

# USING PERSONAS IN TRANSPORT POLICY MAKING

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## RESEARCH QUESTIONS AND METHODOLOGY

HOW CAN DATA FROM MULTIPLE SOURCES BE MANIPULATED TO DEEPEN THE UNDERSTANDING OF TRAVELLERS' BEHAVIOUR?

HOW TO USE PERSONAS TO SUPPORT EVIDENCE-BASED TRANSPORT POLICYMAKING?

### Normative Decision Models

	Persona 1	Persona 2	Persona 3	Persona 4	...
Policy 1	✓	✓	✓	✓	...
Policy 2	✗	✗	✓	✓	...
Policy 3	✓	✓	✓	✓	...
Policy 4	✗	✗	✓	✓	...

Examine the impact of policies on different personas

### Policy development framework:

1. Foundation
2. Issues and desired outcome
3. Evidence and engagement
4. Options
5. Test and analysis the options
6. Decision
7. Implementation
8. Evaluations

### Descriptive Decision Models



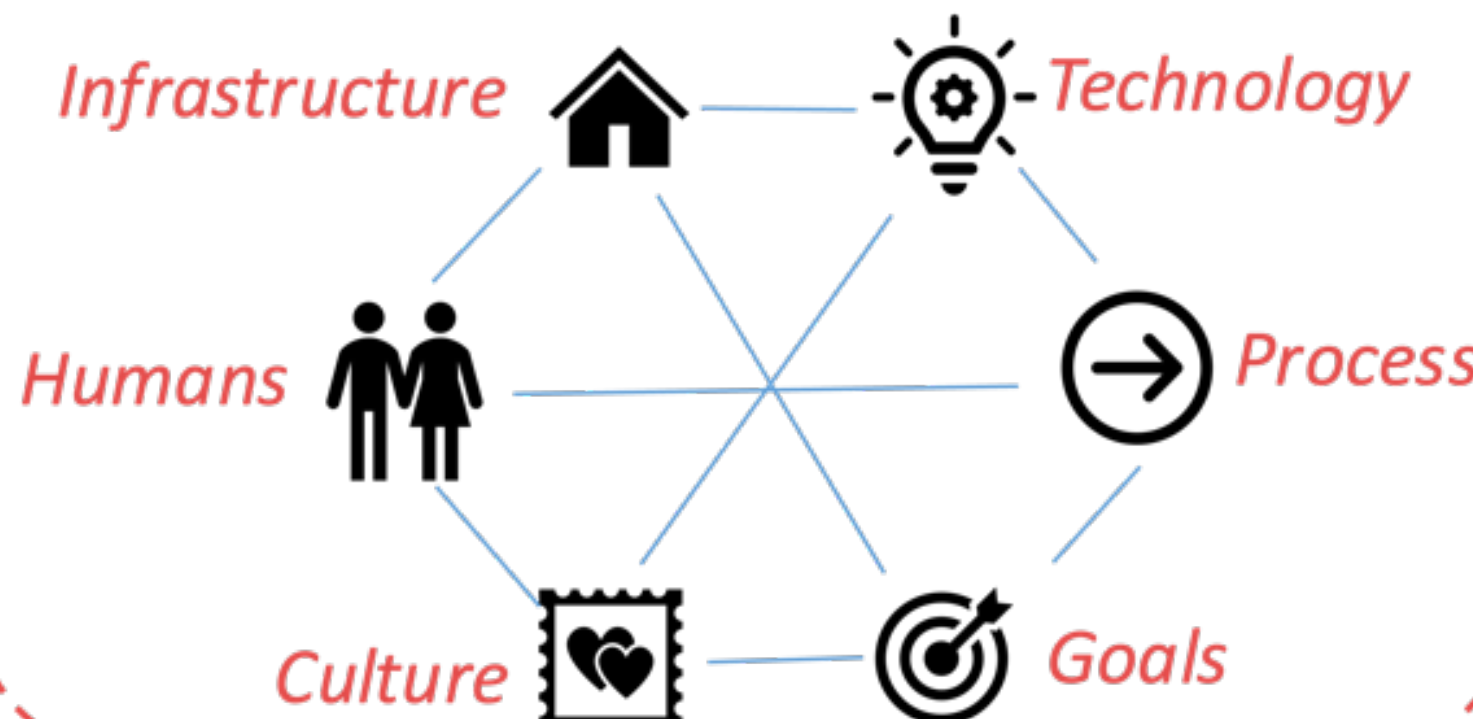
- Constraints
- Workload
- Uncertainty
- Heuristic

### Quantitative research

Transport user Personas



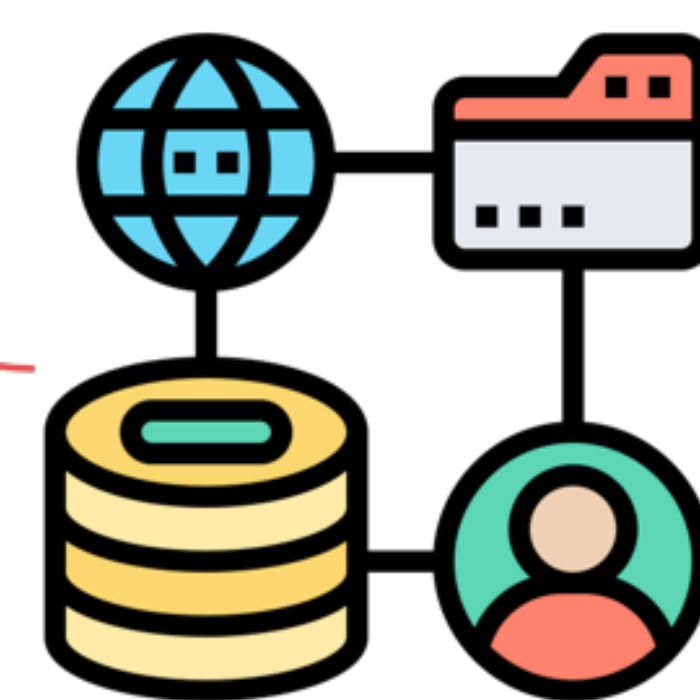
### Social-technical system theory



Davis et al. (2014)

External influencers

Human Factors



System

### Stakeholder consultation:

- Open policy making
- Behavioural insights
- User-centred design

### System thinking

### Qualitative research



Policy

Policy co-design

Policies will shape the transportation system.

Analysing the impacts of policies on personas could be accomplished by reverting to the classic problem in human factors: examining the interaction between the personas and the system designed by the policies.

## RESEARCH ACTIVITIES

### STUDY 2: Understanding the policymaking process and the potential of using HCD/personas in policymaking

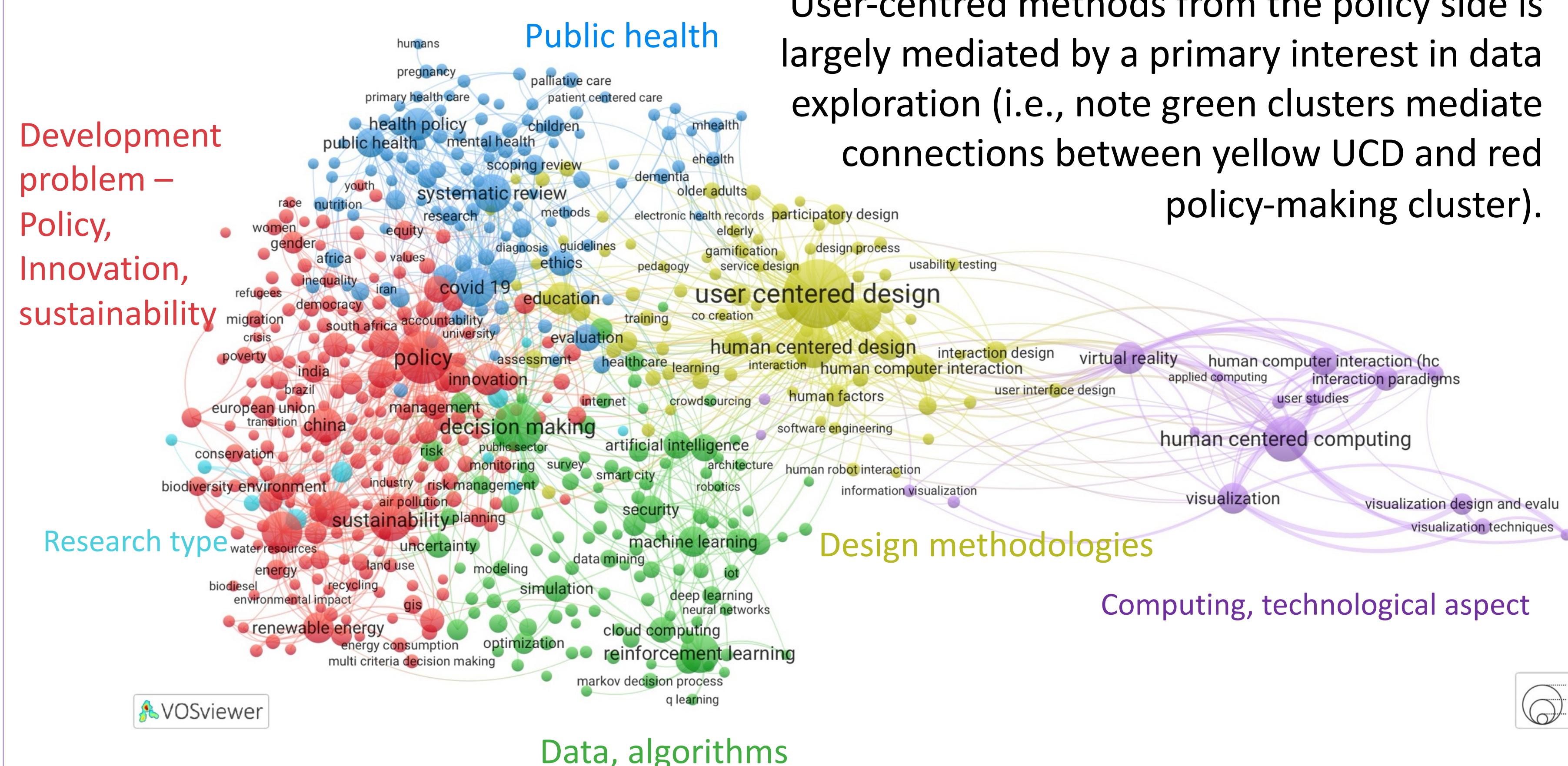
*"When you think about transport you normally think about humans" \_ Policymaker*

- The design-based or "design thinking" approaches in policy and governance have garnered significant attention in recent years to increase.
- Policy is complex which involves people and other elements in the system and society.
- Stakeholder engagement and co-design is an essential part of policymaking.
- Challenges: Limited resources, time pressure and how to articulate how many factors play into decision-making.
- Experience and in-job training is important.

### FUTURE STUDIES:

- Using human factors techniques to explain how HCD/personas can influence policy design and decision-making processes .
- Quantify the influence of policy on personas – using data to tell stories about personas in specific policy scenarios.
- Design policy decision-making framework using personas in transport settings.

### STUDY 1: Using Human-centred design in policymaking: Bibliometric analysis and systematic review



User-centred methods from the policy side is largely mediated by a primary interest in data exploration (i.e., note green clusters mediate connections between yellow UCD and red policy-making cluster).

### Obstacles when applying HCD in policymaking:

- (1) inclusion, challenges in stakeholder engagement
- (2) Alignment with the current policy system
- (3) Risk of oversimplification