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Airline Websites

Usability Test Script

1.0 Test preamble:

This section serves as an *aide mémoire* to the team running the usability tests and is essentially a checklist for the conduct of each test.

Welcome
• Thanks for helping out today.
• We have scheduled this session to run for approximately 60 minutes.
• Before we start, I'll explain the setup and how the session works.

What we're doing today
• I'm responsible for conducting some customer research for an airline website.
• We're trying to identify issues that could be fixed to make the website easier to use.
• To do that we're talking to people like you, and based on your feedback we're hoping to pinpoint areas for improvement.

Room setup
• Let me explain the setup...
• I'll be asking you questions and talking you through the tests.
• We have a camera and a microphone to record what you do. We will record the session for note-taking purposes but the footage will not be seen by anyone outside the team.

The session is divided into two parts:
  1. First, we will ask you some questions about your experience of booking flights in general.
  2. Then, we'll ask you to perform a few tasks on airline websites and ask you some questions as you go.

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A few things to keep in mind…

There are a few things to keep in mind that will help the tests run smoother.

- First, this session is called a usability test. But it's important to know that **we're not testing you**, we're testing the website. There are no right or wrong answers, there are no trick questions, and we're not trying to catch you out in any way. If you do come across problems, please understand that it's not your fault, it's the software's fault. And in fact, the more problems you find, the better we can fix them.
- Second, please **be as candid as possible**. If you don't like something, or think it's just plain silly, please say so. You won't hurt my feelings – I haven't been involved in the design of any of these websites.
- Third, as you navigate around the website, whatever is going through your head, **please verbalise it**. So, for example, if you're about to click on a button, say "I'm going to click here because I think it's going to take me to the next page". Or "I'm looking around the screen for the price". Basically, we want you to think aloud; it helps us write better notes. Also, if you could approach things slightly slower than you normally would, that would be really helpful. If you work your way around the site too fast, we might not be able to take notes quick enough. I'll remind you to think aloud and to slow down throughout the session.
- Finally, please feel free to ask any questions you like. It's a great way for us to understand your thoughts. But in order to keep the test as realistic as possible, **I may not always answer your questions**. Thanks for understanding.

Do you have any questions before we begin?

2.0 Background questions:

Before we start using the website, I'd just like to ask you some simple background questions, if that's okay?

Personal questions

• Occupation

• Where do you live?

• How do you access the internet?

  • Home? Work? Phone?

  • Do you own a laptop or desktop?

  • Do you have broadband?

• Do you use apps on your smartphone?

  • What sort of apps do you use?

  • Please describe

Travel website usage

• What sort of travelling do you typically do?

  • Business or leisure?

  • How frequently do you fly?

  • Where do you fly to?

  • How do you book the flights?

• Where do you book your flights?

  • Airline websites? For example, Ryanair?

  • Aggregator websites? Expedia? Skyscanner?

  • Which type of website do you prefer? Why?

- Describe the last time you booked a flight online.
    - What was the scenario?
    - Where were you travelling to?
    - When did you make the decision to travel?
- What was most important when booking that flight?
    - The right dates, the right times or the right price?
    - Try to describe how you came to choosing the final destination, dates, etc
- Did you compare prices?
    - If not, why not?
    - If so, what airlines did you compare?
    - What websites did you use?
- How many people were travelling with you?
    - Did you book for everybody or just yourself?
    - What communications took place between you and the other travellers?
    - What did you discuss?
    - How did you share flight options/prices/dates before you made the booking?
    - How did you communicate? Face-to-face, by phone, by email?
    - What specific information did you share and discuss? Times, dates, prices?
    - How did you share this information? Screenshots, emails, phone calls?

3.0 Tasks:

Task 1: Flight and date selection (Website 1 - Eurowings)

For the purposes of the test, we'll assume the following:
• You live in Manchester
• You're planning a city break to Berlin
• You'd like to be there for the Easter weekend (Friday 2 April–Monday 5 April)
• Your first choice is to fly out on Thursday 1 April

What we want you to do
• Visit Eurowings.com
• Book a flight from Manchester - Berlin Brandenburg
• Depart on Thursday 1 April
• Return Tuesday 6 April
• 5 nights / 2 people
• Please show me what you would do

Homepage
• What do you see on this page?
• What are you looking for?
• What will you do next?

Flight search feature
• Why did you decide to type / pick from the list the airports?
• Why did you decide to type / pick the dates from the calendar?
• How would you change the trip to one-way?
• What does promo code mean? Click on it.
• What will you do next?

Results page

• What do you see on this page?

• Are the flight details clear? What do they tell you?

• What do the arrows at the top mean?

• How would you change your chosen dates?

• Which flight has the shortest overall time?

• Where are the stopovers?

• Which flight option would you pick and why?

• What are the different types of fares? And what's included in them?

• Which fare would you select and why?

• What will you do next?

Other options

• What does 'Flex Light' mean? Would you find this feature useful?

• What does 'From £4 Save your price' mean? Would you find this feature useful?

More services

• What do you see on this page?

• What choices would you make?

• What would you do next?

Conclusion

• Overall, what did you think of that experience?

• Was there anything you particularly liked or disliked about that process?

• Was there anything you expected to see but did not?

• Was there anything you were surprised to see?

Task 2: Flight and date selection (Website 2 - British Airways)

For the purposes of the test, we'll assume the following:

• You live in London.

• You're planning a holiday to Marrakech, Morocco

• You don't mind which London airport you depart from

• You'd like to travel in mid-June

• Your first choice is to fly out on a Saturday

What we want you to do

• Visit Britishairways.com

• Book a flight from London - Marrakech

• Depart on a Saturday in mid-June

• Return 7 nights later

• 7 nights / 2 people

• Please show me what you would do

Homepage

• What do you see on this page?

• What are you looking for?

• What will you do next?

Flight search feature

• Why did you decide to type / pick from the list the airports?

• What will you do next?

Results page

• What do you see on this page?

• Are the flight details clear? What do they tell you?

• How would you change your chosen dates?

• What do the arrows at the top mean?

• Which flight option would you pick and why?

• What are the different types of fares? And what's included in them?

• Which fare would you select and why?

• What will you do next?

Review your flights page

• Again, are the flight details clear? What do they tell you?

• What does 'Apply an e-voucher mean'? Click on it.

• Is the information on this page clear?

• What does 'Hold flights for £5pp' mean? Would you find this feature useful?

• What does 'Share your price quote' mean? Would you find this feature useful?

• What will you do next?

Conclusion

• Overall, what did you think of that experience?

• Was there anything you particularly liked or disliked about that process?

• Was there anything you expected to see but did not?

• Was there anything you were surprised to see?