Meet the Taylor family
Mum Amina, Teacher | Dad Samuel, Nurse
Children Eli (8) & Elsa (5)

What do they drive? The family Renault Scenic with a boot loaded with camping equipment for the holiday!

Just north of Birmingham

Transport priorities
1. Traffic flow – delays are tough with kids.
2. Family-friendly rest areas that help break up a long journey and have inexpensive child-friendly healthy food options.
3. Information about problems to avoid congestion.

Traveling to Cornwall for a summer camping holiday

Frustration seeing litter on the verge – the Taylor’s tell the kids not to be litter bugs!

Where do they drive? Across the UK for family holidays and across town for school runs.

What if... those electronic gantry signs were linked to a mobile app that would give you more info and choices as you drive under them. Getting information early enough to make an informed decision is of real importance. Just knowing there is a delay is not enough, they need to know what to do about it – it’s hard to make good choices with one person driving and the other entertaining the kids.

What’s their ideal road trip? No congestion! But realistically, they’d love customised information to come through their in-car satnav, helping them to make decisions like when to stop and which direction to go as they’re traveling.

What roadworks mean to them:
‘How late will we be?’
‘Are we there yet?’
‘I need the loo’
‘I’m bored!’

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