<u>Site for an airline</u>
1. The site is the site of the airline "Golden Cloud Airline".

2. *Golden Cloud Airline* is a new Canadian airline. It aims to provide its customers with various services to meet everyone's needs. The goal of the application is to enable the clients of the airline to book flights conveniently and easily, as well as introducing destinations and the airline to them. 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 navbar at the top of each page. All widgets are used the same way as in other websites and icons are standard and easy to understand, which ensure external funtional consistency. Since the airline is called Golden Cloud, we also used a golden theme color for the entire site to ensure internal athetic consistency as well as enhancing brand recognition.
b. Familiar language and metaphors: The words chosen for the buttons are simple and specific, such as "Find Flights", "Back", "Next", "Confirm Payment. Similarly, the words chosen for the navbar are simple and specific, such as "Booking", "Travel Info", "About Us", "Customer Support". These words are all familiar to the users. Icons are good metaphors. For the icon of Booking, there is a person standing at a counter who talks with another person to buy tickets, which indicates book a flight. For the icon of Travel Info, there is an umbralla on the beach indicating vacations. For the icon of About US, there is a letter "i" and a message typed icon standing for information. For the icon of Customer Support, there is a person who looks like a customer service stuff. On the booking page, the icon for From and To is a plane taking off and landing, maeaning

where the flight depart and arrive. The icon for Date is a calendar as it is related to date. On the Payment page, there are icons for Visa and Mastercard asking the users to enter their credit card information to complete the booking.

c. Simple, aesthetic and functional design: The site is not crowded. The site uses colors which are very close in hue. The same font is used in the entire site. There is even no noise (no ads, no inrrelavant information), thus there is a very high signal to noise ratio.

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 to undo different actions.

e. Flexibility: There are two ways to get to the page introducing a destination: on the page of Travel Info, search a destination on the search bar directly; click the link hidden in different continent.

f. Recognition over recall: The UI uses WIMP interaction mode. There are only five items on the menu. There are only five steps for booking a flight. On the Travel Info page, countries are catogoried by continents. You know there are only seven Continents in the world but more than 200 countries. On the About US page, information is classified into 3 categories: airline, services, and planes.

g. Clear status: In the flight booking process, there is a line of process indicating completed steps in green with a tick, current step in blue, and incompleted steps in gray, which enables the users to estimate how much work has been done and how much work is left to complete the booking.

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 on the navbar. If the users choose the wrong flight, the can click Back to change their choice. If users click Help by accident, they can click Back to return to the Booking page. Constraints are added to the date and month input in the flight booking module: users can only enter YY/MM/DD for date input and YY/MM for month input.

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.

j. Help: There will be global help accessible from a Help Item at the bottom of the Booking page explaining the site. Also, local help is available. Messages will be shown correspondingly when the users hover over the buttons.