

Usability Report

with



EXPEDIA

H543: INTERACTION DESIGN METHODS

INDIANA UNIVERSITY SCHOOL OF INFORMATICS, IUPUI

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Executive Summary

The report contains findings from user evaluations conducted on travel website, “Expedia”. Tasks allocated to the users were established by the experts based on their previous expert review findings. These tasks were selected in a way that it covered the 4 major categories of Expedia which include flights bookings, car reservations, activities and hotel bookings.

Participants for the test were typically aged between 21 to 25. Our user group was diverse with few being frequent travelers while the rest were users that on average took a vacation once a year. This diversity in the age group provided a great deal of insight into how tech savvy youngsters deal with travel booking. All participants were requested to complete a pre-test and post-test questionnaire. The pre-test questionnaire collected their demographic data and their consent in participating in the study while the post-test questionnaire gauged their experience with both platforms and their overall satisfaction.

Issues evident in both platforms were that a considerable amount of time was spent displaying search results. There were several components that lacked uniformity and consistency in both of these platforms such as Calendars, Filters etc. Important information was lost due to a barrage of texts in each section. Several issues were discovered to violate information architecture, interaction flow and iconography standards.

Overall, the consensus was that except for a couple of glaring issues with the website, it fared better than the mobile App. However, SUS results revealed a usability was better for the mobile app. This can be attributed to the streamlined task flow on the mobile app. In addition, we received several recommendations from the users which have been incorporated in this report.

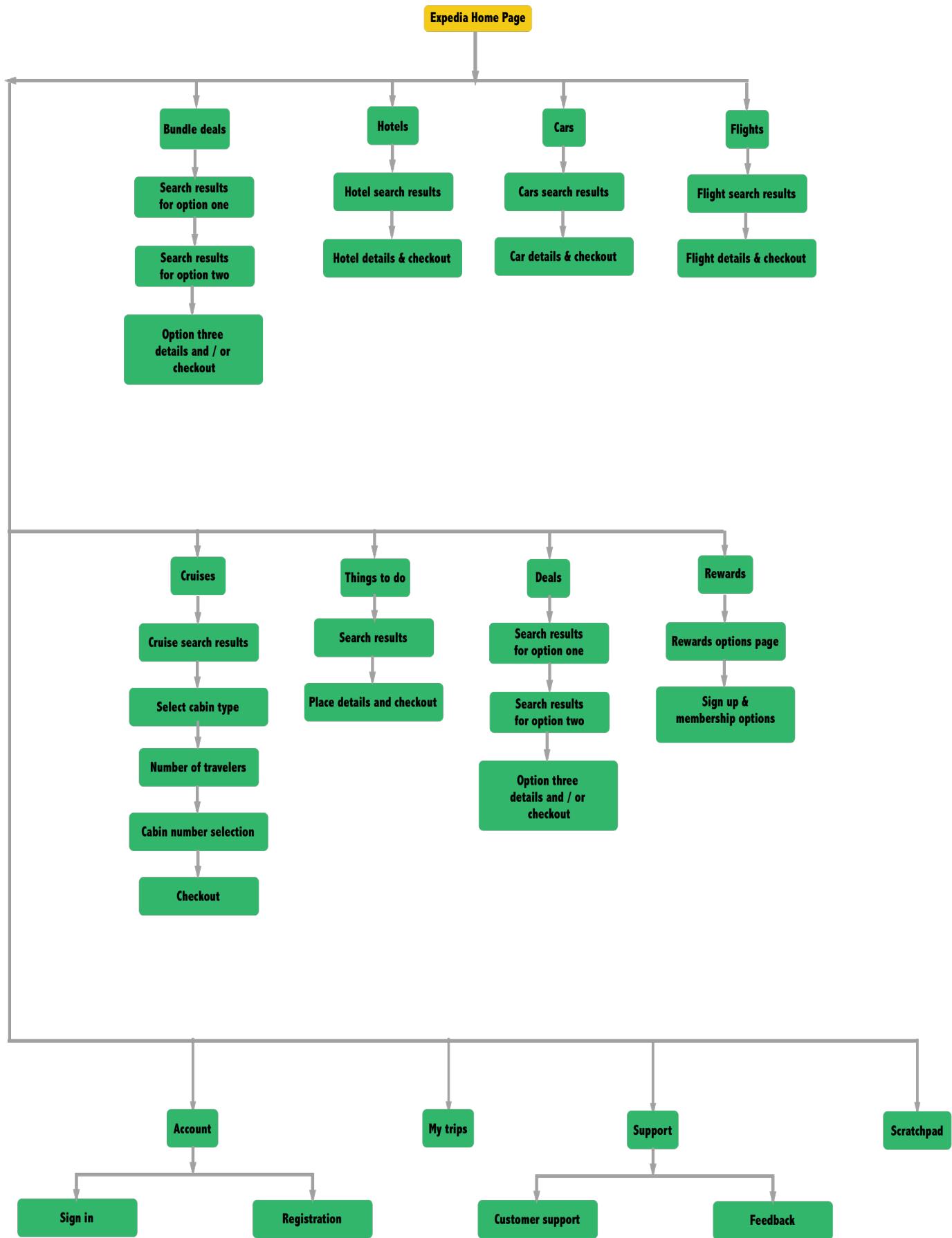
Application Overview & Methodology

Expedia is a travel website that allows for a user to perform a array of activities some of which include booking flights, hotels, cars and a comprehensive list of things to do. We conducted a comparative analysis between the website and the mobile app. This helped identify global issues that plague both these platforms at the same time it also helped determine which amongst the two fared better. The tasks were carefully chosen to complement the previous expert review findings and also to highlight some common requirements of a prospective traveller. A total of 9 tasks were selected that were performed on both the website and the mobile App. These tasks included the 4 major categories (flight, car, activities, hotel) of Expedia.

This report provides usability issues encountered while performing these pre-determined tasks that encompass all of these categories. We conducted user evaluations on 8 users, through these tests we determined several recurring issues faced by each user. Upon completion of these evaluations, we identified global issues present on both the platforms. The findings of these user evaluations can be found in section 3 of this document.

To establish user issues, the inspection method of user testing was employed. We conducted evaluations on a total of 8 users where each session consisted of a facilitator and an observer. Out of the 8 sessions, 4 users were given the website first while the other 4 users were given with the mobile platform. This method helped experts gain deeper insight.

Site Map



Major Findings Summary

Usability evaluation revealed several usability issues with varying severity. There were several recurring issues that plagued both the Expedia website and the mobile application, we've summarized some of the critical issues in the following section.

Excessive Loading Time

The website and the mobile app take an excessive amount of time to load. The user is kept waiting before they can make a selection due to the time taken to load the page. The same issue was prevalent with the mobile application too.

Lack of Filter in Mobile Application

Expedia provides users with a vast reserve of information, however without effective filters, access to this information is lost. The Mobile app lacks basic filters for primary functions such as searching for a particular carrier. Lack of filters resulted in extended search times for the user which reduced the effectiveness of the feature.

Too many Filters in Website

On page load, the website displays an overwhelming number of filters, resulting in user confusion. These filters were unclear and applying them was time consuming.

Uncommon modalities of Interaction in the mobile App

The mobile App does not follow a standard interaction model. Several places in the app required the user to learn new interaction gestures such as drag to select dates to achieve their goal. Without a clear understanding on these interaction, the users were left confused at not being able to interact with the UI elements in an expected manner.

Information Architecture

The website and the mobile app have issues with content location. Critical text was placed at the bottom of the page which was often overlooked by the users. In addition, the mobile application had too much information displayed on the front page, as a result users found it hard to locate relevant information.

Inconsistent Nomenclature between the platforms

The two platforms used naming conventions that were not consistent with each other. One of the 4 major categories were named differently on the mobile app as compared to the website. This lack of uniformity between the platforms created confusion in the users understanding of the location and the type of content.

Vague Iconography

The mobile app used icons in places that made it hard to decipher. Icons used required context knowledge which was challenging for a new user to the platform as a result, they had to perform extra steps if/when they find the appropriate icon. The icons are not globally recognized and do not have a text label that describes the icon.

User Demographics

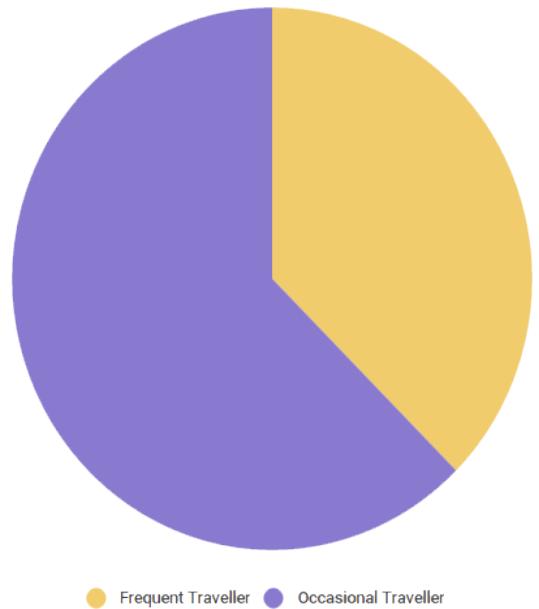
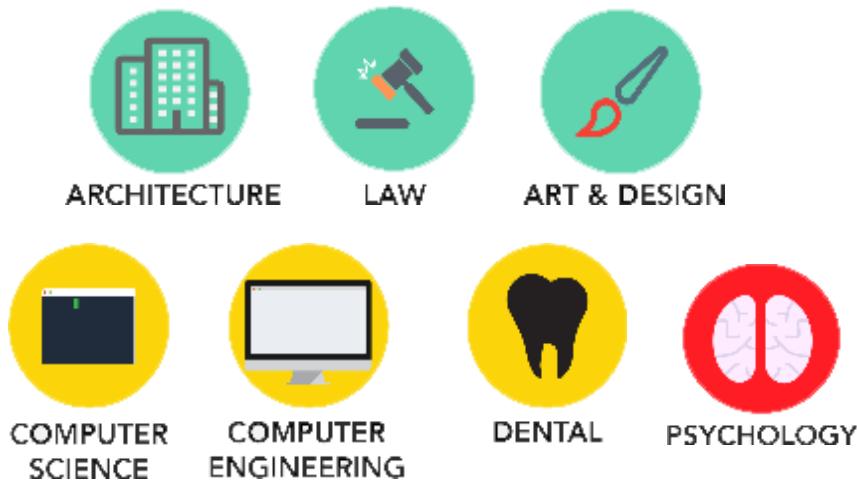


**8 USERS
4 MALE
4 FEMALE
AGES 22 - 26**

Of the 8 users, 3 were frequent travellers while the rest travelled about 1-3 times a year. All of them had used travel websites before but only 1 had used Expedia to make bookings. 7 of the users were not aware of Expedia's mobile app. 1 user was aware of the app and used it for checking in and not to make reservations.

User Background

The users came from very diverse backgrounds. Two users were from computer science background and a user each from the rest.



Description of Severity Ratings

Nielsen's severity scale is used to rate the issues. The scale ranges from 0 to 4. The description is as follows:

	0	I don't agree that this is a usability problem at all. No issue.
	1	Cosmetic problem only: need not be fixed unless extra time is available on project.
	2	Minor usability problem: fixing this should be given low priority.
	3	Major usability problem: important to fix, so should be given high priority.
	4	Usability catastrophe: imperative to fix this before product can be released

Task Summary

While designing our tasks we analyzed the most common usage of a travel website. Through our preliminary research we identified flight booking, car reservation, activities and hotel booking as the most common scenarios for a user. So, our tasks revolve around these scenarios that explore these categories in detail. We also took into account our expert review findings while creating our task list.

Flight

Task 1: Identify Flight

Book flight tickets for a round trip from Indianapolis to San Francisco (All Airport) from 11th January 2016 to 13th January.

Task 2: Select United with specific departure time

Identify a United Airlines flight that departs at 9 AM from San Francisco.

Task 3: Locate Information about Wheelchair

Identify additional information on baggage allowance and information on loading a wheelchair on the flight.

Car

Task 4: Make Car Reservation

Book a Mid Size SUV car with San Francisco as the pickup and drop off location from 11th Jan to 13st Jan.

Also specify the pickup time as 11 am on the morning of 11th of Jan and 11am on the following return date i.e. 13th of Jan.

Task 5: Cancel car reservation

Cancel the car reservation present in your itinerary.

Activities

Task 6: Identify activities available for those specific dates

Find all the activities that you could partake in for these dates when travelling to Miami from 26th to the 29th of November.

Task 7: Select one particular activity

Find the activity Miami Auto Museum. Also, identify the address and price of the activity.

Hotel

Task 8: Select hotel based on review requirement

Book a hotel in Miami for February 12th -14th. The room should have a minimum of 3 stars from reviews.

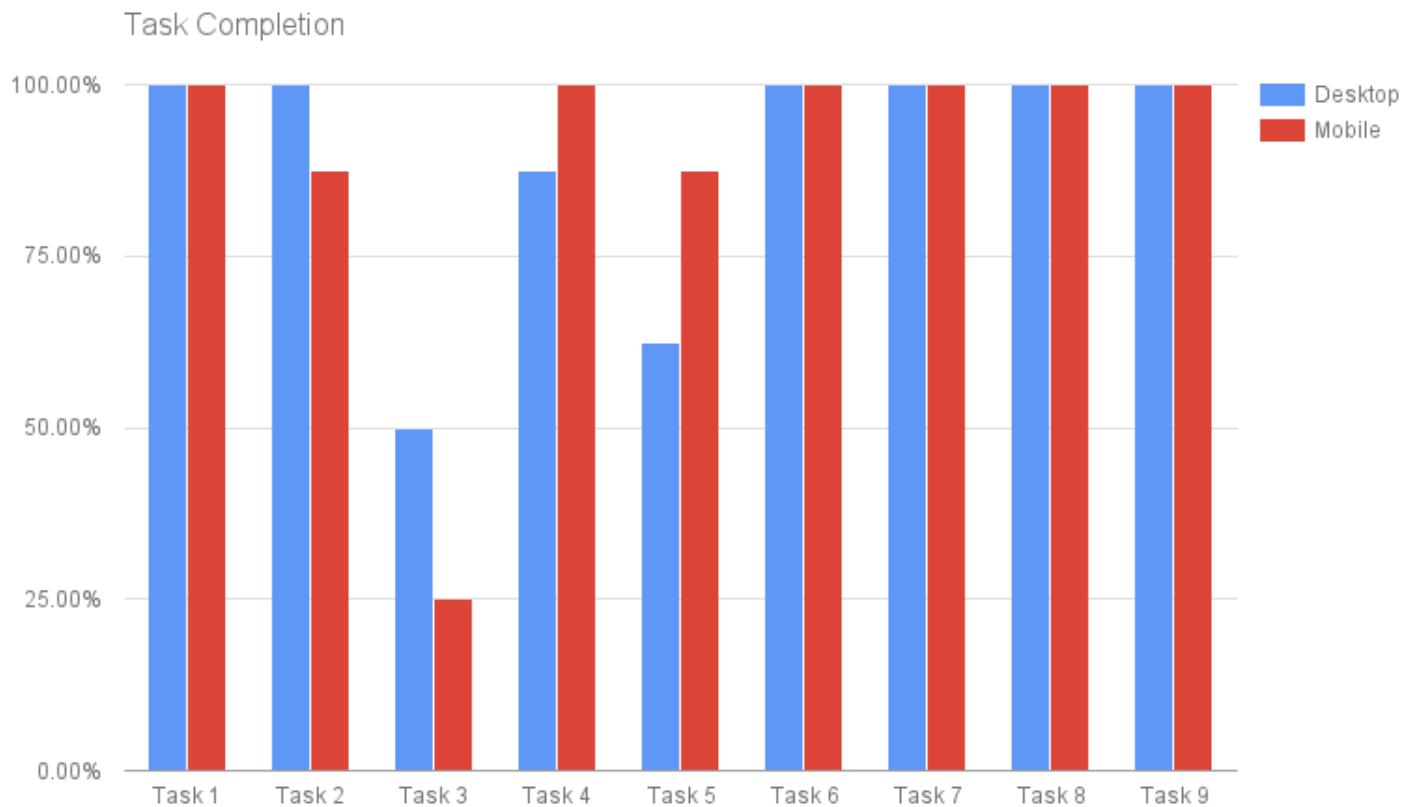
Task 9: Identify check in and checkout time

Identify the check in and check out time and availability of free internet for guests.



Quantitative Analysis

Task Completion Rates

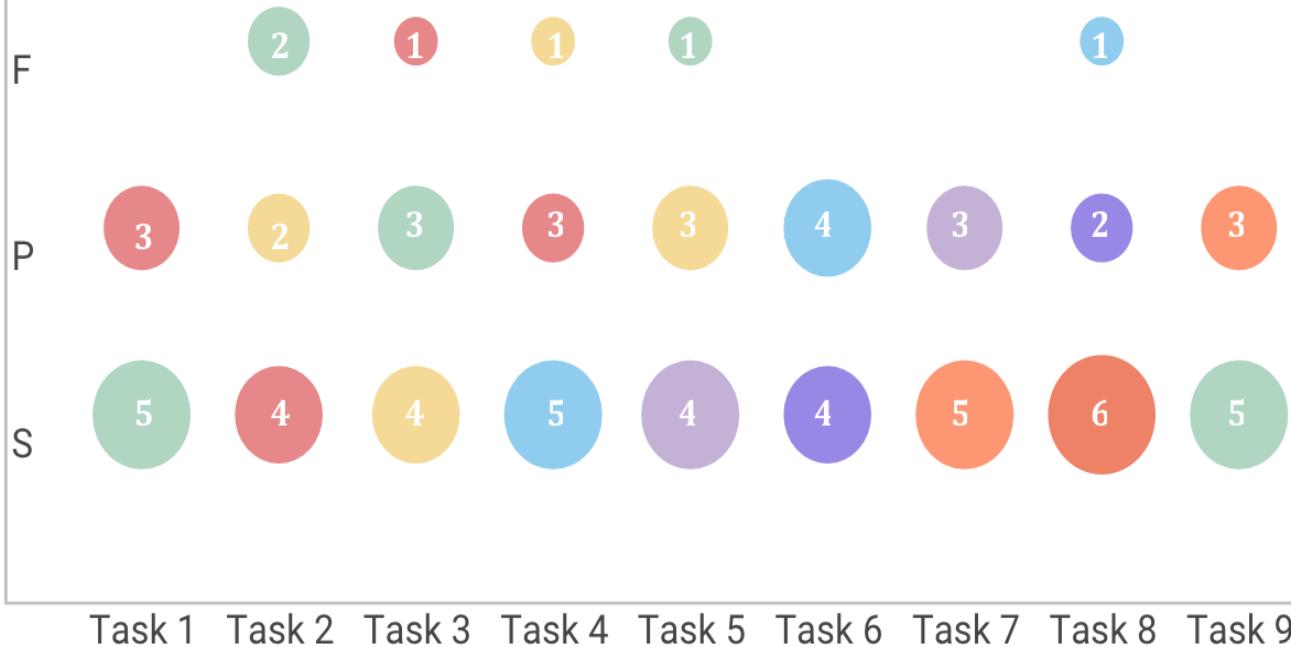


The above graph shows the desktop vs mobile comparison of the total percentage of participants that completed a given task. The blue bars represent desktop, and red bars represent mobile.

DESKTOP

F -FAILURE P-PARTIAL S-SUCCESS

USERS = 8



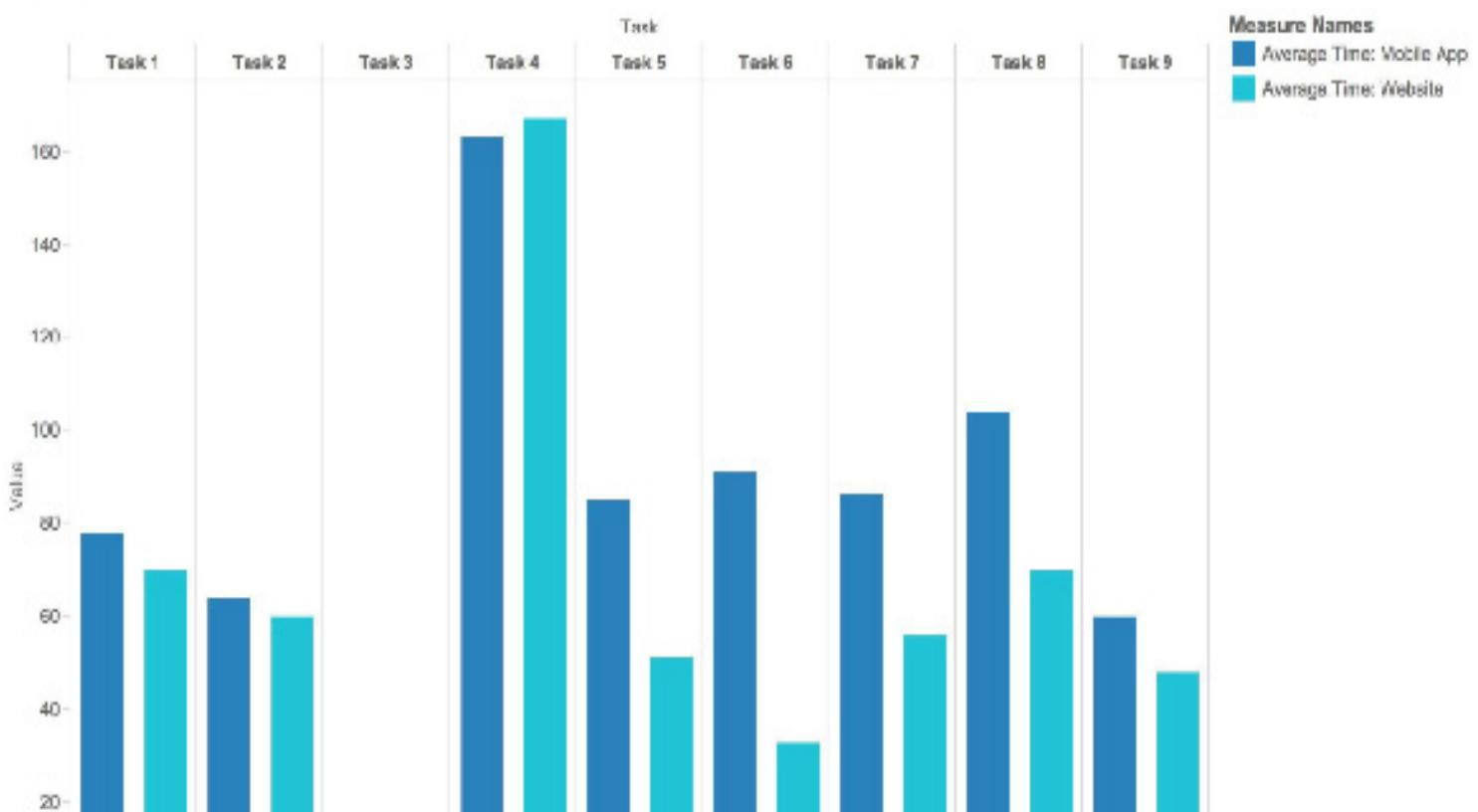
MOBILE

F -FAILURE P-PARTIAL S-SUCCESS

USERS = 8



Time on Task

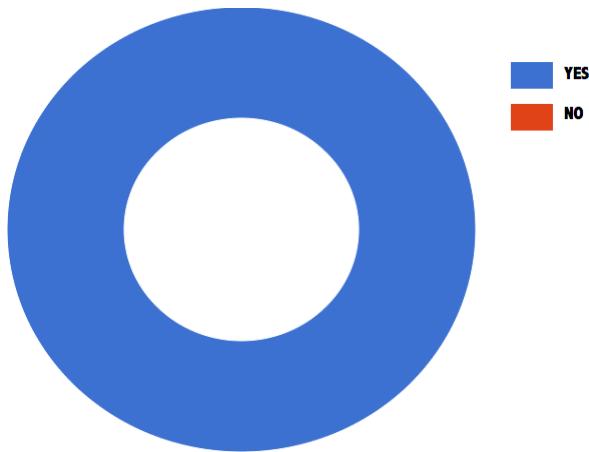


The above graph shows the desktop vs mobile comparison of the time on task metric. Task 3 was completed only by 2 users so it has been excluded.

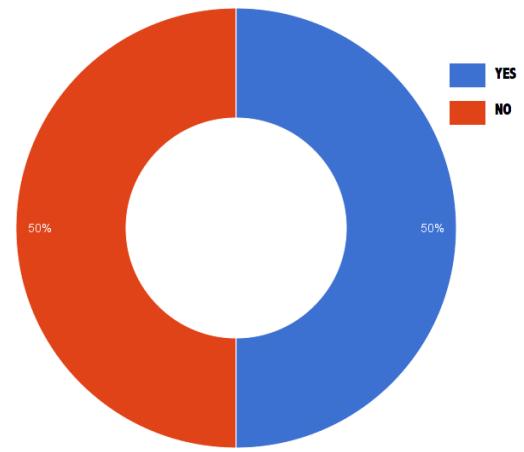
As shown majority of the tasks were completed in shorter time periods on desktop when compared to mobile which is interesting given that there are more options on desktop and the mobile provides a more streamlined approach to task completion.

Pre-Test Questionnaire Results

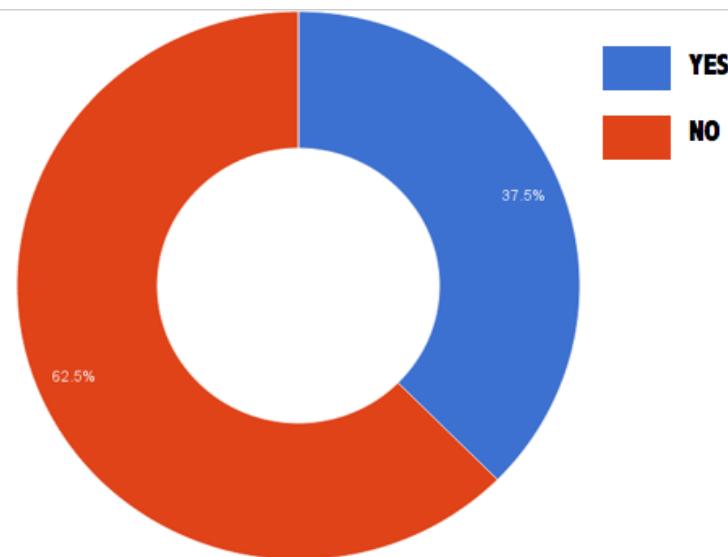
Are you aware of Expedia?



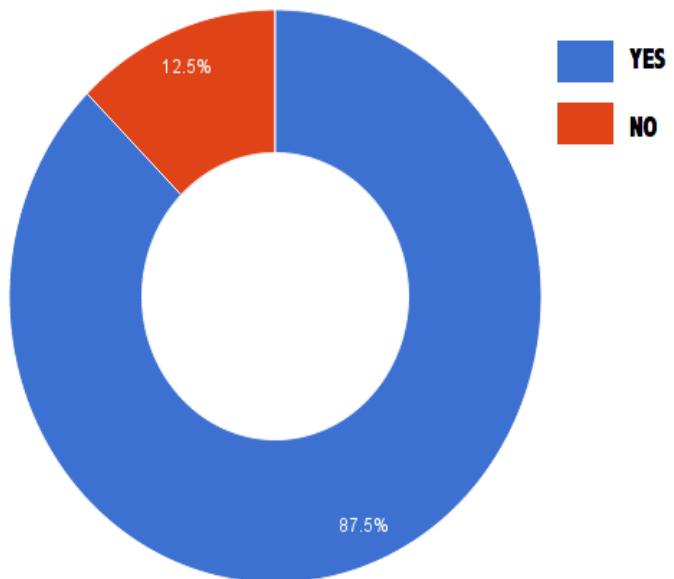
Have you used Expedia before?



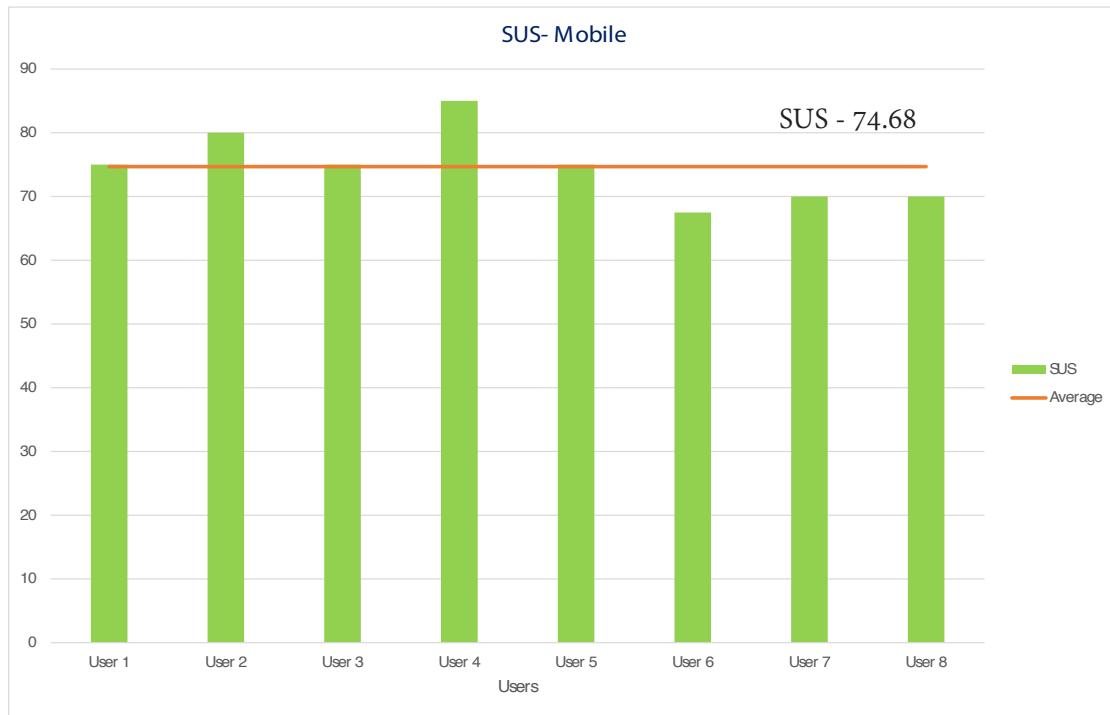
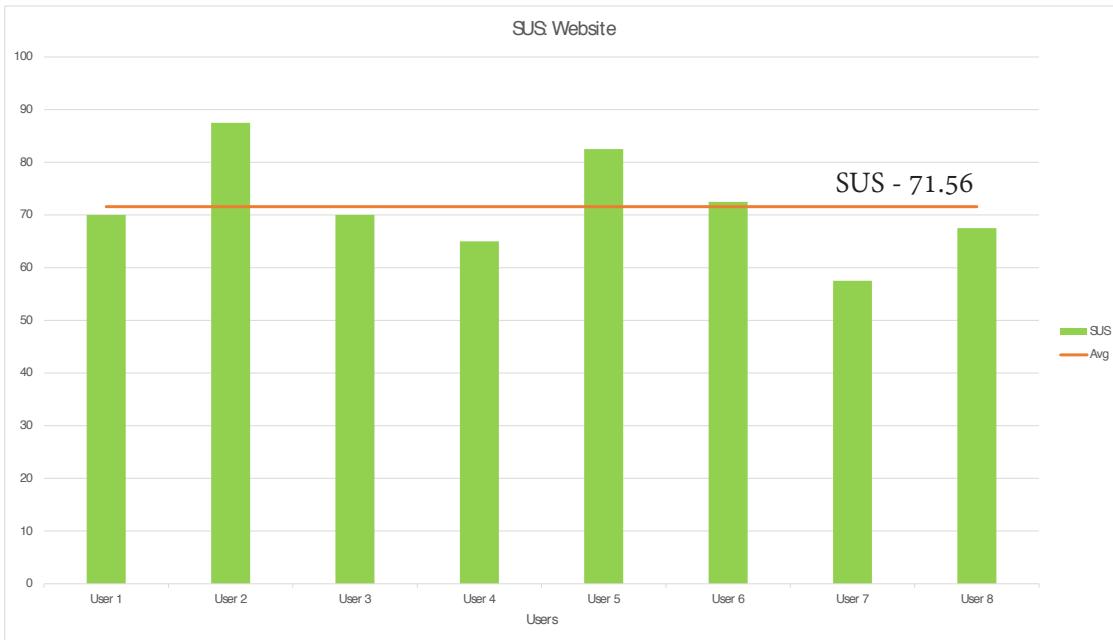
Have you used Expedia before?



Have you used other travel websites before?



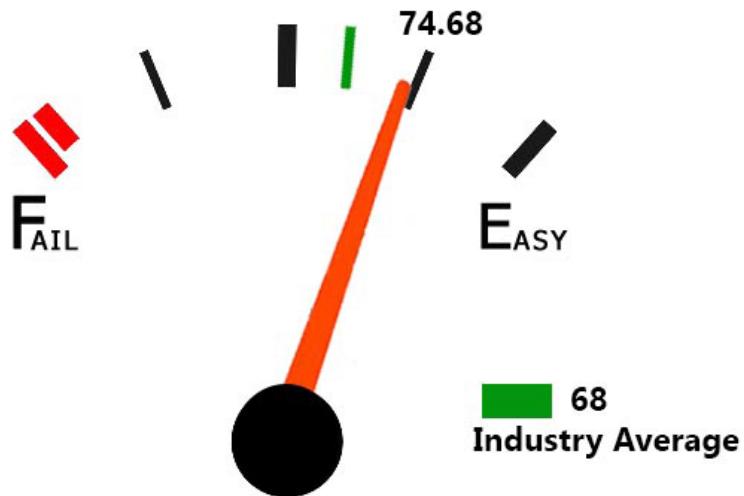
Post Test Questionnaire Results



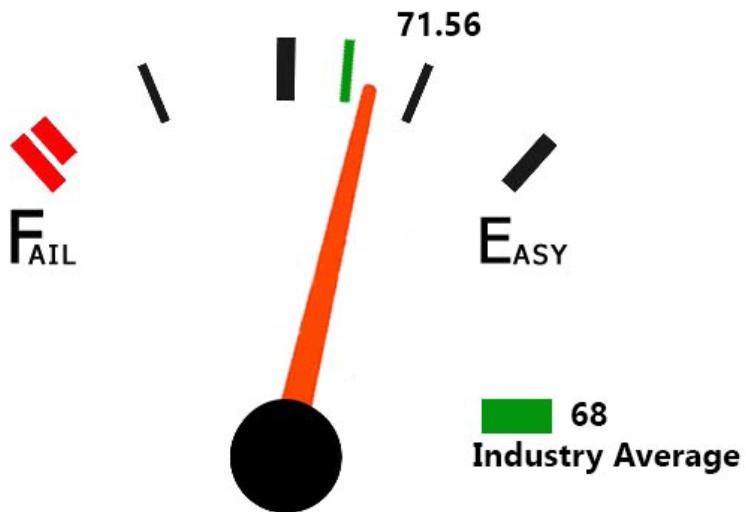
SUS results revealed that usability was better for the mobile app when compared to desktop whereas user comfort was better on desktop. This might be attributed to familiarity with interface.

Post Test Questionnaire Results

Average SUS - Mobile



Average SUS - Desktop





Qualitative Measure



Global Issues

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...



Searching hundreds of hotels for you!



A screenshot of a mobile application interface. At the top, it shows a location bar with "Downtown Indianapolis, Indiana" and a date range "Nov 30 - Dec 14". Below this, there are two tour listing cards. The first card is for "Tactical Paintball Excursion" at \$47, lasting 3 hours per traveler. The second card is for "ATV Sunset Tour" at \$74, lasting 1 hour per traveler. At the bottom, there is a "Sort & Filter" button.

Issue 1

Excessive Loading Time

The results take an excess amount of time to be displayed

Description

All sections of the website load upon entering search criteria.

Severity : 4



8 out of 8 users were frustrated with this interaction and had to wait which increased time on task

"This is taking sooo long!!."

"Loading. Again!."

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

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

Searching...

 **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	IND → DEN → SFO 11:37 PM
United	\$ 273
4:39 PM	IND → ORD → SFO 8:25 PM
American Airlines	\$ 273
4:15 PM	IND → LAX → SFO 8:45 PM
United	\$ 273
2:50 PM	IND → ORD → SFO 8:14 PM

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

Recommendation

Our recommendation is to provide users with few of the results and then continue loading the other results.

This method would allow the users to browse through some of the results while the other options are loaded .

This would reduce user frustration and also provide a more enhanced user experience.

Baggage Fees

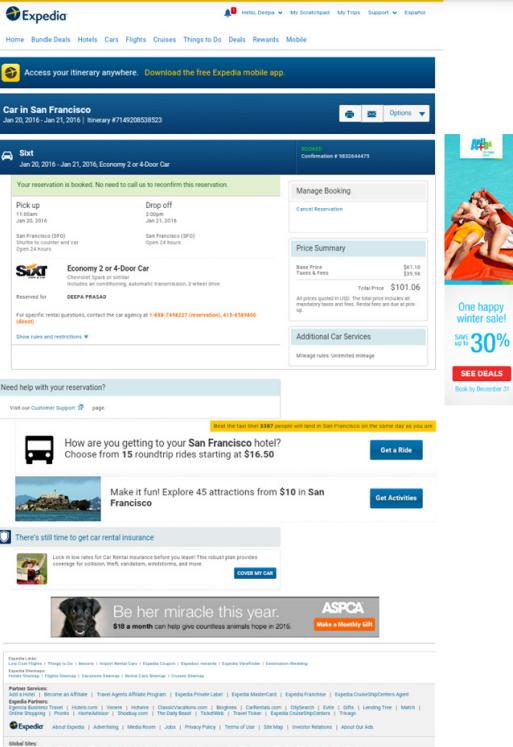
military status, baggage size and weight or other factors. If your trip includes more than one airline, baggage fees are generally determined by the first carrier on the ticket. Exceptions may apply, so you should use the link below or contact the airline for more information.

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

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Additional Information



The screenshot shows a car rental reservation for an Economy 2 or 4-door car from Jan 20, 2016, to Jan 21, 2016, at San Francisco (SFO). The total price is \$101.06. It includes options like air conditioning, automatic transmission, 2-wheel drive, and GPS. A promotional banner for "One happy winter sale! Up to 30% off" is visible. Below the main reservation details, there are sections for "How are you getting to your San Francisco hotel?", "Make it fun! Explore 45 attractions from \$10 in San Francisco", and "There's still time to get car rental insurance". At the bottom, there's a "Be her miracle this year." ASPCA campaign.

Issue 2

Redirects the user to website

Redirects users from Mobile App to website.

Description

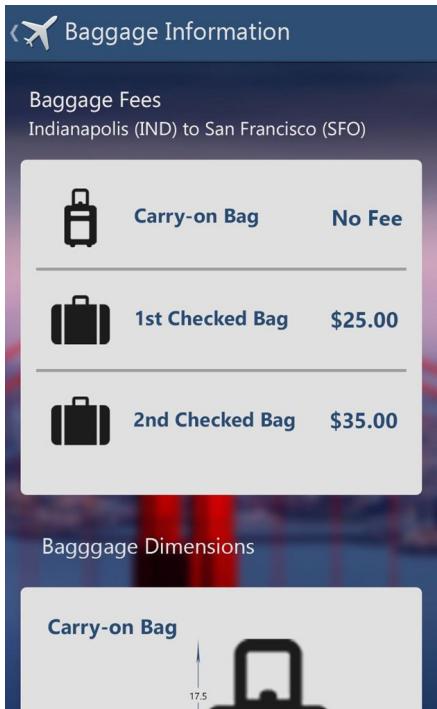
Users on occasion are redirected from mobile to desktop.

Severity : 4



6 out of 8 users were unable to complete certain tasks due to this method.

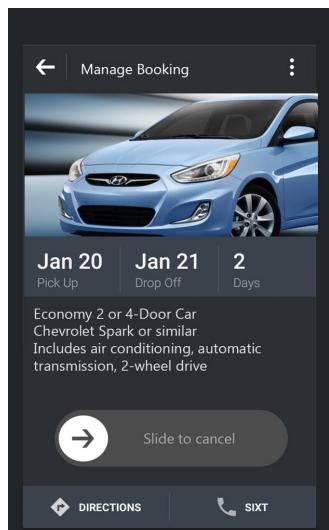
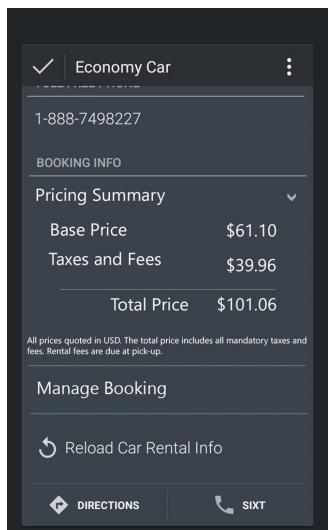
“ I'm looking to cancel (car reservation) but it's taken me to the website.”



Recommendation

Our recommendation is to provide all functionalities in the mobile application and eliminate redirection to mobile application.

As an added measure the website must be made responsive so when users are redirected they are easily able to find the required information.



Issue 3

Lack of Filters Description

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

Select a flight to SAN FRANCISCO
Prices roundtrip per person

Airlines	Price	Departure	Arrival
Frontier Airlines	\$ 238	7:00 PM IND -> DEN	11:37 PM DEN -> SFO
United	\$ 273	8:25 PM IND -> SFO	8:45 PM SFO -> LAX

Filters:

- \$ Price
- ↗ Departs
- ↘ Arrives
- ⌚ Duration

SORT FLIGHTS | SEARCH

Filters provided on the website are too many and filters provided on the mobile application are too little.

Severity : 4



6 out of 8 users were did not make effective use of filters either in mobile or desktop.

Filter your results by

Stops	From:	Flight Details
<input type="checkbox"/> Nonstop (1)	\$627	6:27a - 11:03a American Airlines 7h 36m IND - SFO 1 stop 1h 5m in DFW
<input type="checkbox"/> 1 Stop (3679)	\$396	6:00a - 2:50p Frontier Airlines 5h 50m SFO - IND 1 stop 49m in DEN
<input type="checkbox"/> 2+ Stops (2340)	\$425	

Airlines included From:

Airlines	From:	Flight Details
<input type="checkbox"/> American Airlines (3776)	\$396	8h 7m IND - SFO 1 stop 1h 35m in DFW
<input type="checkbox"/> Delta (3120)	\$414	5h 50m SFO - IND 1 stop 49m in DEN
<input type="checkbox"/> United (2756)	\$419	
<input type="checkbox"/> Alaska Airlines (2517)	\$494	
<input type="checkbox"/> Frontier Airlines (153)	\$396	

Departing time - Indianapolis

Time	From:	Flight Details
<input type="checkbox"/> Morning (5:00a - 11:59a)		11:30a - 6:56p American Airlines 10h 26m IND - SFO 1 stop 4h in DFW
<input type="checkbox"/> Afternoon (12:00p - 5:59p)		6:00a - 2:50p Frontier Airlines 5h 50m SFO - IND 1 stop 49m in DEN
<input type="checkbox"/> Evening (6:00p - 11:59p)		

Arrival time - San Francisco

Time	From:	Flight Details
<input type="checkbox"/> Morning (5:00a - 11:59a)		6:27a - 11:03a American Airlines 7h 36m IND - SFO 1 stop 1h 5m in DFW
<input type="checkbox"/> Afternoon (12:00p - 5:59p)		3:45p - 1:12a +1 American Airlines 6h 27m SFO - IND 1 stop 1h 14m in PHX
<input type="checkbox"/> Evening (6:00p - 11:59p)		

Hide arrival time for San Francisco

Departing time - San Francisco

Time	From:	Flight Details
<input type="checkbox"/> Early Morning (12:00a - 4:59a)		6:27a - 11:03a American Airlines 7h 36m IND - SFO 1 stop 1h 5m in DFW
<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

Time	From:	Flight Details
<input type="checkbox"/> Early Morning (12:00a - 4:59a)		6:27a - 11:03a American Airlines 7h 36m IND - SFO 1 stop 1h 5m in DFW

Too many Filters displayed on landing page

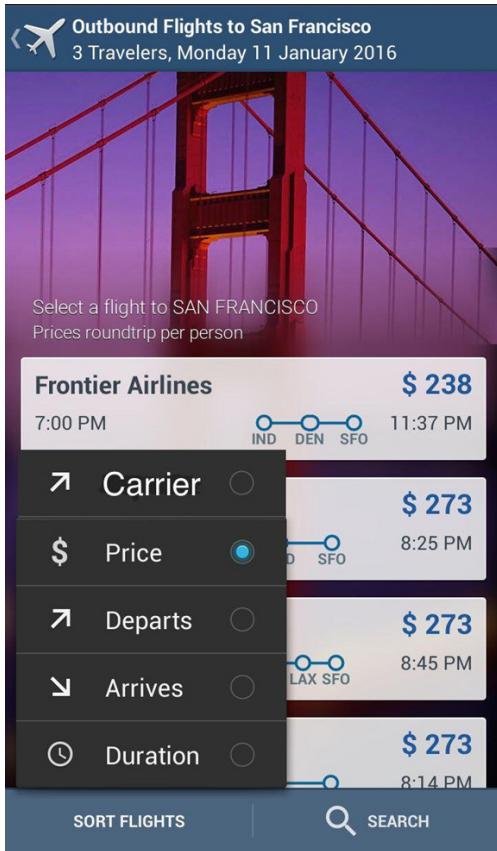
Flight details and baggage fees ✕ Satisfactory Flights (6.0 out of 10)

Flight details and baggage fees ✕ Fair Flights (5.8 out of 10)

Flight details and baggage fees ✕ Fair Flights (5.2 out of 10)

Flight details and baggage fees ✕ Satisfactory Flights (6.3 out of 10)

“ 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 ”



Recommendation

Our recommendation is to collapse unnecessary filters on desktop so users may choose them based on broad classifications. This would enable effective utilization of the filters available

Expedia must identify core filters that are frequently used by the user and then ensure they are available in the mobile application.

Filter your results by

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

Airlines included	From:
<input type="checkbox"/> American Airlines (3776)	\$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
Show departure time for Indianapolis

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
Show departure time for San Francisco

Flight details and baggage fees Satisfactory Flights (6.0 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"/> 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)

<input type="checkbox"/> 7:53a - 1:00p American Airlines	8h 7m IND - SFO	1 stop 1h 35m 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)

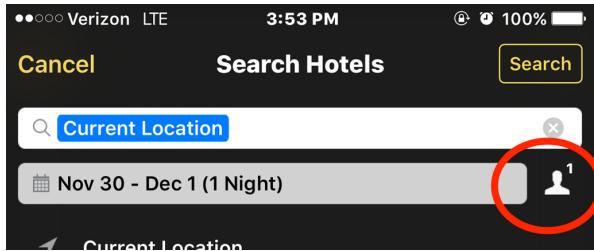
<input type="checkbox"/> 11:30a - 6:56p American Airlines	10h 26m IND - SFO	1 stop 4h in DFW
<input type="checkbox"/> 6:00a - 2:50p Frontier Airlines	5h 50m SFO - IND	1 stop 49m in DEN

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

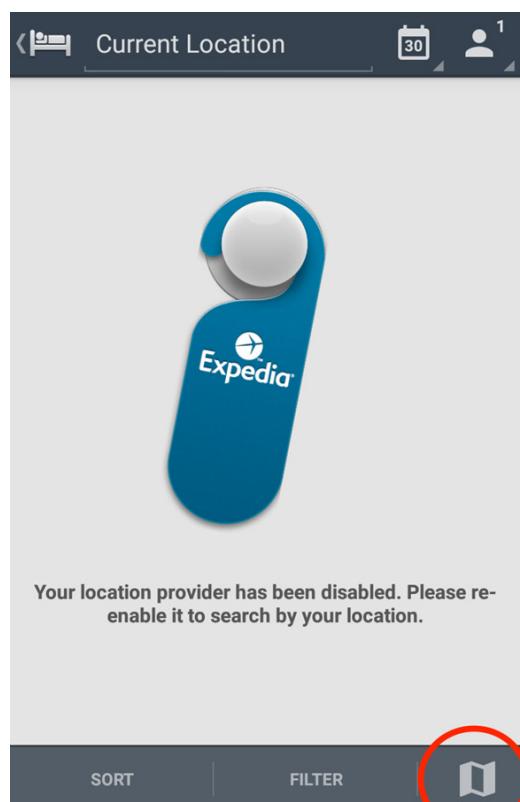
Issue 4

Icons are unclear



Description

Many icons used in the mobile application were unclear to the user such as map and passenger details icons



Severity : 4



8 out of 8 users failed in noticing the passenger details icons

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

Indianapolis, IN
Jan 20 – Jan 21 1 Guest

Sponsored

Hotel	Rating	Distance	Price
Omni Severin Hotel	4 stars	1 mi	\$161
Hilton Indianapolis Hotel & Suites	4 stars	0.6 mi	\$107
The Alexander	4 stars	1.1 mi	\$179
Hyatt Regency Indianapolis	4 stars	0.9 mi	\$159
Wyndham Indianapolis West	4 stars	6.3 mi	\$108
Comfort Suites City Centre	4 stars	1.3 mi	\$52
JW Marriott Indianapolis	4 stars	1 mi	\$267 5 rooms left
Radisson Indianapolis Airport	4 stars	6.9 mi	\$91

Map Prices average, per night Sort

Recommendation

Our recommendation use standard icons that are familiar to the user for the map icon .

For the passenger details icon Expedia can provide a input box rather than an icon to help user input the details easily

Search Flights

Departure Airport Arrival Airport

Select Departure Date No. of Passengers

- Indianapolis, IN
Indianapolis Intl.
- Cincinnati, OH
All Airports
- San Francisco, CA
SFO-San Francisco Intl.
- Indianapolis, IN
IND-Indianapolis Intl.
- San Francisco, CA
QSF-All Airports

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123 space Next

X Search Activities SEARCH

 Downtown Indianapolis, Indiana

 Select date

December 2015							
S	M	T	W	T	F	S	
29	30	1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31	1	2	
3	4	5	6	7	8	9	

X Search Cars SEARCH

 Downtown Indianapolis, I Drop-off

 Select pick-up and drop-off dates

December 2015							
S	M	T	W	T	F	S	
29	30	1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31	1	2	
3	4	5	6	7	8	9	

Issue 5

Calendar Issues

Description

In the mobile application different sections have different calendar design which created inconsistency.

Severity : 4



6 out of 8 users wondered why the calendar worked differently in different sections of the same application.

“ Why are there sooo many different types of calendars? They could use the the same

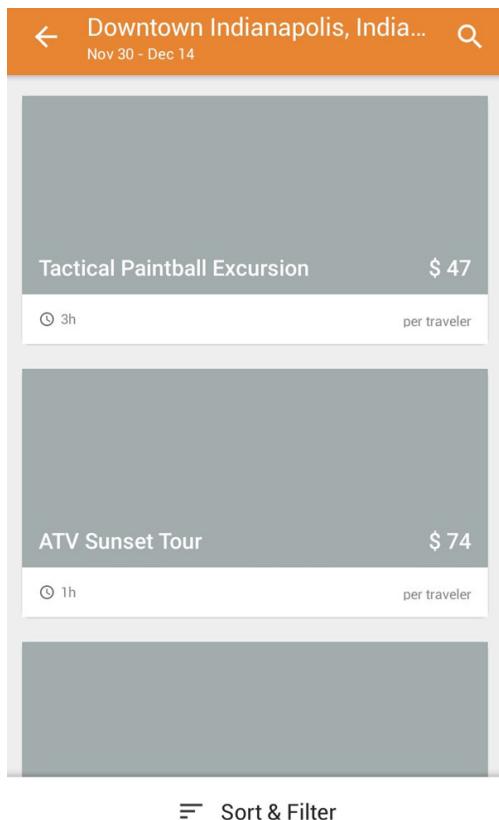
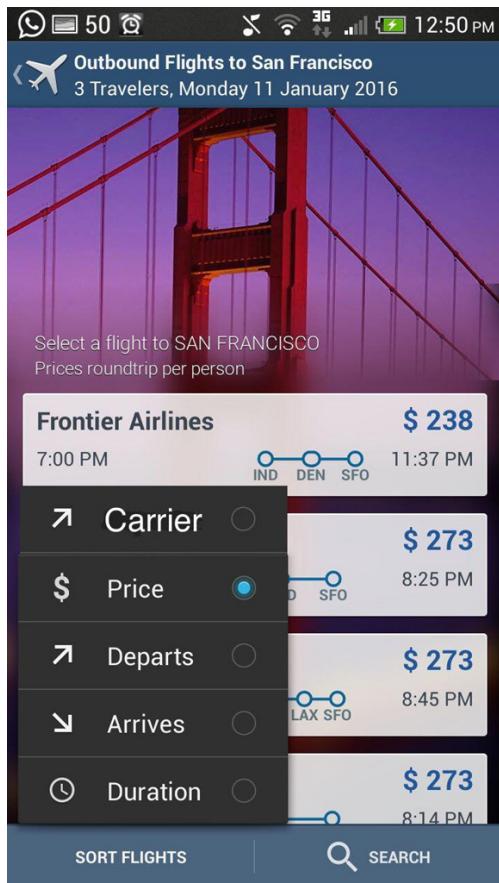
”
design!

Recommendation

The screenshot shows a mobile application interface for a travel search. At the top, there's a header with a location icon, "Current Location", a date icon with "9", and a user profile icon with a notification count of "1". Below this, a section titled "Tonight" displays "Prices average, per night". Two hotel results are shown: "Knights Inn Indianapolis..." at \$55 (9.8 km away, sponsored) and "Omni Severin Hotel" at \$399. A "Select Check-in Date" button is present. Below this is a monthly calendar for December 2015, with days from 29 to 31 of the previous month and 1 to 12 of the current month highlighted. The 9th is selected. Buttons for "SORT" and "FILTER" are at the bottom.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Our recommendation is to use a standard design and interaction modality to maintain consistency in visual design and help ease user cognitive load when performing a certain task.



Issue 6

Quick Link to homepage

User must navigate all previous screens before reaching home page

Description

Users were unable to traverse the application easily

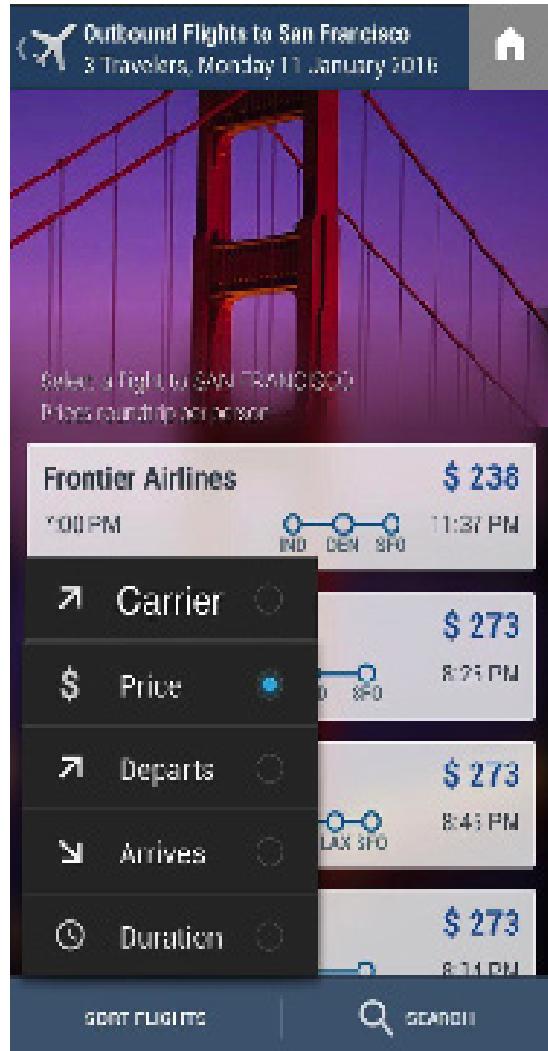
Severity : 4



8 out of 8 users were frustrated they had to go back numerous times to reach the home page

“Why haven’t they provided a home icon? “

Recommendation



Our recommendation is provide a home icon on all screens so users may easily get back to home page

Since Expedia offers multiple categories of booking it is an important requirement to provide this functionality



Flight



Issue 1

Roundtrip flight selection workflow is confusing.

Description

The users have to choose the flights one after the other for roundtrips. They are taken aback when they are asked to select another filght right after already choosing one.

Severity :2



5 out of 8 users wondered were confused by this workflow

“ This is complicated. They
should make it more intuitive ”

Inbound Flights to Indianapolis
1 Traveler, Saturday, January 30, 2016

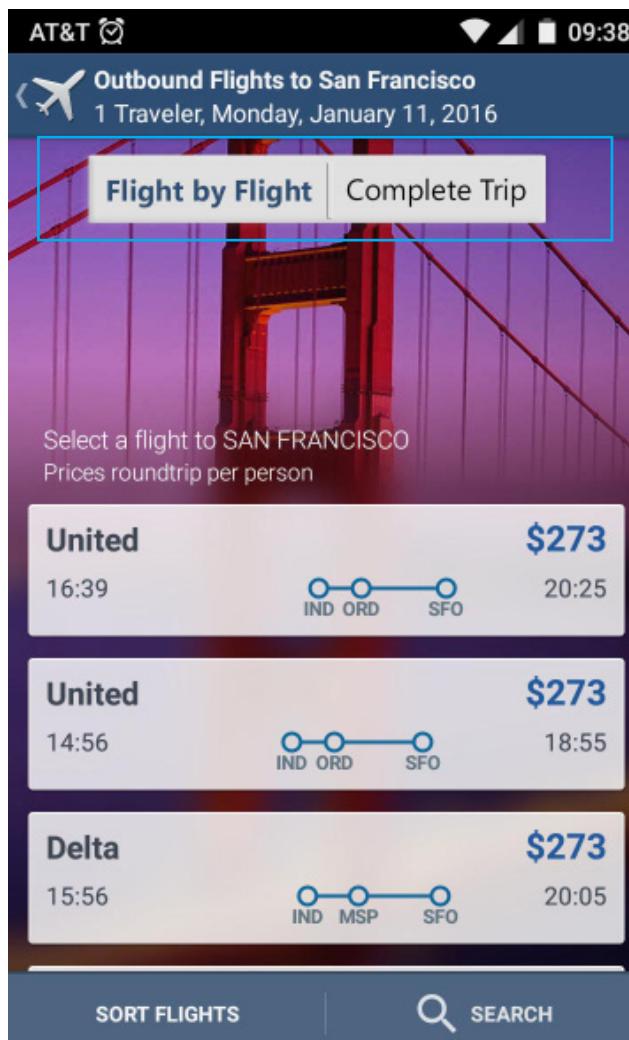
United
16:39 IND ORD SFO 20:25

Select a flight back to INDIANAPOLIS
Prices roundtrip per person

Flight	Departure	Arrival	Price
United	05:23	14:16	\$273
United	08:48	17:52	\$273
United	10:13	19:41	\$273

SORT FLIGHTS SEARCH

Recommendation



Our recommendation is to introduce complete trip view as available on the website and show all results as complete trips by default.

Select your departure to San Francisco Wed, Jan 13

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

[Send Me Updates](#)

[Flight by flight](#)

[Complete trip](#)

Sort by: [Price \(Lowest\)](#)

Filter your results by

Stops

- Nonstop (1)
- 1 Stop (59)
- 2+ Stops (2)

From:

- \$643
- \$274
- \$285

Book this flight with a hotel, get 100% off your flight



9:49a - 1:49p

7h 0m

1 stop
1h 1m in ORD

United 3485 operated by Shuttle America DBA United Express

[Select Flight + Hotel](#)

Airlines included

- United (30)
- Delta (19)
- American Airlines (11)
- Alaska Airlines (2)

From:

- \$274
- \$281
- \$274
- \$285

[Flight details and baggage fees](#)



9:49a - 1:49p

7h 0m

1 stop
1h 1m in ORD

United 3485 operated by Shuttle America DBA United Express

2 left at \$273.20
roundtrip

[Select](#)

Departure time

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

From:

- \$274
- \$281

[Flight details and baggage fees](#)



7:55a - 11:56a

7h 1m

1 stop
51m in ORD

2 left at \$273.20
roundtrip

[Select](#)

[Flight details and baggage fees](#)



6:00a - 10:03a

7h 3m

1 stop
1h in ORD

3 left at \$273.20
roundtrip

[Select](#)

Recently added to your Scratchpad

[Indianapolis to San Francisco](#)

Wed, Jan 13 - Thu, Jan 14

Cheapest flight was \$274

Searched 6 minutes ago



Issue 2

The search results of roundtrip flights defaults to flight by flight view

Severity :2



Description

5 out of 8 users assumed that they were selecting flights for the entire roundtrip. They were taken aback when they were asked to pick flights again.

“ Oh! the first page was going to SF and the second was return flight. I did not realize that ”

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

Select your roundtrip flight to San Francisco Wed, Jan 13 - Thu, Jan 14

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

[Send Me Updates](#)

[Flight by flight](#)

[Complete trip](#)

Sort by:

Price (Lowest)

Filter your results by

Sstops	From:
<input type="checkbox"/> Nonstop (1)	\$1,013
<input type="checkbox"/> 1 Stop (2029)	\$350
<input type="checkbox"/> 2+ Stops (356)	\$496
Airlines included	From:
<input type="checkbox"/> United (1622)	\$350
<input type="checkbox"/> Delta (1273)	\$493
<input type="checkbox"/> American Airlines (1048)	\$448
<input type="checkbox"/> Alaska Airlines (709)	\$496

Departing time - Indianapolis

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

Show arrival time for San Francisco

Departing time - San Francisco

- Early Morning (12:00a - 4:59a)
- Morning (5:00a - 11:59a)
- Afternoon (12:00p - 5:59p)
- Evening (6:00p - 11:59p)

Book this flight with a hotel, get 100% off your flight

 5:35a - 9:42a 7h 7m 1 stop
American Airlines IND - SFO 55m in PHX

[Select Flight + Hotel](#)

 6:30a - 4:54p 7h 24m 1 stop
American Airlines SFO - IND 1h 45m in LAX
American Airlines 5985 operated by Compass Airlines As American Eagle

[Flight details and baggage fees](#)

 6:00a - 10:03a 7h 3m 1 stop
American Airlines IND - SFO 1h in ORD
American Airlines 3474 operated by Envoy Air As American Eagle

3 left at \$273.20 roundtrip

[Select](#)

 3:45p - 1:12a +1 6h 27m 1 stop
American Airlines SFO - IND 1h 14m in PHX

[Flight details and baggage fees](#)

Very Good Flights (7.8 out of 10)

 5:35a - 9:42a 7h 7m 1 stop
American Airlines IND - SFO 55m in PHX

3 left at \$273.20 roundtrip

[Select](#)

Recommendation

Our recommendation is display the results as complete by default.

Boeing 737-800, Fleet ID: 6943, Seat count: 168

Economy/Coach (G)

[Preview availability](#)

1,847 mi

0h 51m stop
in Chicago (ORD)

3:50pm → 5:52pm 1h 2m

From O'Hare Intl. (ORD)
To Indianapolis Intl. (IND)

United 3441 Operated by /SHUTTLE AMERICA DBA UNITED EXPRESS

EMBRAER 170

Economy/Coach (G)

[Preview availability](#)

169 mi

Estimated baggage fees charged by United

Carry on: No fee
1st checked bag: \$25.00
2nd checked bag: \$35.00

[More info ↗](#)

Char

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

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

Issue 3



Description

- 1 Accessing additional information is tedious and unclear.
- 2 The context for link to the airline website is unclear.

6 out of 8 users failed to locate additional baggage information or even navigate to the airline website. This suggests that presentation of information maybe confusing to users.

Severity: 3



“ “ I would need directions to find information.
Link to United Airlines baggage page should be on the flight details,
not baggage info page. ” ”

To Indianapolis Intl. (IND)
Delta 1127
BOEING (DOUGLAS) MD-88 80 % on time
Economy/Coach (M)
Seats Preview availability
Total distance 434 mi
Bag fees Estimated baggage fees charged by Delta
Carry on: No fee
1st checked bag: \$25.00
2nd checked bag: \$35.00
More info United 

Recommendation

Our recommendation is to provide a link to the airline website on the flight information page with appropriate context.



CAR



Issue 4 & 5

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

About Expedia Jobs

Investor Relations

Locate Baggage and Accessibility Information

Looking for baggage information and accessibility redirects user to Mobile website

Severity : 3



6 out of 8 users failed to identify details about accessibility

“ Wait. How can I do this? ”

Can this be done?

Baggage Information

Baggage Fees

Indianapolis (IND) to San Francisco (SFO)



Carry-on Bag

No Fee



1st Checked Bag

\$25.00



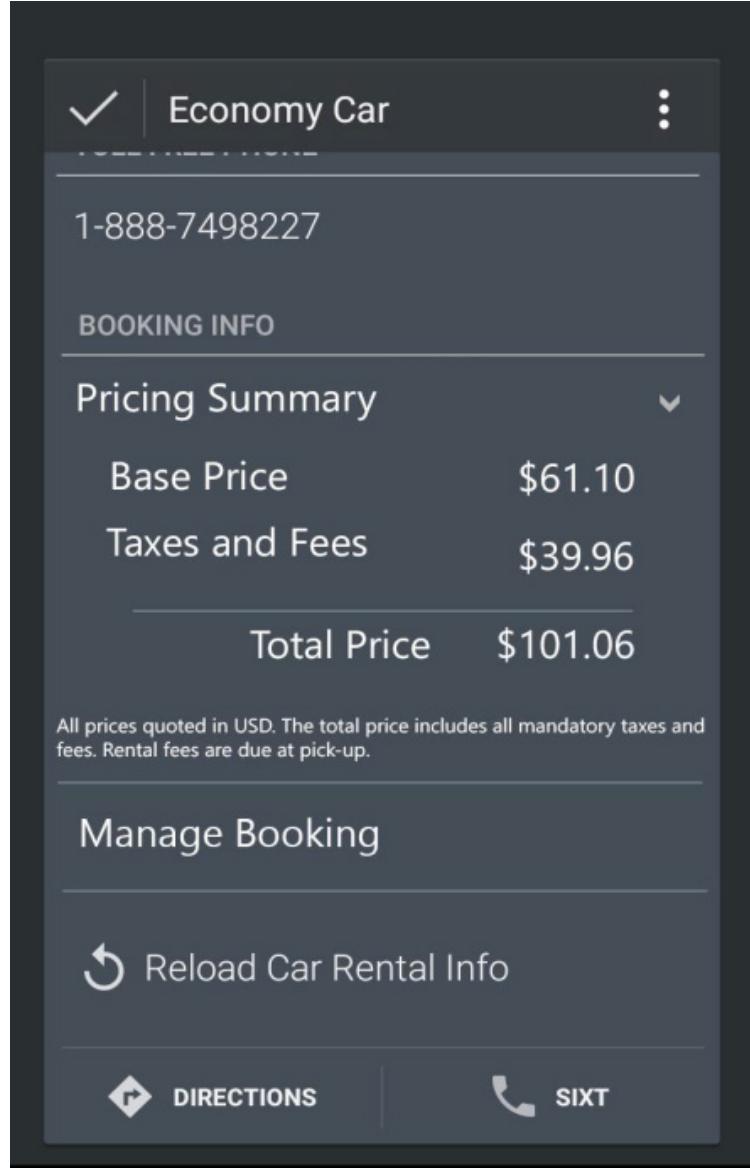
2nd Checked Bag

\$35.00

Recommendation

Our recommendation is to place the baggage information on the same page.

Also have information that includes icons and text labels.



Recommendation

Our recommendation is to place the prices of the tickets, alongwith the directions to the car rental place on the same screen as the car reservation.



Issue 6

Cancel Car Reservation

The screenshot shows the Expedia mobile website. At the top, there's a header with a globe icon and the text "Additional Information". Below the header, there's a navigation bar with links like "Home", "Hotels", "Flights", "Car", "Flight Search", "Flight Planner", "Budget", "Search", and "Mobile". A yellow banner at the top says "Kies voor meer voordeuren. Download de Expedia app". The main content area has a dark blue header titled "Car rental Premium" with sub-titles "Vind een auto en boek nu direct" and "Vind een auto en boek nu direct". Below this, there's a large green button labeled "Verwijder boeking". To the right of this button is a "Manage booking" section with a "Delete booking" button. Further down, there's a "Parkeren" section with a "Delete parking" button. At the bottom of the page, there's a "Reserveer een auto voor een dag" section with a "Reserveer nu" button.

Users were redirected to the website for car cancellation. They could not locate the cancel button. Also, they had to zoom in on it multiple times to click the button.

Severity : 4

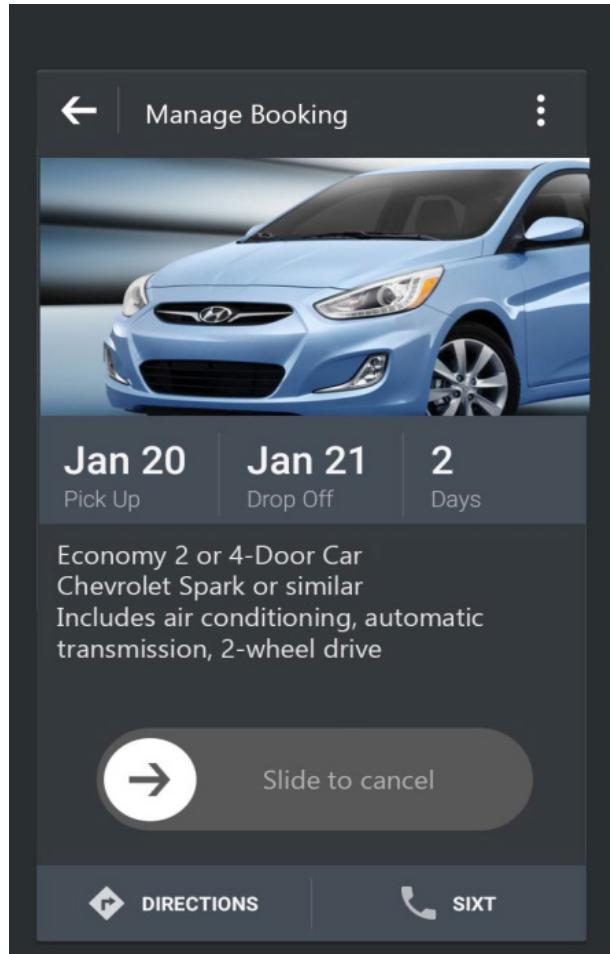


6 out of 8 users were unable to cancel the reservation.

“ I'm looking to cancel but it's taken me to the website. ”

“ To cancel reservations, I had to zoom in to locate the cancel button ”

Recommendation



Place the Car cancellation on the same screen as the mobile App.

Users liked the **Slide to Reserve** a car, in line with that we used a similar functionality in the Slide to Cancel Car reservation screen.



51 9:30 PM

X Search Cars ✓ SEARCH

San Francisco, CA Drop-off

Select pick-up and drop-off dates

Issue 7

With no clear markings, the user had to estimate the time on the scale and equivalent time.

December 2015						
S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Pick-up 9:00AM

Drop-off 6:00PM

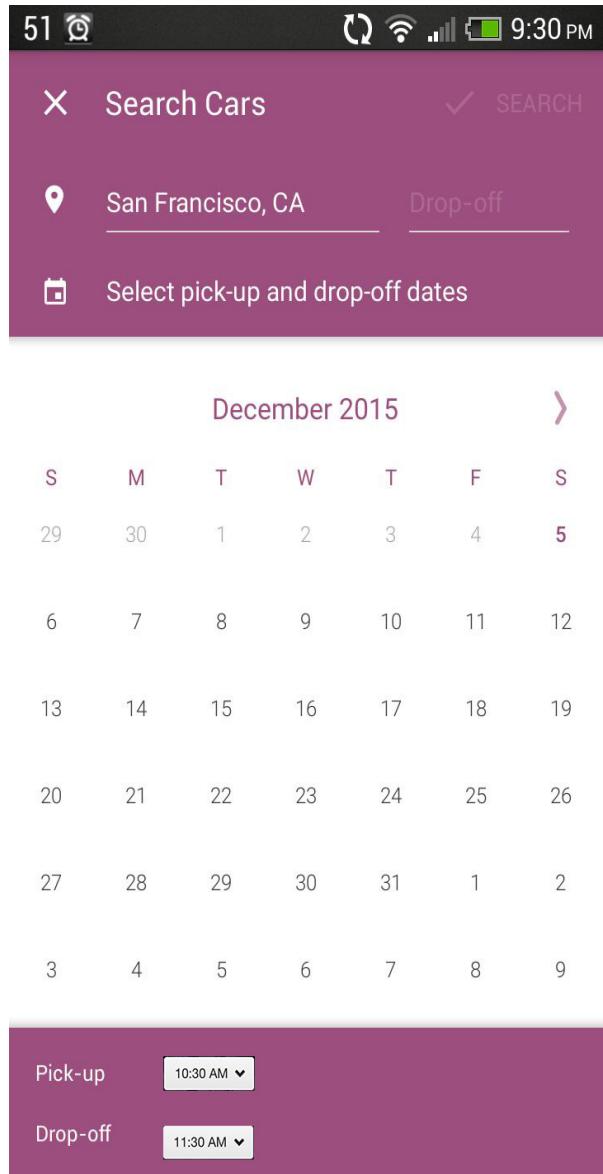
Severity : 3



7 out of 8 users were unable to easily select the required time period.

“ I don't understand why they put the scale the way they did. It should have notches to indicate what you are looking at. It should be a drop down because that's present in other apps too. ”

Recommendation

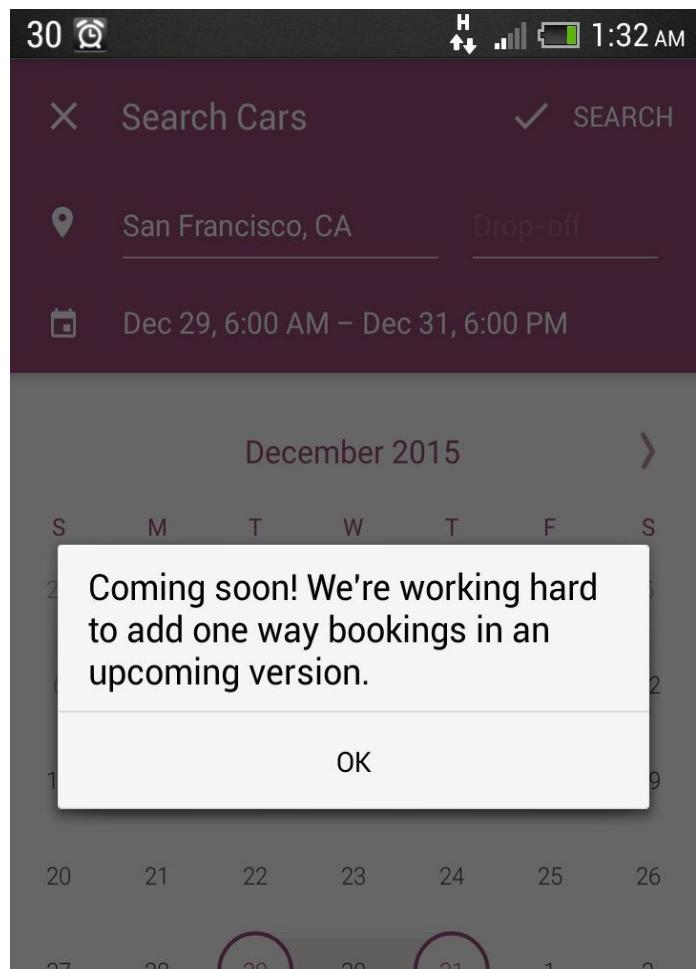


Introduce a drop down menu that includes all the time slots.

The user can get a list of all the available time slots which will be easier to select from.



Issue 8



Error Message

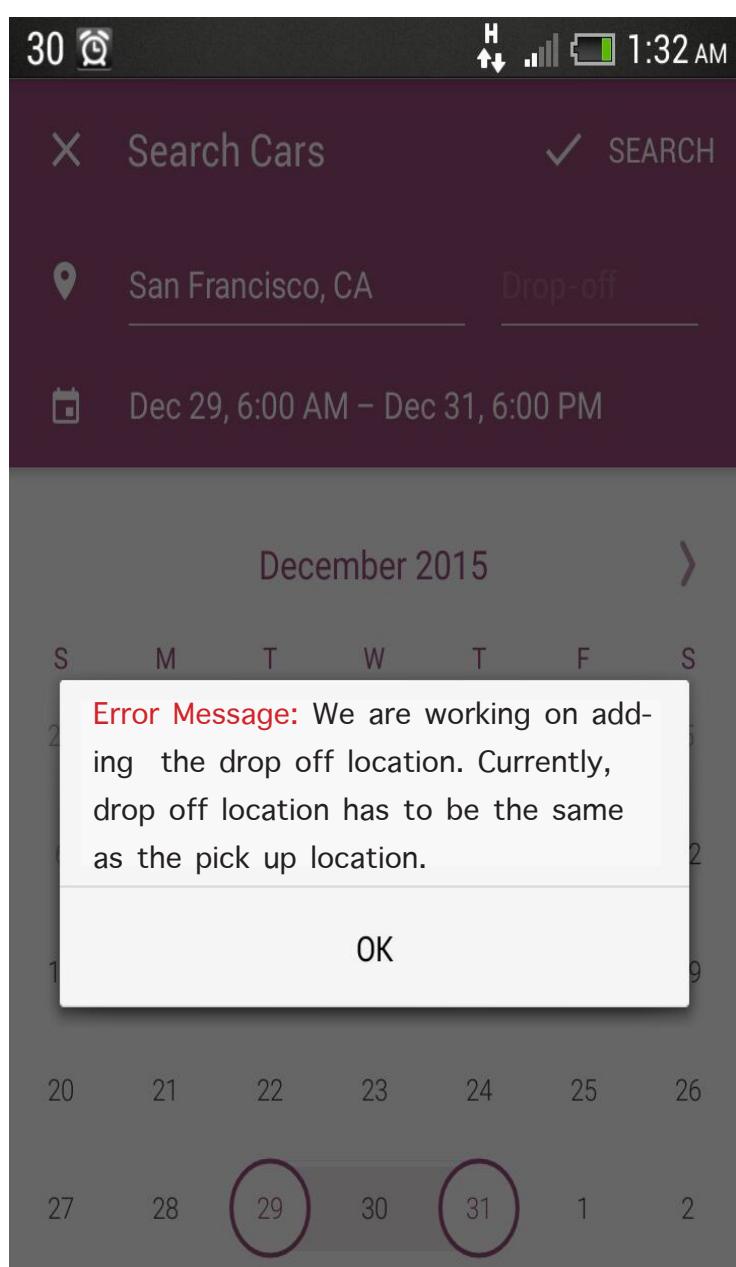
The error message displayed is not clear leaving the baffled on what the actual issue is and what was the reason for the failure.

Severity : 3



6 out of 8 users were confused by the error message and were not able to understand the information.

“What is this? Why can’t I select my drop off date?”



Recommendation

Our recommendation is to have a error message that clearly states the system error and provides directions for the users next steps.



Hotels



Avg rate per night
Recommended for you 2 rooms left Member Price \$459 \$321 ⓘ

Issue 9

Average rate per night is displayed rather than the actual rate per night

Description

The average rate is an unnecessary measure to display for this task flow as user has not yet selected the room.

5 out of 8 users did not understand the metric that was shown.

Severity : 3



Recommendation

Our recommendation is to provide a different filter metric which is easy to understand and that will help the user make an informed decision.

“What does average rate mean? I have not selected my room yet”



Issue 10

Options
<ul style="list-style-type: none">✓ Free Cancellation until Wed, Dec 23✓ Book now, pay later✓ Breakfast Included✓ Free Internet

Options provided are of no help to the user

Description

Options provided here are not useful for the user. Important information about the hotel could be provided in this section.

Severity : 2



8 out of 8 users had to reach the end of the page to get information that could have been provided here

“ Why is this information provided here. They could provide other info I am looking for. ”

Options

✓ Free Cancellation

until Wed, Dec 23

✓ Book now, pay later

✓ Breakfast Included

✓ Free Internet

Recommendation

Our recommendation is to provide a different filter metric which is easy to understand and also will help the user make a more informed decision.

Items may include options available and unavailable to the user such as cancellation or Free Internet.



Hotel Class

- ★★★★★ 5 Stars (15)
- ★★★★ 4 Stars (110)
- ★★★ 3 Stars (232)
- ★★ 2 Stars (126)
- ★ 1 Star (6)

Price Per Night

- Less than \$75 (1)
- \$75 to \$124 (9)
- \$125 to \$199 (50)
- \$200 to \$299 (98)
- Greater than \$300 (126)

Issues 11

Hotel Class uses a check box to classify rating.

Description

Users were unable to filter for hotels greater than 3 stars. Even though system displayed hotels greater than 3 stars when 3 stars checkbox was selected users were confused due to the checkbox function

Severity : 2



2 out of 8 users assumed that hotels with only 3 stars were

“ I thought that the box meant only 3 star hotels. But it shows greater than 3 as well ”

Search by hotel name



Go

Filter hotels by

Hotel Class

- Greater than ★★★★★ 5 Stars (15)
- Greater than ★★★★ 4 Stars (110)
- Greater than ★★★ 3 Stars (232)
- Greater than ★★ 2 Stars (126)
- Greater than ★ 1 Star (6)

Price Per Night

- Less than \$75 (1)
- \$75 to \$124 (9)
- \$125 to \$199 (50)
- \$200 to \$299 (98)
- Greater than \$300 (126)

Recommendation

Our recommendation is to provide a different filter metric which is easy to understand and also will help the user make a more informed decision.

Items may include options available and unavailable to the user such as cancellation or Free Internet.



Things to do



Issue 12

89 things to do in Miami

Filter by

- Private Transfers (2)
- Shared Transfers (1)
- Adventures (16)
- Air, Balloon & Helicopter Tours (4)
- Attractions (17)
- Cruises & Water Tours (16)
- Day Trips & Excursions (15)
- Food & Drink (5)
- Hop-on Hop-off (4)
- Nightlife (3)
- Private Tours (3)
- Sightseeing Passes (3)
- Spa (1)
- Theme Parks (1)
- Tours & Sightseeing (45)
- Walking & Bike Tours (10)
- Water Activities (26)



Options to Filter

Too many filters displayed during page load

Description

Most of the users scrolled through the list to locate events rather than use the filters. The users who did use the filters reported that the categories were confusing.

Severity : 3



“ Is it even on the list? Might be easier to Google it. I wish I could search through the results. These categories are confusing. ”

89 things to do in Miami

Search among results

nightlife

nightlife

clubs

disco

restaurants

Sort by:

Price

Most Popular

Adventures & Excursions avg

\$137



[Everglades Airboat Tour & Alligator Show](#)

by Everglades Holiday Park

⌚ 1h

✓ Free cancellation

[Save!](#)

\$28

\$25

per adult



Recommendation

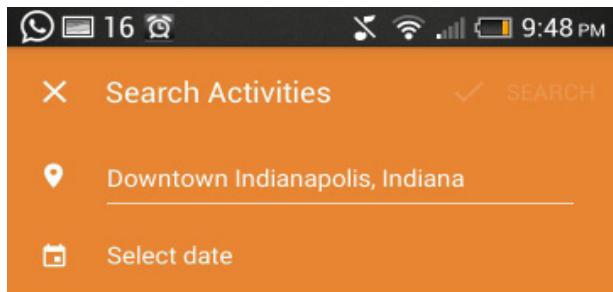
Our recommendation is to provide a search box so the users can search through the results for specific places, or categories.

With the search box, the user can intuitively type in a relevant search term and filter through a large result set.



Issue 13

Cannot select end date



Users cannot select end date

December 2015 >

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Description

Users were unable to select the end date and system provided no feedback that users cannot. But system automatically applied an end date

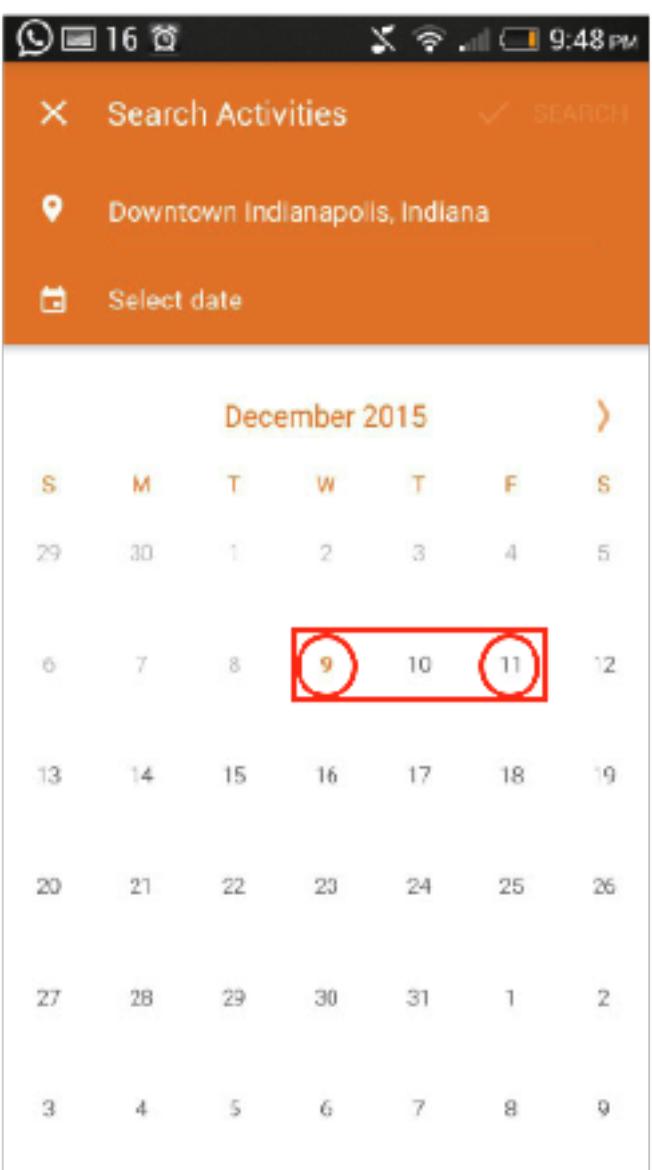
Severity : 3



“ I cannot select an end date ”

“ Wait I can see an end date. I didn't select it though. I should go back ”

and try again ”



Recommendation

Our recommendation is to provide a feedback on selection and let the user select an end date.

When user is shown that an automatic end date is selected this confuses the user and delays time required to complete the booking.

Synopsis

Primary highlight of a mobile app is its pervasiveness and ease of use while on the go. Expedia's mobile application that should ideally supplement these needs of a frequent traveler while also catering to a new user fall short in several aspects. One of it being the lack of consistency in the UI elements between the website and the mobile application. For a user that switches back and forth with both platforms, they find this non-uniformity jarring. The frequent changes in the UI elements invalidates a user's existing knowledge of the workings of the UI and therefore forces them to re-learn the modified user interface. These changes augment user frustration.

The mobile app seems to be a trade off between achieving an aesthetically pleasing interface for a functional one. Even though the interaction flow on the mobile app is more streamlined than the website, the dearth of options provided to the user is disconcerting. The user cannot proceed with basic functionality such car reservation, viewing itinerary and modifying car reservation essential for on-the-fly app.

Even though there is a dedicated mobile app that promises to deliver similar options to the user as the website, several interaction flows redirects the user to the website. These constant redirections are time consuming and content displayed is not suitable for the miniaturized mobile screen. Together, these issues combined severely impact users' experiences over the mobile app.

A final observation of Expedia is the excessive time taken to display the search results. This constant time lag between user action and system response frustrates the user and is responsible for Expedia's high attrition rate and discomfort level. These issue clubbed together is responsible for the extreme user dissatisfaction with both the platforms.

Appendices

Appendix A : Data Collection and Testing Environment

User testing was performed in person with a facilitator and a observer in each session.

In person usability testing setup: Quicktime Player

Participants in this setup used a Macbook Pro Laptop with the Expedia website launched on browser Google Chrome. Silverback, running on the test machine was used to capture the user's screen motions alongwith audio. One observer was present throughout the session and made notes consistently on their note-pad related to the users comments, emotions, questions and uncertainties.

AZ Screen recorder for the phone (Android) : We made use of the AZ screen recorder for tAndroid phone interactions. We also enabled click point tracking. We reflected IPhone screen on the MacBook Pro laptop alongwith Quicktime Player.

Appendix B : Informed Consent Form

Please read and sign this form before you proceed to the usability testing session. In this usability test:

- You will be asked to perform certain tasks on an existing website.
- We will also conduct a simultaneous interview with you as you interact with the website.
- The testing session will be recorded on video and your responses/comments will also be recorded on paper by one of the researchers.
- There are no substantial benefits and rewards for your participation in this test.

Participation in this usability study is voluntary. All information will remain strictly confidential. The descriptions, recordings and findings will only be shared amongst persons directly involved within this study and may be used to help improve the website/app. However, at no time will your name or any other identification be used. You can withdraw your consent to the experiment and stop participation at any time.

If you have any questions after today, please contact <facilitator's name> .

I have read and understood the information on this form and had all of my questions answered.

Participant's Signature

Date

Usability Consultant's Signature

Date

Appendix C : Test Plan

INTRODUCTION

To do by evaluator: Launch Expedia's website. Load Expedia's Mobile App.

Hi, my name is <facilitator's name>, and I am going to walk you through today's session. Before we begin, I'd like to share with you information related to this session. Let me briefly go over why we asked you here.

We're asking people to try using a Web site and its corresponding mobile app that we're evaluating so we can see whether it works as intended. The session should take about 1 hour. I want to make it clear right away that we're testing the site, not you. You can't do anything wrong here. As you use the site, I'll ask you questions before/after you finish a particular task just so that I know what you're looking at, how you felt performing the task and what you were thinking. Your participation is going to help us considerably. Also, don't hesitate to give us your honest feedback, you won't be hurting our feelings. We're doing this to improve the site, and so your honest reaction will help us better improve the website and Mobile App.

If you have any questions as we go along, feel free to ask us. I may not be able to answer them right away, since we're interested in how people do, when they don't have someone sitting next to them to help. But if you still have questions after I'll try my best to answer them. If you need to take a break at any point, let me know. You may have noticed the microphone. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it'll be only seen by the people working on this project. This practice is a useful aid for me since I don't need to take as many notes. I'm going to ask you to sign a

simple permission form for us. It says that we have your permission to record this session, and will only be seen by the people working on the project.

Today we are looking at how the Desktop and Mobile version of travel website Expedia compares with each other. We are going to have you navigate through some screens on the Desktop and Mobile App, as if you were attempting to make flight/hotel/car reservations and related activities required for your upcoming vacation.

Before we get started, we are going to ask you a few background questions.

Background

For the benefit of our observers and the recording, can you tell us your Name,
How often do you go on a vacation?

Where was your last vacation and For How Long?

OK, before we start looking at screens today, I'd like to chat a little about your vacation

1. Do you use travel websites to make reservations for your holiday?
(check if participants is aware of travel websites)
2. Which travel website do you use?
3. Is there a particular reason for using this particular travel website?
4. What do you use it for?
5. Are you aware of Expedia's Mobile App? Have you used it to make reservations?
6. [If Yes] How often do you use Mobile Apps to make reservations? Rate your confidence level of making a reservation through a mobile phone on a

scale of 1-5 (5 being easy).

1. Did you set that up yourself, or did someone else do it for you?
2. [if Yes] What was that process like? Can you generally walk me through what you had to do?
3. [if Yes] Does anything stand-out as being exceptionally difficult? Exceptionally easy?

4. [if No] Who set that up for you? What was that process like? Can you generally walk me through what you had to do?
5. [if No] Would you be interested, or willing, to do this kind of work on your own if there was an easy way to do it?

Overall, rate the ease of making reservation through travel websites using your current process on a scale of 1-5 (5=easy)

Scenarios

Expedia Homepage

[Desktop]

OK, let's say that you've searched for Expedia and arrived at this page.

Take a minute to look over this screen.

1. Does this look familiar to you, as a travel website user? If not, what's different.
2. What were you expecting that is/isn't there?

[Mobile: After completion of all Desktop task]

OK, take a look at the Mobile App

1. Take a minute to look over this screen.
2. Does this look familiar to you, as a Mobile App user? If not, what's different.
3. What were you expecting that is/isn't there?

Flight Booking

Let's say you are planning a trip to San Francisco in January along with your spouse and handicapped child. You want to make sure that the flight leaves at an convenient time preferably early morning. You also want to make sure that the you will be able to carry your son's electric wheelchair and its accompanying batteries onto the airplane

Now that you have an idea about what you have to do,

1. Which link on the page do you think would take you there?
2. Is that what you expected to see?
3. Do you think the options provided are sufficient in getting the required information?

[Desktop]

OK, take a moment to look through this page. When you're ready, explain what you're looking at.

1. Is this what you expected to see?
2. What do you think of the provided options? Is it effective?

Do you think there are options that you think should have been there on this screen? (in comparison to other travel websites?)

{TASK 1 : IDENTIFY FLIGHT}

So, say you first want to identify flight tickets to San Francisco (All Airport) for 11th January 2016. This is a round trip flight and you plan to get back on the 13th of Jan.

Go ahead...

1. Is this what you expected to see? (After the user has selected the flights)
2. How confident were you of completing the task? Rate your confidence level of making a reservation on a scale of 1-5 (with 5 being easy).

{ TASK 2 : Select United Airlines with specific departure time }

Based on prior recommendations you would like to identify an United flight which departs at around 9 AM from San Francisco

Go ahead...

1. Is this what you expected to see? (After the user has selected the flights)
2. How confident were you of completing the task? Rate your confidence level of making a reservation on a scale of 1-5 (with 5 being easy).

{ TASK 3 : Locate Information about Wheelchair }

OK, So now that you've identified your flight tickets for SF and back, the next part is to locate baggage information about loading your son's wheelchair on the flight.

1. Have you located this type of information before?
2. [If Yes] Which site did you use and how easy was it for you to complete the task, rate it from 1-5 (with 5 being easy).

{IF USER IS UNABLE TO LOCATE}

OK, You maybe able to find information specific to this task in the Airline Website under More Info in the baggage information section

Go ahead...

1. Is this what you expected to see? (After the user has located the information)
2. How confident were you of completing the task? Rate your confidence level of making a reservation on a scale of 1-5 (with 5 being easy).

[Mobile]

Just to recap , Let's say you are planning a trip to San Francisco in January along with your spouse and handicapped child. You want to make sure that the flight leaves at an convenient time preferably early morning. You also want to make sure that the you will be able to carry your son's electric wheelchair and its accompanying batteries onto the airplane

Now that you have an idea about what you have to do,

1. Which link on the page do you think would take you there?
2. Is that what you expected to see?
3. Do you think the options provided are sufficient in getting the required information?

OK, take a moment to look through this page. When you're ready, explain what you're looking at.

1. Is this what you expected to see?
2. What do you think of the provided options? Is it effective?

Do you think there are options that you think should have been there on this screen? (in comparison to other travel apps?)

{TASK 1 : IDENTIFY FLIGHT}

So, say you first want to identify flight tickets to San Francisco (All Airport) for 11th January 2016. This is a round trip flight and you plan to get back on the 13th of Jan.

Go ahead...

1. Is this what you expected to see? (After the user has selected the flights)
2. How confident were you of completing the task? Rate your confidence level of making a reservation on a scale of 1-5 (with 5 being easy).

{ TASK 2 : Select United Airlines with specific departure time }

Based on prior recommendations you would like to identify an American Airlines flight which departs at around 9 AM from San Francisco

Go ahead...

1. Is this what you expected to see? (After the user has selected the flights)
2. How confident were you of completing the task? Rate your confidence level of making a reservation on a scale of 1-5 (with 5 being easy).

{ TASK 3 : Locate Information about Wheelchair }

OK, So now that you've identified your flight tickets for SF and back, the next part is to locate baggage information about loading your son's wheelchair on the flight.

1. Have you located this type of information before?
2. [If Yes] Which site did you use and how easy was it for you to complete the task, rate it from 1-5 (with 5 being easy).

{IF USER IS UNABLE TO LOCATE}

OK, You maybe able to find information specific to this task in the Airline Website under More Info in the baggage information section

Go ahead...

1. Is this what you expected to see? (After the user has located the information)
2. How confident were you of completing the task? Rate your confidence level of making a reservation on a scale of 1-5 (with 5 being easy).

CAR RESERVATION

So, say you want to make a car reservation from San Francisco on the 11th of Jan. Your pickup and dropoff location is the same. You want to make sure you have a list of all the necessary documents that are required at the rental agency. You also want to make sure that the car contains a navigational system and any charges that apply if you need one.

Now that you have an idea about what you have to do,

1. Which link on the page do you think would take you there?
2. Is that what you expected to see?
3. Do you think the options provided are sufficient in getting the required information?

{TASK 4 : Identify car reservation}

OK, go ahead and make your car reservation with your pickup and dropoff location as San Francisco. Make sure you select the date from 11th Jan to 13st Jan. Also specify the pickup time as 11 am on the morning of 11th of Jan and 11am on the following return date i.e 13th of Jan. You would like to book a Mid Size SUV

Go ahead...

1. Is this what you expected to see? (After the user has located the information)
2. How confident were you of completing the task? Rate your confidence level of making a reservation on a scale of 1-5 (with 5 being easy).

{TASK 5 : Cancel reservation}

Now that you have successfully made the car reservation, you need to cancel the same reservation you've made. Please proceed to identify the reservation on your account.

Now that you have identified the reservation you must cancel the booking. Please proceed and cancel the reservation.

Go ahead...

1. Is this what you expected to see? (After the user has located the information)
2. How confident were you of completing the task? Rate your confidence level of cancelling the reservation on a scale of 1-5 (with 5 being easy).

Just to recap, you want to make a car reservation from Indianapolis on the 27th of November. Your pickup and dropoff location is the same. You want to make sure you have a list of all the necessary documents that are required at the rental agency. You also want to make sure that the car contains a navigational system and any charges that apply if you need one.

Now that you have an idea about what you have to do,

1. Which link on the page do you think would take you there?
2. Is that what you expected to see?
3. Do you think the options provided are sufficient in getting the required information?

{TASK 4 : Identify car reservation}

OK, go ahead and make your car reservation with your pickup and dropoff location as San Francisco. Make sure you select the date from 11th Jan to 13st Jan. Also specify the pickup time as 11 am on the morning of 11th of Jan and 11am on the following return date i.e 13th of Jan. You would like to book a Mid Size SUV

Go ahead...

1. Is this what you expected to see? (After the user has located the information)
2. How confident were you of completing the task? Rate your confidence level of making a reservation on a scale of 1-5 (with 5 being easy).

{TASK 5 : Cancel reservation}

Now that you have successfully made the car reservation, you need to cancel the same reservation you've made. Please proceed to identify the reservation on your account.

Now that you have identified the reservation you must cancel the booking. Please proceed and cancel the reservation.

Go ahead...

1. Is this what you expected to see? (After the user has located the information)
2. How confident were you of completing the task? Rate your confidence level of cancelling the reservation on a scale of 1-5 (with 5 being easy).

THINGS TO DO

For this next task, let's say you are a college student and have a long weekend in November : from 26th till the 29th. You have to take into consideration your friend's opinions and ensure the places or activities you decide upon are entertaining to her. So you'd like to check out more information about places to see and things to do in Florida to help you make that decision.

Now that you have an idea about what you have to do,

1. Which link on the page do you think would take you there?
2. Is that what you expected to see?
3. Do you think the options provided are sufficient in getting the required information?

{TASK 6 : Identify activities available for those specific dates }

Ok, pick the location as Miami and try to add the dates for the trip which are from 26th to the 29th of November .

1. Is this what you expected to see? (After the user has reviewed the activity reservation)
2. How confident were you of completing the task? Rate your confidence level of reviewing your reservation on a scale of 1-5 (with 5 being easy).

{TASK 7 : Select one particular activity }

Now let's say you want to visit the Miami Auto Museum because one of your friends is an car enthusiast, and want to know more about the event. You want to identify the address and price of the activity. Go ahead..

1. Is this what you expected to see? (After the user has reviewed the car reservation)
2. How confident were you of completing the task? Rate your confidence level of reviewing your reservation on a scale of 1-5 (with 5 being easy).

[Mobile]

Just to recap, let's say you are a college student and have a long weekend in Nov: from 26th until the 29th. You have worked hard, and want to blow off steam by taking a trip with two of your friends to Florida for a minimum of three days. You have not yet decided which places you would like to visit there. You have to take into consideration your friends opinions and ensure the places or activities you decide upon are entertaining to all. So you'd like to check out more information about places to see and things to do in Florida to help you make that decision.

Now that you have an idea about what you have to do,

1. Which link on the page do you think would take you there?
2. Is that what you expected to see?
3. Do you think the options provided are sufficient in getting the required information?

{TASK 8 : Select one particular activity }

Now let's say you want to visit the Miami Auto Museum because your friends is an car enthusiast, and want to know more about the event. You want to identify the address and price of the activity. Go ahead..

1. Is this what you expected to see? (After the user has reviewed the car reservation)
2. How confident were you of completing the task? Rate your confidence level of reviewing your reservation on a scale of 1-5 (with 5 being easy).

HOTEL BOOKING

[Desktop]

Ok, since you have identified activities you would now like to book a hotel room in Miami.

Now that you have an idea about what you have to do,

1. Which link on the page do you think would take you there?
2. Is that what you expected to see?
3. Do you think the options provided are sufficient in getting the required information?

{TASK 9 : Identify checkin and checkout time}

OK, now that you have picked a hotel, you want get a few more details. You want to know the check in and check out times and if they have free internet availability for guests.

Go ahead...

1. Is this what you expected to see? (After the user has reviewed the car reservation)
2. How confident were you of completing the task? Rate your confidence level of reviewing your reservation on a scale of 1-5 (with 5 being easy).

[Mobile]

Ok, since you have identified activities you would now like to book a hotel room in Miami.

Now that you have an idea about what you have to do,

1. Which link on the page do you think would take you there?
2. Is that what you expected to see?
3. Do you think the options provided are sufficient in getting the required information?

{TASK 9: Identify checkin and checkout time}

OK, now that you have picked a hotel, you want get a few more details. You want to know the check in and check out times and if they have free internet availability for guests.

Go ahead...

1. Is this what you expected to see? (After the user has reviewed the car reservation)
2. How confident were you of completing the task? Rate your confidence level of reviewing your reservation on a scale of 1-5 (with 5 being easy).

Conclusion

Thank you, you've been of great help. As the last part of this session, I would request you to fill a brief feedback questionnaire that would help improve our current usability strategy.

To do by evaluator: Hand the participant the post test questionnaire and a pen.

Do you have any questions for me, now that we're done?

To do by evaluator: Stop the screen recorder and save the file.

To do by evaluator: Thank them and escort them out.

Appendix D : System Usability Scale

Strongly
disagree

Strongly
agree

1. I think that I would like to use this system frequently



4 3 2 1 0

2. I found the system unnecessarily complex



4 3 2 1 0

3. I thought the system was easy to use



4 3 2 1 0

4. I think that I would need the support of a technical person to be able to use this system



4 3 2 1 0

5. I found the various functions in this system were well integrated



4 3 2 1 0

6. I thought there was too much inconsistency in this system



4 3 2 1 0

7. I would imagine that most people would learn to use this system very quickly



4 3 2 1 0

8. I found the system very cumbersome to use



4 3 2 1 0

9. I felt very confident using the system



4 3 2 1 0

10. I needed to learn a lot of things before I could get going with this system



4 3 2 1 0

