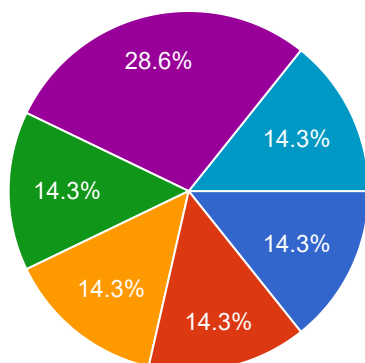


Airline Website Survey

7 response

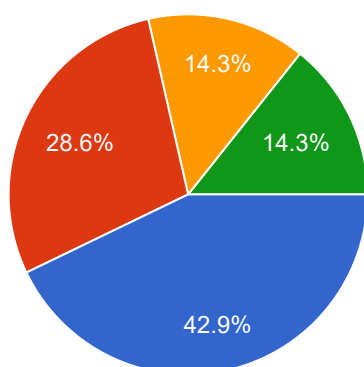
[Take Survey](#)

How long ago is it since you used an airline website?



- 1 Day ago
- Within the past 3 weeks
- 1 month ago
- Within the last 6 months
- Within the past year
- Over a year ago

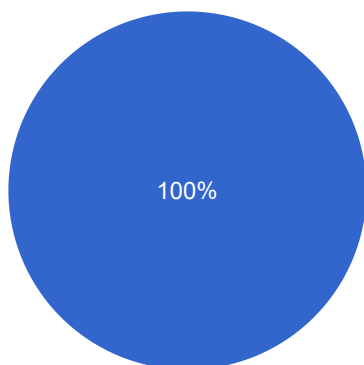
What was the reason for your visit?
What task were you trying to complete?



- Book a flight
- Compare flights
- Manage an existing booking (Change flights, times, destinations etc)
- Look for some deals on flight packages to any desitnation.

Were you able to complete this specific task?
If not please select "Other" and specify why.

7 responses



- Yes

After using this website, is there anything you would improve on this website?
What improvements would you make?

7 responses

Couldn't go back to the previous step without losing my current progress - very frustrating.

Details for flights can be a bit on top of one another - difficult to read at times

Seat selection is a bit confusing - there is alot of information on one screen.

Can't think of anything

No I had no issues

Some of the layout with the website was difficult to interpret and navigate - also some sceens in the website have too much information on them and it can be somewhat overwhelming

Better layout of flight times and duration

Have you had any bad experiences when using airline websites or apps?
If yes, what was this experience?

7 responses

no

Yes - the lack of navigation to the previous step in the process

Not really

No

Booked a flight that had a stopover without knowing - never noticed it when selecting the flights.

Yes - mistakenly booked the wrong time as I thought this was the departure time.

Do you prefer to use airline websites or mobile apps?

Why do you prefer this choice?

7 responses

Website

Websites - I make less mistakes and I feel I can see all the details without missing anything

mobile

Websites are usually better as you can see more information on the screen, and because if you're booking something the browser remembers your details, including payment details, so it's quicker and faster to book. However I also use apps sometimes for checking flight prices on the go.

Mobile

Websites as I feel I can see more information and its clearer to see

Airline websites

What are the top 3 factors you consider when booking flights?

Please select 3.

7 responses

