

Expedia Heuristics Perspective

Week 5 Assignment- Hritika Kucheriya

Introduction

Stays Flights Cars Packages Things to do Cruises

Where to? Dates: Feb 14 - Feb 15 Travelers: 2 travelers, 1 room Search

☐ Add a flight ☐ Add a car



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Discover your new favorite stay

Help

This report evaluates the usability of Expedia.com based on Jakob Nielsen's 10 Usability Heuristics. The assessment is based on my experience planning an imaginary vacation, including booking a flight, hotel, and other travel arrangements.

Each heuristic is analyzed with screenshots and critiques, highlighting strengths and areas for improvement.

Visibility of System Status

I LIKE

Expedia provides real-time loading indicators when searching for flights and hotels.

Price updates and availability changes are clearly displayed.

Progress indicators during checkout help track the booking process.

I WISH

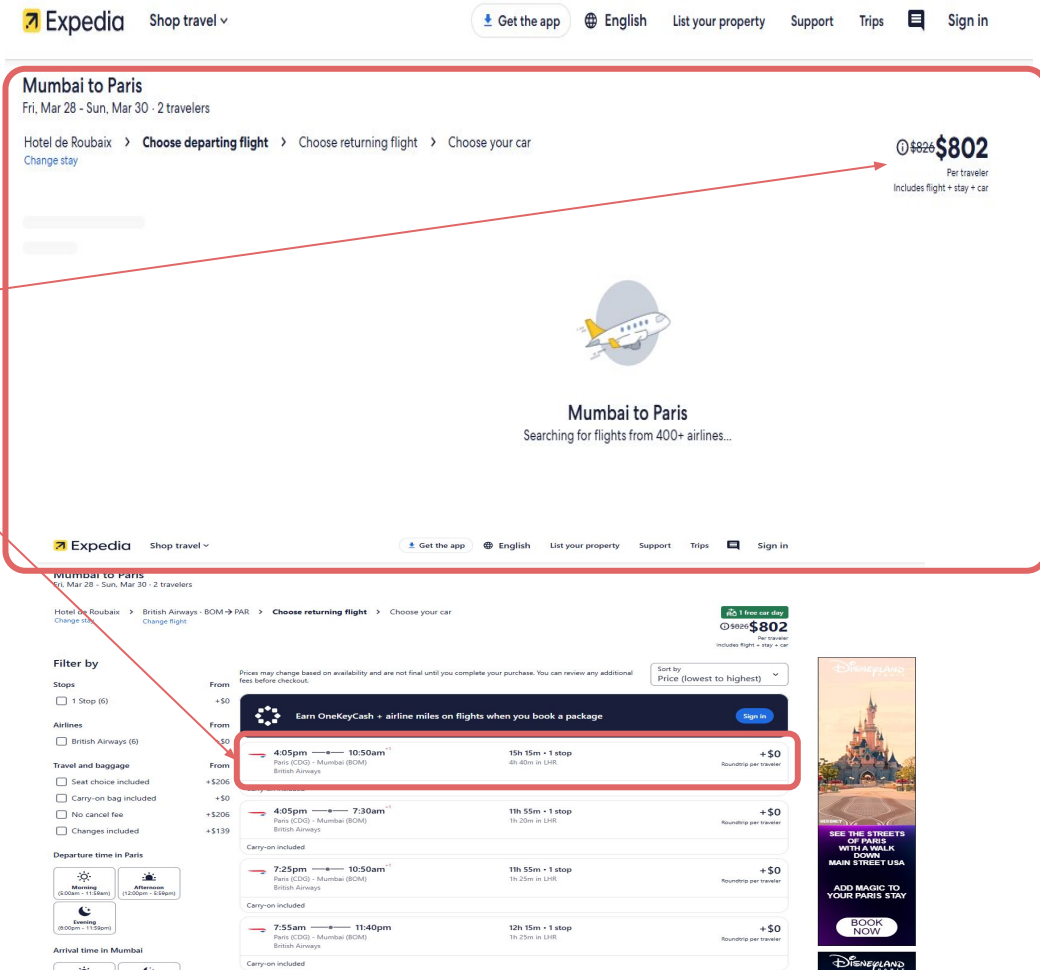
Some search results take too long to load without feedback, leading to uncertainty.

The price breakdown during checkout could be clearer, especially with additional fees.

WHAT IF

Add loading spinners or progress bars for better feedback.

Improve price transparency before checkout.



Match Between System and the Real World

I LIKE

Uses real-world terminology (e.g., “Check-in,” “Round-trip,” “Traveler Reviews”).

Displays hotel images, flight times, and location maps similar to real-world expectations.

I WISH

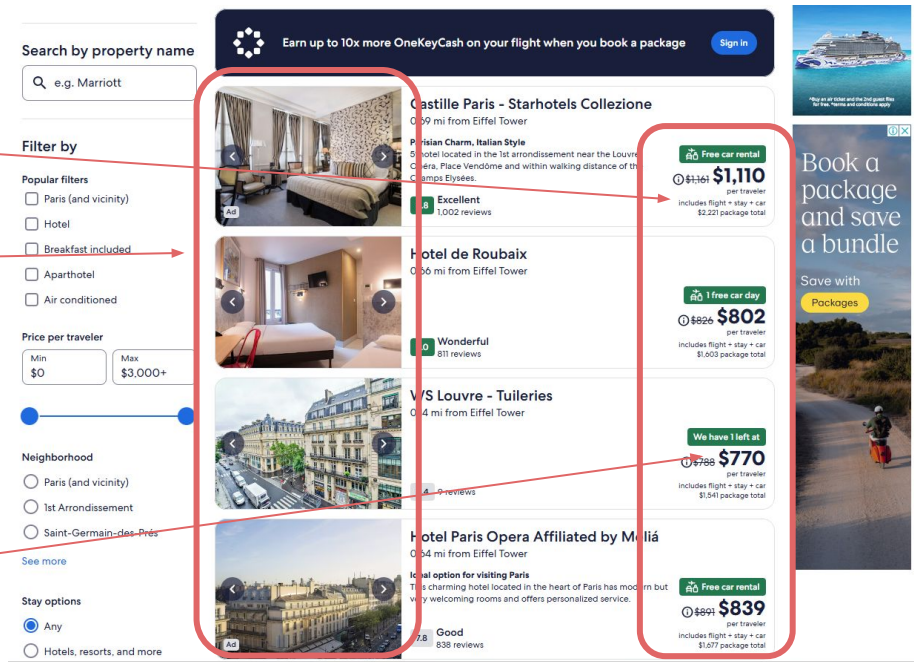
Some icons are unclear, making it difficult to interpret their functions.

Currency conversion is not always automatic, causing confusion for international travelers.

WHAT IF

Improve icon labels and tooltips for better understanding.

Enable automatic currency conversion based on user location.



User Control and Freedom

I LIKE

Users can modify bookings, change flights, and cancel reservations easily.

“Back” button and filters allow flexibility in modifying searches.

I WISH

Some hotel bookings have strict no-refund policies, which users might not notice.

There is no quick way to reset all filters on search results.

WHAT IF

Improve refund policy visibility during booking.

Add a “Clear Filters” button to reset search criteria.

Expedia Shop travel

Get the app English List your property Support Trips Sign in

Mumbai to Paris
Fri, Mar 28 - Sun, Mar 30 - 2 travelers

Hotel de Roubaix
Change stay

British Airways - BOM -> PAR
Change flight

Choose returning flight

Choose your car

1 free car day
Save \$802
No transfer
Includes flight + stay + car

Filter by

Stops
☐ 1 Stop (6)

Airlines
☐ British Airways (6)

Travel and baggage
☐ Seat choice included
☐ Carry-on bag included
☐ No cancel fee
☐ Changes included

Departure time in Paris
Morning (5:00am - 11:59am)
Afternoon (12:00pm - 5:59pm)
Evening (6:00pm - 11:59pm)

Arrival time in Mumbai
Morning (5:00am - 11:59am)
Afternoon (12:00pm - 5:59pm)
Evening (6:00pm - 11:59pm)

Prices may change based on availability and are not final until you complete your purchase. You can review any additional fees before checkout.

Sort by
Price (lowest to highest)

Earn OneKeyCash + airline miles on flights when you book a package
Sign in

From	Paris (CDG) - Mumbai (BOM) British Airways	4:05pm - 10:50am ⁻¹	15h 15m • 1 stop 4h 40m in LHR	+\$0 Roundtrip per traveler
From	Paris (CDG) - Mumbai (BOM) British Airways	4:05pm - 7:30am ⁻¹	11h 55m • 1 stop 1h 20m in LHR	+\$0 Roundtrip per traveler
From	Paris (CDG) - Mumbai (BOM) British Airways	7:25pm - 10:50am ⁻¹	11h 55m • 1 stop 1h 25m in LHR	+\$0 Roundtrip per traveler
From	Paris (CDG) - Mumbai (BOM) British Airways	7:55am - 11:40pm	12h 15m • 1 stop 1h 25m in LHR	+\$0 Roundtrip per traveler

Disneyland Paris
SEE THE STREETS OF PARIS WITH A WALK DOWN MAIN STREET USA
ADD MAGIC TO YOUR PARIS STAY
BOOK NOW

Consistency and Standards

I LIKE

Design elements like buttons, fonts, and navigation menus are consistent.

Uses common e-commerce patterns (shopping cart, checkout process).

I WISH

Some hotel and flight booking pages look different based on third-party integrations.



The “Save for Later” feature is inconsistent across different bookings.

WHAT IF

Improve refund policy visibility during booking.

Add a “Clear Filters” button to reset search criteria.

Review and book

 Sign in or create an account to earn **\$31.88** in OneKeyCash™ after this trip. 

Who's flying?

Traveler names must match your government-issued photo ID exactly.

Mumbai (BOM) to Paris (CDG) Fri, Mar 28 - Sun, Mar 30

Traveler 1: Adult, primary contact

First name *

Middle name

Last name *

Email address *

Email for confirmation

Country/Territory Code

United States of America +1

Phone number *

Passport *

United States of America

Date of birth *

Month

Day

Year

[Frequent flyer and more](#)



Traveler 2: Adult

First name *



Middle name

Last name *



Passport *

 **Roundtrip Flight** 

Mumbai (BOM) to Paris (CDG)
Fri, Mar 28 - Sun, Mar 30
2 tickets: 2 adults
Departure
Fri, Mar 28
BOM 1:10pm → CDG 10:55pm
14h 15m, 1 stop: LHR
British Airways 198 operated by British Airways
British Airways 326 operated by British Airways
Return
Sun, Mar 30
CDG 7:25pm → BOM 10:50am
11h 55m, 1 stop: LHR
British Airways 323 operated by British Airways
British Airways 199 operated by British Airways



 **Hotel de Roubaix** 

Paris, France
Fri, Mar 28 - Sun, Mar 30
1 room: 2 nights

 **Economy** 

Roissy, France (CDG Airport)
Fri, Mar 28 - Sun, Mar 30
1 5 5 A/C Automatic

Starting price \$1,654.11
Package savings -\$46.74
Collision Damage Plan \$26.00

Total due today  \$1,619.77
Due at hotel  \$13.60

Package total: **\$1,633.37**
(Average per person \$809.89)

Rates are quoted in US dollars. All taxes or fees collected by the hotel will be settled in the local currency.

Error Prevention

I LIKE

Forms prevent users from entering invalid dates, incorrect payment details, or missing fields.

The “Are you sure?” prompt before finalizing a booking reduces mistakes.

I WISH

Some multi-city flight bookings fail without clear explanations.

Cancellation policies are not always visible upfront, leading to errors.

WHAT IF

Provide clearer error messages when bookings fail.

Display cancellation policies prominently before booking.

Who's flying?

Traveler names must match your government-issued photo ID exactly.

Mumbai (BOM) to Paris (CDG) Fri, Mar 28 - Sun, Mar 30

Traveler 1: Adult, primary contact

First name *

Please enter a first name using letters only.

Middle name

Last name *

Email address *

Please enter a valid email address.

Country/Territory Code

United States of America +1



Phone number *

Please enter a valid phone number.

Recognition Rather Than Recall

I LIKE

Saved trips and past bookings help users continue from where they left off.

Icons and labels (e.g., “Free Cancellation”) reduce the need to remember details.

I WISH

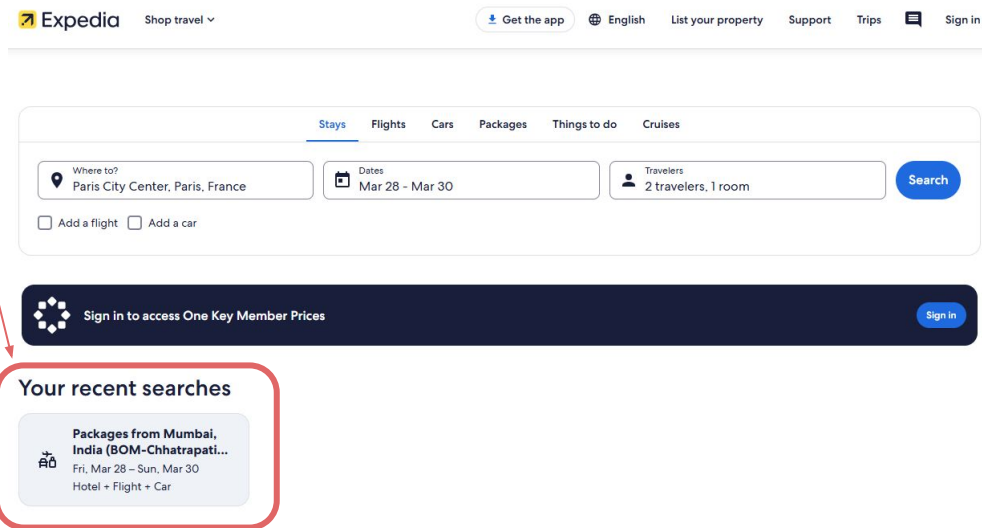
Users must re-enter search details when switching between flights and hotels.

The website doesn't always remember previous preferences, like seat selection.

WHAT IF

Allow search preferences to persist across sessions.

Save seat and meal preferences for frequent flyers.



Flexibility and Efficiency of Use

I LIKE

Filters and sorting options help narrow down choices quickly.

Power users can use Expedia rewards and promotions efficiently.

I WISH

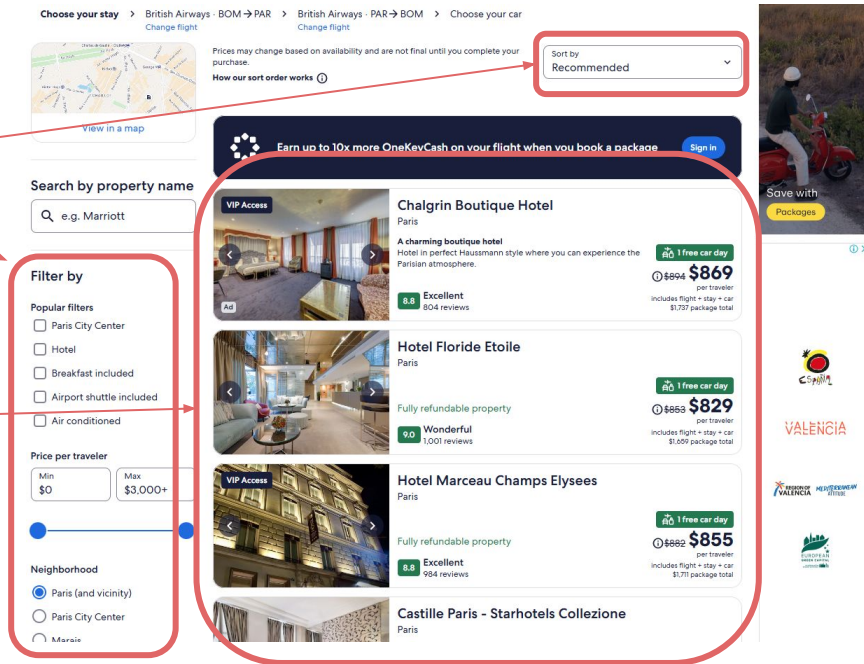
Multi-city booking requires too many manual inputs, making it time-consuming.

No quick “Compare” feature to evaluate multiple hotels side by side.

WHAT IF

Improve multi-city booking UX by allowing saved preferences.

Add a “Compare Hotels” button for easier decision-making.



Aesthetic and Minimalist Design

I LIKE

Clean, professional layout with high-quality images and icons.

Well-structured pricing and important details highlighted in bold.

I WISH

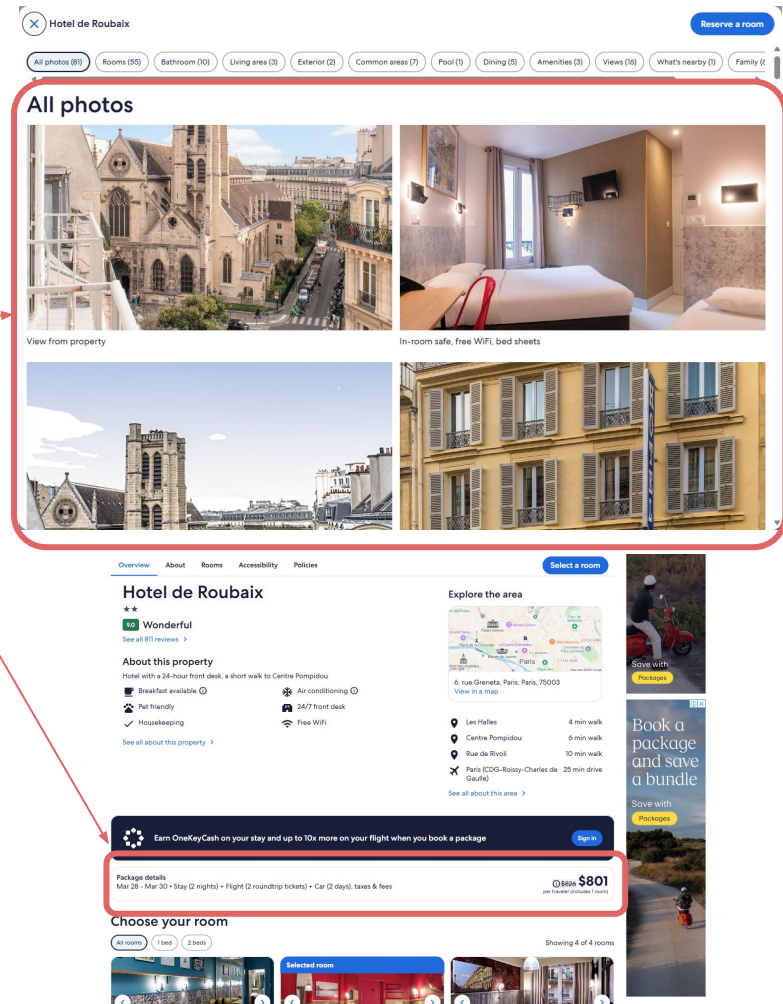
Some areas feel cluttered, especially with ads and cross-promotions.

The checkout page could be more streamlined with fewer distractions.

WHAT IF

Reduce promotional clutter, especially during booking.

Make the checkout page simpler and more focused on payment details.



Help Users Recognize, Diagnose, and Recover from Errors

I LIKE

Error messages are generally clear, especially for missing information.

Refund policies are explained in case of booking mistakes.

I WISH

Some error messages lack actionable steps (e.g., when payment fails).

No auto-suggestions for fixing common errors.

WHAT IF

Provide step-by-step solutions when errors occur.

Add auto-suggestions for input mistakes (e.g., incorrect airport codes).

Who's flying?
Traveler names must match your government-issued photo ID exactly.

Mumbai (BOM) to Paris (CDG) Fri, Mar 28 - Sun, Mar 30
Traveler 1: Adult, primary contact

First name *	Middle name	Last name *
<input type="text"/>	<input type="text"/>	<input type="text"/>

Please enter a first name using letters only.

Email address *

Please enter a valid email address.

Country/Territory Code

Phone number *

Please enter a valid phone number.

Two red arrows point from the 'I LIKE' section to the first name and email address fields.

Help and Documentation

I LIKE

Expedia offers a detailed Help Center and customer support chat.

FAQs cover common issues like refunds, itinerary changes, and baggage policies.

I WISH

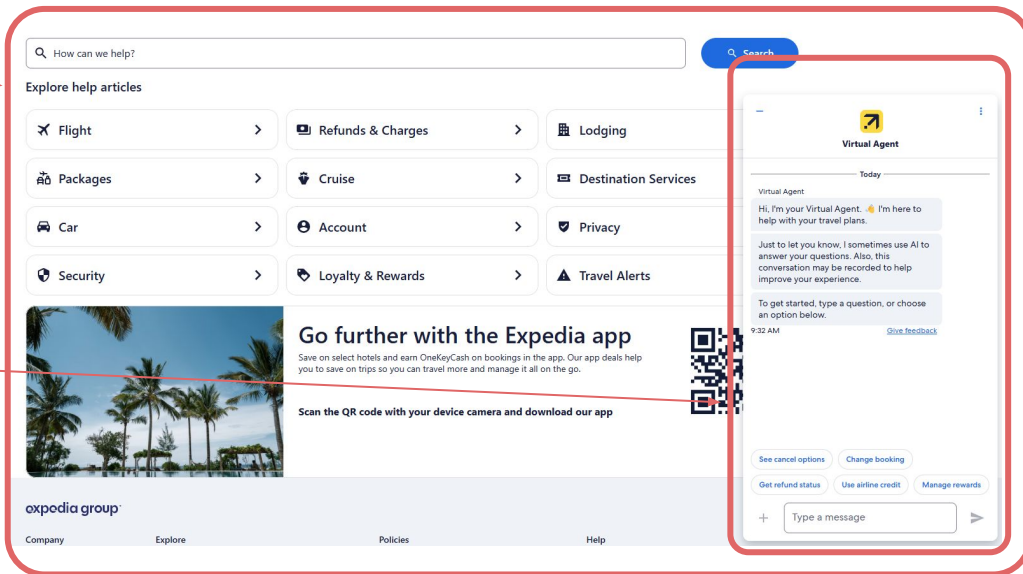
The chatbot struggles with complex queries, often redirecting users.

Some help pages are buried under multiple clicks.

WHAT IF

Improve chatbot AI to handle complex support questions.

Make the Help section easier to access from the main menu.



Summary & Recommendations

I LIKE:

Clear system status updates and real-world terminology enhance usability.

Consistent design and strong error prevention create a smooth experience.

Helpful filters, saved trips, and user-friendly navigation improve efficiency.

I WISH:

Better feedback during errors and failed searches is needed.

More flexibility in search persistence across different sections.

Reducing clutter and making help documentation easier to access.

FINAL RECOMMENDATION:

Expedia offers a well-designed and mostly intuitive booking experience. However, improving error messaging, consistency across all booking pages, and reducing unnecessary clutter would greatly enhance usability and efficiency.