

FLY UX RESEARCH - AFFINITY DIAGRAM

Joshua Davis

Data Sources

COMPETITIVE ANALYSIS

ONLINE SURVEY

USABILITY TEST

Positive experience

Pain point

OUR USER

LET'S FLY!

COMPARE VIA SKYSCANNER

USER PREFERS TO BOOK DIRECT WITH AIRLINE - EASIER TO CLAIM REFUND

WHY I USE APPS

APPS ARE MORE CONVENIENT TO USE

USING AN APP IS QUICKER

TELEPHONING TRAVEL AGENTS IS INCONVENIENT

USER USES APPS TO FIND CHEAPEST JOURNEY

APPS ARE EASIER TO ACCESS

"Simply convenience. I tend to keep my laptop for work"

WHY I DON'T USE APPS

USER PREFERS APPS FOR LONGEST FLIGHTS AND REQUEST FOR INTERNATIONAL - SIZE OF SCREEN INTERFERES

"It was quite complicated and I ran out of time"

USER GETS DISTRACTED BY SOCIAL MEDIA APPS ON PHONE

"This is what annoys me because I can't see it all"

"Flights just kept disappearing"

START BOOKING

HOMEPAGE - FIRST IMPRESSIONS

YOU CAN ACCESS CERTAIN FUNCTIONS IN MORE THAN ONE PLACE ON THE HOMEPAGE

USER FOUND HOMEPAGE BUSY - ADS AT THE TOP OF PAGE DISTRACTING

USER THINKS HOMEPAGE IS ONE BIG ADVERT

USER THINKS HOMEPAGE IS "Cluttered"

ICONS ON HOMEPAGE ARE WELL DESIGNED AND DON'T REQUIRE TITLES

USER THOUGHT LAYOUT AND COLOURS MADE IT EASY TO UNDERSTAND

WHERE DO I START?

DIFFICULT TO FIND 'BOOK FLIGHTS' BUTTON

"It's got nice big square buttons that you click"

USER LIKED THE BIG BUTTONS - GOOD FOR PHONE APP

"It's pretty clear what to press to book a flight"

USER FINDS 'BOOK FLIGHTS' BUTTON WITH EASE

I ALSO WANT TO...

TOP FEATURES IN APP: BOOK A FLIGHT, CHECK-IN, MANAGE BOOKINGS

USER WOULD USE THE 'BOOKING PASSES' FUNCTION

USER WOULD USE THE 'MY TRIPS' FUNCTION

GETTING THE BEST DEAL

MAKE IT 'easier to compare like for like costs'

"Price is most important to me"

USER DOESN'T TRUST LOW FARE CALENDAR

"I want to get the best deal"

USER IS INCLINED TO FIRST LOOK AT THE 'SALE' SECTION OF THE APP

DEFINING SEARCH

FINDING AIRPORTS

USER TYPES TO SEARCH AIRPORT - "It's quicker!"

USER FOUND CHOOSING AIRPORTS EASY - STARTED TO TYPE NAME THEN PICKED FROM DROP DOWN

USER CAN SWAP THE DEPARTURE AND DESTINATION AIRPORTS

USER SCROLLS THROUGH LIST OF AIRPORTS TO FIND THE ONE SHE WANTS

APP WARNS USER THAT DEPARTURE AND RETURN AIRPORTS ARE DIFFERENT

"If I can't see it quickly in the list, I'll start typing"

APP SUGGESTS AIRPORTS BASED ON USER'S GPS LOCATION

USER GAVE DIFF. OUTBOUND AND INBOUND AIRPORTS - APP GAVE A WARNING WHICH USER THOUGHT WAS GOOD

SELECTING DATES

APP FADES OUT DATES WHERE NO FLIGHTS AVAILABLE

CALENDAR STARTS ON A SUNDAY WHICH COULD BE CONFUSING FOR SOME

USER DOESN'T REALISE TO SELECT BOTH DATES WITHIN SAME CALENDAR

AFTER SELECTING DATES, APP SHOWS 'X' DAYS WHICH CONFUSES USER

SCROLLABLE DATE PICKER IS EASY FOR USER TO USE

CABIN CLASS

EASY TO SELECT CABIN CLASS WITHIN THE SAME PAGE

HOW MANY PASSENGERS?

EASY TO ADD PASSENGERS WITHIN THE SAME PAGE USING PLUS BUTTON

USER EASILY INCREASES NUMBER OF PASSENGERS

PICK MY CURRENCY

IN SEARCH RESULTS - USER CAN SWAP BETWEEN EURO AND POUNDS

USER WANTS TO BE ABLE TO SELECT CURRENCY

CHOOSING A FLIGHT

SHOW ME WHAT I NEED TO SEE!!

USER NOT HAPPY WITH INFO SHOWN FOR TRANSFER FLIGHTS - "It doesn't say where you are stopping"

APP DOESN'T MAKE IT OBVIOUS THAT THE FLIGHTS INCLUDE A TRANSFER

APP SHOWS MIN SUMMARY OF SEARCH CRITERIA AT TOP OF SEARCH RESULTS PAGE

USER WANTS TO SEE MAIN BENEFITS OF FARE TYPE WITHIN SEARCH RESULTS PAGE

INFORMATION ON TRANSFER FLIGHTS "Very, very unclear"

USER LIKES THAT FLIGHT TIME IS SHOWN

SEARCH RESULTS DON'T SHOW ACTUAL FLIGHT TIME

WHICH FLIGHT DO I WANT?

APP DOESN'T HAVE A BUTTON TO START SEARCH FROM BEGINNING

USER LIKES SEEING LOWEST PRICE ON DATES EITHER SIDE OF CHOSEN DATE

USER CHOOSES FLIGHT BASED ON DEPARTURE TIME AND TICKET PRICE

USER INCLUDES COST OF JOURNEY TO AND FROM AIRPORT TO DETERMINE CHEAPEST PRICE

USER CAN SORT SEARCH RESULTS - EG BY PRICE

USER LIKED SEEING THE PRICES FOR FLIGHTS EITHER SIDE OF CHOSEN DATE

WHAT'S IN THE PRICE?

"I like the fact they have a price breakdown"

THE APP DOESN'T SHOW USER WHAT'S INCLUDED IN THE FARE TYPE

USER WANTS TO SEE A SUMMARY OF EACH FARE TYPE

USER WOULD PREFER TO SEE A SUMMARY OF THE TICKET PRICE UP FRONT

USER CLICKS 'PRICE BREAKDOWN' TO SEE WHAT SHE IS PAYING FOR

USER HAS TO CALCULATE FINAL PRICE IN HER HEAD TO CONFIRM WHAT SHE SEES

USER EXPECTS CLICKING 'PLUS' FARE WILL SHOW A BREAKDOWN OF THE PRICE

USER NOT SURE WHAT COMPARE FARE BENEFITS BUTTON WILL DO

FINALISING BOOKING

BAGGAGE

USER CHOOSES ECONOMY CLASS, BUT NO INFO GIVEN RE SIZE OF HAND LUGGAGE

USER NEEDS TO CLICK TO FIND OUT HANG LUGGAGE ALLOWANCE

USER EXPECTS TO SEE ADD BAGGAGE OPTION DURING BOOKING PROCESS

USER LIKES OPTIONS TO ADD SPORTS EQUIPMENT

WHERE TO SIT?

USER STRUGGLES TO SELECT SPECIFIC SEAT FOR SPECIFIC PASSENGER

WINGS AREN'T SHOWN ON SEAT MAP

APP DOESN'T AUTOMATICALLY OFFER USER SAME SEATS FOR RETURN FLIGHT

DIFFERENT SEAT PRICES SUMMARISED WITHIN THE SEAT MAP

APP GREYS OUT UNAVAILABLE SEATS

USE OF COLOUR MISMATCHES USER ABOUT WHICH SEATS SHE CAN SELECT

USER DOESN'T WANT TO PAY FOR ALLOCATED SEATS

HIDDEN COSTS

"I am always anxious that I have accidentally added a rental car"

"The cost difference when add-ons are calculated is annoying"

FRUSTRATED BY "all the extra charges at the end"

USER'S DISLIKE HIDDEN OR ADDITIONAL COSTS

I DISLIKE "Not seeing a complete price including luggage"

I'M NOT INTERESTED

USER FINDS CAR RENTAL OPTION USEFUL

DISLIKE UPSELLING OR CROSS-SELLING ADD-ONS

ADVERTISING IN THE MIDDLE OF SEARCH RESULTS DISTRACTING

"Reduce all the add-ons - car hire, hotel's etc..."

There are too many ads popping up in-between booking and paying

"I get annoyed when they try to sell you all this other stuff"

READY TO PURCHASE

WHO'S FLYING?

"This app only asks for names and contact details"

USER THINKS APP IS ASKING HER TO ADD ANOTHER PASSENGER - BUT IT'S ACTUALLY ASKING FOR THEIR DETAILS

USER FOUND WORKING FOR ENTERING PASSENGER DETAILS CONFUSING - CONCERNED SHE HAD MADE AN ERROR

APP AUTO-CAPS THE NAMES OF PASSENGERS WHEN ENTERED

"It should say something like Input Passenger Details"

THE SMALL PRINT

USER THINKS IT'S GOOD TO LINK TO CONFIRM IMPORTANT INFO HAS BEEN READ

ADDITIONAL REQUIRED TO READ TERMS AND CONDITIONS

TOO MUCH INFO ON ONE PAGE CONFUSING AND NOT USEFUL

"It's all quite faint and tiny writing"

USER CONFUSED BY PRICE BREAKDOWN AND DETAILED INFO SMALL AND HAD TO SCROLL TO READ IN MODE

I'M READY TO BUY, BUT...

FINAL DETAILS DON'T SHOW PRICE PER PERSON

USER WOULDN'T USE SAVE SEARCH OPTION

SIGN-IN BUTTON NOT OBVIOUS TO USER

"...can't see final details on the final payment page so you can have one last check"

HOW CAN I SHARE?

SHARE BUTTON AUTOMATICALLY SAVE SEARCH

USER WOULD USE SHARE OPTION WITH WHATSAPP

USER TAKES SCREENSHOT TO SHARE FLIGHT DETAILS

EASY TO SHARE FLIGHTS WITH OTHER PASSENGERS VIA APP

SHARE BUTTON AVAILABLE IN ADVANCE OF PAYMENT PAGE

USER EXPERIENCE

WHERE AM I?

USER LIKES PAGE TITLES - 'DEPARTURE FLIGHT' + 'RETURN FLIGHT'

TAB BAR SHOWS USER WHERE THEY ARE IN THE APP

PREVIOUS BAR - APP SHOWS USER THE SEARCH IS STILL HAPPENING

"It should say something like - Select Return Flight"

USER THINKS FLIGHTS SHOULD BE LABELLED 'OUTBOUND OR RETURN'

OBVIOUS AND PRECISE TITLE PAGE

BUTTON TAKES USER OUT OF CURRENT SEARCH WITHOUT WARNING

DON'T WASTE MY TIME

USER DOESN'T UNDERSTAND WHY APP IS SHOWING A TIME MANY MONTHS WHEN HE HAS SELECTED A RETURN FLIGHT

APP ASKS TO ADD PASSENGER DETAILS WHEN THEY HAVE ALREADY DONE SO

NEW PAGES OPEN TO SELECT NUMBER OF PASSENGERS CREATING MORE CLIKES

COMPARE FARES BUTTON - "Why do I need to open up a new screen to look at it?"

"Reduce the number of steps required to book a flight"

"Don't show me flights I can't book"

I'M NOT INTERESTED

USER FINDS CAR RENTAL OPTION USEFUL

DISLIKE UPSELLING OR CROSS-SELLING ADD-ONS

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"Reduce all the add-ons - car hire, hotel's etc..."

There are too many ads popping up in-between booking and paying

"I get annoyed when they try to sell you all this other stuff"

PLEASE DON'T FORGET ME

REPORT SEARCHES DISPLAYED ON HOMEPAGE - EASY FOR USER TO CONTINUE

USER HAS TO START SEARCH AGAIN AND RE-ENTER ALL DETAILS

USER LIKES THAT APP REMINDERS PREVIOUS SEARCH CRITERIA

IMAGES BRING IT TO LIFE

USER LIKED BACKGROUND PHOTO ON PAGE

"I want to see more images of destinations"

USER FEELS DISTRACTED BY THE BACKGROUND IMAGE OF BLUE SEA

IMAGERY OF DESTINATIONS BRING SEARCH RESULTS TO LIFE