

Script

Hi my name is Francesca, we are conducting this usability test today with the aim to improve the user experience of the websites we will be testing.

I would like to thank you for your help today in testing out these products.

Before we start, I would like to explain what we will be doing today and the setup.

- > The usability test will take around 60 minutes.

- > Because we are doing this remotely, I will be recording my screen to capture what you are doing as well as your facial expressions.

- > This is done to be able to take notes at a later stage, and will be shared with ICE Malta and the UX Design Institute for the purposes of this project.

- > Some snippets might also be taken from the recording, to be included in my portfolio at a later stage.

- > Before we continue, I would like to let you know that if you would like to stop at any point, please let me know.

- > If in the future you have any concerns regarding this recording, you may also contact me and even revoke your consent in which case your records will be erased.

Moving forward, the structure of the test is as follows:

- > The test is divided into two parts, in the first part I will be asking you a few simple questions about your experience in the subject matter, that is, in booking flights.

- > In the second part you will be performing a list of tasks which will be given to you in order to test the airline websites prepared for this usability test.

As you perform the tasks, I might ask you some questions about what you are doing.

Before we begin, there are a few things to keep in mind:

- > This is a usability test, not a user test. What is being tested is the websites and not yourself, therefore you cannot make any mistakes and there are no wrong answers.

- > If you run into any problems whilst using the websites, please do not hesitate to speak up and express yourself, This is a positive for us as it points out where we need to improve.

- > Please be as candid as you can. Do not be afraid to speak up if you find something confusing or that you dislike. My feelings won't be hurt as I was not involved in the creation of these websites.

- > Very importantly, please narrate everything you are doing and your thought processes whilst using the product. This will help me better understand your actions and thoughts whilst performing the tasks.

- > Example "I expect this button that I am about to click to do xyz"

- > Lastly, please feel free to ask questions, however in order to keep this test realistic there might be some questions that I will not be able to answer due to the nature of the test.

- > Example - Asking how to do something, as it usually uncovers a problem in the product

- > Finally, do you have any questions before we start?

Interview

Let's move on to the next part, I will be asking you some questions about you and your experience with booking flights.

1. What is your name & occupation?
2. What is your age?
3. Where do you live?

4. How do you usually get on the internet?
5. What apps do you use the most?
6. Do you have any travel related apps on your phone?

7. Do you usually travel for business or leisure?
8. How often do you usually travel?
9. Where do you usually travel? In Europe? Where specifically?

10. What websites or apps do you usually use to book flights? What is your process?
11. Can you describe your last experience booking a flight? Where did you go, with whom & how many people.
 - When
 - Where
 - Which airline
 - Was it easy/hard?

12. What was the most important thing when booking the flight? Price, dates, flight times, luggage options?
13. Before picking the airline - did you do any kind of comparison with other airlines?
14. How long did it take to make your decision?

15. Did you share flights information ex. Flight times etc. while booking the flights with the others you were flying with and if so, how?
Screenshots, email etc
16. Did you book for everyone or did you all book the flights individually?
17. Where were you while booking the flights?
18. What device did you use to book the flights?

That is all of the questions I would like to ask you, thank you for answering them all. We can now move on to the practical part of the usability test.

Tasks

The first scenario is as follows:

You will be using the Aegean Airlines website, before we start I will give you a scenario to follow. If you want to you can write this down for your convenience.

You are living in Malta, going to Athens for a holiday.

You will be flying there on a Sunday or Monday, sometime in June.

The trip will be a total of one week.

It will be for two people, and you will be taking your scuba gear with you.

You will need to take one check-in bag each.

Two things to keep in mind:

- > for the purposes of this test be a bit slower than you usually would when booking flights
- > speak your mind and narrate your thoughts and actions

You may now share your screen and go on the Aegean website.

Remind them for each page:

Before you start, what do you see on the page?

What are you looking for & what are you going to do next?

Fares - Can you tell me the difference between the fare options?

Passenger names - You can make them up or use our names

After test Questions:

Before we move on to our next task, I have a few more questions to ask you.

- > What did you think of the process?
- > Is there anything you found confusing or difficult to do?
- > Is there anything specific you liked or disliked?
- > Anything you expected to see but didn't?
- > Anything your were surprised to see? Positive or negative?

The second scenario is as follows:

This time, you will be using the Ryanair website. Once again, you may write this down for your convenience.

You are living in Malta, going to London for a music gig.

You will be flying there on a Friday, for a weekend, in May.

The trip will be a total of 4 days, flying back on a Monday.

It will be for three people, you and your bandmates.

You will be taking your guitar with you and an electric keyboard (the instrument). You will also need to take one 20kg check-in bag between you.

Remind them for each page:

Before you start, what do you see on the page?

What are you looking for & what are you going to do next?

Fares - Can you tell me the difference between the fare options?

Passenger names - You can make them up or use our names

After-test questions

> What did you think of the process?

> Is there anything you found confusing or difficult to do?

- > Is there anything specific you liked or disliked?
- > Anything you expected to see but didn't?
- > Anything you were surprised to see? Positive or negative?

That is the end of our usability test, thank you very much for your participation. If you have any questions or concerns regarding this test, please do not hesitate to contact me.