Affinity Diagram for Airline Website - Desktop

Legend: Usability Test 1 | Online Survey | Competitive Benchmark

	Ambiguity of selection	Visual Ambiguity of information	Ambiguity of Content	Ambiguity of Visual Elements	Ambiguity of wording	Level of Information Detail	Information (layout (arrangement))	Access to further information	Visual Consistency/Inconsistency	Page Layout	Visibility of Search & Sort	Ability to Search	Ability to Filter	Personalisation	System guidance	Feedback to user	Infrastructure/ Technical Issues	Trust issues
Flight Search																		
Flight Search Results																		
Flight Details/Selection																		
Further Options																		
Consistent General Experiences																		

Behaviour

People mostly used the airline deals/apps to check prices and book tickets · Doesn't like long layovers to save time/energy for comfort · Motivator = Check-in · Motivator = booking holiday · Motivator for booking at flights = price · Saves PDF confirmation to email/phone and value/calms patient, getting them on · Google search used to find website · Most users left the website because they had completed their task · Most left website an able to complete goal · Motivator = manage booking · Flys solo mainly · Most often long haul travel · Flies 2-3 times a year · Never uses aggregator · Books in advance for better rate e.g. 3-6 months · Not book - No flights displayed on dates wanted · Always uses same airline website as knows flight times well · Likes to fly from local airport so easy to get to airport · Went from aggregator website to airline website to get better price

Context

Books themself · Motivator = Covid-19 info · Not book - Uncertainty caused by Covid-19 · 50% said it was easy to complete their goal · British Airways and Skyscanner were the most popular sites · Mainly uses desktop · Covid caused less difficult or very difficult when trying to complete booking (short term) · Works from home so browse whenever · nearly 70% of people have not booked a flight in the last 5 months · 55.5% found difficult or very difficult to complete their goal · 70% of users were able to complete their task without assistance from their house · 70% of users would not recommend the website/app to their friends

Mental Model

Expects information to appear when hover e.g. fare types · Flight flexibility unclear, clarified late in booking process · Expects information to appear when hover e.g. fare types · Terminology for passenger input types e.g. Economy/Eco-Class/Economy · Key information such as dates not appearing at point expected · Key information e.g. fare types not appearing at point expected or wanted · Cannot see enough luggage weight/detail at point of booking · Link to promoted with booking confirm above critical info · Positive user logos is to logo light screen as is common, easy to find · Felt - too many expect timing through imput not clear - see all times and now · Too many steps to complete check-in task

NOT GROUPED

Offers route want · Improvements across website work - visually unappealing · Prices too high · People seen navigation as the big downfall in user experience · Would prefer biggest and page does not work and is not responsive · Website easy to navigate · Improvements - check site accessibility problems with user who 00 · Positive booking confirmation by time displayed on screen