

Note taking

Sina Bahjat

Mobile usability test 1

Introduction

- Full time mom with three kids and a husband
- Lives in City West Dublin
- Access Internet via phone and sometimes laptop
- Has a broadband
- Uses a lot of apps (amazon, dominos, games etc.)
- She uses an app for everything
- Traveling apps: Luas, Dublin bus, Irish ferries, Air Lingus, Rynair and Google maps
- Travels for leisure once a year
- Last travel was to Amsterdam a year ago via plane
- Books flight online rather with travel agents
- Find it hard to contact airlines by phone
- Never used skyscanner before
- Looks up each airline to check where it goes
- Does not fly to extraordinary places
- Short flight: First Price, Second date
- Long flight: Price less important whilst comfort is essential
- Likes to travel with Air Lingus and Rynair

Experience

When looking flights to Amsterdam

- In October looked for low prices
- Date and availability was looked up on phone rather website
 - Reason: It's easier to use on the phone
- Compares prices before booking
- Booked everything herself but keeps in touch with her husband (Verbally)
- Flight time is important specially when having kids
 - Would pay extra for comfortable time

Task 1 - Aer Lingus

Goal: Cork to Faro, Return, Saturday before mid-term, 1 week, 2 adults

Color Keys: Pain Points, Feedback, Mental Models, Behaviour

- Opens app with no problem
- Does not type Cork but scrolls down
- One option of flight available on given date
- Does not know the difference between Plus and Advantage
- Presumes that saver is economy
- Presumes when clicking on Plus, will tell her what it means
 - Confusion, it took her to return flight page
- Wouldn't normally click on 'Compare fare benefits'
 - Lots of reading
 - Needs glasses to read
 - Not impressed by the features and is not willing to pay extra for the flight
- Suggest to add main features to each fare would be more appealing and clear
- Sharing button is useful but normally waits for husband to talk face to face
- Never saved a search

Conclusion

- App is straight forward and clear
- It's easy to use and does not require a lot of information to input
- Expected to see a price breakdown to see the difference between various lines
- Nothing surprised to see

Task 2 - Eurowings

Goal: London to Barcelona, Return, Saturday before mid-term, 1 week, 2 adults

Color Keys: Pain Points, Feedback, Mental Models, Behaviour

- Opens app with no problem
- Went straight to low fare calendar
 - Struggled to find the return flight on the calendar (needed to scroll down)
 - No return prices on the return calendar
 - Had to change the airport to get prices on the calendar
 - It's not allowing her to go to step 2, she's confused
 - Would go back to check 'book flights' independently first before checking out
- Needs to select the plane first before continuing
- By getting all the options she is more inclined to get the more expensive one
- Selecting currency would be beneficial
- Confused about seat section
 - Saves time if it would use the same seat again instead of doing it again and again
- Confused why there is a transfer flight when It didn't show while booking the flight
- She would stop right there if it was not a user test
- It was not obvious that there was a transit which is very misleading

Conclusion

- Transit was very unclear needs to be highlighted
- Lots of features on the first screen
- Would be more useful to see the cheap fares on the calendar within the book flight section
- Well communicated

Mobile usability test 2

Introduction

- Works as a Hospitality Manager
- Lives in Raheny, Dublin
- Usually uses laptop and phone
- Has a broadband
- Uses lots different apps (dating, taxi, flight, reading, transport)
- Transport apps: Booking.com, Go there, Skyscanner, Aer Lingus and Trip advisor
- Travels for business and pleasure
- Business is in London
- Flies at least three times a year
- Books flight through skyscanner to compare prices

Experience

- Last flight was a business flight to London
- Left it late and had to book flight via phone on the Aer Lingus app
- Checked on google chrome and skyscanner first for prices
- Best price was on Aer Lingus
- Send QR code to friends for boarding pass
- Important for business is timing as well as personal and then price
- Had to do multiple bookings because he was flying with colleagues
- He made all the bookings himself

Task 1 - Aer Lingus

Goal: Cork to Faro, Return, Saturday before mid-term, 1 week, 2 adults

Color Keys: Pain Points, Feedback, Mental Models, Behaviour

- Opens app with no problem
- Would firstly Log in if he had an account
- 'Book a flight' button is not obvious
 - Would have gone on the menu to book a flight
- Typed Cork because it's faster than scrolling
- Would expect to see a new screen for the return date to confirm
- Does not now the difference between Saver, Plus and Advantage
- Wants to see the options under each to know what he is paying for
- When clicking on Saver he got confused why it took him to return flight
- Not obvious what he is selecting
- Took Saver even though he does not know what it means
- Flight summary still does not show what saver means
 - Would be nice to see outbound and inbound to make it clear
- Sharing button is important specially with WhatsApp to send friends
- Save button is useful to discuss it later with friends
 - Is cautious when saving a flight because the price might go up

Conclusion

- Was good and straight forward
- Confusing was Saver, Plus and Advantage as well jumping from one screen to the other
- Not communicated well
- No dislike
- Expected to see information on Saver
- No surprises
- Compare Fare Benefits is small and didn't see it first time

Task 2 - Eurowings

Goal: London to Barcelona, Return, Saturday before mid-term, 1 week, 2 adults

Color Keys: Pain Points, Feedback, Mental Models, Behaviour

- Opens app with no problem
- The app looks to cluttered, there is lots bits and pieces
- Typed destinations both on departure and arrival
- Calender is a bit cluttered
- Only one flight option available but confused why it shows another one which is not available
- It's clear what the difference is between Basic and Smart
- Why showing me BIZclass if it's not available
- Confused why there it shows 'one way' on return flight
 - Clicked on 'One way', shows flex-option
- To add return flight he would need to go back
- Thinks that not addin flex-option means non-refundable flights
- Choose seats option
 - Confused why there are transits
 - Goes back to 'Book flight' screen to check for stopover but not mentioned
 - Goes back to choosing seats but is very confused if he actually has a stopover or not
- Would normally stop here and look for another flight that is direct
- Continues without booking seat

Conclusion

- Overall Experience: Confused
- There were no information for stopover
- He would have never known if there was a stopover if he didn't look for seats
- Liked the additional fares but dislikes that's not obvious to click on it
- Didn't like that they show flights that are not available
- Disliked that it was showing business class fare when it was not available
- The homepage layout and the whole process was very busy
- Expected to see stopover
- Wants to see all the information about flight
- Surprised to see all the other features that's not needed