



PROJECT 2

# ONLINE SURVEY

Airline Problem Statement

01/2022

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## OBJECTIVES

Learn more about the goals, behaviour and the context of the people that use airline websites and apps:

### **We aim to:**

- Understand the context
- Understand what they are trying to do;
- Whether anything is preventing them from doing it;
- What other features they would like to see.

## TASKS

- 1** - Create an online survey with maximum 10 questions.
- 2** - Invite minimum 15 participants to complete the survey that have used an airline website for the past 4 weeks.
- 3** - Summarize and analyze the results.

## SAMPLE

**41 people participated in this survey  
only 33 were considered**

# QUESTIONS

Please think of a recent time that you had to visit an airline website or app and answer the following questions. It is just 10 questions, it shouldn't take more than 10 minutes to conclude the survey. Please answer the open questions in English.

## 1 – When was the last time you visited an airline website or app?

- Within the last 4 weeks
- More than 4 weeks ago (please end the survey here)

## 2 – What kind of device did you mainly use?

- Desktop or laptop
- Smartphone
- Tablet

## 3 – Where did you try to complete your task?

- At Home
- At work
- Other, open question (please specify)

## 4 – Why did you visit the airline website or app that day? What were you trying to do?

- Book a flight
- Check prices
- Check flight schedules
- Search possible destinations for a new trip
- Just to pass the time
- Other, open question (please specify)

## 5 – Were you able to complete your task that day?

- Yes
- No, if not, tell us why not (open question)

## 6 – How long did it take for you to plan your trip and book the flight?

- 1 day
- Less than a week
- 1 to 2 weeks
- 2 weeks to 1 month
- More than one month
- None of the above, I didn't wish to book a flight

## 7 – Why did you choose that airline to book your flight?

- Lowest prices
- Most convenient dates and time of departure
- Available destinations
- Best flight experience and services offered
- Baggage allowance
- Other, open question (please specify)

## 8 – Was the information you needed easy to find?

**If not, please specify where you had troubles and why.**

- Yes
- No, if not, tell us why not (open question)

## 9 – Please rate from 1 to 5 if your browsing experience was simple, fast and pleasant.

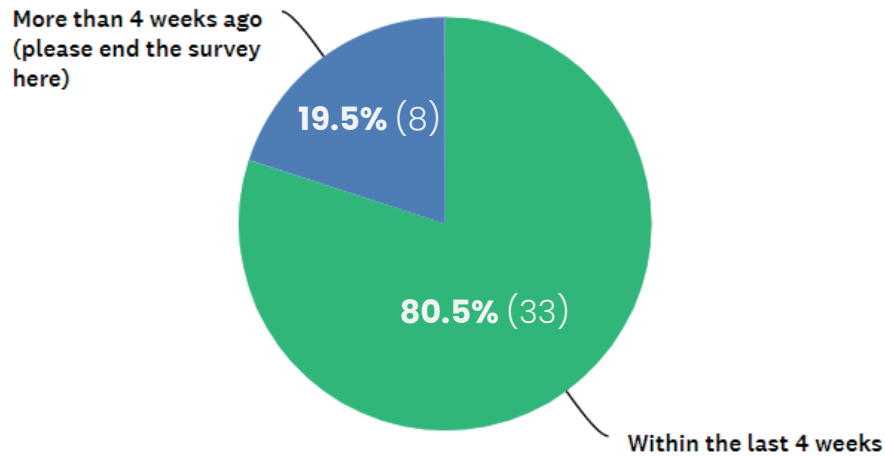
- 1 – It wasn't simple, fast and pleasant
- 2-4
- 5 – Was very simple, fast and pleasant.

## 10 – What would you change about that website or app?

**What improvements would you make?**

- Open question (please specify)

# 1 - When was the last time you visited an airline website or app?



Answered: 41 Skipped: 0

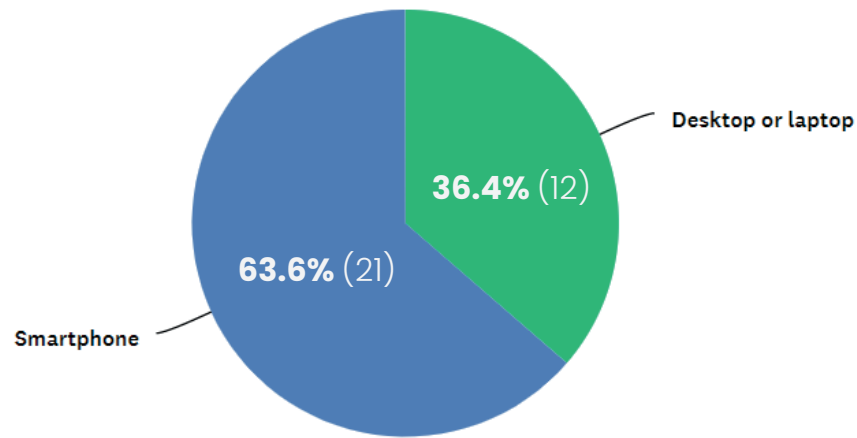
## Goals

Narrow the results, so that only users that had visited an airline website or app in the past 4 weeks proceed with the survey.

## Results

Most of the people enquired visited an airline website or app in the past month. The ones that didn't, the survey was deleted and not considered.

## 2 - What kind of device did you mainly use?



Answered: 33 Skipped: 0

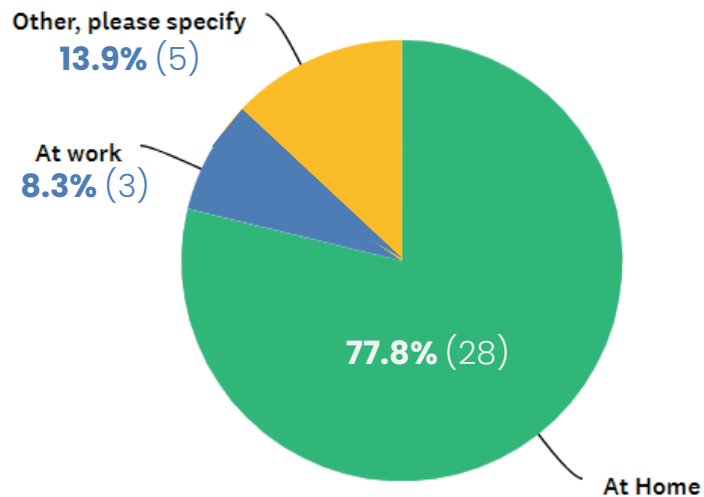
### Goals

Understand the user preference of device.

### Results

Most people use the mobile app (63.6%), none of the enquired users have mentioned using a tablet to complete their task.

### 3 - Where did you try to complete your task?



Answered: 33 Skipped: 0  
some answered more than 1 (total 36)

#### Other:

Waiting/in transit - 4 (11.1%)

Hotel - 1 (2.8%)

### Goals

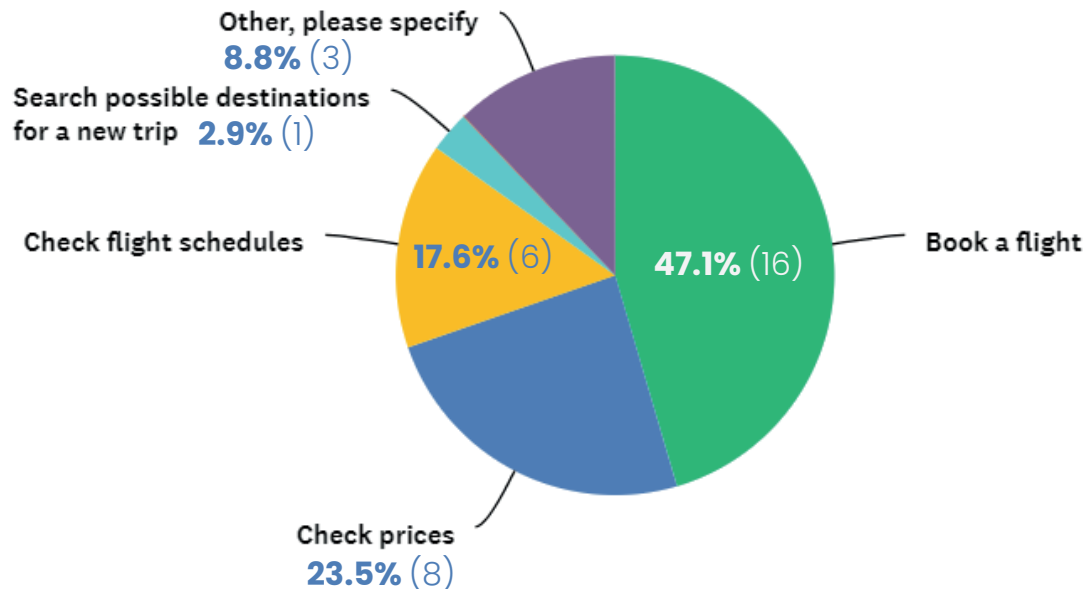
Understand the environment in which users perform their tasks.

### Results

Most of the users performed their task at home (77.8%), 47.2% used their smartphone and 30.6% a desktop or laptop. The desktop/laptop users, most performed their task at home (84.6%), while the rest at work. The smartphone users most performed their task at home (73.9%), 17.4% performed their task while waiting for something or to get somewhere (metro, car), only one (4.3%) at work.

This result could be influenced by the fact that we are living in Covid-19 times and a lot of the users work and spend most of their time at home.

## 4 - Why did you visit the airline website or app that day? What were you trying to do?



Answered: 33 Skipped: 0  
some answered more than 1 (total 34)

### Other:

Change/reschedule flight - **2** (5.9%)

Check-in - **1** (2.9%)

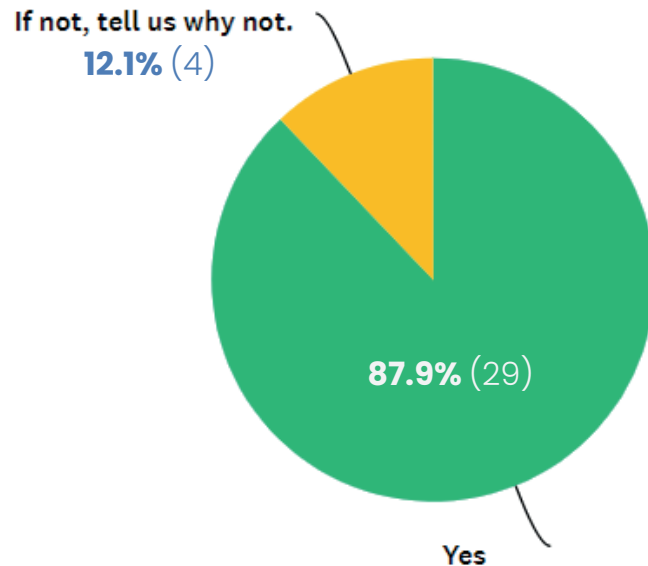
## Goals

Understand the users' goals and what are the most performed tasks.

## Results

The most performed task was booking a flight (47.1%), followed by checking prices (23.5%) and check flight schedules (17.6%). None of the enquired users has checked the website/app just to pass the time. The option check-in wasn't among the boxes to select, only one user has mentioned it in "others", considering this survey was made during the Christmas holidays, check-in should have been among the most performed tasks. This survey question could be improved by adding the check-in box and by allowing the choice of more than one option without having to write on "others".

## 5 - Were you able to complete your task that day?



Answered: 33 Skipped: 0

### Other:

Not sure about the dates - **1** (3%)

Had to wait for approval - **1** (3%)

Didn't find connection to destination - **1** (3%)

Too expensive - **1** (3%)

## Goals

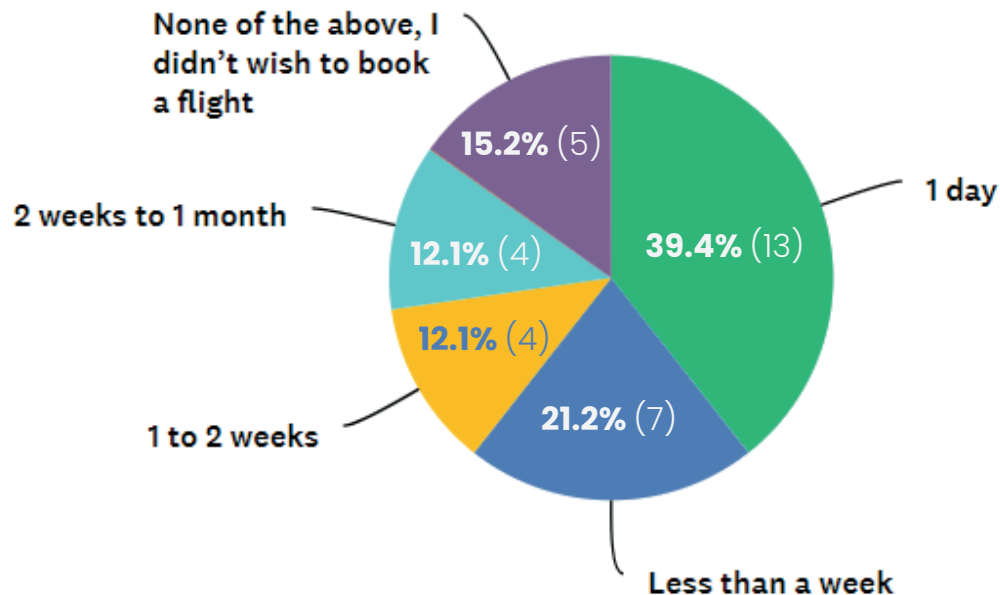
Understand if the users were able to complete their task and if not, to identify the problem.

## Results

Most users were able to complete their task (87.9%), only 4 users from 33 weren't able to complete their task, the motives were diverse, incompatibility of dates, the price was too high, didn't find wished destination or waited for approval of traveling companions. These reasons weren't linked with the website/app performance and design, but with personal motives. A bigger sample survey could have given more useful information about errors in heuristics, giving space for possible improvements.



## 6 - How long did it take for you to plan your trip and book the flight?



Answered: 33 Skipped: 0

28 booked a flight, 5 didn't

### Question nr 2 + 6:

the ones that took 1 day with smartphone: **8** (28.6%)

the ones that took 1 day with desktop: **5** (17.9%)

the ones that took less than 1 week smartphone: **6** (21.4%)

the ones that took less than 1 week desktop: **2** (7.1%)

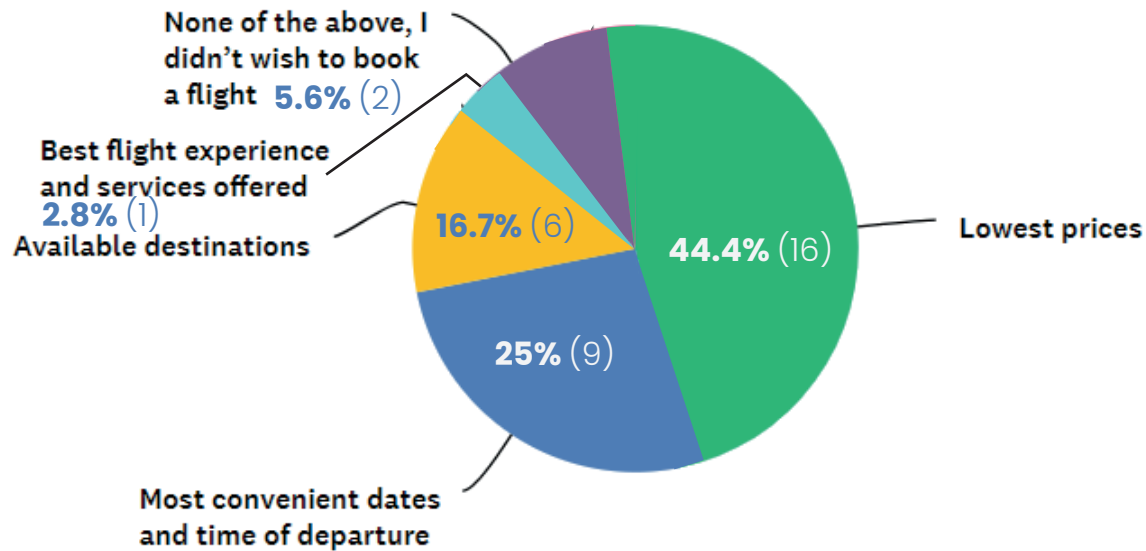
## Goals

Understand the average time users need to decide and book their flight.

## Results

From the 28 users that booked a flight, most (46.4% of the 28 surveys) booked the flight in just 1 day, 7 (25%) took less than a week, 4 (14.3%) took about 1 week to 2 weeks and 4 (14.3%) took 2 weeks to 1 month to book their flight. If we cross with question nr 2 (desktop/phone) we can conclude that 50% of the 28 users that booked a flights have used a smartphone to book in 1 day to less than 1 week, while only 25% have used a desktop. With this we can assume that users that use smartphone tend to decide faster, it could also mean that people that prefer to use the smartphone are busier and take less time performing their tasks.

## 7 - Why did you choose that airline to book your flight?



Answered: 32 Skipped: 1  
some answered more than 1 (total 36)

### Goals

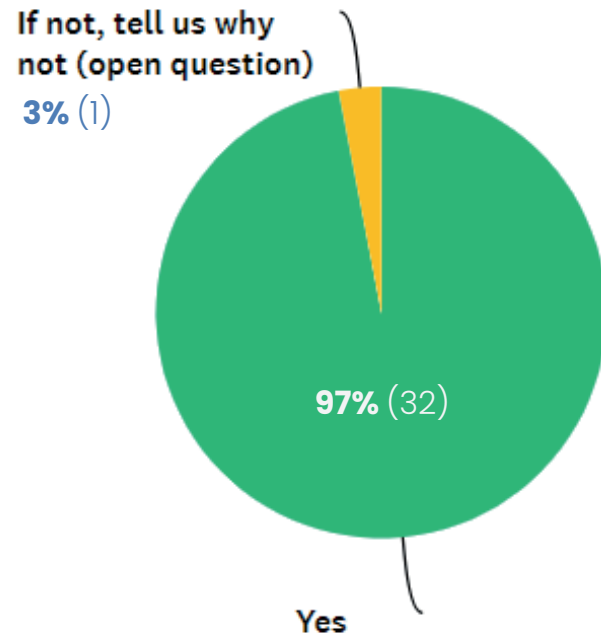
Understand the users' main reasons to decide one airline over the other.

### Results

For most of the users (44.4%), the cost of the flight is their main motivation to choose one airline over the other, followed by convenience of dates and times (25%). 6 of the enquired users (16.7%) were forced to choose the airline because was the only one flying to the desired destination. Only 1 has chosen the airline based on the flight experience and services offered, no user has chosen an airline based on luggage allowances.

With this, we can conclude that most people, choose the airline that can quickly take them from point A to point B spending the least money possible.

## 8 - Was the information you needed easy to find? If not, please specify where you had troubles and why.



Answered: 33 Skipped: 0

### Other:

Troubles changing the flight online without the help of customer service - **1** (3%)

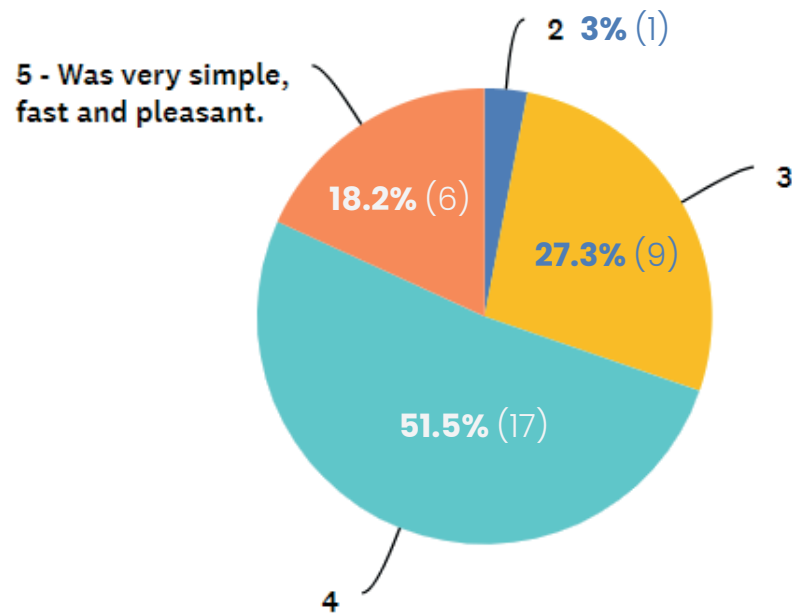
## Goals

Identify errors in heuristics that users may have had trying to complete their task and understand how often it occurs.

## Results

Almost all users had no trouble performing their task, most likely because they are used to perform these tasks and most airline websites/apps work in a similar way.

## 9 - Please rate form 1 to 5 if your browsing experience was simple, fast and pleasant.



Answered: 33 Skipped: 0

## Goals

Understand the reservoir of good will of the users, after using an airline website or app.

## Results

Most users were satisfied (51.5%) or very satisfied (18.2%) with their user experience and felt browsing was simple, fast and pleasant, which means in most cases the website and app comply to the needs of the users.

Even though in the previous question number 8 most users had no trouble finding what they needed, with these results we can understand that 27.3% of users had an average experience, while 3% had a poor experience. This means that there were some pain points and difficulties while users were performing their tasks thus providing space for improvement.

## 10 - What would you change about that website or app? What improvements would you make?

Answered: 16 Skipped: 17  
some answered more than 1 (total 19)

### Answers (19):

- Nothing - **7** (36.8%)
- Make information more clear and easy to find:
  - Clear about luggage included - **1** (5.3%)
  - Clear about cancelation policy - **1** (5.3%)
  - Clear about changing flight dates - **3** (15.8%)
- Make less steps in the checkout process - **1** (5.3%)
- Improve transparency, the seat prices were shown only in the further steps - **1** (5.3%)
- Better customer service: access to a live chat or a way to get quick queries and issues addressed - **1** (5.3%)
- Improve check-in and make it faster - **2** (10.5%)
- Improve app - **1** (5.3%)
- Too many suggestions of extra options (car rental, hotel, insurance, etc.) - **1** (5.3%)

## Goals

Understand the user pain points, where they had troubles and think changes and improvements should be made.

## Results

The quantity of answers is too small to have a clear percentage of what are the main pain points, however, some users have pointed some relevant issues to be improved (see answers).

Even though open questions that provide qualitative results are the most informative, people tend to not comply in answering things that give too much work. These results could be more informative and improved if some options were added as a multi-choice, together with an open question. Also, this question wasn't initially mandatory, it was changed after but the results were that, instead of not answering, people were writing "nothing". Considering that in question number 9, only 6 users were completely satisfied, the fact that 17 skipped and 7 said "nothing", doesn't match with the results of the previous question.

# Online survey findings summary

## Context

80.5% used an airline website or app in the past 4 weeks  
63.6% prefers using a smartphone over the laptop/desktop  
77.8% of the users were at home

**Most of the users used an airline website or app in the last month. Most of the users performed their task at home (77.8%), 47.2% used their smartphone and 30.6% a desktop or laptop.**

## Goals

47.1% of users booked a flight.  
23.5% checked the prices  
17.6% checked the flight schedule  
87.9% could complete their task that day

**Most of the users booked flights, this could be linked with the fact that the survey was done during the Christmas holidays. 87.9% were able to complete their task, which means that the display of information should be accessible and clear.**

**Most users were satisfied (51.5%) or very satisfied (18.2%) with their user experience and felt browsing was simple, fast and pleasant, which means in most cases the website and the app is well designed and comply with the needs of the users. 27.3% of users had an average experience, while 3% had a poor experience. This means there were some pain points in usability therefor, there is space for improvement.**

## Behaviours

**Most of the users choose the website for this reason:**

44.4% Lowest prices  
25% Most convenient dates and times  
16.7% available destinations

**To book their flight it took them approximately:**

46.4% booked in 1 day  
25% took less than 1 week  
14.3% took about 1 week to 2 weeks  
14.3% took about 2 weeks to 1 month

**Price is the most important aspect to make users decide one airline over the other. Most users took 1 day to 1 week to book their flight, users that book in less time, usually prefers to use smartphone over the desktop/laptop.**

## Improvements

**The main complaint was about the information, that is unclear and not easy to find, especially concerning flight change. Also, the checkout and check-in process have too many steps and should be faster. There isn't always transparency, users get confused about the actual price of things and there are too many suggestions of extra options to purchase (car, hotel, insurance). The customer care and the app also need improvement.**