

BOOKING CONTEXT ①

Websites access mostly:
1. smartphone
2. computer

Booking the flights from home mostly or from work environment

Comparison of the flights on the airlines' websites directly rather than using aggregator

DECISIVENESS FACTOR ②

Decision making based on:
1. price
2. reputation

Home environment located airport for someone to show preferred

Easier to travel mostly leisure

Price \$\$\$ main decisive feature

Time @ second most important factor
Flight times / hours

Shortest duration of layover if no direct flights

Value for money + saving more for better service

Find the price of the flights before actually booking

INITIAL IMPRESSION ③

Seasonal background image on the homepage (misleading) ①

"Log in" tab at the homepage drives attention from the booking tab ①

Good Deals on specific destination (both accessible from the homepage but not so prominent) ①

Offers on scroll down homepage (good when looking for a trip destination) ①

Difficulty to spot the way to proceed from the homepage ①

Booking feature highlighted on the homepage ①

INVOLVEMENT WITH USER ④

Default departure city doesn't respect the user's current location ①

Auto fill of the user location (departure city) ①

SEARCH RESULTS ⑦

Flights automatically organized in direct ones first on the list

Option to choose direct flights only

Layout for search results confusing (too much info at once)

Clear info regarding flight time, duration, price shown straight away

CLARITY / TRIP DETAILS ⑥

Easy addition of number of adults/children

Clear option to choose amount of days for your trip

No obvious indication of how long (days/nights) the selected trip will be

Amount of flights rather than Days for the trip selection

EASE OF CHOICE / INITIAL CHOOSING ⑤

Map view directly under the search bar, visualizing the airports around the chosen location ①

"Recent search" tab → easy access for frequent destination ①

Tab showing destination airline flies to ①

EASE OF CHOICE / APPROACHABILITY ⑤

Possibility to choose "All Airports" as departure or destination within desired city ①

Option to choose all available airports from the departure city (flight search) ①

No "Multi-city" option or not clearly visible ①

Possibility to change one travel detail without need to start from the beginning

Easy "Flip" switch between departure & destination city ①

PRICE DETAILS ⑧

Lowest price indication for 3 days around chosen date ①

Price of the return flight not clear (close as + return) comparison of what each means

Showing the cheapest month for selected journey

Date picking with 3 months calendar overview ①

No price overview text to date in calendar ①

Break down of prices through the whole month

EXTRA SERVICES ⑨

Option to choose to add extra services without picking the expanded price option with additional services

No option to choose additional services before putting in payment details

Can have a additional services offered at the beginning of the booking process

Not enough info to explain additional options (no direct option)

No clear indication what kind of bag if any is included in the price ①

Clear explanation of different travel plans with options break down

"Trip details" not actually showing any new information during flight selection

INTERACTION WITH USER DURING WHOLE PROCESS

Pop up reminding to fill in the details before proceeding

Pop up calendar as input for dates

Pop up about difference in departure airport and destination on the way back not being the same

INTERFACE THE WHOLE PROCESS

Order of the buttons for navigation on the site not prominent enough

Not clear on how to select desired flight

Less advertising during the booking process

Confusion between "Search" & "Book" tab

LAYOUT FLIGHT SEARCH

Departure & Return calendar viewed next to each other (both visible at the same time)

Possibility to compare flights from nearby airports on the same window/view

PROGRESS INDICATION ACROSS THE WHOLE PROCESS

Double checking details for selected flights before confirming (clearly visible what was chosen)

Homeing listed on the side clear overview

No overview of steps within the booking process ①

Option to continue without selecting the flights & no clear indication to do so first ①

FUNCTIONALITY ACROSS THE WHOLE PROCESS

Option to change itinerary ①

Possibility to book without registration book as a guest ①

"GOOD WILL RESERVOIR" ACROSS THE PROCESS

Price change during the booking process making it impossible to continue, instead of instant price update

Not using the pop up calendar due to the instruction saying "Please fill in the date"

Date picking on calendar with options based on not choosing the month (same month for a return automatically displayed)

Additional form to fill for "price security"

ONLINE SURVEY	BENCHMARK	USER TESTING	USER TESTING
		NEUTRAL	NEGATIVE
		POSITIVE	