4.3 Interview Results

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User 1

User Description:

A product manager working in the Bay Area who travels 5-10 times a year departing from SFO.

Interview Transcript:

Q: How frequently do you fly from SFO?
A: 5-10 times a year, and my job doesn't not require me to travel so it's just personal.

Q: How do you usually find information about your flight or the airport if you plan to take off from SFO?
A: I just google my flight number to see what's the take off time and if there's any delay.

Q: What platform do you typically use to obtain this information(mobile, desktop, tablet?)
A: I usually check the status of my flights on the go, therefore I use my mobile phone to check the status of my flight.

Q: What sort of information do you need to share with the platform/service to get the information you need?
A: I just put the 5 digits flight number in google, and it tells me the status of my flight. I don't need any much information other than that really.

Q: What are your present frustrations / pain points with the current system?
A: I'm very familiar with SFO so it's really smooth for me and there is no point of frustration for me personally. However, when my mom has a flight and I have to pick her up, I have to take several turns around the exit gates to see if my mom is at the gate or not. If there was a way to exactly know where she is after landing, it might help a lot.

Q: How do you often go to SFO if you need to catch a flight?
A: I usually just take Uber/Lyft.

Q: How would you check your flight status or airport-related information on your way to SFO?
A: I don't really check anything on my way to the airport since I would check beforehand. Even if there's a delay happening on my way there, I wouldn't turn back.

User 2

User Description:
A master student from NYU who currently resides in Berkeley.

Interview Transcript:
Q: How frequently do you fly from SFO?
A: Now as a student from NYU, this year I traveled from SFO 3 times. Usually I travel by air a few times a year.

Q: How do you usually find information about your flight or the airport if you plan to take off from SFO?
A: I basically just used the United Airlines' app to obtain information about my flight.

Q: What platform do you typically use to obtain this information(mobile, desktop, tablet?)
A: I use both mobile and desktop to get the information I need from UA's app.

Q: What sort of information do you need to share with the platform/service to get the information you need?
A: I just log in my account and then all the information I need will be shown there under my trip. It's quite straightforward and simple.

Q: Do you feel comfortable sharing this information?
A: I just enter my date of birth, phone number, and address etc when I registered my account. But other than that, there's nothing much I need to share.

Q: What are your present frustrations / pain points with the current system?
A: Boarding time. They always change and they sometimes don't change exactly along with the departure time. But as far as I know, the only way you can find the most updated accurate boarding time is through their app. You couldn't find the most updated boarding time on a search engine like Google or other places.

Q: How do you often go to SFO if you need to catch a flight?
A: Well, driving, taking uber, taking bart... I've tried all of them.

Q: What information do you usually gather before you head off to the airport?
A: Just boarding time and not much. And perhaps the estimated arriving time to the airport.

Q: How would you check your flight status or airport-related information on your way to SFO?
A: I just checked with the UA app on my phone.

Q: Is there anything else you would like to share with us regarding your current pre-flight experience?

A: I really hope that I can get the information about how long the security check line wait is about on my way to the airport. If i can find such information, it would be really helpful. Also, I would call to check if the flight is alright when I lost connection to the internet. But the customer service of United Airlines is so slow, and google covers the most information I need, so I typically wouldn't call to access information.

User 3

User Description:
A bachelor student in business administration who works as a part time Uber driver living in Sacramento.

Interview Transcript:
Q: How frequently do you fly from SFO?
A: My family is living in a foreign country so I fly at least 2-3 times a year to visit them. Since the flights from SFO are usually cheaper than the flights from Sacramento airport, I prefer to fly from SFO.

Q: How do you usually find information about your flight or the airport if you plan to take off from SFO?
A: I use the flightradar24 app. Even with the free tier, it provides useful information such as departure board, arrival board, and even the aircrafts on the ground.

Q: What platform do you typically use to obtain this information(mobile, desktop, tablet?)
A: I have it installed on my phone.

Q: What sort of information do you need to share with the platform/service to get the information you need?
A: I just enter the name of the airport I am flying from and then find my flight in the departure board. I don't share anything other than the name of the airport.

Q: Do you feel comfortable sharing this information?
A: Yes, I don't mind sharing the name of the airport.

Q: What are your present frustrations / pain points with the current system?
A: If you mean the current frustration points with the app, then the biggest frustration point is that some of the very basic services could be accessed with only the paid version of the app. For example, weather forecast, alerts and many more. However, if you are asking about the frustration points with the airport system, there are many things. The departure time is never fixed. They ask you to come to the airport at least 3 hours before the flight for international flights...

Q: How do you often go to SFO if you need to catch a flight?

A: I take a bus or Amtrak train from Sacramento to San Francisco and then Uber or Lyft to get to the airport.

Q: What information do you usually gather before you head off to the airport?
A: I usually check the weather forecast for destination, departure time, and time of arrival.

Q: How would you check your flight status or airport-related information on your way to SFO?
A: I use the flightradar24 app on my way to the airport.

Q: Is there anything you want to share about your experience of dropping off or picking up passengers at the airport?
A: Well, the drop-offs are not that hard. There are pre assigned areas where the Uber and Lyft drivers can drop their passengers off. However, when it comes to pick up, there is an assigned area by Uber for drivers, and all the drivers should wait in a queue. It is very frustrating, since sometimes we don't know if the airport is crowded or not and it's hard for us to estimate our wait time in the queue.

Findings:

1. Users are very used to and relying heavily on internet service these days when they try to access information. Although the way for users to obtain information about flights varies from person to person, we did find that all three users try to obtain information they need by accessing certain online services such as mobile apps or search engines. This means that the VUI system won't be the default choice for general users under a majority of circumstances, so we need to focus our VUI design on only handling specific scenarios such as when the users don't have internet connection.

2. Users want speed and efficiency when they want to get the information about their flights and the airport. One user mentioned that he would call to check for flight status when he lost internet connection on his way to the airport. However, he would prefer not to call for information because they think that customer service hotlines are always busy and it's slow to get the information they need. It would be helpful if our VUI system allows users to get their needed information as quickly as possible.