

# UX TEST

## FLIGHT SEARCH & SELECTION PROCESS AER LINGUS - EUROWINGS

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# PARTICIPANTS

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## BACKGROUND INFORMATION

### Participant #1

- Homemaker
- Mainly uses phone and tablet
- Broadband
- Apps: social media, games, sports, travel
- Travel apps: Ryanair, Aer Lingus
- Frequent flyer (4x this year)
- Books flights via apps, as personal details are saved in the apps this makes booking “easy”, “straightforward”

Real Life Example - Daytrip with a group of seven people

- Researched together with one other person on the Ryanair app and the Aer Lingus app simultaneously
- Selected flights based on #1 price and #2 time
- Booked with the airline that provided the best option via their app

### Participant #2

- Works in administration
- Mainly uses laptop (MacBook) and phone (iPhone)
- Broadband, Wi-Fi
- Apps: general messaging apps, social media apps, and health apps
- Travel apps: Skyscanner, Ryanair, and The Wallet (mobile boarding passes), used to have Air Lingus app as well
- Frequent flyer (3x this year, 1x per month before COVID-19 pandemic)
- Books flights preferably via desktop, researches flights via Skyscanner and then checks on direct websites to compare prices

Real Life Example - Holiday together with one other person, meet at destination

- Researched flights on Skyscanner
- Shared screenshots of search results with travel companion through WhatsApp
- Selected flights based on #1 dates and #2 good connections
- Booked flights directly with airline – because it was the cheapest option

# UX TEST 1.A

PARTICIPANT 1 - AER LINGUS

Book a return trip from Cork to Faro, Portugal; fly during a school holiday which is from Monday, October 28 until Friday, November 1; preferably fly out on Saturday, October 26; 1 week; 2 people.

## Homepage

- Immediately focuses on search bar
- Confirms that correct departure country is already selected, continues to search for nearest airport - Cork
- Investigates search bar thoroughly, reads out loud all boxes and finally clicks on 'confirm'

*New webpage opens, showing a photograph with an ad for flights to America*

- Immediately starts reading the main menu above ad, hovers across titles and sub-menus and selects 'plan and book' >> 'book' >> 'flights'

*New webpage opens, showing another search bar with more details*

## Search

- Selects Faro as destination
- Clicks on the 'dates' field

*Pop-up calendar opens below field*

- Searches for the preferred dates within the pop up calendar instead of typing a date into the foreseen field "to make sure it's actually the right day", "[they] never type in the date"
- Clicks on '1 Passenger' field

*Drop-down menu opens, showing four possible groups of passengers: 'adults', 'young adults', 'children', and 'infants'*

- Selects Adults +1, and clicks on the screen next to the drop-down menu

*Drop-down menu closes, the field now shows '2 Passengers'*

- Doesn't immediately see the blue 'search flights' button within the search menu, starts scrolling, states they would expect the button to be further down the page, and that a brighter/primary color such as red or yellow would stand out more

## Search Results

- States that it is helpful to see an overview of the flights/prices on days before and after their preferred date, in case it was not available they would not have to go back and check each date manually
- States that they would like to see clearly whether more flights will be available on the preferred day - and also if not, in this case for example "1 flight daily"
- States that they are happy with the information that is available however à preferred date, times and price, return option

# UX TEST 1.A

PARTICIPANT 1 - AER LINGUS

Book a return trip from Cork to Faro, Portugal; fly during a school holiday which is from Monday, October 28 until Friday, November 1; preferably fly out on Saturday, October 26; 1 week; 2 people.

## Flight Selection

- Clicks on dark green button with the flight price (to select flight)

*Pop-up menu opens, showing three possible packages: 'saver', 'plus', and 'advantage'*

- "This is where they get you"
- **Unable to explain what benefits mentioned under 'saver' option mean**
- **Understands that the 'plus' and 'advantage' packages bring about more benefits**
- States that 'saver' is the preferred package due to price à Explanation: Would rather spend a little bit of money extra on new toiletries on holiday than 60EUR to bring a bigger suitcase, if it was a business trip covered by the employer they would consider the most expensive package
- Eventually states that it is clear what the differences between packages are... (!?)
- Keeps searching and scrolling and clicking around aimlessly, **"I can't find where to book"**, Unclear that one of the packages has to be selected, **"it didn't say CHOOSE"**
- Finally clicks on the flight price and then on the 'saver' package price

*Selection closes package options and locks in chosen flight and price*

- Runs into the same problem for the return flight "How did I do that?"
- Selects return flight through the same trial-and-error guessing procedure
- **Understands and explains 'Lock Price' option correctly without reading the written explanation and states that the option seems useful**

## Verbal Feedback



### Positive Interactions

- Choice of departure airport selected on the homepage was transferred to the following search process automatically



### Points for Improvement

- A more noticeable 'search flight' button
- Clear instructions at flight selection

# UX TEST 1.B

## PARTICIPANT 1 - EUROWINGS

Book a return trip from London (any airport) to Barcelona, Spain; fly during a school holiday which is from Monday, October 28 until Friday, November 1; preferably fly on Saturday, October 26; 1 week; 2 people.

### Homepage

- **Guesses that booking a flight will be possible under the very first tab in the main menu 'discover'** (right next to 'book'), quickly realizes that is not the case and moves on to 'book' >> 'book flights'
- **"They had the option for car hire and everything straight away, I didn't really want that [or] like that"**

*New webpage opens, showing big title 'flight search' and simple search bar*

### Search

- Clicks on 'departure airport' field

*Pop-up menu opens, showing 16 UK airport options*

- States they will try the 'London (All Airports)' option instead of one the specific ones, "I'm assuming that's just going to give me the London airports, that's the one I want, [...] I want to fly out of London", "I will try the first one and see if that's it because it has 'all airports' on it"
- Clicks on 'London (All Airports)', "and it's telling me straight away [that] it's London, all airports" - **selection lead to expected outcome**

*Pop-up menu closes, the selected airport(s) and a green check mark appears within 'departure airport' field and the 'destination airport' field is automatically activated*

- Clicks on 'destination airport' field (despite automatic activation) and types in Barcelona without checking the pop-up menu
- **Clicks on 'search for flight' - ERROR**

*Outgoing flight and return flight fields are now marked in red with instructions: 'Enter a valid date in the format DD/MM/YY'*

- Clicks on 'outgoing flight' field

*Pop-up calendar opens below search bar*

- **"AHA! It just said 'outgoing flight' and 'return flight' before I clicked on that, it didn't suggest that you put your date in there,** there [were] no little markings on it that would prompt [...] you to say you need to put your date in"
- Types in the dates (instead of using the pop-up calendar), "just because it was there, I was following the lead on it", following the instructions 'Enter a valid date in the format DD/MM/YY'
- Moves on to next field, "There's little people here [...] so I reckon I want to click on that"

*Pop-up menu opens below search bar, showing three possible groups of passengers: 'adults', 'children', and 'infants'*

- Selects 2 adults
- Clicks 'search for flight'

*New webpage opens, showing search bar including selected options and search results below*

# UX TEST 1.B

## PARTICIPANT 1 - EUROWINGS

Book a return trip from London (any airport) to Barcelona, Spain; fly during a school holiday which is from Monday, October 28 until Friday, November 1; preferably fly on Saturday, October 26; 1 week; 2 people.

### Search Results

- States that there are two flights available on preferred date, but with stopover, “Aha” “no, it’s too short [...] for a stop-over”, “but **straight away I can see [that there is a stopover] without having to go on any further and then be told**”
- States that the price is shown for each flight

### Flight Selection

- Chooses cheaper flight – “I would obviously go for...”, “not much difference in time”
- Clicks on dark purple button with the flight price (to select flight)

*Pop-up menu opens, showing three possible packages: ‘basic’, ‘smart’, and ‘bizclass’*

- **Guesses that the difference between the packages** has to do with “hand luggage, [...] whatever you’re allowed to bring with you”
- **Unsure about what prices mean** (price of a one-way flight/the total, cost for one person/two people), “I will have to click on it now and just go on and see what’s happening”
- Clicks on circle next to the ‘basic’ package price

*Webpage automatically jumps to return flight selection with the (only?!) flight already selected and the pop-up menu already open*

- **Doesn’t notice the jump**, continues scrolling (looking for the return flight selection)
- Starts reading about the flex options, “**it doesn’t tell you how much it is though**”
- Scrolls back up, takes a few minutes to read and then understands that this is the return flight selection
- Clicks on circle next to the ‘basic’ package price

*Selection closes package options and locks in chosen flight and price*

- Reads through options below selected flights, “**From 2 save your price, I don’t know what that is...** continue to service selection”
- Clicks on ‘continue to service selection’

*Pop-up window opens, stating that the departure airport differs from the arrival airport*

- “**Oooh, now see, I didn’t check that**” – **likes this warning, understands it clearly**, “and if I’m happy [...] I can go on to step 2”
- Clicks on ‘continue to step 2’ within pop-up window, “**so let’s see what step 2 is**”

*New webpage opens, showing ‘more services’ and a summary of the selected flights*

- “More services”, explains the different options shown, is not interested, “I don’t want that”
- Moves on to looking at the other half of the webpage and sees the flight summary, “**oh, my itinerary has just come up as well, [...] that’s grand**”
- **Scrolls red and down (searching for a confirmation button to confirm the booking)**, “I don’t want special baggage”, finds it at the bottom of the page
- States service page seems somewhat unnecessary since you can already choose extra services through the ‘basis/smart/bizclass’ package selection on the previous page, and all of their needs were already met

# UX TEST 1.B

PARTICIPANT 1 - EUROWINGS

Book a return trip from London (any airport) to Barcelona, Spain; fly during a school holiday which is from Monday, October 28 until Friday, November 1; preferably fly on Saturday, October 26; 1 week; 2 people.

## Verbal Feedback - "it was fairly easy... probably would have been easier if I had known this website"



### Positive Interactions

- The calendar was shown while they typed in the dates (to confirm selection)
- The warning about selecting different airports



### Points for Improvement

- Difference between airports could have been announced earlier

# UX TEST 2.A

## PARTICIPANT 2 - AER LINGUS

Book a return trip from Cork to Faro, Portugal; fly during a school holiday which is from Monday, October 26 until Friday, October 30; preferably fly out on Saturday, October 24; 1 week; 2 people.

### Homepage

Pop-up window appears, asking about user's home country, preferred origin airport, and language

- Enters requested information

Homepage reloads

- "The biggest thing I can see is this [ad about free flight changes during the pandemic], it's taking up most of the screen, [...] I don't think it's necessary"
- Scrolls down in expectation of finding the search bar - finds search bar .

### Search

- Sees that Cork is already automatically selected as departure airport
- Clicks on 'to: enter destination' field

Drop-down menu opens, showing airport options depending on text typed in by user

- "I'm going to put Faro in and am hoping it will come up", types in Faro and selects 'Faro Algarve (FAO), Portugal' option in the drop-down menu
- Moves on to 'departure date' field and clicks on it

Pop-up calendar opens

- Selects dates in calendar, "I like to see the month... the calendar there clearly for me. It's very similar to my MacBook [...] calendar"
- Clicks on '1 Passenger' field

Drop-down menu opens, showing four possible groups of passengers: 'adults', 'young adults', 'children', and 'infants', and a big, blue 'apply' button

- Selects Adults +1, and clicks on 'apply'

Drop-down menu closes, the field now shows '2 Passengers'

- Clicks on 'search flights'

New webpage opens, showing a search/selection summary, a small version of the same ad from the Homepage, and the search results

### Search Results

- "It's a bit confusing actually", states that at first glance they thought the arrival time was the departure time because it is shown (in the middle of the screen) directly underneath the departure date - law of proximity (!)
- Suggests that the arrival time does not need to be included in this overview, "I don't care when I get there, [...] that's not necessarily as important at all as the departure time"
- Scrolls down to look at return flights also
- Sees that no better options are available than the dates already selected



# UX TEST 2.A

## PARTICIPANT 2 - AER LINGUS

Book a return trip from Cork to Faro, Portugal; fly during a school holiday which is from Monday, October 26 until Friday, October 30; preferably fly out on Saturday, October 24; 1 week; 2 people.

### Flight Selection

- Returns to outgoing flight and clicks on dark green button with price

*Pop-up menu opens, showing three possible packages: 'saver', 'plus', and 'advantage'*

- Starts off by **stating that the difference between the packages lies in "what [their] options are in relation to... whether or not [they] have baggage"**
- Continues to read out loud a few of the statements within the **descriptions and realizing that it is about more than baggage**, "and then giving me the higher option for more b... well, kind of the same baggage actually, but advanced seat selection [...], **it's giving me extra things that I generally purchase at the airport anyway**, like the fast track and [...] the lounge access"
- Moves on to 'saver', "I would probably book the saver and figure out [...] how much baggage I want to bring [...] and add the baggage in after I've done the main booking"
- Clicks on the 'saver' package price

*Selection closes package options and locks in chosen flight and price*

- **Hovers over outgoing flight information field and confirms "so that's that one done"**
- Moves on to return flight selection
- **-tates that they have the same false observation of perceiving the arrival time as the departure time due to placement**
- **Repeats selection process as for outgoing flight, "I'll do the same thing"**
- **Reads quickly, immediately understands and explains 'price lock flights' option**, does not find it useful personally, has never used it before, but suggests a few scenario's and users for which this may be useful
- Clicks on 'continue'

### Verbal Feedback - "very easy to book", "smooth user experience"

#### ♥ Positive Interactions

- Not too many pop-ups
- Easy to understand
- Easy to find what one is looking for



#### 💡 Points for Improvement

- Use user's IP address and already make assumptions about home country and language
- Make departure time more obvious (placement)
- Make homepage ad smaller
- Make baggage add-ons simple and straightforward



# UX TEST 2.B

## PARTICIPANT 2 - EUROWINGS

Book a return trip from London (any airport) to Barcelona, Spain; fly during a school holiday which is from Monday, October 26 until Friday, October 30; preferably fly out on Saturday, October 24; 1 week; 2 people.

### Homepage

- Immediately focuses on search bar

### Search

- Clicks on 'departure airport' field

Pop-up menu opens, showing national and international airports from A-Z

- "Already I'm seeing 'London (All Airports)' so I'm like – ah, that's easy!", selects London (All Airports)

The selected airport(s) and a green check mark appears within 'departure airport' field and the 'destination airport' field is automatically activated, pop-up menu now only shows international airports from A-Z

- Notices activation of 'destination airport' field and change in the pop-up menu, "I'm seeing it's very easy to find Barcelona, I don't need to type it in [...], I can just click and make my selection", selects Barcelona BCN, Spain

Pop-up menu closes, 'outgoing flight' field is automatically activated

- Notices activation of 'outgoing flight' field and clicks on it

Pop-up calendar opens, showing only month and year (not the full month with all days)

- Clicks on arrows to reach the preferred month

Pop-up calendar expands, now showing the monthly overviews

- "Aha! Ok! I see it opens a bigger window now, which is easier for me", seems relieved
- Understands coloring means no flights are available on preferred date, but on the days before and after
- Selects trip within calendar

The selected dates and a green check mark appears within calendar fields and the passenger field is automatically activated, pop-up menu opens below search bar, showing three possible groups of passengers: 'adults', 'children', and 'infants'

- Selects Adults +1 (instead of typing in), because of "laziness", "ok I don't have to use the keyboard"
- Clicks on 'search for flight'

New webpage opens, showing a progress bar and the search results – 1 flight and three possible packages: 'basic', 'smart', and 'bizclass'

### Search Results

- States that times and specific airports are clear
- Quickly sees that there is a stopover, however since it only states '1 Stop (5.30)' they click on the information symbol to know more about the stopover details

Pop-up window with detailed flight information opens

- "when it had the '5.30' on the first page I thought – ugh, is the layover [time] 5h30? Is my flight at 5.30? But it's clear on this that the total travel time is 5h30min as opposed to my layover", states that this window showed all the information they were looking for, "very clear", "I just don't know how to close it, [...] there's no X on it", clicks on the screen next to the pop-up window

Pop-up window closes

# UX TEST 2.B

## PARTICIPANT 2 - EUROWINGS

Book a return trip from London (any airport) to Barcelona, Spain; fly during a school holiday which is from Monday, October 26 until Friday, October 30; preferably fly out on Saturday, October 24; 1 week; 2 people.

### Flight Selection

- Scrolls down until packages and prices are fully visible, "I can see that 'bizclass' isn't available to me [...], if it's not an option why tell me [...]?"
- Reads and understands most of the differences between packages, but not all benefits (such as 'preferred seating')
- Questions the ambiguous announcement of 'we cannot guarantee that you will be able to take your item of hand luggage with you on board', "what does that mean to me [...]? Does that mean that it's taken off me? Does that mean that I need to think about securing it, like having a lock on it or something?", "if I bring hand luggage I want it with me", "it's only 8 kilo anyways"
- After thoroughly reflecting on the 'smart' benefits it seems clear that insurance of cabin carriage is part of that package's advantages over the 'basic' package
- Continues reading small-print: booking changes are free of charge "which is cool"
- Chooses 'smart' package, because it seems that with this package no further preparations have to be taken care of before arriving at the airport and cabin carriage is ensured
- Clicks on circle next to the 'smart' package price

Webpage automatically jumps to return flight selection with the (only?!) flight already selected and the pop-up menu already open and 'smart' package selected

- Notices jump, "and then this is my return flight so I'm guessing the same thing", confirms guess
- Agrees with automatic selection, clicks on 'smart' package window

Selection closes package options and locks in chosen flight and price

- Reads 'add flex option' explanation and understands the concept, clicks on information symbol to know more

Pop-up window with detailed flight information opens

- Scans through headlines and text, understands flex option, "it's good to know", "I would find that useful"
- States that they have no good experience with airmiles in Europe yet, so not interested in benefits related to this
- Doesn't know what the 'save your price' option means at first thought, then guesses meaning correctly (from previous experience with the Air Lingus 'lock your price' option)
- Selects Flex options for outgoing and return flight, notices total price change below, "then it gives me my total", and clicks on 'continue to selection'

# UX TEST 2.B

## PARTICIPANT 2 - EUROWINGS

Book a return trip from London (any airport) to Barcelona, Spain; fly during a school holiday which is from Monday, October 26 until Friday, October 30; preferably fly out on Saturday, October 24; 1 week; 2 people.

### Verbal Feedback - "much easier", "a better user experience", "smoother"



#### Positive Interactions

- Airport suggestions – save time
- Clear departure and arrival times
- Colorful website – pleasing to the eyes
- Pop-up calendar, easy to navigate



#### Points for Improvement

- Word 'save your price' option better
- Do not show packages that are not available

# CONCLUSIONS

## FLIGHT SEARCH & SELECTION PROCESS

### User Goals

- Find the cheapest and fastest flights, basic service included (hand luggage)
- Share flight search results with others
- Spend as little time and energy as possible on the flight booking process

### User Behaviours

- Expect personal number one goal at the number one spot on a website/in a menu
- Scroll down for the following step
- Look for an X to close a window
- Use suggestions and selection options rather than typing names or dates manually
- Click on an 'i'-symbol for more information
- Do not understand airline "insider lingo"
- Allow access to IP address to save time
- Save personal information / create a personal account to save time
- Appreciate visual aids (colour coding)
- Expect colours and/or proximity to show what is connected

### UX Design

- Assume you are dealing with a first time user:
  - Avoid insider lingo (or add explanation)
  - Add clear instructions on when and where to select something
  - Name buttons/CTAs as clearly as possible (Continue to step 2... What is step 2?)
  - Explain every title and field as clearly and concisely as possible (through a one-sentence explanation in fine print or through an information symbol that activates a pop-up window)
- Save the user's time:
  - Suggest departure airports based on IP address/user location
  - Suggest destination airports, sorted from A-Z
  - Suggest airports based on letters typed in by user in real time
- Highlight or mention special/relevant changes and offers without making it the main eye-catcher
- Show a small selection-/itinerary overview at all times
- Make automatic jumps/activations of fields as obvious as possible
- Include a pop-up calendar (possibly including colours or symbols to show available dates)
- Include a clear and concise overview of the number of flights available, on what dates, and for what minimum price, and with how many stopovers on the very first search results page
- Define prices clearly (for how many people, one way vs. return)
- In case of an 'all airports' selection, warn ASAP (during flight selection for example) when the arrival and departure airports differ
- Make 'additional services' easy to skip, instead of creating a maze towards the next 'confirm' button
- Include a simple hand luggage add-on option
- Include a 'lock price/save selection for later' option
- Include flex option