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On this assignment, I am tasked to evaluate two websites by detecting problems and errors throughout the user journey (from searching for the best flights to successfully booking a ticket to Oslo, Norway). I will be using the Usability Heuristics to label the type of violation these mistakes fall under and I will be rating each one based on the severity of the error. The severity rating scale is as follows:

0 - don't agree that this is a usability problem
1 - cosmetic problem
2 - minor usability problem
3 - major usability problem; important to fix
4 - usability catastrophe; imperative to fix

The five specific issues found on Orbitz.com are as follows:

1) Search result page

- Violation: Minimalism- cluttered and not minimalistic. The filter options are laid out to the left side, and are not organized in an elegant way. Showing too many options will tend to distract the users from the main goal of booking a flight and disrupts the flow of the user journey, from search to purchase.
- Severity: 3 – major usability problem; important to fix.

2) Redundant Information

- Violation: Minimalism – Having the search bar with the dates indicated at the top of the page and the heading with the same dates searched is quite redundant. They should tuck away the search bar and have a drop-down icon that says "Modify Search" to bring it up if needed.
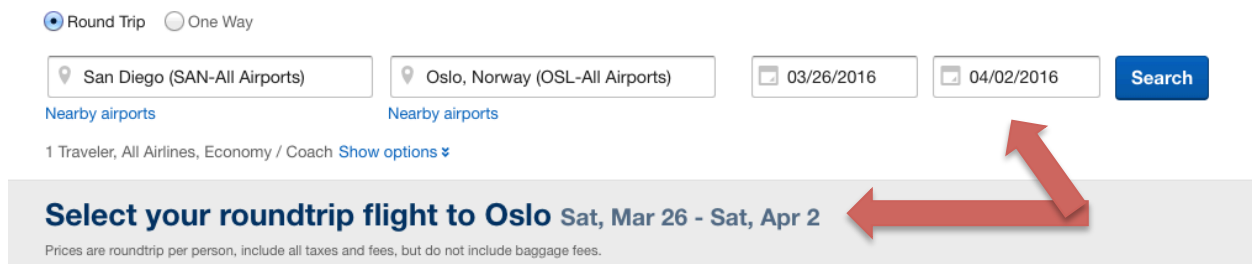- Severity: 1 – cosmetic problem.

3) Orbucks, what is it?

- Violation: Help & Recognition – Orbitz is trying to get users to join their points rewards system by simply logging in. However, there is no "help/explanation balloon" (to provide users a hint of what it is) or any descriptors indicated anywhere on the page to explain what Orbucks is. This will lead users to become skeptical in participating due to lack of information, or even ignore this step completely.
- Severity: 4- usability catastrophe; imperative to fix.
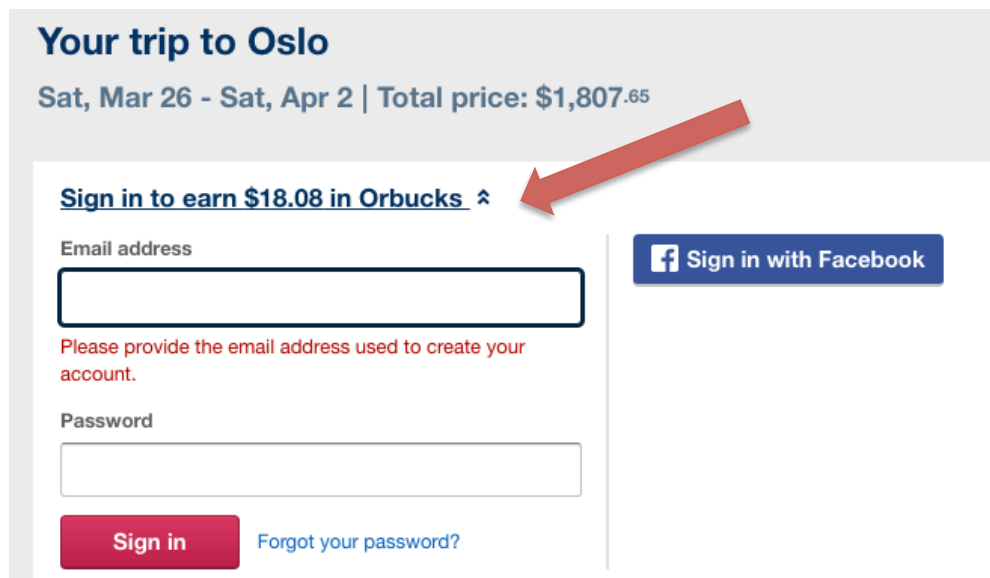
4) Traveler Information page

- Violations: Error Recovery & Freedom – The checkout process does not allow you to click on the "traveler info" icon to go back to that page, which makes it inefficient in recovering from errors. The user should be able to go back to the traveler info page easily so they can edit important information that's required for travelling.
- Severity: 3 – major usability problem; important to fix.
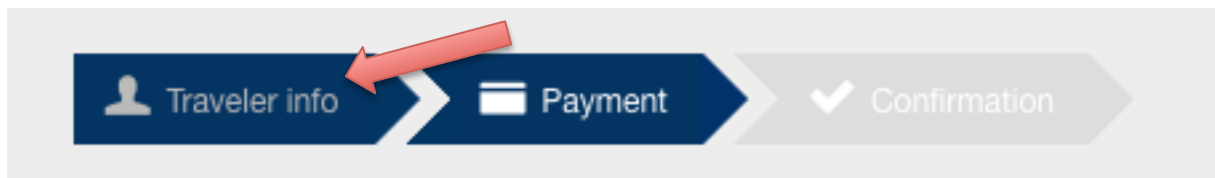
5) Passport Country

- Violation: Freedom: The Passport country field is only a drop-down menu, and when clicked, the user would have to scroll through a long list of countries. It would be much easier for the user to be able to type in the country and have it narrow down the option of countries.
- Severity: 1- Cosmetic problem.