

ABSTRACT SUBMISSION FORM

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Overview of Presentation

We are challenging the norm! Rather than taking the traditional, expertise led approach to delivering a transport project, the NZTA has decided to trial a customer-focused approach to developing a future vision for the Rimutaka Hill Road.

We want to move beyond simple views about the Hill itself and hear from the people about their entire journey of connection between the Wairarapa and Wellington. We are interested in the road as an enabler of connection between these regions, and how the road impacts on the people that use it. To do this we got out of the office, talked with people in their businesses/homes, as well as intercepting people in the streets.

We weren't looking for a wishlist of solutions. We were looking to deeply understand their experiences as customers.

This user-centred research will contribute towards a Strategic Business Case for change to the Rimutaka Hill Corridor. This will ensure we are front-loading the customer's voice at the beginning of the process in order to include the voices of those that the future changes may impact the most. Let us tell you how we did it, what the challenges were and why we are changing how we do things!