

User Research Matrix				
SAMPLE TYPE		TYPE A	TYPE B	TYPE C
		People who travel frequently for official purposes	People who travel to meet personal needs and not leisure	People who travel for trips and leisure getaways
<u>Sample Size</u>		2 Megha Sisodia Shridhar Dev	2 Shruti Akash	2 Alpika Manik
<u>Notes</u>		They could be from any age group / gender Independent of frequency of travel	They could be from any age group / gender Independent of frequency of travel	They could be from any age group / gender Independent of frequency of travel
	<u>Intent-</u> Travel patterns			

User Research Matrix				
SAMPLE TYPE		TYPE A	TYPE B	TYPE C
		People who travel frequently for official purposes	People who travel to meet personal needs and not leisure	People who travel for trips and leisure getaways
	<u>Script-</u> - <i>When was the last time you travelled by air? For which purpose? office, personal etc</i> - <i>How frequently you travel by air? For which kind of purpose? Out of these how much many are group travel instances like with family / spouse / friends etc?</i> - <i>How much in advance you book tickets?</i> - <i>Do you book the air tickets for yourself or someone else does for you? If someone else then who?</i> 4 - <i>When do you usually get into a thought that you should get a boarding pass? Right while you are entering the airport or a couple of days before the day of travel?</i> - <i>How you generate your boarding pass/ or do checkin? At the airlines counter or self serve kiosk or web checkin or someone else generate the boarding pass for you?</i> - <i>How frequently you travel internationally?</i> - <i>How many times it has occurred to you that your aircraft in domestic travel happened to be a dreaminess or Boeing 700 series?</i> - <i>How often you travel in group (colleagues, family, friends etc)</i>			
	<u>Intent-</u> Patterns on seating preferences			

User Research Matrix				
SAMPLE TYPE		TYPE A	TYPE B	TYPE C
		People who travel frequently for official purposes	People who travel to meet personal needs and not leisure	People who travel for trips and leisure getaways
	<u>Script-</u> - Take me through the process and concerns of booking an air ticket. - Take me through the process and concerns of selecting a seat. - HAs it ever occurred to you that you have forgotten to book / select seats beforehand and been allocated a seat that you didn't like? - Do you ask the staff member at the counter to book a particular type of cabin seat for you? If yes then what kind seat(s) you prefer? 1st preference, 2nd preference, 3rd pref, 4th pref - How many times have you opted for paid seats? What kind seats were these? Why you chose them over regular free ones? - Any kind of seats or flight cabin areas are a big no for you? If you are auto allocated seats in those areas then what will you do? - Has legroom ever been a consideration while you choose seats? If yes then what kind seats you feel solve the legroom issue? - Choose 1- seats towards first half of the flight, seats in the middle, seats towards the rear of aircraft. Any reason for the choice you made?			

User Research Matrix				
SAMPLE TYPE		TYPE A	TYPE B	TYPE C
		People who travel frequently for official purposes	People who travel to meet personal needs and not leisure	People who travel for trips and leisure getaways
	<u>Intent-</u> Persona - Location - Financial quotient			
	<u>Script-</u> - <i>What is your role in the firm?</i> - <i>Gender (based on voice)</i> - <i>Age group 20-30, 31-40 etc</i>			
	<u>Intent-</u> Painpoints (if any)			
	<u>Script-</u> - <i>Do you feel any issues while doing web-checkin? If yes then what are they?</i> - <i>Do you have any issues with the way cabin seats are allocated by the airlines? Any suggestions?</i>			