



TravelBird.com

Team 4

Archana Kishore, Briana Arnold,
Tanaya Nandanwar

CIS 9490



Usability Test Analysis

PRICELINE.COM

Summary

- ▶ Conducted on **Priceline.com** on November 20, 2017

- ▶ Users (Ages 25 – 35)



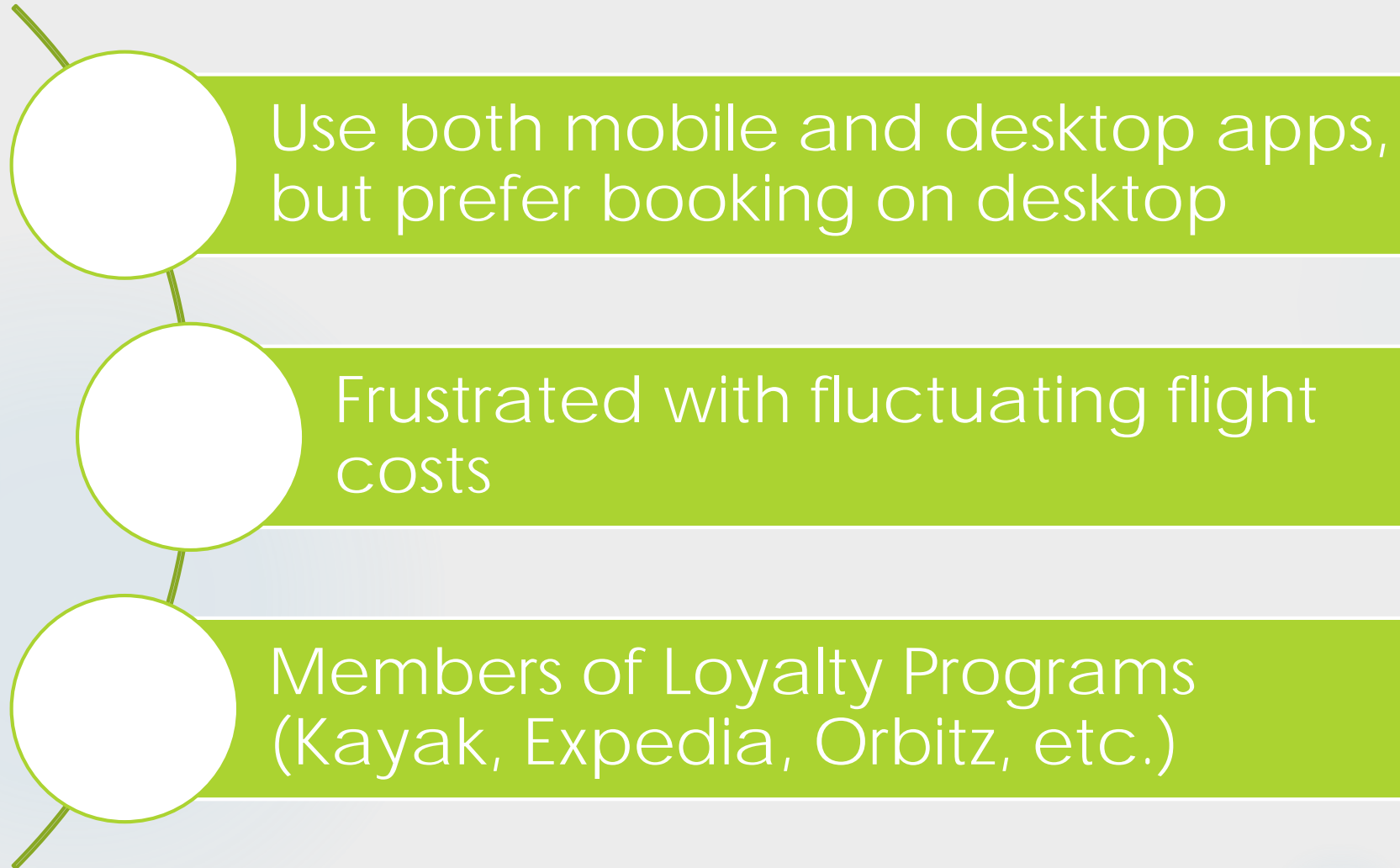
6 users



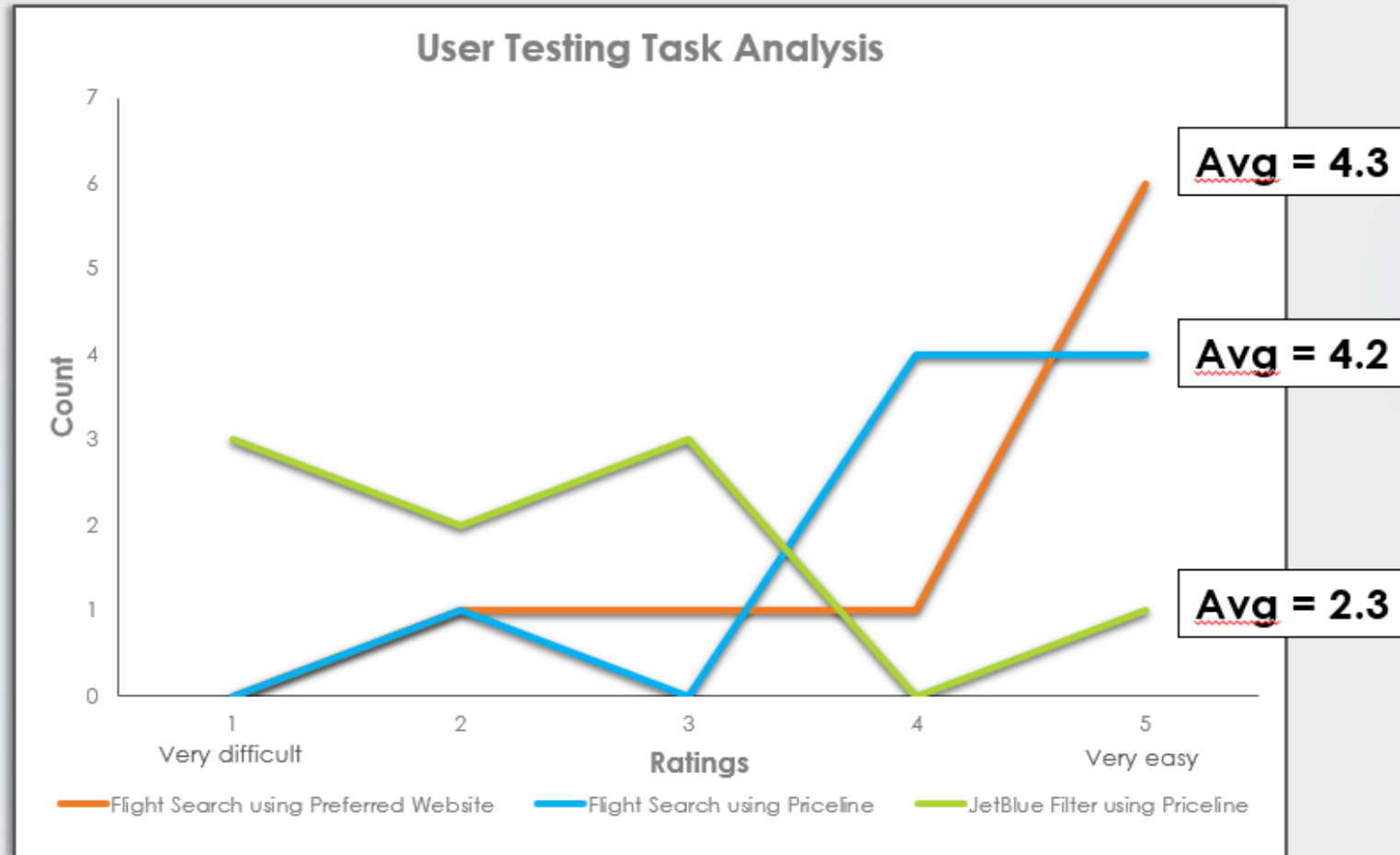
3 users

- ▶ Objectives
 - Filter feature when searching for flights
 - Overall flight search experience

Preliminary Results



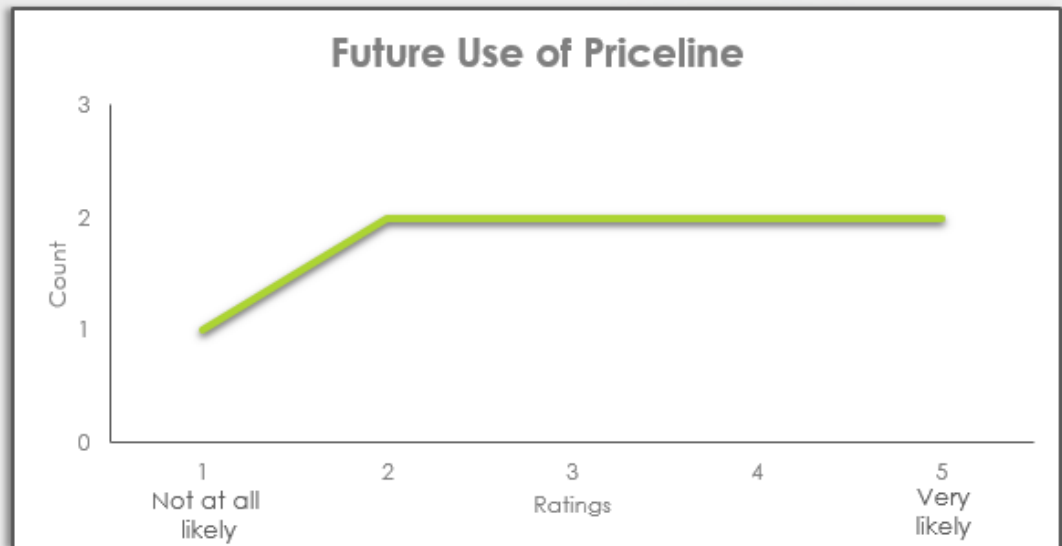
Subjective Ratings



Subjective Ratings



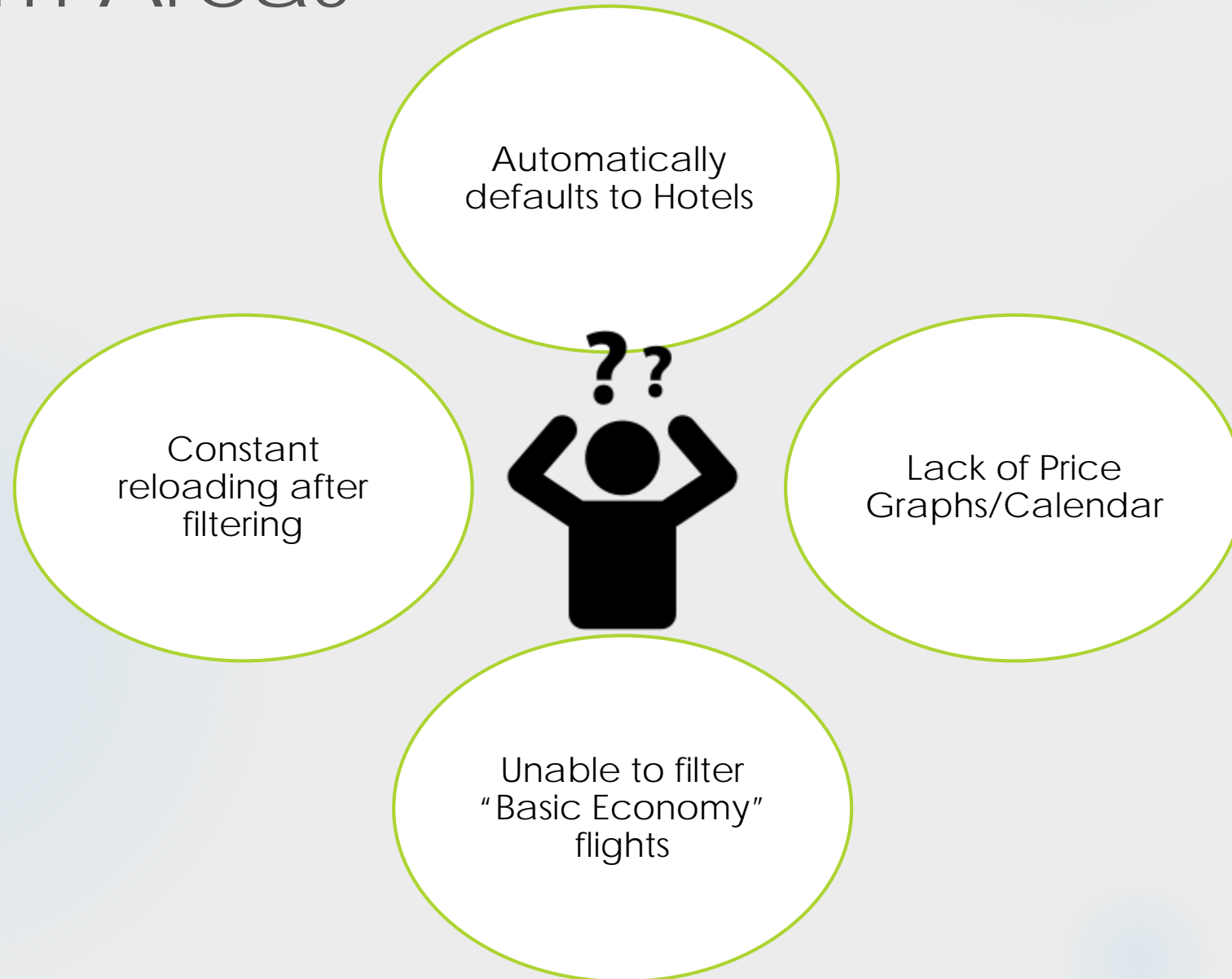
Avg = 3.4



Avg = 3.2

Users were satisfied with Priceline's clean, simple, and easily navigable design.

Problem Areas



User Testing Video Links

❖ Briana Arnold

- ❖ https://www.usertesting.com/v/86c26966-b94e-4e40-bf45-5ae2e8a3ae62?encrypted_video_handle=RjhuwLOCTCwG1b0ukugR5Q#!/notes
- ❖ https://www.usertesting.com/v/9acc2060-741f-4d11-b50a-e6511b994621?encrypted_video_handle=Rj42Znd_L7GlzBcYt5Xfg#!/notes
- ❖ https://www.usertesting.com/v/a56785a0-6b47-48ff-8071-1cec8f31204d?encrypted_video_handle=c31zKN9T9irMPT5AvhPmSA#!/notes

❖ Archana Kishore

- ❖ https://www.usertesting.com/v/f70e4614-fd50-4002-8bff-fc138582cacd?encrypted_video_handle=Kh3xoxCJwD2GXBzl cDQg#!/notes
- ❖ https://www.usertesting.com/v/9dbf76ea-fe0d-463f-8827-fe367f660b12?encrypted_video_handle=LJQ05qQA8_ktvK06fUOufg#!/notes
- ❖ https://www.usertesting.com/v/06d12b55-daf3-4ddc-bc02-d9507b5428ee?encrypted_video_handle=WdhkluhaAxUkkcM6kO229g#!/notes

❖ Tanaya Nandanwar

- ❖ https://www.usertesting.com/v/f0420cd7-cfa1-4816-834c-828ac411f86c?encrypted_video_handle=GMWJqPGz1ULlc0PhyeZm4g#!/notes
- ❖ https://www.usertesting.com/v/bdf59956-eedf-43bc-8cff-a7ae527a94d5?encrypted_video_handle=e_ruGZ7iRNnm49XbS3fDw#!/notes
- ❖ https://www.usertesting.com/v/3bbcbfd4-8662-459e-bcb8-fba8c797589d?encrypted_video_handle=eg7-W9nuyi-uqyVdkxhu5Q#!/notes

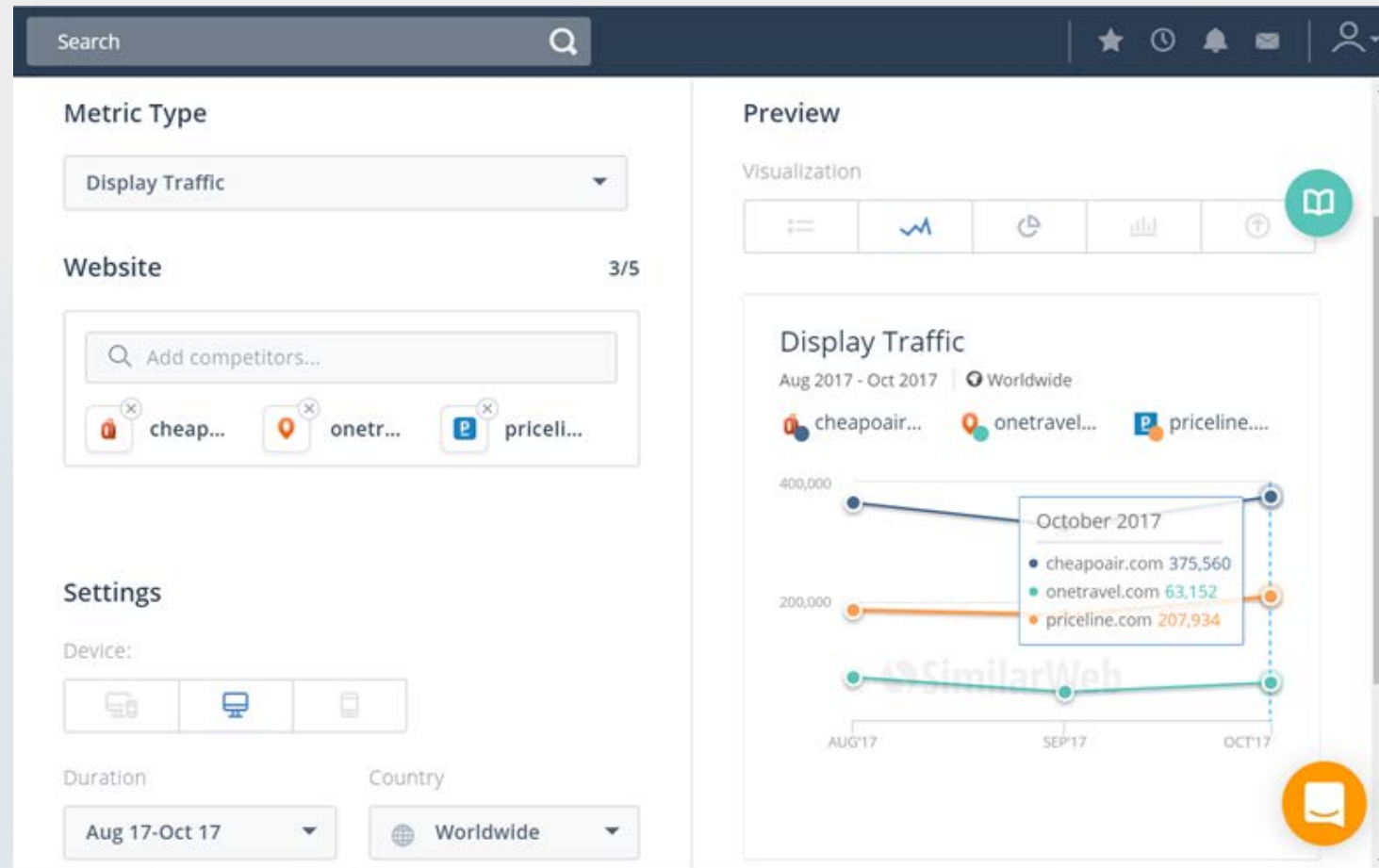


A wooden signpost with several directional arrows pointing in different directions. The arrows are labeled with city names and distances: 'Hawaii-7200 km', 'Moscow-9250 km', 'Mexico-2200 km', 'London-8200 km', and 'Paris-9400 km'. The background is a tropical beach scene with palm trees and a wooden chair.

Competitive Analysis

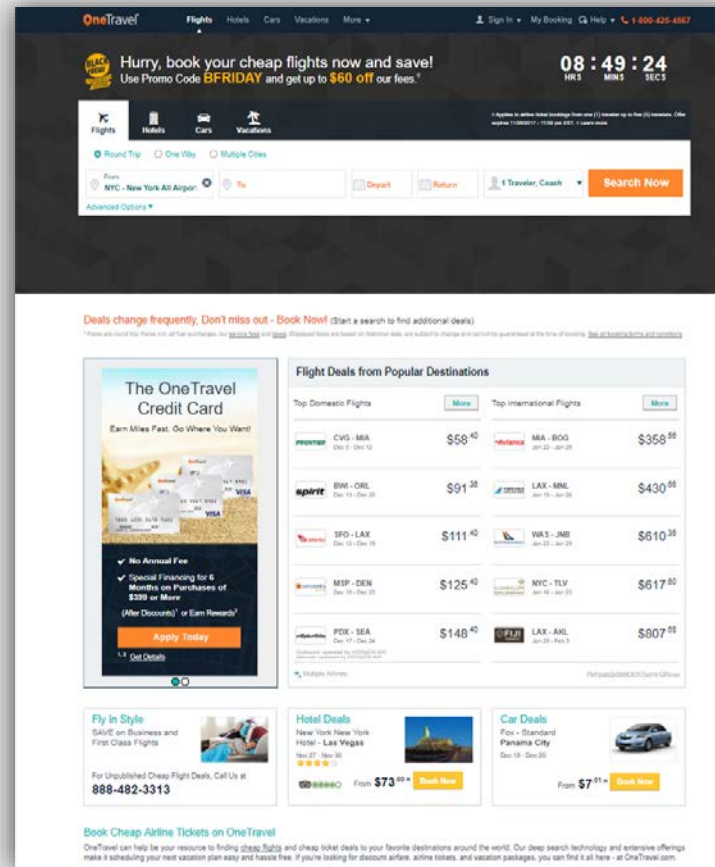
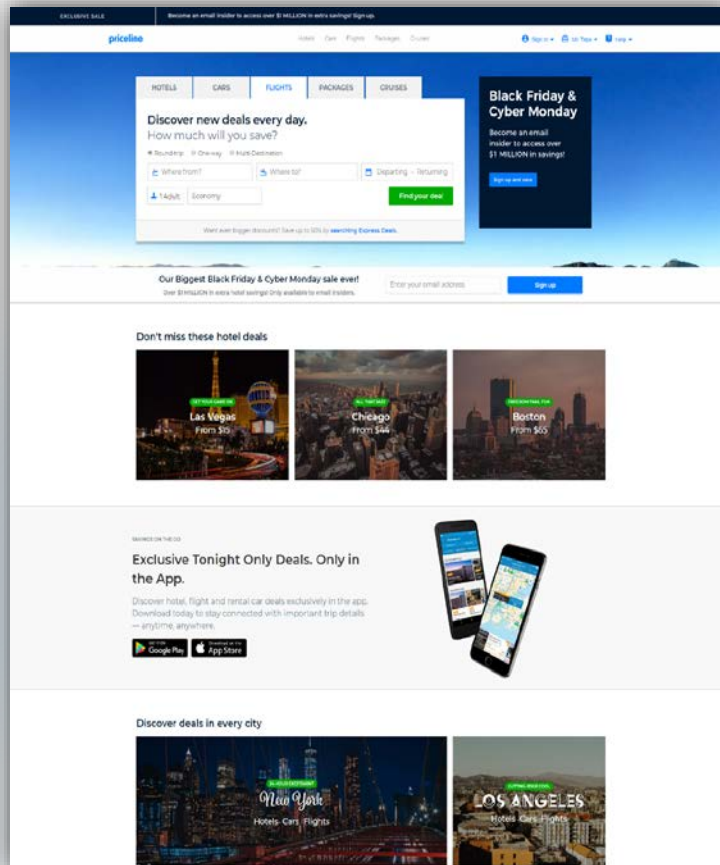
PRICELINE VS ONETRAVEL VS CHEAPOAIR

Websites Traffic Comparison



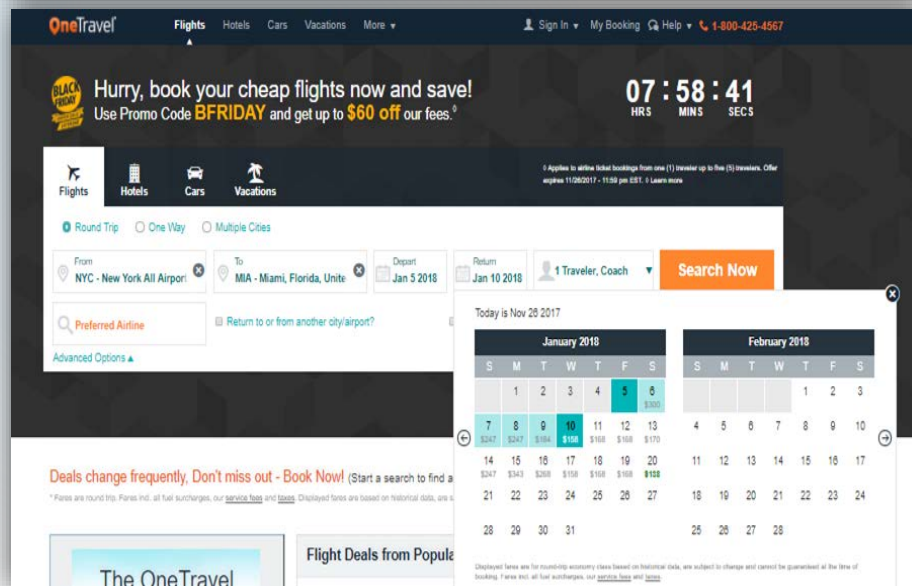
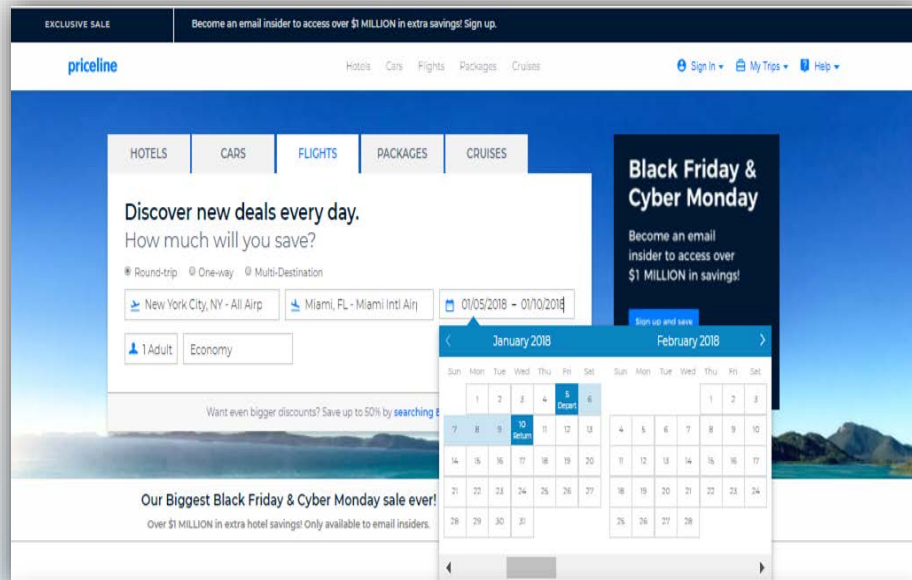
cheapOair has the highest number of users visiting their site when compared against Priceline and OneTravel.
(Source: www.similarweb.com)

Priceline vs OneTravel Home Page



- ▶ Priceline and OneTravel offer booking services for vacation packages, including flights, hotels, cruises, and cars.
 - Both display prices for popular destinations
 - Both offer seasonal discounts (ex: Black Friday deals)
 - **OneTravel** displays car deals and advertises the company's credit card
 - **Priceline's** design is more clean and appealing

Priceline vs OneTravel Search



- ▶ The Search feature is on the home page and allows users to search for flights, hotels, cars, and vacation packages.
 - **OneTravel** automatically populates the departure field based on the user's location
 - **OneTravel's** Search feature offers Advanced Options (Preferred Airline, Return to Another City, Direct Flights Only)
 - **OneTravel's** Calendar feature displays the lowest price on each date

Priceline vs OneTravel

Search Results

The Priceline search results page shows a flight from New York City, NY (NYC) to Miami, FL (MIA) for 1 adult on Friday, January 5th to Wednesday, January 10th. The search results are filtered by 'nonstop' flights. The top result is a Frontier Airlines flight (10:45p LGA to 2:12a MIA) for \$150. Other results include Delta Air Lines flights for \$154 and another Frontier Airlines flight for \$157. The page includes a sidebar with filters for stops, time, takeoff/landing, and duration.

The OneTravel search results page shows a flight from New York City, NY (NYC) to Miami, FL (MIA) for 1 adult on Friday, January 5th to Wednesday, January 10th. The search results are displayed in a grid format, showing various flight options with prices ranging from \$105 to \$181. The page includes a sidebar with filters for stops, flight times, connection times, dates, airports, and airlines. The results are presented in a more detailed and structured manner compared to Priceline.

- ▶ The search results display flights related to the user's search and filters that can be used to narrow the results
 - Both allows the user to filter by number of stops, flight time and duration, and specific airlines
 - OneTravel** displays prices based on each airline
 - OneTravel** provides alternate dates with cheaper options
 - OneTravel** provides nearby airport options
 - OneTravel** allows user to filter preferred connecting airports
 - Priceline's** design is clean and more readable

Priceline vs OneTravel

Booking Flight

The screenshot shows the Priceline website interface for a flight booking. At the top, there's a navigation bar with links for Hotels, Cars, Flights, Packages, and Cruises. Below this, a green banner indicates "Free online cancellation within the next 24 hours!". The main content area displays flight details for a round trip from New York City to Miami. The first leg is on Friday, January 5, departing at 10:45p on Frontier Airlines (Flight 1597, Airbus A319) and arriving at 2:12a in Miami, FL. The second leg is on Wednesday, January 10, departing at 7:07a from Miami, FL and arriving at 10:13a in Newark, NJ. A green button at the bottom says "Continue for \$190.42/person".

- ▶ The booking page displays flight details.
 - **OneTravel** shows all information and offers on one continuous page
 - **Priceline's** booking process involves multiple pages.
 - **OneTravel** offers a lower price despite there being no difference in flight details

The screenshot shows the OneTravel website interface for a flight booking. At the top, there's a navigation bar with links for Hotels, Cars, Flights, Packages, and Cruises. Below this, a green banner indicates "Free online cancellation within the next 24 hours!". The main content area displays flight details for a round trip from New York City to Miami. The first leg is on Friday, January 5, departing at 10:45pm on Frontier Airlines (Flight 1597, Airbus A319) and arriving at 2:12am in Miami, FL. The second leg is on Wednesday, January 10, departing at 7:07am from Miami, FL and arriving at 10:13am in Newark, NJ. A green button at the bottom says "Continue for \$190.42/person".

Priceline vs OneTravel

Booking Flight ctd..

Main Cabin Flexible

✓ Carry-on Bag

✓ Cancellation

\$ Checked Bags

✓ Seat Selection

+ \$392/person

Upgrade

Also Includes

For Purchase

✓ Changes

✓ Personal In-seat Entertainment

✓ Aadvantage Miles

✓ Carry-on Small Personal Item

\$ Main Cabin Extra

\$ Meal Or Snack

\$ Premium Beverage

\$ Wi-fi

\$ Admirals Club

\$ Same-day Confirmed Change

\$ Cabin Upgrade

\$ Priority Boarding

LESS

First Flexible

✓ Carry-on Bag

✓ Cancellation

✓ Checked Bags

✓ Seat Selection

+ \$511/person

Upgrade

MORE

Need a Car for Your Trip?

Pick-up: Sat, Jan 6, 2018 - 3:00 am

Drop-off: Wed, Jan 10, 2018 - 7:00 am

Location: Miami Intl Airport (MIA), FL

Save Up to 40% From One of Our Trusted Partners

Alamo

AVIS

Budget

Hertz

National

*Total price includes taxes and fees.

Add Baggage Now, Save Time and Money! (Optional)

[Hide]

1 of 2 flights

Flight 1597
LGA > MIA

Flight 1078
MIA > EWR

Tip: Adding checked baggage at the airport gate costs a lot more.

1st Checked Bag

-Select-

Baggage allowance / fees	Baggage	\$0.00
	Enhanced Baggage Service Fee	\$0.00
	Grand Total Baggage Price	\$0.00

Travel Protection (Recommended)

Reasons you might need travel protection

- Trip cancellation
- Trip interruption
- Trip delay
- Baggage delay
- 24 Hour emergency assistance service

[View Plan Summary for terms and conditions](#)

☐ Yes, I want Travel Protection for my trip.

☐ No, I'm willing to risk my \$186.40 trip.

Flexible Ticket

[Hide]

Get Flexible Ticket now and avoid fees.
Give yourself more flexibility for just a little bit more.

\$24.95
Per Person

- ✓ Free rebooking! Change travel plans with no additional agency fees within 24 hours.
- ✓ You can re-book your ticket within 24 hours for another date. Simple and easy.
- ✓ Cancellations and name changes within 24 hours are also agency fee-free.
- ✓ If the airline changes their schedule, we'll find you the best alternative.
- ✓ In case of an emergency, we'll check cancel and re-booking possibilities.

Add now or miss out. Flexible ticket is only available at the time of booking.

Add Flexible Ticket

The above only applies to OneTravel's own cancellation, refund or ticket change service fees. Customers may still be responsible for airline and/or other supplier imposed penalties, as well as any fare difference.

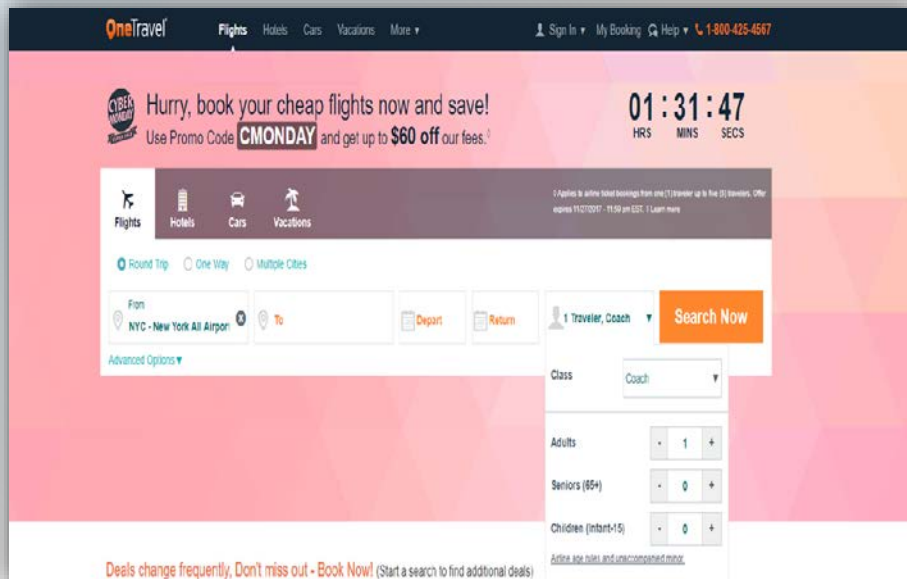
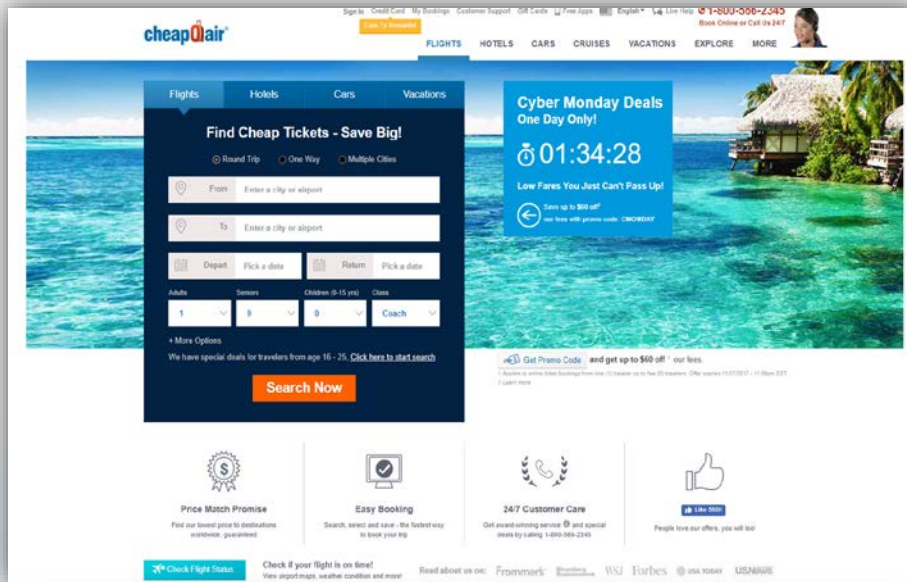
Price Details (USD \$)		
1 Traveler		
Base Price	Taxes/fees	Subtotal
1x Adult	149.46 38.94	179.40
Agency Fee:	7.00	7.00
Travel Protection	Add Now	Declined
Flexible Ticket	Add Now	Declined
Promo Code or Gift Card		
Final Total Price		\$186.40
<small>Please note: All fares are quoted in USD. Some airlines may charge baggage fees. Your credit/debit card may be billed in multiple charges totaling the final total price.</small>		

The booking page displays flight details.

- OneTravel allows users to pay immediately for luggage
- OneTravel allows user to select seats and add travel insurance.
- OneTravel offers "Flexible Ticket" so that users can change travel dates within 24 hours
- Priceline allows users to upgrade and displays the perks of each option
- Priceline offers car rental options.

cheapOair vs OneTravel

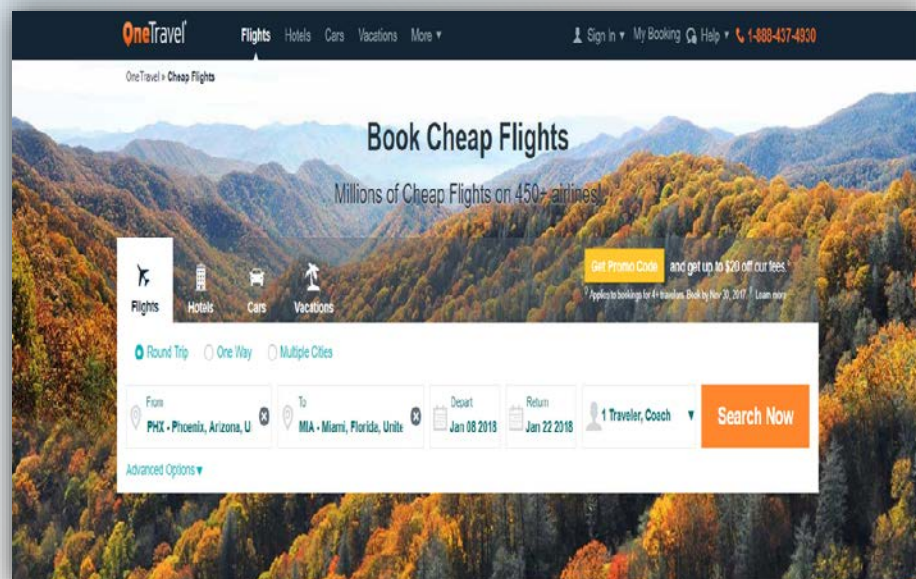
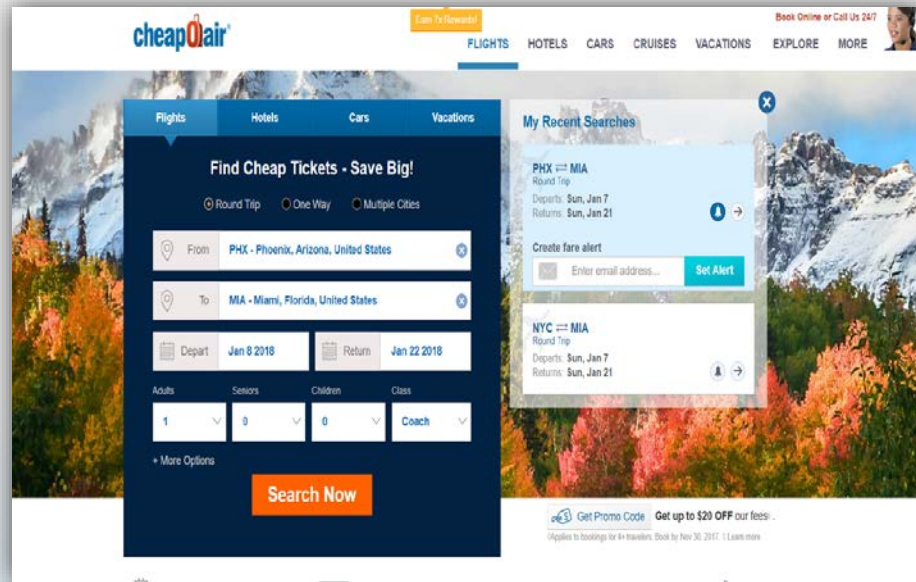
Home Page



- ▶ The home page of cheapOair and OneTravel enables users to select flights, hotels, cars, cruises and other vacation packages. Both the websites have similar features, but there are some notable differences in the user experience provided by both :
 - **OneTravel's** navigation is simple and easier to understand. The placement of the menu items is much more structured than that of Cheapaair
 - **cheapOair** enlists all its services right on the top of the page, which makes it convenient for the user to choose any of those quickly
 - **cheapOair** has a Gift Card option that cannot be found on OneTravel
 - **cheapOair** has a special offer for people aged 16-25.
 - **cheapOair** has separate sections for Traveler's Age and Class, which is more user friendly
 - **cheapOair** also has Check Flight Status feature which OneTravel does not

cheapOair vs OneTravel

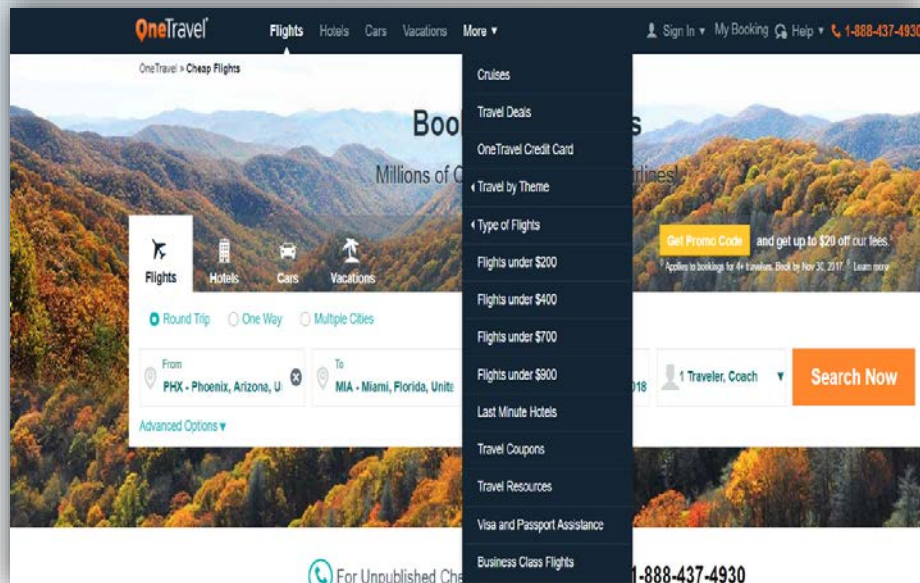
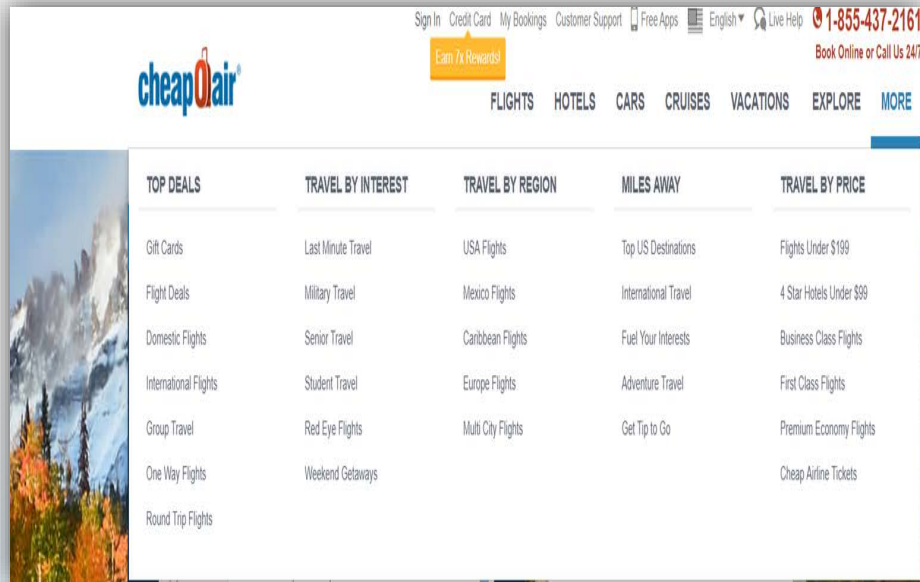
Home Page ctd..



- ▶ **cheapOair** has a very impressive feature "My Recent Searches", which marks all the recent searches of each user and once the user logs in, it displays all the searches performed in reverse chronological order.
- ▶ My Recent Searches provides user with two options:
 - Allows user to create fare alert which will be sent periodically to the email id of user's choice.
 - Allows the user to go ahead and perform search for the same criteria again.
- ▶ This is a unique feature for **cheapOair**, as **OneTravel** only auto fills the flight search form with the values of the latest search performed by the user. Rest of the searches are not shown.

cheapOair vs OneTravel

Home Page ctd..



- ▶ The More dropdown menu is available on both cheapOair and OneTravel. But **cheapOair** has a more categorized version, in which each subsection has a specific type of deal or caters to a specific section of people.
- ▶ This is more effective and eases search for user, as he/she would not have to go through the entire list of options under More section like in that of **OneTravel** website, which is unstructured and confusing.

cheapOair vs OneTravel

Search Results

cheapOair® Book Online Now and Get 24/7 Toll-Free Customer Support: 1-888-516-3050

Price displayed in: USD \$

▼ Start New Search

☒ Round Trip ☐ One Way
☐ Multiple Cities

From: NYC - New York All Airports, New York
To: MIA - Miami, Florida, United States
Depart: Jan 9, 2018
Return: Jan 18, 2018
Preferred Airline: Search airline ☐ Direct Flights
[More advanced options](#)
[Search Now](#)

▼ Refine Your Search

New York All Airports (NYC) to Miami (MIA) Tue, Jan 09, 2018 -- Thu, Jan 18, 2018

Get Your Promo Code to Save up to \$60 off* our Fees.
Applies to online ticket bookings from one (1) traveler up to five (5) travelers. Offer expires 11/29/2017 - 11:59 pm EST
[Get Promo Code Now](#)

Airline Matrix

	Alternate dates from \$95	Nearby airport(s) from \$100					
	United Airlines	Frontier Airlines (with others)	United Airlines (with others)	jetBlue	Frontier Airlines	American Airlines (with others)	spi
Non stop	\$95	\$97	\$97	\$128	\$130	\$145	\$152
1 stop	\$137	\$132	\$155	—	\$156	\$132	—

Fares for our carriers are round trip, incl. all taxes and all fees. Airfares include applied Booking Bonus. Additional baggage fees may apply. ~Some flights displayed may be for alternate dates and/or airports. Certain results may be outside your search criteria. Multiple Airlines

703 results found

[Price / All Results](#) [Shortest / Direct Flight](#)

► After the users have entered the departure and arrival cities including the travel dates, the system displays the search results.

- For **cheapOair**, there are upfront options to change the trip to one way, round trip or multiple flights. On **OneTravel**, the user has to select the "Passenger and advanced options" to change the trip to one way, return or multiple flights. This is tedious and difficult to find and the users might end up going to the home page and re-entering the details.

OneTravel® Book Online Now and Get 24/7 Toll-Free Customer Support: 1-800-428-8821

Price displayed in: USD \$

From: NYC - New York All Airports, New York
To: MIA - Miami, Florida, United States
Depart: Jan 9, 2018
Return: Jan 18, 2018
[Search Now](#)

[Passengers \(1 Adult\) and advanced options](#)

▼ Refine Your Search

Stops: ☒ Nonstop \$90
☒ 1 stop \$125

Flight Times
Going to Florida (MIA)
Depart: 05:00 AM - 10:45 PM
Return to New York (NYC)
Depart: 05:38 AM - 09:59 PM
[Show Arrival Times](#)

Airline Matrix

	Alternate dates from \$97	Nearby airport(s) from \$100					
	Frontier Airlines (with others)	United Airlines (with others)	United Airlines (with others)	Frontier Airlines	American Airlines (with others)	jetBlue Airways	sp
Non stop	\$90	\$90	\$97	\$123	\$138	\$128	\$15
1 stop	\$125	\$157	\$137	\$149	\$125	—	—

Fares for our carriers are round trip, incl. all taxes and all fees. Airfares include applied Booking Bonus. Additional baggage fees may apply. ~Some flights displayed may be for alternate dates and/or airports. Certain results may be outside your search criteria. Multiple Airlines

651 results found

[Price / All Results](#) [Shortest / Direct Flight](#)

cheapOair vs OneTravel

Search Results

Stops **Nonstop** \$95⁴⁰
☒ Nonstop
☒ 1 stop \$132⁴⁰

Flight Times
Going to Florida (MIA)
Depart: 05:00 AM - 10:45 PM
Return to New York (NYC)
Depart: 05:38 AM - 09:59 PM
Show Arrival Times

Connection Time
Show Layovers up to: 15 hours

Airports
☐ Same Departing/Returning Airport
Departing from

Act fast: Only 2 tickets left at this price!

\$63³⁷ + \$32⁰³ (taxes) = **\$95⁴⁰** Basic Economy
Final Total Price (incl. fees) (Bonus applied)

United Airlines Flight 1831 752 07:50am Tue, Jan 09 Newark Liberty (EWR) Nonstop
Coach - Basic Economy
Select this Departure

Departure from Newark Liberty
Departure Terminal: C
Departure Gate: TBD
Scheduled: January 09 - 07:50 AM

United Airlines Flight 2395 738 07:50am Tue, Jan 09 MIA Nonstop
Coach - Basic Economy
Select this Return

Arrival at Miami
Arrival Terminal: TBD
Arrival Gate: TBD
Scheduled: January 09 - 11:02 AM

Total Trip: 3h 12m
Air Miles: 1104
TBD - To Be Determined

Need flexibility? Want to select your preferred seat now? Upgrade to standard Economy for just a little bit more - click here

Act fast: Only 2 tickets left at this price!

\$63³⁷ + \$32⁰³ (taxes) = **\$95⁴⁰** Basic Economy
Final Total Price (incl. fees) (Bonus applied)

United Airlines Flight 1923 738 04:13pm Tue, Jan 09 Newark Liberty (EWR) Nonstop
Coach - Basic Economy
Select this Departure

07:25pm Tue, Jan 09 Miami (MIA)

Total Trip: 3h 12m

- On the search results page, **cheapOair** has a special feature which displays the departure/arrival terminal and gate details besides the flight number. This is a very useful option for the user. **OneTravel** doesn't include any such feature.

☒ ISP - Islip, Long Island \$138⁴⁰
☒ SWF - Stewart Internat... \$168⁴⁰

Arriving at
☒ MIA - Miami \$90³⁸
☒ FLL - Fort Lauderdale... \$100⁴⁰

Connecting in
☒ CLT - Charlotte \$125⁴⁰
☒ IAD - Washington Dules \$137³⁸
☒ CVG - Cincinnati \$149³⁸
Show all connecting

Airlines
By Carrier By Alliance

☒ United Airlines \$97⁴⁰
☒ Frontier Airlines \$123³⁸
☒ American Airlines \$153³⁸
☒ Mixed Airlines \$90³⁸

Clear all filters

2 left at this price
\$97⁴⁰ Basic Economy
Round Trip

United Airlines Flight 1831 752 07:50am Jan 09, Tue Newark Liberty ... Nonstop
Coach - Basic Economy
Total Trip: 3h 12m
Select this Departure

BOEING 737-200 Jet
179-224 STD SEATS

United Airlines Flight 2395 738 06:00am Jan 18, Thu Miami (MIA) Nonstop
Coach - Basic Economy
Total Trip: 2h 57m
Select this Return

08:57am Jan 18, Thu Newark Liberty ...

Need flexibility? Want to select your preferred seat now? Upgrade to standard Economy for just a little bit more - click here

\$97⁴⁰ Basic Economy
Round Trip

United Airlines Flight 1923 738 04:13pm Jan 09, Tue Newark Liberty ... Nonstop
Coach - Basic Economy
Total Trip: 3h 12m
Select this Departure

07:25pm Jan 09, Tue Miami (MIA)

United Airlines Flight 2395 738 06:00am Jan 18, Thu Miami (MIA) Nonstop
Coach - Basic Economy
Total Trip: 2h 57m
Select this Return

08:57am Jan 18, Thu Newark Liberty ...

Need flexibility? Want to select your preferred seat now? Upgrade to standard Economy for just a little bit more - click here

cheapOair vs OneTravel

Booking Flight

cheapOair® Book Online Now and Get 24/7 Toll-Free Customer Support: 1-888-574-1293

Price displayed in: USD \$

Review Trip Details and Book
You're on the final step. Only a few more minutes to finish!

[Go back](#)

Act fast: Only 2 tickets left at this price!

Flight Details

✓ **Good choice!** This deal is backed by our Price Match Promise. ⓘ

United Airlines Flight 1831 752	07:50am - Tue, Jan 09 11:02am - Tue, Jan 09	Newark Liberty (EWR) Miami (MIA)	Nonstop Coach - Basic Economy®
Flight Duration: 3h 12m		Total Trip: 3h 12m	
United Airlines Flight 2395 738	06:00am - Thu, Jan 18 08:57am - Thu, Jan 18	Miami (MIA) Newark Liberty (EWR)	Nonstop Coach - Basic Economy®
Flight Duration: 2h 57m		Total Trip: 2h 57m	
Fare rules Baggage fees			

Upgrade

Secure SSL Booking

McAfee SECURE

CheapOair has passed McAfee SECURE's daily security scan

Norton

Your booking is SSL secured & encrypted by VeriSign

- Once the flights are selected, the booking page is displayed.
 - **OneTravel** shows the fare summary on the right side of the pane that remains frozen as the users scroll through the page. **cheapOair** doesn't have this feature.
 - The users can also add travel protection through this fare summary instead of scrolling down the entire page. The Final Total Price reflects immediately.

OneTravel® Book Online Now and Get 24/7 Toll-Free Customer Support: 1-888-571-4078

Price displayed in: USD \$

Review Trip Details and Book
You're on the final step. Only a few more minutes to finish!

[Go back](#)

Act fast: Only 2 tickets left at this price!

Flight Details

✓ **Good Choice!** This deal is backed by our Price Match Promise. ⓘ

United Airlines Flight 1831 752	07:50am - Jan 09, Tue 11:02am - Jan 09, Tue	Newark Liberty (EWR) Miami (MIA)	Nonstop Coach - Basic Economy®
Flight Duration: 3h 12m		Total Trip: 3h 12m	
United Airlines Flight 2395 738	06:00am - Jan 18, Thu 08:57am - Jan 18, Thu	Miami (MIA) Newark Liberty (EWR)	Nonstop Coach - Basic Economy®
Flight Duration: 2h 57m		Total Trip: 2h 57m	
Fare rules Baggage fees			

Upgrade

Give yourself more flexibility and flight options. Upgrade your flight to standard Economy for just a little bit more.

Price Details (USD \$)

1 Traveler		
Base Price	Taxes/Fees	Subtotal
1x Adult	83.37 32.03	115.40
Travel Protection	Add Now	Declined
Travel Assist Classic	Add Now	Declined
Promo Code ⓘ or Gift Card ⓘ		
Old Total Price	\$115.40	
Total Discount	-18.00	
Final Total Price	\$97.40	

Please note: All fares are quoted in USD. Some airlines may charge [baggage fees](#). Your credit/debit card may be billed in multiple charges totaling the final total price.



Hawaii-7200 km

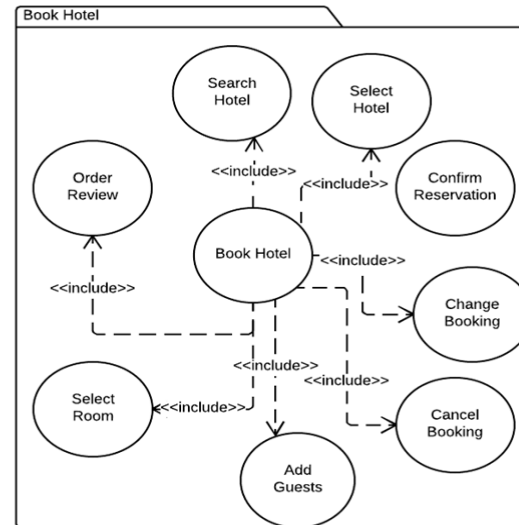
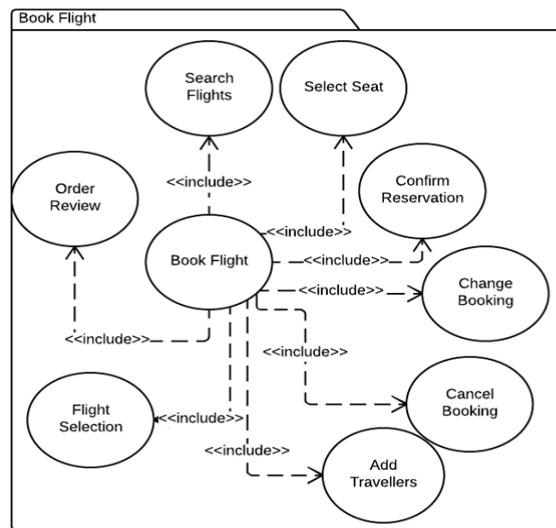
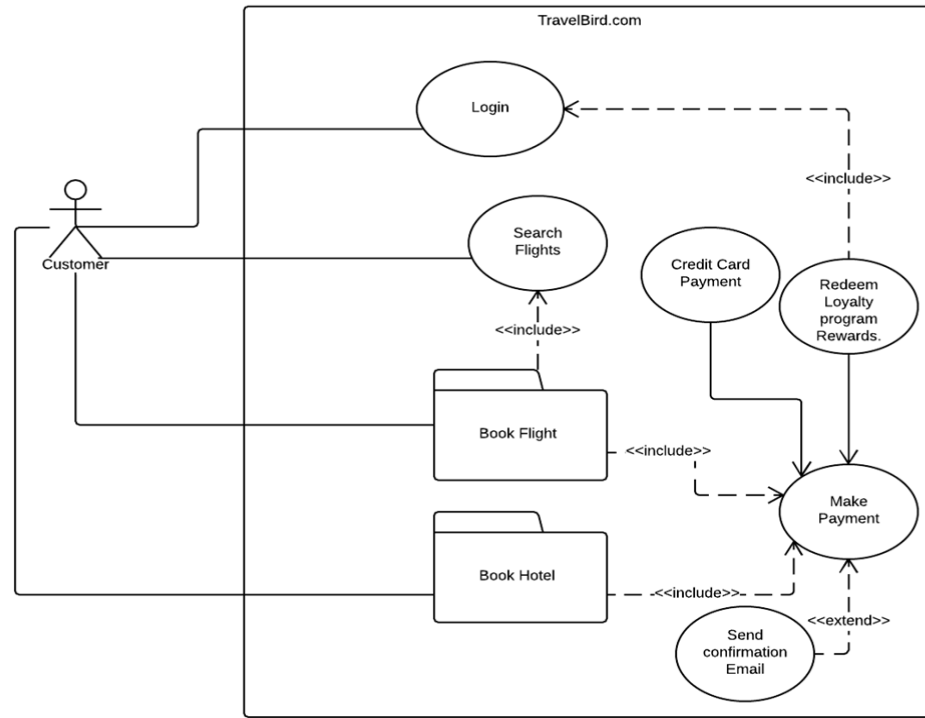
Moscow-9750 km

Mexico-2250 km

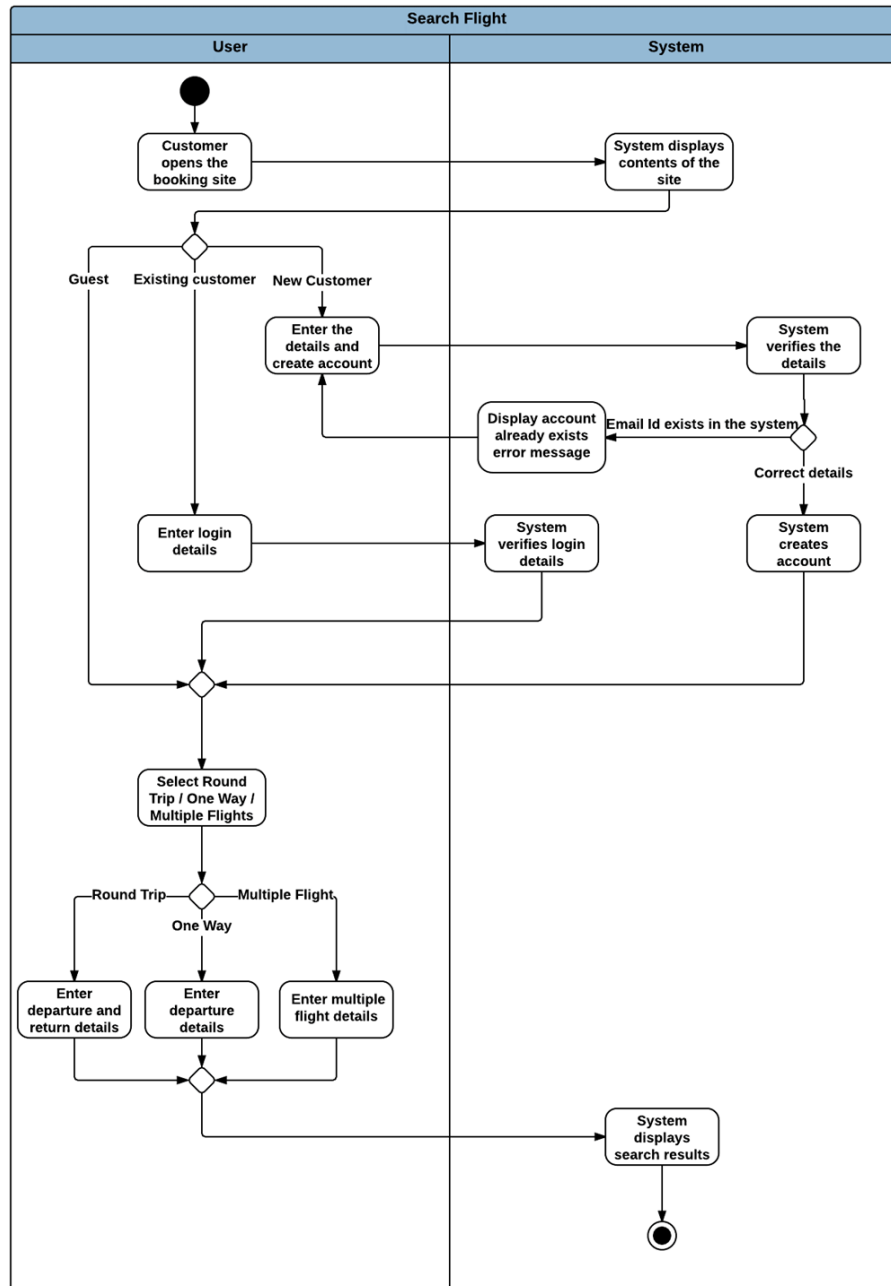
London-8700 km

Paris-9400 km

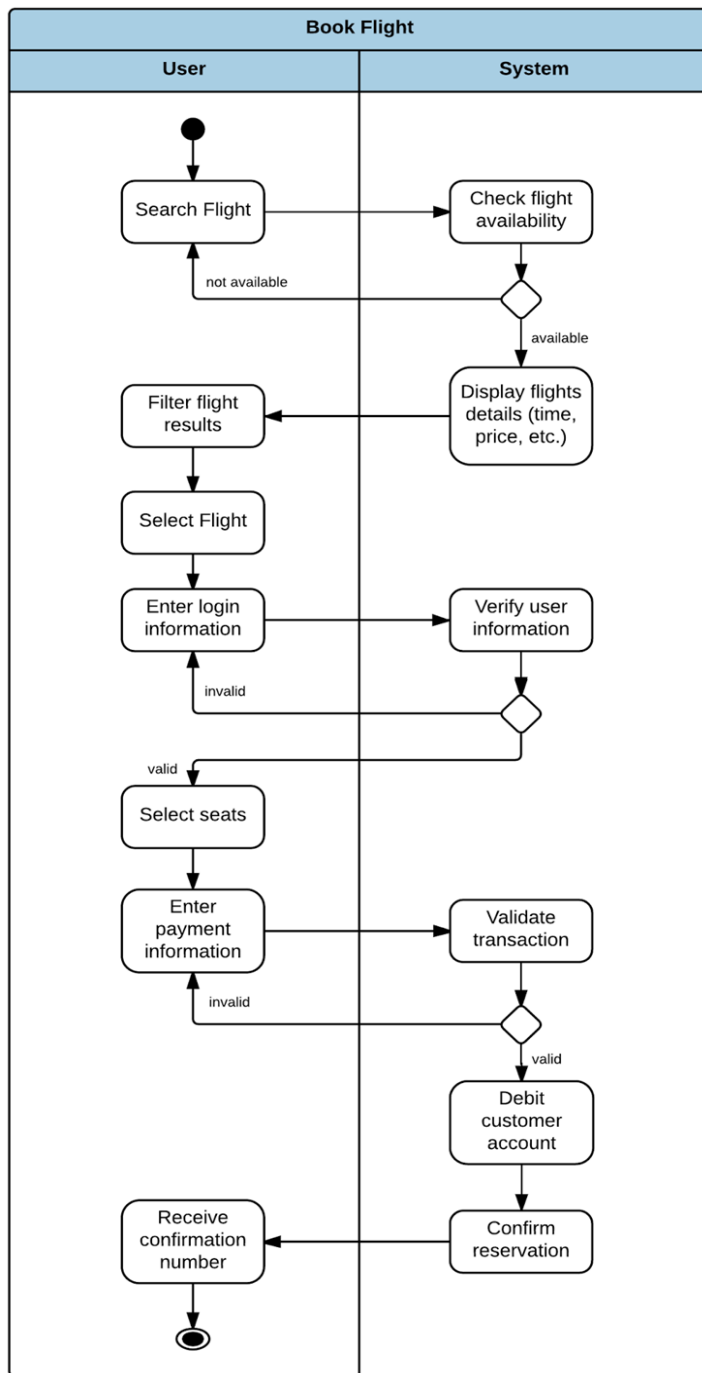
Diagrams



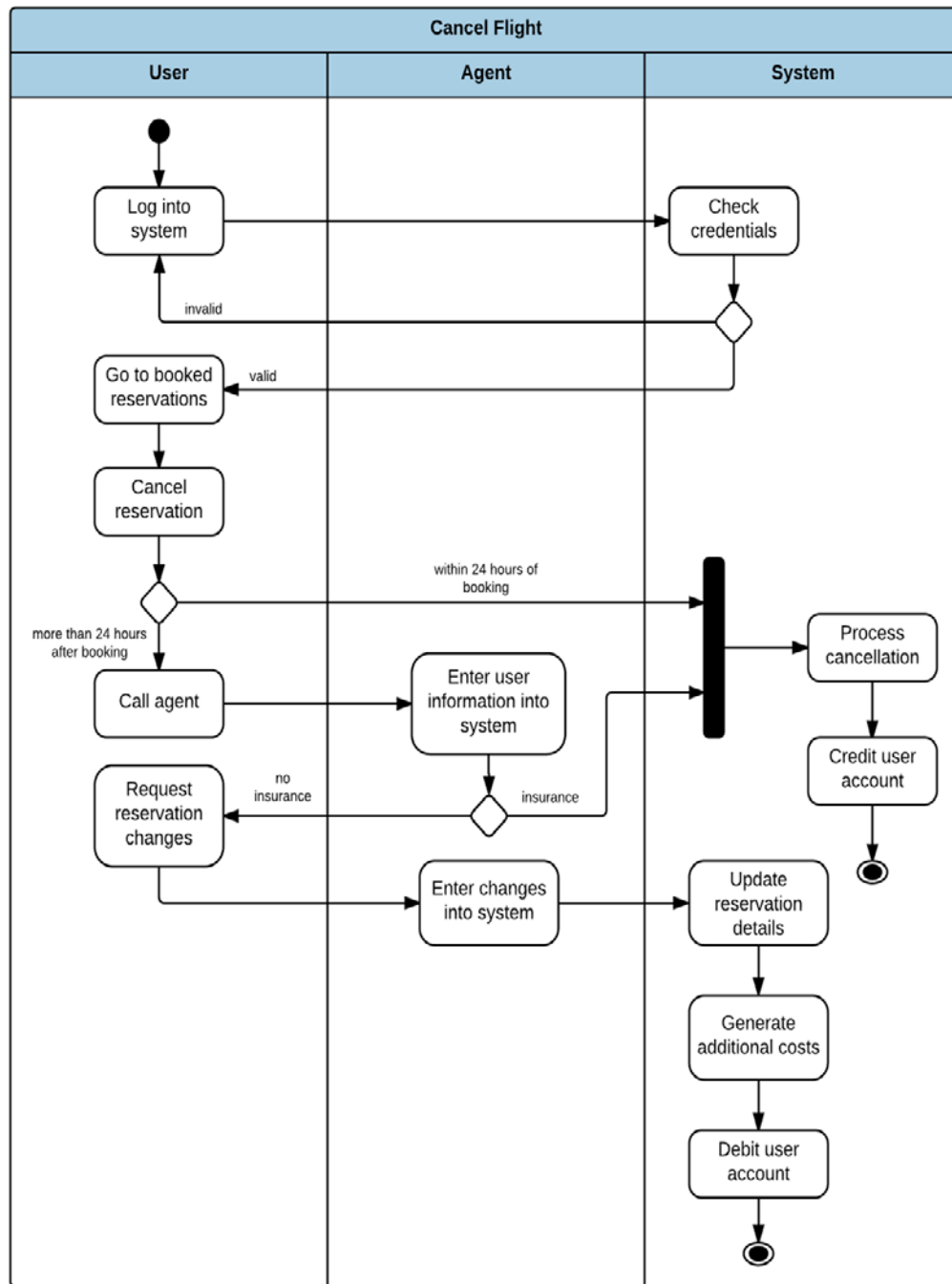
Use Case Diagram



Activity Diagram: Search Flight

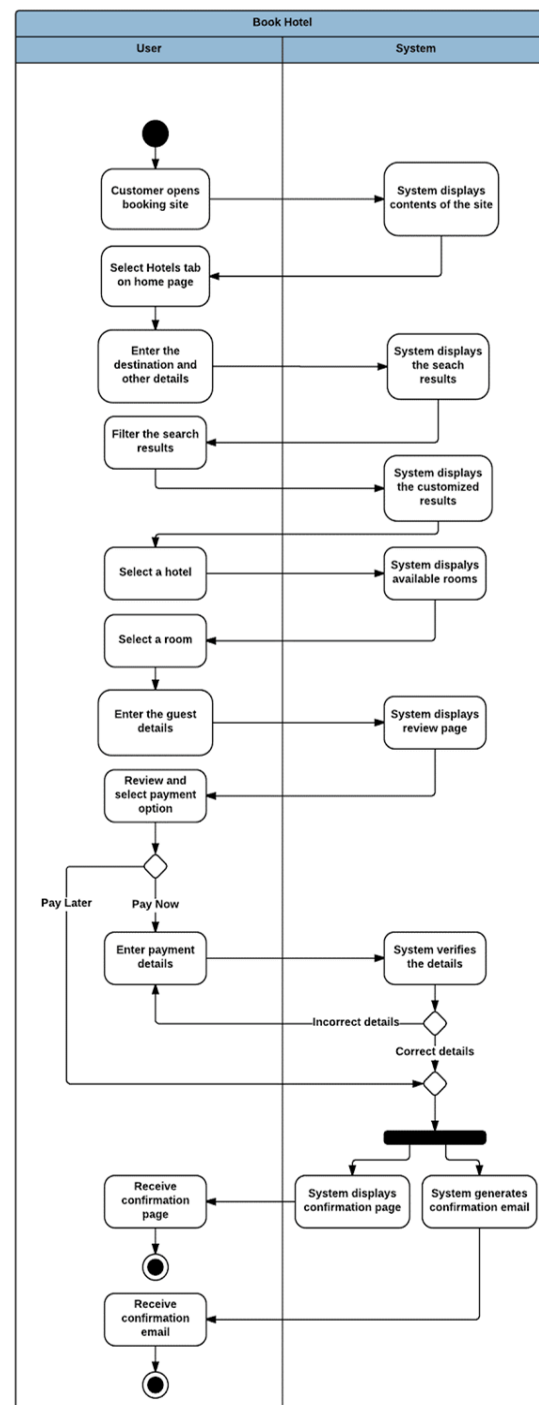


Activity Diagram: Book Flight



Activity Diagram: Cancel Flight

Activity Diagram: Book Hotel





A tropical beach scene with palm trees and a wooden signpost. The signpost has several arrows pointing in different directions, each labeled with a city and a distance in kilometers. The cities and distances visible are: Hawaii-7200 km, Berlin-9850 km, Moscow-9750 km, Mexico-2250 km, London-8700 km, and Rome-9400 km. The background shows a sandy beach, palm trees, and a blue sky. A solid yellow rectangle is located in the top right corner of the image.

Wireframes

Wireframe Links

<https://drive.google.com/open?id=16eWvV355bKWNI1SZXwfdZjeNCv8802z2>

A tropical beach scene with palm trees and a wooden signpost. The signpost has several directional arrows pointing to different locations with distances in kilometers. The background is a blue-tinted image of a beach with palm trees and a wooden signpost. A solid yellow rectangle is located in the top right corner.

Safe Travels