

Cognitive Walkthrough for <https://www.allegiantair.com>

Tasks

1. Choose source and destination towns.
2. Choose departure and return dates.
3. Among list of displayed flights, since the cheapest ones are already selected, user just needs to 'continue'.
4. Ignore the Hotel Package and the Ground Transportation package.
5. Fill traveler details.
6. Select the aisle seat while knowing the price for each.
7. View the baggage policy and select 1 bag in Checked Bags section.
8. Select the check in method and continue.
9. Make the payment to book the ticket after confirming to abide by the change policy.

Concise Table

[illegible]

Comments / Recommendations

Task 1 - Choose source and destination towns.

- The selection of source and destination is simple and concise and follows proper dropdown search.

Task 2 - Choose departure and return dates.

- The selection of both the dates is simple and concise and follows proper dropdown search.

Task 3 - Among list of displayed flights, since the cheapest ones are already selected, user just needs to 'continue'.

See the control?

- The user should have the flexibility to choose among multiple options rather than just the cheapest one. The other options are not visible.

Understand the control?

- The user can move to next step from here, but in case the timing doesn't suit her, she knows no way to select other flight option.

Conclusion

- The system should mention that this is the single flight and no other flight is available at the same day.

Task 4 - Ignore the Hotel Package and the Ground Transportation package.

See the control?

- Although the control to skip the option is available, the font size is too small and user could make a mistake of getting confused and move with a hotel selection when it doesn't want it to happen.

Conclusion

- The system should display the option of skipping the hotel options in bigger fonts that is understandable.

Task 5 - Fill traveler details.

- The details form is clear and simple.

Task 6 - Select the aisle seat while knowing the price for each.

See the control?

- The price of each seat is not visible while hovering over them. That forces the user to select and check all the seats (in our case, all the aisle seats) for the lowest price.

Understand the control?

- Although the action of selecting the seat is understood, the extra charges associated with it could overwhelm the user in terms of extra hidden prices.

Conclusion

- On hovering over each of the seat, the price should be shown so that user do not waste time selecting each and every seat prior to making a decision.

Task 7 - View the baggage policy and select 1 bag in Checked Bags section.

See the control?

- The baggage policy isn't on the same page and we need to move to other page to view it.

Understand the control?

- The calculation of baggage dimensions is obscure and it takes time for the user to be sure that they won't be charged extra for overload or excess dimensions of the baggage.

Conclusion

- The baggage policies should be more explicit and should be on the same page so that the user know if she is exceeding limits.

Task 8 - Select the check in method and continue.

- It is the last step before the payment and is clear to know and understand.

Task 9 - Make the payment to book the ticket after confirming to abide by the change policy.

Understand the control?

- The offer of Tripflex is confusing and get the user perplexed before ending the transaction.

The final payment has all the required fields and is easy to deduce before making the booking complete.

Conclusion

- The Tripflex option should appear not as a pop up, but an option somewhere in the page so that user don't get confused by it and make some wrong decision.