User Interview Script

Research Questions

1. What motivates people to purchase flights through a particular airline and not another?
2. What features do users require when booking flights online?
3. What are the greatest frustrations users experience when trying to purchase flights online?
4. How can an airline make a booking experience enjoyable?

Opening Script

Hi and thank you for agreeing to meet me. I'm currently working on an exciting design project that involves the reinvention and rebranding of Pan American Airways. As part of that, I'm conducting research into attitudes towards purchasing flights online and managing bookings. Would you mind helping me with some of my questions?

Great! Would you mind my recording this interview? This means I can be fully present during our conversation before I listen back to your answers later.

Shall we begin?

Part 1 – Questions

General

1. When was the last time you purchased flights online? How did it go?

2. How do you tend to search for flight online? Which platforms do you use?

Features

1. Describe to me the steps you take when searching for flights

   - What features/filter functions do you tend to use?

2. Do you tend to purchase flights on a computer or on your mobile?

   - (If computer) When might you use your mobile during the entire process? e.g. From booking to flying

Personal Experiences

1. Tell me about a **positive** experience you had when purchasing flights online

2. Can you tell me about a **negative** experience?

3. What are your greatest frustrations when trying to book flights online?

4. Have you ever had to make amendments to a booking?

   - What did you have to do? How did it go?

5. What are the 3 most important factors to you when it comes to booking with one airline over the other?

Wrap up

1. How can an airline make a booking experience enjoyable? (there may be some repetition here but I feel it's a really important question to ask)

Part 2 – Usability Test

1. Send participants to www.jet2.com (this airline's website won a usability award last year)

2. Ask them to enter a fare search for:
   - 2 adults
   - Return flights from London to Athens
   - Summer 2022
   - Cheapest possible fares
   - Pay for extra luggage

I will then get their feedback on the bookings process.

Part 2 – Usability Test