HCI Coursework Presentation

Enhancing the Delta Airlines Website: A User-Centric Approach Through HCI

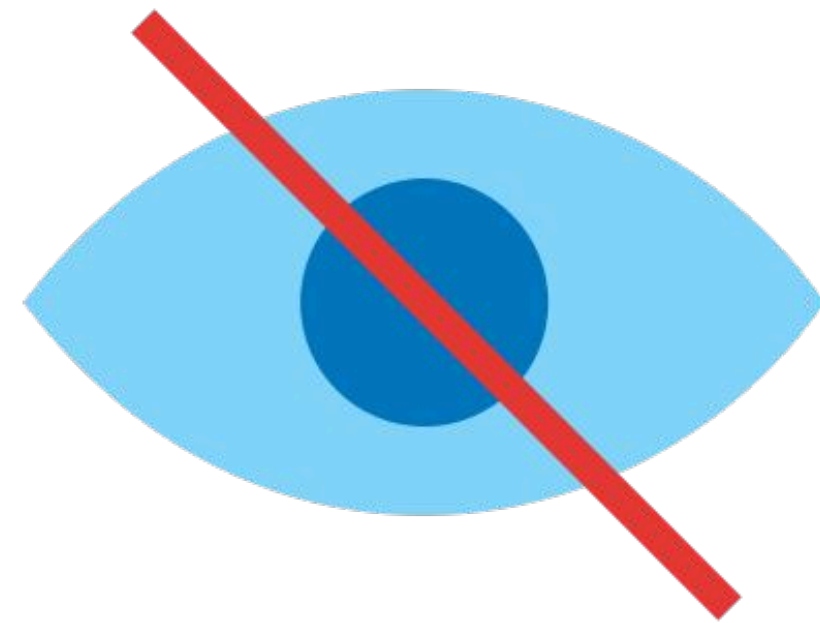OJASVI NATH RUPEAR – SUKD23O1574

1. Introduction

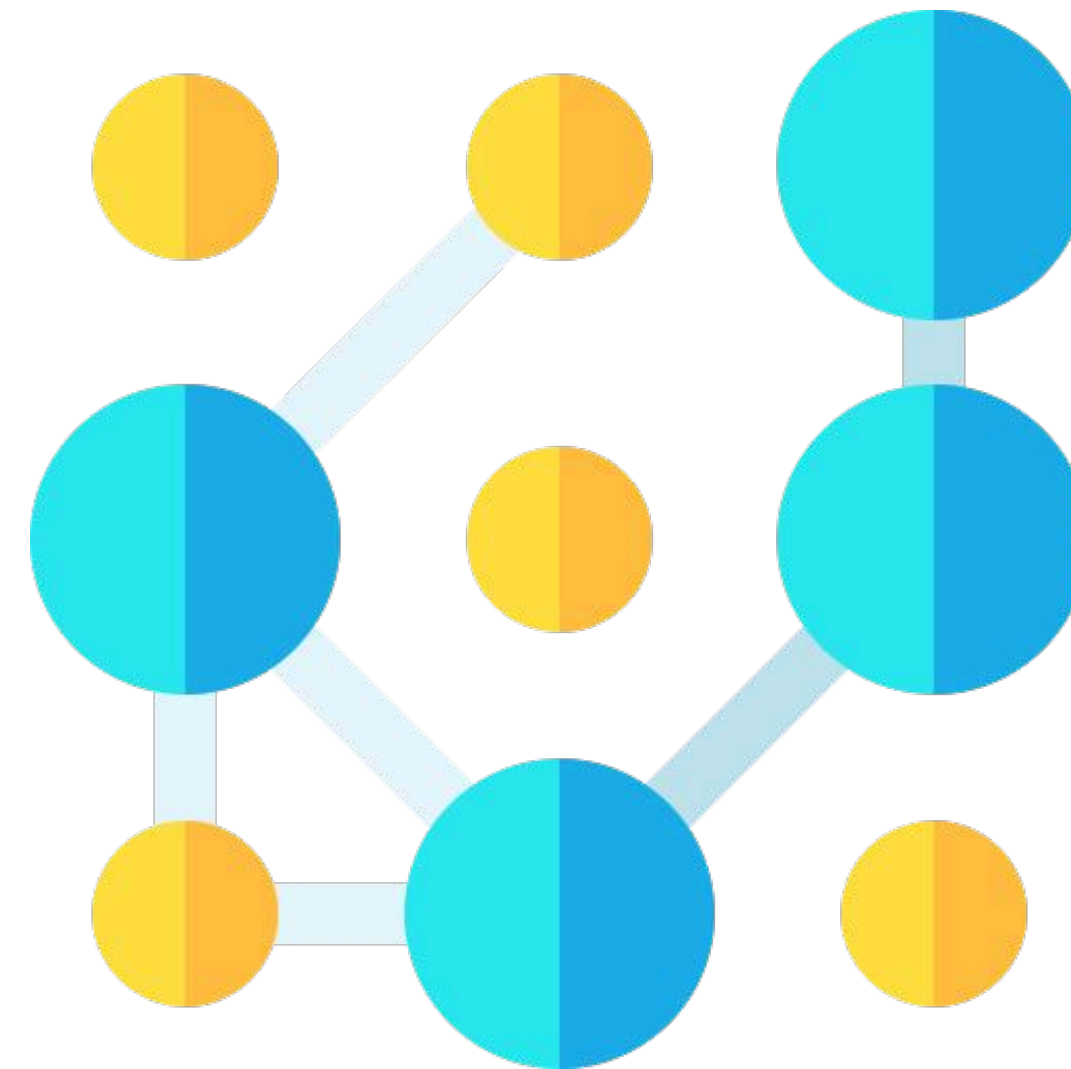Enhancing Delta Airlines' Website: A User-Centric
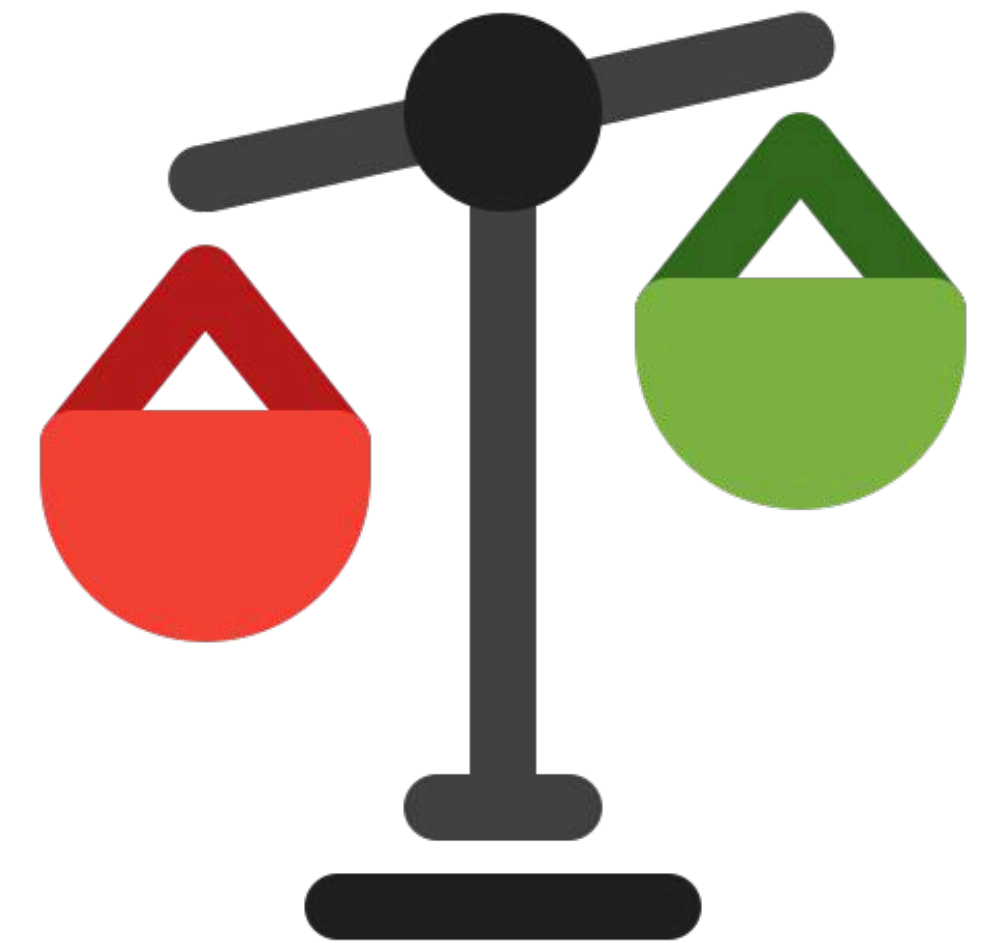
Approach

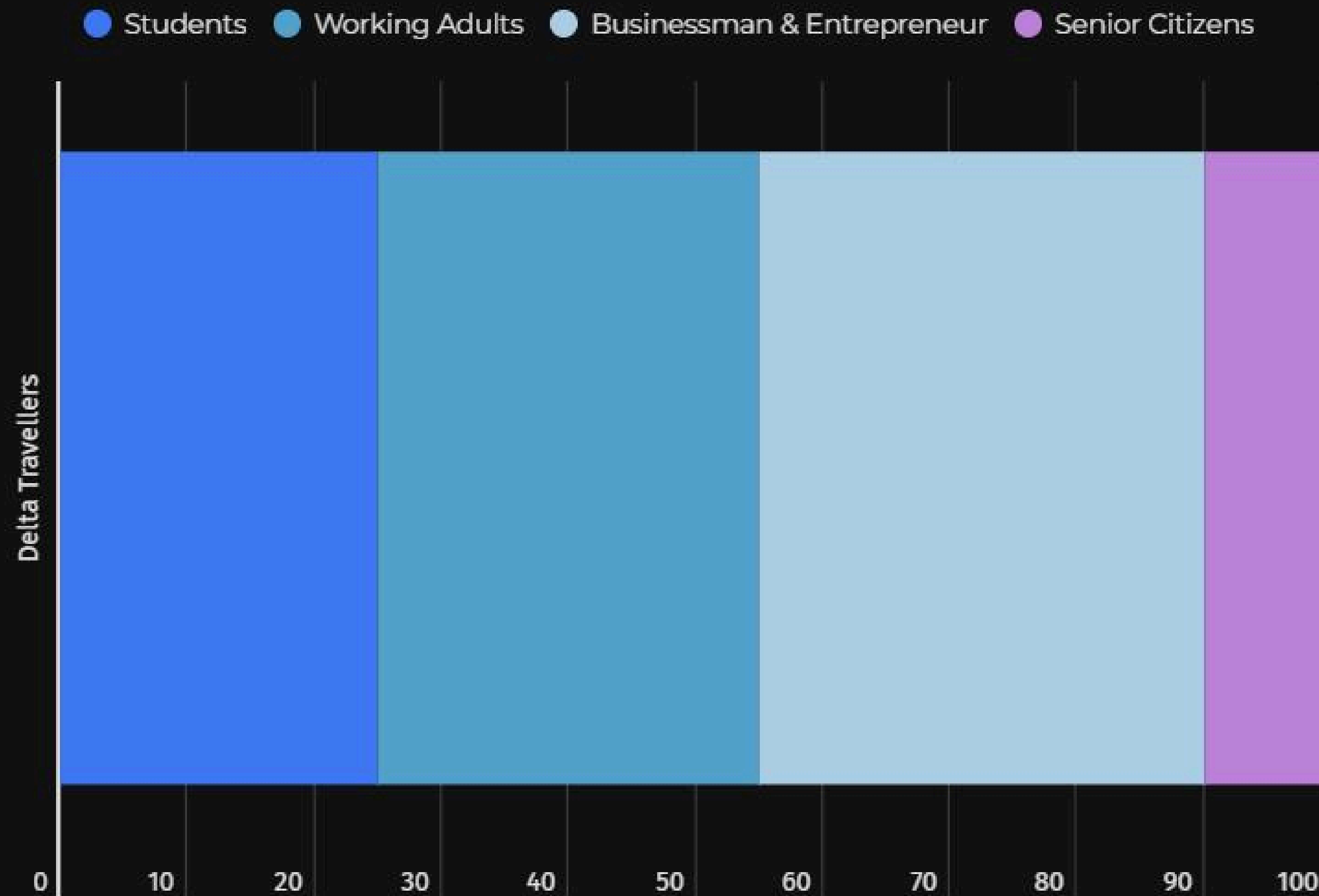## Challenges Identified

Homepage Clutter

Unclear Visual Hierarchy

Complex Search Interface

Inconsistent Design

Process & Methodology (Part 1)

Survey Insight : Demographics

● Students ● Working Adults ● Businessman & Entrepreneur ● Senior Citizens

Delta Travellers

0   10   20   30   40   50   60   70   80   90   100

Demographics: The majority of Delta's passengers are working adults and business travelers.

2. Process & Methodology (Part 1)

Survey Insight : Travel Frequency
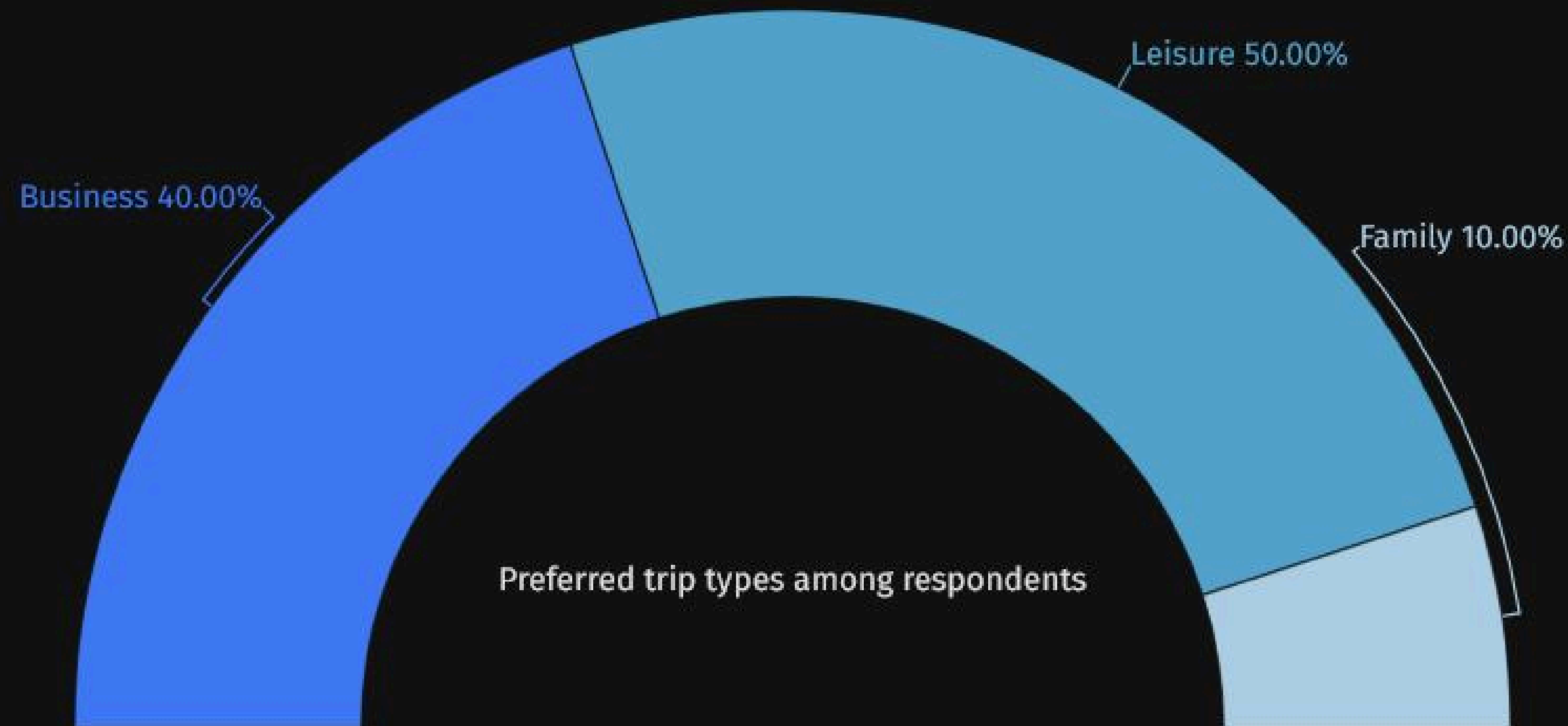

Weekly 10.00%

Yearly 35.00%

Monthly 30.00%

Several times a year 25.00%
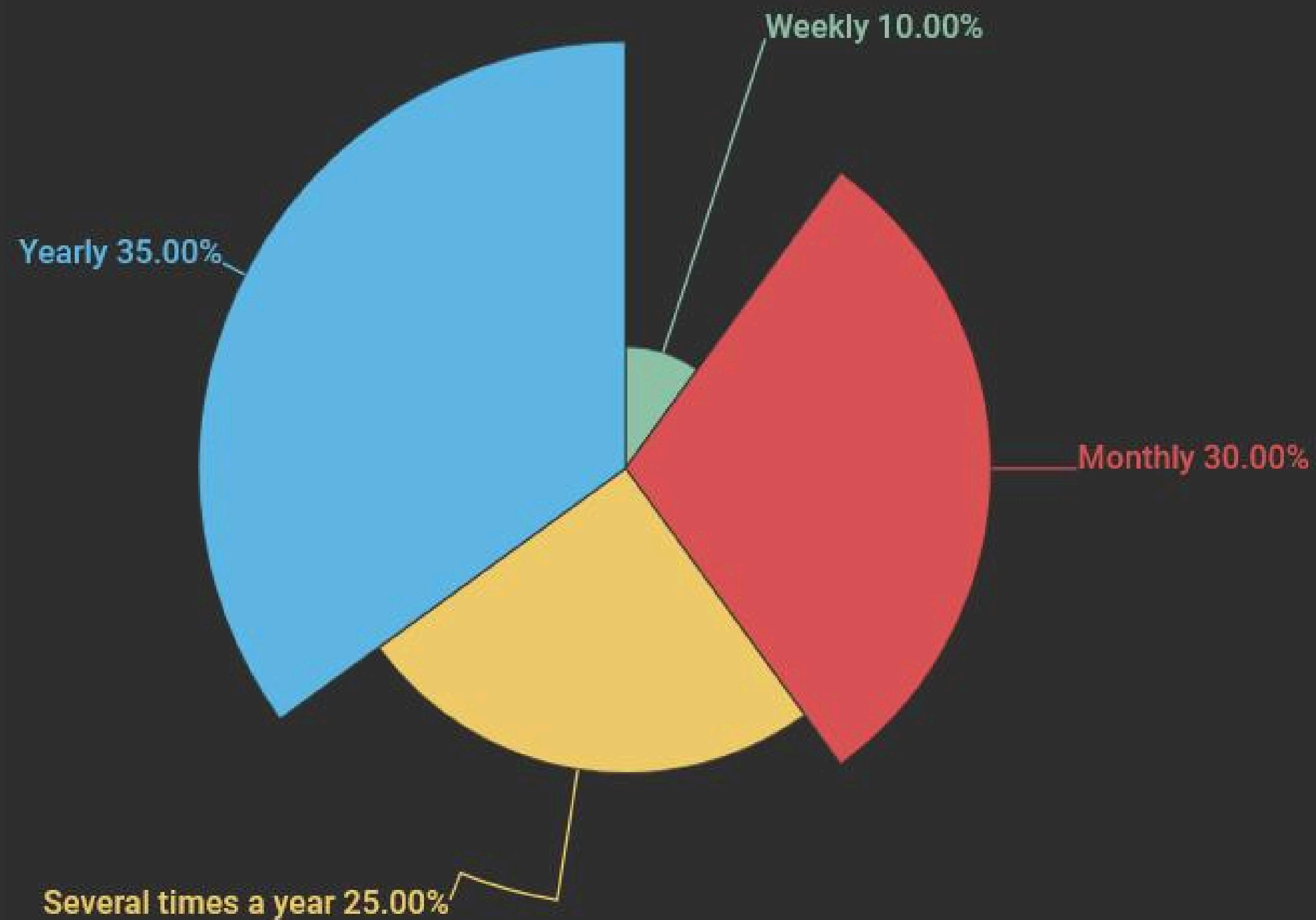
Most respondents travel by air yearly or monthly.

2. Process & Methodology (Part 1)

Survey Insights : Trip Types

Leisure 50.00%

Business 40.00%

Family 10.00%

Preferred trip types among respondents
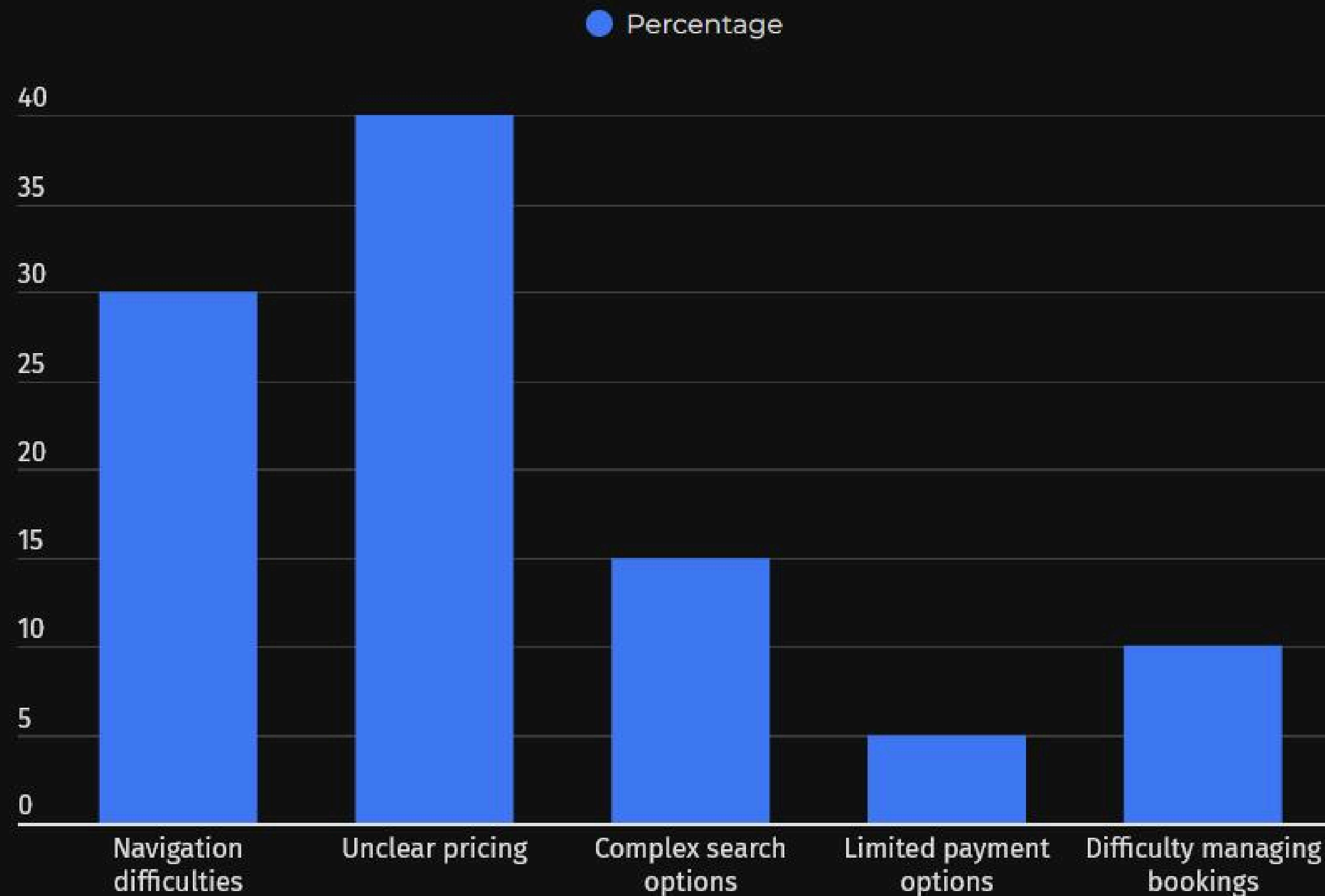
Leisure and business trips are the most common reasons for air travel.
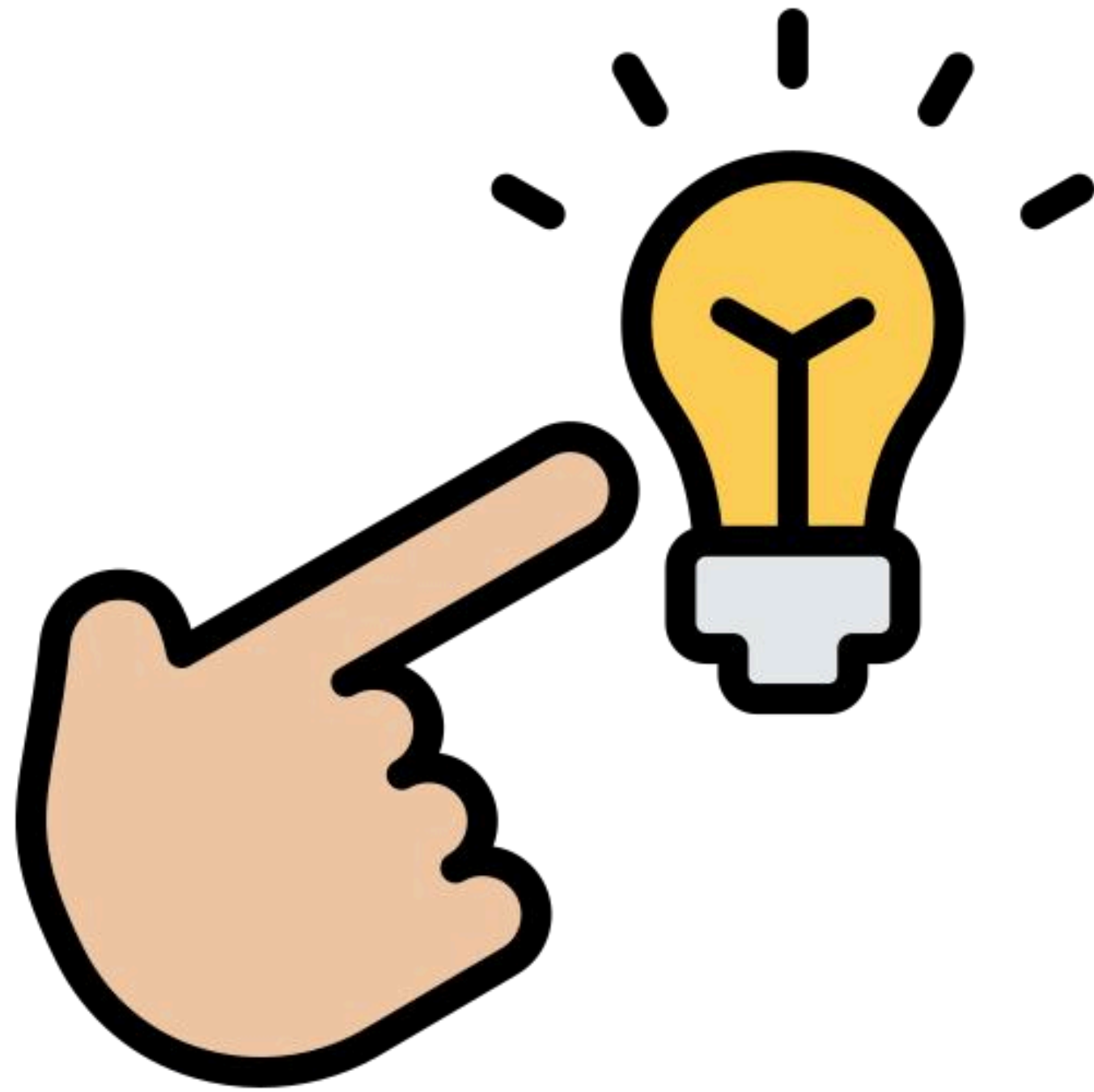
2. Process & Methodology (Part 1)

Survey Insights : Flight Booking Challenges / Pain Points

1. Unclear pricing/hidden fees
2. Navigation difficulties
3. Complex search options
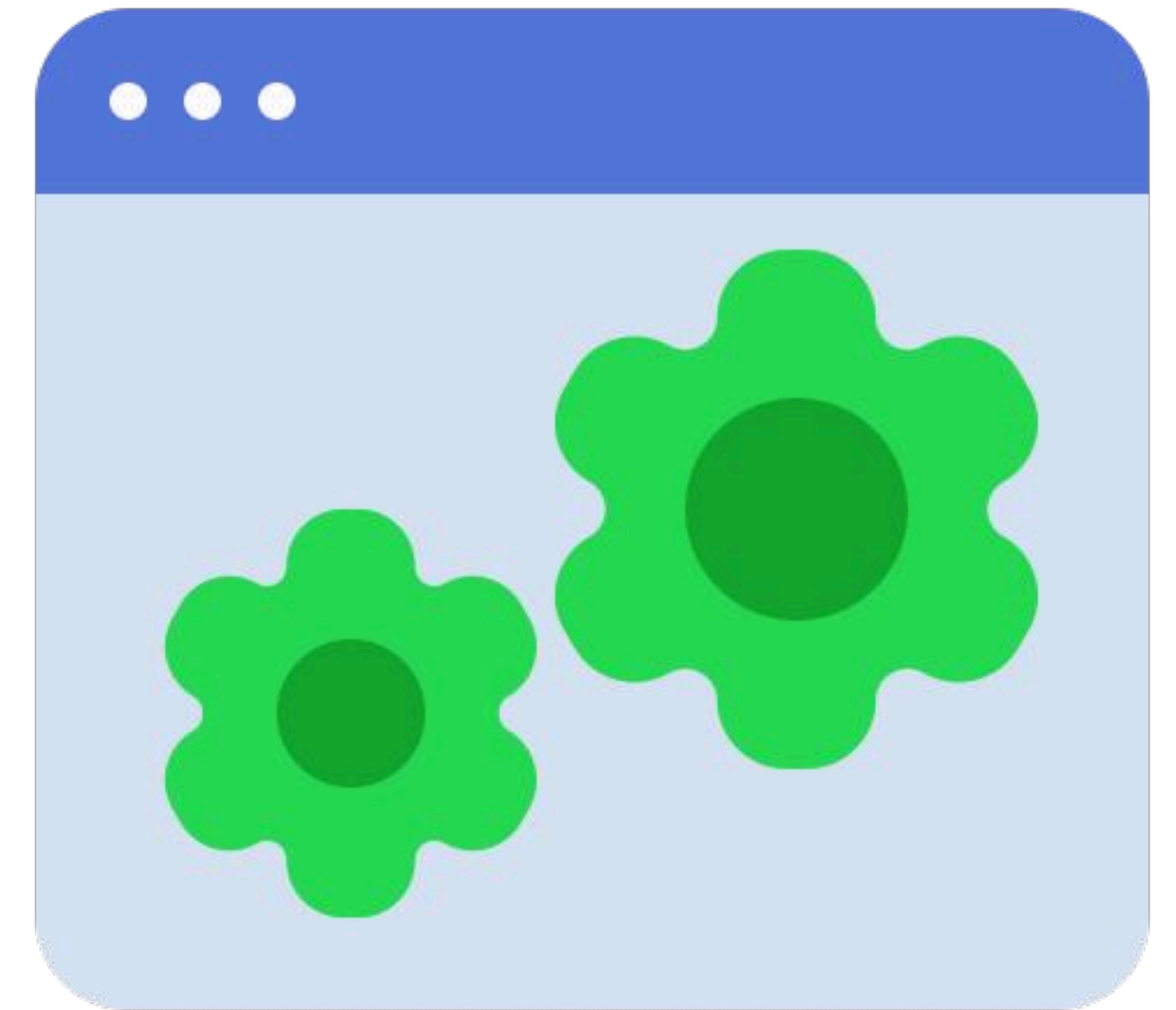
2. Process & Methodology (Part 1)

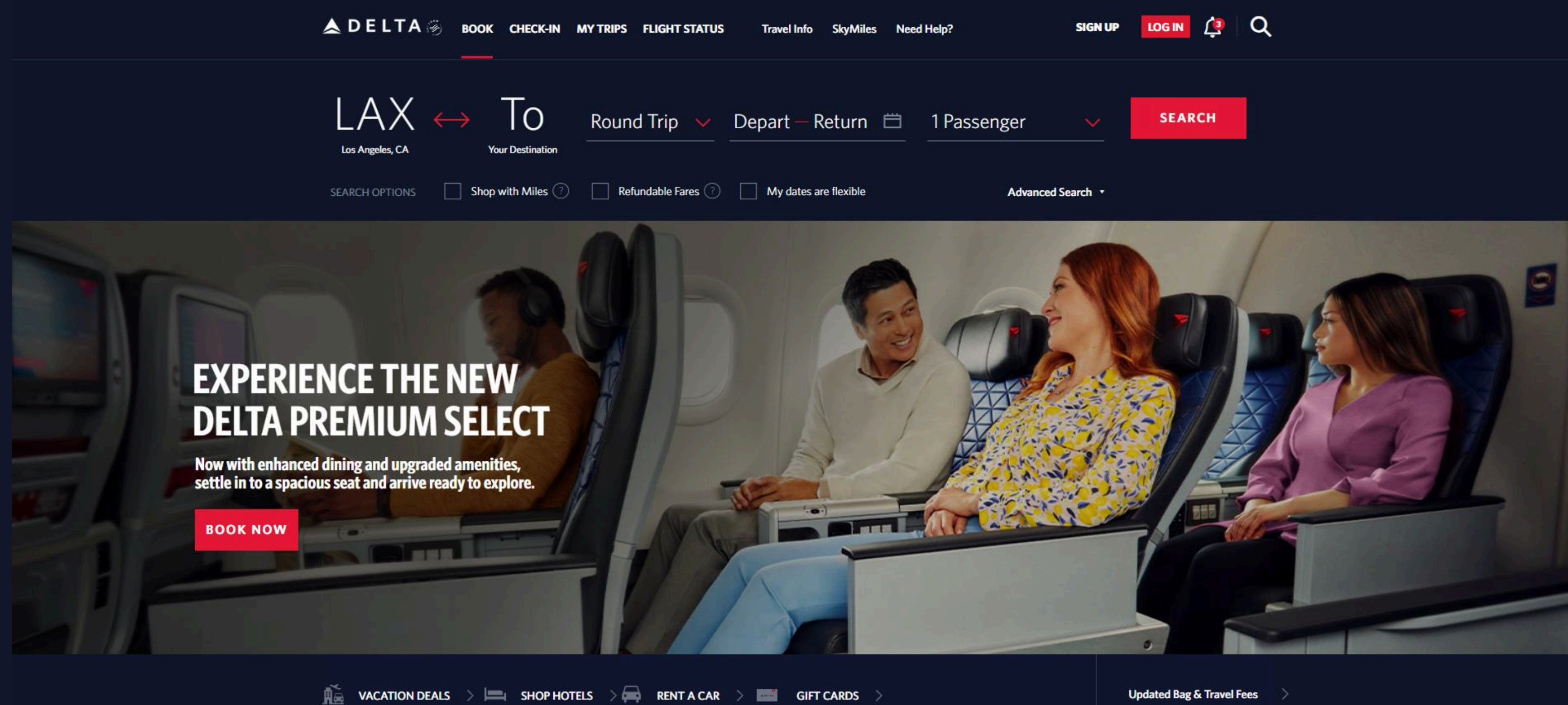Key Recommendations based on Survey Insight

1. Simplify navigation.

2. Enhance price transparency.

3. Optimize web app performance.

3. Heuristic Evaluation

Jakob Nielsen's 10 Usability Heuristics as a framework : **Key Issues Identified**

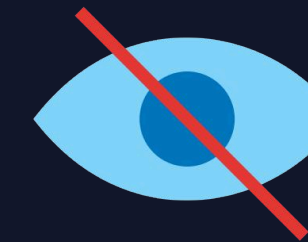

Home Page – Delta Airlines website

Key Issues

The website's design is cluttered.

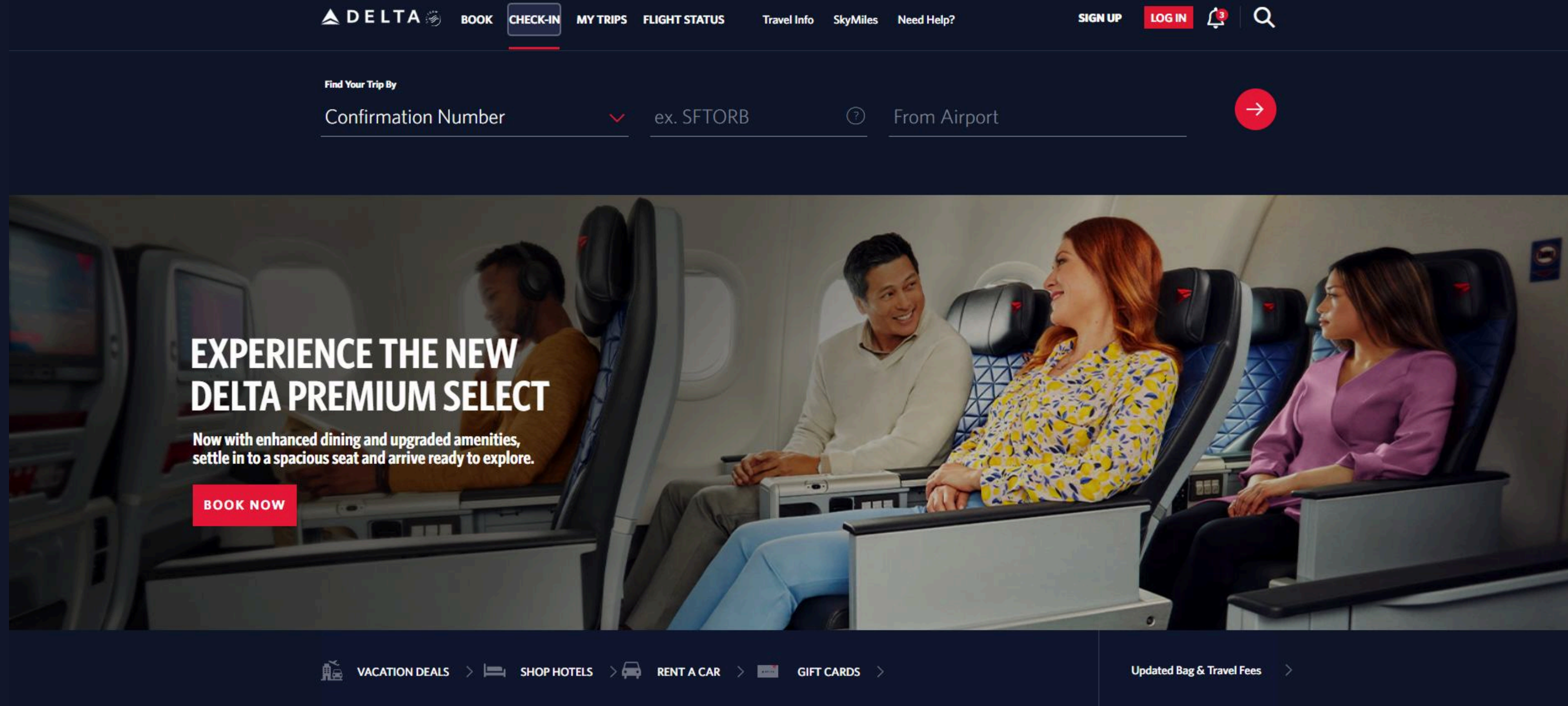Multiple Content Sections

Lacks of Visuals and Icons

Solutions

1. Transform into aesthetic and minimalist

2. Implement Visuals and Icons

3. Heuristic Evaluation

Jakob Nielsen's 10 Usability Heuristics as a framework : **Key Issues Identified**
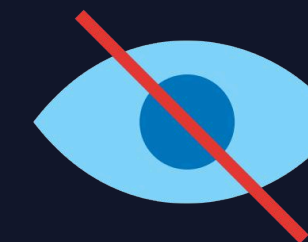

Check-In Page of Delta Airlines Website

Key Issues

 The website's design is cluttered.

 Multiple Content Sections
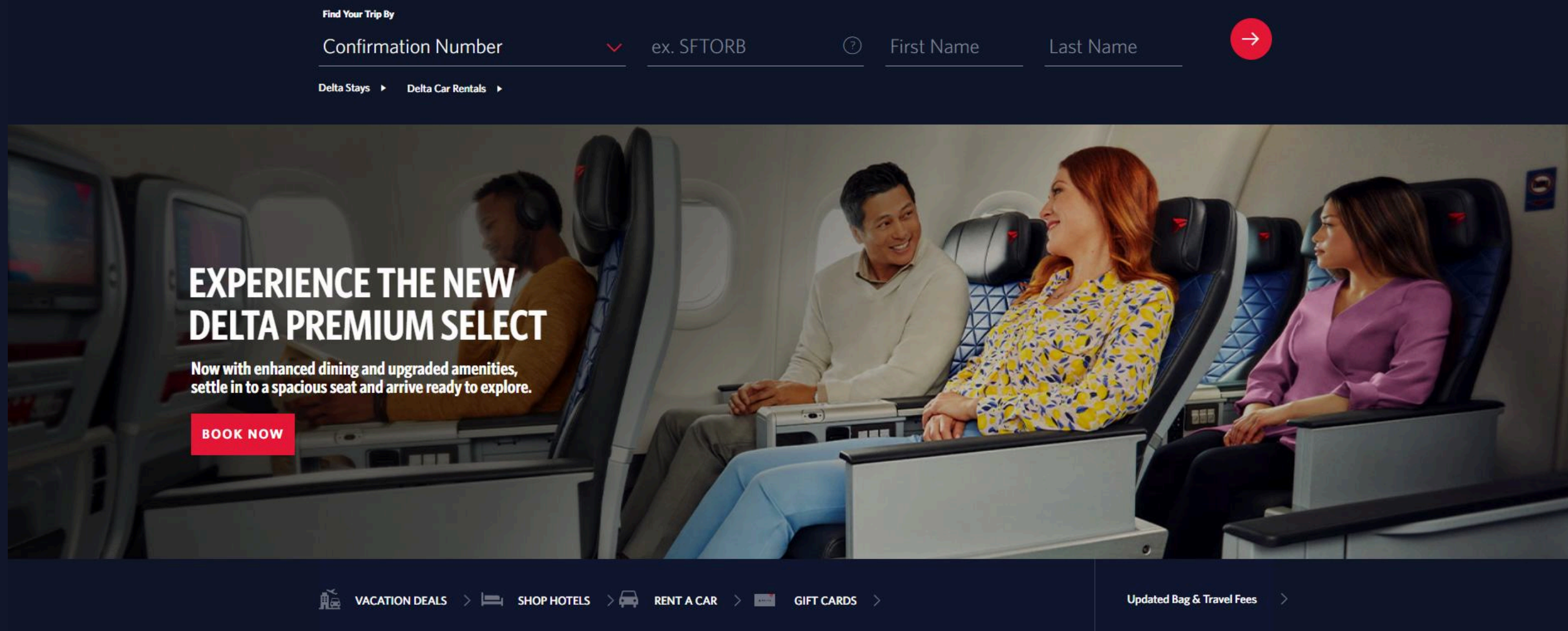
 Lacks of Visuals and Icons

Solutions

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Jakob Nielsen's 10 Usability Heuristics as a framework : **Key Issues Identified**

My-Trips page on Delta Airlines Website

Key Issues

 The website's design is cluttered.

 Multiple Content Sections

 Lacks of Visuals and Icons

Solutions

1. Transform into aesthetic and minimalist
2. Implement Visuals and Icons

3. Heuristic Evaluation

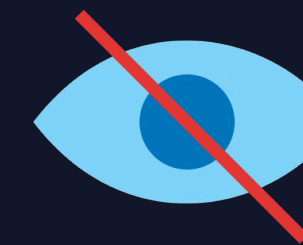Jakob Nielsen's 10 Usability Heuristics as a framework : **Key Issues Identified**
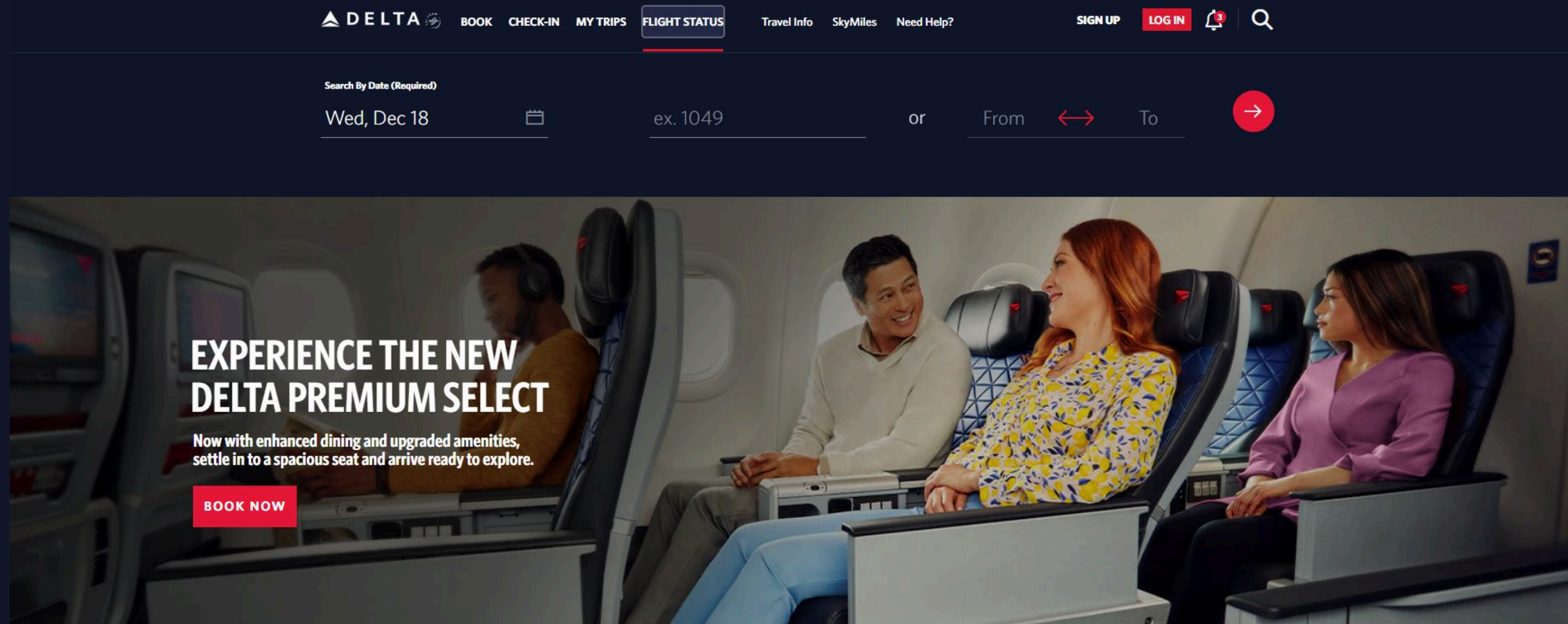
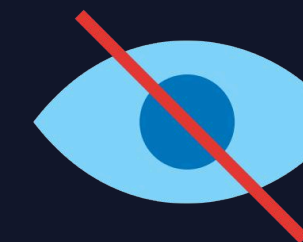
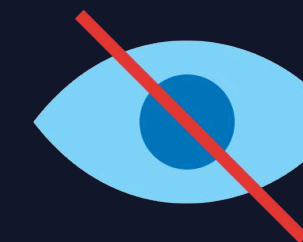
Flight Status Page – Delta Airlines Website

Key Issues

 The website's design is cluttered.

 Multiple Content Sections

 Lacks of Visuals and Icons

Solutions

1. Transform into aesthetic and minimalist
2. Implement Visuals and Icons

3. Heuristic Evaluation

Jakob Nielsen's 10 Usability Heuristics as a framework : **Key Issues Identified**

Key Issues

The website's design is cluttered.

Multiple Content Sections

Lacks of Visuals and Icons

Sign-In Page – Delta Airlines Website

Solutions

1. Transform into aesthetic and minimalist

2. Implement Visuals and Icons