

# Heuristic Evaluation

## United Airlines

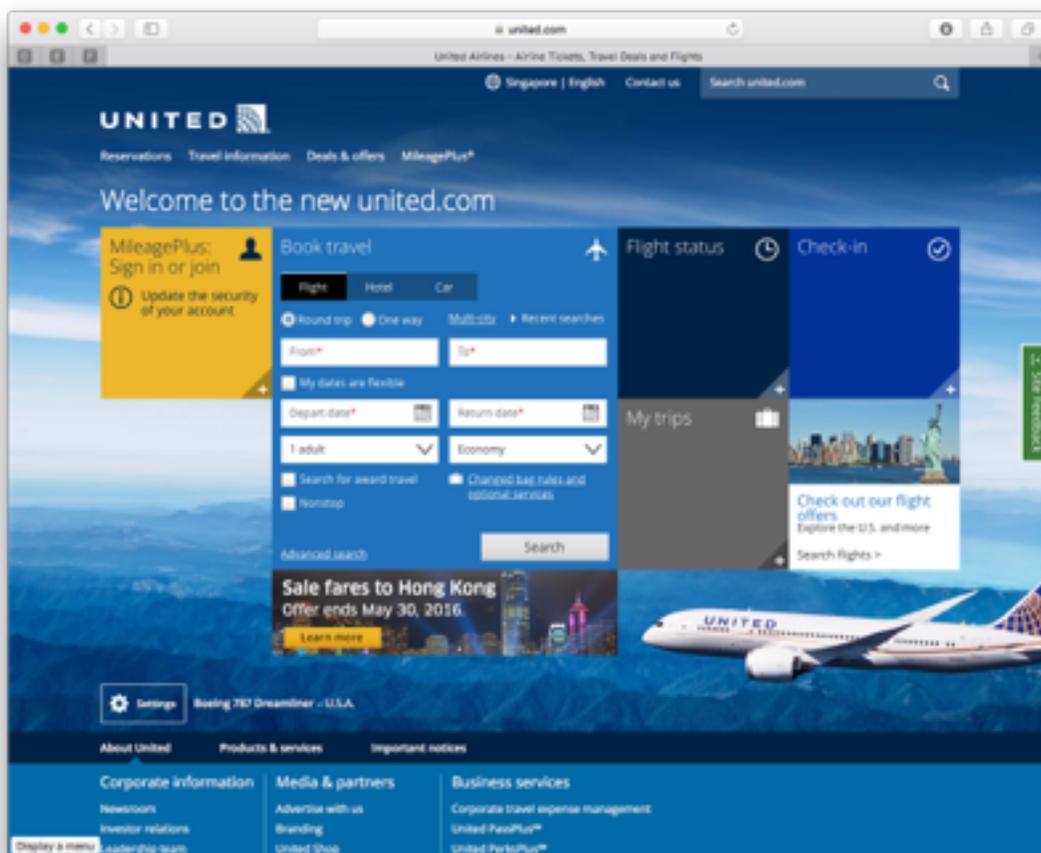
### VIOLATION 1

I opened the home page and my eyes were led around the page by all these colors and images, even though I had found the booking component.

- Recognition: The booking box blends in with the other content.

This layout looks decent when viewed as a screenshot, but as a web page it isn't very usable.

Severity rating: 1

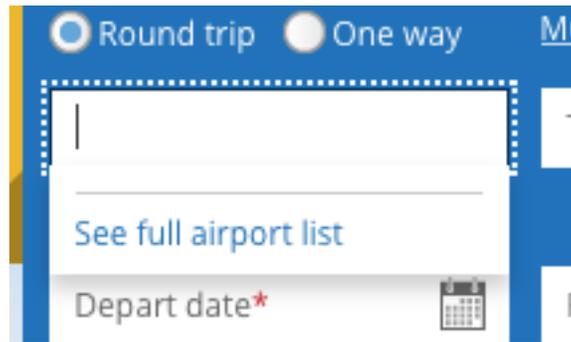


## VIOLATION 2

I began selecting the starting and ending points of my flights, and I encountered this menu with only the option to “See full airport list”.

- Flexibility and efficiency of use: A list of popular choices could be shown here instead of a single “See full airport list”.

Severity rating: 2

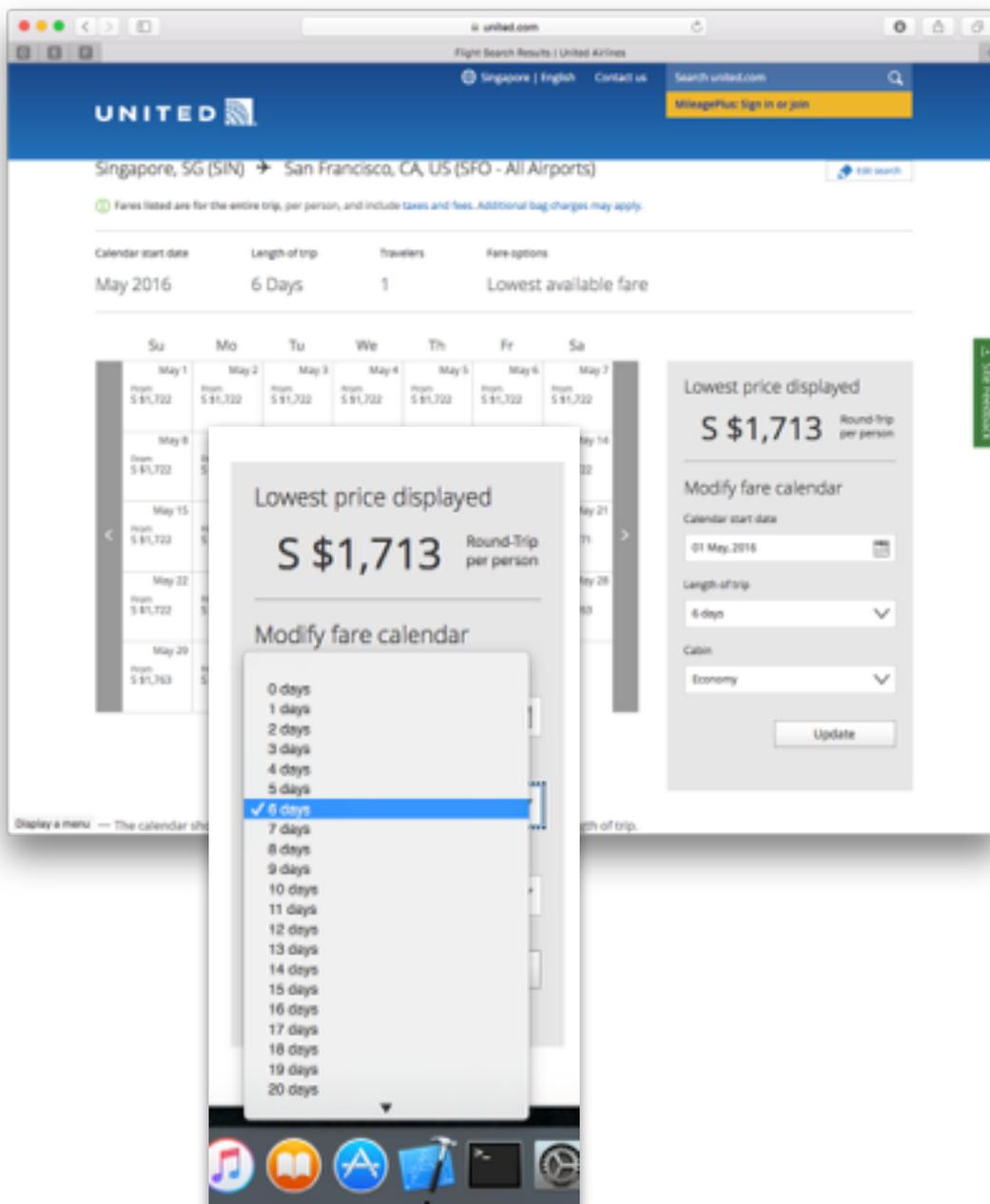


### VIOLATION 3

Clicking the “6 days” to change the length of the trip resulted in a menu blocking the box. Without the name of the selection, “Length of trip”, to guide my, I couldn’t remember what exactly I was selecting.

- ▶ Recognition rather than recall: I shouldn’t need to remember that I’m selecting the length of my trip when that menu is open.

Severity rating: 1

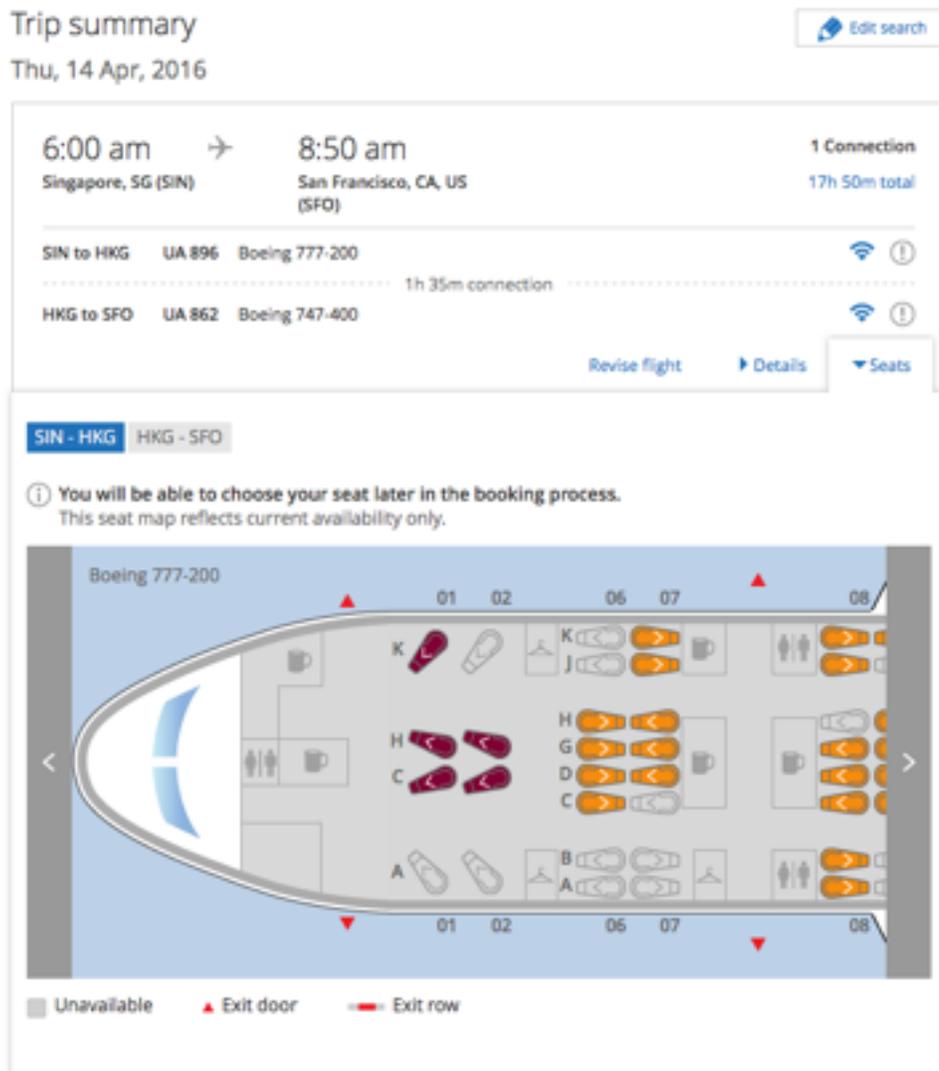


#### VIOLATION 4

After selecting my flights, I was browsing the details of my flight and came to this Seats tab. Opening it revealed an impressive map of the airplane displaying seat availability. I spent a little while marveling at how wide the Economy seats in orange were, and how they were like Business class on most flights, before I realized they were actually business class seats. I then scrolled around the page to check if I had selected a Business class seat instead of an Economy class one, before discovering the small white arrow on the gray border on the right of the map that scrolled the map to the economy seats.

Minimalism: The map could be misleading to new users and people who don't fly often, as the seats that can be chosen given the current flight selection are to the right.

Severity rating: 2



## VIOLATION 5

I attempted to set an invalid date as my birthday. The resulting errors were confusing, and only revealed themselves once when the input control is clicked.

► Error recovery:

- Errors are only shown once
- Some errors don't make sense, like "The value 1989 is invalid".
- The term "value" used in this way is jargon.

Severity rating: 2

### Please complete the required information for each traveler

#### Adult (18-64)

Derp	Derp
Derp	Derp
02 - February ▾	29
	1989
Gender* <input type="radio"/> Male <input checked="" type="radio"/> Female	

Derp

! The value '29' is invalid.

Derp

Gender\*  
 Male  Female

29

1989

Derp

! The value '1989' is invalid.

Derp

Gender\*  
 Male  Female

1989