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Usability Testing

Joyce Fung, Kaitlin Gaerlan, Samiha Essakhi, Uditi Shah

Flair Airlines



Established in 2017



Serves 35+ North American destinations

Problem Space & Test Objectives

- **Challenging in-person and digital client experience** impacting their reputation and brand credibility

- **Usability Test Objective**
  - Assess the desktop site's usability throughout the digital client journey of booking a flight

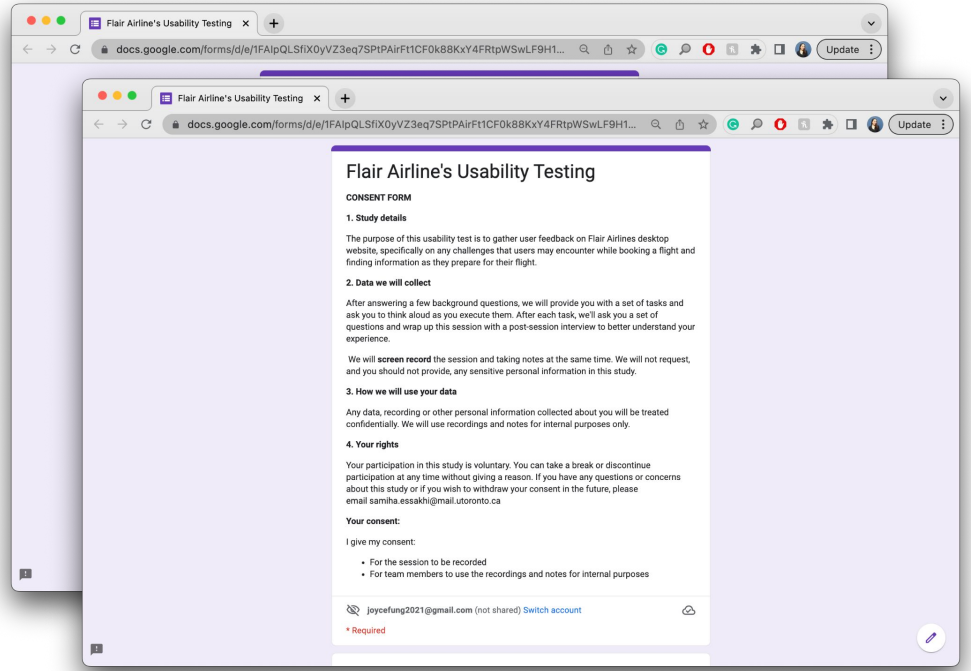


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Methodology

Usability Testing Protocol

- Background Questionnaire & Consent Form

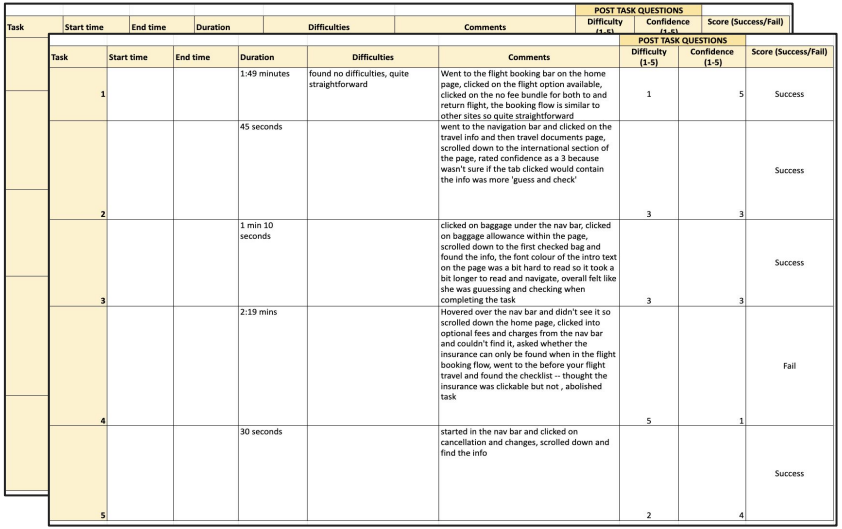


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Methodology

Usability Testing Protocol

- Task 1: Book a flight from Toronto to Las Vegas and find the cheapest flights for 2 adults
- Task 2: Find information on travel documents
- Task 3: Check the price of the 1st checked bag and the required dimensions
- Task 4: Find travel insurance information
- Task 5: Find the cancellation and return policy



Task	Start time	End time	Duration	Difficulties	Comments	POST TASK QUESTIONS Difficulty (1-5)	Confidence (1-5)	Score (Success/Fail)
1			1:49 minutes	found no difficulties, quite straightforward	Went to the flight booking bar on the home page, clicked on the flight option available, clicked on the no fee bundle for both to and return flight, the booking flow is similar to other sites so quite straightforward	1	5	Success
2			45 seconds		went to the navigation bar and clicked on the travel info and then travel documents page, scrolled down to the international section of the page, rated confidence as a 3 because wasn't sure if the tab clicked would contain the info was more 'guess and check'	3	3	Success
3			1 min 10 seconds		clicked on baggage under the nav bar, clicked on baggage allowance within the page, scrolled down to the first checked bag and found the info, the font colour of the intro text on the page was a bit hard to read so it took a bit longer to read and navigate, overall felt like she was guuessing and checking when completing the task	3	3	Success
4			2:19 mins		Hovered over the nav bar and didn't see it so scrolled down the home page, clicked into optional fees and charges from the nav bar and couldn't find it, asked whether the insurance can only be found when in the flight booking flow, went to the before your flight travel and found the checklist -- thought the insurance was clickable but not , abolished task	5	1	Fail
5			30 seconds		started in the nav bar and clicked on cancellation and changes, scrolled down and find the info	2	4	Success

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Methodology

Post Session Questionnaire

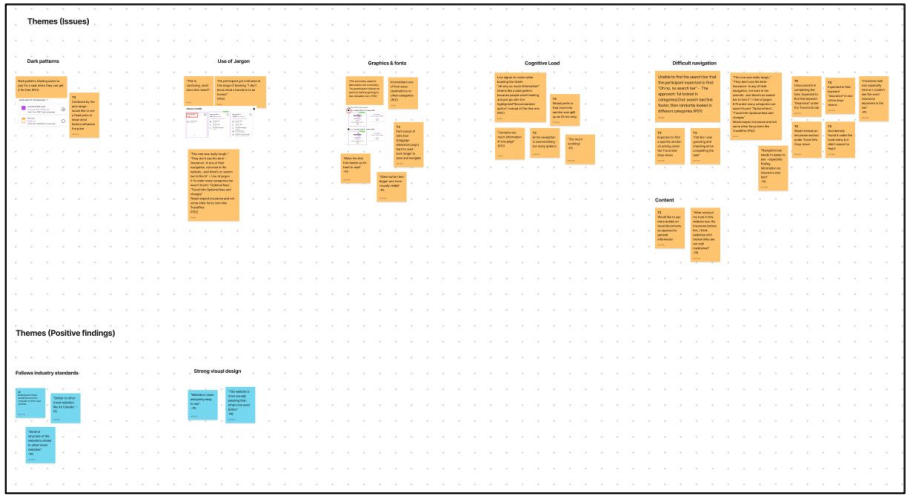
- Explore the user's overall digital experience
- Evaluate the current state digital flow's impact on the likelihood of users booking with the airline in the future

Post session questionnaire	Answer
How would you rate your experience completing these tasks on a scale of 1 to 5 with 1 being extremely negative and 5 being extremely positive? Can you explain why you gave this rating?	1 - i was confused why it didn't have a search bar on the interface. it's not easy and efficient to use. some of the terms i think should be included in the categories but it doesn't have them. i was suffering actually.
Based on your experience completing these tasks, how would you rate the credibility of Flair Airlines on a scale of 1 to 5 with 1 being not credible at all and 5 being extremely credible?	definitely 1 - i cannot find the information that i want and the pending page is so slow; there are not so many options available for flights. it only shows the one available option
How does this experience compare to your experiences booking flights with other airlines?	others will be better. th emost common website i use for booking flights is air canada. i can find more flights available options on there but this only gave me one option and the air canada website has more clear terms that i can easily find and the category that it provided is much easier for users to detect
Would you consider using this website to book a flight again in the future?	no - i cannot successfully book a flight on this website so why should i use that
Did you find it particularly difficult or easy to carry out any of the tasks?	the relatively easy one was to find the cancellation option but i coudln't find the refund information here. i think the booking process is much longer than i think... i think it took more than 5 or 6 min and i spent a lot of time waiting for the options available here and that wasted a lot of time.
Is there anything you would change or anything you wish was included in the experience?	i would add a search bar first and i think the categories here look different (font sizes); some of the words are smaller for users to find and the space is too large
Are there any other thoughts or comments you had about the website that you'd like to share with us?	no, bad experience. i have not used this website before but i think it should be clear more and easier

Methodology

Data Analysis: Affinity Mapping

- Codes
  - Language
  - Graphical Elements
  - Navigation Experience
  - Information



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Participants





6 participants



5 out of 6 participants have not used the Flair Airlines website previously

Performance on Tasks



Task	Completion Rate
Book a flight	6 / 6
Find travel documents	5 / 6
Find info about checked bags	6 / 6
Purchase travel insurance	1 / 6
Find cancellation and refund policy	6 / 6
Average	**4.8 / 6**

- **Completion rate**: # of participants who were able to successfully complete the task
- Average success rate: 4.8/6 (80%)
- Most tasks had a very high success rate
- Participants struggled with Task 4: purchasing Flair's travel insurance
- User impressions and user quotes add further insight into the website's usability

Key Usability Findings

Positive Findings

Industry Standards

Visual Design

Usability Issues

Broken Links

Use of Jargon

Lack of transparency

Low signal-to-noise ratio

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Positive Findings



“General structure of the website is similar to other travel websites”

Industry Standards

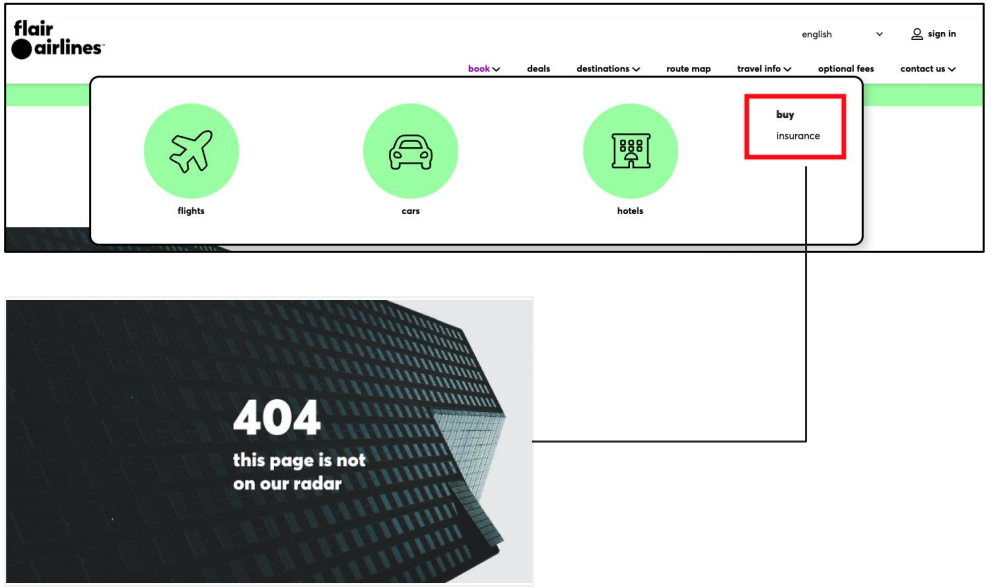
“This website is more visually pleasing than others I’ve used before”

Visual Design

Usability Issue #1

Broken Link

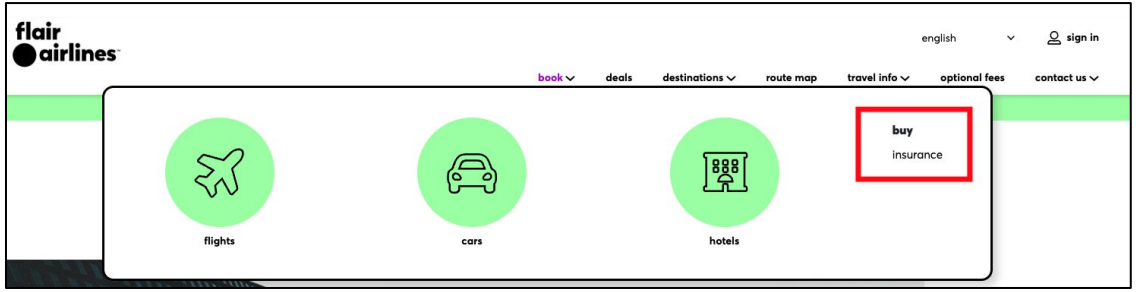
- Upon clicking the on the ‘Insurance’ link, it leads to **an error page**
- *“I think websites with broken links are not well maintained”*



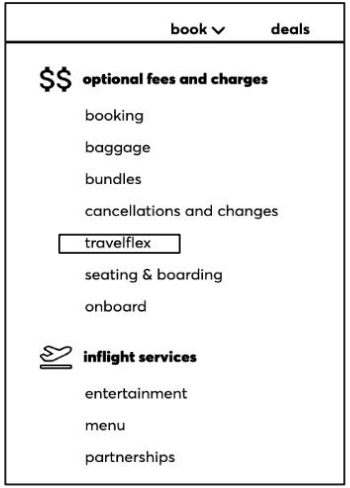
Recommendation

Replace the broken link

Option 1:



Option 2:



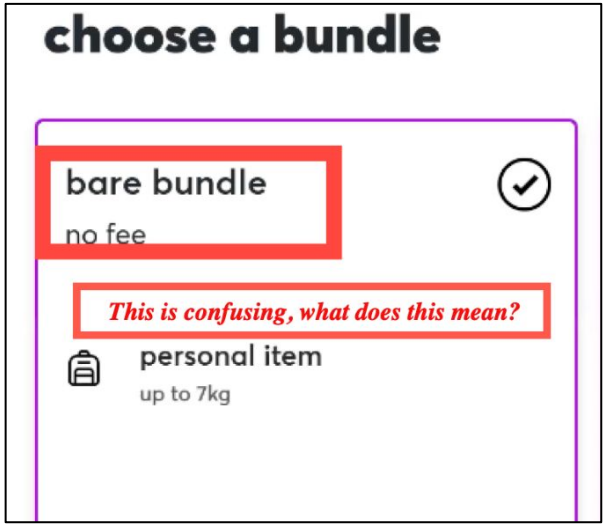
Usability Issue #2

Use of jargon

Bundles for packages/deals:

*"This is **confusing**, what does this mean?"*

*"The bundles...I didn't really know what that meant... [I] definitely felt **embarrassed**".*

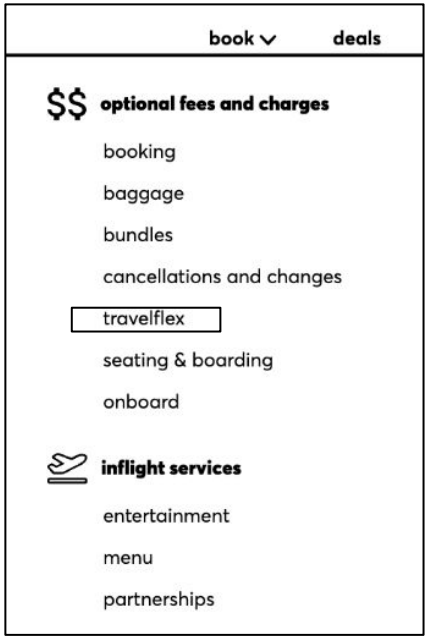


Usability Issue #2

Use of jargon

"TravelFlex" for insurance:

"*They don't use the term 'insurance' in any of their navigation, not even in the website...and* ***there's no search bar to find it***"



Recommendation



Replace jargon and implement a search bar for an intuitive navigation experience

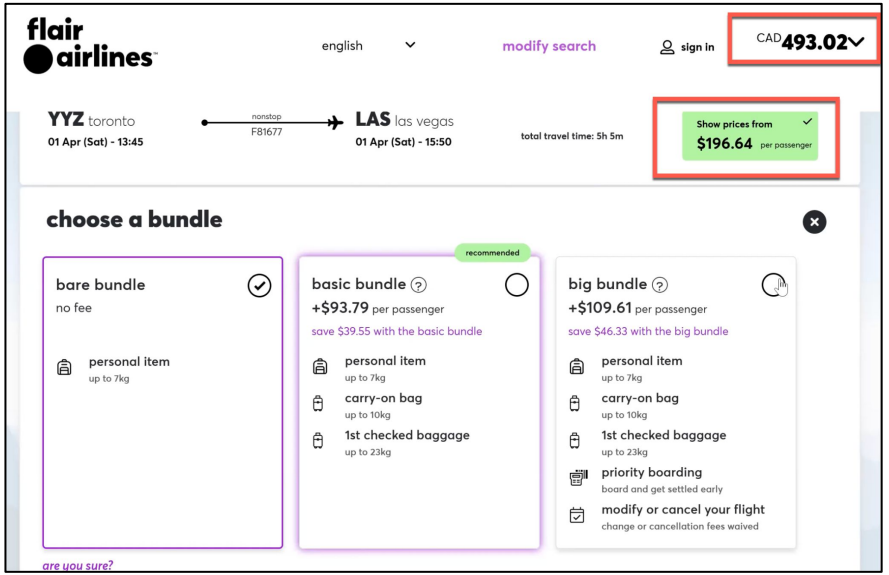
“TravelFlex”	→	“Insurance”
“Bundle”	→	“Package”, “Deal”

Usability Issue #3

Lack of transparency

Different price at checkout:

Price at checkout **>** Initial marketed price

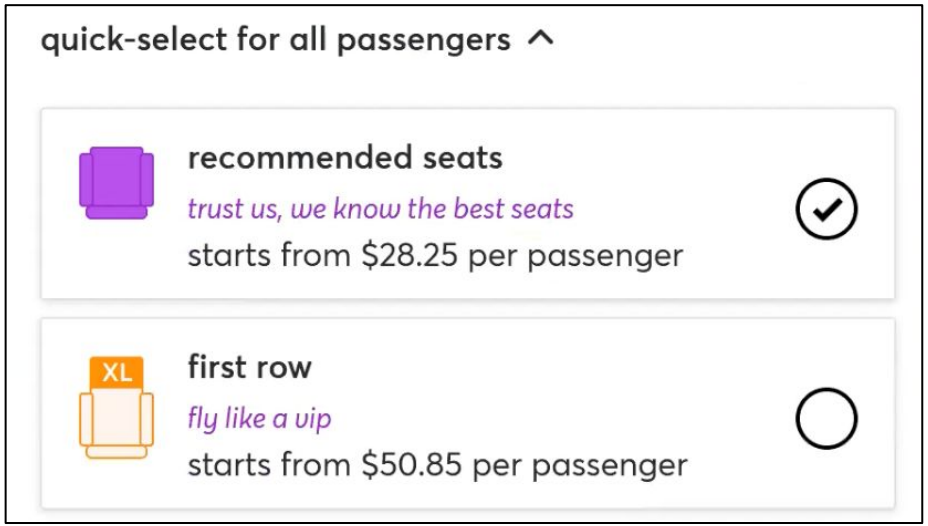


Usability Issue #3

Lack of transparency

Dark pattern:

Showing only paid seating options



Recommendation

Implement transparent sales strategy

- Initial price displayed should include the cost of all fees
- Highlight free seating options

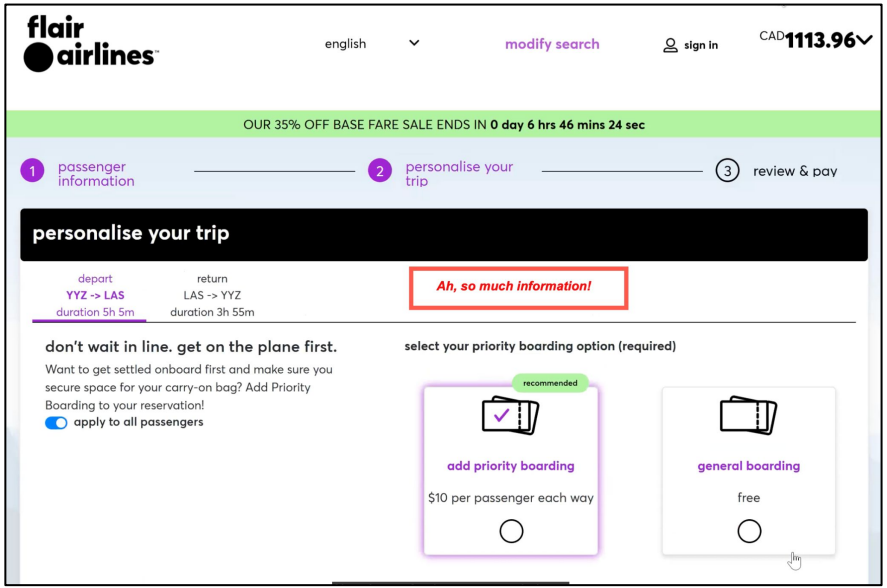


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Usability Issue #4

Low signal-to-noise ratio

- *"There's **quite a bit of text**, and the text is so light"*
- *"Contains **too much information in one page**"*



Recommendation



Improve signal-to-noise ratio

- Use visuals to communicate information
- Only include details when necessary
- Use bullet points instead of blocks of text

User Impressions

1. Quantitative Data from Tasks

Overall Difficulty Average

2.9

Extremely Easy 1 — 5 Extremely Difficult

Overall Confidence Average

3.3

Not confident at all 1 — 5 Extremely Confident

User Impressions

1. Quantitative Data from Tasks

Task 2

Find information on travel documents

Lowest difficulty rating **2.9**

Task 4

Find information on insurance

Highest difficulty rating **4.5**

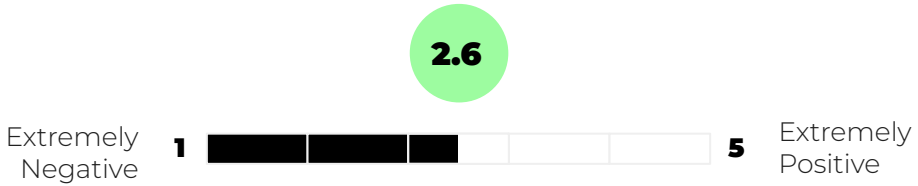
Lowest confidence rating **1.7**

User Impressions

2. Overall Experience Rating

Issues affecting overall user experience

- Trouble finding information
- Lack of transparency
- Inefficient content labelling
- Lack of search bar



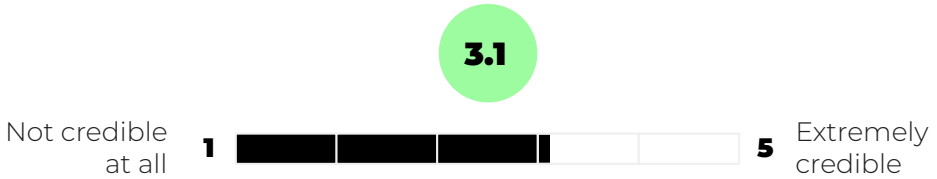
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User Impressions

3. Flair Airline Credibility Rating

Issues affecting brand credibility

- Trouble finding information
- Poor visual design
- Broken links



User Impressions



4. Flair vs Other Travel Websites

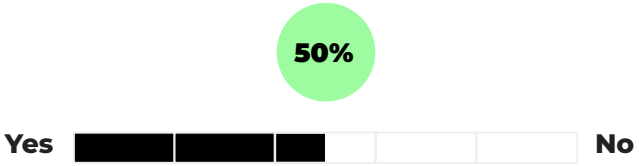
- ✗ Fewer travel options
- ✓ Better travel fares
- ✓ Similar booking process
- ✗ Poor visual design and IA

User Impressions

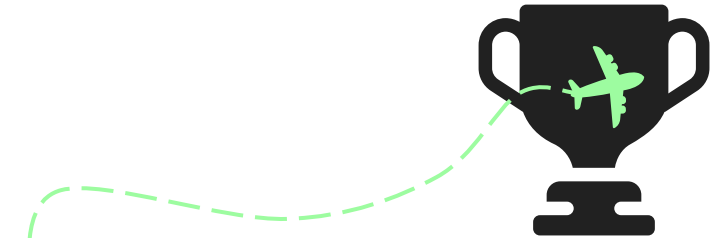
5. Would users use Flair Airlines in the future?

Issues affecting future use

- Loyalty to other travel websites
- Challenging user experience
- Cheap fares
- Similar booking process as other travel websites



Conclusion



How we plan on remaining Canada's #1 Leading ULCC

- Improve Information Architecture
- Improve Visual Design
- Improve Content Design
- Address Usability Issues

Thank you!

Questions?

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