

# Probing Questions & Buzz Words

## What is a probe question?

A probing question sparks deep thought and detailed responses. An open-ended question supports deeper comprehension for both the person asking and the one answering. By asking a probing question, you encourage the receiver to explore their personal feelings and ideas about a specific topic. The answer requires critical and creative thinking.

## Benefits of using probe questions for Talking Transport workshops?

Using probing questions for your chosen topic will ensure that conversation is open and allows the participants to steer the discussion in their chosen direction. It also helps the facilitator to:

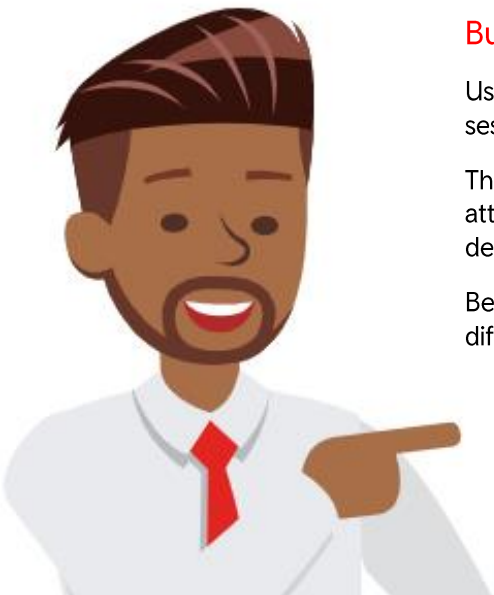
- Clarify participants answers/ opinions/ thoughts
- Re-steer the discussion back to the chosen topic
- Evaluate the efficacy and benefit of something
- Facilitate meaningful discussions that also help to build rapport between participants

## Buzz Words

Use the buzz words throughout your session to help probe and aid discussion.

They can be used to grab participants attention or describe a topic in more detail.

Be mindful that buzz words can mean different things to different people.



## Equality, Diversity and Inclusion

Think about the journeys you make regularly – what are some common barriers for people with additional needs? Can you group these into themes, and identify specific locations you think should be improved?

Discuss some of the barriers that may prevent you or someone you know from using or accessing public transport? How could these be resolved?

Discuss key features that should be considered to make travelling by public transport accessible for all?

What does mobility and inclusion mean to you?

Is it important to you that you are represented? If so, why?

## Sustainability

Think about the journeys you make regularly, how could your journey be more sustainable?

What is the biggest challenge to making train and bus journeys more sustainable?

Can you list ways that travelling on public transport can benefit the environment?

What does sustainability mean to you?

## Active Travel

What do you think discourages you from walking or cycling more of your journeys locally?

Can you identify a list of places in your community where you think people would be uncomfortable cycling?

List all the journeys that you do in the week – can you identify some that you could walk or cycle instead?

What has made you choose those journeys specifically?

What does active travel look like to you?

How would active travel opportunities enhance your community?

# Probing Questions & Buzz Words

## Careers in Transport

What type of roles do you think are available in the transport industry?  
What type of skills do you need?

What are some of the barriers to you applying or wanting a role in transport?

Do you think that a career in transport is for you? Why/why not?

What would make roles in transport more appealing to you?

How could the transport sector support you in preparing for careers in the future?

Try to imagine a person working within the rail industry. What immediately comes to mind?

## Customer Experience

Think about the last time you took a journey on public transport – discuss the highlights and challenges. How could this be improved?

What are some of the reasons you use public transport, and how could the journey be improved?

Tell us about a time you experienced a challenge on a journey and how you overcame it.

Tell us about a positive experience you have had whilst using public transport?

What does good customer service look like to you?

## Safety

Think about your local area, is there anywhere that makes you nervous when walking, cycling, driving, or using public transport? Write down why this is and discuss these as a group to come up with solutions to improve safety in your community.

Think about the journeys you make regularly, did you experience ASB or have had concerns over your safety? Are there things that could have been done differently to deal with ASB or your safety which could improve your experience?

Think about your last train journey, did you feel unsafe at the train station or during your train journey? How could your experience at the station and on the train journey be improved?

What does feeling safe mean to you on public transport?

Whose responsibility is it to maintain safety on public transport, in your view?

## Marketing and Communication

What messages do you think would appeal to people in your community?

Take a look at some TfW Marketing posters – how do these make you feel? Would you change anything about them?

How could communication and marketing be more engaging?

Can you think of creative ways to receive information about transport?

Do you feel represented in TfW's marketing?

How do you hear about new events or opportunities in your area?



# Probing Questions & Buzz Words

Representation  
Methods of engagement  
Social Media  
Audience  
Tone of voice  
Language  
Imagery

Protected Characteristics  
Disability  
Gender  
Barriers  
Unconscious Bias  
History  
Ethnicity  
Stereotypes  
Misconceptions  
Culture

Carbon Footprint  
Biodiversity  
Conservation  
Green Spaces  
Vegetation  
Habitats  
Emissions  
Ecosystems  
CO2

**SUSTAINABILITY** safety  
active travel **MARKETING**  
**EQUALITY, DIVERSITY, AND INCLUSION**  
**CAREERS** customer experience

Anti-social behaviour  
Tresspass  
Unsafe  
Police  
Comfort  
Fly-tipping  
Support Services  
Facilities

Pay machines  
Timetabling  
Complaints  
Staff  
Signage and wayfinding  
Website  
Services  
Cleanliness  
Catering

Engineering  
Women in STEM  
Equality  
Logistics  
Diversity  
Opportunities  
Apprenticeships and access to work

Walking  
Cycling  
Travel Routes  
Leisure and tourism  
Modes of transport  
Funding  
Infrastructure  
Air pollution  
Connections