

PROJECT 03

NOTE TAKING

INTRODUCTION

OBJECTIVES

- Learn the value of conducting usability tests in your research
- Build your skills in this extremely important research technique
- Create a bank of insights that will be used during the next project, and all subsequent projects
- Use the materials to build your portfolio. Remember to photograph and document everything.

TASKS

- Take detailed notes on everything you feel is relevant to describing the current user experience: goals, behaviours, pain points, mental models and contextual information.
- Notes should be concise, detailed and memorable. The document should be easy to read, scannable and consider using hierarchy to highlight the key points.

DESKTOP

USABILITY TEST 01

SOPHIE

BACKGROUND INFORMATION

Note taker	Alessandro Boaretto
Screened websites	Air Lingus and Eurowings
Tester	Female - Home-maker - Dublin - Age: 40-50ish
Internet access	Broadband, via Ipad and Iphone (no laptop)
App installed	Aer Lingus, Ryanair, games, social networks and sports
Type of flyer/frequency	Travels for leisure (3 holidays+2 small breaks a year) Dubai, Lanzarote, Benidorm (x2) Liverpool
Aggregator websites	No
Last experience on booking flights	<p>Positively straightforward 14/06 Dublin - Liverpool (day trip) Booked for a group of 7</p> <p>Details were already populated in her App, as it was her 2nd trip over. Main concerns were price and time. She uses a travel companion to check both Ryan Air and Aer Lingus prices at the same time (physically next to each other).</p>

TASK 01

Book a flight from Cork to Faro (Portugal) Return
2 adults via AerLingus.com

Holiday period	Dates: Monday 28/10 - Friday 01/11
Flights	Saturday 26/10 - Saturday 02/11
Device/browser used	Mac, Chrome

■ Positive point

■ Pain point

1. SEARCH

Sophie access Aer Lingus website using google search, clicks on the Aer Lingus promoted link, although she finds that sometimes ads are deceiving.

2. HOMEPAGE

Once landed on the website she sets departure and language easily using the top bar (she doesn't pay attention to the adverts/promo).

Once done she gets stuck for a second as there is no destination field available at this stage.

3. PLAN AND BOOK

She then clicks on Plan and Book>Flights from the top menu. She recognises signifiers for single, return and promo code links from the booking widget.

She easily selects destination (using the prompted suggestions the website offers) and dates using the popup calendar view (not typing dates herself as she wants to make sure is the right day) and number of passengers.

She doesn't find the search flights straight away. She would have preferred a brighter colour (but she doesn't seem to be bothered too much).

4. FLIGHTS CALENDAR

Calendar view is clear to her, she appreciate having after and before dates available on the screen so she doesn't have to re-enter details if flights are unavailable.

Flight durations and prices are also appreciated, but she would like to see more flights available for the day.

5. FLIGHTS SELECTION

Not all the benefits for cabins are clear to her (Avios/Tier credits) although she appreciate the clarity. She selects the saver option as she won't need a big luggage (for example she can easily find toiletries at her destination).

She can't find where to proceed on booking the flights (she needs to click on the actual fare) but she really struggles and keep scrolling up and down, clicking on dates. Only when the interviewer points out that the total price is still zero, she is slowly able to proceed. (although she takes it quite lightly).

She is clear on what Price Lock Flights, and she finds the option useful.

OVERALL EXPERIENCE

Good, straight forward process. She liked the departure airport to be kept from previous screen. She would have liked to have the cabin option step (5) to be clearer. She would have like more clarity on the flight selection (select button).

TASK 02

Book a flight from London (any) to Barcelona (Spain) Return
2 adults via Eurowings.com

Holiday period	Dates: Monday 28/10 - Friday 01/11
Flights	Saturday 26/10 - Saturday 02/11
Device/browser used	Mac, Chrome

■ Positive point

■ Pain point

1. SEARCH

Sophie access Eurowings website using google search and clicks on the Eurowings promoted link.

2. HOMEPAGE

After a failed attempt (she clicks on the Discover tab first) she clicks on the Book tab and then Book flights).

3. PLAN AND BOOK

She doesn't like to have car rental options straight away on the screen.

She uses the hints on departure to select the flight (at this stage is not clear whether the hints are populated because of the IP address /location or not)

She clicks on search for flights before entering dates, it wasn't clear to her that she had to pick dates first.

This time she types the dates instead of using the calendar widget (she explains that it was due to the field being populated with date format hints) she doesn't seem to notice the calendar widget and it was following the interviewer's lead.

4.FLIGHTS CALENDAR

She is clear on flights times and prices also on the different return airports, although there is a stop over which she could not filter out during the booking (is there an option?).

She is clear on the different cabin differences (she is also clear that the Biz class is not available (greyed out).

5.FLIGHTS SELECTION

She is confused about whether of not the benefits are applicable for both passengers, and which ones are related to either departure or returning flight. She doesn't find information about the price for flexi (despite the signifier). She is also unclear on what Save flights means (but she doesn't click on the link to find out more.

She likes that the website tells that she selected a different London airport for the return flight. She likes that the website gives her a recap of the flights.

6.MORE SERVICES

She is clear of the options for luggages and seats. She likes that the website gives her a recap of the flights. The extra page seemed a bit redundant to her as the options could have been selected at an earlier stage (although she admits she didn't pay attention to it).

OVERALL EXPERIENCE

"Not too daunting" process. Fairly easy. She feels like previous knowledge is necessary for a better experience. Different airports could have been highlighted better in the choosing process (5). However, she was grateful for the popup message before confirming the flights. No other surprises or things she felt it was missing from the website.

DESKTOP

USABILITY TEST 02

LIAM

BACKGROUND INFORMATION

Note taker	Alessandro Boaretto
Screened websites	Air Lingus and Eurowings
Tester	Male - Fund Administrator - Raheen (Dublin) - Age: 30/35-ish
Internet access	Broadband, via Mobile phones, tablet, laptop
App installed	Google maps, Agoda, Skyscanner Fantasy football, Forsa, Sky Sports, Sky and Go, Booking.com He prefers Apps over websites for accessibility (booking while commuting for example)
Type of flyer/frequency	Travels for leisure (3/4 holidays a year) England, Lithuania, Bali, Asia in general
Aggregator websites	Yes, Skyscanner for the majority of the bookings
Last experience on booking flights	<p>Dublin - Manchester (preferred destination was Liverpool but flights were expensive - short haul). Main concerns were price and time.</p> <p>Also booked a flight over Xmas for January (for 2 adults + 1 infant), with destination Bali. Main concern was price as they were was flexible on dates. He discussed flights over whatsapp using screenshots.</p> <p>He used Skyscanner for price comparison. Quality of the carrier also played a part in the final decision</p>

TASK 01

Book a flight from Cork to Faro (Portugal) Return
2 adults via AerLingus.com

Holiday period	Dates: Monday 28/10 - Friday 01/11
Flights	Saturday 26/10 - Saturday 02/11
Device/browser used	Mac, Chrome

■ Positive point

■ Pain point

1. SEARCH

Liam access Aer Lingus website using google search and clicks on the Aer Lingus promoted link, as he would normally do.

2. HOMEPAGE

At a first glance his attention is focused on the promo/adverts.

In the process of selecting home country and preferred origin airport (top bar), he gets stuck as he's not sure what "Ireland (English)" means, his first thought is that would be the destination (language). He feels that this is an extra step that can be avoided.

3. PLAN AND BOOK

He notices more promo and offers (too many in his view) and he makes a point that if a user has already a destination in mind, wouldn't be interested in seeing other offers.

He is fairly clear of what the promo code links does. Although his first guess was that he would be prompted to more deals.

He easily enters the destination by start typing the city and clicks on the suggested destination. He uses the calendar widget to pick the dates, he does however pick a different date for return compared to the brief as he is unclear how many nights he's supposed to stay. Liam feels that adding a signifier on the total staying (6 or 7 nights) would be helpful.

4. FLIGHTS CALENDAR

He likes the view of the options available and also the facts that it shows before and after dates in addition to your selected date. He expected the flight details to show more info (e.g. plane model) than the ones are already visible on the main flight block.

5. FLIGHTS SELECTION

He is clear on the various options for the cabins, however he doesn't know what Avios is (he tries to click on the option but there is no link available). He expects more information available for all listed benefits (info icon as per other options).

He easily confirm flights by clicking on the prices.

For the Price Lock Flights option, he initially discard it as he does not see the value, but once he clicks on the info he wishes for the first item ("the fee will be offset against the total cost") to have been visible within the main block and then have the other info on a separate widget, also he realises only afterwards that the fee is per flight per person.

He experiences an issue while booking as the selected fare is no longer available, but the website doesn't tell him which flights is causing the issue. He tries to re-select the flights but the error keeps appearing.

OVERALL EXPERIENCE

The experience was average with a couple of hiccups on the initial menu (step 2) the error about the fare change, and the lack of additional information of the benefits for each cabin (step 5) also he felt that there were too many advert scattered around

TASK 02

Book a flight from London (any) to Barcelona (Spain) Return
2 adults via Eurowings.com

Holiday period	Dates: Monday 28/10 - Friday 01/11
Flights	Saturday 26/10 - Saturday 02/11
Device/browser used	Mac, Chrome

■ Positive point

■ Pain point

1. SEARCH

Liam access Eurowings website using google search and clicks on the Eurowings promoted link.

2. HOMEPAGE

He doesn't see the book link straight away. He doesn't seems to happy to see big promotions block. Under the book tab on the top menu he clicks on "low fare calendar" as he expects more deals based on flexible dates, but the link is broken.

Once back to the homepage he goes on the flight selection widget below the main advert block, which he feels to big (he has to scroll down to fully see it)

3. PLAN AND BOOK

He click on the departure field and selected the suggested option (London, any) and insert the destination by typing the name.

For dates he feels like typing them in directly rather than using the calendar widget (not user-friendly - too big and not directly below the date field).

The websites provides info about the length of stay (in Days) but Liam feels that having numbers of nights instead, would be clearer.

4.FLIGHTS CALENDAR

Liam feels that having only 2 days before and 2 days after his selected date of departure is not enough, considering:

1. There is still blank space on both side of the widget
2. The calendar in the previous screen was way bigger

5.FLIGHTS SELECTION

Liam is fairly clear on the information displayed, in terms of timing durations and number of stopovers, he would like to see a direct option as the flight is pretty short.

He reviews the amount of time he has to spent in the airport for a connecting flight, he is willing to spend £20 more to gain 15 minutes in the overall transfer. He likes the additional information available (our fares at a glance) for each cabin (comparative table accessible from the info icon on the cabin widgets).

He checks both Flexi and Save Your Price option. Once clicked on the second stage the website prompts him to a page in german.

OVERALL EXPERIENCE

Website looks a bit cheap (for lack of a better word) in his view. Very jumpy. He really didn't like the calendar. Having to fill a whole form in a different language page just to save the price for 72 hours is not worth it. He likes the Skyscanner functionality of showing peak prices/times in a monthly view.

MOBILE

USABILITY TEST 01

AISLING

BACKGROUND INFORMATION

Note taker	Alessandro Boaretto
Screened Apps	Air Lingus and Eurowings
Tester	Female - Full-time mum and carer - Citywest (Dublin) - Age: 35/40-ish
Internet access	Broadband, via (mostly) Mobile phones, laptop
App installed	Travel (Luas, Dublin Bus, Irish Ferries, Aer Lingus, Ryanair, Google maps), buying and selling (Amazon), food and drinks (Domino's) games
Type of flyer/frequency	Travels for leisure (once a year) France (by ferry), Amsterdam
Aggregator websites	No, she uses dedicated websites/Apps (Air Lingus, Ryanair) as she doesn't fly over to exotic or out of ordinary places, so she checks those websites and see if they have her destination available
Last experience on booking flights	<p>Dublin - Amsterdam (made a decision around oct/nov) She went for Ryanair as they had the cheapest options. She booked for herself, her husband and three kids. She shares the details verbally rather than whatsapp or emails</p> <p>Her main concerns were price and actual departure time (for the kids), she wouldn't mind going for a less cheaper option if that guarantees more comfort for a longer flight. She used Apps over website as it was more accessible and easier (no need to login on the App)</p>

TASK 01

Book a flight from Cork to Faro (Portugal) Return
2 adults via the AerLingus App

Holiday period	Dates: Monday 28/10 - Friday 01/11
Flights	Saturday 26/10 - Saturday 02/11
Device/browser used	Iphone

Positive point

Pain point

1. HOME SCREEN

On the home screen she click straight away on the book a flight button, at the bottom of the page (clearly labelled and visible)

3. PLAN AND BOOK

She easily understand that the App already set Faro as the return flight and she sees the need to change the departure from Dublin (default) to Cork.

She scrolls on the alphabetical list of destinations available rather than typing the city name (she could not give an explanation for her choice). Although Faro comes up as a recent search in her phone, she admits she would have scrolled again if not. She easily select number of passengers according to the brief and she clicks on the Choose Dates button.

On the screen she easily selects the dates, the App shows the staying in days (8) vs the brief (7 nights) but she makes the conversion easily.

4.FLIGHTS CALENDAR AND SELECTION

Aisling is clear that only one option is available for that day and she is clear on the flight time.

For cabins, she wanted to check what the differences are, she clicks on the actual blocks (inadvertently confirming the selection) rather than clicking on the button at the bottom which says: Compare fare benefits.

She expected to click on either Saver, Plus or Advantage and details of the benefits would show up, alternatively she would have liked to see main feature shown on the main screen where the prices for each cabin are.

Interviewer suggests her to click on the button. She feels that there is a lot of information to take in, and she admits she might not be bothered to go through all of them. For a checked bag, she consider selecting saver and then check how much the checked luggage would be.

She recognise that on the top screen the App shows the cheapest option available for a specific date. She is also clear that other dates have not flights available.

5.FLIGHTS CONFIRMATION AND RECAP

Aisling is clear on what the recap screen is showing her, details about both flights and total spending (for 2 people) despite the flights showing separate price for one person only.

She finds the Sharing recap option (whatsapp) is fairly useful, although she would normally just verbalise it with her husband. She wouldn't personally use the save search functionality.

OVERALL EXPERIENCE

The experience was straightforward, prices came up immediately. Easy process, not a lot of information needed to be put. She would have liked to have the cabin benefits more visible. In general no surprises there.

TASK 01

Book a flight from London (any) to Barcelona (Spain) Return
2 adults via the Eurowings App

Holiday period	Dates: Monday 28/10 - Friday 01/11
Flights	Saturday 26/10 - Saturday 02/11
Device/browser used	Iphone

■ Positive point

■ Pain point

1. HOME SCREEN

On the first screen (log in), interviewer guides Aisling to continue as a guest. She is interested in looking at Low fare calendar and subsequently on book flights (despite book flight being the first listed option and low fare being on the 3rd row of the second column). She has a fair idea of what the other options are (Rebook, add services, flight status)

2. FIND FLIGHTS

She clicks on the low fare calendar where LND Stansted and Cologne-Bonn are pre-selected (for September 2019). She modifies the inputs following the brief.

When in the process of selecting the return date, she doesn't find the block straightaway (she scrolls up and down a couple of times). Once the return date is chosen, the booking button is still greyed out (there was no indication of price for the return, only for the outbound flight). She assumes there is no flight available for that day.

Once she changed the departure airport (the App doesn't show London Any* as an option, only single airports), she gets options for Saturday the 2nd from LDN Heathrow.

The App displays the total fare per adult. Before booking she decides to go back to the main screen and use the Book flights option, once opened she is glad that her flight details (departure dates) are retrieved, but not the number of passengers.

3. FLIGHTS CALENDAR AND SELECTION

The App shows her price for the cheapest option (also the only one available) she understands that the return flight will land on a different airport. She is not clear on how to continue with her booking once the options are shown. She then realises that she had to select the actual flights to proceed.

She is pleased to see that the different cabin options list the benefits straightaway, seeing those she says it might influence her decision on choosing the cabin. She would like to see the price in her currency (Euro).

She is clear on what Flex option means. After checking the final price she believes there is no much difference from what she got by using the Low Fare Calendar.

4. FLIGHTS CONFIRMATION AND RECAP

On "step 2" booking process she is presented with options for luggages, seat and more. While selecting the seats, she realises that the flights have a stopover in Cologne which it wasn't displayed properly before. By seeing this she automatically wants to pull out (very misleading).

She continues with the task, and she selects seats (she likes that sometimes while booking she has the chance to select the same seat for both flights - time saver). The legroom seat on the screen were mistaken for "taken" seats on the screen as both text and seats share the same colour. She is clear on what the other options are.

OVERALL EXPERIENCE

First time she used this App. She felt it was fairly straightforward. She wasn't happy about the stopover not being properly highlighted (very unclear). She would have preferred the low fare calendar to be included in the book a flight option, so she won't have to go back and forth to check prices. She likes the comparison details on cabins. In general no surprises there.

MOBILE

USABILITY TEST 02

MICHAEL

BACKGROUND INFORMATION

Note taker	Alessandro Boaretto
Screened Apps	Air Lingus and Eurowings
Tester	Male - Hospitality Manager - Raheny (Dublin) - Age: 30-ish
Internet access	Broadband, via (mostly) Mobile phones, laptop
App installed	Dating Apps, Travel (Skyscanner, bus, trains, taxi, booking.com, Go There, Aer Lingus, Trip Advisor, Amazon, Kindle, Netflix)
Type of flyer/frequency	Travels for business (Dublin - London) and leisure (at least 3 times a year) Paris, Berlin, Reykjavik, Barcelona
Aggregator websites	Yes, sckyscanner most of the times
Last experience on booking flights	<p>For work (training course) He booked for 4 people - multiple bookings: Dublin - London (he was quite short on time so he booked via his phone) he went through skyscanner and found the cheapest option on Ryanair (outbound) and Aer Lingus (inbound), He initially booked for him and another colleague as sent the QR code for boarding passes to other two (Aer Lingus) as they were new joiners flying a day later.</p> <p>For business main concern is timing and then price. For personal travels as well (he would be haapy to pay a bit more if timings were more convenient).</p>

TASK 01

Book a flight from Cork to Faro (Portugal) Return
2 adults via the AerLingus App

Holiday period	Dates: Monday 28/10 - Friday 01/11
Flights	Saturday 26/10 - Saturday 02/11
Device/browser used	Iphone

Positive point

Pain point

1. HOME SCREEN

Michael access the App and his first thought is to login and then press the hamburger menu on the top to start booking (he didn't initially see the Book a Flight button at the bottom)

2. PLAN AND BOOK

He easily understands the initial booking screen. He decides to type in the departure instead of going through the list (saves him time). He select Faro from the recent searches list.

3. FIND FLIGHTS

He easily selects departure date from the calendar screen. He likes having the days of the week displayed on the top of the screen.

When it comes to select the return date however, he gets stuck for a moment as he would expect to be prompt to a new screen rather the selecting it from the same one.

Once done he understands that there is only one flight available.

Although he has previous knowledge of the App, he finds that the different cabin benefits are not immediately available to him. He'd like to have a bit of info underneath each block.

He clicks on the saver option to find out more details and inadvertently confirms the flight. He doesn't see the Compare fare Benefits button. He only notices that something as changed as dated and price are now different on the screen.

He also make a comment on the lack of "labels" for Outbound and inbound flights.

5. FLIGHTS CONFIRMATION AND RECAP

Michael understands the flight recaps info but he's still looking for what Saver means in terms of benefits and highlights the lack of labels for Outbound and Inbound flights.

He understand both Share and save search option (the latter is something he appreciates) without clicking on them.

He is however caution on saving/going through the same booking more than once as he suspects companies would monitor his activities and raise prices.

He doesn't seems to be bothered though that once he clicks on share, the search is automatically saved.

OVERALL EXPERIENCE

The experience was straightforward. Only issue was about the cabin benefits not labelled properly, bringing him to select a flight by mistake (he sees it at the very end of the exercise and asks why the button is not bigger given that there only one flight listed, so a lot of blank space available). Nothing in general that he particularly dislike. He liked the clean layout and the navigation. No general surprises overall.

TASK 01

Book a flight from London (any) to Barcelona (Spain) Return
2 adults via the Eurowings App

Holiday period	Dates: Monday 28/10 - Friday 01/11
Flights	Saturday 26/10 - Saturday 02/11
Device/browser used	Iphone

■ Positive point

■ Pain point

1. HOME SCREEN

On the first screen (log in), interviewer guides Michael to continue as a guest. He finds the first screen pretty cluttered. He notices that both main screen and hamburger menu share the same features/items.

2. FIND FLIGHTS

For the departure he type in the city (LDN Any) rather than scrolling through the list but he uses the list for Barcelona. He prefers the calendar view (UI) of Aer Lingus than this one. But he feels there is no issues on selecting dates.

He likes that Eurowings has labels for Outbound and Inbound flights. Michael easily selects number of passengers.

3. FLIGHTS CALENDAR AND SELECTION

On the screen he understand that there is only one option available but it doesn't understand why there is another option listed (greyed out) if not available. He recalls on the previous screen that all flights are by default set with a Basic cabin option.

He clicks on the outbound flight and goes through the other cabin options, which are well explained (although he felt teased when presented with a business class option greyed out that he cannot choose).

Once selected the smart cabin for the outbound flight he cannot proceed with the booking as the "Continue to step 2" button is greyed out. The screen shows both a signifier saying "Choose return flight" and another one saying "One way". However a return flight is listed on the screen. He clicks on One way and the system automatically cancels the return flight. He feels that the One way button is misleading. He would like to have a button saying see option for the cabins as is not clear that he has to click on the flight to get them. He understands what Flex option means

4. FLIGHTS CONFIRMATION AND RECAP

On "step 2" booking process Michael is presented with option such Luggage, seats. Once he clicks on the seats (he likes to choose them) he realises there is a stopover which wasn't properly communicated during the booking. He is willing to cancel the booking and try a different carrier.

When trying to go back to previous steps he makes a comment on the App being quite slow on loading data (he is on a Wi-Fi).

He goes back to the flights recap and there is no clear indication that the flights includes a stopover and how long the stop will be.

OVERALL EXPERIENCE

Micheal was really confused on whether or not the flight was direct as there was no information that he could see regarding a stopover. If he hadn't wanted to choose seats right at the booking he wouldn't have known about it. He liked how the App showed the differences between fares. But he feels one has to have previous knowledge with the App to know it. He didn't like that the App showed flights there were not available, same goes for unavailable cabins. He didn't particularly liked the colours and how busy the first screen is. He wants the stopover to me more clearly communicated (also where the stop would be).