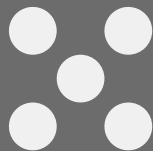




Project Two

Online survey

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Objectives

Understand more about the goals of people that use airline websites and apps:

- 🗨️ What are they trying achieve
- 🗨️ What, if anything, is preventing them from achieve the task
- 🗨️ What additional features and/or improvements would they like to see
- 💡 Learn how to create an online survey
- ✍️ Use the project materials to build my portfolio

Survey

Survey was conducted using **Typeform**

22 participants completed the survey

Survey was distributed via the following social media channels



LinkedIn



Messenger

Snapshot of results

Users goal to book a flight for a Holiday.

A Desktop/Laptop was favoured.

Departure Airport, Price and Date/Time were the most important factors when booking.

Research was conducted on multiple sites before a booking was made.

Initial pricing of flights does not reflect final payment

Have a clean simple to use website / app with live transparent pricing



Results

91% of respondents completed the survey on a mobile device.

It took on average **03:43** to complete the survey

Big picture

All Devices Desktop Mobile Tablet Other

Views	Starts	Responses	Completion rate	Average time to complete
0	47	22	46.8%	03:43

All Devices Desktop Mobile Tablet Other

Views	Starts	Responses	Completion rate	Average time to complete
0	5	2	40%	03:03

All Devices Desktop Mobile Tablet Other

Views	Starts	Responses	Completion rate	Average time to complete
0	42	20	47.6%	03:48



Q1

What was the main reason for your last journey?

Question rationale:

Gain insight into the behaviours and user habits for each type of traveller.

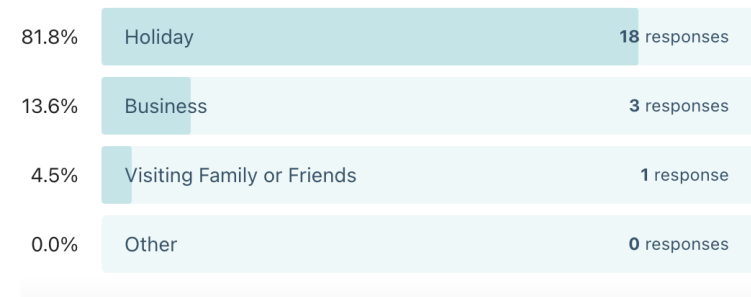
Results:

The results show that **82%** of respondents last journey was for a holiday.

The bias for the remaining questions will be for the Holiday traveller, and the assumption is that they are spending their own money.

✓ 1 What was the main reason for your last journey?

22 out of 22 people answered this question



Q2

What device do you usually use to book a flight?

Question rationale:

Gain insight into the which device a user is most likely to use.

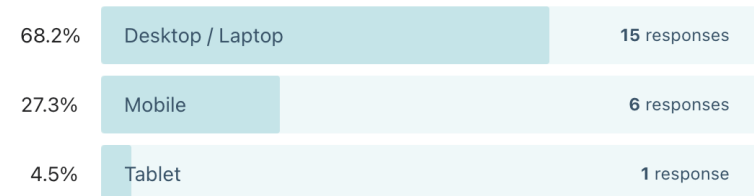
Results:

The results show that **68%** of respondents booked thier last trip using a Desktop/laptop.

Afirming my choice to concentrate on developing a responsive website.

✓ 2 What device do you usually use to book a flight?

22 out of 22 people answered this question



Q3

What was your main reason for visiting an airline website or App?

Question rationale:

Prioritise which design elements to concentrate on based on user goals.

Results:

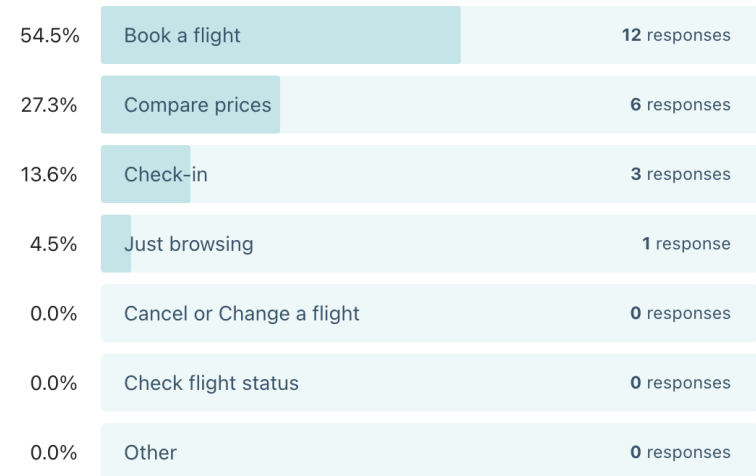
The most popular reason to visit the website/app was

to Book a flight **55%**, followed by Comparing prices **27%**, with Checking-in **14%**.

No respondents were Managing thier booking or checking flight information.

✓ 3 What was your main reason for visiting an airline website or App?

22 out of 22 people answered this question



Q4

Thinking back to the last time you booked a flight, were you able to complete your task that day?

Question rationale:

To learn from and determine the pain points with existing airline booking flows.

Results:

A resounding **100%** of respondents were able to complete the task they set out to do on that occasion.

In hindsight, as well as a logical jump question for “No”, an additional logical jump question for “Yes” would give more useful insights on this question.



4 Thinking back to the last time you booked a flight, were you able to complete your task that day?

22 out of 22 people answered this question



Q5

Why were you unable to reach your goal?

0% of respondents in this survey were unable to reach their goals.

In hindsight, as well as a logical jump question for “No”, an additional logical jump question for “Yes” would give more useful insights on this question.

5

Why were you unable to reach your goal?

0 out of 22 people answered this question



Nobody answered this question yet

If you're thirsty for some answers, make this a required question in the question settings

Q6

What are the most important factors when you are booking a flight?

This was a multi-select question with up to 3 choices

Question rationale:

To understand the users top priorities when choosing there flight.

Results:

The top 3 priorities were:

Departure Airport **86%**

Price **82%**

Date / Time **77%**



✓ 6 What are the most important factors when you are booking a flight?

22 out of 22 people answered this question (with multiple choice)



Q7

What is your normal approach when purchasing flights online?

Question rationale:

To determine the most common way users reasearch and book their flights and understand what funcationality works best.

Results:

91% of respondants researched aggregator sites, or performed their own comparisons before making a booking.

77% booked directly with the airline following the research.



✓ 7 What is your normal approach when purchasing flights online?

22 out of 22 people answered this question

40.9%	I search on flight comparison sites and book directly with the airline website/app	9 responses
36.4%	I research different websites/apps before booking directly with the airline	8 responses
13.6%	I search on flight comparison sites the book via them	3 responses
4.5%	I research online, then book with a Travel agent	1 response
4.5%	Other (please specify)	1 response

Q8

What are your biggest frustrations while booking your flight online?

Question rationale:

What are the biggest pain points that affect the users decision when booking flights.

Results:

- Price transparency **57%** Price you see is generally not the price you end up paying.
- Flight availability **28%** Date and time / routes.
- Flight Information **10%** Restrictions / out dated routes
- Other **5%** Locale



21 out of 22 people answered this question

- Having to constantly remember my APC data and type the same information all the time.
- wholly inclusive price, dont want to pay for extras
- Price increases
- Added extras
- Costs not shown up front
- Prices changing throughout the day
- That you can't compare all airlines across multiple departure dates from a selection of airports. For example, I want to see best price to Lanzarote for 23,24 or 25 of January 2021, from any London airport, any airline, leaving after 11am
- Lack of branded fares on some price comparison sites
- You have to add on everything ..., I'd rather have it all added on ... then if need be I remove what I don't need
- All the added 'extras', personally I would prefer to see the higher cost first including seat choice, hold baggage, meals etc as I might be happy with that price from the outset. If I'm not happy with price I can then remove items I don't require.
- All the extra steps they force you to go through before you can book . No I don't want cat hire , I don't want insurance .. I just want to book my flight
- Cost of added extras when booking
- Cheapest flights are often have too many stops)
- Cheap lead in prices with expensive add ons
- Not finding decent flight times
- Comparison sites prices are often outdated depending on how often they cache. Also, they only don't include all details/restrictions on the tickets. The direct airline pages often have more information
- Extra cost to select seats
- Getting the airport and timings I want
- Not always simple to routes and schedules with an airline alliance. I will generally prefer to fly with OneWorld - less concerned about the individual airline.
- Availability of date and time required
- Websites which allow you to search routes that are not valid

Q9

What website or app did you use to book your last flight?

Question rationale:

What are most popular websites / app used for booking flights.

Results:

- Easyjet 30%
- British Airways 14%
- Jet2 10%
- Skyscanner 10%

Easyjet was the firm favourite, with price comparison sites being used for research purposed only.



9

What website or app did you use to book your last flight?

21 out of 22 people answered this question

- British Airways
- opodo
- Momondo or Skyscanner
- EasyJet App
- Easyjet
- Easyjet app
- Teletext
- Emirates
- Ba holidays
- Easyjet
- Qatar
- EasyJet and Skyscanner
- <https://www.flyuia.com/ua/en/services/booking-form>
- EasyJet
- Expedia
- Jet2.com
- British Airways
- Jet2
- Skyscanner
- Tui
- Easyjet

Q10

What would you change about that website or app?
What improvements would you make?

Question rationale:

Understand what should be considered and implemented when designing a flight booking website/app.

Results:

Consistent look and feel throughout the booking journey

UI Presentation of flight information

Flexible searching (dates, multiple airport search, Search "Anywhere")

Live pricing / price **transparency**

Less crossing / upselling



10 What would you change about that website or app? What improvements would you make?

21 out of 22 people answered this question

It has a lovely home page, but when you get into the detail of booking a flight, you can tell that it reverts back to a very old design & format

cleaner UI, specific dates and times and airports visible.

Momondo - option to fly to "anywhere"

Less promotions for add-on sales when booking

Allow user to select to see price with extras included up front

It's quite simple to use. I wouldn't change anything.

Prices aren't live

Nothing major - would like to see differential benefits based on loyalty programme status

Give you all the choice on one page

Show 'all in price' first as I might be happy with the price and all included items. If not happy with the all in price I can then remove items not required rather than the other way around.

It worked fine, though hard to see the cheapest options

Skyscanner. I'd change it back to how it was before their last diabolical update

Not sure, it is ok in general

The search could be more intuitive and the presentation of flight options could be more appealing

Better filter options that actually work

It was my first time using the site and I found it very slick, no complaints

Site a bit boring

Basket options to compare different combinations

Limited, it works quite well. Filter options around schedules/airlines/groups is great

Improved ease of saving search criteria

Searching more than one departure and arrival airport