Airline Websites

Online Survey

Purpose:

To establish user requirements and goals when visiting airline websites.

Format:

A 7-question survey conducted via Survey Planet, with a mixture of structured and unstructured questions.

Sample Size:

15 participants.

Link:

www.surveyplanet.com

Survey Questions:

1. When was the last time you visited an airline website or app?
- Within the last 4 weeks
- More than 4 weeks ago

2. Which airline website or app did you visit?

3. Why did you visit the airline website or app that day? What were you trying to do?

4. Were you able to complete your task that day?
- Yes
- No -- if not, tell us why not

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Survey Questions continued:

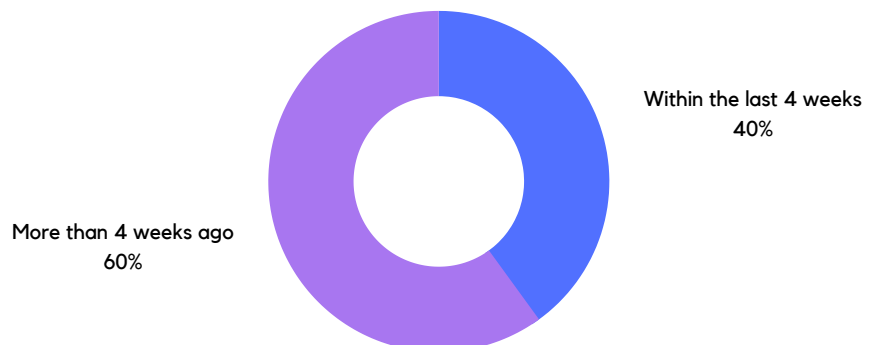**5. Did the website or app meet your expectations?**

- Much better than expected
- Better than expected
- As expected
- Less than expected
- Much less than expected

6. What would you change about that website or app? What improvements would you make?

7. Are there any other reasons you would visit an airline website or app?

Results:

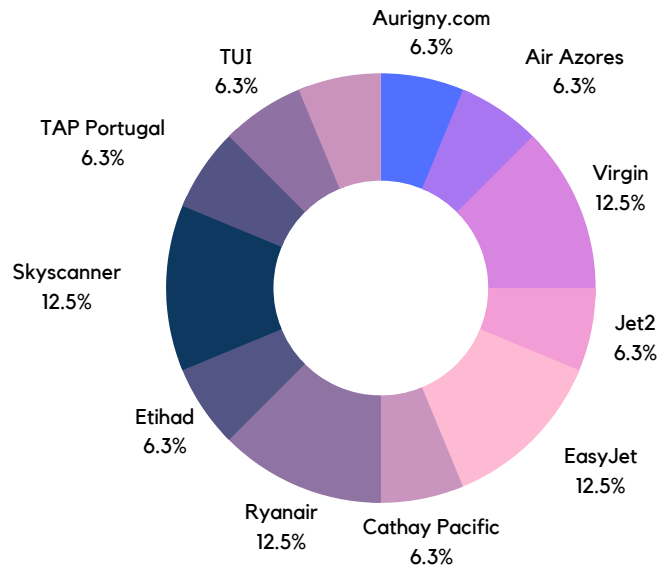**1. When was the last time you visited an airline website or app?**

Within the last 4 weeks
40%

More than 4 weeks ago
60%

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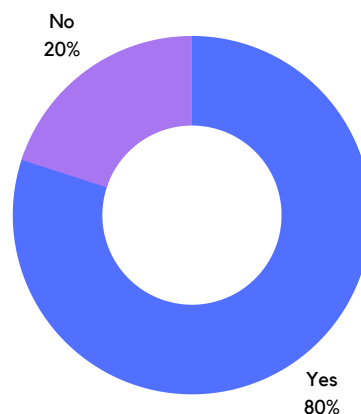
Online Survey

Results continued:

2. Which airline website or app did you visit?

3. Why did you visit the airline website or app that day? What were you trying to do?

User goals for their last visit included: to browse or book flights; to book car hire; to check or compare flight prices and frequency of flights; to view booked flight details; to download boarding passes to Apple Wallet; to check-in for a flight; to share boarding passes with a travel companion; to obtain a refund / claim a voucher for a cancelled flight; to book a holiday.
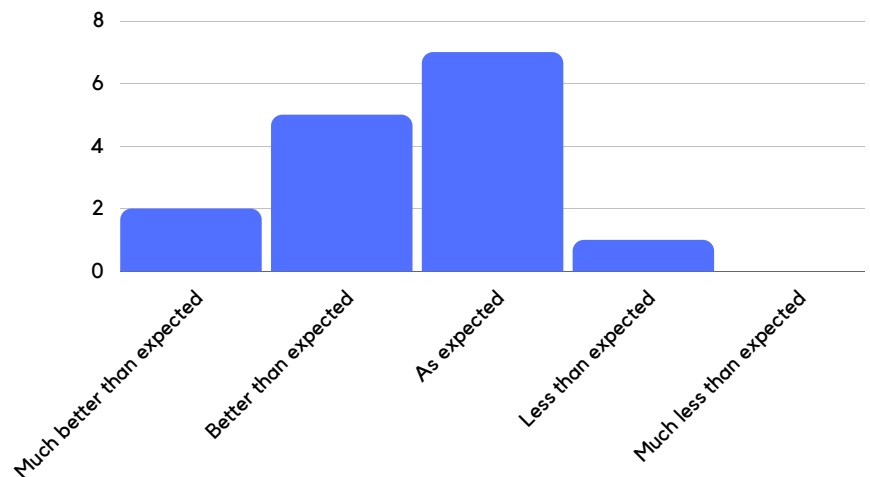
4. Were you able to complete your task that day?

Users that were unable to complete their task cited travel restrictions due to Covid as the reason.

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Results continued:

5. Did the website or app meet your expectations?

6. What would you change about that website or app? What improvements would you make?

- The booking calendar should let the user know on which dates flights are not available.
- The flight search bar shouldn't allow users to select dates when flights aren't available.
- It should be clearer if prices are per person or the whole party.
- Flight information should be spaced-out and clear.
- Users should be able to sort flights in price order.
- It would be useful to have a traffic light system for the latest government travel advice.
- Pop-up adverts and push-notifications can distract the user from their journey.
- The flight search bar should be easy to locate on the homepage.
- A 'low fare finder' or 'chart feature' is useful for users wanting to know the cheapest flight options.
- "It would be good to have suggestions for cheap flight destinations from my chosen airport."

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Results continued:

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- Users appreciate the option to pay via Apple Pay and PayPal.
- "When searching for flights, I would prefer to be able to extend beyond a specific airport location and opt for the region or country as a whole. For example; to search for flights between UK and Cyprus."
- The website should use your location to guess your language. It should also be easy to change the language.
- "I would prefer if they didn't keep asking me about hotels and car hire when I just want to look at flights."
- Websites should be mobile optimised.

7. Are there any other reasons you would visit an airline website or app?

User goals for visiting airline websites and apps in general included: to book hotels, airport parking and car hire; to book holiday packages; to research destinations and prices; to check travel links with other countries; to track live flights and get up-to-date estimates for arrival times; to check baggage info; to check-in for flights; to amend details; to add frequent flyer numbers; to check menus and film lists; to check flight and hotel prices in a package deal to compare; to select seats.

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