**PERSONA**

As all of our events are meant for 18+, so we decided to select 2 interviewees who were aged under 25, and two who are older. Both of our younger interviewees are single, whilst the older ones are married. Both genders are represented in each age group. The following is a summary of the results and how they will affect the events we will be offering, and the way we will be designing the website. The results also helped us to create a fake persona, which we believe best represents our target audience.

To begin with, our respondents were all highly receptive to the idea of a Father Ted, as all of them were aware of the characters, and believed it to still be relevant. As a result we feel our theme has been justified, and will be continuing on with this idea.

About Dublin

Whether or not our interviewees live in Dublin, we find they visit the city centre anywhere from 2x a year to once a month or more. All of them visit Dublin for leisure, and some also for work. It is clear that Dublin remains a popular destination for socializing, and half of our respondents were interested in city tours as well. They visit Dublin with both friends and family.

The main issue that our respondents had with visits to Dublin is the transportation, with one respondent commenting on how busy public transportation can get. Not only the transportation, but also how busy the locations can be proved to be an issue. One respondent remarked that on her last night out, her group ended up in their third choice location. As a result, all respondents are open to planning their night out beforehand from now on, including their transportation. This shows a demand for planned events and also for clarity in our description of events, on how customers can expect to reach the various locations. Specifically, this will include information such as public transportation maps.

The amount that respondents were willing to pay for events themselves varied from a maximum of 20 euros to 100, but all were willing to pay more for a night out (the range being from 50 to 200). The younger respondents were willing to spend less than the older respondents, and are also more focused on price. Therefore we would need to price accordingly for the events we will be offering, depending on the age group they are targeted towards.

Aside from that, only one older respondent was really interested in hikes or open to longer city tours. In general the preference seems to be for just 2-4 hours per event/tour, with one younger respondent stating that they would do tours for the sake of their friends. Our events are therefore best kept to a part of a day, with additional options available in order to extend it.

On using Websites

All respondents felt comfortable with online searching and using the internet: suggestions of sites that they used for information and booking included booking.com (2x), Bord Failte, Dublin.ie and Dublintown.ie. So far they mostly booked accommodation and transport online, but showed that if possible, they would book as much of their time out as possible online. In short, it seems a fully organized tour would be considered favorable, but also that advertising via a website will reach our desired audience.

One of our younger respondents favoured the site indublin.ie over the one from Bord Failte, as it gives immediate information on a single page (as opposed to pages and pages), making it easy to compare between the different offers. Due to the specific interests that they had, a mature respondent also appreciated the possibility to separate choices along lines such as family versus adult only attractions. Another respondent mentioned that they have issues with intrusive color schemes, and so thought needs to be given to a layout that does not overpower the content. Users require a quiet website design that allows them to focus on the content, which will mean not too many distractions (such as too many pictures). Our site would need to use a clear, highly readable font with a color combination that also does not distract.

They also unanimously agreed that showing the cost, group size and content is the most important thing of all for the events advertised. Location and transportation were outliers- however, given the respondents reactions to travelling within Dublin, necessary attention has to be paid to what the transportation means are on the website for users. Aside from information on public transportation, this could also include links to taxi companies for instance, which users will be able to book beforehand.

This is especially appealing because the respondents agreed that the current booking system works well as you can book most things in advance: it is a fairly simple process with lots of options and useful information is available. For one respondent under 25, they liked that they didn’t always have to pay in advance. What respondents disliked were slow, outdated payment systems. Another younger respondent particularly disliked the lack of breakdown on all the costs involved, and an older respondent mentioned that unexpected costs that show up in the final payment is an issue. In general, the respondents agreed that sites should give all the relevant information regarding costs, but also information on all possible services, which they sometimes lack. As a result, our website would have to give clear price indications, and all costs have to be accounted for. The final payments page would need to show exactly what the user is paying for.

Ideally, the respondents would like events to be well organized with enough choices in time of the booking, special offers that are clearly shown, easy forms of payment and ticket printing. They would like to have information given to them in an easily accessible manner with thorough explanations, which means easy navigation throughout the site, and no hidden costs. All formats would need to be catered to, as between all of our respondents, every device is used (laptop, smartphone and tablet), so our site would need to be responsive.