Intro:

Hello and welcome to my CSE 463 final group project experiment. Today, you volunteered to run through a simulation of a website. I have a survey for you to complete before and after the simulation and I will be recording your screen during the simulation using Zoom. I will be collecting basic demographic information and questions regarding the website but your identity shall remain a secret. This group is not affiliated with the company in question.

“Do you have any questions before we start?”

<If no, proceed, if yes answer the question but don’t give away the experiment, try to clarify instructions>

<Have them fill out the background survey, take notes during the surveys>

Good, I will now read you the scenarios you need to complete the simulation to book a flight.

<Make sure you record/ start timer here. You can’t answer questions/input but encourage them to think aloud.>

Your name is Jane Doe and you are from Cleveland, Ohio, attending a large university in Norfolk Virginia Beach, and you need to travel back home in May to see your family in order to maintain motivation for athletics as well as academic endeavors. Your husband Jack is coming with you as well. Due to your busy schedules, you want cheaper flights for a last minute flight, but don’t mind paying a little more for better services, and want the Allegiant bonus package, and priority boarding. Your birthday is June 24, 1990. Jack’s birthday is February 19, 1986. You’ll compare the flights in May and you’ll decide to fly the cheapest economy seats that are next to each other and will each bring a carry-on.

<Stop your stopwatch as soon as they get to the end screen>

<After completion of the scenarios and the surveys (order for the last two don’t matter)>

Thank you for completing the simulation and the surveys, I greatly appreciate it. Today, you were a part of a study looking at the useability of Allegiant Airlines. My team and I used concepts from our class in Human Computer Interaction to redesign the site to see if we could make it an easier, more efficient process.