

ON BUSINESS

Usability test plan

USER TASK SCENARIOS

Concentration areas

1. Enrolment (**important:** to avoid drop outs)
2. Manage company account (**important:** daily usage)
3. Manage participants (**important:** daily usage)
4. Promotions (**less important**)
5. Reporting, points and transactions (**important:** core CIP module)
6. Dashboard and post-pin content (don't need a separate scenario)
7. Navigation (don't need a separate scenario)
8. Ba.com commercial journey (**important:** core CIP module)

Scenario Index

1. Please signup for the On-Business program, add 1 administrator to your account and create a new password.
Please select British Airways and English as your preferred carrier and language. Signup for the On-Business program, add 1 administrator to your account and create a new password.
2. Please add an employee and his business unit to your OnBusiness account and assign your Company Authoriser role to another Employee (Changing Authoriser role: A/B testing)
3. Download a 6 month points transactions report for a *particular Business Unit (or all award flights)*. While looking at the 6 month points transactions table you feel that an employee had travelled on behalf of a different business unit. Please change the business unit before downloading the report.
4. View all airline expenses incurred in the last 60 days (sorted by date), view details of 1 transaction and download an expenditure report for booking reference “SDH0123” within that period.

Scenario Index

5. Could you please raise a claim for missing points and check the status of a 2 month old claim for ticket number “125-57890099078”?
6. Start by making a discounted booking from your OnBusiness account, compare discounted rates with commercial and carry on making a commercial booking.
7. Log onto OnBusiness from ba.com and make a rewards booking using your OnBusiness points.

Scenario – Task mapping

Scenario 1

- Testing Ba.com Entry point
- Gateway Page Entry point
- Prepin Home page review
- Enrolment form
- Understanding participant roles
- Email confirmation
- Changing password

Scenario 2

- Dashboard review
- Company Account Mgt
- Employee Management
- Understanding terminologies like business unit
- Looking at list of employees
- Authoriser's role and changes

Scenario 3

- Main Navigation and sub nav review and test
- Points transactions landing page review
- Changing a business unit from within points table
- Testing the date toggle and date picker controls
- Testing the *Business Unit* filter found on the table header
- Business Unit filter can be replaced by Category filters like "Award Flights"
- Download link and screens

Scenario 4

- Points and Transactions landing page review
- User selection of the Expenditure tab
- Understanding of what they this tab holds
- Date toggle and date picker
- How to get Transaction details?
- Booking reference filter (left the employee search filter as it is similar instead went for this as it is hidden in drop down)
- Download link/button and screens

Scenario – Task mapping

Scenario 5

- Main Navigation and sub nav review and test
- Claim points section review
- Claim points form
- Searching and checking for the status of an old claim using ticket number

Scenario 6

- How easy it is to make a booking from OnBusiness?
- How users interpret the three options reward, discount and commercial.
- Use of respective plan frags
- How easy it is to compare discounted and commercial rates?
- How easily can customers switch their journey's from discounted to commercial or vice versa.
- When they select a flight do they get enough information on points

Scenario 7

- Logging in to OnBusiness through ba.com
- How easy it is to make a booking from OnBusiness?
- How users interpret the three options reward, discount and commercial.
- Use of Rewards plan frag
- How easy it is to complete a Rewards booking?
- When they select a flight do they get enough information on points

Scenario combinations

- | | |
|--|-----------------------|
| 1. Enrolment (highly important: to avoid drop outs) | Non members |
| 2. Manage company account (highly important: daily usage) | |
| 3. Manage participants (highly important: daily usage) | |
| 4. Promotions (less important) | |
| 5. Reporting, points and transactions (highly important: core CIP module) | Members & Non Members |
| 6. Dashboard and post-pin content (don't need a separate scenario) | |
| 7. Navigation (don't need a separate scenario) | |
| 8. Ba.com login and commercial journey (highly important: core CIP module) | Members & Non Members |

Task Scenario: 1a

On ba.com, you've found an interesting link promoting the On-Business program. You decide to find out more about this program, clicking on the link takes you to the OnBusiness home page. You like this incentive program and would like to signup.

User goal:

Please signup for the On-Business program, add 1 administrator to your account and create a new password.

Test modules:

Enrolment, Pre-pin, email marketing and login creation

Task Scenario: 1b

You've been searching for business travel programs. You've clicked on a link taking you to the OnBusiness welcome page showing you a list of airlines and languages. You select BA and English as your preferred carrier and language. The welcome page takes you to the On-Business home page. You like this incentive program and would like to signup.

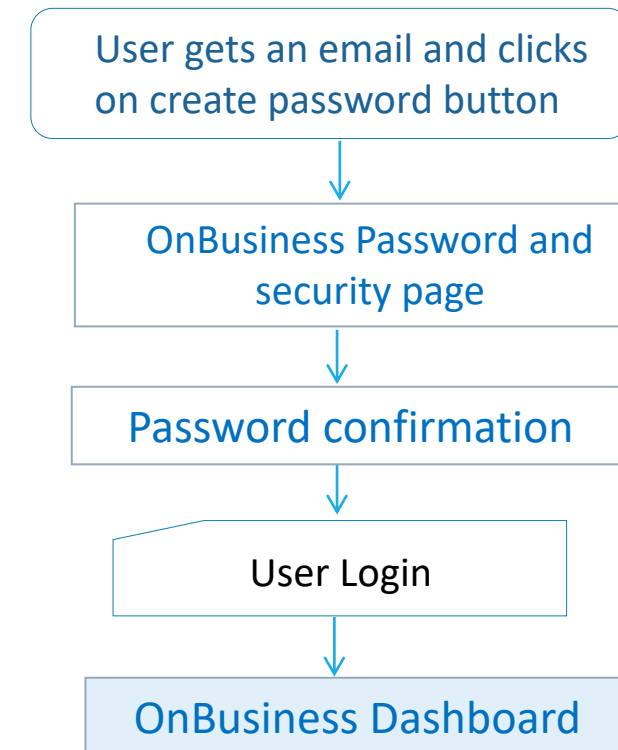
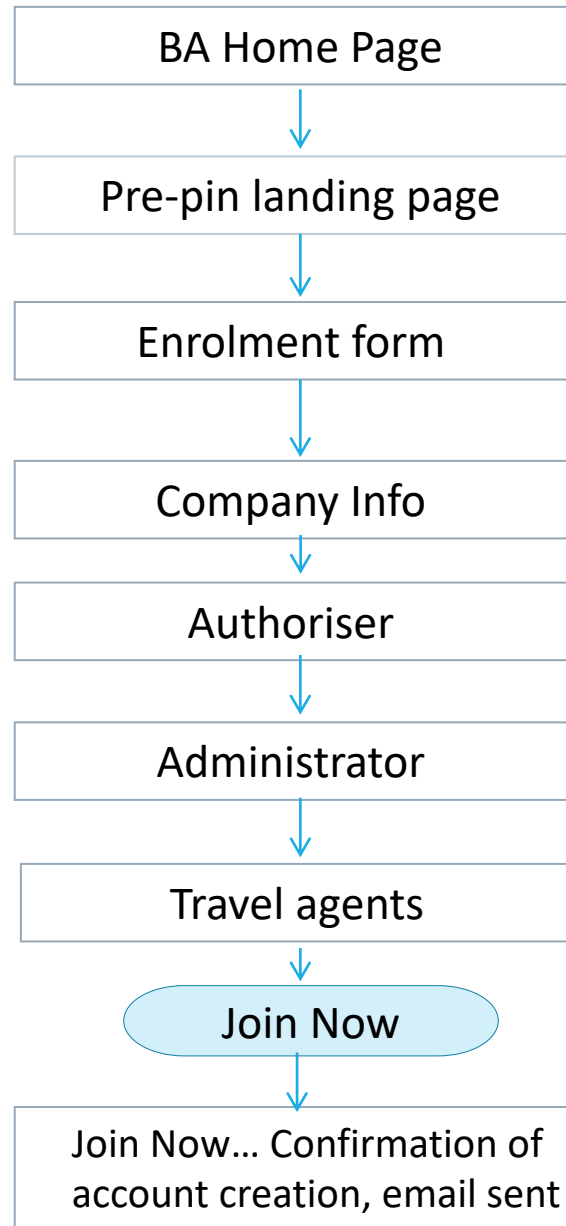
User goal:

Please select British Airways and English as your preferred carrier and language on the Welcome page. Please signup for the On-Business program, add 1 administrator to your account and create a new password.

Test modules:

Enrolment, Pre-pin, email marketing and login creation

User Journey



User Story - 1a

1. A user goes to ba.com clicks on the OnBusiness link from within the menu.
2. The user lands on the On-Business pre-pin pages.
3. Scanning through the pre-pin content the user decides to join the program. He clicks on the join button (can test CTA here) that takes him to the enrolment form.
4. The user starts by filling out his and his company's information and adds 1 administrator. He completes the enrolment form (skipping some sections) and clicks on the join button. He is then taken to a confirmation success screen and an email is sent to his mail account.
5. The user logs into the CIP portal following a link from within that email and follows the instructions to change/set his password.

User Story - 1b

1. A user lands on the Gateway landing page (welcome). Selects BA from the choice of airline and English as the default language of choice and clicks on the Call to Action.
2. The user lands on the On-Business pre-pin pages.
3. Scanning through the pre-pin content the user decides to join the program. He clicks on the join button (can test CTA here) that takes him to the enrolment form.
4. The user starts by filling out his and his company's information and adds 1 administrator. He completes the enrolment form (skipping some sections) and clicks on the join button. He is then taken to a confirmation success screen and an email is sent to his mail account.
5. The user logs into the CIP portal following a link from within that email and follows the instructions to change/set his password.

Study objectives

Taking users to OnBusiness, helping them decide if OnBusiness is right for them and finally joining OnBusiness

- Test the leading process. Is it simple enough to go onto OnBusiness Home page from ba.com and the Gateway landing page.
- Test if the OnBusiness home page is simple, concise, complete and engaging enough to induce memberships.
- Is it easy to fill out the enrolment form?
- Can users understand the different role and personalities they need to setup?

Study questions

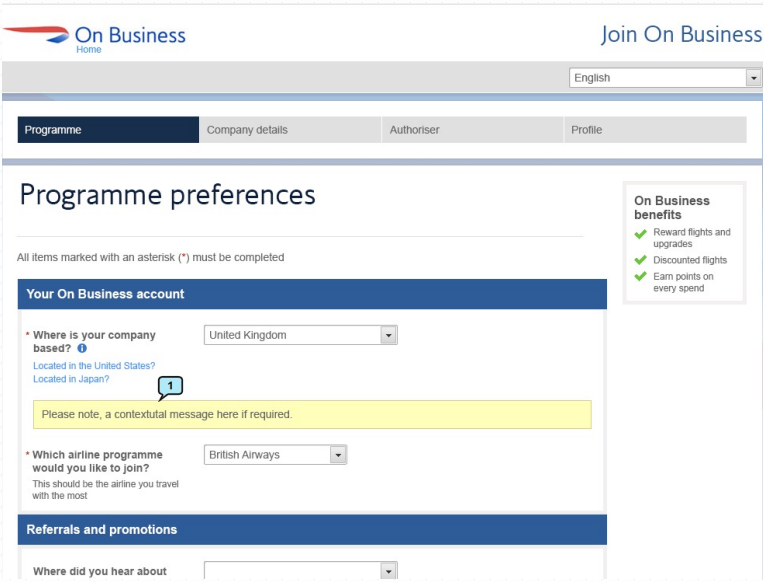
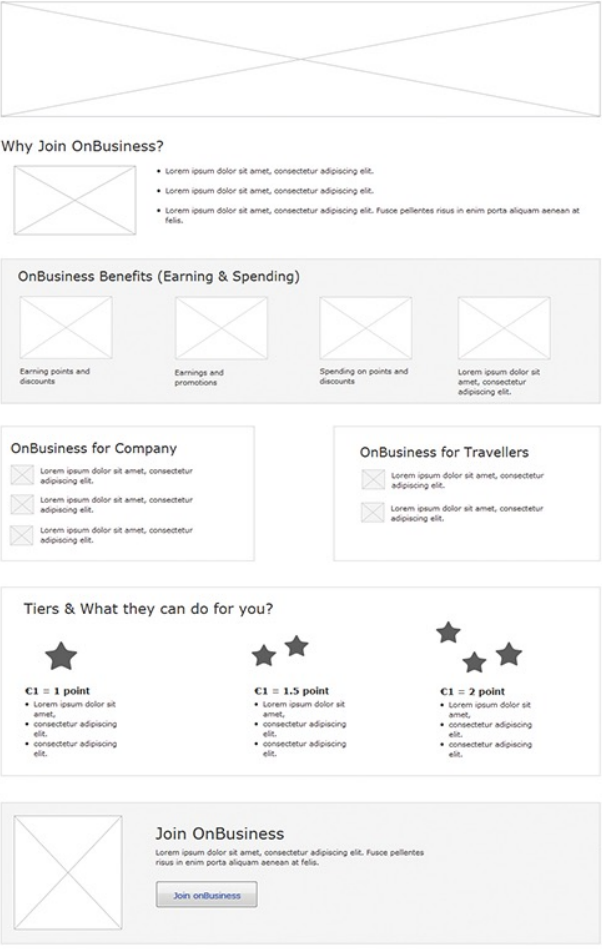
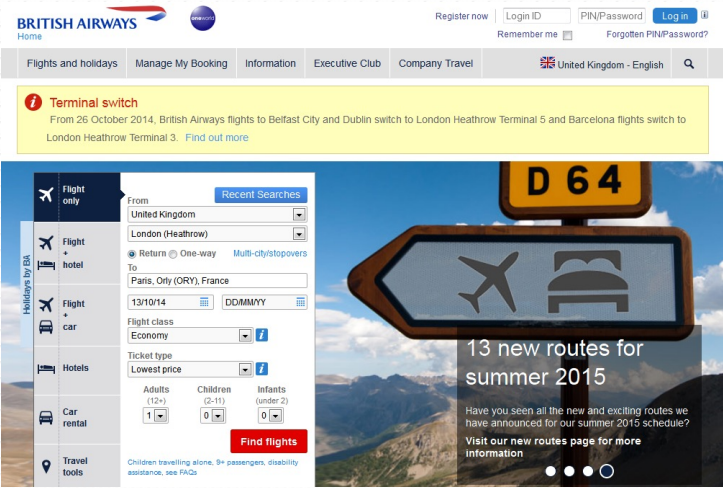
1. **On the leading pages:** Does customer know where to find BA's corporate programme?
2. Without signing-in can users find OnBusiness program information?
3. **About the Programme page:** Does the user feel that the information provided is easy to understand, inviting and detailed enough to persuade them to Join OnBusiness?
4. **About the Programme page:** If they decide to join do users know what the next step is?
5. **Enrolment Form:** Once the user has scanned the form is it clear what kind of information is required of them. (Specifically is the VAT /document section clear)
6. **Enrolment Form:** Is it clear which fields are mandatory?
7. **Enrolment Form: Are the defined customer roles clear?** (Authoriser, Administrator, Travel Agent and Traveller)
8. **Primary Contact:** What does it mean to the user?
9. **Welcome Email:** Do they know what the next steps are?
10. **Password & Security:** Do the customers understand what is being required of them?
11. **Password & Security:** Is confirmation and next steps clear to the user?

12. **Enrolment:** If you felt you wanted to correct something on an earlier screen what would you do / how would you do it? (See if they try to click top nav/steps? Use back?)
13. What do you think the “i” button does?

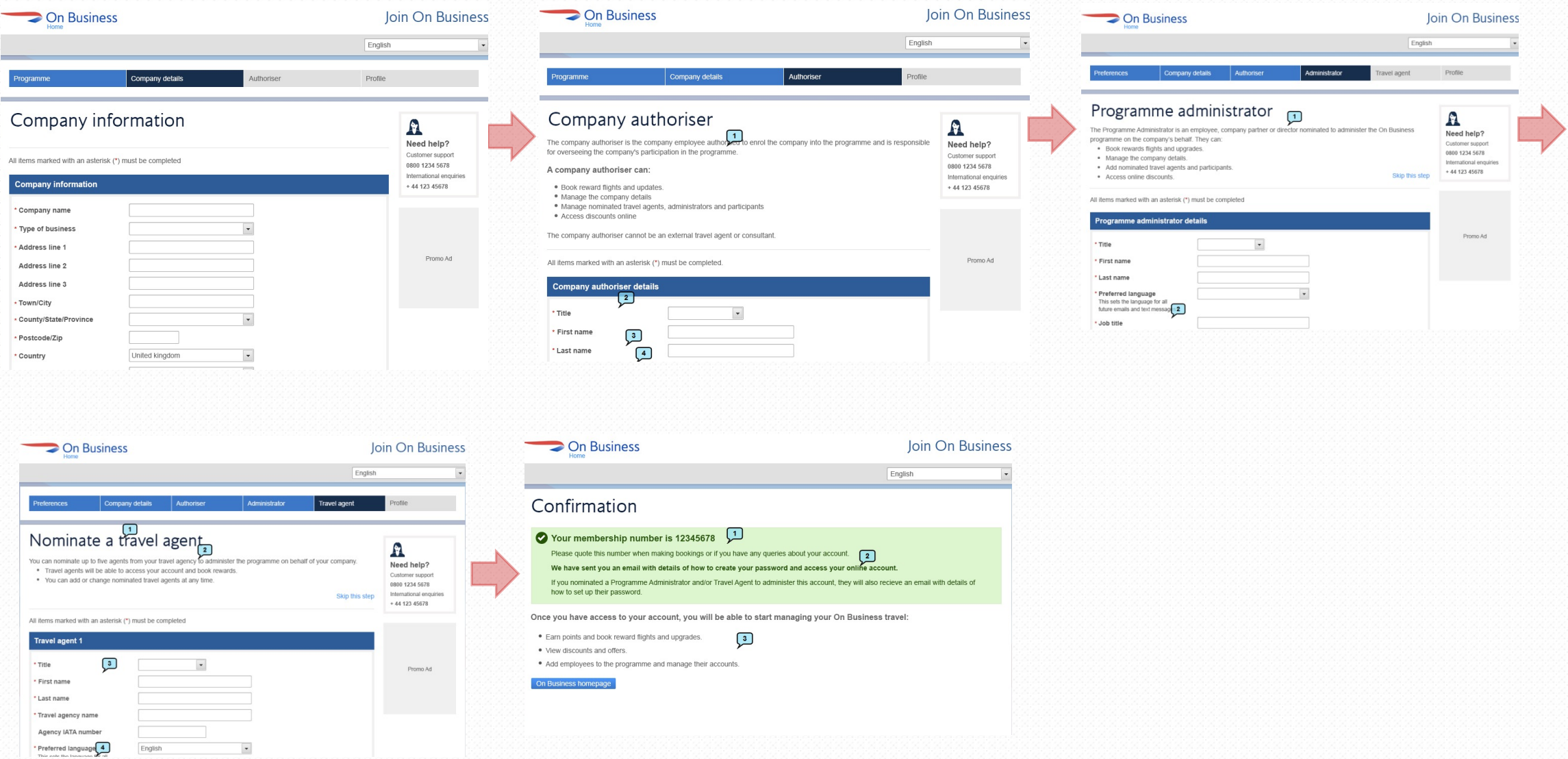
Profile page

Would they answer these additional marketing questions?

Screens:



Screens:



Screens:



Welcome to On Business

Dear Mr Smith,

Thank you for registering for On Business.

Company name	ACME Solutions Ltd
Membership number	123456AB

To access your On Business account online, you will need to set up your username and password.

Follow the link below to create your username and password. Your account will be then be fully accessible to you online.

If you have nominated anyone else within your company to manage your account, they will also receive an email explaining how to set up their username and password.

Create your password

One thing we'd like to suggest is that you direct your colleagues or travel agent to always provide your On Business number when booking flights. This will ensure that you receive your On Business Points for all your qualifying travel with British Airways.

If you wish to see the complete programme details, including full terms and conditions, please visit [ba.com/onbusiness](#)



Join On Business

English

Password and security

All items marked with an asterisk (*) must be completed.

Create a new password

* Password

* Confirm password

Security questions

Choose your two security questions, and enter your answers. These will be used to verify your identity if we need to speak to you on the phone.

* Question 1

* Answer 1

* Question 2

* Answer 2

Submit



Join On Business

English

Thank you

✓ Your new password is ready to use.

You can now [log in](#) to your On Business account.

On Business homepage

Task Scenario: 2

Your marketing manager is flying to Spain. Please add him and his business unit to your OnBusiness account. You don't have time to manage the OnBusiness account yourself so you have decided to assign the Company Authoriser's role to your General Manager.

User goal:

Please add an employee and his business unit to your OnBusiness account.

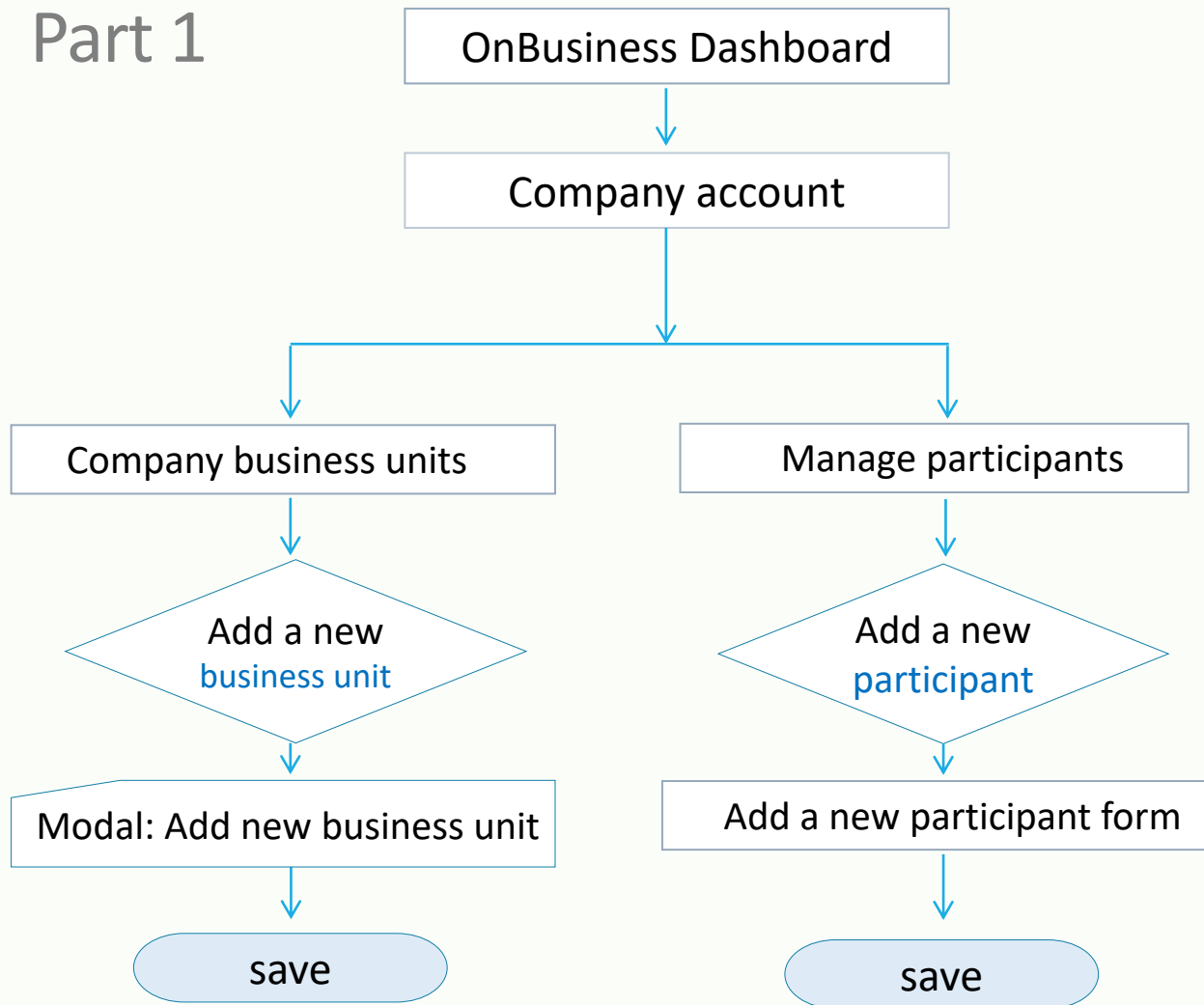
Assign your Company Authoriser role to another Employee. (A/B Testing)

Test modules:

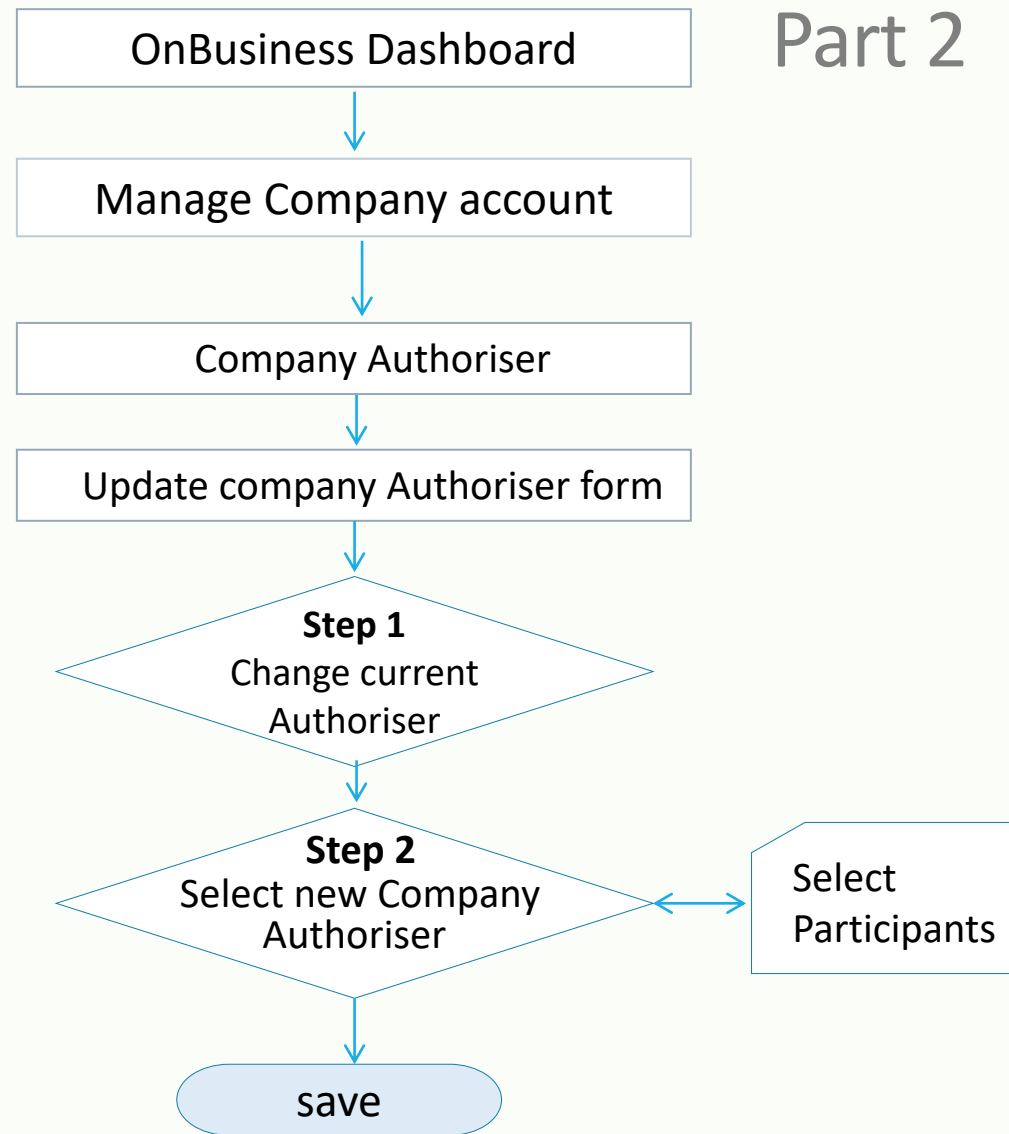
Dashboards, Manage company account, Manage participants

User Journey

Part 1



Part 2



User Story – Part 1

1. Starting from the dashboard, the user is asked to provide his first impressions (2-3 minutes)
2. He is then asked to **add** a business unit and **assign** an employee to the business unit or perform the task as laid out in the user goal. (ask them what they understand by business unit and how they would go about adding a business unit)
3. The user clicks on **Company Account** from the main nav. From the left hand sub nav (or the main landing page) he selects **company business units** and clicks on the “**Add a new business unit**” to add **Marketing**. The user then clicks on save changes which closes the modal window.
4. The user then selects **Participants** from the left hand sub nav or click on “visit Participant section” link from within the **Company Business Units** page and clicks on the “Add a new participant” button to open the add new participant form. He then fills out some fields and save the profile. (we can check for business units and assigning roles)
5. He then goes to the **Manage participants** section to confirm the addition.

User Story – Part 2A

1. The user clicks on **Company Account** from the main nav. From the left hand sub nav he selects the **Company authoriser** link. (The user reads a brief on company authoriser and provides feedback)
2. The user clicks on the **Update button** and lands on the **Update company authoriser** page.
3. (System prompts the user to change his role first) From the radio list presented the user selects “Programme Administrator” role for himself. (leaving it open to see what he selects). Clicks **Next** for step 2.
4. He clicks on the **choose new company authoriser button** which opens up a modal window. The user then selects “Jamie Aston” to be the Authoriser and clicks the select button.
5. User is taken back to Step 2 with the new Authoriser displayed. The users selects “Save Changes”.
6. He gets a Modal prompting that all his privileges would be lost. (see what he has learnt). User clicks **continue** and changes the company authoriser.
7. User is then taken to the Company authoriser page showing the new Company Authoriser.

User Story – Part 2B

1. The user clicks on **Company Account** from the main nav. From the left hand sub nav he selects the **Company authoriser** link. (The user reads a brief on company authoriser and provides feedback)
2. The user clicks on the **Update button** and lands on the **Update company authoriser** page.
3. (System prompts the user to change his role first) From the radio list presented the user selects “Programme Administrator” role for himself.
4. Step 2 appears underneath asking the user to choose a new Company authoriser.
5. The user clicks on the button “Select a new company authoriser” . A modal pop-up appears with a list of participants.
6. The user clicks on the name “Elizabeth Hempel”. The modal closes taking the user back to the steps “Update company authoriser” this time displaying the new selected company authoriser.
7. The user clicks on “save changes” button to register all changes. He gets a Modal prompting that all his privileges would be lost. User clicks **continue** and changes the company authoriser.
8. User is then taken to the Company authoriser page showing the new Company Authoriser.

Scenario objectives

- Can users find their way to carry out company or employee related tasks?
- Do users understand what a **Participant** and **Business Unit** mean?
- Do they know that they need to start by adding a Business Unit and then assign participants?
- How easily can users add Participants and Business Units?
- Can users locate where to go if they want to look at all participants?
- Can users understand where to go to change a participant's role?
- How easy it is to find and edit participants within the OnBusiness program?
- **Changing an Authoriser's role:** Which iteration is better A or B?

Study questions

1. First impression of the dashboard. Expectations.
2. What do they think about 'Business Units' - what does it mean / how would they use it? Is the terminology informative enough?
3. How would you create a Business Unit?
4. How would you add a new participant to a business unit?
5. **Participant Form:** Are users clicking on the “i” icon for help. Do they understand what Business Unit mean and can they associate with the previous task of creating a business unit.
6. What does “Account Information” - **Account role** mean? Do users know they can assign roles to participants using the **Account role** field?
7. After adding the new user, do users expect him to appear on top even if the default list is sorted A-Z by name?

Study questions (A/B testing)

Which Iteration is better for the user A or B; considering ease of use and time to finish the task

Test iteration: A (loading steps 1 and 2 in separate pages)

1. Does the user understand what a Company Authoriser is? Is the text clear enough? Does he know that he needs to click on Company Authoriser to go to the desired section?
2. Is there enough/clear information for the user to understand that he needs to remove himself first, assign another role to himself and then add a new Authoriser? **System response** do users read and understand the message appearing within the yellow bar?
3. When a user reaches Step 2, does he realize that this is the second step in the process (change identification) and does he need previous screen information. (Can he recall previous screen?)

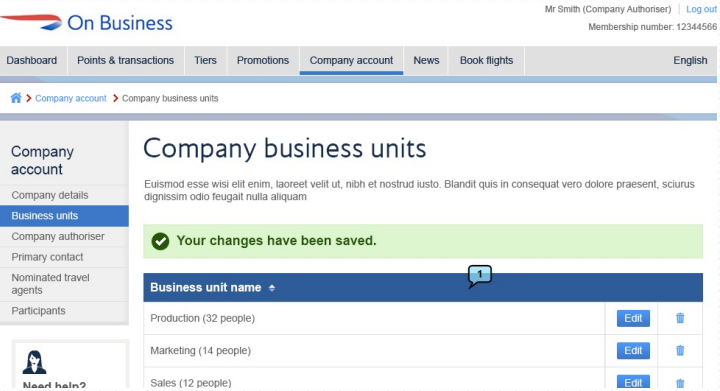
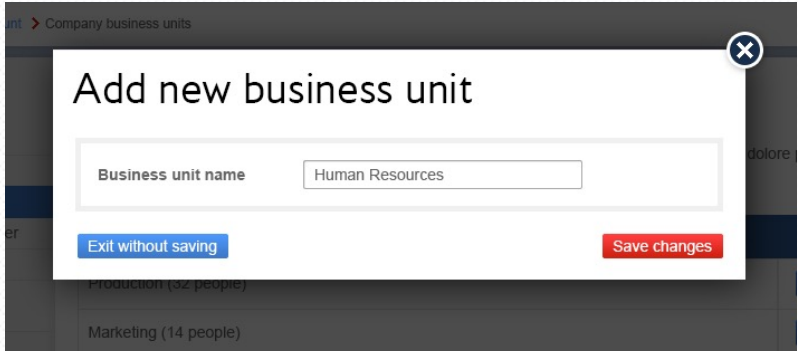
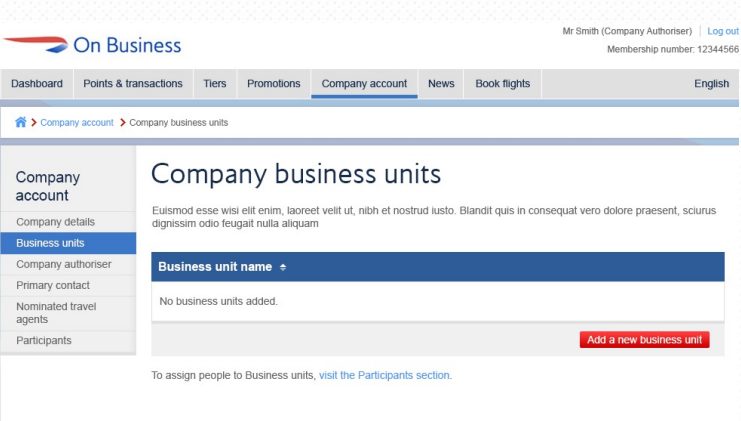
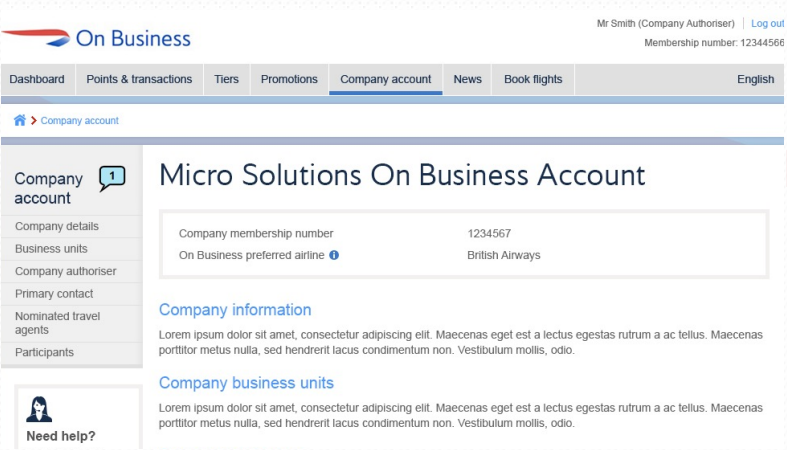
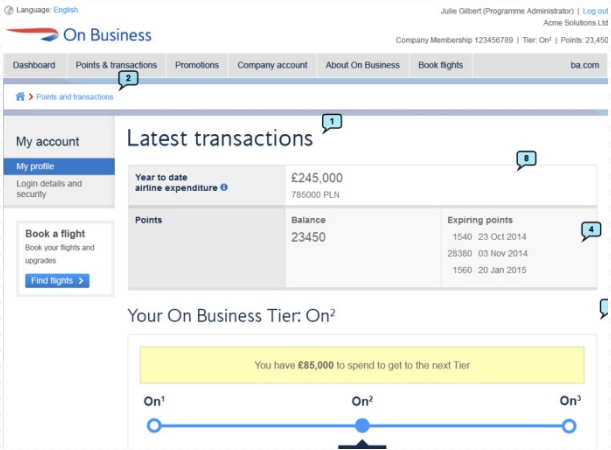
Study questions (A/B testing)

Test iteration: B (loading steps 1 and 2 on same page – progressive disclosure)

1. Is the amount of information presented by adding both Steps on the same page easily consumable?
2. Do you users find it easier to perform both steps if both steps are always visible?
3. Do users know they need to click the “save” button at the end of the process to commit changes. If they leave after selecting a new participant the changes will not be saved and the new Authoriser will not be changed.

Screens: Add a business unit

Part 1



Screens: Add a participant

Part 1

Joe Smith (Company Authoriser) | Log out

Manage My Booking | Online Check-in | Executive Club

On Business

Membership 123456789 | Tier: Tier name | Points: 23,450

My account | Points & transactions | Tiers | Promotions | Company account | News | About On Business | Book flights | English

Company account > Manage participants > Add a new participant

Company account

Company details
Company business units
Company authoriser
Primary contact
Nominated travel agents
Manage participants

Book a flight
Book your flights and upgrades
Find flights >

Add a new participant

All items marked with an asterisk (*) must be completed. Please use only English letters.

Title

First name

Last name

Business unit

Job title

Preferred language

English

Your work email address

Telephone country code

United Kingdom (+44)

1

Joe Smith (Company Authoriser) | Log out

Manage My Booking | Online Check-in | Executive Club

On Business

Membership 123456789 | Tier: Tier name | Points: 23,450

My account | Points & transactions | Tiers | Promotions | Company account | News | About On Business | Book flights | English

Company account > Manage participants

Company account

Company details
Company business units
Company authoriser
Primary contact
Nominated travel agents
Manage participants

Book a flight
Book your flights and upgrades
Find flights >

Manage participants

562 participants, 3 programme administrators

Add a new participant

Search

Reset search

Search by Last name

Go

Filter by All roles All business units

1

Name	Role	Business unit	Email
Barlow, Maria	Programme Administrator	Marketing	maria.barlow@msolutions.com
Gilbert, July	Programme Administrator	Marketing	jgilbert@msolutions.com
Hampel, Elizabeth	Participant	Sales	lizzie@msolutions.com

2

Screens: How to change a company authoriser?

Part 2

Mr Smith (Company Authoriser) | Log out

Manage My Booking | Online Check-in | Executive Club

On Business

Membership 123456789 | Tier: Tier name | Points: 23,456

My account | Points & transactions | Tiers | Promotions | Company account | News | About On Business | Book flights | English

Company account > Manage participants

Company account

Company details

Company business units

Company authoriser

Primary contact

Nominated travel agents

Manage participants

Book a flight

Manage participants

562 participants, 3 programme administrators

Add a new participant

Search

Search by

Search by

Go

Filter by

All roles

All business units

1

Name	Role	Business unit	Email
Barlow, Maria	Programme Administrator	Marketing	maria.barlow@msolutions.com
Gilbert, July	Programme Administrator	Marketing	jgilbert@msolutions.com
Hampel, Elizabeth	Participant	Sales	lizzie@msolutions.com

2

Mr Smith (Company Authoriser) | Log out

Membership number: 12344566

Dashboard | Points & transactions | Tiers | Promotions | Company account | News | Book flights | English

Company account > Company authoriser

Company account

Company details

Business units

Company authoriser

Primary contact

Nominated travel agents

Participants

Need help?

Company authoriser

The Company Authoriser is the company employee authorised to enrol the company into the programme and is responsible for overseeing the company's participation in the programme.

A Company Authoriser can:

• Book reward flights and updates

• Manage the company details

• Add/remove nominated travel agents, administrators and participants

• Access discounts online

2

The Company Authoriser cannot be an external travel agent or consultant.

Company authoriser

John Smith

Update

Dashboard | Points & transactions | Tiers | Promotions | Company account | News | Book flights | English

Company account > Company authoriser

Company account

Company details

Business units

Company authoriser

Primary contact

Nominated travel agents

Participants

Update company authoriser

The Company Authoriser is the company employee authorised to enrol the company into the programme and is responsible for overseeing the company's participation in the programme.

A Company Authoriser can:

• Book reward flights and updates

• Manage the company details

• Add/remove nominated travel agents, administrators and participants

• Access discounts online

The Company Authoriser cannot be an external travel agent or consultant.

Step 1/2

Please note, to select a new Company Authoriser, you must first re-assign the present Company Authoriser to a different role (e.g. Programme Administrator or Traveller).

Assign a new role for the current Company Authoriser:

John Smith

Programme Administrator

Traveller

Exit without saving

Next

Mr Smith (Company Authoriser) | Log out

Membership number: 12344566

Dashboard | Points & transactions | Tiers | Promotions | Company account | News | Book flights | English

Company account > Company authoriser

Company account

Company details

Business units

Company authoriser

Primary contact

Nominated travel agents

Participants

Update company authoriser

The Company Authoriser is the company employee authorised to enrol the company into the programme and is responsible for overseeing the company's participation in the programme.

A Company Authoriser can:

• Book reward flights and updates

• Manage the company details

• Add/remove nominated travel agents, administrators and participants

• Access discounts online

The Company Authoriser cannot be an external travel agent or consultant.

Step 2/2

Choose a new company authoriser

Select a new company authoriser

Search

Reset search

Search by

Search by

Go

Filter by

All roles

All business units

Name	Role	Business unit	Email
Barlow, Maria	Programme Administrator	Marketing	maria.barlow@msolutions.com
Gilbert, July	Programme Administrator	Marketing	jgilbert@msolutions.com
Hampel, Elizabeth	Participant	Sales	lizzie@msolutions.com
Smith, John	Company Authoriser	Administration	john.smith@msolutions.com

Screens : How to change a company authoriser?

Part 2

On Business

Mr Smith (Company Authoriser) | Log out
Membership number: 1234456

DashboardPoints & transactionsTiersPromotionsCompany accountNewsBook flightsEnglish

Company account > Company authoriser

Company account

Company detailsBusiness unitsCompany authoriserPrimary contactNominated travel agentsParticipants

Update company authoriser

The Company Authoriser is the company employee authorised to enrol the company into the programme and is responsible for overseeing the company's participation in the programme.

A Company Authoriser can:

- Book reward flights and updates
- Manage the company details
- Add/remove nominated travel agents, administrators and participants
- Access discounts online

The Company Authoriser cannot be an external travel agent or consultant.

Step 2/2

Choose a new company authoriser

Select another participant

1

New company authoriser

Elizabeth Hempel

The new company authoriser will receive and email confirming their new role.

Back to step 1Save changesExit without saving



On Business

Mr Smith (Company Authoriser) | Log out
Membership number: 1234456

DashboardPoints & transactionsTiersPromotionsCompany accountNewsBook flightsEnglish

Company account > Company authoriser

Company account

Company detailsBusiness unitsCompany authoriserPrimary contactNominated travel agentsParticipants

Please note: by assigning a new company authoriser, you will no longer have Company Authoriser privileges.

If you choose to continue, your Company Authoriser status will be revoked, and you will be returned to the On Business home page, with only the account privileges associated with your new role.

The new Company Authoriser will receive an email confirming their new role.

CancelContinue

Points & Transactions (task list)

- Toggle dates
- Input Date range
- Search within this period by passenger name
- Search within this period by booking reference
- Printing and Downloading link
- Filters (Show : Awards, Redemptions, Adjustments, Bonus within Business Unit Filters)
- Edit a Business Unit
- Selecting points and Expenditure tabs
- Toggle sorting
- Transaction details and interpreting what's on the screen
- Statements archive

Task Scenario: 3

A user decides to download a 6 month points transactions report for the *Marketing business unit*. Looking at points and transactions table he realises that *Sam's trip to Paris* was on behalf of the *Production business unit* not *Marketing*. He changes the business unit before downloading the report.

User goal

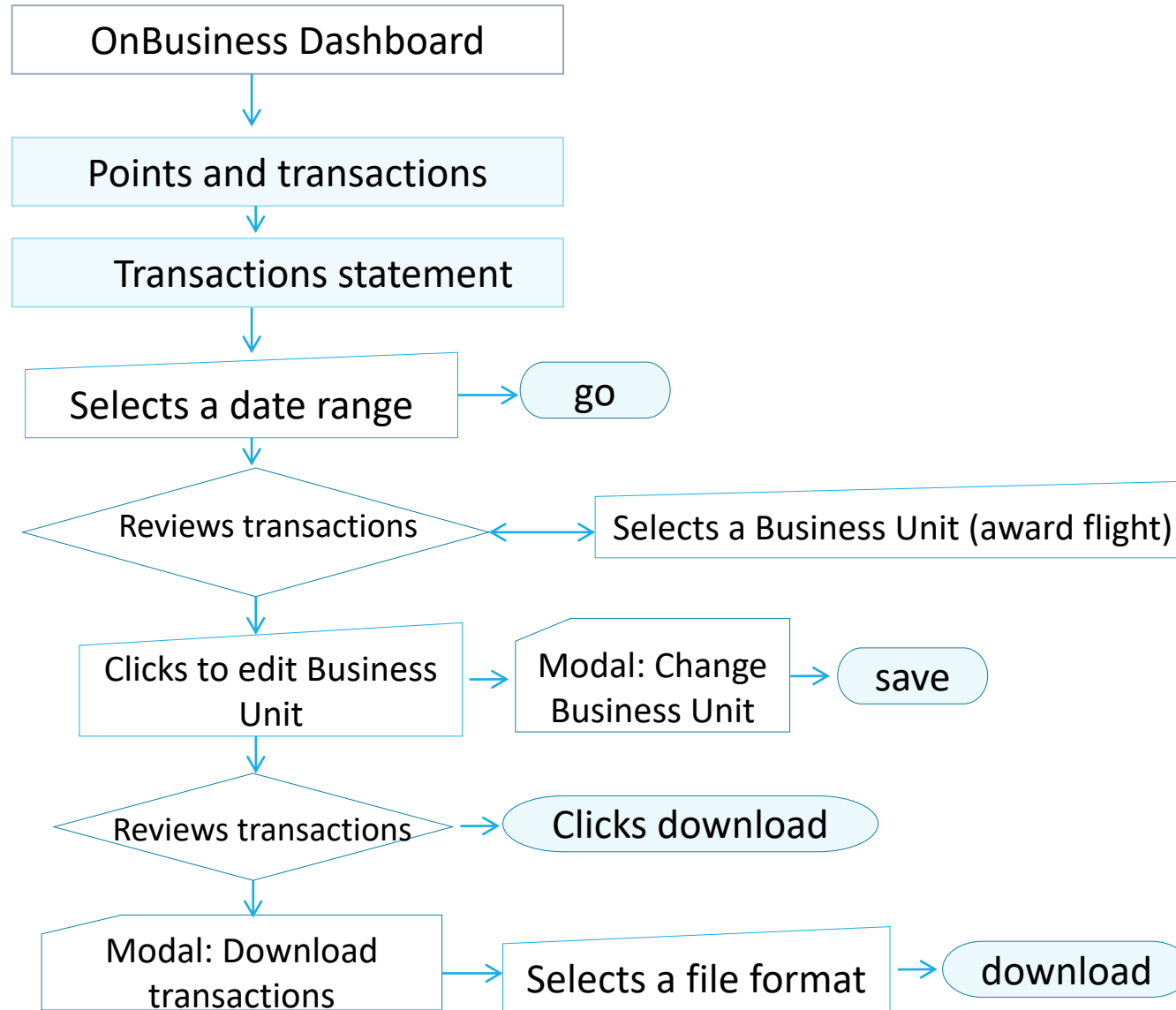
Download a 3 month points transactions report (need to ask them how they would do a 6month report) for your *Marketing Business Unit (or all award flights)*. While looking at the 3 month points transactions table for *Marketing* you feel that an employee had travelled on behalf of a different (*Sales*) business unit. Please change the business unit before downloading the report.

(particular *Business unit* or *all Award flights* are both interchangeable filters. *Download* task can be removed)

Test modules

Points and transactions, Reporting

User Journey



User Story

1. The user lands on the dashboard he is then asked to provide his first impressions of the dashboard. (1-2 minutes)
2. The user clicks on **Points & transactions** from the main nav. The user looks at his recent point transactions. (we can ask him about his expectations from this screen)
3. The user decides to download a 3 month points transactions report and clicks on the “**Transactions statement**” link from the left hand sub navigation.
4. He then selects a 6 month date range from the **date range** section and clicks on the **go button**.
5. The user scrolls down and looks at the transactions table to see if it matches up. From the “All business units” drop down found on the points transactions table the user selects “Marketing” business unit.
6. The user again confirms his results.
7. Scanning through the points transactions table and decides to change the business unit for the topmost entry. Clicking on the edit icon from within the business unit cell invokes a pop-up and the user selects and saves his desired business unit.
8. The user again confirms his results and clicks on the **download link** found on the table header.
9. He gets a prompt asking to choose a file format to download. User selects a file format and click **download**.

Scenario objectives

- Points and Transactions landing page
- Do users know where to go to print/download a report?
- How easy it is for users to apply all filters; dates, employee, booking reference, business units and categories.
- Within the points statement section, can users identify that they can reassign a business unit for a given transaction entry.
- Within the points statement can users identify that these individual entries are clickable showing details.

Study questions

1. First impressions of the points and transactions landing page
2. Can users locate the subnav/items?
3. Does the user know that he needs to click “Transaction statement” to get a report?
4. Can he easily use the date search to get his 6 month report? His interpretation of the date filters.
5. Can the user identify between points and expenditure tabs? What are they?
6. Is the user able to locate the download link and can he finish it off without moderator help?

Screens:

Looking at points & transactions, change a *business unit* (for a return flight) allocated to one of your employees and download a 6 month point transactions report for a particular Business Unit

Points and transactions

Transactions statement

Statements archive

Claim missing points

Partners

Manage My Booking

Online Checkin

Book a flight

Book your flights and upgrades

Find flights >

Need help?

Customer support

0800 1234 5678

International enquiries

+44 123 45678

Transactions statement

Points balance

Points expiring

£245,000

23450 pts

785000 PLN

23 Oct 2014 - 15022

01 Nov 2014 - 53645

22 Jan 2015 - 2734

Your tier: On3 (until 1st Jan 2016)

Based on current spend your tier next year will be On1

On1 £0

On2 £50,000+

On3 £150,000+

£30,000

Find out about Tier benefits

Latest transactions

Points

Airline expenditure

On Business

Acme Solutions Ltd

Company Membership 123456789 | Tier: On* | Points: 23,450

Dashboard

Points & transactions

Promotions

Company account

About On Business

Book flights

ba.com

Points and transactions

Transactions statement

Statements archive

Claim missing points

Partners

Manage My Booking

Online Checkin

Book a flight

Book your flights and upgrades

Find flights >

Points

Balance

Expiring points

23450

1540 23 Oct 2014

28380 03 Nov 2014

1560 20 Jan 2015

Year to date airline expenditure

£245,000

785000 PLN

On Business

Company Membership 123456789 | Tier: On* | Points: 23,450

Dashboard

Points & transactions

Promotions

Company account

About On Business

Book flights

ba.com

Points and transactions

Transactions statement

Statements archive

Claim missing points

Partners

Manage My Booking

Online Checkin

Book a flight

Book your flights and upgrades

Find flights >

How many points to I need?

Reward flight

Flight upgrade

From

Date range (only the last 5,000 transactions can be shown)

30 days

60 days

90 days

09/06/2014 - 09/07/2014

Go

Search transactions in this period by

Passenger name

Update

X Clear results

View points

View airline expenditure

Transactions for Adam Smith - 9/6/14 to 9/7/14

Print

Download

Points and transactions

Transactions statement

Statements archive

Claim missing points

Partners

Manage My Booking

Online Checkin

Book a flight

Book your flights and upgrades

Find flights >

How many points to I need?

Reward flight

Flight upgrade

From

Date range (only the last 5,000 transactions can be shown)

30 days

60 days

90 days

09/06/2014 - 09/07/2014

Go

Search transactions in this period by

Passenger name

Update

X Clear results

View points

View airline expenditure

Transactions - 9/6/14 to 9/7/14

Airline expenditure: £30,000, 27878

Print

Download

View points

View airline expenditure

Transactions for Adam Smith - 9/6/14 to 9/7/14

Points earned: 14,500

Points spent: 1,500

Only completed flights within a booking are shown

Show

All categories

All business unit

Date

Passenger

Type

Description

Business unit

Points

30/09/2014

Barlow, Maria

Flight award

Madrid (MAD) - London Heathrow (LHR) BA123

Marketing

+1,250

26/09/2014

Non-flight award

Marriott Heathrow, London

+1,250

22/09/2014

Bonus

Double points October

+1,250

Business

Company Membership 123456789 | Tier: On* | Points: 23,450

Points & transactions

Promotions

Company account

About On Business

Book flights

ba.com

Points and transactions

Transactions statement

Statements archive

Claim missing points

Partners

Manage My Booking

Online Checkin

Book a flight

Book your flights and upgrades

Find flights >

How many points to I need?

Reward flight

Flight upgrade

From

Date range (only the last 5,000 transactions can be shown)

30 days

60 days

90 days

09/06/2014 - 09/07/2014

Go

Search transactions in this period by

Passenger name

Update

X Clear results

View points

View airline expenditure

Transactions for Adam Smith - 9/6/14 to 9/7/14

Print

Download

Download transactions

Choose a file format

Download

Points balance

23450

Task Scenario: 4

4 members of your IT team visited Paris a couple of weeks ago. You have their flight booking reference at hand.

User goal:

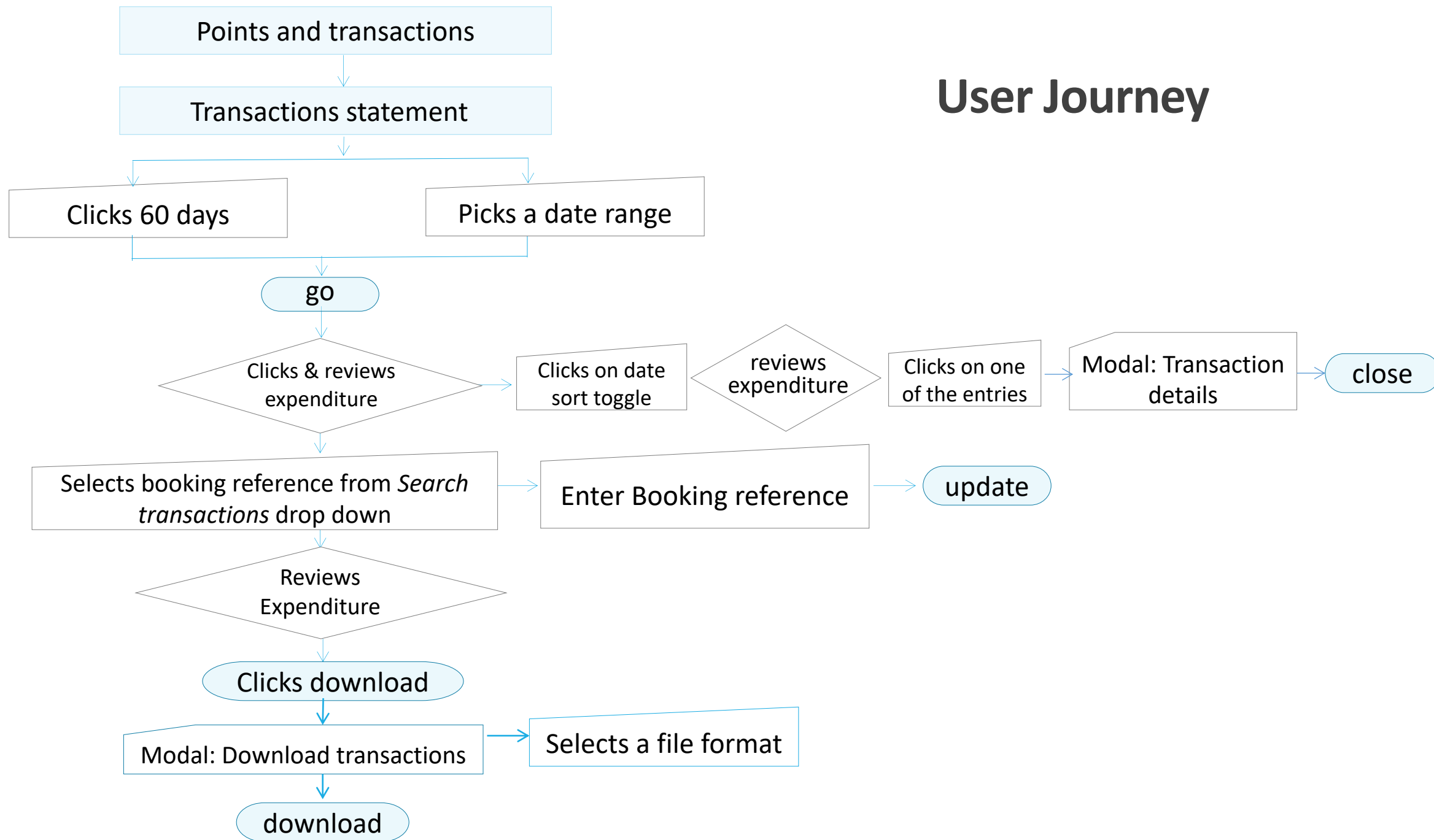
View all airline expenses incurred in the last 60 days (sorted by date), view details of 1 transaction.
Lookup a transaction for booking reference “SDH0123” within that period.

(wanted to test if people are able to find the **booking reference option** from the drop down list and click on the expenditure tab so using this variable instead of a particular employee)

Test modules:

Reporting, points and transactions

User Journey



User Story

1. The user starts from the **Points & transactions** landing page and views his recent point transactions (we can ask him about his expectations from this screen)
2. The user wants to look at expenses incurred within the last 60 days for a specific booking reference.
3. Thinking aloud the user would explain what he is looking at as default view. The user scrolls down and looks at the transactions table, selects the **View airline expenditure** tab.
4. With the expenditure tab selected the user clicks on the date toggle and selects 60 days or picks a date from the **date range** while clicking the **go** button. Looking at the expenditure table the user selects the **sort toggle** on the date head to sort by date.
5. The user shows interest in looking at a particular transaction. He clicks on the transaction to invoke a modal pop-up displaying details for that particular transaction.
6. The user, now, needs to look at transaction details for a certain trip made within the last 60 days using a booking reference. He clicks on the list option found within the *“Search transactions within this period”* and selects *Flight booking reference*. He then enters the booking reference in the input field and clicks update to get his desired results.

Scenario objectives

- Difference between Points and expenditure? Tabs?
- Are users able to download a filtered Expenditure report?
- Are users comfortable using filters?
- Do users know how to download a report?

Study questions :

- Points and Transactions landing page observations.
- Difference between Points and expenditure? Terminologies and what users expect to see?
- Are users comfortable using Tabs for this type of data?
- Do users know they can get transaction details by clicking on a Transaction?
- Are transaction details informative?
- Can users easily use the date toggle control? Or do they prefer using the date picker or both?
- Is sorting toggle visible and comprehensible (how would it sort)?
- Are users able to locate the “booking reference” filter?
- Do users know they have to use date first and then any other filter?
- Can users easily find the download link?

Screens : View all airline expenses incurred in the last 60 days, view details of 1 transaction and download an expenditure report for booking reference “SDH0123” within that period.

Points and transactions

Transactions statement
Statements archive
Claim missing points
Partners

Manage My Booking
Online Checkin

Book a flight
Book your flights and upgrades.
[Find flights >](#)

Need help?
Customer support
888 123 4567
International enquiries
+ 44 123 45678

Transactions statement

Airline expenditure
(Year to date)
£ 245,000
785000 PLN

Points balance
23450 pts

Points expiring
23 Oct 2014 - 15022
01 Nov 2014 - 53645
22 Jan 2015 - 2734

Your tier: **On3** (until 1st Jan 2016)
Based on current spend your tier next year will be On1

On1 £0
On2 £50,000+
On3 £150,000+

Find out about Tier benefits

Latest transactions

Points | Airline expenditure

On Business

Company Membership 123456789 | Tier: On² | Points: 23,45

Dashboard | Points & transactions | Promotions | Company account | About On Business | Book flights | ba.com

Points and transactions

Transactions statement
Statements archive
Claim missing points
Partners

Manage My Booking
Online Checkin

Book a flight
Book your flights and upgrades.
[Find flights >](#)

Transactions statement

Points	Balance	Expiring points
	23450	1540 23 Oct 2014 28380 03 Nov 2014 1560 20 Jan 2015

Year to date airline expenditure	£245,000 785000 PLN
---	------------------------

On Business

Company Membership 123456789 | Tier: On² | Points: 23,45

Dashboard | Points & transactions | Promotions | Company account | About On Business | Book flights | ba.com

Points and transactions

Transactions statement
Statements archive
Claim missing points
Partners

Manage My Booking
Online Checkin

Book a flight
Book your flights and upgrades.
[Find flights >](#)

How many points to I need?
Reward flight
Flight upgrade
From
To

Transactions statement

Transactions may take up to 10 days to appear. Transactions from our partners may take longer.

Points balance	23450
Year to date airline expenditure	£245,000 785000 PLN

Date range (only the last 5,000 transactions can be shown)
30 days | 60 days | 90 days | 09/06/2014 - 09/07/2014 [Go](#)

Search transactions in this period by
Passenger name: [Update](#) [X Clear results](#)

[View points](#) [View airline expenditure](#)

Transactions for Adam Smith - 9/6/14 to 9/7/14 [Print](#) [Download](#)

Points and transactions

Transactions statement
Statements archive
Claim missing points
Partners

Manage My Booking
Online Checkin

Book a flight
Book your flights and upgrades.
[Find flights >](#)

How many points to I need?
Reward flight
Flight upgrade
From
To
Return
One-way

Transactions statement

Transactions may take up to 10 days to appear. Transactions from our partners may take longer.

Points balance	23450
Year to date airline expenditure	£245,000 785000 PLN

Date range (only the last 5,000 transactions can be shown)
30 days | 60 days | 90 days | 09/06/2014 - 09/07/2014 [Go](#)

Search transactions in this period by
Passenger name:

[View points](#) [View airline expenditure](#)

Transactions - 9/6/14 to 9/7/14
Airline expenditure: £53025, 278739 PLN

[Print](#) [Download](#)

Online Checkin

Book a flight
Book your flights and upgrades.
[Find flights >](#)

How many points to I need?
Reward flight
Flight upgrade
From
To
Return
One-way

[Calculate](#)

What are my points worth?

Date range (only the last 5,000 transactions can be shown)
30 days | 60 days | 90 days | 09/06/2014 - 09/07/2014 [Go](#)

Search transactions in this period by
Passenger name: [Update](#) [X Clear results](#)

[View points](#) [View airline expenditure](#)

Transactions - 9/6/14 to 9/7/14

Airline expenditure: £53025, 278739 PLN

[Print](#) [Download](#)

Date	Passenger	Type	Description	Business unit	Points
30/09/2014	Barlow, Maria	Flight award	Madrid (MAD) - London Heathrow (LHR) BA123	Marketing	+1,250
26/09/2014		Non-flight award	Marriott Heathrow, London		+1,250
22/09/2014		Bonus	Double points October		+1,250
16/09/2014	Barlow, Maria	Flight award	Madrid (MAD) - London Heathrow (LHR) BA123	Marketing	+1,250

Transaction details

[Print](#)

Type	Flight award
Ticketing airline	British Airways
Passenger	Jane Smith
Business unit	Marketing Save

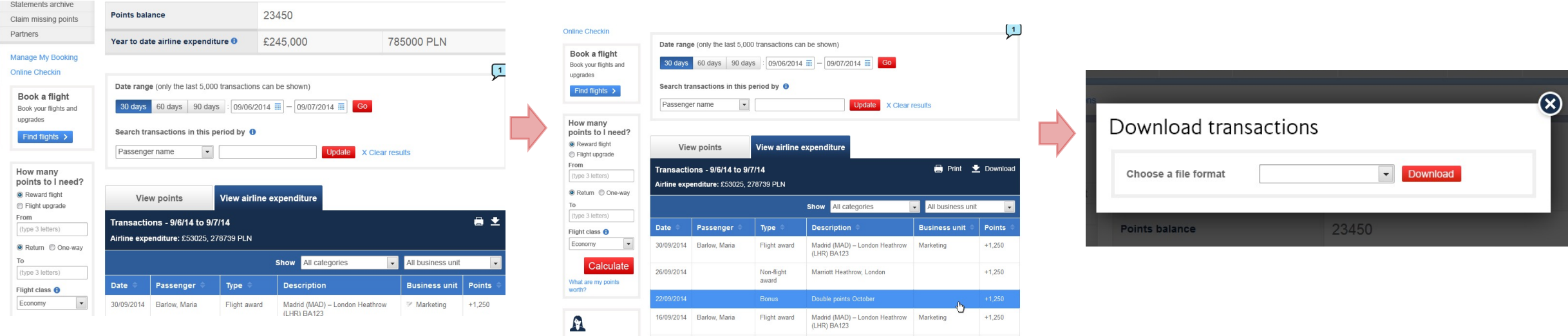
Changes made to the business unit are for this transaction only. To permanently change the participant's business unit, visit the [Participants](#) section.

Flight details

Ticket number	123-12345678
----------------------	--------------

Screens :

View all airline expenses incurred in the last 60 days, view details of 1 transaction and download an expenditure report for booking reference “SDH0123” within that period.



Task Scenario: 5

You've just noticed that you haven't received points for a recent trip to Italy.

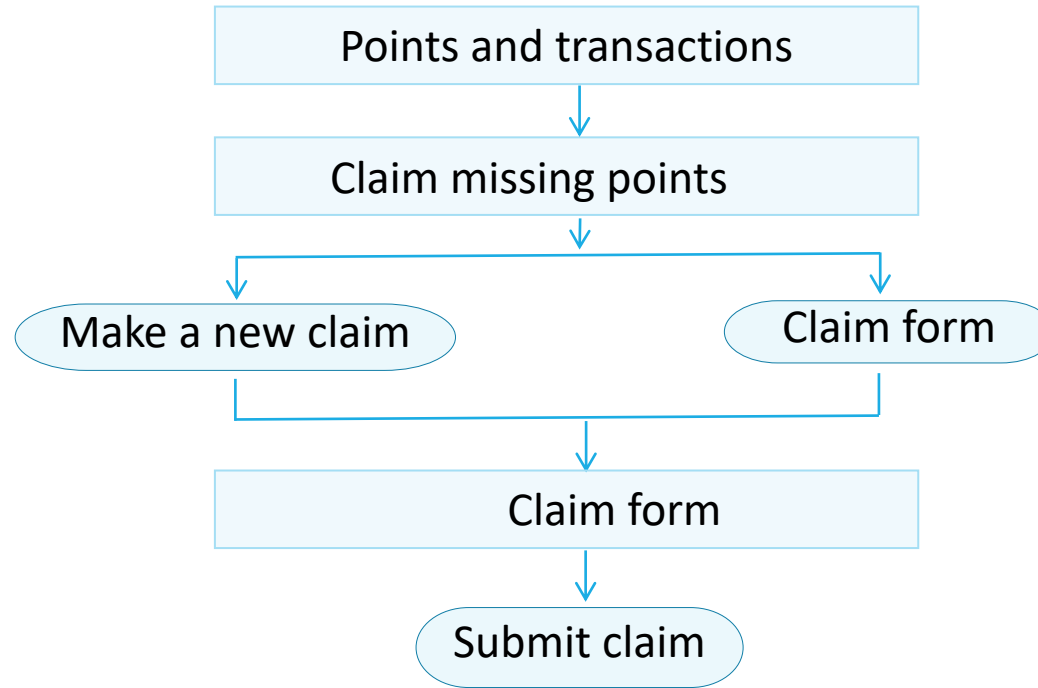
User goal:

Could you please raise a claim for missing points (outbound and inbound) and check the status of a 45 day old (a month and a half) old claim for ticket number "1285789009900"?

Test modules:

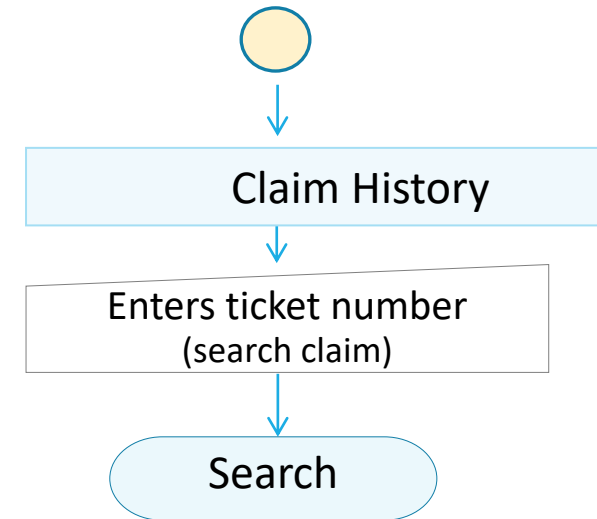
Reporting, points and transactions

User Journey



Part 1

User clicks Subnav link- claims history



Part 2

User Story

1. The user starts from the **Points & transactions** landing page and views his recent point transactions (we can ask him about his expectations from this screen)
2. The user wants to raise a claim for missing points so he clicks on the claim missing points link from the left hand sub nav item.
3. Thinking aloud the user would explain what he is looking at as default view. He can, either click on the button to **make a new claim** or click on the **Claim form** link on the left hand sub nav.
4. The user is taken to the **Claims form** where he enters the passenger last name as “Barlow” (Maria Barlow) and ticket number: “1255789009078 “ information for

 flight 1: **Flight number:** BA125 **Date:** 12/04/14

 flight 2: **Flight number:** BA126 **Date:** 16/05/14

 and presses “**Submit claim**”
5. The user is taken to a **thank you page** confirming and displaying the claims under review.

User Story

6. The user now wants to search for an old claim (around 45 days old) and check the status of that claim.
7. Thinking aloud the user hopes to find his desired information from within the **claims history**. The user clicks on the link from the left hand sub nav. Since the claim is around 45 days old he either selects **60 days** from the toggle (or picks a date) and clicks **go**.
8. The user scans the results to confirm if the results are for last 60 days.
9. The user then adds his desired ticket number (1285789009900) within the **Search claims** section and clicks **update** to display his desired claim and its status.
10. If the claims status shows “points awarded” how would the user find out how many points were awarded.

Scenario objectives

- Do users understand the procedure of making a claim for missing points?
- Can users understand the claims form table?
- How easy it is for users to fill out a claims form?
- Do users feel at ease using our existing search within a date period process when looking for an old claim?

Study questions :

- Are users aware that they need to raise a claim if there are points missing?
- Can users find their way to claim missing points from the dashboard?
- How easy it is to fill out a claims form?
- Claim missing points page interpretation.
- Searching for a claim: How to use the date picker, adding ticket numbers and searching. Which should come first?
- What if you need to add more than one flights? Is the user comfortable doing that?
- If the claims status shows “points awarded” how would the user find out how many points were awarded.

Screens: Raise a claim for missing points, check status of 2 month old claim using ticket number

On Business

Company Membership 123456789 | Tier: On* | Points: 23,456

Dashboard Points & transactions Promotions Company account About On Business Book flights ba.com

Points and transactions

Transactions statement
Statements archive
Claim missing points
Partners

Manage My Booking
Online Checkin

Book a flight
Book your flights and upgrades
Find flights >

Transactions statement

Points	Balance	Expiring points
	23450	1540 23 Oct 2014 28380 03 Nov 2014 1560 20 Jan 2015

Year to date airline expenditure £245,000
785000 PLN

Claim missing points

A claim cannot be submitted for:

- A flight that has not been travelled
- A flight taken before your date of joining
- A flight taken less than ten days ago
- A flight taken more than four months ago

Please note, it may take up to 14 days to process a claim and award points where applicable.

Make a new claim

Recent claims

Date submitted	Passenger	Ticket number	Flight number	Departure date	Status	Reason
24/09/14	Barlow, Maria	123-4567899	BA123	23/09/14	Rejected	No bookings can be matched for this claim.
23/09/14	Smith, John	123-4567899	BA123	23/09/14	Rejected	Surname on the claim does not match the booking.

Claim form

A claim cannot be submitted for:

- A flight that has not been travelled
- A flight taken before your date of joining
- A flight taken less than ten days ago
- A flight taken more than four months ago

Please note, it may take up to 14 days to process a claim and award points where applicable.

Make a claim
Please make a separate entry for each flight taken within a booking.

All items marked with an asterisk (*) must be completed

Claim 1

* Passenger last name Enter name as it appears in the booking (no accented characters)

* Ticket number 13 digits without the hyphen

Complete a row for each leg of the journey you are making a claim for

	Flight number	Airline	Departure date
1	1234567	British Airways	01/07/2014

Part 2

Claim missing points

A claim cannot be submitted for:

- A flight that has not been travelled
- A flight taken before your date of joining
- A flight taken less than ten days ago
- A flight taken more than four months ago

Please note, it may take up to 14 days to process a claim and award points where applicable.

Make a new claim

Recent claims

Date submitted	Passenger	Ticket number	Flight number	Departure date	Status	Reason
24/09/14	Barlow, Maria	123-4567899	BA123	23/09/14	Rejected	No bookings can be matched for this claim.
23/09/14	Smith, John	123-4567899	BA123	23/09/14	Rejected	Surname on the claim does not match the booking.

Claim history

Please note, it may take up to 14 days to process a claim and award points where applicable.

Date range (only the last 5,000 transactions can be shown)

-

Search claims in this period by ticket number

Claims for 09/06/2014 to 09/07/2014

Transactions may take up to 14 days to appear. Transactions from our partners may take longer. Only completed flights within a booking are shown.

In this period	In this period	In this period
Awaiting verification: 4	Claims rejected: 4	Successful claims: 10

Show All status All reasons

Date submitted	Passenger	Ticket number	Flight number	Departure date	Status	Reason
24/09/14	Barlow, Maria	123-4567899	BA123	23/09/14	Rejected	No bookings can be matched for this claim.

Part 1

Task Scenario: 6

You are interested in making a discounted booking using your OnBusiness account. During the booking process you compare discounted fares with commercial rates and decide that you'd rather pay for the flight getting you more OnBusiness points.

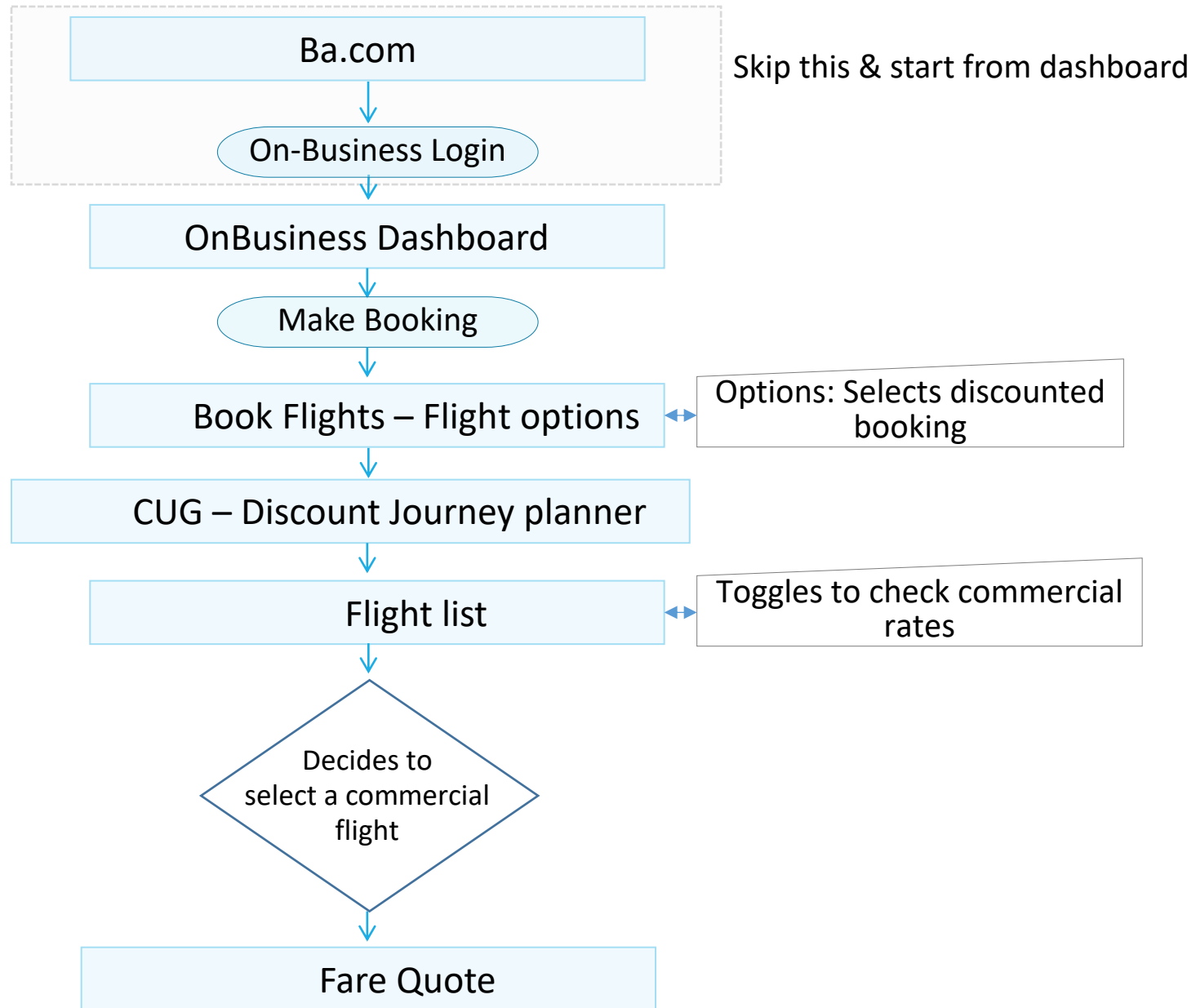
User goal:

Start by making a discounted booking from your OnBusiness account, compare discounted rates with commercial and carry on making a commercial booking.

Test modules:

Ba.com, Discount & Commercial booking using OnBusiness

User Journey



User Story

1. The user starts from the OnBusiness Dashboard.
2. He clicks on a button “Make a booking” taking him to the **Book Flights page**. Here he finds 3 options: Commercial, Discount and Rewards booking. (Thinking aloud we can learn where he thinks the three options would take him)
3. The user selects **Discount booking** and clicks **Continue**. This takes the user to the **Plan frag (journey planner)**
4. The user adds details within the Plan frag and searches for available flights.
5. The user is taken to the **Flight list page** where he looks at all available flight options along with their **discounted prices**.
6. The user wants to compare discounted fares with commercial. So he switches to commercial view using the toggle available on the top of the page.
7. He likes commercial prices better so he selects a commercial flight and clicks **Select**
8. Finally, the user is taken to the **Fare Quote** page for a Commercial Booking showing how many points he would earn.

Scenario objectives

- How easy it is for users to initiate and make a booking from within OnBusiness Postpin pages?
- Can users understand the 3 Booking choices and pick what's best for them?
- Do users know they can compare discounted fares with commercial fares at the fair quote page?
- Do users understand that they can compare the rates and change their choice during their discounted journey?
- **Fare quote page:** Can the user get enough information on how many points are being used (discounted flight) or how many points he is getting (commercial) out of this flight?
- Does he understand that for Executive club members it is better to avoid OnBusiness commercial journey?

Study questions

- How easy it is for users to initiate a booking from within Post-pin. Locating the Call to action to initiate the process?
- How easy it is to make a booking from within Post-pin OnBusiness?
- Can users understand the 3 Booking choices and pick what's best for them?
- At the Flight list page; Do users know they are looking at discounted rates?
- Are users able to locate the radio selection on top showing “discounted” and “points booking”?
- Do users know they can compare discounted fares with commercial fares at the fair quote page?
- Do users understand that they can compare the rates and change their choice during their discounted journey?
- **Fare quote page:** Can the user get enough information on how many points are being used (discounted flight) or how many points he is getting (commercial) out of this flight?
- Does he understand that for Executive club members it is better to avoid OnBusiness commercial journey?

Screens: Make a discounted booking from your OnBusiness account, compare discount rates with commercial and switch to commercial booking.

Dashboard

Welcome back, Mr Smith
Programme Administrator

Book a flight
Book your flights and upgrades
Find flights >

Airline expenditure
(Year to date)
£ 245,000
785000 PLN

Points balance
23450 pts

Points expiring
23 Oct 2014 - 15022
01 Nov 2014 - 53645
22 Jan 2015 - 2734

Your tier: On1 (until 1st Jan 2016)
Based on current spend your tier next year will be On1

Participant summary



BRITISH AIRWAYS

Home

Flights and holidays | Manage My Booking | Information | Executive Club | Company Travel

Ms Kalu (Programme administrator) | Log
Micro Solutions Ltd | Membership number: 05101134GB | Tier: on2 | Points: 10, | Portugal - English

Book flights

Please select booking type

☐ Points earning
Points earning bookings are for full priced commercial fares which earn On Business points

☐ Discounted booking
Discounted bookings are for discounted fares which earn a proportionately reduced amount of On Business points. For example, fares that are displayed at a 5% discount will earn 95% On Business points compared to points earning fares.

☐ Rewards booking
Rewards bookings allow you to redeem On business points. they do not earn on business points.

Continue >



BRITISH AIRWAYS

On Business discounted fares

> Home

Receive 18,000 bonus Avios when you spend £3,000 in the first three months.*

Representative example:
Representative APR (variable) 56.4% APR
Purchase rate (variable) 19.9% p.a.
Assumed credit limit £1,200
Annual fee £150

*Terms and Conditions apply. Apply now

1 Dates | 2 Flights | 3 Price | 4 Passengers | 5 Payment | 6 Confirmation

Plan your journey

Select your options below

☒ Flights
☐ Hotels
☐ Cars
☐ Experiences

Book together and save

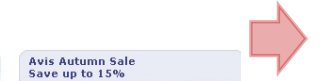
☐ Flight + hotel
☐ Flight + car
More options

Recent Searches

Country of departure
USA > Book multi-city

From
Choose your departure point

To > Where we fly
Milan, Milan (All Airports) (MIL), Italy



Save up to 15% on car rental in the following destinations:

UK,
France,
Italy,
Republic of Ireland,
Spain,
Germany,
Switzerland,
Portugal,
The Netherlands,
Belgium,

Outbound flight
London - Amsterdam
Friday 28 Nov 2014

Change >

Use Avios to save up to £30
Find out more after selecting your flights

These are the lowest single adult prices including taxes, fees and carrier charges.

Sort flights by: Departure airport

Departs Arrives Flight Operator

07:50
28 Nov
LGW

10:10
28 Nov
AMS

British Airways
BA2738
Economy

Discounted
£47

Discounted
£86
Only 2 seats left at this price



BRITISH AIRWAYS

Buy Travel

Dates and flights | Price | Passengers | Payment | Confirmation

Choose booking type

☒ Earn On Business Points
☐ Discounted prices

You can switch between these choices to find the right option for you.

Outbound flight
London - Amsterdam
Friday 03 Oct 2014

Change >

Use Avios to save up to £30
Find out more after selecting your flights

These are the lowest single adult prices including taxes, fees and carrier charges.

Sort flights by: Departure airport

Departs Arrives Flight Operator

07:50
03 Oct
LGW

10:10
03 Oct
AMS

British Airways
BA2738
Economy

Discounted
£47

Discounted
£86
Only 2 seats left at this price



Screens: Make a discounted booking from your OnBusiness account, compare discount rates with commercial and switch to commercial booking.

Choose booking type

☒ Earn On Business Points
☐ Discounted prices

You can switch between these choices to find the right option for you.

Outbound flight
London - Amsterdam
Friday 03 Oct 2014

Change

Use Avios to save up to £30
Find out more after selecting your flights

These are the lowest single adult prices including taxes, fees and carrier charges.

Previous Week | ☒ Also change my inbound date | Next Day

Tue 30 Sep	Wed 01 Oct	Thu 02 Oct	Fri 03 Oct	Sat 04 Oct	Sun 05 Oct	Mon 06 Oct
from £39	from £39	from £48	from £56	from £45	from £45	from £53

Sort flights by: **Departure airport**

Departs	Arrives	Flight Operator	Economy	Business Class
Gatwick (London) LGW departures				
07:55 3 Oct LGW	10:10 3 Oct AMS	British Airways BA2728	£85	£248
10:50 3 Oct LGW	13:05 3 Oct AMS	British Airways BA2760	£109	£248

About Economy

Airport, online or mobile check-in
Flights to and from centrally located airports

Hand baggage only
No checked baggage allowance

With checked bag
1 x 23kg checked baggage allowance plus hand baggage

About Business Class

Fast Track security to help you speed through the airport
Complimentary onboard meal suited to the time of day and length of flight
Airport, online or mobile check-in
Flights to and from centrally located airports

BRITISH AIRWAYS

Home

Buy travel

1 Dates and flights | 2 Price | 3 Passengers | 4 Payment | 5 Confirmation

Price

Check your flight details

✈ Heathrow (London) - Amsterdam - Friday 03 October 2014				Price
Departs	19:00	03 Oct	Carrier	British Airways
Arrives	21:10	03 Oct	Cabin	Club Europe
Flight	BA0432			£231.28 1 passenger
				Limited seats left at this price
✈ Amsterdam - Heathrow (London) - Sunday 05 October 2014				
Departs	08:20	05 Oct	Carrier	British Airways
Arrives	08:40	05 Oct	Cabin	Euro Traveller
Flight	BA0423			Email price quote
				Baggage allowance
				Currency calculator

Task Scenario: 7

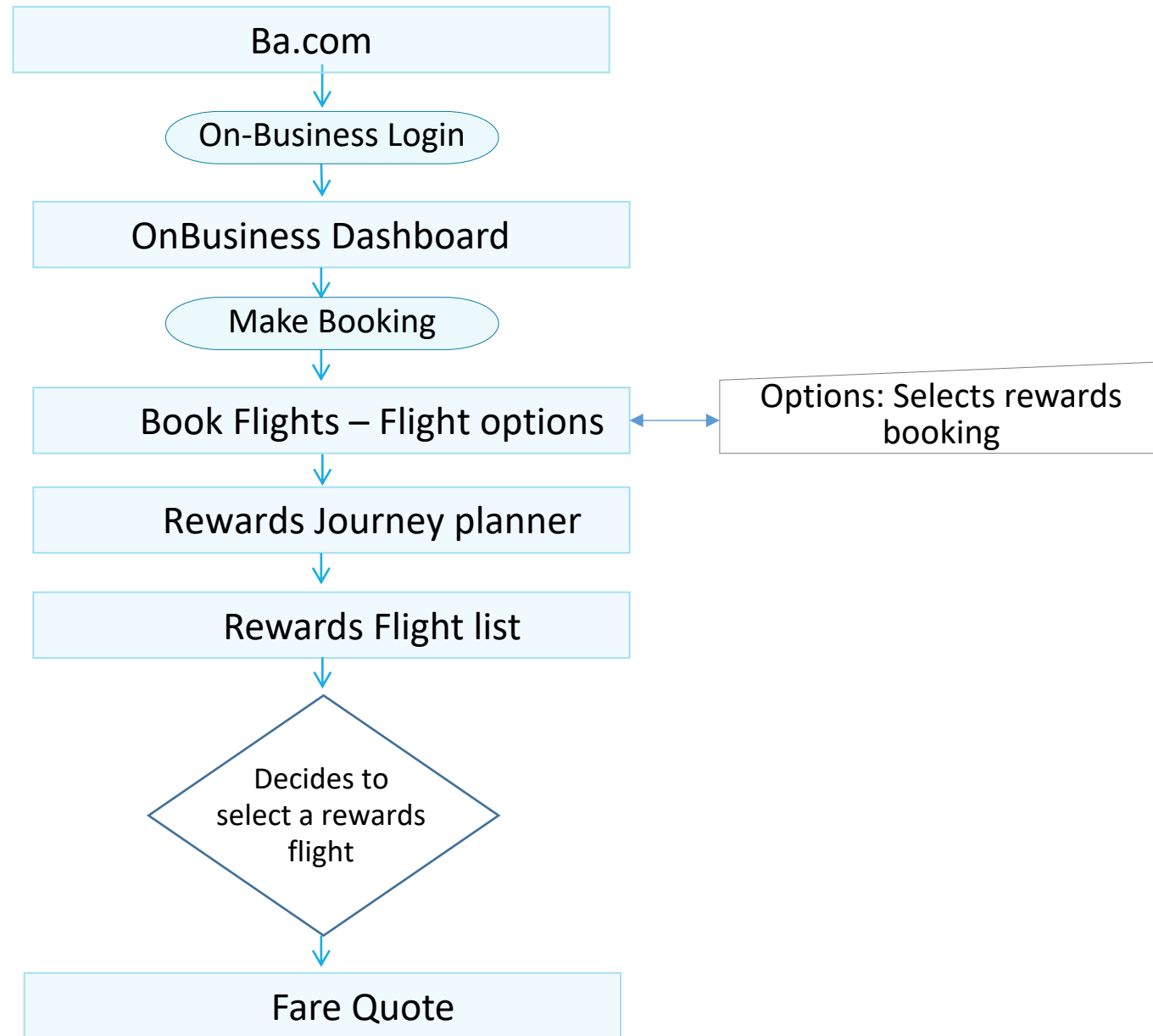
User goal:

Log onto OnBusiness from ba.com and make a rewards booking using your OnBusiness points.

Test modules:

Dashboard, Rewards booking journey

User Journey



User Story

1. The user logs into OnBusiness Dashboard from ba.com.
2. He clicks on a button called “Make a Booking” taking him to **Book Flights page**. Here he finds 3 options: Commercial, Discount and Rewards booking. Thinking aloud we can learn where he thinks the three options would take him.
3. The user selects **Rewards booking** and clicks **Continue**. This takes the user to the **Rewards journey planner**.
4. The user adds his details to the journey planner and looks at the available flight options on the **Flight List** page
5. He selects a flight he likes and is taken to the Fare Quote page giving him details of his selected flight

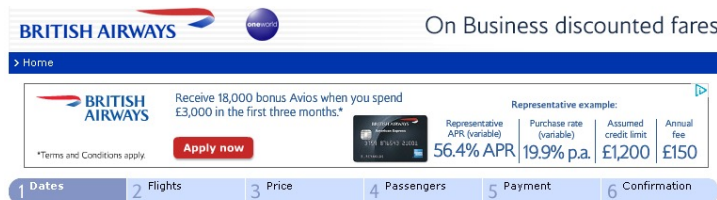
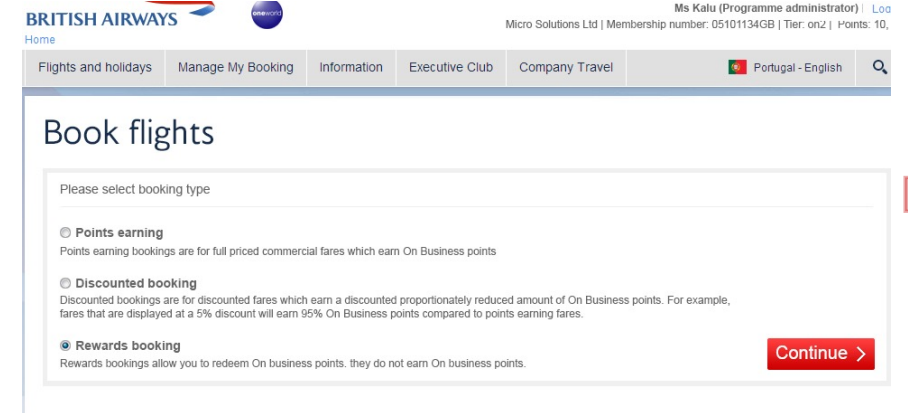
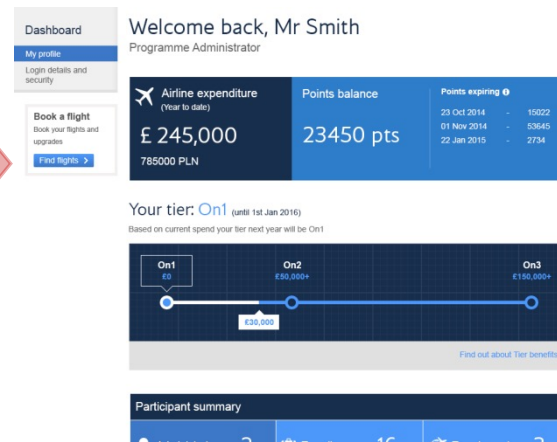
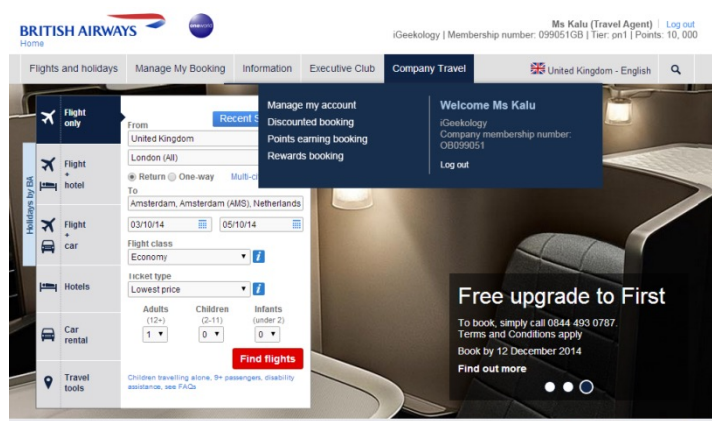
Scenario objectives

- Can users easily login from ba.com to OnBusiness?
- How easy it is for users to go on a rewards journey from within OnBusiness?
- Is it easy to use the Rewards Plan frag?
- Are users being informed of the number of points spent on their travel?

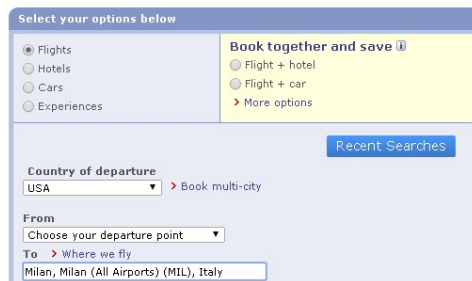
Study questions

- Can users easily login from ba.com to OnBusiness?
- Looking at available options on the Book Flights page; how easy it is for users to go on a rewards journey from within OnBusiness?
- Is it easy to use the Rewards Plan frag?
- Fair Quote page: Are users being informed of the number of points spent on their travel?

Screens: Make a discounted booking from your OnBusiness account, compare discount rates with commercial and switch to commercial booking.



Plan your journey



Rewards Flight List

Rewards Fare Quote