

**Project 1**  
**Airline Website | Usability Test**  
**Recruitment Screener**

**Recruitment objectives:**

**Overall goals**

- 2 x participants
- One-on-one in-depth interviews
- 21<sup>st</sup> October 2019
- Randalstown, Co. Antrim

**Demographic profile**

- Minimum 1 x female
- Minimum 1 x male
- Preferably aged 25-34 years old

**Product history**

- Minimum 2 x booked flight online within past 12 months
- Minimum 2 x booked flight online with Airline Company

**Web and smartphone savvy**

- Minimum 2 x have home broadband and WIFI
- Minimum 2 x own a smartphone and use smartphone apps
- Minimum 2 x go online every day
- Minimum 2 x purchased goods or services online within past month
- Note: we will not accept participants who are not confident online

**Research details**

About the research:

- Sessions will be for 60 minutes maximum

- Participants will receive a £25.00 gratuity

**Location and contact:**

- All tests take place at Sinead Mclvor's home office
- Contact: Sinead Mclvor
- Phone: 077 2453 9511
- Please call Sinead when you arrive at the front door

107 The Meadows

Randalstown

Co. Antrim

Northern Ireland

**Timetable**

<b>Time</b>	<b>Name</b>	<b>Phone</b>
17:30	Conner	078 6535 4857
19:00	Clare	077 6982 5682

Note: please allow at least 15 minutes between sessions