

Questionnaire Data (p.1)

Airplane Travel

Age	Profession	Frequency of air travel	Reason for air travel	Choice of flight connections	Booking process	Valued aspects	Travel patterns for work trips	Travel patterns for personal trips	Would like to travel...	One thing they would like to change about their travel booking experience	One thing they would like to change about their airplane travel experience
31	Graphic designer	2-5 times per year	A bit of both	Based on best value. Based on best connection	Online booking platform (e.g. Expedia), Directly through the airline website	Best price, Service, Food	By yourself	With Friends, With your family	More	Being able to choose who I sit next to in the plane, for example based on professions or age or interests.	Having a better movie program with more interesting films, maybe have Netflix. Also having wifi on all flights would be great.
37	Accountant	2-5 times per year	Primarily holiday	Based on best value, Based on best connection, Based on my preferred airlines	Online booking platform (e.g. Expedia), Directly through the airline website	Service, Movies, Food, Space	By yourself	With friends, With your family	More	While comparison websites (e.g. Webjet) are good for scanning the range of different flights and connections, often I follow it up by visiting the airline's own website for my preferred flight (e.g. Qantas) as this can sometimes be significantly cheaper. I would like a way of seeing real prices across websites and storing/accessing these more easily.	Better water provision for long haul flights. The best services provide large bottles of water so that you don't get dehydrated. The worst don't really provide much at all.
33	Stay at home parent	2-5 times per year	Primarily holiday	Based on best connection, Based on my preferred airlines	Directly through the airline website	Movies, Games, Advance seat selection for traveling with young babies	Never	With your family	Neither more or less	I would like the booking system to more easily remember details, I too often have to type in where, when and number of passengers only for me to lose the search later on.	With a young baby I feel quite guilty when he cries - more on long haul flights. Sometimes I take him into the toilet but this isn't ideal and you don't want to take this up either. Having a designated area where I can settle him would probably ease my mind about the whole thing.
33	Software Engineer	More than 5 times per year	Primarily business	Based on my preferred airlines	Travel agent, Online booking platform (e.g. Expedia), The company's travel agent do this for me	Service, Food, Space	By yourself, With colleagues	By yourself, With friends	Less	Work have recently brought in rules relating to the pricing of flights and getting the best price. Now in order to travel with a preferred carrier I have to write a rationale for this. This annoys me as I have to do work so surely could be trusted to pick the service that supports me in this.	Less of it. Seriously, probably better processing of regular fliers on regular routes. Bit like groundhog day sometimes.
32	Designer	More than 5 times per year	Primarily business	Based on best value, Based on best connection	Directly through the airline website	Best price, Service, Food, Sometimes plane type: A380 is much quieter for long-distance	By yourself	With friends, With your family	Neither more or less	Booking online is convenient, but access to online booking means that the prices change every 10 minutes. This drives me crazy and stresses me out. I don't want the airlines to have that much control over price manipulation; I want to be able to rely on a price staying the same for at least 2 days while I request leave, check accommodation etc.	A bit more personal space and quietness. Spending a day curled up in an armchair reading a book is great, if air travel could somehow mimic these relaxing experiences better it wouldn't be such a burden.
30	Designer	More than 5 times per year	Primarily business	Based on best connection, Based on my preferred airlines	Directly through the airline website, We have a form that we will out and someone from the operations team books the flights, when it is a personal flight I book directly through the airline	Service, Movies, A glass of wine	By yourself, With colleagues	With friends, With your family	Neither more or less	How inconsistent flight prices are, Having to pay extra/through the extra steps of booking seats, bags and meals. I want it all included.	Make sure snacks, wine and entertainment are always included.

Questionnaire Data (p.2)

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29	Experience designer	More than 5 times per year	A bit of both	Based on best value, Based on best connection	Online booking platform (e.g. Expedia), Directly through the airline website	Best price, Space, Depends on whether it is a long or short haul flight	By yourself, With colleagues	By yourself, partner	Neither more or less	Too many fields to complete and discrepancy in prices across websites.	More leg room for tall people without having to pay extra or reserve instantly. Seats should be designed for everyone, not just those of average height.
21	UX Designer	2-5 times per year	A bit of both	Based on best value, Based on best connection	Travel agent, Online booking platform (e.g. Expedia)	Best price, Food, Space	By yourself	By yourself	More	Knowing what to do and where to go at every airport before hand in an easy to read way.	More blankets, more snacks.
30	Architect	2-5 times per year	A bit of both	Based on best value, Based on best connection, Based on my preferred airlines	Directly through the airline website	Best price, Service	With colleagues	With friends, With your family	More	Ability to restrict certain stopover locations.	More leg room.
45	Designer	Once per year or less	A bit of both	Based on best value	First use google flights to spot the cheapest one and then go to the airline website to get it.	Best price, less number of stops and less amount of time during the stops	with my partner	With your family	Neither more or less	Proactive recommendations and alerts based on my work and life situations.	Larger leg room.
23	plumber	Once per year or less	Primarily holiday	Based on best value	Travel agent	Best price	By yourself	With your family	Neither more or less	Less time for booking.	More rewards.
37	Designer	More than 5 times per year	A bit of both	Based on best value, Based on best connection	Directly through the airline website	Best price, Service, Food, Space	By yourself	With your family	More	None.	Legroom, which is generally insufficient!
64	Food Safety Auditor	Once per year or less	Primarily holiday	Based on my preferred airlines	Online booking platform (e.g. Expedia)	Safety record	With colleagues	With your family	More	Better personal service.	Leg room and seat width.
27	User Experience Designer	2-5 times per year	A bit of both	Based on best value, Based on best connection, Based on my preferred airlines	Directly through the airline website	Service, Food, Space, Brand, Time of flights	By yourself	By yourself, With friends	More	More user-friendly websites.	Clearer expectations beforehand of what you'll be receiving inflight.
35	Geologist/Writer	Once per year or less	Primarily holiday	Based on best connection, Based on my preferred airlines	Travel agent	Best price, Movies, Food, Space, Child friendly	By yourself	With your family	More	More transparent about price options.	Being able to recline the chair further in economy.
34	Early childhood educator	2-5 times per year	Primarily holiday	Based on best value, Based on best connection, Based on my preferred airlines	Online booking platform (e.g. Expedia), Directly through the airline website	Best price, Service, Food, Space	By yourself	With friends, With your family	Neither more or less	Less pressure by mentioning "there are 500 other people looking at this deal".	Better service, like in the good old days. E.g. food on short haul flights, etc.

Questionnaire Data (p.3)

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35	Experience Designer	More than 5 times per year	A bit of both	Based on best value; Based on best connection. Based on other factors	Online booking platform (eg. Expedia). Directly through the airline website. Credit card concierge	Best price, Service, Movies, Food, Space	By yourself, With colleagues	By yourself, With friends, With your family, Partner	More	Drip pricing.	Nobody in economy is allowed to lean back completely, as that makes the space of the person behind them quite tiny.
40	Architect	More than 5 times per year	Primarily business	Based on best value, Based on best connection	Online booking platform (eg. Expedia)	Best price, Service, Movies, Food	By yourself	With friends	More	I wish there would be more efficient confirmation systems for delays or changes in flight schedules.	Better seating space and tilting angle.
37	Psychologist	2-5 times per year	A bit of both	Based on best value, Based on best connection	Online booking platform (eg. Expedia). Directly through the airline website	Service, Movies, Food, Space	By yourself	With your family	More	None.	More choices of food and alcoholic beverages.
67	Dietitian	Once per year or less	Primarily holiday	Based on my preferred airlines	Online booking platform (eg. Expedia)	Safety record	With colleagues	With your family	More	Better service	Leg room and more space to sit.