



Usability Test Report

Experience Dynamics

Executive Summary

- 1. Consistency of page translation is a big issue for Chinese HVC.** Users feel the site should all be in Chinese, not parts of it. Users found many pages to be in English and forms to also not accept Mandarin input. Translation inconsistencies signal a broken experience for users. Further, beyond translation- pages should be localized to give the feeling that SkyTeam truly understands the Chinese HVC, long-haul and business traveler.
- 2. Round the World planner suffers from language access issues.** Many users did not understand the label RTW planner. On a page where it is mentioned, it appears in English, causing users to miss it. Instead make it say Plan Your Trip, with RTW as a main title or sub-title (in Mandarin). Note this is also an issue for SkyTips or any other branded terminology. The RTW tool itself also seems convoluted. Instead if possible, RTW planner should be built into the experience of the site- start your trip, enter destination 1, 2 etc (like building a multi-city travel booking).
- 3. Error messages, confirmations and form tips need to be more clear.** Many users got confused or did not see error text; did not understand confirmations (word Success missing) and Continue button missing. eg. Long messages (event registration rule with 2 conditions) were not fully digested- users scanned the first one then tried it.
- 4. Search needs to be improved and indexed for Chinese character input.** Users were not very successful using search for terms like SkyTIps. Search and all site text should be in UniCode for globalization readiness. Pages should not divert to the English language root site/index.
- 5. Flight booking value proposition needs to be stronger.** A better explanation of how SkyTeam can book your flight will help users feel comfortable making bookings via SkyTeam's website. Note: Mandarin character input is a show-stopper issue with access in China.



Methodology



Background

Results of online usability test

– 10 Total users

<http://www.skyteam.com/zh/>

User profiles:

30% book on PC; 30% on PC/Mobile; 30% neither

•90% make own booking

•60% Somewhat familiar with SkyTeam (20% very and 20% NOT)

•60% Visited site 2-3 times; 30% Never; 10% 1 time

•90% Never used SkyTeam mobile app

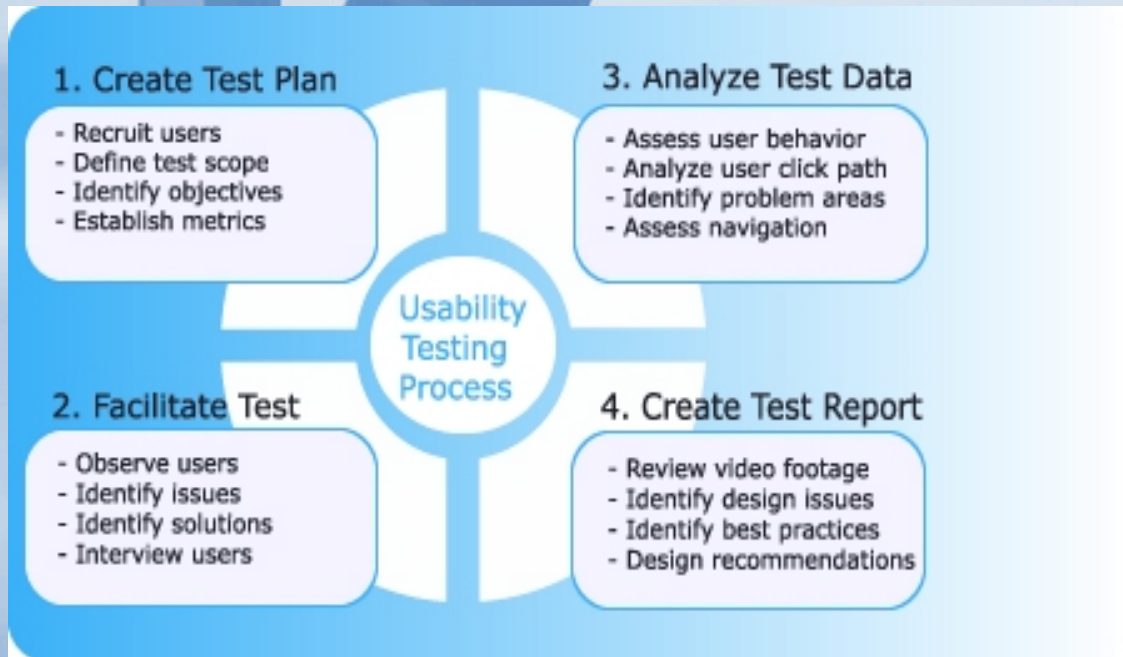
Why Usability Testing?



“Two distinct advantages to formal testing: it provides feedback for site development, and it is an educational opportunity for designers and engineers, allowing them to see firsthand the decision-making process of an average site visitor” –Jupiter Research.

- Provides validation of design direction.
- Gives you real behavioral insights into how users actually use your site/app.
- Lets you see patterns of use across users and uncover confusions or errors.
- Move beyond the “stupid users” myth to uncover un-intuitive features or functionality.
- Provides insight and empathy for the user’s experience to help you fix *design errors* and issues.
- Industry standard for quality website/software development: ISO standard ISO/TR 16982:2002; ISO 9241.

Methodology



- Lab Testing/Online Usability testing
- 1:1 sessions
- Users walk through tasks.
- Post-test interviews
- No help; users follow tasks to find the answers (best practice usability testing methodology).



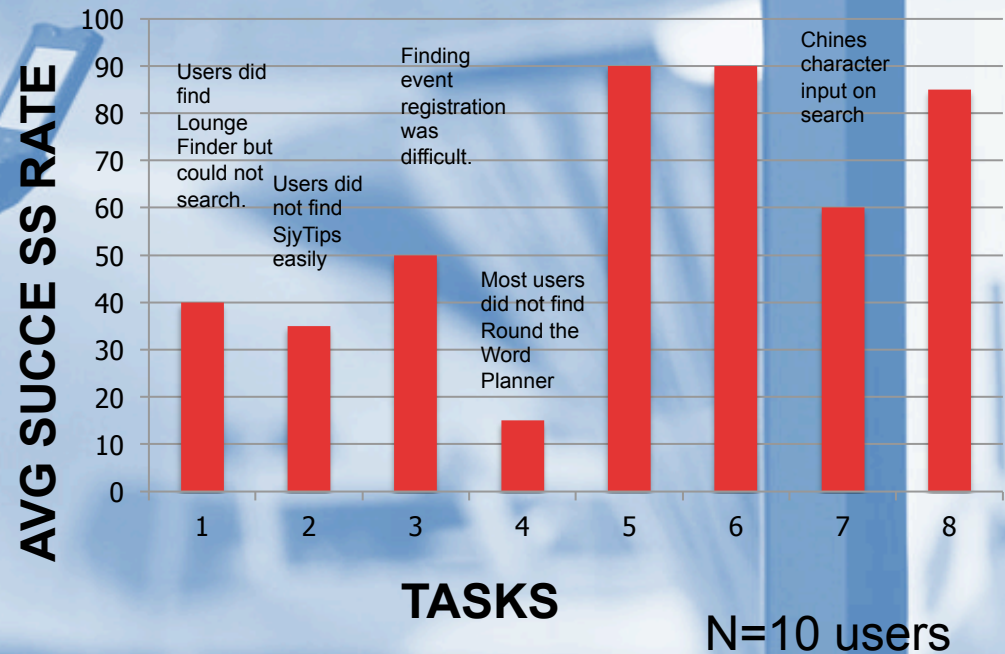
Data Overviews

Task success rate- all users

Effort completing a task

TASKS

1. SkyTeam Lounges in the USA. San Francisco or Vancouver BC lounge. DO lounges have wireless Internet?
2. What is there to do in San Francisco airport? Is there a museum- is it free of charge?
3. To arrange a meeting what does SkyTeam offer? Can you register your event? Register for an account first.
4. SkyTeam discounts if you book with them. Reservations. How about questions with the planning tool- what does site offer to help.
5. You want to check the SkyTeam Weibo page to see what they are saying. How about SkyTeam?
6. Flights leaving Shanghai and arriving in New York City. What flights does the SkyTeam website offer?
7. What are the benefits of SkyPriority Finder according to the SkyTeam website? Can you get priority immigration? Check to see what benefits you would gain from leaving Shanghai airport transferring in Vancouver BC Canada to Chicago. What benefits would SkyPriority offer you?
- 8 What are the benefits of using the SkyTeam network? Does SkyTeam have a mobile app?



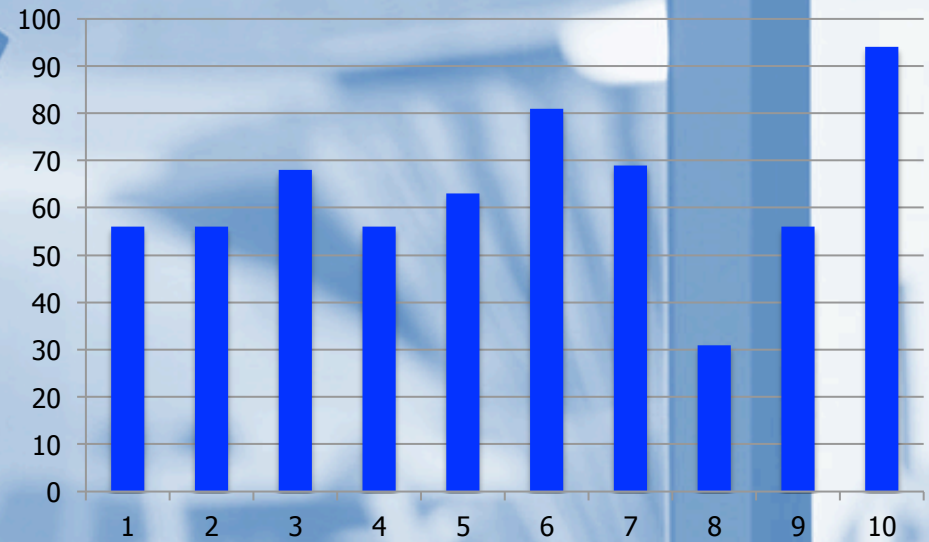
Task success by user

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- 8 What are the benefits of using the SkyTeam network?
Does SkyTeam have a mobile app?

AVG SUCCES RATE

Performance per user (total score)



USER

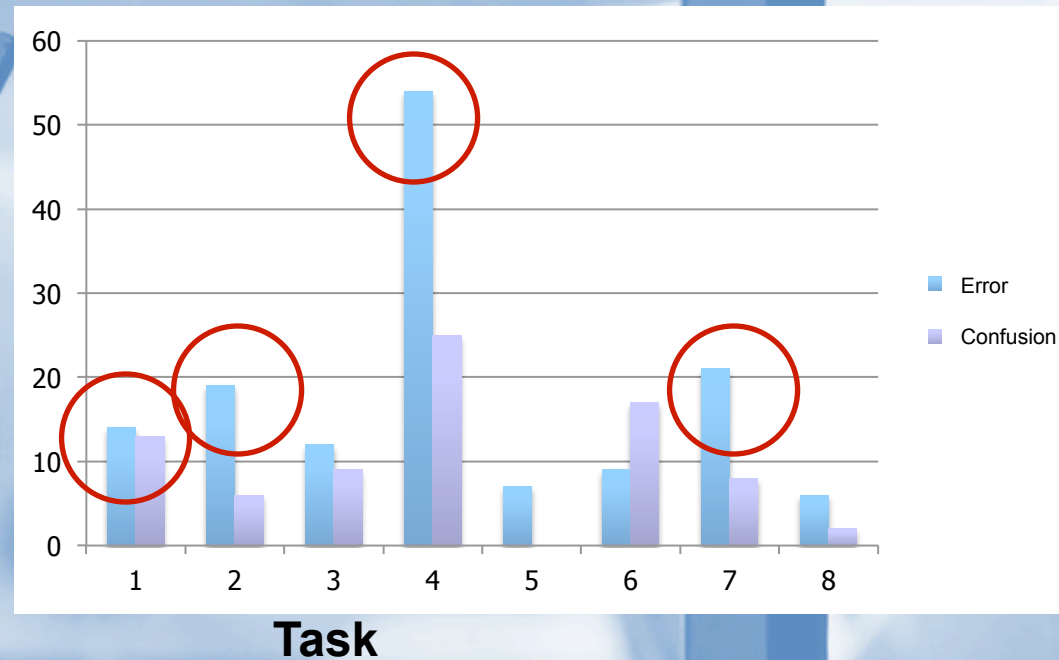
N=10 users

Error/confusion rate

ISSUES COMPLETING TASKS

TASKS

1. SkyTeam Lounges in the USA. San Francisco or Vancouver BC lounge. DO lounges have wireless Internet?
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Does SkyTeam have a mobile app?



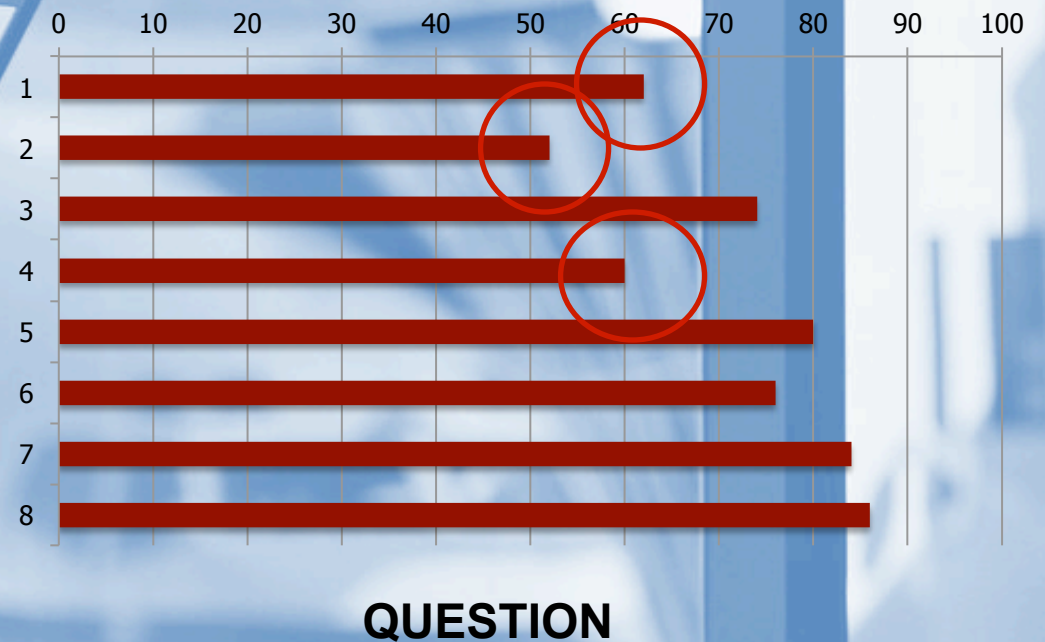
N=10 users

Errors= mistakes users make while completing a task.
 Confusions= confusion or frustration while completing a task.

Subjective Satisfaction

Indication of user's perceived performance; self-rating.

Perceived Ease of Use



QUESTIONS: I think.... Is easy

1. I think finding SkyTeam lounges at airports is:
2. I think learning about airport facilities such as museum in San Francisco (SkyTips) was:
3. I think arranging a meeting and registering for an event was:
4. I think using the Round the World booking tool was:
5. I think checking the Weibo page is:
6. I think finding flights was:
7. I think using SkyPriority was:
8. I think learning about SkyTeam was:

Also see user verbatim



Detailed Summary (Task Walk-through)

TASK 1

SUCCESS RATE

40%

ERRORS/ CONFUSIONS

14/13

T1 For upcoming travel to the United States, you want to make sure the airports you will visit have SkyTeam lounges. According to the website, is there a SkyTeam lounge in San Francisco? How about Vancouver BC Canada? Do the lounges have wireless Internet wifi?

Test Findings:

Findings:

1. Users easily found Lounge finder. The biggest problem is the search field doesn't support Chinese input.
2. Most of the users got confused due to the form not accepting Mandarin. Only two or three participants switched to English input. Others got frustrated and gave up. One user struggled to spell Vancouver in English.
3. Many users went to other sections to try to locate the information. Someone saw wifi info in other pages. One user found it in SkyTips.

Recommendations/ Changes:

1. Fix text box to accept Simplified Chinese (all forms should be UniCode friendly).
2. Note: Submit button seems to be missing.

The screenshot shows the SkyTeam website's lounge finder page. The header includes the SkyTeam logo, a language selector set to '中文(简体)', and a search bar. The main navigation menu contains 'Home', '航班和目的地', '机场和服务', '常旅客', '适用于您的企业', and '关于我们'. The page title is 'Home > 机场和服务 > 天合联盟候机室 > 天合联盟候机室'. The left sidebar lists various sections: '天合心得 - 您的机场心得', '便捷旅行', '天合联盟候机室', '候机室使用政策', '伦敦专属候机室', '伊斯坦布尔专属候机室', '签证与健康信息', and '天合联盟政策'. The main content area features the heading '查找候机室' (Find Lounges) and a sub-heading '查找候机室'. Below this is a paragraph in Chinese describing the lounge benefits and a search input field. To the right is a world map with purple location markers. At the bottom, there is a note in Chinese: '注: 您可能无法使用候机室查找器上显示的某些候机室; 候机室入口处会有工作人员检查您是否有资格使用相关候机室。' The footer of the page shows a silhouette of a couple walking towards the Eiffel Tower.

TASK 2

SUCCESS RATE ERRORS/ CONFUSIONS

35%

19/6

T2 You will have 4 hours at San Francisco airport. What is there to do in the airport? You heard there is a museum- is it free of charge?

Test Findings:

Findings:

1. Several users thought they could find the info from the lounge finder.
2. Most users struggled (due to English content) to find the museum info. Even they were in the right page, they ignored the info with scrolling up and down. Users want consistency either all English or all Chinese. Fluent English speaking user had no problem (94% overall success) compare to 2nd and 3rd users: 81% and 69%.
3. Many users did not see SkyTips at all, which influenced their score for the post-questionnaire.
4. Users did not associate SkyTips with finding the museum.
5. A few used search engine to search for the museum (they searched San Francisco or museum).

Recommendations/ Changes:

1. Add a tagline Things to Do next to SkyTips. SkyTips alone is not intuitive.
2. Add SkyTips to search engine.
3. Promote tips on each page (right side) and by email.

The screenshot shows the SKYTEAM website interface. At the top, there is a navigation bar with links for Home, 航班和目的地, 机场和服务, 常旅客, 适用于您的企业, and 关于我们. A search bar and language selector (中文(简体)) are also present. Below the navigation, there is a hero section with five airport photos: 阿姆斯特丹, 亚特兰大, 伦敦, and two others. The main content area features a large heading '天合心得 - 您的机场心得' and several promotional banners. One banner promotes a contest to win a Kindle Paperwhite 3G by liking the Facebook page and sharing airport knowledge. Another banner promotes a contest to win an iPhone 6! by participating before December 31st. A third banner highlights a tip about the San Francisco SkyTips museum, noting it is free of charge and has a modern art department and aviation history.

TASK 3

SUCCESS RATE ERRORS/ CONFUSIONS

50%

12/9

T3 To arrange a meeting, what does the SkyTeam offer? Can you register your event?
Register for an account first.

Test Findings:

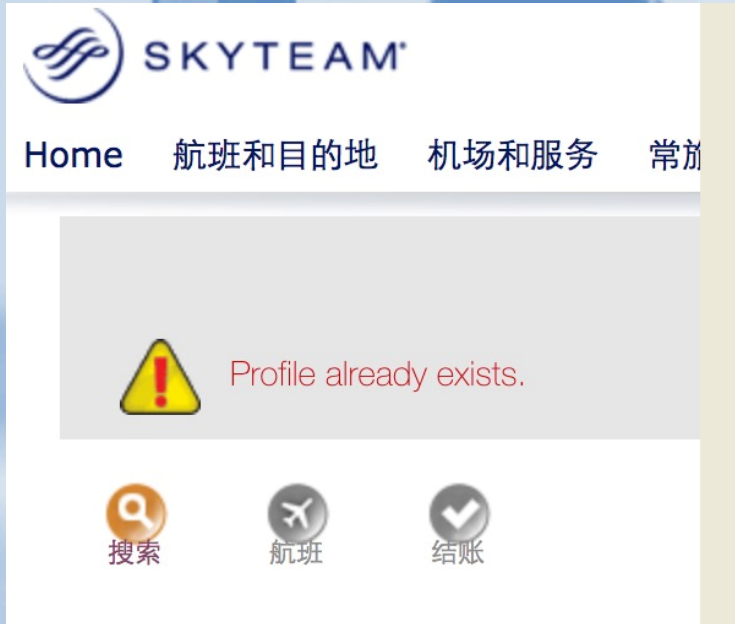
Findings:

1. Users understood that For your Business was the place to find meetings. Note: Most users access this from the top navigation (not the home left menu).
2. However several users ran into the language problem- If you enter from the shortcut from the home page--click all the way to registration---the page will be all in English!
3. One participant got confused and he didn't know that much English. He tried to register in the "Sign in" section (s8).
4. Users struggled with error messages/ confirmation messages (eg 50 attendees). See following pages!
5. For different needs of the participants, over 50% think its useful. The rest indicated it was not useful for them, but still they think this function is quite new compared with other Alliance website. The main confusion was clarifying who will buy the tickets, individuals or the organizer? Description is not that detailed- should be improved.

See more Findings/ Recommendations next pages.

The screenshot shows the SkyTeam website interface. At the top, there is a navigation bar with the SkyTeam logo and several menu items: Home, 航班和目的地, 机场和服务, 常旅客, 适用于您的企业, and 关于我们. On the right side of the navigation bar, there is a language selector set to '中文(简体)' and a search icon. Below the navigation bar, the main content area features a large heading '为您的公司提供协助' (Assist your company). Underneath this heading, there is a paragraph of text in Chinese: '无论在您是安排企业旅行、组织一场国际会议或是想找到为您的中小型企业赢取奖励机票的机会, 天合联盟都能为您提供解决方案。' (Whether you are arranging corporate travel, organizing an international conference, or looking for opportunities to win reward tickets for your small and medium-sized enterprises, SkyTeam can provide solutions for you.) Below this text, there is a section titled '国际会议' (International Conference) with a sub-heading '国际会议' and a paragraph of text: '筹办全球性会议需要全球性合作伙伴。对于天合联盟而言, 我们的日常工作便是顺利将旅客运抵世界各地, 我们的全球会展产品是您理想的活动旅行解决方案。选择我们, 您不仅可以获得折扣机票和奖励机票, 还可以简化您的活动旅行。' (Organizing a global conference requires global partners. For SkyTeam, our daily work is to smoothly transport passengers to various parts of the world. Our global conference products are your ideal activity travel solutions. Choose us, you can not only get discounted tickets and reward tickets, but also simplify your activity travel.) Below this text, there is a button labeled '注册您的活动' (Register your activity). To the right of this section, there is a section titled '出席全球会展?' (Attend global conference?) with a sub-heading '出席全球会展?' and a paragraph of text: '马上获取我们世界级航空公司网络 (20 家) 的令人心动的折扣。输入您的活动 ID 并单击下方按钮, 即可预订最便利的旅程。' (Get our world-class airline network (20 airlines) exciting discounts right now. Enter your event ID and click the button below to book the most convenient journey.) Below this text, there is a form to input an event ID and a button labeled '立即预订!' (Book now!). At the bottom of the page, there are three sections: '企业忠诚度计划' (Corporate loyalty program), '企业协议' (Corporate agreement), and '旅行业务或货物' (Travel services or cargo).

TASK 3



Findings: On the account registration page. This error message was not clear to users (for testing purposes- we used the same email).

Recommendations: Change language to say “email or username already exists”.

Findings: When account registration is done, it says your account has been established. One user got confused with this pop-up window, she didn't realized it was successful. There is no indication of success in the Mandarin translation.

Continue button was not apparent- it is too light gray and does not look like a button. Also when clicking on it, it goes to Registration page but the performance was very slow from Shanghai.



Recommendations: Add the word “Success”, in Chinese “成功” in this confirmation dialog. Make the Continue button bolder and more apparent (it's currently a word).

Test and optimize performance from China (servers should be in China to improve speed).

TASK 3

或者，选择您接下来想要前往的地方：



客户服务

我们提供英文客户服务。如果您需要帮助，可以随时通过电子邮件与我们联系

请将问题通过电子邮件发送给我们
检索预订
联系我们

帐户概述 | 我的联系信息 | 我的旅程

与会者

Your event must have at least 50 attendees from at least two countries other than the country where the event is held.

选择国家/地区	<input type="text" value="0"/>	*
选择国家/地区	<input type="text" value="0"/>	*

添加另一个国家/地区

国际团体详情

Findings: Users clicked “My Itinerary Preferences” (in English) and were led to this page. Users were most surprised and confused by this page (looking for Registration button). Not finding it, users bailed.

Recommendations: Make Register button clear. Also use word Log-in to avoid (Sign Up, Sign In confusion).

Findings: Users took a while to see at least 50 attendees, even after help text. The reminder was not clear to see (almost all ignored it and had to do it twice since the error text was long and included two conditions). Users scanned 2 foreign countries and didn't read at least 50 people.

Recommendations: Make the rules part of the interface (form text). Eg “Enter 2 countries”. Show the dropdown starting with 50 people.

Remove the need for rule interpreting!

TASK 3

Finding: On the registration page, the first of the left menu says “Existing Event”. But when you click it, it stays on this page.

Recommendation: This appears to be a bug. Please investigate.

SKYTEAM

Home 航班和目的地 机场和服务 常旅客 适用于您的企业 关于我们 天合联盟货运 | 旅行社 | f

注册新活动

请仅用英文填写本表格。

现有活动

Register new event

主办方详情

称谓	<input type="text"/>	邮编*	<input type="text"/>
名字*	<input type="text"/>	国家/地区*	Select a coun
姓氏*	<input type="text"/>	电子邮箱*	<input type="text"/>
职位	<input type="text"/>	网站	<input type="text"/>
公司*	<input type="text"/>	电话*	<input type="text"/>

Finding: This error message confused users.

Recommendation: This appears to be a bug. Please investigate.

最近的機場*

pudong

zh-TW-EC_DestinationInvalid

TASK 3

Finding: Performance was extremely slow on this page.

Recommendation: Javascript may need to be minified. Please investigate.


Also consider using wait times for promoting the top 3 key benefits of SkyTeam: eg Book online for discounts etc.

2015 S


The 2015 Spring Meeting is open to Member and Non-Member executives within the Pine Chemicals Industry. A variety of speakers will provide informative sessions and ample time is allowed for networking and other activities with fellow attendees. Members will conduct the business of the Association, including election of Officers and Directors, a review of the financial statements, and a review of the formal reports and the Safety Report.

促銷碼： 2826S
有效出發日期： 2015/4/10 - 2015/4/22
預訂人： 2015/4/22

Ease of travel ☒
As you make your way from [location] we are dedicated to help make your journey as easy as possible.



請稍候...



With over **16,323** daily flights to **1,052** destinations in **177** countries, the SkyTeam network offers you more destinations and more connections from the best hubs in the world.

▶ 航班

▶ 搜尋

US Dollar

出發城市
Beijing, China (PEK)

返程日期
2015/4/17

TASK 3

Finding: Since the flight is return, it doesn't show this page is going and next page is return. So if you select the flight on this page and goes to next page, participants got confused why they stayed on this page. Users didn't realize they had moved to the next page (return flight).

Recommendation: The page needs to say Select your Going Flight and Select your Return Flight. Graphics should change or page refresh to indicate movement to the next page.

SKY

Home 航班和目的地 機場和服務 飛行常客 適用於您的企業 關於我們

天合聯盟貨運 | 旅行社專區 | f

搜尋 航班 結帳

1-12 / 29

每頁顯示 12 筆

排序標準 停留 - 最少到最多

可能收取額外行李費用

新搜尋

出發地
Beijing, China (f)

前往
Orlando (MCO)

出發日期
星期五
2015/4/10

返程日期
星期五
2015/4/17

促銷碼
2826S

更多選項

搜尋

當前航班選擇

出發：
2015年4月10日
上午 11:55 - Beijing, China (PEK)

到達地點：
下午 06:11 - Orlando (MCO)

DELTA #188
Coach/Economy
全球會展票價
\$1,051.55
選擇
預覽座位圖

DELTA #1805
Coach/Economy
全球會展票價
1個中轉站 轉機地點 Detroit-Metro-Wayne Co (中途停留：1小時 56分鐘)
全球會展票價
經濟艙

所有旅客的價格包括 航班, 稅費與承運商收取的費用。

所有旅客的價格包括 航班, 稅費與承運商收取的費用。

出發：
2015年4月10日
Coach/Economy

最近的搜尋

TASK 3

Finding: This error hint covered the selection button and doesn't disappear when clicking on the page. Users had to click the x to close it. This makes for a tedious experience.

Recommendation: Hover dialogs should not cover controls. Lower it so the calendar is showing. Also removed need to x out- make it go away once user has corrected it.

The screenshot shows a flight booking interface. On the left, there is a promotional banner for the "2015 Spring Meeting" with text: "The 2015 Spring Meeting is open to Member and Non-Member executives within the Pine Chemicals Industry. A variety of speakers will provide informative sessions and ample time is allowed for networking and other activities with fellow attendees. Members will conduct the business of the Association, including election of Officers and Directors, a review of the financial status of the Association, committee sessions with formal reports and the Safety Award Presentations." Below this, it lists "Event ID: 2826S", "Valid Departure Dates: 4/10/2015 - 4/22/2015", and "Book By: 4/22/2015". There is also a section titled "Ease of travel" with a sub-header "Global coverage" and text: "With over 16,323 daily flights to 1,052 destinations in 177 countries, the SkyTeam network offers you more destinations and more connections from the best hubs in the world." On the right, a flight search form is visible. It includes fields for "Currency" (set to \$ US Dollar), "Departure City" (Beijing, China (PEK)), "Destination City" (Orlando (MCO)), "Depart date" (4/10/2015), and "Return date" (empty). Below these are "Adults" (1) and "Children" (0) selectors, "Airline" (All Airlines), and "Cabin preference" (Coach/Economy). A purple "Search" button is at the bottom right. A yellow error message box with a warning icon is overlaid on the "Return date" field, containing the text "Please enter return date." and a close button (x).

TASK 3

ID:2826S

Name:2015 Spring Meeting

Airport: ORLANDO INTERNATIONAL

Findings: For the additional task, to locate a conference with an ID. The name in registration only supports English input. It took a while for the participant realize that after several times of error reminder. The airport input format reminder didn't work in Mandarin.

One user accessed the page in English. He saw "Sign in" as "Register" and didn't make it.

However, the last participant went all the way to participate the event. Only he finished participating. The rest of the users just found the event (as requested by the task).

Recommendations: Fix the form localization issue. Also use Register and Log-In to avoid semantic ambiguity with labeling.

TASK 4

SUCCESS RATE ERRORS/ CONFUSIONS

15%

54/25

T4 You want to see if SkyTeam allows for discounts if you book with them. What does the website offer for helping with reservations? If you have questions about the planning tool, does the site offer help information?

Test Findings:

Findings:

1. All users were unclear if booking offered discounts. Either they dropped without finding the information or thought the "Travel passes" should include discount.
2. Only a few users found Round the World planner.
3. One a key page promoting RTW, users did not see it since it is in English.
4. Only 2 users found help: most users went to the bottom of home page for FAQ or Contact pages for help. Reservation help was not easily visible. Several users tried to book a flight to find help information!

Recommendations/ Changes:

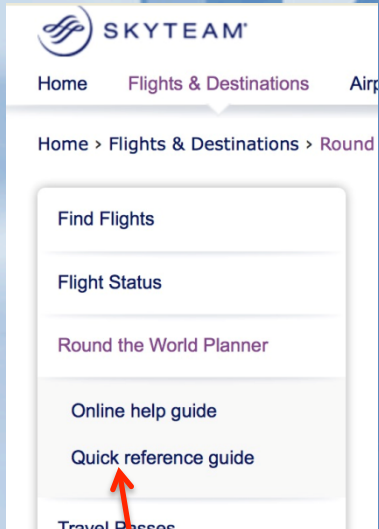
1. Make discount text more apparent- as a prominent visual badge (on key screens).
2. Avoid leading with branded labels (only die-hard customers will gravitate to branded labeling). Make it say Plan Your Trip, with RTW as a main title or sub-title (in Mandarin).
3. Put help in-line (next to the call to action button).



TASK 3

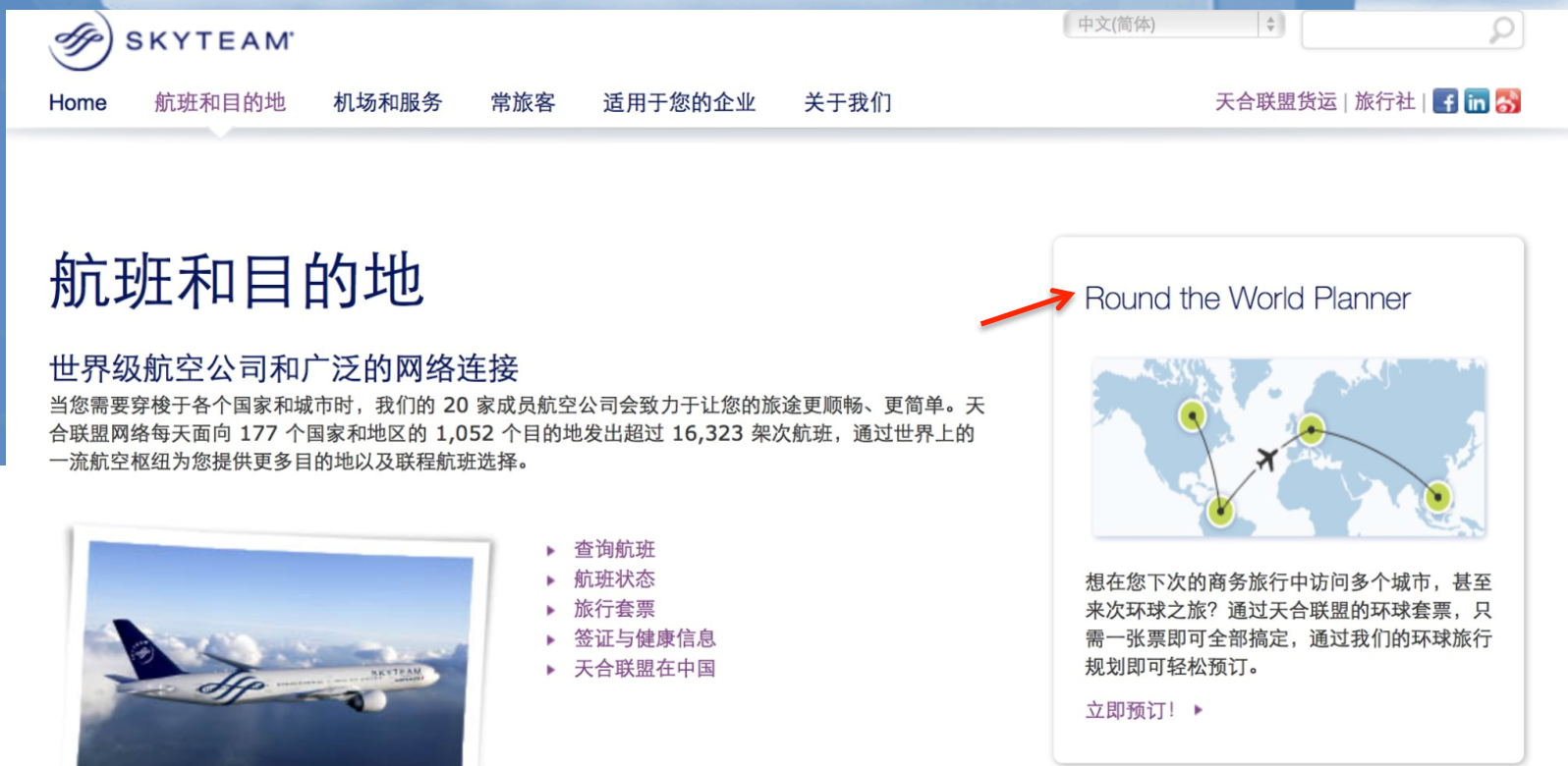
Finding: For this page, participants didn't see "Round the World Planner" since it's in English!

Recommendation: Change labeling and avoid English except the logo. Also consider bringing RTW planner onto this page- add your destinations to entice immediate engagement.



Finding: Help is not apparent in the left nav.

Recommendation: Place it on-page next to the call to action (eg below the button).



- ▶ 查询航班
- ▶ 航班状态
- ▶ 旅行套票
- ▶ 签证与健康信息
- ▶ 天合联盟在中国

Round the World Planner



想在您下次的商务旅行中访问多个城市，甚至来次环球之旅？通过天合联盟的环球套票，只需一张票即可全部搞定，通过我们的环球旅行规划即可轻松预订。

[立即预订!](#)

TASK 5

SUCCESS RATE ERRORS/ CONFUSIONS

95%

7/0

T5 You want to check the SkyTeam Weibo page to see what they are saying. How about SkyTeam? What stories are they sharing?

Test Findings:

Findings:

1. Most users found the Weibo icon very easily from the up right corner of home page. Some of them found it in “News and Social media”.
2. One users thought “SkyTips” is the Weibo of Skyteam.

Recommendations/ Changes:

1. Facebook should not be the main Social Media icon. Weibo needs to be added or exchanged for it (Facebook is not accessible in China).
2. On the home page- in the bottom right of the site, link should be first position- not last.

The screenshot shows the SkyTeam Weibo page. At the top, there's a Weibo search bar and navigation links for Home, found, game, Registration, and Log in. Below that is a yellow banner with the text "快速注册, 加入微博" and "Are you a foreign user?". The main content area features a blue background with a world map and the SkyTeam logo. It includes a profile card for "SkyTeam_SkyTeam" with 164 concerns, 13691 fans, and 2101 microblogging posts. The page also has a sidebar with navigation links and a footer with airline logos.

TASK 6

SUCCESS RATE ERRORS/ CONFUSIONS

77%

9/17

T6 You would like to see if flights are available for a business trip next week. Leaving Shanghai and arriving in New York City. What flights does the SkyTeam website offer?

Test Findings:

Findings:

1. Mandarin input didn't work. The error hint says choosing from the list. One participant was very emotional, "Where's the list??"
2. Moreover, one participant expected choosing the option of "non-stop" and "transfer". And two participants were confused with no booking function or link to airline official website.
3. One user who does not do his own bookings (s8)- (his wife does it for him) was less successful on the site overall 31% success in all tasks. For future studies---perhaps include the booker/planner or Personal Assistant (not just the executive).

Recommendations/:

1. Booking functionality needs to be more clearly explained- it's not apparent that SkyTeam has the ability to make bookings from the brand identity. Eg "Book your flight with SkyTeam- save money- choose the carrier of your choice" or "Member perk- Booking service with discounts".



TASK 7

SUCCESS RATE ERRORS/ CONFUSIONS

75%

21/8

T7 What are the benefits of SkyPriority Finder according to the SkyTeam website? Can you get priority immigration? Check to see what benefits you would gain from leaving Shanghai airport transferring in Vancouver BC Canada to Chicago. What benefits would SkyPriority offer you?

Test Findings:

Findings:

1. Almost all users easily found the SkyPriority page. One went to search airport lounge to try to find benefits. Another one went to Frequent Flyers.
2. Due to forms not accepting input- several users struggled with entering English characters- eg Vancouver.
3. Several users got confused with “services not available at other airports” and wanted info-see next page.
4. Many users stumbled with English left menus.

Recommendations/ Changes:

1. Consider moving benefits into a short list on the right of key pages (RTW planner intro page; booking page), in order to tease users to visit the benefits of SkyPriority and also to reinforce the value proposition of SkyTeam.
2. Branded labels need translation or sub-text to help with quick finding.

The screenshot shows the SkyTeam website interface. At the top, there is a navigation bar with links for Home, 航班和目的地, 机场和服务, 常旅客, 适用于您的企业, and 关于我们. A search bar is located on the right. Below the navigation bar, the page title is "天合优享 (SkyPriority)". The main content area features a large image of a man walking through an airport terminal, with the text "天合优享 (SkyPriority)" and "天合联盟隆重推出天合优享服务 - 针对高端客户、全联盟范围的统一尊贵礼遇。" Below this, there is a section titled "优享尊贵服务" which lists benefits such as "优先值机区" and "优先行李托运".

TASK 7

Finding: On this page, several participants got confused with “Service not available at all airports”. They wanted to know which airports or countries are available, but there are no further link for the list.

Recommendation: Click to expand- get more details of which airports.

Visa and Health

SkyTeam Airline Policies



Services that make the difference

How to find SkyPriority? It will find you! Look for the “SkyPriority” indicator on your boarding pass and the SkyPriority signs throughout the airport. As SkyPriority rolls out at all SkyTeam-served airports worldwide, you will see priority services like:

- Priority check-in areas
- Priority baggage drop off
- Priority service at ticket/transfer desks
- Accelerated security and passport clearance*
- Priority boarding
- Priority baggage handling

*Service not available at all airports

SkyPriority benefits up close and personal

SkyPriority offers you an exclusive ‘priority lane’ when you travel.

TASK 8

SUCCESS RATE ERRORS/ CONFUSIONS

75%

6/2

T8 What are the benefits of using the SkyTeam network? Does SkyTeam have a mobile app?

Test Findings:

Findings:

1. Most of the participants stated the benefits according to their own understanding of the website by accomplishing previous tasks.
2. Two of the participants failed to locate there's an app for mobile. One took a long time. Others either saw it from the banner or in "Flights& Destinations" banner of home page.

Recommendations/ Changes:

1. Consider promoting this on key tasks like Lounge Finder and Book a flight. Also while pages are loading (fetching searches)- mobile app should be promoted.
2. Mobile site access should promote the app (top banner across top- like other brands currently do).
3. Consider a top nav site link to promote the mobile app.



A man in a dark suit is shown in profile, looking down at a tablet computer he is holding. He is standing in front of a large window. Outside the window, an airport tarmac is visible with several aircraft parked at gates. The entire image has a blue color overlay. The text "Session Recordings Available" is centered over the image in a blue, sans-serif font.

Session Recordings Available

Test Tasks

TASK 1 For upcoming travel to the United States, you want to make sure the airports you will visit have SkyTeam lounges. According to the website, is there a SkyTeam lounge in San Francisco? How about Vancouver BC Canada? Do the lounges have wireless Internet wifi?

TASK 2 You will have 4 hours at San Francisco airport. What is there to do in the airport? You heard there is a museum- is it free of charge?

TASK 3 To arrange a meeting, what does the SkyTeam offer?
Can you register your event?
Register for an account first.

TASK 4 You want to see if SkyTeam allows for discounts if you book with them.
What does the website offer for helping with reservations? If you have questions about the planning tool, does the site offer help information?

TASK 5 You want to check the SkyTeam Weibo page to see what they are saying. How about SkyTeam?
What stories are they sharing?

TASK 6 You would like to see if flights are available for a business trip next week.
Leaving Shanghai and arriving in New York City. What flights does the SkyTeam website offer?

TASK 7 What are the benefits of SkyPriority Finder according to the SkyTeam website?
Can you get priority immigration? Check to see what benefits you would gain from leaving Shanghai airport transferring in Vancouver BC Canada to Chicago. What benefits would SkyPriority offer you?

TASK 8 What are the benefits of using the SkyTeam network? Does SkyTeam have a mobile app?

Verbatim-positive

“I will consider. If there’s service within the price, it’s not a problem to be a bit expensive.”

“Too see what airlines they have. If they have premium services with similar price, I would like to use it.”

“The layout is nice. I can find what I want easily.”

Global meeting(2)/ “If you want me to use this website, it must have something special or different from others. I do need it. Other basic functions are the ones other websites have as well.” / “I do need it when I’m on business travel.”

Lounge info “If I stay long during the transfer, I would like to take a shower if there’s this kind of service. So it’s good to show services of lounges.” “This service itself is good. I never thought there can be such info to check.”

“Now I often use Ctrip to book flights. But I hope I can book on Alliance website since the miles scores and airline info are easy to be checked together. These can’t be seen from Ctrip.”

Verbatim- negative

“There should be an button in the home page for VIP to enter the VIP page, like recommendation.”

“I hope there’s comparison of price from different airlines after find them.”

“Search engine, I can’t find anything.”

“Either all English or all Chinese, I don’t know how about other people. I just feel I’m idiot. I really didn’t know what to do.” embarrassed and shy with laugh

“Colors are elegant”, “but it doesn’t fit Chinese culture that much”

Lounge find “It doesn’t support Chinese input.” with strong complain

“I don’t think I will use it. It’s just a place for checking information. My habit is on airline official website.” “If the price is good, I would consider.”

Too many words, like “Round the world planner”, long paragraph “It’s like PPT! Nobody will read!” Strong emotion.

“The introduction is not that clear. Don’t really understand what it offers, like travel passes.”

“Not very good. Possibly only people with good English or young people can use it.”