

UXDI - Project 3 - Note Taking

Date March 2020
Name Alexandru Ticalo

User profile

Name Barbara
Sex Female



01.Introduction

The interviewer explains to the user the test setup and how the sessions works

Air Lingus website will be tested

The main purpose of the test is to pinpoint area for improvements and fix issues

Making the user aware that a camera and microphone are recording the session

The session is divided in two parts:

Experience of the user booking flights and asking questions as they go

The process is called usability testing

The interviewer makes the user aware that they are not testing them but the website

The interviewer advises the user to verbalise her actions and navigate the website slower than usual

The interviewer concludes the Introduction by asking the user if she has any questions before proceeding further

02.Pre Usability Test Interview

Time	Interviewer	User
03:36	What is your occupation?	Homemaker
03:39	Where do you live?	Dublin
03:46	How do you access internet usually e.g in terms of devices?	Ipad or Smartphone
03:59	Do you have a broadband at home?	Yes
04:02	Do you have apps on your smartphone?	Ryanair, Aer Lingus, Games, Social Network, Sports
04:07	What travel website & apps do you use?	Aer Lingus & Ryanair
04:41	Do you travel for business or pleasure?	Pleasure
04:50	How frequently do you fly?	Three holidays / year
05:03	Where did you fly to last?	Dubai / February / 3 Nights / Birthday Party
		Lanzarote / March / One week / St.Patrick's Day
		Benidorm / April / Couple of days / Birthday Party
		Liverpool / One day/Daughter Birthday Party
06:02	How do you book your flights?	Mostly online
06:13	Where do you book your flights e.g Aer Lingus, aggregators?	No for aggregators
06:38	Can you please describe the last time you booked flights online	Last booked on 14 th June to Liverpool for a group day trip
	, describe the scenario, e.g- I wanted to go there?	Logged in Ryanair app, booked in straightforward
07:35	What was the most important element when booking the flight?	Price & Times
07:51	How did you compare flights?	Me and my sister were checking the same flights
		simultaneously, she was on Ryanair and myself on Aer Lingus
08:37	How many people were travelling in total?	7 were travelling and one booked flights for all

Legend

Code description	Code
Comment (from user)	C
Design Idea (from user)	D
Eureka moment (from user)	E
General observation (from user)	G
Help from interviewer	H
Interface Issue	I
Mental Model	M
Pain Point	P
Surrender (from user)	S

Facial Expression	FE
Facial Expression Positive	
Negative Facial Expression	
Impartial Facial Expression	

The interviewer informs the user that they will move to tasks now.
The scenario is that the user lives in Cork, Ireland and wants to travel to Faro, Portugal.
There is a piece of paper and pen for the user to take notes. The departure date is Saturday 26th October and return date is Friday November 1st
The user should book the flights for 2 people

03.Usability Test

Task 1 : Aer Lingus Desktop booking

The user proceeds with searching for Aer Lingus website through Google A60
The user selects the first search result which takes her to the Aer Lingus website
The user notes that sometime shes dislikes when she accesses the website through an intermediary website

Time	Interviewer	User	Code	Code description	FE
11:34	What do you see on this page, what are you looking for an what are you going to do next?	She first selects the home country as Ireland and the preferred origin airport as Cork.	G	General observation (from user)	
		Next, the user selects Plan and Book followed by Book Flights	G	General observation (from user)	
12:14	Could you please describe what you see as you proceed with the booking?	She notes that there are two options such as From which she already selected as Cork previously and To, where she needs to insert the Destination.	G	General observation (from user)	
		She also notes that there are also options for Return Flights or only One Way as well as fields for Departure and Return dates.	G	General observation (from user)	
12:39	There is also an Add Promo Code option, what do you expect to see?	She informs the interviewer that sometimes this could be a discount which is usually a number or a mixture numbers and letters.	G	General observation (from user)	
13:01	What do you expect to see if you press the Add Promo Code option?	She informs the interviewer that it will prompt her to a field where she can insert the code.	G	General observation (from user)	
		She proceeds with inserting the Destination to Faro and selects the result option that appeared on screen Faro Algarve (FAO) Portugal and confirms that is where she wants to go	G	General observation (from user)	
		Next she selects the Departure date Saturday 26th October whilst	G	General observation (from user)	
12:35	Why did you select the date rather than type it in and would you rather type it in sometimes?	She confirms that by selecting the date rather than typing it in she can make sure the dates are correct as she never types it in.	C	Comment (from user)	
		Next, the she realises that she needs to update the passenger details to 2 rather than 1 which is inserted automatically.	C	Comment (from user)	
		Shortly after inserting the dates the she intends to proceed to the next step but misses the Search Flights option by assuming that it would be placed lower on the page.	G	General observation (from user)	
			I	Interface Issue	
			I	Interface Issue	
			I	Interface Issue	
14:41	What would help to make the Search Flights option stand out or to be more clear?	She recommends that a colour which would stand out more would help (e.g red or primary colour)	D	Design Idea (from user)	
		After she selects the <i>Search Flight</i> option she is prompted to the screen that offers her Departure and Return flight	D	Design Idea (from user)	
		The user confirms seeing the offers as well that she is happy with the prices	G	General observation (from user)	
			G	General observation (from user)	
15:11	Could you walk me through what you see on this page?	She notes that she can see the dates that she choose for the flights as well as dates either side of it as well, in case she wants to leave earlier or later	G	General observation (from user)	
			G	General observation (from user)	
15:28	Do you like that there is all of them there?	The user confirms that she likes seeing more dates as if her option was not available she would need to go back and reinsert other dates	G	General observation (from user)	
		This helps her to see that the first date available prior to her selected date is Thursday 24th October alongside the flight departure time and	G	General observation (from user)	
			G	General observation (from user)	

		duration which is great	G	General observation (from user)	
15:57	Is there anything else that would you like to see here?	The user admits that it would be helpful if other flights times for the	D	Design Idea (from user)	
		same day would be shown underneath or if this is the only flight on	D	Design Idea (from user)	
		the selected date	D	Design Idea (from user)	
		She also notes that the price and dates can be seen straight away	G	General observation (from user)	
16:37	What would you do next?	She would do similar checks for the return flight followed by	G	General observation (from user)	
		selecting the fares	G	General observation (from user)	
16:57	Once selecting the flights what do Saver, Plus and Advantage mean?	She jokes by saying 'this is where they get you' and confirms that	E	Eureka moment (from user)	
		usually she goes for the Saver one. Expanding on the Saver option	G	General observation (from user)	
		she confirms that this option offers her a 10 kg cabin bag but she does	G	General observation (from user)	
		not know what Collect Avios or Earn Tier Credits means.	G	General observation (from user)	
		Also, her facial expression changes from positive to negative as she	G	General observation (from user)	
		expands on the Plus option and confirms that if you pay more this offers	G	General observation (from user)	
		you a 20kg checked bag, advance seat selection and priority boarding.	G	General observation (from user)	
17:33	Which one do you think would you go for and why?	By pointing out on the screen to the Saver option she confirms it by saying	G	General observation (from user)	
		that it is not worth paying an extra 60 euros for additional toiletries as she	G	General observation (from user)	
		can buy them when she arrives at the destination whilst spending less.	G	General observation (from user)	
		Furthermore, the user confirms that if she would travel for business she	G	General observation (from user)	
		would happily go for the Advantage Option	G	General observation (from user)	
18:23	Do you feel it's communicated well, e.g the differences between them?	The user confirms that the options are well communicated.	G	General observation (from user)	
18:32	Can you proceed with the booking?	The user tries to proceed with booking the flight but she cannot	P	Pain Point	
		find the Booking button.	P	Pain Point	
		at this stage she tries clicking on the selected date but with no result	P	Pain Point	
19:02	Did you select which fare you wanted?	At this stage the user seems confused and clicks on both departure and	I	Interface Issue	
		return flight dates as well as the departure time	I	Interface Issue	
		During the next 30 seconds the user selects then opens and closes the	I	Interface Issue	
		fare she desires, trying to understand where to proceed with the	I	Interface Issue	
		booking process	I	Interface Issue	
		She then select Flight Details hoping that this will advance her further	I	Interface Issue	
		in her booking process however she then realises that this will not help	I	Interface Issue	
		her proceed further	I	Interface Issue	
		After clicking several times on the Departure date and time multiple times	H	Help from interviewer	
		and still being confused the interviewer tries to give her a hint	H	Help from interviewer	
20:44	What is total price so far?	She adds up the prices to 350 but it still says 0 in the upper corner	M	Mental Model	
		She is still confused about how to add up the trips	M	Mental Model	
21:03	What do you think you need to select?	She selects the Saver option and her total price gets an update	E	Eureka moment (from user)	
	What do you need to do with return?	She forgets how she did it the first time	H	Help from interviewer	
22:00	What does Price Lock Flights means?	She says it locks the price for her trip if she comes back	C	Comment (from user)	
22:20	Do you find it useful?	Yes	C	Comment (from user)	
The interviewer informs the user that they will stop the booking process here and asks her about her overall experience.					
22:52	What do you think of the experience of the entire process?	Overall fine	G	General observation (from user)	
		Seat Option did not prompt her to choose the option	I	Interface Issue	
		Search Flight button different color suggestion	D	Design Idea (from user)	
23:40	Was there anything you liked or disliked about the process?	Automation processes	D	Design Idea (from user)	
		Search Flight button different color suggestion	D	Design Idea (from user)	
		Fligh packages	G	General observation (from user)	
23:45	Was there anything you were surprised to see?	No	G	General observation (from user)	

Task 2 : Eurowings.com

The interviewer informs the user about the next task

The user searches for Eurowings website

The user selects the official website

The user needs to travel from London to Barcelona

Dates are the same

The user should book the flights for 2 people

Time	Interviewer	User	Code	Code description	FE
	How would you go about this booking?	User selects Discover	G	General observation (from user)	
		Book -> Book Flights	G	General observation (from user)	
		Option for Car Hire	G	General observation (from user)	
	What do you expect to see?	Automatic insertion of Departure/ She selects London Airport from Options	G	General observation (from user)	
		She then types in Barcelona and then clicks Search button	G	General observation (from user)	
		User is informed that she needs to type in the dates	G	General observation (from user)	
	Why did you type in the dates rather than selecting them?	The interface lead her to type the in raher then selecting therm	C	Comment (from user)	
		Selecting the 2 Adults	G	General observation (from user)	
		Searhing for flights	G	General observation (from user)	
	What did you get as a result?	Date Time / Price/ Not a direct flight	G	General observation (from user)	
	How does it make you feel?	Too short for a stop	G	General observation (from user)	
		Price from two Departure airports	G	General observation (from user)	
	Which airport would you choose	Stansted	G	General observation (from user)	
	What does Basic, Smart and BIZclass mean?	Same for all airline companies, she selects Basic	M	Mental Model	
	What is your next step?	Airplane company warns her that her return flight is on a different airport	C	Comment (from user)	
		She proceeds with only her suitcase	G	General observation (from user)	
		Showing her itinerary	C	Comment (from user)	
	How do you feel about this page, with the extra baggage ?	Is it necessary, because you can select it before?'	C	Comment (from user)	
<i>The interviewer informs the user that they will stop the booking process here and asks her about her overall experience.</i>					
	What do you think about this experience overall of this website?	Not too daunting, small issues, e.g calendar selection	C	Comment (from user)	
		calendar selection	C	Comment (from user)	
		using it previously would help	C	Comment (from user)	
	Was there anything you liked or disliked about the experience?	Date format	C	Comment (from user)	
		Difference between airports is well comunicated	C	Comment (from user)	
	Was there anything you expected to see but you didn't?	No	C	Comment (from user)	
	Was there anything you were surprised to see?	Yes, Information about return flight on a different airport	C	Comment (from user)	