

Key:

n) STEP DISCRIPTION

- o Will the user know the next step?
- o Will the user see the control?
- o Will the user understand the control?
- o If the correct action is performed, will the user see that progress is being made toward solution of the task?

1) Select Departure city - Pheonix

- 1) Yes
- 2) Yes
- 3) Yes
- 4) Yes

2) Select Destination city - Souix Falls

- 1) Yes
- 2) Yes
- 3) Yes
- 4) Yes

3) Select departure date - July 5th

- 1) Yes
- 2) Yes
- 3) Yes
- 4) Yes

4) Select return date - July 13th

- 1) Yes
- 2) Yes
- 3) Yes
- 4) Yes

5) Click Search

- 1) Yes
- 2) Yes
- 3) Yes
- 4) Yes

6) click continue

- 1) Yes
- 2) Yes
- 3) Yes
- 4) Yes

7) Select "no travel" option

- 1) Yes
- 2) Maybe. No travel is smaller and less clear than the "continue" button above it.
- 3) Given that they see it, yes.
- 4) Yes

8) Input Name/DOB

- 1) Yes
- 2) Yes
- 3) Yes
- 4) Yes

- 9) Select seat for outgoing and return flights
 - 1) Yes
 - 2) Yes
 - 3) Yes
 - 4) Yes
- 10) Select bag preference
 - 1) Yes
 - 2) Yes
 - 3) Maybe. It's not totally clear which bag choice should be selected. In addition, carry-ons are usually free, so the fact that they are being charged here is strange.
 - 4) Yes.
- 11) Select boarding preference
 - 1) No. It is not clear that this is required, and it is not placed in a location that makes sense (i.e. separate from bag preferences
 - 2) Yes.
 - 3) No. See 1)
 - 4) Yes. If the correct action is not preformed, the user will be corrected.
- 12) Select boarding pass preference
 - 1) Yes
 - 2) Yes
 - 3) Yes
 - 4) Yes
- 13) Click Continue
 - 1) Yes
 - 2) Yes
 - 3) Yes
 - 4) Yes
- 14) Exit out of intrusive pop up ad that managed to bypass adblock.
 - 1) Yes
 - 2) Yes
 - 3) Yes
 - 4) Yes
- 15) Select Not to add "Trip Flex"
 - 1) Yes
 - 2) Yes
 - 3) Yes
 - 4) Yes
- 16) Input payment info
 - 1) Yes
 - 2) Yes
 - 3) Yes
 - 4) Yes

If there are more steps, I cannot access them due to my not actually wanting to buy a flight to Sioux Falls.

Findings:

Overall, the process for buying the flight is fairly well streamlined. I have a few objections, but the majority of them are to the extreme price-gouging rather than the actual UI. My only UI objections are in step 7, where there is a bit of a dark pattern, in step 11, where the option for this should be separated more distinctly from step 10, and in step 14, which should not exist. Also, the options for step 15 are not necessarily obvious which is the cheaper option.

Conclusions:

Decent website, horribly price-gouging airline. If the issues noted above were addressed (ESPECIALLY step 14), the process of buying a ticket could almost be enjoyable.