

<Korean Air Lines Website>

1. Heuristic Name: Clean & Functional Design

Description: When round trip's dates are selected, it shows a table with bunch of unnecessary information, which distracts from the main purpose of finding right information. This will need to be addressed by showing more neat and organized ticket options such as adding filters for preference like showing ticket from lowest price. That way, customers do not have to look horizontal and vertical boxes to find their best ticket.

Severity Number: 3 major usability problem; important to fix

Select Flight on Flexible Dates

 The fares are based on the lowest expected fare for 1 person. To see the exact amount, please proceed to the next step.

<input type="checkbox"/> Unavailable — Lowest fare in date range	Return Date 08/21 (Wed)	Return Date 08/22 (Thu)	Return Date 08/23 (Fri)	Return Date 08/24 (Sat)	Return Date 08/25 (Sun)	Return Date 08/26 (Mon)	Return Date 08/27 (Tue)
Depart Date 08/07 (Wed)	<input type="radio"/> USD 3,458.59	<input type="radio"/> USD 3,448.49	<input type="radio"/> USD 3,498.49	<input type="radio"/> USD 3,508.59	<input type="radio"/> USD 2,823.49	<input type="radio"/> USD 2,598.49	<input type="radio"/> USD 2,598.49
Depart Date 08/08 (Thu)	<input type="radio"/> USD 3,458.59	<input type="radio"/> USD 3,448.49	<input type="radio"/> USD 3,498.49	<input type="radio"/> USD 3,508.59	<input type="radio"/> USD 2,823.49	<input type="radio"/> USD 2,598.49	<input type="radio"/> USD 2,598.49
Depart Date 08/09 (Fri)	<input type="radio"/> USD 3,193.59	<input type="radio"/> USD 3,183.49	<input type="radio"/> USD 3,233.49	<input type="radio"/> USD 3,243.59	<input type="radio"/> USD 2,558.49	<input type="radio"/> USD 2,333.49	<input type="radio"/> USD 2,168.49
Depart Date 08/10 (Sat)	<input type="radio"/> USD 3,193.59	<input type="radio"/> USD 3,183.49	<input type="radio"/> USD 3,233.49	<input checked="" type="radio"/> USD 3,243.59	<input type="radio"/> USD 2,558.49	<input type="radio"/> USD 2,333.49	<input type="radio"/> USD 2,168.49
Depart Date 08/11 (Sun)	<input type="radio"/> USD 3,143.59	<input type="radio"/> USD 3,133.49	<input type="radio"/> USD 3,183.49	<input type="radio"/> USD 3,193.59	<input type="radio"/> USD 2,508.49	<input type="radio"/> USD 2,283.49	<input type="radio"/> <u>USD 2,118.49</u>
Depart Date 08/12 (Mon)	<input type="radio"/> USD 3,143.59	<input type="radio"/> USD 3,133.49	<input type="radio"/> USD 3,183.49	<input type="radio"/> USD 3,193.59	<input type="radio"/> USD 2,508.49	<input type="radio"/> USD 2,283.49	<input type="radio"/> <u>USD 2,118.49</u>
Depart Date 08/13 (Tue)	<input type="radio"/> USD 3,143.59	<input type="radio"/> USD 3,133.49	<input type="radio"/> USD 3,183.49	<input type="radio"/> USD 3,193.59	<input type="radio"/> USD 2,508.49	<input type="radio"/> USD 2,283.49	<input type="radio"/> <u>USD 2,118.49</u>

Total For All Passengers **USD 3,243.59**

Continue

2. Heuristic Name: Freedom

Description: When I am in step 3 of the step panel navigation bar, I can go back to step 1 by clicking below red box. However, it does not let me go back to previous step 2. In order to go back to step 2, I need to click on change search instead. This step panel navigation bar does not let me undo except for starting from step 1 again. System should be changed so that customers can go back to previous steps by clicking one of the boxes numbered as 1-6.

Severity Number: 2-Minor usability problem

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KOREAN AIR 50 years

1 ATL ↔ ICN 2019.08.10 - 2019.08.25 1 Economy Flexible Dates 3 Select Fare/Flight 4 Traveler Info 5 Payment 6 Confirm

Change Search

Select Fare Features then Flight Select Flight then Fare Features

1. Select Flight

Please choose the first flight and then the second flight. The flights provided in the lists are currently available only.

Lowest fare Flight Delta Premium Select

Atlanta - Hartsfield Jackson(ATL) → Seoul/Incheon(ICN)

2019.08.10(Sat)	12:30-16:20 (+1 Days)	14h 50m	Non-Stop	+
<input checked="" type="radio"/> KE036	Atlanta - Hartsfield ... → Seoul/Incheon(ICN)	5 Seats(M)		
	12:30 16:20 (+1 Days)	B747-8i		

2019.08.10(Sat) 00:31-04:00 (+1 Days) 14h 29m Non-Stop +

☐ KE5036 Atlanta - Hartsfield ... → Seoul/Incheon(ICN)

00:31 04:00 (+1 Days) Airbus Indu... Lowest Fare

Seoul/Incheon(ICN) → Atlanta - Hartsfield Jackson(ATL)

2019.08.25(Sun)	09:20-10:10	13h 50m	Non-Stop	+
<input checked="" type="radio"/> KE035	Seoul/Incheon(ICN) → Atlanta - Hartsfield ...	5 Seats(M)		
	09:20 10:10	B747-8i		

2019.08.25(Sun) 19:20-22:55 16h 35m 1 stops +

☐ KE5019 Seoul/Incheon(ICN) → Seattle(SEA)

19:20 14:00 Boeing 767-...

Total For All Passengers **USD 3,098.49**

Book as Guest Book as Member

javascript;

3. **Heuristic Name:** Recognition over recall
- Description:** When I finally selected fare type, it again showed bunch of symbols and + sign which means there will be an additional charge did not provide specifically how much additional will I be charged. Since its table has so much empty space, it will be nice to show additional charge amount instead of showing + symbols. System need to avoid using code to eliminate customers' hassel to recall what that code meant.
- Severity Number:** 2-Minor usability problem

2. Select Fare

This is a list of available fares based on the selected flight.
Choose a fare type and confirm the details.

✓ Available ✗ Not Available + Additional Charges ▲ Permitted Only Korean Air operating Flight

Fare Type	Depart Change	Return Change	Refund	SKYPASS Upgrade	SKYPASS Mileage Credit	Fare Rule Details
<input checked="" type="radio"/> USD 3,244.49	+	+	+	✗	100%	Fare Conditions
<div>DELTA PREMIUM SELECT INCLUDED</div> <input type="radio"/> USD 3,394.49	+	+	+	✗	100%	Fare Conditions
<input type="radio"/> USD 3,784.49	+	+	+	▲	100%	Fare Conditions
<input type="radio"/> USD 4,409.49	+	+	+	▲	100%	Fare Conditions

4. **Heuristic Name:** Recognition over recall

Description: When selecting a flight, it provided me with two tabs to select: 1. Select Fare Features then Flight 2. Select Flight then Fare Features. However, its selection choice was no necessary at all. It is just the selection of order of which I will be choosing first. Both the flight and fare were required to be chosen by customers, and its preferences of choosing which one first seemed unnecessary and unclear. System should just remove the red box area to prevent confusion and avoid extra hurdles.

Severity Number: 2-Minor usability problem

Select Fare Features then Flight

Select Flight then Fare Features

1. Select Fare

Please select a fare type and confirm the details.

✓ Available ✗ Not Available + Additional Charges ▲ Permitted Only Korean Air operating Flight

Fare Type	Depart Change	Return Change	Refund	SKYPASS Upgrade	SKYPASS Mileage Credit	Fare Rule Details
<input type="radio"/> USD 3,243.59 ~ USD 3,244.49	+	+	+	✗	100%	Fare Conditions
DELTA PREMIUM SELECT INCLUDED <input type="radio"/> USD 3,393.59 ~ USD 3,394.49	+	+	+	✗	100%	Fare Conditions
<input type="radio"/> USD 3,783.59 ~ USD 3,788.99	+	+	+	▲	100%	Fare Conditions
<input type="radio"/> USD 4,408.59 ~ USD 4,414.89	+	+	+	▲	100%	Fare Conditions

2. Select Flight

This is a list of currently available flights based on the selected fare type. Please choose the first flight and then the second flight.

5. **Heuristic Name:** Consistency

Description: Table that shows peak season does not have consistent layout. It was hard to read peak dates for 2020. Its width of each column should be adjusted.

Severity Number: 2-Minor usability problem

Peak Season				
Routes	Origin	Destination	2019	2020
Korea Domestic	Korea	Korea	1.1 2.2 - 2.7 2.23 - 3.2 5.4 - 5.7 6.6 - 6.8 7.27 - 8.24 9.11 - 9.16 10.3 - 10.9 12.31	1.1 1.23 - 1.28 2.22 - 2.29 4.30 - 5.5 7.25 - 8.22 9.29 - 10.5 10.8 - 10.11 12.25 - 12.27 12.31
[International] Departing flight excluding America	Korea, Asia, Europe, Middle East, Africa, Oceania	Korea, Asia, Europe, Middle East, Oceania, Africa, North America, South America	1.1 2.1 - 2.7 7.12 - 8.18 9.11 - 9.16 10.3 - 10.7	1.1 1.22 - 1.28 7.12 - 8.16 9.25 - 10.

