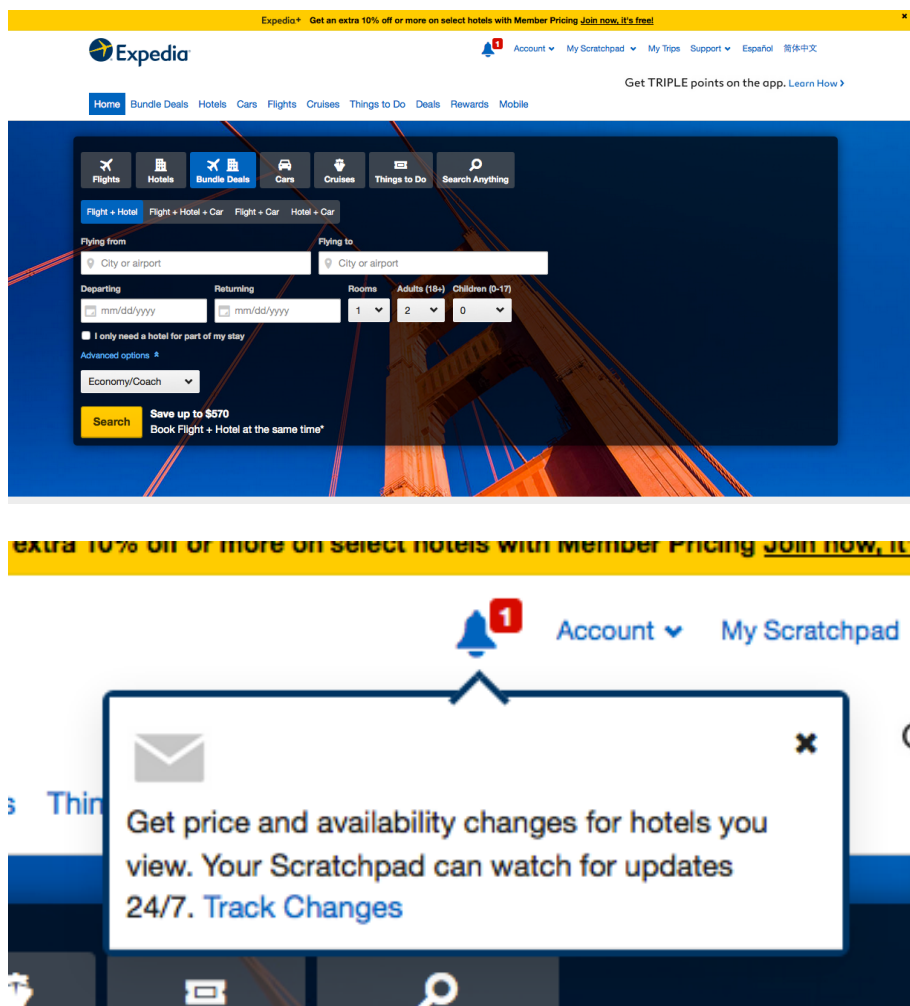


HEURISTICS EVALUATION of **Expedia.com**

To evaluate this website, I wanted to book a roundtrip airplane flight from New Orleans to San Francisco. I figured this site was pretty polished in terms of UI/UX but I did find a couple things that were problematic. But none of them would prevent me from returning to the site.

SEVERITY SCALE:

- 0 - Not a usability problem
- 1 - Just a cosmetic problem
- 2 - Minor usability problem
- 3 - Major usability problem; important to fix
- 4 - Usability catastrophe; imperative to fix



Screenshot 1: This is the home page of the site. Overall it is what I expected a travel site's home page to be. Two things that I did notice were the little bell with the red circle with 1 and the yellow band across the top. I had not done anything on the site/this is what the site looked like when I first visited it.

I was distracted by the bell and red 1 and looked at it before doing anything else. [see details below] - the information contained within it was not useful or important. So, I thought that was a waste of the user's attention.

The yellow band across the top looked like a warning message and it was only after reading it that I realized it was not a warning message.

VIOLATION: MINIMALISM -

the bell with red 1 was distracting. Severity rating: 2. MAPPING - the yellow band is usually a warning message. Severity rating: 2

☒ Round Trip
 ☐ One Way

[Nearby airports](#)
[Nearby airports](#)

1 Traveler, All Airlines, Economy / Coach [Show options](#)

Select your departure to San Francisco Thu, Apr 21

Prices are roundtrip per person, include all taxes and fees, but do not include baggage fees.

Filter your results by

Stops

☐ Nonstop (1)

☐ 1 Stop (54)

☐ 2+ Stops (7)

Airlines included

☐ United (32)

☐ Delta (13)

☐ American Airlines (12)

☐ Alaska Airlines (5)

☐ JetBlue Airways (3)

☐ Frontier Airlines (1)

Departure time

☐ Morning (5:00a - 11:59a)

☐ Afternoon (12:00p - 5:59p)

☐ Evening (6:00p - 11:59p)

Recently added to your Scratchpad

[New Orleans to San Francisco](#)

Flight by flight Complete trip

Price (Lowest) ▾

Book this flight with a hotel, get 100% off your flight

 6:26a - 11:28a Delta	7h 2m MSY - SFO	1 stop 1h 5m in LAX	<input type="button" value="Select Flight + Hotel"/>
Flight details and baggage fees			

Expedia Bargain Fare

Get the flight now and flight details after booking. This is a special fare with restrictions. Look for details in checkout. Airline and flight time revealed after purchase.

\$452.31
roundtrip

 5:11p - 1:24a +1 United	10h 13m MSY - SFO	1 stop 2h 54m in ORD	<p>1 left at \$673.20 roundtrip</p> <input type="button" value="Select"/>
Flight details and baggage fees			

See price trends for your search

Calculated with 110 searches

Why shop with us?

- ✓ Best Price Guarantee
- ✓ No Expedia fees to change or cancel
- ✓ Get flight updates on the Expedia App
- ✓ Get the Best Prices with Expedia+

3879 people booked a flight to SFO on Expedia today

2079 people are shopping for flights to SFO on Expedia right now

Screenshot 2: This is the results page after searching for a flight to San Francisco from the search form on the front page. All the flights are for economy class. But that information is not listed anywhere near the price. It is not listed as a filter option. The only place where you can edit it is using the show options dropdown. It took me a while to find the way to change it via the options. It wasn't obvious as that is where it would be.

Here's a screenshot of the show options expanded:

[Home](#)
[Bundle Deals](#)
[Hotels](#)
[Cars](#)
[Flights](#)
[Cruises](#)
[Things to Do](#)
[Deals](#)
[Rewards](#)
[Mobile](#)

☒ Round Trip
 ☐ One Way

[Nearby airports](#)
[Nearby airports](#)

1 Traveler, All Airlines, Economy / Coach [Hide options](#)

Adults (18+) **Children (0-17)**

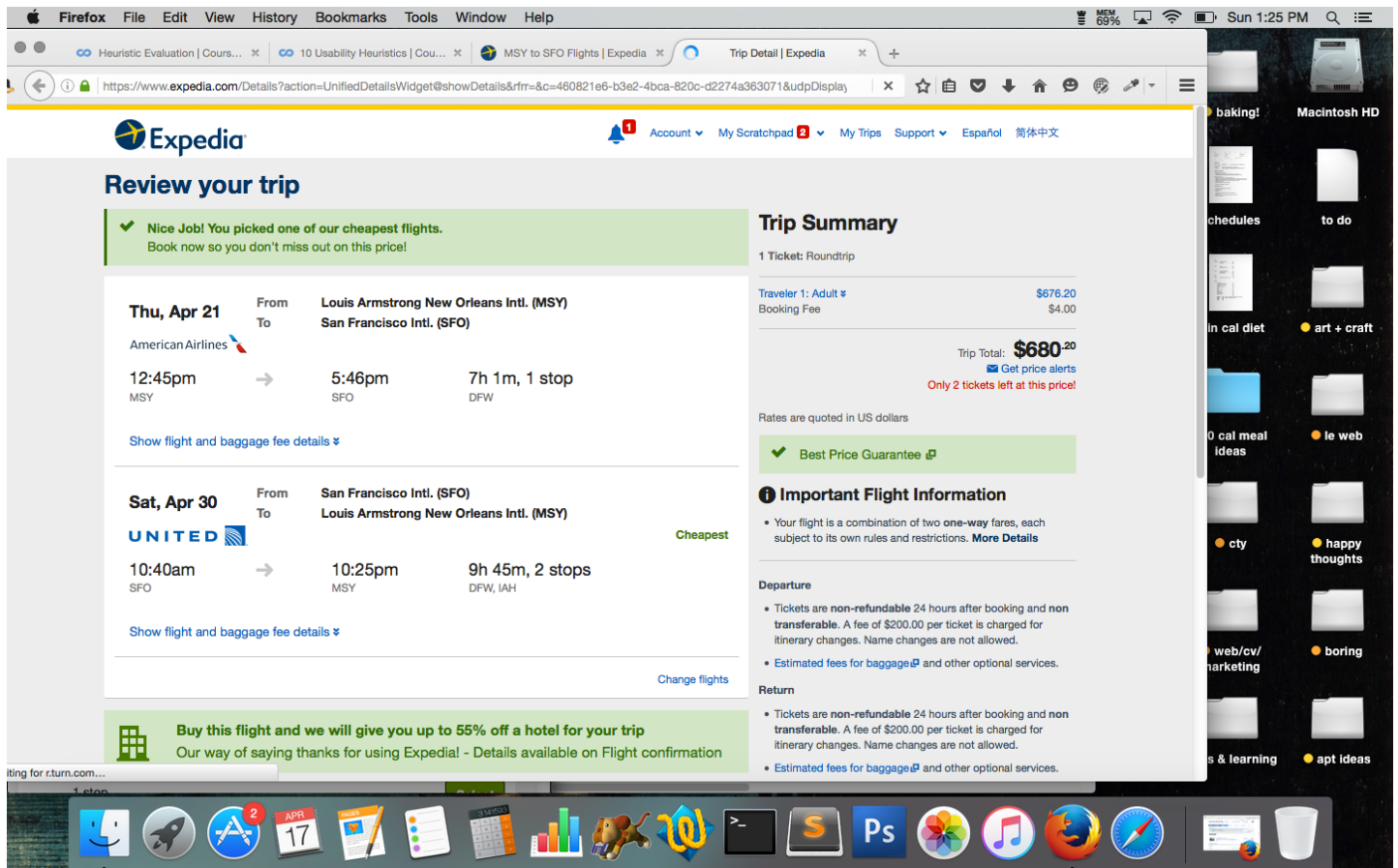
Preferred airline

Seating class

☐ Nonstop flights only
 ☐ Refundable flights only

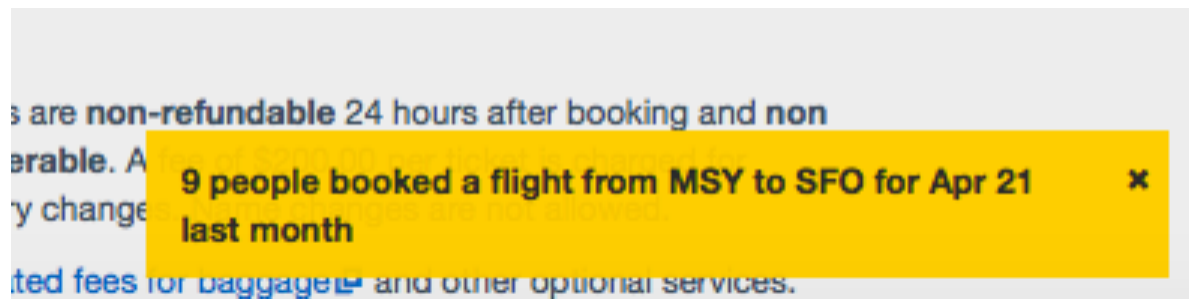
If you change the seating class, the system must rerun the search and it will only show your search results for that new seating class. There is no way to see the all the seating class prices side by side for the flight.

VIOLATION: FREEDOM - not being able to see a side by side comparison of the seating class prices limits the users choices. Severity Rating: **2-3** - I give it this rating because the ability to compare prices may not be used by an majority of users. But, those who want it, not being able to do it is a 3. RECOGNITION: Finding where to change the option was a bit difficult because the seating class is only listed once and is very small on the page. Severity Rating: **2-3** [for the same reasons as the severity rating on Freedom].



Screenshot 3: This is the screen I came to once I had selected depart and return flights. There is an inconsistency in the green boxes. Two of them are giving the user status update/feedback but the third at the bottom is trying to sell the user a hotel package.

VIOLATION: CONSISTENCY - how the interface uses the green box is inconsistent. Severity Rating: **2**



Screenshot 4: This yellow box appeared on the flight review page / screenshot 3. There are also examples of it in screenshot 2. The behavior of it is to appear when you land on the page and then fade out a couple of seconds after. I find these things annoying and distracting and not needed.

VIOLATION: MINIMALISM - these yellow boxes may work on some people for psychological reasons. But, I find them distracting from the main process of booking a flight. Severity Rating: 1-2

The image is a screenshot of a web browser showing the Expedia flight booking page. The browser's address bar shows the URL: <https://www.expedia.com/FlightCheckout?tripid=488a8ad7-91e4-494c-8884-9164c4ca3603&c=e30960bc-9d08-48be-aa51-aec7c266dt>. The page has a green header with the text "Prices not guaranteed until booked" and "Free cancellation within 24 hours!". Below this is a section titled "Who's traveling?" with a subtext "Traveler names must match government-issued photo ID exactly." The form includes fields for "First name" (Stella), "Middle name" (the), "Last name" (Dog), "Country code" (United States of America +1), "Phone number" (555-333-121), "Gender" (Male, Female), and "Date of birth" (02 - Feb, 14, 1999). A "CONTINUE BOOKING" button is at the bottom of the form. To the right, the "Trip Summary" section shows the itinerary: New Orleans to San Francisco, 1 Ticket: Roundtrip, Thu, Apr 21, MSY 12:45pm → SFO 5:46pm, 7h01m, 1 stop: DFW, American Airlines 1285, American Airlines 249, Sat, Apr 30, SFO 10:40am → MSY 10:25pm, 9h45m, 2 stops: DFW, IAH, United 5826 operated by /SKYWEST DBA UNITED EXPRESS, United 6273 operated by /MESA AIRLINES DBA UNITED EXPRESS, United 898. The total price is \$680.20. A red banner indicates "Only 2 tickets left at this price!". A green banner at the bottom says "Best Price Guarantee Congratulations! You're getting the lowest possible rate. We guarantee it."


Screenshot 5 - This is the form to reserve the ticket after I hit the continue booking button. I got an error that the date of birth made the traveler under 18. But the age restriction was not stated

explicitly or obviously anywhere on the site. Also, I input too few numbers [I tried 8 numbers, and 9 numbers] for the phone number and did not get an error on that field.


VIOLATION: ERROR PREVENTION X 2 - In the date of birth error, the system caught it but did not state the restriction before hand. In the phone number error, the system did not catch that there were too few numbers. Severity Rating: 2

Your trip to San Francisco

Thu, Apr 21 - Sat, Apr 30 | Total price: \$680.20

 Travel

Stella, protect your trip (recommended)

 **Don't miss out!** Not available after booking


3 reasons you might need travel protection:

1. Your ticket is non-refundable and you're too sick to travel
2. You get injured and can't make your flight home
3. Your traveling companion has a covered medical emergency and can't travel

[View terms, conditions and plan sponsors](#) 

Select an option *

☒ **Yes, I want to protect my trip to San Francisco.**

 **Expedia protects over 1 million flight travelers a year**

\$49

☐ No, I'm willing to risk my \$680.20 trip.

Mary got \$468 back when she cancelled her flight to care for her sick husband.

“ I didn't know I would get a refund, thought I would get a credit with the same airline. It will make booking the trip easier, when my husband gets better. ”

-Mary C., Gloucester, VA

Screenshot 6: This screen came up after I clicked the “Continue Booking” button on the form. I found the text “No, I’m willing to risk my \$680.20 trip” to be a kind of shaming of the user into buying the travel protection. Also, the example of Mary who got the protection and used it because she had to cancel her flight to care for her sick husband was a bit manipulative. In that, Mary was a good person because she is helping care for her sick husband and she is also good because she got the travel protection was kind of shaming the user again because if she did not get the travel protection, she was not a good person. It wasn’t technically a violation of

any of the heuristics, but, it gave me a bad user experience. Had these kinds of things been through out the site, I would definitely not use the site again.