

Airline Survey

| 1. When was the last time you visited an airline website or app? | 2. Why did you visit the airline website that day? What were you trying to do? | 3. Were you able to complete your task that day? | If no, tell us why not | 4. What would you change about that website or app? What improvements would you make? | <div>Count of 1. When was the last time you visited an airline website or app?</div> <div>Count of 3. Were you able to complete your task that day?</div> | | | | | | | | | |
|--|--|--|---|---|---|--|--|--|--|--|--|--|--|--|
| Within the last 12 months | book flights | Yes | | nothing for the moment, too long ago | | | | | | | | | | |
| Within the last 12 months | check flight times and pricing | Yes | | more fluid design for searching flight date/time | | | | | | | | | | |
| Within the last 12 months | To book tickets | Yes | | More user friendly in form of easy search | | | | | | | | | | |
| Within the last 12 months | Looking at price comparison, and holiday options | No | Didn't find the right deals available for the time slot I had | It was very simple and efficient. I would have liked to have easier configuration of my search. Felt a little clunky. I generally find that with the sites from airlines vs airline comparison sites. | | | | | | | | | | |
| Within the last 12 months | Online checkin | Yes | N/a | Nothing | | | | | | | | | | |
| Within the last 12 months | Book a flight | Yes | | No improvement currently needed. | | | | | | | | | | |
| Within the last 12 months | Check flights prices | Yes | | I use Skyscanner so it is pretty good, wouldn't change anything, works well | | | | | | | | | | |
| Within the last 12 months | Looking for a good deal | No | Couldnt make my mind up due to covid restrictions | It should mention what cou tries have the covid restriction | | | | | | | | | | |
| Within the last 12 months | Looking for cheaper flights | No | Flights were not cheaper | Cheaper flights | | | | | | | | | | |
| Within the last 12 months | To check prices of future trips | No | Only came for checking prices | User friendly, prices should include taxes and additional charges, best rates without any requirement for hunting any coupons/offers | | | | | | | | | | |
| Within the last 12 months | Check flight prices | Yes | | More Covid information but each country | | | | | | | | | | |
| More than 12 months ago | Book Tickets | Yes | | Its upto the mark | | | | | | | | | | |
| Within the last 12 months | Book a flight | Yes | | none | | | | | | | | | | |
| Within the last 12 months | Checking flight update | Yes | | That website was very well designed for the user to get the required info. | | | | | | | | | | |
| Within the last 12 months | Check prices | Yes | | N/A | | | | | | | | | | |
| More than 12 months ago | Comparing price | Yes | | Facilitate more than 4 people for a quote. Some are restricted to max 4 people | | | | | | | | | | |
| More than 12 months ago | Get quote | Yes | | Nothing | | | | | | | | | | |
| Within the last 12 months | Book a flight | No | Didn't find good rates | Nothing | | | | | | | | | | |
| Within the last 12 months | Comparing prices on airline's own website to that of comparison website like skyscanner. | Yes | | Some info was hidden/ not obvious on airlines website, amount of KG for ticket class or restrictions. | | | | | | | | | | |
| More than 12 months ago | Trying to find a cheap flight | Yes | | Nothing | | | | | | | | | | |
| Within the last 12 months | Survey | Yes | | Nothing | | | | | | | | | | |
| Within the last 12 months | Book a holiday during easter break | No | Uncertainty over Covid measures | Easier accessibility to budget holidays for city breaks | | | | | | | | | | |
| Within the last 12 months | Book flights | Yes | | NA | | | | | | | | | | |
| Within the last 12 months | Check flight schedules | Yes | | Nothing | | | | | | | | | | |
| Within the last 12 months | Book a holiday | Yes | | Remove price gouging based on page visits | | | | | | | | | | |
| Within the last 12 months | Just checking some ticket fares | Yes | | Nothing | | | | | | | | | | |
| Within the last 12 months | book a ticket | Yes | | user friendly | | | | | | | | | | |
| Within the last 12 months | Trying to book the tickets | Yes | | More user friendly for elderly | | | | | | | | | | |
| Within the last 12 months | Looking for information about a flight | Yes | | Na | | | | | | | | | | |
| Within the last 12 months | Check flight prices | Yes | | Nothing | | | | | | | | | | |
| Within the last 12 months | Check the schedule | Yes | | Nothing | | | | | | | | | | |
| More than 12 months ago | To look for deals | No | Nothing good on offer, then Covid happened | Make the deals easier to navigate to | | | | | | | | | | |
| Within the last 12 months | Book my flight | Yes | | Easier way to compare flights, less ads | | | | | | | | | | |
| Within the last 12 months | Book a holiday | Yes | | Remove price gouging based on page visits | | | | | | | | | | |
| Within the last 12 months | Book a holiday | Yes | | Remove price gouging based on page visits | | | | | | | | | | |
| Within the last 12 months | To book my flight | Yes | | I liked that the first thing you see is the search for flights screen. Users should be able to right away see what they are looking for when using any sites, particularly an airline website. It was seamless so I didn't need to change anything. If a user picks a flight and have not signed in, upon signing in their flight selection should've been saved to streamline the process. | | | | | | | | | | |
| Within the last 12 months | Book a flight | No | Covid 19 | Nothing much | | | | | | | | | | |
| More than 12 months ago | Go abroad | Yes | | Quicker loading pages and user friendly | | | | | | | | | | |

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|-------------------------|----------------|-----|--------------------------|--|--|--|--|--|--|--|
| More than 12 months ago | Go abroad | Yes | | Quicker loading pages and user friendly | | | | | | |
| More than 12 months ago | Book a ticket. | No | Program was cancelled | The speed . | | | | | | |