

Note taking usability tests

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Summary

Depth interviews & comparison testing of airline flight booking process on iOS mobile apps.



App to be tested **Aer Lingus**

Aer Lingus is the flag carrier airline of Ireland. Founded by the Irish government, it was privatised between 2006 and 2015 and it is now a wholly owned subsidiary of International Airlines Group.



App to be tested **Eurowings**

Eurowings GmbH is a German low-cost carrier headquartered in Düsseldorf and a wholly owned subsidiary of the Lufthansa Group.

User flow to be tested

- Open app
- > book flight
- > choose departure & destination airports
- > pick travel dates
- > choose flight options
- > choose seats (optional)

User 1 / Usability Test

Depth interview & contextual info

Gender	Female
Age	35-40
Lives	Dublin
Occupation	Mother & carer
Access internet via	Phone, laptop
Broadband	Yes
Apps used to using	Amazon app, travel, food & drink, Dominoes
Travel apps used	Lewis travel app, Dublin bus, Irish Ferries, Aer Lingus, Ryanair
Travel habits	Leisure
Frequency of flights	Once a year
Booking habits	Cheapest option because of family Usually uses Ryanair and Aer Lingus Prefers using app over desktop Takes charge usually of procedure

Goal Aer Lingus app

Travel	Fly from Cork Ireland to Faro Portugal
Duration	7 days
Passengers	2
Dates	Schools mid-term break Monday October 28th - Friday November 1st but can travel from 26th

	Home screen	Time mm:ss
●	Quickly finds and clicks large CTA button 'Book a flight'	15:51
	Enter flight details	
●	User see's 'Return Flight' is highlighted	16:08
●	Clicks the 'From' airport UI, prefilled with 'Dublin'	16:13
●	Presented with a list and a typeahead. Uses the list to search for Cork airport and adds	16:20
●	'Select destination' in 'To' UI is clicked	16:35
●	Faro is selected	16:43
●	Default '1 Passengers' is selected	16:52
●	Accesses modal with options to add 1 more. Clicks 'Done'	16:56
●	Clicks CTA 'Choose Dates'	17:04

KEY



Positive



Negative



Behaviors



Mental model

Select dates		
●	Looks for dates from a calendar screen	17:10
●	Chooses dates. Clicks "Continue" button	17:30
Select flights		
●	Sees only 1 flight option for the 26th Oct	17:40
●	Sees x3 price options	17:42
●	User presses on one of the fares in order to see more information about it. Instead, is surprised by being moved to a screen with another date selected (screen with return flight option, but User doesn't realise it)	17:45
●	Doesn't know what the options are and is confused	18:10
●	Clicks CTA "Compare fare benefits". Overview of price structure appears	20:00
●	User thinks screen 'has lots of info and maybe too much" and 'can't see the benefits enough to decide"	20:05
●	Suggests having highlights on summary screen instead of having to click	20:40
●	She thinks they could have up sold better	20:50
●	Understands the concept of the calendar and what it represents	23:15
Flight summary		
●	Understands the concept and benefits of the 'Share' button but has never saved a search	24:20
●	Decides on flight price selection and clicks 'Continue'	24:40

After thoughts of the tested flow

●	"Straight forward"
●	"Not rocket science"
●	"Clean"
●	"Likes its easiness, not much typing required"
●	Easy navigation
●	Would have liked to have seen a breakdown of various fares at a glance
●	No surprises

Goal Eurowings app

Travel	Fly from London to Barcelona Spain
Duration	7 days
Passengers	2
Dates	Schools mid-term break Monday October 28th - Friday November 1st but can travel from 26th

Home screen		Time mm:ss
●	Decides between "Book flight" and "Low fare calendar", chooses latter	29:39

KEY ● Positive ● Negative ● Behaviors ● Mental model

Low fare calendar		
●	Chooses the London Stansted option when all London airports could have been selected	29:45
●	Chooses date with price but not sure what to do as nothing happens	30:25
●	Unable to see Return flight calendar at first	30:28
●	Decides on return flight but again confused as nothing happens. CTA "Book flight" remains ghosted	30:45
●	Assumes as no price is shown in the calendar then the first option isn't available	31:18
●	Changes to alternative London option (Heathrow)	31:55
	More options displayed and CTA "Book flight" is now available	32:12
●	Wants to check a booking as a solo traveller to check prices could be cheaper	32:25
Home screen		
●	Restarts process but now through the "Book flights" link	32:44
Search and select flights		
●	Likes app has remembered the travel options	32:52
●	Displayed broader summary including all London options	33:00
●	At this point user confused as cannot proceed through "Go to step2" disabled link. "It's not allowing me to proceed to step 2. and I am not really sure why"	34:00
●	Clicks on flight time and then more information presented	34:20
●	Likes that information is now clearly explained	34:35
●	Feels more information has influenced her decision	34:33
●	Would have liked a Euro price option and not in Sterling	36:05
●	User understands the 'Add flex-option'	37:00
●	Clicks on 'Continue to step 2'	37:51
●	Menu list displays. User clicks 'Booking luggage' link. Luggage overview displayed, informs 1 item of luggage is included in fare. User understands this and leaves section	38:04
●	User clicks through to 'Choose seats'	38:20
Seat selection		
●	Pain point for user - displayed information that the flight is not direct and is a stopping flight	38:30
●	Not interested in doing a "2 stop flight", "wasn't shown this deal breaker earlier", says "mis-leading" information.	40:00
●	User would have liked the option of " same seats on return"	42:20

After thoughts of the tested flow

●	"Fine"
●	Other than the hidden extra stop in flight, would have liked it to be clearer
●	Would have liked the cheaper fares displayed in the normal fares section, with comparisons on the same screen

KEY



Positive



Negative



Behaviors



Mental model

User 2 / Usability Test

Depth interview & contextual info

Gender	Male
Age	30 - 35
Lives	Dublin
Occupation	Manager
Access internet via	Phone, laptop
Broadband	Yes
Apps used to using	Dating, taxi, flight apps, reading, Netflix, Amazon
Travel apps used	Booking.com, Ogodia, Skyscanner, Aer Lingus, Trip Advisor, bus & train
Travel habits	Leisure and business
Frequency of flights	x 3 times a year
Booking habits	Price comparison Shares to friends via QR code Flight times important

Goal Aer Lingus app

Travel	Fly from Cork Ireland to Faro Portugal
Duration	7 days
Passengers	2
Dates	Schools mid-term break Monday October 28th - Friday November 1st but can travel from 26th

	Home screen	Time mm:ss
●	User sees main CTA 'Book a flight'	13:35
●	Comments on the home screen "everything you need is there"	14:35
	Enter flight details	
●	Chooses to change 'From' airport. Link opens list of airports and types in Cork	14:40
●	Uses the typeahead that speeds up the search and didn't scroll	14:50
●	Changes the number of passengers to '2' easily	15:14
●	Activates calendar, looks for dates	15:20
●	Selects 'From' date but says "it's not obvious to choose return date"	16:45
	Select flights	
●	User doesn't understand pricing structure	17:15
●	Would like to see extra information underneath each price to help with deciding	17:30

KEY



Positive



Negative



Behaviors



Mental model

●	Pain point: confused when 'Saver' fare is clicked, screen jumps to return flight screen. Was expecting to see extra information on 'Saver' price	18:04
●	"Seeing the words outboard flight would be good to see"	19:12
	Flight summary	
●	Still confused with not knowing what the 'Saver' option is	19:43
●	Would have liked 'Outbound' and 'Return' mentioned on the screen	20:17
●	Understands and sees the it's "definitely useful" to have a 'Share' link	20:35
●	Participant express concern that the "Save search" might be used against the user, eg to increase the prices for searched flights. He's also cautious when it comes to how often he checks the flights online - believes this data can be misused by airlines to inflate prices for selected flights.	21:13

After thoughts of the tested flow

●	Good and straight forward experience
●	All good except the price structure not being clear
●	Didn't like the jumping screens and didn't understand what was happening
●	Likes the "clean" design
●	Would have expect to see the missing extra information
●	No surprises in the app
●	User does find the extra missing information eventually but question the empty white space

Goal Eurowings app

Travel	Fly from London to Barcelona Spain
Duration	7 days
Passengers	2
Dates	Schools mid-term break Monday October 28th - Friday November 1st but can travel from 26th

	Home screen	Time mm:ss
●	Instantly feels app is cluttered, "a lot going on" on home screen, chooses 'Book flights' link	27:00
	Search and select flights	
●	Searches for London departure airport	29:30
●	Activates calendar and easily makes choices	30:00
●	Confused with being shown flight details that are unavailable	32:05
●	Understands the pricing structure/model. Clearer pricing options than Aer Lingus	32:45
●	Confused with what 'one way' means when the user has chosen a return flight	35:10

KEY



Positive



Negative



Behaviors



Mental model

●	It's not entirely clear how to select flights, the entire process seemed to confuse the user: "I think that needs to be clearer."	36:12
●	Understands the 'Add flex-option'	36:36
●	Continues to 'Step 2' and likes to 'Choose seats'	37:25
●	Confused with seeing the stopping flight information that is now being presented	37:54
●	Confused. Goes back through process for clarification	38:00
●	Annoyed about not being informed that the flight is a stopping flight	39:00
●	Would now want to cancel flight and look elsewhere because of the misinformation, Information being presented looks like the flight is direct	40:48

After thoughts of the tested flow

●	Very confused with information not being presented clearly
●	Liked the extra information on additional fares
●	Didn't like being shown details that were unavailable
●	Doesn't like colours and busy aspect of the app
●	Would have expected to see all the info about stops in the flight but didn't see it
●	Surprised to see all the extra points to navigation to as thought most weren't needed

KEY

● Positive

● Negative

● Behaviors

● Mental model