

GLP Focus Group

EC Pilot Interaction session

Objective

- GLP does not have budget for user testing and some of the new functionality like Linking Accounts need to be tested before going live
- Make use of Exec Club focus group session arranged for pilot and member interaction and test some functionality by spending 30-40 minutes with the two groups.

The Test

Three parts

1. Six posters to capture user understanding of:
 - Account Summary pod, placement of pods
 - Recent transactions and breakdown for HHA
 - Statements (transaction date, filters used by users)
 - Household account information screen
 - Head of Household landing screen
 - Generic comments on Exec Club or ba.com
2. 1-1 session with members testing the Linking tool
3. 10min group discussion and voting on organising pods

The Sample

Around **15** members with a mix of tiers participated. Some had multiple Avios accounts (Avios.com) and HHAs while a few did not have either.

Divided into 2 groups of 7-8 members each.

The groups were provided with an intro and while they were looking at the portraits we carried 1-1 tests with 3 members testing our linking tool. Last 10-15 min were used for sharing some screens and getting more feedback.

Limitations

- Whilst the 1st group had a good mix of multiple Avios account holders and HHAs. The 2nd group only had 1. So the sample was a bit limited.
- Intro time was a key factor as well. The 2nd group did not have time to learn from the preamble so they couldn't understand the changes and be ready for role playing and with only 1 member having multiple Avios it wasn't appropriate showing them linked Avios.
- The pilot activity was the main attraction for these users. Hence the sample was tailored for that. It would have been beneficial for our exercise to swap a few for HHAs or multiple Avios accounts but that would have tempered with the pilot study.
- The second group was withdrawn and tired after the Gallery tour

Sample comments

Invite to join should have a disclaimer giving permission to one or all to spend pooled Avios

Would prefer Tier info to appear first

If you have household every member should only be allowed to spend as many Avios as they put in...

Like the transaction breakdown

Scrap family and friends if I want to spend Avios I should be able to give anyone a ticket

Flights booking to show Upgrade options with every booking

So at 6 people per household and 5+ Avios earning schemes one person can have control of 30+ Avios Accounts

Summary info is better than current layout

Does Alex only have 1000 Avios who decided how to allocate?

How can you create a friends list when it states that the household account is for people living at the same address

Our Gallery with task and space for comments



Collating results and comments



Results

1. Account Summary

- Summary - Clear to understand the total and its breakdown.
- Swap positions: My EC + My Others + Household
- **Tier points first** and then Avios. (Voting from group 1 and notes from group 2 suggests that Tiers should come first)
- Profile completion doesn't work and is a nuisance by quite a few.
- Save/print card option is uselesss
- One member wanted details of other members linked accounts but that did not get approval from masses. (for privacy reasons)

2. Recent Transactions

- No major issues were spotted with presentation of transaction and its breakdown.
- New introduction “Help with Statement” was well received
- One member objected to allocation of Avios and who decides on how to allocate.
- Permission to use Avios was a major concern. Does Non-Head get to see all breakdown as well? These could easily be addressed through awareness.

2. Recent Transactions - contd.

- Couple of members said they needed some thinking to understand the info presented but that could be a role playing affect and lack of intro as they were relying on briefs attached.
- “Who is spending Avios” is well received. Wanted bigger font.
- A few wanted to see more transactions
- One questioned why we have flight booking details within transactions.

3. My Statement

- Button to claim missing Avios
- Many wanted opening and closing balances like banks.
- Transaction date is clear to some while others say it's the date points or Avios is earned or date of flight. Some had no idea as well. So don't change it for now but keep testing to get a good number of responses.
- Users use both monthly browse and next/previous buttons for linear browse.
- If we are carrying balance forward at random date on month end we need to explain why we are doing this?

3. *My Statement* - contd.

- Improve description for flight bookings
- Showing Programme and spender is useful information.
- One member thought it was busy and confusing. Could be because of extra columns we had to add for programme.
- One member thinks the ivsg2 is adding more white space than necessary. Would like to see 20 transactions in one go. Refresh project can take care of this issue.

4. Household account

- Help section was widely accepted. Questions shared:
 - Info about who gets points if you split up
 - Why same address?
 - Does one person's Avios die if they do?
 - How can you create F&F when HHA is restricted to same address?
- Can all members access total Avios? This was raised by quite a few members?
We can address this by FAQs and added in "Add a member" journey.
- *Create an account* button was motivating

4. Household account - contd.

- If you have household every member should be allowed to take what you put in and only more with permission.
- So at 6 people per household and 5+ Avios earning schemes one person can have control of 30+ accounts.

5. Head of Household

- Summary box providing info was appreciated.
- Much improved clear and logical presentation
- Information is clear except for how many Friends you can have?
- Scrap F&F if I want to spend Avios I should be able to do freely.
- Permissions by other members to state who can spend Avios?
Same issue as before where members are reluctant to accept that members with all Avios will be allowed to share equally.

5. Head of Household - contd.

- Summary box providing info was appreciated.
- Information is clear except for how many Friends you can have?
- Scrap F&F if I want to spend Avios I should be able to do freely.
- Permissions by other members to state who can spend Avios?
Same issue as before where members are reluctant to accept that members with all Avios will be allowed to share equally.
- Do travel companions need to live at the same address?

6. General Comments

- When we upgrade a BA app the BA ID is lost can we do without?
- Some users feel the changes we are introducing are less beneficial for them so we need to highlight how these changes are beneficial for them.

7. Linking tool

1-1 Tests conducted with 3 individuals where two of them had multiple Avios accounts and one with HHA.

AB test was also done using 1 and 2 2FAs within the flow. The linking tool was then presented in front of the Audience as well.

Findings

- 1) All participants highlighted the issue of Two 2FAs. When they click on Iberia logo and get an Exec Club 2FA is most confusing as they expect IB because they have clicked Iberia logo.
- 2) Why is Iberia separated out of Avios reward partners?

7. Linking tool contd.

Findings

- 3) One suggested other options to disappear when a selection is made
- 4) “Please login to your Iberia account” Heading required to make entering username and password less confusing.
- 5) BA logo within the Iberia linking flow is confusing
- 6) One user had security issues when he saw auto detection of Avios and Flybe

7. Linking tool contd.

Findings

- 7) Infographic should link 3 way to show all are linked.
- 8) One member liked linear rather than scattered look n feel
- 9) I'm in Exec Club why do I have to do EC 2FA feels like I'm not logged.
- 10) Are Ts and Cs different than other EC Ts and Cs no point in repeating if they're not.
- 11) One member shared that this linking looks similar to Marriott and Starwood. Will be good if we can look at their linking.

7. Linking tool contd.

Findings

- 11) De-link to be replaced by something more friendly
- 12) Email choice was winner as people prefer to get emails in case text can generate roaming charges
- 13) Users like the idea of saving preference and device both. They also liked the system response showing where they can go to change these preferences.
- 14) All members testing the linking tool preferred the one 2FA approach

Focus group session - 10 min

The first group had time to go through some additional screens on projector. Here are the findings:

- De-link is simple
- My Household should have a breakdown of where Avios is coming from
- Touch ID instead of 2FA for apps
- For the linking infographic link IB with Avios
- Tiers pod on top
- My BA Avios + My Linked Avios + Household was the preferred order for pods
- Transaction date was understood by 4 while 2 didn't, 1 didn't participate

Recommendations

1. Tiers pod to come first and then Avios
2. Avios breakdown should be re-organised to have My Avios + My Linked Avios + Household Avios
3. Profile completion should be removed
4. Save and print cards is not the right location
5. Some members complained about the collapsed menu on the left. I had included this IA task as part of my GLP scope, users pointed this out strengthens the need to re-design.

Recommendations

6. Details need to be clearer for Recent transactions. LGW-MAD journey clearly specified.
7. Help needs to be prominently displayed. Users relying on Help to provide information on questions like how allocation works, will Head and members get the same data etc.
8. Allocation explanation should also be part of prime redemption flow.
9. Highlight how these GLP changes are beneficial for our members?

Recommendations

10. Drop the Host 2FA from the linking flow leaving only target 2FA. Host 2FA can be invoked when landing on linking page
11. Iberia looks separated out from Avios. Avios reward partners is not clear to users if it's a group or just individuals
- 12. Infographic on Linking should be amended to show all linked**
13. Login screen should have a heading asking to login to Iberia etc
14. Explore adding a separate layer like HHA landing for linking
15. Avios pod and copy to be reconsidered so users understand grouping

Recommendations

16. Add link to claim missing Avios near statements and transactions if they do not see Avios posted users can make a claim
17. Do further tests on transaction date make sure its widely accepted
- 18. Balance carried forward should have one liner explaining why as its unexpected end**
19. Posted date is actually transaction date
20. Statement default view should have Twenty transactions
21. Test blurring out for Linking out so focus is on selection

Recommendations

22. **Adding a new HHA member** should clearly advise that this new Member will be using from the total Avios not only his own Avios.
23. Address member queries on HHA like what happens to points on split up or death, why same address, rights of all HHA members
24. Members are particularly concerned about member rights to spend Avios from the pool. This has to be communicated.
25. Family and friends Is another concern where users are unsure why we need this and if they abide by same address rule or not.

Recommendations

26. Head quits or transfers should be communicated to members
27. Invite to join can have a disclaimer about sharing Avios
28. How much every member is bringing could be a good addition?
29. Do Travel companions need to be living at the same address? Copy improvement.
30. How many we can have in HHA and F&F need to be clearly communicated
31. Upgrade option with bookings would be beneficial for upsell on MMB
32. EC Partner cards should be more prominent on HHA and EC landing

Thank you