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CSE 463

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## Allegiant Air Cognitive Walkthrough:

### Purchasing a Cheap Flight

#### Task

- Finding and booking a cheap flight from Phoenix to Sioux Falls on AllegiantAir.com.
- Departure date is July 5th; returning date is July 12th.
- No added hotel or car.
- Goal to book the least expensive trip possible but must have an aisle seat.
- Take one bag that is 40 inches tall, 29 inches wide, and 16 inches deep.

#### Cognitive Walkthrough

- I. Enter in trip information (departure/arrival city, round trip/one way, date).
  1. Will the user try to achieve the right effect? Yes
  2. Will the user notice that the correct action is available? Yes
  3. Will the user associate the correct action with the effect to be achieved? Yes
  4. If the correct action is performed, will the user see that progress is being made towards the solution to the task? Yes.
- II. Select flight from specified days based on price.
  1. Yes.
  2. Yes.
  3. Yes
  4. Yes
- III. Selecting a rental car (or not, in this case).
  1. Yes

2. Yes
3. Yes
4. Yes

IV. Fill out personal identification.

1. Yes
2. Yes
3. Yes
4. Yes

V. Selecting a seat, specifically an aisle seat.

1. Yes
2. Yes
3. Yes
4. Yes

VI. Choosing the number and type of baggage.

1. Yes.
2. No. In our case, the bag (40 x 29 x 16 inches) seems to be too large. The max size is 80 linear inches, which is height plus width plus length. Options for our bag, with 85 linear inches in size does not seem specified.
3. No. Without detailing how to deal with an oversized bag, the baggage option in our case is not clear.
4. Yes.

VII. Entering in payment information.

1. Yes.
2. Yes.
3. Yes.

4. Yes.

### Findings

Overall, the site clearly directs the user to perform the correct actions to book a flight, as well as giving them clear feedback that they made progress towards the task. The only flaw that occurred was when trying to check baggage as there was not a category for our bag. There was a warning that oversized bags would incur and added cost but that was it.

### Conclusions

The site does a good job of subdividing the task of booking a flight logical parts. The user first where they are flying from/to and what days they are looking for flights. They can then choose which specific flight they want, choose a rental, fill out personal information, select a seat, choose baggage, and then pay. The user can go back if they made a mistake. Each section is well contained and is clear in what it wants the user to do.