anton linström

Online Survey | Flight Booking Webites

Objectives

Combining structured and unstructured types of questions to gather quantitative and qualitative data.

Understanding the general behavior of users when going through the process of booking flights, their goals, and whether anything is preventing them from doing so, and if there are other features they would like to see.

Areas of focus

Goals

When was the last time you visited an Airline/Booking website or app?

Why did you visit the Airline/Booking website or app that day? What were you trying to do?

Behavior

Were you able to complete your task that day? If no, tell us why?

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

Did the Airline/Booking website or app meet your expectations?

Context

Which device did you use?

Which Airline/Booking website or app did you visit?

The Survey

- No. of questions: 7
- No of responses: 25
- Type: Structured and unstructured
- Tool: Survey Monkey

Q1 When was the last time you visited an airline website or app?
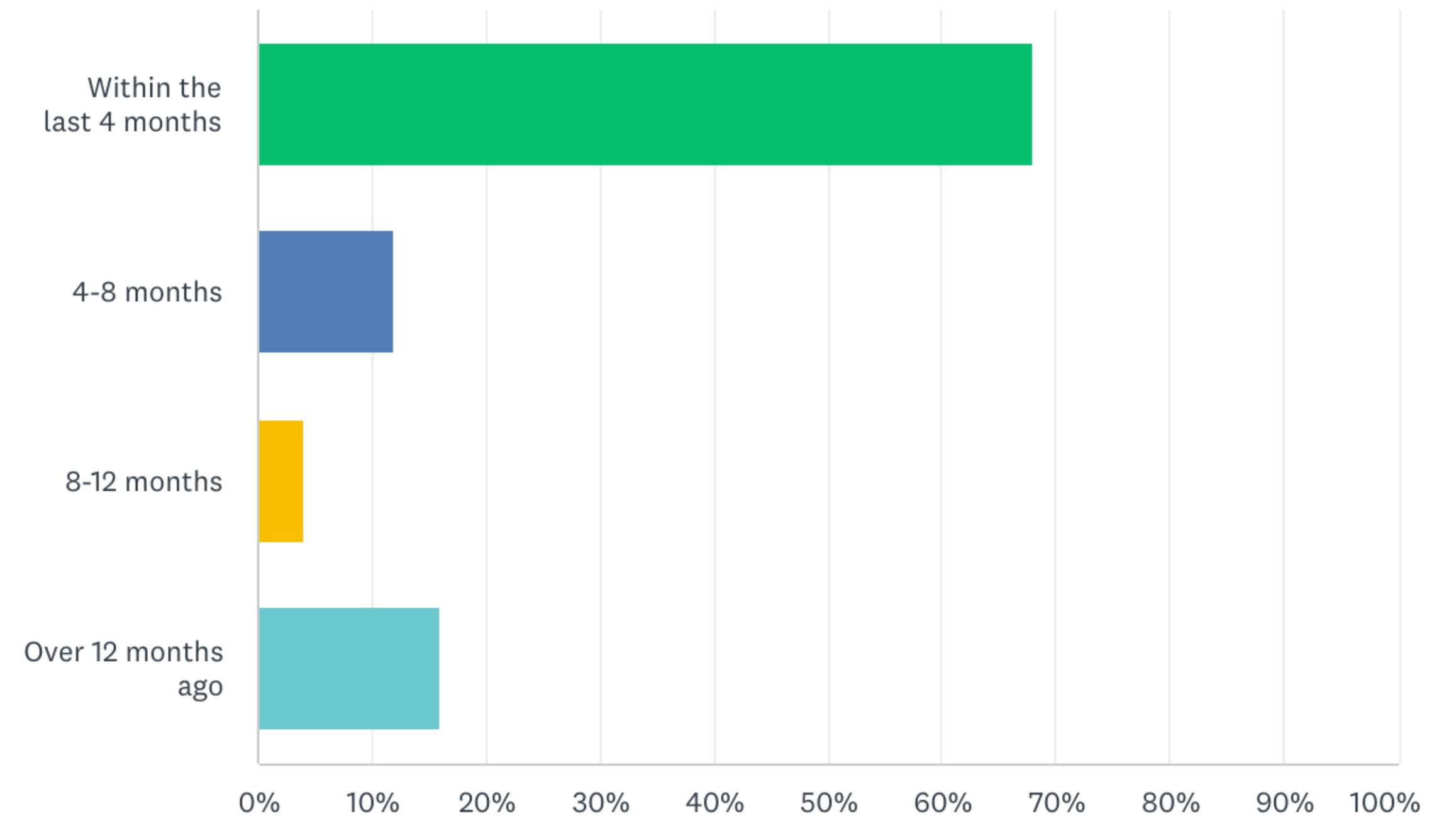
Multi-choice | Answered: 25 Skipped: 0

- **Within the last 4 months - 68%**
- **4 - 8 months - 12%**
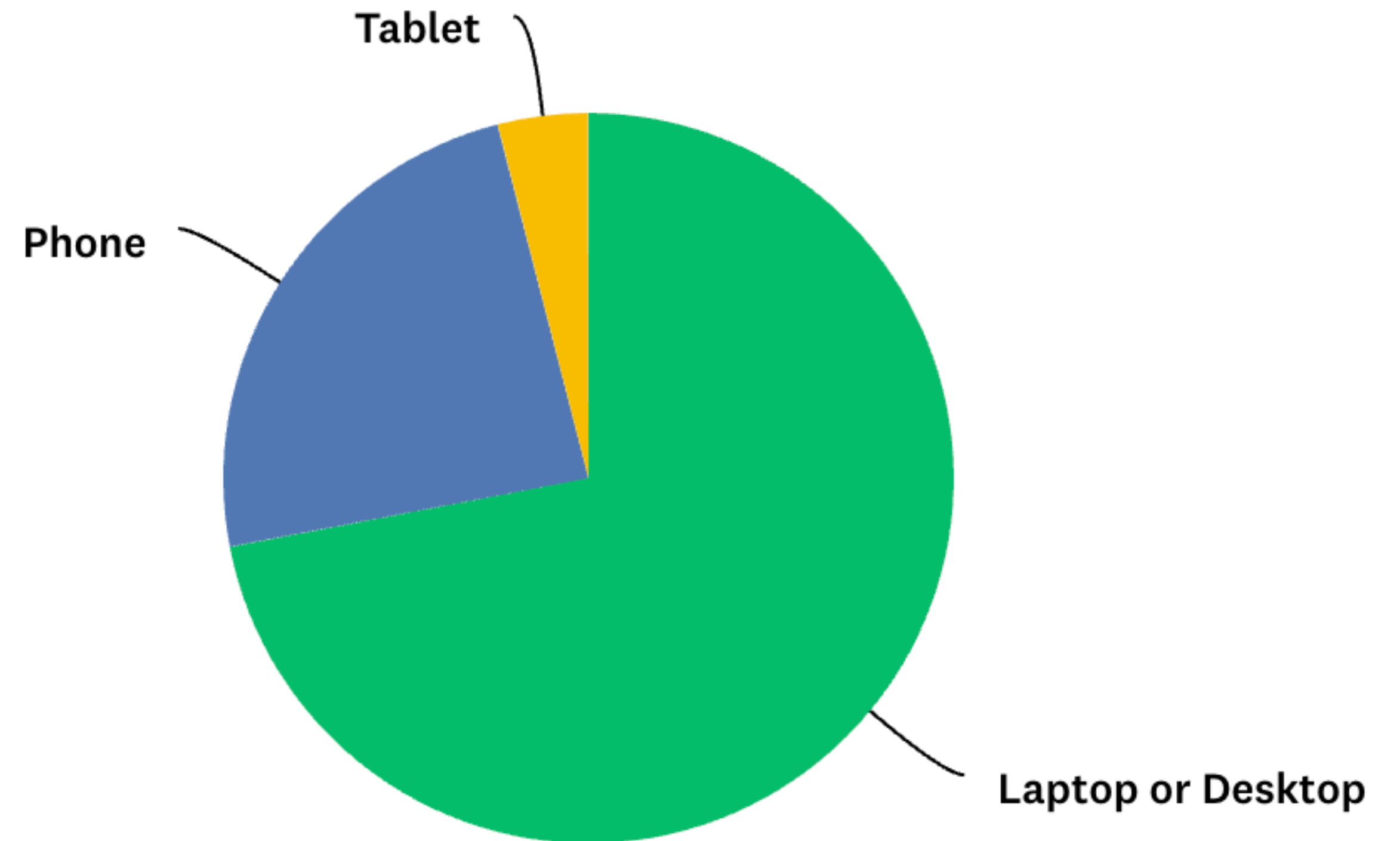- **8 - 12 months - 4%**
- **Over 12 months ago - 16%**

Key Insights: Majority of users 68% visited an Airline website or app in the last 4 months. Seondly 16% of users visited an Airline website or app for over 12 months ago this could be due to the current pandemic.

Q2 Which device did you use?

Multi-choice | Answered: 25 Skipped: 0

● Laptop/Desktop - 72%

● Phone - 24%

● Tablet - 4%

Key Insights: Majority of users 72% makes use of a laptop or desktop to make their bookings.

Q3 Which Airline/Booking website or app did you visit?

Text Box | Answered: 25 Skipped: 0

- Safair, Kulula, BA, Lift
- Skyscanner, Travelstart, Safair
- Expedia
- West Jet
- Safair
- Lufthansa
- Cheap Flights
- Safair

- Delta and Alaska
- Alaska
- Skyscanner, Hotwire, Hotel Tonight, Skiplagged
- Delta and Alaska
- Cheapflights
- Cheapflights
- Google
- Travelstart

- Lift
- Travelstart, Hopper
- Cheapflights
- Kulula
- Virgin Airlines
- Ethiopian Airlines
- Kulula
- Cheapflights

Key Insights: With respondents from the US, Canada and South Africa most were looking at flights from the Airline directly than Flight Booking sites such as Google, Cheap Flights etc.

Q4 Why did you visit the airline website or app that day? What were you trying to do?

Multi-choice and Text Box | Answered: 25 Skipped: 0

● Booking a flight - 48%

● Checking flight prices - 48%

● Finding suitable times - 4%

○ Other - First checking prices and times, then booking flights directly with the airline

Key Insights: Majority of users either booked a flight 48% or looked at prices 48% with 4% finding times. One respondent looked at prices first, then times, and booked directly with the airline.
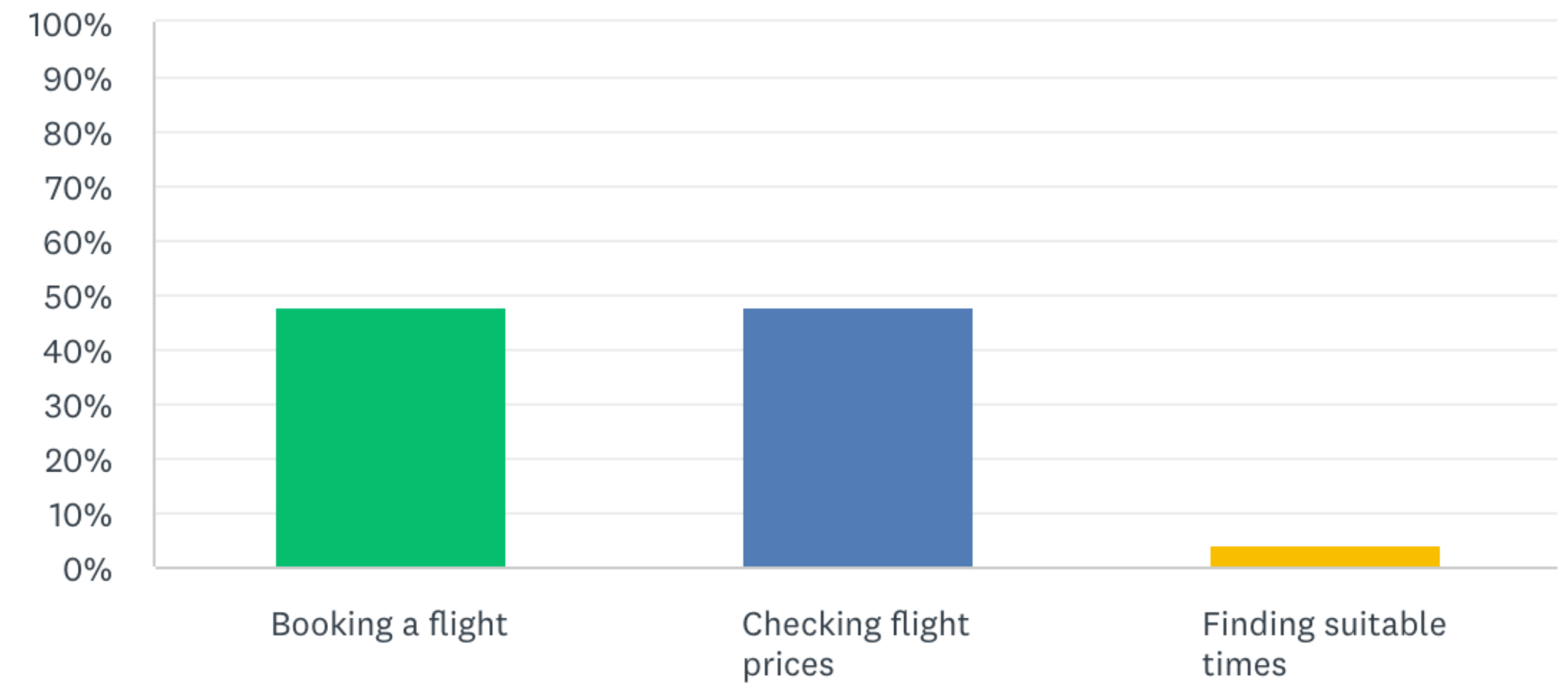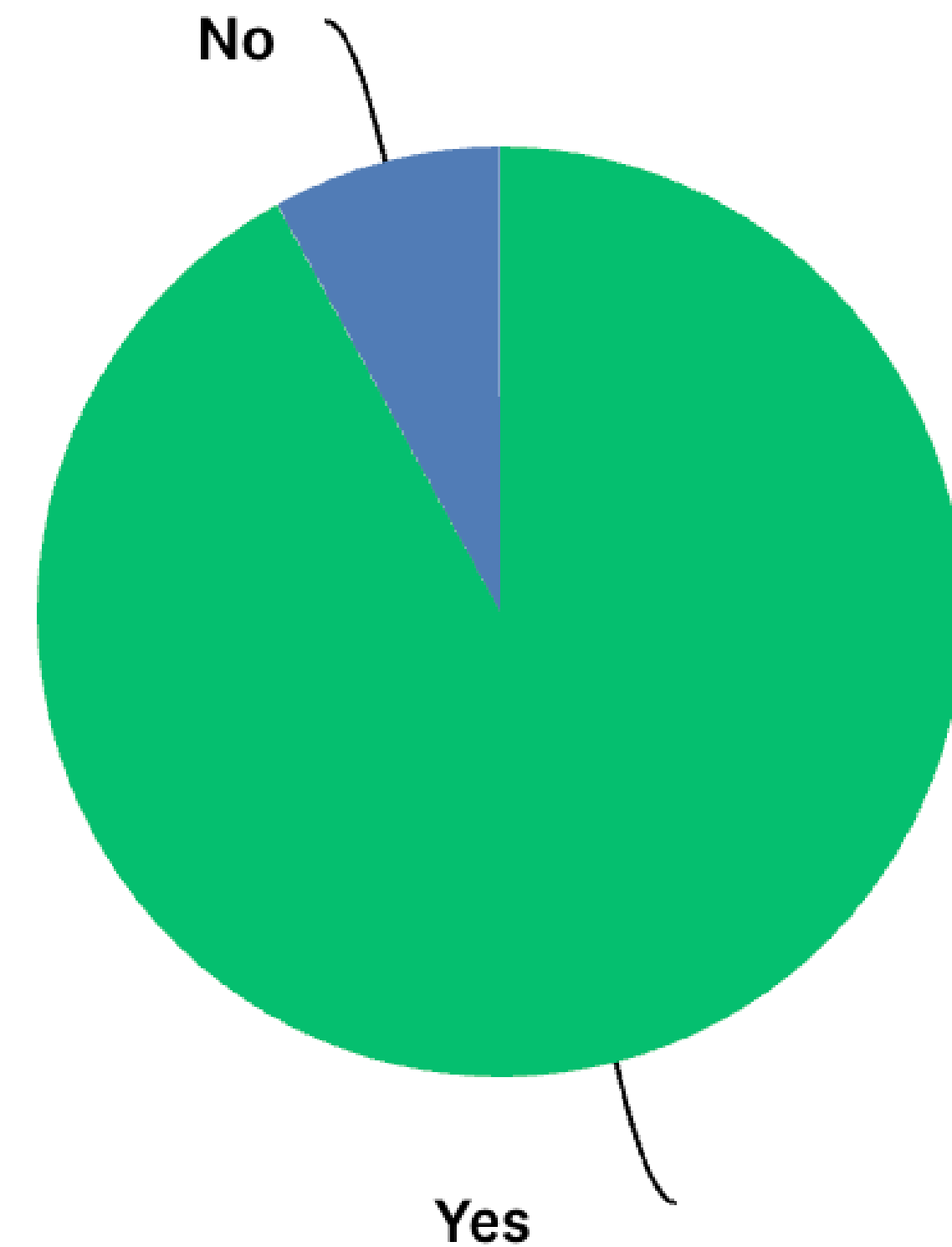
Q5 Were you able to complete your task that day? If no, tell us why?

Multi-choice | Answered: 25 Skipped: 0

● Yes - 92%

● No - 8%

○ No - I was just starting to look for prices.
No - Site timed out and kept changing my input, didn't want to start all over for the umpteenth time

Key Insights: Majority of users 92% were able to complete their task that day with 8% unable to.

No

Yes

Q6 What would you change about that website or app? What improvements would you make?

Text box | Answered: 24 Skipped: 1

- Some provide cheapest flights prior and next day

- Ease of booking car seats, or checking what's applicable in terms of extras for each of the travel legs

- Expedia UX is pretty good, I wish the main page was the flights instead of stays but other than that I can't think of anything else

- Not an improvement but I especially like how you can see prices of flights near the date of departure so you have the option to switch dates to save money.

- I enjoyed that the airline sends you notifications via a message about what gate to board or what carrousel you can collect your bags after your flight. Everything I want to know so that I don't have a stressed trip.

- It was such a challenge trying to change my flight, it could only be done at the airport.

- Added extras not clear

- I would remove the clutter and unnecessary imagery and have the booking in the center.

- Searching for flights with flexibility

- Make it more user friendly

- Date selection seems to be broken on most sites. Hawaiian Air has a great one in that it'll take your dates and show you prices around those dates as well.

- They work great for trip shopping and booking

- To have an option of going directly to the specific airline website of your choosing.

- Not much. The website had all the flights and prices of different airlines in one central location which was very convenient and saved time.

- I'm not sure what is in technical terms, but the way it times out and automatically 'erases' your search - maybe a 'save search' functionality so that you can return later with the same dates, passenger info etc. and see the updates flight prices and details (as naturally this would change after returning after any amount of time).

- None

- Show cheapest months/days to fly to and from destination

- Calendar layout can possibly be refined, and also use of the filters can be made more user friendly

- It would be great to have visibility of flight comparisons, e.g. simultaneous view of flights from CT to Lanseria vs from Cape Town to OR Tambo.

- There were some glitchy bits when checking that babies could be close to the sleeping cots at the front. In the end I had to book far away and then call them, which was annoying. Also, it was unclear whether my 3 year old would be right next to me or not. She obviously was, but the booking system was a bit weird and I didn't feel 100% certain.

- None

- None

- The flight costs on Google Flights are sometimes inaccurate when compared to the prices on the respective websites.

- I would like a voice feature

Key Insights: Majority of users would like to have a better view in selecting cheaper flights and dates. Most felt adding extras was also a bit unclear.

Q7 Did the Airline/Booking website or app meet your expectations?

Multi-choice | Answered: 25 Skipped: 0

- Much better than expected - 0%
- Better than expected - 12%
- As expected - 76%
- Less than expected - 12%
- Much less than expected - 0%

Key Insights: Majority of users 76% felt that the Airline/Booking website or app functioned as expected. 12% of users felt it functioned better or less than expected.
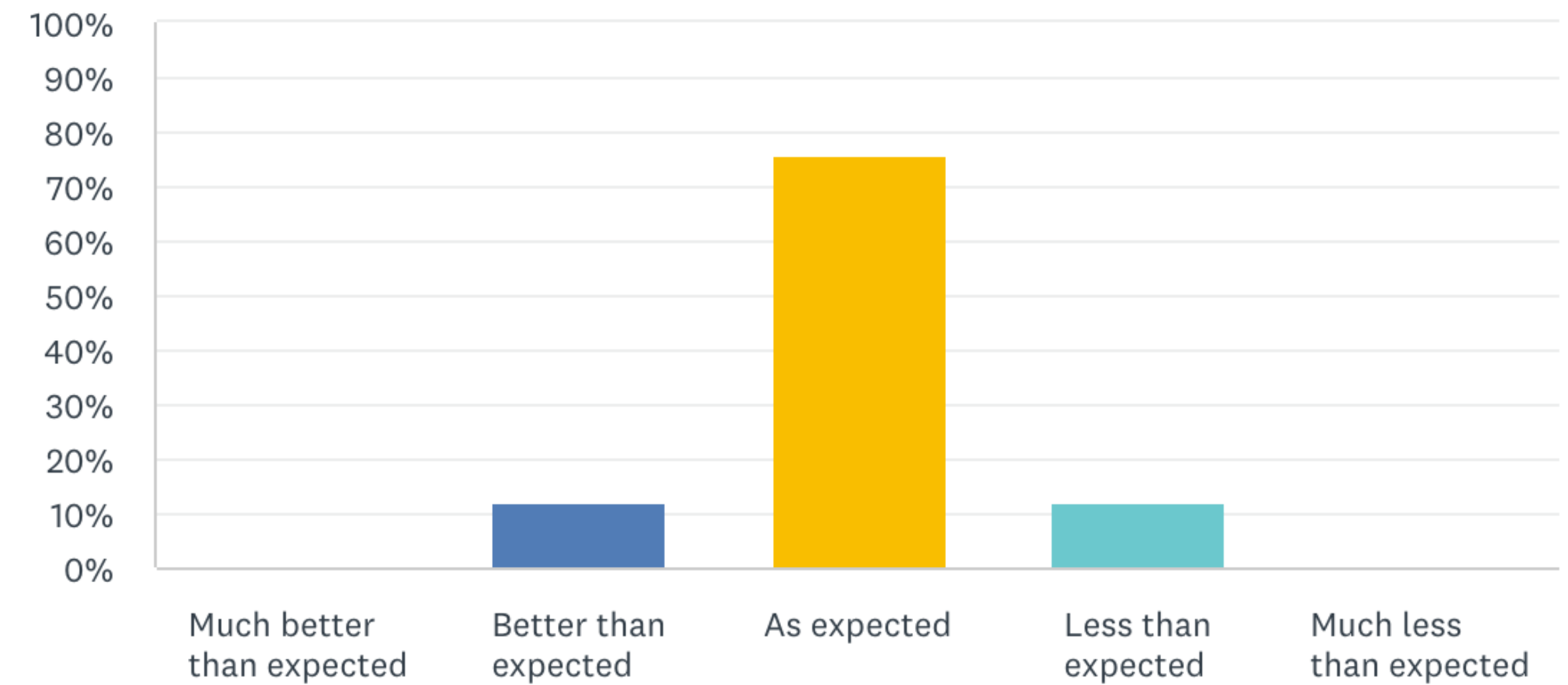
Summary of objectives

Goals

Primary task for most users is to book flights or to check pricing.

From the collected data most users visited an Airline/Booking website or app in the last 4 months.

Behavior

From the collected data 92% users were able to complete their task at hand with one user just looking at prices and one got timed out and didn't want to redo the whole process.

From the collected data most users would like an improved calendar view with pricing from departure and arrival.

76% of users had a neutral experience where the website or app met their expectation.

Context

Majority of users used a Laptop/Desktop to perform the task.

FlySafair and aggregator website Cheapflights. 55% visited an Airline directly and 45% used an aggregator website.

Learnings

More than half of the respondents 68% visited an Airline/Booking website or app in the last 4 months. 16% of respondents haven't visited an Airline/Booking website or app in over 12 months which could be becuase of the COVID-19 pandemic.

The suggestions for improvements varied, but most respondents would like a better calendar view when selecting flights with a filter to showcase cheaper options first. Pricing is very important to the user more emphasis needs to be place on cheaper flights and dates. Additionally, most respondents weren't sure about the added extras and felt it was confusing at times.

More than half (55%) of the respondents went to look for flights and pricing on the Airline website itself, while (45%) of respondents visited aggregator websites or apps.