



# FlightBooking



## Usability Test & Findings Report

PER KVANBECK



User Goal

A **fiscally-responsible** person who wants to book flights that have **accurate pricing**.

They want a **streamlined** experience that allows them to book with **minimal input**.



# Key Findings

1. Users want to see cheapest flight option, and have verification of price compared to others.
2. Users want to be guided during process, but not lose too much control over their choices.
3. Increased accuracy of flight information.



# Who We Tested? Users Demographics

- 
- 4 Users
    - 2 female
    - 2 male
  - Avg. Education Level
    - Undergraduate Diploma
  - Avg. Computer usage weekly
    - 40+ hrs
  - Avg. Age
    - 28 years old





# What did they test?

## User Tasks

01

Book a flight for this month.

02

Register an account.

03

Find a deal flight.



# Results

## Bugs & Data Corrections

### INFORMATION (IN)ACCURACY

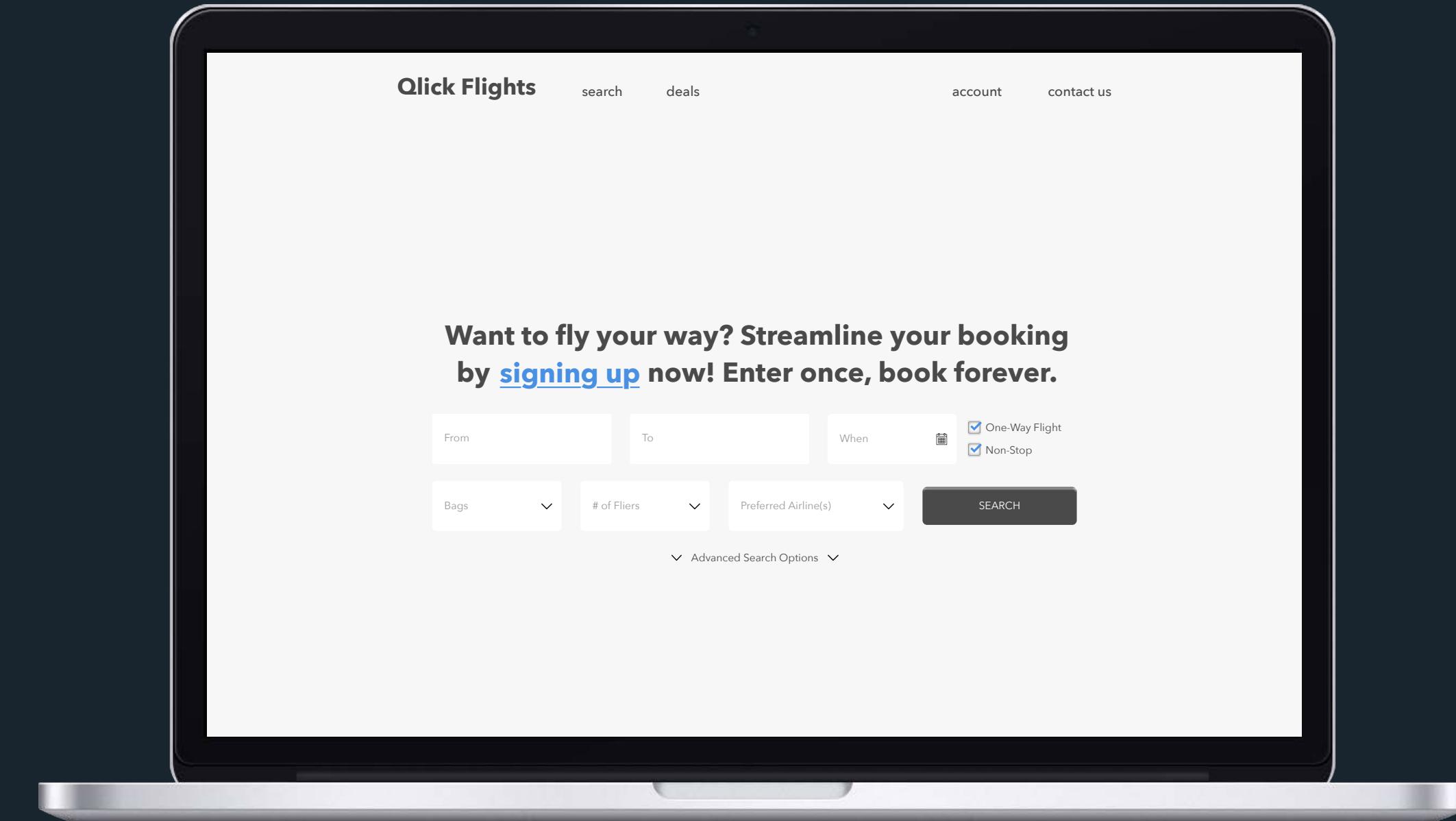
Due to the rapid development of the initial prototype, some features were not implemented correctly. The following bugs should be corrected before future testing.

- Flight locations not displaying correctly.
- Account automatically being created from booking screen without providing email or password.
- Date picker passing incorrect data to flight selection page.
- Flight Data lost when returning to flight selection screen via the “Change Flight” option.





# Results Usability Problems



## AUTO-COMPLETING FIELDS

01

Users expressed frustration with the search "From" and "To" fields not auto-completing with the airport information. Stated that it made them unsure whether it was accurate or if they were purchasing the wrong ticket. Users appreciated Auto-Completion on Preferred Airlines field and thought the From and To fields should act in a similar manner.

Select Outbound Flight

Select Return Flight

Complete Booking

## Delta Airlines

From  
**MSP** → From  
**LAX**  
11:17 A.M.  
03/26

From  
**LAX**  
2:01 P.M.  
03/26

\$216.00

Seats 23A, 23B  
Select Seats  
Add-Ons  
Select and Find Return Flight

## Delta Airlines

From  
**MSP** → From  
**LAX**  
11:17 A.M.  
03/26

From  
**LAX**  
2:01 P.M.  
03/26

\$254.00\*

\* with included baggage fees

Seats 23A, 23B  
Select Seats  
Add-Ons  
Select and Find Return Flight

## Delta Airlines

From  
**MSP** → From  
**LAX**  
11:17 A.M.  
03/26

From  
**LAX**  
2:01 P.M.  
03/26

\$267.00\*

\* with included baggage fees

Seats 23A, 23B  
Select Seats  
Add-Ons  
Select and Find Return Flight

## Delta Airlines

\$287.00

# Results

## Usability Problems

02

### PREFERRED AIRLINE

When users entered a preferred airline, they were shown all flights from only that airline. Users expressed a desire to compare prices with other airlines to ensure they were selecting the cheapest flight.

***"It would be nice to know what other prices of other [airlines] are. Even though that's my preferred that's not the only one."* - Sonja Mydels**



# Results

## Usability Problems

03

### RECEIVING TICKETS

Upon completing a booking, users were prompted by a message below the fold that stated an email had been sent to them with their ticket information and receipt. This would happen even when users did not enter their email. The message was difficult to read as it loaded off the screen. Also neither the "Get Ticket via SMS" nor the "Print Tickets Now" options were enabled causing frustration on the users behalf.

### Flight Information

Card Owner

Card #

CVV

I'm Ready to Book

We guarantee we will notify you if any flight prices change. If they drop we will refund the cost difference to you. Once you purchase a ticket through our website you will be guaranteed an opportunity to fly. Overbooking may occur at which time the gate and airline will be responsible for dealing with said overbooking. Always feel great about your vacation plans! Thanks to the Qlick Flights Guarantee, you can book with confidence, knowing that if you find your flight cheaper on our site or another site within 24 hours, we'll refund you the difference. For packages, you have up to 48 hours after booking and for hotel.

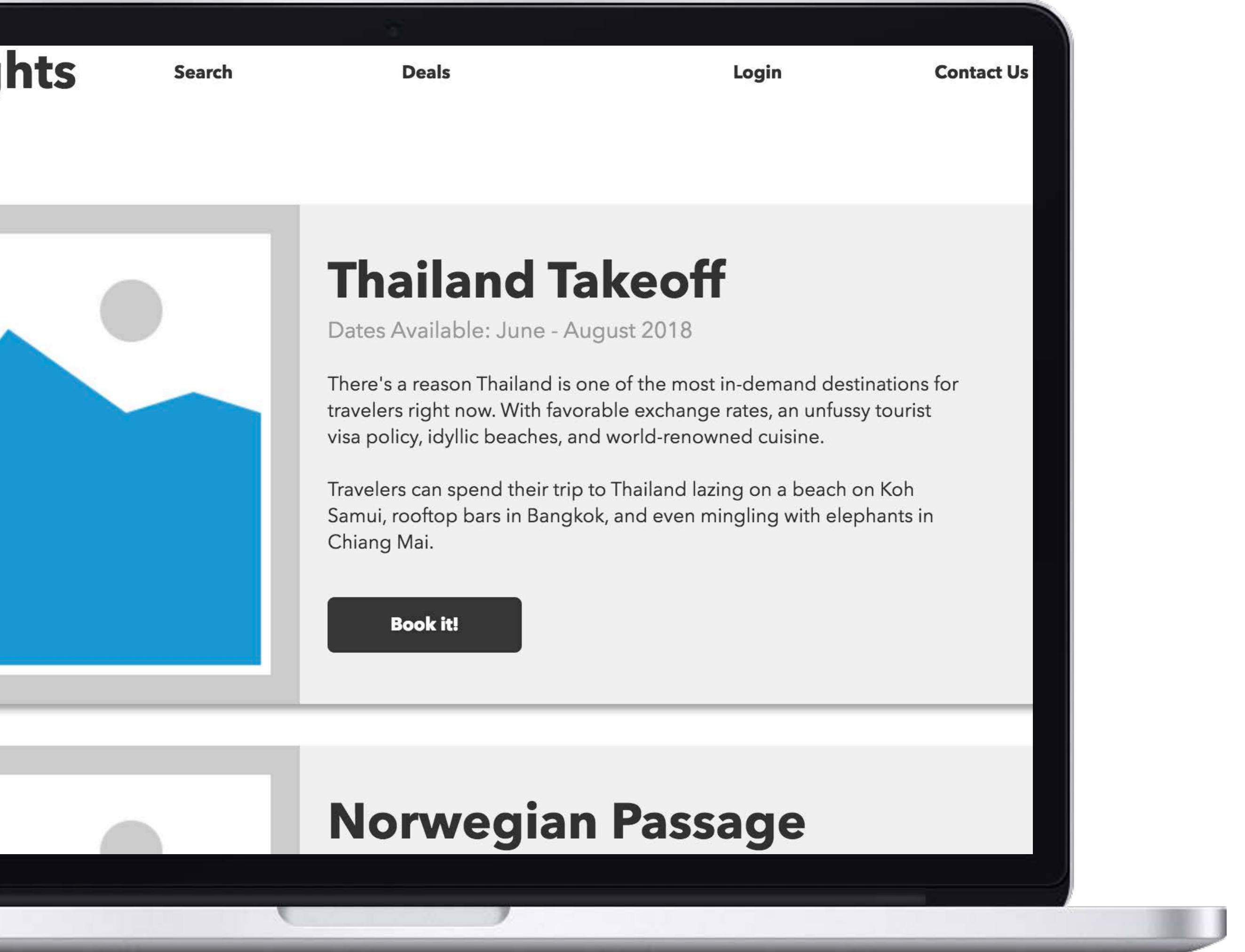
### Confirmation Email Sent!



Get Tickets via SMS



Print Tickets Now



# Results

## Usability Problems

### DEAL INDICATORS

04

Users were asked to find a deal flight. Users reported difficulty understanding what was included in a deal. The users expected to see a price for the deal. Users also expressed concern when flight selection screen did not accurately reflect destination details.



# What does it all mean? Overall Findings

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The minimal input and rapid booking process was well received by all participants. The users welcomed the simplicity of booking a flight, but did have reservations regarding flight information. While they appreciated the straight-forward pricing the users felt like they were missing something. Additional design research may be necessary to enhance price and flight information trust.

Sign up engagement proved difficult as users did not want to have to complete a registration. Once the users were prompted to create an account and try booking again, there was an immediate gain perceived. Each individual commented on how their information was stored and they didn't have to do as much, creating a more positive user experience. This revealed an opportunity to onboard users with their first flight booking as opposed to having them sign up before booking.



Click Flights

search

deals

account

contact

Select Outbound Flight

Select Return Flight

Complete Booking

Preferred Airline

**Delta Airlines**

From

**LAX**



11:17 A.M.

03/26

From

**MSP**

2:01 P.M.

03/26

\$228.00

Seats 17F, 17E

Select Seats

Add-Ons

Select and Complete Booking

**Alaska Airlines**

From

**LAX**



11:17 A.M.

03/26

From

**MSP**

2:01 P.M.

03/26

\$210.00

Seats 22B, 22C

Select Seats

Add-Ons

Select and Complete Booking

**Spirit Airlines**

\$275.00\*

\* with included baggage fees

# What to improve? Future Features



## PREFERRED AIRLINE

Even though users had a preferred airline, they still wished to see the remaining flight options from other airlines. Suggest implementing a feature that brings the cheapest option of the preferred airline to the top, then lists the flights in order of cheapest to most expensive. This will allow the user to compare prices, or quickly book their preferred airline. Functionality would be similar to a google paid ad placement in search results but would adhere to users' preferences.



# What to improve? Future Features

02

## USER ON-BOARDING

Users enjoyed the benefits of having an account when booking in the future. Instead of asking fliers to sign up on the home page, we suggest moving the register account section to the itinerary page. The user will be prompted to enter an email and password and will be given the option to save their flight parameters to their preferences. This will turn their first flight booking into an on-boarding process that will make future bookings faster and more accurate to their intended choices.

The image shows a registration form interface. At the top, there are three input fields for 'First', 'Middle Initial', and 'Last' names. Below these are two rows of input fields: 'Address Line 1' and 'Address Line 2' on the left, and 'City', 'State', and 'Zip Code' on the right. In the center, there's a field for 'Frequent Flyer #' and another for 'Passport ID'. At the bottom, there are fields for 'Email' and 'Password'. To the right of the password field is a link 'I already have an account, [Sign-In Here](#)'. Below the email and password fields are two buttons: 'Checkout as Guest' (outline) and 'Register Account' (solid dark button). On the far right, there's a large, faint placeholder box labeled 'Additional Passenger Information' with fields for 'First', 'Middle Initial', and 'Last' names.

First Middle Initial Last

Address Line 1 Address Line 2

City State Zip Code

Frequent Flyer # Passport ID

Email Password

I already have an account, [Sign-In Here](#)

Checkout as Guest Register Account

Additional Passenger Information

First Middle Initial Last



# What to improve? Future Features

**Want to fly your way? Streamline your booking by signing up now! Enter once, book forever.**

Bo To When  One-way  Nonstop

| Bo             | To  |
|----------------|-----|
| Boston         | BOS |
| Charleston, SC | CHS |
| Charlotte      | CLT |
| Chicago-Midway | MDW |

Preferred Airline(s)

# 03

## GENERAL FUNCTIONALITY

Adding an auto-complete form field to "From" & "To" fields on the search pages that accurately draw from Airport code list, to help users verify the correct airport location. Pass airport information to Flight Search results screen to ensure customers book from correct flight.

# 04

## DEALS BOOKING

Deals page should show approximate pricing of package deal to location. Deals should show the sum of the cheapest to and from flight combination. This is indicated by the "From" before the price, indicating that it can be as cheap as this price.



**Thailand Takeoff**  
From: \$999

Dates Available: June - August 2018

There's a reason Thailand is one of the most in-demand destinations for travelers right now. With favorable exchange rates, an unfussy tourist visa policy, idyllic beaches, and world-renowned cuisine. Travelers can spend their trip to Thailand lazing on a beach on Koh Samui, rooftop bars in Bangkok, and even mingling with elephants in Chiang Mai.



# Thank you



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