

USABILITY EVALUATION and ACCESSIBILITY

IMD-445

Spring Qtr. 2006

Assignment #2

Focus Group Guide

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General Information

The Six Flags Theme Park is an amusement park aimed at a variety of different groups with different needs and expectations. The Six Flag website is also aimed at these same groups in order to attract them to the amusement park. The groups range in age, and have somewhat unique reasons to visit the park. A single focus group will attempt to target and gather information from all user groups, ranging from 6-8 individuals.

The focus group is designed to attract people ages 12 to 40 years old. Six Flags is a park designed for young adults and older adults who are still kids at heart. Older adult individuals are either a parent, are associated with school staff, or are youth group leaders. The purpose of the website draw the older adults into visiting the park for a special function or occasion, or just for a family outing. These individuals would have to visit the site in order to find their specific information, which would help them plan their visit.

The goal of this focus group is to gather up data on what specific needs and capabilities these individuals are looking for when they visit the website. This could be anything ranging from finding out scheduled events that Six Flags is conducting, to finding out about group rates on tickets to the amusement park. The goal is also to find out what would attract them to website and make them use the site rather than using the conventional way of the phone. Another goal is to find out what would make them excited or more interested in visiting the park, after going to the website.

Facilitation Guide

Good morning / afternoon everyone! My name is Amber Abreu / Zandy Brice / Trent Wyman. We would like to thank all of you for taking the time to participate in our survey. Your thoughts and input are greatly appreciated, so feel free to express yourself honestly. There will be no right or wrong answers, wrong ideas, nor wrong opinions.

Our discussion today will cover the following topics:

- Introductions
- Discussions on how you might currently plan a trip to a theme park (how you might begin your search, your mindset, attitude, likes / dislikes, etc.)
- Examination of other types of theme park planning (online marketing)
- Demonstration of proposed additions and / or changes for the redesign of a theme park website (Six Flags Over Georgia)

Please be as open and honest as possible. We welcome your feedback, be it positive or negative. We are all individuals, and so there are likely to be times when all will not agree on the same thing. This is quite all right! No answer is wrong, and all feedback and input you have to offer is valuable. It will be from your various responses and input that we will take into consideration and address in our redesign.

In order for us to fully evaluate your responses, you will be videotaped during this session. The Art Institute Of Atlanta student design team will be the only individuals who will review these tapes. These tapes will be used solely for the purpose of drawing conclusions for possible redesign solutions for the Six Flags Over Georgia website.

O.k., there is a lot of material to cover during our discussion, so let's get started. Are there any questions before we begin? Remember that the purpose of these discussions are to focus on how Six Flags Over Georgia's website can better help you plan and accommodate your theme park needs.

Introduction (7 Minutes)

Let's quickly go around the group, person-to-person, and state your name as well as the following:

- Briefly describe any roles you may have had in arranging and / or planning group activities

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- State how frequently you use the Internet and what skill level you consider yourself to be as an online surfer or shopper.
- Tell us when did you last visit a theme park with a group of people.

Planning a Trip (20 Minutes)

Develop a realistic scenario:

Take a little time to write down the steps you would undergo in order to accomplish the following task:

“You are in charge of planning a group trip to a theme park for 10 people in two weeks. You may include any type of search option (online or other), as well as any other tools or software you might use to make your planning easier.”

Around the group:

- Have the first two people read off their lists, then ask if anyone else has any different solutions. Discuss the differences.
- Based upon your particular course of action, what was your most important step?
- How many of you chose the Internet as your primary search option for theme parks?
- Who has prior experience purchasing tickets for trips online? What was good or bad about the experience?

Proposed Trip Planning Scenario to a Local Theme Park

Worksheet Activity (Handouts & Crayons): (5 minutes)

Using a crayon, please circle the words, and / or phrases that are important for a theme park to provide online in order to effectively plan your trip.

- A. The ideal theme park website would provide me with the ability to order and pay for tickets online.
- B. The website should provide detailed information on the rides and shows such as how fast the ride is, whether it is child appropriate, duration of the ride, and height of the ride.
- C. The site should allow me to view various images of the most popular rides and attractions.
- D. The site should also offer the ability to view a calendar of events, the days and hours of operation, and the ability to plan my trip around specific events at the theme park.
- E. After purchasing tickets, the theme park provides me with an e-mail confirmation of my purchase.
- F. The website will be able to provide clear and concise directions to the theme park location, as well as additional information regarding local hotels and restaurants.

Around the group: (15 minutes)

- From each of the lines “A” through “F” of the worksheet, which word(s) or phrases did you circle?
- Which lines did you find to be the least important?
- Is there anything, which is not mentioned in those lines that you feel, should be included? And, for what reason(s)?

Facilitator Probe the following:

- Content which is crucial on making initial inquiries about the site and theme park
- What are three of the most important items or features on a theme park’s website that allow you to make a comfortable and informed decision?

Screenshot Activity (30 Minutes)

O.k., we’ve discussed the various key words and content features your ideal theme park website would provide. Now let’s have a look at several screenshots from other websites so that we can get your impressions of them. I’ll go around the group, person-to-person, and **please remember, not every person will agree on the same thing.**

- Based on the screenshot, what is your impression of the following websites?
 - Six Flags Over Georgia
 - Dollywood of Tennessee
 - Universal’s Island of Adventure in Florida
- Probe Responses
- What gives you your impression(s)?
- Firstly, referencing the site of _____ (take each site in turn)

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- If you were describing this site to a friend or colleague, how would you go about describing it? (If “would not mention” – probe for why.)
- Also Probe:
 - Professionalism
 - Innovation
 - Content Value
 - Ease of Use
 - Visual Appeal
- Based upon the screenshot, is it clear where you are currently located within the website?

Screenshot Activity Wrap-Up

- Based upon the screenshots, which site would you most likely return to again?
- For what reason(s)?

Closing (15 Minutes)

Ask the following closing questions:

- What information would you return to the site to use when you are planning your trip? Why?
- If you could give the designer(s) of a theme park website one suggestion, what would it be? (Probe each person’s suggestion)
- Are there any other questions or comments you have before we close?
- Distribute survey

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The following is a list of various questions to help us determine what may or may not be important to you in regards to researching theme parks, attractions, facilities, and ticketing options online.

Using the rating chart provided, please check the box that most closely reflects your attitude in regards to the statements below.

	No Importance	Little Importance	Important	Very Important	No Opinion
1. A theme park's website must look "fun" and have lots of color.					
2. A theme park's website must cater to older audiences.					
3. A theme park's website must offer online ticketing.					
4. For reserving or ordering tickets, a web site must accept PayPal in addition to major credit cards.					
5. A theme park's website must provide online ticketing and reservation capabilities for larger groups of people (10 or more)					
6. A theme park's website needs to offer special promotions and savings offers, which are obtainable only online.					
7. Special promotions offered at one theme park in one particular state, also needs to be offered at parks in other states as well.					
8. Major attractions such as rides should be described in detail and offered as content within a theme park's website.					
9. A theme park's website must include safety stats for each of the rides available at that park.					
10. A theme park must offer buyer stock options while displaying the current value of its shares.					
11. A theme park's web site must be viewable on a cell phone or other personal display device.					
12. A web site must include a contact list for all upper management.					
13. A company must include its history along with its bio on its corporate site.					
14. A theme park website should include a user help section.					
15. A website should consider including new technologies, even if some users have trouble grasping it.					