

Project 1

Evaluation of two airline's on-line ticketing. This is heuristic evaluation of Google Flights.

Scoring:

- 0 – This is not a usability problem
- 1 - cosmetic problem
- 2 - minor usability problem
- 3 - major usability problem; important to fix
- 4 - usability catastrophe; imperative to fix

The screenshot shows the Google Flights search interface. At the top, it says "Flights from Atlanta, GA (ATL)" and "Sponsored". Below this is the URL "www.google.com/flights". There are two input fields for location: "Atlanta, GA (ATL)" and "Enter a destination". Below the input fields, there are flight options: "Houston, TX \$70" and "London, United Kingdom \$1,302". The dates "Sep 14 - 18" are shown on the right. At the bottom, there is a "Search flights" button with a right arrow icon.

Visibility of system status

When entering the destination, there is no way to know where is the cursor if a location is misspelled.

Rating: 2.

Improvement:

Add a ' | ' to the line to aid editing locations.



Next, choose a return flight

Sort by price + best ▾

Prices round trip. [Additional bag fees](#) may apply.

Best flights [Learn more](#)

\$79
round trip

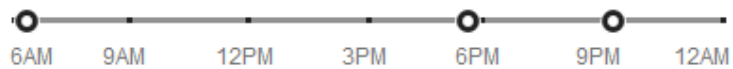


3 similar flights

from 2h 01m

Nonstop

United · Skywest DBA United Exp ORD-ATL



Help and documentation

What am I to do at this point? Appears the round circles are for choosing a return flight, not very clear.

Rating: 2.

Improvement:

Add a side notation or legend as to how to use.

Outbound flight



Sat, Sep 2



5:44 PM – 6:59 PM

Atlanta (ATL) – Chicago (ORD)

United 786 · Economy Class · Boeing 737

Average legroom (30")

Often delayed by 30+ min

2h 15m

Carry-on bags restricted

Wi-Fi

In-seat power

Stream to your device

Return flight



Wed, Sep 6



5:30 PM – 8:37 PM

Chicago (ORD) – Atlanta (ATL)

United 1526 · Economy Class · Boeing 737

Average legroom (30")

2h 07m

Carry-on bags restricted

Wi-Fi

In-seat power



Stream to your device

Flexibility and efficiency of use

How can I get more information about the details from the flight notes in the right column? To the seasoned user this would not be an issue, but novice or casual users might not know. **Rating: 3.**

Improvement:

Allow clicking to open a small window with details.

 **Book, track or share this flight** Ads 

Total incl taxes & fees for 1 adult · [Additional bag fees](#) may apply.

Book with United \$79

Track price
Save this trip to track price changes and receive price alerts and travel tips by email. [Learn more](#) Track price

Share this itinerary Send to yourself Share

User control and freedom





At this point, it would be nice for the site to offer more options. Perhaps even with other internet sites.

Rating: 2.

Improvement:

Give choices as to what to do next.

Basic Economy restrictions apply, including:

 No seat selection – Seats assigned prior to boarding – No group or family seating – No Economy Plus® seating or upgrades	 No full-sized carry-on bag on board* – Check bags before airport security for the applicable fee (starting at \$25) – Bags brought to the gate incur an additional \$25 gate handling charge	 No refunds or flight changes – Refunds are not allowed except as stated in our 24-hour flexible booking policy	 No Premier® qualifying credit or lifetime miles – Earn award miles only (based on the fare and your MileagePlus® status)
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* This restriction does not apply to MileagePlus Premier members, primary cardmembers of qualifying MileagePlus credit cards or Star Alliance™ Gold members.

Basic Economy works for me

Need options? [Compare fares](#)

Continue with Basic Economy

or

Economy for +\$80/person

[Book without worry](#)
Cancel for free within 24 hours of booking

Consistency and standards

Here it is not clear why the user is being defaulted to a higher fare rather than the advertised price, very misleading. **Rating: 3.**

Improvement:

Default to the advertised price and give the user the choice to 'upgrade' to the next package.