

## **Introduction**

Hi, thank you for participating in your study!

Please note that we're not evaluating you in any way, but we're learning from you about how you look for information online and what works and doesn't work for you. With this, we hope we can make our product better for people like you. There are no right or wrong answers to any of the questions I'm asking in this study. We're simply interested in understanding how you do things online. We will conduct this study mostly as a discussion. I will ask you to show me how you do things using this computer and ask you questions to better understand what you do.

Here's how the session's going to be scheduled. We'll ask you a few general questions about how you plan your trip as a visitor.

Then we'll go through the tasks you have provided for us. While you are working on the tasks, we'd like you to think out loud, which means you give a running commentary of what's going on in your mind. You can talk about things you like or don't like. Feel free to say anything that comes to your mind.

I will record your screen so that I can go back and review things later and make sure we get everything right. We won't use your name in connection with the recordings or the results. The video will only be used internally and will only be shared with the Professor of the class I'm taking.

Does everything sound Okay to you?

Any questions?

## **Demographic Information**

Could you tell us your name and tell us a little bit about what you do?

Where do you usually use your computer(s)? What for?

Is this the only computer you use? Do you share this computer with other people?

How much time / week do you use the computer?

### **Travel-related Information**

When you are planning a trip to somewhere you've never been to, what websites do you use the most?

When did you first start using it?

How did you hear about it?

Do you search for these sites, or do you jump directly to them?

### **Focus Activity**

Imagine that you will be visiting a place you've never been to in the United States, what information do you tend to seek first?

What websites do you turn to first?

How do you decide on restaurants and accommodations?

What resources will you use to plan your itinerary?

Where do you usually search for information about local sightseeing places?

How do you gather information on local transportation?

How much time do you usually spend on the activity?

### **Feedback**

Are you satisfied with your experience in the activity? Why?

Can you summarize the reasoning of your choices in the activity?