

User Research Report

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Researching User Experience II

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Executive Summary

More than 3.5 million patrons visit Cedar Point per year, so its website would naturally receive a lot of traffic. The satisfaction of the website's users was not known since we didn't understand the users' needs and wants. After user research was performed, it was found that users need easy and quick access to tickets and park information, as well as an organized and clear navigation system. They also want to see more pictures and new rides upfront. Taking the users' needs and wants into consideration will drive more traffic to the Cedar Point website, leading to more visitors to the park and more revenue for the Cedar Point franchise.

Research Overview

The satisfaction of the website was unknown as its users were not fully understood. Therefore, the users' needs and wants were also unknown.

To ensure that Cedar Point's website is meeting expectations and potentially drive more visitors to the site and park, we set out to answer the following question.

What are the users' needs and wants on the Cedar Point website to ensure that the site is reaching its full potential?

Research Recruitment & Methods

Research participants were recruited through personal contacts and online social media channels. Due to time constraints, other recruitment avenues were not utilized.

To be a research participant, both of the following criteria needed to be met.

- Want to visit or are planning a trip to Cedar Point
- Older than 18 and less than 55 years of age

Additional criteria that also made great participants.

- A parent or guardian of at least 1 school-aged child
- A young adult (e.g. college student) that would potentially travel to Cedar Point with friends

Two research methods were used to gather user data. Due to time constraints, other user research methods were not utilized.

- One-on-one interviews were audio recorded and scheduled ahead of time
- Electronic survey was sent out through social media channels (Facebook and Slack)

Data Analysis

There was a total of 19 research participants.

- 14 survey respondents (all in the 18-34 age group)
- 5 interviewees (3 in the 18-34 age group, and 2 in the 35-54 age group)

Multiple techniques were used to analyze the data.

- The audio recorded one-on-one interviews were transcribed into text, bucketed into summary groups, and the findings were summarized based off the groups

- A coding technique involving bucketing information into labeled and ordered groups was used for both the interviews and survey data
- Weighted ranks were used to add a quantitative measure for the overall importance of park features

Key Findings

From the analyzed research data, the following findings were identified.

- Users need tickets and other general park information front and center as it's the top reason users visit the website
- Some of the navigation tabs are not clearly defined
- Attractions are the top reason individuals visit the park, but not the website
- Users want more pictures on the website that pertain to the rides

Key Recommendations

Based off the key findings, the following recommendations are provided regarding the Cedar Point website.

- Tickets and park information are the top priority for the website and should be the first tab in the top navigation
- More pictures of rides should be added to the home page
- Add a section on the home page for new or upcoming attractions
- More live feeds should be added, including some on the physical rides, or virtual runs on the rides
- An Information Architect should be hired to perform further user research and inform you on the best approach for the navigation organization and labels

Conclusion

The needs and wants of users on the Cedar Point website have been determined based off the user research and analysis performed as part of this project. With the data, Cedar Point can make informed decisions about their website to attract more visitors to both the site and the park. This would ultimately lead to a greater revenue for Cedar Point.

Research Overview

Overview

Cedar Point attracts more than 3.5 million patrons visit Cedar Point per year, so its website would naturally receive a lot of traffic. With numbers that high, it can be assumed that the website receives quite a lot of traffic. However, the satisfaction with the overall website is unknown as its users weren't fully understood. Understanding the users of the website will provide great insight into how to make the website even better and potentially attract more users to both the website and the Cedar Point amusement park.

The Problem to be Researched

We can make assumptions about the site users, but how do we know if the site is really working for them? Because we don't understand the website's users, we don't know what they need or want.

Research Question

To effectively perform user research for the Cedar Point website, we need to understand the overarching question so that the problem could be resolved. Therefore, all our research will focus on answering the following research question:

What are the users' needs and wants on the Cedar Point website to ensure that the site is reaching its full potential?

Justification

Focusing our research on the above question provides benefits to the website and Cedar Point. The benefits are as follows:

- Identify user pain points on the website
- Understand the users' needs and wants
- More users on the website, potentially leading to more visitors to Cedar Point
- Provide a strategic foundation for Cedar Point, giving them a greater competitive advantage

Feasibility

This project will last approximately 7 weeks. Due to the time constraints of the research project, we will start recruiting a select number of individuals as research participants immediately upon approval of this project. We will determine the research plan, methods to be used, and the data analysis methods to be performed.

The research plan will be carried out for 2 weeks, and includes the physical user research utilizing the recruited participants, as well as the analysis of the data received. Findings and recommendations from the data will be provided.

Research Methods

Potential Research Methods

To successfully answer the research question, the following research methods would be most beneficial:

- Interviews
- Surveys
- Focus Groups

Interviews

One-on-one interviews is considered a qualitative research method since it can't be statistically measured and is geared more toward human perceptions and attitudes (Rohrer, 2014). It's difficult, if not impossible, to dig into user needs and wants without physically talking with them. General assumptions could be made based off observation, but assumptions can drive a project in the wrong direction since there's no statistical data to back it up. Having a physical interaction with users is the best way to get human-factored answers that you need, in this case, the needs and wants of the Cedar Point website target audience.

Surveys

Surveys is both a quantitative and qualitative research method that provides a lot of data in a short amount of time (Mercer, 2013). Although there is no direct opportunity to dig further into a user's answers, it does provide good general insight into what users are looking for. In the case of the research question, open-ended questions regarding what users need and want to see on a website could be asked. We would also want to gather some quantitative data so it can be analyzed from a statistical standpoint and support the qualitative findings, so closed-ended questions should also be included (Sharon, 2012).

Focus Groups

Focus groups are a qualitative research method that could be conducted with target users. It consists of multiple users in a group setting and conversation can be had amongst the group. This method can be good for finding user desires, thoughts, and motivations about a topic (Goodman, 2012). Like interviews, it allows the conductor to dig into certain thoughts and perceptions; however, it doesn't provide as much detail since users may not feel comfortable sharing personal thoughts or goals in front of a large group of people (Mercer, 13). There is also the concern of other people's perspectives impacting others in the group. Since it involves a large group of people, these would typically need to be scheduled far in advance depending on people's availability.

Chosen Research Methods

Due to time constraints and since we wouldn't get as much detail as one-on-one interviews, we will not be conducting focus groups. However, we will be using the other two research methods as part of this project.

Interviews

Since interviews are a great way to dig into a user's needs and wants due to the consistent opportunity to ask the user for more information or to elaborate on a particular topic, one-on-one interviews has been chosen as one of our research methods for this project. Using this method will require us to perform the following tasks:

- Produce open-ended questions to ask interviewees during the interviews
- Create an interview script that includes the interview questions
- Recruit and schedule one-on-one interviews with users that fall within the website's target audience
- Receive written consent from participants to videotape their interviews
- Conduct one-on-one interviews while following the interview script

The interview data will allow us to easily identify the target audience's needs and wants for the Cedar Point website since we will have directly asked related questions during the interviews.

Surveys

As a quantitative measure and to gather a lot of data in the short time allotted, conducting a survey has been selected as another research method we will be utilizing in this project. This method will consist of the following tasks:

- Create an online survey that consists of both open-ended and closed-ended questions
- Send electronic survey link to target users through 1 or 2 social media platforms (e.g. Slack, Facebook, etc.)
- Target users take electronic survey within a specified time frame

The data from the survey will allow us to further support the research gathered during the user interviews from both a human perception standpoint, as well as a statistical standpoint.

Recruitment

Target Audience

As part of the user research project, we want to recruit participants who would use the Cedar Point website, which would be users who either want to visit or are planning a trip to Cedar Point. With that in mind, the participants should at least meet the following criteria:

- Want to visit or are planning a trip to Cedar Point
- Older than 18 and less than 55 years of age

Other criteria that would make great participants is if they fall under one of the following:

- A parent or guardian of at least 1 school-aged child
- A young adult (e.g. college student) that would potentially travel to Cedar Point with friends

Users who are greater than 55 years of age should not be included as they did not grow up in a world surrounded by the Internet and are more likely to take an 'old-fashioned' approach (e.g. telephone or buy tickets at the gate). They're also less likely to have school-aged children.

Outreach Plan

To reach out to potential participants, we will be utilizing the following avenues:

- Existing contacts
- Social media (e.g. Slack, Facebook, etc.)

Due to time constraints, we will not be able to utilize other outreach avenues. However, the avenues identified will produce enough potential participants for this project.

A survey will be electronically sent out through the above outreach avenues. This is one of our chosen research methods, and the data we collect will help support data from one-on-one interviews with participants.

During the outreach effort, we will note potential candidates that are interested in participating in a user research session and perform a screening process prior to scheduling one-on-one interviews.

Session Management Plan

Candidates who passed the screening process are eligible for participating in this user research project; thus, we will schedule one-on-one interviews with them. The following tasks will be performed as part of the management plan for these sessions:

1. Schedule one-on-one interviews with each eligible participant
 - Day/time of interview
 - Location of interview
2. On day of scheduled session, confirm interview with participant
3. Meet with participant on scheduled day/time
 - Participant consent for videotaping during interview
 - Follow interview guide and script

If a candidate is unable to keep their scheduled session, we will either reschedule or cancel the session.

Data Analysis Plan

Data Collection

There are several variables and types of information that we're aiming to uncover from the project research methods.

Interviews

Interviews are one of the data collection avenues for this project. The one-on-one interviews will allow us to dig into the target users' thoughts and behaviors to gather qualitative data for our research, as well as some quantitative data from task observation. Data that will be collected from interviews regarding the Cedar Point website include the following:

Category	Variable/Type of information	Reasoning
Cedar Point amusement park	Past park visits	Provides a data point for analysis and a baseline for the next interview question.
	Top reasons that users go to Cedar Point	These could be items that would draw users to the website.
Cedar Point website	Past website usage	Baseline variable. We would want to understand why users either have visited the site or what would drive them to the site.
	Reason for website use	Helps determine what is drawing users to the site.
	Likes and dislikes	Helps determine what is and isn't wanted/needed on the website and what should or should not be changed.
	What users want to see on the site	Helps determine what users are looking for on the website.
	Why users would or wouldn't use the website	Helps determine what might need to be kept the same or changed on the site.
Observation	Success rate of specific tasks	Helps identify any pain points from pure observation.
	What interest users on the site	Helps determine what users want on the site, and/or what they might use the site for.

Surveys

The electronic survey will gather both quantifiable and qualifiable data, since some of the questions would produce measurable answers while others are open-ended. The quantifiable data will be used to help support the other data that will be collected while conducting the research methods.

Data that will be collected in the surveys include the following:

Category	Variable/Type of information	Reasoning
General	Gender	Provides another data point when analyzing the data.
	Age group	Confirms the demographic of the target audience, and allows for further clustering of information, which will be helpful during the data analysis phase.
	Parent or not a parent	Same as age group. Confirms demographic of target audience, and allows further breakdown of the data, which will be helpful during analysis.
Cedar Point amusement park	Past park visits	Provides a baseline for when asking future survey questions.
	Frequency of park visits	Provides another data point when analyzing the data.
	Important park aspects	Provides supporting information regarding what might need or want on the website.
Cedar Point website	Usage of website	Baseline variable. Adds supporting information for other data collected during interview.
	Ease of use	Adds supporting information for other data collected during interview.
	Whether there's irrelevant or missing information	Adds supporting information for other data collected during interview.

Analysis Plan

Data derived from the research methods will be analyzed in a couple of ways.

Since the qualitative data we'll receive through the interviews and some from the survey is derived from open-ended questions and there are no numerical values associated with it, the social science method of *recursive abstraction* will be the best analysis method to use. This will be our main data analysis method and will involve consolidating all the qualitative data, cluster them into summary groups, and summarizing the findings based on the groupings. Thus, we can make conclusions based on the summaries.

We will also use a *coding* technique for some of the data we collect through both research methods (e.g. Gender, Age Group, etc.). This involves bucketing the information into nominal and ordinal categories (labeled groups and ordered groups). Some of the information gathered would be most beneficial in these types of groups since we would easily be able to create a visual representation of them. These representations will support the conclusions made from the recursive abstraction method.

The data and conclusions from the survey, as well as the task observation during the interviews, will help support the other conclusions made from the data analysis methods mentioned.

Findings Representation Plan

After the data analysis is complete, the findings will be represented using bulleted lists, tables, graphs and charts. Some of the conclusions from the qualitative recursive abstraction method will be shown in a bulleted list format. Since this data will be in text format, which could include several sentences, this would be the logical approach to representing it.

The findings from the coding technique will be represented using tables and/or charts and graphs (e.g. bar graph, pie chart, etc.). The categories/themes derived from this technique will be best visually represented in a way that easily displays the distinct groups that target users would typically fall under. Showing the percentage of users that fall into a specific group tells a lot about the target audience from a high-level perspective.

The quantitative data, including the success rate of the tasks from the interviews, will be represented in tables and/or charts. This representation will show the breakdown of the information, which will help support the other visual representations from the other data analysis methods.

Data Analysis

Overview of Techniques Used

To effectively analyze the data from the survey and interviews, multiple techniques were used.

The audio recorded interviews were transcribed into text and the social science method of recursive abstraction was used, which involves consolidating all the qualitative data, bucket them into summary groups, and summarize the findings based on the groupings.

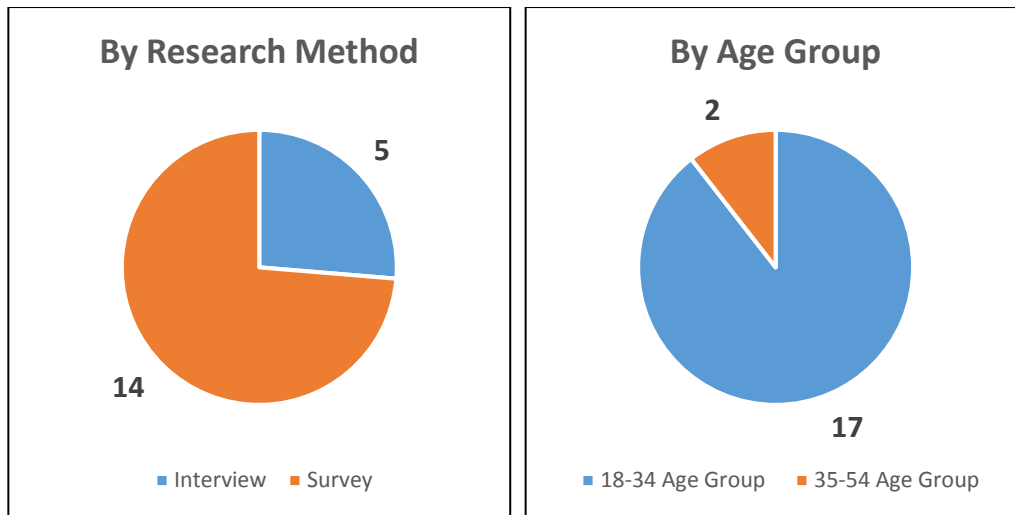
The coding technique was also utilized for some of the data from both the survey and interviews, which involves bucketing the information into nominal and ordinal categories (labeled and ordered groups).

For one data point, weighted ranks were used to add a quantitative measure for the overall importance of park features.

Analysis

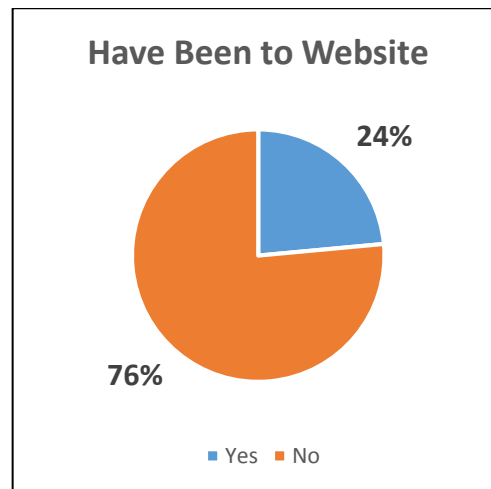
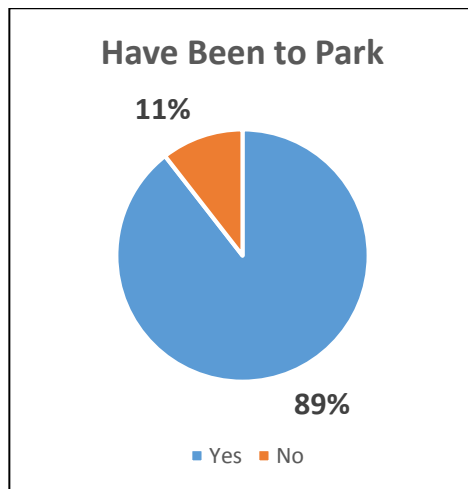
There was a total of 19 research participants: 14 survey respondents and 5 interviewees. All participants fell in the 18-34 years of age group, except for two interviewees whom fell in the 35-54 age group. The table below shows the demographics of the research participants in nominal categories.

Participants				
Participant	Research Method	Age Group	Gender	Parent
1	Survey	18-34	Male	No
2	Survey	18-34	Male	Yes
3	Survey	18-34	Female	Yes
4	Survey	18-34	Female	No
5	Survey	18-34	Female	No
6	Survey	18-34	Female	Yes
7	Survey	18-34	Female	Yes
8	Survey	18-34	Female	No
9	Survey	18-34	Male	Yes
10	Survey	18-34	Male	No
11	Survey	18-34	Male	No
12	Survey	18-34	Female	No
13	Survey	18-34	Female	No
14	Survey	18-34	Male	No
15	Interview	18-34	Female	No
16	Interview	18-34	Female	No
17	Interview	18-34	Male	No
18	Interview	35-54	Female	Yes
19	Interview	35-54	Male	Yes



Out of all the participants, only 2 had not visited Cedar Point. Out of the individuals who have visited the park, only 4 had gone to the park's website. The table and graphs below visually display this data in nominal groups.

Visited Park vs. Website		
Participant	Visited Park	Visited Website
1	Yes	No
2	Yes	No
3	Yes	No
4	Yes	Yes
5	Yes	Yes
6	Yes	No
7	Yes	No
8	Yes	No
9	No	
10	Yes	No
11	Yes	Yes
12	Yes	No
13	No	
14	Yes	No
15	Yes	No
16	Yes	No
17	Yes	No
18	Yes	Yes
19	Yes	No



Three out of the four that visited the website were looking for general park information, (e.g. ticket prices). In addition, all interviewees stated that they would visit the park in the future to find general park-related information (e.g. ticket prices). The first table below represents survey and interview participants who had visited the website in the past and the reason why they visited the website. The second table represents all interviewees and their purpose for visiting the website in the future, since this is a question that was only asked during the interviews. The social science method of recursive abstraction was used in this case since we can bucket all of the comments into a summary group

pertaining to park information. This summary group is further described in the Findings section of this document.

Purpose for Visiting Website Previously (Surveys & Interviews)		
Participant	Visited Website	Purpose for Past Visit
4	Yes	No answer
5	Yes	Park details
11	Yes	Check ticket prices
18	Yes	Ticket prices and dates

Purpose for Visiting Website in the Future (Interviews Only)		
Participant	Visited website	Purpose for Future Visit
15	No	Look at rates, calendar and hours, what's going on in the park, explains the rides
16	No	Tickets
17	No	Park information, would share with youth pastor if I wanted our group to go on a trip
18	Yes	Park hours
19	No	Hours, ticket prices

During the interviews, participants were given the opportunity to look at the Cedar Point website and were asked a series of questions pertaining to what they like, dislike, and their expectations of content on the website. Through transcription of the interviews and utilizing the social science method of recursive abstraction, as well as a coding technique, we grouped their comments into different nominal categories and summary groups. Several comments were made regarding the top navigation, and this is described more in the Findings section. In addition, website content expectations were grouped into three main categories. See tables below.

Top Navigation Comments from Interviews
I am confused about Play, Stay, and Explore. I would have to click on them.
Explore and Play should be together, or Stay and Explore since hotels and park map and directions are included. Maybe Help and Explore since talks about Jobs. Something should be combined.
The Explore button doesn't look very fun to explore.
I don't understand the difference between Explore and Play. They have Stay, but then there's hotels under Explore.
What's the point of Explore? Play is great. Explore is completely useless and it's the first one (tab).

Content Expectations of Website	
Category	Expectations
Park Information	Rates for when you go, how much it would cost
	Aimed about the park and how to get there – purchase tickets, contacting place to get tickets
	Tickets and hours should be first thing
Food	Prices of food
Rides	Newest ride
	Pictures of rides
	Pictures of people riding rides
	Pictures of the fun I'm going to have

In addition to the website, there are also many various aspects that drive users to visit the Cedar Point park. We asked participants about their purpose(s) for visiting the park. In the survey, it was a close-ended question, and it was an open-ended question in the interviews. Data from both methods are combined in the table below. (Visiting with friends was mentioned several times and is marked in the Other column.) In this case, the coding technique was used as the data from both the survey and interviews are represented in nominal categories.

Purpose of Visiting Park							
Participant	Event/Show	Attractions	Games / Arcade	Scenery / Atmosphere	Shopping	Food	Other
1			x				
2		x		x			
3		x					
4		x					
5	x	x					
6		x					
7		x					
8		x					
9							
10		x					
11		x					
12		x					
13							
14	x	x		x			
15		x		x			x
16		x					x
17		x					x
18		x					
19		x					

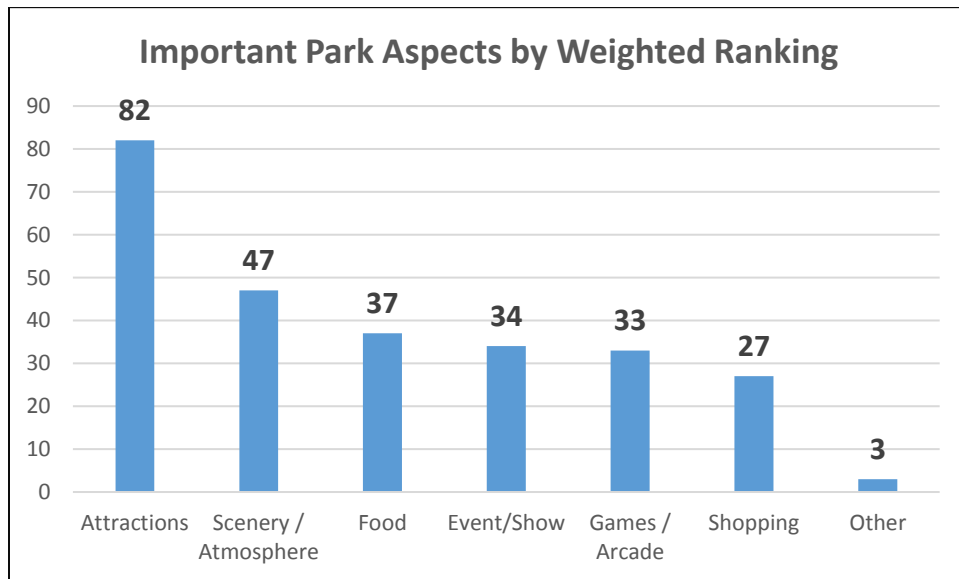
In the survey, we had asked respondents to rank how important various aspects of the park are to them with 1 being the most important and 7 being the least important. In this case, the coding technique was used as the data from the survey is represented in ordinal categories. We added weights to each ranking

(see “Weighted Ranking Key” table) and added the total weighted points to determine the highest ranked features (see “Weighted Ranking – Important Aspects of Park” table). Having weighted rankings helps us determine the quantitative measurement of the data and allows us to understand the impact from a wider target audience perspective.

Participant Ranking – Important Aspects of Park							
Participant	Event/Show	Attractions	Games / Arcade	Scenery / Atmosphere	Shopping	Food	Other
1	2	3	1	4	5	6	7
2	7	1	5	2	6	4	
3	7	1	3	2	4	6	
4	2	1	4	5	7	6	
5		1		3		7	
6	5	1	6	4	3	2	7
7	2	1	6	3	5	4	7
8	4	1	7		6	3	
9							
10	7	1		3	6	4	
11		1	2	4	7	3	
12		1					
13							
14	2	1	5	3	4	6	

Weighted Ranking Key	
Ranking	Weight
1	7
2	6
3	5
4	4
5	3
6	2
7	1

Weighted Ranking – Important Aspects of Park							
Participant	Event/Show	Attractions	Games / Arcade	Scenery / Atmosphere	Shopping	Food	Other
1	6	5	7	4	3	2	1
2	1	7	3	6	2	4	
3	1	7	5	6	4	2	
4	6	7	4	3	1	2	
5		7		5		1	
6	3	7	2	4	5	6	1
7	6	7	2	5	3	4	1
8	4	7	1		2	5	
9							
10	1	7		5	2	4	
11		7	6	4	1	5	
12		7					
13							
14	6	7	3	5	4	2	
Total	34	82	33	47	27	37	3



Findings

The main findings from the research are derived from the analysis, and include the following:

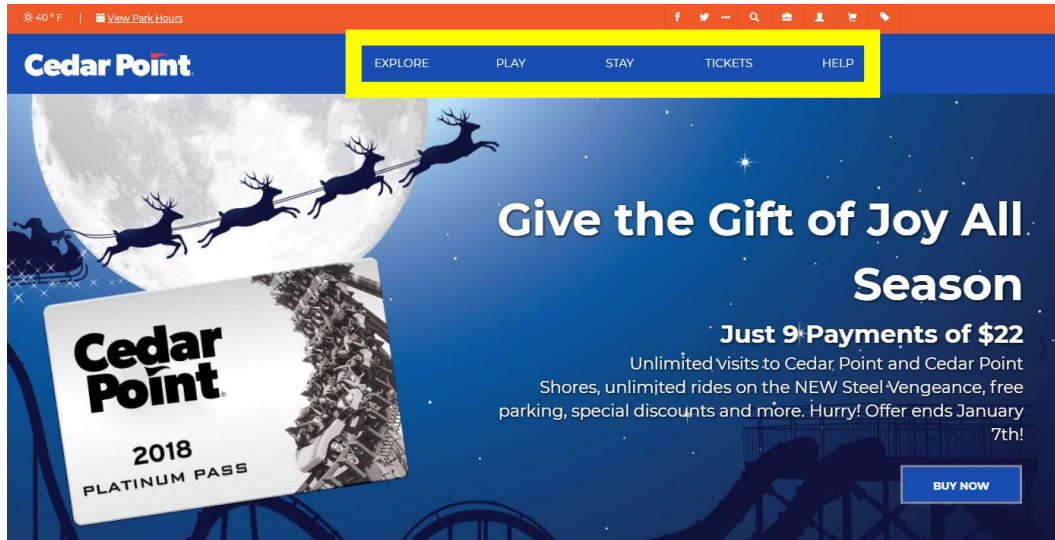
- Users need tickets and other general park information front and center as it’s the top reason users visit the website. This is evident in the data analysis as all interviewees had expressed their main reason for visiting the site in the future would be to look up general park information. In addition, 75% of participants who had previously visited the website had gone to look for park information.

Purpose for Visiting Website Previously (Surveys & Interviews)		
Participant	Visited Website	Purpose for Past Visit
4	Yes	No answer
5	Yes	Park details
11	Yes	Check ticket prices
18	Yes	Ticket prices and dates

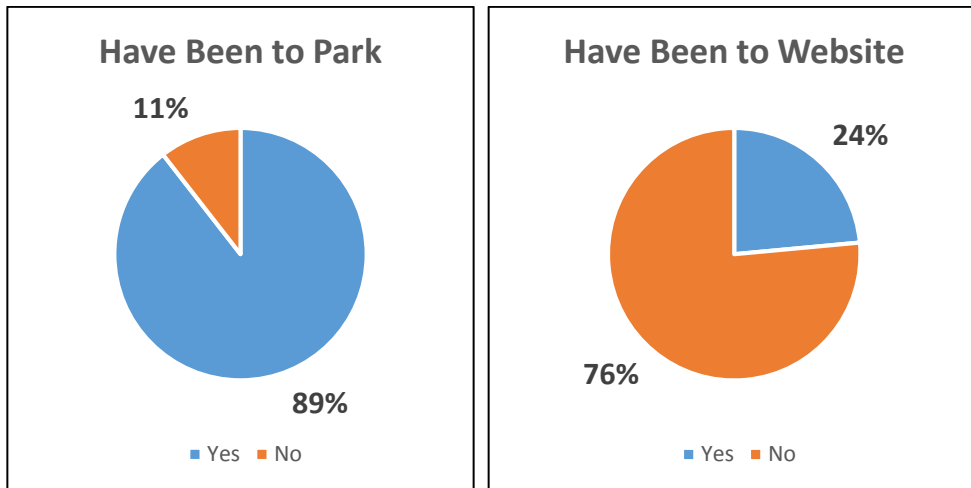
Purpose for Visiting Website in the Future (Interviews Only)		
Participant	Visited website	Purpose for Future Visit
15	No	Look at rates, calendar and hours, what's going on in the park, explains the rides
16	No	Tickets
17	No	Park information, would share with youth pastor if I wanted our group to go on a trip
18	Yes	Park hours
19	No	Hours, ticket prices

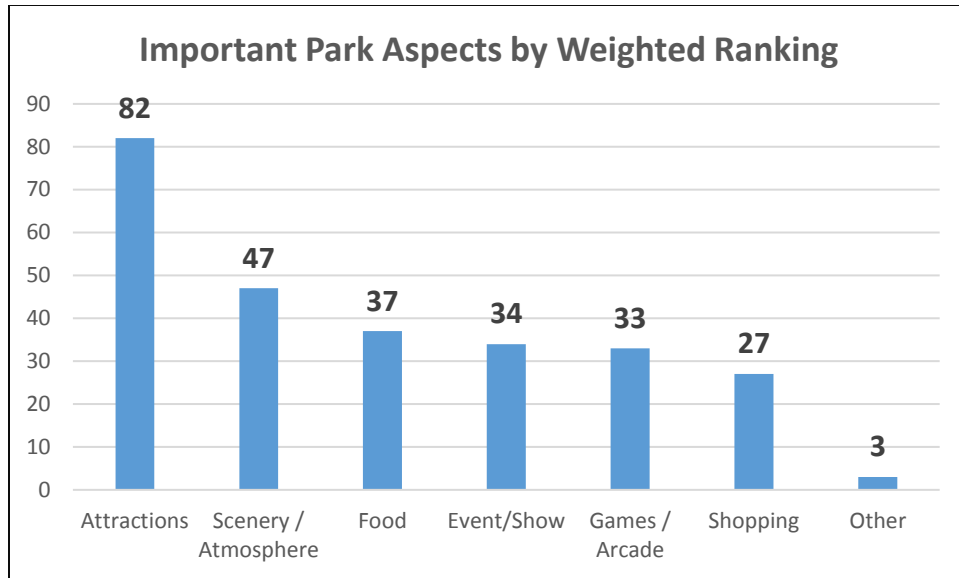
Because of this data, we can assume that park information is what drives most of the traffic to the website, so if they can't find the information, this could ultimately lead to them choosing to not visit the park or go somewhere else.

- Some of the navigation tabs are not clearly defined. There is also some content overlap and the labels are too ambiguous for users. During the interviews, the interviewees had expressed they didn't know what the difference was between the Explore and Play labels. When they clicked on each, they were unsure why some contents were included as they'd think it should go underneath a different tab (e.g. Stay). Some of the verbatim comments are included in the table below. The interviewees and their comments are a good representation of the overall target audience. The following are top navigation comments from interviewees.
 - *I am confused about Play, Stay, and Explore. I would have to click on them.*
 - *Explore and Play should be together, or Stay and Explore since hotels and park map and directions are included. Maybe Help and Explore since talks about Jobs. Something should be combined.*
 - *The Explore button doesn't look very fun to explore.*
 - *I don't understand the difference between Explore and Play. They have Stay, but then there's hotels under Explore.*
 - *What's the point of Explore? Play is great. Explore is completely useless and it's the first one (tab).*



- Attractions are the top reason individuals visit the park, but not the website. Cedar Point is known for their variety of rides and this is what drives traffic to the park. Users want to ride the rides, but don't necessarily need it front and center on the website. This is evident in the data from both the surveys and the interviews. Most research participants had visited the park, and out of those participants, only 24% had visited the website. However, the data shows that attractions is by far the main purpose and the most important aspect of the park. If this is the case, more users would visit the website if they were looking at the attractions.





- Users want more pictures on the website that pertain to the rides. Numerous interviewees had expressed that they want to see pictures of rides, people on rides, and “the fun I’m going to have.” With attractions as the main purpose for visiting the park, seeing them on the website is something they’d expect. There are pictures on the site currently, but they must be accessed by clicking on links. In addition, it was also expressed that having information and pictures of new rides is something they’d expect on the website.

Content Expectations of Website	
Category	Expectations
Park Information	Rates for when you go, how much it would cost
	Aimed about the park and how to get there – purchase tickets, contacting place to get tickets
	Tickets and hours should be first thing
Food	Prices of food
Rides	Newest ride
	Pictures of rides
	Pictures of people riding rides
	Pictures of the fun I’m going to have

Recommendations

The recommendations below are based off the data and findings from the user research, as well as pertain to the business and research goal.

- Keeping the users’ needs and wants in mind, since tickets and park information are the top priority for the website, it should be the first tab in the top navigation. This includes everything in the Tickets tab, and possibly some items from the Explore tab. This is something that users *need*, and since this is the main purpose for visiting the site, it needs to be the first thing that users see.
- More pictures of rides should be added to the home page. When users visit the site, they *want* to see pictures of rides and “the fun they’re going to have.” Currently, users must click

numerous links to see pictures of the rides; however, there should be pictures of rides on the home page so users can immediately see the fun they're going to have at the park.

- Add a section on the home page for new or upcoming attractions. Users *want* to see new or upcoming attractions, helps solidify the fact that the site's content is current. This could also drive more users to the site if they knew they could easily see new rides. This could also help drive more traffic to the park as it gets people excited about their visit.
- Since attractions are what drive users to the park, we can use this opportunity to draw more traffic to the website by building on what they *want*. Currently, ride information exists in the Play navigation tab. There are also three live feeds for the entire park. We'd recommend that more live feeds be added, including some on the physical rides. Virtual drives on the roller coasters could also add excitement and draw people in since that's the main reason users visit the park. If users knew this type of content is on the website, more users could be drawn to the site since it would include content that's related to the thing they love.
- Lastly, more user research needs to be done specifically on the navigation tabs and its contents to ensure it's organized most effectively and the appropriate labels are being used to minimize the ambiguity. This is something that both Cedar Point and users *need* since if done incorrectly, could drive users away. Therefore, we'd recommend that an Information Architect be hired to perform further user research and inform you on the best approach for the navigation organization and labels.

Conclusion

From the data analysis, it is evident that the main things that users need are easy and quick access to tickets and park information, as well as an organized and clear navigation system. An Information Architect should be hired to perform more user research and provide guidance on the website's top navigation. Users also want to see more pictures and new rides upfront on the site, and we can build on their desire for park attractions. The recommendations we've provided addresses the users' needs and wants and can lead to a more effective website. Ultimately, this could lead to more site traffic, which means more customers visiting the Cedar Point park.

Appendices

Appendix I – Data Collection Tools

Background Questions					
Participant	Age Group	Gender	Parent	Visited Cedar Point	Visited website
1					
2					
3					
4					

Ranking – Purpose of Visiting Cedar Point							
Participant	Event/Show	Attractions	Games / Arcade	Scenery / Atmosphere	Shopping	Food	Other
1							
2							
3							
4							

Ranking – Important Aspects of Cedar Point							
Participant	Event/Show	Attractions	Games / Arcade	Scenery / Atmosphere	Shopping	Food	Other
1							
2							
3							
4							

Agree Vs. Disagree – Experience with the Website					
Participant	I can easily find what I'm looking for	I can easily navigate the site	All the information I need for the park is on the site	There is information I wish was on the site	There is information on the site that is not useful to me
1					
2					
3					
4					

Appendix II – Screening Process

To screen potential participants so we only include target audience users, we will be conducting a screening process. We will ask a series of questions and depending on how the potential participants respond to those questions, they will either be eliminated or be eligible to be a participant in the user research project. Below are the script and questions we will use as part of this vetting process:

1. What age group do you fall under?

- Less than 18 years of age
- 18-34 years of age
- 35-54 years of age
- Greater than 55 years of age

If “Less than 18 years of age” or “Greater than 55 years of age” is selected, the candidate is not eligible to be a participant in this study. In this case, the below script should be read to the candidate.

“At this time, it appears that you do not fit our criteria for our target user pool. However, we greatly appreciate the time you took to meet with us today. Thank you so much!”

If others selected, continue to question 2.

2. Do you want to visit Cedar Point in the near future, or are you already planning a trip there?

If no, the candidate is not eligible to be a participant in this study. The below script should be read to the candidate.

“At this time, it appears that you do not fit our criteria for our target user pool. However, we greatly appreciate the time you took to meet with us today. Thank you so much!”


If yes, continue to question 3.

3. Do you have at least 1 child between Kindergarten and High School?

It does not matter if the answer is yes or no for this question. This would merely break down our target pool even further so we can distinguish between parents and non-parents when conducting our one-on-one interviews.

The below table would be filled in during this screening process. For a user to be an eligible participant in this project, they would need to be between 18 and 54 years of age and are wanting/planning to visit Cedar Point. Having at least 1 school-aged child is not required, but it is recommended that at least 1 or 2 participants have children.

First 2 criteria need to be yes,
third criteria is a nice-to-have



Participant Name	Between 18 and 54 years of age (Y/N)	Wanting or planning to visit Cedar Point (Y/N)	Has at least 1 school-aged child (Y/N)

Appendix III – Interview Guide

1. Have you ever visited Cedar Point?
2. Why did/do you like to go to Cedar Point? What is your reasoning/purpose for going to the park?
3. Have you used the Cedar Point website?
4. What are your goals when you visit the Cedar Point website? What would you use the site for? (Purpose, goals)
5. What do you like to do on the Cedar Point website?
6. What would expect on the Cedar Point website?

Display Cedar Point website to interviewee. Allow interviewee to play around with it before continuing interview.

7. Have you used this website before?
 - a. If yes, for what reason?
 - b. If no, what reason would drive you to the site?
8. What do you like about the site?
9. What do you not like about it?
10. Is there anything missing that you would like to see on the site?
11. Is there anything on here that you wouldn't use? Why or why not?
12. Would you use this site in the future? Why or why not?
13. What would you use it for?

Cool down

14. Any last comments or thoughts?

Tasks for interviewee to perform on the website, if participant hasn't already indicated they found them during previous questions.

15. Find the park map
16. Buy park tickets
17. Look at upcoming events
18. Find a resort/campground to stay at the park
19. Find something on the site that interest you

Appendix IV – Survey Questions

1. What age group do you fall under?
 - a. Less than 18 years of age
 - b. 18-34 years of age
 - c. 35-54 years of age
 - d. Greater than 55 years of age
2. What is your gender?
 - a. Male
 - b. Female
3. Are you a parent?
 - a. Yes

- b. No
- 4. Have you ever visited Cedar Point in Sandusky, Ohio?
 - a. Yes
 - i. How often do you visit?
 - 1. Less than once per year
 - 2. 1-2 times per year
 - 3. Greater than 2 times per year
 - ii. What is your purpose for visiting? Check all that apply.
 - 1. Event/Show (e.g. Halloweekends, light shows, etc.)
 - 2. Attractions (roller coasters, water rides, etc.)
 - 3. Games/Arcade
 - 4. Scenery/Atmosphere
 - 5. Shopping
 - 6. Food
 - 7. Other (type in)
 - iii. Rank the following with 1 being the most important aspect of the park and 7 being the least important
 - 1. Event/Show (e.g. Halloweekends, light shows, etc.)
 - 2. Attractions (roller coasters, water rides, etc.)
 - 3. Games/Arcade
 - 4. Scenery/Atmosphere
 - 5. Shopping
 - 6. Food
 - 7. Other (type in)
 - iv. Have you visited Cedar Point's website?
 - 1. Yes
 - a. For what reason? (open-ended)
 - b. Please rank the following based on your experience with the website (Agree vs. Disagree):
 - i. I can easily find what I'm looking for
 - ii. I can easily navigate the site
 - iii. All the information I need for the park is on the site
 - iv. There is information I wish was on the site
 - v. There is information on the site that is not useful to me
 - 2. No
 - b. No
 - i. Have you ever visited a different theme park?
 - 1. Yes
 - a. What theme park(s) have you been to? (open-ended)
 - b. What was your main purpose for going? (open-ended)
 - 2. No – End of survey
- 5. Additional Comments (open-ended)