

Justfly.com Usability Heuristic Evaluation

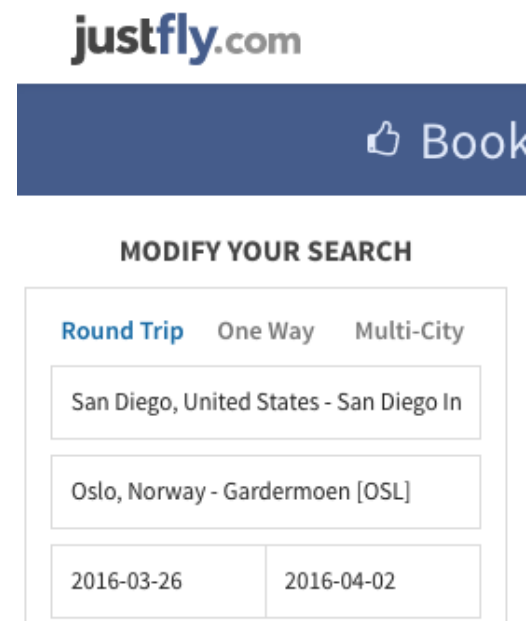
On this assignment, I am tasked to evaluate two websites by detecting problems and errors throughout the user journey (from searching for the best flights to successfully booking a ticket to Oslo, Norway). I will be using the Usability Heuristics to label the type of violation these mistakes fall under 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 Justfly.com are as follows:

1) Date format

- Violation: Mapping – Using familiar metaphors and language. The date format may be unfamiliar with U.S. users, who are more familiar with the Month/Day/Year format, rather than the Year/Month/Day format. This has the potential to cause confusion with users as they may easily misread the date (ie. 2016-10-05 may be misread by U.S. users as May 10, 2016, instead of October 05, 2016).
- Severity: 2 - minor usability problem.



The screenshot shows the Justfly.com logo at the top. Below it is a dark blue bar with a white thumbs-up icon and the word "Book". Underneath is a section titled "MODIFY YOUR SEARCH". This section contains three tabs: "Round Trip" (selected), "One Way", and "Multi-City". Below the tabs are three input fields. The first field contains "San Diego, United States - San Diego In". The second field contains "Oslo, Norway - Gardermoen [OSL]". The third field is a date range with two boxes: the first contains "2016-03-26" and the second contains "2016-04-02".

2) Airline Filter

- Violation: Minimalism – The airline filter above the list of search results is taking up too much space on the “above the fold” area of the website. This then pushes down the list and only shows 1 item of the search result within that area. Consequently, it makes the top page look a bit cluttered and

confusing. This airline filter should be off to the side as a drop down menu, rather than on the top of the list of the search results.

- Severity: 2 - minor usability problem.

The screenshot shows the justfly.com search results page. The search is for a round trip from San Diego (SAN) to Oslo (OSL) on March 26th, 2016, to April 2nd, 2016, for 1 passenger in Economy class. The page displays a list of airlines with their respective fares. A red arrow points to the 'Show All Fares' link. The page also includes a 'FILTER YOUR RESULTS' section with options for stops (1 Stop, 2+ Stops) and a 'SELECT' button.

Airline	Non-Stop/1 Stop	2+ Stops
Finnair	\$2,224.99	\$798.99
British Airways	\$2,224.99	\$820.99
Finnair	\$3,216.99	\$1,384.00
Scandinavian AirL...	---	\$2,641.00

Final total price (taxes & fees incl.) = \$1,302.00 + \$124.56 (taxes) = \$1,426.56

3) Loading Status

- Violation: Visibility – After I clicked search, it took more than 5 seconds for the flight results to populate. They should have a system status showing fractional progress of populating the search results.
- Severity: 2 - minor usability problem.

justfly.com

Confirming your flight availability.

San Diego (SAN) to Oslo (OSL)



4) Small Labeling

- Violation: Error Prevention. This page shows results with lower prices, but for alternative dates. This has a potential for user error as the label is too small and off to the right side. The users who look at the list may think it's for the specific dates they requested. As such, it should have been placed to the left side where the "only 1 ticket left at this price!" icon is. It should also have a larger font so that users are aware that the prices below it are for other dates, not the one originally requested.
- Severity: 4 - usability catastrophe, imperative to fix.

MODIFY YOUR SEARCH

Round Trip One Way Multi-City

San Diego, United States - San Diego In

Oslo, Norway - Gardermoen [OSL]

2016-03-24 2016-04-04

1 Passenger ▾

SEARCH

Economy ▾

FILTER YOUR RESULTS

Stops All Clear

☒ 1 Stop \$1333

☒ 2+ Stops \$1305

From San Diego (SAN) to Oslo (OSL) - Thu Mar 24th, 2016 to Mon Apr 4th, 2016

Prices are per person, include all taxes and fees, but do not include baggage fees.

Instant Savings: Discount up to \$19 Off*
Don't miss out. Fares Change Frequently - **Book Now!**

Lowest Price **\$1305** Shortest Time \$2448 Most Popular \$1310 Flexible Dates **\$1053**

Only 1 ticket left at this price! We found a better price for your trip on alternate dates.

\$923⁵⁰ + \$129⁴⁰ (taxes) = **\$1,052⁹⁰**

Final total price (taxes & fees incl.)

Sn Brussels Flight 8848 ⓘ	6:15am Wed Mar 23 2:11pm Wed Mar 23 Operated by United ⌚ 4h 39m layover in Washington (IAD)	San Diego (SAN) Washington (IAD)	Economy 4h 56m
Sn Brussels Flight 8802 ⓘ	6:50pm Wed Mar 23 7:15am Thu Mar 24 Operated by United ⌚ 7h 50m layover in Brussels (BRU)	Washington (IAD) Brussels (BRU)	Economy 7h 25m

5) Final Step page

- Violation: Minimalism and Visibility. The "final step" page of the booking process is misleading because it is a very long page that contains various forms to be filled out by the user. Specifically, this page has the trip summary, traveller's information, seat choices, travel insurance purchase, price breakdown, billing information, and account sign-up, all in one page. This could have been broken down into three or four subpages so that a "next step" feedback can be provided on the booking process.
- Severity: 4 - Usability catastrophe, imperative to fix.

Review Your Trip Details & Book

This is the last step - only a couple more minutes and you're done!

YOUR ITINERARY

< Back to Results

You got the best price possible!
Congratulations!

Free Cancellations

Finnair Flight 5452	Boeing 777	8:25 AM	Thu Mar 24	San Diego, United States (SAN)	Economy	10h 30m
Operated by British Airways						
17h 35m layover in London (LHR)						
Finnair Flight 5902		7:30 AM	Fri Mar 26	London, United Kingdom (LHR)	Economy	2h 10m
Operated by British Airways						
10:40 AM						
Oslo, Norway (OSL)						

Total Trip Time (incl. layover/s): 30h 15m 1 Stop - 6371c1fd10

Finnair Flight 658	Embraer EMB 190	8:25 AM	Mon Apr 4	Oslo, Norway (OSL)	Economy	1h 20m
Operated by Nordic Regional Airlines						
15h 25m layover in Helsinki (HEL)						
Finnair Flight 5	Airbus A330-300	2:10 AM	Tue Apr 5	Helsinki, Finland (HEL)	Economy	8h 40m
Operated by American Airlines						
2h 10m layover in New York (JFK)						
Finnair Flight 5741	Boeing 737-800	6:00 AM	Tue Apr 5	New York, United States (JFK)	Economy	6h 5m
Operated by American Airlines						
9:05 AM						
San Diego, United States (SAN)						

Total Trip Time (incl. layover/s): 33h 40m 2 Stops

Fare Rules - Baggage Fees

TRAVELLER INFORMATION

* REQUIRED INFORMATION
sign in to book faster!

IMPORTANT: Each passengers' full name must be entered as it appears on their passport or government issued photo ID. Name changes are not permitted after booking.

PASSENGER 1: Adult (primary contact) - 6371c1fd10

Gender *

Male

First Name *

Middle Name

Last Name *

Date of Birth *

Mar

6

1993

NEED HELP?

Our team of professional travel experts are ready to help! Call us and we'll help you plan the perfect vacation for you and your family.

CALL US TOLL FREE 24/7

1-800-717-5015

Secure SSL Booking

Your personal information is encrypted and secure.

Rated #1 Travel Agency by PK & Associates

Best e-commerce site award 2014

cheap, quick and easy!

Frequent Flyer Airline (optional) and meal request

BEST PURCHASE GUARANTEE

Think you might change your mind for this flight? Protect yourself with our Best Purchase Guarantee. This allows you to cancel your flight within 24 hours of booking totally free... no questions asked.

Yes, I'd like to take advantage of the Best Purchase Guarantee benefits!

No thanks, I decline the Best Purchase Guarantee plan.

CHOOSE YOUR SEATS FOR THIS TRIP (optional)

You can either select a general preference with regards to window or aisle seating, or choose a specific seat.

- Don't get separated from your friends and family
- Relax knowing you have your seat preference right away
- Choose among a selection of mainly window and aisle seats

Flight 1	Flight 2	Flight 3	Flight 4	Flight 5
SAN > LHR	LHR > OSL	OSL > HEL	HEL > JFK	JFK > SAN

THE SEAT MAP FOR THIS FLIGHT ISN'T AVAILABLE.

Would you like to select your seating preference?

- Request whatever seat is available
- Request aisle seat
- Request window seat

Disclaimer: We do not guarantee that your requested seat will be confirmed. The confirmation of the seat you've requested is contingent upon the airline's guidelines for the chosen fare type.

Clear all selections

Flight 1	Flight 2	Flight 3	Flight 4	Flight 5
SAN > LHR	LHR > OSL	OSL > HEL	HEL > JFK	JFK > SAN
MaryJane -	---	---	---	---

Sub Total Price \$0.00
Seating Assignment \$0.00
Fee \$0.00
Total Seat Selection \$0.00
Price:

We are transmitting your seat request to the airline directly. The confirmation of the seat you've requested is contingent upon the airline's guidelines for the chosen fare type.

CHOOSE AN INSURANCE PLAN

(Limits are per person, plan limits also apply)



Travel With Confidence. Travel With Us.

NEED HELP?

Our team of professional travel experts are ready to help! Call us and we'll help you plan the perfect vacation for you and your family.

CALL US TOLL FREE 24/7

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Secure SSL Booking

Your personal information is encrypted and secure.

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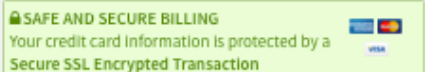
cheap, quick and easy!

(Limits are per person, plan limits also apply)



TravelProtector BASIC	TravelProtector PREFERRED	TravelProtector DELUXE
Trip Cancellation - Up to 100%	Trip Cancellation - Up to 100%	Trip Cancellation - Up to 100%
Trip Interruption - Up to 100%	Trip Interruption - Up to 150%	Trip Interruption - Up to 150%
Travel Delay - \$300	Travel Delay - \$600	Travel Delay - \$1000
Baggage and Personal Effects - \$500	Missed Cruise Connection - \$500	Missed Cruise Connection - \$1000
<input type="radio"/> Add this plan for just \$48.00 Terms & Conditions	<input type="radio"/> Add this plan for just \$60.00 Terms & Conditions	<input type="radio"/> Add this plan for just \$116.00 Terms & Conditions
Expense - \$15,000 No thanks, I don't want to be protected for my trip. - Emergency Medical or Dental Assistance - \$50,000	Baggage Delay - \$450 Expense - \$30,000	Expense - \$50,000
PRICE SUMMARY Air Flight San Diego to Oslo Travel Agent \$10,000 \$1,000 24-Hour Round Trip Passenger 1: Adult Emergency Best Purchase Guarantee Services - YES Concierge Services - YES	Emergency Assistance - \$500,000 Travel Accident - \$25,000 24-Hour Emergency Assistance Services - YES Concierge Services - YES	Emergency Assistance - \$1,000,000 Travel Accident - \$25,000 24-Hour Emergency Assistance Services - YES Concierge Services - YES

YOUR BILLING INFORMATION



PAYMENT INFORMATION

Card Type * Exp. Date * CVV# *

Card Number * - Select Month Year

First Name * Last Name *

BILLING INFORMATION

Billing Address * Apt/Suite # City *

Country * Region * Zip Code *

and secure.



JustFly.com

- Rated #1 Travel Agency by PK & Associates
- Best e-commerce site award 2014
- Negotiates the best deals with over 440 airlines
- Shop, quick and easy!

Card Type * Exp. Date * CVV# *

Card Number * - Select Month Year

First Name * Last Name *

BILLING INFORMATION

Billing Address * Apt/Suite # City *

Country * Region * Zip Code *

Billing Phone Number * ext. United

TELL US WHERE TO SEND YOUR CONFIRMATION

Please enter the email address where you would like to receive your confirmation.

Email Address * Confirm Email Address *

Please send me travel deals and special offers.

CREATE A JUSTFLY ACCOUNT FOR FASTER CHECKOUT AND EASY ITINERARY ACCESS. (optional)

Enter a password to create an account using the email address above.

Password * Confirm Password *

The password must be 6 characters or longer

REVIEW AND BOOK

Traveler names must match government-issued photo ID exactly. Name changes are not allowed.

Passenger 1: **MaryJane Sahagun** [[Make changes](#)]

Don't forget to ensure that the departure time and date for your flight is accurate. Please note that your tickets are non-transferable and you will be unable to make a name change to your ticket. The majority of airlines have a policy that make the cost of their tickets non-refundable (refer to Fare Rules). Our service fees are non-refundable. Taxes and our service fees are included in the total ticket cost. Routing and date changes are subject to airlines rules and our fees, should these changes be allowed by the airline. Fares are not guaranteed until tickets have been issued.

By completing this booking I agree that I have read and agree to the JustFly.com [Terms of Use](#) and the [Privacy Policy](#).

CONFIRM & BOOK

Your transaction and personal information are secure.