

Note-taking

Project 3 | Lisa Brown

Mobile usability testing 1



Positive



Negative



User
Suggestions

User 1: **Background**

- Full-time mum of 3 and carer for her mum
- Lives in Dublin
- Prefers to use phone over laptop
 - Books flights online rather than over a phone call
 - Would rather use apps than websites for convenience (avoids phonecalls)
- Travels once a year

User 1: **Recent booking experience**

- Family holiday to Amsterdam (x5 people)
- Looks at various individual airline apps for cheapest flights (RyanAir and AerLingus)
- **Her priority choice for short flights**
 1. Price – because of amount of people traveling
 2. Date
- **Her priority choice for long flights**
 1. Date – comfort is more important here
 2. Price
- **Flight times** are also important – can't be too early because of kids
- **Compares** flights **totals** before deciding
- **Verbally communicates** with her husband before booking

User 1: **AerLingus usability test**

Info given to User 1

- Cork to Faro, Portugal
- One week (7 nights, 2 people)
- School holidays (Monday 28th Oct – Friday 1st Nov)
- Saturday 27th Oct – but flexible with dates

- Straight into book a flight
- **Entering information**
- Notices automatically that 'from' says dublin and needs to change
 - Decides to **scroll** instead of type
- Counts out the 7 nights
- **Prices**
- **Doesn't know** what the price **difference** means – clicks on the cards for more info but **confused** with the next page
 - **Doesn't notice** 'Compare fare benefits' button
- Discovers button once she goes back
 - Decides **she wouldn't read it – too much reading**
 - Suggests **highlighting some key points** along with the prices
 - Would automatically **go straight to cheapest option** because she doesn't see the benefits for the others
- **Confused** from the next page after selecting prices – **doesn't realise its the return date she's now selecting**
- **Booking flights**
- **Understands the symbols** on either side of the date saying there is no flight available on either side
- Straight away clicks cheapest (only flight available)
- Thoughts on 'share button'
 - sometimes **useful to send via whatsapp**, but would usually wait to book with husband
- Thoughts on 'save search'
 - Wouldn't use it as she doesn't search that often

User 1's **overall thoughts on her experience**

- **Straight forward** – only given one options in flights and dates
- **Easy enough** – didn't have to enter too much information and easy to navigate
- Would find it more helpful if **given more info with reasons** for different prices
- Overall **happy** with process as it was straight forward enough

Info given to User 1

- London to Barcelona
- One week (7 nights, 2 people)
- School holidays (Monday 28th Oct – Friday 1st Nov)
- Saturday 27th Oct – but flexible with dates

User 1 action and experience

- Starts scrolling about to see how to start
- Initial thought is to click on 'Low-fare calendar' then 'book flights'
- **First check 'Low-fare calendar'**
- **Entering information**
 - Enters first but then starts scrolling up and down and **looks confused**
 - **Can't see** where to select return flights, but comes across it **accidentally** after scrolling more
 - Decides she **can't progress** on booking as there's no return dates to select
 - *Get prompted to select a different london airport*
 - Keeps clicking update and **looks confused**
 - Selects a different airport
 - Then decides to **go back** to 'book flight' options
- **Starts 'Book flights' process**
- **Entering information**
 - **Impressed it remembered** her locations, dates and to select all london airports
 - Notices it **didn't remember amount of passengers**
 - Thinks its good that it still gave the **cheapest option** that was shown in the 'Low-fare calendar'
 - Notices 'Only 2 seats left' message
 - Doesn't realise she had to select the flights (**didn't understand why it wouldn't let her continue**)
- **Prices**
 - Like how it shows the **different options** with the prices
 - Makes a comment that she would've wrote the prices from the other site to compare prices while researching
 - Suggests that it would be nice to be able to **change the currency** to your chosen one
 - **Understands** what the flex option means

- **Booking flights**

- Looks **annoyed** once she realises there's **transfer flights** when she goes to book her seats
- Automatically comes straight – **looks quite angry**
- Goes back into it then notices the message about 1 stop – **doesn't think it's noticeable enough**
- Goes back to selecting seats and **understand the colour code** for which seats she can select
- Thinks it would be nice if it would **give the option to select the same seats** – this would save time instead of having to go back and forth clicking the same seats

User 1's **overall thoughts on her experience**

- "It was fine." – suggests she wasn't too happy with her experience
- **Unclear** – need to highlight stop overs more as it can be inconvenient to stop over
- **A lot of options on homescreen** – have the cheaper flight option to come under the book flights page
 - **It would be good to compare time, dates and prices**
- Having the **description of the different prices made her more inclined** to select the dearer price

User 2: **Background**

- Hospitality manager
- Lives in Dublin
- Uses phone more than laptop
 - Uses travel apps (e.g. Booking.com, Skyscanner, Aerlingus)
 - Mostly uses Skyscanner to compare and book flights, **compare here first before booking at Aerlingus**
- Travels at least 3 times a year (business and pleasure)



Positive



Negative



User
Suggestions

User 2: **Recent booking experience**

- Booked himself separate, but then booked for two other people together
 - He was an add on to the two other people returning – different airlines for out and inbound flights for himself
- Booked the tickets through the app because it was last minute and he was out at a restaurant
- **Timing** on flights is **more important** than price when booking for business
- Prefers booking on his phone because he can send **screenshots** of the boarding pass to the other passengers

User 2: **AerLingus usability test**

Info given to User 2

- Cork to Faro, Portugal
- One week (7 nights, 2 people)
- School holidays (Monday 28th Oct – Friday 1st Nov)
- Saturday 27th Oct – but flexible with dates

User 2's **action and experience**

- He would've **logged in first** if he had an account
- **Doesn't see 'Book a flight' at first** – would've selected the menu button first instead
- Changes from location to Cork
 - **Types** instead of scrolls – says it's **quicker**
- Selects **recent searches** because it already had Faro so it was faster
- **Dates (calendar)**
 - Likes the **days shown at the top**
 - **Doesn't think it's clear enough** when he is selecting return dates

- **Price options**
 - **Doesn't understand** what the different options means
 - Suggests it shows **more description underneath**
 - Clicks on them expecting to see more description but then **get confused** that is **moves onto the return date prices**
 - **Doesn't notice** the more info button at the bottom (**takes a while to find it**)
- **Doesn't think its obvious what flights he is looking at prices for** (out or inbound) – should be clearer
- **Share button** – thinks its **important to have**
- **Save button** – Not too bothered by it and likes to **avoid** it as he believes the **prices will go up if he was to save it** – would usually book the flights there and then to avoid this.
- Notices it automatically saves when sharing – likes it
- Suggests to put **more information on the different prices underneath them** when they are shown

User 2's **overall thoughts on her experience**

- **Straight forward**
- **Confused about differences in the prices** – expected to see more information on them
- **Confused at what he was looking at after selecting his flights**
- **Clean and easy to navigate**

User 2: **Eurowings usability test**

Info given to User 2

- London to Barcelona
- One week (7 nights, 2 people)
- School holidays (Monday 28th Oct – Friday 1st Nov)
- Saturday 27th Oct – but flexible with dates

User 2's **action and experience**

- **Initial thought**
 - **Cluttered**
 - Doubled in the menu – **too much**
 - There's a lot of options to look at
- **Selecting location**
 - Choses to **type locations** and selects '**All airports**' option to get more options
- **Dates**
 - Calendar is a **busier style** than AerLingus but it is **clearer on what date is being selected**

- **Flight times**
 - **Confused** why its **showing a flight that he can't book** – would rather it wouldn't show it (stop teasing)
- **Different prices options**
 - Is **more clearer** than AerLingus
 - But again doesn't understand why it's **showing business options when it's not available**
 - Needs a message to show there's more booking options with prices
 - **Confused with the one way message** – doesn't understand what it means and thinks it needs rephrased
 - Clicks to see what happens to the discover it cancelled his return flight – had to click back to get it back – **seems annoyed and confused by this**
- **Doesn't notice the stop over flights** until he books his seats – annoyed by this
 - He would **cancel the flight and look somewhere else**

User 2's **overall thoughts on her experience**

- **Confused with his overall experience**
- Still doesn't understand where the stop over flights came from
 - **Only notices** the small '1 stop' message at the **end** as he is scrolling through the app
 - Thinks it should **tell you where the stop over flight is**
- Doesn't like how you had to **click on the prices to see that there were more price options**
- Doesn't like how it **shows unavailable options**, would prefer to not see them at all
- Doesn't like the **colour or layout** of the app as a whole
- Does like how it **shows you the features you get with the different price options alongside the prices.**