Desktop Usability Testing Participant 1

- Participant 1 Background
  - Homemaker
  - Typically accesses internet via iPad or Mobile phone
    - Books flight typically through apps as opposed to desktop site
    - Uses apps for social media, games sports – seems to prefer apps to browsers
  - Travels fairly regularly for pleasure
  - Does not use aggregator website, rather Ryan Air or Aer Lingus apps
  - Likes Ryan Air app because they already have all her details – ease of information input
  - Typically ranks price as most important aspect of booking a flight, followed by time of flight

- Context of P1's most recent booking
  - Day trip with group to Liverpool from Ireland, presumably Cork
  - Booked on Ryan Air app in physical proximity with her sister who was checking prices on Aer Lingus – set time aside and did not book on-the-fly
    - Ryan Air was cheaper so they chose to fly Ryan Air
    - Booking for seven passengers at once on same booking

- Aer Lingus desktop usability testing P1 parameters
  - Cork, Ireland, to Faro, Portugal
  - 2 Passengers
  - From Saturday 28 October – November 1st (with flexibility if no availability)

- From Browser
  - Used google search engine to search Aer Lingus
  - Selected first link for Aer Lingus on search result listings
  - Mentioned that she is frustrated by Aer Lingus landing pages that automatically load the incorrect locations for the flight selector dialogue box

- Aer Lingus Landing Page
  - Noted and liked that the country selection was correctly loaded
  - Choose departure airport from drop-down menu and selected 'confirm'

- Booking page 1
  - Did not notice date selector dialogue box in bottom of the screen
    - This led to unnecessary steps as detailed below
  - Was unsure of what to choose so hovered over menu tabs until she scanned 'Plan and Book' menu tab where she selected 'Book Flights'
    - Was then taken to 'Book Flights' page with date -selector dialogue box

- Book Flights Page
  - Liked that the airport departure information was retained from earlier
  - When prompted, seemed to easily find and explain the Add Promo Code Tab
  - Used first letters of 'Faro' to create a drop down of destination airports, where she selected Faro from short list
  - Used calendar-selection function to insert dates as it let her cross-reference the date with the day
  - Noted that the selection automatically loads for a single passenger
  - P1 used the '+' symbol to increase passenger number from 1 to 2
  - Did not immediately find the 'Search Flights' button
    - Expected it to be lower down on page
    - Noted that the colour of the button was not distinct enough to catch her eye

- Cork to Faro Algarve Flight Listings
  - Liked that there is date flexibility with immediately identifiable flight availability in top tabs
  - Also liked that the flight times and durations were listed
  - Liked that she could pivot dates without starting the task again
  - Would like a flight time selection option
  - Was immediately able to see prices of flights
  - Mentioned that she would like more information on which other flights may be available
  - Once P1 clicked on the price of the flight, she was presented with Saver, Plus and Advantage
    - Viewed Saver as the Standard Model
    - Saw the main difference to be the size of baggage allowed
      - → Unnecessary for short trips
  - P1 was unable to immediately proceed once she had decided on her flights
    - It was unclear to her how to proceed as it was unclear that she needed to select a flight/seat option before she could proceed
      - → She seemed to assume that it would default choose 'Saver' option for her
    - Tried several times to 'confirm' by selecting the date of the flight
    - It was unclear that she was being presented with options for seats, rather than a confirmation
  - P1 worked on return flight thinking it was departure

- P1 Overall Thoughts on Aer Lingus
  - Overall, relatively straightforward
  - There was nothing that was seen that was unexpected
  - Would have preferred clearer call to action/ the 'search flights' button should have been more clear
  - Enjoyed that the information was carried over to each screen, saving time

Desktop Usability Testing Participant 1 Euro Wings
- Euro Wings desktop usability testing P1
  - London (any airport) to Barcelona, Spain
  - 2 Passengers
  - Booking from 28th October for 7 nights

- From Browser
  - Searched for Euro Wings with Google browser
  - Found Euro Wings at top of page and selected first link

- On Euro Wings Home Page
  - Could not immediately identify how to book a flight
  - Initially selected 'Discover' tab to find a way to book flights
  - Then selected 'Book'
    - Only saw the 'Book' tab once she had already selected 'Discover'
    - Seemed to be searching for a dialogue box or date-selector as per previous experience
    - Did not like the host of options presented. Overwhelming.

- Flight Search function
  - Understood the airport list that generated once she active 'departure dialogue box'
    - Selected 'London (All Airports)' from the generated list of airports
  - Selected second airport by typing the word 'Barcelona' into dialogue box
    - Did not use the airport list that generated as she typed
  - Then selected 'search for flight'
    - Did not see date-selection or passenger number options
    - Did not appreciate error message when she selected search
  - Used keypad to type her dates into the first date dialogue box
    - Interestingly, this is counter to her assessment that she usually uses the calendar function to choose dates
    - When asked, she suggested it was due to the format suggestion of 'DD/MM/YY'
    - May also be because the calendar function was too large to allow her to select the correct date without scrolling down
  - Selected passenger number by selecting the images of 'people' and using the '+' symbol to increase adult passenger number
    - Liked that the generated menu contained options for adults, children and infants

- Your Search page
  - Did immediately notice that the two generated possibilities included a stop-over
  - Was able to deduce airports, price, stop-over and dates on single page which she appreciated

- Did not initially see the 'Return Flight' option and seemed unclear between whether she was working on Departure Flights or Return Flights for seat selections
- Unsure whether the prices communicated were per person or in total
- Understood the difference between Basic, Smart and Biz
  - Understood Basic to be the standard option
- Appreciated the options for 'Flex Options' when selecting seats, but did not like that she could not immediately identify how expensive this would be
- Once seat type (Basic) was selected, P1 was unsure of how to confirm. Did select the correct option of 'Confirm Seat Selection', but was not confident
- Was surprised that the airports given to her were different, but appreciated the large warning that informed her
  - Later mentioned that she may have preferred this warning earlier

- More Services
  - Did not want any extra services for the flight
  - Seemed a bit overwhelmed by breadth of choices available
  - Could not find confirmation of decision easily
  - Did not feel that this was a necessary step and she had just confirmed seat type and travel class

- Debrief
  - Would have liked the difference in Airports to have been communicated earlier
  - Was not surprised by the layout of the website

Desktop Usability Testing Participant 2

- Participant 1 Background
  - Works in administration
  - Lives in near Litra
  - Typically accesses internet via MacBook using broadband and mobile internet
  - Uses several apps on iphone: health apps, social media apps and used to have Sky Scanner
  - Uses digital wallet for boarding passes
  - Used to use Aer Lingus and Ryan Air mobile apps on her iPhone
  - Travels fairly regularly for both pleasure and bussiness
    - ♦ Mostly international travel
  - Most often uses Sky Scanner aggregate website for price comparisons before using individual airline apps to book flights
    - ♦ Prefers Sky Scanner desktop, but also uses phone screen
  - Experienced traveller
    - ♦ Is often asked by friends to find best flight details

- Context of P2's most recent booking
  - Flight to Montreal, Canada, from Dublin, Ireland
  - Used Sky Scanner to find prices between Dublin and Montreal return
    - ♦ Inserted flight dates and compared prices with the carriers listed on individual carrier sites
    - ♦ Found an Air Canada flight on sky scanner that was listed as cheaper on the Air Canada website
      - → Booked directly through Air Canada
  - In this instance, dates were the highest priority followed by connections/stop-overs and price (as indicated by booking through Air Canada website)
  - In a separate flight to Italy, a friend booked on her behalf to Italy using only dates and email information on the Ryan Air website
    - ♦ Used WatsApp to share necessary information for third-party booking

Desktop Usability Testing Participant 2 Aer Lingus

- Aer Lingus desktop usability testing parameters
  - Cork, Ireland, to Faro, Portugal
  - 2 Passengers
  - From Saturday 28 October – November 1st (with flexibility if no availability)
    - ♦ For midterm starting Monday 26 October
    - ♦ 7 Nights/ 1 Week away

- From Browser
  - Used Google Chrome search engine to search Aer Lingus
  - Selected first link for Aer Lingus on search results
  -

- Aer Lingus Landing Page
    - Was presented with dialogue box with country, airport location, and language
        - Selected Ireland, Cork Airport and English
    - After dialogue page, P2 was presented with a page for flight searching with large advertisement banner
        - Did not think the advertisement needed to be as large as it obscured the information she needed for the task at hand
    - Accepted cookies request at bottom of page
    - Scrolled down to enter desired flight information into dialogue box
    - Used keypad to type 'Faro' where she selected Faro airport from generated list
        - Noted that it had already populated Cork as desired departure airport
    - Used calendar function to insert desired dates rather than entering it in numerically
        - Was able to seamlessly enter departure date followed by return in same calendar selection entry process
        - Likes to be able to see the whole calendar month displayed
    - Opened passenger dialogue box and used '+' symbol to increase default passenger of 1 to 2 passengers
    - Selected 'Search Flights

- Book Flights Page Cork to Faro Algarve
    - When asked to explain the information she was presented, P2 mentioned it was a bit confusing
        - Noted that the layout – with departure time listed at the far left – was misleading as she initially confused the arrival time with departure time
            → Suggested that the departure time should be placed along the central axis to make it more readily visible
            → Suggested that the time directly beneath the date of flight is more readily associated with the departure time. This is the more relevant information to P2
    - Suggested that the layout is basic-looking. Perhaps suggested more colour
    - Double-checked that the return details were correct and noted there was no options apart from the one departing flight and one return flight presented
    - Selected the price icon for her desired departure date which opened seating class options
        - Noted when asked that these mostly are concerned with baggage options or priority boarding
        - Provides extra options which P2 typically purchases at the airports generally
            → At this point, she typically compares how much this typically costs at the airport versus the advantage of booking ahead on this website
            → On balance, she would typically bok the 'Saver' function and then add extras later if needed
    - Selected price icon for return flight details and repeated selection of 'Saver' class

- ♦ Noted once more that she would rely on the option to have baggage flexibility nearer to flight time
  - o When asked, P2 explained that the 'Price Lock' function allows her to save the flight, current booking details and price until a later date
    - ♦ Noted that she does not typically find this useful due to decisive flight purchasing style

- Debrief
  - o Thought that the webpage should populate her correct country on landing page
    - ♦ Additionally, language could be assumed from living in Ireland as English
  - o Noted once again the placement of flight times for ease of scanning of information
  - o Easy to follow and smooth
    - ♦ Not too many pop-ups
  - o The advertisement on the first page was too large for her liking
  - o Did not see full value of the seating class options presented as they are not flexible enough to be useful
    - ♦ Would like more comprehensive baggage options

Desktop Usability Testing Participant 2 Euro Wings

- Euro Wings desktop usability testing parameters
    - London (any airport) to Barcelona, Spain
    - 2 Passengers
    - Booking from 28th October for 7 nights

- From Browser
    - Searched for Euro Wings with Google browser
    - Did not select the first option as it was an Advert and P2 does not always trust ad links
    - Found Euro Wings as the second link and used that option because it seemed more genuine

- On Euro Wings Home Page
    - Accepted cookies information
        - Noted that she is often tired of having to constantly accept all cookies
    - Selected London "(All Airports') from generated list once she had selected Departure flights
        - Noted that her first instinct was to go to departure flights as she was not familiar with this site
    - Selected Barcelona from generated list of Arrival Flights Airports
        - The cursor moved automatically after selection of the departure airport which P2 seemed comfortable with
    - Cursor then jumped to date selections
        - Tried to open a calendar dialogue bog by clicking the data-entry box
        - Tried to click the 'June 2020' heading to open calendar dialogue box
        - Used month-scroll button to scroll through to October where she noted it generated a calendar-style dialogue box which she liked
        - Could immediately see that there were no available flights on her desired date (26 October) with calendar display
            - → Selected 25th October
    - Clicked images of passengers to type in, but instead used '+' button to increase passenger number
        - Noted this was often a bit easier to do than type

- Select Out Going Flights
    - Clear information presented
        - Arrival and Departure time
        - Airports of departure and arrival
        - That there is a stop over but unsure how long that would be
            - → Thought to click on stop for more information and was presented with Stop-Over details
            - → Not sure how to close the window
    - When presented with seat class selection P2 noted that BIZclass is unavailable

- ♦ Suggested that this if this is not available, it should not be presented as an option
  - o Understood Basic, Smart and BIZclass to be primarily related to baggage requirements
    - ♦ Noted that Basic may suggest that she couldn't bring her bag on the plane which was worrying
    - ♦ Is a bit confused by different baggage options and the ability to take her bags with her on the plane
  - o Selected SMART travel for both departure and return flights due to security of flight changes, baggage and ease of check-in
  - o Understood the Flex Option to allow more flexibility with changing of tickets
    - ♦ Understood the major benefit would be to rebook a flight if it was missed
    - ♦ Noted that because this can only be done through call centres or counters, this function is unappealing as these are major pain-points
      - → The reality of refund is often not as simple as presented
  - o Noted that she does not use a Mile Club service as the benefits are not perceived as too enticing
  - o Did not immediately understand 'Save Your Price' function, but then realised it was same service as 'Lock Prices' function on Aer Lingus site

- Debrief
  - o Thought it was easier that Aer Lingus to select airports
  - o More colour on website which P2 found pleasing
  - o Did not like the thought of having to type in dates rather than use calendar system
    - ♦ Likes this system as it avoids potential date-format miscommunication
  - o Enjoyed the clarity of information when she had selected dates and airports
  - o Was surprised by the 'lock flights' service
  - o Surprised by chat function
    - ♦ Would this be a robot or a person?
    - ♦ Would prefer talking to a person