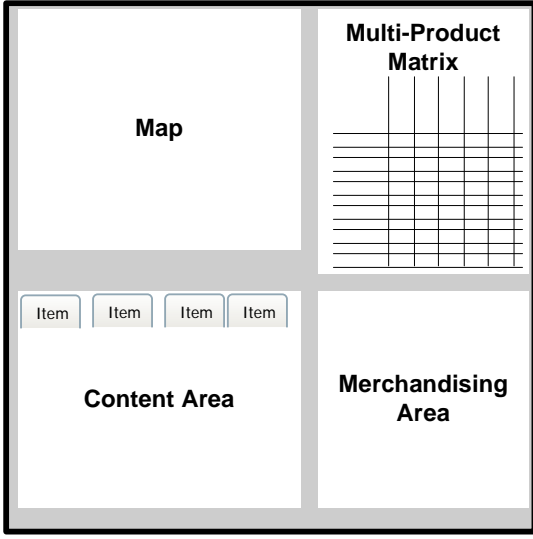


Interactive Drill Down Usability Study June 2005



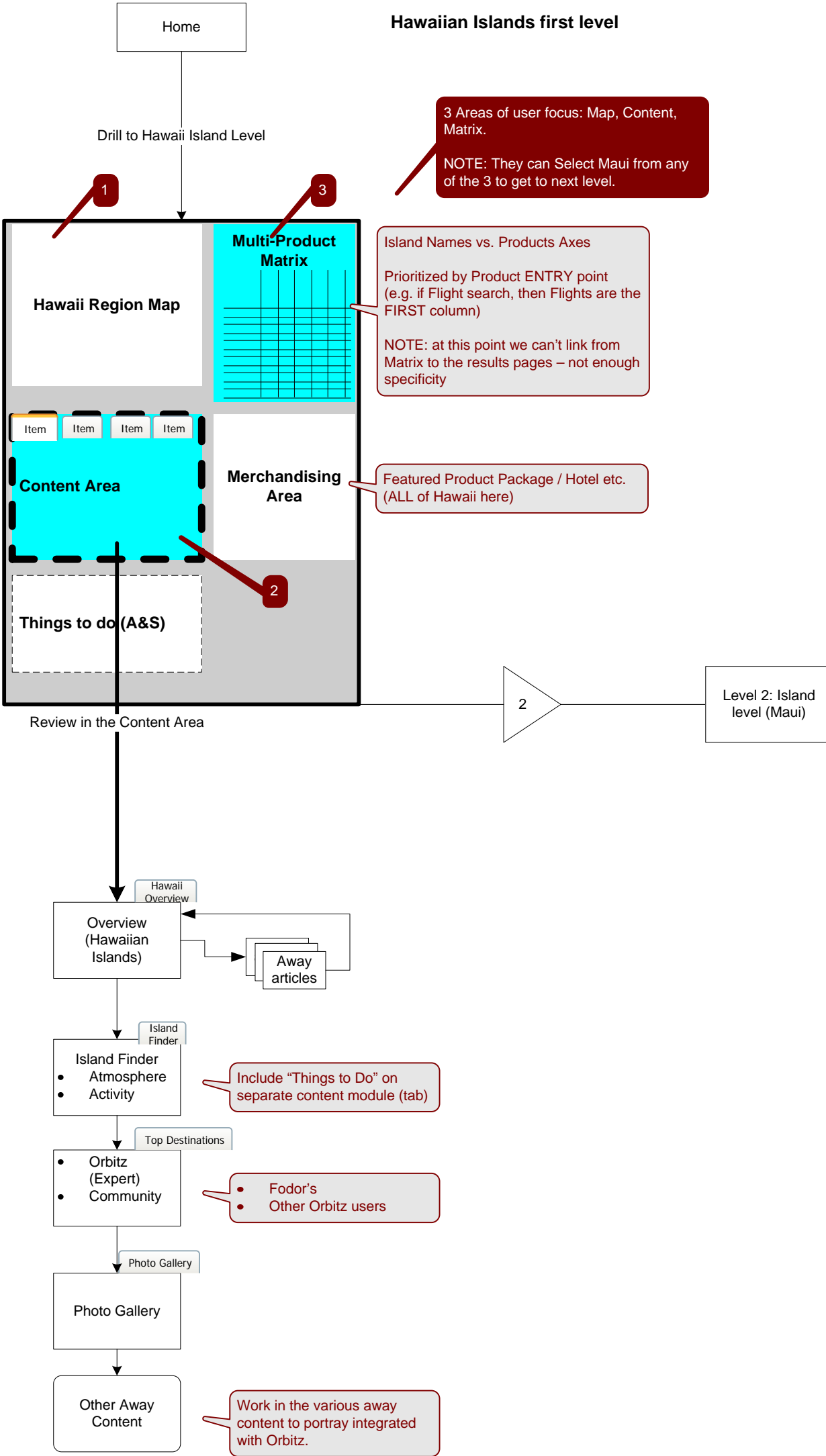
Test Goals:

- Test the 4 quadrant design for drill down :
 - Hawaii
 - Maui
 - Kaanapali
 - Hotel
 - Flight
 - A&S
 - Cars

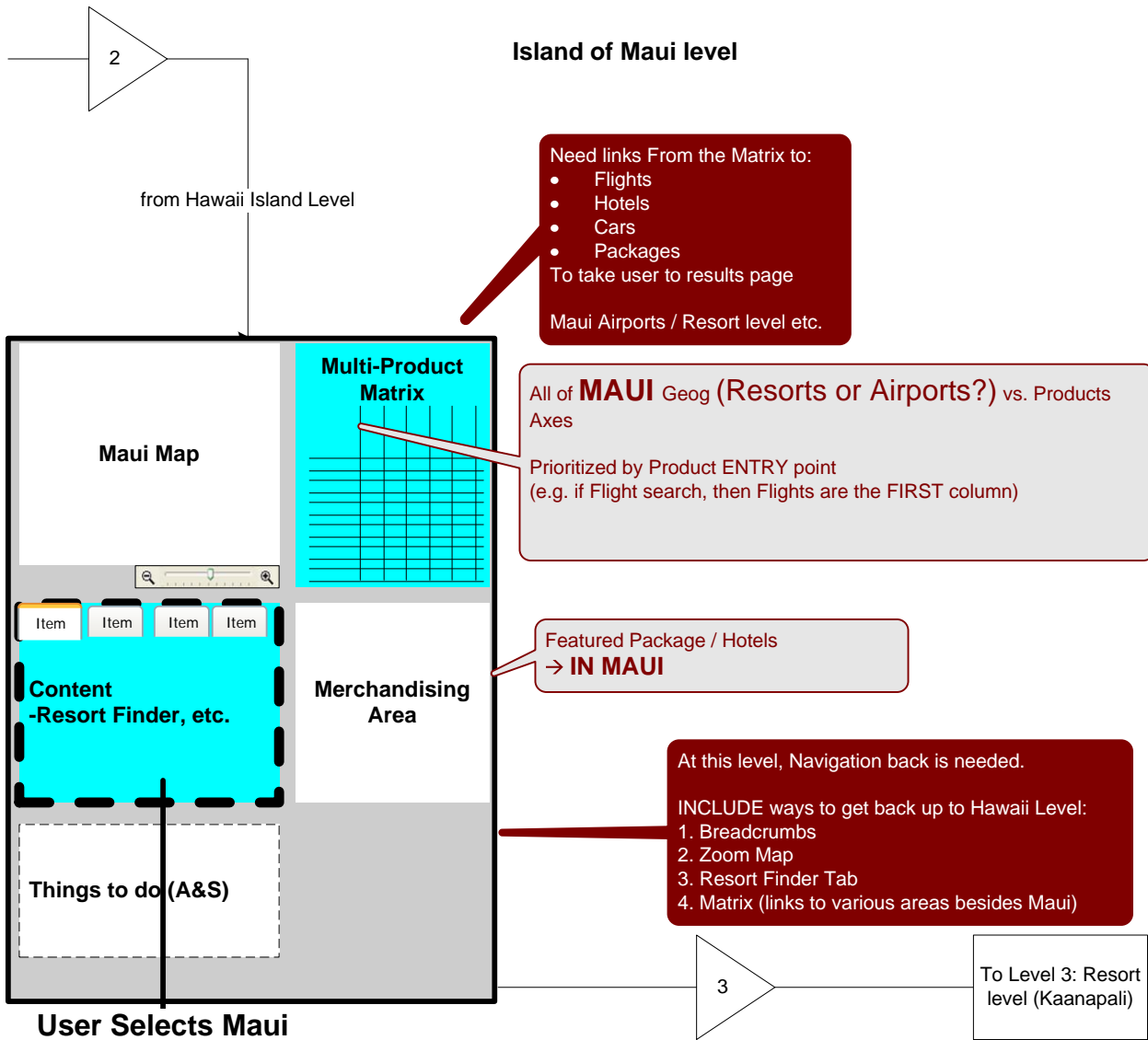
Narrative Guide



1. Suppose you are using Orbitz.com to plan travel to Hawaii. The first thing you decide to do is get info about the island. How would you do that?
 - > Stay on Hawaii page <-
2. Now that you've explored, how would you choose a particular island based on your interests of: Whale Watching and Mountain Biking.
 - > Still at the Hawaii Overview level, Use Island Finder & Away Content <-
3. What if Price was your primary concern, how would you select where to go?
 - > Use Multi Product Matrix From \$xxx <-
 - > User views island via:
 1. Map
 2. Content Area
 3. Multi Product Matrix to Select <-
4. Now you are viewing a map of Maui, how would you plan a trip (flights, hotels, etc) to a specific city <Resort area>. You want to hear what others have to say about good hotels and what is fun. Explore how to select a great place to stay for your honeymoon that has a unique pool area.
 - 4a. Select an area in Maui.
 - 4b. Select where to stay.
 - 4c. Round out your trip <flight, car, attractions>
 - > We want them to explore Content and Product matrices. They can see various "planned resort areas" of the island. The Map, The Multi Product Matrix, and the Content areas all touch on these 3 resort areas. <-
5. Let's say you've changed your mind and want to see other places in Maui.
 - > Navigate to the Maui level <-
6. Let's say you just got email from a friend that there are better helicopter tours on Wailea. How would you check that out using Orbitz.com
 - > Navigate to the Hawaii level <-
7. Ok, now get back to where you were, looking at that island.
 - > Navigate to the Maui level <-



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Narrative Guide

4. Now you are viewing a map of Maui, how would you plan a trip (flights, hotels, etc) to a specific city <Resort area>. You want to hear what others have to say about good hotels and what is fun. Explore how to select a great place to stay for your honeymoon that has a unique pool area.

4a. Select an area in Maui.

4b. Select where to stay.

4c. Round out your trip <flight, car, attractions>

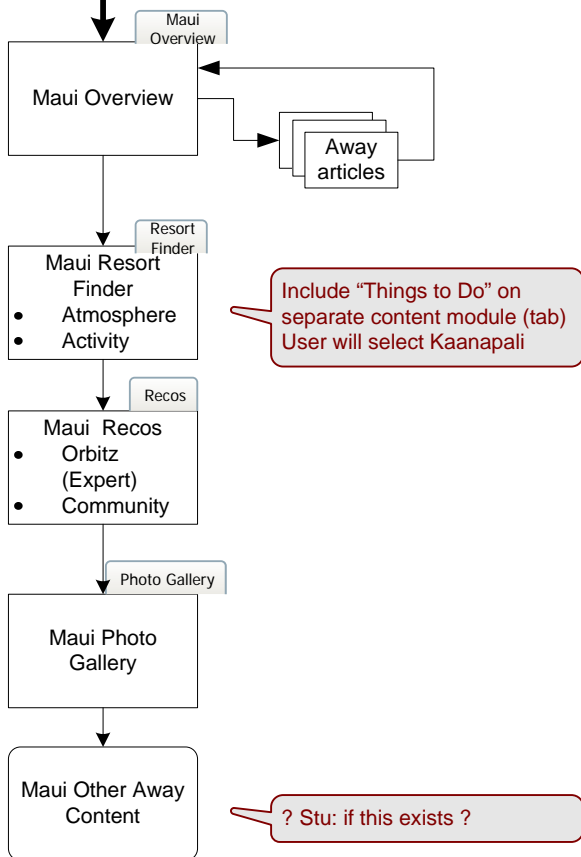
→ We want them to explore Content and Product matrices. They can see various "planned resort areas" of the island. The Map, The Multi Product Matrix, and the Content areas all touch on these 3 resort areas. ←

5. Let's say you've changed your mind and want to see other places in Maui.

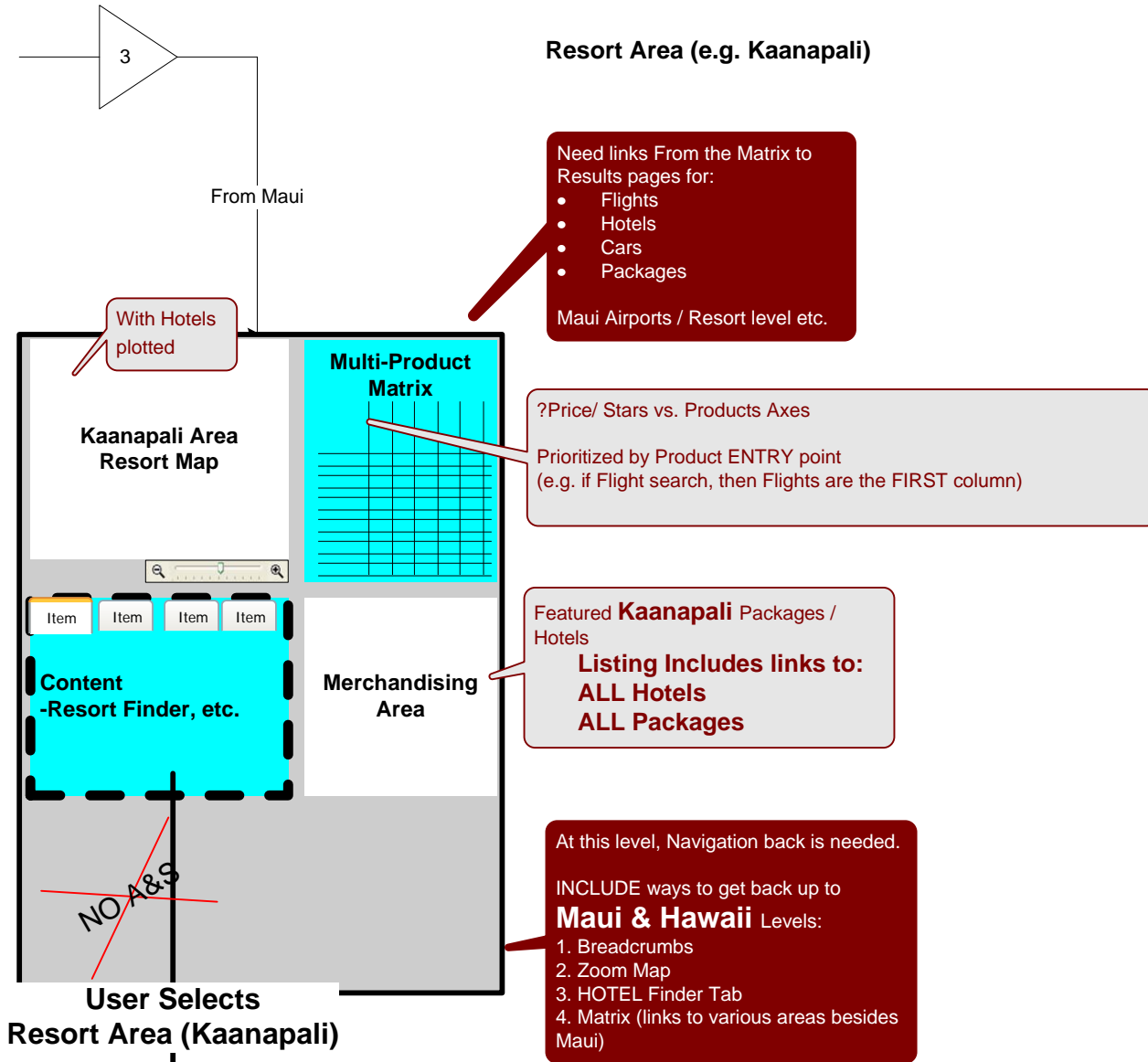
-> Navigate to the Maui level <-

6. Let's say you just got email from a friend that there are better helicopter tours on Wailea. How would you check that out using Orbitz.com

-> Navigate to the Hawaii level <-



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Narrative Guide

- 4a. Select an area in Maui.
- 4b. Select where to stay.
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