

FRANCESCA FALZON AFFINITY DIAGRAM

Confusing CTAs

Not clear that the prices for the luggage options are buttons

CTA should be clear to user

Luggage options needs better prompt to see how to proceed

Proceed button not noticed immediately (seats page)

Search flight button needs to be more prominent

User confused as to how to select flights and continue

Continue button not very noticeable in inbound flights page

Bad Placement

Does not go to 'Book' straight away in menu bar

Doesn't notice the calendar popup when choosing flight dates

"Plan and Book" is not easily seen on the menu bar by the user

It is not clearly indicated to the user where the price for the total flight is

Doesn't notice the autofill for Barcelona, user types it instead

Return flight being in a different location should be more clear, or have a warning before

User has to scroll down to find search bar (home page)

Departure time is not clear enough for the user

"Price lock flights" is not easily noticeable by the user

Positive Interactions

All airports option useful - more flight options (home pg)

Sports equipment easily added (extras pg)

Location setting on home page is clear and easy to set

User likes that they can choose London-all airports as a location

Knowing that there is a stopover when selecting a flight is nice to have

Return flights being on the same page as destination flight is liked by user

Useless features

Doesn't like being given the options for car hire etc straight away

Doesn't like the 'More services' page

Preferred less baggage options, would like to add extras later

Collect more miles feature is useless to user

Biz class felt unnecessary to show as it was greyed out, it upset the user

Miles + Bonus, business on board & loyalty card fields useless to user

Good features

"Step 1 of 6" helpful, tells how many steps left

Labelled steps in order shows where user is and future steps

Likes that the website retains departure location once set in the beginning on home page

Clear information

Easily understands what "Add flex" option means and finds it useful

"Price lock flights" is easily understood by user

Luggage options is easily understood (flights page)

Luggage/fare options clear descriptions (flights page)

Unnecessary steps

User has to uncheck "pets" (extras page)

Good design

Continue button in same location, user was able to find easily (passenger page)

User preference

User prefers to click rather than type when inputting information

Missing features

Would prefer if departure location is set automatically

Helpful pop ups

Likes calendar pop up when selecting dates to make sure selection is correct

Likes the warning that the return flight is in a different place

Unclear features

"saver" option is not easily understood by user

"Save your price" feature is unclear to user

Bad pop ups

Cookie pop up is annoying

Too many pop-ups contradicting chosen options

Unclear terminology

There are no flight options - only one showing

Lack of info if there are other flight times/duration

Show more flight options when selecting flight or having a warning that there is only one flight on selected date

Misleading info on stopover until user clicks on 'more info' button

Doesn't know if flight prices are for one or two people

Noticeable elements

Search flights button is easily noticeable by user

Arrival and departure times are clear to user

User can find and input location easily

Can easily see the luggage options & benefits increasing with price

Easily sees location & luggage bar

Buttons that contrast well

Search found more easily at top of page (home page)

User expectations

User expected drop-down or options for instruments, but not the case (bags page)

Expected luggage/fare options when choosing flights but nothing happens (flight page)

Expected to see check-in bags & instruments options later on (flights pg)

User expects different markings in the spaces for dates

Expected search bar in home page

Assumes check-in bag can be added later on (outbound flights pg)

Expected an "X" to close pop up

Bad design

Website isn't easy to navigate when you go on it the first time

Home page no contrast, everything the same

Alignment of flight details should be centred and departure of flight made clearer

Ads more noticeable rather than search (home page)

Home page ad is too big

Lack of information

Confused by the prices and slows user down from getting to their goal

Details of luggage purchases are confusing to user

No info on adding more bags (outbound flights)

Confuses arrival time with departure time

Uncertainty regarding instrument selection (bags page)