UX Design Institute

Airline Website

Usability Test Script

1.0 Test preamble

This section serves as an aide mémoire to the team running tests, and is essentially a checklist for the conduct of each test.

Instructions to the moderator are marked [in italics].

Welcome

- Thanks for helping out today.
- We have scheduled this session to run approximately 60 minutes.
- Before we start, I'll explain the setup and explain how the session works.

What we're doing today

- I'm responsible for conducting some customer research on the Aer Lingus website.
- We're trying to identify issues that could be fixed to make the website easier to use.
- And to do that we're talking to people like you, and based on your feedback we're hoping to pinpoint areas for improvement.

Room setup

- Let me explain the setup
- I'll be asking you questions and talking you through the tests
- _____ will be observing and taking notes
- We have a camera and a microphone to record what you do and say as you are using your phone
- We will record the session for notetaking purposes but the footage will not be seen by anyone outside the team
- The session is divided into two parts:
  - First, we will ask you some questions about your experience booking flights in general
  - Then, we'll ask you to perform a few tasks on the Are Lingus website 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 smoother…

- First, this session is called a usability test. But it's important to know that **we're not testing you** we're testing the website. There are no right or wrong answers, they're are no trick questions, and we're not trying to catch you out in any way. If you do come across problems, please understand that it's not your fault, it's the software's fault. And in fact, the more problems you find, the better we can fix them.

- Second, please **be as candid as possible**. If you don't like something, or think it's just plain silly, please say so. You won't hurt my feelings - I haven't been involved in the design of any of these screens.

- Third, as you navigate around the website, whatever is going through your head, **please verbalise it**. So, for example, if you're about to click on a button, say "Colman I'm going to click here because I think it's going to take me to the next page". Or "Colman I'm looking around the screen for the price". Basically we want you to think aloud, but it helps us write 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 site too fast, we might not be able to take notes quick enough. I'll remind you to think aloud and to slow down throughout the session.

- Finally, please feel free to ask any questions you like. It's a great way for us to understand your thoughts. But in order to keep the test as realistic as possible, **I may not always answer your questions**. Thanks for understanding.

Do you have any questions now before we begin?

2.0 Icebreaker questions

Before we start using the website, I'd just like to ask you some simple background questions, if that's okay?

Personal questions

- Occupation
- Where do you live?
- How do you access the internet?
    - Home? Work? Phone?
    - Do you own a laptop or desktop?
    - Do you have broadband?

- Do you use apps on your smartphone?
    - What sort of apps do you use?
    - Please describe

Travel website usage

- What sort of travelling do you typically do?
    - Business or leisure?
    - How frequently do you fly?
    - Where do you fly to?
    - How do you book the flights?

3.0 Tasks

Task 1: Flight and date selection

For the purposes of the test, we'll assume the following:

- You live in Cork. You're planning a getaway to the sun over the spring break
- You think Faro in Portugal could be the place for you
- School mid-term break starts on Monday, March 30. And runs until Friday April 10
- So it's a good time to get away a lot of colleagues will also be on holidays
- Your first choice is to fly out the Saturday the mid-term break starts
- But you're not too constrained by dates

What we want you to do

- Book a flight from **Cork - Faro**
- Depart Saturday of midterm
- Return three days later
- 3 nights / 2 people
- Please show me what you would do

Open homepage

- What do you see on this page?
- What are you looking for?
- What will you do next?

Dropdowns

- What are you looking for?
- What do you see?
- What do each of the options mean?
- What do you expect to see if you select each option?
- What will you do next? Why?

Date picker

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

Other options

- What does fare type mean?
- What does date flexibility mean?
- What does promo code mean? Click on it
- What will you do?
- What do you expect to happen?

Results page

- What do you see on this page?
- What do the messages mean?
- What do the arrows mean?
- What will you do next?

Second search page v2

- What do you see on this page?
- What will you do next?
- What do you expect to see?

Results page v2

- What do you see on this page?
- What does this mean?
- What dates are the boxes referring to? What months?

Conclusion

- Overall, what did you think of that experience?
- Was there anything you particularly liked or disliked about that 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

For the purposes of the test, we'll assume the following

- You want to take the same trip but fly from Dublin
- Again school mid-term break starts on Monday, March 30
- Your first choice is to fly out the Saturday the mid-term break starts

What we want you to do:

- Book a flight from **Dublin - Faro**
- Depart Saturday of mid-term
- Return three days later
- 3 nights / 2 people
- Please show me what you would do

Homepage v2

- What do you see on this page?
- What will you do next?
- What do you expect to see?

Results page v2

- What do you see on this page?
- What does this mean?
- What dates are the boxes referring to? What months?
- What would you do next?

Conclusion

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