

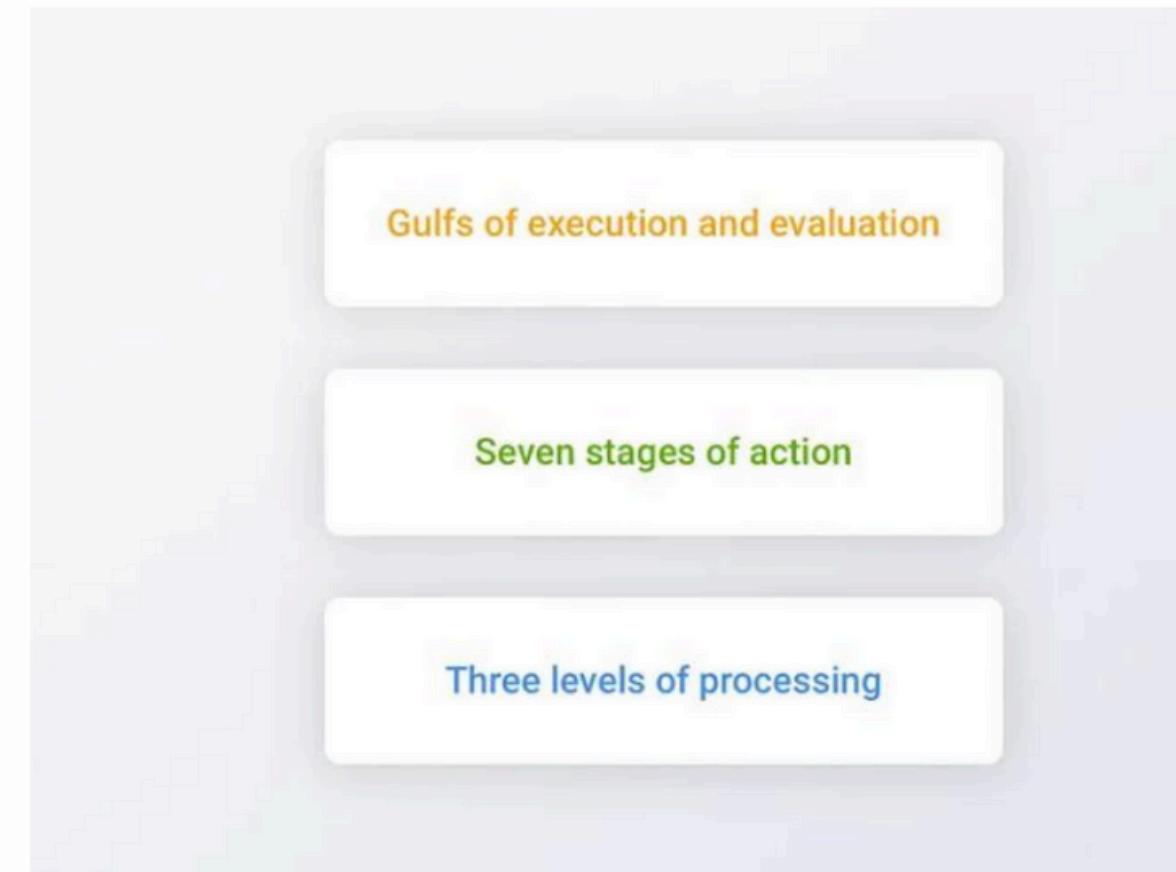
ASSIGNMENT - 04

MakeMyTrip Website Task Analysis- Norman's Interaction Cycle

Annu Kumari | 2021312



Norman's Interaction Cycle



The Action Cycle



The Gulf of Execution and Evaluation

Seven Stages of Interaction

1. **The goal:** what do I want to accomplish and why?
2. **Plan:** how can I do it?
3. **Specify:** what options do I have?
4. **Perform:** what can I do now?
5. **Perceive:** what just happened?
6. **Interpret:** what does it mean?
7. **Compare:** Is this okay? Have I accomplished my goal?



Goal choosing and planning

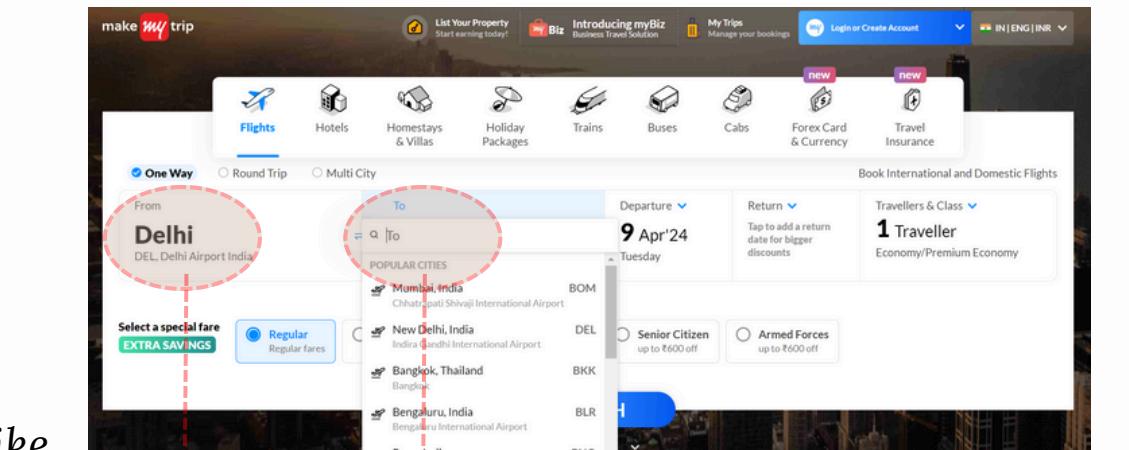
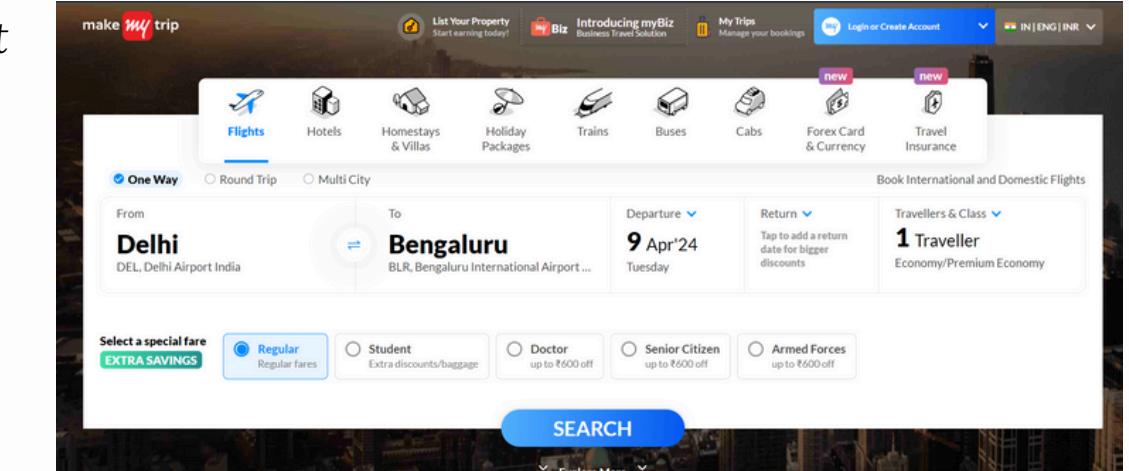
1 The goal: What do I want to accomplish and why? (Problem Definition)

I want to book a flight ticket from Delhi to Mumbai because I need to attend an important family gathering next Saturday. It's essential for me to plan my travel and secure a round-trip flight ticket from Delhi to Mumbai.

- **What:** Book a flight ticket from Delhi (DEL) to Mumbai (BOM).
- **Why:** Travel to Mumbai for a family gathering next Saturday.

User Knowledge: Most users likely have a basic understanding of booking flights.

UI Support: The MakeMyTrip homepage prominently displays search bars for origin, destination, and travel dates, clearly prompting users to initiate flight searches.



2 Plan: How Can I Do It? (Formulating a Strategy)

I can achieve this goal by using the MakeMyTrip website to search for available flights, select the most suitable options for my travel dates, enter passenger details, make the payment, and receive a confirmed booking for a round-trip flight from Delhi to Mumbai.

- **How:** Using MakeMyTrip, a popular online travel booking platform, to find and book a flight.

User Knowledge: Users may need to decide on specific travel dates (flexible or fixed) and consider preferences like airlines, flight times (direct/connecting), and budget.

UI Support: MakeMyTrip offers a calendar for selecting travel dates. While it doesn't explicitly prompt users to consider preferences, they can refine searches using filters for airlines, price range, and travel duration.



Forming & Translating Goal into Tasks

- **Evaluation:** MakeMyTrip's UI excels here. The prominent flight search section with "From" and "To" fields readily suggests booking a flight.
- **Justification:** The clear labelling and focus on location selection helps users with minimal domain knowledge understand the task.

Booking a Flight Ticket on MakeMyTrip - New Delhi to Mumbai

3

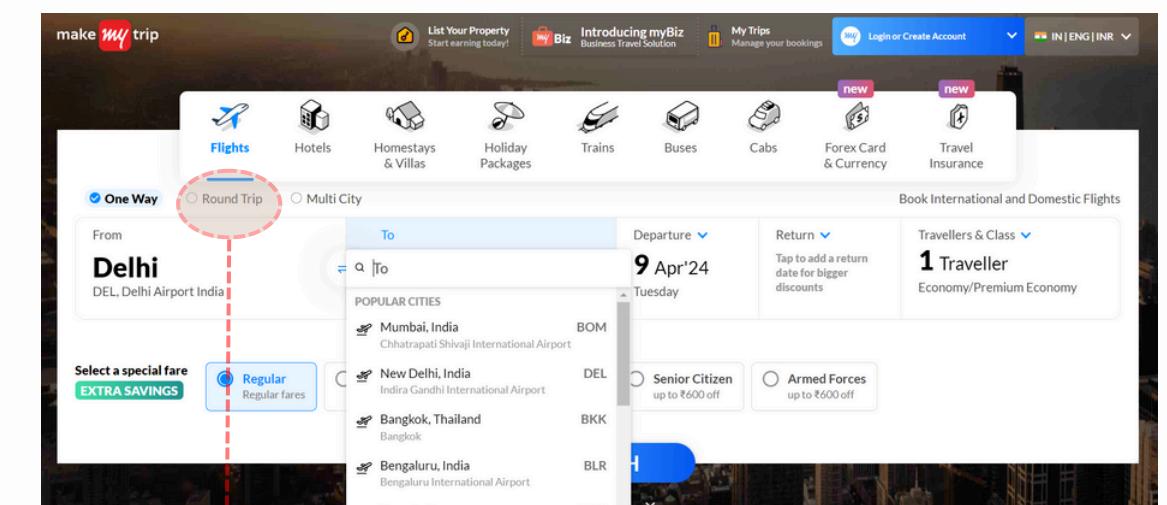
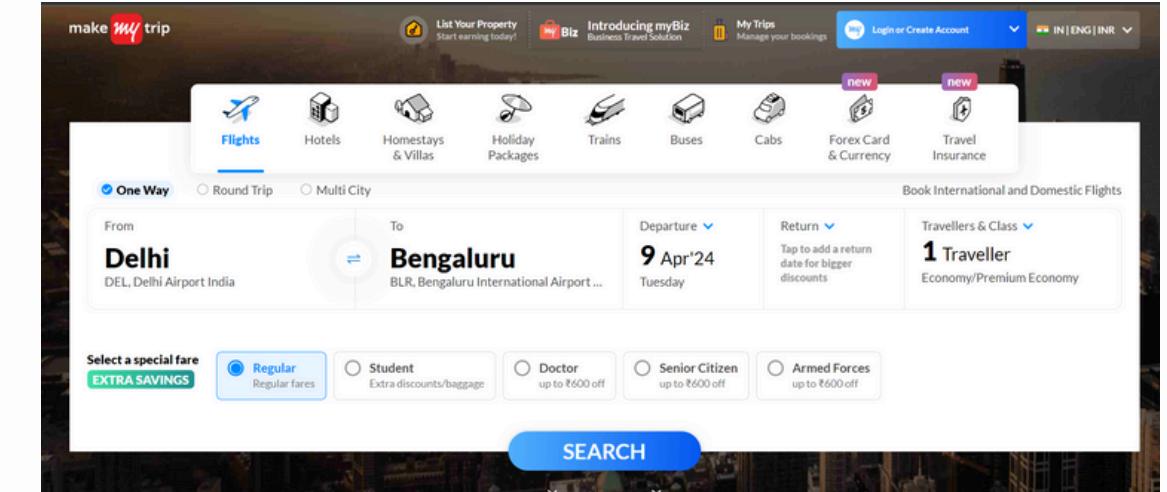
Specify: What Options Do I Have? (Understanding Options)

I have the option to visit the MakeMyTrip website or use the MakeMyTrip mobile app to search for flights based on my travel preferences and book the most convenient and cost-effective option.

- **What options(if website chosen):**
 - Identify travel dates (flexible or fixed).
 - Consider preferred airlines, flight times (direct/connecting), and budget.

User Knowledge: Users might need to strategize their search based on priorities (price vs. travel time) and potentially explore different dates for better deals.

UI Support: While MakeMyTrip doesn't offer explicit guidance on planning the search sequence, users can experiment with filters and calendar options to explore different scenarios. (for image: see 5th & 6th point on the next page)



Users can easily test the website before creating an account/login. Does the functionality provided look easy, and can it serve my purpose by exploring different functions?

Planning Action Sequence

- **Evaluation:** Mostly good. Selecting "Round Trip" for Delhi to Mumbai trip is straightforward. However, choosing specific dates and filtering options might require some experience.
- **Justification:** While date pickers and filters are intuitive, exploring advanced options like preferred airlines or class might require prior travel booking experience.

Booking a Flight Ticket on MakeMyTrip - New Delhi to Mumbai

4 Perform: What Can I Do Now? (Taking Action)

I can log in to my MakeMyTrip personal account or create one if I don't have it. Then, I can enter the details such as source city (New Delhi), destination city (Mumbai), travel dates, and the number of travelers to search for available round trip flights.

- **What:**

- Open MakeMyTrip website and create an account/log in.
- Enter "Delhi" (DEL) as the origin and "Mumbai" (BOM) as the destination city.
- Select travel dates.
- (Optional) Apply filters based on preferences identified in Stage 3.
- Click "Search" to view available flights.

1. User SignUp/LogIn

2. Choose "Flights" as option.

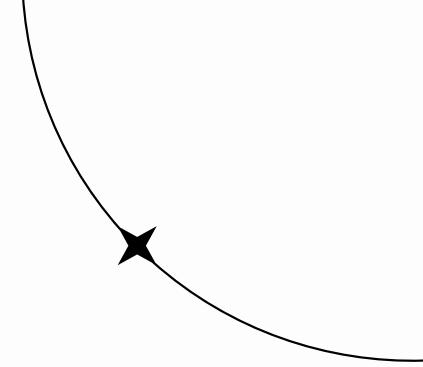
3. Choose from where(start location), onClick a drop-down appeared for choosing, also user can prefer type-based searching. Enter manually. By keyboard.

4. Same with to where(end location), onClick a drop-down, giving two options where to choose from the list or type-based searching. To make the choosing list less and easy.

5. On clicking Departure date, a date selection pop-up appeared, like a calendar choose

6. For round trip, have to choose Return date, similar pop-up appeared as in "departure date", but a constriction, we can't choose dates before "departure date". To avoid human error.

7. For selecting no. of travellers, onClick, another pop-up appeared, which seems interactive, reducing reaction time of the user. A clear choosing display for travellers involved, and in which catog [category] they belong to.



Booking a Flight Ticket on MakeMyTrip - New Delhi to Mumbai

4 Perform: What Can I Do Now? (Taking Action)

Executing the Action Sequence

- **Ease of Use:** The MakeMyTrip interface is user-friendly, with clear labels and buttons.
- **Action Matching:** The search options and filters allow users to perform actions needed to find flights based on their preferences.
- **Affordances & Visibility:** Search fields and filter options are clear and visually distinct, promoting good affordance.
- **Mental Model:** The interface layout aligns with a typical flight booking flow, aiding users in developing a mental model.
- **System Support:** The website provides visual cues and tooltips to guide users through the process.



Executing the Action Sequence

- **Evaluation:** Generally good, but with minor areas for improvement. Selecting dates, passengers, and filtering options is clear. However, the clarity of affordances for sorting and price breakdowns could be improved.
- **Justification:** While core functionalities are easy to use, some UI elements might benefit from better visual cues (icons or tooltips) to indicate sorting options or detailed price breakdowns.

Booking a Flight Ticket on MakeMyTrip - New Delhi to Mumbai

5

Perceive: What Just Happened? (System Feedback)

I have successfully found a list of available round trip flights from Delhi to Mumbai based on my search criteria on the MakeMyTrip platform.

- **What:** The search results page displays a list of flights from Delhi to Mumbai on the chosen dates. Each flight listing likely shows:
 - Airline name.
 - Departure and arrival times.
 - Travel duration.
 - Fare (may or may not include taxes and fees).

System State Perception: Search results clearly display flight options with essential information like airlines, timings, duration, and fares.

Feedback: The interface provides clear visual feedback on search results and filter selections.

The screenshot shows the MakeMyTrip website interface for booking a flight. The search parameters are set for a Round Trip from New Delhi, India to Mumbai, India, departing on Saturday, April 13, 2024, and returning on Saturday, April 20, 2024, for 3 travellers in Economy class. The search results display several flight options, each with the airline name (e.g., SpiceJet, IndiGo), departure and arrival times (e.g., 06:10 → 08:20, 02:25 → 07:20), duration (e.g., 02 h 10 m), price (e.g., ₹ 4,512, ₹ 5,302), and a 'BOOK NOW' button. Promotional offers like 'Flat 12% Off on ICICI Cards' and 'Get Full Refund' are visible on the right side.

On Clicking "Search" button on the previous page, available flight list appeared

Scroll down

This screenshot shows the same MakeMyTrip search results page as above, but with a different set of flight options displayed. It includes flights with stopovers and different departure/arrival times. The 'BOOK NOW' button for a specific flight is highlighted with a red circle.

9. Different flight at different timing with the price, company, timing selection in left sidebar appeared.
And different options of flight available a compact options in the main screen displayed.

Perceiving What Happened

- **Evaluation:** Generally good. Flight search results clearly display prices, airlines, durations, and timings.
- **Justification:** The UI provides clear feedback through visual elements like icons and progress bars for ongoing searches.

Booking a Flight Ticket on MakeMyTrip - New Delhi to Mumbai

6

Interpret: What Does It Mean? (Making Sense of Information)

It means that I have progressed through the flight booking process and have successfully completed the necessary steps to secure a round trip flight ticket from Delhi to Mumbai.

What: User compares flights based on factors like:

- Price.
- Travel time (direct vs. connecting flights).
- Airline reputation and preferred carriers (if any).

Understanding Feedback: The presented information (fares, timings) is easy to understand.

UI Feedback Adequacy: The UI offers sufficient details for users to compare and interpret flight options.

7

Compare: Is this okay? Have I accomplished my goal? (Reaching a Decision)

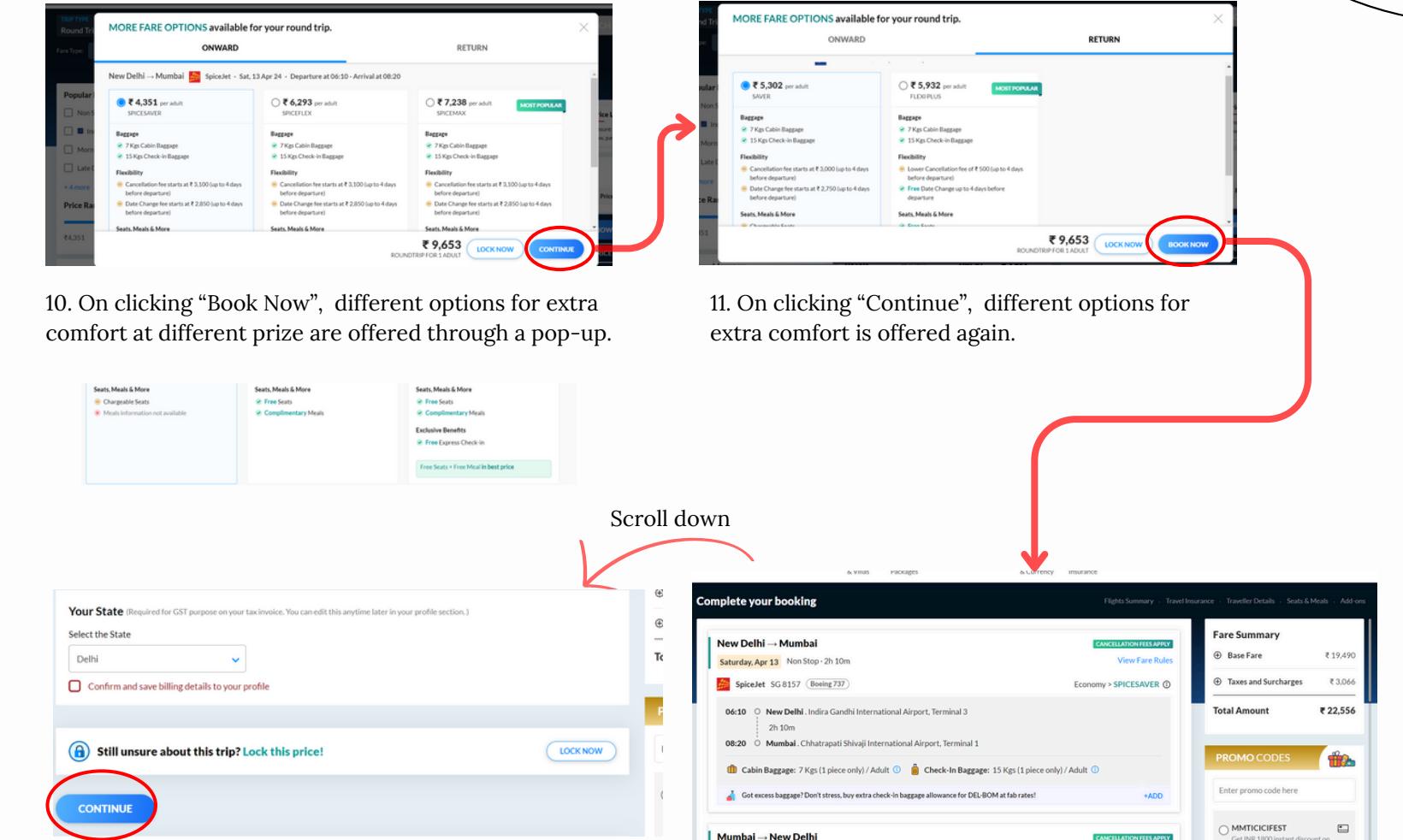
Yes, it is okay. I have successfully accomplished my goal of booking a round-trip flight ticket from Delhi to Mumbai through MakeMyTrip. I have completed the necessary steps and received a confirmed booking, ensuring that my travel plans are in place.

What:

- User selects the desired flight by clicking on it or choosing the corresponding "Book Now" button.
- The website likely redirects to a confirmation page displaying the chosen flight details, including taxes and fees.
- User reviews the information and confirms the booking by entering passenger details and payment information.
- MakeMyTrip likely sends a confirmation email upon successful booking.

Goal Comparison: Users can compare flight options based on displayed information and choose the one that aligns with their goals (affordable, direct flight, etc.).

Success Measurement: The ability to select and confirm a flight indicates successful goal achievement.



Interpreting the Outcome

- **Evaluation:** Good. Flight details, including baggage allowance and layovers, are presented clearly.
- **Justification:** The UI offers enough information for users to understand the implications of their choices (e.g., price vs. travel time).

Evaluating What Happened

- **Evaluation:** Mostly good. Users can compare flight options based on displayed information and make an informed decision.
- **Justification:** While clear, some users might benefit from additional features like highlighting the best value option based on pre-set preferences (e.g., fastest or cheapest).

Bridging the Gulfs

The Gulf of Evaluation:

- Confusing Fares:** I find a great flight option, but the price seems too good to be true. Is this just the base fare, or are taxes and fees included?
- Making the Right Choice:** There are so many flights – direct, connecting, different airlines – it's hard to tell at a glance which one best suits my needs (price vs. travel time, etc.).

TRIP TYPE: Round Trip FROM: New Delhi, India TO: Mumbai, India DEPART: Sat, Apr 13, 2024 RETURN: Sat, Apr 20, 2024 PASSENGERS & CLASS: 3 Travellers, Economy SEARCH

Popular Filters: Non Stop (₹10,165), IndiGo (₹10,657), Late Departures (₹9,916)

Flights from New Delhi to Mumbai, and back

Flight Details	Departure	Duration	Arrival	Price
SpiceJet 20:15 New Delhi	02:15	02 h 15 m	22:30 Mumbai	₹4,614 per adult
Air India Express 05:00 New Delhi	05:00	06 h 30 m	11:30 Mumbai	₹5,170 per adult
Air India Express 12:55 New Delhi	12:55	10 h 55 m	23:50 Mumbai	₹5,170 per adult
Akasa Air 08:40 New Delhi	08:40	02 h 05 m	10:45 Mumbai	₹5,352 per adult
IndiGo 03:45 New Delhi	03:45	01 h 55 m	05:40 Mumbai	₹5,355 per adult
SpiceJet 06:25 Mumbai	06:25	02 h 25 m	08:50 New Delhi	₹5,846 per adult

The Gulf of Execution:

- Finding the Right Filters:** Where are the filter options to narrow down my search based on airlines or preferred flight times? Sometimes it feels like I'm hunting for them.
- Understanding the Interface:** There are a lot of options on the screen – will it be easy to understand the details of each flight and make my selection?

TRIP TYPE: Round Trip FROM: New Delhi, India TO: Mumbai, India DEPART: Sat, Apr 13, 2024 RETURN: Sat, Apr 20, 2024 PASSENGERS & CLASS: 3 Travellers, Economy SEARCH

Popular Filters: Non Stop (₹10,165), IndiGo (₹10,657), Late Departures (₹9,916), Morning Departures (₹9,653), Price Range (₹4,351 - ₹30,800)

Flights from New Delhi to Mumbai, and back

Flight Details	Departure	Duration	Arrival	Price
SpiceJet 06:10 New Delhi	06:10	02 h 10 m	08:20 Mumbai	₹4,351 per adult
SpiceJet 19:35 New Delhi	19:35	02 h 25 m	22:00 Mumbai	₹4,614 per adult
SpiceJet 20:15 New Delhi	20:15	02 h 15 m	22:30 Mumbai	₹4,614 per adult
Air India Express 05:00 New Delhi	05:00	06 h 30 m	11:30 Mumbai	₹5,170 per adult
IndiGo 00:45 Mumbai	00:45	05 h 50 m	06:35 New Delhi	₹5,302 per adult
IndiGo 21:15 Mumbai	21:15	02 h 10 m	23:25 New Delhi	₹5,814 per adult
IndiGo 22:15 Mumbai	22:15	02 h 10 m	00:25 New Delhi	₹5,814 per adult

Cheaper flights with stopovers (₹5,302 - ₹5,617)

Flight Details	Departure	Duration	Arrival	Price
IndiGo 00:45 Mumbai	00:45	05 h 50 m	06:35 New Delhi	₹5,302 per adult

BOOK NOW

What Would Make Booking Easier?

Clear Pricing

MakeMyTrip should clearly display the final price, including all taxes and fees, right next to the base fare. No more guessing!

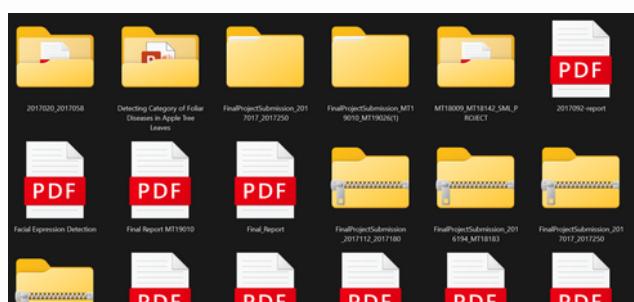
Smart Filtering

Filters for airlines and travel times should be easy to find and use. A clear list of available airlines within the filter would be helpful.

Informative Summaries

Search results should present key flight details (duration, timings) in a way that's easy to compare at a glance. This will help me quickly identify the best option for my needs.

By addressing these points, MakeMyTrip can make booking a flight a smoother and less frustrating experience. I just want to find the perfect flight from New Delhi to Mumbai, and a user-friendly interface can make all the difference!



Likewise, here the element size is big. For the first search, it's quite difficult to find a particular item. The icon is not necessary for searching. It increases reaction time. And users will be more frustrated. Difficult search

Name	Date modified	Type	Size
2017020_2017058	25-02-2024 21:23	File folder	
Detecting Category of Folar Diseases in Apple tree Leaves	25-02-2024 21:23	File folder	
FinalProjectSubmission_20170120250	25-02-2024 21:23	File folder	
FinalProjectSubmission_MT19010_M19026(1)	25-02-2024 21:23	File folder	
MT18009_MT18142_SML_PROJECT	25-02-2024 21:23	File folder	
2017092-report	09-02-2024 19:23	Microsoft Edge PDF ...	3,945 KB
Facial Expression Detection	09-02-2024 19:23	Microsoft Edge PDF ...	2,917 KB

Items are organised properly, and only important details are included. Reduces reaction time. Users get less frustrated. Easy search.

Final amount is displayed in the end when completing the booking with taxes. User have to reach to this page to know the charges.

Filtering provided by this website, increases reaction time of user. Arrangement can be done better. Sub-grouping can help, to remove extra element on main screen. So that it look less jargened. Easy selection.

Only important details on the screen should be kept, specifications can be made hidden, on click it should appear. Here the design took a lot of space. Confusing the user.
(all the three column can be shortened. Only relevant elements to be kept. Remove jargons)

Evaluation of MakeMyTrip UI

The MakeMyTrip UI appears to support interaction at each stage:

- The homepage clearly prompts users to enter travel information.
- Filters allow users to refine search results based on preferences (locations are pre-filled based on this scenario).
- Flight listings provide key information for comparison.
- Clear buttons guide users towards booking the chosen flight.

- Users can review booking details before confirmation.
- The booking process presumably guides users through payment information.
- Confirmation emails provide feedback on successful bookings.



Thank You !!

