

UXDI

Note-taking



General background

- Married **full time** mum to 3 kids and carer to elderly mother.
- Primarily accesses internet on phone, occasionally on laptop.
- Lots of travel and other apps on phone. Always uses a products app if available.
- Travels for **leisure**, family holiday to Europe once a year.
- Responsible for booking flights and organising holiday for entire family.
- When booking flights, **price** and **timings** most important factors.

Last flight booking

- **Family holiday** to Amsterdam.
- Compared prices by **searching through different apps on phone**, rather than using Skyscanner.
- Booked holiday directly on RyanAir app, as it was the **cheapest** option.
- Price most important factor, but would consider paying a little extra for a reasonable flight **time** (for kids).
- Discusses flight prices and timings with husband face-to-face while booking.



General background

- Single **hospitality manager** living in Dublin.
- Primarily accesses internet on phone, occasionally on laptop.
- Uses lots of apps, including travel apps such as Skyscanner.
- Travels for **business** and **leisure**. Main office in London, so Dublin > London common flight.
- Travels 3 times a year, generally to Europe, uses Skyscanner to compare prices.
- When booking flights, **timings** are most important, followed by **price**.

Last flight booking

- **Work flight** to London, booked for **multiple people** on different days.
- Checked Skyscanner for prices, and booked outward with RyanAir, inbound with Aer Lingus.
- An additional 2 colleagues were also booked onto trip with Aer Lingus phone app .
- Communicated flight booking to colleagues by **sending screenshots** of info and QR booking code.

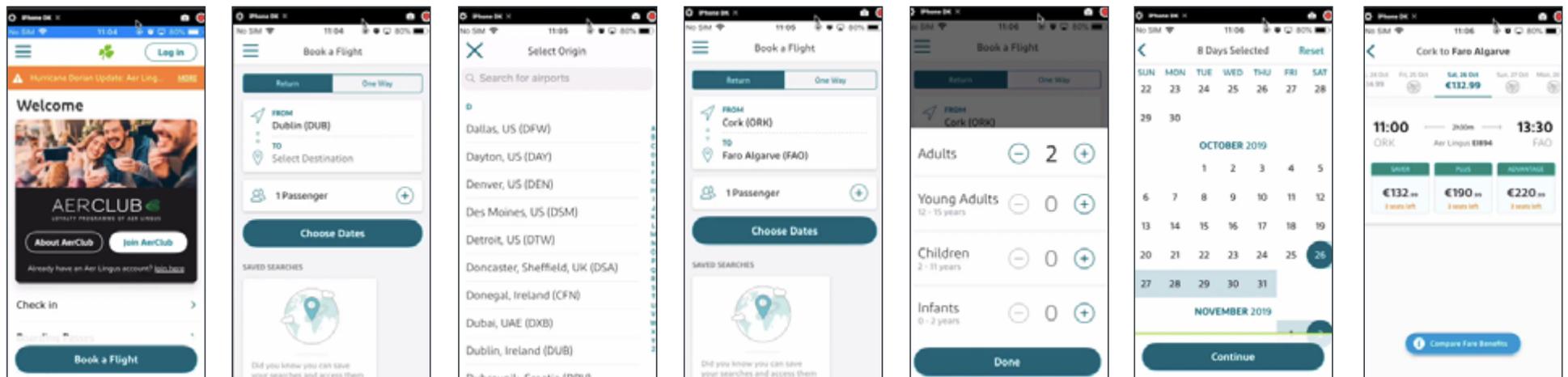


Cork > Faro booking task

- Use *Aer Lingus* app to book flights for **2 people** from **Cork to Faro** during half term break (**Mon 28th Oct - Fri 1st November**). Flights can be during the weekends around this break, preference is to depart on Saturday.

Aer Lingus homepage

- Participant #1 clicks 'book a flight' **straight away**.
- Scrolls down list of departing destinations rather than type in 'Cork'.
- Adds 2 passengers and chooses Saturday 26th October - 2nd November dates.
- Only one flight is shown, so must only be one option for that day.



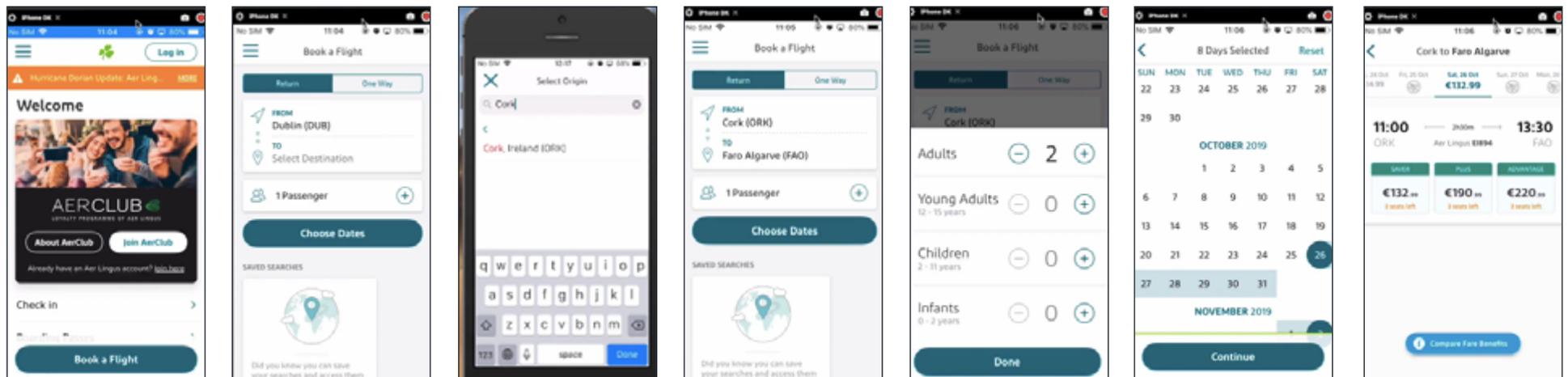


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Aer Lingus homepage

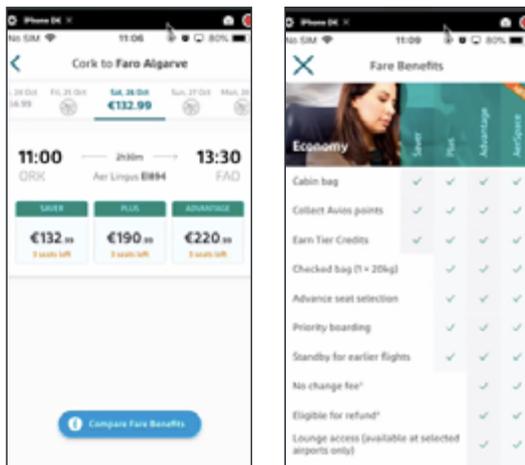
- **Didn't notice 'book a flight' button** straight away, was about to click menu to find it.
- Changes departing destination by **typing** rather than scrolling as "quicker". Adds 2 people.
- Clicks calendar to select dates. Notes **helpful** that days of the week are listed.
- When selecting outward date would expect to go to another screen to select return.
- Only one flight is shown, so must only be one option for that day.





Selecting flights

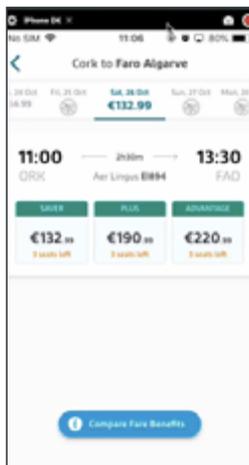
- On available flight, participant #1 **unsure of difference between fare options**.
- Presumes you click 'plus' for info, but this selects fare option and continues to return flights.
- Participant #1 **confused** so goes back a step, and finds button that says 'compare fare benefits' at bottom of screen which was **misted the first time around**.
- When clicking on 'compare fare benefits' notes there is **a lot of reading to do**, and would be more inclined to just pay for 'saver' flight and then add bag on separately after if needed.
- If upgrade benefits were **better highlighted** on initial screen, she would be more inclined to select one.
- Participant #1's mental model tells her that days with grey plane icons means no flights available.
- Participant #1 selected 'saver' fare option for both departing and return flights.





Selecting flights

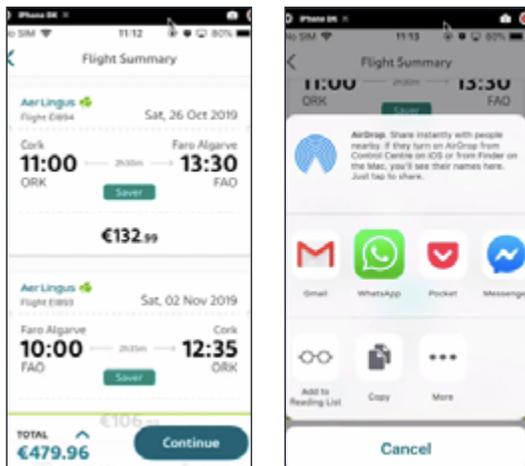
- On available flight, participant #2 **unsure of difference between fare options.**
- **Doesn't notice 'compare fare benefits' button** throughout process.
- Notes a little info under prices to explain what you're paying extra for would be helpful.
- Presumes you click 'saver' for more info, but this selects fare option and continues to return flights.
- Participant #2 **confused** as this was not what he expected.
- Notes when taken through to select flights a **title** of outbound and return flights would be helpful.
- Selects saver option for both flights.





Flight summary

- Screen shows the flight summary and prices for one person, but a total cost amount for two people at the bottom of page. This is understood by participant #1.
- There is an option to **save or share search**, participant #1 notes that she wouldn't generally do this, but would expect to be able to share via **Whatsapp**, which you can,



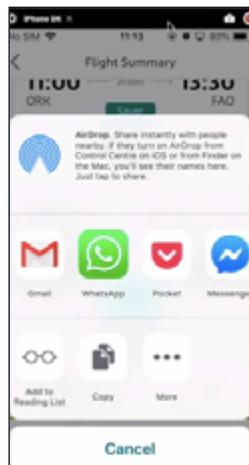
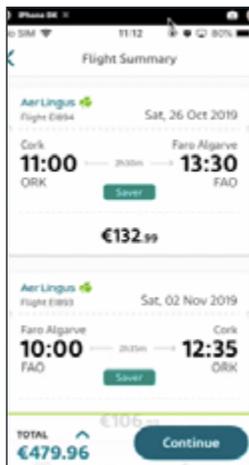
USER EXPERIENCE SUMMARY

- Found process of **task #1 easy**, app was easy to navigate.
- She didn't have to input a lot of information, which was good.
- Would have **expected to see a break down of fare differences** that could be **quickly taken in at a glance**, and in her opinion this would make users more likely to upgrade.



Flight summary

- When looking at flight summary mentions **clear inbound/outbound flight header** would be helpful,
- Participant #2 would expect to be able to share search via **WhatsApp**.
- Generally wouldn't save search, as wary about app putting flight prices up as knows he's interested.
- Notes that the app **automatically saves search** when clicking share button.
- Notices 'compare fare benefits' button after task ends - notes it is a very small button, and space under flights should/could be used to display this information



USER EXPERIENCE SUMMARY

- Good experience, **straightforward clean app**- what you need is there.
- Only **confusion between the different types of flight fares**
- Didn't expect app to jump straight to flights when clicking 'saver'.



Main points of action

- Both participants confused by difference in fare prices, and would be more likely to upgrade if they were laid out clearly.

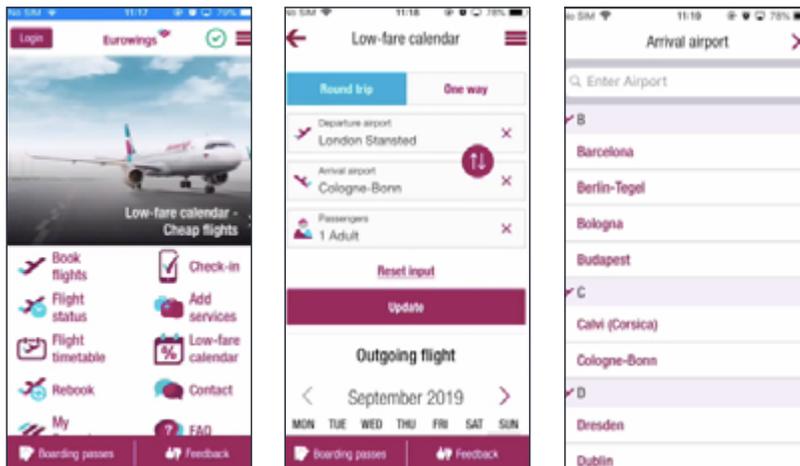


London > Barcelona booking task

- Use *Eurowings* app to book flights for **2 people** from **London to Barcelona** during half term break (**Mon 28th Oct - Fri 1st Nov**). Flights can be during the weekends around this break, preference is to depart on Saturday.

Eurowings homepage

- Presented with **a lot of options**. Participant #1 is inclined to click on either 'low fare' calendar or 'book flights'. Other options (flight tracker/re-book) are **irrelevant** at this stage.
- Participant #1 clicks 'low fare calendar', selects Stansted > Barcelona, and adds 2 passengers.



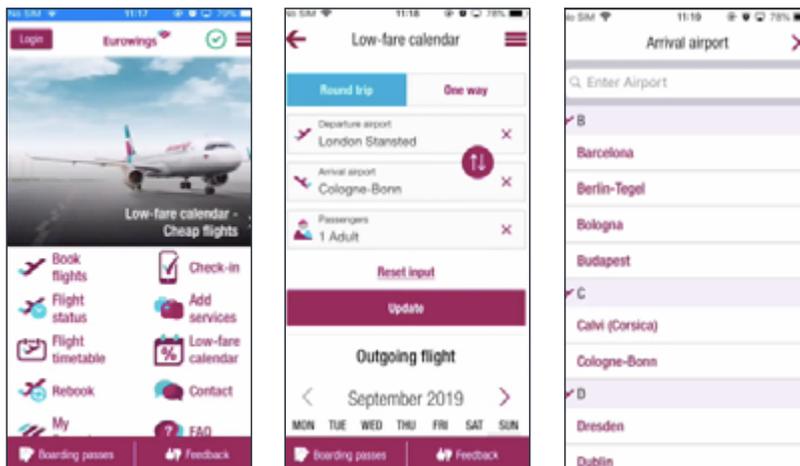


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Eurowings homepage

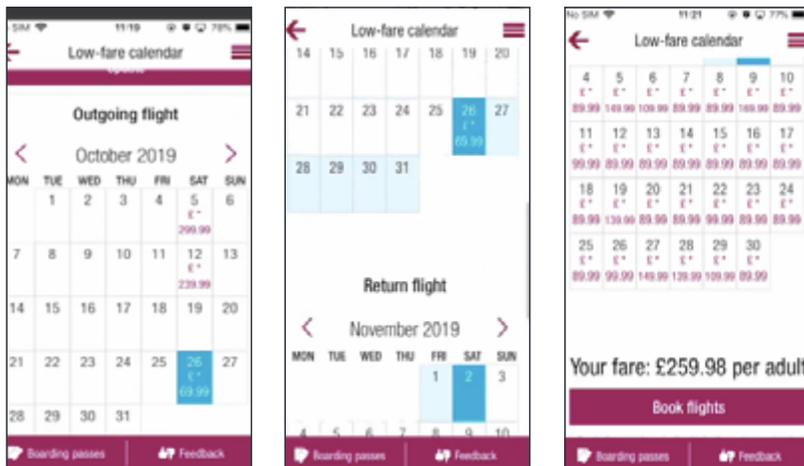
- Straight away mentions that the homepage is **cluttered**.
- Selects 'book flights' option. Selects London (all airports.) and Barcelona.
- Inputs flights the wrong way around, uses switch button to correct this.





Selecting flights

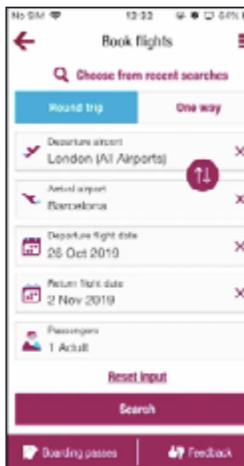
- Scrolls down and selects 26th October on calendar, but is then **confused** for a while about the next step - there is no return flights button?.
- Eventually sees that if you scroll down further the return flight is **underneath** outbound flight.
- Selects return date, but **not getting a book flights button. Confused**. Scrolls back up to top of page and clicks update. Realises there is no return flights on selected day as no price appears.
- Tries searching for flights from Heathrow instead, this time flights available so able to clicks 'book flights'.





Selecting flights

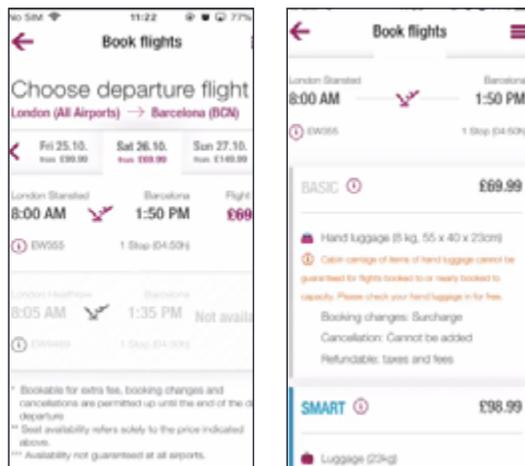
- On selecting calendar dates notes it is **bigger** than Aer Lingus.
- Likes that this app titles return flight / outbound flight at top of page to make it **clearer**.
- Updates to 2 adults and clicks search.





Selecting flights

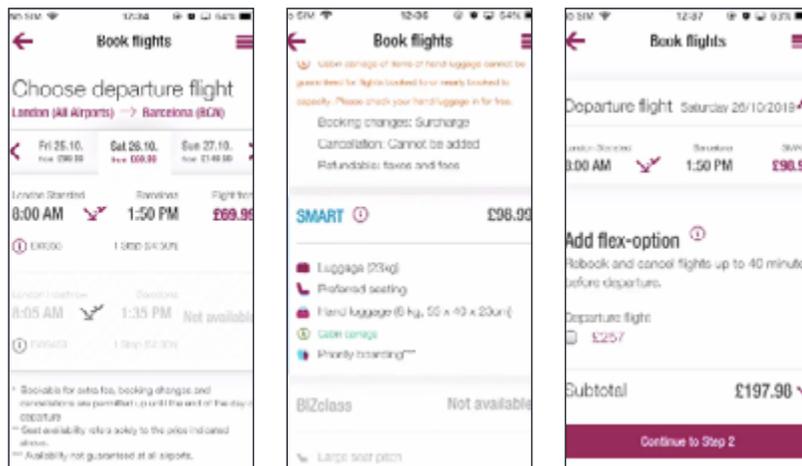
- Before booking, participant #1 would like to compare fares with that of 'book flights' option on homepage.
- Under 'book flights' button you are given the option to choose all London airports, which is **helpful**.
- App **remembers** her search dates from 'low fare calendar' search, **forgets** number of passengers.
- Selects flights, app takes a long time to load. **Didn't realise** you had to click on each flight to select it first.
- Upon clicking is presented with fare options (icons and minimal text), **prefers this way of presenting info** to Aer Lingus app. Is **more inclined to click 'smart' fare** as can easily see what extra £30 will get her.
- Notes that it would be helpful to be able to **view currently in Euros**.
- Selects 'Smart' fare option for both flights. Notes not much difference in price from 'low fare calendar' page.





Selecting flights

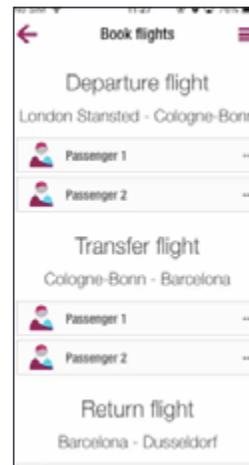
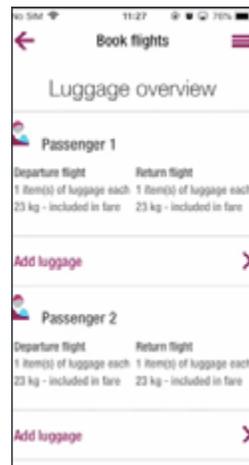
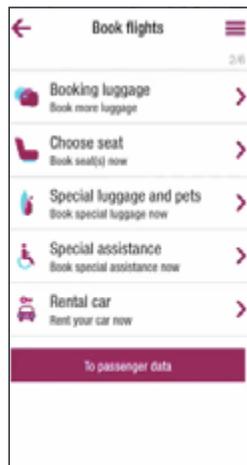
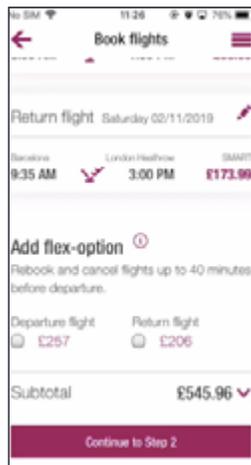
- Only one option available - to fly from Stansted.
- **Confused/frustrated** about why greyed out flight below is showing if not available.
- Clicks on outward flight to select it and is presented with fare options. Much **clearer** than other app.
- **Confused** as to why 'biz class' option would be visible up if not available.
- Selects smart fare, yet app still asks for return flight selection. Participant #2 **confused**.
- Clicks 'one way' as unsure why option is there, and is asked to add a flex option. **Confused** as seems to now have lost return flight. Clear what flex option is, but wouldn't select it as expensive.
- Goes back to previous page, scrolls down, finds return flight and selects smart option.





Flight summary

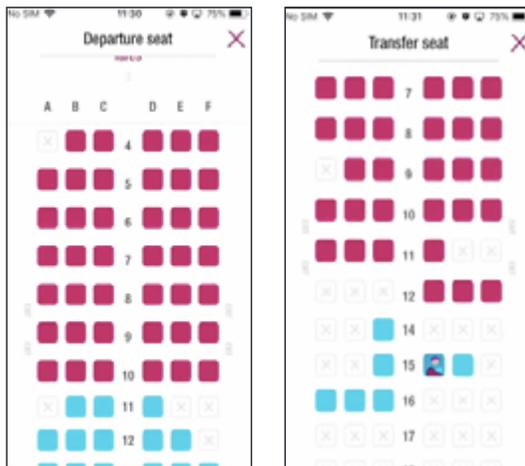
- Screen shows the flight summary and prices for one person, but a total cost amount for two people at the bottom of page.. This is understood by participant #1.
- Clicks 'booking luggage', lists that 23kg luggage is included in price, so participant # doesn't add more.
- Clicks 'choose seats', brought to a screen asking her to select seats for departure and transfer flight.
- Participant #1 **annoyed** as doesn't recall seeing transfer listed before. Has **lost trust** in the app and wouldn't proceed, notes that it is **misleading**.
- When asked to complete booking goes back and finds 'one stop' listed on initial page, but not noticeable.





Flight summary

- Continues to book seats, **assumes** only blue seats are free as pink text says only available with biz class.
- When choosing seat an icon is placed onto it so can easily place second passenger beside them.
- Notes it would be helpful if app could **automatically remember your chosen seats** for each flight.
- Participant #1 clicks apply, and leaves special luggage and rental car options as not needed.



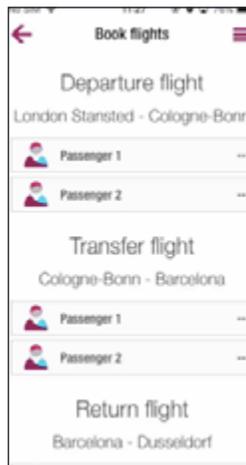
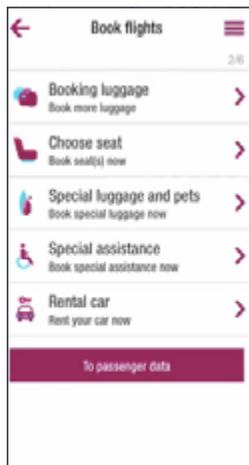
USER EXPERIENCE SUMMARY

- Experience was fine, other than 'hidden' flight transfer, suggests there should be an option where you can **search for direct flights only**.
- Lots of info on homepage, **better if options were compact** rather than having to go into both 'low fare calendar' and 'book flights' separately.
- Liked **simple fare comparison structure**, more likely to upgrade..



Flight summary

- Goes into select seats and notices there is a transfer flight. Doesn't remember seeing anything about a stopover so feels **confused**, and **annoyed** with the app for not notifying him of this before he had gone through whole process.
- He would cancel and look for a flight elsewhere.



USER EXPERIENCE SUMMARY

- A **confusing** experience, didn't realise he wasn't booking direct flight.
- **Liked the way fare information was displayed**, although it wasn't clear that you had to select each flight to see this information.
- Didn't like the app showing flights/fares that weren't available, this was **unnecessary info.** and made app busy.



Main points of action

- Both participants stated that they were presented with a lot of options on homepage, some of which was irrelevant.
- Fare options were clear, but it wasn't clear that the user had to select a flight before viewing them.
- Both participants incredibly frustrated with the app for not making stopover clear, until the end of the booking process, and would not proceed with the booking.