

# Change Booking

# What didn't work?

The screenshot shows the British Airways 'Change booking' interface. At the top, the British Airways logo and 'Home' link are on the left, and 'Change booking' is on the right. Below the logo is a progress bar with five steps: 1 Select changes, 2 Select flights, 3 Seating, 4 Price, and 5 Payment. The current step is 'Select flights', which is highlighted in dark blue. The main content area is titled 'Chosen flights & price' and has two tabs: 'Your new itinerary' (active) and 'Your old itinerary'. The flight details are as follows:

Time	Day	Origin	Destination	Airline	Class	Action
09:30	Sun 14 Feb	Newcastle	Madrid	British Airways	Economy	<a href="#">Change</a>
17:10	Sun 14 Feb	Madrid	Newcastle	British Airways	Economy	<a href="#">Change</a>
11:05	Tue 16 Feb	Madrid	Newcastle	British Airways	Economy	<a href="#">Change</a>
15:55	Tue 16 Feb	Newcastle	Madrid	British Airways	Economy	<a href="#">Change</a>

Below the flight details, the text reads 'How much do I have to pay?' and 'Choose your preferred option. Costs include service fees'. There are two options:

- Option 1:  800 Avios ([refund](#)) + £70.44 (to pay)
- Option 2:  £55.44 (to pay)

At the bottom, there are three buttons: '< Start again', '< Return to Manage My Booking', and 'Continue >'. The British Airways logo is visible in the footer.

No one clicked on refund links within the two options.

Not obvious what that is or would cover. Not a verb or an action stimulus and when money is involved people are cautious in clicking.

What we have on the left of radios are not labels but titles.

# What didn't work?

Choose your preferred option. Costs include service fees

Option 1:  800 Avios [\(refund\)](#) + £70.44 (to pay)

Option 2:  £55.44 (to pay)

**Total cost of change**  
for all passengers

**800 Avios (refund) + £70.44 (to pay)**

[Hide cost of change calculation](#) -

	Adult	Child	Inclusive total 1 Adult, 1 Child
Avios <a href="#">(refund)</a>	600	200	<a href="#">(refund)</a> <b>800</b>
Fare per person	£0.00	£0.00	<b>£0.00</b>
Service fee per person	£35.00	£35.00	(to pay) <b>£70.00</b>
Taxes, fees and carrier charges	£0.22	£0.22	(to pay) <b>£0.44</b>
<b>Total cost of change</b>	<b>800 Avios (refund) + £70.44 (to pay)</b>		

No one clicked on the refund links within breakdown either no matter how many occurrences of the link.

# What didn't work?

## How much do I have to pay?

Choose your preferred option. Costs include service fees

- Option 1:**  800 Avios (refund) + £70.44 (to pay)  
[Why am I getting a refund?](#)
- Option 2:**  £55.44 (to pay)

The link was clicked but it failed to explain why the refund. Hence even with this link around people said that there is no other clickable aspect on the page to indicate they will get more info.

My initial design idea of showing the yellow box underneath by default is based on this. You don't expect to get a yellow box appearing once you've clicked a radio that is not normal behaviour hence no one clicked on the radio even though it showed a yellow box with breakdown link that could have given more info.

# What did work?

## How much do I have to pay?

Choose your preferred option. Costs include service fees

**Option 1:**  800 Avios (refund) + £70.44 (to pay) [Show cost breakdown +](#)

**Option 2:**  £55.44 (to pay) [Show cost breakdown +](#)

Obvious clickable links and the fact that people we're able to compare both if they had wanted.

# What did work?

How much do I have to pay?

Choose your preferred option. Costs include service fees

Option 1:  800 Avios (refund) + £70.44 (to pay) [Hide cost breakdown -](#)

	Adult	Child	Inclusive total 1 Adult, 1 Child
Avios refund <a href="#">why am I getting a refund?</a>	600	200	(refund) <b>800</b>
Fare per person	£0.00	£0.00	<b>£0.00</b>
Service fee per person	£35.00	£35.00	(to pay) <b>£70.00</b>
Taxes, fees and carrier charges	£0.22	£0.22	(to pay) <b>£0.44</b>
<b>Total cost of change</b>	<b>800 Avios (refund) + £70.44 (to pay)</b>		

Option 2:  £55.44 (to pay) [Show cost breakdown +](#)

Obvious clickable links. Users clicked both fairly immediately.

Both were promptly answering the questions in their minds.

Unfortunately we couldn't test old price and new price difference else that could have resolved everything.

The table was straight forward to look at.

# Redemption Calculator

# What didn't work?



The screenshot shows the British Airways website interface. At the top is the British Airways logo. Below it, there are two main sections: "Off-peak day prices" and "Peak day prices". Each section has a link to "view off-peak dates" and "view peak dates" respectively. Under "Off-peak day prices", there are two options: "4000 Avios + £75.50" or "4000 Avios + £50.00 Reward Flight Saver fee". Under "Peak day prices", there are two options: "6000 Avios + £80.50" or "6000 Avios + £55.00 Reward Flight Saver fee". Below these, there are two more rows of options: "2500 Avios + £115.50" or "2500 Avios + £90.00 Reward Flight Saver fee" and "4500 Avios + £120.50" or "4500 Avios + £95.00 Reward Flight Saver fee". At the bottom, there is a link "Show more prices +".

Off-peak day prices <a href="#">view off-peak dates</a>	Peak day prices <a href="#">view peak dates</a>
4000 Avios + £75.50 or 4000 Avios + £50.00 <a href="#">Reward Flight Saver fee</a>	6000 Avios + £80.50 or 6000 Avios + £55.00 <a href="#">Reward Flight Saver fee</a>
2500 Avios + £115.50 or 2500 Avios + £90.00 <a href="#">Reward Flight Saver fee</a>	4500 Avios + £120.50 or 4500 Avios + £95.00 <a href="#">Reward Flight Saver fee</a>


[Show more prices +](#)

Users couldn't understand "Reward flight saver" and adding the word "fee" didn't help in explaining much. Hence they didn't click on the links to learn more about them.

Some thought these were special flights giving special rates. Brand needs to change as well.



# What didn't work?

**BRITISH AIRWAYS** 

<b>Off-peak day prices</b> <a href="#">view off-peak dates</a>	<b>Peak day prices</b> <a href="#">view peak dates</a>
<b>4000</b> Avios + £0.00 + £75.50 taxes, fees and carrier charges or £50.00 <a href="#">Reward Flight Saver fee</a>	<b>6000</b> Avios + £5.00 + £75.50 taxes, fees and carrier charges or £50.00 <a href="#">Reward Flight Saver fee</a>
<b>2500</b> Avios + £40.00 + £75.50 taxes, fees and carrier charges or £50.00 <a href="#">Reward Flight Saver fee</a>	<b>4500</b> Avios + £45.00 + £75.50 taxes, fees and carrier charges or £50.00 <a href="#">Reward Flight Saver fee</a>

[Show more prices +](#)

[Check availability on this route](#)

Some users thought this could explain that RFS has something to do with taxes as both are juxtaposed to provide that indication.

But found the other design to be clearer in overall proposition.