

Project 2

Depth Interview Script

Thank for helping out today.

Scheduled session to last approximately 60 minutes.

Explain setup and how session will work.

I am responsible for conducting some customer research on the Ryanair website. I am trying to identify issues that could be changed to make the website easier to use. Talking to people like you and based on the feedback we hope to pinpoint areas for improvement.

Explain setup:

I will be asking you questions about your experience booking flights online. John will observe the session and take notes. Camera and microphone will be recording this interview. Recorded for note taking purposes – footage will not be shared with anyone outside of the team. Any questions?

Questions:

What is your occupation?

Where do you live?

How do you access the internet?

Do you have broadband?

Do you use apps on your phone?

If so, what sort of apps?

What sort of travelling do you typically do?

How frequently do you fly?

Where do you usually fly to?

How do you book flights?

Do you usually book directly through the company website? Do you use aggregator websites?

Which type of website do you usually prefer and why?

Describe the last time you booked a flight online

When did you make the decision to travel?

What airline did you book with?

What was the most important aspect when booking the flight?

Try and describe how you came to choosing the final destination, dates etc.

Did you compare prices of flights to the destination?

What airlines was it between in the end?

How many people were travelling with you?

Did you book for everyone or just yourself?

What communication took place between yourself and the other travellers at the time of booking?

What was discussed?

Was pricing talked about?

How were flight options shared between the group?

What specific information was shared and discussed?