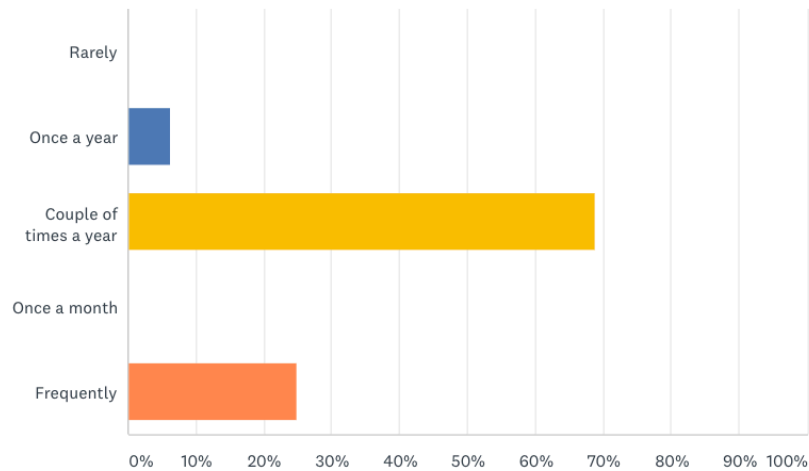


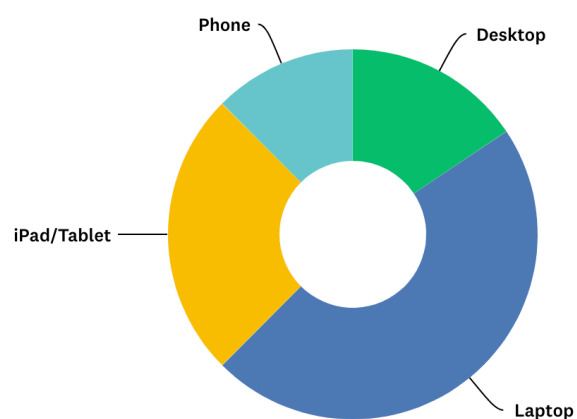
SURVEY RESULTS

Q1. How often did you travel before COVID?



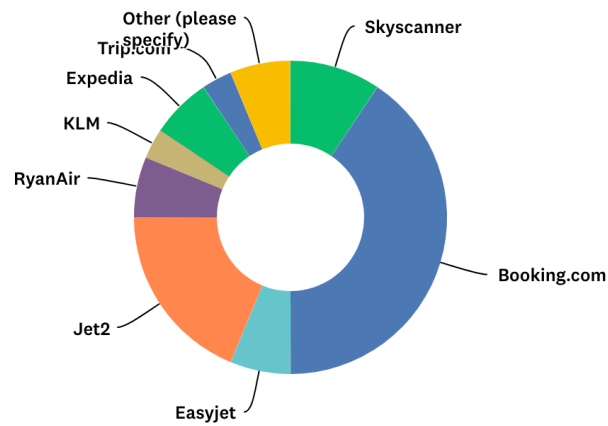
ANSWER CHOICES	RESPONSES	
▼ Rarely	0.00%	0
▼ Once a year	6.25%	2
▼ Couple of times a year	68.75%	22
▼ Once a month	0.00%	0
▼ Frequently	25.00%	8
TOTAL		32

Q2. What is your preferred choice of device when booking trips?



ANSWER CHOICES	RESPONSES	
▼ Desktop	15.63%	5
▼ Laptop	46.88%	15
▼ iPad/Tablet	25.00%	8
▼ Phone	12.50%	4
TOTAL		32

Q3. What site did you use last?



ANSWER CHOICES	RESPONSES	
▼ Skyscanner	9.38%	3
▼ Booking.com	40.63%	13
▼ British Airways	0.00%	0
▼ Easyjet	6.25%	2
▼ Jet2	18.75%	6
▼ RyanAir	6.25%	2
▼ TUI	0.00%	0
▼ KLM	3.13%	1
▼ Google Flights	0.00%	0
▼ Air France	0.00%	0
▼ Expedia	6.25%	2
▼ Trip.com	3.13%	1
▼ Other (please specify)	6.25%	2
TOTAL		32

Responses

Showing 2 responses

☐

Trainline

9/25/2020 7:00 PM

[View respondent's answers](#)

[Add tags](#) ▼

☐

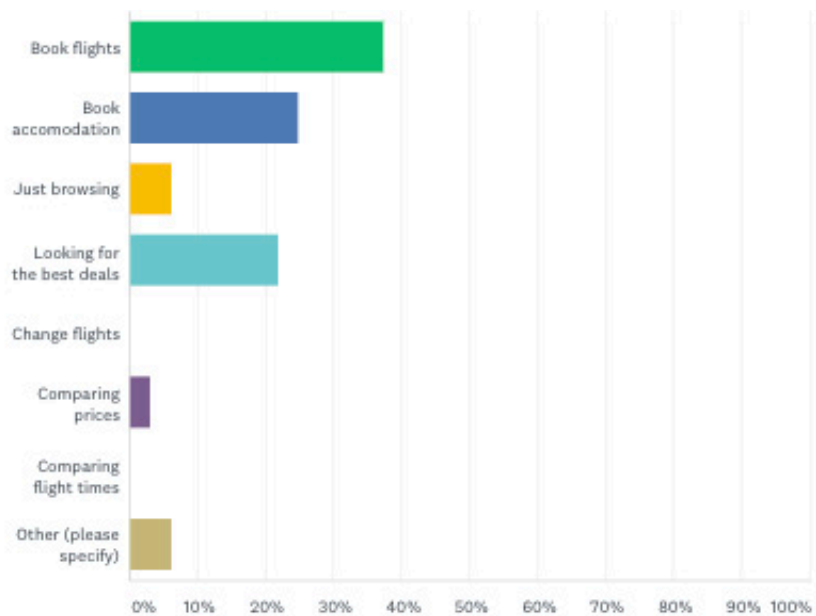
Airbnb

9/24/2020 4:30 PM

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Q4. What were you trying to achieve?



ANSWER CHOICES	RESPONSES	
▼ Book flights	37.50%	12
▼ Book accomodation	25.00%	8
▼ Just browsing	6.25%	2
▼ Looking for the best deals	21.88%	7
▼ Change flights	0.00%	0
▼ Comparing prices	3.13%	1
▼ Comparing flight times	0.00%	0
▼ Other (please specify)	6.25%	2

Responses

Showing 2 responses

Showing 2 responses

☐ Trainline

9/25/2020 7:00 PM

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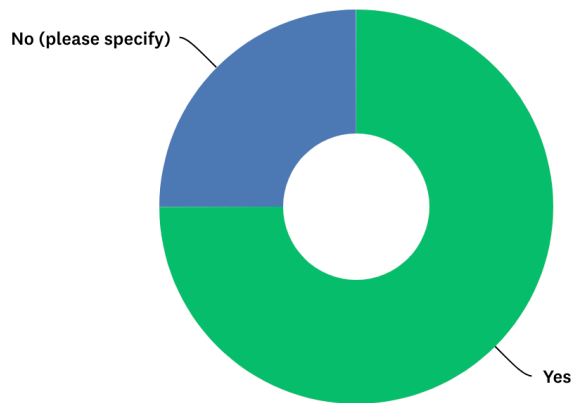
☐ Airbnb

9/24/2020 4:30 PM

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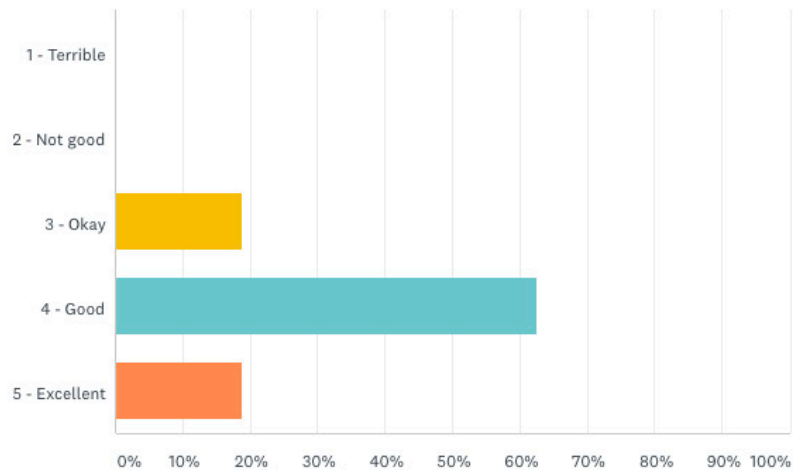
Q5. Were you able to complete your task within one visit on the site?



ANSWER CHOICES	RESPONSES	
▼ Yes	75.00%	24
▼ No (please specify)	25.00%	8
TOTAL		32

- ☐ Checked and revisited
9/27/2020 4:01 PM
[View respondent's answers](#) [Add tags ▼](#)
- ☐ Didn't have what I was looking for
9/24/2020 11:18 PM
[View respondent's answers](#) [Add tags ▼](#)
- ☐ No I compared it to the actual hotel site to see if I was getting the best deal.
9/24/2020 9:34 PM
[View respondent's answers](#) [Add tags ▼](#)
- ☐ Because I don't book first time unless I have been to a place and I know that is where I am wanting to go. I probably look a few times
9/24/2020 6:37 PM
[View respondent's answers](#) [Add tags ▼](#)

Q6. On a scale of 1 to 5, how would you rate your experience?



ANSWER CHOICES	RESPONSES
1 - Terrible	0.00% 0
2 - Not good	0.00% 0
3 - Okay	18.75% 6
4 - Good	62.50% 20
5 - Excellent	18.75% 6
TOTAL	32

Q7. Please explain why?

- Easy to navigate and got the job done.
- Quick sometimes difficult to change reavervation
- Easy to search, compare prices and look for cheapest dates. Sky scanner then links directly to airline to complete booking.
- Easy access to plenty of sites
- Easy to to deal with good choice of flight times
- I feel I have to look at booking.com to get the best price then I read the reviews on tripadvisor to see if it is worth the price. Sometimes the price might be low and higher than 4 star but the tripadvisor reviews will give you more detail like "yes it's luxury but it's next to a freeway"
- Usually easy enough and straightforward
- Easy to use, straightforward and quick results
- Great service
- Easy
- Straight forward website, easy to use and book
- Site easy to navigate, confirmation to u email &phone
- Can take longer than expected.
- Easy to do . No complaints.
- Website was easy to navigate
- A mixture of flight and hotel options on the same site
- Happy with the results
- The site was easy to use and navigate to find the best prices for flights

- Was happy with everything
- Booking.com include b&b which I find annoying as only want hotels
- Easy and quick to use.
- It was more trying to make up our minds with reading reviews
- Good price, easy and fast to book aswell.
- Good filters and sorting options to help to find what you are looking for quickly. Star ratings and reviews easy to see.
- Easy to use and a good filter
- Easy to use
- Managed to find good deals
- Easy to use and gives all options available for you to pick and choose what you want - room size, half board/full board options, how we wanted the group split out
- The site was always very straightforward and easy to use for me whether on my laptop or using the mobile app. Found it much clearer and concise than other sites such as Easyjet or skyscanner.
- The site is pretty easy to navigate and the tools used to filter options are good
- Travel websites are super confusing to me.

Q8. What type of frustrations do you typically experience when booking on these sites? (eg. price changes, too many pages to go through, too much information required, etc.)

- Price changes
- N/a
- Price changes. Looking at flights one day then going to book the next and they've skyrocketed.
- Too many pages
- Too many price add ons
- Price change when you look at one page and then change to another and come back to the original page it ups the price - this may be due to cookies.
- Every airline asks for different stuff
- I have to leave the site to check ratings on other sites
- price changes
- 9/24/2020 9:09 PMAdd tags –View respondent's answers
- none
- Site crashing, price changes
- A lot of sites want you to set up an account when all u want us to browse
- Too many pages, too much personal info required, missing something out and having to go back
- Price changes.
- Too many pages, too much information
- Too many pop up ads , sometimes hard to navigate site , also tends to be hidden costs
- Mixture of flights from different providers , e.g Glasgow to London on BA then different carrier fro there to final destination
- Price changes
- When you see a good price then the next day it's gone up by a lot
- None
- Stars awarded are from reviewers not official
- Not being able to see the best deals of dates are flexible
- Prices changes, hotel rooms disappearing
- Inconsistent prices. Some aren't straight to the point when looking for the pages you need.
- Not always clear how close to certain places they are - need to do further research into exact location in relation to landmarks/ places you want to visit during your stay
- Price changes, sell out fast
- Having to fill in info multiple times

- Sometimes price changes
- Pictures aren't always an accurate representation of the accommodation, when prices change in different days (more expensive), when you go to book and it then says it's not available
- On sites such as skyscanner I find the amount of pages you need to go through frustrating. In general there are a lot of inconsistencies on airline websites regarding prices etc. and things as simple as using tiny fonts for important information put me off using a website.
- Sometimes when booking accommodation in areas where there are lots of options clustered together on a map, selecting the right option can be difficult.
- Too many options. Too many pages. Not laid out simply enough.

Q9. How would you improve your experience? (eg page layouts, adding in features, etc.)

- Easy filters
- Page layouts, less steps
- Fewer 'extras' being offered. Always have to go through pages for travel insurance, booking a car, booking a hotel before you can book the flights.
- Layouts
- A what you see is what you get price up front
- Add reviews on the higher level, eg here is the price, star, location, worst review and best review.
- At the beginning stating what you need to have at hand (ie passport number, expiry date etc)
- Links to trip advisor and other review websites
- none
- It could be quicker
- Generally find most sites ok
- Keep it simple
- Make things as easy as possible.
- Both
- Making pages more straightforward -showing costs more clearly
- A mixture of Skyscanner and expedia
- Easier layout
- If there was a way to know how long that price will remain! Some websites let you see a calendar which shows which dates are expensive/cheap (sky scanner has this) I think that's a really useful feature that other websites could use
- None
- Keep hotels and b&b separate without having to filter
- Calendar views
- Better navigation, better descriptions and photos
- Page layouts and straight to the point features. No unnecessary pages
- Less busy page layout.
- Maybe features to show How much availability
- Able to have multiple searches available together to compare
- Page layout
- Clear and accurate pictures, showing how many of that type of room are still available, making cancellation policies clear, making it clear what types of group the accommodation is suitable for eg hen/stag etc

- Page layouts that are clearer to navigate and read would be a big improvement for me. I also feel more hyperlinks to flight restrictions on booking pages would encourage me to use their services more.
- As above, when there's a lot of options having a feature where when you hover your mouse over the marker a property on a map (like on Airbnb) it brings that marker to the front so you know you're clicking the right one.
- Simple layouts.