Desktop 1

Aer Lingus

Summary

Book flights for 2 people for 7 nights from Cork, Ireland to Faro, Portugal Overall user 1 was in a good mood and knew what to do. It may be because she knows the airline and uses it a lot. She does not really use the desktop app, so that made the task a bit more difficult for her to do.

	Go to website	Opening website and booking ticket	Booking flights	Search flights	Flight options
Mood	😐	😊	😊	😊	🙁
Goals	To open website to book tickets	To go to book flights and start booking	Booking flight and selecting date	Deciding which flight to choose	Choose the options on the flight
Behavior	Good, Just a bit frustrated. Website homepage not that clear.	See clearly where to go to do the task. Seem in good understanding of the task as well as how to do it.	Choose pop up calendar because to make sure it's the correct dates.	Likes to fact that there are more flights for other times and dates. Don't seem to know how to book.	Clearly states the different options. All the info is on there. Can read it clearly. Seemed frustrated.
Pain points	The flight bookings on another head on google then website	No pain points at this stage	The search flights sign blends in with other colors so not easy to see.	Price only indicates for one person. Where to book is not clear.	Does not indicate that you must choose an option as the standard price is on the main page

Conclusion about Aer Lingus

User 1 was overall happy with the task. Did it with a few pain points. There is room for improvement. The user could do the task but needed some help and was not as smooth as one would want it to be. Some of the information can be more clearly.

Desktop 1

Eurowings

Summary

Book flights for 2 people for 7 nights from London to Barcelona. Because the user did not know the website it was more difficult for her to accomplish the task given. The user was not really satisfied with the website. There were a lot of pain points in the task.

	Go to website and Home page	Booking tickets	Flight options	Search flights and book
Mood	😐	😐	😐	😊
Goals	To open website to book tickets	To go to book flights and start booking	Booking flight and selecting date	Deciding which flight to choose
Behavior	Home page not clear and neat. Not clear where to book flights	Not clear on home page where to book. After finding booking, the rest was relatively easy. Does like the 3 people to choose from because easier to have	Not clear how to go forward. Page not neat for the user to understand what to do on the page. Choose options and then	Clear for the flights as well as other times and dates for that flight. Other options for cheaper or more expensive flights are shown there

		a visual.	next step is the same questions		
Pain points	When selecting book. It shows car rentals etc. Should first start with only flights.	The return airport was not automatically the same as depart airport. Although did like that it warned you before continuing with task.	There are 2 steps with the same questions. The options for the flights are asked twice.	Price only indicates for one person. Can't seem to find the confirm booking option.	

Conclusion about Eurowings

The users overall experience of the website was not easy or pain points free. The user struggled to make a booking of the flights. To many steps and unnecessary questions. Repeating questions are asked which is unnecessary. Overall the users experience of this website is not good. The user has a a lot of experience booking flights.

Desktop 2

Aer Lingus

Summary

Book flights for 2 people for 7 nights from Cork, Ireland to Faro, Portugal. User 2 is used to Aer Lingus app but not the website. The user knew what to do and did not have a lot a pain points, although there were some features that the user finds unnecessary.

	Go to website	Opening website and booking ticket	Booking flights	Search flights	Flight options
Mood	☹	😐	☺	😐	☺
Goals	To open website to book tickets	To go to book flights and start booking	Booking flight and selecting date	Deciding which flight to choose	Choose the options on the flight
Behavior	Did not understand why there is a place for Ireland (English) on the home page. User is happy with the fact that Ireland is pre-selected	Choose pop-up calendar. Easy to use and pops up. Can make sure of the dates.	Gives the user more options to choose from if the user is flexible with dates and times.	Looks frustrated with this task. Although easy on page it seems more difficult than its intended to be.	About the fare at the bottom of the page is useful information of the Aer Lingus website
Pain points	There is no other language to choose from on the home page, but the Ireland (English). To type in the departure place in home page and next page seems like an unnecessary task.	Second page with advertisements big on the page. Website does not indicate how many nights the trip is for.	Does not indicate the distance of the travel. Because it is a direct flight the user would like to see the type of plane that would be used.	Not enough information on different packages. Still deciding flight is unnecessary because if you are at that point you know that you want to fly. Too expensive for flight lock.	Still busy on website and wanted to book. The flights were not available anymore.

Conclusion about Aer Lingus

User 2 could accomplish the task with only a few pain points. The same advertisements on each page of the process is frustrating for the user. Some of the information can be clearer according to the user. Aer Lingus should have more information at different classes for the same flight.

There should be more than one language to choose from or the option should not be there. Overall user 2 could do the task with only a few pain points.

Desktop 2

Eurowings

Summary

Book flights for 2 people for 7 nights from London, England to Barcelona, Spain. User 2 did not know the website which made it more difficult and that can have an effect on the pain points.

	Go to website and Home page	Booking tickets	Flight options	Search flights and book
Mood	😐	😐	😊	😐
Goals	To open website to book tickets	To go to book flights and start booking	Booking flight and selecting date	Deciding which flight to choose
Behavior	Home page not clear. Not clear where to book flights.	Frustrated with the advertisements that takes up too much of the page. Types in dates and did not use the pop-up calendar Show the days of the trip but would prefer the nights. How long the trip will be for.	Choosing flights was difficult because of the advertisements, as well as the fact that there are not many options The options on the classes are clear and good communicated to the user.	The stopover was frustrating for the user as it is only a short flight. The user would have payed more to have a direct flight.
Pain points	The advertisements take up most of the page.	Pop up calendar to big.	Not enough options to choose from if flexible with date and time	No place to choose a direct flight option.

Conclusion about Eurowings

The users overall experience of the website was not easy. That can have something to do with the fact that the user never used the website before. The fact that the user never seen Eurowings or used the website make the test better to really see how the website work for a user. The website seems cheap according to the user. The advertisements are too big and that's up too much of the page. The steps and website are not good enough communicated to the user. There are to many steps and pages before the user can book a flight.