



NEW YORK CITY TAXI & LIMOUSINE COMMISSION

PIM Testing Focus Group Report

Prepared for
NYC Taxi and Limousine Commission

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1 SUMMARY

Two focus groups with New York City medallion taxicab users were held on June 28, 2006 to obtain feedback on mock-ups of passenger screens and the credit/debit card process planned as part of the TLC's service enhancements initiative. The research was designed to plan a quantitative survey of passengers to be used for customer acceptance testing and to help guide further development of PIM content and design. This report summarizes results relating to the focus groups' substantive responses to the passenger screens. Additional analysis of focus group results will deal with development of the acceptance test survey.

Overall reaction was most positive for the credit/debit card process, which respondents felt was generally straightforward although requiring a few tweaks. Reaction was also positive for the map provided certain design changes are made. Consistent with previous focus groups that tested PIM features at a concept level, this research found that credit/debit card acceptance and the map offer the most value to passengers.

Respondent opinion about PIM content and advertising ranged from positive to very negative. Reaction varied with type of content presented, prominence of advertising, level of passenger control and graphical design. Passengers were favorable to PIMs that provided information of value to them such as news, weather and traffic information. Response was less favorable to PIMs in which entertainment and nightlife information was predominant; respondents viewed this information as more tourist-oriented than news, weather and traffic conditions.

While respondents accept a certain amount of advertising, they were strongly negative toward PIMs when they felt the prominence of advertising came at the expense of content. Advertising was overly prominent when it prevented users from quickly reaching desired content, when it took up most of the screen and when it distracted users from content. In these situations, advertising strongly detracted from overall acceptance of the passenger screens.

Overall reaction was lukewarm to the prologues and epilogues prepared by City staff. Respondents valued specific information about fares, the City's 311 number and reminders upon exiting. The prologues and epilogues were felt to be visually uninteresting, however.

Respondents made numerous specific suggestions for improving PIM content, design, navigation, payment process screens, prologues and epilogues. Revisions based on this feedback are likely to improve passenger acceptance of passenger screens. Further testing is needed, however, to determine that customers accept the final design of the passenger screens and payment processes.

2 PURPOSE

In March 2004, the Taxi and Limousine Commission (TLC) adopted a series of technological enhancements to be installed in New York City medallion taxicabs. The enhancements include passenger information screens (PIMs) to be installed in the back seat of every New York City medallion cab and credit/debit card acceptance capability.

TLC has selected four vendors who will supply equipment and services to taxicab owners to implement the enhancement program and meet TLC requirements. The four vendors have developed passenger screens that display news, information, entertainment and advertising, and also are used for credit/debit card payment process. City agencies have also developed short “prologue” and “epilogue” videos that will provide a standardized introduction and farewell to passengers.

Two focus groups were held with taxicab passengers to obtain feedback on passenger screens including the credit/debit card screens, prologue and epilogue. Focus groups are structured group processes used to obtain detailed information about a particular topic. Focus groups are particularly useful for exploring attitudes and feelings and to obtain opinions and perspectives on visual stimuli that requires in-person interaction.

Results from the focus groups will be used to plan a quantitative survey of passengers to be used for customer acceptance testing, and to provide feedback to the TLC and vendors on the PIMs as currently developed. This report summarizes results relating to the focus groups’ substantive responses to the passenger screens. Additional analysis of focus group results will deal with development of the acceptance test survey.

3 METHODOLOGY

Focus groups were held at 6:00 p.m. and 8:00 p.m. on June 28, 2006 at a focus group facility in Midtown Manhattan. Participants were recruited in Manhattan, and included residents of all five boroughs, frequent and occasional taxi users, and a mix of age, gender and race/ethnicity.

Respondents were initially escorted to the sidewalk outside the focus group facility and provided an opportunity to view PIMs installed in five vehicles parked at the curb. Three of the four approved vendors were able to provide vehicles with PIMs; vehicles included standard Ford sedans and one minivan. While in these vehicles, respondents completed a brief questionnaire concerning the experience of viewing the PIMs in the vehicle.

Respondents were then escorted upstairs to the focus group discussion room. In the discussion, participants were asked their reaction to the passenger screens in the vehicles, and then shown, in sequence, the two prologues, each vendor's passengers screens, and the two epilogues. Two vendors provided PIMs that were viewed on a large plasma screen and two vendors provided screenshots, also viewed on the plasma screen. Participants completed brief questionnaires at each stage and then discussed their overall reaction, likes, dislikes and suggested improvements. The discussion guide and the questionnaires used in the research are in Appendix B.

Discussions were captured on audio tape and reviewed in detail for the preparation of this report.

Bruce Schaller, Principal of Schaller Consulting, moderated the focus groups and prepared this report. Mr. Schaller is an experienced focus group moderator with extensive experience on taxicab and other transportation issues in New York and other major U.S. cities. He conducted the 2004 focus group research for TLC that tested service enhancements at a concept level among passengers and drivers. He has also moderated focus groups on taxicab, for-hire vehicle and transit issues in New York, Chicago, Los Angeles, San Diego, the Washington DC area and other U.S. cities.

4 OVERALL REACTION

Respondents in the two focus groups provided in-depth reaction to the prologues, epilogues, PIM screens and credit/debit card process. Comments showed a high level of interest in these features and, overall, a mixed reaction to the PIM designs and content as presented.

Consistent with the 2004 focus groups, this research found that credit/debit card acceptance and the PIM map have the most value for passengers.

Overall reaction was most positive for the credit/debit card processing, which respondents felt was generally straightforward although requiring a few tweaks. Reaction was also positive toward the maps provided certain design changes are made.

Respondent opinion about other vendor-produced content and advertising was highly mixed, ranging from positive to very negative. Variation to participant reaction depended on the types of content presented, prominence of advertising, level of passenger control and graphical design.

Overall reaction was lukewarm to the prologues and epilogues prepared by City staff.

As discussed below, respondents reacted in consistent ways to the four PIMs, indicating that differences in presentation method (screen shots versus actual PIM connected to the large plasma screen) did not substantially affect their opinions. Results from these groups were also consistent with findings from the 2004 passenger focus groups that tested the PIM and credit card at a concept level, again indicating the robustness of research findings.

Focus group results indicated that without further improvements, there is a high risk of PIM non-acceptance by passengers. A significant minority of respondents were skeptical of the PIMs even assuming that desired improvements are made because the PIMs did not provide sufficient value to them. Improving PIM design and content as indicated from this research appears to be essential to assuring customer acceptance of the service enhancements.

5 KEY ACCEPTANCE FACTORS

Analysis of passenger reaction to the four PIM mock-ups reveals key attributes that shape passenger reaction and acceptance to PIM content and design. These are:

- **Value** of content to the passenger. Passengers want information that is of interest and value to them.
- **Relevance** of content to the cab ride and to what is happening in New York City.
- Degree of **choice** of content. Different content appeals to different people; choice is thus critical to passengers viewing content that is of interest.
- Level of **control** of content and display.

PIMs that provide value, relevance, choice and control are favored. Respondents indicate that they will use screens for at least some trips provided the screens embody these attributes. Respondents indicate that PIMs that lack these attributes are disfavored and that they would turn off the screens.

6 SPECIFIC FINDINGS

Respondents provided wide-ranging opinion and reaction to each of the four sets of PIM screens. This section covers respondent reaction to PIMs as seen in the vehicles and to PIM content, advertising, design, navigation, the payment process, survey, and prologue and epilogue as presented during focus group discussions.

6.1 In-vehicle installation

While viewing PIMs in the vehicles outside the focus group facility, respondents completed a brief questionnaire about the ease of viewing and reaching the PIMs. Respondents generally rated the PIM screens as excellent or good on four rating items:

- See screen easily
- Reach screen easily to choose menu items
- Readability of text
- Screen brightness

Respondents predominantly rated screens as good to fair for readability of map. In the discussions, respondents commented that the maps were “very hard to read” and that “you had to get very close to the screen” due to the lightness of fonts and, on some PIMs, lack of a full screen option. The minivan appeared to provide slightly better readability of text and map.

Respondents predominantly rated PIMs as fair to poor for audio level. Respondents noted that the audio was difficult to hear.

6.2 PIM content

Currently, passengers spend their cab-riding time talking on the cell phone, talking to fellow passengers or the driver, preparing for their next appointment, and relaxing as they watch the city go by. These are all valuable uses of their time. PIMs will compete for time and attention with these other ways to use passengers' time. Unless the PIMs offer value, passengers will turn them off or ignore them.

Passengers value content that is relevant to them personally, to the cab trip and to what is currently happening in New York City. Content should be “up to the minute” and “geared to the city,” in the words of two respondents.

Desired content is:

- *News, weather, sports and business news* – Passengers have often rushed out of the house without reading the paper yet they want to keep up with the news. PIMs that offer headline news and brief news articles attract their interest. Up to date, short-term weather forecasts are also highly valued. Respondents commented favorably on designs that include easily accessed weather and news.
- *Traffic conditions* – Respondents report spending time looking out at the traffic and wondering how long the trip will take. They experience getting stuck in unexpected traffic delays. In addition to news, real-time traffic information is highly valued; information on planned street closings is also desired.
- *Time and fare* – This simple information is valued. Even before seeing PIMs that include the time of day, respondents mentioned time as a missing piece of desirable information. Respondents were favorable to having the fare displayed on PIM screens as well.
- *Music* – Options to play a favorite type of music were highly valued. Music increases passengers' opportunity to relax during their ride. Passengers also desire control over the type of music being played in the cab.
- *Events and nightlife* – Listings of current entertainment in the city and restaurants is valued; passengers could look up to make plans for later in the day or later in the week. Respondents equated their desired information to the listings found in “Time Out” magazine.

Notably, passengers reacted less favorably to PIMs in which information is predominantly about entertainment and nightlife, which they felt is more tourist-oriented than news, weather and traffic conditions. Passengers value having the PIM present information that is targeted to tourists, but they also want information that is relevant to them. Otherwise, PIMs become something for tourists but not for New Yorkers like themselves.

Passengers were highly favorable to PIMs that offered them a way to choose from a range of content. Riders interested in sports could turn to a sports option while others could obtain the weather forecast, news, or put on some music. Overall, respondents

were more positive to PIMs that offered choice of content and control over content than PIMs that presented a mix of advertising and content without viewer control or choice.

6.3 Content versus advertising

Respondents volunteered an understanding of why advertising may be necessary on the PIMs, mentioning the need to pay the cost of the systems. They appear to accept a certain amount of advertising. However, respondents were strongly negative to advertising in the following situations:

- PIMs that required passengers to view more than a very brief advertisement in order to access content;
- Advertising that took up more screen space than did the content-oriented part of the screen;
- Multiple advertisements displayed simultaneously;
- Advertising that distracts from viewing of desired content.

Passengers were emphatic in saying that an excessive amount of advertising would lead them to turn off the PIM. One respondent, for example, after watching a 30-second ad in order to view restaurant information, commented that, “like no, man, I can’t watch that ad again.”

In general, respondents did not feel that the advertising presented in the PIMs was relevant to the content they were viewing or was of value to them personally. A logical inference is that advertising that is relevant to content (e.g., movie ads accompanying movie listings) would be viewed more positively, as would advertising that offered value to the passenger in some form.

6.4 PIM design and navigation

Passengers want a PIM that is visually interesting and attractive. Designs that were considered “boring” or “uninteresting” received a negative reaction.

Respondents were sometimes puzzled as to how to use the PIM or PIM capabilities. They appreciated features that offered to act as guides to the PIM. They also appreciated design elements that they felt welcomed them to the screens and to the cab itself.

PIM screens should be organized, not “cluttered” or “busy.” Menu buttons or tabs should be consolidated in one set rather than having several sets of buttons scattered in different parts of the screen.

Terminology used on menu items should clearly indicate content. “Information” was not clear, for example. Fare, Map, Dining, Taxi Info had clear meaning.

Touch screen functionality was not intuitive without further description. PIMs that responded to users’ simply touching a blank screen to activate the screen, or that changed

the map display in response to touching the map, were difficult to use. Respondents need buttons or other labeled controls.

Passengers desire to be able to focus on the content of interest without being distracted by other elements on the screen. Elements that involve a “ticker” which scrolls information across a section of the screen was considered distracting and “annoying.”

6.5 Map navigation

The map is one of the most highly valued PIM features. Although some respondents do not envision needing to consult the map, many respondents in this and the previous focus groups see the map as a main attraction to the PIMs.

Navigation and control are essential to fulfilling the potential of the map to bring value to users. The four PIMs presented to the focus groups included a range of features and capabilities. Reactions to these variations indicated that maps should:

- Provide for full-screen view. PIMs that did not allow a full-screen map option were strongly disfavored.
- Clearly label zoom in/out capability. “Zoom in,” “Zoom out,” “Maximize” and “Minimize” had clear meaning, as did magnifier symbols.
- Clearly show street names. Street names on some maps were considered difficult to read.
- Show arrows on one-way streets. Passengers want to see which way streets go in order to be sure that the driver has selected an appropriate route, or to give appropriate directions to the driver.
- Show names of landmarks and parks.
- Provide the capability to pan the map. Respondents desired the ability to pan the map to view streets around their destination in order to give the driver directions. Suggestions were to add scroll arrows on each side, or to have the map move by dragging a finger across the screen. (The latter would have to be explained in some fashion.)
- Although respondents voiced a range of preferences, it appears optimal for maps to begin one click out from a fully magnified level, so that passengers could either zoom in with one click to see more detail or zoom out for orientation.
- Ideally, there would be a capability to enter an address, see the location, and be provided directions to the destination (e.g., like MapQuest).

6.6 Payment process

Overall reaction was positive to the payment screens presented. Differences between vendor designs, however, led to a strong desire for standardization. Passengers want to become familiar with one set of screens and not several versions for what is an essentially identical process.

The payment process should be quick and simple. Respondents imagine an impatient next passenger waiting for the cab, or the difficulty that might be experienced by passengers fresh from the bar.

Desired features are:

- Use the entire screen during the payment process.
- Back and cancel buttons at each step of the payment process.
- Large font size for dollar figures.
- Highlight the dollar amounts, e.g., boxes with black lettering on white background.
- Highlight the total, e.g., larger type for total after tip is entered.
- Swipe the credit card only after determining the total amount.

An important topic of discussion concerned inputting the tip. Desired tip-related features are:

- Show keypad on the same screen as the percentage tip options.
- Show the dollar amounts associated with the 15%, 20% and 25% tip options.
- Option to give tip in cash instead of as part of credit/debit payment (e.g., by putting in \$0.00 for tip).
- Tip should be figured on the fare and surcharges, excluding tolls.

Recommended payment screens that show basic layout and sequence of screens, based on the focus group results, is shown in Appendix A.

6.7 Survey

The discussions briefly touched on rudimentary surveys included in some of the PIMs. Respondents wanted to know how the survey results would be used. They worried that without a clear use of results, people would not take the survey seriously and might either ignore it or would provide non-serious responses.

6.8 Prologue and epilogue

General reaction to the prologue and epilogue segments was mixed. Respondents felt that the information presented is valuable but the presentation of the information is uninteresting.

Respondents valued information showing fares, credit card acceptance, the 311 number for complaints, and a reminder to buckle up. Some respondents would like the opportunity to re-run the prologue in case they missed valuable information the first time it plays. Similarly, the epilogue's reminders to take belongings, exit curbside and watch for bicyclists were valued.

Another suggestion was to add information about customary tips that respondents believe international visitors need to know as tipping customs vary by country.

Respondents were lukewarm to the presentation of the prologue and epilogue information. Overall, they felt the presentation lacked interest and did not make them want to explore the PIM further. Respondents suggested that these segments would be more interesting with video instead of computer-generated images and with “real people.” Shortening the segments was also suggested so that the same information is presented but more rapidly.

Respondents were about equally divided between the 2-D and 3-D versions of the prologue and epilogue. Some considered the 3-D version more interesting and the 2-D version plain. However, respondents worried that the spinning cab in the 3-D version would induce dizziness or carsickness.

Focus group participants reacted negatively to inclusion of the name of the Mayor and TLC Chair in the prologue. Respondents felt this to be intrusive, self-promoting and that it gets in the way of the information.

Suggestions for the epilogue were to be more graphical – show a briefcase and cell phone for the reminder to take belongings; show a cyclist going by the cab for the reminder to watch for bicyclists.

Respondents expect that they will have exited the cab before the epilogue plays. A logical inference from this comment is to display this information during the cab ride as a public service announcement or as TLC information.

APPENDIX A. RECOMMENDED PAYMENT SCREENS

Below are mock-ups of a sequence of screens for payment of metered fares, based on focus group comments on the four sets of vendor screens. These mock-ups show overall layout and sequencing of the process but are not intended as final designs.

Screen 1

Fare payment

Fare	\$8.50
Surcharge	\$1.00
Tolls	\$3.50
Total	\$13.00

Select payment method:

Cash **Credit or debit**

screen 2

Fare	\$8.50
Surcharge	\$1.00
Tolls	\$3.50
Total	\$13.00
Tip:	\$1.70
Total	\$14.70

Enter tip:

1	2	3
4	5	6
7	8	9
	0	

Or select tip amount:

15%	\$1.30
20%	\$1.70
25%	\$2.10

Back **OK** **Cancel**

screen 3

Fare	\$8.50
Surcharge	\$1.00
Tolls	\$3.50
Total	\$13.00
Tip:	\$1.70
Total	\$14.70

Please swipe card in reader

Back **Cancel**

screen 4

Fare	\$8.50
Surcharge	\$1.00
Tolls	\$3.50
Total	\$13.00
Tip:	\$1.70
Total	\$14.70

Processing please wait

Screen 5

Fare	\$8.50
Surcharge	\$1.00
Tolls	\$3.50
Total	\$13.00
Tip:	\$1.70
Total	\$14.70

Thank you!

A total of \$14.70 has been charged to your card.

Please remember to take your receipt from the driver.

**APPENDIX B.
FOCUS GROUP DISCUSSION GUIDE AND PARTICIPANT
QUESTIONNAIRE**

PIM Focus Groups - Discussion Guide

IN-CAB VIEWING (15 minutes)

(BRING RESPONDENTS TO CURB IN FRONT OF FACILITY AND DISTRIBUTE TWO ONE-PAGE QUESTIONNAIRES TO EACH RESPONDENT.)

1. Introduce PIMs:

- New passenger screens will be going in cabs later this year. Take a few minutes to view the screens in one sedan and one minivan and complete a questionnaire in each type of vehicle. The mockups give you an idea of what the screens are like in the two types of vehicles. We will look at the content on the screens in more detail after we go upstairs.
- Bring your completed questionnaires with you when we go back upstairs.

(RETURN TO FOCUS GROUP ROOM.)

I. INTRODUCTION (10 minutes)

1. Purpose...Sponsored by TLC to get your reaction to passenger screens that will be going in all yellow medallion taxicabs in NYC
2. Mechanics...audio taping, one way mirror
3. For a productive group...relax and in a good mood, everyone participate, one at a time, participate about equally, no right or wrong answers, talk to one another
4. Introductions...Name, where live, how often use medallion cabs, and what you do while riding in the cab.

II. IN-CAB VIEWING AND PROLOGUE (15 minutes)

1. What is your general reaction to the passenger screens you saw downstairs?
 PROBE FOR:
 - Ease of viewing and reaching screens
 - Any impediments/problems to viewing and reaching
2. Now I'm going to show you two short clips. Imagine that you have gotten into a cab for a typical trip that you take. You've told the driver the destination, he has turned on the meter and is starting off. This comes on the passenger screen.
3. Take a minute to view the clip and complete the first page of the questionnaire.
(SHOW PROLOGUE #1)
4. What is your general reaction to this introduction?
 - What do you like about this one?
 - What do you dislike about this one?
 - What if anything is not clear or confusing?
 - What is the key message here?
 - What can you think of to improve this introduction?
(SHOW PROLOGUE #2)
5. What is your general reaction to this introduction?
 - What do you like about this one?
 - What do you dislike about this one?
 - What if anything is not clear or confusing?
 - What is the key message here?
 - What can you think of to improve this introduction?
6. Which introduction do you prefer? Why is that better?

III. VENDOR PIMS (64 minutes)

(THIS SECTION WILL BE REPEATED FOR EACH OF THE FOUR VENDORS)

1. TLC has approved four companies to install passenger screens in all medallion cabs in New York. The screens will have information and entertainment and allow you to pay by credit and debit card. Before TLC approves what each company has put together, we want to see what taxi users like you think of them.

I'm going to show you each of the four company's products and ask for your reaction. Since all four companies have been approved to install screens, we are not asking you to make comparisons, but just for your reaction to each company's product.

Remember that these are mockups but they give you an idea of what the passenger screens will be like.

2. Imagine that you are in the cab, the introduction has played, and now the first screen after the introduction comes up, for Vendor A.

(DEMONSTRATE INITIAL SCREEN FOR VENDOR A)

- Is there anything unclear or confusing about this?

Complete the next page of the questionnaire for this screen.

3. What is your overall reaction to this screen?

- What do you like about this one?
- What do you dislike about this one?
- What can you think of to improve this screen?

PROBE FOR:

- Navigation
- Controls
- Overall attractiveness
- Value of content
- Value of advertising
- Acceptability of advertising and content mix

4. Now I'll show you the map for Vendor A.

(DEMONSTRATE MAP FUNCTIONALITY FOR VENDOR A)

- Is there anything unclear or confusing about this?

Complete the next page of the questionnaire for this screen.

5. What is your overall reaction to this screen?

- What do you like about this one?
- What do you dislike about this one?

- In what situation would you use the map?
- What can you think of to improve this screen?

PROBE FOR:

- Navigation
- Controls
- Overall attractiveness
- Value

6. Now I'll show you the other content for Vendor A.

(DEMONSTRATE OTHER CONTENT FUNCTIONALITY FOR VENDOR A)

- Is there anything unclear or confusing about this?

Complete the next page of the questionnaire for this screen.

7. What is your overall reaction to these screens?

- What do you like about this one?
- What do you dislike about this one?
- What can you think of to improve this screen?

PROBE FOR:

- Value of content
- Value of advertising
- Acceptability of advertising and content mix
- Navigation
- Controls

8. Overall about Vendor A's passenger screens:

- What do you like most?
- What do you dislike most?
- How would you rate Vendor A's screens overall: excellent, satisfactory or unacceptable?

(ASK FOR SHOW OF HANDS)

- What are the most important improvements that should be made?

(DISTINGUISH BETWEEN CHANGES TO VENDOR CONTENT AND TLC CONTENT)

- Assuming that those changes were made, how if at all would your rating change?

(BRIEFLY GET REACTION TO TLC INFO FOR SELECTED VENDORS)

9. Once these screens are in the cabs, you will have the option to pay your fare, including tolls and tips, by credit or debit card. You will be able to choose between continuing to pay with cash and paying by credit/debit card.
10. The passenger screens will take you through the payment process. (DESCRIBE EXAMPLE TRIP). You are short of cash and decide to pay with a credit card. (DEMONSTRATE CREDIT CARD PROCESS FOR VENDOR A, ASSUMING IN-CITY FARE AND TOLL PAYMENT)

Complete the next page of the questionnaire for the payment process.

11. What is your overall reaction to these screens?
 - Is there anything unclear or confusing about the screens or the process?
 - Is the process working the way you would want it to work?
 - What can you think of as improvements?

PROBE FOR:

- Terminology clear
- Layout works well
- Navigation easy
- Feel in control, know what to do

V. EPILOGUE (5 minutes)

1. Once you've paid the fare the following screen will play. Take a minute to view the clip and complete the last page of the questionnaire.

(SHOW EPILOGUE)

2. What is your general reaction to the exit clip?
 - What do you like about this one?
 - What do you dislike about this one?
 - What if anything is not clear or confusing?
 - What is the key message here?
 - What can you think of to improve it?

VI. WRAP-UP (5 minutes)

1. To wrap-up, suppose you are the Taxi and Limousine Commissioner. It's a few months from now and suppose that the vendors have made the changes that you have said are most important to you. The vendors are now coming to you for final approval of their passenger monitors before they are installed in all 13,000 cabs. It's up to you to decide whether to give the o.k. On the back of your questionnaire, write down what you would do, and why.

(WHILE RESPONDENTS MAKE THEIR LISTS, CHECK FOR ADDITIONAL QUESTIONS FROM OBSERVERS)

2. Would you approve or not? (SHOW OF HANDS)

PROBE FOR:

- Level of support for PIMs
- Major benefits
- Major reservations.

(ASK ADDITIONAL QUESTIONS FROM OBSERVERS)

(THANK RESPONDENTS AND CLOSE SESSION)

In-cab questionnaire

Which cab is this:

- #1
- #2
- #3
- #4
- #5

Where are you sitting:

- Left seat
- Right seat
- Middle seat

Take a few minutes to view the screens in one sedan and one minivan and complete a questionnaire in each type of vehicle. The mockups give you an idea of what the screens are like in the two types of vehicles. We will look at the content on the screens in more detail after we go upstairs.

	Excellent	Good	Fair	Poor
1. See screen easily				
2. Reach screen easily to choose menu items				
3. Readability of text				
4. Readability of map				
5. Audio level				
6. Screen brightness				

YOUR NAME: _____

Please show the extent to which you agree or disagree with each of the following statements. If you fully agree, mark the big “YES” box to the far left. If you completely disagree, mark the big “NO” box on the far right. If you somewhat agree or disagree with the statement, mark one of the other boxes to indicate your agreement/disagreement with the statement.

Prologue #1

	YES	Yes	yes	no	No	NO
1. The screen is attractive to look at.						
2. I feel welcomed as a customer.						
3. Watching the screen, I want to fasten my seat belt.						
4. Seeing this screen, I want to explore further.						
5. Having this in the cab seems like an intrusion on my peace and quiet.						

Overall rating of prologue #1:

- Excellent
- Satisfactory
- Unacceptable

Prologue #2

	YES	Yes	yes	no	No	NO
1. The screen is attractive to look at.						
2. I feel welcomed as a customer.						
3. Watching the screen, I want to fasten my seat belt.						
4. Seeing this screen, I want to explore further.						
5. Having this in the cab seems like an intrusion on my peace and quiet.						

Overall rating of prologue #2:

- Excellent
- Satisfactory
- Unacceptable

Initial screen (Vendor A)

	YES	Yes	yes	no	No	NO
1. The screen is attractive to look at.						
2. It gives me the sense that there is a lot of valuable information or entertainment here.						
3. Looking at this screen, it seems like an intrusion on my peace and quiet.						
4. I can control the display the way I'd like to.						
5. I feel as if they almost had me in mind when they designed this product.						
6. Having this in the cab strengthens my impression of taxi service.						

Overall rating of initial screen:

- Excellent
- Satisfactory
- Unacceptable

Map (Vendor A)

	YES	Yes	yes	no	No	NO
1. The screen is attractive to look at.						
2. It gives me a lot of valuable information.						
3. I would want to go to the map when I travel in a cab.						
4. I can control the map the way I'd like to.						
5. Having this in the cab strengthens my impression of taxi service.						

Overall rating of map:

- Excellent
- Satisfactory
- Unacceptable

Vendor content (Vendor A)

	YES	Yes	yes	no	No	NO
1. These screens are attractive to look at.						
2. It gives me a lot of valuable information or entertainment.						
3. I would want to go to these screens when I travel in a cab.						
4. I can control the display the way I'd like to.						
5. Having this in the cab strengthens my impression of taxi service.						

Overall rating of vendor content:

- Excellent
- Satisfactory
- Unacceptable

Payment screens (Vendor A)

	YES	Yes	yes	no	No	NO
1. These screens are attractive to look at.						
2. The payment process is quick.						
3. I always know what to do for each step.						
4. Mistakes are easy to correct.						
5. I clearly see where I am in the process.						
6. Having the credit/debit card payment option strengthens my impression of taxi service.						

Overall rating of payment process:

- Excellent
- Satisfactory
- Unacceptable