



Bostik

Blu Tack

THE ORIGINAL RE-USABLE ADHESIVE  
Stick Position Hold  
WHITE

# LOCALE

Please confirm you  
know country and  
airport \*confusion\*

## LOCALE

Please confirm your  
home country and  
airport ~~confusion~~

X

## FIND FLIGHTS

Find flights  
not easily seen  
under the fold.

X

## DEPARTURE DATE

Find flights  
departure date  
was obvious

✓

## RETURN DATES

Return dates was  
obvious

✓

## RETURN SELECT

Return wasn't obvious  
to the subject when  
going to select

X

## FARE RULES CTA

Subject felt he  
needed to check  
baggage rules just  
because there was  
a paragraph with a  
Fare Rules link

## BAGGAGE SECTION

After selecting  
the dates, subject  
wanted to book  
flight but the baggage  
section caused  
confusion.

## BOOKING PT2

Subject was  
unsure if you  
could book the  
flight without  
reading baggage  
notices

## BAGGAGE SECTION AFTER FLIGHT SELECTION

Baggage options  
made sense to the  
subject when displayed

## BOOKING

After selecting the  
flight, subject  
couldn't see how  
to book without  
prompting

## FLIGHT SELECT

Price buttons  
weren't obvious

## PRICE LOCK

Subject didn't  
understand what  
the price lock fare  
did.

USER JOURNEY  
it migrated the fairly well  
AL

SPONSORED ADS  
Paid ads on Google confused user into thinking they were booking on the site  
RA

SEARCH FLIGHTS DATE SELECT  
When searching for the flights, the dates came up straight away and the user was for quicker  
RA

FLIGHT SELECT  
User found the flight selection much quicker on this site  
RA

T+C'S SEARCH  
Subject saw the T+C's checkbox and clicked it  
RA

DIRECT BOOKING ON AIRLINE SITE  
Subject mentioned the user journey was easy he booked directly with an airline  
AL

LOCALE  
Please confirm you have country and airport confusion  
X AL

FIND FLIGHTS  
Find flights not easily seen under the fold.  
X AL

DEPARTURE DATE  
Find flights departure date was obvious  
AL

RETURN DATE  
Return dates was obvious  
AL

RETURN SELECT  
Return wasn't obvious to the subject when going to select  
X AL

FARE RULES CTA  
Subject felt he needed to check baggage rules just because there was a paragraph with a Fare Rules link  
AL

BAGGAGE SECTION  
After selecting the dates, subject wanted to book flight but the baggage section caused confusion.  
AL

BOOKING PT2  
Subject was unsure if you could book the flight without reading baggage notes  
AL

BAGGAGE SECTION AFTER FLIGHT SELECTION  
Baggage options made sense to the subject when displayed  
AL

BOOKING  
After selecting the flight, subject couldn't see how to book without prompting  
AL

FLIGHT SELECT  
Price buttons weren't obvious  
AL

PRICE LOCK  
Subject didn't understand what the price lock feature was for  
AL

OUTBOUND FLIGHT  
Subject only saw one outbound option when there were two  
RA

BAGGAGE  
Subject understood the baggage choices  
RA

FLIGHT SELECTION  
Subject had selected the outbound flight but couldn't tell it had been chosen. He missed the green tick.  
RA

RETURN FLIGHT SELECTION  
Subject failed to see the outbound flight time.  
RA

FLIGHT COSTS  
Subject wasn't sure that the final costs were for two people  
RA

LOG IN  
Subject said he would sign up to Ryan Air to proceed with the booking  
RA

SITE USER JOURNEY  
Site user journey wasn't as easy as the Aer Lingus one  
RA

## OUTBOUND FLIGHT

Subject only saw one outbound option when there were two

RA

## BAGGAGE

Subject understood the baggage choices

RA

## FLIGHT SELECTION

Subject had selected the outbound flight but couldn't tell it had been chosen. He missed the green tick

RA

## RETURN FLIGHT SELECTION

Subject failed to see the outbound flight time.

RA

## FLIGHT COSTS

Subject was not sure that the final costs were for two people

RA

## LOG IN

Subject said he would sign up to Ryan Air to proceed with the booking

RA

## SITE USER JOURNEY

Subject navigated the site fairly well

AL

## SPONSORED ADS

Paid ads on Google confused user into thinking they were booking on Ryan Air site RA

## SEARCH FLIGHTS DATE SELECT

When searching for the flights, the dates came up straight away and the user RA journey was far quicker

## DIRECT BOOKING ON AIRLINE SITE

Subject mentioned the easy user journey was why he booked directly with airlines

AL

## FLIGHT SELECTION

User found the flight selection much quicker on this site RA

## T+C'S SEARCH

Subject saw the T+C's checkbox and clicked it

RA

## LOCALE

Please confirm you  
have country and  
airport ~~confusion~~

X AL

## FIND FLIGHTS

Find flights  
not easily seen  
under the fold.

X AL

## DEPARTURE DATE

Find flights  
departure date  
was obvious

AL ✓

## RETURN DATES

Return dates was  
obvious

✓  
AL

## RETURN SELECT

Return wasn't obvious  
to the subject when  
going to select

X  
AL

## FARE RULES CTA

Subject felt he  
needed to check  
baggage rules just  
because there was  
a paragraph with a  
Fare Rules link

## BAGGAGE SECTION

After selecting the dates, subject wanted to book flight but the baggage section caused confusion. AC

## BOOKING PT2

Subject was unsure if you could book the flight without reading baggage notices AC

## BAGGAGE SECTION AFTER FLIGHT SELECTION

Baggage options made sense to the subject when displayed

AC

## BOOKING

After selecting the flights, subject couldn't see how to book without prompting AC

## FLIGHT SELECT

Price buttons weren't obvious

AC

## PRICE LOCK

Subject didn't understand what the price lock feature was for

AC

# SITE USER JOURNEY

Site user journey  
wasn't as easy as  
the Aer Lingus one

RA

**BAGGAGE SECTION AFTER FLIGHT SELECTION**  
Baggage options made sense to the subject when displayed.  
AC

**BAGGAGE SECTION**  
After selecting the dates, subject wanted to book flight but the baggage section caused confusion.  
AC

**PRICE LOCK**  
Subject didn't understand what the price lock feature was for.  
AC

**DIRECT BOOKING ON AIRLINE SITE**  
Subject mentioned the easy user journey was why he booked directly with airlines.  
AC

**SEARCH FLIGHTS DATE SELECT**  
When searching for the flights, the dates came up straight away and the user journey was for quick.  
RA

**FLIGHT COSTS**  
Subject wasn't sure that was final costs were for two people.  
RA

**BOOKING PT2**  
Subject was unsure if you could book the flight without reading baggage notes.  
AC

**FLIGHT SELECT**  
Price buttons weren't obvious.  
AC

**RETURN SELECT**  
Return wasn't obvious to the subject when going to select.  
X  
AC

**SPONSORED ADS**  
Paid ads on Google confused user into thinking they were booking on Ryan Air site.  
RA

**T+C'S SEARCH**  
Subject saw the T+C's checkbox and clicked it.  
RA

**BAGGAGE**  
Subject understood the baggage choices.  
RA

**BOOKING**  
After selecting the flights, subject couldn't see how to book without prompting.  
AC

**RETURN DATE?**  
Return dates was obvious.  
✓  
AC

**FLIGHT SELECTION**  
User found the flight selection much quicker on this site.  
RA

**RETURN FLIGHT SELECTION**  
Subject failed to see the outbound flight time.  
RA

**FLIGHT SELECTION**  
Subject had selected the outbound flight but couldn't tell it had been chosen. He missed the green tick.  
RA

**LOCALE**  
Please confirm you have country and airport selected.  
X  
AC

**DEPARTURE DATE**  
Find flights departure date was obvious.  
AC ✓

**SITE USER JOURNEY**  
Subject navigated the site fairly well.  
AC

**SITE USER JOURNEY**  
Site user journey wasn't as easy as the Aer Lingus one.  
RA

**OUTBOUND FLIGHT**  
Subject only saw one outbound option when there were two.  
RA

**LOG IN**  
Subject said he would sign up to Ryan Air to proceed with the booking.  
RA

**FIND FLIGHTS**  
Find flights not easily seen under the fold.  
X  
AC

**FARE RULES CTA**  
Subject felt he needed to check baggage rules just because there was a paragraph with a Fare Rules link.  
AC

# AER LINGUS

## FIND FLIGHTS

### FIND FLIGHTS

Find flights not easily seen under the fold.

X AC

### FLIGHT SELECT

Price buttons weren't obvious

AC

## PAIN POINTS

### LOCALE

Please confirm your home country and airport ~~confusion~~

X AC

## SELECT DATES

### DEPARTURE DATE

Find flights departure date was obvious

AC ✓

### RETURN SELECT

Return wasn't obvious to the subject when going to select

X AC

### PRICE LOCK

Subject didn't understand what the price lock feature was for

AC

### RETURN DATES

Return dates was obvious

✓ AC

## BOOKING + BAGGAGE

### BOOKING PT2

Subject was unsure if you could book the flight without reading baggage notices

AC

### BAGGAGE SECTION

After selecting the dates, subject wanted to book flight but the baggage section caused confusion.

AC

### BOOKING

After selecting the flight, subject couldn't see how to book without prompting

AC

### FARE RULES CTA

Subject felt he needed to check baggage rules just because there was a paragraph with a Fare Rules link

AC

### BAGGAGE SECTION AFTER FLIGHT SELECTION

Baggage options made sense to the subject when displayed

AC

## OVERALL

### SITE USER JOURNEY

Subject navigated the site fairly well

AC

# RYAN AIR

## FIND FLIGHTS

### SEARCH FLIGHTS DATE SELECT

When searching for the flights, the dates came up straight away and the user RA journey was for quicker

### FLIGHT SELECTION

Subject had selected the outbound flight but couldn't tell it had been chosen. He missed the green tick.  
RA

## MISCELLANEOUS

### SPONSORED ADS

Paid ads on Google confused user into thinking they were booking on Ryan Air site.  
RA

### DIRECT BOOKING ON AIRLINE SITE

Subject mentioned the easy user journey was why he booked directly with airlines.  
AL

## SELECT DATES

### FLIGHT SELECTION

User found the flight selection much quicker on this site.  
RA

### RETURN FLIGHT SELECTION

Subject failed to see the outbound flight time.  
RA

### FLIGHT COSTS

Subject wasn't sure that the final costs were for two people.  
RA

### OUTBOUND FLIGHT

Subject only saw one outbound option when there were two.  
RA

## BOOKING + BAGGAGE

### T+C'S SEARCH

Subject saw the T+C's checkbox and clicked it.  
RA

### BAGGAGE

Subject understood the baggage choices.  
RA

### LOG IN

Subject said he would sign up to Ryan Air to proceed with the booking.  
RA

## OVERALL

### SITE USER JOURNEY

Site user journey wasn't as easy as the Aer Lingus one.  
RA

## OVERALL

### SITE USER JOURNEY

Subject navigated the site fairly well.  
AL

# FIND FLIGHTS

## FIND FLIGHTS

Find flights  
not easily seen  
under the fold.

X AL

## FLIGHT SELECT

Price buttons  
weren't obvious

AL

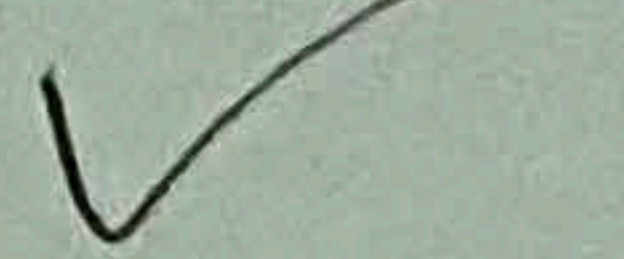
SELECT DATES

# SELECT DATES

## DEPARTURE DATE

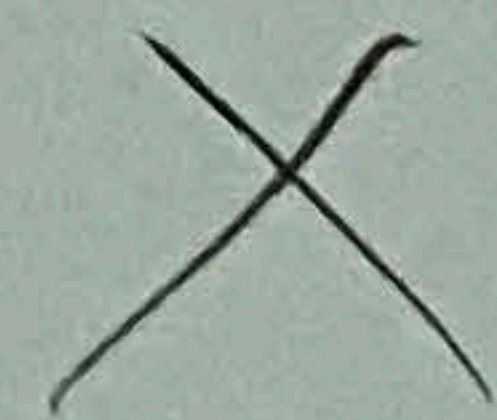
Find flights  
departure date  
was obvious

AL



## RETURN SELECT

Return wasn't obvious  
to the subject when  
going to select



AL

## RETURN DATES

Return dates was  
obvious



AL

BOOKING + BAGG

BOOKING

# BOOKING + BAGGAGE

## BOOKING PT2

Subject was unsure if you could book the flight without reading baggage **AL** notices

## FARE RULES CTA

Subject felt he needed to check baggage rules just because there was a paragraph with a Fare Rules link **AL**

## BAGGAGE SECTION

After selecting the dates, subject wanted to book flight but the baggage section caused confusion. **AL**

## BAGGAGE SECTION AFTER FLIGHT SELECTION

Baggage options made sense to the subject when displayed

**AL**

## BOOKING

After selecting the flight, subject couldn't see how to book without prompting **AL**

# LOCALE

Please confirm your  
home country and  
airport ~~\*confusion\*~~

X

AL

# PRICE LOCK

Subject didn't  
understand what  
the price lock  
feature was for

AL

# OVERALL

## SITE USER JOURNEY

Subject navigated  
the site fairly well

AL

RYAN

## FIND FLIGHTS

### SEARCH FLIGHTS DATE SELECT

When searching for the flights, the dates came up straight away and the user **RA** journey was far quicker

### FLIGHT SELECTION

Subject had selected the outbound flight but couldn't tell it had been chosen. He missed the green tick.

**RA**

# SELECT DATES

## FLIGHT SELECTION

User found the flight selection much quicker on this site

RA

## RETURN FLIGHT SELECTION

Subject failed to see the outbound flight time.

RA

## FLIGHT COSTS

Subject was not sure that the final costs were for two people

RA

## OUTBOUND FLIGHT

Subject only saw one outbound option when there were two

RA

# BOOKING + BAGGAGE

# BOOKING + BAGGAGE

## T+C'S SEARCH

Subjed saw the T+C's checkbox and clickeed it

RA

## BAGGAGE

Subject understood the baggage choices

RA

## LOG IN

Subject said he would sign up to Ryan Air to proceed with the booking

RA

# MISCELLANEOUS

## SPONSORED ADS

Paid ads on  
Google confused  
user into thinking  
they were booking on  
Ryan Air site **RA**

## DIRECT BOOKING ON AIRLINE SITE

Subject mentioned  
the easy user journey  
was why he booked  
directly with airlines

**AL**

# OVERALL

## SITE USER JOURNEY

Site user journey  
wasn't as easy as  
the Aer Lingus one

RA

# FIND FLIGHTS

# AER LINGUS

# RYAN AIR

**FIND FLIGHTS**  
Find flights not easily seen under the fold.  
X AC

**FLIGHT SELECT**  
Price buttons weren't obvious  
AC

## PAIN POINTS

**LOCALE**  
Please confirm you have country and airport \*confusion\*  
X AC

# FIND FLIGHTS

**SEARCH FLIGHTS DATE SELECT**  
When searching for the flights, the dates came up straight away and the user RA  
search was too quick

**FLIGHT SELECTION**  
Subject had selected the outbound flight but couldn't tell it had been chosen he missed the green tick.  
RA

# SELECT DATES

**DEPARTURE DATE**  
Find flights departure date was obvious  
AC ✓

**RETURN SELECT**  
Return wasn't obvious to one subject when going to select  
X AC

**PRICE LOCK**  
Subject didn't understand what the price lock feature was for  
AC

# SELECT DATES

**FLIGHT SELECT**  
User found the flight selection much quicker on this site  
RA

**RETURN FLIGHT SELECTION**  
Subject failed to see the outbound flight time.  
RA

**FLIGHT COSTS**  
Subject wasn't sure that the final costs were for two people  
RA

**OUTBOUND FLIGHT**  
Subject only saw one outbound option when there were two  
RA

## MISCELLANEOUS

**SPONSORED ADS**  
Paid ads on Google confused user into thinking they were booking for Ryan Air  
RA

**DIRECT BOOKING ON AIRLINE SITE**  
Subject mentioned the easy user journey was when he booked directly with airlines  
AC

**RETURN DATES**  
Return dates was obvious  
AC ✓

# BOOKING + BAGGAGE

**BOOKING PT2**  
Subject was unsure if you could book the flight without reading baggage AC notices  
AC

**BAGGAGE SECTION**  
After selecting the dates, subject wanted to book flight but the baggage section caused confusion.  
AC

**BOOKING**  
After selecting the flights, subject couldn't see how to book without prompting  
AC

# BOOKING + BAGGAGE

**T+C'S SEARCH**  
Subject saw the T+C's checkbox and clicked it  
RA

**LOG IN**  
Subject said he would sign up to Ryan Air to proceed with the booking  
RA

**FARE RULES CTA**  
Subject felt he needed to check baggage rules just because there was a paragraph with a Fare Rules link  
AC

**BAGGAGE SECTION AFTER FLIGHT SELECTION**  
Baggage options made sense to the subject when displayed  
AC

**OVERALL SITE USER JOURNEY**  
Subject navigated the site fairly well  
AC

**BAGGAGE**  
Subject understood the baggage choices  
RA

**OVERALL SITE USER JOURNEY**  
Site user journey wasn't as easy as the Aer Lingus one  
RA

# 01 FIND FLIGHTS

**FIND FLIGHTS**  
Find flights not easily seen under the fold.  
X AL

**FLIGHT SELECT**  
Price buttons weren't obvious  
AL

# 02 SELECT DATES

**DEPARTURE DATE**  
Find flights departure date was obvious  
AL ✓

**RETURN SELECT**  
Return wasn't obvious to the subject when going to select  
X AL

**RETURN DATE**  
Return dates was obvious  
✓ AL

# 03

## BOOKING + BAGGAGE

**BOOKING PT2**  
Subject was unsure if you could book the flight without reading baggage notices  
AL

**FARE RULES CTA**  
Subject felt he needed to check baggage rules just because there was a paragraph with a Fare Rules link  
AL

**BAGGAGE SECTION**  
After selecting the dates, subject wanted to book flight but the baggage section caused confusion.  
AL

**BAGGAGE SECTION AFTER FLIGHT SELECTION**  
Baggage options made sense to the subject when displayed.  
AL

**BOOKING**  
After selecting the flight, subject couldn't see how to book without prompting  
AL

**05 OVERALL**  
**SITE USER JOURNEY**  
Subject navigated the site fairly well  
AL

# AER LINGUS

## 04 PAIN POINTS

**LOCALE**  
Please confirm your home country and airport location  
X AL

**PRICE LOCK**  
Subject didn't understand what the price lock feature was for  
AL

# RYAN AIR

## 01 FIND FLIGHTS

**SEARCH FLIGHTS DATE SELECT**  
When searching for the flights, the dates came up straight away and the user RA journey was for quicker

**FLIGHT SELECTION**  
Subject had selected the outbound flight but couldn't tell it had been chosen. He missed the green tick.  
RA

## 02 SELECT DATES

**FLIGHT SELECTION**  
User found the flight selection much quicker on this site  
RA

**RETURN FLIGHT SELECTION**  
Subject failed to see the outbound flight time.  
RA

**FLIGHT COSTS**  
Subject wasn't sure that the final costs were for two people  
RA

**OUTBOUND FLIGHT**  
Subject only saw one outbound option when there were two  
RA

## 03 BOOKING + BAGGAGE

**T+C'S SEARCH**  
Subject saw the T+C's checkbox and clicked it  
RA

**BAGGAGE**  
Subject understood the baggage choices  
RA

**LOG IN**  
Subject said he would sign up to Ryan Air to proceed with the booking  
RA

**04 MISCELLANEOUS**  
**SPONSORED ADS**  
Paid ads on Google confused user into thinking they were booking on the site  
RA

**DIRECT BOOKING ON AIRLINE'S SITE**  
Subject mentioned the easy user journey was why he booked directly with airlines  
AL

**05 OVERALL**  
**SITE USER JOURNEY**  
Site user journey wasn't as easy as the Aer Lingus one  
RA