Desktop Usability Test - Participant 1

Key
Bold - Important or question asked by moderator *Italic* - Observations of actions <mark>Highlighted</mark> - responses to questions Colour Change - highlight P1 thinking out loud

Background

- Homemaker
- lives in Dublin
- Ipad or phone user uses apps like: Ryanair (RA) Aer Lingus (AL), games, Social Media & sports
- Has broadband at home
- Travels for pleasure around 3 times a year

Latest travel

- Travels with AL and RA
- Flew to dubai for 60th
- Lanzarote with friends for a week for st patrick's day
- Benidorm for a 50th friends and back in October with different friends
- Liverpool day trip for daughters 21st
- Books mostly online
- **Never used an aggregator**
- Most recent booking for day trip to Liverpool
- Already had date and time in mind
- Most important decision is **price** first then **time**.
- Compared prices on RA & AL simultaneously "<mark>we have this thing on our head, you know, something's gonna happen to change the prices.</mark>" 7 travellers in total.

Task 1

Aer Lingus book a flight from Cork -> Faro
- During Midterm break
- From 26th Oct - 1st Nov dates Flexible
- 2 Adults

Home Page/Search

- She navigates to AL in google hates when she goes on AL and then flights come up for something else.
- On the homepage she looks for cork in dropdown and chooses to use english as language.
- Navigates to "book" in the "plan & book" navigation tab
- Straight away cork is pre populated and that's where I want to go then give the option for return or 1 way
- **P1 was asked what she thought add promo code would do? "**If you click, it would prompt you to put a code in."
- P1 types "faro" in destination box and selects from dropdown
- Had the option to type in or select dates - chose to select dates as to make sure it was the right day - *she always goes to pop up calendar.
- Automatically populated with 1 passenger so selects dropdown to fill to add another passenger
- *scrolled to look for the search flight button* - but noticed that it was next to the previous input - she noted that she felt like she should have seen it quicker.
- Presumed the button would be further down the page as she thought the page was longer
- P1 felt the button should stand out more and the current colour blends in a little bit.

Results Page

- Has date either side of the dates chosen. P1 Likes this feature because if the date wasn't available then instead of going back and filling form again with new dates - straight away can see the only other possible date is thursday. See flight time and duration "which is great aswell"
- **P1 was asked if there was anything else she would like to see here?** "If there were other times available or it could say one flight daily to be clear"
- Price is there didn't have to click in to look for price. Don't have to look any further she checks to see if saturday return is available
- Clicks on fare
- **She's asked what is meant by "saver" , " plus" and "advantage"**. The saver is you get a cabin bag - doesn't know what collect avois is, when you pay more you can get a check in bag and select a seat and priory board.
- P1 would go for the saver option as you have the ability to buy things like toiletries and cream over in destination which would save the €60. **IF** it was business travel then maybe she would go for advantage.
- She felt the difference between different levels is communicated well
- *Some confusion on how to select a flight time P1 clicks around the screen multiple times to try and progress the booking. She noted* I can't find where to book

- *Didnt notice the total price in top right until prompted*
- she thought there should be something there - but cant see to actually book a flight
- Finally clicked in to fare - and selected the saver option for departure
- *Similar confusion on where to select return flight option forgot how to bring up selection page*
- **P1 is asked what she thinks price lock flights mean?** <mark>"lock in that price so that if she was to go out and come back that theyre not going to be more expensive"</mark>
- She would find this useful

Overall Experiences

- "Was okay - It just when I clicked on the seat and then options came up it didn't prompt me to choose. So yeah that threw me"
- Very straightforward
- Would like the search flights button a different colour
- Liked that Cork was pre populated after selecting in the first instance so didn't have to put it in again
- Didn't like "search flight" button color didn't stand out - needs to be more clear

Task 2

eurowings.com

Eurowings.com book a flight from London (any airport) -> Barcelona
- During Midterm break
- From 26th Oct - 1st Nov dates Flexible
- 2 Adults

Home Page/Search

- *Looks on "discover" tab its not what she wants*
- Navigates to "book" tab and clicks on "flights"
- Gave the option for car hire and everything straight away - didn't want/ like that.
- Clicks in the departure airport input box. * started populating all airport in UK but then cities underneath so hoping that gonna give me london airports as it says all airports
- Going to click london all airports
- Clicks destination input box and types in location
- Clicks search flight
- *Error because dates have not been inputted*
- "It didn't suggest to put dates in there no markers to prompt to put date in"
- Types in date
- Asked why she typed instead of calendar? "I think it was because this (validation message) was actually here"
- Clicks on the people adds an extra passenger

- Clicks search flights

- She can see there is a flight from stansted or luton on the day she wants, but there's a stopover. Not a direct flight.
- **Asked how that makes her feel?** She felt the trip was too short for a stopover, but liked that she could see straight away without going any further there was a stopover.
- She would go for the stansted option because of the price.
- No different in flights times
- Fare options usually 3 sections over all the airlines, basic is usually the hand luggage, bizclass not available i'm guessing because its a short hop.
- *Some confusion over fare selection box*
- Clicks on departure fair and selects basic option
- *Noticed add flex option -* if flexible can change your time, up to 40 minutes before. good for a connecting flights "doesn't tell you how much it is though"
- Selects on basic for the return flight
- Clicks on continue service selection
- *Pop up box notifying that the departure airport and return airport are different*
- she notes that she didn't check that
- Likes that it notified here before continuing as she didnt check
- Thought the message was clear if happy can go to step 2

Step 2 - Extras

- Option to check a bag, select seat or priority booking- itinerary has come up as well - happy with that see she will be going to Germany as well
- Scrolls looking to go on the next page.
- **Asked Is she happy with that last page?** "Yes but is it really necessary? already had options for selecting business or advanced class. Basically the same stuff. Didn't look into any extras, as happy that what she has selected meets her needs.

Overall Experiences

- First time using wasn't too daunting
- Some prompts were handy e.g. date because the actual date was done in the format
- Could type in date and see the calendar at the bottom to confirm days
- Probably would have been easier if P1 had previous experience with the site
- Didn't like not being told on the actual page that the it was for a different airport it was only after navigating to the next page did the pop up appear - could have been clearer however did like the big clear warning
- Surprised to see pop up - but was really useful

Desktop Usability Test - Participant 2

Key
Bold - Important or question asked by moderator *Italic* - Observations of actions <mark>Highlighted</mark> - responses to questions Colour Change - highlight participent thinking out loud

Background

- Fund administrator
- Live in Dublin
- Mobile, Tablet, laptop user - has broadband at home
- Types of Apps - Maps, Agoda, SkyScanner, sports apps.
- Uses aggregators such as Agoda, Booking.com and SkyScanner mainly app use - for convenience
- Leisure - three four times a year. Mainly Short haul
- Prefers using SkyScanner over individual sites

Latest travel

- Short Haul to Manchester with Aer Lingus (AL)
- Went through SkyScanner to check flights to Liverpool - only 1-2 flights per day with RyanAir (RA) - quite expensive
- Flew to Manchester with AL (due to it being cheaper) and travelled to Liverpool by train
- Time and Money where most important when booking the flight
- Long trip to Bali - flights through SkyScanner
- <mark>"Looking for value for money"</mark>
- Had a choice of many different airlines - chose to fly with Qatar due to previous flight - a better experience than Etihad.
- Traveled as 2 adults 1 child
- Face-to-face discussion around time off and comparing timeframes - <mark>"then flight as well traveling with a 1 year old didn't want to be on it for 27 hours"</mark>
- Also via Whatsapp sending screenshots

Task 1

Aer Lingus book a flight from Cork -> Faro
- During Midterm break
- From 26th Oct - 2nd Nov dates Flexible
- 2 Adults

Home Page/Search

- Searched "Aer Lingus" in google > clicked through to homepage
- Notices the adverts and offers that are currently active first
- Navigated to the top bar - Ireleand already selects - guessing because of the ".ie"
- Some confusion around the third dropdown box and what that refers to - questioned "Is that meant to be the destination?"
- Language selection not clear - assuming the top bar is the flight search bar.
- *P2 cicks continue*
- **How did you feel about this?** "Seems like an extra task that you go on"
- Only one selection of language - what's the point in having it there
- *P2 scrolls down the page* - Lots of offers on the page
- **What does "add promo code" mean?** If they do have any offers or deals then you would click it and get a discount"
- "Expects to add a code and it will be in the account or something"
- Types faro in destination box
- Uses the calendar to select the dates
- Why did you pick instead of type the date? Handy, I suppose.
- When picking dates P2 selected 6 nights instead of 7 - he noted that after selection he would expect to see total nights displayed
- P2 Selected 2 adults and pressed continue
- P2 noticed on results page it still didn't say 7 nights so he used the back button to navigate back to the search page
- P2 modified his selected dates, selected 2 adults and pressed continue.
- P2 noted that it still didn't display the total amount of days that he selected - he felt this was very import as "to think i've just read them(dates) of a paper and I made a mistake"

Results Page

- Like this page - due to it giving extra days either side incase you were flexible
- Can see clearly there are no flights for some days
- Like to see the total distance or time - can see from the time it takes off till it lands
- P2 noticed the drop down for flight details - surprised to see it display the same information that's displayed in the top bar. He was guessing it would display what type of plane it is etc.
- "It seems a bit inadequate to have it there cause it's exactly hats already on the screen - the only difference is it doesn't have the price tag."
- **P2 is asked what saver, plus and advantage mean?** " saver you get a 10kb bag, can collect avios (P2 is unsure what these are) . P2 was unsure what some of the "benefits" where he would have some sort of dropdown to display relevant information.
- He noted that only some 'benefits' have extra info (tooltip) next to them, he would rather them all have it.
- Clicks saver option for outbound flight

- Clicks saver option for return flight
- P2 notices "and reads aloud the "price lock" description.
- He notes that he doesn't find this useful
- P2 click" more information"
- After reading more information section P2 highlighted that he felt that it should be clearer before clicking that it offsets again the total price and not another charge. Feels like more people would click.
- P2 navigates to the "about your fare" section and clicks more information on baggage allowance.
- Clicks on coninute
- *P2 is stopped with an error*
- *Scrolls to look at where the error is from "oops! The fare you have selected is no longer available. Please try again.*
- there's no flag to say which on it is
- P2 unsure which one needs editing
- End Task

Task 2

Eurowings.com book a flight from London (any airport) -> Barcelona
- During Midterm break
- From 26th Oct - 2nd Nov dates Flexible
- 2 Adults

Home Page/Search

- Just looking where to book - P2 reading through navigation bar
- Clicks book and books flight
- P2 navigates further down the screen and notices the search flight option. He highlights that it is difficult to notice, and if you're not on full screen you wouldn't see it.
- Clicks departure, clicks london(all airports)
- typed "barca" in destination box and select barcelona from results
- *Clicks in to date box*
- Comments on the pop up calendar being **larger and notes he would be more inclined to type his date as the pop up is not directly below the box.**
- Selected 2 adults
- *Clicked search.*

Results Page

- Feels like they could give more date selection
- 2 options depending on airport with 1 stop not a direct light
- How do - i would be looking for a direct flight to barcelona

- **So what would do?** <mark>"I'd see what what the smaller stopover, so i would click on more information and compare"</mark>
- So the London Heathrow flight would be P2 selection , even though it's £20 more expensive.
- **What does business, smart and biz class mean?** *P2 reads out the description for basic class*
- *Clicks on more information* - prefers to AL as it goes it more detail as to what the option mean
- Selects basic for departure
- *Reads more information for flex option*
- Notice "price lock" similar to the AL one
- End Task

Overall Experiences

- Prefered using the AL - eurowings seems cheaper and is "jumpy" between pages
- Didn't like the calendar was to big
- Add-on options taking to another screen to fill out information.
- Was put off by the for to add the flex option
- **Anything in particular you liked?** - <mark>"I like the flexible price where it displays the whole week , that's one of the reasons I use SkyScanner because I'm usually quite flexible when i'm going away."</mark>
- P2 would like a month view option. AL went up to a week and eurowings 5 days
- **Anything you expected to see but didn't?** The information bubbles next to the 'benefits'
- **Anything surprised to see?** Lots of ads on AL