

# Heuristic Evaluation

# CheapFareGuru.com

Flight Tickets, Airline Tickets

www.cheapfareguru.com

**CheapFareGuru.com**  
Cheap Flights Since 1990

Home | Customer Support 24 X 7  
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Hi it's Sunday 20 Mar 16

**Flights** **Hotels** **Cars** **Insurance** **Vacation** **Go India** **Guru Guide**

**Book Cheap Flights & Save BIG!**

**Round Trip** **One Way** **Multiple City**

**Leaving From:** city or airport  
Please Enter Depart City or Airport Code

**Going To:** city or airport  
Please Enter Arrival City or Airport Code

**Depart Date:** mm/dd/yyyy      **Return Date:** mm/dd/yyyy  
**Select Date**       **Select Date**

**Adult**  **Child**  **Infant**  **Cabin / Class**

**Trusted Norton SECURED**  
powered by VeriSign secure payment site

**Search Flights**

**Guest Talk's** [About Us](#) [\\$ Saver Tips](#) [Why Us?](#) [Guru Deals »](#)

"Cool Got it. Am getting good deal and quick response from you people, will recommend for friends. Regards, Sathiya...."  
Salai Sathiyajothi

"Thank you for your service, I should enjoy the coming flight soon. You send every flight change information as soon as possible, you have done very good job. Canny, I hope you have ver...."  
Li Yue Lee  
[More Talk's »](#)

**Activities »**

**Adventure** **Beaches** **Casino** **Family Fun**

**Browse By Map »**



**Domestic Flights** **Europe Deals** **Asia Deals**

Airline Ticket Sale

**Cheap Flights**

 <a href="#">Atlanta Cheap Flights</a>	 <a href="#">Chicago Cheap Flights</a>
 <a href="#">New York Cheap Flights</a>	 <a href="#">Las Vegas Cheap Flights</a>
 <a href="#">Miami Cheap Flights</a>	 <a href="#">Dallas Cheap Flights</a>
 <a href="#">San Diego Cheap Flights</a>	 <a href="#">Phoenix Cheap Flights</a>
 <a href="#">Orlando Cheap Flights</a>	 <a href="#">Seattle Cheap Flights</a>

## SCOPE

Perform a heuristic evaluation of CheapFareGuru.com

## TASK

Purchase a round-trip ticket from your home city, next Saturday, to any destination you like. Stop before actually purchasing the ticket.

Start on the home page and work through the task. Find at least 5 violations using Jakob Nielsen's 10 usability heuristics as general principles to follow.

## METHODOLOGY

### 10 Usability Heuristics

- Visibility
- Mapping
- Freedom
- Consistency
- Error Prevention
- Recognition
- Flexibility
- Minimalism
- Error Recovery
- Help

### Severity Rating

- 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 screenshot shows the homepage of CheapFareGuru.com. At the top, there is a navigation bar with links for Flights, Hotels, Cars, Insurance, and Vacation. Below the navigation is a large search form titled "Book Cheap Flights & Save BIG!". The search form includes fields for "Leaving From" and "Going To", both with placeholder text "Please Enter Depart City or Airport Code". It also has fields for "Depart Date" and "Return Date", each with a "Select Date" button. Below these are dropdown menus for "Adult" (set to 1), "Child" (set to 0), "Infant" (set to 0), and "Cabin / Class" (set to Economy). A "Norton SECURED" logo with "powered by VeriSign" is present. On the right side of the search form is a large orange "Search Flights" button. Below the search form, there is a section for "Guest Talk's" with two reviews:

- "Cool Got it. Am getting good deal and quick response from you people, will recommend for friends. Regards, Sathiya...." - Salai Sathiyajothi
- "Thank you for your service, I should enjoy the coming flight soon. You send every flight change information as soon as possible, you have done very good job. I hope you have ver...." - Li Yue Lee

At the bottom of the page, there is a "Activities" section with four categories: Adventure, Beaches, Casino, and Family Fun, each with a small thumbnail image. To the right, there is a map of the United States with state abbreviations and a sidebar with links for Atlanta, New York, Miami, San Diego, and Orlando cheap flights.

## VIOLATION

Aesthetic and minimalist design

## ISSUE

Too many options for users who might not be familiar with the location to expect them to select the right one.

The screenshot shows the homepage of CheapFareGuru.com. At the top, there's a navigation bar with links for Flights, Hotels, Cars, Insurance, Vacation, Go India, and Guru Guide. On the right, there are social media links for Facebook, Twitter, and Google+, along with a phone number (888 247 1314) and a message indicating it's Sunday, March 20, 2016. A large banner on the right side says "Great Saving on Last Minute Flights" with a "BOOK NOW" button and a colorful illustration of kites. Below the banner, there's a section titled "Book Cheap Flights & Save BIG!" with tabs for Round Trip, One Way, and Multiple City. A blue circle highlights the "Leaving From" input field, which contains the placeholder "new york" and a dropdown menu listing various New York locations: JFK - New York, New York, United States; NYC - New York, New York, United States; BUF - Buffalo, New York, United States; ROC - Rochester, New York, United States; LGA - New York City, New York, United States; SYR - Syracuse, New York, United States; SWF - Newburgh, New York, United States; ALB - Albany, New York, United States; ISP - Islip, New York, United States; and BGM - Binghamton, New York, United States. Below the dropdown, there's a note about VeriSign payment site. At the bottom of the page, there are sections for "Guest Talk's", "About", "Saver Tins", "FAQs?", and "Guru Deals". There are also customer reviews and a map of the United States with flight routes. The footer includes links for various cities like Atlanta, Chicago, Las Vegas, etc., and a "Browse By Map" section.

## SEVERITY RATING

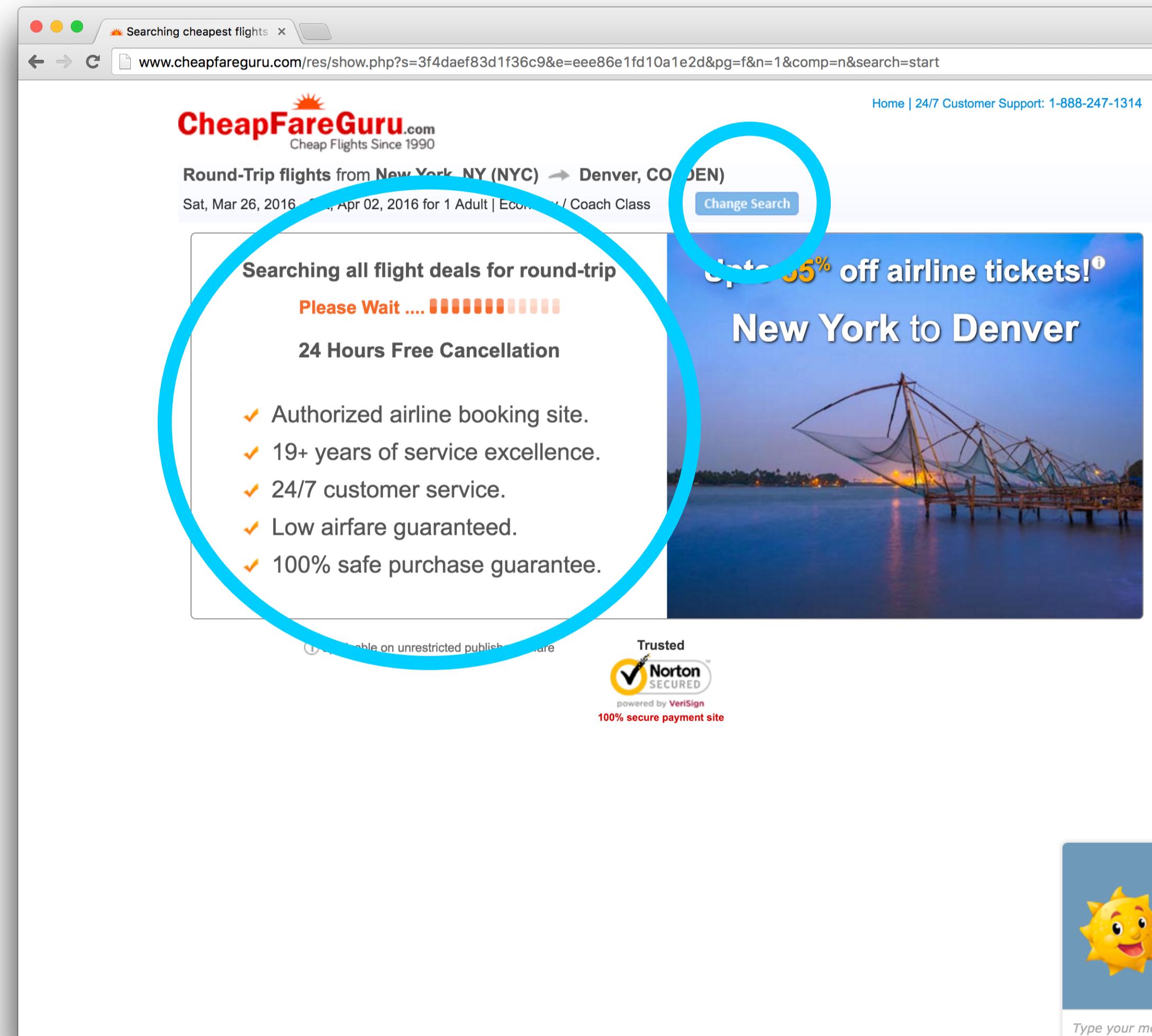
2 - minor usability problem

## **VIOLATION**

Visibility of system status

## **ISSUE**

There's indication of something happening but users don't know what's actually happening. I was stuck on this screen for over 5 minutes with no indication that it would end or show me an error. Clicking on the Change Search button also yielded no response.



## **SEVERITY RATING**

**3** - major usability problem; important to fix

## VIOLATION

Recognition rather than recall

## ISSUE

User has to re-enter all previously entered options all over again if they made a mistake or an error occurs.

The screenshot shows the CheapFareGuru.com website. A large blue circle highlights the flight search form in the center-left of the page. The form includes fields for 'Leaving From' and 'Going To' cities, 'Depart Date' and 'Return Date', and passenger counts for Adult, Child, Infant, and Cabin / Class (Economy). Below the form is a 'Search Flights' button and a Norton Secured logo. To the right of the search form is a banner for 'Last Minute Flights' featuring colorful kites and the text 'Fly Anywhere AnyFlight'. The page also features a map of the United States with state abbreviations, a sidebar with links for various cities like Atlanta, Chicago, New York, Las Vegas, etc., and a section for 'Activities' like Adventure, Beaches, Casino, and Family Fun.

## SEVERITY RATING

3 - major usability problem; important to fix

## VIOLATION

Consistency and standards

## ISSUE

Inconsistent styling of fonts, link colors, buttons, and overall page styles might cause users to wonder whether they mean or function the same way.

## SEVERITY RATING

2 - minor usability problem

The screenshot shows the CheapFareGuru.com homepage. The main search form has three tabs: "Round Trip" (selected), "One Way", and "Multiple City". Below the tabs are fields for "Leaving From" and "Going To" with placeholder text "Please Enter Depart City or Airport Code" and "Please Enter Arrival City or Airport Code". There are also fields for "Depart Date" and "Return Date". Underneath these are dropdowns for "Adult", "Child", "Infant", and "Cabin / Class" (Economy). A "Search Flights" button is prominent. To the right, there's a banner for "Last Minute Flights" featuring colorful kites and the text "Great Saving on Last Minute Flights". Below the banner are links for "Domestic Flights", "Europe Deals", and "Asia Deals". At the bottom left of the page, there's a "Norton SECURED" logo.

The screenshot shows the search results page for round-trip flights from New York, NY (NYC) to Chicago, IL (CHI) on March 26, 2016, for one adult in Economy class. The search criteria are displayed again. Below the search form, a grid of airline logos and names is shown with their respective prices: Spirit Airlines (\$200.20), American Airlines (\$200.20), United Airlines (\$216.20), JetBlue (\$219.20), American Airlines (\$255.20), United Airlines (\$279.01), and Spirit Airlines (\$335.20). A note at the bottom states "Prices are in US Dollars, per person round-trip, coach class, include taxes & fees. Additional baggage fees may apply. 24 Hours Free Cancellation". Below this are three buttons: "Lowest Price" starting at \$200.20, "Non-Stop" starting at \$200.20, and "Convenient Flight" starting at \$200.20.

Fly from Nearby (Alternate) Airports and SAVE even more.

LGA-ORD  
starts \$200.20

Sort Flights By Price ▾

Book with Confidence

✓ 24 Hours Free Cancellation

✓ Authorized Airline Booking Site

✓ Low Fares. True Lowest Price Guarantee!

\$200.20 Per person ROUND-TRIP ▾

✓ Your Best Price, Guaranteed!

BOOK

## VIOLATION

Error prevention

## ISSUE

Users have no way to make changes to their trip itinerary without having to navigate back using the browser.

## SEVERITY RATING

2 - minor usability problem

The screenshot shows a flight booking page for a round-trip flight from New York City (LGA) to Chicago (ORD). The departure is on Saturday, March 26, 2016, at 6:00 am, and the return is on Saturday, April 2, 2016, at 5:53 am. The total price is \$200.20 per ticket. The page includes sections for flight details, baggage fees, travel protection, price details, and traveler information.

**Trip Summary:**

New York to Chicago	Total Price
Sat 26 Mar - Sat 02 Apr, 2016   Economy Class   1 Ticket: Round Trip	\$200.20
Traveler 1: Adult	\$200.20
Total:	\$200.20

**Flight Details:** Departure: Sat 26 Mar, 2016, New York City (LGA), 6:00 am, American Airlines AA 0303 | Economy / Coach Class | Boeing 737. Arrival: Chicago (ORD), 7:47 am, Sat 26 Mar, 2016. Return: Sat 02 Apr, 2016, Chicago (ORD), 5:53 am, Spirit Airlines NK 0224 | Economy / Coach Class | Airbus Jet 2. Arrival: New York City (LGA), 9:00 am, Sat 02 Apr, 2016.

**Baggage Fee:**

American Airlines	spirit
1st Carry on	Free
1st Bag	\$25
2nd Bag	\$35
1st Carry on	\$35
1st Bag	\$30
2nd Bag	\$40

**Add Domestic Trip Protection:** Protect your ticket cost and more (Highly Recommended)

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- Up to 100% Trip Cancellation
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- Trip Interruption
- Baggage Delay
- Trip Delay
- Travel Accident Protection

24/7 Emergency Assistance and Reimbursement up to \$100,000 for covered reasons.

Yes, add Travel Protection for \$14.00 to cover all travelers. [Learn More](#)

**Price Details:** All fares are in US Dollars (USD) and include all taxes and fees. Additional baggage fees may apply.

Adult	Fare	Taxes & Fees	Total
	\$142.32	\$57.88	\$200.20

Total Price : \$200.20  
Travel Protection is worth \$14.00 to Cover All Travelers.  : \$0.00 (**Recommended**)  
Your best price, guaranteed. Total Price without Travel Protection: \$200.20

**Traveler Name(s):** Please list names of all passengers and attach photo ID.

**Logos and Badges:**

- Norton Secured
- arc accredited agency
- IATA Member Airline Reporting Corp.
- Travelex
- zopimchat

Type your message here