

Remote Testing

ECR Phase 2

Questions

1. Accrual Calculator

- a) What do users understand from the existing name? Thoughts on “Collecting Avios calculator”
- b) Do users understand how to use this tool and what to expect before using it?
- c) When the page scrolls down to the results section do they understand what has happened? (if we can produce a smooth scroll)
- d) Why would people be interested in knowing how many points they can collect?
- e) Do customers understand that cabins and classes are based on carriers?
- f) Do customers read/look at the top of the table showing search result parameters (from and to)?
- g) Are customer happy looking at **all cabin results** in one go?
- h) What benefits can they see in adopting this approach? Comparisons, multiple searches etc
- i) Do customers understand how the results are organised?
- j) Can customers understand the various **classes and their codes**? Do they find these codes helpful? What do they understand from them?
- k) Do users understand what it means when they get “0” results?

Questions

2. Redemption Calculator

- a) Why would users be interested in the redemptions calculator?
- b) What do users understand from the existing name? Thoughts on “Spending Avios calculator”
- c) When inputting “leaving from” and “going to” do users know what their probable connections/stopovers would be?
- d) Are users able to associate their search parameters with the results table?
- e) What would users be interested in looking at as default; Off-peak or Peak?
- f) Do users have knowledge of the off-peak proposition? Are they able to find that off-peak link underneath the results title?
- g) Out of the 6 price combinations which option would users prefer?
- h) Do users understand that by clicking on the “more prices” option they will be able to open up further price options?
- i) BA Connecting + Iberia Direct: Do users scroll down to look at BA options. Do they know its connecting?
- j) When BA and Iberia don’t fly the route, do users read the BA error message? Are they satisfied getting “partner airline” table? Would they be interested in getting the name of the partner carrier.

Questions

2. Redemption Calculator

- k) Redpath: How often do users search for connecting journeys?
- l) Do users know where there connections are when using this tool?
- m) Do users understand what is being said and required (next steps) from the error message?

Questions

3. Flight List

a) When a user lands on flight list. At first glance is he able to:

- Identify off-peak days
- Glance at the links on top of the 7 day calendar
- Associate the off-peak labels on tabs with link on top containing calendars.
- Find the availability calendar without prompting
- Understands what off-peak means?
- Show interest in clicking an off-peak button/label
- Understand what off-peak + check availability means on the 7 day calendar
- Understand how to go to next and previous weeks using arrows
- Decide on clicking an off-peak label if the selected tab is off-peak

b) Which layout serves the above goals better?

Questions

4. 30 Day Calendar

- i. **If a user clicks on the BA availability calendar link:**
 - a. Is the user able to identify that this is a BA Availability Calendar with off-peak dates?
 - b. Is the user able to identify the default bound?
 - c. Is the user able to identify peak and off-peak days?
 - d. Is the user aware that he can switch to Iberia calendar as well if Iberia is flying that route as well?

- ii. **If a user clicks on Iberia calendar link on the flight list page:**
 - i. Is the user able to identify that this is an Iberia 30 day Calendar with off-peak dates?

5. Price Quote

Is the user able to identify what he has purchased and what the fare conditions are?

Scenario Index

Tool 1: Accrual Calculator

1. You are flying from LHR – JFK (NewYork) using British Airways. You are interested in calculating how many Avios and Tier points you would earn using this tool
2. You need to go to madrid for a holiday. You are interested in knowing how many Avios and Tier points you would get flying Iberia. Please select from LHR – MAD
3. You live in Newcastle and wish to check how much you can earn in terms of Avios and Tier points going from NCL – HKG (0 error)

Scenario Index

Tool 2: Redemption Calculator

1. You have accumulated some Avios and would like to redeem for a trip Madrid. Please select a trip going from LHR – MAD (All carriers). (user can flick from off-peak to peak)
2. You are in the US and you need to make a trip from JFK to Orlando Florida. You wish to redeem your Avios Avios miles going JFK – FL (BA Error + Partner Direct)
3. You wish to travel from LHR to Colorado Springs. (RED PATH: LHR – COS (Colorado Springs) (Error))

Scenario Index

1. Prime Sale Flow (7 and 7A green labels and top links, 7B Blue, 7C Icons and 7D capsule)
(Flight List + Availability Calendar + Price Quote) (Green labels + Combined)