

RESEARCH ASSOCIATE FOR ‘Using real-time train data to influence passenger positioning and boarding behaviour’ (FIXED-TERM FOR 7.5 MONTHS AT 0.3FTE, STARTING MAY 2017)

Job Description

Job Grade: Specialist and Supporting Academic Grade 6

Project Information

‘Using real-time train data to influence passenger positioning and boarding behaviour’

This is a multi-disciplinary project between Loughborough University and the University of Surrey, funded by RSSB.

This project is part of a programme aimed at faster, safer, better boarding and alighting of trains. Often when a train arrives at a platform, passengers may be wrongly positioned for the doors, the right carriage for their booked seat or certain facilities e.g. cycle areas. The problems created by this behaviour are slower boarding, reduced safety and a degraded passenger experience. Enhancing this passenger information and evaluating its influence on passenger behaviour at the passenger-train interface (PTI) is the focus of this project.

By understanding in detail what additional passenger information could be provided and evaluating its influence on passenger behaviour, this project will provide clear guidance on what data could improve passenger flow when transformed into actionable passenger information. This will enable passengers to better utilise their platform wait time to ensure speedier and safer boarding and alighting, and an enhanced passenger experience.

The project will explore what information passengers require about an approaching train and evaluate whether providing this significantly influences their behaviour on the platform with and without the presence of a train. The influence of the information may be dependent on the method of communication and needs to be tailored to the decision-making behaviour and the desired effect. The project intends to explore the appropriate mix of (i) general information to all passengers via announcements and electronic displays, and (ii) information tailored to personal passenger requirements via their mobile devices.

Job Purpose

To conduct and publish user-centred design research in the area of information to improve the experience of boarding and alighting trains.

Job Duties

Research

- To devise, arrange, undertake and analyse research using surveys, interviews, workshops, visual prototypes and/or other user-centred design methods.
- To use collaborative design methods with stakeholders, when appropriate, to create new propositions for customer information
- To devise, arrange, undertake and analyse user trials to evaluate design propositions and prototypes in conjunction with project partners.
- To prepare and deliver presentations at relevant academic and industry conferences if required

- To document the research undertaken and disseminate results in appropriate formats to academic and industrial audiences.
- To help write and submit high quality conference and journal papers.
- To organise and record internal project meetings and actions as required and liaise with project partners.
- To review on a continuous basis relevant developments reported in the scientific and technical literature.
- To assist in the preparation of further research bids and follow on funding applications where required.
- To pursue excellence and maintain high standards of ethics and safety in all activities.

General, Technical

- To formulate detailed plans for the project based on broad guidance from the project team.
- To feed back to the project team on progress, to make recommendations for next steps and to prepare project reports and attend project team meetings.
- To collaborate with colleagues in the University team, and the whole project.

General and administrative

- To work effectively with relevant administrative, technical and academic staff in the Design School and across the University.
- To engage in training programmes in the University (e.g. through Staff Development) which are consistent with individual needs and aspirations and those of the project team and the host department.
- To carry out specific other duties as may be reasonably requested by the project leader and that are commensurate with the nature and grade of the post.

Other:

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Organisational Responsibility:

Reports to: Tracy Ross

Responsible for: None

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Education and Qualifications	An outstanding educational profile up to and including first degree and/or Masters in a relevant user focussed discipline	1
	Holds (or near to completing) a PhD in a relevant user-centred design discipline or equivalent professional experience	1
Experience	Current or recent experience of user-centred design methods including surveys, interviews, observational and user trials	1,3
	Knowledge and experience of conducting literature reviews in areas relevant to user-centred design	1,3
	Experience of developing and applying participative and visual design methods including prototyping	1,3
	Experience of using quantitative and qualitative data management software (e.g. Excel, SPSS, NVivo) and presenting the outcomes of data analysis	1,3
	Ability to coordinate project activities, manage project tasks, prioritise and meet deadlines	1,3
Skills, Abilities and Knowledge	Excellent written, visual and oral communication skills – including writing for academic and professional audiences	1,3
	Self-motivated with ability to meet multiple deadlines	1,3
	Ability to work independently, using initiative, and as part of a team	1,3
	Excellent interpersonal, and organisational skills	3
	Excellent IT skills, including MS Office applications	1
Training	Willingness to undertake appropriate further training and to adopt new procedures as and when required	3
Other	Commitment to observing the University's Equal Opportunities policy at all times	1,3
	Willingness and ability to travel	3
	Knowledge of relevant ethics issues for research	1,3
	Knowledge of relevant Health and Safety issues for research	1,3
	Commitment to maintain confidentiality at all times	3

Desirable Criteria

Area	Criteria	Stage
Experience	Post-doctoral (or equivalent) experience of working in an academic or applied research environment	1,3
	Research or applied work on customer experience and/or service design	
	Experience of cross-disciplinary working between user-centred design and other fields, both academic and professional	1,3
	Experience of working as part of a multi-centre team	1,3
	Demonstrated capacity for excellence in research and publication	1,3
Training	Completion of training modules for research staff	1,3
Other	Valid licence for driving in the UK and Europe	1

Conditions of Service

This appointment will be part-time (0.3fte) on a fixed term contract. Salary will be on Specialist and Supporting Academic Grade 6 £29,301 - £36,001 pro rata per annum subject to annual pay award, at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

Informal Enquiries

For informal enquiries please contact Tracy Ross, Research Fellow, Loughborough Design School by e-mail at t.ross@lboro.ac.uk or by telephone on +44 (0)1509 226913.

Applications

The closing date for receipt of applications is 7 May 2017.