

Test

3 participants who have made online purchases and traveled via airline in the past were recruited for a 40-minute usability test, in which they were assigned 6 tasks on the desktop website of Ryanair. The following is a brief synopsis of findings that were observed from testing.

Airline jargon

Ryanair serves many points of sale, with differing languages, currencies and cultures. It makes sense to have different versions of the site for different departure points. But the American version of the site used many words that our participants couldn't immediately make sense of, especially when faced with accomplishing a complex task. Some words used had measurement equivalent, like centimeters or kilograms, and some were just jargon used more in Europe than America. Participants did a double take with words like "cabin bags," "hand luggage" and I had one participant audibly giggle when seeing the term "overhead lockers." And the simple difference between the way we display dates and time versus in Europe has a profound effect on a travel site, as expressions of time are often the most important inputs. Having to define vocabulary words during the process can slow someone down enough to build mistrust and annoyance at the inconvenience of learning the new system.

Context

Travelers have vastly varying interests, whether that's business vs pleasure, single tickets vs family travel, or travel documents required based on nationality, to name just a few. Travelers also have different knowledge levels of the places they're traveling to. As such, 2 visitors to the Ryanair website might fit profoundly different personas.

Ryanair's initial departure-destination search is inefficient and convoluted for many of the personas Ryanair would presumably hope to serve. For starters, the initial search fields lack a date or the number of travelers. Ryanair doesn't have the same schedule every day of the week, and seating is not unlimited, so not having an initial place for these inputs for those who would rank date availability and family/group travel high on primary inputs.

Another significant failing of the Ryanair search is political geography, specifically where things are on a map, and what the connection is. When searching London, there is no "all London airports" option, but rather the three London(ish) airports Ryanair serve appear, with no context around where they are in relation to London proper (Stansted is an hour drive from London's central business district). Attempts by participants to add context to their searches; adding "England" to "London," for instance, resulted in awkward error phrases such as "we don't fly to London England." Another attempted to choose all London airports by holding the control key. Another participant was typing "Madrid," the system didn't autocomplete the country, and she wondered if she was

searching the right Madrid. This lack of context saps confidence in the system to find you the right thing, and the most advantageous thing.

The Copenhagen-Cagliari flight participants were asked to find in task 5 is a great example. Cagliari is a small city on the island of Sardinia. When participants were told to find their way there on Ryanair, none could actually find the correct flight (via Milan Bergamo). Each assumed that there just was no flight originally departing Copenhagen that went to Cagliari. 2 participants attempted to look for a transfer from another Italian airport, not realizing that Sardinia is an island. It is wholly unacceptable for Ryanair's website to not include connecting flights as results, as it costs them money and customers, but if that's the way search on the site works, they would be well served by adding context, like countries added to cities, cities added to airports, and rendering their route map usable. 2 participants attempted to figure out how to get to Cagliari via the route map, but then had a hard time finding where cities were (more geographic knowledge assumptions) and with the weird scrolling and were left more confused than before. The "where we fly" link was actually more helpful, as it was organized in a hierarchy, with the destinations from each departure point.

System feedback

The system in general was a bit of a mystery throughout the Ryanair site. For one participant, we had to return to Task 1 because the site just didn't return any flights with prices. For others, the site jumpy and awkward. A seemingly standard interaction was the lack of feedback that the system was thinking when a participant submitted information. After a few seconds of the participant questioning if they actually clicked the submit button, they would see Ryanair's official progress flow, the airplane circling. But before the plane, some questioning moments.

I also found the site struggling with staying in the country-specific site a participant chose. On flight searches, 1 participant noticed euros being "converted" into dollars, and notably when my session timed out the call-to-action button present was in Russian.

2 participants chose "Plus" fare the included a "standard seat" in the price. Yet when these participants were choosing seats, it was unclear what seat price was included vs. what was an extra charge. Participants were left wondering if they had chosen the flights they had attended, and were forced into recall vs. recognition, violating a standard heuristic. Recall vs. recognition, One of Jakob Nielsen's 10 usability heuristics for user interface design, was an issue for at least 2 participants, most notably the London-Copenhagen task, trying to remember which airport they've tried and what the price was, as well as the more complex Cagliari flight, where a participant had to remember which airport, and what time the original flight landed.

The system also failed to help participants, even when it would have been easy to do so. When searching for London airports that travel to Copenhagen, one participant chose to click "change" after searching Stansted so she could type "Gatwick." Her destination (Copenhagen) disappeared, making her think that she did something wrong

and causing her more work. If the site is going to list your past searches on the main page, it should also keep your destination consistent if the system detects a person is researching flights.

Trust

Unfamiliar jargon, lack of context, and breakdown in system status is cumulative in breaking down the trust that a user might have upon arriving at Ryanair's website. Further eroding this trust is the aggressive upselling on the site at nearly every turn, what one of the participants called "nickel and diming." When participants search for a fare with 2 passengers, for instance, they see prices per person, rather than the total. This is fine, of course, but there isn't much indication that it is per person, per leg, with multiple upsells and fees to come.

This "nickel and diming" style becomes more starkly troubling. Lowest prices labeled "from" are listed, but there is no indication of where on the plane the lowest seat prices are. Participants were searching for quite some time trying to find cheap seats, one saying "it says there's a \$5 seat, but where is it? I wish I could figure it out." They also discovered that not only are the cheapest seats hard to find, but many seats are different prices, with no clear logic as to why. Most settled for a seat price slightly higher than the advertised lowest. One participant joked that the seat pricing logic was tied to survival rate in case of a crash. I would imagine this isn't the type of thing Ryanair wants people to be thinking about while picking a seat.

The result of this lack of trust, is that after you pick the seats for the departing flight, you get a modal asking if you want to pick the same seats on the return flight. When offered this choice, which legitimately could save some time and effort, one participant said he wouldn't do it, as we didn't trust that the prices for those seats on the return flight would be the same price, and in fact could be assigned a ridiculous price for little reason.

CUE-10

Usability Report

Team B

Topics

- Executive Summary
- Methodology
- Participants
- Results
- Summary of Usability Issues
 - Includes video timestamps for each issue

Executive Summary

- Three participants used the RyanAir website to perform 6 tasks on March 10, 2018.
- 19 usability issues were observed.
- The main areas for improvement to the site include:
 - Supporting multi-leg flight searches.
 - Supporting searches for “All airports” in a city.
 - Allowing passengers to change flights online.
 - Ensuring that change flight fees and policies are easily found.
 - Providing a warning if a user does not select seats for all travelers.

Methodology

- Participants used the RyanAir website on a computer with a mouse.
- The website screen and a PIP video of participant and moderator were recorded.
- Participants were:
 - Given task sheets for reference for each task.
 - Asked to think out loud as they completed the tasks.
- The moderator:
 - Provided assist hints as necessary as open-ended questions.
 - Asked post-task and post-study reflection questions.
 - Took hand-written notes throughout the study.

Methodology

- Analysis
 - Videos were reviewed and observed issues were noted, whether they were voiced by the participant or not.
 - Actions which deviated from the task instructions were considered usability issues, even if they were not noticed by the participant.
 - For example, one participant booked seats for one traveler and not the other. Since this would have caused frustration at flight time, this was considered an issue.
 - Each usability issue was rated on a severity scale as noted on slide 9

Methodology

- Resources Used
 - Study preparation: 2 hrs
 - Conducting study: 3 hrs
 - Analysis & Report writing: 8 hrs
 - **Total: 13 hrs**

Participants

Participant #	Age	Gender	Technical Experience	Travel Booking Experience	International Travel Experience
P1	31	Female	Very Experienced	Very Experienced	Very Experienced
P2	18	Female	Very Experienced	Novice	Experienced
P3	51	Female	Moderately Experienced	Experienced	Very Experienced

USABILITY TESTING RESULTS

Task Completion Definitions

- Pass = Completes task as defined unaided
- Assist = Requires hint(s) to complete task successfully
- Fail = Fails to complete task successfully even with assist(s)

Task Completion Summary

	P1	P2	P3
Task 1	Pass	Pass	Pass
Task 2	Assist	Pass	Pass
Task 3	Assist	Pass	Assist
Task 4	Fail	Pass	Fail
Task 5	Fail	Fail	Fail
Task 6	Pass	Pass	Pass

Usability Severity Definitions

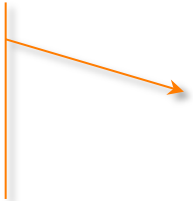
Catastrophic:

An observed issue which prevents the participant from completing a task.



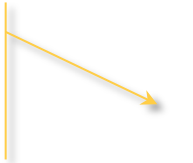
Serious:

An observed issue that delays the participant significantly but eventually allows them to complete a task.



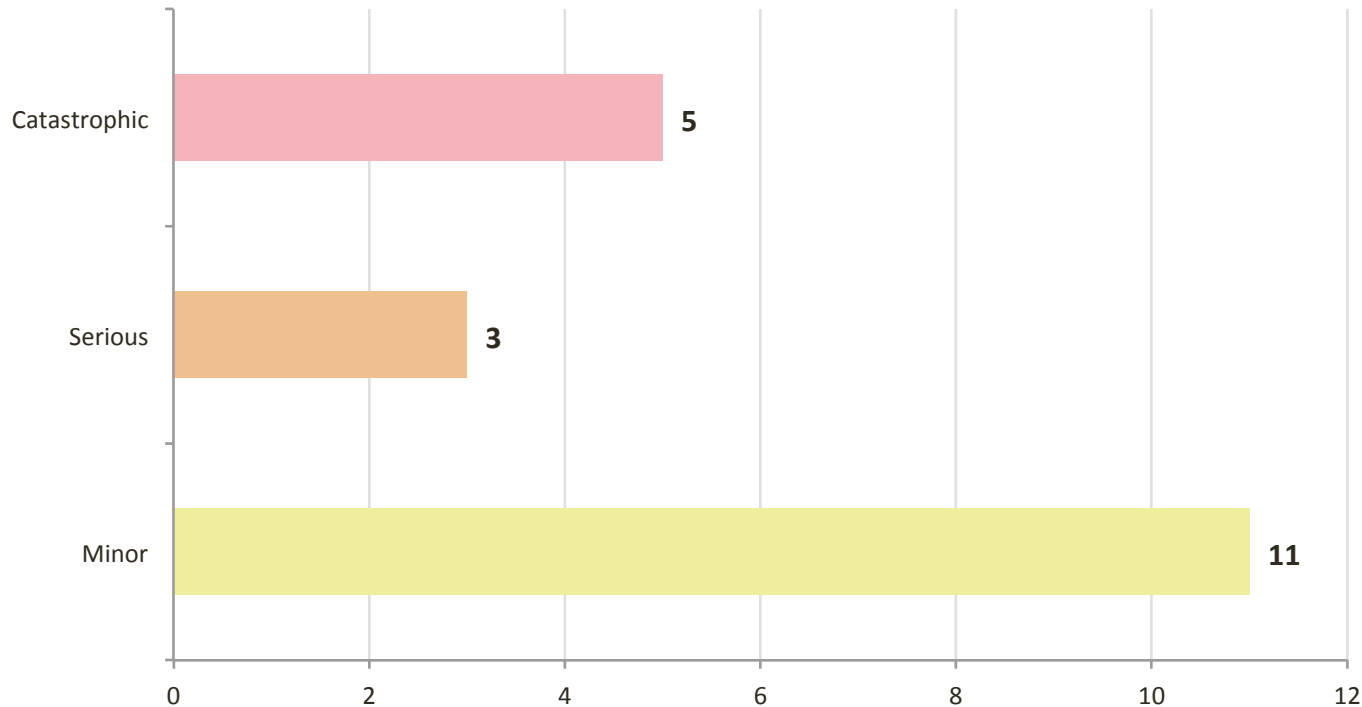
Minor:

An observed issue that delays the user briefly.



Usability Issues Summary

Number of Issues by Severity (n=19)



TASK 1

Task 1 – Task Completion

- **Success Criteria:**

- Book a round-trip flight for two adults from Madrid to Dublin on Saturday 19 May – Saturday 26 May.
- Add this flight to the cart and click to Check out

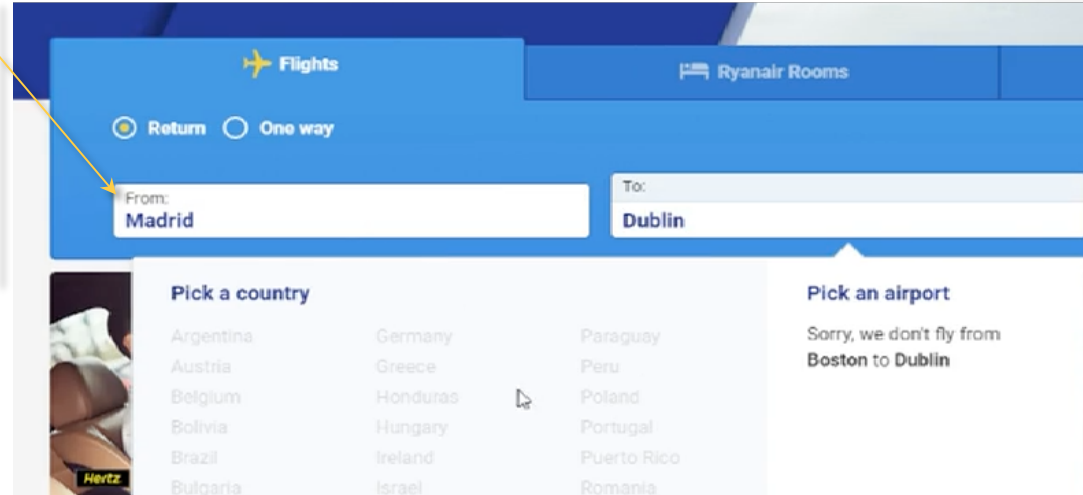
	P1	P2	P3
Task Completion	Pass	Pass	Pass

Task 1 – Usability Issues

Issue #1:

One participant typed in Madrid, but did not click on the Madrid airport in the list. She then typed in Dublin, clicked Dublin airport, and received an error.

Participant recovered by typing Madrid and selecting the airport.



The screenshot shows a flight booking interface with a blue header. The 'Flights' tab is active, and the 'Return' radio button is selected. The 'From' field contains 'Madrid' and the 'To' field contains 'Dublin'. Below the 'From' field, a dropdown menu is open, displaying a list of countries under the heading 'Pick a country'. The list includes Argentina, Austria, Belgium, Bolivia, Brazil, Bulgaria, Germany, Greece, Honduras, Hungary, Ireland, Israel, Paraguay, Peru, Poland, Portugal, Puerto Rico, and Romania. A mouse cursor is hovering over 'Honduras'. To the right of the country list, a message states: 'Pick an airport. Sorry, we don't fly from Boston to Dublin'. An orange arrow points from the text in the 'Issue #1' box to the 'From' field.

Pick a country		
Argentina	Germany	Paraguay
Austria	Greece	Peru
Belgium	Honduras	Poland
Bolivia	Hungary	Portugal
Brazil	Ireland	Puerto Rico
Bulgaria	Israel	Romania

Pick an airport
Sorry, we don't fly from Boston to Dublin


Task 1 – Usability Issues


Issue #2:

One participant hesitated when looking for Saturday 19 May.

She expected a Saturday to be the far right column because she expected the week to start with Sunday in the left column.

Participant recovered.

 Flights

 Ryanair Rooms

☒ Return ☐ One way

From:

Madrid

To:

Dublin

Fly out:


DD / MM / YYYY

Fly back:

DD / MM / YYYY

Passengers:

1 Adult (age 16+)



April 2018

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May 2018

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Task 1 – Usability Issues

Issue #3:

One participant hesitated when looking to select two adult travelers.

She double clicked on the “+” button and indicated 3 adults. Then she immediately clicked the “-” button to change it to 2 adults.

The screenshot shows a flight booking interface with a blue header. The main form has fields for 'From: Madrid', 'To: Dublin', 'Fly out: 19/05/2018', 'Fly back: 26/05/2018', and 'Passengers: 3 adults'. A yellow 'Let's go!' button is on the right. Below the form, there's a 'Your searches:' section with 'Madrid to Dublin' and 'Milan Bergamo to...'. At the bottom, it says 'Upcoming trips 2' and 'Hey Rolf, it's time to plan the rest of your trip'. A dropdown menu is open for the 'Passengers' field, showing a list of traveler types with their counts and age ranges. The counts are: 3 Adults, 0 Teens, 0 Children, and 0 Infants. The dropdown also shows minus and plus buttons for each category. An orange arrow points from the text in the yellow box to the plus button next to the '3 Adults' entry in the dropdown.

Traveler Type	Count	Age Range
Adults	3	16+ years at the time of travel
Teens	0	12-15 years at the time of travel
Children	0	2-11 years at the time of travel
Infants	0	Under 2 years at the time of travel

Task 1 – Usability Issues

Issue #4:

One participant complained that the constant animations bothered her eyes.

In this example, the days scroll fast horizontally, and then the flight list drops down below.

Issue #5:

One participant hesitated while deciding flights. She said that “military time” display confused her and she had to think to translate the time.

The image displays two screenshots of a flight booking interface for a round trip from Madrid to Dublin. The top screenshot shows the date selection step, where dates are presented in a horizontal scroll. A green arrow points from the 'Continue' button in the top screenshot to the bottom screenshot, indicating the flow of the booking process. The bottom screenshot shows the flight selection step, where two Ryanair flights are listed. The times are displayed in military format (e.g., 10:35, 12:20), which is noted as a usability issue in the accompanying text. An orange arrow points from the text 'Issue #5' to the flight list in the bottom screenshot.

Madrid to Dublin
Return • 2 Adults • [Change](#)

Save trip Total Cost \$ 0.00

✈ to

Mon 14 May \$ 0.00 Tue 15 May \$ 0.00 Wed 16 May \$ 0.00 Thu 17 May \$ 0.00 Fri 18 May \$ 0.00

✈ to

Mon 21 May \$ 0.00 Tue 22 May \$ 0.00 Wed 23 May \$ 0.00 Thu 24 May \$ 0.00 Fri 25 May \$ 0.00

Continue

Madrid to Dublin
Return • 2 Adults • [Change](#)

Save trip Total Cost \$ 0.00

✈ Madrid to Dublin Sort By

Thu 17 May \$ 61.60 Fri 18 May \$ 85.49 **Sat 19 May \$ 42.74** Sun 20 May \$ 85.49 Mon 21 May \$ 85.49

RYANAIR

10:35 Direct (2 hr 45 mins) 12:20 from \$ 100.57
Madrid FR 7257 Dublin

RYANAIR

22:15 Direct (2 hr 40 mins) 23:55 from \$ 42.74
Madrid FR 7157 Dublin

Task 1 – Usability Issues



Issue 6:

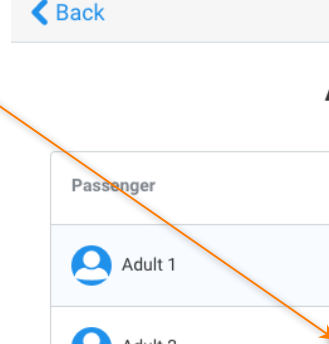
One participant booked a single seat each way for one passenger. The other passenger did not have a seat booked.

The participant did not notice this.

[< Back](#)Seat(s) selection×

Are these the seats you want?

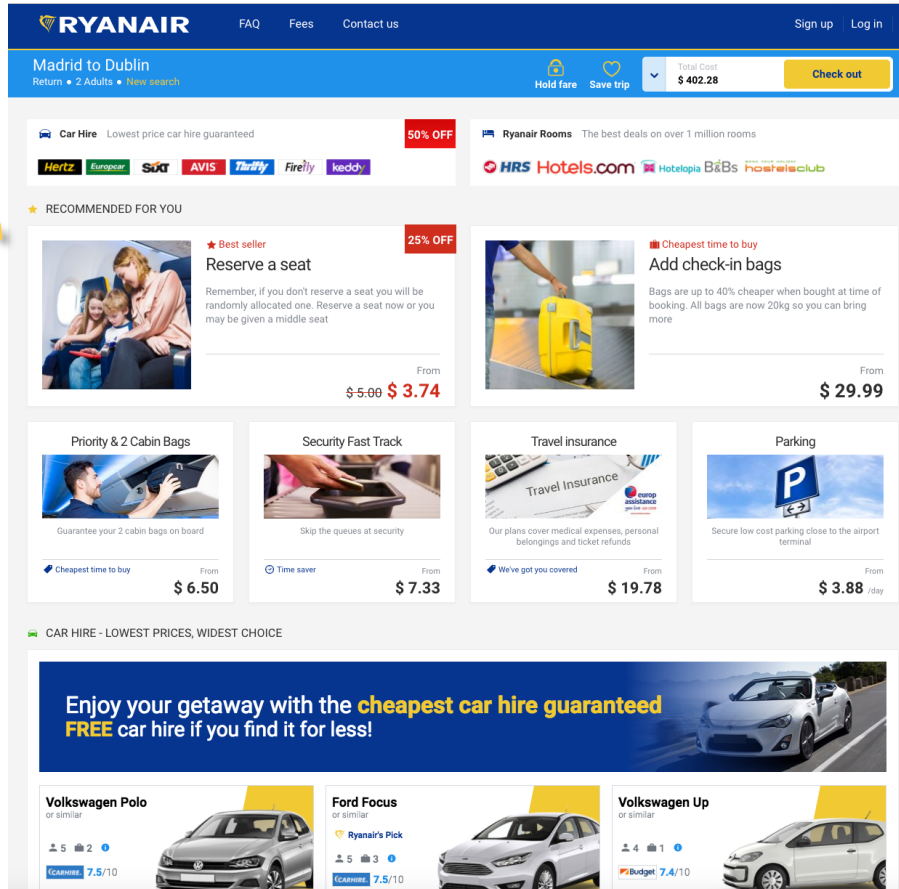
Passenger	Seat out	Seat back
 Adult 1	06D	06D
 Adult 2	--	--



Task 1 – Usability Issues

Issue #7:

All 3 participants commented that there were many ads to distract them from the task. They had to look for the Check out button in order to book their flight.



RYANAIR FAQ Fees Contact us Sign up Log in

Madrid to Dublin
Return • 2 Adults • [New search](#)

Hold fare Save trip Total Cost: \$402.28 **Check out**

Car Hire - Lowest price car hire guaranteed **50% OFF**

Ryanair Rooms - The best deals on over 1 million rooms

RECOMMENDED FOR YOU

Best seller **25% OFF**

Reserve a seat
Remember, if you don't reserve a seat you will be randomly allocated one. Reserve a seat now or you may be given a middle seat.
From \$5.00 **\$3.74**

Cheapest time to buy

Add check-in bags
Bags are up to 40% cheaper when bought at time of booking. All bags are now 20kg so you can bring more.
From **\$29.99**

Priority & 2 Cabin Bags
Guarantee your 2 cabin bags on board.
From **\$6.50**

Security Fast Track
Skip the queues at security.
From **\$7.33**

Travel insurance
Our plans cover medical expenses, personal belongings and ticket refunds.
From **\$19.78**

Parking
Secure low cost parking close to the airport terminal.
From **\$3.88 /day**

CAR HIRE - LOWEST PRICES, WIDEST CHOICE

Enjoy your getaway with the **cheapest car hire guaranteed** **FREE** car hire if you find it for less!

Volkswagen Polo or similar
5 seats, 2 doors
From **\$7.5/10**

Ford Focus or similar
5 seats, 3 doors
From **\$7.5/10**

Volkswagen Up or similar
4 seats, 1 door
From **\$7.4/10**

TASK 2

Task 2 – Task Completion

- **Success Criteria:**

- Explain that if they did not book “Priority & 2 Cabin bags” that their second bag would be placed in the hold at the gate.

	P1	P2	P3
Task Completion	Assist	Pass	Pass

Task 2 – Usability Issues

Issue #8:

One participant looked in the FAQ section for information about carry-on bags.

Participant clicked on several questions before discovering the answer.

This may be due to the fact that the phrase “cabin baggage” is not common in the US. “Carry-on” baggage is the common term.

FAQ Overview

The screenshot shows the Ryanair FAQ Overview page. At the top, there are links for 'Help Centre' and 'FAQ Overview'. Below this is a list of FAQ categories: 'Online check-in-airport-bag-drop-desks', 'Baggage', 'Flights changes and refunds', 'Special assistance', 'Making a reservation', 'Travel documentation', 'Mobile boarding passes', 'Making payment', 'Reserved Seating', 'Ryanair customer service excellence awards', and 'Passports & visas'. The 'Baggage' category is highlighted in blue. An orange arrow points from the text box on the left to the 'Baggage' category. To the right of the categories is a list of questions: 'What is my checked baggage allowance?', 'What cabin baggage can I carry?', 'What liquids can I carry onboard?', 'What items are prohibited onboard a Ryanair flight?', 'What items are not allowed in my checked bags?', 'What do I do if my baggage is damaged, delayed or lost?', 'What are Ryanair's excess baggage charges?', 'Can I buy a Ryanair approved cabin bag?', 'Can checked baggage allowances be pooled?', 'Does Ryanair carry human remains?', and 'Carriage of Ashes'.

Help Centre FAQ Overview

Online check-in-airport-bag-drop-desks

Baggage

Flights changes and refunds

Special assistance

Making a reservation

Travel documentation

Mobile boarding passes

Making payment

Reserved Seating

Ryanair customer service excellence awards

Passports & visas

What is my checked baggage allowance?

What cabin baggage can I carry?

What liquids can I carry onboard?

What items are prohibited onboard a Ryanair flight?

What items are not allowed in my checked bags?

What do I do if my baggage is damaged, delayed or lost?

What are Ryanair's excess baggage charges?

Can I buy a Ryanair approved cabin bag?

Can checked baggage allowances be pooled?

Does Ryanair carry human remains?

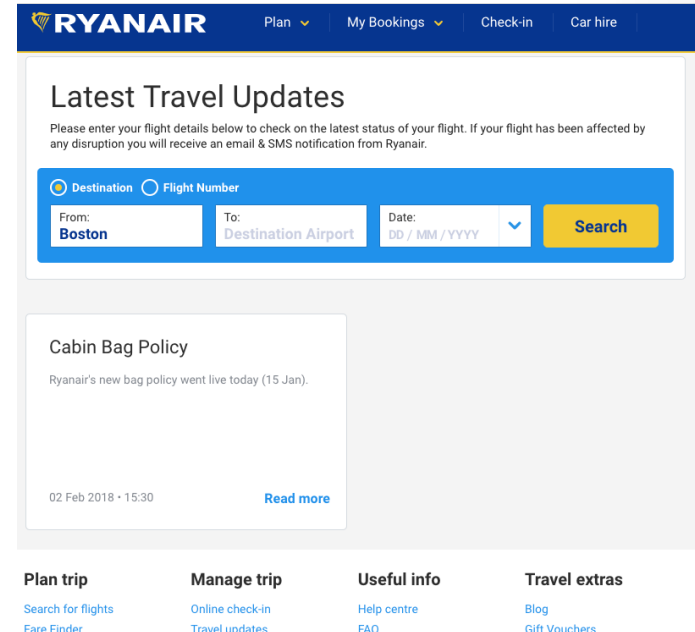
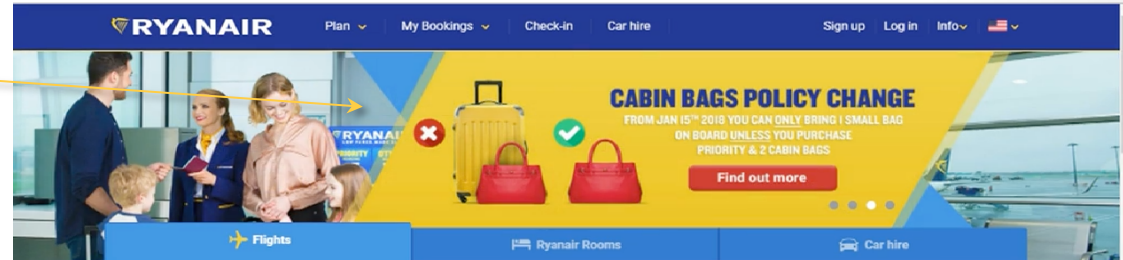
Carriage of Ashes

Task 2 – Usability Issues

Issue #9:

One participant missed the top-of-page banner about the Cabin Bags Policy Change.

One participant went to the Travel Updates page and missed that callout as well. She clicked on FAQ to find the information.



TASK 3

Task 3 – Task Completion

- **Success Criteria:**

- Identify that the cheapest one-way fare from London to Copenhagen for 11 May 2018 was from London Luton for \$65.34 on the day of the study.

	P1	P2	P3
Task Completion	Assist	Pass	Assist

Task 3 – Usability Issues

Issue #10:

Participants hesitated when being forced to choose an airport in London.

One eventually abandoned booking and used the Fare Finder feature. Two did three searches for flights, one from each airport.

The screenshot shows the Ryanair website's flight booking interface. At the top, there are navigation links for 'Flights', 'Ryanair Rooms', and 'Car hire'. Below these, there are radio buttons for 'Return' (selected) and 'One way'. To the right, there is an 'Express Booking' toggle switch. The main form has two input fields: 'From:' with 'London' selected, and 'To:' with 'Destination Airport' as a placeholder. A yellow 'Continue' button is to the right of the 'To:' field. Below the 'From:' field, a dropdown menu is open, titled 'Pick a country'. It contains a list of countries: All countries, Argentina, Austria, Belgium, Germany, Greece, Honduras, Hungary, Peru, Poland, Portugal, and Puerto Rico. An orange arrow points from the text 'Participants hesitated when being forced to choose an airport in London' to the 'Pick a country' dropdown. Another orange arrow points from the text 'One eventually abandoned booking and used the Fare Finder feature' to the 'Pick an airport' dropdown. The 'Pick an airport' dropdown is open, showing a list of airports: London Stansted, London Gatwick, and London Luton. The interface is blue and white, with a yellow 'Continue' button. At the bottom right, there is a small image of two people smiling.

Task 3 – Usability Issues

Issue #11:

One participant used the Fare Finder. When entering the destination, the site did not automatically erase the default text of “Anywhere.” The participant had to erase and re-type the destination.

Find Cheap Flights to Europe
Find the lowest fares to over 200 destinations

From: **London Luton** To: **Anywherecopen** Budget: **\$ 150** **Let's go**

No matching destination

- All
- Airports
- Regions
- Countries

Task 3 – Usability Issues

Issue #12:

One participant used the Fare Finder. The site defaulted the date range to “Anytime”, and the participant didn’t realize that.

They thought they could fly London > Copenhagen for \$20.10. The cheapest flight on the day of the study for 11 May was \$65.35.

The screenshot shows a flight search interface. At the top, there are five input fields: 'From: London Luton', 'To: Copenhagen', 'Budget: \$ 50', 'Fly out: Anytime', and 'Fly back: One way (no return)'. An orange arrow points from the 'To: Copenhagen' field to the 'Fly out: Anytime' field. Below these fields is a blue bar. Under the blue bar, there are three buttons: 'List view' (selected), 'Tile view', and 'Map view'. Below the buttons, there is a search result for 'Copenhagen' (Denmark) with a blue information icon, 'in April', and a price of '\$ 20.81' with a blue arrow pointing right. Below the price, it says 'One way'.

From:	To:	Budget:	Fly out:	Fly back:
London Luton	Copenhagen	\$ 50	Anytime	One way (no return)

List view | Tile view | Map view

Copenhagen
Denmark

in April

\$ 20.81
One way

TASK 4

Task 4 – Task Completion

- **Success Criteria:**

- Identify that it is possible to change flights. The cost for changing a flight is the fare difference plus a charge fee.

	P1	P2	P3
Task Completion	Fail	Pass	Fail

Task 4 – Usability Issues

Issue #13:

Two participants did not notice the policy about flight cost changes on this page.

Instead, they continued to make the change.

Change Flights

1

2

3

4

Select Flights

Search new flight

Select new fare

Confirm and pay

+ View change flight fees

i

Change flight information

Flight change fees are charged per one way flight/per person and vary by season. In addition to these flight change fees, any price difference between the original fare paid and the new fare chosen is charged. Please note that if the fare/fees on the new flight is lower, no refund will be made.

Flight dates and times are changeable (subject to seat availability), such changes can be made up to 4 hours prior the scheduled flight departure time.

If you are changing your flight due to a flight cancellation, this will be free of charge once the change is confirmed at the end of this process.

Please select flight(s) to change

☐

Dublin T1 - Glasgow International T2

Wed 16th May • 14:00 - 15:00 • F R5774

☐

Glasgow International T2 - Dublin T1

Wed 23rd May • 15:25 - 16:25 • F R5773

Task 4 – Usability Issues

Issue #19:

Note that even when the participants clicked above to “Show change flight fee”, no fee appeared on-screen.

Issue #14:

The website would not allow the participants to change the flight online.

Two participants stopped here, indicated frustration, and said that they would call to change the flight.

The screenshot displays a 'Change Flights' interface with a progress bar at the top. The progress bar has four steps: 'Select Flights' (completed with a yellow checkmark), 'Search new flight' (completed with a yellow checkmark), 'Select new fare' (active step, indicated by a blue circle with the number 3), and 'Confirm and pay' (indicated by a grey circle with the number 4). Below the progress bar, there is a section titled 'Hide change flight fee' with a minus icon. Underneath, there are two columns: 'Change flight type' and 'Online price'. The 'Change flight type' column has a sub-header '* Low season'. The 'Online price' column has a sub-header '* High season'. At the bottom, there is a red-bordered box containing an information icon and the text: 'Unfortunately, this flight change cannot be made online. Please click back and amend your search or contact Customer Service.' Red arrows point from the text boxes on the left to the 'Hide change flight fee' section and the red-bordered box.

Change Flights

Back

Select Flights Search new flight Select new fare Confirm and pay

Hide change flight fee

Change flight type Online price Airport price

* Low season * High season

Unfortunately, this flight change cannot be made online. Please click back and amend your search or contact Customer Service.

TASK 5

Task 5 – Task Completion

- **Success Criteria:**

- Correctly identify that one can fly from Copenhagen to a city; then from that city to Cagliari.
- Identify one possible flight path of two separate segments on 9 June 2018.

	P1	P2	P3
Task Completion	Fail	Fail	Fail

Task 5 – Usability Issues

Issue #15:

All three participants initially thought this meant that it was not possible to fly this route on Ryanair even with changing planes/flights.

The screenshot shows the Ryanair website's flight search interface. At the top, there are tabs for 'Flights' (selected) and 'Ryanair Rooms'. Below the tabs, there are radio buttons for 'Return' (selected) and 'One way'. The 'From:' field is set to 'Copenhagen' and the 'To:' field is set to 'Cagliari'. A dropdown menu is open below the 'From:' field, showing a list of countries under the heading 'Pick a country'. The countries listed are: Argentina, Austria, Belgium, Bolivia, Brazil, Bulgaria, Colombia, Croatia, Cuba, Cyprus, Germany, Greece, Honduras, Hungary, Ireland, Israel, Italy, Jordan, Latvia, Lithuania, Paraguay, Peru, Poland, Portugal, Puerto Rico, Romania, Serbia, Slovakia, Spain, and Sweden. An orange arrow points from the 'Return' radio button to the 'To:' field. Another orange arrow points from the 'To:' field to a message box that says 'Sorry, we don't fly from Copenhagen to Cagliari'. The message box is titled 'Pick an airport'.

Flights

Ryanair Rooms

☒ Return ☐ One way

From: Copenhagen

To: Cagliari

Pick a country

Argentina	Germany	Paraguay
Austria	Greece	Peru
Belgium	Honduras	Poland
Bolivia	Hungary	Portugal
Brazil	Ireland	Puerto Rico
Bulgaria	Israel	Romania
Colombia	Italy	Serbia
Croatia	Jordan	Slovakia
Cuba	Latvia	Spain
Cyprus	Lithuania	Sweden

Pick an airport

Sorry, we don't fly from Copenhagen to Cagliari

Task 5 – Usability Issues

Issue #16:

After prompting and several attempts, two participants gave up on this task and said they would use Google, Expedia or Kayak to find the answer.

One participant decided to see if there was an intermediate city in Italy that would work. She tried Bologna since it was listed first.

She successfully identified a Copenhagen
-> Bologna flight on June 8, and a Bologna
-> Cagliari flight on June 9.

The screenshot shows the Ryanair website's flight search interface. At the top, there are links for 'Flights' and 'Ryanair Rooms'. Below these, there are radio buttons for 'Return' (selected) and 'One way'. The 'From:' field is set to 'Copenhagen'. The 'To:' field is labeled 'Destination Airport' and has a dropdown menu open. The dropdown menu is divided into two columns: 'Pick a country' and 'Pick an airport'. In the 'Pick a country' column, 'Italy' is highlighted. In the 'Pick an airport' column, 'Bologna' is the first option. A red arrow points from the 'To:' field to the 'Bologna' option.

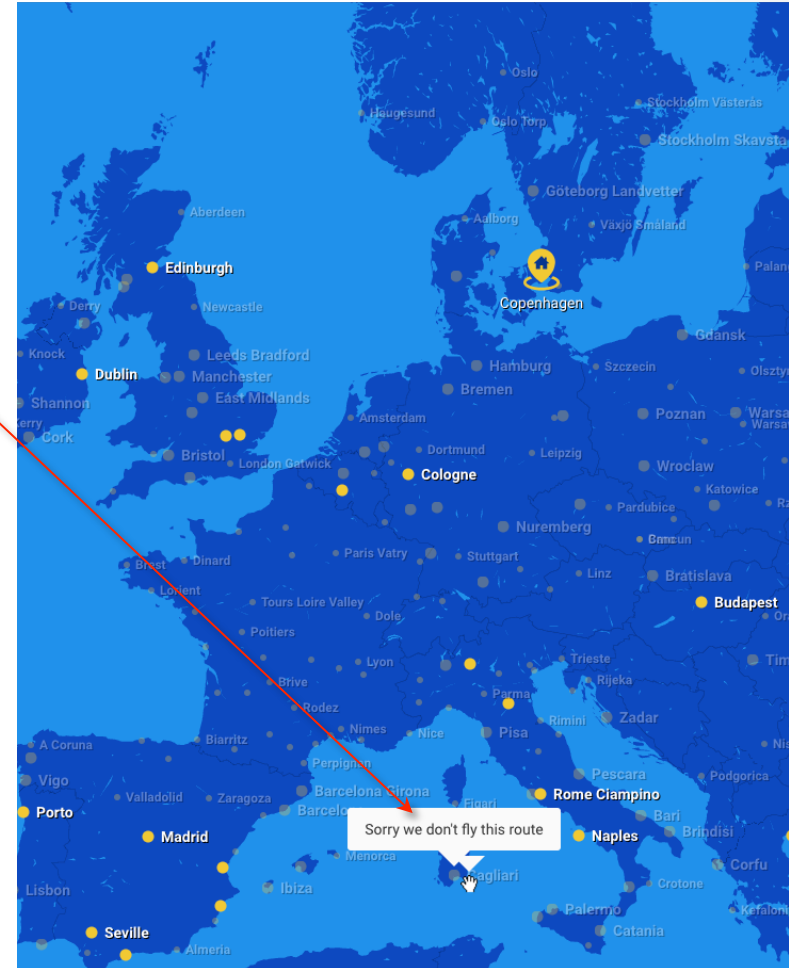
Pick a country			Pick an airport
Argentina	Germany	Paraguay	Bologna
Austria	Greece	Peru	Milan Bergamo
Belgium	Honduras	Poland	Naples
Bolivia	Hungary	Portugal	Pescara
Brazil	Ireland	Puerto Rico	Rome Ciampino
Bulgaria	Israel	Romania	
Colombia	Italy	Serbia	
Croatia	Jordan	Slovakia	
Cuba	Latvia	Spain	
Cyprus	Lithuania	Sweden	
Czech Republic	Luxembourg	Switzerland	
Denmark	Malta	Turkey	
Dominican Republic	Mexico	Ukraine	
Equador	Montenegro	United Kingdom	

Task 5 – Usability Issues

Issue #17:

One participant tried the Route Finder and selected from Copenhagen, then clicked on Cagliari and got this message.

After much exploration of the website looking for alternative tools to help her figure this out, she gave up.



TASK 6

Task 6 – Task Completion

- **Success Criteria:**
 - Correctly change a seat assignment for a previously-booked flight.

	P1	P2	P3
Task Completion	Pass	Pass	Pass

Task 5 – Usability Issues

Issue #18:

One participant looked for the ability to “Change Seats” under Manage Booking twice before exploring “Boarding Passes”

The screenshot shows the Ryanair website interface. At the top is a dark blue navigation bar with the Ryanair logo and links for Plan, My Bookings, Check-in, and Car hire. A user profile for 'Rolf' is visible. Below the navigation bar, the main content area has a light blue header with a greeting 'Hello Edinburgh' and a reservation number 'S2GMJA'. The flight details show a one-stop journey from Copenhagen to Edinburgh on Monday, 23 April 2018, with a total duration of 1hr 50min. A 'View itinerary' link and a 'Manage Booking' button are present. Below this, a 'Check-in' section indicates that check-in is complete and provides a link to 'Boarding Passes'. At the bottom, there are three promotional tiles for 'Ryanair Car Hire', 'Ryanair Tickets', and 'Ryanair Rooms'.

RYANAIR Plan My Bookings Check-in Car hire

Hello Edinburgh Reservation no. **S2GMJA** Mon 23 Apr 2018 COPENHAGEN 22:00 — 1hr 50min — 22:50 EDINBURGH View itinerary Check what you bought Manage Booking

Check-in Check-in complete. Do not forget to print your boarding pass! Boarding Passes

Ryanair Car Hire Free if you find it for less >

Ryanair Tickets 1000s of events to choose from >

Ryanair Rooms Choose from over 1 million rooms >

SUMMARY OF USABILITY ISSUES

Usability Issues - Catastrophic

Issue #	Description	Severity	Location
14	When changing a flight, the website said that it was not possible to complete the transaction online and directed the participant to call customer service. This caused annoyance.	Catastrophic	P1 – 20:30 P2 – 21:15
19	When changing a flight, the “Show Change Flight Fee” link did not display actual costs or the cost policy, so participants could not determine the amount of the fee.	Catastrophic	P1 – 21:06 P2 – 21:31
15	The message that Ryanair does not fly from Copenhagen to Cagliari caused all three participants to assume that the flight route was not possible, even with two connecting flights	Catastrophic	P1 – 25:23 P2 – 22:40 P3 – 24:10
16	All three participants were not able to successfully search for flights from Copenhagen to Cagliari on 9 June because the site did not display connecting flight options.	Catastrophic	P1 – 28:57 P2 – 27:08 P3 – 27:20
17	One participant used the Route Finder and was not able to identify a successful flight route from Copenhagen to Cagliari because it did not show connecting flight options.	Catastrophic	P2 – 24:50

Usability Issues – Serious / Minor

Issue #	Description	Severity	Location
6	Participant booked a seat for only one of two passengers. Did not realize that second passenger had no booked seat.	Serious	P3 – 7:25
10	Participants hesitated when having to select a London airport; they expected the site to search across all London airports	Serious	P1 – 13:32 P1 – 17:05 P2 – 9:36
12	When using the Fare Finder, the participant did not notice the default time frame of “Anytime” and consequently thought she could fly London Luton to Copenhagen on 11 May for \$20.10, instead of \$65.34.	Serious	P2 – 13:00
1	Typed Madrid in From: field, but did not click on the Madrid airport in the list. She then typed in Dublin in To: field, clicked Dublin airport, and received an error.	Minor	P1 – 2:35
2	Participant hesitated at the calendar for selecting flight dates. She expected the week to start on Sunday, and it started on Monday	Minor	P2 – 2:45
3	Participant double clicked the “+” button to select number of travelers.	Minor	P3 – 3:45
4	Participant complained that animations hurt her eyes and were annoying.	Minor	P3 – 7:10
5	Participant hesitated at “military time” for flights and mentally converted time to a 12-hour clock.	Minor	P3 – 5:25

Usability Issues - Minor

Issue #	Description	Severity	Location
7	Participants commented that the large number of ads on the site were distracting.	Minor	P1 – 6:22 P2 – 5:32
8	One participant had difficulty identifying the correct question in the FAQ to understand carry-on baggage rules	Minor	P1 – 8:40
9	One participant did not notice the Cabin Baggage Policy Change banner at the top of the page.	Minor	P2 – 6:08
11	When using the Fare Finder, the default destination of “Anywhere” did not disappear when the participant began typing.	Minor	P2 – 11:49
13	Two participants did not notice the policy about fare change costs when attempting to change a flight.	Minor	P1 – 20:30 P3 - 20:50
18	One participant took awhile to find how to change seats on a checked-in flight because they expected to find the option under “Manage Booking” instead of “Boarding Passes”	Minor	P1 – 34:37 P1 – 36:07

CUE 10 Usability Test Report

Team D

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- [Task Success and Failure](#)
- [Positive Feedback](#)
- [Usability Issues](#)
- [Issues Not Reported by Participants](#)
- [Observations and Participants Comments](#)
- [Notes](#)
- [Issue From One Additional Participant](#)
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PARTICIPANT PROFILES

P#	Gender	Age	Airline Travel Last 12 Months	Booked Airline Flight Online	Booked Online Last 12 Months	Purchased Items Online	Destinations Last 12 Months
1	Female	58	Yes	Yes	No	Yes	San Francisco
2	Female	54	Yes	Yes	No	Yes	San Francisco, Florida
3	Male	60	Yes	Yes	Yes	Yes	Paris, Amsterdam, Sicily

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TASK SUCCESS AND FAILURE

Task #	Description	P1	P2	P3
1	Book a round trip flight from Madrid to Dublin.	Fail N	Success	Success
2	Rules for carry on baggage.	DNA	Fail N	Success
3	Find the lowest price ticket.	DNA	Success	Success N
4	Change an outbound flight.	DNA	Fail N	Success N
5	Book a multi-leg flight.	DNA	Fail	Fail
6	Check-in for a Flight	DNA	Fail N	Success N

DNA = did not attempt

[N](#) = refer to Notes section

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POSITIVE FEEDBACK

- When working on task four, P2 commented that it was easy to change a flight.

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USABILITY ISSUES

Right Panel for Selecting an Airport Not Noticeable

- Minor effect on usability
- P1 did not initially notice the “Pick an Airport” column when booking her flight, but she did eventually notice it.
 - It might make the panel more noticeable if there was some motion, perhaps having the panel slide out when the country is selected.

Selecting Destination Airport

- Minor effect on usability
- When the user clicks anywhere on the “From” field, the system displays the list of available countries. When the user clicks within the “To” field, the list does not display.
- The user has to click within the field label area for the “To” field to display the list of countries. This was noted by P1 and P2 but was not a usability issue, as the participant quickly figured this out.
- Recommendation
 - Make the entire “To” field clickable.

Flight Selection Not Clear

- Creates significant delay and/or frustration
- P1 did not understand the confirmation/price selection screen. She didn't notice that the screen was split into outbound and inbound flights and prices.
- Recommendation
 - Make the outbound flight label and the inbound flight label more noticeable by increasing the size of the icon and type.
 - Add a label, like “Select a Flight” above the flight information for each leg.

✈️ Madrid to **Dublin**

Sort By



<	Thu 17 May \$ 55.38	Fri 18 May \$ 72.83	Sat 19 May \$ 61.53	Sun 20 May \$ 100.45	Mon 21 May \$ 100.45	>
---	------------------------	------------------------	------------------------	-------------------------	-------------------------	---

RYANAIR

10:35 — Direct (2 hr 45 mins) — 12:20
Madrid — FR 7257 — Dublin

from
\$ 85.38

RYANAIR

22:15 — Direct (2 hr 40 mins) — 23:55
Madrid — FR 7157 — Dublin

from
\$ 61.53

✈️ Dublin to **Madrid**

Sort By



<	Thu 24 May \$ 100.45	Fri 25 May \$ 141.89	Sat 26 May \$ 119.29	Sun 27 May \$ 100.45	Mon 28 May \$ 85.38	>
---	-------------------------	-------------------------	-------------------------	-------------------------	------------------------	---

RYANAIR

06:25 — Direct (2 hr 35 mins) — 10:00
Dublin — FR 7256 — Madrid

from
\$ 141.89

RYANAIR

18:00 — Direct (2 hr 40 mins) — 21:40
Dublin — FR 7156 — Madrid

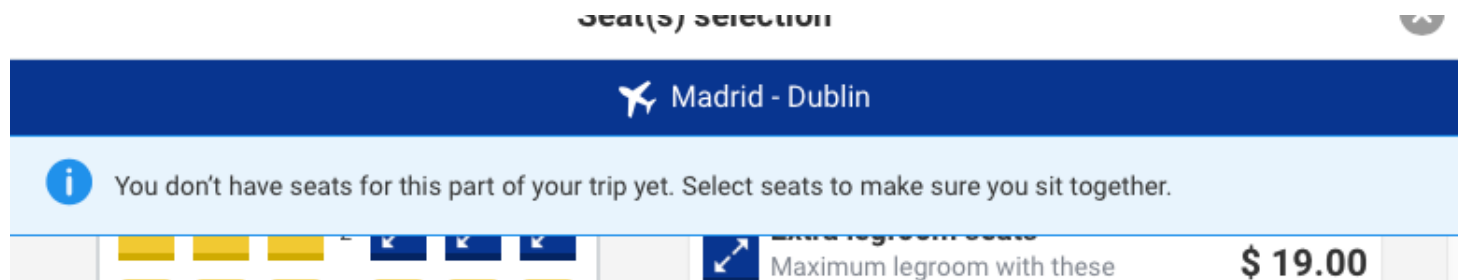
from
\$ 119.29

Design of Seating Chart and Legend May Confuse Users

- Creates significant delay and/or frustration
- On the seat selection screen, P1 didn't initially understand the difference between the legend and the seating chart.
- Recommendation
 - Add labels to each section
 - Make the seating chart more prominent and the legend less prominent

Text Labels are Not Noticeable

- Minor effect on usability
- P1, P2, and P3 did not notice the label for the outbound and inbound legs of the trip on the seating chart screen. In general, labels on the site are not noticeable.
- Users assumed that seat selection was for the outbound flight first and then the inbound flight.
- Recommendation
 - Make screen labels more noticeable by increasing the size of type and icons.



Context Sensitive Help Expected

- Creates significant delay and/or frustration
- When P2 was reviewing the Add Ons after clicking Continue, she didn't understand "60 day check-in" and "reserve standard seat".
- She clicked on the icon because she expected help text.
- P2 had a similar expectation on the "My Bookings" screen when working on task 4. She expected help when she clicked on the topics on the left.
- Recommendation
 - Display help when the user clicks on an individual topic or provide a help icon within the panel so the user doesn't have to go to Info for descriptions of the available options.

Location of Info Link

- Prevents task completion
- P2 did not notice the Info button until I pointed it out. She checked “My Bookings”.
- Recommendation
 - This is highly useful functionality. Move the Info button as close to the left side of the screen as is feasible.

United Kingdom Naming Convention

- Minor effect on usability
- When P2 one started task three, she looked for England, not United Kingdom. She eventually noticed United Kingdom.
 - It was unclear if this was because of the wording of the task or if that was actually how the participant would have searched the list of countries.
- Recommendation
 - In addition to United Kingdom, also include England, Scotland, and Wales.

Flights From Cities With Multiple Airports

- Creates significant delay and/or frustration
- For task three, P2 and P3 checked Gatwick first because that was the largest and most familiar of the three airports, and that was the airport that did not have a flight.
- Recommendation
 - Using the route map may improve and speed up this experience by avoiding non applicable airports, but the route map would have to be enhanced, as it has usability issues, and the link would have to be noticeable.

Typing the From and To Destination

- Minor effect on usability
- P3 typed the name of the From and To cities directly into the fields. He did not notice or use the Country drop down list. This worked for Madrid and Dublin, but when he typed London the system displayed a red error message because there is more than one airport from London.
- The message worked as intended; the participant realized there was more than one airport.
- Recommendation
 - Red highlighting is associated with errors. Use yellow highlighting for this type of message; yellow is associated with informational messages.

Lack of Info About Changing Flights

- Creates significant delay and/or frustration
- The system leads the user to believe that the change can be made online. The user should not have to go all the way through the task in order to find out the change cannot be completed online. P2 thought it was going to be easy to make the change online.
- Recommendation
 - Provide the information when the user initially indicates they want to change the flight.

Multi Destination Flight Not Apparent

- Prevents Task Completion
- Participants were not able to determine how to book a trip with multiple destinations. Even with a little assistance they couldn't figure it out. I had to explain how to do it.
 - P2 ended with “If I was doing this at home I probably would have called the airline”.
 - P3 said he would “go to another airline”.
- Recommendation
 - In addition to Return and One way, add a third radio button for multiple destinations and enable functionality for multiple destination travel. If this is not feasible, add the radio button and have the system display appropriate help information when the user selects Multiple Destinations.
 - Using the route map may help users understand that it's possible to plan a trip with multiple destinations, but the route map would have to be enhanced, as it has usability issues, and the link would have to be noticeable.

Multiple Tasks in the Same Session

- Creates significant delay and/or frustration
- P2 noticed she was still logged in when she performed task 6 but she never changed to the correct flight.
- I let this go because it's a realistic scenario that a user might perform tasks for two different flights in the same session.
- If a user executes a change in this scenario it would be frustrating and time consuming to correct it.

Changing Selected Seat

- Minor effect on usability
- P3 took a bit of time to find a seat that was already selected. He said that based on other experiences he expected the screen to jump to the seat that was already selected.
 - P3 commented that he found it frustrating that the new seat he selected, also in the blue section, was more money than the original seat.
- Recommendation
 - When the seat selection screen displays, the system should display the section that shows the seat that is currently selected.

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ISSUES NOT REPORTED BY PARTICIPANTS

European Dates & Times

- None of the participants appeared to have a problem with the date (18-11-2018) and time (24 hour, 1800 = 6:00 pm) formats used on the site.
- Recommendation
 - Since the site is supposed to be localized for the United States, use U.S. date and time formats.
 - 12 hour am and pm for time
 - mm-dd-yyyy for dates



Luggage Weight in Kilograms

- None of the participants mentioned that the luggage weights were in kilograms for the Plus and Flexi Plus add ons.
- Recommendation
 - Since this site is supposed to be localized for the United States, luggage weights should be in pounds, not kilograms.

Seat Selection Confirmation May Confuse Users

- Minor effect on usability
- The seat selection confirmation screen requires the user to remember up to four seats they selected on a previous screen
- Recommendation
 - Request confirmation while maintaining a view of the seating chart where the user selected their seats

Are these the seats you want?

Passenger	Seat out	Seat back
 Adult 1	10D	11A
 Adult 2	10E	11B

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OBSERVATIONS & PARTICIPANT COMMENTS

- Even though Ryan Air is a budget airline, P1 was willing to pay more money for the departure time of her choice.
- P2 wondered why she didn't see Heathrow as an available London airport.
- For task 4, P2 logged in with the user name and password and P3 logged in with the reservation number.

- When P3 moved on to a new task he used the browser history menu to navigate back to the home screen. When I asked him about this he said that he was unaware that it was a convention that clicking on the logo would return you to the home screen.
- P3 is an experienced traveler who is familiar with all three London airports. He selected Gatwick first because it's closest to the city.
- P3 commented that he found the screen to be cluttered and that he found the pricing for similar seats to be confusing. [Clip](#)

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NOTES

Participant 1

- P1 was an extreme outlier. She took the entire 40 minutes to complete the first task.
 - I happen to know this participant. She is of above average intelligence with an advanced degree – MBA. She spent ten years after college as an investment banker and for almost 30 years since then she has run her own small business.

Task 2

- P2 failed task 2 because she did not locate the Info button without assistance. Once I pointed it out she was able to find the information.

Task 3

- For task 3, P3 realized that he had to check another airport when he saw that he couldn't fly from Gatwick to Copenhagen. He was going to stop when he got the price from Stansted. I didn't make this a usability issue with the site and I didn't fail P3 on task 3 because I believe this was a problem with the wording of the task.

Task 4

- I failed P2 on task 4 because she got to a point where she said she would call customer service. She never obtained the price.
- I said that P3 succeeded on Task 4 even though he did not go to My Bookings and login. He obtained the answer (yes) and found a range of fees for making the change on the table of fees. He said he would call customer service to get an exact amount for the fee. After he found the information I asked him to try and perform the task online. [Clip](#)

Task 6

- When P2 got to task 6, she noted “good, I’m still logged in”. Because it was so close to the end of the session and because I think it is a realistic scenario that a participant might want to change the date of a flight and then check in a different flight in the same session, I did not have her change to the correct flight. I wanted to see if she realized it was the wrong flight.
- I didn’t fail P3 on task 6 even though he didn’t print the boarding pass. The wording of the task led the participant to believe that he succeeded when he clicked on the Check-in icon and he then noticed the message that check-in was complete. Before that he didn’t notice that he was already checked-in. [Clip](#)

Other Notes

- P3 kept adjusting the position of the computer, which bounced me out of view.

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ISSUE FROM ONE ADDITIONAL PARTICIPANT

- Do to a hardware issue, the recording for the first participant I ran became corrupted. Part of the recording was legible and there were some usability issues that came up that were not identified by subsequent participants.
 - The participant did not immediately notice the checkout button. He scrolled up and down the page several times before he noticed it.

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VIDEO CLIPS

P1 Seating Chart and Legend

The screenshot displays the Ryanair website's seat selection interface for a flight from Madrid to Dublin. The interface is overlaid on the main website content, which includes the Ryanair logo, flight details, and various service options like car hire and recommended services.

Seat(s) selection

Madrid - Dublin

Adult 1 Select seat

You don't have seats for this part of your trip yet. Select seats to make sure you sit together.

Seating Chart: A grid showing rows 4 to 15 and columns A to F. Seats are color-coded: yellow for Front seats, blue for Standard seats, and red for On sale! seats. Some seats are marked with an 'X' indicating they are reserved.

Legend:

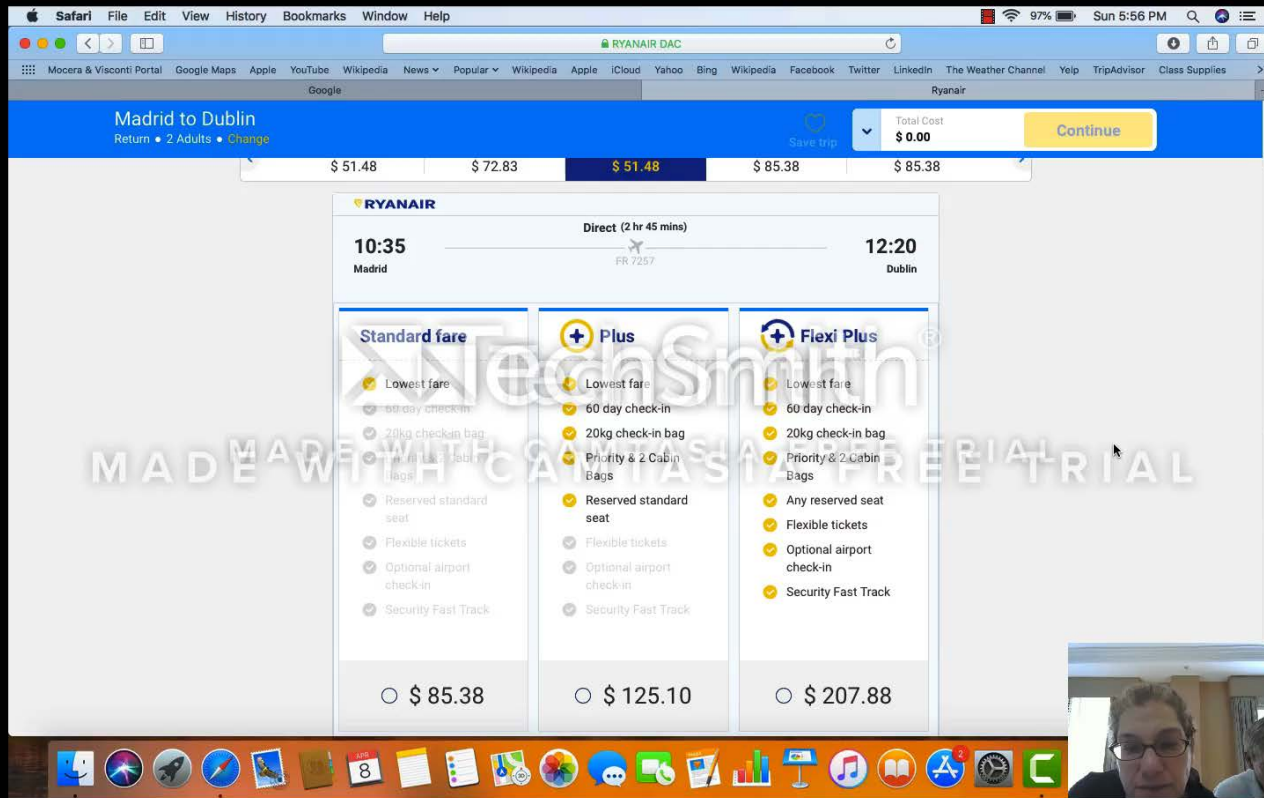
- Front seat:** Be first off the plane with these seats. **\$16.00** per person
- Standard:** Pick your favourite seat / avoid the middle one. **\$9.00** per person
- On sale!** Buy now and save up to 25% off. **\$3.74** per person
- Reserved:** Selected Seat

Price \$0

MADE WITH CAMTASIA FREE TRIAL

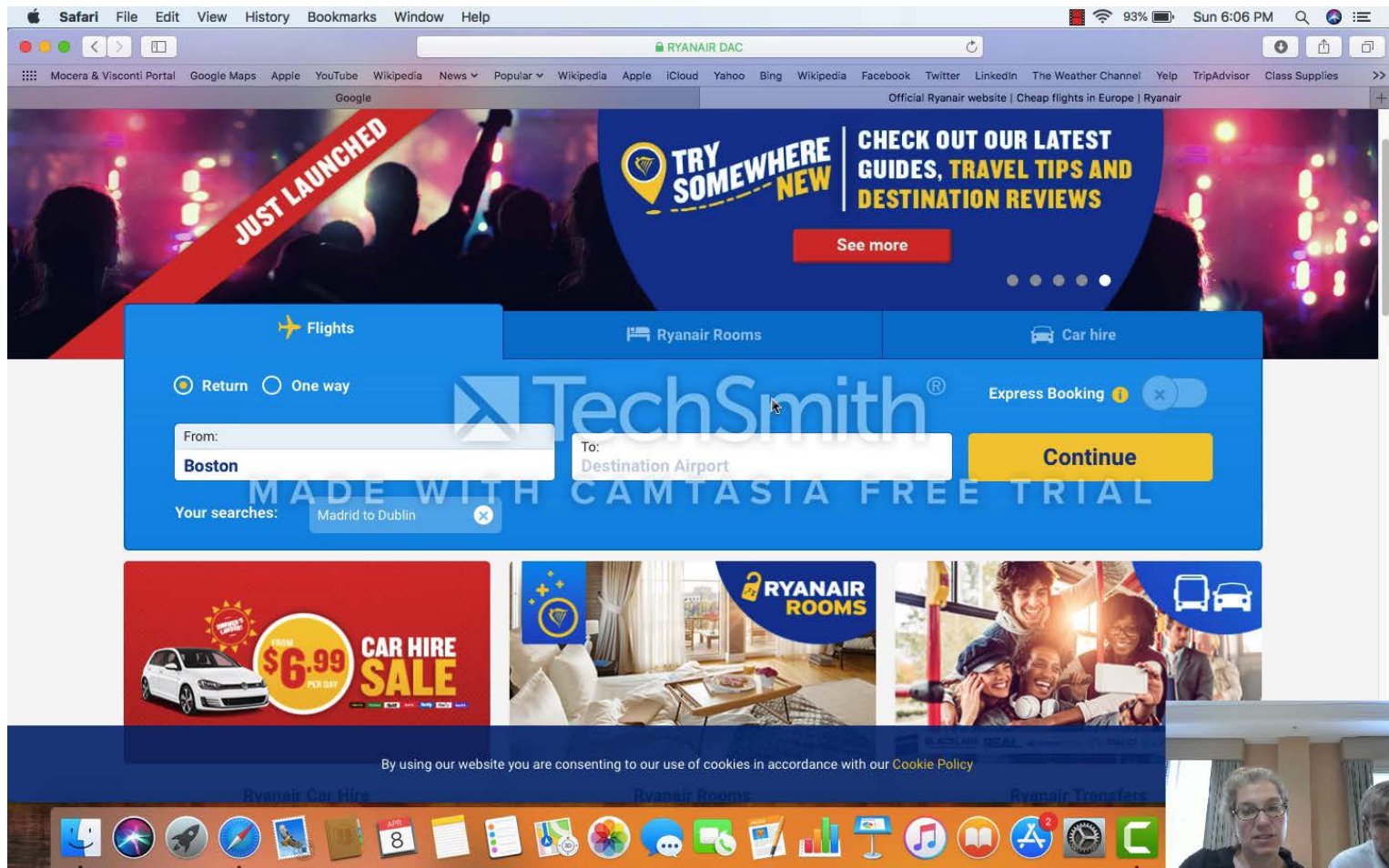
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P2 Expected Context Sensitive Help



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P2 Could Not Locate Info Button



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P3 Used FAQ and Table of Fees

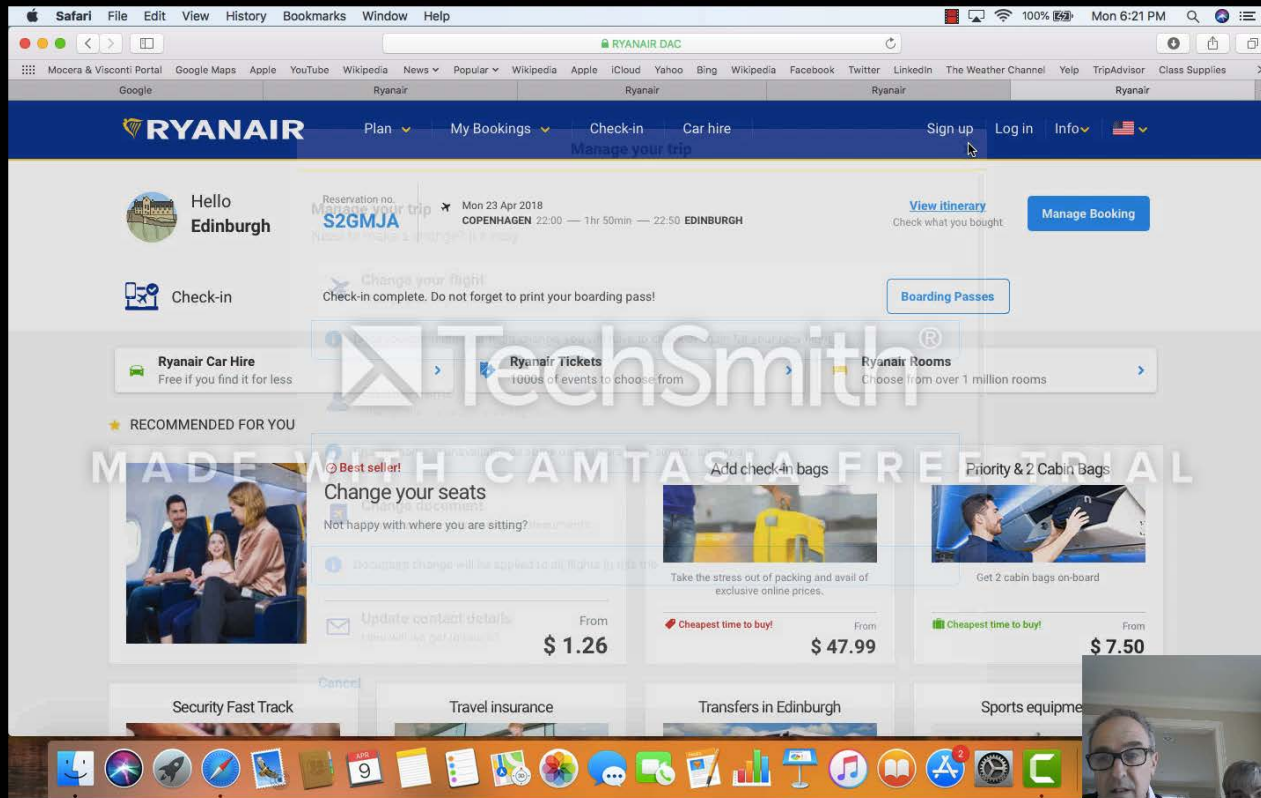
The screenshot shows the Ryanair website interface in a Safari browser. The page displays flight options for the route London Luton to Copenhagen. The selected flight is for Friday, May 11th, at a price of \$78.95. The flight is direct, taking 1 hour and 55 minutes, and is operated by Ryanair (FR 7408). The departure time is 11:35 from London Luton, and the arrival time is 14:30 in Copenhagen. The total cost shown is \$0.00, with a 'Continue' button next to it. The website footer includes logos for Visa, Mastercard, PayPal, and Discover, along with copyright information for 2018 Ryanair DAC.

Day	Price
Wed 9 May	\$ 21.10
Thu 10 May	\$ 25.26
Fri 11 May	\$ 78.95
Sat 12 May	\$ 91.87
Sun 13 May	\$ 193.80

Direct (1 hr 55 mins)
11:35 London Luton
14:30 Copenhagen
from \$ 78.95

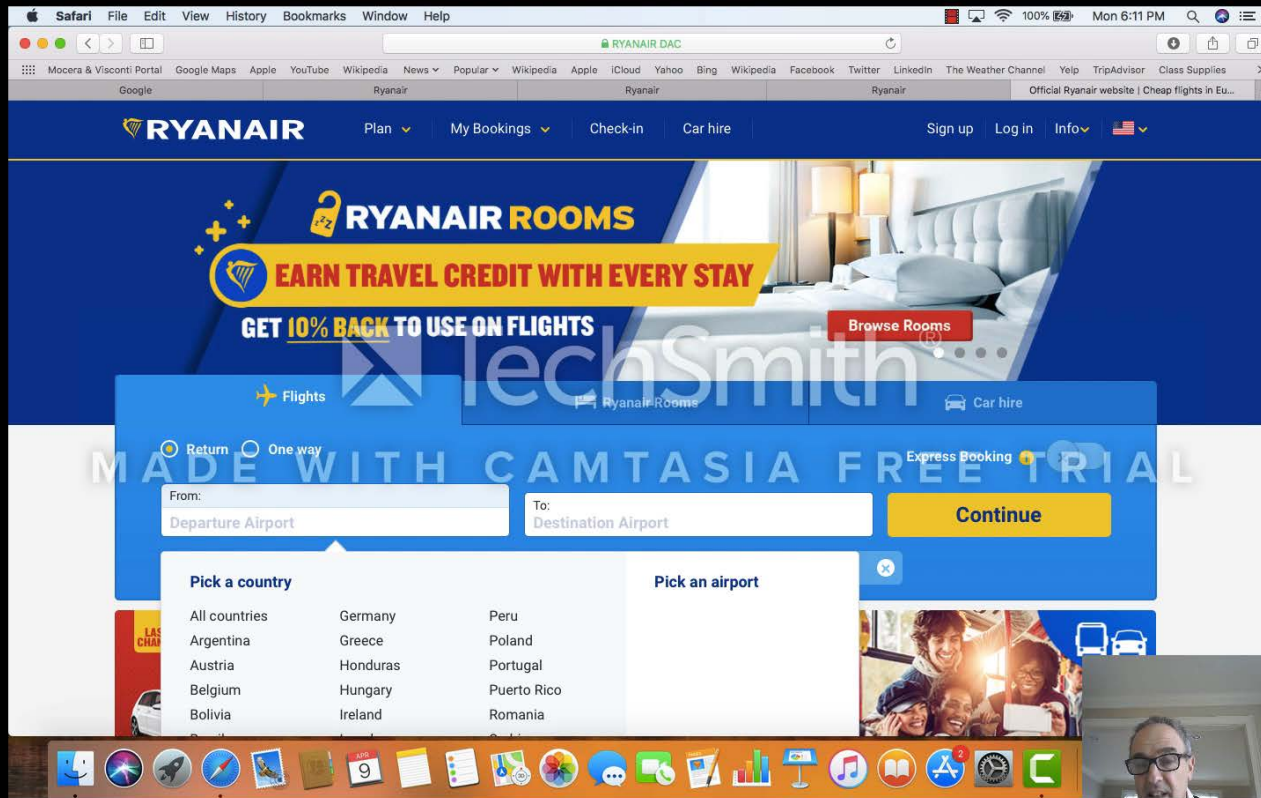
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P3 Clicked Check-in Icon to Check-in a Trip



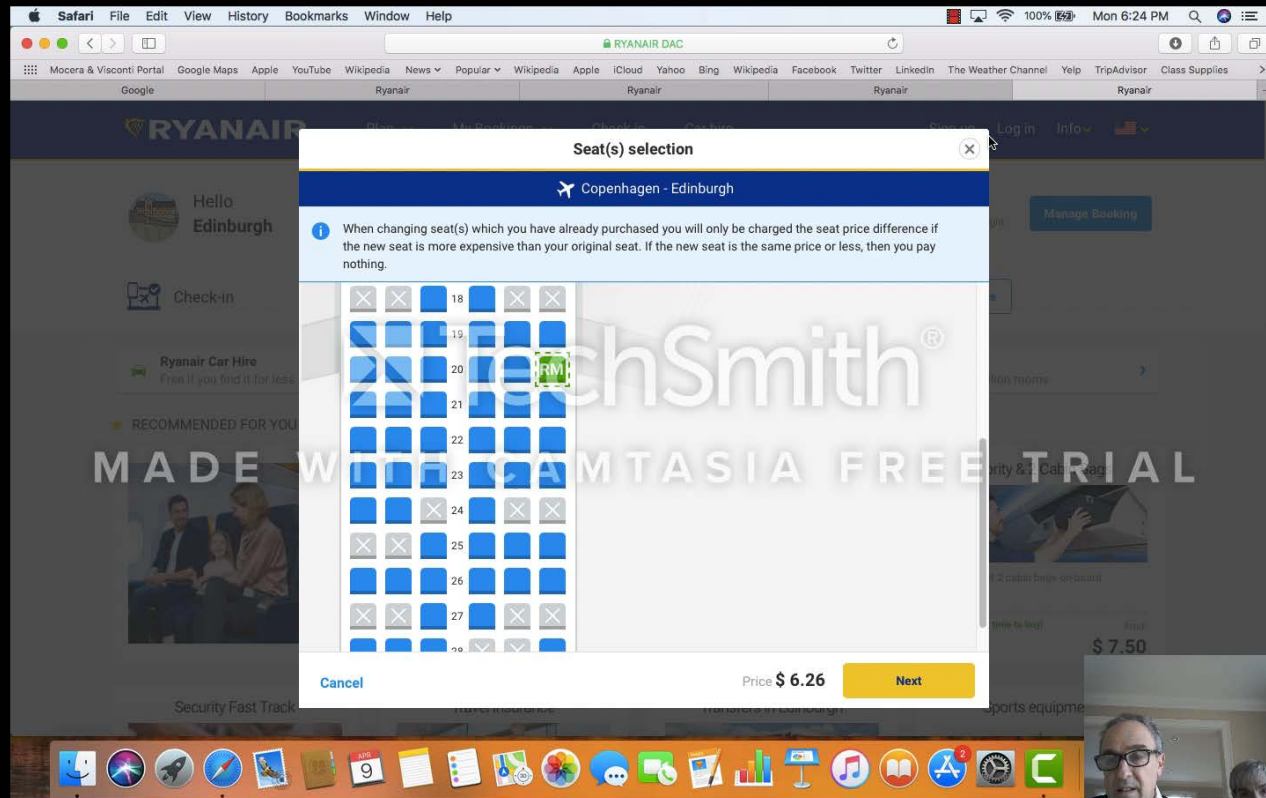
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P2 Participants Cannot Book Trips With Multiple Destinations



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P3 Thinks Home Screen is Cluttered



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CUE 10: Usability Report

Team E

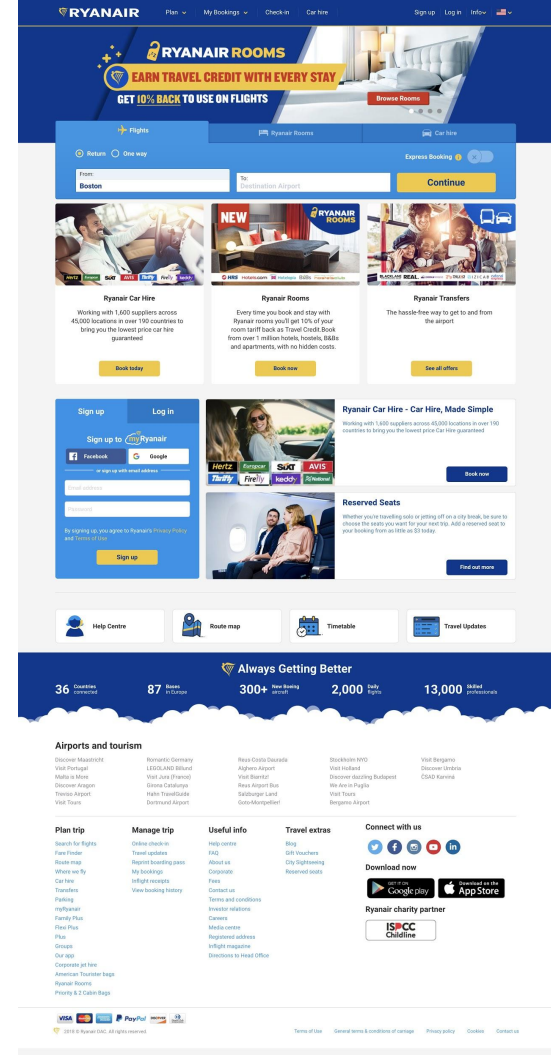
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3	Introduction
4	Executive Summary
5	Methodology
6	Participants
7	Tasks
8	Severity Scale
9	Post Task Feedback
11	Summary of Findings
12	Findings
29	Summary of Recommendations

Introduction

Ryanair is a low-cost airline that services 34 countries, primarily operating within Europe. Ryanair.com allows users to compare Ryanair flight options and book tickets in advance of travel.

A usability test was conducted using a live version of Ryanair.com accessed through a desktop computer. Morae and One Beyond software were used to record testing, capturing the participant and moderator, the participant's navigation choices, and any comments, questions, and feedback. A notetaker observed and logged data from the lab's observation room.



Executive Summary

Usability testing was conducted at a lab located in the Greater Boston area on March 15, 2018. The purpose of the tests was to assess the overall usability of Ryanair.com's interface design and information architecture.

3 participants were recruited for individual testing. The sessions were comprised of 6 tasks and lasted approximately 40 minutes each.

The study uncovered 17 findings, primarily related to the consistency of feature location and the presentation of information.

This report outlines the tasks used during the sessions, participant feedback, task completion rates, time on task, usability findings, and recommendations for improvements.

Methodology

Participants were recruited through social media postings. Respondents were sent emails to determine eligibility and to confirm availability. Participants were deemed eligible if they had flown before, had experience with online shopping, and were not usability, IT, or design-oriented professionals.

Each session lasted approximately 40 minutes. During the session, the moderator provided an overview of the test session and asked participants of their familiarity with Ryanair. A notetaker logged data for each session from a separate observation room. The session itself was comprised of 6 tasks. For each task, the moderator read the scenario aloud and presented a written copy for the participant to refer back to. Each task required the participant to find information or make a change using the website.

The moderator ended the session with two post-task questions:

- What was your overall impression of Ryanair.com?
- If you were to describe Ryanair.com to a colleague in a sentence or two, what would you say?

Participants

Participant data gathered via the recruitment screener.

Participant	Age	Gender	Profession/Industry	Flight Experience	Online Shopping Experience
P1	20	F	Human Resources	Has flown internationally multiple times; Last flown twice in past 6 months	Regular; Generally buys clothes, accessories & school supplies online. Last purchase made in the past 1 month.
P2	21	F	Neuroscience	Frequently flies domestically; Last flown once in past 6 months	Regular; Frequently shops for shoes, books, household items online; Last purchase made in the past week.
P3	26	M	Marketing	Frequently flies domestically; Last flown twice in past 6 months	Irregular; Occasionally buys groceries, travel gear and clothing online. Last purchase made in the past 3 months.

Tasks

Data recorded for each task of the usability sessions.

No.	Task	Success Rate				No. of Assists				Time on Task (minutes)		
		P1	P2	P3		P1	P2	P3		P1	P2	P3
1	Book a round trip flight	✓	✓	✓		×	1	×		3.10	8.47	3.00
2	Rules for carry-on baggage	✓	✓	✓		×	×	×		1.18	2.30	1.25
3	Find the lowest-priced ticket	✓	✓	×		×	1	1		2.09	4.35	3.50
4	Change a flight	✓	×	×		×	3	1		1.50	7.00	8.15
5	Book a multi-leg flight	✓	×	✓		1	5	2		6.25	8.20	6.10
6	Check-in for a flight	✓	✓	✓		×	×	×		2.22	1.16	3.30

Severity Scale

Severity Level	Description
Level 1	Minor: causes slight hesitation/irritation for users.
Level 2	Moderate: can result in task failure for some users; causes moderate delays/irritation for users.
Level 3	Major: results in task failure; causes significant delays/irritation for users.
Insights	A separate area to note suggested enhancements or to mention strengths to ensure that positive features are not changed when problems are addressed.

**Based on Jeff Sauro's severity scale. <https://measuringu.com/rating-severity/>*

Post Task Feedback

	P1	P2	P3
What is your overall impression of RyanAir?	<p>“Definitely has some useful elements...they have an FAQ - it took me a little time to find it on the homescreen, it was at the bottom instead of up at the top where it was when I first found it.”</p> <p>“The website may not be super easy to navigate, but it’ll give you the cheapest price.”</p> <p>“It does it’s job, but it could be a lot more seamless.”</p>	<p>“Flying is already a pain...I feel like it was too hard to find information”</p> <p>“You have to keep retracing your steps every time you get a new piece of information”</p>	<p>“It’s definitely easy to use if you’re not in a rush.”</p> <p>“It’s a little counterintuitive in certain places, but overall I like it.”</p> <p>“I like that it gives a lot of different options for bags, hotels - it’s all right there in front of you.”</p>
If you were to describe RyanAir.com to a colleague in a sentence or two, what would you say?	<p>“RyanAir is a pretty easy website to navigate...there can be difficulties when trying to book more than one flight.”</p> <p>“I think the Live Chat only came up in the end...it does show up at some point, but its unreliable.”</p>	<p><i>*P2 not asked due to shortage of session time.</i></p>	<p>“It’s cheap, it’s real cheap.”</p> <p>“They got a lot of good destinations.”</p>

Findings

[Plan](#)
[My Bookings](#)
[Sign up](#)
[Log in](#)
[Info](#)
[Car hire](#)

[Flights](#)
[Ryanair Rooms](#)
[Car Hire](#)

[Return](#)
[One way](#)

[Continue](#)

Ryanair Car Hire

Working with 1,600 suppliers across 45,000 locations in over 190 countries to bring you the lowest price car hire guaranteed.

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Ryanair Rooms

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Visit Portugal
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Discover Angkor
Toronto Airport
Visit Tignes

Barcelona's Girona
LEEDSLAND Billund
Visit your favourite
Drama Catalunya
Hahn TravelGuide
Düsseldorf Airport

Buenos Aires Ezeiza
Alghero Airport
Discover Scotland's Backstop
New Airport Bus
Subloger Land
Girona-Montserrat

Stockholm Malmö
Visit Ireland
Discover Scotland's Backstop
Wine Ave in Puglia
Visit Tours
Bergamo Airport

Visit Bergamo
Discover Umbria
ESAD Festival

Plan trip
Search for flights
Fast Track
Route map
Where we fly
Car hire
Transfers
Parking
myRyanair
Family Plus
Fly Plus
Plus
Google
Our app
Corporate jet hire
American Tourister bags
Ryanair Rooms
Priority & 2 Cabin Bags

Manage trip
Online check-in
Travel updates
Report boarding pass
My bookings
My flight requests
View booking history

Useful info
Help centre
FAQ
About us
Corporate
Press
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Summary of Findings

→ Strengths

- ◆ Users largely found the flight search function accessible and intuitive and commented on the ease of choosing basic flight options.
- ◆ Users liked the use of visual representations to aid the decision-making process for flight dates and airline seats.

→ Areas of Opportunity

- ◆ Inconsistency in the location of certain features across the site caused users to question themselves and spend a long time tracking down information (primary navigation bar, live chat, and other help features).
- ◆ Conflicting information contributed to a lack of understanding for users (window to change a flight, cost of changing a flight, available flight destinations).
- ◆ Users missed certain functions (checkout) and felt other features were missing (booking a multi-leg flight).
- ◆ Some functions felt unintuitive in their location, such as the change seat option.

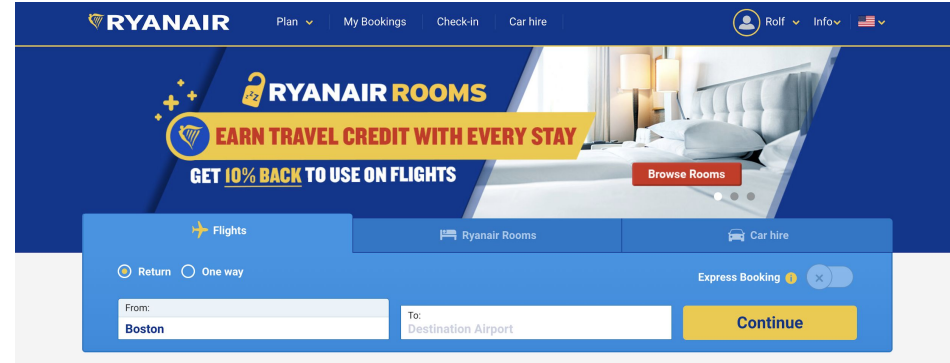
Severity	No. of Findings
Minor	6
Moderate	4
Major	4
Insights	3
Total	17

1. Search for Flights

Insight

Finding

The search for flights function is prominently displayed on Ryanair's homepage, allowing users to immediately begin searching for and booking flights without delay. Users found this location both convenient and memorable when revisiting the function for additional searches.



2. Date Selection

Insight

Finding

Ryanair provides a clear calendar format for selecting dates of a trip. Users found it convenient to have the trip dates highlighted on the calendar along with the freedom to enter them manually.

Users also found it helpful to see which days were greyed out which conveyed flight unavailability for a given date.

The screenshot displays the Ryanair website's flight booking interface. At the top, there are navigation tabs for 'Flights', 'Ryanair Rooms', and 'Car hire'. Below these, users can select between 'Return' (selected) and 'One way' flights. The 'From' field is set to 'Madrid' and the 'To' field is set to 'Glasgow'. The 'Fly out' date is '12/05/2018', and the 'Fly back' field is empty with a placeholder 'DD/MM/YYYY'. The 'Passengers' field shows '1 Adult (age 16+)'. A yellow 'Let's go!' button is prominent. Below the main form, a calendar overlay is visible, showing 'April 2018' and 'May 2018'. The calendar for May 2018 has the 12th and 13th highlighted in blue. The bottom of the page features promotional banners for car hire, Ryanair Rooms, and Ryanair Transfers, each with a 'Book today', 'Book now', or 'See all offers' button.

Flights Ryanair Rooms Car hire

Return One way

Express Booking

From: Madrid To: Glasgow

Fly out: 12/05/2018 Fly back: DD/MM/YYYY Passengers: 1 Adult (age 16+)

Let's go!

By clicking Let's Go I agree to Website Terms of Use

April 2018 May 2018

Mon Tue Wed Thu Fri Sat Sun

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Working with 1,000+ suppliers across 45,000 locations in over 190 countries to bring you the lowest price car hire guaranteed

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the hassle-free way to get to and from the airport

Ryanair Transfers

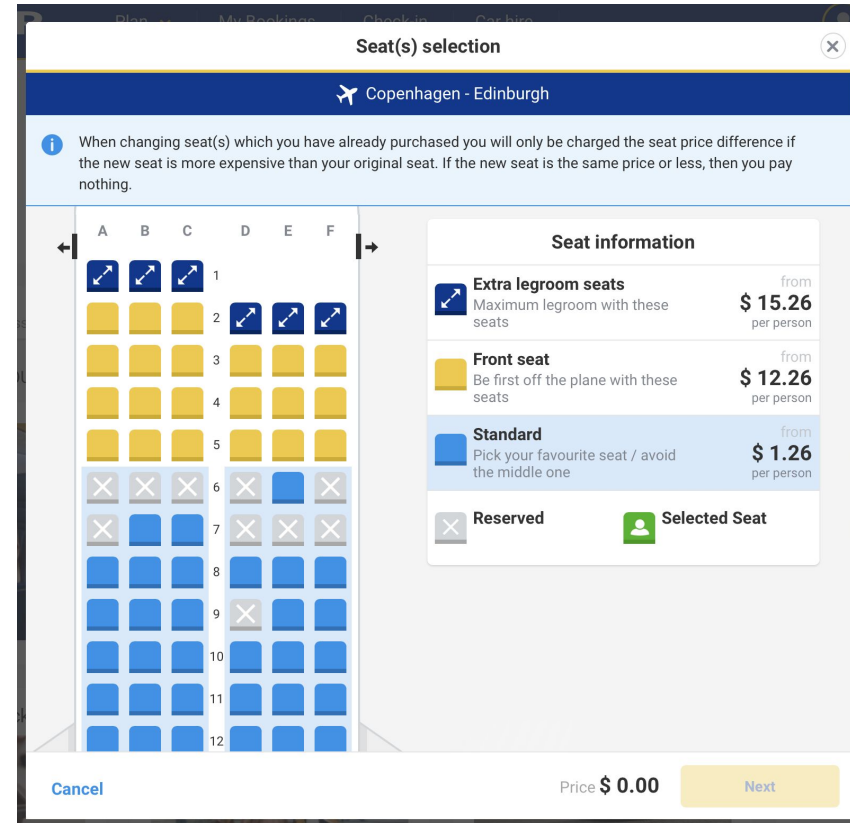
See all offers

3. Seat Selection

Insight

Finding

The seat(s) selection page presents the airplane's layout in a visual way to illustrate the location of a given seat. Users found it easy to navigate and select seats, mentioning that the color coding for the available seat types supported the decision-making process and made pricing clear.



4. Primary Navigation

Severity: Major

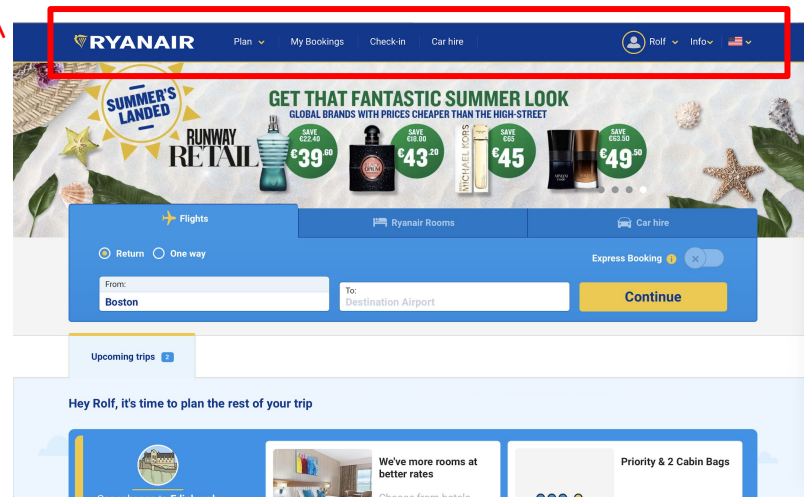
Finding

The features available through the primary navigation bar at the top of the page change depending on which screen a user is on (see [A] and [B] for a comparison). The inconsistency impacted users' understanding of available features and how to access them.

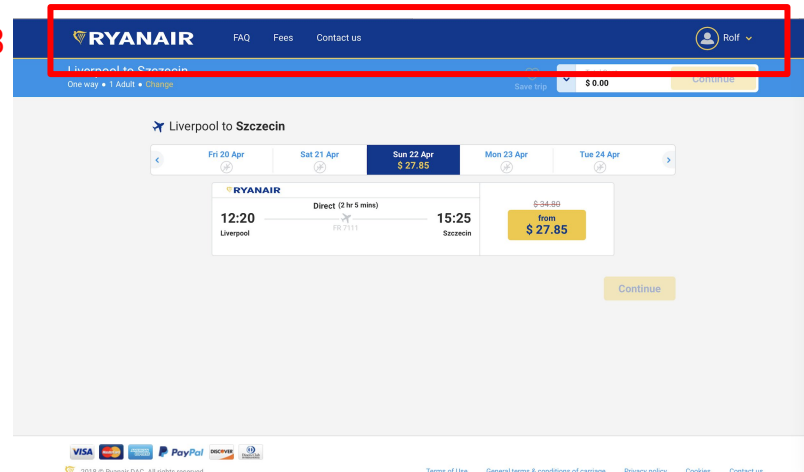
Recommendations

The options presented on the primary navigation bar should remain fixed to boost the consistency of the overall experience and increase learnability for users. Fixing the location of important features will reduce confusion and allow users to quickly access the features they need.

A



B



5. Multi-leg trip

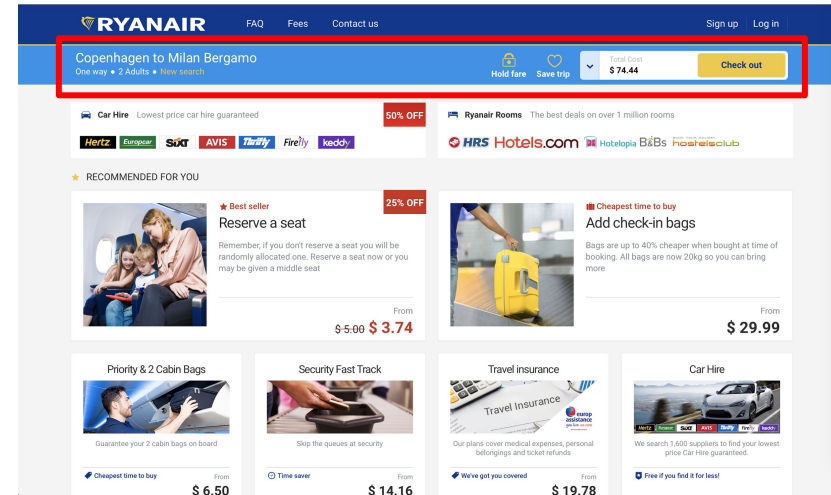
Severity: Major

Finding

Booking a multi-leg flight is not currently accommodated by Ryanair. Currently, a user has to plan and book each leg of a trip individually. Since a user is unable to view flight information from prior bookings, they run the risk of misremembering information needed for subsequent bookings. Additionally, by booking each leg separately, a user runs the risk of booking one leg and being unable to book the next leg before seats run out.

Recommendations

Ryanair should accommodate multi-leg travel by providing users with an ‘*Add another leg*’ option that would retain a flight selection from A→B, allowing users to explore flight options from B→C before booking any of the flights. The feature should also allow users to review and make adjustments to any legs of a trip before finalizing the set of bookings. The feature could be implemented at the top of the page for a given trip [A].



A

6. Help

Severity: Major

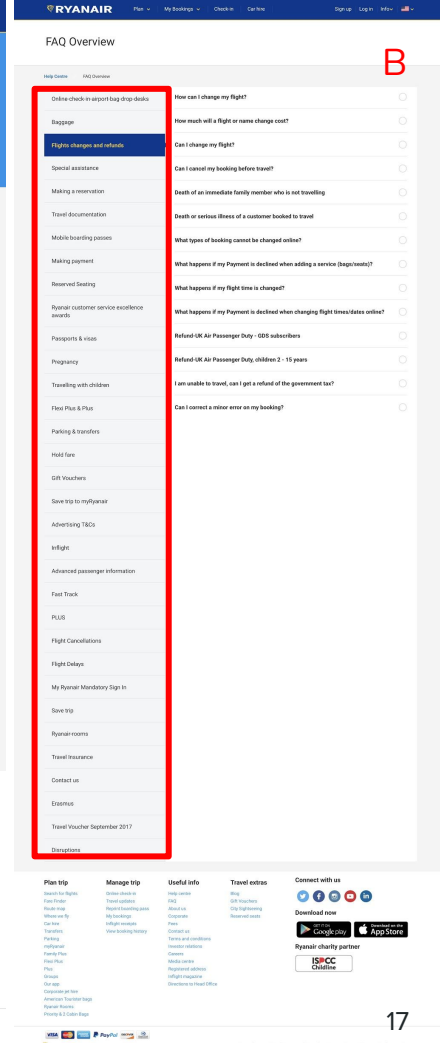
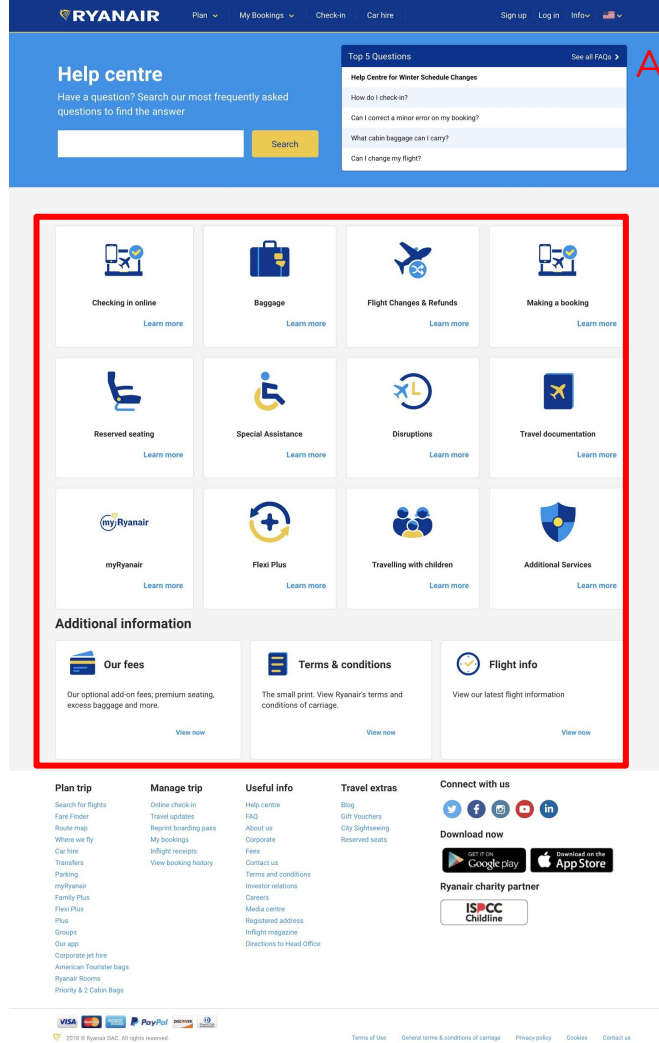
Finding

Ryanair provides multiple methods of seeking help, but it is not immediately clear what information would be found on the 'Help Centre' page [A] compared to the 'FAQ' page [B], making it difficult for users to distinguish between the two.

The 'FAQ' page contains a large number of categories, making it harder for users to quickly locate information. Several categories, such as “*Ryanair customer service excellence awards*” or “*Advertising T&Cs*,” seem less relevant to the majority of users.

Recommendations

The Help Centre page should be the centralized location for all policies and information. The FAQ should be accessible in a similar format to other Help Centre categories, but FAQ content should be limited to information relevant to the majority of passengers to reduce the overall content of this section and improve findability.



7. Change Seat

Severity: Major

Finding

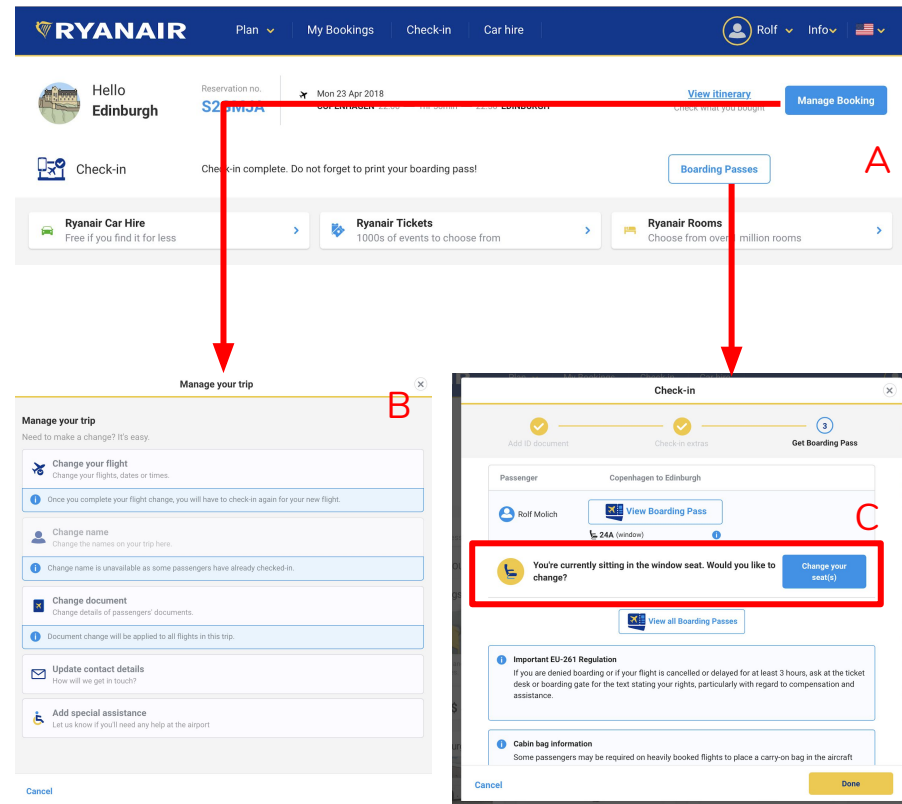
A passenger looking to change seats for an existing booking may first navigate to the landing page for the trip in question [A].

“Manage Booking” suggests that this button is where a passenger would be able to make all changes or updates to a trip, however, the ability to change seats is unlisted on this panel [B].

“Boarding Passes” generally refer only to passes that authorize passengers to board a plane once tickets have been purchased, however, this panel is where passengers must go to change seats [C].

Recommendations

The “Change your seat(s)” feature should be moved to the “Manage Booking” section so that all features associated with making changes to a booking are in the same location.



8. Saved Flight Data

Severity: Moderate

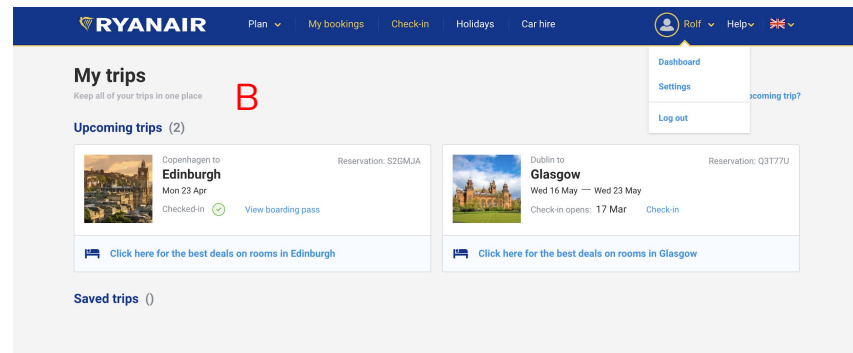
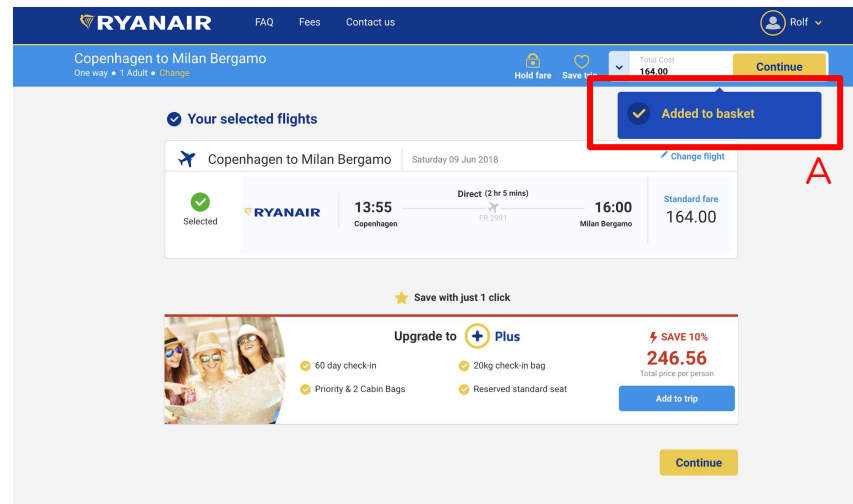
Finding

Once a passenger has selected a flight, but before they have purchased said flight, a notification pops up notifying the user that the flight has been “added to basket” [A].

If a user navigates to a separate page before purchasing the flight, there is no clear way how to re-access the basket and this information is not listed on the “My Trips” page [B]. A user must then go back through the process of searching for and selecting the flight an additional time in order to make up for lost progress.

Recommendations

A basket of saved items should remain fixed across pages in the top right corner (to follow the location convention set by the “added to basket” notification). This would allow users to pick up where they left off if they navigate to other portions of the website while planning a trip. This feature can also be utilized for booking multi-leg trips [see Finding 5].



9. Livechat

Severity: Moderate

Finding

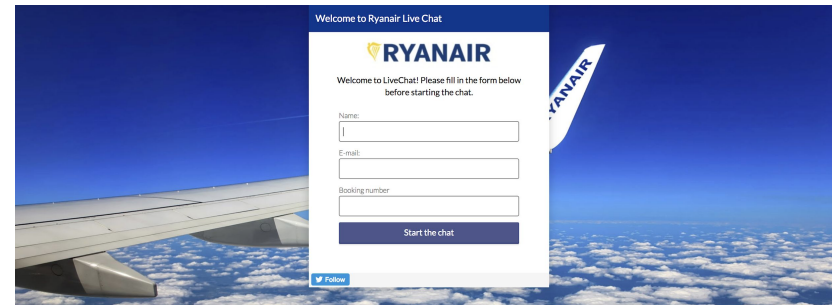
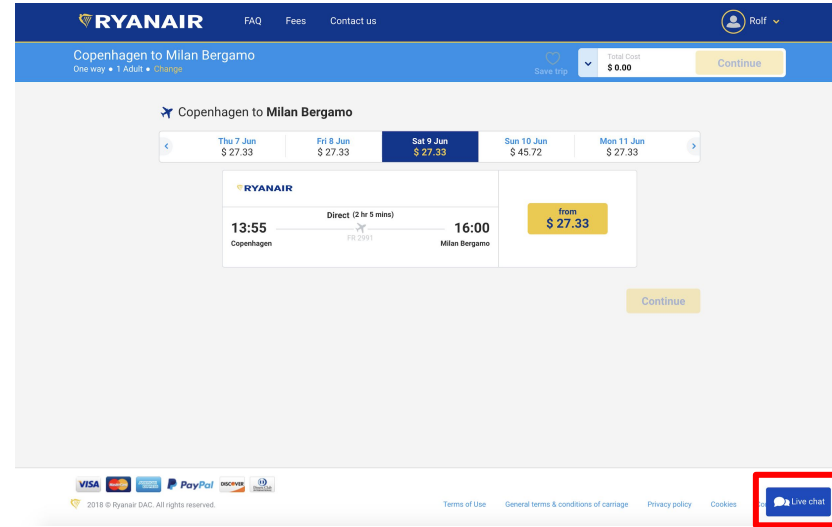
The live chat feature only appears after a user has remained on the same page for an extended duration. This can cause the user to miss the existence of the feature at a time when they need it, or think that the feature has disappeared if they switch to a new page.

The feature opens in a separate tab, placing more work on the user in remembering and describing any issues they are facing.

The new tab does not carry over login information, requiring the user to reenter details. The feature also asks for a booking number prior to the chat, which a user may not have at that stage.

Recommendations

The live chat feature should remain present in a fixed location to boost awareness of its existence. The chat window should open up within the current page to allow users to refer to on-screen elements and follow instructions easily. The chat window would need to stay live across pages so that a user could navigate the site without losing the chat. Consider only asking for booking numbers as a part of the chat when relevant.



10. Change Flight Fees

Severity: Moderate

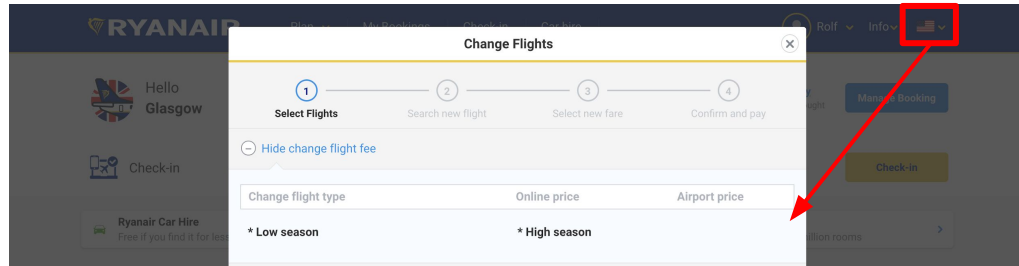
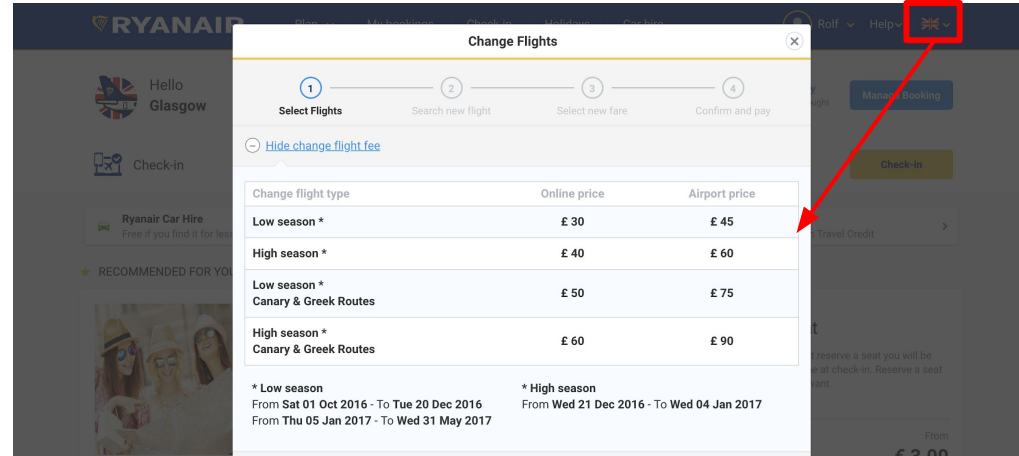
Finding

The table of flight change fees located on the Manage Booking panel displays different levels of information depending on the version of the website selected.

For example, the Great Britain version of the website [A] displays fees associated with a low season, high season, etc., while the United States version for managing the same flight [B] displays no fee information.

Recommendations

Flight change fee information should be present in each version of the website to provide transparency for passengers of all nationalities. Fees should be displayed in the currency relevant to the version of the website selected, but otherwise be displayed consistently.



11. Currency Display

Severity: Moderate

Finding

The currency remains static on certain pages of Ryanair.com, displaying costs in euros regardless of which version of the website is selected.

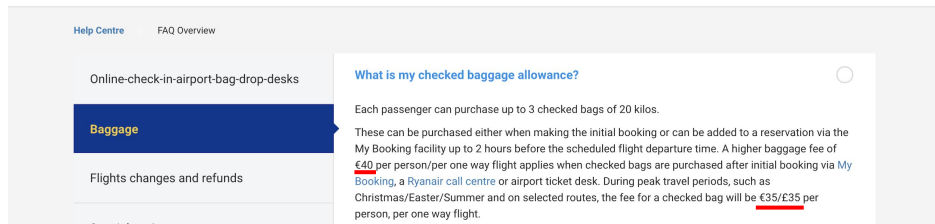
For example, if viewing the 'FAQ Overview' and 'Table of Optional Fees' on the United States version of the website, costs are displayed in euros rather than being converted into dollars.

Recommendations

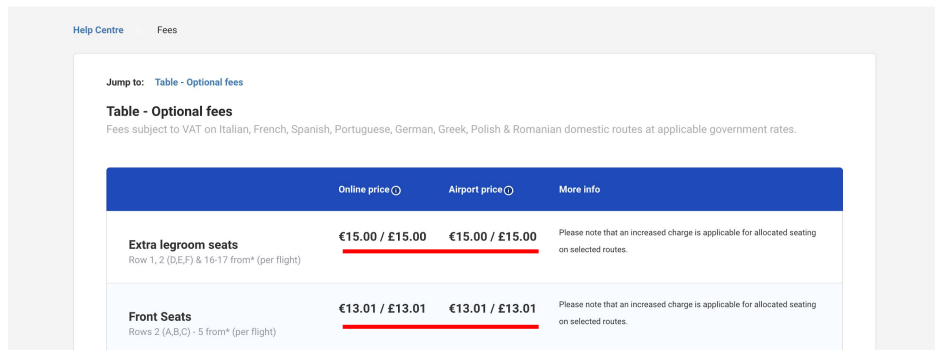
Ryanair converts currency based on the website version selected when a passenger is attempting to book a flight. This conversion should be further applied to all areas of the website where currency is displayed.



FAQ Overview



Fees



12. Baggage Size

Severity: Minor

Finding

The information for cabin baggage allowance is provided in dimensions that may be hard for some users to visualize.

Recommendations

The size requirements for cabin baggage could be accompanied with a visual representation of bag size for comparison. Consider co-relating the dimensions of bag size with commonly identifiable objects for a reference point.

Consider converting size and weight dimensions depending on the version of the website that a user has selected (for example, the United States version might display weight in lbs) for additional clarity.

What cabin baggage can I carry?

What you CAN bring on board

If you have purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on-board:

- One small bag e.g. handbag, laptop bag etc. not exceeding 35cm x 20cm x 20cm
- One cabin bag, not exceeding 55cm x 40cm x 20cm in size and 10kg in weight.

If you have not purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on-board:

- 1 small bag on board (35cm x 20cm x 20cm)
- If a second cabin bag (55cm x 40cm x 20cm) is brought to the gate, it will be put in the aircraft hold free of charge. The Regulations on Cabin Baggage apply.

Passengers who have reduced mobility and have prebooked airport special assistance can carry both pieces of their cabin baggage into the cabin with them.

Passengers who are carrying special medical items (e.g. CPAP machine, Portable Oxygen Concentrator) can carry these into the cabin in addition to their 2 pieces of cabin baggage.

Oversized cabin baggage will be refused at the boarding gate, or where available, placed in the hold of the aircraft for a fee of £50/€50 (fee subject to VAT on domestic flights at applicable government rates). See our table of fees at [this link](#).

If you are unsure whether your bag is the correct size, check it at the Bag Drop desk before going through security.

Priority costs €5 if purchased at the time of the initial flight booking. If added via the manage my booking facility on our website, or via the Ryanair app (up to 40 minutes before the scheduled flight departure time) the fee is €6.

[Learn more](#)

13. Available Flight Options

Severity: Minor

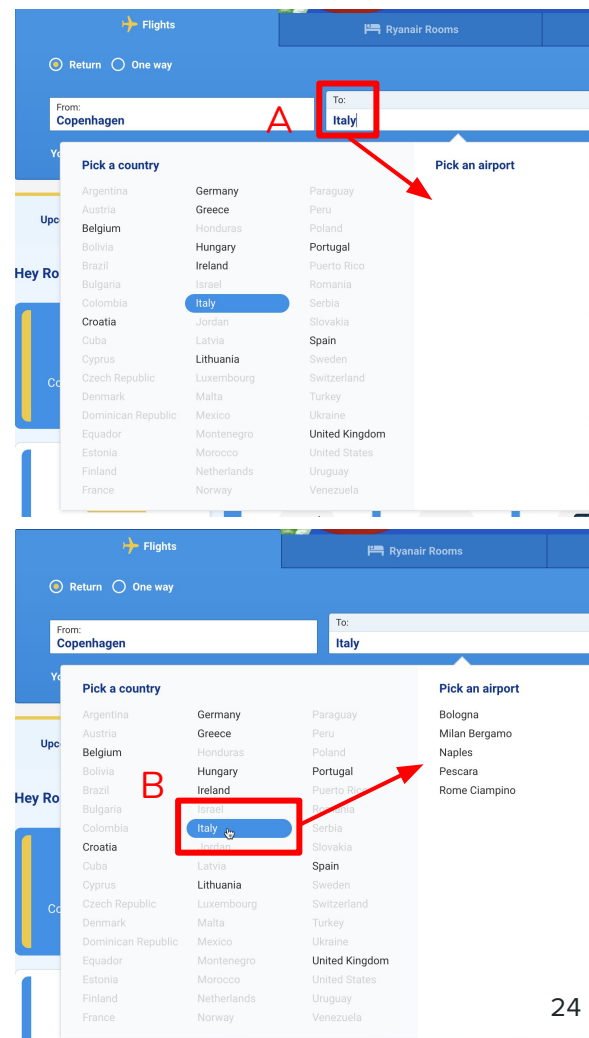
Finding

When initially searching for flights, the options box below the search bar reads “Pick a country” suggesting that you can also search by country.

Typing a country’s name brings up no options [A], however selecting the same country’s name from the “Pick a country” section shows that options are indeed available [B].

Recommendations

Typing a country’s name in the search box should populate the “pick an airport” list in the same way that selecting a country from the “pick a country” list does. This would increase flexibility for users and accommodate both mental models.



14. Checkout

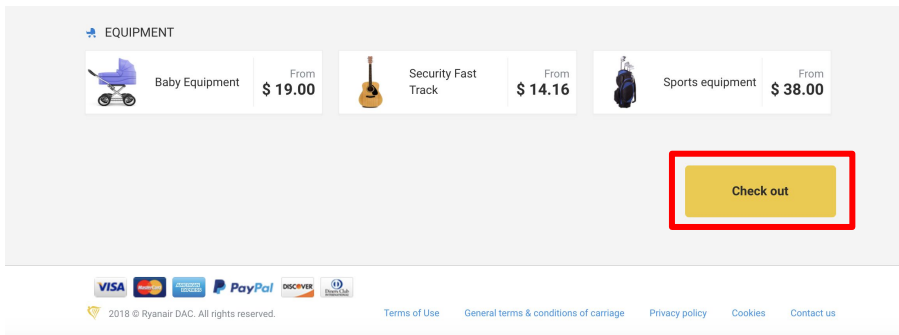
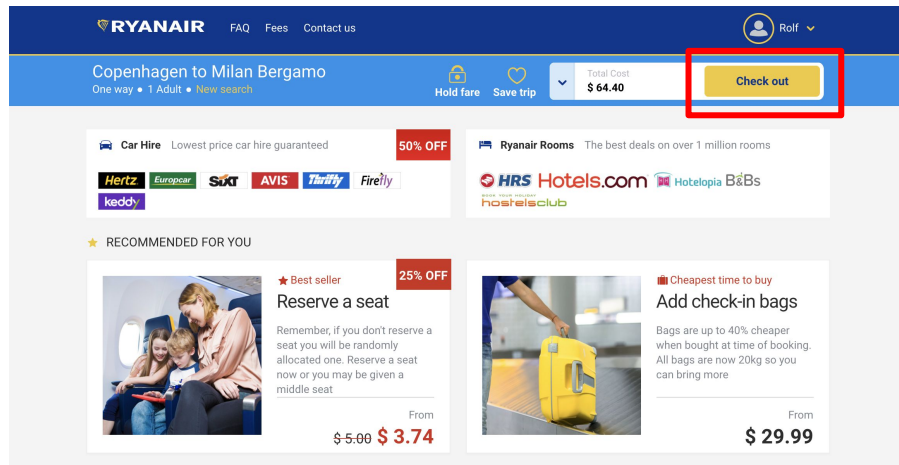
Severity: Minor

Finding

Several users missed the checkout button present at the top of the page after selecting flight options [A]. These users expressed frustration in feeling they had to scroll through advertisements for car and hotel rentals before reaching the checkout button at the bottom [B].

Recommendations

The visibility of the top checkout button could be improved by separating it from the navigation bar and reducing its proximity to other buttons/features. The size of the checkout button should also be increased in order to draw further attention to it.



15 .Change Flight Information

Severity: Minor

Finding

Information related to changing a flight can be found on multiple pages of the website, however, the window of time in which a passenger has the ability to change their flight is inconsistent across these pages.

Currently, the 'Manage Booking' page [A] lists that a passenger can make a flight change up to **4 hours** prior to their scheduled flight departure time, while the 'FAQ' [B] lists that a passenger can only make changes up to **2.5 hours** prior.

Recommendations

Flight change information should be consistent across pages in order to reduce confusion and ensure passengers have accurate knowledge of Ryanair's change policies.

i Change flight information

Flight change fees are charged per one way flight/per person and vary by season. In addition to these flight change fees, any price difference between the original fare paid and the new fare chosen is charged. Please note that if the fare/fees on the new flight is lower, no refund will be made.

Flight dates and times are changeable (subject to seat availability), such changes can be made up to 4 hours prior the scheduled flight departure time.

If you are changing your flight due to a flight cancellation, this will be free of charge once the change is confirmed at the end of this process.

A

How can I change my flight?



Can I change my flight?

B

Yes you can. You can change your flight dates or routes up to 2.5 hours before your flight is scheduled to leave and you can change the name on the flight up to two hours before you fly.

16. Airport Name

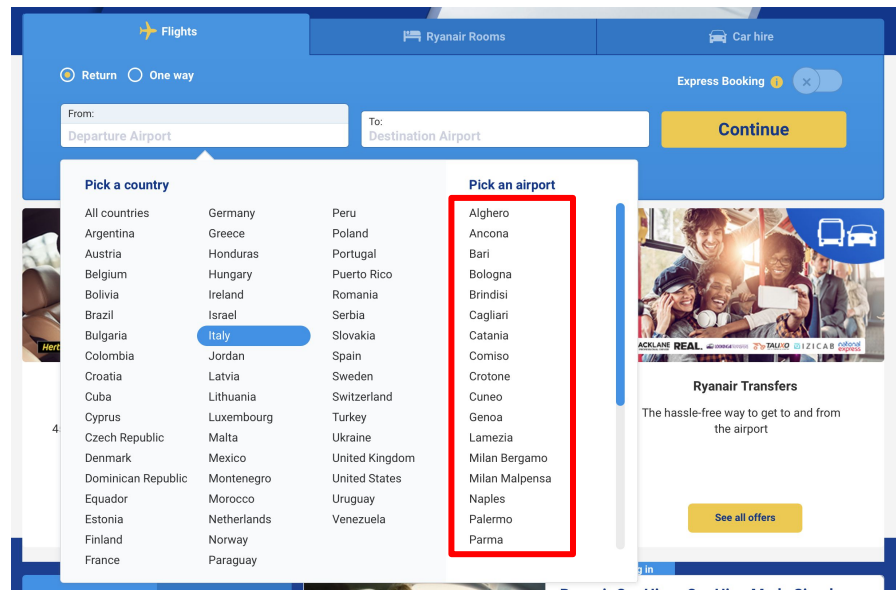
Severity: Minor

Finding

When searching for flights, Ryanair lists airports by their location, but does not display airport names. Users familiar with an airport's name are unable to leverage that knowledge when searching through available options.

Recommendations

Consider providing airport names when listing available destinations, or allowing a user to search by airport name in order to support existing user knowledge and findability.



17. Website Nationality

Severity: Minor

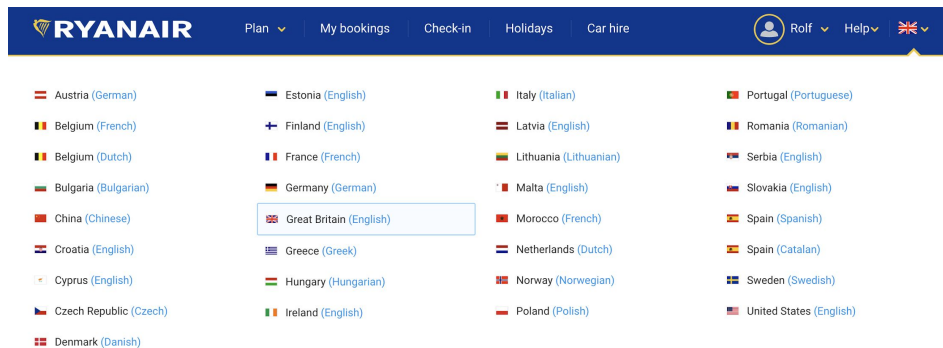
Finding

Ryanair allows users to select which nationality to display the website in (affecting language and currency). A bug seems to switch the nationality displayed without user input as they navigate between some pages.

Another bug seems to prevent a user from changing the nationality if they are viewing the United States version of the website. The feature is still displayed, but the drop-down for changing the nationality does not appear when the U.S. flag is clicked.

Recommendations

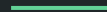
Investigate bugs associated with changing website nationality to ensure that the feature is available for all countries and that selections remain fixed until further user input. Ensure that selecting a given nationality converts the language and currency properly [see Finding 11].



Summary of Recommendations

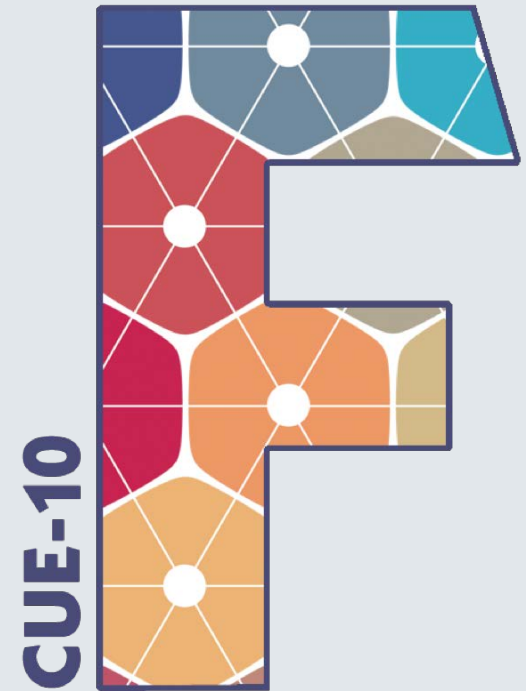
- Ensure features are consistent with their location across pages, in order to increase learnability and reduce user confusion and frustration.
- Display information consistently across pages and versions of the website in order to boost transparency and understanding of Ryanair's fees, policies, and features.
- Introduce a basket for travel options not yet booked and the ability to book a multi-leg trip to facilitate complex flight searching and traveling.
- Centralize and organize help information based on priority, in order to improve findability for users facing difficulty with common travel situations.
- Utilize appropriate naming conventions to ensure features are found in an expected location.

Team E



ryanair.com usability study findings

01 April 2018



goals & procedure

Goals

- Evaluate the overall ease of use of ryanair.com.
- Prioritize development efforts by identifying specific interaction issues that hinder user performance & diminish their perception of the Ryanair brand
- Establish a baseline for comparison against future versions of Ryanair.com

Procedure

- Three 40-minute usability study sessions were conducted on 23 March 2017.
- Each session included a brief introduction to the purpose and mechanics of the study and up to 5 of 6 planned think-aloud task completion exercises.
(See Appendix A.)



findings summary

Task Completion

Of the 13 total tasks attempted by the 3 participants:

- 7 (54%) were successfully completed
- 5 (38%) were not completed
- one (8%) was successful with assistance

Recommendations

22 recommendations are provided.

Positive Findings

Several positive findings were observed, particularly around shortcuts and navigation.

Localization

The most frequent issues were around poor localization. US-based participants were not familiar with some of the terms used, nor are they immediately familiar with metric measurements or foreign currencies.

Additional findings included:

- inconsistent header navigation
- issues with the airport selection interaction
- findability, volume, and presentation of Help Centre content

participants

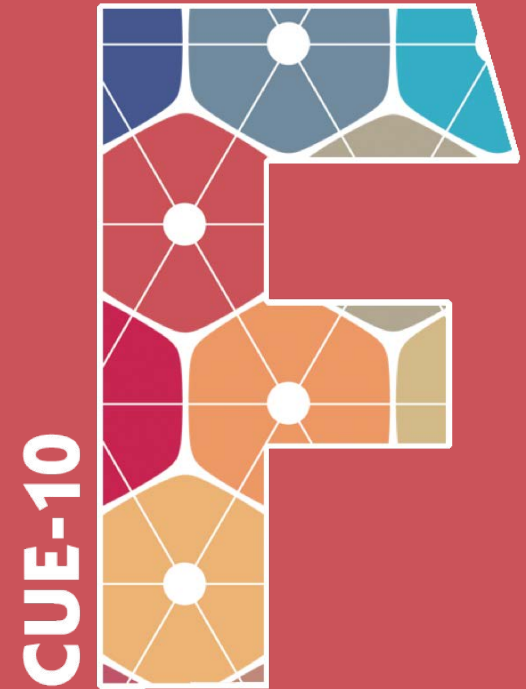
	age	gender identity	education	travel ¹	online shopping ²
P1 – Dixie	50s	female	some college	4–10	> 31
P2 – Jen	40s	female	some college	> 10	1–10
P3 – Dennis	40s	male	bachelor's degree	1–3	11–20

¹ Trips involving commercial air travel in the last 5 years

² Online purchases in the last 12 months

positive findings

Sessions revealed many user-friendly features of [ryanair.com](https://www.ryanair.com).

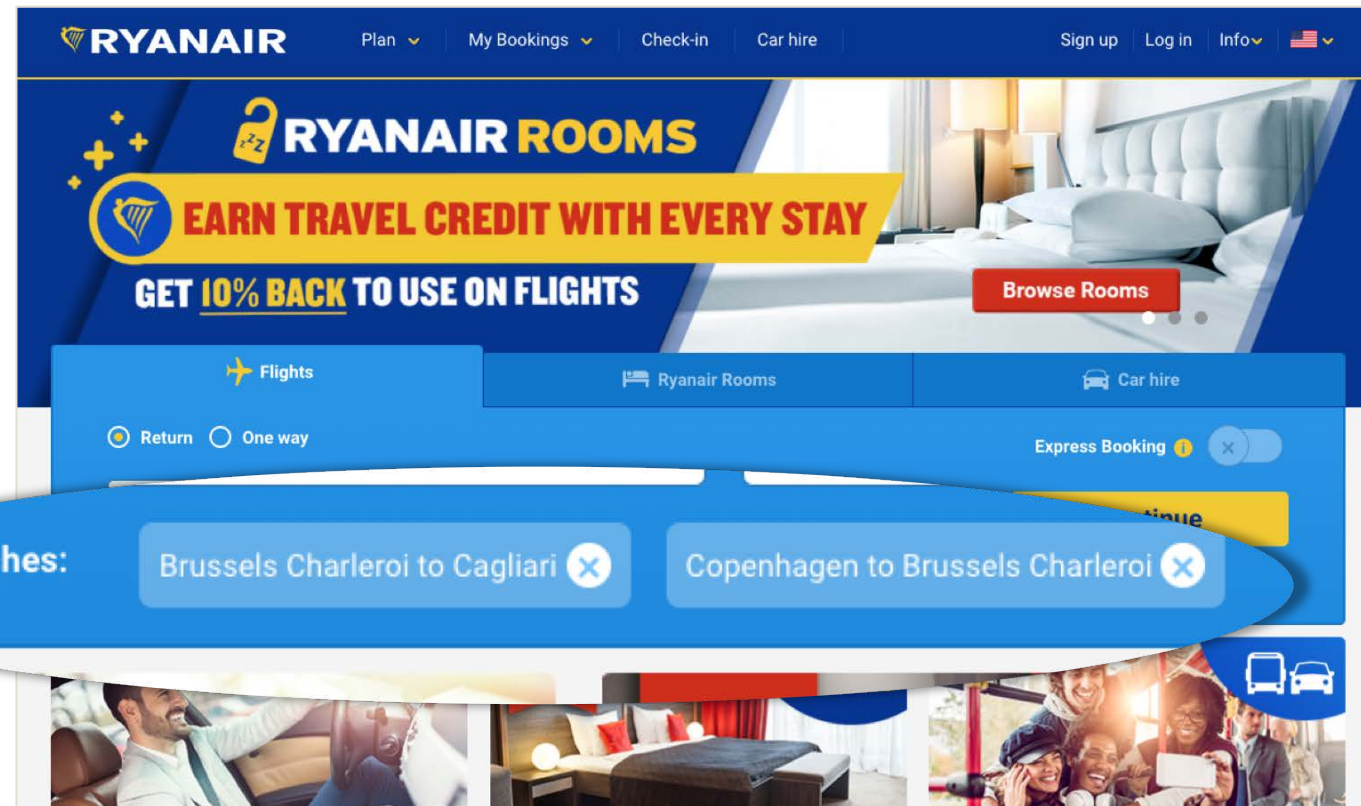


shortcuts

Some features increased participants' efficiency with the tasks.

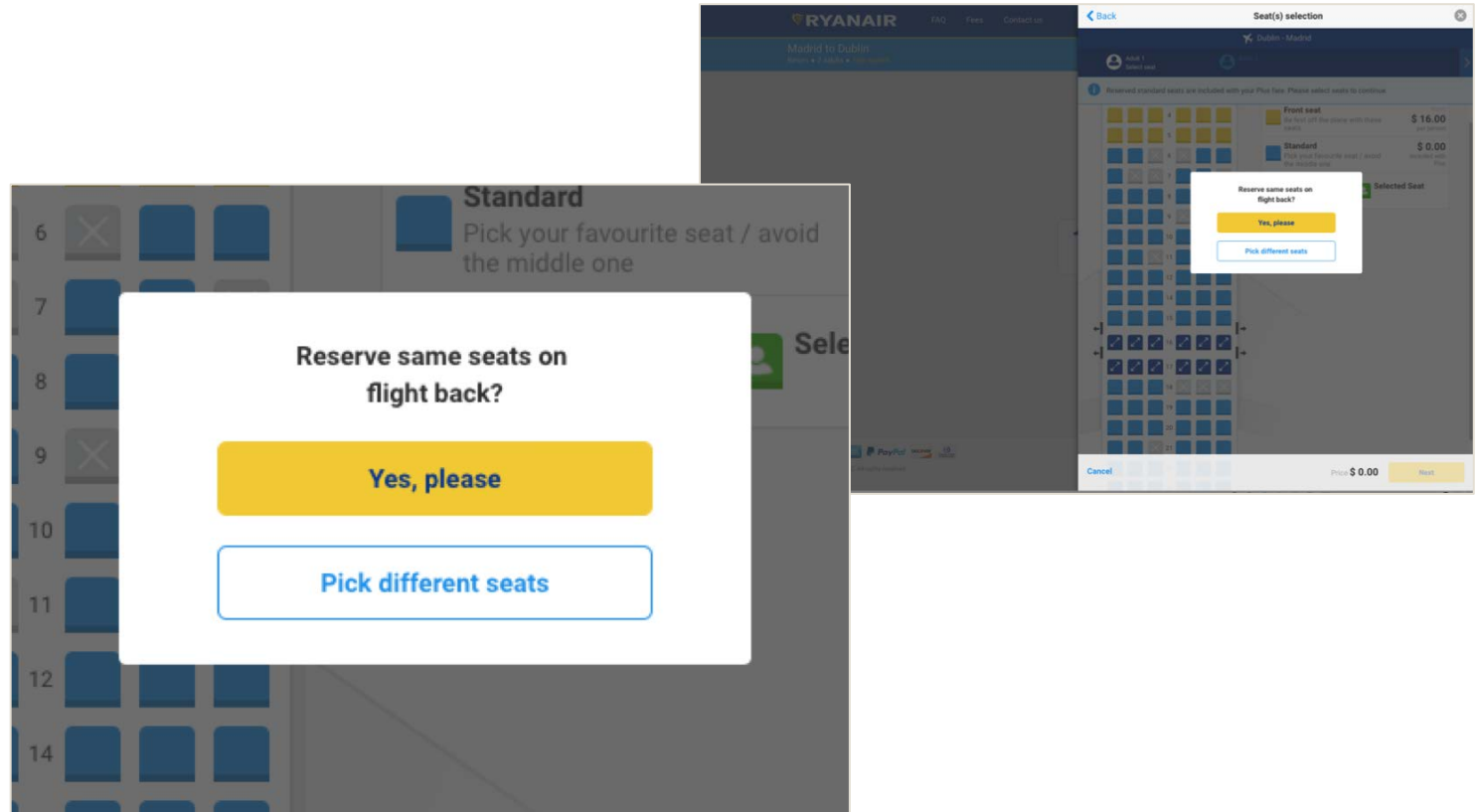
shortcuts: flight search

The home page includes small chips allowing easy access to recent flight searches, saving users effort vs. creating their searches from scratch.



shortcuts: return flight seat selection

Participants responded positively to the option to select the same seats for a return flight with a single click.

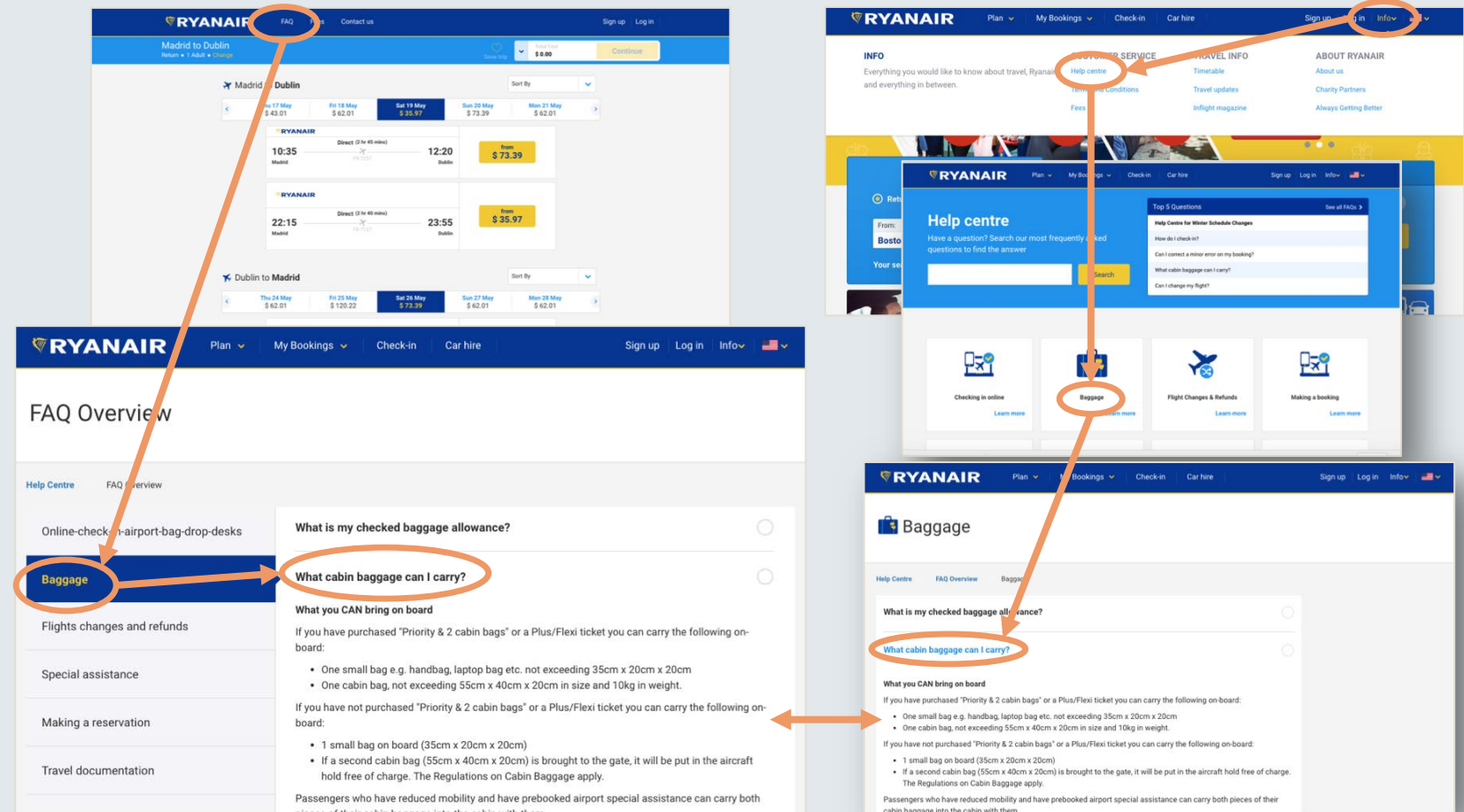


redundant navigation

Two instances of redundant navigation proved helpful to participants.

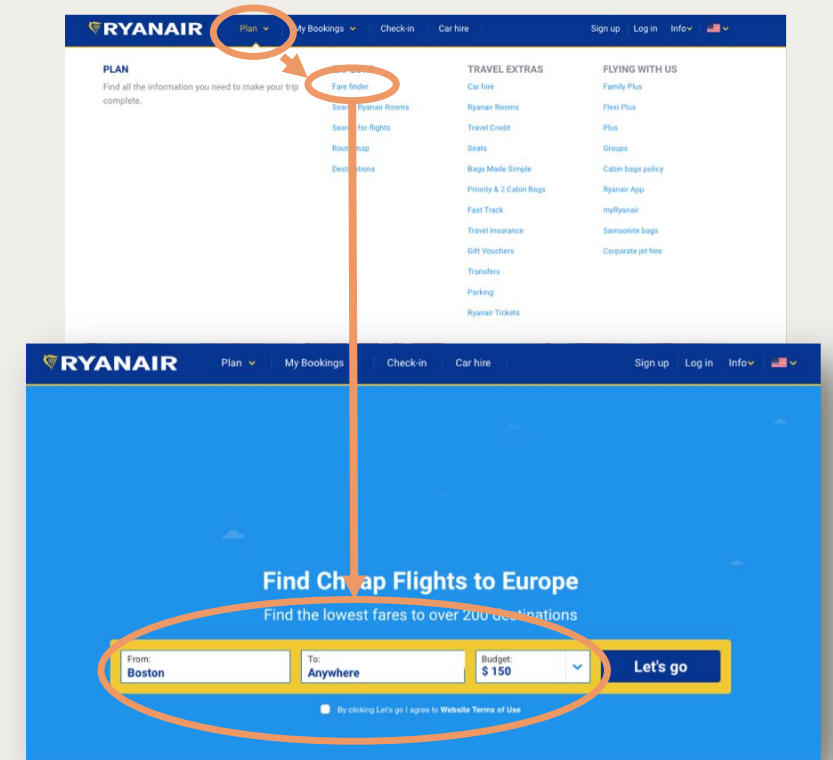
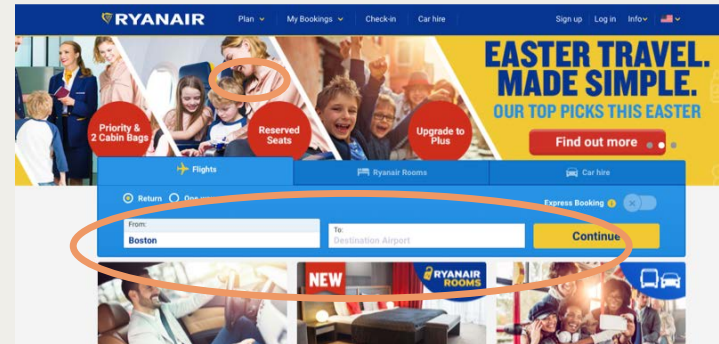
redundant navigation: help

The site provides multiple navigation paths to Help content, increasing its findability for customers.



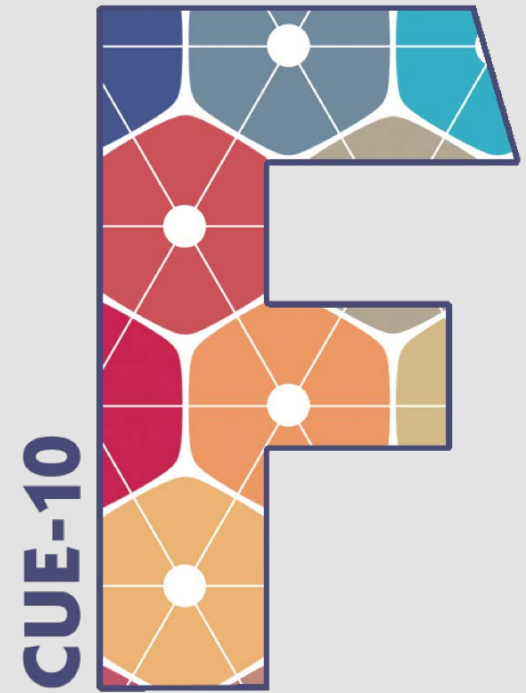
redundant navigation: flight search

There are also multiple paths to flight search.



task-centric observations

A task-by-task assessment of participants' performance.



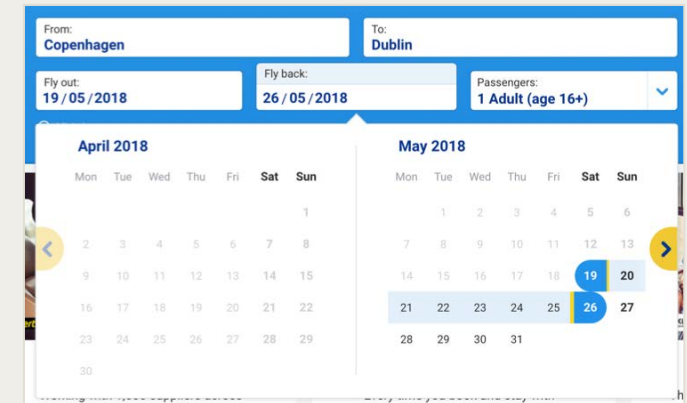
task 1

book a round-trip flight

task 1: summary

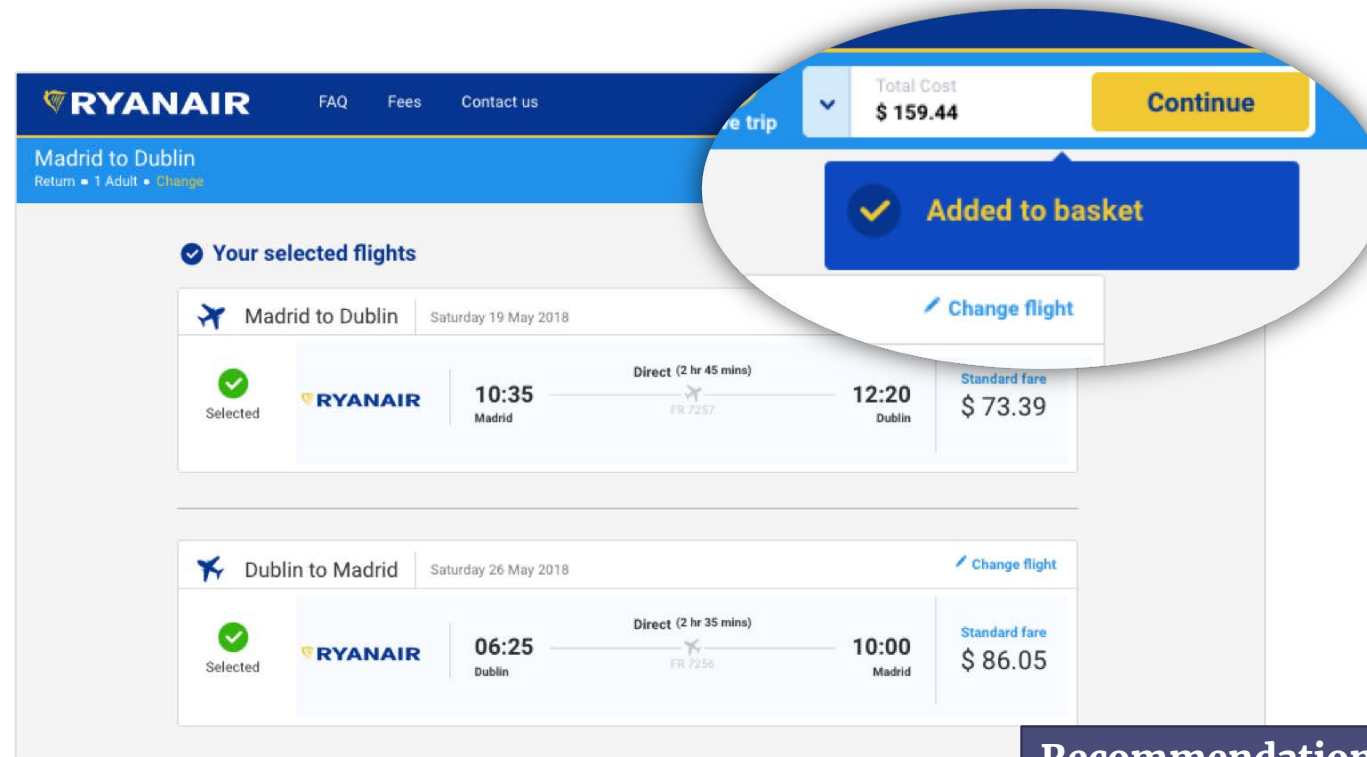
Task completion: 3 of 3

- All of the participants were able to book a flight successfully.
- Specific issues that impeded their performance included:
 - some difficulty with the country/airport panel
 - a need to translate the date format into the American format with which they are more familiar
 - a minor misunderstanding of the flight options displayed, in which Participant 3 thought the 2 options for the departing flight were actually the departing and return flights.
- Participants had positive things to say about:
 - the lack of intrusive popups or other distractions during the search process
 - the visual approach to the travel dates during selection.



task 1: add to basket

At least one participant found the term “Added to basket” unusual – that she didn’t think of “baskets” in the context of air travel. Participant 1 suggested “Added to itinerary” as a possible alternative.



Recommendation: Consider removing the term “basket” or replacing it with a more travel-relevant term.

task 1: flight options

Participants were unfamiliar with Ryanair and did not know the differences among the “Standard Fare,” “Plus,” and “Flexi Plus” options.

In general, they did not read these options carefully during the study and generally made a selection based on their general propensity toward economy or convenience.

Participant 3 read and misunderstood the premium options.

Madrid to Dublin

Sort By

Thu 17 May \$ 43.01 Fri 18 May \$ 62.01 Sat 19 May \$ 35.97 Sun 20 May \$ 73.39 Mon 21 May \$ 62.01

RYANAIR

Direct (2 hr 45 mins)

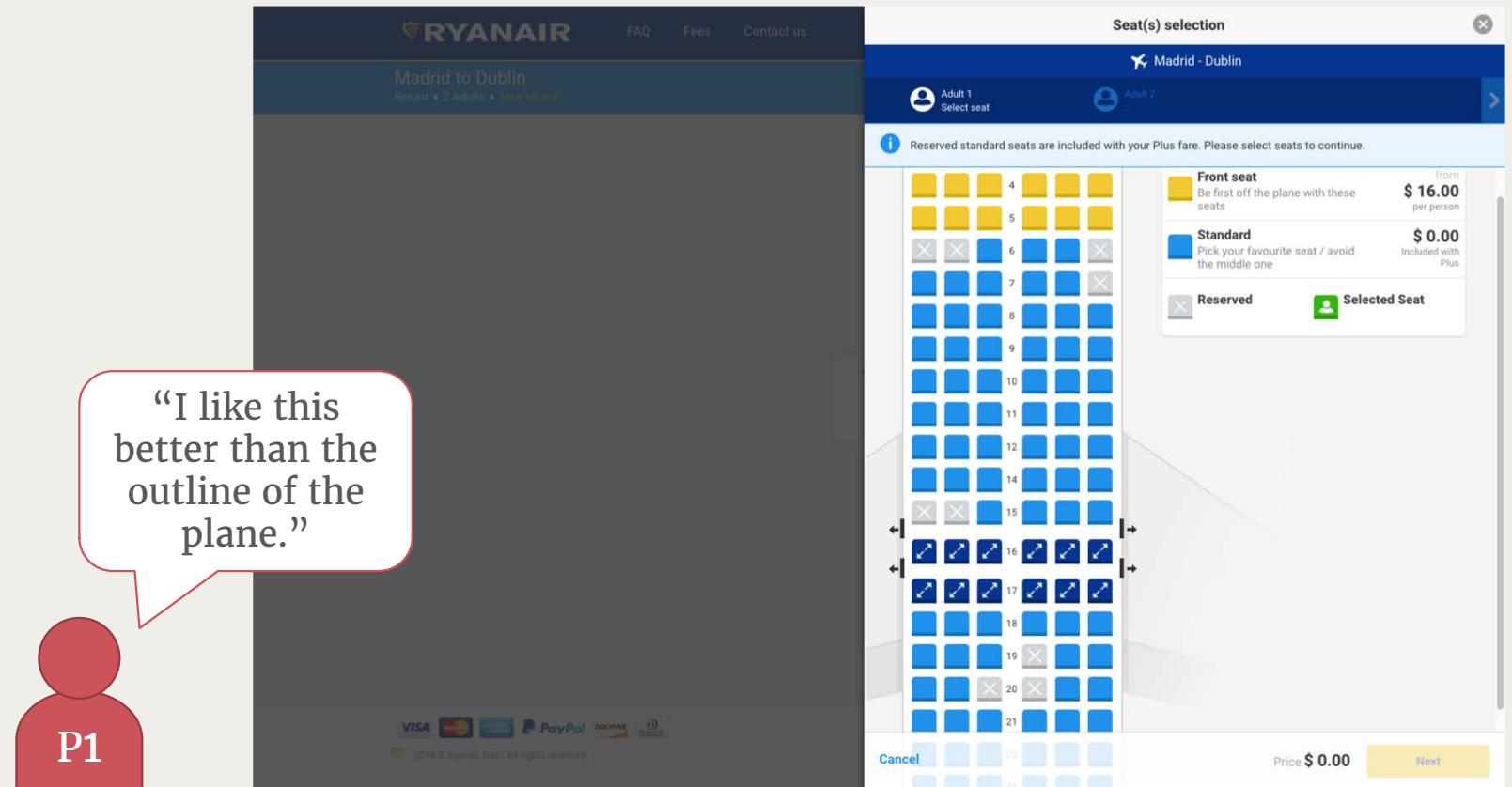
10:35 Madrid 12:20 Dublin

FR 7257

Standard fare	Plus	Flexi Plus
<ul style="list-style-type: none">✓ Lowest fare✓ 60 day check-in✓ 20kg check-in bag✓ Priority & 2 Cabin Bags✓ Reserved standard seat✓ Flexible tickets✓ Optional airport check-in✓ Security Fast Track	<ul style="list-style-type: none">✓ Lowest fare✓ 60 day check-in✓ 20kg check-in bag✓ Priority & 2 Cabin Bags✓ Reserved standard seat✓ Flexible tickets✓ Optional airport check-in✓ Security Fast Track	<ul style="list-style-type: none">✓ Lowest fare✓ 60 day check-in✓ 20kg check-in bag✓ Priority & 2 Cabin Bags✓ Any reserved seat✓ Flexible tickets✓ Optional airport check-in✓ Security Fast Track
<input type="radio"/> \$ 73.39	<input type="radio"/> \$ 113.11	<input type="radio"/> \$ 195.89

task 1: seat selection

Participants commented positively on the ease of selecting seats. Participants who chose a standard fare ticket clearly understood that reserving a seat came with an additional charge.



task 1: login prompt

At least one participant initially did not see the login prompt. Because she was focused on the central, washed-out portion of the screen, she assumed the page was still loading.

RYANAIR FAQ Fees Contact us Sign up Log in

Please sign up or log into **myRyanair** to continue your booking

✓ Faster bookings ✓ Faster check-in ✓ Save your searches

Sign up **Log in**

Passenger details

Please enter names as they appear on passport or travel documentation.

Title	First name	Surname
Title	e.g. John	e.g. Smith
Title	e.g. John	e.g. Smith

☐ Tick this box if any passengers require [special assistance](#) at the airport.

Price breakdown

Flights

Madrid to Dublin
Sat 19th May 10:35 - 12:20 FR 7257

2 x Adult Plus fares	\$ 226.22
2 x Free Priority & 2 Cabin Bags	Included
2 x 1st checked bag	Included
1 x Reserved seat	Included
1 x Reserved seat	Included

Dublin to Madrid
Sat 26th May 18:00 - 21:40 FR 7156

Contact details and payment

Recommendation: Consider repositioning the Sign Up/Log In options to make them more visible.

task 2

rules for carry-on baggage

task 2: summary

Task completion: 3 of 3

- All of the participants were able to find the information about baggage rules.
- Specific issues that impeded their performance included:
 - localization issues with terminology and measurements
 - the formatting of the information shown.
- Participants requested a more visual breakdown of the different rules instead of the text-only presentation provided.

task 2: presentation of information

Participants generally found the baggage content difficult to consume, sometimes requesting clearer visuals or chunking of information. Alternate presentations from other airlines are provided here for comparison and inspiration

Cabin bag allowance

Maximum size: 56cm x 45cm x 25cm, including handles and wheels

Squeeze in just enough for a weekend away. Cabin bags should be placed in the overhead lockers (or if small enough under the seat in front of you).

If the lockers are full, and your bag is the correct size, we'll put it into the aircraft hold for free.

Hand baggage

Number of items	Maximum size	Maximum weight
One	23 x 36 x 56cm (that's approx. 9 x 14 x 22 inches)	10kg (22lb)

Know what you can carry on

22 inches

14 inches

9 inches

Lufthansa

easyJet

Virgin Atlantic

American Airlines

Recommendation: Consider an alternate presentation of baggage requirements to improve efficiency and comprehension.

task 3

find the lowest-priced ticket among multiple airports

task 3: summary

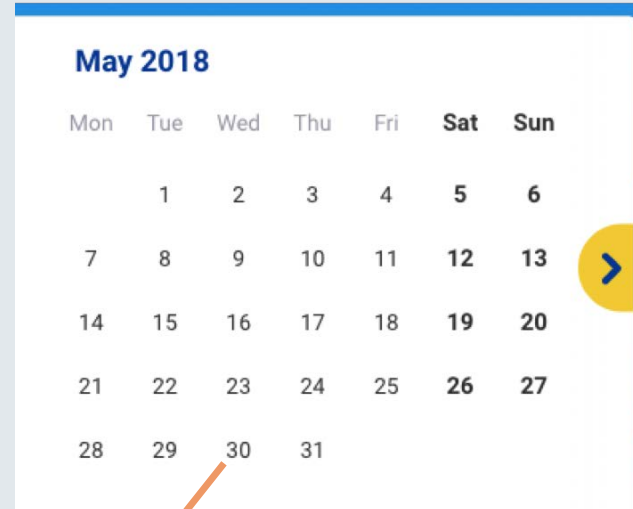
Task completion: 1 of 3

- Only one of the three study participants checked all three London airports to determine the lowest fare.
 - Other participants were able to find a fare but settled for the lowest fare from whichever airport they had searched. Sometimes, there was only one flight and fare from which to choose.
- The core issues with this task stemmed from participants **lack of knowledge that they must conduct three separate searches** and not, for example, that they were unwilling to do so.
 - The one participant who did complete the task successfully **was not happy** about having to conduct three separate searches.
- Specific interaction issues also hindered participants' ability to complete the task or to complete it efficiently, including:
 - mechanism for airport selection
 - misunderstanding the meaning of font styling on the calendar

Recommendation: Support flight searches from multiple nearby airports.

task 3: calendar styling

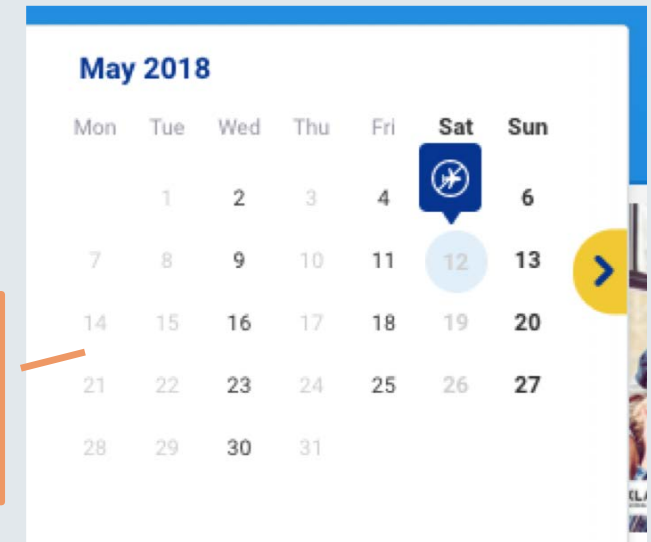
Participants misunderstood the styling of the calendar, thinking the regular font on weekdays indicated Ryanair did not have any flights on that route on those days. Some didn't even click the date to try to use it.



Participants thought flights were not available on the non-bolded dates.

There are actually *three* font styles, but users wouldn't necessarily know that.

It wasn't until later in the study, when they saw a third style accompanied by a hover effect, that they understood the meaning of the styling.



Recommendation: Consider not bolding weekend dates at all. Alternately, different date styling or more visible and persistent iconography to indicate valid dates.

task 4

change a flight

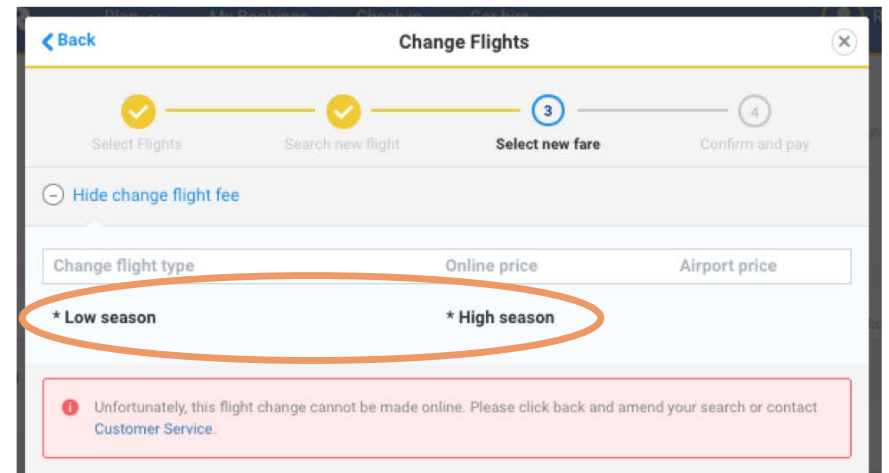
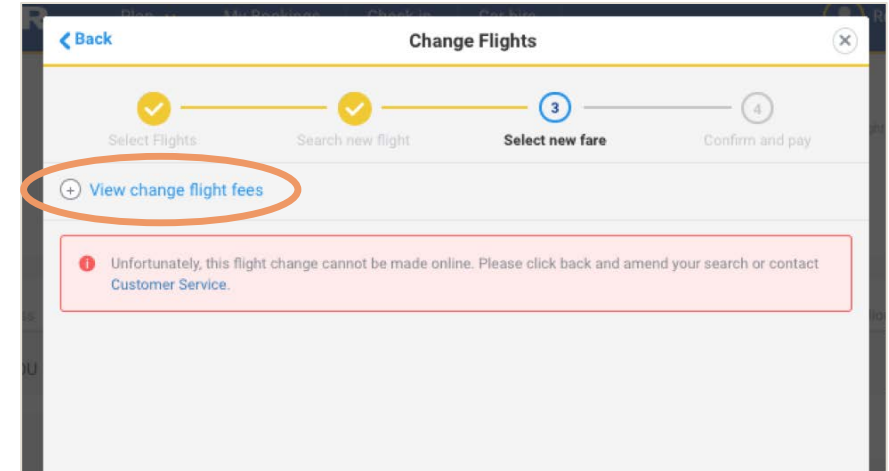
task 4: summary

Task completion: 1 (with assistance) of 3

- Participants *were* able to navigate successfully to the portion of the site that would allow them to change their flight but seemed at a loss for how to move on when they saw the error message that they could not continue.
- The experience was similar for participants who logged in and those who used only the confirmation number to access the booking.
- Participants had considerable difficulty moving on from their original path.
- All three participants indicated at some point in the task that they would call customer service for assistance.

task 4: error screen

- Participants often missed the “View flight change fees” link above the error message.
- Instead of providing fee information, “View flight change fees” shows two links – one for “Low season” and one for High season. Clicking these links closes the “View flight change fees” panel.
- There was no explanation for the cause of the error, nor were meaningful steps provided to resolve it.



Recommendation: Likely, this is at least in part not operating as designed. Fix any code errors and re-evaluate.

task 4: additional attempts

- One participant attempted to use the “Important information for your flight reservation” section of the printed confirmation, but the answer was not there.
- Two participants did eventually make their way to the **FAQ**, where:
 - Relevant content was divided among three different questions.
 - Answers were **incomplete**. The content provided ranges of fees but allowed the user no way to determine the actual cost of their specific desired flight change.
 - One of the links to the table of fees was broken and went to a 404 page.
 - The fee table itself does not provide enough detail for a user to determine their specific fees, either

Recommendations:

- Review the FAQ for completeness and accuracy and revise accordingly.
- Consider adding a link to flight change information in the booking confirmation

How can I change my flight?

How much will a flight or name change cost?

Can I change my flight?

Content on flight changes was distributed across three FAQ topics and a separate “Fees” page.

task 5

book a multi-leg flight

task 5: summary

Task completion: 0 of 1

- Due to time limitations, only one participant attempted this task.
- The participant did not attempt to use the Route Map to complete the task.
- The participant did determine:
 - She would need to compare many combinations of flights to determine the best itinerary for her needs.
 - She would have to write down information about various combinations, because there was no discernible way to save searches for later comparison.

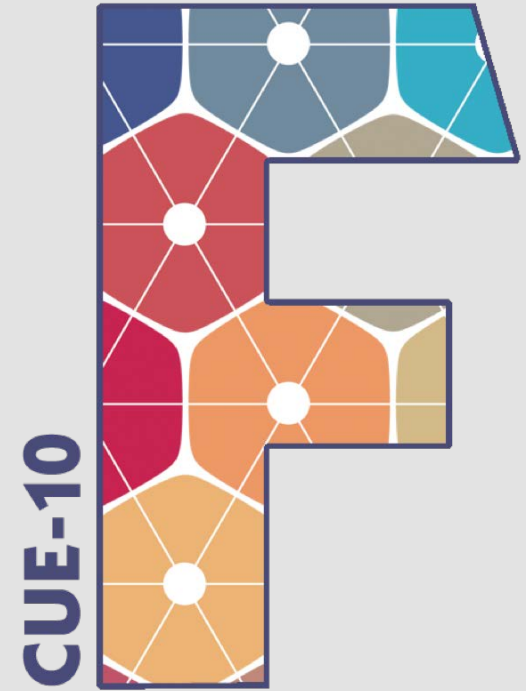
“I’d always wonder if I missed something.”



Recommendation: Allow for a single search to compare flight options even when there are connecting flights. Southwest Airlines in the US is one point-to-point airline that supports this activity on its website.

general findings

Findings grossly applicable across multiple tasks.



localization issues

Several minor instances of poor localization, when considered cumulatively, added significant friction to the participants' experiences.

localization: date format

Although the site clearly indicates it has detected the user is in the USA, dates are presented using the European format of dd/mm/yyyy instead of the American format mm/dd/yyyy.

Participants initially *did* find this confusing.

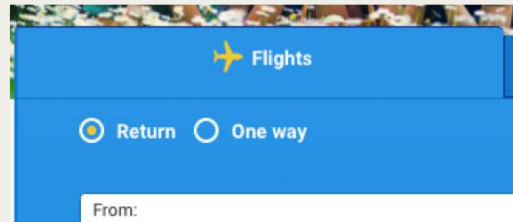


Recommendation:
Use the date format
standard for the
user's location.

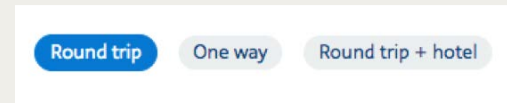
localization: “return” vs. “round trip”

Participants were somewhat confused by the term “Return” in the search options. In the United States, the terminology for this type of trip is “round trip.” “Return” is sometimes used specifically for the second flight or set of flights, with which the traveler *returns* to his or her point of origin.

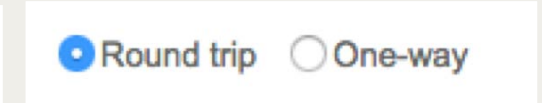
Participants were able to figure out the meaning of the term because it was presented next to the more familiar “one way” option.



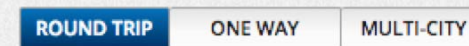
ryanair.com



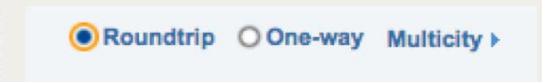
americanairlines.com



southwest.com



delta.com

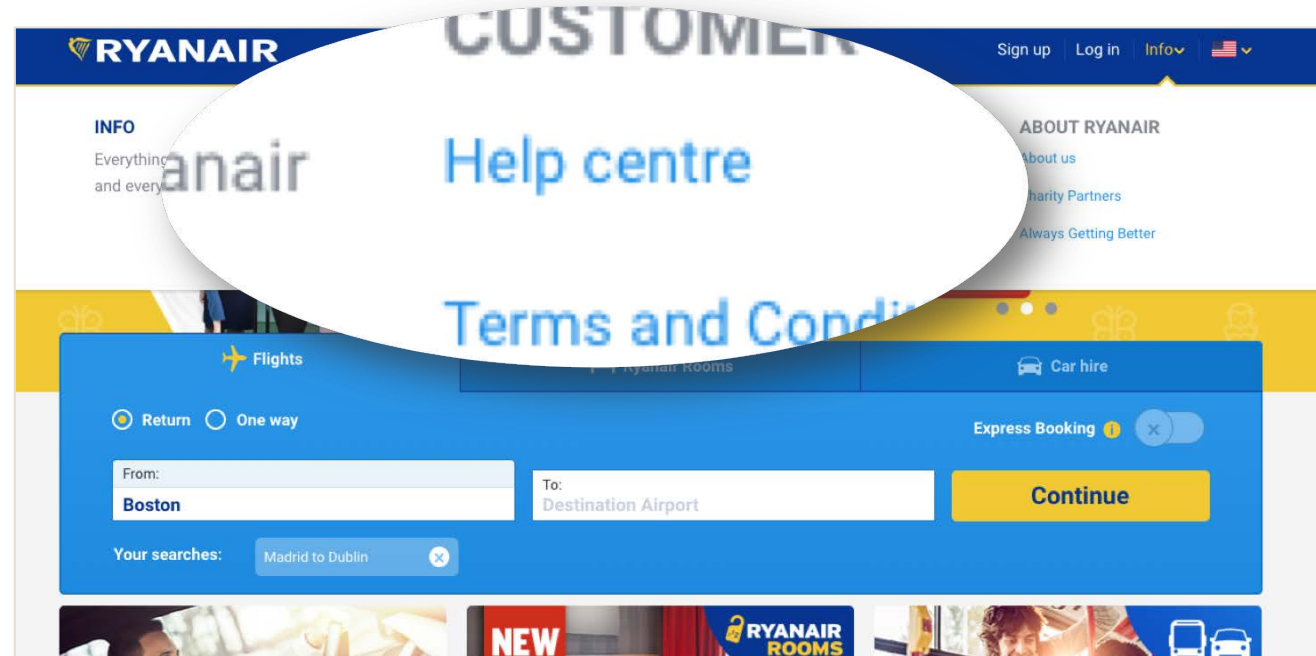


jetblue.com

Recommendation: Display the term “round trip” instead of “return” for users in the United States.

localization: “Help Centre”

Despite specifically indicating that this is the American version of the site, the British spelling of “Centre” is used instead of the American “Center.”



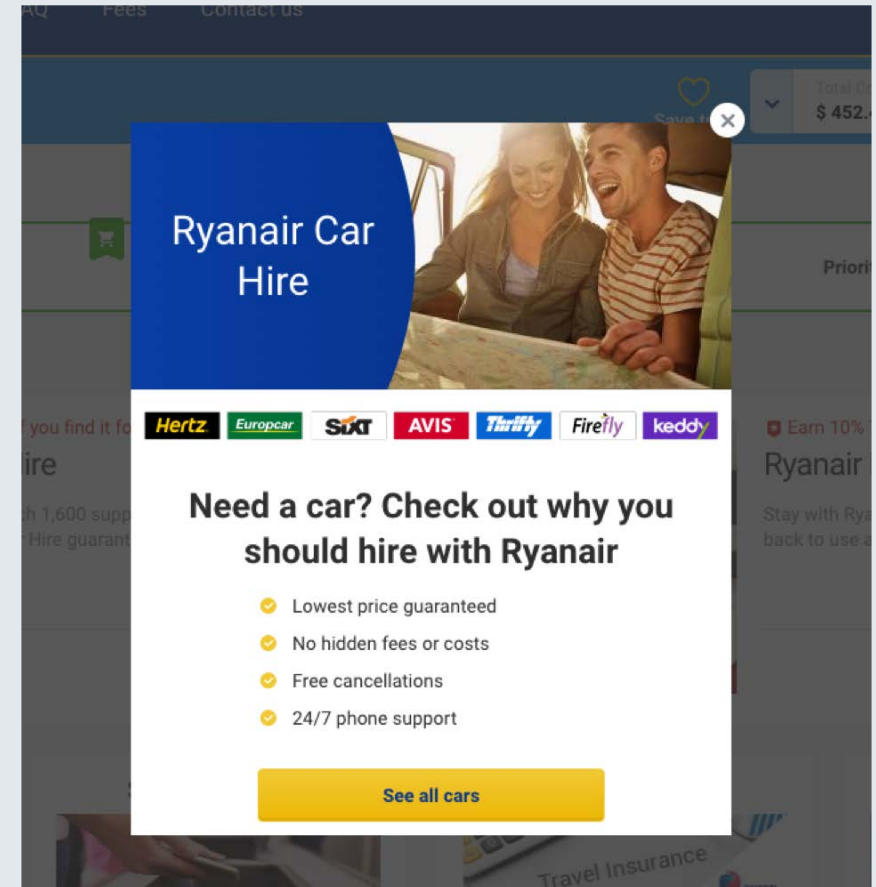
Recommendation: Use American English spellings for users in the United States.

localization: “car hire” vs. “rental car”

Americans do not typically use the term “car hire.” Instead they will “rent” or “book” a car.

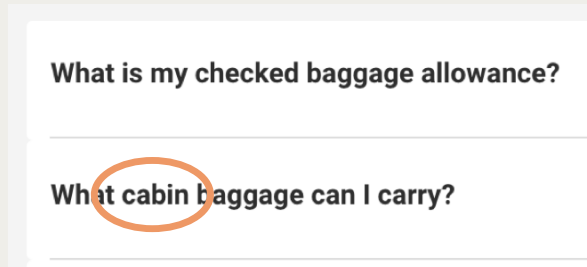
As no tasks required the use of this function, it did not interfere with their use of the site during this study. It may however still present a point of friction for US-based users of the site.

Recommendation: Use typical American terminology for users in the United States.

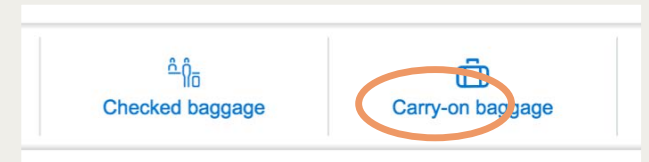


localization: “cabin” vs. “carry-on” bags

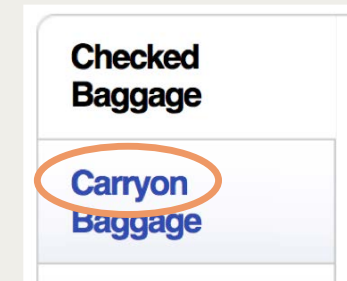
The site’s use of the term “cabin bags” instead of the more familiar (to them) “carry-on bags” did contribute to users’ substantial difficulty in completing Task 2.



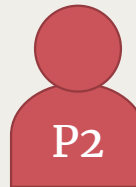
ryanair.com



americanairlines.com



southwest.com

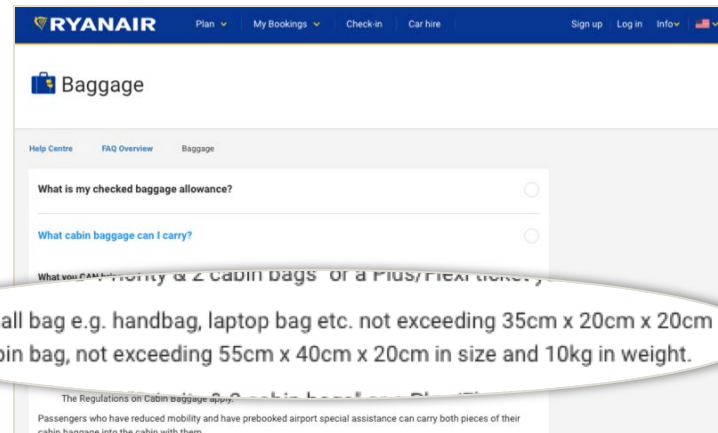


“I’m looking
for ‘carry-on.’”

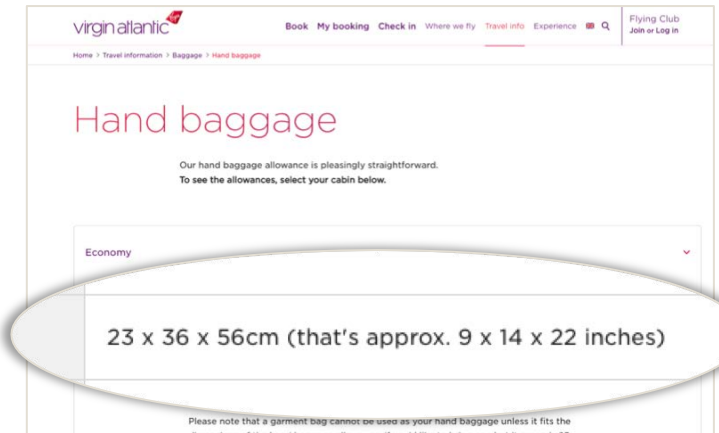
Recommendation: Use typical American terminology for users in the United States.

localization: metric units

Study participants noted the metric units in the Help content and indicated they would need to look up a conversion to imperial measurements to be confident that their baggage met the stated requirements.



ryanair.com



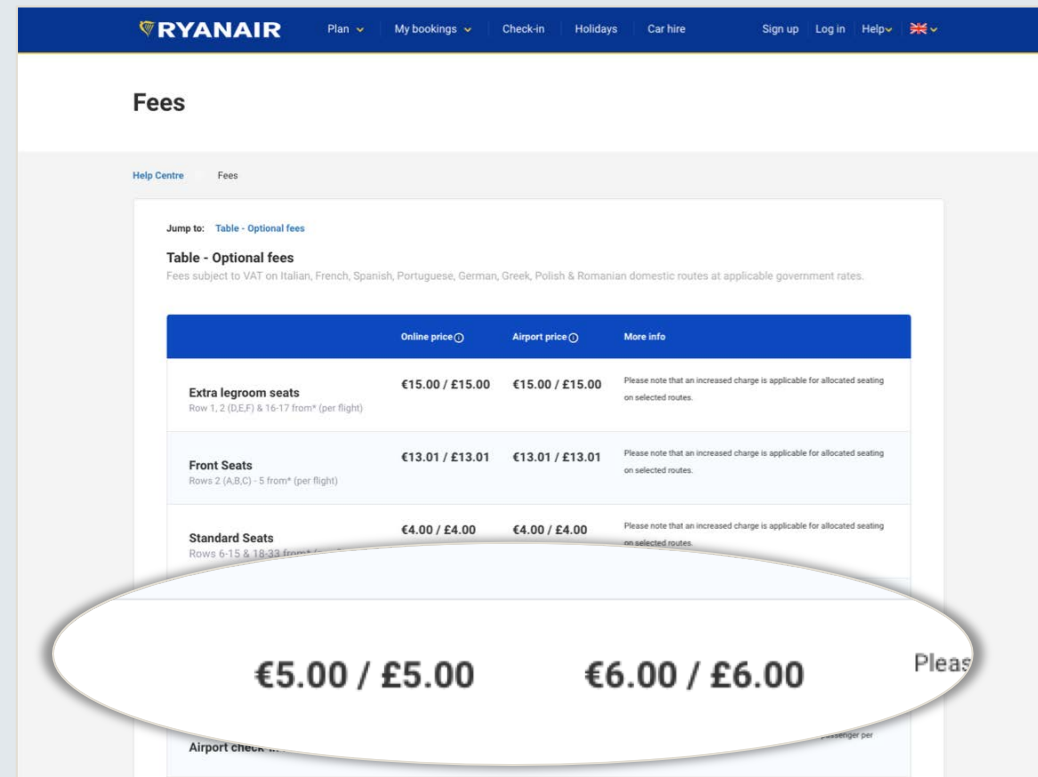
virginatlantic.com

Recommendation: Provide imperial measurements for users in the United States, either instead of or in addition to metric units. See Virgin Atlantic for an example of how one global airline handles this issue.

localization: currency units

While flight costs are displayed in US dollars, help content shows various fees as euros or pounds. At the time of the sessions, one of the promotional banners also advertised a special in euros.

Participants did comment on this discrepancy. Some did not recognize the € symbol at all.



	Online price	Airport price	More info
Extra legroom seats Row 1, 2 (D,E,F) & 16-17 from* (per flight)	€15.00 / £15.00	€15.00 / £15.00	Please note that an increased charge is applicable for allocated seating on selected routes.
Front Seats Rows 2 (A,B,C) - 5 from* (per flight)	€13.01 / £13.01	€13.01 / £13.01	Please note that an increased charge is applicable for allocated seating on selected routes.
Standard Seats Rows 6-15 & 18-33 from* (per flight)	€4.00 / £4.00	€4.00 / £4.00	Please note that an increased charge is applicable for allocated seating on selected routes.
Airport check-in	€5.00 / £5.00	€6.00 / £6.00	Please note that an increased charge is applicable for allocated seating on selected routes.

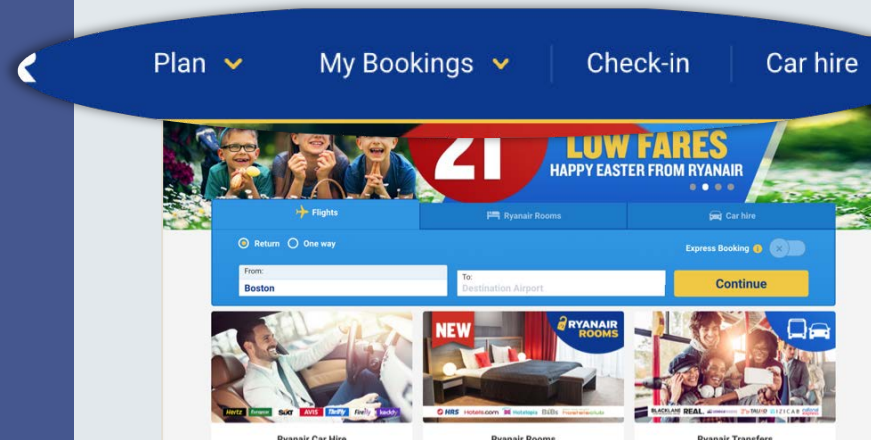
Recommendation:
Show all monetary
content in US
dollars for users in
the United States.

inconsistent navigation

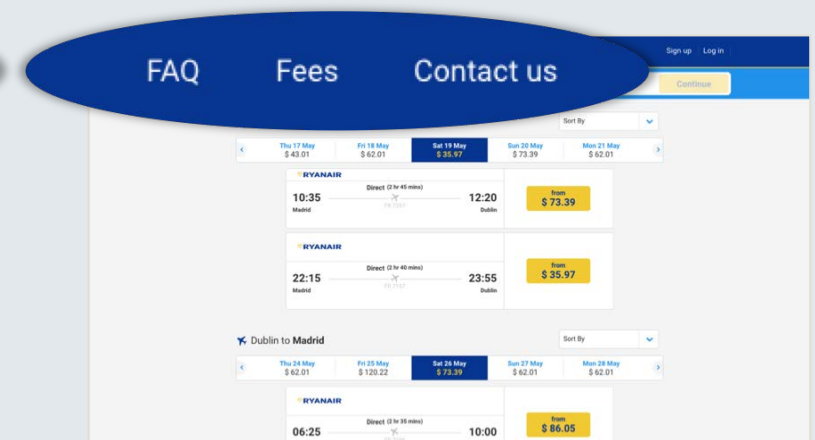
inconsistent navigation: changing header

The site header changes depending on where the user is in the site. Study participants who had previously found and used the “FAQ” link had difficulty finding help information in a later task when the header had changed.

This change occurs both pre- and post-login.



ryanair.com navigation for the majority of the site, including home and help pages



ryanair.com navigation during flight and options selection

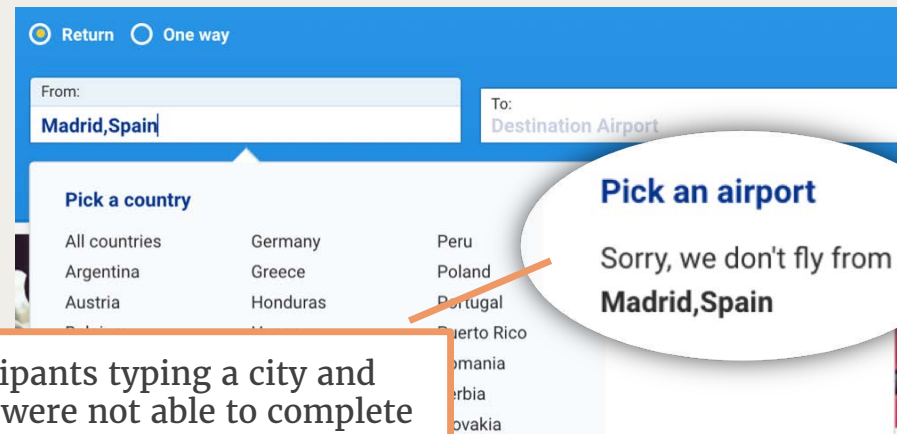
Recommendation: Keep navigation consistent throughout the site.

specific interactions

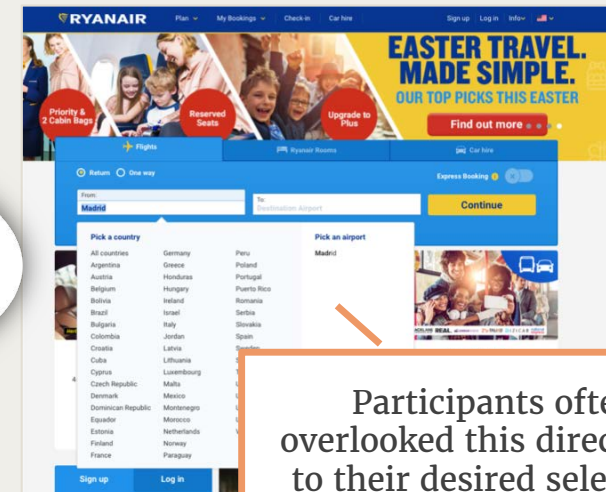
The study revealed issues with various design patterns throughout the site.

specific interactions: airport selection

When typing in a city name, participants first noticed the list of countries instead of the specific airport highlighted on the right. Often, this led them to select a country and then choose an airport instead of the more efficient path of selecting the airport directly.



Participants typing a city and country were not able to complete their search directly. (Ryanair does indeed fly from Madrid, Spain.)



Participants often overlooked this direct path to their desired selection, instead focusing on the list of countries to the left.

Recommendations:

- Support “City, Country” searches.
- Reconsider the need to show all countries in a search, especially if there is an exact city or airport match.

specific interactions: airport codes

Airport codes are not recognized in the home page flight search. One participant noticed this but didn't have trouble adapting to the supported search behavior.

The screenshot shows the Ryanair website's flight search interface. The 'From:' field contains the text 'Stn'. A dropdown menu is open, displaying a list of countries under the heading 'Pick a country'. The countries listed are: All countries, Argentina, Germany, Greece, Honduras, Hungary, Iceland, Netherlands, Norway, France, Peru, Poland, Portugal, and Puerto Rico. The 'To:' field is labeled 'Destination Airport'. A message in the dropdown area states 'Sorry, we don't fly from Stn'. An orange box with an arrow points to this message, containing the text: 'STN is the airport code for London Stansted, which Ryanair does service.'

Recommendation: Support airport codes in this search in addition to country and airport name.

help

Two tasks involved participants' use of online help, yielding several observations.

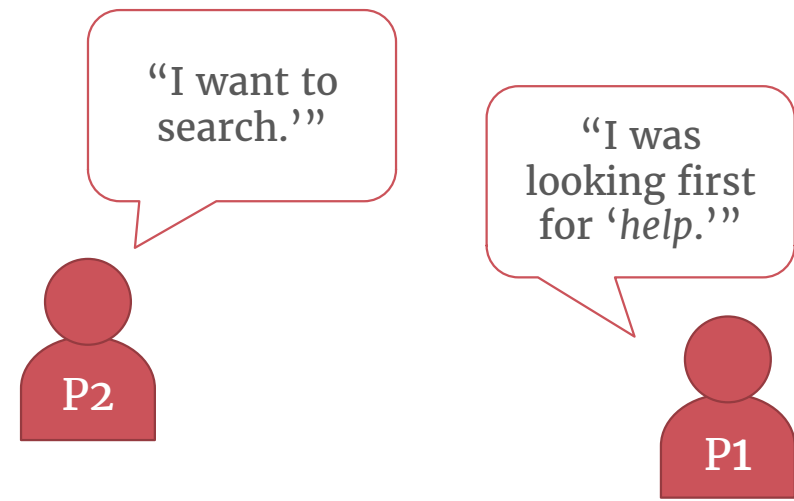
help: findability

Participants were consistently able to find the help content.

- When the “FAQ” link was visible in the header, participants found it very easily.
- Participants had more trouble when forced to navigate through Info > Help Centre.
- At least one participant was looking specifically for the word “Help” instead of “FAQ.”

Once participants found the FAQ, they were able to navigate it easily.

Multiple participants requested a search feature for online help.



help: copy

Specific help content was often too wordy. Participants had to read the help content about baggage requirements very carefully or repeatedly to ensure they fully understood it.

Some participants requested quicker visuals instead of long body copy.

What cabin baggage can I carry?

What you CAN bring on board

If you have purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on-board:

- One small bag e.g. handbag, laptop bag etc. not exceeding 35cm x 20cm x 20cm
- One cabin bag, not exceeding 55cm x 40cm x 20cm in size and 10kg in weight.

If you have not purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on-board:

- 1 small bag on board (35cm x 20cm x 20cm)
- If a second cabin bag (55cm x 40cm x 20cm) is brought to the gate, it will be put in the aircraft hold free of charge. The Regulations on Cabin Baggage apply.

Passengers who have reduced mobility and have prebooked airport special assistance can carry both pieces of their cabin baggage into the cabin with them.

Passengers who are carrying special medical items (e.g. CPAP machine, Portable Oxygen Concentrator) can carry these into the cabin in addition to their 2 pieces of cabin baggage.

Oversized cabin baggage will be refused at the boarding gate, or where available, placed in the hold of the aircraft for a fee of £50/€50 (fee subject to VAT on domestic flights at applicable government rates). See our table of fees at [this link](#).

If you are unsure whether your bag is the correct size, check it at the Bag Drop desk before going through security.

Priority costs €5 if purchased at the time of the initial flight booking. If added via the manage my booking facility on our website, or via the Ryanair app (up to 40 minutes before the scheduled flight departure time) the fee is €6.

[Learn more](#)

ryanair.com's cabin baggage content

Hand baggage

Our hand baggage allowance is pleasantly straightforward. To see the allowances, select your cabin below.

Economy

Number of items	Two
Maximum size	23 x 36 x 56cm (that's approx. 9 x 14 x 22 inches)
Maximum weight	10kg (22lb)

Please note that a garment bag cannot be used as your hand baggage unless it fits the dimensions of the hand baggage allowance. If you'd like to bring one but it exceeds 23 x 36 x 56 cm, it will need to be an additional checked-in bag.

If you want to take your laptop onboard, you'll need to place it in your original hand baggage or check your hand baggage in.

You must be able to place your hand baggage in the overhead bins unaided.

Premium

Number of items	Two
Maximum size	23 x 36 x 56cm (that's approx. 9 x 14 x 22 inches)
Maximum weight	10kg (22lb)

Please note that a garment bag cannot be used as your hand baggage unless it fits the dimensions of the hand baggage allowance. If you'd like to bring one but it exceeds 23 x 36 x 56 cm, it will need to be an additional checked-in bag.

If you want to take your laptop onboard, you'll need to place it in your original hand baggage or check your hand baggage in.

You must be able to place your hand baggage in the overhead bins unaided.

Upper Class

Number of items	Two
Maximum size	23 x 36 x 56cm (that's approx. 9 x 14 x 22 inches)
Maximum weight (combined)	16kg (35lb)
Maximum weight (individual item)	12kg (26lb)

To help with baggage concerns, we've compiled the following list to clarify the bins and bags you can take onboard in addition to the allowances above:

- Your handbag, small backpack, rucksack, satchel or purse, as you would normally use it (in other words, not just being used to contain items that would otherwise be regarded as baggage)
- Your passport or wallet
- Your umbrella or walking stick (these cannot be pointed or sharp)
- A small camera and/or pair of binoculars
- A reasonable amount of reading matter for the flight
- An electric shaver (for use on the flight)
- A small amount of duty-free goods
- Prescription for contact lenses (if you need the standard 3 item pack)

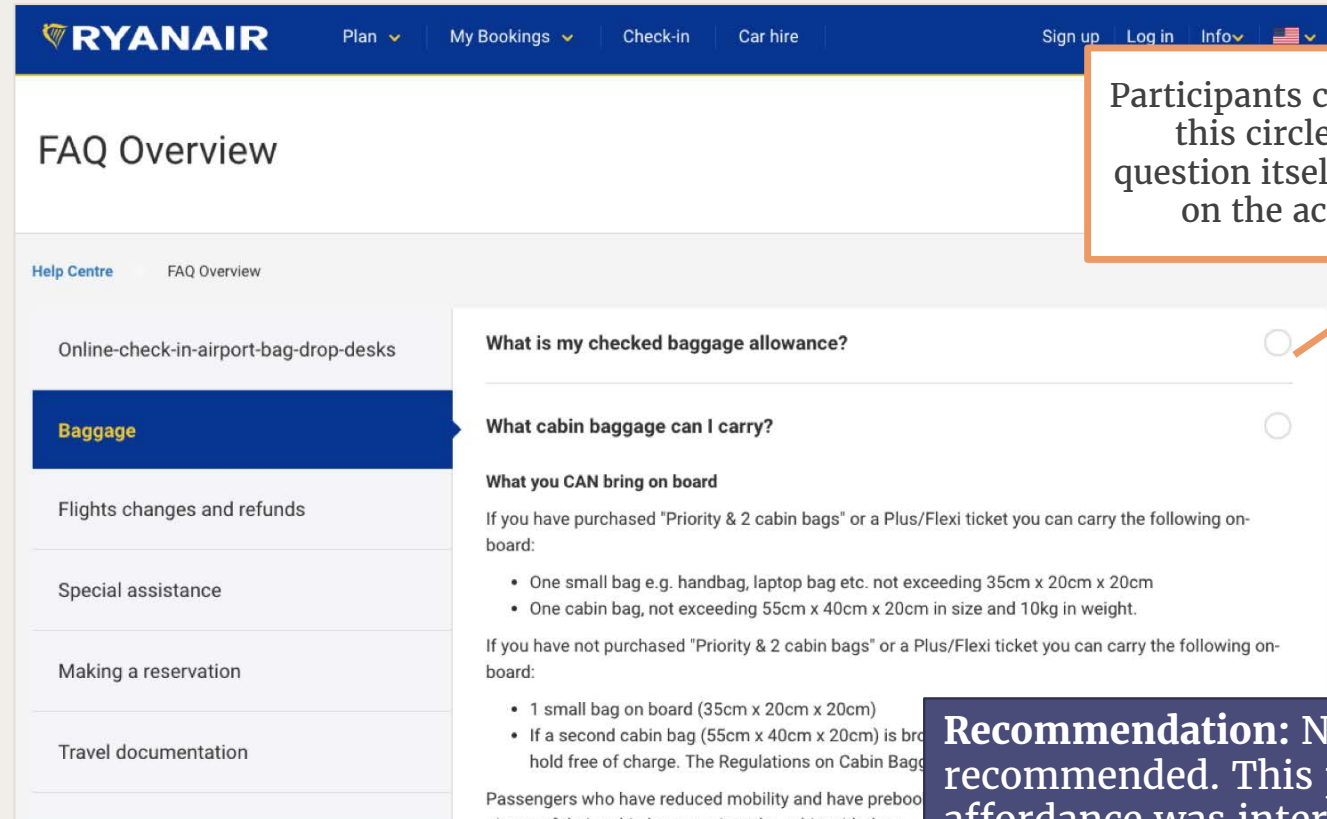
If you bring large electrical items with you (such as laptops), please remember that you'll need to remove them from your bag for security screening. You'll be asked to place them in a tray so they can be clearly scanned.

Mobility aids such as walking sticks and manual collapsible wheelchairs can also be taken onboard some of our flights. Where space isn't available onboard your wheelchair will be placed in the hold and brought out free after landing so that it is ready for you at the gate or baggage reclaim area. Depending on the security rules at the airport, bear in mind that they'll need to be inspected or searched thoroughly at security through.

virginatlantic.com's cabin baggage content is longer but more clearly organized

help: FAQ interaction

Several participants specifically clicked the circle to the right of FAQ headers, perhaps mistaking it for a styled radio button. In fact, the full horizontal panel is clickable.



Recommendation: No change recommended. This perceived affordance was interesting but did not hinder participants in any way.

help: volume of content

One participant commented on the quantity and obscurity of questions presented in the baggage FAQ. *21 different questions* are presented there, presumably approximately in their order of importance or frequency of need.

What is my checked baggage allowance?	Can I buy a Ryanair approved cabin bag?	Do I need to book an extra seat for my wedding dress?
What cabin baggage can I carry?	Can checked baggage allowances be pooled?	What should I pack?
What liquids can I carry onboard?	Does Ryanair carry human remains?	Can I carry a drone/quadcopter in my cabin baggage?
What items are prohibited onboard a Ryanair flight?	Carriage of Ashes	Can I bring my pet on the flight?
What items are not allowed in my checked bags?	Can I carry a parachute on my flight?	Can I carry footballs/rugby balls?
What do I do if my baggage is damaged, delayed, or lost?	Can I carry a self inflating lifejacket onboard?	Are Christmas crackers/party poppers accepted on flights?
What are Ryanair's excess baggage charges?	Can I carry an avalanche rescue pack?	Samsonite terms and conditions



“There are some unique questions on this tab.”

Recommendation: Consider de-emphasizing content that is less-frequently needed, perhaps behind a secondary link or similar, to improve the likely signal:noise ratio on this screen.

appendix A: task list

Six tasks were planned for this study.
Participants attempted as many as five.

Tasks

1. Book a round-trip flight for two adults from Madrid (Spain) to Dublin (Ireland). Outbound Saturday 19 May, return Saturday 26 May. Choose the flights and options that you would choose if you were going on this flight. Please stop when the website asks you to create or log in to an account.
2. What are you allowed to take on board a Ryanair flight as carry-on baggage?
3. Assume that you need to take a trip but that you want to pay as little for the ticket as possible. What is the absolute lowest price for a one-way flight for one adult from London (England) to Copenhagen (Denmark) on Friday 11 May 2018?
4. Rolf Molich has booked a Ryanair flight on Wednesday May 16 from Dublin (Ireland) to Glasgow (Scotland). Return Wednesday 23 May. See the confirmation you receive from the moderator.
Rolf wants to change the outbound flight from Dublin to Glasgow to Friday 18 May at about the same time as the original flight. The inbound flight is unchanged. Is this possible? If so, how much will this cost?
5. Book a one-way flight for two adults from Copenhagen (Denmark) to Cagliari (Sardinia, Italy) on Saturday June 9, 2018.
Stop when the website asks you to create an account or log into an account.
6. Check a passenger in on a flight based on the confirmation you receive from the moderator. The passenger isn't happy with the assigned seat. Select another seat for them.
(Due to time limitations, no participants attempted Task 6.)

Ryanair

Usability Test Results

Team G

March 31, 2018

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Executive Summary

Ryanair is a large, low-cost airline based out of Dublin, Ireland. The airline flies mostly within Europe, but has additional services in North and South America.

As part of the CUE 10, the Ryanair website was evaluated through a series of usability tests. The study aimed to collect data aligned with the following goals:

- Identify pains associated with common user workflows including; booking a flight, evaluating baggage requirements, changing a flight, and checking into a flight.
- Identify aspects of these common workflows that are working well.
- Compare user expectations based on experiences with U.S. airline websites.

A series of 5 studies (including a pilot) were conducted during the first two weeks of March 2018. Results identified several notable usability issues with the site, the specifics of each is detailed in the results section of this report.

Most of the issues did not inhibit the completion of a workflow, but did challenge user expectations and introduce minor annoyance. A few issues elicited higher levels of frustration. These instances may cause a user to abandon the website in a normal (non-testing) circumstance. Finally, testing uncovered one workflow that could not be completed by any user who attempted it; booking a connecting flight. Although this is technically not an option on Ryanair, it is possible to achieve by booking separate flights. The challenges introduced by this workaround resulted in irritation and task abandonment.

Methodology

Number of participants:

5 participants (including 1 pilot)

Participant demographics:

Ages range between 33-55

2 women and 3 men

Flying experience ranges from very active (12+ times a year) to infrequent (4 years ago)

All native English speakers.

Recording:

All sessions were recorded using Camtasia Studio 7. The sessions which are available to view are participants 2, 3 and 4.

Product fidelity:

Ryanair's US production website was used during the tests.

Session Details:

All sessions were limited to 40 minutes. Only one observer was present, the moderator. The moderator took notes during each test. A think aloud protocol was used for each participant.

Evaluation method:

All notes from the session were evaluated using Post-It note affinization.

Results

Severity Scale

The findings of this study are categorized based on the scale proposed by [Jeff Sauro](#).

Critical: Leads to task failure. Causes user extreme irritation.

Moderate: Causes occasional task failure for some users; causes delays and moderate irritation.

Minor: Causes some hesitation or slight irritation.

In addition to pains, we will identify aspects of the site that worked well, or incited positive comments.

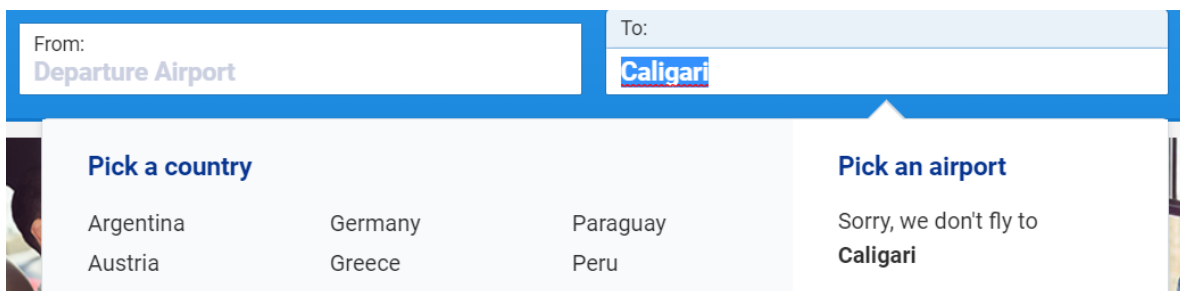
Insight/Suggestion/Positive: Users mention an idea or observation that does or could enhance the overall experience.

Critical Issues

1. Connecting Flights

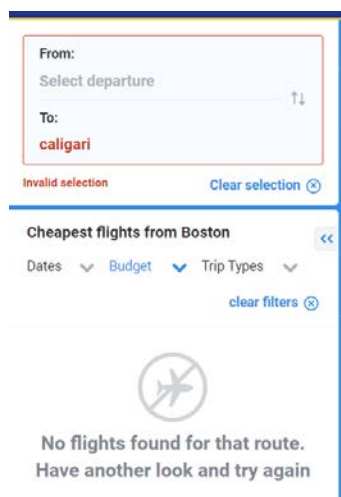
All participants were unsuccessful in booking a connecting flight on Ryanair. Although the site does not offer this option it is possible to achieve by booking separate flights. Participants were made aware of this workaround, but they still failed to achieve the task. The biggest issue: **there is no easy way to view flight paths to a chosen city.**

The site requires that users enter a departing(from) airport before picking a destination. If a destination(to) is entered first the user receives an error message which is inaccurate.



The screenshot shows the Ryanair flight booking interface. The 'From:' field is labeled 'Departure Airport' and is empty. The 'To:' field contains the text 'Caligari'. Below the 'From:' field, there is a dropdown menu titled 'Pick a country' with options: Argentina, Germany, Paraguay, Austria, Greece, and Peru. Below the 'To:' field, there is a dropdown menu titled 'Pick an airport' with the message 'Sorry, we don't fly to Caligari'.

One participant attempted to use the flight route map, but a similar error occurs in this workflow.



The screenshot shows the Ryanair flight booking interface. The 'From:' field is labeled 'Select departure' and is empty. The 'To:' field contains the text 'caligari'. Below the 'To:' field, there is a red error message that says 'Invalid selection' and a 'Clear selection' button. Below the error message, there is a section titled 'Cheapest flights from Boston' with filters for 'Dates', 'Budget', and 'Trip Types'. Below the filters, there is a message that says 'No flights found for that route. Have another look and try again'.

It is possible to find a flight by working backwards, by entering one's destination in the departing(from) field. Based on the observations in this study, it appears that this task cannot be accomplished in a reasonable manner.

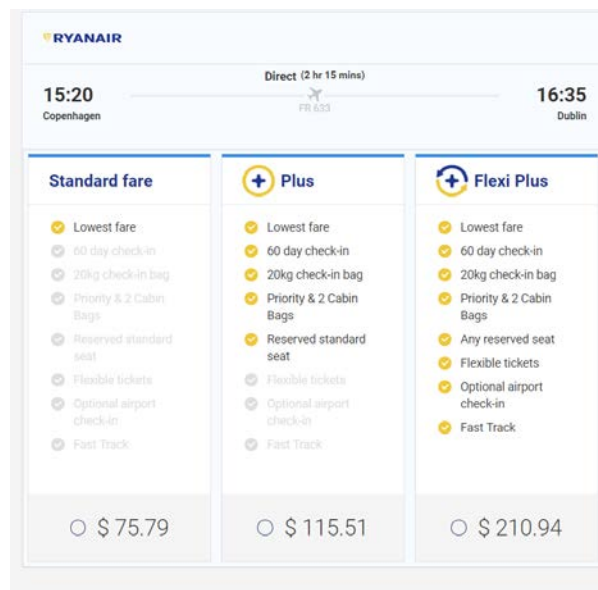
[Supporting Video](#)

Participant Video	Time
CUE_G2	35:45-37:20
CUE_G3	33:35-37:37

Moderate Issues

1. Flight Options

While booking a flight a user is presented with several options including, but not limited to: fare selection, seat selection, additional baggage, and Security Fast Track. The options are provided without any additional context. Participants selected these options without a clear notion of their impact. The fare option was particularly confusing to all participants. Most participants selected the Plus option, assuming the Standard fare did not include any baggage.



One participant was interested in the Security Fast Track option, but wanted more detailed information before he committed. Although this data is available on the site, it requires the user to divert from their workflow and search the site. It is common for airline websites to include links to further detail in the context of the workflow. These pains increase the amount of time a user must spend on the website to accomplish a task.

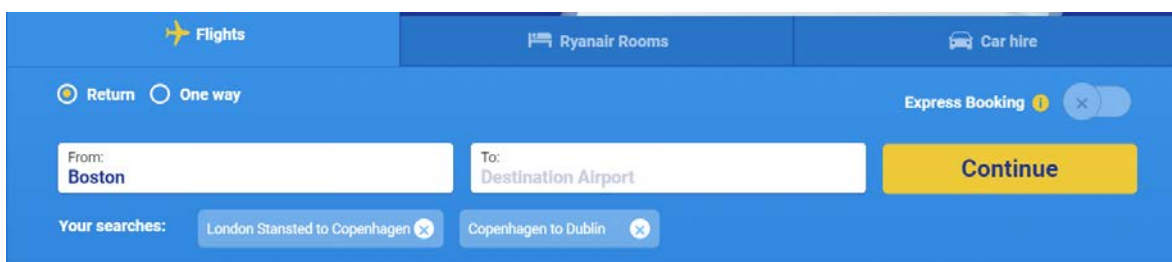
Supporting Video

Participant Video	Time
CUE10_G3	06:20
CUE10_G4	12:15,15:30, 38:50

2. Transient Field Data

Data fields do not maintain search history when clicking the browser back button. This required participants to enter their departure and destination fields numerous times when searching to find an affordable flight. One participant commented “this is an exercise in frustration” as he was continually required to enter all his search criteria. Experience with other airline websites has conditioned users to expect fields to retain at least some data in their search fields when refining a search.

Ryanair offers a links of recent searches, however clicking one of these options immediately initiates a search. There is not an easy, quick way to refine a search.

A screenshot of the Ryanair website's flight search interface. The top navigation bar includes 'Flights' (active), 'Ryanair Rooms', and 'Car hire'. Below this, there are radio buttons for 'Return' (selected) and 'One way'. To the right is an 'Express Booking' toggle. The main search area has two input fields: 'From: Boston' and 'To: Destination Airport', followed by a yellow 'Continue' button. Below the search fields, a 'Your searches:' section displays two recent search suggestions: 'London Stansted to Copenhagen' and 'Copenhagen to Dublin', each with a close button.

Supporting Video

Participant Video	Time
CUE_G2	23:15
CUE_G3	37:55
CUE_G4	32:30

3. Flight Change Fees

Due to a bug on the website, participants were not able to ascertain the exact price for changing a flight. All participants successfully discovered the workflow to change their flight, but they encountered an empty table when clicking the “change flight fees” link.

Change Flights

1 Select Flights 2 Search new flight 3 Select new fare 4 Confirm and pay

[Hide change flight fee](#)

Change flight type	Online price	Airport price
* Low season		
* High season		

Change flight information
Flight change fees are charged per one way flight/per person and vary by season. In addition to these flight change fees, any price difference between the original fare paid and the new fare chosen is charged. Please note that if the fare/fees on the new flight is lower, no refund will be made.
Flight dates and times are changeable (subject to seat availability), such changes can be made up to 4 hours prior the scheduled flight departure time.
If you are changing your flight due to a flight cancellation, this will be free of charge once the change is confirmed at the end of this process.

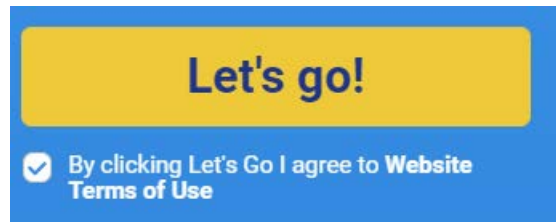
On other occasions participants did not notice this link until they attempted to book the flight change. The link appears to be subject to some effects of banner blindness. Other information about fees is available in the FAQ area of the site, but the information provided is not specific enough to properly inform users.

Supporting Video

Participant Video	Time
CUE10_G2	28:30
CUE10_G3	29:10, 31:25

4. Terms of Use

The Terms of service checkbox is checked automatically, regardless of whether users actively check it or not. While this issue did not impact any user workflows it has the potential of severe legal ramifications if not addressed.



Supporting Video

Participant Video	Time
CUE10_G2	22:35

Minor Issues

1. Terminology

The site contains some terminology that was unfamiliar to users from the U.S. In some circumstances this slowed their ability to complete a task:

a. Cabin Baggage

Participants reported that they were looking for the term “carry-on luggage” or some variation. One participant assumed that a “cabin bag” referred to a product specific to Ryanair.

b. My Bookings

While searching for a flight itinerary most participants took a moment to find this section of the site. This could be due to the placement of the link in the local navigation banner, whereas most other user specific links were located in the left navigation panel.

c. Baggage rules

The rules for cabin baggage are awkwardly worded. The only difference between booking priority ticket and a standard ticket is the ability to bring a cabin bag onboard, rather than checking it at the gate. Both options allow passengers to bring a small bag onboard, but it is worded differently for each situation. This copy should be consistent and simplified.

What cabin baggage can I carry?



What you CAN bring on board

If you have purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on-board:

- One small bag e.g. handbag, laptop bag etc. not exceeding 35cm x 20cm x 20cm
- One cabin bag, not exceeding 55cm x 40cm x 20cm in size and 10kg in weight.

If you have not purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on-board:

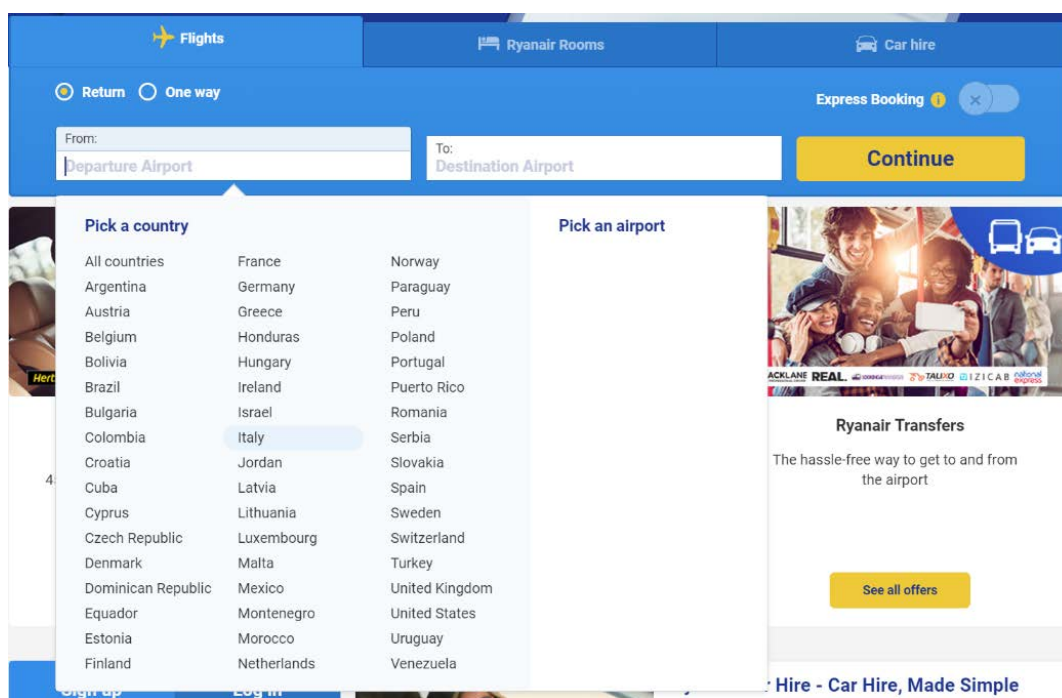
- 1 small bag on board (35cm x 20cm x 20cm)
- If a second cabin bag (55cm x 40cm x 20cm) is brought to the gate, it will be put in the aircraft hold free of charge. The Regulations on Cabin Baggage apply.

Supporting Video

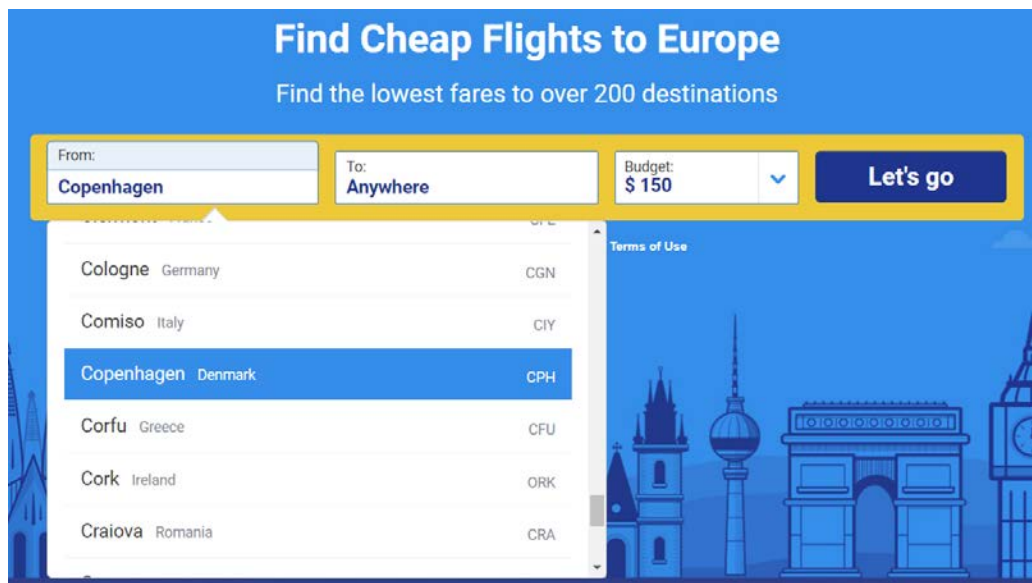
Participant Video	Time
CUE10_G2	19:20
CUE10_G3	15:05, 17:20, 27:20
CUE10_G4	9:30, 20:10, 37:30, 38:25

2. Multiple Affordances

The website uses different affordances for selecting an airport depending on the area of the site one visits. When booking from the homepage, users are provided with a mega menu to select their country and airport. It's easy to view at a glance and give a holistic view of the locations that Ryanair services.



One participant attempted to book a flight via the Fare Finder application. He was surprised to find a completely different affordance. The Fare Finder presents users with a long scrolling list of cities, rather than countries.



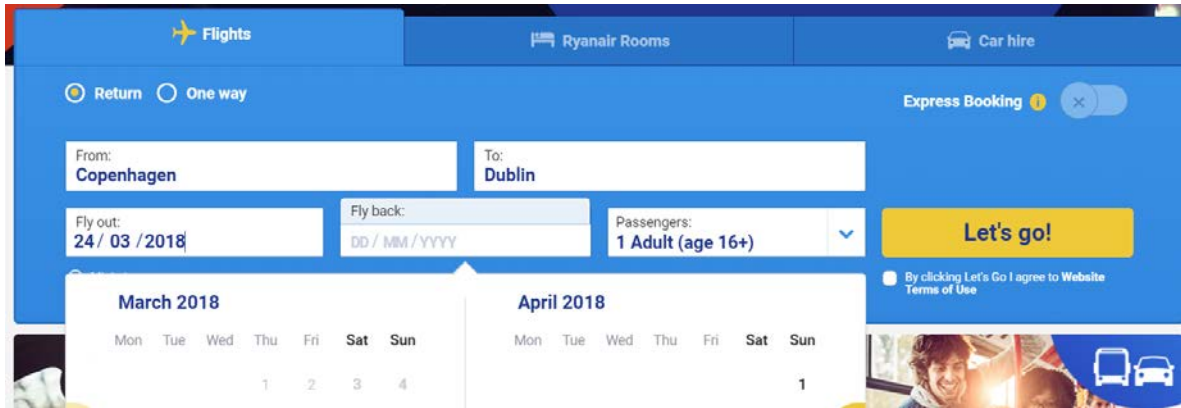
The participant noticed this difference immediately. He also noted that the date selector differed between the two areas of the site. While it did not inhibit the completion of his task he found it odd that one site would use inconsistent interfaces for similar tasks.

Supporting Video

Participant Video	Time
CUE10_G4	25:20, 28:35

3. One-way Toggle

The location of the one-way toggle was not immediately evident to several participants. It was found each time, but took longer than expected.



Supporting Video

Participant Video	Time
CUE10_G3	21:22
CUE10_G4	31:30

4. Dates and Time

Despite using the U.S. version of the site, dates and times appear in a European format.

- DD/MM/YYYY
- 24:00 clock (no AM/PM)

Although participants were not inhibited from completing their tasks, they remarked that this may be problematic for some users, e.g. 11/05/2018 could be interpreted as November 5th, rather than May 11th.

Supporting Video

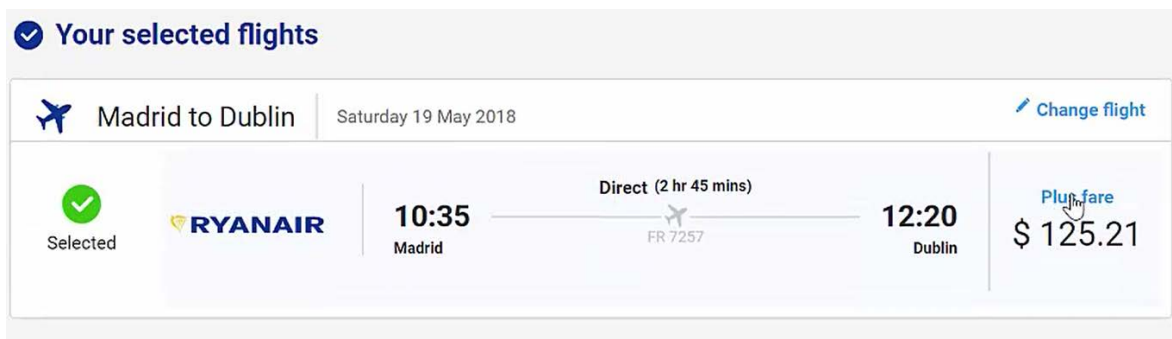
Participant Video	Time
CUE_G2	08:55, 22:10
CUE_G4	11:15

5. Field behavior

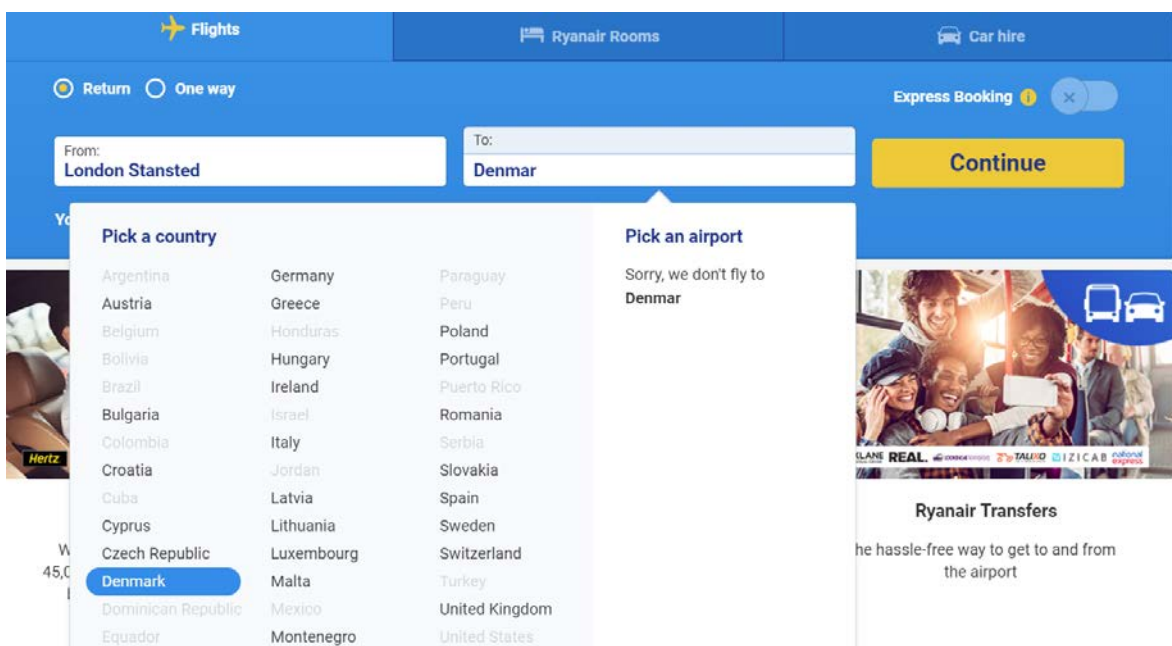
Participants encountered a few instances where fields did not behave as they expected.

In the Fare Finder, users are required to delete the placeholder text before typing in their destination.

During an initial booking task, a participant clicked the “Plus Fare” link in his selected flight. He expected that clicking the link would give him more information about the Plus Fare option. Instead clicking the link removed the selection from his basket.



While searching for flights, one participant attempted to enter the name of the country, Denmark, rather than the city, Copenhagen. He was erroneously informed that Ryanair did not travel to his desired destination. He managed to recover quickly from the error, but this issue may drive other users away from the site before a transaction is completed.



Supporting Video

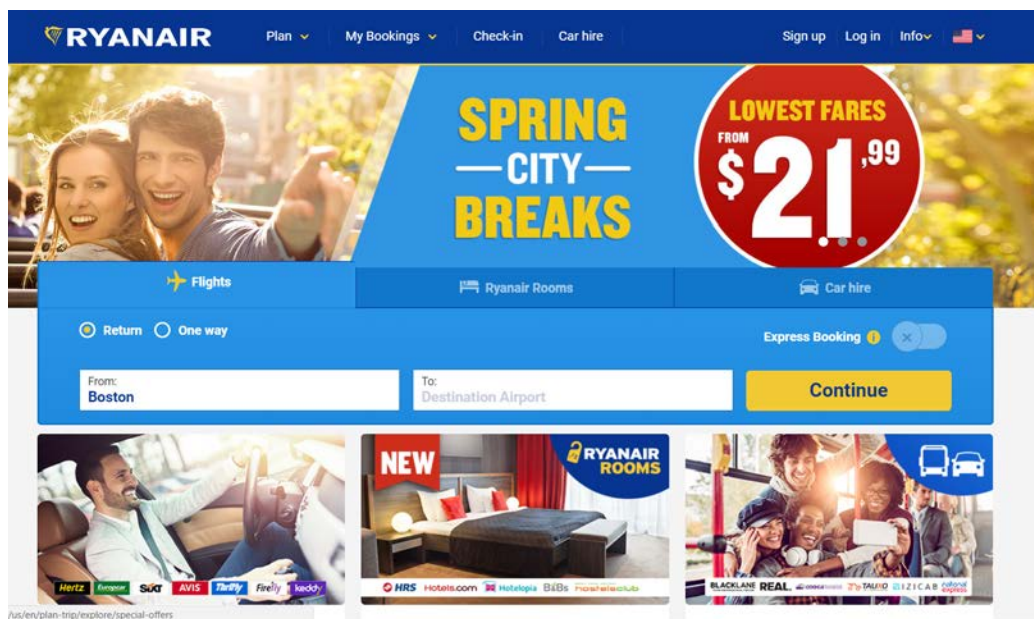
Participant Video	Time
CUE_G4	13:40, 26:30, 29:45

Positive

Despite the issues detailed above, participants were generally able to complete each task. The site does a few things particularly well, and are worth calling out.

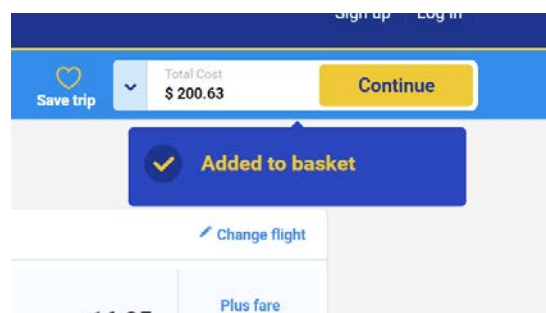
Clear Primary action

The primary purpose of this site is to provide travelers with a means of booking a flight. That primary action is front and center on the site, and easily discoverable by all participants.



Price total

Participants appreciated the running price total displayed during the booking process. Because the flight prices are displayed at the level of an individual, this summation allows users to quickly understand the total cost of their flight, and how any add-ons will affect it.



Appendix

Supporting Video Summary Evidence

Issue	P2	P3	P4
Connecting Flights	35:45-37:20	33:35-37:37	Did not attempt
Flight Options		06:20	12:15, 15:30, 38:50
Transient Field Data	23:15	37:55	32:30
Flight Change Fees	28:30	29:10, 31:25	
Terms of Service	22:35		
Terminology	19:20	15:05, 17:20, 27:20	9:30, 20:10, 37:30, 38:25
Affordances			25:20, 28:35
One-way Toggle		21:22	31:30
Dates and Time	08:55, 22:10		11:15
Field behavior			13:40, 26:30, 29:45

Time Dedicated

Evaluations:

- 1 pilot: 60 minutes (including prep time)
- 4 participants: 60 minutes/participant

Analysis

- Note affinity sessions: 30 minutes/participant

Report:

- Compilation time: 8 hours

Total time: 15.5 hours

CUE-10: Ryanair Usabiity Test

Usability Report
Team H

Executive summary

Ryanair.com was usability tested in March 2018 with three participants. This report describes findings and recommendations from the test.

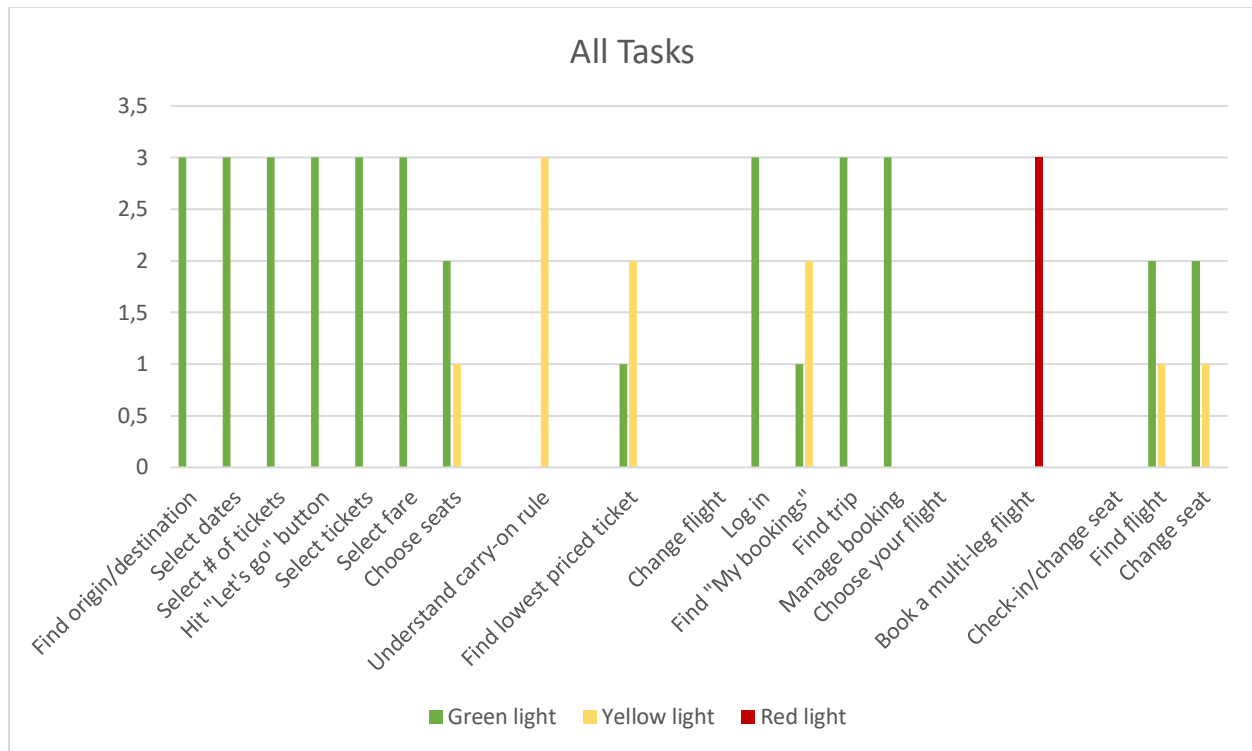
In general, testers were able to complete basic tasks like booking a round trip flight easily. More complicated tasks created issues.

Things that went well:

- Testers were easily able to go through the workflow of booking a non-stop round-trip flight.
- Locating the FAQ section was easy for all testers.

Areas to improve:

- Every user struggled with booking a multi-leg flight and was only able to complete the task after multiple prompts.
- Users had some difficulty figuring out how to compare prices when they had the option of more than one airport. They all assumed they would be able to see all prices on one page.
- Each user did not initially spot the difference between carry-on rules for customers who purchased priority pass boarding and those that did not. They each found it after some prompting.



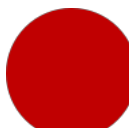
Key



Green light - Testers were able to quickly and easily able to complete a task.



Yellow light – Testers were able to complete a task after some hesitation and trying other options.



Red light – Testers were not able to complete a task or could complete it only after extensive prompting from the moderator.

Task 1 – Book a round-trip flight

The screenshot shows the Ryanair website's flight booking interface. At the top, there's a yellow banner with the text "MADE SIMPLE. OUR TOP PICKS THIS EASTER" and a "Find out more" button. Below the banner, there are three red circular callouts: "Priority & 2 Cabin Bags", "Reserved Seats", and "Upgrade to Plus". The main navigation bar includes "Flights" (selected), "Ryanair Rooms", and "Car hire". The flight selection section has radio buttons for "Return" (selected) and "One way". The "From:" field is set to "Madrid" and the "To:" field is set to "Dublin". A "Continue" button is visible. Below the "To:" field, a dropdown menu is open, showing a list of countries and a separate list of airports. The countries listed are: Argentina, Austria, Belgium, Bolivia, Brazil, Bulgaria, Colombia, Croatia, Cuba, Germany, Greece, Honduras, Hungary, Ireland, Israel, Italy, Jordan, Latvia, Paraguay, Peru, Poland, Portugal, Puerto Rico, Romania, Serbia, Slovakia, and Spain. The airports listed are: Dublin. To the right of the dropdown, there's an "Express Booking" toggle and a "Continue" button. At the bottom right, there's a small image of a group of people smiling.

 *Find origin/destination: Green light*

Testers were quickly able to find their prescribed origin/destination.

Select dates: Green light

Testers were quickly able to select dates. One tester clicked the right arrow each time he was searching but was always able to quickly return to the correct date.

Select number of tickets: Green light

Testers were quickly able to select the correct number of tickets.

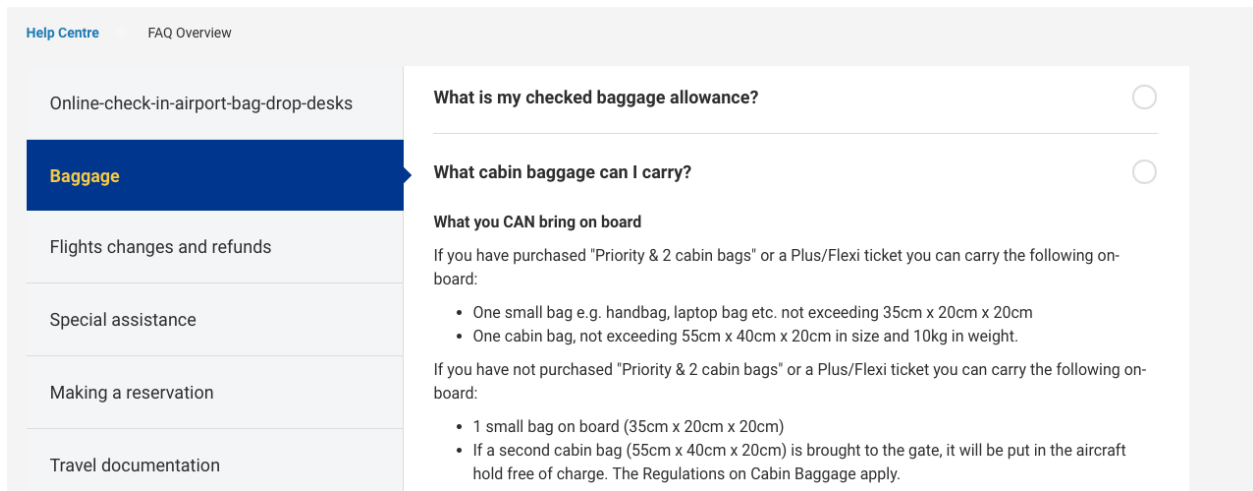
Select tickets: Green light

Testers were easily able to select their preferred flight and select their fare.

Select seats: Green/yellow light

Two testers were easily able to select their seats. One struggled as it appeared they skipped the first passenger and could not figure out how to return.

Task 2 – Rules for Carry-on Baggage



The screenshot shows a website's 'Help Centre' with a sidebar on the left and a main content area on the right. The sidebar contains the following links: 'Online-check-in-airport-bag-drop-desks', 'Baggage' (highlighted in blue), 'Flights changes and refunds', 'Special assistance', 'Making a reservation', and 'Travel documentation'. The main content area displays three FAQ items, each with a search icon in the top right corner:

- What is my checked baggage allowance?**
- What cabin baggage can I carry?**
- What you CAN bring on board**

Under the third FAQ, 'What you CAN bring on board', the text reads: 'If you have purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on-board:' followed by a bulleted list:

- One small bag e.g. handbag, laptop bag etc. not exceeding 35cm x 20cm x 20cm
- One cabin bag, not exceeding 55cm x 40cm x 20cm in size and 10kg in weight.

Below this, it states: 'If you have not purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on-board:' followed by another bulleted list:

- 1 small bag on board (35cm x 20cm x 20cm)
- If a second cabin bag (55cm x 40cm x 20cm) is brought to the gate, it will be put in the aircraft hold free of charge. The Regulations on Cabin Baggage apply.



Red/Yellow light

Testers were able to quickly find the FAQ page with the information they were looking for. Most quickly reported the information for travelers who had purchased Priority boarding. They did not realize that there were two levels until prompted to check. At that point two out of three of them found the rules for travelers who did not purchase priority boarding.

Task 3: Find the lowest price ticket

The screenshot shows the Ryanair website's flight booking interface. At the top, there are three main navigation tabs: 'Flights' (selected), 'Ryanair Rooms', and 'Car hire'. Below these, there are radio buttons for 'Return' (selected) and 'One way'. To the right, there is an 'Express Booking' toggle switch. The main search area has two input fields: 'From:' with 'London' entered, and 'To:' with 'Destination Airport' as a placeholder. A yellow 'Continue' button is to the right of the 'To:' field. Below the 'From:' field, a dropdown menu is open, showing two columns of suggestions: 'Pick a country' and 'Pick an airport'. The 'Pick a country' column lists various countries including All countries, Argentina, Austria, Belgium, Bolivia, Brazil, Germany, Greece, Honduras, Hungary, Ireland, Israel, Peru, Poland, Portugal, Puerto Rico, Romania, and Serbia. The 'Pick an airport' column lists London Stansted, London Gatwick, and London Luton. On the right side of the dropdown, there is a small image of a group of people smiling.

Yellow/Green light

-Testers mostly had some difficulty figuring out how to view all the prices for different airports. Their first assumption was that there would be an option to view all of the airports in London at once.

-Testers looked for a “Planner” in the menu when they found they were unable to find a holistic option on the home page.

-Testers did not open multiple tabs to save each airport, which would have been more efficient. Once they had looked at the prices for all airports they had forgotten what the first option had said and were forced to search again.


Task 4 – Change Flight


My trips


Keep all of your trips in one place


[Can't find your upcoming trip?](#)

Upcoming trips (2)




Copenhagen to
Edinburgh
Mon 23 Apr
Checked-in  [View boarding pass](#)

 [Click here for the best deals on rooms in Edinburgh](#)



Dublin to
Glasgow
Wed 16 May — Wed 23 May
Check-in opens: 17 Mar [Check-in](#)

 [Click here for the best deals on rooms in Glasgow](#)



Green/yellow light

Find my bookings: Yellow light

Two out of three testers went to “My dashboard” first. After scanning the vertical menu they both selected “Payments” as that seemed to fit best. Once they realized it was not there they noticed that “My bookings” had appeared in the top menu. Testers were confused because “My bookings” only appears on some pages.

Find Trip: Green light

Testers were easily able to find their trip on the “My bookings” page.

Manage booking: Green light

Testers were easily able to find the “Manage booking” option.

Change your flight: N/A

Prices were not available on this page even though testers followed the correct steps. It may have been due to an error of the moderator.

Task 5: Book a multi-leg flight

The screenshot shows the Ryanair website's flight booking interface. At the top, there are tabs for 'Flights', 'Ryanair Rooms', and 'Car hire'. Below these, there are radio buttons for 'Return' (selected) and 'One way'. To the right, there is an 'Express Booking' toggle. The 'From' field is set to 'Copenhagen' and the 'To' field is set to 'Cagliari'. A dropdown menu is open for the 'To' field, showing a list of countries under 'Pick a country' and a message under 'Pick an airport' that says 'Sorry, we don't fly from Copenhagen to Cagliari'. The 'Continue' button is visible.

Pick a country		
Argentina	Germany	Paraguay
Austria	Greece	Peru
Belgium	Honduras	Poland
Bolivia	Hungary	Portugal
Brazil	Ireland	Puerto Rico
Bulgaria	Israel	Romania

Pick an airport
Sorry, we don't fly from
Copenhagen to Cagliari



Red light

-Testers had a great deal of difficulty completing this task. Only after several rounds of prompting were they able to get through it.

-As soon each tester saw the message “Sorry, we don’t fly from Copenhagen to Cagliari” they were willing to give up. They all needed to be prompted to search for multi-leg flights.

-Testers were again not using multiple tabs to check different flights. One tester tried to add a flight to his saved flights and became frustrated when it did not appear.

-All testers assumed that once they tried to book a multi-leg flight that Ryanair.com would supply them with options. They became frustrated when that did not turn out to be the case.

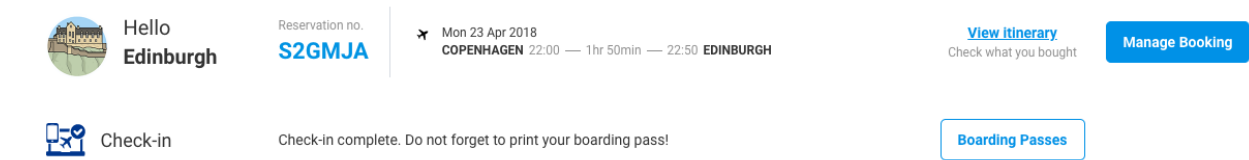
-All testers tried using the map and quickly gave up after they discovered they could not find multi-leg flights there as well.


-Multiple testers cried out in frustration during this task.

-Once testers had figured out they needed to figure out which airports in Italy fly to both Copenhagen and Cagliari they tried different strategies. Two used their memory and kept returning to the home page to try out other airports. This did not work as by the end they had forgotten what time the flight from Copenhagen to Milan Bergamo arrived. One user wrote down each airport she needed to check on a piece of paper and used process of elimination.

-One user was not able to complete the task fully. They ran out of time.

Task 6 – Check in/Change seat



 *Green/yellow light*

Find flight: Green light

Testers were easily able to find their flight.

Change seat: Green/yellow light

One tester had some difficulty changing her seat. The others were able to find it quickly.

Top Recommendations for Ryanair.com

-Allow users to view flights from different airports in the same city. In this test, users did not open multiple tabs and had to rely on their memory to determine which airport had the cheapest flight.

-Show options for multi-leg flights instead of saying that there are no flights from Point A to Point B. Users expect to see options for connections and not have to figure it out for themselves. I recognize that this may be intentional so Ryanair is not responsible for making up for missed connections due to delayed flights.

-Improve readability of FAQs. None of the testers noticed the difference between priority boarding travelers and others. The FAQ featured a lot of plain text. Breaking it up into smaller sections more clearly within the question may be helpful.

-More consistent top navigation. Some users were confused when “My bookings” appeared in the top navigation on some pages and disappeared on others.

Comparative Usability Evaluation 10

CUE-10

Usability Test Report - Team J

Executive Summary

Ryanair is a discount airline based in Ireland who caters to the budget traveller. People expect a no-frills experience from Ryanair since the price is cheap.

The website tries to upsell customers throughout the experience. This has the consequence of creating a lot of frustration and cognitive load.

Other main issues include:

- Not building itineraries with connecting flights
- Not localizing content, units and currency to the selected country
- Complicated policies and pricing
- Difficult interactions

Methodology

Non-localized contents and measurements

Measurements were provided in metric units only.

Dates were presented in European format.

Currency was not always presented in dollars.

24-Hour time format was used.

Upsell

People were annoyed by the constant up-selling

The many up-sell offers add a lot of visual noise

The frequent up-charges drive up the price quickly

Odd Interactions

Figuring out the price of choosing seats is difficult

The flight change modal is difficult to use

Route map is difficult to use

Search

People expected the flight search to build itineraries with connecting flights for them.

Confusion

There are many confusing rules and policies

It's difficult to find the charges and change your flight

Session Details

- One-on-one, moderated
- 40-minute sessions
- 3/15/2018-3/18/2018
- <https://www.ryanair.com/us/en/>
- HP Elitebook Folio 1040 G3
- Windows 7 Enterprise SP1
- Microsoft LifeCam
- Morae Recorder 3.3.4
- Google Docs, Drive, Forms, Sheets, Slides
- Mural

Data

- Pretest Survey/Screenener (Google Forms)
- Think aloud protocol
- Task success
- Time on task
- Likelihood to choose Ryanair in real life (scale 1-7)

Participants

— — —

- **3 Participants**
- **Occupation:**
Education 1,
Health Care 1,
Business Operations 1
- **Gender:** Male 1, Female 2
- **Age Range:** 20s 1, 40s 2
- **Native Language:** English 3
- **Flown Ryanair:** No 2, Yes 1
- **Books Flights Online:**
Once a year or less 2,
Never 1
- **Last Flight:**
Within the last year 3

Tasks and Scenarios

— — —

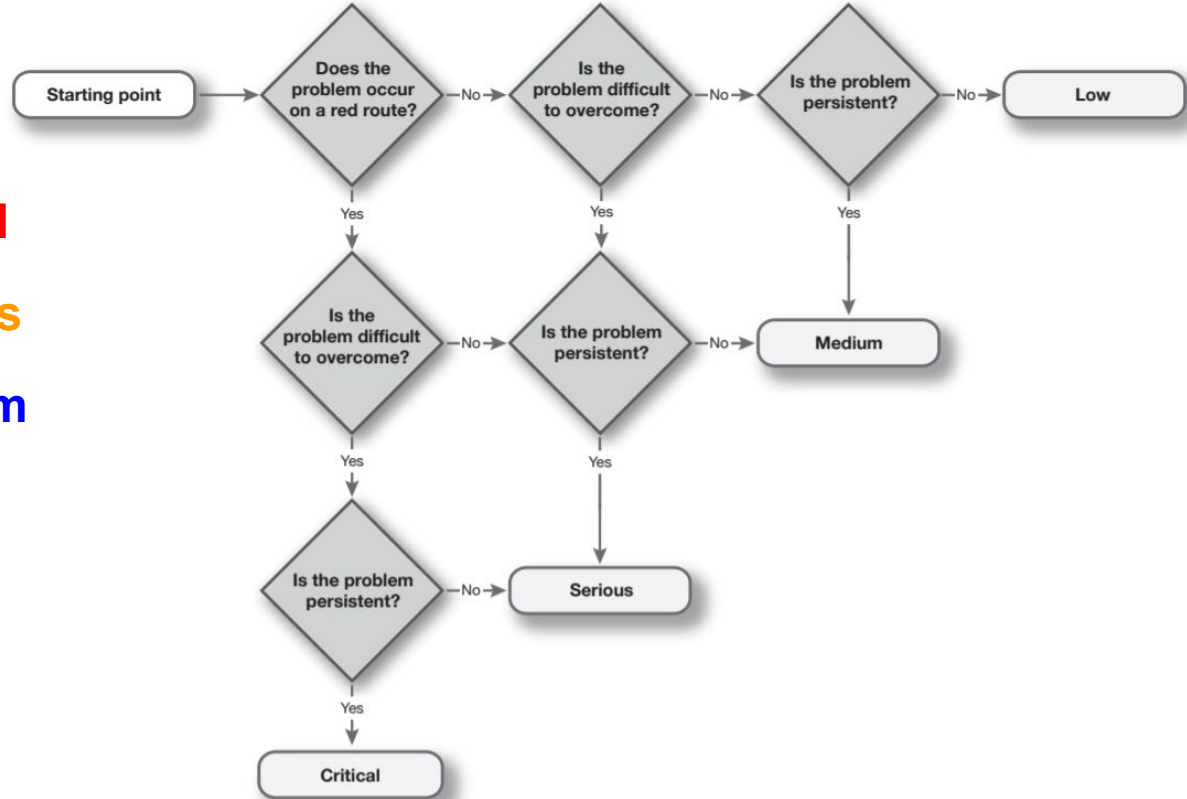
Imagine that you are booking flights for two adults on Ryanair.

1. Book a round-trip flight for two adults from Madrid (Spain) to Dublin (Ireland).
2. What are you allowed to take on board a Ryanair flight as carry-on baggage?
3. What is the absolute lowest price for a one-way flight for one adult from:
London (England) to Copenhagen (Denmark)?
4. Rolf wants to change the outbound flight:
from Dublin to Glasgow to Friday, May 18th at about the same time as the original flight.
5. Book a one-way flight for two adults:
from Copenhagen (Denmark) to Cagliari (Sardinia, Italy)
6. Check a passenger in on a flight based on the confirmation you receive from the moderator.

Severity Scale

— — —

- Severity 1: **Critical**
- Severity 2: **Serious**
- Severity 3: **Medium**
- Severity 4: **Low**



General Findings

T1 - Book a Round Trip Flight		
--- Completion	Failed	Passed
--- Time Start	1:16:00	0:2
--- Time Finish	4:43:00	9:3
--- Time on Task	3:27:00	9:1
T2 - Carry On Policy		
--- Completion	Passed with difficulty	Passed with Difficulty
--- Time Start	6:02:00	10:2
--- Time Finish	9:50:00	16:4
--- Time on Task	3:48:00	6:2
T3 - Find Cheapest London Ticket		
--- Completion	Passed with Difficulty	Failed
--- Time Start	10:40:00	17:3
--- Time Finish	15:22:00	21:2
--- Time on Task	4:42:00	3:5
T4 - Change a Flight		

Task Success / Time on Task

	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6
P1	Failed	Passed with difficulty	Passed with difficulty	Passed with difficulty	Failed	Did not finish
P2	Passed	Passed with difficulty	Failed	Did not finish	Failed	Passed
P3	Failed	Passed with difficulty	Passed	Failed	Did not finish	Did not finish

	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6
P1	3:27	3:48	4:42	6:17	12:40	na
P2	9:10	6:21	3:50	na	6:30	6:16
P3	16:01	7:19	4:35	9:37	na	na

How likely or unlikely would you be to choose Ryanair in real life?

— — —

	1 Not at all likely	2	3	4	5	6	7 Very likely
P1					X		
P2						X	
P3				X			
Mean					X		

Positive Findings

A screenshot of a Ryanair flight card. The card is white with a light gray border. At the top left, the Ryanair logo is displayed. The flight details are as follows:

Origin	Flight Type	Destination	Price
Dublin	Direct (2 hr 35 mins) FR 7256	Madrid	from \$ 59.08

The departure time is 06:25 and the arrival time is 10:00. A yellow button on the right indicates the price is 'from \$ 59.08'. A mouse cursor is visible near the bottom right of the card.

Inexpensive Rates

Description: Participants were attracted to the inexpensive flights.

Location: Global

✈ Madrid to Dublin

Sort By

<

Sun 17 Jun
\$ 86.74

Mon 18 Jun
\$ 71.66

Tue 19 Jun
\$ 59.08

Wed 20 Jun
\$ 59.08

Thu 21 Jun
\$ 59.08

RYANAIR

Direct (2 hr 45 mins)

10:35
Madrid

✈ FR 7257

12:20
Dublin

from
\$ 59.08

RYANAIR

Direct (2 hr 40 mins)

20:40
Madrid

✈ FR 7157

22:20
Dublin

from
\$ 59.08

“The price is reasonable.” P1

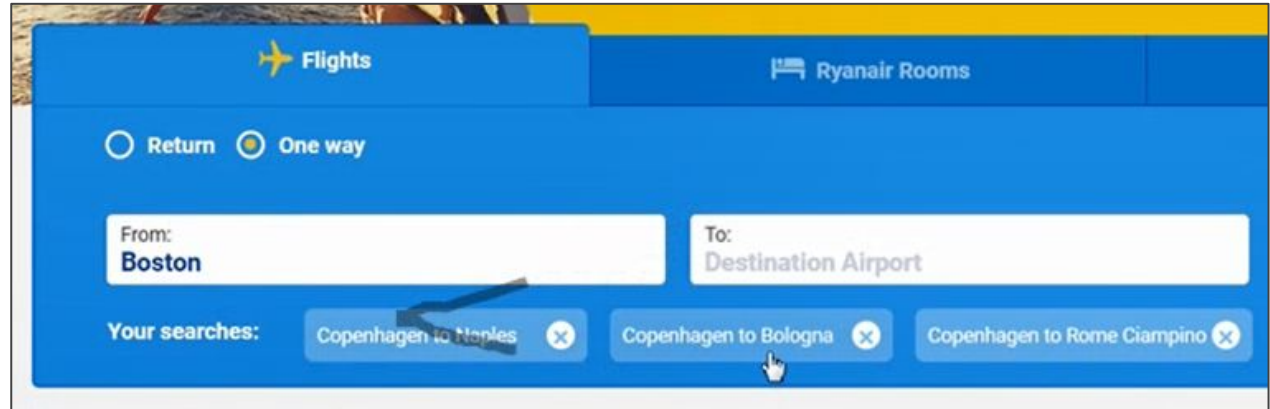
Positive Findings

Search History

— — —

Description: Search history made it easier to perform more searches and compare flight options

Location: Flight Search



Positive Findings

“This is nice. Having my search history is convenient.” P1



Choosing Same Seats

— — —

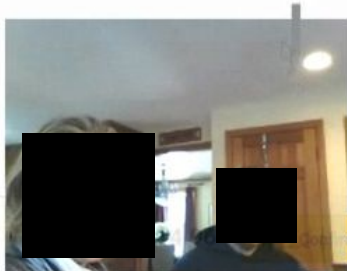
Description: People liked that they could automatically choose the same seats for their return flight.

Location: Seat Selection

Are these the seats you want?

Passenger	Seat out	Seat back
 Adult 1	24D	24D
 Adult 2	24E	24E

[Cancel](#)



Positive Findings

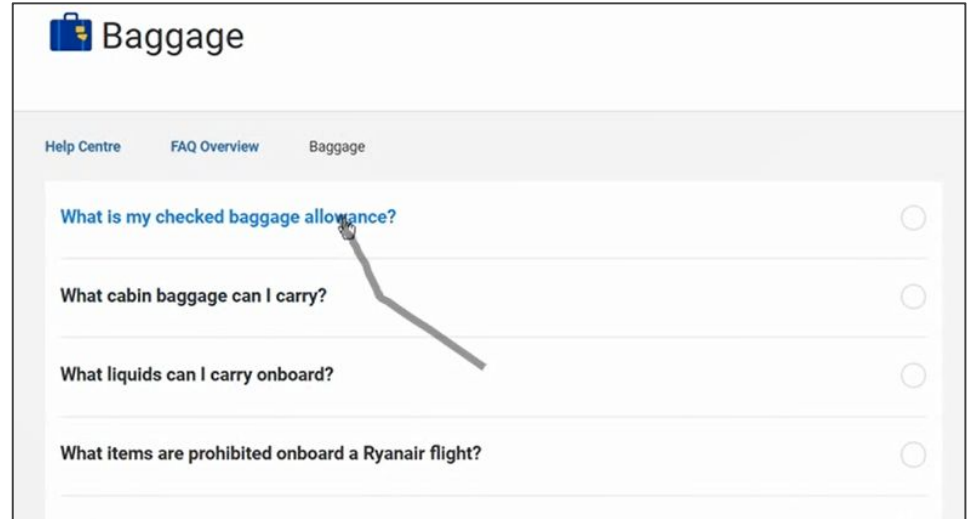
“I just clicked yes because I’m lazy.” P2

Help Center

— — —

Description: People used the help center when they got stuck and found their information easily.

Location: Help Center



“Figured I could just go to the Help Center...
It was located right at the top.” P1

Positive Findings

Main Findings

Searching for Flights



No Suggestions for Connecting Flights

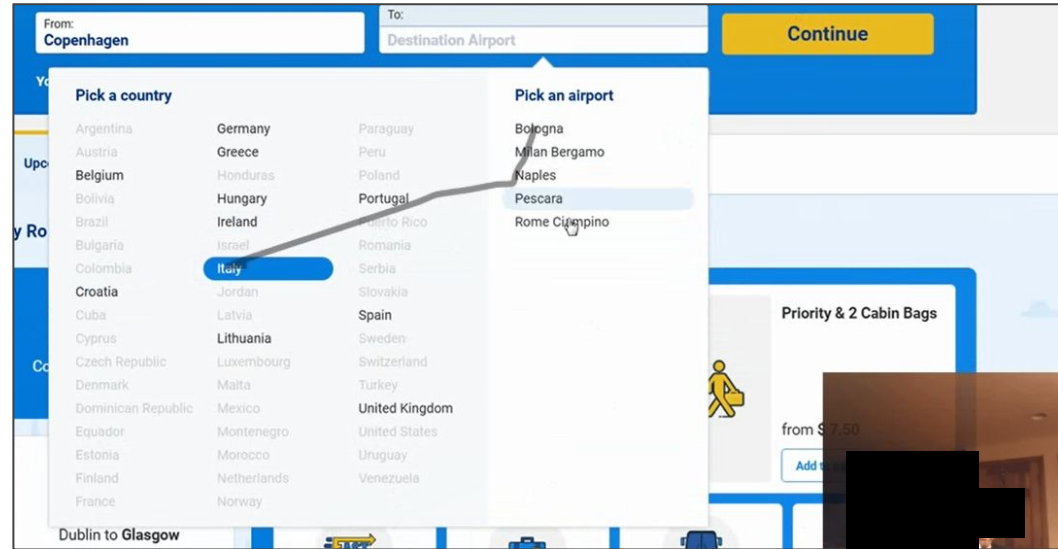
Description: People expected the flight search to build itineraries with connecting flights automatically.

When they did not see any option to reach their destination **they would leave the website.**

They did not expect that they could build a multi-flight itinerary via trial and error.

Location: Flight Search

Severity 1: Critical



“Honestly if they don't fly there I would probably go to a different website and find a flight that does.” P1

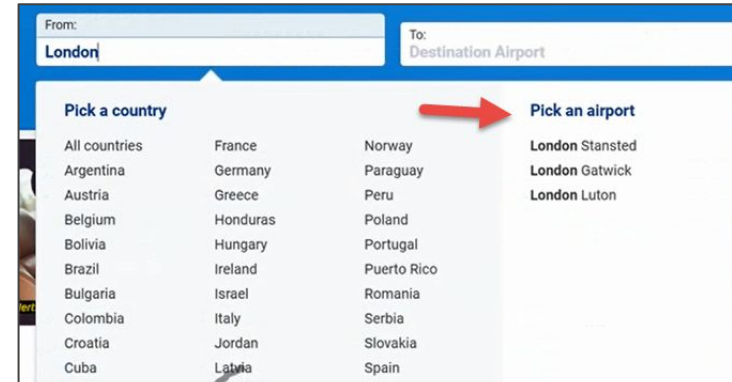
Not Noticing “Pick an Airport”

Description: When people typed the city name into flight search sometimes they did not notice “pick an airport”.

If the city has multiple airports and they don’t choose one the search won’t execute. There is no error message to inform them that there is a problem or how to fix it.

Location: Flight Search

Severity 2: Serious



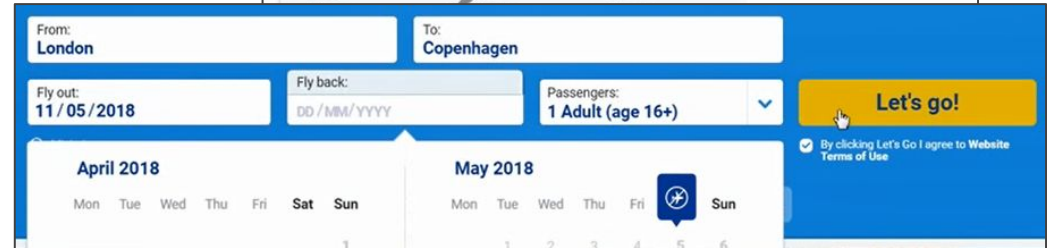
From: London To: Destination Airport

Pick a country

All countries	France	Norway
Argentina	Germany	Paraguay
Austria	Greece	Peru
Belgium	Honduras	Poland
Bolivia	Hungary	Portugal
Brazil	Ireland	Puerto Rico
Bulgaria	Israel	Romania
Colombia	Italy	Serbia
Croatia	Jordan	Slovakia
Cuba	Latvia	Spain

Pick an airport

- London Stansted
- London Gatwick
- London Luton



From: London To: Copenhagen

Fly out: 11/05/2018 Fly back: DD/MM/YYYY Passengers: 1 Adult (age 16+) ▾

Let's go!

By clicking Let's Go I agree to Website Terms of Use

April 2018 May 2018

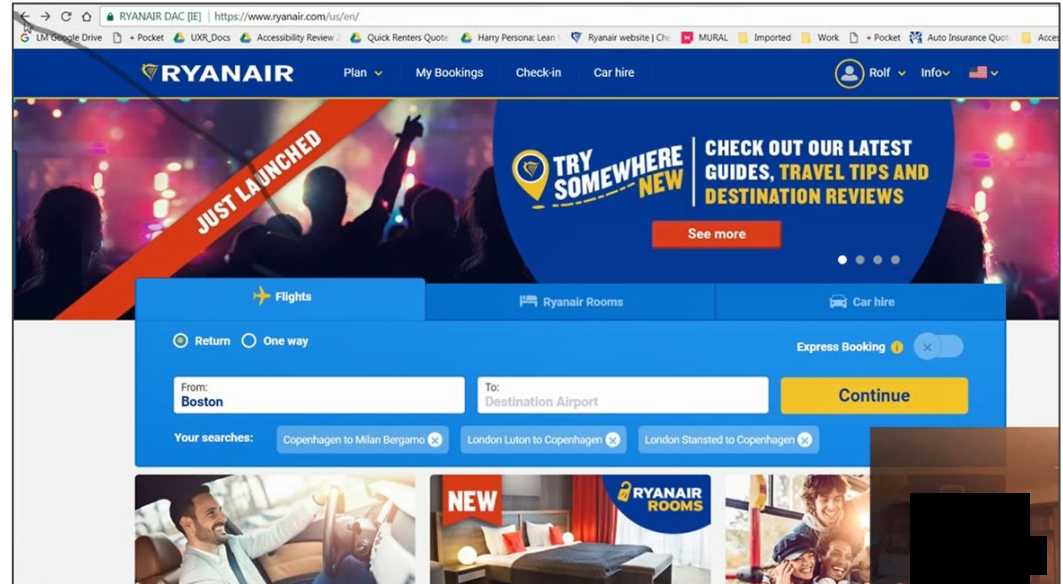
Mon Tue Wed Thu Fri Sat Sun

“(clicks) I don't know if it's thinking... (clicks) I'm not sure why it's not going... (clicks) I don't know why it's not letting me go with this one.” P2

Back Button Deleted Flight Search

Description: When people used the back button their flight details were deleted.

Location: Flight Search



“Oh now I have to start over. (sigh)
... kind of annoying.” P1

Severity 3: Medium

Main Findings

Effects of Aggressive Upselling

UP TO **50% OFF**

Opel Corsa
or similar

5 2

dollar.

\$ 15.66 /day
~~\$ 125.00~~ \$ 109.60 Total 7 days

-13%

Ford Ka
or similar

4 1

Payless 7/10

\$ 18.36 /day
~~\$ 148.00~~ \$ 128.55 Total 7 days

Opel Astra
or similar

Ryanair's Pick

5 3

dollar.

Renault Fluence
or similar

5 4

dollar.

Upselling: Annoying and Repetitive

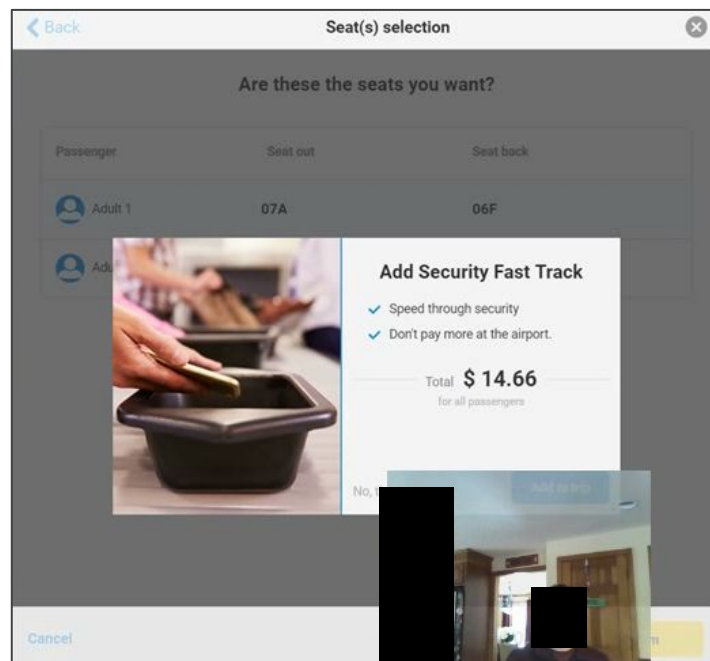
— — —

Description: People were annoyed by the constant up-selling. They did not like being interrupted and asked the same questions over and over. They were frustrated to the point of leaving the Ryanair site.

Location: Global

“Upsells in several different ways I didn’t like.
It asked me three times about the same things.” P2

Severity 2: Serious

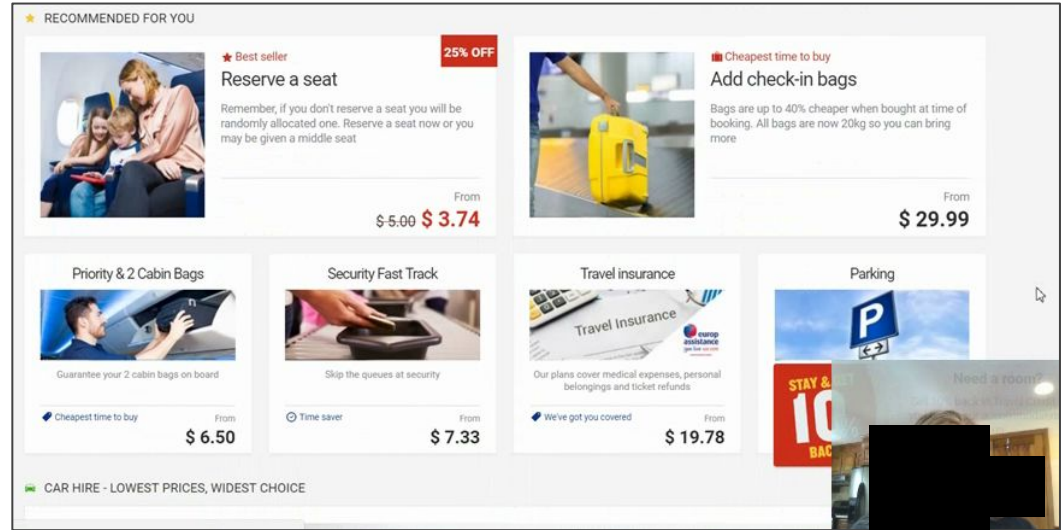


“Security fast track... no... not really interested...
travel insurance... parking... I have a place to stay...
At this point I would go to another website.” P3

Upselling: Visual Noise & Interruptions

Description: The many upsell offers add a lot of visual noise and interrupted people's flow. They made completing the tasks much more difficult due to cognitive load.

Location: Global



Severity 2: Serious

“I feel like this is busy.
I'm not really sure where to go at this point...
I'm not even sure where to look first.” P2

Upselling: Drives Up the Price Fast

Description: The frequent up-charges drive up the price. What starts as an inexpensive flight becomes more expensive very quickly.

Location: Global

“Your \$85 fare is now \$125... that like almost a 50% increase... so it's no longer like a lower cost option... nickel and diming you.” P3

Severity 2: Serious

The screenshot shows a flight booking interface with a blue header. The header contains a photo of a man loading luggage and the text: "The only way to guarantee your 2 cabin bags on board". Below this are two checkmarks with the text: "Cheapest time to buy" and "Don't wait on hand luggage at the carousel".

The main content area is divided into two columns: "Flight out" and "Flight back".

Flight out:

- Madrid** 19th May 2018
- Total for all \$ 13.00 (Add for all)
- Adult 1 \$ 6.50 (Add)
- Adult 2 \$ 6.50 (Add)

Flight back:

- Dublin** 26th May 2018
- Total for all \$ 13.00 (Add for all)
- Adult 1 \$ 6.50 (Add)
- Adult 2 \$ 6.50 (Add)

At the bottom, there are "Confirm" and "Cancel" buttons. A small video player is visible in the bottom right corner, showing a person in a room. The price "\$ 0.00" is displayed in the bottom right corner.

“Now my cheap flight is \$530.” (laughs) P3

Main Findings

Content that was not localized for the United States after USA selection




Use of the Metric System

Description: Measurements were provided in metric units only. Most participants had difficulty resolving what these units would look like in measurements they understand.

Location: Global

“55x40x20cm it's very hard for me to understand that size... I'd imagine that would be a small carry-on bag.” P3

Severity 2: Serious




Non-Priority

If you have not purchased Priority & 2 Cabin Bags, you are only permitted to bring 1 small bag on board. Your second 10kg bag will be tagged at the gate and put into the hold free of charge.

Your small bag (e.g. handbag, laptop etc.) must not exceed 35x20x20cm and should easily fit under the seat in front of you.

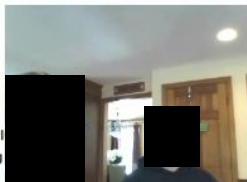
Your second 10kg bag must be 55x40x20cm in size and must fit into the sizers at the gate before being tagged and put into the hold free of charge.

Failure to comply will result in a charge of €50 per item at the departure gate and may also lead to delays for all passengers on board.



Priority & 2 Cabin Bags

Only customers who have purchased Priority & 2 Cabin Bags, Flexi Plus, PI Plus will be permitted to bring both of their cabin bags (1 bigger cabin bag cabin bag) on board.



“I'm an American so I would probably like the conversion. The conversion would be nice.” P2

Dates Presented as DD-MM-YY

— — —

Description: People struggled with entering the date as DD-MM-YY instead of MM-DD-YY which is how dates are presented in the United States. This added significant cognitive load and led to errors.

Location: Global

“The month and year being opposite, I know they do that in Europe, but... I chose the American flag.... I would think that would be flipped.

It would be easier because I wouldn't have to think about it... each time I have paused like uhh I've put the wrong thing in.” P2

Severity 2: Serious

The screenshot shows the Ryanair website's flight booking interface. At the top, there are tabs for 'Flights', 'Ryanair Rooms', and 'Car hire'. Below these, there are radio buttons for 'Return' (selected) and 'One way'. The 'From' field is set to 'Madrid' and the 'To' field is set to 'Dublin'. The 'Fly out' date is '19/06/2018' and the 'Fly back' date is '26/06/2018'. The 'Passengers' dropdown is set to '1 Adult (age 16+)'. A yellow 'Let's go!' button is prominent. Below the date fields, there are two calendar views for May 2018 and June 2018. The 'Fly out' date (19/06/2018) is highlighted in blue in the June calendar. A small image of a family is visible in the bottom right corner.

(types) “Oh no. That’s the day.” (fixes) P1

Currency Was Not Always in Dollars

Description: Currency was usually presented in dollars but was sometimes in euros. People mentioned going to another website to convert these into dollars.

Location: Global

Dublin to Madrid Tuesday 26 Jun 2018 [Change flight](#)

Selected **RYANAIR** 06:25 Dublin Direct (2 hr 35 mins) FR 7256 10:00 Madrid **Standard fare \$ 59.08**

RECOMMENDED FOR YOU

Upgrade to **Plus** **10% OFF**

- 20kg check-in bag
- Priority & 2 Cabin Bags
- Reserved standard seat

Total price per person
~~€64.00~~ **€57.60**

Add Priority & 2 Cabin Bags to your booking now from €5

Reserve a seat
Best seller! Remember, if you don't reserve a seat you will be randomly allocated one. Reserve now or you may be given a middle seat.

Oversized cabin baggage will be refused at the boarding gate, or where available, placed in the hold of the aircraft for a fee of £50/€50 (€50 on domestic flights at applicable government rates). See our table of fees at [this link](#). If you are unsure whether your bag is the correct size, check it at the Bag Drop desk before going through security.

Priority costs €5 if purchased at the time of the initial flight booking. If added via the manage my booking feature on our website, or via the Ryanair app (up to 40 minutes before the scheduled flight departure time) the fee is €6.

Severity 3: Medium

“Umm I was in Ireland I should know this... yeah in euros... I would Google ‘35 euros’ and transfer it to dollars.” P1

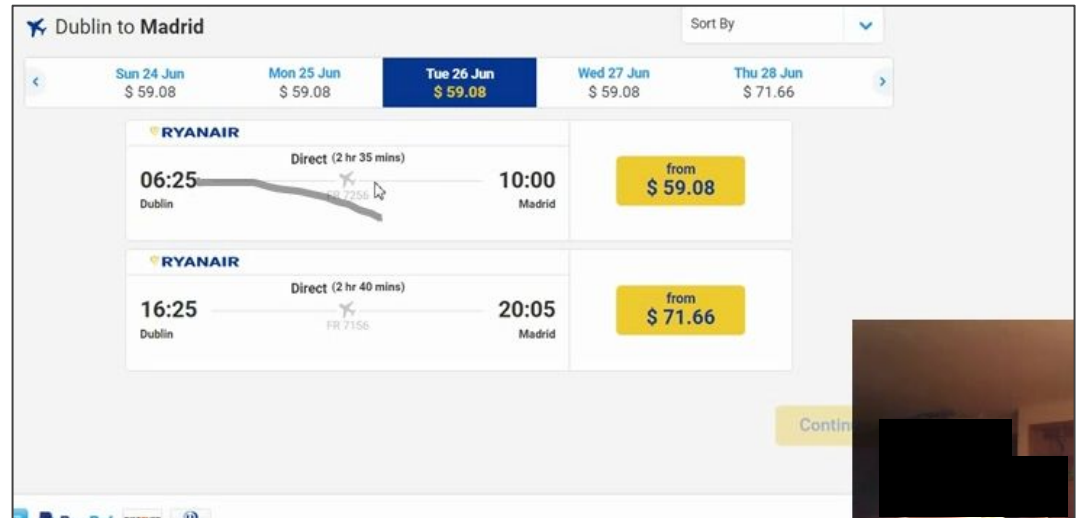
Use of 24-Hour Format

Description: Time was presented in 24-hour format. With the exception of the military, time in the United States is presented in AM/PM format.

People had to mentally make this conversion which added to cognitive load.

Location: Global

Severity 3: Medium



“This is a stupid question, how do I know if it's AM or PM?
Time confused me for a second.” P1

Main Findings

Confusing Policies

What you CAN bring on board

If you have purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on-board:

- One small bag e.g. handbag, laptop bag etc. not exceeding 35cm x 20cm x 20cm
- One cabin bag, not exceeding 55cm x 40cm x 20cm in size and 10kg in weight.

If you have not purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on-board:

- 1 small bag on board (35cm x 20cm x 20cm)
- If a second cabin bag (55cm x 40cm x 20cm) is brought to the gate, it will be put in the aircraft hold. The Regulations on Cabin Baggage apply.

Passengers who have reduced mobility and have prebooked airport special assistance can carry both their cabin baggage into the cabin with them.

Passengers who are carrying special medical items (e.g. CPAP machine, Portable Oxygen Concentrator) can carry them into the cabin in addition to their 2 pieces of cabin baggage.

Oversized cabin baggage will be refused at the boarding gate, or where available, placed in the hold on arrival. A fee of £50/€50 (fee subject to VAT on domestic flights at applicable government rates). See our baggage policy for more details.

If you are unsure whether your bag is the correct size, check it at the Bag Drop desk before going through security.

Priority costs €5 if purchased at the time of the initial flight booking. If added via the manage my booking website, or via the Ryanair app (up to 40 minutes before the scheduled flight departure time) the fee is €10.

Many Confusing Rules and Policies

Description: There are many confusing rules and policies.

Location: Global

Change flight information

Flight change fees are charged per one way flight/per person and vary by season. In addition to these flight change fees, any price difference between the original fare paid and the new fare chosen is charged. Please note that if the fare/fees on the new flight is lower, no refund will be made.

Flight dates and times are changeable (subject to seat availability), such changes can be made up to 4 hours prior the scheduled flight departure time.

If you are changing your flight due to a flight cancellation, this will be free of charge once the change is confirmed at the end of this process.

What you CAN bring on board

If you have purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can

- One small bag e.g. handbag, laptop bag etc. not exceeding 35cm x 20cm x 20cm
- One cabin bag, not exceeding 55cm x 40cm x 20cm in size and 10kg in weight.

If you have not purchased "Priority & 2 cabin bags" or a Plus/Flexi ticket you can carry the following on

- 1 small bag on board (35cm x 20cm x 20cm)
- If a second cabin bag (55cm x 40cm x 20cm) is brought to the gate, it will be put in the aircraft hold. The Regulations on Cabin Baggage apply.

Passengers who have reduced mobility and have prebooked airport special assistance can carry both cabin baggage into the cabin with them.

Passengers who are carrying special medical items (e.g. CPAP machine, Portable Oxygen Concentrator) into the cabin in addition to their 2 pieces of cabin baggage.

Oversized cabin baggage will be refused at the boarding gate, or where available, placed in the hold of the aircraft for a fee of £50/€50 (fee subject to VAT on domestic flights at applicable government rates). See our table of fees at this link.

If you are unsure whether your bag is the correct size, check it at the Bag Drop desk before going through security.

Priority costs £5 if purchased at the time of the initial flight booking. If added via the manage my booking facility on our website, or via the Ryanair app (up to 40 minutes before the scheduled flight departure time) the fee is €6.

Standard fare

Lowest fare

- All day check-in
- 10kg check-in bag
- Priority & 2 Cabin bags
- Reserved standard seat
- Flexible tickets
- Optional airport check-in
- Fast Track

£ 51.54

Plus

Lowest fare

- All day check-in
- 10kg check-in bag
- Priority & 2 Cabin bags
- Reserved standard seat
- Flexible tickets
- Optional airport check-in
- Fast Track

£ 91.26

Flexi Plus

Lowest fare

- All day check-in
- 10kg check-in bag
- Priority & 2 Cabin bags
- Reserved standard seat
- Flexible tickets
- Optional airport check-in
- Fast Track

£ 174.04

Non-Priority

If you have not purchased Priority & bag on board. Your second 10kg bag charge.

Your small bag (e.g. handbag, laptop fit under the seat in front of you.

Your second 10kg bag must be 55x4 before being tagged and put into the

Failure to comply will result in a charge of €50 per item at the departure gate and may also lead to delays for all passengers on board.

Priority & 2 Cabin Bags

Only customers who have purchased Priority & 2 Cabin Bags, Flexi Plus, Plus will be permitted to bring both of their cabin bags (1 bigger cabin bag on board).

Your small bag (e.g. handbag, laptop etc.) must not exceed 35x20x20cm and fit under the seat in front of you.

Remember it is cheaper to self-serve on our website, bookings or changes to existing bookings made via our Contact Centre will incur higher fees if the booking/change could have been made online.

New bookings/General Queries

1520 444 004 - Ryanair
Reservations Phone Number -
€0.15/min incl. VAT
Calls from mobiles and other
networks may cost more.

Our lines are open:
Mon - Fri, 06:00 - 19:00 GMT
Sat, 09:00 - 18:00 GMT
Sun, 10:00 - 18:00 GMT

Post booking queries:

Flight change
Flight Disruptions

0818 30 30 30 Calls are
charged at local call rates.

Our lines are open:
Mon - Fri, 06:00 - 19:00 GMT
Sat, 09:00 - 18:00 GMT
Sun, 10:00 - 18:00 GMT

“Seems like a lot of extra charges and a lot of different regulations you have to read through before booking your flight which is confusing.” P1

Severity 2: Serious

Flight Change Fee is Difficult to Determine

Description: It's difficult to find the charge for changing your flight. The charges are presented in ranges with complicated terms.

Location: Change Flights, Help Center

Flight change queries

For immediate support use LIVE WEB CHAT, [click here](#).

To change a booking, [click here](#). If you are having difficulty retrieving your booking video which will assist you.

For immediate support you can also review our [Frequently Asked Questions](#) or email [support@airline.com](#). If you still need to speak with us please [click here](#).

How much will a flight or name change cost?

Flight Change
Our flight change fees start from €35/£35 (or local currency equivalent) per one way flight/per person and vary season to season.
In addition to these flight change fees, you will also be charged any price difference between your original booking and the cost of the new booking.
Please note that if the fare/fees on the new flight is lower, no refund is due.

Name Change
Our name change fee starts from €115/£115 (or local currency equivalent).
For more information on these charges please see our [Table of Fees](#).

Select Flights 2 Search new flight

Hide change flight fee

Change flight type	Online price	Airport price
* Low season		* High season

Your original flight(s)

<input checked="" type="checkbox"/>	Dublin T1 - Glasgow International T2 Wed 16th May 14:00 - 15:00 FR 5774
<input type="checkbox"/>	Glasgow International T2 - Dublin T1 Wed 23rd May 15:25 - 16:25 FR 5773

Search for your new outbound flight here

1 Change flight information
Flight change fees are charged per one way flight/per person and vary by season. In addition to these flight change fees, any price difference between the original fare paid and the new fare chosen is charged. Please note that if the fare/fees on the new flight is lower, no refund will be made.
Flight dates and times are changeable (subject to seat availability), such changes can be made up to 4 hours prior the scheduled flight departure time.
If you are changing your flight due to a flight cancellation, this will be free of charge once the change is confirmed at the end of this process.

Change flight fees and any fare difference applicable will not be charged until you confirm your flight change and provide payment details. If you are changing your flight due to a flight cancellation, this will be free of charge once the change is confirmed at the end of this process.

Search

"It doesn't say what the fee is. I have the feeling you're in for a bit of a shock." P3

Severity 2: Serious

"I don't know how much it will cost. It shows me my original flight but it doesn't show me the cost to change it." P1

Carry-On Policy is Confusing


Description: The carry-on bag policy is complicated, confusing and uses inconsistent language. “Cabin bags” was not a familiar term.

Location: Cabin Bags Policy, Help Center

“Cabin bags I think of as carry-on... The lingo is not the same... one bigger cabin bag and one small cabin bag... this says your small bag... it just says your second. It doesn't say bigger.” P2

Severity 3: Medium

As of Jan 15th 2018 you can only bring 1 small bag on board unless you purchase Priority & 2 Cabin Bags



Non-Priority

If you have not purchased Priority & 2 Cabin Bags, you are only permitted to bring 1 small bag on board. Your second 10kg bag will be tagged at the gate and put into the hold free of charge.

Your small bag (e.g. handbag, laptop etc.) must not exceed 35x20x20cm and should easily fit under the seat in front of you.

Your second 10kg bag must be 55x40x20cm in size and must fit into the sizers at the gate before being tagged and put into the hold free of charge.

Failure to comply will result in a charge of €50 per item at the departure gate. This may lead to delays for all passengers on board.

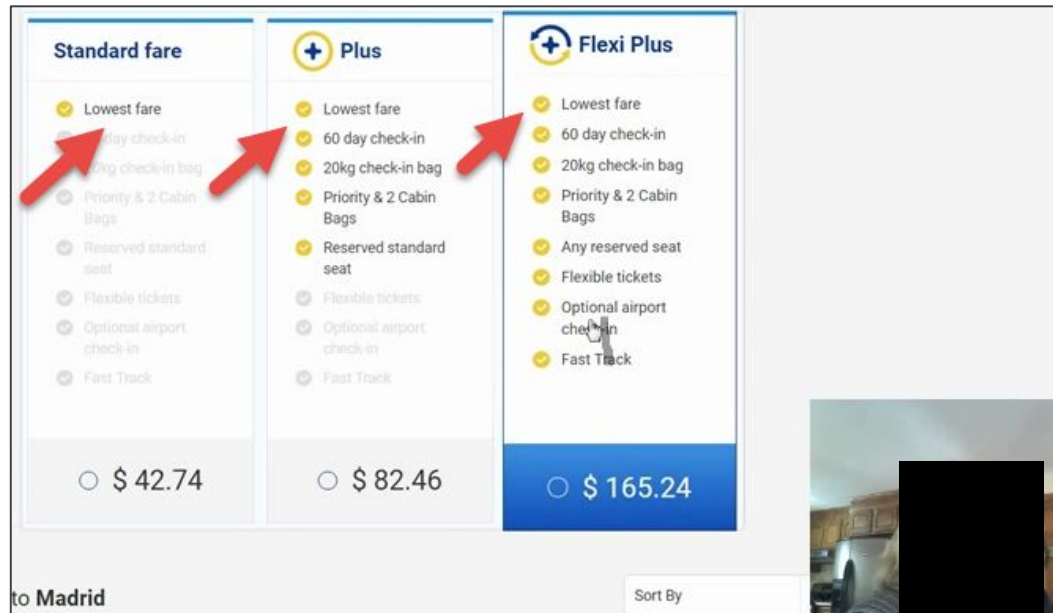
“Your small bag must not exceed 35x20x20cm and should fit under the seat in front of you... (sigh) Your second (laughs) this is getting pretty complicated...” P3

Fare Options are Confusing

— — —

Description: The fare options are confusing and contain many details. They all say “lowest fare” when they have differing prices. The labels “standard fare,” “plus,” and “flexi plus” are not intuitive.

Location: Flight Fare



Severity 3: Medium

“Why does it say lowest fair on all three options?” P3

Main Findings

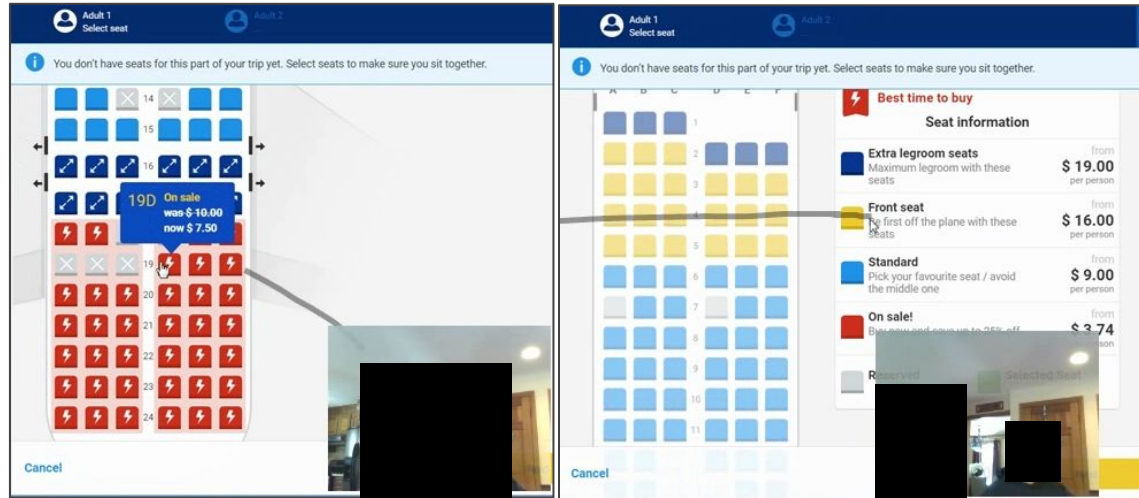
Odd interactions



Seat Pricing is Hard to Determine

Description: When you pick a seat there are four different price categories but there are different prices within those categories. To find out the price people needed to hover over each seat.

Location: Reserve a Seat



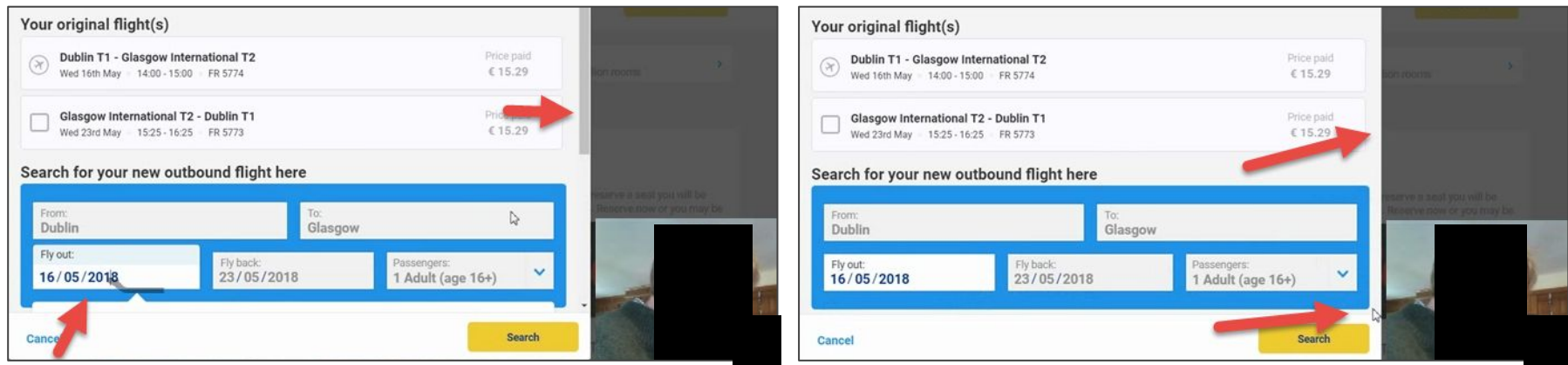
“It says it’s from \$3.74 a person but it comes out \$15. It doesn’t tell you how much it really is unless you hover over it... It would be easier if these said it so I didn’t have to hover over each one of these to figure out the variations.” P2

Severity 2: Serious

Fight Change Modal Scrollbar Disappears

Description: On the flight change modal, the date picker appears below the fold but the scrollbar disappears when you move off the date to access it.

Location: Flight Change



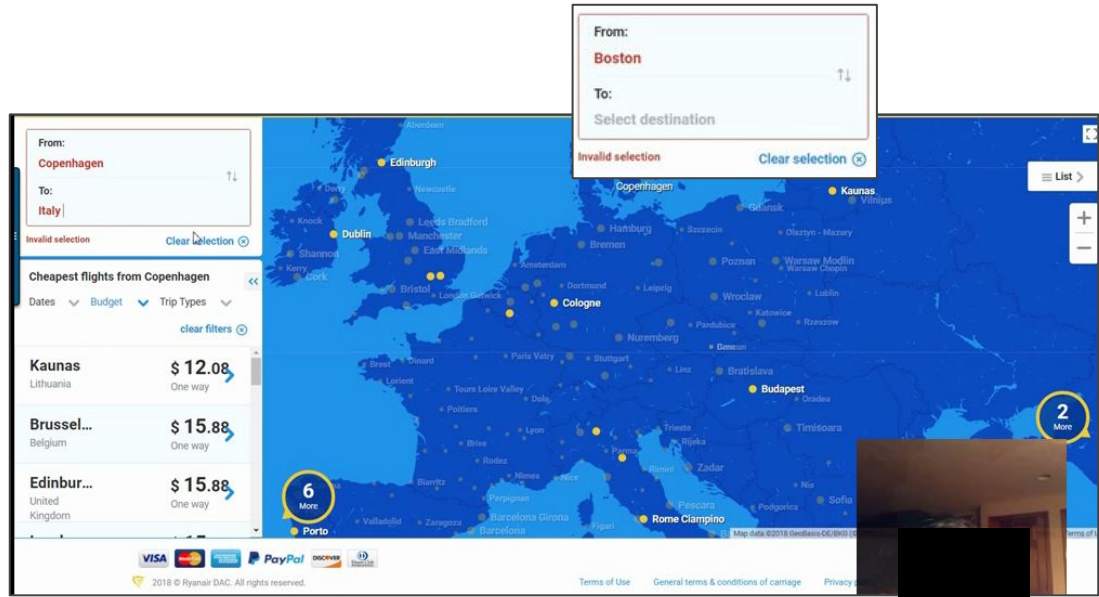
Severity 3: Medium “I can’t scroll the page down... problem with my mouse here.” P3

Route Map is Hard to Use

Description: When people were trying to find flights to Italy with the Route Map it would have an “invalid selection” error if there were no direct flights. It would error before people started to enter a destination. It also automatically entered Boston as the starting point.

Location: Route Map

Severity 3: Medium



“It’s only letting me pick Boston because it is identifying where I am... That is what I am guessing... At this point I would just Google it.” P1

Appendix



Appendix

I have reached the point where it isn't too painful to watch myself on video. I was able to observe a few things in my videos.

I like to ask post-task and post-test questions to hear the participant articulate what went well and what didn't. This helps me understand how it aligns with my assumptions and interpretations.

My second participant was pretty nervous and frustrated. Maybe I should have encouraged her more.

I determined that there were too many tasks to complete in 40 minutes after the pilot. Instead of trying to rush things I tried to move swiftly but not rush myself or the participant.

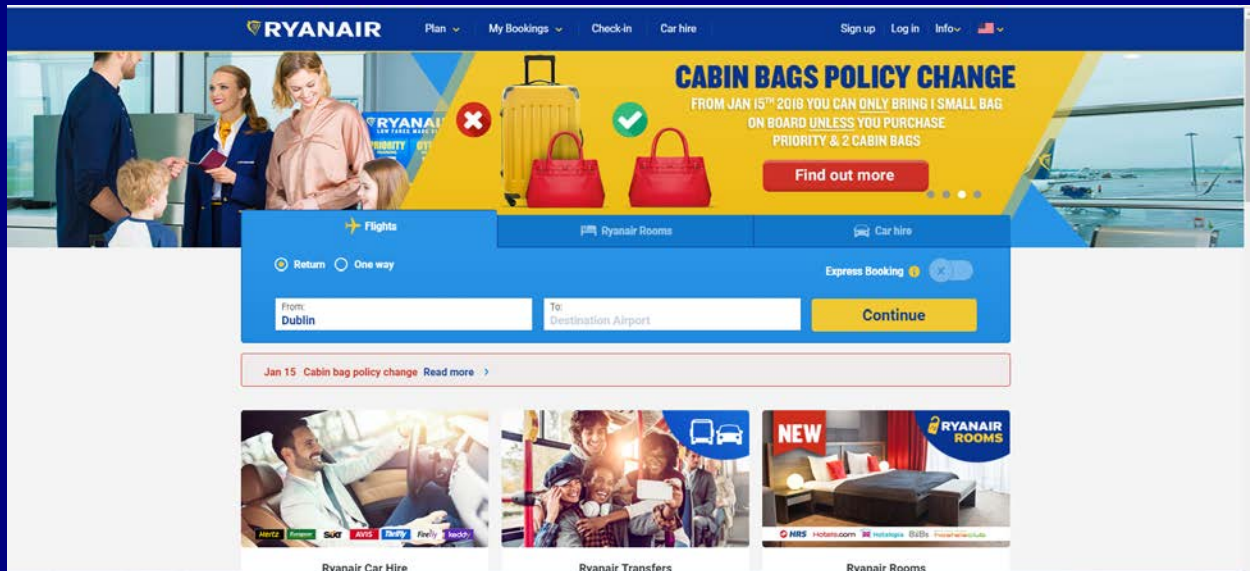
Even though I feel like I visually react to things that occur I can't really tell when I watch myself.

Sometimes I trip over my words when I try and explain things.

Project took approximately 40 hours.

Comparative Usability Evaluation

10



CUE-10 RYANAIR Moderation

Executive Summary

From 22 – 28 February, three participants explored the RYANAIR website through a series of typical tasks. Participants had a variety of travel experiences, but were mostly familiar with US travel. Using a concurrent think aloud protocol, the participants described their thought process and actions while attempting the tasks.

Positive Findings.

A number of features support users in their tasks. Autocomplete, hover display of content (ticket, seat \$), error indicators and interactive assistance (not recognized) support the users and help to prevent errors.

Significant Issues

The test activities raised one **Critical** issue:

Flight Map Default Field One participant surfaced an issue when deliberately clearing a selection only to have the default value in the From: field repopulate.

Some of the **Serious** issues include:

Baggage Policy Penalty Participants did not recognize the significant penalty for taking a second baggage item as carry-on. This is a potential 50 Euro fee that could surprise a passenger.

Country/Airport tab differentiation Participants did not recognize how available countries were identified and based on the selection, associated airports were listed in an alphabetical order.

Recommendations

Flight Map Default Field When a user clears a selection (using button), then clear all content from available fields.

Baggage Policy Penalty Show cost to user for possible 2-bag carry-on in a visible way so that this cost is understood. Participants mentioned several times that they would chose the lowest cost option and need to be clear on when penalties might apply.

Country/Airport tab differentiation Explore design elements to help users recognize when moving from Country to Airport content.

Summary table of issues uncovered

Rating	Rating Code	Description	# Identified
Critical Problem	A	Causes frequent catastrophes. <i>Table 2 Critical issues identified during test activities</i>	1
Serious Problem	B	Delays test participants in their use of the website for some minutes, but eventually allows them to continue. <i>Table 3 Serious issues identified during test activities</i>	8
Minor Problem	C	Causes test participants to hesitate for some seconds. <i>Table 4 Minor issues identified during test activities</i>	22
Good Idea	I	A suggestion from a test participant that could lead to a significant improvement of the user experience.	
Positive Finding	P	This approach is recommendable and should be preserved. <i>Table 5 Positive Findings from test activities</i>	18
Bug	X	The website works in a way that is not in accordance with the design specification. This includes spelling errors, dead links, scripting errors, etc.	

Summary of Issues by Heuristic Category

Category	Description	Heuristic Code	# Identified
System Status	System Status	1	3
User Control and Freedom	Task Sequencing	2	5
	Emergency Exits	3	1
	Flexibility and Efficiency of Use	4	0
Consistency and Relevancy	Match between System and Real World	5	4
	Consistency and Standards	6	0
	Recognition rather than Recall	7	4
	Aesthetic and Minimalist Design	8	5
	Help and Documentation	9	3

Category	Description	Heuristic Code	# Identified
Error Recognition and Recovery	Help Users Recognize, Diagnose, and Recover from Errors	10	5
	Error Prevention	11	4
Task and Work Support	Skills	12	0
	Pleasurable and Respectful Interaction with the User	13	0
	Quality Work	14	0
	Privacy	15	0

Background to study

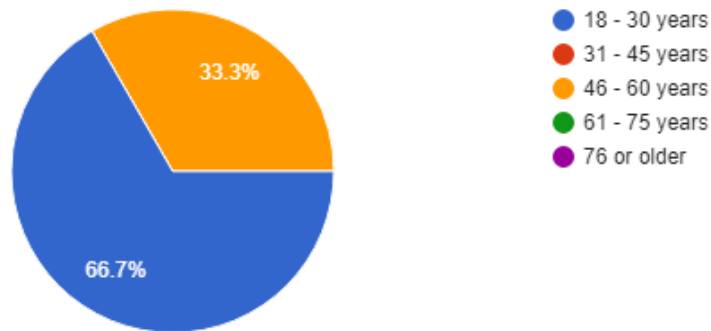
As part of the CUE-10 instruction set, the requirements for participants was provided and the tasks identified for execution on the RYANAIR website. Three participants were recruited from a convenience sample (availability and willingness to participate). Two test sessions occurred on February 22; one test session occurred on February 28. All screenshots included in this report are from February 22 or 28.

User Profiles

After the test session, participants completed a SUPR-Q questionnaire and three additional questions relating to their age range and travel frequency. *See Appendix - SUPR-Q data and participant information*

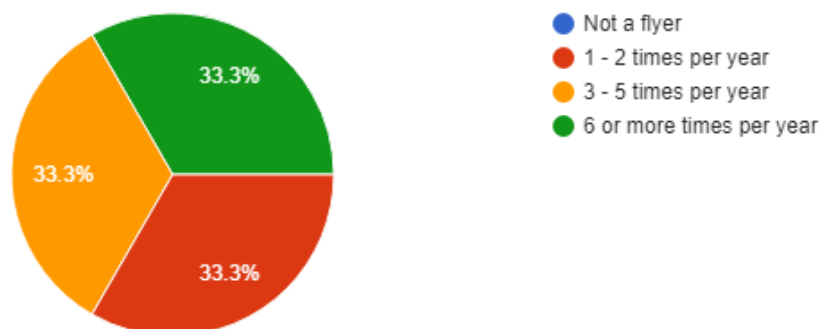
Age range

3 responses



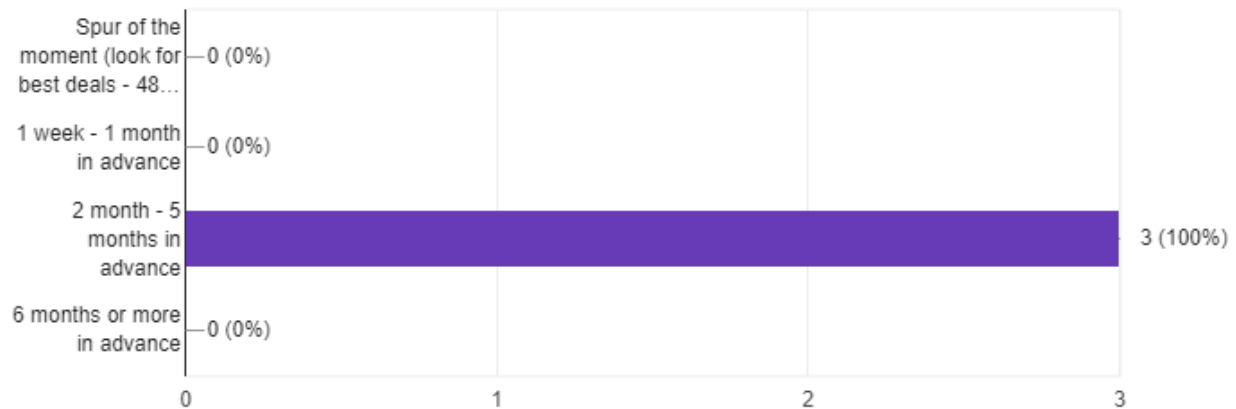
On average, how frequently do you fly each year?

3 responses



How far in advance to you plan your vacation trips?

3 responses



Description of Test Protocol

The test activity took place in a recording room. Participants and the moderator were side-by-side at a desk. A mic check was done before the session started and once the participants agreed to being recorded, then recording started. The moderator reviewed the intent of the test activity and provided an example of Think Aloud if required.

Introduction – Orientation and preparation

Participants were identified and approached to check on their interest and availability. No description of the activity was given at that time – only that the session would be recorded. Each session started with the participants signing the consent form. After an introductory script was reviewed, participants started on the test activities. See *CUE-10 RYANAIR – Moderator script*.

Test Activities

Results of tests

Table 1 Summary of test activities by task and participant

Task	Participant	Time	Response	Task Success	Note
1	P1	6:42	209.92 EURO	yes	
1	P2	9:22	363.69 EURO	yes	
1	P3	9:04	197.64 EURO	yes	
2	P1	9:30	small bag	yes	
2	P2	11:40	small bag	yes	
2	P3	11:46	small bag	yes	
3	P1	11:56	Luton cheaper	yes	
3	P2	17:28	78.56 EURO	no	Stanstead chosen
3	P3	15:06	37.73 EURO	no	(did not recognize there was 3 airports)
4	P1	19:00	new flight	yes	
4	P2	26:00:00	Could not complete	no	
4	P3	21:03	30 Euro	yes	
5	P1	24:20:00	give up	no	
5	P2	39:07:00	Could not complete	no	
5	P3	31:44:00	Could not complete	no	
6	P1	28:11:00	not possible to change	yes	
6	P2	41:50	80 Kronor (return trip	yes	

Task	Participant	Time	Response	Task Success	Note
			and extra leg room)		
6	P3		8 Kronor	yes	

Critical and Serious Issue Identified

Table 2 Critical issues identified during test activities

Task #	Category	Severity	Description	Participant	Time
5	SYSTEM STATUS	Critical	Clearing field returns to the default setting rather than clearing the field	P2	34:11:00



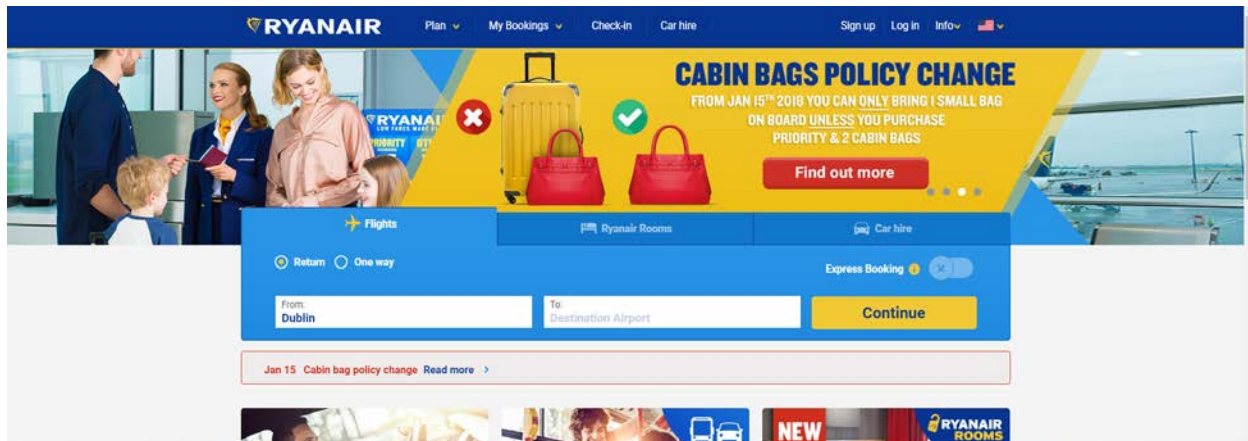
All participants struggled with multi-airport trips. What was challenging for some participants was the recognition that the flight map returned to the default setting (From: Dublin) even when the Clear Selection option was selected. Participants expected to be able to use a destination as their initial entry in order to see connecting airports.

Table 3 Serious issues identified during test activities

Task #	Category	Severity	Description	Participant	Time
2	HELP AND DOCUMENTATION	Serious	Penalty for not confirming to baggage policy not obvious (when other promotions are)	P1	8:00
2	HELP AND DOCUMENTATION	Serious	Wording begins with an IF statement and this makes for difficult interpretation	P1	9:10
4	HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS	Serious	Incorrect dates shown	P1	16:29
5	TASK SEQUENCING	Serious	Default settings from Dublin	P1	21:47
3	HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS	Serious	country/airport destination difficult to interpret	P2	15:40
4	SYSTEM STATUS	Serious	System indicator showing progress through change but no indicator for going back. System indicating you can move forward?	P2	22:48
5	ERROR PREVENTION	Serious	Default map origin after entry	P2	31:27:00

Task #	Category	Severity	Description	Participant	Time
5	ERROR PREVENTION	Serious	Destination entry has a default starting point	P2	31:46:00

TEST TASK 1 - BOOK A ROUND-TRIP FLIGHT



All participants were successful with Task 1. There were a number of positive findings that supported users (*Table 5 Positive Findings from test activities*).

TEST TASK 2 - RULES FOR CARRY-ON BAGGAGE

This was the most successful task with all participants correctly identifying baggage limitations. Information on the recent changes was highlighted in the front page carousel but only for participants on February 22. However, participants did not use this image to navigate to the information.

Two serious issues were identified based on participant interaction. The penalty for not moving a second item to the hold was identified as 50 Euro, however the statement is not presented strongly enough for the reader to recognize what the penalty is.

The wording in the Non-Priority statement begins with an IF statement regarding the Priority choice; this confuses the user on what is being discussed. This should be presented in Decision Block format to ensure that the user is clear on choice.



Non-Priority

If you have not purchased Priority & 2 Cabin Bags, you are only permitted to bring 1 small bag on board. Your second 10kg bag will be tagged at the gate and put into the hold free of charge.

Your small bag (e.g. handbag, laptop etc.) must not exceed 35x20x20cm and should easily

TEST TASK 3 - FIND THE LOWEST-PRICED TICKET

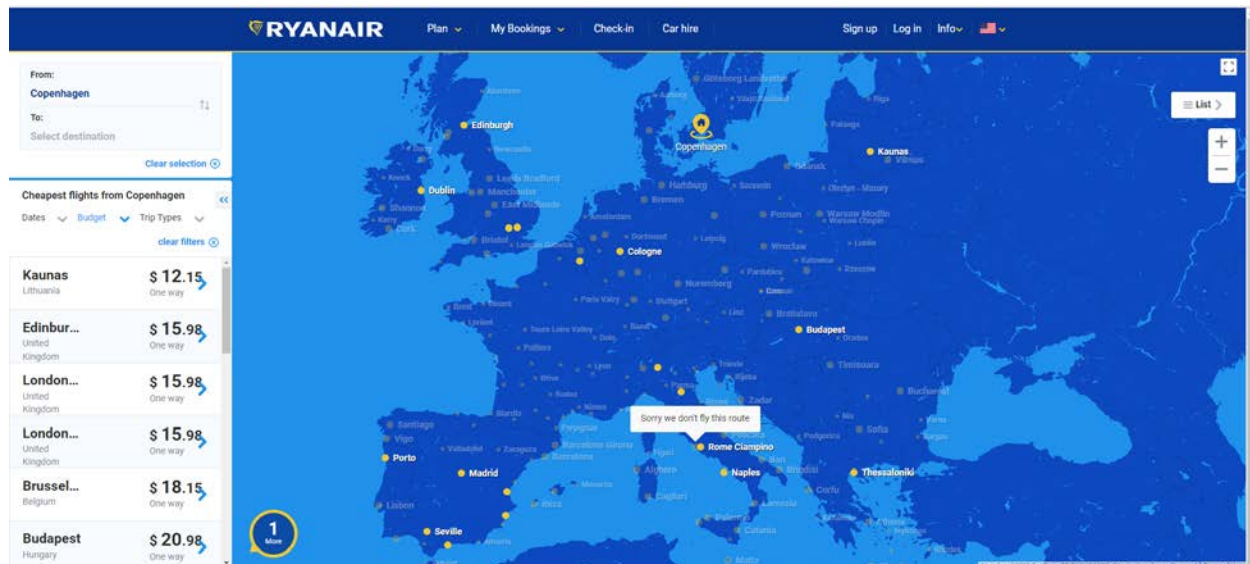
The participants had some confusion recognizing the Country-Airport division when entering the Destination (To:) field. Participants struggled to recognize when a destination was not possible. Participants did not recognize that the possible country was highlighted and could be selected.

TEST TASK 4 - CHANGE A FLIGHT

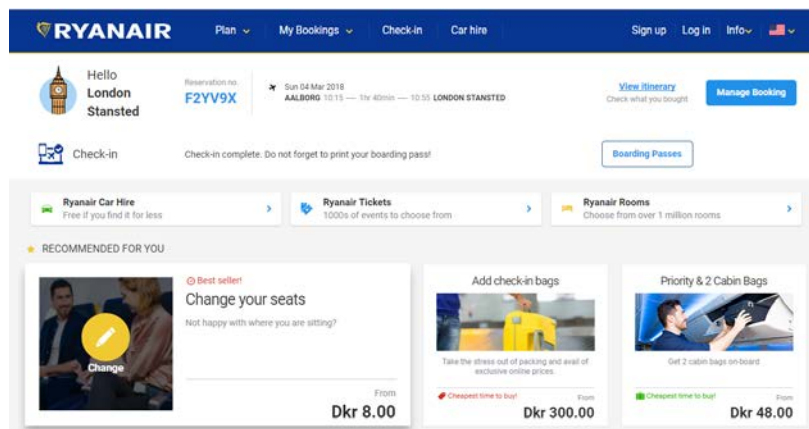
Two or the three participants correctly completed task 4. The first participant understood that that flight change was not possible (correctly interpreted message presented) and the second participant was able to identify a 30 Euro cost for a change. One serious issue uncovered was the incorrect date presented in the calendar price options. The participant failed to notice the incorrect date and assumed there was not option to make a change.

TEST TASK 5 - BOOK A MULTI-LEG FLIGHT

All three participants had difficulty with understanding that individual sequences of multi-leg flights had to be managed in a specific way. Since there is no through booking with connecting flights guaranteed, the current task sequence ensures that the user is responsible for timing of flights.



TEST TASK 6 - CHECK-IN FOR A FLIGHT



Two participants correctly completed task 6. Data from the third participant is not included as this test session went over 40 mins. The first participant correctly accessed the boarding pass and identified the seat booking. For participant 3, there was an on-page recommendation for an 8 Kronor change. It is possible that the participants 'learned' the RYANAIR UI and were quicker to contextualize the task and look for appropriate indicators.

Minor Issues Identified

Table 4 Minor issues identified during test activities




Task #	Category	Severity	Description	Participant	Time
1	SYSTEM STATUS	Minor	Discrepancy with total cost. Two passengers.	P1	5:31
1	MATCH BETWEEN SYSTEM AND THE REAL WORLD	Minor	Selection added to basket. Terminology may not be appropriate	P1	5:31
1	AESTHETIC AND MINIMALIST DESIGN	Minor	Interactive prompt anchored to bottom of screen and potentially covers important data for user. Does collapse after a period of time.	P1	6:17
1	TASK SEQUENCING	Minor	Hover triggers element	P1	6:09
2	RECOGNITION RATHER THAN RECALL	Minor	Dimensions in metric	P1	7:51
3	TASK SEQUENCING	Minor	Back button results in reset to default travel (round trip)	P1	11:09
3	RECOGNITION RATHER THAN RECALL	Minor	Return to default values at home page	P1	11:09
4	ERROR PREVENTION	Minor	Copy/paste issue	P1	14:43
5	HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS	Minor	Accepting value in field but no corresponding value in list	P1	23:14
6	AESTHETIC AND MINIMALIST DESIGN	Minor	light gray text with background colour	P1	27:11:00
6	ERROR PREVENTION	Minor	Not recognizing non-priority does not include seat selection - applies to baggage	P1	28:02:00
2	AESTHETIC AND MINIMALIST DESIGN	Minor	Upper case in banner ad, difficult to read	P2	10:28
2	RECOGNITION RATHER THAN RECALL	Minor	Cost for service not give. Penalty is provided	P2	11:30
3	MATCH BETWEEN SYSTEM AND THE REAL WORLD	Minor	Starting from a final destination	P2	14:00
5	TASK SEQUENCING	Minor	Multi-flight booking. New search option allowing user to extend activity?	P2	36:28:00
2	MATCH BETWEEN SYSTEM AND THE REAL WORLD	Minor	Non-priority vs Priority & 2 bags	P3	10:37
2	AESTHETIC AND MINIMALIST DESIGN	Minor	Two images of bags could confuse	P3	11:09

Task #	Category	Severity	Description	Participant	Time
2	RECOGNITION RATHER THAN RECALL	Minor	No cost identified for baggage	P3	11:42
4	HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS	Minor	No exit or opportunity to go back if not completing username/password	P3	18:08
4	AESTHETIC AND MINIMALIST DESIGN	Minor	Two ads presented on accommodation bookings	P3	19:34
4	HELP AND DOCUMENTATION	Minor	Incorrect dates in the help information	P3	20:41
5	HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS	Minor	Allowed to enter incorrect value in Destination field - no indication of error	P3	22:23
5	MATCH BETWEEN SYSTEM AND THE REAL WORLD	Minor	Default selection of first airport in list when selecting by country	P3	23:25

Table 5 Positive Findings from test activities

Task #	Category	Severity	Description	Participant	Time
1	PLEASURABLE AND RESPECTFUL INTERACTION WITH THE USER.	Positive Finding	Continue button changes and signals to user the system is ready to progress	P1	5:48
3	ERROR PREVENTION	Positive Finding	Validation of typing indicates no airport	P1	10:25
6	ERROR PREVENTION	Positive Finding	email address populated	P1	25:24:00
6	HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS	Positive Finding	Live chat available but not seen by the participant	P1	28:01:00
1	TASK SEQUENCING	Positive Finding	Autocomplete of return date interval.	P2	5:54
1	EMERGENCY EXITS	Positive Finding	Agree to terms with a check box. default allows progress	P2	6:27
1	TASK SEQUENCING	Positive Finding	Hover and active area	P2	7:19
1	HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS	Positive Finding	Add to trip - button in familiar language for user	P2	7:55

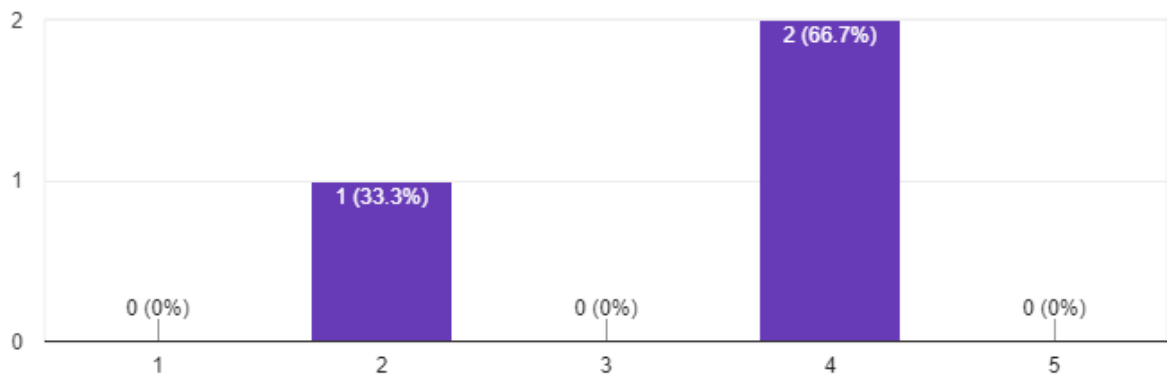


Task #	Category	Severity	Description	Participant	Time	
1	HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS	Positive Finding	Hover displays info and price for seats	P2	8:18	
1	RECOGNITION RATHER THAN RECALL	Positive Finding	Prompt for duplicating on return trip	P2	8:27	
1	HELP AND DOCUMENTATION	Positive Finding	Text for selection (not select)	P2	9:00	
4	HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS	Positive Finding	Descriptive error message. Back button active only active.	P2	22:48	
5	ERROR PREVENTION	Positive Finding	No flight indicator	P3	24:07:00	
5	RECOGNITION RATHER THAN RECALL	Positive Finding	Switch between return and one way kept the data	P3	26:44:00	
5	HELP AND DOCUMENTATION	Positive Finding	Error indicator for invalid entry	P3	28:39:00	
6	AESTHETIC AND MINIMALIST DESIGN	Positive Finding	Visual indicator for modifier/selection - pencil	P3	34:51:00	
6	RECOGNITION RATHER THAN RECALL	Positive Finding	Passenger initials and colour (green) identification	P3	35:05:00	
6	RECOGNITION RATHER THAN RECALL	Positive Finding	Price displayed with hover	P3	36:02:00	

Appendix - SUPR-Q data and participant information

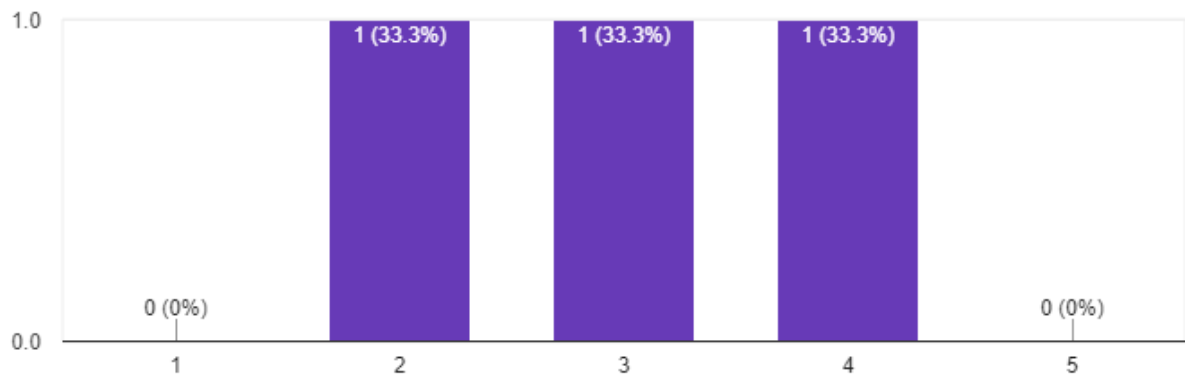
This website is easy to use.

3 responses



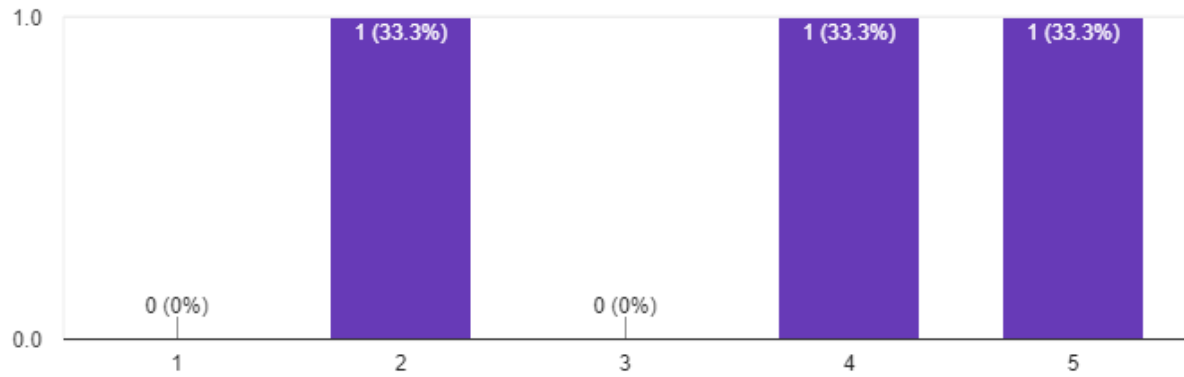
I am able to find what I need quickly on this website.

3 responses



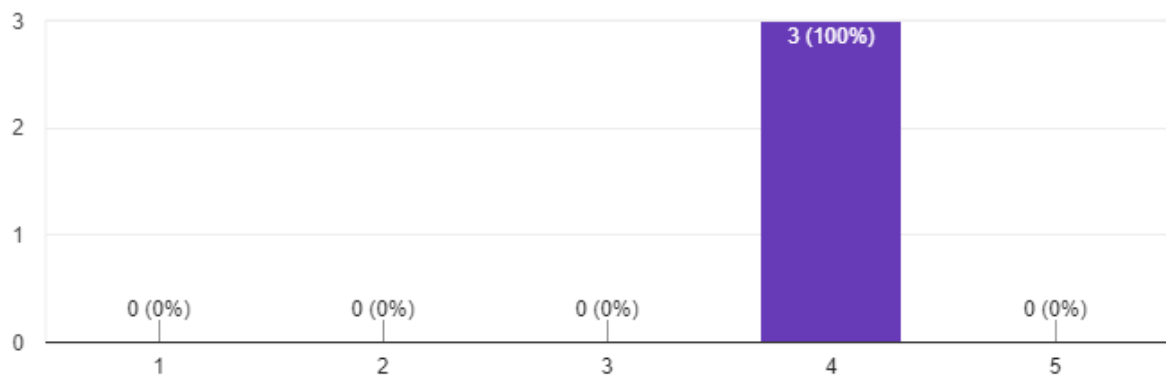
It is easy to navigate within the website.

3 responses



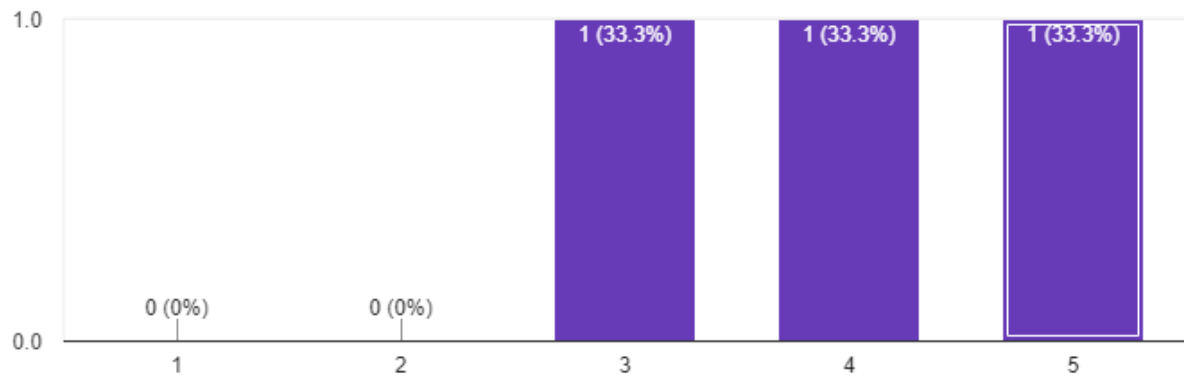
I feel comfortable purchasing from this website.

3 responses



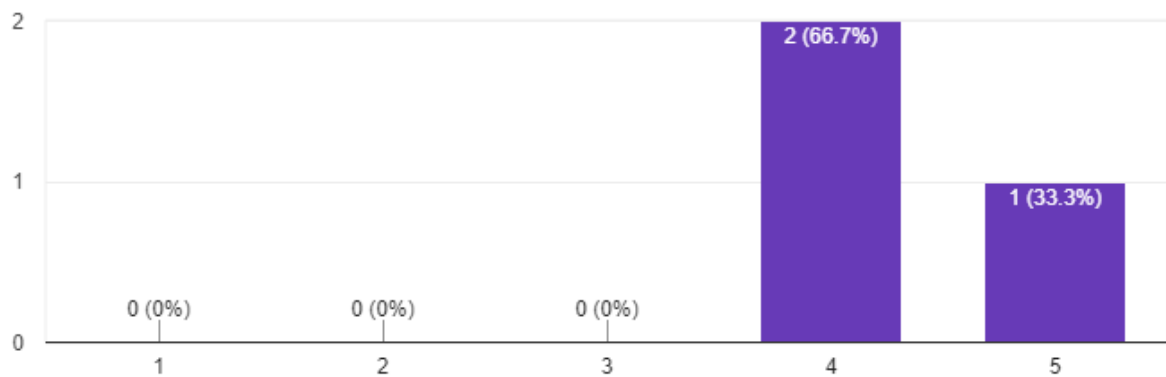
This website keeps the promises it makes to me.

3 responses



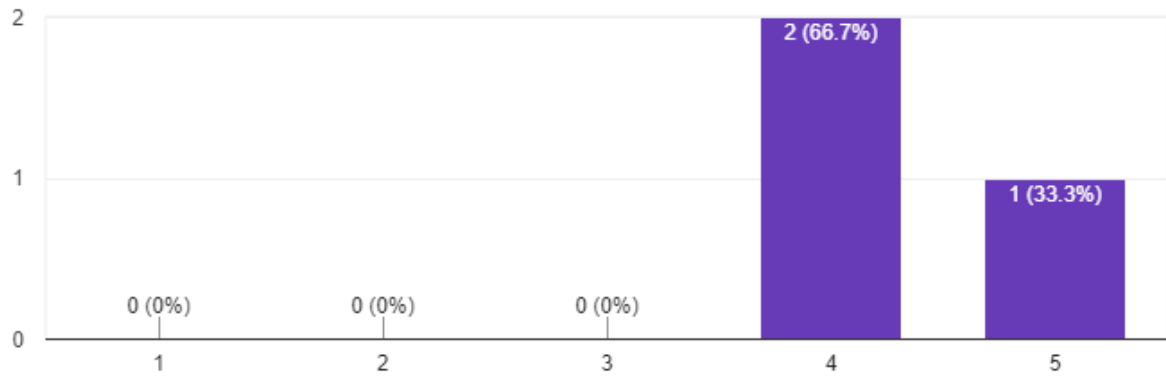
I can count on the information I get on this website.

3 responses



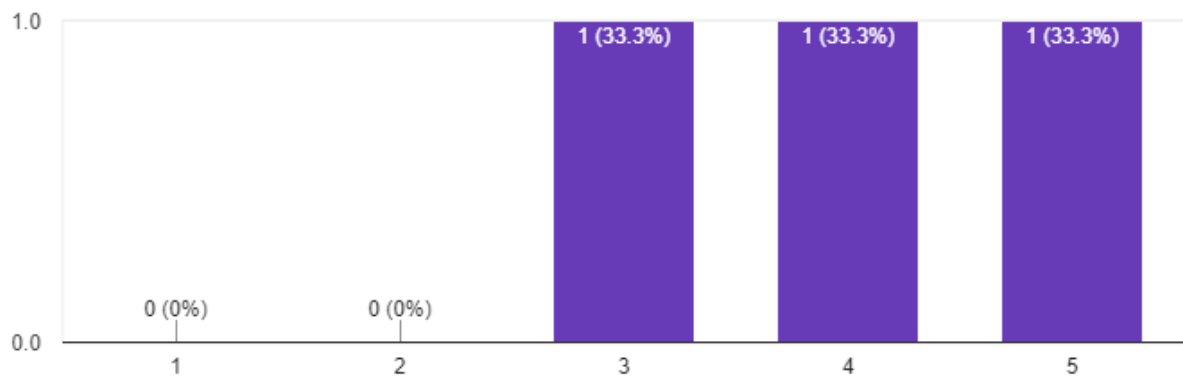
I feel confident conducting business with this website.

3 responses



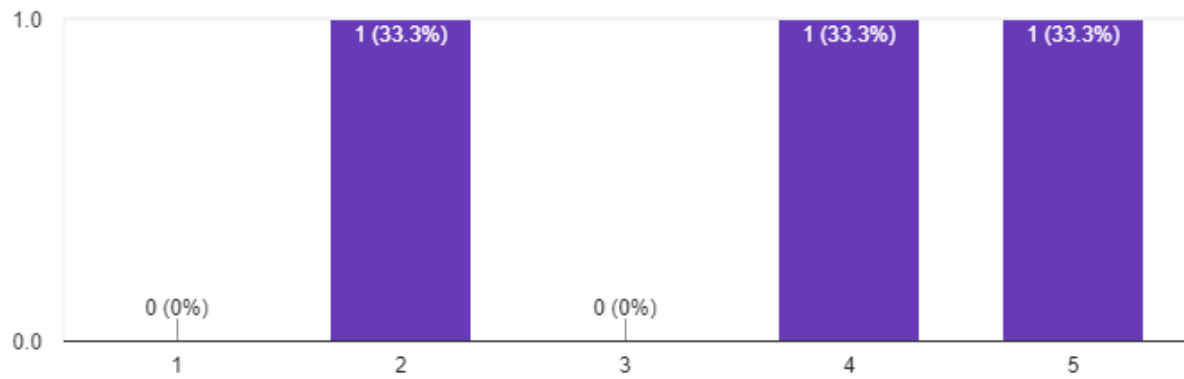
The information on this website is valuable.

3 responses



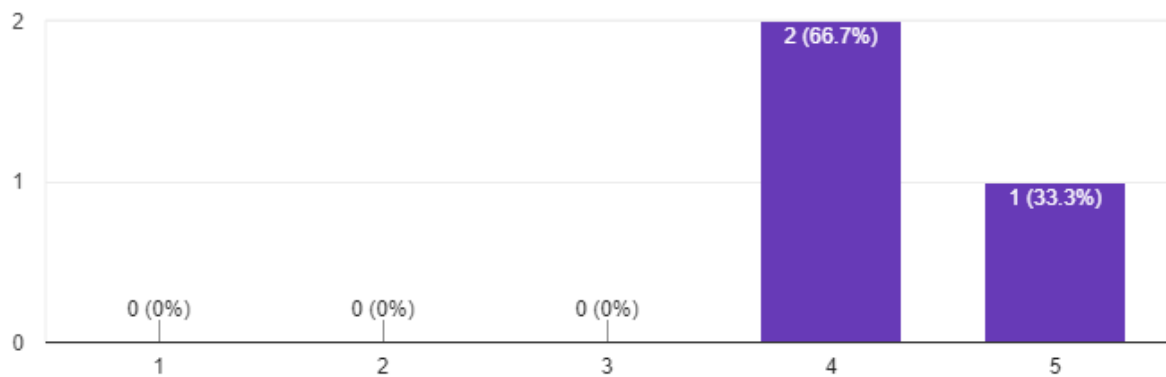
I will likely visit this website in the future.

3 responses



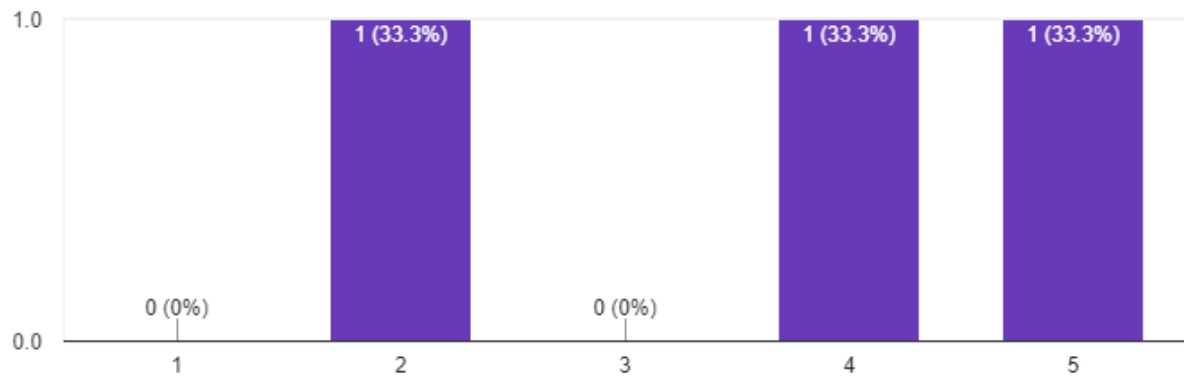
I found the website to be attractive.

3 responses



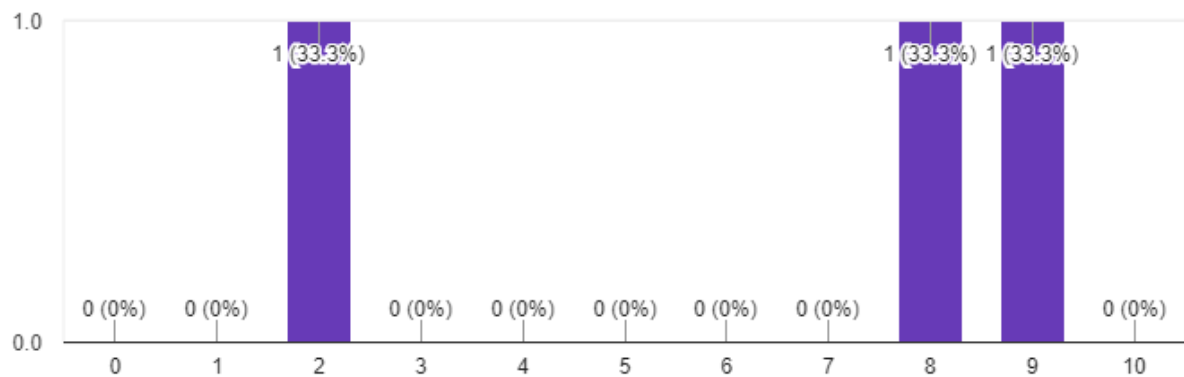
The website has a clean and simple presentation.

3 responses



How likely are you to recommend this website to a friend or colleague?

3 responses



M.J. Muller, L. Matheson, C. Page and R. Gallup, Participatory heuristic evaluation, Interactions 5 (5) (1998), pp. 13–18.

Heuristics in Participatory Heuristic Evaluation

System Status

1 SYSTEM STATUS. The system keeps users informed about what is going on through appropriate feedback within a reasonable time.

User Control and Freedom

2 TASK SEQUENCING. Users can select and sequence tasks (when appropriate), rather than the system taking control of the users' actions. Wizards are available but are optional and under user control.

3 EMERGENCY EXITS. Users can

Easily find "emergency exits" if they choose system functions by mistake (emergency exits allow the user to leave the unwanted state without having to go through an extended dialogue).

Make their own decisions (with clear information and feedback) regarding the costs of exiting current work.

Access undo and redo operations.

4 FLEXIBILITY AND EFFICIENCY OF USE. Accelerators are available to experts, but are unseen by the novice. Users are able to tailor frequent actions. Alternative means of access and operation are available for users who differ from the "average" user (e.g., in physical or cognitive ability, culture, language, etc.).

Consistency and Relevancy

5 MATCH BETWEEN SYSTEM AND THE REAL WORLD. The system speaks the users' language, with words, phrases, and concepts familiar to the user, rather than system-oriented terms. Messages are based on the users' real world, making information appear in a natural and logical order.

6 CONSISTENCY AND STANDARDS. Each word, phrase, or image in the design is used consistently, with a single meaning. Each interface object or computer operation is always referred to using the same consistent word, phrase, or image. Follow the conventions of the delivery system or platform.

7 RECOGNITION RATHER THAN RECALL. Objects, actions, and options are visible. The user does not have to remember information from one part of the dialogue to another. Instructions for use of the system are visible or easily retrievable whenever appropriate.

8 AESTHETIC AND MINIMALIST DESIGN. Dialogs do not contain information that is irrelevant or rarely needed (extra information in a dialog competes with the relevant units of information and diminishes their relative visibility).

9 HELP AND DOCUMENTATION. The system is intuitive and can be used for the most common tasks without documentation. Where needed, documentation is easy to search, supports a user task, lists concrete steps to be carried out, and is sized appropriately to the users' task. Large documents are supplemented with multiple means of finding their contents (tables of contents, indexes, searches, etc.).

Error Recognition and Recovery

10 HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS. Error messages precisely indicate the problem and constructively suggest a solution. They are expressed in plain (users') language (no codes). Users are not blamed for the error.

11 ERROR PREVENTION. Even better than good error messages is a careful design that prevents a problem from occurring in the first place. Users' "errors" are anticipated, and the system treats the "error" as either a valid input or an ambiguous input to be clarified.

Task and Work Support

12 SKILLS. The system supports, extends, supplements, or enhances the user's skills, background knowledge, and expertise. The system does not replace them. Wizards support, extend, or execute decisions made by users.

13 PLEASURABLE AND RESPECTFUL INTERACTION WITH THE USER. The user's interactions with the system enhance the quality of her or his experience. The user is treated with respect. The design reflects the user's professional role, personal identity, or intention. The design is aesthetically pleasing—with an appropriate balance of artistic as well as functional value.

14 QUALITY WORK. The system supports the user in delivering quality work to her or his clients (if appropriate). Attributes of quality work include timeliness, accuracy, aesthetic appeal, and appropriate levels of completeness.

15 PRIVACY. The system helps the user to protect personal or private information—belonging to the user or to his or clients.

CUE-10 RYANAIR – Moderator script

Thank you for agreeing to participate in this CUE-10 activity to assess the usability of RyanAir's website and services. The intent is to provide feedback on how to make their products easier to learn and use. My role today is that of the facilitator with this activity. I have not been involved in the development of the RyanAir site, so you can open with all feedback you wish to provide.

The session can be divided into three parts. We will begin with short orientation to the test activities and setup, most of the time will be spent on doing some tasks for given scenarios, and a quick wrap-up at the end for any additional information you might like to share. The total time will be 40 – 45 minutes.

Informed Consent

You have already signed the consent form, but I just want to remind you that at any time if you feel uncomfortable to let me know. You can stop or take a break. There is no issue if you decide to withdraw from activity.

Also, we are evaluating the website and its organization, not you. If you run into any difficulties it points to some issues with how the site is designed and this can be very helpful to us.

Participation Method

As the moderator, I will facilitate the activity but also try to stay out of the way. I have a starting point (home page) setup for you on the laptop. I can clarify any questions you might have about the tasks but I mostly will stay quiet and not interrupt you.

I'd like you to be open and honest as you go through the activities. I want you to think aloud as you complete. This might feel a little strange at first, but as you talk about your process for completing a task we get very helpful insights. I might remind you to think aloud from time to time. Just use your normal voice as if you were talking to a friend. Would you like me to demonstrate a think aloud example for you?

Tasks

Read each task aloud before you start. I have the tasks on separate sheets for you. Ask for clarification and let me know when you are ready to go. Try to complete using your normal approach. Some tasks might be quicker for you and some might take a little more time. When you have completed a task, let me know you are done or have gone as far as you think you can.

If you are silent, then I will prompt you to think aloud. This is not a criticism, but just a reminder so we can capture your thought process.

I'll keep an eye on the time and if we don't get to every task that is OK. Let me know if you need a short break at any time and remember, we are testing the website and its contents – not you! Your input means a lot to us and will help us design a better experience for everyone.

Don't be concerned if you see me writing or making notes. These are just to help me later on when I review the session.

Are you ready to start? Comfortable to go ahead?

OK, let's get the RyanAir Home Page up and we can start with the first task.

TEST REPORT - TEAM L

We did a usability test of the Ryanair site on [date] with three participants.

Tasks

The tasks included:

- Booking a round trip flight and choosing desired options (not hotel or car rental)
- Figuring out the rules for carry-on baggage
- Finding the lowest-priced ticket for a one-way flight
- Changing the date of one leg of a booked flight
- Booking a multi-leg flight
- Checking in for a flight

The specific task details given to the participants are available at [URL].

Problems observed

Here's an unordered list of the most significant problems we observed:

Participants had various issues with Standard, Plus and Flexi option lists when booking a flight:

- Options themselves were unclear
- There was no explanation of the options on the booking page, and no simple/obvious way to get one

"European" values on USA site (24-hour time, and metric dimensions for luggage, and even some pages in Help that had fees in Euros) made things harder to figure out.

Prices felt like they were full of unpleasant surprises.

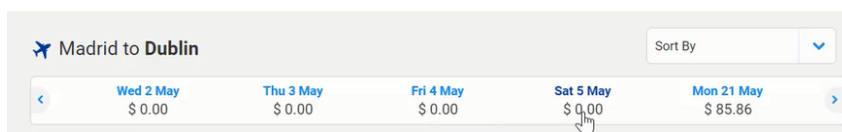
- For example, pricing in the seat selector wasn't clear. Two of three users ended up with a total cost higher than they expected because pricing in the legend said "From" in faint type, and the pop-up that appeared when hovering over the seat showed different price in small-ish type.
- When they got the unpleasant surprise at checkout, it was difficult to go back and figure out why it was not what they expected.

Using the browser back arrow when planning a flight forced user to start over.

Many problems occurred because the image at the top of the page pushed the planner UI down below the fold in the browser.

- Participants failed to notice things that were important because they were out of sight.
- Having to scroll up and down a lot made it more tedious and error-prone.

Participants were confused by alternative dates when planning a flight because there was no label suggesting that the flight might be cheaper if you chose different dates. (It didn't help that some or all of the other days had fare of \$0.00.)

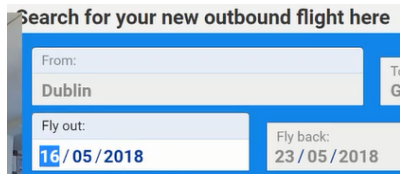


Using the **browser back arrow** when planning a flight forced user to start over.

Many problems occurred because the large image at the top of the page pushed the planner UI down below the fold in the browser.

- Participants failed to notice things that were important because they were out of site.
- Having to scroll up and down a lot made it more tedious and error-prone.

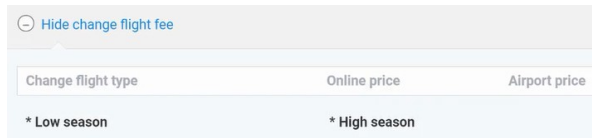
Bad UI in some type-in fields. For example, when editing a date, you had to use the mouse to select a “date part” like month (arrow keys wouldn’t work),



and then you also had to delete the existing value before typing a new one. Very error-prone.

It was very hard to find info about changing flights.

- When using “Manage booking”, clicking on Show change flight fee produced a baffling table with no usable info:



Change flight type	Online price	Airport price
* Low season		
* High season		

- When using Help, the link to the page about fees was broken, and a search for “changing flights” produced 83 unprioritized results.

Lack of a “multi-city flight” planning option made the task of finding and booking a connecting flight difficult if not impossible.

RYANAIR.COM

USABILITY STUDY FINDINGS

April 7, 2018

Team M

METHODOLOGY

RESEARCH GOALS

- Identify **usability issues and opportunities for Ryanair.com** (US English version) for key tasks
- Assess usability challenges and opportunities presented by **cultural or language differences**
- Better understand the **mental models** of participants related to airline websites
- Identify **common navigation paths** and participants' rationale related to navigation
- Better **understand when and why users would leave the site** (abandon cart) prior to successfully completing tasks, and identify opportunities to reduce abandonment

METHODOLOGY

- Three (3) individuals representing target users of Ryanair.com participated in separate 40-minute, task-based semi-structured conversations with a moderator while using Ryanair.com (US English version).
- These sessions were conducted in-person on March 26, 2018 in a usability lab in Boston, MA.

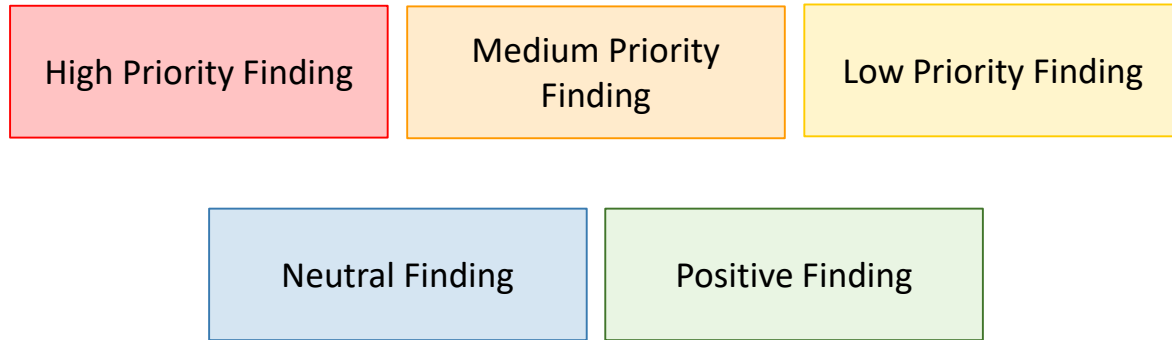
PARTICIPANT INFORMATION

- All three (3) participants said they had some prior experience flying internationally.
- Additionally, all participants said they had experience with websites for specific airlines (e.g. JetBlue.com) in addition to travel websites which aggregate airlines (e.g. Kayak or Google Flights).
- One (1) participant (P2) said they were familiar with Ryanair.com.
- All participants reported they are not involved with website development or the field of user experience or usability.

DETAILED FINDINGS

FINDINGS KEY

The colored boxes indicate finding classification and priority:



Priorities stated in the detailed findings are determined by the number of participants who experienced the finding as well as its relative severity.

TASK 1:

BOOK A ROUND-TRIP FLIGHT

Prompt provided to participant:

1. Book a round-trip flight for two adults from Madrid (Spain) to Dublin (Ireland). Outbound Saturday 19 May, return Saturday 26 May.
2. Choose the flights and options that you would choose if you were going on this flight.
3. Stop when the website asks you to create an account or log into an account.

TASK 1: BOOK A ROUND-TRIP FLIGHT

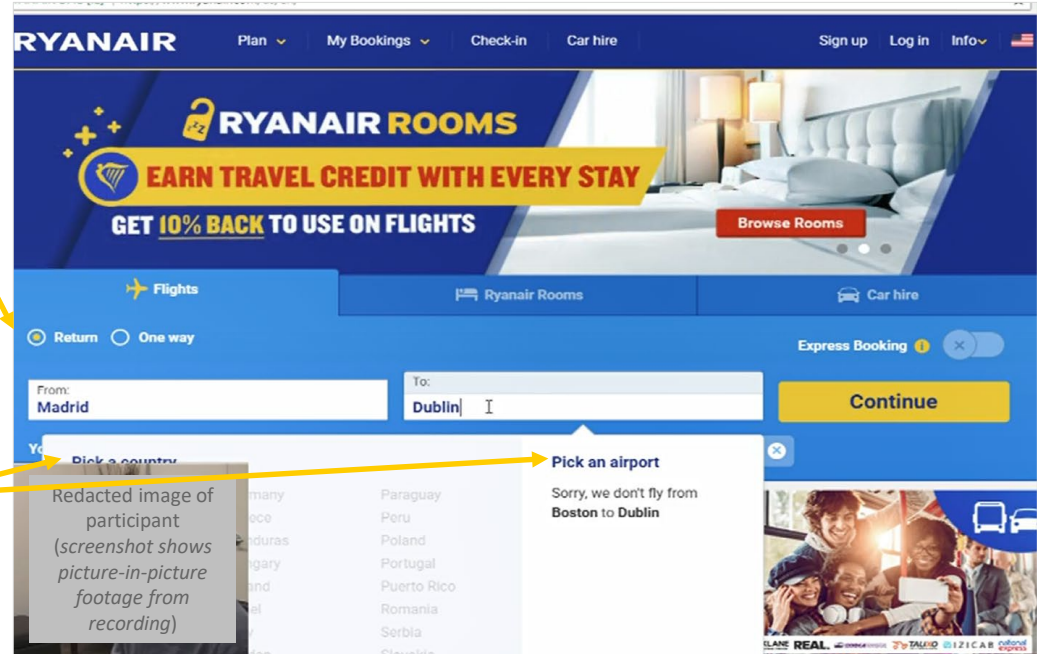
HOME PAGE

Low Priority Finding: Participants said they were somewhat confused by the term “Return” and said they were more familiar with “Round-trip”.

Recommendation: For the US EN site, use “Round-trip” copy instead of “Return.”

Low Priority Finding: One participant did not appear to understand that airport selection was needed after selecting a country and proceeded directly to the “To” field.

Recommendation: Consider ways to increase the salience of the airport list (or, in contrast, decrease the salience of the country list) after user selects a country.

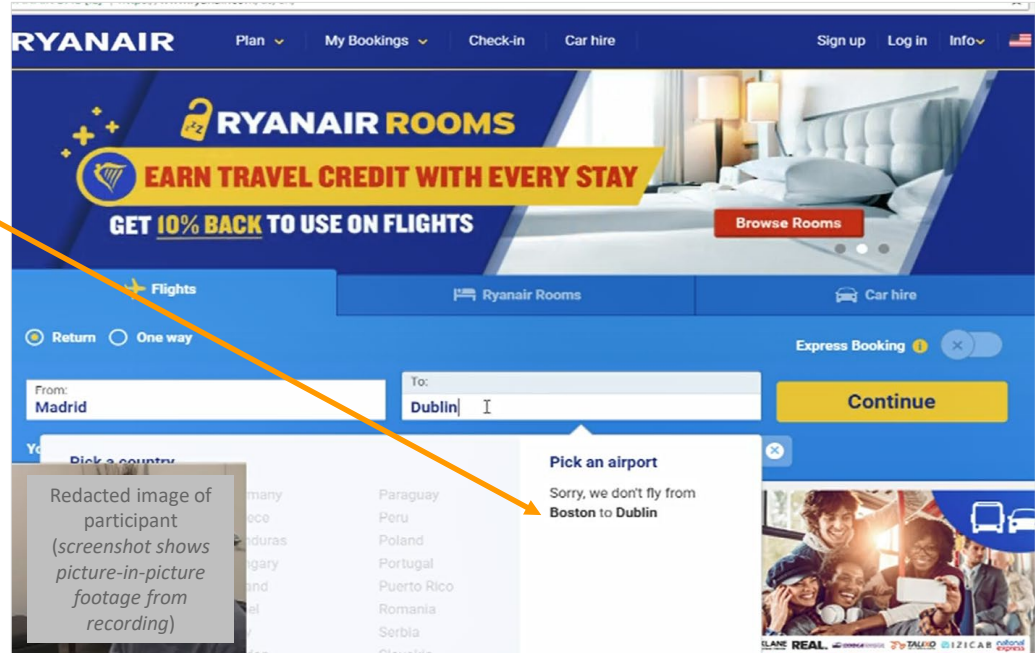


TASK 1: BOOK A ROUND-TRIP FLIGHT

HOME PAGE

Med. Priority Finding: One participant did not select an airport after selecting a country and website maintained “Boston” as the location. Upon clicking the “To” airport, website maintained Boston as the location. (Note: Bug appears to occur intermittently.)

Recommendation: Resolve bug. Also, if an airport is not selected after selecting a country, consider providing an error message on the dropdown.



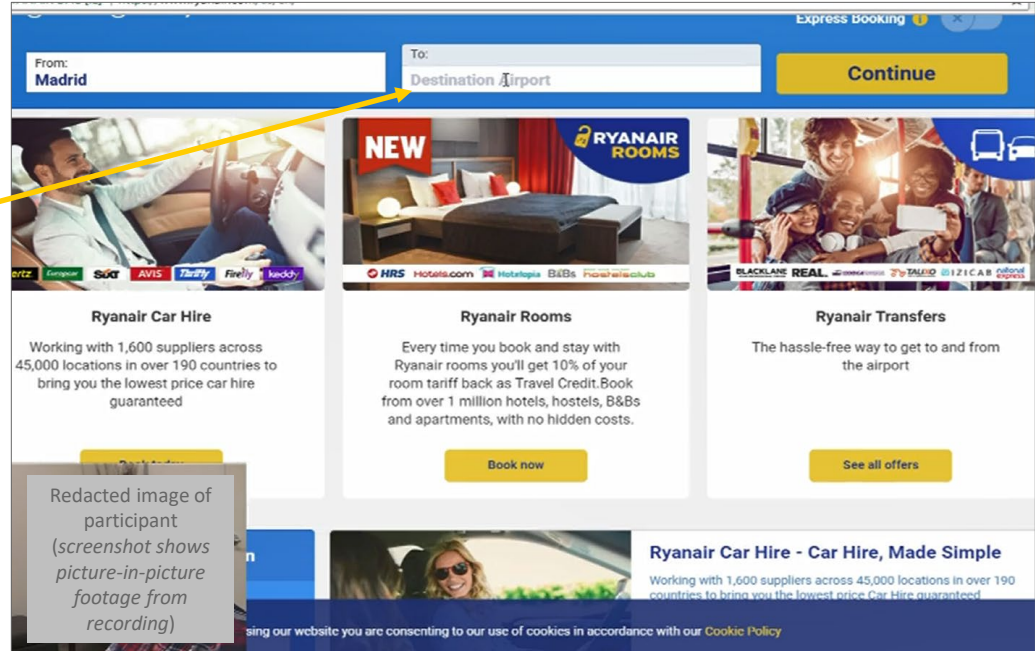
TASK 1: BOOK A ROUND-TRIP FLIGHT

HOME PAGE

Low Priority Finding: One participant attempted to click the blank textbox after the country/airport dropdown was already shown (after entering information in the “From” section), which then hid the country/airport dropdown. Participant attempted to click the blank textbox repeatedly and which had no effect (participant said they expected the dropdown to reappear).

This participant discovered that by clicking the “To” label in grey, the dropdown would reappear, but said this was somewhat unexpected.

Recommendation: If the country/airport dropdown is already displayed, ensure clicking on the blank textbox has no effect, instead of hiding the dropdown.

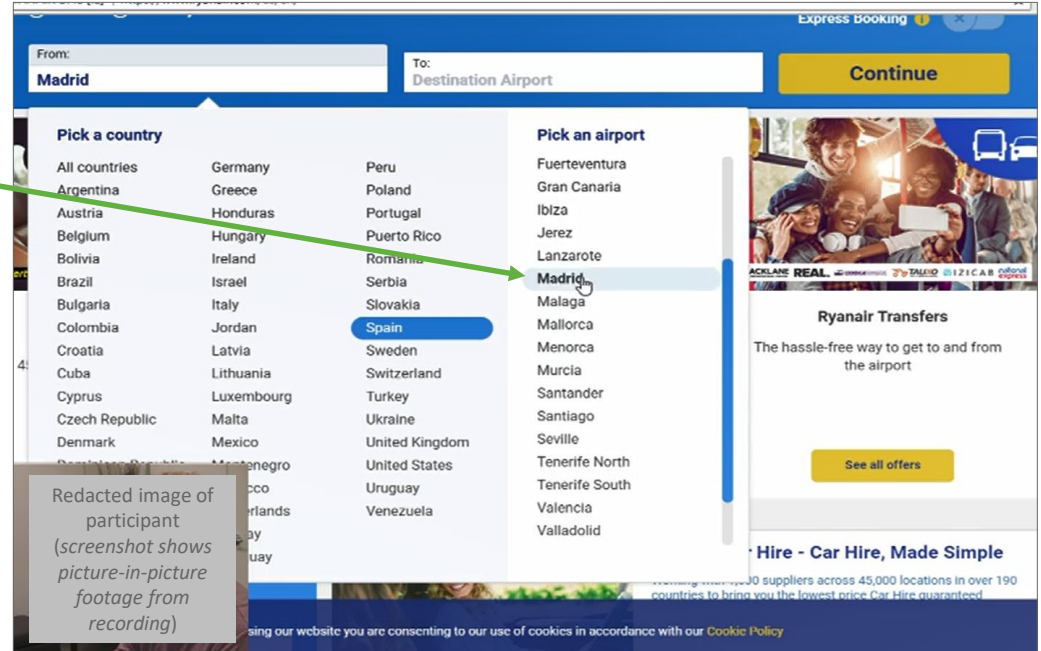


TASK 1: BOOK A ROUND-TRIP FLIGHT

HOME PAGE

Positive Finding: Participants found airports easily in the alphabetically ordered list.

Recommendation: Maintain alphabetical order in lists of countries and airports.



TASK 1: BOOK A ROUND-TRIP FLIGHT

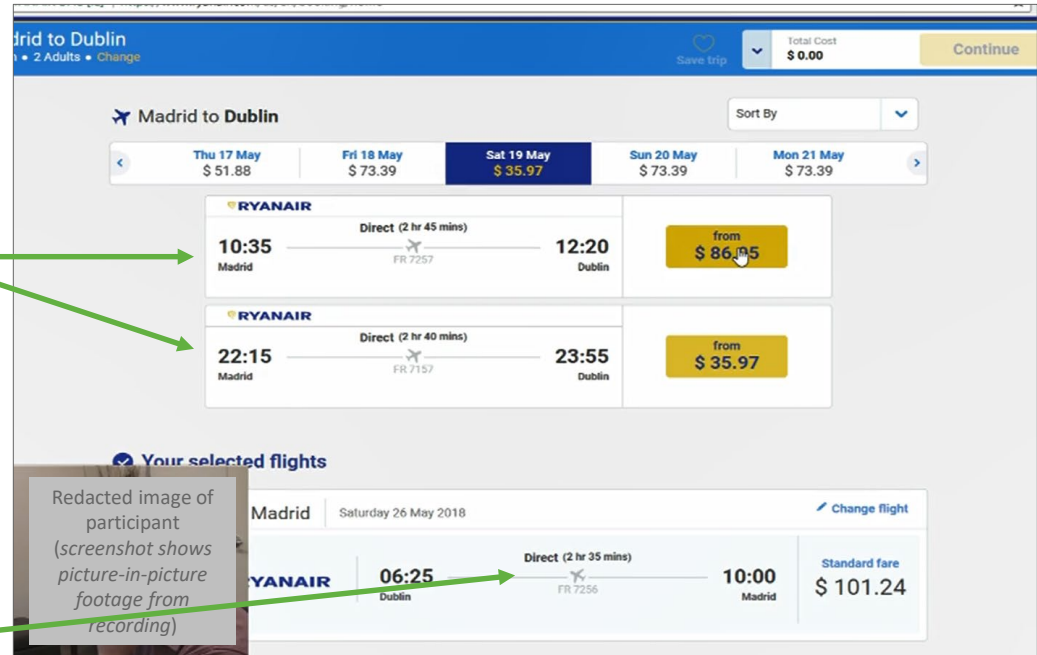
FLIGHT SELECTION

Positive Finding: Participants said they understood the number of flight options available on the particular date chosen and the times they departed/arrived, and that they were able to easily compare departure/arrival times, overall durations, and prices of flights.

Recommendation: Maintain an easily scannable layout to compare key flight information such as this layout.

Positive Finding: Participants said they found it easy to understand when flights were direct by viewing the information between the times.

Recommendation: Maintain this type of information when displaying flight options.

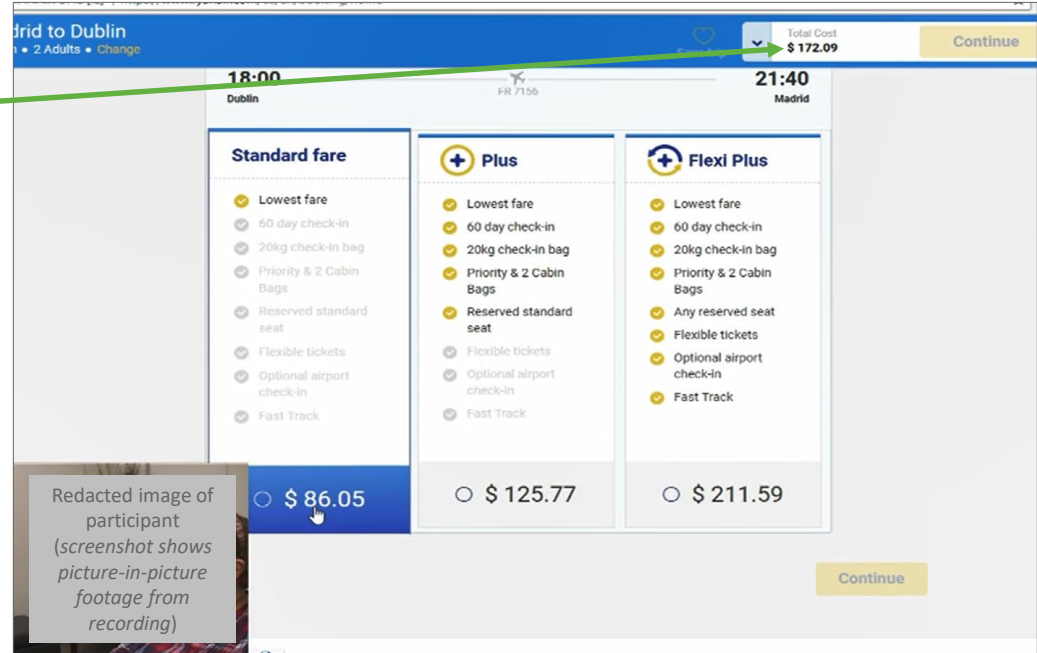


TASK 1: BOOK A ROUND-TRIP FLIGHT

FLIGHT SELECTION | FARE OPTIONS

Positive Finding: One participant said it was helpful to have the automatically-updated total.

Recommendation: Maintain a running total such as this and ensure the “shopping cart” information is always viewable throughout the shopping flow.

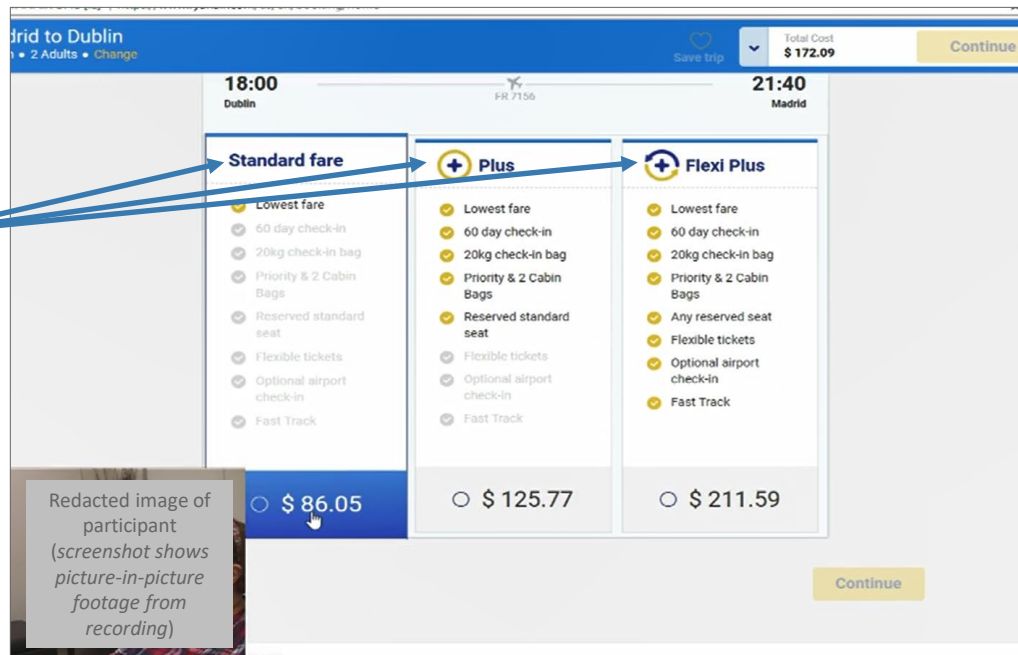


TASK 1: BOOK A ROUND-TRIP FLIGHT

FLIGHT SELECTION | FARE OPTIONS

Neutral Finding: Participants comments suggested they were able to easily compare options due to the layout, although they said they did not always understand what everything meant, such as “60 day check-in” and “Fast Track” although they said those options sounded desirable.

Recommendation: Maintain side-by-side views to enable users to more easily compare when options are presented. Consider adding a means for users to access descriptive information so they may better understand options at the time they are prompted to make a decision (as opposed to before or afterwards).



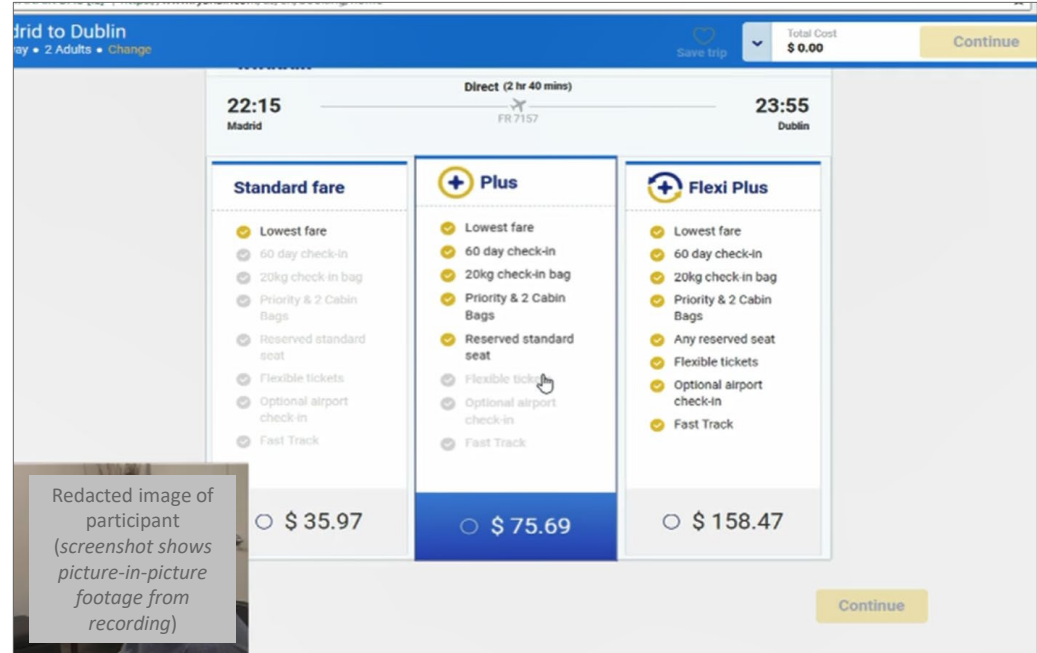
“That’s interesting, ‘Reserved Standard seat’. I would think all are reserved?”

- P3

TASK 1: BOOK A ROUND-TRIP FLIGHT

FLIGHT SELECTION | FARE OPTIONS

Low Priority Finding: One participant expressed concern that the website presented many options, (such as types of fares, seat selection, and all of the upgrades) and said they felt less confident of their choices when presented with so many options to pick from.



“The more choices means I’m more skeptical. Am I making the right choice?”

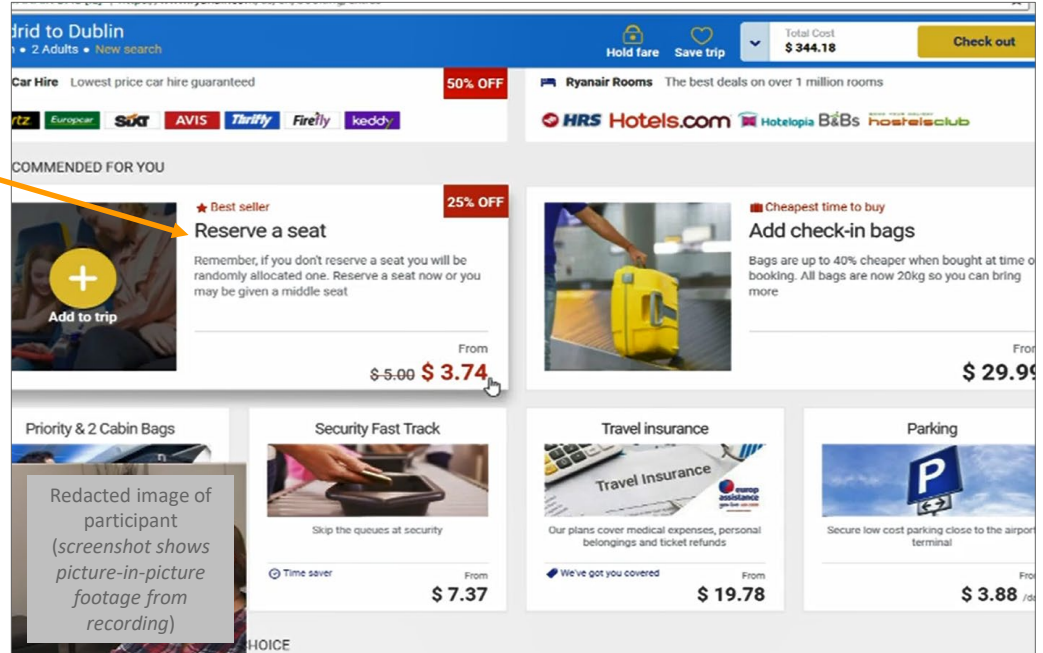
- P1

TASK 1: BOOK A ROUND-TRIP FLIGHT

FLIGHT EXTRAS

Med. Priority Finding: Participants said they didn't initially understand that the seat reservation was not already included with Standard Fare, and one participant said they would have chosen Flexi if they understood during the previous step (Flight selection screen – Fare Options).

Recommendation: See previous recommendation. Also, in the description of the Standard Fare during the Fare Options step (see previous step) consider moving the bullet point “Reserved Standard Seat” from the middle of the list to the second position, above “60 day check-in”.



TASK 2:

RULES FOR CARRY-ON BAGGAGE

Prompt provided to participant:

1. What are you allowed to take on board a Ryanair flight as carry-on baggage?

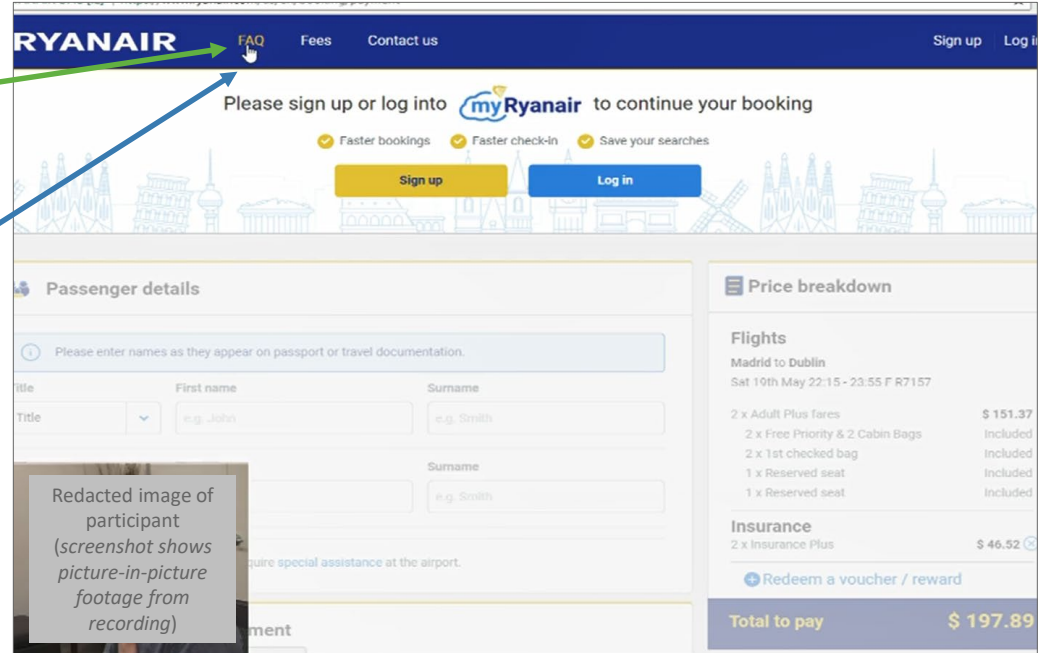
TASK 2: RULES FOR CARRY-ON BAGGAGE

FAQ

Positive Finding: Participants quickly found the FAQ when they said they were looking for it.

Neutral Finding: Participants appeared to gravitate towards the FAQ when they were looking for an answer to a question, such as baggage policies or how to change a flight.

Recommendation: Consider always displaying “FAQ” in the main navigation bar (note: the main navigation currently changes between two states throughout the flight selection/checkout process.)

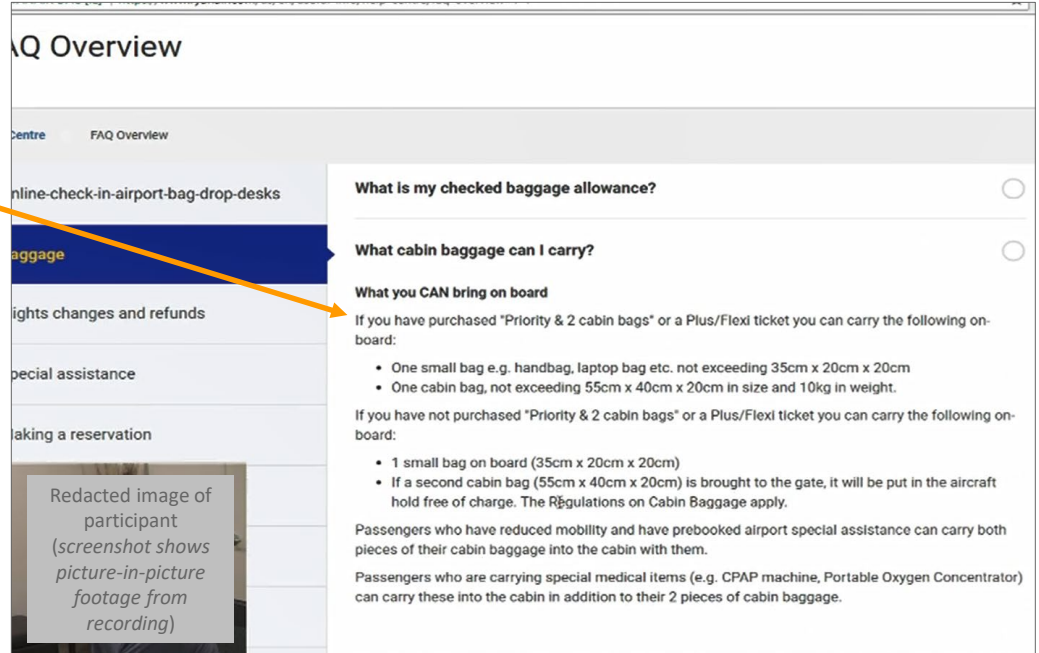


TASK 2: RULES FOR CARRY-ON BAGGAGE

FAQ

Med. Priority Finding: One participant said they had difficulty understanding the various baggage rules and said they a chart layout would be more scannable and helpful to compare options.

Recommendation: Use tables when possible to replace paragraphs of copy, particularly when options are described. Clearly identify how many options are available, and the key characteristics of each option.



“As I’m reading through this, this is a difficult paragraph. I’d like to see a chart, graphic, easy to see other types of flights, checked bags.

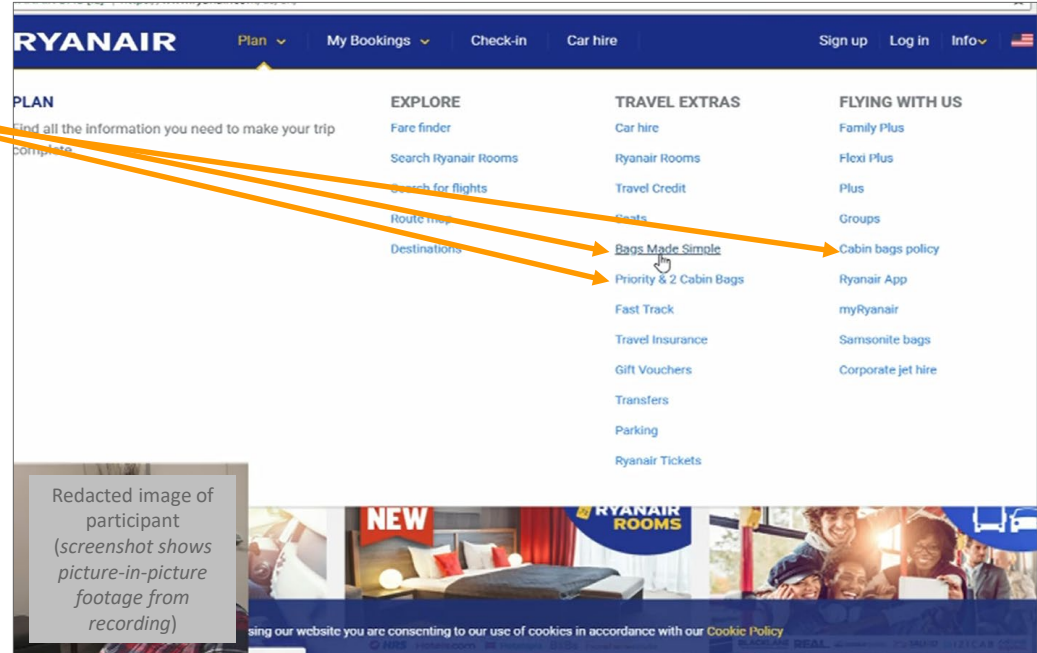
- P1

TASK 2: RULES FOR CARRY-ON BAGGAGE

PLAN MENU

Med. Priority Finding: Instead of using the FAQ (as the other participants did), one participant used the “Plan” menu to navigate, and then used three different pages (Bags Made Simple; Priority & 2 Cabin Bags; and Cabin Bags Policy) to find information related to this task. The information they said they were seeking were distributed across these three pages.

Recommendation: Reevaluate the information architecture (including content labels) with a card sort study, and use the findings to inform a redesign of the navigation of the site and overall information architecture.



TASK 3:

FIND THE LOWEST-PRICED TICKET

Prompt provided to participant:

1. Assume that you need to take a trip but that you want to pay as little for the ticket as possible. What is the absolute lowest price for a one-way flight for one adult from London (England) to Copenhagen (Denmark) on Friday 11 May 2018?

TASK 3: FIND THE LOWEST-PRICED TICKET

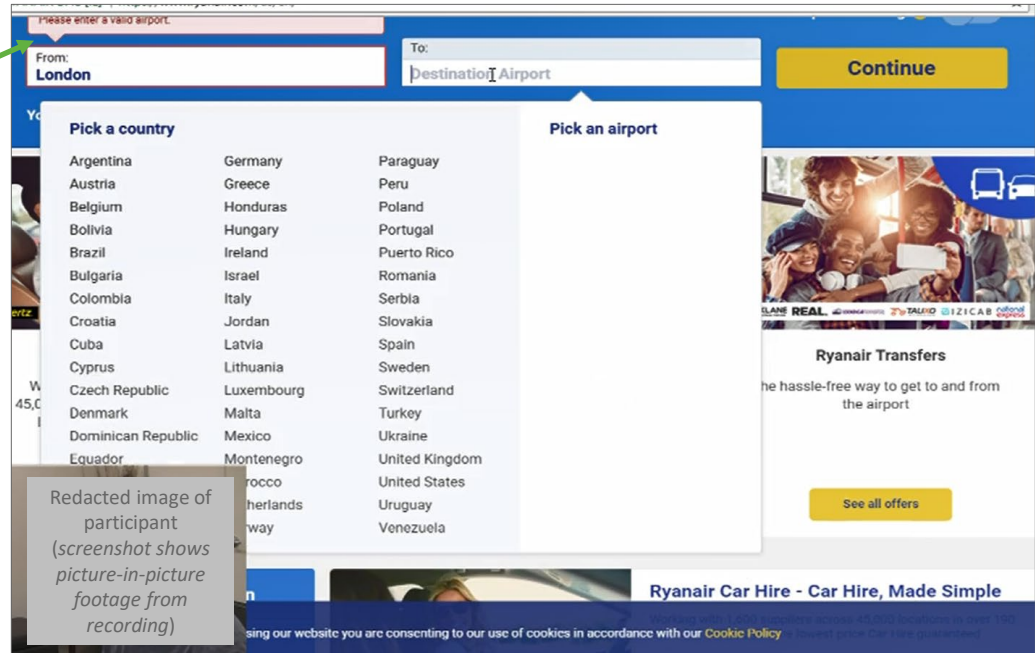
HOME PAGE

Positive Finding: One participant encountered this error message and said it was helpful in communicating the required steps to help with this task.

Recommendation: Maintain this error message if no airport is selected and users attempt to proceed to the “To” destination airport.

Positive Finding: Participants said it was easy to understand that no flights from Gatwick to Copenhagen are available after selecting Gatwick Airport and typing in “Copenhagen” in the “To” field.

Design Idea: One participant said they wanted the ability to compare flights from one city with multiple airports from the home page. This participant said they would find options such as “find the shortest flight,” or “find the least expensive flight” or “direct flights only” to be helpful. This participant wanted to be able to specify a city, without specifying an airport as an initial step for this type of shopping task.



“ I don't see anything that says prioritize price or anything like that. In terms of finding the lowest one, or comparing price.

- P3

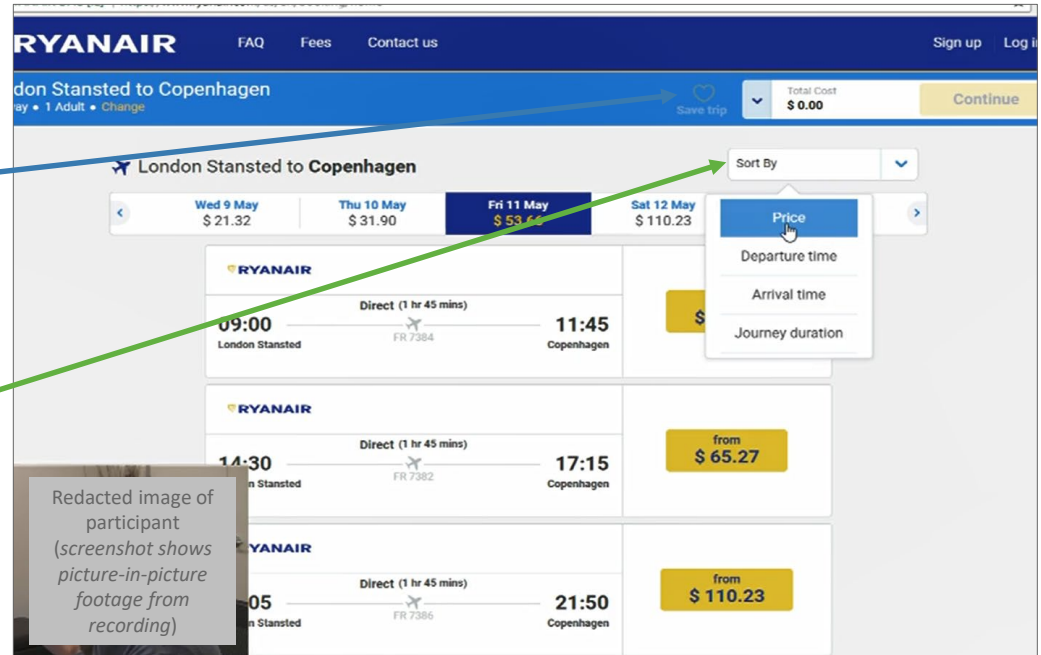
TASK 3: FIND THE LOWEST-PRICED TICKET

FLIGHT SELECTION

Neutral Finding: To compare flights from various airport from the same city, one participant attempted to find flights from one airport and then selected Save Trip. This participant then proceeded to change their flight and said they expected to be able to compare all saved trips.

Positive Finding: One participant used the “Sort By” dropdown and found it immediately. This participant said they found it to be helpful.

Recommendation: Maintain this dropdown and keep it in this area of the page.

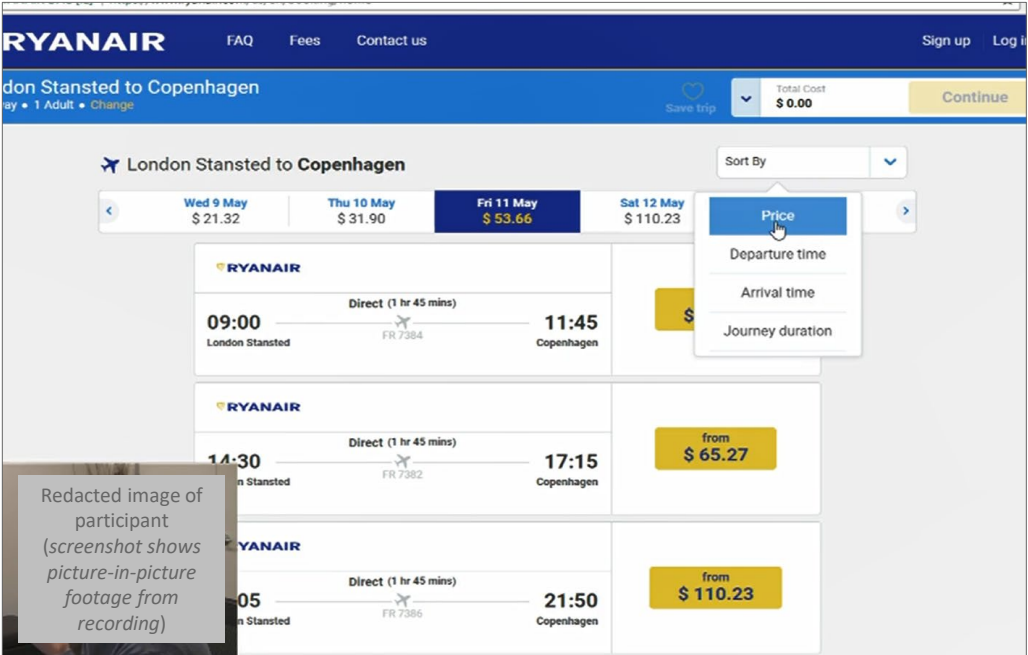


TASK 3: FIND THE LOWEST-PRICED TICKET

FLIGHT SELECTION

Med. Priority Finding: One participant didn't check other airports and stopped after checking London Stansted only. This participant's comments suggested they thought that this list was inclusive of all flight options from London.

Recommendation: Consider ways to indicate that other commonly desirable flight options (such as cheaper or shorter flights) may be available, and consider allowing users to navigate directly to those options. Conduct further user research before implementing these types of interactions to ensure users understand that key flight information, such as a different airport than originally selected, has been changed.

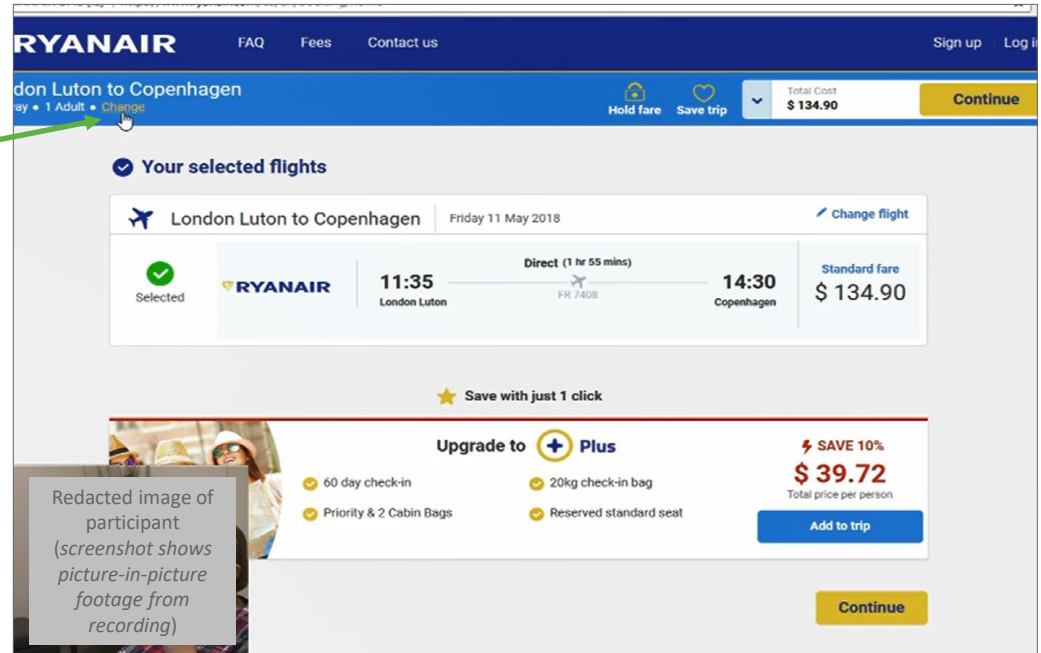


TASK 3: FIND THE LOWEST-PRICED TICKET

FLIGHT SELECTION

Positive Finding: One participant used this link to change their flight, and said they liked that the link was easy to find and it was useful.

Recommendation: Maintain this “change” link within this position on the page.



TASK 3: FIND THE LOWEST-PRICED TICKET

FLIGHT SELECTION

Low Priority Finding: When using the “change” link (see previous slide), one participant said it was unexpected and unhelpful that changing the airport removes date of the flight immediately.

Recommendation: Consider maintaining the date selection when users change other information within these fields upon using the “change” link.

RYANAIR

FAQ Fees Contact us

Sign up Log in

Return One way

From: London Stansted To: Copenhagen

Departure date: /MM/YY

Passengers: 1 Adult (age 16+)

Let's go!

✓ Your selected flights

✈ London Luton to Copenhagen Friday 11 May 2018 [Change flight](#)

Selected

RYANAIR

11:35 London Luton

Direct (1 hr 55 mins)

FR 740B

14:30 Copenhagen

Standard fare \$134.90

★ Save with just 1 click

Upgrade to **Plus**

60 day check-in 20kg check-in bag

Priority & 2 Cabin Bags Reserved standard seat

SAVE 10% \$39.72 Total price per person

Add to trip

Redacted image of participant
(screenshot shows picture-in-picture footage from recording)

TASK 4:

CHANGE A FLIGHT

Prompt provided to participant:

1. Rolf Molich has booked a Ryanair flight on Wednesday May 16 from Dublin (Ireland) to Glasgow (Scotland). Return Wednesday 23 May. See the confirmation you receive from the moderator.
2. Rolf wants to change the outbound flight from Dublin to Glasgow to Friday 18 May at about the same time as the original flight. The inbound flight is unchanged.
3. Is this possible? If yes, how much will this cost?

TASK 4: CHANGE A FLIGHT

RETRIEVE YOUR BOOKING (CHECK-IN / MY BOOKINGS)

Positive Finding: Participants easily found check-in to quickly proceed to the next step of this task.

Recommendation: Maintain “Check-in” in the main navigation bar.

Positive Finding: Participants easily found the reservation number textbox underneath the “No account?” section.

Recommendation: Maintain the “No account?” Check-in here” header.

RYANAIR Plan My Bookings **Check-in** Car hire Sign up Log in Info

Retrieve your booking

Retrieve your booking and...

- How to check-in online
- Print boarding pass
- Add checked bag(s)
- Change flight
- Name change
- Confirm trip details
- Print/view trip itinerary
- Add special assistance
- Allocated seating/Change seat

myRyanair account

Log in with Facebook

Log in with Google

or log in with email and password

Email address

Password

☒ Remember me

Log in

Forgot your password?

No account? Check-in here

Reservation number

FR5773

Email address

cuel1@ryanair.com

Go

Redacted image of participant (screenshot shows picture-in-picture footage from recording)

Terms of Use General terms & conditions of carriage Privacy policy Cookies Contact

TASK 4: CHANGE A FLIGHT

RETRIEVE YOUR BOOKING (CHECK-IN / MY BOOKINGS)

High Priority Finding: One participant tried entering the flight number into the textbox and expected to be able to use the flight number and e-mail address to change the flight. This participant made multiple attempts and expressed frustration.

Recommendation: Consider enabling users to enter in their flight reservation number or their reservation number to proceed.

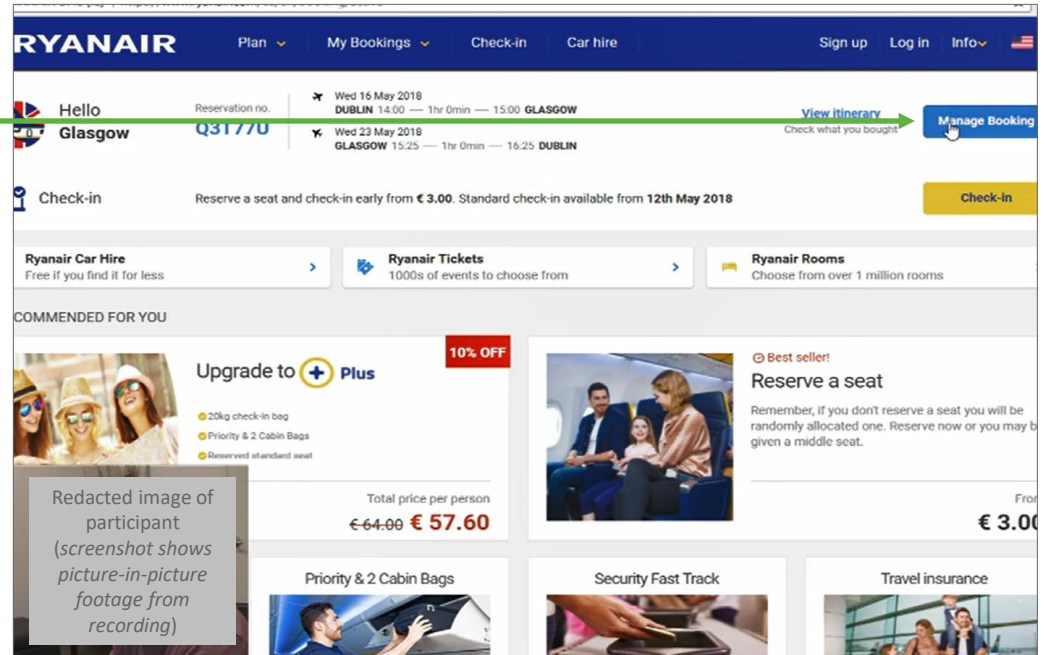
Alternatively, consider applying detection of a flight number vs. a reservation number and using an error message to call attention to the user to use their reservation number instead of a flight number.

Consider conducting research on layout and copy of the e-mail confirmation to identify how to make the reservation number more clear.

TASK 4: CHANGE A FLIGHT RESERVATION

Positive Finding: Participants immediately clicked on the “Manage booking” CTA to change their flight.

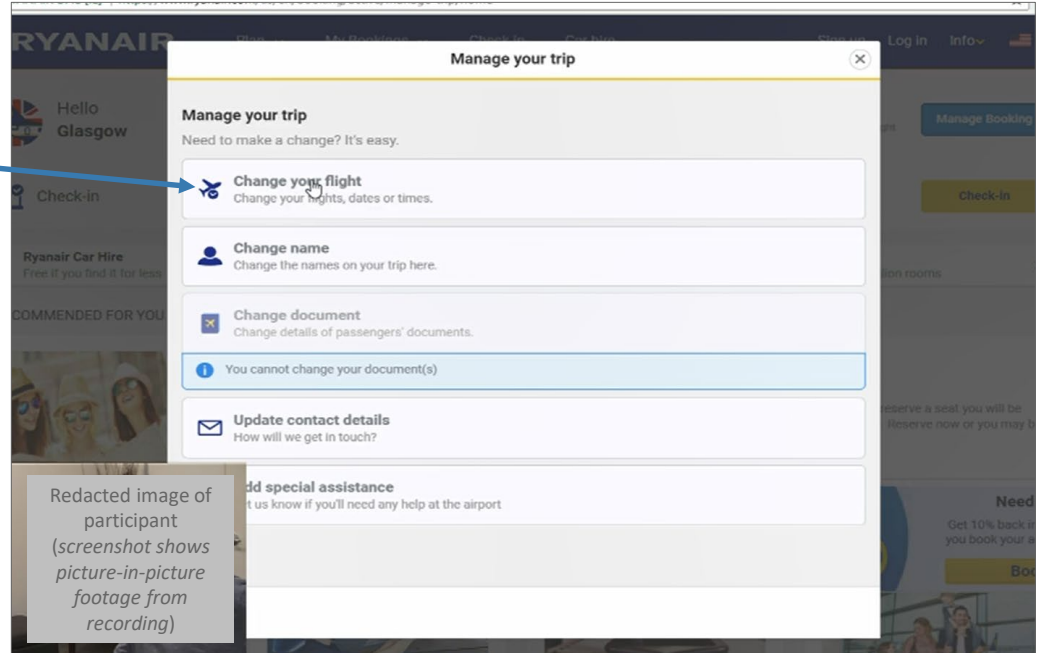
Recommendation: Maintain the “Manage Booking” CTA as-is.



TASK 4: CHANGE A FLIGHT

MANAGE YOUR TRIP

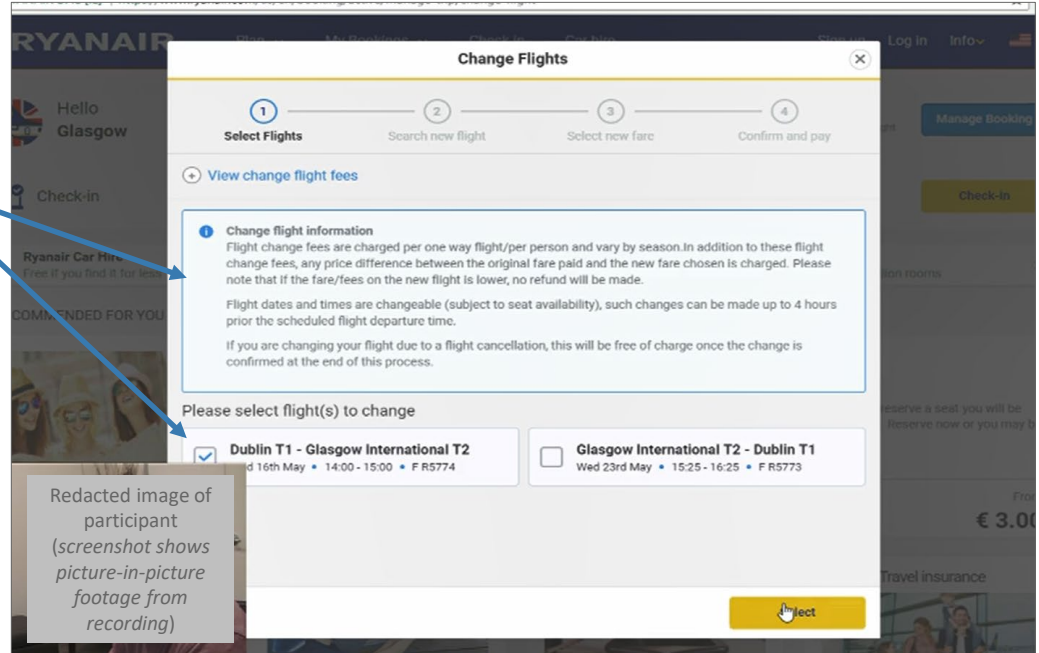
Neutral Finding: One participant said they were looking for a “Change Date” option, but since it was not available, they tried “Change your flight.”



TASK 4: CHANGE A FLIGHT

MANAGE YOUR TRIP | 1 - SELECT FLIGHTS

Neutral Finding: Participants immediately interacted with the checkbox, and their comments and behaviors suggested they did not notice the “View change flight fees” link or the copy within the textbox. (Note that the textbox disappears in step 3, when users might be most likely to read it.)

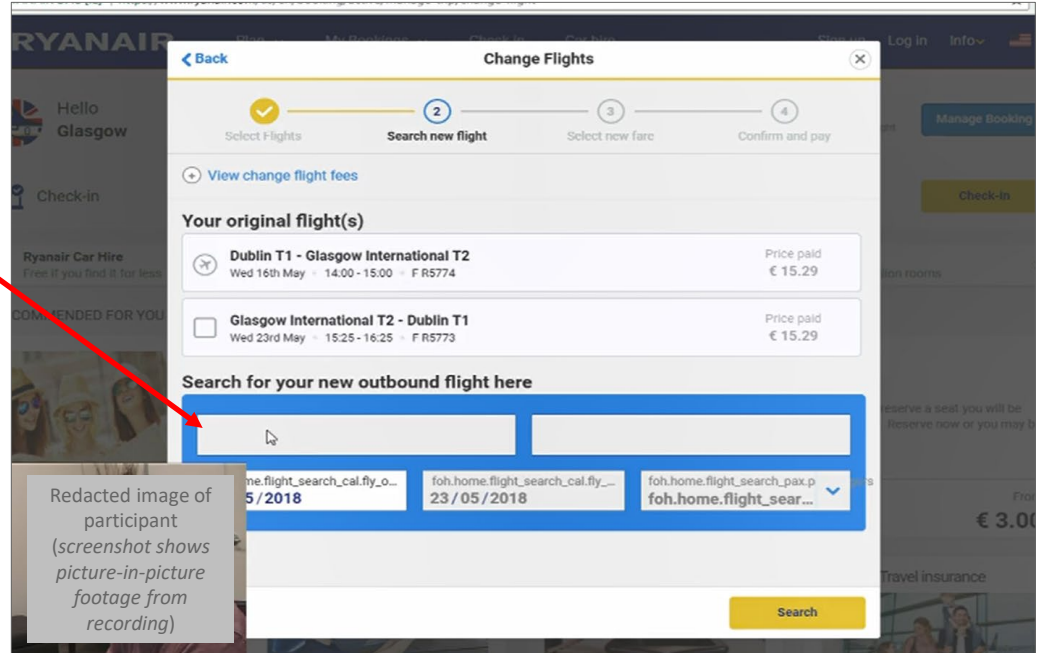


TASK 4: CHANGE A FLIGHT

MANAGE YOUR TRIP | 2 - SEARCH NEW FLIGHT

High Priority Finding: For one participant, upon interacting with the checkbox, the airports in both “From” and “To” fields disappeared. This appears to be a bug which may only occur intermittently. This participant was unable to proceed to complete the task.

Recommendation: Conduct further investigation to find out when and why this bug occurs and resolve issue.

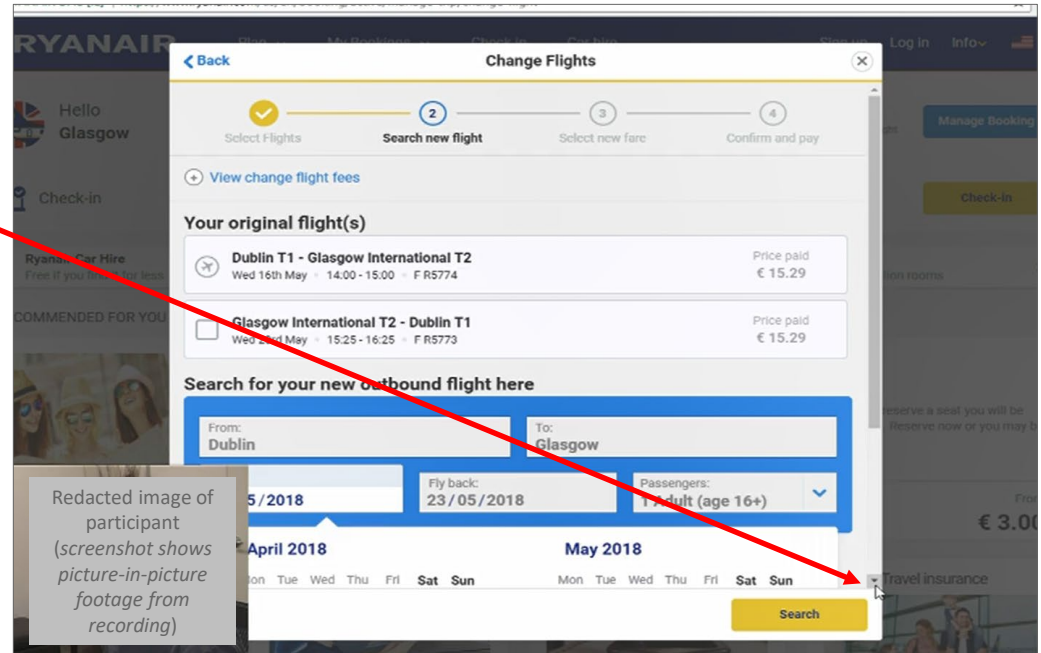


TASK 4: CHANGE A FLIGHT

MANAGE YOUR TRIP | 2 - SEARCH NEW FLIGHT

High Priority Finding: One participant appeared to encounter a bug related to being unable to scroll down the page. Upon clicking down on the scrollbar (instead of using the mouse wheel), the date picker disappeared, making it impossible to select the date. This participant was unable to proceed and complete the task.

Recommendation: Resolve issue of date picker disappearing upon clicking the scroll button. Consider redesigning the page to prevent the need for information to appear below the fold.



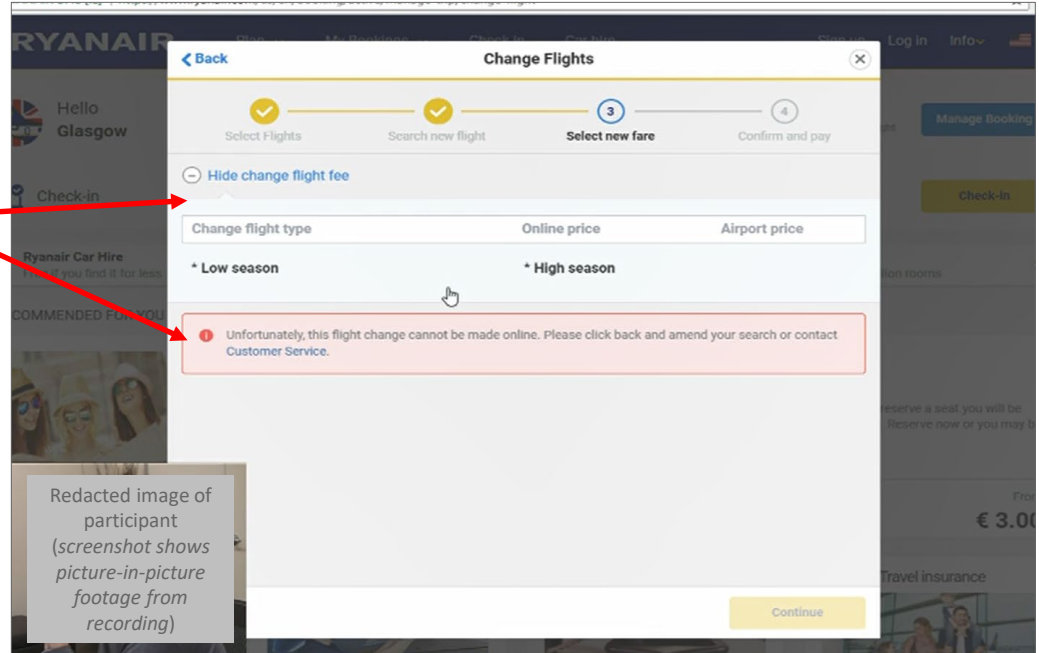
TASK 4: CHANGE A FLIGHT

MANAGE YOUR TRIP | 3 - SELECT NEW FARE

High Priority Finding: Both participants encountered the error message “Flight change cannot be made online.”

One participant then clicked on the Flight Fee link and said they were trying to find more information, but said that no relevant information was displayed.

Recommendation: Ensure that change flight fee information is displayed at this step, and use tables instead of paragraphs of copy to display information succinctly.



TASK 5:

BOOK A MULTI-LEG FLIGHT

Prompt provided to participant:

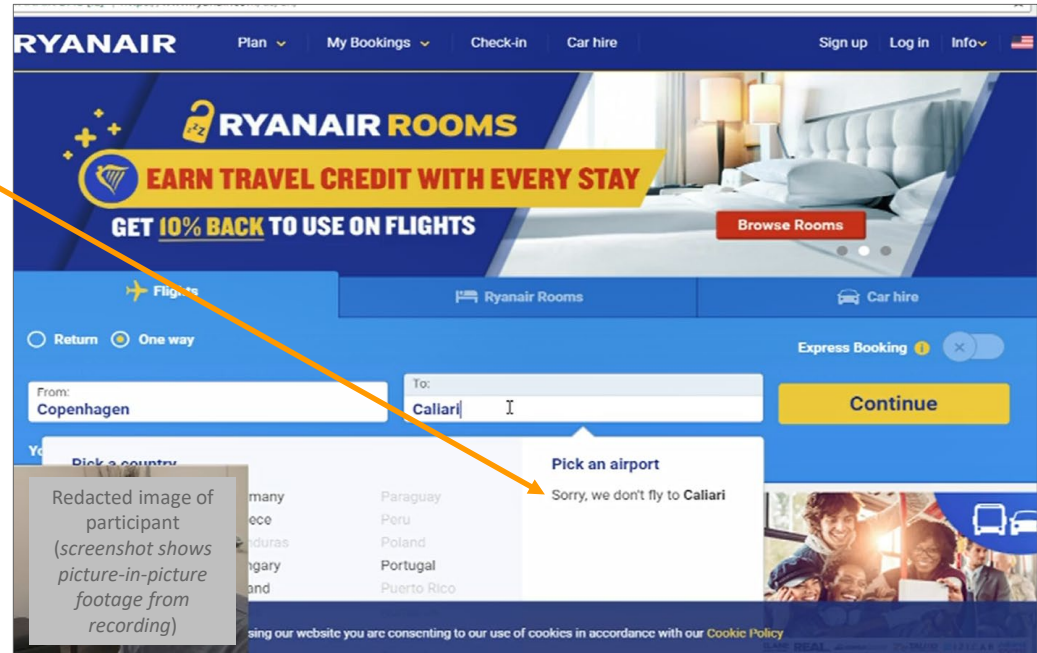
1. Book a one-way flight for two adults from Copenhagen (Denmark) to Cagliari (Sardinia, Italy) on Saturday June 9, 2018.
2. Stop when the website asks you to create an account or log into an account.

TASK 5: BOOK A MULTI-LEG FLIGHT

HOME PAGE

Med. Priority Finding: One participant made a spelling error and did not recognize they made a typo ("Calliari" instead of "Cagliari").

Recommendation: Consider implementing spelling error detection and recommending cities which may have been intended (e.g. "Did you mean....")



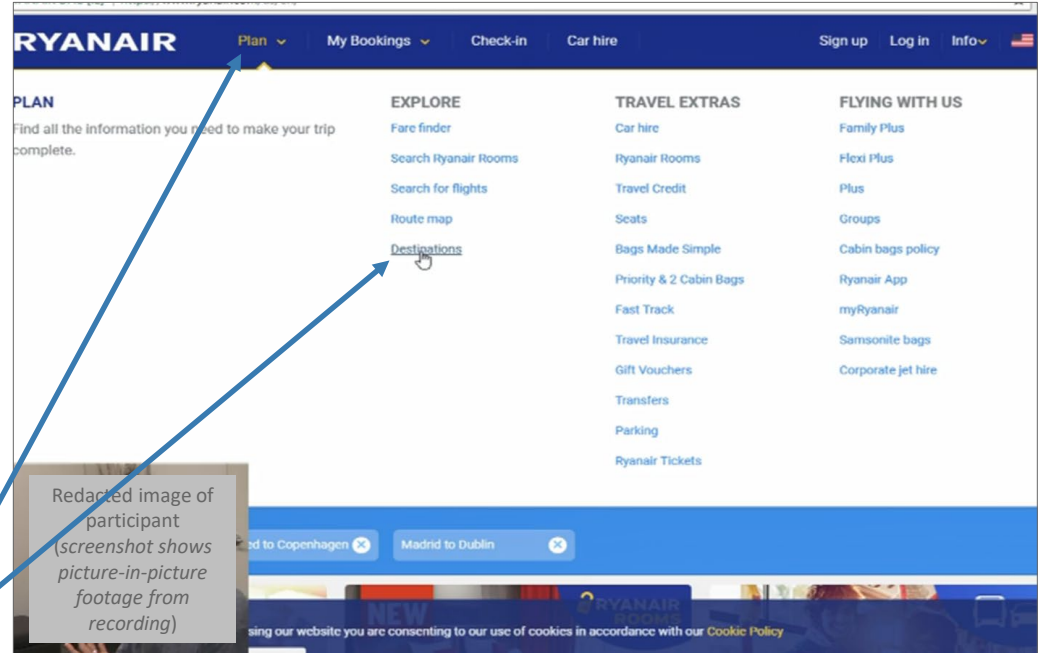
TASK 5: BOOK A MULTI-LEG FLIGHT

HOME PAGE

High Priority Finding: Since Cagliari did not immediately appear to be an option from Copenhagen, one participant said they understood that to mean it was an impossible task and did not consider attempting a multi-leg flight.

Recommendation: Consider displaying recommendations to users for multi-leg flight options if other flights are the only means of arriving to their intended destination from their departing airport.

Neutral Finding: When encouraged to continue, One participant said he would try to find an airport finder using the menu options in the dropdown, and clicked on the “Destinations” link.



“ ‘Plan’ says to me, oh this is helping me to plan a trip. I need to get somewhere, maybe this is the tool that’s gonna help me. So in my head I’m looking for airports, so is there an airport finder?... Explore.... Destinations.

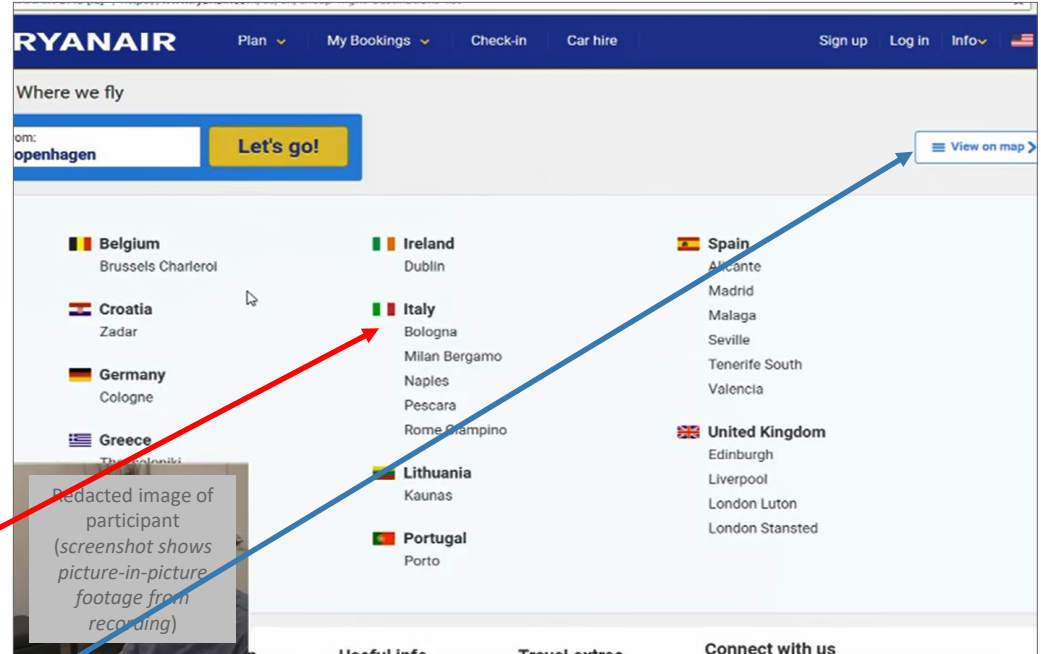
TASK 5: BOOK A MULTI-LEG FLIGHT DESTINATIONS

Med. Priority Finding: One participant said they expected to see a general list of airports to see if Cagliari was an option and said they found it unexpected and unhelpful that the first step on this page was to book a flight.

Recommendation: Consider removing the fields on this page to book a flight, and simply display the list of airports where Ryanair is available with links and follow-up steps to enable users to book a flight there.

High Priority Finding: Upon typing in “Copenhagen” in the “From” field, this participant was still not able to discover Cagliari and expressed frustration with this task.

Neutral Finding: When encouraged to continue, this participant went to the “View on map” link.

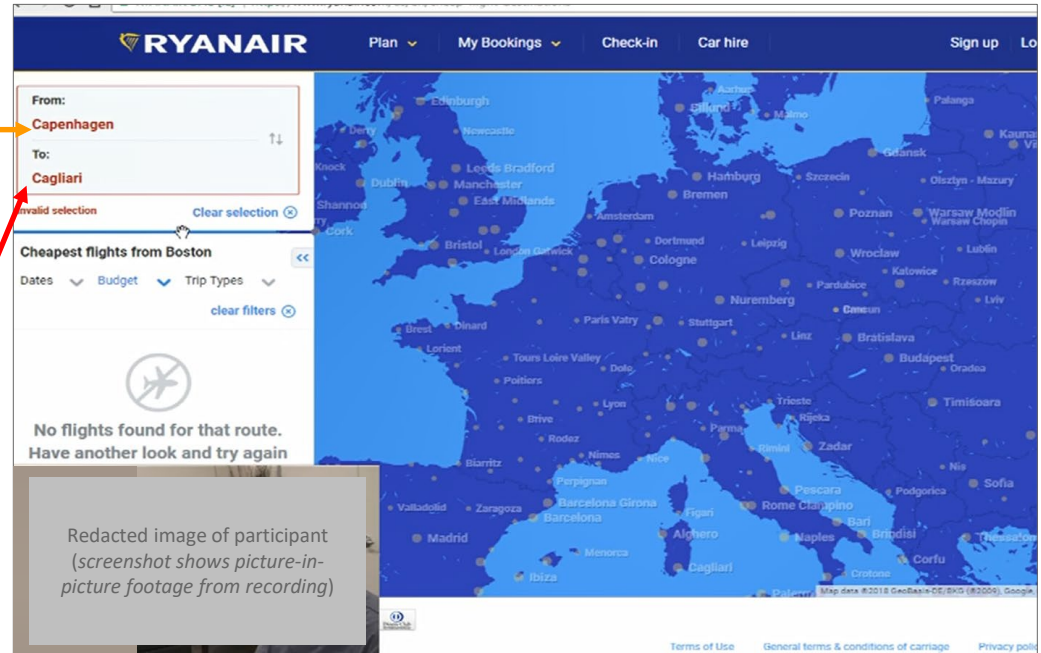


TASK 5: BOOK A MULTI-LEG FLIGHT MAP

Med. Priority Finding: This participant made a spelling error and did not recognize the typo (“Capenhagen” instead of “Copenhagen”).

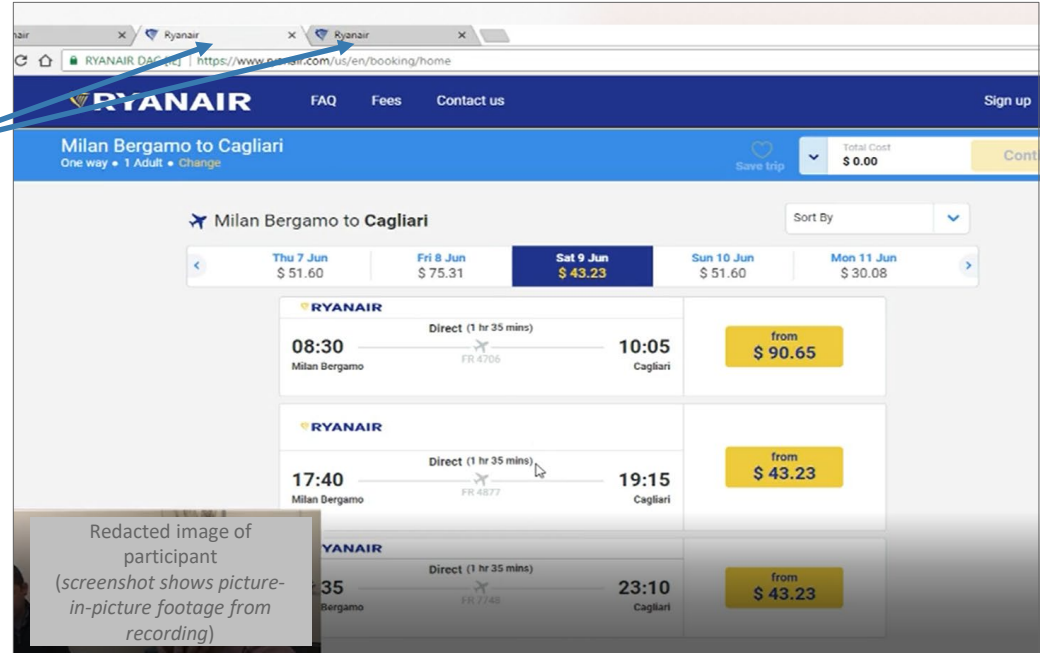
Recommendation (repeat): Consider implementing spelling error detection and recommending cities which may have been intended (e.g. “Did you mean....”)

High Priority Finding: This participant tried “Cagliari” and “Sardinia” and was not able to discover Cagliari on this page.



TASK 5: BOOK A MULTI-LEG FLIGHT FLIGHT SELECTOR

Neutral Finding: One participant used two tabs to find two separate bookings for different legs of the flight and compared arrival/departure times by flipping between the two tabs.



TASK 6:

CHANGE SEATS AND PRINT BOARDING PASS

Prompt provided to participant:

1. Check a passenger in on a flight based on the confirmation you receive from the moderator.
2. The passenger isn't happy with the assigned seat. Select another seat for them.

TASK 6: CHANGE SEATS AND PRINT BOARDING PASS

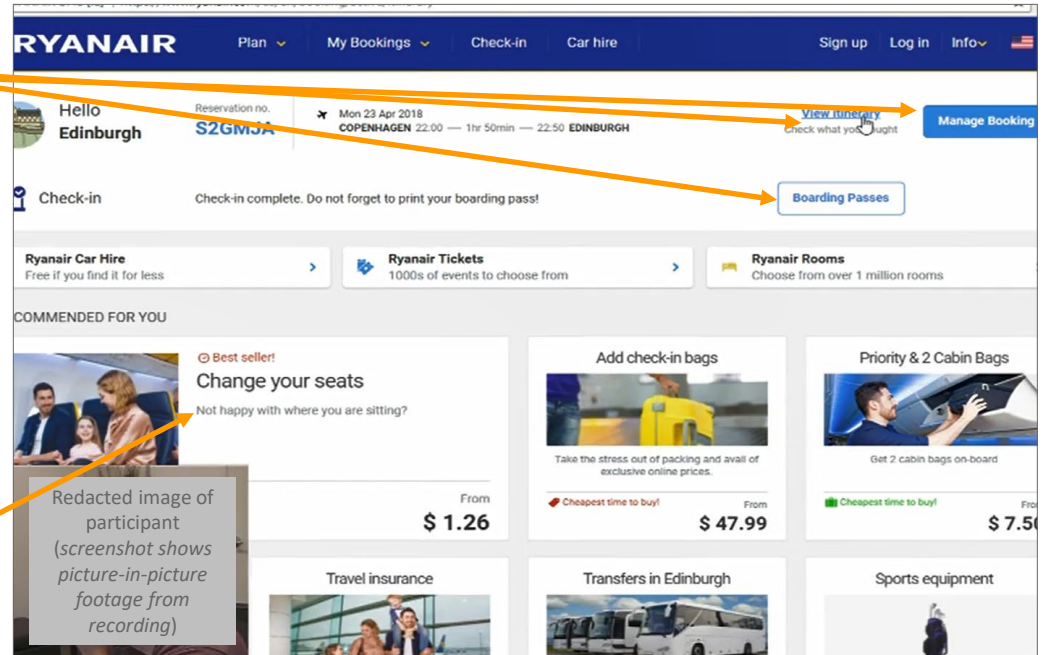
FLIGHT CONFIRMATION

Med. Priority Finding: One participant attempted “View Itinerary”, “Manage Booking”, and “FAQ” [using a different tab] before finding the success path under “Boarding Passes”. This participant explained that they did not expect to find a way to change seats under “Boarding Passes”.

Med. Priority Finding: This participant did not appear to notice “Change Your Seats” tile.

Recommendations: Consider reorganizing the CTAs available to more clearly display options and support key tasks, such as changing seats.

Reevaluate the visual treatment of the CTAs, which currently have different treatments among them each.



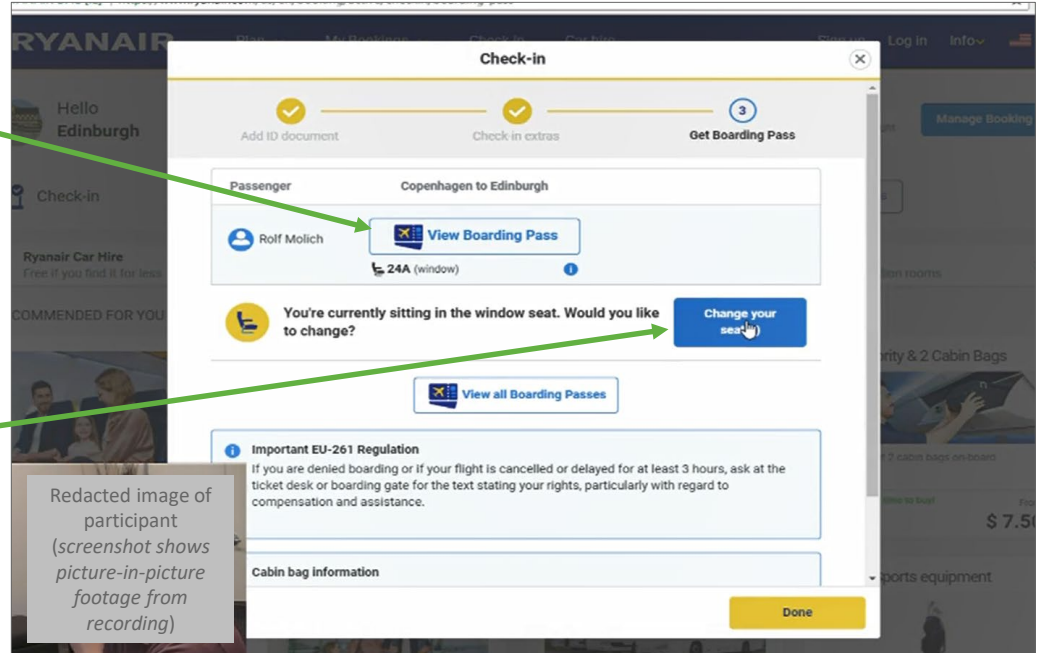
TASK 6: CHANGE SEATS AND PRINT BOARDING PASS

CHECK-IN

Positive Finding: One participant was able to print their boarding pass easily with the “View Boarding Pass” CTA.

Recommendation: Maintain the “View Boarding Pass” label and functionality.

Positive Finding: This participant also found “Change your seat(s)” CTA easily once they were within this screen.



Ryanair

Usability Study Report



USER EXPERIENCE CENTER

Elizabeth Rosenzweig

Erin Fegely Kroberger

Lara Fraser

April 9, 2018



BENTLEY
UNIVERSITY

User Experience Center

erosenzweig@bentley.edu

781.891.2032 | bentley.edu/uxc

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Project Overview

Goals

- Test Ryanair.com for purposes of CUE-10 workshop

User Demographics

(see the appendix for details for complete participant details)

- Three participants were tested on the Ryanair site.
 - All participants were native English speakers
 - All participants had flown at least once
 - All participants had purchased items on the web at least three times

Tasks

1. Book a round-trip flight
2. Rules for carry-on baggage
3. Find the lowest-priced ticket
4. Change a flight
5. Book a multi-leg flight
6. Check-in for a flight

High Level Overview



Website Overview

Overview of Findings

- In some instances the terminology did not translate to an American audience including the use of the word “return” to signify a round-trip flight and military time over a twelve-hour clock.
- The interaction of the drop-down menu used to select an airport was not clear to participants who often selected a country and moved on before selecting the airport.
- Participants expected the site to remember the flight information that they had entered when moving back and forth between pages instead going back to the default (in this instance Boston).
- When a city has multiple airports, participants expected the website to offer an option to review flight options from all airports in one search instead of having to check each airport individually.

Overview of Recommendations

- Consider the use of geolocation to determine where a user is and present them with appropriate terminology at key touchpoints.
- Consider altering the interaction in the drop-down menu to draw a user’s attention to the airport selection. For instance, consider having the ‘Pick an Airport’ portion of the menu swipe out after a country has been selected.
- Consider making user input sticky so that they can move back and forth throughout the site without re-entering flight details.
- Consider adding an option to aggregate flight results from all airports in one city.



Detailed Findings



Findings: Task 1: Book a round-trip flight

FINDINGS

1. One participant noted that she appreciated the fact that RyanAir highlighted the fluctuating cost of the flight on the surrounding days to their selected departure.
2. Participants were often confused by the dropdown menu used to select an airport, often assuming that once they clicked a country that the airport field would automatically update.
3. Participants found the terminology "return" confusing; in many instances, participants believed that this would be for booking a return flight, not a round-trip flight.
4. Although participants did understand that the flight times were in military time, in some instances they incorrectly converted the time back to a twelve-hour flight.
5. Participants often used the back arrow on the browser when trying to make changes to their flight and were frustrated to realize that their flight information was not saved, forcing them to re-enter the flight details.
6. Participants also noted that the prices were often higher than what was advertised once purchasing a ticket option that allowed for baggage or adding those extras on.

"They [the prices] are deceiving...it should say what you can't do instead of what you can." P3

"That was confusing...it should say round trip." P1

The screenshot shows the Ryanair website's flight booking interface. At the top, there are tabs for 'Flights', 'Ryanair Rooms', and 'Car hire'. Below these, there are radio buttons for 'Return' (selected) and 'One way', and a link for 'Express Booking'. The 'From' field is set to 'Ireland', and the 'To' field is labeled 'Destination Airport'. A yellow 'Continue' button is to the right. A dropdown menu is open under 'From: Ireland', showing two columns: 'Pick a country' and 'Pick an airport'. The 'Pick a country' column lists various countries, with 'Ireland' highlighted. The 'Pick an airport' column lists various airports, including 'Dublin', 'Glasgow', 'London', etc. Below the dropdown, there is a section for 'Ryanair Transfers' with a photo of a family and the text 'The hassle-free way to get to and from the airport'.

Users often did not notice the need to select an airport after selecting the country.

The screenshot shows the Ryanair flight search results for a flight from Madrid to Dublin. At the top, there is a header 'Madrid to Dublin' and a 'Sort By' dropdown. Below this, there is a table of flight options for different dates. The table has columns for the date and the price. The prices are: Thu 17 May (\$51.54), Fri 18 May (\$85.49), Sat 19 May (\$42.74), Sun 20 May (\$85.49), and Mon 21 May (\$72.91). The 'Sat 19 May' option is highlighted. Below the table, there are two flight options for Ryanair. The first option is a direct flight (2 hr 45 mins) from Madrid to Dublin, departing at 10:35 and arriving at 12:20, with a price of \$85.49. The second option is a direct flight (2 hr 40 mins) from Madrid to Dublin, departing at 22:15 and arriving at 23:55, with a price of \$42.74.

Search results for a flight from Madrid to Dublin.

Recommendations: Task 1: Book a round-trip flight

RECOMMENDATIONS

- Consider altering the interaction in the drop-down menu to draw a user's attention to the airport selection. For instance, consider having the 'Pick an Airport' portion of the menu swipe out after a country has been selected.
- Consider the use of geolocation to determine where a user is and present them with appropriate terminology at key touchpoints.
- Consider making user input sticky so that they can move back and forth throughout the site without re-entering flight details.
- Consider highlighting not only what user's get by selecting a specific ticket type, but also what they don't get.

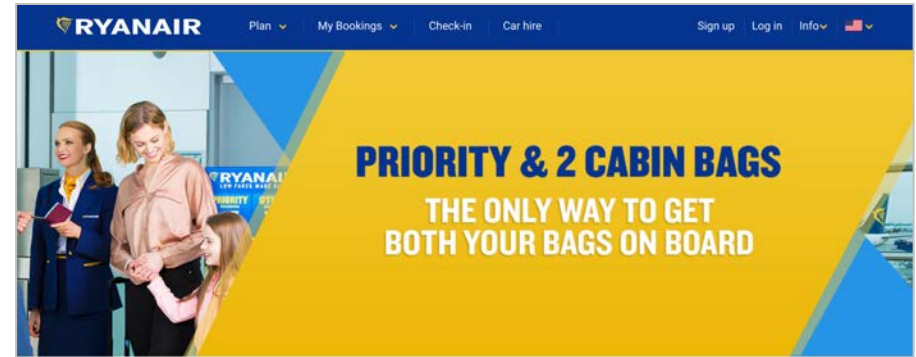
	<small>Trial</small> starter	<small>Best</small> econo	<small>-15%</small> standard	<small>-25%</small> professional
choose your plan	\$10 per month	\$30 per month	\$59 per month	\$99 per month
Disk Space	25GB	50GB	100GB	250GB
Bandwidth mo.	250GB	500GB	1000GB	3000GB
E-mail Accounts	5	10	50	Unlimited
MySQL Databases	✗	✓	✓	✓
24h Support	✗	✗	✓	✓
Support Tickets mo.	1 Ticket	2 Tickets	5 Tickets	10 Tickets
	sign up!	sign up!	sign up!	sign up!

Example of a pricing grid that includes both what a user gets at each tier and what they might miss out on at a lower tier.

Findings: Task 2: Rules for carry-on baggage

FINDINGS

1. Overall participants were able to locate the rules for carry-on baggage successfully.
2. In some instances, the language detailing the differences between the first and second bags were unclear to participants who did not immediately realize that the second bag would be stowed unless you had a priority ticket.



Participants often skipped right over the first section of the baggage policy page and read the more detailed copy below.

"That would be a problem. Nobody goes anywhere without a bag...and its not obvious that that is the case here...that's not a good thing." P3

"That was extremely confusing. Everyone should be allowed to have a carry on bag." P1

As of Jan 15th 2018 you can only bring 1 small bag on board unless you purchase Priority & 2 Cabin Bags



Non-Priority

If you have not purchased Priority & 2 Cabin Bags, you are only permitted to bring 1 small bag on board. Your second 10kg bag will be tagged at the gate and put into the hold free of charge.

Your small bag (e.g. handbag, laptop etc.) must not exceed 35x20x20cm and should easily fit under the seat in front of you.

Your second 10kg bag must be 55x40x20cm in size and must fit into the sizers at the gate before being tagged and put into the hold free of charge.

Failure to comply will result in a charge of €50 per item at the departure gate and may also lead to delays for all passengers on board.

Detailed information on baggage policy page

Recommendations: Task 2: Rules for carry-on baggage

RECOMMENDATIONS

- Review the FAQ and baggage policy pages for the use of plain language.
- As noted previously, when purchasing a ticket the three tier options should highlighting not only what user's get by selecting a specific ticket type, but also what they don't get. This would include specific details around the baggage policy.

Findings: Task 3: Find the lowest-priced ticket

FINDINGS

1. Most participants were able to successfully compare ticket prices to find the cheapest flight.
2. In some instances, participants did not go back to check the prices from all London-based airports until prodded by the moderator.
3. Participants noted a desire to have the website simply check prices from all London-based airports in one search instead of having to check each airport individually.

The screenshot shows the Ryanair flight booking interface. The 'From' field is set to 'London'. A dropdown menu is open, showing a list of countries and a sub-menu for 'Pick an airport' with options: London Stansted, London Gatwick, and London Luton. The 'To' field is labeled 'Destination Airport'. A 'Continue' button is visible. The interface also shows options for 'Return' or 'One way' flights, 'Express Booking', and links for 'Ryanair Rooms' and 'Car hire'.

User does not have an option to pick all airports in London. Instead they must check the ticket prices from each airport individually.

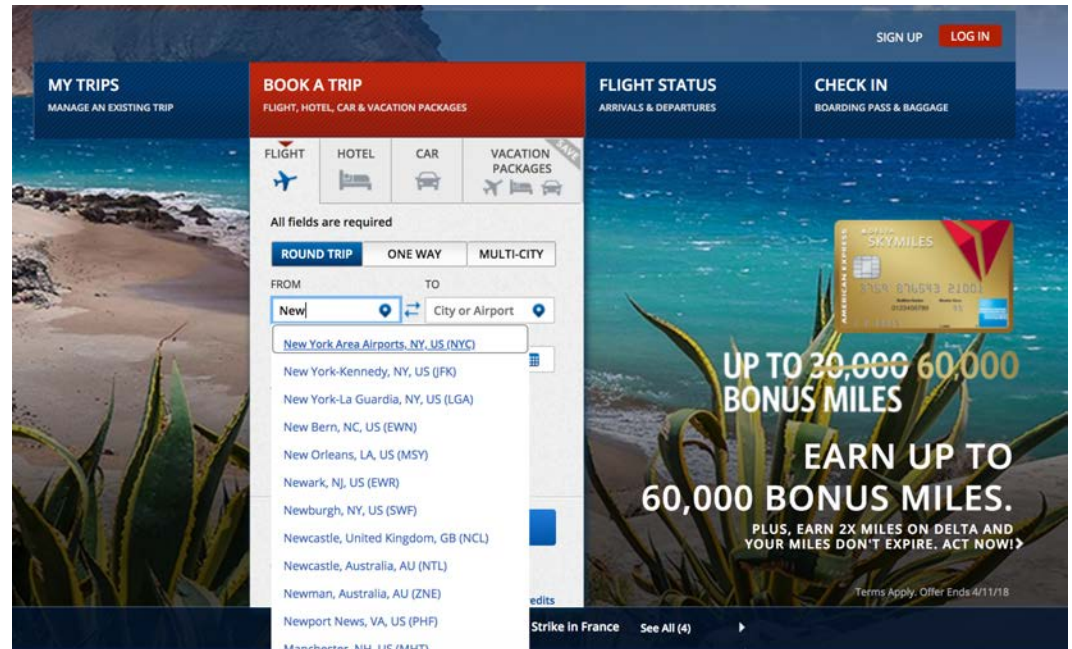
"It is a lot more work now going one by one." P1

Recommendations:

Task 3: Find the lowest-priced ticket

RECOMMENDATIONS

- Consider adding an option to aggregate flight results from all airports in one city.

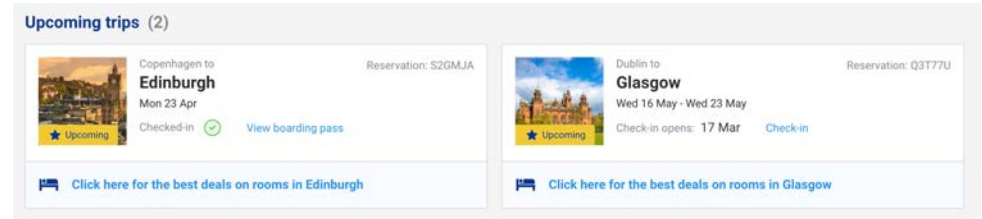


Example of the Delta website which allows a user to select all New York Area Airports instead of viewing flight options from each airport individually.

Detailed Findings- Task 4: Change a flight

FINDINGS

1. Participants were not sure if they had to log in before changing flight details.
2. Participants found it hard to read the airport of origin in the “My Bookings” section.
3. Participants found the manage flights, change your flights, select outbound trip process “straightforward”.



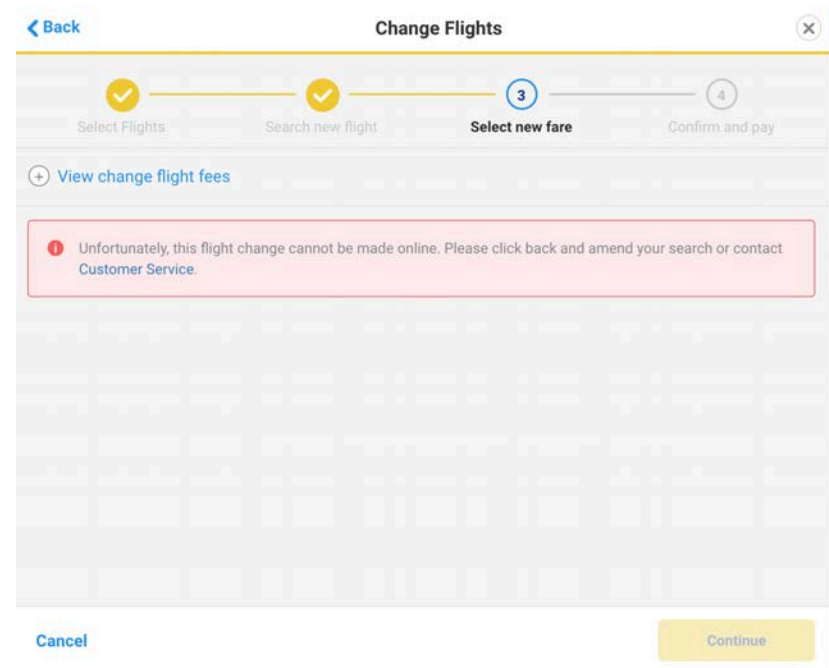
“It looks like we are flying from Edinburgh to Glasgow” - P3



Detailed Findings- Task 4: Change a flight

FINDINGS

4. None of the participants were able to locate information about how to change their flight and would have to go through the whole process of changing their flight online before they received an error that asked them to call Customer Service.
5. Participants found it hard to read the airport of origin in the “My Bookings” section.
6. Participants found information about prices in high season vs. low season vague.



"I am starting to think that this cheap flight is not so cheap." P1

Detailed Recommendations- Task 4: Change a flight

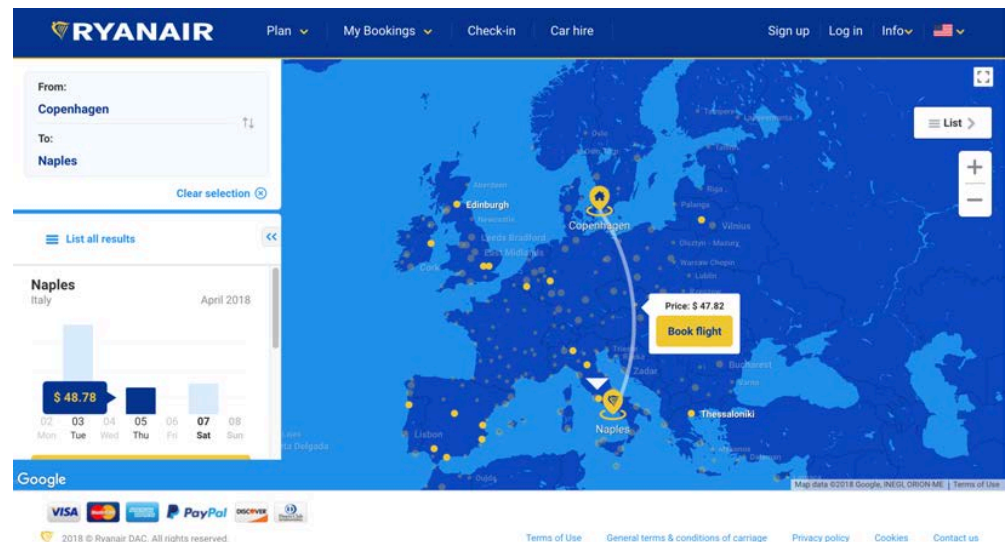
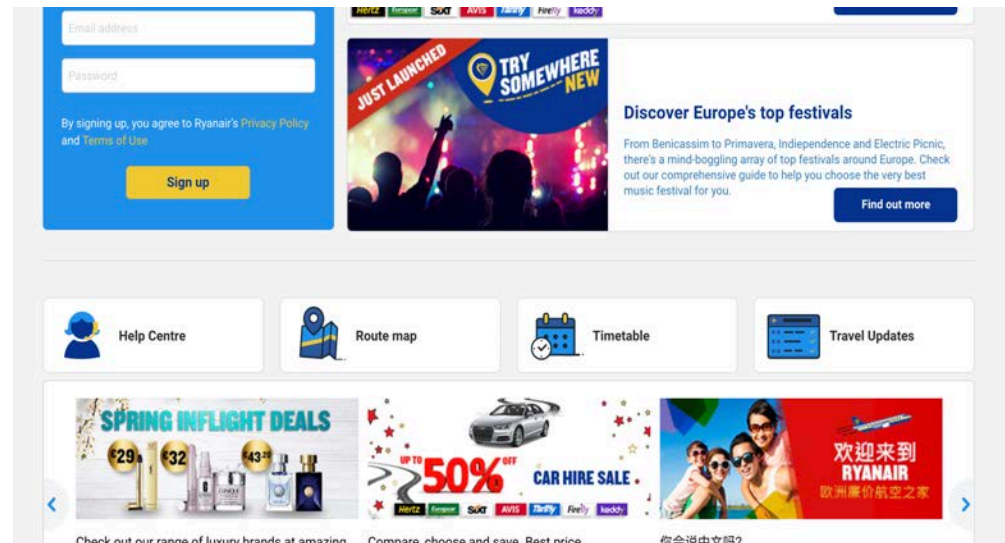
1. Have the “My Bookings” page redirect to the login page in user is not already logged in to change a flight.
2. Give detailed information about the price of changing a flight at the time the user is booking the flight and leave out information about the potential price differences between high and low season.
3. Before users went through the process of changing their flight they should be given the scenarios when the change is possible online and the scenarios when it is not and they must call customer service.

Detailed Findings- Task 5:Book a multi-leg flight

FINDINGS

1. Participants started task 5 by looking up the airport of origin and got confused when their destination airport didn't populate as an option.
2. Participants had trouble locating the route information in the map at the bottom of the page.
3. When route map was pulled up, participants found it hard to read and they did not zoom in to see the names of locations.
4. Participants thought that in order to get to their destination and it was not on the list, they had to get as close to it geographically as possible.

"Clicking on Denmark was a frustration click." P1

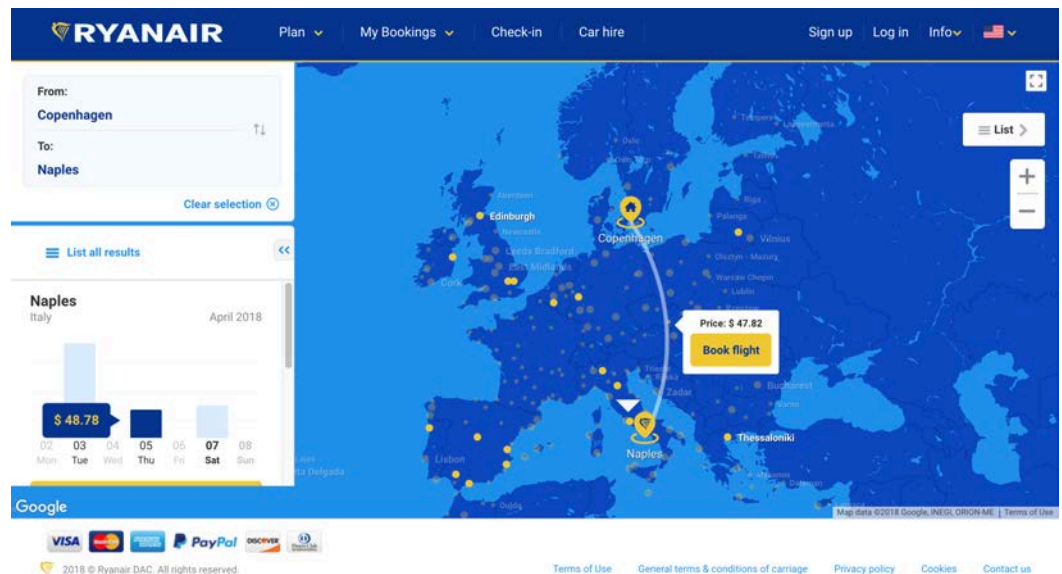
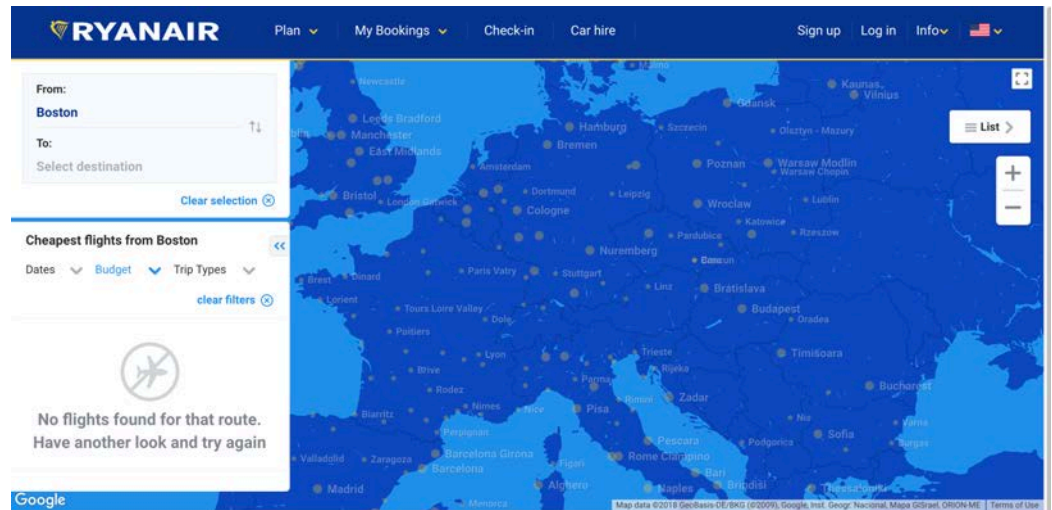


Detailed Findings- Task 5: Book a multi-leg flight

FINDINGS

- Participants did not know they had to find a connecting flight independently that would take them between their airport of origin and airport of destination.
- Reloading the route map changes airport of origin to participants current location.
- While the interactive nature of the map was appealing, participants were unsure of what information the map was giving them, or how it was supposed to help them book a multi-leg flight.

"I would think that I would be able to see every destination in Italy that has an airport ." P2



Detailed Recommendations- Task 5: Book a multi-leg flight

1. Offer available routes as options that could get passengers to their destination even if it's not direct.
2. Position route information and interactive map in a central location that is easily located before users begin entering information.
3. Interactive map should populate with possible routes after airport of origin and airport of destination was entered.
4. Add more detailed description for users of how to book flights that require a stopover.

High Level Takeaway

Overview of Recommendations

- Consider the use of geolocation to determine where a user is and present them with appropriate terminology at key touchpoints.
- Consider altering the interaction in the drop-down menu to draw a user's attention to the airport selection. For instance, consider having the 'Pick an Airport' portion of the menu swipe out after a country has been selected.
- Consider making user input sticky so that they can move back and forth throughout the site without re-entering flight details.
- Consider adding an option to aggregate flight results from all airports in one city.

Thank you!

Bentley User Experience Team
Elizabeth Rosenzweig, Team Lead
erosenzweig@bentley.edu

Ryanair Web Site — Usability Testing Report

Usability study conducted at the request of CUE10 & Rolf Molich

Usability Team: CUE10 Team O member

Web Site: <https://www.ryanair.com/us/en/>

Updated: March 31, 2018

Executive Summary

A usability evaluation was conducted with three participants (and one pilot test) in March 2018 of the Ryanair.com Web site as part of the CUE10 project. All participants used a desktop/laptop Macintosh computer for this evaluation. All participants were native English speakers, North American, and between 25-35 years of age. Additionally, all participants purchased products online previously, including all having purchased airlines tickets online within the last year. The evaluations were conducted in the moderator's office, live, and face to face.

Overall the usability evaluation was a unique mix that included a mix of tasks, general impressions, and an exploration of the Web site. Participants shared their views and perceptions of Web site, as well as a reflection of what they liked and disliked in the existing Web site.

Participants generally understood the Web site, its general workflow, and it matched to many of their mental model about using an airline Web site. The findability of most of the information participants needed served their needs. As one participant said, "It was snappy." (P3) There were some issues with the overall level and overuse of advertising and clutter on the Web site, a variety of small interface issues, and some frustration with the participants as they did not understand some of the terminology or logistics implicit in some content and rules.

Usability Evaluations Results – Potential Caveats

There existed several issues that require discussion within this report to give a more complete and contextual report.

Number of Participants

Generally, our usability department generally requires to test six participants to report out data based on a usability test in a report such as this. Fully understanding that this evaluation was slightly different in that it included three participants and one pilot test participant. We did not use the data or include anything from the pilot tester. However, with this CUE 10 test, reporting out with three is fine.

All tasks Required Staying on Web site

With all the participants and in several of the tasks, each mentioned at various times that if they were not asked to stay and complete all tasks on the Ryanair Web site, they would go to other Web sites to find information. Depending on the task and information needed, participants stated they would use Google, the TSA Web site, or other flight aggregators to find specific information.

Severity Scales

Generally, when our team reports results from usability evaluations, we do not give explicit scales for a variety of reasons: the Web sites we evaluate are not mission critical to one's health or financial resources, so we often do not have a severity issue of absolute critical importance, we work within a science and math higher education institution, so putting numeric values on issues has implied statistical significance to some of our clients, and we want to avoid that. We do order the issues that are the most important first and then in descending order in our write ups, but without numerical or severity scales.

For the purposed of this evaluation, I will add severity scales, based on the Wilson model of severity [<https://measuringu.com/rating-severity/>] for the sake of conforming to CUE10 requirements.

What Participants Liked

There were aspects of the site that participants commented about favorably throughout the Web site.

Overall Layout & Design



Participants commented favorably on the general clarity of the home page. It was viewed by participants as modern looking and consistent with other Web sites that they had used. Additionally, it was perceived as being clear and straightforward in accomplishing tasks.



A standardization and consistent look on this site was mentioned as something that helped participants quickly navigate and understand the site. As one participant mentioned: "I like how stripped down the site is" and stated the search result "layout is very nice and minimal actually." (P3) This view was reflective of other participants.



Several options and elements of the layout of the user interface were appreciated, particularly with the design of the various options when booking, as show below.

Standard fare	Plus	Flexi Plus
<ul style="list-style-type: none">Lowest fare60 day check-in20kg check-in bagPriority & 2 Cabin BagsReserved standard seatFlexible ticketsOptional airport check-inFast Track	<ul style="list-style-type: none">Lowest fare60 day check-in20kg check-in bagPriority & 2 Cabin BagsReserved standard seatFlexible ticketsOptional airport check-inFast Track	<ul style="list-style-type: none">Lowest fare60 day check-in20kg check-in bagPriority & 2 Cabin BagsAny reserved seatFlexible ticketsOptional airport check-inFast Track
\$ 86.05	\$ 125.77	\$ 208.55



Additionally, the option to choose the same seats upon your return and how that was communicated through a dialog box was appreciated and viewed as a differentiator from other airlines. As one participant mentioned: "I actually like that, it can be frustrating on flights not being able to get the seats you want." (P3)

Reserve same seats on flight back?

Yes, please

Pick different seats

Workflow



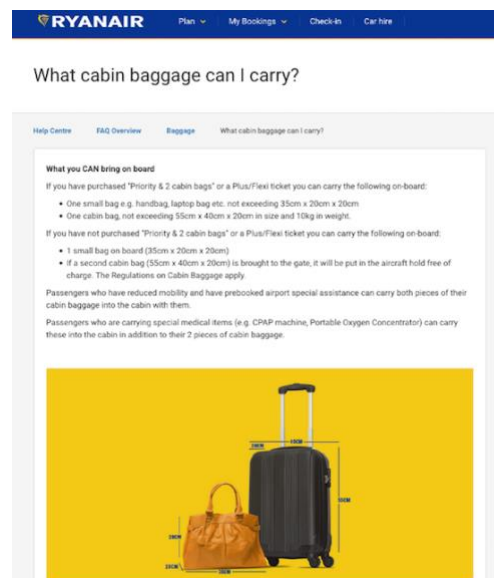
Generally, the mental model of the workflow worked as they understood what worked and how to find flights. The findability of most of the information participants needed helped. Overall the Web site and workflow was, per one participant, “generally speaking, it was easy to follow.” (P1)

For example, the ability to find out information through the FAQ about the regulation of the carry-on baggage allowance was particularly appreciated, as comments included:

- “I actually think it makes sense.” (P1)
- “This is great about carry-on baggage.” (P2)
- “Highlighted, organized, and delineated in a very clear way.” (P3)



Also, the graphic for this issue was clear and provided both textual and visual cues:



Conceptual Issues

There were some overall conceptual issues of note within this evaluation.

Testing Script and Tasks

Task 5 proved especially difficult and was viewed by the moderator as a task that was near impossible. However, but also not allowing the participant to simply say it was not possible or end the task, this put the participants and the moderator in a difficult decision that this moderator avoids. Within our testing regiment at my organization, we always allow a participant to stop a task, say it is not possible, etc. when they desire. It seemed unfair and unrealistic option to be placed in the position of forcing the participant to continue. At one point, when told you could fly between these two cities on Ryanair, one participant stated: "It means that it was user error then," (P3) which regrettably put the burden of this impossible task on the user thinking he was incorrect.

Lastly, with several tasks, we were often required to give an 'assist' and that is something generally we do not do within our testing regiment at my organization. Both with Task 3 and 5, if a participant wanted to cease the task if they could not find an answer or were overly frustrated, but it appeared that was not an appropriate answer or something we should not allow within the CUE guidelines.

Usability Evaluations Results – Challenges/Issues/Problems

There existed several issues regarding the Web site uncovered by participants and are listed below.

Except for the issue about task 5, the other issues were not considered critical, but more minor irritations according the participants. Again, the findability of the information was generally discoverable except for task 5.

Lack of Ability to Complete Multi-Stop Flight Purchases



The impossibility of Task 5 in trying to fly between two cities serviced by Ryanair but not easily discoverable or findable by participants was exceedingly frustrating, as well as to the moderator who could not let the participants act in a way they might normally in a usability test.

One participant suggested she would expect a Contact Us link or would call the airline directly (which she found) or a request form. Even when participants found the links and sections on the Where We Fly Route map links on the Web site, it did not translate into them being able to answer the task.

Comments from participants included:

- "It's not clear to me that they fly there." (P2)
- "I have no idea where this airport would be." (P2)
- "It would be better we don't fly x to y, do you mean z instead...that would be a bit better." (P3)
- "The way the search sort of options are presented, pick an airport....is a bit lacking." (P3)

This task has a severity level of 2 (on the Wilson scale).

Too Much Advertising

A consistent theme discussed by all participants was that the amount of advertising on the Web site included and that proved distracting, irritating, and too overt for most participants. Thought users

conceptually understood that was part of a Web site and Ryanair's sale pitch, but they also agreed that it did get in the way of them trying to complete tasks at hand.

The banner on the home page was viewed as particularly egregious, as shown below:



Comments from participants about this banner included:

- "Little bit invasive." (P2)
- "Get rid of this banner." (P3)

Although there were other overt advertising that frustrated participants, particularly when retrieving and checking bookings and after you choose various options when booking (the extra booking graphic), they were all less frustrating than the overall busy banner on the home page.

This task has a severity level of 4 (on the Wilson scale).

User Interface & Accessibility issues

Though many of the issues discussed in this section were minor, there was enough issues found by participants to mention.

Forced Login

The forced login was not liked by some participants and accepted by others. The options of having a guest option was suggested after one participant stated: "personally this is infuriating." (P2)

This issue appeared when the following dialog box appeared:



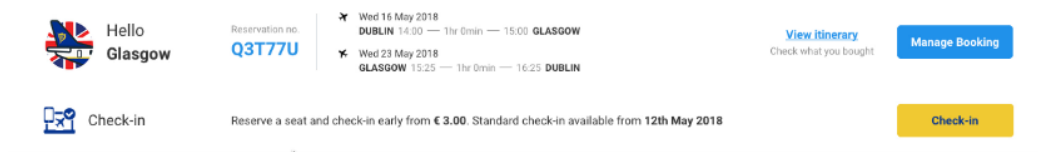
Airport Search Constraints

Although the layout of the airport search was generally liked, the way that participants searched varied and the limitations of the Ryanair Web site frustrated some participants. Some wanted to see the general geography of an area and some wanted the ability to choose by airport code. As one participant stated clearly: "the way the sort of options are presented to you, think it is a bit lacking." (P3)

Accessibly (Small Font and Contrast Issues)

Throughout the Web site there were several instances that were poor usability and accessibility regarding text contrast.

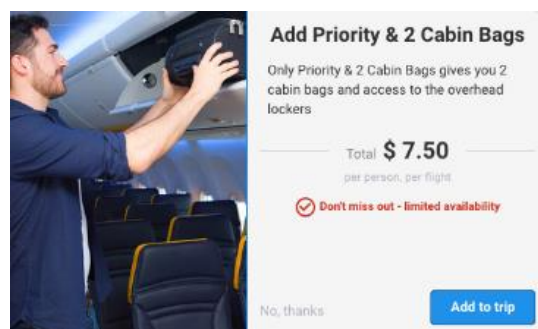
When retrieving bookings, the text about the flight was excessively small and as one participant stated: “pertinent information is so small.” (P1)



Additionally, some pages had poor contrast to read text and this was also particularly important text or was used to subtly make a participant choose or not choose a specific choice, which is not acceptable.



The information about the Change flight information, especially the last sentence is quite important but it made difficult to read due to poor contrast.



The No, thanks option here is poor contrast and is not allowing the participant a balanced choice to decide about cabin bags and priority boarding.

This task has a severity level of 3 (on the Wilson scale).

Cultural Issues Affecting the Evaluation

Aspects of the wording and regulations on this Web site were unknown or confusing to participants in this evaluation. All the participants were native North Americans and this is a European Web site. For example, the 24-hour time when showing flights was confusing, the ability to check in longer than 24 hours prior to a flight was unknown to participants, the lack of ability to look at all airports in a geography (such as greater London), and the inability to do multi-leg journeys was something that frustrated people. As an example, one participant mentioned, "I have no idea what the 60-day check in is." (P1)

This task has a severity level of 4 (on the Wilson scale).

Next Steps

This evaluation was a solid step in obtaining user feedback about the existing Ryanair site. We could perform additional evaluations when changes are implemented or in the next phase of development.

Please contact the Usability Team at (email address) if you have questions or would like to discuss any future work.

CUE-10 Usability Test Report

Date of Report: April 9, 2018
Date of Test: March 19-April 9, 2018
Team code: P

Executive Summary

The purpose of this study was to assess the usability of Ryanair.com, a budget air carrier primarily based in Europe with some flights to and from the United States. Three participants, one male and two female, from the Baltimore, MD/Washington, DC areas participated in this study. Each participant met the screening criteria for the study and completed the consent form. Two participants were in person and one was remote. Participants were recorded completing the six tasks and provided think-aloud feedback during and after each task. Tasks were representative of the site in terms of making round trip flight reservations for two to changing the day/time of a confirmed flight using a simulated flight confirmation email. We noted participants' paths selected as they completed each task, think-aloud comments and other verbal feedback, and task completion rates. In addition, we collected final thoughts after all the tasks were completed.

Due to study time limits (40 minutes), not all participants were recorded completing all six tasks. If the time limit was achieved midway during a task, the participant was allowed to complete the task and then asked to provide overall feedback and then the session was ended. Data recorded for this study only records tasks attempted.

Where expected, tasks were difficult to complete, especially for the multi-leg flight (Task 5) and finding the cheapest flight (Task 3). Participants expected the site to cache search selections and to provide fare options when there were multiple airports in the same city. Participants were very frustrated when those expectations were not met, and then further stumbled when assumptions for time (military), date (European), prices (Euros, occasionally), weights (kilograms), and measurements (centimeters) were not met for an American audience. If users select US from the upper right, they would expect to see information presented for that audience; it would be helpful if those expectations could be met with converted weights and measurements in pounds and inches, and dates presented alternatively (or with the option to view a date differently). Finally, participants stumbled over the checkbox under the "Let's Go" button. This can be easily rectified by providing a notice to be acknowledged upon first visit to the site.

Methodology

Who we tested

Three participants, having the following characteristics, evaluated the Ryanair.com English (US) web site. All participants are native English speakers, frequent online purchasers, and familiar with flying (having flown two or more times) and completing online flight reservations.

- Participant 1, a single female aged 26-39, works part-time as a manager and attends graduate school part-time. She lives and works in the Baltimore, MD area.
- Participant 2, a married male aged 40-59, works full-time in project management for a consulting firm. He lives and works in a Washington, DC suburb.
- Participant 3, a married female aged 40-59, works part-time as a personal sales consultant and is training to be a substitute teacher. She lives and works in a Washington, DC suburb.

Age

18-25	0
26-39	1
40-59	2
60-74	0
TOTAL (participants)	3

CUE-10 Usability Test Report

Computer Usage

0 to 10 hrs. wk.	0
11 to 25 hrs. wk.	2
26+ hrs. wk.	1
TOTAL (participants)	3

Gender

Women	2
Men	1
TOTAL (participants)	3

What participants did

We asked participants, one of whom connected remotely, to complete a series of six tasks in numerical order that ranged from making round trip flight reservations for two to changing the day/time of a confirmed flight using a simulated flight confirmation email. Participants met with the study facilitator for approximately one hour each and completed each task in order as requested. We asked participants debriefing questions at the end of each task and then again at the end of their session.

What data we collected

We noted participants' paths selected as they completed each task, think-aloud comments and other verbal feedback, and task completion rates. In addition, we collected final thoughts after all the tasks were completed.

Major findings and recommendations

Major issues that participants encountered were unmet expectations, including:

- As country/airport options as from/to airports were typed, this feature was unexpected and caused confusion rather than facilitated improved search filtering; later, this caused frustration as the feature was used but did not yield desired results
- Ability to view flight options for multiple airports in one city, e.g., Rome and London
- Cached searches to save time having to retype selections, especially in cases where some options needed to change in order to facilitate comparisons

Minor issues caused some stumbling during the sessions, but are worth noting that:

- Checkbox placed under "Let's go" button on main page caused confusion about whether users needed to check it in order to enable search to work
- Calendar dates were not listed in familiar mm/dd/yyyy format when US option was selected for country in upper right; the use of military time was also unexpected as were measurements in centimeters and weights in kilograms for an American audience

Recommendations include:

- Cache searches during user sessions so that users do not need to retype all fields; this shows consideration for their time on the site and allows them to change the desired options as needed.
- Allow users to view and filter airfare options from multiple airports. For an American audience that may not be as familiar with European and other countries' airports, having the ability to see and choose flights from multiple airports will allow them to make the best choice based on their criteria for price and location, among other characteristics. This also meets expectations for the ability to view such a result and respects the users' time

CUE-10 Usability Test Report

while on the site. Several participants indicated they would vacate the site, and search elsewhere simply because of the frustration felt in trying to complete a certain task.

Detailed findings and recommendations

Scenario 1 – Book a round-trip flight

Book a round-trip flight for two adults from Madrid (Spain) to Dublin (Ireland). Outbound Saturday 19 May, return Saturday 26 May. Choose the flights and options that you would choose if you were going on this flight. STOP when the website asks you to create an account or log into an account.

Number of participants	3
Percent successful	67%

Findings	Recommendations
2 participants completed the task with ease (score of "2") by finding the target.	Remove checkbox for term agreements under "Let's Go" button. This confused participants and two wondered allowed if they didn't select if it would affect their process. Provide a larger notice upon first visit to the site notifying users of term requirements.
1 participant did not complete the task (score of "0").	
2 participants completed the task via selecting the route from the home page (to/from) and choosing their preferences for tickets and seating.	Limit options when selecting airports in to/from section on home page. The extended dropdown was confusing to participants. Instead, consider an autofill feature in "from" that identifies airports based on characters typed and then list valid airports in the dropdown for the "to". Co-locate the Route finder or another tool that assists users to find routes that are valid or are suggested based on user to/from criteria.
	When US option is chosen for country to display, show the date option as mm/dd/yyyy. The European date format was confusing to participants and required they doubly confirm that dates were correct.
	When selecting a ticket pricing preference, provide a "confirm" button to ensure that the user controls the selection and is certain what they are selecting. One of the radio buttons for the three options could be mistakenly chosen, thus prompting the next option in the process by error.
	Limit ad size and number near checkout. Participants were overwhelmed with perceived unnecessary choices and did not like seeing so many ads for rental cars, hotels, and so forth. Ads should be perceived as helpful and less conspicuous, preferably as "customers also selected..."

CUE-10 Usability Test Report

One participant had difficulty finding the “check out” button because of the myriad add-on options.

Scenario 2 – Rules for Carry-on Baggage

What are you allowed to take on board a Ryanair flight as carry-on baggage?

Number of participants	3
Percent successful	100%

Findings	Recommendations
3 participants completed the task with ease (score of “2”) by finding the target. 1 participant found the target section via the expected path from FAQs to baggage to cabin baggage. Participants seemed to understand there were size and price limitations.	When US option is chosen for country to display, show the baggage sizes and fees in inches and dollars, respectively. The European format was confusing to participants and required they doubly confirm that information was correct. While the photos were helpful, participants did notice them. Instead, consider a simple table format showing options. Consider providing “help” overlays when selecting tickets and provide bag limitations (among other information) when users select options.

Scenario 3 – Find the Lowest-Priced Ticket

Assume that you need to take a trip but that you want to pay as little for the ticket as possible. What is the absolute lowest price for a one-way flight for one adult from London (England) to Copenhagen (Denmark) on Friday 11 May 2018?

Number of participants	3
Percent successful	100%

Findings	Recommendations
3 participants needed prompting or had significant difficulty completing the task (score of “1”). Participants had to be prompted to try other options and were too likely to pick the cheapest of the options of the first airport that was available based on price. Having the ability to filter/view other airports to see all options would provide a better-informed choice and provide better customer service.	Allow users to search multiple airports across one city, e.g., Rome or London, when searching fares and allow filtering based on criteria on secondary pages. Participants were frustrated because the experience of pogo-sticking (wasting time jumping back and forth) between airports and options did not meet expectations. They wanted to browse fares and compare across airports, especially when they were not familiar with the airports, the country, or the options available.

Scenario 4 – Change a Flight

Rolf Molich has booked a Ryanair flight on Wednesday May 16 from Dublin (Ireland) to Glasgow (Scotland). Return Wednesday 23 May. See the confirmation you receive from the moderator (NEXT PAGE) Rolf wants to change the outbound flight from Dublin to Glasgow to Friday 18 May at about the same time as the original flight. The inbound flight is unchanged. Is this possible? If yes, how much will this cost?

CUE-10 Usability Test Report

Number of participants	2
Percent successful	100%

Findings	Recommendations
1 participant completed the task with ease (score of "2") by finding the target.	Provide change fee up front and indicate if there would be an additional fee with a confirmation showing understanding (of the user's) regarding the fee. It was not apparent what the (standard?) fee would be and it was affected by peak or low season. Instead, provide the price that is relevant for the fare.
1 participant needed prompting or had significant difficulty completing the task (score of "1").	
Both participants found the target via login, my bookings, selecting Glasgow trip and changing date. 1 participant was not able to complete task due to flight unavailability, but she was on the right path had the flight been available.	It should be noted that both participants would prefer to contact customer service for assistance either to confirm or to complete the transaction.

Scenario 5 – Book a Multi-Leg Trip

Book a one-way flight for two adults from Copenhagen (Denmark) to Cagliari (Sardinia, Italy) on Saturday June 9, 2018. STOP when the website asks you to create an account or log into an account.

Number of participants	2
Percent successful	0%

Findings	Recommendations
2 participants did not complete the task (score of "0").	Enable search options to be cached to allow users to make changes easily so they see various options and not have to retype selections and waste time. In this task, and in others, participants noted that their previously selected options, such as fly to/from dates and airport to/from selections had to be retyped which caused quite a bit of frustration. As in the task to find the cheapest airfare across 3 London airports, when trying to problem-solve it was increasingly aggravating that search options were lost and had to be retyped.
No participant was able to successfully complete the task although one did select the route option but could not use the tool to figure out which legs to plan. It appeared that the flight option was not available at all and there were no hints, direction, or ability to create multiple leg/layover trips.	
One participant indicated she would use the "express booking" had preferences already been available. She was the first and only to remark upon this feature. She was also the first and only to attempt to use the transfer feature to find an alternate (albeit expensive) route to Cagliari from Rome.	

Scenario 6 – Check-in for a Flight

Check a passenger in on a flight based on the confirmation you receive from the moderator. (NEXT PAGE) The passenger isn't happy with the assigned seat. Select another seat for them.

Number of participants	0
Percent successful	0%

Findings	Recommendations
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CUE-10 Usability Test Report

No participants attempted or completed the task due to the study time limit.	
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Exit Questions/User Impressions

Participants were asked to share their closing thoughts on suggestions to improve the site and commented on aspects they liked or didn't like about the site.

User impressions by participant

Participant No.	Like best?	Like least?	Improvements
1	Ability to change flight online	European style dates	Enable multiple city airport search (e.g., Rome & London examples)
2	None stated	Too many ads	Enable multiple city airport search (e.g., Rome & London examples); save trip options in search
3	Online options for customer support	Too many ads and add-ons hiding checkout	Save trip options in search



CUE – 10 Comparative Usability Evaluation

Submitted by Team Q
March 30, 2018

CUE 10 Goal

Demonstrate effective role of moderator in usability testing sessions of RyanAir.com website



Study limitations

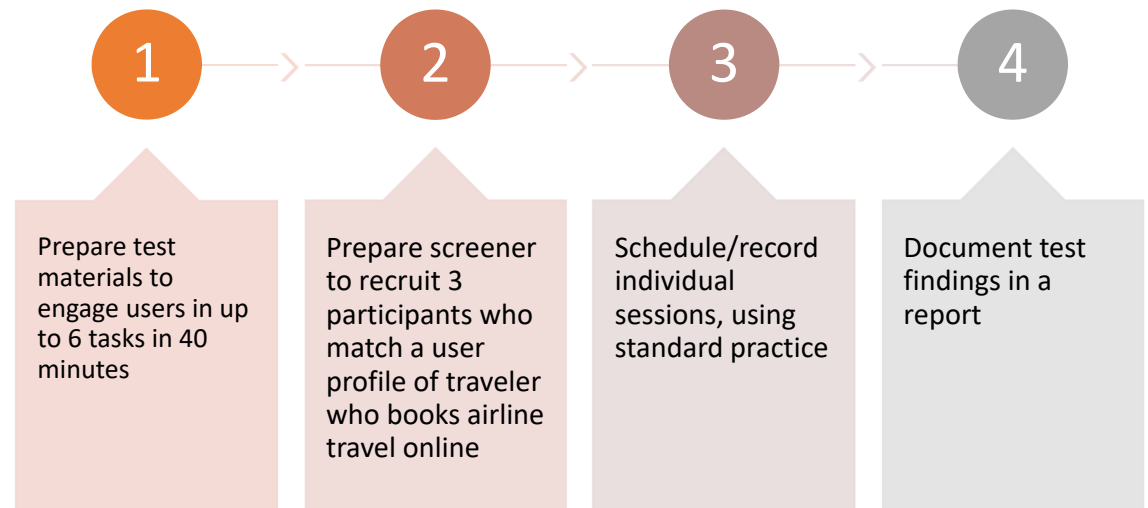
Only 3 participants

- Our minimum recommended number is 5 participants
- “Data” does not represent adequate sample size for NPS or post-task response means

Session limit of 40 minutes

- We typically build flexibility into our schedule to run over time, within reason.
- One participant completed only 5 of 6 tasks because of time limit

Methodology



Test materials

Moderator's guide

- Pre-test questions—types of travel; What's important when booking
- Post-task questions – rate difficulty or ease of doing this task (1-5 scale)
- Post-test feedback mechanisms –
 - Liked best? Liked least?
 - Net Promoter Score – rate likelihood of recommending website to colleague/friend (0-10 scale)

6 tasks/scenarios adapted from CUE -10 instructions

- Book round trip ticket for 2 adults
- Find out what carry-on baggage is allowed
- Find the lowest cost ticket for 1-way flight from London to Copenhagen on specific date
- Change a flight
- Book a flight from Copenhagen to Cagliari (Sardinia)
- Check in to a flight and change seat

Screeners questions

1. How many flights in the past year? [terminate if 0]
2. Describe most recent trip—destination, reason for travel, timeframe
3. List websites used
4. List any international websites used [terminate if RyanAir]
5. Demographic information:
 - Age, ethnicity
 - Occupation, organization
 - Highest level of education

Participant characteristics

Participant name/number	Number of trips in past year/reason	International trips, if any	Occupation/education	Demographics	Top priority when booking travel
P1 Evan	1-3, mostly pleasure	Aer Lingus	Ticketmaster, data analyst, some college	29, Caucasian male	price
P2 Kandis	1-3, mostly pleasure	None	REI/retail sales associate, bachelor's	26, Hispanic female	Comfort of plane, user-friendly website
P3 Lawrence	More than 6, business & pleasure	KLM	Business consultant/self-employed, bachelor's	53, Caucasian male	Schedule options/flexibility

What did you like best?

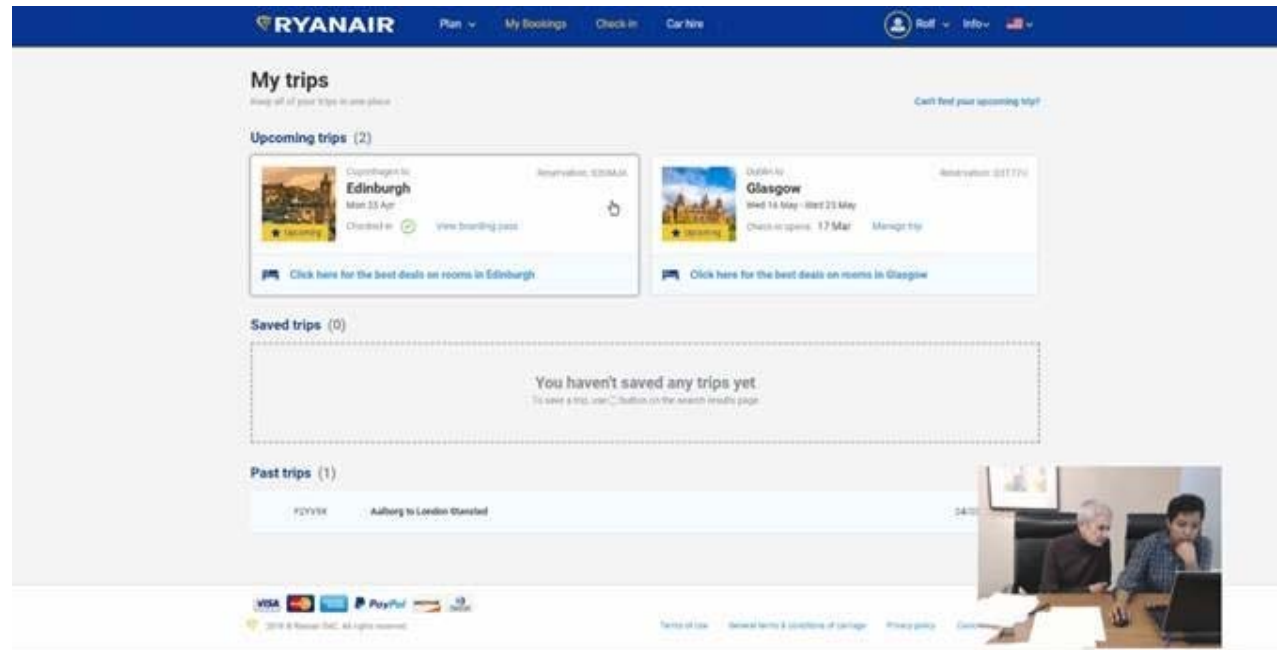
Simple home page, color scheme
P1, P2



What did you like best?

Log in results very clear

P2



What did you like best?

Straightforward booking options,
color coding

P2, P3

The screenshot displays the Ryanair website interface for booking flights between Madrid and Dublin. The top navigation bar includes the Ryanair logo, links for FAQ, Fees, and Contact us, and user options for Sign up and Log in. The main heading is "Madrid to Dublin" with a subtext "Return • 2 Adults • Change". A "Save trip" button and a "Total Cost" of \$0.00 are visible. Below this, a "Sort By" dropdown is present. The flight options are listed in a table format, with the selected date (Sat 19 May) highlighted in blue. The flight details include the departure time, arrival time, flight duration, and the price from \$42.72. A small video inset in the bottom right corner shows two people sitting at a desk with a laptop.

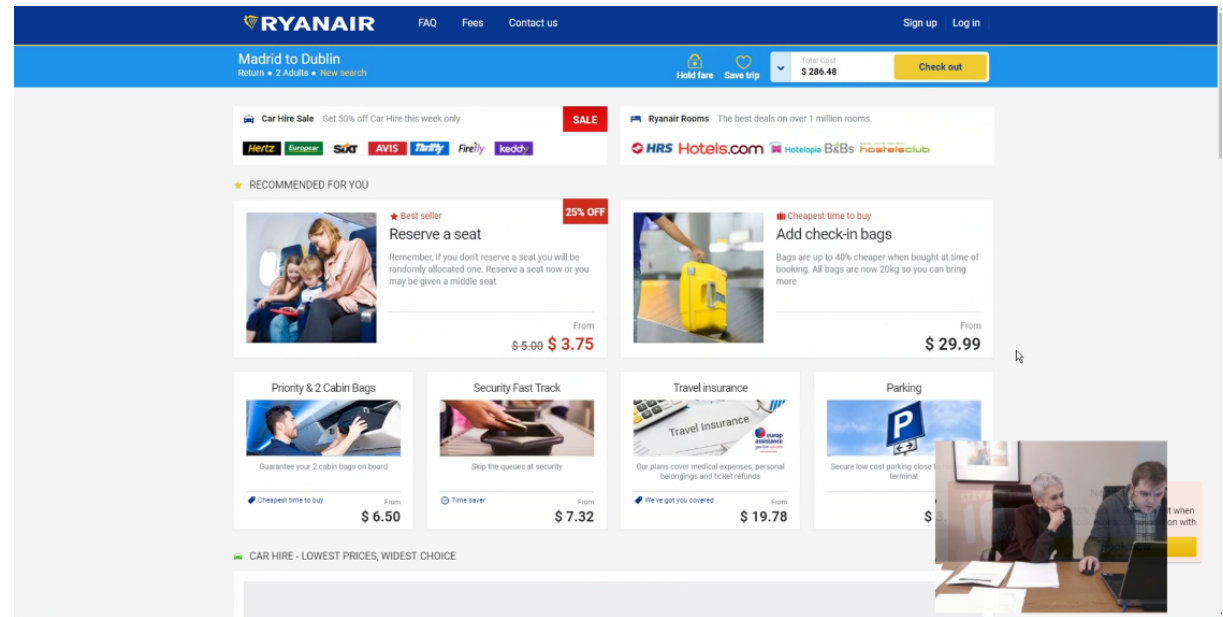
Madrid to Dublin	Sort By			
Thu 17 May \$ 51.51	Fri 18 May \$ 72.88	Sat 19 May \$ 42.72	Sun 20 May \$ 85.45	Mon 21 May \$ 72.88
RYANAIR				
10:35 Madrid	Direct (2 hr 45 mins) FR 7257	12:20 Dublin	from \$ 85.45	
RYANAIR				
22:15 Madrid	Direct (2 hr 40 mins) FR 7157	23:55 Dublin	from \$ 42.72	

Dublin to Madrid	Sort By			
Thu 24 May \$ 72.88	Fri 25 May \$ 85.45	Sat 26 May \$ 100.52	Sun 27 May \$ 72.88	Mon 28 May \$ 61.57
RYANAIR				
06:25 Dublin	Direct (2 hr 35 mins) FR 7256	10:00 Madrid	from \$ 100.52	
RYANAIR				

What did you like least?

Confusing seeing all other options at once

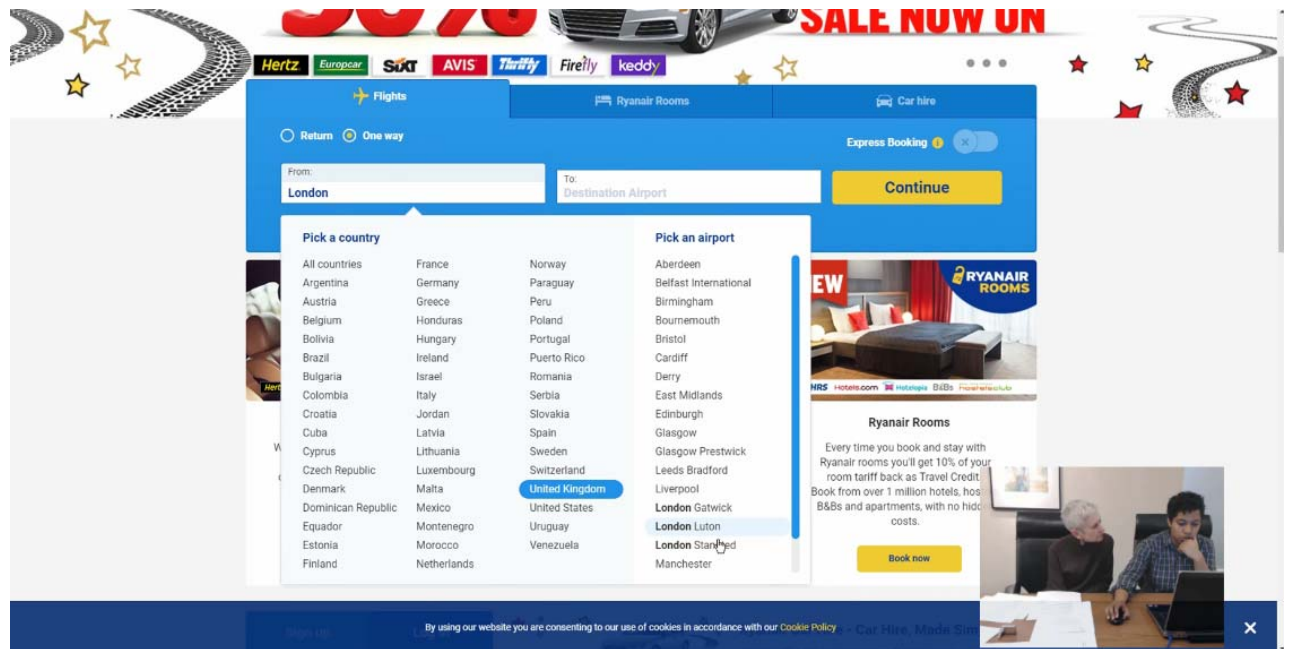
P1



What did you like least?

Booking dropdown –pick a country/airport

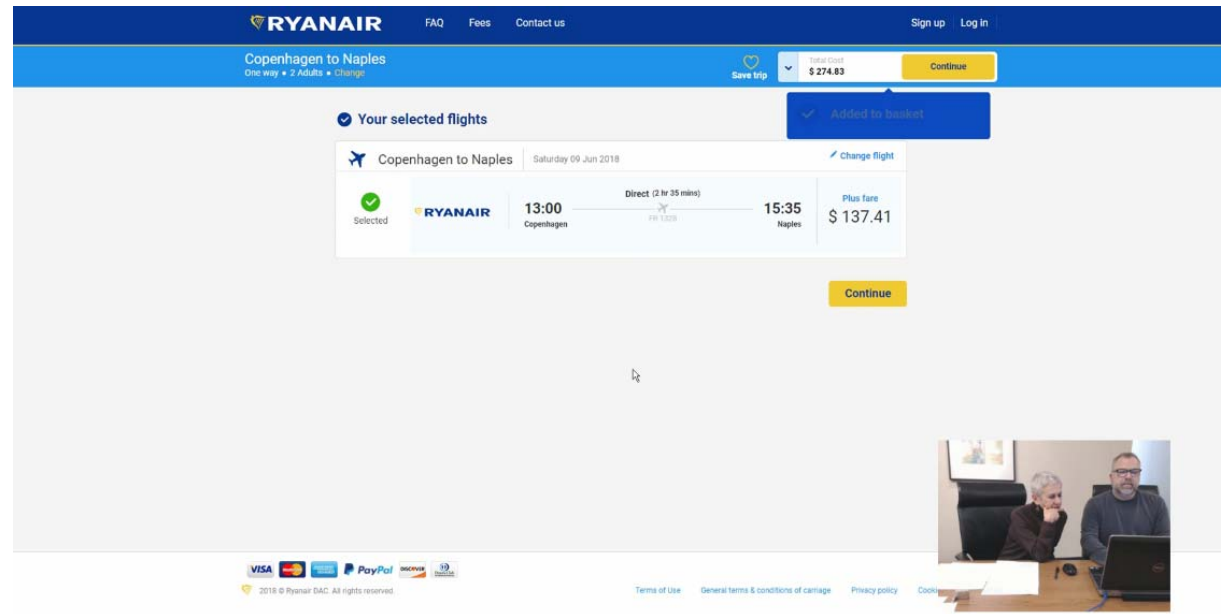
P2



What did you like least?

Not seeing price total at "Continue"

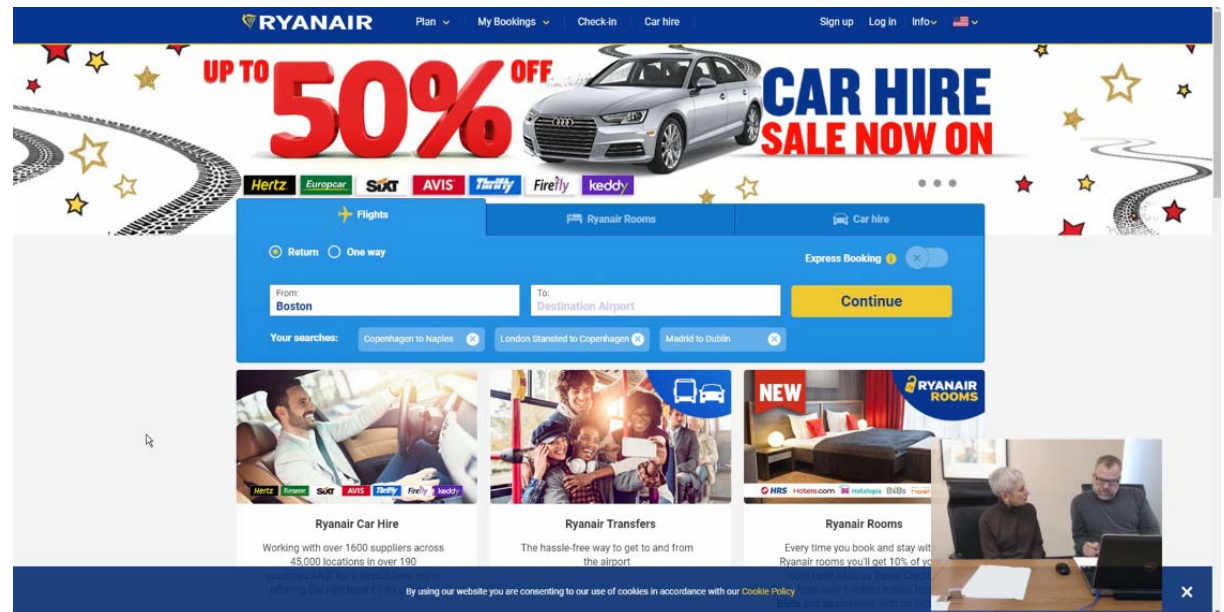
P3



What did you like least?

Home page looks like a Google ad, too much going on

P3



- Task 1** book round trip
- Task 2** Carry on bags
- Task 3** Lowest cost ticket
London to Copenhagen
- Task 4** Change flight
- Task 5** Book Copenhagen
to Cagliari
- Task 6** Check in, change
seats

Task Findings

Task 1

Book Round Trip

P1, P2, P3 pass

Rating 5

Comments:

- (P1)[Hits continue] “That’s a busy page” [car rentals, etc.]
- (P1) “I guess I have to scroll through everything to see a checkout at the bottom.”
- (P3) “All of the choices...that’s a little annoying. Then the car option comes up again. I just want to check out.”

Task 2

Carry on bags

P1, P2, P3 pass

Ratings: 3 (P1), 5 (P2,3)

Comments:

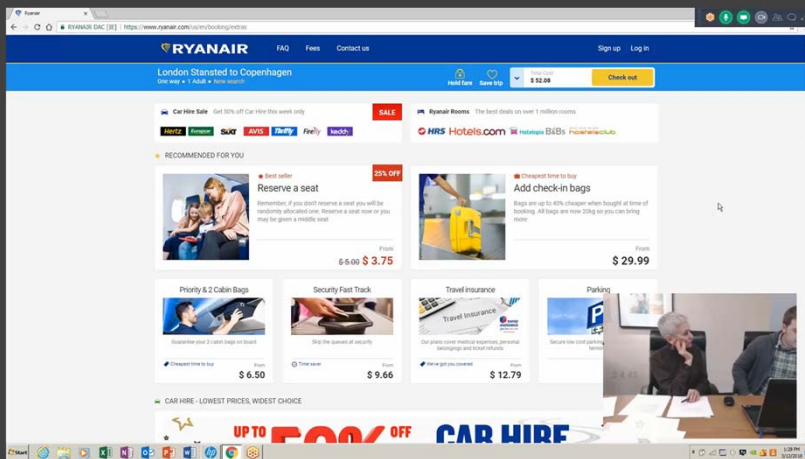
- (P1) I looked for FAQs [couldn't find them from homepage]
- (P1) the layout was a little confusing
- (P2) (P3) I looked for FAQs [saw them on the log in page at end of 1st task]

Task 3

Lowest cost ticket

London to Copenhagen

VIDEO CLIP



P1, P2, P3 – Failure

- P1 and P2 picked Stansted and stopped, thinking the fare was low enough.
- P3 picked Gatwick and stopped, thinking RyanAir doesn't fly to Copenhagen.

Ratings

- 2 (P1)
- 3 (P2, P3)

Comments

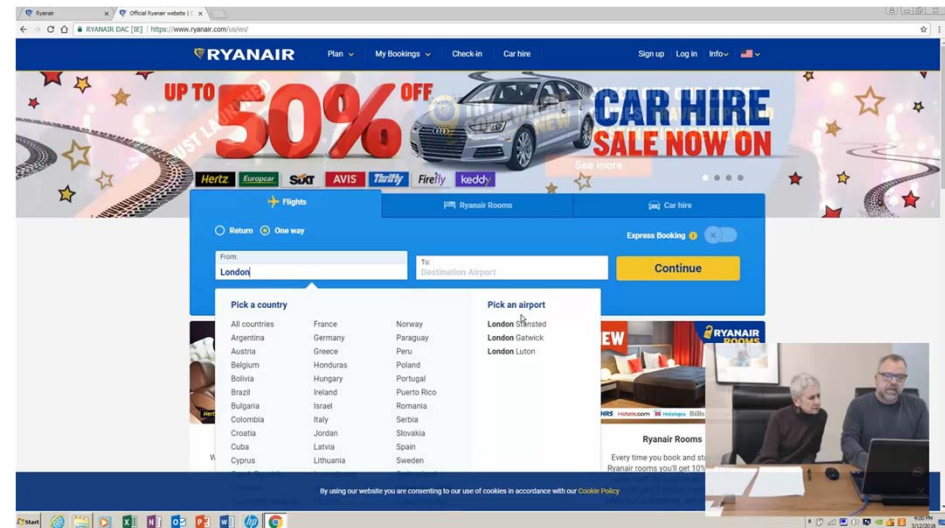
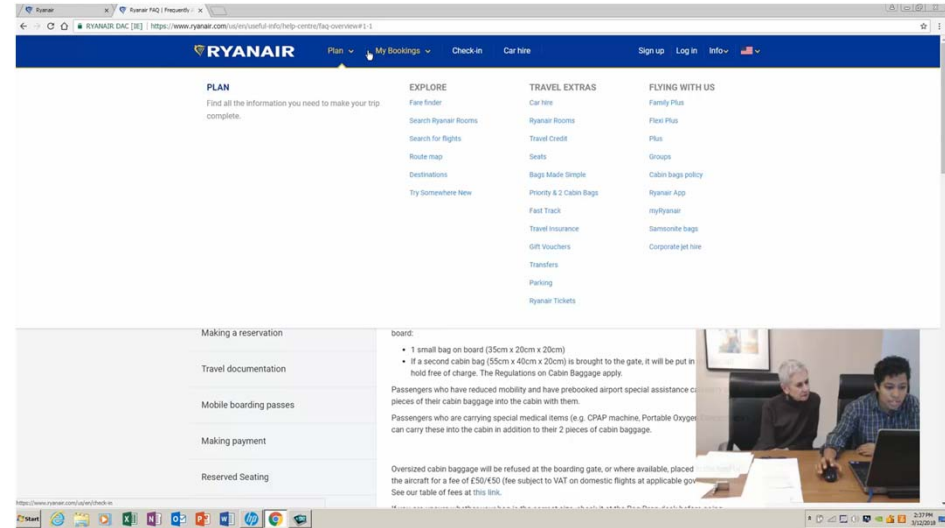
- (P1) It makes you select a specific airport. If you select the wrong one, it seems like the city isn't in the system."
- (P1) "I want all the options from London. I would have stopped at Stansted."
- (P2) "I want to choose all airports" [tries selecting United Kingdom]
- (P2) "I want a comparison. I went with Stansted. It was low cost and I wanted to be done with it." "The lack of a comparison tool was a problem. It was confusing about choosing an airport, not a city."
- (P3) "Why do they have you pick a country? [Selects Gatwick] "There are no flights, period." [Prompt to try another city] "It's a little cumbersome. You had to manually go through to find out which one flies. There's gotta be a better way to get around these extra steps."

Task 3

Lowest cost ticket

London to Copenhagen

VIDEO CLIPS



Task 4

Change flight

P1, P2, P3 – all get error message –can't change flight

- No one feels that they “failed” the task

Ratings

- 4 (P1)
- 5 (P2, P3)

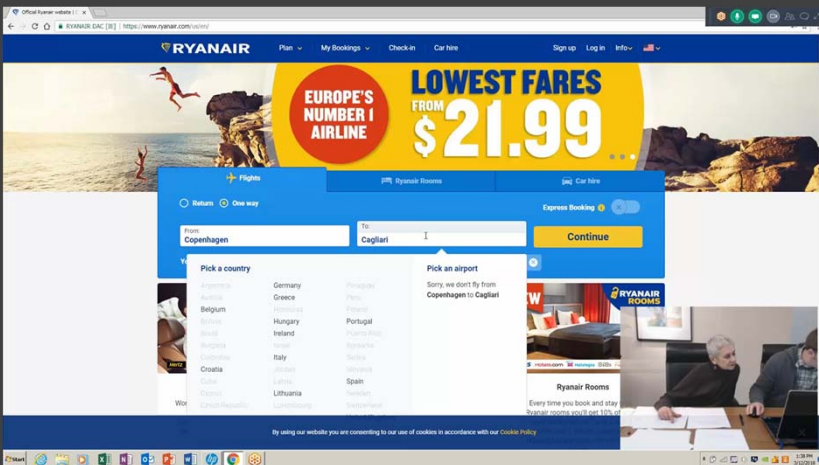
Comments

- (P1) “It’s pretty intuitive.”
- (P2) “That was easy.” [Started at Dashboard; then sees My bookings]
- (P3) “Straightforward.”

Task 5

Book Copenhagen to Cagliari

VIDEO CLIP



P1, P2, P3 – Failure

- Unclear that task requires booking legs/segments
- Users don't know to look for a route map – would Google it
- When booking Copenhagen to Naples, they think they are finished
- Second leg has to be booked separately
- P2 would contact Live Chat to find out about ferries or alternate transportation from Italy

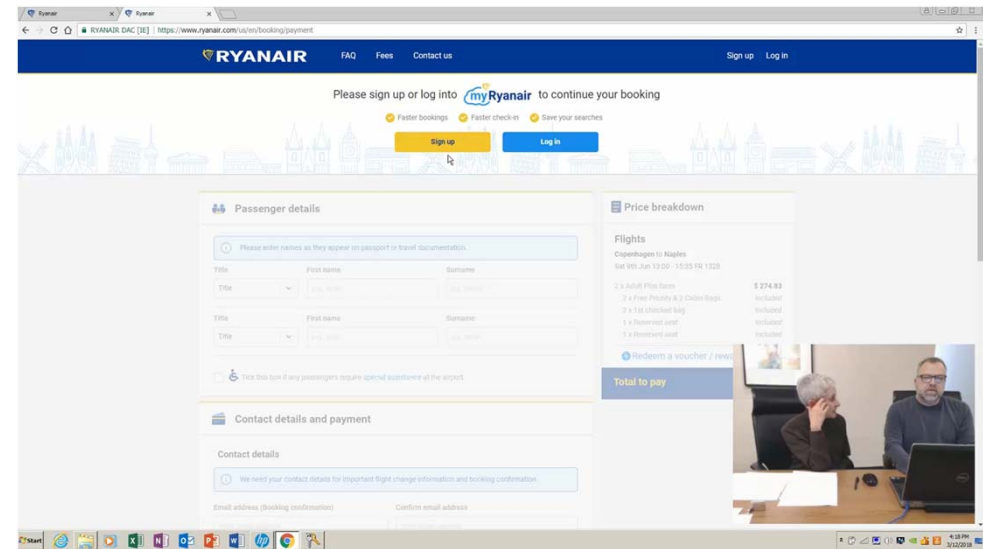
Ratings

- 2 (P1)
- 3 (P2)
- 4 (P3)

Comments

- (P1) “No options come up. I would stop here.” [Prompted to try another city] “I would Google it for a map.” It would be nice to show a 2-leg trip. I can't change the date from the route map.”
- P2) “I would Google to find the closest city in Italy.”
- P3) “ [Enters end destination] “We don't fly...’ I'm finished.”

VIDEO CLIPS



Task 6

Check in, Change Seat

P1, P2 pass; P3 did not do this task

- P2 pass with error message – seat could not be changed
- P3 did not do this task because of time limitations

Ratings

- 5 (P1)
- No rating (P2, P3)

Comments

- (P1) “It’s nice to hover over the seat to see different prices.”
- (P2) “I still want to go to the Dashboard for check-in.”

Net Promoter Score – 67*

Enter number of respondents

0	
1	
2	
3	
4	
5	
6	
7	1
8	
9	1
10	1



Types

D		0.00	%
N		33.33	%
P		66.67	%

Result

NPS®	67	🔗
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*Sample size too small to validate this score

Conclusions

- Generally **positive** reaction to the home screen
- Generally **negative** reaction to the multiple add-on purchases screen before scrolling to “check out”
- Tasks 1 and 2 – book flights and carry on requirements—**successful**
- Tasks 4 and 6 – change flight, change seat – **successful** in that participants found the answer easily (note: P3 did not do Task 6)
- Task 3 and 5 – lowest cost option and book “legs” **unsuccessful**

Recommendations tasks 3 & 5

- Task 3 lowest cost ticket
 - Provide “see all” option
 - Provide comparison tool to compare fares
- Task 5 book Copenhagen to Cagliari
 - Provide option to book legs
 - Could be included with options for booking one-way and round-trip
 - If user chooses legs option, provide route map link
 - Change error message from “Sorry, we don’t fly to...” to guidance on what to do
 - For 2 or more legs
 - Allow for multiple legs in one shopping cart, or
 - Indicate need to set up account to save multiple legs
 - Provide option to book flight from route map—or direct user to booking page

Other Recommendations

- Provide checkout link at top of screen (to allow users to confirm booking without scrolling to bottom)
- If checkout link at top of screen is not feasible from marketing perspective, eliminate redundant request to book a car
- Provide price total at “continue” (before going to shopping cart)
- Provide guidance when user selects an option that the system does not support, such as Great Britain (country), or an airport-to-airport trip not in the RyanAir system
- Provide FAQs as a tab on homepage

Next steps

1

Redesign screens
to address issues
in tasks 3 and 5

2

Test prototypes of
redesign to
confirm improved
user experience