

Usability Test Script 14/08/2021

Introduction

Welcome

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

What we're doing today

- For our study program my peers and me are conducting some customer research for the design of a new airline website.
- We are trying to identify issues that could be fixed to make the website easier to use.
- To do that we are talking to people like you, and based on your feedback we are hoping to pinpoint areas for improvement.
- I will be asking you questions and talking you through the tests
- During the test I will need you to share your screen with me in order for me to understand what is happening. Additionally, your webcam and microphone will record you. I will save a recording of the session for note-taking purposes but the footage will not be seen by anyone except me and my professor at the UX Design Institute.
- The session is divided into two parts:
 - First, I will ask you some questions about your experience booking flights in general
 - Then, I will ask you to perform a few tasks on airline websites and ask you some questions as you go

A few things to keep in mind

- There are a few things to keep in mind that will help the tests run smoother...
- First, this session is called a usability test. But it's important to know that **we are not testing you, we are testing the website**. There are no right or wrong answers and there are no trick questions. If you do come across problems, please understand that it's not your fault, it's the software's fault. And in fact, the more problems you find, the better we can fix them.
- Second, please **be as candid as possible**. If you don't like something, or think it's just plain silly, please say so. You won't hurt my feelings - I haven't been involved in the design of any of these screens.
- Third, as you navigate around the website, whatever is going through your head, **please verbalise it**. So, for example, if you're about to click on a button, say "I'm going to click here because I think it's going to take me to the next page". Or "I'm looking around the screen for the price". Basically, I want you to think aloud; it helps me write better notes. Also, if you could approach things slightly slower than you normally would, that would be really helpful. I'll remind you to think aloud and to slow down throughout the session.
- Finally, 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?

Background Interview

Before we start using the website, I'd just like to ask you some simple background questions, if that's okay?

Personal questions

- Occupation
- Where do you live?
- How do you access the internet?
 - *Home? Work? Phone?*
 - Do you own a laptop or desktop?
 - 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 websites? *Ryanair?*
 - Aggregator websites? *Expedia? Skyscanner?*
 - Which type of website do you prefer? Why?
- Describe the last time you booked a flight online.
 - What was the scenario?
 - Where were you travelling to?
 - When did you make the decision to travel?
- What was most important when booking that flight?
 - *The right dates, the right times or the right price?*
 - Try to describe 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?
 - 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, by phone, by email?*
 - What specific information did you share and discuss? *Times, dates, prices?*
 - How did you share this information? *Screenshots, emails, phone calls?*

Tasks

Task 1: Flight and date selection (AirEuropa)

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

- You live in Madrid. You're planning a fun city trip with a friend
- You think Amsterdam in The Netherlands could be the place for you
- You'd like to travel toward the end of October
- Your first choice is to fly out on a Saturday

What we want you to do

- Visit aireuropa.com
- Book a flight from Madrid - Amsterdam
- Depart on a Saturday toward the end of October
- Return three days later
- 3 nights / 2 people
- Please show me what you would do

Homepage

- What do you see on this page?
- What are you looking for?
- What will you do next?

Dropdowns

- What are you looking for?
- What do you see?
- What do each of the options mean?
- What do you expect to see if you select each option?
- What will you do next? Why?

Date picker

- Why did you select date dropdown / why did you select the calendar?
- What does the other icon/option mean?

Other options

- What does promo code mean? Click on it
- What will you do?
- What do you expect to happen?

Results page

- What do you see on this page?
- What do the messages mean?
- What do the arrows mean?
- What does Economy mean?
- What do the different fares mean?
- What will you do next?

Conclusion

- Overall, what did you think of that experience?
- Was there anything you particularly liked or disliked about that process?
- Was there anything you expected to see but did not?
- Was there anything you were surprised to see?

Task 2: Flight and date selection (Lufthansa)

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

- You live in Munich. You're planning a fun city trip with a friend
- You think Amsterdam in The Netherlands could be the place for you
- You'd like to travel toward the end of October
- Your first choice is to fly out on a Saturday

What we want you to do

- Visit lufthansa.com
- Book a flight from Munich - Amsterdam
- Depart on a Saturday toward the end of October
- Return three days later
- 3 nights / 2 people
- Please show me what you would do

Homepage

- What do you see on this page?
- What are you looking for?
- What will you do next?

Dropdowns

- What are you looking for?
- What do you see?
- What do each of the options mean?
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Conclusion

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- Was there anything you expected to see but did not?
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That brings us to the end of the test, thank you so much for your time! Do you have any final questions or comments?