## **NUDGING PASSENGER BEHAVIOUR** Applying behavioural design interventions for smooth processes

and experiences at Schiphol airport.

Problems with crowding are in many cases related to human behaviour. Most of our behaviour follows from subconscious decisions and mental shortcuts. As such, pedestrians automatically take the shortest route, the route of least resistance, the most direct route or just follow others. These behaviours can explain multiple bottlenecks and issues with crowding within the current reclaim areas. To prevent or mitigate these issues it is required to achieve a behavioural change on the passengers' side.

This project explored if- and how behavioural interventions can mitigate or prevent problems with crowding in order to smoothen the course of events.

By means of a field experiment one of the interventions has been tested and validated. An overwhelming majority of passengers in reclaim area 1 tend to use only one out of two exits. It leads to a messy customs process and stagnation in passenger flow. The intervention aimed to redirect passengers to the second exit by making use of floor markings and additional signage, prompting passengers to 'skip the queue' when it started crowding.

The first results suggest that nudges are indeed capable of steering passenger movement and path choice. Overall, behavioural interventions seems to be a promising area for experiments and innovation within AAS, especially when congestions and process time are mostly dependent on passenger behaviour.

The insights can be used to enhance the passenger experience in the existing infrastructure as well as the development of the A-area.

Committee

Sicco Santema Frithjof Wegener Arthur Huijgen Schiphol Group

Jelmer Kok Nudging Passenger Behaviour 17-10-2018 Strategic Product Design

Company





## **Faculty of Industrial Design Engineering**



## **Delft University of Technology**