

Assignment #6 / Analytics & Usability

(Book a Flight: Website)

Link to click-able wires (note both are in one, the second scenario starts after you check out in the first scenario):

<http://invis.io/KXMVTCAJ>

FIRST USER:

Lindsay, 24, Graphic Designer

This user is also my first user during Assignment #2 (User Research). Booking a round-trip flight for her summer vacation. Had the choice of where she was going and she was a lot more free to make her own decisions. I observed her and listened to her decisions.

My first two users were similar people (age, job, interests), yet completely different users. The first user is a bit more tech savvy and works with computers and wire frames a lot. She was a challenge because she didn't run into very many problems besides mentioning that she was slightly over whelmed. She frequents different flight finding websites and the only problem she really has is the Flight Summary page. She stated that my Flight Summary wire frames, for both scenarios, were overwhelming. She did make it through both scenarios without any issues otherwise.

SECOND USER:

Chloe, 23, Graphic Designer

This user is also my second user during Assignment #2 (User Research). She was originally booking a flight home this weekend to see her parents. She had to fly this weekend and was told to buy her ticket even if she wouldn't feasibly do it cost-wise, etc.

Chloe was actually easier to create wire frames for. She had problems that someone who doesn't use a computer often would probably have. I felt that I was designing for someone older and this really helped me to simplify things. I designed the second scenario with more of her problems in mind. I wanted to make it as specific as possible but also very clearly organized. She only had one problem and it was with the first scenario of wire frames. After she chose round-trip she skipped over Hello & Goodbye and went straight to when. I asked her why she skipped a section and she said "I don't know what Hello, Goodbye is for". That was the only issue she ran into.

She made it through Scenario #2 much faster than Scenario #1 and she didn't run into any problems. It was nice to see her make it through easily in just the wireframe stage knowing that she had had so much trouble with existing sites that are fully designed.

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THIRD USER:

Rebecca, 24, Hiring/Staffing Agent

My third user is a young professional who I had test out both scenarios. I asked her to click through the prototype as if she would normally book a flight. I did tell her that the first flight she books will be round-trip and that the second is one-way. She made it through the first scenario with only one problem, there wasn't an option to change her ticket from first class to coach. This was something I hadn't prototyped out so I explained that it would drop down like the other preference choices. For her experience in the second scenario she made it through fine to the Flight summary page and had asked me how to go back. This was something I had left out but now I know to go back and make sure there is an option to return to the home screen from anywhere in the prototype.

This user really wanted to click everywhere and it was hard to not tell her about the path I had created. I think it would have helped me to make this more clickable. Overall the users only had minor problems which is nice to know. If I were to make this a fully functional site it might be easier to spot more issues. I also think it would be easier to observe and not guide them because they would be able to click whatever they want.