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March 20, 2016

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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.

The screenshot shows the Orbitz search results page for flights from San Diego to Oslo. The left sidebar contains a 'Filter your results by' section with various filters for stops, airlines, and departure times. The main content area displays a table of flight results. A red arrow points to the 'From:' label in the flight results table, which is part of the filter section. The flight results table shows multiple options, including SAS flights and flights operated by United. The page is cluttered with many filter options and flight details, which is a usability issue.

| From:             | Flight           | Duration | Stops   | Price      |
|-------------------|------------------|----------|---------|------------|
| SAS               | 6:15a - 9:15a +1 | 18h 0m   | 1 stop  | \$1,807.67 |
| Multiple Airlines | 11:10a - 9:15p   | 19h 5m   | 1 stop  | \$2,066    |
| SAS               | 6:15a - 9:15a +1 | 18h 0m   | 1 stop  | \$1,807.67 |
| Multiple Airlines | 11:10a - 11:41p  | 21h 31m  | 1 stop  | \$1,924.35 |
| SAS               | 6:15a - 9:15a +1 | 18h 0m   | 1 stop  | \$1,807.67 |
| Multiple Airlines | 10:00a - 7:05p   | 18h 5m   | 2 stops | \$1,924.35 |

## 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.

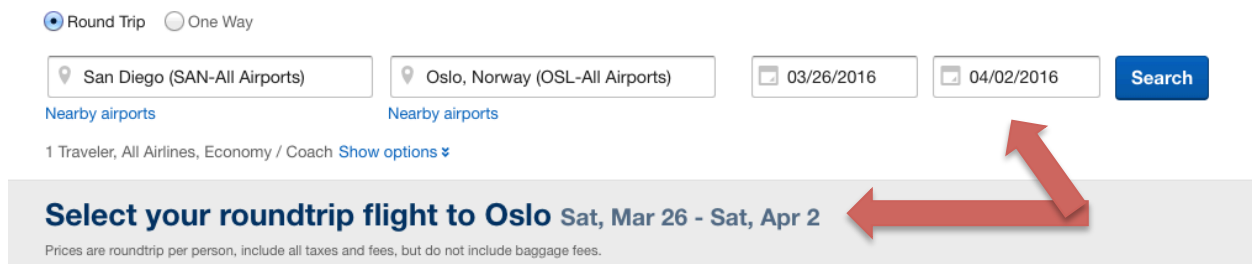
☒ Round Trip ☐ One Way

[Nearby airports](#) [Nearby airports](#)

1 Traveler, All Airlines, Economy / Coach [Show options](#) ▾

**Select your roundtrip flight to Oslo** Sat, Mar 26 - Sat, Apr 2

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



## 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.

**Your trip to Oslo**

Sat, Mar 26 - Sat, Apr 2 | Total price: \$1,807.65

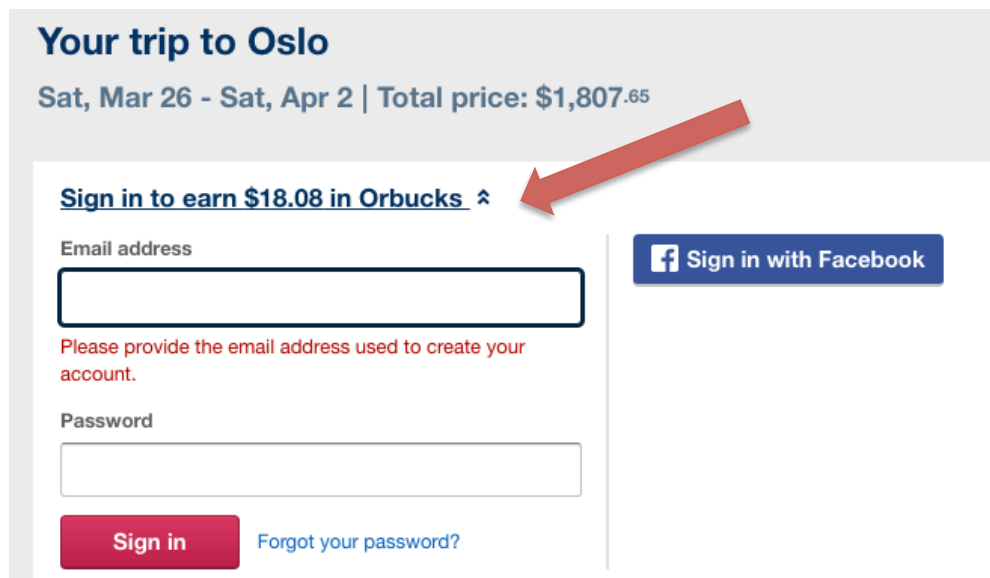
[Sign in to earn \\$18.08 in Orbucks](#) ^

Email address

Please provide the email address used to create your account.

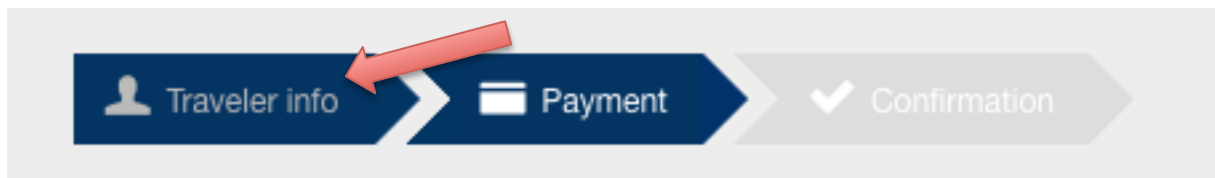
Password

[Forgot your password?](#)



#### 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.

**Who's traveling?**  
Traveler names must match government-issued photo ID exactly.

First name \*  Middle name  Last name \*

Country code \*  
United States of America +1 ▼

Phone number \*

Passport country \*  
United States of America ▼

Gender \*  
☐ Male ☐ Female

Date of birth \*  
Month ▼ Day ▼ Year ▼

[Seat requests, frequent flyer, redress and more ▼](#)

Switzerland  
Syria  
Taiwan  
Tajikistan  
Tanzania  
Thailand  
Timor Leste  
Togo  
Tokelau  
Tonga  
Trinidad and Tobago  
Tunisia  
Turkey  
Turkmenistan  
Turks and Caicos  
Tuvalu  
U.S. Virgin Islands  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
✓ United States of America  
Uruguay  
US Minor Outlying Islands  
Uzbekistan  
Vanuatu  
Vatican City  
Venezuela  
Vietnam  
Wallis and Futuna  
Western Sahara  
Yemen  
Zambia  
Zimbabwe

Help  
Protect: Cheap flights, Airline  
Checkout?tripid=74819877-8551-45c7-92f9-5c

We use secure transmission and encrypted storage to protect your personal information.