

GT Private Transfer Script

Tuesday 8th & Wednesday 9th March 2016

Introduction

1. Overview / Test of website

Introductions: You've been selected to do some testing, you'll be leading the tasks and someone will be observing taking notes. We would like to thank you for taking the time to help us out.

The session should last about 60 minutes - If it's ok with you we're going to be recording this session so that other people on the team who aren't hear today can look back over it. If I could get you to sign here we can get started.

Hand Participant Consent Form

Just a bit of background on what we'll be doing today: the team are currently working on a website that lets customers book transfers to-and-from an airport. In particular, we are looking at how customers might book multiple transfers in one go.

We're looking to see how easy the website is to use – this is a test about the website and not you, so **nothing you do is wrong**.

Just to let you know that the website is still being worked on by the developers so it's not completely finished. If you come across anything that doesn't work or you expected something else, you can simply tell me what you would prefer to see.

2. Think Aloud Protocol

As you go through the tasks, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Be as honest as possible, your comments will help make the website better for customers.

3. Ask Questions

If you have questions, just ask. I may not be able to answer them right away but it will help us to understand what's going through your mind.

Section 1 - Profile questions

I'm just going to ask you simple questions before we begin, it won't take long.

About them

- Do you use the internet regularly for personal use? Roughly, how many hours would you spend on the internet per day? What would you use it for?
- What devices do you use? [If multiple] What would you use most often?

About transport purchases

- How often would you travel abroad?
- Is it mostly for leisure or business?
- Who would normally be going abroad with you?
- What destinations would you visit mostly?
- When you're planning your trip abroad that includes flights how do you do about researching and booking transport to-and-from each airport?
- What types of websites have you used before to research or book?
- Have you ever travelled abroad and needed to book multiple transport in advance? *Prompt - say for example two or three taxi, bus or train tickets*
 - [Yes] Can you tell me more about this experience? How did you plan and book the transport? What was your overall experience like?
 - [No] Is this a type of service that you would be interested in? Why?
 - Can you imagine a situation where you might need to book multiple transport options?

Section 2 – Tasks

Thanks. Now I'm going to ask you to do some tasks. To get you used to Talking Out Loud I'd like you to read out the task before you begin. Once you're happy you can start the task. Simply say *I'm done* when you want to finish the task.

Hand Print Out For Task # 1 & Credit Card Details

Task #1 – Book 2 Return Trips

You've been asked by work to travel to Madrid for a supplier conference next week. Your boss has told you that your flight & accommodation have been booked but you need to arrange your transport. All expenses will be reimbursed.

You decide that you want to book the following transport

- 1. Return Private Transport from your home address to Dublin airport*
- 2. Return Private Transport from Madrid Airport to your hotel – The Westin Palace, Plaza de las Cortes, 7, 28014 Madrid, Spain. The conference is also taking place at your hotel so no other transport is needed. The conference starts at 11.30 on the day you arrive and lasts for two days.*

Task: *Using this information and your itinerary (below) you want to complete both bookings on this website.*

Prompt:

[Search]

- ❖ What are your thoughts about this page? What type of information do you need to provide?

[Results]

- ❖ What are your thoughts about this page? What jumps out at you first? What would you be likely to click on first?
- ❖ Can you talk me through what you see on this page, feel free to scroll up and down?
- ❖ How would you go about making a decision? What type of information is important to you when deciding?
- ❖ Once you feel comfortable with your decision go ahead and book

[Details]

- ❖ Talk me through what you're looking at? How would you go about filling out this section?
- ❖ How would you approach the second part of the task if you were at home doing this?
- ❖ What are your thoughts around the wording used in the buttons? What would you expect to happen next?

[Search #2]

- ❖ Talk me through the purpose of this page... what's your initial impression?
- ❖ What would you be likely to do first?
- ❖ How confident do you feel proceeding with your booking at this point?
- ❖ Is there any way for you to see your previously booked transfer?

[Results #2]

- ❖ Continue as you would if you were doing this at home.
- ❖ [Summary section prompt if not on previous step:] Is there any way for you to see your previously booked transfer?

[Details #2]

- ❖ Continue as you would if you were booking this at home.

[Payment]

- ❖ Do you feel you have enough information at this point to proceed with payment?
- ❖ What would you expect to happen next? What type of information would you expect to see?

[Confirmation]

- ❖ Take a minute to review the page. What are your thoughts about the information on the page, it's order and the design? Is there anything you would change about this page?

Goal:

- ❖ Can users book a multiple trips using the website & how do they go about doing this
- ❖ Can users find a summary of their multi-trip journies during the booking process
- ❖ Do they understand the overall site navigation and page structures
- ❖ Do we have all relevant information necessary to book a journey
- ❖ What type of language do they use when talking about the journies and transport options
- ❖ Can they access the checkout summary throughout the multitrip booking
- ❖ What are the potential painpoints that could come up, and at what point (i.e. flight number)
- ❖ How do they interpret the information on the confirmation page

On Completion:

- ❖ How did you find the overall experience?
- ❖ Was there anything in particular that you liked/disliked – or you would like to change?
- ❖ What are your thoughts around booking multiple trips in one go? Is this something that you would feel comfortable doing?

Task #2 – Book 2 Return Heathrow Tickets & 1 Single Private Transfer

Thanks. Now I'm going to ask you to do some tasks. To get you used to Talking Out Loud I'd like you to read out the task before you begin. Once you're happy you can start the task. Simplt say *I'm done* when you want to finish the task.

Hand Print Out For Task #2 & Credit Card Details

Your planning a trip to london with your son (6 years old) for a long weekend. You've purchased your flights and now you're researching transport options. The hotel you've booked is close to Paddington so you've decided to book Return tickets on the Heathrow Express.

Your partner will drop you both at Dublin Airport for your outbound flight. However, since your flight home is quite late, you've decided to book Private transfer from Dublin Airport back to your home address.

Task: Using this information and your itinerary (below) you want to book the following transfers:

1. Return tickets for Heathrow Express to Paddington
2. Single private transfer from Dublin Airport to your home address

Prompt:

[Search]

- ❖ What are your thoughts about this page? What type of information do you need to provide?

[Results]

- ❖ What are your thoughts about this page? What jumps out at you first? What would you be likely to click on first?
- ❖ How would you go about addressing the first part of the task?
- ❖ Talk to me about the options [heathrow express] presented. What's included with this type of ticket?
- ❖ What are your thoughts about the prices?
- ❖ Once you feel comfortable with your deicison go ahead and book

[Details]

- ❖ Talk me through what you're looking at? How would you go about filling out this section?
- ❖ How would you approach the second part of the task if you were at home doing this?
- ❖ What are your thoughts around the wording used in the buttons? What would you expect to happen next?

[Search #2]

- ❖ Talk me through the purpose of this page... what's your initial impression?
- ❖ What would you be likely to do first?
- ❖ How confident do you feel proceeding with your booking at this point?
- ❖ Is there any way for you to see your previously booked transfer?

[Results #2]

- ❖ Continue as you would if you were doing this at home.
- ❖ [Summary section prompt if not on previous step:] Is there any way for you to see your previously booked transfer?

[Details #2]

- ❖ How would you go about filling out the flight number section?
- ❖ Do you know why this field is required?
- ❖ What are your thoughts about the Additional information area? What would you use this section for?

[Payment]

- ❖ Do you feel you have enough information at this point to proceed with payment?
- ❖ What would you expect to happen next? What type of information would you expect to see?

[Confirmation]

- ❖ Take a minute to review the page. What are your thoughts about the information on the page, it's order and the design? Is there anything you would change about this page?

Goal:

- ❖ Can users book a multiple trips including heathrow express tickets
- ❖ What type of information do users need specifically around heathrow train service
- ❖ Can users find a summary of their multi-trip journies during the booking process
- ❖ Do they understand the overall site navigation and page structures
- ❖ Do we have all relevant information necessary to book a journey
- ❖ What type of language do they use when talking about the journies and transport options
- ❖ Can they access the checkout summary throughout the multitrip booking
- ❖ What are the potential painpoints that could come up, and at what point (i.e. flight number)
- ❖ How do they interpret the information on the confirmation page

On Completion:

- ❖ How did you find the overall experience?
- ❖ Was there anything in particular that you liked/disliked – or you would like to change?
- ❖ What are your thoughts around booking multiple trips in one go? Is this something that you would feel comfortable doing?

Open survey website

Press stop on recording when participant finishes survey

Verify recording captured

Clear cache & prep for next participant