

# **Booking Travel**

## **Contextual Design Results**

**Reagan Leonard**

**Daniel Beamer**

**Tyler Kidd**

**Abhimanyu Abhinav**

**Malaya Reece**

**February 26, 2020**

This document is a summary of the results of several contextual inquiries regarding the task of booking a travel experience. This task includes all aspects of travel from the home to the destination (and back) as well as any surrounding logistics such as a hotel stay at the destination. The following is an outline of the contents of this summary document:

**1. Executive Summary of Inquiry Results****2. Introduction**

- a. Introduction of the task
- b. Focus of the individual inquiries

**3. Individual Interview Summaries**

- a. (5) Individual Interviews
  - i. User Profile
  - ii. Key Findings

**4. Affinity Diagram Explanation**

- a. (4) “Big Ideas” (green notes)
  - i. Introduction of Big Idea
  - ii. Hierarchical list of subtopics (pink and green notes)

**5. Consolidated Contextual Models**

- a. (5) Consolidated Contextual Models
  - i. Explanation/Details

**6. Reflection and Summation****7. Appendix**

- a. Interview Notes
- b. Unconsolidated Contextual Models
- c. Photo of Affinity Diagram

## **Executive Summary**

This summary is a brief condensation of the report that follows detailing the results of separate contextual inquiries of five users of varied backgrounds with different interests all performing the same task: booking a travel experience. (A more detailed description of each user's profile as well as the results of their individual interview can be found on pages 3-4 of this report.) It is intended to provide a general understanding of the goal of these interviews, the findings of the interviews, and what these findings mean for our team going forward in the design phase of this project.

Our team interviewed five different users and essentially asked them all what they would do if they wanted to book a trip somewhere. Each user had different motivations and goals for their imaginary trip and they all used slightly different methods for researching and booking their travel. Some subtasks involved in this overall task were planning via Excel sheet, researching destination cities for a good vacation, searching online for flights and hotels, etc. We asked questions about what they liked and disliked regarding each and every step of their process of booking. We found that, in general, some of the things all users disliked were misleading logos, unwanted pop-ups or ads, too much information in a list of search results, and general confusion about what was on the screen after the first search on a website. A few things that all users liked were convenience, simplicity of design, and presentation of relevant information only. In other words, users seemed to prefer as simple an interface as possible that still provided them with all the information they were looking for. In this report, we have outlined these results in the form of summaries for each user interview followed by an explanation of our group's affinity diagram and five consolidated contextual models encompassing all five interviews' results. We then conclude with a reflection section intended to answer some key questions about our group's experience.

For more details on each of these sections, please see the outline on the title page and visit the respective section's pages.

## **Introduction:**

For the purposes of this project, our task will revolve around the process of booking travel accommodations to a destination of the user's choice. This includes the process of determining where to go, finding and booking lodging, booking a flight (if applicable for the destination), and determining transportation from the airport to their place of lodging (if applicable).

Our interviews were focussed solely on this booking process. Each group member was guided through the user's process step by step while they explained it to the member. We did not offer any input in the process of completing the task, as we wished to focus only on how the users reacted to various websites and how they completed the task when encountering them. Additionally, we wished to determine what aspects of a site were crucial to a user completing their task by drawing conclusions across multiple interviews to find the common thread which demonstrates what a user is looking for when booking accommodations.

## **Individual Interview Summaries**

These interviews are organized by the primary interviewer. Each of our group members was the primary interviewer for one interview and wrote the accompanying summary for it below.

### **Malaya Reece - U01**

The user for this interview is a 60-year-old female with limited technology experience. She owns a smartphone, but mostly uses it for communication such as viewing Facebook and text messaging. She also uses it for playing basic games such as card games and coloring apps. She does not book travel much but has heard of some travel sites, mostly through TV advertising. The web site she chose to use for her travel booking is booking.com. For this task, she has chosen to use a desktop PC, rather than her smartphone, because of the 27-inch monitor attached to it. Her goal for this task is to plan and book travel to Houston in July.

The overarching themes observed in the interview were a need for clarity, flexibility, and organization. The site possessed these characteristics in some areas but was significantly lacking in others. For instance, the site offered a wide variety of ways to sort and filter results but did not offer the user a smooth way to move between different components of the trip. In addition, some of the labeling was misleading in its functionality, especially for a novice user. Ultimately, the lack of cohesiveness on booking.com left the user frustrated, and she did not want to complete her task on this site.

### Reagan Leonard - U02

This user was a 22-year-old female college student who doesn't fly very much. As a college student, money is her main concern when traveling so she mostly drives wherever she is going even if it is hours away because it is still usually cheaper than flying. She also values her time very much; she is a very efficient person. Therefore, any time wasted either in the booking of the travel or during the travel of the trip itself is very frustrating for her. She is well-versed with her Mac computer and browsing the internet in general, but is still sometimes perplexed by unusual popups or errors that aren't very intuitive to the typical user. She prefers to have less information presented to her at once than to be overwhelmed by the search results. She is quite adventurous and loves going on trips just for leisure. She decides she wants to go on a trip up north this May and she chooses Pittsburgh as her destination city.

Some key findings from this interview were related to the presentation of relevant information, frustration with popups, and the overall connectedness of multiple sites that serve different purposes. This user loved the way Google Maps and Google Flights showed all the essential information that she was hoping to find in her search. But moreover, she loved *how* it was displayed: in a manner that was not overwhelming and was easy to read through. I was surprised to see how much emotion this user displayed when confronted not once but twice with a popup asking her if she would like to upgrade to a more expensive seat on her flight. This really frustrated her and overall made for a much poorer user experience on the American Airlines site. Finally, she really liked how interconnected the Google products she used were. For instance, after she was done researching car routes on Google Maps, she was able to easily switch to Google Flights and didn't even have to re-enter her starting and destination locations. These were some of the main reasons why the user preferred Google products throughout the process of this travel booking.

### Daniel Beamer -U03

The user is a 22-year-old male, a college student wishing to plan a trip with a friend. He is knowledgeable about technology and regularly uses it in both his personal and scholarly life. He does not plan travel excursions with any frequency, as he typically would be staying with family or friends rather than hotels or otherwise. He has also never booked or participated in a plane flight. As such, he was slightly uneasy about booking the trip himself. He was not loyal to any particular travel site, and in fact could only name two websites which he had seen in advertisements. While he initially attempted to book directly from an airport's website, he

eventually discovered Google Flights and continued to use this site for the remainder of the interview. His goal was to plan a camping excursion to Glacier National Park in early June 2020.

The overall themes I gathered from this interview revolved around simplicity, organization, and relevance of information provided. The user much preferred websites that provided too much information than was needed compared to too little. While he preferred websites that had a minimalist approach to their user interface, he noted that he was "...perfectly fine with an overload of information so long as that information is relevant to what [he was] doing." As a result of this, at the end of the interview I prompted him to attempt the usage of kayak.com, as its user interface begins with a simple timeline to determine dates, and progressively provides more information as the user proceeds through the process. The user enjoyed this website's user interface but noted that he still preferred Google Flight's interface, as it did a majority of the work for him behind the scenes. This showed me that some users - perhaps those that are unsure of their choices when booking - would much rather have a site tell them what their best course of action is, rather than attempting to book every finite detail about the trip. When discussing this concept with the user after the task was complete, he replied in the affirmative, stating that since he was unfamiliar with booking flights, he valued Google Flight's input greatly in his decision-making process as he attempted to complete his task.

#### Tyler Kidd - U04

The interviewee is a 21 year old female undergraduate student who doesn't travel far often. She travels to her home in Georgia and took a study abroad trip to India as well as a short trip to Chicago, but otherwise stays as local as possible. However, this user needs to book a flight to Washington, DC for a presentation on her paper she is giving at a conference in the spring. This user likes for the booking process to be as stress free, clear, and efficient as possible. This user is not particularly loyal to any travel site, only using Travelocity because that is what her parents use and recommended to her. She does not need to buy a hotel, as the english/sociology department has already booked and paid for the room. In addition, the department will be reimbursing her for the flight, but the user is still paying first, so price is a heavy consideration. In addition, the user is heavily focused on departure/arrival time, as they have classes the day before the conference and when they return.

The overall findings gathered from this interview is that the user values speed and efficiency in regards to the site layout and overall process. Although they carefully considered and compared the flights they were booking, their desire was to complete the process as efficiently as possible while still gathering all the information she needs to make an informed decision. To achieve this goal, the user likes an easy to use interface with little to no ads, which Travelocity mostly meets, but has some significant issues with. The user was annoyed by the constant pop ups and advertisements (and even searching for deals in summary pages) asking to

bundle car and hotel deals with their flight, even though they chose to only purchase flights on the front page. The user was also frustrated with the advertisements for the Cancellation Protection plan, with constant sob stories being shoved in their face as they try to continue with their booking. The user also did not prefer having to go to Google Maps to see what airport they need to land in, as this added to inconvenience even more. After the interview, the user said she would continue to use Travelocity, because she does not travel long distance often enough to need to find a better site to use.

### Abhimanyu Abhinav - U05

The interviewee is a 25 year old male international graduate student. He is a moderate traveller who has travelled extensively, though domestically back in India. He has developed a taste for certain airlines which were cheap and very customer friendly. Now he has come to the United States to pursue his master's degree. The interviewee uses one of his favorite travel booking websites "Goibibo" to book one of his first domestic flight travel tickets for the upcoming spring break. Before he starts booking, his mindset is to find the cheapest flight that he can find which suits his schedule. He is also a little concerned about the airline he's gonna travel primarily because he is travelling in a foreign land for the very first time and he does not want to risk any baggage loss situation. Therefore he is mindful of the fact that the airline he will choose should have high customer ratings.

The key insights taken from the user's interview are:

The user likes to stick to the website he used previously while he was in India. This is because he has gotten used to the look, feel, and functionality of the website. He values finding the cheapest airline and he believes that this website will help him do so as he has been getting the best deals on this website consistently. The design and presentation of filters on this website are particularly something that the user has gotten used to and he does not like any website which does not present him with such a design. The user does not like the fact that there is no way to filter out flights that are refundable because he has to go back to the search results page to check multiple search results. Since the user is highly keen on finding cheap flights, he likes that the site recommends them with a red flash which catches his attention. In addition, the user is also interested in finding non stop flights for which he is ready to make extra efforts.

## **Affinity Diagram Explanation**

### **Aesthetics**

Originally, this idea was called “Design” but we further narrowed it down to simply “Aesthetics” because we realized that this aspect is distinct from the next idea which is “Presentation of Information”. So we defined this category to consist only of those ideas regarding the look and feel of the website *visually*. In other words, any concepts regarding how the user feels about the layout of the page, placement of text vs. whitespace, color scheme, etc. would fall under this category. This idea is also broader than Presentation of Information in that it applies more to the website than to an individual task. Aesthetics describes to what extent the user can grasp the overall functionality of the site at a glance.

### **Presentation of Information**

Presentation of Information applies more to an individual task that the user is doing. For example, what information is presented when the user hovers the mouse over a tab at the top of the screen? Does it automatically drop down on hover or does the user need to click? More importantly, how many options are shown in this dropdown: four or sixteen? And of course, how does this presentation of information make the user feel and how does it affect their completion of the task? These are the types of questions and ideas that would fall under this category.

### **Ease of Use**

Ease of Use is defined in this context as the number of steps needed to complete a particular task or subtask and the amount of difficulty/obstacles to performing those steps. An example of this is that it only takes (ideally) six clicks from the home screen of Google Flights to select a round-trip from Greenville to Pittsburgh. However, once the user is taken to the American Airlines site, there is a minimum of nineteen clicks just to get through the first page. So there is a huge discrepancy between the ease of use of these two sites. What’s more is that one of those nineteen clicks on AA.com was to get rid of a popup suggesting an upgrade from Economy to Business Class, which is entirely unnecessary for the typical user.



## Discoverability/Functionality

Discoverability/Functionality describes how easily the user is able to identify 1) if the task they want to perform is possible using this site and 2.) where/how to begin performing the steps to complete it. This is a measure of the visibility of the features the site has to offer. What can I do and where do I start? These are the main questions raised in this category. Any related questions that help clarify these two will fall under this section.

## Hierarchical List of Pink and Blue Notes

- Aesthetics
  - Is the site optimized? (not laggy, not opening new webpages for every new menu)
  - Depending on the scope, do we want to target businesspeople or vacation goers or both?
    - User would like an option on Travelocity to select who you are (e.g. Student) to tailor their price range/options
  - Are reviews from other travelers easy to find and explore?
  - How clean (Uncluttered, easy to read, whitespace) is the front page?
    - “There’s adequate whitespace”
    - Google shows prices in green colored font
    - Clean, non-cluttered interface at first. Add more information as you progress.
    - over the usually visited website , filters are clean and very comprehensible
    - On not so acquainted website , got lost for the filters.
  - Overall Design
    - “there’s different colored fonts (like the prices are all green and nothing else on the screen is green)”
    - “It also has the airline logos displayed which makes it easier to distinguish airlines.”

- User would prefer if Travelocity filters were horizontal under the search criteria (as opposed to vertical on the left side of the screen)
- Airline is displayed in small letters with the respective logo next to it
- How many menus are at the top of the site/sidebar of the app?
  - Prefers to browse websites via tabs rather than navigating to new pages.
- Is there a clear distinction as to which results are sponsored?
- How organized is the site/app? Is it difficult to read?
  - Summary page has appropriate amount of information
  - “I think it’s the right amount of information. Not too much, not too little.”
  - “I think it’s the combination of whitespace and also the font choice that just makes it easy to look at and read slowly and comprehend. It’s a pleasant experience.”
- How much does advertising interfere with the experience?
  - She is frustrated by this popup as she is not tempted by the higher-priced ticket.
  - Popup tries to convince user to upgrade seats on flight
  - At the top of the passenger details page, another popup comes up suggesting the user apply for an American Airlines credit card to save \$200 on this flight
  - American Airlines shows a box at the top of the “Review & Pay” screen encouraging an upgrade again
  - After the user selects both flights, a popup asking to book a hotel will confront the user
  - The review screen then looks for car deals for the user, which the user thought was "unnecessary"
  - The user is then prompted to add "price match promise", instead with a simple yes opt-in checkbox
  - The user did not select "Yes" and moved on

- The user is prompted to add "Cancellation Insurance" with a yes/no checkbox
  - The user-selected "no" for the cancellation insurance, which displayed a text message box
  - This text box displayed a shaming message about being "willing to risk my flight" and displayed a quote from a woman saving money when she had to cancel her flight to care for her sick husband
  - This text box made the user uncomfortable and actually made them consider hitting the "reconsider" button
  - The user then entered their email address and was prompted on whether or not they would like to create an account
  - The user did not feel pressured to create an account and moved on
- Is the screen cluttered? Could it benefit from more whitespace?
  - "Need to know" page perhaps had too much information - could have been split into different tabs.
  - Too much information in one location leads to some of that information being lost (walls of text are bad).
  - Glacier Park International Airport website filled with cluttering information.
  - Hiding of unnecessary information prevents information overload.
- How user-friendly are the search filters? (ex. Sliding scales for price range/trip length)
- Presentation of Information
  - Are there confusing logos that do not have clear meanings in the search results or in menus?
    - Googling a location still displays a bed logo for hotels, even though that location is for camping.
    - Google displays the airline logos next to the flights
    - Airline is displayed in small letters with the respective logo next to it

- "Need to know" tab used logo that is normally used for warnings (orange triangle with ! in it).
- Calendar displays letters within each day for campsite, but legend for reference does not display unless clicked (should be auto-displayed).
- Found a real warning message using the same symbol as the "Need to know" tab from earlier.
- How many search results are shown at once? Does it crowd the screen/overwhelm the user?
  - American Airlines shows an appropriate amount of information about her trip on the "Review & Pay" screen
  - Airports suggestion can be confusing when one is not been to the city before in deciding which airport to choose in case of multiple airports
  - Fare display shows a quick view of amenities the user gets/does not get/must pay for
  - Fare display also shows a more descriptive and complete list of amenities under a dropdown
- Does the important information for a search result stick out to the user or is it hard to find?
  - Google's flight dropdown includes arrival time
  - Google's flight dropdown includes arrival airport
  - Google's flight dropdown includes layover time
  - Google's flight dropdown includes layover airport
  - Google's flight dropdown includes 2nd leg's flight duration
  - Google's flight dropdown includes flight duration
  - Google's flight dropdown includes departure time
  - Google's flight dropdown includes departure airport
  - Google's flight dropdown includes departure time from layover airport

- “This is a pretty smart trick by American Airlines because many people will see this and immediately jump at the chance to save money by opening a card with them.”
- annoyed by the 2nd showing of this upgrade that she does not want
- National Parks Service website has a large amount of information.
- Reducing uncertainty is key in terms of finding a place to stay.
- "Need to know" tab with useful information is good in theory.
- Details are lightly summarized under price, shown in more detail by clicking a small menu
- User can view flight details before clicking "Select", but are shown them after clicking before confirming the selection
- Destination has airport suggestion list which is demarcated with a line separating most common from other not so common.
- AVIS shows pictures of all available vehicles and information about them.
- The user is also given a "flight score" out of ten, based upon the flight length, type of travel, and amenities offered
- The user largely ignored this flight score
- Once a departure flight is selected, user immediately chooses the return flight
- User thought return flight selection was a screen to compare other departure flights based on price
- Based on time of your travel, what are the recommendations/alternative it is suggesting for your travel to be cost-effective /fast
  - "Google has been data mining me for years, it should know that I want to go camping so I don't know why it's showing me hotel prices."
- What is the first thing the user sees when opening the site/app?
  - List primary transportation options

- First thing seen on American Airlines site is annoying popup saying “you chose a basic economy fare”
- National Parks Service website is very verbose (Large walls of text)
- User sees a semi-complicated menu to enter their search terms (lots of info below search)
- How is the information for each search result displayed? Is all the relevant information shared?
  - Google can show duration time for all flights from GSP to Pittsburgh
  - Google can show arrival times for all flights from GSP to Pittsburgh
  - Google can show departure times for all flights from GSP to Pittsburgh
  - What do you and what do you not have to bring?
  - flight airline was unknown to the user
  - Glacier International Airport's website lists all rental vehicle companies on premises.
- What is the relevant information on the front page?
  - “what I’ve always liked about Google and the way they present information is that it’s never overwhelming to me.”
  - She is loyal to Google maps.
  - Google can show all flights from GSP to Pittsburgh
  - Google can show prices for all flights from GSP to Pittsburgh
  - Google can show layovers for all flights from GSP to Pittsburgh
  - she loves this summary page and the useful tools it offers. Feels relieved because this is a pleasant experience.
  - she is very detail-oriented and likes to keep things organized. This is why she like Google Maps/Flights.
  - User enters their departure and arrival locations
  - User enters their departure and arrival time

- Amenities are highly important information.
  - Website told what most popular airport to fly into Glacier National Park was.
  - Maps showing location of site are highly useful.
- How does the website present its search?
  - Wanting to look up campsites individually (with photos).
  - Site doesn't display pictures of individual campsites (which is of major importance).
  - Site shows pictures of irrelevant things (Showing picture of park instead of the campsite).
  - over Expedia filters are presented part in advanced option link and part in normal presentation of filters
  - The website the user used had matrix presentation of filters as in a top row bar and usual sidebar column. which is more perceptive
  - Timezones make flight times confusing.
  - Displays to the user what is the cheapest/recommended fare
- Ease of Use
  - How easy is it to put in your starting location?
    - User can choose from a dropdown menu of locations
    - Google flights - put in locations and dates, it searches for the rest. Everything done behind the scenes.
  - How easy is it to find the location you're looking for after searching for it?
    - "Google is always good for finding what you're looking for." Doesn't need a site to find it.
    - Pulls up potential flights on Google Flights
    - User can choose from a dropdown menu of locations
    - Searching for campsite by name is made easy with UI.

- Google flights is easier to find compared to other travel sites.
- For larger cities (Washington DC for example), users can select all DC airports or just 1
- users recent searches lists down automatically on searching for new routes
- How responsive is the UI?
  - Google flights's UI is very beginner friendly.
  - With Google Flights, felt no need to use an actual travel site.
  - Satisfied with AVIS's (rental company) UI, simple but effective.
  - Prefer simple UI than over total control.
- Is the website easily navigated?
  - Google maps has a link to related flights based on her car route
  - Google automatically shows returning flight options after selecting departing flight
  - User is taken to a page where they can enter all of their passenger details
  - If references to other sites are made, links/info to them should be provided.
  - If a link is provided for a specific site/hotel/etc. on an external website, have that link actually lead to that site rather than the website's homepage.
  - AVIS UI - Select dates and locations, choose vehicle, chose whether to make payment now or later.
  - Kayak links to airline's website directly to selected flight so it can be booked there.
- Do the symbols on the site make sense for what they do?
  - Googling a location still displays a bed logo for hotels, even though that location is for camping.
  - "Need to know" tab used logo that is normally used for warnings (orange triangle with ! in it).



- Logos showing what amenities (access to water, electricity, etc.) shown in grayed-out or in green.
- Calendar displays letters within each day for campsite, but legend for reference does not display unless clicked (should be auto-displayed).
- Found a real warning message using the same symbol as the "Need to know" tab from earlier.
- How easy is it to put in your desired location?
  - User can choose from a dropdown menu of locations
  - For larger cities (Washington DC for example), users can select all DC airports or just 1
- Are two locations with the same name easily distinguishable?
  - Campsites with the same name are distinguished by both state and national park.
- How easy is it to find out what's available in the surrounding area?
  - apart from cost and airline , user is considering time and open to other offering.
- How easy is it to find out details about the hotel?
- Can users add items to trip from the search results?
  - Details are lightly summarized under price, shown in more detail by clicking a small menu
  - User can view flight details before clicking "Select", but are shown them after clicking before confirming the selection
  - users recent searches lists down automatically on ssearching for new routes
- How easy is it to choose what times/dates you will be traveling?
  - Finding the dates is easy, sometimes it suggests dates to you.
  - Suggested dates aren't that useful. Users have specific dates they can travel.
  - Uses a calendar style UI to choose dates (shows length of trip)

- On a laptop/other computer, calendars are a convenient way to select a date.
- Kayak's initial page is very user-friendly, allowing people to highlight dates online rather than a calendar.
- Is there an easy way to save searches for later viewing?
- How well does the site notify the user of errors during the search or booking process?
  - American Airlines doesn't let you move on if certain required information fields are not filled in.
  - American Airlines highlights errors and puts red text explaining the error underneath the field.
  - American Airlines guides you to the errors that you've made with a hyperlink.
  - She likes the error prevention methods American Airlines employs. The errors in red stand out to her as well.
  - Website gave information about campsite in case things are going wrong (ex: sometimes the GPS doesn't work properly; here's what to do instead).
  - also checks the baggage allowance /if this can be more readily available in concise and upfront way
- How does using the site/app make the user feel before, during, and after the task?
  - She likes this interface because it helps her choose things
  - contentment with the "ease with which I was able to use both Google and American Airlines in the booking of my trip to Pittsburgh."
  - Pop-ups are a negative user experience.
  - Link from website that was for "Getting to Glacier National Park" leads to the homepage of a Canadian hotel. Completely unrelated to the task at hand.
  - Gives signifiers like "Cheapest" or "best value" for chosen flights, regardless of choice, which semi-comforted the user

- Price summary pushes user to add flight insurance and shows a low seat count (~5-7), which gives the user a negative emotional reaction
  - The user was also told in the summary that they were "guaranteed to receive the lowest possible rate", which put them somewhat at ease
  - User likes how clear, descriptive, and not pushy the fare display is
  - The review screen then looks for car deals for the user, which the user thought was "unnecessary"
  - Kayak.com suffers from sporadic popups. Highly detrimental to user experience.
  - User thought the name entering process was easy to use and smooth
  - The user is prompted to add "Cancellation Insurance" with a yes/no checkbox
  - The user selected "no" for the cancellation insurance, which displayed a text message box
  - This text box displayed a shaming message about being "willing to risk my flight" and displayed a quote from a woman saving money when she had to cancel her flight to care for her sick husband
  - This text box made the user uncomfortable and actually made them consider hitting the "reconsider" button
  - The user then entered their email address, and was prompted on whether or not they would like to create an account
  - The user did not feel pressured to create an account and moved on
  - The user is one who likes to quadruple check their details, so they appreciated this final review
  - The user is also given a "flight score" out of ten, based upon the flight length, type of travel, and amenities offered
  - The user largely ignored this flight score
- On said summary screen, can users easily change individual parts of their trip?
    - Google shows a trip summary page

- Changed criteria in searches reset when dates are changed (e.x. arrival airport was reset when date was changed by user)
- Is it easy to actually select a search result and purchase it? How many steps are required?
  - When a trip is selected, Google automatically opens a new tab with the airline's website ready to book
  - She clicks the button that says "accept restrictions" to continue with her basic economy ticket
  - User may pay with credit card
- How quickly can you navigate between search results?
  - User can have multiple dropdown menus for flights open at once in Google
  - Once dates are selected, kayak.com's second page becomes much more cluttered, but shows a lot of relevant information. (Described as "It's a lot to look at but I'm pretty good at looking at what I need.")
- How easily it allows you to replan/modify /recommend based on what you have looked around/explored.
  - over the booking confirmations, user checks for baggage policy
  - looked for all possible options
- Are search filters helpful and intuitive?
  - Sorts flights by price
  - Price & times are displayed prominently in bold letters on right side of screen
  - User filters by price primarily, then arrival and departure time, then airline
  - Return flight is sorted not by price, but by how much it will add to roundtrip cost
  - User thought making what flight they are choosing larger and bolder on the screen would help them to see this
- How specific the website is in terms of primary task it's offering.

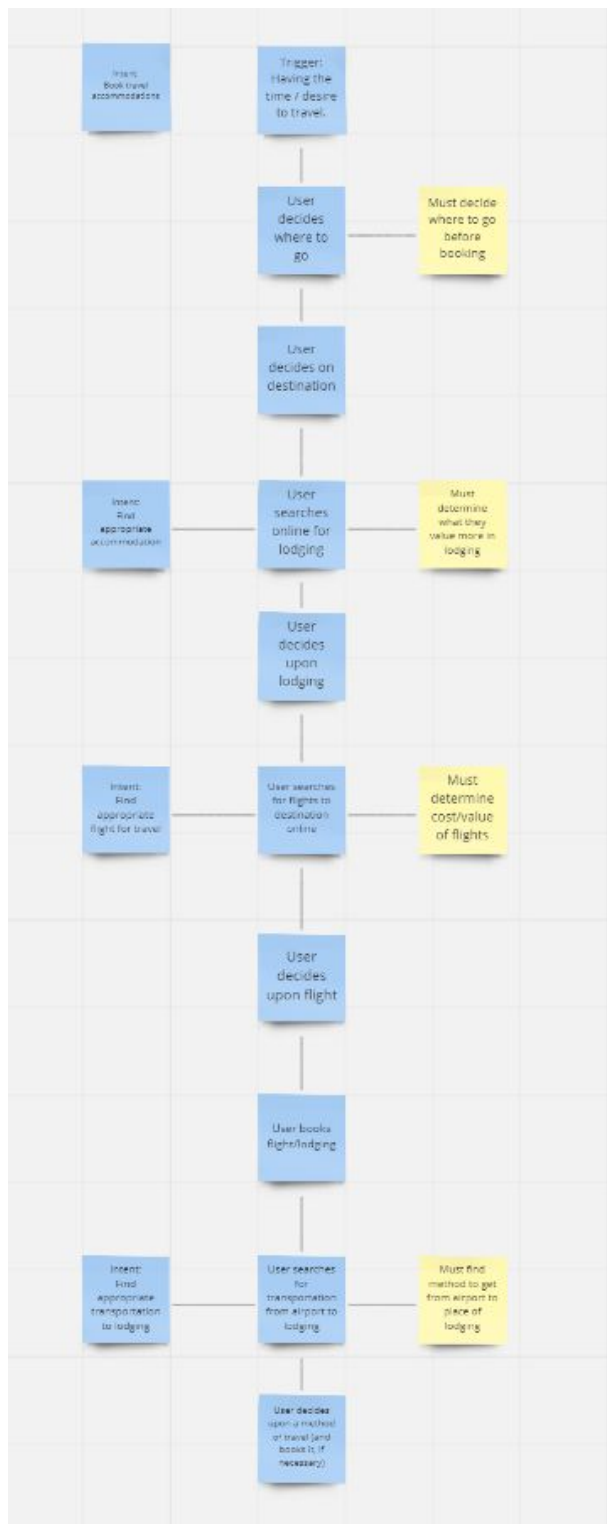
- Accessibility
  - Logos for amenities showing in gray/green are not colorblind accessible (during the interview, I was not able to tell that this was the case).
- Discoverability/Functionality
  - Just exactly what services does the site allow you to search for?
    - Google Travel Guides only provides easy access to hotels, not camping.
    - National Parks Service allows you to search for campsites by park.
    - You can search for all flights from GSP to Pittsburgh
    - iflyglacier.com Searching for flights is not an option on the airport's official website.
  - How easy is it to filter hotels/flights?
  - Can users plan trips and save them for later?
    - Google offers option to “track flight prices”
  - What planning tools are available for trip planning?
    - Google can show which roads have tolls
    - Google summary page includes tool that indicates if the price is “typical” for your trip
    - Google flights’ first result for flights from Charleston to Kalispell (town Glacier National Park is in).
  - Is there an easy way to compare options side by side?
    - National Park Services didn't compare side by side, but rather listed websites of all / popular campsites.
    - Google can show times of routes
  - How are the search results sorted by default?
    - Google automatically sorts by “best flights”
    - Google Flights defaults search by "best flights".

- Google flights can also search by "best price", which was preferred.
- Can users compare not only specific flights/trains, etc. but trips as a whole?
  - Google can show distances of routes
- If it's a little comprehensive site then, how much clarity/Discoverability is there in the website.
  - User can click on dropdown menu under each flight in Google
- Specifically for the car bookings, drop-off time might not be that desired especially in long-distance/ interstate travel as one might not know exactly how much time it's gonna take.
- Are there intuitive ways to change how the search results are sorted and filtered?
  - Google can sort all flights from GSP to Pittsburgh based on departure time
  - Google can sort all flights from GSP to Pittsburgh based on price
  - Google can sort all flights from GSP to Pittsburgh based on departure time
  - Google can sort all flights from GSP to Pittsburgh based on duration
  - Google can sort all flights from GSP to Pittsburgh based on arrival time
- Can users see a summary of their trip with estimated length?
- Depending on the scope, how easy is it for the user to choose which type of trip/travel they want?
  - user did do cost difference and distance analysis
  - user is actually checking if the ticket is refundable
  - American Airlines offers several different payment options
- How do you decide what to search for?
  - Google defaults to hotels; must search for other options manually.
  - got enticed for a flight cheaper but from another nearby airport/ a recommender would be nice in terms of compared distance for two choices
- Is it easy to restart/reset the search?

- What will be the scope of the website? (ex. Only air/train travel, or with hotels, rental cars, etc.)
  - But on my suggestion, I would like to have an info thing on taxi pickup point, surcharge hours and general info.
- How user-centric the website is? i.e how much user customization the design of the website offers while booking the tickets. For eg. kayak at the very first step offers you to select if you are a student or not.
  - Liked the functionality of selecting student fare option before he got the listing for the flights/ another e.g could be choosing veterans options

# Consolidated Contextual Models

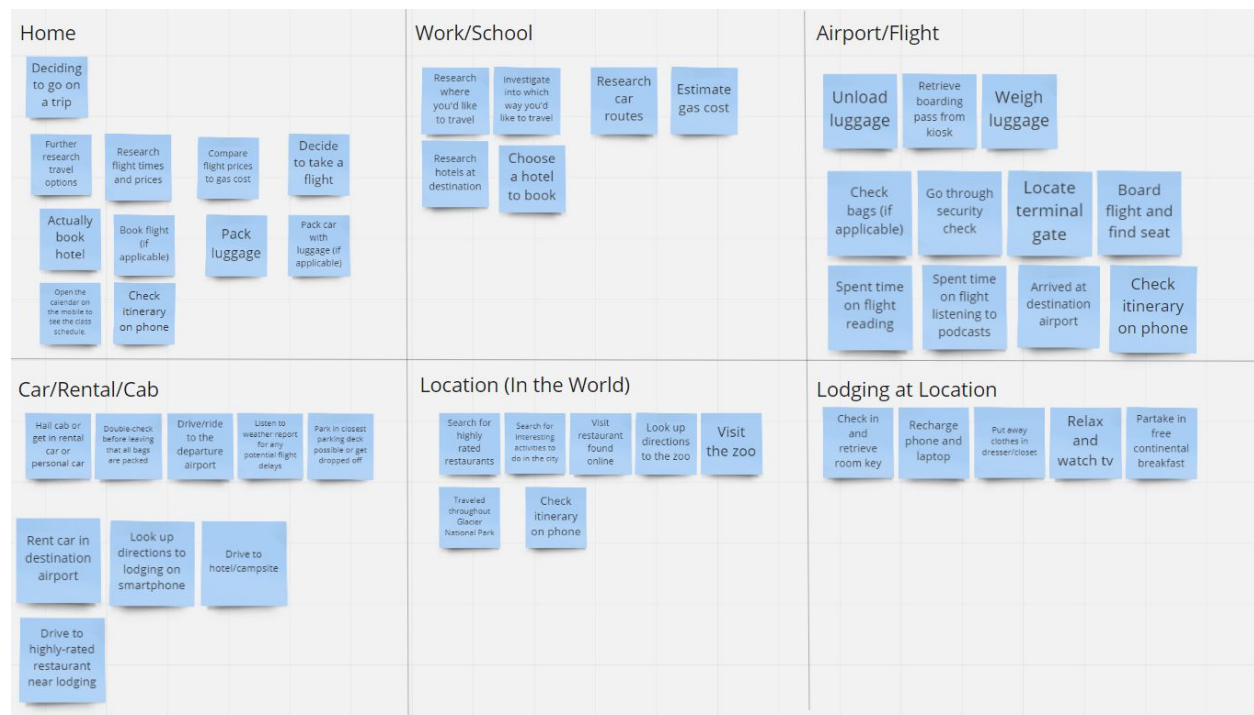
## Sequence Model





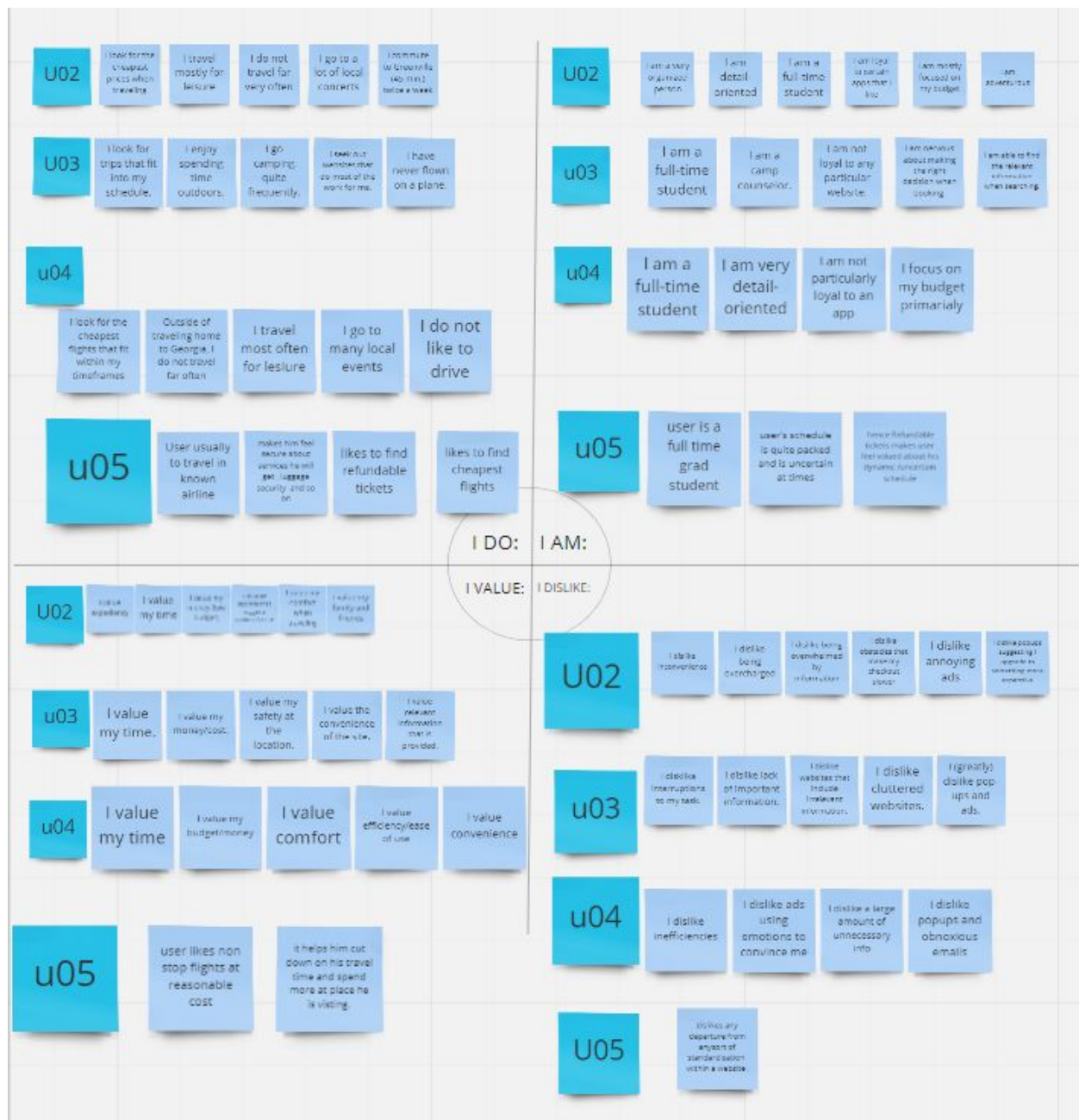
Through the sequence model we were able to derive the sequence of steps that users generally perform while planning their itinerary. Users generally got started with a trigger such as a need to attend a conference, availability of free time, or a desire to go for an outing which triggered them to make plans for travel. The user then decides on the destination, if they don't already have one in mind. This might require some exploring on the user side. Users generally do this by tailoring their searches suiting their desires or needs. Once the destination has been determined, he/she starts to search for flights or the mode of travel that best suits their needs. Occasionally users look up their schedule to determine the best possible times for their departure. Users generally then begin searching for and booking the various components of their trip. They often search for flights optimizing cost and travel time. They will also explore options for lodging, rental cars, or attractions, depending on the nature of their travel. The order in which these options are investigated varies from user to user.

## Day in the Life Model



A typical Day-In-The-Life model explores various situations and places in which a user may find themselves completing part or all of a task. So, for our Day-In-The-Life model we have the above, where we could find a user interacting with the website for achieving any one of his/her motives. A user would typically start by researching places which it can potentially visit or just finding more about the place which he needs to visit. This activity would primarily take place while he is either in the office or at home. Consequently, users would then like to search and weigh various means and routes through which they can get there. It's highly likely that a user uses other websites and applications to help fix their final transport means such as Google maps/calendar etc. All such activity is likely to happen either at home or at the workplace (with home as a more likely option). Once the user is done with booking, the next few instances where a user might find itself again interacting for this task would be when he/she is just about to leave for the airport or leaves for their destination. At this time the user might typically check weather conditions over their mobile phone, look to book a cab/rental car, check their flight status, pack luggage and perform web check-in. All this again would be typically performed while the user is at home. Once the user gets on their way, they might check the time to reach their destination, check trip details, weather conditions on the way to the airport or even at the airport. Upon reaching the departure airport, the user would go through security and the luggage check-in process. Now that the user is en route to his journey, he might read books or buy some snacks and drinks for the journey. Once the user reaches his destination, he might again rent a cab, access a map to find places and routes to indulge in his plans. And finally, the user would unpack his luggage at his destination and rewind from his journey.

## Identity Model

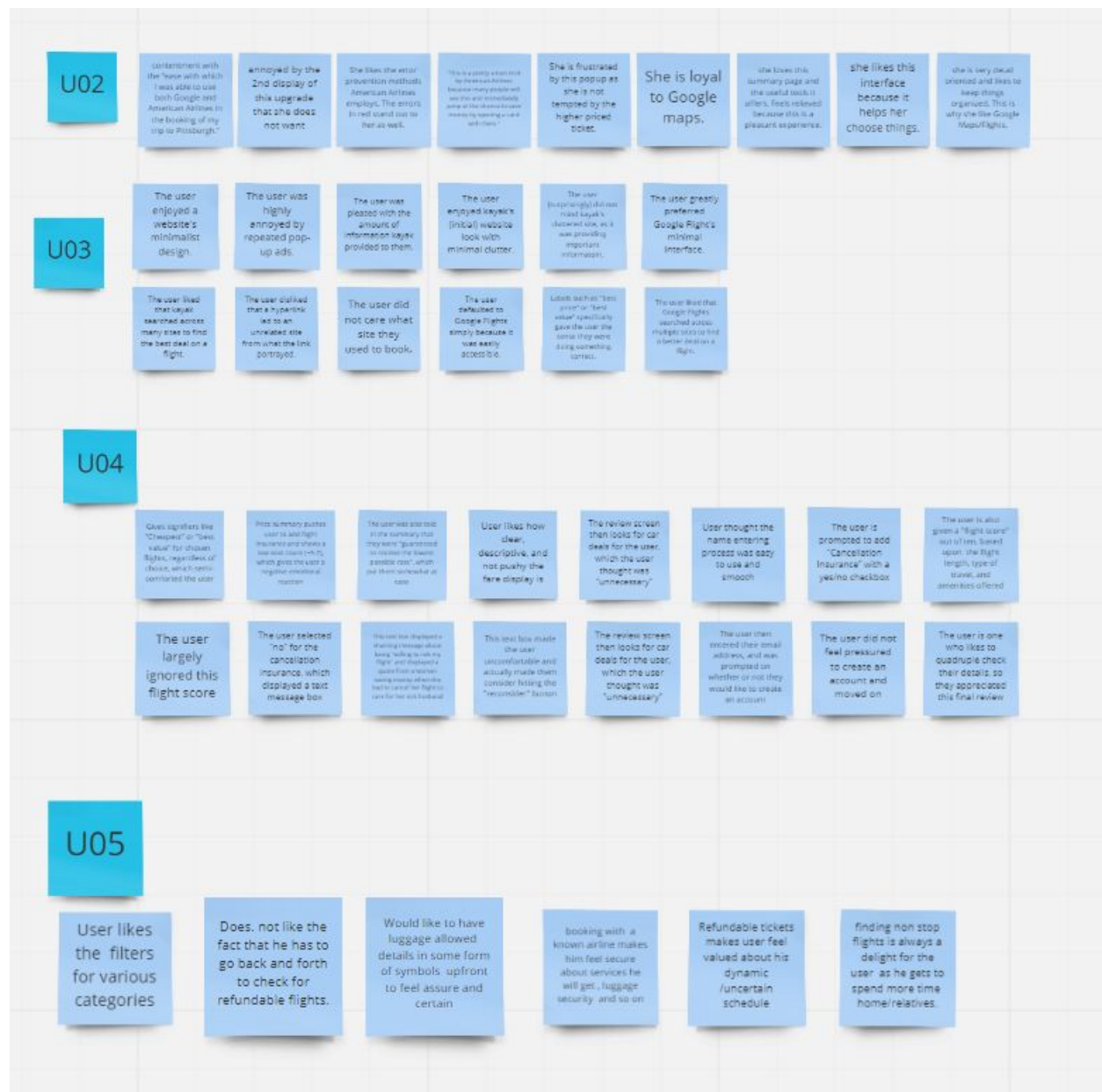


The identity model basically revealed with what aspects the users really found a connection to the website. Some of the features that we found really helped users to stick to the website were things that help them find the cheapest flight and presenting them with clear, concise and complete information needed to book their ticket. Also, features that help them find refundable tickets to accommodate their flexible schedule gave them a sense of value to their

uncertain or flexible schedule. Moreover, features that help them find random, adventurous places to visit for their leisure time added to the sense of valuing their curiosity and adventurism. Also if a website cares about one's budget and the sort of places one likes to visit, that adds on to the overall experience for the user.

Some of the aversion features that a travel website presented to its user in our finding were as follows: clumsy and clustered display of information; showing overcharged flight prices; too many options to choose from as one checks out and completes the payment; unnecessary advertisement pop-ups; any non-standard look and feel to the aesthetics or information presentation. These features were really found to be annoying for the majority of our interviewees.

## Sensation Model



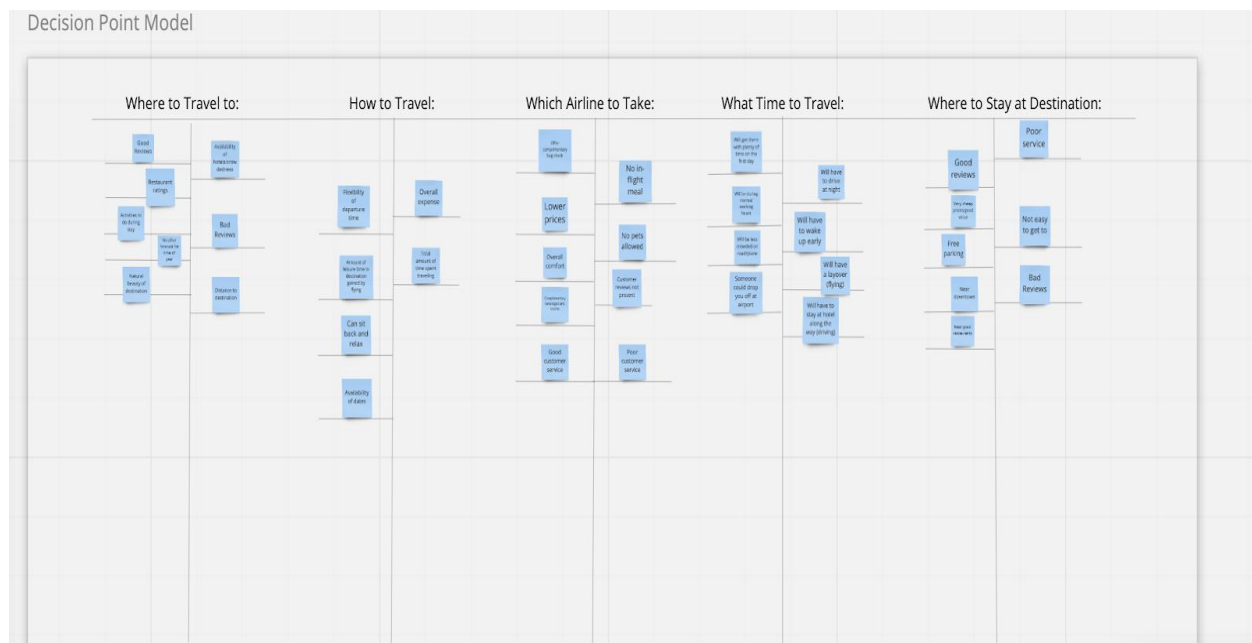
Various emotionally pleasurable experiences that we were able to model in our sensation model were as follows: aesthetics and the amount of information presented to the user really contributes to making a user's task pleasurable. Ironically it was found that for important information users don't seem to mind small compromises on aesthetics. Hence we would like to believe that there is a trade-off between aesthetics and vitality of the information to the user. Also if a website allows users to combine their work with other external websites, it gives them a sense

of freedom and a comprehensive feel in performing their task. Users also tend to feel good and carefree when a site helps in preventing them from making an error and gives them a bold and visible error resolution mechanism. Users also tend to like customization and freedom to go back on something and replan their journey without being too aggressive in their recommendation.

Users were generally observed to be annoyed on the following aspects of the website: when a user is trying to filter by a parameter which is not offered by the website. For example, if a user wants to filter their flight search to flights that are refundable.

Some of the information about quite well-known aspects such as luggage allowance can be presented with symbol/mouse roll-over features which otherwise requires you to click down a separate section. Some features which we found to be of great aversion were: advertisement pop-ups and unrelated links of the website or page.

## Decision Point Model



To build our decision point model, we observed our interviewees for some of the major tasks and searches which they performed and tried to understand the rationale and driving forces that made them pick one over the others in their searches. On studying our user over this parameter we came to the conclusion that the things that were most prominently searched were broadly in either of these four categories. These include which places to travel, how one can travel by best possible means, which airline/flight to take, what time of the day to travel, and what kind of destination stays are available to them.

Upon studying our users on these broad categories, we found that some of the factors which helped our users to sway for either of the options were as follows:

In the “which places to travel” category users generally decided by customer ratings, range of activities one can do, restaurant ratings, and scenic beauty. In the “how one can travel by best possible means” category, users generally decided on their means of travel depending upon flexibility in their itinerary plan, comfort levels, and the time it would take to reach that place. In the “which airline to take” category, choosing the airline was largely contingent upon customer reviews, complimentary offers, and comfort levels in which one can travel. Also for choosing what kind of stay destination are available to them, users generally preferred customer rating, cost, distance from the downtown area of the city, and free parking space availability.

## **Reflection and Summation**

In reflecting on the assignment, we were surprised at how poorly designed many of the sites were, and how that poor design had a significant impact on the usability and the user's overall satisfaction with the experience, or lack thereof. From the beginning, our focus was on what elements make a site a desirable place to book travel. However, defining what this meant evolved during the focus meeting itself. We distinguished and further refined our categories for our green notes. For example, we separated our "Design" category into "Aesthetics" and "Presentation of Information" to differentiate the overall visceral reaction to the site from the elements of the site that aided or inhibited its use.

While more data is always useful, we felt that the interviews we conducted gave us a solid foundation of the user's needs and desires. Over the course of the assignment, we met as a group 4 times, with an average meeting time of 4 hours each, for a total of about 16 hours. In addition, we often collaborated virtually through means such as the Google doc and text chat. It is hard to define an exact time for each step, as we often worked on different processes simultaneously. This is in addition to the work we did individually.

In evaluating our process, there are a couple of things we would do differently if we were repeating this assignment. First, it would be helpful to be able to book interviews more quickly. However, this would be difficult as we felt that we needed to wait until all of the needed information was presented in the lectures before conducting the interviews so we could complete them correctly. Access to more sample models for different types of tasks would also be desirable, as we spent some time trying to determine what is requested in the assignment.



## **Appendix**

### **Interview Notes**

#### **U01**

##### About the User

The user is a 60-year-old female with limited technology experience. She does use a smart phone regularly, but mostly for tasks such as playing games and communication via text messaging.

She picked booking.com for her travel site, because she recently saw an ad for it. Although she has a smartphone, she prefers to use a PC for this task because of the larger amount of screen area.

The goal is to plan a trip to Houston, TX for July 2020. She has no knowledge of the area and its attractions.

She has been saving up for this trip

The setting is at a desk in our home office. She does not use this location much, but will occasionally when she wants to use a device with a large monitor. This one is 27 inches.

This interview takes place on a weekday when she is the only one at home. There is the occasional interruption from text messages, but the overall environment is quiet.

The user opens the Firefox web browser, and enters the address of booking.com

Her first impression is that she likes the page, although she thinks the top icons could be a little more prominent.

She is confused about the separate tabs for hotels and stays.

She also wonders why car rentals are listed again in the “Booking.com has everything you need” section.

She thinks that the sub-categories should be right under the main ones.

She likes the fact that there is a convenient place to start her search since she knows the destination.

She thinks she might be able to find her different components after selecting “Search”

User enters the destination city of Houston, and her travel dates in July 2020

She also liked that she could also see ideas for future trips where the destination was open.

When entering the date, she likes that she can see the day of the week next to the date, as an extra confirmation that she is selecting the right date.

Interviewer Note: Site has a breadcrumb navigation area toward the top of the page.

She likes that she can get info about Restaurants and Shopping, but wonders why there is a separate category called Food.

The page of hotel results is displayed

She liked that she could see the results in a different order. (Useful sort options at the top)

However, she did not recognize that the 3 horizontal dots meant that she had additional options.

She liked the other options that were fully labeled with text.

At first, she wasn’t exactly sure what the “Heart” button did, but when she put her mouse on it, the save label appeared, and explained the icon.

She said she liked the fact that she could make a list of the hotels she was considering.

She liked the many options she had to filter her results.

She found the number of results less overwhelming when she could tailor them to her needs.

She thinks that property type should be one of the first options, instead of where it is currently located further down the page.

She noted the wide variety of accessibility options, but wondered how accurate they were.

She thought it was nice that there was a text alert on the hotels that did not have availability.

She clicked on the Hilton Americas hotel, because she has heard someone talk about it.

She liked the fact that the hotel information opened in a separate window, so she could quickly and easily go back to her results.

She noted the fact that it was clearly indicated that hotels did their own self-evaluations.

She said that the ratings were less meaningful because of this fact.

She did like the fact that traveler reviews were easy to find and read.

The user read a few of the traveler reviews

Since availability was limited The user entered different dates in the open hotel window

She was presented with a whole new set of search results, and she found that very frustrating.

The user clicked the back button to go back to the original hotel page.

User scrolls down the page to see room options

When viewing room options, she found the number of options confusing, because there were different combinations of number of guests and cancelation date. She found this part very frustrating.

She looked for a way to add a flight to her booking, but didn't see an option from the Hotels screen,

she clicked on the Flight + Hotels category at the top of the screen.

She had to enter her destination and dates again, and she said it would be nice not to have to do that.

She was disappointed in the search results, as it was only showing resorts and resort hotels in the area.

She said that the Flight + Hotel tab was misleading, because she thought that she could combine them both there.

She gave up on that section and clicked on the one labeled Flights.

This click redirected her to the Priceline website. She said she didn't want to book on multiple sites, and was frustrated by the redirection.

She then said that she would try a site other than booking.com, maybe Kayak or something else.

She felt frustrated and less capable when she could not complete her task.

She felt that the site had some good qualities, but lacked overall flexibility.

She would like a site that would allow her to book trip components in whatever order she wanted.

She would like to have a “cart” or “trip” area, where she could go once she had picked all of her options.

## U02

**“Q” denotes a question asked by the interviewer (Reagan) while “A” denotes the answer from the interviewee. Any other bullet points were extra notes taken down during the interview to later be put on the affinity diagram.**

- Q: what are *all* the steps you would take if you were presented with the task of traveling from Clemson to Pittsburgh?
  - A: First, she would open her computer and make a google sheet to form a to-do list. She would figure out what categories of decisions she needs to make: primary transportation (have a few options: plane, train, car), and then prices, and time (time it would take to travel, also the time it would take to get to the airport, etc.).
    - List primary transportation options
    - Emotion: she is very detail-oriented and likes to keep things organized. This is why she likes Google Maps/Flights.
  - A: Then I would pull up google maps just to get a general feel for the distance of the trip. It’s about 600 miles by car. She typically tries to avoid tolls. She would put all 3 possible routes and their distances into her google sheet. Then her next column would be travel time. She puts in Google Maps’ time estimate and then rounds up based on her avg stops. At the end she’ll weigh gas cost and see if avoiding tolls actually saves her money. Then she makes a price column with a simple excel formula to calculate her gas cost.
    - Pull up distances of routes by car in Google Maps
      - Google can show distances of routes
    - Pull up times of routes by car in Google Maps

- Google can show times of routes
- Tries to avoid tolls
  - Google can show which roads have tolls
- Q: Alright so what are some other travel options besides car?
  - A: Ok so let's move on to plane. If I'm flying out of GSP, it's a 3hr and 15min flight, but you add it the time it takes to get to GSP and boarding time. So I'll allot a 6-hour minimum for one way. Honestly with planes, I usually go with the lowest price even if it's not the best quality. Something cool with google maps is that when I click on the plane option, it gives a link that searches google for flights relating to this trip on maps. This is super helpful because it already has the desired locations put in and she just has to select her travel dates.
    - Google maps has a link to related flights based on her car route
    - Pulls up potential flights on Google Flights
      - You can search for all flights from GSP to Pittsburgh
      - Google can show all flights from GSP to Pittsburgh
      - Google can show prices for all flights from GSP to Pittsburgh
      - Google can show departure times for all flights from GSP to Pittsburgh
      - Google can show arrival times for all flights from GSP to Pittsburgh
      - Google can show duration time for all flights from GSP to Pittsburgh
      - Google can show layovers for all flights from GSP to Pittsburgh
    - Sorts flights by price
      - Google can sort all flights from GSP to Pittsburgh based on price
      - Google can sort all flights from GSP to Pittsburgh based on departure time

- Google can sort all flights from GSP to Pittsburgh based on arrival time
  - Google can sort all flights from GSP to Pittsburgh based on duration
- Emotion: she likes this interface because it helps her choose things.
- Q: Ok so let's go through an example flight.
  - A: So we're going from March 4th-11th.
- Q: If you were to actually take this trip would you select your flight based on the price alone or would you be more restricted by the dates you need to be there?
  - A: I would be restricted by the dates unless the trip was strictly for tourism. But if there was like a conference then I would obviously need to be there for the specific dates. So it honestly depends on the situation.
  - A: So for this situation, I'm going to pretend like it's a leisure trip and select the cheapest dates to fly. So then it pulls up flights sorted by what google calls the "best flights". But I'm gonna sort it by price because that's what I'm most conscious of. Something great about google flights, too, is that I can change the way the flights are sorted. I also like how much info it gives me in a really easy to read format. There's adequate whitespace and there's different colored fonts like the prices are all green and nothing else on the screen is green. It also has the airline logos displayed which makes it easier to distinguish airlines.
    - Google automatically sorts by "best flights"
    - "There's adequate whitespace"
    - "there's different colored fonts (like the prices are all green and nothing else on the screen is green)"
      - Google shows prices in green colored font
    - "It also has the airline logos displayed which makes it easier to distinguish airlines."
      - Google displays the airline logos next to the flights
- Q: What do you like about what it shows you when you click on a particular flight?

- A: When you click on a flight, (you click on this dropdown menu/arrow which is cool because I can open more than one at a time) there's even more info. Mainly what it shows is a flight itinerary which I love. It includes departure time and departure airport, travel time, and then landing time and landing airport. It then includes the layover time and also departure time from the layover airport, followed by the 2nd leg's travel time. And then the final landing time to the destination airport.
  - User can click on dropdown menu under each flight in Google
  - User can have multiple dropdown menus for flights open at once in Google
  - Google's flight dropdown includes departure time
  - Google's flight dropdown includes departure airport
  - Google's flight dropdown includes flight duration
  - Google's flight dropdown includes arrival time
  - Google's flight dropdown includes arrival airport
  - Google's flight dropdown includes layover time
  - Google's flight dropdown includes layover airport
  - Google's flight dropdown includes departure time from layover airport
  - Google's flight dropdown includes 2nd leg's flight duration
- A: So based on this info, I'm gonna pick the cheapest flight with the best departure time for me. So once I pick a departing flight, it takes me to returning flight options. Some will line up with the departure flights that I was looking at. So once I select a return flight, it takes me to a trip summary page. Also, the entire time, I've had the option to "track" flight prices to see if the price might go up or down so I can book it at a later date.
  - Google automatically shows returning flight options after selecting departing flight
  - Google shows a trip summary page
  - Google offers option to "track flight prices"
- So what do you like about the summary page?

- A: What I like about the summary page is that it has a lot of information that will help me finalize the details of my trip. I think it's the right amount of information. Not too much, not too little. And what I've always liked about Google and the way they present information is that it's never overwhelming to me. I think it's the combination of whitespace and also the font choice that just makes it easy to look at and read slowly and comprehend. It's a pleasant experience. Something at the bottom of this page that I think is very helpful is there's a tool that tells me that this price is "typical" for my trip. It's a graphic/slider that shows the range of prices from cheaper than usual (colored green) to more expensive than usual (colored red). So I can make a decision about whether to purchase now or to track the flight and purchase later in the hope that it will drop in price.
  - Google summary page includes tool that indicates if price is "typical" for your trip
  - Summary page has appropriate amount of information
    - "I think it's the right amount of information. Not too much, not too little."
    - "what I've always liked about Google and the way they present information is that it's never overwhelming to me."
    - "I think it's the combination of whitespace and also the font choice that just makes it easy to look at and read slowly and comprehend. It's a pleasant experience."
    - Emotion: she loves this summary page and the useful tools it offers. Feels relieved because this is a pleasant experience.
- Q: so what travel option would you explore next if any?
  - I personally I'm only really comfortable with traveling by car or plane so I don't think that I would explore any options past those two. Something that I forgot to do earlier is enter the flight price that I chose in my Excel sheet that I was compiling. I quickly realized that the tickets cost about twice as much as driving would cost. So at this point I think that I would have to truly evaluate whether or not the convenience of flying in a plane versus driving myself in a vehicle is worth 100% increase in price of travel.



- Q: So is Google the only source that you would use to search for travel options or would you use some other specific website or app to search?
  - A: So since I'm not necessarily a person that flies frequently I would really only use Google specifically to search for flights just because, as I said earlier, I was able to go directly to Google Flights from Google Maps which like I said I would probably start at Google Maps from the beginning. However, if I were a person that travels frequently I would probably have frequent flyer miles with a certain Airline. If that were the case I would probably start at that Airline's specific website to search for my flights because I would use my frequent flyer miles for the flight.
  - A: In terms of vehicle transportation I always use Google Maps. So if I were to consider the option of driving my car I would absolutely use Google Maps as my only source of navigational assistance. Not only would I use Google Maps in my initial search on a computer, I would also use the Google Maps app once actually in my vehicle to direct me the whole way. I'm a big believer in consistency and so using the same website/app for an entire process is something that I try to stick to.
    - Emotion: She is loyal to Google maps.
- Q: Okay so you're choosing to go with the flight option. So you're selecting an American Airlines flight. Let's talk about what you like and what you don't like about the American Airlines website.
  - A: When I hit select from the Google flights summary page, another tab is pulled up with the American Airlines website. The first thing that I see is a pop-up box telling me "you chose a basic economy fare". Within this pop-up box is a chart showing me that my basic economy ticket does not give me many of the added benefits that come with the main cabin ticket. The way the website phrases this is that the basic economy has the "most restrictions" while the main cabin has "good value with benefits". As a user that is primarily focused on price, I'm not swayed by this attempt to get me to upgrade to a more expensive ticket that truly doesn't give me that many more benefits. I click the button that says accept restrictions to continue with my basic economy ticket.
    - When a trip is selected, Google automatically opens a new tab with the airline's website ready to book
    - First thing seen on American Airlines site is annoying popup saying "you chose a basic economy fare"

- Popup tries to convince user to upgrade seats on flight
- She clicks the button that says “accept restrictions” to continue with her basic economy ticket
  - Emotion: She is frustrated by this popup as she is not tempted by the higher-priced ticket.
- A: I am then taken to a page where I can enter all of my passenger details. However, before I can get to this section, the top of the page has a box that shows me my trip total and then also tells me that I can apply for an American Airlines credit card and save \$200 on this flight. This is a pretty smart trick by American Airlines because many people will see this and immediately jump at the chance to save money by opening a card with them.
  - User is taken to a page where they can enter all of their passenger details
  - At the top of passenger details page, another popup comes up suggesting the user apply for an American Airlines credit card to save \$200 on this flight
  - Emotion: “This is a pretty smart trick by American Airlines because many people will see this and immediately jump at the chance to save money by opening a card with them.”
- Q: So let’s talk more about the user experience on the American Airlines site. What do you like and what do you not like?
  - A: I like how I can't move on from the passenger information page without entering certain required fields. When I tried to move on and click the “continue” button, It automatically sent me back to the top of the page where an error message popped up saying something went wrong in red letters with a red exclamation icon next to it. It also said “please fix the eight errors” with a hyperlink that would scroll me back down to where those eight errors were in my form. All eight errors were also highlighted in red and underneath the fields it said what needed to be inputted.
    - Emotion: She likes the error prevention methods American Airlines employs. The errors in red stand out to her as well.
    - American Airlines doesn’t let you move on if certain required information fields are not filled in.

- American Airlines highlights errors and puts red text explaining the error underneath the field.
- American Airlines guides you to the errors that you've made with a hyperlink.
- A: Upon fixing these errors and entering all the required Fields, I can continue to a review and pay screen. At the top of the screen, there is a box that again tells me that I am restricted from certain benefits with the basic economy fare. I can continue scrolling past this box and view a complete trip itinerary, including my departure trip and my return trip with enough details but not too many. I can continue scrolling to see a cost summary of my trip. At the bottom of the page are my different payment options. I select credit card and it pulls up a set of fields that I then fill in with my payment information.
  - American Airlines shows a box at the top of the "Review & Pay" screen encouraging an upgrade again
    - Emotion: annoyed by the 2nd showing up this upgrade that she does not want
  - American Airlines shows an appropriate amount of information about her trip on the "Review & Pay" screen
  - American Airlines offers several different payment options
  - User may pay with credit card
- Q: Any final thoughts on any of your experiences while researching or booking this trip?
  - A: Overall I am content with the ease with which I was able to use both Google and American Airlines in the booking of my trip to Pittsburgh.
    - Emotion: contentment with the "ease with which I was able to use both Google and American Airlines in the booking of my trip to Pittsburgh."

### U03

**This document was transcribed via speech to text over the course of the interview. Any mistakes within the document reflect this.**

First of all I do I have your consent to record this interview going forward  
go ahead

this is going to be interesting but we'll see how we can work with it  
so the purpose of this interview is going to be to observe you as you try and not try as you might  
try to as you book a trip going somewhere we're going to for the purpose of this were going to say  
that you're going somewhere that you haven't been before so I can have you been to I don't know  
Pittsburgh I'm not just kind of throwing out areas and just seeing what sticks

I have I haven't I haven't been but you know say st. Helena Montana yard to try that o try that  
and to try that and I I might I might be a little bit for a little bit and you trying if you be so I think  
about your what light went out things like that just gonna talk about it okay so I'm just going I'm  
going to go to Montana and I'm just a little bit I want to go in Montana I've never been to  
Montana and I've never used the travel site before but they're so you haven't used any sites  
whatsoever no I've never booked something on like a hotel if there's like travelpedia and Trivago  
like the only things that all right okay so let me ask him just to start with I'm available really  
needed to I can't remember a time that I've booked a hotel I haven't yet I haven't really been on  
many trips why didn't know it where I can have a place to stay that I wasn't going to have to book  
you know if I didn't have like I didn't already know someone There and Everywhere you've gone  
to the past that's kind of you've already had something set up that would have removed any need  
to use a travel site that someone was like hey come with Mac or gacha to do it so I'm going to  
look up places in Montana that I want to go cool places in Montana Yellowstone National Park is  
in Montana Glacier oh I've heard about Glacier National Park I want to go to Glacier National

Park and I want it but I forgot yeah I didn't I never been over there I've never been to Yellowstone but but Glacier National Park sounds cooler what day is already there already giving me numbers down here under Google right on your screen a little bit but I know I mean if you want to use a travel site I guess I can't look up camping doesn't have to be going to Glacier National Park well I like camping you like camping so I would totally probably just go camping and it would probably be way cheaper than getting a hotel so I'm going to look at what this is cuz I assume that wasn't helpful at all can I go so was that I can kind of like misleading for the listeners back home that said it had a little they had it had a bed and it had a dollar sign that says \$128 and so I assumed I was like maybe that's like camping at Glacier National cuz why there's a picture of Glacier National Park and then under that it said this is the price to stay I would assume they're okay so you were that was like the price of going to like renting out in a little area to go camping at rather than like they're being a hotel at Glacier so I was like I didn't know they could do that well as a travel guide I guess Google has a travel guide I didn't know that I guess so but it just has pictures of it and then it tells me things to do and then says plan a trip flight that has got flight prices and then it has hotel prices seven nights in a 3-star Hotel it tells me when to visit all these things I'm I just I wouldn't really look at those because if I were doing this I probably would already be like this is when I can visit this is what I'm going to visit I don't care what you say is the best don't really care about their recommended travel times like if you're if you're wanting to go to Glacier this weekend you're just going to go this weekend yeah that's the only time that fits into my schedule is like this is when this vacation is happening so I hope that that's a good time to go cuz I don't really have a lot of other options so I'm I don't like the Google travel guide thing it confuses me I'm scared I'm going to back out okay and I'm going to say I'm going to look up

camping in Glacier National Park oh and I have a list now national parks traveler. Org it says camping in Glacier there's 13 frontcountry campgrounds in Glacier National Park Okay cool so this is helpful for me so what exactly is helpful. This compared to travel guys are doing their via Google well travel guys via Google was like oh you probably want to stay in a hotel nearby so we're going to we're going to show you stuff like that and it was showing me pictures of it like I know a Glacier National Park looks I mean I guess the pictures are nice but it was it was getting a hotel and I don't want to go to a hotel I want to go camping Google has been data mining me for years it should know that I want to go camping so I don't know why it's showing me hotel prices I mean got it see my location in a summer camp for three Summers now it must know so now I am looking at their several campgrounds if they have there's some campground to the National Park Service runs that I like they're usually just kind of nicer like you know what you're getting but these are just a bunch of random ones I would I'm probably going to realistically look up each one and see if they have a website in like compare prices and see what kind of amenities they have campgrounds can have different amenity so you know you got like right to get water if you get a electric but you're kind of just like pulling into a from this website. This is where I should go and look at next yes so this one it's like this site is right I mean I guess it looks like things in different tabs maybe that's just me I don't know if you don't mind me being a little bit forward asking this like is there something about this website specifically you do like and you don't like is there something you would prefer to be changed like I don't see any pictures of the of the sites or like of the campgrounds himself which would be nice maybe it's supposed to have on my computer I would like for my computer to load the pictures how many shots of you-know-what Glacier National Park looks like Barney and all but I know that that's why I want to go there I would like

to see you like pictures that give me an idea what it would be like the camp that you would like to see the Camp itself but yes I would love every camping website should have a picture of the bathroom facilities because those are just a shot in the dark sometimes sometimes you don't even know if you're going to get a shower maybe get a pit toilet yeah you have no idea like that should just be included one of them so I can just see what kind of information is giving me prices which is nice and now comment Okay is it is okay so looks like each one tells me like the price of staying there for a night if it has tent or RV sites what the bathrooms are like which is very nice as I was just saying and then amenities that you can get water how many sites they have what other stuff they have that you can do at the campsite if you can make reservations do they have programs and such that I find all of that very helpful I like that it tells me all of those things I just want I want a website to tell me like everything that I could need to know about staying there you know I don't want to have to I don't want to have to not know like is there going to be are there going to be showers when I get there or am I should I call and make a reservation like a night do I need to could I rely on getting a site if I go there cuz I want to fly out to Montana and have to end realize that I have to reserve a site is there at the campsite and you don't have anywhere to sleep and I don't I don't want to go there without knowing everything and know exactly what's going to happen cuz that would really suck is there anything that this is not giving you that you would prefer to have like I said I would like to see pictures of like the general campsite on cuz they say how many campsites they have but I've been in campgrounds before where you'll be like right on top of the person next to you as opposed to like places where you're pretty secluded which is just better so I would like to see actual pictures of The Thing but it does give me websites if the they have Yeah really I would just want pictures of pretty good job most everything I could want

although it also doesn't seem to include links to like websites or how I can plug it just says the name of the campground was not I got to go find that if they have a web page with a phone number or what I got to go find that myself okay so I get doesn't link you to the places that you would need to go find anything more here's their website here's their number for the ranger station whatever I think I'm just going to go forward with it and use the first one because it says it's the biggest one and I'm going to a scary place that I never been before I don't know that I would realistically do that I guess I should be realistic you do whatever you're comfortable I would be here awhile if I were playing this realistically I would like scour every single site and I would have things open and I would make comparisons and I and I just don't know that I want to there are no I didn't realize how many campgrounds they would be at Glacier National Park to do some of them get a little fancier \$23 a night looks like you can't really get access to a shower but that hasn't stopped me before Oh Perfect there's only two that take reservations and I want to know that I'm going to have a site if I'm going to fly to Montana so I'm going to use this one because of the two it just it kind of seems like it's going to be nicer so I'm going to do Fish Creek Campground cuz it takes reservations so I'm going to I'm going to I'm going to use this to try and make a it looks like oh they use the national reservation system which just makes it even easier so that lots of campgrounds are part of just a thing where you don't have to make reservations on their own thing it's all standardized conglomerate campsites is kind of come together and not have this system is which is why this is so I'm going to and they gave me a link to it which I like from this website this website also was national parks traveler. Org if you need that I thought that was just so I've clicked on that and I was just a bit so K got it there's this website has like half the page is taken up by a pop-up Banner which I really don't like which really just grinds my gears gets my



stockings in a Twist I won't say the other one cuz I fear it would miss translate and then you know it just makes me upset like things that obscure your view of anything else obviously I've never been I don't know who you are in already asking me for money like calm down I don't want to see that I want so now I'm looking at it it looks like a Sleek new nice website I can find my next adventure camping search camping and day-use I'm just trying to figure out now how I would find that reservation service that we talked about earlier it links me to the website but it did not take me to the specific part of the website I guess that I would need to be on to reserve a site for that but you're kind of right knee to the homepage yes to the homepage but it doesn't seem as if I'm pretty sure I'm on it right now I found something that just has listed every Campground a day service so I'm going to search for that one it was Fish Creek I believe a lot of Fish Creek so are the different fish creek ones easily distinguishable from one another or I can eat as soon as a bunch of popped up I could easily tell that they were not the ones I was looking for and then so I just specify further Fish Creek Montana that doesn't show up anything but if I do fish creek maybe glacier I just got it to show up early and now it's not working Fish Creek Campground Glacier National Park to do a little bit of searching to find it but I have found it but just different words in the search bar wasn't that difficult I think that the the older user who doesn't really understand things may have a difficult time doing it this way but I'm breathing a new frontier both on the internet and in Montana I found okay so I found on the on the national reservation service The Fish Creek Campground page I guess and it gives me that pricing per night how much it's going to cost per person check in check I can view their availability I can view a site list if I were very familiar with the campground I could see if I owe this site here is open which is helpful they've got reviews which is nice though they talk about the Mobile coverage there which

the other website didn't that's very nice I like this Recreation. Gov website looks like you can just search I couldn't probably just got here first and not even use the other one all of the other one did compare prices for me where is this when you can just find whatever you're looking for but I could have just scrolled up the map to Montana and seeing all of the different things there and click on it and then it tells me everything it looks like it's got a need-to-know tap oh and it's got just so much information it tells me about how many times you like what to expect when you get there until like rules of the campground all of you all of the rules how long you can stay generator hours that's good to know I don't have one but a lot of people do that's nice to know and then the case of perhaps too much information or is all of that going to be useful to you to think I mean it's a lot it's not something that a Supra want to look at but it is all really useful because it's rules that you need to know if you're going to stay there so I every single thing there is like a rule that they have and you're not going to find a campground that doesn't have all these rules just for safety standards or like what like what with vehicle you can have in certain areas or like when sleeping hours like when quiet hours are that you need to use boxes cuz there's bears they talk about the different fees if you're going to like get in or if you're going to stay or like four different Vehicles as if it's all stuff that you need to know so I know sometimes everything you need to know it might look like too much but you need to know Tab and they're right you do need to know all of it something that you should look at so I don't need is a nicer way you could be displayed they all look like error messages yeah so like the having that symbol day are you normally associate that with like hey something is going wrong look at it I was like I don't think it looks like notification updates like on your phone or something it looks like so is that like a yellow orange yellow orange triangle with an! In it yes it is and so it looks like if there was like a severe storm going on

your area it looks like the notifications that would like to continue popping up on your phone and I don't know what this is and I actually Red Nose Day okay this is what they wanted it to look like I wouldn't make it look like that so if you saw that at a glance we'd be like okay maybe there's something wrong with the website yeah I'm I or I would say oh this is like a what's happening right now navigate our alerts yes but it tells you how to get there and gives you the GPS coordinates and gives you directions I told you not to rely on the GPS directions to they know they really have thought of everything that you can if you read every bit of information on here I feel like possible way you could do it wrong from what I've seen so I do like that maybe there's a couple different ways I would display it but it's all their contact information as well it if you don't mind me drilling on that for a moment he said it's not really the way that you would display it how would you prefer to see it displayed so I'm trying to think of I need to know I think I would also like to see a case of his need to know where like some of it is like rules that you need to pay attention to most of it is rules and some of it is just like just helpful things to know about the campground they should be like a rules Tab and then they should just be like a numbered list instead of like the rolling looks like it's an update thing and then there should be a like a manatees and features tab to type so there is an overview but she's got like okay nevermind overview has that I didn't okay it looks like okay it does have all that is okay that's good I think I would just change this that you need to make a rules tab I think they need to know tab is a little bit too cluttered with unorganized information cuz I get telephone to know that the campground has rules cuz you need to know those where is the need-to-know thing is a colloquialism that I might I don't know I see it in my I don't it doesn't make me want to read it as much as if I see rules and am I all I need to know that might be useful to some people to turn it on but for you it's like that

often times you need to know maybe he doesn't have what is actually wrote it to you right it does  
 but I've seen it used in other circumstances where it's like you know things that you need to know  
 if you're going to visit this area like things that you need to go do like this amusement park or this  
 so I don't really care about that person's opinion so I see that I don't know if I want to look at  
 them this looks by this this is a very good sight I think so I'm going to I'm going to view the  
 availability got to get a trip yeah that makes sense they're closed right now cuz it's February but  
 maybe can we assume that this is or I can I might be able to reserve one for you know say I want  
 to go and yeah okay there's a calendar button to select your date I found I can reserve sites  
 months in advance so I'm going to look into say I want to go in June that sounds lovely go on the  
 weekend I want to I want to check in on June 6th I flying on overnight maybe get there that  
 morning that sounds terrible but I'm going to check in on June 6th and Daryl oops there are there  
 are sites open how is already a bunch of reserved people playing this stuff into can we have their  
 stuff open and I can just listen to I want to go here first come first serve i see a ok what is this one  
 check in alright so this is confusing me there is on their reservations display they have all the days  
 and all of the sites and they just have letters on the blocks that I don't super know what they mean  
 I've been I see there is a legend button but it'd be nice if there's room to just display all those  
 things at the bottom so they would catch my eye instead of just a small Texas is show Legend  
 okay so a means available so this one's available forechecking okay so if I click on the site  
 Angela gives you that picture like you were talking about to look at the site now which is very  
 nice as a picture of every single site I guess for every Campground which is really nice cuz it  
 looks like now it's pretty nice I wouldn't mind staying there is Woods snow the Grizzlies can walk  
 right up into the camp looks great it's got all these things in the bottom like what's a lot of that site

that's helpful so instead of the need-to-know thing that was a problem earlier they have like put it in the trendy little icons that stand out and make me oh my oh okay cool it

handicapped-accessible there's no water I can bring my dog I got to get so I can see how they're saying they catch my eye and the symbol is very helpful cuz I know immediately what is talking about better in a sentence like they're not confusing cuz like if I can patch I mean just even though I'm not the one actually doing this I see that the water symbol there a running faucet no water so that would be kind of confusing to me oh yeah circle with a line through it on top of it to all of the ones that were something is allowed or it's good there they're green I don't know if you can tell these are all green and this is gray okay make a big difference because I wouldn't be able to tell that people who are color-blind this might not be the best method I think that instead of like the need-to-know thing where there weren't there should be these icons and then it should have text on it like this should just be all of them for every site standardized so like it has the icon and then it's just like what that would be so you have those guy in the wheelchair and it says handicap accessibility then you could say like not good for that you know and just has a running list and so then you can scroll through real quick and you can just see it like maybe it's probably something specific you're looking for you're probably like I have a dog can I bring the dogs you just go through the list and you see that you can look at that are is it allowed or not as if they just didn't have it at all like they just got rid of the water faucet that would be confusing cuz then I wouldn't know I'd be like it doesn't talk about it does it have it or not so I like that is there and then it says it but I could see it would be better if it was done in such a way I mean it's pretty good yeah I think that if if your user isn't colorblind this works very well but the gray and green that they are are still very similar So other than talking about the icons from moving on from that is there

anything else here did like that sticks out to you like things that are useful things that seem a little bit off so I see when you scroll down there are the things I was talking about we're just has the running list of things and it tells you whether or not you can do him so that's nice out there or actually there's actually text me. You don't have to rely on the water listing yeah I don't like that I wish they would just include everything and then say whether or not it was allowed instead of leaving it out in the maneless which is funny because it says pets allowed in that one but not too but it doesn't include the water one which is I don't know why I do that there is it gives me all the availability for this site like as far ahead as you can reserve it which is apparently very far it's that's helpful then I can look at it and I can say oh well maybe this weekend will work better so that's helpful and now it has the legend automatically displayed which is helpful instead of Honda click on it cuz you might not see that it it's got the cost per night which is nice ants it has the rules for that site it has it has been like dimensions in my capacity what it can hold amenities listed still doesn't say like what common ones aren't listed which would be helpful because anyone can forget to I don't like it when they don't say everything that is and isn't there cuz people forget has any pictures of the site listed that's nice and it has a map at the bottom of where this site is in reference to all the other sites in the campground and then I can I can scroll out and I can see where that is in the park and then where that is a month that's helpful that it's gives me the map I just above the mat there is that warning message in this is like actual warning message saying like reservations are made through the internet to include the lanes were talking about earlier she's removing a mic on to do two different things yeah it's usually a big part of the same rules icon for bro actual warning which is what it we thought it looked like earlier so now I see and I scrolled past it because I didn't care because I was like oh this isn't actually matter but it does it's all it's

like a warning it's like hey you you have to do this if you want the reservation to work oh and see now it says hey you can only use this site if you're handicapped it's an accessible site so that's very important to know but because it would have been like big bold in like make it very obvious so it wasn't because of what it was how it was this played earlier so I don't like that I'm not allowed to stay at this site but I'm going to we can just treat it as though we hit you know if I'd make it easy enough to find other sites that you would be able to say I could easily go back a different sites and it looks like there's enough availability that I can find one so now now that I know where I want to go I would need to find transportation to that place right so having found that so now you need to get to Glacier National Park yes so what do you think is your first step in in that entire process there I have never been on a plane really no I've never been on a plane before I have no idea any of that works so I would I would just I probably would just look up I don't want to drive there cuz that's really far so I think that I would want to take a plane yeah and I would I thought I'd probably look up flights front or I would like that by airports near Glacier National Park kuzma from my understanding I suppose for my understanding you want to come get to this airport if I can get a plane that goes to that then I have the smallest amount of distance to get to the park from there oh and hear it here is a Glacier Park collection. Com plan your trip how to get to it that's helpful Google no knew what I was taught my Overlord knew what I was trying to do and helping me how to get here while I have to help this is a nice website because I've looked up I'm looking up how to get to Glacier National Park and there's a website for Glacier National Park and the tab on it like just the big text when you pull up on it is a how to get here which is what I want to do I'll get the end as much as tabs Under the Sea getting here airport that you're going to use how you're going to get around that's helpful so and then they have a

article a little article didn't say most visitors fly there's a Glacier Park International Airport often so that's helpful so they have their own Air Force now I know that that there is an airport wow Prince of Wales Hotel Hotel okay so this is unhelpful I have clicked on on the Glacier National Park or Glacier Park collection. Com there is a thing that says getting to Glacier National Park and it says most visitors can fly to Glacier Park International Airport and is a hyperlink on that text and when I click on it it takes me to some random Hotel booking in Canada it seems extremely arbitrary for it so take me there is nothing to do at the airport Waterton Lakes National Park which is not not what I want at all so I'm just going to click off that I'm going to click on it again maybe they just messed up nope cool okay so that's so improper hyperlink but then it doesn't list them okay so well then hyperlink didn't work so I'm going to look up the airport that they're talking about and now I have found a website for Glacier Park International Airport so that was annoying I send that website was very helpful and it was helpful in that it told me that that existed but I'm no longer going to use that other website I'm now using iflyglacier.com and I do iFly glacier let's see now I've never used a plane before so I'm looking at this is a little confusing to me I see otherwise I can understand what arrivals and departure means they're different airlines different flight numbers and aware that that those flights are from and what time they're at okay so I guess that's like a running thing what's happening right now got news I don't care about news for an airport I just want to fly through it I don't I don't care I bet that's not helpful it's distracting okay so it's 9 now I'm thinking that now I'm getting overwhelmed thinking about how our flights were and I assumed that there's not just a flight from somewhere near me that in one stop and goes here they may have to use multiple flights yeah pick up one flight to like are whenever my family went to Yellowstone we flew to Salt Lake City and then drove to Yellowstone. I see



there's some that go to Denver to Seattle to Salt Lake City but those are actually coming from those locations and then take that one so just to be a little help I don't know what kind of airports there if there's a big airport down in Charleston but is there supposed to be able to and I I can't really say how to do it on this website or how are you do it but yeah find a flight from either that airport or another airport to Glacier Park International Airport I've decided to just look up if there are flights from Charleston to that that airport and it looks like there are but I don't know now it's just listed now it's just listed that I guess the town that Glacier international airport is in Kalispell I'm going to but I don't know it doesn't say Glacier International Airport it just says Kalispell am I look up Kalispell Airport it shows me Glacier international airport so and the address is in Kalispell so I'm assuming that they're the same but it is not great that the airport isn't just if that's what the name of the airport is why I guess they wouldn't want to list the name of the airport cuz airports have weird names from this just saying from Charleston Kalispell so it's not specifying which airport in Charleston it would be nice if it would include both if it would include the name of the town and the airport to where you going but let's just a little search I I fix that this is Google displaying this to me so so it's it's okay so there are flights that could just do this in one go I mean I'm not going to use that other website I think I'm just going to use Google is showing me the rates for the different airlines that will do this flight and I can set the date so I can see all the dates of these flights exist so I'm going to say I see I wanted to go June 6th let's say I want to fly there on Friday now well there's nothing there 1 passenger how is it me this is a little confusing because it just says from here like to this date and that's why I want the flight I want to fly in on Friday and when I click that then it says like the then it has the next date next to it as Monday I don't know what that means is it does that mean that that's when do I get am I getting a round trip

like tickets is that when I'm coming back as it does say you're searching for round trip I see now it'd be nice if that was listed a bit more obviously I think and just for clarification we're using Google flights right now that I can see I don't know if I don't know if planes if Airlines make flights plans that far in advance if I can just office nearby since you haven't done anything with it with booking flights at all in the past so this is all kind of weird but I would probably recommend would be Glacier Park's International Airport that website showed arrivals and so that could tell you okay here's where they are getting flights from except perhaps you can make a connecting flight going from say Charleston to Salt Lake City and then catch a flight from Salt Lake City to Glacier National Park International Airport that makes sense that's where I doing this for real I would have probably ask my dad and he would have probably explain a similar thing that's how I'd probably go about getting my information for this because planes scare me so now I know okay I see so now I'll just look up looks like they're getting some from Denver sounds like I've heard things about the Denver Airport sounds like a wonderful thing to fly into even I know about it and I've never flown before so I'm going to look up flights from Charleston to Denver and then I'm going to set the date to when I want to get there well it's okay if I can kind of hear so we've talked about and you have different flight or different websites rather were like giving you useful information never even up to use if Google flights working relatively well for you like is there something like you knew what all the information it was looking in the past but now that you have little more information is this giving you things that you want beginning you anything to you don't want Google is doing pretty well, it's just giving me I can just stay where I want to go to and from where And I can say what date I want to do that on what date I want to come back on and it gives me different price listings for different airports that will do different airlines that'll do

that so I haven't felt the need to find an actual website I've just been using Google flights and as someone who's never done it before it's it's bit work pretty well for me so far yeah so I'm going to try and find the dates that I want I ain't so I have found several flights that will do what I that will be on the times that I want and it shows me how long they are how much they will cost if they stop anywhere along the way but the airlines are the off of them which is helpful it I'm a little confused I guess they're so each flat some of the flights take longer considerably longer than the other ones and and I'm confused on the timing but I assume the timing will confuse me because time zones exist so I guess that's why it it says it'll take like 5 hours but it it's only from 7:20 to 10:40 in the morning that's what I would assume and I think that makes sense I don't know if there's really at a helpful way that they could really effectively display that I guess you could say your time if that's what it's talking about like it says the flight will take 7:20 to 10:48 it is that mean I'm going to get to Denver and it's going to be 10:48 in Denver or is that how long it will take it now I assume it means it'll be 10:40 in Denver because it says it takes five and a half hours and it starts at 7:20 but I have to assume a lot of things on my own that it doesn't tell me which isn't super helpful but I think I understand it just doing something about it so I'm not willing to give up on Google flights yet remind me to get there in the morning on Friday so I can then hopefully fly out later Friday and get the glacier Maybe by Saturday hang on the airport for a bit so Google actually gives me different prices for the same airline so I can find the best price just using Google flights Zoom I know I have heard so many things about finding the best price for flights and when the best time is it and all of that just sounds confusing and scary and I don't understand it but I see different prices listed here and one of them is lower and it's highlighted in green which I like and it has a drop-down all Kaku it has a drop-down Arrow to show me a bunch

of information about it so now I understand what the X mean and how what it means when it says it'll take this long give me average legroom that are playing has Wi-Fi the different there's different class options tell her any layovers that there will be okay cool so I found that that's helpful so I think I'll just I'll select that one and now though I got to find one ticket to get from there to you don't see any one more flight plan now but I'm going to use Google flights to do that again so far you're really time enjoying how Google flights is working on its own not worrying about using any other sites yes Google is doing well for me I haven't found a need to use another site I feel like if I were doing a complicated series of flights like the idea of having to plan two different round trips like one went to Denver and back as well as in between those two one from Denver to Glacier and back is a little daunting to use because it's a lot of planning and I I I can see that it if I were going to do a complicated trip that could require several flight changes or over different periods of time I would probably be inclined to use a travel site that could find that would do that work for me that would say okay here's the here's the best way that you can get from here to there and back in the cheapest way possible cuz I assume that's what you have to do and I understand the Merritt for having trying to plan this out but I also assume that they cost a fee that's what I would assume cuz they have to exist somehow but you know they could be free services that use ads I don't know but we'll get back to that later okay well for now I'm I'm fine to stick to Google and just trying to plan it out myself going to find the date that I want to do this trip on which is here so are you attempting to get a flight the same day that you would get into Denver yes I am attempting to do that then okay so I have found flight that seem like they will work for that and if I it gives me the same thing as earlier so I'm just going to select that one and then I see that this one wouldn't quite work timing-wise but I could I think I could change the

other one to just need to leave later and it would not be difficult to do from what I've seen I could just have him leave on different days now I would have to stay in airports or fine hotels or whatever but I feel like I could I could make this work but Google flights seems like I can figure it out I might take a couple tries to find the best options to like the cheapest ones of the two options but it doesn't seem like it would be horribly difficult stop one more question in regards to this saying trip okay how do you intend to get from the glacier International Airport to your campsite got it so now I'm going to look at the glacier International Airport's website I see that they have a ground transportation there are major car rental agencies located within the terminal maybe they'll get you to buy shuttle and it has lots of shuttles and taxis and limousine service I could get to my my I want to get to my campsite using the limousine service and I see they actually have all the websites listed for the local car rental agencies that are nearby them as well as what looks to be their own so that's very helpful the iflyglacier website so I think I would I would use a rental car to get there could I trouble you to look at one of those sites and just kind of humor the idea okay let's go we're getting a little bit late I'm trying to wrap things up I say I'm going to use a service near nearby enter your pickup location what was the name of this town Glacier National Park oh okay so I went to the first website they had listed for a car rental I said this is one I would pick it up this is AVIS guess that's right. And this is pretty easy to use they just right to business they're on there that's like where do you want to get the car and it what date and it what time and when do you want to return it and to where you can do different locations but I would just take it back this is pretty easy to use that I'm at the site that you've been using kind of like Simplicity it's like okay just plug your dates in and off you go or do you guys even more having a lot of control over the individual things or things of that nature I think I think I do

appreciate the Simplicity and it depends on if I get depends on how well I know what I'm doing  
 how much control I want like for the campground things I wanted all the information I could have  
 because I'm familiar with that I've done it before so it seems I want to know where is with the  
 airlines with the car rental I've never really done that before so I just want some of that makes it  
 simple and easy cuz it's kind of daunting for me that's what I would say I'll leave it up to you  
 whether or not you actually go through this process or not you don't have to if you don't want to I  
 mean it looks like it would be buy I saw I said I want I would need to rent it I mean they make it  
 really easy I can probably do it really quickly. I say I want to rent it in June on we would say that  
 date I guess and that really takes me to the return date which would be also in June just a couple  
 days later new noon will say that that works that I planned the flights for that and return to same  
 location perfect then I can select my car cool now this is the hardest part picking the car I want  
 the red one and I can I can already pay for it so I can already have it reserved and they give me  
 information about the vehicle I I don't know that I would look too in-depth that I'm using this app  
 to be I would just I would probably just assume that they work and if I had a bunch of stuff I  
 would take a bigger one you know but I'm not really going to look it I mean you're there for 2 or 3  
 days it's not a huge thing yeah I don't really care about how comfortable I feel like I'm only going  
 to drive in it for a couple hours tops it gives me information about it and if I suppose that you  
 cared about that that's nice but I can pretty much just from looking at a picture of the car oh yeah  
 that would probably work website if it you think of missing that like you didn't think would be  
 important in terms of renting out a car or do you think that it kind of has its checking all of your  
 bases for you It's it's making it easy for me I can't think of anything else that I would want it to  
 display I think we made it too difficult that would be annoying but I got a lot of I feel like for a lot

of the travel things that you kind of just want you don't have to do the whole in depth you're terrible search for every single factor of you some things you just want to be easy just want to be like okay I can rent a car for relatively cheap from here so you're you're tired of putting water in having the sites do all the work for you so that you don't have to worry about the hassle yes I am for the things that I don't super know very well I never rented a car I've never done the plant that's why I liked it and I'm sure that they would be it seems like for most of these site that I can go more in-depth they give you me the options to have more control by Abba sand and Google flights like I I mean I had lots of control over it but it also made it easy to do and I got to select everything that I wanted and I had different options for different airlines in four different seating and prices in them for the the car rental website is there's different cars I can rent for cheaper and I can look at information about the actual vehicle if I wanted to I can go I could I could look up like what is the weather going to be like what would be the best car environment like your traction wise and stuff like that for the area that I'm in I could go really in-depth with these Heights by wanted to but they make it easy to just do it if that's why I also want to do which is nice both Google flights and and the Campground website the reservation. Gov and rabbits have both done that

I feel like that covers you actually doing the You doing the making the trip yourself you don't mind I just would like you to take a look at one website I just cuz it's one of the ones that we're kind of trying to focus on can I see what we can improve with it what is Good from it so the website do we want to look at is kayak.com. I think you can try and do the same deal as before I don't believe that this should cover camping but let's just assume for

a moment that you're going to stay at a hotel in Glacier National Park instead so round trip one adult okay cool. Calm and it's got it makes it pretty easy it's already got things going in where would I be coming from I am coming from Charleston South Carolina and it gives me options on what classified I would want how many people I have if it's round trip or one way how many bags I have that's helpful and then we're to I would go to okay so it activate a while so I can it shows me this is very helpful if I'm correct and what this is it's so it just shows me the bike lowest price that it can find to do all this fight wise in I just threw out like the months to come so if I I would like to depart on how to say Thursday 4 in 40 round trip and click to zoom in on the month are okay so now it shows me more data about each of these flights that is showing me and and I can tell it how how long I want the round trip to be so it gives me options for that and then it and then I can just click search so I have selected the dates that I would like it to be in and I could search will pop up and that's to be expected it's annoying but whatever initial Impressions about the website this looks like a lot but not I'm pretty good looking at what I need to there's a lot going on there's as there's a bunch of price alert things and different options I can change is a lot happening at once on this page it made the first page very easy and to get to what I want to and now there's a lot going on but I can it doesn't take very long to figure out what's going on and I see the cheapest flight now that I had earlier from Google flights solar panel of back to me their butt feels like Google flights can't find me the cheapest flights but this is well now that was from Denver in there cuz I couldn't find one from Charleston to the Kalispell Airport but this is found me that I don't know where it pulled it out from cuz Google flights didn't seem to think it existed but it says from Charleston to is



one stop but it's it gets me where I want to go which is a lot nicer than having to do that and it's cheaper than what it was going to be actually he was just a okay wasn't the same flight but caprese only gives me ratings this is the cheapest one and has a reading of 2 that make sense the best one was hit with a radius of 10 is a little bit more expensive another pop-up ad just randomly don't like that not a fan it's getting me options to compare vs. kayak it's kind of strange but it would allow popup ads on its website to say Hey try something else unless they're all the same company was just different well the intention of a kayak is 2 conglomerate information from a bunch of different site also really okay interesting I see so for the entire point is to search through everything and see if you can find the best option amongst all of them that's pretty neat now that I understand that principal so I see what it is just got this website and then okay and is talking about once I see so it you can compare the different website that's pretty neat and that it writes it for you say it's different stuff which is annoying because when I think I would know which one to use I wouldn't know what there's just so many options for this kind of thing that's why I just wanted to do it myself on Google flights cuz I didn't want to look at all this stuff so I don't know which one is just does it all for me Compares everything is this is this is the end all be all this is what you're going to find that is helpful yeah that's nice okay then gives me warnings about packing for a flight which is good for people like me who never been on one and don't know what you're not allowed to bring it or not I'll leave all of my batteries explosives and flammable radioactive materials I said that advertisement this is pretty helpful and it takes me to the website that are have to book the things on you from Pontiac to this case American Airlines website I'm not going to fill

that out read so just no it seeing what you have briefly from kayak is there anything like it's really standing up to you either positive or negative I mean I just like the like I said like it does it all for me, it looks at all the others it so it makes a big confusing mess into one simple thing that it analyzes for me which is really ice it's custom I mean it's easy enough to find what you're looking for didn't really have to search very hard so you I wasn't like super overbearing or anything I know you mentioned that it was there was a lot going on but you can still kind of find what you're looking for yeah I was only on and that it helps now that I understand what it is I got to know what I was doing I didn't know that it was a comparison of all the different site with the first page that I was on was very easy to use for you find what the actual like you say what you want to do and then it comes up with the options for you and even though there were a lot it was still really obvious words I hate this is probably the best one which is nice hi Dad basically covers everything I had for you so they really thank you so much for taking the time to do this it actually ran a little bit longer than I thought it was going to end definitely buy you lunch this weekend or something when Andrew visits no problem I'm glad I could help I guess I'll end the recording here

#### U04

**The following is a rough speech to text transcription of the interview, edited for clarity where possible.**

And we're here to talk about trying to book a flight to Washington DC, how would you go about

doing that?

Well I've been told the cheapest prices are on Wednesday than on other days of the week so I usually start there. Sometimes I'll look before I actually want to book it but most of my information comes from what my parents tell me. But so yeah they also say not to look too far in advance and also prices will go up I don't know if there's any truth to the statement but that's pretty good and they have a lot of discounts they did a lot of things where you can get like a car and a hotel with a flight but I haven't really needed that in the past booking my own flights and I don't need that in this specific instance. What I meant going to Washington DC since the Department's paying for my hotel somewhere else.

So we've been talking about it but now I'd like you to do the action, so just go ahead and open up your laptop and do what you normally do this kind of talk aloud and what you like what you don't like and I'll interject with questions just let me know if I'm interrupting or anything or if now is just not a good time to come by when I ask you a question.

So I'm gonna open Travelocity and i'm going to put in- it was already there for me, it knows from Greenville GSP to Washington DC I don't remember which airport it is I'll just look at all that.

Not sure what I want to leave late in the day on Wednesday early in the day and Thursday. I wish you could kind of see both of them at the same time hypothetically just for your comparisons and prices at that but we'll just start Wednesday and see what they have if they have anything late at night and then returning on Saturday and so it has the month in the year the top and then the week with the days like this and these little boxes again I really wish you could think I don't know if I'll downshift and pick like the 22nd and 23rd just to kind of see if I still get there in time to do my presentation.

Would it be helpful to you think if you could be able to choose the time from this side of the screen?

It would potentially be really useful. I don't actually use this enough, I've only used it to book two flights to Chicago for personal reasons before, so I don't know whether it's a vibe from by flight. I think it might actually divide them by like time and price when we get actually onto the page but looking at it by time would probably be really useful as well if you could even just take like morning, afternoon, evening, early morning, morning, afternoon, something like that. One adult. It's thinking. I'll be in my own home and not yours but we live in the same apartment complex. Did I say Wednesday? I have to go to classes first. So one thing I do wish you could do- and maybe I'm just not good enough to figure out- is sorted by you can sort it by time there it is okay so they have it in this but again it's not actually by time it's like in a category where it's like evening 6 p.m. 9 p.m. Still sorting I think by price over all here we're starting at \$182 and then going down as opposed to when I chose to filter it by time it silly that Wednesday 8:30 7:45 7:43 7:40 right. I wonder if there's some way to act out - here we go so it's arrival latest oh and it's still going by Price no it's not wonder how well you could have legitimately like filter by time and then filled it within that time but that would probably be really hard.

So when you're trying to select a flight do you base more off of time or like length of the trip? How many I usually go based off of price first but with time I'm willing to pay a little bit more if it's extremely convenient time, like I'd rather pay an extra like 40 bucks to not leave it 6 in the morning if I had to, but I do generally go based on price and then in this instance since I have classes on Wednesday that I need to leave afterwards I'm going to be picking Basin time first and that price you would okay and you would rather have it. But yeah by enlarged its lowest price it's

just for this specific instance because I don't have all day to travel on Wednesday but I was kind of trying to feel like I am.

Do you like to look at the details and baggage fees before you select generally?

Good idea based off of the airline at least in my head when I like Delta I will have to bring a poster which is going to be like type thing still have at least one I might have to. Or my professor paying for my transport for me yeah I'm willing to pay more in the actual flight as well if it comes with a free carry-on bag I hate having to wait for luggage so you don't exactly know what airport you need to be arriving at in other cases that you've used this site Travelocity do you like to do you like to filter based on Airport put in Atlanta actually says leaving from Atlanta at that point and I was specifically looking for what's the name of the airport ORD Delta definition but I usually at the i'm putting it in the airport locations first but I don't remember off the top of my head which airport is closest in Washington DC is like a whole bunch of them this one's actually in a suburb of Washington DC so I don't know if it's going to make that much difference.

And just to be clear you're looking at the locations on Google Maps at the moment?

Yeah. so Ronald Reagan I would never flown to DC.

Would you if you had the option would you like to see a map selection panel like instead of having to go directly to Google Maps you're going through that kind of thing.

I think that for something like this that would be nice. I don't know why is DCA Reagan but but anyway but I don't know how often most people would want something like that cuz I assume more people would. I guess I could have chosen like nearby airports in Washington DC but there's not an option to put in a specific address on this site okay then I have to go back and choose the again.

So would you prefer it more if it's saved your filters when you choose a different location like you just did or would you are you fine with it?

I mean it's not that inconvenient to push one button but it could be useful especially if there were lots of different filters happening to a kind of remember what you want while you're putting in different stuff and then for for this particular instance there aren't any flights that I don't have stops in Atlanta I think something to do that when does maybe I'll drive all the way to Atlanta can I forget my airport Washington DC again so that's kind of annoying I don't know why it did that but it just kind of forgot my airport okay and I'm not trying to wake me up at 5:45 I guess you know you can't get none stuff from TSP washington DC seems like my options at all American Airlines. One thing I do like about it that it shows very clearly which airline it's going makes a lot of difference for me and general the price isn't too bad I want to go with Delta or something like American Airlines because they tend to have the more pleasant experience like most of the day by airplanes have those screens in the seat so you can watch movies on while fruit in the past and sometimes I think it's United that doesn't ever let you take on a checked bag how to check that I care send general I find it very convenient to see airlines attached there and I also like that it shows the stops so that you've does not something that's going to be in 38 minutes and wherever I am.

Sorry you can scroll back up for me real quick I just want to see the filters on the side of the screen there.

Maybe some filters were at the top it would come a little more naturally to me at least like I didn't occur to me to look at the side at first so you mean horizontally above kind of like when you're shopping on Amazon but in this case do you like to search for Delta specifically so would you

prefer filtering from Delta or just scrolling through to it but I mean by that I mean I wasn't putting any filters on at all just because I was looking from a GSP that many options because it's a small airport if I was searching for someone leaving from Atlanta and probably start putting filters on because they just a lot of flights coming in and out from there to go back to DC from them Charlotte from Greenville but yeah I'm going back I guess the filters on the side you can to stop sit the airlines the departure time from Greenville where the arrival time and Washington it would you say the arrival time or the departure time is more important I think it would depend on the day like if I was still looking at Wednesday it was more important to make sure that my departure time was far enough away that I'd be able to finish my class at 4 and make it to the airport and get on that flight and then but for Thursday which is what I'm looking at now the arrival time is going to be more important cuz I want to make sure that I make it to the hotel and have time to like compose myself and shower and getting into my clothes and all that before my presentation in the afternoon late afternoon so I can try filtering it by arriving in the morning Washington and see what happens there there's not that many options but the prices aren't that they have to stop that's why they're going to be it's a lot cheaper to go from here to Washington DC then hear the Chicago yes okay I think guess I just continued how you normally do it so yeah now I just pick a time and a place that I like in this instance like the choices aren't that wildly differing I don't I don't really want to leave at 6 a.m. I want to leave here in the morning i'm notorious for not making decisions quickly so this is about it and that one I wish there was a button where you could get it like a star i'm going to keep looking but I want to come back to it instead of having to say or just select yeah cuz selecting it I guess I can do that can I put another tab unless we have a carry-on bag it's just going to hang out there I guess that's kind of how you can get in the store

cuz you can still look at the other flights but select it will sort it and place it at the top of the screen I think it tells you you might be able to upgrade and stuff like that and then you choose and then it showed up on top of the screen in blue right and that's the letting me like I'm comparing like how much more or less it would cost to change it from what I have to what they offer this is kind of neat that it take some of them in red over here for there's only four on this flight i've been told this why not to trust those numbers because it's sometimes I don't know the validity of my parents a kind of phone paranoid about things but I've been told it's a scam I don't know if that's true but think I'm going to go home at 1 actually I'm not going to leave at 8:30 carry-on bag and personal and then it has to pop up where it's like get a hotel to and you get more money or you don't you spend more money since you don't usually need hotels in your situation you would hit no thanks i'm leaving Saturday okay so not this is not coming actually based I picked the wrong day I did take the wrong say is my hotel a reservation so something that I noticed I didn't catch that either so maybe a more a clear indication that a that you're return flight instead of your departure flight would be useful for comparing citrate saline on Saturday so we're going to do a 23 to 25 start the process over it but now I think I'll find what I'm looking for. One thing that annoys me a little bit about Travelocity - and I have no idea if this is at all relevant to what you guys are you doing but just that all of the deals it gives for hotels in cars adding those onto your flight at least all the like really publicized ones and definitely wish they were more interested in straight up flight deals because those sound more helpful for you to Simply go to another or at not have them push those deals on you as much I want to leave at 7:55, and it's 8 minutes longer at that time i'm just curious right but maybe like some sort of explanation I don't know if they hide that under details or not but maybe. Slightly one of those just a little tiny bit ago 398 miles I don't know how



specific that is but yeah it's kind of like the sun is the Canadian Regional Jet 700 canadair Regional I don't know American Airlines I don't know why you would need that information but I guess you might as well have information to provide for people just in case they need they need that extra 2 minutes I meant more like the specific airplane I'm not sure why they would tell you unless you play I don't know why you would want to know that much and maybe you're taking a longer a really long flight and you want to know whether around like a big playing with lots of amenities races like a small plane but you have to like know the difference between a Canadian Air Regional Jet in the Canadian Regional Jet 700 let's leave at 10:40 thursday quick select fair and now from what we learned I am just totally miss it so they they they do provide you the information but they just make it very very tiny tinier than it should be probably right side kind of differ lake the main light colors like the big popping color scheme on this flight for the select buttons versus everything else that's like Navy or gray or blue route then I have to check out at 11 I would like to go back Non-Stop I can do this there's only one choice on Saturday so I guess I'm leaving at 8:30 tell give me more time to study anyway cuz this is my week before finals they going to let me take my stuff back yes okay so let that fair I don't want to save up to \$413 a little star when I booked my flight hotel together no thanks okay then opens up in a new tab with your trip summary does opening it up in a new tab like do you think that would that's an inconvenience or do you not really mind it might be more convenient just to have it kind of separated a little bit just in case I guess if you wanted to like really last minute compare something like if you're screwed oh wait I can't carry on a bag like you could maybe click that to the other one and kind of look at all the options again typically it's under the fair they provide instructions for what you can and can't take on such as like carry-on bag assigned seats etcetera yeah I like the thing clearly

designate cheapest right there even though it's clearly it's not in green recommended to make money so you know the prices I could definitely see us sketchy or website not telling you what those prices are and just being like you at basic economy and main cabin please pick the one that's \$60 read and you can see check bags cost you don't get to see choice or changes or cancel 8 but included included carry on do anything running miles at 50% pain and then the fee applies stuff I guess it's kind of interesting to have both there and I could be useful if you're like a working need Wi-Fi yes it said details like check bags alcoholic drinks Wi-Fi give you a clear indication that you have to pay money for that and then the little red X next FedEx mentioned again before you click on the excerpt so would you prefer that sort of Summer Eve you where everything is in column over this horizontal View do you mean like having all of this like on with that maybe some I think it gets all the important stuff maybe you would want to put like the Wi-Fi it seems to me like for me at least the most important things that I'd be looking for is that carry on in that personal item in knowing if I have to pay a fee for the checked bags and all that light up at the top and that little horizontal view tab it tells me that this is the shortest flight and that this one's the best value flight that's really I don't know how it makes you sure kaseya it clearly tells you what time is your flight in big text and then below that it has rules and restrictions and also okay. Estimates your bag trying to get is going for it 16 and I have been trying to get this this rental car had going for a testament to the Wi-Fi here or to the Sun if it's thinking but it does give a lot of information on that those details like I think I even have the flight number now even though this isn't for another two months. The flight number planmember I don't know what exactly it is but it'll help you have on time it is 60% on time okay I want really amazing and then again ID checks basic economy on the select the fair Part I the car guys it gives me free

cancellation 24 hours tells you that before you continue your book and then we just get I didn't even know I do I have an account give me a give you the option to either sign in with your account or check out as a guest for mail. Like that I wonder if there's a vision of this for like college students that's a little less assuming you're going to rent a car and all that kind of stuff are you experienced from the very beginning based on where the hotel and I'm probably not going to do any they sent a lot of evil yeah I don't think I have an account with them so I'm just going to kind of if I did have again it's never have benefited me in any way in my mind it was like it was booking the flight to India stick in the phone number cuz I like that it will send you a text before I remember you have your trip coming and it'll it'll even send you Travelocity itself sent me a text to my flight to Chicago way it looks like your flight is delayed but it's going I mean I think they forwarded it to the airline itself but nonetheless from this eventually received alerts like that the flight the information thing and it's very standard looking the choices and gender are only male and female the ideally there be another one out for me like I'm good thanks I feel like we live in the twenty-first and other one cuz you can have even your ID say other at this point in time I got my birthday just dropped down and I give it credit this is much better than some things I've seen but you'll click on the date of birth and it brings up almost like that Kalin from the start page websites like that travel to put it in my ear and date of birth on my calendar so this list pain makes a lot more sense true that but you know they said it has the green on Lake please give us so they and they do give you a clear Distinction on weather text Janelle surprise \$19 never do that though cuz I live on the edge and just assumed but I'm not so yeah they they come up with a little warning almost kind of like guilting you into to reconsidering getting flight protection i've never done it before and I've been fine and I'm going to not do it anyway so yeah that has an orange

until you kind of I don't want to sound biosphere but it almost kind of like a scare tactic of / 179  
 million dollars worth of trips were cancelled in 2018 english made your flight isn't safe so maybe  
 like Kinder language kind of language you're not as much of a push 2 oh wow that you look like  
 after after quitting reconsider choosing no again gives you a whole spiel about how you're willing  
 to risk your \$200 flight and then a a quote a quote from a customer that got \$460 back from her  
 insurance when she cancelled her flight to care for her sick husband and I justin Bieber oh I see  
 you at sea it didn't let me be considered a with the same yellow even after saying yes that's  
 interesting but we going now and then we are on no right I don't want to price match because I  
 feel pretty good about it as it stands I don't want to pay money for the auction time now system I  
 don't really get why that's a thing and then just to the credit card information and the billing  
 address confirmation it go see review again and it's has all of that information again like you can't  
 get your assigned your own seat but you can bring the carry-on. Pennsylvania and does having it  
 in a escrow list like that is that preferable to like a very long list of such as anxious person so I do  
 like what it's there at all just so I can get my last like I'm getting what I think I'm getting right  
 kind of moment but then I do appreciate this kind of scroll box because i've already seen that  
 information several times now and I don't need all of it right there anymore and just like a little  
 reminder at this point I don't think it's even a reminder so much as like a a tactical plate like a  
 review basically so you can't like Sudan sang misled and then at the bottom there's just to  
 complete and go it going back to the the price match section of Court yes I noticed time for the  
 trip protection the trip insurance they what you choose between yes or no however that the the  
 price match is just a checkbox for yes say no unless you opt in while this opted-in you have okay  
 so what would you prefer to manually opt out or would you prefer to be out today no I'm willing

to risk my 202. I understand by declining this coverage but I may be responsible for cancellation fees and delay expenses either personally or through alternate cover so I just kind of wish it would just assume that you're going to say no and give you the option to deny as opposed to making you do that yourself and getting that little yellow like scare box but I guess Grandma selling Sandpoint that could be effective for some people are you going to watch me put in my credit card your privacy is. Of course that's why I'm recording this entire conversation credit card number without this I don't have a whole lot to say so what it comes up with just drop down menu for the expiration state with the Celeste and that honestly makes more sense when you're going several years in advance all right. Is there a standard it kind of looks like Amazon for the credit card number and the security code one thing I do know this and this isn't relevant for me necessarily but a lot of website when you put in your security code give you like that little options like push the little? How do I figure it out this one did not this one assumed that you're competent enough to know what that is I don't know if that's a strength or a weakness but it is really the only different person yeah it did that when you have Google autofill to it or apple AutoFill in like is somehow got the zip code of the one time I put that in my email address and then yeah I think they give you an option to create account did make an account I would get some sort of benefit out of this how about that normal 8 review your trip check your spelling to make sure your name matches your photo ID reviewing the terms which I think we talked about cuz we didn't really go in order to be on the page it just kind of happened the trip now protected I didn't read now and then they all stay also let you know about how many tickets are left at the price that you're selecting which could be like you mentioned before it could be well I don't really know it exists influence your decision making and it doesn't maybe if I would have more thoughts but only

seven tickets I'm like who in the next 20 minutes is good by 7 maybe and then that little like it always has that look like you have your getting the lowest possible rate we guarantee it like yeah okay and then complete the booking don't get my kid a kid if you do not get this hey are thinking about it really high browser and they give you it makes you to know that it doing something out there as opposed to just kind of sitting in the void and now it wants me to get a car again after car selection it gives it at 4 when your cars is your itinerary it's being sent to this email address for the additional fees again and then you can like look at you contemporary Maybe ticketing in progress and if we did it I've been meaning to do this for a long time so that's probably confirmation number for all that so now we can just go ahead for 4:40 show I want to go just a quick review of just going much more spit up just going through it again just to make sure everything I've got everything grasped like everything down as to what we're doing so you go to Travelocity if you go to flights you select yes they give you they give you the time frame they give you where you departing from where your arriving as well as like how many tickets you're able an adult and child ticket to divide it at that time to really matter so much here cuz it's right and then it opens up a new page from that search where you can filter through through the various flights like by Price departure arrival time location layovers yeah and then once you select your arrival in your departure time you come you open up a new confirmation screen where you can select insurance and was that price match guarantee and they give you a good review of all your information and it confirmed booking is this the same yeah it popped up a I think no it didn't the new page was from the confirmation you were on the same page when he puts it right and then you just put in the credit card information and cheer like ID hush but minute gave you the confirmation and then you can view my attendant Mary which is so they just give you all that while pretty much all the

information over this past three tabs yeah that's what the I-10 answer these here is all of the information that you've had you can even see all that heart of the sea. Picture of Washington DC horse okay so I'm thinking about it got everything I need so thank you so much for doing it and very thick bold lettering thank you for doing this I hope in the future if I need to ask you anything more you will be ready and willing or available to do that say thanks for thanks for doing this and I hope you enjoy your small gift of it Joey I really appreciate the small gift of Starburst jelly bean flavors opened up my eyes to the power of jelly B all right

## U05

**The following entails all the significant/interesting/unusual and frustrating events that were observed during the interview of the user.**

User wanted to go the relative's house for the spring break and have already made plans discussing with his relatives and the user is now ready to explore and book tickets for the journey. The user plans to use either his mobile or his laptop to do his booking. So user on his way from class to library checks the mobile app to check prices and schedule of the flights. Then user continues his booking process over the laptop quitting his mobile application. As for more comprehensive in depth searches he prefers to do over desktop version of the website.

- opened the calendar to see date/day (class schedule) to confirm his ideal travel times. User started with opening the website after attending one of his class over a desktop. Logged on to the website. User's most favorite is "Goibibo". User is used to the sites in terms of functionality of it and feels the sites allows him to buy best valued tickets. So user proceeds to search for his flights by entering source and destination. For the options that get auto recommended for source and destination airports user does get lost and may be misled. This is especially for airports that he is visiting for the very first time.
- Then user performs or proceeds for his final task/ goal by doing following and felt about things as follows:
  - -Entered the date of travel after seeing the schedule on his calendar.
  - Choose the filter of time of flights based on schedule.

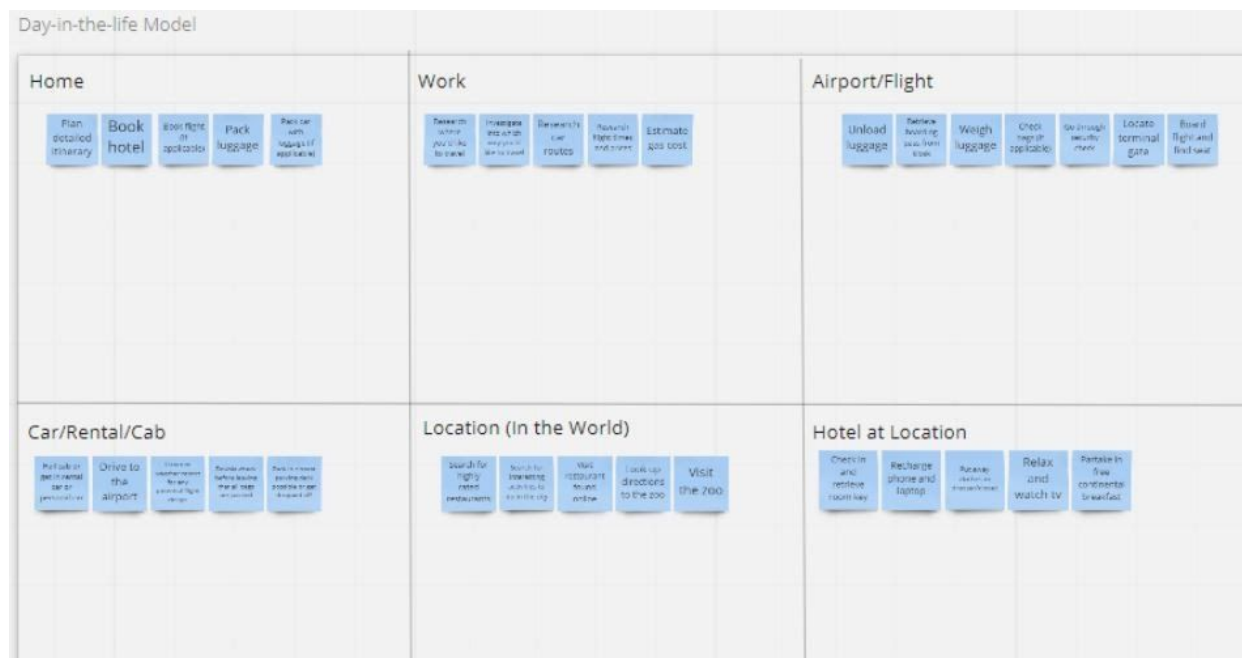
- Choose price filter. Filter options user really likes and is used to as they are displayed at two horizontal bar and vertical column.
- scrolled for the options displayed.
- Was preferring non stop flights , but hadn't applied the filter for it.
- Found one advert of significant less price but flight was from Atlanta airport
- Did his travel time and cost analysis
- Found to be not that cheap in totality.
- Hence User did not select this option further
- kept on looking /scrolling for other options.
- Found one more option for SOUTHWEST AIRLINE.
- Did not know /heard of that airline, hence not inclined to book on that airline.
- Then Choose one of the options with known airline..
- Now on the itinerary page, user looks for baggage policy stuff.
- looks for the cancellation policy/ refundability.
- Circle backs options list page again.
- Checks few more options to find refundable tickets.
- Does not find it
- Do user goes for the top most option displayed which is also the cheapest.
- Goes on to book the ticket.
- The user plans to access the ticket over the mail at the airports.
- The user does not plan to use any booking facilities to book for onward journey as user has personal means of transport available.
- Website has email id field for the email id to which tickets would be sent; multiple ids(Apple ID,gmail id) can be provisioned.
- Uber booking automation can be provisioned , if user chooses to avail this service.



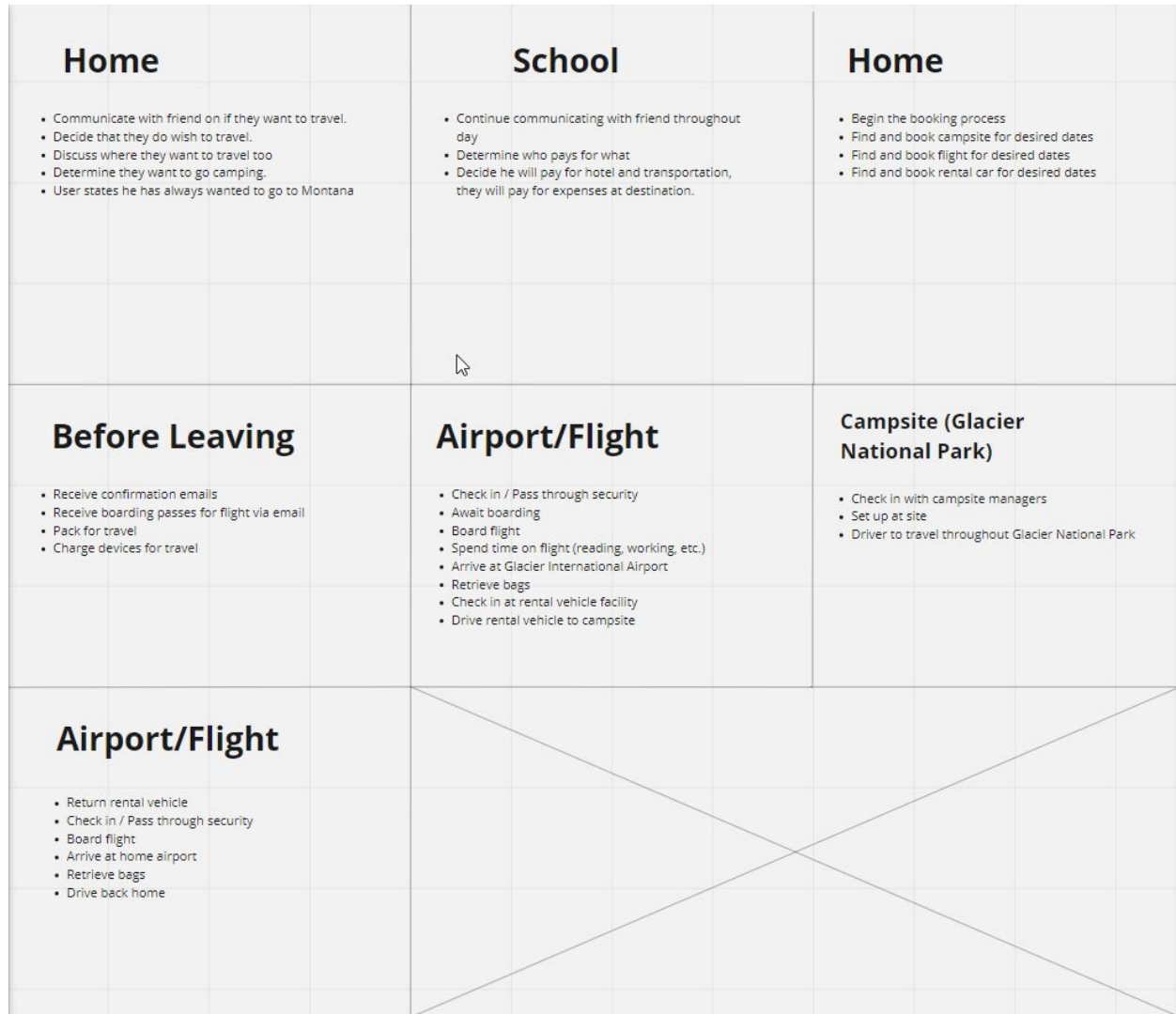
## Unconsolidated Models

### Day-in-the-Life Models:

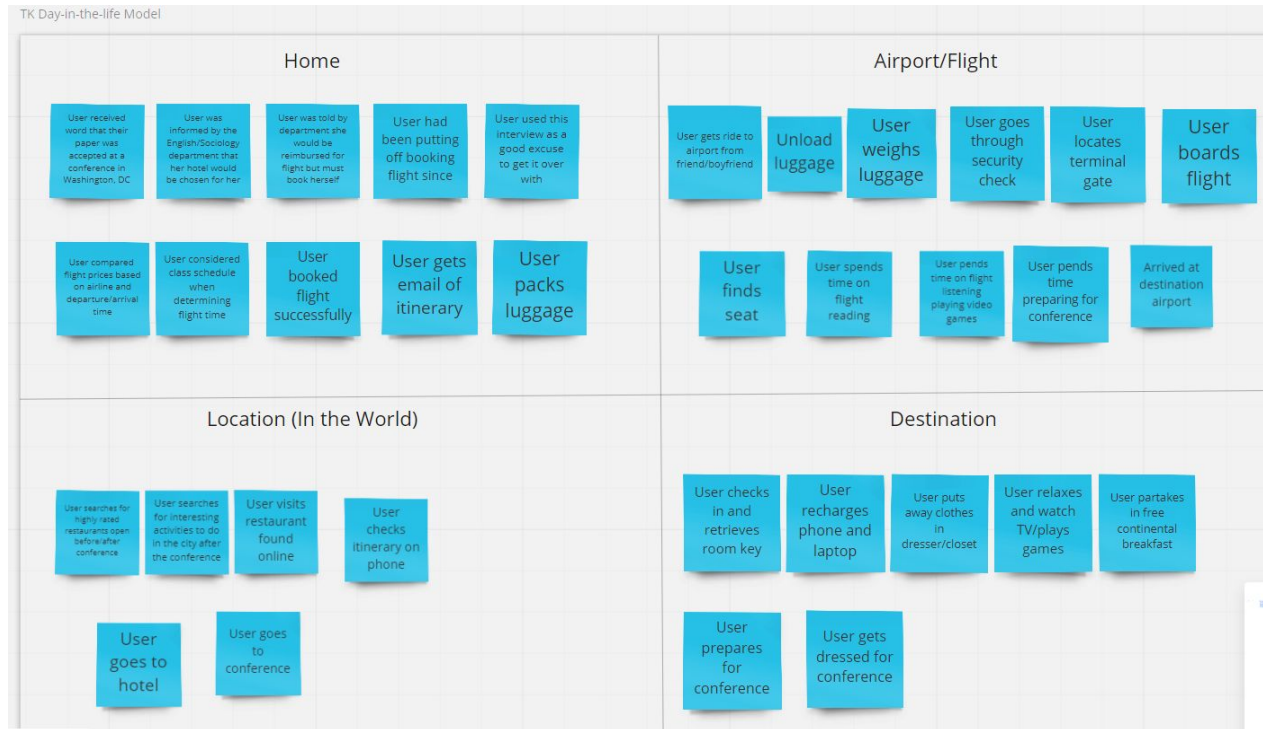
Reagan:



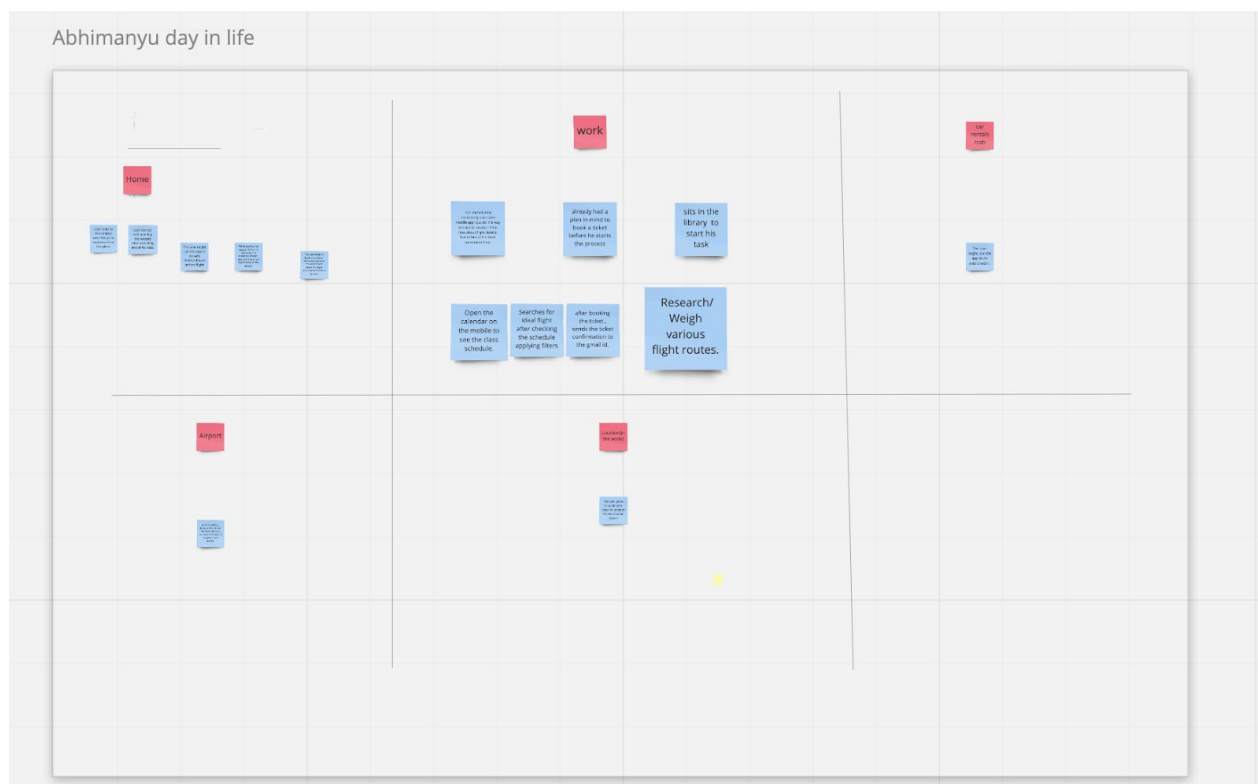
Daniel:



Tyler:



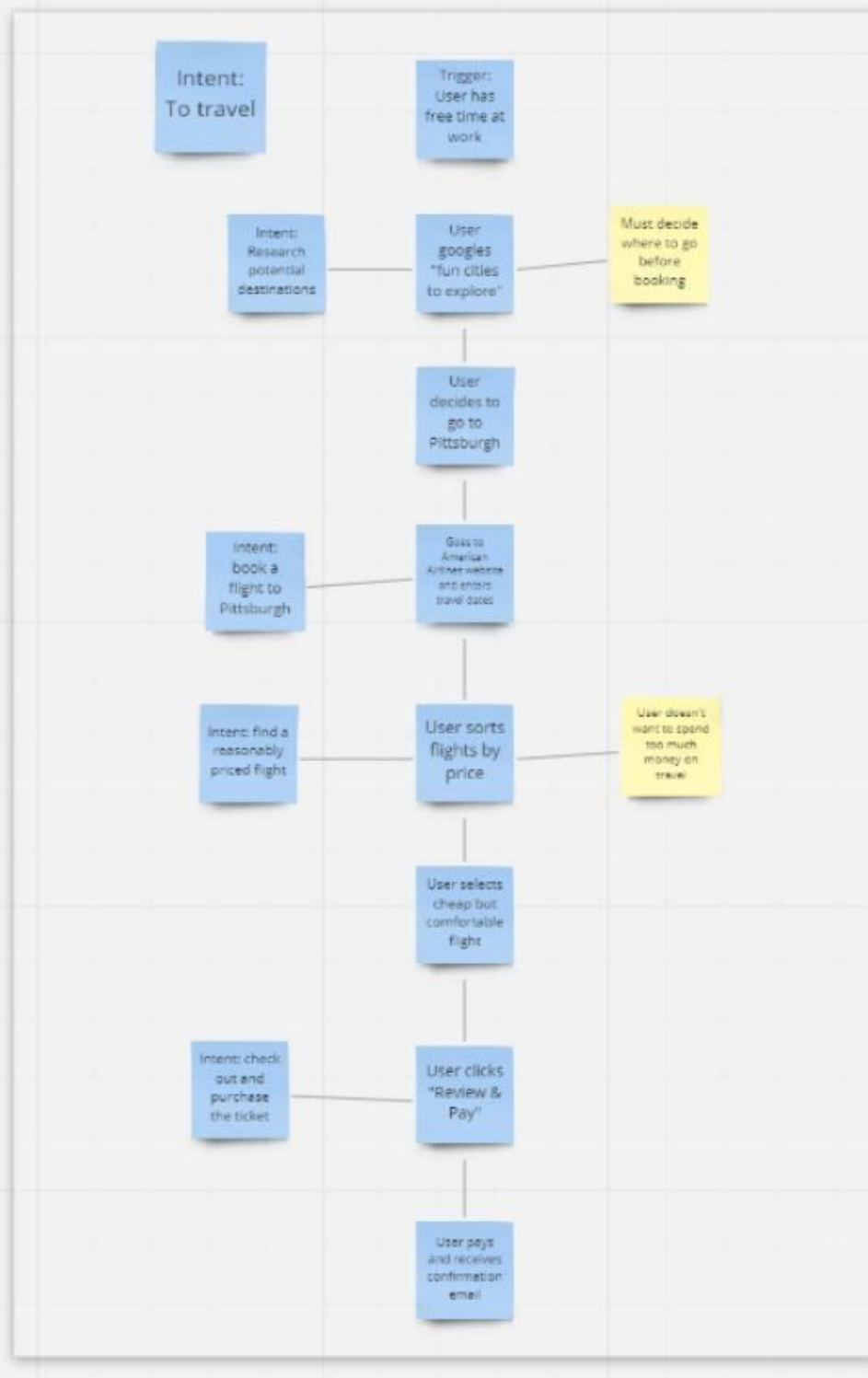
Abhimanyu:



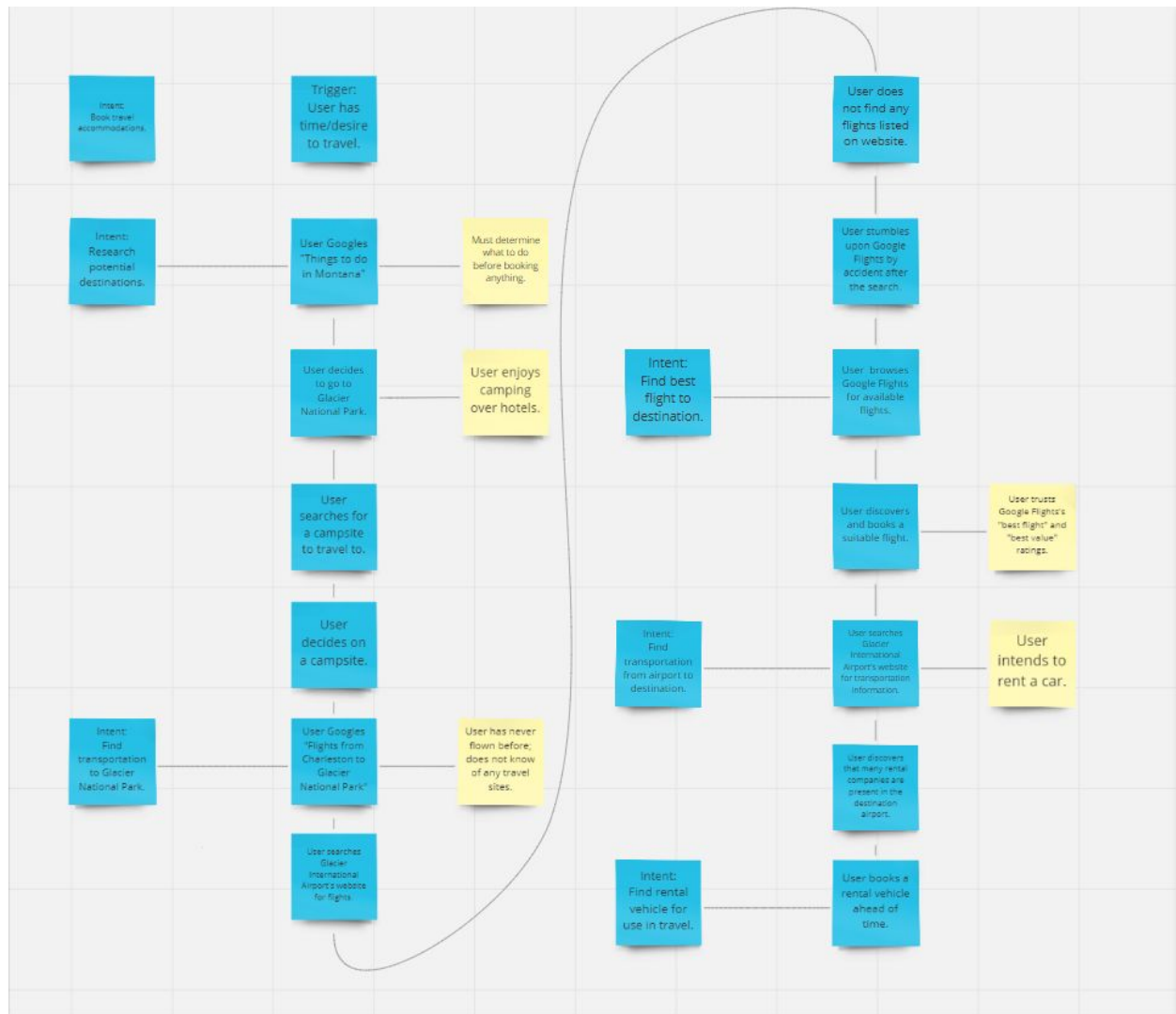
### Sequence Models:

Reagan:

## Sequence Model

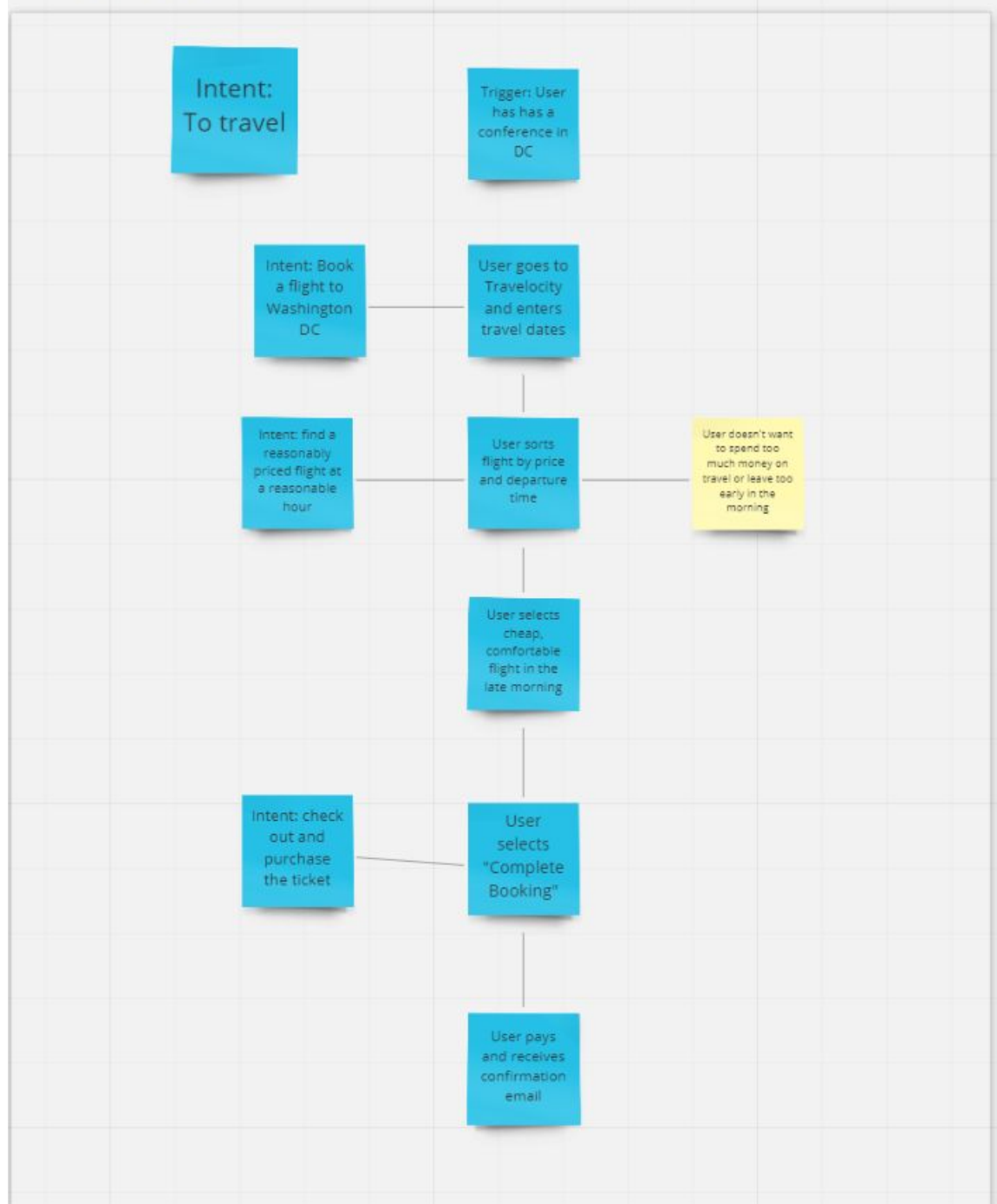


Daniel:



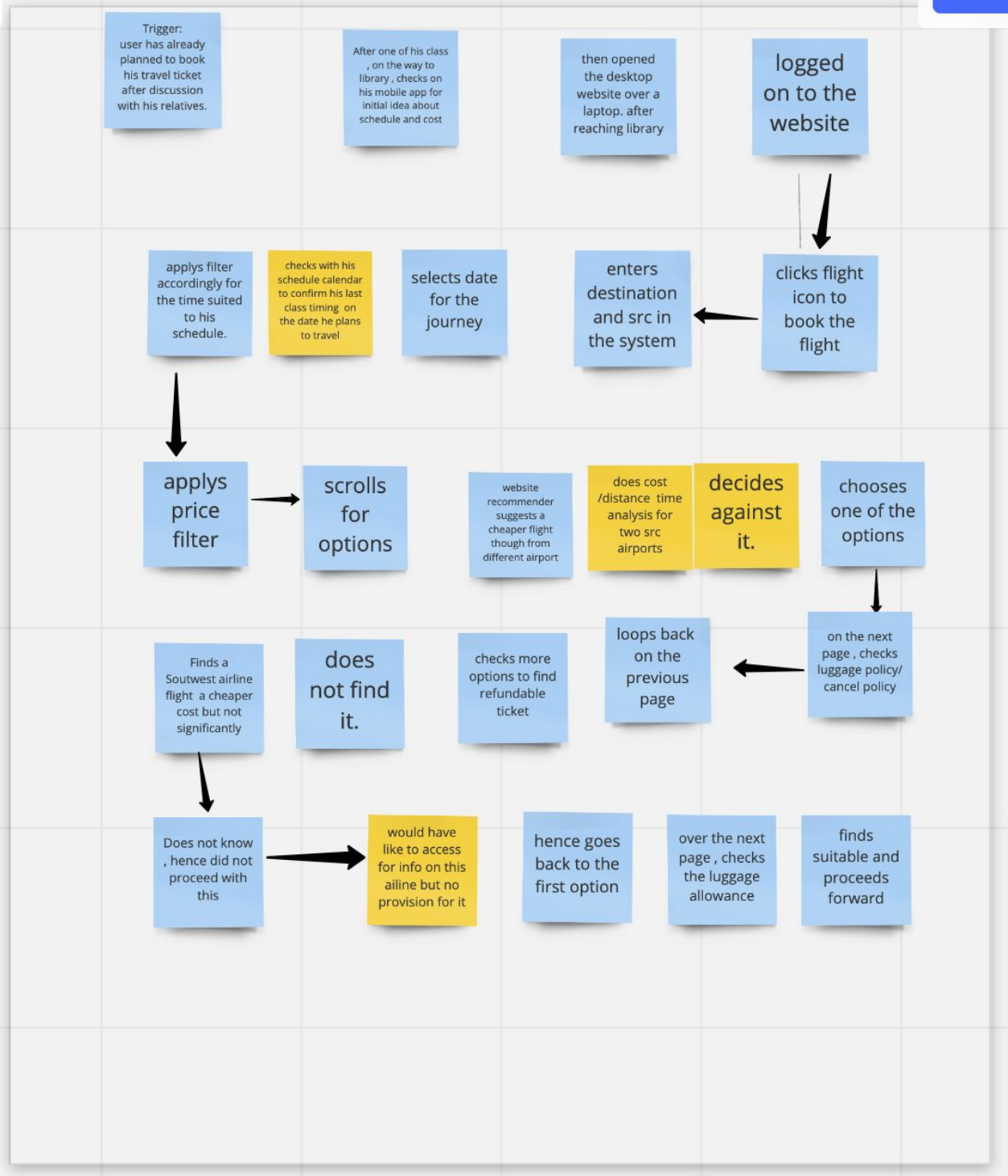
Tyler:

TK Sequence Model



Abhimanyu:

## Abhimanyu sequence model



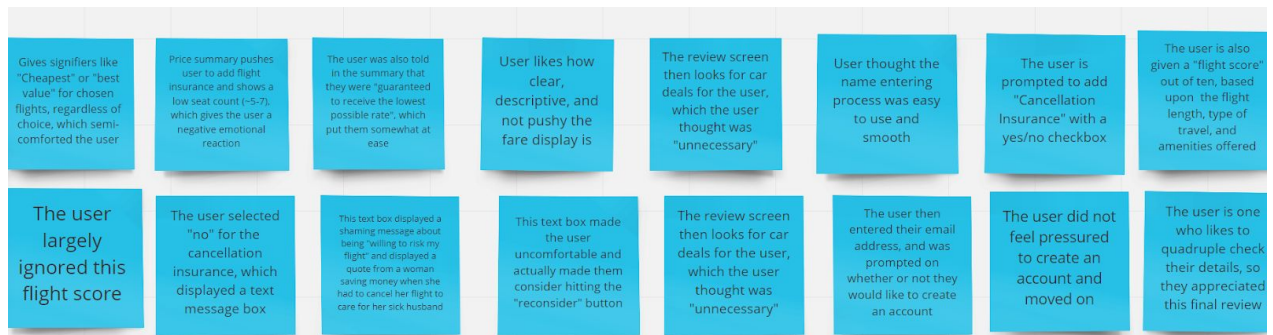




Daniel:



Tyler:



Abhimanyu:

### Abhimanyu Sensation model

User likes  
the filters  
for various  
categories

Does. not like the  
fact that he has to  
go back and forth  
to check for  
refundable flights.

Would like to have  
luggage allowed  
details in some form  
of symbols upfront  
to feel assure and  
certain

booking with a  
known airline makes  
him feel secure  
about services he  
will get , luggage  
security and so on

Refundable tickets  
makes user feel  
valued about his  
dynamic  
/uncertain  
schedule

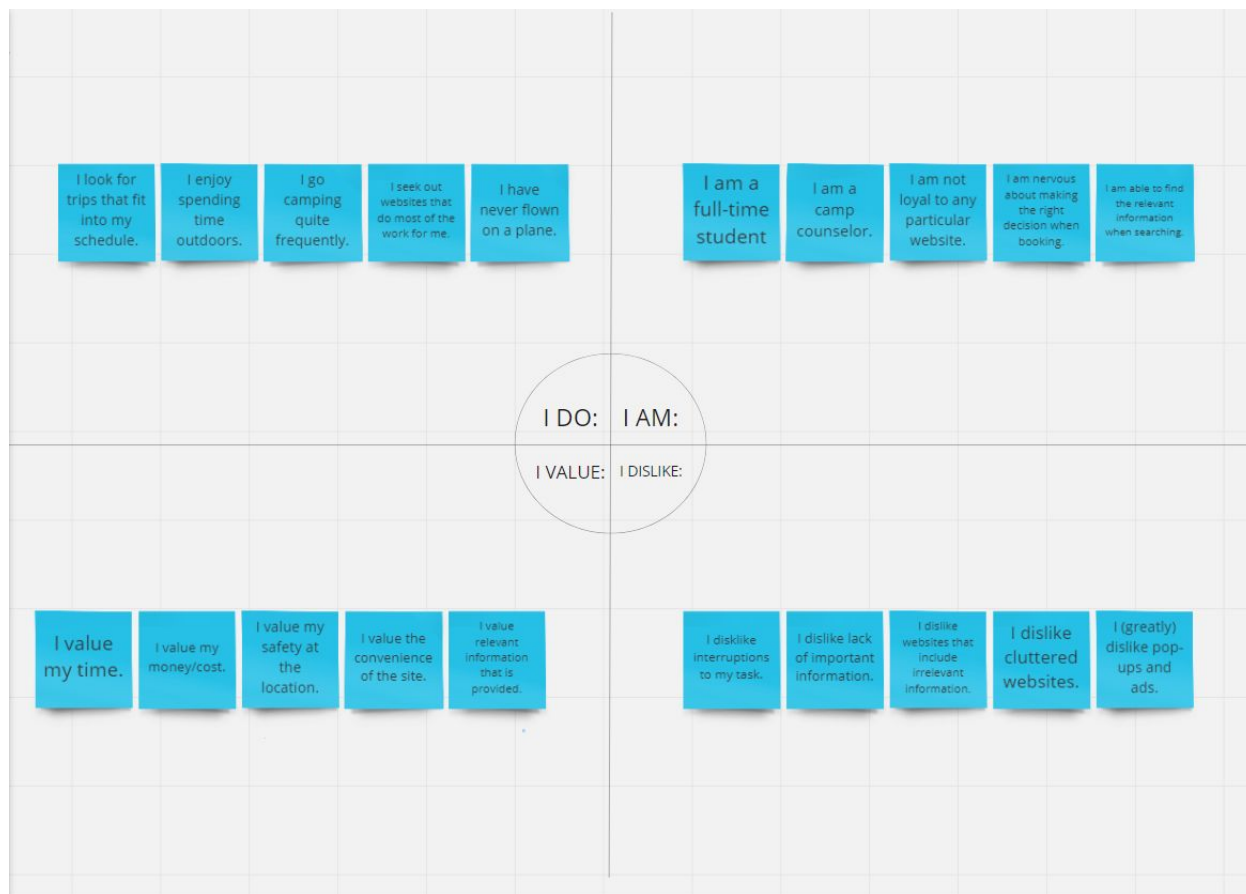
finding non stop  
flights is always a  
delight for the  
user as he gets to  
spend more time  
home/relatives.

## Identity Models:

Reagan:



Daniel:



Tyler:



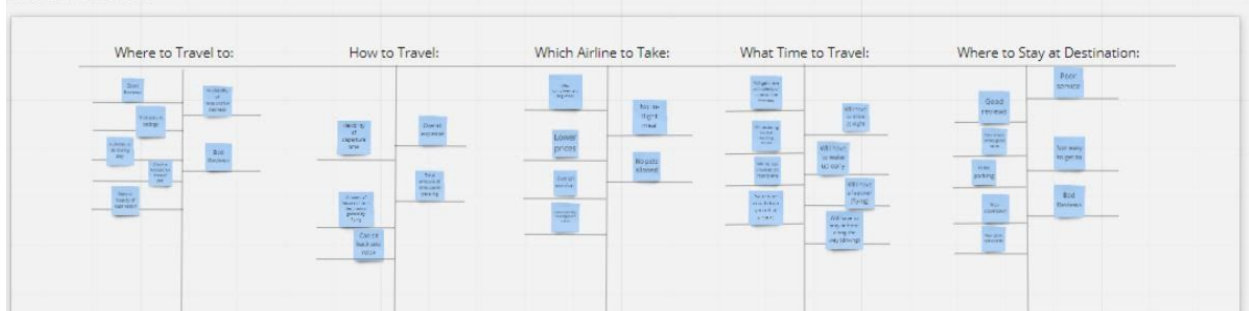
Abhimanyu:



### **Decision Point Models:**

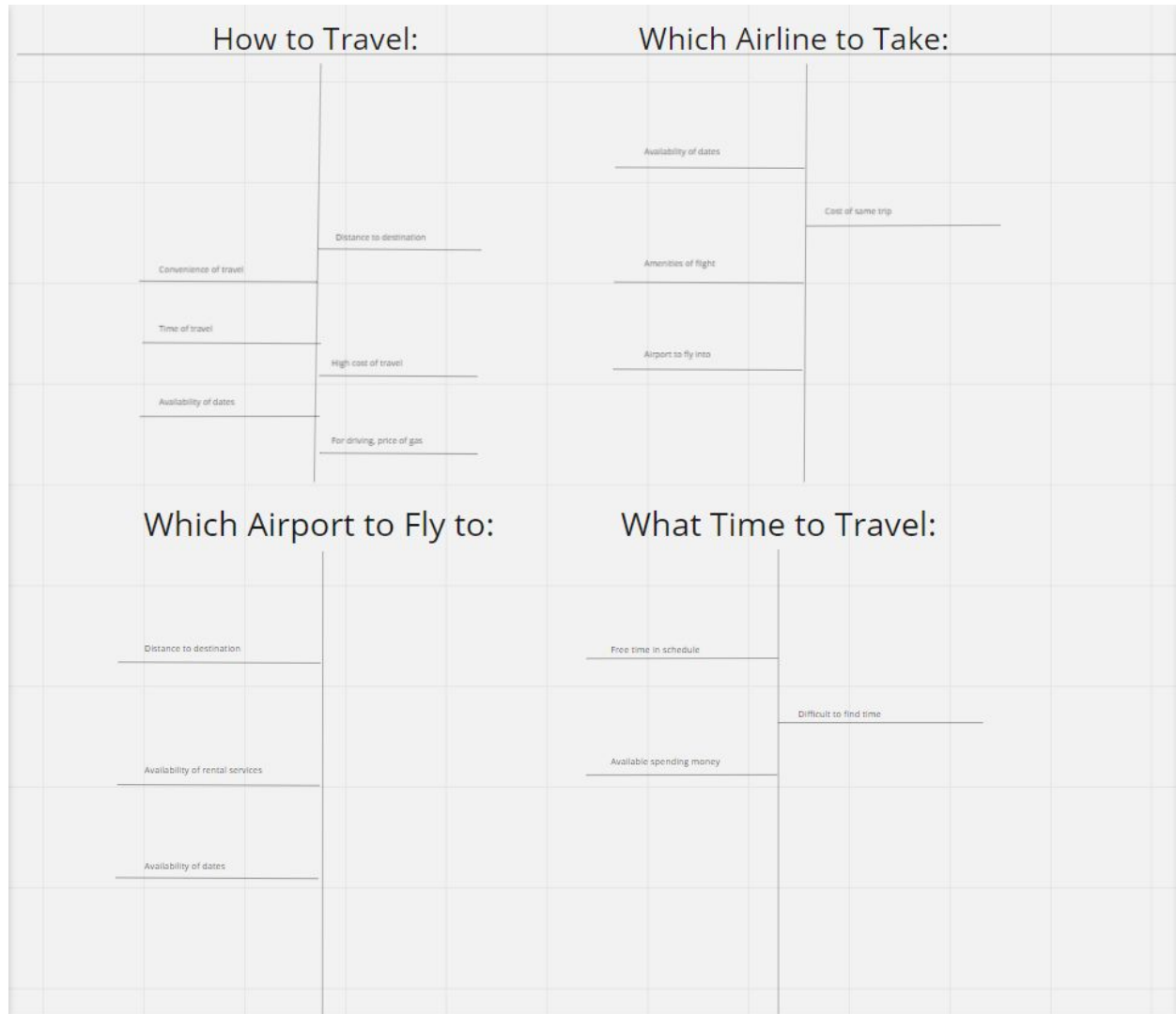
Reagan:

Decision Point Model

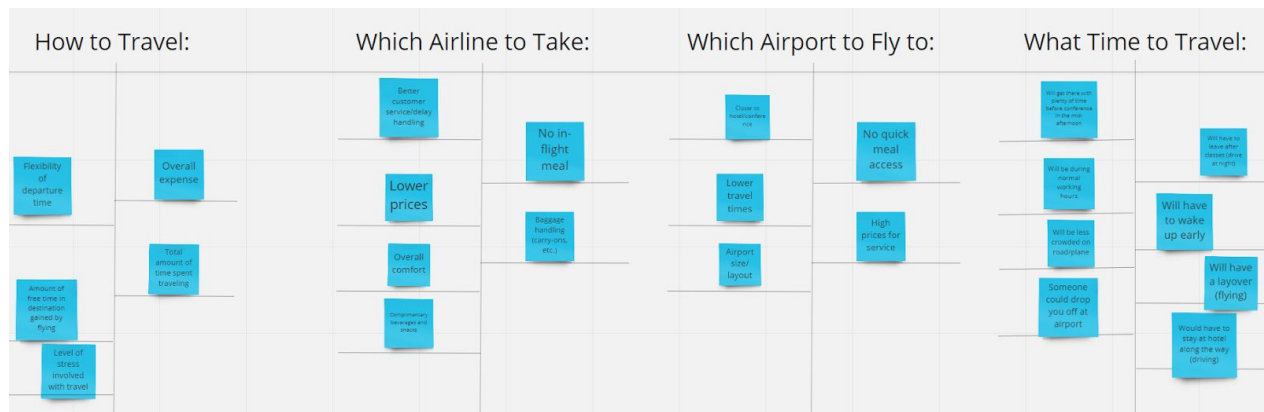




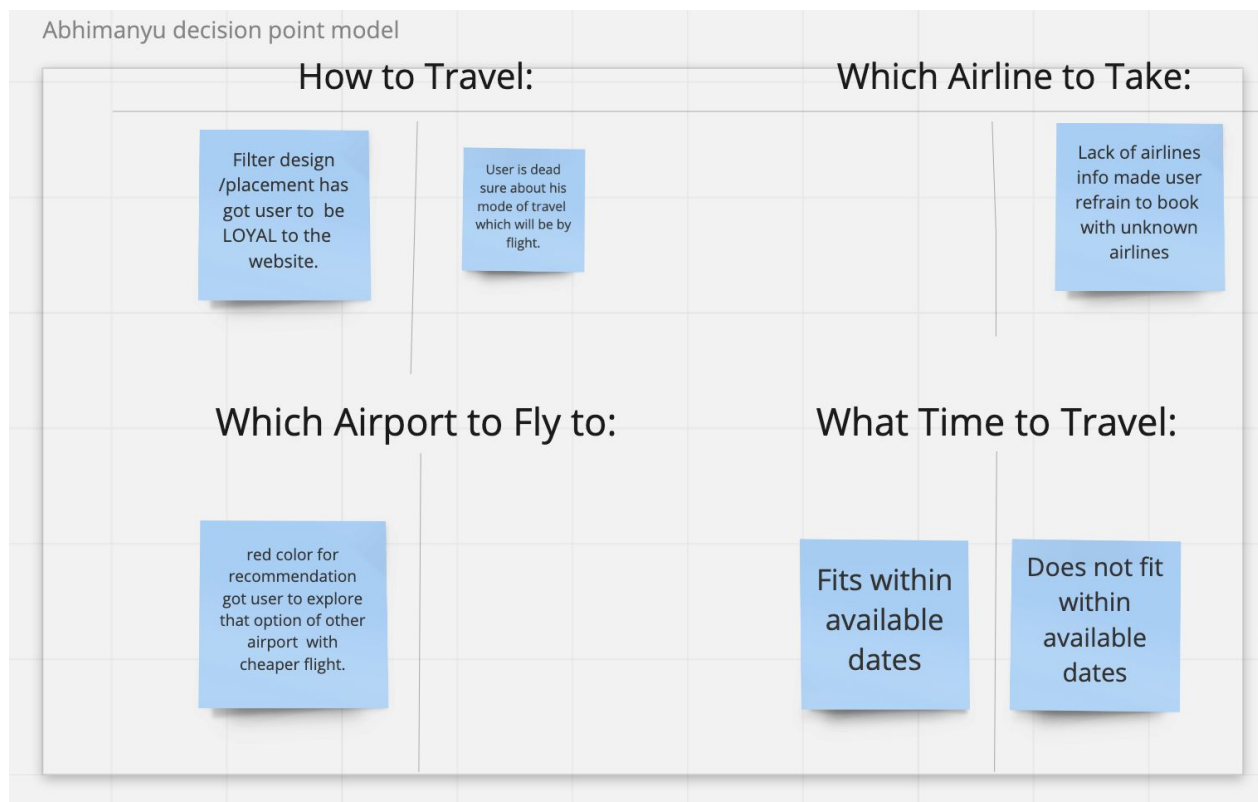
Daniel:



Tyler:



Abhimanyu:



**The following lines are text-based models drafted by Malaya Reece. Due to our graphics-based app not featuring the necessary accessibility functionality, Malaya created her individual models in a bullet point format.**

### **Day In The Life**

- At home, the user decides to take a trip to Houston to visit some friends in the area.
- At Home: User goes to booking.com to look at travel options
- Home: The user is occasionally interrupted by text messages, but gets back to the task easily
- At Home: User looks at hotel options
- At Home: User tries to look at flights but does not book on that site because she does not want to be redirected to Priceline.
- At Home: At a later time, user chooses another site, and books the travel
- At Home: User stores confirmation emails and boarding passes in email, which she can access from her phone
- At Home: User packs for the trip
- At Airport: User checks in for the flight, goes through security, and boards the flight.
- On the Plane: User reads and accesses in-flight entertainment to pass the time.
- In Houston: User takes a taxi to the hotel
- At the Airport: After the trip, user again checks in at a kiosk, goes through security, and boards the flight
- On the Plane: User again reads and accesses in-flight entertainment
- At the Airport: User gets a ride home from a friend
- At Home: User unpacks

**Identity**

- The user is excited about making the trip
- The user rarely gets to travel
- She values the opportunity to fly somewhere she has never been, and to stay in a nice hotel.
- She has been saving up for this trip
- The user wants to use a desktop PC, so she can view more on a bigger screen
- She found the number of results less overwhelming when she could tailor them to her needs.
- She felt frustrated and less capable when she could not complete her task.
- The user desires a convenient place to plan, store, and book the different parts of her trip

**Sequence**

- User wants to visit some friends in the Houston area
- She doesn't travel very often, so is excited about the prospect of traveling
- The user opens the Firefox web browser, and enters the address of booking.com
- User enters the destination city of Houston, and her travel dates in July 2020
- The page of hotel results is displayed
- She clicked on the Hilton Americas hotel
- The user entered different dates on the open hotel window.
- A new set of search results was displayed.
- The user clicked the back button to go back to the original hotel page
- User scrolls down the page to see room options
- she clicked on the Flight + Hotels category at the top of the screen.

- A results page with resorts and resort hotels was presented
- She then clicked on “Flights”
- User was redirected to Priceline
- The user closed the window

### **Decision Point**

- User chooses to book travel on booking.com, because she has seen advertisements for it.
- She chooses to use a PC because of the large monitor available.
- User chooses to start by entering the destination, rather than clicking on one of the categories at the top, because she thinks that she can see the different categories for that destination on the next page.
- She decides to click on the Hilton Americas hotel, because she has heard someone talk about it.
- Since availability is limited, she decides to see if other dates will give her a better price
- The user decided to go back to the original hotel page
- User decides to keep selected dates and look at room options
- When she didn't see a way to add a flight to her trip, she decides to try the flight + hotel category at the top of the page
- When presented with resorts and resort hotels only, she decided to look at the section labeled “flights”
- User decides not to use booking.com, because it redirected her to Priceline for the flight.

## **Sensation**

- User is excited about booking travel
- She likes the overall look of the page
- She thinks the top icons could be a little more prominent
- She is confused about the separate tabs for hotels and stays.
- She wonders about the fact that some categories are listed again below the destination search
- She likes the fact that there is a place for her to start with her destination and dates, without having to pick a category.
- She thinks she might be able to find her different components after selecting “Search”
- She likes the fact that there are ideas for when the destination hasn’t been selected yet.
- She likes the restaurant and shopping info
- She is confused about why there is a separate category for food in addition to restaurants
- She likes the variety of sort and filter options available
- The user liked that she could save a list of possible hotels
- She thought it was nice that there was a text alert on the hotels that did not have availability.
- She liked the fact that the hotel information opened in a separate window, so she could quickly and easily go back to her results.
- She found the main ratings less meaningful when she read that hotels evaluated themselves.
- The user liked to read the reviews, and found them easy to find
- The user was frustrated when she tried to change the dates at a specific hotel, and was instead presented with a new set of search results
- User was confused about the different room options and cancel-by dates.
- After clicking on the flight + hotels category, the user was disappointed that she could only choose from resorts and resort hotels.

- After clicking on the flights category and being redirected to Priceline, the user was very frustrated and lost patience with the site.
- She was disappointed that booking.com had led her to believe that she could book everything from them.
- What was the point of going to a travel site, if you couldn't have a central location for trip planning?
- The user is frustrated and disappointed about not being able to complete her task.

### Photos of Affinity Diagram

