

Project 2 - Online Survey Report

Executive Summary

Surveys are a key research tool in UX design; they help us to understand the users' goals, needs and problems. Surveys are simple, cost effective and provide powerful insights. Survey analysis transforms structured and unstructured questions into valuable quantitative and qualitative data. Using online survey tools we can gather results from a large sample size, this increases the reliability of our results.

The goal of conducting a survey is to gather data and feedback, from a large sample size, which can be generalized to the larger target market. This enables us to update our business and UX Design strategy based on user research. Surveys provide companies with knowledge and data regarding demographics, social and user needs. Surveys can also be utilised to analyse the users emotional responses, behaviours and preferences.

To conduct my user survey I used an online survey tool called Google Forms, because it is easy for survey respondents to use. I emailed airline app users with a survey link, which they can complete anytime on any device. Digital survey tools also help achieve business goals as they are time efficient and cost effective. Survey tools also increase ease of analysis as the tool manages and stores all results.

Choosing the best online survey tool

To ensure I use the most relevant and effective tool for my project, I researched and compared the highest rated free survey generator tools. The top free survey generator tools on the market are Google Forms, SurveyMonkey and Qualaroo. I analysed the features, benefits and weaknesses of each tool. I have concluded that Google Forms is the most appropriate tool for my project.

Google Forms is easy to use for survey respondents, as it is Desktop and Mobile friendly. It also increases ease of analysis as it collects all the responses and the tool adds a basic level of analytics under the 'response' tab, and data can be exported to Google Sheets. Google Forms key features include Customized Templates, Multiple Question types and a variety of themes. Google Forms allows unlimited Surveys and Respondents.

Table of Contents

1. Section 1 - Online Survey Results and Analysis
2. Section 2 - Online Survey User Insights, User Feedback and Recommendations
3. Section 3 - Appendixes
 - a. Appendix 1: Online Survey Questionnaire (Google Forms)
 - b. Appendix 2: Survey results, analysis and graphs of results

Online Survey Results and Analysis

Question 1 - When was the last time you visited an airline app?

- The majority (80%) of users surveyed last used an airline app within the last year.
 - One third (33%) of participants used an airline app within the last 6 months.
-

Question 2 - Why did you visit the airline app that day?

- The majority (60%) of users surveyed used the airline app to check prices and dates for a future trip.
 - Other key factors in order of importance:
 - Check-in (40%)
 - Flight management (33.3%)
 - Purchasing a flight (26.7%)
 - Live updates (26.7%)
-

Question 3 - Were you able to complete your task that day?

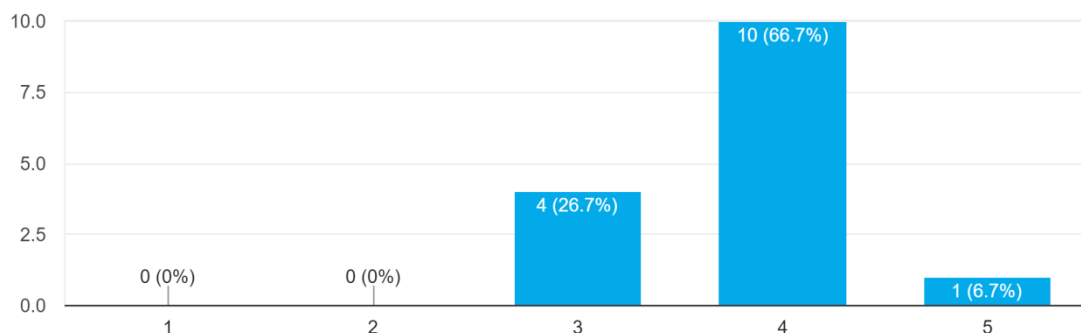
- The majority (80%) of users surveyed were able to successfully complete their task that day. The remaining 20% could only partially complete their task.
-

Question 4 - How satisfied were you with the airline app? Did the airline app meet your expectations?

- All of the users surveyed rated the airline app at least 3 out of 5 for satisfaction.
- Two thirds (66.7%) of users were satisfied with the airline app, scoring 4/5 for satisfaction.

Question 4 - How satisfied were you with the airline app? Did the airline app meet your expectations?

15 responses



Question 5 - What was the main problem you faced when using the airline app?

Key User Pain Points

Three users had no problems with the airline app. One user commented “Nothing, worked fairly intuitively”.

Key Pain Points identified by Users

- **App System not functioning**
 - Slightly clunky to use
 - Can be a bit awkward to manoeuvre and a bit buggy
 - Flight times got delayed so traffic overloaded the app with people trying to check
- **Feature or functions problems**
 - Sorting through cheap vs convenient flights
 - Repetitive completing filters etc, having everything reset between searches
 - Many buttons don't do what they say they do or just don't work.
 - Fewer or more optional upselling steps
 - In the case of booking a flight, I didn't get accurate total transit time.
- **Structure and Navigation**
 - Confusing navigation
 - Poor layout
 - I would improve the structure of the pages and navigation menus to make it easier to find what you're looking for
 - Ryanair's information architecture is garbage.

Features and Functions – Key Pain Points

“Repetitive completing filters etc, having everything reset between searches.”

“Many buttons don't do what they say they do or just don't work.”

Navigation – Key Pain Points

“I would improve the structure of the pages and navigation menus to make it easier to find what you're looking for.”

Question 6 - What features did you use when you last visited the airline app? (select all options that apply)

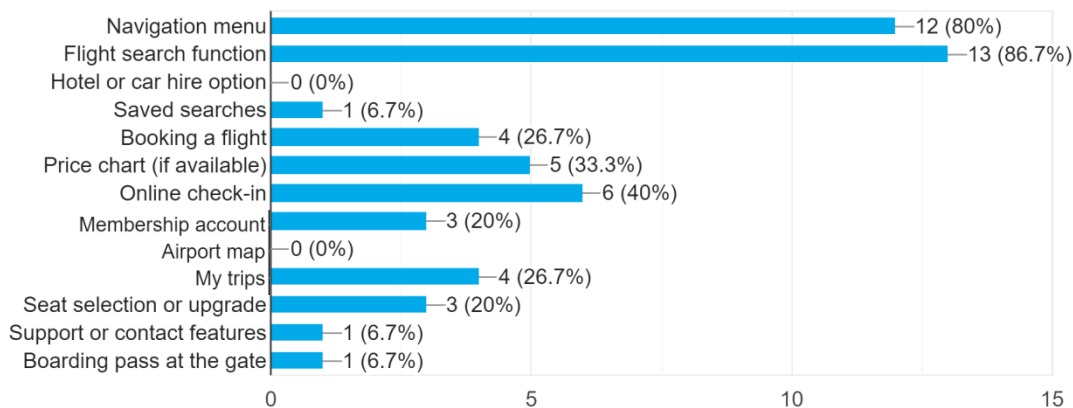
Key Insight:
Over 80% used the Navigation Menu and Flight Search functions when they last visited an airline app.

Key features participants used:

- **Flight search function (86.7%)**
- **Navigation menu (80%)**
- **Check-in (40%)**
- Price chart (33.3%)
- Booking a flight (26.7%)
- My trips - checking past or future flight booking details (26.7%)

Question 6 - What features did you use when you last visited the airline app? (select all options that apply)

15 responses



Question 7 - Which features do you find most relevant and useful?

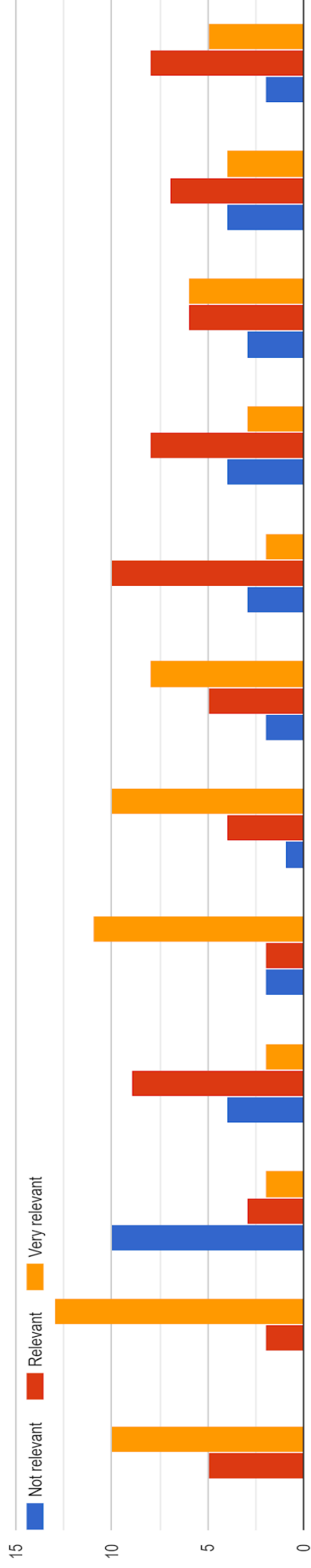
(See results chart on the next page)

- **Most relevant feature: flight search function**
 - Every user survey found the 'flight search function' and 'navigation menu' relevant or very relevant
 - The majority of participants found the 'booking a flight' and 'price chart' and 'check-in' functions relevant or very relevant
- **Least relevant feature: hotel or car hire options**
 - Participants always rated 'saved searches' and 'seat selection' and 'airport maps' as less relevant.

Key Insights:

1. Highlight links to key pages on the home screen
 - 'flight search function' 'booking a flight' and 'price chart' and 'check-in' and 'navigation menu'
2. De-emphasize less relevant pages, such as 'hotel or car hire options' and 'saved searches' and 'seat selection' and 'airport maps'

Question 7 - Which features do you find most relevant and useful?



1. Navigation menu

2. Flight search function

3. Hotel or car hire option

4. Saved searches

5. Booking a flight

6. Price chart (if available)

7. Online check-in

8. Membership account (if you have one)

9. Airport maps

10. My trips - checking past or future flight

11. Seat selection or upgrade

12. Support or contact features

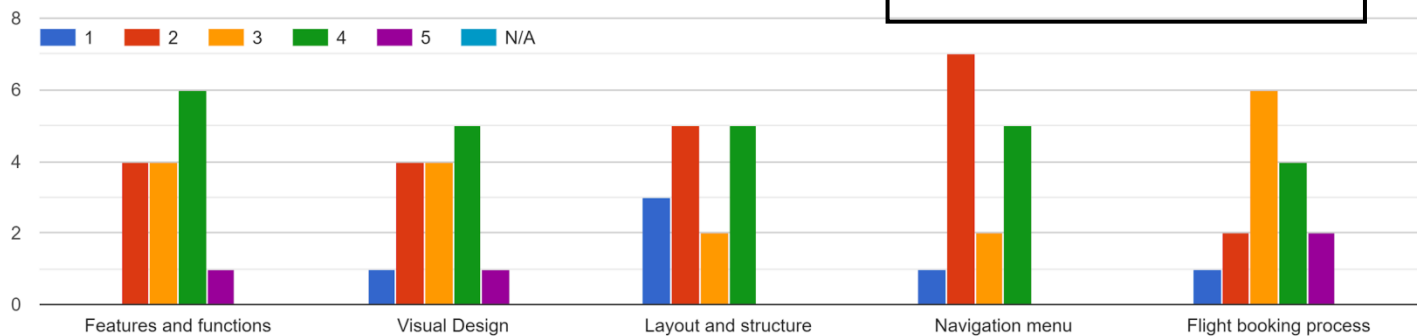
Question 8 - How satisfied were you with the features, design, layout, navigation etc?

- Users were the most satisfied with the airline apps
 - Features and functions
 - Visual design
- Users were the least satisfied with
 - Layout and structure
 - Navigation menu

Key insight:

The most important areas to improve are the layout, structure and navigation menu.

Question 8 - How satisfied were you with the features, design, layout, navigation etc?



Question 10 - Would you use this airline app or a different app again?

- The majority (66.7%) of participants would use this airline app again.
- 26.7% of participants would consider using this airline app again if they redesigned it.

Key insight:

Customer retention is currently two thirds (66.7% of users).

If the app is redesigned successfully, customer retention could be increased to 93.4%, an improvement of 26.7%

Section 2 - Optional

Demographic Questions

- The majority (66.7%) of participants are under 35 years old
- 53.3% work in the technology industry
- 20% work in Business, 20% work in Art and the remaining 6.7% work in Medicine.

Question 9 - How would you improve the app? Are there any changes you would make? Consider the layout, navigation and design

User Feedback and Recommendations

Five users would make no changes to the airline app.

Feedback for Air Canada, Lufthansa and British Airways mobile apps

“Lufthansa app doesn’t have the same functionality as the full website and when you click to upgrade nothing happens or you get taken to your booking details. It was also really clunky to see your upcoming flights.”

“British Airways - is a breeze love that app though has some dumb gimmicks that can sometimes lead to confusion.”

“Air Canada has gotten a lot better recently but suffered the same issues as Lufthansa (star alliance).”

Improve Error Messages

“Provide proper error messages when something doesn’t work with apps most of the time you get no feedback. At least in a website you get a something went wrong message or similar.”

Additional feedback:

- Simple home page with key links
- Make contacting customer support easier
- Make finding FAQs easier
- Auto fill search from previous entries
- Less up-selling
- Less pop up ads
- Add more options to get more information.

Navigation Feedback and Recommendations

“I'd move the navigation bar to the top, and rearrange the elements on the home page.”

“Simplify the navigation menu, have it all in one place but split into sections.”

“Layout and design both very busy; user flow forced me through a lot of steps that were not relevant to me.”

Section 2 - Online Survey User Insights

Key User Goals

- The majority (60%) of users surveyed key goal or task they were trying to achieve was to check prices and dates for a future trip.
 - 40% needed to Check-in
 - 33.3% used the Flight Management feature
- The majority (80%) of users surveyed were able to successfully complete their task.

Key pages, features and functions participants use

- We need to highlight links to key pages on the home screen. This will make it easier for users to quickly locate the page they need.
- The most commonly used pages, features and functions are:
 - **Flight search function (86.7%)**
 - **Navigation menu (80%)**
 - **Check-in (40%)**
 - Price chart (33.3%)
 - Booking a flight (26.7%)
 - My trips - checking past or future flight booking details (26.7%)
- De-emphasize less relevant pages, such as 'hotel or car hire options' and 'saved searches' and 'seat selection' and 'airport maps'.

User satisfaction

- All of the users surveyed rated the airline app at least 3 out of 5 for satisfaction.
- Two thirds (66.7%) of users were satisfied with the airline app, scoring 4/5 for satisfaction.
- The majority (80%) of users surveyed were able to successfully complete their task that day. The remaining 20% could only partially complete their task.
- The most important areas to improve are the layout, structure and navigation menu, as they rated lowest on user satisfaction
- Users were very satisfied with the airline apps features and functions.
- Customer retention is currently two thirds (66.7% of users).
- If the app is redesigned successfully, customer retention could be increased to 93.4%, an improvement of 26.7%

Section 3 - Appendixes

Appendix 1: Online Survey Questionnaire (Google Forms)



Survey - Airline Booking Apps

I am conducting a survey to analyse airline apps. I want to evaluate the key features, benefits and weaknesses of airline apps you use. I will utilise the results to improve an airline app, with the users' needs as the key focus.

I would greatly appreciate it if you could spare 10 minutes to complete these 10 quick questions. Many thanks in advance for your cooperation, time and valuable insights.

***Required**

Question 1 - When was the last time you visited an airline app? (Select one option) *

- Within the last month
- Within the last 6 months
- Within the last year
- Over a year ago

Question 2 - Why did you visit the airline app that day? What were you trying to do? (Select all options that apply) *

- Check prices and dates for a future trip
- Book a flight
- Check-in for a previously booked flight
- Use the Flight Management function - all flight details and online boarding pass for a previously booked trip
- Check live updates for flights
- Upgrade seats, luggage or other preferences for a previously booked flight
- Other...

Question 3 - Were you able to complete your task that day? *

- Yes
- No
- Partly - I managed to complete some tasks I wanted, but not all the tasks

Question 4 - How satisfied were you with the airline app? Did the airline app meet your expectations? *

- 1 2 3 4 5
- Not satisfied - the app did not meet any of my expectations Completely satisfied - the app met all my expectations

Question 5 - What was the main problem you faced when using the airline app? *

Long-answer text



Question 6 - What features did you use when you last visited the airline app? (select all options that apply)

Checkboxes

- Navigation menu ×
- Flight search function ×
- Hotel or car hire option ×
- Saved searches ×
- Booking a flight ×
- Price chart (if available) ×
- Online check-in ×
- Membership account (if you have one) ×
- Airport map ×
- My trips - checking past or future flight booking details ×
- Seat selection or upgrade ×
- Support or contact features ×
- Other... ×

Question 7 - Which features do you find most relevant and useful? *

	Not relevant	Relevant	Very relevant
Navigation menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flight search function	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotel or car hire option	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saved searches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Booking a flight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price chart (if available)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online check-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership account (if ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airport maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My trips - checking past ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seat selection or upgrade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support or contact featu...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 8 - How satisfied were you with the features, design, layout, navigation etc? *

1 = Very dissatisfied 5 = Very satisfied

	1	2	3	4	5	N/A
Features and...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout and s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Navigation ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flight bookin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 9 - How would you improve the app? Are there any changes you would make? *
Consider the layout, navigation and design

Long-answer text
.....

Question 10 - Would you use this airline app or a different app again? (select ONE option that applies) *

- I would use this airline app again
- I would use a DIFFERENT airline app
- I would consider using this airline app again if they redesigned it
- I would never use this airline app again
- Other...



Demographic Questions Section - Optional ✕ ⋮

These Questions are Optional - skip to submit survey at the bottom of the page

Name (optional)

Short-answer text

Age range (optional)

- 16 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- 56+

What industry you work, study or are most interested in (optional) - select the most relevant option

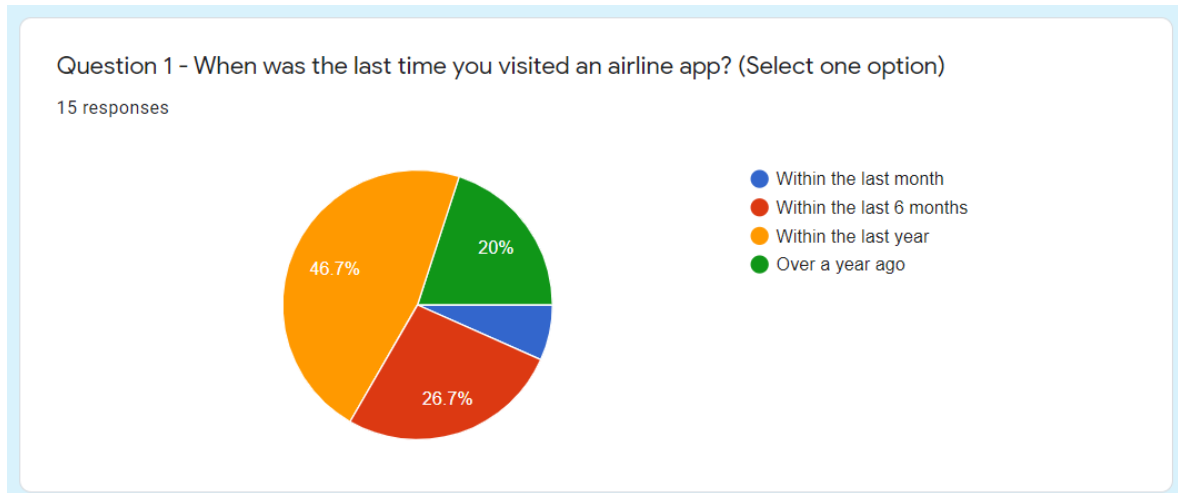
- Technology
- Business
- Marketing
- Music
- Art
- Fashion
- Humanities - History, Geography & Social Sciences
- Medical
- Teaching or Research
- Law

Any final thoughts, insights or recommendations? (optional)

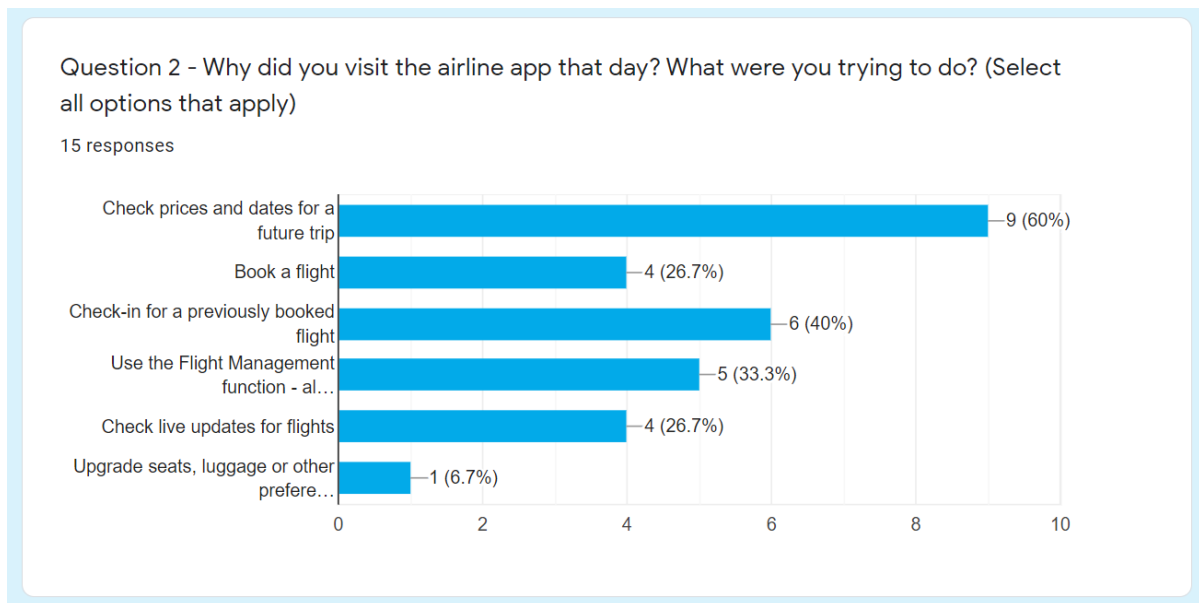
Long-answer text

Appendix 2: Survey results, analysis and graphs of results

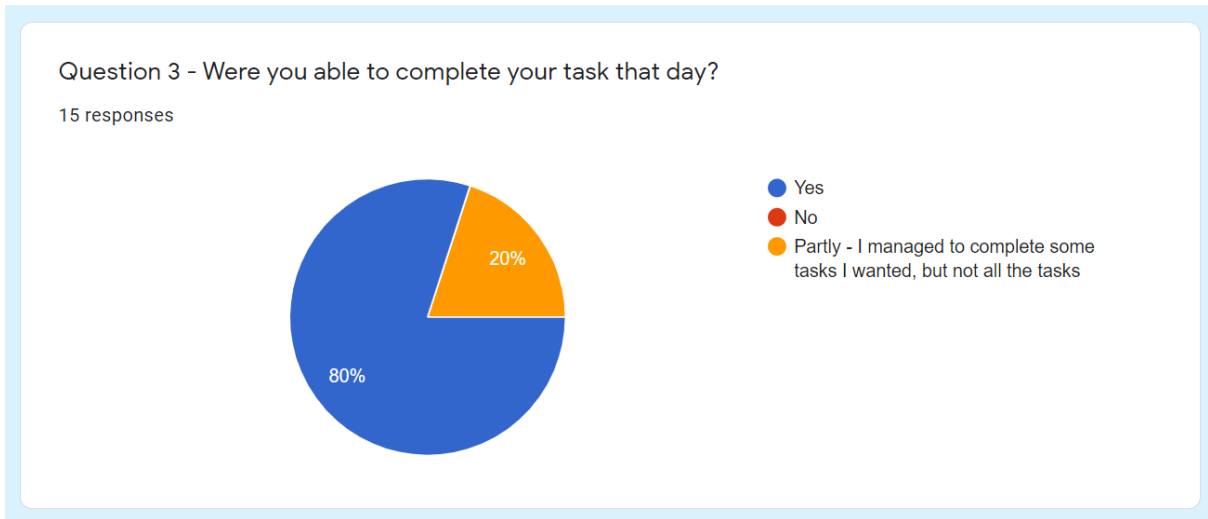
Graph 1 - Question 1 results



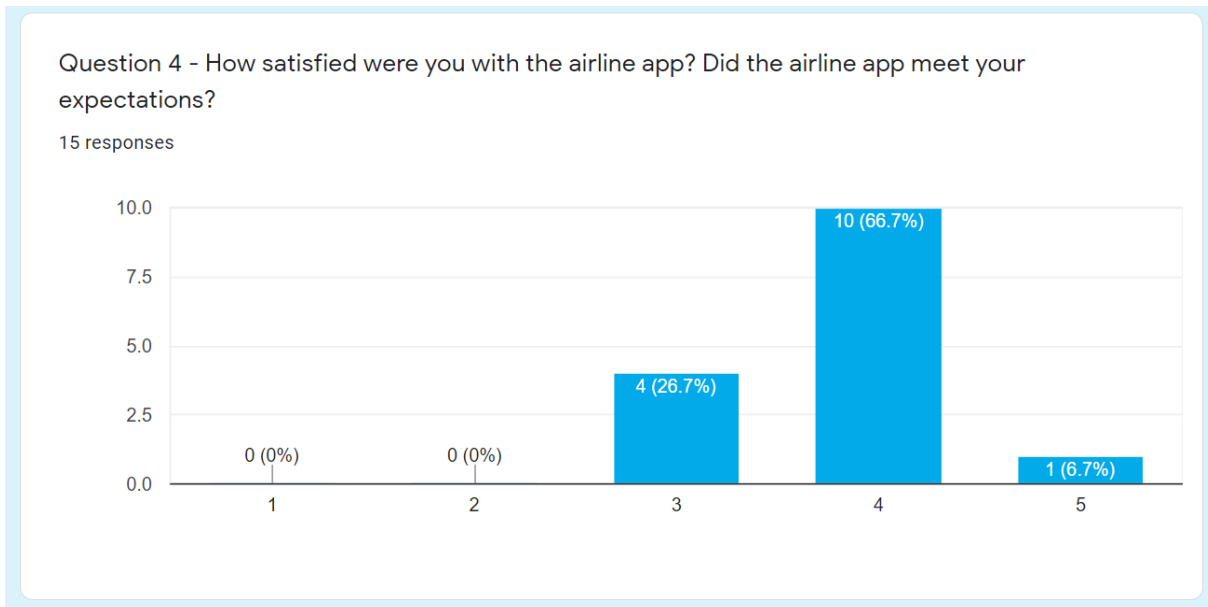
Graph 2 - Question 2 results



Graph 3 - Question 3 results



Graph 4 - Question 4 results



Graph 5 - Question 5 results

Question 5 - What was the main problem you faced when using the airline app?

15 responses

I would improve the structure of the pages and navigation menus to make it easier to find what you're looking for

Flight times got delayed so traffic overloaded the app with people trying to check

fewer or more optional upselling steps

Confusing navigation

Non

Slightly clunky to use

Repetitive completing filters etc, having everything reset between searches

Poor layout

Sorting through cheap vs convenient flights

Nothing, worked fairly intuitively

none

Can be a bit awkward to manoeuvre and a bit buggy

Ryanair's information architecture is garbage.

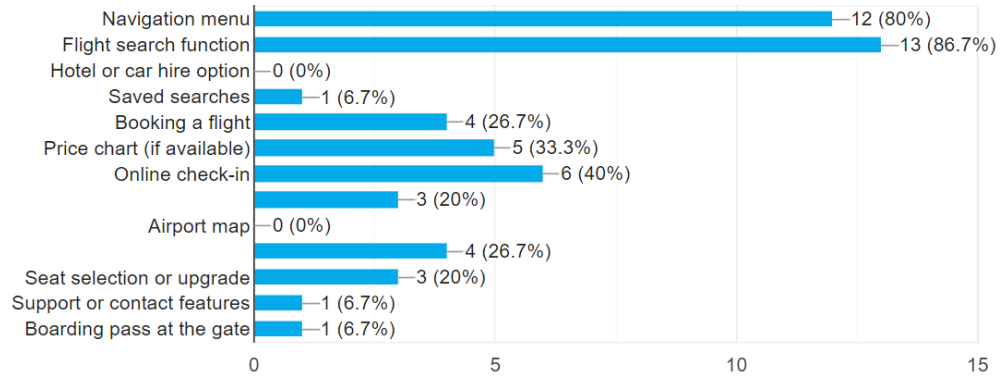
Many buttons don't do what they say the do or just don't work.

In the case of booking a flight, i didn't get accurate total transit time.

Graph 6 - Question 6 results

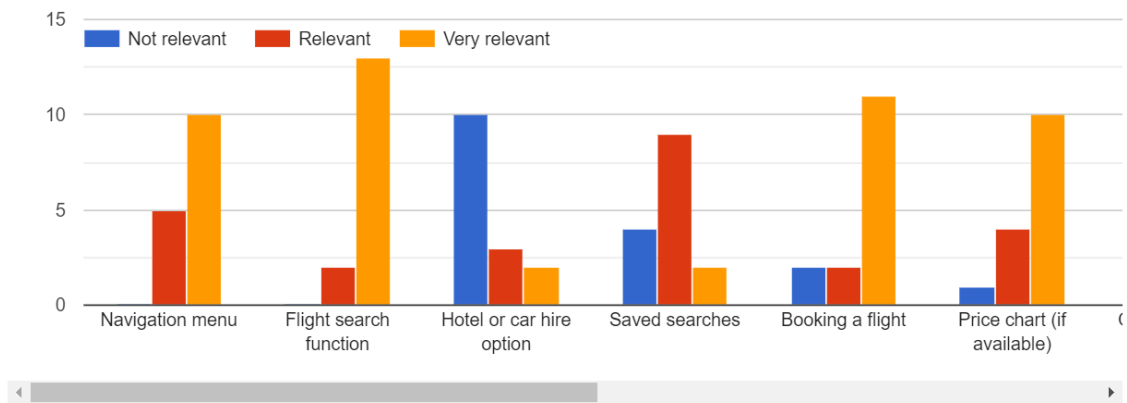
Question 6 - What features did you use when you last visited the airline app? (select all options that apply)

15 responses

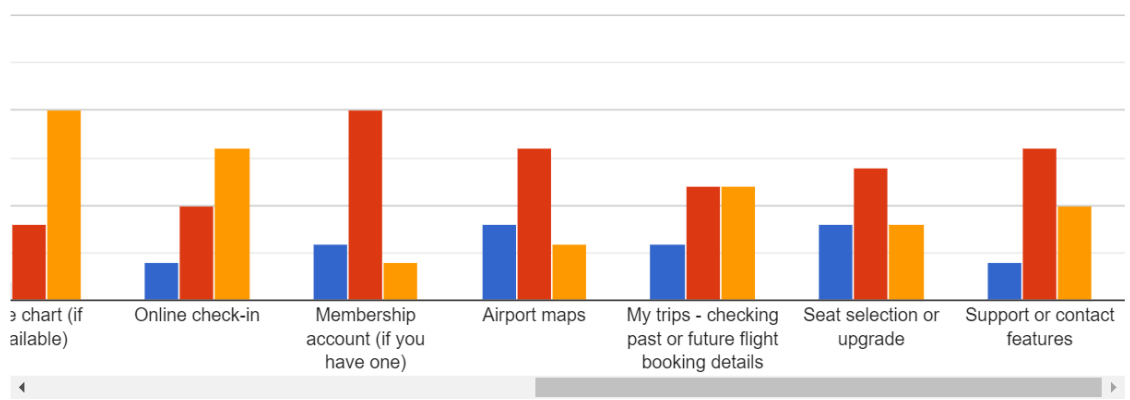


Graph 7 - Question 7 results

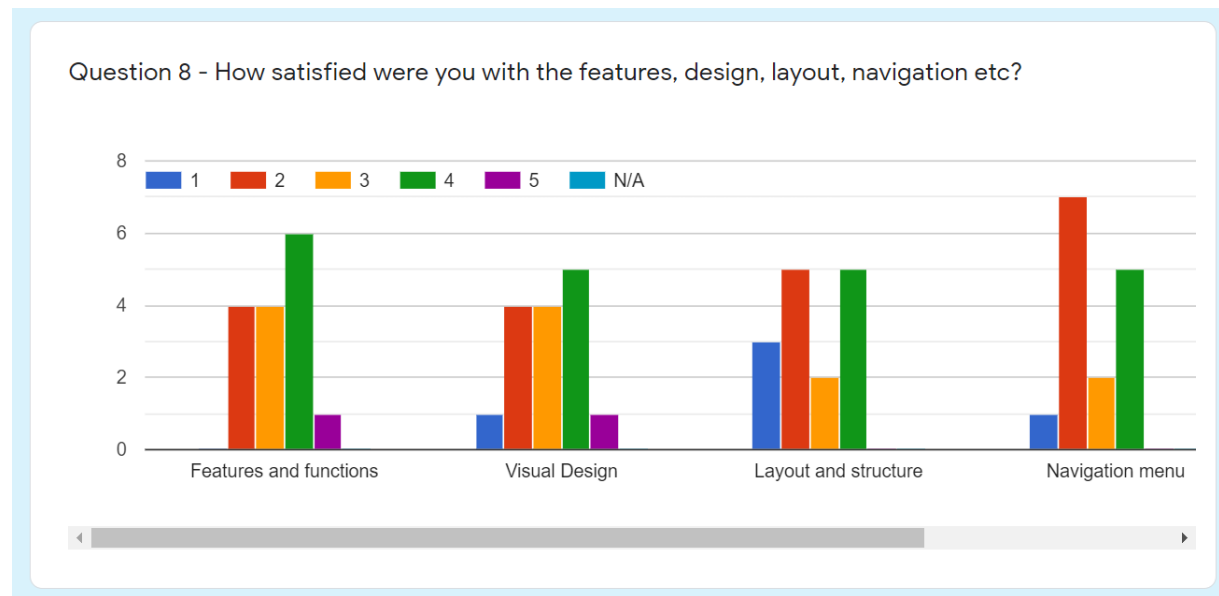
Question 7 - Which features do you find most relevant and useful?



Question 7 - Which features do you find most relevant and useful?



Graph 8 - Question 8 results



Graph 9 - Question 9 results

Question 9 - How would you improve the app? Are there any changes you would make? Consider the layout, navigation and design

15 responses

Simplify the navigation menu, have it all in one place but split into sections

wouldn't change

layout and design both very busy; user flow forced me through a lot of steps that were not relevant to me

simple home page with key links

Not any

Unsure

Auto fill search from previous entries would make sense

N/a

Less upselling

Make contacting customer support and finding FAQs easier

none

Less pop up ads?

I'd move the navigation bar to the top, and rearrange the elements on the home page

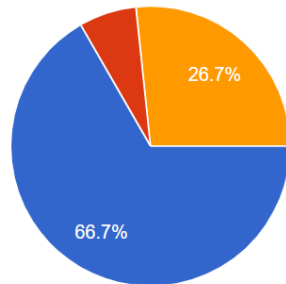
Proper error messages. When something doesn't work with apps most of the time you get no feedback. At least in a website you get "oops something went wrong" or similar

Add more options to get more information.

Graph 10 - Question 10 results

Question 10 - Would you use this airline app or a different app again? (select ONE option that applies)

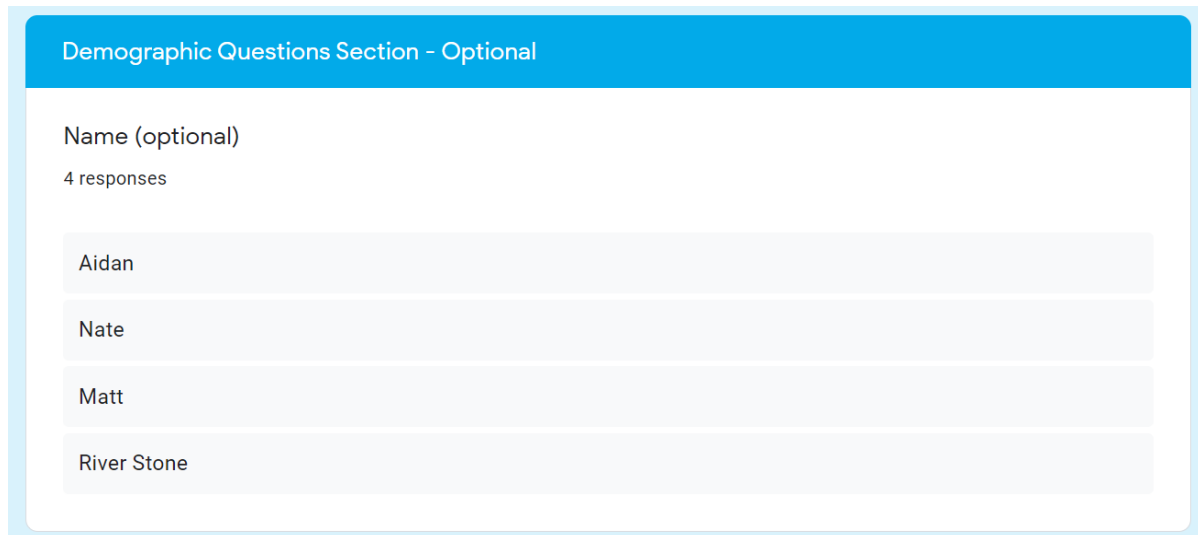
15 responses



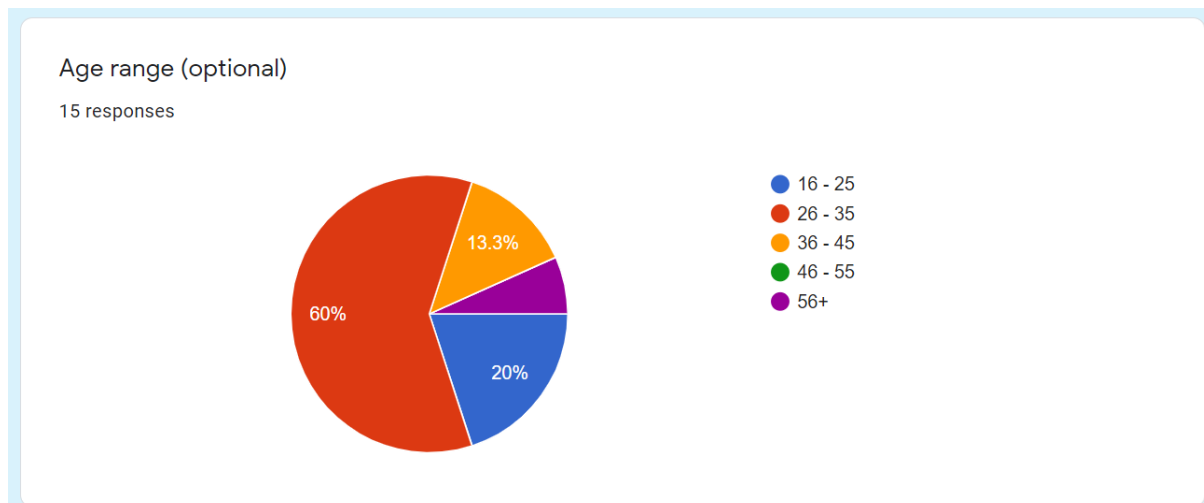
- I would use this airline app again
- I would use a DIFFERENT airline app
- I would consider using this airline app again if they redesigned it
- I would never use this airline app again

Section 2 - Optional Demographic Questions

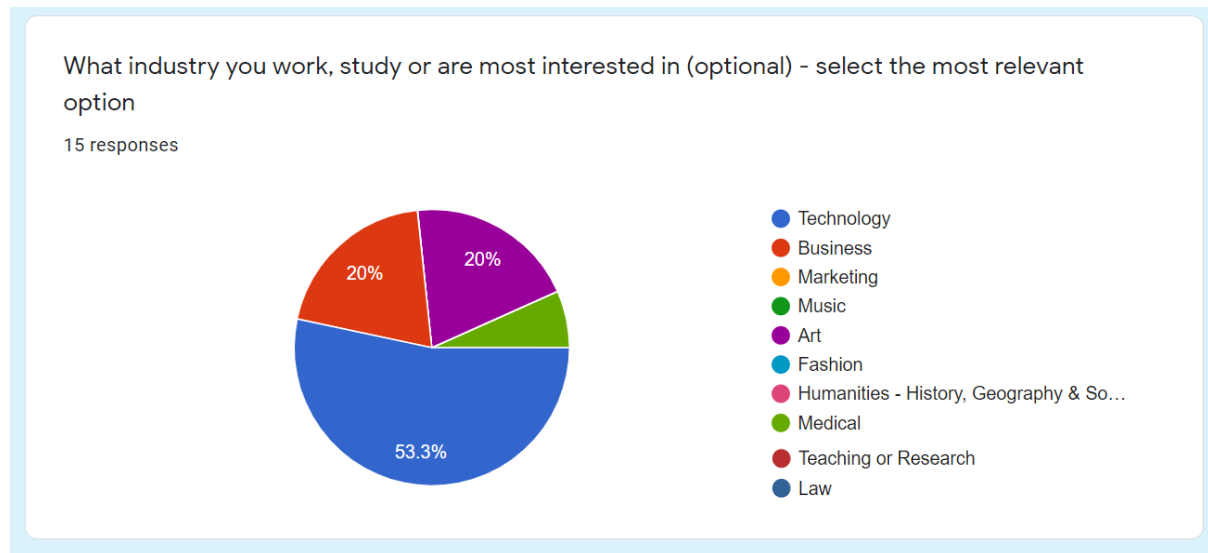
Graph 11 - Question 11 results



Graph 12 - Question 12 results



Graph 13 - Question 13 results



Graph 14 - Question 14 results

