

# Usability assessment

Done by K.Natraj

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Usability Analysis

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Observation & design

# Usability Analysis

## 1. Persona

“Bravo” Beginner , aged 40,an engineer , slow learner, not a computer savvy , rarely even checks mail - needs to travel abroad first time officially ; tries to book online as his friends insist so.

“Eva’ a post-graduate student at IIT delhi a keen fanatic of web & surfing,chatting the modern outlook girl wants to book online ticket for first time , she is a frequent traveller- but online booking a first instance !

Both are booking online for first time - only the novice & expert in identifying and interacting with the web will differ

## 2. Branding Analysis

The sites for online booking use images to drive in a pull - and too much of information are un-identified Travel tours , offers are punctuated to get more marketing practice.

Reliability is shown by pompous offer pattern. But at times ,most of the offer turn un-noticed on lack of white space around to drive attention.

www.ixigo.com : site has less scrolling , neat design , attractive (playful) colors , good font styles , but sub-page content is less valuable

www.yatra.com : site cluttered , but booking ticket is easy with heirarchy & visual cues - things around needsimprovement ,sub-page is also un-clear

www.indiatimes.travel : a bad backdrop spoils interactive elements.

#### A. Site evaluation worksheet

Site name : www.makemytrip.com

Purpose of evaluation : To determine usability issues & redesign segment of the booking pattern alone

Evaluated by : K.Natraj

Date : 28th May 08

First Impression of the site : ( 1-poor .....5-excellent) - 2.0

General comments : Multi-focal , site inconsistent in layout, colors ,font , no easy guidance , hard to determine at first instance and un-inviting

Royal blue : impacts more trust to customers

#### b.Navigation Pretest :

Number of clickable areas : 5

Actual number of clickable areas : 5

Accuracy ratio : 1 ( the pattern is understood , but still inconsistent typology makes / gives frustration )

Colors are sporadically thrown in . Visual imbalance a point to consider

#### c.identity pretest

The owner of the site has been in the market for awhile, in both Ticket booking & Trip planning which needs to be taken care.

Customers land-up to obtain on either directions.

But ,if the owner plunges to give more trust on ticket booking - there is an upside chance to bring more customers

### 3. Usability Issues

#### D.Purpose Pretest :

The site is identified for booking , traveling and tour planning easily - but too much information is gathered and slow realisation of understanding is required.

#### E.Audience Pretest :

The site is for anybody willing to buy ticket ,plan travel.

#### F.Future screen Intuition / Reasoning :

The screen would open up in separate windows according to task.  
How persistent , consistent is a question in reckoning !

#### G.Navigation Patten / Study :

No alternative search or scheme available

Consistency is less

scrolling is at average , but risky too

How to get back to some page ?

Do not understand where & how (to) land on opening up of new page

Excessive scrolling in sub-pages

Heirarchy in navigation style / search is inconsistent

## 4.Task Analysis

### A. Readability ( Pertaining to Ticket booking alone )

Fonts : smaller to recognize . No visual heirarchy followed

( New ) symbol takes some attention - which might be unnecessary for customers or users

Text : Sans serif : ok

Color : Green / Blue merge at wrong place with white

letters - cause incovenience at first place

### b. Findability

Difficult to ascertain as moving into sub-pages - lots of information are assorted and spread .

No search engine available or back button to proceed somewhere - to have control of the site

Customer care / Contact numbers are nearby can cause confusion.

Tag in the contact is good visual item , but necessity of the same is less.

Time : “ Bravo ‘ will take anywhere between 12-14 mins to complete the ticket booking exercise

“ Eva ‘ can manage in 8-10 mins

### c. Interactivity

“Eva’ would have got frustrated on straining to understand the parameters .

First instance , narrow search engines are not identifiable with small fonts & confusion.

Eva lost her grounds by thinking the summary of the price for the journey to be actuals - after which the “ tax “ item been identified .

Success rate is 0 / 5 , has the action needs to be performed once again. ( In some other sites , tax item been inclusive at first instance )

Also summary of the search is on x to y axis pattern where new users will get more confounded.

“Bravo’ had tough times but against “Eva’ ( a natural user ) may had patience , since the expectation of the speed is inadvisable .But trust & guidance are chief pin-pointers to Bravo - which is at 2 /5 - only for that royal blue . The methodology of approach needs to be put up first for novice users , otherwise they mis-lead & mis-trust the site.

## Book tickets in 4 easy steps

Flights

Hotels

Bus

Search

Go

For ex: Flight no,bus no

### Step 1 : Provide us tour details

Return trip  One-way trip

From  To

(For easy search : TYPE first letter " a " to narrow search )

Leave /check-in  Return / check-out

Time Preferred  Class Preferred

Adults (12+)  Children(2-11)  Infants (0-2)

Go to step 2



## Plan trip

Holiday packages

Great Offers



**BARGAIN HOLIDAYS**  
 Southeast Asia  
 Starting prices - Rs. 12,777

Book experiences packages & Get 25% extra benefit

**BEST-FARE CHALLENGE**  
 ON INTERNATIONAL AIR TICKETS

Book now



Travel for a better life

Exclusive offer on HDFC Bank Credit Cards

Severity fixes : Show-stopper fixes mostly identified

Single-line for easy recognition

Placed to balance the logo / website name  
Sans-serif font used

# Book tickets in 4 easy steps

- Flights
  - Domestic
  - International
- Hotels
  - North
  - South
  - East
  - west
- Bus

Search    
For ex: Flight no,bus no

## Step 1 : Provide us tour details

Return trip  One-way trip

From  To    
(For easy search : TYPE first letter " a " to narrow search )





Leave /check-in  Return / check-out

Time Preferred  Class Preferred

Adults (12+)  Children(2-11)  Infants (0-2)

### Plan trip

- Holiday packages
- Great Offers

1. More white space recommended.
2. Easy steps as 1,2,4 will aid novice
3. The white boxes taken cue from airplane windows & hotel windows
4. Additional search added to get easy search for experts - directly understand the flight status
5. Auto-ticker helps novice on completion of each task
6. Scrolling in Location is minimized - by typing first letter all national / international destinations are included
7. Class of travel is added to narrow price range
8. More customers , will plan a trip only when success rate of Booking tickets is good.
9. Individual net surfers for Trips will find separate column to identify infomation a better visual clue
10. The main page remains from step 1 - step 4 identical at one place - without any new window openings. New windows make user dis-oriented . The single page control gives increased trust emotionally
11. During loading of particular information , the visual images on side will move - attracting attention and keep the user engaged

Commercials , images are grouped together

When cursor moved , the scrolling starts  
On clicking , will land in separate page

Low-footer containing all details of clickable info  
This info-bar kept within scrolling distance

# Book tickets in 4 easy steps

## Step 1 : Your details






Your details :  
 One-way Trip  
 Chennai-delhi  
 1st Aug 08  
 Anytime  
 Economy class  
 1 Adult

[Click to Modify](#)

Search  [Go](#)

For ex: Flight no,bus no

## Step 2 : Confirm your choice

	Pick	Price	Dep.	Arrival	Flight
1	<input type="checkbox"/>	Rs.3233 (incl of tax)	05.00am Non-stop	07.00am	 JL 090 <small>NO special offers found Total flying time 2.00 hrs <a href="#">View Rules</a></small>
2	<input type="checkbox"/>	Rs.3275 (incl of tax)	05.40am Non-stop	07.40am	 SP 454 <small>NO special offers found Total flying time 2.00 hrs <a href="#">View Rules</a></small>
3	<input type="checkbox"/>	Rs.3350 (incl of tax)	06.10am Non-stop	07.30am	 DL 101 <small>NO special offers found Total flying time 2.20 hrs <a href="#">View Rules</a></small>
4	<input checked="" type="checkbox"/>	Rs.3510 (incl of tax)	06.20am Non-stop	07.50am	 GS 8790 <small>NO special offers found Total flying time 2.20 hrs <a href="#">View Rules</a></small>
5	<input type="checkbox"/>	Rs.3510 (incl of tax)	07.20am Non-stop	09.40am	 KB 90V <small>NO special offers found Total flying time 2.20 hrs <a href="#">View Rules</a></small>

Smart narrow search  Sort by

Price  3200  12600

Time-range  0400 am  0900 pm

Stops  0  3

Speed (hrs)  2.00 hrs  2.45 hrs

In the week  Fri 1  Fri 8

Special offers

Flights

CLICK Narrow search OFF  Show all flight

[Go to step 3](#)

## Plan trip

Holiday packages Great Offers

[Book](#)

Best price packages & Get 25% more to use

[BARGAIN HOLIDAYS](#)  
SouthEast Asia  
Trolley prices - Rs. 12777

[BEST-FARE CHALLENGE](#)  
ON INTERNATIONAL AIR TICKETS

[EXCLUSIVE OFFER ON](#)  
HDFC Bank Credit Cards

Smart narrow search  Sort by

Price  Time  Stops  speed  Class(ex.)  arrival  Flights

"Green glow" found on turning on

1. The tick-boxes appear on completion of each stage: top of page
2. The Previous STEP 1 is identified on left & remain as rule says : " Recognition is better than to recall "
3. Any modification can be done to alter directly at earlier step
4. On providing details at Step 1 , the choices are displayed
5. Only 5 searched result appear in same screen , primarily narrow search is made powerful - any user will obtain the details within limited "exact" findings , thereby minimizing scrolling .
6. Narrow search will glow " GREEN ' when turned on and active , otherwise " Blue ' will be dominant.
7. Narrow search has got separate processing bar , to identify that action on task is been executed.
8. When narrow sliders are operated - AUTO clicks appear addressing the changed area
9. New items like Special offer , In the week are added to make efficient search
10. Choices are either "green " or " blue ' , if narrow search is on and search is performed only to requisite order ( as done here )
11. Neat big fonts address the choices provided.
12. Picking and Going to Step 3 will complete the task

## Book tickets in 4 easy steps

### Step 1 : Your details

Your details :  
One-way Trip  
Chennai-delhi  
1st Aug 08  
Anytime  
Economy class  
1 Adult

[Click to Modify](#)

### Step 2 : Your booking choice

Rs.3510 06.20am 07.50am  
(incl of tax) Non-stop

[NO special offers found](#) Total flying time 2.20 hrs

[View Rules](#)

[Click to Modify](#)

Search  [Go](#)

For ex: Flight no,bus no

### Step 3 : Provide booking details

Study on Travel Insurance

Study airfare details

Traveller - Adult	Base fare :	Rs.500.00
Quantity - 1	Airport Tax :	Rs.2000.00
	Service Tax :	Rs.10.00
	Transaction fee :	Rs:1000.00
	Travel Insurance :	Rs.0.00
	<b>Grand Total</b>	<b>Rs:3510.00</b>

[Go Back](#)

Gender  Middle name

Last name

Age  Telephone

Email-id

I/we on behalf of and authorised by persons enlisted, agree, understand & abide by [fare rules](#) & [user agreement](#)


[Go to step 4](#)



## Plan trip

Holiday packages

Great Offers



Book Now packages & Get 25% more to use.

[Book Now](#)

Good for you

Travel Guru

Exclusive offer on HDFC Bank Credit Cards

1. Before , booking details are provided study on Travel insurance ,airfare details as final review is provided as a choice of understanding.
2. The down-ward arrow rolls-over hiding things beneath. .With all break-up details , final acceptance is taken
3. In any case , for changes the back button or going directly to "step 2 " one can re-identify the changes required

# Book tickets in 4 easy steps

## Step 1 : Your details

Your details :  
One-way Trip  
Chennai-delhi  
1st Aug 08  
Anytime  
Economy class  
1 Adult

[Click to Modify](#)

## Step 2 : Your booking choice

Rs.3510 06.20am 07.50am  
(incl of tax) Non-stop

Total flying time 2.20 hrs

[View Rules](#)

[Click to Modify](#)

Search  [Go](#)

For ex: Flight no,bus no

## Step 3 : Provide booking details

Study on Travel Insurance	<input checked="" type="checkbox"/>	▼
Study airfare details	<input checked="" type="checkbox"/>	▼
Review Rules	<input checked="" type="checkbox"/>	▼
Special Request	<input checked="" type="checkbox"/>	▼
Special Preference		▼
Wheel chair on steps	<input type="checkbox"/>	
Wheel chair	<input type="checkbox"/>	
Wheel chair for ramp	<input type="checkbox"/>	
Wheel chair to seat	<input type="checkbox"/>	
Meet & Assist	<input type="checkbox"/>	

[No Thanks](#)

[Yes Add it](#)

Age  Telephone

Email-id



I/we on behalf of and authorised by persons enlisted, agree, understand & abide by [fare rules](#) & [user agreement](#)

[Go to step 4](#)



## Plan trip

Holiday packages

Great Offers



Book

Best price packages & Get 25% more to eat

Book Now

Good deals

travel Guru



1. In booking details Special pref. Opens up items that needs to be clicked . Any clicks will be earmarked with "auto-clicker" addressing acceptance by user- this happens against confirmation (blue tabs below the box )

## Book tickets in 4 easy steps

### Step 1 : Your details

Your details :  
One-way Trip  
Chennai-delhi  
1st Aug 08  
Anytime  
Economy class  
1 Adult

[Click to Modify](#)

### Step 2 : Your booking choice

Rs.3510 06.20am 07.50am  
(incl of tax) Non-stop

Total flying time 2.20 hrs

[View Rules](#)

[Click to Modify](#)

Search  [Go](#)

For ex: Flight no,bus no

### Step 3 : Provide booking details

Study on Travel Insurance	<input checked="" type="checkbox"/>	▼
Study airfare details	<input checked="" type="checkbox"/>	▼
Review Rules	<input checked="" type="checkbox"/>	▼
Special Request	<input checked="" type="checkbox"/>	▼
Special Preference	<input checked="" type="checkbox"/>	▼

Title  First name   
 Middle name   
 Gender  Last name   
 Age  Telephone    
 Email-id

I/we on behalf of and authorised by persons enlisted, agree, understand & abide by [fare rules](#) & [user agreement](#)


[Go to step 4](#)



## Plan trip

Holiday packages

Great Offers



Book holiday packages & Get 25% more to spend

Exclusive offer on HDFC Bank Credit Cards

1. Step 2 is also enlisted below Step 1
2. Easy recognition of choices made stay closer & provide control
3. Execution or altering earlier datas can be done directly
4. Booking details are in form of questionnaire - ticks applicable & agreed parameters .
5. Easy form-filling exercise is the main criteria with more white space around -giving clarity
6. Moving to STEP 4 payment gateway opens , similar filling of datas are required - scrolling is kept at nil
7. Importantly , roll-over bars are used for STEP 1 / STEP 2 (predecessors ) & current bars which flows in path of arrow. The space is saved and order of task is made simpler with auto-clicks accompanying.

## Book tickets in 4 easy steps

### Step 1 : Your details

Your details :  
One-way Trip  
Chennai-delhi  
1st Aug 08  
Anytime  
Economy class  
1 Adult

[Click to Modify](#)

### Step 2 : Your booking choice

Rs.3510 06.20am 07.50am  
(incl of tax) Non-stop



Total flying time 2.20 hrs

[View Rules](#)

[Click to Modify](#)

### Step 3 : Your booking confirmed

Name

Telephone

Special Pref. / Req.

Email id


[Click to Modify](#)


Search  [Go](#)

For ex: Flight no,bus no

### Step 4 : Provide Payment

Credit Card Type	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Title as on the card	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Expiry date	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Country	<input checked="" type="checkbox"/>	<input type="checkbox"/>

 - cw Cw no.

 Card No.

Title First name

Middle name

Gender Last name

Telephone

Age Email-id

I hereby agree, understand & abide by [terms & conditions](#)

[Pay confirm](#)



## Plan trip

Holiday packages

Great Offers



## Book tickets in 4 easy steps

### Step 1 : Your details

Your details :  
 One-way Trip  
 Chennai-delhi  
 1st Aug 08  
 Anytime  
 Economy class  
 1 Adult

[Click to Modify](#)

Search  [Go](#)

For ex: Flight no,bus no

### Step 2 : Your booking choice

Rs.3510 06.20am 07.50am  
 (incl of tax) Non-stop

[View Rules](#) [Click to Modify](#)

NO special offers found Total flying time 2.20 hrs

[Pay confirm finally](#)

### Step 3 : Your booking confirmed

Name

Telephone

Special Pref. / Req.

Email id

[Click to Modify](#)

### Step 4 : Your payment details

Cw no.

Card no.

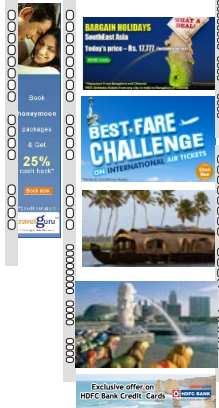
Expiry date

[Click to Modify](#)

## Plan trip

Holiday packages


Great Offers



Book  
 experiences  
 packages  
 & Get  
**25%**  
 more to cash

[Book Now](#)

Great deals on  
[travel insurance](#)

Exclusive offer on  
 HDFC Bank Credit Cards 

1. Final confirmation is done here .
2. This ends the process ( 4 steps )

## Book tickets in 4 easy steps

### Step 1 : Your details

Your details :  
One-way Trip  
Chennai-deli  
1st Aug 08  
Anytime  
Economy class  
1 Adult

[Click to Modify](#)

Search

[Go](#)

For ex: Flight no,bus no

### Step 2 : Your booking choice

Rs.3510 06.20am 07.50am  
(incl of tax) Non-stop



[NO special offers found](#) Total flying time 2.20 hrs

[View Rules](#)

[Click to Modify](#)

### Step 3 : Your booking confirmed

Name

Telephone

Special Pref. / Req.

Email id

[Click to Modify](#)

### Step 4 : Your payment details

Cw no.

Card no.

Expiry date

[Click to Modify](#)

Your ticket is booked !



Print my Ticket



e-mail my Ticket

[Confirm my tickbox](#)



## Plan trip

Holiday packages

Great Offers



Book  
HOLIDAY  
packages  
& Get  
**25%**  
OFF NOW  
on  
travel



Exclusive offer on  
HDFC Bank Credit Card

1. Ticket booking status shown here
2. Ticket can be printed & also would be sent by E-mail as per request
3. CONFIRM necessary items

## Book tickets in 4 easy steps

### Step 1 : Your details

Your details :  
One-way Trip  
Chennai-delhi  
1st Aug 08  
Anytime  
Economy class  
1 Adult

[Click to Modify](#)

Search

[Go](#)

For ex: Flight no,bus no

### Step 2 : Your booking choice

Rs.3510 06.20am 07.50am  
(incl of tax) Non-stop



NO special offers found Total flying time 2.20 hrs

[View Rules](#)

[Click to Modify](#)

### Step 3 : Your booking confirmed

Name

Telephone

Special Pref. / Req.

Email id

[Click to Modify](#)

### Step 4 : Your payment details

Cw no.

Card no.

Expiry date

[Click to Modify](#)

Register, with us to get great offers !  
Register, with us to get updates !

[Confirm](#)

[No,Thanks](#)

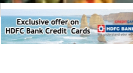
[Logout](#)



## Plan trip

Holiday packages

Great Offers



1. The site would delve into marketing ways , with better ,easy navigation methods - predominantly worked well & suited users - would be pleased to enter again & also wish to be intact with makemytrip