

UXDI - Project 3 - Note Taking

Date March 2020  
Name Alexandru Ticalo

User profile

Name N/A  
Sex Male



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 visibility testing*

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

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

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

02.Pre Usability Test Interview

Time	Interviewer	User
03:36	What is your occupation?	Fund administrator
03:39	Where do you live?	Raheen, Dublin
03:46	How do you access internet usually e.g in terms of devices?	Mobile phone, tablet, laptop
03:59	Do you have a broadband at home?	Yes
04:02	Do you have apps on your smartphone?	Googe maps,Agoda, Skyscanner, Fantasy Footbal,Forsa, Sky sports, Sky and go
04:07	What travel website & apps do you use?	Skyscanner, Booking, or Agoda
04:50	Do you use website or app?	App mainly
04:55	Is there any reason you're using a phone?	Accessibility mainly
05:30	Do you travel for business or pleasure?	Leisure
05:37	How frequently do you fly?	Three/four times per year
05:46	Where do you fligh to?	England, Lithuania, Asia
06:02	How do you book your flights?	Skyscanner
06:13	Where do you use aggregators?	The majority of times, all flights in one place
07:22	Can you please describe the last time you booked flights online	Last trip to England / Football Game/ March/ Liverpool/ Ryanair / Expensive
	, describe the scenario, e.g- I wanted to go there?	One flight per day ended going to Manchester instead
08:25	What was the most important element when booking the flight?	Price & Times
09:12	How did you choose the final destination?	Manchester was cheaper to fly to than Liverpool/ Bali was just for vacation
09:40	Did you compare pries?	Yes mainly on skyscanner
09:50	What airlines did you compare?	Ba, Malaysian, Emirates, Qatar, Etihad
10:12	How did you decide on the righth flight?	Choosing Qatar because of previously flying with them?
10:44	How many people were you travelling with?	Myself, partner and son
10:54	Did you book for everybody?	Yes
	Was any comunnication between you and you're partner?	Yes

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	

11:26	How did you discuss with them?	Comparing time frames
11:31	How did communicatin took place?	Face to face and text messages
11:40	In which way?	Whatsapp, screenshots of prices and flights

*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 Monday 28th October and return date is Friday November 1st*

*The user should book the flights for 7 nights for 2 people*

### 03.Usability test

#### Task 1 : Aer Lingus Desktop booking

*The user proceeds with searching for Aer Lingus website through Google*

*The user selects the first search result which takes her to the Aer Lingus website*

*The user notes that he always searches through Google*

Times	Interviewer	User	Code	Code description	FE
15:06	What do you see on this page, what are you looking for an what are you going to do next?	Many adverts, at the top are three bars, which ask him to set his airport	G	General observation (from user)	
		Next, the user selects Ireland, Dublin and proceeds to the next step	G	General observation (from user)	
		Ireland (English) user gets confused if that is a destination or Language?	I	Interface Issue	
16:15	How do you feel about needing to select you airport and language?	It feels like an extra task one language option, what's the purpose?	G	General observation (from user)	
16:53	What do you see on this page?	Last minute deals, Find flights, Check in, flight info and more offers	G	General observation (from user)	
17:40	There is also an Add Promo Code option, what do you expect to see?	If you have any deals of discount	G	General observation (from user)	
17:55	What do you expect to see if you press the Add Promo Code option?	Insert a password or code	G	General observation (from user)	
18:33	Why did you pick a date rather than type it in ?	It's handy, useful	G	General observation (from user)	
20:00	When selecting the dates, would you expect it to tell you how many night you select?	Yes, unless it tells you later	I	Interface Issue	
			I	Interface Issue	
20:22	Is it still the 7 nights?	Yes, it would be useful to tell me how many night	I	Interface Issue	
21:30	Tell me what do you expect to see now that you searched the flights?	Breakdown of flights and price	G	General observation (from user)	
		User likes the page, Flexibility, Seeing other days is useful	G	General observation (from user)	
22:35	What other information is there useful?	The distance and time, 2:30 hours flight duration	G	General observation (from user)	
23:28	By expanding you flight option what did you expect to see?	Plane model, e.g Airbus but instead it shows the same information as above	I	Interface Issue	
	What would you do next?	Pick flight I want	G	General observation (from user)	
	What does Saver Plus and Advantage mean?	Different options, but more information would be useful on the options	I	Interface Issue	
		User doesn't know what 'Collect Savios' means finds it useless	I	Interface Issue	
		User suggests having more information on the options	D	Design Idea (from user)	
		User selects the cheaper option and proceeds to the next step	G	General observation (from user)	
	What are you going to do next?	User selects the cheaper option and proceeds to the next step	G	General observation (from user)	
26.50	What do you have there now?	Paying an extra 20 euros to lock his flight for 24 hours	G	General observation (from user)	
27.20	Do you find it useful?	No, if I use this website again I will have flights in mind and book then	G	General observation (from user)	
		User expands on Price Lock Terms and Conditions and says it is useful	D	Design Idea (from user)	
		only after he reads the terms and says a small icon showing that would	D	Design Idea (from user)	
		be useful otherwise people think they will waste 20 euros	D	Design Idea (from user)	
		Further down the page the user identifies Taxes, Fees and Charges, baggages	G	General observation (from user)	
31.00	Do you feel the information about Luggages, Taxes and Charges are well communicated?	Airling seems fine as they include these costs	G	General observation (from user)	
			G	General observation (from user)	
32.00	What would you do next?	Continue but it says the fare he selected is no longer available and	G	General observation (from user)	
		selects them again	G	General observation (from user)	

*The interviewer informs the user that they will stop the booking process here and asks him about her overall experience.*

**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
35.10	What do you see and what are you looking for?	User trying to find where to book from?	G	General observation (from user)	
		Advertisement on front page, again, cookies banner on bottom of page	G	General observation (from user)	
		User selects Book	G	General observation (from user)	
36.10	What are you doing next?	User selects Low Fare Calendar but it has been removed	I	Interface Issue	
		Very small dropdown, hidden	C	Comment (from user)	
		User expects the flight insertion to be on top of the page and the ads under	D	Design Idea (from user)	
37.00	What are you doing next?	User selects Departure as London and Arrival as Barcelona	G	General observation (from user)	
		User inclined to type in the dates rather than selecting them in calendar	G	General observation (from user)	
		Calendar too big!	C	Comment (from user)	
38.50	Do you find it useful that it shows you how many days the trip is?	User prefers to say nights not days	G	General observation (from user)	
40.22	What are you doing next?	Adding number of adults travelling	G	General observation (from user)	
		Waiting for results ' Pretty jumpy website user admits!'	G	General observation (from user)	
40.44	What do you see and what are you looking for?	User is presented to option for selecting flights	G	General observation (from user)	
		Giving different days is good	G	General observation (from user)	
		Calendar too big!	C	Comment (from user)	
		User prefers more dates with the flights than actually	G	General observation (from user)	
41.38	Tell me about those two options underneath?	Depending on airports, Stanstead or Heathrow	G	General observation (from user)	
42.00	What does one stop mean?	It means you stopover and change flight	G	General observation (from user)	
42.20	How do you feel about this?	Not very happy, looking for a button that says direct flights but can't find it	G	General observation (from user)	
43.17	Which of the stopovers you prefer and why?	The shorter one, because you end up spending money in the airport as well	G	General observation (from user)	
		even though he would pay an extra 20 euros	G	General observation (from user)	
44.10	What would you do next?	Selecting my flights	G	General observation (from user)	
44.25	What does Basic, Smart and Bizclass mean?	User expanding on the options	G	General observation (from user)	
44.51	How do you feel about this?	It's fine with me	C	Comment (from user)	
45.55	Do you prefer having more information than on Aer Lingus?	In the way it's done, yes. It has all the information needed in one place	C	Comment (from user)	
46.47	Which one will you choose in the end?	Basic, 'I'm very cheap'	C	Comment (from user)	
47.42	What do you have to do next?	Selecting my flights	G	General observation (from user)	
48.19	What does it mean to book for 2€ your flights?	Saying the prices for 72 hours	G	General observation (from user)	
<i>The interviewer informs the user that they will stop the booking process here and asks her about her overall experience.</i>					
49.14	What do you think about this experience overall of this website?	User prefers using the Aer Lingus one as Eurowings looks 'cheap'	C	Comment (from user)	
		Eurolingus is jumpy from one page to another, calendar is too big	D	Design Idea (from user)	
			C	Comment (from user)	
50.33	Was there anything you liked or disliked about the experience?	Showing the whole week of flights and prices is good	C	Comment (from user)	
		Skyscanner shows deals by months	C	Comment (from user)	
50.59	Do you think Aer Lingus or Eurowings did not communicate that well?	They did but I did not see a month option	C	Comment (from user)	
51.42	Was there anything you expected to see but you didn't?	The information from Aer Lingus on the options or what is Collect Avios?	C	Comment (from user)	
52.18	Was there anything you were surprised to see?	Lots of ads on Aer Lingus, Irish/English language? / Inconsistencies	C	Comment (from user)	