

CL Hassle Free Usability Testing
Respondent Screener
12/12/06

Recruiting Specs

A total of 7 completed interviews. Recruit 9 for 7 to show.

Respondents should have the following characteristics:

- All will access the Internet regularly with High-Speed connection
- All use the Internet to research and book travel
- All will fall within the ages of 25 to 69
- Screen and invite the primary computer user (travel researcher), but inviting the couple is okay too -- this is at respondents' discretion
- At least 2 interviews should be traveling with children between 0 and 3 years of age
- Recruit 4 who have booked shore excursions online
- All Recruits will have booked a Land/Sea Package, sailing on 12/14/06

Respondent should also be articulate and well-spoken both in terms of mastering the English language and enunciation of their words.

Recruiters Intro

Hi, am I speaking with ([potential respondent's name](#))? My name is Ashley and I am calling from the Walt XXXX Company on behalf of XXXX Cruise Line. We are designing a new section of our website and I was hoping that you might be a good candidate to participate in our study. 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. I have a few questions to ask you about your upcoming cruise. May I ask them now?

1. **Record gender?** (*if possible recruit 5 of one sex and 4 of the other*)
 - a. Male
 - b. Female

2. **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. Entertainment, Television, Radio, or Newspaper **Terminate**
 - c. Cruise line Industry **Terminate**
 - d. Web site design or development company **Terminate**
 - e. Hotel or hospitality industry **Terminate**
 - f. None of the above **Continue**

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3. **What industry do you work in?** [Record](#) _____
4. **When was the last time, if ever, that you participated in a personal interview or focus group for market research purposes?**
- a. Never [Continue](#)
 - b. 6 months ago or longer [Continue](#)
 - c. Less than 6 months ago [Terminate](#)
5. **How frequently do you use the Internet - not including the time you spend checking & composing email? By using the Internet, we mean, go online for research, purchases, exploration of products, topics and interests.**
- a. Daily [Continue](#)
 - b. A few times a week [Continue](#)
 - c. Around once a week [Continue](#)
 - d. A few times a month [Terminate](#)
 - e. About once a month [Terminate](#)
 - f. Less than once a month [Terminate](#)
6. **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 [Terminate](#)
7. **Do you use the Internet to research and plan your vacations?**
- a. Yes [Continue](#)
 - b. No [Terminate](#)
8. ***Did* you use the Internet to reseach and plan this vacation?**
- a. Yes [Continue](#)
 - b. No [Terminate](#)
9. **Did you use the Internet to book this cruise?**
- a. Yes [Continue](#)
 - b. No [Continue](#) (*If no, go to #13*)

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10. **Are you and your family traveling with others? By others we mean friends or family in other staterooms.**

- a. Yes [Continue](#)
- b. No *(if no, go to #13)* [Continue](#)

11. **Did you book multiple staterooms when you made your online reservations?**

- a. Yes *(if yes, go to #13)* [Continue](#)
- b. No [Continue](#)

12. **Did you call the Call Center for assistance with linking/connecting your staterooms?**

- a. Yes [Continue](#)
- b. No [Continue](#)

13. **Did you use the Internet to book any of your shore excursions, Palo dinner reservations or Spa Treatments?**

- a. Yes [Continue](#)
- b. No [Continue](#)

If **NO**, ask, "Why not?"

[Record](#) _____

If **YES**, ask, "How was that experience?"

[Record](#) _____

14. **And for the last question, if applicable (they booked on line) describe your experience with booking you XXXX Cruise online.**

Invitation to Prototype Testing

We would like to invite you to join us on December 12th at the XXXX's Contemporary Resort to review some web site pages we are in the process of designing. The discussion will take no more than 1 hour of your time and as our way of saying "Thank You" for your help, we will give you **\$75 in the form of a XXXX Gift Card (FLOATERS: \$125 in the form of a XXXX Gift Card)** that can be used anywhere in Walt XXXX World Resort, XXXX Cruise Line & XXXXShopping.com

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Would you available to join us at ([select time](#))

Please remember to bring any reading glasses you may need when using the computer. If you should have an emergency, be sure to call us at ([insert cell phone #](#)) because we will need to find a replacement.

NAME: _____

EMAIL: _____

XXXX RESORT: _____

TELEPHONE (cell): _____

Interview	Date	Time	Incentive
1	12/12/06	9:00 am – 9:45 am	\$75
2	12/12/06	10:00 am - 10:45 am	\$75
3	12/12/06	11:00 am - 11:45 am	\$75
LUNCH	LUNCH	11:45 am – 12:30 pm	LUNCH
4	12/12/06	12:45 pm – 1:30 pm	\$75
5	12/12/06	1:45 pm – 2:30 pm	\$75
6	12/12/06	2:45 pm - 3:30 pm	\$75
7	12/12/06	3:45 pm – 4:30 pm	\$75
8	12/12/06	FLOATER – Time TBD	\$125
9	12/12/06	FLOATER – Time TBD	\$125

If asked:

- Yes, they can bring spouse — **but** not if the spouse or family member is Cast.
- No transportation is provided other than XXXX Shuttles.

Terminate Scripting

Thank you for your time today. Your input will help us get to know our Guests better. We hope you have a very magical time at **Walt XXXX World®** Resort and on your cruise.