

## Kilian Jaeger

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### Speaker Qualifications

Kilian Jäger studied psychology of communication at Hochschule Zittau/Görlitz University of Applied Sciences, focussing on human computer interaction and Consulting. During his studies, he worked in national research projects IKAROS and ErgoLog.

In 2009 Kilian Jäger began as researcher at Stuttgart Media University. There, he works in the User Experience Research Group, which developed the valence method for testing user experience. Kilian Jäger is responsible for Usability and User Experience studies and is involved in the EU project IC-IC. His current research is in exploring travel experience and passenger journeys with experiential services.

### **Focus groups concerning passenger behaviour and travel experience as a basic for creating an Infoconnectivity System**

This presentation is about focus groups which examine passenger behaviour and travel experience for creating an interactive system providing travel relevant information for passengers using short and long distance transport networks within the EU project IC-IC "Enhancing interconnectivity of short and long distance transport networks through passenger focused interlinked information-connectivity".

The EU project IC-IC applies a combination of traditional human-computer interaction methods and innovative user experience methods. As a first step focus groups were carried out to involve representative passengers in an early design phase. The aim was to understand passenger behaviour, information demands, and problems while travelling with short distance networks (like bus, metro etc.) and long distance networks (i.e. airports). A central focus is on user experience on the journey and at the airport to get a deep understanding of travel experience in order to improve it.

During the presentation the research questions about passenger behaviour and travel experience will be introduced and first results focus group studies will be presented.