

Mobile usability test 1

Interview

Background

- Lives in Dublin
- Housewife, married
- Three children
- Uses mobile, sometimes laptop.
- Has many apps, always use an app if there is an app.

Travel

- Travel once a year.
- Traveling for pleasure with the family.
- **How to look for travel:**
- Book flights online.
- Looking at the different airlines when looking for flights. Don't look at flight generators.
- Book trips via apps as it is easiest to use a mobile.
- Most important when traveling date, time, price?
 - **A combination.** If it is a short flight then the price is more important than date. If it is longer flights, then it may be more important with comfort, then the price could be a little less important.
 - **Flight time is also an important factor because of traveling with children.**
 - Would pay a little more for better times.
- **Last flight booking experience**
 - Amsterdam with family.
 - Decided to travel in October / November. Started looking at prices and saw that Ryanair was the cheapest.
 - Seated next to her husband as she searched flights.
 - How did you choose between the airlines?
 - Went into the various apps, entered all the information, such as date, number of people and then compared prices.
 - Goes through the entire process to see the total amount before booking.

Usability test

Task one: Aer Lingus

- Cork to Faro
- Two people
- Preferably Saturday 26/10 to Saturday 2/11 but a little flexible with the dates.

- Clicks on "book flights".
- Scrolls down to Cork instead of instead of writing it.
- Faro came up, but had scrolled down to it as well.
- Filling in the dates, 26/10-2 /11.

- Just see one alternative
- Don't know what the different options mean, SAVER, PLUS, ADVANTAGE.
 - Guess that SAVER means economy.
 - Suppose you have to click on the price under the different options to get more information about what that option means.
 - She expected that when she click on PLUS, she get the benefits of that option.
 - But instead she was moved to 2/11. She did not understand why the date was changed.

Note:

She did not understand that she was moved to the return flight.

- She backs and then sees "Compare faire benefits".
- Clicked on "Compare Faire Benefits", then she could see the differences between the flights.
- She prefers to book the cheapest flight and then add luggage.
- **If the benefits were more visible, there would be greater chances that you click on them.**
- When choosing a flight, she realized that she was then moved to the return flight 2/11.
- At the top of the screen P1 sees 106.99, P1 guesses that it is the cheapest option.
- She chooses the cheapest return flight.

- No need to use the "share" feature. But certainly useful to others.
 - Usually discussing directly with husband or waiting until he gets home.

- Uses sharing info via "Whatsapp".
- Never had to save a search via "Saved Search".

Feedback:

- The app was simple and straightforward.
- Good to avoid filling in lots of information when you just have to search.
- Expects: good if you can see directly the difference between the flight options.

Task two: Eurowings

- London to Barcelona
- Two people
- Preferably Saturday 26/10 to Saturday 2/11 but a little flexible with the dates.
- Scrolls up and down.
- Should either look at "Low fare calendar" or "Book flights".
 - Scrolls up and down and then clicks "Low fare".
- Is flexible with airports.
- Enter information, choose airport, number of passengers and dates.
- Then realizes that there are no return flights because there are no prices on the date she has chosen.
- Changes airport and find flight tickets.
- Price: 259.98 per person
 - Want to check out other options.
- Returns to "Book flights".
- **The app remembered her date - good.**
 - But not the number of passengers.
- The app gave her the same flight there but not the same flight home.
- She gets to see benefits, what she would get extra if she chose a more expensive flight.
- Could not proceed to the next step.
- Then saw that she had to click on the flight to go ahead and then the different options were raised.
 - **Prefer to be able to see directly what you get for the different prices.**

- Booked "SMART" because it was worth paying a little extra for what you get.
- Would like to have the price in euros.
- Don't need the flex option.
- Price: 545.96 total

- Moves on to choosing seating.
 - **Realize then that there is a stop on the way. She has not seen this before. - BAD**
- She doesn't want to move on.
- She backs, but then proceeds to complete the task.

- When she gets to the part where she has to choose flight, then sees that there is a stop below.
 - **She thinks this is misleading and unclear.**

- She wishes the stop itself was included when booking the flight.
- She makes the same reservation again.
- Selects seats.
 - The default location is blue location.
 - The standard is in blue and the plaques are blue.
 - **Good if you can get the option of choosing the same places on the way home to save time.**

Feedback:

- **Good experience**
- **Bad:**
 - **It was not clear that it was a stop. Need to be much clearer.**
 - **Very much in the first screen.**
- **Suggestions**
 - Good if you click on "book flights", then the cheap calendar comes up.
 - Good if you do not go to cheap flights first and then save with regular flights.
 - Good if it came up at the same time.

Note:

Good if you can choose "no stops" in the beginning of the process

Mobile usability test 2

Interview

Background

- Lives in Dublin
- Works as a hospitality manager
- Uses the internet via mobile and laptop
- Has many apps

Travel

- Travel at least three times a year.
- Travels with work to office in London.
- Travels for pleasure.
 - Traveling everywhere, recent trips have been in Europe.
- **How to look for travel:**
- Start with Skyscanner, then check the airlines if prices seem good there.
- Most important when traveling date, time, price?
 - It is most important with the time since the price for both jobs and holiday trips. Paying a little bit extra for better times.
- **Last flight booking**
 - Last booked via Aer Lingus app because he waited too long to book. Found the price of tickets through Skyscanner which he then booked through the Aer Lingus app.
 - Sends screenshots of the times to those he traveled with whom he booked flights to.

Usability test

Task one: Aer Lingus

- Cork to Faro
- Two people
- Preferably Saturday 26/10 to Saturday 2/11 but a little flexible with the dates.

- He does not see "Book flights" on the home screen.
- He would have logged in if he had a login.
- Then he saw "Book flights" at the bottom of the screen.
 - **I don't know why he didn't see it right away. He expected it to be at "Check in" and "Boarding passes". BAD**

Note:

Maybe he did not see because "Book flights" didn't move when he was scrolling.

Maybe the color is wrong.

Maybe because the placement is poor and should be more in the middle of the screen.

- He writes Cork, faster than scrolling, he said.
- He chooses destination, number of passengers, then goes on to date.
- Scrolls up and down the calendar.
- **Not obvious to him to choose return flights on the same screen.**
 - He thinks it's better to move to a new screen when choosing a return flight.
- **Frustrating when the calendar is not clear.**
- He chose the date and then moved on to the next screen.
- He gets three options. SAVER, PLUS, ADVENTAGE.
- He does not know the difference between the three and does not see how to find out.
- To the question: is there any way to find out?
 - He thought that clicking on alternatives to know what the difference is.

Note:

Once again he misses the button at the bottom. **BAD**

- I think it is natural for many to click on the price to find out what the differences are. Especially if they don't see "compare fare benefits".
- Maybe there could be a button under each option that you can click to see what you get, or that you move up the "compare fare benefits" button to make it more visible.

- He clicks on one of the options to see the difference. He then moves to a new screen and sees that the date has been changed to 2/11.
 - First he does not know why the date has changed, then he realizes that it is his return flight.
- He backs and clicks again on an alternative. Then he understands that he chooses the option he clicks on.
 - But still do not know what the difference between the different options is.
- **He thinks it is confusing. BAD**
 - **Not clear to him that he chose flights and then went on to the return flight.**
 - **He had wanted it to say, for example, "choose return flights".**
 - **Changing the destination at the top is not enough.**
 - He went back and forth a few times before noticing that the destination had changed.
- He then come to flight summary, flight number, date, flight time, arrival time, cost, that he has chosen the saver option.
 - **But he still doesn't know what saver means.**
- He thinks the "save and share" features are important.
- He believes that if he saves a search then the price of that search will go up because he has saved the search.
- He does not need saving.
 - He usually book when he searches.
 - He believes that "saving" is good for those who cannot book directly.
- He tries to click on "share", then he got options on how to share.
 - Then he saw that the app had automatically saved his search. That's a good idea, he thought.
 - He didn't seem to mind that the app had saved his search.
- When he redid the process, chose dates, etc., he saw "compare"
 - He thinks it was too little text and that there is too much space between, empty space between the alternatives and "Compare faire benefits".
- **Feedback:**
- The app is "clean".
- Good experience using the app. He expected to be informed about the different flight options.

- He preferred to get a summary of what the alternatives meant, which you can click to get more info.
- **BAD:**
 - Wanted to know what the difference between the different flight options meant.
 - That app moved to the return flight without it being obvious.
 - He had wished it was clearer that there were outbound flights and return flights.

Task two: Eurowings

- London to Barcelona
- Two people
- Preferably Saturday 26/10 to Saturday 2/11 but a little flexible with the dates.
- **The home screen is messy. BAD**
 - Scrolls up and down, clicks the menu, a few times, notices that everything below the menu is on the home screen.
 - Unnecessarily many services on the home screen.
 - If you have booked flights, you book these with the flight.
- He clicks on "book flights".
- Restore
- Enters the destination
- Easy to find dates.
 - It is clearer when choosing outbound and return flights.
- Selects two passengers.
- Sees just one flight option.
- He doesn't understand why the app shows flight options he can't book.
 - **"I don't need to see flights I can't book"**
- He pointed out that all "Basic" flights are booked because he got a note about it earlier.
- He thinks it is good to know what you get when choosing the different types of flights.
- He switches to the "Smart" option because he wants to.
- It says "One way" under one alternative. He does not understand, "I have chosen return flights".

- He clicks "one way" to see what happens, then he saw that his return flight got canceled.
- He backs to be able to book return flights.
 - He thinks it should have been better formulated.

Note:

I also do not understand why "one way" is necessary alternative.

- Clicks on select seats.
 - When he chooses a place he is confused, so he backs.
 - "The app claims that there is a stop on the road, but there is nowhere about it. He looks for the information, he thinks he booked direct flights.
 - He continues to choose seats again, gets the same results again that he has a stop.
 - **"Do I have a stop" he asks? "Yes, it seems so".**
 - **Annoyed that he went through a booking, not knowing he has a stop. BAD**

Note:

Should initially be an alternative that you can book direct flights.

- He doesn't want to book the flight anymore, doesn't want a stop.
- **The app is slow.**
- He goes back to his choice, but does not see that it is a stop on the road.
 - **For him, it is a direct flight, as it says London to Barcelona.**
- He goes on to finish the taskt, without booking any seats.
- **He seems confused. BAD**
 - Do I have direct flights or not?
 - There was no information on that I could see.
 - If I had not wanted to book places, I would have booked flights with a stop without knowing it.
- **He makes the booking again and sees that it says "a stop".**
 - **He completely missed it. BAD**

Feedback:

- Like how the different flight options are displayed.
- **BAD:**

- Do not like that you can miss the different flight options if you are not used to the app.
- Should be clearer that there are other options to book. Did not know the "Smart" option. Should say "you can upgrade" or "there are other options available".
 - Did not know to click on them for more information.
- Do not like if they show flights you cannot book.
- **The whole app feels cluttered.**
- **Expected:**
 - **To know about the stop. And that all information about the flight should be available.**

Summary of feedback:

Aer Lingus

- Should be easier to see when moving to return flight.
- Should be clearer that you chosen a flight when you click on it.
- "Book flights" should perhaps be clarified? Can be placement, color etc?
- Should the calendar be more clear?
- The "Compare fare benefits" button should be clearer. Or make it easier to compare flights in a different way.

Eurowings

- The benefits should be more visible, in order for users to choose a more expensive flight.
- Should be easier to compare different flights.
- Must be much clearer when there is a stop.
- Should initially be an alternative that you can book direct flights.
- Too much happening on the first screen. To messy.
- No need to see flights you can't book.
- Why is there a "one way" alternative?
- Good that the app will contain information you have entered.