

AER LINGUS/EUROWINGS NOTES

Airline desktop usability test 1. Aer Lingus / Eurowings

Interview

- Frequent flyer – up to five times a year
- Flies for pleasure / social occasions
- Flies with friends / **people from other households**
- Travels mainly in Europe, but also the middle East. Mainly short-haul, sometimes long-haul
- Uses **phone** and **iPad**
- Books flights online on Ryanair & Aer Lingus
- She has the apps for these two airlines because they are handy for **checking-in**

Trip planning process

- She booked a short one-day return to Liverpool **with friends**
- Most important factors were **price** and **time**
- Seven friends were going so there was lots of people to **share information** with
- Logged in initially looking for the **day** and **time** that suited
- She and her friend **compared** prices between Ryanair & Aer Lingus websites
- They **worry** that if you leave the site **the prices may change or go up**, so they search both websites simultaneously so they can compare flights without leaving the sites
- They **decided** to go with Ryanair because it was the **cheapest**

Flight booking task 1

Aer Lingus Cork to Faro, Portugal.

Landing page / Search

Goals

- Search for **return flights** to Faro from Cork, Ireland
- Search for flights on **specific dates** in October

Behaviours

- The site requires users to first enter home country and airport. Ireland is correctly auto-filled, however the incorrect airport is auto-filled – Dublin. [N]
- The user selects Cork airport, and English as her preferred language
- The user clicks ‘confirm’ and the page reloads to display the search form
- The users mouse accidentally rolls over the Top nav [PP(a)]

Straight away I can see the airport has come up [Cork auto-populated], where I want to go from. There is also an option for return flights or if you only wanted one-way. Then a link to pick my chosen airport I’m flying to. And then put in my dates.

- The user begins to **type** FARO in the destination field
- The user selects FARO from the **auto-search drop down**
- The user **recognises** the ALGARVE label in the field as the region she is going to
- The user clicks in the departure date field revealing the drop-down calendar which she uses to select the date

I can actually make sure it’s the right day. I would never type it in I always go to the calendar.

- The user easily selects the return date from the **calendar**
- She easily adds two **passengers** using the +/- buttons
- The user misses the CTA **[PP(b)]**
- She finds the CTA and clicks to proceed

Pain points

- **(a)**
The user's mouse accidentally rolls over the top-nav revealing a large drop-down which fills the screen and hides the search form. Because of this, the user spends a few seconds figuring out what to do before finding **Plan & book > Flights** in the top menu. This slows down the user and she doesn't make use of the easier-to-find search form on the landing page.
- **(b)**
After completing the search form she tries to proceed but misses the CTA button, and spends a few seconds trying to work out what to do, scrolling down the page.

I just presumed it was going to be further down the page. I thought the page was longer. I would say maybe a more stand out colour. That colour blends in. If it was red, or a more primary colour?

Positives

Apart from missing the CTA, the user has no problems flowing through the search form. She makes use of the auto-search populate to find the destination and likes making use of the calendar to select the dates.

Results page / select flights

Goals

- View **available flights** on selected dates
- Find the **best priced** flights
- Find flights either on the chosen date, or if not suitable, **find flights on adjacent days to figure out best day to travel**
- Find and **decide** between flights on the outgoing and return trips

Behaviours

- The user looks straight at **prices**

The prices don't look to bad

- She looks at the flights on dates **either side of her chosen date**

Straight away I can see that the only other day available is the Thursday beforehand

- She looks at the flight **times** and flight **durations**
- She **scrolls down** and looks at the return flight the following Saturday
- She **makes a decision** on which flights to choose
- She clicks on the button **selecting the flight**, which reveals the three price options

Pain points

- The user can only see one flight on the selected date. She doesn't know if there are any more on that day, and if not she would like to know there is only one.

Positives

The user appreciated being able to see the available flights on the days either side of selected date. She wouldn't have to do another search if there wasn't a suitable flight on that day.

Price tiers

This is where they get you

Goals

- **Select** chosen flight
- Decide between different **price options and upgrades**
- Choose the best **price option** based on the journey type

Behaviours

- Reads **all the options** for each price tier

I'd go cheaper because you don't need loads of stuff, you can go to the supermarket. Maybe if it was a business trip you'd go for the top tier, if money was no object. £60 extra? you could buy your stuff for £5 at the supermarket.

- She goes for the cheapest option because she **wouldn't need the extras on a short-haul flight**
- The user then **closes the price tier window** when moving to proceed with the booking [**PP**]
- After eventually finding the CTA she clicks the button to **add the outgoing flight** to the basket
- After **struggling AGAIN** to find the return flight CTA, she finds it and adds the return flight

Pain points

- The user wishes to proceed after deciding to choose the lowest price tier. Instead of clicking the CTA buttons at the bottom of each tier, she hides the price tier window.

She spends a good few minutes clicking around not sure what to do, then after being prompted by the moderator she eventually finds the CTA buttons by selecting the flight and re-opening the price tier window. She repeats this mistake and uncertainty when adding the return flights too.

- When the flights are added to the basket she is disappointed that the original price shown was per person, and the total is in fact higher than she was expecting.

Positives

She finds the 'price lock flights' option useful because she can leave the site and when she comes back the flights won't be more expensive.

Questions in summary

- Overall experience – *ok*
- *Didn't prompt me to choose [the price tiers], that actually quite threw me. Button colour didn't hit me.*
- **Very straightforward.** Apart from the obvious pain points, the rest of the process was carried out smoothly.
- *I would like the search flights button to be a different colour maybe, just a little bit more 'stand-out' [make it pop?]*

Flight booking task 2

Eurowings – London (any airport) to Barcelona

Landing page / Search

Goals

- Search for flights from any airport in London to Barcelona
- Search for return flights on dates in October

Behaviours

- The user arrives on the landing page to start the search
- She starts looking around to find the search form [PP]
- She clicks in the FROM field, bringing up a selection of different airports at the bottom of the screen [PP]
- She clicks on LONDON (all airports)
- The user types Barcelona into the DESTINATION field, without selecting it from the auto-search list in the space below and without using the greyed out 'Barcelona' text in the field
- The user then clicks straight onto the 'nice bright' CTA button on the right of the form [PP]
- She clicks on the DEPARTURE field, revealing the calendar at the bottom of the screen
- She begins typing the date anyway, missing the calendar. The moderator asks why.

Because the flashing cursor was in the text field, it led me to do that. I didn't even notice that [the big calendar]. I was just following the lead on it [the form].

[The second time that information in the space below has been missed. The eye is not led to the area. If users notice the information below, its more by chance than by design]

- The user types in the return date, calculating in her head what date is a week later rather than using the calendar
- The user recognises the people icon in the passengers field and easily enters two passengers
- She easily finds the SEARCH button and clicks with no hesitation

Pain points

- The user tries to find the flight search form, which is not visible on the home page. She tries **'discover'** in the top menu, before finding it in **'book'**, along with several other options.

It gives you the option for car hire and everything straight away, so I didn't really want that

- Upon clicking in the DEPARTURE field a selection of airports appears in the bottom half of the screen. As well as various airports around the world, it has LONDON (all airports), and also the three individual London airports. **This makes her a little unsure about what to choose**, so she is *'going to try'* the first one – LONDON (all airports). It is correct, but she feels **uncertain**.
- After entering FROM and TO on the search form, the user goes straight to the CTA button on the right of the form, missing the DATE fields which are on the bottom row of the form. An error message prompts her to enter the dates

It just said outgoing flight and return flight, before I clicked on that, it didn't suggest that you put your dates in there, there was no little markings on it to say or prompt you to put your dates in.

- The user misses the calendar when entering the dates, having to calculate when is a week later

I don't like the date entry form. I always go to the calendar to make sure if my dates are right but I was led to the form

Positives

Apart from the London airport selection and missing the auto-prompts in the area at the bottom of the screen, the user flowed through the form easily.

Results page / select

Goals

- Find suitable flights on the date she requires

Behaviours

- The user **looks at the flights** shown on the date she entered
- She looks at the **stops information**, commenting that its too short a flight for a stop
- She looks at the flight price, noticing that one airport is **dearer than the other**
- She would **choose Stanstead based on price**, unless the **distance to the airport** was significantly longer

I'd pay extra for long haul flights [but on shorter flights it would be the price that decides]

I'd choose this one, there is not much difference in the time, just five minutes [so price remains King/Queen]

- She decides on a flight, and clicks on the CTA

So... I'm going to go for this one...

- The moderator asks if she understands the three price tiers - Basic, Smart & Biz.

I think there is three levels basically across all the airlines [convention].

- She understands the tiers, but while she is answering the question she presses the back button by mistake. This reloads the page. **PAIN POINT (a)**
- Upon clicking the outgoing CTA the page auto-scrolls to the return flights.
- After a few seconds looking around the page, the user clicks 'continue to service selection'
- A pop-up appears warning that the departure airport is different from the return airport. She understands what has happened and goes back to check the flights. Successful pop-up warning.
- The user clicks through to the baggage options and upgrades. She doesn't want any upgrades.

It isn't really necessary because on the page beforehand you can pick your tiers. So I think its basically the same stuff. I didn't click into any of it, but maybe would have wanted more legroom.

Pain points

(a)

When describing the price tiers, the user presses the back button, which reloads the results page. She appears to have done this because she was trying to find the return flights, as she scrolls down the page to find them once the page has reloaded.

While answering the question about the price tiers, she seems to forget that she has scrolled down to the return flights. The price tiers for the outgoing flight are now hidden, but unusually, the return price tiers are now displayed.

She notices that the price shown is now higher and becomes confused by this, not realising she is now looking at the return flight tiers.

She is not sure if she is looking at the outgoing or return flights. [Hierarchy]

There is a long pause while she works out what is happening.

She wonders if the return price is actually the outgoing price, but for two people. It's only when she clicks on the outgoing price CTA button again that she **understands the page layout**.

Positives

No issues viewing the outgoing flights. She was able to view the flight information and weigh up the options between London airports and prices, and **make a decision based on the information**.

- She was happy to see the stops information on the results page

Its too short a flight for a stopover. But straight away I can see that without having to go any further, and then be told there is a stop.

- She was relieved to have been given the pop-up warning about different airports being selected for the trip.

That's no good to me because my car is in Stanstead

- She likes seeing the itinerary of the flight in the basket

Also I can now see the itinerary – I'm happy about that.

NOTE TAKING PROJECT PT. 2

Airline desktop usability test 2. Aer Lingus / Eurowings

Interview

Profile

- Frequent flyer
- Often travels long-haul – to Asia, Indonesia, Bali and USA
- Also short-haul to Europe
- She chooses to book flights on the airline website rather than phone apps
- She prefers desktop because it's a bigger screen

Trip to Canada

Overarching goals:

- See what's available
- **Compare prices**
- Book flight

Steps to achieve these goals:

- She started by comparing Skyscanner with airline websites to get the best price.
- She logged on to see what was available *'kinda like a research place'*
- Entered **FROM** and **TO** locations
- Selected **RETURN** trip
- Entered **DEPARTURE** and **RETURN** dates
- Viewed the **available flights**

- Chose flights based on a **combination of factors**
- **Checked the price** of the same flight on the **airline website**
- **Booked the flight** on the airline website because it was cheaper there

Here she provides useful insights on decision making when choosing flights, and the balance between the importance of different variables.

Often price is the deciding factor, but there are also times when other variables become the most important.

On some trips she would book regardless of the price

In this case, **dates** became the deciding factor, and **good connections** on the way home.

Back to Ireland it was an overnight flight. So instead of staying there longer I was like, OK – I'll take an evening flight.

Group booking insights

The user describes a time when booking flights for a group of friends.

*They would usually text me on **Whatsapp** and say "we can go to Italy for **these dates**"*

*And then I'll go and **research**, and find the best for everyone,*

The answer provides good insights on goals and context.

- The key goal for the group is **finding the best flights/deals**
- They communicate on **Whatsapp**
- First information required is **location** and **dates**
- **Research** is carried out
- **Decision** and **booking**

The Italian job

The lady describes a time when her friend booked flights for a trip to Italy.

*At the time of year I couldn't fly to Turin so we discussed me flying to **Milan** on the way in, and **Bergamot** on the way out.*

*Just to link up the **times**, because sometimes the schedules at Ryanair are a little bit – errr – unsavoury*

*So we just discussed how that would work in relation to catching **connections**.*

In this case, price was not the deciding factor. Choosing the airport based on the most suitable **flight times** was the priority.

They needed to do a flight search on the required dates at **two** airports and compared the times to find the best flights in and out.

The information was shared via **screenshots on WhatsApp**

Flight booking task 1

Aer Lingus Cork to Faro, Portugal.

Landing page / Search

Goals

- Search for return flights to Faro from Cork, Ireland
- Search for flights on specific dates in October

Behaviours

- The user selects Ireland for country, Cork as the airport and English as the home language
- She sees a message about changing fees which takes up most of the screen, and finds this unnecessary
- She scrolls down to start entering search details and see **what is available**
- Cork is already populated in the FROM field so she begins to type Faro in the TO field
- The user clicks on the DEPARTURE field which reveals the calendar below
- She easily selects her dates from the calendar

I just like seeing the month ... the calendar there, clearly. Its similar to my Macbook – the way I have my calendar set up [so] that I can see whole month. I'm going to select the Saturday 24th

- She then enters the passengers and presses search without hesitation

Pain points

She didn't think the full screen pop-up message about changing fees was necessary. All she wanted to do was start entering search details to see what's available.

Positives

Overall, it's clear that this order of actions exactly fits her mental model of the search process. She knew what she was doing as an experienced flyer and flowed through the form confidently.

Results page / select

Goals

- See what's available [perfectly summed up]

Behaviours

- The user looks at the outgoing flights from Cork to Faro
- **[PP (a)]**
- She can see there is no other flights matching her criteria, so she clicks the CTA for the flight easily and without hesitation
- She describes the baggage options in the price tiers. She likes the idea of the upgrades, but they are things she would purchase at the airport anyway.
- She would weigh up if there is a cost saving with these tiers or buying them afterwards
- Despite being interested in the upgrades, she decides to choose the Saver option and **figure out the baggage nearer the time**
- She skips the PRICE LOCK because ***I wouldn't find that useful. I'm either going to buy or not. I guess it would be good for groups?***

Pain points

(a)

The user is confused by the layout of the flight details. The ARRIVAL time is in bold type right underneath the DATE. This draws her eye to the arrival time first, which she confuses for the departure time.

Oh that's a bit confusing actually. It looks to me, when I first looked at it, its looks like I was leaving Cork at 13.30 in the afternoon, but really it leaves at 11am.

I could end up thinking that I'm leaving at 13.30, and I would have that in my head, but not realise that the flight is at 11.

Because its right underneath the date. Arrival time is not as important as the departure time

And then it happens again selecting the return flight

I'm looking again at the return, I still think the arrival time is the departure time

Overall, what did you think of the experience?

Positive

- Easy to book
- Easy to follow, smooth
- Not too many pop-ups

Negative

- No need to select country on landing page
- Landing page filled with pop-up message
- Flight times placement confusing
- When asked, she says the information presented on the results page is all she would need, but she thinks the website is **kind of plain**
- Don't see the value of the three price tiers

I would like to see just a simple amount of baggage that is straight forward and easy. I can just say I've got one bag on board, and I just drop that bag in if I want to.

That's the reason I don't book any baggage, I can go BACK in and decide what I want to bring [after the initial booking]

I want to get booking out of the way first because it doesn't seem as easy to just add a bag.

My toiletries would be in a bigger bag. It would be convenient if they had an option there just to book a 10kg bag and put it in the hold. I would probably purchase it if it was there'

Flight booking task 2

Eurowings – London (any airport) to Barcelona

Landing page / Search

Goals

- Search for flights from any airport in London to Barcelona

Behaviours

- User moves mouse straight to DEPARTURE AIRPORT
- Selects LONDON (all airports)
- She clicks Barcelona from the list for destination, which populates the field

I'm seeing its very easy to find Barcelona. I don't have to type it in, I just click.

- She clicks on DEPARTURE DATE
- There are no flights in June so the calendar doesn't display, causing her to pause for a second
- After a moments uncertainty, she realises you can scroll across to October and the calendar appears
- She is used to using calendars but nearly missed it
- She likes to visualise the dates

It's a bigger window, which makes it easier for me. I can see there is no flights on the 24th, but I can go at the weekend. I'm tempted to pick the 25th October from here.

- She clicks on the passengers field, and goes to type before noticing the +/- buttons
*I was about to type in two people [but she noticed the +/- buttons below.]
laziness hahaha. I'm used to adding products to an order on Amazon etc so its easier.*
- It's a convention people are used to.

Pain points

- The space below the form used for expanding the airport auto-search, calendar and passengers selection is not visually linked to the fields on the form, so users can easily miss it. The flashing cursor draws the user to the form fields rather than this area

Results / Select flights

Goals

- Select suitable flights from any airport in London to Barcelona

Behaviours

- User pays attention to flight details, looking at TIMES and STOPS information.
- She notes that its not a direct flight, and wants to see the full flight information
'I don't know if I click on it, [the 'i' icon] if it tells me' [PP -not sure if it's the flight details]
- The pop-up displays the flight details clearly. She can see now that the stop is 1 hour 50 mins
- User says she wasn't sure if the 5hr30min was the stop time or the total journey time
All very clear. Just don't know how to close it' [PP there is no 'X' to close the window]

This interaction tells us that **stops** are important in some cases, so this information should be available in the flight search results. It was sufficient for her to find out from the pop-up about the full details of the stops.

- User looks at price tiers [PP]
'I can see that [top class] isn't available to me. I already saying, "why not". If it's not an option, why tell me that I can't have it, if it's not here? I don't know why it's not there'
- User knows what most of the listed bullet points are, apart from Preferred seating & Cabin carriage
- She goes for SMART because she wants all the extras. So the upsell has worked, in contrast to the Aer Lingus upsell which didn't work.

Pain Points

There is a message saying 'we cannot guarantee that you will be able to take your item of hand luggage on board'

I'm already thinking, it includes my hand luggage, but I can't necessarily bring it on board with me.

So, what does that mean in relation to me being at the airport? Does that mean it's taken off me? Does that mean I have to think about securing it? Having a lock on it?

She is literally worried about the prospect of her bag or items in her bag being stolen. The wording of the copy on the Basic option has directly resulted in her experiencing anxiety and negative emotions.

I want my bag with me on board its only 8kg.

END

What did you think of this experience?

- *Much easier*
- *Had the option to select All airports in London. Straight away had Barcelona pretty clear underneath. "Ah, cool, that's where I'm going' Saving me time.*
- *More colour on the website – pleasing to the eyes.*
- *Was quickly able to find the calendar link so I could see the full month Once I clicked it I realised I could see the full calendar. [much easier with the calendar]*
- *Easy to follow, easy to navigate. Departure times / arrival times very clear*
- *£4 save your price – didn't know what it was*
- *Baggage – straightforward*
- *Didn't like having options on screen that weren't available.*
- *Better user experience because it seemed to be smoother.*
- *No confusing layout*
- *Journey details pop-up was very clear*
- *Nothing I expected to see but didn't*