

Magic Your Way Paper Prototype Testing Respondent Screener

Location

**North Hollywood
Suite 100 "Glass" & Suite 120 "Bubbles"
November 20, 2006**

Interview	Date	Time	Incentive
1 - Glass	11/20/06	9:00 - 9:45 a.m.	\$75
2 - Glass	11/20/06	10:00am - 10:45 a.m.	\$75
3 - Bubbles	11/20/06	11:30am - 12:15 p.m.	\$75
4 - Bubbles	11/20/06	12:30pm - 12:45 p.m.	\$75
LUNCH	LUNCH	12:45pm - 1:15 p.m.	LUNCH
5 - Bubbles	11/20/06	1:30pm - 2:15 p.m.	\$75
6 - Bubbles	11/20/06	2:30 p.m. - 3:00 p.m.	\$75
7 - Bubbles	11/20/06	3:15 p.m. - 4:00 p.m.	\$75
8 - Glass	11/20/06	4:30 p.m. - 5:15 p.m.	\$75
9	11/20/06	FLOATER - time TBD	\$75
10	11/20/06	FLOATER - TBD	\$75

Recruiting Specs:

A total of 8 completed interviews. Recruit 10 for 8 to show. All respondents should have the following characteristics:

- All will access the Internet regularly with High-Speed connection
- All will be the travel planner of the family
- All will be interested in taking their kids to WDW
- All will be familiar with researching travel on the internet

The following script & questions are intended as guidelines to help the "Magic Your Way" Team invite our most desirable Guests to assist in web site prototype user research.

The questions on the following pages are designed to verify that the Respondents chosen are representative of the ideal user population.

Hi, my name is Ashley Tarnow from The Walt XXXX Company and I would like to speak with _____ (potential respondent's name). We are calling on behalf of our website design team who is looking to enhance our XXXXworld Site. This is not a sales call and I can assure you that no one will try to sell you anything as a result of our conversation today. I have a few research questions to ask about you and your XXXX experience. You may be a perfect candidate to help us in enhancing our website. May I ask them now?

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Screening Questions

- Q1. Do you, or does any member of your immediate family, work currently, or in the past, in any of the following industries?**
- A. Market Research, Advertising or Public Relations Agency **Terminate**
 - B. Web site design or development company **Terminate**
 - C. None of the above **Continue**
- Q2. Have you ever been to XXXXworld in Orlando, Florida?**
- A. No **Continue**
 - B. Yes **Continue**
- Q3. In the past 5 years, have you been to XXXXworld in Orlando, Florida?**
- C. No **Continue**
 - D. Yes **Terminate**
- Q4. Are you interested in visiting XXXXworld anytime soon?**
- A. No **Terminate**
 - B. Yes **Continue**
- Q5. Which of the following ranges includes your age?**
- 24 and under **Terminate**
 - 25-34 **Continue**
 - 35-39 **Continue**
 - 40-44 **Continue**
 - 45-49 **Continue**
 - 50-54 **Terminate**
 - 55 and over **Terminate**
- Q6. Do you have children?**
- A. No **Terminate**
 - B. Yes **Continue**
- Q7. Would your XXXXworld vacation include your children?**
- A. No **Terminate**
 - B. Yes **Continue**
- Q8. What is the connection speed you use most often when connecting to the Internet?**
- A. Dial-up (56kbps, 33.6 kbps or slower) **Terminate**
 - B. High Speed (cable modem, DSL, ISDN, Satellite, etc.) **Continue**
 - C. Don't Know (probe further) **Terminate**

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Q9. Do you use the Internet to research your family vacations and travel opportunities?

- A. No
- B. Yes

Terminate
Continue

Q10. Are you the family member who researches the family vacations?

- A. No
- B. Yes

Terminate
Continue

Q11. What is the range of your household income status?

- A. Below 50K
- B. 50K-59K
- C. 60K-69K
- D. 70K-80K
- E. Above 80

Terminate
Continue
Continue
Continue
Terminate

IF RESPONDENTS QUALIFY ON ALL OF THE ABOVE, INVITE TO PARTICIPATE.

We would like to invite you to participate in our user research 11/20/06. The session will begin promptly at insert time and will take no more than 60 minutes. We ask that you plan on arriving at least ten minutes before the session begins so that you can be comfortable before we start. Also, we ask that you bring any prescription glasses that you may wear while working at a computer or reading. Please note that you will be audio and video recorded during the session.

You will be paid TBD for your participation.

If you will not be able to make this appointment be sure to call me at 818-623-2713 because I will need to find a replacement.

NAME: _____

EMAIL: _____

TELEPHONE (day): _____

TELEPHONE (eve): _____

TELEPHONE (cell): _____

Directions to Prototype Research:

The research will take place at:

XXXX North Hollywood

5161 Lankersheim

North Hollywood, Ca. 91601

If you need help locating this building, please contact Ashley Tarnow at (818) 623-2713.

Terminate Scripting

Thank you for your time today. Unfortunately you do not meet the criteria we are looking for to conduct our user research at this time. However, would you like us to contact you for future testing opportunities?