|  |  |  |  |
| --- | --- | --- | --- |
| **Heuristics**  **Minjuan Luo 20313326** | **List of violations**   1. **Screen – Violation** | **Recommendations**   * **Violation # – Recommendation** | **Severity (out of 5)** |
| 1. Visibility of system status  *Does system always keep the user informed about what is going on?*  *Does it provide appropriate feedback within reasonable time?* | Fare Selection page: Customers won’t know whether they have selected the correct option or not because the system will then go to the next step of booking procedure | Improve fare selection visibility: Change the select pattern to changing the whole tap’s colour from light to dark and add a confirm button for user for further verification | 2 |
| 2. Match between system and the real world *Does the use words, phrases and concepts familiar to the user?*  *Flag the use of system-oriented terms.*  *Does information appear in a natural and logical order?* | Add passenger page: The title of the passenger can only be selected from Mr, Mrs and Ms but not including a Other or Prefer not to say option.  The information doesn’t follow the natural and logical order as well. The system display Form for first adult and then for the infant and then the second adult, which may cause confusions | Improve customer experience and logic design: add Other option in the title selection region and implement a gender option in the form for every passenger as well including Male, Female and Prefer not to say.  Display same category of the passenger together instead of messing up the information. Try to implement conspicuous tips for every category of people to help customer identify. For adults who’s carrying a baby, provide options to select who’s carrying the baby during flight | 5 |
| 3. User control and freedom *Does the system support Undo and Redo? Are users able to leave an unwanted state without having to go through an extended dialog?* | Add passenger page: the web page don’t provide a undo or redo button when entering passenger information, the system also won’t remember the inputted details when the customer jump to the previous page and then come back | Improve time efficiency: The system will auto remember the inputted passenger information when the user chooses to leave the current state of process even if they didn’t log into the member account. Provide an undo or redo button for every single passenger form to help user save efforts. | 3 |
| 4. Consistency and standards *Does the system follow platform conventions? Users should not wonder whether different words, situations or actions mean the same thing.* | Main page: The system uses different terms interchangeably, causing confusion. For instance, using "select," "pick," and "choose" in different parts of the booking process to mean the same action of choosing a flight can confuse users. | Improve information display: try to use same keyword in every single page of the booking process in order to avoid confusion from customers, especially for customers from non-English-speaking country | 1 |
| 5. Error prevention *Is the system designed to prevent errors from occurring?* | The system doesn’t allow user to input invalid characters or extra space in Add Passenger page; For passenger who’s going to look after the baby, he’s unable to select the seats that don’t have enough space for babies | none | none |
| 6. Recognition rather than recall *Does the design minimise the user’s memory load by making objects, actions, and options visible?* *Users should not have to remember information from one part of the dialog to another.*  *Are instructions for the use of the system visible or easily accessible?* | The whole booking procedure didn’t display the selected options in a specific area including the flight details and departure dates, which may make customer confuse and forget what options had they chose. This makes user hard to verify the information immediately, hence slow up the booking procedure. | The booking system should display all available options clearly. For instance, instead of expecting users to remember the available filters for flight searches, these filters (like price range, airlines, departure times) should be prominently displayed on the search page for users to select without recalling the options from previous interactions. | 4 |
| 7. Flexibility and efficiency of use  *Are accelerators available to expert users to facilitate frequent actions?* | The system doesn’t provide a system short cut when the booking procedure get expired, the user have to re-enter personal information and previous options. | For frequently performed tasks, consider providing one-click actions. For instance, a 'Book Again' feature with an auto-saved form in a specific page that allows users to replicate a previous booking with a single click can be a time-saving accelerator for both new and expert users. | 3 |
| 8. Aesthetic and minimalist design *Dialogues should not contain information which is irrelevant or rarely needed.* | Bag page: The system displays both the default free check-in luggage/cabin bag and extra bag options in the same page, which is irrelevant for the customer and may cause confusion and spending redundant money on selecting those unnecessary add-ons. | For aesthetic optimization: hide the default free luggage details or use a small and simple bar at the top displaying how many free check-in luggage or cabin bag the passenger already have for free, and then display the add-ons below.  Also, implement a design that gradually reveals information as needed. Rather than overwhelming users with an abundance of details on the initial screen, provide options to view more information or additional details only upon user request. | 4 |
| 9. Help users recognize, diagnose, and recover from errors *Are error messages expressed in plain language (no codes)? Do they, precisely indicate the problem, and constructively suggest a solution?* | When entering error inputs, the system will only display there are something invalid in the text box but didn’t highlight which one is the wrong input | Input optimization: If a form has multiple fields and one or more contain errors, visually highlight the fields with issues, making it easier for users to identify and correct the problematic areas.  Where possible, provide alternative solutions or workarounds. For instance, if there's an issue with payment, provide other payment methods or troubleshooting steps. | 2 |
| 10. Help and documentation *Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. This information should be easy to search, focused on the user’s task, list concrete steps, and not be too large.* | The support documents only show short instructions and information for user without referencing an actual link or image attached, which may cause confusions when the user are neophytes for booking system and in need of step and step help | Consider using interactive elements or visual aids like screenshots, diagrams, or videos to support the text-based instructions. Visual aids often simplify complex processes and make customers easier to follow.  Keep the help and documentation up to date. Incorporate user feedback to understand common issues and refine the help resources accordingly. | 3 |