Site for an airline

1. The site is the site of the airline "Golden Cloud Airline".

2. *Golden Cloud Airline* is a new Canadian airline who flies globally. It aims to provide its customers with various services to meet everyone's needs. It also offers chartered airplane and customized services. The potential users of this site are its customers only.

3. Different processes in the site:

a. Follow instructions: When users book a flight, they will have to provide their departure and arrival cities, their desired travel date, preferred cabin, their personal information, etc., and the UI guides them to obtain the information and complete the linear booking process.

b. Absorb information: There are various videos available, such as introduction of the airline, descriptions of services offered, descriptions of different types of aircrafts, etc. There are also articles with audio descriptions introducing the culture, food, and landscape of different cities it flies to.

c. Divergent / convergent exploration: Users can explore the flights available for their selected route in Booking section, as well as different countries and cities in different continents in Travel Info section.

d. Communicate: There is a from to obtain feedback from users for improvement of the site. There is also an online chat module where staffs are there to help users use the site and resolve any issues.

4. Sketches to show the different processes. There can be more than one sketch per process.
The sketches begin at page 3.

5. Here are some elements in my UI for the 10 heuristics:

a. Consistency: we find the same logo, airline name, and menu at the top of each page. All widgets are used the same way as in other websites. Icons are standard and easy to understand. See all the sketches.

b. Familiar language and metaphors: The words chosen for the buttons are simple and specific, such as "Find a Flight", "BACK", "NEXT", "COMPLETE BOOKING. Similarly, the words chosen for the menu at the top are simple and specific, such as "Booking", "Travel Info", "About Us", "Customer Support". These words are all familiar to the users. See sketches 1, 6, 13.

c. Simple, aesthetic and functional design: The site is not crowded. There is even no noise (no ads, no inrrelavant information), thus there is a very high signal to noise ratio. See all the sketches.

d. Freedom and control: The user is able to search a flight and even book a flight without having to register an account and sign in. The user is able to move back to the previous steps in the linear process of booking, and they are even able to modify cities and dates at any steps. See sketches 1-14.

e. Flexibility: There are two ways to get to the page introducing a city: sear a city directly; click the link hidden in different continents and countries. See sketch 16.

f. Recognition over recall: The UI uses WIMP interaction mode. There are only five items on the menu. See all the sketches.

g. Clear status: In the flight booking process, there is a line of process indicating completed steps, current step, and incompleted steps, which enables the users to estimate how much work is left to complete the booking. See sketches 1-14.

h. Error prevention: If the users go to Travel Info by accident, they can get out of there by clicking anywhere else they want to go to. Constraints are added to the cities and dates inputs of the flight booking module. See sketches 2, 4.

i. Error recovery: In the flight booking process, if the users do not select or fill in the required information before going to the next step, the UI will prevent them from going to the next step and display an corresponding error message asking them to select or fill in the required information. See sketches 2, 8, 10, 13.

j. Help: There will be global help accessible from a Help Item at the bottom of the index page (see sketch X) explaining the site (the content is not shown as all the sketches are global help and can be used in the real application). Also, local help is available, for example, messages will be shown correspondingly when the users hover over the buttons. See sketches 1, 5, 6, 7.