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# Wizard of Oz

**Project Choice:** Chatbot or text messaging app.

**Design Concept:** Travel agent chatbot that helps users plan trips and book flights and hotels.

**Wizard Strategy:** We will create a Facebook account for our travel chatbot. Participants will send messages to the travel chatbot and the “Wizard” will respond with options that fit the participant’s request. Given a date, the travel chatbot will recommend destinations, then flights, hotels, and activities.

**Roles:**

- Wizard: Ashley will act as the chatbot
- Facilitator: Jae will moderate the usability test
- Video: Jae will film the participant in the testing room

**Physical Setup:** Participant will sit at a desk and use Jae’s computer to message the travel chatbot.

**Task 1:** You are planning a vacation for Spring Break! Use the travel chatbot to make a plan for a vacation from April 20th - April 30th.

**Task 2:** You are going to your cousin’s wedding in Cabo on January 20th. You will be staying at your Aunt’s house and you also want to take some time to relax on the beach and explore. Use the travel chatbot to book a flight for the wedding and a snorkeling tour for your trip.

**Post-test questions:**

- How likely would you be to use the travel chatbot in the future?
- What, if anything, was easy about working with the chatbot?
- What, if anything, was difficult about working with the chatbot?

**Criteria for success:**

- Participant successfully completes task
- Participant commits low number of errors

- Less than five errors over the two tasks will be considered a low number of errors
- Participant is satisfied with the experience
  - Based on qualitative data from post-task questions.

#### **Data to be collected:**

- Number of errors will be used to determine the intuitive-ness of the prototype.
- Time will be used to determine the efficiency of using the prototype.
- Qualitative data during think aloud and answers to post-test questions will be used to evaluate satisfaction from using the chatbot.

#### **Chatbot Script Draft 1**

[W] Hi, and welcome to Fun Times Travel Agency. I'm TravelBot, and I can help you make plans for your vacation.

When do you want to leave on your trip?

{ } Require an answer with a date

[W] When will you return?

{ } Require an answer with a date

[W] Here are the top three destinations for your travel dates. Where would you like to go for your trip?

- Honolulu, Hawaii
- New York
- Boulder, CO

{ } Require an answer from these options

[W] Which airport would you like to leave from?

{ } Require an answer with a city or specific airport

[W] The cheapest flight for your dates and destination leaves at 2PM from Sea Tacoma International Airport. You will arrive in \_\_\_\_\_ at 8PM. Here's the link \_\_\_\_\_  
Would you like to choose this flight?

Honolulu, Hawaii:

<https://www.kayak.com/flights/SEA-HNL/2020-04-20/2020-04-30>

New York:

[https://www.kayak.com/flights/SEA-NYC/2020-04-20/2020-04-30?sort=bestflight\\_a](https://www.kayak.com/flights/SEA-NYC/2020-04-20/2020-04-30?sort=bestflight_a)

Boulder CO:

[https://www.kayak.com/flights/SEA-DEN/2020-04-20/2020-04-30?sort=bestflight\\_a](https://www.kayak.com/flights/SEA-DEN/2020-04-20/2020-04-30?sort=bestflight_a)

[W] Great, I'll add that flight to your tab. Would you like me to find a hotel for you as well?

[W] Here are the top three hotels in your area. Which hotel would you prefer?

Honolulu Hawaii

[https://www.tripadvisor.com/Hotel\\_Review-g60982-d1818106-Reviews-The\\_Modern\\_Honolulu-Honolulu\\_Oahu\\_Hawaii.html](https://www.tripadvisor.com/Hotel_Review-g60982-d1818106-Reviews-The_Modern_Honolulu-Honolulu_Oahu_Hawaii.html)

[https://www.tripadvisor.com/Hotel\\_Review-g60982-d87119-Reviews-Hotel\\_La\\_Croix-Honolulu\\_Oahu\\_Hawaii.html](https://www.tripadvisor.com/Hotel_Review-g60982-d87119-Reviews-Hotel_La_Croix-Honolulu_Oahu_Hawaii.html)

[https://www.tripadvisor.com/Hotel\\_Review-g60982-d87011-Reviews-Prince\\_Waikiki-Honolulu\\_Oahu\\_Hawaii.html](https://www.tripadvisor.com/Hotel_Review-g60982-d87011-Reviews-Prince_Waikiki-Honolulu_Oahu_Hawaii.html)

New York, New York

[https://www.tripadvisor.com/Hotel\\_Review-g60763-d122005-Reviews-The\\_New\\_Yorker\\_a\\_Wyndham\\_Hotel-New\\_York\\_City\\_New\\_York.html](https://www.tripadvisor.com/Hotel_Review-g60763-d122005-Reviews-The_New_Yorker_a_Wyndham_Hotel-New_York_City_New_York.html)

[https://www.tripadvisor.com/Hotel\\_Review-g60763-d5550873-Reviews-Archer\\_Hotel\\_New\\_York-New\\_York\\_City\\_New\\_York.html](https://www.tripadvisor.com/Hotel_Review-g60763-d5550873-Reviews-Archer_Hotel_New_York-New_York_City_New_York.html)

[https://www.tripadvisor.com/Hotel\\_Review-g60763-d93517-Reviews-Paramount\\_Hotel\\_New\\_York-New\\_York\\_City\\_New\\_York.html](https://www.tripadvisor.com/Hotel_Review-g60763-d93517-Reviews-Paramount_Hotel_New_York-New_York_City_New_York.html)

Boulder, Co

[https://www.tripadvisor.com/Hotel\\_Review-g33324-d82795-Reviews-Hotel\\_Boulderado-Boulder\\_Colorado.html](https://www.tripadvisor.com/Hotel_Review-g33324-d82795-Reviews-Hotel_Boulderado-Boulder_Colorado.html)

[https://www.tripadvisor.com/Hotel\\_Review-g33324-d523860-Reviews-St\\_Julien\\_Hotel\\_and\\_Spa-Boulder\\_Colorado.html](https://www.tripadvisor.com/Hotel_Review-g33324-d523860-Reviews-St_Julien_Hotel_and_Spa-Boulder_Colorado.html)

[https://www.tripadvisor.com/Hotel\\_Review-g33324-d12672876-Reviews-Embassy\\_Suites\\_by\\_Hilton\\_Boulder-Boulder\\_Colorado.html](https://www.tripadvisor.com/Hotel_Review-g33324-d12672876-Reviews-Embassy_Suites_by_Hilton_Boulder-Boulder_Colorado.html)

[W]: Great, you have a flight and a hotel. Would you like to hear recommendations for activities in \_\_\_\_\_?

{ } Requires Yes or no

[W] Here are the top three activities in \_\_\_\_\_. Would you like to make a reservation for any of these activities?

{ } Requires yes or no

Honolulu Hawaii

Pearl Harbor:

[https://www.tripadvisor.com/AttractionProductReview-g60982-d12061784-Half\\_Day\\_Tour\\_of\\_Pearl\\_Harbor\\_from\\_Waikiki-Honolulu\\_Oahu\\_Hawaii.html](https://www.tripadvisor.com/AttractionProductReview-g60982-d12061784-Half_Day_Tour_of_Pearl_Harbor_from_Waikiki-Honolulu_Oahu_Hawaii.html)

Submarine adventure:

[https://www.tripadvisor.com/AttractionProductReview-g60982-d11452833-Oahu\\_Submarine\\_Scooter\\_Adventure-Honolulu\\_Oahu\\_Hawaii.html](https://www.tripadvisor.com/AttractionProductReview-g60982-d11452833-Oahu_Submarine_Scooter_Adventure-Honolulu_Oahu_Hawaii.html)

Snorkel Cruise:

[https://www.tripadvisor.com/AttractionProductReview-g60982-d11447891-Turtle\\_Canyon\\_Snorkel\\_Cruise\\_by\\_Catamaran-Honolulu\\_Oahu\\_Hawaii.html](https://www.tripadvisor.com/AttractionProductReview-g60982-d11447891-Turtle_Canyon_Snorkel_Cruise_by_Catamaran-Honolulu_Oahu_Hawaii.html)

New York, New York

Statue of Liberty:

[https://www.tripadvisor.com/AttractionProductReview-g60763-d11854338-9\\_11\\_Memorial\\_Museum\\_Admission-New\\_York\\_City\\_New\\_York.html](https://www.tripadvisor.com/AttractionProductReview-g60763-d11854338-9_11_Memorial_Museum_Admission-New_York_City_New_York.html)

New York in one day tour:

[https://www.tripadvisor.com/AttractionProductReview-g60763-d11455174-New\\_York\\_in\\_One\\_Day\\_Guided\\_Sightseeing\\_Tour-New\\_York\\_City\\_New\\_York.html](https://www.tripadvisor.com/AttractionProductReview-g60763-d11455174-New_York_in_One_Day_Guided_Sightseeing_Tour-New_York_City_New_York.html)

9/11 Memorial:

[https://www.tripadvisor.com/AttractionProductReview-g60763-d11854338-9\\_11\\_Memorial\\_Museum\\_Admission-New\\_York\\_City\\_New\\_York.html](https://www.tripadvisor.com/AttractionProductReview-g60763-d11854338-9_11_Memorial_Museum_Admission-New_York_City_New_York.html)

Boulder

Electric Bike Tour:

[https://www.tripadvisor.com/AttractionProductReview-g33324-d17019154-Electric\\_Cruiser\\_Bike\\_Tour\\_Best\\_of\\_Boulder-Boulder\\_Colorado.html](https://www.tripadvisor.com/AttractionProductReview-g33324-d17019154-Electric_Cruiser_Bike_Tour_Best_of_Boulder-Boulder_Colorado.html)

Wine Tour:

[https://www.tripadvisor.com/AttractionProductReview-g28927-d18754785-Palisade\\_Wine\\_Tour-Colorado.html](https://www.tripadvisor.com/AttractionProductReview-g28927-d18754785-Palisade_Wine_Tour-Colorado.html)

Rocky Mountain National Park:

[https://www.tripadvisor.com/AttractionProductReview-g33388-d11481680-Discover\\_Rocky\\_Mountain\\_National\\_Park\\_from\\_Denver\\_or\\_Boulder-Denver\\_Colorado.html](https://www.tripadvisor.com/AttractionProductReview-g33388-d11481680-Discover_Rocky_Mountain_National_Park_from_Denver_or_Boulder-Denver_Colorado.html)

[W] Which would you like me to reserve?

{ } Requires answer from given choices

[W] Great! I will book the trip for you and send the itinerary to your email to confirm.

Thank you for using the Virtual travel Agent!



# Usability Test Moderator Script

## Task 1

[M] Thank you for agreeing to be a part of our usability study! We will be recording this session in order to collect qualitative data as you complete two tasks. Is it all right if we video record this session?

[M] Today you'll be testing out our virtual travel agent. This online assistant replaces traditional travel agents, making planning and finding meaningful experiences faster and simpler. Do you have any questions before we get started?

[M] You'll be planning a trip for spring break (April 20th - April 30th). You have no current plans, and want the travel bot to find a flight, places to visit, and lodging for the trip.

## Task 2

[M] For this next task you'll be planning a trip to [option] for your cousin's wedding.

[M] You need a flight there, but you'll be staying at your aunt's house so lodging will be covered. During this trip you also want to go [options].

[M] Use the chat bot to book a flight and see what's available for [options].

### Post-test questions:

- How likely would you be to use the travel chatbot in the future?
- What, if anything, was easy about working with the chatbot?
- What, if anything, was difficult about working with the chatbot?