



GOALS

AL: Book a flight from Cork to Faro.
RA: Book a flight from Dublin to Faro.

BEHAVIOURS

AL & RA: Airlines chosen.
AL & RA: Specific dates required.
AL & RA: Book flights.

CONTEXT

1. Search at home.
2. Search at work.
3. Search on mobile.

PAINPOINTS

N/A

GOALS

AL: Aer Lingus flight from Cork to Faro.
RA: Ryan Air flight from Dublin to Faro.

BEHAVIOURS

AL & RA: Go to airline site.

CONTEXT

AL & RA: On website.

PAINPOINTS

RA: Google ad mislead subject to open aggregator site in one instance.

GOALS

AL & RA: Find flight search.

BEHAVIOURS

AL: Scroll on page.
RA: Flight search in HERO section, no scrolling needed.

CONTEXT

AL & RA: Looking for the flight dates

PAINPOINTS

AL: Flight search is below the fold. The locale pop up made subject confused.

GOALS

AL & RA: Select outbound date and time.

BEHAVIOURS

AL: Scrolled down on page for section.
RA: Section already visible, no scrolling.

PAINPOINTS

AL: Add selection button wasn't clear to subject.

RA: Subject missed the green tick by the selected date and outbound time.

GOALS

AL & RA: Select inbound date & time.

BEHAVIOURS

AL & RA: Choosing return dates in relevant section.

PAINPOINTS

AL: Return section not obvious at first but then subject realised and was OK.

RA: Subject only saw one return date when there were two displayed.

GOALS

AL & RA: Add the required baggage to flight.

PAINPOINTS

AL: Subject unsure if you could book without reading the T&Cs.

AL: Subject felt the need to check the rules because of link to fare rules which was an unnecessary extra step.

AL: Subject was confused overall by the add baggage choices.

GOALS

AL & RA: Complete the flight bookings and make payment.

BEHAVIOURS

AL & RA: Add passenger info and pay. We stopped the test at this point.

CONTEXT

AL & RA: Subject was confident at this point and needed no assistance.

PAINPOINTS

N/A