**Team: 5**

**Walkthrough conducted by: Khushi**

**System:** Air India flight booking, <http://www.airindia.in>

**Scenario:**  
Select 4 plane tickets from Delhi to Pune for a family of 4  
2 adults (1 student) and 2 children (ages 3 and 6)  
Departing Delhi in the afternoon – March 7  
Returning Delhi in the evening – March 14

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| **Step 1: Homepage**  **Task: Browsing through the homepage and Figuring out where to book the tickets**   1. **Write down your general impressions**   One the first site the site seemed to be interactive with the banners changing, animation and feedback on hovering over different elements, making the site have a good feedback. This is a very straightforward site as we could clearly see all the major options and directly book a flight. Hence, the elements hada good visibility.  However, it was clustered and it was hard to keep track of what was going on, we could say, there was too much going on at the same time. There is always some information that is being displayed on the carousel which is highly distracting.  While they tried to follow a consistent font, the font changed for different parts of the home page and so did the colour scheme for the home page. The site was moderately consistent.  It is pretty easy to get started with booking a flight which is good. There is a chat-bot available for us to use which is a helpful feature. Although the contact us option is a good feature it seems to meld in with the other colours on the screen unless you happen to scroll down. The chat bot and straight forwardness increased the affordance of the site.  Ask yourself:   1. **Will the user know what to do at this stage?**   Yes , the user will know what to do as the form to book a flight is readily available as soon as we enter the site. Even if he did not know what to do he could ask the chatbot for help.  Apart from booking the flight all other options were also clearly mentioned with drop down menus to select from.   1. **Does the user know they did the right thing?**   On arriving at the site, the user can clearly see “Air India” written clearly and also the logo. This tells them that they have landed on the right site. Apart from that the site is pretty straightforward and all the information with regard to what the site is readily available for the user to view.   1. **Include a screenshot and identify issues**   The contact us and the chatbot seem to be overlapping with each other which makes it hard for the user to distinguish between them.  Has a changing font style with the drop-down menu which shows inconsistency. The font changes from one group of information to the other.    Too much information on the screen and it appears clustered.  There are 3 places where the user can find the contact us option, hence it might confuse them    The login or enroll option is in the centre, a user generally tries to find it at the corners or the side. This might be a little less visible. |

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| **Step 2: Form**  **Task: Filling in the form**   1. **Write down your general impressions**   The form seems to be simple and straightforward which allows the user to understand what they have to fill in each field. They are able to fill their information with ease. The font size might be a little less for some people, however it was not hindering the visibility much.  The auto complete option helped the user and gave them a guarantee that what they are doing is right.  One feature of the site that was restricting was the fact that when we tried to move the mouse over to the form it always opened up the drop down menu from the “manage your trip” tab.  Ask yourself:   1. **Will the user know what to do at this stage?**   The user will get to know how to proceed with ease as the form to fill in detail is easily visible on the site. They will know that they have to fill the information with regard to where they would like to go and when they would like to travel. They are able to select from a variety of cities and dates. There are information hyperlinks for not obvious options/ policies and criterias to help out the user.   1. **Does the user know they did the right thing?**   Yes, they do as when they click the “book” button now they are given an array of flights to choose from that are from their desired locations and timings. But the information about whether the booking was for 2 adults and 2 children(passenger details) was missing.  Along with this there was a bar on top showing each step of the procedure of booking the flight and with completion of each step that step was highlighted.   1. **Include a screenshot and identify issues**   We aren’t able to book tickets for 1 student 1 adult and 2 children all at once from the form. We are only able to book for 2 students and 2 children or 2 adults and 2 children.  Hence, opting for concession for just one traveler alone was not an option. |

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| **Step 3: Selecting a flight**  **Task: Picking out a flight**   1. **Write down your general impressions**   The site seems to look more minimalistic and aesthetically-pleasing now as the page is now simpler and cleaner. The visibility with regard to the information on the site has increased. The dates within one week of booking are shown on top with the chosen date highlighted.  The flights are represented using simple graphics, showing the start to destination and stop overs if any clearly. This increases the visibility many folds.  There is a clear distinction between the return ticket and the flight to go to Pune. This might not be clear at the first site but on scrolling it can be seen. The screen size hence might act as a constraint.  Economy and Business class tickets also have a clear distinction. We are shown an array of prices to choose from.  The site was also very consistent with regard to how it was displaying the information. And there is a proper use of overlays to give extra information if only asked for.  Ask yourself:   1. **Will the user know what to do at this stage?**   The user would find it hard to know what to do at this stage as it is not clearly visible to them what button that they have to click. At a first glance, it is hard to realise that the boxes with the prices on them are actually clickable.However, on hovering over the options, there is an immediate feedback and the user gets to know that they are clickable. They would select the price that they were comfortable with.   1. **Does the user know they did the right thing?**   The site gives feedback when the user selects a price that they are comfortable with. The feedback includes the flight details and restrictions, and even offers updating the flight. This in turn also leads them into selecting a flight for their return ticket which is helpful.   1. **Include a screenshot and identify issues**   The site was not very clear with whether the prices were clickable or not.      A small design flaw, the drop down menu is not above the text written.    Responsive images are missing, probably some loading error. |

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| **Step 4: Booking Summary**  **Task: Reviewing the booking summary**   1. **Write down your general impressions**   As soon as we click to continue from the previous step after selecting the prices that we like we are taken to the booking summary which clearly shows the price of each ticket and the additional charges. We are also shown some fare rules which we are required to review.  Ask yourself:   1. **Will the user know what to do at this stage?**   The user would know what to do at this stage as there is a clearly visible red button which has an arrow showing that it would take us to the passenger details part of the booking. There is also a pricing breakdown which gives it more clarity.   1. **Does the user know they did the right thing?**   The user can clearly review what they have selected in the previous steps and change it if they wanted to. When the user clicks passenger details they are taken to another page where they can enter the information about each passenger.   1. **Include a screenshot and identify issues**   The booking summary and Fare rules  Breakdown  Booking summary in detail(expanded) |

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| **Step 5: Passenger**  **Task: Fill out passenger information**   1. **Write down your general impressions**   The user is able to clearly distinguish between where he has to fill the details for each of the passengers. The form is straightforward and to the point without any other distractions. The form for each of the passengers is consistent and clean looking. They are also able to add whether they require special assistance which is a nice feature to add. They are able to easily traverse between the passengers while filling the information as when we are done filling it for one passenger there is a button to move on to the next one.  Ask yourself:   1. **Will the user know what to do at this stage?**   The user would know what to do as it is clear and the site places the information in a structured manner. The fact that for the children’s ticket they aren’t able to select a date of birth below a certain year gives the user the feedback that the ticket is for a child and he has to enter the correct D.O.B..   1. **Does the user know they did the right thing?**   The site has excellent feedback as, as soon as we fill the name of the passenger it gets updated on the left side which on clicking would show the user the details they have filled already.   1. **Include a screenshot and identify issues** |

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| **Step 6: Seat Selection**  **Task: Picking out the seats**   1. **Write down your general impressions**   The seats were color-coded to show what type of seats they were. The key for the color coding was appropriately placed so that the user could easily understand what they meant, increasing the efficiency and visibility.  On hovering over the seats we are shown the additional price that we would have to pay for getting that seat. The seats were placed in the layout of the plain, hence making it easy for the user to book by spatial association. The site has good feedback, as the seat numbers are reflected along the passenger list and are clearly visible. and the user can switch the selected seats as well. There is also an option to skip seat selection, however the user might miss it (low visibility).  Ask yourself:   1. **Will the user know what to do at this stage?**   The users would know what to do as it was very straightforward and clear, and had a good affordance. The information was presented so that it would be engaging for the user to use. The user might make a mistake as it is not very clear which flight they are selecting the seats for.   1. **Does the user know they did the right thing?**   The page on selecting the seats makes them highlighted which allows the user to know which of the seats they have selected. They are also presented with information like how close they are to the exit and how many seats have already been taken. Also, the seat numbers are reflected along the passenger list.   1. **Include a screenshot and identify issues**   One might miss the “skip seat selection option” |

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| **Step 7: Payment Review**  **Task: To have a final review of the pricing and details of the booking**   1. **Write down your general impressions**   The page was clear in showing what were the tasks that we had done till now. It showed the status of our booking as well. It had all the necessary information with regard to what the user would like to know before finally booking and paying for the flight  Ask yourself:   1. **Will the user know what to do at this stage?**   Yes, as after the warning of what the user could carry into the flight when the user does scroll down he sees the button that says book which is pretty straightforward and convenient.   1. **Does the user know they did the right thing?**   The user is able to review the information of what he has filled so far and once he’s satisfied with it he could click the book button. Which in turn takes the user to fill their details for the payment   1. **Include a screenshot and identify issues**   Final confirmation step with all booking details    Warnings and restrictions on flight    The final booking summary, with agreement on terms and conditions    Finally payment options are given |

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| **Conclusion:**  The very starting impression that we get from the homepage was that the site seems a bit too cluttered but on moving forward with the booking the interface starts to change and become a whole lot better. It follows a very minimalistic and to the point approach which helps the user know what to do and if they are doing it right. The minimalism and colour scheme increases the visibility many folds.  After we start the process of booking a flight the pages are consistent. There were some flaws to the placement of certain tabs and features of the website but overall it was quite easy to use and understand what was going on. The user wouldn't get stuck at any point and would know how to use, hence having Affordance.  Over all the sites did not have many Constraints, except one very evident one, that is multiple tabs of the booking tab cannot be open simultaneously.  The site has good feedback, that too on time. The user is assured of what they are doing is right.  The site is effective and usable, as it fulfills its purpose to the fullest. The site has easy learnability, and very low memorability. |

**References:**

**Five Design Principles**

1. Visibility – can I see it?
2. Consistency – this looks familiar?
3. Constraints – why can’t I do that?
4. Feedback – what is it doing now?
5. Affordance – how do I use it?

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**USABILITY GOALS**

**Effective to use** (effectiveness)  
How well does it do what it is supposed to

**Efficient to use** (efficiency)  
Support users carrying out their tasks

**Safe to use** (safety)  
Protect users from unsafe or dangerous conditions

**Have good utility** (utility)  
Provides the right functionality

**Easy to learn** (learnability)  
Is it easy to understand how to use

**Easy to remember how to use** (memorability)  
Support for infrequent use

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**USER EXPERIENCE GOALS**

**Desirable aspects**

satisfying helpful fun

enjoyable motivating provocative

engaging challenging surprising

pleasurable enhancing sociability rewarding

exciting supporting creativity emotionally

entertaining cognitively stimulating fulfilling

**Undesirable aspects**

boring unpleasant

frustrating patronizing

making one feel guilty making one feel stupid

annoying cutesy

childish gimmicky