

Expedia Usability Report

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Interaction Design Methods | 30th Nov' 2015

PROCESS

COMPARATIVE TEST

DESKTOP vs MOBILE



vs



1

Purpose



Test specific tasks on
Website and Mobile
application



8



9

2

Procedure



Pretest Questionnaire
Think Aloud protocol
Post Test Questionnaire
Recorded Sessions
Task ease/difficulty rating

Consent form for recording
Option to quit
Elaborate Pain points
Suggest design improvements

3

Metrics



Time on Task
Task Success
Task Efficiency

Errors
System Usability Scale

4

Technology



HARDWARE

MAC BOOK PRO
IPHONE
RECORDING SOFTWARE
Nexus Android Phone
Windows Laptop

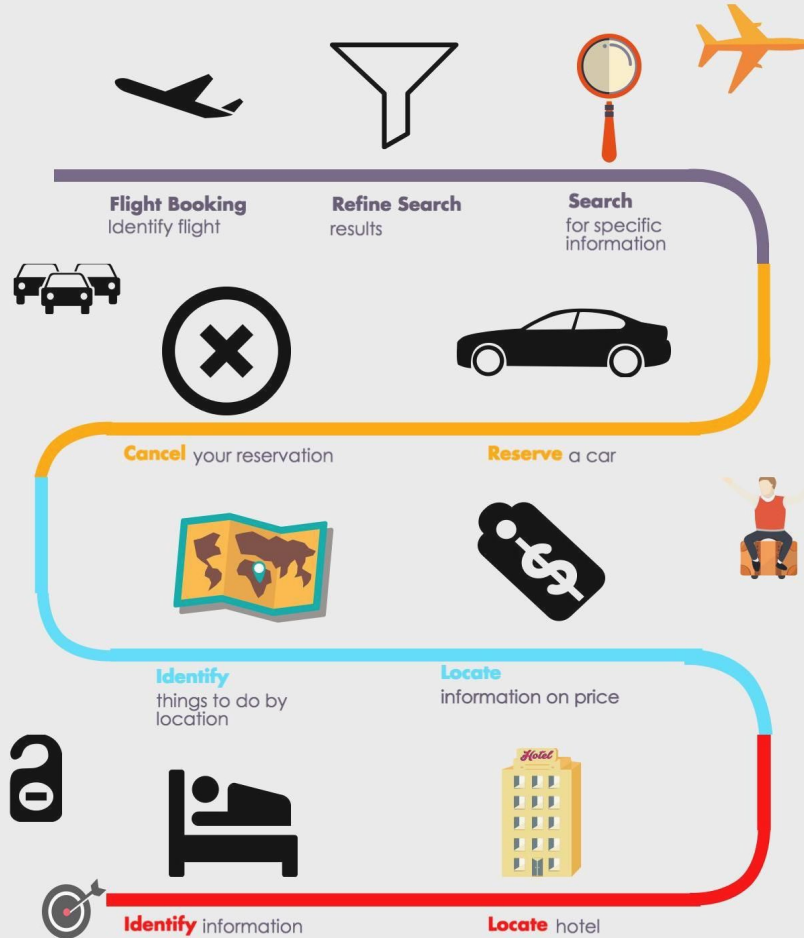


SOFTWARE

Quicktime Screen Recorder
Quicktime Movie Recorder
AZ Screen Recorder for phone
CClick points tracker
iPhone with MAC

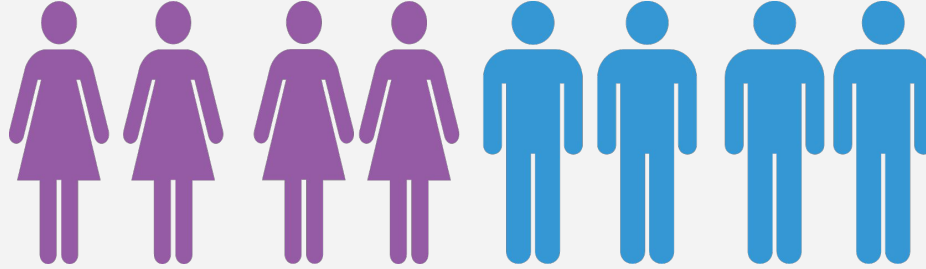
9 TASKS

TASKS



Participants' Introduction

8 USERS
4 MALE
4 FEMALE
AGES 22 - 26



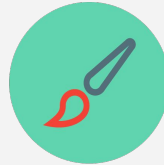
USER
BACKGROUNDS



ARCHITECTURE



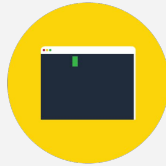
LAW



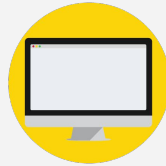
ART & DESIGN



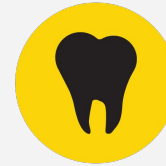
PSYCHOLOGY



COMPUTER
SCIENCE

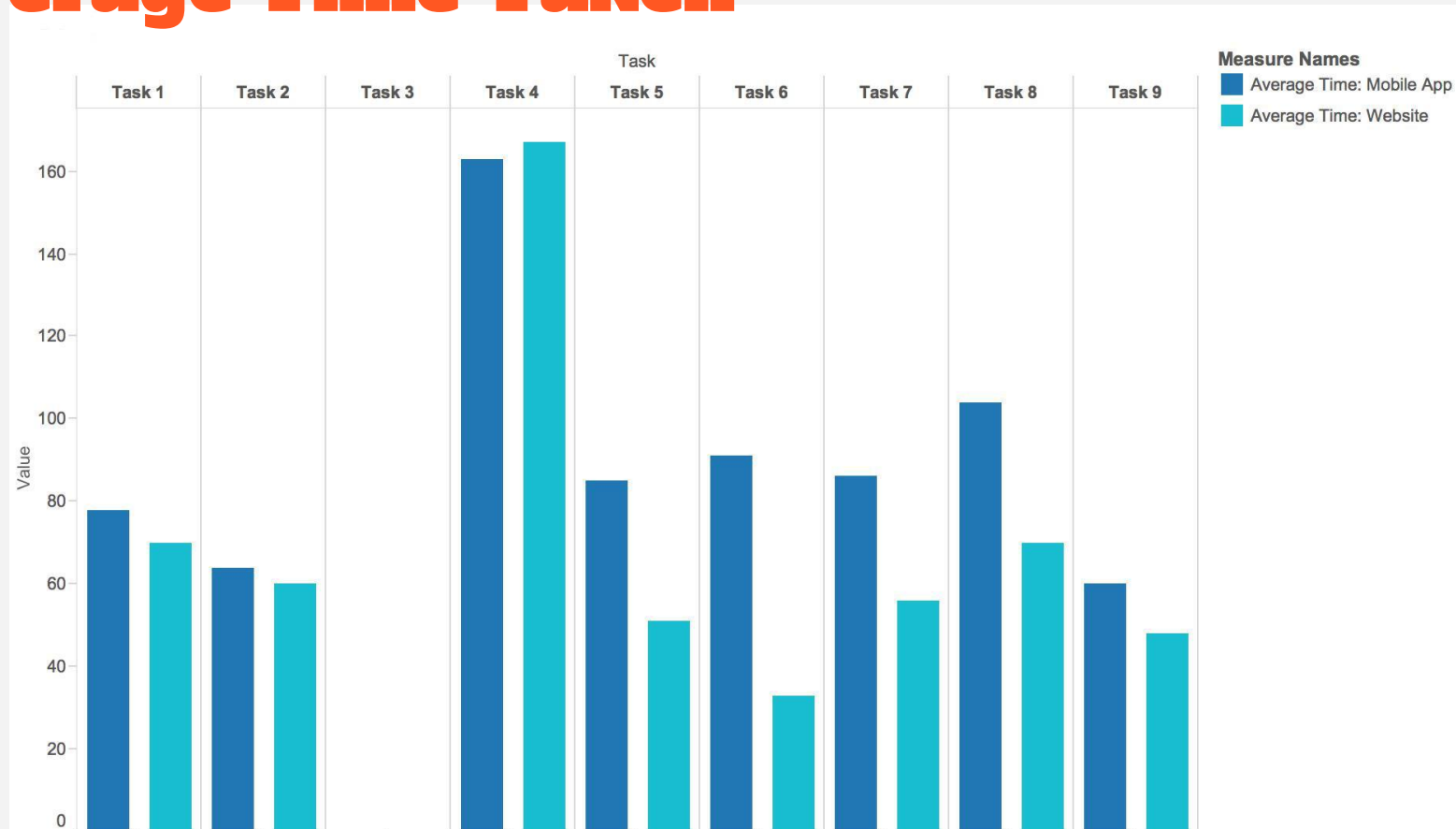


COMPUTER
ENGINEERING



DENTAL

Average Time Taken



Key Findings - Loading Results HOTELS, CARS, FLIGHTS and THINGS TO DO!

Select your roundtrip flight to San Francisco

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

✓ Added to Price Alerts

You can manage your alerts on your [Scratchpad](#).

Flight by flight

Complete trip

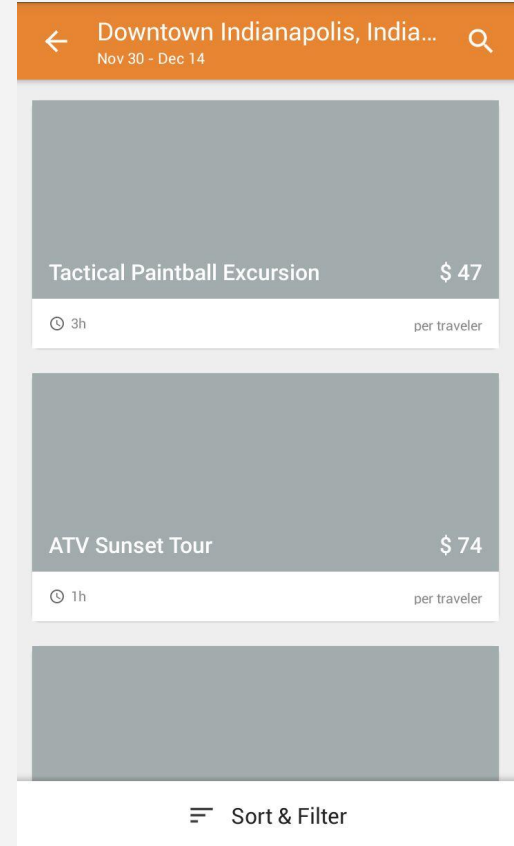
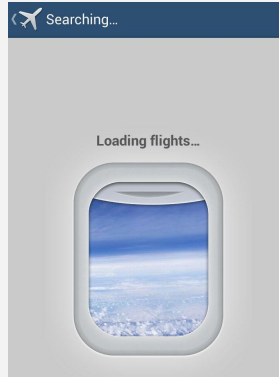
Loading data

Checking with airlines that fly this route...



Loading results for search
take a long time in both
Mobile and Desktop.



“This is taking so long”
“Loading. again!”




Recommendation

Display a portion of the results so user may browse while all the results are loaded.

Save up to \$307 when you book this Flight and a Hotel together


	7:45p - 12:07a ⁺¹ Delta Delta 4196 operated by Endeavor Air DBA Delta Connection	7h 22m IND - SFO	1 stop 1h 22m in MSP
	1:25p - 11:10p Delta	6h 45m SFO - IND	1 stop 56m in DTW

[Flight details and baggage fees ▾](#)




Searching...

48 12:46 PM


 **Outbound Flights to San Francisco**
3 Travelers, Monday 11 January 2016

Select a flight to SAN FRANCISCO
Prices roundtrip per person


Frontier Airlines **\$ 238**

7:00 PM  11:37 PM


United **\$ 273**


4:39 PM  8:25 PM

American Airlines **\$ 273**

4:15 PM  8:45 PM

United **\$ 273**


2:50 PM  8:14 PM

[SORT FLIGHTS](#) |  [SEARCH](#)

Cannot find baggage

✈️ Baggage Fees

military status, baggage size and weight or other factors. If your trip includes more than one airline, baggage fees are generally determined by the first carrier on the ticket. Exceptions may apply, so you should use the link below or contact the airline for more information.

Airline	United 
Carry-on Bag	No fee
1st Checked Bag	\$25.00
2nd Checked Bag	\$35.00

Explore More 

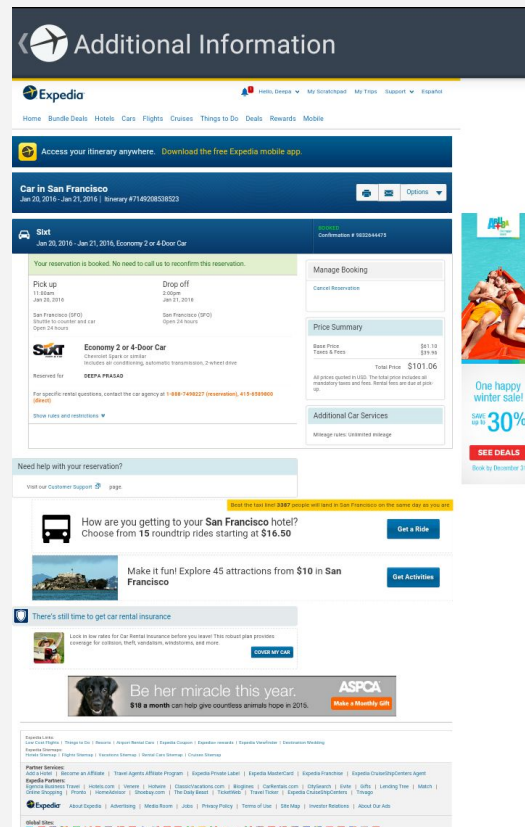
Expedia

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Investor Relations

Looking for baggage information redirects user to Mobile website


"I'm looking to cancel (car reservation) but it's taken me to the website."

Cannot cancel reservation




The screenshot shows the Expedia website interface for a car rental reservation. The top navigation bar includes the Expedia logo and links for Home, Bundle Deals, Hotels, Cars, Flights, Cruises, Things to Do, Deals, Rewards, and Mobile. A banner at the top encourages downloading the Expedia mobile app. The main content area displays the reservation details for a car in San Francisco, including the dates, car type, and price summary. A sidebar on the right offers options to manage the booking, view the price summary, and explore additional car services. Below the reservation details, there are promotional banners for San Francisco hotels and car rental insurance. The bottom of the page features a footer with links to various Expedia services and a language selector.

Recommendation


 Baggage Information

Baggage Fees
Indianapolis (IND) to San Francisco (SFO)




Carry-on Bag

No Fee



1st Checked Bag

\$25.00




2nd Checked Bag



\$35.00

Baggage Dimensions

Carry-on Bag




17.5

 Economy Car 

1-888-7498227

BOOKING INFO

Pricing Summary 

Base Price

\$61.10

Taxes and Fees


\$39.96


Total Price


\$101.06



All prices quoted in USD. The total price includes all mandatory taxes and fees. Rental fees are due at pick-up.


Manage Booking

 Reload Car Rental Info

 DIRECTIONS

 SIXT

 Manage Booking 



Jan 20

Jan 21


2

Pick Up


Drop Off


Days

Economy 2 or 4-Door Car
Chevrolet Spark or similar
Includes air conditioning, automatic transmission, 2-wheel drive



Slide to cancel

 DIRECTIONS

 SIXT

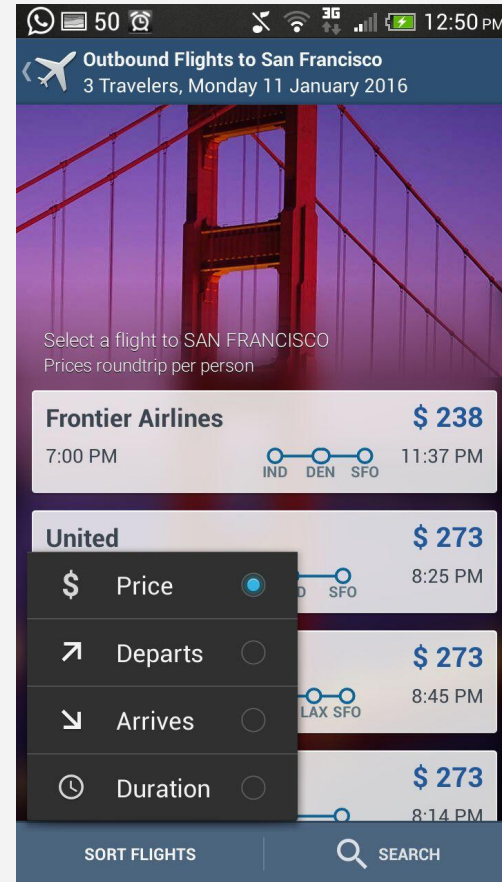
Lack of Filters on Mobile

Lack of Filters results in unnecessary search time for users in the Mobile App

This feature is flawed in the following sections

- Flights

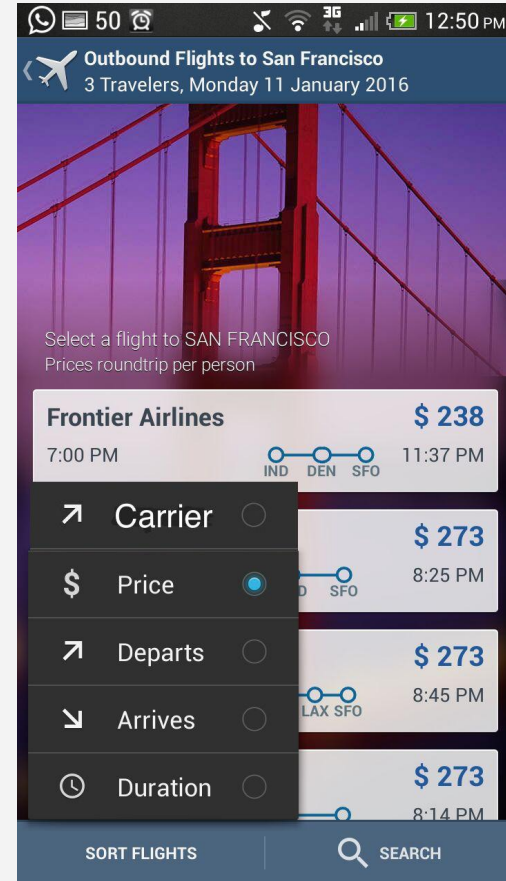
“ For someone who flies a lot, I care about what carrier I am travelling with because I get mileage points, being able to search with carrier does matter, this does not offer that ”



Recommendations - Mobile

Include Top Priority Filters for Mobile App.

Ex. Allow users to search for preferred Airlines



Too many Filters in the Website

Too many filters on Page Load for WebApp

This feature is flawed in the following sections

- Flights

- Hotels

- Car Reservation

Filter your results by

Stops

- | | |
|--|-------------|
| <input type="checkbox"/> Nonstop (1) | From: \$627 |
| <input type="checkbox"/> 1 Stop (3679) | \$396 |
| <input type="checkbox"/> 2+ Stops (2340) | \$425 |

Airlines included

- | | |
|---|-------------|
| <input type="checkbox"/> American Airlines (3776) | From: \$396 |
| <input type="checkbox"/> Delta (3120) | \$414 |
| <input type="checkbox"/> United (2756) | \$419 |
| <input type="checkbox"/> Alaska Airlines (2517) | \$494 |
| <input type="checkbox"/> Frontier Airlines (153) | \$396 |

Departing time - Indianapolis

- | |
|---|
| <input type="checkbox"/> Morning (5:00a - 11:59a) |
| <input type="checkbox"/> Afternoon (12:00p - 5:59p) |
| <input type="checkbox"/> Evening (6:00p - 11:59p) |

Arrival time - San Francisco

- | |
|---|
| <input type="checkbox"/> Morning (5:00a - 11:59a) |
| <input type="checkbox"/> Afternoon (12:00p - 5:59p) |
| <input type="checkbox"/> Evening (6:00p - 11:59p) |

Hide arrival time for San Francisco

Departing time - San Francisco

- | |
|---|
| <input type="checkbox"/> Early Morning (12:00a - 4:59a) |
| <input type="checkbox"/> Morning (5:00a - 11:59a) |
| <input type="checkbox"/> Afternoon (12:00p - 5:59p) |
| <input type="checkbox"/> Evening (6:00p - 11:59p) |

Arrival time - Indianapolis

- | |
|---|
| <input type="checkbox"/> Early Morning (12:00a - 4:59a) |
|---|

<input type="checkbox"/>		6:27a - 11:03a American Airlines	7h 36m IND - SFO	1 stop 1h 5m in DFW
--------------------------	---	-------------------------------------	---------------------	------------------------

<input type="checkbox"/>		6:00a - 2:50p Frontier Airlines	5h 50m SFO - IND	1 stop 49m in DEN
--------------------------	---	------------------------------------	---------------------	----------------------


[Flight details and baggage fees](#) [Satisfactory Flights \(6.0 out of 10\)](#)

**Too many Filters
displayed on landing
page**

		8h 7m IND - SFO	1 stop 1h 35m in DFW
--	--	--------------------	-------------------------

		5h 50m SFO - IND	1 stop 49m in DEN
--	--	---------------------	----------------------

[Flight details and baggage fees](#) [Fair Flights \(5.8 out of 10\)](#)

<input type="checkbox"/>		11:30a - 6:56p American Airlines	10h 26m IND - SFO	1 stop 4h in DFW
--------------------------	---	-------------------------------------	----------------------	---------------------

<input type="checkbox"/>		6:00a - 2:50p Frontier Airlines	5h 50m SFO - IND	1 stop 49m in DEN
--------------------------	---	------------------------------------	---------------------	----------------------

[Flight details and baggage fees](#) [Fair Flights \(5.2 out of 10\)](#)

<input type="checkbox"/>		6:27a - 11:03a American Airlines	7h 36m IND - SFO	1 stop 1h 5m in DFW
--------------------------	---	-------------------------------------	---------------------	------------------------

<input type="checkbox"/>		3:45p - 1:12a +1 American Airlines	6h 27m SFO - IND	1 stop 1h 14m in PHX
--------------------------	---	---------------------------------------	---------------------	-------------------------

[Flight details and baggage fees](#) [Satisfactory Flights \(6.3 out of 10\)](#)

<input type="checkbox"/>		6:27a - 11:03a American Airlines	7h 36m IND - SFO	1 stop 1h 5m in DFW
--------------------------	---	-------------------------------------	---------------------	------------------------

Recommendations - Web

Only show Top priority filters on
Page Load

Show the other filters in collapsed
form

Filter your results by

Stops

- ☐ Nonstop (1)
- ☐ 1 Stop (3679)
- ☐ 2+ Stops (2340)

From:

\$627

\$396

\$425

Airlines included

- ☐ American Airlines (3776)
- ☐ Delta (3120)
- ☐ United (2756)
- ☐ Alaska Airlines (2517)
- ☐ Frontier Airlines (153)

From:

\$396

\$414

\$419

\$494

\$396

Departing time - Indianapolis

Show departure time for Indianapolis

Arrival time - San Francisco

- ☐ Morning (5:00a - 11:59a)
- ☐ Afternoon (12:00p - 5:59p)
- ☐ Evening (6:00p - 11:59p)

Hide arrival time for San Francisco

Departing time - San Francisco

Show departure time for San Francisco

☐

 6:27a - 11:03a
American Airlines

7h 36m
IND - SFO

1 stop
1h 5m in DFW

☐

 6:00a - 2:50p
Frontier Airlines

5h 50m
SFO - IND

1 stop
49m in DEN

[Flight details and baggage fees](#) [Satisfactory Flights \(6.0 out of 10\)](#)

☐

 7:53a - 1:00p
American Airlines

8h 7m
IND - SFO

1 stop
1h 35m in DFW

☐

 6:00a - 2:50p
Frontier Airlines

5h 50m
SFO - IND

1 stop
49m in DEN

[Flight details and baggage fees](#) [Fair Flights \(5.8 out of 10\)](#)

☐

 11:30a - 6:56p
American Airlines

10h 26m
IND - SFO

1 stop
4h in DFW

☐

 6:00a - 2:50p
Frontier Airlines

5h 50m
SFO - IND

1 stop
49m in DEN

[Flight details and baggage fees](#) [Fair Flights \(5.2 out of 10\)](#)

☐

 6:27a - 11:03a
American Airlines

7h 36m
IND - SFO

1 stop
1h 5m in DFW

☐

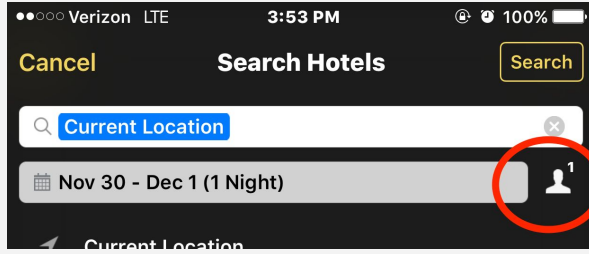
 3:45p - 1:12a +1
American Airlines

6h 27m
SFO - IND

1 stop
1h 14m in PHX

[Flight details and baggage fees](#) [Satisfactory Flights \(6.3 out of 10\)](#)

Icon is not visible

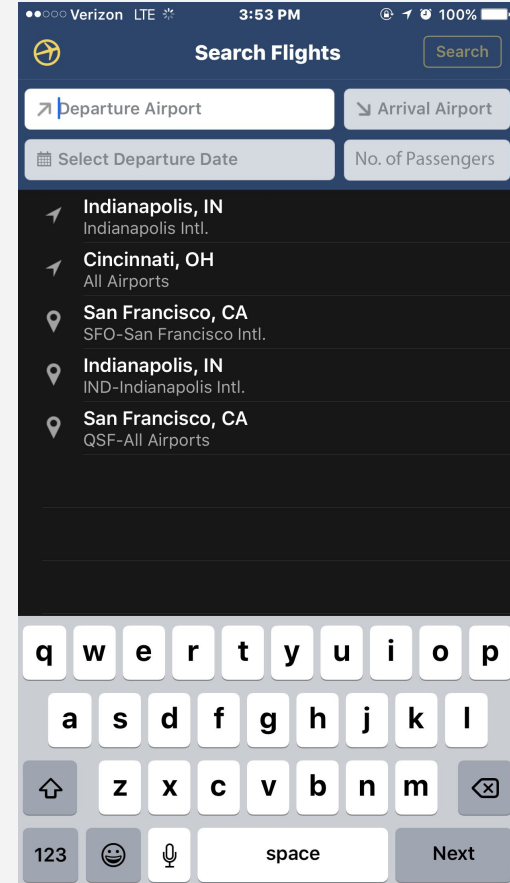
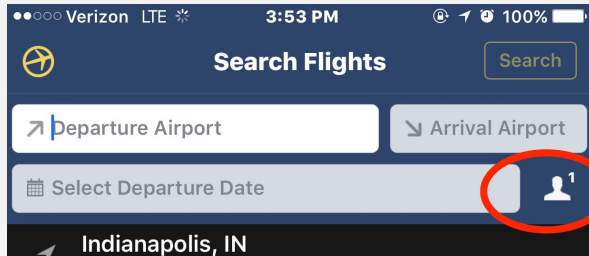


- The icon for number of passengers for flights is small and is easy to miss
- The icon for number of guests for hotels is small and easy to miss

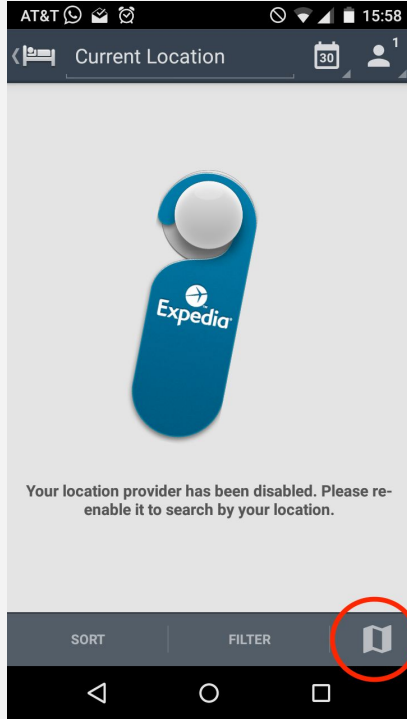
“I did not notice the icon at all. I was about to go ahead without selecting the number of people”

Recommendation

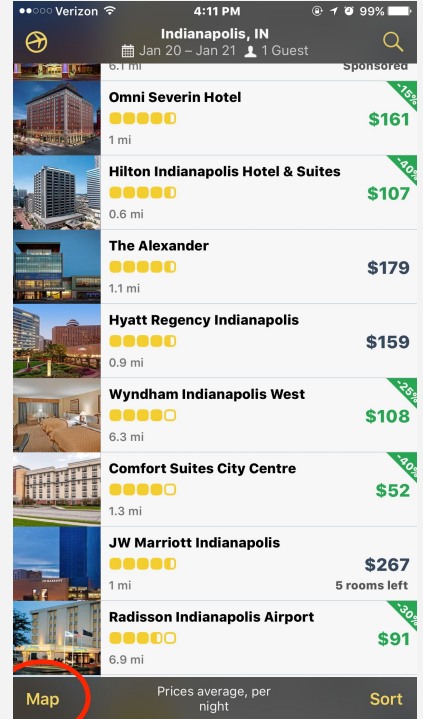
- Our recommendation would be to have the number of guests and passengers fields as a regular input field instead of the small icon



Icon issues 2 - Map

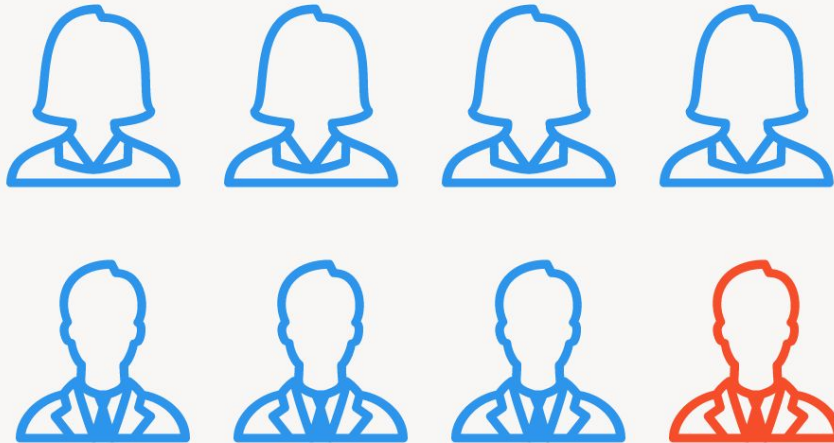


- The map icon that is displayed in the Android app (**shown left**) is confusing.
- A text label called “Map” is clearer (**shown right**)



Conclusion

Expedia Web APP VS Mobile



88%

WEBSITE

7/8

Q & A