Lesley usability test summary.

Interview

- Books flights for herself & husband, family & friends from **different households**

- Typically, Portugal/short-haul to Europe – the interview focuses on these trips.

- Books flights 2-3 times a year

- Does this on **iPad** and **Laptop**

- Uses **Skyscanner** to look for the **cheapest options**

- Unless it is long-haul, in which case **she might look at the accommodation first** rather than finding the cheapest flights

Trip planning process

- Check availability with other passengers travelling to decide on rough dates

- Check the apartment is available for that week

- Accommodation dictates the dates (in this case)

- Look on Skyscanner to find cheapest flights

- Enters destination/dates

- She looks for the cheapest flights, but the cheapest flight **might not have ideal times**

*The time of the flights are important, especially if there is young children with you. If the price isn't a great deal different, you do **need good times.***

You don't want to be flying back, if you can leave, say for instance you go to Portugal, you can leave 7 or 8 o'clock in the morning, or 9 o'clock in the morning, its better than leaving 10 o'clock at night.

Especially with children, or even on your own because you're just hanging round all day, and then you end up spending more money in the day, than probably the extra few pound you've saved on the flight.

So you may as well just get up and go.

[This has *definitely* been discussed one time when they were hanging round waiting for a late flight]

- She would also go on the EasyJet and Ryanair websites to compare/double check prices.

- Checks prices and times

- She considers using different airlines for outbound and return to make it even cheaper

- If she had to confirm these flights with the other passengers before booking, she would either ring or send a screenshot by text

- Upon confirmation from daughter of which flights suit, she would *'click the button'*

Airport choosing

- Two possible airports – Manchester or Liverpool

- Liverpool is smaller and easier for the family

- Manchester has got more options with times

- Uses Skyscanner to see cheapest options from both airports

Leaving the site / time pressure

- If she decides to use different airlines for outbound and return, she **worries** that after booking the outbound, she has to **hurry** to book the return in case she **loses the flights/prices that she found**

I mean it probably wouldn't happen, but you could go to get the Ryanair flight [return flight]*, within that half an hour its **booked up.*** [probably wouldn't happen but she is **anxious about losing flights**]

Extras

- Good idea to pre-book seats with children so you are together

- Baggage in a family group can depend on how much you can fit in the car

- She considers booking car rental through airline website

- She likes to get the flights booked and paid for then adds extra baggage, buggys etc after booking.

- *Yes. You can go in as many times as you want, to edit* [and make] *changes.*

EasyJet to Faro for a week.

Landing page / search

Goals

- Search for a return flights from Liverpool to Faro

- Search for flights on Sundays as dictated by accommodation

- Search for flights for 4 adults and 2 children

Behaviours

- Finds the FROM field with no hesitation

- Uses the hamburger icon to reveal pop-up airport finder on right of screen

- Looks straight over to the pop-up sidebar and easily finds Liverpool in the airport finder

- Goes back to the TO field, and rather than clicking the hamburger icon she starts typing 'F'

- Easily selects 'Faro' from auto-search drop-down

- Clicks on 'Departing' to reveal calendar and clicks on 5th September

- Goes back to form to click on 'Returning' field, missing prompt to click straight on the return date from the calendar.

- Calendar pops up again, she clicks 12th September a week later

- Easily adds passengers with +/- buttons

- Clicks straight on CTA 'show flights' without hesitation

Pain points

Lesley knew exactly what to do and where to look. She described all the options and buttons correctly, and used the form easily and without any issues. There were no pain points on this page.

Positives

That was pretty straightforward.

That quote says it all. It seemed to flow easily and fitted her mental model exactly. No hesitation, entered details and clicked straight on CTA.

Extra comments

- She used the pop-up airport finder to find Liverpool, but the auto-search drop down to find Faro, typing the letter. So she used both available methods for finding the airports. **Don't force me your way.**

- The calendar prompts users to choose the return date straight from the calendar, but she moved the mouse back to the 'RETURN' field. **In line with her mental model?**

Results page / select

Goals

- View available outbound flights on Sunday 5th September and return flights on 12th.

- Find flights at a suitable time for her and the family – in the morning to get the full day.

- Find the best price flights that suit her desired time

- Choose appropriate flights to book

- Select and book appropriate flight

Behaviours

- Look at flight schedule around 5th September

- Finds flight on morning of 5th at good price

- Clicks on flight

- *Now its put me a tick in the box so I know I've got that one highlighted now*

- Looks straight over to return flight schedule on 12th September

- Finds the perfect flight at 10.25 am

- *So I would click on **that** one.* [absolutely buzzing right now]

- Checks what has updated in the basket on the right

- Describes the full details of all information in basket and pays attention to them – its v. useful

- Reads and describes cabin bag details

- Clicks on continue button, which brings up price tier options **PAIN POINT**

- Closely reads all extras listed in price tiers

Pain points

Price tier options

After a *thorough* examination of all the options in the price tiers, she decides not to upgrade.

Good options, but I don't think I'd pay £153 for them

She likes the options but doesn't think its worth it at this stage. She knows she can add these extras on after she has booked and she is just anxious to get the tickets booked.

So me personally now, I would go straight ahead and book the basic

- But she doesn't realise that in order to proceed she still has to select the orange CTA button in the standard tier.

- She has decided she doesn't want to upgrade and thinks that if she clicks on one of the price tier buttons this will add extra costs to her basket.

- She obviously thinks the basic button (which she needs to press to proceed) will also add extra cost, so she tries to proceed another way.

- She tries to click on the greyed-out orange continue button under the price tiers – showing that it is not the colour of the button that is the problem – she is just avoiding the correct button because she thinks it will add more cost.

- She clicks around, unsure what to do – also worried that if she crosses off the price tiers she will lose her flights.

- It disappears anyway when she clicks the greyed-out continue button but she is reassured that the items are still in the basket.

- After a good few seconds and a couple of incorrect clicks, she finally realises that she has to select the basic option with the CTA button in that tier.

Positives

- She likes to see the couple of dates either side. If she wasn't restricted to Sunday to Sunday she would look either side of the initial date entered.

- She likes the basket as she knows where she is up to.

- She specifically likes the **TOTAL** at the top of the basket

- She seemed very in control and confident when she was choosing both outbound & return flights

Seat selection

Goals

- Select seats so family are all together

- Choose seats without upgrading baggage or legroom at this stage

Behaviours

- She closely reads all the different price/seat options

- She selects each seat by clicking on the available seats in the plan

- She scrolls up and down from the standard seat selection area back to the top where the passengers are listed so she can check as each passenger is added

- She easily moves onto the return flight by clicking the proceed button

- Easily selects return flight seats

- Proceeds by clicking **NEXT** without hesitation

- Skips upgrading to extra legroom after being prompted again. She wouldn't upgrade at this stage.

Pain points

No pain points here, all seats added easily with full understanding of how to select seat.

Positives

She reiterates after adding seats that she likes to see the added extras clearly in the basket. She feels in control and on top of her order/extras.

> *You haven't got to keep searching everywhere because you've got the price. You know where you are at, totally.*

Luggage

Goals

- Add one suitcase for her and her partner to share

- Add two suitcases for daughter and family

- Add a buggy for children

Behaviours

- She closely reads and understands hold luggage options

- Easily considers what hold luggage she requires for scenario

    Well looking at where we've been before, washing machine there, etc, you don't really need two bags, we would normally, for the two of us, one 26kg bag. So I would click on there, I just want one.

- Easily uses interface to add a suitcase for herself and partner

- Confirms the suitcase has been added to the basket

- Easily adds our luggage

- Tries to find option to add buggy can't see anywhere

Pain points

She needs to add buggy but cannot find option. She knows she can come back after the booking has been made to add extras so she moves on.

Positives

Easily add suitcases using interface and confirms they have been added by checking basket, and checks what the total price is after adding.

Extras & book

Goals

- Complete booking and **get flights booked** before she loses them

Behaviours

- Reads car rental page

  We need a car, so I would have a quick look at the car. Have a quick browse down to see what they are offering. But at this moment in time, I know I can go back into this site, there is car companies there,

  So I think, no lets get the [flights booked first] *I'm happy with the flights, lets get them paid before I lose it.*

- She is keen to get all booked up and she knows she can add stuff to the booking after its paid for.

- Skips food upsell

- Skips travel insurance upsell

Pain points

She moves easily through extras to get to the enter details page. She considers the extras so they are not entirely unwanted, but ultimately she knows they can be added after booking, and getting the flights secured is her main priority at this stage.

Positives

She is really happy with the way you can log in at any point after booking and add upgrades or extras. Knowing she can do this at a later date really helps reassure her that all the extras can easily be sorted after purchase, so she can press on and book the flights, and get the tickets before the price goes up or the seats sell out.

But just lets get the flights paid, we know where we are, and then we can do that at a later date.

Qatar to Bali for ten days

Landing page / search

Goals

- Find available long-haul flights to Bali

Behaviours

- Enters FROM

- Enters TO

- Chooses departure date

- Chooses return date

- Enters number of passengers

- Clicks 'Show flights'

Pain points

No pain points

Positives

Flows through the form easily without hesitation.

Results page / select

Goals

- Find and choose long-haul flights to Bali

- Find flights with suitable journey length and stops

Behaviours

- Looks at top result

- Looks at journey length (long-haul)

- Presses 'Flight details'

- Read flight details and understood connections and stops.

- Notices other flights further down page

- *I'd probably go into the flight details on this one, just to see if there are any changes on there. When you look into it a bit more, you might have to book hotels.*

- Considers flights based on journey length

Pain points

- Confused by the time difference. She cannot clearly see how long the flight is.

- Confused by the stops

- *You see that's saying one stop, but it isn't actually saying whether you have to change.*

- Doesn't notice further flights down the page at first. Only sees the top flight.

- Struggles to make sense of different flight lengths/stops

- *Its not that clear, is it really.*

- She doesn't understand the stops and journey lengths, yet these are the very details she wants to compare.

Positives

All a bit messy overall.

Price tiers and extras

Goals

- Complete booking

- Select upgrades that will be suitable for a long-haul flight with a hotel stay at destination.

Behaviours

- After selecting flight the price tiers are revealed

- Slowly and carefully reads all the options in the price tiers

- Considers luggage options

- *And probably in this type of place you would be going in a hotel, so you'd probably need a lot more clothes.*

- Considers seat selection

- *No actually I'd go with the middle option because its got Standard seat selection. And you don't want to sit in the middle of five seats, in case you want to be by a window.*

- Selects outgoing flight

- Reads return flight details

- She is very interested in the stops and connections. It seems to be all that she is looking at.

- *On a long haul flight like that, I think the connection times would sway, even if your paying a bit extra.*

Pain points

Confused by journey length, connections and stops. Its not very clear.

Positives

She likes the reassurance of having the trip review.

> *But I know now* [likes being kept informed – reassured] *than I will be going out on the 8th June, leaving Manchester at 8.05 etc…*