Fly UX - Affinity Diagram

BOOKING PAGE

Language

"I want the language in english but everything else in danish?"

Geomapping for departure

Confusion about language selector and current country selectors inside the header

She double check the language

Geomapping: Country and language

If she wants to see the price in DKK, page will be in danish

Language selection will influence everything else

Localization with country and language (Emirates)

Search flight box

"Search Flight" is not visible for user. 2 extra clicks, "discover" "book", then user access the right page

Search Flight box is not so visible to him. He goes directly to navigation "Book"

Dropdown shows both the country and the city

She types in "Bud" than she will choose it from the dropdown list

Departure dates and arrival dates should be under the corresponding city (flight)

Searches all aiports of the town

Error page - after being directed to an error page, he uses back button and scrolls pass the ads and finds, book flight box

Calendar

"I need to count the days at this point"

Calendar is easier to make sure you have the right dates,

Calendar Dropdown is very useful, she picks the dats from the calendar.

Uses the Calendar view to select dates, istead of typing

"Calendar, I really like it"

Calendar is not easy to see or understand. It doesnt have a typical view.

Not clear if you have to put the dates in the page

She is typing in the dates manually.

Types the dates manually

Promotion/add

Promo code, understands the concept, but never got to use it.

Sees the hero advertisment (last min deals). "If I already have a destination in mind, this ad is not relevant to me.

Too big promotional offer, user doesnt notice flight search.

Navigation

"Search flight" button not very visable. User had difficulties finding it.

Confirm button, unclear what will happen after its pressed

Assumed the page will be longer. (Clearly mobile user)

"Error button" was clear. User knows where the error is.

Show low price calendar is an additional step and not automatically

Unfamiliar Page. Hesitation with search results

You can book flights "TO GO" and "COME BACK" to different airport, you dont need to buy two "1 way" ticket.

Login section doesnt have much info and doesnt invite us to register or login at this page

Emirates navigation is very clear. All the main tasks are available from search flights to manage flights.

When choosing the date for a both way ticket, they dont need to click on "return" field

When opening the menu in the main navigation, there is an overwhelming number of links

Links to advanced search is not highlighted, it needs a better call to action

Flight search is the most prominent and makes the navigation clear

Slang

Flights vs "multy city" the wording is not meaningful.

FLIGHT SEARCH RESULT

Price transparency/Low Price Calendar

Price is given without the need to click further. Price comparism.

He loves the calendar trigger (low price calendar)

"Here is can see the different pricing. This is nice"

Emirates offers a good overview of the price

He wants to see more comparism of flights within the limitation of 1 stop.

User doesnt trust the company on pricing. "This is where they get you"

User is annoyed with the fact, that she cant see the full price. She knows there will be hidden costs.

Navigation

No option to select direct or indirect flight before choosing the dates.

Calendar price overview. No need to go on the booking page again

He would prefer to see more days as trigger for better overview of options.

Price green button has no clear indication what happens next... He hesitates to press it.

To proceed you need to click on the price button. Not intuitive. Should be "select your fare."

Good option to share the quote or save it for later.

No filter for time of arrial and departure.

He clicks on FLIGHT DETAILS but it didnt give enough details. Same info as from the top.

When altering booking dates, he uses the BACK BUTTON instead of CHANGE button at the top.

She has to count the days, what is her selection of dates, it should say clearly.

Error message is very clear (she books departure and arrival from same city but different airport.

Error message could have been on earlier stage (on the booking page)

The button CHOOSE SEAT doesnt looks like an option. Looks like the user has to do it. (Emirates)

Login section gives a clear explanation why they have to login. (Emirates)

Flight duration/layover

Flight Duration stated.

She wants to find the cheapest flight without layovers.

When he sees 1stop layovers, he looks for the shortest layover time on that stop.

Chooses the more expensive flight with the least amount of layover time (to spend less money on the airport)

No direct flight as option when selecting results.

All airport options are visible. Location of "home" airport is important.

BEHAVIOUR

Most will book the flights at home

Most of them use aggregator sites to search for flight Skyscanner Momondo

Most of them looking at: cheap flights, good timing, easy booking and navigation

Most of the people visits the app/website to look for price

Time and price are the key factors, that people look at when deciding on the DESTINATION

94% of people completed their booking on the website, 6% dropped because of high price, slow website, continous update of prices

Mobile user, Occasional flyer, AerLingus, Ryanair, Price main factor

First looks on aggregator websites and books on the company website

The price of the flight influences destination

She only uses airline apps for ticket and check-in, afterwards she will delete it

She wants the cheapest price (secondary goal is value)

Discuss price with the partner face-to-face and phone

Mainly desktop user

Spends average 1 month looking at price

Finds airline website via google search

Uses flight booking apps/websites 3-4x a year

When discussing the flight, it was mainly about Timeframes, Length

When communicating with her partner about the flight, they share screenshots

Advanced device and app user. Prefers apps on the go

Prefers aggregator sites to compare price

Price is most important (or best value for money)

FARE

Price transparency/Fare

Good Comparism of benefits between package options

When she is looking the drawing (illustration of the bags) it is clear for her what is included.

Nice TABLE TO COMPARE the different fares with clear explanation.

"I know what I am paying" (bag is included in the fare and doesnt has to add in a later stage"

Clear price range with SIMPLE NAME for the different fare. The NAME gives good idea about the fare.

It is clear what is included

"Compare to Norwegian, i like that one bag is included in the fare"

"PRICE LOCK FEATURE" user finds it useful

Confusion/Pain point

Not sure if the price is for 2 passengers or one.

She will add additional bag later, after she selected the fare. She doesnt knows the price at this point yet.

Low fare 0 LUGGAGE, Low fare plus: 3 LUGGAGE "I only need 1 luggage"

"Most of the people gets priority. It is not faster"

Not clear if the price is for one way or return

"It annoyes me either you have zero or two

PRICE LOCK FEATURE has to be easier to understand. As it is useful for him.

The wording "SPECIAL" makes it unclear if you looking for economy tickets.

Slang unclear "Collect avios" "Earn tier credits"

User doesnt understands the different offerings (e.g.Collect Avios)

"The flight not available" message has to be more clear (HE spent too much time on reading and the price was not available anymore"

Navigation

"Here I am in doubt on what to do" (how to go to fares after the dates are selected)

User doesnt understands how to select the fares. How to move forward?

Clear CTA: "Continue to service selection"

Not clear how to proceed with booking if you dont want more services

AerLingus fare is missing clear navigation. Whats next?

Behaviour

He would choose basic package to fly as cheap as possible

User doesnt trust the company on pricing "This is where they get you"

AFTER FARE SELECTION

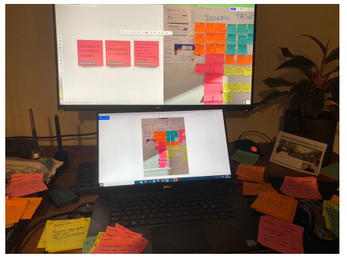
What is the next step?

The 30 view of the seats gives a good feeling of the place (Emirates)

The summary of the trip is not clear. No Date and only short code for the airport (Emirates)

The flight overview is clear with picture of the flight features. The journey of the booking is well described.

- Usability test Desktop 1
- Usability test Desktop 2
- Usability test Desktop 3
- Julia Mullinger UX Competitive benchmark / Survey



Working on my own after the workshop...