

Online Travel Booking Systems Review (AirAsia)

I. Module & Feature Comparison

Function	Desktop Version	Mobile Version
Search & Filters	<ul style="list-style-type: none"> → Search flights by origin, destination, date, and passengers → Autocomplete suggestions for locations → Flexible date selection & multi-city options → Filters for airlines, price range, travel class, baggage allowance, and layover duration → Calendar view for visualizing flight prices 	<ul style="list-style-type: none"> → Similar search and filter options as desktop → Simplified interface for easier touch navigation → Voice search functionality for hands-free searching → Location-based search on the user's current location
Flight Results	<ul style="list-style-type: none"> → Clear and concise presentation of flight details → Visual indicators for fare classes → Information about baggage allowance, layover, and meals → Option to save and compare different flights 	<ul style="list-style-type: none"> → Similar information as the desktop with a condensed view for smaller screens → Flight ratings and reviews from other passengers → Interactive seat map for choosing preferred seats → Push notifications for flight updates and boarding reminders
Booking & Payment	<ul style="list-style-type: none"> → Secure payment gateway with various options (credit card, debit card, e-wallets) → A clear breakdown of the final price with fees and taxes → Confirmation email with booking details and itinerary 	<ul style="list-style-type: none"> → Simplified checkout process with fewer steps → Mobile wallets and scan-to-pay options for faster transactions → Biometric authentication (fingerprint/facial recognition) for secure payments → Option to book add-ons like travel insurance or airport lounge access
User Management	<ul style="list-style-type: none"> → Create an account to save preferences, track bookings, and access travel history → Secure login and password management → Manage travel alerts and 	<ul style="list-style-type: none"> → Similar functions as a desktop with a mobile-friendly interface → Passwordless login options (SMS verification/MFA) → Manage AirAsia rewards and

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	multiple traveler profiles	redeem them for flights or add-ons → Access boarding passes and travel documents easily
Additional Features	<ul style="list-style-type: none"> → Travel insurance options → Visa and Immigration information → Airport information and lounge access options → Chat support and FAQs for assistance 	<ul style="list-style-type: none"> → Integrated chat support with virtual assistant function → Real-time flight tracking and boarding gate updates → Airport maps and navigation assistance → Offers and promotions targeted to mobile users

II. User Tasks & Flow*

A. Booking a Flight (excluding Payment)

1. Log in or sign up for an AirAsia account
2. Enter the origin and destination city or airport
3. Choose travel dates (one-way, round-trip, or multi-city)
4. Select the number of passenger (adults, children, infants)
5. Click the Search button to view available flights
6. Review the list of flight options
7. Select your preferred departure and return flights
8. Enter personal details for each passenger, including name, gender, date of birth, and contact information
9. Review all flight and passenger information
10. Check the estimated total cost
11. Agree to the terms and conditions
12. Click Confirm Booking or Proceed to Payment to finalize the booking

B. Booking Management (Update/Cancel)

1. *Update Booking*
 - a) Log in to your AirAsia account
 - b) Go to the Manage Booking section
 - c) Enter the booking reference number and the last name of the primary passenger
 - d) Select the booking to update
 - e) Make changes to flight details, passenger info, or add-ons
 - f) Confirm the changes and review any additional charges
2. *Cancel Booking*
 - a) Log in to your AirAsia account
 - b) Go to the Manage Booking section

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- c) Enter the booking reference number and the last name of the primary passenger
 - d) Select the booking to cancel
 - e) Follow the on-screen prompts to complete the cancellation
 - f) Review the cancellation policy and any refund eligibility
3. *Reschedule Flight*
- a) Follow the same initial steps as Update Booking
 - b) Select the option to change flight dates
 - c) Choose new travel dates and confirm the changes
 - d) Review any applicable fare differences or additional charges
4. *Adding Optional Services (Add-ons)*
- a) Log in or sign up for an AirAsia account
 - b) Enter the origin and destination city or airport
 - c) Choose travel dates (one-way, round-trip, or multi-city)
 - d) Select the number of passengers
 - e) Click the Search button to view flights
 - f) Review and select your preferred flights
 - g) Enter passenger details
 - h) Choose your desired add-ons, such as seat selection, meals, baggage allowance, or insurance
 - i) Review the cost of selected add-ons
 - j) Review all booking and passenger details
 - k) Check the estimated total cost
 - l) Agree to the terms and conditions
 - m) Click Confirm Booking or Proceed to Payment to finalize the booking

III. Task Time & Interaction Estimates*

Task	Estimated Time	Pages/Clicks
Booking	5 to 10 minutes	6
Booking Management	5 to 10 minutes	5
Add-ons (During)	2 to 5 minutes	1 to 2
Add-ons (After)	5 minutes	5

IV. Information Availability*

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- A. Determine whether necessary information is readily available and easily accessible to the user in the system.
 1. Flight information for the mobile platform becomes accessible once the user opens the link or initiates a search.
 2. Flight details for the desktop platform are readily visible upon accessing the site. Users can also navigate to additional service categories such as Hotels, SNAP (Flight + Hotel), Insurance, MOVETIX, Xchange, Ride, and Show All.
 3. Upon visiting the homepage, current promotions and special deals are immediately displayed for customer awareness and engagement.
 4. A chatbot is prominently available, offering instant assistance for common questions or issues.
 5. Features like check-in status, flight updates, and purchase history are accessible and help guide the user through the travel process.
 6. Logging in or signing up provides a more personalized experience, including access to all past and upcoming bookings, saved preferences, and reward management.
- B. If necessary information is not available in the system, where & how can it be accessed?
 1. Users can approach designated help desks at airports for in-person assistance. These are available for resolving issues that may not be addressed online, especially during travel-related concerns.

V. Usability Heuristic Evaluation

Heuristic	Rating	Notes
Visibility of System Status	★★★	Status info is shown, but checkout status needs account creation
Match with Real World	★★★★ 1/2	Familiar terms used, minor issues for users with dyslexia
User Control and Freedom	★★★★★	Clear back buttons, can exit mid-process
Consistency and Standards	★★★★ 1/2	Good consistency, a few unclear terms
Error Prevention	★★★	Visual errors shown, but could improve early error detection

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Recognition over Recall	★★★★★	Options are visible and step-based
Flexibility and Efficiency	★★★	Some filters exist, but mobile gestures limited
Aesthetic and Minimalist Design	★★★★★	Simple and intuitive design
Help in Recognizing and Recovering Errors	★★★★★	Feedback tools are present, hover info missing
Help and Documentation	★★★★★	Explanatory labels and assistance available

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