Budget Travel x17 Final Protocol

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Introduction

Hello, thank you for participating. Today you are being asked to participate in a research study where you will be interviewed. It will include interacting with a prototype of a trip planner application. The prototype is a work-in-progress and you will be asked to attempt to complete tasks using it. You will also be asked questions about your experience with the prototype. Also, keep in mind that the purpose of this research is to analyze the application and not to evaluate you. We are using this research to help improve the application's interaction and your feedback will be valuable in making it more user-friendly.

Your name and any other personal information will not be included in the notes and will be kept strictly confidential.

While you use the website, we would like you to "think out loud" and let us know what you are doing and thinking – what you like and dislike, what surprises or confuses you, and any other thoughts you have.

Background

First, let me ask you a few questions about your previous experience in planning a trip.

a. What **websites** did you use to plan out your trip (Transportation, activities, etc.)

b. What were your **priorities**? (Setting a budget and sticking to it, getting to or doing a specific activity, planning out the entire trip, etc.)

c. What were some things that you **liked** during your trip planning process? (Easy process to book flights or hotels, finding activities, reviews helping with the choosing process, etc.)

d. What were some **frustrations** you had with the process? (Additional hidden fees, trouble finding activities to do, spending more than their set budget, etc.)

Task 1

We would like you to imagine you already have an account created with us so you log in to your account. Your family wants to plan a road trip to Disneyland Adventure in Los Angeles. So you create a new Road Trip To Disney and you have a certain amount of money saved for the trip but on your drive there you want to make some stops to rest, eat, and visit. After you add your budget and you finished make sure you save all of your Road Trip information. Remember to speak out loud and walk me through how you would create that new trip to Disneyland with your family with a certain budget and how you choose your selected stops.

1. On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate being able to use this website design to accomplish this task? Why?

Task 2

We would like you to now go into the saved trips you have in your account you want to change the number of people that are going and you also want to change the budget after adding more people. You also want to change your destination by choosing a different endpoint and then change or keep your same stops. We would also like you to speak out loud and walk me through the ways you move through the prototype to accomplish the task.

2. On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate being able to use this website design to accomplish this task? Why?

Task 3

We would like you to log out of your account and act like you forgot your password. Speak out loud and walk me through the ways you move through the prototype to accomplish the task.

3. On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate being able to use this website design to accomplish this task? Why?

Debrief

Now that you have used the application, I want to know more about your impressions of it. Overall, what did you **like most** about it?

What did you **dislike** the most about it?

Are there any **additional features** you would like for it to have?

Did you see some **new features** that were very helpful?

Now, we would like to look back at certain parts of the **filtering tool** and get your thoughts on them:

Did you use the filtering tool for your priorities? (Filtering by cost in order to stay within budget, star ratings for better experience, etc.)

Any other comments or thoughts?

Thank you again!
Your feedback will help the BudgetTravel team improve the application.