Project 4: Usability Test 2 - James Kay

Contents

Section 1: Introduction

This report will identify the users multifaceted goals, the nature of the users problems and the context of use. It is important to understand the physical and social environment in which we operate. I will take a holistic approach, analysing the whole landscape of the problem, not just the narrow viewpoint of when customers are using the product

The key goal of this project is to create a bank of powerful insights into the users experience, goals, behaviours, pain points, mental models and contextual information. These insights will inform my design decisions later in the process.

To make my notes more easily digestible for the reader, I have structured my notes by breaking down the document into sections. I have also utilised the principle of visual hierarchy by empathising the key points using the bullet points feature.

Section 2: Mobile Usability Test Scope

Video details:
- Date: 12/11/2020

- Participants:

  - Interviewer: Ellen Feuchtwanger (UX Designer)

  - Participant: James Kay (Airline App user)

- Conducted in person

- Tools:
  - Open Broadcast Software - records video, audio and web browser
  - Screen Cast v5.9 mobile app - mirrors and records mobile screen

- Task: test 2-3 Airline apps: British Airways and EasyJet (SkyScanner if there is time)

- File type: MP4

Objectives:
- Record the usability test for future reference and analysis

- Show how the user interacts with the app

- Identity problems the user encounters

- Understand the user

  - Goals and needs
  - Flow
  - Reaction to the app
  - Emotional response

- Learn more about context of use of users

  - Objectives, devices, preferences and companies

Section 3: User Interview

Introduction

I welcomed and thanked the participant for their time. I Introduced myself and my project's goals and the purpose of the usability test. Lastly, I explained how the session would run and key points to remember. This relaxed the user and initiated the conversation. It also cleared up any ambiguity which will decrease errors.

Depth Interview

Depth interviews are one-to-one conversations with real users. The aim is to learn more about the context of use of users including; objectives, devices, preferences and companies.

To keep the interview at a high level I asked the user about a recent time they used an airline app. I used open-ended, specific questions relating to a past booking experience to validate results and gain their honest insights. To identify problems I asked 'what' 'why' and 'how' questions.

Demographic questions

- <u>Occupation</u>: Software Engineer
- <u>Location</u>: East London
- <u>How do they access the internet - what devices?</u>
    - The user accesses the internet throughout the day
    - They use a mobile phone and laptop
- <u>What apps do you use?</u>
    - Social media, web browsers, study apps and travel apps.

Insights:
The user is part of our target audience as he accesses the internet on his phone and uses lots of apps, this means he has a lot of experience and can provide me with useful insights into good and bad app design.

Questions about the users travel app usage

- What travel apps do you use?
  - National rail
  - Route planning - google maps and Citymaper
- What do you use these travel apps for?
  - Planning trips and routes
- Do you travel for business or leisure?
  - Mixture of both business or leisure
- How frequently do you fly?
  - The user flies a few times a year on average
- How do you usually travel?
  - Airplanes for long distance
  - Train and tube day to day for short distance trips
- How do you book your flights?
  - Use Google flights to compare flights
  - Browse flight options
  - Book on the airlines direct web page or app
- Why do you choose to book through this method?
  - Simple and easy to interface
- Where do you research? work/home?
  - At home
- How many websites did you visit to compare?
  - Compare flights using a comparison website, such as Google flights
  - Then book on the airlines direct web page or app
- What airlines do you use?
  - Lufthansa
  - KLM
  - AirFrance
  - RyanAir
- How long did the whole process take? (from deciding to take a trip, to booking it?)
  - Depends on the circumstances
  - Spends approximately 1 hour booking the flight
- How has Covid-19 affected the way you use airline apps?
  - Decreased the amount of times he has flown recently due to lockdown.
- What factors do you generally look at when booking flights?
  - How long it takes to complete the entire process and task
  - Minimal number of screens
  - Ease of use
- When you book flights with people, how do you work together and communicate?
  - Screenshot flight search results and send to people

Insights: The user flies regularly, and has already downloaded and uses travel apps, and books flights online. This means he is more likely to be able to give us useful insights. The user also uses price comparison websites so he can provide additional insights into these sites.

Example of when the user recently used an airline app - Tell me about the process you used, your experience and any problems you faced

- <u>When was the last time you used a travel app?</u>
    - Last year the user flew to the South of Spain for Christmas

- <u>What process did you use? (e.g. comparing prices)</u>
    - The user compared flights using Google flights
    - The user booked a flight Norwegian Air from London City Airport

- <u>What problems did you encounter?</u>
    - The user missed the flight
    - The user had to quickly book another flight on the go using a mobile app

- <u>What process did you use to book the new flight?</u>
    - They used google to search for flights for the same day
    - The user booked a new flight on the go using the RyanAir app
    - The user searched for flights from London to the South of Spain on the same day
    - The user identified and selected a flight within his time constrictions
    - Booking and paying for a flight

- <u>What was the most important factor for you for this flight?</u>
    - Time - as the user missed their first flight and needed to find a replacement for that day

- <u>Did you use apps to compare flights and prices?</u>
    - Google flights

- <u>Did you book alone or with people?</u>
    - Alone

Insights: James used Google to identify a flight that would meet his time criteria. He prioritised the time of the flight as he needed to fly out on the same day. He used a mobile app as he was on the go. James used the RyanAir app the whole process of searching, selecting and booking a flight.

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Section 4: Usability Test 1 - British Airways

The goal of the usability test is to understand how users interact with the apps, identity problems users encounter and users' emotional reaction to how the apps work, structure and the visual design.

Homepage

Key user insights:

- <u>What do you see on the screen?</u>
  - The user commented that half the screen is taken up with a large advert.
  - The user said the promotion is unclear but appears irrelevant to him.

- <u>Do you understand all the icons, features and messages?</u>
  - The user is confused by the 'find booking' title.

- <u>Do you find all the information useful and relevant?</u>
  - The user does not find the 'special promotion' relevant.

User pain points:

- The user did not initially see the Covid 19 update banner at the top of the screen. However, he said this is important information and should be highlighted to attract the users attention.

- The user said the banner is too small and the colours do not stand out.

- The user said the special promotion is irrelevant and wastes screen space. The colours are bright and high contrast which distracts from the important and useful information.

- The user commented that he would usually expect to see promotion in the banner at the top of the screen. Which he automatically ignores. This confusion and deviation from the users mental model resulted in the user missing the important Covid 19 update.

Flight booking page

Task: Please enter the flight details

Key user insights:

- <u>What do you see on the screen?</u>
    - The user find the page easy to understand and use

- <u>Why process do you use and why did you use this method?</u>
    - The user enters their location using the search bar, rather than scrolling through the list of airports to save time.
    - The user enters the flight dates into the calendar
    - The user selects 2 passengers
    - Th user opts for flexible flight options

User pain points:

- The user found the calendar confusing, there were not instructions or feedback messages when he struggled to enter the return flight date.

Flight results page

Key user insights:
- <u>Please talk us through the flight options and whether they are relevant</u>
    - The flights were all for the same price
    - The main difference was the time of the flight
    - The user selected a flight in the afternoon as he does not like travelling in the morning.
    - The user tried to select a flight by clicking on the name, which did not work. However, the app did not provide an error message.
    - The user eventually identifies that he has to click on the price.

User pain points:

- James said it may not be clear to all users what the acronyms for the airport names mean.

- The user tried to select a flight, but nothing happened.

- No error message appeared.

- The user was confused about the process and how to select a flight.

Flight details page

Key user insights:
- <u>Please talk us through what you see on screen</u>
  - Simple but provides all the information he is looking for
  - The user said this screen is useful as it provides all the information and details about both flights on a single, easy to understand page.

- <u>Talk me through the process you would use</u>
  - The user looks at the 'price breakdown'
  - The user then looked at the 'baggage allowances'
    - The user commented that some of the information is repetitive
    - However, it also included additional new information.

User pain points:
- The user said the total price is higher than he would be looking to spend.

- Therefore, he would consider searching for alternative flights on another app to find a cheaper alternative.

- The user tried to click continue, but nothing happened. There was also no error message to explain what the problem is and what the user needs to do to resolve the error and continue to the next stage

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Conclusion:

Please explain what you thought about the flight booking process

Key user insights:

- The user said the app was relatively easy to user

- Anything you really liked? - nothing in particular

User pain points:

- The final page would not load

- The home screen was busy and cluttered with a special promotion

- The user said the 'find booking' title was unclear

Section 5: Usability Test 2 - EasyJet

Homepage

User pain points:

- The user does not like the bright orange colour scheme.

- The user says the colour creates an angry emotional response and makes the ap look cheap.

- The user says the homepage is too cluttered.

- The user is distracted by advertisements flashing and moving, this disrupts the users flow. This results in a negative emotional response from the user.

- The user says the adverts move too quickly for him to read, so he does not know if they are relevant. He commented that he would prefer to be able to control the speed of change.

Navigation menu bar

User pain points:

- The user also recommended making the key navigation bar, which contains the key links that users and looking for, stand out.

- James also comments that although it is the most important element on the homepage it is small and at the bottom of the page, making it easy to miss.

- He also said that it is one of the few elements not in the bright orange, which makes it blend into the background and does not stand out.

- The text is dark grey on a white background, which is low contrast so it does not stand out.

Flight booking page

Task: Please enter the flight details

Key user insights:

- When selecting the location - The user chooses to scroll through the airport options because he says there are a lot smaller number of locations available so it is quicker and easier than on the first app.

- James find the calendar easy to use

Flight results page

Key user insights:
- Please talk us through the flight options and whether they are relevant
  - The user is surprised and pleased to find out the flight prices are approximately one quarter of the prices available on the first app.

  - Therefore, James says he would consider using the less user friendly budget airline app EasyJet, instead of the better designed British Airways app. Because he prioritizes flight prices over the app's visual design.

  - The user says there are fewer flights, but the options provide a wider variety of prices than the first app.

- What do you see on the screen? Does it all make sense?
  - The user finds the screen and information easy to understand.

  - He says the airport label is clearer than the first app as it provides the full name rather than an acronym that users may not understand.

- What factors did you prioritize when selecting the flight?
  - The user is price conscious, but has a trade-off with departure time

  - James would pay more for an afternoon flight as he does not like travelling in the morning.

  - James commented that the prices are much more reasonable than app 1 and within his budget.

Seats & Extras

Key user insights:

- The user said the page makes sense and he can understand all the icons.

Seat selection

User pain points:

- The user tried to click on an element in orange as he assumed the bright colour signified that it was interactive. However, it was not.

- James tried to select extra legroom. However, an error message appeared
    - James found the error message confusing and it did not resolve his problem or explain what he needed to do next.

Conclusion

Please explain what you thought about the flight booking process

Key user insights:
- The user said it was easy to use
- James said the calendar was easier to use than the first app
- He also said the airport location titles were easier to understand as they used the full name rather than an ancroyan that users may not understand.
- The user said the app provided the main features and information he needed.

User pain points:
- The user did not like the bright orange colour scheme.
- James also commented that the colour used to indicate that an element is interactive or a call to action is the same orange as the brands colour scheme
    - This creates confusion as to which elements are interactive

Section 6: Usability Test 3 - SkyScanner

Homepage

Key user insights:
- The user immediately locates the button that he is looking for - 'Flights' icon that takes him to the flight booking page.
- James said that the homepage contains the key information and links that he is looking for, including;
  - Flights, Hotels and Car hire
  - Covid 19 updates
- James likes the additional 'Explore' feature

User pain points:
- The 'Explore' feature is hidden at the bottom of the page and is not visible on the first screen. The user has to scroll down the page to find it. James commented that he initially missed it, and recommended that it is more prominent and easy to see on the homepage.

Flight booking page

Task: Please enter the flight details

Key user insights:
- The user finds the location finder easy to use.
- The user says the calender meets his design expectations and mental models

User pain points:
- The user did not find the calendar easy to use and select the correct dates.
- The user did not understand what the infant passenger icon meant.

Flight results page

Key user insights:
- The user locates the information icon that explains what 'Best' means
- The pop-up information box clearly and concisely explains that 'Best' finds the best combination of both price and speed.
- The user decides this is a useful feature and selects the 'Best' option.

User pain points:
- The user did not understand what the title 'Best' meant, and how it differed from 'Cheapest' and 'Fastest'
- The user tries to select a flight but an error message appears saying "Insufficient tickets". Although the app usefully provides an error message to explain what the problem is. It does not tell the user how to resolve the problem.
    - This creates confusion and frustration.

Key factors the user prioritises when selecting flights:
- Price - the user says the prices available are within budget and more reasonable than the first app.
- Departure time
- Using the same airport in Rome, as he does not know the city well.

Flight details page

Key user insights:
- The user finds the page clear and easy to understand.
- James says there is more information than he expected to see but it is all relevant and useful.
- The user says he has not seen these icons before, but can quickly identify that the plug icon signifies charging options on the flight. And the cutlery icon represents the flight includes a meal.
- The user clicks on the cutlery icon which provides more details about the food included on the flight, which the user finds helpful.

User pain points:
- The user said the total price is higher than he expected, which causes a negative emotional response.
- The user clicks back to find the discrepancy in the price. He realises the price he saw advertised on the flight results page was for one passenger only. And the increased price is for 2 passengers.

Conclusion

Please explain what you thought about the flight booking process

Key user insights:

- The user said it was reasonably easy to use

- The user said that the app provided a better range of flight options on the results page, as compared to the previous apps.

- James said he found a cheaper flight than on the previous apps.

User pain points:

- The user said that the large range of flight options on the results page created a cluttered and confused screen, as many of the options were not relevant.

- He said that it was not immediately obvious that he should use the 'Sort & Filter' feature to customise the search results to his preferences.

- James recommended highlighting the useful 'Sort & Filter' feature to save the user time.

- James said there was no option to sort flight options by filtering the results to only show flights using the same airport in Rome. He suggested this would be a useful additional feature as it is an important factor for him.

Section 7: Results - Usability Test Key Insights, Key User Problems and Recommendations

Overall Conclusion

Comparison of the 3 airline apps tested today

- **The user said that the SkyScanner app provided the best range of flight options.**

  - However, he would recommend moving the 'Sort & Filter' feature to earlier in the process to save time.

- **The user said the EasyJet app was easier and faster to use**

  - The user said the process was generally clear and easy to follow

  - The user said the EasyJet app provided the main features and information he needed.

  - He commented that the calendar was easier to use than the first app.

  - He also said the airport location titles were easier to understand as they used the full name rather than an ancroyan that users may not understand.

- EasyJet key pain point:

  - **The user says the homepage is too cluttered.**
    - The user is distracted by advertisements flashing and moving, this disrupts the users flow.
    - This results in a negative emotional response from the user.

  - **The user did not like the bright orange colour scheme.**
    - The user says the colour creates an angry emotional response and makes the app look cheap.
    - James also commented that the colour used to indicate that an element is interactive or a call to action is the same orange as the brands colour scheme
    - This creates confusion as to which elements are interactive

Future airline app preferences

Choosing between the 3 apps tested today

- The user said that between the 3 airline apps he tested today, he would prefer to use the SkyScanner app in the future.

- Unless he is under time pressure, in which case he would choose to use the EasyJet app.

Choosing between any airline app available on the market

- James usually compares flights using Google Flights, he commented that he would continue using this app if he had the option. Because he already knows how to use it. The user said the interface is simpler and easier to use.

- Google Flights pain point: sometimes the prices advertised on Google Flights app does not match the flights on the direct airlines website when he tries to book the flight.

Key insights, user problems and recommendations

Homepage

Key insights:

- The user wants an uncluttered and easy to navigate homepage, such as SkyScanner

- The user prefers if the navigation links to key pages, such as booking a flight, are clearly displayed at the top of the screen.

- The user found the SkyScanner homepage easy to understand and navigate. He immediately locates the button that he is looking for to book a flight. James said that the homepage contains the key information and links that he is looking for. James likes the additional 'Explore' feature

User pain points:

- The user did not like EasyJets cluttered homepage, distracting advertisements and bright orange colour scheme.

- James commented on the special promotions or advertisements taking up too much space on the British Airways and EasyJet homepage.

- The user said the special promotion is irrelevant and wastes screen space. The colours are bright and high contrast which distracts from the important and useful information.

- The user did not initially see the Covid 19 update banner at the top of the screen on the British Airways homepage. However, he said this is important information and should be highlighted to attract the users attention.

- The user said the banner is too small and the colours do not stand out.

- The user commented that he would usually expect to see promotion in the banner at the top of the screen. Which he automatically ignores. This confusion and deviation from the users mental model resulted in the user missing the important Covid 19 update.

- The 'Explore' feature on SkyScanner is hidden at the bottom of the page and is not visible on the first screen. The user has to scroll down the page to find it. James commented that he initially missed it, and recommended that it is more prominent and easy to see on the homepage.

Flight booking page

Key insights:

- When selecting the location - The user chooses to scroll through the airport options because he says there are a lot smaller number of locations available so it is quicker and easier than on the first app.

- James said it may not be clear to all users what the acronyms for the airport names mean. He recommended writing the airport name in full, next to the acronym to avoid confusion.

Flight results page

- The user said that the SkyScanner app provided the best range of flight options on the results page, as compared to the previous apps. James said he found a cheaper flight than on the previous apps.

- James says he would consider using a less user friendly budget airline app EasyJet or SkyScanner, instead of the better designed British Airways app. Because he prioritizes flight prices over the app's visual design.

- The user says EasyJet had a smaller range of flights than the British Airways app. However, the options available provided a wider variety of prices.

- The user found the British Airways flights results page to be the least user friendly, and offered the least relevant range of flight options. The only flights available were out of his preferred budget.

Key factors the user prioritises when selecting flights:

- Price - the user says the prices available are within budget and more reasonable than the first app.

- Departure time - he prefers to not travel early in the morning

- Using the same airport in Rome, as he does not know the city well.

Sort & Filter feature:

The user said the Sort & Filter feature on the SkyScanner flight results page is very useful. It enables users to customise the search results to their preferences.

Flight details page

Key insights:

- The user said this screen is useful as it provides all the information and details about both flights on a single, easy to understand page.

- The user found the SkyScanner to have a clear and easy to understand flight details page. James says there is more information than he expected to see but it is all relevant and useful.

User pain points:

- When using all 3 apps, the end total price was different from the price the user expected, which causes a negative emotional response.

- The user says that the initial advertised flight prices are misleading.