

User Experience

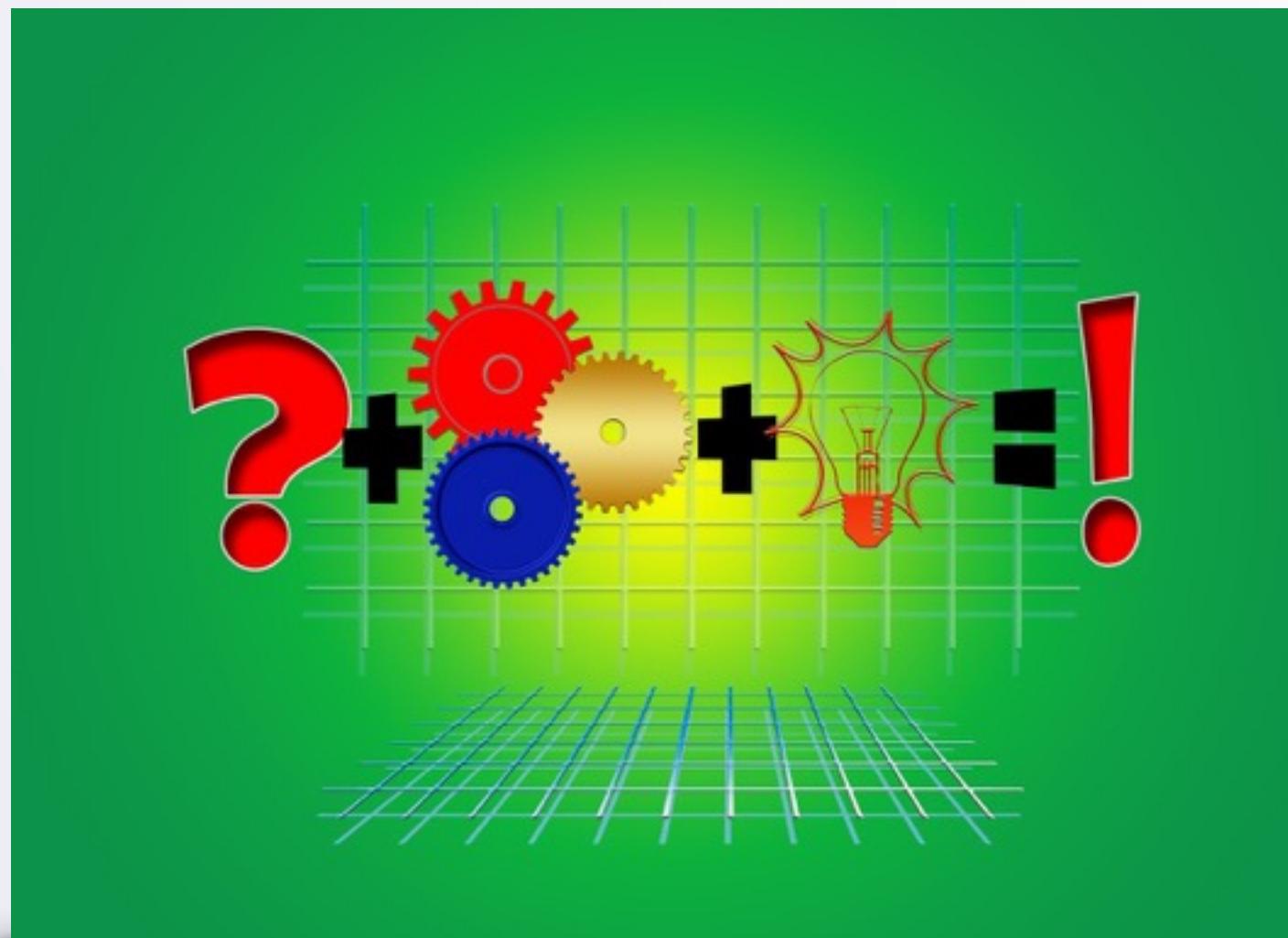
How Do You Experience the Web?

- How do you find what you're looking for?
- How do you use and experience the web?



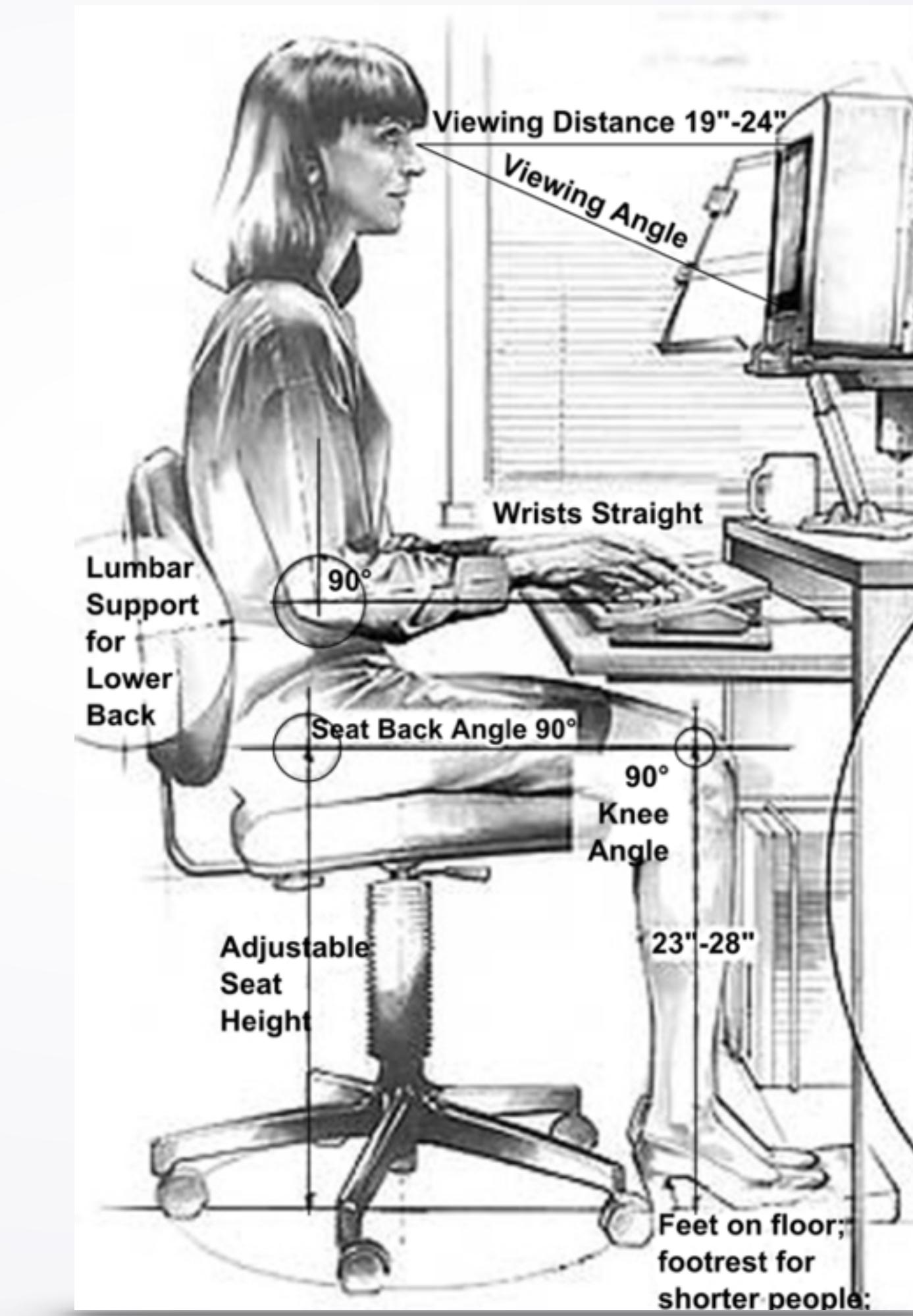
How Do You Experience the Web?

- How do you find what you're looking for?
- How do you use and experience the web?
 - Search Engine Optimization (SEO)
 - User Experience (UX) and User Interface (UI)



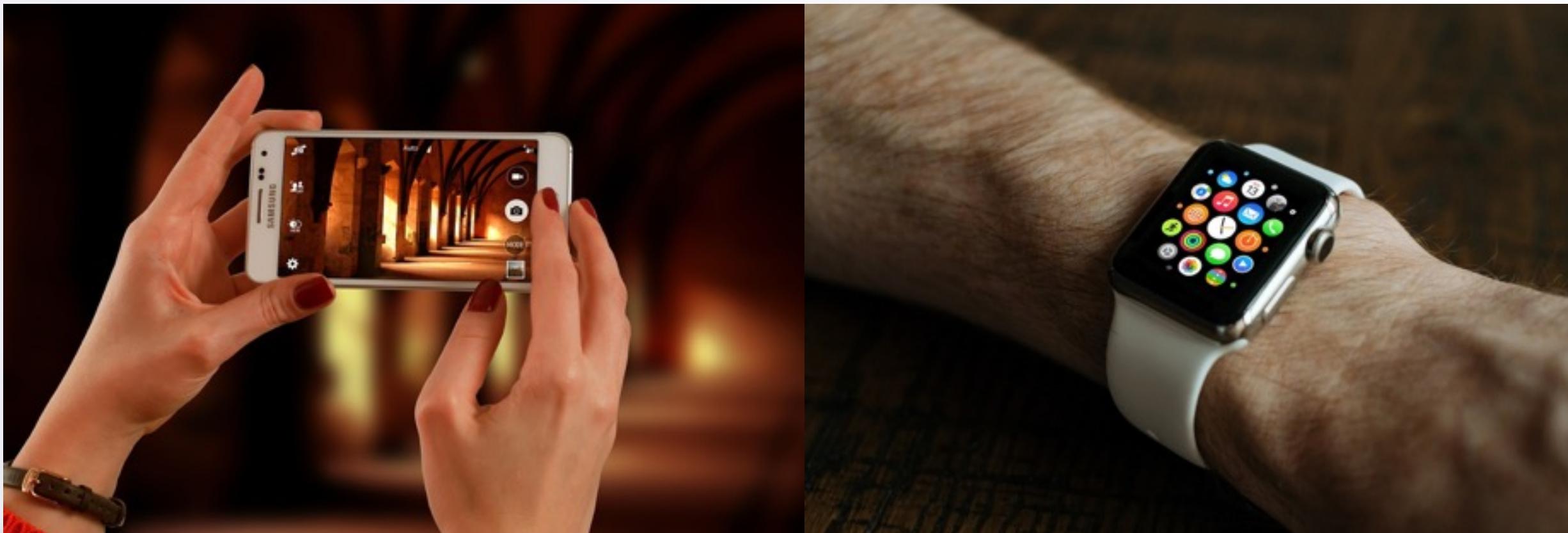
User Experience

- Ergonomics: health, safety, productivity, comfort
 - Psychology, engineering
 - Biomechanics, cognition



User Experience

- Ergonomics: health, safety, productivity, comfort
 - Psychology, engineering
 - Biomechanics, cognition
- How do you browse the web?



Usability: airindia.com

The screenshot shows the Air India website homepage. At the top left is the Air India logo with the text "A STAR ALLIANCE MEMBER". Navigation links include Home, Manage Your Trip, Special Offers, Travel Information, Flying Returns, Baggage, Contact, and Frequent Flyer. A search bar is at the top right. The main content area features a large image of the Statue of Liberty against a blue sky with white clouds. To the left is a flight booking form with tabs for Book, Schedule (which is selected), Flight Status, and Web Check-in. The form includes fields for "From" and "To" destinations, travel dates (Departing and Returning), and passenger counts (Adults: 1, Children: 0, Infants: 0). A "Book Now" button is at the bottom of the form. To the right of the Statue of Liberty image is a promotional banner for "Daily non stop flights between India and USA". Below the banner is a cartoon character of a man in a red uniform with a yellow turban, standing next to a 5-star rating scale. A link "Hand baggage rules for travel from UAE. [View More](#)" is also present. At the bottom of the page are several promotional banners: one for Avianca connecting Brazil, one for earning bonus points, one for special fares to Melbourne, and one for Airindia Express flights from Varanasi to Sharjah.

Usability: airindia.com

Skip to Content ~Screen Reader Access **A A** **A A** India English

Home Manage Your Trip Special Offers Travel Information Flying Returns Baggage Contact Frequent Flyer

Book Schedule Flight Status Web Check-in

One Way Round Trip Multi City →

From *
To *

Departing Returning

Fixed Dates Flexible Dates

Would you like to avail of Domestic Concession? Eligibility Rules
 Yes No Concessionary Type

Adults: Children: Infants:
1 0 0 Economy

Book Now

Daily non stop flights between India and USA

Rate this site

Hand baggage rules for travel from UAE [View More](#)



1 2 3 4 5



THE WAY WE CONNECT THE WORLD WITH BRAZIL
Avianca | STAR ALLIANCE

For every booking through the Air India website and Mobile App

EARN 500 BONUS POINTS

Special Fares to Melbourne

Airindia Express Introduces direct flight from Varanasi to Sharjah Effective 17th Aug 2015
All-inclusive One-way fare starting ₹ 8600

Duke UNIVERSITY

Usability: virginamerica.com

Virgin America

BOOK CHECK IN MANAGE

Deals Flying With Us Where We Fly Fees Flight Status Flight Alerts

elevate+ Sign In Sign Up

Round Trip One Way Multi City

Where would you like to go?

Guests
1 ADULT

From
SAN FRANCISCO

To
CITY

Best Fares Guaranteed online

SEARCH FLIGHTS



Flightday Funday

Head for the action with sweet low fares from \$49 one way.

Restrictions apply

GRAB A SEAT



Now Serving Paradise

Take off from San Francisco to Honolulu and Maui.

Restrictions apply

GRAB A SEAT



Take Off Faster

Earn 10K points with a Virgin America Visa Signature Card.

Terms and conditions apply.

LEARN MORE

Duke

Elements of UX: Fonts

- Fonts on web page affect usability and readability
 - Do people read web pages? uxmyths.com

Web fonts fonts
Web fonts
Web fonts fonts

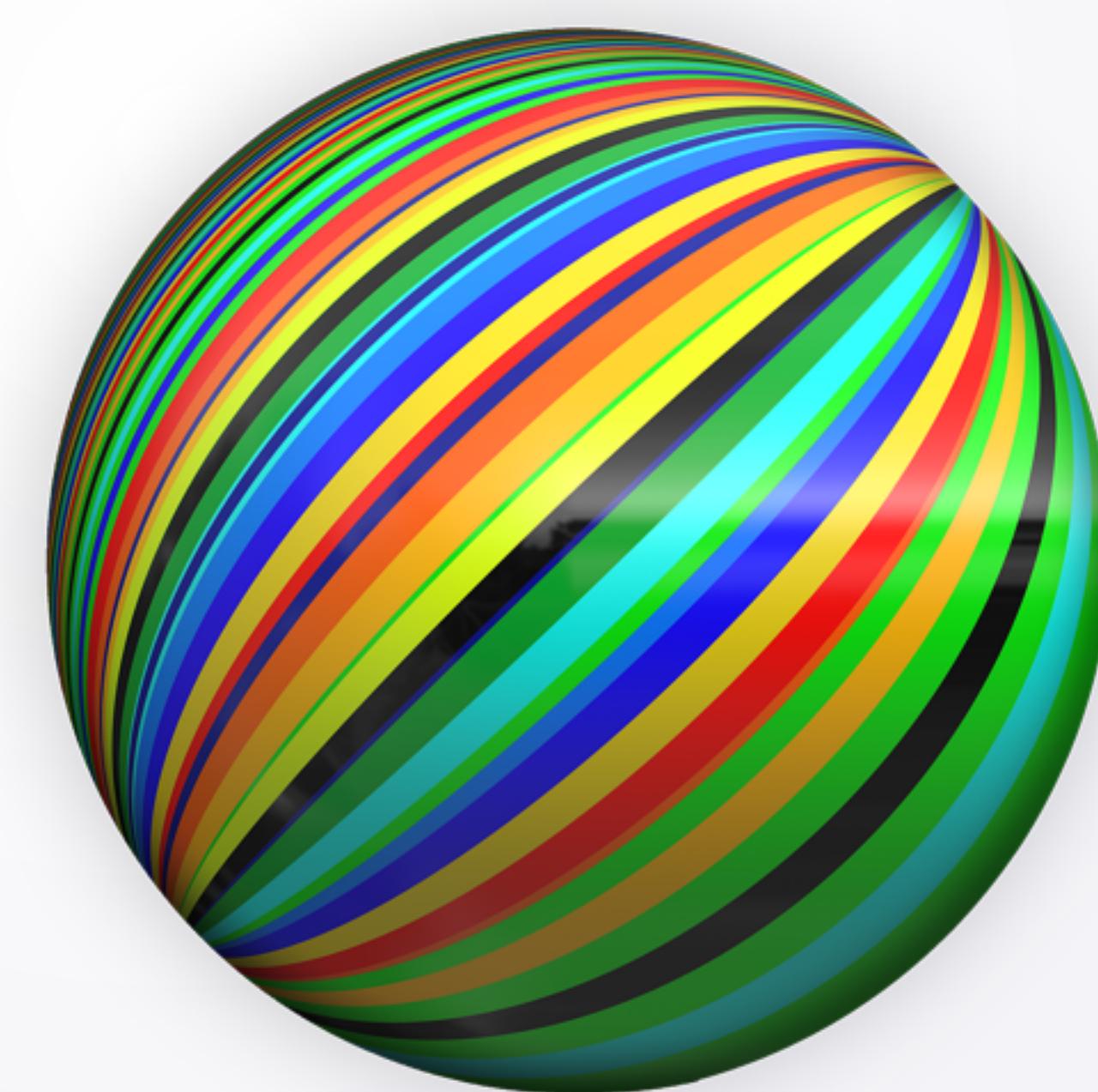
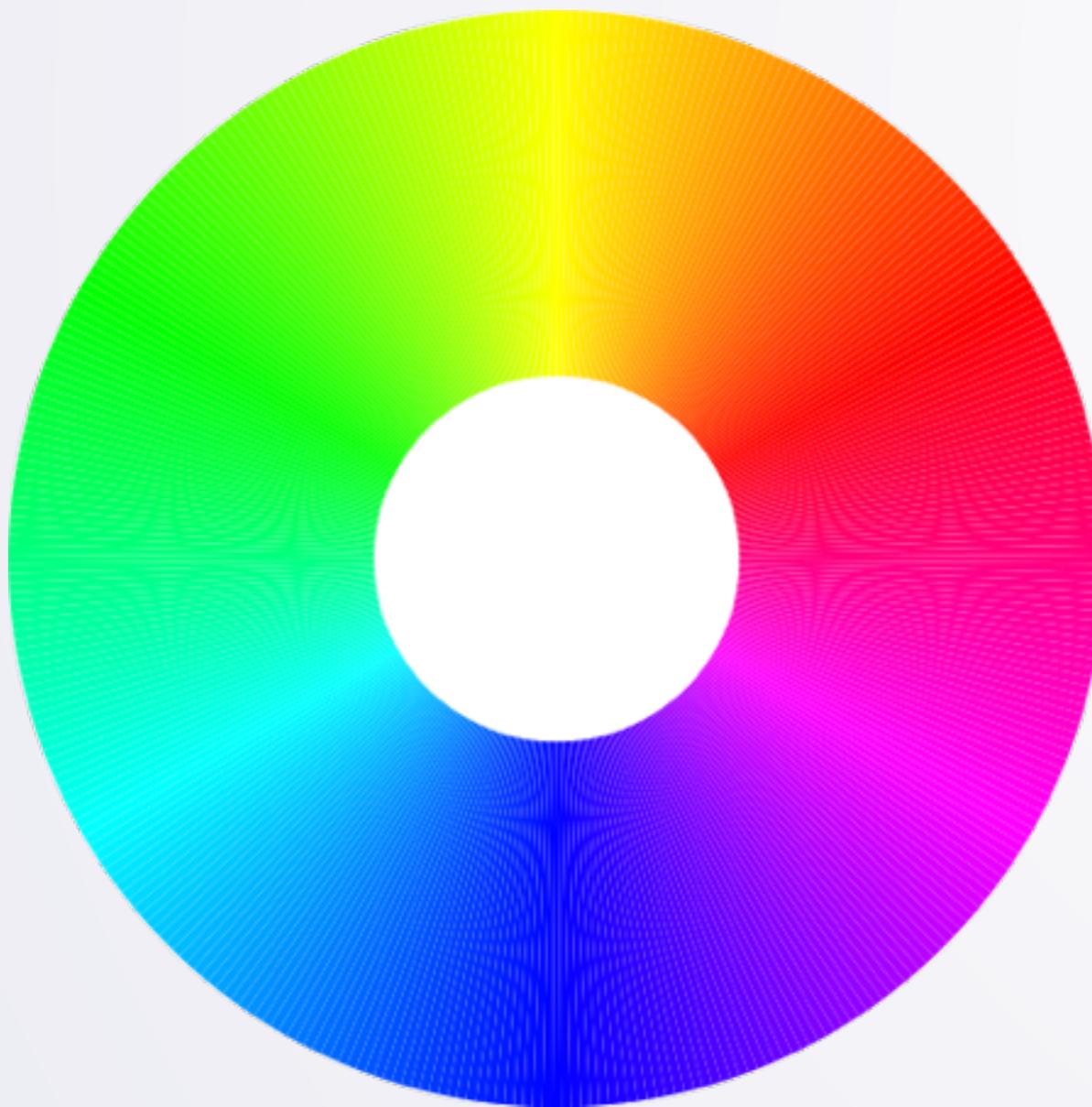
Elements of UX: Shape and Aesthetics

- Shapes of screen, shapes of button, and even shading can affect usability and UX
 - How do we know what works? Ask users and perform usability testing



Elements of UX: Color and Aesthetics

- Not all colors are created equal online
 - Colors on the web aren't the same as colors in print or on video



31 UX Myths from uxmyths.com

- 06: Accessible = Ugly
- 27: UX is Usability
- 13: Icons enhance
- 29: People are rational
- 01: People read on web



Usability: airchina.com

The screenshot shows the Air China website homepage. At the top, the Air China logo is displayed with the text "AIR CHINA" and "中国国际航空公司". The top right corner features links for "Mobile Site", "United States | English", and a phone number "001-800-882-8122". A search bar is also present.

The main navigation menu includes "Booking Management", "Promotion", "Information & Services", "PhoenixMiles", "PhoenixMiles Login", and "Register".

A large banner on the right side of the page announces "Air China Introduces Triple Daily Flights Between Los Angeles and Beijing from May 2, 2015". Below this, another banner offers "Up to 50% Bonus Miles!".

The central feature is a flight search form. It includes fields for "From" (English/Pinyin), "To" (English/Pinyin), "Departing" (Departure Date) and "Returning" (Return Date), and a checkbox for "Flexible travel dates (+/- 3 days)". It also allows specifying the number of "Adults" (1), "Children(2 - 11)" (0), and "Infants (<2)" (0). The "Economy Class" dropdown is shown, along with a "Promotion code" field and a "Search Flights" button.

On the left, a sidebar titled "Flight" lists "Online Check-in", "Check my booking", "Flight Status", and "Flight Schedule".

At the bottom, there are three travel deals: "Passengers aged 60 or above From \$2678 Los Angeles - China Business Class", "Los Angeles Terminal Changes!", and "Trip to Asia-Special Fares! New York-Hong Kong". To the right, a "DEALS" section lists flights from San Francisco and Los Angeles to various destinations at specific fares.

DEALS

From	To	Fare
San Francisco	Los Angeles	
Ho Chi Minh City Economy	From \$ 680	
Shanghai Economy	From \$ 732	
Chengdu Economy	From \$ 752	
Guangzhou Economy	From \$ 752	

Please check each fare to see applicable restrictions.