Project 4 : Notetaking 📝

Objectives & Tasks

Objectives

- Build your skills in this extremely important research technique
- Create a bank of insights that will be used during all future projects
- Photograph and document everything you do to build your portfolio

Tasks

- Watch the recordings of two usability tests
- Take detailed notes. Focus on the goals, behaviours, context, positive interactions, and pain points for each participant.
- Finish with a conclusion on the main points you've learned.

User 1 : Overview

Profile

- Homemaker, 60 years old ,lives in Drimnagh, Dublin
- The user uses Ryanair and Airlingus apps and says "It's handy for checking in and stuff"
- She mostly uses apps in her phone or iPad and not laptop
- She has broadband at home
- Apps she uses : Games, Social Networking, Sports

◉ She travels often , 3 holidays this year - or two mini breaks

◉ In **February** she travelled to Dubai for 5 nights

◉ In **March** she travelled to Lanzarote for Saint Patrick's Day with friends for a week - Benidorm in **April** for a friend's 50th birthday & back to Benidorm with a different group of friends in **October**

◉ She also travelled for a **day trip** to Liverpool

◉ Doesn't use aggregator websites

◉ The last time she booked a flight was at the 14th of June and it was a day trip with Ryanair over to Liverpool.

●◉ She had to arrange the numbers -7 people - already had the details on her phone from the previous trip

◉ She logged in and checked the dates and time and booked.

◉ Found the process really straightforward

◉ Price is particularly important for her. Time as well.

◉ The user describes that the prices change if you exit the page and so her and her sister in law have to compare the airline websites for prices simultaneously.

●◉ Her sister in law was in the airlingus app and she was on Ryanair while being face to face - The user laughed ironically.

●◉ Airlingus was too expensive and she took over the booking afterwards with Ryanair

●◉ They communicated through phone-calls with the rest of the group

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● Goal ● Behaviour ● Context ● Positive Interaction ● Pain Point

3.0 TASKS

Task 1 : Search & Book (Aer Lingus)

- [9:16] Assuming that user lives in Cork and planning to take a trip to Faro Portugal, during midterm school break , Monday Oct 28 - Friday Nov 1st.

- [9:16] Fly out on Saturday 26th, before Monday and not too constrained with the dates.

- [11:02] The user is ready to start the task, looks at the Google tab in the screen and seems confident.
- [11:12] She doesn't use a mouse when using apps or websites
- [11:18] She types Aerlingus in the address bar and selects the second option.
- [11:21] She hovers above the Aer Lingus hyperlink and says : *"Sometimes I **hate** when you go onto Aer Lingus and then it will come up Aer Lingus but flights for something else".*

- [11:48] The airline website has Ireland already as the starting point of the journey. That makes her skip to the next step and saves her a click

- [12:04] She found the action button "Confirm" easily and clicked
- [12:05] She hovers around the Plan and Book section and for a minute wonders where to click next for booking.
- [12:07] She clicks "Flights" under "Book"
- [12:59] She understands the promo code function as well as what she has to do next to achieve her goal
- [13:46] She now chooses the dates from the calendar.
- [13:47] Prefers choosing the date by clicking the number than typing, *"That way I can make sure it's the right date." "I always go to the pop up calendar"*

● Goal   ● Behaviour   ● Context   ● Positive Interaction   ● Pain Point

Task 1 : Search & Book (Aer Lingus)

- [14:10] She tries to find the action button after adding 1 passenger and despite the proximity she misses it completely.
- [14:12] She says *" It's highlighted, "search flights" I should have seen that quicker"*. The user seems to feel inadequate in light of this particular pain point and therefore not confident during this interaction. Instead of blaming the software she automatically blames herself for the mistake *(nervous laugh).*
- [14:40] She was expecting to see the action button a bit further down on the page because that made more sense to her due to experience.
- [14:57] The interviewer asks what would make the action button more easy to find and she answered : colour, maybe red or a more primary colour.

Task 1 : Select flight

- [15:10] Select flight page appears: "Prices don't look too bad"
- [15:18] -What do you see and what the messages mean on the select flight page? - *"It's actually coming up the date that I chose and it has dates either side of it as well If I want to go earlier or a day later"*
- [15:34] -Do you like that there is all of them? - *"Yes because if my option wasn't available, instead of having to go back out of the link and put the other days in, **so that does work**"*
- [15:49] She describes this function as *"That's grand"* and seems happy that it's there.
- *[15:55] "Gives me the flight time and duration which is great as well"*
- [16:01] -Is there anything else you would like to see here? - *"If there was other times available or if it could just say one flight daily or another flight underneath that maybe"*
- [16:29] *"The price is there and I didn't have to click into it to look for the price so straight away I can see my date is available"* (PI)
- [16:40] -What would you do next? - *" I would just see it coming back on Saturday as well, the following Saturday and it's there"*
- [16:50] Clicks on the fares action button that she finds easily on the same page

Goal   Behaviour   Context   Positive Interaction   Pain Point

Task 1 : Select class

◉ [16:57] - What does the Saver, plus and Advantage means? - *"Ooh right, yeah, this is where they get you (laughs)"*

◉ [17:13] Looking at the first box "Saver" the user says *" I don't know what collect Avios is" , "and earn credits don't know what they are"* and seems confused with the language

● ◉ [17:38] -So which one you would go for and why? The user draws upon a prior experience and concludes to the first option with no extra charge as she doesn't see the value of the extra weight or priority boarding and 60 euros more seems expensive to her (disapproval expression).

● ◉ *[18:18] " If it was for business or something and you are management, you might go for the Advantage" (laughs).*

◉ [18:28] - Do you feel the difference between them is communicated well? - *"Yes definitely"* (nods yes).

● ◉ [18:49] When asked to proceed the user cannot seem to find the Book action button *"I can't find where to book"* .She scrolls up and down and seems confused.

● ◉ [19:03] Clicks again on the date and price in an attempt to find how to proceed further after selecting her flights and seems more confused

● ◉ [19:53] She clearly struggles for a few minutes to find how to proceed and clicking on whatever is clickable or not on the page.

● ◉ [20:20] Laughs nervously while still not able to locate how to proceed and seems a bit nervous.

"Ooh right, yeah, this is where they get you"

● Goal   ● Behaviour   ● Context   ● Positive Interaction   ● Pain Point

Task 1 : Select class

- ● ◉ [20:39] - What is total price? She tries to have a guess by adding the two flights prices, but the interviewer reminds her that the screen above shows zero as total amount.
- ● ◉ [21:02] Locates the *proceed* button which is the same with the *select class* button and without any feedback she lost it. - *"Aaah now"* , relieved and frustrated that she **finally** figured it out.
- ◉ [21:03] She clicks on the class selection button and adds the first flight to the total amount.
- ● ◉ [21:30] She fails again to locate the proceed button and clicks on irrelevant locations saying *"Almost forgot how I done that"* , meaning its not intuitive but very confusing instead.
- ◉ [22:07] She didn't seem to notice the *"Price Lock Flights"* option

Task 1 : Summary

- ● ◉ [23:09] The user describes the experience as *"Okay"*. Except that *"It didn't prompt me to say choose"* referring to the class selection.
- ● ◉ [23:22] *"Pretty straight forward, I would like the search flights icon button to be a different colour maybe, just a little bit more standoutish".*
- ◉ [24:01] She liked the fact that the site remembered that she selected Faro and she didn't have to write it again.
- ● ◉ [24:38] *"I kinda would have liked the option just to choose which- yeah just getting the information on the price and the kind of, it didn't … no prompt for me to actually say keep this one because…"*

"It didn't prompt me to say choose"

| ● Goal | ● Behaviour | ● Context | ● Positive Interaction | ● Pain Point |

Task 2 : Search and book (Eurowings)

◉ [25:06] The user doesn't recognise the Eurowings website and says *"Never heard of it sorry"* (laughs)

◉ [26:20] The user will book a trip from London to Barcelona , same dates and people as before.

● ◉ [26:50] The user tries to locate where to start in the homepage of Eurowings and insecurely hovers upon the category *"Discover"* - *"I would say now, go for that, it could be Discover"*

● ◉ [26:58] She moves onto the next section *"Book"* to achieve her goal of booking the flights.

◉ [27:05] - *"Ok the option for care hire and everything straight away, I didn't really want that, like that"* The information hierarchy is not of her preference and the important things are not prioritised.

● ◉ [27:36] The user did not notice the list of UK airports just below the search flight type box and she had to zoom.

◉ [27:52] The categories and sorting of the UK airports are confusing to her as there is one " London All Airports" but then there are 3 more London airports listed separately in the same A-Z list.

● ◉ [28:18] She clicks and selects on "London all airports". The user understands the feedback that her choice is now selected and she can move on.

> *"Ok the option for care hire and everything straight away, I didn't really want that, like that"*

● Goal   ● Behaviour   ● Context   ● Positive Interaction   ● Pain Point

Task 2 : Search and book (Eurowings)

- [28:32] As she writes in the destination type box the word "Barcelona" , below on the bottom left of the search flight section the link appears. She doesn't notice and continues until she writes the whole word.
- [28:34] She reaches for the action button that is right below the destination text box but misses completely the date selection section.
- [28:41] The feedback informs her and she understands she needs to put the dates as well before proceeding. "*Aha*" .
- [28:54] - "*It just said outgoing flight and return flight before I clicked that*" , refers to the action button and the date section. It was not intuitive so she missed it. "*It didn't suggest that you put your date in there.There was no little markings on there to say, for all the dummies, that would prompt us, type, prompt you to say you need to put your dates in*" .
- [29:15] She then moves on to date selection but doesn't use the calendar at all and instead she starts typing and pauses to think which month Oct is.
- [29:29] When asked why she chose to type the date this time she said that the design lead her on to write. In the text box there was the date format DD/MM/YY. - "*I didn't even notice that (calendar)*" Despite the large calendar she just missed it.
- [30:11] She tries to understand the icons on the passenger number section and insecurely clicks on it to see how she can change it to 2.

> "*…There was no little markings on there to say, for all the dummies, that would prompt us, type, prompt you to say you need to put your dates in…*"

🟠 Goal   🔵 Behaviour   🟡 Context   🟢 Positive Interaction   🔴 Pain Point

Task 2 : Select flight

◉ [31:13] She sees the available flights and she notices that there is a stopover. She doesn't like that because it's too short for a stopover but at the same time appreciates that the info is there and she won't be surprised later on.

● ◉ [32:10] She would choose the first option London Stansted because its cheaper but then it doesn't make sense in the matter of distance. -*"I would pay extra for you know, long haul flights that are continent to continent… but on shorter flights like that no"* .

● ◉ [32:28] As she moves on she selects the first flight and the class selection section appears in the three boxes. She then gets confused and thinks she missed the returning flight that was right below before this window opened, missed the X button to close the window and presses undo/go back on the browser -*"I went up there because the return flights are on that as well"* .

● ◉ [32:51] - Basic, Smart, BIZclass what do these mean? She is still preoccupied with the fact that she missed the return flight when in fact it was right below but she had to proceed with the class selection first.

● ◉ [32:58] She understands the three options from experience (other airline websites) but she is not sure about the language use. She is also unsure and tries to speculate on why the biz class is not available in this flight.

◉ [33:56] Feels unsure about the price structure when picking a class but isn't really aware that she is in the return flight section. -*"Could be for return yes"*.

● ◉ [34:21] - *" It doesn't tell you that it's for two people, because I'm presuming that this is for one person, the 69. I 'd have to click on it now and just go in and see what's happening"* - She doesn't understand the price structure and tries to figure it our by clicking again the action button to select the flight. The class selection section pops up again and she selects the Basic class. The price then changes to 149,99. She is somewhat sure she selected correctly, but the feedback is not informative.

> *"I would pay extra for you know, long haul flights that are continent to continent… but on shorter flights like that, no"*

● Goal   ● Behaviour   ● Context   ● Positive Interaction   ● Pain Point

Task 2 : Select flight

- ⬤◉ [34:59] Notices the *"Add Flex option"* section and understands what it means. -*"That would be good if you had a connecting flight maybe" "It doesn't tell you how much it is tho"* (referring to the cost of this function that she finds redundant for her trip).

- ⬤◉ [36:01] After the flight selection she notices the "From 2 pounds save your price" link below : *"I don't know what that is"* .

- ◉ [36:06] Distracted from the link she doesn't really notice the overview of her flight selection and then reaches for the action button *"continue to service selection"*.

- [36:07] A pop up message appears : *"! Open-jaw flight chosen. The departure airport of your selection is different from the destination airport of the return flight. We are expressly drawing your attention to the fact that you are personally responsible for the transfer between the airports"* .

- ◉ [36:12] *"Oooh now I see I didn't check that"* she seems confused and surprised by the message.

- ⬤◉ [36:42] She then reaches for the *"change selection"* link.

- ◉ [37:02] She states that she likes the pop-up warning message when asked because " I just assumed that it's going to be the same one" (therefore this **could be avoided**).

- ⬤◉ [37:15] She clicks on continue to step 2 and states that the message of the pop up is clear.

⬤ Goal   ⬤ Behaviour   ⬤ Context   ⬤ Positive Interaction   ⬤ Pain Point

Task 2 : More services

- ◉ 37:19] "Le*t's see what the step two is, more services".* There is no prognosis when hitting the action button due to the language use. She is unsure and only assumes the worst.
- ●◉ [37:25] *"Blaaah"* , she looks disappointed and frustrated as the next screen is extra services that she does not need. On the right, she noticed that her trip itinerary now shows and appreciates the function but she just found out that the stop is in Germany (surprised) .
- ●◉ [38:38] She doesn't seem to understand what to do next, as she doesn't want to add a suitcase but the site prompts her to. She struggles to move on. Finally, the user clicks the action button down right and moves to the next page.

Summary

- ◉ [39:41] -How was the overall process? - *"It wasn't too daunting. Couple of little problems that were handy"*
- ◉ [39:51] Regarding the calendar : *"I always go to the calendar to make sure of my dates….".* Probably it would have been easier if I 'd known about this website.
- ◉ [40:54] *"I like the format for the date to come up, I wasn't told on the page that that was a different airport I actually went on and then I was told, oops".*
- ◉ [41:26] *"But I did like the fact that it was a big warning"*
- ◉ [42:02] User was surprised with the pop up error message regarding the wrong airport in the flight selection screen.

| ● Goal | ● Behaviour | ● Context | ● Positive Interaction | ● Pain Point |

User 2 : Overview

Profile

- She works in administration, used to work for Aer Lingus
- Lives in Leitrim.
- She access internet from her MacBook.
- Uses broadband.
- Uses internet on her phone, wi-fi mostly
- Apps she uses : Email , Health apps - Heartmap, Whatsapp, Instagram, Fb etc

● ◎ Has skyscanner app on her phone.
● ◎ Wallet, for handiness sake passports etc.

● ◎ Used to have airlingus app, but removed it from her home screen anymore.

◎ Ryanair app is on her other phone, for boarding passes.

◎ Travels a lot to Asia, Indonesia, Bali and USA.

◎ Before the pandemic she travelled once a month. Consistent traveler.

◎ This year she went to : Canada in Jan, Italy in Jan, Indonesia in Mar.

● ◉ -Where and how do you book your flights ? - Most of the times she uses Skyscanner to see the prices first. *"I use that like a research place and then I see the connections that I can get through that and then I go into the airlines individual websites to compare the price."*

● ◉ If its cheaper for me to to book with Vayama or someone else through Skyscanner then I do that"
◎ Skyscanner : Both on desktop and app. *"I prefer the desktop because it's a bigger screen"*

◎ Last time she travelled : She logged in to her computer to Skyscanner and she puts in Dublin to Montreal, return and dates. She found Air Canada flight. Cheaper through Air Canada because there wasn't extra fees so she booked from their website directly.

◉ -When booking the flight what was the most important thing for you, Time, Place or Price? - Dates, because she had to be there for particular date. She would have booked it regardless of how much. *"It was more important that the connections were good at the way home"*

● Goal   ● Behaviour   ● Context   ● Positive Interaction   ● Pain Point

User 2 : Overview

Profile

- She works in administration, used to work for Aer Lingus
- Lives in Leitrim.
- She access internet from her MacBook.
- Uses broadband.
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- Apps she uses : Email , Health apps - Heartmap, Whatsapp, Instagram, Fb etc

◉ She travelled on her own but she met someone in Montreal to take the trip together.

◉ - Booking for you and friends ? -> She usually books for everyone, as she travelled a lot she knows the best deals. Friends usually tell her to book the flight for them and let the money back.

● ◉ Recently her friend booked a flight for her, asked her the dates she could visit Italy and emailed her the information afterwards. They discussed the dates as she couldn't flight to Turin at that time of the year. Flying to Milan on the way in and Bergamot on the way out. The goal was to link up the times *"because sometimes the schedules with Ryanair is a little bit on unsavoury times"*.

◉ Discussed two separate bookings in relation to catching connections and shares information through screenshots on WhatsApp .

● Goal   ● Behaviour   ● Context   ● Positive Interaction   ● Pain Point

3.0 TASKS

Task 1 : Search & Book (Aer Lingus)

⊙ [14:28] Assuming that user lives in Cork and planning to take a trip to Faro Portugal, during midterm school break , Monday Oct 26 - Friday Oct 30th. She plans to go on Saturday 24th before the midterm starts but not too constrained.

⊙ [16:21] Googles Air Lingus on the address bar and the site appears first

⊙ [16:46] User uses the 2 dropdown menus to select the departing location and the destination -> quickly she spots the action button that says *"Confirm"*.

⊙ [17:04] Flight selection screen : *"The biggest thing I can see is the no change fees for all travel up to 30 September 2020"* (refers to the big green ad that takes half of the pages space. She finds that redundant (laughs ironically).

⊙ [17:32] *"I am just gonna click ok for this cookies thing'* (looks slightly frustrated) and quickly and nervous gets rid of the cookies toast message in the bottom that hides important information from her.

⊙ [17:34] She scrolls down to see what is available to book her flight

⊙ [17:48] As she is ready to start finding flights she notices the destination field has already populated Cork

⊙ [18:04] User opens the calendar and starts scrolling through the months *"When they have the calendar like this I like to scroll over instead of entering it in. I just like to see the month, the calendar there clearly for me. It's very similar to my MacBook in relation to my calendar….the way I have my calendar set up that I can see the whole month"* The user feels a familiarity with this kind of calendar.

● ⊙ [19:09] She selects the dates and then moves on to the number of adults and easily finishes that part of the task with no interruptions or worries

● ⊙ [19:16] She clicks the action button that she found easily (B) (PI)

● Goal   ● Behaviour   ● Context   ● Positive Interaction   ● Pain Point

Task 1 : Select flight

- ● ◉ 19:52] When asked to describe what she sees on this screen, she started describing the details but paused to say *"It's a bit confusing actually, (laughs), because…When I first looked at it like I was leaving Cork at 13:30 in the afternoon but really it leaves at 11:00 am". I would find that confusing even for me that books a lot of flights, I would prefer to have the 11:00 departure time under the date".*
  - ◉ [20:51] -What drove you to see 13:30 ? - *"Because it's right underneath the date".*
- ● ◉ [21:27] The user says that she really cares about the departure time and not so much about the arrival time so she should be able to focus on this information first.
  - ◉ [21:49] -Is all the information that you need there or would you like to see something else apart from that? -"There's not that much colour on the website and it seems kind of plain, …kind of a very basic looking website".
  - ◉ [22:40] User intended to scroll down as she usually does to also see the return flight but it's right in front of her so its not necessary
- ● ◉ [22:46] After quickly checking the details she reaches quickly for the action button *"Economy from 202.99 eu".*

Task 1 : Select flight

- ◉ [22:56] She makes a painful expression when the class selection section opens. *"Saver, Plus and Advantage"*
- ● ◉ [23:00] What do these options mean? User understands the messages she sees on the screen and what each option has to offer. However, she would see if there is any advantage for her to pay for these extra features and services online or if not she can do it directly in the airport. She would probably book the "Saver" and then figure out later if she needs extra weight or services.
  - ◉ [26:17] User totally disregarded the "Price lock flights" feature just below.
- ● ◉ [26:18] She understands the option but she states that is not useful to her as she usually is decisive of what she wants to do. "Maybe its a good option for big groups of people…or if I was younger and my budget was different".
- ● ◉ [27:55] When prompted to move on she quickly hits the action button.

● Goal   ● Behaviour   ● Context   ● Positive Interaction   ● Pain Point

Task 1 : Summary

- ● ◉ [28:30] It was very easy to book, the first time that came up…I don't know if it comes up for everybody to select my country" The software doesn't know her and she already lives in Ireland so she finds that redundant. As she is an old costumer of Aer Lingus (laughs ironically) *"They should know this that I'm here"* .

- ◉ [29:48] The language option doesn't make sense to her and she could avoid one more pop up.

- ◉ [29:50] Flight times and the placement of the departure times. *"A lot of people don't have the attention to detail and they kinda book stuff fast and don't take any notice of it too much..I have plenty of friends like that they just book last minute and have gotten to the airport the wrong time or got big details wrong etc…"*.

- ◉ [30:42] "You know make it a bit easier"

- ◉ [30:51] "Very easy to follow and to understand in that sense of a user experience.Not too many pop ups only the pop up in the first place…And the cookies."

- ◉ [31:45] "Once I knew what I was looking for I could easily find it".

- ● ◉ [32:15] I don't see the value of the three options (class selection) Like they seem, the two higher ones seem quite similar". She prefers a more straightforward process to check in her baggage and if she wants more she can add later so flexibility and simplicity is important for more efficient results.

- ◉ [33:30] The user finds the baggage process of all airlines displeasing and impractical but she stated that she would pay extra 10 euros if there was an option like this to add a bag.

"You know, make it a bit easier…"

| ● Goal | ● Behaviour | ● Context | ● Positive Interaction | ● Pain Point |

Task 2 : Search and book (Eurowings)

◉ 33:53] Fly to London(any airport) from Barcelona. Two people midterm break Oct 26, fly out Saturday Sat 24 and return on the 30th but its flexible.

● ◉ [35:12] User googles the *Eurowings* website and first an Ad appears. Below that its the actual website "Because that's come up as an Ad I don't always trust that because I've seen something like this before and I thought I was booking directly from Ryanair and I ended up in *edreams* and it ends up being more expensive. I didn't realise. " Ignores the add and choses the second one.

● ◉ [35:42] In the homepage a large cookie settings text comes up with an "Accept all" magenta action button. User states that she really dislikes the pop up cookies things so she never pays attention and just clicks it away.

● ◉ [36:39] She never used that website before and she directly reaches for the *Departure Airport* search box but below there is a link for "*London (All Airports)*" so she finds it easier to click on this link.

● ◉ [36:46] She thinks its easy to find Barcelona because she doesn't need to type it in and can just clicks instead of writing.

"Ok the option for care hire and everything straight away, I didn't really want that, like that"

🟠 Goal　　🔵 Behaviour　　🟡 Context　　🟢 Positive Interaction　　🔴 Pain Point

Task 2 : Search and book (Eurowings)

◉ [37:00] User feels *"tempted"* to click on the date selection box to see *"what comes up"*

● ◉ [37:15] She is thinking (confused expression) to scroll up to find October (June 2020 appears below after she clicked).

◉ [37:23] User sees the enlarged calendar window and states that because it's bigger it's easier for her.

◉ [37:53] She chose Sunday 25th departure date as the previous was not available and Sunday Oct 1st as the return date.

● ◉ [38:40] "I was about to type two people cause I can see the blinker going (in the number of passengers box) but I realised fast that I can just add one here" and she clicked the plus button on the add another adult section below.

◉ [38:39] - Was there any particular reason why you didn't type in? - *"Laziness?"* (Laughs) She is used to click in, in other websites like Amazon.

"I was about to type two people cause I can see the blinker going"

○ Goal   ● Behaviour   ○ Context   ● Positive Interaction   ● Pain Point

Task 2 : Select flight

- ◉ [39:20] She observes closely at the flight and class selection screen like she is trying to make sense at what step of the process she is now.

- ◉ [39:33] *"It's very clear to me that I am leaving at 12:15 pm from London Heathrow and I am returning at 6:45 pm at Barcelona."*

- ◉ *[39:48]* The user understands easily that it's not a direct flight but is *"curious"* to know more details about the stop in between but she is not confident that clicking the *"i"* icon will give her the answer.

- ◉ [40:53] At first she didn't understand if she'd have a layover at 5:30 an she thought it was too long but after opening the more info window is clear.

- ◉ [41:15] User finds trouble to close the window and proceed as there is no *X* button. She finally clicks it away by clicking on the background.

● Goal　　● Behaviour　　● Context　　● Positive Interaction　　● Pain Point

Task 2 : **Select class**

● ◉ [41:33] The user now moves on to the class selection : Basic. Smart, and Bizclass (not available) and says *"I am already saying, why not (available) ? Why don't I have that as an option? If it's not an option, like why tell me that I can't have it" I don't know why it's not there"*.

● ◉ [41:49] - And what do the other two (options) mean? User describes the meaning but finds it rather confusing.

● ◉ [42:47] User looks at the message : *"We cannot guarantee that you will be able to take your item of hand luggage with you on board"* in the *Basic* option she states that she is not sure *"what does that mean to me in relation to me being at the airport"*

● ◉ [43:18] She doesn't know what "Preferred seating" on the SMART option means yet

● ◉ [43:37] She feels unsure If she can bring her hand luggage into the cabin as it doesn't say anything regarding this in the SMART option.

● ◉ [43:46] She looks at the "Cabin carriage" icon on the SMART option and finds it confusing.

● ◉ [44:36] She notices that with the SMART option she has more choices available to her regarding for example the check in.

● ◉ [44:47 "I can change of free of charge which is cool".

● ◉ She still thinks the two options regarding this matter is relatively similar.

● ◉ [45:18] -Which one would you choose? - " *I would go for the smart one, yeah"* feels confident in this decision and clicks on it instantly.

● Goal   ● Behaviour   ● Context   ● Positive Interaction   ● Pain Point

Task 2 : Select class

- ⊙ [45:33] The user laughs joyfully as the window of the SMART option populates *"I guess it knows what I want to do so its populating"*.
- ● ⊙ [45:41] User is double checking if the Basic is the same as the Smart one in the returning flight section
- ● ⊙ [46:20] "Add flex option" - When asked what does she think it means she said she finds the 40minute before flight to rebook possibility *"Interesting"* and rises her eyebrows while paying close attention to this feature.
- ⊙ [46:45] User clicks on the add flex option Info button to find more info on the total price and charges in case she wants this.
- ● ⊙ [46:46] She goes through the text for details and has to spend 2-3 minutes to scan for the important information.
- ⊙ [48:22] User finds the flex feature useful but the fact that she has to call or be there in person the same day to change a missed flight or rebook is not trustworthy in a crisis as previous experience during the pandemic showed her that this may not be easy or possible at all. (to speak with costumer service)
- ⊙ [50:17] She doesn't find the collect more miles option useful as "it doesn't make a difference to me" . Usually there is no value so she finds it redundant. (PP)
- ⊙ [51:20] What does the "from 4pounds save your price" means? - "I have no idea" (PP)
- ● ⊙ [51:56] User clicks the two boxes with the prices below "Outgoing flight" and "Return flight" to see the total price of the two flights (B) (PP)

🟠 Goal	🔵 Behaviour	🟡 Context	🟢 Positive Interaction	🔴 Pain Point

Summary

- ● ◉ 52:48] The user really liked the feature on search flight screen that provides you links right below because it saves her time. *"Oh cool. That's where I'm going. I don't, I'm saving my time".*

- ◉ [52:56] User liked the colour on the website she said it's *"visually pleasing".*

- ● ◉ [53:23] User liked the pop up calendar option with a whole month overview but at first she thought she was gonna have to type.

- ◉ [53:54] *"It was easy to follow and easy to navigate"*

- ◉ [53:53] The user disliked the 4 pounds save your price feature and felt confused about it.

- ◉ [54:11] She didn't liked the fact thad BizClass was not available in the flight/class selection page but despite that it was there.

- ◉ [55:30] She found this website easier to use and took her less time to achieve her goal.

- ◉ [56:23] She generally appreciates the chat with an employee feature in some websites instead of bots or QnA's.

"Oh cool...I'm saving my time".

● Goal　　● Behaviour　　● Context　　● Positive Interaction　　● Pain Point
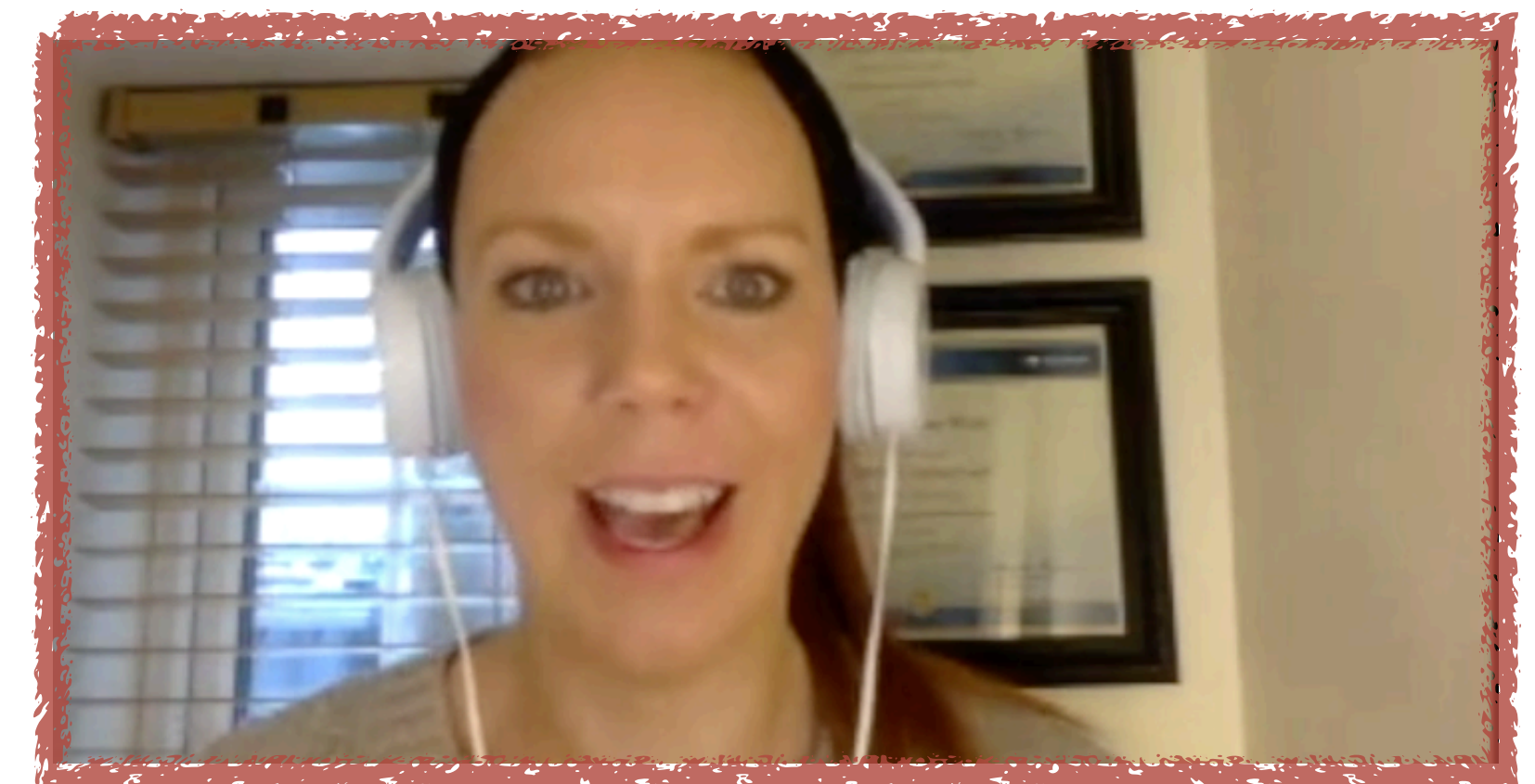
Thank you for your time

End of presentation