

Online survey - Bliss Airways

Goals of Airline Customers

Online survey that focuses on learning more about the goals of airline customers.

1. Which is your main priority when booking an online flight ticket?

- ☐ Flight Ticket Cost
- ☐ Flight Deals
- ☐ Booking Time
- ☐ Booking Experience

2. When booking an online flight ticket would you prefer checking out as a Guest or to log in as a Customer / Existing User?

- ☐ Guest
- ☐ Customer / Existing User

3. When booking an online flight ticket which other 2nd party services do you use?

- ☐ Car Hire
- ☐ Hotels
- ☐ Events & Activities
- ☐ Only Flights

4. When booking an online flight ticket what other travelling data would you like to receive?

- ☐ Weather Conditions
- ☐ Travel Bans
- ☐ None

5. What are the main reasons preventing you from booking an online flight ticket as quick as possible ?

- ☐ Logging in / Registering as a customer
- ☐ Additional Services
- ☐ Forms of payment

Other (please specify)

6. What device do you usually use to book an online flight ticket?

- ☐ Laptop / Computer
- ☐ Smartphone
- ☐ Tablet

7. When booking an online flight ticket do you use a smartphone app or a computer interface?

- ☐ Smartphone App
- ☐ Computer Interface

8. When booking multiple flight tickets for a group of people what is the biggest difficulty you usually encounter?

- ☐ Communication
- ☐ Prices
- ☐ Dates
- ☐ Times

9. After booking an online flight ticket what type of confirmation would you like to receive?

- ☐ E-mail
- ☐ Text message

Other (please specify)

10. What would you change about the process of booking an online flight ticket?

DONE

Page 1: Goals of Airline Customers

Q1

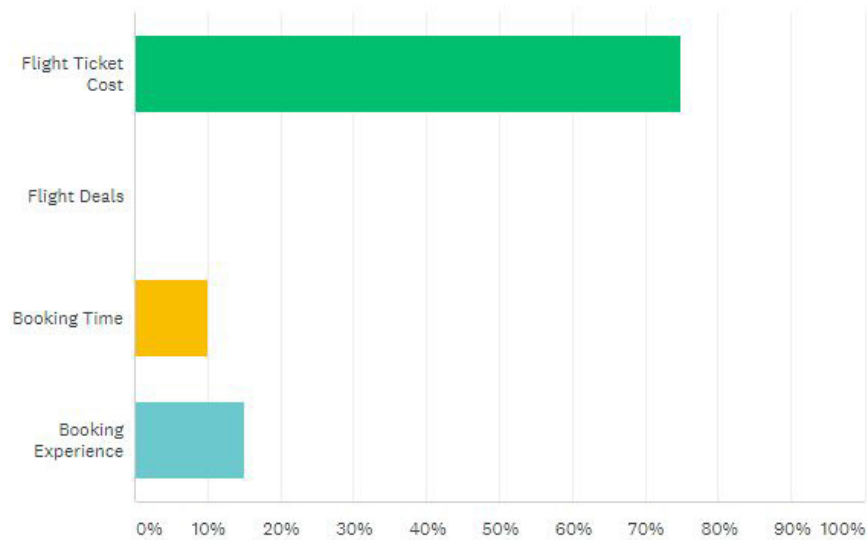


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Which is your main priority when booking an online flight ticket?

Answered: 20 Skipped: 0



ANSWER CHOICES ▼	RESPONSES ▼
▼ Flight Ticket Cost	75.00% 15
▼ Flight Deals	0.00% 0
▼ Booking Time	10.00% 2
▼ Booking Experience	15.00% 3
TOTAL	20

Q2

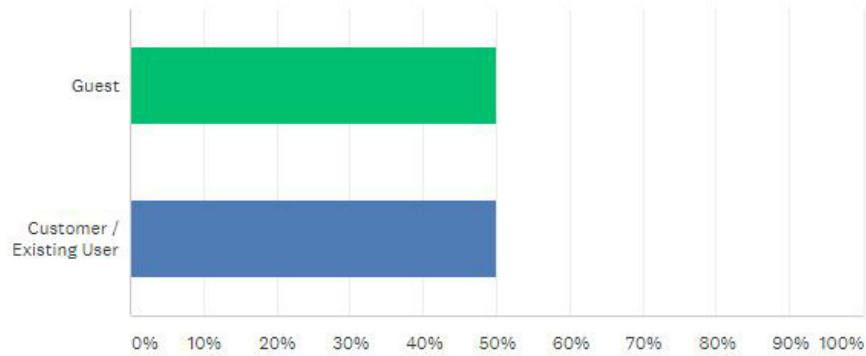


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When booking an online flight ticket would you prefer checking out as a Guest or to log in as a Customer / Existing User?

Answered: 20 Skipped: 0



ANSWER CHOICES ▼	RESPONSES ▼
▼ Guest	50.00% 10
▼ Customer / Existing User	50.00% 10
TOTAL	20

Q3

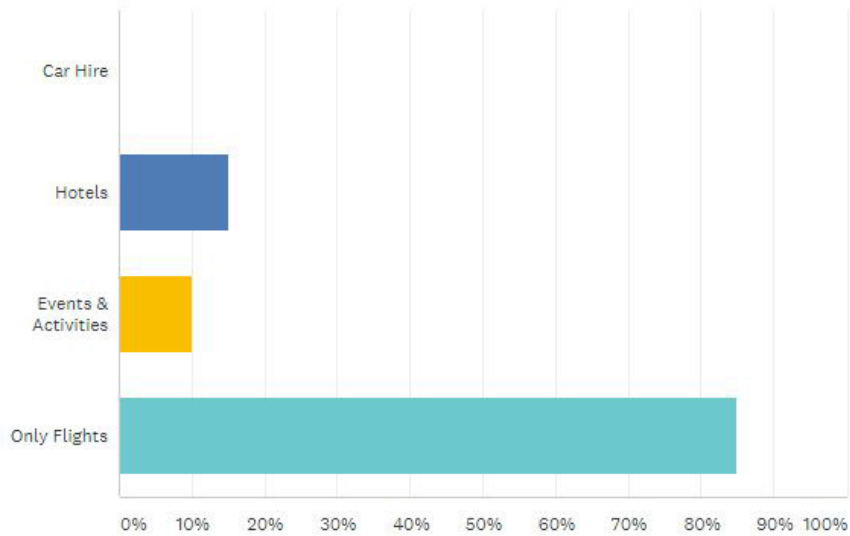


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When booking an online flight ticket which other 2nd party services do you use?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Car Hire	0.00% 0
▼ Hotels	15.00% 3
▼ Events & Activities	10.00% 2
▼ Only Flights	85.00% 17
Total Respondents: 20	

Q4

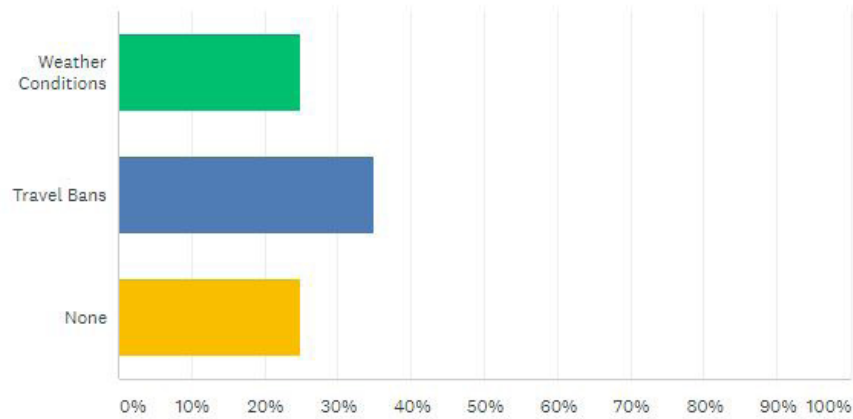


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When booking an online flight ticket what other travelling data would you like to receive?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Weather Conditions	25.00%	5
▼ Travel Bans	35.00%	7
▼ None	25.00%	5
TOTAL		20

[Comments \(4\)](#)

Q5

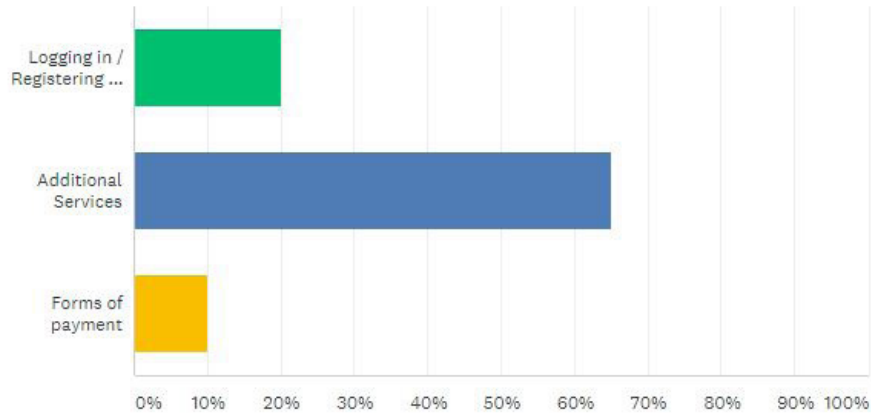


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What are the main reasons preventing you from booking an online flight ticket as quick as possible ?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Logging in / Registering as a customer	20.00%	4
▼ Additional Services	65.00%	13
▼ Forms of payment	10.00%	2
TOTAL		20

Q6

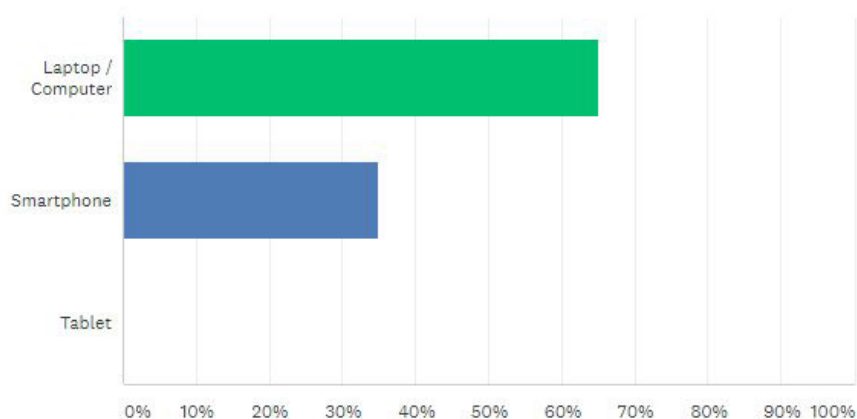


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What device do you usually use to book an online flight ticket?

Answered: 20 Skipped: 0



ANSWER CHOICES ▼	RESPONSES ▼	
▼ Laptop / Computer	65.00%	13
▼ Smartphone	35.00%	7
▼ Tablet	0.00%	0
TOTAL		20

Q7

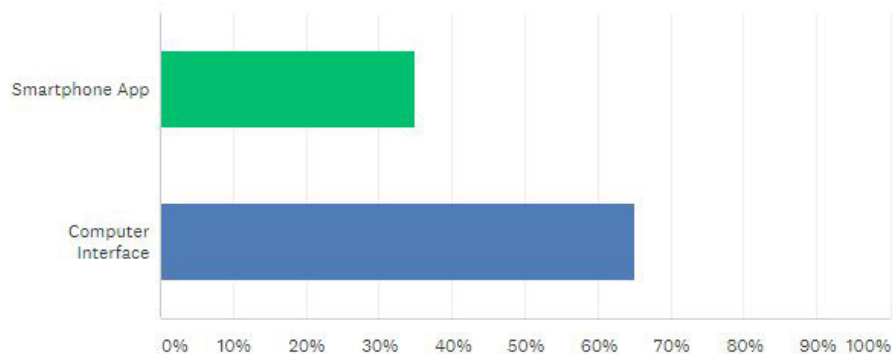


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When booking an online flight ticket do you use a smartphone app or a computer interface?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
Smartphone App	35.00%	7
Computer Interface	65.00%	13
TOTAL		20

Q8

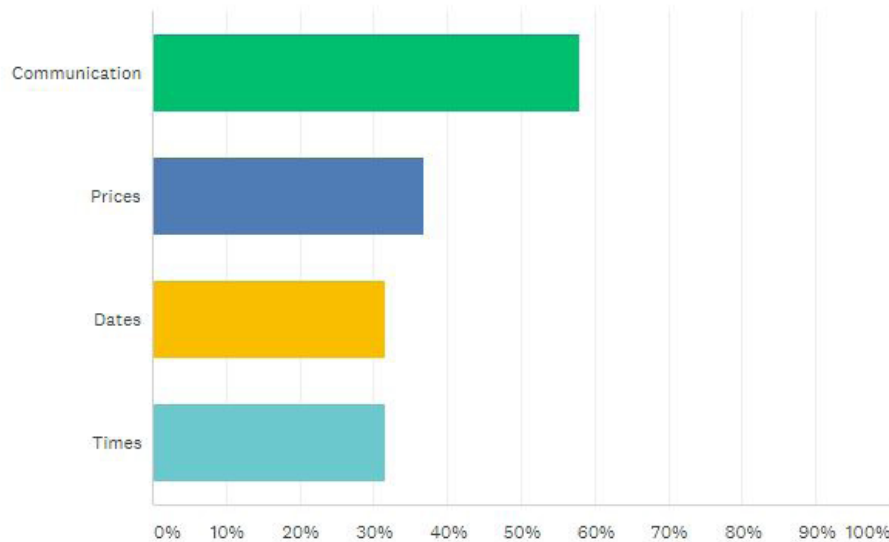


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When booking multiple flight tickets for a group of people what is the biggest difficulty you usually encounter?

Answered: 19 Skipped: 1

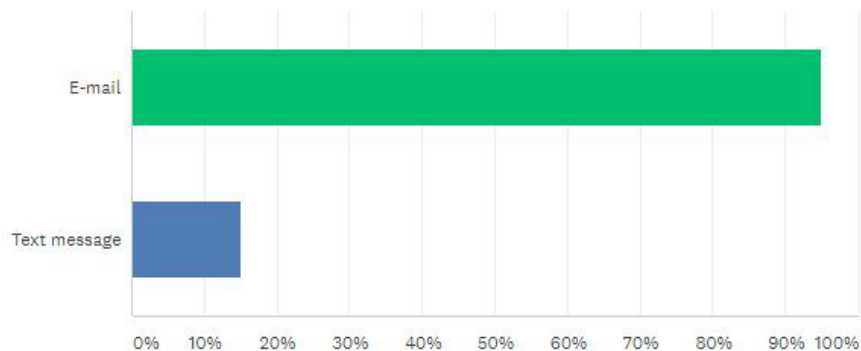


ANSWER CHOICES	RESPONSES	
▼ Communication	57.89%	11
▼ Prices	36.84%	7
▼ Dates	31.58%	6
▼ Times	31.58%	6
Total Respondents: 19		



After booking an online flight ticket what type of confirmation would you like to receive?

Answered: 20 Skipped: 0



ANSWER CHOICES ▼

▼ E-mail

▼ Text message

Total Respondents: 20

RESPONSES ▼

95.00%

15.00%

19

3

[Comments \(2\)](#)

Q10



Save as ▼

What would you change about the process of booking an online flight ticket?

Answered: 20 Skipped: 0

RESPONSES (20)

WORD CLOUD

TAGS (0)



Sentiments: OFF



Apply to selected ▼

Filter by tag ▼

Search responses



Showing 20 responses



Not forcing priority or other services before going to the payout page. Check-in before 48 hours

3/22/2020 1:36 PM

[View respondent's answers](#)

[Add tags ▼](#)



Waiting time

3/22/2020 1:23 PM

[View respondent's answers](#)

[Add tags ▼](#)



make it easier to book in groups

3/22/2020 1:20 PM

[View respondent's answers](#)

[Add tags ▼](#)



check in process

3/22/2020 12:51 PM

[View respondent's answers](#)

[Add tags ▼](#)



I would make it more like a dialog between two people, with one line at a time.

3/22/2020 9:40 AM

[View respondent's answers](#)

[Add tags ▼](#)



Nothing

3/22/2020 9:09 AM

[View respondent's answers](#)

[Add tags ▼](#)



Ads! No more ads

3/22/2020 8:01 AM

[View respondent's answers](#)

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I would add something if possible to eliminate all this annoying airport security traditions that made air transportation a bummer in the 21st century. I have to lose every time 3 hours in airports before a flight, so it's better to go by car even if the ride is 7 hours.

3/21/2020 11:03 PM

[View respondent's answers](#)

[Add tags ▼](#)



More options for cheap flights Online airport control security

3/21/2020 10:55 PM

[View respondent's answers](#)

[Add tags ▼](#)

- ☐ I would be interested in an interface showing the cheapest flights according to the time of the day. For instance, show me the cheapest day in which I could get a flight leaving after 4 PM. Also, I would like to see a more seamless process of buying flight tickets without the unnecessary bulk of extra services or excessive advertisements.

3/21/2020 10:13 PM

[View respondent's answers](#)

[Add tags](#) ▼

- ☐ Stop stalking my flight preferences and then increase the price of the flight I'm most likely to buy.

3/21/2020 9:38 PM

[View respondent's answers](#)

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- ☐ An option to buy the cheapest ticket possible without going through all steps of added services

3/21/2020 9:13 PM

[View respondent's answers](#)

[Add tags](#) ▼

- ☐ The process differs from one service provider to another but I would definitely change the process for low-cost tickets in terms of not having to mandatory check the case "I do not want" additional service x or y and replace it with something like " I would like ..." and then tick the box if I want something extra. Otherwise, booking an online flight ticket has become user-friendly and I am sure that the majority of people feel at ease when booking an online flight ticket, especially young and middle-aged.

3/21/2020 8:52 PM

[View respondent's answers](#)

[Add tags](#) ▼

- ☐ The way you can find the best deals price/time

3/21/2020 8:21 PM

[View respondent's answers](#)

[Add tags](#) ▼

- ☐ your session not to expire

3/21/2020 7:31 PM

[View respondent's answers](#)

[Add tags](#) ▼

- ☐ All additional offers in one place with an easy way to skip all of them at once

3/21/2020 7:12 PM

[View respondent's answers](#)

[Add tags](#) ▼

- ☐ All additional offers in one place with an easy way to skip all of them at once

3/21/2020 7:12 PM

[View respondent's answers](#)

[Add tags](#) ▼

- ☐ less steps

3/21/2020 7:04 PM

[View respondent's answers](#)

[Add tags](#) ▼

- ☐ Fillin in passport details at a later date

3/21/2020 6:56 PM

[View respondent's answers](#)

[Add tags](#) ▼

- ☐ cut the steps, speed the process

3/21/2020 6:48 PM

[View respondent's answers](#)

[Add tags](#) ▼

- ☐ I would live the option to see what near dates offer the best pricing.