

CO-OPERATE

Survey Approach & Next Steps



1984 or 2003?

1. The clothing designer assesses the need for insulation, flexibility, abrasion resistance and environmental friendliness (i.e. minimum impact on environment in manufacture and disposal). Production is carried out in a number of sizes and the new super 'Unicover' is launched through the State 'Body Thermal Protection Units'.

OR

2. The designer starts by looking at lifestyle and aspirations for her intended customers. Where and when will the garments be worn? What are they to achieve apart from covering the body? What personality are they to project and how will they enhance the life of the wearer?

In order to achieve these objectives the designer has to research the audience at a personal level, i.e. beyond carrying out frequency counts of activities and observations of garment-wearing and measurements of skin temperature. By knowing her audience the designer offers benefits beyond the material. The purchasing contract is enhanced by promise of future personal advantage to the purchaser.

PCT Approach

- Aim is to position / market rural transport solutions as right choice
- PCT (Personal Construct Theory) views behaviour as experiment
- If behaviour satisfies core psychological constructs continue
 - Happiness
 - Safety
 - Self-worth

Example

I choose to use this shop because it always has what I need

(my time is not wasted)

(I am a discerning sort of person)

When I use it the staff are polite and attentive

(I am valued as an individual)

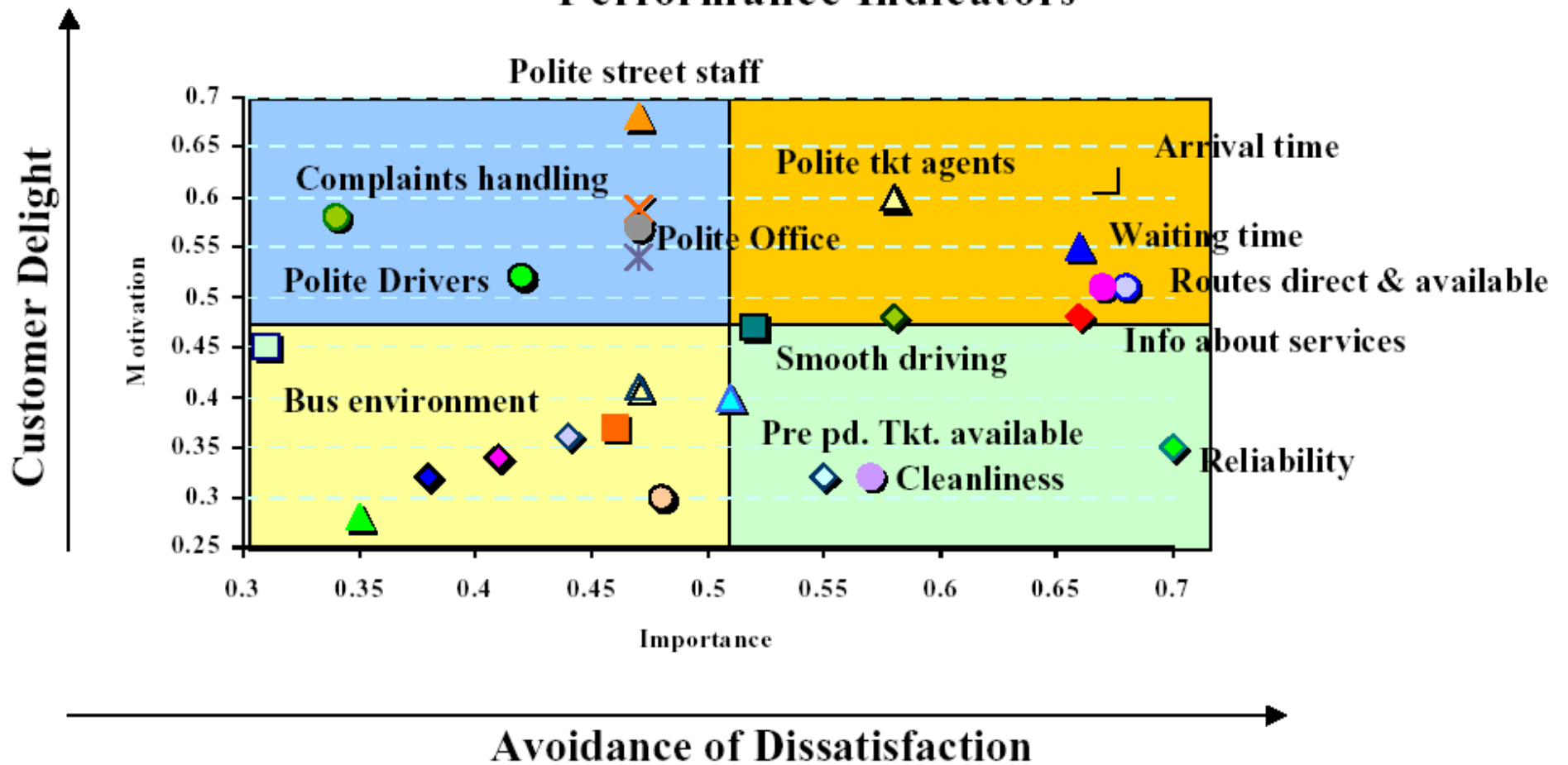
Porter, 2002

Dublin Bus

- New CitySwift Route
- Understanding physical factors important to customers,
- and **why** these are important
- Bus service attempts to validate the choice
- Greater customer satisfaction and ridership

Dublin Bus

Performance Indicators



Dublin Bus 2

- Quality Bus Corridor – lower user than expected
- Damage to buses / stops
 - Damage = danger (safety as core construct)
- Work with children to identify motivations
 - To be valued & noticed
 - Treated fairly



For the chase, OK if no one hurt
Getting own back when
authority not fair



This is art, cool OK to do
anywhere

Issues

- PCT assumes people are proactive - challenging & learning
- Some may need help in experimenting and (hopefully) validating
- Identify constructs of different people groups

PCT Approach

- Limited application in transport
 - Dublin Bus, Fear of Cycling
- Detailed interviews with balanced sample.
 - Age, gender, socio-economic group, users & non-users.
- Can be augmented by quantitative approaches
- Will establish core constructs and therefore potential levers for rural transport solutions