

**easyJet**

**REVOLUTIONISING  
EXPERIMENTATION**

Putting customer problems first

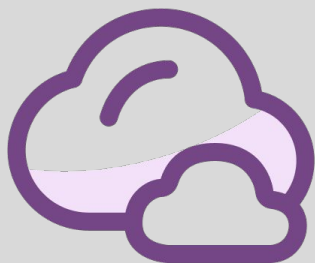


Booking a flight or holiday should be an exciting experience, but...



**WHAT DO YOU FIND IS THE *MOST* FRUSTRATING PART OF BOOKING A FLIGHT OR HOLIDAY ONLINE?**

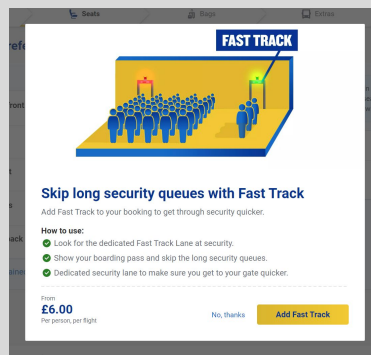
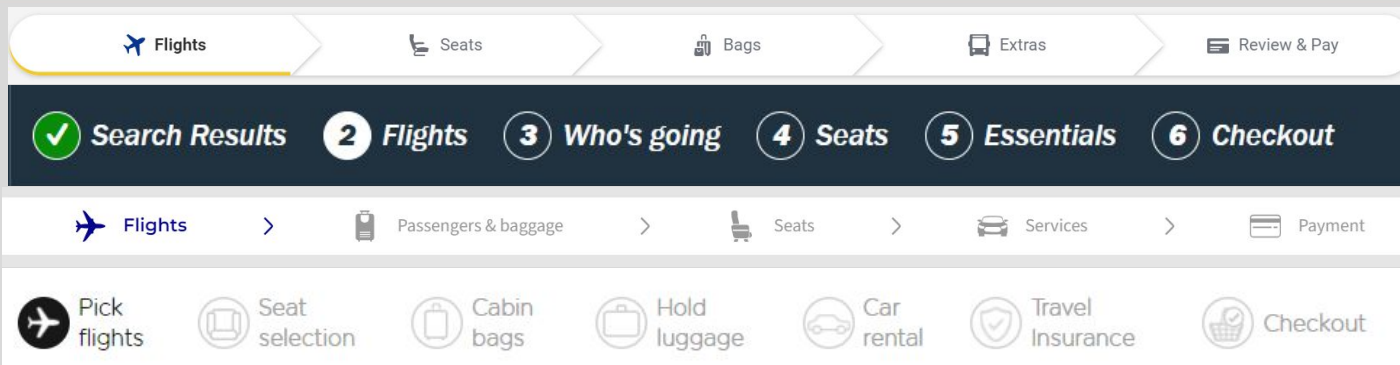
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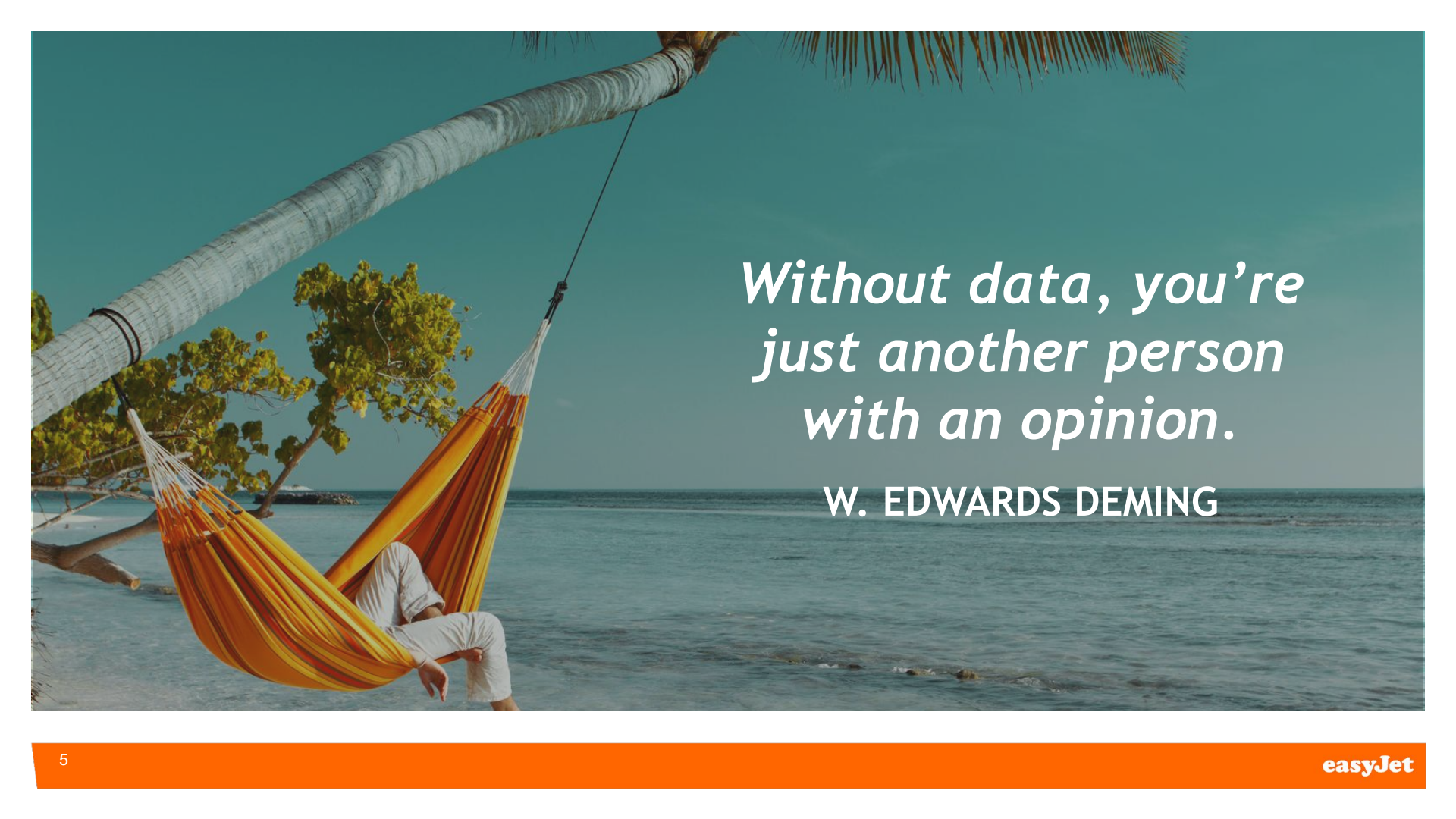


What do you find is the most frustrating part of booking a flight or holiday online?

 Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

# No one is getting it right...





*Without data, you're  
just another person  
with an opinion.*

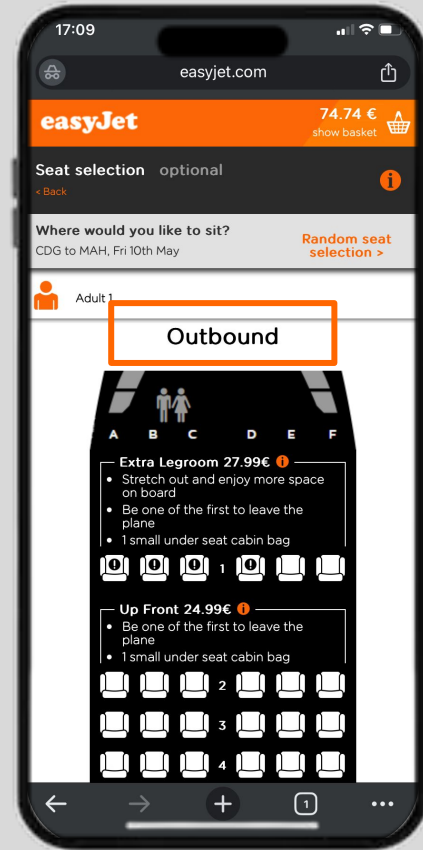
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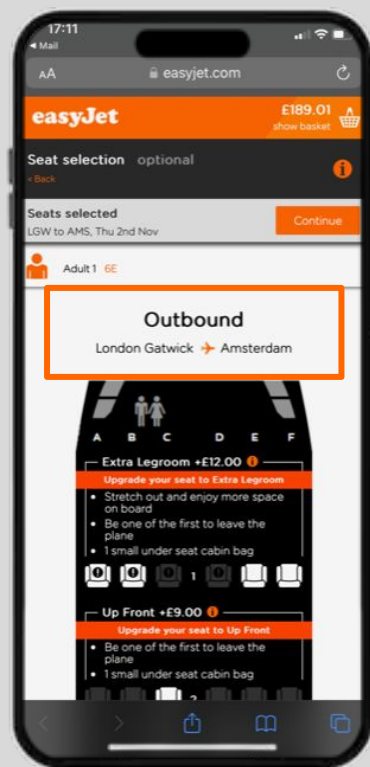
So what actually happens if we just test based on hunch or when we copy?



# THE HUNCH

Customers don't understand our terminology for flight routes





# THE CHANGE

## Hypothesis:

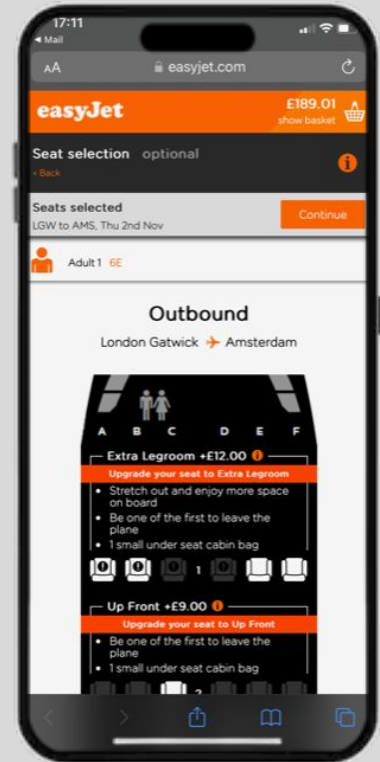
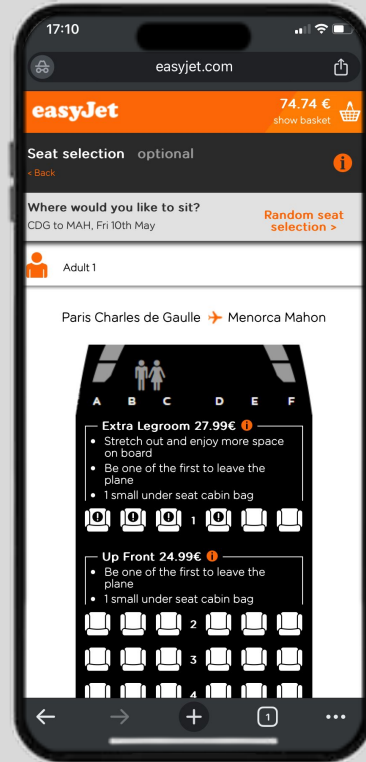
By amending our seat page naming to be destination focused users will be clearer about which seats they are selecting for which flight, as a result we will increase seat attachment rate and progression through the funnel.




# THE REALITY

Customers didn't notice and weren't impacted

- The seats page has one of the highest progression rates of the booking journey meaning small terminology changes are unlikely to produce a noticeable benefit.
- This was shown with less than 1% difference in key metrics and less than 1% statistical significance.

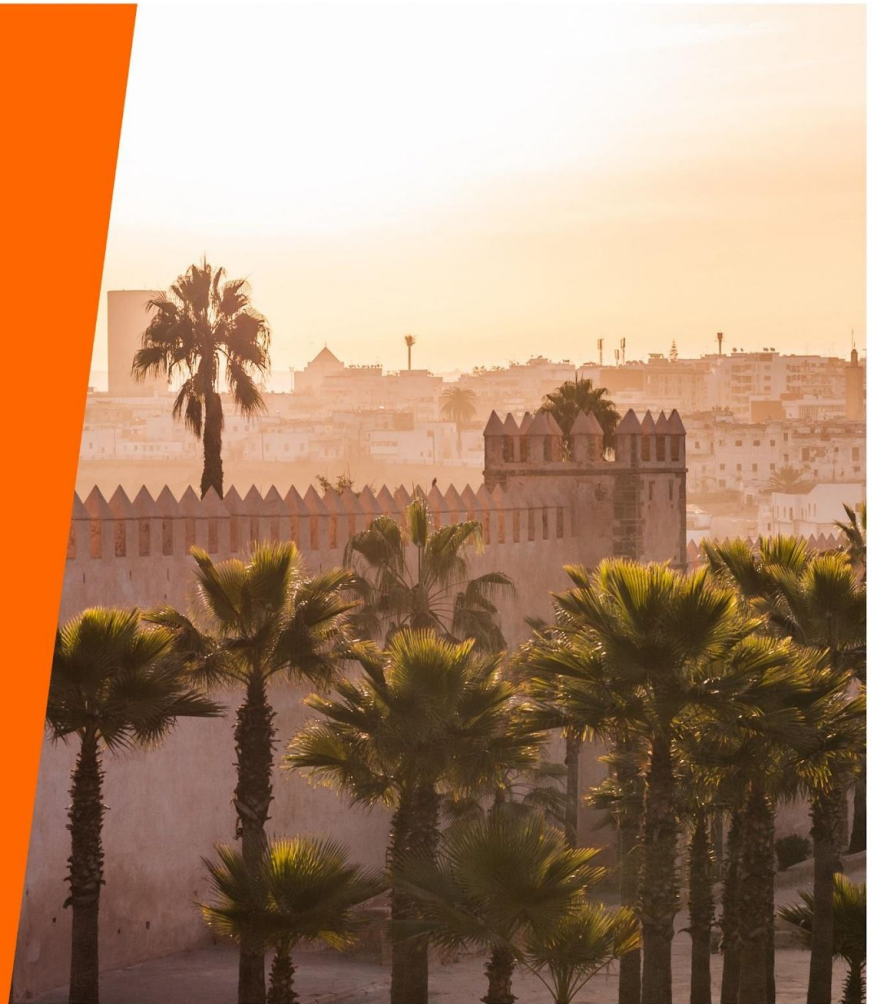


A tropical beach scene with palm trees, blue water, and small boats. The sky is clear and blue. The water is a vibrant blue, and several small boats are scattered across it. A line of yellow buoys is visible in the foreground. The palm trees are tall and lush, with their fronds reaching towards the sky. The overall atmosphere is bright and sunny.

*If you define the problem  
correctly, you almost have  
the solution.*

STEVE JOBS

The process had to  
change



UX REVIEW

MULTIPLE CUSTOMER  
PROBLEM STATEMENTS

IDEATION SESSION

HYPOTHESIS



Full UX review using  
quantitative and  
qualitative data sources

Clear and simple  
customer problem  
statements defined and  
prioritised.

Crossfunctional team  
ideation session to  
generate multiple ideas  
and hypotheses

Hypothesis

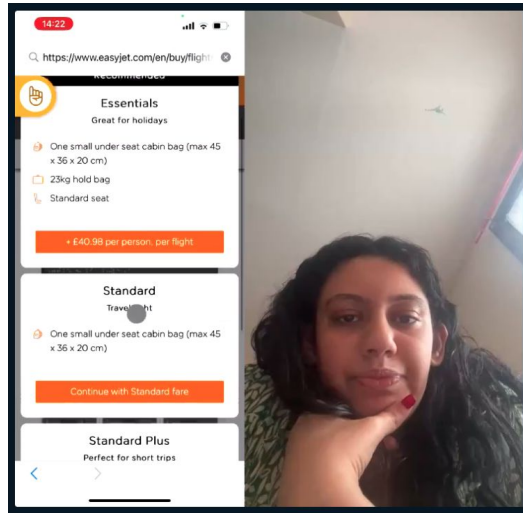
Hypothesis

Hypothesis

Hypothesis

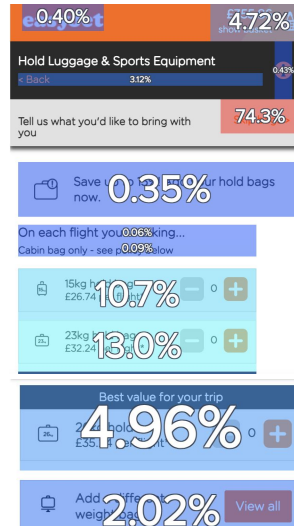
# 1. USABILITY TESTING

Uncovering problems/opportunities, unmet needs and the WHY behind them



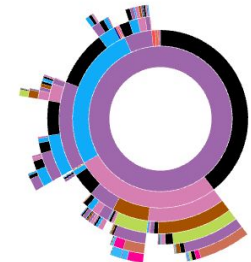
# 2. QUANTITATIVE ANALYSIS

Quantifying these problems so we understand the size of the opportunity



Journeys after: User Generated Content

All devices | Jan 2 → 31 2024 (30 days) | All users



- Booking Step 1: Pick F...
- Booking Step 2: Seat ...
- Homepage
- Other Pages
- Destination Guide\_Ge...
- Post-Booking
- Destination Guide\_Ge...
- Site exit



UX REVIEW

MULTIPLE CUSTOMER  
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IDEATION SESSION

HYPOTHESIS

 **THE BAD**

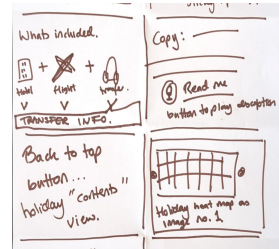
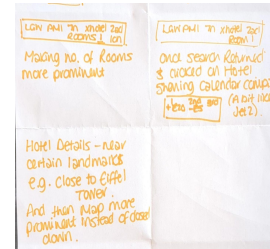
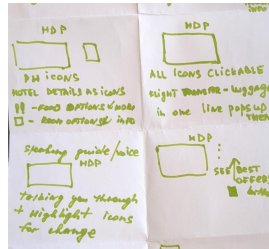
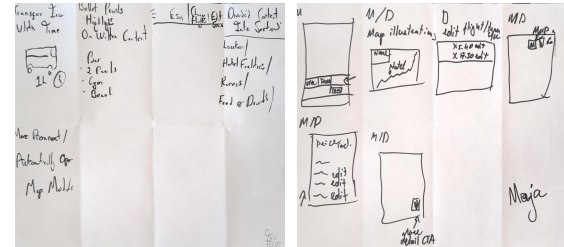
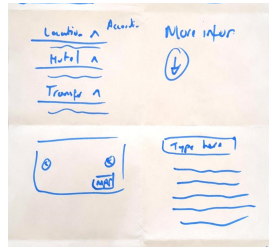
We need to redesign the bags page to make the journey more modern and easier to navigate

 **THE GOOD**

Usability testing participants faced issues comparing and choosing the right luggage for their needs.

Turn the problem statement into a ‘how might we’ statement for teams to ideate on:

**How might we provide more clarity and visibility to choose luggage?**



UX REVIEW

MULTIPLE CUSTOMER  
PROBLEM STATEMENTS

IDEATION SESSION

HYPOTHESIS

**CUSTOMER PROBLEM  
STATEMENT:**

Usability testing participants  
faced issues comparing and  
choosing the right luggage for  
their needs.

By moving cabin bags and hold bags onto one page customers will be clearer about the bag options they have on their flight and purchase the correct option.

By adding realistic imagery of hold bags and cabin bags onto the pages customers will understand the differences and make more informed purchases.

By personalising the bags pages based on a users previous purchase we can save them time and increase conversion.

By adding videos of our bag options customers will be clearer about what to select for their needs and increase bag conversion.

By renaming our bag options users will be clearer on which they require on their flight and increase bag conversion.

By offering users a helping hand tool with example packing lists based on size users will choose the right size bag for their needs and increase conversion.



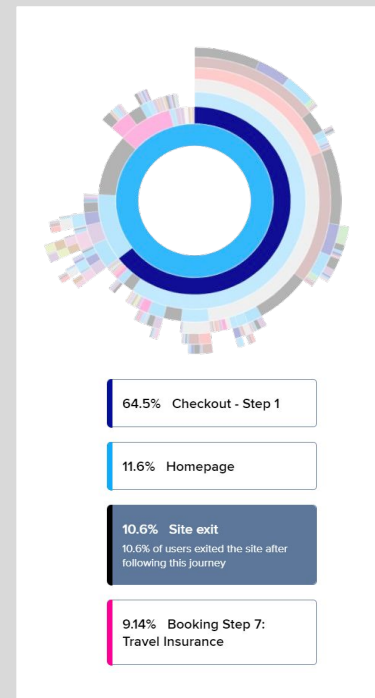
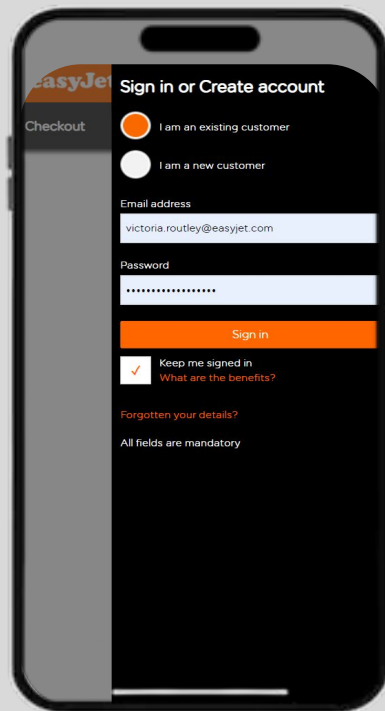
Let's practice what we preach



# A RECENT EXAMPLE

## Data:

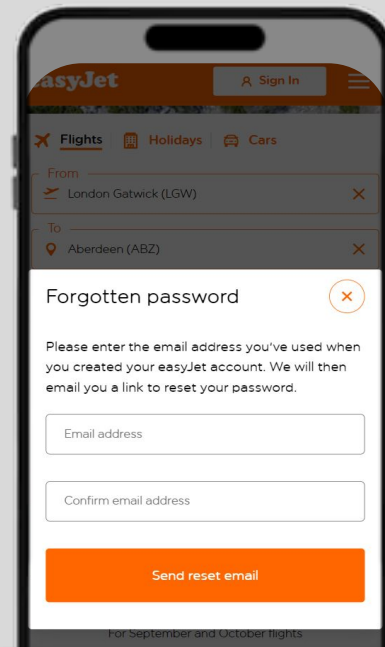
Contentsquare journey analysis showed that only 60% of users progressed past this stage, others went backwards or exited.



# A RECENT EXAMPLE

## Data:

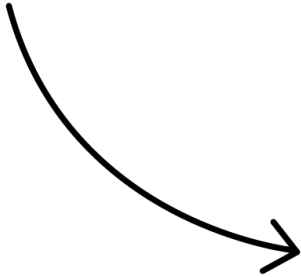
User research sessions showed users struggling to progress past this step, in particular after having to use the forgotten details option. This was backed up by contentsquare data showing that users who went back to the homepage converted almost 3% less than those who didn't.



Segment A converted 2.91% less than Segment B

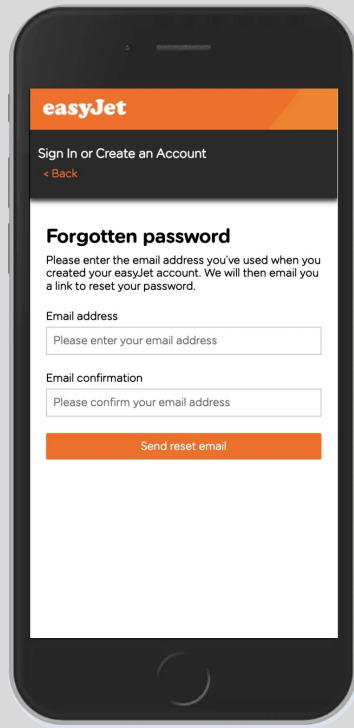
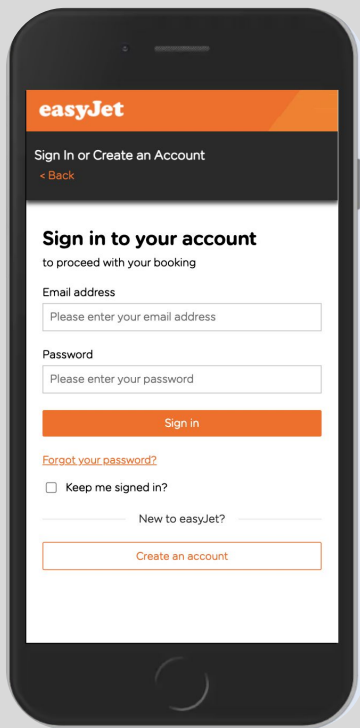
## CUSTOMER PROBLEM STATEMENT

Usability testing participants faced issues logging into their account to complete their booking, in particular this process was made harder when the forgotten details option was needed. Quantitative data suggests that this stage is impacting overall funnel performance.



## HYPOTHESIS

By making the sign in step a full page implementation and keeping forgotten password functionality within the same user flow we will increase log in rate and conversion.



## THE CHANGE

- Streamlined log in step
- Forgotten password

# THE RESULTS

+3%

CVR after forgotten  
password click

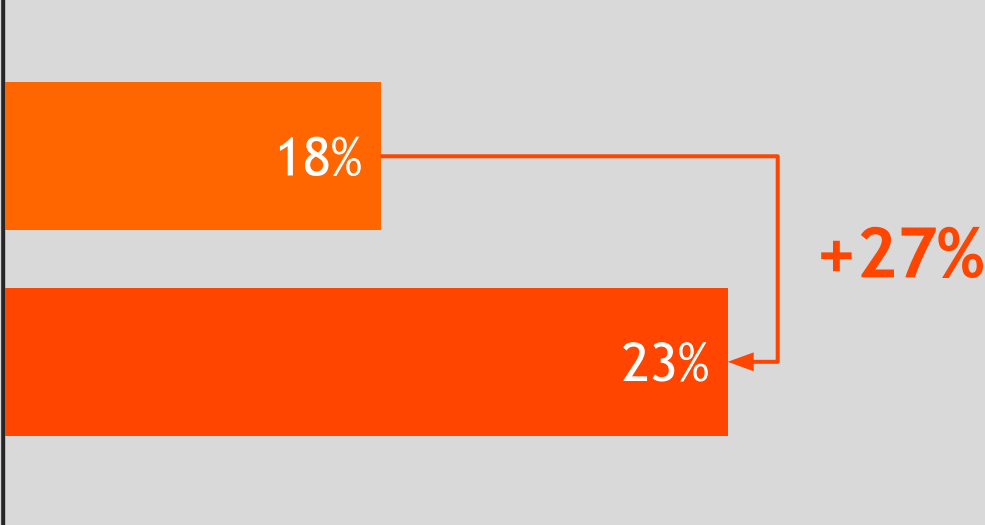
+1%

Overall transactions

+6%

Log in success

# OVERALL WIN RATES ARE REACHING NEW HEIGHTS



# KEY TAKEAWAYS



## WHAT'S THE PROBLEM WE'RE TRYING TO SOLVE?

Always ask yourself this when a test idea lands on your plate. Push for customer and data backed hypotheses, if you focus on a real problem you're halfway to solving it.

## EXPAND YOUR TEAMS

Get more of your business involved in idea generation, your digital team may own the roadmap for the product but the customer team will bring a new lens to solving problems.

## STOP COPYING

They probably aren't doing it right either.



**easyJet**

**THANK YOU**

Vicky Routley  
CRO Manager

