

# Airline mobile usability test 1

## General questions

1. How do you usually access the internet?
  - Phone & laptop
2. Do you have a broadband at home?
  - Yes
3. Do you use apps? What kind of apps?
  - Yes
  - Social media
4. What type of travel?
  - Leisure
  - Before COVID-19 > frequent flyer
  - Cities in Europe
5. How do you book flights?
  - He uses flight comparing apps or websites, prefers computer > more overview
  - Example: kiwi.com or google flights
6. Describe the last time you booked a flight, what was the scenario? When did you make a decision?
  - Wanted to fly home from Norway > needed a flight in 3 weeks
  - Went to Scandinavian airline > booked a flight
7. Most important thing when booking a flight?
  - Price
8. How did you choose the date and price of your last trip?
  - Personal reasons > needed to get back before Christmas
  - He got student discount for booking the flight > price big factor
9. Did you book with / for your whole family?
  - No: just himself

## Task 1 – Wizz Air app

### Scenario

- You live in London
- Book a flight to Athens
- First choice is to fly out on a Saturday towards the end of October
- 3 nights vacation / 2 people

### Test

- Opens app > clicks on search flight
- Clicks “leaving from”
- He mentions that the app does not have a search radius option for departure location
- Types in “London” in the search bar > app shows 3 airports > clicks on “London Luton”
- Clicks “Going to” > types in Athens > only one airport > tries typing “Greece” still only one option
- Selects date > Scrolls down in calendar overview > clicks on date
- Does not notice at first glance that the app already went to select the return date > above it shows “Outbound + selected date” and “Return + One way” > he thinks he selected only a one way flight > asks how he can change it > goes back to overview page > he uses the “<” button on the upper left and not the “cancel” button on the down left > goes back again to calendar and notices that he mis read it
- Selects outbound date > makes mistakes > clicks on different date > app selects it as outbound date instead of return date > he is annoyed > selects again > clicks on “ok” button
- Selects 2 adults
- Clicks on “search flight”
- Sees there is only one outbound flight option > selects flight
- App shows pop up that multiple departure airports are available for this route > he clicks accept > app changes departure to London Gatwick > shows immediately different fare / upgrade options
- He notices the price straight away > would not select it unless it is really necessary
- Select “Travel light” option > Clicks “next” button
- He is a bit confused when the app ask him to select his return flight > Because of term “select inbound”
- Again one flight option > Athens to London Luton
- Selects flight and selects “Travel light” > clicks “next” button
- Mentions that he thinks he has selected everything now
- App shows overview of flight selection
- He says he want to compare more options > not satisfied with the outcome > he wants more overview
- Goes back to starting point > presses through multiple “<” buttons > does not notice the “change” button given in the overview
- Does not notice the “new search” button in the starting menu
- Gets confused an starts acting in a non-structured way

- Changes departure > types in "Lon.." clicks "<" button > select a different London airport
- When picking "going to" he is confused why the app does not show Athens as an option anymore
- Goes back again to select different London airport > big sigh > gets annoyed
- For sake of the test assumes he is satisfied with the choices he made before > gets frustrated and just very quickly selects everything again > no head space anymore to really check all the information

### Final thoughts

#### Likes:

- The app gave him a pop up offering a different airport option than he originally searched for

#### Dislikes:

- No overview
- Not clear that the price shown for the outbound flight was not the total price for departure and return flight
- No flexible dates

#### Questions:

1. What did you expect to see but did not see?
  - More flight options in an overview > example: a cheaper flight option when you fly really early in the morning
2. Was there anything you were surprised to see?
  - The add that is shown for shoes on the sign in page at the end of the booking process

## Task 2 - Transavia app

### Scenario

- Fly to Athens, but this time from Amsterdam
- First choice is to fly out on a Saturday towards the end of October
- 3 nights / 2 people

### Test

- Opens app > clicks “accept” on the “important information” pop up about privacy policy etc.
- Notices the big button “book flights” and clicks on it
- App gives again a pop up but this time for cookies > gets a bit annoyed and clicks accept
- Looks a bit confused at the menu > notices COVID-19 information pop up
- Clicks on “read more” > scans information > clicks on “close”
- App gives pop up “By going back you will lose all your progress. Are you sure you want to go back?” > clicks “ok” > needs to clicks again on “book flight” > sighs
- App shows “from” and “to” selection option > but he clicks on “advanced search” > curious > the page opens in a web page pop up within the app > by accident > tries again > opens in app > confused
- App gives him the pre filled option to depart from “Netherlands” and to “all destinations”
- He wants to change the destination > app gives only a scrolling menu for > he is really annoyed > because of the scrolling up motion he activates the app overview menu provided on a iPhone by accident > list shows “city+country” and is sorted on alphabetical order per country > he thinks this is weird > needs to scroll a lot to find Athens
- App pre selects some search options > he changes “specific month” into “October” and changes “day of the week” into “Saturday” > again a scrolling list
- Adds + 1 adult
- Clicks “search”
- App shows 1 options search option in a drop down menu > only destination and price is visible in an image > Clicks on it > again a drop down menu > select date
- App gives set date combinations in departure and return flight > shows comparison in price
- He wants to know the times of the flights as well > when he clicks on an option the app gives a dropdown menu with more information about the time of the flights
- When clicking another option the app also gives options to depart from another airport
- Is not really satisfied with any of the option because of the times but chooses the option where he has the most time in Athens to spend > then he changes his mind and wants to compare again to a different date > needs to scroll up again > needs to remember the information shown before to compare > gets annoyed > information to compare is not well presented
- Finally picks the more expensive option because it gives him a longer stay in Athens

- App shows add on options > not immediately clear that other options are there as well but you need to scroll down
- Scrolls back up > “basic” options is already pre-selected and is shown in blue > he thinks he still need to press on blue “selected” button > clicks > nothing happens > confused > finds out he needs to scroll all the way down to click on “next” button

### Final thoughts

#### Likes:

- Prefers this app over the other
- Bit more overview
- More comparing options
- Likes that the “basic” add on option is at the top and pre-selected and the more expensive add on option are down below

#### Dislikes:

- Price was shown per person in overviews > in the end it was multiplied because he travels with 2 adults

#### Questions:

##### 1. What did you expect to see but did not see?

- An option to select all airports in Greece or at least close by Athens
- Wanted to see which airport in Athens he was selecting
- Or if there are more airport in Greece what the travel time by bus is to Athens etc.

##### 2. Was there anything you were surprised to see?

- He was searching for how to continue after selecting the “basic” add on package > not clear that he had to scroll all the way down to press “next” button

## Airline mobile usability test 2

### General questions

1. How do you usually access the internet?
  - Mostly phone or laptop
2. Do you have a broadband at home?
  - Yes (WIFI)
3. Do you use apps? What kind of apps?
  - Yes: e-mail, weather forecast, shopping, news, travelling, booking holidays
4. What type of travel?
  - Leisure
  - Before COVID-19: 3-4 times a year
  - Within Europe, occasionally to other parts of the world
5. How do you book flights?
  - Online
  - Skyscanner > for overview > cheapest rates
  - Uses websites or apps of airlines after Skyscanner
6. Describe the last time you booked a flight, what was the scenario? When did you make a decision?
  - To Madrid in Spain for family visit
  - Knows it is the best option to depart from Brussels airport
7. Most important thing when booking a flight?
  - Specific about departure date
  - Convenient to depart early and go back later in the day > more time to spent on location

8. How did you choose the date and price of your last trip?

- After that price is most important
- Also wants to travel with a direct flight for a short distance
- For short travel time is more important than price

9. Did you book for everyone?

- 2 adults
- She booked for both
- They discussed the different options > verbally (they live in the same home)

## Task 1 – Wizz Air app

### Scenario

- You live in London
- Book a flight to Athens
- First choice is to fly out on a Saturday towards the end of October
- 3 nights vacation / 2 people

### Test

- Opens app > clicks “search flights” button
- Clicks “leaving from” bar > uses “search bar” instead of scrolling list > types London
- App gives 3 London airport options > she thinks Gatwick would have the most options because she thinks this is the biggest airport > she actually wants an option to click “all airports in London”
- Clicks on “going to” > Athens is shown above in the scrolling list > she clicks on it
- Clicks on “select date” for departure > scrolls down in calendar > selects 30<sup>th</sup> of October > clicks on “ok” button
- Does not notice the app switched to menu tab to select return flight
- App goes back to overview menu > confused why the app shows her that she selected a one way flight
- Clicks select return date > selects return date > clicks “ok” button
- App goes back to overview menu
- Selects 2 adults
- Clicks on “search flights”
- Surprised that she only gets 1 flight option
- She sees the departure and arrival time of the flight and thinks the travel time is quite long > questions whether it is a direct flight or not > wants to find out
- She assumes she has to click on the time to get more info > not possible > clicks on the pink button “from 44.99 GBP”
- App shows scrolling menu with different add on options > she thinks there are 2 > after scrolling notices that there are 3 > information overload about what it means
- She is not interested in this > first wanted to know whether the flight is a direct flight or not
- Very annoyed > clicks “<” to go back
- Changes “leaving from” to another London airport > annoyed she has to repeat this process > she wants to have an option to select all airports in London
- App does not remember her “going to” > annoyed
- Clicks “going to” > app does not show Athens in scrolling menu > she uses search bar > selects Athens
- App does remember her dates > clicks “search flight”
- App gives her the same flight option from London Gatwick > annoyed
- Starts to doubt herself whether the displayed flight time could be a direct flight after all > still thinks it is a bit long for a direct flight
- She mentions she would stop and try another app > she wants to know if the travel time is normal or not
- For the sake of the test lets continue

- She clicks “ from 45,99 GBP” button to select the flight option
- App shows a pop up saying there are multiple airports available for her trip > confused > thinks it is strange > clicks “select different flight” button
- App shows again the same flight > sighs and annoyed
- She goes back again to overview menu to select the third London airport option > she assumes the app might give her more options now
- Again has to fill out “going to” > app shows only the option “Bucharest” > confused why the app gave her the pop up when there is no other option
- She is really annoyed by now > goes back to select London Gatwick and Athens > search flights
- Selects the only flight option (same as given each time before)
- Scrolls down > sees the price shown before is only for “basic” option
- Scrolls up and down to compare other option packages
- Clicks on package option to see more info > thinks the term “free carry-on bag” sounds like you can take a trolley bag, but after further inspection sees it is only a hand bag
- She wants to take a trolley bag so she has to select at least “Wizz go” > mentions that's a big step in selection > she also get check-in bag and a lot of extras compared to just basic
- She sees the main difference with the more expensive “Wizz plus” upgrade is more check-in luggage and “Wizz flex” > she does not know what this means > clicks on more info > does not immediately understand what it means after reading more info about it > she thinks it is an option to be more flexible in changing her flight but is not sure about it > confused about the term “a helping hand..”
- She goes back to screen with upgrade options > she selects “Wizz go” by clicking on the full box > clicks on “next” button that appears down the screen
- She is surprised that the app is wanting her to select a return flight
- She is surprised that the app does now show her that the flight takes 4 hours > before this space was filled with “only X amount of seats left”
- She thought the price shown before was for both departure and return flight > feels misleading
- Clicks again on “price button” > needs to select upgrade again > selects “Wizz go” again > cheapest one with trolley bag
- App shows overview of flight selection > clicks “next”

## Final thoughts

### Likes:

- No comment

### Dislikes:

- Not transparent in total pricing
- Looks really cheap in the beginning > later much more expensive > angry > would not book there again
- Process takes a lot of time
- App does not give her the information she wanted
- She feels like the company does not fit with her needs

### Questions:

#### 1. What did you expect to see but did not see?

- Travel time > departure time – duration of flight – arrival time
- Total costs > no hidden extra things

#### 2. Was there anything you were surprised to see?

- The extra add on costs

## Task 2 – Transavia app

### Scenario

- Fly to Athens, but this time from Amsterdam
- First choice is to fly out on a Saturday towards the end of October
- 3 nights / 2 people

### Test

- Opens app > clicks “accept” on the “important information” pop up about privacy policy and conditions of carriage > does think it is strange that the app asks to accept conditions of carriage, because she does not know yet if she will fly with Transavia
- Immediately notices big pink button “book flights” > clicks on it
- App shows cookie pop up > clicks “accept”
- Clicks on “from” search bar > types “Am..” app show her the option “Amsterdam Schiphol”
- Clicks on “to” search bar > types “Athens” and clicks “go” on type bar > option search list does not fit in screen this time
- Needs to click on “done” in type bar to close typebar
- Clicks on calendar icon in the “depart on” search bar > app shows calendar pop up > uses arrows on the right to move to October > scrolls down a bit to view the whole calendar > selects date
- App already opens the calendar to select “return date” > says this is handy > selects date
- Clicks on person icon in the “who will be traveling bar” > selects 2 adults by using the pop up menu and “+” button
- Clicks on “search” button
- Sees there is only one option for outbound flight > in the last part of the screen she could see that she needed to scroll down to also select inbound flight
- After thinking about both shown flight options she notices that she still needs to click the “select” button for both flights
- The app does not automatically directs her towards the end of the screen where she can press the “next” button > she is confused and scrolls down manually > clicks “next” button
- App show her add on upgrades > the app had pre-selected the “basic” option > scrolls down through list of 3 options to read what it means
- Thinks it is strange that the app shows her that she would get more miles when she chooses the most expensive add on upgrade
- Scrolls all the way down > clicks “next” button

## Final thoughts

### Likes:

- App is easier and quicker than the other app
- Gives quick answers to what she wants to know
- App shows her directly the outbound and inbound flight in overview
- Sees directly the flight times and costs
- Likes that they show the basic costs first
- App is more fair and transparent
- Sequence of the given information feels natural

### Dislikes:

- No comment

### Questions:

1. What did you expect to see but did not see?
  - No comment
2. Was there anything you were surprised to see?
  - No comment