

Affinity diagram

Airline desktop version

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Data sources

- Competitive benchmark
- Survey
- Usability tests

Process

The process was done alone, where the raw data was first laid out as an overview. A first grouping was made, as well as some clarifications of notes if needed. Lastly, adjustments were made to form the final groupings and they were given category names. The notes were tagged with green if they were **positives** and red if they were **pain points**.

Raw data

User 1

- Calendar works as a visual security that correct date was chosen
- Date format "cheat sheet" was helpful
- Not clear enough which flight is outbound or return
- User checks prices first, wants to get away as cheap as possible
- Warning about different departure and return airport helpful
- Luggage choice and seat selection unnecessary, had already chosen
- Difficult to understand how to select the flights
- Itinerary helpful for double checking choices made
- Prefer warnings to come beforehand instead of after making a selection
- Categories hard to understand /separate
- User wanted it to prompt for action to choose dates

User 2

- Calendar works as reminder of users own schedule
- User don't expect to have to choose country and language
- The list of departure and arrival airports makes process of choosing faster
- Travel time confused as layover time
- Departure time more important than arrival time
- The fee-info is so large it hides the search flights bar
- Easy and fast interface
- Wants information about why some bundles are not available
- Prefers to choose baggage, seat selection etc later instead of bundles
- Prefers departure time visually close to the date
- Prefers the calendar view
- Difference between luggage options in Basic and Smart bundles is confusing
- Usually haven't decided at booking stage yet what to bring on the trip
- Software doesn't know user, for example which country user is in
- Clicking goes faster than typing (adding 1 adult)
- Milage collection or membership doesn't give enough benefits
- Save your date option not clear enough what it does

User 3

- Primarily accesses internet by their phone
- Usually checks flights by phone
- Price was the most important factor of backpacking trip because a long trip could mean a high price
- Change of color on the chosen date gives reassurance
- Must show clearly which day the flight times belong to
- Prefers clean interfaces, icons and big letters
- Mental model for search again is a drop down box
- Prefers design that gives professional impression
- Start at aggregator websites, for its overview of prices and easy comparison tool
- Sometimes start looking for flights on laptop to get a bigger screen
- Helpful when destination options occur as you start writing
- Don't prefer too much info in one page, doesn't know where to look first
- Normally don't make the ticket refundable
- Annoyed and distracted by moving ads
- Wants visual of what each fare type includes or not to compare
- Flies around 2 times per year
- Books flights for groups as well as just for themselves
- Helpful that calendar shows available dates
- The options to being able to change destination etc can be confusing
- Wants total price to be clear
- Prefers not too many different colors
- Only wants to add cabin bag and check-in bag
- Both longer and shorter trips
- Comminuate with friend via a group chat, send creen shots of options
- Mental model for choosing one-way or round trip is check box
- Duration time is confused as layover time when close to text "1 stop"
- Itinerary works as helpful summary
- The time of day is not important
- Price sensitive
- A variety of different kinds of trips
- Planned the backpacking trip 6 months before going
- Mental model of lowest price for flights is green color
- Prefers smaller differences between fare types
- Itinerary should clearly be seperated from the rest of the page
- Wants info like price and time to be in big letters
- Don't miss out pop-up annoying but could be affective still

Raw data

Benchmark

Beautiful travel pictures are inspiring	A mix of discreet drop down menus and regular search bar gives a clean impression	Search bar can expand once the user starts putting in information	The log in box should not be placed as a roadblock in the process	Regular baggage and special baggage should be close to each other	Clearly show benefits of different seat options	Displaying total price for fare options gives distinct impression
Search bar should preferably be simple	Menu should contain baggage info and online check-in	Change of destination or other should be possible to do easily	A visual representation of how long the process is and where the use is currently	Drop down menu for payment options makes clean impression	Colour code seat options	Log in box on the side makes process smoother
Pictograms or illustrations make the information easier to read	Keep amount of categories to a minimum	Search bar for change of setting should be a drop down or similar to not take up too much space	Balance between being able to change choices made and not being repetitive	Being able to compare and change to dates nearby is preferable	Irritable to double confirm options such as no seat selection	Passenger information and contact details should be connected
A function to spot the cheapest dates is helpful (calendar/stacks)	Clear category names	Itinerary should be visible through the whole process	Do not place too much information in a row in the booking process	Unclear pricing of fare options can be irritable	Illustrative baggage options helpful	Meal choice should not have too many options to make more simple
Many or moving advertisements make a messy impression	Clickable side bar in menu is helpful to not overfill the page	The fare options should visually show what is included	Too many different seat types are confusing	Clearly and visually state benefits of logging in	Clickable info symbols good way of keeping process minimalistic	

Survey

Visits airlines on laptop to check prices	Visits airlines on laptop to check taveling options	Was not able to complete the task because of corona	Date second most important when booking flight
Visits airlines on laptop to check dates	Visits airlines on laptop to visualize information more clearly and assure safe payment	Wishes that a full month calendar with prices and length of trip is visible after a search to avoid having to click on each date and departure	Adding check-in bag most common extra service chosen
Visits airlines on laptop to book flights	Visits airlines on laptop to check-in	Wishes the airline would show the real price upfront	Didn't want any extra service
Visits airlines on laptop to make payment	Was at home last time a flight was booked	Wishes the airline put some more time on the aesthetics	Reviews of airline company important before booking
Wishes the loading time was quicker	Wishes it was easier to read about rules of cancellation and insurance	Price most important when booking flight	

First groupings



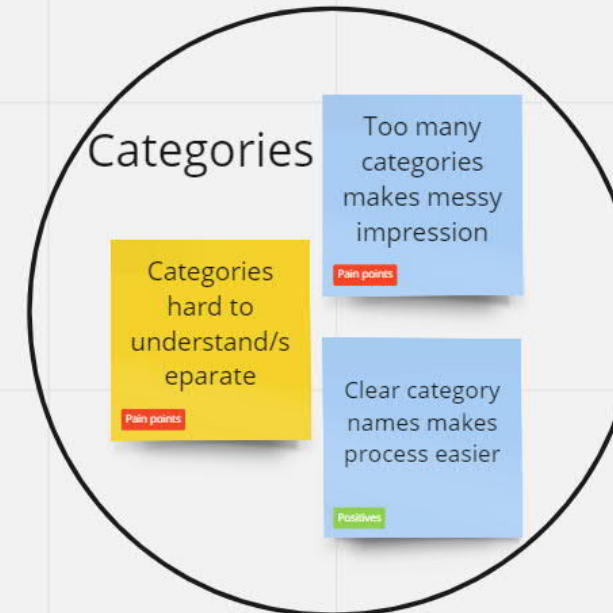
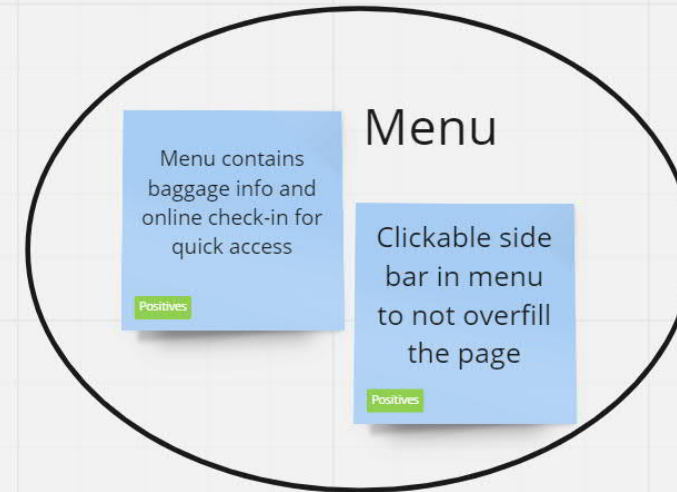
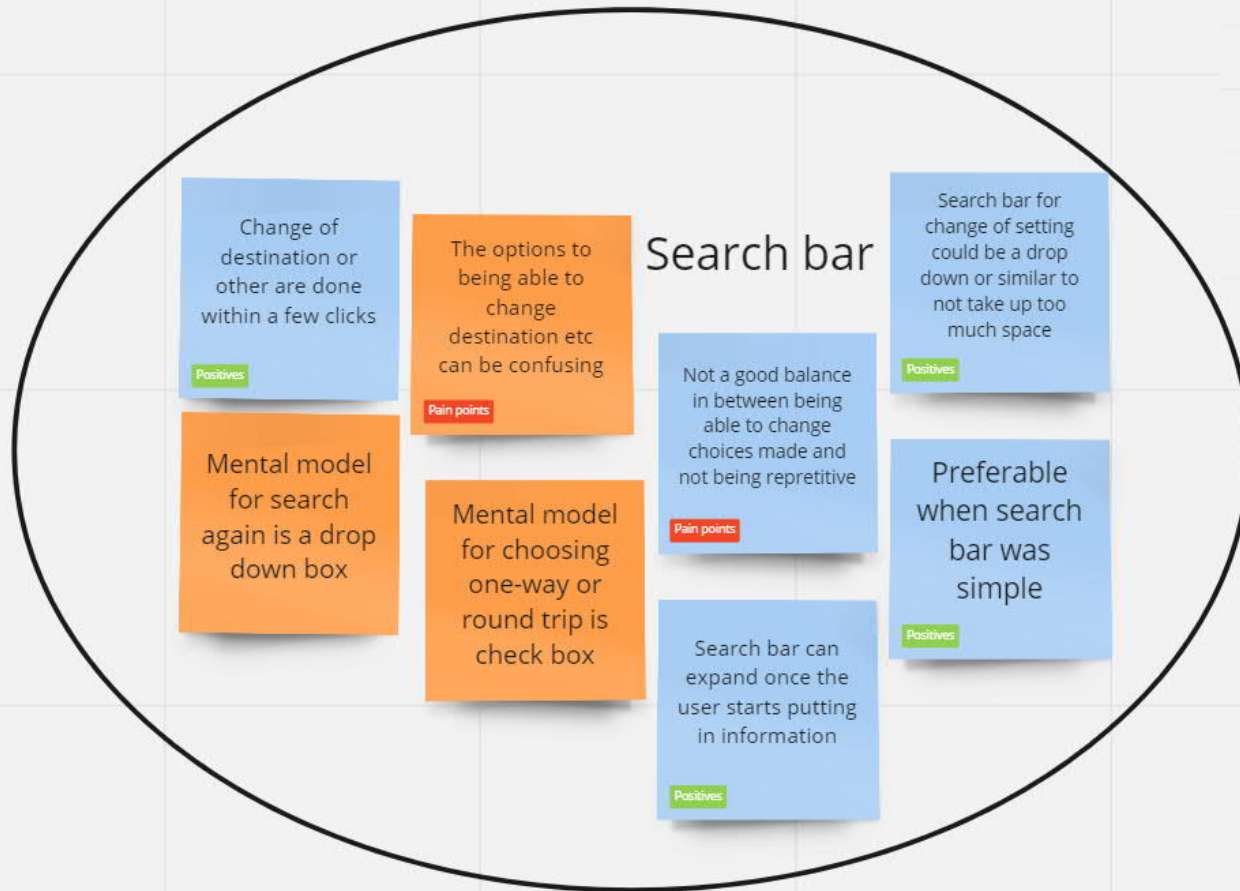
First groupings



First groupings



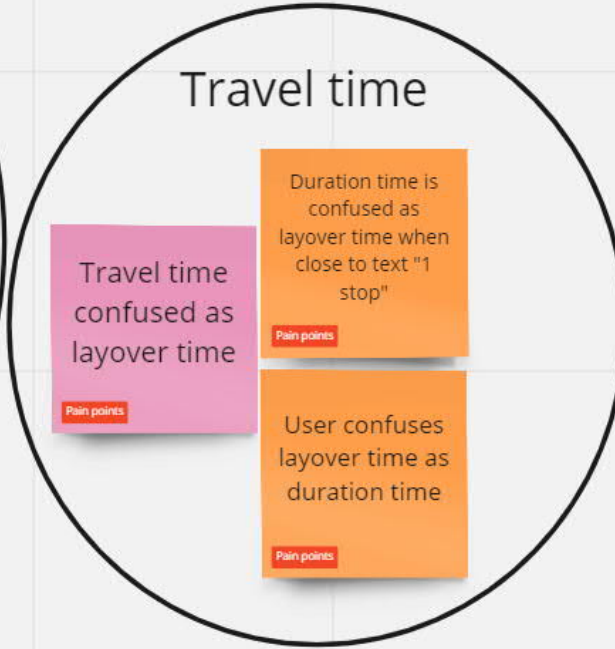
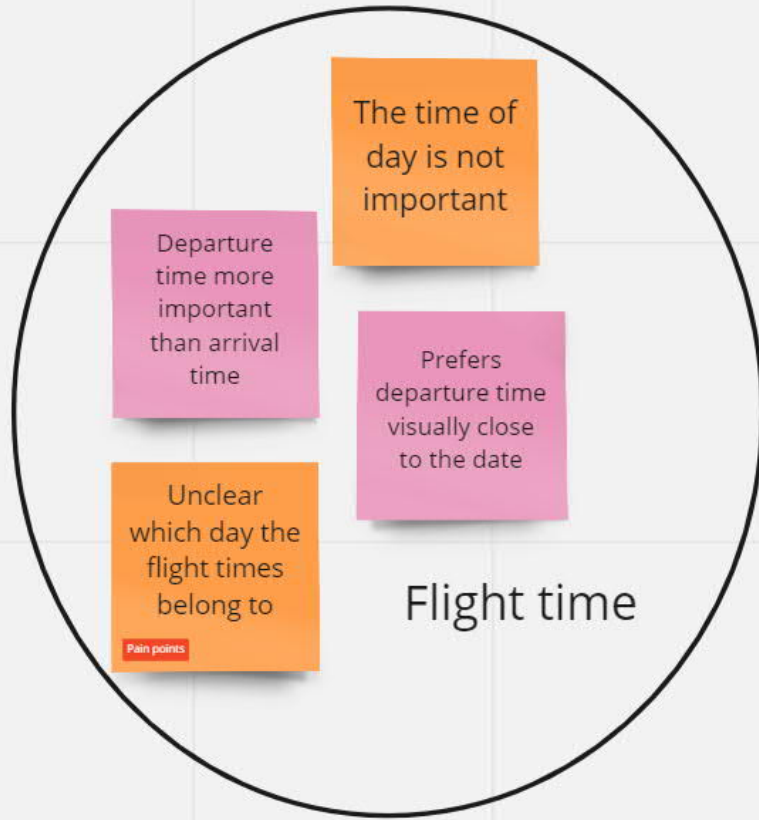
Final categories



Final categories



Final categories



Final categories

Fare types

Difference between luggage options in Basic and Smart bundles is confusing

Pain points

Unclear pricing of fare options are irritable

Pain points

Visual of what each fare type includes or not to compare

Positives

The fare options visually show what is included

Positives

Displaying total price for fare options gives distinct impression

Positives

Missing information about why some fare types are not available

Pain points

User normally don't make the ticket refundable

Prefers to choose baggage, seat selection etc later instead of bundles

User didn't want any extra service

Differences between fare types are too big

Pain points

Itinerary

Itinerary helpful for double checking choices made

Positives

Itinerary works as helpful summary

Positives

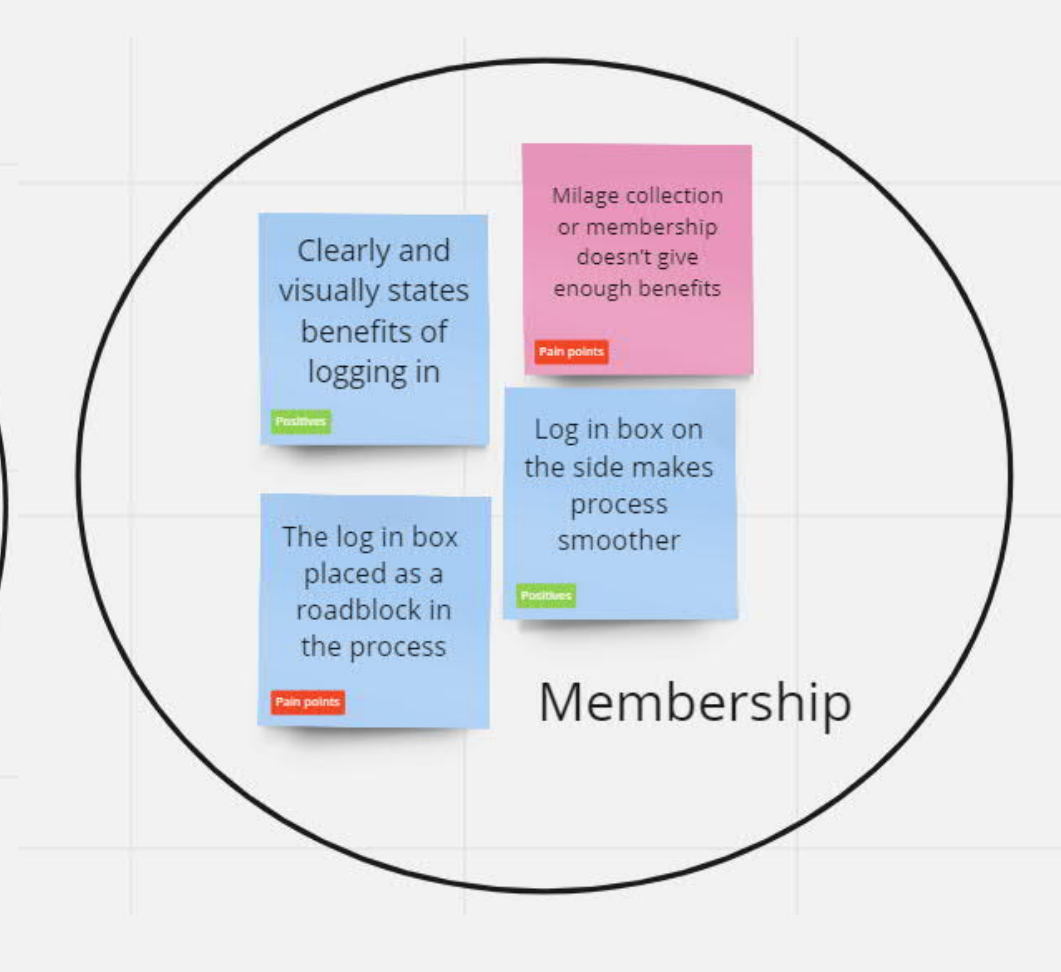
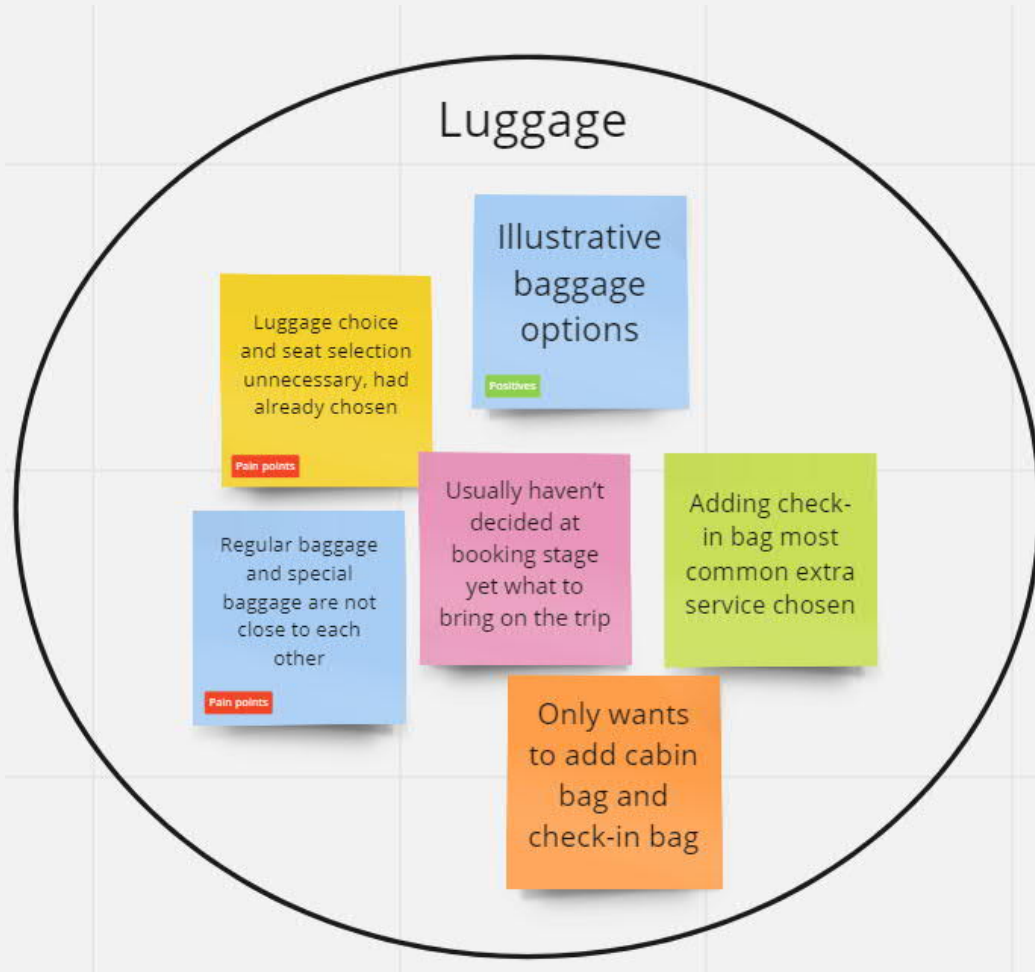
Itinerary clearly separated from the rest of the page

Positives

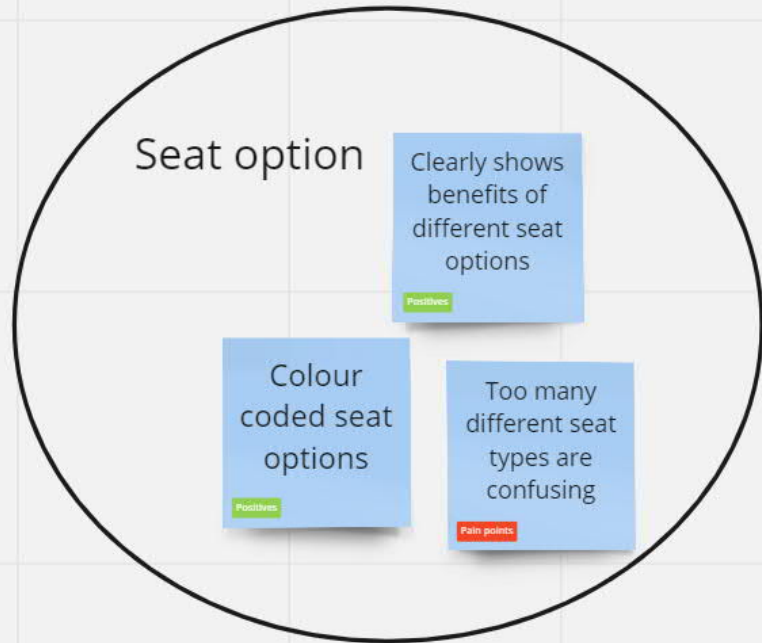
Itinerary visible through the whole process

Positives

Final categories



Final categories



Final categories

Flow of process

Irritable to double confirm options such as no seat selection

Pain points

Destination options occur as you start writing

Positives

The list of departure and arrival airports makes process of choosing faster

Positives

Meal choice have too many options, overwhelming

Pain points

Passenger information and contact details not connected

Pain points

Product communication

Wishes it was easier to read about rules of cancellation and insurance

Pain points

Warnings comes after making a selection

Pain points

Difficult to understand how to select the flights

Pain points

Not clear enough which flight is outbound or return

Pain points

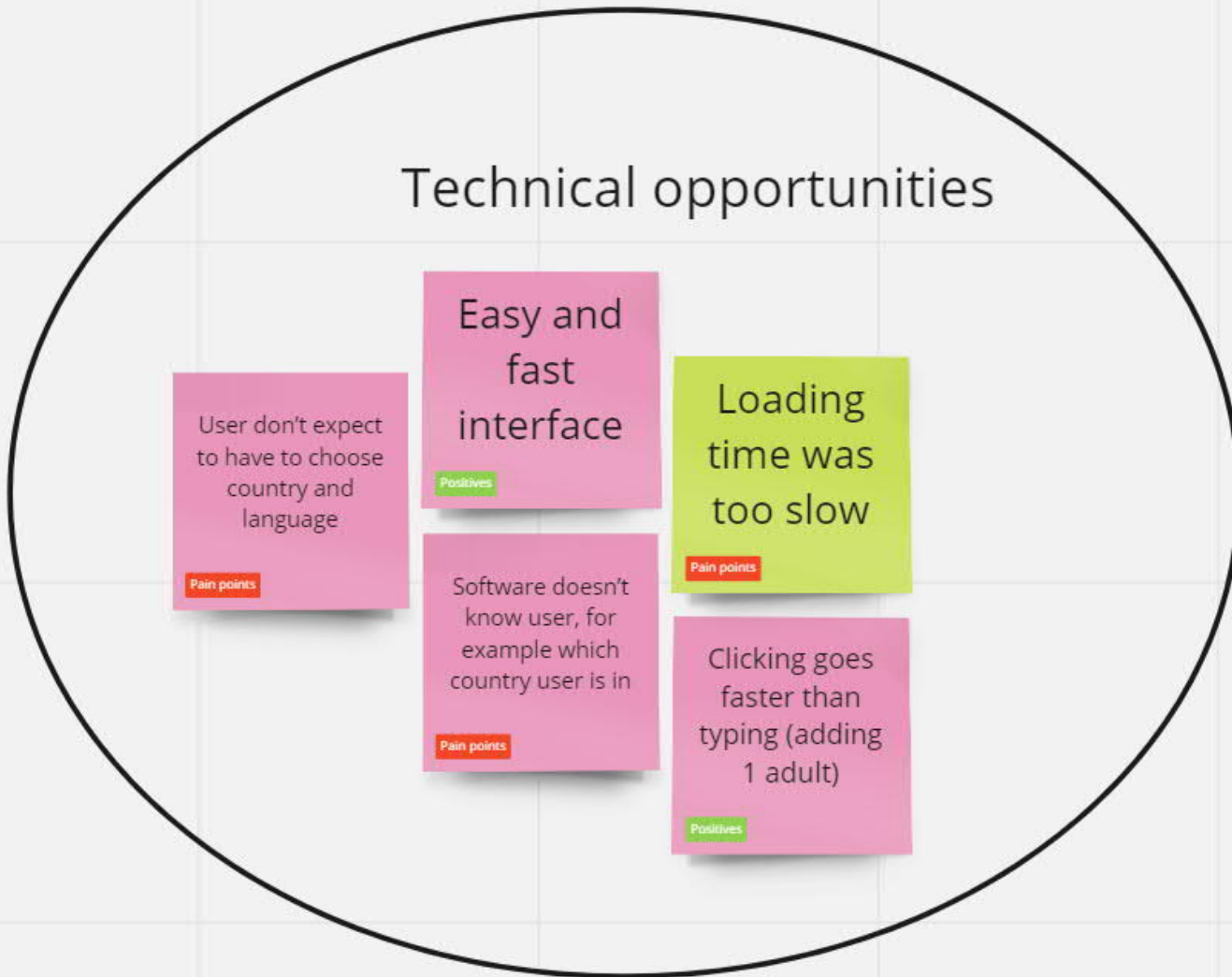
Warning about different departure and return airport

Positives

Final categories



Final categories



Was not able to complete the task because of corona