



NOTE-TAKING

JON BOND - PROJECT 3

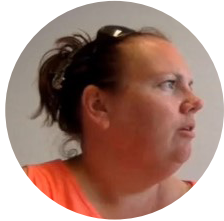
MOBILE USABILITY NOTE-TAKING



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User 1
Janet

Occupation

- Stay at home mother of 3 children & carer for her elderly mother

Location

- Lives in City West, Dublin, Ireland

Devices

- PC Laptop & Smart-phone

Travel Habits

- Frequently fly's or by ferry
- Usually travels with her husband

Frequently visited apps/websites

- Google Maps, Dublin Bus, Luas & Irish Ferries apps and some games

Airline Booking Habits

Internet Access

- Home Broadband via her smart phone, sometimes on a laptop

Reason for booking

- Yearly summer break to get away to France or Amsterdam

Last time they booked a flight

- Mostly uses Ryanair and Aer Lingus app on her iPhone

Worries & Concerns

- To get the best price because there are 5 persons
- Checks with husband on times & dates face-to-face

Important criteria

- Price for short distance and comfort for longer distance
- Not too early a start for children



Two App Tasks

1) Aer Lingus mobile app usability test:

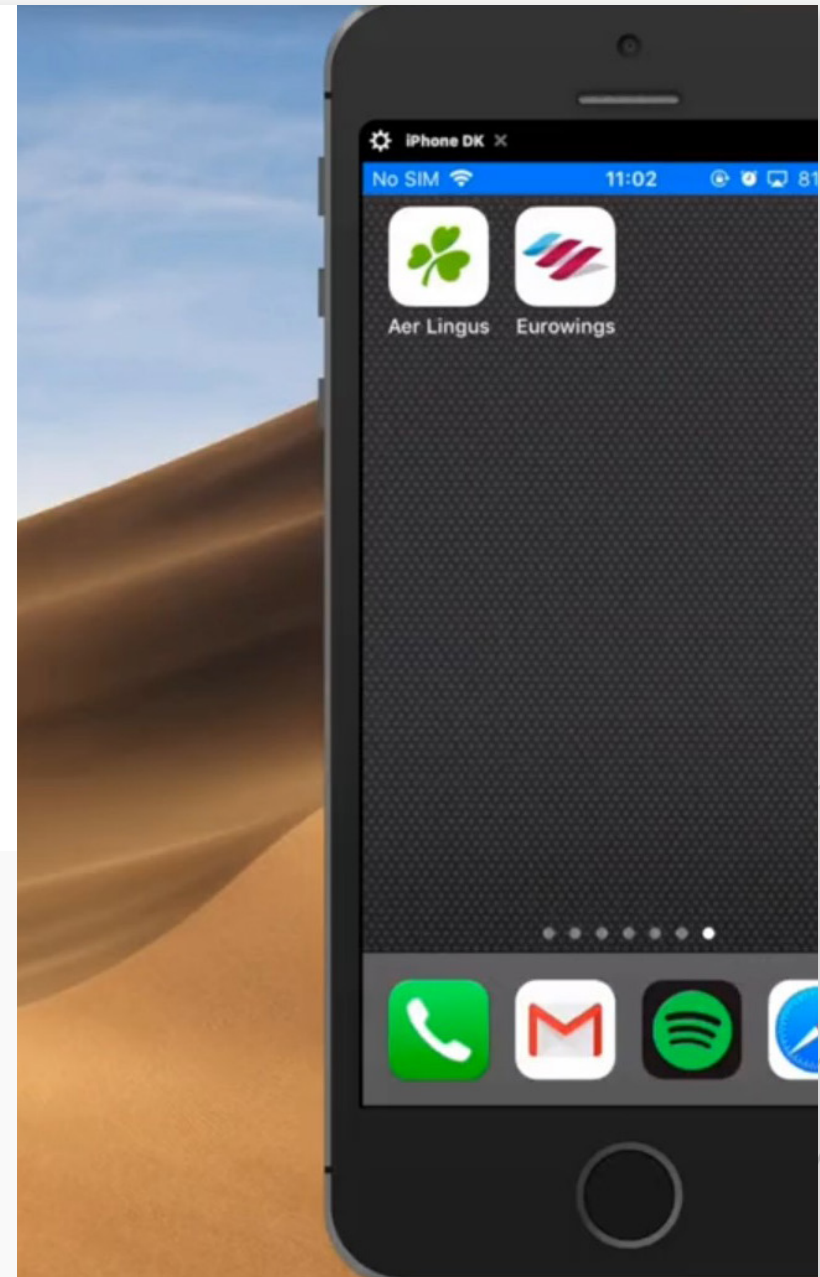
- Book a return flight from Cork to Faro.
- Dates should fall within the school mid-term break (October 28th to November 1st).
- Flexible dates, but preference should be given to depart on Saturday the 26th of October.

2) Easywings mobile app usability test:

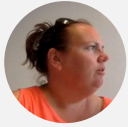
- Booking details above are repeated

KEY POINT LEGEND

- Goal
- Pain Points
- Behavior
- Context
- Positive Interaction
- Quotes from user



Task 1 - Aer Lingus



Janet

- Goal
- Pain Points
- Behavior
- Context
- Positive Interaction
- Quotes from user

Home Screen

- Janet goes straight into it & presses 'book a flight'.

Book a Flight

- She firstly changes destination options to Cork & Faro by scrolling down. Also successfully selects 2 passenger.

Choose Dates

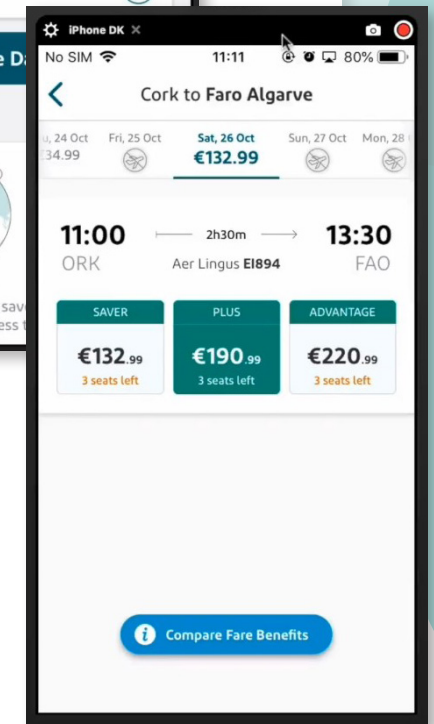
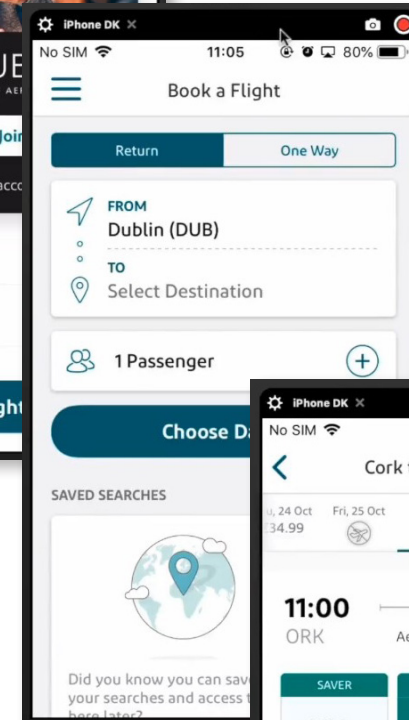
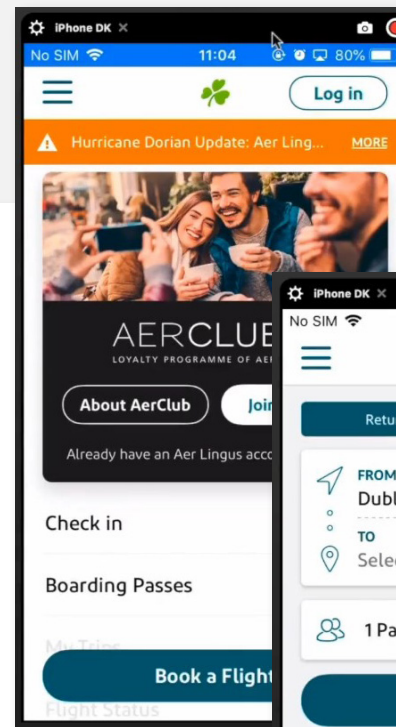
- Choose dates and selects 8 days & continues.

Flight Price Selection

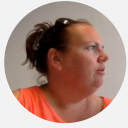
- User can see first that there are no flights on previous day or the next day. When asked more about what she sees, she said, *'I don't actually know what plus or advantage difference is'*.
- When asked how you would find out, she clicks on it which then confuses Janet as she look bemused, *'that has moved me onto the 2nd of November for some reason. I don't know why that has happened'*
- When asked what you would have expected, she goes onto say a list of option or extras showing you what you got for spending the extra money.

Flight Benefits

- Looks for cheapest price but not interested in comparing fare benefits until asked. *"To be fare, I wouldn't look at those"*.



Task 1 - Aer Lingus



Janet

- Goal
- Pain Points
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- Quotes from user

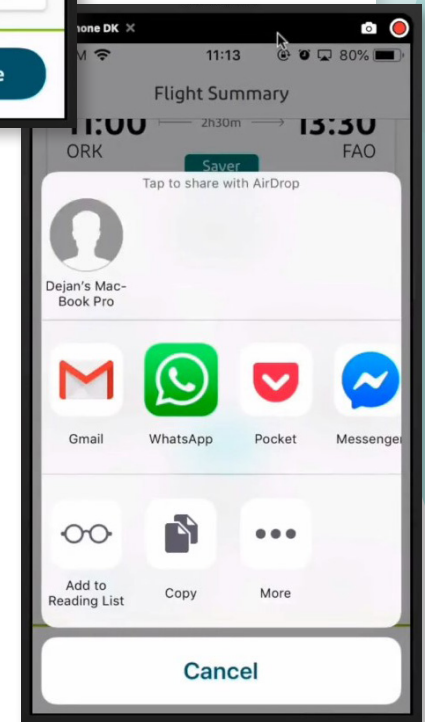
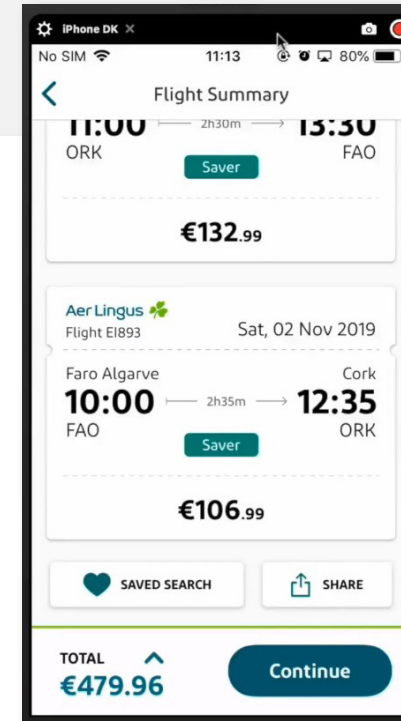
- ● With help from the moderator when prompted to look at the fare benefits she said maybe she'd go with the plus, if it was only 2 of them.
- ● ● Fare benefits, she said it wouldn't be worth paying for whatever the extras would be. *"Fast track not worth it because you still have to wait for the other 150 people"*. Suggest if they were highlighted, i.e. bag weight & extra seating, on the first screen, then maybe.

Flight summary

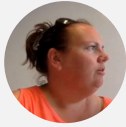
- Still goes with the cheapest saver option.
- Not in a rush and wouldn't save searches ever.
- ● Would share via WhatsApp if she ever did share but usually the husband is there to confirm flight details.

Summary

- Straight forward, didn't have to wait for prices to appear straight away and easy to navigate.
- Happy about not a lot of information input when just searching for a price
- Not aware of fare benefits, if there was a small break down saying bags were included etc. Then this could be more helpful.



Task 2 - EasyWings



Janet

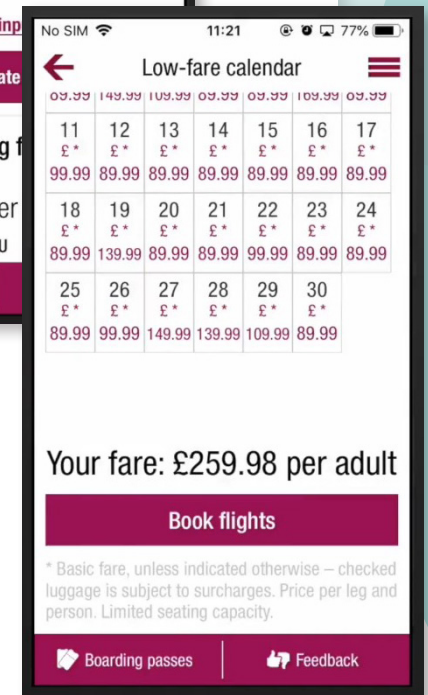
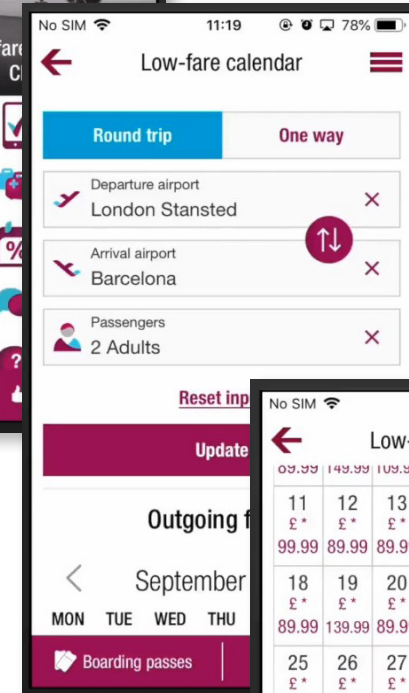
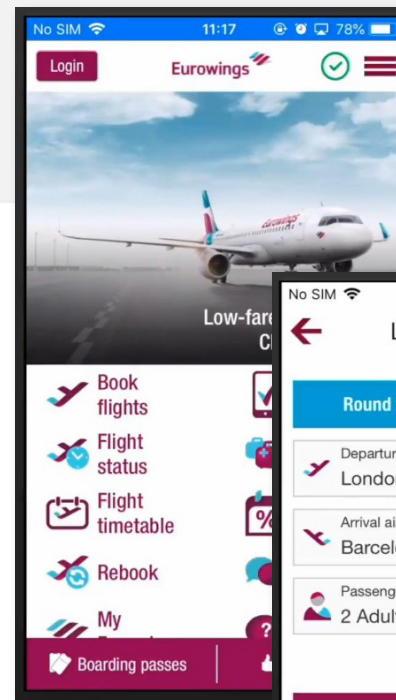
- Goal
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Home Screen

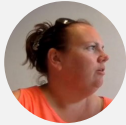
- Janet is unfamiliar with this app and has never seen it before. Feels inclined to look at the Low-Fare Calendar feature as price is important for user and decides to click on it.

Booking: Low-Fare Calendar

- Selects outgoing date, but is confused in how to advance forward.
- Realizes that she has to scroll down to advance forward and apologizes.
- Picks her desired return date. However, the button to advance to the next step is grayed out.
- Scrolls up and down the page looking for a solution.
- With help from the moderator Janet realizes that she cannot advance, because there is no return flight on the selected date.
- Selects a different airport to successfully retrieve a price.
- She didn't book on that view because she wanted to check prices independently first.



Task 2 - EasyWings



Janet

● Goal

● Pain Points

● Behavior

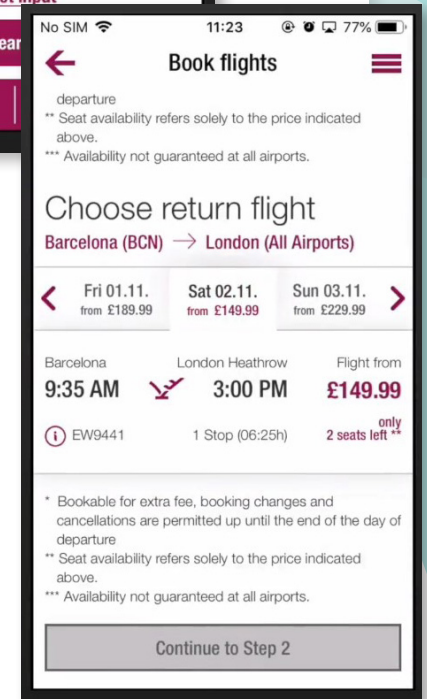
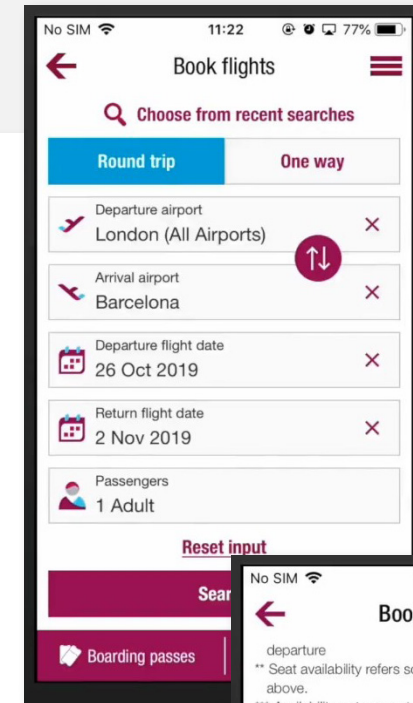
● Context

● Positive Interaction

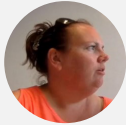
● Quotes from user

Book Flights

- Decides to use the Book Flight function in order to compare the price with the price retrieved from the Low-Fare Calculator.
- Option to input 'All London Airports' is pleasing to Janet.
- Janet is also happy that the app remembered her previous her information, but expresses a slight sigh as the number of passengers were not remembered.
- Long pause as she reads through the information on the departure flight screen.
- Does not realize that she needs to select a flight in order to advance.
- Scrolls up and down the page looking for a solution.
- After a moment of Silence Janet says "It is not allowing me to continue to step 2 and I am unsure why".
- Janet realizes that she has to press on the flight to select it.



Task 2 - EasyWings



Janet

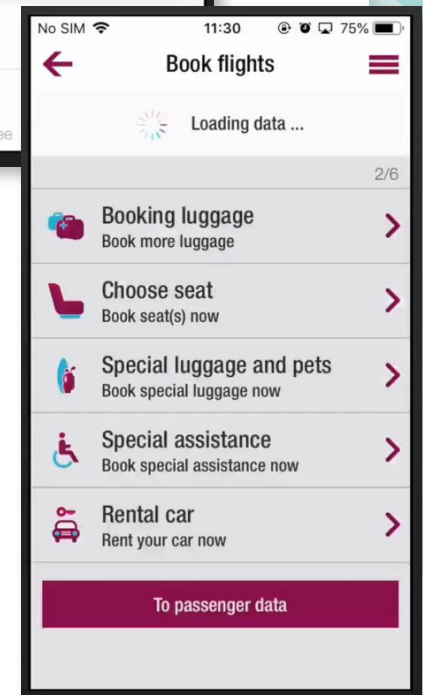
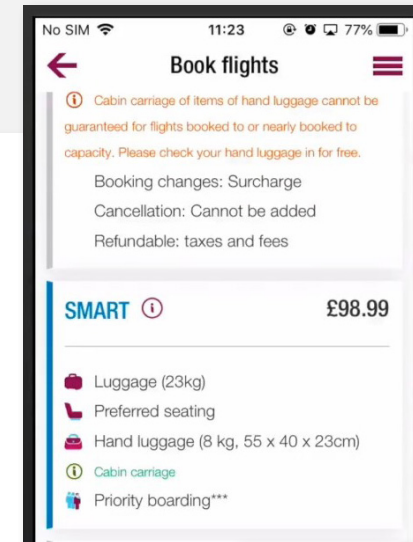
- Goal
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Fare Selection (Basis, Smart, BizClass)

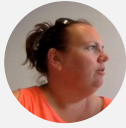
- Pleased by the drop down feature that explains each fare.
- Says that the information should have been presented this way on the Aer Lingus app.
- Janet says that this presentation would entice her to upgrade her fare.
- Would prefer to see these prices in euro.
- Uninterested in 'Add Flex' option and assumes that it is to cancel a flight on short notice.
- **"Subtotal is £545, that is presumably for 2 people"**. Makes this calculation by herself and figures out that it is a cheaper option than the Low-Fare Calculator.
- Advances through luggage selection without any problems.

Seat Selection

- Long pause as Janet figures out to begin the task. She asks *"What is going on here?"*.
- Janet is surprised that there is a transfer flight on her trip. She seems frustrated with the app and says *"I am done with this now. I'm not interested in having to change it"*.



Task 2 - EasyWings



Janet

● Goal

● Pain Points

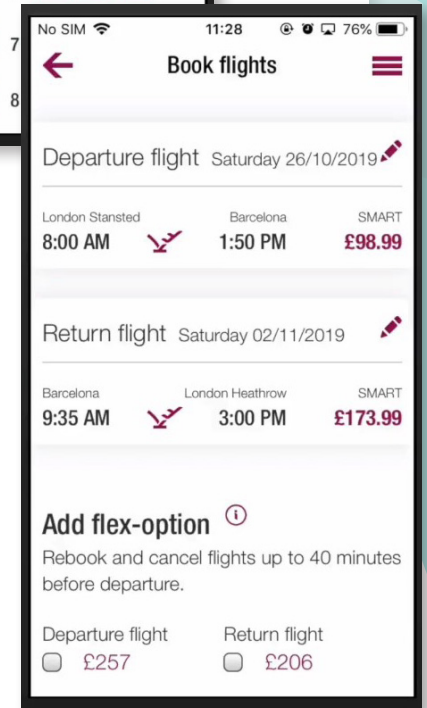
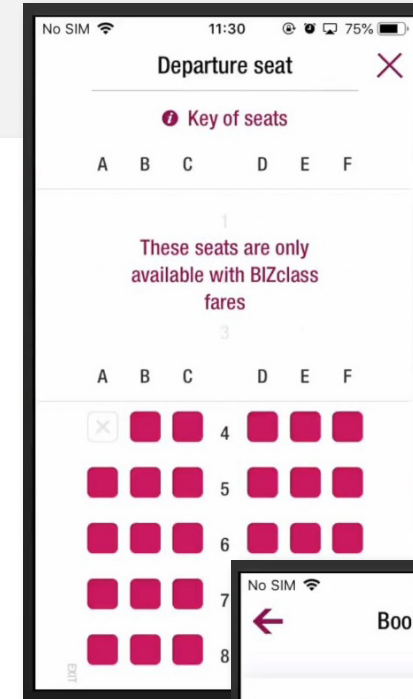
● Behavior

● Context

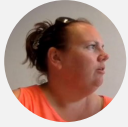
● Positive Interaction

● Quotes from user

- Asks herself if she made an error.
- Reverts back through the process.
- Feels misled and says that she “would not proceed”.
- Discovers where in the process that the app gives notification of ‘1+ Stop’ and acknowledges that it can be easily missed.
- Is still unclear as to how to proceed with the task of selecting seats.
- Assumes that she cannot click on the purple seats.
- Clicks on the ‘key of seats’ option in order to gain clarification on how to select her seats.
- Disappointed that there is no option to select the same seats on the way back.



Task 2 - EasyWings



Janet

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Summary

- Was frustrated by the 'connecting flight issue'.
- Suggests that a 'Direct Flight' option would be preferred.
- Would have preferred if the 'Low Fare Calculator' could have been incorporated into the flight booking process.
- Noticeably, Janet had began to forget the name of the 'Low Fare Calculator' feature.
- Saw everything that she expected to see.
- Janet liked how each fare was presented and says that there were "no hidden charges".
- There was nothing that Janet was surprised to see.