

Interview Script

Airline Website - Desktop

Welcome

- Thank you for helping out today
- I have scheduled this session to run for approximately 60 minutes
- Before we start, I'll explain the setup and how the session works

What we're doing today

- I am currently studying to be a User Experience Designer with the UX Institute. As part of this our coursework is to create a prototype for a new airline website.
- What I am trying to identify is how customers use existing airline websites in order to understand what does and doesn't work for you, and areas for improvement.
- So in order to understand these, I'm talking to people such as yourself and based on your feedback I'm hoping to develop a better understanding of what needs to be improved.

Room setup

- Let me explain the setup
- I'll be asking you questions about your experience booking flights online
- During the session I will be observing and taking notes
- There is a camera and microphone (built into the laptop) in order to record this interview
- I will record the session for note taking purposes and also for the UX Institute to review my coursework and clips will be used in my portfolio - as all mentioned in the consent form you have kindly signed.

Do you have any questions now before we begin?

Interview

Personal questions

- Occupation
- Where do you live?
- How do you access the internet?
 - Home? Work? Phone?
 - Do you own a laptop or desktop?
 - Which do you use to browse the internet?
 - Do you have broadband?
- Do you use apps on your smartphone?
 - What sort of apps do you use?
 - Please describe

Travel website usage

- **What sort of travelling do you typically do?**
 - Business or leisure?
 - How frequently do you fly?
 - Where do you fly to?
 - How do you book the flights?
- **Where do you book your flights?**
 - Airline website? E.g. Qantas
 - Aggregator websites? e.g. Skyscanner
 - Which type of website do you prefer? Why?
- **Describe the last time you booked flight online.**
 - What was the scenario?
 - Where were you travelling to?
 - When did you make the decision to travel?
 - How far in advance of the trip?
- **What was most important when booking that flight?**
 - Right date, right time, right price? Departure airport?
 - Try and describe the process of how you came to choosing the final destination, dates etc.
- **Did you compare prices?**
 - If not, why not?
 - If so, what airlines did you compare?
 - How did you do this?
 - What websites did you use?
- **How many people were travelling with you?**
 - Did you book for everybody or just yourself?
 - What communications took place between you and the other travellers?
 - What did you discuss?
 - How did you share flight options/prices/dates before you made the booking? Please describe.
 - How did you communicate? Face-to-Face, phone, email?
 - What specific information did you share and discuss: times, dates, prices?
 - How did you share this information: screenshots, emails, phone calls?
 - How did you keep track/store the flight information after booking it?

RECAP. CLOSE INTERVIEW

Usability Test Script

Airline Website - Desktop

Objectives

- Learn more about the context of use for people that use airline websites
 - What are they trying to do?
 - Who are they with?
 - Where are they?
 - What devices are they using?
- Learn more about the expectations of people that use airline websites
- Learn more about the goals of people who use airline websites

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- So in order to understand these, I'm talking to people such as yourself and based on your feedback I'm hoping to develop a better understanding of what needs to be improved.

Room setup

- Let me explain the setup
- I'll be asking you questions and talking you through the tests
- During the session I will be observing and taking notes
- There is a camera and microphone (built into the laptop) in order to record what you are doing on the screen and saying as you go through the tasks
- I will record the session for note taking purposes and also for the UX Institute to review my coursework and clips will be used in my portfolio - as all mentioned in the consent form you have kindly signed.
- The session is divided into two parts:
 - First, I will ask you some questions about your experience of booking flights in general
 - And then I will ask you to perform a few tasks on the two websites, Turkish Airlines and British Airways, and ask you some questions along the way

Few things to keep in mind

- There are a few things to keep in mind to help the test run smoother...
 1. This session is called a **usability test**. It's important to know that **I'm not testing you - I'm testing the website!** There are no right or wrong answers, no trick questions, and I'm not trying to catch you out in any way. If you do come across problems, please understand it's not your fault, it's the software. And the more problems you find really, the better as that leads to improvements and a better website.
 2. **Please be as candid as possible.** If you don't like something, to think it's just silly, please say so. I haven't been involved in the design of any of these websites so you don't have to worry about hurting anyone's feelings.
 3. As you navigate around the website, **please verbalise whatever is going through your mind.** So, for example, if you're about to click on a button, say, "I'm going to click here because I think it will take me to the next page", or "I'm scrolling up and down and looking to find the price". I want you to think out loud so I know your thought process and the decisions you're making; it all helps me to write better notes.
 4. Also, if you could go about everything slightly slower than you might normally do, that would be really helpful. If you work your way around too fast, I might not be able to take notes quick enough. I will remind you to think aloud and slow down throughout the session.
 5. Please feel free to ask any questions you like - It's a great way for me to understand your thoughts. But in order to keep the test as realistic as possible, **I may not always answer your questions.** Thanks for understanding.

Do you have any questions now before we begin?

Interview/Background Qs

Personal questions

- Occupation
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- Do you use apps on your smartphone?
 - What sort of apps do you use?
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- **What was most important when booking that flight?**
 - Right date, right time, right price? Departure airport?
 - Try and describe the process of how you came to choosing the final destination, dates etc.
- **Did you compare prices?**
 - If not, why not?
 - If so, what airlines did you compare?
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- **How many people were travelling with you?**
 - Did you book for everybody or just yourself?
 - What communications took place between you and the other travellers?
 - What did you discuss?
 - How did you share flight options/prices/dates before you made the booking? Please describe.
 - How did you communicate? Face-to-Face, phone, email?
 - What specific information did you share and discuss: times, dates, prices?
 - How did you share this information: screenshots, emails, phone calls?
 - How did you keep track/store the flight information after booking it?

Tasks

Task 1: Flight and date selection - Turkish Airlines

For the purpose of the test, we'll assume the following:

- You live in the East Midlands and you're looking to book a long haul trip for the time you've booked off work.
- You have always wanted to travel to Japan so you are flying to Tokyo
- You will need to depart on a Saturday due to work, so you'll fly out on August 22nd 2020.
 - You're a little flexible on your return date but you're aiming for September 11th so you have the weekend to get over your jet lag before starting work again.

What I want you to do

- Book a flight from **Birmingham (UK)** to **Tokyo (Japan)** with **Turkish Airlines**
- Depart on **Saturday August 22nd**
- Look to return on **Friday September 11th**
 - Prefer an **afternoon/evening flight** so make the most of your time in Japan
- **Book for 2 adults**
- You want to make sure you have enough **checked baggage** as it's a long holiday and there are lots of souvenirs to bring back

start with Google Search Page open

Open Homepage

- What do you see on this page?
 - Talk through it a bit
- What are you looking for?
- What will you do next?

Dropdowns/options

- What do you see?
- What are you looking for?
- What do each of the tab options mean?
 - What do you expect to see or happen if you select each option?
 - What does 'Award Ticket' mean?
- What will you do next? Why?

Date picker

- Talk me through what you see on the date picker
- What do the tick boxes mean?
 - What do you expect to happen if you select them?
- How many days will you be away for?

Class & Passenger selection

- Tell me what you see
- What does the 'i' mean? Click on it

(OVERALL: Anything you were expecting to see and haven't?)

Results page

- What do you see? Talk me through the page
- What do the arrows mean?
 - What do you expect?
 - Can click if want to
- What does 'matrix' icon mean?
 - Click on it
 - What do you see?
 - What does 'next' and 'previous' do?
- Is the price per person, or the total cost for 2 people?
- What will you do next?

Flight choice

- What do the different fare types mean?
- What does 'Fare Rules' mean?

- What do you expect?
- Does the information meet your expectations? Is it enough?
- What will you do next?

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Conclusion

- Overall, what did you think of the experience?
- Was there anything you particularly liked or disliked?
- Anything that you expected to see but didn't?
- Anything surprising?

Task 2 - Flight and date selection - British Airways

For the purpose of the test, we'll assume the following:

- You live in **London** and you're looking to book a long haul trip for the time you've booked off work.
- You have always wanted to travel to **Japan** so you are **flying to Tokyo**
- You will need to depart on a **Saturday due to work**, so you'll fly out on **August 22nd 2020**.
 - You're a little flexible on your return date but you're aiming for **September 11th** so you have the weekend to get over your jet lag before starting work again.

What I want you to do

- Book a flight from **London (ANY)** to **Tokyo (Japan)** with **British Airways**
- Depart on **Saturday August 22nd**
- Look to return on **Friday September 11th**
 - Prefer an **afternoon/evening flight** so make the most of your time in Japan
- **Book for 2 adults**
- You want to make sure you have enough **checked baggage** as it's a long holiday and there are lots of souvenirs to bring back

start with Google Search Page open. Make sure all cookies blockers turned off, or use an incognito browser window

Open Homepage

- What do you see on this page?
 - Talk through it a bit
- What are you looking for?
- What will you do next?

Dropdowns/options

- What do you see?
- What are you looking for?
- What do each of the options mean?
- What will you do next? Why?

Date picker

- Talk me through what you see on the date picker
- How many days will you be away for?

Class & Passenger selection

- Tell me what you see
- Travel Class:
 - What do you think 'flexible ticket' means?

(OVERALL: Anything you were expecting to see and haven't?)

Search V2 (dropdown)

- What do you see?
- What do the different options mean?
 - What does customise your trip mean?
 - (Click on the 'i')

Results Page

- What do you see? Talk me through the page
- What do the arrows mean?
 - What do you expect?
- What do you think 'Connecting journeys' means?
- What will you do next?

Flight choice

- What do the different fare types mean?
- Is the price per person, or the total cost for 2 people?
- What will you do next?

- What does the pop-up message mean?

Review Page

- What do you see?
- What does the 'Save with Avios' mean?
- What does the 'promotion code/voucher' mean?
- What will you do next?

- What is the pop-up showing you?
 - What are your thoughts on this?

Seating

- What do you see?
- (welcome to select seats if you would like to)
- What will you do next?

Conclusion

- Overall, what did you think of the experience?
- Was there anything you particularly liked or disliked?
- Anything that you expected to see but didn't?
- Anything surprising?

Thinking about the both of them

- Anything you liked, disliked?
- Any preference over the other? Why?