



User Experience Project - Understanding how customers use airline websites and apps

QUESTION SUMMARIES

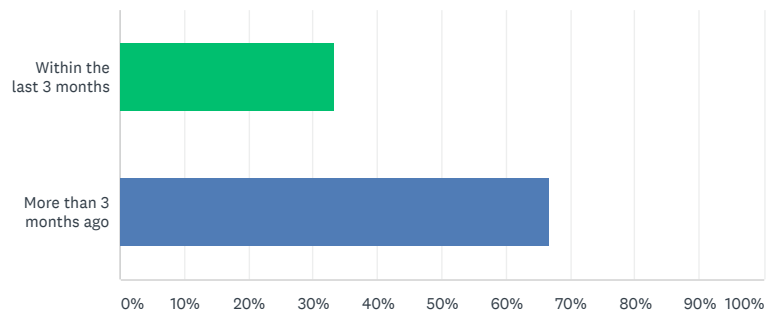
DATA TRENDS

INDIVIDUAL RESPONSES

Q1

When was the last time you visited an airline website or app?

Answered: 18 Skipped: 0



ANSWER CHOICES

RESPONSES

| | | |
|--------------------------|--------|-----------|
| Within the last 3 months | 33.33% | 6 |
| More than 3 months ago | 66.67% | 12 |
| TOTAL | | 18 |

Q2

Which airline website or app did you visit?

Answered: 18 Skipped: 0

British airways
6/10/2020 11:43 AM

British airways
6/9/2020 9:31 AM

Cheap flights
6/8/2020 8:35 PM

Avianca
6/8/2020 7:01 PM



Why did you visit the airline website or app? What were you trying to do?

Answered: 18 Skipped: 0

Check the prices of some flights and to see how much they differ by month

6/10/2020 11:43 AM

Researching, boeing flights and accommodation. Being able to book flights and accommdation together.

6/9/2020 9:31 AM

Look at the cost of holiday flights

6/8/2020 8:35 PM

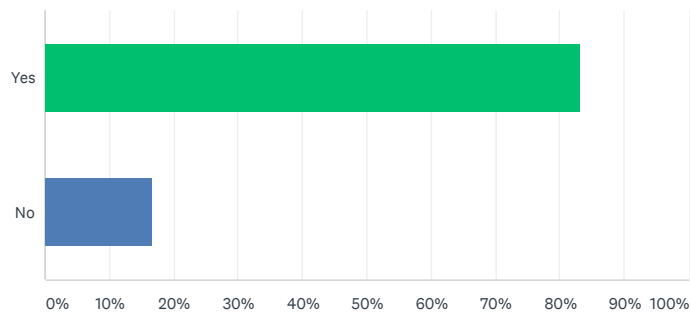
For check in

6/8/2020 7:01 PM

Q4

Were you able to complete your task that day?

Answered: 18 Skipped: 0



ANSWER CHOICES

Yes

RESPONSES

83.33%

15

No

16.67%

3

TOTAL

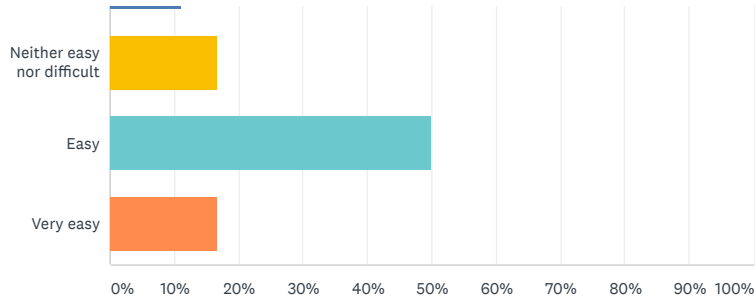
18

[Comments \(4\)](#)

Q5

How easy was it for you to complete your task?

Answered: 18 Skipped: 0

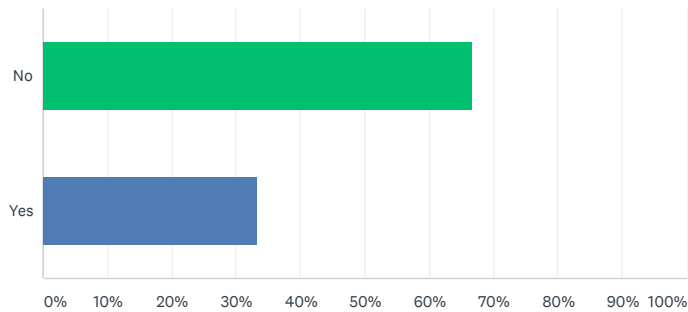


| ANSWER CHOICES | RESPONSES | |
|----------------------------|-----------|-----------|
| Very Difficult | 5.56% | 1 |
| Difficult | 11.11% | 2 |
| Neither easy nor difficult | 16.67% | 3 |
| Easy | 50.00% | 9 |
| Very easy | 16.67% | 3 |
| TOTAL | | 18 |

Q6

Did you have trouble finding anything?

Answered: 18 Skipped: 0



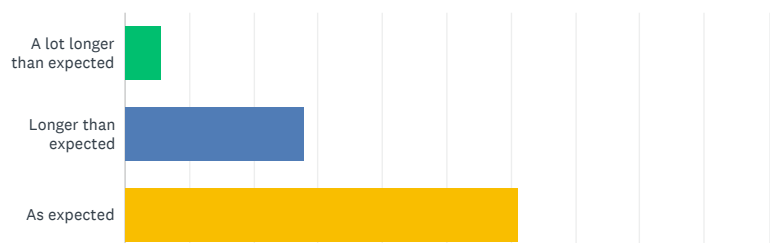
| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| No | 66.67% | 12 |
| Yes | 33.33% | 6 |
| TOTAL | | 18 |

[Comments \(6\)](#)

Q7

The time taken to complete my task was...?

Answered: 18 Skipped: 0





| ANSWER CHOICES | RESPONSES | |
|-------------------------------|-----------|-----------|
| A lot longer than expected | 5.56% | 1 |
| Longer than expected | 27.78% | 5 |
| As expected | 61.11% | 11 |
| Less than expected | 5.56% | 1 |
| A lot less time than expected | 0.00% | 0 |
| TOTAL | | 18 |

Q8



What would you change about that website or app? What improvements would you make?

Answered: 17 Skipped: 1

It has been a little while since I was on the website but it always feels like the results are ordered by their preferences rather than you getting to see all of them easily

6/10/2020 11:43 AM

The maps of where hotels are situated doesn't show where main transport links are or key landmarks. I always have to go to google maps and compare.

6/9/2020 9:31 AM

Introduce less steps for a simple task

6/8/2020 7:01 PM

Too slow, fails quite often

6/8/2020 6:46 PM

Q9



Why did you leave the website or app?

Answered: 17 Skipped: 1

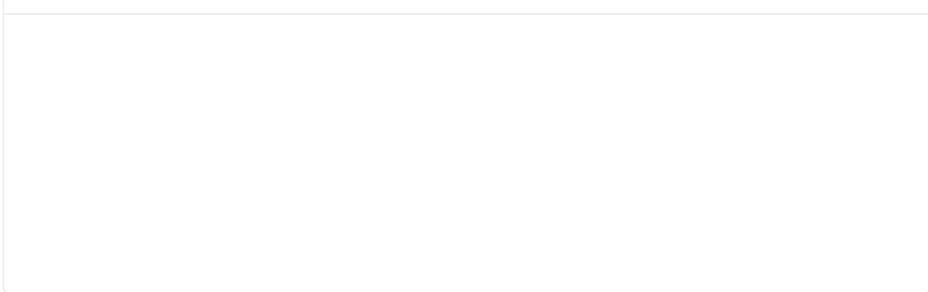
I had found what I wanted to see.

6/10/2020 11:43 AM

More for research purposes.

6/9/2020 9:31 AM

I was not ready to make the purchase

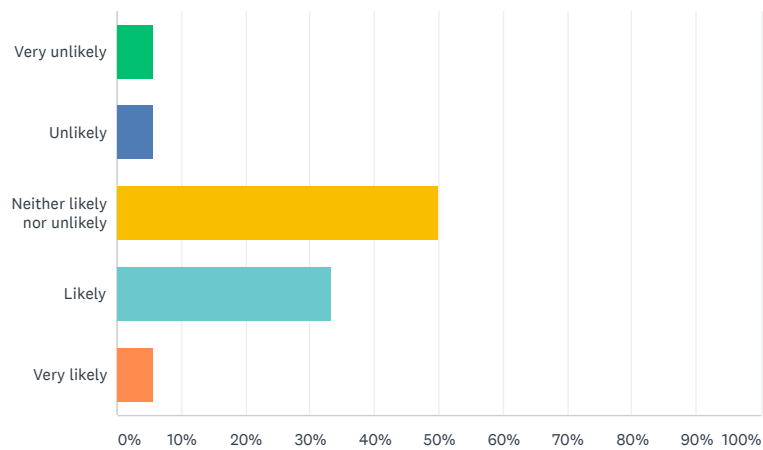


Q10



How likely would you be to recommend the website or app to friends and family? Why?

Answered: 18 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|-----------------------------|-----------|-----------|
| Very unlikely | 5.56% | 1 |
| Unlikely | 5.56% | 1 |
| Neither likely nor unlikely | 50.00% | 9 |
| Likely | 33.33% | 6 |
| Very likely | 5.56% | 1 |
| TOTAL | | 18 |

[Comments \(13\)](#)

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