UXDI
Usability test

General background

- **PR Manager** for a travel company in Bristol.
- Primarily accesses internet on phone, on desktop at work in day.
- Practical apps on phone for shopping and bank etc. No travel apps.
- Typically travels long haul for **business**, and takes family holidays for **leisure** closer to home in Europe.
- Usually books flights at work on **desktop**, directly on airline website.
- Prefers to fly from **Bristol** airport with a **stopover** rather than travel to London.
- When booking work flights, **timings** most important, when family, it's **price**.
- Generally looks at phone for flight prices, but always books on "big screen" on desktop.

Last flight booking

- **Business trip** to Japan.
- Booked trip on work **desktop**
- Compared prices by looking directly at a couple of airline websites that flew from Bristol - believes best fares are offered on airline websites.
- **Dates** were **most important factor** as there were work events to attend.

London > New York booking task

• *Use **Air France** app to book a **return** flight for **1 adult and 1 10-year-old with baggage** from **London** to **New York** on S**at 12th Dec - Sat 19th Dec.***

Air France homepage

• Participant looks for 'book a flight' button. Is **distracted** by 'AirFrance Play' ad.

• After a while selects 'buy now' option. Searches for London airports by typing rather than scrolling.

• Selects one adult and one child from passengers screen.

• Passenger **confused** when selecting dates, as days of the week are **incorrect**.
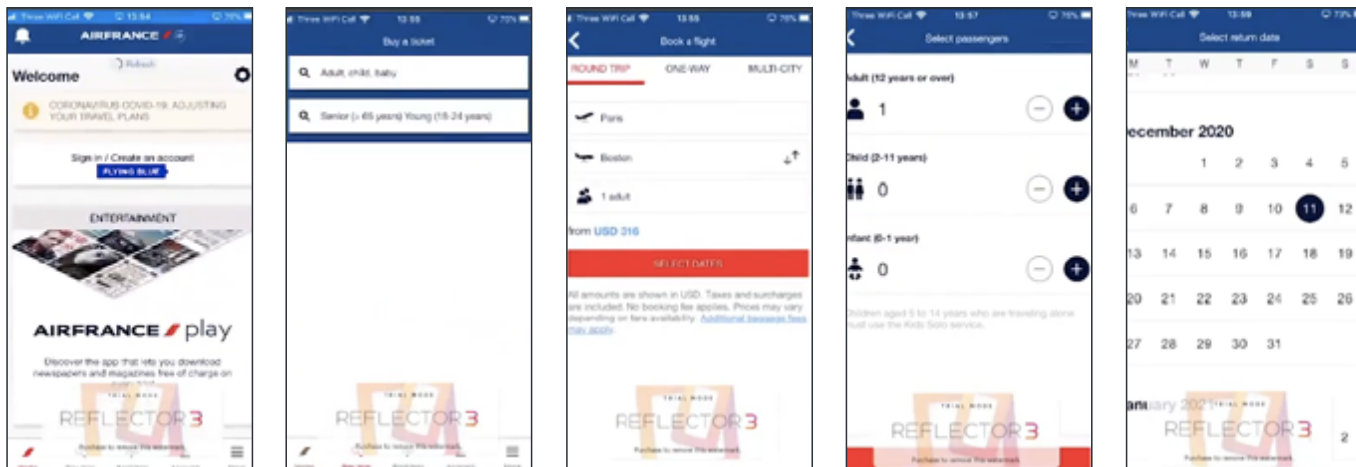
Selecting flights

- App is displaying flights for Friday 11th December. Switches to Saturday.
- **Unsure** if price displayed is for one adult, or adult and child.
- **Unsure** of the differences in price between economy and premium etc. Selects economy fare.
- Notices some results display AirFrance +1 airline, so assumes either there is a **stopover** or it means +1 day on flight time - **not clear.** Participant **can't find out** what this means.
- Again **unsure** if price shown on next screen is for one or two passengers.
- **Likes** the way **different flight styles are displayed with icons**. Clear to see the difference.
- Notices that the prices are all displayed in dollars, **can't find how to change currency**.
- Notices that selecting **dates calendar is faulty. Confused** and would need to double check dates.
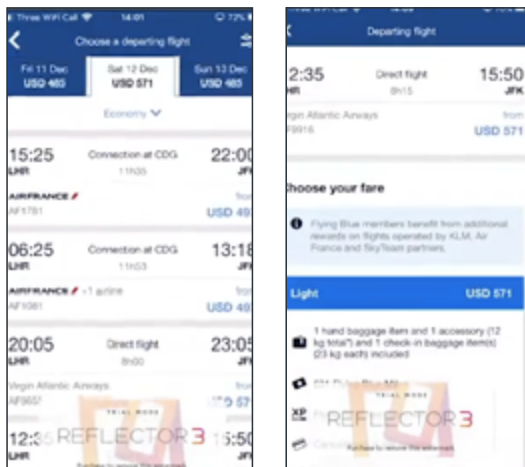
Flight summary

- Again presumes price displayed is for one adult and one child, although it is **not clear**.
- Comments on **nice picture of destination**.
- Notices there is a feature to 'lock this fare now', which he might use if it was a really good deal.
- Notices that **price has changed from previous screen** and is **confused** - is this without tax?
- When clicking on view fare details for more info about price states there is **a lot of 'blurb'** to read.
- When completing task and entering passenger details still **unsure** what the price is.
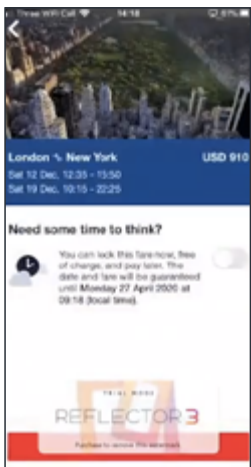
USER EXPERIENCE SUMMARY

- Found process OK - **some things unclear** - eg faulty calendar
  - **knocks participants confidence** booking with AirFrance.
- Wasn't 'massively clear' **where to go next** from homepage.
- **Assumes app more for regular customers** as emphasis on 'Flying blue'
- **Frustrated that prices in USD** and couldn't obviously be changed.
- Suggests calendar displaying cheapest travel dates would be helpful.

AIRFRANCE SKYTEAM

Main points of action

• Fix faulty dates on booking calendar.

• Make 'buy now' a more prominent feature of the homepage.

• Allow currency to be easily changed.

• Make it clear whether displayed price is for one or two customers.

London > Boston booking task

• *Use **British Airways** app to book a return flight for **1 adult and 1 10-year-old with baggage** from **London** to **Boston** on **Sat 12th Dec - Sat 19th Dec**.*

British Airways homepage

• Homepage is what he **expected** to see on AirFrance app - big, obvious 'book a flight' button.
• 'Discover lowest fares from London' feature would be **tempting** to use - clicks to see if there are any to Boston but there are **not**.
• Returns to homepage and clicks book a flight.
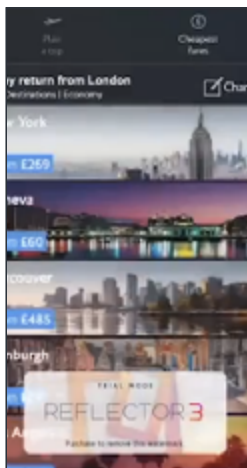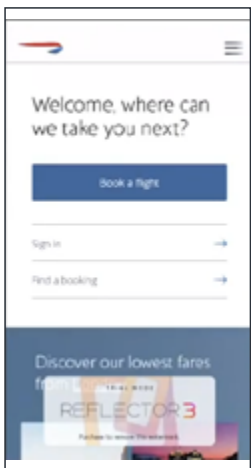
Selecting flights

- When searching for London airports, on first try 'All Airports' **doesn't appear** to be an option.
- Opens the departure date calendar by accident and cant seem to close it, exclaims 'oops'.
- Selects dates and adds passengers, Adds a 'young adult' instead of a child but **doesn't notice**.
- Selects economy because assumes this will be the cheapest flight.
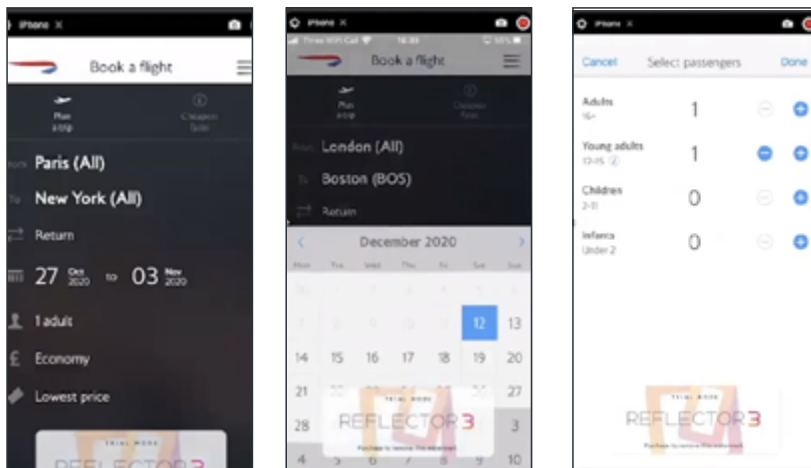
Flight summary

- Prices displayed in pounds which is **good**.
- When clicking on flight details **unsure** of what everything means - Economy Q?
- **Price jumps up** when selecting 'economy standard' to include luggage - **thought luggage was included** and feels app has been **sneaky**.
- Flight times **don't make it clear** that they arrive the next day.
- **Flight prices changed as looking at them - user very confused.** Price changes again when selecting flight.
- Loading image thumbnails say 'not available' until loaded - text should be changed to 'loading'.
- **Final price is a lot more expensive** than prices shown throughout booking process.
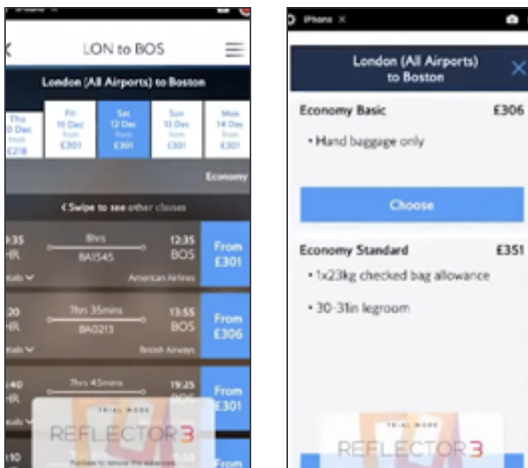
USER EXPERIENCE SUMMARY
- Found process **reasonably straightforward**, but there was **misguidance on pricing** - the price kept changing.
- Choosing dates and airports was fine.
- App was **better laid out and easier to use than AirFrance** - better at guiding new customer from homepage to booking.
- Wouldn't have proceeded as **miffed with price change**.

BRITISH AIRWAYS

Main points of action

- Fix pricing fault so that it doesn't update as the user is using app.

- Change loading text for thumbnails away from 'not available'., which isn't true.

- Make it clear if the price displayed is for one way/return/adult/child/all?

- Lowest fares from London only shows select locations so perhaps not useful for many users.

- Make it clear which flights arrive the next day.