

Project 1 - Usability test objectives

Usability Test - Objectives

1. Identify typical user behaviour on Air france and British Airways websites
2. Find out which sections of the website/user journey work well
 - a. Which features conform to the users expectations?
 - b. Which features are users pleasantly surprised by?
3. Find out which sections of the website/user journey could be improved
 - a. When does the website behave contrary to the expectations of the user?
 - b. Which features surprise the user in a negative way?
 - c. When does the user pause or get stuck?
 - d. What kind of problems will likely cause the user to leave the website?
4. Find out how the user feels about the website
 - a. Positive or negative? Empowered or frustrated?
 - b. Discover the primary goals of the user
 - c. Which pieces of information are important for the user?



Project 1 - Usability test script

Test script should include;

- Welcome
- What you are doing
- Room setup
- Things to keep in mind
- Background questions
- Tasks

2 Background questions

Personal questions

- What is your 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?
- Where do you book your flights?
 - Airline websites? For example, Ryanair?
 - Aggregator websites? Expedia? Skyscanner?
 - Which type of website do you prefer? Why?
- Describe the last time you booked a flight online.
 - What was the scenario?
 - Where were you travelling to?
 - When did you make the decision to travel?

- What was most important when booking that flight?
 - The right dates, the right times or the right price?
 - Try and describe how you came to choosing the final destination, dates, etc.
- Did you compare prices?
 - If not, why not?
 - If so, what airlines did you compare?
 - What websites did you use?
- How many people were travelling with you?
 - Did you book for everybody or just yourself?
 - What communications took place between you and the other travellers?
 - What did you discuss?
 - How did you share flight options/prices/dates before you made the booking?
Please describe.
 - How did you communicate? Face-to-face, by phone, by email?
 - What specific information did you share and discuss: times, dates, prices?
 - How did you share this information: screenshots, emails, phone calls?