



March 1 2013

aa.com exercise



Seat maps testing

- 12 employees from the SRO were tested at the SRO.
- They were shown the questions/images via a projector and were given a handout (same deck) to record their answers. The following slides show the results from the test.

Shape Exercise I



What do these icons generally mean to you?

Shape Exercise 1 Results

- Star – 100% (12 testers) were able to associate this shape with something.
- Flag – 66% (8 testers) were able to associate this shape with something.

Shape Exercise 1 Results continued...

- Star associations:
- Good
- A favorite item
- Attention
- USA
- filled
- look at me
- more leg room
- elite status
- lone star state (Texas)
- preferred cost
- more value, more room, important
- need to know more info

Shape Exercise 1 Results continued...

Flag associations:

- Tag an item
- look to the right
- one half
- move right
- another carrier
- limited selection

the following were from users who looked ahead in the test:

- preferred seat
- preferred seat purchase
- preferred seat

Recognize/Memorize I

These squares represent the same product. At first glance, do they mean anything to you when compared to each other?



A



B



C



D



E

1. Which do you think is the most expensive?
 - 5 out of 12 could not answer (no idea)
 - 2 out of 12 answered C
 - 3 out of 12 answered B
 - 2 answered A
 - 1 answered E

Which do you think has the most value?

- 6 could not answer (no idea)
- 2 answered A or E
- 2 answered A
- 2 answered E
-

1. Which do you think has the least value?
 - 5 could not answer (no idea)
 - 2 answered A or #
 - 2 answered A
 - 2 answered E
 - 1 Answered C

Recognize/Memorize II

These squares represent the same product. At first glance, do they mean anything to you when compared to each other?



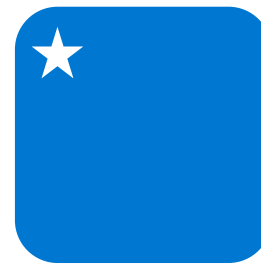
A



B



C



D

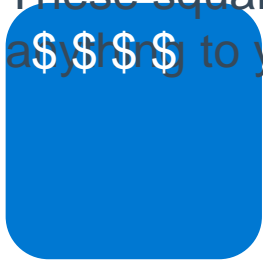


E

1. Which do you think is the most expensive?
 - 11 answered A
 - 1 could not answer (no idea)
1. Which do you think has the most value?
 - 7 answered A
 - 3 could not answer (no idea, unknown)
 - 1 answered E
 - 1 answered D
1. Which do you think has the least value?
2. 9 answered E
3. 1 answered D
4. 1 answered D or E

Recognize/Memorize III

These squares represent the same product. At first glance, do they mean anything to you when compared to each other?



A



B



C



D



E

1. Which do you think is the most expensive?
 - 11 answered A
 - 1 answered A or B
1. Which do you think has the most value?
 - 7 answered A
 - 1 answered A
 - 1 had no answer (blank field)
 - 1 could not tell
 - 1 answered D
 - 1 answered E
1. Which do you think has the least value?
 2. 9 answered E
 3. 1 answered D
 4. 1 had no answer (blank field)
 5. 1 answered A

Seatmap Concepts

1. What do you think the purpose is behind different colors for each icon on Option 1?
2. What do you think the purpose is of the stars on Option 2?
3. Is it clear what you receive when selecting a Premium seat vs. an Available (Free) seat?
4. What do you like/dislike about each seatmap?

Choose your seat [?](#)

Confirm or make changes to your seat. If you have travel partners or multiple legs, choose the appropriate segment tab and passenger.

Choose Later

JFK to ORD
Flight #59

ORD to DEN
Flight #791

DEN to LAX
Flight #791

Passenger Seat

Christophe Karbashev 16C
Main Cabin Extra – \$45

Alexandra Karbashev --
Unassigned

Montgomery Martinkov --
Unassigned

Genevieve Martinkov --
Unassigned

Ad Banner
FPO

Boeing 777-300

MAIN CABIN EXTRA

Legend

- ★ Premium Seating (\$15–\$45)
- Available
- Selected
- Unavailable
- Exit Row

[Seat Terms and Conditions](#)

Previous Flight

Next Flight

Using the image, please complete the following tasks:

1. Write a “1” on an unavailable seat
2. Write a “2” on a seat on the exit row
3. Write a “3” on a main cabin extra Premium seat that is the most expensive
4. Write a “4” on one of the least expensive Premium seats
5. You want to continue booking your flight without choosing a seat. Please write “5” next to this.
6. Did you have any trouble performing these tasks? Y/N.
7. If yes, please explain _____

Choose your seat

Confirm or make changes to your seat. If you have travel partners or multiple legs, choose the appropriate segment tab and passenger.

[Choose Later](#)

JFK to ORD
Flight #59

ORD to DEN
Flight #791

DEN to LAX
Flight #791










Passenger Seat














- Christophe Karbashev** 16C
Main Cabin Extra – \$45
- Alexandra Karbashev** --
Unassigned
- Montgomery Martinkov** --
Unassigned
- Genevieve Martinkov** --
Unassigned

**Ad Banner
FPO**







Boeing 777-300


MAIN CABIN EXTRA

16A 	16B	1 <input type="text"/>	16D 	16E 	16H 	16K
17A 	17B	17C 	17D	17E		17K
	18B 			18E	18H	
			19D	19E		

20A 	20B	20C 	20D 	20J 	20H	20K
21A 	21B	21C 	21D 	21E	21G	21H 
		22C	22D	22E		22H
23A	23B	23C	23D	23E		23H
23J	23K	23L	24A	24B	24C	24H
						

Legend

-  \$45
-  \$35
- Preferred Seats**
-  \$25
-  \$15
-  Available
- Current Seat
-  Travel Partner
-  Unavailable
-  Exit Row

[Seat Terms and Conditions](#) 

[Previous Flight](#) [Next Flight](#)

Using the image, please complete the following tasks:

1. Write a “1” on an unavailable seat
2. Write a “2” on a seat on the exit row
3. Write a “3” on a main cabin extra Premium seat that is the most expensive
4. Write a “4” on one of the least expensive Premium seats
5. You want to continue booking your flight without choosing a seat. Please write “5” next to this.
6. Did you have any trouble performing these tasks? Y/N.
7. If yes, please explain _____

Select Seats



Want more options?

We have enhanced our seat options to provide you with a more comfortable travel experience.

Main Cabin Extra

Includes 4–6 additional inches of legroom, located in first rows of the Main Cabin, and Group 1 Boarding

Preferred Seats

Standard legroom and more favorable locations throughout the Main Cabin

Select Seats

[Help?](#)

DFW/LAS

LAS/DFW

unassigned
1 JOHNSON, JOE

NEXT FLIGHT

[Continue Without Seats](#)

McDonnell Douglas Super MD-80				
Flight Number	Departure	Arrival	Class	Confirmed Seats
539	DFW Dallas/ Fort Worth	LAS Las Vegas	Economy	unassigned

Legend

	Preferred \$14.00 USD
	Available
	Unavailable
	Exit Row

	A	B	D	E	F	
7						7
8						8
9						9
10						10
11						11
12						12
13						13
14						14
15						15
16						16
17						17
18						18
19						19
20						20
21						21

1. What are the most common customer complaints you receive about the current seatmap?
2. If you were in charge of redesigning the current seatmap, what would you do to improve it?

Shape Exercise II



Do you associate these shapes with any of the following adjectives?
Please list under each shape

Value	Choice	Premium	Bonus	Reward
Expensive	Preferred	Selected	Standard	Simplicity