



	Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment
	Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment
	Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment

Airline Mobile App Typical Users CUSTOMER JOURNEY MAP - GOALS, USER PERSONAS AND HAND-DRAWN SKETCHES

Airline Mobile App Typical Users AIRLINE APP USER JOURNEY

Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment
-----------	---------------	----------------	----------------	-------------------	-------------------	---------

James Kay (User Interview & Usability Test 2) / Helena Mann (User Interview & Usability Test 1) / Airline Mobile App Typical Users MOOD - EMOTIONAL JOURNEY



Airline Mobile App Typical Users GOALS - USER'S EXPECTATIONS, NEEDS AND DESIRES TARGET AUDIENCE'S DETAILED DESCRIPTION

<p>User's Main Goal: Quickly locate the 'Book Flight' button.</p> <p>100% of customers will use the Home Page because it is the landing page.</p> <p>User's Expectations, Needs and Desires:</p> <ul style="list-style-type: none"> Easy to understand, use and navigate. Uncoloured, with prominent links to key pages users need at the top of the screen. Dynamic and intuitive. Modern and visually appealing (relevant and high quality imagery). Professional, friendly and calming colour scheme. <p>Helena said "the British Airways App was aesthetically appealing, and using it was a better user experience than the budget airline and the SkyScanner app."</p>	<p>User's Main Goal: Enter flight preferences to search for the best flights.</p> <p>86.7% of users surveyed used the flight search function, when they last used an airline app.</p> <p>User's Expectations, Needs and Desires:</p> <ul style="list-style-type: none"> Simple design with a clear visual path that is easy to navigate. Clear and meaningful labels that are easy to understand. <p>The industry standard input elements are:</p> <ul style="list-style-type: none"> Airport location search - scrollable list, search function and GPS locator. Calendar (Date selection) - Users expect a 'Drag' selection feature for date ranges. Passengers (Quantity and age) Grade (Economy, Business etc.) 	<p>User's Main Goal: Compare flight search results to identify the best flight, that meets the user's needs.</p> <p>James said that the SkyScanner app provided the best range of flight options.</p> <p>User's Expectations, Needs and Desires:</p> <ul style="list-style-type: none"> Users want a large variety of options, at cost effective prices. Only show available and relevant flights. Banner at the top of the screen to show the key information users are looking for - dates, locations and prices. Customers find it useful if the app categorises different options (e.g. fastest, cheapest and greenest options) and offers filtering features to personalise search results. Clearly label all relevant flight details such as: flight times, airport name and number of transfers. The total flight price, including tax and charges, should be clearly displayed early in the process. 'Sort & Filter' feature to customise the flight search results to their preferences. 	<p>User's Main Goal: Review all the data regarding the user's selected flight to ensure it matches their criteria.</p> <p>User's Expectations, Needs and Desires:</p> <ul style="list-style-type: none"> It should contain all relevant information about the flight in one location for users. Key information is highlighted using colour and text size. <p>Only 20% of users surveyed used the seat upgrade feature, when they last used an airline app. This is an important upselling opportunity that airlines are currently missing out on.</p> <p>User's Expectations, Needs and Desires:</p> <ul style="list-style-type: none"> Clear description of the upgraded features available and prices. It is important to provide and clearly label information regarding the additional benefits for the 'Business' class option, to encourage users to upgrade. For seat selection there should be a diagram of the airplane. It should be clearly labelled and use colour coordination to make it easy to use. 	<p>User's Main Goal: Entering the passenger details securely.</p> <p>User's Expectations, Needs and Desires:</p> <ul style="list-style-type: none"> Clear labels and instructions. Personalised feedback and error messages. Secure data storage. Confirmation message after data is correctly added. 	<p>User's Main Goal: Complete payment process for the flight securely.</p> <p>Over one quarter (26.7%) of users surveyed last used an airline app to book and pay for a flight.</p> <p>User's Expectations, Needs and Desires:</p> <ul style="list-style-type: none"> It is vital for users that the payment process is secure. Simple and easy to use. Include clear instructions and messages. Users said they expect a 'Confirmation of Payment' message or pop-up screen to confirm the payment has gone through.
---	---	---	---	---	--

Airline Mobile App Typical Users PAIN POINTS - PROBLEMS USERS ENCOUNTERED AND AREAS FOR IMPROVEMENT

<p>Cluttered and hard to navigate homepages -</p> <p>James said that EasyJet's homepage is too cluttered. The user is distracted by advertisements flashing and moving, this disrupts the users flow. This results in a negative emotional response from the user.</p> <p>Icons that are unclear or hard to locate -</p> <p>James (British Airways App) - "I did not initially see the Covid 19 update banner at the top of the screen. The banner is too small and the colours do not stand out. However, this is important information and should be highlighted to attract the users attention."</p> <p>Irrelevant promotional offers and other content:</p> <ul style="list-style-type: none"> Out of date information. Large advertisements disrupt the users flow. <p>James said he is distracted by advertisements flashing and moving. This disrupts the users flow and results in a negative emotional response from the user.</p> <p>Distracting or negative colour scheme -</p> <p>James did not like EasyJet's bright orange colour scheme. He said "the colour creates an angry emotional response and makes the app look cheap."</p> <p>Helena did not like the yellow and blue colour scheme on the Spirit Airlines app, she commented that the yellow was "headachy".</p> <p>Therefore, it would be better to use a more neutral color scheme to create a relaxed and inviting atmosphere and positive emotional response from the user.</p>	<p>Lack of clear instructions and feedback messages -</p> <p>No saved searches or preferences function -</p> <p>One of the users surveyed said they found it frustrating when the app did not remember their search preferences.</p> <p>No GPS location finding feature -</p> <p>The user "I would prefer to use a GPS location finder feature, as it would save time."</p> <p>Apps assuming prior knowledge -</p> <p>Some users do not have prior knowledge regarding what every airport initials stand for. Therefore, to minimise confusion, it is best practice to label airport initials with the full airport name.</p> <p>Helena and James both recommended that it would be useful to clarify what the initials used for airport names stand for.</p> <p>Helena commented that "it may be confusing for some users. As not everyone will know what LHR and FCO mean."</p>	<p>Unavailable or irrelevant options -</p> <p>Users were frustrated if there were unavailable or irrelevant options that did not meet their criteria or budget.</p> <p>Limited options -</p> <p>It also created a negative emotional response if there were limited options, that did not meet their expectation, key factors and preferences.</p> <p>Lack of instructions and error messages -</p> <p>James tried to select a flight, but nothing happened and no error message appeared. The user was confused about the process and how to select a flight.</p>	<p>Important information is hidden or hard to locate, for example if the text is too small -</p> <p>Users are often frustrated when airline apps do not make the presence of transfers/changes was not made obvious early.</p> <p>Hidden fees and charges creating an unclear pricing structure and final price being higher than the original quoted price. This resulted in a negative emotional response from users.</p>	<p>Unavailable or hard to locate details regarding the additional benefits for upgraded optional extras -</p> <p>Helena (British Airways App) was unclear how to find out more information about what you get for the 'Business' class option on the British Airways app.</p> <p>Unclear or no instructions about how to upgrade seats and other extras -</p> <p>James struggled to find out how to upgrade his seat selection with additional legroom for medical reasons, on the EasyJet App.</p>	<p>Unclear instructions and no error message -</p> <p>Helena did not understand what the British Airways App wanted her to do, and no error message appeared to inform the user what they need to do.</p> <p>Lack of personalised feedback messages -</p> <p>Online Survey Feedback - "Provide paper error messages when something doesn't work with apps most of the time you get no feedback."</p>	<p>Lack of clear and personalised error messages -</p> <p>Helena (British Airways App) said when she entered a false email, no error message appeared. She suggested it could be highlighted in red to alert the users attention to their error.</p> <p>No progress tracker or confirmation of payment completion</p> <p>After entering contact details on the payment page, James clicked continue, the screen went blank, James said "I am concerned my booking will not go through."</p> <p>Adding surprise additional steps late in the process (such as making an account) -</p> <p>James could not add payment details to book the flight without creating an account, on the EasyJet App.</p>
--	--	---	---	---	--	---

BRITISH AIRWAYS APP CUSTOMER JOURNEY (USABILITY TEST 1)

Helena Mann (User Interview & Usability Test 1)	AIRLINE APP USER JOURNEY					
Home Page	Flight Search	Search Results	Flight Details	Upgrades / Extras	Passenger Details	Payment

Helena Mann (User Interview & Usability Test 1) BRITISH AIRWAYS APP CUSTOMER JOURNEY STORYBOARD (SCREENSHOTS FROM USABILITY TEST 1)

Helena Mann (User Interview & Usability Test 1) BEHAVIOUR & USER JOURNEY - HELENA MANN (USABILITY TEST 1 - BRITISH AIRWAYS APP)

<p>Helena quickly locates the key buttons she needs on the British Airways Home Page -</p> <p>Helena commented "It is a nice sleek design, I can immediately see where the call-to-actions are."</p> <p>She scrolls down the page to find the Return fares from London' feature"</p> <p>The user said "I think this is really cool, it gives you a nice idea of locations" she also recommended "I would move the Return fares feature above the special promotion because it's more relevant and useful"</p>	<p>Helena easily understands what information she needs to input.</p> <p>Airport Locations The user typed in 'London' and selected 'London (All Airports) UK'</p> <p>The user said "I chose to type in the location rather than scrolling through the list to save time as there were a lot of options available."</p> <p>Calendar The user enters the dates - 21st November The user said it was quite easy to use to select the outbound flight. The user struggled to locate the confirmation 'tick' because it was too small. The user was confused how to enter the return flight date. The user eventually accidentally found out how to enter the return date, but found the process unclear, confusing and frustrating.</p>	<p>The user identified a message saying there were only 5 tickets left. She said this creates a sense of urgency. However, she reflected that this may be a marketing ploy.</p> <p>The user clicked on the information icon which took her to a pop-up screen with information which she said was clear and informative. The user wanted to fly from an alternative airport, she tried to click on the text 'Heathrow' but nothing happened.</p> <p>The user was disappointed there was only one flight option available, and that it flew from Heathrow.</p> <p>The user then tried to find alternative options flying from different airports in London. The user wanted to fly from an alternative airport, she tried to click on the text 'Heathrow' but nothing happened.</p> <p>The user then clicked the back button. The user then tried to look at flights on the Sunday</p>	<p>The user said the page made sense, she could understand the flight details.</p> <p>The user said it was a 'cool' feature that they showed the type of plane, and the terminal at Heathrow for the flight. However, the text is small and easy to miss."</p> <p>The user clicks on the 'Price breakdown' link, which opens a pop-up screen.</p> <p>The user is surprised and annoyed by the amount of tax added on to the flight fare.</p> <p>The user said "The additional on-on charges only being added on now are misleading because the end total price is a lot higher than the advertised flight fares."</p> <p>Some of the information provided caused a negative emotional response. The user appeared annoyed, agitated and frustrated. The user did not like that the airline did not offer refunds.</p>	<p>The British Airways App does not have a separate page for the upgrades or extras.</p> <p>On the flight details page, there is an option to swipe to reveal the 'Business' options for the flight.</p> <p>The user tried to swipe to reveal the 'Economy' and 'Business' options for the flight. It took a few attempts before the app successfully revealed the Business flights, this caused a negative emotional response.</p> <p>The user tried but failed to locate information regarding the additional benefits for the 'Business' class option.</p> <p>The user commented that "the baggage allowance information was wrongly titled. The text in bold above, in the title format, reads 'Operated by British Airways'. I would have expected to see a title such as 'Baggage Allowance Details' as it is important information that users might miss without clear labelling."</p> <p>The user was surprised and frustrated when she clicked on more information about baggage allowances, it took her to their webpage without asking. She commented she was disappointed that the app did not have all the information she required.</p> <p>The user selects 'Economy Plus' when she books her flight as she wants luggage as it is a week trip.</p>	<p>The user found the page instructions unclear, the highlighted call to action is titled 'Add new adult passenger'. The user misinterpreted this to mean it was an option to add additional passengers, which she did not want to do.</p> <p>However when the user tried to click continue, nothing happened. At first the user thinks the app has frozen. Then she realises the app wants her to add details for the preselected 2 passengers.</p> <p>After entering the information the user tried to go back by clicking on the main screen. However, this did not work. The user then noticed the tick she had to select. This could be clearer to reduce confusion.</p> <p>The user said "sometimes the app is a bit cumbersome, I have to press buttons several times in order to get a response"</p>	<p>The user could easily identify the icons and what information she needed to enter.</p> <p>However, when the user entered a false email, no error message appeared.</p> <p>She suggested it could be highlighted in red to alert the users attention to their error.</p>
---	---	---	---	---	--	--

James Kay (User Interview & Usability Test 2) BEHAVIOUR & USER JOURNEY - JAMES KAY (USABILITY TEST 2 - BRITISH AIRWAYS APP)

<p>James is annoyed that half of the screen is taken up with a large advert. Which the user said is unclear but appears irrelevant to him.</p> <p>The user is confused and does not understand the 'find booking' title.</p> <p>James did not initially see the Covid 19 update banner at the top of the screen. The user said the banner is too small and the colours do not stand out.</p> <p>James commented that he would usually expect to see promotion in the banner at the top of the screen. Which he automatically ignores.</p> <p>This confusion and deviation from the users mental model resulted in the user missing the important Covid 19 update.</p>	<p>James could easily understand and use the flight search page.</p> <p>Airport Location James also enters their location using the search bar, rather than scrolling through the list of airports to save time.</p> <p>Calendar The user easily and quickly enters the departure flight dates into the calendar. However, he struggled to enter the return flight date. The user could not find instructions or feedback messages, this resulted in a negative emotional response.</p> <p>James selects 2 passengers.</p> <p>James opts for flexible flight option, although he says he does not understand what it means.</p>	<p>James scrolls through the list of flight options, and identifies the key similarities and differences between the flights -</p> <p>The main difference was the time of the flight.</p> <p>The user selected a flight in the afternoon as she does not like travelling in the morning.</p> <p>The user was confused about the process and how to select a flight -</p> <p>The user tried to select a flight by clicking on the name, which did not work. However, the app did not provide an error message.</p> <p>The user eventually identifies that he has to click on the price.</p>	<p>The user said this screen is useful as it provides all the information and details about both flights on a single, easy to understand page.</p> <p>James said the flight details page is 'informative but provides for.'</p> <p>The user looks at the 'price breakdown' -</p> <p>The user said the total price is higher than he would be looking to spend. Therefore, he would consider searching for alternative flights on another app to find a cheaper alternative.</p> <p>The user then looked at the 'baggage allowances'</p> <p>The user commented that "some of the information is repetitive. However, it also included additional new information."</p> <p>The user tried to click continue, but nothing happened. There was also no error message to explain what the problem is and what the user needs to do to resolve the error and continue to the next stage.</p>	<p>The British Airways App does not have a separate page for the upgrades or extras.</p> <p>On the flight details page, there is an option to swipe to reveal the 'Business' options for the flight.</p> <p>James did not see the text it hard because it is white on a pale beige background, which makes it hard to see.</p> <p>The user also did not come across any opportunities to upgrade their luggage</p> <p>Therefore, British Airways are losing out on potentially lucrative upselling revenue streams.</p>	<p>James also found the Passenger Details page confusing on the British Airways app. He made the same mistake as Helena and misinterpreted the input field titled 'Add new adult passenger' to mean adding an additional third passenger.</p> <p>James tried to click continue, when nothing happened he realised what error he had made.</p> <p>James then quickly and easily entered the passenger contact details.</p>	<p>James quickly identified what information he needed to input.</p> <p>James commented that the airplane symbol was unnecessary on an airline app.</p> <p>After entering contact details on the payment page, James clicked continue, the screen went blank.</p> <p>James said "I am concerned my booking will not go through."</p>
---	---	--	--	---	---	--

James Kay (User Interview & Usability Test 2) BEHAVIOUR & USER JOURNEY - JAMES KAY (USABILITY TEST 2 - EASYJET APP)

<p>James is distracted and annoyed by the advertisements flashing and moving. This disrupts the users flow and results in a negative emotional response from the user.</p> <p>The user says the adverts move too quickly for him to read, so he does not know if they are relevant. He commented that he would prefer to be able to control the speed of change.</p>	<p>James could easily understand and use the flight search page.</p> <p>Airport Location James also enters their location using the search bar, rather than scrolling through the list of airports to save time.</p> <p>Calendar The user easily and quickly enters the flight dates into the calendar.</p> <p>James commented that "the EasyJet calendar is easier to use than the British Airways calendar."</p>	<p>The user finds the screen and information easy to understand -</p> <p>He says the airport label is clearer than the British Airways app as it provides the full name rather than an acronym that users may not understand.</p> <p>The user is price conscious, but has a trade-off with departure time -</p> <p>James would pay more for an afternoon flight as he does not like travelling in the morning.</p> <p>The user was also pleased that the options provide a wider variety of prices than the British Airways app, even though there were fewer options available.</p> <p>The user was surprised and pleased to find out the flight prices are approximately one quarter of the prices available on the British Airways app.</p> <p>Therefore, James said "I would consider using the less user friendly budget airline app EasyJet, instead of the better designed British Airways app." Because he prioritizes flight prices over the app's visual design.</p>	<p>The user scrolls through the flight details page, and nods his head. He seems satisfied with all the information provided and move on to the next stage.</p>	<p>The user makes the main Extras page makes sense and he can understand all the icons.</p> <p>Seat selection user pain points -</p> <p>The user tried to click on an element in orange as he assumed the bright colour signified that it was interactive. However, it was not.</p> <p>James tried to select extra legroom. However, an error message appeared.</p> <p>James found the error message confusing and it did not resolve his problem or explain what he needed to do next.</p>	<p>The user found the British Airways App easier to use and quickly enters his contact information.</p> <p>James commented "It tells you what information I need to enter, unlike the British Airways App."</p>	<p>The user clicked continue, expecting to be taken to the payment page. However, there was a surprise additional step late in the process that prevented him from completing his task -</p> <p>James could not add payment details to book the flight without creating an account, on the EasyJet App.</p>
--	--	--	---	--	---	---