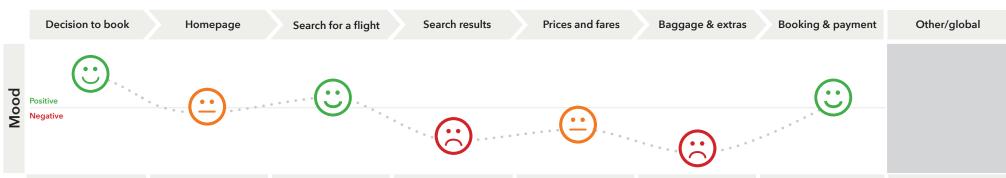
Booking process



- · Travel with family
- · Book a flight for work
- Use voucher to book my flight in premium

Context

- Travel for pleasure
- Travel to meet friends
- Loyal customer
- · Travels frequently

Behaviour

• I prefer bigger airlines as they are covered by insurers

- · What they offer
- · Easily find task on page

- Uses desktop and apps . Like to book direct with
- airline

Behaviour

- · Starts with a Google search to find airline/site
- · Browses direct and aggregate sites
- · Likes conversational/
- colloquial language • Updated currency

Negative

- · Worried they could miss something due to busy
- Benefits lost of screen
- "Search" tab hard to find, not first option in navigation

"I'm not here for inspiration, I am here to book a flight"

Positive

- · Useful Nav and features
- "i" button clears up query Can see Fares/benefits on
- homepage
- · Easy to read grid.
- Subscription and announcement banner

- Date is most important
- All search fields in one place Minimal information to needed to complete search

Behaviour

- Uses auto complete in search fields
- Chooses to use both date
- picker and typing function Likes calender highlights dates available

Negative

- Flight panel below fold · Missing fields and info in search box
- Feels led to type in date
- when picker preferred Pre-populated field leads to incomplete results
- Booking with miles takes you to a new page and clears original search

- Simplicity makes it easy to read
- · Fewer options are better Can search from current location
- Prompts to say when airport is not on route list
- · Likes seeing additional local airports on route to compare price
- · Calendar selection and view is clear

- Price most important, than date, time, shortest route, and deals
- · Wants to see detail of flight
- See date/price comparisons

· Right filters to refine results

- Behaviou • Compares price of packages vs booking separately
- Chooses cheaper flight as its only 5 minutes longer
- · Likes seeing dates/prices either side
- Can explore alternative routes and dates and find cabin info
- · Fails to select and dislikes lack of prompt
- Like seeing everything without having to scan
- · Confused by regional/ technical language

Negative

- · Too much information and unnecessary info
- Mistakes arrival time for departure
- Route information not great - had to guess
- · Feels restricted when only one option and no explanation
- · Results appear in a new tab · Doesn't want to know others are also searching

- Uses friendly wording like 'Lands in' and 'Departs from'
- "Proceed" or "search again" button available when flights are not available

- See Fares options clear, price pp, benefits and taxes
- Wants to see total price and breakdown

"I want to price compare"

Context

· Booking direct means no

Behaviour

- · Notices price first, clear placement
- Chooses Saver option as its a short haul trip
- Explores cost; 'Plus" vs "Advantage" fares
- · Doesn't believe limited offer
- Likes to see discounted and lovalty pricing
- Likes to read benefits to see what they are

"Feels like they are trying to catch you out"

Negative

- Unclear on price options
- "Now that's £41 more pp"
- · Dislikes scrolling too much
- Can't see price for Flex option
- Repeated questions are frustrating

"How far through the process am I?"

Positive

· Flight summary really useful

- To add luggage
- Know cost from the offset • Option to add bags at any stage

Behaviour

- · Considers luggage cost vs buying toiletries on arrival or buy with flight or later?
- Notices she cant take a handbag on board, so wonders how she will store it
- Prefers to look at luggage closer to time
- Depends on how much you want to take

Negative

- Don't ask too many questions
- Luggage options not clear · Wants an easier way to find cost of bag
- Feels unnecessary to keep providing bag options
- Sold as cheap but too many add ons costing extra
- Too many click due to extras

"Doesn't see value"

Positive

- Prefer simpler luggage
- · Graphics/icons reflects what you are entitled to well

- · Wants to see summary/
- Itinerary to check detail • Passenger input details kept to a minimum

Context

· Made a decision to book

Behaviour

· Notices you can still compare prices using "Fare Calender"

Negative

- · Price lock not an option
- No CVC 'i' button
- · Couldn't complete booking with voucher
- Pushy banner, saying seats are selling fast
- · Payment fields in unusual order
- · Payment page looks clunky in comparison to other

- · Alert to tell you passenger info should match passport
- · Useful to lock price • Fields highlight as they are
- completed · Can pay online or at hotel "Easy and smooth to book"

• Nice branding with simple colour pallet and bright clear CTA

• Contact agent/get help

• Navigate easily

refunds

easily

Behaviour

• Share details with others

· More information about

• See flight information

• I want to see a cohesive

way to link pre-populated

• Like a site with no pop ups

Lacking proceed buttons

Not sure how to proceed

Cannot find basket or total

• Unable to select seat as

• "Too pushy, seats selling

• Too much colour

intended

fast"

eg; close, next, fare section

without data/WIFI

information

See and alter seat selection.

· Icons and graphics are easy to interpret

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