

# Usability test script

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## 1.0 Introduction

### Welcome

- Thanks for helping out today.
- My name is Eva and currently I am studying in UX Design Institute to become a UX Designer. As I briefed you, one of my project is to conduct research on existing flight booking websites and use my findings to design a user-friendly flight booking web application.
- I am trying to identify issues, during the flight booking process
- And to do that I talking to people like you, and based on your feedback I am hoping to pinpoint areas for improvement.
- We have scheduled this session to run approximately 60 minutes.
- Before we start, I'll explain the setup and explain how the session works.

### 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 and say
- I will record the session for note-taking purposes, but the footage will not be seen by anyone except me and my mentor in UX Design Institute.

The session is divided into two parts:

- First, I will ask you some questions about your experience booking flights in general
- Then, we'll ask you to perform a few tasks on Ryanair and Norwegian website and ask you some questions as you go

### 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 I am not testing, but I am testing the website. There are no right or wrong answers, there are no trick questions. 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 screens.

- 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". Basically I want you to think aloud, because it helps me to 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.
- 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 now 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 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

- Aggregator websites? Expedia? Skyscanner?
- Which type of website do you prefer? Why? For example, Ryanair?

## 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? Please describe.
- 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?

### TASK 1

- Book a flight from Copenhagen to Budapest on Norwegian website.
- You are traveling to a wedding. The wedding is in on September 12.
- You are planning to stay about 3-4 nights, but you are flexible with the dates
- 2 person

### TASK 2

- Book a flight from Copenhagen to Budapest on Ryanair website.
- You are traveling to a wedding. The wedding is in on September 12.
- You are planning to stay about 3-4 nights, but you are flexible with the dates
- 2 person

## 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?