

Turkish Airlines Usability Report:

Study, Analysis and Findings

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Executive Summary

Our team set out to assess the overall effectiveness of Turkish Airlines' website. To do so, we performed a within-subjects, summative assessment of its current website and measured performance and qualitative data related to three key tasks: booking a flight, modifying a detail while booking a flight, and finding information on traveling with an in-cabin pet. From February 17th-February 20th, our team carried out five moderated usability sessions with pre-screened participants remotely. For the purposes of our test, our team evaluated and observed how participants navigate these key tasks. In each session, we collected information like ratings, timings, observed patterns, and real participant feedback to assess the effectiveness of performing the aforementioned key tasks on Turkish Airlines' website.

During the course of our study, we found significant issues with the interface & information architecture — simple tasks like modifying details or finding information led to frustration and significantly departed from the happy path, which elongated many tests and led to resignations for some participants. Our usability session highlighted that much of the interface was not intuitive to participants, and that participants generally felt performing tasks was harder than they had expected. Among all three tasks, these moderated usability sessions highlighted key issues like:

- Controls were not obvious & intuitive
- A General overabundance of information
- Poor information architecture & content strategy
- Cluttered, counterintuitive, & distracting interface
- Significant time investment to achieve goals
- Overall usability in terms of effectiveness, efficiency, & satisfaction

Introduction

Our usability study investigated the ease and effectiveness of booking travel on and retrieving flight information from Turkish Airlines (<https://www.turkishairlines.com/>). Turkish Airlines is one of the top airlines throughout Europe servicing about 340 destinations across the globe. The airline has more non-stop routes than any other airline in the world.

The typical users of the Turkish Airlines website are individuals or groups who are planning to travel with the airline, or who are interested in obtaining information about the airline's routes, services, and promotions. This could include individuals planning personal or business trips, travel agents and tour operators researching options for their clients, and people considering Turkish Airlines for a future trip.

After conducting both a heuristic and cognitive evaluation of the site, it was clear that it was in great need of a usability study. For instance, similar elements throughout the site have inconsistent labeling. Some buttons despite being visible and appearing enabled do not work until reaching certain pages. And some buttons have completely unexpected and unintended consequences.

Our study began by defining our goals and determining the research questions we hope to answer. The goals of this study were to:

- Assess the overall effectiveness of Turkish airlines on key tasks
- Assess the overall efficiency of different participants performing basic tasks like booking travel, modifying details while booking, and finding pertinent information
- Identify common obstacles that different types of participants come across when performing basic tasks: booking a flight, checking flight status, etc.
- Assess participant satisfaction with the booking process and information provided by Turkish Airlines

We performed a within subjects style study in which 5 participants performed the same three task scenarios in the same order. We evaluated how easily participants were able to book a flight and find flight information, what navigation flows participants most commonly took and what obstacles they encountered along the way. We were also interested in how participants felt after completing a task and using the site.

With this plan, each of our researchers moderated, observed and evaluated five tests and collected many different data points. Quantitative data points included the time it took to complete a task, user ratings, number of errors made and more. We also gathered qualitative data by conducting surveys and debriefs.

From our study, we were able to amass a significant amount of data regarding the usability of the Turkish Airlines website. In the remainder of this report, we will expand upon the methods used for this study and discuss our findings. Any supplemental information can be found in the [appendix](#) at the end of the report.

Methodology

Sessions

To perform our tests, we started by designing a thoughtful test plan. Using our goals as outlined above, we determined the research questions we hoped to answer with our study:

- How easy and efficient is it for travelers to book travel and find pertinent information on Turkish Airlines?
- What is the perceived success rate for participants setting out to book travel, modify details while booking, and find pertinent travel information?
- What are the most common participant flows found while booking travel, editing while booking travel, and finding pertinent information on traveling with a pet?
- How well does Turkish Airlines' site match participant expectations while booking travel, editing details while booking, and finding pertinent information?
- What are the most common obstacles that participants face while booking travel, editing while booking, and looking for information on flying with a pet?
- How do participants feel after they have completed a task on Turkish Airlines, both in the time it takes and their satisfaction level with the whole process?.

Additionally, we determined a user profile with which to develop a screener for our participants. The sessions were conducted remotely and were recorded and transcribed via zoom after collecting digital copies of informed consent forms ([see appendix](#)). Each member of our research team moderated a usability test, while the task of observing and evaluating each session was split evenly amongst all members. Thus, each member moderated one session and acted as an observer or an evaluator for two other sessions each.

We sought participants that fit the typical Turkish Airlines website user but who also have experience in booking international travel online. We conducted in-between subject tests with five participants, each participant performing each task in order. The tests were about 45-50 minutes long with a benchmark of seven minutes per task. (Some participants were allowed more time at the moderator's discretion. This typically only occurred when the participant was near the end and didn't show any significant signs of struggling). Participants were asked to complete a pre-test survey prior to the first task ([see appendix](#)). During the sessions, participants were asked to perform each task as they would naturally, and were not encouraged to think aloud unless it was natural to their process. We only assisted the participant if they made a critical error that would prevent them from moving forward in the UI. Each task was followed up with a debrief and the sessions were preceded and concluded with a survey ([see appendix](#)). A script of the entire session can be found in the [appendix](#).

From the sessions, we were able to assess user performance and ratings, and gather qualitative data such as participant quotes. After completing all of the sessions, we evaluated our collected data by reviewing the recorded videos and surveys.

Test Design	<ul style="list-style-type: none"> Defined goals and objectives Created interchangeable team roles (Moderator, Observer, and evaluator) among the five team members. Created Screener and Informed Consent form.(See appendix). Created three different scenarios Defined evaluation measures Recruited five participants based on user profile (see appendix)
Task Presentation	<ul style="list-style-type: none"> All sessions are conducted remotely via zoom. Timed the tasks for 7 minutes each. Tasks were presented orally and shared via chat for participant convenience Moderators assist the participant when necessary or when the participant asks for help.
Method for Obtaining Measurements	<ul style="list-style-type: none"> Pre-test Survey regarding participants' familiarity with online flight booking (see appendix). Participant debrief verbatims after each task and entire session (For debrief script see appendix) Post-test survey regarding participant's overall experience with the site (See appendix). Observers notes and comments regarding participant's behavior and major issues (see appendix) Evaluators measurements and qualitative data (see appendix)

Participants

As previously mentioned, our study contained five participants. One participant was chosen by each moderator using a screener ([see appendix](#)) based on the typical user of the site. These participants are young adults to seniors, who are likely to travel internationally by plane at least once a year, especially to or from European countries. They are accustomed to booking their own travel arrangements and prefer to do so online. Because flights through Turkish Airlines can vary significantly in cost (as low as \$25 up to \$2k+), participant income or travel budget could widely vary as well.

Dates when User Testing was Conducted: 02/16 - 02/20

Characteristics of the Participants	<ul style="list-style-type: none"> Young adults to seniors Any gender. Travel internationally by plane at least once a year, especially to or from European countries. Book their own travel arrangements online Various income level
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	(For more participant details see appendix)
Number of Participants	5
Recruitment Protocols	All five team members recruited one participant that aligned with the predetermined characteristics.

Tasks/Scenarios

Understanding the purpose of the website, the team members started mind mapping and generating a list of tasks. The chosen tasks are major in any airline website (Booking tickets, changing flight, and finding information). These tasks indicated major usability issues in the Turkish airlines website.

The tasks were designed to:

- Assess the overall effectiveness of Turkish airlines on key tasks
- Assess the overall efficiency of different participants performing basic tasks like booking travel, modifying details while booking, and finding pertinent information
- Identify common obstacles that different types of participants come across when performing basic tasks: booking a flight, checking flight status, etc.
- Assess participant satisfaction with the booking process and information provided by Turkish Airlines

Summary of Tasks:

First Task: Book a round trip ticket

Starting at the homepage, all participants will use the homepage for Turkish Airlines (<https://www.turkishairlines.com/en-int/>) to book a roundtrip flight (up to the point of entering payment information) from Bogota, Colombia (BOG) to Istanbul, Turkey (IST) with other flight details specified. Within that task, participants will select a flight based on a combination of price and dates and continue booking to book the reservation.

Second Task: Change flight return date based on the first task

Participants will begin from where they left off in the last task on Turkish Airlines' website, participants will be asked to go back and modify their return flight to leave a

day later and to proceed with booking (up to the point of entering payment information).

Third task: Find information regarding adding a pet in-cabin.

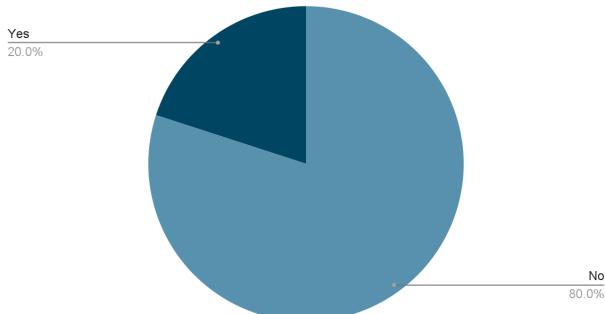
Starting at the homepage, all participants will use the homepage for Turkish Airlines (<https://www.turkishairlines.com/en-int/>) to find out how they will add an in-cabin pet for a potential trip. Prior to performing the tasks, we will briefly interview participants to understand how each approaches booking travel and allow them to perform the task as naturally as possible. By allowing them to act naturally, we will be able to test usability and begin to find usage patterns and common flows amongst participants tested.

Results

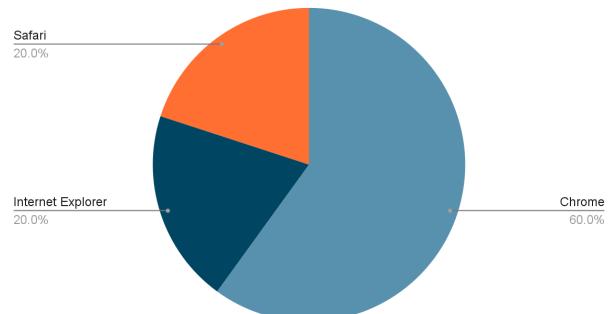
To assess the effectiveness of TurkishAirlines.com on the key tasks, we gathered data about satisfaction, time on task, ease of use, and perception of success. Further, we observed how participants behaved while on the site, where they had the most challenges, and how they went about completing tasks. The following data was obtained through 5 moderated user sessions. Each session had 2 observers and 2 evaluators assigned. Evaluators were assigned to log pre-determined findings whereas observers were meant to take notes of the session for later analyses. Our sessions showed that participants struggled to easily modify bookings and find pertinent information like traveling with an in-cabin pet. Most travelers were familiar with booking a flight and had a far easier time with that task.

Pre-Test Survey Results

Have you ever directly booked a flight with Turkish Airlines?



Internet Browser



Task One Results: Booking a flight

General Satisfaction Rating Booking International Flights					
	1	2	3	4	5
	Very dissatisfied	Somewhat dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
Count	0	0	2	1	2
Avg. Satisfaction	4				

Easiness Rating					
	1	2	3	4	5
	Very hard	Somewhat hard	Neither hard nor easy	Somewhat easy	Very easy
Count	1	0	2	1	1
Avg. Ease	3.2				

Satisfaction Rating					
	1	2	3	4	5
	Very dissatisfied	Somewhat dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
Count	1	1	1	1	1
Avg. Satisfaction	3				

Time-on-task	
Avg. Time (secs)	412.2
Min. Time (secs)	292
Max. Time (secs)	560
Completion within benchmark time (420 secs)	60%

Success				
Rate of completion (independent of time)		100%		
Rate of completion within benchmark (420 secs)		60%		
Perception of success by participants				
Definition	Success-participant	Assisted success-	Failure-participant	Failure-participant

	completed without prompting	participant completed without prompting	thought they were successful	Resigned/ didn't know if they were successful
Count	5	0	0	0

Notable observations
Many participants missed the continue button due to its placement lower on the page. Additionally, a cookies pop-up blocked its visibility.
Language, currency, & URL could not be easily changed by the participant.
All participants found that there was too much content on each page, and it distracted them from their goal of booking a flight
American participants struggled with the date format
Dropdowns on Turkish Airline are difficult to use and can't be quickly searched by typing in a few letters to narrow down options

Notable quotes

- "Is there a way to change the currency?"
- "I feel lost [in text] when I make decisions"
- "I don't know what I'm doing wrong here"

Task Two Results: Modifying flight details while booking

Easiness Rating					
	1	2	3	4	5
	Very hard	Somewhat hard	Neither hard nor easy	Somewhat easy	Very easy
Count	1	0	3	0	1
Avg. Ease	3				

Satisfaction Rating					
	1	2	3	4	5
	Very	Somewhat	Neither	Somewhat	Very

	dissatisfied	dissatisfied	dissatisfied nor satisfied	satisfied	satisfied
Count	1	2	1	0	1
Avg. Satisfaction	2.6				

Time-on-task	
Avg. Time (secs)	425.4
Min. Time (secs)	280
Max. Time (secs)	560
Completion within benchmark time (420 secs)	40%

Success				
Rate of completion (independent of time)		60%		
Rate of completion within benchmark (420 secs)		40%		
Perception of success by participants				
Definition	Success-participant completed without prompting	Assisted success-participant completed without prompting	Failure-participant thought they were successful	Failure-participant Resigned/ didn't know if they were successful
Count	1	2	2	0

Notable observations	
Modify search was not obvious to participants. Further, some participants thought that edits would automatically update results — some didn't realize they had to push modify.	
Modifying a booking was a tough task as departure & return flights are on the same page of the flow, but they are not readily visible. When participants clicked to edit their return flight, they were taken to the departure flight first.	
Buttons on the page were not obvious, nor did they tell participants how they should be used. Specifically the flight booking toggle (< >) was a source of frustration as some participants thought it would take them to edit another flight in their trip, but instead it changed the date of the current flight selection.	

Frustrated participants made more errors like putting in their own personal details incorrectly.

When participants modified their flight, they were taken into a different flow that allowed for seat selections and adding on luggage.

Notable Quotes

- "That was annoying --- I would've expected a confirmation that was a little more clear than just a toolbar at the top."
- "It looked like a one-way booking and it tripped me up"
- "How can I modify? I don't know... I can't. It's impossible"

Task 3 Results: Finding information on traveling with a pet

Easiness Rating					
	1	2	3	4	5
	Very hard	Somewhat hard	Neither hard nor easy	Somewhat easy	Very easy
Count	2	0	2	1	0
Avg. Ease	2.4				

Satisfaction Rating					
	1	2	3	4	5
	Very dissatisfied	Somewhat dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
Count	2	0	1	2	0
Avg. Satisfaction	2.6				

Time-on-task	
Avg. Time (secs)	356
Min. Time (secs)	278
Max. Time (secs)	403

Completion within benchmark time (420 secs)	0%
---------------------------------------------	----

Success				
Rate of completion (independent of time)				0%
Rate of completion within benchmark (420 secs)				0%
Perception of success by participants				
Definition	Success-participant completed without prompting	Assisted success-participant completed without prompting	Failure-participant thought they were successful	Failure-participant Resigned/ didn't know if they were successful
Count	0	0	3	2

Notable observations
participants noted that information about traveling with a pet was excessive and disorganized.
Two participants said they would simply Google it.
Some participants went directly to the footer to find pet travel information.
Participants became more frustrated by something they deemed a simple question, "Can I fly with my pet?"

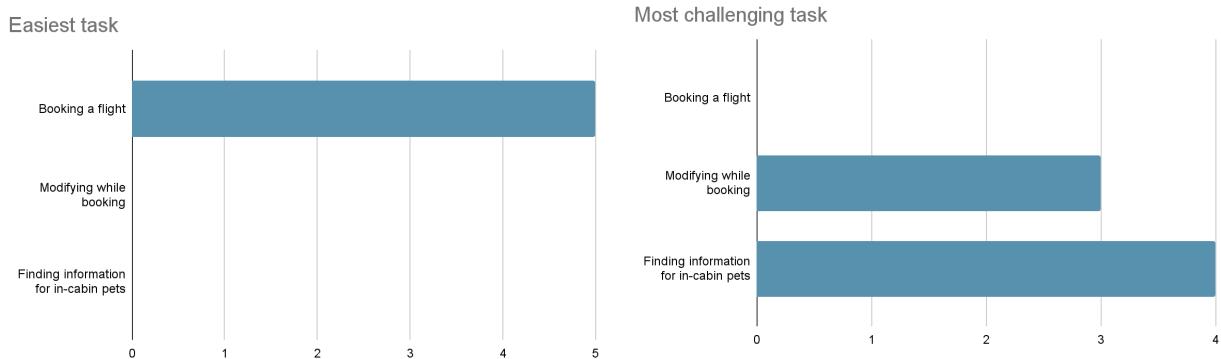
Notable Quotes

- "I don't know. I give up... This sucked, there's too much information in the wrong places."
- "I would just Google it"
- "Finding the information is super hard, but then I know you have all the information here like they really give you a lot of detail."

Post-Test Live Debrief Results

Likelihood to book travel with TurkishAirlines.com					
	1	2	3	4	5
	Very unlikely	Somewhat unlikely	Neither unlikely nor	Somewhat likely	Very likely

			likely		
Count	0	2	1	2	0
Avg. Satisfaction	3				
How Turkish Airlines compares to other airlines					
	1	2	3	4	5
	It is one of the worst airline sites	Performs worse than most	Neither worse, nor better	Performs better than most	It is one of the best airline sites
Count	1	0	4	0	0
Average	2.6				



Post-Test Survey Results

Overall Satisfaction Rating with Turkish Airlines' website					
	1	2	3	4	5
	Very dissatisfied	Somewhat dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
Count	0	0	2	1	2
Avg. Satisfaction	4				

Satisfaction Rating with Information, labeling, & help information on TurkishAirlines.com					
	1	2	3	4	5
	Very dissatisfied	Somewhat dissatisfied	Neither dissatisfied nor satisfied	Somewhat satisfied	Very satisfied
Count	1	0	0	2	2
Avg.	3.8				

Post-Test Sentiments					
Information about bag dimensions for under seat should be easy to find					
Information on traveling with a pet should be easier to find					
I should be able to convert currency when booking					

Our overall results elucidated some major issues with Turkish Airlines' website. With these results, our team has extracted findings and suggested recommendations that would greatly improve the overall effectiveness of Turkish Airlines's website on key tasks: booking a flight, modifying a booking, and finding information on flying with a pet. Further these findings will improve the user efficiency as our team will identify common pain points and ways to overcome them. Overall, the results in this section will be used to deliver findings and recommendations that improve user satisfaction on these key tasks.

Findings & Recommendations

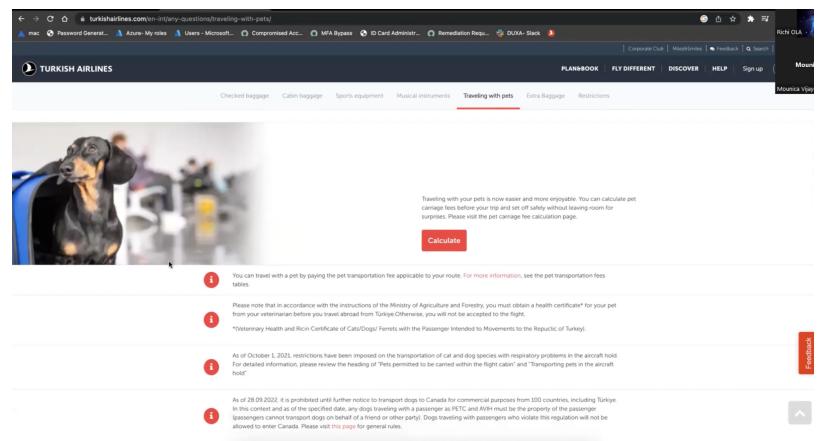
Based on our observations we've determined that the recommendations below would address the problems we found. Additionally, we used the following scale to assess the severity rating of the problems:

- 1 = Minor usability problem: fixing this should be given low priority
- 2 = Major usability problem: important to fix, so should be given high priority
- 3 = Usability catastrophe: imperative to fix this before product can be released

- Invest time in performing a content analysis and redefining the site's information architecture to address "information overload", especially on the "Traveling with Pets Page." This recommendation will require further research.

Severity Rating: 3

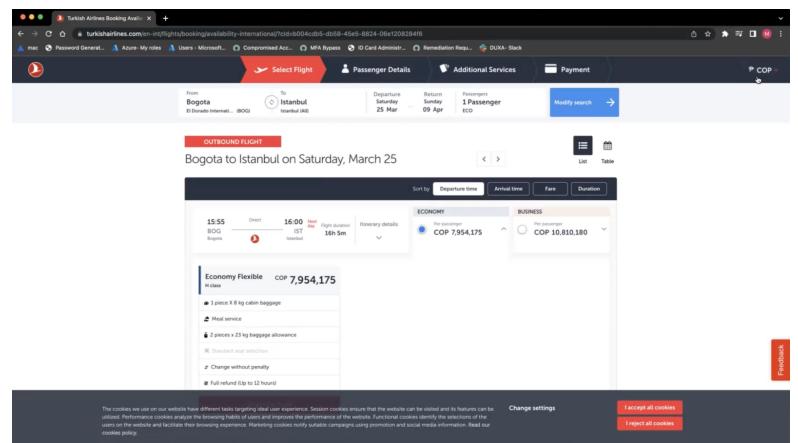
Justification: All participants experienced an issue with this.



- Move the cookies settings prompt from the bottom of the screen to avoid covering the Continue button while booking a flight.

Severity Rating: 3

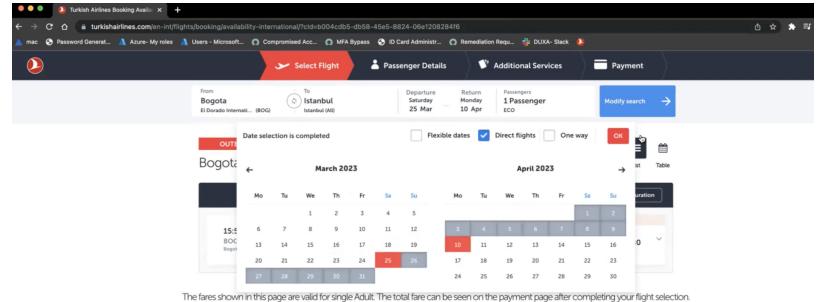
Justification: Two participants experienced an issue with this.



- Change the behavior of the flight date form (calendar date selector) to refresh the results without the needing to click “Modify Search”

Severity Rating: 3

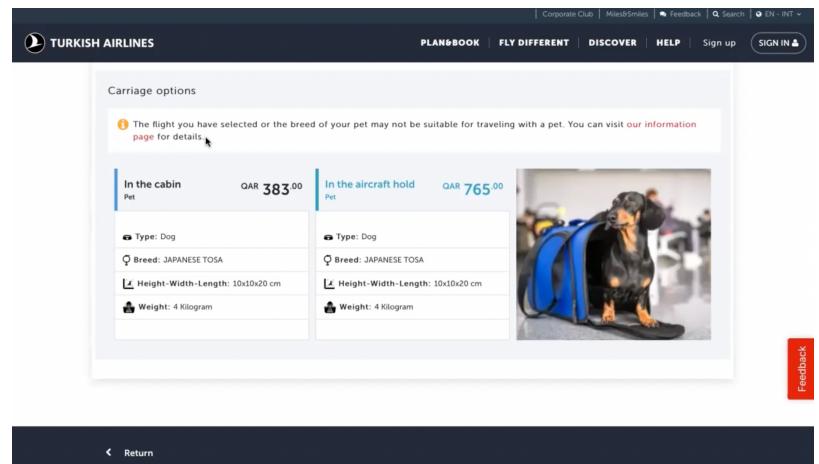
Justification: Two participants experienced an issue with this.



- Update the alerts like the one on the pet fee calculator to make breed restrictions more apparent.

Severity Rating: 3

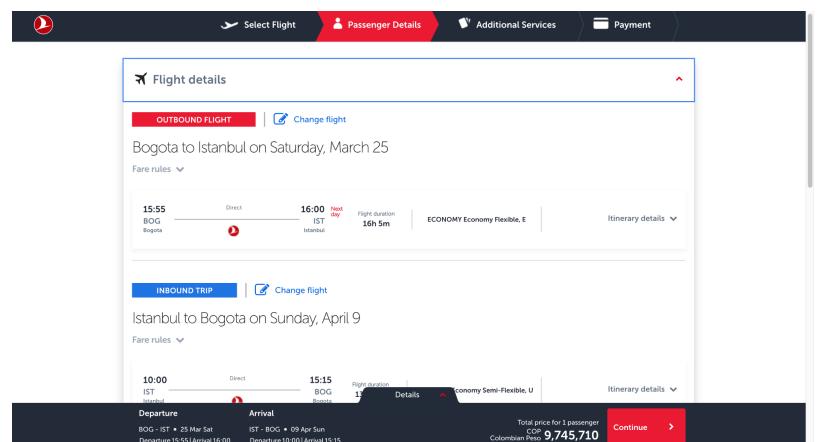
Justification: Two participants experienced an issue with this.



- Allow users to modify flights individually without needing to reselect both flights if it is a round trip.

Severity Rating: 3

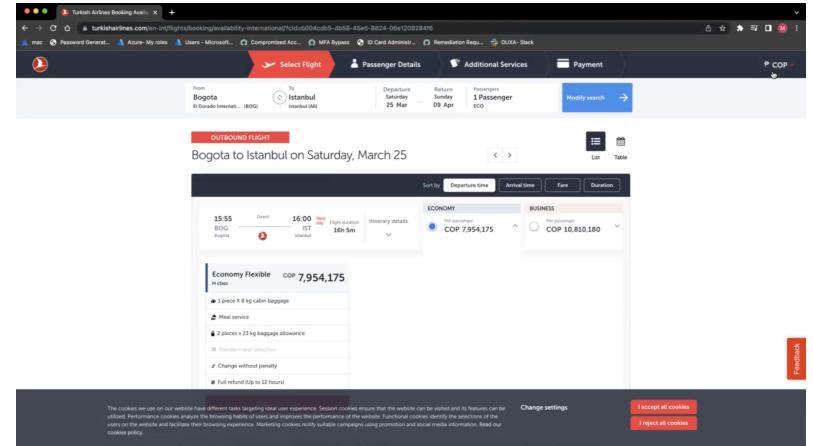
Justification: Four participants experienced an issue with this.



- Make language selector available during the booking process.

Severity Rating: 2

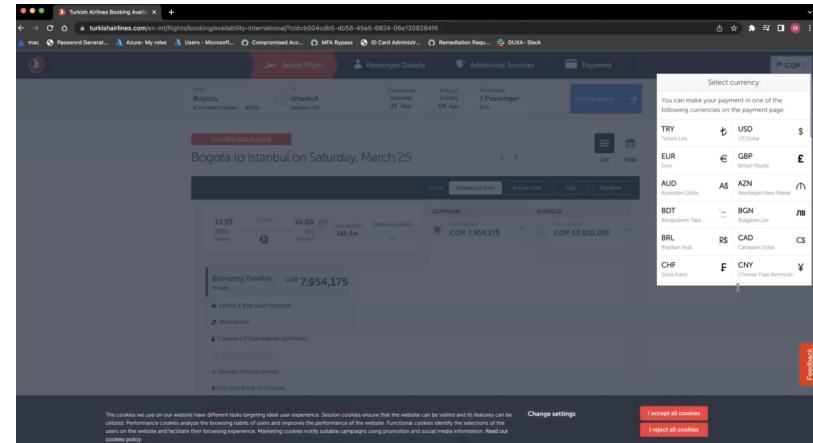
Justification: One participant experienced an issue with this.



- Make the currency selector functional throughout the entire booking process rather than only on the final (Payment) page.

Severity Rating: 2

Justification: Two participants experienced an issue with this.



- Apply the locale settings of the user's browser to adjust a date entry format to one with which the user is more familiar.

Severity Rating: 2

Justification: Three participants experienced an issue with this.

The screenshot shows the 'Profile | Booking | Turkish Airtel' section of the Turkish Airlines website. It displays the following information:

- Adult passenger details:** Title (Ms.), First / Middle name (As shown in ID) (Mounica), Surname (As shown in ID) (vijayender).
- Contact details:** Email address (mounica.vijayender94@gmail.com), Area code (+57), Phone number (919 | 100283843).
- Flight Selection:** Departure (BOG - IST • 24 Mar Fri, Departure 15:55 / Arrival 16:00) and Arrival (IST - BOG • 10 Apr Mon, Departure 10:05 / Arrival 10:20). Total price for 1 passenger (Colombian Peso) is 7,857,590 COP.

- “Country code” in the telephone field - add the ability to autocomplete based on the user’s character input.

Severity Rating: 2

Justification: Four participants experienced an issue with this.

The screenshot shows the 'Profile | Booking | Turkish Airtel' section of the Turkish Airlines website. It displays the following information:

- Adult passenger details:** Title (Ms.), First / Middle name (As shown in ID) (Mounica), Surname (As shown in ID) (vijayender).
- Contact details:** Email address (mounica.vijayender94@gmail.com), Area code (+57), Phone number (919 | 100283843).
- Flight Selection:** Departure (BOG - IST • 24 Mar Fri, Departure 15:55 / Arrival 16:00) and Arrival (IST - BOG • 10 Apr Mon, Departure 10:05 / Arrival 10:20). Total price for 1 passenger (Colombian Peso) is 7,857,590 COP.

- Refactor the flight selector to accept airport codes as input.

Severity Rating: 1

Justification: One participant experienced an issue with this.

The screenshot shows the 'Turkish Airlines Booking Avail' section of the Turkish Airlines website. It displays the following information:

- Flight Details:** From (Bogota, BOG) to (Istanbul, IST) on Saturday, March 25.
- Flight Options:** OUTBOUND FLIGHT (Bogota to Istanbul on Saturday, March 25).
- Flight Summary:** 15:55 BOG -> 16:00 IST (16h 5m). Economy class fare is COP 7,954,175 and Business class fare is COP 10,810,180.
- Baggage Options:** Economy Flexible (1 piece X 8 kg cabin baggage, 2 pieces x 23 kg luggage allowance, Change without penalty, Full refund (Up to 12 hours)).
- Cookies and Privacy:** A cookie consent banner at the bottom states: "The cookies we use on our website have different tasks targeting ideal user experience. Session cookies ensure that the website can be visited and its features can be used. Marketing cookies are used to track users' behavior on the website and to show them relevant ads. Analytics cookies help us understand how users on the website and facilitate their browsing experience. Marketing cookies notify suitable campaigns using promotion and social media information. Read our cookies policy." Buttons include 'Change settings', 'Accept all cookies', and 'Reject all cookies'.

- Save the user's form input to prevent reentry between page changes

Severity Rating: 1

Justification: Two participants experienced an issue with this.

The screenshot shows a flight search interface. The search parameters are: From Bogota (BOG) to Istanbul (IST), Departure Saturday, Return Sunday, 09 Apr, 1 Passenger. The results table shows one flight option:

Class	Fare Type	Flight Number	Departure	Arrival	Duration	Price
Economy Flexible	COP 7,954,175	TK 155	15:55 BOG	16:00 IST	16h 5m	COP 7,954,175

Details for the Economy Flexible fare include:

- 1 Economy 8 kg cabin baggage
- Meal service
- 2 pieces x 23 kg baggage allowance
- Standard seat selection
- Change without penalty
- Full refund (up to 32 hours)

A cookie consent banner at the bottom states: "The cookies we use on our website have different tasks targeting user experience. Session cookies ensure that the website can be visited and its features can be used. Performance cookies analyse the browsing habits of users and improve the performance of the website. Functional cookies identify the sections of the website that are used and facilitate their browsing experience. Marketing cookies collect website statistics, marketing and social media information. Read our cookies policy." It includes "Change settings", "I accept all cookies", and "Reject all cookies" buttons.

Conclusion

After a preliminary evaluation, we found turkishairlines.com to be ripe for improvements. We performed a comprehensive study with a detailed test plan with carefully screened and chosen participants. Although our results showed that participants were somewhat satisfied overall with their experience on the website after performing our tasks, it also showed that participants struggled considerably *while* performing our tasks. Some even preferred to leave the site in order to find the answers that they needed. It became clear that while Turkish Airlines' website has all that it technically needs to be a travel booking site, and users can accomplish their goals if they fumble around long enough, it lacks refinement that would allow users to feel satisfied both while using and after leaving the site.

We identified problems with information architecture and overload, element visibility and affordance, as well as behavioral consistency. Adjustments in these areas as specified above has the potential to considerably improve the Turkish Airlines website user experience, making it more user-friendly and efficient.

Thus, we advise that our proposals for improvement be thoughtfully considered and prioritized in the next round of development planning. If so, it is also advised that our recommendations are addressed in priority order of highest to lowest severity to ensure the most urgent matters are completed sooner rather than later. Some of these high severity items require further research in order to gather information on the best implementation. This means that more time must be devoted to these items compared to others and would benefit from immediate prioritization.

Furthermore, let this report fuel further research in the areas discussed as well. How would these results vary if there were more participants who performed varied tasks? What other insights could we have collected if participants were encouraged to think-aloud during the test or review their actions after the fact? Were there other tasks that would have better captured how typical users would interact with the site? These and more are all questions that our study leaves open for answers and could prompt another usability study. This report can be used as a guide on how future studies may be conducted and a historical reference to track

what has already been done.

Appendix

Screener

Participant	Moderator email	
User 1: Sofia	Alexandrawoodcockux@gmail.com	Screener
Age	31-45 yrs	How old are you?
Travel Frequency	3-5 times	<input type="checkbox"/> <16yrs [Terminate]
Booking Mode	Myself	<input type="checkbox"/> 16-30yrs [Continue]
Booking Style	Online	<input type="checkbox"/> 31-45yrs [Continue]
Continents most traveled to	Europe, N. America, S. America	<input type="checkbox"/> 46-60yrs [Continue]
Typical reason	Business, Personal/ Leisure	<input type="checkbox"/> 61+ yrs [Continue]
User 2: Terry	jsmit371@depaul.edu	How often do you travel internationally in a typical year?
Age	46-60 yrs	<input type="checkbox"/> 0 times [Terminate]
Travel Frequency	1-2 times	<input type="checkbox"/> 1-3 times [Continue]
Booking Mode	Myself	<input type="checkbox"/> 3-5 times [Continue]
Booking Style	Online	<input type="checkbox"/> 6+ times [Continue]
Continents most traveled to	N. America	Who typically books your international flights?
Typical reason	Personal/Liesure	<input type="checkbox"/> Myself [Continue]
User 3: Olga	Tzaynull@depaul.edu	<input type="checkbox"/> Someone else [Terminate]
Age	31-45 yrs	By what means do you typically book your international flights?
Travel Frequency	1-3 times	<input type="checkbox"/> Online [Continue]
Booking Mode	Online	<input type="checkbox"/> Travel Agency [Terminate]
Booking Style	Online	<input type="checkbox"/> In-Person [Terminate]
Continents most traveled to	N. America	To which region of the world do you travel most frequently?
Typical reason	Personal/ leisure	<input type="checkbox"/> N. America [Continue]

User 4: Michelle	rzupudi@depaul.edu	[] S. America [Continue]
Age	16-30 yrs	[] Europe [Continue]
Travel Frequency	1-3 times	[] Asia [Continue]
Booking Mode	Myself	[] Australia [Continue]
Booking Style	Online	[] Africa [Continue]
Continents most traveled to	N. America , Asia	[] Antarctica [Continue]
Typical reason	Personal / Leisure	<i>For what purpose do you typically travel internationally?</i>
User 5: Fatma	selmough@depaul.edu	[] Personal/Leisure [Continue]
Age	31-45 yrs	[] Business [Continue]
Travel Frequency	6+ times	
Booking Mode	Myself	
Booking Style	Online	
Continents most traveled to	Europe	
Typical reason	Business, Personal/ Leisure	

Session Checklist

To prepare I will,

- I will give electronically distribute copies of the session script, participants' characteristics, and session schedule to the team
- Rehearse with the team, perform a pilot test, and adjust the script as needed
- Have the link to the homepage for Turkish Airlines ready to give to participants]

Prior to each session I will,

- Ensure we have collected necessary participant forms electronically or physically
- Ensure their browser is set up properly
- Get the participant to the starting point for the task
- Perform a technical set up of the user & test:
 - Ensure that video and audio is working for moderator and the participant
 - Ensure participants have the chat open for links and prompts throughout the test
 - Have participants share their screens
 - Enable recording and transcription of the session

After each session I will,

- Note any challenges or surprises

- Debrief with observers

Script

Session introduction

[Start Zoom recording & enable transcription]

"Thank you for participating in this study. I am [moderator name], the moderator conducting today's usability test. I see we have your electronically signed consent form [if we have not received an electronically signed consent form, we will provide one before continuing with the Session].

"For this session, I will be using a script to ensure that all directions given to participants in this study are the same.

"My team and I are interested in understanding how people approach booking travel.

"As we move through the session, I will ask you to perform some tasks and will observe you while you do them. As you perform these tasks, do so as you would normally. For your convenience, the tasks will be shared in the chat as well.

"During this test, you and your performance are not being evaluated, the website you are about to see is. There is no such thing as the "right" way to perform these tasks. When you work as you normally would through a task, we can better understand how the website works and what needs to be reconsidered.

"While you work through these tasks, feel free to speak aloud if that is normal to your process. To ensure a more natural context, we will wait until you have completed a task before asking questions.

"Our team is made up of independent researchers that have no ties professionally or personally to this website. Your honest feedback is welcomed. Please tell us what you think, not what you think we may want to hear.

"This whole session will take about an hour.

"Do you have any questions before we begin? [Answer questions].

Wonderful. Let's proceed with the pre-test survey. I will be sending you a link in the chat to a pre-test survey. Please let me know when you have submitted the survey.

[\[Pre-test survey\]](#)

Task 1

[Task 1 starts: Limit of 7-minutes]

"Thanks for completing the survey. We will now move onto the first task. Please share your screen.

"For today's session, I would like you to imagine you are booking a roundtrip ticket on an economy fare from Bogota (BOG) to Istanbul (IST) from March 25th-April 9th for yourself to make it to a friend's wedding. Since we are doing a test, you can stop once you reach the payment page. I have provided a link to Turkish Airlines website to complete this task. When picking a flight, choose the cheapest option.

[\[Gives link\]](#) "Please start the task when this link opens the page.

[If user completes the task within 7-minute (has made it to the payment screen)]

"Great. You can stop here. We will now move on to a few questions about this task.

[If the user fails to complete the task within 10 minutes]

"This is a good stopping point. Let's proceed to a few questions before we begin the next task

[Task One Debrief]

"How would you describe your experience of performing this task?

"How did completing this task differ from what expected to happen?

"On a scale of 1 to 5, how easy was it to complete this task? Explain your rating.

(Tell the participant the rating scale: Rating scale: 1) very hard, 2) somewhat hard, 3) neither hard nor easy, 4) somewhat easy, 5) very easy)

"How satisfied were you with booking travel with Turkish airlines?

(Tell the participant the rating scale: Rating scale: 1) very dissatisfied, 2) somewhat dissatisfied,

3) neither dissatisfied nor satisfied, 4) somewhat satisfied, 5) very satisfied)

[Moderator can ask questions specific to the session like thoughts behind certain actions and dive deeper into feedback from the user. For Reference: I saw you struggle at" ____" what was going on in your mind at that time]

Task 2

[Task 2 starts; 7-minute limit]

"Imagine that you received a notification from your friend while booking that you need to stay an extra day for a wedding brunch. You now want to change the date of your return flight to April 10th instead of April 9th. Please modify that detail and now, proceed with booking the flight. Please stop when you have reached the payment screen. However, if you do not remember to stop at the payment screen, I will remind you.

[If user completes the task within 7-minute limit (the user will be stopped by the moderator once they make it to the payment page.)]

"Great. You can stop here. We will now move on to a few questions about this task.

[If the user fails to complete the task within 10 minutes]

"This is a good stopping point. Let's proceed to a few questions before moving on to the final task.

[Task Two Debrief]

"How would you describe your experience of performing this task?

"How did completing this task differ from what expected to happen?

"On a scale of 1 to 5, how easy was it to complete this task? Explain your rating.

(Tell the participant the rating scale: Rating scale: 1) very hard, 2) somewhat hard, 3) neither hard nor easy, 4) somewhat easy, 5) very easy)

"How satisfied were you with modifying the date and then continuing to book travel?

(Tell the participant the rating scale: Rating scale: 1) very dissatisfied, 2) somewhat dissatisfied,

3) neither dissatisfied nor satisfied, 4) somewhat satisfied, 5) very satisfied)

[Moderator can ask questions specific to the session like thoughts behind certain actions and dive deeper into feedback from the user. For Reference: I saw you struggle at" ____ " what was going on in your mind at that time]

Task 3

[Task 3 starts; 7-minute limit]

[Give link to the homepage of Turkish airlines]

"We will be moving on to the third and final task for today. In this scenario, I want you to imagine that you are planning to go on a trip to see your sister. Before booking the flight, you simply want to know if you can bring your new puppy. He is a Japanese Tosa breed named Eddie that weighs about 9lbs or 4.09kg. You want to find out if you can fly with him in-cabin, and you will need to know what size cage you can bring along on the flight. See if you would be able to fly with your dog?

[Time allotted for task completion: 7-minutes; whether the participant has completed the current task at that time or not, we will move on to the post-task debrief. For Reference: I saw you struggle at" ____ " what was going on in your mind at that time]

"That was the final task. Before we end today's session, I am going to ask you a few questions about your experience with this task.

[Task Three Debrief]

"So, is your dog allowed to fly?

"How would you describe your experience of performing this task?

"How did completing this task differ from what expected to happen?

"On a scale of 1 to 5, how easy was it to find information about flying with an in-cabin pet?

Explain your rating.

(Tell the participant the rating scale: Rating scale: 1) very hard, 2) somewhat hard, 3) neither

hard nor easy, 4) somewhat easy, 5) very easy)

"How satisfied are you with the experience of finding information on flying with a pet?

(Tell the participant the rating scale: Rating scale: 1) Very dissatisfied, 2) Somewhat dissatisfied, 3) Neither dissatisfied nor satisfied, 4) Somewhat satisfied, 5) Very satisfied)

"Is the information provided easy to understand?

[Moderator can ask questions specific to the session like thoughts behind certain actions, dive deeper into feedback from the user, and ask about the user's unique experience]

"Now we will move onto a few questions about the entire session today,

Post Test

[Post-test debrief]

"Could you describe your overall experience using Turkish Airlines website today?

"After having done a few tasks, how likely would you be to book travel through Turkish Airlines website?

(Tell the participant the rating scale. Rating scale: 1) Not at all, 2) Somewhat unlikely 3) Neither likely nor unlikely (I wouldn't care) 4) Somewhat likely 5) Very likely)

"What was the most challenging task that you were asked to perform today? What was challenging about it?

"What was the easiest task that you were asked to perform? What made it easy?

"In your experience of booking travel through other airline sites, how does Turkish Airlines compare?

(Tell the participant the rating scale. Rating scale: 1) It is one of the worst airline sites that I have used, 2) It performs worse than most other airline sites, 3) It is neither better nor worse than other airlines, 4) It is better than most airline sites 5) Very likely) It is one of the best airline sites)

[Moderator can ask questions specific to the session like thoughts behind certain actions, dive

deeper into feedback from the user, and ask about the user's unique experience]

"Before ending today's session, I will be sending you a link to a post-test questionnaire. Let me know when you have completed it.

[Post-test survey]

"Thank you for completing that final survey. Before ending this session, is there anything else you would like to share? Do you have any questions you want clarified before we end the session?

"If that is all, I would like to thank you so much for taking part in our study. Have a wonderful day."

[End of session]

Chat messages

Pre-Test Link: [Microsoft Forms](#)

Starting point for task one: <https://www.turkishairlines.com/>

Task one prompt: Imagine you are booking a roundtrip ticket on an economy fare from Bogota (BOG) to Istanbul (IST) from March 25th-April 9th for yourself to make it to a friend's wedding. Since we are doing a test, you can stop once you reach the payment page. I have provided a link to Turkish Airlines website to complete this task. When picking a flight, choose the cheapest option.

Dates: March 25th – April 9th

Airport Codes: (BOG) to (IST)

Stop when you get to the payment screen

Starting point for task two: Please begin from where you left off in the last task

Task two prompt: Imagine that you received a notification from your friend while booking that you need to stay an extra day for a wedding brunch. You now want to change the date of your

return flight to April 10th instead of April 9th. Please modify that detail and now, proceed with booking the flight.

Modify return flight date: April 10th

Stop when you get to the payment screen

Link to homepage for task three: <https://www.turkishairlines.com/>

Task three prompt: We will be moving on to the third and final task for today. In this scenario, I want you to imagine that you are planning to go on a trip to see your sister. Before booking the flight, you simply want to know if you can bring your new puppy. He is a Japanese Tosa breed named that weighs about 9lbs or 4.09kg. You want to find out if you can fly with him in-cabin, and you will need to know what size cage you can bring along on the flight. See if you would be able to fly with your dog?

Breed: Japanese Tosa

Weight: 9lbs or 4.09kg

Post-test link: [Microsoft Forms](#)

Consent Forms

Informed consent

Our team is made up of students at DePaul University, and we are conducting research to evaluate Turkish Airlines (<https://www.turkishairlines.com/en-int/>). These sessions will help us understand how Turkish Airlines can improve its website in terms of usability.

If you agree to participate, you will be asked to perform a few tasks on the website remotely with our research team; you will be prompted to share your thoughts and insights as you work through these tasks.

In this session, you will:

- Be asked to perform three travel-related tasks
- Be interviewed by the moderator about using the website
- Complete a pre- and post-test interview about your overall experience

Your participation will take about 1 hour. There is no risk to you if you participate in this study. We will use the information you provide, and information provided by other participants, to suggest ways to improve the website.

Any information shared will be kept confidential; your name will not be associated with data collected during this study. Your privacy will be protected to the maximum extent that the law allows.

By participating in this study, you also agree to be recorded. You understand that the audio recordings and photographs will not be used for any commercial purposes whatsoever and that audio and visual recordings will be destroyed one week after their final presentation and report for class, which will be complete on March 15, 2023.

You will not be identified by name or by showing your face. Your personal information will be protected.

You waive my right that I may inspect or approve of the final recording, both audio and video, and report. I discharge the researchers of this test of any liability for making, editing, or using the audio & visual recordings from this study according to the uses outlined above.

Participation is completely voluntary. You may choose not to participate at all, refuse to do tasks, and answer any questions. You may choose to discontinue the session at any time without penalty. Your participation will not affect your relationship with any local, state, or Federal organizations. Agreeing to participate and signing this form does not waive any of your legal rights.

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If you agree to participate in this research and have had all your questions answered, please sign (or eSign) below.

Olga Espinosa	Olga Espinosa	02/19/2023
Participant Name	Participant Signature	Date

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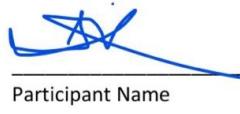
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A handwritten signature in blue ink, appearing to be a stylized 'J' or 'L' shape.

Participant Signature

Feb. 19, 2023

Date

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Sofia Szabo

Sofia Szabo

02/19/23

Participant Name

Participant Signature

Date

Informed consent

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If you agree to participate in this research and have had all your questions answered, please sign (or eSign) below.

____ Michelle _____ ____ Michelle _____ 02/19/2023 _____
Participant Name **Participant Signature** **Date**

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If you agree to participate in this research and have had all your questions answered, please sign (or eSign) below.

Fatma Mohamed



February 21, 2023

Participant Name

Participant Signature

Date

Pre-Test Survey

<u>Link to results</u>	Pre-test survey results					
	Sofia	Michelle	Olga	Terry	Fatma	
1. Have you ever booked an international flight through the Turkish Airlines website (not a Turkish Airline flight through a third party site such as Priceline)?	NO	NO	NO	NO	YES	
2. How satisfied are you with your typical online international flight booking experience?	Neither satisfied nor dissatisfied	Very satisfied	Neither satisfied nor dissatisfied	Very satisfied	Satisfied	
3. What is the browser you are using for this test?	Chrome	Chrome	Chrome	Internet Explorer	Safari	
4. Is there anything that you think we should know before you test? Please tell us below.			NO	NO	NA	

Post-Test Survey

Link to results	Post-test survey results					
	Sofia	Michelle	Olga	Terry	Fatma	
1. How satisfied were you with the Turkish Airlines site overall?	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Very satisfied	Neither satisfied nor dissatisfied	
2. How satisfied were you with the website's documentation, labeling, and help information?	Very dissatisfied	Somewhat satisfied	Very satisfied	Very satisfied	Somewhat satisfied	
3. Is there anything else you'd like to tell us before you leave? Let us know below.	Can't find bag specifications for under the seat travel		I do like the information about traveling with your pets, but the way of getting there is cumbersome.	Provide U.S. currency equivalency for local currency	n/a	

Data & Results

Individual Logs

- Allie: [Allie_Logs.xlsx](#)
- Richi: [Task Sheets_Richi.xlsx](#)
- Timur: [Task Sheets.xlsx](#)
- Jordyn: [Task Sheets - Jordyn Copy.xlsx](#)
- Sara: [Task Sheets.xlsx](#)

Compiled Logs

Task One	Duration (secs)	Minutes	Seconds	Ease	Satisfaction	Success
Sofia	292	4	52	3	3	Yes
Michelle	385	6	25	4	4	Yes
Olga	376	6	16	1	2	Yes
Terry	560	9	20	5	5	Yes
Fatma	448	7	28	3	1	Yes
Average						
	AVG Time (sec)	412.2	Ease (avg)	3.2		
	Min time (sec)	292	Satisfaction (avg)	3		
	Max Time (sec)	560	Success rate	100.00%		
	Completed within benchmark (7m/ 420s)	60.00%	Resignation	0		
Task Two	Duration	Time	Seconds	Ease	Satisfaction	Success
Sofia	280	4	40	3	3	Yes
Michelle	465	7	45	3	2	No
Olga	376	6	16	1	2	Yes
Terry	560	9	20	5	5	No
Fatma	446	7	26	3	1	Yes
Average	425.4	Completed within benchmark	2/5	3	2.6	4/5
	AVG Time	425.4	Ease (avg)	3		

	(sec)					
	Min time (sec)	280	Satisfaction (avg)	2.6		
	Max Time (sec)	560	Success rate	60.00%		
	Completed within benchmark (7m/ 420s)	40.00%	Resignations	0/5		
Task Three	Duration	Time		Ease	Satisfaction	Success
Sofia	resigned/ didn't know	>7m (resigned)		1	1	No
Michelle	403	6	43	3	4	No
Olga	387	6	27	1	3	No
Terry	278	4	38	4	4	No
Fatma	resigned/ didn't know	10	27	3	1	No
Average	356	Completed within benchmark	0/5	2.4	2.6	0/5
	AVG Time (sec)	356	Ease (avg)	2.4		
	Min time (sec)	278	Satisfaction (avg)	2.6		
	Max Time (sec)	403	Success rate	0.00%		
	Completed within benchmark (7m/ 420s)	0.00%	Resignations	20.00%		

Perception of Success	Mistakes/ Most common challenges	Path	Quotes	
Success-task completed without prompting	Typed IST into text box, but never selected the airport Entered birthdate in the wrong order	Homepage> select flight> personal details> additional services> payment	"I don't know what I'm doing wrong here"	

Success-task completed without prompting	Didn't pick the arrival point Date format	Homepage> select flight> personal details> additional services> payment	"Is there a way to change the currency?"	
Success-task completed without prompting		Homepage>flight picker> price lock> contact information> price reserve terms> payment	"It's too hard to understand. It's hard to read."	
Success-task completed without prompting	Date format	Home page> Select Flight > Passenger Details > Seat selection > Additional services > Payment	"I'm not used to the day/month/year "	
Success-task completed without prompting		Homepage> Flight selection> Contact page> Price lock> payment	"I feel lost [in text] when I make decisions" "I'm forced to do one thing. That is the way they want it. But it [should] be what I want."	
Perception of success	Mistakes/ Most common challenges	Path	Quotes	
Assisted success - task completed with prompting	When initially trying to access flight details she chose outbound flight instead of inbound	Payment details> passenger details> flight selection> passenger details> select flight> select flight	"That was annoying --- I would've expected a confirmation that was a little more clear than just a toolbar at the top."	
Failure - user thought they succeeded/ user resigned	Selected the same date for inbound and outbound Selected wrong	Additional services> payment> additional services> select flight> passenger details> additional services> select	"I'm not sure why this is happening"	

	departure date	flight		
Success-task completed without prompting		Flight picker page>contact> seat selection (modal:baby/exit row)>luggage > payment	"Also, because let's say if I already booked or was booking something for the 9th? Then I would have expected that the interface already had, like my information."	
Failure - user thought they succeeded/ user resigned	Homepage refresh to restart Initially modified flight to a one-way trip, leaving April 10th	Payment page > Select Flight > Modify Flight date > Passenger Details > Seat selection > Additional services > Select flight> Modify search > Home> Flight Details> Search Flights > Select flight	"It looked like a one-way booking and it tripped me up"	
Assisted success - task completed with prompting	Didn't submit flight changes "Modify Search" Changed the date of the Outbound flight	Payment page> additional services> contact page> flight picker> contact page> seat selection>luggage> payment	"How can I modify? I don't know... I can't. It's impossible"	
Perception of success	Mistakes/ Most common challenges	Path	Language clarity	Quotes
Failure- user thought they succeeded; user resigned		Home> travel rules of countries> home> traveling with pets> Pet transportation fee calculator>pet carriage information> (resignation)	There was too much information, and not the information they needed, and disorganized	"I don't know. I give up... This sucked there's too much information in the wrong places." "I would just Google it or call"

Failure- user thought they succeeded; user resigned	Moderator didn't give starting point; thought she had to add dog to flight to find out	Additional services> select flight> passenger details> Google> traveling with pets> fees for pets> passenger details> fees for pets	it's a lot of information. It's organized well.	"I would just Google it"
Failure- user thought they succeeded; user resigned		Homepage> pet travel info> pet fee page> pet calculator	Too much information but understandable	"Finding the information is super hard, but then I know you have all the information here like they really give you a lot of detail."
Failure- user thought they succeeded; user resigned	none	Homepage > additional services > help > travelling with pets	Information was easy to find and understand, but left too much up to user interpretation	"It was not readily accessible from the home page"
Other: user didn't know	Moderator didn't give starting point;	Homepage> traveling with pets> pet transport fee calculator> carriage options	Information is easy to understand	"It was hard to find" "I have to read a lot"

Post-Test	Overall experience	Likelihood to travel with TA	Most challenging task	Easiest Task	Comparison to other airlines		

Sofia	"I think they try and put too much on one screen, and I think if they had had like, even if there were more steps in the booking process that were less information and more to to more clear. I think then, that would have been a more enjoyable experience to be able to feel like I wasn't messing it up"	2	Pet	Booking a flight	3		
Michelle	"My major complaint being the fact that I couldn't change the currency."	4	Modify date	Booking a flight	3		
Olga	"Cumbersome experience --- I didn't like it"	2	Pet	Booking a flight	1		
Terry	"I thought it was pretty	4	Pet & modifying (Modify)	Booking a flight	3		

	easy"		date is more challenging)				
Fatma	"I feel lost... there is no assurance that I made the right decisions"	3	Pet & modifying	Booking a flight	3		
		3.00					

Observations

Individual Logs

See links in the [Data & Results](#) section for individual observations.

Compiled Logs

There is no color code; things were simply highlighted to find patterns in observations.

	Tag: Issue/ Emotion, etc	Observations/ Qualitative inferences	
Task		Sofia	Michelle
Task One	Continue button	clicked modify search button when looking for the continue button "Continue button looks like cookie button as it is placed at the bottom"	When skipping past additional options she clicked continue rather than the skip button at the top, which threatens to remove your seat selection - After selecting both flights she wasn't sure how to continue (was missing the continue button at bottom of page)
Task One	Country code		- Is she Columbian? Why was she trying to find the Columbian area code? Hard to find country code; users can't type to quick-find their country

Task One	Webpage Language		
Task One	Currency		<ul style="list-style-type: none"> - Was disappointed that she didn't immediately see any options to change the currency once she reached the payment page. Was very bothered by this because she doesn't really have an idea of what she's paying - Wanted to change the currency to something she was more familiar with and found the currency button at the top right corner but was surprised that it couldn't actually be used to change the currency. Even tried refreshing the page until she realized it could only be changed on the payment page. She was ok with this. "That's fine." <p>tries to reset currency and it doesn't work</p>
Task One	Calendar		
Task One	Price lock		
Task One	Frustration Information overload		
Task One	Airport code	User was typing in airport code, but the input wouldn't take unless she clicked on the name of the airport	

Task One	Date Format	Date format was different than she was used to	<ul style="list-style-type: none"> - The first part of this task seems to be the easiest part for everyone I've observed. It all falls apart from there. - Was able to use autofill to complete most of the personal details - At some point something she typed created a bookmark of the Turkish Airlines in her browser... - It didn't seem like she really wanted to provide her cell number but didn't realize that it was tied to the box she checked about receiving messages via SMS
Task One	Limited options/ flight comparison		notices premium econ is refundable and that is the only option
Task Two	"Change Flight"	She chose edit flight next to the inbound option, but this directed her back to edit the outbound flight (the flight selection page looks like multiple page flows, but it is only one flow)	Has trouble changing the inbound flight; she goes through a large part of the flow before realizing that the flight isn't being modified correctly.
Task Two	"Modify Search"		<ul style="list-style-type: none"> Thinks that all edits are taken and automatically update selections; didn't realize that she would need to click "Modify Search" to make the change - After changing the date, she didn't click "Modify Search" and didn't notice when selecting flights that the return flight was still set to April 9, even on confirmation page. She didn't notice until she was about to select her seat noticing the flight details at the bottom of the page - After noticing she went back to flight details to try to fix the mistake, still not seeing the Modify Search button and even thought there was something wrong with the page (refreshed to "fix" it) - When selecting dates again March 24th was highlighted as the departure date (unexpected) as well as the 25th (expected). She didn't notice and in fact clicked the 24th as if that was the correct date - Completely missing the Modify Search button in this task initially. She didn't think it needed to be clicked to submit her change
Task Two	Baby carriage/ exit row message	Gets a message that about exit row/ baby carriage, which didn't apply to her choices	
Task Two	Clicks toggles "<>" to edit flights on flight selection page	User thought the ">" signified to go to her other flight; it actually changed the date of her outbound flight, which caused confusion	Plays with <> toggles and that frustrates the user

		"That's not what I want [to do]." "I am stuck"	
Task Two	Table		
Task Two	Learnability	User seemed to move quicker through pages that they had seen in the previous task, but they did see new pages like seat selection and luggage which was unexpected for most	User seemed to move quicker through pages that they had seen in the previous task, but they did see new pages like seat selection and luggage which was unexpected for all
Task Two	Seat selection		
Task Two	Frustration caused errors	User began to make mistakes while inputting her own information due to earlier frustration	User's confusion and frustration clouded her ability to recognize that she was choosing the wrong flight and date
Task Two	Control Dock (bottom of screen)		Tries to use the control dock at the bottom of the webpage, but it doesn't allow any interactions. It also doesn't let users know how to change booking information
Task Two	Additional Services		Tries to use additional services, but it isn't interactive
Task Two	Calendar		Calendar cleared all dates when she selected the new outbound date; recovered quickly
Task Two	Continue button		

Olga	Terry	Fatima	Patterns/ Summarized findings

<p>- The additional services dialogues were confusing to her. I don't think she knew what to pick just to continue without removing her already saved choices. She didn't see/forgot about the continue button at the bottom until the very end</p> <p>- Didn't realize she could continue without selecting seats - blames it on the placement of the continue button saying its "hard to see"</p>	<p>Cookies message blocked the controls</p>	<p>- Cookies panel overlapped with the main content.</p> <p>- Scrolling in the dropdowns doesn't work very well.</p>	
<p>- She struggled looking for her country code in order to provide her phone number</p>		<p>- Took a long time to find her area code from the list. She didn't attempt any shortcuts or filter methods (ie typing first few chars of country)</p>	

<p>Spanish webpage; user couldn't get to the right webpage even with the correct URL</p> <p>- The participant's system is set to spanish, thus all of the dialogue in the site is in spanish. Participant appears fluent and unphased by this, but this was unexpected for us as researchers. Moderator commented not being sure how to change the site language to english.</p> <p>could not change the site's language to english. was getting a message when selecting the seat</p>			
	<p>Would've preferred USD, but wasn't troubled by the COP</p> <p>- Commented about preferring if his home country currency visible in the website. (US)</p>		

	Calendar doesn't seem intuitive to the user; seemed like there may have been confusion on how to use it	- Initially chose April 23rd instead of March 25th.	
<ul style="list-style-type: none"> - She chose the "price hold" option, because she likes that feature (perhaps uses it on other sites) but didn't like having to pay for it nor did she recognize that she that that's what she'd be paying for (see comment below) - She ran into an additional page soliciting for her to buy their price guarantee options. It's the first I've seen that in the tests (perhaps from choosing the price hold option earlier). She read through it and didn't seem to quite understand what it was asking for but didn't seem to like it nonetheless. Stopping here also would've added to the time to complete the task 		<ul style="list-style-type: none"> - Opted to hold the price. What does she think it means? 	
<ul style="list-style-type: none"> - Doesn't like how choosing one option leads to more options that have to be chosen - Feels interfaces is too crowded compared to preferred flight booking service and was unsure what she should focus on when selecting her options 	<p>Seat choices seemed a little confusing; participant seemed to scroll up to reference the legend a few times;</p>	<ul style="list-style-type: none"> - Was visually confused by counter. - Echoed sentiments of other participants of too much info in the wrong place or time - Feels UI is too opinionated, forcing her into decisions she didn't want to make yet rated it's easiness as a 3 (neither easy nor hard). Ability to do what it is you want to do != easiness - Unable to see the "select this flight" button due to the cookies dialogue, she may have mistook the sort options for buttons to change which flight she's selecting 	

		- Didn't feel Business class was readily distinguishable from economy so it didn't feel like it mattered	
		Typing "Bogota (BOG)" in the from field didn't yield any results	
	- He added Month then date as what he was used to	- No problems with entering DOB unlike some American participants	
Clicked "ok" first, and then clicked modify search. - Finds the modify search button confusing	Seemed a bit hesitant after having trouble figuring out how to modify the date. Feels like it should have been much easier to modify without having to start all over - He said "Was expecting to go back one step to modify instead of starting all over again."	- Couldn't modify the search at the beginning. - Participant was visually confused by the "modify search" results action. - Changed the dates, but didn't click "modify search". - Found the modify search button but didn't immediately recognize the elements to the right of it as input fields used to modify search. - Finally found the date input fields to modify flight by just clicking around. Thought task was impossible and considered going back to home page just before finding it	
- Confused by dialogue regarding sitting next to a baby carriage since she is not travelling with one or sitting next to an emergency exit, despite choosing two seats that are next to the labelled baby carriage seats.			
Task 2 - Didn't like have to re-enter her personal details after modifying the date. (She accepted cookies at the beginning so that would be valid...)		- Confused that the top bar shows return as APR 10th, and the actual flight is APR 9th. - Eventually notice left/right arrows that could be used to change individual flight dates. Was this a guess like the others or did she just not notice it before, but after noticing knew exactly what it did	
		- Tried to use a "table" to modify the search.	
- Seemed to breeze through remaining steps after successfully modifying the date			

- To avoid cancelling her seat selection (I'm assuming) she decided to add extra luggage, but was still confused by the option even after choosing and didn't actually add any based			
- This time she was asked to pick a seat and she was surprised since this didn't appear. Why wasn't it consistent?		- Didn't notice that not only did she not properly change her return flight date, but also her departure date was wrong - When confirming the new flights she noticed the dates hadn't changed and went back up to the calendar input fields to modify the search, her search dates were still listed - making the state of the flight she's looking for hard to discern	
	Task 2 Was confused and thought it may have been a one way booking with the way the outbound flight review page		

- Seemed to be thrown off and annoyed by calendar clearing out selected dates when modifying her return date (she made an "ugh" sound). She initially fixed it correctly by just selecting the proper departure date again, but second guessed herself and entered in both flight dates a second time, despite the dates all being filled out after correctly fixing the mistake			
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Link to [Test Plan V2](#).