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Part 1:

1. Identify and describe 2 tasks for users to complete.

a. Task 1 (Purchase a Flight)

i. Selecting a Hot Air Balloon flight to purchase on the sundanceballoon.com website.

1. Description

- a. Click on the purchase button on the top right.
- b. In the drop-down menu under Step 1. Select location you would like to take a flight in.
- c. User is prompted to select a time for their flight: Weekday or anytime and morning or evening.
- d. Select quantity of tickets for the flight.
- e. The user is able to purchase a gift card, which they select the amount and enter information who the gift card is addressed to and the sender. Then click the Next button.
- f. In step 2, User is prompted to enter personal details such as name, email, address and location of user, phone number, and dob.
- g. Next the user can select a voucher message or write personalized message.
- h. The user is prompted to select their delivery method. (Email, mail, courier)
- i. User can enter gift cards or flight vouchers if applicable. Then click the Next button.
- j. In step 3, prompts the user to enter their payment details (we stopped here because we don't want to enter payment details.) Click next button when finished.
- k. Step 4 is reviewing details and confirming submission.

b. Task 2 (Liability Waiver Information)

i. Finding the liability waiver for user's flight on the website

1. Description

- a. When user's on the homepage, hover over the flight info section at the top.
- b. User clicks on the pre-flight information button.
- c. User navigates/scrolls down the page to find the Paperwork section.
- d. Then User clicks on the Liability Waiver button.
- e. The Form is now downloaded, and user enters their personal details (name, email, address and location of user, phone number, dob, weight, ride location and date), and signing the waiver agreements and indemnity.

- f. User can either email the form or print out the form for a physical copy. To bring with them at the location on the date of the ride.
2. Describe the study setup.
 - a. The study will be done remotely through screensharing. We will introduce the study by directing the participants to the website, then ask them to purchase a flight.
 - b. Can be any user at least the age of 18 years old. there isn't a restricted expertise they need to have.
 - c. Timing data would be recorded to determine how easy it is to navigate through the website for the task.
 - d. We can screen record the data and use software to keep track of timing and button clicking data.

Part 2:

1. 5 question survey
 - a. We can use a google form document. To create a likert scale and open ended questions.
 - b. https://docs.google.com/forms/d/17iS7GzCjtIZyMixmv1PSv9641jkMAcm1QJetcw0EZ6A/viewform?edit_requested=true

Sundance Balloons

User Study

[Sign in to Google](#) to save your progress. [Learn more](#)

Did you make any purchases?

1 2 3 4 5

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

What frustrated you the most when finding the liability waiver?

Your answer

Enter your age:

Your answer

Have they had any experience with Hot Air Balloons?

Your answer

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docs.google.com/forms/d/17iS7GzCjtlZyMixmv1PSv...
Brightspace Netflix

Paused

What frustrated you the most when finding the liability waiver?

Your answer

Enter your age:

Your answer

Have they had any experience with Hot Air Balloons?

Your answer

Do you have fear of heights (acrophobic)

Your answer

Submit

Clear form

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