

Airline Website | Usability Test

# Recruitment Screener

# 1.0 Recruitment objectives

## Overall goals

- 5 x participants
- One-on-one in-depth interviews
- Date: \*\*/\*\*/\*\*
- Dublin city centre

## Demographic profile

- Minimum 2 x female
- Minimum 2 x male
- Minimum 1 x 25-34 years old
- Minimum 1 x 35-44 years old
- Minimum 1 x 45-54 years old

## Product history

- Minimum 5 x booked flight online within past 12 months
- Minimum 5 x booked flight online with airline website directly

## Web and smartphone savvy

- Minimum 5 x have home broadband and WIFI
- Minimum 5 x own a smartphone and use smartphone apps
- Minimum 5 x go online every day
- Minimum 5 x purchased goods or services online within past month
- Note: we will not accept participants who are not confident online

## 2.0 Research details

### About the research:

- Sessions will be for **60 minutes** maximum
- Participants will receive a **€50 gratuity**
- Participants may be asked to complete a short pre-task. This is to be confirmed.

### Location and contact:

- All tests takes place at UXTraining office in the Guinness Enterprise Centre
- Contact: Colman Walsh
- Phone: +353 86 555 5555
- Please call Colman when you arrive at the front door

**UXTraining**  
Guinness Enterprise Centre (GEC)  
Taylor's Lane  
Dublin 8



## 3.0 Timetable

Time	Name	Phone
09:00		
10:30		
12:00		
14:00		
15:30		

18 July 2018

Note: please allow at least 15 minutes between sessions