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Airline Websites: Affinity Diagram

Context
- Some users travel for business and others for pleasure, once they have.
- Many users access the internet on their phones.
- Some users prioritise dates and times over price, if they are travelling for a specific reason.
- Some users prioritise price over flight dates and times.

Prompts to Proceed
- Users can struggle to find prompts to proceed within the booking process.
- Users like prompts like "Type 3 letters" in the departure / destination field and follow these directions.
- The 'Search Flights' button should stand out in a bright colour.
- Users need clear prompts throughout the booking process.
- It needs to be clear to users how they can select a flight on the flight results page.

Visibility of System Status
- Users should be notified if there will be a wait before the next stage in the process.
- Users shouldn't be able to select dates with no flights available.
- A loading bar gives clarity to users when flight search results are loading.
- Options for business class fares shouldn't show unless they are available.
- All flight search fields should be visible to users from the start.

Following Conventions
- Flight search results should confirm if there are no other flights for that day Eg. 'End of search results'.
- It should be visible in the booking calendar when flights aren't available.
- The 'Search' button should change colour when all fields are inputted, and when the user hovers over it.
- The site should follow conventions Eg. 'back' buttons in top left corner & 'proceed' buttons in bottom right.
- Ticket options should be displayed in price order from cheapest to most expensive.

Problem Prevention
- Flight search results should appear located on top of each other.
- A user suggested adding an 'X' in the top right hand corner to get rid of information pop-ups.
- Users want to be clearly notified about any 'red flags' as early as possible Eg. unusually long flight times or stopovers.
- The booking calendar prevents mistakes as users can see the dates and days at a glance.
- Outbound flights should appear on the first results page, followed by return flights.

User Flexibility
- Users want to be informed if there is anything unusual about their booking Eg. departure airport differs to returning airport.
- Users like the flexibility to change their flight and just pay the difference.
- Users value the ability to see prices for dates either side of their chosen date, when they can be flexible on dates.
- It could be useful to flag to users that they can also fly from their next nearest airport and change results at a click.
- The price lock feature may be useful for business or group bookings.

Users like...
- Some users would prefer not to search for specific dates and have a calendar with pricing to see the cheapest options.
- Some users prefer to add baggage once the flight is booked.
- Users appreciate the option to pay via Apple Pay or PayPal.
- It could be useful for users to skip certain stages like baggage and seating until a later time.
- Users should be given the option to hold flights at a quoted price, for a fee.

Clarity of Pricing
- It is handy to highlight the flights that are the cheapest, fastest or greenest on the results page.
- Users need to see the value in upgraded ticket options. They like to price up these elements themselves before booking.
- A chart view of dates and pricing can be useful to users on a budget.
- Users can be shocked when the price doubles for two at the end of the booking process. It needs to be clear if prices are per person or for the whole party.
- A price breakdown should be given as an option during the final stage of booking.

Important to Users
- It is important that the differences and inclusions for different ticket types are clearly outlined.
- Users value transparency in pricing throughout the booking process, with no hidden fees.
- It may be helpful for some users to be given information for car hire or hotels.
- Chart view allows users to see prices at a glance.
- A two tiered ticket offering of 'Economy' and 'Business' would be easier for users to follow.

Behaviours
- Some users use the booking calendar, others opt to type in dates, showing it's useful to have both options available.
- Some users prefer to type in their departure /destination.
- Most users use the main 'search flights' function on the homepage and ignore the navigation bar.
- Some users search for flights on two devices, simultaneously, to avoid price hikes.

(group bookings)
- For group bookings one member of the party usually takes charge of the booking process and shares the info with other travellers via Whatsapp or email.
- Some users prefer to select their airports from a list, rather than type, as it saves time.
- Some users prefer to use the main navigation bar.
- Some users would prefer it if there wasn't three ticket options and baggage was an add on later.

Covid Info
- A traffic light system for the latest government travel advice would be useful.
- Easily accessible information about Covid, preempts user questions.
- Information about amending or cancelling a booking should be evident to users.
- Users should be given information about entering the country before confirming their booking.

Reiterating Choices
- A breakdown of the user's chosen flights and costs is useful to see at a glance, throughout the process.
- A diagram of seating helps users with selection. Seats should change colour once selected.
- Details of the chosen flight should be given priority on the final selection page.
- The dates in the booking calendar should change colour once selected.

Clarity of Information
- Users value information that is clear and easy to follow.
- The timely drip-feeding of information helps not to overwhelm the user.
- Icons assist users with key information at a glance.
- Too much info can overwhelm the user, but it's good for it to be available as 'more information'.

(clarity)
- Flight times should be displayed as 24-hour clock to eliminate ambiguity.
- Key flight information should be clear and concise in flight search results - no unnecessary info.
- A user accidentally added the 'flex' option without realising it and this is a major red flag.

User Goals
- To browse or book flights.
- To book holiday packages.
- To obtain a refund / claim a voucher for a cancelled flight.
- To check menus and film lists.
- The wording for the 'Save your price for £4' needs to be clearer.
- To check baggage prices / inclusions.
- To track live flight times and get estimates of arrival times.
- To select seats.
- To research destinations and prices, and to compare against current packages.

Linguistics
- Jargon like 'Preferred Seating' needs some explanation for users.
- Writing should be easy for users to understand and read, with consideration for size, colour and font.
- The wording for the 'Save your price for £4' needs to be clearer.
- "It would be good to have suggestions of cheap flight destinations from my chosen airport".

Pain Points
- Users don't appreciate being asked to upgrade their tickets once they have already made their selection. We should trust their decsion.
- Drop downs for different ticket options can be difficult for users to find and create a stumbling block in the booking process.
- To view booked flight details and download boarding passes, to share boarding passes with travel companions and to check-in.
- Websites should be mobile optimised.

Speed up Journey
- Search bars should make assumptions according to the most common use cases.
- Search fields should make suggestions as you type.
- Navigation bars should default to 'flights' as their core function.
- The flight search bar should remember your last search and autofill it.
- Prompts to add country and language (when the website should already know), add another step for the user.
- Arrow functions allow users to switch 'to' and 'from' airports around with ease.

Users Change Their Minds
- Users should be given the option to 'change search' if they have inputted the wrong information.
- Users should be able to filter and sort flight results according to price and times.
- Users like it when a website remembers or guesses their choices correctly Eg. departure airport.
- "Airlines need clearer messaging on baggage allowances and need to stop changing the rules on cabin bags!"
- The system should use plain but friendly English. A 'thank you' or 'you're nearly there' reassures users throughout their journey.
- In the final stage users should be asked to 'review' their selection with the option to change it if neccessary.
- Options to narrow or widen the search help users to achieve their goals quickly.

Clean & Clear Display
- Flight search results should be clearly displayed.
- Drop-downs in the search bar help to keep the display clean and clear.
- Users should be able to access more information via pop-ups and drop downs.
- The website should guess your nearest airport and location based on your location.
- Some users miss the main flight search feature on the homepage if it is obscured by adverts or below the fold.
- White space should have a purpose.
- Flight search bars should be on the homepage, above the fold.