

NOTE-TAKING

Mobile App Usability Tests

Aer Lingus 

Aer Lingus is the flag carrier airline of Ireland. Founded by the Irish government, privatized between 2006 and 2015, a wholly-owned subsidiary of International Airlines Group.

Founded: 1936
Fleet Size: 56
Destinations: 93

Eurowings 

Eurowings GmbH is a German low-cost carrier headquartered in Düsseldorf and a wholly-owned subsidiary of the Lufthansa Group.

Founded: 1996
Fleet Size: 100
Destinations: 79

Usability Test 01: Aer Lingus



Persona:

- Full-time Mum of three small children, Wife and caregiver to elderly Mother living with family
- Takes charge and books vacations for family
- Family flies on vacation once a year
- Talks with husband about prices before purchasing tickets
- Uses public transport, navigation apps, likes real-time features
- Has many different apps on phone
- Prefers to book tickets on mobile app vs. websites
- Believes that travel agents have poor call-customer service
- Pricing and flight time is a factor when selecting flights

Context:

- Takes charge of booking flights for her family
- Talks with husband before purchase
- Price sensitive
- Flight times a factor when traveling with small children
- Does not use booking aggregator apps
- Prefers to book using a carrier app
- Checks for updates while traveling

Goal:

- Book, a flight from Cork to Faro in Portugal
- Flight is for two passengers
- Schedule dates during school mid-break

Behaviors:

- Opens Aer Lingus app
- Searches for a return flight
- Enters departure and arrival destinations
- Enters travel dates on the calendar
- Looks at types of seating price options and benefits
- Inclined to book economy and then see the cost for baggage
- Realizes other fare types include baggage
- Unsure takes a second look at pricing
- Decides not to share flight details prefers to talk with husband
- Does not save the search, would enter details again

Usability Test 01: Aer Lingus



Mental Model:

- Checks online for best pricing then date availability
- Has previous experience of using Aer Lingus app
- Defaults to lowest price without looking at other fare options
- Assumes other fare types would be more expensive
- Alters assumption after looking at what's included
- Advanced seating a preference when traveling with children
- Not concerned about refundable tickets
- Defaulted to the original preference of lowest priced fare
- Could not recall pricing from other fare options

Pain Points:

- Pricing is a factor extras soon mount
- Time of flight a factor when traveling with small children
- Poor in-call customer support
- Fare types and what's included not clearly explained
- Displayed unavailable dates/flight
- Does not want to do so much typing
- Not seeing a breakdown of differences between fares at a glance

Likes:

- Booking booking directly with the airline
- Using mobile to make booking
- Price over comfort for short flights
- Share feature from within the app
- Seeing fares with pricing and what's included
- Not having to type too much

Dislikes:

- Having to go on an airline website
- Reading a lot of small detailed text
- Displayed unavailable dates/flight
- Fare types and what's included not being clearly explained
- Does not want to do so much typing
- Not seeing a breakdown of differences between fares at a glance

Usability Test 02: **Eurowings**



Persona:

- Full-time Mum of three small children, Wife and caregiver to elderly Mother living with family
- Takes charge and books vacations for family
- Family flies on vacation once a year
- Talks with husband about prices before purchasing tickets
- Uses public transport, navigation apps, likes real-time features
- Has many different apps on phone
- Prefers to book tickets on mobile app vs. websites
- Believes that travel agents have poor call-customer service
- Pricing and flight time is a factor when selecting flights

Context:

- Never seen this app before
- Takes charge of booking flights for her family
- Talks with husband before purchase
- Price sensitive
- Flight times a factor when traveling with small children
- Does not use booking aggregator apps
- Prefers to book using a carrier app
- Checks for updates while traveling

Goal:

- Book a flight from London to Barcelona in Spain
- Flight is for two passengers
- Schedule dates during school mid-break

Behaviors:

- Opens Eurowings app
- Searches for a return flight
- Enters departure and arrival destinations on calendar
- Not given option to book flights
- Unsure about pricing then notices return flights
- Backs out and tries a different departure airport
- Picks Stansted to Barcelona and returning to Heathrow
- Selects Smart Fare, thinks other fares are more expensive
- Selects seating
- Realizes that flight has a layover says "done, and would not book a flight with a layover"

Usability Test 02: **Eurowings**



Mental Model:

- Comparisons to Aer Lingus app
- Assumes that low fares are displayed on dates with tabs
- Defaults to lowest price without looking at other fare options
- Confused when search returned unavailable dates with pricing
- Did not realize flight had a layover when selecting seats
- Backed out of booking when layover realized

Pain Points:

- Not given option to book after searching flight dates
- Search returned unavailable dates
- Had to back out and redo the search
- App failed to keep passenger number
- Unclear as to next steps in picking a flight
- No clear breakdown of differences between fares at a glance
- Feels being misled after realizing flight had a layover

Likes:

- Seeing side by side fare comparisons
- Search dates being remembered
- Clearly seeing what's included with each fare type
- Share feature from within the app
- Seeing fares with pricing and what's included
- App remembered seating preference when selecting seating

Dislikes:

- Not being able to convert pricing into Euro's from Pounds
- Search returning unavailable dates and flights
- Passenger amount not remembered when redoing a search
- Not realizing that flight had a layover before selecting seats

Usability Test 03: Aer Lingus



Persona:

- Manager working in hospitality
- Usually books flights on mobile
- Travels for business and pleasure three times a year, mostly in Europe
- Uses many different travel apps, taxi, booking.com, Skyscanner to compare prices, Aer Lingus also has Trip Advisor
- Also uses dating apps, uses Amazon, Kindle, and Netflix
- Uses Skyscanner to compare prices
- Preferences date over the price for business travel, the reverse for vacation travel

Context:

- Has used Aer Lingus
- Uses Skyscanner to compare prices
- Books flights for personal and business travel
- Shares flight details with co-workers travel for business
- Preferences date over price for business travel, the reverse for vacation travel

Goal:

- Book, a flight from Cork to Faro in Portugal
- Flight is for two passengers
- Schedule dates during school mid-break

Behaviors:

- Opens Aer Lingus app
- Does not see the book a flight
- Types Cork rather than scrolling through a list of place names
- Enters travel dates on the calendar
- Expected to go to a different screen for return dates
- Unsure of what fare types names represent Saver Plus vs. Advantage
- Believes search dates changed after looking at fare types
- Confused where he is in the process and details about fare types
- Selects Saver for flight
- Confused when flight details were saved after clicking share

Usability Test 03: Aer Lingus



Mental Model:

- Checks online for best pricing then date availability
- Has experience using Aer Lingus app
- Expected the book a flight feature to be with check-in and boarding pass
- Unclear about fare names meaning and what's included
- Losses confidence when app seemingly changes dates
- Confused with the booking process, generally unsure of what fare is being booked

Pain Points:

- Did not seeing a breakdown of differences between fares at a glance
- Confused with the booking process
- Believed that pricing was changing
- Confused about the different types of flight seats and what they included
- Booking process jumped; it was not clear the flight was at a particular price

Likes:

- That flight details can be shared and saved from within the app

Dislikes:

- Not seeing a breakdown of differences between fares at a glance
- When app seemly changed dates and prices between screens

Usability Test 02: **Eurowings**



Persona:

- Manager working in hospitality
- Usually books flights on mobile
- Travels for business and pleasure three times a year, mostly in Europe
- Uses many different travel apps, taxi, booking.com, Skyscanner to compare prices, Aer Lingus also has Trip Advisor
- Also uses dating apps, uses Amazon, Kindle, and Netflix
- Uses Skyscanner to compare prices
- Preferences date over the price for business travel, the reverse for vacation travel

Context:

- Never used EuroWings
- Uses Skyscanner to compare prices
- Books flights for personal and business travel
- Shares flight details with co-workers travel for business
- Preferences date over price for business travel, the reverse for vacation travel

Goal:

- Book, a flight from London to Barcelona in Spain
- Flight is for two passengers
- Schedule dates during school mid-break

Behaviors:

- Opens Eurowings app
- Comments it looks more cluttered
- Asks about the flight details
- Types London and gets all airports
- Selects dates, is returned to Book Flights adds two passengers
- Confident that details are correct taps search
- Questions why unavailable flights are showing up
- Noticed that calendar-based prices on the basic fare unless
- Choose seat for departure
- Notices that flight has a layover
- Annoyed that layover was not clear before selecting seating

Usability Test 02: **Eurowings**



Mental Model:

- Compared process to Aer Lingus app
- App looked cluttered
- Calendar was bigger, but not easy to read
- Confusing process and wording
- Unsure of booking process
- Did not realize flight had a layover when selecting seats

Pain Points:

- Confusing process and wording
- Felt that app canceled return flight when it was showing a layover
- Not clear that flight had a layover

Likes:

- Seeing side by side fare comparisons

Dislikes:

- Very confused about not knowing that the flight had a layover
- Showing flights and dates that were not available
- Surprised to see so many features that were not understandable
- The colors and general busyness

Insights:

- Customers are busy doing other things and easily distracted.
- Before a potential customer opens your app, they have researched flight prices and will judge usability against other apps.
- Customers are using your app to complete a series of tasks.
- Keep processes brief, efficient with minimal data entry with navigation that's straightforward, and easy to read.
- Avoid marketing jargon; use a warm, friendly writing style, and visual tone.
- Be transparent with customers time and money an overlooked flight detail such as a stop-over or an additional fare cost can be a deal-breaker.
- Never assume and explain customer benefits such as seating types while avoiding trendy names and lengthy explanations.
- Don't offer customers something that they can't buy, such as unavailable seating, flight dates, and pricing in search tabs.
- Put a smile in customers' minds by supporting their needs to save flight searches, change seating, upgrade fares, change flights, receive flight notifications, and easily share flight details.



Method:

Method:

- Watched both interviews for mobile
- Re-watched, pausing to taking notes using Miro
- Grouped stickies: Introduction -Test -Experience
- Tagged each sticky into a category
General Comment
Context
Goal
Behaviors
Mental Model
Pain Points
Likes
Dislikes
- Used Miro plugin Clusterizer to connect tags into groups
- Summarized notes into a presentation
- Checked grammar using Grammarly

Miro:

