

Project 03

Note taking

Usability test: Two participants referred as **P1** and **P2**

Each participants are testing 2 airlines websites:

Aer Lingus and **Eurowings**, on their flight booking process from search to payment.

How to read and digest the notes:

- **Green:** Positive. Work as expected or as intended
- **Red:** Negative. Missed or unclear experience
- **Blue:** Participant suggestion.
- "P#: Something": Participant says something
- *Italic text: My own notes at the end*

P1:

- **General:** Female, housewife, has grownup kids.
- **Location:** Dublin, Ireland
- **Tech devices:** Uses iPad or iPhone (No laptop or desktop), has broadband at home.
- **Apps used:** Travel, some games, social networks and sports.
- **Travel apps:** Ryanair, Aer Lingus apps for bookings and check-ins.
- **Travel type:** Leisure, 3 times a year (this year).
- **Booking:** Books online, no aggregators, go directly through the airlines apps.
- **Last trip:**
 - Liverpool, day trip, 7 passengers (details already in phone, filled in from a previous trip with same folks). Most important decision factor was #1 Price & #2 day time.
 - Compared price in the same room with someone else on Aer Lingus while she was on Ryan Air (Aer Lingus cheaper at the time).

Task #1: Aer Lingus.

INSTRUCTIONS:

- Booking period: 28 October to 1st November
- Cork, Ireland to Faro, Portugal
- Preferred travel days: Saturday 26 October - Saturday 2 November
- Passengers: 2 adults

1. HOMEPAGE

- P1 is prompted to choose Country / favourite airport / language

- o P1 sets departure airport to "Cork"
- P1 clicks top header nav **Plan and book** > **Book** > **Flight**
 - o P1 doesn't spot the **Find flight** form located at the bottom of the browser window (didn't scroll)

2. BOOK FLIGHT PAGE

- P1 clicks destination airport input to fill it in.
- Moderator asks to hold on and describe what she sees: All is clear to her and seems eager to proceed.
 - o Doesn't mention the **Multi-city** and **Add promo code** options
 - o "P1: I'd have to pick a destination airport".
- Moderator asks again to hold on and to pay attention to **Add promo code** anchor link and tell what she'd expect to see upon clicking it. It's clear to P1
 - o "P1: Describes. If you have a promo code or offer, you'll click and fill it in" then asks what she would expect to happen when clicked: "P1: I'd be prompt to fill in the code, so yeah"
- Eagerly proceeds to fill in the destination airport
 - o "P1: So I'm going for it!".
 - o P1 Types and selects Faro, Portugal.
- Date picker appears automatically with departure date input selected, clicks on departure date (26 October), return date input highlights.
- Moderator asks to hold-on and why she decided to pick and click the date rather than typing it in:
 - o " P1: Because, I can actually make sure it's the right day...I always use the date picker that way". Select return date.
- P1 Immediately spots default **1 passenger** option dropdown, clicks and add a +1 adult.
- Looks for CTA **Search flights** (right next passenger dropdown), for about 5 seconds, scrolls down then realises where it is.
 - o P1 Blames herself for not spotting the CTA immediately:
 - "P1: it's highlighted there, so I should have seen it quicker"
 - o Moderator asks if she thinks there's a problem with the **Search Flights** button:
 - "P1: No, I just presumed it was going to be further down the page, that the page was longer"
 - o Moderator asks what would have helped to make it stand out a bit (*a design opinion*):
 - "P1: I would say maybe more standing out colour...maybe you know just blends in a little bit better, red or primary color I think..."
- P1 Proceeds to click on **Search Flights** CTA

3. SEARCH RESULT PAGE

- P1 Immediately pays attention to price buttons, "P1: Ok, so I'm on, prices don't look too bad."
- Moderator asks to describe what she sees and what the message mean:

- “P1: The date I chose is selected and there are dates either sides as well if I want to go earlier or later” (Gets it, no problemo)
 - Moderator asks if P1 likes that there is this option (*a leading question*)
 - “P1: Yes...”
- P1 goes on describing
 - “P1: This gives me the flight times and the flight duration, which is great!”
- Moderator asks *a design question*: if there’s anything else P1 would like to see there:
 - ”P1: If there was other times available or if it could just say, one flight daily” - *She does know that there is only one flight on that date*
- P1 Carries on saying at this point:
 - “P1: Yeah the price and all is there, and I didn’t have to click into this to look for the price and the date”
- Moderator asks what P1 would do next:
 - “P1: I would just double check the return date, the coming Saturday, and it’s there too, both of them are there....”
- “P1: I would now click on the fares button”
- Fare options panel opened, P1 presented with the 3 fare options.
- Moderator asks what does, saver, plus and advantage mean:
 - “P1: Oh yeah! This is where they get you! And describes the basic cabin 10kg bag is included as default, she doesn’t know what Avios and Tier credits are.”
- Solely describe the added options on the plus option:
 - “P1: you can bring a 20kg suitcase, select seat and get priority boarding...”
- Moderator asks which option she’d choose, she points finger on screen. She’s pointing at saver?
 - “P1: Because the added suitcase doesn’t justify the price, she’d use it mainly for cosmetics, which she could buy on her destination in any supermarkets”
- Moderator asks if the different options are communicated well and the differences between them are clear (*leading question*):
 - “P1: Yes, definitely!”
- P1 is told to proceed with the fare option she wants.
 - P1 accidentally clicks on negative space outside the fare options panel. Panel disappears instantly.
 - P1 looks confused, clicks around and doesn’t know how to get back to the fare option or what to do next, and forgot where she came from in the first place.
 - “P1: I can’t find where to book”
- Moderator needs to get P1 back on track by indicating total price in top right corner
 - **0 euro** at this stage, P1 realised she has not selected her flights fares by clicking the options she wants
- P1 selects saver fare for the departure flight.
 - P1 just realised that the displayed fare was for one passenger only
 - “P1: Ah, that’s for each!”

- P1 gets confused again on how to select the fare option for return flight
 - “P1: I almost forgot how I’ve done that!”
 - Eventually, P1 finds her way back on track, proceeds to add return flight to total.
- Moderator asks what does **Price lock flights** mean:
 - P1 doesn’t spot it immediately, but understand perfectly what purpose **Price lock** serves
 - Moderator asks if she finds this useful (a leading question):
 - “P1: yes...”

FOLLOW UP QUESTIONS:

Q: *What did you think overall?*

P1: *“It was ok”, then referring to the confusion around picking the fare option “it didn’t prompt me to choose, but it’s very straightforward”...“I would like the search flights button to be a different color maybe ”*

Q: *Was there anything you particularly liked or disliked about the process?*

P1: *Plus: “Departure airport was pre-filled and carried through”*

P1: *Minus: “Search flights button colour” and a “prompt to choose the fare options”*

Nothing *she expected to see, she didn’t see*

Nothing *she saw was surprising*

Task #2: Eurowings.

INSTRUCTIONS:

- Booking period: 28 October to 1st November
- London, UK (any airport) to Barcelona, Spain
- Preferred travel days: Saturday 26 October - Saturday 2 November
- Passengers: 2 adults

1. HOMEPAGE

- P1 clicks **Discover** in main nav (appears confused as where to start)

- P1 realises **Book** is next to **Discover**, clicks it and select **Book flights**
 - “P1: I dislike getting car rental and stuff like that straight away”

2. FLIGHT SEARCH PAGE

- P1 Selects departure airport field > Brings a dropdown menu listing all UK airports.
- Moderator asks what she sees on that page and what she expects to happen
 - P1 points out London (all airports) and all 3 London airports separately
 - Moderator asks which she would pick
 - “P1: The one that has all the airports”
- P1 Clicks London (all airports)
- Destination airport field selected > Changes airports list in the dropdown menu
 - She types in Barcelona
 - P1 hasn't noticed the dropdown this time
- P1 clicks **Search for flight** CTA
 - Both Outgoing flight date and Return flight date inputs highlight as missing
 - “P1: It should prompt me to fill the dates in before I click on CTA...it didn't suggest...it didn't prompt me to put the date in...”
- P1 types in outgoing date in the input, instead of clicking date picker
 - Moderator asks why she, this time, chose to type in instead of just clicking the date calendar
 - Pointing finger at screen “P1: It's because this was there” (no sure what she's referring to, maybe the cursor combined with DD/MM/YYYY????)
- P1 types in return date in the input
- Moves on to passengers, add a +1 adult.
- P1 Clicks Search for flight CTA

3. YOUR SEARCH PAGE

- Moderator asks what she sees on that page

- “P1: There are 2 flights on the day I want, from Stansted and Heathrow, Time and ... ah ah, there are stops over, it’s not a direct flight”
- Moderator asks what she feels about stop over
 - “P1: Flight is too short for a stop over...for me, personally...I would”
- “P1: It’s telling me the price of each flights from each airport”
- Moderator asks which one would she choose
 - “P1: I think, I would obviously go with Stansted” (cheaper)
 - “P1: but if I was living in London, I would pick the airport closer to where I live”
 - But conclude and mention price is the primary decisive factor, would pay more for long haul flight not short EU route.
- P1 clicks London Stansted price tag / CTA (Flight from: 69.99 GBP)
 - Fare options panel appears below. Moderator asks what does basic, smart and bizclass mean and which one would you pick?
 - Before answering, P1 clicks chrome browser back button...this creates a floating moment.
 - Back on the page the actual return flight fare options panel is expanded instead, P1 is asked about the fare options again.
 - P1 refers to her experience with Aer Lingus, talking about incremental options (luggages mainly) with price, and that is common 3 levels across all airlines. (Expected Pattern)
 - P1 spots how many seats are left on this flight
 - P1 gets confused by the fact that now the price displayed is 149.99 GBP: she has not noticed immediately she’s now looking at the return fare options.
 - Moderator asks if difference between outgoing and return is clearly communicated
 - P1 is answering about the price displayed and whether it’s for 1 or the 2 passengers.
 - “P1: I presume, it’s for 1 person, I’ll have to click and see”
- Clicks outgoing flight from London Stansted price tag / CTA (Flight from: 69.99 GBP) again
 - Fare options panel re-appears
 - P1 selects basic option by clicking the box
- Page abruptly jumps to the selected return flight fare option panel (she doesn’t seem to have noticed the switch)
 - P1 moves on below to the **Add Flex Option** section which she describes (it’s clear to her)
 - P1 moves back up, and finally selects the basic fare for returning flight.
 - Page jumps to **Continue to service selection** CTA
- Moderator asks what next
 - Clicks **Continue to service selection** CTA
 - Gets an Open-Jaw flight modal dialog telling her the the departure airport is different from the destination of return flight. Surprised she dismisses the dialog and double check.
 - “P1: Ooooooh...I didn’t check that”
 - P1 moves on to next section, after told to proceed.
 - Seems satisfied to be warned about the different airport message modal.

4. MORE SERVICES

- **Moderator asks** what she sees on that page
 - “P1: Gives option to check in a bag, choose a better seat or priority boarding...so I don’t want that...I’m just going to go...”
 - “P1: *Beside, all my itinerary has come up as well*” - Valuable piece of info for her
 - P1 doesn’t want any options and start scrolling up and down to find what to do next.
- Moderator asks what’s next
 - “P1: I need to conform the booking...”
 - P1 finds CTA at the bottom and moves on.
- Moderator asks About the more service page value and whether it’s necessary or not
 - “P1: Yes...but arguably you can pick an extra luggage by choosing a different fare option in the previous step...I think It’s basically the same stuff...I didn’t check but maybe I could have book more legroom....”

FOLLOW UP QUESTIONS:

Q: *What did you think overall?*

P1: *“Pause....It wasn’t too daunting. It was fairly easy, It would have been easier if I had known about this website.”*

Q: *Was there anything you particularly liked or disliked about the process?*

P1: *Plus: “I liked the format for the date to come up.””*

P1: *Minus: “Would have preferred being warned before clicking continue that depart and return airport were different” But she liked that it was warned in the end.*

Nothing she expected to see, she didn’t see

She was surprised with the open-jaw flight warning in a good way.

The end

OVERALL NOTES on P1:

- Overall, she’s used to book flights and prioritises price then date and mostly go straight to the point without paying attention to added options that would cost extra.
- Despite not being a laptop user, she is used to some common design patterns, like the calendar date picker.
- She was slightly apprehensive throughout the test, touching her face at multiple occasions.
- She would like to be “prompt” as what to do next frequently.
- She was unsure that the fare displayed on each flights were for one passenger only, only realised that, once she added flight and saw the total

- *Overall, it seems she was slightly distracted in the booking task flow by the moderator questions, which could explain some hesitation...*
- *The issues she mentioned in the end (ie. the search flight CTA color on Aer Lingus): P1 doesn't seem to be bothered that much by the issue, she was asks to suggest a design opinion, so she did but doesn't seem to be convinced by her own design suggestion.*

Self note, she didn't sound all that bothered by the problems she listed in the end. Maybe she felt she had to say something.

P2:

General: Female, works in administration.

Location: Leitrim, Ireland

Tech devices: Access internet using a MacBook and iPhone, both on broadband.

Phone Apps used: Email, health, WhatsApp, instagram, social networks, travel apps: Use apps wallet for boarding passes,

Travel apps: no travel apps, used to use sky scanner. Used to have Aer Lingus, and Ryanair

Travel type: Leisure, to Asia, Indonesia, Bali, the last 2 years to USA. Before pandemic, P2 travels once a month.

Booking: To sky scanner on computer & phone, prefers desktop, to see what's available, go directly through the airlines website to compare prices. Goes for cheaper.

Last trip: To Canada, always start with sky scanner on desktop, Dublin to Montreal, return, dates to see what's available > found air Canada flight on sky scanner, that ended up cheaper on Air Canada website, booked directly through them.

Most important factor: That trip: the exact dates was #1. Traveled by herself.

She always books for the group when travel with others.

Share info on WhatsApp

Task #1: Aer Lingus.

INSTRUCTIONS:

- Booking period: Monday 26 October to Friday 30 October
- Cork, Ireland to Faro, Portugal
- Preferred travel days: Saturday Weekend day
- Passengers: 2 adults

1. HOMEPAGE

- P2 gets to the Aer Lingus homepage via google search.
- P2 prompted to set her country / airport / language setting, does it
- Moderator asks describe what she sees:
 - P2 describes overwhelming huge marketing banner
 - "P2: It takes up most of the screen....It just feels unnecessary..."
 - "P2: I'm planning to scroll down and find my flight and see what's available..."
- P2 scrolls down to **find flights form**
 - "P2: Cork is already filled in..."

- o P2 types Faro into return field, to get the suggestion text. Knows what's going to happen
- o P2 selects outgoing date and uses calendar picker to select the desired date
 - "P2: I prefer using the calendar dates, instead of typing it in because it's like the calendar on my MacBook"
- P2 adds second passenger
- P2 clicks **Search flights** CTA

2. SEARCH RESULTS PAGE

- Moderator asks to describe what she sees
 - o P2 smiles and laugh: "P2: It looks confusing actually..."
 - o "P2: It's confusing that departure time (11:00) is not aligned with date, instead arrival time (13.30) is right underneath the flight date...I thought plane was departing at 13.30"
 - o P2 suggests to group departure date and time together and move arrival time and price tag across to the right end. Departure time is more important than arrival time.
 - o "P2: The website is plain, not colourful...It's kind of a very basic looking website."
- Moderator asks what next
 - o "P2: I would generally scroll down and see what the returns are"
 - o P2 scrolls down to see the return she's proposed on the date (only one)
 - o "P2: I can see there are no other flights with my parameters...."
 - o P2 moves on to select fares
- P2 clicks fare options button on the outgoing flight
- Moderator asks to explain the fare options:
 - o P2 explains the options, no confusion, always goes for the cheaper option, and then think about baggages after the main booking is done and she has time to think about what she needs to take with her.
 - o P2 selects saver option
 - o P2 moves on to return, selects saver too.
- Moderator asks what does **Price lock flights** mean:
 - o P2 gets the functionality, but would be useless to her and has never used this before.
- P2 clicks next to payment
- **The end**

FOLLOW UP QUESTIONS:

Q: *What did you think overall?*

P2: *"very easy to book, the first page (select country), they should know this info by geolocalisation, that would be one less popup. But not too many popups which is good...."*

P2: *"The layout of flight time was confusing, and that could induce errors"*

P2: *"Hero banner on homepage is too large"*

Q: Was there anything you particularly liked or disliked about the process?

P2: Plus: "Smooth, easy to follow"

Q: Was there anything you were expecting to see and you didn't see it?

P2: "There used to have a lot more options with baggages, the 3 different fare options are not to valuable, they are too similar. Wishes there was a more straight-forward way to choose baggage. Something more customisable to add baggage later once she decides what she'll travel with"

Q: Was there anything you were surprised to see?

P2: "not really , apart, The arrival time being in the middle of the screen"

Task #2: Eurowings.

INSTRUCTIONS:

- Booking period: Monday 26 October to Friday 30 October
- London, Uk to Barcelona, Spain (Any airport in London)
- Preferred travel days: Saturday Weekend day
- Passengers: 2 adults

1. HOMEPAGE

- P2 gets to the Eurowings homepage via google search.
- P2 is annoyed about a popup demanding to accept cookies, never even reads the content of those.
- P2 clicks departure airport input immediately > Airports dropdown appears
 - "P2: I'm seeing London (All airport). That's easy, I can do that" ...Clicks it
- Destination airport input highlights: same process, same comment
- Departure date input highlights > calendar dropdown appears
 - No Flights for this route in both months appearing on dropdown
 - Short hesitation to figure out how to scroll to October dues to empty calendar displayed...she scrolls to october
 - "P2: I can see that it's opening up in a bigger window which is easier..."
 - P2 picks dates Sunday to Sunday, after noticing there's no flight on Saturdays
- Passengers field highlights
 - P2 clicks the "+" to add an adult in dropdown instead of typing 2 in the input.
 - "P2: It's more convenient to use the "+" button with a mouse click than typing the number in....It's like amazon"
- P2 clicks **Search for flight** CTA

2. FLIGHT SELECTION PAGE

- Moderator asks to describe what she sees
 - P2 **clearly** describes and understand Outgoing flight details
 - “P2: It’s very clear to me....but there’s one stop”
 - P2 clicks “i” info icon to see stopover details (open modal window)
 - P2 only then realises the time inside parentheses next to “1 stop” is total travel time and not just stopover time
 - Hesitation as there is no close CTA “x” to close modal window, clicks outside to close

- Looking at ‘**BASIC**’, ‘**SMART**’ and ‘**BIZclass**’ fare options on outgoing flight
 - BIZclass is greyed out and user wonders:
 - If it’s not an option then why tell me I can’t have it if it’s not there
 - **BASIC**, questions as why this option doesn’t guarantee your hand luggage will be on board with you.
 - “P2: does it mean I need to think about securing it, having a lock on it....?”
 - SMART is preferred despite some confusing options as this option gives you priority and preferences over BASIC for hand luggage.
 - P2 selects SMART

- P2 selects SMART for return flight too after double checking the fare options are identical to previous.

- Moderator asks What Add flex option means
 - P2 understands broadly what this is but decides to read further info about it.
 - P2 thinks options sounds good on paper, but her personal experience shows that in reality when things don’t go as planned, would this option make a difference?
 - P2 talks about miles club in general terms and thinks it’s not worth joining the club when you live in EU at least.
 - P2 is not interested in the Flex option

- Moderator asks about the **save your price** feature
 - Understands it but Not interested as previously (Aer Lingus)

- Moderator asks P2 to continue
 - P2 clicks the check boxes to add both outgoing and return flight FLEX options.
 - Total update to reflects FLEX option added for both flight and both passengers.
 - Clicks continue

The end

FOLLOW UP QUESTIONS:

Q: What did you think overall?

P2: "It was much easier because it had the option to select all airports in London. And straight away it had Barcelona pretty clear underneath. It saved time"

P2: "Overall it was easy to navigate, a good UX, it seemed smoother (than aer lingus)"

P2: "More colour on the website which is more pleasing to my eyes. It wasn't so bland."

P2: "I was quickly able to find the calendar link to see the full month. At first I thought I'm not sure this is going to be as easy and I will have to type it in."

Q: Was there anything you particularly liked or disliked about the process?

P2: Plus: "airport options were populated" Clear departure and arrival times. Clear info on pop-up about layover.

Q: Was there anything you were expecting to see and you didn't see it?

P2: "NO"

Q: Was there anything you were surprised to see?

P2: "'Flex-option' and Chat bot anchored in bottom right corner of browser window."

OVERALL NOTES on P2:

- P2 is a frequent traveller, and was extremely at ease on both tasks. She knows the nuts and bolts of traveling and booking flights. And therefore prioritises practicality (dates, luggages...) over price.
- P2 clearly knew where to go, and what to expect next.
- She wants to complete the task she came for and doesn't like to be bothered or interrupted by ads or popups, or any clutter or too many choices, specially when they are not available to her.

Global notes for both participants:

When comparing P1 and P2. P1 is a mobile / tablet only user, while P2 uses a laptop (MacOS) as a primary way to book flight. P1 was clearly not as comfortable with a laptop as she would have probably been on her mobile phone....

Both users are quite different, but calendar date picker is preferred by both users.

Decluttering is important, for different reasons, P1 missed some CTA due to the visual noise, while P2 dislikes noise all together and only wants to see what she needs.