Airline Usability Test Notes

User Background:

- Occupation: PA
- Lives: Brighton, UK
- Typical travel; Travel for leisure, usually once to twice a year, always different locations
- Access internet through: Mainly through phone, also laptop (both personal and work), uses broadband and 4/5G
- Current Apps: Entertainment, Social Media, Utility, Health,
- Flights booked through: using a laptop, through Skyscanner (assumes Expedia or specific airlines sites to be more expensive)
- Lead by cost, so Skyscanner is preference for comparison reasons

Most Recent Booking Experience:

- Booking flights to go to South of France, originally planned to go via train, but flights were more cost efficient. First decided a few months before booking, but didn't actually book. Destination Montpelier. Used Skyscanner for cost efficiency, time was flexible, dates were a factor as accommodation was already book and cost was most important. Destination was predetermined.
- Prices compared through Skyscanner, this was the only site/app used.
- Booking criteria: 2 people, booking for both of them, discussions took place in person, flight details were given as a reference as another friend had already booked their flights

Task 1 - Easy Jet

Goal:

- Book a flight from Manchester to Faro, depart on a Saturday in October, returning after 3 nights, for 2 people

Homescreen:

- Likes the animation upon opening the app up
- Doesn't like how many adverts/articles/images there are on the screen and intensity of them
- Tries to click on the orange flight button, but doesn't open the expected booking menu
- Indecision between book button at bottom of screen, orange flight tab and search bar
- Indecision around function of search bar, isn't clear enough
- Tests both search bar at bottom of screen and on main page to see they both clickthrough to same result

Flights/Fares:

- Tests the three icons in top right to see what they are
- Dislikes the photo search feature and its need to access
- Third icon brings up the menu too much information
- Likes the rest of the menu and its simplicity
- Allows access to location for search
- Searches for airports rather than scrolling due to volume of options

- Queries the prices shown based on 2 customers clause, doesn't think it is needed, price isn't usually affected by number of passengers
- Likes the scrolling function/layout of the calendar as it mimics the IOS calendar, feels instinctive
- Confusion regarding the prices on the dates, isn't clearly noted what the difference is
- Goes for the cheapest price across the Saturdays in October for departure
- Identifies that the orange marking denotes the departure and prompts the return, user likes this
- Easily changes passenger quantity, feels easy
- Flight selection feels bunched up, very top heavy
- Expecting to see a list of different flights
- When discussing the pencil icon to edit, says they would click the back button instinctively rather than look for the pencil icon
- Likes the display of prices for days either side of their selected one
- Finds the error message timeout when trying to book the flight annoying,
- Says they wouldn't necessarily read the clause at the top explaining the page
- Likes the icons per fare type, at a glance makes it easy to see what information they represent
- Likes that the information is condensed
- Generally wouldn't be tempted by upgrading, but with the information and its display method, goes for the standard plus

Conclusion:

- Doesn't like the design of the app (regarding colour)
- Didn't like the flight selection page, felt cramped and bunched up at the top
- Liked the main booking fields on book trip, good, simple, easy to manage
- Wasn't expecting to see the timeout error, found it frustrating and very off-putting

Task 2 - British Airways

Goal:

- Flight from London, to Faro, otherwise same as above

Homescreen:

- Much cleaner, simpler icon and layout when compared to the previous app
- Way less advertising
- Clear indicators of what each part of the app does
- Much clearer book a flight prompt
- Prefers the expanded menu on this app, much cleaner and clearer than previous app
- Simple and calming

Flights/Fares:

- Doesn't understand the cheapest fare option immediately, clicks on it and is happy with its layout and purpose
- Confusion around trying to set location for nearby airports
- Preference would be A-Z, wouldn't scroll to find airport, would use the search bar for airports
- Likes that it highlights favourite/used airports
- Likes how clean the calendar is, would prefer to scroll through months in a different way
- Dislikes that the prices aren't shown as per the previous app
- Likes that selected dates are then highlighted/greyed out
- Dislikes that the passenger menu is bigger than the Calendar
- Likes the single/return selection icon, no pop up needed. Likes that it remembers your to/from when going between single and back to return
- Dislikes the toggle and layout of the travel class, doesn't feel good to use, selects done, doesn't like the position of done button, sits slightly off page
- Doesn't like that there is no explanation of ticket type when changing between options, doesn't feel aesthetically pleasing. Doesn't correlate to layout of passenger type pop up
- Price lowest, assumes Economy would've been cheapest, finds the menu confusing. Leaves me with some questions

- Outbound flight, likes that it states it shows all taxes, fees and carrier charges
- When expanding the flight times, was expecting clicking on the main body of it to select it, rather than expand. Wasn't initially clear
- If they were doing it personally would click on cheapest flight, so goes for the cheapest one
- Fare selection makes sense and is something they'd expect to see. Liked the icons on the other app, but also likes how clean the layout here is
- Return flight page, likes that it defaults the return to the same airport as the takeoff
- Again, clicks
- Likes that there is a T&C's prompt at the bottom of the page if you need it
- Likes the fare layout, looks very smart

Conclusion:

- Felt very sophisticated
- The way the different pop ups had no continuation was a bit frustrating and distracting
- Fields of information on main book a flight was very simple and easy
- Maybe was expecting the price for flights on different to show, as per the previous app