

# COMP2213 - Interaction Design

## Deliverable 2

### Interviews Analysis and Affinity Diagram

### Group 6

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## BACKGROUND

As shown in the literature review sent in hand in 1, Flexible Transport Systems have a great improvement in cost and flexibility time but there are some deficiencies in the feasibility.

We propose that persuasive technology can change people's behaviour through psychological techniques, and we further guide people's travel patterns through gamification, where the goal is to give people positive psychological feedback on activities to make them more likely to choose sustainable transportation. However, to successfully implement this model, it is crucial to understand people's minds, and (Basic Psychological Needs Theory) provides key assistance in this regard. Therefore, this project intends to help people achieve sustainable behaviour by taking advantage of their psychology and the natural need for socialization that everyone has.

## Interviews Analysis Process

Our interviews aim to gain an in-depth understanding of people's current behaviour and attitudes toward sustainable transportation. The original purpose of the assignment was to design a product that could target the entire population. Due to the insufficient number of samples, we only invited 12 volunteers to participate in the interview. We interviewed as many people of different age groups and social backgrounds as possible. Audio recordings of all interviews were fully transcribed and interview statistics were analysed and quantified. See page 96.

## Technical steps to implement Qualitative Analysis

1. The first step in our interview analysis involves summarizing similar data to outline a common theme.
2. Secondly, capturing the keywords and internal logical relationships of the topics to assign the codes accordingly.
3. Thirdly, similar codes are sorted into themes.

4. For the fourth step of the interview analysis, keywords were extracted from the coded interviews, and the internal logical relationship was found from the coding for classification. This process requires multiple iterations among team members
5. The fifth step is to sort out the classified topics and the codes under the corresponding categories and generate the topic code manual.
6. We reflected on the data we got from interviewing by making pie charts and histograms. And in total 10 different data charts were made.
7. The final step involves referring the themes to one another to create an affinity map, which is one of the best strategies to develop ground theory.

## CONCLUSION

After concluding our interviews, we have confirmed that there are still underlying problems with public transport that need to be tackled first such as reliability and cost. However, our focus was on the gamification element of making sustainable transport more fun and accessible, and we have discovered that many people, especially older people, were not very fond of this. This made us realize that our target audience will mainly be the younger generation as they were interested in this idea. We also noticed that most of our interviewees didn't like the idea of competitiveness linked with public transport based on questions about our prototype's ideas. However, they did like the idea of working in groups against other groups. Many people also weren't too bothered with the sustainability of the transport they use but were more inclined to base their decision rather on the cost and speed.

# Code Book

Code System	Description	Frequency
1 Background information		91
1.1 Age group		10
1.1.1 Young generation	less than 30	7
1.1.2 Middle age	from 30 to 60	5
1.2 Social status		11
1.2.1 Student		5
1.2.2 Employed		5
1.2.3 Unemployed		2
1.3 Daily commute		21
1.3.1 Time consumed		21
1.3.1.1 Long commute time	More than THIRTY minutes	3
1.3.1.2 Short commute time	Less than THIRTY minutes	8
1.3.2 Satisfaction of current way of commuting		12
1.3.2.1 Generally unsatisfied		1
1.3.2.1.1 Take a long time to walk or take a bus		1
1.3.2.2 Neutral		3
1.3.2.3 Generally satisfied		8

1.4 Public transport		39
1.4.1 Frequency of use		11
1.4.1.1 High Frequency	More than THREE times a week	5
1.4.1.2 Low Frequency	Less than THREE times a week	6
1.4.2 Types of public transport		13
1.4.2.1 Buses		7
1.4.2.2 Subway		3
1.4.2.3 Taxi		1
1.4.2.4 Trains		2
1.4.3 Taking public transport for leisure activities		7
1.4.3.1 Yes		3
1.4.3.2 No		4
1.4.4 Reasons for Feeling Inconvenient		5
1.4.4.1 The journey is too long		1
1.4.4.2 Buses are not on time		2
1.4.4.3 Subway stations are not enough		1
1.4.4.4 Public transport is inflexible		1

1.5 Familiarity with the current environmental issues		8
1.5.1 A certain level of understanding		3
1.5.2 Little knowledge and concern		5

2 General opinions and Knowledge of sustainable transport		104
2.1 Agreement with positive effect of sustainable transport on environmental protection		11
2.1.1 High		9
2.1.2 Low		1
2.1.3 Neutral		1
2.2 Choosing public transportation because of environmental problems		10
2.2.1 Yes	Will choose public transportation because of environmental issues	3
2.2.2 No	Will not choose public transportation because of environmental issues	9
2.3 Advantages of sustainable transportation		27
2.3.1 Affordability		8
2.3.2 Convenience		3
2.3.3 Environmental friendliness		13

2.3.4 Avoid the hassle of parking compare with private car		1
2.3.5 Reducing traffic congestion		2
2.4 Disadvantages of sustainable transportation		26
2.4.1 Overcrowding		4
2.4.2 Delays		5
2.4.3 Inflexibility		4
2.4.4 Uncomfortable experience		5
2.4.5 Bad smell		1
2.4.6 Carsick		2
2.4.7 Covid-19		2
2.4.8 Limited service hours	In some cities there's no public transport service after midnight	1
2.4.9 Expensive initial cost		1
2.4.10 Too slow		1
2.5 Suggestions for improving public transport		7
2.5.1 Increasing the number of buses		2
2.5.2 Developing more routes		1
2.5.3 Tracing the buses with more accuracy		1
2.5.4 Integrating different kinds of public transportation		1



2.5.5 Better designed means of transport		1
2.5.6 Escaping the peak time		1
2.6 Influencing factors on the choice of public transport		8
2.6.1 Contribution to environmental protection		1
2.6.2 Affordability		3
2.6.3 Driving Fatigue		2
2.6.4 Number of people traveling together		1
2.6.5 Free buses pass	An event was held where people could ride the bus for free for a period of time.	1
2.6.6 Being Drunk (Intoxicated)		2
2.6.7 None		0
2.6.8 Government help	The government could help fund more sustainable transport	1
2.7 Choosing public transport with mates		9
2.7.1 Yes	Traveling with 2-3 people	2
2.7.2 No	Traveling with large groups	2
2.7.3 No, prefer private transport		5
2.8 Choosing public transport while traveling		6
2.8.1 Yes		1
2.8.2 No		4
2.8.2.1 Car only		1

3 Interviewee's behavior, interactions and views related to shared transport		87
3.1 Familiarity with shared transport		21
3.1.1 User has used various shared transport		21
3.1.1.1 Ride-sharing		8
3.1.1.2 Bike-Sharing		7
3.1.1.3 Scooter-sharing		3
3.1.1.4 Car-sharing		2
3.1.1.5 Shared e-bike		1
3.1.2 User hasn't used shared transport before		0
3.2 Attitude toward the existing forms of shared transport		7
3.2.1 Satisfied	Current forms is enough	6
3.2.2 Unsatisfied		1
3.3 Frequency of the usage of shared transport		10
3.3.1 High frequency	More than THREE times a week	3
3.3.2 Low frequency	Less than THREE times a week	7
3.4 Advantage of shared transport in user's opinion		14
3.4.1 Environmental friendliness		1

3.4.2 Affordability		5
3.4.3 Flexibility		3
3.4.4 Increase in capacity		2
3.4.5 No traffic congestion		1
3.4.6 Doesn't limit the status of passengers	Such as tired, drunk etc.	2
3.5 Determinants that keep users from choosing shared transport		33
3.5.1 Non-human factors		25
3.5.1.1 Weather		5
3.5.1.2 Road condition		6
3.5.1.3 Distance		8
3.5.2 Human factors		6
3.5.2.1 Affordability		4
3.5.3 Peak hours	Too many cars cause traffic jams during peak hours, thus making interviewees choose shared transportation	1
3.5.4 The trip plan		1
3.6 Other forms of shared transport	Any other form of shared transportation that the interviewee thought about	2
3.6.1 Cable car		1
3.6.2 Shared car		1

4 Interviewee's opinions on the cost and convenience of public transportation		76
4.1 The time consumed by walking from the stops to the destination		12
4.1.1 Long	More than 10 minutes	3
4.1.2 Short	Less than 10 minutes	9
4.2 Number of switches		11
4.2.1 One or two switches		4
4.2.2 None		7
4.3 Perceptions of public transportation ride times		13
4.3.1 Public transportation is fast		1
4.3.1.1 Take the subway to avoid traffic jams		2
4.3.2 Private car is faster		9
4.3.2.1 No stops for Private care		1
4.4 Factors which affect the satisfaction		30
4.4.1 Affordability		3
4.4.2 Neatness		2
4.4.3 Speed		6
4.4.4 Flexibility		5

4.4.5 Guaranteed Safety		2
4.4.6 Too crowded		4
4.4.7 Uncomfortable Experience		2
4.4.8 Bad weather		1
4.4.9 Service attitude		1
4.4.10 Noise		1
4.4.11 Switch		1
4.4.12 Delay		2
4.5 Views on the cost of public transportation		10
4.5.1 Expensive		2
4.5.2 Cheap		3
4.5.3 Neutral		5

5 Interviewee's digital experience and opinions on our prototype		67
5.1 Use app to take public transportation		25
5.1.1 Use unilink		8
5.1.2 Use uber		7
5.1.3 Use trainline		8
5.1.4 Use other apps...		2
5.2 Attitude towards app		34
5.2.1 Attitude towards app design		15

5.2.1.1 Like the design of apps		7
5.2.1.2 Neutral		7
5.2.1.3 Don't like the design of apps		1
5.2.2 Reasons for not using apps		2
5.2.2.1 Never heard of these apps		1
5.2.2.2 Hard to use		1
5.3 Opinions towards the apps in total		8
5.3.1 Don't care about the design of appearance, only care about the function.		3
5.3.2 Appearance and function are important.		2
5.3.3 Apps need to be designed to be easy to use and powerful.		2
5.3.4 Apps need to be attractive in design.		1

6 Consideration of the potential feature of our prototype		79
6.1 Attraction	The attraction of the public transportation apps introduced medals, experience points, achievements, and other game components.	10
6.1.1 Attractive		4

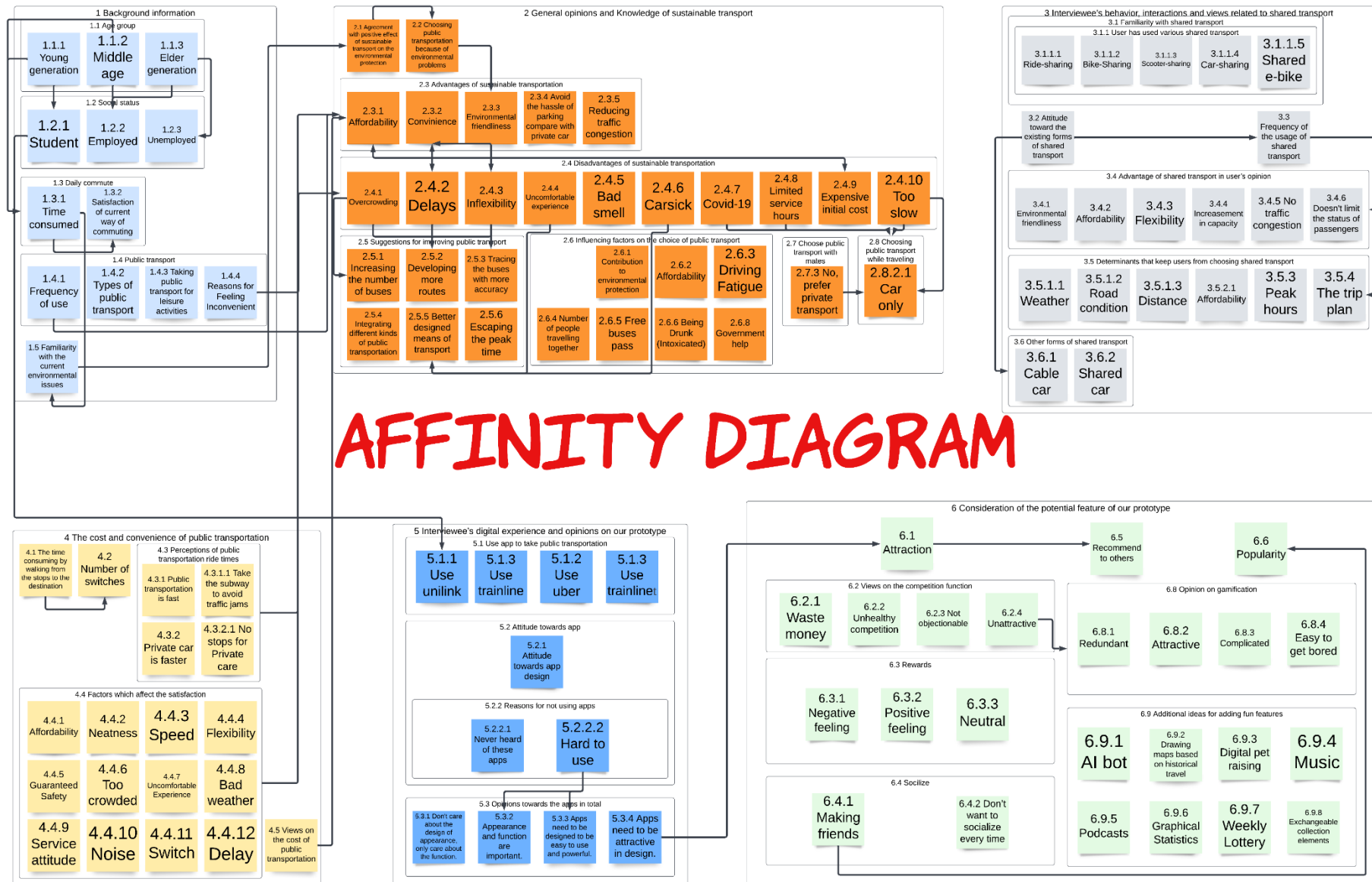
6.1.2 Unattractive		4
6.1.3 Neutral		2
6.2 Views on the competition function	The attraction of the public transportation apps if a competitive aspect is added for taking public transportation (a system ranking based on the total number of trips you take on public transportation).	9
6.2.1 Waste money	Interviewee think adding a competition function to a public transportation app is wasting money. Because someone might take unnecessary travel for a higher tank.	1
6.2.2 Unhealthy competition		2
6.2.3 Not objectionable		2
6.2.4 Unattractive		4
6.3 Rewards	The attraction to use public transportation frequently if it gives the users an opportunity to earn rewards such as a free weekly ticket/pass.	11
6.3.1 Negative feeling		3
6.3.2 Positive feeling		7
6.3.3 Neutral		1
6.4 Views on socialize function	The attraction to use public transportation more often if the user has a chance to interact and socialize with the other passengers.	10
6.4.1 Making friends		2
6.4.2 Don't want to socialize every time		5

6.4.3 Wasting time		3
6.5 Views on reward function	If high ranking has a chance to get reward	2
6.5.1 Attractive		2
6.6 Recommend to others	The probability to recommend to other users with the app including above features.	6
6.6.1 Recommend		4
6.6.2 Not recommend		2
6.7 Popularity		7
6.8 Opinion on gamification	How does the interviewee feel about the gamification of public transportation apps?	13
6.8.1 Redundant		6
6.8.2 Attractive		3
6.8.3 Complicated		3
6.8.4 Easy to get bored		1
6.9 Additional ideas for adding fun features	Interesting features that interviewees would like to see added to the public transportation app	11
6.9.1 AI bot	Add AI function in the app to provide some smart travel suggestions	1
6.9.2 Drawing maps based on historical travel		2
6.9.3 Digital pet raising	"Walking your dog!"	3
6.9.4 Music		1
6.9.5 Podcasts		1
6.9.6 Graphical Statistics		1



6.9.7 Weekly Lottery	To win free travel or similar	1
6.9.8 Exchangeable collection elements		1

# Affinity diagram



# Appendix 1

## Transcribed Interviews (with Codes)

# Interview 1

Interview time: 2022/11/18 11:18-11:41

Location: On-campus Highfield

Interviewer: Qianmu Zhang

Interviewer: Welcome to the interview, I am Qianmu Zhang and I will be your interviewer. I am so glad you accepted the invitation as your thoughts and ideas might be crucial for our future study and development. First of all, I would like to explain our privacy requirement and ask for your consent to the interview at the beginning.

If you are happy to participate you will be asked to provide your verbal consent to take part. Your participation is completely voluntary.

This research project is part of the COMP2213 group project. The research will be on related to Sustainable Transport.

You have been approached because you are known to the student(s) or because you have been identified by the students as being appropriate for an interview on one of the topics listed above.

You will take part in a short interview (~15-20minutes). The interview will involve non-personal questions about your opinions on the topic listed above. Interviews may be audio-recorded.

The study will add to the current knowledge on each topic, as well as being a valuable practical learning tool for the student(s) who are learning qualitative research techniques.

Please do not give any identifiable information during your interview. Your interviewer (student) will ask for your verbal consent to participate in the research. Because no identifiable information will be gathered in the interview, the students will retain anonymous interview transcripts and notes until the end of the semester.

You may withdraw at any time and for any reason. You may decline to give your verbal consent and not take part in the interview without penalty.

If you have any concern or complaint, contact the COMP2213 teaching staff ([r.gomer@soton.ac.uk](mailto:r.gomer@soton.ac.uk)), otherwise please contact Research Governance Office (02380 595686, [Rgoinfo@soton.ac.uk](mailto:Rgoinfo@soton.ac.uk)).

Please read the following statements on Data Protection.

Do you agree with all of the statements and are willing to participate in the interview now?

Interviewee: Yes.

Interviewer: Cool! Let's begin with the basic background information. Could you please tell me your age?

Interviewee: 24.

Commented [A1]: 1.1.1 The age group is the young generation.

Interviewer: And could you tell me your job?

Interviewee: No, I haven't worked yet, I am still a student.

Commented [A2]: 1.2.1 The social status is the student.

Interviewer: So as a student, I believe that you might have to commute a lot. How long does your daily commute to school take?

Interviewee: A quarter I believe, I usually go to school on foot.

Commented [A3]: 1.3.1.2 Short commute time for daily commute.

Interviewer: Okay. Could you tell me what your satisfaction is with your current way of commuting? On a scale from one to six, one for "Very Unhappy" and six for "Very Happy", what will you choose to describe your feelings?

Interviewee: I think it is a four.

Commented [A4]: 1.3.2.3 Generally satisfied with the current commuting way.

Interviewer: Thank you. Could you tell me more about your transportation for leisure activities? On a scale from one to five, one for "seldom" and five for "always", what frequency do you use public transport?

Interviewee: Five. If I have to go out for some activities, I always use public transport.

Commented [A5]: 1.4.1.1 High Frequency to use public transport.

Interviewer: Then what kinds of public transport do you use most often?

Interviewee: Buses.

Commented [A6]: 1.4.2.1 Buses are the most often used public transport.

Interviewer: Have you ever felt inconvenienced or troubled by your current mode of transport?

Interviewee: Sometimes, yes. The frequency of the bus service is so low that sometimes it takes a long time to wait.

Interviewer: That's indeed a problem. Do you think that you are environmentally friendly since you use a lot of public transport? Do you know about lots of current environmental issues?

Interviewee: No not at all. I don't take public transport because of some ideas like saving the earth. It is just a money issue. Taking public transport is a lot cheaper than taking a taxi or owning a private car. As for the environmental issues, I don't waste anything also due to the money, but maybe it does protect the environment at the same time, I think so.

Commented [A7]: 1.5.2 Little knowledge and concern about the current environmental issues.

Interviewer: Thank you for your candour. Now I would like to start the topic on the general opinion and knowledge of sustainable transport. Do you think sustainable transportation can improve environmental problems such as global warming? On a scale from one to five, one for "Strongly disagree" and five for "Strongly agree".

Interviewee: Three.

Commented [A8]: 2.1.3 Show neutral agreement with the improvement due to sustainable transportation.

Interviewer: Okay. Has your choice of public transport been influenced by your knowledge of environmental issues?

Interviewee: Just a bit, mostly due to the money issue, just as I said before.

Commented [A9]: 2.2.2 Having no intent to choose public transport due to environmental issues.

Interviewer: So what do you think are the advantages and disadvantages of sustainable transportation?

Interviewee: They are cheaper than private transportation, and I believe they are sort of environmentally friendly as they may cut down the consumption of fuel which will lead to less pollution. However, the main problem is that they are just not comfortable and convenient enough. They are not designed to provide services for the individual, so they can never take care of one's special needs. I don't want to complain too much in this regard, since I haven't come around to some frustrating situation, but I believe it will be less favourable by some special groups.

Commented [A10]: 2.3.1 Affordability is one of the advantages of sustainable transportation.

Commented [A11]: 2.3.3 Environmental friendliness is one of the advantages of sustainable transportation.

Commented [A12]: 2.4.2 Delays are one of the disadvantages of sustainable transportation.  
2.4.3 Inflexibility is one of the disadvantages of sustainable transportation.  
2.4.4 Uncomfortable experience is one of the disadvantages of sustainable transportation.

Interviewer: Are these shortcomings that are preventing or limiting your use of sustainable transportation?

Interviewee: So far, no. I haven't come up with some substitution.

Interviewer: Sorry to hear that. I wonder if you have any suggestions for improving these issues.

Interviewee: I couldn't come up with any good ideas for a while. Maybe some new technologies will do, like tracing the buses with more accuracy or integrating different kinds of public transportation.

Commented [A13]: 2.5.3 Tracing the buses with more accuracy is one of the suggestions to improve the issues.

Commented [A14]: 2.5.4 Integrating different kinds of public transportation is one of the suggestions to improve the issues.

Interviewer: Thank you for your suggestions. Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

Interviewee: These are some sort of replicate questions. Money matters, as I said.

Commented [A15]: 2.6.2 Affordability is the reason to influence to choose sustainable transportation.

Interviewer: Okay. Suppose you are travelling with family or friends, will you choose to use sustainable transportation? Why or why not?

Interviewee: It may depend on the distance we have to travel. If it is a long distance, driving a private car will be so tiring and the trains or planes will be more comfortable and relaxed. If we are just travelling in the big cities, a private car which we can all fit in will be the best, we can have our private space as well as the convenience of travelling.

Commented [A16]: 2.7.3 No, preferring private transport to travel with family or friends.

Interviewer: Thank you for your elaboration. Now I would like to talk something about shared transport. Have you ever used shared transport? Such as ride-sharing, bike-sharing, scooter-sharing, car-sharing, or any other forms of sharing transport?

Interviewee: I have used ride-sharing and bike-sharing.

Commented [A17]: 3.1.1.1 User has used Ride-sharing. 3.1.1.2 User has used Bike-Sharing.

Interviewer: Have you ever considered other forms of shared transport?

Interviewee: I haven't thought about much, I think the existing forms have covered most of the aspects and are sufficient enough.

Commented [A18]: 3.2.1 Satisfied with the current form.

Interviewer: Okay. On average, how often do you use shared transport? Do you use it every day, or just during the weekday, two or three days a week, one day a week, or never?

Interviewee: For now, I seldom use it, maybe less than one day a week.

Commented [A19]: 3.3.2 Low frequency to use shared transport.

Interviewer: Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

Interviewee: It has the flexibility that private transport can not have. Suppose I am walking on the road and just then I would like to ride a bike, it is impossible that me to carry my own bike with me all the time but with sharing transport, I can just borrow one from the nearby stand and off I go.

Commented [A20]: 3.4.3 Flexibility is the most outstanding point of shared transport.

Interviewer: What conditions would make you prefer private transport compared to shared transport when choosing your way of travel? Such as weather, road condition, distance, affordability or other conditions?

Interviewee: All of the above, I think. And it really depends on which form of sharing transport. Is it bike-sharing or car-sharing? For bike-sharing, the weather is the most important but it isn't the same for car-sharing of course.

Commented [A21]: 3.5.1.1 Weather is the condition considered when choosing the way of travel. 3.5.1.2 Road condition is the condition considered when choosing the way of travel. 3.5.1.3 Distance is the condition considered when choosing the way of travel. 3.5.2.1 Affordability is the condition considered when choosing the way of travel.

Interviewer: Eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

Interviewee: Weather? I don't know. It really depends, and I personally seldom use them either.

Interviewer: Thank you for your answer. Let's talk about the cost and convenience of public transportation. How long does it take you to walk to your destination on average every time after you arrive at a public stop?

Interviewee: A couple of minutes, less than a quarter.

Commented [A22]: 4.1.2 The time consumed by walking from the stops to the destination is short.

Interviewer: Is your mode of transport direct, for example, direct train or direct bus, or do you need to switch during your journey?



Interviewee: I will definitely avoid switching during the journey, so most are direct transport. Sometimes I can't help it so I have to take a switch, which will be really annoying.

Commented [A23]: 4.2.2 Take no switches during the trip.

Interviewer: Do you think public transportation takes a long time?

Commented [A24]: 4.2.1 Take one or two switches during the trip.

Interviewee: It indeed. I usually spend about an hour from supermarkets to my apartment, but the distance is actually less than five kilometres, which will be fifteen minutes travelling by private car.

Commented [A25]: 4.3.2 Private car is faster.

Interviewer: Can you name some factors that affect your satisfaction with public transportation?

Interviewee: Time, is the most protruding problem. The time for waiting is also long as well as the time for travelling. In a word, it is not convenient enough.

Commented [A26]: 4.4.3 Speed is one of the factors that affect satisfaction with public transportation. 4.4.4 Flexibility is one of the factors that affect satisfaction with public transportation.

Interviewer: What do you think the current cost of public transport is? On a scale from one to five, one for "Very Cheap" and five for "Very Expensive".

Interviewee: Three, I suppose.

Commented [A27]: 4.5.3 Neutral attitude toward the cost of public transport.

Interviewer: Now I have to switch the topic to a new area. Let's talk about your digital life. Have you ever used a smartphone app to take public transportation? For example, UniLink, uber and trainline.

Interviewee: Yeah of course. I use UniLink all the time.

Commented [A28]: 5.1.1 Use unilink to take public transportation.

Interviewer: Fantastic. Do you like the design of the app?

Interviewee: As long as it does its job, I have no opinion on it. It covers my basic needs, that's all I can ask for.

Commented [A29]: 5.2.1.2 Neutral attitude toward the design of the apps.

Interviewer: On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.

Commented [A30]: 5.3.1 Don't care about the design of appearance, only care about the function.

Interviewee: For usability, it is a four and for enjoyability, maybe a three.

Interviewer: Suppose there will be a new application developed which will make public transportation fun, please rate the following feature on a scale from one to five, one for "Strongly disagree" and five for "Strongly agree". If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?

Interviewee: Three.

Commented [A31]: 6.1.3 Neutral attitude towards the attraction of the game components.

Interviewer: If a competitive aspect is added to the app for taking public transportation, for example, a system ranking based on the total number of trips you take on public transportation, would you say that it would attract you to use public transportation?

Interviewee: Two, I will still use public transportation as before.

Commented [A32]: 6.2.4 Unattractive attitude towards the attraction of the competition.

Interviewer: Would you be more enticed to use public transportation frequently if it allowed you to earn rewards such as a free weekly ticket or pass?

Interviewee: Four.

Commented [A33]: 6.3.2 Positive feeling about rewards.

Interviewer: Cool. Would it entice you to use public transportation more often if you had a chance to

interact and socialize with the other passengers?

Interviewee: One. I am not a social person and I don't like to link with others only because I have used public transport.

Commented [A34]: 6.4.2 Don't want to socialize every time

Interviewer: If there is a public transportation app that includes the above features, would you recommend the app to your friends?

Interviewee: It may depend on the reward. For example, if I recommend the app to one friend and the app will give me a free-day ride, I might consider it.

Commented [A35]: 6.5.1 Willingness to recommend the app to others.

Interviewer: Thank you for your suggestion. Do you think this kind of app would be popular? Can you tell me why?

Interviewee: It might be popular among the younger generation, they all like to have something positive to share on their social media. If you can be high on the rank and take public transport to protect the environment at the same time, there will be some motivation for them.

Commented [A36]: 6.7 Having popularity among the young generation.

Interviewer: What's your opinion about adding gamification elements to the public transport app?

Interviewee: There will be no problems for the younger generation, they are familiar with digital games enough. The problem is that it will be unfriendly to others, they are not the age who will be into games anymore. On the contrary, games will make the apps much harder to learn and use, especially for the elders. I would suggest doing that, maybe it will be better to separate the game from the original public transport app, offering the choice for the users.

Commented [A37]: 6.8.3 Feeling complicated about the apps which added the game feature.

Interviewer: Thank you for your advice. Last question, if you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

Interviewee: I don't know...A digital pet, maybe. It shouldn't be too competitive to frustrate users, and it should Create a relaxed and fun atmosphere to sustain users. I suppose that the users will mainly use the app during their trip, so a few minutes of interacting with a cute digital pet might be a good idea to relieve boredom during the trip.

Commented [A38]: 6.8.3 Digital pet raising

Interviewer: That's a really good idea, thank you so much. Would you like to make additional comments on the topics?

Interviewee: No, I don't think so.

Interviewer: Thank you for your time! It is such a rewarding interview with you. I believe that the information you provided will contribute a lot to our study and development in many aspects. Have a wonderful day and goodbye!

Interviewee: Thank you. You too.

# Interview 2

Interview time: 2022/11/19 17:29-17:52

Location: Tesco Express nearby on Burgess Rd

Interviewer: Qianmu Zhang

Interviewer: Welcome to the interview, I am Qianmu Zhang and I will be your interviewer. I am glad that came to the interview as we value your thoughts and ideas very much as they might be crucial for our future studying and developing. First of all, I would like to explain our privacy requirement and ask for your consent to the interview at the beginning.

If you are happy to participate you will be asked to provide your verbal consent to take part. Your participation is completely voluntary.

This research project is part of the COMP2213 group project. The research will be on related to Sustainable Transport.

You have been approached because you are known to the student(s) or because you have been identified by the students as being appropriate for an interview on one of the topics listed above.

You will take part in a short interview (~15-20minutes). The interview will involve non-personal questions about your opinions on the topic listed above. Interviews may be audio-recorded.

The study will add to the current knowledge on each topic, as well as being a valuable practical learning tool for the student(s) who are learning qualitative research techniques.

Please do not give any identifiable information during your interview. Your interviewer (student) will ask for your verbal consent to participate in the research. Because no identifiable information will be gathered in the interview, the students will retain anonymous interview transcripts and notes until the end of the semester.

You may withdraw at any time and for any reason. You may decline to give your verbal consent and not take part in the interview without penalty.

If you have any concern or complaint, contact the COMP2213 teaching staff ([r.gomer@soton.ac.uk](mailto:r.gomer@soton.ac.uk)), otherwise please contact Research Governance Office (02380 595686, [Rgoinfo@soton.ac.uk](mailto:Rgoinfo@soton.ac.uk)).

Please read the following statements on Data Protection.

Do you agree with all of the statements and are willing to participate in the interview now?

Interviewee: Yes.

Interviewer: Great! Let's begin with the basic background information. Could you please tell me your age?

Interviewee: 22.

Commented [A39]: 1.1.1 The age group is the young generation.

Interviewer: And could you tell me your job?

Interviewee: I have just graduated and I am looking for a job right now.

Commented [A40]: 1.2.2 The social status is unemployed.

Interviewer: So do you have any daily commutes? How long does your daily commute take?

Interviewee: No I don't think so. If I have to go out for some everyday activities, it might take fifteen to a half to commute.

Commented [A41]: 1.3.1.2 Short commute time for daily commute.

Interviewer: Could you tell me your satisfaction with your current commuting way? On a scale from one to six, one for "Very Unhappy" and six for "Very Happy", what will you choose to describe your feelings?

Interviewee: I think it is a four. The gas price, you know.

Commented [A42]: 1.3.2.3 Generally satisfied with the current commuting way.

Interviewer: Could you tell me more about your transportation for leisure activities? On a scale from one to five, one for "seldom" and five for "always", what frequency do you use public transport?

Interviewee: Two. I have a private car and I seldom go out.

Commented [A43]: 1.4.1.2 Low Frequency to use public transport.

Interviewer: Then what kinds of public transport do you use most often?

Interviewee: Buses, trains...It depends on the distance.

Commented [A44]: 1.4.2.1 Buses are one of the most often used public transport.

Interviewer: Have you ever felt inconvenienced or troubled by your current mode of transport?

Commented [A45]: 1.4.2.4 Trains are one of the most often used public transport.

Interviewee: Yeah of course, mostly due to the traffic jams at peak commuting hours.

Interviewer: Do you think that you are environmentally friendly although you travel mostly by private car? Do you know about any current environmental issues?

Interviewee: I don't know...I guess I am environmentally friendly as I sometimes attend some public service projects to protect the environment and I had some sort of knowledge about current environmental issues. I always choose foods with a low carbon footprint when I go shopping for the grocery. However, I also travel mostly by private car. So I guess it is a half-half?

Commented [A46]: 1.5.1 Showing A certain level of understanding of the current environmental issues.

Interviewer: Let's talk about the general opinion and knowledge of sustainable transport. Do you think sustainable transportation can improve environmental problems such as global warming? On a scale from one to five, one for "Strongly disagree" and five for "Strongly agree".

Interviewee: Four. If it does no good, why call it sustainable?

Commented [A47]: 2.1.1 Show high agreement with the improvement due to sustainable transportation.

Interviewer: I know what you mean. Has your choice of public transport been influenced by your knowledge of environmental issues?

Interviewee: I don't know, maybe it will influence me a bit, but I have to choose the way which I am more comfortable with. So I believe that it works but not that much.

Interviewer: So what do you think are the advantages and disadvantages of sustainable transportation?

Interviewee: I don't know if they are cheaper or not though I believe it will cost less compared to owning a private car. It is also environmentally friendly, obviously. But you can argue that it is not comfortable and convenient enough. You always have to spend more time on sustainable transportation as it isn't designed to particularly serve you only. If you do not mind your travel experience, I guess it has fewer disadvantages to be considered.

Commented [A48]: 2.3.1 Affordability is one of the advantages of sustainable transportation.

Commented [A49]: 2.3.3 Environmental friendliness is one of the advantages of sustainable transportation.

Commented [A50]:  
2.4.3 Inflexibility is one of the disadvantages of sustainable transportation.  
2.4.4 Uncomfortable experience is one of the disadvantages of sustainable transportation.

Interviewer: Are these shortcomings that are preventing or limiting your use of sustainable transportation?

Commented [A51]: 2.4.2 Delays are one of the disadvantages of sustainable transportation.

Interviewee: Yeah, you don't think that it is cheerful to go to the supermarket on a rainy day with the thing you call sustainable transportation, do you? With full bags of stuff, I can't believe what I will feel if I have to carry them to the bus station and wait for some bus to arrive at no certain time. I will choose private cars in that case.

Interviewer: I know indeed. Do you have any suggestions for improving these issues?

Interviewee: Eh...I don't know, I can not come up with some brilliant ideas just for now. I think that it is the job of the engineers and the government. Maybe we are just used to having a pleasant experience in a private car and we can still get used to sustainable transport if we have to.

Interviewer: Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

Interviewee: Eh...If I have to hang out with my friends and we don't have a private car which is big enough to fit all of us in? We can't just leave someone behind and let them take buses alone, can we?

Commented [A52]: 2.6.4 Number of people travelling together is the reason to influence to choose sustainable transportation.

Commented [A53]: 3.4.4 Increase in capacity

Interviewer: That's right, sustainable transport may have a greater carrying capacity. Then I guess that you are more likely to choose to use sustainable transportation when you are travelling with family or friends, do you?

Interviewee: Yes, that's true. Private cars are for private use. I don't mind going with my family and friends by any kind of transport, but it will be more boring if I have to bear the poor experience alone.

Commented [A54]: 2.6.1 Yes, being willing to choose sustainable transport when travelling with family and friends.

Interviewer: I would like to switch the topic to shared transport. Have you ever used shared transport? Such as ride-sharing, bike-sharing, scooter-sharing, car-sharing, or any other forms of sharing transport?

Interviewee: Yeah I have used some of them, like ride-sharing, bike-sharing and scooter-sharing.

Commented [A55]: 3.1.1.1 User has used Ride-sharing.

Commented [A56]: 3.1.1.2 User has used Bike-Sharing.

Commented [A57]: 3.1.1.3 User has used Scooter-sharing.

Interviewer: Have you ever considered other forms of shared transport?

Interviewee: I don't use them often, so no, I haven't thought about it.

Interviewer: That's fine. On average, how often do you use shared transport? Do you use it every day, or just during the weekday, two or three days a week, one day a week, or never?

Interviewee: One day a week perhaps. I seldom have the chance to use them. If I have to go somewhere in distance, I will go there by car. If not, why not go there on foot?

Commented [A58]: 3.3.2 Low frequency to use shared transport.

Interviewer: Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

Interviewee: Maybe they are more flexible as you can borrow and return them just beside the road. And they are easier to use in some districts with narrow streets. So I think the most protruding advantage is its flexibility.

Commented [A59]: 3.4.3 Flexibility is the most outstanding point of shared transport.

Interviewer: What conditions would make you prefer private transport compared to shared transport when choosing your way of travel? Such as weather, road condition, distance, affordability or other conditions?

Interviewee: All of them. If I have to rank them, I will list the weather first, coming up with the road condition, the distance, and affordability will be last.

Commented [A60]: 3.5.1.1 Weather is the condition considered when choosing the way of travel.  
3.5.1.2 Road condition is the condition considered when choosing the way of travel.  
3.5.1.3 Distance is the condition considered when choosing the way of travel.  
3.5.2.1 Affordability is the condition considered when choosing the way of travel.

Interviewer: Eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

Interviewee: Distance I guess? If they have more stands and we can borrow and return them with less effort, it might be more popular among us.

Interviewer: It is true indeed. Now I would like to talk about the cost and convenience of public transportation. How long does it take you to walk to your destination on average every time after you arrive at a public stop?

Interviewee: No more than a quarter.

Commented [A61]: 4.1.2 The time consumed by walking from the stops to the destination is short.

Interviewer: Is your mode of transport direct, for example, direct train or direct bus, or do you need to switch during your journey?

Interviewee: Who chooses to switch during the journey? We only switch when we have to. Mostly direct.

Commented [A62]: 4.2.2 Take no switches during the trip.

Interviewer: Do you think public transportation takes a long time?

Interviewee: Yeah that's true. Public transport can take more than twice as long as a private car.

Commented [A63]: 4.3.2 Private car is faster

Interviewer: Can you name some factors that affect your satisfaction with public transportation?

Interviewee: It travels for so long. Sometimes the buses are so unstable it makes me want to vomit.

Commented [A64]: 4.4.3 Speed is one of the factors that affect satisfaction with public transportation.

Interviewer: What do you think the current cost of public transport is? On a scale from one to five, one for "Very Cheap" and five for "Very Expensive".

Commented [A65]: 4.4.7 Uncomfortable experience is one of the factors that affect satisfaction with public transportation.

Interviewee: Three, I don't know. I haven't paid much attention to it.

Commented [A66]: 4.5.3 Neutral attitude toward the cost of public transport.

Interviewer: Now let's talk about your digital life. Have you ever used a smartphone app to take public transportation? For example, UniLink, uber and trainline.

Interviewee: Yeah sort of. I am more willing to use them if the apps provide a discount.

Commented [A67]: 5.1 Use app to take public transportation

Interviewer: Do you like the design of the app?

Interviewee: I haven't paid much attention to it. I won't complain as long as they are designed with a straight and clear function.

Commented [A68]: 5.2.1.2 Neutral attitude toward the design of the apps.

Interviewer: On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.

Interviewee: Four for usability and two for enjoyability.

Interviewer: Suppose there will be a new application developed which will make public transportation fun, please rate the following feature on a scale from one to five, one for "Strongly disagree" and five for "Strongly agree". If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?

Interviewee: Two. I hope that the app only does its job well, I don't like the fancy additional stuff.

Commented [A69]: 6.1.2 Unattractive attitude towards the attraction of the game components.

Interviewer: If a competitive aspect is added to the app for taking public transportation, for example, a system ranking based on the total number of trips you take on public transportation, would you say that it would attract you to use public transportation?

Interviewee: Two. Why do I have to compete with this? I will definitely lose.

Commented [A70]: 6.2.4 Unattractive attitude towards the attraction of the competition.

Interviewer: Would you be more enticed to use public transportation frequently if it allowed you to earn rewards such as a free weekly ticket or pass?

Interviewee: I don't know, maybe. So I guess it is a three.

Commented [A71]: 6.3.2 Positive feeling about rewards.

Interviewer: Cool. Would it entice you to use public transportation more often if you had a chance to

interact and socialize with the other passengers?

Interviewee: Do you mean that I can use the apps to book the tickets for a group? Or do you mean we just use the apps like Twitter or Instagram?

Interviewer: The latter one.

Interviewee: Then I will give it a two. We already have apps for socialization.

Commented [A72]: 6.4.2 Don't want to socialize every time

Interviewer: If a public transportation app includes the above features, would you recommend the app to your friends?

Interviewee: No I don't think so. The app won't make my journey more pleasant than before.

Commented [A73]: 6.5.2 Showing no willingness to recommend the app to others.

Interviewer: I am sorry to hear that. Do you think this kind of app would be popular? Can you tell me why?

Interviewee: It might be popular among the people who have to take public transport for their daily commute. There is no harm in using this app and I believe that it will give some rewards like coupons or daily tickets so...I am not sure.

Commented [A74]: 6.7 Having popularity among the people who use public transport for daily commuting.

Interviewer: What's your opinion about adding gamification elements to the public transport app?

Interviewee: I am not fond of the idea which is making the app more complicated to use and having more learning costs. If I want to have a taste of digital games, I won't open an app designed for public transportation and play a round of it.

Commented [A75]: 6.8.3 Feeling complicated about the apps which added the game feature.

Interviewer: Thank you for your advice. Last question, if you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

Interviewee: Eh...Maybe keep a record of your travels and award achievements? For example, count your total miles to convert to distance to other countries. "You have travelled 200 miles this month, you have arrived in Paris!"

Commented [A76]: 6.8.2 Drawing maps based on historical travel

Interviewer: Wow, that's a really good idea, thank you so much. Would you like to make additional comments on the topics?

Interviewee: No, I don't have anything to be added.

Interviewer: Thank you for your time! It is so rewarding to have an interview with you. I believe that the information you provided will contribute a lot to our study and development in many aspects. Have a wonderful day and goodbye!

Interviewee: Cheers.



# Interview 3

Interview time: 2022/11/20 11:46-12:08

Location: Sainabury's nearby on Portswood Rd

Interviewer: Kang Liu

INTERVIEWER: Welcome to the interview. I'm Kang Liu, and I'll be your interviewer today.

You have been selected to speak with us today because we think you might have a great deal to share about your household's behaviour. Our research project as a whole focus on its improvement, with a particular interest in understanding how habitual, intentional, situational and social processes influence it, how people practice (and think about) sustainability, and whether we can begin to use what we know about Environmental Psychology to help people adopt more sustainable behaviours.

Please read and sign the agreement terms and let me know if you are ready.

INTERVIEWEE: I am done with the agreement.

INTERVIEWER: Great, let's start. Can you tell us your age?

INTERVIEWEE: 36

Commented [A77]: 1.1.2 Middle age

INTERVIEWER: Okay, and can you tell me what your job is?

INTERVIEWEE: Sure, I'm an insurance advisor

Commented [A78]: 1.2.2 He's job is an insurance advisor

INTERVIEWER: And How long does your daily commute to work take?

INTERVIEWEE: About 13-20 min by walking

Commented [A79]: 1.3.1.2 Less than THIRTY minutes

INTERVIEWER: Are you happy with your current way of commuting?

INTERVIEWEE: Many times, the weather will be bad, such as windy and rainy, and walking on the road will not be very pleasant and convenient, but most of the time the weather is still good, so you can look at the sky and the scenery on the street.

Commented [A80]: 1.3.2.3 Generally satisfied with current commuting

INTERVIEWER: Do you often take public transport for leisure activities?

INTERVIEWEE: Occasionally, because I'm carsick and I'm a person who likes to walk.

Commented [A81]: 1.4.1.2 Low frequency for using public transportation

INTERVIEWER: What is the public transportation you use most often?

INTERVIEWEE: Bus and taxi, coz there is no underground in Southampton.

Commented [A82]: 1.4.3.2 Like walking

Commented [A83]: 1.4.2.1 & 1.4.2.3 Most use bus and taxi

INTERVIEWER: Have you ever felt inconvenienced or troubled by your current mode of transport?

INTERVIEWEE: Occasionally, because t sometimes there are delays in arriving at the station, but I can accept it within 15 minutes.

Commented [A84]: 1.4.4.2 Buses are not on time

INTERVIEWER: Thank you for your answer. And how in-depth is your knowledge about the current environmental issues and do you think you are environmentally friendly?

INTERVIEWEE: I think I only have the knowledge of ordinary people, and I think I am in terms of transportation mode.

Commented [A85]: 1.5.2 Little knowledge and concern

INTERVIEWER: Okay, do you think sustainable transportation can improve environmental problems such as global warming?

INTERVIEWEE: Strongly agree

Commented [A86]: 2.1.1 Highly agree with sustainable transportation can improve environmental problems

INTERVIEWER: Has your choice of public transport been influenced by your knowledge of environmental issues?

INTERVIEWEE: Yes, when I was a child, I used this environmentally friendly way to travel. If time was not particularly tight, I would always choose to use public transportation.

Commented [A87]: 2.2.1 Choosing public transportation because of environmental problems

INTERVIEWER: What do you think the advantages and disadvantages of sustainable transportation are?

INTERVIEWEE: The advantages of facilitating people's daily travel and life and saving travel time and expenses.

Sometimes the car will be crowded, and there will be various smells, which makes me feel uncomfortable and easy to get carsick.

Commented [A88]: 2.3.1 & 2.3.2 Convenience and affordability

Commented [A89]: 2.4.1 & 2.4.5 & 2.4.6 Disadvantage are overcrowding, bad smell, carsick

INTERVIEWER: Are these shortcomings that are preventing or limiting your use of sustainable transportation?

INTERVIEWEE: Yes, because of these, I sometimes choose to take a taxi.

INTERVIEWER: Do you have any suggestions for improving these issues?

INTERVIEWEE: Increasing more buses.

Commented [A90]: 2.5.1 Increasing the number of buses

INTERVIEWER: Okay, thank you for your answer. Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

INTERVIEWEE: No

INTERVIEWER: When you travel with family or friends, are you more likely to use sustainable transportation?

INTERVIEWEE: If the number of people is small, they will choose to take the bus; if the number is large, they will choose to drive.

Commented [A91]: 2.7.1 & 2.7.2 Yes when traveling with 2-3 people and no when traveling with large groups

INTERVIEWER: Have you ever used shared transport? Such as ridesharing, bike-sharing, scooter-sharing, car-sharing, or any other forms of sharing transport?

INTERVIEWEE: Riding-sharing, Bike-sharing

Commented [A92]: 3.1.1.1 & 3.1.1.2 Ride-sharing and Bike-Sharing

INTERVIEWER: Have you ever considered other forms of shared transport?

INTERVIEWEE: I don't think it's necessary because the present one is enough.

Commented [A93]: 3.2.1 Satisfied toward the existing forms of shared transport

INTERVIEWER: Okay. On average, how often do you use shared transport? Do you use it every day, or just during the weekday, two or three days a week, one day a week, or never?

INTERVIEWEE: I'm not sure

INTERVIEWER: Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

INTERVIEWEE: Cheap, it doesn't limit the status of passengers, such as drunk.

Commented [A94]: 3.4.2 & 3.4.6 Doesn't limit the status of passengers and affordability

INTERVIEWER: What conditions would make you prefer private transport compared to shared transport when choosing your way of travel? Such as weather, road condition, distance, affordability or other conditions?

INTERVIEWEE: Road condition

Commented [A95]: 3.5.1.2 Road condition

INTERVIEWER: Okay, eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

INTERVIEWEE: I think time congestion.

INTERVIEWER: How long does it take you to walk to your destination on average every time after you arrive at a public stop?

INTERVIEWEE: 8 minutes in average.

Commented [A96]: 4.1.2 Short time to walk to the destination on average

INTERVIEWER: Is your mode of transport direct, for example, direct train or direct bus, or do you need to switch during your journey?

INTERVIEWEE: I can usually reach my destination directly.

Commented [A97]: 4.2.2 Reach directly

INTERVIEWER: Do you think public transportation takes a long time?

INTERVIEWEE: Within the acceptable range

Commented [A98]: 4.3.1 Public transportation is fast

INTERVIEWER: Can you name some factors that affect your satisfaction with public transportation?

INTERVIEWEE: Delay, crowding

Commented [A99]: 4.4.3 & 4.4.6 Too crowded and speed

INTERVIEWER: What do you think the current cost of public transport is? On a scale from "Very Cheap" to "Very Expensive".

INTERVIEWEE: Not cheap but not expensive

Commented [A100]: 4.5.3 The price is neutral

INTERVIEWER: Have you ever used a smartphone app to take public transportation? For example, Unlink, uber and trainline.

INTERVIEWEE: Yes, like Unlink

Commented [A101]: 5.1.1 Use Unlink

INTERVIEWER: If you have used one, do you like the design of the apps? If you haven't used them, what caused you to not use an app to take public transportation?

INTERVIEWEE: I think it's good, because it will update which station the car is at in real time.

Commented [A102]: 5.2.1.1 Like the design of apps

INTERVIEWER: On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.

INTERVIEWEE: For usability, it is a five and for enjoyability, maybe a four.

INTERVIEWER: If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?

INTERVIEWEE: Neutral, I used to think it would appeal to me, but now I don't feel much.

Commented [A103]: 5.3.1 Don't care about the design of appearance, only care about the function.

INTERVIEWER: If a competitive aspect is added to the app for taking public transportation, for example, a system ranking based on the total number of trips you take on public transportation, would you say that it would attract you to use public transportation?

INTERVIEWEE: Strongly Disagree, because it will add some meaningless pressure to people.

Commented [A104]: 6.2.2 Unhealthy competition

INTERVIEWER: Would you be more enticed to use public transportation frequently if it gave you an opportunity to earn rewards such as a free weekly ticket/pass?

INTERVIEWEE: Neutral, But I don't think the effect is obvious.

Commented [A105]: 6.3.3 Neutral

INTERVIEWER: Would it entice you to use public transportation more often if you had a chance to interact and socialize with the other passengers?

INTERVIEWEE: I think someone will like it, but not everyone would like to socialize. I am one of them.

Commented [A106]: 6.4.2 Don't want to socialize every time

INTERVIEWER: If there is a public transportation app that includes the above features, would you recommend the app to your friends?

INTERVIEWEE: No, because I think the functions are too complicated to arouse people's resentment.

Commented [A107]: 6.6.2 Not recommend

INTERVIEWER: Do you think this kind of app would be popular? Can you tell me why?

INTERVIEWEE: I think it may be popular among young people because they have extra energy and will be interested in these things. I think this is an interesting idea.

INTERVIEWER: What's your opinion about adding gamification elements to the public transport app?

INTERVIEWEE: I don't think it's necessary, because people who are interested in games already have many choices. For those who are not interested, these just add trouble.

Commented [A108]: 6.8.1 Redunant

INTERVIEWER: If you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

INTERVIEWEE: Pet keeping, pets can be fed and grown every time they use public transportation. Compared with competition, there is less competitive pressure, and I think it will be more.

Commented [A109]: 6.9.3 Digital pet raising

INTERVIEWER: Thank you for your time! It is such a rewarding interview with you. I believe that the information you provided will contribute a lot to our study and development in many aspects. Have a wonderful day and goodbye!

INTERVIEWEE: No problem.

# Interview 4

Interview time: 2022/11/20 12:45-13:05

Location: Sainabury's nearby on Portswood Rd

Interviewer: Kang Liu

INTERVIEWER: Welcome to the interview. I'm Kang Liu, and I'll be your interviewer today.

You have been selected to speak with us today because we think you might have a great deal to share about your household's behaviour. Our research project as a whole focus on its improvement, with a particular interest in understanding how habitual, intentional, situational and social processes influence it, how people practice (and think about) sustainability, and whether we can begin to use what we know about Environmental Psychology to help people adopt more sustainable behaviours.

Please read and sign the agreement terms and let me know if you are ready.

INTERVIEWEE: I am done with the agreement.

INTERVIEWER: Great, let's start. Can you tell us your age?

INTERVIEWEE: I'm 52 now

Commented [A110]: 1.1.2 Middle age

INTERVIEWER: And What is your job?

INTERVIEWEE: Engineer

Commented [A111]: 1.2.2 The social status is employe

INTERVIEWER: How long does your daily commute to work take?

INTERVIEWEE: It takes about 20 minutes to drive I think.

Commented [A112]: 1.3.1.2 Short commute time

INTERVIEWER: Okay. And are you happy with your current way of commuting?

INTERVIEWEE: Well, I think it's good, because it's flexible and convenient compared with other modes of transportation, but I can't drink when I need to drive.

Commented [A113]: 1.3.2.3 Generally satisfied with current commuting

INTERVIEWER: Do you often take public transport for leisure activities?

INTERVIEWEE: I seldom use it now, coz I use cars more often.

Commented [A114]: 1.4.1 Frequency of taking public transport is low

INTERVIEWER: What is the public transportation you use most often?

INTERVIEWEE: Bus and underground, I think. I took my daughter to the park by bus the day before yesterday.

Commented [A115]: 1.4.2.1 & 1.4.2.2 Most often use types of public transport are bus and underground

INTERVIEWER: Have you ever felt inconvenienced or troubled by your current mode of transport?

INTERVIEWEE: I think everything is fine now, but I may often need to go to different places when I work, and driving can better meet my time needs.

Commented [A116]: 1.4.4.4 Public transport is inflexible

INTERVIEWER: Thank you for your answer. How in-depth is your knowledge about the current environmental issues and do you think you are environmentally friendly?

INTERVIEWEE: I don't think I know much about this. Of course, I take care of the environment, such as garbage sorting and so on.

Commented [A117]: 1.5.2 Little knowledge and concern about environmental issues

INTERVIEWER: Do you think sustainable transportation can improve environmental problems such as global warming?

INTERVIEWEE: Strongly agree

Commented [A118]: 2.1.1 Highly agree with sustainable transportation can improve environmental problems

INTERVIEWER: Has your choice of public transport been influenced by your knowledge of environmental issues?

INTERVIEWEE: I think ...yes, coz I think I need to set an example for my daughter.

INTERVIEWER: Thank you. And what do you think the advantages and disadvantages of sustainable

transportation are?

INTERVIEWEE: I think the advantage is that it is cheap, which can provide transportation convenience for many people. Secondly, if more people use sustainable transportation, the traffic jam on the road can be alleviated, and another is that it will also help the environment.

The disadvantage is that it is not flexible enough and speed too much time for me reaching destinations.

INTERVIEWER: Are these shortcomings that are preventing or limiting your use of sustainable transportation?

INTERVIEWEE: Yes, mainly because of time, so I use cars almost all the time now.

INTERVIEWER: Okay, do you have any suggestions for improving these issues?

INTERVIEWEE: I think this question is difficult to answer. For me, I don't know how to change this issue.

INTERVIEWER: Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

INTERVIEWEE: No

INTERVIEWER: When you travel with family or friends, are you more likely to use sustainable transportation?

INTERVIEWEE: Yes, especially when I go outsides with my daughter, I sometimes take her by bus or underground.

INTERVIEWER: Have you ever used shared transport? Such as ridesharing, bike-sharing, scooter-sharing, car-sharing, or any other forms of sharing transport?

INTERVIEWEE: Yes, I used riding-sharing, bike-sharing.

INTERVIEWER: Have you ever considered other forms of shared transport?

INTERVIEWEE: No, I think everything is good now.

INTERVIEWER: Okay. On average, how often do you use shared transport? Do you use it every day, or just during the weekday, two or three days a week, one day a week, or never?

INTERVIEWEE: I think ...maybe once a month, I'm not sure.

INTERVIEWER: Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

INTERVIEWEE: Don't worry about fatigue driving and drunk driving.

INTERVIEWER: What conditions would make you prefer private transport compared to shared transport when choosing your way of travel? Such as weather, road condition, distance, affordability or other conditions?

INTERVIEWEE: Road condition and the plan of my trip, I think.

INTERVIEWER: Okay, and eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

INTERVIEWEE: The time congestion, I think.

INTERVIEWER: How long does it take you to walk to your destination on average every time after you arrive at a public stop?

INTERVIEWEE: About fifteen minutes.

Commented [A119]: 2.2.1 Affordability

Commented [A120]: 2.3.5 Reduce traffic congestion on road

Commented [A121]: 2.2.3 Environmental friendliness

Commented [A122]: 2.4.3 Inflexibility

Commented [A123]: 2.4.10 Too slow

Commented [A124]: 2.7 Choosing public transport with mates

Commented [A125]: 3.1.1.1 & 3.1.1.2 Ride-sharing and Bike-Sharing

Commented [A126]: 3.2.1 Satisfied attitude toward the existing forms

Commented [A127]: 3.3.2 Low frequency

Commented [A128]: 3.4.6 Doesn't limit the status of passengers

Commented [A129]: 3.5.1.2 & 3.5.4 Road condition and the trip plan

Commented [A130]: 4.1.1 Walking to the destination from stop cost long time



INTERVIEWER: Is your mode of transport direct, for example, direct train or direct bus, or do you need to switch during your journey?

INTERVIEWEE: If I take the subway to work at my workplace, I need to transfer to the subway twice.

Commented [A131]: 4.2.1 One or two switches

INTERVIEWER: Do you think public transportation takes a long time?

INTERVIEWEE: I think it is.

INTERVIEWER: Can you name some factors that affect your satisfaction with public transportation?

INTERVIEWEE: Delay, can't reach the destination directly.

Commented [A132]: 4.4.11 & 4.4.12 Switch and elay

INTERVIEWER: What do you think the current cost of public transport is? On a scale from "Very Cheap" to "Very Expensive".

INTERVIEWEE: Cheap, I think.

INTERVIEWER: Great, and have you ever used a smartphone app to take public transportation? For example, Unlink, Uber and Trainline.

INTERVIEWEE: Yes, I used uber and trainline.

Commented [A133]: 5.1.2 & 5.1.3 Uber and Trainline

INTERVIEWER: If you have used one, do you like the design of the apps? If you haven't used them, what caused you to not use an app to take public transportation?

INTERVIEWEE: I think it's good, because I can see the location information of the car.

Commented [A134]: 5.2.1.1 Like the design of apps

INTERVIEWER: On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.

INTERVIEWEE: For usability, it is a five and for enjoyability, maybe a four.

INTERVIEWER: If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?

INTERVIEWEE: Neutral, Because I don't have much interest in these.

Commented [A135]: 5.3.1 Don't care about the design of appearance, only care about the function.

INTERVIEWER: Okay, and if a competitive aspect is added to the app for taking public transportation, for example, a system ranking based on the total number of trips you take on public transportation, would you say that it would attract you to use public transportation?

INTERVIEWEE: Disagree, coz I don't care.

Commented [A136]: 6.1.2 Unattractive

INTERVIEWER: Would you be more enticed to use public transportation frequently if it gave you an opportunity to earn rewards such as a free weekly ticket/pass?

INTERVIEWEE: Neutral, I think it would work.

Commented [A137]: 6.1.3 Neutral

INTERVIEWER: Would it entice you to use public transportation more often if you had a chance to interact and socialize with the other passengers?

INTERVIEWEE: I think someone will like it, but not everyone would like to socialize. I am one of them.

Commented [A138]: 6.4.2 Wasting time

INTERVIEWER: If there is a public transportation app that includes the above features, would you recommend the app to your friends?

INTERVIEWEE: No, coz I think I don't think I will use it often.

Commented [A139]: 6.6.2 Not recommend

INTERVIEWER: Do you think this kind of app would be popular? Can you tell me why?

INTERVIEWEE: I think young people should be interested in this, but it may not be used frequently in middle-aged or old people.

Commented [A140]: 6.8.1 Redundant

INTERVIEWER: What's your opinion about adding gamification elements to the public transport app?

INTERVIEWEE: I think it's interesting, because I've never seen anything like it.

Commented [A141]: 6.8.2 Attractive

INTERVIEWER: If you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

INTERVIEWEE: Sorry, I have no idea about this.

INTERVIEWER: Thank you for your time! It is such a rewarding interview with you. I believe that the information you provided will contribute a lot to our study and development in many aspects. Have a wonderful day and goodbye!

INTERVIEWEE: No problem.

# Interview 5

Interview time: 2022/11/18 14:56-15:17

Location: On-campus Highfield

Interviewer: Guanming Chen

## INTERVIEW QUESTIONS

### Interviewee's background information

INTERVIEWER: Welcome to the interview. I'm Guanming Chen, and I'll be your interviewer today.

You have been selected to speak with us today because we think you might have a great deal to share about your household's behavior. Our research project as a whole focus on its improvement, with a particular interest in understanding how habitual, intentional, situational and social processes influence it, how people practice (and think about) sustainability, and whether we can begin to use what we know about Environmental Psychology to help people adopt more sustainable behaviours.

INTERVIEWER: Do you agree with all of the statements and are willing to participate in the interview now?

INTERVIEWEE: Yes, I agree.

INTERVIEWER: Fine, can you tell us your age?

INTERVIEWEE: Yeah, I'm 22.

Commented [A142]: 1.1.1 Young generation

INTERVIEWER: And can you tell me what is your job?

INTERVIEWEE: I'm a student now

Commented [A143]: 1.2.1 Student

INTERVIEWER: So, as a student, how long does your daily commute to school take?

INTERVIEWEE: It's like 15 mins by walking.

Commented [A144]: 1.3.1.2 Short commute time

INTERVIEWER: Okay, are you happy with your current way of commuting? On a scale from one to six, one for "very unhappy" and six for "very happy", what will you choose to describe your feelings?

INTERVIEWEE: Frankly I'm not that satisfied with my current commuting way, because it takes me it takes me a long time to walk or take a bus.

Commented [A145]: 1.3.2.2 Neutral for people

INTERVIEWER: Thank you. Could you tell me more about your transportation for leisure activities? How often do you take public transport for leisure activities?

INTERVIEWEE: Occasionally, I don't live in the city center. So, I need public transport to get there.

Commented [A146]: 1.4.1.2 Low Frequency using transportation for leisure activities.

INTERVIEWER: Then, what is the public transportation you use most often?

INTERVIEWEE: Well bus mostly.

Commented [A147]: 1.4.2.1 Preferable choices of public transport

INTERVIEWER: Great. Have you ever felt inconvenienced or troubled by your current mode of transport?

INTERVIEWEE: Often, it's quite busy sometimes and could be unpunctual when u just desperately need it

INTERVIEWER: That's indeed a problem. How in-depth is your knowledge about the current environmental issues and do you think you are environmentally friendly?

INTERVIEWEE: Well, I'm not that deeply aware of such issues but I do concern about this in the

news related, and I should say I'm not environmentally friendly enough.

Commented [A148]: 1.5.2 Little knowledge and concern

INTERVIEWER: Thank you for your candour. Now I would like to start the topic on the general opinion and knowledge of sustainable transport. Do you think sustainable transportation can improve environmental problems such as global warming?

INTERVIEWEE: Yes of course it could, agree.

Commented [A149]: 2.1.1 High understanding of sustainable transport.

INTERVIEWER: Ok. Has your choice of public transport been influenced by your knowledge of environmental issues?

INTERVIEWEE: Yes, kind of, it would bring me thoughts like getting in public transportation helps reducing the CO2 and helps our environment.

Commented [A150]: 2. 3. 3 Environmental friendliness

INTERVIEWER: So, what do you think the advantages and disadvantages of sustainable transportation are?

INTERVIEWEE: The advantages could be really helpful to the environment, save the energy etc. Disadvantages are sustainable transportation is less efficient than private one, spend you much more time.

Commented [A151]: 2.3.3 Environmental friendliness

Commented [A152]: 2.3.3 Environmental friendliness

Commented [A153]: 2. 3. 2 The public transportation delays sometimes.

INTERVIEWER: Are these shortcomings (issues) that are preventing or limiting your use of sustainable transportation?

Commented [A154]: 2.4.3 Public transportation is not Inflexibility like private car.

INTERVIEWEE: Not that much for I don't have my own car now so I don't really have many choices.

INTERVIEWER: Sorry to hear that. Do you have any suggestions for improving these issues?

INTERVIEWEE: Improve the bus routine, get more buses.

Commented [A155]: 2.4.2 Developing more routes

Commented [A156]: 2.4.1 Increasing the number of buses

INTERVIEWER: Thank you for your suggestions. Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

INTERVIEWEE: Yes, once I needed to catch my train in city center and I followed the timetable of the bus but at that time no bus showed up and I missed that train.

Commented [A157]: 2.3.2 Transportation would delay sometimes.

INTERVIEWER: Okay, when you travel with family or friends, are you more likely to use sustainable transportation?

INTERVIEWEE: No , I prefer rent a car, because it's much more convenient.

Commented [A158]: 2.7.3 No, prefer private transport

INTERVIEWER: Thank you for your elaboration. Have you ever used shared transport? For example, ride-sharing, bike-sharing, scooter-sharing, car-sharing or other forms of sharing transport.

INTERVIEWEE: Bike-sharing

Commented [A159]: 3.1.1.2 People will also use bike-Sharing.

INTERVIEWER: Have you ever considered other forms of shared transport?

INTERVIEWEE: No, I think current forms should be enough.

Commented [A160]: 3.2.1 Current shared transport is satisfied.

INTERVIEWER: On average, how often do you use shared transport?

INTERVIEWEE: Two or three days a week, I would choose using the shared transport when I don't want to walk.

Commented [A161]: 3.3.2 Low frequency for using shared transports.

INTERVIEWER: Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

INTERVIEWEE: It's cheaper, that's the only and the most outstanding one.

Commented [A162]: 3.4.2 Advantages of shared transport is cheap.

INTERVIEWER: Ok. What conditions would make you prefer private transport compared to shared transport when choosing your way of travel? Such as weather, road condition, distance, affordability or other conditions?

INTERVIEWEE: Route, Affordability.

Commented [A163]: 3.5.1.2 add more road condition  
3.5.2.1 Cheaper is better.

INTERVIEWER: Eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

INTERVIEWEE: Maybe inefficiency, like make the public transportation super-fast.

INTERVIEWER: Thank you for your answer. Let's talk about the cost and convenience of public transportation. How long does it take you to walk to your destination on average every time after you arrive at a public stop?

INTERVIEWEE: Like 5 mins in average.

Commented [A164]: 4.1.2 Short time to walk to destination from public stop.

INTERVIEWER: Is your mode of transport direct (e.g., direct train or direct bus) or do you need to switch during your journey? (How many switches? if they are required to switch)

INTERVIEWEE: I would prefer direct of course but sometimes I do need to transfer like one or two times.

Commented [A165]: 4.2.1 One or two switches

INTERVIEWER: Do you think public transportation takes a long time?

INTERVIEWEE: Yes, it is, especially when there are many people and the bus need to stop at every station.

Commented [A166]: 4.3.2 Taking longer time than private cars

INTERVIEWER: Can you name some factors that affect your satisfaction with public transportation?

INTERVIEWEE: Affordability, Neatness, Speed.

Commented [A167]: 4.4.1 Cheaper is better.

Commented [A168]: 4.4.2 More neatness is better.

Commented [A169]: 4.4.3 Faster is better.

INTERVIEWER: Fantastic. What do you think the current cost of public transport is?

INTERVIEWEE: Expensive, especially London tubes.

Commented [A170]: 4.5.1 Current public transport is expensive.

INTERVIEWER: Have you ever used a smartphone app to take public transportation? (For example, Unlink, uber and trainline)

INTERVIEWEE: Yes, like unlink or trainline.

Commented [A171]: 5.1.1 Use unlink app.

Commented [A172]: 5.1.3 Use trainline app.

INTERVIEWER: If you have used one, do you like the design of the apps? If you haven't used them, what caused you to not use an app to take public transportation?

INTERVIEWEE: I'm neutral on the design of those apps, because I don't really mind the design, they just need to be worked as they should be.

Commented [A173]: 5.2.1.2 Neutral on the design of those apps.

INTERVIEWER: On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.

INTERVIEWEE: 4 for Enjoyability and 4 for Usability

Commented [A174]: 5.3.2 Appearance and function are important.

INTERVIEWER: If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?

INTERVIEWEE: Neutral, it may attract more people but I don't think it would give an ultimately change.

Commented [A175]: 5.2.1.2 Not very attract people.

INTERVIEWER: If a competitive aspect is added to the app for taking public transportation (a system ranking based on the total number of trips you take on public transportation). Would you say that it would attract you to use public transportation?

INTERVIEWEE: Neutral, like I said I don't really think this way works for everyone, for those who has a strong will to protect environment it may attractive but to those who don't care that much (might be the majority) it may not give any change.

Commented [A176]: 6.1.2 This is not attract every one.

INTERVIEWER: Would you be more enticed to use public transportation frequently if it gave you an opportunity to earn rewards such as a free weekly ticket/pass?

INTERVIEWEE: Agree, I believe most of people would be attracted by free ticket.

Commented [A177]: 6.3.1 Free ticket is the best way to attract people.

INTERVIEWER: Cool. Would it entice you to use public transportation more often if you had a chance to interact and socialize with the other passengers?

INTERVIEWEE: Neutral, not everyone would like to socialize. For me I don't want to interact or socialize every time.

Commented [A178]: 6.4.2 Don't want to socialize every time

INTERVIEWER: If there is a public transportation app that includes the above features, would you recommend the app to your friends?

INTERVIEWEE: Yes, I would because it's interesting and innovative.

Commented [A179]: 6.5.1 Interviewee would recommend this app to his friends.

INTERVIEWER: Do you think this kind of app would be popular? Can you tell me why?

INTERVIEWEE: Maybe, depends on how many people would react to this kind of form, also related to how this app really work, like how good or how interesting it could be.

Commented [A180]: 6.6 Interviewee think this kind of apps are popular.

INTERVIEWER: What's your opinion about adding gamification elements to the public transport app?

INTERVIEWEE: Well, I think it's kind of redundant, it may be a nice or innovative try, but I don't believe people who need take public transportation, like those who need work daily or have busy routine would care about games that much, free tickets or discount could be much more practical from my opinion.

Commented [A181]: 6.7.1 Adding gamification elements is redundant.

INTERVIEWER: If you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

INTERVIEWEE: If I have to say one it maybe those games which could give people decompression.



# Interview 6

Interview time: 2022/11/19 18:06-18:24

Location: Tesco Express nearby on Burgess Rd

Interviewer: Qianmu Zhang

INTERVIEWER: Welcome to the interview. I'm Guanming Chen, and I'll be your interviewer today.

You have been selected to speak with us today because we think you might have a great deal to share about your household's behavior. Our research project as a whole focus on its improvement, with a particular interest in understanding how habitual, intentional, situational and social processes influence it, how people practice (and think about) sustainability, and whether we can begin to use what we know about Environmental Psychology to help people adopt more sustainable behaviors.

INTERVIEWER: Do you agree with all of the statements and are willing to participate in the interview now?

INTERVIEWEE: Yes, I agree.

INTERVIEWER: Fine, can you tell us your age?

INTERVIEWEE: Yeah, I'm 19.

Commented [A182]: 1.1.1 Young generation

INTERVIEWER: Are you student?

INTERVIEWEE: Yes, I'm a student now

Commented [A183]: 1.2.1 Student

INTERVIEWER: So, as a student, how long does your daily commute to school take?

INTERVIEWEE: It's about 40 mins by walking.

Commented [A184]: 1.3.1.2 Be in a neutral state

INTERVIEWER: Could you tell me your satisfaction with your current commuting way? On a scale from one to six, one for "very unhappy" and six for "very happy", what will you choose to describe your feelings?

INTERVIEWEE: I think the current mode of travel is more appropriate, and it won't be very troublesome.

Commented [A185]: 1.3.2.3 Generally satisfied

INTERVIEWER: Thank you. And could you tell me more about your transportation for leisure activities? How often do you take public transport for leisure activities?

INTERVIEWEE: I live in the city center. So, I don't need public transport to get there.

INTERVIEWER: Then, what is the public transportation you use most often?

INTERVIEWEE: Well bus mostly. Because it's convenient to live in the city center, supermarkets and other places are very close, so you can walk there. Only you need to take a bus to go to school.

Commented [A186]: 1.4.1.2 Low Frequency

INTERVIEWER: Have you ever felt inconvenienced or troubled by your current mode of transport?

INTERVIEWEE: On time most of the time, but sometimes it will be delayed.

INTERVIEWER: That's indeed a problem. How in-depth is your knowledge about the current environmental issues and do you think you are environmentally friendly?

INTERVIEWEE: Well, I think I should be relatively clear about this matter, because I have learned a lot from online and school teachers.

Commented [A187]: 1.5.1 A certain level of understanding

INTERVIEWER: Thank you for your candour. Now I would like to start the topic on the general opinion and knowledge of sustainable transport. Do you think sustainable transportation can improve environmental problems such as global warming?

INTERVIEWEE: Yes, of course.

Commented [A188]: 2.1.1 High understanding of sustainable transport.

INTERVIEWER: Ok. Has your choice of public transport been influenced by your knowledge of environmental issues?

INTERVIEWEE: I don't know. I think I am environmentally friendly. Because I will attend some public service projects to protect the environment. However, I also travel mostly by private car.

Commented [A189]: 2.2.2 No

INTERVIEWER: Let's talk about the general opinion and knowledge of sustainable transport. So, what do you think the advantages and disadvantages of sustainable transportation are?

INTERVIEWEE: I think the advantages should be good for the environment and low price. The disadvantage is that you can't take it anytime, anywhere.

Commented [A190]: 2.3.3 Good for environment

Commented [A191]: 2.3.1 The price of public transportation is generally lower than that of private cars.

INTERVIEWER: Ok. are these shortcomings (issues) that are preventing or limiting your use of sustainable transportation?

Commented [A192]: 2.3.2 Private cars are more convenient than public transportation.

INTERVIEWEE: Not that much for I don't have my own car now so I don't really have many choices.

INTERVIEWER: Sorry to hear that. Do you have any suggestions for improving these issues?

INTERVIEWEE: I think the most important are improve the bus routine, get more buses.

Commented [A193]: 2.4.2 Developing more routes

Commented [A194]: 2.4.1 Increasing the number of buses

INTERVIEWER: Thank you for your suggestions. Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

INTERVIEWEE: One day I had to catch the train, but the bus was delayed, which caused me to miss the train. I bought another train ticket later, which was several hours late.

INTERVIEWER: That's right, sustainable transport may have a greater carrying capacity. when you travel with family or friends, are you more likely to use sustainable transportation?

INTERVIEWEE: No, I prefer to use a car, because it's much more convenient.

Commented [A195]: 2.7.3 No, prefer private transport

INTERVIEWER: Thank you for your elaboration. Have you ever used shared transport? For example, ride-sharing, bike-sharing, scooter-sharing, car-sharing or other forms of sharing transport.

INTERVIEWEE: I think I will choose Scooter-sharing.

Commented [A196]: 3.1.1.3 Scooter-sharing

INTERVIEWER: Have you ever considered other forms of shared transport?

INTERVIEWEE: No, I think current forms is enough for me.

INTERVIEWER: On average, how often do you use shared transport?

INTERVIEWEE: Every week I think, I would choose using the shared transport when I don't want to walk or I am very busy.

Commented [A197]: 3.3.1 High frequency

INTERVIEWER: Fine. I would like to change our topic to shared transport. Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

INTERVIEWEE: I think it's cheaper. And that's the only and the most outstanding one.

INTERVIEWER: Ok. What conditions would make you prefer private transport compared to shared transport when choosing your way of travel? Such as weather, road condition, distance, affordability or other conditions?

INTERVIEWEE: I think it will be weather and distance, because if the destination is too far away or it rains, you don't want to take a bus, but choose to take a taxi or a private car.

Commented [A198]: 3.5.1.3 Distance will affect people's choice

Commented [A199]: 3.5.1.1 Weather will affect people's choice

INTERVIEWER: Eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

INTERVIEWEE: Maybe inefficiency, like make the public transportation super-fast.

INTERVIEWER: Thank you for your answer. Let's talk about the cost and convenience of public transportation. How long does it take you to walk to your destination on average every time after you arrive at a public stop?

INTERVIEWEE: Like 15 mins every day.

Commented [A200]: 4.1.1 Long time to destination from public stop.

INTERVIEWER: Is your mode of transport direct (e.g., direct train or direct bus) or do you need to switch during your journey? (How many switches? if they are required to switch)

INTERVIEWEE: I would prefer direct of course and I don't need to switch when I go by bus.

Commented [A201]: 4.2.2 None switch.

INTERVIEWER: Do you think public transportation takes a long time?

INTERVIEWEE: Yes, it is, especially when there are many people and the bus need to stop at every station. Then I would like to take the subway to avoid the jams.

Commented [A202]: 4.3.1.1 Take the subway to avoid traffic jams

INTERVIEWER: Can you name some factors that affect your satisfaction with public transportation?

INTERVIEWEE: Flexibility, guaranteed safety and too crowded.

Commented [A203]: 4.4.4 Flexibility for public transport.

Commented [A204]: 4.4.5 Guaranteed safety for transport.

Commented [A205]: 4.4.6 Too crowded for transport.

INTERVIEWER: Fantastic. What do you think the current cost of public transport is?

INTERVIEWEE: Expensive, especially London tubes.

Commented [A206]: 4.5.1 Expensive of the public transportation

INTERVIEWER: Have you ever used a smartphone app to take public transportation? (For example, Unlink, uber and trainline)

INTERVIEWEE: Yes, like uber or trainline.

Commented [A207]: 5.1.2 Use uber

Commented [A208]: 5.1.3 Use trainline app.

INTERVIEWER: If you have used one, do you like the design of the apps? If you haven't used them, what caused you to not use an app to take public transportation?

INTERVIEWEE: I'm neutral on the design of those apps, because I don't really mind the design, they just need to be worked as they should be. And I think most of people will have same opinion as me.

Commented [A209]: 5.2.1.2 Neutral about the design of apps.

INTERVIEWER: Great. On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.

INTERVIEWEE: 4 for Enjoyability and 4 for Usability

Commented [A210]: 5.3.2 Appearance and function are important.

INTERVIEWER: If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?

INTERVIEWEE: Yes, it will attract me. Because I think it is very interesting. And I hope someone will build an app like this.

Commented [A211]: 5.2.1.1 People like the design of apps

INTERVIEWER: If a competitive aspect is added to the app for taking public transportation (a system ranking based on the total number of trips you take on public transportation). Would you say that it would attract you to use public transportation?

INTERVIEWEE: Neutral, like I said I don't really think this way works for everyone, for those who has a strong will to protect environment it may be attractive but to those who don't care that much (might be the majority) it may not give any change.

Commented [A212]: 6.1.2 Unattractive

INTERVIEWER: Would you be more enticed to use public transportation frequently if it gave you an opportunity to earn rewards such as a free weekly ticket/pass?

INTERVIEWEE: Agree, I believe most of people would be attracted by free ticket.

Commented [A213]: 6.3.1 Save money

INTERVIEWER: Cool. Would it entice you to use public transportation more often if you had a chance to interact and socialize with the other passengers?

INTERVIEWEE: Neutral, not everyone would like to socialize. For me I don't want to interact or socialize every time.

Commented [A214]: 6.4.2 Don't want to socialize every time.

INTERVIEWER: If there is a public transportation app that includes the above features, would you recommend the app to your friends?

INTERVIEWEE: Yes, I would because it's interesting and innovative. And I think my friends will love it.

Commented [A215]: 6.5.1 Recommend the app to friends.

INTERVIEWER: Great. Do you think this kind of app would be popular? Can you tell me why?

INTERVIEWEE: Yes, I think many young people will like this app, but it also related to how this app really works, like how good or how interesting it could be.

Commented [A216]: 6.6 Popularity

INTERVIEWER: What's your opinion about adding gamification elements to the public transport app?

INTERVIEWEE: Well, I think it's maybe an attractive function, it may be a nice or innovative try, but I don't believe people who need to take public transportation, like those who need to work daily or have a busy routine would care about games that much, free tickets or discounts could be much more practical from my opinion.

Commented [A217]: 6.8.2 It may attract people.

INTERVIEWER: If you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

INTERVIEWEE: If I have to say one it maybe those games which could give people decompression.

# Interview 7

Interview time: 2022/11/18 15:29-15:48

Location: On-campus Highfield

Interviewer: Ziheng Wang

**IW:**Welcome to the interview. I'm Ziheng Wang and I'll be your interviewer today.  
I am so glad that you accepted the invitation as your thoughts and ideas might be crucial for our future studying and developing. First of all, I would like to explain our privacy requirement and ask for your consent to the interview at the beginning.  
*If you are happy to participate you will be asked to provide your verbal consent to take part. Your participation is completely voluntary. This research project is part of the COMP2213 group project. The research will be on related to Sustainable Transport. You have been approached because you are known to the student(s) or because you have been identified by the students as being appropriate for an interview on one of the topics listed above. You will take part in a short interview (~15-20minutes). The interview will involve non-personal questions about your opinions on the topic listed above. Interviews may be audio-recorded. The study will add to the current knowledge on each topic, as well as being a valuable practical learning tool for the student(s) who are learning qualitative research techniques. Please do not give any identifiable information during your interview. Your interviewer (student) will ask for your verbal consent to participate in the research. Because no identifiable information will be gathered in the interview, the students will retain anonymous interview transcripts and notes until the end of the semester. You may withdraw at any time and for any reason. You may decline to give your verbal consent and not take part in the interview without penalty. If you have any concern or complaint, contact the COMP2213 teaching staff (r.gomer@soton.ac.uk), otherwise please contact Research Governance Office (02380 595686, [Rgoinfo@soton.ac.uk](mailto:Rgoinfo@soton.ac.uk)). Please read the following statements on Data Protection.*  
Do you agree with all of the statements and are willing to participate in the interview now?

**IE:** Yes, I agree.

**IW:** OK, so let's start the interview. Can you tell us your age?

**IE:** 24.

Commented [A218]: 1.1.1 Young generation

**IW:** Thank u, Are you a student or do you already have a job?

**IE:** No I'm still a student.

Commented [A219]: 1.2.1 Student

**IW:** OK, and roughly how long do you spend on your daily commute?

**IE:** It's about a ten to twenty minute walk.

Commented [A220]: 1.3.1.2 Short commute time

**IW:** Are you happy with your current way of commuting?

**IE:** Yes I am satisfied.

Commented [A221]: 1.3.2.3 Generally satisfied with current commute

**IW:** If you were to rate your satisfaction on a six-point scale from very dissatisfied to very satisfied, how satisfied are you?

**IE:** Er, probably level 4.

Commented [A222]: 1.3.2.3 Generally satisfied with current commute

**IW:** Do you often take public transport for leisure activities?

**IE:** I don't usually choose to go out on public transport at weekends unless I need to go to London or another city.

Commented [A223]: 1.4.1.2 Low frequency use of public transport

**IW:** If you were to classify the frequency of your public transport rides on a five-point scale from seldom to always, what is your frequency of public transport rides?

**IE:** Level 2 occasionally, I think.

Commented [A224]: 1.4.1.2 Low frequency use of public transport



**IW:** What is the public transportation you use most often?

**IE:** Bus and train, with bus rides probably a little more frequent.

Commented [A225]: 1.4.2.4 Trains

Commented [A226]: 1.4.2.1 Buses

**IW:** Have you ever felt inconvenienced or troubled by your current mode of transport?

**IE:** The buses have caused me more inconvenience, with uncontrollable delays and strikes, as well as various delays and route changes due to roadworks.

**IW:** How in-depth is your knowledge about the current environmental issues and do you think you are environmentally friendly?

**IE:** I'm actually not particularly concerned about environmental issues, so I'm not actively trying to change my habits to something that seems more environmentally friendly for those reasons, everything is done with my convenience and comfort level as the highest priority.

Commented [A227]: 1.5.2 A little knowledge of environmental issues

**IW:** Great. Let's dive into some more issues related to sustainable transport. Do you think sustainable transportation can improve environmental problems such as global warming?

**IE:** I agree with this.

Commented [A228]: 2.1.1 High agreement on the positive effects of sustainable transport on environmental protection

**IW:** If you were asked to choose your level of agreement, on a scale of five from strongly disagree to strongly agree, what would your level of agreement be?

**IE:** I think it is 4.

Commented [A229]: 2.1.1 High agreement on the positive effects of sustainable transport on environmental protection

**IW:** Has your choice of public transport been influenced by your knowledge of environmental issues?

**IE:** I still give the highest priority to what is convenient for me.

Commented [A230]: 2.2.2 Will not choose public transportation because of environmental issues

**IW:** What do you think the advantages and disadvantages of sustainable transportation are?

**IE:** I think probably still not being convenient enough is the biggest problem. On the plus side, the environmental friendliness of sustainable transport really cannot be ignored.

Commented [A231]: 2.4.4 Uncomfortable experience of public transport

Commented [A232]: 2.2.3 Environmental friendliness of public transport is a obviously advantage

**IW:** Are these shortcomings that are preventing or limiting your use of sustainable transportation?

**IE:** Part of the reason, is not entirely due to these issues.

**IW:** Do you have any suggestions for improving these issues?

**IE:** Increase more diverse forms of publicity and popularisation to make the concept of sustainable transport more widely known. Optimising the experience of sustainable transport will naturally bring more users to sustainable transport.

Commented [A233]: 2.5.5 Better designed means of transport will improve the public transport

**IW:** Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

**IE:** No I haven't had an experience like that.

Commented [A234]: 2.6.7 Has not been influenced by promotional tactics to choose public transport

**IW:** When you travel with family or friends, are you more likely to use sustainable transportation?

**IE:** It depends, and I think I'd be more likely to recommend it if it happens to be sustainable transport that can easily meet our travel needs.

**IW:** Excellent. Let's talk about shared transport. Have you ever used shared transport? If possible, please select the mode of transport you have used from the options below.

**IE:** Yes I use shared transport quite a lot, but I use a single type, mainly shared bikes.

Commented [A235]: 3.1.1.2 Ever used Sharing-Bike

**IW:** Have you ever considered other forms of shared transport?

**IE:** Well, I didn't think of it that way to be honest, probably because I think there is already enough diversity in the existing shared transport options, and there are already established transport options for different needs.

Commented [A236]: 3.2.1 Satisfaction with the number of existing shared transport modes

**IW:** On average, how often do you use shared transport?

**IE:** Well, I've actually almost stopped using it recently, and if I take an average of my more common time periods, I probably use the shared bike every day.

Commented [A237]: 3.3.1 High frequency use of shared transport at least three times a week or more

**IW:** Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

**IE:** Cheapness, which is the most prominent point, is the biggest advantage of public transport for individuals compared to private cars, which should be the elimination of the consumption of maintenance and depreciation and the reduction of financial pressure.

Commented [A238]: 3.4.2 Affordable costs are a significant advantage of shared transport over private cars

**IW:** What conditions would make you prefer private transport compared to shared transport when choosing your way of travel? Please select the option you feel is more important from the options provided below.

**IE:** The distance and road conditions are my main concerns, I mean if the distance is not too long but the road is congested, I might change my way of travelling too.

Commented [A239]: 3.5.1.2 3.5.1.3 Distance and road conditions are the most important criteria to consider.

**IW:** Eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

**IE:** I think the main reason is that the convenience of shared transport is not yet sufficient, for example, there are not enough prescribed parking spots or prescribed sections of road where cycling is prohibited and similar regulations, and also because I think the idea of shared transport has not yet penetrated into everyone's life, and many people's travel options are often not subconsciously present as a form of shared transport, which I think is also a more important drawback.

**IW:** OK. Let's talk about the cost and convenience of public transport. How long does it take you to walk to your destination on average every time after you arrive at a public stop?

**IE:** Ten to twenty minutes I think, more also depending on the situation, if the destination is a larger landmark area it may not take so long.

Commented [A240]: 4.1.2 The time consumed by walking from the stops to the destination is less than 10 minutes

**IW:** Is your mode of transport direct or do you need to switch during your journey?

**IE:** I usually opt for the direct route.

Commented [A241]: 4.2.2 Feel repulsed by transport modes that require multiple interchanges

**IW:** Do you think public transportation takes a long time?

**IE:** It is true that it can take a long time, because as a public transport route it needs to include more stops, so it is difficult to avoid the long time.

Commented [A242]: 4.3.2 Subjective perception that public transport will usually take more time than a private car

**IW:** Can you name some factors that affect your satisfaction with public transportation?

**IE:** Lack of flexibility in arrival times, as well as difficulty in squeezing onto buses at peak times.

Commented [A243]: 4.4.4 Subjective perception that public transport arrival times are not flexible enough

**IW:** What do you think the current cost of public transport is?

**IE:** I think the price is a bargain.

Commented [A244]: 4.5.2 Subjective perception that public transport fares are cheap

**IW:** Have you ever used a smartphone app to take public transportation? Like UniLink, uber and trainline.

**IE:** Well I've used all of these.

Commented [A245]: 5.1.1 5.1.2 5.1.3 Used most of the major public transport apps on the market

**IW:** If you have used one, do you like the design of the app/s? If you haven't used them, what caused you to not use an app to take public transportation?

**IE:** I think the design is good, except for the uber which is a bit of a pain. trainline I think is very well designed, simple and easy to use.

Commented [A246]: 5.2.1.3 Don't like the design of apps

Commented [A247]: 5.2.1.1 Like the design of apps

**IW:** On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.

**IE:** I think they all get a four, both in terms of usability and enjoyability, and Uber probably only gets a three for usability.

Commented [A248]: 5.2.1.1 Like the design of apps

**IW:** If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?

**IE:** Yes of course, I think this experience of getting feedback is still a good one, even if it is a virtual number.

Commented [A249]: 6.1.1 Interested in the game elements

**IW:** There are five levels of agreement from strongly disagree to strongly agree, what is your level of agreement?

**IE:** Strongly agree 5, for sure.

Commented [A250]: 6.1.1 Interested in the game elements

**IW:** If a competitive aspect is added to the app for taking public transportation a system ranking based on the total number of trips you take on public transportation. Would you say that it would attract you to use public transportation?

**IE:** Erm, I'm not really a big fan of this aspect, but it's relatively sort of interesting.

Commented [A251]: 6.2.3 Not interested in competitive genre game elements

**IW:** There are five levels of agreement from strongly disagree to strongly agree, what is your level of agreement?

**IE:** 3 I guess.

Commented [A252]: 6.2.3 Not interested in competitive genre game elements

**IW:** Would you be more enticed to use public transportation frequently if it gave you an opportunity to earn rewards such as a free weekly ticket/pass?

**IE:** Of course, this need for a certain number of times to exchange for a reward could tickle my fancy in itself, and I think there's more potential if it's a substantial reward.

Commented [A253]: 6.3.2 Interested in being able to earn substantial rewards through the use of the app

**IW:** There are five levels of agreement from strongly disagree to strongly agree, what is your level of agreement?

**IE:** Agree 4.

Commented [A254]: 6.3.2 Interested in being able to earn substantial rewards through the use of the app

**IW:** Would it entice you to use public transportation more often if you had a chance to interact and socialize with the other passengers?

**IE:** I'm kind of into the social element, but to say that making social connections with passengers on the same bus doesn't interest me that much personally, I'd give it a 4.

Commented [A255]: 6.4.2 Feel repulsed by the ability to socialise anywhere, anytime

**IW:** If there is a public transportation app that includes the above features, would you recommend the app to your friends?

**IE:** Of course, this semi-game design can stimulate the desire of game enthusiasts to share their achievements, whether on social media or otherwise, something that every user will undoubtedly be happy to do.

Commented [A256]: 6.6.1 Would recommend the software to a friend

**IW:** Do you think this kind of app would be popular? Can you tell me why

**IE:** I think it will definitely be a hit for a while because of the development of social networks and most of the software that relies on social elements will experience a viral spread, but I am on the fence whether it will stay hot after that.

**IW:** What's your opinion about adding gamification elements to the public transport app?

**IE:** I think this is a good way forward, the very purpose of gamification includes the existence of the idea of widespread popularity, but I think the difficulty lies in balancing the practicality and playability of the software, so that gamification does not make the software too bloated.

Commented [A257]: 6.8.2 Subjective belief that gamification will make the app more attractive

**IW:** If you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

**IE:** I think the collectible element and the roulette wheel draw would be a good idea, hard to get unusual and rare collectibles with the thrill of drawing a low probability prize always piques interest.

Commented [A258]: 6.9.8 Subjective belief that an exchange collection element will attract more users to the app

**IW:** Okay the interview is over, thank you for your cooperation.

# Interview 8

Interview time: 2022/11/20 16:06-16:27

Location: The reception of a student residence

Interviewer: Ziheng Wang

**IW:**Welcome to the interview. I'm Ziheng Wang and I'll be your interviewer today.  
I am so glad that you accepted the invitation as your thoughts and ideas might be crucial for our future studying and developing. First of all, I would like to explain our privacy requirement and ask for your consent to the interview at the beginning.  
*If you are happy to participate you will be asked to provide your verbal consent to take part. Your participation is completely voluntary. This research project is part of the COMP2213 group project. The research will be on related to Sustainable Transport. You have been approached because you are known to the student(s) or because you have been identified by the students as being appropriate for an interview on one of the topics listed above. You will take part in a short interview (~15-20minutes). The interview will involve non-personal questions about your opinions on the topic listed above. Interviews may be audio-recorded. The study will add to the current knowledge on each topic, as well as being a valuable practical learning tool for the student(s) who are learning qualitative research techniques. Please do not give any identifiable information during your interview. Your interviewer (student) will ask for your verbal consent to participate in the research. Because no identifiable information will be gathered in the interview, the students will retain anonymous interview transcripts and notes until the end of the semester. You may withdraw at any time and for any reason. You may decline to give your verbal consent and not take part in the interview without penalty. If you have any concern or complaint, contact the COMP2213 teaching staff (r.gomer@soton.ac.uk), otherwise please contact Research Governance Office (02380 595686, [Rgoinfo@soton.ac.uk](mailto:Rgoinfo@soton.ac.uk)). Please read the following statements on Data Protection.*  
Do you agree with all of the statements and are willing to participate in the interview now?

**IE:** Yes, I agree.

**IW:** OK, so let's start the interview. Can you tell us your age?

**IE:** 58

Commented [A259]: 1.1.3 Elder generation

**IW:** What is your job?

**IE:** I work as a security guard in a nearby student residence.

Commented [A260]: 1.2.3 Stable work

**IW:** OK, and roughly how long do you spend on your daily commute?

**IE:** A half hour bus ride.

Commented [A261]: 1.3.1.1 Long commute time

**IW:** Are you happy with your current way of commuting?

**IE:** Not too bad.

Commented [A262]: 1.3.2.2 Neutral feeling with current commute

**IW:** If you were to rate your satisfaction on a six-point scale from very dissatisfied to very satisfied, how satisfied are you?

**IE:** I think maybe 2 or 3.

**IW:** Do you often take public transport for leisure activities?

**IE:** I don't like to use public transport when travelling on weekends, I think convenience and comfort are what should be considered when travelling at leisure.

Commented [A263]: 1.4.1.2 Low frequency use of public transport

**IW:** If you were to classify the frequency of your public transport rides on a five-point scale from seldom to always, what is your frequency of public transport rides?

IE: Definitely level 5.

Commented [A264]: 1.4.1.1 High Frequency use of public transport

IW: What is the public transportation you use most often?

IE: Buses, as I just said.

Commented [A265]: 1.4.2.1 Buses

IW: Have you ever felt inconvenienced or troubled by your current mode of transport?

IE: For someone who works a lot of night shifts, the morning bus doesn't have too many drawbacks for me except that it's too cold and the bus isn't late because of traffic jams.

IW: How in-depth is your knowledge about the current environmental issues and do you think you are environmentally friendly?

IE: I think I am an environmentally friendly person, although I first chose public transport as my mode of commuting mainly to save on petrol costs.

Commented [A266]: 1.5.1A certain level of knowledge of environmental issues

IW: Great. Let's dive into some more issues related to sustainable transport. Do you think sustainable transportation can improve environmental problems such as global warming?

IE: Definitely.

IW: If you were asked to choose your level of agreement, on a scale of five from strongly disagree to strongly agree, what would your level of agreement be?

IE: I think it's almost level 4.

Commented [A267]: 2.1.1 High agreement on the positive effects of sustainable transport on environmental protection

IW: Has your choice of public transport been influenced by your knowledge of environmental issues?

IE: It could be part of the reason, but I'm more willing to admit it's because of the high cost of petrol.

Commented [A268]: 2.2.2 Will not choose public transportation because of environmental issues

IW: What do you think the advantages and disadvantages of sustainable transportation are?

IE: Probably the biggest advantage is that it provides a cheap way to travel for people who are living on a more modest budget. The downside is also clearly a lack of comfort.

Commented [A269]: 2.3.1 Affordability of public transport is a obviously advantage

Commented [A270]: 2.4.4 Uncomfortable experience of public transport

IW: Are these shortcomings that are preventing or limiting your use of sustainable transportation?

IE: I don't think it's so much that it limits my use, after all, it's something I can overcome for work and life.

IW: Do you have any suggestions for improving these issues?

IE: For me, it would have been enough if the bus heater had come on a little earlier.

IW: Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

IE: No, after all it is just a way of travelling that I have chosen.

Commented [A271]: 2.6.7 Has not been influenced by promotional tactics to choose public transport

IW: When you travel with family or friends, are you more likely to use sustainable transportation?

IE: No, I prefer to drive myself. Because I need to protect the privacy of my family or friends and I

Commented [A272]: 2.7.3 Prefer private cars to public transport

feel freer and more comfortable in my own car.

**IW:** Excellent. Let's talk about shared transport. Have you ever used shared transport? If possible, please select the mode of transport you have used from the options below.

**IE:** I've used them all.

Commented [A273]: 3.1.1.1 3.1.1.2 3.1.1.3 3.1.1.4  
Used them all

**IW:** Have you ever considered other forms of shared transport?

**IE:** I had considered sharing an electric bike today, but I think electric skateboards have replaced it.

Commented [A274]: 3.2.1 Satisfaction with the number  
of existing shared transport modes

**IW:** On average, how often do you use shared transport?

**IE:** Maybe once a week.

Commented [A275]: 3.3.2 Low frequency use of shared  
transport at least three times a week or less

**IW:** Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

**IE:** I think the most important thing is that you don't have to pay for the depreciation of your vehicle. The maintenance and insurance of a private car is a significant expense.

Commented [A276]: 3.4.2 Affordable costs are a  
significant advantage of shared transport over private  
cars

**IW:** What conditions would make you prefer private transport compared to shared transport when choosing your way of travel? Please select the option you feel is more important from the options provided below.

**IE:** I prefer to travel by private car if the distance is long or if I need to consider the health of my family and my friends.

Commented [A277]: 3.5.1.3 Distance is the most  
important criteria to consider.

**IW:** Eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

**IE:** I think I would be more likely to recommend it to a friend if there were more parking spots to make picking up and returning the car more convenient.

**IW:** OK. Let's talk about the cost and convenience of public transport. How long does it take you to walk to your destination on average every time after you arrive at a public stop?

**IE:** About five minutes or so.

Commented [A278]: 4.1.2 The time consumed by  
walking from the stops to the destination is less than 10  
minutes

**IW:** Is your mode of transport direct or do you need to switch during your journey?

**IE:** Two transfers are required.

Commented [A279]: 4.2.1 Can accept one or two  
changes of public transport

**IW:** Do you think public transportation takes a long time?

**IE:** It is true that because of the design of the route I may have to spend a few extra minutes on the road compared to a private car.

Commented [A280]: 4.3.2. Subjective perception that  
public transport will usually take more time than a  
private car

**IW:** Can you name some factors that affect your satisfaction with public transportation?

**IE:** As I said before, the experience of using the buses would have been much better if the heating had been opened earlier and more frequent.

Commented [A281]: 4.4.7 Subjective perception that  
public transport arrival times are not comfortable  
enough



**IW:** What do you think the current cost of public transport is?

**IE:** I can't say it's very cheap, but at least it's something I can easily afford.

Commented [A282]: 4.5.3 Subjective view that fares on public transport are neutral

**IW:** Have you ever used a smartphone app to take public transportation? Like UniLink, Uber and trainline.

**IE:** I've used them all.

Commented [A283]: 5.1.1 5.1.2 5.1.3 Used most of the major public transport apps on the market

**IW:** If you have used one, do you like the design of the app/s? If you haven't used them, what caused you to not use an app to take public transportation?

**IE:** I actually prefer Uber's app because Uber basically defines the platform of online car-hailing and it's designed to meet whatever features I need as a user. As to why I don't like the other two as much, I'm probably more familiar with checking schedules at bus stops or directly with ticket agents at train stations, other information about schedules and such can be searched outside the app, and downloading an extra app is unnecessary for me.

Commented [A284]: 5.2.1.1 Like the design of apps

**IW:** On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.

**IE:** I would give uber two 4, the others I could only give to 2 or 3.

Commented [A285]: 5.2.1.2 Feeling neutral about the design of these apps

**IW:** If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?

**IE:** I'm not a fan of the game, so the setting is optional for me.

Commented [A286]: 6.1.3 Not much interest in the game elements

**IW:** There are five levels of agreement from strongly disagree to strongly agree, what is your level of agreement?

**IE:** Neutral, 3.

**IW:** If a competitive aspect is added to the app for taking public transportation a system ranking based on the total number of trips you take on public transportation. Would you say that it would attract you to use public transportation?

**IE:** For me it's no different from the last question.

Commented [A287]: 6.2.3 Not interested in competitive genre game elements

**IW:** There are five levels of agreement from strongly disagree to strongly agree, what is your level of agreement?

**IE:** Neutral, 3.

**IW:** Would you be more enticed to use public transportation frequently if it gave you an opportunity to earn rewards such as a free weekly ticket/pass?

**IE:** This is indeed a very good idea and is the icing on the cake for people who are already used to using public transport. Maybe I'll choose public transport for a weekend trip just to add a free ride.

Commented [A288]: 6.3.2 Interested in being able to earn substantial rewards through the use of the app

**IW:** There are five levels of agreement from strongly disagree to strongly agree, what is your level of agreement?

**IE:** Agree, 4.

**IW:** Would it entice you to use public transportation more often if you had a chance to interact and socialize with the other passengers?

**IE:** This sounds a bit silly, each person's social goals should be their own choice and if this becomes a mandatory prompt it just bores me.

Commented [A289]: 6.4.2 Feel repulsed by the ability to socialise anywhere, anytime

**IW:** If there is a public transportation app that includes the above features, would you recommend the app to your friends?

**IE:** Of course, why not promote the chance to win a free prize?

Commented [A290]: 6.6.1 Would recommend the software to a friend

**IW:** Do you think this kind of app would be popular? Can you tell me why.

**IE:** It should become very popular, as not only would it be a real help to people who are financially strapped or frequent bus riders, but it also sounds like it could appeal to a lot of young people who like the gaming element and could be popular for a while if they get involved and promote it more on social media.

**IW:** What's your opinion about adding gamification elements to the public transport app?

**IE:** I don't think it's a bad thing, but I don't think the design would roll out well if the feature would lead to an otherwise minimalist app becoming unnecessarily complex and cluttered.

Commented [A291]: 6.8.3 Subjective belief that gamification makes the app more complex and redundant

**IW:** If you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

**IE:** I don't have much idea about it, I think it would be more interesting to add something that younger kids would be interested in, like a pet or something.

Commented [A292]: 6.9.3 Subjective belief that virtual pet ownership will attract more users to the app

**IW:** Okay the interview is over, thank you for your cooperation.

# Interview 9

Interview time: 2022/11/18 16:22-16:51

Location: On-campus Highfield

Interviewer: Matas Kekys

INTERVIEWER: Welcome to the interview. I'm Matas, and I'll be your interviewer today.  
You have been selected to speak with us today because we think you might have a great deal to share about your household's behaviour. Our research project as a whole focus on its improvement, with a particular interest in understanding how habitual, intentional, situational and social processes influence it, how people practice (and think about) sustainability, and whether we can begin to use what we know about Environmental Psychology to help people adopt more sustainable behaviours.  
Please read and sign the agreement terms and let me know if you are ready.

INTERVIEWEE: I am ready.

INTERVIEWER: Great, let's start. How old are you?

Interviewee: 45

Commented [A293]: 1.1.2 Adult over 40 years old

Interviewer: What job do you do?

Interviewee: I look after my children (unemployed)

Commented [A294]: 1.2.3 Looks after children

Interviewer: How happy are you with the current way you travel?

Interviewee: Happy. Most places I need to go are nearby so I usually walk or use the bike but, if necessary, I will take the bus or my husband will drive me.

Interviewer: Do you often take public transport for leisure activities?

Interviewee: If my husband is away, I need to take the bus to go shopping or bring my children to their activities.

Commented [A295]: 1.4.3.1 Shopping, dropping kids off

Interviewer: What influences the mode of transport you take?

Interviewee: The number of items I am taking with me and if I am travelling with other people for example, my kids

Interviewer: Have you ever felt inconvenienced or troubled by your current mode of transport?

Interviewee: Sometimes the bus is late or early but I am usually early to the bus stops, so I rarely miss it. My bus is also going to and from a rural area to the city, so it is usually not busy.

Commented [A296]: 1.4.4.2 Buses are not on time

Interviewer: How in-depth is your knowledge about the current environmental issues and do you think you are environmentally friendly?

Interviewee: I think I am very environmentally friendly, I recycle, I have my own garden which I make my own compost from the food waste, I also always switch off the lights and heating when it is not being used. I also know that global warming is causing more extreme weather and is melting the ice in Antarctica.

Commented [A297]: 1.5.1 Some general level of understanding about environmental issues like global warming

Interviewer: Do you think sustainable transportation can improve environmental problems such as global warming?

Interviewee: I Agree

Interviewer: Has your choice of public transport been influenced by your knowledge of environmental issues?

Interviewee: No, I don't really have much choice

Commented [A298]: 2.2.2 No

Interviewer: What do you think the advantages and disadvantages of sustainable transportation are?

Interviewee: I think sustainable transportation is very eco-friendly and cheap to use but the disadvantage would be that it is expensive initially e.g. electric cars

Commented [A299]: 2.3.3 Environmentally friendly

Commented [A300]: 2.3.1 Affordable

Commented [A301]: 2.4.9 Expensive initial cost

Interviewer: Are these shortcomings (issues) that are preventing or limiting your use of sustainable transportation?

Interviewee: Yes

Interviewer: Do you have any suggestions for improving these issues?

Interviewee: The government could help by making public transport more sustainable.

Commented [A302]: 2.6.8 Government help

Interviewer: Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

Interviewee: When hybrid buses first came out I was very inclined to try it because of the advertising on the bus giving some statistics about how eco-friendly it is.

Interviewer: When you travel with family or friends, are you more likely to use sustainable transportation?

Interviewee: It depends on whether it is available and convenient to use at the time.

Interviewer: Have you ever used shared transport? Please tick the following ways of shared transport that you have used.

Interviewee: I have used taxi and taken a car with my friend before

Interviewer: Have you ever considered other forms of shared transport?

Interviewee: Not really as I don't travel that much

Interviewer: On average, how often do you use shared transport?

Interviewee: Two days a week

Commented [A303]: 3.3.2 Low frequency

Interviewer: Do you think shared transport has any advantages over private transport and what do you think is the most significant?

Interviewee: I think shared transport is better for the environment and can be cheaper sometimes than taking your own car for example. It also is convenient. I think the best feature is that you can travel with many people easily.

Commented [A304]: 3.4.1 Environmental friendliness

Commented [A305]: 3.4.2 Affordability

Interviewer: What conditions would make you prefer private transport compared to shared transport when choosing your way of travel? Choose one or more:

Commented [A306]: 3.4.4 Increase in capacity

Interviewee: Distance and How expensive it is

Interviewer: What is the number one disadvantage that you would like to be eliminated so you could recommend shared transport to people you know?

Interviewee: I think making it cheaper will convince more people to use it

Interviewer: How long does it take you to walk to your destination on average every time after you arrive at a public stop?

Interviewee: I usually travel to the city centre, so the Highstreet always has a bus stop, so it is usually 1 minute.

Commented [A307]: 4.1.2 Short

Interviewer: Is your mode of transport direct or do you need to switch during your journey?

Interviewee: Most of the time it is direct

Commented [A308]: 4.2.2 None

Interviewer: Do you think public transportation takes a long time?

Interviewee: I think it is a reasonable time as it must stop and pick everyone up along the way.

Interviewer: Can you name some factors that affect your satisfaction with public transportation?

Interviewee: The cleanliness and the noise.

Commented [A309]: 4.4.2 Neatness

Commented [A310]: 4.4.10 Noise

Interviewer: Have you ever used a smartphone app to take public transportation? (For example, UniLink, uber and trainline)

Interviewee: No

Commented [A311]: 5.2.2.1 Never heard of these apps

Interviewer: If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?

Interviewee: Strongly Disagree

Interviewer: If a competitive aspect is added to the app for taking public transportation (a system ranking based on the total number of trips you take on public transportation). Would you say that it would attract you to use public transportation?

Interviewee: Strongly Disagree

Interviewer: Would you be more enticed to use public transportation frequently if it gave you an opportunity to earn rewards such as a free weekly ticket/pass?

Interviewee: Strongly Agree

Interviewer: Would it entice you to use public transportation more often if you had a chance to interact and socialize with the other passengers?

Interviewee: Disagree

Interviewer: If there is a public transportation app that includes the above features, would you recommend the app to your friends?

Interviewee: If the app is interesting but overall, I would probably recommend it for the rewards aspect.

Commented [A312]: 6.6.1 Recommend

Interviewer: Do you think this kind of app would be popular and can you tell me why or why not?

Interviewee: I think it will be popular for younger people as a lot of them love playing games so it can be used to engage them.

Commented [A313]: 6.7 Popularity

Interviewer: What's your opinion about adding gamification elements to the public transport app?

Interviewee: I think I will not be very interested in this.

Commented [A314]: 6.8.1 Redundant

Interviewer: If you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

Interviewee: I would probably add some sort of weekly lottery so that people can win free travel for a specific amount of time or something similar.

Commented [A315]: 6.9.7 Weekly Lottery

INTERVIEWER: Thank you for your time! It is such a rewarding interview with you. I believe that the information you provided will contribute a lot to our study and development in many aspects. Have a wonderful day and goodbye!

INTERVIEWEE: You are welcome.

# Interview 10

Interview time: 2022/11/18 16:22-16:51

Location: On-campus Highfield

Interviewer: Matas Kekys

INTERVIEWER: Welcome to the interview. I'm Matas, and I'll be your interviewer today.  
You have been selected to speak with us today because we think you might have a great deal to share about your household's behaviour. Our research project as a whole focus on its improvement, with a particular interest in understanding how habitual, intentional, situational and social processes influence it, how people practice (and think about) sustainability, and whether we can begin to use what we know about Environmental Psychology to help people adopt more sustainable behaviours.

Please read and sign the agreement terms and let me know if you are ready.

INTERVIEWEE: I am Okay.Can you tell us your age?

Interviewee A: 22.

Interviewee B: 19.

Commented [A316]: 1.1.1 Young generation

Commented [A317]: 1.1.1 Young generation

INTERVIEWER: What is your job?

Interviewee A: Student.

Interviewee B: Student.

Commented [A318]: 1.2.1 Student

Commented [A319]: 1.2.1 Student

INTERVIEWER: How long does your daily commute to school take?

Interviewee B: I take the bus so probably like 5-10 minutes.

Interviewee A: Some of my courses are in Highfield so it only takes me like five or 10 minutes of walking but some of my classes are in the city centre, so I have to take a bus and that takes around 30 minutes.

Commented [A320]: 1.3.1.2 Short commute time

Commented [A321]: 1.3.1.2 Short commute time

Commented [A322]: 1.3.1.2 Short commute time

INTERVIEWER: Are you happy with your current way of commuting?

Interviewee B: Because most of the time the busses satisfy my demands but sometimes, they will be not on time, so it frustrates me and makes me late.

Interviewee A: Sometimes when it's raining, and they cancel the busses, so it takes me a long time to get to my classes if they get cancelled.

Commented [A323]: 1.3.2.3 Generally satisfied

Commented [A324]: 1.3.2.1 Generally unsatisfied

INTERVIEWER: Do you often take public transport for leisure activities (not work)?

Interviewee A: Sometimes yeah, but not often.

Interviewee B: I have a free bus pass, so I just take the bus wherever I want to go.

Commented [A325]: 1.4.1.2 Low Frequency

Commented [A326]: 1.4.1.1 High Frequency

INTERVIEWER: What influences your choice of transport?

Interviewee A: Weather, also if I am running out of time, I will take the bus but if I have time I still prefer to walk even if the weather is bad.

Interviewee B: I prefer the bus as it is free for me.

Commented [A327]: 1.4.2.1 Buses

Commented [A328]: 1.4.2.1 Buses

INTERVIEWER: Have you ever felt inconvenienced or troubled by your current mode of transport?

Interviewee A: Sometimes I check the google maps and it says that the bus will come in 10 minutes, but 10 minutes pass and it doesn't show up.

Interviewee B: The same problem, sometimes it says the busses will arrive in 5 minutes, but they come early, and this makes me miss my bus.

INTERVIEWER: How in-depth is your knowledge about the current environmental issues and do you think you are environmentally friendly?

Interviewee A: I think that the best thing I can do is to recycle and don't throw rubbish around and I am fine with that.

Interviewee B: I think I am environmentally friendly as I don't use any plastic bottles and stuff and I also separate my waste according to the correct bins.

Commented [A329]: 1.5.1 A certain level of understanding

Commented [A330]: 1.5.1 A certain level of understanding

INTERVIEWER: Do you think sustainable transportation can improve environmental problems such as global warming?

Strongly disagree, Disagree, Neutral, Agree (A)(B), Strongly agree

Interviewee A: Yeah, but I think that the first thing we should keep in mind is staying convenient after

Commented [A331]: 2.1.1 High



implementing sustainable, if this is the case then we can make an improvement on the environment.  
Interviewee B: I think agree, yeah.

Commented [A332]: 2.1.1 High

INTERVIEWER: Has your choice of public transport been influenced by your knowledge of environmental issues?

Interviewee A: No

Interviewee B: No

INTERVIEWER: What do you think the advantages and disadvantages of sustainable transportation are?

Interviewee A: Obviously the advantage will be that it is environmentally friendly or maybe it will be cheaper because there will be some principles and some routes. A disadvantage is that we don't have that much advanced technology to support us to have a pretty good sustainable transportation system so it may not be that convenient sometimes.

Commented [A333]: 2.2.3 Environmental friendliness

Commented [A334]: 2.2.1 Affordability

Interviewee B: Less carbon emissions so it's environmentally friendly and stuff and a disadvantage would be that it can be slower.

Commented [A335]: 2.3.2 Delays  
2.3.3 Inflexibility

Commented [A336]: 2.2.3 Environmental friendliness

Commented [A337]: 2.3.2 Delays  
2.3.3 Inflexibility

INTERVIEWER: Are these shortcomings (issues) that are preventing or limiting your use of sustainable transportation?

Interviewee A: As long as the sustainable way of transport can fulfil my demands then it is fine and won't prevent me to taking it.

Interviewee B: I think the same, as long as the compromise is not big, I don't mind.

INTERVIEWER: Do you have any suggestions for improving these issues?

Interviewee A: I haven't tried electrical busses yet but I have tried electrical cars and sometimes the acceleration of electric cars is too fast and some people like me can get carsick. I think it should be more suited for people with issues like me.

Commented [A338]: 2.4.5 Better designed means of transport

Interviewee B: I have never travelled on an electric car or bus so I can't give an honest opinion about that.

INTERVIEWER: Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

Interviewee A: I haven't been in this situation here, but I have in China, as some sustainable transportation is supported by the country, they want you to use this, so for example, if I want to go a place away from my home if I pick electrical taxi it will be almost half the price so I will choose this, mainly because of the price not because of the environmental friendliness.

Commented [A339]: 2.5.2 Affordability

Interviewee B: I have never come across this situation.

INTERVIEWER: When you travel with family or friends, are you more likely to use sustainable transportation?

Interviewee A: Yeah, why not if it's available?

Commented [A340]: 2.6.1 Yes

Interviewee B: Same goes for me, why not?

Commented [A341]: 2.6.1 Yes

INTERVIEWER: Have you ever used shared transport? Please tick the following ways of shared transport that you have used.

Interviewee A: Ride-sharing(e.g. UberPool) Didi Dache (a platform for shared taxi in China))

Interviewee B: Ride-sharing(e.g. UberPool) Didi Dache (a platform for shared taxi in China))

INTERVIEWER: Have you ever considered other forms of shared transport?

Interviewee A: How do you share a bike? (It's like renting a bike not really sharing). No I haven't really.

Commented [A342]: 3.2.1 Satisfied

Interviewee B: Yeah, I always wanted to try the Voi.

INTERVIEWER: On average, how often do you use shared transport?

Interviewee B: everyday

Interviewee A, 2 days a week

Commented [A343]: 3.3.1 High frequency

Commented [A344]: 3.3.2 Low frequency

INTERVIEWER: Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

Interviewee A: You don't have to find a parking lot also; the most significant thing would be it being environmentally friendly.

Commented [A345]: 3.4.1 Environmental friendliness

Interviewee B: Yes, it can eliminate the number of cars since a bus can take 30 people so it can reduce the traffic jam and stuff also. The most outstanding point would be sharing the price with the other people.

Commented [A346]: 3.4.4 Increase in capacity

Commented [A347]: 3.4.2 Affordability

INTERVIEWER: What conditions would make you prefer private transport compared to shared transport when choosing your way of travel? Choose one or more:

Interviewee B: Distance, I think

Interviewee A: Distance, I think

INTERVIEWER: Eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

Interviewee A: I think it should be better arranged and more convenient, that would make me recommend it more.

Interviewee B: I think the stops, literally the same thing.

INTERVIEWER: How long does it take you to walk to your destination on average every time after you arrive at a public stop?

Interviewee A: I go there for lectures, so it only takes me 1 or 2 minutes from the bus stop.

Commented [A348]: 4.1.2 Short

Interviewee B: The same for me, 2 or 3 minutes.

Commented [A349]: 4.1.2 Short

INTERVIEWER: Is your mode of transport direct (e.g. direct train or direct bus) or do you need to switch during your journey? (How many switches? if they are required to switch)

Interviewee A: Yeah, it is very direct.

Commented [A350]: 4.2.2 None

Interviewee B: It's pretty much direct to me.

Commented [A351]: 4.2.2 None

INTERVIEWER: Do you think public transportation takes a long time?

Interviewee A: I don't have a car but it works for me, there are two bus lines that work for me, one takes 20 minutes and the other takes 30 because it stops in more places and has a different route.

Commented [A352]: 4.3.1 Taking longer time than private cars

Interviewee B: 100% man.

Commented [A353]: 4.3.1 Taking longer time than private cars

INTERVIEWER: Can you name some factors that affect your satisfaction with public transportation?

Interviewee A: For me it should be the cheapest way to travel in for say a shorter time or bad weather.

Commented [A354]: 4.4.3 Speed

Interviewee B: Cleanliness bro, it is used by a lot of people so it is pretty much difficult for people to maintain the bus, during weekend people go crazy party and stuff and bring alcohol and food on the bus and they just spill it. (Do you think food and drinks should be banned on buses or just have them cleaner?) If it is a short journey, you shouldn't bring anything but if for example it is a long journey or you just did your shopping then it is fine.

Commented [A355]: 4.4.8 Bad weather

Commented [A356]: 4.4.2 Neatness

INTERVIEWER: Have you ever used a smartphone app to take public transportation? (For example, UniLink, uber and trainline)

Interviewee A: Yeah, UniLink.

Commented [A357]: 5.1.1 Use unilink

Interviewee B: Yes.

Commented [A358]: 5.1 Use app to take public transportation

INTERVIEWER: If you have used one, do you like the design of the app/s? If you haven't used them, what caused you to not use an app to take public transportation?

Interviewee A: I think the UI doesn't really fit my habits, I hope there can be some improvements.

Commented [A359]: 5.2.1.3 Don't like the design of apps

Interviewee B: Yeah I think it's pretty good there's nothing faulty or something so it's all right.

Commented [A360]: 5.2.1.1 Like the design of apps

INTERVIEWER: On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.  
Interviewee A: Enjoyability 5 Usability 4  
Interviewee B: Enjoyability 4 Usability 4

INTERVIEWER: If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?  
Interviewee B: agree  
Interviewee A: Strongly Agree  
INTERVIEWER: If a competitive aspect is added to the app for taking public transportation (a system ranking based on the total number of trips you take on public transportation). Would you say that it would attract you to use public transportation?  
Interviewee B: Strongly Disagree  
Interviewee A: Disagree  
INTERVIEWER: Would you be more enticed to use public transportation frequently if it gave you an opportunity to earn rewards such as a free weekly ticket/pass?  
Interviewee A: Strongly Agree  
Interviewee B: Strongly Agree  
INTERVIEWER: Would it entice you to use public transportation more often if you had a chance to interact and socialize with the other passengers?  
Interviewee A: Disagree  
Interviewee B: Neutral

INTERVIEWER: If there is a public transportation app that includes the above features, would you recommend the app to your friends?  
Interviewee A: For the features I liked yes.  
Interviewee B: Yes.

Commented [A361]: 6.5.1 Recommend

Commented [A362]: 6.5.1 Recommend

INTERVIEWER: Do you think this kind of app would be popular? Can you tell me why?  
Interviewee A: I think this could be popular as taking a bus is a very boring thing but after these features are implemented it could be a bit more fun to use like you can see some statistics of how many bus trips you have taken and I would add this on top of these other features  
Interviewee B: I think this can be popular as this app has something different compared to other regular transportation apps and you can also get rewards so that is pretty good.

Commented [A363]: 6.6 Popularity

Commented [A364]: 6.6 Popularity

INTERVIEWER: What's your opinion about adding gamification elements to the public transport app?  
Interviewee A: I think if the feature is more to record I think its fine, but if it is too competitive I think people will pay too much attention to this type of thing. I think there should be a restriction on the competitiveness.  
Interviewee B: I think the gamification elements that you have told will be interesting and fun.

Commented [A365]: 6.7.2 Attractive

Commented [A366]: 6.7.2 Attractive

INTERVIEWER: If you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?  
Interviewee A: If I can know the personal information of the driver, not too private, this would make me more likely to take the bus  
Interviewee B: I think the points man, I think that's going to be amazing to get some rewards and redeem them.  
INTERVIEWER: Thank you for your time! It is such a rewarding interview with you. I believe that the information you provided will contribute a lot to our study and development in many aspects. Have a wonderful day and goodbye!  
INTERVIEWEE: You are welcome.

# Interview 11

Interview time: 2022/11/18 14:18-14:42

Location: On-campus Highfield

Interviewer: Xiaopu Hu

INTERVIEWER: Hey guys, welcome to the interviewing! Please read and sign the agreement terms and let me know if you are ready.  
INTERVIEWEE A: I am done with the agreement.  
INTERVIEWEE B: Me too.

INTERVIEWER: Great, let's start. Can you tell me your age?

INTERVIEWEE A: 19

INTERVIEWEE B: 21

Commented [A367]: 1.1.1 Both are young people

INTERVIEWER: What is your job?

INTERVIEWEE A: Student.

INTERVIEWEE B: Student too.

Commented [A368]: 1.2.1 Both are students

INTERVIEWER: How long does your daily commute to work/school take? (If the interviewee is a student or an employed person with a regular job).

INTERVIEWEE A: It's likely 17 minute's walk

INTERVIEWEE B: 15 minutes walk

Commented [A369]: 1.3.1.1 Both are less than 20 minutes walking

INTERVIEWER: Are you happy with your current way of commuting?

INTERVIEWEE A: Neutral

Commented [A370]: 1.3.2.2 Feeling neutral with the current way of commuting.

INTERVIEWEE B: Happy

Commented [A371]: 1.3.2.3 Feeling happy with the current way of commuting.

INTERVIEWER: Do you often take public transport for leisure activities (not work)?

INTERVIEWEE A: Yes

INTERVIEWEE B: Yes

Commented [A372]: 1.4.3.1 Both taking public transport for leisure activities

INTERVIEWER: What is the public transportation you use most often?

INTERVIEWEE A: The bus

INTERVIEWEE B: The bus

Commented [A373]: 1.4.2.1 Both often taking the bus

INTERVIEWER: Have you ever felt inconvenienced or troubled by your current mode of transport?

INTERVIEWEE A: Yes, if the journey was too long.

Commented [A374]: 1.4.4.1 If the journey was too long, he will feel inconvenienced.

INTERVIEWEE B: For me yes, say that if that bus comes to 10:20, you get the exact 10:20, there is a chance that the buses are left. So you got to come down a few minutes earlier.

Commented [A375]: 1.4.4.2 Buses are not on time

INTERVIEWER: Do you think sustainable transportation can improve environmental problems such as global warming?

INTERVIEWEE A: yes, It can. But it's not used too often by the majority of the population. So I don't think so.

Commented [A376]: 2.1.2 Traffic is not the main problem affecting the environment

INTERVIEWEE B: I think it can, based on like a government privatizes, for example, like in America like everyone drives. So that's obviously a lot worse for the environment because you don't have, pools of people getting into, big trains or buses to move around. So it's definitely possible to prevent a lot of pollution if you get more people into public transport.

Commented [A377]: 2.1.1 Public transportation can prevent a lot of pollution

INTERVIEWER: Has your choice of public transport been influenced by your knowledge of environmental issues?

INTERVIEWEE A: No  
INTERVIEWEE B: No

Commented [A378]: 2.2.2 Both never choose public transport because of the environmental issues

INTERVIEWER: What do you think the advantages and disadvantages of sustainable transportation are?

INTERVIEWEE A: It says the save on use of fossil fuels because one vehicle transporting a lot of people. But yeah, the quality of the ride and stuff is far less comfortable

Commented [A379]: 2.3.3 save on fossil fuels

INTERVIEWEE B: For an advantage, like an individual person. it's cheaper. It's cheaper obviously than buying a car and like spending money on fuel. It's no hassle to park. So if you ever drive a car around parking is a big issue. Especially on campus has a very small amount of parking stuff

Commented [A380]: 2.4.4 Less comfortable

Commented [A381]: 2.3.1 Affordable for individuals

Commented [A382]: 2.3.4 Avoid the hassle of parking

INTERVIEWER: Are these shortcomings (issues) that are preventing or limiting your use of sustainable transportation?

INTERVIEWEE A: Depend on how busy the city is.

INTERVIEWEE B: Yeah, definitely. Say it's like midnight, and there aren't any buses anymore. You would have to use like, you'd have to like book a taxi or something. As opposed to taking a bus because there aren't any buses around.

Commented [A383]: 2.4.8 No public transportation during midnight hours affects buses ridership

INTERVIEWER: Do you have any suggestions for improving these issues?

INTERVIEWEE A: I didn't

INTERVIEWEE B: I don't think, it would be worse if you improve it. If only a very small amount of people uses public transport, I'd like one or two. You're not going to save a lot of energy by you know, pulling a whole bunch of people in a bus. Because a bus is only friendly for the environment if we have a lot of people in it. But if it's only a small amount of people like taking the bus to him, it makes sense to not have buses running into it

Commented [A384]: 2.5.1 Raising the number of buses for the needs of a very small number of people will not help the environment.

INTERVIEWER: Have you ever been influenced by something that made you choose sustainable transportation? Please give an example of one of the influences.

INTERVIEWEE A: we were influenced by it because last year we were getting free bus passes from the university. So, I started using the UniLink like this year as well.

Commented [A385]: 2.6.5 Being influenced by the free bus passes

INTERVIEWEE B: So yes, I think as a student, like someone who like doesn't really make a lot of money or has a stable job. the cost would be the biggest reason. But I think for a lot of people even if they didn't make money, they would.

Commented [A386]: 2.6.2 Being influenced by economic factors

INTERVIEWER: When you travel with family or friends, are you more likely to use sustainable transportation?

INTERVIEWEE A: No, more likely car

INTERVIEWEE B: No

Commented [A387]: 2.8.1 Both will not choose public transportation when traveling

INTERVIEWER: Have you ever used shared transport? For example, like Ride-sharing , Bike-sharing, Scooter-sharing so on.

INTERVIEWEE A: Ride-sharing, I never use a scooter because it's too risky.

INTERVIEWEE B: Ride-sharing

Commented [A388]: 3.1.1.1 Both are used to use Ride-sharing

INTERVIEWER: On average, how often do you use shared transport?

INTERVIEWEE A: 2 days a week.

INTERVIEWEE B: 1 day a week.

Commented [A389]: 3.3.2 Both are low frequency for using shared transport

INTERVIEWER: Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

INTERVIEWEE A: In the short run it is far less costly because they only pay for the bus ticket rather than buying a vehicle, so I think it is cheaper in the short run.

Commented [A390]: 3.4.2 Affordable is the main advantage

INTERVIEWER: What conditions would make you prefer private transport compared to shared transport when choosing your way of travel?

INTERVIEWEE A: I think distance and weather.

INTERVIEWEE B: yeah same, distance and weather.

**Commented [A391]:** 3.5.1.1 & 3.5.1.3 Distance and weather can discourage people from choosing shared transportation

INTERVIEWER: Eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

INTERVIEWEE A: The weather is impossible to eliminate. I would say distance.

INTERVIEWEE B: actually, road conditions because if you're sharing a voi or something with a friend, they are more likely to fall off again.

**Commented [A392]:** 3.5.1.3 Eliminate distance problems, this mode of transportation would be recommended

**Commented [A393]:** 3.5.1.2 Improve road conditions, this mode of transportation would be recommended

INTERVIEWER: Have you ever considered other forms of shared transport?

INTERVIEWEE A: I have not considered but I've heard that certain people belong to it. for example, they would like either rent or buy a cheap car and then share the cost. So that's something that a shared transport method wasn't mentioned earlier. I think so. Yeah. Some people have considered that.

**Commented [A394]:** 3.6.2 Shared Private Car as a new form of shared transport

INTERVIEWER: How long does it take you to walk to your destination on average every time after you arrive at a public stop?

INTERVIEWEE A: 5 minutes

INTERVIEWEE B: 5 minutes

**Commented [A395]:** 4.1.2 Both are 5 minutes away from destination

INTERVIEWER: Is your mode of transport direct like direct train or direct bus. or do you need to switch during your journey? How many switches?

INTERVIEWEE A: Depends, if I take the subway in London, mostly I will switch subways.

INTERVIEWEE B: I've never had to take two buses, very rarely.

**Commented [A396]:** 4.2.1 Switch subways mostly

**Commented [A397]:** 4.2.2 Rarely switch to take buses

INTERVIEWER: Do you think public transportation takes a long time?

INTERVIEWEE A: Yes, buses trend would take a lot longer than if you like to book a taxi.

INTERVIEWEE B: Yes, bus goes to all the stops on the way so it's kind of inconvenient.

INTERVIEWEE A: Well, you can check this on Google Maps. You can always say like, the journey by car is a lot shorter. Because buses have to make so many stops.

**Commented [A398]:** 4.3.2 Buses always take longer then taxi

**Commented [A399]:** 4.3.2 & 4.3.2.1 Buses always take longer than cars because buses have lots of stops

INTERVIEWER: Can you name some factors that affect your satisfaction with public transportation?

INTERVIEWEE A: I would say how many people are using it, so if it's quite crowded, it's going to be unpleasant. Or if it is, if there are more buses the road will be split up. So it can be more convenient. So if it's crowded, you're not satisfied. And obviously if you're in a rush to get somewhere the bus takes too many stops. You won't be satisfied.

INTERVIEWEE B: I think a lot of people will be more satisfied with public transport if they had a guarantee that it was safe.

INTERVIEWEE A: It is quite safe.

INTERVIEWEE B: Yeah, but not all over the world, right? I mean not in the UK, maybe somewhere else.

INTERVIEWEE A: In London is dangerous.

INTERVIEWEE B: Yeah so it is one of the most important.

**Commented [A400]:** 4.4.6 Feeling low satisfaction If it is crowded in public transportation

**Commented [A401]:** 4.4.3 Public transportation is too slow leading to low satisfaction

**Commented [A402]:** 4.4.5 Ensuring security can increase satisfaction

INTERVIEWER: For scale 1-5, What do you think the current cost of public transport is?

INTERVIEWEE A: It is not cheap but not so expensive, so 3.

INTERVIEWEE B: yeah same, so 3.

**Commented [A403]:** 4.5.2 Both think public transport is not cheap but not expensive

INTERVIEWER: Have you ever used a smartphone app to take public transportation? (For example,

UniLink, uber, and trainline)

INTERVIEWEE A: Yeah, I use all of them

INTERVIEWEE B: yeah we use all of these.

**Commented [A404]:** 5.1.1 & 5.1.2 & 5.1.3 Both use all the apps(UniLink,uber and trainline)

INTERVIEWER: do you like the design of the apps?

INTERVIEWEE A: yeah, it is quite simple and easy to understand this setup. So it's quite convenient.

INTERVIEWEE B: Yes I agree.

**Commented [A405]:** 5.2.1.1 Both like the design of the apps

INTERVIEWER: On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.

INTERVIEWEE A: I will give Enjoyability 2, and Usability 5.

INTERVIEWEE B: I will give both 5

INTERVIEWER: If public transportation apps introduced medals, experience points, achievements, and other game components, do you agree that it would attract you to use public transportation more?

INTERVIEWEE A: Strongly Agree

INTERVIEWEE B: Strongly Agree

**Commented [A406]:** 6.1.1 Both think gamification of transportation apps can strongly attract people to take public transportation

INTERVIEWER: If a competitive aspect is added to the app for taking public transportation (a system ranking based on the total number of trips you take on public transportation). Would you say that it would attract you to use public transportation?

INTERVIEWEE A: I will say Neutral because people will not waste money if they want a higher rank.

**Commented [A407]:** 6.2.2Unhealthy competition might be happening

INTERVIEWEE B: Ranking is one way to reward someone and make people committed when you can also give them a free meal or something. I agree, but not strongly agree.

INTERVIEWER: Would you be more enticed to use public transportation frequently if it gave you an opportunity to earn rewards such as a free weekly ticket/pass?

INTERVIEWEE A: Strongly agree

INTERVIEWEE B: Strongly agree

**Commented [A408]:** 6.3.2 Free pass for public transportation as reward can attract people to take public transportation

INTERVIEWER: Would it entice you to use public transportation more often if you had a chance to interact and socialize with the other passengers?

INTERVIEWEE A: Strongly agree.

INTERVIEWEE B: Strongly agree. I love making friends with others.

**Commented [A409]:** 6.4.1 Socializing transportation apps can strongly attract people to take public transportation

INTERVIEWER: If there is a public transportation app that includes the above features, would you recommend the app to your friends?



INTERVIEWEE A: Yes, I would

INTERVIEWEE B: Me too.

INTERVIEWER: Do you think this kind of app would be popular? Can you tell me why

INTERVIEWEE A: I think this kind of app would be popular. I would say it's popular because you can also compare it with your friends. And see how often you've been using public transport and because in this modern day and age, sustainable transport methods are they could be quite a bit of quite a big attraction. So yeah.

Commented [A410]: 6.8.2 Gamification/socialization of public transportation apps will be welcomed

INTERVIEWEE B: Yeah, I think it'll be popular

INTERVIEWER: What's your opinion about adding gamification elements to the public transport app?

INTERVIEWEE A: Personally, I would say it's pointless and a waste of money.

Commented [A411]: 6.8.1 Pointless for adding gamification elements

INTERVIEWEE B: It's not going to be too costly to just add a game that can be a very simple one. It's just to attract people to the app.

Commented [A412]: 6.8.2 Attractive for adding gamification element

INTERVIEWER: If you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

INTERVIEWEE A: I think alcohol is a fun feature (just kidding).

INTERVIEWEE B: Maybe a form like Siri. Something like an AI bot that could give some traveling advice.

Commented [A413]: 6.9.1 Adding AI bot to public transportation can attract people

INTERVIEWEE A: So, like the more times you use the bus, history can draw something that's like influence you into using the app.

Commented [A414]: 6.9.2 Draw a diagram based on historical rides

# Interview 12

Interview time: 2022/11/21 18:16-18:34

Location: London

Interviewer: Xiaopu Hu

INTERVIEWER: Hi dear, welcome to the interviewing! Please read and sign the agreement terms and let me know if you are ready.

INTERVIEWEE: I am done with the agreement.

INTERVIEWER: Great, let's start. Can you tell me your age?

INTERVIEWEE: 35

Commented [A415]: 1.1.2 Middle-aged people

INTERVIEWER: What is your job?

INTERVIEWEE: I am an accountant.

Commented [A416]: 1.2.2 The role is Accountant

INTERVIEWER: How long does your daily commute to work take?

INTERVIEWEE: It is approximately 40 minutes

Commented [A417]: 1.3.1.1 Long commute time

INTERVIEWER: Are you happy with your current way of commuting?

INTERVIEWEE: Yeah, I am happy with that

Commented [A418]: 1.3.2.3 Satisfied with current way of commuting

INTERVIEWER: Do you often take public transport for leisure activities?

INTERVIEWEE: Yes, I always take subway during workday.

Commented [A419]: 1.4.1.1 High Frequency for taking pubic transport

INTERVIEWER: What is the public transportation you use most often?

INTERVIEWEE: The subway

Commented [A420]: 1.4.2.2 Subway is the most frequent way

INTERVIEWER: Have you ever felt inconvenienced or troubled by your current mode of transport?

INTERVIEWEE: literally, I feel that public transportation is very convenient in my city, but the only trouble is that there are not enough subway stations. So, the places you can go are limited.

Commented [A421]: 1.4.4.3 Subway stations are not enough.

INTERVIEWER: Do you think sustainable transportation can improve environmental problems such as global warming?

INTERVIEWEE: Obviously, it can be improved if more people take public transportation and can reduce the exhaust emissions from private cars.

Commented [A422]: 2.1.1 Sustainable transportation can improve environment.

INTERVIEWER: Has your choice of public transport been influenced by your knowledge of environmental issues?

INTERVIEWEE: I would only consider taking public transportation because of its convenience, and I don't care if my choice of travel mode affects the environment.

Commented [A423]: 2.2.2 Public transportation will not be chosen specifically for environmental issues

INTERVIEWER: What do you think the advantages and disadvantages of sustainable transportation are?

INTERVIEWEE: The advantages are that it protects the environment and can somewhat alleviate traffic congestion in the city. about the disadvantages, I can't think of any disadvantages. If it must be a disadvantage, I think it might be worrying about covid.

Commented [A424]: 2.3.3 Friendly for the environment

Commented [A425]: 2.4.7 Covid-19 may be dispersed in public environments

INTERVIEWER: Are these shortcomings or issues that are preventing or limiting your use of sustainable transportation?

INTERVIEWEE: Yes.

INTERVIEWER: Do you have any suggestions for improving these issues?

INTERVIEWEE: maybe you should Avoid taking public transportation during peak hours

Commented [A426]: 2.5.6 Avoid taking public transportation during peak hours

INTERVIEWER: Have you ever been influenced by something that made you choose sustainable transportation? Could you give me an example of one of the influences?

INTERVIEWEE: During the commute to work, you know, the city always has heavy traffic congestion. So, I think traffic congestion is one of the biggest factors influencing my choice of public transportation. Also, taking public transportation saves you the hassle of parking.

Commented [A427]: 2.3.5 Traffic congestion problems make people choose public transportation

Commented [A428]: 2.3.4 Public transportation can save hassle of parking.

INTERVIEWER: When you travel with family or friends, are you more likely to use sustainable transportation?

INTERVIEWEE: Yeah

Commented [A429]: 2.8.1 Would like to use sustainable transportation during travelling

INTERVIEWER: Have you ever used shared transport? For example, Ride-sharing, Bike-sharing, Scooter-sharing so on.

INTERVIEWEE: Yeah, for sure. I have used shared bicycles and shared electric bikes.

Commented [A430]: 3.1.1.2 & 3.1.1.5 Have used shared bicycles and shared electric bikes.

INTERVIEWER: On average, how often do you use shared transport?

INTERVIEWEE: honestly, I rarely use shared transportation, maybe only once every two weeks.

Commented [A431]: 3.3.2 Low frequency for using shared transportation

INTERVIEWER: Do you think shared transport has any advantages over private transport? What do you think is the most outstanding point?

INTERVIEWEE: I think the biggest advantage is that you don't need to worry about traffic jams.

Commented [A432]: 3.4.5 No traffic congestion

INTERVIEWER: What conditions would make you prefer private transport compared to shared transport when choosing your way of travel?

INTERVIEWEE: When not at peak times, or if I have an emergency to attend to.

Commented [A433]: 3.5.3 During not peak times, will prefer private transport

INTERVIEWER: Eliminating which disadvantage would make you more inclined to recommend this way of transport with friends?

Commented [A434]: 4.4.3 Will choose private transport if emergency things have to handle off

INTERVIEWEE: If there were no concerns about the covid, I would recommend this mode of transportation to my friends.

Commented [A435]: 2.4.7 Concerning about the covid-19

INTERVIEWER: Have you ever considered other forms of shared transport?

INTERVIEWEE: Yes, I once had the crazy idea of building a transportation way like a cable car. If you can use the cable car to travel people can avoid any traffic jams or parking trouble.

Commented [A436]: 3.6.2 New form of shard transports which is cable car

INTERVIEWER: How long does it take you to walk to your destination on average every time after you arrive at a public stop?

INTERVIEWEE: About 10 to 15 minutes.

Commented [A437]: 4.1.2 Short time to the final destination

INTERVIEWER: Is your mode of transport direct like direct train or direct bus? or do you need to switch during your journey? How many switches?

INTERVIEWEE: Most of the time I can get to my destination directly without any switch.

Commented [A438]: 4.2.2 Direct train without any switches

INTERVIEWER: Do you think public transportation takes a long time?

INTERVIEWEE: A little bit but compare with the long waiting time of the peak time, it saves a lot of time for me.

Commented [A439]: 4.3.1 & 4.3.1.1 It saves time during the peak time

INTERVIEWER: Can you name some factors that affect your satisfaction with public transportation?

INTERVIEWEE: Maybe it's the staff's service attitude

Commented [A440]: 4.4.9 Service attitude may affect people's choice

INTERVIEWER: On scale of 1 to 5, What do you think the current cost of public transport is

INTERVIEWEE: I would say 2.

Commented [A441]: 4.5.2 Totally 5, give 2 for the cost which mean it is cheap

INTERVIEWER: Have you ever used a smartphone app to take public transportation?

INTERVIEWEE: Yes

Commented [A442]: 5.1 Does use the app to taking public transportation.

INTERVIEWER: Do you like the design of the apps?

INTERVIEWEE: It's not bad

Commented [A443]: 5.2.1.2 Neutral rating for the design of the apps

INTERVIEWER: On a scale of 1 to 5, rate the apps you have used based on their usability and enjoyability respectively.

INTERVIEWEE: I would give 4 for usability and 3 for enjoyability.

Commented [A444]: 4 for usability, 3 for enjoyability.

INTERVIEWER: If a competitive aspect is added to the app for taking public transportation. It could be a ranking system based on the total number of trips you take on public transportation, would you say that it would attract you to use public transportation?

INTERVIEWEE: It sounds interesting, but it depends on whether a high ranking will give me some reward, if it's just a meaningless ranking I don't think I'll be attracted to it.

Commented [A445]: 6.3.2 Reward would attract people.

Commented [A446]: 6.2.4 Simple ranking system can't attract people to take public transportation.

INTERVIEWER: Would you be more enticed to use public transportation frequently if it gave you an opportunity to earn rewards such as a free weekly ticket/pass?

INTERVIEWEE: Sounds great, but it would be nice to have a reward of greater value.

INTERVIEWER: Would it entice you to use public transportation more often if you had a chance to interact and socialize with the other passengers?

INTERVIEWEE: I don't think so. Because this kind of socializing doesn't make any sense to me. It is wasting time.

Commented [A447]: 6.4.2 Feeling meaningless for the socialise function in the public transportation app

INTERVIEWER: If there is a public transportation app that includes the above features, would you recommend the app to your friends?

INTERVIEWEE: Yes, I would. Because of the reward system. It attracts me a lot.

INTERVIEWER: Do you think this kind of app would be popular? Can you tell me why

INTERVIEWEE: Maybe, it depends on the development of follow-up features, because I think the features you mentioned are difficult to maintain user stickiness. You know, people can easily get bored with a simple game feature.

Commented [A448]: 6.8.4 People may get bored if the game system won't update the ways to play.

INTERVIEWER: What's your opinion about adding gamification elements to the public transport app?

INTERVIEWEE: I think it adds to the fun, but I don't think it's necessary to include too many games in it. You know, it's a public transportation app and not a game. I think people don't want to get confused when they take public transportation. A simple and easy-to-understand design is more appropriate for public transportation apps. Because it will be used by people of all ages. Gamification elements may be attractive to my son. But for me, I don't want to make public transportation to be complicated.

Commented [A449]: 6.8.1 Gamification function are not necessary, people may like simple designed app.

INTERVIEWER: If you could add a fun feature to a public transportation app which attracts people to take public transportation, what would you add?

INTERVIEWEE: Maybe it can be added to a podcasts or music function?

Commented [A450]: 6.9.5 podcasts or music function

INTERVIEWER: Okay that's great, thank you for your time.

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# Appendix 2

## FPSE Ethics Committee

### FPSE EC Application Form



# FPSE Ethics Committee

## FPSE EC Application Form

Ver 6.6d

Refer to the *Instructions* and to the *Guide* documents for a glossary of the key phrases in **bold** and for an explanation of the information required in each section. The *Templates* document provides some text that may be helpful in presenting some of the required information.

Replace the highlighted text with the appropriate information.

Note that the size of the text entry boxes provided on this form does **not** indicate the expected amount of information; instead, refer to the *Instructions* and to the *Guide* documents in providing the complete information required in each section. Do **not** duplicate information from one text box to another.

Reference number: <b>24744.A5</b>	Version: <b>2.0</b>	Date: <b>17 Oct 2022</b>
Name of <b>investigator(s)</b> : <b>COMP2213 class of 2022/23</b>		
Name of supervisor(s) (if student <b>investigator(s)</b> ): <b>COMP2213 lecturers: Sarah Hewitt, Richard Gomer, Mercedes Arguello-Casteilero, Rusyaizila Ramli</b>		
Title of study: Student interviews for COMP2213 ( <b>UK and Malaysia Campuses</b> )		
Expected study start date: <b>1 Nov 2021</b>	Expected study end date: <b>30 Apr 2023</b>	
<p>Note that the dates requested on the "IRGA" form refer to the start and end of <i>data collection</i>. These are not the same as the start and end dates of the study for which approval is sought.</p> <p>Note that approval must be obtained before the study commences; retrospective approval cannot be given.</p>		

The investigator(s) undertake to:

- Ensure the study Reference number is prominently displayed on all advertising and study materials, and is reported on all media and in all publications;
- Conduct the study in accordance with the information provided in the application, its appendices, and any other documents submitted;
- Conduct the study in accordance with University policy governing research involving human **participants** (<http://www.southampton.ac.uk/ris/policies/ethics.html>);
- Conduct the study in accordance with University policy on data retention (<http://www.southampton.ac.uk/library/research/researchdata/>);
- Submit the study for re-review (as an amendment through ERGO) or seek FPSE EC advice if any changes, circumstances, or outcomes materially affect the study or the information given;
- Promptly advise an appropriate authority (Research Governance Office) of any adverse study outcomes, changes, or circumstances (via an adverse event notification through

ERGO);

- Submit an end-of-study form as may be required by the Research Governance Office upon completion of the study.

***REFER TO THE INSTRUCTIONS DOCUMENT WHEN COMPLETING THIS FORM.***

**PRE-STUDY**

**Characterise the proposed participants**

The cohort of students of COMP2213 will be instructed to interview **approximately six participants per group, making approximately 300 participants in total**. Students will be asked to recruit healthy adult participants aged between 18-80. Participants are likely to include friends and family members of the students as well as potentially others from the general public. Students will be specifically instructed not to interview anyone outside of these age ranges or vulnerable individuals (i.e. diminished mental capacity, low-income / homeless, disabled etc).

**Describe how participants will be approached**

Students will be instructed to approach friends and family informally- in person, or via email or social media. Students wishing to recruit interviewees outside of their immediate friend/family circle will be instructed to recruit using snowball sampling from existing contacts.

**Describe how inclusion and/or exclusion criteria will be applied (if any)**

The COMP2213 teaching staff will explicitly instruct students not to approach individuals who may conceivably be from vulnerable populations, or people outside of the ages of 18-80.

**Describe how participants will decide whether to take part**

Students will be instructed to brief their participants about the nature of the research on the first contact (verbally or via email), and will be shown the participant information sheet if they express an interest. Students will be instructed to again show each participant the information sheet, give the participant a chance to ask any further questions before ensuring each participant verbally consents to take part in the study. (Refer appendices i and ii)

***Participant Information***

Provide the **Participant Information** in the form that it will be given to **participants** as an appendix. All studies must provide **participant information**.

***Consent Form***

Provide the **Consent Form** (or the request for consent) in the form that it will be given to **participants** as an appendix. All studies must obtain **participant** consent.

Some studies may obtain verbal consent, other studies will require written consent, as explained in the *Instructions* and *Guide* documents.

## DURING THE STUDY

Describe the study procedures as they will be experienced by the **participant**

Identify how, when, where, and what kind of data will be recorded (not just the formal research data, but including all other study data such as e-mail addresses and signed consent forms)

COMP2213 students must choose one of two challenge areas upon which to formulate questions and interview willing participants. These themes are:

1. Renewable Energy for the Home

2. Sustainable Transport

Students will choose one of these themes upon which to base their research, formulate their own research questions in groups of 5-6 students and conduct interviews. The themes are purposefully broad and applicable to the widest possible range of participants.

Students will be instructed in class to conduct interviews online (using Teams or similar) or in mutually acceptable locations for their participants. Many of these interviews are likely to take place on campus. They may choose to take notes themselves and are expected audio-record the interviews using their mobile phones and transcribe them later. Students will be explicitly instructed not to take any identifiable photographs or videos of their participants in their interviews, not to ask personal or sensitive questions during the interviews and will be further instructed to request each of their participants does not to mention names or give any form of identifiable information in the interviews. All interview recordings will be deleted after the anonymised transcription is done.

### ***Participant questionnaire***

As an appendix, if using a questionnaire, reproduce any and all **participant** questionnaires or data gathering instruments in the exact forms that they will be given to or experienced by **participants**. If conducting less formal data collection, provide specific information concerning the methods that will be used to obtain the required data.

## POST-STUDY

Identify how, when, and where data will be stored, processed, and destroyed

As mentioned, students will be instructed to ensure no identifiable information is recorded in any of the interviews.

Data will be in the form of students' notes or sketches from the interviews and/or audio-recordings and/or transcripts of the audio recordings.

Students will use excerpts of the interview transcripts in their reports for the subject. All students will be instructed to store all interview data on their personal password protected laptops. Please note however that all interview data kept by the students will be non-identifiable. It will be left up to the students as to how to store, process, and eventually destroy the interview notes or transcripts. All students will be instructed to store data on their laptops and all interview recordings will be deleted after the anonymised transcription is completed.

If Study Characteristic M.1 applies, provide this information in the **DPA Plan** as an appendix instead and do not provide explanation or information on this matter here.

## STUDY CHARACTERISTICS

(L.1) The study is funded by a commercial organisation: **No**

(L.2) There are **restrictions** upon the study: **No**

(L.3) Access to **participants** is through a third party: **No**

(M.1) **Personal data** is collected or processed: **No**  
Data will be processed outside the UK: **No**

If 'Yes' to either question, provide the **DPA Plan** as a separate appendix. Do not provide information or explanation on this matter here. Note that using or retaining e-mail addresses, signed consent forms, or similar study-related **personal data** requires M.1 to be "Yes"

(M.2) There is no inducement given to any participants

(M.3) The study is **intrusive**: **No**

(M.4) There is **risk of harm** during the study: **No**

(M.5) The true purpose of the study will be hidden from **participants**: **No**  
The study involves **deception of participants**: **No**

(M.6) **Participants** may be minors or otherwise have **diminished capacity**: **No**

(M.7) **Sensitive data** is collected or processed: **No**

(H.1) The study involves: **invasive** equipment, material(s), or process(es); or **participants** who are not able to withdraw at any time and for any reason; or animals; or human tissue; or biological samples: **No**

***Technical details***

If one or more Study Characteristics in categories M.3 to M.7 or H applies, provide the description of the technical details of the experimental or study design, the power calculation(s) which yield the required sample size(s), and how the data will be analysed, as separate appendices. Do not provide explanation or information on these matters here.

## APPENDICES (AS REQUIRED)

While it is preferred that this information is included here in the Study Protocol document, it may be provided as separate documents.

If provided separately, be sure to name the files precisely as “Participant Information”, “Questionnaire”, “Consent Form”, “DPA Plan”, “Permission to contact”, “Risk Management Plan”, “Debrief Plan”, “Contact Information”, and/or “Technical details” as appropriate.

If provided separately, each document must specify the reference number in the form ERGO/FPSE/19422, its version number, and its date of last edit.

Appendix (i): **Participant Information** in the form that it will be given to **participants**.

Appendix (ii): **Consent Form** in the form that it will be given to **participants**.

## Appendix (i) Participant Information

### Participant Information

Ethics reference number: 24744.A4	Version: 1.0	Date: 17 Oct 2022
Study Title: Student interviews for COMP2213		
Investigator: ***STUDENTS TO INSERT THEIR NAME(S) HERE***		

Please read this information carefully before deciding to take part in this research. If you are happy to participate you will be asked to provide your verbal consent to take part. Your participation is completely voluntary.

**What is the research about?** This research project is part of the COMP2213 group project. The research will be on related to: (1) Renewable Energy in the Home or (2) Sustainable Transport

**Why have I been chosen?** You have been approached because you are known to the student(s) or because you have been identified by the students as being appropriate for an interview on one of the topics listed above.

**What will happen to me if I take part?** You will take part in a short interview (~15-20 minutes). The interview will involve non-personal questions about your opinions one of the topics listed above. Interviews may be audio-recorded.

**Are there any benefits in my taking part?** The study will add to the current knowledge on each topic, as well as being a valuable practical learning tool for the student(s) who are learning qualitative research techniques.

**Are there any risks involved?** None beyond everyday life.

**Will my data be confidential?** Please do not give any identifiable information during your interview. Your interviewer (student) will ask for your verbal consent to participate in the research. Because no identifiable information will be gathered in the interview, the students will retain anonymous interview transcripts and notes until the end of the semester.

**What happens if I change my mind?** You may withdraw at any time and for any reason. You may decline to give your verbal consent and not take part in the interview without penalty.

**What happens if something goes wrong?** If you have any concern or complaint, contact the COMP2213 teaching staff ([r.gomer@soton.ac.uk](mailto:r.gomer@soton.ac.uk)), otherwise please contact Research Governance Office (02380 595686, [Rgoinfo@soton.ac.uk](mailto:Rgoinfo@soton.ac.uk)).

## Appendix (ii) Consent Form

### Consent Form

Ethics reference number: <b>24744.A4</b>	Version: <b>1.0</b>	Date: <b>17 Oct 2022</b>
Study Title: <b>Student interviews for COMP2213</b>		
Investigator: <b>***STUDENTS TO INSERT THEIR NAME(S) HERE***</b>		

Please read the following and indicate to the researcher verbally (i.e. yes/no) if you agree with the following statements:

#### **Data Protection**

*I understand that information collected during my participation in this study is completely anonymous / will be stored on a password protected computer/secure University server and that this information will only be used in accordance with the Data Protection Act (1998). The DPA (1998) requires data to be processed fairly and lawfully in accordance with the rights of participants and protected by appropriate security.*

:

I have read and understood the Participant Information (**dated 17 Oct 2022**) and have had the opportunity to ask questions about the study.

I agree to take part in this study.

I understand my participation is voluntary and I may withdraw at any time and for any reason.

**If the participant has verbally agreed to the above, and consented to take part in the research, the study may commence.**



# AGE GROUP

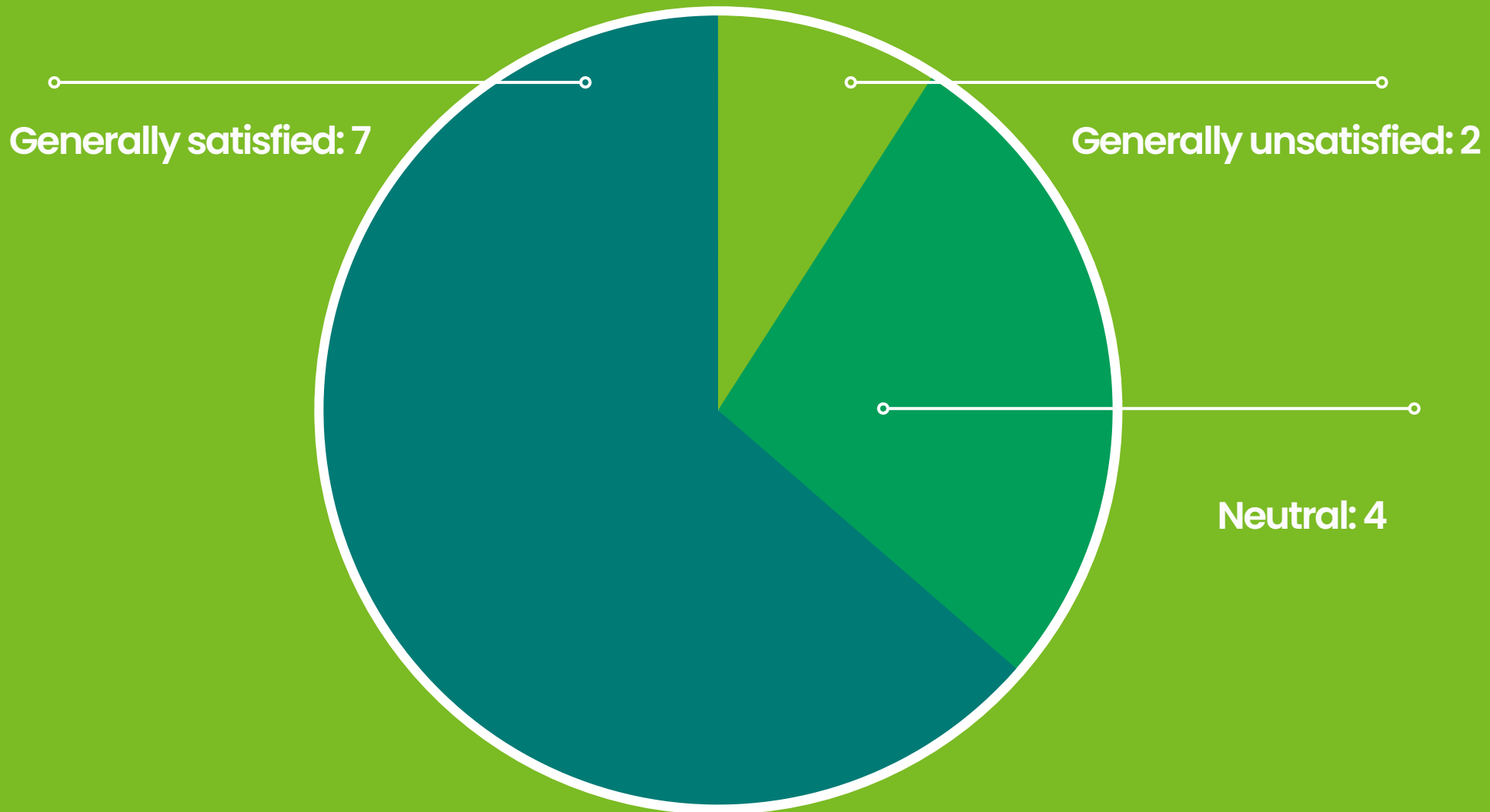
YOUNG  
AGE (UNDER 30)

MIDDLE AGE  
(30-60)

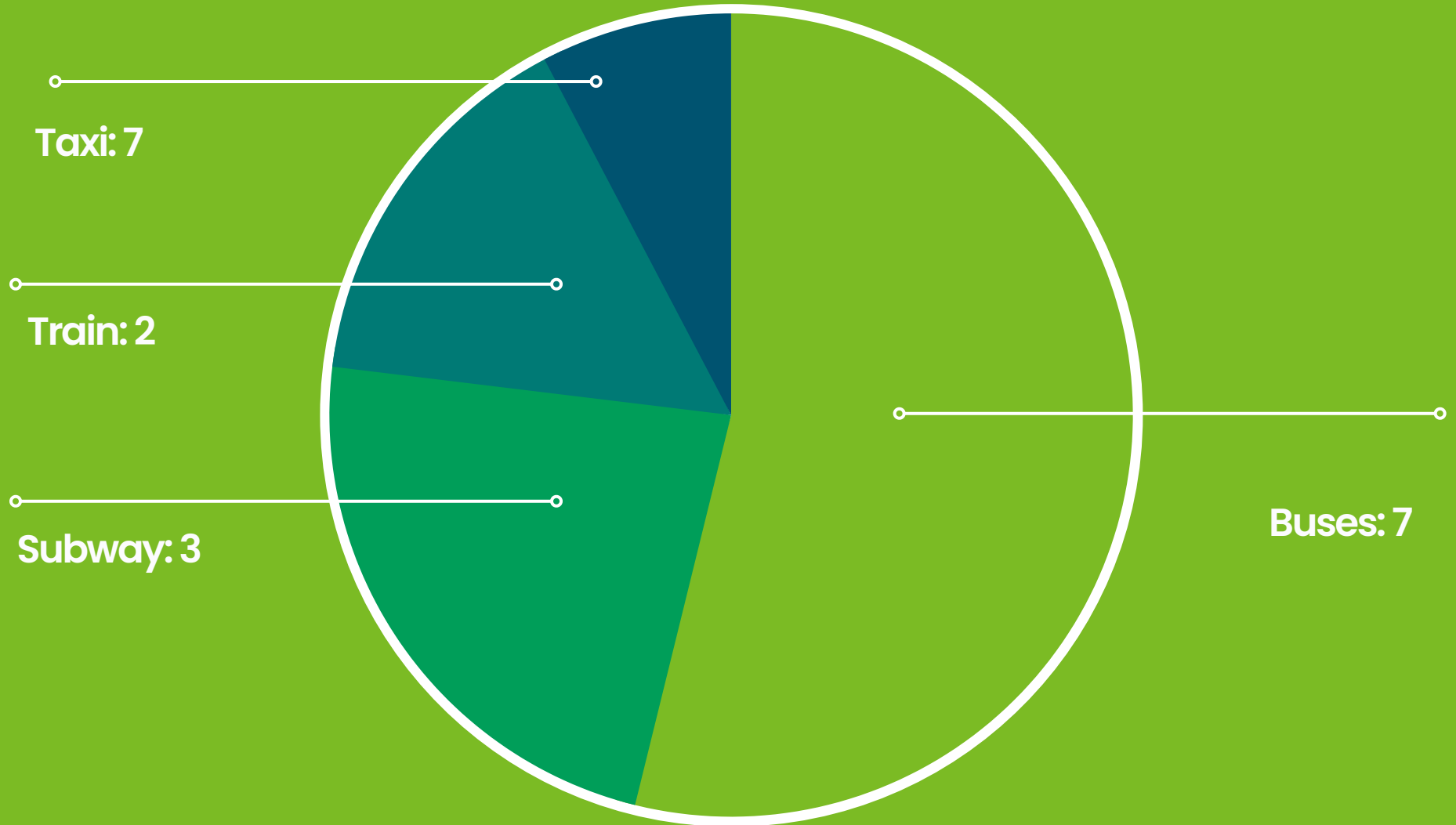
7

5

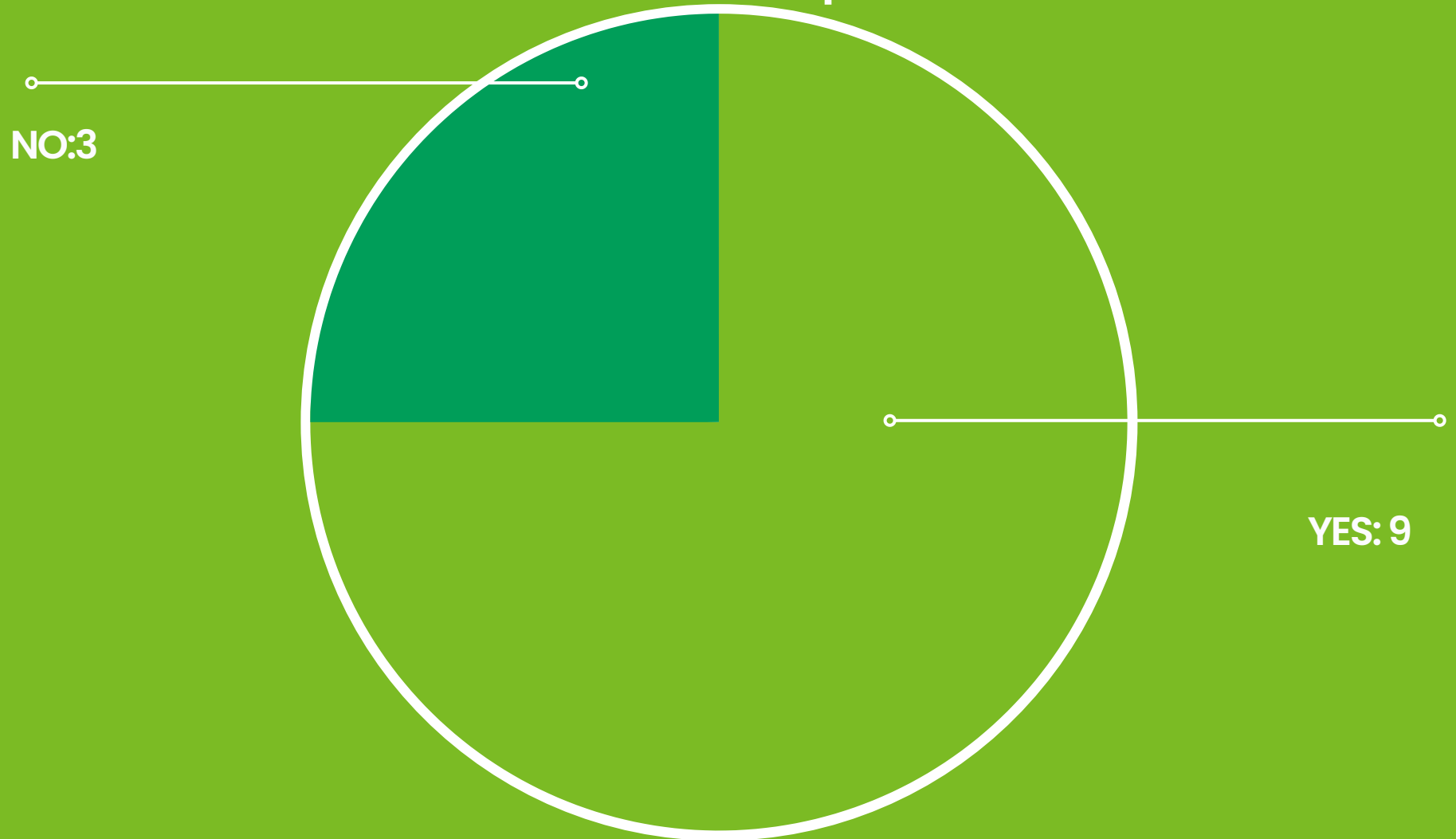
# Satisfaction of current way of commuting



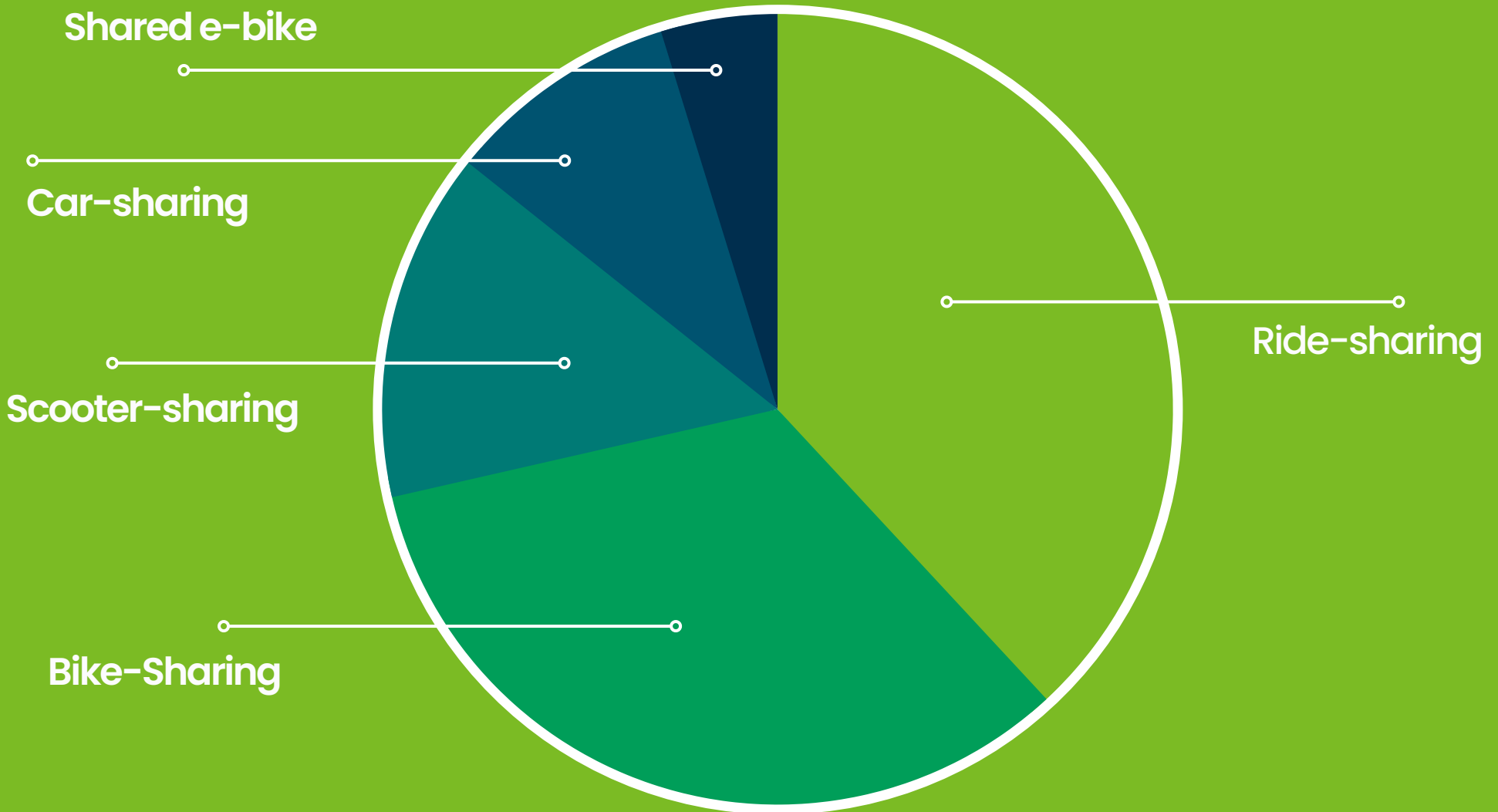
# Types of transportation frequently used by the interviewee



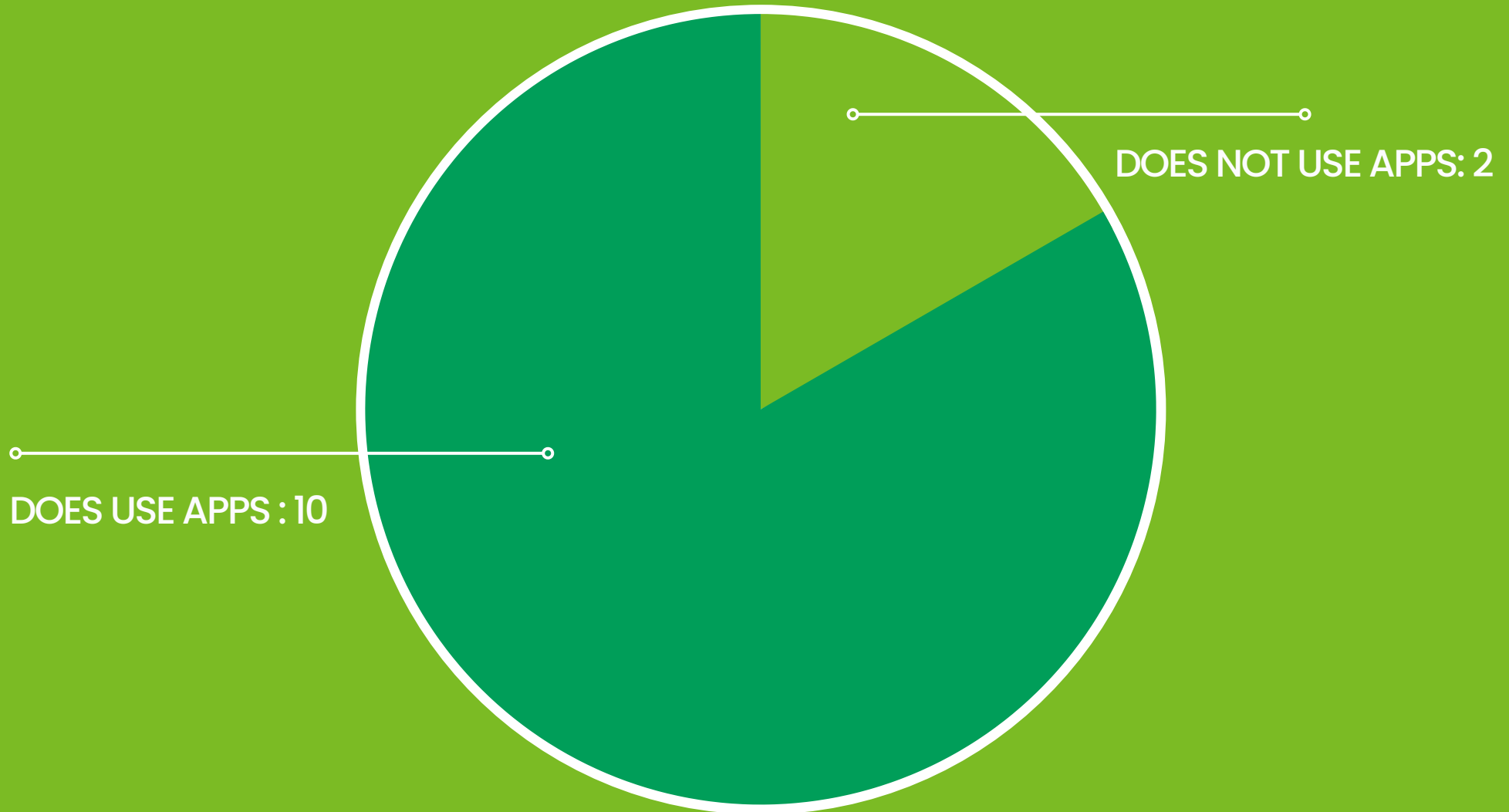
# Choosing public transportation because of environmental problems



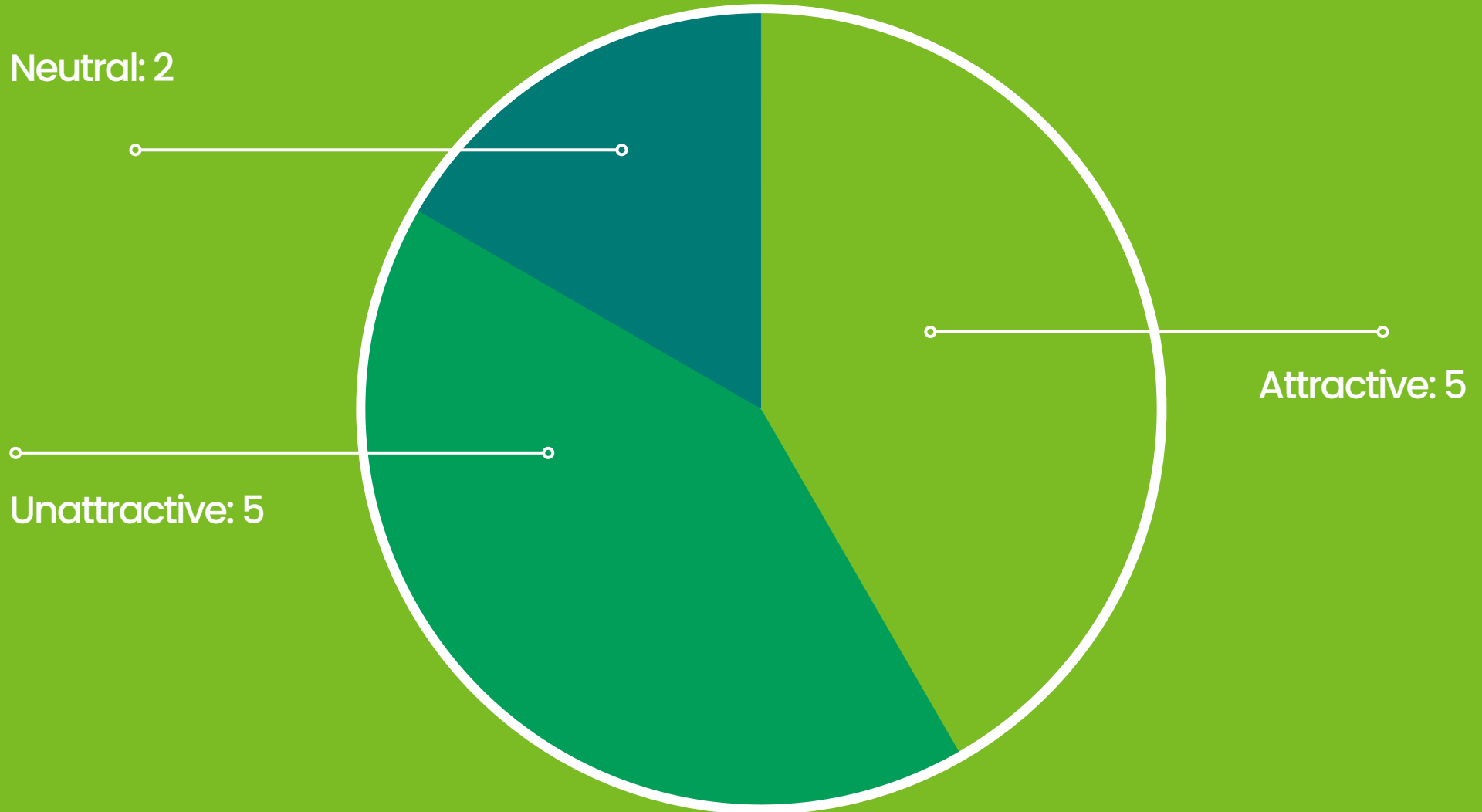
# Usage statistics of shared transportation



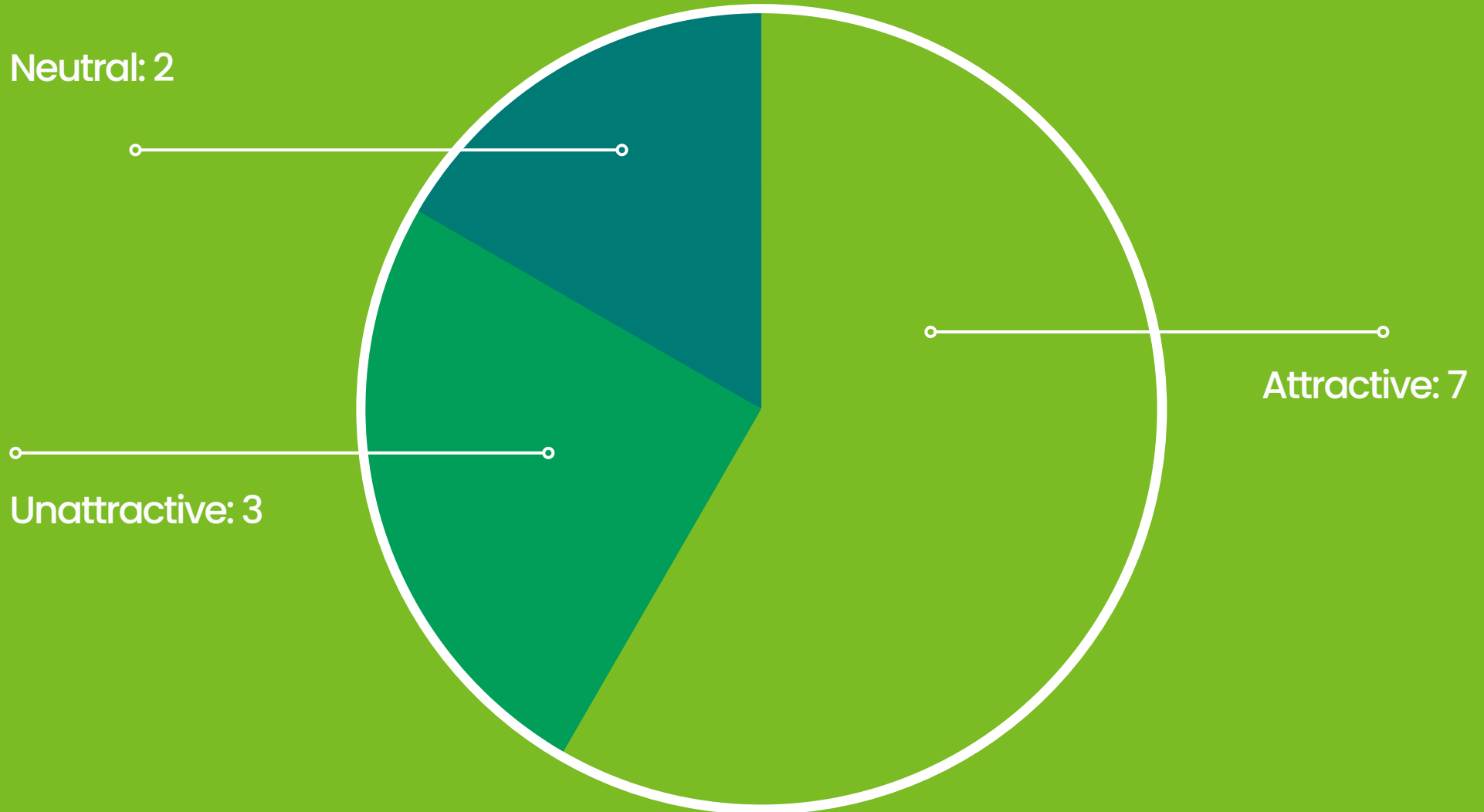
# Whether the interviewee uses the mobile app to take public transportation



# To what extent can game components attract people

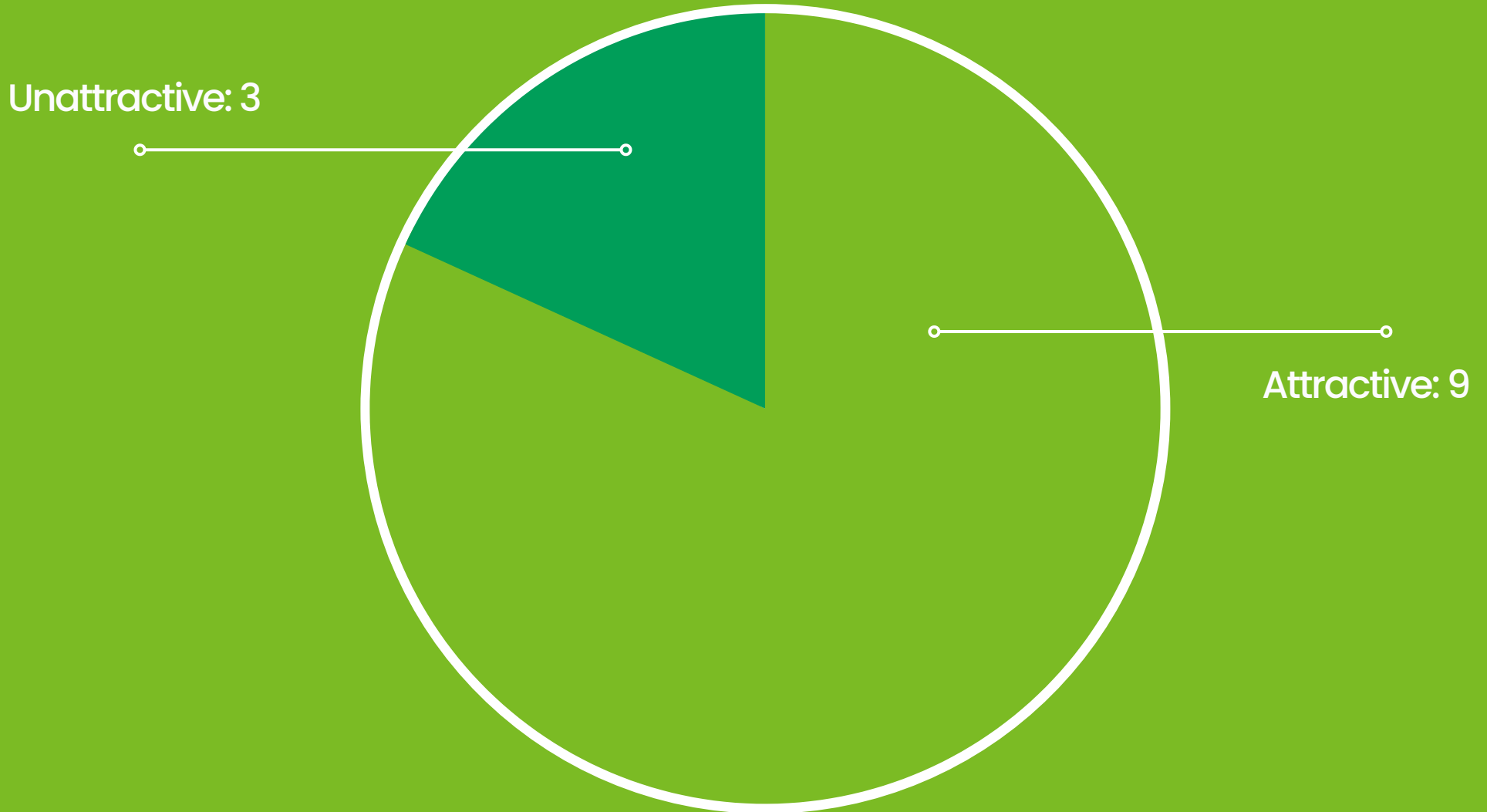


# To what extent can reward components attract people





# To what extend can socialize components attract people



# OPINION ON GAMIFICATION

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EASY TO GET BORED

REDUNDANT

ATTRACTIVE

COMPLICATED

1

6

3

3