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# 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 OMulti-ci	ty		
Atlanta (ATL)	×		Search
Nearby airports		Nearby airports	
1 Traveler, All Airlines, Economy / Coach S	show optio	s¥	

# 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.

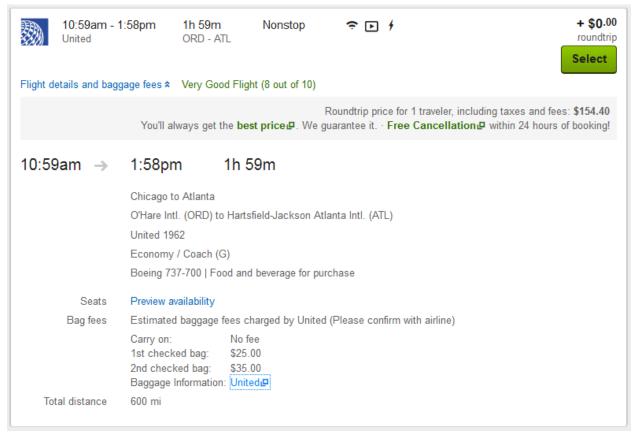
7:00am - 8:11am United	2h 11m ATL - ORD	Nonstop	<del>,</del> •	<b>\$154</b> .40 roundtrip
				Select
letails and baggage fees <b>x</b>		ght (7.6 out of 10	)	

# 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.



# **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
- <u>Report lost items</u>
- 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.

Select your return to Atlanta Wed, Oct 18 Prices are roundtrip per person, include all taxes and fees, but do not include baggage fees.	
Stops From:   Nons In Stops   In Stops Save \$223* on average when you book your Flight and Hotel   Airlines Delta	+ \$0.00 roundtrip
Units ✓ Includes your selected flight   Ame Add Hotel Now No thanks   Spin * Average savings based on all vacation package bookings with Flight + Hotel on Travelocity.com from May 2015 through April 2016, as compared to the price of the same components booked separately. Savings will vary based on origin/destination, length of trip, stay dates and selected travel supplier(s). Savings not available on all packages.	+ \$0.00 roundtrip
Morrial After Arrival time - Atlanta   Evening (6:00p - 11:59p) Flight details and baggage fees ¥ Very Good Flight (7.6 out of 10)   Arrival time - Atlanta Flight details and baggage fees ¥ Very Good Flight (7.6 out of 10)   Aesthetic and minimalist design	+ \$0.00 roundtrip Select

#### 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
- <u>Remains</u>

### **Basic Economy**

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.