

## Hawaiian Air Competitive Review-Home Page

**Purpose-** The objective of this test is to identify areas of competitive site Home Pages and booking path that draw the most attention and distract customers the most. Other objectives include determining areas that are frustrating or confusing and areas that are interesting and simple to customers.

**Methodology-** Remote unmoderated testing via [usertesting.com](https://www.usertesting.com)

**Scenario-** You are planning a vacation to Hawaii in the fall of 2015 with your family. You decide to look at a couple travel sites.

1. You are on the Hawaiian Airlines beta home page:  
<https://beta.hawaiianairlines.com/?hacmp=optin-newsite>. Please spend no more than 2-3 minutes exploring the page. Scroll the page and click on anything that interests you.
2. What was your initial impression of the overall layout and flow of the home page?
3. How did the home page colors and imagery make you feel?
4. Are there any features you find appealing or useful on the home page?
5. Is there anything distracting or confusing on the home page?
6. Is there anything that stands out that you would like to explore further on the home page?
7. What three words would you use to describe this home page?
8. If you haven't interacted with the flight booking form, please shop for a flight from Chicago to any of the destinations the airline goes to in Hawaii (such as Maui, OGG). You leave September 27<sup>th</sup> and return October 11<sup>th</sup>. Select the number of people in your family traveling with you. What is your impression of the booking form?
9. Continue with the booking process, entering fake information for the Traveler Info, selecting seats on at least one flight, and stopping on the Review and Pay page.
10. What did you like or dislike about the booking process?
11. Now go to the Alaska Airlines homepage: [www.alaskaair.com](http://www.alaskaair.com) . Please spend no more than 2-3 minutes exploring the page. Scroll the page and click on anything that interests you.
12. What was your initial impression of the overall layout and flow of the home page?
13. How did the home page colors and imagery make you feel?
14. Are there any features you find appealing or useful on the home page?
15. Is there anything distracting or confusing on the home page?
16. Is there anything that stands out that you would like to explore further on the home page?
17. What three words would you use to describe this home page?
18. If you haven't interacted with the flight booking form, please shop for a flight from Chicago to any of the destinations the airline goes to in Hawaii (such as Maui, OGG). You leave September 27<sup>th</sup> and return October 11<sup>th</sup>. Select the number of people in your family traveling with you. What is your impression of the booking form?
19. Continue with the booking process, entering fake information for the Traveler Info, selecting seats on at least one flight, and stopping on the Review and Pay page.
20. What did you like or dislike about the booking process?
21. What differences did you notice between the Hawaiian Airlines and Alaska Airlines homepages and booking processes?

## Hawaiian Air Competitive Review-Home Page

### Written Questions-

1. Which airline homepage do you prefer and why? (Hawaiian Airlines, Alaska Airlines)
2. Which airline website do you prefer for booking a trip to Hawaii? Why? (Hawaiian Airlines, Alaska Airlines)
3. Based on your previous experience with airline/travel websites how does the Alaska Airlines website compare?
4. Did you notice anything different about the length and steps available on the different sites?

### Screening Questions-

**Are you or is any member of your household employed as any of the following?**

- ☐ Education Professional (Include)
- ☐ Healthcare Professional (Include)
- ☐ Travel Professional **(exclude)**
- ☐ Government or Military Personnel (Include)
- ☐ Retail Professional (Include)
- ☐ Legal Professional (Include)
- ☐ None of the above (Include)

**How frequently do you travel by air for personal reasons or vacation?**

- ☐ 1 or more times per month **(exclude)**
- ☐ 6-11 times per year (include)
- ☐ 2-5 times per year(include)
- ☐ Once per year (include)
- ☐ Once every 2 years (include)
- ☐ I haven't traveled by air in over 2 years **(exclude)**