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.

GOLDEN CLOUD AIRLINE

Book a Flight	Charter a Plane

From: _____

To : _____

📅 ┌ Departure: _____

└ Return: _____

Find a Flight

? HELP

①

Book a Flight | Charter a Plane

From: Otawa

> Invalid city, please enter again !

To:

> Please enter your destination !

Departure:

> Please enter the date of departure !

Return:

Find a Flight

? HELP

2

Book a Flight | Charter a Plane

From: Ottawa

To: Toron

Toronto ⟵

Departure:

Return:

Find a Flight

? HELP

3

Book a Flight | Charter a Plane

From: Ottawa

To : Toronto

Departure: |

Return:

2021 ▽		Aug ▽				
SUN	MON	TUE	WED	THU	FRI	SAT
1 ←	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

X

Find a Flight

? HELP

4

GOLDEN CLOUD AIRLINE

| Book a Flight | Charter a Plane |

✈ From: Ottawa

🛬 To: Toronto

📅 Departure: 08/01/2021

Return:

Find a Flight

(hover)
By clicking this button, a list of flights will be displayed to you.

? HELP
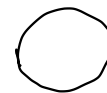
⑤

○ Travel Info — ○ Select a Flight — ○ Select Cabin & Seat — ○ Additional Services — ○ Payment

Book a Flight   Modify ←

GC 101

Ottawa ✈ Toronto

7:00   Airbus A320   8:00

GC 237

Ottawa ✈ Toronto

10:00   Boeing 747   11:00

GC 103

Ottawa ✈ Toronto

14:45   Airbus A320   15:45

• • •

← BACK

(hover) Go back to the previous step.

(hover) Go to the next step.

→ NEXT

6
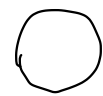
GOLDEN CLOUD AIRLINE

Travel Info — Select a Flight — Select Cabin & Seat — Additional Services — Payment

Book a Flight   Modify

🛫 From: Ottawa

🛬 To : Toronto

📅 Departure: 08/01/2021
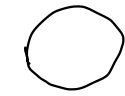
Return:

(hover)
Cancel modification.

X CANCEL

(hover)
Apply Modification.

✓ MODIFY

Ottawa   ✈   Toronto

10:00   Boeing 747   11:00

GC 103

Ottawa   ✈   Toronto
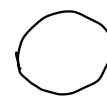
14:45   Airbus A320   15:45

. . .

← BACK

→ NEXT

⑦

GOLDEN CLOUD AIRLINE

Travel Info — Select a Flight — Select Cabin & Seat — Additional Services — Payment

Book a Flight   Modify

GC 101

Ottawa → Toronto

7:00   Airbus A320   8:00

GC 237

Ottawa → Toronto

10:00   Boeing 747   11:00

GC 103

Ottawa → Toronto

14:45   Airbus A320   15:45

• • •

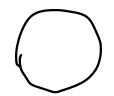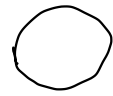← BACK   Please select a flight before going to the next step! →   → NEXT

GOLDEN CLOUD AIRLINE

✓ Travel Info ——— Select a Flight ——— Select Cabin & Seat ——— Additional Services ——— Payment

Book a Flight   Modify

GC 101

Ottawa   Toronto   ←

7:00   Airbus A320   8:00

GC 237

Ottawa   Toronto

10:00   Boeing 747   11:00

GC 103

Ottawa   Toronto

14:45   Airbus A320   15:45

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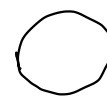← BACK   → NEXT

⑨

Travel Info — Select a Flight — Select Cabin & Seat — Additional Services — Payment

Book a Flight   Modify

GC 101

Ottawa ✈ Toronto

7:00   Airbus A320   8:00

please select your preferred cabin: ○ First Class   ○ Business Class   ○ Premium Economy   ○ Economy

please select your preferred seat position: ⊙ Window/Aisle   ○ Window   ○ Aisle

← BACK   please select your preferred cabin before going to the next step! →| → NEXT
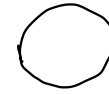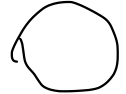
⑩

Travel Info ✓ —— Select a Flight ✓ —— Select Cabin & Seat —— Additional Services —— Payment

Book a Flight   ~~Modify~~

GC 101

Ottawa ✈ Toronto

7:00   Airbus A320   8:00

please select your preferred cabin: ○ First Class   ○ Business Class   ○ Premium Economy   ◉ Economy

please select your preferred seat position: ◉ Window/Aisle   ○ Window   ○ Aisle
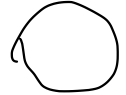
← BACK

→ NEXT

Travel Info — Select a Flight — Select Cabin & Seat — Additional Services — Payment

Book a Flight   ~~Modify~~

GC 101

Ottawa   Toronto

7:00   Airbus A320   8:00

Please select any additional services you want:

☐ VIP lounge

☐ Priority boarding

☐ Priority security check

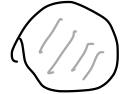☐ Personal assistant

← BACK

→ NEXT

12

✓ Travel Info —— ✓ Select a Flight —— ✓ Select Cabin & Seat —— ✓ Additional Services —— Payment

Book a Flight   ~~Modify~~

GC 101

Ottawa ✈ Toronto

7:00   Airbus A320   8:00

You are going to pay: $150.

please enter below your payment information.

Credit Card   VISA   CB

| Cardholder's Name | Card Number | CVV | YY/MM |

← BACK   please enter your payment information before completing your booking!   → ✓ COMPLETE BOOKING
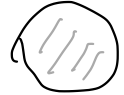
✓ Travel Info ——— ✓ Select a Flight ——— ✓ Select Cabin & Seat ——— ✓ Additional Services ——— Payment

Book a Flight   Modify

GC 101

Ottawa → Toronto

7:00   Airbus A320   8:00

You are going to pay: $150.

please enter below your payment information.

Credit Card   VISA   CO

| John Smith | 8888 7777 6666 5555 | 123 | 23/06 |

← BACK   Booking succeed!   → ✓ COMPLETE BOOKING

🔍

North America	▽

Canada ↚
USA
Mexico

Asia	▷

Europe	▷

GOLDEN CLOUD AIRLINE

🔍

Here are some famous destinations in Canada:

Ottawa ←

Toronto

Vancouver

:
:

Ottawa

Ottawa is the capital of Canada, which ...

Culture: ...

Food: ...

Landscape: ...

🔍 Otta

Ottawa ↤

| North America | ▽ |

Canada
USA
Mexico

| Asia | ▷ |

| Europe | ▷ |

GOLDEN CLOUD AIRLINE

Booking | Travel Info | About US | Customer Support | Sign in

Ottawa

Ottawa is the capital of Canada, which ...

Culture: ...

Food: ...

Landscape: ...

About our airline ✈ ▷

About our services ▷

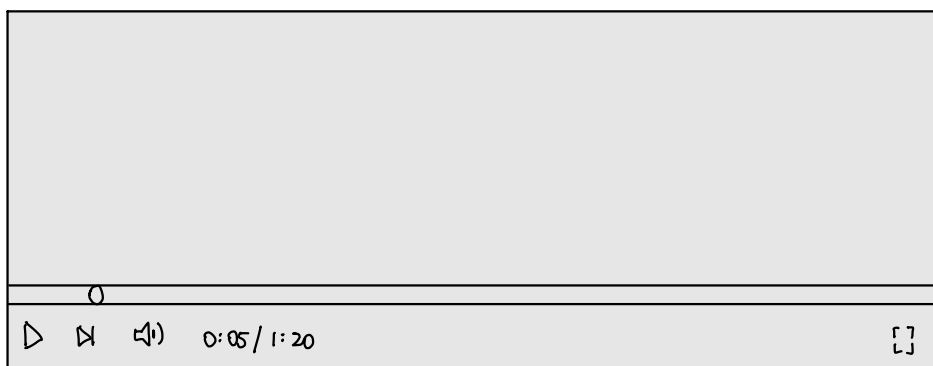About our planes ▷

About our airline ▽

[video player]

▷ ▷| ◁)) 0:05 / 1:20 [ ]

About our Services ▷

About our planes ▷

21

Frequent Q&As

$ Can I get refund for a ticket I didn't use?

(X) Can I cancel my reservation?

Can I select a specific seat in advance?

What are the restrictions for my baggages?

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Site Feedback

Online Chat

GOLDEN CLOUD AIRLINE

Frequent Q&As

- ($) Can I get refund for
- (X) Can I cancel my re
- (🪑) Can I select a spe
- (🚫) What are the restri

Site Feedback

Overall, you find our website:

○ Excellent   ○ Good   ○ Normal   ○ Bad   ○ Awful

Additional comments:

[   ]

X CLOSE   ✓ SUBMIT

📋 Site Feedback   📍 Online Chat

Frequent Q&As

$ Can I get refund for a ticket I didn't use?

X Can I cancel my reservation?

Can I select a specific seat in advance?

What are the restrictions for my baggages?

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Site Feedback

Online Chat

Frequent Q&As

($) Can I get refund for

(X) Can I cancel my re

(🪑) Can I select a spe

(🚫) What are the restric

X

(👤) ⟨ Hello, how can I help you?

→

📋 Site Feedback

🎧 Online Chat

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