

Airline Websites

UX & NPS Benchmark Report
2019



Executive Summary



Why people visit airlines: The majority of participants reported visiting the airline websites a few times per year. On desktop, the most common activities were looking at airfares and purchasing a ticket. The mobile app was used most for checking in to a flight, finding the status of a flight, and retrieving boarding documents.



Southwest was the winner with the best overall SUPR-Q scores in both the retrospective and usability studies. Southwest also had the highest task success rates, and 60% of participants agreed they got the best deals on Southwest—nearly twice as many as the next highest, American Airlines.



jetBlue is the airline to watch, with the highest NPS in the retrospective study and coming in second for overall SUPR-Q (89%). jetBlue had the highest percentage of mobile app users and was rated best for the seat selection process.



The seat selection process was problematic on some of the airline websites. In particular, Frontier had the lowest success rate for selecting a seat. We also asked participants about their attitudes toward being charged extra for a seat and 45% felt it was unacceptable, but 30% reported being charged for a seat in the past.



Filtering is important but problematic. The filtering experience explained ~6% of the SUPR-Q scores. In the video analysis, we saw participants skip over the filtering options on American Airlines, Delta, jetBlue, and Southwest. We recommend making these options more noticeable to improve the booking experience.



40% of users failed to notice the filtering and sorting options on the American Airlines website, which made it difficult to find the cheapest flight and contributed to their low task success rates, the lowest in the group (40%). American Airlines also had the lowest SUPR-Q score in the retrospective study (70%).

Perceptions of the Website User Experience: SUPR-Q

The Standardized User Experience Percentile Rank Questionnaire (SUPR-Q) is [psychometrically valid](#) and reliable eight-item questionnaire that measures the critical aspects of the website user experience: usability, credibility, loyalty, and appearance.

USABILITY

- This website is easy to use
- It is easy to navigate with this website

CREDIBILITY (TRUST)

- The information on this website is credible
- The information on this website is trustworthy

LOYALTY

- I will recommend this website to my friends and colleagues [NPS]
- I will likely visit the website in the future

APPEARANCE

- I found the website to be attractive
- The website has a clean and simple presentation

Study Design



RETROSPECTIVE STUDY

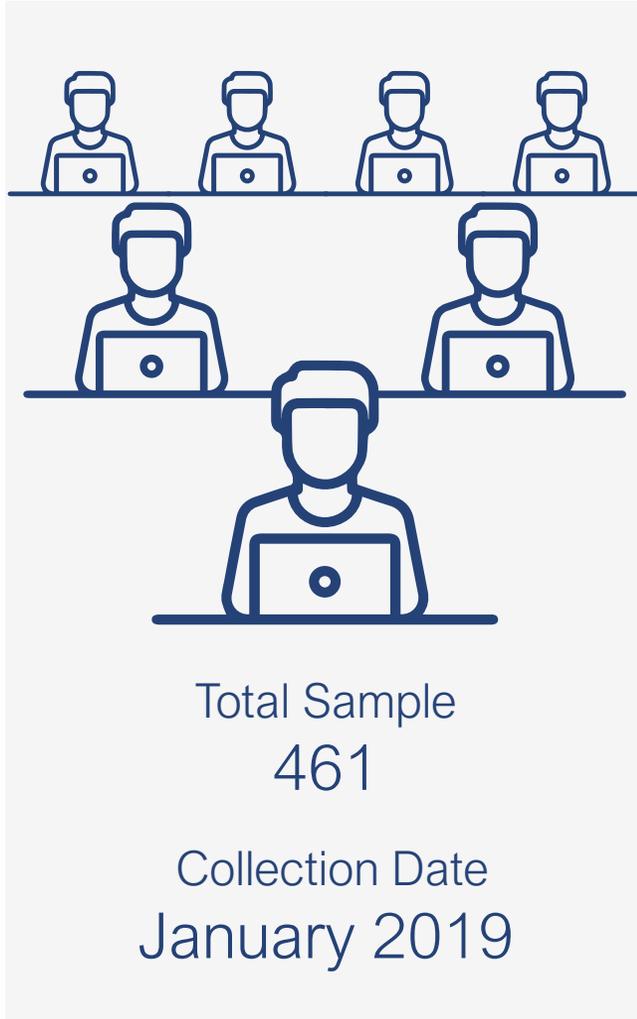
- Participants were asked to reflect on their last experience on one of five popular airline websites.
- They answered the 8-item SUPR-Q (including the Net Promoter Score) and questions about their prior experience.



USABILITY STUDY

- Participants were randomly assigned to complete a task on one of seven airline websites.
- **The Task:** Imagine that you are living in Denver and are interested in going to Disneyland with your significant other and need to book your flight. You want to arrive in L.A. on March 8th and leave on March 11th. You want to find the cheapest nonstop flight on these days. You've decided that if there are multiple flights with the lowest cost, you would prefer to arrive as early as possible. You don't require any checked bags and would like to be able to pick seats next to your partner in advance. Please find what time each flight departs as well as how much it costs to select a seat in advance.

The Websites & Sample Sizes



Retrospective Study

American Airlines  $n = 51$

 **DELTA** $n = 50$

jetBlue $n = 42$

Southwest  $n = 53$

UNITED  $n = 50$

 246

Usability Study

American Airlines  $n = 30$

 **DELTA** $n = 30$

jetBlue $n = 30$

Southwest  $n = 30$

UNITED  $n = 31$

* **FRONTIER** AIRLINES $n = 32$

* *Alaska* $n = 32$

 215

*Due to low sample sizes, Frontier and Alaska Airlines were not included in the retrospective study.

SUPR-Q & NPS Summary: Retrospective

Southwest had the highest overall SUPR-Q score in the retrospective study, at the 92nd percentile. American Airlines scored the lowest in the category at 70% with the top improvement area being Appearance.

jetBlue had the highest NPS (29%) while United had the lowest (-8%).

	Overall SUPR-Q	NPS	Top Improvement Area
American Airlines 	70%	-6%	Appearance
 DELTA	77%	4%	Appearance
jetBlue	89%	29%	Loyalty
Southwest 	92%	23%	Appearance
UNITED 	78%	-8%	Appearance
<i>Average</i>	81%	8%	

 Highest score
 Lowest score

SUPR-Q & NPS Summary: Usability

Again, Southwest had the highest overall SUPR-Q score in the usability study, falling in the 48th percentile. Frontier scored the lowest in the category at 13%.

For NPS, Southwest was the leader again while United fell short in this category (-74%).

	Overall SUPR-Q	NPS	Top Improvement Area
<i>Alaska</i>	28%	-41%	Loyalty
American Airlines 	35%	-37%	Loyalty
 DELTA	32%	-37%	Loyalty
	13%	-63%	Loyalty
jetBlue	30%	-50%	Loyalty
	48%	-17%	Loyalty
 UNITED	16%	-74%	Loyalty
Average	31%	-45	

 Highest score
 Lowest score

A photograph of a business meeting around a table. A laptop in the center shows a dashboard with various charts and graphs. To the right, a person is using a tablet. Hands of other participants are visible on the left. The image has a blue tint.

Key Findings

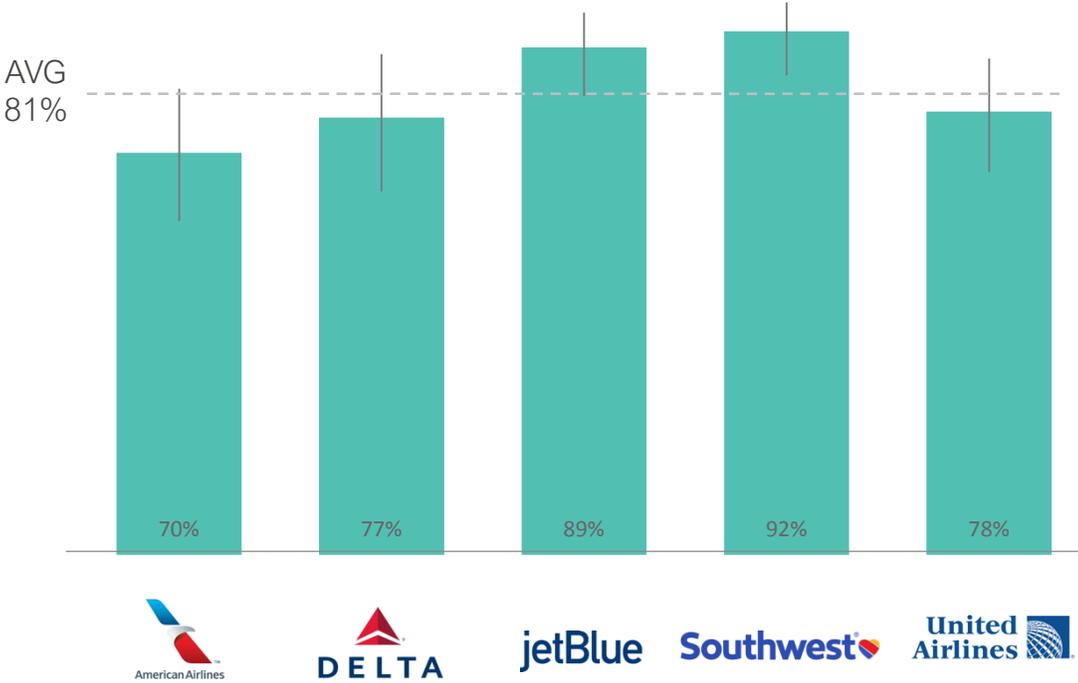
SUPR-Q & Net Promoter Scores

Retrospective Study

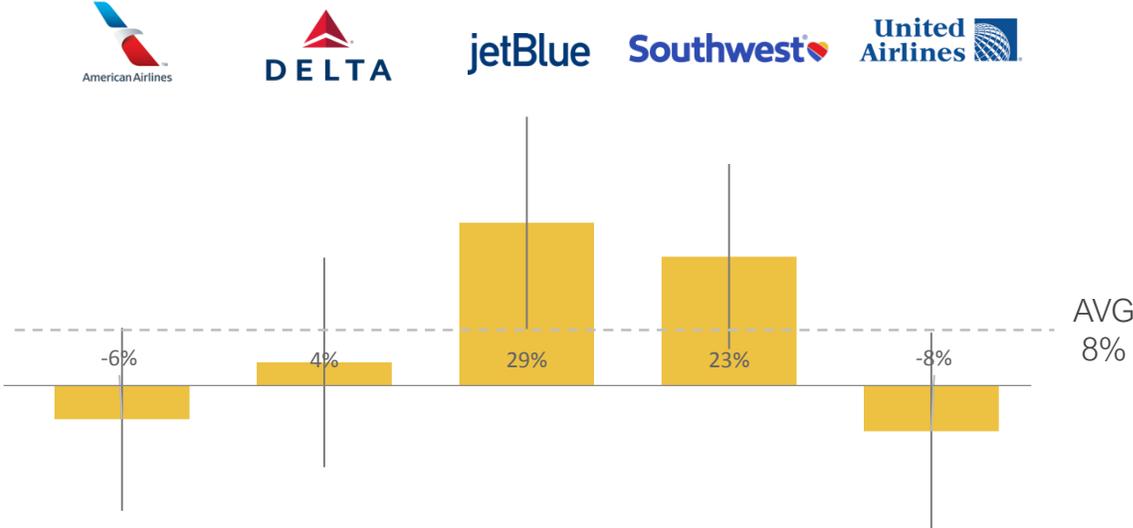
Summary Scores: Retrospective

The **Southwest** and **jetBlue** websites performed the best in the retrospective study. The Southwest website had the highest SUPR-Q score (92%) and jetBlue came in second (89%). On the other hand, jetBlue had the best NPS score (29%) followed by Southwest (23%).

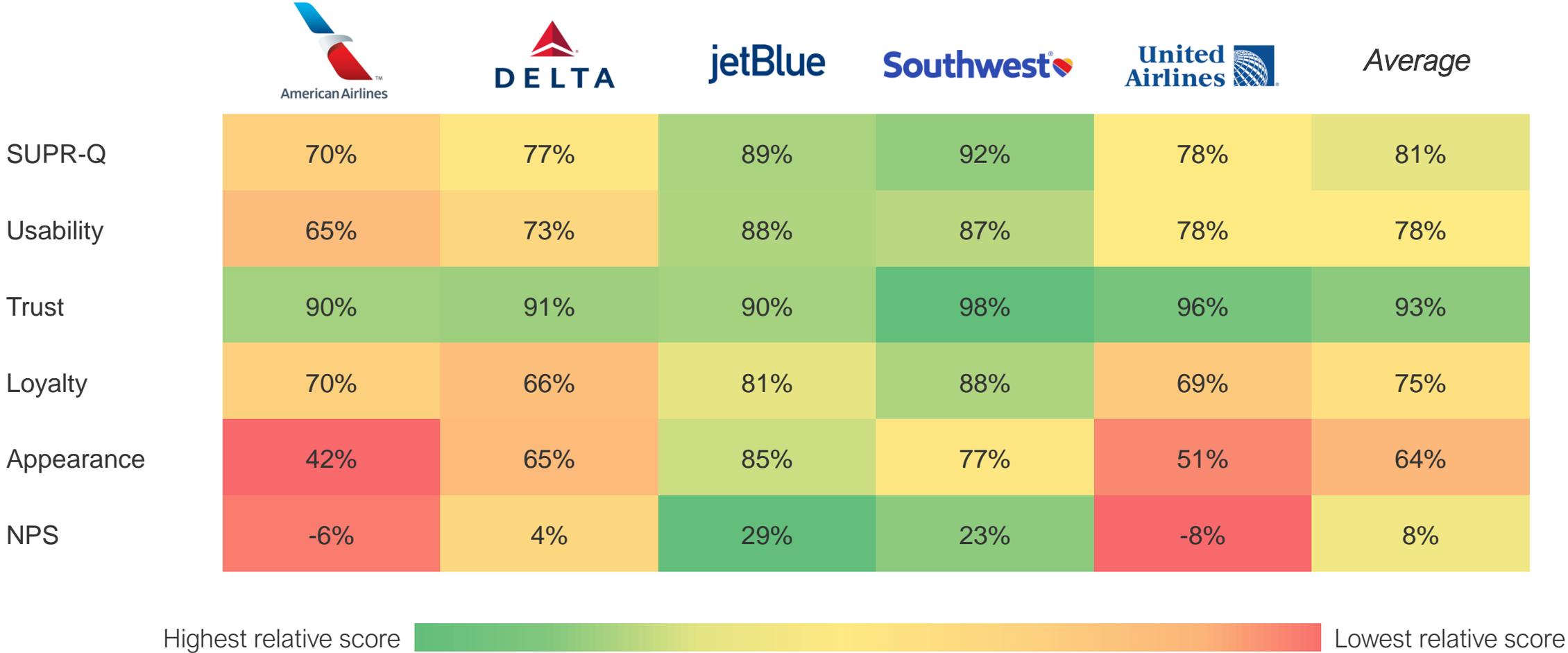
Overall SUPR-Q



Net Promoter Score (NPS)



SUPR-Q & Subscale Percentile Rank Scores: Retrospective



NPS Summary: Retrospective

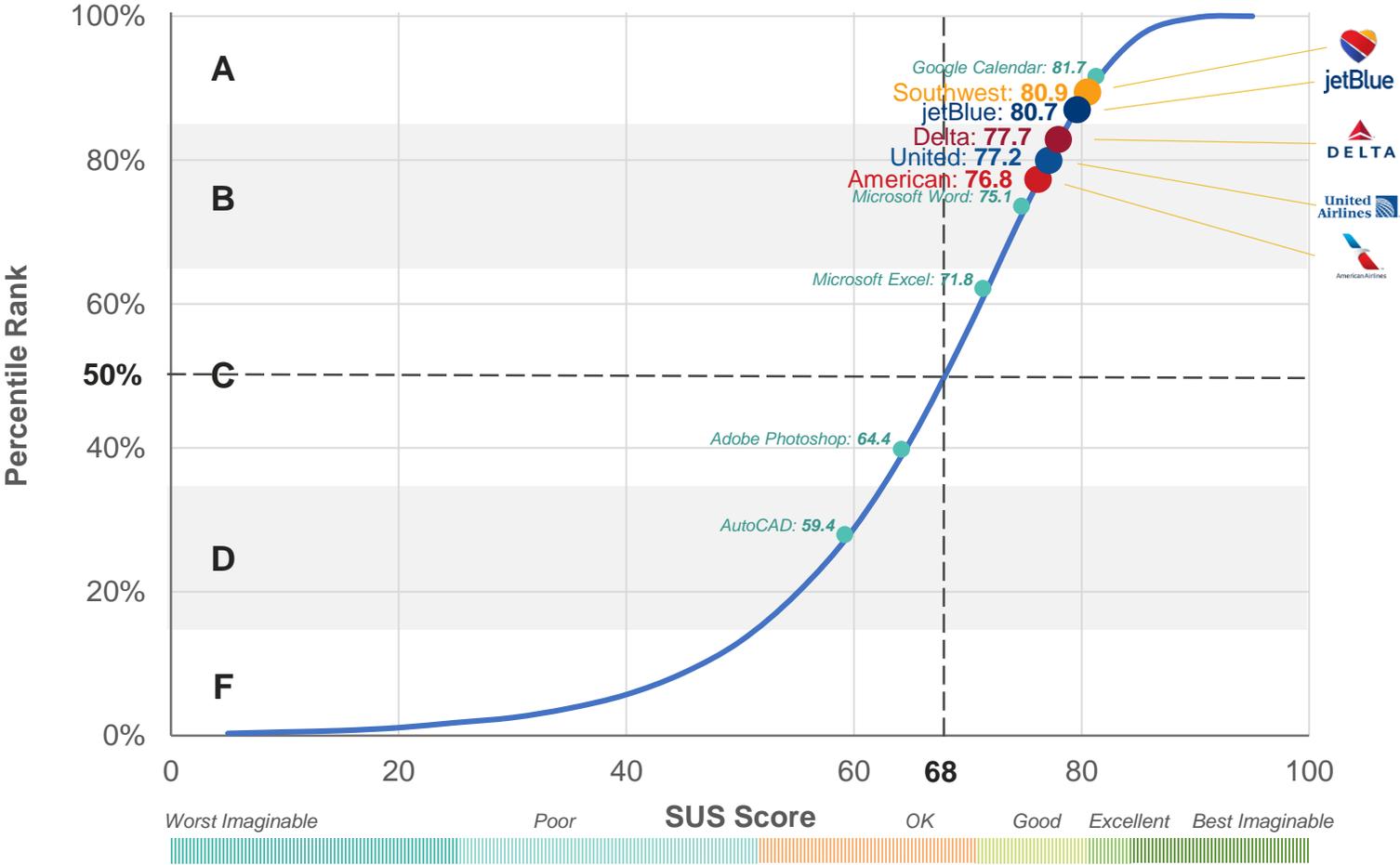
How likely are you to recommend the {airline} website to a friend or colleague?

Participants are most likely to recommend the jetBlue website (29%) and least likely to recommend United (-8%).

	NPS	Promoters	Passives	Detractors
American Airlines 	-6%	22%	51%	27%
 DELTA	4%	33%	39%	29%
jetBlue	29%	45%	38%	17%
Southwest 	23%	40%	43%	17%
UNITED 	-8%	24%	44%	32%

 Highest NPS
 Lowest NPS

Estimated SUS Scores: Retrospective



SUS scores estimated by regression equation applied to the SUPR-Q item: "The {airline} website is easy to use." Read more on [predicting SUS scores from a single item](#).

Participants in the retrospective study would be expected to give their airlines high marks on the SUS, in the B to A range.

Visit Frequency: Retrospective

The majority of participants visit airline websites a few times per year.

Airline Website	A few times a week	A few times a month	A few times a year	Once in the past 12 months
American Airlines 	4%	20%	65%	12%
 DELTA	6%	20%	60%	14%
jetBlue	2%	19%	67%	12%
Southwest 	4%	21%	68%	8%
UNITED 	6%	12%	74%	8%

 Most common visit frequency

Top Tasks on Airline Websites: Desktop/Laptop Only

Please choose the top two activities you do most often when you visit {airline} website.

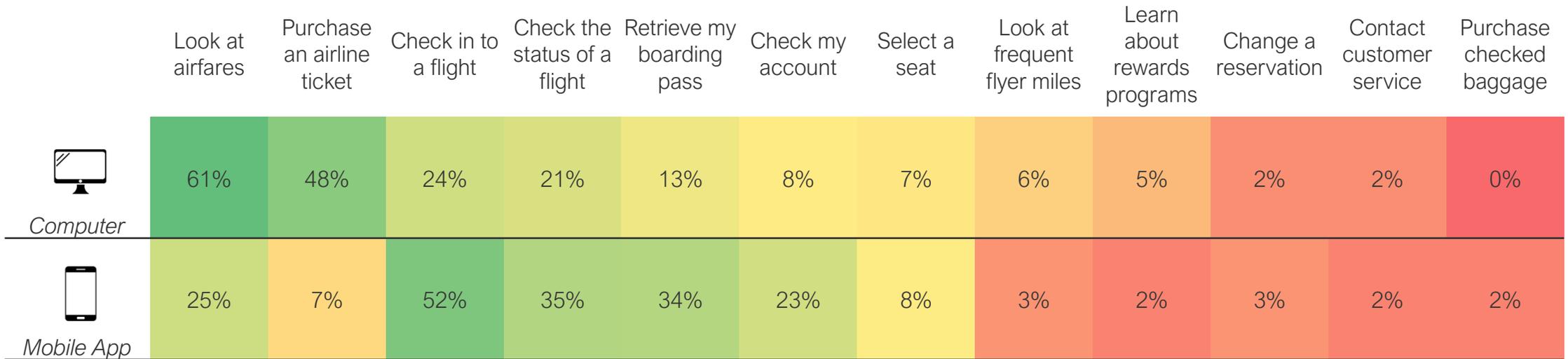


Looking at airfares was the top reason to come to the airline websites (61%), followed by purchasing an airline ticket (48%), and checking in to a flight (24%).

"I like seeing my flight options with the rewards program."

Top Tasks on Airline Websites: Desktop/Laptop vs. Mobile App

Please choose the top two activities you do most often when you visit the website/mobile app.



"The desktop version of the site is much easier to navigate for routine bookings ... it makes me feel more confident when I can see it on a larger screen." (United)



1. Look at airfares
2. Purchase an airline ticket
3. Check in to a flight



1. Check in to a flight
2. Check the status of a flight
3. Retrieve my boarding pass

"I've used [the Southwest app] mainly just to check in on my flight and retrieve my reservations."

Past Booking Mistakes: Retrospective

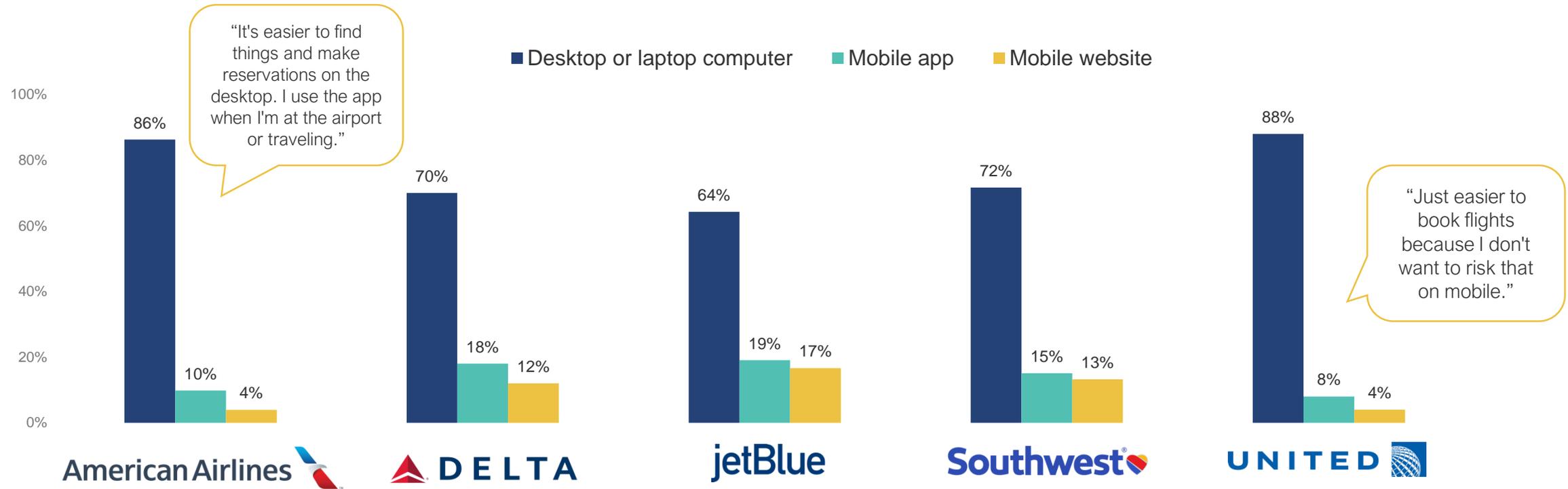
10% of participants have made a mistake during the booking process on Delta. The top mistake made across all sites was booking the wrong date (American Airlines, Southwest, and United).

	Overall: Have made a booking mistake in the past	Description of Mistakes
American Airlines 	4%	Forgot to add baggage (1) and booked the wrong date (1)
 DELTA	10%	Forgot to add baggage (2), Forgot to choose seats (2) Entered incorrect passenger information (1)
jetBlue	2%	Booked the wrong time (1)
Southwest 	6%	Booked the wrong date (2) Forgot to choose seats (1)
UNITED 	6%	Booked the wrong date (1) Booked the wrong time (1) Other: Forgot to add transportation (1)

 Highest frequency of issues

Platform Usage: Retrospective

Which platform do you use most often? [Desktop or laptop/mobile app/mobile web]

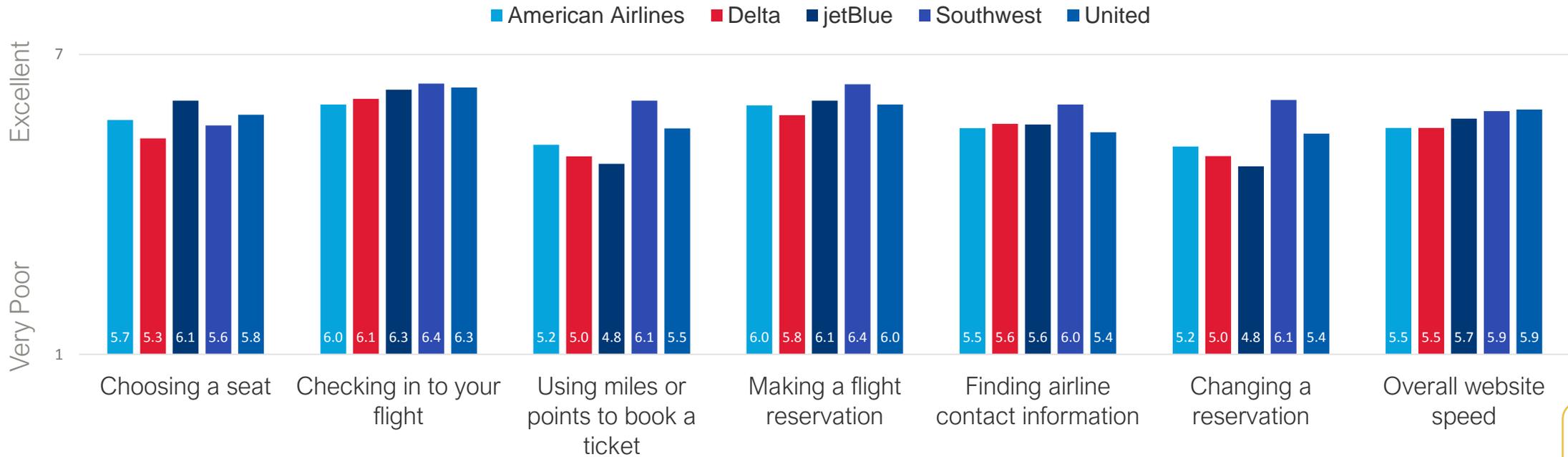


Participants use the mobile app most often to check in to a flight, check the status of a flight, and retrieve boarding passes (slide 15).

The majority of participants use a desktop or laptop computer to access the airline website. jetBlue has the highest percentage of mobile app and mobile website users.

Airline Experience: Retrospective

Please rate your experience:



“jetBlue is good about having the seats together”



- Southwest statistically outperformed the other airlines sites for changing a reservation and using miles or points to book a ticket.
- It was also the top scorer for checking in to a flight, making a flight reservation and finding airline contact information.

“It is pretty simple to use and book flights for the best possible price.”

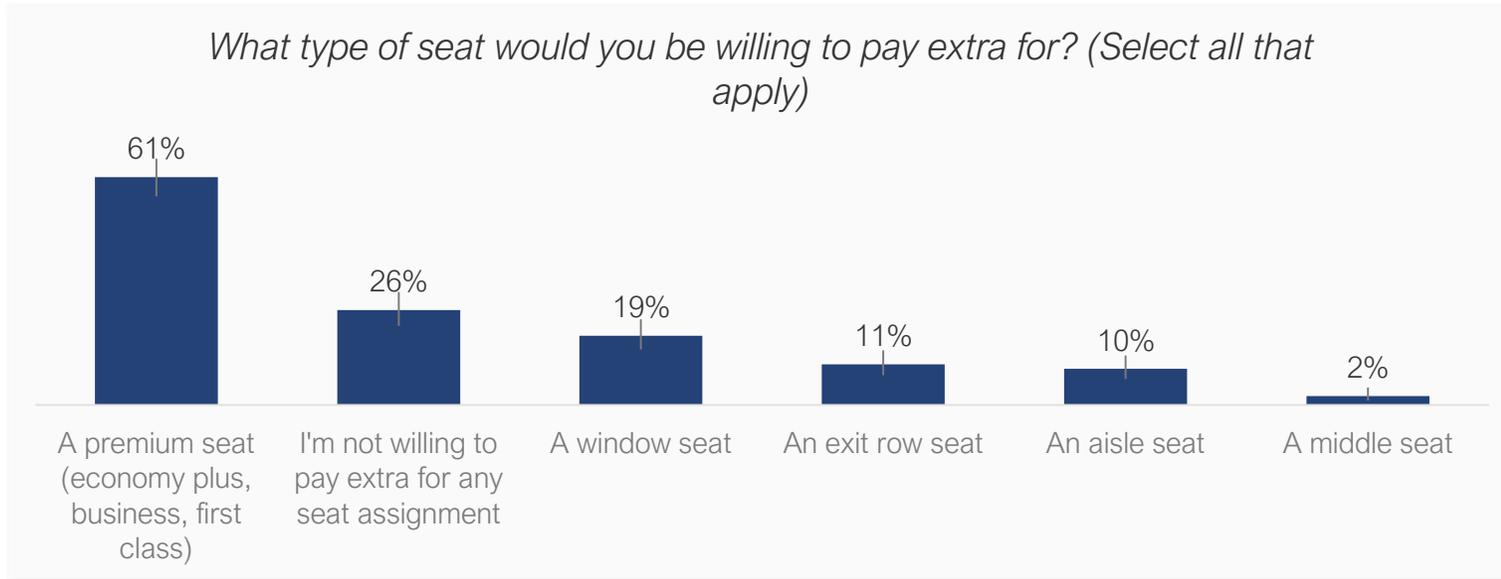
jetBlue

- jetBlue was rated the best for choosing a seat on the website.
- Participants thought United had the fastest overall website speed.

UNITED

Seat Selection Expectations: Retrospective

30% of participants reported that they've been charged a seat selection fee in the past.



- ✗ Over a quarter (26%) of participants said they weren't willing to pay extra for any seat assignment.
- ✓ The majority of participants said they were willing to pay extra for a premium seat (61%)—economy plus, business class, or first class.
- ✓ 19% said they would pay up for a window seat.
- ✓ 11% would pay additional for an exit row seat.

What is your overall attitude toward being charged extra to select a preferred seat?

Bottom 2 Box: 45% of participants felt it was unacceptable to be charged a seat selection fee.

“The different costs for different seats is a terrible feature ... First baggage fees, now seat charges.”



Areas for Improvement

Summarized Verbatim Responses

Usability Study

What to Improve: Verbatim User Comments



- Navigation is not intuitive: *“Navigating the drop down menus is slightly un-intuitive.”*
- Dislike the design: *“Its design is too simple.”*
- Had issues with the check-in process: *“Difficult to find online boarding pass.”*
- Trouble with luggage: *“I had a small bit of trouble figuring out their policy in regards to carry-on bags and where to add a checked bag if need be.”*



- Dislike the design: *“Just a bit clunky. Not as well thought out as other travel sites.”*
- Responsiveness of site : *“Average booking speed. Loading speed slower compared to other airline websites”*
- Difficult to change or cancel a flight: *“It is very hard to cancel or change a flight you are booked for online.”*
- Issues with the mileage program: *“Airline miles program isn't very clear.”*

What to Improve: Verbatim User Comments

The logo for JetBlue, featuring the word "jetBlue" in a bold, blue, sans-serif font. The "j" is lowercase and the "Blue" is uppercase.

- Responsiveness of the site: *“Sometimes the pages don't load correctly but that could be from my location I am at the time.”*
- Difficult to find contact information: *“Finding contact information is fairly annoying when needed.”*
- Difficult to change a reservation: *“Many years ago when I was still an amateur in the website, I had an issue while changing my flight.”*
- Difficult to use mileage points: *“I have not had any, it is one of the better sites out there. I do find some features such as using points a bit confusing.”*

The logo for Southwest Airlines, featuring the word "Southwest" in a bold, blue, sans-serif font, followed by a red and blue shield icon with a yellow triangle.

- Responsiveness of the site: *“At some points it can run a little slower.”*
- Difficult to find the right flight: *“Booking return flights out of different airports is a bit more challenging than a normal round trip.”*
- No assigned seating: *“I would prefer the ability to choose a seat in advance. It is frustrating that passengers must check in at an exact time to get an ideal boarding group.”*
- Dislike the design: *“Looks very outdated. Needs to be more minimal.”*

What to Improve: Verbatim User Comments



- Higher prices: *“Don't really trust that I'm getting the best prices.”*
- Responsiveness of the site: *“It can get slow when trying out different flight options.”*
- Difficult to find contact information: *“I sometimes have problems finding the contact information if I need support.”*
- Finding the right flight: *“... occasional confusion on flight information when searching for flights.”*
- Difficult to change or cancel a reservation: *“Finding information about canceling flights and or altering a flight.”*

A top-down view of a person's hands holding a silver laptop on a wooden desk. To the left of the laptop is a white mug filled with dark coffee. The person is wearing blue jeans and a light-colored shirt. The background is a dark, textured surface.

Key Drivers of UX Quality

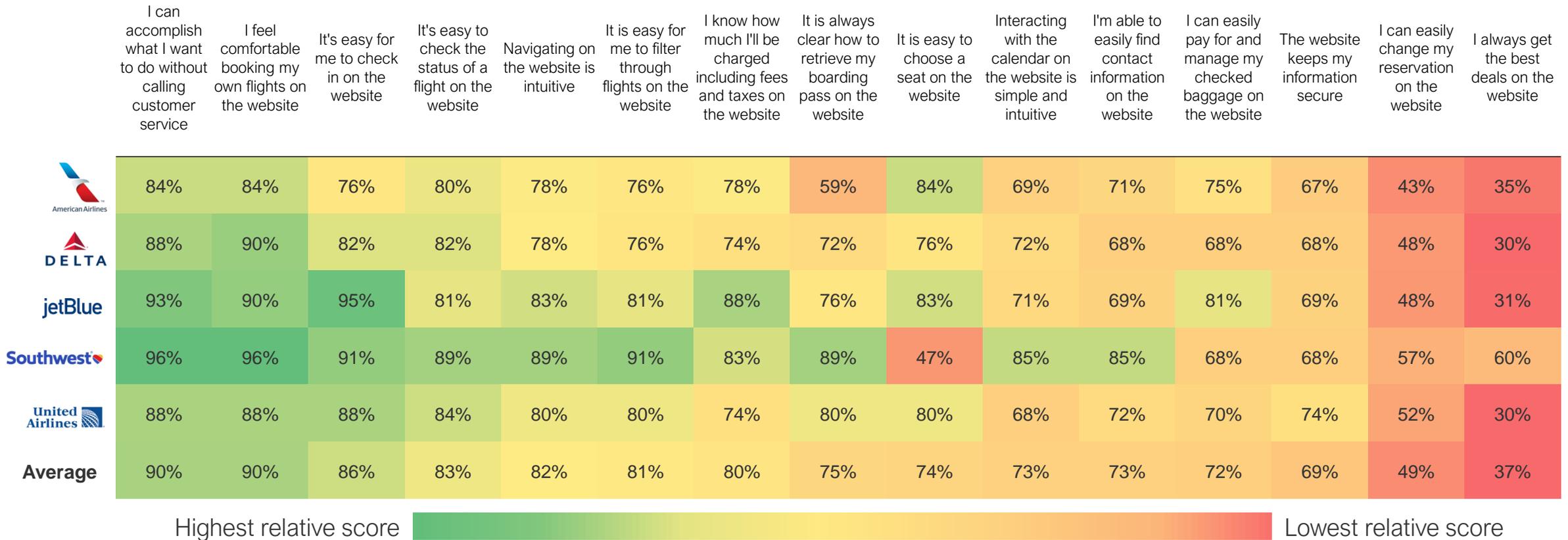
Retrospective Study

A multiple regression analysis was conducted with the SUPR-Q score as the dependent variable and the ratings on the site interactions as the independent variables. The key drivers shown on the subsequent slides are based on the standardized beta weights which best explain the SUPR-Q score by website.

Rating the Components of the Airline Website Experience

Please rate your level of agreement to the following statements.

TOP 2 BOX: Percent of participants selecting “Strongly Agree” or “Somewhat Agree”:



The statement “I always get the best deals” had low agreement rates across the websites, except for Southwest in which 60% of participants agreed they were getting the best deal.

Key Drivers of Airline Site UX Quality (SUPR-Q Scores)



[About the Key Driver Analysis:](#) Percentages in the graph represent the percent of SUPR-Q scores (derived from Beta Coefficients) that each item explains. These eight components are key drivers of the airline website user experience. Taken together they account for 60% of the variation in SUPR-Q scores.

For example, intuitive navigation of the website explains 15% of the SUPR-Q scores—which is about three times as important as getting the best deals (5%).

A photograph of a business meeting around a table. A laptop in the center shows a dashboard with various charts and graphs. To the right, a tablet is being held by a person. Hands of other participants are visible on the left. The image has a blue tint and a semi-transparent dark overlay.

Key Findings

SUPR-Q & Net Promoter Scores

Usability Study

Usability Study: Finding a Flight & Selecting a Seat

USABILITY STUDY

Participants were randomly assigned a task to complete on one of the seven airline websites.

The Task:



Imagine that you are living in Denver, Colorado (DEN) and are interested in going to Disneyland with your significant other and need to book your flight. You want to arrive in Los Angeles, California (LAX) on March 8th and leave on March 11th.



As a money saver, you want to find the cheapest nonstop flights on these days. You've decided that if there are multiple flights with the lowest cost, you would prefer to arrive as early as possible. You don't require any checked bags and would like to be able to pick seats next to your partner in advance.

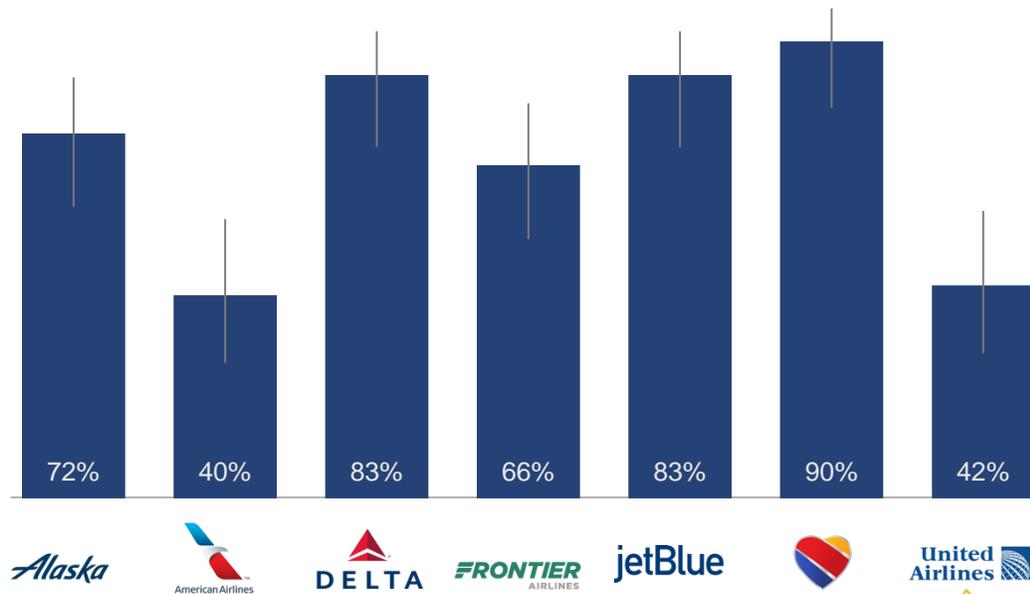


Please find what time each flight departs as well as which ticket plan will allow you to choose advanced seating at the cheapest price. Be sure to write down this information as you will be asked for it afterward. Go as far as you can in the booking until you are asked for credit card information. You can enter any fake information in the required fields. Do not confirm the booking.

Task Success

American Airlines had the lowest task success scores for finding the cheapest and earliest flight to Los Angeles. The seat selection process was easier on American Airlines as 77% of participants successfully chose seats next to their partner. Southwest had the highest success rate for finding the cheapest flight.

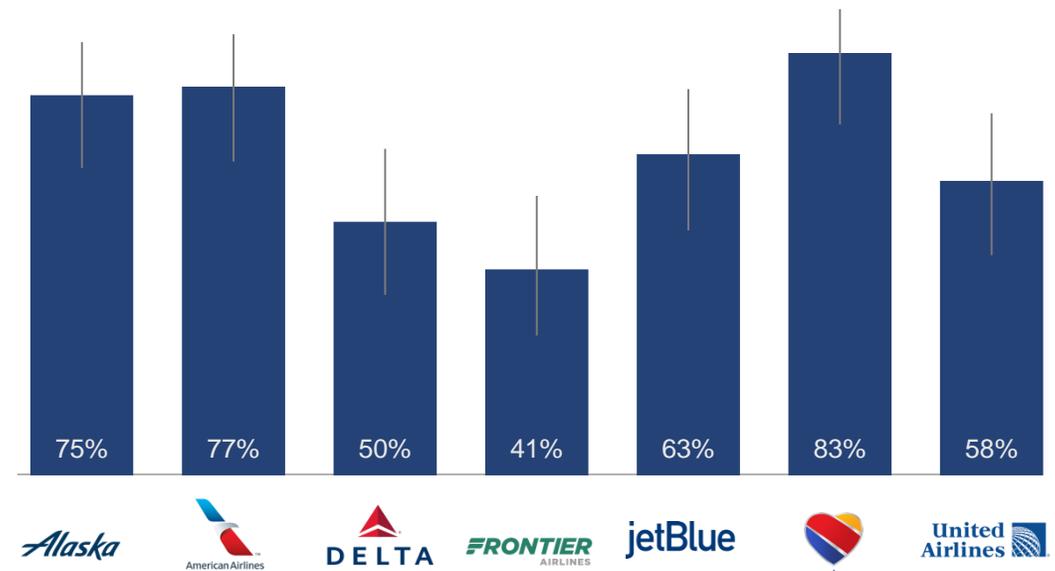
Task Success: Find Cheapest Flight



"Too many flights and various options to deal with."

"Not sure if the flights were sorted by cheapest or not."

Task Success: Seat Selection



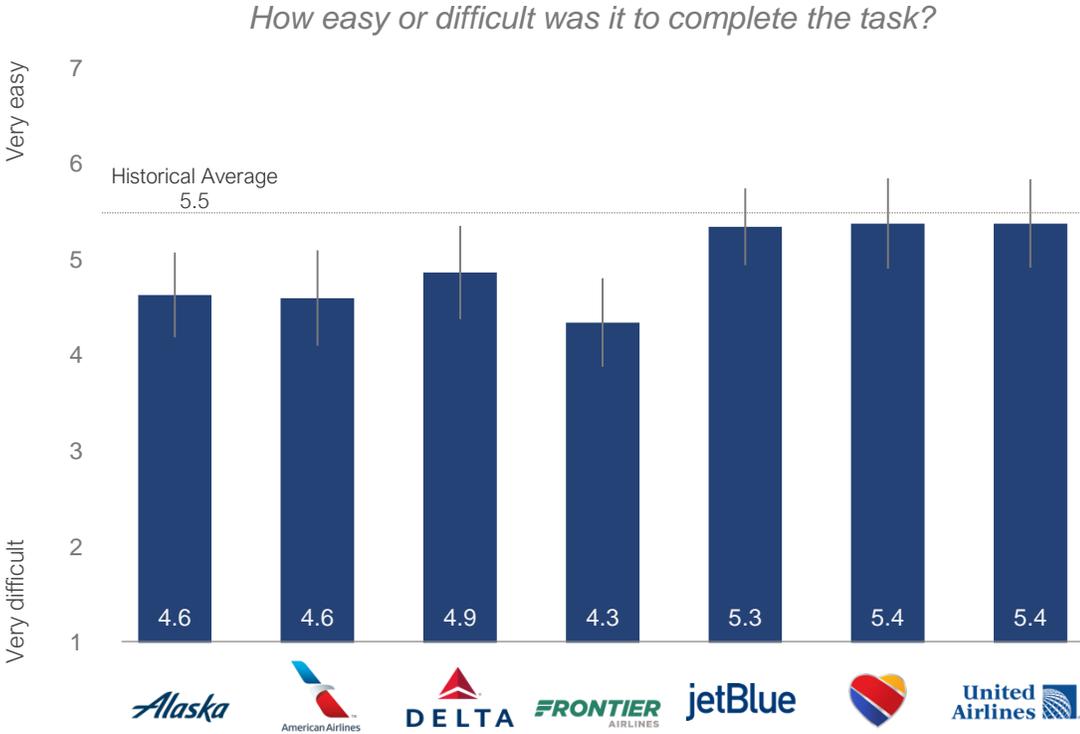
"I wasn't sure how to pick my own seats."

83% chose "You can't select seats in advance"

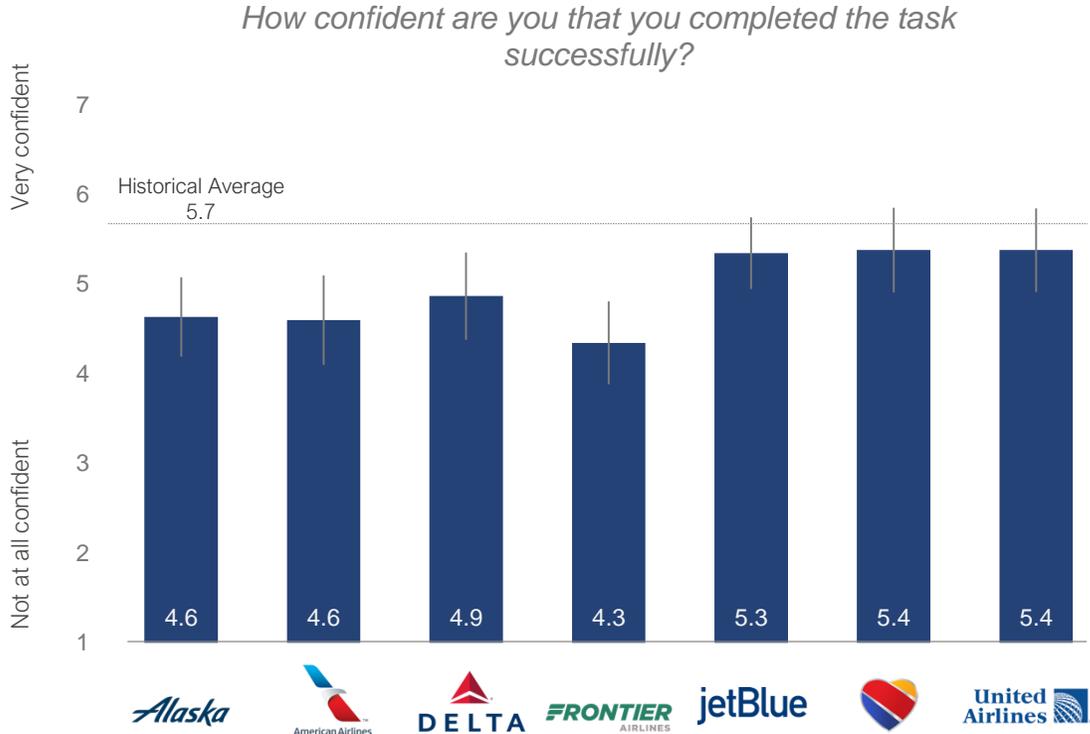
"It did not mention (or at least it wasn't obvious) that you can't choose seats."

Task Ease and Confidence

Participants rated Frontier as most difficult and were least confident in their actions, but all confidence ratings were below the historical average across industries, and only jetBlue, Southwest, and United had ease ratings above average.



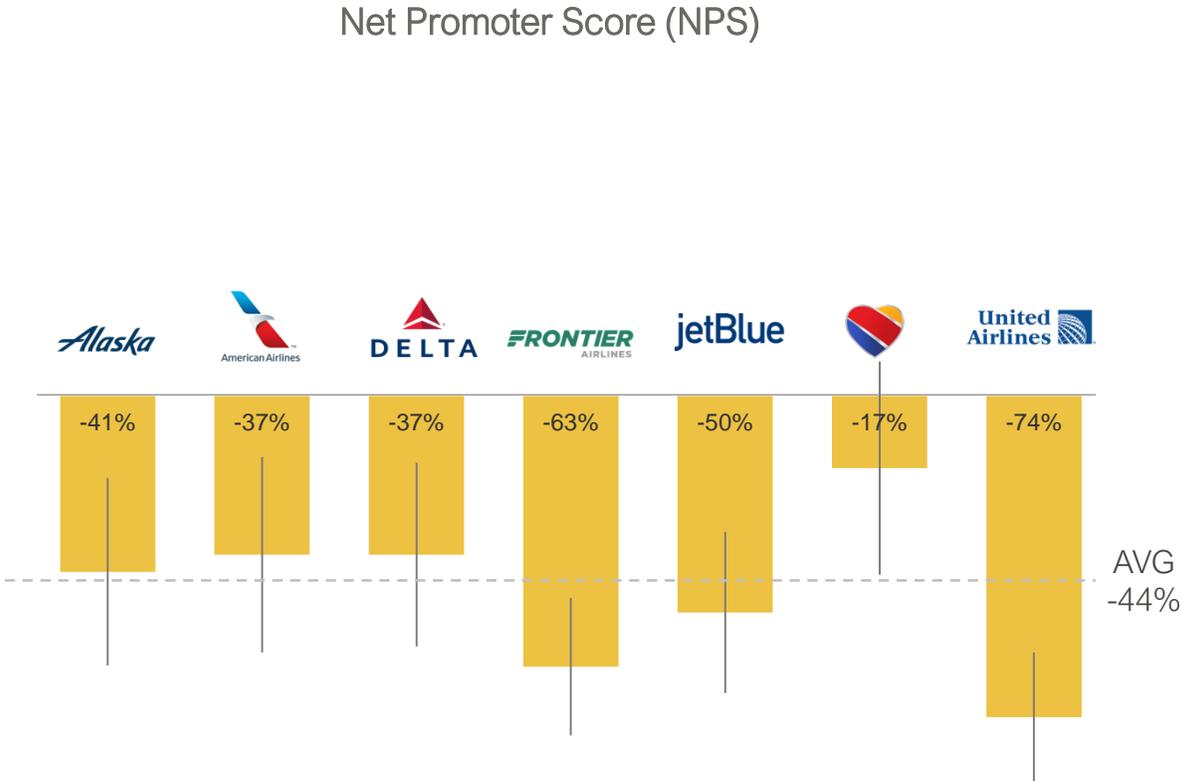
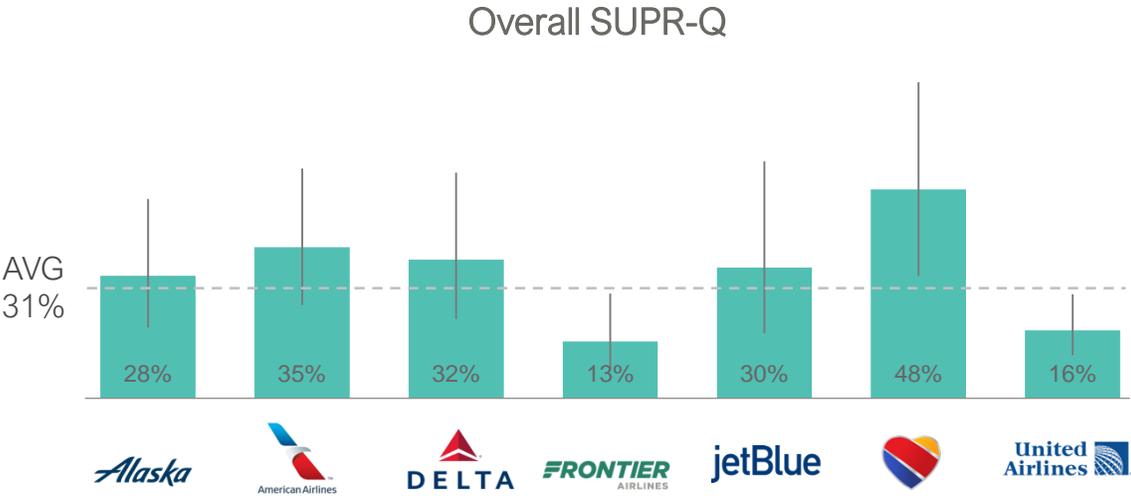
“I had to do math to decide if we would join the membership and decide if I would pay for the bundle.”



“This feeling that there might be better options or pricing that was hiding in the interface kept me checking and re-checking the screens to make sure that was all there was available.”

Summary Scores: Usability

The **Southwest** website had the best overall SUPR-Q (48%), as well as the highest NPS (-17%). Frontier and United fell short with the lowest SUPR-Q and NPS scores in the group, statistically lower than Southwest.



SUPR-Q & Subscale Percentile Rank Scores: Usability

	<i>Alaska</i>	 American Airlines	 DELTA	 FRONTIER AIRLINES	jetBlue	Southwest 	United Airlines 	Average
SUPR-Q	28%	35%	32%	13%	30%	48%	16%	29%
Usability	45%	63%	47%	22%	36%	66%	21%	43%
Trust	51%	47%	60%	20%	56%	73%	56%	52%
Loyalty	16%	20%	17%	11%	18%	32%	9%	18%
Appearance	26%	30%	31%	12%	36%	33%	14%	26%
NPS	-41%	-37%	-37%	-63%	-50%	-17%	-74%	-45%

Highest relative score



Lowest relative score

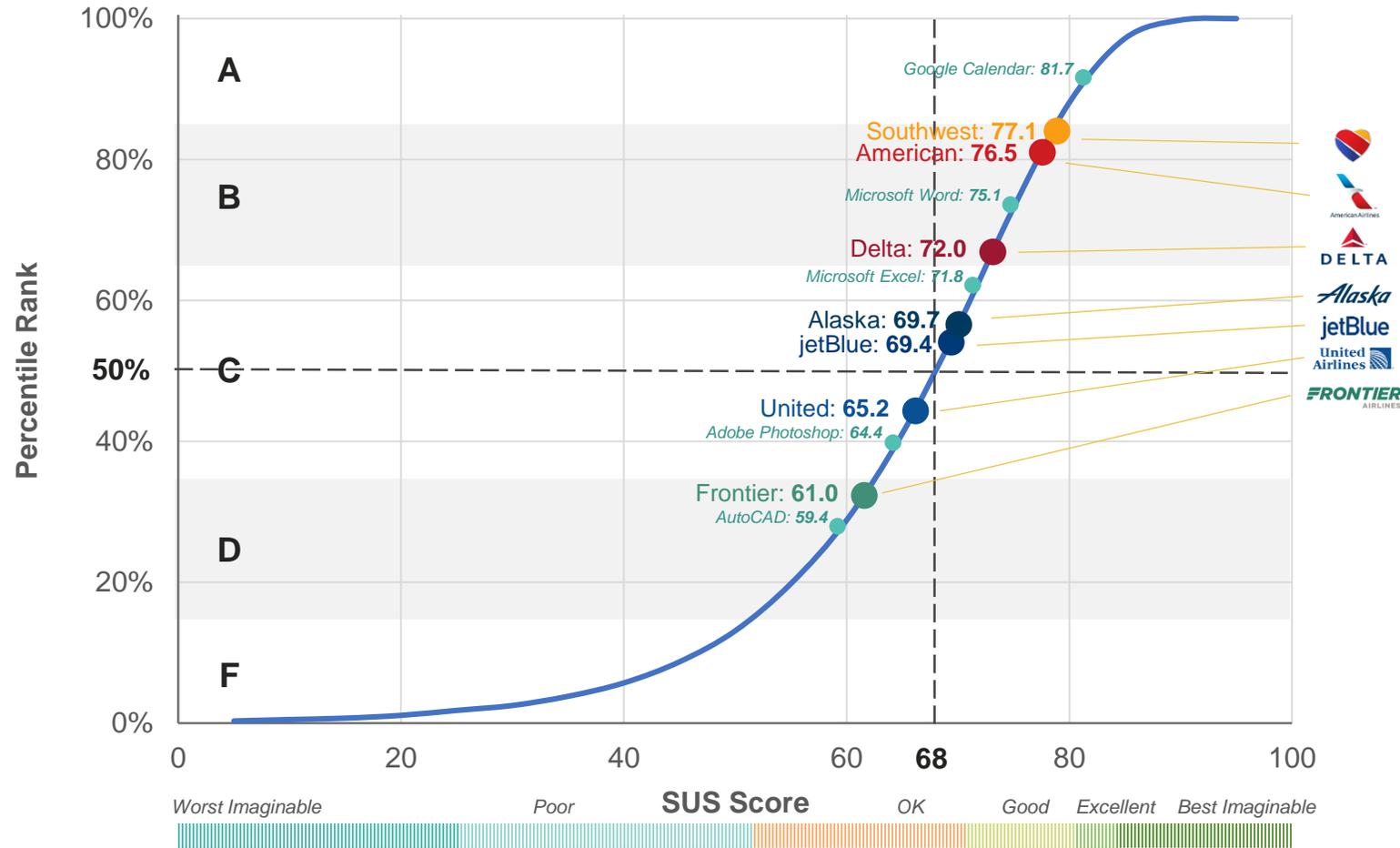
NPS Summary: Usability

How likely are you to recommend the {airline} website to a friend or colleague?

Participants are unlikely to recommend the airline sites, as NPS scores are low across the board.

	NPS	Promotors	Passives	Detractors
	-41%	16%	28%	56%
American Airlines 	-37%	17%	30%	53%
 DELTA	-37%	13%	37%	50%
	-63%	3%	31%	66%
jetBlue	-50%	7%	37%	57%
	-17%	27%	30%	43%
	-74%	3%	19%	77%

Estimated SUS Scores: Usability



Participants in the usability study would be expected to give Southwest and American top marks in the B+ range, and Frontier lowest scores in the D+ range.

Usability Issues | American Airlines

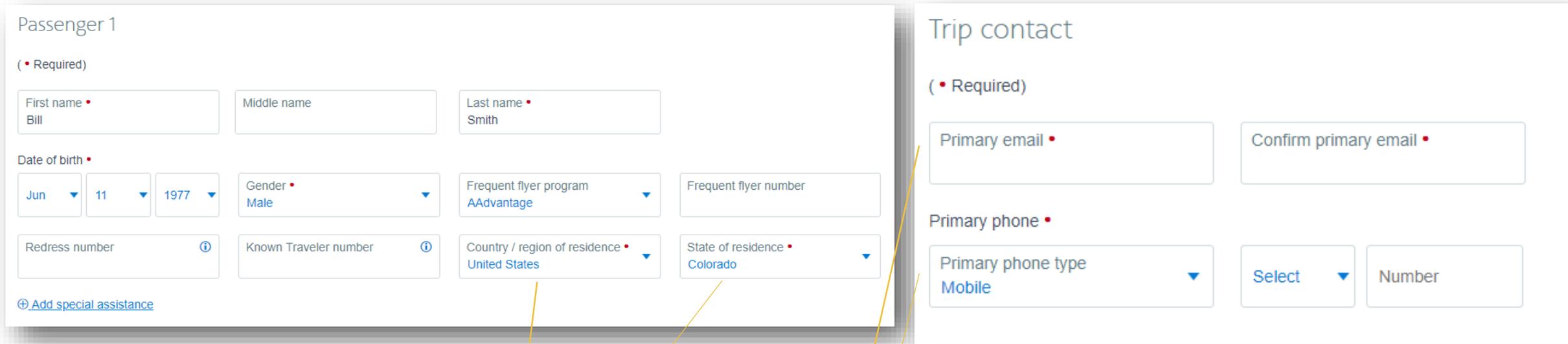
Based on video observations from 5 participants completing the task on the American Airlines website.

ID	Usability Issue	Frequency
1	Abundance of required user information	3/5
2	Filter tool overlooked	2/5
3	Input errors not automatically known to users	2/5



Abundance of required user information

When inputting passenger and trip contact information, users are asked to input much information that is not clearly important. When booking a flight, airlines should prioritize obtaining information that would be provided on the flight ticket rather than extra information.



Passenger 1

(• Required)

First name • Bill
Middle name
Last name • Smith

Date of birth •
Jun 11 1977
Gender • Male
Frequent flyer program AAdvantage
Frequent flyer number

Redress number ⓘ
Known Traveler number ⓘ
Country / region of residence • United States
State of residence • Colorado

[+ Add special assistance](#)

Trip contact

(• Required)

Primary email •
Confirm primary email •

Primary phone •
Primary phone type Mobile
Select Number

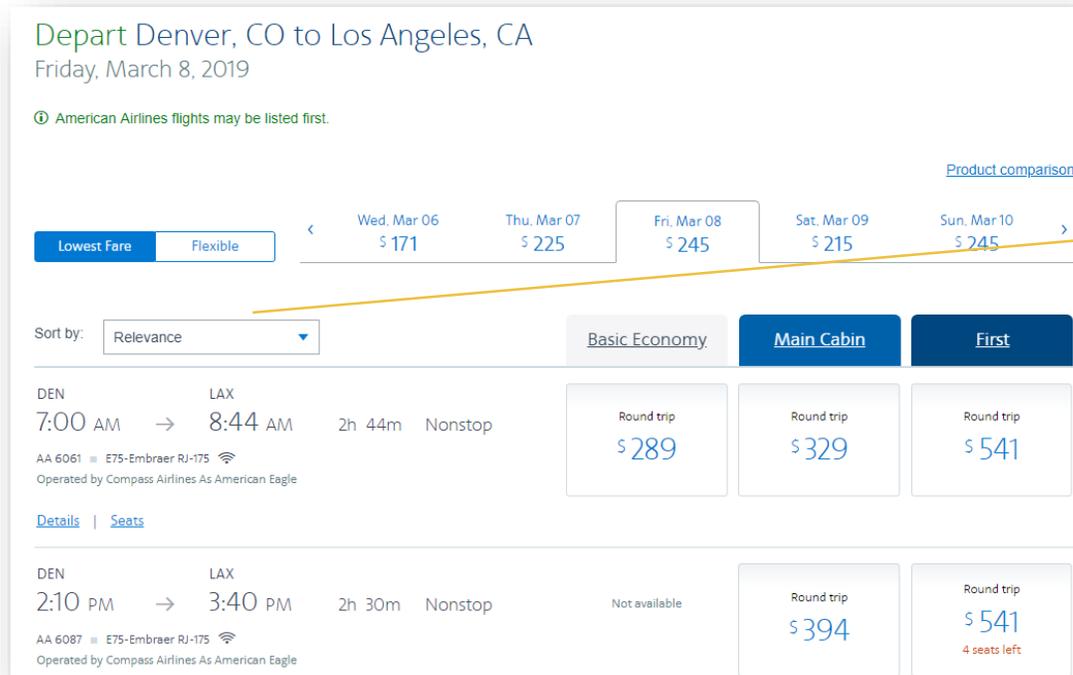
Each passenger is required to have a country and state of residence when booking.

Users are also required to input two separate forms of contact which may seem like too much required information to some.

“The details option was tedious to fill as well. Why do I need to fill the residence for each of the people flying with me if they are my kids? Of course, it [will] be the same.”

Filters tool overlooked

2/5 users failed to see the “Sort by” feature and manually searched for the cheapest flight by scrolling through. This may be due to users being able to more easily see the prices.



Depart Denver, CO to Los Angeles, CA
Friday, March 8, 2019

① American Airlines flights may be listed first.

[Product comparison](#)

Lowest Fare Flexible

Wed, Mar 06 \$ 171 Thu, Mar 07 \$ 225 **Fri, Mar 08 \$ 245** Sat, Mar 09 \$ 215 Sun, Mar 10 \$ 245

Sort by: Relevance

Basic Economy **Main Cabin** First

Flight	Basic Economy	Main Cabin	First
DEN 7:00 AM → LAX 8:44 AM 2h 44m Nonstop AA 6061 E75-Embraer RJ-175 Operated by Compass Airlines As American Eagle	Round trip \$ 289	Round trip \$ 329	Round trip \$ 541
DEN 2:10 PM → LAX 3:40 PM 2h 30m Nonstop AA 6087 E75-Embraer RJ-175 Operated by Compass Airlines As American Eagle	Not available	Round trip \$ 394	Round trip \$ 541 4 seats left

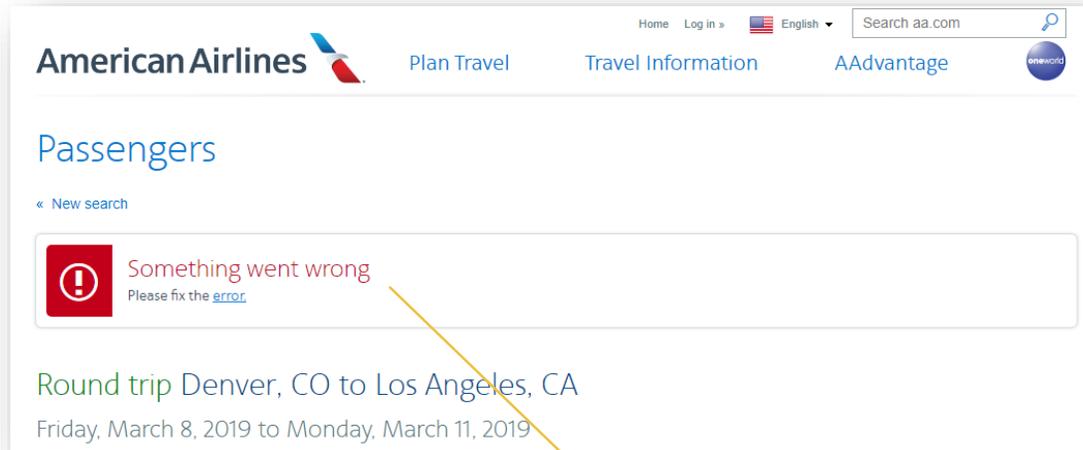
The “Sort by” function is in smaller text than the prices which might be a reason that users were able to overlook the function.

“Whenever I had to look through all the selections available, they were not in order of the time of departure. It would be nicer if the time of departure were set in order so it can be easily selected throughout the process without taking too much time.”

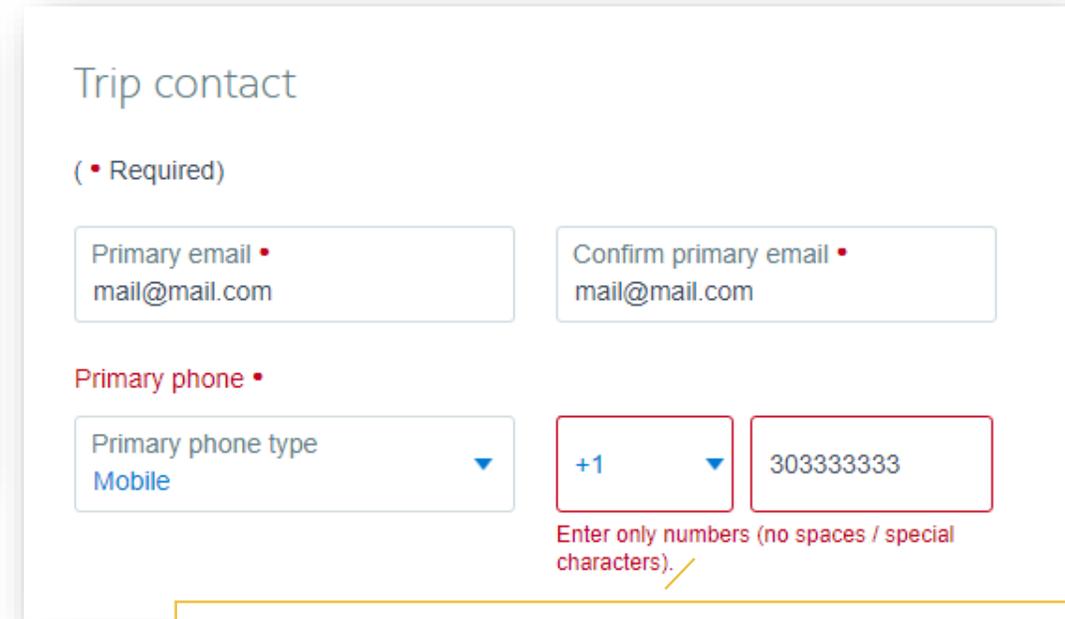
Input errors not automatically known to users

2/5 users experienced an error message when they attempted to move on to seat selection. This error indicated that information in the passenger page was not entered correctly. It is unknown to the user that these errors were made until they attempt to proceed.

Users should be able to see their mistakes when the mistake is made instead of having to wait.



Users receive an error message when they attempt to proceed to the next step if they made an error inputting data.



These errors are not shown automatically and the user must attempt to access the next page in order to see the error.

Usability Issues | Delta

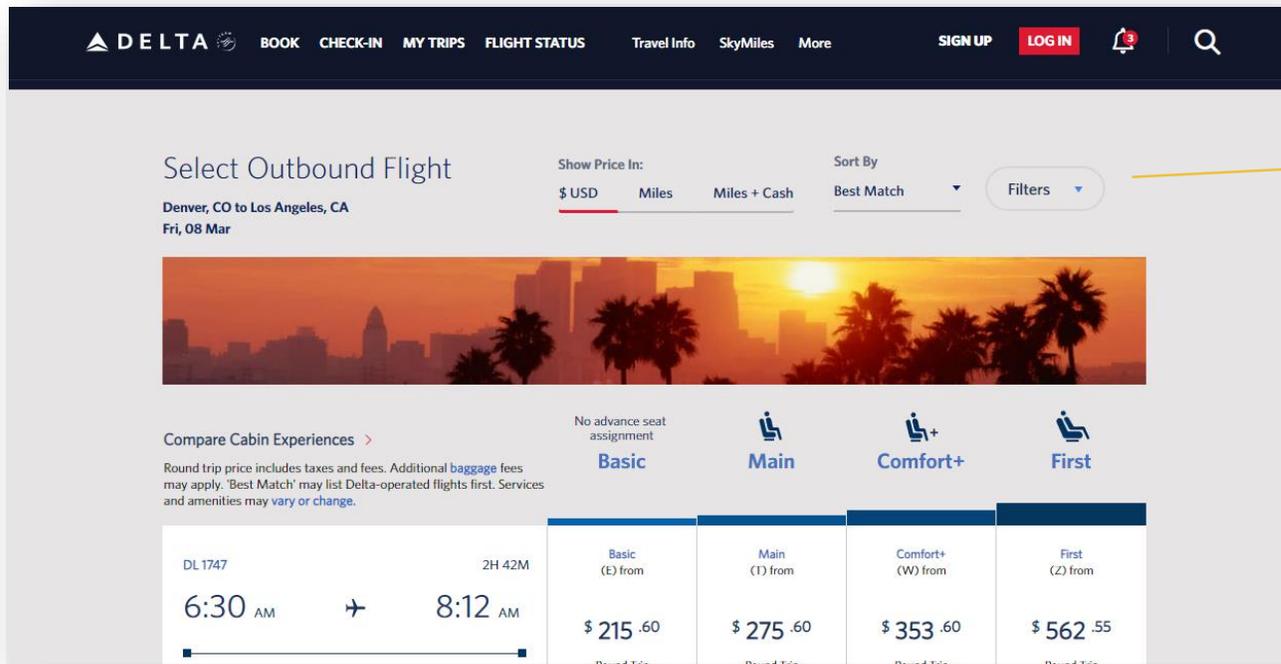
Based on video observations from 5 participants completing the task on the Delta website.



ID	Usability Issue	Frequency
1	Filters/Sorting tool overlooked	5/5
2	Difficult to return to seat selection from help	1/5
3	Departure and return selector unclear	1/5

DELTA Filters tool overlooked

5/5 users skipped over the “Sort By” and “Filters” functions to manually search for the cheapest nonstop flights. This may be due to the large banner between these options and the flight search results. Users’ eyes may jump past the banner making it difficult to see the sort and filter options.



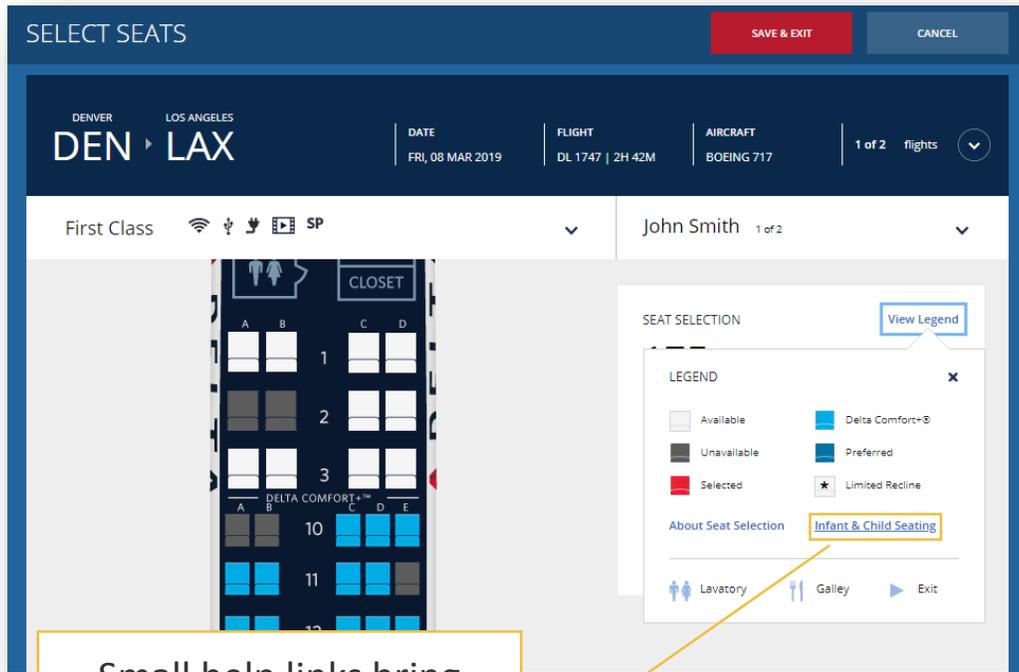
The “Filters” and “Sort By” functions are not noticeable.

The banner distracts users and makes it easy for people to skip straight to the different cabin experiences.

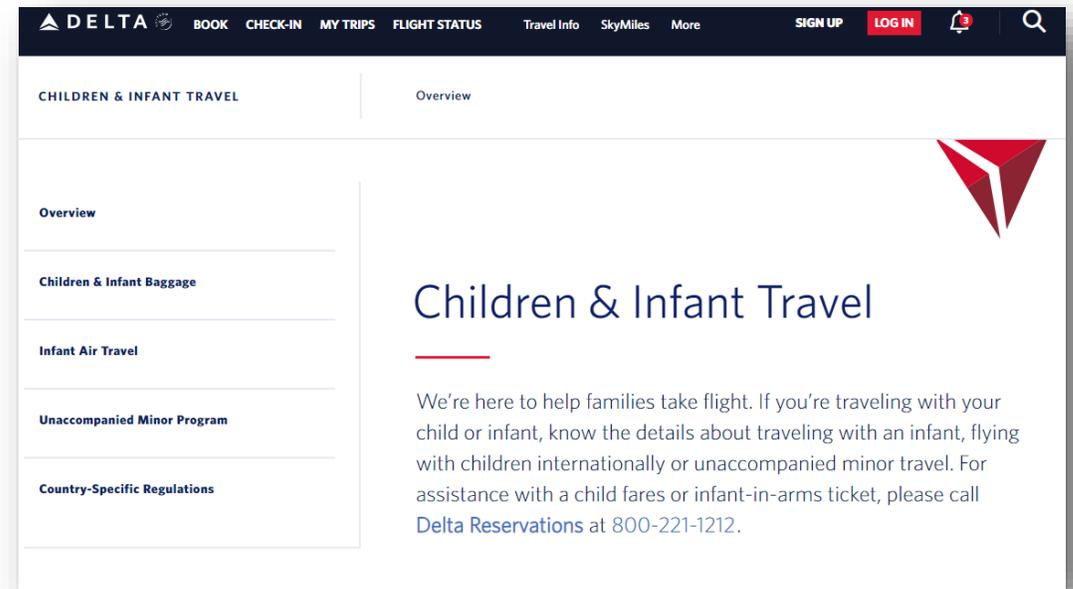
“The plethora of options. The webpages are cluttered with a bunch going on, not pleasing to view.”

DELTA Difficult to return to seat selection from help

1/5 users had difficulty return to the seat selection map after hitting on one of the help links in the legend. These links pull up a new tab, but this is not automatically obvious.

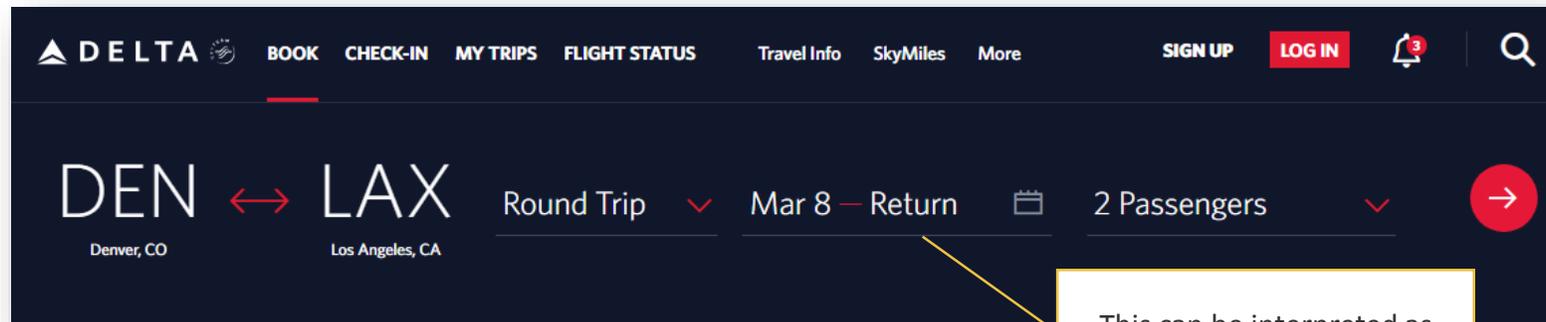


Small help links bring users to a completely new page where they can't easily return to the seat map.

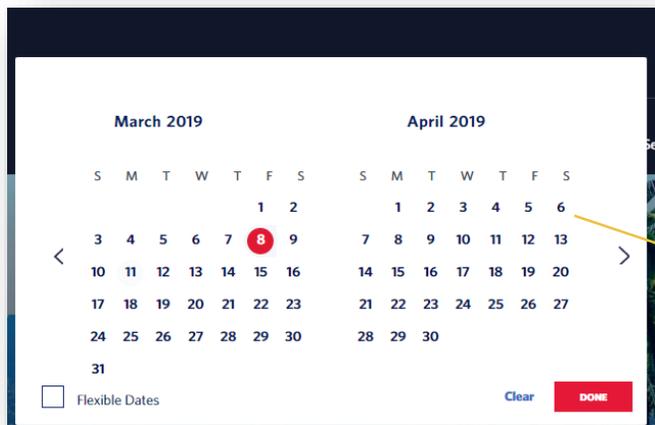


DELTA Departure and return selector unclear

1/5 users had trouble understanding the departure and return date selection. Users must choose the depart and return date in the slide-out calendar, but are not instructed to choose both dates on the same calendar. Users may choose the depart date and be unsure where to choose the return date.



This can be interpreted as March 8th being the return date rather than the departure date.



When users choose the departure date, it is unclear how to choose the return date.



[Download Video](#)

“Initially, I didn't realize the depart and return were separate buttons. I didn't realize I needed to click the depart button to enter a departure date, I figured it'd just automatically pop up again to ask for a departure date.”

Usability Issues | jetBlue

Based on video observations from 5 participants completing the task on the Delta website.



ID	Usability Issue	Frequency
1	Seat selection process misleading	3/5
2	Sort function easy to overlook	3/5
3	Seat prices difficult to see	2/5

jetBlue Seat selection process misleading

The shaded area on the seating map is easy to interpret as being the only available seats. These seats are premium seats and cost extra. The user must scroll down to see more available seats that do not cost extra.

Seat selection Skip seat selection for now

Please choose your seat for each flight on the itinerary. If you do not wish to choose a seat, you can skip this step.

ATLANTA HARTSFIELD INTL APT, GA **ATL** → ORLANDO, FL **MCO** ORLANDO, FL **MCO** → ATLANTA HARTSFIELD INTL APT, GA **ATL**

Atlanta Hartsfield Intl Apt, GA (ATL) → Orlando, FL (MCO) Airbus A320: Flight 1153

Bill Smith

Scott Smith

Selected seats additional charge:
\$---- USD

NEXT FLIGHT

Available seats

- Even More Space
- Core
- Currently selected
- × Not available

Note: Your seat is selected but not guaranteed

	A	B	C	D	E	F
1	●	●	●	×	×	×
2	●	●	●	●	●	●
3	●	●	●	●	●	●
4	●	●	●	●	●	●
5	●	●	●	●	●	●
6	×	×	×	×	×	×
7	×	×	×	×	×	×

ITINERARY
Sub-total 2 travelers
\$463.20 USD

FLIGHT +

Atlanta Hartsfield Intl Apt, GA (ATL)
Orlando, FL (MCO)
Atlanta Hartsfield Intl Apt, GA (ATL)

Sub-total **\$463.20 USD**

Estimated total: **\$463.20 USD**
[View in another currency](#)

\$100 Statement Credit after first jetblue.com purchase*
+
5,000 Bonus Points after spending \$1,000 in the first 90 days*

jetBlue
Statement Credit
5,000 Bonus Points
LAPRESIDENT

The shaded area can imply that these are the only available seats.

Users must scroll down in order to see free available seats.

“Unclear about the seat selection process and why different seats had costs associated with them.”

jetBlue Sort function easily overlooked

3/5 participants had difficulty or did not locate the sorting and filter functions. There is no labeled “Sort By” feature. Users must intuitively know that in order to sort by price, they must click on the small arrows next to the fare options.

“Filter Results” is also placed in an area that makes it easy for users to overlook.

Departing flights
Atlanta Hartsfield Intl Apt, GA (ATL) to Orlando, FL (MCO)

BEST FARE GUARANTEE jetblue.com has the lowest fares—guaranteed*
*Terms apply

Wed Mar 6 \$64 Thu Mar 7 \$126 **Fri Mar 8 from \$153** Sat Mar 9 \$153 Sun Mar 10 \$110

Non-Refundable Refundable Compare fare options

Prices displayed are one-way per person including taxes and fees. Additional baggage fees may apply. The order of flights displayed is not neutral with respect to carrier identity; lowest priced JetBlue flights are displayed first, followed by codeshare and interline partner-operated flights, prioritized by price and schedule. Did you know you can click on a flight number to see its on-time performance?

Departs	Arrives	Duration	BLUE	BLUE PLUS	BLUE FLEX
11:51 AM ATL 1153 A320	1:21 PM MCO View seats	1h 30m Amenities	\$153	\$180	\$263
6:25 AM ATL 996 E190	8:59 AM BOS View seats	2h 34m Layover: 1h 6m Amenities	\$344	\$398	\$564
10:05 AM BOS 451 A321	1:18 PM MCO View seats	3h 13m Total: 6h 53m Amenities			
9:36 AM ATL 284 A320	12:12 PM BOS View seats	2h 36m Layover: 1h 11m Amenities			

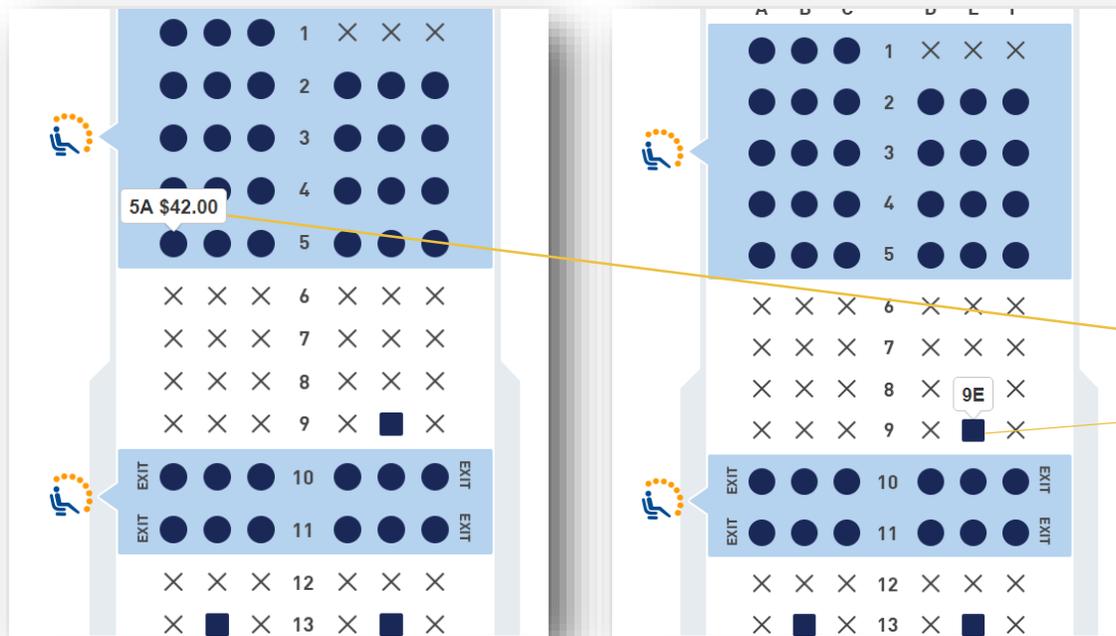
Filter Results
Nonstop flights
SELECT FARE
TrueBlue points
Dollars
ITINERARY
Estimated total 2 travelers
USD
\$100 Statement Credit after first jetblue.com purchase*
+ 5,000 Bonus Points after spending \$1,000 in the first 90 days*
jetBlueCard
APPLY NOW
*See Terms and Conditions for details.

“Filter Results” is not where users would intuitively expect it to be. Its color also implies that it is part of the itinerary section.

In order to sort by price, users must locate and click on small arrows next to the fare options.

jetBlue Seat prices difficult to see

Users must hover over seats in order to see if there is an extra cost or if the seat is included in the fare plan. The icon coding scheme is not enough to distinguish free and premium seats, especially when only premium seats are visible from a partial scroll view at the top.



“Wasn't sure if there was an extra fee for choosing seats or how to go about that.”

Users can't easily see prices when looking at the seat map.



[Download Video](#)

Usability Issues | Southwest

Based on video observations from 5 participants completing the task on the Southwest website.



ID	Usability Issue	Frequency
1	Difficult to see desired flight	4/5
2	User information not saved/System amnesia	1/5
3	Airport selection recommendation overly sensitive	1/5



Sort function easily overlooked

3/5 users had difficulty locating the “Sort by” and “Filter by” tools. These users manually scrolled through all of the flights in attempt to find the best deal.

Southwest
MAR 8 - 11
DEN → LAX
Modify

Depart: DEN → LAX
Denver, CO - DEN to Los Angeles, CA - LAX

Government taxes & fees included
All fares are rounded up to the nearest dollar.

WED Mar 06 THU Mar 07 FRI Mar 08 SAT Mar 09 SUN Mar 10
Low Fare Calendar First 2 bags fly free®
Weight, size & excess limits apply

Sort by: Departure time Filter by: Nonstop All day View fare type benefits

Departing flights

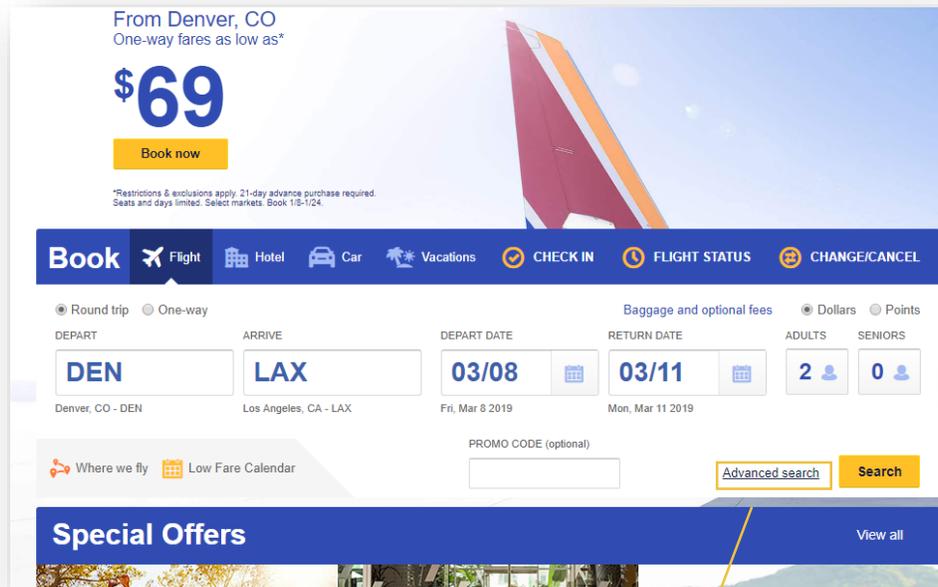
Flight	Duration	Business Select	Anytime	Wanna Get Away
Nonstop # 2647 5:45 AM → 7:25 AM	2h 40m	\$398	\$370	\$88
1 stop # 2489 / 6547 6:10 AM → 9:45 AM	4h 35m 1 stop PHX 0h 55m	\$407	\$379	Sold out
1 stop # 2217 / 5210 6:40 AM → 10:25 AM	4h 45m 1 stop LAS 1h 30m	\$407	\$379	\$155

The “Sort by” and “Filter by” features are well placed but users still scroll past them.

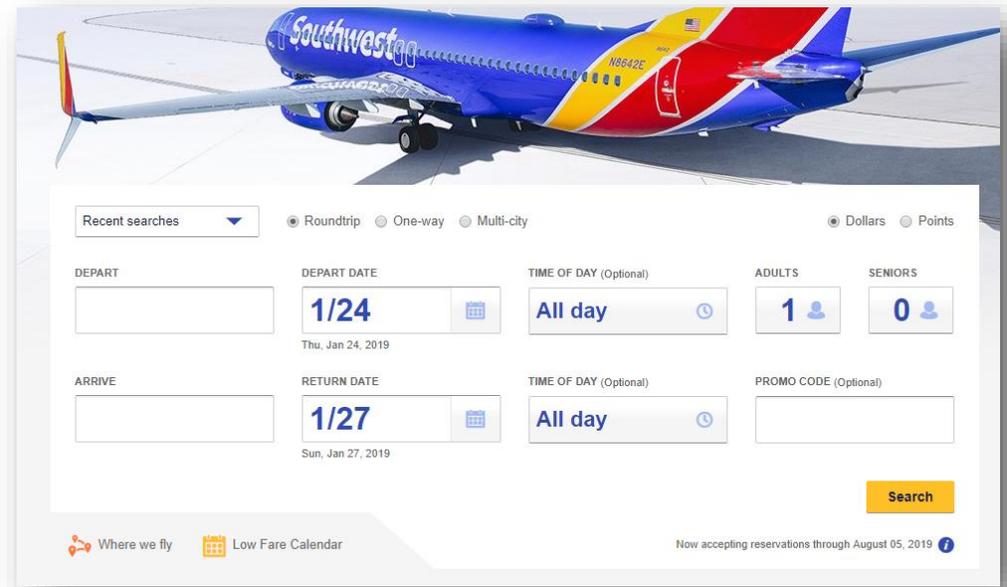
Users may be skipping these features due to the small font size in comparison to the price sizes.

Southwest System amnesia

1/5 users inputted their flight information on the home page but wanted to continue in “Advanced search.” When they clicked on “Advanced search” all the data that they had inputted was deleted and they were forced re reenter all of their desired flight information.



User clicked on “Advanced search” and was forced to reinput data.



“I found it difficult to navigate between screens and ended up having to resubmit my criteria after getting clarification on some questions where I asked for more info and then returned to original screen.”

Southwest Airport selection recommendation overly sensitive

1/5 users experienced the airport selection recommendation tool misinterpreting their actions. When a user types the abbreviated airport name, that name must be highlighted in order to be selected. If another airport name is highlighted and the user clicked anywhere on the page, that airport will be automatically inputted into the corresponding field.

Highlighted airports are automatically added to the departure or arrival fields when a user clicks anywhere on the page.

Usability Issues | United Airlines

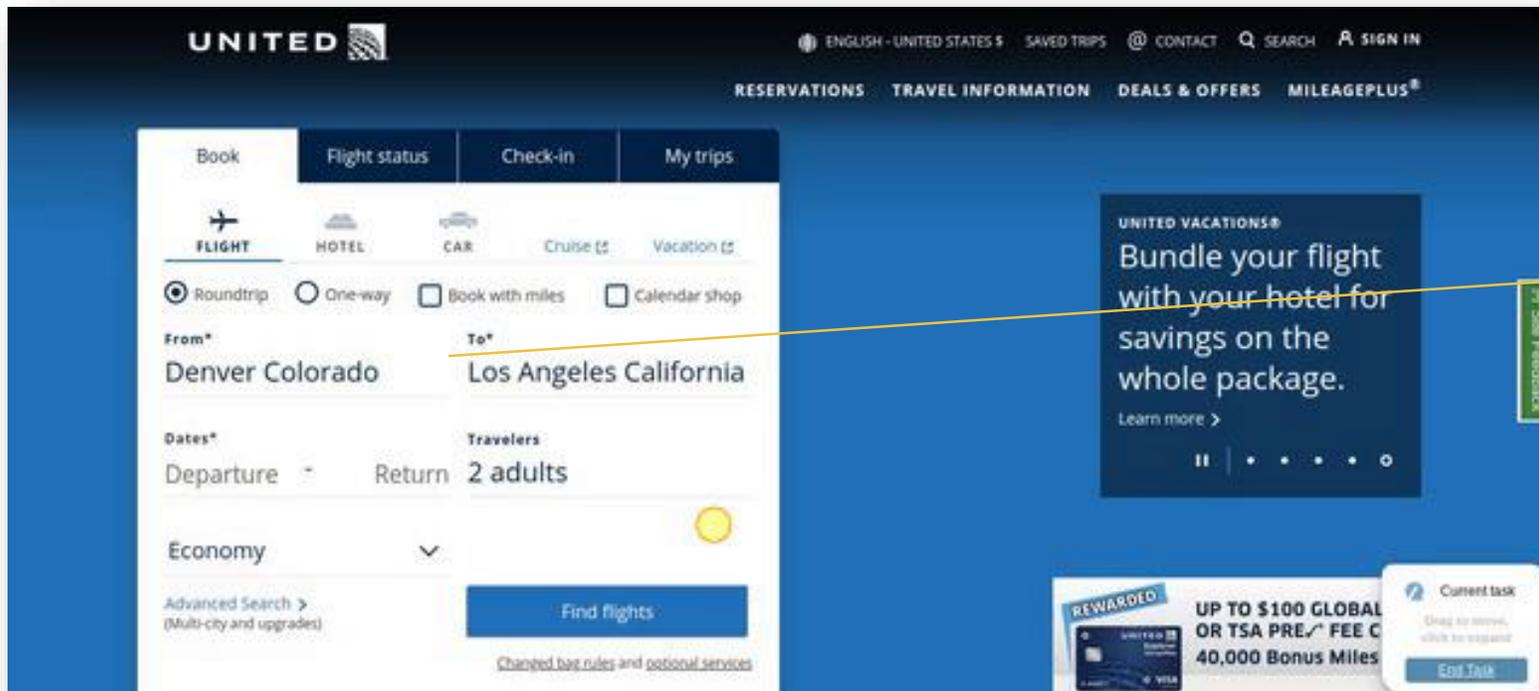
Based on video observations from 5 participants completing the task on the United website.



ID	Usability Issue	Frequency
1	Seating legend unclear	1/5
2	Forced usage of airport codes over common place names	1/5

UNITED Forced usage of airport codes

Although suggested search results correctly identified the most likely airport code associated with these common place names, one participant (of 5 observed) twice needed to manually replace city names with airport codes after submitting the search.



Search should support common place names, automatically replace them with suggestions, or validate form entry instantly rather than waiting for submission.



[Download Video](#)

Usability Issues | Frontier

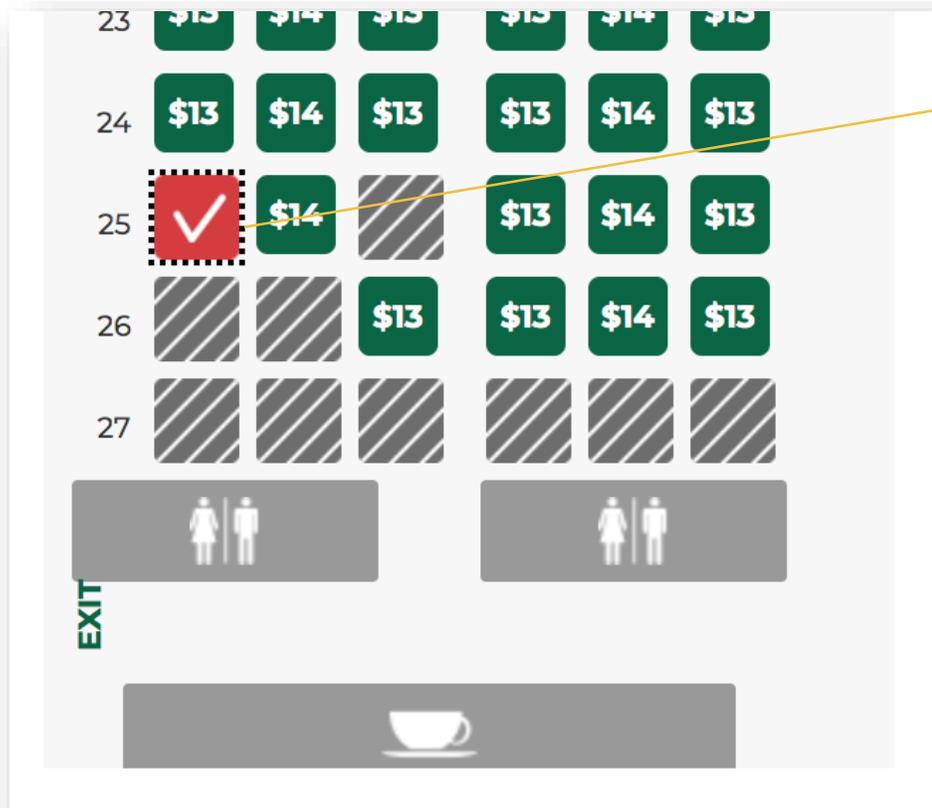
Based on video observations from 5 participants completing the task on the Frontier website.



ID	Usability Issue	Frequency
1	Seat selection process confusing	2/5
2	Calendar responsiveness	2/5

Seat selection process confusing

2/5 participants had difficulties understanding which passenger and flight they were selecting a seat for. This under-emphasized information is at the top of the page, far from the actual seats.



The check-mark feedback displays very briefly. Previously selected seats are indistinguishable from unavailable seats.

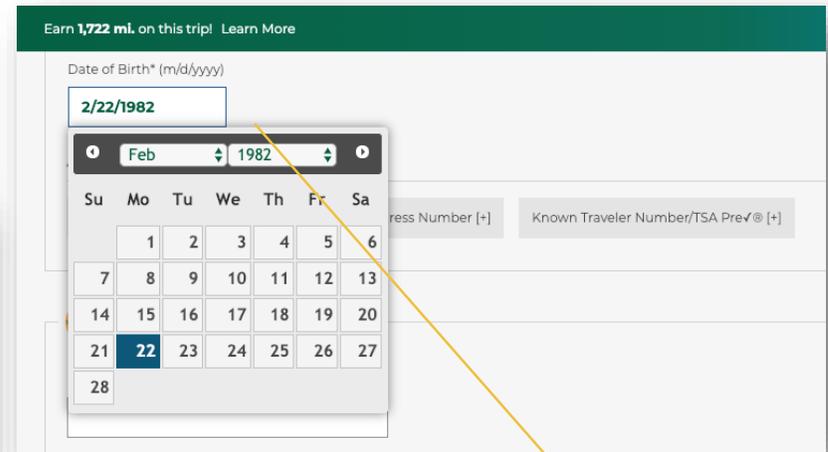
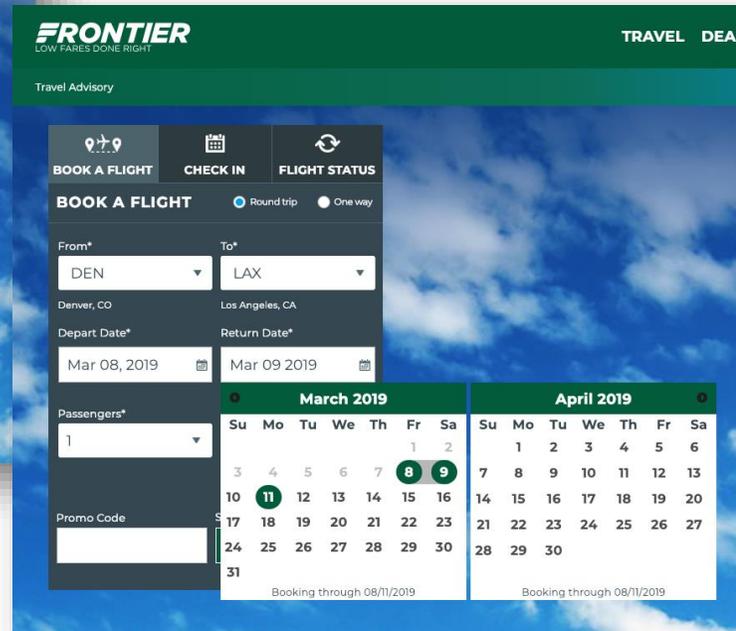
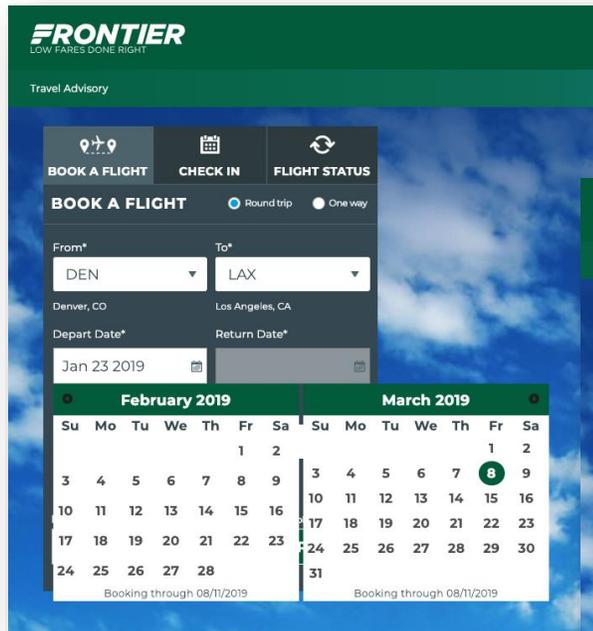


[Download Video](#)

“Clicking the seat to get the seats together kept moving me back up the page and didn't show the seat I had selected on the legend, so I had to cross check to make sure I was selecting seats next to each other via the row number.”

FRONTIER AIRLINES Calendar responsiveness

For 2/5 participants, the calendar date selector caused problems. On the home page, the selector jumps around between the departure and return flight, causing a delay or confusion.



"The calendar was a bit confusing, one time it was on another month, that I didn't choose."

Although a traveler's date of birth may be entered via the keyboard, participants were observed using the prominent calendar selector, which is inefficient for dates in the distant past.

Usability Issues | Alaska Air

Based on video observations from 5 participants completing the task on the Alaska Air website.



ID	Usability Issue	Frequency
1	Accessible seats not clearly labeled	3/5
2	"Preview seats" is misleading	3/5
3	User required in input too much information	3/5
4	"View by price" misleading	2/5

Alaska Accessible seats not clearly labeled

3/5 users attempted to choose an aisle seat but were prompted by a popup that these were accessible seats. There is no where on the seat selection page that informs users of this before clicking on these seats.



No indication that aisle seats are accessible seats until user clicks on it.

"I think it would be nice if it was more clear which seats are only for disabled passengers as well."

Alaska “Preview seats” misleading

3/5 users attempted to choose seats from the “Preview seats” link on the flight selection page. This link shows the entire seat map with available seats but does not allow users to pick seats from this screen.

Available flights [Baggage fees](#) may apply. [Change search](#)
[Clear all selections](#)

[Currency converter](#) **Choose departing flight:**
Denver (DEN) to Los Angeles, CA (LAX)

View by
 Schedule
 Calendar
 Price

Filter results
Stops
 Nonstop
 1 stop
 2+ stops

Upgrade fare type **+**
 No preference
 Mileage
 MVP®
 MVP® Gold
 MVP® Gold 75k
 MVP® Gold guest

Legend
Wi-Fi available for purchase

Choose returning flight:
Los Angeles, CA (LAX) to Denver (DEN)

Price Guarantee

	Tuesday Mar 5	Wednesday Mar 6	Thursday Mar 7	Friday Mar 8	Saturday Mar 9	Sunday Mar 10	Monday Mar 11
	\$131	\$131	\$143	\$171	\$143	\$207	\$143

	Main	First Class
American Airlines 6061 DEN 7:00 am LAX 8:44 am 2h 44m Nonstop Seats Flight 6061 is operated by Compass Airlines as American Eagle	\$207	\$1,386
American Airlines 6087 DEN 2:10 pm LAX 3:40 pm 2h 30m Nonstop Seats Flight 6087 is operated by Compass Airlines as American Eagle	\$282	\$1,386
American Airlines 416 DEN 8:23 pm LAX 10:05 pm 2h 42m Nonstop Preview seats	\$207	\$1,386



Legend

- Refundable ticket or elite status
- Available
- Unavailable

Seat assignments and actual availability are subject to change.

	A	B	C	D	E	F
8	Available	Available	Available	Unavailable	Unavailable	Available
9	Available	Available	Available	Available	Available	Available
10	Unavailable	Available	Available	Available	Available	Available
11	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
12	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
13	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
14	Available	Available	Available	Unavailable	Available	Available
15	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
16	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
17	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
18	Available	Unavailable	Unavailable	Unavailable	Available	Unavailable
19	Available	Unavailable	Unavailable	Unavailable	Available	Unavailable
20	Available	Unavailable	Unavailable	Unavailable	Available	Unavailable
21	Available	Unavailable	Unavailable	Unavailable	Available	Unavailable
22	Available	Available	Unavailable	Unavailable	Available	Available
23	Available	Available	Unavailable	Unavailable	Available	Available
24	Available	Available	Unavailable	Unavailable	Available	Available
25	Available	Available	Unavailable	Unavailable	Available	Available

Users misinterpreted “Preview seats” as a seat selection tool.

Seats were shown to be clickable but when users clicked, nothing would happen.

“It was confusing if you were charged extra for choosing seats, and if that option would be available.”

Alaska Abundance of required user information

3/5 users had to input an abundance of personal information on top of individual passenger information. Some of this information can be assumed from other information that is required from the user, such as the purchaser's country code being their country of residence or the passenger contact email being the same email for the confirmation and receipt.

Contact information

Passenger contact

Please provide the following passenger contact information.
In case of a flight change or cancellation, we'll attempt to contact the passenger through all available means.

Country code*

United States/Canada (+1)

Phone (with area code)*

Email address*

Purchaser (person purchasing this reservation)

Country of residence*

United States

Email confirmation and receipt

Email address*

Please send [Passenger 1](#) email updates on fare sales, exclusive offers, and more.

Required information seems repetitive, with user being asked twice for an email address and country.

Alaska “View by price” misleading

2/5 users clicked on “view by price” but were taken to an alternative page that showed them repetitive information with all available flights sorted by price. Users possibly thought that this was the same as the “Sort by” feature, which would arrange all the flights on the original page by price.

Available flights [Baggage fees may apply.](#) [Change search](#)
[Clear all selections](#)

[Currency converter](#) **Choose departing flight:**
Denver (DEN) to Los Angeles, CA (LAX)

View by
 Schedule
 Calendar
 Price

Filter results
Stops
 Nonstop
 1 stop
 2+ stops

Upgrade fare type
 No preference
 Mileage
 MVP®
 MVP® Gold
 MVP® Gold 75k
 MVP® Gold guest

Legend
 Wi-Fi available for purchase

Choose returning flight:
Los Angeles, CA (LAX) to Denver (DEN)

Price Guarantee

	Tuesday Mar 5	Wednesday Mar 6	Thursday Mar 7	Friday Mar 8	Saturday Mar 9	Sunday Mar 10	Monday Mar 11
	\$131	\$131	\$143	\$171	\$143	\$207	\$143

Sort by Stops [Compare fare types](#)

	Main	First Class
American Airlines 6061 DEN 7:00 am LAX 8:44 am 2h 44m Nonstop Seats Flight 6061 is operated by Compass Airlines as American Eagle	\$207	\$1,386
American Airlines 6087 DEN 2:10 pm LAX 3:40 pm 2h 30m Nonstop Seats Flight 6087 is operated by Compass Airlines as American Eagle	\$282	\$1,386
American Airlines 416 DEN 8:23 pm LAX 10:05 pm 2h 42m Nonstop Preview seats	\$207	\$1,386



Available flights [Baggage fees may apply.](#) [Change search](#)

[Currency converter](#) **Flight information**

View by
 Schedule
 Calendar
 Price

Legend
 Wi-Fi available for purchase

Flight information	Fare (per person)
DEN → LAX Details Seats American Airlines 6061 DEN 7:00 am Fri, Mar 8 LAX 8:44 am Fri, Mar 8 Nonstop Coach (B) 416 LAX 5:10 pm Mon, Mar 11 DEN 8:33 pm Mon, Mar 11 Nonstop Coach (M) Flight 6061 is operated by Compass Airlines as American Eagle	\$348.60 total ADD TO CART
DEN → LAX Details Seats American Airlines 6061 DEN 7:00 am Fri, Mar 8 LAX 8:44 am Fri, Mar 8 Nonstop Coach (B) 416 LAX 5:10 pm Mon, Mar 11 DEN 8:33 pm Mon, Mar 11 Nonstop Coach (M) Flight 6061 is operated by Compass Airlines as American Eagle	\$348.60 total ADD TO CART
DEN → LAX Details Seats American Airlines 6061 DEN 7:00 am Fri, Mar 8 LAX 8:44 am Fri, Mar 8 Nonstop Coach (B) 6092 LAX 6:50 pm Mon, Mar 11 DEN 10:12 pm Mon, Mar 11 Nonstop Coach (M) Flight 6061 is operated by Compass Airlines as American Eagle	\$348.60 total ADD TO CART
DEN → LAX Details Seats American Airlines 6061 DEN 7:00 am Fri, Mar 8 LAX 8:44 am Fri, Mar 8 Nonstop Coach (B) 6092 LAX 6:50 pm Mon, Mar 11 DEN 10:12 pm Mon, Mar 11 Nonstop Coach (M) Flight 6061 is operated by Compass Airlines as American Eagle	\$348.60 total ADD TO CART

Users clicked on “View by Price” believing that it was the “Sort by” feature.

Users were taken to another page that showed the same flights multiple times.

“Something about the way the information (especially on the flight list) is laid out is ... a bit much. Cluttered feeling. A lot to take in.”

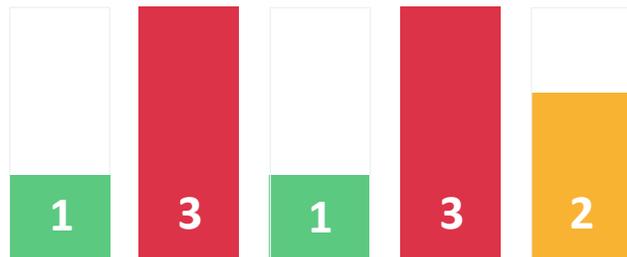


PURE Analysis Overview

PURE Analysis | How we rate a task

3 evaluators individually evaluated each task using the PURE methodology

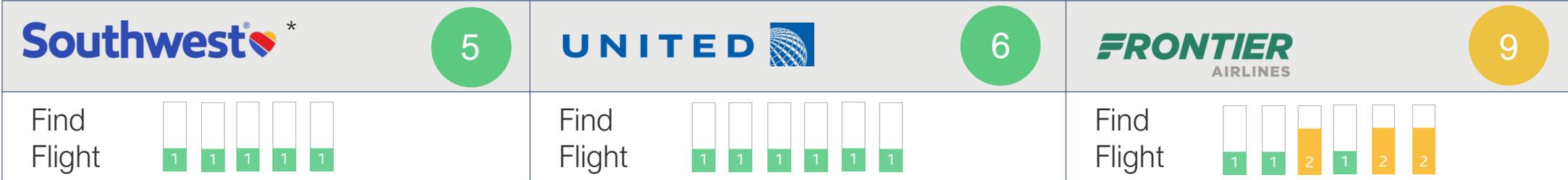
- A 1-3 rating is given for each step of the product's fundamental tasks:
 - 1 being **easy** and colored **green**
 - 2 being **somewhat difficult** and **yellow**
 - 3 being **difficult** and shown as **red**
- The sum of these numbers and the dominant color are shown for each fundamental task.
- The score is like a golf score, in that lower is better. More importantly, **green is best**.



10

PURE Analysis | Task by Airline

Southwest had the lowest (best) PURE score due to users not having the option to select seats. Alaska Airlines, jetBlue and Frontier have the highest (worst) PURE scores with Alaska having the highest possible score in step 6.



The FIND FLIGHT task was broken down into 6 steps:

- 1. Input flight details
- 2. Select departure flight
- 3. Select return flight
- 4. Review itinerary / upsells
- 5. Input traveler details
- 6. Select seat



*Southwest users did not have the option to do step 6

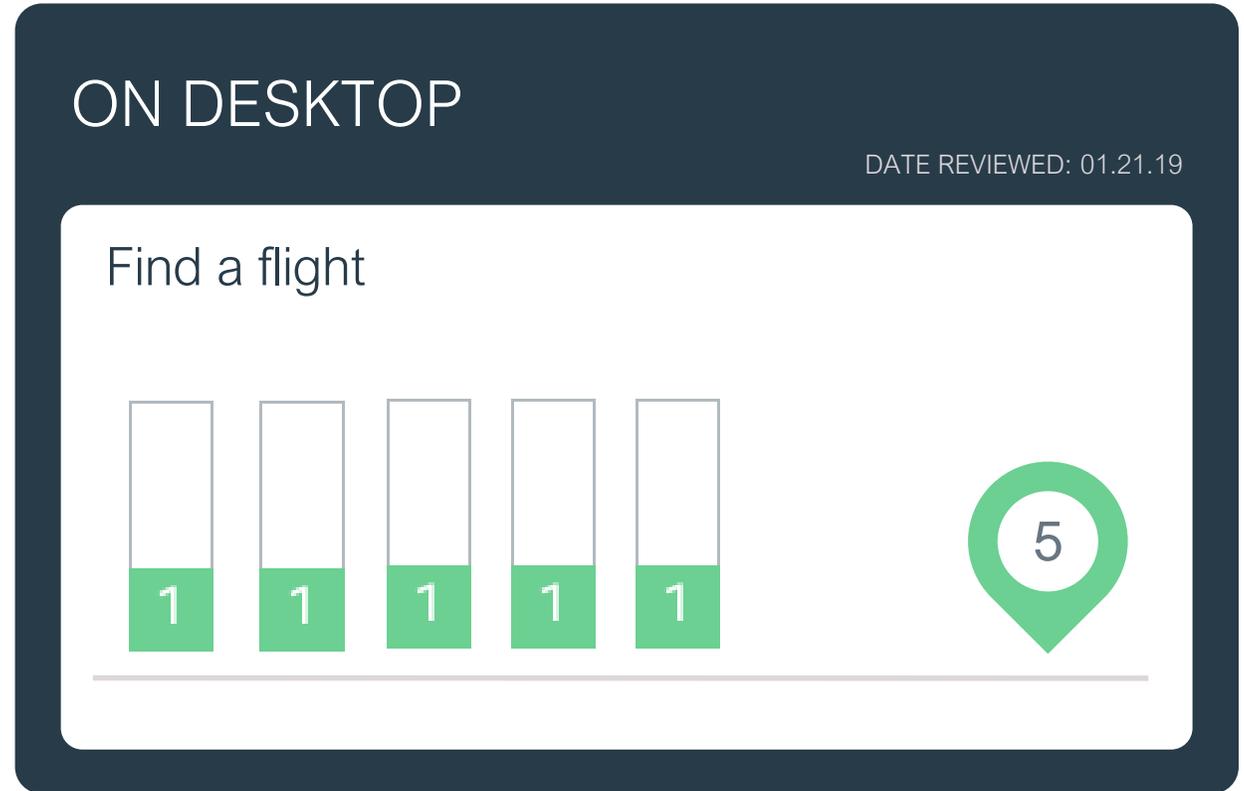


Southwest  : Deep Dive

Task 1: Find a flight

UX Scorecard

No major issues finding a flight.



Task 1, Step 1: Input flight details



Users are able to easily select their departure location, arrival location, departure and arrival date, and how many people are traveling.

The screenshot displays a flight booking interface. At the top, there are links for "Travel Advisories: Winter Storm Harper | Winter Storm Indra". Below this is a navigation bar with "Book" highlighted, and other options: "Flight", "Hotel", "Car", "Vacations", "CHECK IN", "FLIGHT STATUS", and "CHANGE/CANCEL". The main form is for a "Round trip" (selected) and includes a "Baggage and optional fees" section with "Dollars" selected. The form fields are: "DEPART" (DEN, Denver, CO - DEN), "ARRIVE" (LAX, Los Angeles, CA - LAX), "DEPART DATE" (03/08, Fri, Mar 8 2019), "RETURN DATE" (03/11, Mon, Mar 11 2019), "ADULTS" (2), and "SENIORS" (0). Below the form are links for "Where we fly", "Low Fare Calendar", a "PROMO CODE (optional)" field, "Advanced search", and a "Search" button. A "Special Offers" section is visible at the bottom with a "View all" link and three promotional images.

No major issues. All required information is on the home page.

Task 1, Step 2: Select departure flight



Users can easily sort by price and find the cheapest nonstop flight.

Users can view the difference between flight plans under “View fare type benefits.”

Depart: DEN → LAX
Denver, CO - DEN to Los Angeles, CA - LAX

Government taxes & fees included. All fares are rounded up to the nearest dollar. \$ Points

WED Mar 06 THU Mar 07 **FRI Mar 08** SAT Mar 09 SUN Mar 10

Low Fare Calendar First 2 bags fly free®
Weight, size & excess limits apply

Sort by Price Filter by Nonstop All day View fare type benefits

Departing flights = Change planes Business Select Anytime Wanna Get Away

Flight #	Depart	Arrive	Duration	Business Select	Anytime	Wanna Get Away
Nonstop # 2647	5:45 AM	7:25 AM	2h 40m	\$398	\$370	\$88
Nonstop # 6577	10:20 PM	11:55 PM	2h 35m	\$398	\$370	\$102
Nonstop # 1140	2:40 PM	4:10 PM	2h 30m	\$398	\$370	\$113
Nonstop # 302						

Task 1, Step 3: Select return flight



Return: LAX → DEN
Los Angeles, CA - LAX to Denver, CO - DEN

Government taxes & fees included
All fares are rounded up to the nearest dollar.

SAT Mar 09 SUN Mar 10 **MON Mar 11** TUE Mar 12 WED Mar 13

Low Fare Calendar First 2 bags fly free®
Weight, size & excess limits apply

Sort by Price Filter by Nonstop All day

Returning flights

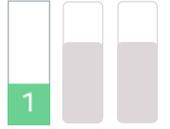
	Business Select	Anytime	Wanna Get Away
Nonstop # 4213 9:35 PM → 12:50 AM Next Day Duration 2h 15m	\$398	\$370	\$69
Nonstop # 1761 9:25 AM → 12:45 PM Duration 2h 20m	\$398	\$370	\$84
Nonstop # 559 6:10 AM → 9:35 AM Duration 2h 25m	\$398	\$370	\$88
Nonstop # 653 7:30 AM → 10:50 AM Duration 2h 20m	\$398	\$370	\$88

Users can easily sort by price and find the cheapest nonstop flight.

It is clear that the user is selecting the return flight.

Nonstop labels are large and clear.

Task 1, Step 4: Review itinerary / upsells



Trip & Price Details

Price Payment Confirmation

Flight Modify Remove **\$313.94** ^

Departing 3/8/19 Friday **Wanna Get Away** \$137.08 (Adult x2)

DEPARTS **5:45 AM** **DEN** FLIGHT 2647 Denver, CO - DEN

Nonstop

ARRIVES **7:25 AM** **LAX** TRAVEL TIME 2hr 40min Los Angeles, CA - LAX

Returning 3/11/19 Monday **Wanna Get Away** \$101.74 (Adult x2)

DEPARTS **9:35 PM** **LAX** FLIGHT 4213 Los Angeles, CA - LAX

Nonstop

ARRIVES **12:50 AM** **DEN** TRAVEL TIME 2hr 15min Denver, CO - DEN

Wanna Get Away Earn 412 Rapid Rewards® points

- 2 free checked bags (1st and 2nd checked bags fly free. Weight and size limits apply.)
- EarlyBird eligible

Wanna Get Away Earn 306 Rapid Rewards® points per Passenger, per one-way.

- 2 free checked bags (1st and 2nd checked bags fly free. Weight and size limits apply.)
- EarlyBird eligible
- No change fee (Fare difference may apply.)
- Reusable funds

Taxes & fees **\$75.12**

Flight total **\$313.94**

Add a Car

Products not confirmed until purchase.

No worries, your flight will remain in your cart while you search for a car.

Add a car

PICK-UP LOCATION: **Los Angeles,** Los Angeles, CA - LAX

PICK-UP DATE: **3/08** Fri, Mar 8, 2019

PICK-UP TIME: **9:00 AM**

RETURN LOCATION: **Los Angeles,** Los Angeles, CA - LAX

RETURN DATE: **3/11** Mon, Mar 11, 2019

RETURN TIME: **8:00 PM**

RENTAL COMPANY (Optional): **No preference**

VEHICLE SIZE (Optional): **No preference**

Book now. Pay later!
From \$53.00*/day in Los Angeles

AVIS **Book now**

*Taxes and fees excl. Terms apply.

Search

Price details are laid out nicely with important information enlarged.

The “Add a Car” upsell is awkwardly placed after the trip summary but should not cause any confusion to the user.

Task 1, Step 5: Input traveler details



✈ Who's flying?

Please make sure names match government-issued IDs.

* Required

Passenger 1 (Adult)

FIRST NAME * MIDDLE NAME LAST NAME * SUFFIX

DATE OF BIRTH * GENDER * RAPID REWARDS®/ACCOUNT #

- Secure traveler information ⓘ
- Special Assistance

Passenger 2 (Adult)

FIRST NAME * MIDDLE NAME LAST NAME * SUFFIX

DATE OF BIRTH * GENDER * RAPID REWARDS®/ACCOUNT #

- Secure traveler information ⓘ
- Special Assistance

@ How do we contact you?

We'll only contact you if we have important news about your flight...promise!

* Required

CONTACT METHOD * COUNTRY CODE * PHONE NUMBER * Use numbers only

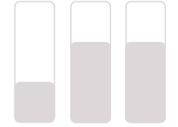
By selecting 'Text me', Southwest Airlines will send SMS (text) notifications to the mobile (only) phone number provided. Standard text message rates apply.

💳 Payment method

A small amount of information is required for all passengers.

Contact information is straightforward and easy to input.

Task 1, Step 6: Select seat



Southwest does not allow users the option to select seats prior to boarding no matter which fare plan they select. Although customers might prefer having this choice, from a usability perspective, skipping this step automatically reduces the burden of cognitive load in decision making on users.

The screenshot shows the Southwest Airlines booking interface. At the top, there is a dark blue header with the Southwest logo on the left, the flight details "MAR 8 - 11 DEN → LAX" in the center, and the total price "TOTAL \$313.94" on the right. Below the header, the main content area is white. On the left, the text "Passenger & Payment Info" is displayed in a large, bold, dark blue font. On the right, there is a progress indicator consisting of three steps: "Price" (with a green checkmark), "Payment" (with a blue airplane icon), and "Confirmation" (with a grey circle). The "Payment" step is currently active, indicated by a blue line connecting the checkmark and the airplane icon.

Users go straight to passenger and payment information after choosing their desired flights.

A row of metal mailboxes with decorative circular emblems and numbers. The numbers visible are 544, 564, 574, 584, 604, 614, and 624. The background is a dark blue gradient.

Alaska : Deep Dive

Task 1: Find a flight

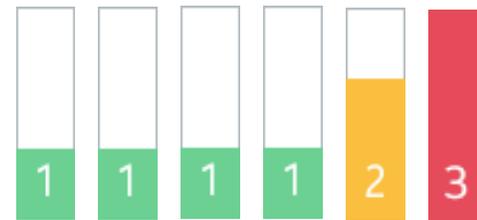
UX Scorecard

The first few steps had very small issues with a major issue appearing when users were not able to select seats for their departing flight directly from the Alaska Air website.

ON DESKTOP

DATE REVIEWED: 01.21.19

Find a flight



Task 1, Step 1: Input flight details



Users are able to easily select their departure location, arrival location, departure and arrival dates. However, when inputting the arrival location, “LAX” defaults to “All Airports.”

The screenshot shows the Alaska Airlines homepage with a flight booking form. The form includes fields for 'From' (Denver, CO), 'To' (Los Angeles, CA), 'Departure date' (3/8/19), and 'Return date' (3/11/19). There are also dropdowns for 'Adults' (2 adults) and 'Children' (0 children). A prominent '48-hour flash sale' banner is visible on the right, advertising fares from \$79 one way. A dropdown menu is open over the 'To' field, showing search results for 'lax'. The first result is 'Los Angeles, CA (All Airports)', which is highlighted with a green box. Other results include Burbank, Long Beach, Los Angeles (LAX), Ontario, and Orange County.

No major issues. All required information is on the home page.

Task 1, Step 2: Select departure flight



Users can easily sort by price and find the cheapest nonstop flight.

Users can view the difference between flight plans under “Compare fare types” or by clicking on the fare types themselves.

Available flights [Baggage fees](#) may apply. [Change search](#)
[Clear all selections](#)

[Currency converter](#) **Choose departing flight:**
Denver (DEN) to Los Angeles, CA (LAX)

View by

- Schedule
- Calendar
- Price

← Tuesday Mar 5 \$131 Wednesday Mar 6 \$131 Thursday Mar 7 \$143 **Friday Mar 8 \$171** Saturday Mar 9 \$143 Sunday Mar 10 \$171 Monday Mar 11 \$143 →

Filter results

Stops

- Nonstop
- 1 stop
- 2+ stops

Upgrade fare type ⓘ

- No preference
- Mileage
- MVP®
- MVP® Gold
- MVP® Gold 75k
- MVP® Gold guest

Lowest fare Refundable

Sort by Price ▾

[Compare fare types](#)

	Main	First Class
American Airlines 6061 DEN 7:00 am LAX 8:44 am 2h 44m Nonstop Seats Flight 6061 is operated by Compass Airlines as American Eagle	\$207	\$1,386
American Airlines 416 DEN 8:23 pm LAX 10:05 pm 2h 42m Nonstop Preview seats	\$207	\$1,386
American Airlines 6087 DEN 2:10 pm LAX 3:40 pm 2h 30m Nonstop Seats Flight 6087 is operated by Compass Airlines as American Eagle	\$282	\$1,386

Task 1, Step 3: Select return flight



Navigation: < Friday Mar 8 \$143 Saturday Mar 9 \$161 Sunday Mar 10 \$171 **Monday Mar 11 \$143** Tuesday Mar 12 \$141 Wednesday Mar 13 \$141 Thursday Mar 14 \$173 >

Sort by: **Lowest fare** | Refundable | Price

	Main	First Class
American Airlines 416 LAX 5:10 pm DEN 8:33 pm 2h 23m Nonstop Preview seats	\$143	\$1,386
American Airlines 6092 LAX 6:50 pm DEN 10:12 pm 2h 22m Nonstop Seats Flight 6092 is operated by Compass Airlines as American Eagle	\$143	\$1,386
American Airlines 6025 LAX 8:40 am DEN 12:09 pm 2h 29m Nonstop Seats Flight 6025 is operated by Compass Airlines as American Eagle	\$207	\$1,386

Choose returning flight:

Los Angeles, CA (LAX) to Denver (DEN)

Navigation: < Friday Mar 8 \$161 Saturday Mar 9 \$143 Sunday Mar 10 \$171 **Monday Mar 11 \$143** Tuesday Mar 12 \$141 Wednesday Mar 13 \$141 Thursday Mar 14 \$163 >

Sort by: **Lowest fare** | Refundable | Stops

	Main	First Class
American Airlines 6025 LAX 8:40 am DEN 12:09 pm 2h 29m Nonstop Seats Flight 6025 is operated by Compass Airlines as American Eagle	\$282	\$1,386

Show all flights

Users can easily sort by price and find the cheapest nonstop flight.

If a user selects the wrong flight, they have to click "Show all flights" which may not be immediately obvious but shouldn't cause much confusion.

Task 1, Step 4: Review itinerary / upsells



Flight summaries are clearly laid out along with the total price.

Users are not shown any unnecessary upsells.

Your cart

Flight summary [Change](#) | [Remove](#)

Flight

 American 6061 (Alaska 6306)

Coach (B) | Nonstop | [Details](#)

[Distance](#): 860 [mi](#) | Duration: 2h 44m

Operated by Compass Airlines as American Eagle

Check in with American Airlines

Departs

Denver (DEN)

Fri, Mar 8

7:00 am

Arrives

Los Angeles, CA (LAX)

Fri, Mar 8

8:44 am

Total price for 2 passengers
\$697.20

[Taxes, fees and charges](#)

Shop again using a [discount or companion fare code](#).

 American 416 (Alaska 4624)

Coach (M) | Nonstop | [Details](#)

[Distance](#): 860 [mi](#) | Duration: 2h 23m

Operated by American Airlines

Check in with American Airlines

Los Angeles, CA (LAX)

Mon, Mar 11

5:10 pm

Denver (DEN)

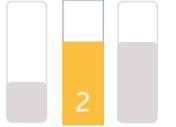
Mon, Mar 11

8:33 pm

- ▶ [Fare rules](#)
- ▶ [Change and cancellation policy](#)
- ▶ [Baggage policy](#)

Total due now **\$697.20 USD**

Task 1, Step 5: Input traveler details



It is not obvious which passenger contact information is necessary.

The difference between “Arranger” and “Purchaser” is not obvious, which could lead to much confusion.

Passenger names and mileage program numbers

The Transportation Security Administration (TSA) requires the collection of [Secure Flight information](#) (full legal name, gender, date of birth) for each passenger. Enter all passenger names as they appear on the passenger's government-issued photo ID.

Passenger 1

Legal first name* Middle name (if on ID) Legal last name* Suffix Mileage program Program number

Gender* Birth date*

[Enter known traveler or redress number](#)

Passenger 2

Legal first name* Middle name (if on ID) Legal last name* Suffix Mileage program Program number

Gender* Birth date*

[Enter known traveler or redress number](#)

Contact information

Passenger contact

Please provide the following passenger contact information. In case of a flight change or cancellation, we'll attempt to contact the passenger through all available means.

Country code*
United States/Canada (+1)

Phone (with area code)*

Email address*

Arranger contact (different from passenger)

Arranger name

Country code
United States/Canada (+1)

Phone (with area code)

Purchaser (person purchasing this reservation)

Country of residence*
United States

Email confirmation and receipt

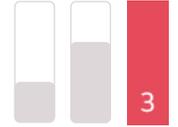
Email address*

Please send [Passenger 1](#) email updates on fare sales, exclusive offers, and more.

Recommendation

Have clear labels for which passenger contact information is required. Do not show “Arranger contact” unless necessary for the user.

Task 1, Step 6: Select seat



It is impossible to select seats for the departure flight on the Alaska Air website.

When users can choose a seat, the layout is easy to understand.

Sign in Passengers **Seats** Payment Confirmation

DEN to LAX LAX to DEN
Flight 6061 Flight 416

Denver to Los Angeles, CA | 2h 44m
Compass Airlines | E75 | Main Cabin

Seat assignments for this partner flight cannot be reserved on our website. Please contact the partner airline directly.

PREVIOUS FLIGHT

CONTINUE

Passengers

24F Bill Smith
Main Cabin
[Clear seat selection](#)

24E Kyle Smith
Main Cabin
[Clear seat selection](#)

Legend

Main Cabin

Unavailable

Seat assignments and actual availability are subject to change.

	A	B	C	D	E	F
19	X	■	X	X	■	X
20	X	■	X	X	■	X
21	■	■	X	X	X	X
22	X	■	X	■	■	■
23	■	■	■	■	■	■
24	■	■	■	■	KS	BS
25	■	■	■	■	■	■
26	■	■	■	■	■	■
27	X	X	X	X	X	X

EXIT

EXIT

☕

♂ ♀

♂ ♀

Recommendation

Allow users to select seats for all flights directly from the Alaska Air website or give clear instructions on how users can obtain their seat selection.



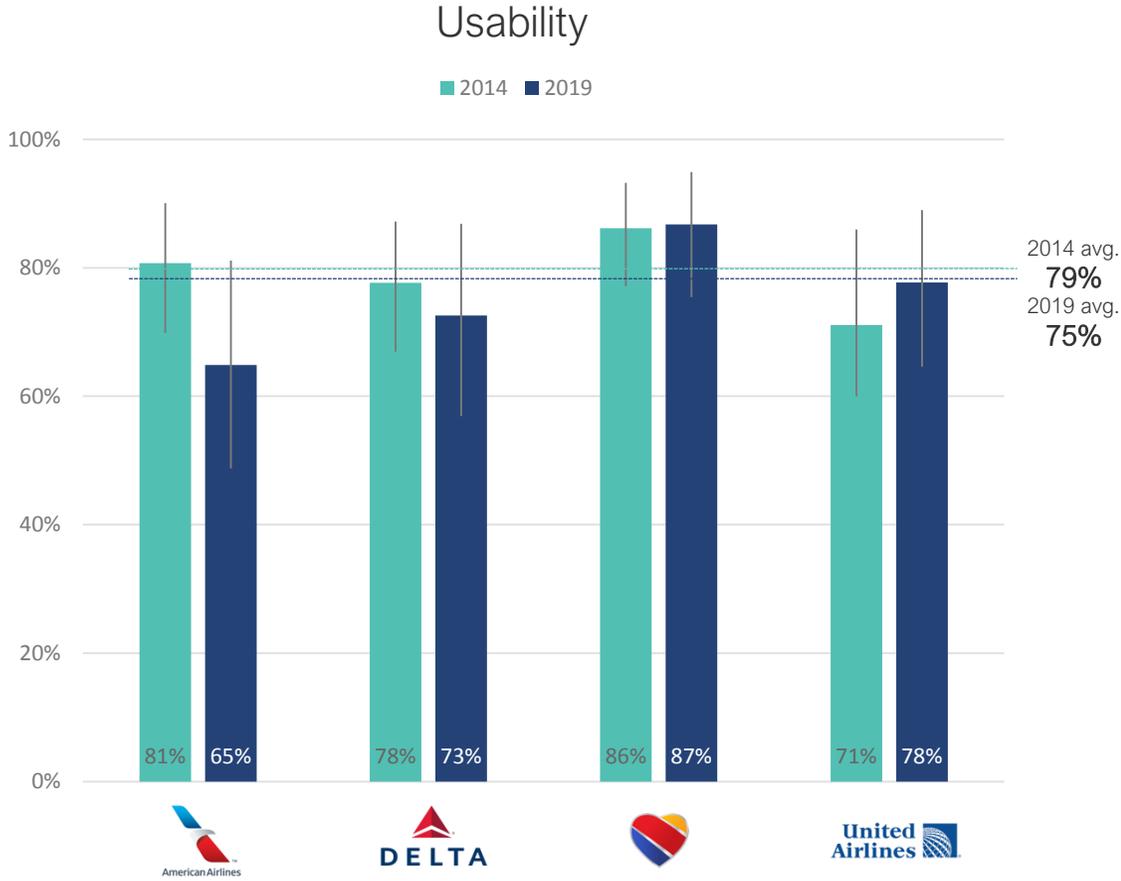
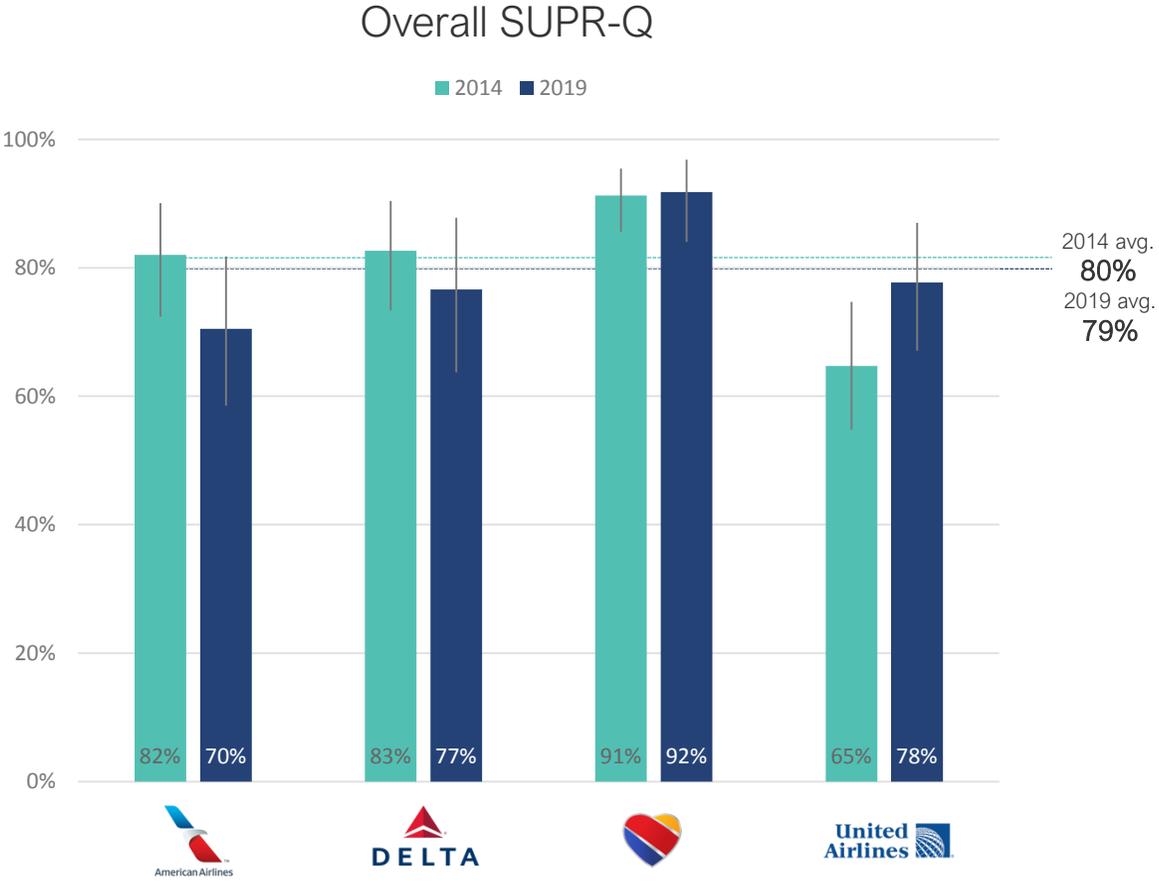
Yearly Comparisons

SUPR-Q Scores

2014 to 2019

SUPR-Q Scores: 2014 to 2019 (Perception)

None of the airlines saw a statistically significant change in overall SUPR-Q scores as well as usability scores despite average scores being lower.

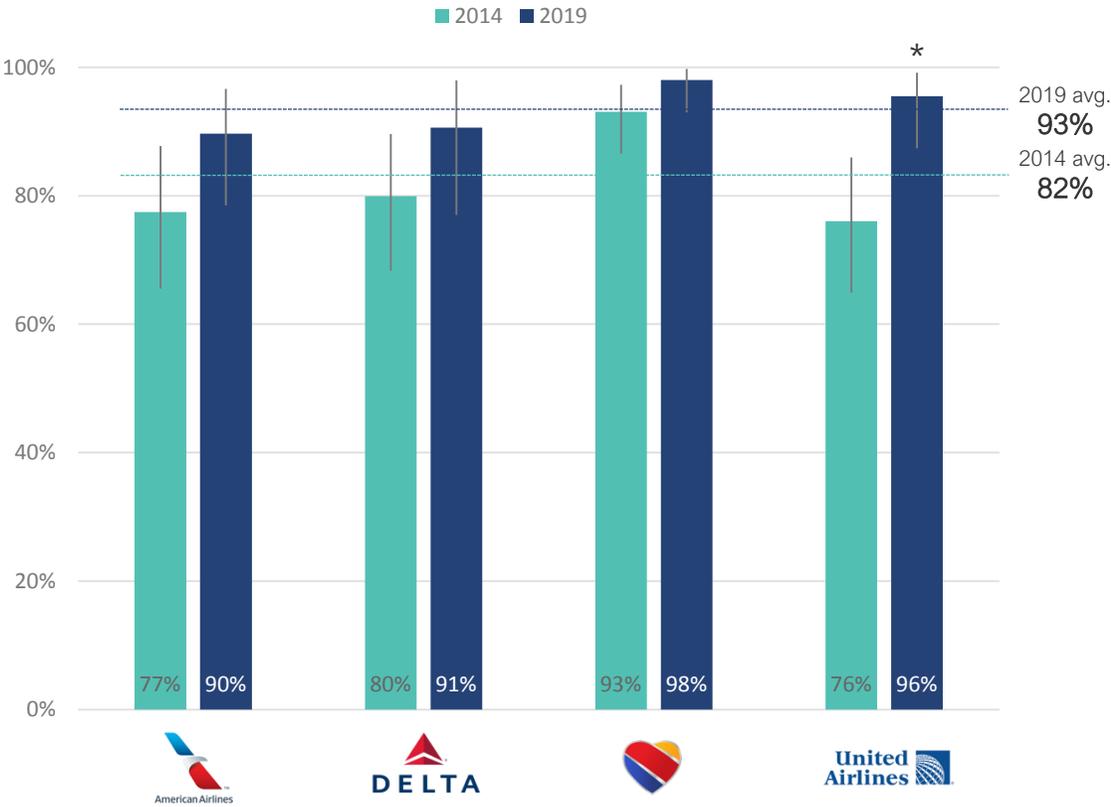


*Averages are based on only the included airlines.

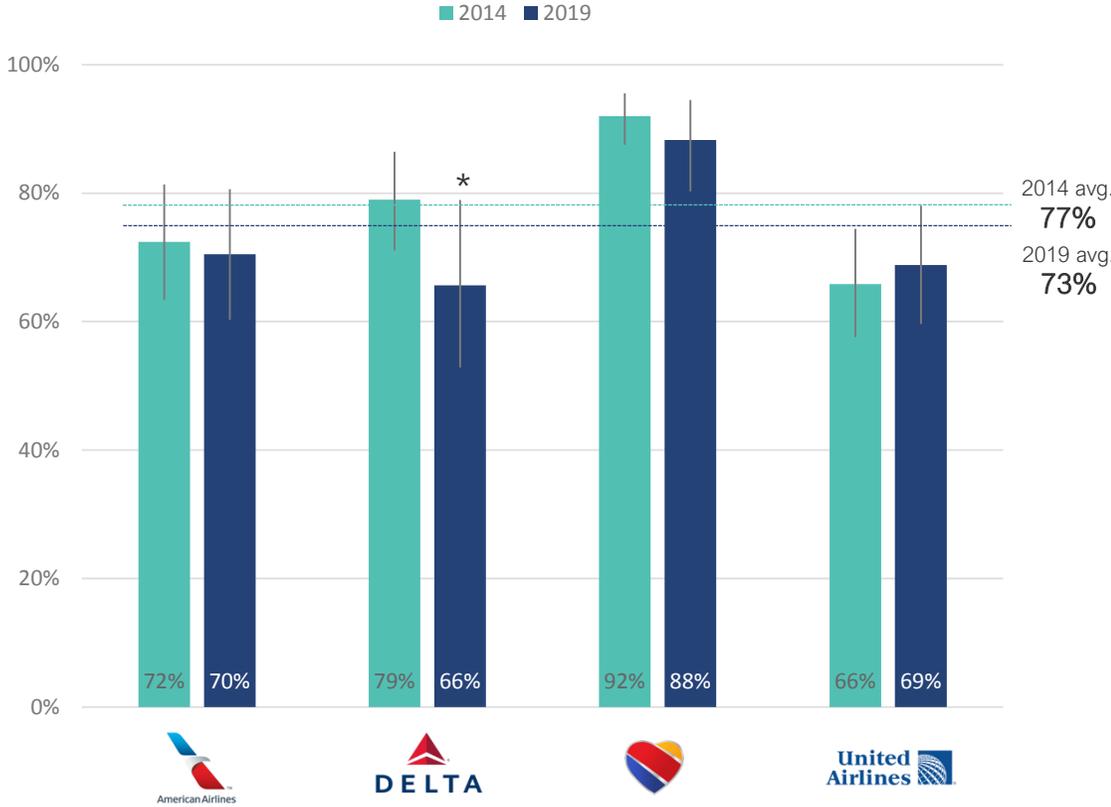
SUPR-Q Scores: 2014 to 2019 (Perception)

Overall, users' trust, value, and comfort in airlines has increased. However, this difference is only statistically significant with United. User loyalty has dropped overall but Delta is the only airline where this decline is significant.

Trust, Value & Comfort



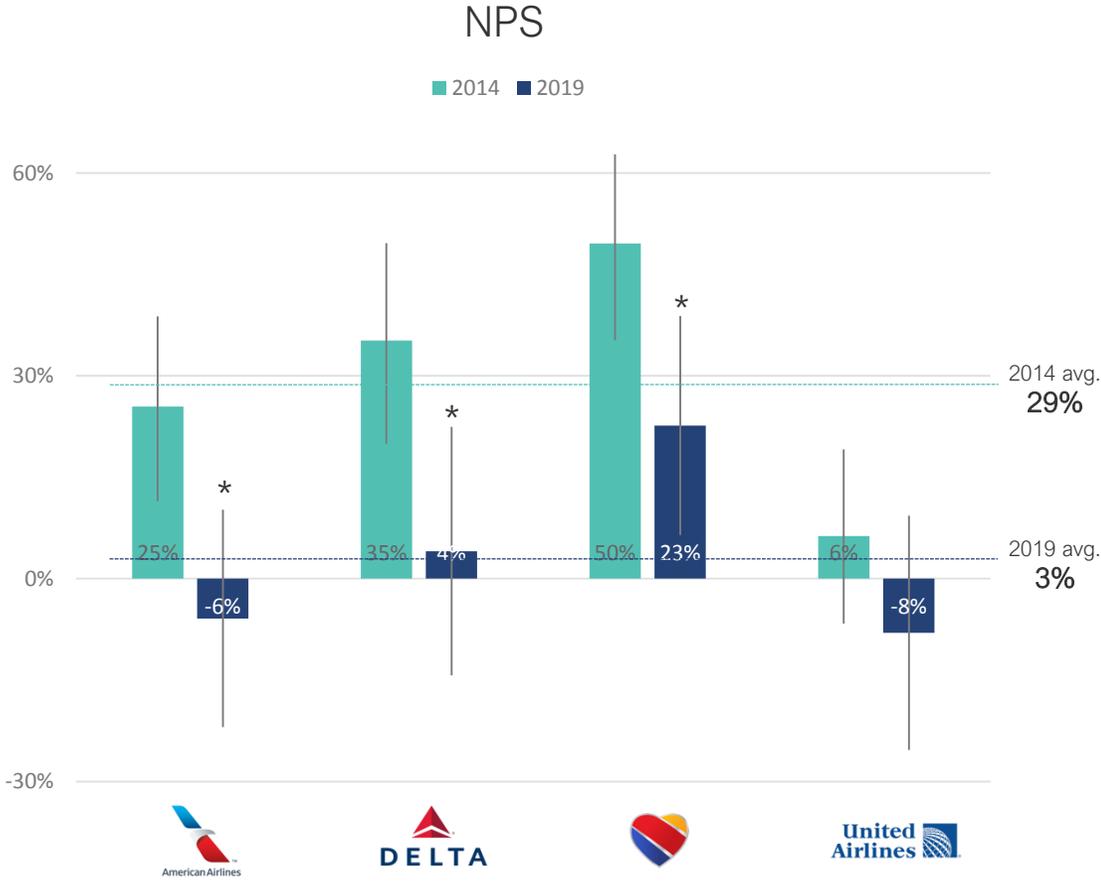
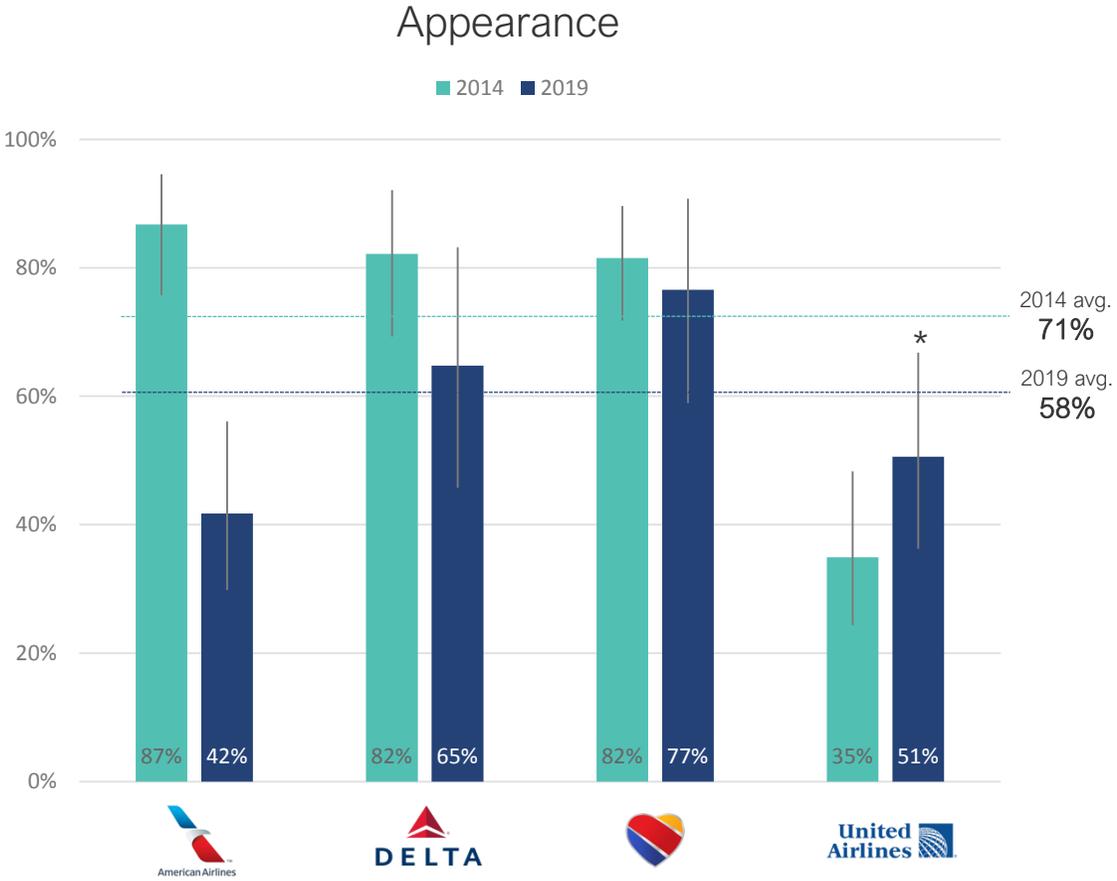
Loyalty



* Indicates a significant change at the 90% confidence level.

SUPR-Q Scores: 2014 to 2019 (Perception)

Appearance overall has declined but this difference is only significant in the case of American Airlines. NPS has also decreased over all of the airlines with American Airlines, Delta, and Southwest showing statistically significant lower scores.



* Indicates a significant change at the 90% confidence level.

A person wearing a white long-sleeved shirt is sitting at a desk, writing in a notebook with a pen. A laptop is open in the background. The scene is dimly lit with a blue tint. The text 'Appendix Demographics' is overlaid in the bottom left corner.

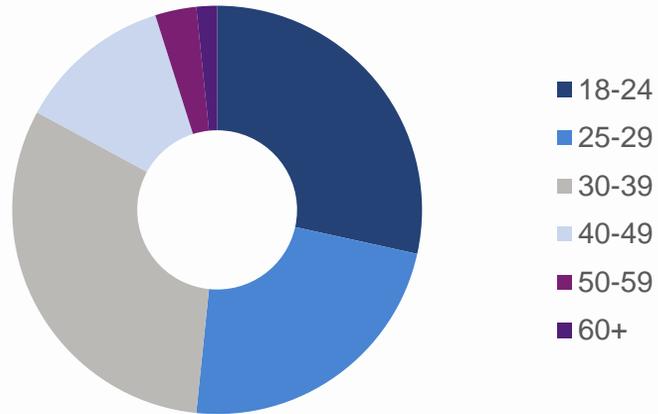
Appendix

Demographics

Demographics | Retrospective



AGE



44%



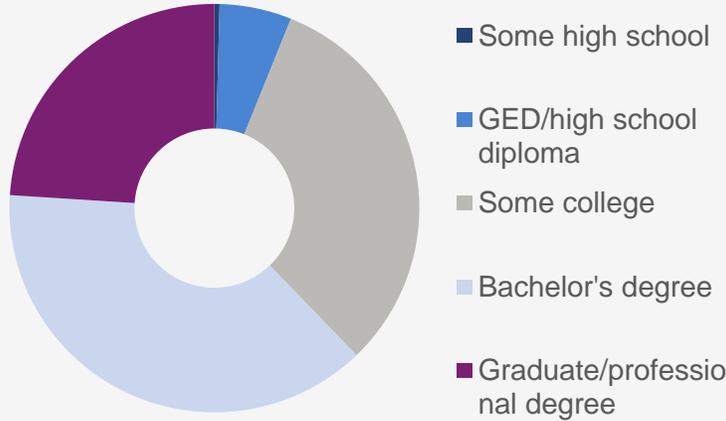
54%

GENDER

1%: other



EDUCATION

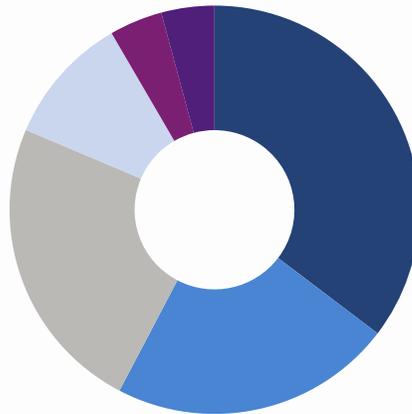


INCOME

Demographics | Usability



AGE



- 18-24
- 25-29
- 30-39
- 40-49
- 50-59
- 60+



44%

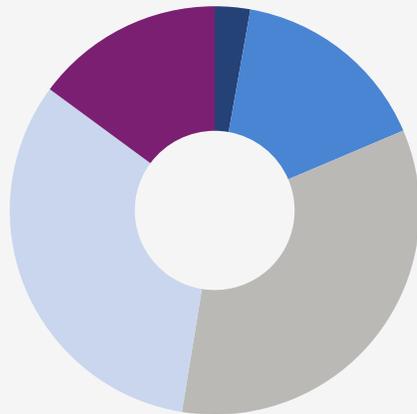


56%

GENDER

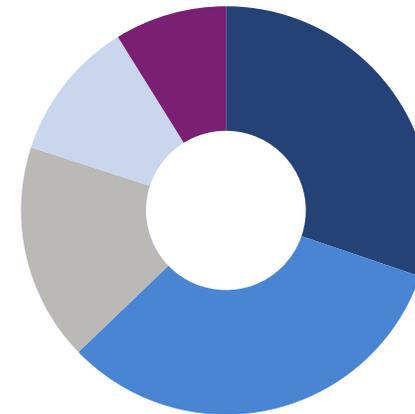


EDUCATION



- Some high school
- GED/high school diploma
- Some college
- Bachelor's degree
- Graduate/professional degree

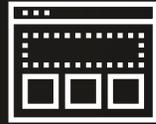
- 0 - \$24k
- \$25k - \$49k
- \$50k - \$74k
- \$75k - \$99k
- \$100k+



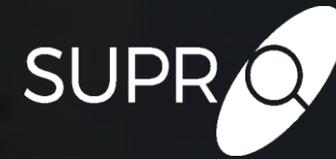
INCOME



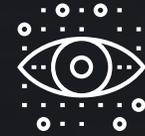
Remote UX Testing Platform
(Desktop & Mobile)



UX Research



Measurement
& Statistical Analysis



Eye Tracking &
Lab Based Testing

MeasuringU is a research firm based in Denver, Colorado focusing on quantifying the user experience.

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