

## Lab 3 – Tasks and Interview Questions

Submit by 11:00pm after the Lab on Brightspace

### Instructions:

This continues from Lab 2 and uses the four tasks you came up from that lab.

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Topic:	Vacation Pre-Trip
Device:	Smart Phone Application

### Instructions:

#### Part 1 - Scenarios, tasks, and questions that you could ask users to do on the application:

Tweak the relevant tasks that you did in Lab 2 based on the feedback and to create short scenarios. Ensure the wording is specific enough that a user knows what to do when using/trying the app (just saying "find a fast bus route" or "order food", for example, would be too vague) **without** telling them specific steps (e.g., click the button that says "[something]", then click the link that says "[something]")...).

For Example, if the topic was *using a bus transit app* on a Smartphone and the identified theme was to find the fastest route to a particular location:

*Task Theme: Find the fastest bus route from point A to point B.*

Then you need to come up with a short, precise scenario to help motivate your user to do the task you came up with in Lab 2.

[Motivation Scenario]:

"Imagine, you work at the Superstore on Quinpool Street in Halifax and are late for work. You need to find the fastest bus route to work."

*Specific Task wording:* Then you should include this with a very specific task (specific in terms of what to do, **not how to do it**)

"Imagine, you work at the Superstore on Quinpool Street in Halifax and are late for work. You need to find the fastest bus route to work. Using Google Maps find and tell us the fastest bus route from the corner of Spring Garden Road and Barrington Street going to the Atlantic Superstore on Quinpool Street, leaving after 1:00pm."

*Note, in the above task scenario you have motivated the task and have given enough information for the user to know what to do but you have avoided telling them how to do it (e.g., do not say "click the clock icon to bring up the schedule, then click on the two locations on the map, etc.." as this tells the user how to do task. The point of asking them to do a task, is to observe how they would naturally do the task to discover any problems or even potential short cuts.*

Sample Interview Questions after performing the task [4-5 questions]:

Q1: What features in the app did you use to help you find the fastest route?

Q2: What did you like and/or dislike about using these features?

Q3: Have you done this task (or a similar task) before in real life? [if yes - Describe any problems or issues you've had when doing this?]

Q4: What suggestions do you have to improve the features you used to complete the task (suggestions for additional features)?

Q5: How do you currently find bus routes (e.g., what apps do you use, websites, other means and how do you use them)?

#### PART 2 – Post Study Interview Questions

After your participants have completed your tasks and task-based questions, you will ask them some general questions related to using the app you've chosen and/or doing the action the app was designed to help (even if they don't use the exact app), etc.

- First come up with 3-4 specific themes that you are interested in learning more about related to your topic, (e.g., Theme 1: getting directions, ...Theme 4: avoiding traffic hold ups)
- Then for each theme, come up with 3-4 good questions (maximum 5). These should be open-ended questions (avoid yes/no questions or at least after a yes/no inquire "why").
- Remember this is a semi-structured interview so you may want to include some prompts for questions to help the participants answer.

- These questions should **NOT** be related to your ideas for design but rather to their current experience using the application (or similar ones) and/or their thoughts on improvements.

## PART 1 - Task Scenarios (4)

	<b>Task Scenario 1</b>
Task theme	Find the budget friendly holiday package
Motivation (short scenario)	You have 7-8 vacation days at work that you must use by the end of the year, and it is October, so you are planning a family trip to Toronto that will not put a huge dent to all your savings.
Specific Task	You have 7-8 vacation days at work that must be used by the end of the year, and it's October, so you're planning a family trip to Toronto with a budget of up to 1500 CAD. Find holiday packages from Halifax to Toronto for less than 1500 CAD through MakeMyTrip from 11 <sup>th</sup> December 2022 to 18 <sup>th</sup> December 2022.
	<b>Post-task Interview Questions (3-5 well-structured questions, opened-ended questions)</b>
Q1	What features did you use to find a budget friendly holiday package?
Q2	What suggestions do you have for holiday package filters?
Q3	How did you previously book holiday packages?
Q4	How easy was it to book a package that lies under 1500 CAD?

	<b>Task Scenario 2</b>
Task theme	Find the cheapest flight tickets
Motivation (short scenario)	Consider that the Thanksgiving holiday is coming up and you want to travel. You only have \$1,000 CAD to spend on your flight from Halifax to Ahmedabad. You want to find a flight ticket for as little price as you can.
Specific Task	Assume you're a Dalhousie University student, and the Thanksgiving holiday is approaching. You intend to visit Ahmedabad during the Thanksgiving holiday, from October 9 to October 16. You want to save money on the flight ticket because you only have 1000CAD for your trip. You are looking for the cheapest flight from Halifax to Ahmedabad, departing on October 9, and you have no other requirements.
	<b>Post-task Interview Questions (3-5 well-structured questions, opened-ended questions)</b>
Q1	What features of this app helped you find the cheapest flight?
Q2	What aspects of this feature did you like or dislike?
Q3	What recommendations do you have for enhancing the features you used to complete the task (recommendations for new features)?
Q4	What do you typically do to compare flight prices?

	<b>Task Scenario 3</b>
Task theme	Planning a Trip having luxury hospitality & services
Motivation (short scenario)	Imagine a user plan to visit Australia and want to have an extravagant experience in the 5-star hotel having most glamorous hospitality.
Specific Task	For instance, user is travelling to Australia to attend their child's graduation ceremony program who graduated from University of Melbourne and wants to have high living experience. So, they can plan to book a 5-star hotel having a personal butler, valet parking, designated concierge, around-the-clock room service, spas with trained masseuses, live entertainment and childcare which can be located near Melbourne Cricket Stadium.
	<b>Post-task Interview Questions (3-5 well-structured questions, opened-ended questions)</b>
Q1	What feature did you use to find the high-end hotel?
Q2	What did you like or dislike about this feature?
Q3	How did you previously book the hotel?
Q4	How difficult was it to find out the hotel having all benefits?

	<b>Task Scenario 4</b>
Task theme	Explore interesting activities in a city
Motivation (short scenario)	Imagine, you have a 3 day work related trip and you have always wanted to explore Jaipur city which is nearby to your place. Explore the interesting activities in Jaipur for your stay in coming trip.
Specific Task	Imagine, you have a 3 day work related trip and you have always wanted to explore Goa city which is nearby to your place. Your work will begin at 12 pm and will get over by 6pm. You will have free time in morning and late evening to explore the city. Your company has approved you 300 CAD per day for such activities. You do not want

	to spend more than the allotted amount. You also want a private cab for all these travels within the city. Find out the activities that you can do in morning/evening within the budget.
	<b>Post-task Interview Questions (3-5 well-structured questions, opened-ended questions)</b>
Q1	What all features in the app allowed you to find the suitable activities? What are the steps you took to find the activities?
Q2	How easy was it for you to find the packages? What are the things that you liked and disliked about the apps?
Q3	Have you ever had done same kind of task before? If yes, how different was this time as compared to previous one? Which one was better?
Q4	What are the things that you wanted to see that were not present there? What are your suggestions to improve the existing workflow? What things can be added?
Q5	How confident were you while exploring the activities? Did you ever felt lost and confused to find something meaningful? What helped you to come out from that situation and find desired package?

## PART 2 – Post Study Interview Questions

After your participants have completed your tasks and task-based questions, you will ask them some general questions related to using the app you've chosen and/or doing the action the app was designed to help (even if they don't use the exact app), etc.

- Come up with 3-4 specific themes that you are interested in learning more about related to your topic, (e.g., Theme 1: how people generally get directions, ...Theme 4: how people avoid traffic hold ups). *Note, a couple themes may be similar to the ones used in Part 1, but these questions should be higher level (not around the specific task you asked users to do – you've already asked them about those tasks).*
- For each theme, come up with 2-4 good questions. These should be open-ended questions (avoid yes/no questions or at least after a yes/no inquire "why").
- Remember this is a semi-structured interview so you may want to include some prompts for questions to help the participants answer.
- These questions should **NOT** be related to your ideas for design but rather to their current experience using the application (or similar ones) and/or their thoughts on improvements.

## Post-Task Interview Questions

**Instructions to the participant:** "Now we are going to ask you some questions about your experience using the application and your experience and thoughts about [ultra-collaborate / Teams] in general. We have organized the questions around themes.

Theme 1	
Theme	Booking flight in mobile apps
Q1	Do you prefer booking flight with smartphone? If not, why you do not like to use it?
Q2	How long does it take for you to book a flight with smartphone application?
Q3	Which feature of the pre-trip smartphone application does you like most? And why you like it?
Theme 2	
Theme	Planning holiday trips
Q1	Do you prefer using individual features for planning trip like booking flights, booking hotels, booking cabs etc. Or prefer a holiday package?
Q2	Do you prefer travel agents over websites and apps for trip planning?
Q3	Do you prefer pre-planning trips or like planning trips spontaneously?
Q4	Which other services do you use alongside a trip planner?
Theme 3	
Theme	Booking luxury hotel
Q1	What is the type of Hotels and Accommodations do you prefer?
Q2	What kind of services do you prefer in a hotel?
Q3	What payment methods do you prefer to book a hotel?
Q4	What kind of facilities do you prefer to have in a hotel?
Theme 4	
Theme	Booking the cab services for a multi-day trip.
Q1	What are the features that you look in an application for booking a cab services?
Q2	What makes you feel confident and trust the online apps instead of booking the cab from local providers?
Q3	What all services you like to book alongside cab booking when planning for a trip?

