

CUE-10

Comparative Usability Evaluation 10

Rules for Usability Test Session and
Usability Test Tasks

Workshop: Boston, MA, USA, Wednesday 9 May 2018

Comparative Usability Evaluation 10

Rules for Usability Test Session

INTRODUCTION

Please conduct a usability test of the website Ryanair.com with 3 test participants.

Ryanair is a large low-price airline that flies mostly within Europe.

RULES FOR USABILITY TEST SESSION

1. Use the 6 usability test tasks that are described on the following pages in the order 1, 2, 3, 4, 5, 6.
2. Use the US version of the website: In the upper right corner of most pages, select US (English); in most cases the website will pre-select this option.
3. You must carry out at least 3 usability test sessions to the best of your abilities. If you carry out more than 3 test sessions, for example one or more pilot test sessions, only videos from 3 test sessions will be accepted.
4. The workshop participant must moderate all 3 usability test sessions.
5. Use the test script that you would normally use.
6. Start the video recording of each test session as soon as possible - that is, immediately after the test participant has
 1. entered the test room, and
 2. signed the informed consent agreement, and
 3. verbally accepted that the test session is video recorded.
7. Stop the video recording after the test participant has left the room where the test session takes place.
8. Each video must not be longer than 40 minutes even if this means that the test participant does not get the chance to complete all test tasks.
9. The video must not be edited (unless there is a rare issue of privacy or security, which must be explained).
10. Video recordings must be in mp4- or wmv-format; they must be viewable in the Windows operating system, for example using VLC Media Player. If you use a Mac computer, please ensure your setup works before you start testing. If you have no chance of testing your videos on a Windows

computer, or if you want total peace of mind, send a short clip to Rolf, who will test whether or not the sample is viewable and audible on his computer (remember to test both the moderator's and the test participant's microphone).

11. Submit one video per test session. The video must show the screen, the moderator, and the usability test participant. The face of the test participant and the moderator must be integrated as picture-in-picture in the video recording. Several videos for one usability test session - for example one showing the screen and another showing the moderator and the test participant - will not be accepted.
12. The required hardware for the video recording is a camera, a tripod and a computer used to access the website. We strongly advise against using the built-in webcam in a laptop because the angle of vision of such webcams is insufficient and thus requires awkward positioning of the moderator relative to the test participant.
13. You may use your own software for the recording or use free trial versions of suitable software, for example:

Camtasia from TechSmith. Camtasia easily handles the picture-in-picture requirement stated in a previous rule. The use of a usability test lab is permitted but not required.

UX Cloud from OvoStudios. It is cloud-based and so it supports distributed teams and users. See the sample on <https://uxcloud.us/home/#howitworks>.

Trial software can have some limitations – for example, a watermark on the video or a limited trial period – so make sure that the videos are not obscured and you have enough time to get your sessions completed before the trial period ends.
14. A clear audio recording is important. We recommend testing the recording set-up with a trial run and using one or two separate microphones. Test both the audio recording of the test participant and the moderator.
15. Select reasonable test participants.

Test participants should be native English speakers. They should have flown at least once, and they should have purchased items on the web at least 3 times. Test participants should not be usability professionals, designers or IT-professionals. Describe what you consider the key characteristics of each test participant in the test report, just as you would do it in an ordinary test report.

DELIVERABLES

At the end of your study, you must hand in the following deliverables:

1. One video for each usability test session
2. An anonymous usability test report. Please ensure that your name and affiliation does not appear in the usability test report. Instead, use your team code.
3. A copy of the informed consent form that your test participants have signed. See the example in appendix 3. An unsigned copy suffices; you do not have to send copies of the forms that the test participants have signed
4. A copy signed by you of the informed consent form for CUE-10 participants in appendix 4.

Please upload your deliverables to a Dropbox folder before the end of March 2018. You will receive a link to the Dropbox folder in a separate, individual email. The email will also include your team code.

Please limit the total size of your deliverables to 500 MB. If this turns out to be very difficult or impossible, please contact Rolf.

Comparative Usability Evaluation 10

Usability Test Tasks

TEST TASK 1 - BOOK A ROUND-TRIP FLIGHT

Task given to test 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.

Purpose: To carry out a simple booking.

Acceptable answer: Correct flights and reasonable options selected.
Reasonable options include extra legroom and additional baggage if desired by the test participant, but not hotel reservation and car rental. Stop the test participant if they start working on hotels and car rental, etc.

TEST TASK 2 - RULES FOR CARRY-ON BAGGAGE

Task given to test participant:

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

Purpose: To determine whether Ryanair's rules for carry-on baggage are easy to understand.

Acceptable answer: The answer can be found using the path Home page > Info > Help centre > Baggage > What cabin baggage can I carry?

<https://www.ryanair.com/us/en/useful-info/help-centre/faq-overview/Baggage#0-1>

You can bring:

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

Due to cabin space limitations no more than 90 large bags (55 x 40 x 20 cms) can be carried into the cabin. Any remaining bags will be placed free of charge in the aircraft hold. Bags that are carried in the aircraft hold must be collected at the baggage carousel on arrival (see <https://www.ryanair.com/us/en/plan-trip/travel-extras/priority-boarding>).

Passengers who have purchased Priority Boarding will not be asked to place their carry-on bag in the aircraft hold, unless necessary due to operational reasons.

Please ensure that the test participant understands what difference the purchase of Priority Boarding makes for carry-on baggage. Ask them specifically when they're done with the task, if it is not obvious just by watching them.

TEST TASK 3 - FIND THE LOWEST-PRICED TICKET

Task given to test 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?

Purpose: To determine whether the participant can find the lowest-priced ticket when several airports for a city are available.

Note: Unlike many other airlines, Ryanair does not allow one search covering all the London airports that it serves.

To solve this task correctly, the test participant must check the three airports in London that Ryanair services: London Luton, London Stansted and London Gatwick. It turns out that there are no flights to Copenhagen from London Gatwick, but there are flights from both London Luton and London Stansted at quite varying prices.

Acceptable answer: At this time, the cheapest flight departs London Luton at 11.30 (11.30 am) and arrives in Copenhagen at 14.35 (2.35 pm). Price: £29.99. There are several similar flights from London Stansted, but they are more expensive. Rates are likely to change, so moderators should check the cheapest flight before each test session.

TEST TASK 4 - CHANGE A FLIGHT

Task given to test 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?

Purpose: To determine whether the participant understands how to make flight changes, and whether the rules are easy to understand.

Notes:

4. You can find the confirmation in appendix 1. All test teams will use the same confirmation.
5. The general answer can be found on <https://www.ryanair.com/us/en/useful-info/help-centre/faq-overview/Flight-Changes-And-Refunds#0-1>
6. The specific answer can be found by logging in to Rolf Molich's account:
cue10ryanair@molich.dk
Bentleyuniversity1
Select Home page > My bookings > Manage trip (for the appropriate booking) > Manage booking (upper right corner) > Change your flight
7. Please do NOT change the outbound or inbound flights since this booking is used by all CUE-10 participants.

Acceptable answer:

8. Yes - date changes are possible for a fee. The fee is the fare difference plus a 30 € change fee.
9. It can be cheaper to make a new booking, rather than to change a flight.
10. Ryanair's rules are that an inbound flight remains valid even if you don't use the outbound flight, so discarding the outbound flight has no side-effects. See Help Centre > FAQ overview > Flights changes and refunds > Can I cancel my booking before travel?

TEST TASK 5 - BOOK A MULTI-LEG FLIGHT

Task given to test 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.

Purpose: To determine whether the user can book multiple flights that will get them to their desired destination.

Ryanair is a point-to-point airline so Ryanair's website will not sell you one-stop or multi-stop tickets, but you may be able to buy several point-to-point tickets that fit together if you are willing to accept the risk of a missed connection due to a delay.

Note: This is a hard task. One way of figuring it out is by using the Route map, which illuminates the cities that Ryanair serves, including Copenhagen and Cagliari.

Acceptable answer: There are two acceptable solutions to this task:

1. Even though Ryanair flies to both Copenhagen and Cagliari, it's not possible to buy a ticket from Copenhagen to Cagliari on Ryanair's website.

It is not an acceptable solution to say simply that there are no direct flights. If the test participant says that there are no direct flights, provide a hint something like "Can you get to Cagliari using two separate tickets?"

2. Depart Copenhagen 13.55, arrive Milano Bergamo 16.00 - flight FR 2991; depart Milano Bergamo 17.40, arrive Cagliari 19.15 - flight FR 4877 (or depart Milano Bergamo 21.35, arrive Cagliari 23.05 - flight FR 7748). This may not be the only possible combination of Ryanair flights; for more options check for example Momondo.com.

TEST TASK 6 - CHECK-IN FOR A FLIGHT

Task given to test 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.

Purposes:

3. To determine whether the participant can check-in for a flight.
4. To determine whether the user understands that the rules for check-in are different from the rules that commonly apply in the US:
 - Customers who purchase seats can check-in between 60 days and up to 2 hours before their scheduled flight departure time.
 - Customers who don't purchase seats can check-in between 4 days and up to 2 hours before their scheduled flight departure time.

Note:

5. You can find the confirmation in Appendix 2. All test teams will use the same confirmation.
6. The flight is on 23 April from Copenhagen (Denmark) to Edinburgh (Scotland). Check-in is possible from 23 February to 22 April.
7. For practical reasons, Rolf Molich is already checked in on the flight. The task is essentially to retrieve the booking and download the boarding pass.

Acceptable answer:

8. The test participant has downloaded the boarding pass.
9. The test participant has selected another seat.
Please do not accept the seat change since this will require another check-in. If you accidentally change the seat, please check in again.

APPENDIX 1 - CONFIRMATION FOR TEST TASK 4

Rolf Molich

From: <Itinerary@ryanair.com>
Date: 5. januar 2018 11:01
To: <cue10ryanair@molich.dk>
Subject: Ryanair Travel Itinerary



myRyanair

Booking Confirmation: Thank you for booking with Ryanair.

This is not your boarding pass. This is your booking confirmation. You must check in to get a boarding pass.



Reservation:

Q3T77U

Status: CONFIRMED

[CHECK IN NOW](#)

 To Glasgow T2 : **FR5774**

Depart:	Dublin T1 (DUB)
Date:	Wed, 16 May 18
Time:	14:00

Arrival:	Glasgow T2 (GLA)
Date:	Wed, 16 May 18
Time:	15:00

 From Glasgow T2 : **FR5773**

Depart:	Glasgow T2 (GLA)
Date:	Wed, 23 May 18
Time:	15:25

Arrival:	Dublin T1 (DUB)
Date:	Wed, 23 May 18
Time:	16:25

Passenger(s):

- **Mr ROLF MOLICH**

Flight no: **FR5774**

[Reserve your preferred seat now](#)
[Protect your trip with travel insurance](#)

- [Add a checked bag to your trip](#)

Flight no: **FR5773**

- [Add a checked bag to your trip](#)

Travel Extras

- [Secure airport parking now](#)
- [Book your airport transfers now](#)

Receipt:

TOTAL PAID 30.58 EUR
via Visa ending in 8426

Total paid in card holders currency 242.53 DKK

FX rate 7.93100 DKK

VAT is not applicable on international flights however domestic flights may be subject to local VAT.

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Add or upgrade your bag(s)

Need more space? Now you can upgrade your purchased bag size.



[Add more bags](#)

Important information for your flight reservation

- Travel Documents: Please ensure your travel identification is valid and an accepted travel document. [See more](#)
- Online check in: Advanced online check in is mandatory for all customers for each flight (except Business Plus) and is available 60 days - 2 hours before each flight departure. Check in online or on our app. If you do not check in online, an airport check in fee of €50 will apply. [Watch our video](#)
- Boarding Passes: Boarding passes are mandatory for all customers for each flight. Customers must print out or alternatively download on the Ryanair app ahead of travel. Flexi Plus customers collect their pass at the airport check in desks free of charge. [See more](#)
- Baggage Restrictions: Please take note of your baggage allowances, baggage restrictions and what to pack. [See more](#)
- Dangerous Goods Policy: It is important that items containing lithium batteries (e.g. phones, laptops and other electronics items including e-cigarettes) are carried in your cabin bags to reduce the risk of fire. Do not put them in your checked in baggage. [See more](#)
- Changes: Should you wish to amend or review or reissue your confirmation email, please firstly log in through manage booking on the site or app. [See more](#)
- Disruptions: In the unlikely event of a disruption, we will contact you by email or SMS. [See more](#)
- Contact: Contact us via our web form or live chat service. [Contact us](#)



APPENDIX 2 - CONFIRMATION FOR TEST TASK 6

Rolf Molich

From: <Itinerary@ryanair.com>
Date: 24. februar 2018 14:17
To: <cue10ryanair@molich.dk>
Subject: Ryanair Travel Itinerary



myRyanair

Booking Confirmation: Thank you for booking with Ryanair.

This is not your boarding pass. This is your booking confirmation. You must check in to get a boarding pass.



Reservation:

S2GMJA

Status: CONFIRMED

[CHECK IN NOW](#)



To Edinburgh : **FR2675**

Depart:	Copenhagen T2 (CPH)	Arrival:	Edinburgh (EDI)
Date:	Mon, 23 Apr 18	Date:	Mon, 23 Apr 18
Time:	22:00	Time:	22:50

Passenger(s):

- **Mr. ROLF MOLICH**
Seat details: **24A**

Flight no: **FR2675**

- [Add a checked bag to your trip](#)

[Protect your trip with travel insurance](#)

Travel Extras

- [Secure airport parking now](#)
- [Book your airport transfers now](#)

Receipt:

TOTAL PAID

21.73 USD

via Visa ending in 8426

Total paid in card holders currency

139.93 DKK

FX rate 6.43948 DKK

VAT is not applicable on international flights however domestic flights may be subject to local VAT.

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Travel with peace of mind



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Transfers

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[Book now](#)

Priority & 2 Cabin Bags

Get your cabin bag on board



[Add now](#)

Add or upgrade your bag(s)

Need more space? Now you can upgrade your purchased bag size.



[Add more bags](#)

Important information for your flight reservation

- Travel Documents: Please ensure your travel identification is valid and an accepted travel document. [See more](#)
- Online check in: Advanced online check in is mandatory for all customers for each flight (except Business Plus) and is available 60 days - 2 hours before each flight departure. Check in online or on our app. If you do not check in online, an airport check in fee of €50 will apply. [Watch our video](#)
- Boarding Passes: Boarding passes are mandatory for all customers for each flight. Customers must print out or alternatively download on the Ryanair app ahead of travel. Flexi Plus customers collect their pass at the airport check in desks free of charge. [See more](#)
- New Cabin Bags Policy: You're entitled to bring 1 small personal bag (35cm x 20cm x 20cm) on-board which must fit under the seat in front of you. If you want to bring 2 cabin bags on board you must add Priority & 2 Cabin Bags. If you arrive at the gate with 2 cabin bags, and you haven't purchased Priority & 2 Cabin Bags, your second bag will be taken off you and put in the hold free of charge. [See more](#)
- Dangerous Goods Policy: It is important that items containing lithium batteries (e.g. phones, laptops and other electronics items including e-cigarettes) are carried in your cabin bags to reduce the risk of fire. Do not put them in your checked in baggage. [See more](#)
-

Changes: Should you wish to amend or review or reissue your confirmation email, please firstly log in through manage booking on the site or app. [See more](#)

- Disruptions: In the unlikely event of a disruption, we will contact you by email or SMS. [See more](#)
- Contact: Contact us via our web form or live chat service. [Contact us](#)



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Version: 15 178 507

APPENDIX 3 - SUGGESTED INFORMED CONSENT FORM FOR TEST PARTICIPANTS

I hereby give my permission to be video recorded (audio and video) as part of my participation in a usability test of Ryanair's website on (insert date) at (insert location).

Only my first name may be reported in association with the session results.

I understand that I am not being evaluated, but that Ryanair's website is being evaluated.

I understand and consent to the release of the video recording to a study on how researchers interact with participants during usability studies.

I further understand that the video recording and any highlights extracted from it may be used for review by usability professionals. Video excerpts may also be used within presentations to usability professionals, at professional meetings, at a workshop, and as part of research.

No part of the video recording will be made available on the internet

I give up any rights to the video and audio recording and understand that the recording may be used for the purposes described in this informed consent form without any further permission.

I understand that if for any reason I do not want to continue I can leave at any time during this recording session. I can also deny consent at any time during or after the session.

Printed name

Date

Signature

APPENDIX 4 - INFORMED CONSENT FORM FOR CUE-10 PARTICIPANTS

I hereby give my permission to be video recorded (audio and video) during my moderation of usability test sessions as part of my participation in the CUE-10 study.

My full name may be reported in association with the session results.

I understand and consent to the release of the video recording. I further understand that the video recording and any highlights extracted from it may be used for review by usability professionals. Representative video excerpts may also be used within presentations to usability professionals, at professional meetings, and as part of research.

No part of the video recording will be made available on the internet or given to people who do not participate in the CUE-10 workshop.

I confirm that I will treat video recordings that I receive from other CUE-10 participants confidentially, and that I will not share them with people who do not participate in the CUE-10 workshop.

I give up any rights to the video recording and understand that the recording may be used for the purposes described in this informed consent form without any further permission.

I further confirm that all my usability test participants have signed a form similar to the informed consent form in Appendix 3.

Printed name

Date

Signature