

Survey

Wanderlust Airlines

Priscilla Carlsson

Q1

1. What are the reasons that you visit airline websites or apps?

Form



Date	On laptops I visit airline websites to...	On mobile phones I visit airline apps to...
Mar 31, 2021	Check prices and book flights	Check prices
Mar 30, 2021	Check prices and dates and make the payment	Check prices and dates
Mar 30, 2021	Check their traveling options	Check ticket prices
Mar 30, 2021	Visualize info more clearly and assure my payment is safe	To get a quick view of flights
Mar 10, 2021	check prices, book a flight, check-in	Check-in, review booking
Mar 9, 2021	Book flights	Check prices, dates.
Mar 8, 2021	Book a ticket and see the prices	To see the prices and compare prices

Q2

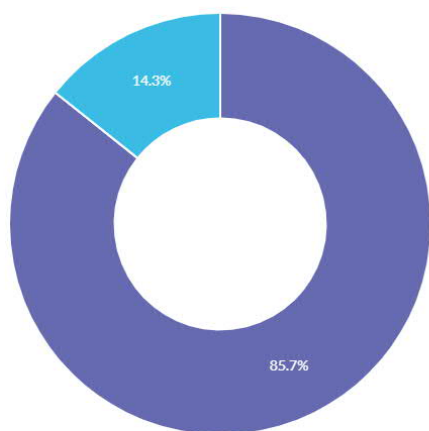
2. Where were you the last time you visited an airline website or app?

Essay



Date	Answers
Mar 31, 2021	At home
Mar 30, 2021	Home
Mar 30, 2021	At home
Mar 30, 2021	At home
Mar 10, 2021	Home
Mar 9, 2021	Home
Mar 8, 2021	At work by my computer

Q3 3 a. Where you able to complete your task that time?
Multiple Choice



Choice	Total
Yes	6
No	1

Q4 3 b. If not, then please tell us why:
Essay

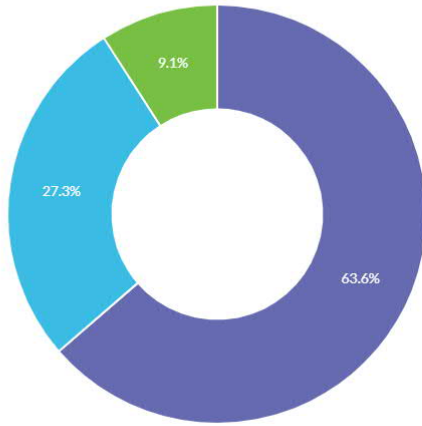
Date	Answers
Mar 9, 2021	Corona

Q5 4. What would you change about that website or app? What improvements would you make?
Essay

Date	Answers
Mar 31, 2021	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
Mar 30, 2021	To show the actual price, sometimes the real price is way higher so its a waste of time
Mar 30, 2021	Little more attention to the aesthetic and colors of the website. It's easier to stay longer on a website just because it feels easier and looks nicer to work on.
Mar 30, 2021	Maybe improving the website's quickness on loading the page
Mar 10, 2021	Not sure
Mar 8, 2021	Make it easier to read about rules of cancellation, insurance etc.

Q6

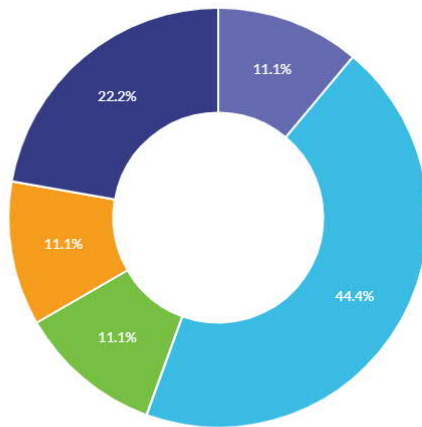
5. What is most important when booking a flight?
Multiple Choice



Choice	Total
Price	7
Date	3
Other	1

Q7

6. Select the following things you did the last time you booked a flight
Multiple Choice



Choice	Total
Added extra hand luggage	1
Added check-in bags	4
Made a seat selection	1
Ordered a meal	0
Logged in or signed up for an account	1
Added travel insurance	0
Other	2