

PEOPLE WATCHING

in southampton centre station

Last week I spent three hours observing at Southampton train station, the first time I've spent such a long time in a public place to get to know the environment and people's interactions. it was only when I was there that I realized that the train station, as a public space, has many noteworthy details. In order to fully understand the difference between peak and off-peak hours, I chose the time period between 8:00 and 11:00 a.m. to observe people's interactions with the train station at different times of the day.

customer service

I'll solve people's problems.

display

luggage

collect ticket

seats

My ticket was off peak so I had to wait here until 9:30, that's when the off peak started



Seats

The train station has a limited number of chairs, with only six seats, but my observations showed that even during rush hour, these seats are usually adequate and often have empty seats.

Margaret



labels

- off-peak ticket
- eldrly
- feel cold
- Waiting a long time.

story

A woman was an “off-peak” ticket holder. Since it was not yet 9:30, the start time of the off-peak period, she had to wait in the seating area.

Rahul & Sophie



labels

- couple
- poor
- long-distance romance

story

The couple clung to each other at the station, unwilling to part. Sometimes the station witnesses more sincere tears than a wedding hall

Arthur



labels

- eldrly
- poor memory
- feel cold
- single

story

There was no radio announcement at the station, so I would have to read and pay attention to the station information at the same time. Once before I got so caught up in my reading that I missed a train



Problems

The problem I found was that the seats were located slightly out of the way, requiring passengers to get up to check the information on the ticket gates and displays. This design does not make it easy for passengers to keep an eye on the train schedule

Tickets

How to get tickets

elderly people



Elderly people are more likely to buy tickets at ticket machines or manual windows

young people



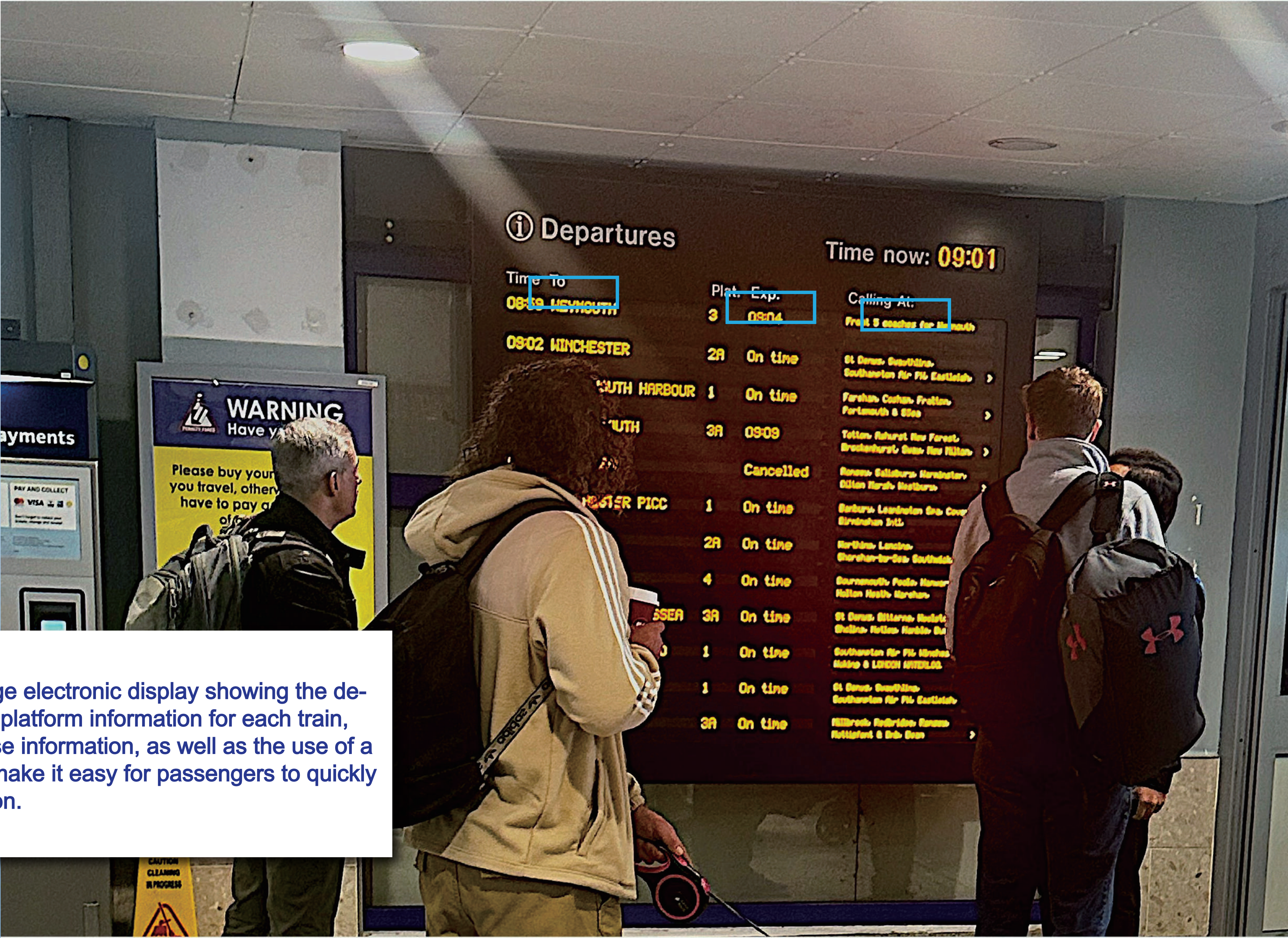
Young people will choose the more convenient way: swipe card or scan code

tickets
collection



Some people will buy tickets online and then exchange them for paper tickets at the window

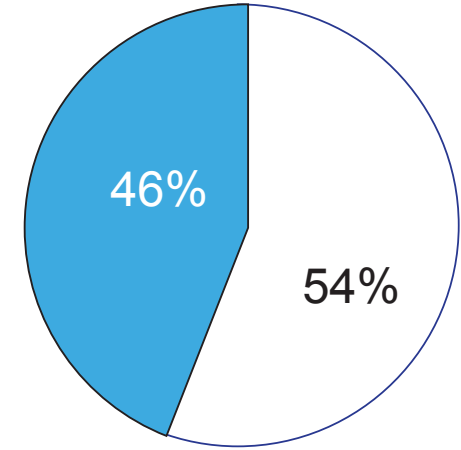
Display



The train station has a large electronic display showing the departure time, terminal and platform information for each train, with clear fonts and concise information, as well as the use of a bright color like yellow to make it easy for passengers to quickly locate their train information.

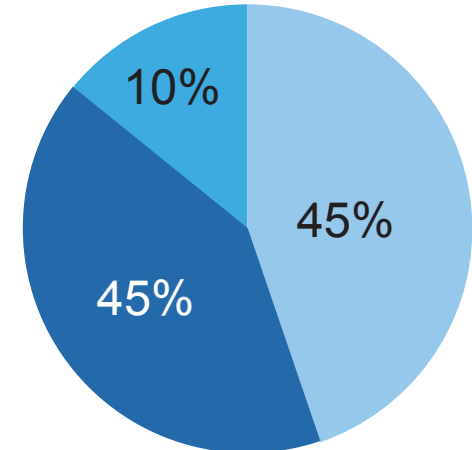
luggage

Percentage of people with luggage



● People with luggage
○ man with no luggage

kind of luggage

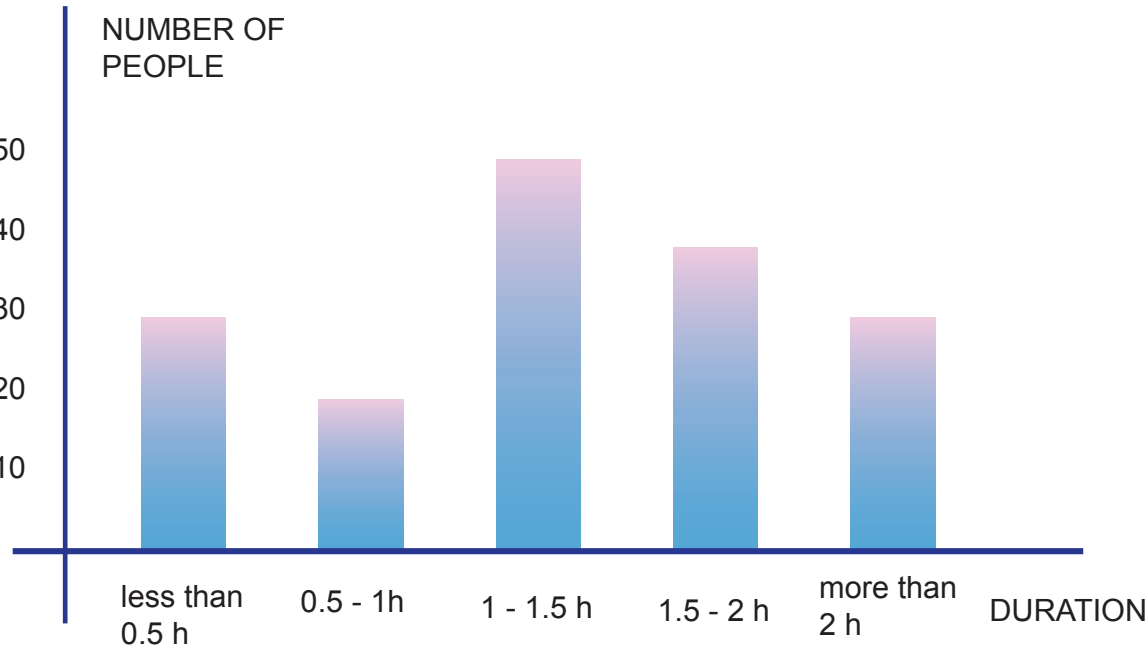


● bulky baggage
● Boarding Cases
● backpacks

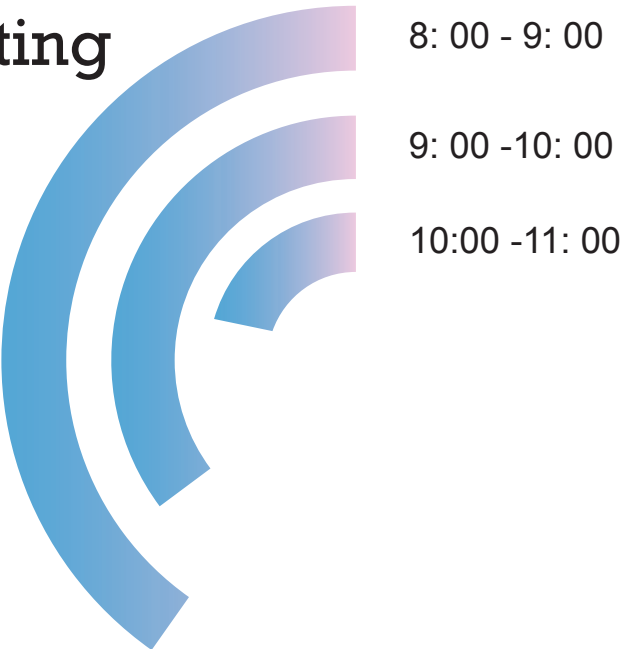


Waiting Room

Waiting time



Number of persons in the waiting room



The number of people in the waiting room becomes larger during peak hours, but the turnover rate is high.

Interview



I find it easy to take my luggage on the train, there are almost no steps except to get to another platform

With no baggage screening, it's hard to tell if someone would bring something dangerous onto the train

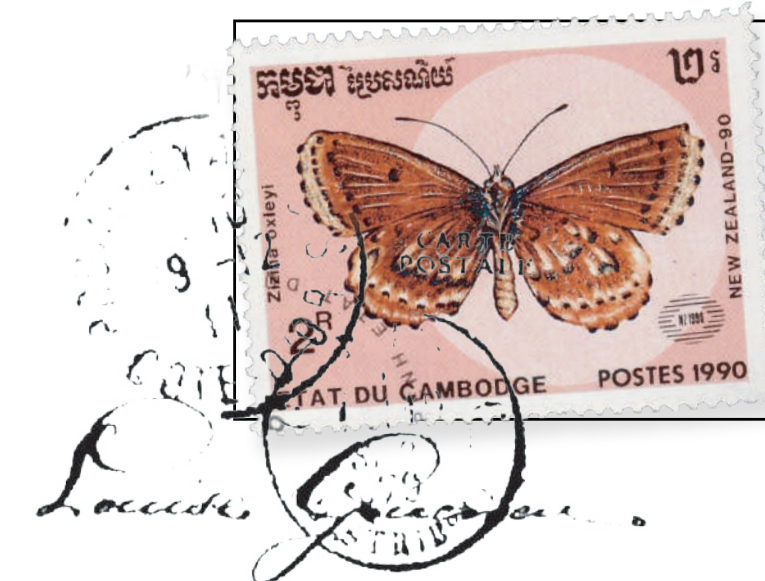


The waiting room is next to the platform, which makes it easy for people to observe the trains

Letter From Southampton

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Observed on
Oct / 25



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Review

Insufficient excavation of users' psychological feelings or potential needs, not much about users' psychology and users' emotions
Insufficient attention may be paid to special populations (e.g. people with mobility impairments).

For Future

Future designs can go beyond the problem discovery level and should also try to design small-scale experimental solutions to test the improvements.

Focus on considering the problem in the context of a larger system while examining a single issue (e.g., seat design is not just about the seat itself, but also about linkages to displays and pathways)