



Project 3

British Airways and

Easy Jet Website | Online Survey

Research Objectives

Tool Selection

Survey Development

Survey Distribution

Survey Results

Research Objectives

1.0 Understand the context of use for British Airways and Easy Jet websites

Why do users tend to visit these sites? Use a previous specific site visit as an example.

2.0 Understand the user's goals

What was the user seeking to achieve by visiting the site?

Tool Selection and Survey Development & Distribution

1.0 Tool Selection

The tool of choice for the purposes of this exercise was Survey Monkey. This was because of the freemium option and the ability to design slick looking forms easily. In addition, the ability to share the survey and collate the data so that it displayed in a clear, well laid out format.

2.0 Survey Development

As part of the research process, both qualitative and quantitative data was required in order to build a more holistic view. In addition to this, building a short survey that only required a short 2 minutes to complete meant more people would respond.

3.0 Survey Distribution

Since the requirements were for anyone who had booked a flight, the survey link was shared across social sites and private groups at large.

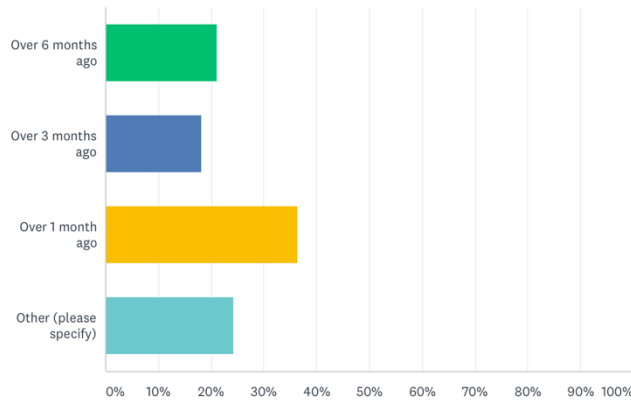
Survey Results

Q1

Customize Save as

When was the last time you visited an airline site or flight comparison site?

Answered: 33 Skipped: 0



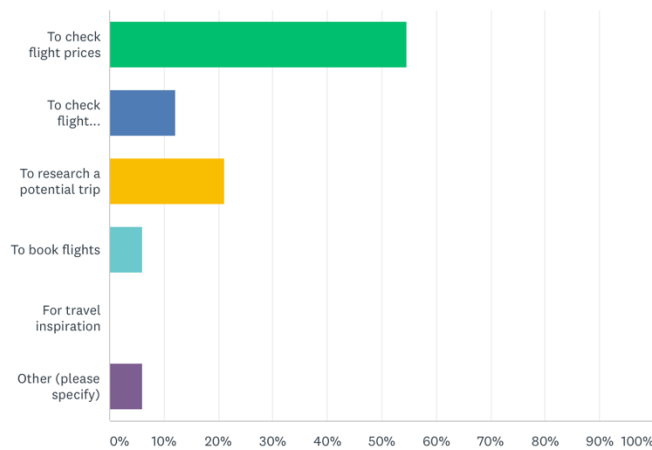
ANSWER CHOICES	RESPONSES
Over 6 months ago	21.21% 7
Over 3 months ago	18.18% 6
Over 1 month ago	36.36% 12
Other (please specify)	24.24% 8
TOTAL	33

Q2

Customize Save as

Why did you visit the airline/flight comparison site/s?

Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES
To check flight prices	54.55% 18
To check flight dates/times	12.12% 4
To research a potential trip	21.21% 7
To book flights	6.06% 2
For travel inspiration	0.00% 0
Other (please specify)	6.06% 2
TOTAL	33

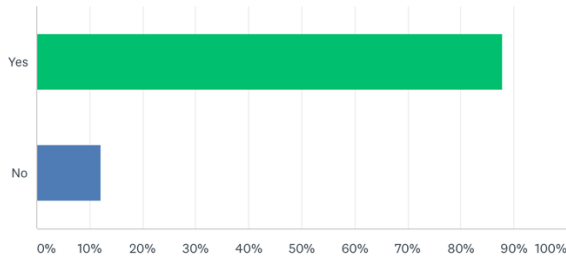


Q3

Customize Save as

Were you able to complete the tasks you set to?

Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	87.88%	29
No	12.12%	4
TOTAL		33

Q4

Save as

If no, please explain what happened

Answered: 4 Skipped: 29

RESPONSES (4) WORD CLOUD TAGS (0) Sentiments: OFF

Apply to selected Filter by tag Search responses

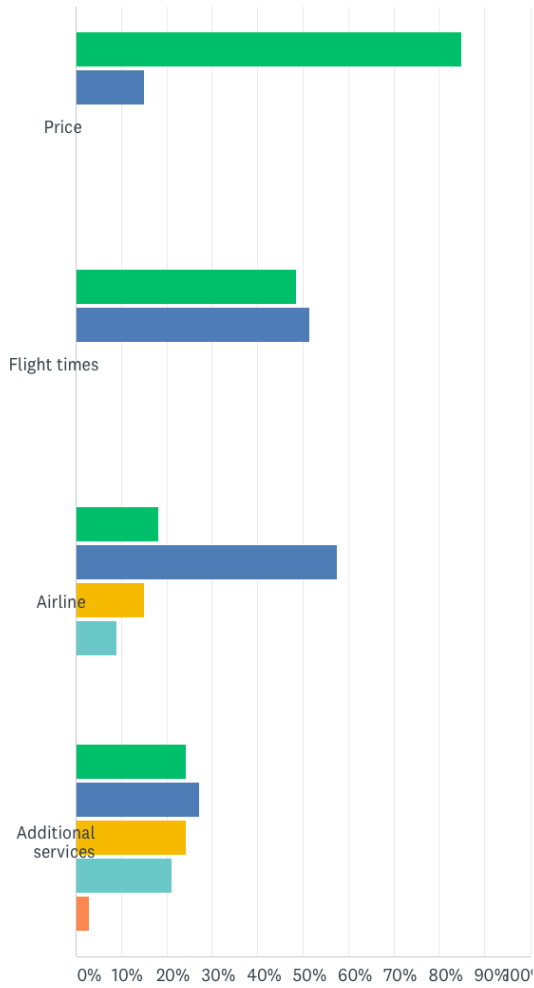
Showing 4 responses

- wasn't ready to book at that moment. still waiting for perfect time
10/24/2019 3:03 PM [View respondent's answers](#) [Add tags](#)
- Didn't use a site
10/23/2019 10:25 PM [View respondent's answers](#) [Add tags](#)
- Prices to high
10/23/2019 3:47 PM [View respondent's answers](#) [Add tags](#)
- I used an agent
10/23/2019 3:45 PM [View respondent's answers](#) [Add tags](#)



How important are the following when booking flights online?

Answered: 33 Skipped: 0





■ Very important
 ■ Somewhat important
■ Neither important or not important
 ■ Not really important
■ Not important at all

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEITHER IMPORTANT OR NOT IMPORTANT	NOT REALLY IMPORTANT	NOT IMPORTANT AT ALL	TOTAL RESPONDENTS
Price	84.85% 28	15.15% 5	0.00% 0	0.00% 0	0.00% 0	33
Flight times	48.48% 16	51.52% 17	0.00% 0	0.00% 0	0.00% 0	33
Airline	18.18% 6	57.58% 19	15.15% 5	9.09% 3	0.00% 0	33
Additional services	24.24% 8	27.27% 9	24.24% 8	21.21% 7	3.03% 1	33

Please describe any additional features or services would make your booking easier when visiting the website

Answered: 9 Skipped: 24

RESPONSES (9) WORD CLOUD TAGS (0) Sentiments: OFF

Apply to selected ▼ Filter by tag ▼  

Showing 9 responses

- holding my reservation for 24 hours
10/24/2019 3:03 PM [View respondent's answers](#) [Add tags ▼](#)
- Having different combinations to show cheapest return journeys. And to show the different combinations of dates within a range to show the different prices.
10/23/2019 10:25 PM [View respondent's answers](#) [Add tags ▼](#)
- automatically adds all the details of itinerary to your phone calender
10/23/2019 9:57 PM [View respondent's answers](#) [Add tags ▼](#)
- Seating and transfers
10/23/2019 9:12 PM [View respondent's answers](#) [Add tags ▼](#)
- Filtering for time/direct flights is useful but most have that now
10/23/2019 5:51 PM [View respondent's answers](#) [Add tags ▼](#)
- Baggage allowance and price meals seat booking should be done at time of booking at no extra cost
10/23/2019 3:47 PM [View respondent's answers](#) [Add tags ▼](#)
- Menu available, Costmer service
10/23/2019 3:45 PM [View respondent's answers](#) [Add tags ▼](#)
- Accurate availability and info about baggage
10/23/2019 3:11 PM [View respondent's answers](#) [Add tags ▼](#)