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**A METHOD FOR WEBSITE USABILITY EVALUATION:**

**A COMPARATIVE ANALYSIS**

**Literature Review:** This report emphasizes the importance of usability in enhancing website functionality, particularly in competitive sectors like online flight booking. Usability evaluation is critical as it impacts user experience and can determine a website's success. Prior research has established various evaluation methods, including heuristic evaluations and think-aloud protocols, which form the foundation for this study. The proposed dual-factor evaluation model, focusing on time and error analysis, aims to provide a more accurate assessment of user interactions. This approach justifies itself by integrating established methods with innovative metrics to improve website design and usability.