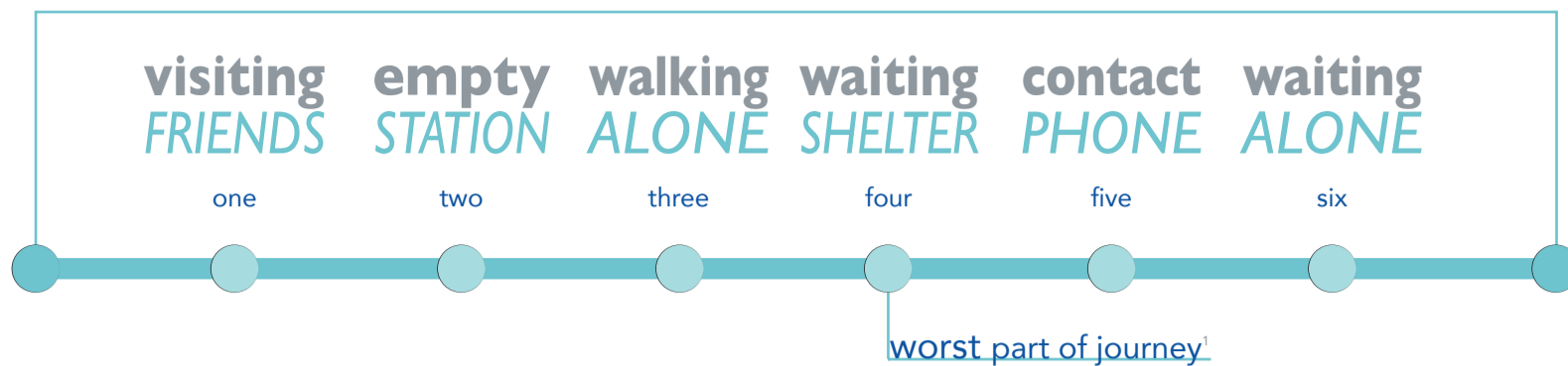


"one of the most terrifying experiences of my life" Alice



SCENARIO ROLE PLAY

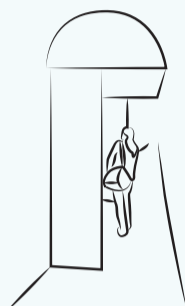
Alice is visiting friends outside of London but doesn't drive



Arrives at empty station at 23:30
Unsure where to go next.
Uses GPS on her phone.



Walking to bus stop with heavy bag and phone in hand.
'Alarming' very few people around.



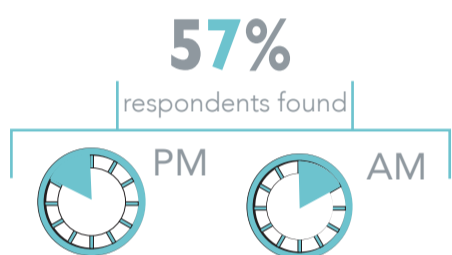
Dark, bus timetable is unclear. Has the last bus gone already?
Increasingly nervous.
Phone battery died.



Pay phone down the street. Never used one before.
Unpleasant, creepy, can't see out of the box whilst calling.



Waiting alone for her friend. Reassured help is on the way.
Feels vulnerable like a sitting duck.



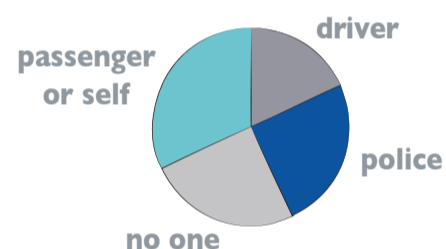
least harmonious



rated waiting for transport within top 2 worst parts of journey

violence
ALCOHOL RELATED
anti-social behaviour

top 3 most common experiences



who defused the situation

According to 50 respondents from Survey Monkey (2014)

USER

Often has to remove herself from the situation but didn't do anything wrong.
She thinks this is better than getting involved.



female

16-19²
& up to 26³
years old

young



most scared at stations



frequent traveller



uncomfortable



is it monitored?

KEY INSIGHTS



Removing the target (physically or the perception of) can reduce crime.

Routine Activity Theory; Matt, Director of Programmes at Dfuse; Keri, London Tramlink.



Defusing a situation by acting appropriately can significantly reduce more serious crimes.

Matt, Director of Programmes at Dfuse; 'Street Angels' in Halifax saw violent crime etc. reduced by 42%.



Visibility and adequate lighting are vital and reassuring. Perpetrators cannot hide and target is visible to aid.

Primary research and expert opinions all emphasised this.



Waiting (at a train station) is the least secure despite presence of staff before & after the first & last trains.

London TravelWatch: What Consumers Think, 2014; TfL Crime Statistics Bulletin Q1 2014/15



Victims can inadvertently make a situation worse if dealt with inappropriately. They can also become a perpetrator.

Primary research with Matt from Dfuse; news articles & experiences.

PROPOSITION STATEMENT



Perception of safety after hours when waiting for transport.

People feel vulnerable, targeted and apprehensive of dealing with a situation.



If people feel at ease, confident and have the necessary skills to defuse a situation, violent crimes could be reduced significantly.



Design a product service system that ensures users feel comfortable throughout the whole journey, particularly while waiting.

This can be achieved by addressing both environmental issues and personal competency skills.



This follows an approved University Ethics protocol and all people photographed have given prior consent for publication of images, names and quotes.

¹50 respondents from Survey Monkey, 2014
³ASB Report, PassengerFocus, 2010

²An Overview of Sexual Offending in England & Wales, Gov.uk, 2013