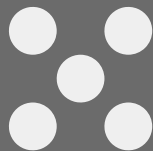




Project Three

Note-taking

Richard Marseglia



UX
Design
Institute

Objectives

Understand the value of conducting usability tests in the research phase

Establish skills in this extremely important research technique

Forge a pool of insights that will be used during all future projects

Photograph and document each step to build a portfolio



Evaluation






Note-taking evaluation will include Aer Lingus and Eurowings

Aer Lingus 

Aer Lingus is the national airline of Ireland.
Destinations in the UK and Europe and direct routes to North America

Eurowings 

Eurowings is the Lufthansa Group's low-cost airline, specialising in low-cost direct flights within Europe.

-  **Goal**
Helps to achieve primary goals
-  **Behaviour**
Common behaviours
-  **Pain point**
Needs improvement
-  **Mental model**
Idea of how it works
-  **Contextual Information**
Social and physical environment

Interview 1

User Background

Gender	Female
Occupation	Homemaker
Location	Dublin
Preferred Device	iPad and Mobile Phone via Broadband
Websites / apps on device	Ryan Air, Aer Lingus, Games, Social Networking, Sports
Specific travel related websites / apps	Ryan Air, Aer Lingus
Frequency of Travel	3 times in the last year
Main reason for travel	Pleasure
Holiday destinations	Dubai, Lanzarote, Benidorm, Liverpool (Day trip)
Last travel booking	Liverpool (Day trip)
Most important factor when booking	Price and time



Interview 1

Aer Lingus

- Using Aer Lingus, search for and select a return flight using the following criteria:
 - Route** Cork to Faro (Portugal) **Passengers** 2 Adults **Date range** Sat 26th Oct '19 - Sat 2nd Nov '19 (7 nights)

- Using Google, the participant searched for the website Aer Lingus and clicked the first relevant result (Google Ad)
- Participant enters the Home country and preferred origin airport information via banner
- Cork is chosen from the origin airport dropdown list
- As the Home page is refreshed, the participant is hovering on the navigation panel and is expanded to fill most of the screen
- Search panel is hidden below the fold (bottom of the screen)
- Return flight, One-way, Multi trip explanation
- Add promo code assumed would be for discount via an alpha and/or numerical code
- Destination field selected and participant types Fargo. Selects Fargo (Portugal) from filtered list



Interview 1

Aer Lingus // Cont.

- Dates entered using Modal calendar. Prefers this to avoid errors
- Easily changes number of passengers from 1 to 2
- Does not immediately see the Search Flights button.
“Presumed it was going to be further down the page” “...a more stand out colour, red or a primary colour” would make it more visible
- Participant initially notices that the **“prices don’t look too bad”**
- Flight information is easy to follow; Flexible date view (before and after selection)
- Clicked the fare which expanded to show Class information
- Explained roughly what each Class meant and included
- Clicked off Class information without selecting a Class
- Could not find where to book. Participant assumed that flight was selected
- Advised that Summary box was showing €0.00, participant again selects fare and this time chooses “Saver” fare which updated the price

Interview 1

Aer Lingus // Cont.

-  Participant selects Return flight and chooses "Saver" fare which updated the price
-  Participant explained what her understanding of "Price lock flight" was. **"...go away and book later at the same price.."**

Interview is concluded at this point

Interview 1

Aer Lingus // Overall experience

- Overall experience was "OK"
- Selecting seat Option didn't prompt her to choose
- Straight forward
- "Search Flights" button should be different colour to stand out
- Rememebering Origin airport throughout the booking process
- "Clearer" options to choose class
- There were no supprises and nothing unexpected was noticed

Interview 1

Eurowings

- Using Eurowings, search for and select a return flight using the following criteria:
 - Route** London to Barcelona **Passengers** 2 Adults **Date range** Sat 26th Oct '19 - Sat 2nd Nov '19 (7 nights)
-

- Using Google, the participant searched for the website Eurowings and clicked the first relevant result (Google Ad)
- Participant starts by clicking "Discover" from the top navigation to try to book
- Participant clicks "Book" from the top navigation to try to book, then "Book flights"
- Clicks into Departure airport field, then chooses London (All Airports) from a list
- Starts to type Barcelona in Destination Airport field. Destination suggestions shows in 2 place, however participant completes typing in full "Barcelona"
- Participant clicks "Search for flights" button; presented with 2 errors due to incomplete date fields
- Manually types Outbound and Return dates in favour of the Calendar modal, but uses Calendar to double check duration. **"..didn't even notice.."** the Calendar

Interview 1

Eurowings // Cont.

- Clicked people icon to change number of passengers
- Clicked "Search for Flights" for flight results
- Notices there are 2 flights available for selected departure date, but with a **"Stop over"**
- Selects Outgoing flight based on cheapest Price. **"There is not much time difference"** between the 2.
"..would pay extra for Long haul flights.."
- Clicks "Flight from 69.99 GBP" button which expands Class information
- Explained roughly what each Class meant and included
- Unsure why the price jumped or if price was for 1 or 2 passengers. Participant was looking at Return flight without selecting Outgoing flight first
- Scrolled back to Outgoing flight and chose "Basic" class option for £69.99
- Explained "Add Flex option". **"..good if you had a connectiong flight.."**
- Scrolled around the page a while before selecting Return flight with "Basic" class option for £149.99

Interview 1

Eurowings // Cont.

- Popup warning message displayed stating outgoing Departure airport and Return Destination airport are different (STN, LHR). **"...that's not good as my car is at Stansted.."**
- Participant proceeds past warning and "Continue to step 2" is pressed
- **"..gives option to check in a bag, choose a better seat, priority boarding and a hand luggage. I don't want that, I'm just going to go with a suitcase.."**
- Likes itinerary summary. **"..happy that i'm going to Germany aswell.."**
- More services **"..is it really necessary as the page before hand you can pick Business class, Advanced or basic, it's basically the same stuff.."**
- Scrolls around the page for a while trying to find how to confirm booking
- Participant clicks "Continue to service selection" button

Interview is concluded at this point

Interview 1

Eurowings // Overall experience

- Overall experience was “OK”, wasn’t too daunting for first time using it
- Happy enough that it met the participants needs
- Nice bright “Search for flights” button
- Date field and prompts are handy
- Not being told on the page that different airports were selected
- Different airport Warning message was good

Interview 2

User Background

Gender	Female
Occupation	Admin work
Location	Leitrim
Preferred Device	Macbook via Broadband
Websites / apps on device	Email, Health, Social Networking (WhatsApp, Instagram, Facebook)
Specific travel related websites / apps	Skyscanner, Ryan Air, Apple Wallet (Boarding passes)
Frequency of Travel	1 / month (before pandemic)
Main reason for travel	(Did not state, assumed) Business / Pleasure
Holiday destinations	Canada, Italy, Indonesia, Bali, USA
Last travel booking	Canada
Most important factor when booking	Date, Connection times



Interview 2

Aer Lingus

- Using Aer Lingus, search for and select a return flight using the following criteria:
 - Route** Cork to Faro (Portugal) **Passengers** 2 Adults **Date range** Sat 24th Oct '20 - Sat 31st Oct '20 (7 nights)
- Using Google, the participant searched for the website Aer Lingus and clicked the first relevant result
- Participant enters the Home country and preferred origin airport information via popup
- Big banner showing important information
- Participant clicks ok to "Cookies"
- Scrolls down to Search panel
- Destination field selected and participant types Fargo. Selects Fargo (Portugal) from filtered list
- Proceeds to choose dates from dropdown Calendar. This is participants preferred method rather than manually typing the dates
- Participant changes adults to "2" and clicks "Search flights"

Interview 2









Aer Lingus // Cont.

- Immediately notices flights results showing Cork to Faro
- Initially thought flight left Cork at 13:30, then noticed that was arrival time in Faro. **"..this is confussing.."**
"..prefer to have 11:00 (departure time) inder the date.."
- Participant scrolls to Return flights section to check date options before choosing Outbounng flight
- Selects 24th October for outbound flight which exopands "Class" options
- Explains briefly what each Class meant and included.
- Chooses "Saver" Class. Participant usually purchases upgrades and extras after completing flight booking, or at the airport
- Selects 31st October for Return flight and chooses "Saver" Class, (same as Outbound)
- Participant expalined what her understanding of "Price lock flight" was. **"...lock price and fully decide another day.."** **"..not useful at this stage.."**
- Participant clicks "Select flioght" and progresses to Passenger Information

Interview is concluded at this point

Interview 2

Aer Lingus // Overall experience

-  Very easy to book
-  Page 1 (Homepage) Should know that I use Aer Lingus, and I live in Ireland and it's an Irish website, so should naturally populate
-  Departure flight time placement on Search results page is easily missed and flight could be booked without noticing their correct time.
-  Not too many popups
-  Page 1 (Homepage) banner took up a lot of the page
-  Website looks too plain. Needs more colour
-  Smooth and easy to follow through the flight booking process
-  Simplify the Baggage options. Wasn't sure of the differences between the top 2 Class's

Interview 2

Eurowings

- Using Eurowings, search for and select a return flight using the following criteria:
 - Route** London to Barcelona **Passengers** 2 Adults **Date range** Sat 24th Oct '20 - Sat 31st Oct '20 (7 nights)
-

- Using Google, the participant searched for the website Eurowings and clicked the first relevant result (Non Google Ad)
- Participant accepts cookie settings
- Clicks into Departure airport field, then chooses London (All Airports) from a dropdown list
- Finds Barcelona **"..easily.."** from dropdown list and click it to populate Destination airport
- Participant clicks in the Departure Date field but **"..nothing is happening.."**
- Finds date picker under the search panel and scrolls to October which **"..opens in a bigger window which is easier for me.."** then selects Sunday 25th October to Sunday 1st November
- Clicked people icon to change number of passengers manually, but uses Adult selection tool instead (ease of use)

Interview 2

Eurowings // Cont.

- Clicked "Search for Flights" for flight results
- Notices the flights have a **"Stop over"** and click the ⓘ to see more details (opens in popup with all flight information)
- Assumes clicking away closes the popup (No close button or cross)
- Reads and deciphers Class option features **"..maybe I cannot bring hand luggage on board with me.."** Shows all class options even those not applicable **"..why.."**
- Comparing "Basic" with "Smart" class. Confused what some of the icons mean / represent
More check-in options with "Smart"
- Chooses "Smart" Class
- Participant scrolls down to Return flight section, selects flight and chooses "Smart" class (same as Outgoing leg)
- "Add Flex option" - Participant reads and determines may be a benefit.
Clicks the ⓘ for more information (opens in popup)
- "From £4 save your price. **"..Same as lock your price from the other website.."**



Interview 2

Eurowings // Cont.

- Adds "Flex option" to booking
- Clicks to "More services"

Interview is concluded at this point



Interview 2

Eurowings // Overall experience

- Much easier than Aer Lingus
- Options to select airports from a list saves time
- Colourful website - not bland
- Calendar links are easy to find
- Save your price could be worded better
- Clear airport departure / arrival times and general flight information
- Suprised (pleasantly) to see "chat" in the bottom right