

**Title:** Westminster Pier Qualitative Research 2015  
**Objective:** To determine whether any changes are needed to the new London River Services wall image before further rollout.  
**Date:** 18/09/2015  
**Agency:** TNS  
**Methodology:** Qualitative interviews at Westminster Pier

### **Abstract**

A wall image showing the London attractions that can be reached/seen by river boat was recently installed in the waiting rooms at Westminster Pier. The image is designed to improve customer experience by livening up the pier, and is part of a wider set of pier upgrades outlined in the River Action Plan.

However a concern was raised that the image could be confusing for customers with the blue line running through the middle of the river being misinterpreted as a continuous route that serves every pier shown (the white circles). 52 qualitative interviews were conducted in the waiting room at Westminster Pier to understand customers' interpretation of the image before a decision is made to roll it out further.

### **Key Findings**

Overall customers saw the wall image as a picture/mural showing landmarks/attractions on the river. Very few were using it to plan their travels as they already had the information they needed, having bought their tickets and were in the waiting room.

However the concern would be that if the image was available in an area where customers were uninformed, some may use the image for route information and to plan their travels. This should be taken into consideration before further rollout.

Job Number:15068