

Depth Interview

Intro

Hi and thanks for helping out today.

So what I'm doing is basically a bit of research to do with booking flights online and the methods and platforms we use to do so on.

I'm talking to people like yourself in order to identify any issues, that if fixed would make the experience of booking flights a bit easier.

Based on your feedback I'm hoping to pinpoint some key areas to improve upon in the future.

The session should take around 20 minutes or so and if it's alright with you I'm also going to be recording this using the laptop in front of you. The recording will only be used for notetaking purposes and won't be seen by anyone outside of the team.

Personal Questions

I'm going to start with some basic background questions..

- Where do you live?
- Do you work and if so, what is your occupation?
- How do you access the internet?

Do you use the internet at home? Work? On your phone?

Do you own a laptop, desktop, or both?

Do you have broadband?

- Do you use apps on your smartphone?

What sort of apps do you use?

Can you describe why you use the apps?

Travel App Usage Habits in General

What sort of traveling do you typically do?

- Do you travel for business or leisure?
- How often do you fly?
- Where would you normally travel?
- How do you book the flights?
- Did you look at home, work, on the go?

Approach to booking flights

Where do you normally book your flights (which specific apps, sites, company)?

- Why do you use_____?
- Did you visit any other sites or apps? Which ones?
- Are there any reasons you might use one platform over the other, ie; website vs app?
- Do/ Why do you use comparison sites?
- What aspects do you compare? Prices, dates etc.
- Is this something you always do when booking a flight?
- What are the most important aspects to consider when booking flights?

Specific Recent Examples

When was the last time you booked a flight online?

- Can you describe the process the last time you booked?
- Where and why were you traveling?
- How long before did you plan to travel?
- Did you book on 1st visit or were there multiple visits to the same or to different sites/ apps?
- Why? What were you checking before final booking?
- Did you just use website/ app or a combination?
- How long did the overall process take before final booking?

On this occasion, how many people were travelling?

- Did you book as one or book separately?
- What specific information did you share and discuss?
- How did you communicate between passengers? Phone, face to face, Facebook etc?

- How did you share flight options/ prices/ dates?

Overall, how did you find the experience last time you booked your flights?

End