

# We used stickers to prompt passengers...

To encourage to engage with drivers when boarding and alighting the bus, we decided to trial signs on board the bus - on the driver cab door and exit doors - **to see if in the moment reminders would help to prompt interaction.**

There were four different versions of the signs and each drew on different principles from behavioural science - reciprocity bias, pro-social framing, endowment bias, time scarcity.

These **signs were installed on over one hundred fifty buses across Hammersmith, London (our pilot site)**, and the impact of the signs measured via on bus observations, interviews and surveys with drivers and interviews with passengers. Findings were compared with a similar set of 'control' buses that also operate in Hammersmith, but with no signs installed.

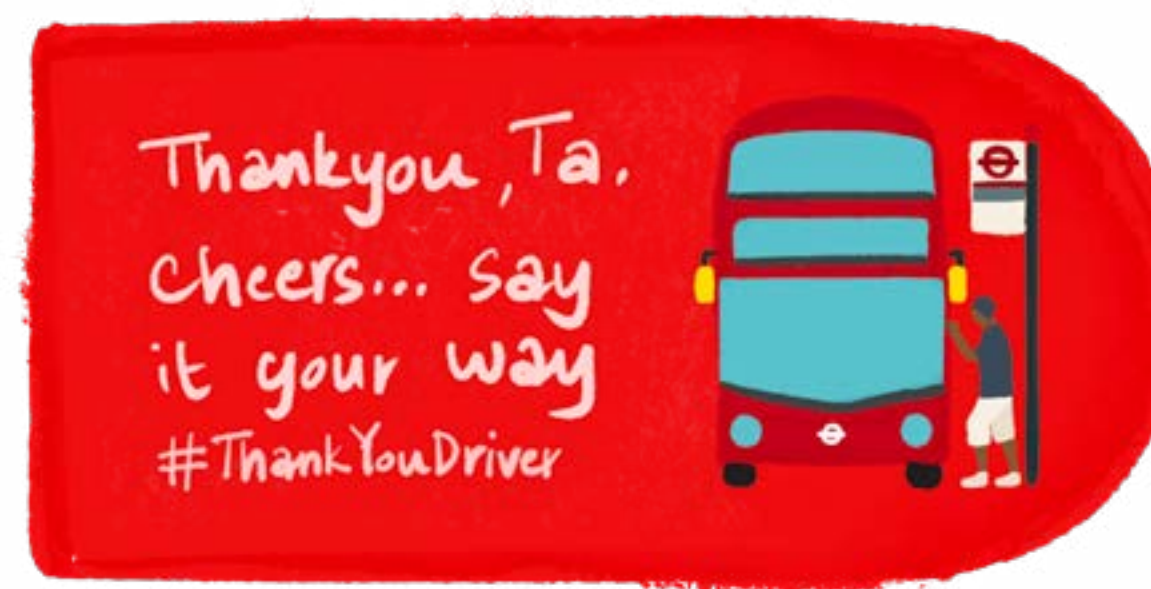
## Time scarcity



## Pro-social framing



## Endowment & Personalisation



## Reciprocity

