

# Meet the Taylor family

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



Just north of Birmingham

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



**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.

## Where do they drive?

Across the UK for family holidays and across town for school runs.

## 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.



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

## What roadworks mean to them:

'How late will we be?'  
'Are we there yet?'  
'I need the loo'  
'I'm bored!'

## 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.

Traveling to Cornwall for a summer camping holiday

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