



Chris DeMichiei
Project 3 - Notetaking
July 2020



UX Design
Institute

Objectives & Document Readability

Note-taking is often overlooked as a core skill for UX professionals. Whenever you do research you'll need to take notes to highlight the key insights observed. Either during the session or watching the recordings or both. This project is going to help you develop your note-taking skills, and the notes you take will be used during all subsequent projects.

Project Objectives:

- Learn the value of conducting usability tests in my research
- Build my skills in this extremely important research technique
- Organize the information I acquire in an easy to read format
- Create a bank of insights that will be used during the next project, and all subsequent projects

Content Structure:

- **Test #1 - Website**
 - User Profile
 - Task 1 (Aer Lingus)
 - + Summary
 - + Task 1 Notes
 - Task 2 (Eurowings)
 - + Summary
 - + Task 2 Notes
- **Test #2 - Mobile App**
 - User Profile
 - Task 1 (Aer Lingus)
 - + Summary
 - + Task 1 Notes
 - Task 2 (Eurowings)
 - + Summary
 - + Task 2 Notes

Semantic Key:

- **[M]**: denotes points made by the moderator
- **[P]**: denotes points made by the participant
- *"Direct quotes will be placed within quotation marks"*

Color Key:

- + **User Positive**
- **User Negative**
- * **User Suggestion**
- ! **Important Note**



Test #1 - Website

'Desktop usability test 1' | Aer Lingus & Eurowing

User Profile & Background Information



General Information

Sex: Female

Age: 40-50

Occupation: Home Maker

Location: Drimnagh, Ireland

Technology Habits:

- **Preferred Devices:** Ipad or Phone (no laptop)
- **Internet Access at Home:** Yes
- **Use Apps on Smartphone:** Yes
- **Apps:** Travel, Games, Social Networks, & Sports

Travel Habits:

- **Travel Websites:** Aer Lingus, Ryanair
- **Reason for Travel:** Leisure
- **Frequency:** 2-3 times a year, this year a little more
- **Destinations:** Dubai (Feb.), Lanzarote (Mar.), Benidorm (Apr. & Sept.), Liverpool (Day Trip)
- **Flight Booking:** Mostly Online (no use of skyscanner or similar websites)
- **Last Booking:** 14th of June, booked with Ryanair. Price & Time were her main concern. After comparing with Air Lingus, she decided to use Ryanair.

Task 1 - Book a Flight on Aer Lingus

Assume the Following:

- You need to plan a trip from Cork, Ireland to Faro, Portugal w/ return flight
- The trip is from Monday, Oct 28th to Friday, Nov 1st
- Preferred day to fly: Saturday before Monday the 28th
- One week trip (7 nights)
- 2 Persons (Adults)

Task Summary:

The participant was not typically a desktop user and took a moment to get her bearings straight. She used Google to search for the Aer Lingus website. After loading into the page, she immediately recognized the flight booking interface and began to fill out her information. Selecting her dates and airports was intuitive, and she liked the dropdown calendar. Selecting the proper flights was a bit harder, as she had trouble navigating the confirmation page - she noted the the 'confirm' button was hard to see because of its color. She also had trouble selecting a package deal, seemingly confused by the pop-up options. One thing that stood out as a positive was the dates selected on the first page stayed consistent throughout the experience. The terminology and language used throughout the process was very recognizable, and she had no problem understanding any of the content being presented to her.

Task 1 Notes

[M]: - "Could you please show me how you would go about doing this?"

[P]: - **Being used to a laptop, the participant struggles to control the device**

[M]: - **Reminds her she is on a desktop that uses a mouse**

[P]: - **Types 'Aer Lingus' into the search bar to perform a Google search**
- **Clicks on the first result to go to aerlingus.com**
- "I hate when you type in Aer Lingus, and something else comes up on Google. Random flights or it isn't the actual Aer Lingus."
- **She arrives at the Aer Lingus homepage**

[M]: - "What do you see on this page? What are you looking for? What would you do next from here?"

[P]: - "I'm in the right country, so now I'm going to check my airport (Cork), and then English. That's the language I choose to use."
- **Participant checks her selections and clicks the confirm button**
- **As the new page loads, the participant's cursor activates a dropdown menu for 'Plan and Book'**
- **She examines the dropdown menu and selects 'Flights', listed under 'Book'**
- **Now on the 'Book Flights' page, she begins to fill out a new booking form**
- "I'm about to enter the destination"

[M]: - **Moderator interjects**
- "Before you go, can you explain to me what you see?"

[P]: - "So straight away when I went in there the airport has come up, Cork, and there's also an option for a return flight or one-way. So now I have to pick my destination, and then set my dates for departure and return."

[M]: - "And that 'Add Promo Code', what does that mean? What do you expect to see there?"

[P]: - "Sometimes you get a promotion offer, and it could be a number, or a mixture of letters and numbers. You could put that in there and get a discount."

[M]: - "What do you think would happen if you pressed there (the promo code button)?"

[P]: - "I reckon it would prompt me to enter my code."
- "I'm going to put in that I'm going to Faro."
- **Participant types in the first 3 letters and selects Faro Algarve, Portugal from the dropdown menu**
- "It's telling me it's in the Algarve, so that's where I want to go. And I'm going to go on the 26th of October"
- **Participant selects a departure date of October 26th from the dropdown calendar**

[M]: - "You had an option to type in (the date); why did you choose to select it, rather than type it in?"

[P]: - "I do that because I can actually tell if it's the right day."

Task 1 Notes (Continued)

[M]: - "Are there any cases where you might type it in?"

[P]: - "No I haven't done that. I always go to the popup calendar."
- "And now I see that it has '1 passenger', so I need to change that to '2'.
- **Participant momentarily searches for a confirmation button before noticing it, laughing at the obvious location of the button she missed.**
- "Oh it's right there. It's highlighted so I probably should have seen that quicker."

[M]: - "Do you think it was a problem that you didn't see it right away?"

[P]: - "No, I just presumed it would be further down the page. I thought the page was longer."

[M]: - "What do you think would make that stand out a bit more?"

[P]: - "I would say a more stand out color. That color maybe just blends it a bit better. Maybe a red or primary color."
- **Participant clicks the 'Search Flights' button and advances to the next page (Pricing).**
- "Prices don't look too bad."

[M]: - "Just sort of walk me through this page. What do you see and what do the messages mean?"

[P]: - "Its coming up as the date that I chose, and it has dates at either sides of it as well if I want to to a day latter or earlier."

[M]: - "Do you like that it shows you those dates as well?"

[P]: - "Yes because if my option wasn't available then I'd have to go back and enter the other dates. So straight away I can see the only day, other than October 26th, that is available is the Thursday beforehand. So that's grand."
- "It gives me the flight time and duration, which is great as well."

[M]: - "Is there anything else you would like to see here?"

[P]: - "If there was other times available, or if it could just say what flight daily, or another flight underneath maybe to say 3:00 in the afternoon to fly out. Yeah, the pricing and all is there, and I didn't have to click into it to look for the price. So right away all my data is available."

[M]: - "And what would you do next?"

[P]: - "I would just say coming back on Saturday, and it's there. So I would click on the fares."
- **Participant clicks the price, and the is then given the option to upgrade (3 tiers)**

[M]: - "What does 'Saver', 'Plus', and 'Advantage' mean?"

[P]: - "Oh right, this is where they get you. This (Saver) is your standard 10 kilo bag. Collect Avios. Earn Tier Credits, I don't know what those are. As you go up you get more, earn credits, etc."

Task 1 Notes (Continued)

[M]: - "So which one do you think you'll go for, and why?"

[P]: - "I would go for the 'Saver' because I find now that, like a couple of years ago you would bring all your toiletries, but now theres super markets everywhere. I know you're getting more (from the higher tiers), but that's 60 Euros. You could spend that to get everything you need (at your destination)."
- "Maybe, on a personal level, if it was a business expense you might select one of the higher tiers."

[M]: - Now tell me, do you feel that it's communicated well? The difference between them (the tiers)?"

[P]: - "Yes. Yes, definitely."

[M]: - "You can proceed with whatever one you want."

[P]: - **Participant clicks outside of the menu area, closing the dropdown menu without having selected a package.**
- **She scrolls around looking for her next step, and reaches the top of the page.**
- "I can't find where to book."
- **She tries clicking the price located underneath the date of her flight.**

[M]: - "Did you select which fair that you wanted?"

[P]: - "I'm clicking on that (the same spot as before) now."
- **She clicks the proper fare button to re-open the dropdown menu for fare selection.**

- **She clicks the button once again, closing the menu. Then immediately re-opens it.**
- **With the fare selection open, she scrolls down past it to the bottom of the page, and back up again.**
- "Ah-ha."
- **She examines the fares, and clicks on 'Flight Details' and scrolls around again.**
- "I don't want to change my flight details."
- **She clicks on the price one last time and closes out of the flight details, seemingly stumped.**

[M]: - "What is you total price so far?"

[P]: - "230, 330, 350?"

[M]: - "But it says \$0.00 in the corner." (shopping cart in top right)

[P]: - **Participant clicks the total dropdown to show the number of travelers and price for each.**
- "So I thought there should be something there, although I don't think there is. Now I click on this (the proper button)."
- "Ah!"
- **She selects 'Saver' from the menu.**
- "Ah that was for each, ok."
- **The participant examines the return flight information and appears stuck again.**

[M]: - "And now what do you need to do with 'Return'?"

Task 1 Notes (Continued)

[P]: - **The participant clicks on the price total listed below the date once more, and struggles to remember the process.**

- "I've forgotten how I've done that! How did I do that? Oh, there we go."

- **She clicks on the proper button and selects 'Saver'.**

[M]: - "So if you could just tell me... What does 'Price Lock Flights' mean?"

[P]: - "Oh, lock in that price. So I can come back later and have the same price."

[M]: - "Is that helpful?"

[P]: - "Eh yes, it would be. And yes, it is clear."

- **Participant clicks the button to proceed.**

[M]: - "This is where we will stop with Aer Lingus, but I have a few more questions about your experience."

- "What did you think about the process?"

[P]: - "It was ok. Just when the options came up, it didn't prompt me to choose (which fare tier) and that threw me off. It was very straightforward. I would like the flight icon to be another color maybe."

[M]: - "Was there anything you liked or disliked about the process?"

[P]: - "Yeah, I like the way it shows you multiple days of availability for ticket prices. The way information links from one page to the next. I didn't like the color of the 'Search Flight' button, it didn't hit me. I would have liked to have the

option to choose the flight package be more apparent."

[M]: - "Was there anything you expected to see, but you didn't?"

[P]: - "No."

[M]: - "Was there anything you were surprised to see?"

[P]: - "No."

[M]: - "We will now move on to task #2."

Task 2 - Book a Flight on Eurowing

Assume the Following:

- You need to plan a trip from London, England to Barcelona
- The airport of departure does not matter; anywhere in London
- The trip is from Monday, Oct 28th to Friday, Nov 1st
- Preferred day to fly: Saturday before Monday the 28th
- One week trip (7 nights)
- 2 Persons (Adults)

Task Summary:

As the participant began her task, she took a few seconds to find the 'Book Flight' button. The departure/destination airport selection was intuitive, but she missed the date selection portion of the form. As the participant moved on to passengers and pricing, she was happy with the ability to compare prices; however, the package selection page presented some confusion on dates and pricing. The participant was impressed with the trip summary (itinerary) but felt that the app was being too pushy with upgrade packages near the end. Overall, she found the experience "wasn't too daunting" as a first time use but was frustrated by the way the search form communicated the date selection.

Task 2 Notes

[M]: - "Please tell me how you would go about this task."

[P]: - **The participant examines the layout of the site.**
- "I guess it could be right here, Discover."
- **She scrolls over and open the 'Discover' dropdown menu.**
- "No. Book."
- **The participant corrects her mistake and moves over to the booking tab of the dropdown menu, then clicks 'Book Flights' and clicks in the 'Departure airport' text box.**

[M]: - "Before you start typing, what do you see or what are you expecting to happen?"

[P]: - "Well I'm hoping that if I click on 'London' then it will pop up with the London airports, or 'UK' for all the UK airports. There are also other cities that would take me to other airports."

[M]: - "So how would you go to London?"

[P]: - "I would click on this one (London) and see what happens, and it's telling me right away it's London airports."

[M]: - "Ok, and then you are going to Barcelona."

[P]: - "Yes I'm going to Barcelona, Spain."
- **The participant types 'Barcelona' into the 'Departure airport's text box.**
- "Ok, so I should probably search for flights."
- **The participant clicks the 'Search for flight' button and gets an error**

message reminding her to fill in the dates. She then opens the calendar to select a date.

- "It just said 'Outgoing flight' and 'Return flight'; it didn't suggest that I select a date. There was no markings on it to say that you needed to put your date in."
- "So I want to go on the 26th again."
- **The participant then types the date of her departure flight into the text box.**

[M]: - "Why did you type it (the date) in this time, rather than pick from the calendar?"

[P]: - "Oh I don't know. I think it was because this (the calendar) was right here."

[M]: - "It was leading you to type that?"

[P]: - "Yeah. I didn't even notice that I did that. I was just following the lead on it."
- **Again, she chooses to type out the date for the return flight, moving on to the number of travelers.**

- "It's just 1,0,0 (# of travelers), so I reckon I click here and say yes."
- **The participant then adds an additional adult using the '+' button.**
- "Now I'll click 'Search flight' link and see what happens. All London airports showed up so they should all be there."

[M]: - "So tell me know, what did you get? What do you see, and what does it all mean?"

[P]: - "It's telling me that there's one from London Stansted and one from London Heathrow for the day I want. And time, but it's a step-over (layover)."

Task 2 Notes (Continued)

[M]: - "What do you think about that? How does it make you feel?"

[P]: - "No it's too short a flight for a step-over. For me, personally. Yeah but, I can see that without having to go any further and then be told it's a step-over.
- "It's telling me the price from each airport, so one is lower than the other."

[M]: - "Which one would you choose?"

[P]: - "I think, obviously, London Stansted (cheaper flight). If I did live in London, then I'd be thinking about which airport is closer. I would pay a little extra for a long haul flights, but not a step-over."
- "So I'm going to go for this one (Stansted). There's not much difference in the times; it's only 5 minutes.
- **The participant chooses the cheaper flight and is taken to the next menu (package tier selection for departure). She clicks back to check the return flight's information. In doing so, she pulls up the package tier selection for her return flight.**

[M]: - "So what does 'BASIC', 'SMART', and 'BIZclass' mean?"

[P]: - "It allows you pick what you can bring with you. There are 3 tiers across all airlines I think. The Business Class is not available, I presume because it's a small plane."
- **Participant realizes the price of the 'BASIC' package and points out that there are only 2 seats left.**

[M]: - "Is that for the return flight?"

[P]: - "No it wouldn't be... It could be for return, yes."
- Participant is lost, scrolling up and down.

[M]: - "Was that clearly communicated? Which one was which?"

[P]: - "Well it doesn't tell you that it's for two people (referring to the initial price quote vs the combined price). I'm presuming this is for one person. I guess I'll just have to click on it and see what's happened."
- **The participant checks the prices again (below the flight date) and confirms the BASIC flight package.**
- **The return flight options pop up and the "Add Flex Option" section catches her eye.**

[M]: - "What does that mean?"

[P]: - "If you're flexible, you can change your times beforehand. It'd be good if you had a connecting flight and had to get from one part of the airport to the other."
- **Participant in lost for a moment, then checks her time again before selecting the BASIC package for the return flight.**

[M]: - "So what is your next step?"

[P]: - **The participant looks over the flight information, specifically the airports, and clicks 'Continue'.**
- **A warning pops up, telling her that the departing airport is different from the return airport.**

Task 2 Notes (Continued)

- "Oh yes, I didn't check that. The airports are different. So where am I flying back into?"
- "I'm flying back to Heathrow. That won't work because my car is in Stanstead."

[M]: - "Let' say that's ok - you can get a taxi. Pretend that wasn't an issue and proceed."

- "Do you like that it warned you?"

[P]: - "Yes because I didn't check, I just assumed I was going to the same one."

[M]: - "Is that message clear?"

[P]: - "Yes it's very clear."

- **Participant proceeds past the warning.**

[M]: - "What do you see now?"

[P]: - "It gives you the option to heck in a bag, choose a better seat, and hand luggage, which I don't want."

- "My itinerary also came up as well."

[M]: - "How do you feel about that?"

[P]: - "Yeah, it's grand. I'm happy enough, I'm going to Germany now too. It's grand."

- **Participant shows visible confusion about what to do next.**

[M]: - "So where would you go next?"

[P]: - "I need to actually confirm the booking."

- **The participant scrolls up and down, looking for a way to confirm her flight.**

- **She notices some additional options like 'Seat Selection' and proceeds with the confirmation.**

[M]: - "How did you feel about that page? Is that ok with the extra baggage?"

[P]: - "Yeah, well it isn't really necessary because on the page before you can pick your package. I think that's basically the same stuff. I didn't click into any of it, but maybe I would have if I needed to. But it met my needs (without it)."

[M]: - "So overall, what did you think of this experience?"

[P]: - "It was the first time I've ever used it, but it wasn't too daunting. I liked that I could select my date because it's hard in my head to know exactly when the next date will be (1 week later). so seeing the calendar helps. It was fairly easy. It probably would have been easier if I had known about this website. I've never heard of it.

[M]: - "Is there anything you disliked?"

[P]: - "Well like I said, I like the former and how the date comes up. I was mad about not being told on the page that it was a different airport, and then getting the pop up saying 'oops'."

[M]: - "So you think the difference between airports should be communicated better?"

Task 2 Notes (Continued)

[P]: - "Yeah so you could have rectified that earlier, but I like that there was a big message warning me. You couldn't miss it."

[M]: - "Was there anything you expected to see, but didn't?"

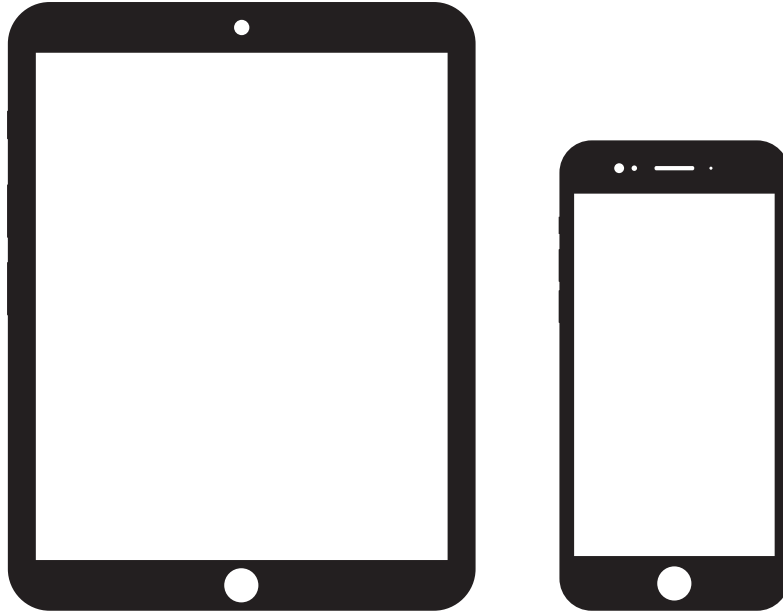
[P]: - "No."

[M]: - "Was there anything you were surprised to see?"

[P]: - "I was surprised when the warning popped up."

[M]: - "But you found it useful?"

[P]: - "Oh god yes."



Test #2 - Mobile

'Mobile usability test 2' | Aer Lingus & Eurowing

User Profile & Background Information



General Information

Sex: Male

Age: 25-35

Occupation: Hospitality Manager

Location: Dublin, Ireland

Technology Habits:

- **Preferred Devices:** Usually mobile phone, but also laptop
- **Internet Access at Home:** Yes
- **Use Apps on Smartphone:** Yes
- **Apps:** Dating, Transport (Taxi & Train), Travel (Skyscanner), Reading, and Netflix

Travel Habits:

- **Travel Websites:** Booking.com, Agoda, Skyscanner, Aer Lingus, and Trip Advisor
- **Reason for Travel:** Business and Leisure
- **Frequency:** At least 3 times per year
- **Destinations:** London (Business), Paris, Berlin, Barcelona, Iceland, etc.
- **Flight Booking:** Generally through Skyscanner to compare prices
- **Last Booking:** For work - Booked through Aer Lingus. Waited until last second and used Aer Lingus due to low cost.

Task 1 - Book a Flight on Aer Lingus

Assume the Following:

- You need to plan a trip from Cork, Ireland to Faro, Portugal w/ return flight
- The trip is from Monday, Oct 28th to Friday, Nov 1st
- Preferred day to fly: Saturday before Monday the 28th
- One week trip (7 nights)
- 2 Persons (Adults)

Task Summary:

The participant seemed very comfortable in a mobile setting, and immediately began exploring the home page options. Despite this comfort, he had some trouble locating the 'Book Flights' option. He was impressed with the wealth of options on the initial flight booking page but had some issues with the date selection not being clear enough. The flight package selection presented some issues for the participant - Not only were the upgrade contents not communicated well, but he also got confused by the dates for each flight package. He found the 'Save' and 'Share' buttons to be objectively useful, but probably wouldn't use them personally. The overall experience seemed to be pretty straightforward, with no "hidden ends" or "extra bits", and his main complaint was about the confusion he experienced on the package selection page. He did eventually realize he could expand a button to see the package information but stressed this was not obvious enough for him.

Task 1 Notes

[M]: - "Please show me how you would go about doing this?"

[P]: - "I'm looking at the main screen and I don't see..."
- **Participant searches for the Booking option.**
- "Oh, I do see 'Book a Flight'."

[M]: - "What else do you see on this screen? Anything that is relevant?"

[P]: - "I was looking at the 'Log In' for Aer Lingus. If I had an account, that's probably the first thing I'd do."
- "I also see the 'Menu' button at the top left. I was actually going to press that button (to find 'Book a Flight')."

[M]: - "Was the 'Book a Flight' option not clear at first?"

[P]: - "Strangely I didn't see it. I don't know why I didn't see it, but I kind of scrolled down and expected it to be with the other options (Check-In, Boarding Pass, My Trips, etc.)."
- **Participant advances to the 'Book a Flight' page.**

[M]: - "Explain what you see and what you're looking for."

[P]: - "Where you're going from, where you're going to, and how many passengers. If you want a return flight or one-way, and you can choose your dates. Everything that you need is there."
- "I'd be looking to change my 'To:' option, so I'll go in."
- **Participant opens the dropdown menu for his destination and types in 'Cork'.**

[M]: - "Can I ask you why you chose to type in the destination instead of selecting it from the dropdown?"

[P]: - "It's quicker. I could be looking for a long time."
- "I see Faro is in recent searches, so I can just select it there."
- **Participant selects Faro, and then adds 2 passengers using the '+' button.**
- **The participant then goes to select a date and opens a new calendar menu.**

[M]: - "Can you tell me what you see here and what you're looking for?"

[P]: - "It's just a calendar. I'm looking for the date."
- "Ok it has the days at the top which is good."
- **The participant selects October 26th from the calendar and is then prompted to select his return date.**
- "Ok so that not obvious there. When you press on it, I'd be expecting it to go to a new screen for the return date. Just to be clear that you have done something. It can be confusing with flights because there is so much information to keep track of - especially for multi-stop flights."
- **The participant selects his return date, and double checks the information.**
- "Then click continue; pretty straightforward."

[M]: - "Tell me what you see here."

[P]: - "I have one flight that day at 11, a 2.5 hour flight. Then you have the 3 prices."

Task 1 Notes (Continued)

[M]: - "What does 'Saver', 'Plus', and 'Advantage' mean?"

[P]: - "I don't know now. I've haven't booked with Aer Lingus before to have an idea, but there's nothing here to say what each option gives you. It would be nice if there was some more information below to explain why I'm paying an extra 90 quid."

[M]: - "Is there anyway to find out what they mean?"

[P]: - **The participant clicks on the 'Saver' package to see if more information pops up.**

- "I'm going to click into the 'Saver'... Did I just change date? I don't know what happened. Oh, that's my return flight, isn't it?"
- "Ok so it's not giving me any information on what 'Saver' is. I clicked on 'Saver'."

[M]: - "And it's not giving you an option to find out what these different options are?"

[P]: - "It just brings me to a new screen, and the prices change. There's no information to say what I booked."
- **The participant scrolls back and forth, looking at the price and dates, and realizes that each page is for a different flight.**
- "I think if there was something in there that said 'Outbound Flight', and then on the next screen it said to select your 'Return Flight'."

[M]: - "It wasn't clear what you were selecting?"

[P]: - "No I had to look. It said 'Cork to Faro', but it wasn't obvious."

- "I'm going to take 'Saver' there and 'Saver' back again."

[M]: - "Ok, and you still don't know what 'Saver' means?"

[P]: - "Still don't know what I'm getting. Even on the next page it doesn't come up."

[M]: - "Ok so what to you see on this page?"

[P]: - "It's giving me a flight summary, so my flight number, Aer Lingus, the date, outbound time, arrival time, and the cost. That kind of information."

[M]: - "And you don't know what 'Saver' means?"

[P]: - "No. All the same information is there for the return flight. But again, I think it would be good to have that information there. So you know which is which."

[M]: - "What would the 'Share' button be useful for? Is that important?"

[P]: - "If you had to send it through WhatsApp or something like that. And yes it would be useful."

[M]: - "What about the 'Save Search' button?"

[P]: - "Yeah, I could see why you would use that. My friend's sometimes can't make up their minds, so it would be good to save."
- "I would be cautious about when I go to book a flight, and they would be monitoring what I've looked at. I may come back the next day and suddenly the number of seats have dropped or the cost has gone up. It's definitely a

Task 1 Notes (Continued)

nice option to have though."

[M]: - "Ok so yeah, please proceed."

[P]: - "Do you want me to share?"

[M]: - "Sure. If you want to."

[P]: - **The participant clicks the 'Share' button, and selects the WhatsApp icon.**

- "It automatically saved when I shared that."

[M]: - "And what do you think about that? Or why did that happen or is there a reason?"

[P]: - "I think they presume I might be leaving the app and coming back to it later."
- **Participant confirms and continues to the log in/payment menu.**

[M]: - "That's it for Aer Lingus, so we will stop here. I just have a few more questions."

[P]: - "It was pretty good, pretty straightforward, and there was no hidden ends. The only confusing bit was the flight packages, and the fact that it jumped from one flight to the next during selection. For me it wasn't clear what had happened. The prices all changed."

[M]: - "So it wasn't communicated well?"

[P]: - "I just think it needs to be communicated clearer. That it is that particular flight

because initially when I looked at it I thought that was the overall cost."

[M]: - "Was there anything you liked or disliked?"

[P]: - **Participant goes back through the app to check his process again.**
- "No it's quite good; it's quite clean as well. There isn't all this extra... what you need is there. You can go back at anytime and everything is still there."

[M]: - "Is there anything you expected to see that you didn't?"

[P]: - "Just that clarification on the flight packages. I can't think of anything else I'd need though."

[M]: - "Is there anything you were surprised to see?"

[P]: - "No. Nothing stood out as unusual."
- **Participant notices the button to compare flight benefit packages.**
- "Oh I see it now [flight package benefits], it was right there."

[M]: - "And why do you think you missed it on the first time through?"

[P]: - "I mean it's quite small. There's so much space on the screen there. I don't get why all the space is there - when I click it a new screen pops up, but it could just be on the page before. It would be better to have a summary, and then a button for more detailed information."

Task 2 - Book a Flight on Eurowing

Assume the Following:

- You need to plan a trip from London, England to Barcelona
- The airport of departure does not matter; anywhere in London
- The trip is from Monday, Oct 28th to Friday, Nov 1st
- Preferred day to fly: Saturday before Monday the 28th
- One week trip (7 nights)
- 2 Persons (Adults)

Performance Summary:

As the participant loaded onto the home page, he made a point that it felt more cluttered than Aer Lingus. When asked if that was good or not, he pointed out that it may be will either be useful or redundant later on. When it came to the date selection calendar, he also felt it was a bit more cluttered than Aer Lingus. When given his selection of flights to book, he was annoyed by the fact that unavailable (but better) flights showed up - same with the package selection. The pricing was clear, but there was some confusion with the 'One Way' button. The participant was very upset that he didn't find out about his step-over flights until selecting his seats, remarking that'd he'd probably leave and go to another site at that moment. He later realized the step-over information was listed earlier in small text. Overall, his biggest complaints were about the unavailable flights/packages "teasing" him, and the lack of clarity on step-over flights.

Task 2 Notes

[M]: - "Please show me how you would do this task?"

[P]: - "In terms of this app, it just looks more cluttered. There's lots of bits and pieces to it."

- **The participant clicks the 'Menu' button at the top looking for an option to book a flight.**
- **He goes back and forth between the home page and menu, noticing that it's basically the same menu either way.**

[M]: - "Do you think that's good, or no?"

[P]: - "I suppose later on it will be nice because everything from the Home page will be there. But much of what is there seems redundant. I don't know, it just seems like there's a lot there."

- **The participant clicks on 'Book Flights' on the Home page.**

[M]: - **The moderator has the participant reset the departure and destination settings.**

[P]: - **The participant types London into the departure airport, and Barcelona into the arrival airport.**
- **He then presses the date selection button for his departure flight, selecting the date.**

[M]: - "How do you find this experience? Is it more clear compared to the other one in terms of what you're choosing?"

[P]: - "The calendar is bigger, but comparing the two the first one is much cleaner. This one seems busy. There's no difference in the ability to find my dates and the clarity of it, but I think the first one was a little more clear on your inbound/outbound information."

- **The participant checks his dates and confirms them.**
- **He then opens the passengers tab and adds a second adult using the '+' button.**
- "Very clear. Very straightforward."

[M]: - "And what would you do next?"

[P]: - **Participant clicks 'Search'.**

[M]: - "So tell me about what you see. How do you feel about it?"

[P]: - "It looks like they're only giving me one option here. I don't know why the other one is showing if it's not available."

[M]: - "What do you think that means?"

[P]: - "Well I don't know. If I can't book it, I don't need to see it. Why are you telling me there is a better flight if I can't take it? Don't put it there. I don't need to see it."

- **The participant looks at both the departure and return flights available.**
- **He clicks on the first (only available) option for his departure flight, and the tier selection screen pops up.**

Task 2 Notes

[M]: - "What does this mean?"

[P]: - "I know from the calendar screen that everything listed was booked as 'BASIC' unless you change it otherwise. It's just giving me the option to upgrade, and gives me some information about each package. That wasn't as clear on the other one. I found it afterwards, but this is much better."
- "This is really good, but again, you have 'BIZclass' showing up even though it's not available. Why are you teasing me with stuff like that?"
- **The participant selects the 'SMART' package.**

[M]: - "Why did you select 'SMART'?"

[P]: - "Just because I could."
- **The participant scrolls down to confirm the second flight and gets caught up.**
- "I don't know what that means... 'One way'. I've selected a return flight. I don't think the one way..."
- **The participant clicks 'One way'.**
- **He realizes that this will cancel his return flight and returns to the previous screen.**
- "The button ('One way') doesn't make sense. It could just be worded more clearly."
- **The participant clicks on the return flight and selects the 'SMART' option.**
- "The dropdown is great, but it should say there are more options before you select the flight. I could have confirmed the flight straight away without knowing I could upgrade."

[M]: - "So what does 'Add flex-option' mean?"

[P]: - "It's giving you flexibility there to cancel flights. Otherwise it's expensive. It's clear what it means."

[M]: - "So what would you do next? What do you have here?"

[P]: - "These are my options. I don't need any, but sometimes I like to pick my seats."
- **Participant clicks 'Choose seat' and examines options.**
- **He notices additional transfer flights.**
- "I'm just going to go back."
- "It seems that I have some stop over flights. It didn't say that before."
- **He goes through the seat selection process one more time to confirm.**

[M]: - "How do you feel about this?"

[P]: - "I'm annoyed. I've gone through the whole booking process and it only told me now. If you want a direct flight you wouldn't know."

[M]: - "What would you do next?"

[P]: - "Probably cancel the flight and book with someone else for a direct flight. It didn't tell me or give me the option. I don't want that."
- **The participant clicks back and looks over his flight information.**
- "Yeah there's nothing there to tell me there is a stop over flight."
- **He clicks forward to confirm.**

Task 2 Notes (Continued)

[M]: - "Ok we will stop here. How do you feel?"

[P]: - "I'm very confused. If I was booking this and didn't select to choose my seats I would have never known. I would have booked the flight thinking it was direct."

[M]: - "Was there anything you liked or disliked about the process?"

[P]: - "I liked the way it showed the information about the packages. I didn't like that if you were new to the app you wouldn't know to click that. I didn't like that they were showing flights that are not available. They had shorter flight times and were better option I didn't need to see. I also didn't like the additional fairs that weren't available (but were still there). It's all just unnecessary information."
- "I also didn't like the colors throughout the whole process. It's very busy."

[M]: - "Was there anything you expected to see, but didn't?"

[P]: - "Well yeah the stop over. I would like all the information about the flight to be available."
- **The participant goes back and notices the very small text informing him of his stop over flight.**
- "That wasn't apparent at first. I would have liked to have seen more information on that. I completely missed it. It should at least say where the stop over is."

[M]: - "Is there anything you were surprised to see?"

[P]: - "In terms of good features, it was surprising to see? Not really.

[M]: - "That is all. Thank you for your time!"

[P]: - "Thank you."