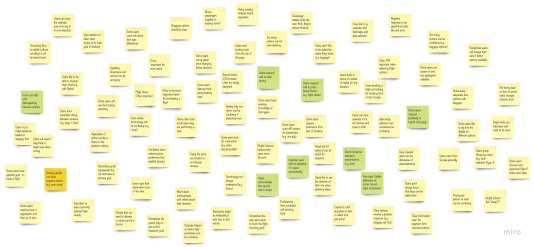
Fly UX: Summary of research findings
Affinity diagram

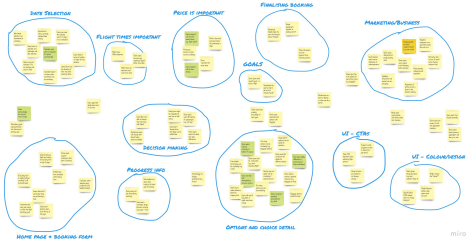
This Affinity diagram has been compiled from the following sources:

- A competitive benchmark study
- Survey results
- User interviews
- Three task-oriented user tests

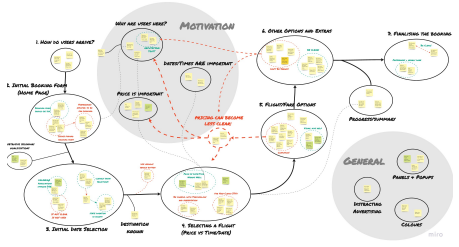
After reviewing the above sources the process was as follows:



Notes and observations were summarised and placed on a virtual white board (using Miro).



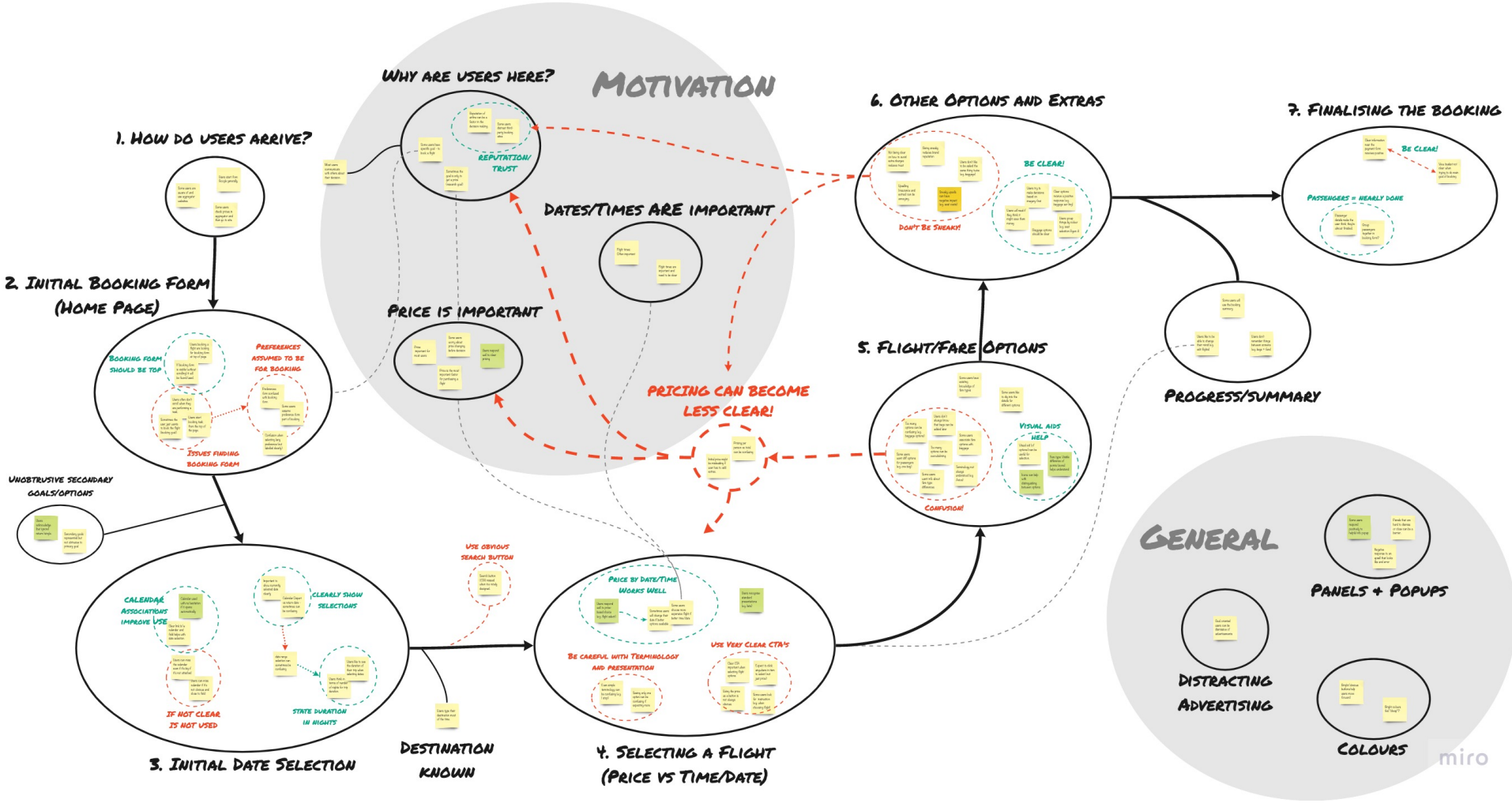
The post-it-notes were roughly combined into named groups.



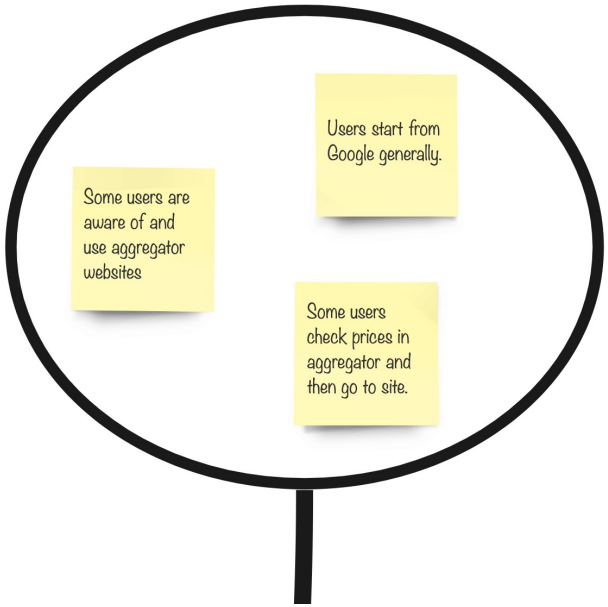
The groupings were further refined, linked and annotated into an affinity diagram.

The next page shows a “bird’s eye view” of the affinity diagram. It shows the main groupings and how they are linked. Subsequent pages show the detail for each group within the affinity diagram (so that individual post-it-notes can be reviewed). You can click on any of the groups to go to the corresponding detail page.

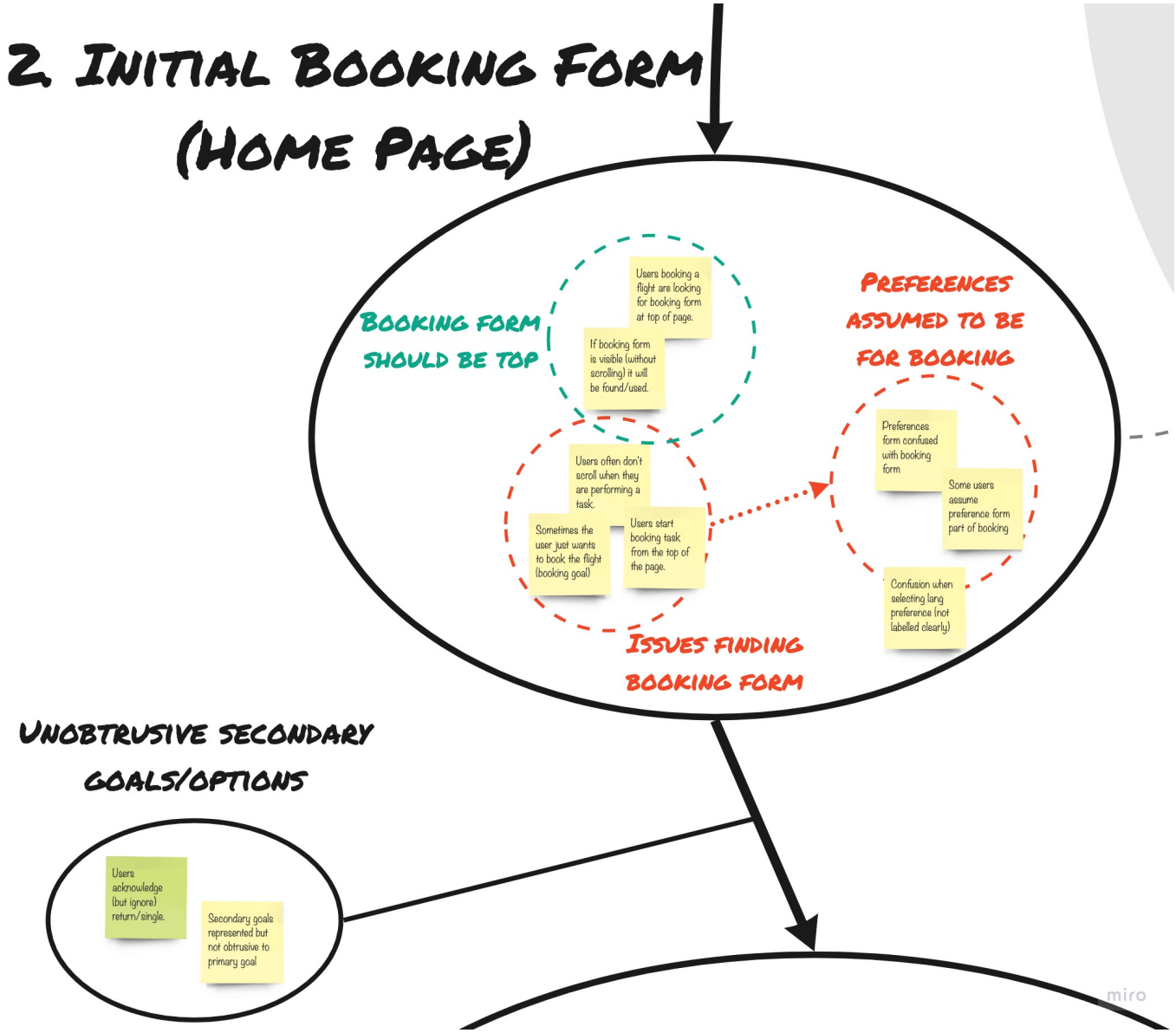
Affinity Diagram - Bird's Eye View

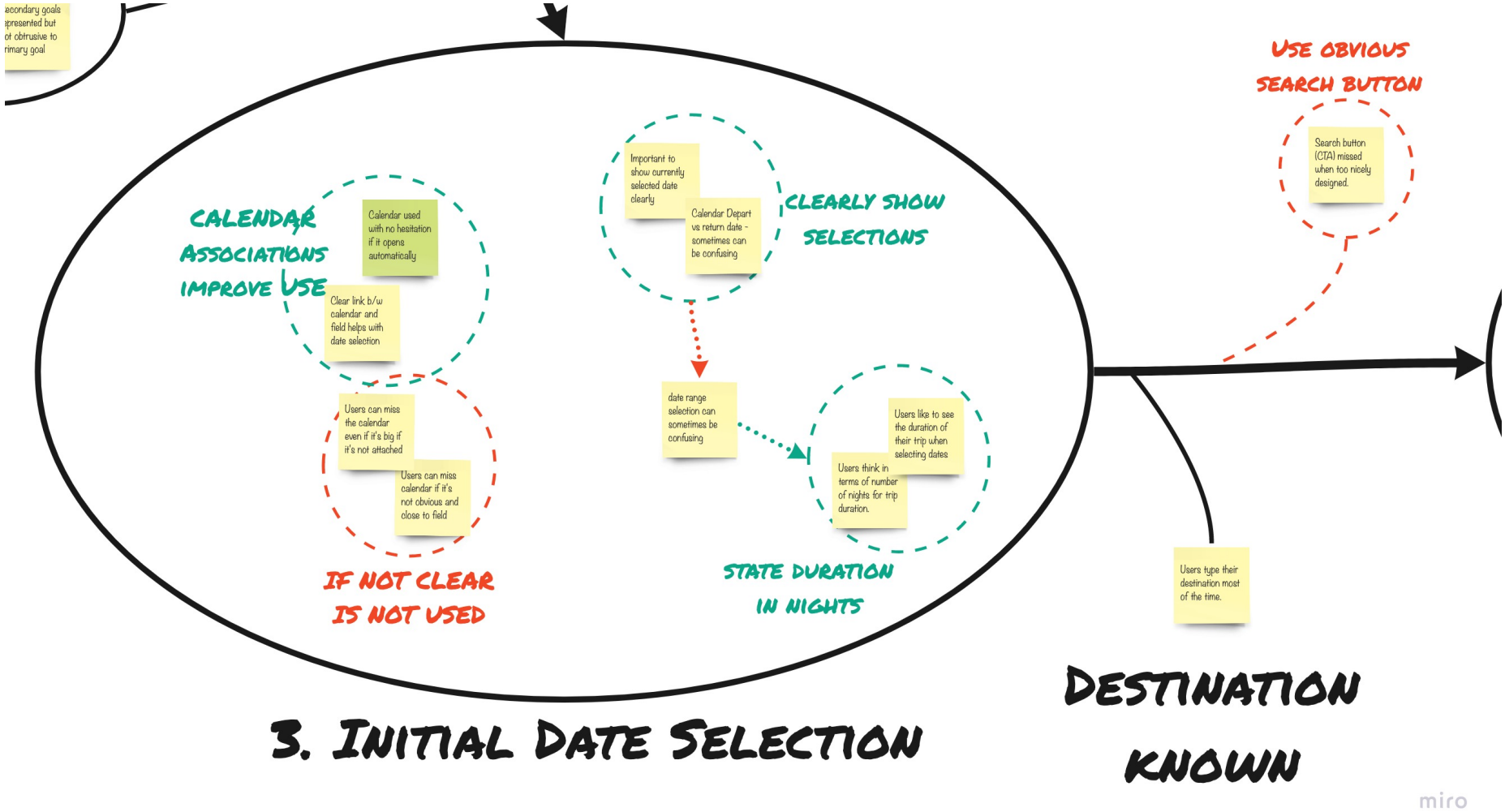


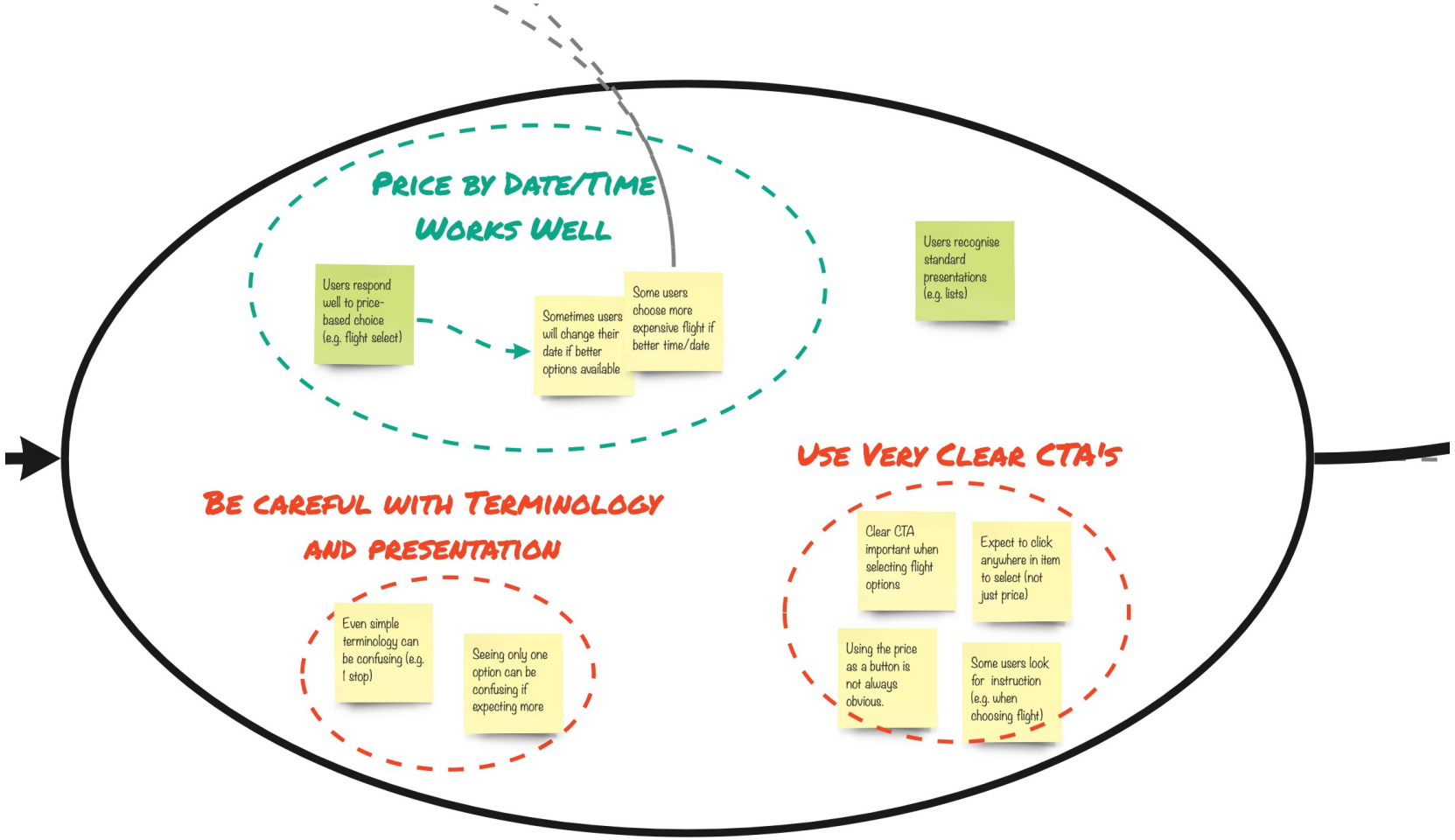
1. How do users arrive?

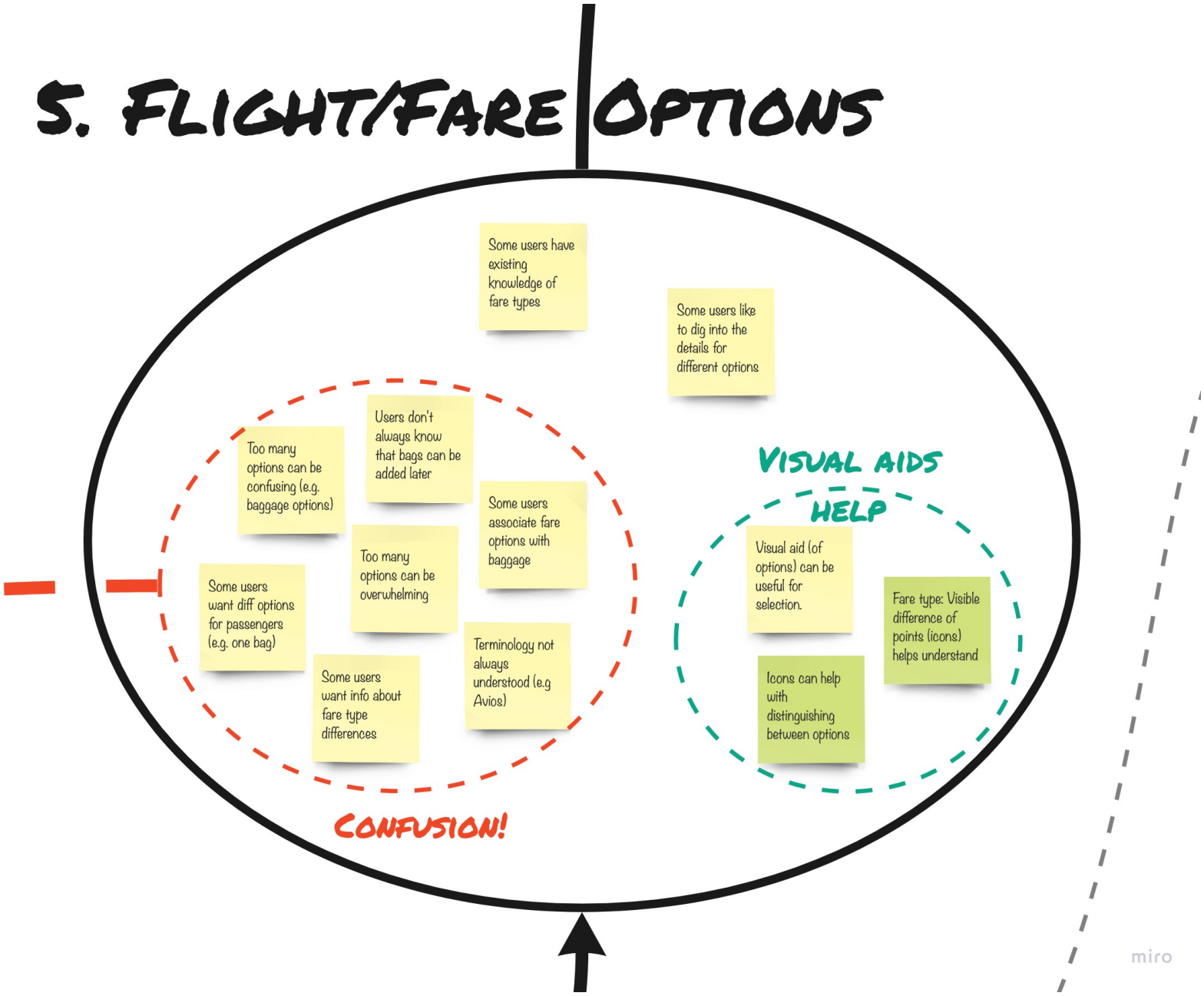


miro

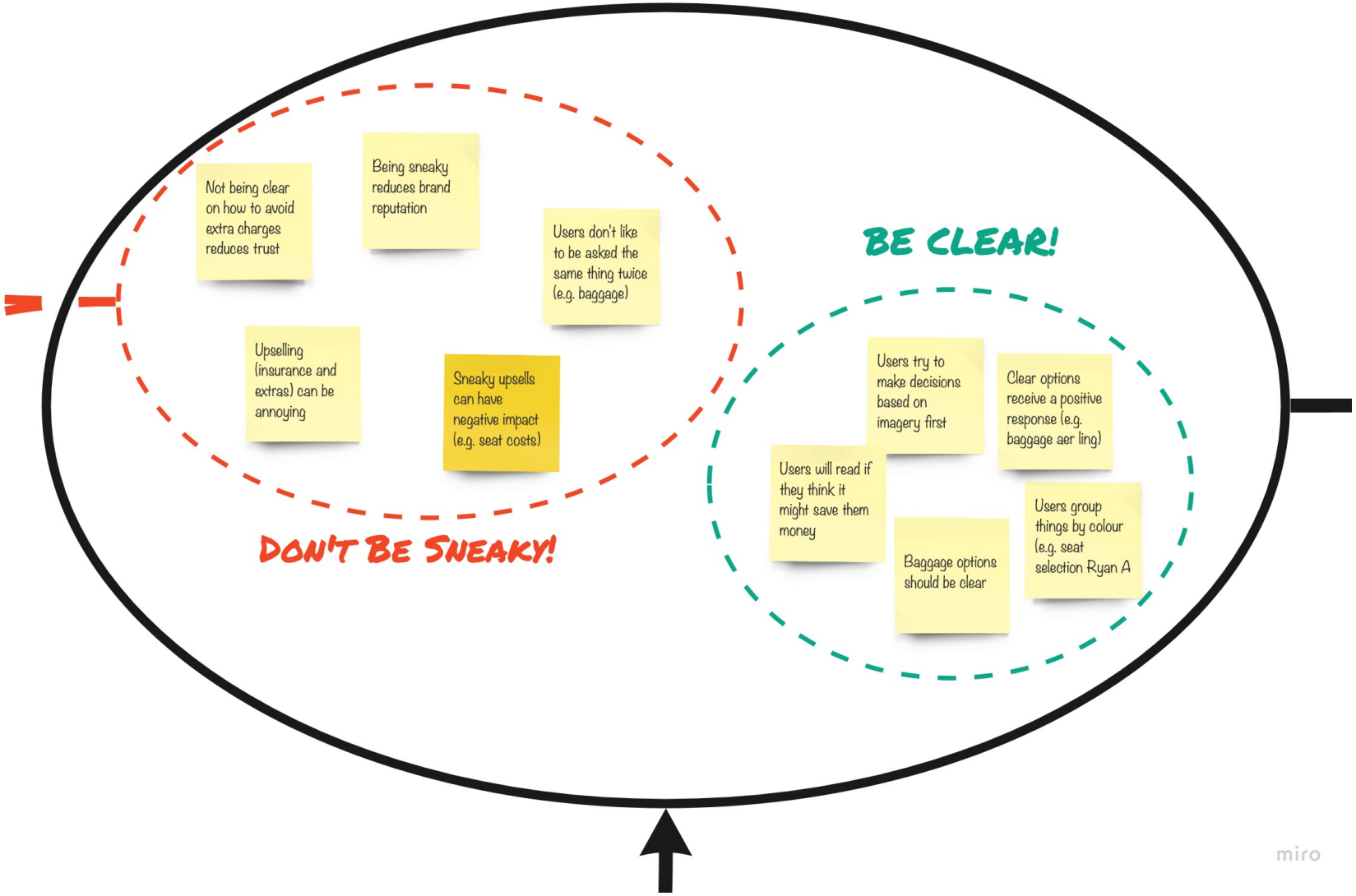

2. Initial Booking Form (Home Page)
Booking form should be top
Users booking a flight are looking for booking form at top of page.
If booking form is visible (without scrolling) it will be found/used.
Preferences assumed to be for booking
Preferences form confused with booking form
Some users assume preference form part of booking
Confusion when selecting lang preference (not labelled clearly)
Users often don't scroll when they are performing a task.
Sometimes the user just wants to book the flight (booking goal)
Users start booking task from the top of the page.
Issues finding booking form
Unobtrusive secondary goals/options
Users acknowledge (but ignore) return/single.
Secondary goals represented but not obtrusive to primary goal
miro


secondary goals
epresented but
ot obtrusive to
rimary goal
CALENDAR ASSOCIATIONS IMPROVE USE
Calendar used with no hesitation if it opens automatically
Clear link b/w calendar and field helps with date selection
Users can miss the calendar even if it's big if it's not attached
Users can miss calendar if it's not obvious and close to field
IF NOT CLEAR IS NOT USED
Important to show currently selected date clearly
Calendar Depart vs return date - sometimes can be confusing
CLEARLY SHOW SELECTIONS
date range selection can sometimes be confusing
Users like to see the duration of their trip when selecting dates
Users think in terms of number of nights for trip duration.
STATE DURATION IN NIGHTS
USE OBVIOUS SEARCH BUTTON
Search button (CTA) missed when too nicely designed.
Users type their destination most of the time.
DESTINATION KNOWN
3. INITIAL DATE SELECTION
miro

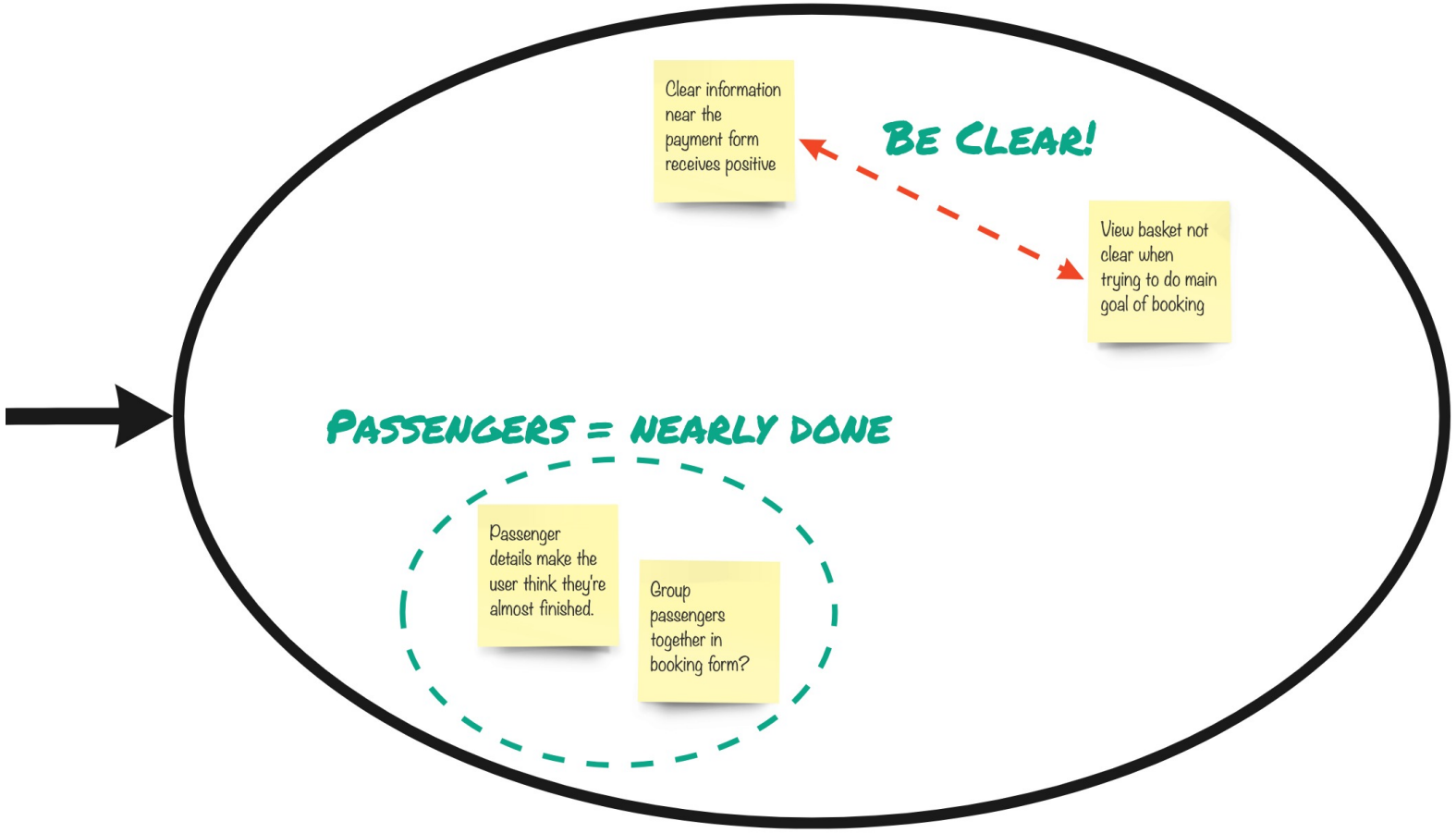

Price by Date/Time Works Well
Users respond well to price-based choice (e.g. flight select)
Sometimes users will change their date if better options available
Some users choose more expensive flight if better time/date
Users recognise standard presentations (e.g. lists)
Use Very Clear CTA's
Clear CTA important when selecting flight options
Expect to click anywhere in item to select (not just price)
Using the price as a button is not always obvious.
Some users look for instruction (e.g. when choosing flight)
Be careful with Terminology and presentation
Even simple terminology can be confusing (e.g. ! stop)
Seeing only one option can be confusing if expecting more
4. Selecting a Flight (Price vs Time/Date)
miro


5. FLIGHT/FARE OPTIONS
Some users have existing knowledge of fare types
Some users like to dig into the details for different options
Too many options can be confusing (e.g. baggage options)
Users don't always know that bags can be added later
Some users associate fare options with baggage
Too many options can be overwhelming
Some users want diff options for passengers (e.g. one bag)
Some users want info about fare type differences
Terminology not always understood (e.g Avios)
CONFUSION!
VISUAL AIDS HELP
Visual aid (of options) can be useful for selection.
Fare type: Visible difference of points (icons) helps understand
Icons can help with distinguishing between options
miro

6. Other Options and Extras



7. Finalising the booking



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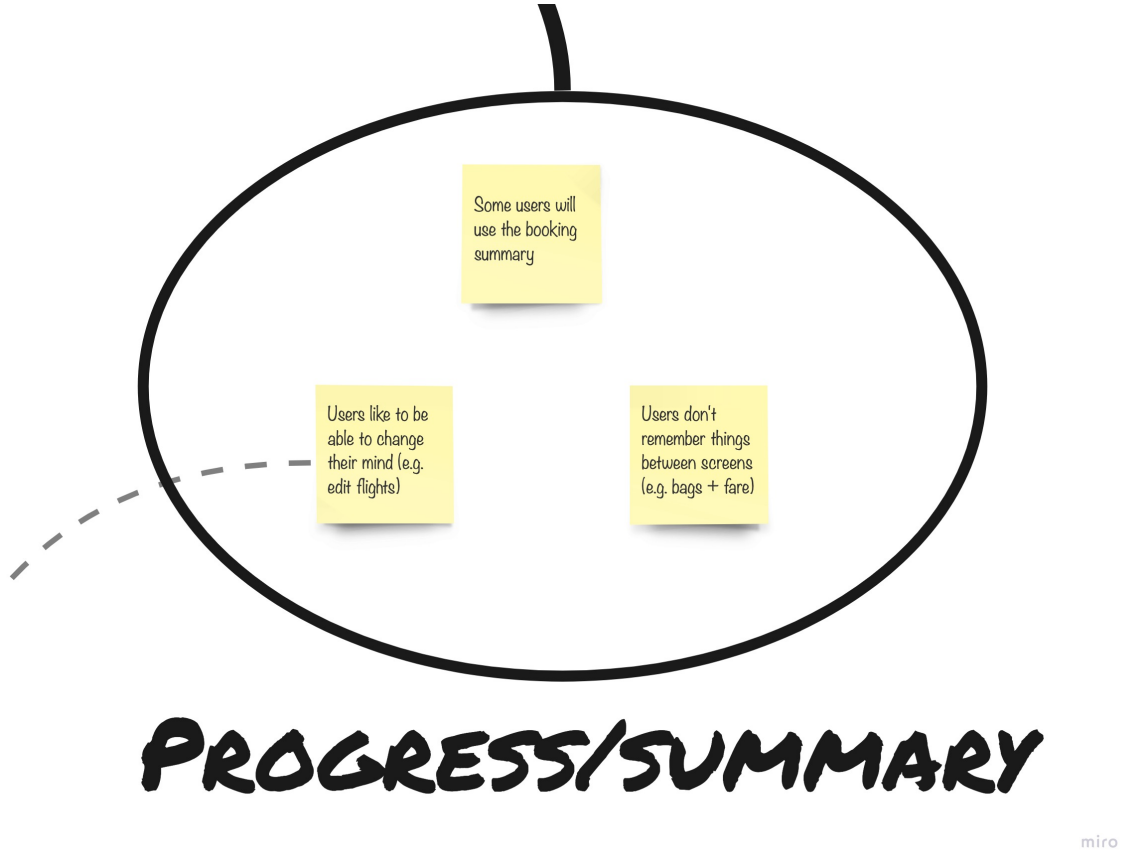
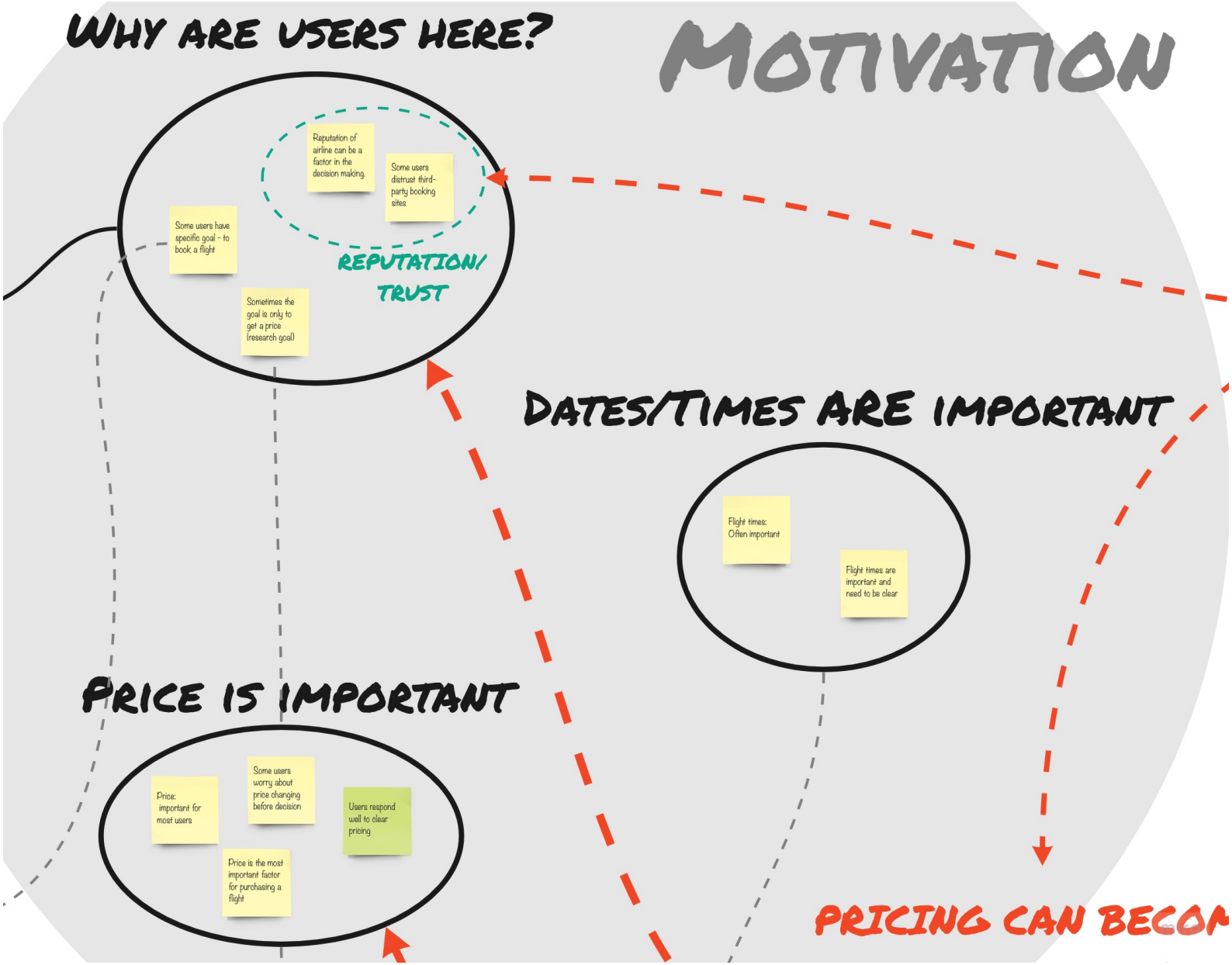

Some users will use the booking summary
Users like to be able to change their mind (e.g. edit flights)
Users don't remember things between screens (e.g. bags + fare)
PROGRESS/SUMMARY
miro


WHY ARE USERS HERE?
MOTIVATION
Reputation of airline can be a factor in the decision making.
Some users distrust third-party booking sites
Some users have specific goal - to book a flight
REPUTATION/ TRUST
Sometimes the goal is only to get a price (research goal)
DATES/TIMES ARE IMPORTANT
Flight times: Often important
Flight times are important and need to be clear
PRICE IS IMPORTANT
Price: important for most users
Some users worry about price changing before decision
Users respond well to clear pricing
Price is the most important factor for purchasing a flight
PRICING CAN BECOM

PRICING CAN BECOME LESS CLEAR!
Pricing per person vs total can be confusing
Initial price might be misleading if user has to add extras.
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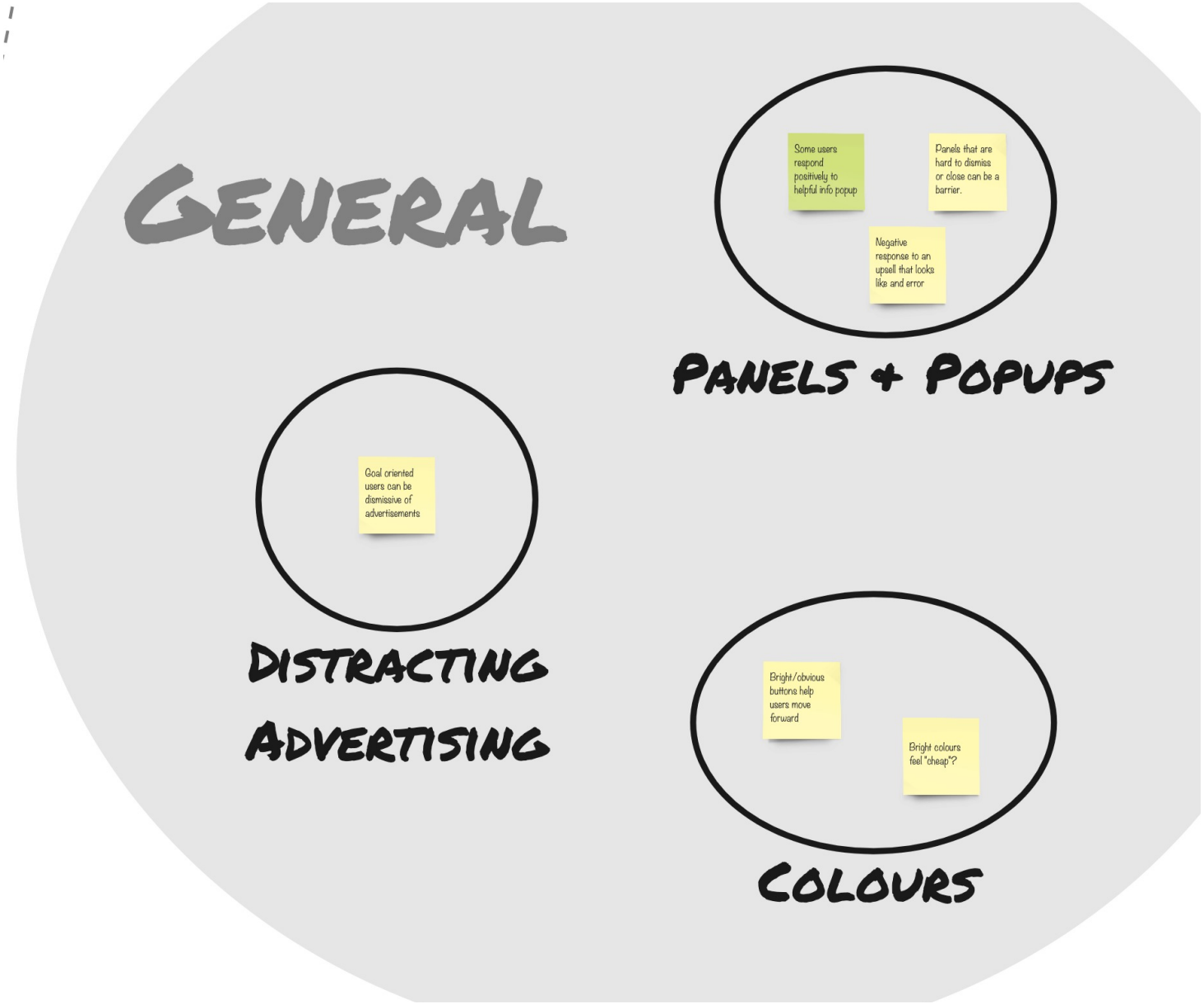
GENERAL
Some users respond positively to helpful info popup
Panels that are hard to dismiss or close can be a barrier.
Negative response to an upsell that looks like and error
PANELS + POPUPS
Goal oriented users can be dismissive of advertisements
DISTRACTING ADVERTISING
Bright/obvious buttons help users move forward
Bright colours feel "cheap"?
COLOURS