UX Heuristic Evaluation of Skyscanner

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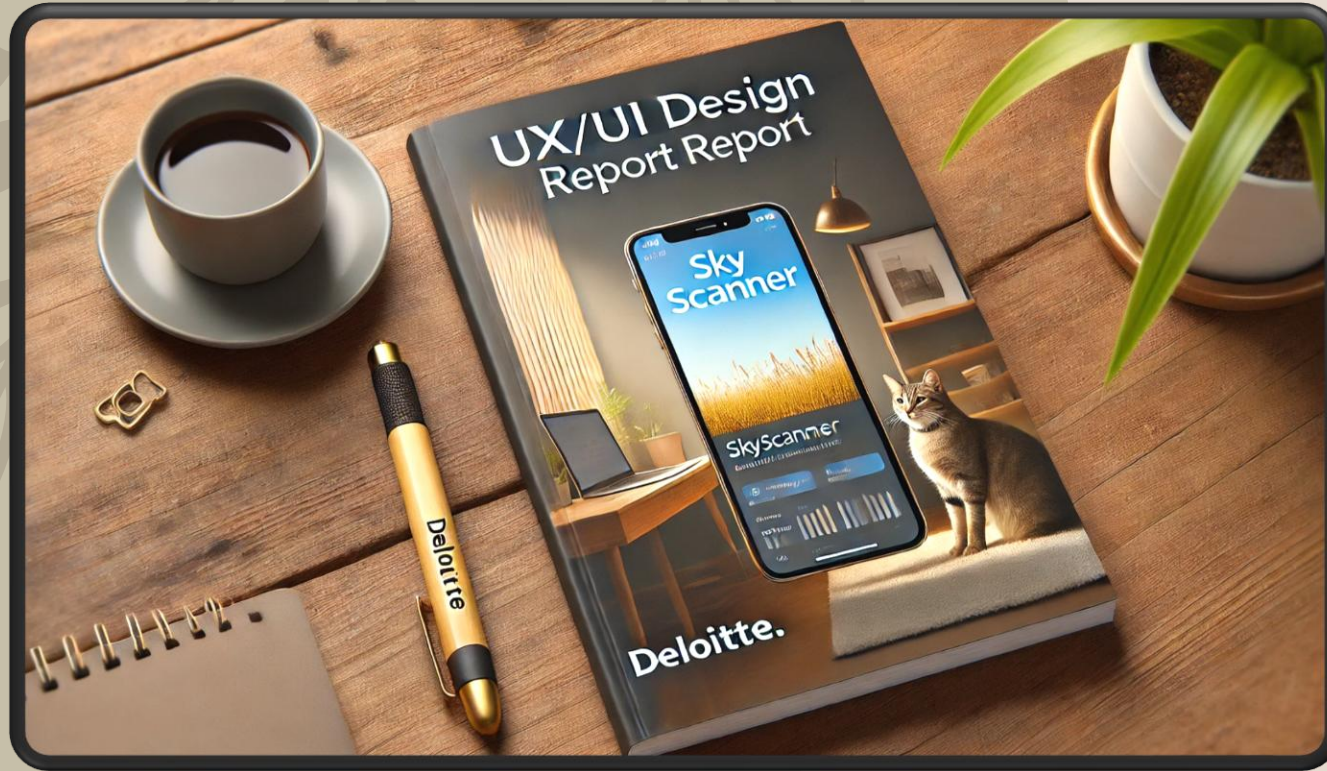
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Agenda

Purpose

Evaluation of the Skyscanner app UX using Nielsen's Heuristics. We identify usability issues and suggest improvements.

10 Nielsen heuristics

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

*Problem Severity = S
1 = no significant problem at all
2 = slightly important problem
3 = quite important problem
4 = important problem
5 = very important problem

Methodology

- Heuristic Evaluation (Nielsen's 10 principles)
- User Journey Analysis
(Homepage → Search → Filters → Results → Journey Details)
- Comparison with UX best practices.

Questions for answers

- Navigation & Clarity – Are options intuitive for users?
- Filtering & Sorting – Is it easy to refine search results?
- Error Handling – Does the app provide useful recovery options?
- Information Hierarchy – Are details structured for readability?

Typical Users

Skyscanner serves a wide range of users, including:

- **Frequent Travelers** – Business or leisure travelers who regularly book flights and need fast, reliable search results.
- **Budget-Conscious Users** – Users looking for the cheapest flight options, discounts, and flexible date suggestions.
- **Families & Group Travelers** – Users who need multi-passenger bookings with child/infant-friendly options.
- **Spontaneous Travelers** – Users who explore destinations without fixed dates, using the "Explore Everywhere" feature.

Typical User Tasks

- **Search for flights** – Enter departure/arrival cities, dates, and filters (e.g., direct flights).
- **Compare prices & providers**
- **Filter & sort results** – Use flexible date options, price alerts, and sorting by best/cheapest/fastest flights.
- **Book a flight** – Choose a provider, confirm details, and proceed with checkout.
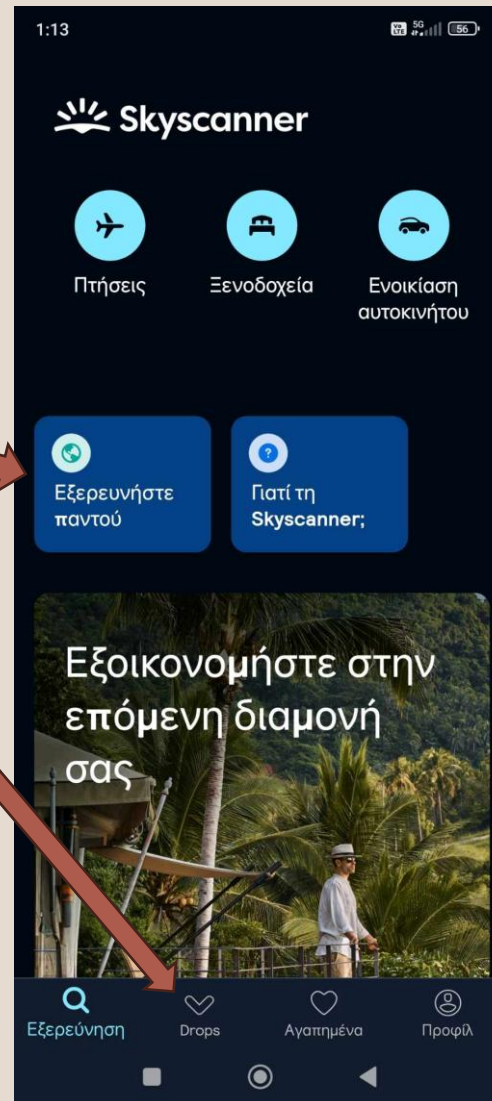- **Check deals & alternative dates** – Explore flexible date calendars and fare trends..
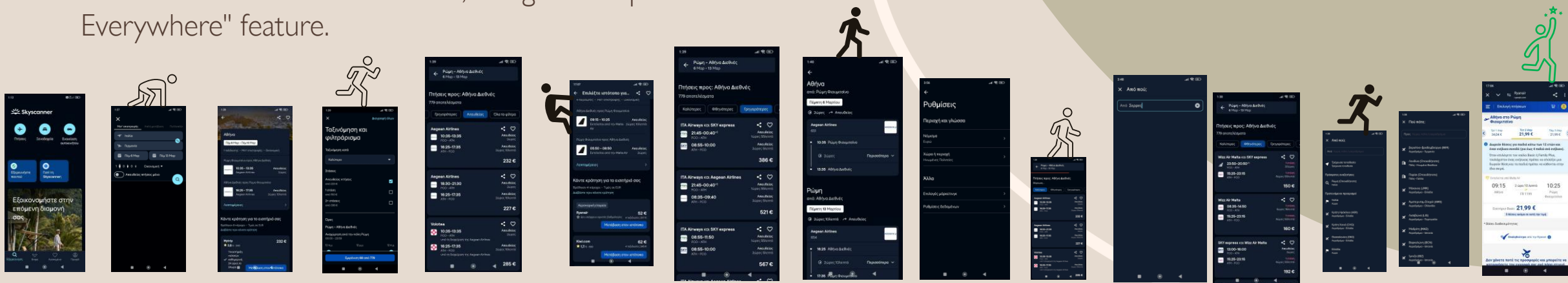
Issue 1/5 - Unclear Navigation

Nielsen Heuristics Violated :

Recognition Over Recall (S2) - it does not clearly convey what will happen when tapped(abstract meaning)

Consistency & Standards (S4) – Mixed languages break uniformity in UI text

Proposed Solution

Translate **"Drops"** to **"Προσφορές".**

Improve Label Clarity: Use more descriptive text or an icon representing discounts/offers.

Change **"Εξερεύνηση Παντού"** to something more explicit:

"Βρες Προορισμούς" (Find Destinations)

Issue 2/5 - No Error Handling for Invalid Locations

Nielsen Heuristics Violated :

Error Prevention (S2) – The app does not prevent users from searching for unavailable locations.
Help Users Recover from Errors (S2) – No feedback or alternative suggestions when an invalid location is entered.

Proposed Solution

- Provide Real-Time Feedback: Show an error message like "Δεν βρέθηκε αεροδρόμιο στην επιλεγμένη τοποθεσία. Δοκιμάστε μια κοντινή πόλη με αεροδρόμιο."
- Auto-Suggest Valid Locations.
- Disable Invalid Entries: Prevent users from submitting queries with unsupported locations

Issue 3/5 - No Error Handling for Invalid Locations

Nielsen Heuristics Violated :

Match Between System & Real World (S5) – Users expect the language to match their selected country
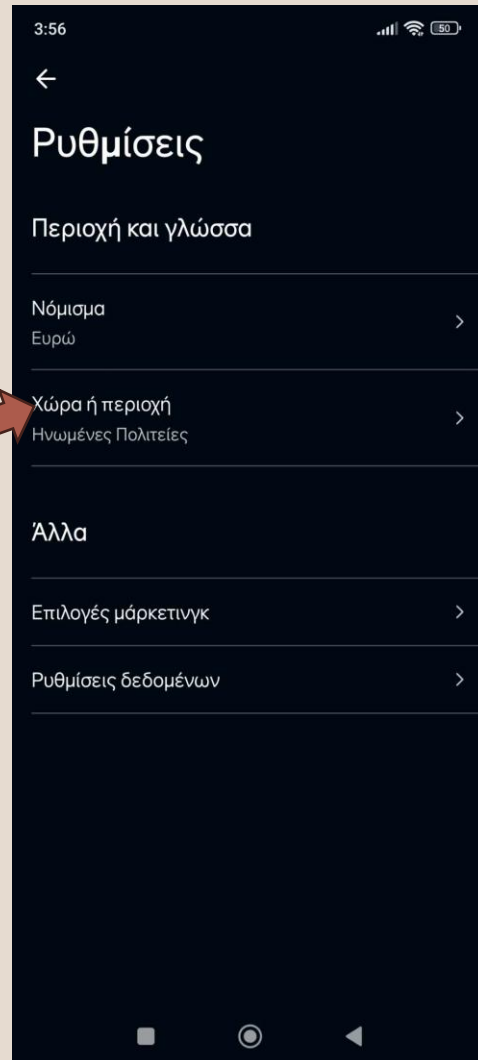
Proposed Solution

Automatic Language Adjustment: When users change the country, prompt them to update the language accordingly.

Issue 4/5 - Passenger Selection UI Improvements
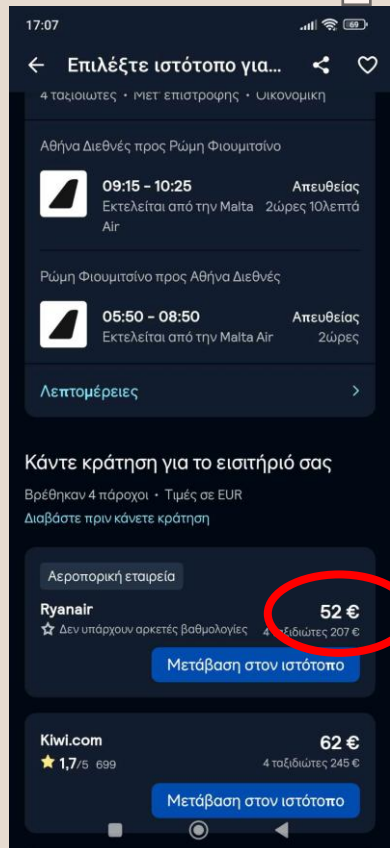
Nielsen Heuristics Violated :

- Aesthetic & Minimalist Design(S2) – Ambiguous icons add unnecessary confusion instead of simplifying selection
- **Match Between System & Real World** (S2) – Users expect clear labels that match their mental model.
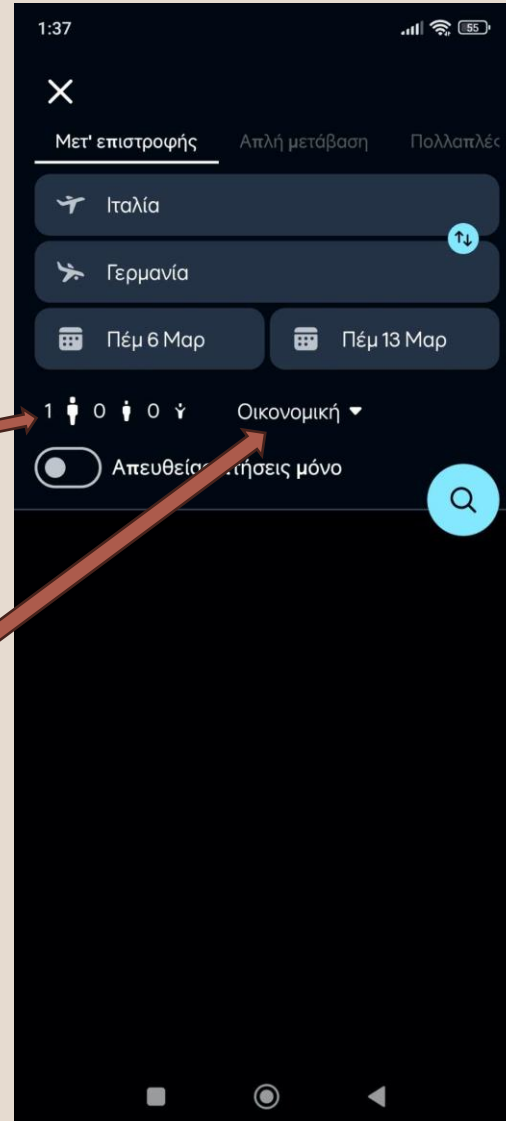
Proposed Solution

- **Rename "Οικονομική" to "Επιβάτες"** – Accurately reflect the section's function.
- **Introduce Distinct Icons** – Use easily recognizable symbols for **adults, children, and infants** to enhance clarity.
- **Increase Readability** – Use larger, well-spaced icons with accompanying labels (e.g., "Adults", "Children", "Infants").

Issue 5/5 - Passenger Selection UI Improvements

Nielsen Heuristics Violated :

- Match Between System & Real World (S3) : Users expect prices and fees to be clear and consistent throughout the booking process.
- Help Users Recover from Errors (S3) : There are no alerts for sudden price increases or extra charges, leaving users confused.
- Flexibility & Efficiency of Use (S2) : The booking flow is inefficient due to multiple steps and external redirections
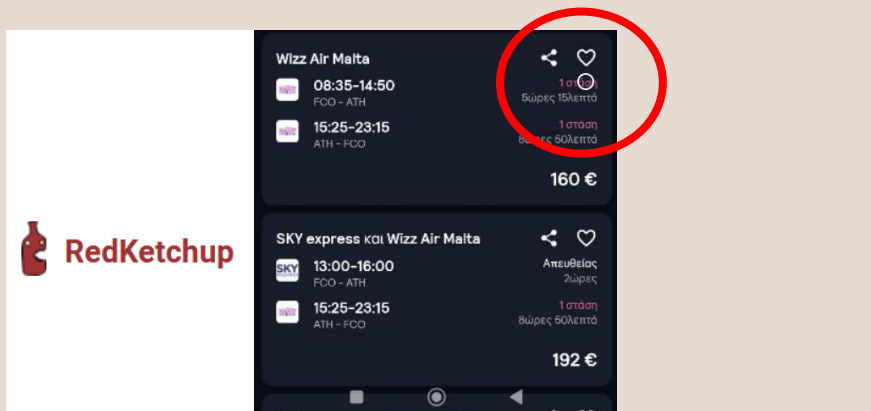
Proposed Solution

- **Ensure Price Accuracy** – Implement real-time validation before checkout to avoid mismatches.
- **Transparent Fees** – Display baggage and extra charges upfront.
- **Simplify Booking Flow** – Enable in-app checkout to minimize external redirects.

Visual Design & Aesthetics Review WCAG contrast standards
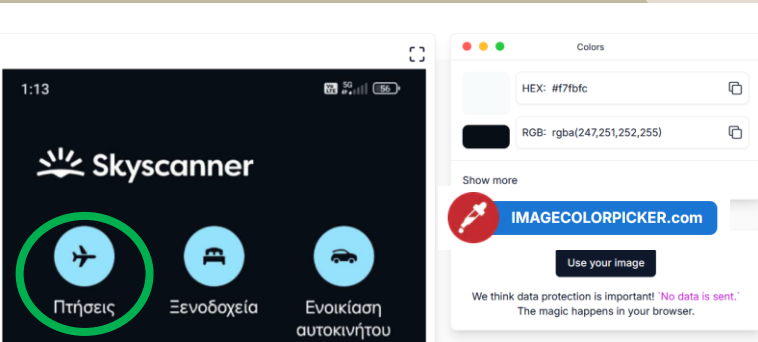
Nielsen Heuristics Violated :

- Aesthetic & Minimalist Design (S2) – lack of contrast. There is no theme option.

Proposed Solution

- Using high contrast colors
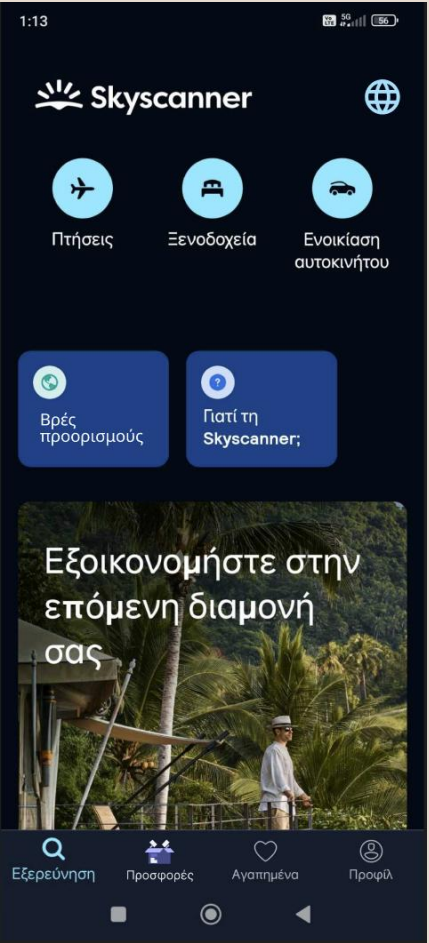- Add option of changing theme

ReDesign
in Figma 1/3
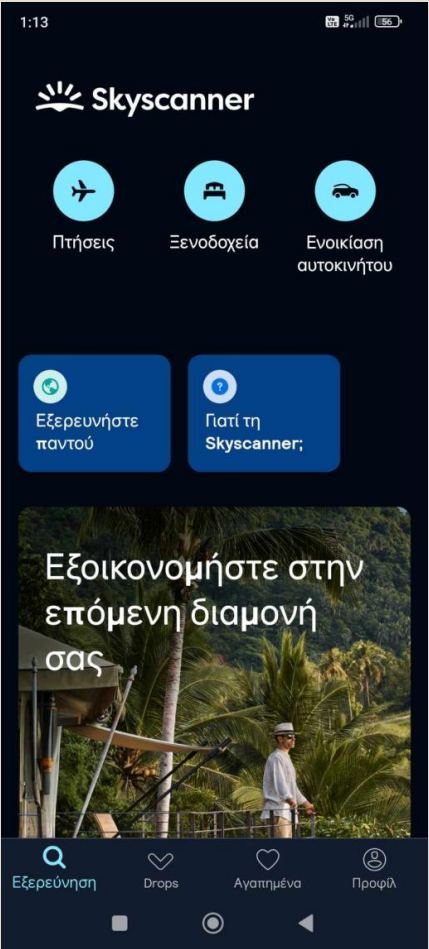
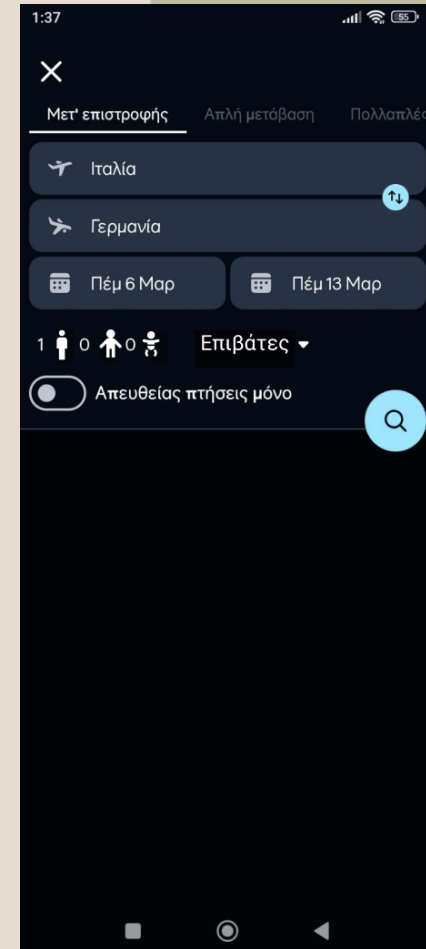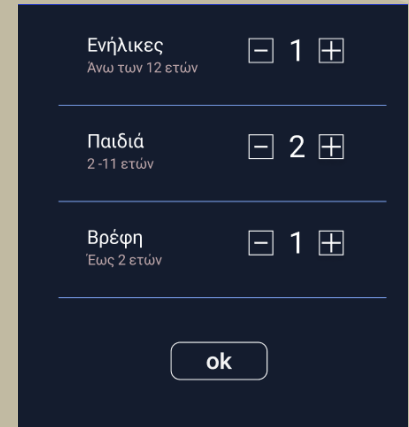Before   After   Before   After
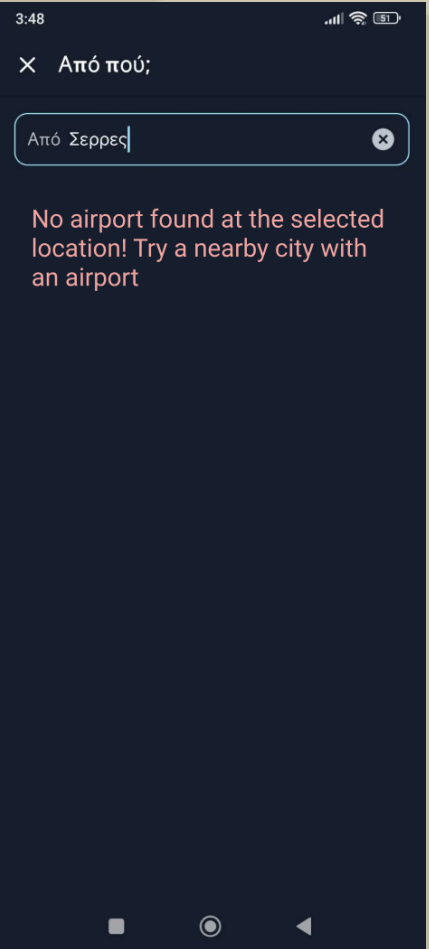
ReDesign
in Figma 2/3
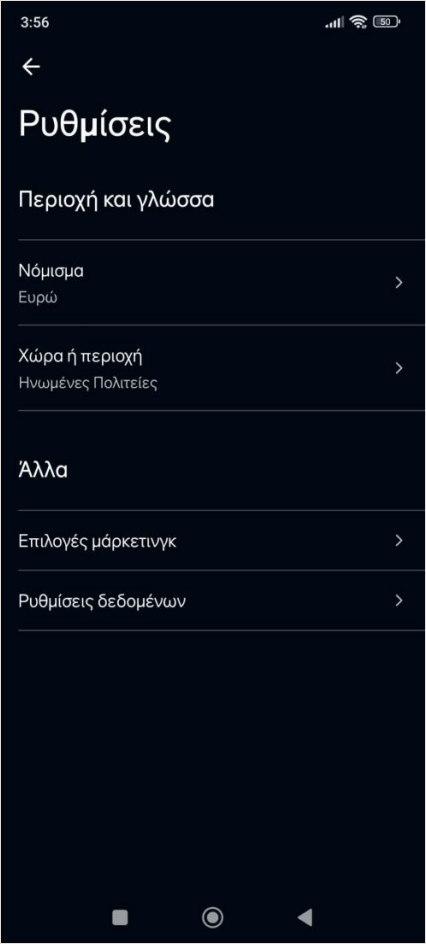
Pop up menu

Pop up menu

Skyscanner UX Evaluation
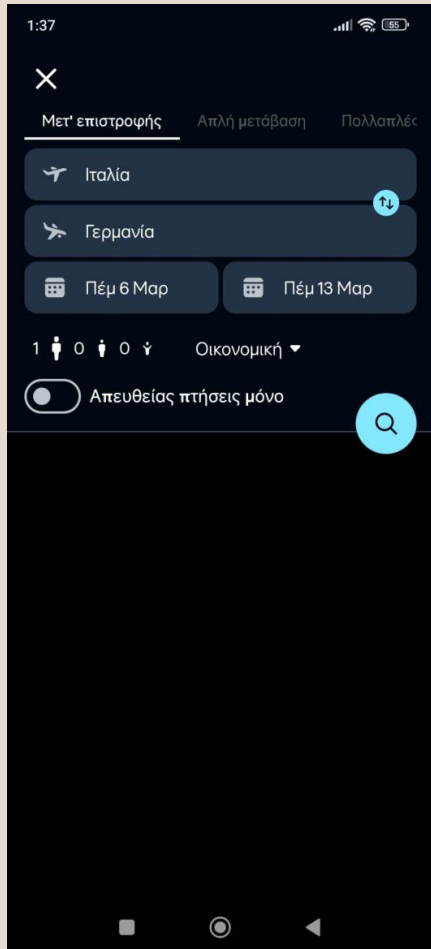
ReDesign

in Figma 3/3

Before

After
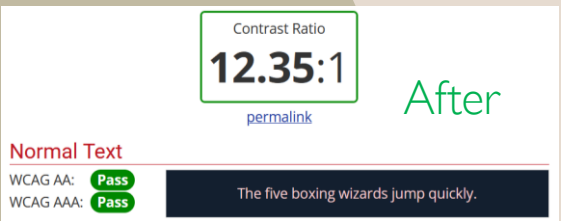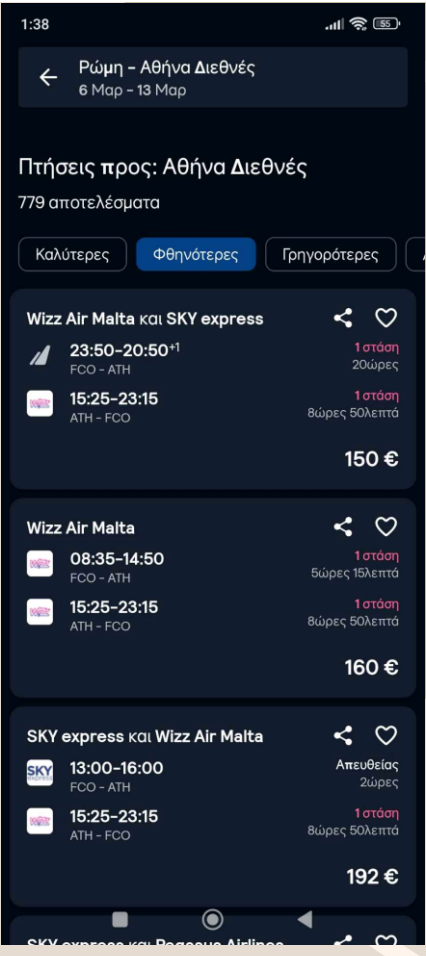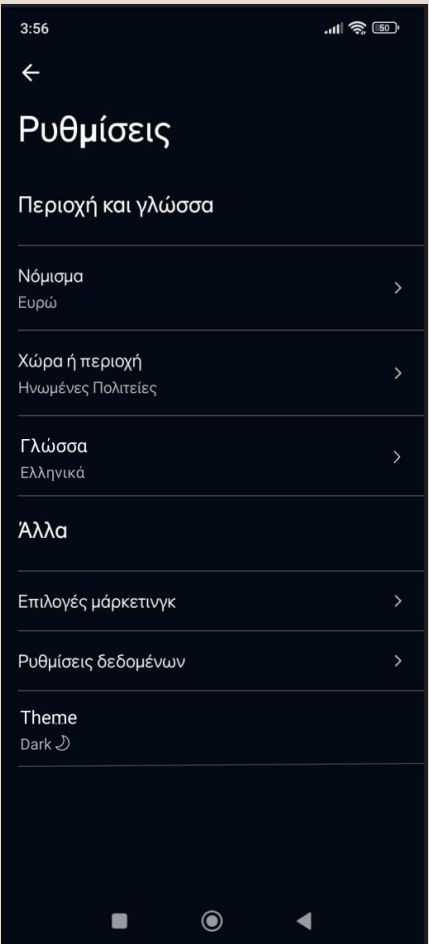

Before

After
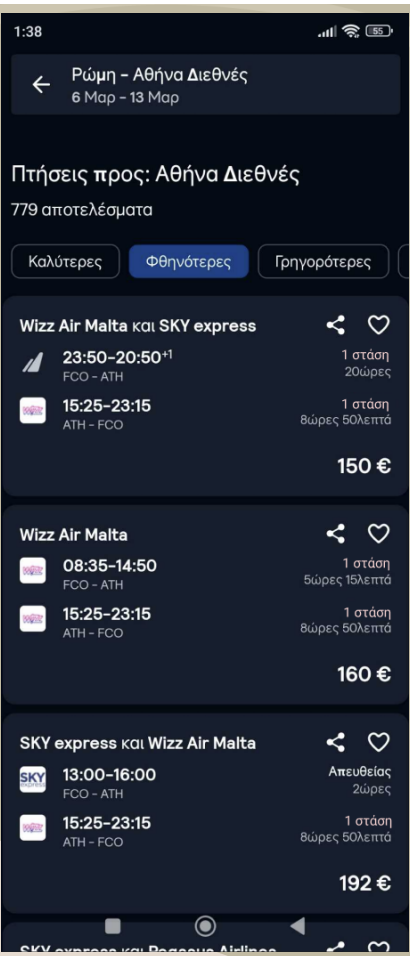
Summary

- **Navigation & Clarity** – Improved labeling and structure for intuitive user flow.
- **Error Handling & Feedback** – Added guidance for invalid searches and booking issues.
- **Booking Flow Optimization** – Streamlined checkout process with transparent pricing.
- **Visual & Aesthetic Enhancements** – Better contrast, typography, and visual hierarchy for accessibility.

PROJECT!