

Brian - Usability Test

Objective: To understand issues, positives and pain points facing customers when using airline websites.

Websites: Turkish Airlines & British Airways

Key:

[time noted for playback reference]

user actions

{what is being shown to the user on the website}

Positive note/thoughts

Neutral note/thoughts

Negative note/thoughts

Background of User

Occupation: Building Services Engineer, Project Manager

Lives: Melton Mowbray

Broadband: Yes

Devices used for internet: Laptop, Desktop mainly. Sometimes mobile.

Usage: Works from home so often browsing then. Uses apps on phone e.g. weather, news, health apps.

Websites for travel used: Quantas as a member (paid = lounge access, air miles = status privileges) . Always uses this website specifically due to membership and knows they offer flights that work time wise and generally happy with the cost. Also knows how to navigate website so nice and straightforward. Never used aggregators as originally booked through travel agent but now confident enough to do himself.

Travel habits: Does commute in UK for work by car or rail. Flies solo for holidays and long haul travel. Approx. 2 times a year. Mainly flies to Australia but also South Africa and transits through Dubai airport. Can be at least 2hrs layover so lounge access important for comfort.

Key motivator = timing of flights + ease of booking + comfort

Previous experience: Booked a long haul flight to Australia. Booked about 3-4 months in advance so better rate and is also able to choose seats he wants. Also allows him to plan around work.

Often is prompted to book flight by email with offers from Quantas. Also booked flight to Thailand for a wedding (later cancelled due to Covid-19) with Emirates - chose them as could fly from local airport and timings worked with departure and arrival in Bangkok.

Communication: Flies by self. Goes through booking himself choosing what suits him and then sends a PDF email (confirmation/ticket email from airline) to the person picking him up so they know his arrangements.

Task 1 [14:00] - Turkish Airlines

Scenario:

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 , Economy Class**
- Want to make sure you have enough **checked baggage** as it's a long holiday and there are lots of souvenirs to bring back

Finding the Airline website

*User uses Google Search to find airline by typing name and selects drop down prompt for 'turkish airlines'. Selects first option on result page that states 'Book a flight' under Turkish Airlines header *

- They always do this when searching

Homepage

{Lands on Homepage}

- confused as to how automatically suggests flying from Birmingham airport (where wants to fly from) but generally pleased about it
- assumes 'Eco Class' and '1' mean Economy Class
 - This is correct
- their assumptions about other visible tabs i.e. 'Check-in', 'Manage booking' are correct

{Flight search is visible, centre screen on the homepage}

Clicks into the destination field to start searching

Flight search

Destination selection

Clicks into the destination field and starts to type Tokyo

{Automatically gives drop down of Tokyo (All) and individual airports}

Selects 'Tokyo (All)

{Automatically moves user onto the date selection through pop up calendar}

Dates

Uses arrows beside months to click through to departure date

{System prompts user with text to choose departure date when hovering over dates and LH corner}

clicks on departure date

{System prompts user with text to choose return date when hovering over dates and LH corner}

User selects 'flexible dates' tick box

- Does not bother with 'Direct flight' tick box as doesn't think it's possible from Birmingham airport

Selects return date by clicking on calendar

{System greys out period of travel with departure and return dates in red}

- When asked how many days he will be travelling for, "It doesn't say yet".
- Is aware though that flights to Japan take a day or more due to time differences

- The system does not clarify this though at this point

clicks 'OK' button in RH corner of calendar

{Automatically moves user onto the Class selection and Passengers}

Person selection

{Economy Class is automatically selected}

selects 2 adult passengers by using '+' button provided

- When prompted to see what the 'i' beside passenger types means

scrolls down a bit and hovers over 'i' with mouse

{System shows pop up of information to RH side of 'i' explaining the conditions for that category of passenger e.g. must be accompanied}

- as the user expected

- doesn't feel critical information though states age range under passenger type

now looking to continue with booking but trying to figure out where they go next. Cannot figure out how to get the system to 'accept selection' of passengers

- this is further up the screen and the user needs to scroll back up to see the search area

clicks on the passenger section and notes nothing happens. Then clicks off passenger selection and is unimpressed that the whole thing disappears

- not scrolled up

Now clicks on 'Plan & Book' in fixed top header on webpage

- doesn't see what looking for

- "I seem to have lost that. That was bloody brilliant..."

clicks off the drop down tab

scrolls down and then back up and discovers the search form he has been filling out

- "Oh no, it's come back again" *folds arms*

- "It's come up with the original front screen again"

checks through all the details and selects 'big red arrow button' at the end as assumes this is the next step

{Award Ticket option}

- Able to buy a ticket with air-miles

- matches expectation

clicks red arrow to search flights

Flight Search Result Page

{Shows flights and fares in matrix pattern}

- Notes the progress bar at the top is highlighted on 'Select Flight'

- "This is weird"

- Recognises that matrix is showing different dates but says, "Doesn't give a lot of options" - referring to lack of detail e.g. flight times

•

reads across the dates and clicks on the price option shown under the relevant dates

{Flight options and details are shown in list view}

{Can see outbound and inbound flights on same page}

- notes that did see 'star' symbols on matrix page but "had no idea what they meant or were for, and they weren't near any of the dates I wanted"
 - the stars were to indicate the dates with the best prices
- notes that the flight times clearly and that they arrive the next day in Japan (due to time differences)
- notes that it clearly says the prices shown are for one adult
- notices that the flights arrive at the same time so assumes that there is a difference in layover time and is a bit confused as to why they are the same price.

scrolls down a little to have a brief look at inbound flights

- assumes that the prices of outbound and inbound will add up to the £600 price saw in the matrix table

scrolls back up to have a look at outbound flights to see the 'itinerary detail' drop down

Clicks on the first flight's 'itinerary details' tab

{further details appear below the flight selected showing timings, flight codes, sector durations etc.}

Reads across the table going through the timings

- "9 hours layover in Istanbul, don't really fancy that!"
- Likes minimal layover time and is a key factor for choosing flights

Clicks on 'itinerary details' arrow for second flight details

{system collapses itinerary details for first flight and shows those for second flight}

- notes that flights get in at the same time and same airport

Clicks on 'itinerary details' arrow for first flight details again to check whether flight from Istanbul to Japan is the same plane (referencing flight code)

{system collapses itinerary details for second flight and shows those for first flight}

- states it is the same flight TK198 on both of them for Istanbul to Haneda (Japan)

Clicks on 'itinerary details' arrow for second flight details

{system collapses itinerary details for first flight and shows those for second flight}

Chooses second flight as shorter layover and same price. Clicks the 'O' symbol beside Economy fare to select

Fare types

{Displays Promotion, Semi-Flexible and Flexible flight options as drop down under flight info}

Hovers over fare types to see if anything pops up to explain what they mean (doesn't do anything)

Scrolls up and down the page looking for more information

Tries to click on the fare type 'Promotion' box avoiding the 'select this flight' button as expects some info to appear

- nothing happens
- "I suppose I have to click 'Select this flight' to see what it is"
- expects that the different levels have different cancellation charges, ability to transfer etc.
- "I would want to do some more homework and find out what the different options are"
- wonders why all prices have £0.06 on the end

{Pop up appears with a timer asking if the user would like to continue. 'Yes' option highlighted in black with white text}

Would like to 'stay not the screen' so selects 'Yes'

Clicks on 'Select this flight' under 'Promotion' option

{system confirms selection and rolls screen down to inbound flight options}

User considers the different flight options, mainly focusing on the overall length of the flight and the departure timings

- wants to ensure not flying at times that make it awkward to get to the airport
- suspects there is a layover again in Istanbul

Clicks on 'Itinerary Details' drop down again to check the layover and how long it is. Clicks on the same box to minimise again

Selects 'O' to choose Economy option

{Displays Promotion, Semi-Flexible and Flexible flight options as drop down under flight info}

- "What the hell 'T-T class' and 'Q-Q' class mean I don't know but otherwise it's the same as before."

Scrolls up and down the page again a bit

- "And how I find out I don't know!"

Clicks 'Select this Flight' option under 'Promotion' again

{System shows overview of basic details of two flights selected with big green tick beside them}

User reviews flight options selected again by looking through the departure times, flight duration, and clicks again on 'Itinerary Details' to double check

- "But they still don't tell me what the flight is like in terms of flexibility"

User is scrolling up and down the page looking for further information

- "Experience tells me it's a very fixed flight..."

Then notices at the top above the flight details it has a drop down called 'Fare Rules'

Clicks on 'Fare Rules' and drop down information appears

- "Bit late that, would be nice to know before you've actually done it (selected flight)"

{Fare Rules}

{System shows various information in boxes, similar to a table with titles such as 'Reissue', 'Refund/ Cancellation etc. Just shows details for fare selected.}

*Reads across the boxes and key information *

- notices there is no refund/cancellation with Promotion fare (as expected)

*Reads baggage allowance details *

- [Asked whether the baggage is per person or total]

- "I don't know..."

Sees 'i' beside 'Baggage Allowance' and so clicks for further information

{Pop up appears below 'Baggage Allowance' box}

Reads through information which states 'You can view the baggage allowance for each individual passenger when you are purchasing your ticket'

- "That's not very useful"
- Is concerned as if it's per person allowance, the amount is very good, but if in total it's 'borderline' - would want to take further action such as buying more luggage.

Reads through rest of information

{Key points are highlighted with orange 'i' and dotted line boxes so stand out}

- user not comment on these aspects

Asked whether feels information provided is enough for them

- No. Would have preferred if fare options had been displayed in more detail (indicating at point when choosing which fare type) to 'make a sensible choice' - might have preferred another option rather than the basic.

Clicks on 'Fare Rules' drop down arrow to collapse the information

Decides to change outbound flight using 'Change Flight' icon, in order to find out 'what happens' if select mid-range option

- user feels has to go back and change the flight in order to understand what the other fare options involve.
- "Certainly not paying £300 over the odds!"

User clicks on 'Change Flight'

{Takes user back to outbound flight options but has kept previous selection highlighted and selected}

User clicks on 'Semi-Flexible' option

Double checks details the same by clicking on 'Itinerary Details' drop down and then clicking on it again to collapse it

Scrolling up and down the page

- "Looking for luggage detail on outbound flight but it doesn't tell you"
 - User has not selected the drop down menu of 'Fare Rules' like did previously which shows details

{POP UP: Your time is about to end to stay on this screen. Do you wish to continue? Yes/NO}

User selects yes

- "Still trying to work out what you're selling me!"

Scrolls down the page

- "Looks like I've got to change the inbound flight too, so I'll change that"

Clicks on O beside 'Economy' for inbound flight to bring up flight fare options

Clicks on 'Select this flight' beneath Semi-flexible option

Scrolling up and down

- "Still looking for fare and luggage information"

Eventually spots 'Fare Rules' drop down beside Economy Fare type

- "Ah, it has appeared. Or maybe I just wasn't seeing it..."

Selects 'Fare Rules' drop down to see details

- "The only difference is the refund and miles earned. The baggage is the same."
- "So I would choose the cheaper one. It's not worth (it), earning all those miles doesn't matter as I may never fly with Turkish Airlines again!"

Selects 'Change Flight' again and changes both flights back to 'Promotion Class' - the cheapest

- "That bit works quite well....going back and forth selecting the different packages"

Reads through flight details selected to make sure all make sense and timings work for them

- "States at the bottom 'Total Price for 2 passengers' in GBP'..."
- "There's a banner that says 'Continue' . Suspect I'll input my passenger details next.

{This is located beside total price}

Clicks on 'Continue' button

{Is taken through to passenger details page}

[END OF TASK 1]

TASK 2 [44:50] - British Airways

Scenario:

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, Economy Class**
- Want to make sure you have enough **checked baggage** as it's a long holiday and there are lots of souvenirs to bring back

Finding the Airline website

*User uses Google Search to find airline by typing name and selects 'Make a Booking' under the Ad section *

Landing Page

{Does not take user to homepage but a 'Book with Confidence Commitment' page}

User scrolls down to read

{Information on flexibility and refunds due to Coronavirus situation}

- "At least they are being honest you get a voucher"

{Below this it shows information on generic flight destinations based on geographical areas e.g. UK & Ireland, Europe, North America etc.}

Scrolls down page browsing and then heads back up to the top with the intent to book flights

Sees two menus 'Flights Menu' and 'New Routes'

- We want a 'Flights Menu' I presume?

Clicks on 'Flights Menu'

{System bring user back to exactly the same page}

User scrolls up and down page confused

- "Nothing's changed....now what?"

Scrolls down

- "Ah we were on the 'Flight's Menu' but nothing told me that!"

- "I'm assuming I have to click on one of these destination options - it doesn't tell you that"

- "I thought these (referring to geographical flight options) were offers"

Scrolls down to 'Far East & Australia' section and selects 'Tokyo'

{System shows 'Cheapest return flights to Tokyo' page}

Flight search

{Page shows overview of months of 2020 and prices for each of these months with the option to 'find'}

- User looks perplexed

Scrolls down the page and notes seeing info on things to do in Tokyo, flight duration and other 'blurbs'

- "Gives you general info on things to do but that's kind of irrelevant at this point..."

- "Its a little bit puzzling, but I'll click on August"

User selects 'Find' option under August column

{System brings up 'passenger' box where select number of passengers travelling and age ranges}

Person selection [51:50]

User selects 2 adults from drop down menu

Then clicks 'Continue' button

- User notes it hasn't offered any date selection option yet

Asked about whether previous screens were what expecting

- "They were a bit confusing, but I suppose they are logical breaking the flights down"
- "I would rather be offered to select where 'from' and 'to' rather than being told 'here'"
- "Actually it hasn't given me the option of a start point either yet"
- "I expect it will choose to fly out of Heathrow"

Flight Search Result Page

{Shows flights and fares, including day-by-day prices starting from July 31st}

- "Oh, it's actually come up with a Japan Airlines flight"
- "That's Monday 3rd August, I don't want to fly then."
- "There's an arrow thing on the end there.."

Clicks on arrow to RH side of furthest date shown on the day overview (one week shown at a time)

- "Now it's searching for more dates, that's pretty rubbish. You'd think it'd let you put a departure date in - I didn't see it!"

{System loads new flights for week beginning 7th August}

User looks confused and frustrated, looking around the screen with cursor. User hovers over 'Change Search' option

- "It has the option for 'Change Search' but I'm not sure that's what I want."
- "Nah, I'm going to stay with it, I don't want to faff about"
- "If I click 'Change Search' it will probably ask me to go somewhere else altogether. If I keep clicking through I know I will get to my departure date"
- "Changing a search usually means you're changing the whole parameter"

User clicks on arrow to continue through dates

- "We've now go to the 20th August, I'll click one more..."
- User appears fed-up
- Notes he hasn't seen any weekday flights, only Fri, Sat, Sun.
- "But that's fine as long as they do Sat 22nd"

{Now on page showing flights from Friday 21st - Thurs 27th Aug}

User hovers mouse over Saturday 22nd but does not click

- Has not noticed that currently Sunday is selected

Scrolls down the page to look at flights and times

Scrolls back up again

- "Actually, I'm a bit puzzled here. We have a headline of £509 for Saturday but what you have down below is a range of flights and times but starting from £1201"

Crosses arms and looks at screen, reading through flight options

Sighs

- "They're all the same price, but what I'm confused about is the headline price of £509"

Scrolls back to top of page

- User realises they were still on Sunday (which has a higher price) as it is underlined

Clicks on Saturday 22nd

- "I should have selected the Saturday and then looked at the bottom line prices"

User is reminded they're not being tested but the software

- "In all fairness I didn't do what it said, but then again it didn't say anything"

{Flights and fares are loaded for August 22nd although other days are still shown in the header}

User scrolls down a little and notes there are 4 flights and reads through options

Slight confusion over what day the flight would land

System does show a little '+1d' beside each flight

Asked about whether has preference for Japan Airlines or BA considering their usual habit for flying with just one airline.

- "Actually I've flown with both historically, but overall they're both doing long-haul and so tend to be civilised."
- "Japan Airlines is slightly more expensive"

User decides on flight with arrival for 07:10 as then flying overnight and making the most of the day

- This is important to the user - "Might as well make use of it"

When prompted about other flights shown further down the page...

- "I assume these are stopover flights....yeah they are stopover flights"
 - Knows this as mentions '1 connection' and flight times are longer compared to direct.
- "There doesn't seem to be any advantage. Only one is a little cheaper"
- "A 12 hour flight is short-haul when you've flown to Australia!"

User settles on 07:10 flight after reviewing options

- "Why it says 'Economy from £571 I'm not sure as Premium Economy is £895'"
- User notes they haven't seen a return flight option yet

Clicks on 'Economy' beside chosen flight

{System shows a drop down menu with Economy Basic, Standard, Premium Economy etc.}

{Each appears in a box stating key features such as luggage allowance}

{Not all info fits in full width of screen so little arrows to scroll across}

- "Economy 'Standard' is £20 more than 'Basic' and gives for 30"-31" legroom, but it doesn't tell you what the other one gives.
- Is happy with amount of luggage given for 'Standard'. Assumes is per person as flight cost is per person.
- Notes still not seen return flight option

User clicks on 'Select' button under Economy Standard option

{System refreshes screen to show return flights departing from August 24th}

- "Ah we have a return flight!"

- "But I don't know what the date is..."

Scrolls to top of page where it shows Aug 24th

- "This is ridiculous, still in August. Have I got to crawl all the way through the top bar to get a return flight in September?!"

Scrolls down the page looking for more information and options

{Just displays flights for 24th August}

- "This is a nonsense"

- User looks unimpressed

User contemplates scrolling with little arrows through to September but hovers over 'Change Search' option

- "I'm just going to have a look and see what this does"

- Is curious as to what it does.

Clicks on 'Change Search'

{Background blacks out and pop up appears with flight booking options: From, To, Outbound date selection, Inbound date selection, passengers etc.}

Clicks on 'Outbound'

{Pop up calendar for month of August}

Selects 22nd August

Clicks on 'Add a return '+'

{Pop up calendar for month of August}

Uses arrows by month to scroll to September, selects Sep 11th on calendar

Clicks on big magnifying glass to search

- "That was poor. Changing the search would make me think you were changing where you were going to."

- was only looking to change dates.

{System shows flight search result page}

- "Now back where we started..."

- Knows which flight wants to choose due to previous selection

Selects 07:10 flight as previously did and chooses Economy Standard

{System shows return flight options for Sep 11th}

Scrolls up and down page to look at options

- Not considering connecting flights as they're slower and not necessarily cheaper

- sees there is a flight that departs at 1a.m.

- would travel late at night and wait in airport to make most of the day of the 11th (so depart on Sat 12th)

Clicks on Saturday 12th Sep in order to select very early morning flight

{System shows flight results}

Scrolls down the page

Selects Japan Airlines early morning flight by clicking on 'Economy' option

{Dropdown appears with flight fare options, but slightly different options to last time}

- Reading through 'Economy (Checked Baggage) option and notices luggage allowance is different - only 1 x 23kg
- Only in Premium Economy do you have 2 x 23kg luggage (extra £200)
- Realises it is because JA and not BA flight
- "Spoils the party a bit"
- Still keen on the flight timing, but would want to know how much it would cost to buy another 23kg bag (so matches BA flight allowance)
 - "but doesn't tell you how you can check that"

Scrolls up and down page contemplating

- Decides to go back to Friday 11th to see flight options on that day

Clicks on Friday 11th to load flight results

{System shows flight results}

Selects lunchtime BA flight so no luggage issues by clicking on 'Economy'

{System shows a drop down menu with Economy Basic, Standard, Premium Economy etc.}

Clicks on 'Select' for Economy Standard as same as outbound and has same luggage allowance

Review Your Flights

{An overview of the key details of the flights selected is shown as well as the total price}

- User notes it finally states '2 x 23kg bag per person'
 - finally clarified luggage allowances

Scrolls down the page

- Notes that could save £280 with Avios points
 - understands these are the air miles you gain by flying with BA
- Considers option to add a hotel (dates automatically populated)
 - notes he wasn't aiming to spend whole trip in Tokyo so not relevant

Continues scrolling down

{Hold Flights for £10pp}

- "3 days. That's nice. So I could email my partner and check it and it would cost me nothing as I'd get my £10 back if I booked it."

{Share your Price Quote}

- user notes this option

Continues scrolling down to bottom of page

- notes 'Baggage allowance per person' and reads details
- likes the mention of cabin bag sizes and link to 'Full Information on baggage allowance and rules'
 - you could double check all the requirements so you knew what you were doing

{Best price guarantee}

- "God knows what that is..."

{ATOL Protection}

- likes how if book accommodation or car hire with BA they are also ATOL protected if any issues occur

Scrolls back up the page a bit to 'Total Price'

Clicks 'Agree and Continue'

{Pop-up appears 'Create an Account', Login now to save time}

- Probably would create an account so easy to retrieve details later despite likelihood of a lot of marketing emails
- Also makes easier if book another flight with them

Selects 'Continue As Guest' for purpose of test

{System takes to seat selection page}

Seat Selection

{Shows simple summary of flights and then option to 'Choose Seats' from £23.00}

- "Whether the £23.00 is per person or not, I'm not too sure"
 - suspects it's per person, per flight and could cost another £100 in total
- notes link to state what happens if don't choose seat
 - from user's personal experience, it means they give you one when you get there

Clicks on 'Choose Seats' for outbound trip

{Image of plane layout appears with pricing displayed above seats}

- Doesn't initially get the colour coding but then sees key at the top

Scrolls up and down the plane map

- the legroom seats are a 'ridiculous amount of money'
- "If I were travelling by myself I might consider but would want to be sat beside other person so unsociable to book a legroom seat for myself, but my partner doesn't need it."
- "Twin seats are interesting"
 - assumes it is a 2 seat row

Clicks on 'Twin' link

{Shows image of seats and description}

- as expected

Clicks on the seat icon itself to select and then selects for passenger 2 as well

{System populates seat selection by 'Adult' at top of page}

{Pop up appears to allow user to cancel or confirm seats with some details such as it not being to scale}

Clicks 'Confirm Seats'

{System takes back to overview page but displays total seat price for seats selected beside relevant flight}

[END OF TEST 2]

Overall [1hr 25]

Turkish Airlines

- Overall not too bad.
- "Would be nice if could see fare rules before selecting rather than going backwards and forwards"
 - "The letters T-T or Q-Q don't tell you a fat lot"
- "On other websites you can see the restrictions for different fare types. Saves a bit of time."
- But at least you can go backwards and forwards, it was quick and not a problem.
- "You like to make a choice rather than them give you one and then you have to examine it and go back again. I find it a bit of a faff."
- Not a major issue though
- Surprised no direct flights. Would have been curious if it'd give a direct option if had selected 'direct' at the beginning. Or whether they just can't do it - is an assumption.
- Reasonably clear, although baggage info wasn't in terms of whether it was pp or total.
 - But would assume as flight ticket cost is per person, so would the baggage
- Pricing was clear, tells you it's for one adult and you get the total price at the end when you've finished.
- Nothing particularly disliked

British Airways

- Only failing was the process for selecting the dates
 - only when picked month and flight out did you get the chance to change the search
- Terminology of 'Change Search' was misleading and confusing
 - They seem to want you to pick a month then a date
 - not logical
- Liked how connected flights separated from direct flight options
- Baggage allowance was 'clear enough'
- Seating selection 'clear enough'
- Generally all costing and information was presented when you wanted it
- Liked when clicked on 'Economy' it showed the difference between the fare types there, unlike Turkish Airlines

Overall Thoughts

- Would prefer British Airways website in the end as information presented was clearer
 - TA baggage allowance not very clear
 - way information was presented was better with BA and the information 'choices' were easier to see
 - now knows if went back to BA, he'd be able to navigate the website and knows to use the 'Change Search' option
 - both only had minor glitches, weren't 'horrendous'