

Key

Usability Test 1

Usability test 2

Conducting Search

- Clicked Discover tab first and then book tab
- Missed CTA - Didn't see search flights button
- Clicked plan and book - Missed CTA on homepage
- User assumed search flight button would be lower down
- User used flight search on home screen after scrolling down
- Easy to find destination city from prompts
- Read flight window and select tab then Manage trip. Check in flight status displayed as steps
- PAIN POINT Could find where to book easily
- First view - covid travel info. User didn't think it was necessary.
- Entered destination and clicked from dropdown
- Scrolls down to see the search flights option on homepage
- User hadn't used site before and went straight to departure field

Like the layout of the home page - simple and easy to understand

Preparation before booking

Discussed what to book in person

Aggregate Sites

Slips ads on google as previous experience lead user to book more expensive flights

Not fans as feels like they're being scammed

Date Selection

- Typed date because dd/mm/yyyy was shown
- Scrolled through the months to see more information
- No flights on desired date but could easily see other dates
- If there's no flights the date should be blank "getting hopes up"
- No flights during time selected on date later. Had to select other dates. Lots to see if there are other flights
- User likes to scroll through calendar instead of entering date
- Uses arrows to scroll through calendar
- PAIN POINT Allowed you to select dates even when there are no flights
- July timetable showing flights valid until October - Previous page gave contradicting information
- Year timetable not useful. "Don't need the full year just the time selected"
- Year timetable showing flights valid until October - Previous page gave contradicting information
- User used calendar intuitively. Calendar sometimes shows dates as blank if no flights
- Options generated for different days. When what was selected in search results wasn't clear
- Dates either side of date chosen GOOD POINT
- User liked selecting the date as they can make sure the right day is picked
- User would like more info about how many flights per day

Lost Information

- Not sure what "earn tier credits" means
- Add promo code - if promo offer provided they never had one
- "cabin carriage" phrase not clear to the user
- Info and pictures flashing - don't see much as its moving quickly
- Unclear what avios is
- Add promo code is small - "they don't want to advertise too explicitly"

Flight Selection

- Shows different airports from selected city clearly
- Doesn't care what time they get to destination. Not as important
- Time displaying under date is assumed to be the departure date
- When departure flight is selected the screen jumps to return and confuses user
- Can see clearly its not a direct flight
- Didn't check departure and return airport was the same - wasn't shown until next step
- Options presented for different airports within the city
- Departure and arrival times clear
- Unclear how to select the return flight. User forgot steps
- User liked seeing flight time and duration
- Details of flight all shown on right hand side - no questions left

Pricing Options

- Didn't see that the particular option had to be selected
- One option for pricing shown but not allowed to choose. Not explained why
- Picks same option for departure and return flight
- "If it's not an option why tell me that I can't have it"

Navigation

Unclear how to close pop out window

Flight Info

- Can clearly see there are no other flights that suit
- User can see what day and what airport have flights without clicking for more info
- "See better to have the flight description on the page because the user is not sure what they are looking for" - just direct
- Flight duration confused for durations of layover
- Clicked for timetable and then asked user to go back to flight search "that's annoying"
- Flight not direct - clicked icon to get more information on layover
- Details flight option in left window even though it was deleted already - "unnecessary"
- Unclear about return or departure flight info
- Itinerary only shown in detail on step 2

Passengers

- People icons for passengers - users recognised
- User was about to type in 2 people but then they say to icons and picked those over typing

Departure & Arrival Selection

- User clicked fare from dropdown. Could clearly see it was the Algarve
- User only had to search for destination as departure Airport was picked in first pop up
- "I like the way you put in cork and it was still there"
- Departure field retained data selected from 1st pop up
- User saw prompt for required departure city "that's easy I can do that"
- Cork already populated in from field

Seats

- Selecting seats for users. "have you chosen one seat you would prefer if would change to the next passenger"
- Colour scheme makes picking seats unclear

Baggage

- Selects "saver" option as they can buy items at destination if needed
- did not check fixed fare for extra baggage
- User didn't think big suitcase was necessary
- Adds baggage after the main booking
- Pay extra got long haul flights for closer airport
- Picked option to include extra bag as it was booking was a 4 day trip
- Extra baggage page was duplicating option from previous page

Pricing Issues

- Price can be clearly seen
- Price lock option "good if I was a student"
- Price lock is useful and clear
- Text from 2 save your flight user - "not sure what that means"
- Fare increasing as user clicks through the page and unclear where charges are coming from
- Doesn't know what "from 4 save your price" is
- Lowest fare clearly shown
- Price lock allows user to save flights during sales etc and decide at a later date
- Missed CTA of price in top right hand corner
- Afraid to leave website incase price changes
- PAIN POINT Price given to user then clicked "cancel" when they go pay £10 more than what they were shown
- No need to have price breakdown in another pop up
- Price lock not useful as user would know if travelling when shopping
- User thought price for one way was the total price

Extra Items Offered

- Fast track usually purchased at airport and not online
- Wouldn't use extra steps as wants to keep other separate from flight details
- Car rental should be offered after flights are paid for
- would pick the plus and the price the extras offered in advantage
- Didn't like seeing car hire option on homepage
- "unnecessary amount of steps in the booking process" - User skipped all extra steps
- Frustrated with car rental page "I'm here to book flights"
- Unnecessary page added for baggage even though flight option was already selected
- Food & Drink - "who knows if they want a party 2 months in advance"
- Asked to sign in to check out - another step added. No option to book as guest
- Picked show flights before show holiday option as they wanted to check flight price first