### Expedia [www.expedia.ca](http://www.expedia.ca) Justin Wong Sept, 8th 2019

Expedia is a global travel website, owned and operated by the Expedia Group. The website simplifies the hassle of booking airline tickets, hotel reservations, car rentals, excursions, cruises and vacation packages by collaborating with today’s leading consumer brands and companies to make direct booking an ease and readily available to anyone. Expedia eliminates the need to hire a travel agent or to scour the internet by aggregating prices and booking details into one user friendly website. While many companies charge a fee or a premium for providing this convenience to a user, Expedia offers exclusive discounts and incentives to frequent users (members) at no additional cost making it today’s one stop hub in the travel industry.  
  
  
Usability & User Experience  
  
Usability is the upmost importance being there is an abundance of competition in this industry. Expedia has crucially taken this into consideration making sure their website is easy to use for every single person, not only those who are new to using the internet but also accounting for customers who have very little travel experience. The navigation must be well designed for people to see value and rely on their service and in my opinion, they executed this perfectly. The layout is very minimalistic you will see that everything follows traditional convention, the logo is on the top left utilities are located top right very much reminiscent of the Apple home page.   
  
The key difference is in the navigation bar, upon clicking one of the categories (Hotels, Flights, All-Inclusive Vacations) you will see that it brings you to a completely different page changing the search bar by either adding or removing parameters, user inputs and drop-down lists specific to that category. This eliminates any confusion by letting the user know that the fields listed are necessary. After filling the forms needed it will bring you to the next page where prices on various flight fares, vehicles, hotels will be listed depending on the category selected.

Content & Information Architecture  
  
The content is very minimalistic on the following pages and make great use of Information Architecture by placing every element and utilizing the entire page properly. You will see a list of prices displayed in the main section of the page, they are structured based on price range and discount rate. Discounted prices will take priority over standard prices set to your parameters; prices will be highlighted in red if that item is on the verge of being sold out (ie: limited number of tickets, only one vehicle rental left). The filter column on the left-hand side lets you narrow down search results if needed and are custom based to what parameters you have set prior. There is a condense navigation bar at the top showing your current search parameters that can easily be adjusted without having to return to the main page.   
  
After you’re finished making your selection, there will be a pop-up asking if you forgot anything or would like to make any add-ons from other categories to your purchase before going to the checkout page. Although we have a bad impression of pop-ups, Asking the user if they would like to look at those options separately is by far a better decision than cluttering the current page and in my opinion it’s an excellent example of Information Architecture.   
  
The checkout page has a bit more literature than the pages prior, again Expedia makes great use of page space by placing your purchase itinerary in the main core of the page followed by the exact price with taxes and all in the top right-hand corner. Underneath the price there is “important flight information” in large bold font, regarding connections, cancellations etc. Finally, you will see basic upgrades followed by the checkout button underneath. Which is smart site design to bring the users focus to the important information regarding their purchase before the upgrades, reinforcing customer care before up sales.   
  
  
Accessibility  
  
Expedia is an easily navigable website for users at all different skill levels, and its accessible on all devices even offering a mobile app. The design is well thought out and feels very “sleek” and offers the customer convenience, better prices and incentives for no additional cost. Making it a better alternative to traditional forms of travel booking by effectively turning the daunting task into a search engine.  
  
  
The Good

* Very easy to use, at any skill level.
* Serves and overachieves its purpose.
* Saves the customer time, money and effort.

The Bad

* Some categories could have more search parameters (car rentals – star rating).
* Website could look “prettier” (Animations – Better colors).