



Inclusive Journeys

Improving the accessibility of public transport for people with sight loss

➔ **MAKE YOUR MARK.**

LONDON | LOS ANGELES | SAN FRANCISCO | SINGAPORE



Source: RailUK.com

Contents

1. Project purpose
2. Our approach
3. Creating an accessible research experience
4. What we found and what stands out
5. Accessibility checklist
6. Project impact and legacy



Think about your journey to Quirks today..

What did you notice about the journey?

What challenges (if any) were there?

How did you solve them?

What went well (if anything)?

How did you feel?



RNIB

See differently

Breaking down the barriers faced by people with sight loss

Blind and partially sighted people tell us that better accessibility to transport and public places is the most important factor to improve their quality of life

Travel is an essential part of everyday life

- People with sight loss are unable to drive, so for journeys that cannot be made by walking, rely on public transport, taxis and lifts from friends and relatives. However, with a wide breadth of accessibility issues, using public transport can prove to be a daunting experience.

Travel can be an emotive experience

- Challenges faced with travel are a key source of frustration. Just as good experiences with travel can build confidence, bad experiences can cause stress and impact on independence and wellbeing.

Accessible design is better for everyone

- Creating solutions to barriers can deliver a greater sense of independence and an improved public transport service for all.



RNIB

See differently

2CV worked with RNIB to explore the experiences of using public transport

Our approach

Quantitative

- Mix of telephone interviews and online surveys with a representative sample of 512 blind and partially sighted people age 16+.

Qualitative (focus groups and travel diaries)

- 6 focus groups with 18 participants.
- All the participants were blind or partially sighted.

Ethnographic study

- 2CV conducted a multi-stage approach culminating in a series of co-creative workshops with blind and partially sighted participants.
- A mix of digital auto-ethnographies (16 participants), using 2CV's accessible digital tool, and face-to-face ethnographies (8 participants) across the UK, across a range of journeys and transport modes.



Creating an accessible digital ethnography experience

It was essential to design all research stages with the needs of blind and partially sighted people in mind



- We used an app built for accessible online research
- Accessibility features include High Contrast mode and ARIA attributes which make it compatible with assistive tools like VoiceOver and Talkback
- Text, photo or voice note response
- Moderator-free approach meant that journeys could be as natural as possible and provided the opportunity for participants to independently tackle any travel disruptions and report back

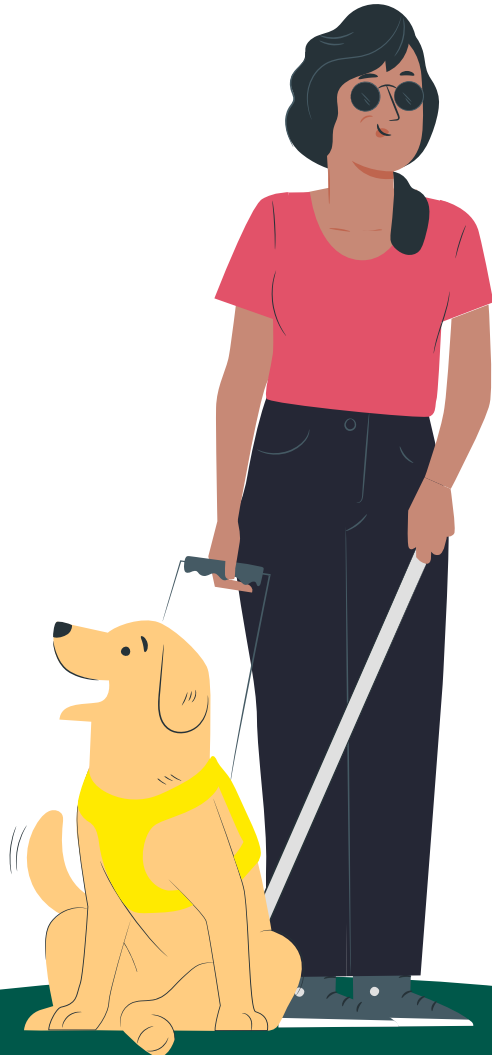


RNIB

See differently

How we ensured our research was accessible throughout the project

We factored in a number of considerations from recruitment through to final report delivery



Flexible approach
catered to
individual needs

Prioritising
personal safety

Avoiding visual
stimulus during
co-creation
workshops

Working with
participants to
design questions

Following
accessibility
guidelines for
reporting



RNIB

See differently

What we found and what stands out

Our research approach empowered participants to highlight key challenges and common workarounds across multiple modes of transport

Travel is a hugely emotional experience for blind and partially sighted people

- Blind and partially sighted people rely much more heavily on advanced planning and a range of 'workarounds' or coping strategies.

There are still significant gaps in basic information provision

- Many feel that basic information is lacking; audio announcements can be suboptimal, and the placement and legibility of signage presents challenges.

Research is a powerful way to bring those with lived experience together

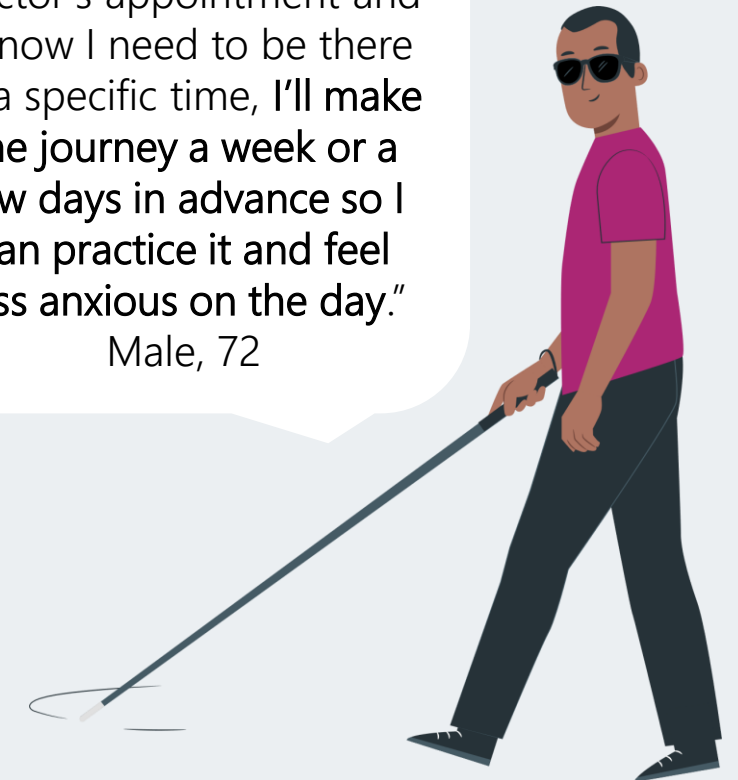
- Sharing stories can be a positive way to remember that they are not alone.
- Many used the co-creation workshop as an opportunity to share general tips and tricks for navigating public transport and the names of accessibility apps with one another.

"My phone is my equivalent of a white cane. Without it, I would be completely lost and overwhelmed. It's my most prized source of information. I carry a battery pack with me wherever I go."

Female, 49

"Sometimes if I have a doctor's appointment and I know I need to be there at a specific time, I'll make the journey a week or a few days in advance so I can practice it and feel less anxious on the day."

Male, 72



“It’s really interesting listening to everyone because I often feel quite isolated. I don’t have any visually impaired friends so listening to everyone else’s experiences really resonates because I realise that it’s not just me.

On a personal level, discussing these points has made me feel hugely better. It sounds like everyone has a similarly hard time all the time.”

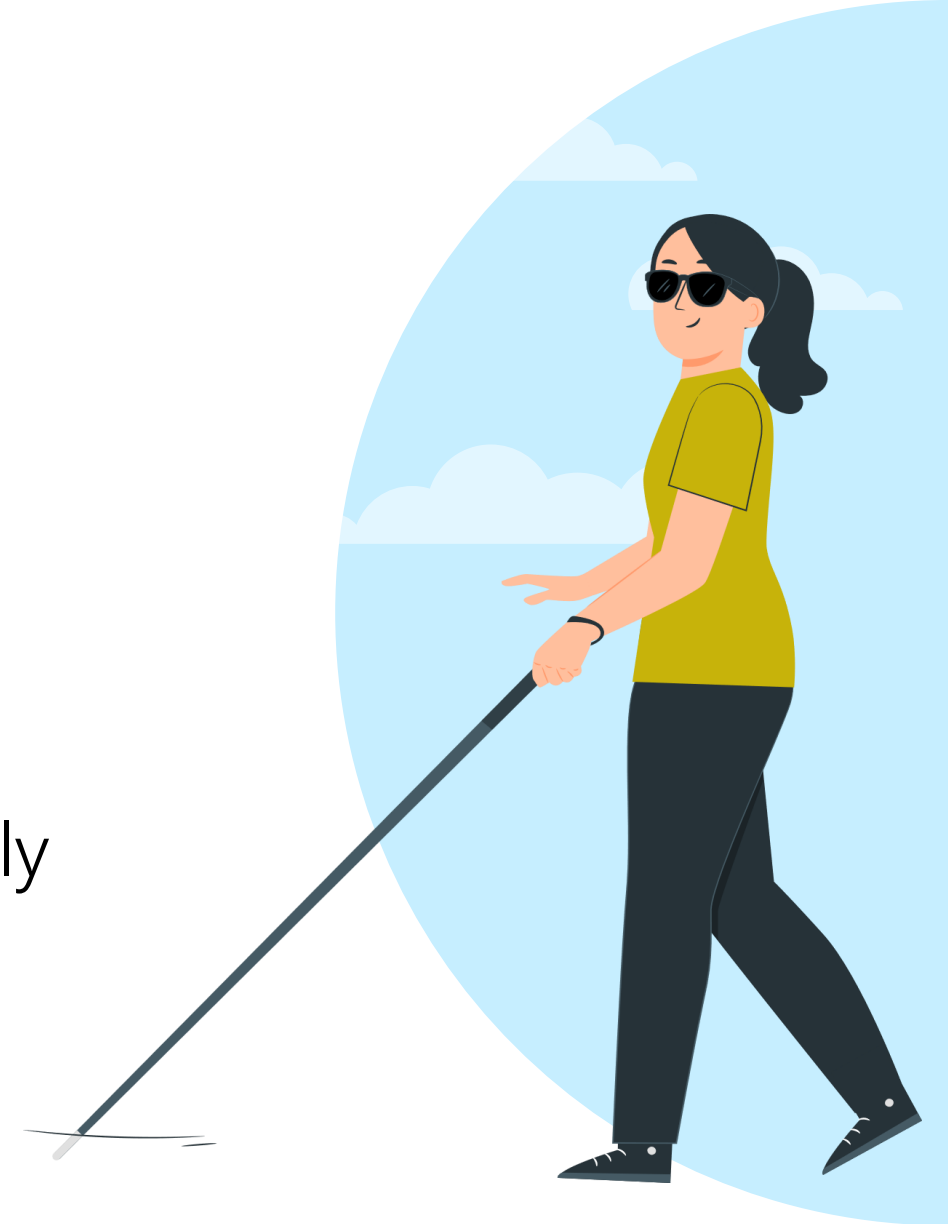
Male, 48

Some key stats to share

Over **half of people** with sight loss find it difficult to navigate public transport facilities.

Over **three quarters** of blind and partially sighted people feel nervous about travelling to unfamiliar places, and while most feel safe, nearly one in five do not.

Over **a third** of participants said they rarely or never use public transport.



Engaging with corporates to address the barriers

Project impact

- ✓ Accessibility checklist
- RNIB is calling for transport providers to work with us and use our accessibility checklist to make their services more accessible to enable blind and partially sighted people to travel independently and live a fulfilled life.

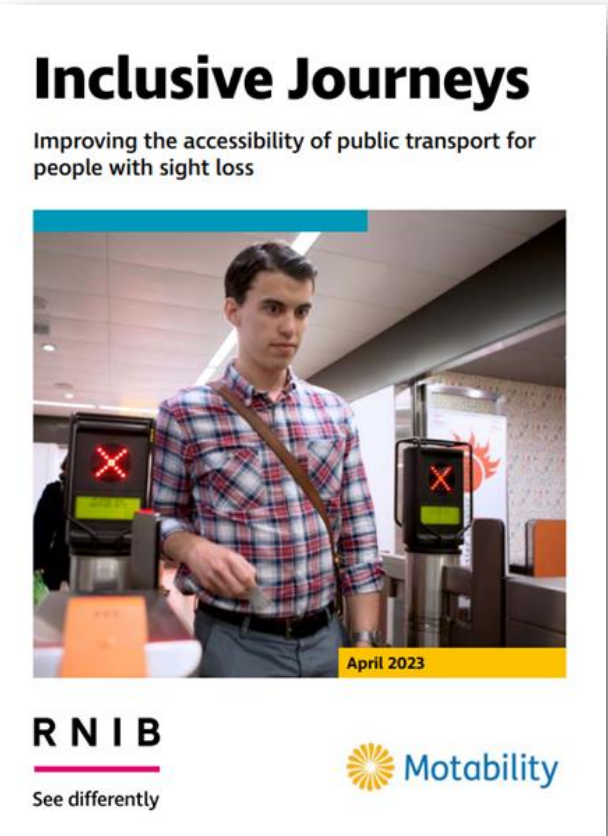
Staff and Assistance

Tickets and journey planning

Public Awareness

Providing information

Transport Environment



“I’m hoping this research is impactful enough for some changes to be made. This will make a massive difference to all our lives, **giving us more independence**. It will open up new experiences for us, allowing us to **travel in confidence**.”

Accessibility is not just the physicality of our surroundings, but allowing those with disabilities the opportunity to experience things that **everyone else can.**”

Gemma Harrison, Participant

Accessible transport means...



Gemma Harrison, Participant

Delivering sustainable, positive change

Project legacy

- ✓ 2CV x RNIB continued partnership
 - Working together on future projects.
- ✓ RNIB shift in strategic focus
 - Research has highlighted the importance of transport and it is becoming a greater strategic focus for RNIB to address.
- ✓ Technology-focused test and learn initiatives
 - RNIB has an important role to play in influencing tech companies to provide accessible multi-purpose apps and solutions.
 - We have secured funding to provide a blueprint for a perfect app solution for travelling.



Delivering sustainable, positive change

Project legacy

- ✓ Last Five Metres pilot
 - RNIB and Good Innovation are soon piloting an app to provide people with sight loss the information and tips they need to reach new leisure & entertainment venues with confidence.
- ✓ NaviLens pilots
 - RNIB collaboration with NaviLens at Wolverhampton Bus Station - giving passengers immediate access to wayfinding details and live travel information on their mobile phones.
 - Using the NaviLens free app and the camera on a phone, codes placed around station facilities are detected automatically, and the details are presented to a user on screen or read aloud.
 - RNIB collaborated with GoMedia, Network Rail and NaviLens to pilot NaviLens at Euston Station. Recently won two Spotlight Rail Awards in the categories 'Delivering for the Customer' and 'Service of the Year'.



NAVILENS WOLVERHAMPTON BUS STATION

Navilens tour through
tactile paving

Navilens.com





[Terms & Conditions](#)

➔ **MAKE YOUR MARK.**

LONDON | LOS ANGELES | SAN FRANCISCO | SINGAPORE