

# Rachel to Spain on EasyJet and Maldives on BA

## Interview

### Profile

- Flies once a year
- Flies to Spain, France
- With friends or travelling alone
- Uses Laptop

## Group booking to Craig & Jude's wedding in Portugal

*There were 15 people going to a wedding in Portugal, we ended up breaking the bookings down into groups of three or four.*

*Because it altered the booking and the price.*

*When we were trying to book, when we were looking at prices, we would try and find flights for different size groups, and the prices would vary.*

### Why do you think that was?

*Trying to get more money, or availability?*

*We just decided we would have to book in groups of four, because it was easier to look after*

### Was that because it was hard to orchestrate 15 people?

*Yes*

So you knew what date the wedding was, everyone was invited. What steps did you go about doing to arrange the accommodation, flights etc?

*We wanted a couple of dates before the wedding and a few days after because we wanted a weeks holiday, It did depend on when people could get time off work - what days we went.*

*And what was available for [accommodation] When we were looking for the villa, sometimes they are strict about what days you have got to check in and check out*

*I think it was that that was a factor when we booked the flights.*

In this case the accommodation took priority over the flights when **choosing the dates**.

*There was a whatsapp group for the wedding*

**Everyone who was going was in that group?**

Yes

**Did you book the flights or accommodation first?**

*The Villa first. There were two people looking at what was suitable, for how many people was in the group. And then we all agreed on somewhere.*

*Someone made the booking because you have to pay with a credit card*

*And then we all looked at flights after that*

**Did you look at flights?**

Yes

**Where did you go first to look at flights?**

*I might have just typed it in, maybe **looked at it on my phone first.***

*Things like SkyScanner, for airlines that are cheap*

*We just all put our thoughts in. If someone else had found a cheaper flight they would say try this one*

*All in Whatsapp.*

So you would go onto Skyscanner. You knew which dates you had to fly

**What info did you take onto Skyscanner?**

*Don't know*

**What did you take away from Skyscanner?**

*Price, flight times*

*Sometimes we wanted to decide if we wanted to fly really early, and get the most of a day, or we wanted an afternoon flight, which might be a bit more manageable.*

**Why morning or afternoon? [deciding on flight times] what are your thought processes?**

*Some people don't like to get up at 3am, but if you are getting the most out of your break, you want a full day when you arrive.*

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The reason for getting to this is to justify having days either side on display – so they can choose the best flight, whatever the time, whatever the day, whatever the accommodation limitations, whatever they think is best for their situation, you can choose the best flight for you– and see both outgoing and return.

You need to see days either side because **DATES** is one of the variables. You might decide to go for ten days and go to Lisbon, you might see a cheaper flight on the previous day, or one with a more suitable time.

The flights might dictate the date rather than the accommodation. Check this in the survey answers.

Rosie Green might see a better time flight a day earlier, or a better price.

For every scenario where the flight **dictates the day of flying**, they need to see the flights either side.

A business woman flying to Singapore might see a much shorter flight with less stops a day later, and decide to stay another night.

**This is why you need to see the days either side.**

### Reasons for choosing flights

- Accommodation availability
- Passengers availability
- Wanting to make the most of the holiday and not losing a day
- Not wanting to hang around on the last day wasting money waiting to go
- Making the holiday a bit longer
- Airport location
- Journey length (note taking 2)
- Stops

ALL UNDERWRITTEN BY THE BOTTOM LINE – price.

\*\*\*\*\*

**How did you send the details?**

*There were a few links*

*If people had found flights they would post in the groups.*

**Annie** – the flights were shared via screenshot, they were cautious about sharing links because they thought the price might go up with the extra interest/clicks

**The bottom line is the bottom line – price underwrites everything by default.**

*If people had looked into them, and maybe looked at booking a group of four and seeing what the various prices were... I think because of the number of people going it got a bit complicated.*

*So someone made a decision, right ill book for x, y, and z etc*

*Its also about booking your seats as well, whether you're booking together,*

*There were issues with the prices being different for different numbers of people booking.*

*If you book for more than two or more people, the prices change.*

*Don't know why, we would go back in try again, someone else would do it the next day and it would be a slightly different price.*

*Also there is the money side of it, if there is one person taking responsibility for that booking, you have got to get everyone to send their funds to someones account and it just makes it easier doing in [in smaller groups]*

**Did you go onto any other websites other than Skyscanner?**

*Probably Ryanair and EasyJet, we wanted a budget flight*

**They show up on Skyscanner don't they, do you look at the actual site as well?**

*Yes*

**How do you make sure you've got the best price?**

*Skyscanner. The good thing about Skyscanner is there are airlines that you wouldn't normally think of.*

*Like Air France*

**Apart from price, what information do you compare when you are choosing a flight?**

*Suitable flight times and price.*

It sounds like you were going back and to, to the website a few times if people were getting different prices for different numbers, how long was it between setting up the Whatsapp group for the wedding, and booking YOUR flights?

*Obviously with people working, it was maybe a week?*

*Back and forth in Whatsapp groups with people putting their ideas in, it was a bit drawn out.*

So you've booked your accommodation, got dates. You're looking on Skyscanner, maybe looking on other websites to compare prices

*Yes*

Time is important because you want the full day there, you had to establish which people had what days off. So when you came to choosing the final flight, when you pressed the button,

**What led you to that decision?**

*The best time that everybody agreed on, the **flight times**. And the **price**.*

**How come you ended up handing the flight over to someone else?**

[She was having trouble so someone else had to do something for her on the website]

*On that occasion, I was putting something in wrong, having problems with it*

*I think it was Ryanair. I booked the flights myself, but when we had to change them was when I came into [trouble]*

*It was with the pandemic we looked at what our options were, whether we could swap, and what the fees were. [changing flights]*

*In terms of whether you could do it for free, or whether there was extra charges,*

*And when I went to change the details with everybody and get a new date,*

*That's when I had problems*

**So whoever sorted it out just went and logged in with your login**

Yes.

# Easyjet

## Scenario

Group booking. Holiday away with friends.

- Annie
- Linz
- Jude
- Andrea + Kitty

Go through the steps you would do if you wanted to start thinking about booking flights. No accommodation booked, you are just going in September.

## Landing page

So whats on this page?

*So I've got where I'd fly from*

*Liverpool is the closest but I'd maybe change it too Liverpool or Manchester*

**GOAL** – search for flights from both regional airports to see which one has the most suitable.

When you went last time, why did you choose one or the other? To compare different airlines?

[save search]

*They are both easily accessible [local] You type northwest*

Did you have to do a search on Manchester and then a search on Liverpool?

*I think we did, I think normally it would be 'northwest' [search]*



*Or Liverpool and Manchester, [search] Look for both*

[continue with task]

*Its not one way [she notices the trip type selector]*

[she clicks in the FROM field]

*Can I use this...? [hovers the mouse over the Hamburger icon]*

*Click to choose departure airport [reads out the hover label]*

[Clicks]

*I've already got Liverpool on there so I'm going to see if I can put Manchester as well.*

[She scrolls down to Manchester on the airport finder and clicks on it but it removes Liverpool from the field]

*Oh no, it only gives you the one option. [PAIN POINT]*

Save searches will help with this – only you can access them from the results page. Easily search for different airports, save searches, update searches, maybe with a warning if the availability is getting low, add new searches, passengers can log in and view/add/amends searches, you can send screenshots that show all the required details with a link so passengers can login – simple password which becomes more secure at the next stage.

Can get Rosie to verify this – tailor her test for this exactly – get her to find out the best prices and times – choose suitable flights from both airports – does EasyJet do both airports? Maybe use and airline which does both Girona and Perpignan? ]

[move on]

She starts typing Spain into the TO field s...p...

She chooses Barcelona from the drop down

Then clicks straight onto departing field to reveal the calendar on the right

Sees the white 'departing' label at the top

Clicks on Saturday 4<sup>th</sup>

[would have been better to give her specific dates I had researched so I knew if there was a range of flights available]

Moves mouse back to the RETURNING field,

[again like Lesley she doesn't see that you can move straight to selecting the return date within the calendar – better UI would help people see that you can do this, so it flows with their mental model]

Clicks returning, pop-up calendar revealed again

Clicks the following week,

*Saturday to Saturday*

Easily enters five adults and one child

*One child under 15*

*This is just for flights, its not including holidays as well*

Easily clicks SHOW FLIGHTS cta, also notices SHOW HOLIDAYS cta

So click on **SHOW FLIGHTS**

*So this is showing us the lowest fares*

*There is no flights on the Friday or the Sunday anyway*

[looks at days either side – its annoying that she didn't choose a flight with more options, but the fact she mentions there is no flights either side shows she is thinking about it.]

**What information is on there?**

*So I've got departure and arrival*

*Its showing me the lowest fare*

*That must be the only flight because nothing else has come up*

*And its got places to stay*

*You can also fly to Barcelona from Liverpool, so you could maybe look at that*

[We know this is something both Lesley and Rachel want to do – check both airports]

*This search has just one flight available, but when we were looking with Ryanair and we were looking at dates, its gave us the option of putting three days before, three days after, so it would give you not just one day,*

**Was it handy to see that?**

*Yes, so you could choose different day to go on.*

**Is everything on here that you would need to make a decision?**

*No not really, I would maybe look at*

*If I was actually going to book, I wouldn't just look at the first thing that came up.*

*I would maybe try a different website or different days [store search would be helpful]*

**How would you take the details away if you wanted to compare them with a different website?**

*I'm a bit old skool I would probably write it down on a piece of paper*

**Change it to Malaga**

*Ok*

She looks around for a second and finds CHANGE SEARCH which reveals the search form in the pop-up sidebar.

She starts typing spain into the TO field

There is a lot of airports in Spain so Malaga is out of view and she needs to scroll to it.

*Do they even fly too....* [because its out of view she is not sure if Easyjet fly there]

She scrolls down and finds it.

Easily finds UPDATE SEARCH orange CTA button.

There is a warning message saying basket items will be lost with a new search

[How would this be dealt with store search feature? Can't change once something is added to the basket. Or it empties the basket.]

She clicks update search

Malaga search results

*There is a Friday flight and a Saturday flight*

She spends a few seconds taking in the details [21.16]

She is looking at the two days, comparing the prices and times

*Its cheaper to travel on the Saturday and come back on the Friday*

So in this case, what is the most important thing you are looking at, at this stage? When you are comparing flights like this, what are you most bothered about?

*To be honest if I was booking a flight, you want a full weeks holiday, you wouldn't necessarily come home a day early just to save thirty quid.*

She is looking at both **outbound** and **return**

She needs to see both to be able to weigh this decision up – she is not going to shorten the holiday, and she can calculate which is the cheapest, Friday to Friday or Saturday to Saturday.

She is looking at both to calculate the price. Comparing both outbound and return together. They need to be together.

**This is the moment in action!** Shall we go Thursday or Friday? It's the price that decides, but not going to get the very cheapest option, shortening the holiday. Not for the sake of thirty quid

**Price takes priority**, unless something else does – losing a day in this case. Unless something else breaks the threshold

Price takes priority, **but not going to shorten holiday to save £30**

She is demonstrating the **key principle** and using the price and date from **both outbound and inbound** to compare.

So she goes to the next cheapest option which is Friday to Friday.

And she needs to see both days either side to make this decision.

And in this case, the flight times are dictating what dates she will book the accommodation.

The results page will be designed to support this exact process of deciding which flight.

*So instead of travelling Saturday you could travel Friday to Friday. Which looks like a better option.*

[21.55 – she can only do this with days either side showing, and both outbound and inbound. She is comparing days and prices. Its dictating the travel dates – and therefore the accommodation dates – verify from survey]

### **So go ahead and select them**

*There is a + sign there, I think that means 'yes I want that one'*

*And the return one, coming back on the Friday*

She clicks on the two flights.

*And then you click continue.*

Price tiers pop-up

*So this tells me... I can choose whether I want Standard*

*Or I want cabin bags*

*And seating, speedy boarding.*

**What are these options here then?**

*Its all the details with booking regarding your luggage, and your seat*

*And also boarding. So what you get for your money.*

*Oh god... [sees the price] its £145...*

*I wouldn't do that, that's way too expensive.*

*The recommended, standard plus, that includes...*

*Your under seat cabin bag, your overhead cabin bag,*

*No actual hold luggage included in that*

*And that's an extra £40 a person, that's a lot. And its not even including your large suitcase*

*I'd maybe continue with this, [hover mouse over standard fare CTA]*

*Which is nothing.*

*And then add baggage on.*

*And I would hope as well, later on, you could maybe add a seat booking if you wish to.*

She continues with the standard fare.

Seating page loads

*So this is showing me the seating plan, for each passenger to select the available seats. There is not a lot left.*

*It shows you various prices for each section of the plane.*

**How do those prices relate to the ones you just saw?**

*They are slightly cheaper, but this is just for the seat, not including the speedy boarding or anything like that.*

[this is actually incorrect – it has got speedy boarding and bag drop]

*Extra legroom, £24.99. speedy boarding.*

*That is cheaper than before? [the price tiers]*

*It's a tenner cheaper now I have got to this.*

*Still too expensive.*

*Its was more expensive before, maybe that's a sneaky thing?*

She books the cheapest, clicking on the seats and scrolling up and down to check as each passenger is entered.

She does this easily, and understands the interface, even though the packages don't seem to have had much of an impact on her.

**What are you looking at over there?**

*I was looking at whats going on, so how much...*

*What the cost is so far, it shows you whats in your basket. [makes you feel in control]*



*And each price per seat*

*So you've got five time adult at £64.99, and child*

*And it shows you the arrival and departure times.*

*Ok, so that's my seat booked.*

*Oh hold on... [looking at the basket a bit unsure]*

*Oh right, this is on the way back.*

She presses CTA easily.

Seat upgrade prompt appears

*Now its given you an upgrade option of your seat.*

*Or if you want to take on any extra luggage?*

*Or you can upgrade to a seat with extra legroom*

**Would you upgrade at this point after being asked twice already?**

*I wouldn't. Its irrelevant to me because I've already decided I don't want to spend any extra money,*

She proceeds to the hold luggage

*Now its the hold luggage*

She reads out the hold luggage options

*Its only for a week so I'd go for £23*

*Its expensive*

*Its only for a week*

*Not happy about £40*

*Actually I'd maybe go back and check the prices if you did take another [cabin bag]*

*Because it gave you the option of a handbag and it gave you the option of an overhead, which is obviously bigger dimensions and you can get quite a decent sized suitcase in there*

*I would maybe compare how much it would be to take a 23kg hold and and one [cabin] bag, as opposed to a 15kg.*

*TBH the difference is just £3*

**How would you do that at this stage, if you wanted to go back?**

*There is a little button here to say if you want to go back, maybe I would look at both options.*

*And it depends as well on the group, if you are booking for a group of people, some people pack light, and they don't want to spend the extra money.*

*So I'm going to go for the middle of the road one, £23kg,*

Hovers mouse over + button to add suitcases.

*Can I do it in half? Because sometimes when you go in groups, people share suitcases,*

So you don't know what Annie or Jude are going to do, so you could add yours, and what would you expect **they would do?**

*Some people might say lets make it cheaper and maybe share a suitcase, and pack things together.*

**Would you come back after the booking to add them?**

*No, we would probably just go ahead and book three suitcases instead of five, or something...*

She would be on to these people on Whatsapp,

She adds suit cases easily with + buttons

*I think that's added to the basket, [checks basket]*

*Now it gives you the options of car rental, we don't need to do that*

[Presses skip]

*Food and drink vouchers, more stuff...*

*Don't need that*

*Travel insurance, don't need that*

**FIN**

## **In summary**

She wanted to see the full price with the extras at the beginning, so she knew straight away how much everything would be before going ahead.

Instead of going forwards and then back,

SO she was a bit annoyed about having to consider going back to check the different options.

Would have been better not to have to go back and see if it was cheaper to get different hand luggage

I think what she is trying to say is the baggage options need to be simpler.

Other than that it was fairly simple.

## **Maldives with BA**

*So just looking at flight times*

*They give you a choice of TO and FROM*

*And return flight,*

*And how many passengers and whether you want to fly economy.*

*So we are going to fly from Manchester*

*To Maldives,*

*[Uses auto search drop downs easily]*

*[clicks on OUTBOUND]*

*Just asks for specific dates so*

[Chooses September 18<sup>th</sup> from calendar]

[decides to choose September 18<sup>th</sup>, clicks on date 34.36]

*And a return flight*

[She takes a moment trying to work out what return date is ten days – chooses eleven]

[its already pre-selected 2 adults and 2 children, you can't see the children selected so Rachel doesn't realise and leaves it like that even though she only wants 2 adults]

*This gives you a choice of price* [lists four options]

*I'd maybe look at both. I'd start with economy, but I know it's a long flight so I'd want to see what my options were.* [priorities change for different journeys]

[She clicks CTA easily]

**So you're saying if you were going long-haul you might choose to...**

*Yes, spend a bit more money* [consider upgrading to Premium Economy because it's a long trip]

## INSIGHT pain point

She gets confused here, not entirely sure why, but I think its because at the top its just a list of outgoing flights  
The headings are not that clear, she maybe doesn't realise its only outgoing flights.  
Because she scrolls down below the fold, she misses the title.

*So here it gives a lot of options for flight*

*Oh hold on a minute, whats that then?*

[she notices they are all from Manchester, not understanding why]

[scrolls back up to look at title]

*Manchester, departures*

*Its all from the same airport*

*I'm just confused with*

[hovers mouse over '2 connections']

*Oh right, so you've got two connection flights*

[looks over to the right hand side]

*Economy, checked baggage...*

[moves mouse back over to flight information, looks at some of the details, clearly confused]

*Why is this... I don't understand this...*

[hovering mouse over something – is it Qatar, or the times? – think it's the times]

*So this one is the same time, arriving at 8.35, and this one is the same time, arriving at 15.20, both with two connections, I don't understand.*

*Does that mean you maybe stop off somewhere, and then get another flight later on, or something?*

[ask whats in the box, she thinks I mean economy/business, lost the moment.]

[I ask her specifically what are the differences between the flights]

*Ok, yes, so the flight times...*

*You've got two connections*

[hovering mouse over details]

*I don't get it*

[its not very clear]

*I don't get it [laughing now]*

Its not very clear though. Why do they need the airline Logos and names? Does connections not make it clear to Rachel that it is a stop?

Does she not recognise what the details are saying?

Does she not notice the journey length, or not understand what the times are?

The little line graphic shows the stops, but its not obvious that is what its doing.

*This one is travelling from 6.45 in the morning,*

*Two connections*

*Flight details [presses flight details]*

*Right, ok. So if you click on that it tells you...*

The flights details dialogue box has opened, and it is FULL of information. Not very clearly, no hierarchy, loads of numbers,

*The terminal, arrive,*

**What would you like to know at this stage?**

*Whats the difference between the flight time, I don't understand it?*

[She closes the flight details window, its been no help, unsurprisingly, couldn't make any sense of it all. No scannability]

**That one there says 21.50, and then that one there says 18.55 [looking at journey length]**

**Do you think that is the flight duration?**

*Yes, but... I don't know why its different?*

*So it just shows you flight times, and how long...*

*So maybe, you'd have to do a different route or something like that, which is why it takes longer.*

She doesn't see that it's the stop length that is making it longer. She doesn't realise that the 'connections' means you get off in an airport, and wait a few hours until the next plane.

If the breakdown of the journey explained this more clearly, that would help. I think Qatar has a more clear visual explanation of the stops, stop length, etc.

If she could see this more clearly she wouldn't be confused.

This whole confusion has meant that so far, she hasn't noticed the 13 hour flight with one connection, that is the shortest by far and the cheapest!



*I am a bit daft, I've never really booked a long flight like that.*

She doesn't quite understand stops/connections, but if it was explained more clearly she would have understood.

**So what would you need at this stage to make you feel more reassured about what flights you were booking?**

*There is the connections, that's another factor.*

*For a long-haul flight you don't want to be on and off planes.*

[does she want less, shorter connections? The details should make the connections/stops info completely clear]

*And obviously the price is something,*

She notices the cheap short flight, reads out the details

*Only one connection*

*And its cheaper*

## **PAIN POINT**

*With this though, it only gives you economy and business, when there were other options available. So it would be interesting to see what one above economy. What you would get for your money.*

[she mentioned on search form that she would think about Premium economy. But its not here as an option]

[she clicks on the Economy box]

She describes the options for Economy and Business.

*And, errmmm, that's all the information it gives you.*

She is not impressed with the options.

*There was four options [on the landing page]*

*Now its just economy and business.*

She selects economy.

Message comes up saying 'We don't fly that route on the dates you've chosen. So its showing flights from another day.

*Oh... now it tells me they don't fly that route on the dates I've chosen.*

*So now its showing me the other options*

*Well it doesn't show me... wheres the date?*

She scrolls up the page to find the date

*Connecting journeys... [the title]*

*Am I being daft here? [Don Norman says you're not]*

No, where is it?

She then finds the date carousel at the top of the page.

*I picked the 16<sup>th</sup>, and this is a little toolbar on the top, and here its highlighted Wednesday 29<sup>th</sup>.*

*Maybe I can move...*

[She presses the navigate left arrow, and the page reloads, takes quite a while]

[Takes so long she thinks for a second she has got something wrong]

*Now its given me options of other dates I could pick instead.*

**Were you coming back on the 16<sup>th</sup>, or...?**

*I don't know, it's a bit confusing...*

[She has forgotten the date she entered. Its not real so maybe why, but surely she should be able to see the dates she has selected on the search?]

[She mentions that she cant see the dates she entered]

*Its probably me being silly, but it just doesn't seem very clear on this website*

*Lets go back* [presses to navigate back to right for later dates]

*Its quite a slow website as well*

[Takes ages to load again]

*You think that would just let you scroll through, instead of taking so long to*

*So, 29<sup>th</sup>. Travelling back on the 29<sup>th</sup>.*

*These are my options again, Economy and Business class.*

**What are the journey lengths?**

*Its varies from 19 hours to 26*

She chooses the top flight, Economy.

### **PAIN POINT**

She clicks economy revealing the two price tiers.

Scrolls around not knowing where to click to proceed. She needs to select the economy option, even though she has just pressed economy.

Finds it after a few seconds.

Screen loads slowly again.

Covid information. Again, its not clear, the text has no headings or hierarchy, have to read it all to understand it, takes ages,

She spends ages trying to read it, but never really understands exactly what it is saying, and neither do I. You just CBA reading it.

Skips clicks '**I understand**'.

*I understand...*

Except she doesn't, and neither do I...

Trip review page loads up.

*So now I've got my journey planned out so I've got my outward and inward flights.*

She scans over the details. It's the same again as per usual, no hierarchy, wishy washy font all the same colour, similar size, no headings.

We move on, but I'm not sure if she really takes it all in. She confirms this in a minute because she says she is not happy her understanding]

She scrolls over extras,

*Sort of pretty standard, I don't need to look at that*

[Clicks 'agree and continue']

**END**

**What did you think of that then?**

*I didn't like the website, I didn't think it was very clear, I didn't think it was very user friendly, didn't stand out,*

[its wishy washy, you can't understand what is going on]

It didn't show... normally you would have a little box, [basket?]

*So you've booked - these are your outbound flights , and your date and the price, now you are booking your return flights, you like to have all that*

[everyone wants to visualise what they are selecting, the full and clear details of everything, price, clear flight details dialogue box, stops, length, baggage, seats,]

They need it to keep on top of what is going on, it makes them feel reassured. BIG experience factor. Reduce anxiety.

Put them in the know,

Visibility of system status, visibility of everything.

*It was just a difficult site to navigate around.*

[the basket is a no brainer. Why havnt they got a basket?]

*And the time differences and the changes and all that*

[needs to be so much clearer]