Airline App.
Usability Test Script.

Introduction

- Thanks for helping out today.
- This session will run for approximately 60 minutes.
- Before we start, I'll explain the setup and explain how the session works.

What I'm doing

- I'm conducting customer research about some existing airlines and the apps they use.
- I'm looking to identify any issues that if fixed would make them easier to use.
- And to do this I'm talking to people like yourself, and based on your feedback I hope to pinpoint some areas for improvement.

Room setup

- Let me explain the setup…

- In front of you, there is a phone that is attached to this laptop.
- I'm going be asking you various questions and taking you through some tests involving a couple of airline apps, Easyjet and BA.
- While we do these tests, I'm going to record what you say and do via the laptop in front of you whilst you are using the phone.
- The recordings are going to be used for notetaking purposes and the footage will not be seen by anyone outside of the team.
- The session is divided into two parts;
    - First, I'll ask you some questions about your experience when booking flights in general.
    - Then, I'll ask you to perform a few tasks using a couple of different airline apps and ask you some questions as you go.

A few things to keep in mind

- There are a few things to keep in mind that will help the tests run more smoothly.
- First, this session is called a usability test. But it's important to know that **I'm not testing you**, I'm testing the apps. There are no right or wrong answers, there are no trick questions and I'm not trying to catch you out in any way. If you do come across problems, please understand that it is not your fault. And in fact, the more problems you find, the more chance we have of fixing them.
- Second, please **be as candid as possible**, If you don't like something, or think it's just plain silly, please say so.
- Third, as you navigate around the app, whatever is going through your head, **please verbalise it.** So, for example, if you are about to click on a button, say "Adam I am clicking here because I think it will take me to the next page". Or "Adam I'm looking around the screen for the price". Basically, I'd like you to think aloud as it will help me to take better notes. Also, if you could approach things slightly slower than you normally would that would be really helpful. If you work your way around the app too fast, we might not be able to take notes quick enough. I may also remind you to think aloud or to slow down throughout the session.
- Finally, please feel free to ask any questions you like. It's a great way for me to understand your thoughts. But in order to keep the test as realistic as possible, **I may not always answer your questions**.

Do you have any questions before we begin?

2.0 Icebreaker Questions

Before we start using the app, I'd just like to ask you a few background questions if that's ok?

Personal Questions

- Where do you live?
- Do you work and if so, what is your occupation?
- How do you access the internet?

Do you use the internet at home? Work? On your phone?
Do you own a laptop, desktop, or both?
Do you have broadband?

- Do you use apps on your smartphone?

What sort of apps do you use?
Can you describe why you use the apps?

Travel App Usage

What sort of traveling do you typically do?
- Do you travel for business or leisure?
- How often do you fly?

Where do you normally book your flights?
- Why do you use_____?
- Do/ Why do you use comparison sites?
- What aspects do you compare?
- Is this something you always do when booking a flight?

How do you go about booking your flights?
- Can you describe the process the last time you booked?
- Where and why were you traveling?
- How long before did you plan to travel?

3. Tasks

Task 1: Flight and date selection

For the purpose of the test, we'll assume the following:
- You live in Edinburgh.
- You're planning a city break in September
- You think Geneva looks an appealing place to visit
- You are looking to book a long weekend away
- Ideally, you are looking at going out on Friday 6th September and returning Monday 9th September
- You are not too constrained by dates though and can always rearrange should you find more suitable flights

What I want you to do
- Book a flight from Edinburgh - Geneva
- Depart on Friday 6th September
- 3 nights/ 2 people
- 1 piece of luggage per person
- Please show me what you would do - remember to go slowly and also explain what you are doing as you do so.

Open App
- What is the first thing you see, what's on this page?

Dropdowns/ Buttons
- What are you looking for?
- Can you take me through the different options available and what you think they mean?
- What do you expect to see if you select each option?
- What will you do next and why?

'Book Flight' Screen
- What do you see now
- Is this what you would have expected
- What will you be doing now, can you proceed as you would normally (remembering to verbalise your actions)

Fly From/ To
- (If use search icon) - what made you do this/ how did you know you could type what you were looking for?
- (if do not use icon, after they select) Was that the only way to search?

Date Picker
- Why did you select the date dropdown/ calendar?
- What does the other icon/ option mean?

Other Options
- What does 'show holidays' mean? (on **BA** 'Cheapest Fares')
- And let's say for a moment you were looking for a one-way flight, how would you do so?

Results Page
- What do you see on this page?
- Can you take me through your options at this point?
- What do you think Flexi (on **BA** 'lowest') means?/ How do you think you can find out?
- What will you do next?

Extras Page
- What do you see on this page?
- Do you need to add any baggage or is this included in the ticket?
- How do you find out/ check? What does the 'i' symbol mean?
- What will you do to proceed?

Conclusion?
- Overall, what did you think about that experience?
- Was there anything you particularly liked or disliked about the process?
- Was there anything you expected to see but did not?
- Was there anything you were surprised to see?

Task 2: Flight and date selection

So if you can just leave the app on for now and I'll explain what I would like you to do in task 2

What I want you to do:
- You want to take the same trip but this time you are going to see what your options are if you depart from Glasgow. So Glasgow to Geneva this time
- Again, your first choice is to depart Friday 6th September
- 3 nights/ 2 people
- You would like a direct flight, if possible
- 1 piece of luggage per person
- Please show me how you would go about doing this

Homepage v2
- How will you get back to the homepage?/ What are you looking for?
- Now you are at the homepage, you are looking for a similar flight, but leaving from Glasgow instead this time. How will you do this?
- What do you expect to see?
- Do you think the process will be any quicker, having already been through once?

Results page v2
- What do you see this time?
- You can't get the result you are ideally after - ie; direct flights on your ideal dates, what will you do next?
- Are there any solutions offered/ obvious to you?

Conclusion
- Overall, what did you think of that experience?
- Was there anything you particularly liked/ disliked?
- Was there anything you expected but did not see?
- Was there anything you were surprised to see?