

GLP

Discussion Guide

Hi

Thank you for joining us today. Hope you've had an enjoyable experience so far. My name is Murad and I am a UX designer working on Exec Club projects.

We have a 40-45 min session planned for you today where we'll be showing off some new designs and functionality and get your feedback. This new functionality is going live sometime next year.

A nice little gallery setup here with 6 posters vying for your attention. While you're looking at these posters I may request a couple of volunteers to test our interactive tool here and if we have 10-15 min in the end we share a few more screens and get your feedback.

So, does anyone have an Avios account?

And have you heard of Combine my Avios before. Combine my Avios transfers Avios physically from one account to another. With our new linking tool you can leave your Avios in your accounts link them up and use them as and when required.

Does anyone have a Household account?

If you're a household account member looking at your account statements it's quite handy to have the total transaction value and its breakdown per Household member. The new statement is going to give you just that. Total transaction and a breakdown wherever required. So complete transactional information will be provided.

About the Gallery...we have 6 posters....

So let's go through the scenario or task at hand and then we can head off to the gallery.

Intro: 10 mins

Exhibits: 20 mins

Presentation: 15min

A. Intro to GLP

What's changing? Has changed.

1. Linking:

Does anyone have an Avios account in another loyalty programme?

Group 1

Group 2

We are introducing a new tool for Linking Avios. You will be able to pool and accumulate Avios from various Avios accounts and programmes

Have you ever heard of Combine my Avios?

Group 1

Group2

2. **Statements** – Avios is now your total Avios. Breakdown of costs

3. **Household changes.** [Do you have a Household account?](#)

Group 1

Group2

The 3 parts

1. Gallery – The exhibits

2. Interactive

3. Screen display **Read out the scenario....**

Final round on large screen TV

Depending on what's left from the Gallery session. Show the users some screens on large monitor

- 1) Account Summary open state.
 - Show Avios.com only

 - **What should come first, Tier or Avios?**
 - Group 1
 - Group 2

 - **Which order works for you?**
 - My Account + My Linked + Other Household Members
 - Group 1
 - Group 2

- 2) My Statement: Transaction date and what can it be

- 3) Linking
 - a. Show them the two 2FA's as group? Can they pick which profile this 2FA is referring to?
 - b. Ask them about ACM and if anyone has any other ACM accounts?
 - c. Linking with *Avios.com*

- 4) Family and Friends

Today's exercise

We'd like your help evaluating some new features that we're planning to introduce next year.

Imagine you are **Sam Francis**. You and your partner Alex are both members of the Executive Club sharing Avios in a Household Account.

While shopping online you've joined **avios.com**'s loyalty programme where you can collect Avios from a number of retail stores.

British Airways has recently introduced a linking tool where you can pool Avios from across various programmes. You like this idea and decide to link your **Executive Club** and **avios.com** Avios.

The posters you see on the walls are illustrations of how your accounts and transactions would look like when you are in a household and have linked your Avios across programmes.

Exhibits on the walls

- A. Your Account Summary
- B. Recent transactions
- C. My Statement
- D. Household accounts
- E. Head of Household
- F. General comments

A.Your Account Summary

You are visiting ba.com to check your account information. You log in to your Executive Club account and are shown your account summary.

You might like to consider:

- How do you interpret the figures presented within the account summary section? Do they make sense?
- Would you like to see how much is being contributed by your linked programmes?

Please share your thoughts...

B. Recent Transactions

While reviewing your recent transactions, you notice that someone in your household has booked a reward flight for 14000 Avios.

Considering how we have presented this information you might ask yourself:

- Does this provide all the details I would expect or are there any queries still unanswered?
- Can I tell who has made this booking and in which programme?
- Can I tell how much is my contribution and where it's coming from?

Please share your thoughts and suggestions.

C. My Statement

You are viewing your account statement. What do you think of the statement and how the information is displayed?

Please also think about the following:

- What do you think the transaction date indicates here?
- How would you normally go through your statements? Do you have a particular date in mind or would you simply browse using the next button.

Please share your thoughts and suggestions.

D. HHA pre-pin

Assuming you haven't started a Household account and you want to learn more about the Executive Club Household account proposition.

- Do you feel this screen is giving you enough information to help you start a Household account?
- Do you feel motivated in starting a Household account?
- What else do you like to see or change?

E. HHA post-pin

You've opened a Household Account and have gone to the Household account page to review your account. As the Head of Household, you are able to make some changes to your account.

Please consider how this page is designed.

You could think about:

- Is it clear how many members you have in your Household and how many more you could have?
- Is it clear what you can do as Head of Household with your accounts and account and members?

Please share your thoughts

F. General comments

Please share your thoughts, past experiences and suggestions. Anything you like, dislike or would like to see on Executive Club.

We'd especially like to know:

- What has impacted you over the years and how can we improve?
- How would you rate your understanding of the Executive Club?
- Did you know about the Household Accounts and Family & Friends before this session?

Planning

1. Gallery – The exhibits

What needs to go in this session?

- i. We will use A2-A3 poster with titles of what we're looking at and post-its
- ii. Users will get a paper with scenario printed on it.
- iii. With every poster heading there will be a question or questions. These will either be with every poster or on the supporting sheet.
- iv. We can have numbers or A, B, C identification on exhibits. These should be there on the pages as well.
- v. **Posters:**
 - Account Summary (HHA + Link)
 - Recent Transactions (HHA and Link)
 - My Statement
 - HHA pre-pin
 - HHA post-pin
 - General comments poster so all in all 6 posters
- vi. For statements poster put a brief one or two liner about how this Avios is now interpreted.

2. Interactive Linking

- Scenario: Link with **Avios.com** (users who use Avios.com and have merged accounts will have more knowledge of this)
- Show them the two 2FA's as group can they pick which profile this 2FA is referring to?
- Ask them about ACM and if anyone has one or more ACM accounts?
- Linking with Avios.com

Questions and objectives

1) For Account Summary we will test

- a. If people like to see a breakdown of their linked accounts or not?
- b. If they make sense of the equation presented before them $\text{Total} = \text{My EC balance} + \text{My Linked Balance} + \text{All other HHA member's balance}$
- c. We will also test if users want to see Tiers on top or Avios as loyalty thinks we should have tiers on top.
- d. We can also test if users can understand the difference between Avios and Tiers
- e. How the AGL partners are presented in the linked breakdown is that making sense?

2) For statements we need to check

- a. If people understand what Total Avios means as till now they have been looking at relative BA Avios
- b. For HHA do users want to know who made the transaction and for how much
- c. For linked accounts and HHA do users understand why one is paying more/less than the other
- d. Do users know where to go for help with such Avios allocation questions?
- e. What does transaction date and Avios posted dates mean to users? We want to take transaction date out of the statements as they are confusing.
- f. How would users look at statements – monthly, date ranges etc

3) Linking

- a. We have two 2FAs appearing in the linking flow; can the user figure out which 2FA info is this asking for?
- b. Can users understand the concept of linking two ACM member accounts in one go?
- c. Can users understand how ACM works?
- d. Are there any interface issues with such linking flow?
- e. Do people understand 2FA?
- f. What do they think linking is?
- g. Can they grasp the idea of linking accounts shown on landing screen?

- h. Linking is a new tool/concept can users understand and will this be useful?

4) Household Accounts

- a. Do users understand what HHA is and how to start an HHA?
- b. Have they heard about HHA before?
- c. Do users know how a slot counter work for household members?
- d. What if we share information on link counter will users understand any of this convoluted link counters?
- e. Do users understand that Family and friends can co-exist with HHA only?
- f. Is our info graphic able to explain what F&F is?

5) 2FAs

- a. Have you seen this before and do you know what this is asking you to do?
- b. Which method do you normally use for your passcode?
- c. Do users want to save delivery method?
- d. Saving a device; would you like to have a safe device? Where would you go to change these settings?