

Project 1

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

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

Roundtrip One Way Multi-city

Atlanta (ATL) x Chicago, IL, United States (ORD) x 9/02/2017 9/06/2017 Search

Nearby airports Nearby airports

1 Traveler, All Airlines, Economy / Coach Show options

Flexibility and efficiency of use

At this point the users can only pick the date. **Rating: 2.**

Improvement:

Allow the user to pick times and or time range.

7:00am - 8:11am 2h 11m Nonstop 2h 11m ATL - ORD \$154.40 roundtrip Select

United

Flight details and baggage fees Very Good Flight (7.6 out of 10)


Help and documentation

What are the two icons to the right of 'Nonstop'? The usage is not clear and there is no explanation.

Rating: 2.

Improvement:




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



10:59am - 1:58pm
United

1h 59m
ORD - ATL

Nonstop

+\$0.00
roundtrip

Select

Flight details and baggage fees ↗ Very Good Flight (8 out of 10)

Roundtrip price for 1 traveler, including taxes and fees: \$154.40

You'll always get the **best price** ↗. We guarantee it. - **Free Cancellation** ↗ within 24 hours of booking!

10:59am → 1:58pm 1h 59m

Chicago to Atlanta

O'Hare Intl. (ORD) to Hartsfield-Jackson Atlanta Intl. (ATL)

United 1962

Economy / Coach (G)

Boeing 737-700 | Food and beverage for purchase

Seats [Preview availability](#)

Bag fees Estimated baggage fees charged by United (Please confirm with airline)

Carry on: No fee

1st checked bag: \$25.00

2nd checked bag: \$35.00

Baggage Information: [United](#) ↗

Total distance 600 mi

User control and freedom

User must click 'Baggage Information' to get simple details. **Rating: 2.**

Improvement:

Add easy to understand minimal details.

Baggage information

Safety notice

In the interest of safety for our customers and employees, we do not accept hoverboards or spare lithium batteries in checked or carry-on baggage.

Carry-on baggage

Learn about traveling with carry-on baggage.

Checked baggage

- [Excess valuation](#)
- [Links to other carriers' baggage policies](#)
- [Baggage delivery](#)
- [Excess baggage embargo](#)

Damaged, delayed, or lost baggage

- [Our Baggage Service Commitment](#)
- [Report lost items](#)
- [Baggage liability](#)
- [Baggage tracing](#)
- [Damaged baggage](#)
- [Delayed baggage and claim form](#)
- [Missing items from checked baggage](#)

Excess baggage

Read about service charges for baggage that exceeds the allowance, size or weight limitations.

Aesthetic and minimalist design

The user must decipher way too much data and it is very confusing. **Rating: 3.**

Improvement:

Provide user with the most commonly asked question as a default choice.

Frequently asked questions

Review frequently asked baggage policy questions.

Animal travel

United's policies for pets and other animals.

Special items

- [Infant and child articles](#)
- [Wheelchairs](#)
- [Electronic devices](#)
- [Sports equipment](#)
- [Dangerous goods](#)
- [Protective bags](#)
- [Fragile and perishable items](#)
- [Remains](#)

Basic Economy

The screenshot shows a flight booking page for a return to Atlanta on Wednesday, October 18. A large white pop-up window is centered on the screen, advertising a savings of \$223* on average when booking a flight and hotel together. The pop-up includes a green checkmark icon and the text 'Includes your selected flight'. There are two buttons: a green 'Add Hotel Now' button and a grey 'No thanks' button. Below the buttons, a small asterisked note explains that the savings is based on vacation package bookings from May 2015 to April 2016, compared to booking flight and hotel separately. The background of the page shows a list of flight options with columns for departure time, airline, and price. The arrival time is listed as Atlanta, and the flight is a 'Very Good Flight (7.6 out of 10)'.

Aesthetic and minimalist design

Here, the user is confronted with an unwanted pop-up. The question regarding the hotel was asked earlier in the choices, and was not selected **Rating: 2.**

Improvement:

Remove the pop-ups. Save the user time with reduced data loading and extra button clicks.