

### Handout Sheet 2

This CREST-accredited project can be put towards achieving a CREST Bronze Award



### Customer Experience Design

#### Background

As part of this project you will be designing a new railway station for your local area. For this information sheet we have interviewed Agata, a HS2 Customer Experience Designer who will share her thoughts on railway station design.

**Interviewer:** Customer Experience Design (CX Design) is a relatively new career area. Can you explain what a CX Designer does and how you became one?

**Agata:** CX Designers are responsible for everything that a customer experiences as part of a service. In this case, taking a journey using high speed. We are interested in improving everything about a customer's experience when travelling with us, from the website or app where they booked their ticket to the comfort of their seat on the train. There are lots of ways into CX Design, as at the moment there aren't many dedicated courses. I started out as a Graphic Designer with a bachelor's degree in Graphic Design and then got into user interface design for self-service machines.

**Interviewer:** What sort of skills does a Customer Experience Designer need to have?

**Agata:** You have to be a detail-orientated person. For example, when looking at a station design I am interested in how all different people will experience the station. I will also research the experience of people who have a visual impairment, hearing impairments and mobility impairments and make sure that the station works for them. If I had to choose an essential skill I would say listening, as my job is all about finding out other peoples' perspectives.

**Interviewer:** What sort of specialist tools do you use as part of your job?

**Agata:** A really cool aspect of my job is that I get to use a virtual reality headset! This morning I was walking around in a train station that isn't even built yet. It's a great tool for actually standing in my customers' shoes.

**Interviewer:** What is your recipe for a successful train station?

**Agata:** For me, it must work for all people and be a space that everyone can enjoy and benefit from. It has to be sustainable and it has to be a building that local people can be proud of for generations to come. It has to be somewhere you'd want to meet your friends, and somewhere that you walk into, look up at the huge ceiling and think "wow".

**Interviewer:** Do you have a personal favourite amongst the new HS2 station designs?

**Agata:** My personal favourite is Interchange Station in Solihull. The roof design is gorgeous, and it's being designed to produce zero carbon emissions from day-to-day energy use! It's also been designed to make the most of natural daylight, and the roof will re-use rainwater. It will be an awesome building that Solihull can be proud of.

## STATIONS OF THE FUTURE (DESIGN & MAKE PROJECT)



Figure 1. Interchange Station, Solihull.



Figure 2. Interchange Station interior, Solihull.

### Things to think about

- How can you make people go 'wow' when they enter your station?
- How can you make your station a place where people will want to meet with friends?
- How can you make your station somewhere that local people are proud of?
- How can you make your station inclusive of everyone?