

## Lab 4 Milestone 1 Appendices

### Group Information

Project Title: Vacation Pre-trip

Date: 10-12-2022

Group Name: Team Orange

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### Appendices

Appendix A – Introduction Script

Appendix B – Task List/task scenarios and interview questions

Appendix C – Coding Sheets

**Note:** each Appendix should start on a new page.

## **Appendix A – Introduction Script**

*Instructions: fill in the parts that are in the [square brackets] and other changes if need be... this is to be read to each of users when you first meet them. By doing this script, it ensures that it doesn't matter which researcher talks with the participants (consistency) and ensures you don't forget something.*

Hello, we are team orange

We are studying the topic of Vacation Pre-Trip using smart phone. In order to find out more about this, we have chosen an application based on this topic. This application is: MakeMyTrip.

We have come up with 4 different tasks that we are going to ask you to perform on our device using this application.

After you perform the tasks, we have a short interview with specific questions about your experience using the app and about trip planning in general.

The process should take 20 minutes. Please let us know of any questions that you have at any time.

## **Appendix B – Task List/task Scenarios**

### **TASKS AND QUESTIONS**

#### **Task 1:**

In the first task, we would like you to book a budget-friendly vacation package to the Maldives for 7-8 days that will include airport transfers, flight booking, accommodation for you and your family.

We would like you to use the MakeMyTrip app to book a vacation trip from New Delhi to Maldives to spend some quality time with your family at its famous beach, as you have 7-8 days of vacation days at work. You have a budget of Rs 500,000 for the whole trip including flight tickets, accommodation, and food etc. From the 11th of December, you must look for Maldives vacation packages that includes flight bookings, airport transfers, accommodation etc. on MakeMyTrip.

#### **Questions:**

After doing this task, we have a few questions we would like to ask you:

1. How did you previously book vacation packages for your family vacation?
2. What features did you use to find a budget friendly holiday package from New Delhi to Maldives?
3. What other suggestions do you have for filters that will help you be more specific about your requirements to book a holiday package?
4. How simple was it to book a package for less than Rs 500,000 to Maldives?

#### **Task 2:**

The second task we would like you to perform is to find the cheapest flight tickets from Halifax to Toronto.

Using the application, MakeMyTrip, to complete the following task:

Imagine that your best friend, who lives in Toronto, will hold a birthday party on Saturday, October 15, 2022 and invite you to his birthday party. Since he is your best friend, and you really want to show up at his birthday party. You plan to take a flight from Halifax to Toronto on October 15, 2022. You're trying to find the least expensive flight ticket that will still leave room in your budget and get you there on October 15, 2022, in time for his birthday celebration.

#### **Questions:**

After doing this task, we have a few questions we would like to ask you:

1. What features of this application helped you filter the cheapest flight?
2. What aspects of this feature did you like or dislike?
3. How simple was it for you to choose the least expensive flight out of all the options? If not, what recommendations do you have for enhancing the features you used to complete the task?
4. How do you typically compare airline ticket prices?

#### **Task 3:**

The third task would like you to plan a trip that offers luxury services and hospitality.

Consider visiting Australia to cheer on Team India in the upcoming Cricket World Cup. As this is your first international trip, you want to have a good time while you're there. You want to book a room at a five-star hotel that provides high-end services and amenities such as valet parking, multilingual staff, a pool, round-the-clock assistance, spa services, live entertainment, and so on, and is close to Melbourne Cricket Stadium, making it easier for you to reach there.

#### **Questions:**

After doing this task, we have a few questions we would like to ask you:

1. How did you compare the high-end hotel to other high-end hotels and what search criteria did you use to find it?
2. How difficult was it to find a hotel that had all the benefits?
3. Have you ever booked the hotel previously? If yes, how did you book it?
4. How many filters did you use to find a hotel room near Melbourne Cricket Stadium, and what were they?

#### **Task 4:**

The last task we would like you to perform is to explore and book attractions and activities happening in Dubai city.

Using the application, complete the following task:

Assume you're going on a three-day business trip to Dubai. You want to spend your weekend in Dubai in addition to those three days because you've always wanted to see the Burj Khalifa, the world's tallest building, and the Dubai Frame. Using the app, you must book a tour to the Burj Khalifa and Dubai Frame, as well as explore and book other attractions and activities.

**Questions:**

After doing this task, we have a few questions we would like to ask you: [add questions from Lab 3]

1. What features in the app allow you to find desired attractions? What are the steps you took to make the booking?
2. How easy was it for you to find the attractions? What are the things that you liked and disliked about the application while finding the attraction?
3. Have you ever done the same kind of task before? If yes, how different was this time as compared to the previous one? Which one was better?
4. What are your suggestions to improve the existing process? What things can be added?
5. How confident were you while exploring the activities? Did you ever feel lost and confused to find something meaningful? What helped you to come out of that situation and do the bookings?

## **End of Study Questions**

**Finally, we have a short interview to find out more about your overall experience using the application and the application in general. We have organized the questions by themes:**

### **Theme 1**

First, we will ask you questions about booking flights in mobile apps:

Questions:

1. Do you prefer booking flights with smartphone? If not, why do you not like to use it?
2. How long does it take for you to book a flight with smartphone application? Which parts/feature slow you down to do the task?
3. Which feature of the pre-trip smartphone application does you like most while booking a flight? And why do you like it?

### **Theme 2**

Next, we will ask you questions about planning holiday trips:

Questions:

1. Do you prefer using individual features for planning trips like booking flights, booking hotels, booking cabs etc. or do you prefer a holiday package that includes everything?
2. Do you prefer travel agents over websites and applications for trip planning?
3. Do you prefer pre-planning trips like exploring and booking attractions and hotels or do you like planning trips spontaneously?

### **Theme 3**

Next, we will ask you questions about booking accommodation:

Questions:

- 1) Do you read the reviews and ratings of each hotel while booking accommodation? If yes, do you see the bad reviews first or the good reviews for each hotel
- 2) What kind of amenities are a must have while you book a hotel?
- 3) What payment methods do you prefer to book a hotel?
- 4) Do you prefer property and location of hotels or in-room facilities offered by a hotel while booking accommodation?

### **Theme 4**

Finally, we will ask you questions about booking cab services for a multi-day trip:

Questions:

- 1) What are the features that you look at in an application for booking cab services?
- 2) What makes you feel confident and trust the online apps instead of booking the cab from local providers?
- 3) What services do you like to book alongside cab booking when planning for a trip?

## Appendix C – Coding Sheets

### Coding Sheet

Participant ID: \_\_\_\_\_

Researcher: \_\_\_\_\_

Date: \_\_\_\_\_

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#### Instructions:

Add each question and/or task that you want to observe and questions, leaving space for researchers to make notes or sketches after each task and question. Leave the top portion blank – this will be filled in by whoever is filling in the sheet. On the study day, you will need to use one coding sheet (file) per user/recorder when you do the study.

#### Task 1:

In the first task, we would like you to book a budget-friendly vacation package to the Maldives for 7-8 days that will include airport transfers, flight booking, accommodation for you and your family.

We would like you to use the MakeMyTrip app to book a vacation trip from New Delhi to Maldives to spend some quality time with your family at its famous beach, as you have 7-8 days of vacation days at work. You have a budget of Rs 500,000 for the whole trip including flight tickets, accommodation, and food etc. From the 11th of December, you must look for Maldives vacation packages that includes flight bookings, airport transfers, accommodation etc. on MakeMyTrip.

**Observations [take notes while participant does the tasks]:**

#### Post-task Questions:

Q1. How did you previously book vacation packages for your family vacation?

Q2. What features did you use to find a budget friendly holiday package from New Delhi to Maldives?

Q3. What other suggestions do you have for filters that will help you be more specific about your requirements to book a holiday package?

Q4. How simple was it to book a package for less than Rs 500,000 to Maldives?



**Task 2:**

Imagine that your best friend, who lives in Toronto, will hold a birthday party on Saturday, October 15, 2022 and invite you to his birthday party. Since he is your best friend, and you really want to show up at his birthday party. You plan to take a flight from Halifax to Toronto on October 15, 2022. You're trying to find the least expensive flight ticket that will still leave room in your budget and get you there on October 15, 2022, in time for his birthday celebration.

**Observations [take notes while participant does the tasks]:****Post-task Questions [leave room to take notes]:**

Q1. What features of this application helped you filter the cheapest flight?

Q2. What aspects of this feature did you like or dislike?

Q3. How simple was it for you to choose the least expensive flight out of all the options? If not, what recommendations do you have for enhancing the features you used to complete the task?

Q4. How do you typically compare airline ticket prices?



**Task 3:**

The third task would like you to plan a trip that offers luxury services and hospitality.

Consider visiting Australia to cheer on Team India in the upcoming Cricket World Cup. As this is your first international trip, you want to have a good time while you're there. You want to book a room at a five-star hotel that provides high-end services and amenities such as valet parking, multilingual staff, a pool, round-the-clock assistance, spa services, live entertainment, and so on, and is close to Melbourne Cricket Stadium, making it easier for you to reach there.

**Observations [take notes while participant does the tasks]:****Post-task Questions [leave room to take notes]:**

Q1. How did you compare the high-end hotel to other high-end hotels and what search criteria did you use to find it?

Q2. How difficult was it to find a hotel that had all the benefits?

Q3. Have you ever booked the hotel previously? If yes, how did you book it?

Q4. How many filters did you use to find a hotel room near Melbourne Cricket Stadium, and what were they?

**Task 4:**

The last task we would like you to perform is to explore and book attractions and activities happening in Dubai city.

Using the application, complete the following task:

Assume you're going on a three-day business trip to Dubai. You want to spend your weekend in Dubai in addition to those three days because you've always wanted to see the Burj Khalifa, the world's tallest building, and the Dubai Frame. Using the app, you must book a tour to the Burj Khalifa and Dubai Frame, as well as explore and book other attractions and activities.

**Observations [take notes while participant does the tasks]:**

**Post-task Questions [leave room to take notes]:**

Q1. What features in the app allow you to find desired attractions? What are the steps you took to make the booking?

Q2. How easy was it for you to find the attractions? What are the things that you liked and disliked about the application while finding the attraction?

Q3. Have you ever had done the 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 feel lost and confused to find something meaningful? What helped you to come out from that situation and find the desired package?

## **POST-STUDY INTERVIEW QUESTIONS:**

**THEME 1:** First, we will ask you questions about booking flights in mobile apps.

Q1. Do you prefer booking flights with smartphone? If not, why do you not like to use it?

Q2. How long does it take for you to book a flight with smartphone application? Which parts/feature slow you down to do the task?

Q3. Which feature of the pre-trip smartphone application does you like most while booking a flight? And why do you like it?

**THEME 2:** Next, we will ask you questions about planning holiday trips.

Q1. Do you prefer using individual features for planning trips like booking flights, booking hotels, booking cabs etc. or do you prefer a holiday package that includes everything?

Q2. Do you prefer travel agents over websites and applications for trip planning?

Q3. Do you prefer pre-planning trips like exploring and booking attractions and hotels or do you like planning trips spontaneously?

**THEME 3:** The third task would like you to plan a trip that offers luxury services and hospitality.

Q1. Do you read the reviews and ratings of each hotel while booking accommodation? If yes, do you see the bad reviews first or the good reviews for each hotel

Q2. What kind of amenities are a must have while you book a hotel?

Q3. What payment methods do you prefer to book a hotel?

Q4. Do you prefer property and location of hotels or in-room facilities offered by a hotel while booking accommodation?

**THEME 4:** Finally, we will ask you questions about booking cab services for a multi-day trip:

Q1. What are the features that you look at in an application for booking cab services?

Q2. What makes you feel confident and trust the online apps instead of booking the cab from local providers?

Q3. What services do you like to book alongside cab booking when planning for a trip?