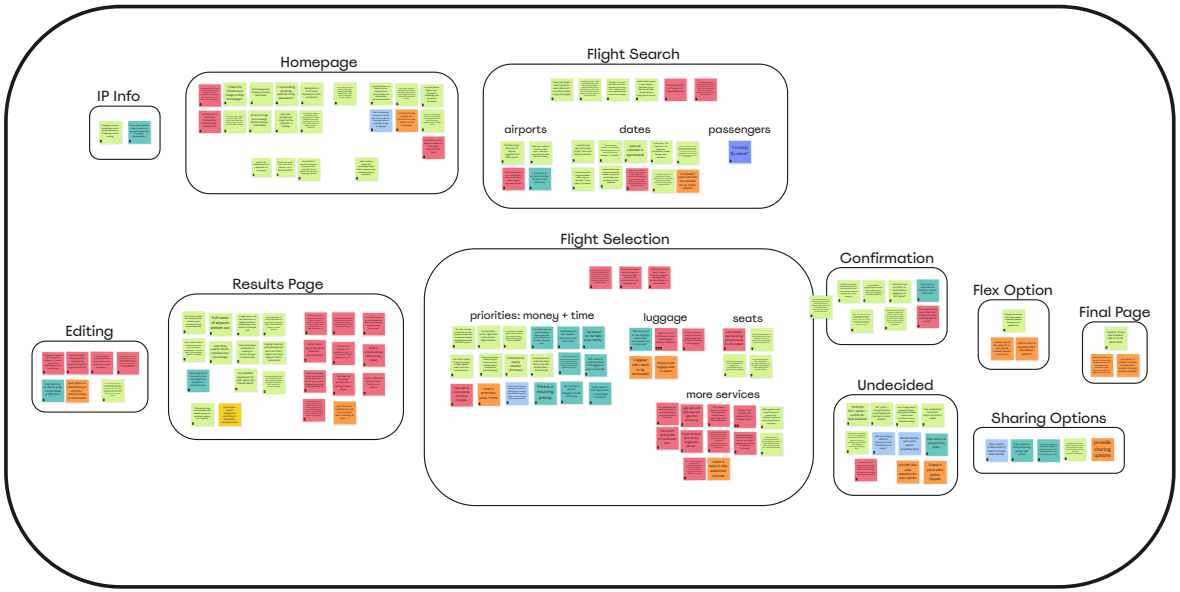
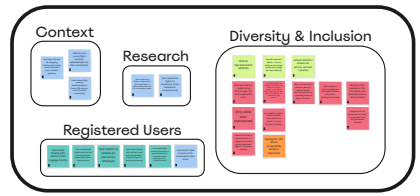
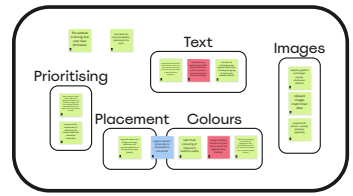
Flight Booking Process



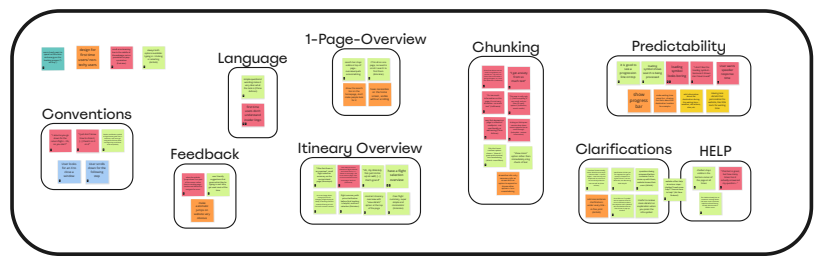
User



Visual Design



Perceivability



Fiona Hübner - UXDI Project 5: Affinity Diagram

- Positive Interactions
- Pain Points
- Conclusions
- Ideas

- Context
- Mental Models/Behaviours
- Goals

S Online **S**urvey Results
T Usability **T**est Notes
B Competitive **B**enchmarking

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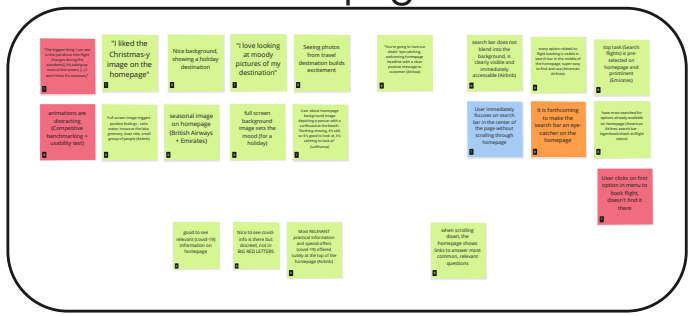
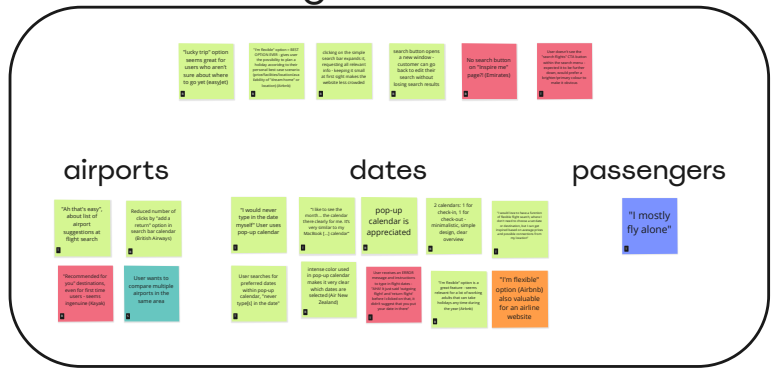
Flight Booking Process

IP Info

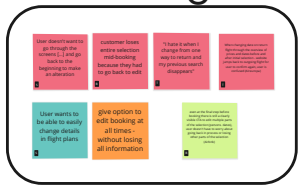
Homepage



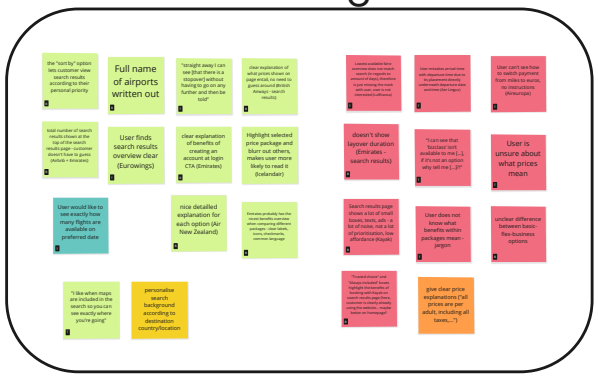
Flight Search



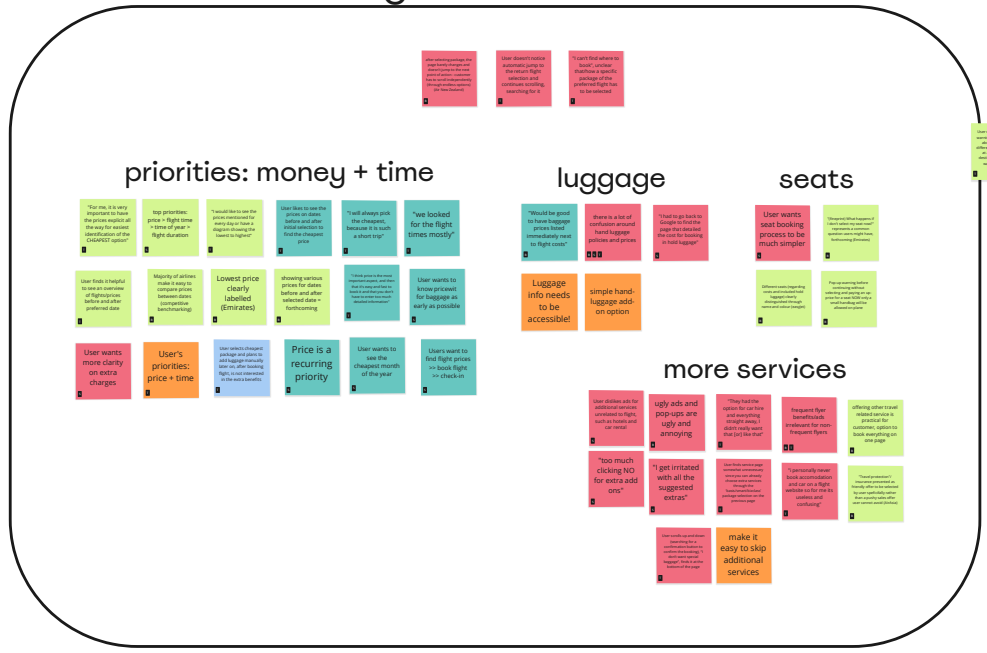
Editing



Results Page



Flight Selection



e

search bar does not blend into the background, is clearly visible and immediately accessible (Airbnb)

many options related to search bar are visible at the middle of the homepage, super easy to find and use (American Airlines)

top task (Search flights) is pre-selected on homepage and prominent (Emirates)

User immediately focuses on search bar in the center of the page without scrolling through homepage

It is forthcoming to make the search bar an eye-catcher on the homepage

have more searched for options already available in dropdown menu (Emirates, Kayak) (from a high-fliers/frequent flyers/business travelers)

User clicks on first option in menu to book flight, doesn't find it there

when scrolling down, the homepage shows links to answer most common, relevant questions

Flight Search

"lucky trip" option seems great for users who aren't sure about where to go yet (easyjet)

"I'm flexible" option – BEST OPTION EVER - gives user the possibility to plan a holiday according to their preferences (destination, price/flexible/discount/every holiday of "dream home" or "bruchsal") (Airbnb)

clicking on the simple search bar expands it, requesting all relevant info at once, but looks at first sight makes the website less crowded

search button opens a new window - customer can go back to editing search without losing search results

No search button on "inspire me" page!? (Emirates)

User doesn't see the search button, but the icon which the search button is supposed to be further down, would prefer a button prominently visual to make it obvious

airports

"Ah that's easy", about list of airport suggestions at flight search

Reduced number of clicks by "add a return" option in search bar calendar (British Airways)

"Recommended for you" destinations, even for first time users - seems ingenuine (Kayak)

User wants to compare multiple airports in the same area

dates

"I would never type in the date myself" User uses pop-up calendar

"I like to see the month... the calendar there clearly for me. It's very similar to my Macbook (...) calendar"

pop-up calendar is appreciated

2 calendars: 1 for check-in, 1 for check-out - minimalistic, simple design, clear overview

"I would more have a function of flexible flight search, where I don't need to choose a set date but can choose a range (e.g. my original location on vacay) & prices and possible companions from my location"

User searches for preferred dates within pop-up calendar, "never type(in) in the date"

intense color used in pop-up calendar makes it very clear which dates are selected (Air New Zealand)

User receives an ERROR message and instructions. In type in flight dates - "Sorry, it just said 'outgoing date' and I'm like, I don't know! I clicked on that, it didn't suggest that you put your date in there"

"I'm flexible" option is a great feature - seems relevant for a lot of searching adults that can take holidays any time during the year (Airbnb)

"I'm flexible" option (Airbnb) also valuable for an airline website

passengers

"I mostly fly alone"

Flight Selection

After selecting package, the page barely changes and it doesn't jump to the next point of action - customer has to scroll independently to find the next step (Air New Zealand)

User doesn't notice automatic jump to next page after flight selection and continues scrolling, searching for it

"I can't find where to book", unclear that specific, specific package of the preferred flight has to be selected

priorities: money + time

"For me, it is very important to have the prices explicit all the way for easiest identification of the CHEAPEST option"

top priorities: price + flight time + time of year > flight duration

"I would like to see the prices mentioned for every day or have a diagram showing the lowest to highest"

User likes to see the prices on dates before and after initial selection to find the cheapest price

"I will always pick the cheapest, because it is such a short trip"

"we looked for the flight times mostly"

User finds it helpful to see an overview of flights/prices before and after preferred date

Majority of airlines make it easy to compare prices between dates (competitive benchmarking)

Lowest price clearly labelled (Emirates)

showing various prices for dates before and after selected date - forthcoming

"I think prices the most important thing, and I don't care that it's crazy and that I'm back-it and that you don't have to enter too much another information"

User wants to know pricewatch for baggage as early as possible

User wants more clarity on extra charges

User's priorities: price + time

User selects cheapest package and plans to add luggage manually later on, after booking flight, is not interested in the extra benefits

Price is a recurring priority

User wants to see the cheapest month of the year

Users want to find flight prices >> book flight >> check-in

luggage

"Would be good to have baggage prices listed immediately next to flight costs"

there is a lot of confusion around hand-luggage policies and prices

"I had to go back to Google to find the page that detailed the cost for booking in hold luggage"

Luggage info needs to be accessible!

simple hand-luggage add-on option

seats

User wants seat booking process to be much simpler

"(Frequent) What happens if I don't like the seat? Seems representative a common question users might have, forthcoming (Emirates)

(Different seats (regarding costs and included/sold separately) are distinguished through name and colour (easyjet)

Pop-up warning before continuing without selecting and paying an up-price for a seat (UX only a small handbag will be allowed on plane)

more services

User dislikes ads for additional services unrelated to flights such as hotels and car rental

ugly ads and pop-ups are ugly and annoying

"They had the option for car hire and everything, I'm also always annoyed by the search that [us] like that"

frequent flyer benefits/ads irrelevant for non-frequent flyers

offering other travel related service is practical for customer, option to book everything on one page

"too much clicking NO for extra add ons"

"I get irritated with all the suggested extras"

User finds various page elements unnecessary - I love you can already choose seat preferences in booking flow, "Customer Service" - Customer package selection on the previous page

"I personally never buy travel insurance and can on a flight website so for me its useless and confusing"

"Travel protection?" Insurance presented as friendly offer to be selected - seems unnecessary, but from a quality sales offer user cannot avoid (Airbnb)

User scrolls up and down (searching for a button/instruction to confirm the booking) "I don't seem special "baggage" info is not the question in the page

make it easy to skip additional services

Confirmation

User was grateful for the warning (pop-up window) that appeared for different airports to arrive at and depart from destination, assumed it was the same one

"Possible to continue without registration (the same and e-mail, and complete details at a later point in time (easyjet)

many different payment options (with clear explanations) - catering to all types of customers (Airbnb)

"Here you have the option to book without logging in, so that's good"

User wants to book without having to register with airline

"Login and continue: Continue as guest" option available if non-frigtamerican flight (Air New Zealand) - Kayak: the "login" only as a tool/ease in the top corner of the page (American Airlines)

"Sometimes they want your passport number and nationality. Seems like a pre-owned mention page is that information, so here it's just my name and an extra question (UX - Lufthansa)

"If you want me to book a flight, put a clear and visible CONTINUE/BOOK button"

Undecided

"hold this fare" option = useful! (Air New Zealand)

"like" option - saving favourite results/options to look back on later (Airbnb)

User is happy about booking changes being free of charge - noted under benefits for every available package

User understands "Lock Price" option and finds it useful

"ETA) Reserve = (frequent) pricewatch has changed yet? Seems useful, if booking in advance, no need to wonder/stress about what "now" (during pre-reservation) (Dr. might mean)

User can imagine different scenarios to use "save/lock price option"

Would use the save price option (Usability test)

User wants to save journey plans

"Create price alert" pop-up window when clicking on search icon. Before exit: showing any results, unexpected and probably unwanted

provide like/save selection for later option

Create a price alert option (Kayak)

Flex Option

change/cancellation info clearly shown - especially relevant during current global crisis

include a (paint) flex option if not automatically available (flexible cancellation)

inform user of available flex/cancellation options

Final Page

"explore" shows nice locations and to do's at destination

Airlines primarily sell a service, but they could market it as more of a "holiday provider" - Kayak: links to touristic possibilities, sights, restaurants, etc.

give option to "explore" activities at destination location (through partner websites)

Sharing Options

User shares screenshots of search results with friends

User wants to share boarding passes with others

"It would be nice to be able to share flights or different stages of the booking process with a friend/my partner easily"

Option to share search results with others made it easier to plan group trips - Kayak: Sharing an up-to-date version of a bar/cover/notes/results

provide sharing options

User

Context

- Last trips: City trip for shopping, holiday with friends, work travel (city trip), romantic getaway
- >50% of users access flight booking websites/apps via their smartphone
- Users access flight booking websites/apps at home, 33% at work, and 21% while commuting

Research

- After researching flights on Skyscanner, user books flight on airline website because it's the cheapest option
- User researches flights on Skyscanner airline websites to compare prices

Registered Users

- User books directly with airline to add luggage directly
- User would book directly with airline for convenience - saved information - faster process
- User wants to receive an invoice for employer
- User books directly with airline to use saved up airmiles - frequent flyer for business purposes
- User books flights through airline app, as personal details are saved - convenient - booking "easy" - "straightforward"
- user would make an account for convenience (save time)

Diversity & Inclusion

- diverse representation (Airbnb)
- "special requests" option = clearly visible on passenger details entry page (Air New Zealand)
- default selection shows one person, not two = positive
- American Airlines = really boring. Photos were not diverse (all white men).
- Accessibility options are important and make a big difference, not very obvious - not visible on main page, only hidden and under "more options" or "more filters" page (Airbnb)
- Why is the standard selection always 2 adults? People flyTravel alone a lot - especially frequent flyers / for work
- Red and green: colour blindness is not accessible to those with colour blindness (Emirates)
- Business class package as the first option was weird (we have a class problem)
- Only white men represented
- accessibility / special needs could be more obvious in search or 'more services' selection
- images from the plane were focused on business class, only (American Airlines)
- need more diverse representation on images (only white men on business flights? - American airlines)
- seeing the info about accessibility easily is important

Visual Design

- The website is boring, but very clear (Emirates)
- User likes the colourful website - pleasing to the eyes

Prioritising

- When clicking the "More filters" option, the background darkens and the page feels much more complete than the other filter options. Also helps to focus on selection (Airbnb)
- Lower priority functionality is subtle but still clearly visible and accessible (Icelandair)

Text

- Air New Zealand had some very long sentences, but it was very clear and the colours of the text made it clear which were important
- Text looks very basic; boring. While direct and to-the-point, I'd prefer a more exciting font (Chinese Airways)
- Fat title and matching image represent what user is looking for/going to find on this website (Airbnb)

Images

- website, graphics and images overlap, continuous (Airbnb)
- relevant images match their titles
- beautiful HD photos = visually pleasing/ appealing

Placement

- Logo and menu on the background stages rather than on a monochromatic bar at the top of the screen (Airbnb)
- expect colours/ proximity to show what is connected

Colours

- User finds colouring of important buttons useful
- barely noticable "continue" button at the end of the page (Air New Zealand)
- Text fields and progress bar sections are highlighted in with coloured frame when in use - creates ease where user is (Chinese Airways)

Perceivability

- users clearly want to spend as little time and energy on the booking process ("I am lazy")
- design for first time users/ non-techy users
- small error/warning box in the middle of the webpage, not as prominent as pop-up window (Emirates)
- always both options available: typing in / clicking or selecting (Airbnb)

Conventions

- "I assume you get down for the return flight... OR, no you don't"
- "I just don't know how to close it, [...] there's no X on it"
- familiar notification symbol at high-fashion grabs user's attention, now users get immediately a sense of a page this could have received (Airbnb)
- User looks for an X to close a window
- User scrolls down for the following step

Language

- simple questions/ wording make it very clear what the task is (China Airlines)
- first time users don't understand insider lingo

1-Page-Overview

- search bar stays visible at top of page = overview/quick access/editing
- CTAs all on one page, no need to scroll / search to find them (Emirates)
- show the search bar on the homepage, don't make people look for it
- have necessities on the home screen, visible without scrolling

Feedback

- when the website "brings down" to a part of the screen rather than a new page, it feels cooler and difficulties navigate for users
- user friendly suggestions that guess what they're typing in real time, get used most of the time
- make automatic jumps on website very obvious

Itineary Overview

- "I like that there is an overview", small flight selection summary on the - contact detail page (Aircanada)
- User wants to see an overview of flight selection and cancel/find it, it is "annoying" to have to go to more services page - "I do to see an overview on the same page book or" (Lufthansa)
- "oh, my itineary has just come up as well, [...] that's grand"
- have a flight selection overview
- User was happy about seeing the cues for changing a flight displayed on the page, it saves time instead of having to look for local customer services.
- flight summary with price clarification before final booking is helpful, confirms selection (Emirates)
- constant itineary overview with "view details" option at the top of the page
- Clear flight summary, super simple and minimalistic (Emirates)

Chunking

- A lot of text about services, "Lounge access, meals, snacks, etc. This is how I know more or less what is going to happen, so I don't be anxious mid" (Lufthansa)
- "I get anxiety from so much text"
- "It's too much information on this page, it's not very attractive - so much text" (Lufthansa)
- "This page is really ugly, [...] here everything is very small and you have 10 many options" (Lufthansa), search is missing
- very first extension of page is a block of small/grey - text overfloodly or welcoming (China Airlines)
- clicking on field opens - maximum drop-down menu customer has to scroll through (Icelandair - contact information)
- Only the 4 most common options shown + "Show all." - great quick overview, not overwhelming (Airbnb - more filters)
- "show more" option rather than immediately a big chunk of text
- streamline info: only necessary info on screen with an option to expand or choose other options = less overwhelming

Predictability

- it is good to see a progression line on top
- loading symbol shows search is being processed
- loading symbol looks boring
- "I don't like the loading symbol, because it shows me I have to wait"
- User wants speedier response time
- show progress bar
- make waiting time more fun - sharing fun facts about the destination location for example
- add information about the destination during the waiting time - weather, attractions, sites, etc
- Having nice details that personalise the website, like little texts for waiting time

Clarifications

- "Continue" button actually states what the next step is - "Reserve a seat" / "search flights" - User has only one option, so it is very clear. Also user was clearly what the next one will be (China Airlines)
- specification of what you are supposed to type in exactly (in Bangerlo is a place, not a country, city, downtown, not abbreviating airlin helpful)
- questions being answered before customer has to come up with them, website knows their users (Airbnb)
- add one sentence clarifications under every title - in fine print (Airbnb)
- User clicks on "?" symbol next to dropown items for more information about the dropown and is pleased with the information. Also allows elements to pop up - window
- Useful to receive more details/ an explanation when you press the info-symbol

HELP

- website offers help at various steps - chatbot "need some help?" / we are here to help" (Air New Zealand)
- chatbot stays visible in the bottom corner of the page at all times
- "Chat-bot is great, but how many times has it actually answered my question..."
- The chatbot already has an exclamation message above it, which looks friendly, helpful and forthcoming, friendly little bot with a familiar name