen faciliteren, door de afwezigheid van stoelen en geen dichte balies
- De zakelijke versie straalt meer OV uit
- De boot bank is meer leuk dan de kubus bank
- Merchandise rek wordt herkend
- De huiselijke versie is meer onduidelijk dan de zakelijke versie
- De huiselijke versie is meer gefocust op duurzaamheid en toegankelijkheid
- De zakelijke versie is meer functioneel

Conclusie
- Winkel alleen gebruiken voor primaire zaken, dingen die mensen kunnen verwachten in de winkel
- Geschreven tekst gebruiken in de winkel
- Als starpunt de zakelijke versie pakken en elementen van de huiselijke versie toevoegen

Deelnemer 2
Huiselijke versie
- Duidelijk een RET-winkel
- Kleuren en groen, winkel ziet uitnodigend uit, als je iets wilt hebben van de RET zou je naar binnen gaan
- Merchandise rek wordt herkend
- Winkel voelt meer als een winkel dan een servicepunt, voelt als een Vodafone winkel, er is meer interactie
- "i'tjes" waren opgevallen en de functie is herkend
- Plan je Reis schermen lijken op een mobiel, hierdoor is de interesse snel weg

Conclusie
- Pictogrammen zijn duidelijk

Deelnemer 4
Huiselijke versie
- Ziet leuk uit
- Veel licht, groen, krijgt het gevoel van buiten
- Winkel is uitnodigend, wordt er vrolijk van
- Als je binnenkomt zie je meteen een balie (de specifieke servicetafel),

- Positie van de interactie tafel zorgt ervoor dat je niet gemakkelijk aan de andere kant van de tafel gaat staan
- De kaart op de interactieve zou gebruikt worden

Deelnemer 3
Zakelijke versie
- Rood en blauw zijn een frisse kleur
- De winkel nodigt uit, er staat welkom,
- Winkel is ruimtelijk, heel groot
- Je kunt zelf iets doen in de winkel, maar lukt het niet dan kan je hulp vragen
- Verlichting wordt herkend als metrolijnen en wordt als leuk ervaren, de niet felle verlichting is prettig
- Merchandise rek wordt herkend
- Functie snelle service counter wordt herkend
- Boot bank hoort bij de RET, want deze bankjes staan ook al op de stations in beton, bank lijkt op de SS Rotterdam, hoort bij Rotterdam
- Winkel bevalt super
- De winkel hoort bij Rotterdam

Huiselijke versie
- Plantjes zijn mooi
- Kunnen niet veel mensen op de kubus bank zitten, bank is niet functioneel
- Groen in de verlichting is niet mooi
- Geen ruimtelijk gevoel

Vergelijking
- De zakelijke versie is mooier
- De positie van de specifieke service tafel van de huiselijke versie is beter

Conclusie
- Pictogrammen zijn duidelijk

werknemer staat er niet per se meteen achter te staan, maar wel in de buurt, bij binnenkomst in de winkel is het gevoel van een balie weg
- Jammer dat de linker snelle service counter weggestopt plaatst achter het merchandise rek, maar wel de reden dat je gemakkelijker naar binnen stapt
- Plan je reis schermen is overbodig
- Het plafond is mooi, afbakening van gedeeltes van de winkel
- Kubusbankje ziet comfortabel uit, prominente plek waar je gemakkelijke kunt zitten, vanuit deze plek kun je alles in de winkel in de gaten houden
- Interactieve tafel is altijd leuk om mee te spelen
- Pictogram van interactie hoe is leuk, niet duidelijk
- Beleving van interactie hoe is leuk, zou zelf QR-codes toevoegen
- Hoop niet dat de snelle service tafels computers krijgt, liever dat de medewerkers meelopen
- Deelmobiliteit is een goede toevoeging aan de winkel
- Sommige mensen zouden merchandise wel leuk vinden
- Groen past bij de verduurzaming van de RET

Zakelijke versie
- Ziet kaal uit
- Voelt zich bekeken, niet veel afleiding
- "Zo zou ik mijn eigen kantoor ontwerpen?"
- Voor een winkel net iets te open, te weinig privacy
- Bank heeft een mooie vorm, je kunt aan alle kanten zitten, past bij de vormen op de vloer

Vergelijking
- Zakelijke versie is meer kil en ziet minder uitnodigend uit
- Verlichting van de huiselijke versie is mooier, maar die van de zakelijke versie is meer RET
- De zakelijke versie is meer afstandelijk
- De lambrisering van de zakelijke versie is mooier

Conclusie
- Niet het gevoel creëren van klassieke balies, want dan heb je het gevoel dat je in de gaten gehouden wordt.
- De huiselijke versie als startpunt, in verband met privacy en elementen van de huiselijke versie
- Behouden: Dynamische vloer, het wit, groen in het ontwerp verwerken, medewerkers niet achter een balie, niet het gevoel dat je overal bekeken wordt

Dinsdag 12 december 2023

Deelnemer 1

Huiselijke versie
- Wat is Tripz?
- Informatie aan de buitenkant is nuttig
- Winkel straalt warmte en serieusheid uit, maar niet standaard serieus, kleuren zijn verzadigd
- Naar de winkel gaan voor gedegen advies
- Functie specifieke service tafel is niet meteen duidelijk
- Je kan waarschijnlijk veel zelf interacten in de winkel
- Je hoort niet achter de snelle service tafel, omdat er een stoel staat
- Linkerkant is statisch, rechterkant is dynamisch
- Lampen op plafond zijn niet te volgen, wordt wel herkend dat er overlap is met de vloer, had verwacht dat de lampen een guide zouden zijn
- Functie Plan je Reis schermen zijn overbodig, kan je ook op de telefoon, iedereen kan zien waar je heen gaat
- Aan de kant van Plan je Reis voelt de plantenbak als een muur en dat je geen vragen meer kunt stellen
- Interactieve tafel is te laag, je mag aan beide kanten van de tafel staan, iconen op de grond geven aan waar je mag staan
- Deelmobiliteit component is fijn, handig waar je kan zien waar de scooter staat
- Gevoel bij de winkel: Ik heb een vraag en ga er bewust naartoe, ik ga niet ven lekker rondkijken
- De kleuren blauw en rood vallen op, het groen minder

Zakelijke versie
- Ziet uit als een gym
- Saaie bank, wel leuk dat het een boot is, vorm mag duidelijker zijn
- Voelt heel serieus
- Winkel is saai, standaard
- Mist groen
- Meubels zijn blokken

- De positie van de specifieke service doet niet heel veel, ronde kant zou fijner zijn, niet duidelijk wat de functie is
- Gevoel dat je niet uit het blauw mag, omdat het blauw erg opvalt
- Bank boot stuurt je naar de rechterklant van de winkel

Vergelijken
- Plafond minder uitnodigend van de zakelijke versie dan de huiselijke versie
- Zakelijke versie straalt meer de huidige RET-identiteit uit
- Zakelijke versie is meer gefocust op snelheid
- Huiselijke versie nodigt meer uit om het ergens over te hebben
- Huiselijke versie heeft meer vrijheid, voelt minder klinisch dan de zakelijke versie

Conclusie
- Kiezen voor de huiselijke versie
- Functies van de componenten zijn niet duidelijk

Deelnemer 2

Zakelijke versie
- Het gevoel dat je moet wachten
- Warme, prettige omgeving
- Naar de winkel met een doel gaan
- Functie merchandise rek niet meteen duidelijk
- "i'tjes" vallen op, je weet dat je informatie kunt halen, maar niet welk soort informatie
- Iconen op de grond vallen op, bij naderinzien wordt de specifieke service tafel herkend als zelf service door de iconen op de grond
- Winkel voelt officieel aan, als een reisbureau, zelf aan de slag gaan voelt minder toegankelijk, gevoel dat je geholpen wordt, je moet wachten op je beurt, winkel voelt als een wachtkamer
- De aanwezigheid van de bank zorgt ervoor dat je het gevoel hebt dat je moet wachten
- Niet duidelijk of je aan beide kanten van de interactieve tafel mag komen, je

mag alleen maar binnen de "cirkel" lopen
- Aanduiding in de winkel is vaag
- Je voelt je bekeken in de winkel
- Verlichting linkt niet aan de balies
- Verlichting correspondeert met de vloer, maar geeft niet echt richting, te weinig sturing

Huiselijke versie
- Winkel probeert huiselijk te zijn, maar is het eigenlijk niet
- Het groen in de wandpanelen en de verlichting voelt nep

Vergelijking
- Het groen versterkt het gevoel van een reisbureau bij de huiselijke versie
- Kubus bank voelt minder als een wachtplek
- Positie van de specifieke service tafel van de huiselijke versie voelt meer als een balie, maakt het minder toegankelijk
- Zakelijke versie is eerlijker

Conclusie
- Een officiële werkomgeving is lastiger om op af te stappen
- De plaatsing van meubels rondom een winkel geeft het gevoel van in een arena zijn
- Startpunt de zakelijke versie
- Minder zitmogelijkheid
- Iedereen is gelijk in de winkel

Deelnemer 3

Zakelijke versie
- Staat Tripz voor een reisbureau?
- Winkel voelt als een reisbureau, lijkt niet op een RET punt
- Achter de snelle service counters staan RET-werknemers, de specifieke servicetafel is voor zelfservice
- Icoon interactieve tafel is niet duidelijk
- Functie hoek beleving en interactie is niet duidelijk, is niet duidelijk aangegeven
- Blauwe kleur overheerst, niet in evenwicht, winkel komt koel over

- Niet duidelijk of de snelle service tafels dezelfde functie hebben
- Je zal alleen zitten op de bank als je moet wachten
- Merchandise is interessant voor ene groot toeristisch station
- Je hebt geen snel gevoel bij de winkel, aantal blokkades in de winkel
- Reisinformatie moet beschikbaar zijn in de winkel

Huiselijke versie
- Leuk dat de houten muur wordt gebroken door de groene panelen
- Je zou niet snel aan de achterkant van de specifieke service tafel staan, positie is niet logisch
- Planten geven een vriendelijk beeld
- Plantenbak is niet groot genoeg om twee zones in de winkel te creëren
- Verlichting past niet in de winkel
- Functie schermen Plan je Reis is niet meteen duidelijk

Vergelijking
- Huiselijke versie is warmer
- Huiselijke versie komt vriendelijker over
- Verlichting zakelijke versie is beter
- Kubus bank komt vriendelijker over door materiaalkeuze
- Huiselijke versie voelt meer open, het bank bootje in de zakelijke versie is te groot
- De huiselijke versie heeft iets meer privacy

Conclusie
- Ronde vormen zijn meer uitnodigend
- Startpunt de huiselijke versie'
- Sterke punt zakelijke versie is dat je er meer mensen kwijt kunt als het druk is
- Combinatie van pictogrammen en geschreven tekst in de winkel
- In beide versies zit er te weinig de kleur rood
- Je moet kunnen opschalen in de winkel

Deelnemer 4

Huiselijke versie
- Winkel lijkt uit de vliegtuigbranche te komen, lijkt op een reisbureau
- Winkel is serieus, open
- Donkerblauw is kil
- Hoekige vormen, strak afgekaderd
- Rechterkant trekt meer de aandacht, dan de linkerkant
- Geneigd om naar het welkom logo te lopen
- Ruimte voelt van binnen ruimtelijker, dan het van de buitenkant leek
- Functie pictogrammen op de grond is duidelijk
- Functie interactieve tafel is niet duidelijk
- Beleving en interactie is leuk, voelt speels
- De winkel inkijkend van de rechterkant komt vriendelijker over
- Had geen scooter verwacht en de scooter was niet in het begin opgevallen
- Veel blauwe kleur
- Erasmusbrug wordt in de tafel herkend
- Merchandise is gaaf, vorm van rek is niet herkenbaar
- Functie winkel is service verlenen en exploren
- Kenmerken winkel: doortastend, joviaal, fijn
- Het ontwerp is gelaagd
- De verlichting is top

Zakelijke versie
- Komt maritiem over, ziekenhuisachtig
- Jammer dat er geen planten zijn
- Winkel is steriel, opgeruimd
- Bank ziet er uitnodigend en comfortabel uit, bank is niet te comfortabel
- Verlichting is modern en lijkt op bioscoop
- Je kunt makkelijk naar binnen lopen door de vele ruimte, zou niet meteen de ruimte inlopen, maar meer langs de zijkanten lopen
- Functie lijnen op de muur zijn niet duidelijk

- Vlakken op de vloer worden niet meteen herkend als eilandjes
- Winkel is doelgericht; to-the-point

Vergelijking
- Zakelijke versie voelt minder af dan de huiselijke versie
- Zakelijke versie is meer gespreid dan de huiselijke versie
- Zakelijke versie voelt een stuk leger
- Zakelijke versie wordt als jonger ervaren
- Positie specifieke service in de huiselijke versie voelt meer als een bureau
- Huiselijke versie heeft de voorkeur

Conclusie
- Vlakken op de vloer mogen meer functie hebben, je kunt werken met verschillende kleuren
- Startpunt de huiselijke versie

Page 1 (left form)

DESIGN
FOR our
future

TUDelft

IDE Master Graduation
Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT
Download again and reopen in case you lose other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME
Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy".
Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1!

family name	Kollard	Your master programme (only select the options that apply to you):
initials	R.A.M.	given name Rowan	IDE master(s): IPD / DfI / SPD
student number		2nd non-IDE master:
street & no.		individual programme (give date of approval)
zipcode & city		honours programme Honours Programme Master
country		specialisation / annotation Medisign
phone		Tech. in Sustainable Design
email		Entrepeneurship

SUPERVISORY TEAM **
Fill in the required data for the supervisory team members. Please check the instructions on the right!

** chair	H.M.J.J. Snelders	dept. / section: DOS
** mentor	T.J. Jaskiewicz	dept. / section: DCC
2nd mentor	P.C.J. Koot	
	organisation: RET	
	city: Rotterdam	country: The Netherlands

comments (optional)

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v.

Second mentor only applies in case the assignment is hosted by an external organisation.

Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

Page 2 (Procedural Checks)

Procedural Checks - IDE Master Graduation

TUDelft

APPROVAL PROJECT BRIEF
To be filled in by the chair of the supervisory team.

chair H.M.J.J. Snelders   date 01 - 09 - 2023   signature

Dirk Snelders
Digitally signed by Dirk Snelders
Date: 2023.09.01 10:49:30 +02'00'

CHECK STUDY PROGRESS
To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair.
The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 22 EC   YES all 1st year master courses passed
Of which, taking the conditional requirements into account, can be part of the exam programme 22 EC   NO missing 1st year master courses are:

List of electives obtained before the third semester without approval of the BoE

name Robin den Braber   date 05 - 09 - 2023   signature

Robin den Braber
Digitally ondertekend door Robin den Braber
Datum: 2023.09.05 09:19:18 +02'00'

FORMAL APPROVAL GRADUATION PROJECT
To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **.
Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?   Content: APPROVED / NOT APPROVED
- Is the level of the project challenging enough for a MSc IDE graduating student?   Procedure: APPROVED / NOT APPROVED
- Is the project expected to be doable within 100 working days/20 weeks?
- Does the composition of the supervisory team comply with the regulations and fit the assignment?

comments

name Paul Mommers   date 05 - 09 -   signature

IDE TU Delft - E&SA Department /// Graduation project brief & study overview /// 2018-01 v30   Page 2 of 7
Initials & Name R.A.M. Kollard   Student number
Title of Project Design of a new generation service store for RET

Page 3 (Personal Project Brief)

Personal Project Brief - IDE Master Graduation

TUDelft

Design of a new generation service store for RET   project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple.
Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 04 - 09 - 2023   05 - 02 - 2024 end date

INTRODUCTION **
Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Rotterdam is a city in the Netherlands which is well known for its level of innovation and architecture. Throughout the whole city, unique buildings can be found. One of them is Rotterdam Central Station: an international train station, which connects parts of the Netherlands and Europe. Various kinds of business can be found at this location, among which providers of public transport. For decades, the RET has been one of them being the main regional operator in Rotterdam and surroundings. They would like to keep this position by fulfilling the needs of their travelers and reacting to current developments, like the development of Mobility as a Service. This new system causes a rising popularity among new kind of modalities which can be used by everyone. (Arias-Molinares & Palomares, 2020) Current public transport companies must adapt to these developments to stay relevant in the city.

Operating as a public transport provider in a city like Rotterdam comes with its own challenges and stakeholders. Every day, thousands of people rely on your services to get to their preferred destination. In general, there are two kinds of travelers: frequent traveler and optionable traveler. The first group consists of people using public transport on a daily basis or multiple times a week. The optionable traveler has a choice whether to take public transport or another vehicle. These main groups can be split further into smaller groups like students, elderly, tourists, etc. (Province Zuid-Holland, 2019) Especially the last group is at Rotterdam Central Station larger than normal, because of its international image.
Besides the travelers of RET, certain other stakeholders are relevant regarding this project, where a new service store will be developed. The first group of these stakeholders is the RET and its employees themselves, who will make sure the service store will work as intended. The RET rents its location at Rotterdam Central Station. The station itself has multiple proprietors. When changing something at this station, these parties must be notified with plans for development. Patty Koot, mentor on behalf of the RET will attend meetings and keep up with the project. The project will be executed as a student from the TU Delft. The TU Delft (chair/mentor) will assess the project. A prototype team will help by realizing a feasible concept, which can be assessed by the customers and employees of the RET.

RET is an abbreviation for Rotterdam Elektrische Tram. Just like the name states the company is founded in Rotterdam. They are proud to be from Rotterdam and that is something they would like to communicate to their customers. They can be recognized by the company colors: red, blue, and grey. These colors refer to the identity of Rotterdam, a connection the RET wants to preserve.

During World War 2, the city of Rotterdam was bombed, and the complete city center was destroyed. The people of Rotterdam decided to rebuild the city. This new city had to be modern and innovative. Architects got a free hand and because of the rising importance of the car, they decided to build a city where the car was welcome. (Van Eijck, 2020) However, times are changing, and sustainability and well-being of people has the highest priority. This means the current infrastructure of Rotterdam must change, and the car will make space for greenery, leisure time and eco-friendly transportation.
The RET must adapt to these new opportunities of new transportation possibilities. What used to be travelling from A to B, changed to travelling from door to door. People want to travel in an efficient way, the travel resistance from-door-to-door must be minimized. (Bakker, 2018) To align with these rapid developments, RET must refresh their way of providing services towards their clientele, complying with the wishes and needs travelers will have in the future.

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Personal Project Brief - IDE Master Graduation

TUDelft

introduction (continued): space for images

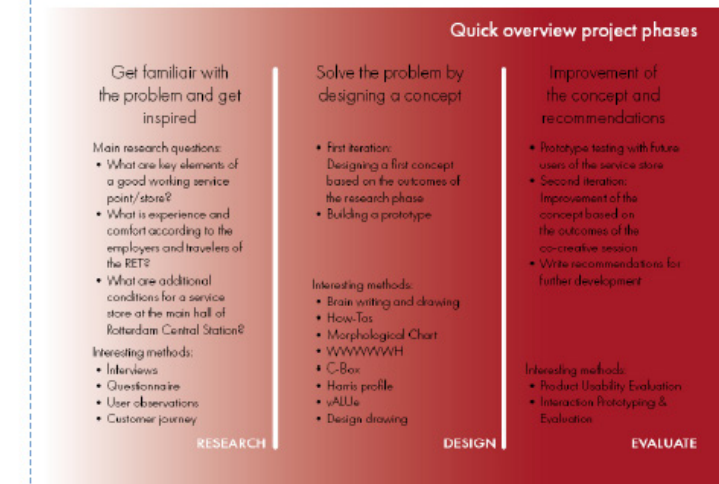image / figure 1:   Location of new generation service store at Rotterdam Central Station

image / figure 2:   Quick overview project phases (Van Boeijen et al., 2014)

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PROBLEM DEFINITION **
Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

Besides providing services by busses, trams and metros, the RET has three service points to help their customers. These are located at Zuidplein, Beurs and Rotterdam Central Station. The service store at Rotterdam Central Station is outdated for the contemporary world of public transport. The existing store is rented from the NS and is situated at the side of the train station. Because of this location, the service point is quite hidden and not nearby the different kind of modalities they offer.

The service point itself is quite basic and the services the RET can provide is limited. For now, the service point exists out of three counters where customers can ask their questions and there are screens displaying information about public transport. RET wants to change the style of this service point by changing the design of this specific location. Experience and comfort must be central within the service point with keeping in mind social safety and reliability. Speed and service must still be available as well.

ASSIGNMENT **
State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, ... In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

Create a vision of a new service store which could be placed at the main hall of Rotterdam Central Station, by focusing

on experience and comfort without neglecting the quality of service the travelers are used to get from the RET.

To get a valuable design from this project the assignment will be done in separate phases (see image/figure 2):
1. Understanding what is needed to operate a service point properly.
Research question 1 - What are key elements of a good working service point/store? Which things have been tried out before to reach experience and comfort, and how do other companies use their service points accordingly? -->
Approach: Literature review and discovering techniques/methods
Research question 2 - What is experience and comfort according to the employers and travelers of the RET? Why are people visiting service points nowadays and to what level do these service points fulfill the needs and wishes of the customers? --> Approach: Literature review and discovering techniques/methods
Research question 3 - What are additional conditions for a service point at the main hall of Rotterdam Central Station? --> Approach: Literature review and discovering techniques/methods
2. Creating a vision of a new service store
Generating ideas and choose a concept from them by making use of design methods. --> Approach: Literature review
3. Evaluation & Recommendation
a. Making a prototype which can be assessed by employers and customers of the RET through a co-creative session.
b. Evaluate the outcomes from the prototype session. Based on the results create a second concept. --> Approach: Design & Evaluation techniques/methods.
c. Write recommendations for further development of the second and upcoming concepts.

PLANNING AND APPROACH **
Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date   4 - 9 - 2023   5 - 2 - 2024   end date
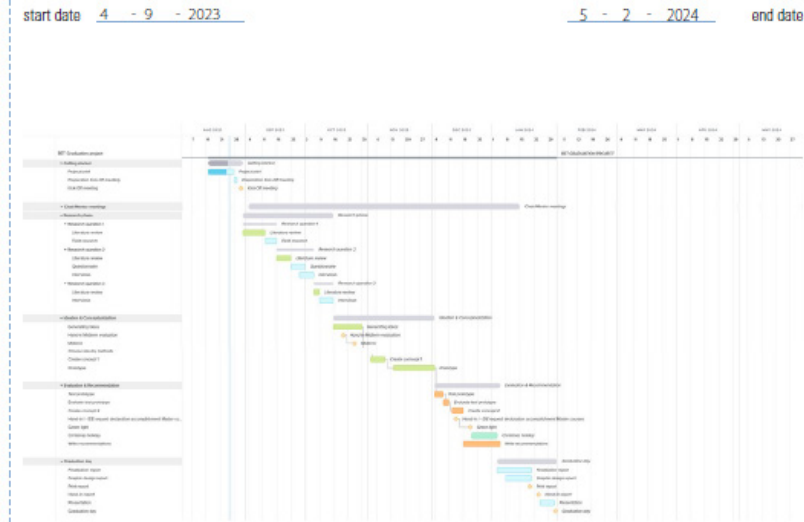
Important dates:

- The kick-off meeting is planned for week 35, Wednesday August 30 (Official start Monday 4 September)
- Midterm presentation is planned for week 43, around October 23-27
- Greenlight is planned for week 51, around December 18-22
- Handing in the deliverables is planned for week 4, Wednesday January 24
- Graduation ceremony is planned for week 6, Monday February 5 2024
- A small holiday is taken in account for December 23, 2023 – January 2, 2024

NOTE: According to the planning there are three main phases of the project: research, design and evaluation phase. However, like every other design project these phases are not completely fixed and there will be some flexibility. There will be some overlap between the phases during the project.

MOTIVATION AND PERSONAL AMBITIONS
Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, ... Stick to no more than five ambitions.

When I started my studies, my goal was to become a car designer. I followed courses about cars and mobility, and I notice there is a bigger world than just drawing cars. The mobility industry is changing and cars, as we know them nowadays, are getting outdated. We must change our consumption in relation to travelling to reduce our impact on the environment and wellbeing. These and other trends evoked my interest in the world of public transport.

For this reason, I have chosen to do an internship at RET to see if I would like to operate as a designer in the world of public transport. The conclusion I derived from this was that I am interested in the world of public transport and noticed this sector is going to play a significant role in the way we will be travelling in the future. For example, I like the accessibility to this sector. It does not matter who you are. Everyone can make use of the services. Everyone can travel, unlike the world of cars. As a designer of public transport, you can have a positive impact on society and its environment.

During this project I would like to explore the fields of public transport even more. Therefore, I have formed the following learning goals:

1. Getting better in evaluating with future users of the service. Trying to implement their needs and interest, resulting the service making sense for them. The service should have a purpose and not just remain "another fun" service.
2. Learn how to co-design a concept like a service store. I want to understand how you can design an interior/building lay-out with multiple stakeholders and evaluate this concept in a proper way, resulting in valuable insights.
3. Organizing a project of this size in the time it is given for. I want to get a better understanding of what it takes to keep on track with a project like this. Creating a planning that contains all the important dates and tasks and keep this planning up to date.
4. Improvement of my communication skills regarding speaking and approaching people. Being open to other people and pro-active in talking to other experts and users to get valuable insights and feedback. Showing initiative to others.
5. Writing of an all-included report in a structured way. A report which contains all things that are executed during the project with an appealing lay-out, which encourages the reader during reading.
6. Improvement of my English writing skills.

Resources:
Arias-Molinares, D., & Palomares, J. C. G. (2020). The WS of MAAS: Understanding Mobility as a Service from A literature Review. Iatss Research, 44(3), 253–263. https://doi.org/10.1016/j.iatssr.2020.02.001
Bakker, P. (2018). De Keuze van de Reiziger. In https://www.kimnet.nl/ (No. 978-90-8902-182–3). Kennisinstituut voor Mobiliteitsbeleid (KiM).
Provincie Zuid-Holland (Director). (2019). Beleidskader aanbesteding OV-concessie Zuid-Holland Noord (ZHN) versie 17 december 2019. In https://www.zuid-holland.nl/.
Van Boeijen, A., Daalhuizen, J., Van Der Schoor, R., & Zijlstra, J. (2014). Delft Design Guide: Design Strategies and Methods. Bis Pub.
Van Eijck, G. (2020). Gebouwd om doorheen te rijden. De Groene Amsterdammer. https://www.groene.nl/artikel/gebo

FINAL COMMENTS
In case your project brief needs final comments, please add any information you think is relevant.

Design of a new generation service store for RET
Master thesis by Rowan Antwan Mathieu Kollard
Design for Interaction | Faculty of Industrial Design Engineering | TU Delft