

Indigo Airlines – Usability Test

Indigo Airlines approached us when they were undergoing a complete website redesign. They primarily wanted to understand how their users would respond to the new look. This included the look and feel of the site, its functionality and its perception as compared to the competitor websites.

We helped Indigo understand the critical issues with their functionality, task-flows and the look-and-feel of the website. The process we followed was:

- Recruit participants
- Prepare the test protocol
- Moderate, record and document Usability Testing sessions
- Interpret data using post-it analysis
- Create a Performance Report and Competitive Review Report
- Present the findings and guide Indigo with future directions for their website

Following is a part of the final presentation made to the Indigo team.



Performance Analysis

Indigo Airlines

TABLE OF CONTENT

- 1. Objective**
- 2. Methodology**
- 3. Executive Summary**
- 4. Detailed Finding**
 - a. Home Page
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - b. 'Book a Ticket' task flow
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - c. Web check in
 - d. Finding Flight Schedule
 - e. Quantitative finding

OBJECTIVE

The objective of the Usability Test was to understand the following from the Target User Audience of Indigo Airlines Website.

Performance

- Understand issues on the Current and Redesigned Indigo website when performing critical tasks like Booking a Flight, Web check in, Finding Flight Schedule.

TABLE OF CONTENT

1. Objective

2. Methodology

3. Executive Summary

4. Detailed Finding

a. Home Page

- a. Indigo Current website
- b. Indigo Redesigned website

b. 'Book a Ticket' task flow

- a. Indigo Current website
- b. Indigo Redesigned website

c. Web check in

d. Finding Flight Schedule

e. Quantitative finding

METHODOLOGY

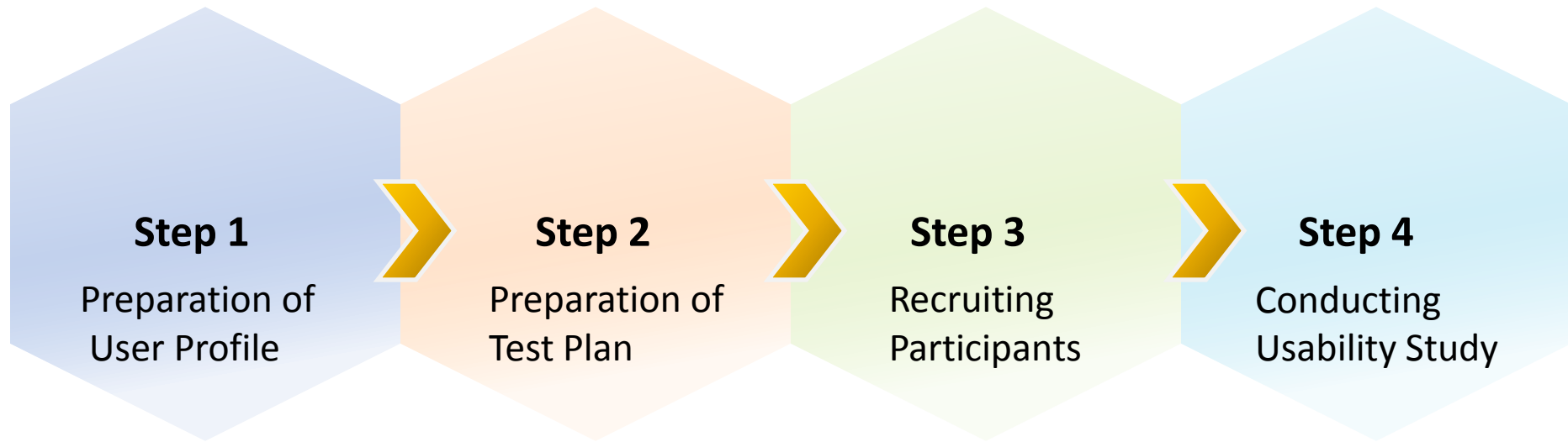


TABLE OF CONTENT

1. Objective
2. Methodology
3. Executive Summary
4. Detailed Finding
 - a. Home Page
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - b. 'Book a Ticket' task flow
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - c. Web check in
 - d. Finding Flight Schedule
 - e. Quantitative finding

EXECUTIVE SUMMARY

Users were asked to perform certain tasks on the Indigo current and redesigned website.

The following were observations made which are common to both Indigo current and redesigned website:

- Features listed below were liked by most of the users:
 - Travel Insurance
 - Seat Plus
 - Export Flight Schedule
- However, most of the users felt that Indigo Airlines Website Home Page did not provide strong value to the user since they expected to find -
 - Range of offers
 - Deals
 - Travel packages and itinerary planners.

EXECUTIVE SUMMARY

- Real estate on home page given to un-clickable messages and banners annoyed and frustrated users.
- Finding Flight schedule and Web-Check in were easily performed as tasks on both Indigo current and redesigned website.
- When booking a ticket, users found 'Price Summary' and price break up on the Search Results Page very confusing
- On Search Results Page, users found it difficult to understand how to navigate to the next screen.
- Error Messages were given in a pop up which caused cognitive load since users did not remember the messages after they closed the pop up.
- 'Registration' step in the task flow of Booking a Flight was not understood by most of the users.
- Action buttons were found too small and were not noticed by most of the users.

TABLE OF CONTENT

1. Objective
2. Methodology
3. Executive Summary
4. Detailed Finding
 - a. Home Page
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - b. 'Book a Ticket' task flow
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - c. Web check in
 - d. Finding Flight Schedule
 - e. Quantitative finding

FINDINGS INDEX



Critical error. Caused great irritation and blockages for the user



Serious error. Delayed users in their use of the website



Minor error. Caused users to hesitate for a few seconds



User recordings. Hear users voice their opinions.



Good. This approach is recommendable



Highlighted comments are recommendations.

FEATURES ON HOME PAGE



Apart from the booking tablet, there is no significantly unique value provided by Indigo.

Users expected much more information and features to browse through.

Eg: Air Asia provides features like 'How do I' and 'Web check-in'



Features such as membership, frequent flier, discounted rates, itinerary planners, destination information etc can be presented to users

MISSING BRANDING MESSAGE



Users don't take home a strong branding message from the website.

The static airplane logo only implies that it's an airlines website but does not talk about Indigo benefits.



Branding message could be provided above the scroll to tell users more about Indigo Airlines and its USPs

UNREADABLE TOP NAVIGATION



Top Navigation colours against blue background were unreadable. Users especially had a problem finding 'Web Check in' and 'Flight Status'

The screenshot shows the IndiGo website interface. The top navigation bar is blue with white text for links: Home, Schedule, Web Check-in, Seat/Change booking, Flight status, Login, Employment, About IndiGo, and Info. Below this is a search form with fields for Origin, Destination, Departing, and Returning, along with a Search button. The main content area features a flight status map and several promotional banners for routes like Delhi-Lucknow, Bengaluru-Delhi, and Indore-Delhi, as well as services like Get Packing, One Time IVR Password, and Good Karma. A footer contains contact information and a copyright notice.

Provide top Navigation in the same colours where Active link can be differentiated from an Inactive link
Provide a colour combination that is easy to read

TABLE OF CONTENT

1. Objective
2. Methodology
3. Executive Summary
4. Detailed Finding
 - a. Home Page
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - b. 'Book a Ticket' task flow
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - c. Web check in
 - d. Finding Flight Schedule
 - e. Quantitative finding

GOOD BRANDING AND COLORS



The strong branding message in the new website and the colors were highly appreciated by users.

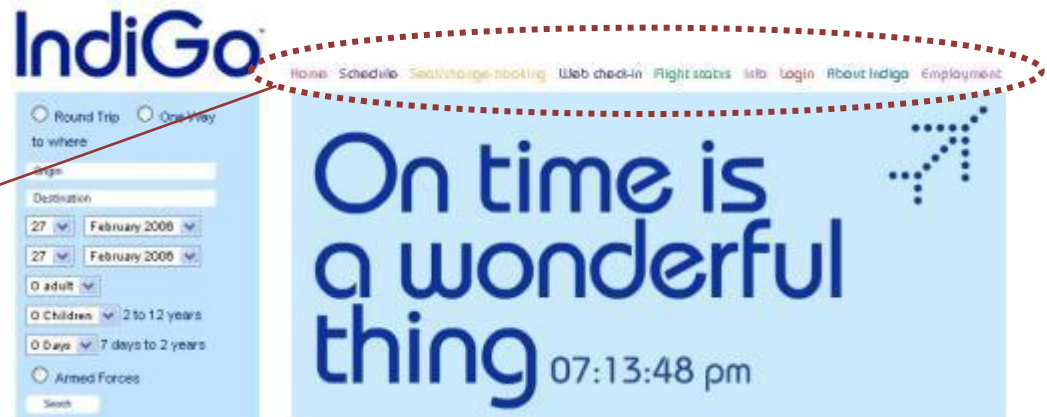
The screenshot displays the IndiGo website interface. At the top left is the IndiGo logo. A navigation menu includes links for Home, Schedule, Seat/change booking, Web check-in, Flight status, Info, Login, About IndiGo, and Employment. The main content area features a search form on the left with fields for Round Trip/One Way, Origin, Destination, Date (February 2006), and Passenger type (Adult, Children, Days, Armed Forces). A large banner on the right reads "On time is a wonderful thing" with a flight path icon and a time display of 03:55:58 pm. Below the banner is a slide show of promotional tiles: "test", "More Insurance", "Lowest fares" (Delhi-Mumbai-Delhi, Save up to Rs. 1000, Rs. 3007), "Latest" (4 non-stop daily flights Delhi to Kochi), "Route map", "Testimonials", "Gallery", and "365 Reasons to fly IndiGo". A performance metric at the bottom left states "85.1% Best on time performance in the industry."

A slide show on the Home Page can be used for presenting multiple branding messages to users.

TOP NAVIGATION VISIBILITY



Many links in Top Navigation were unreadable due to the colour of text on white background. Schedule and Seat/change booking were especially problematic.



Home Schedule **Seat/change booking** Web check-in Flight status Info Login About Indigo Employment



Provide a darker background colour to improve readability. Alternatively, change the colour of links in Top Navigation.

IRRELEVANT OFFERS



However, users felt that the offers were irrelevant since they were not travelling in that sector.

They expressed a strong desire to see routes that were relevant to them.

Eg. Travelers from Mumbai would first prefer seeing best deals on flights from Mumbai.



Consider providing ISP detected offers to users which would increase the number of clicks and purchases on the offers

TABLE OF CONTENT

1. Objective
2. Methodology
3. Executive Summary
4. Detailed Finding
 - a. Home Page
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - b. 'Book a Ticket' task flow
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - c. Web check in
 - d. Finding Flight Schedule
 - e. Quantitative finding

CONFUSING ROUNDTRIP FARE ALERT



Pop ups in the search tablet to alert users about how a roundtrip deal is better than a one way confused users.

Some users thought that they had made an error and closed the popup to start searching again.

A screenshot of the IndiGo website's search interface. The top navigation bar includes the IndiGo logo, contact numbers (Call 0 99 10 38 38 38, Toll free 1 800 180 38 38), and links for Home, Schedule, Web Check-in, Seat/Change booking, Flight status, Login, and Email. The search form is set to 'Round Trip' and 'One Way' (selected). The destination is 'Chennai' to 'Hyderabad', departing on '14 March 2011'. The passenger count is '1 Adult'. There are options for '0 Children' (2 to 12 years) and '0 Infants' (7 days to 2 years), and a checkbox for 'Armed Forces Personnel'. A 'Search' button is present. Below the search form is a link for 'Air+Hotel Packages, Click here'. A popup window titled 'The page at book.goindigo.in says:' is overlaid on the right side of the search form. The popup contains the text: 'IndiGo offers attractive RoundTrip fares on select sectors with lower base fares and lower fuel surcharge. You can avail them by choosing the RoundTrip option on the Search menu, else click OK to proceed.' and an 'OK' button. At the bottom of the page, there are promotional banners for 'Delhi - Lucknow' (Thrice non-stop daily, Rs 1933 onwards, Eff. 27 Mar) and 'Bengaluru - Delhi' (6 times non-stop daily, Eff. 27 Mar).

Instead of a popup, give feedback in the search tablet itself
Alternatively, provide an action button saying 'Book one way' and link saying 'Look for round trip and avail offers'

UNCLEAR FARE BREAKDOWN



The final amount and fare breakup were not clear.

It was difficult for users to quickly and completely grasp the fare summary.

IndiGo Call 0 99 10 38 38 38 Toll free 1 800 180 38 38
Home Schedule Web Check-in Seat/Change booking Flight status Login Employment About IndiGo Info

Round Trip One Way

IndiGo to where?
Bangalore
Delhi
Departing
17 March 2011
Passengers
1 Adult
0 Children 2 to 12 years
0 Infants 7 days to 2 years
 Armed Forces Personnel
Search
[Air+Hotel Packages. Click here](#)

Price Summary
IndiGo Fare (BLR to DEL) **Rs 4,534.00**
Total Price:
1 Adult Base Fare and Airline Fuel Charge: Rs 3950.00
Fees & Taxes: Rs 221.00
Passenger Service Fee: Rs 103.00
Service Tax: Rs 260.00
User Development Fee: Rs 4,534.00
Total Price:

Flights
Here are the flights and fares available on the requested date(s). Fares do not include fees and surcharges.
1. Please review your flight options.
2. Select your preferred flight.

Going Out - Thu 17 Mar 2011 - Bangalore to Delhi

Flight	Departs	Arrives	IndiGo Fare
6E 132	06:00 AM Bangalore	08:45 AM Delhi	<input checked="" type="radio"/> Adult Rs 1,350.00
6E 126	08:10 AM Bangalore	10:55 AM Delhi	<input type="radio"/> Adult Rs 1,350.00
6E 275	10:50 AM Bangalore	01:30 PM Delhi	<input type="radio"/> Adult Rs 1,350.00
6E 122	05:00 PM Bangalore	07:45 PM Delhi	<input type="radio"/> Adult Rs 1,350.00
6E 106	07:45 PM Bangalore	10:30 PM Delhi	<input type="radio"/> Adult Rs 2,345.00
6E 102	09:45 AM Bangalore 11:50 AM Pune	11:20 AM Pune 02:05 PM Delhi	<input type="radio"/> Adult Rs 3,399.00
6E 154	10:10 AM Bangalore 12:40 PM Ahmedabad	12:15 PM Ahmedabad 02:15 PM Delhi	<input type="radio"/> Adult Rs 3,399.00
6E 156	05:50 PM Bangalore 08:20 PM Ahmedabad	07:50 PM Ahmedabad 10:00 PM Delhi	<input type="radio"/> Adult Rs 3,399.00

Fare Rules
Going Out
Fare Details IndiGo Fare - Fares are non-refundable. Changes are permitted if performed at least 2 hours prior to scheduled flight departure (charges will be applicable). Failure to check in at

The final fare and the fare breakdown need to be explained clearly to users

DATE FLEXIBILITY BUTTONS



‘Previous’ and ‘Next’ buttons were not noticed by users.

When noticed, users took some time in understanding the buttons



IndiGo Call 0 99 10 36 36 36 Toll free 1 800 180 36 36
Home Schedule **Web Check-in** [View/Change Booking](#) [Flight status](#) [Login](#) [Employment](#) [About IndiGo](#) [Info](#)

Round Trip One Way
IndiGo to where?
Bangalore
Delhi
Departing: 17 March 2011
Passengers: 1 Adult
0 Children 2 to 12 years
0 Infants 7 days to 2 years
 Jinnah Porosa Porosa
Search
[Air+Hotel Packages, Click here](#)

Flights
Here are the flights and fares available on the requested date(s). Fares do not include fees and surcharges.
1 Please review your flight options.
2 Please confirm flight.

Previous Date **Next Date**

Going Out - Thu 17 Mar 2011 - Bangalore to Delhi

Flight	Departs	Arrives	IndiGo Fare
6E 132	06:00 AM Bangalore	09:45 AM Delhi	Adult Rs 1,200.00
6E 128	08:10 AM Bangalore	10:55 AM Delhi	Adult Rs 1,200.00
6E 275	10:50 AM Bangalore	01:30 PM Delhi	Adult Rs 1,200.00
6E 122	05:00 PM Bangalore	07:45 PM Delhi	Adult Rs 1,200.00
6E 106	07:45 PM Bangalore	10:30 PM Delhi	Adult Rs 2,245.00
6E 102	09:45 AM Bangalore	11:20 AM Pune	Adult Rs 3,200.00
	11:50 AM Pune	02:05 PM Delhi	
6E 154	10:10 AM Bangalore	12:15 PM Ahmedabad	Adult Rs 3,200.00
6E 155	05:50 PM Bangalore	07:50 PM Ahmedabad	Adult Rs 3,200.00
	08:20 PM Ahmedabad	10:00 PM Delhi	

Price Summary
IndiGo Fare (BLR to DEL) Rs 4,534.00
Total Price:
1 Adult Base Fare and Airline Fuel Charge: Rs 3950.00
Fees & Taxes: Rs 221.00
Passenger Service Fee: Rs 103.00
Service Tax: Rs 260.00
User Development Fee: Rs 4,534.00
Total Price: Rs 4,534.00

Fare Rules
Going Out
Fare Details IndiGo Fare - Fares are non-refundable. Changes are permitted if performed at least 2 hours prior to scheduled flight departure (charges will be applicable). Failure to check in at

Member Agency Corporate
User ID:
Password:

Instead of “previous & next”, there can be clearly worded directions. Display a date on top with the searched date highlighted.

TABLE OF CONTENT

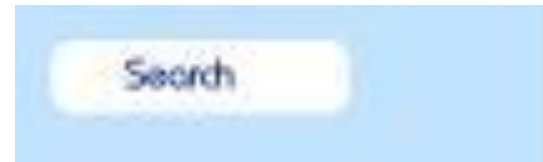
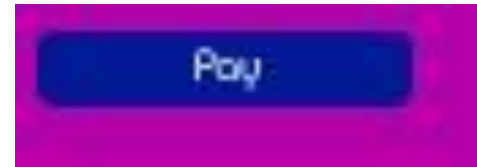
1. Objective
2. Methodology
3. Executive Summary
4. Detailed Finding
 - a. Home Page
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - b. 'Book a Ticket' task flow
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - c. Web check in
 - d. Finding Flight Schedule
 - e. Quantitative finding

READABILITY ON BUTTONS



Text on buttons was found very difficult to read.

White colour on dark colored backgrounds made the text unreadable



Legibility of text can be improved by increasing the font size and choosing background colors which complement rather than clash with the foreground color

POOR READABILITY OF TEXT



Jarring background colours made it difficult to read text on some pages.

Search Result page and Seat Plus page were particularly found problematic.

Flights

text...

[Previous Date](#) [Next Date](#)

Going Out

Flight	Departs	Arrives	Indic
QE 183	08:40 am Delhi	08:45 pm Mumbai	● 2,29
QE 183	08:40 am Delhi	08:45 pm Mumbai	● 2,29

Coming Out

Flight	Departs	Arrives	Indic
QE 183	08:40 am Delhi	08:45 pm Mumbai	● 2,29
QE 183	08:40 am Delhi	08:45 pm Mumbai	● 2,29

[Previous Date](#)

Fair rules

Going Out

Seat Plus

Please select your desired seat's ...

Sector Selection

DEL-BOM | BOM-DEL

Kishore Kumar ???

[Previous Date](#) [Next Date](#)

Your Seat Map

Note

[Previous Date](#) [Next Date](#)

[Continue & Confirm](#)

Legibility of text can be improved by increasing the font size and choosing background colors which complement rather than clash with the foreground color

ACTION BUTTONS WERE LOST



Due to a dark background, radio buttons were difficult to find on this page.

Flights

text...

[Previous Date](#) [Next Date](#)

Going Out

Flight	Departs	Arrives	IndiGo Fare	Goindigo Fare
QE 183	06:40 am Delhi	09:45 pm Mumbai	<input type="radio"/> Adult Rs. 2,295.00	<input type="radio"/> Adult Rs. 2,295.00
QE 183	06:40 am Delhi	09:45 pm Mumbai	<input type="radio"/> Adult Rs. 2,295.00	<input type="radio"/> Adult Rs. 2,295.00

Coming Out

Flight	Departs	Arrives	IndiGo Fare	Goindigo Fare
QE 183	06:40 am Delhi	09:45 pm Mumbai	<input type="radio"/> Adult Rs. 2,295.00	<input type="radio"/> Adult Rs. 2,295.00
QE 183	06:40 am Delhi	09:45 pm Mumbai	<input type="radio"/> Adult Rs. 2,295.00	<input type="radio"/> Adult Rs. 2,295.00

[Previous Date](#) [Next Date](#)

Fair rules

Going Out

Legibility of text can be improved by increasing the font size and choosing background colors which complement rather than clash with the foreground color

TABLE OF CONTENT

1. Objective
2. Methodology
3. Executive Summary
4. Detailed Finding
 - a. Home Page
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - b. 'Book a Ticket' task flow
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - c. Web check in
 - d. Finding Flight Schedule
 - e. Quantitative finding

EASY CHECK-IN PROCESS



Most users could easily find the check-in link

The users found the check in procedure easy to understand and complete

IndiGo

Home Schedule Search/Change Booking Web check-in Flight status Help Login About IndiGo Employment

Web Check-in - Customers with hand baggage only

Please provide Booking Reference or Credit Card Information

Airport Origin city

Select Booking Reference

Booking Reference

Or

Select Credit Card

Expiration Date

Credit Card No.

First Name

Last Name

I accept all Terms & Condition

fragile

CHECK-IN PAGE IMAGERY



Most users did not like the heart imagery and found it irrelevant on this page.

The size of imagery is big and took too much focus on the page



MORAE:

7 user Muskan

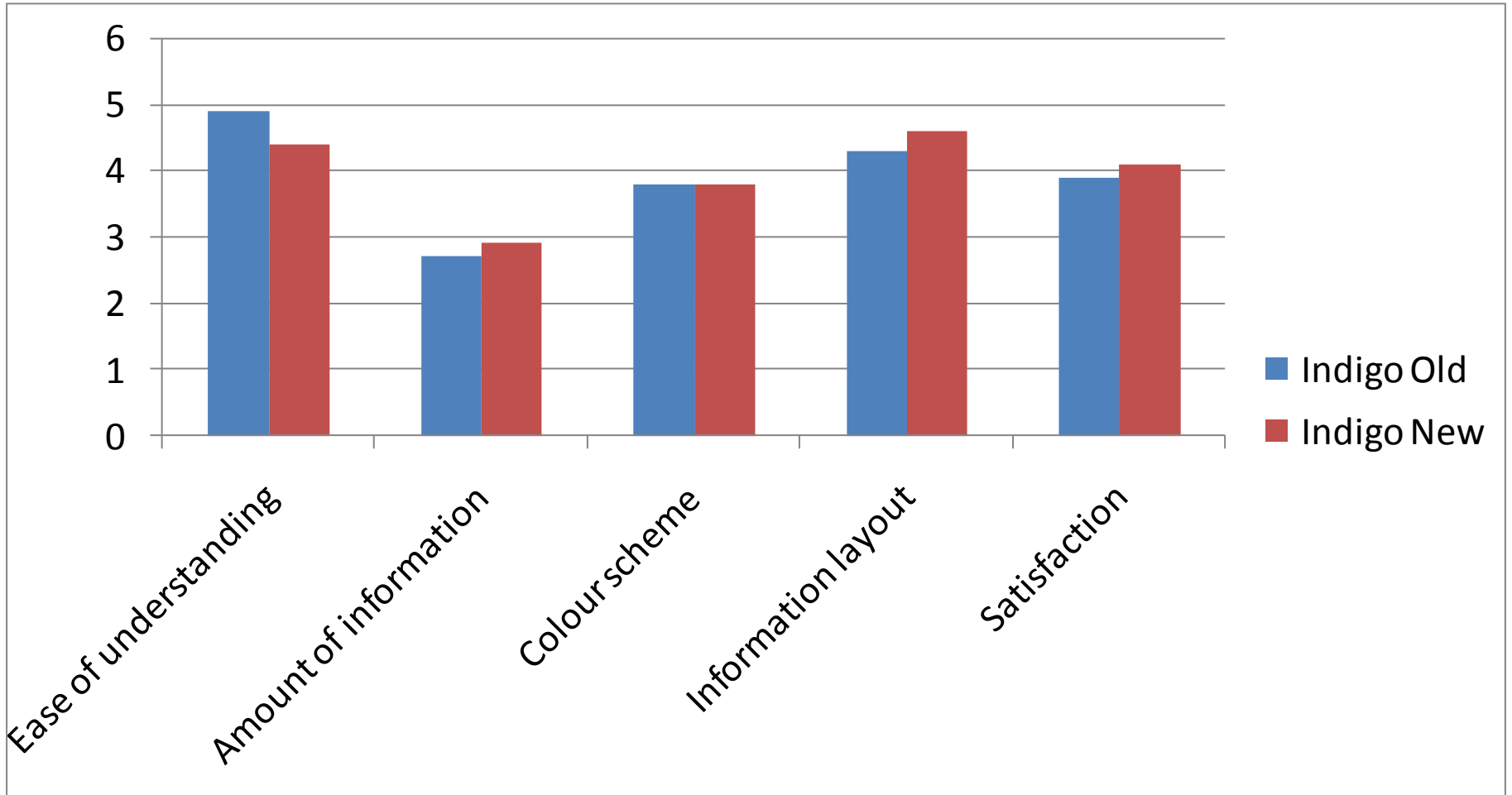
31:44

Imagery is not required on high transaction pages like Web check-in. If imagery is used, it should be something that is contextual and relevant.

TABLE OF CONTENT

1. Objective
2. Methodology
3. Executive Summary
4. Detailed Finding
 - a. Home Page
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - b. 'Book a Ticket' task flow
 - a. Indigo Current website
 - b. Indigo Redesigned website
 - c. Web check in
 - d. Finding Flight Schedule
 - e. Quantitative finding

REVIEW QUESTIONS





Competitive Study

Indigo Airlines

Competitor 1

Competitor 2

TABLE OF CONTENT

- 1. Objective**
- 2. Methodology**
- 3. High Level Findings**
- 4. Detailed Finding**
 - a. Comparative Study of four airlines websites
 - b. Quantitative Comparison
 - c. Word Association Task

OBJECTIVE

The objective of the Usability Test was to understand the following from the Target User Audience of Indigo Airlines Website.

Performance

- Understand issues on the Current and Redesigned Indigo website when performing critical tasks like Booking a Flight, Web check in, Finding Flight Schedule.

TABLE OF CONTENT

- 1. Objective**
- 2. Methodology**
- 3. High Level Findings**
- 4. Detailed Finding**
 - a. Comparative Study of four airlines websites
 - b. Quantitative Comparison
 - c. Word Association Task

HIGH LEVEL FINDINGS

- Users commented that they would not go to any Airlines website for Booking tickets. They preferred portals like 'Make my Trip' and 'Clear trip'. Reasons provided by users were as follows:
 - Make my Trip and Cleartrip allows users to compare different flight timings.
 - Users get cost effective price comparison on these websites.

- Users expected Airlines websites to provide features other than Booking ticket. They would visit Airlines websites for:
 - Deals and Discounts
 - Web check-in
 - Seat selection

COMPARATIVE STUDY OF FOUR AIRLINES WEBSITE

Users were shown four airlines websites – (Competitor 1), (Competitor 2), Indigo current website, Indigo redesigned website. Following were observations made -

- (Competitor 1) was liked the most amongst all the four websites. The reasons observed were as follows:
 - (Competitor 1) had more valuable information on Home Page. Users particularly liked 'How do I', 'Quick Guide' and 'Web Check in' on Home Page.
 - Colours on (Competitor 1) were found appealing and vibrant.
 - Users liked the imagery on the website.
 - Branding and communication messages (Big Sale, Make it a Holiday to Remember, Fly there Now) were noticed and liked by users.

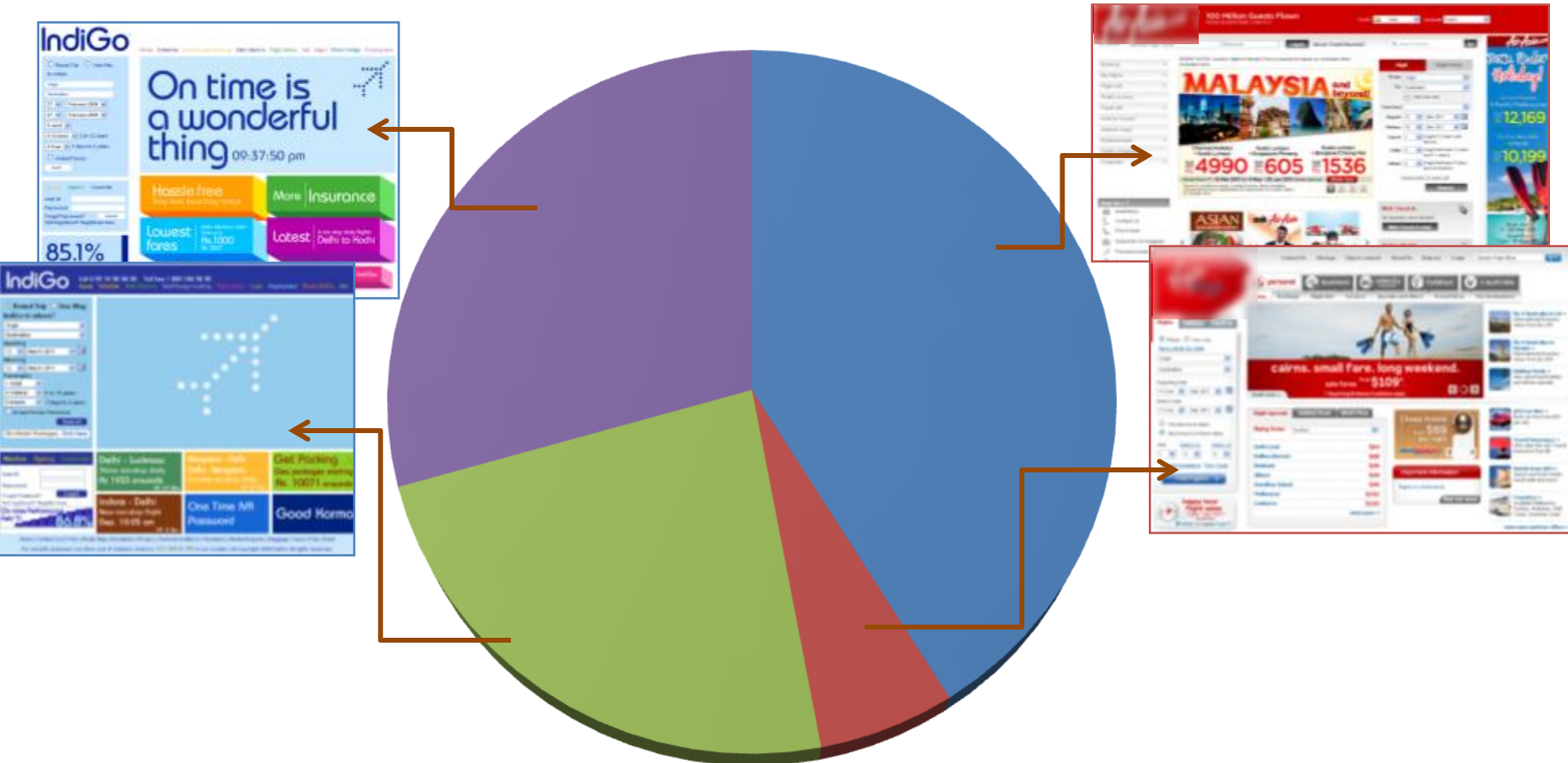


TABLE OF CONTENT

- 1. Objective**
- 2. Methodology**
- 3. High Level Findings**
- 4. Detailed Finding**
 - a. Comparative Study of four airlines websites
 - b. Quantitative Comparison
 - c. Word Association Task

FIRST IMPRESSION

Users were shown four websites and were asked the website they liked the most.



FIRST IMPRESSION

Users who liked (Competitor 1) described it as a vibrant, dynamic and content rich site.

Users liked that the Home Page offered more than just booking options.



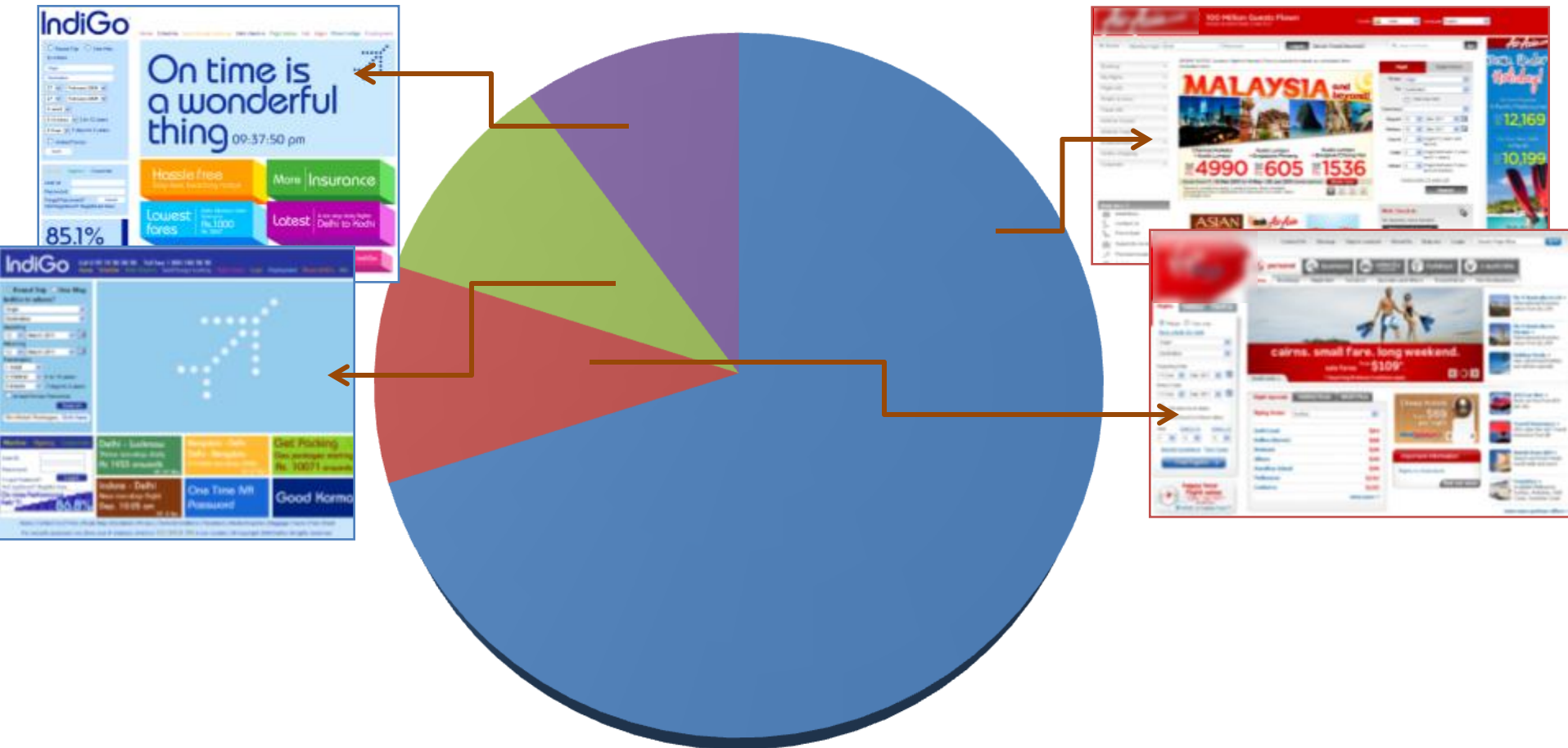
Users who liked Indigo Redesigned website described it as simple and uncluttered.

Users liked the colours on the Home Page of the website.



WEBSITE IMAGERY

Users were asked to tell the website the images of which they liked the most.



WEBSITE IMAGERY

Air Asia was an overwhelming winner here because it was the site with the biggest and most dynamic images

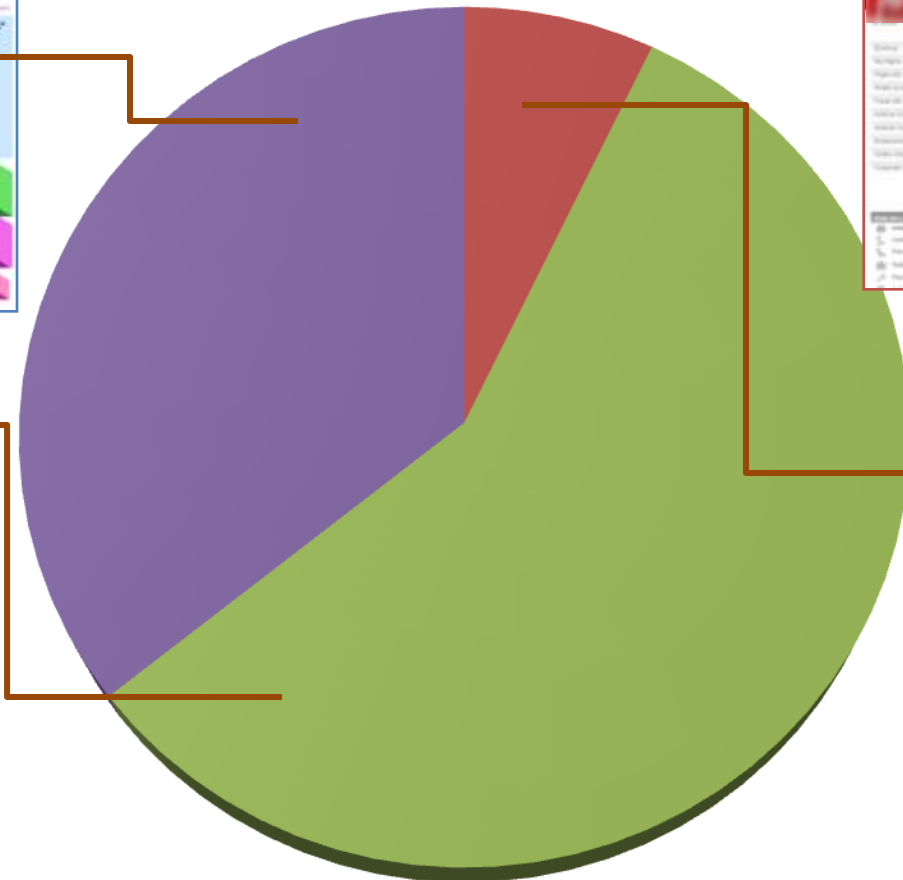


However, a minority preferred the static images of the Indigo sites which made them feel that the site wasn't too noisy and cluttered.



LEAST LIKED WEBSITE

Users were asked to tell the website they liked the least.



LEAST LIKED WEBSITE

The old Indigo website was liked the least because it was perceived to be dull, simple, lacking information.



The users who liked the new Indigo website the least said that was because of the 3D blocks and the absolute lack of information and poor utilization of space unlike the Air Asia website

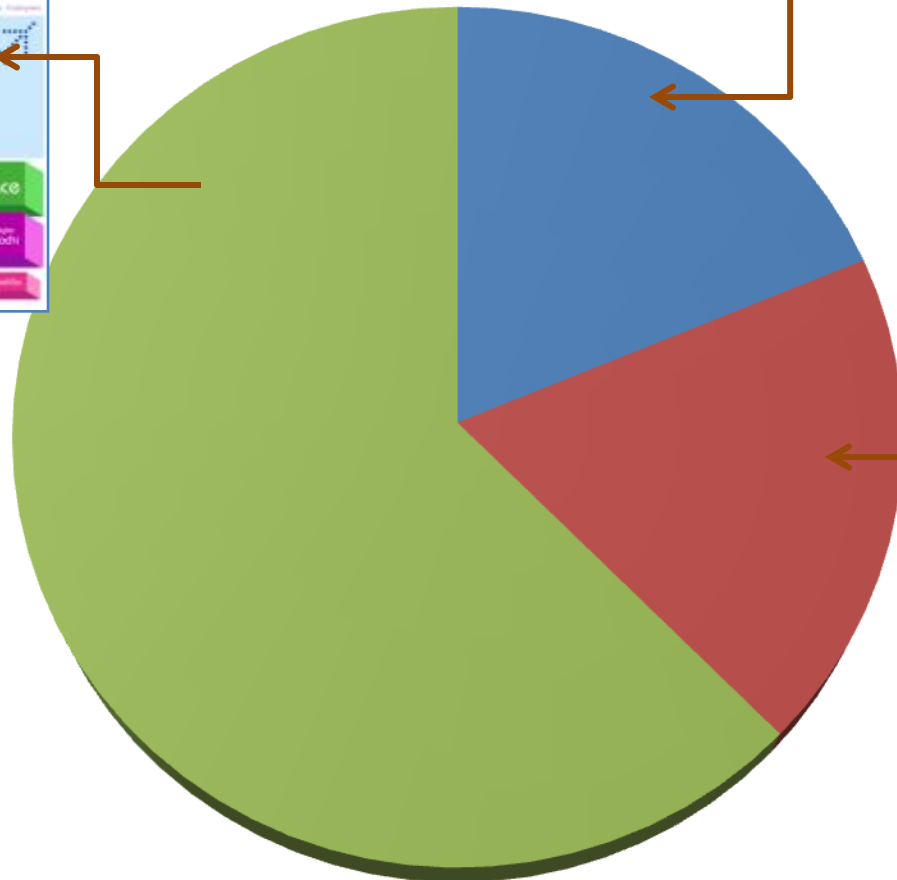


INDIGO CURRENT AND REDESIGNED WEBSITE COMPARISON

Users were shown Indigo Current and Redesigned website and were asked which website they liked better



No Difference



INDIGO CURRENT AND REDESIGNED WEBSITE COMPARISON

The majority of the users liked the new website better primarily because of the newer brighter colors.

The most important reason for Indigo old to be disliked was that users felt it had a very dull and “thanda” look.

A large number of users also said that they did not find any difference between both the websites. They probably did not perceive change in colour as a very big difference between the websites.



TABLE OF CONTENT

- 1. Objective**
- 2. Methodology**
- 3. High Level Findings**
- 4. Detailed Finding**
 - a. Comparative Study of four airlines websites
 - b. Quantitative Comparison
 - c. Word Association Task

WORD ASSOCIATION TASK

Users were asked to look at all the four website Homepages and tell first two words that came to them. Following is the analysis of 'Word Association' task:

➤ Competitor 1

- 'Vibrant' – Users provided words that meant a lively and colourful website
- Informative – There were words which indicated that users perceived (Competitor 1) website with more features.

➤ Competitor 2

- 'Easy' – Users gave words that indicated that they perceived the website easy to use.
- 'International' – Users also gave words which indicated that the website had an international and classy look.

Thank You

