

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.

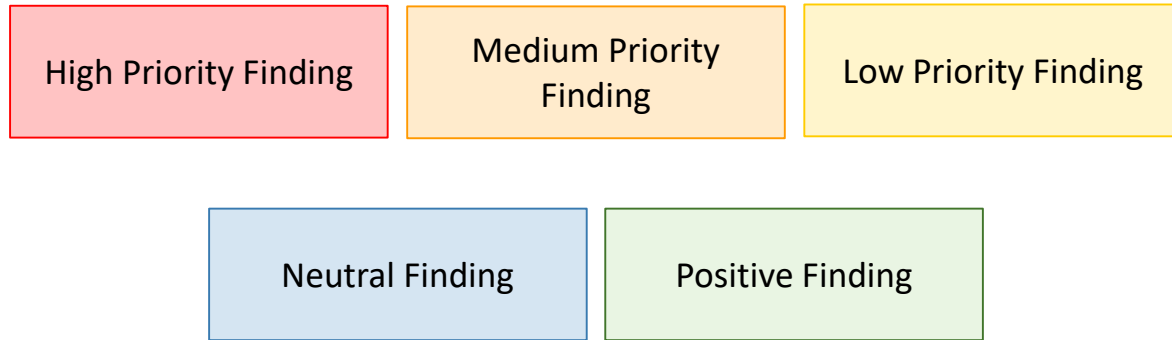
PARTICIPANT INFORMATION

- 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

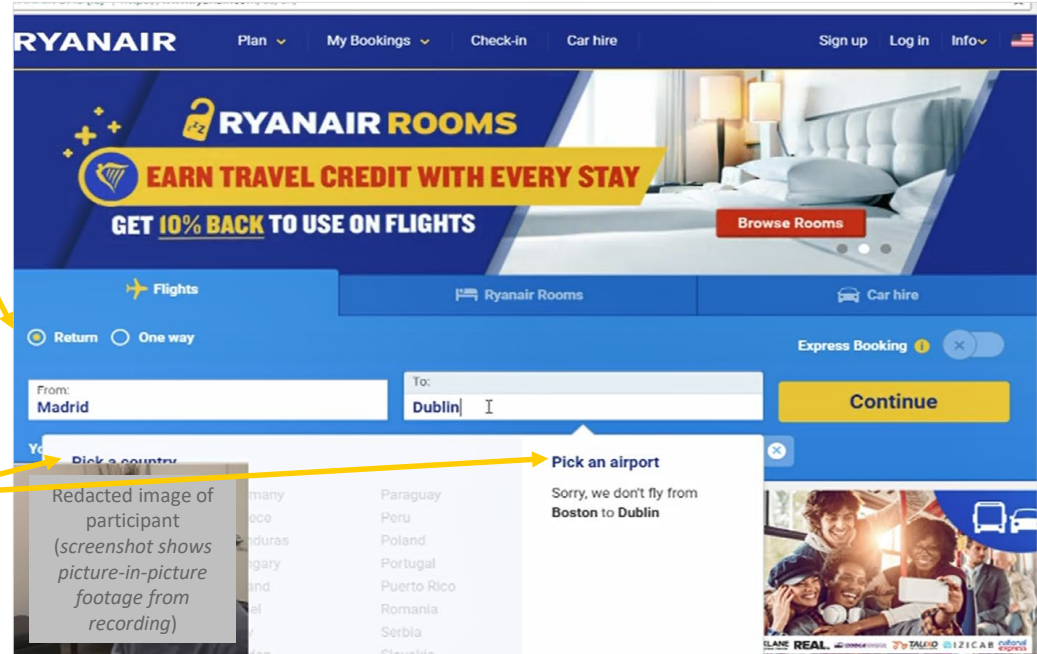
HOME PAGE

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.

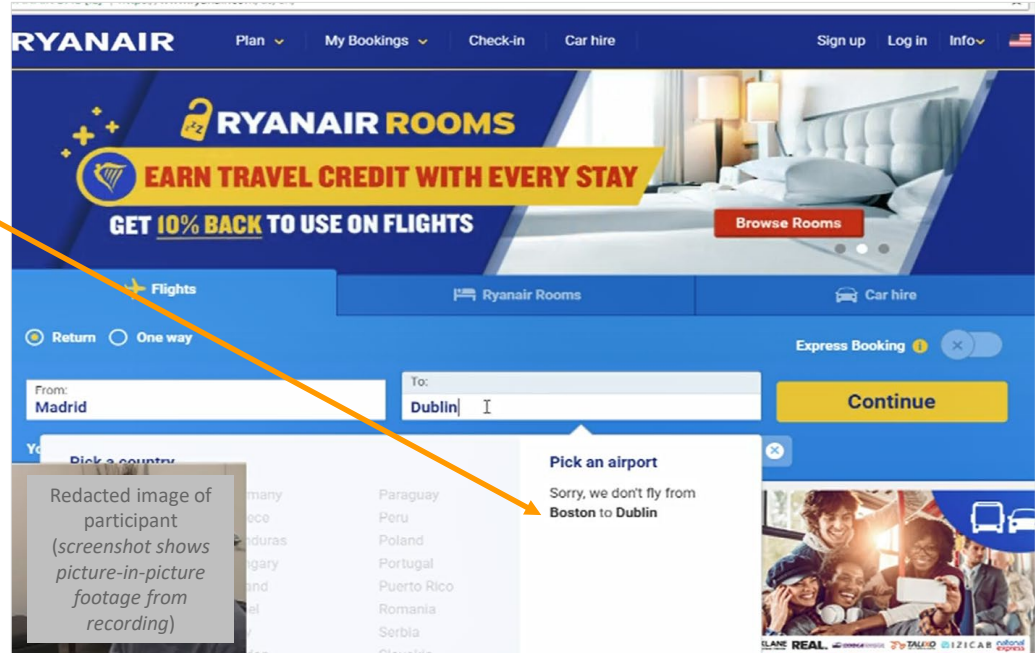


TASK 1: BOOK A ROUND-TRIP FLIGHT

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.



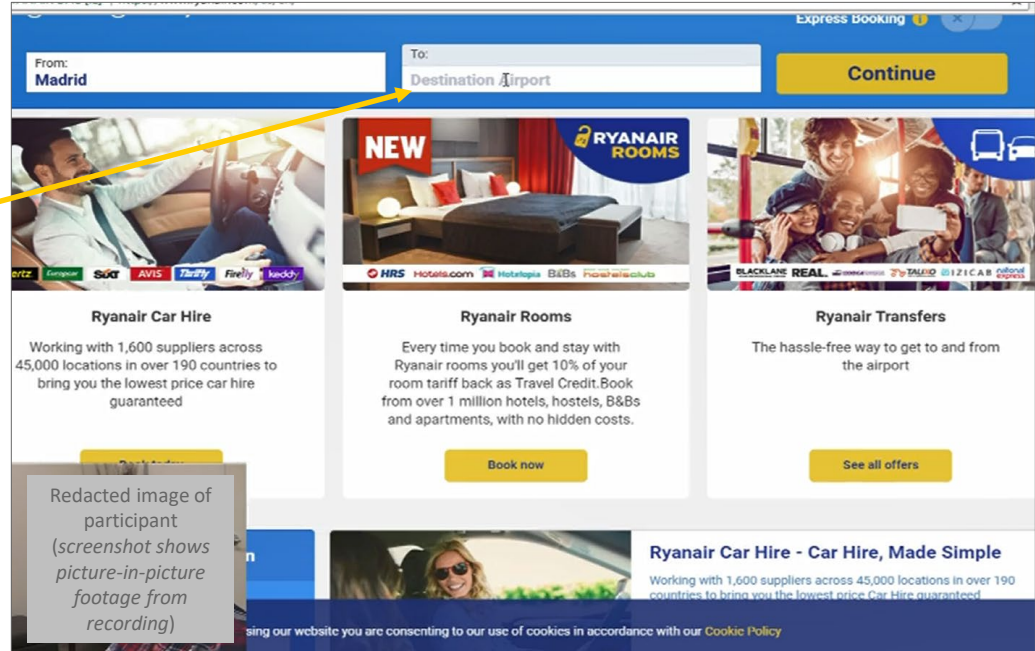
TASK 1: BOOK A ROUND-TRIP FLIGHT

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.

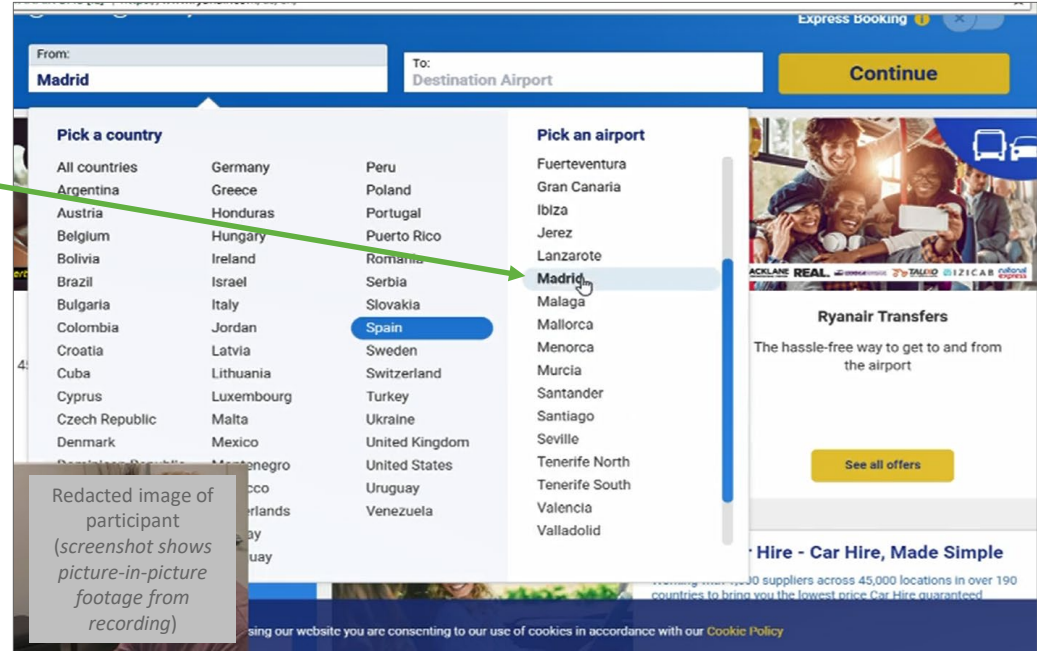


TASK 1: BOOK A ROUND-TRIP FLIGHT

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

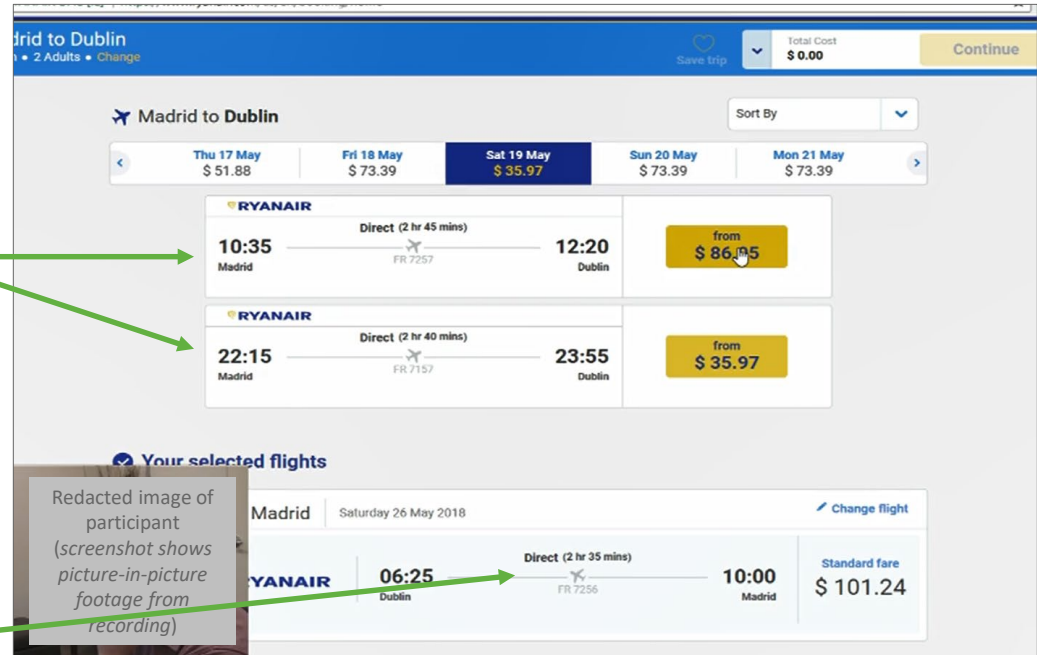
FLIGHT SELECTION

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.

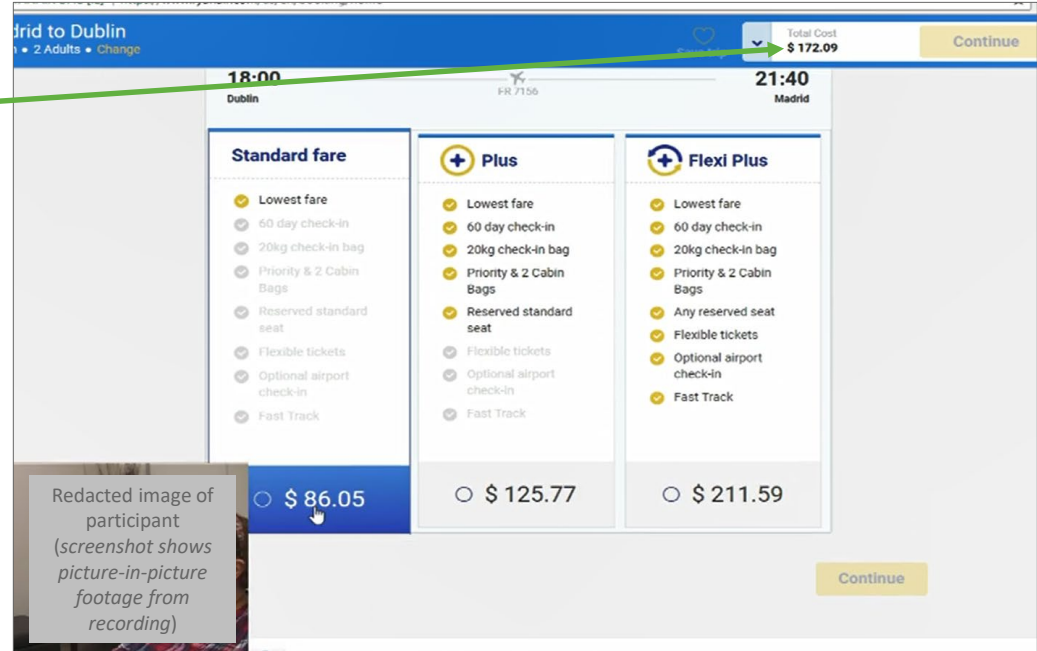


TASK 1: BOOK A ROUND-TRIP FLIGHT

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.

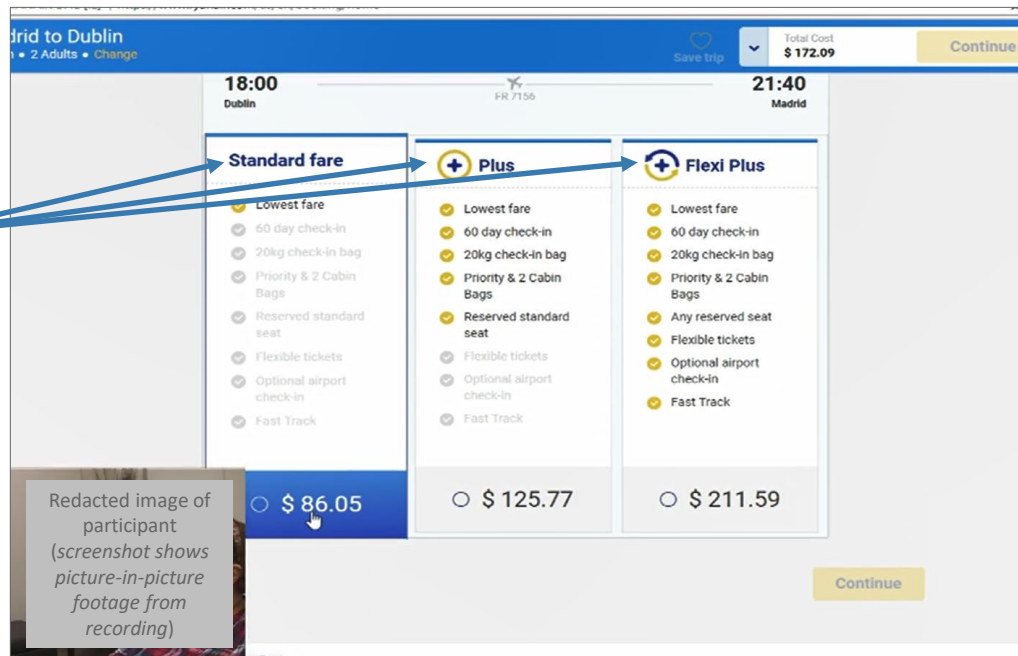


TASK 1: BOOK A ROUND-TRIP FLIGHT

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).



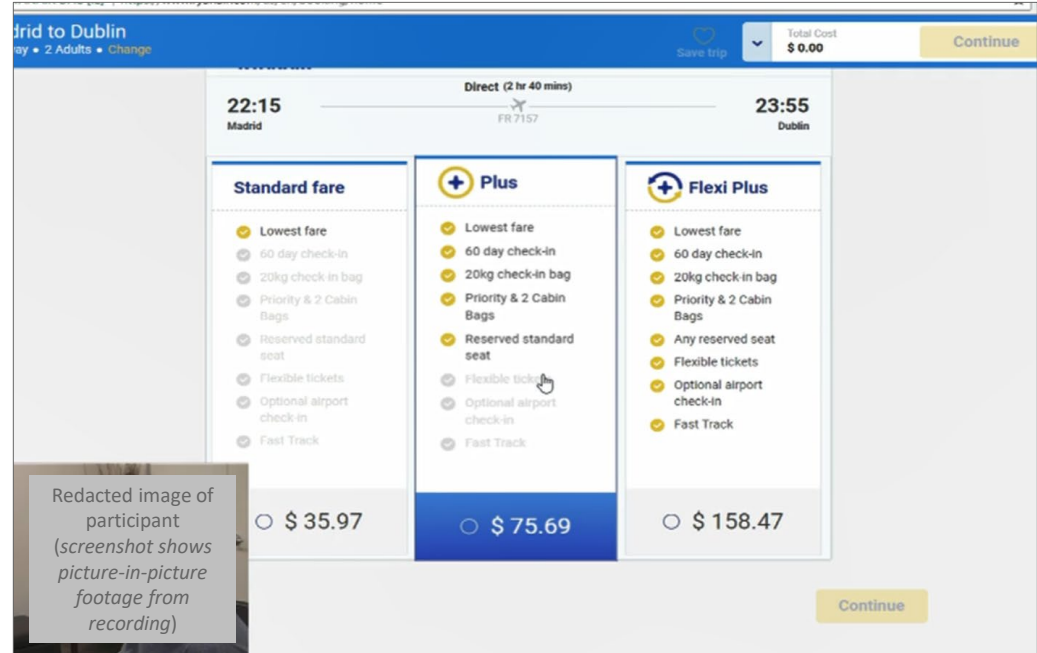
“That’s interesting, ‘Reserved Standard seat’. I would think all are reserved?”

- 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?”

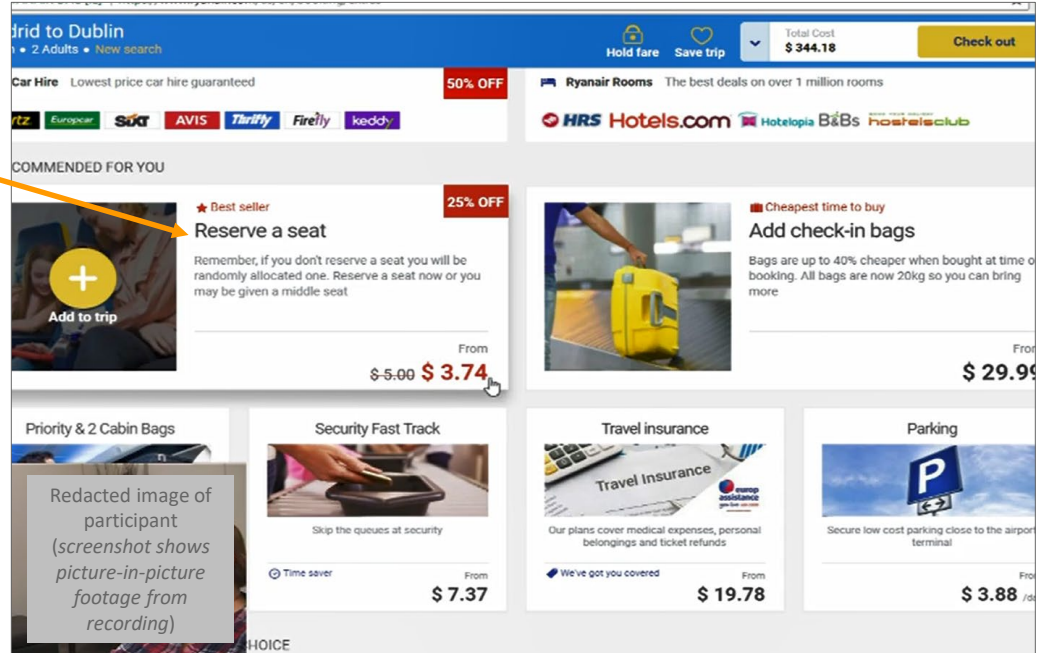
- P1

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?

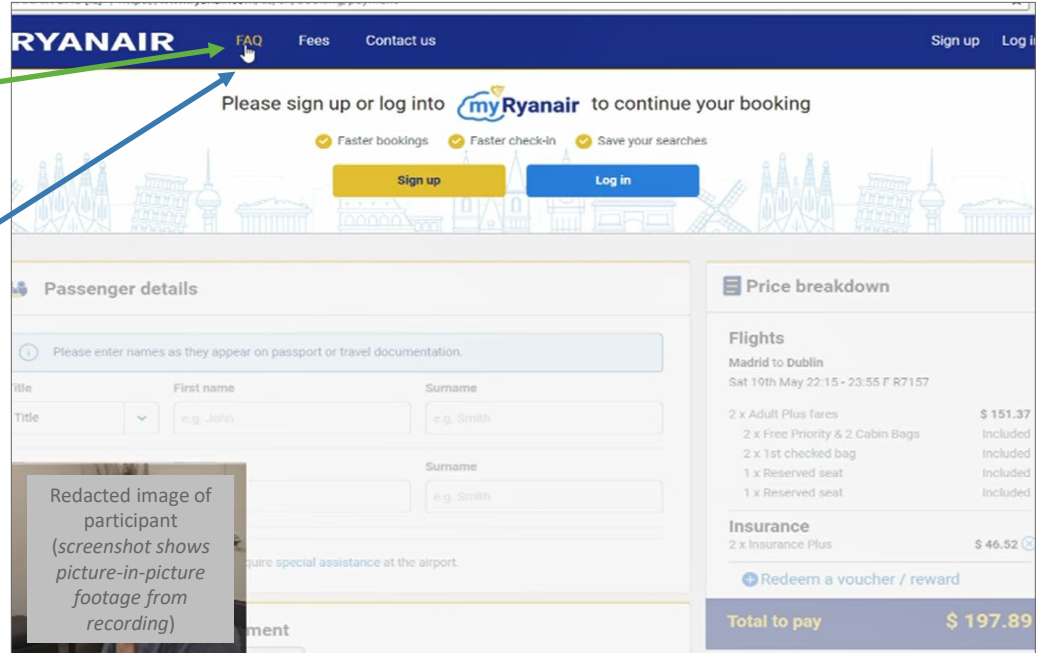
TASK 2: RULES FOR CARRY-ON BAGGAGE

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.)

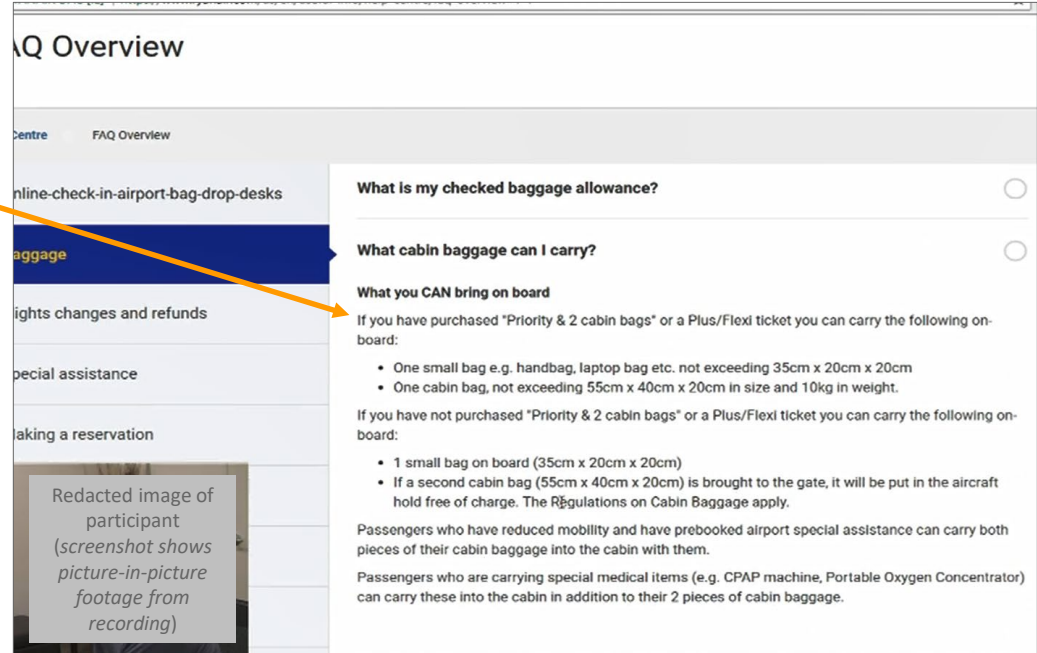


TASK 2: RULES FOR CARRY-ON BAGGAGE

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.

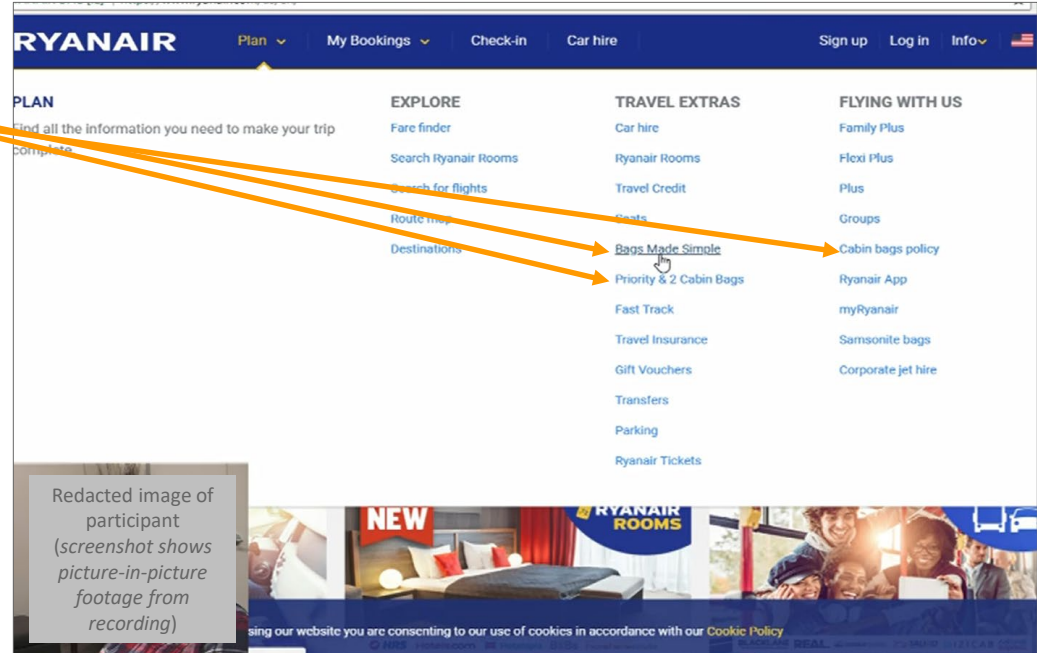
- P1

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

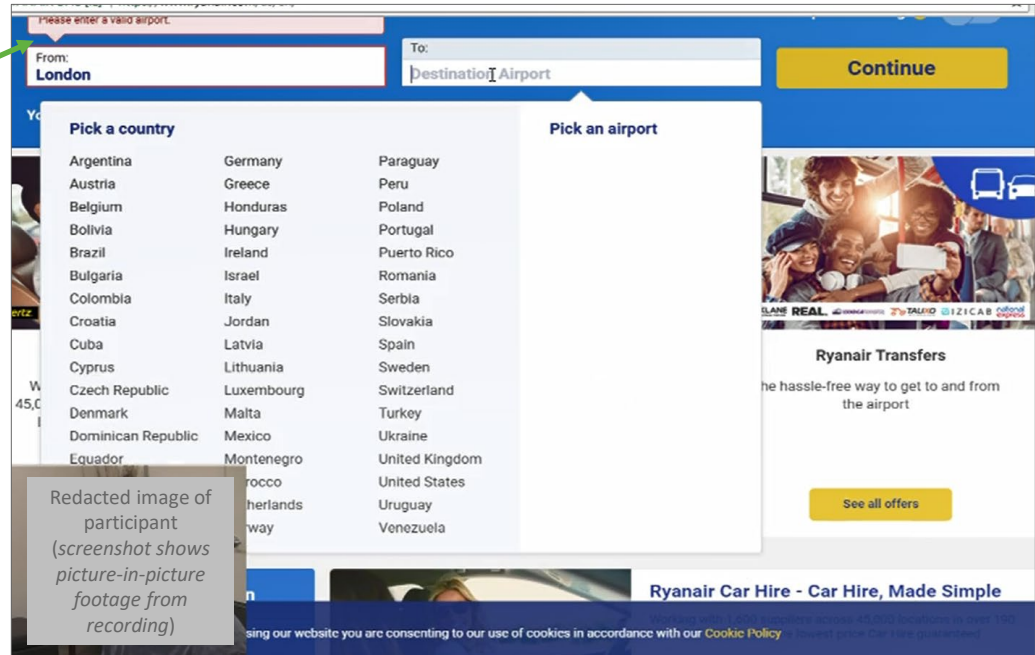
HOME PAGE

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

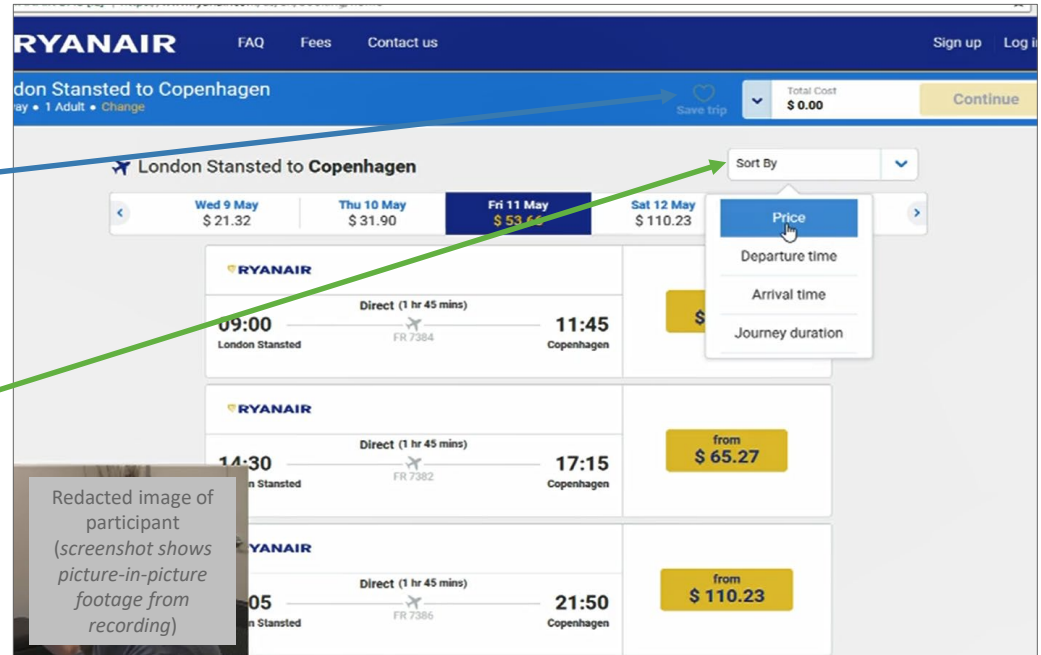
TASK 3: FIND THE LOWEST-PRICED TICKET

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.

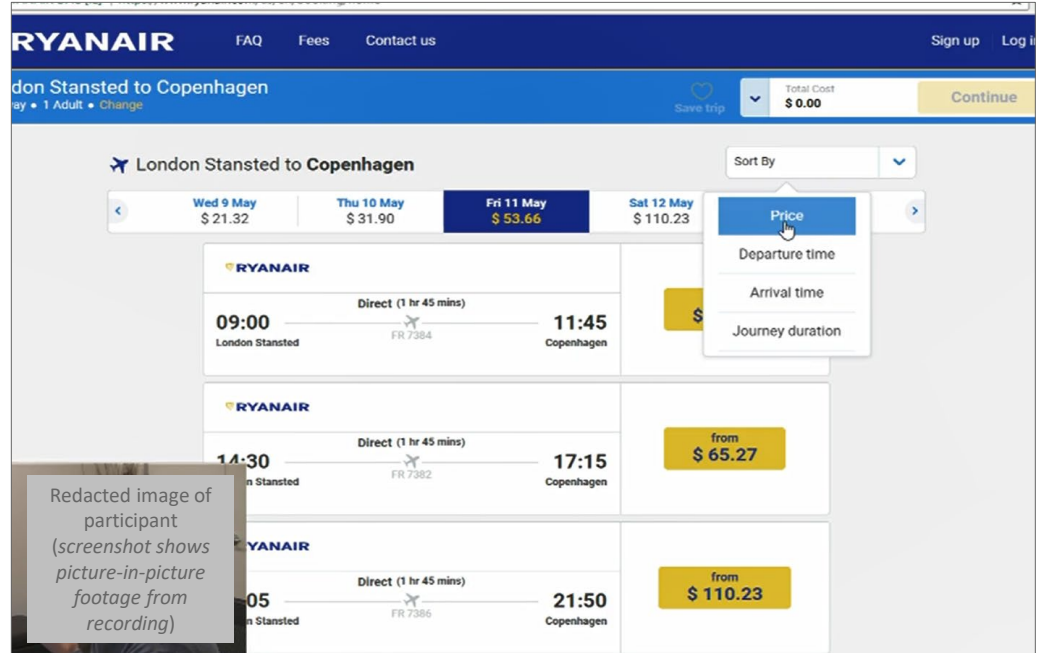


TASK 3: FIND THE LOWEST-PRICED TICKET

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.

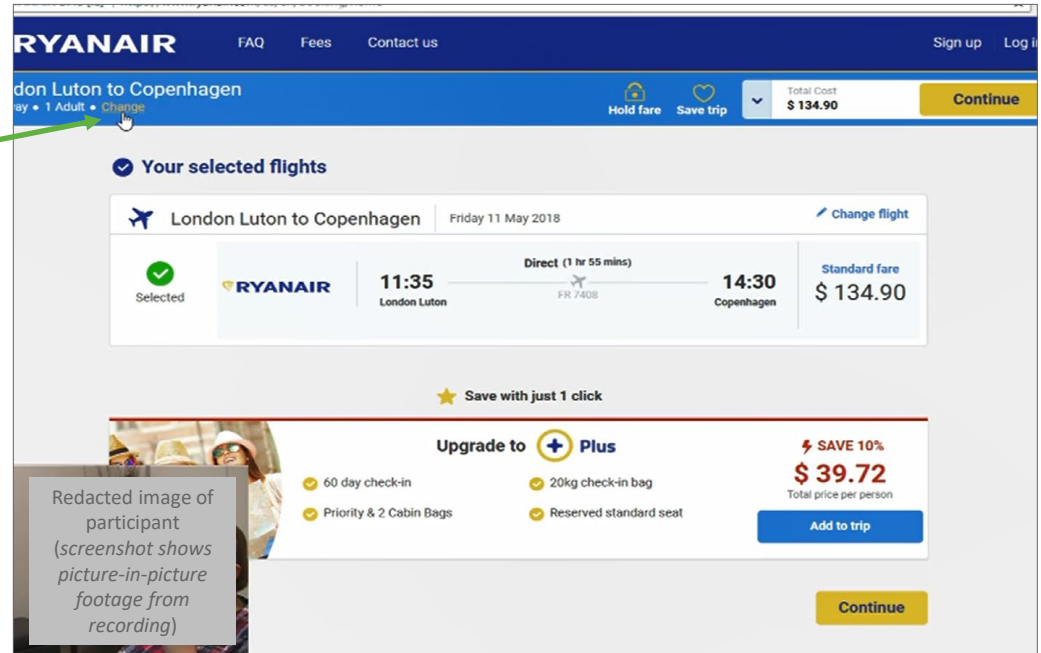


TASK 3: FIND THE LOWEST-PRICED TICKET

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.

The screenshot shows the Ryanair website's flight selection process. At the top, there's a navigation bar with 'RYANAIR', 'FAQ', 'Fees', 'Contact us', 'Sign up', and 'Log in'. Below this, a search bar has 'Return' and 'One way' options. The 'From:' field is set to 'London Stansted' and the 'To:' field is set to 'Copenhagen'. The 'Passengers:' dropdown is set to '1 Adult (age 16+)'. A yellow 'Let's go!' button is on the right. Below the search bar, a section titled 'Your selected flights' shows a flight from 'London Luton to Copenhagen' on 'Friday 11 May 2018'. The flight details include a green checkmark, the Ryanair logo, the time '11:35' from 'London Luton', a 'Direct (1 hr 55 mins)' flight on 'FR 740B', and the arrival time '14:30' at 'Copenhagen'. The 'Standard fare' is '\$ 134.90'. A 'Change flight' link is on the right. Below this, a 'Save with just 1 click' section promotes an 'Upgrade to Plus' with a 'SAVE 10%' offer, showing a total price of '\$ 39.72' per person. The upgrade benefits listed are '60 day check-in', '20kg check-in bag', 'Priority & 2 Cabin Bags', and 'Reserved standard seat'. A redacted image of a participant is overlaid on the bottom left of the screenshot.

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)

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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.

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 address

Email address

Password

☒ Remember me

Log in

Forgot your password?

No account? Check-in here

Reservation number

FR5773

Email address

cuel@ryanair.com

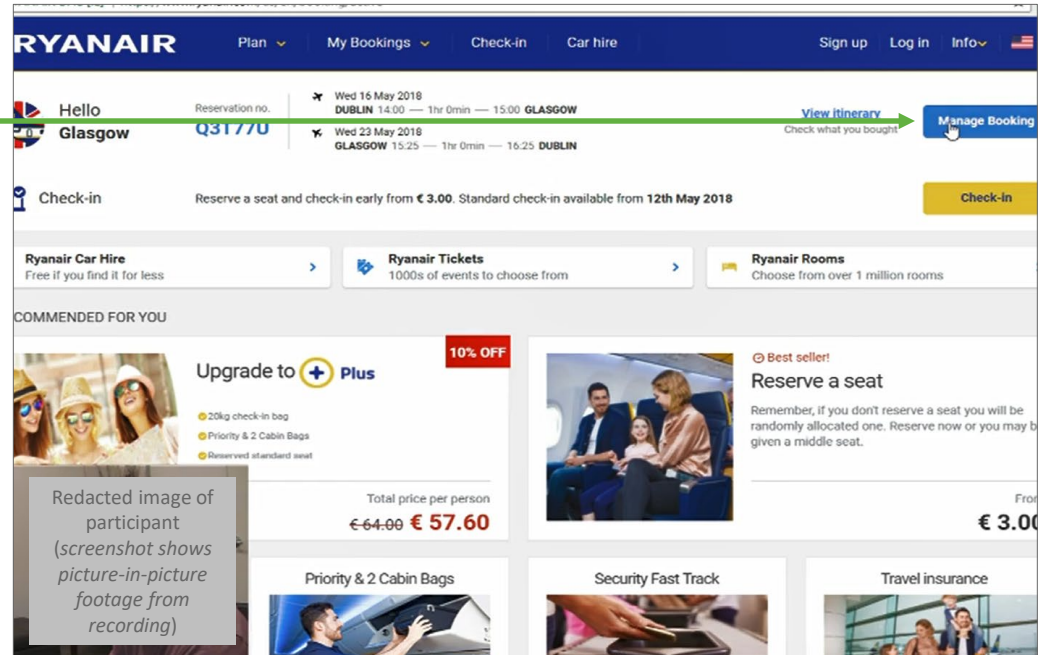
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TASK 4: CHANGE A FLIGHT RESERVATION

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

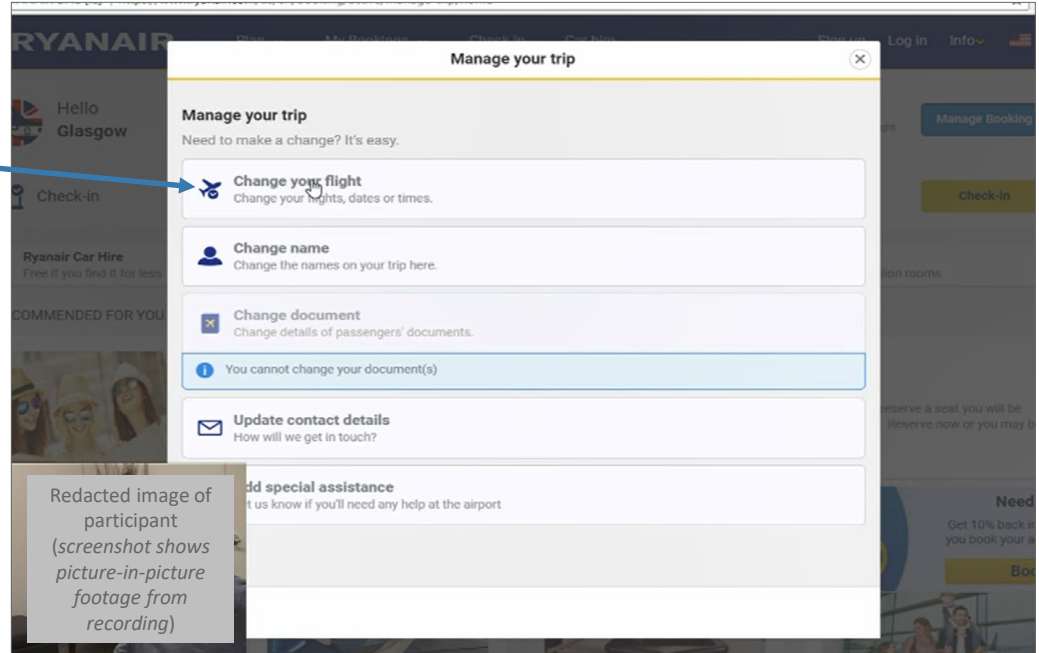
Recommendation: Maintain the “Manage Booking” CTA as-is.



TASK 4: CHANGE A FLIGHT

MANAGE YOUR TRIP

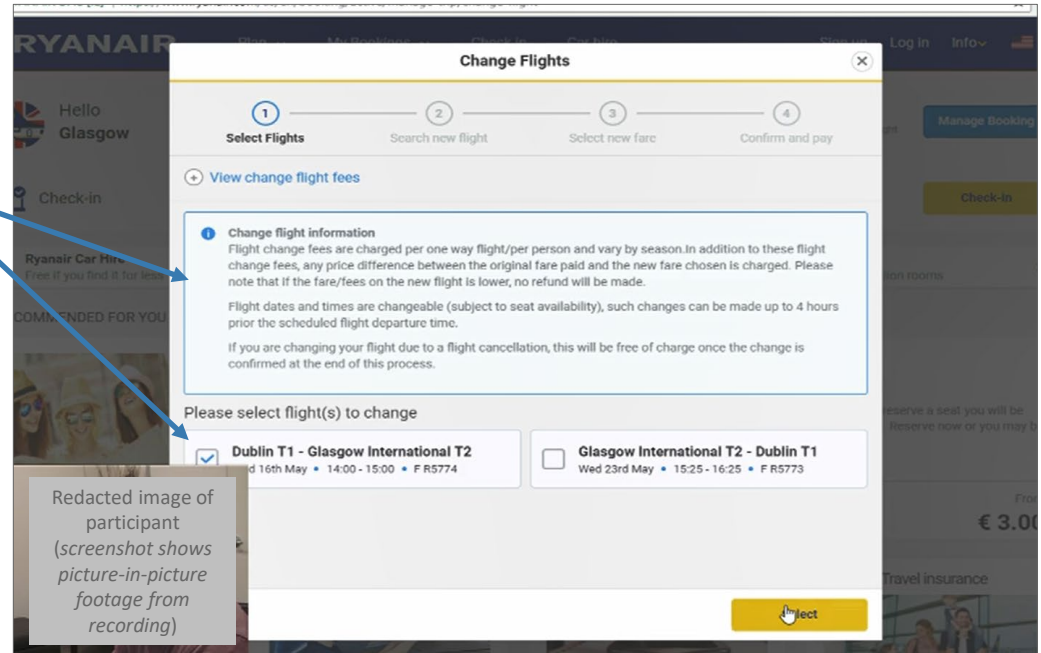
Neutral Finding: One participant said they were looking for a “Change Date” option, but since it was not available, they tried “Change your flight.”



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.)

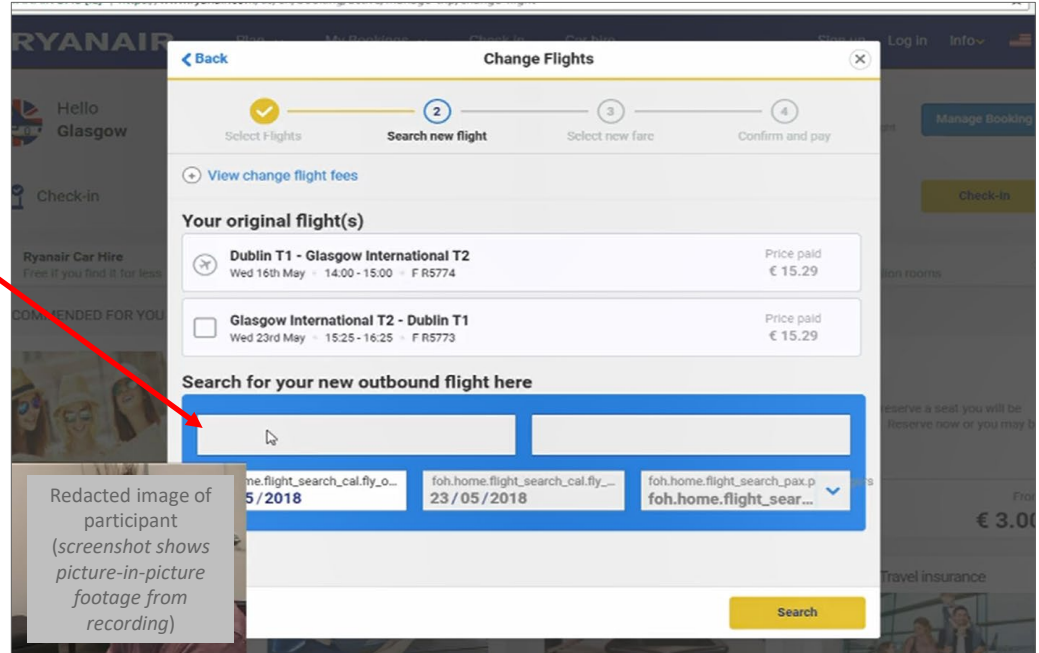


TASK 4: CHANGE A FLIGHT

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.

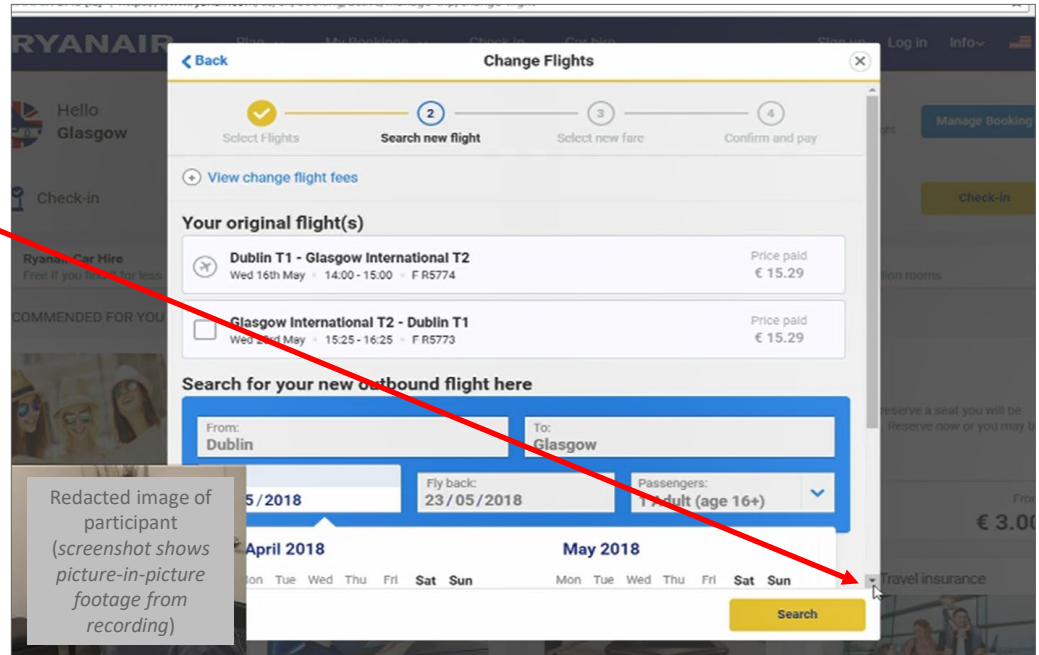


TASK 4: CHANGE A FLIGHT

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.



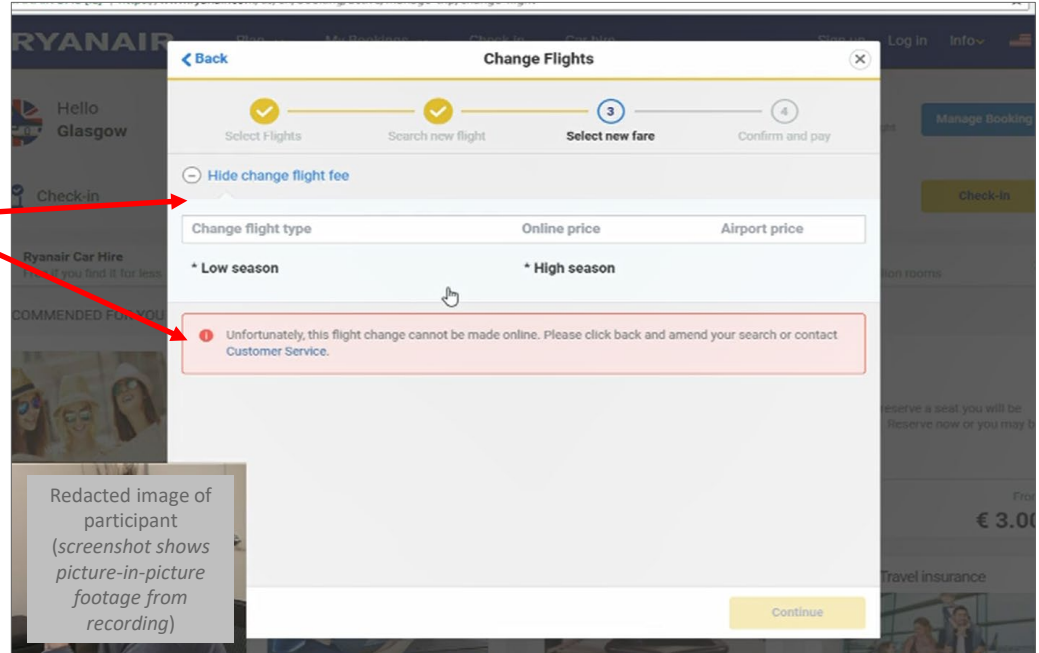
TASK 4: CHANGE A FLIGHT

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:

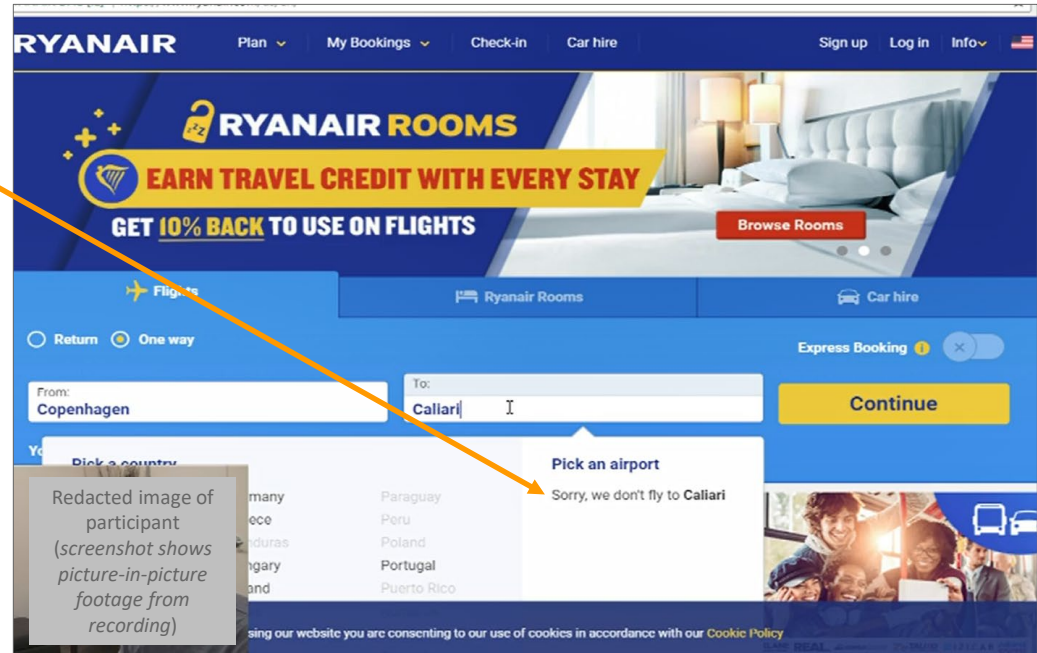
1. Book a one-way flight for two adults from Copenhagen (Denmark) to Cagliari (Sardinia, Italy) on Saturday June 9, 2018.
2. Stop when the website asks you to create an account or log into an account.

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....”)



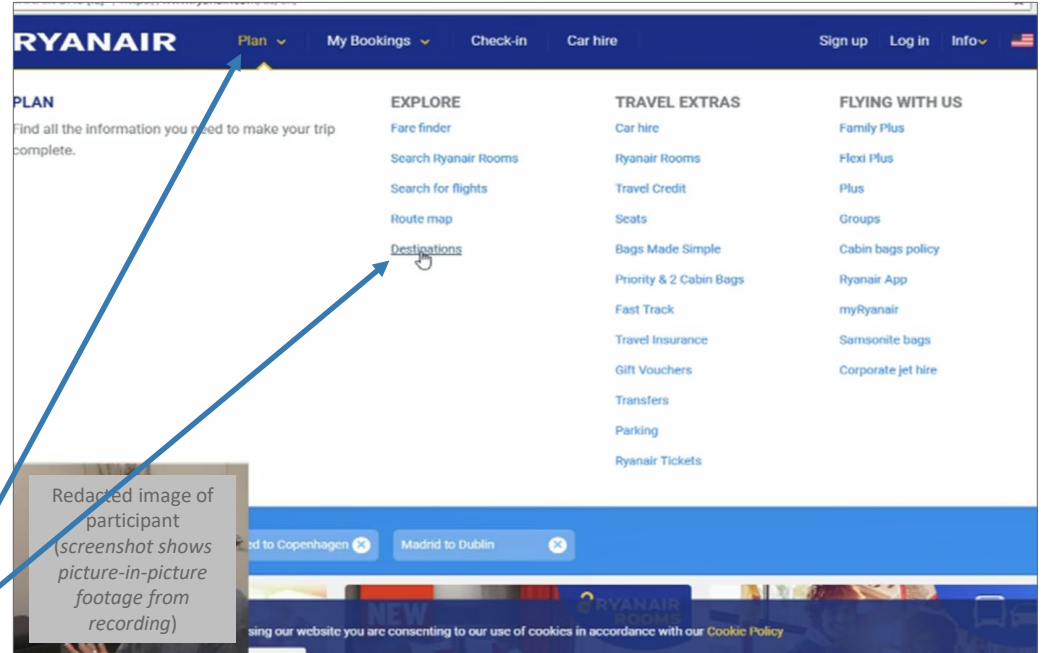
TASK 5: BOOK A MULTI-LEG FLIGHT

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.

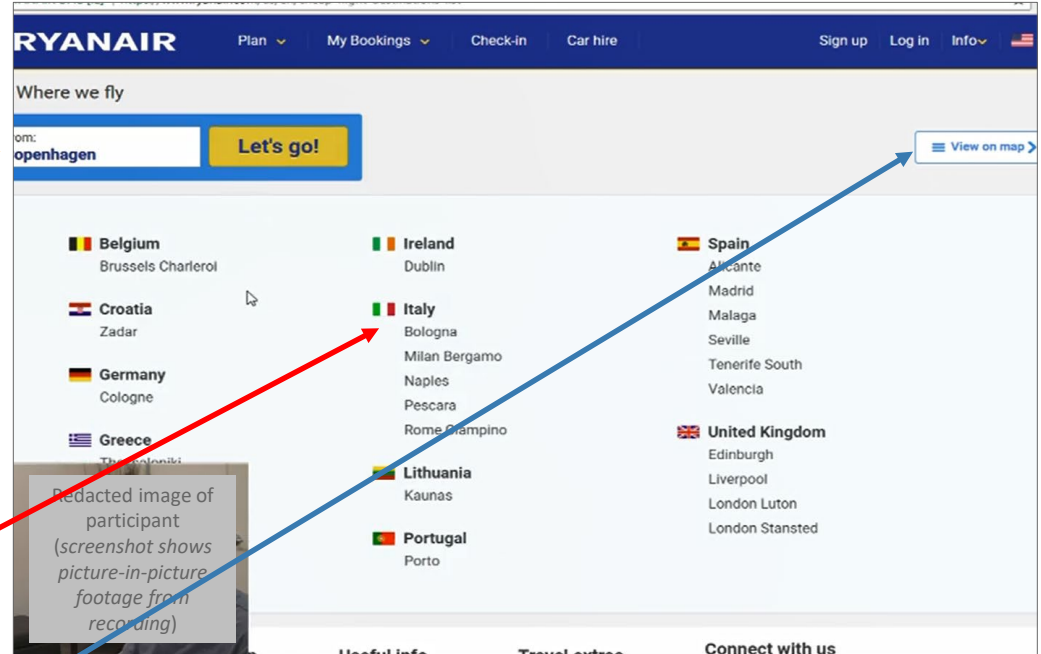
TASK 5: BOOK A MULTI-LEG FLIGHT DESTINATIONS

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.

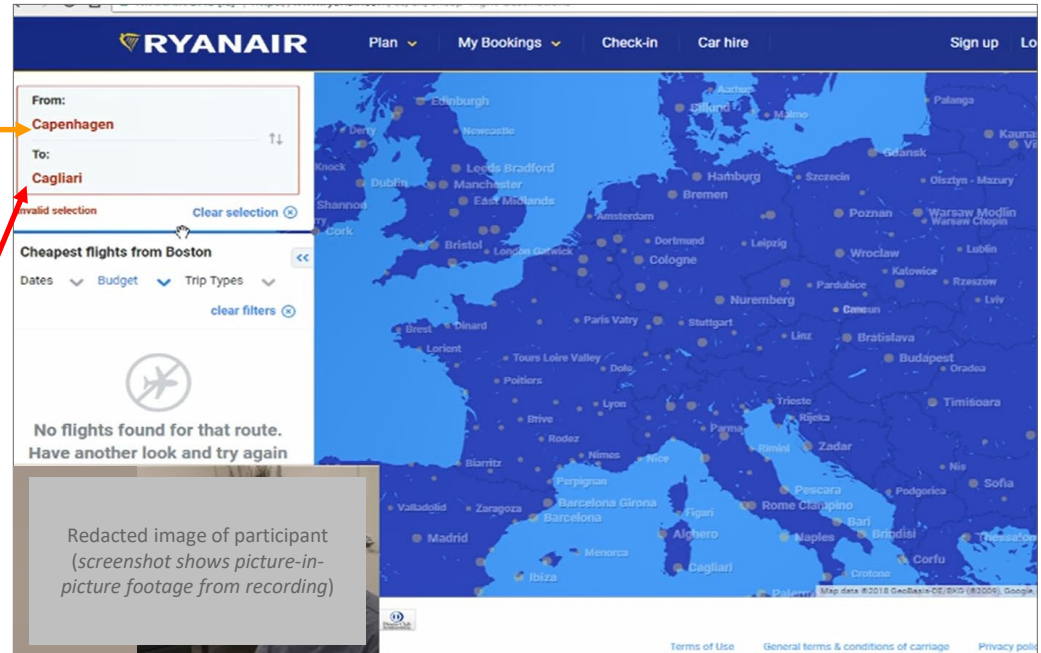


TASK 5: BOOK A MULTI-LEG FLIGHT MAP

Med. Priority Finding: This participant made a spelling error and did not recognize the typo (“Capenhagen” instead of “Copenhagen”).

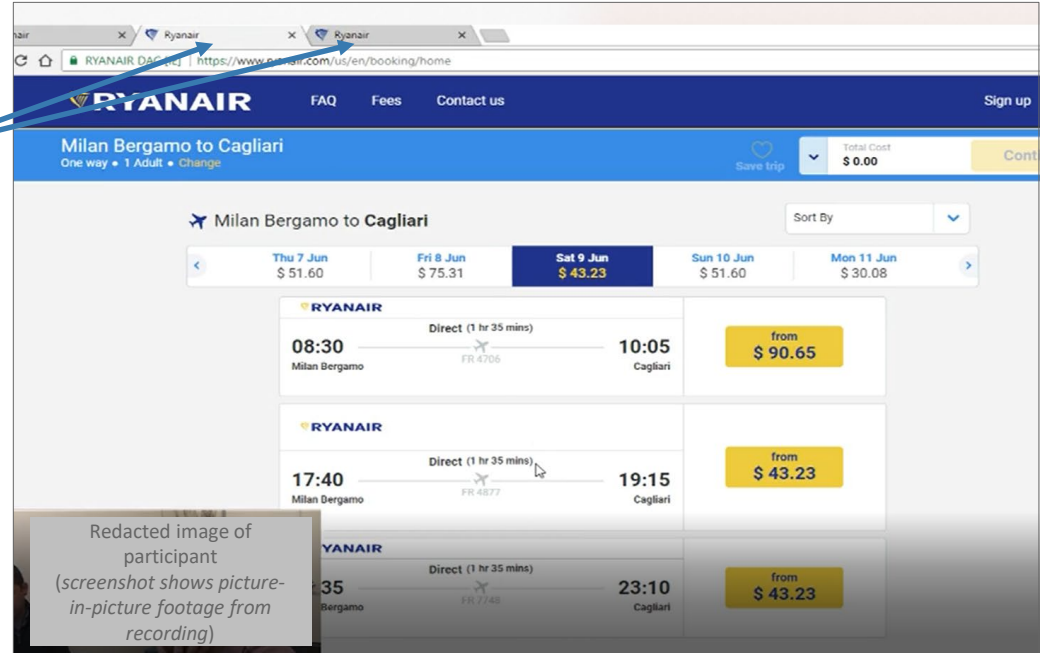
Recommendation (repeat): Consider implementing spelling error detection and recommending cities which may have been intended (e.g. “Did you mean....”)

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

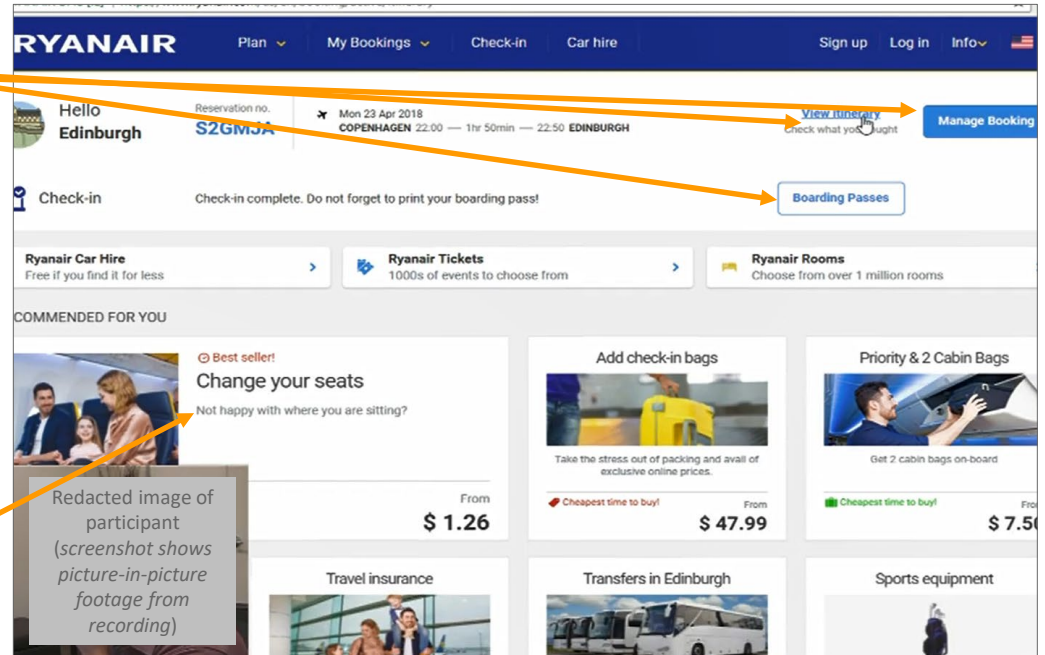
FLIGHT CONFIRMATION

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.

