

# Heuristics Evaluation of [SIA, Manage Booking \*As-Is]

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## *Evaluation Criteria (Nielsen's Heuristics)*

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### **1. Visibility of system status**

- Always keep users informed about what is going on.
- Provide appropriate feedback within reasonable time.

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### **2. Match between system and the real world**

- Speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms.
- Follow real-world conventions, making information appear in a natural and logical order.

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### **3. User control and freedom**

- Users often choose system functions by mistake.
- Provide a clearly marked "out" to leave an unwanted state without having to go through an extended dialogue.
- Support undo and redo.

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### **4. Consistency and standards**

- Users should not have to wonder whether different words, situations, or actions mean the same thing.
- Follow platform conventions.

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### **5. Error prevention**

- Even better than good error messages is a careful design which prevents a problem from occurring in the first place.

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### **6. Recognition rather than recall**

- Make objects, actions, and options visible.
- User should not have to remember information from one part of the dialogue to another.
- Instructions for use of the system should be visible or easily retrievable whenever appropriate.

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### **7. Flexibility and efficiency of use**

- Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user so that the system can cater to both inexperienced and experienced users.
- Allow users to tailor frequent actions.

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### **8. Aesthetic and minimalist design**

- Dialogues should not contain information which is irrelevant or rarely needed.
- Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

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### **9. Help users recognize, diagnose, and recover from errors**

- Expressed in plain language (no codes)
- Precisely indicate the problem
- Constructively suggest a solution.

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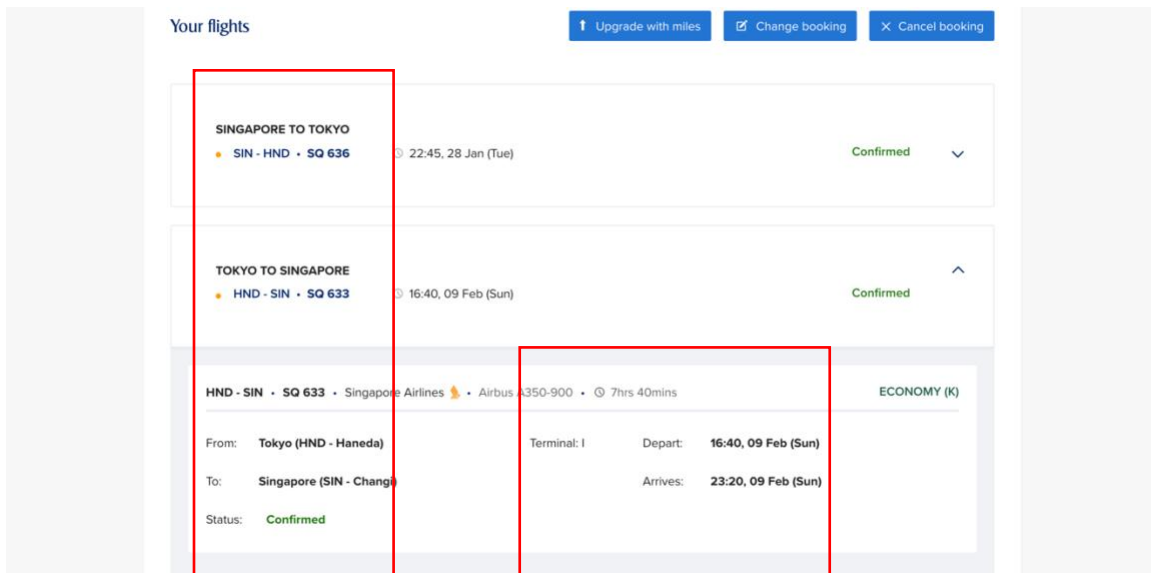
### **10. Help and documentation**

- Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation.
- Help information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

### ***Severity***

- **Cosmetic Problem** ●
- **Minor Usability Problem** ●
- **Major Usability Problem** ●
- **Usability Catastrophe** ●

Fig 1. Manage Booking Page



- Violation: **Match between system and the real world**
- Severity: **Minor Usability Problem** ●

Visual hierarchy isn't very clear between information such as destination, flight number, date, landing/arrival time, etc. Only differentiating factor that stands out here is color.

Fig 1-2. Emirates Manage Booking Page

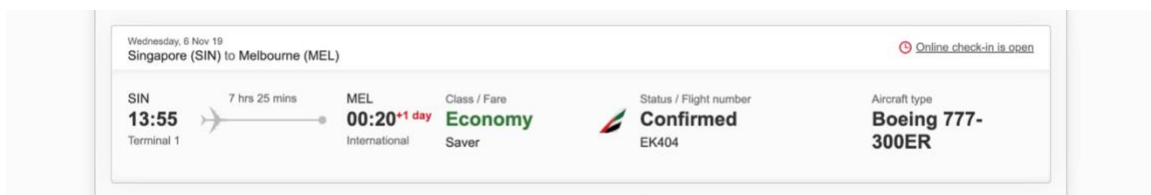
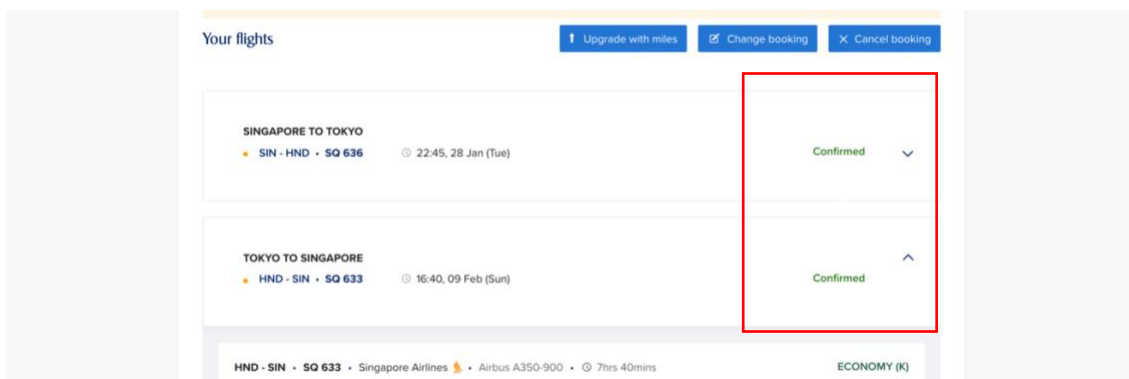


Fig 2. Manage Booking Page



- Violation: **Visibility of system status, Error prevention**
- Severity: **Cosmetic Problem** ●

‘Confirmed’ doesn’t stand out much when it has to. Alternatively, the box area can be inactivated as the image below (Fig 2-2) once the schedule is confirmed.

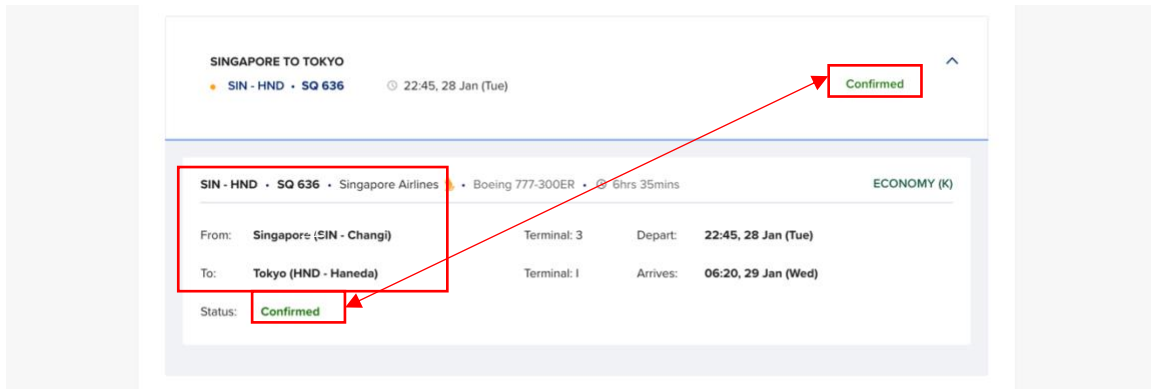
Fig 2-2. BIPO Cloud Personal Information Page



A form for personal information with the following fields:

- Building Name
- Address Line 1
- Address Line 2
- Address Line 3
- Postal Code\*

Fig 3. Manage Booking Page

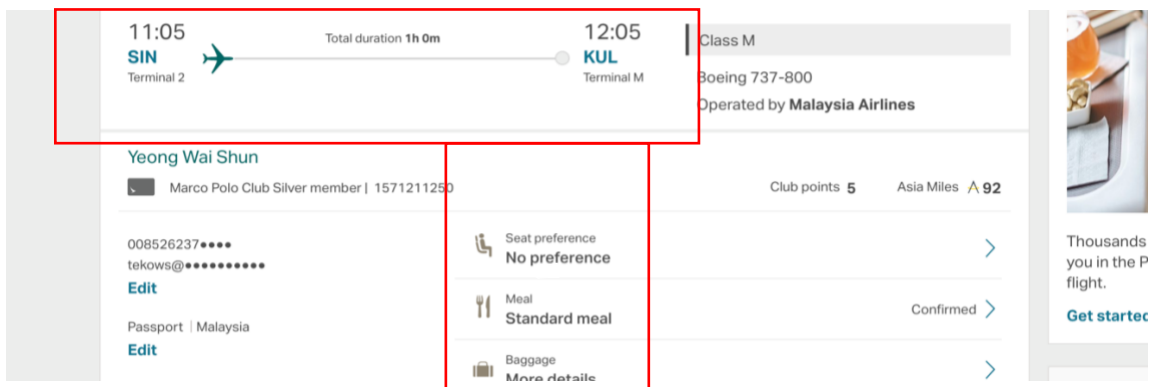


A screenshot of a flight booking page for SINGAPORE TO TOKYO. The flight is SIN - HND • SQ 636, Singapore Airlines, Boeing 777-300ER, 6hrs 35mins, ECONOMY (K). The status is Confirmed. The page shows the flight details, including the route, aircraft, and status. Red boxes highlight the 'Confirmed' status in the top right and the 'Confirmed' status in the bottom left.

- Violation: **Flexibility and efficiency of use**
- Severity: **Minor Usability Problem** ●

The information (highlighted in red) on the drop down is repetitive and it causes confusion. It can be replaced with additional options: baggage, seat, and meals (Fig 3-2).

Fig 3-2. Cathay Pacific Manage Booking Page



A screenshot of a flight booking page for Cathay Pacific. The flight is 11:05 SIN Terminal 2 to 12:05 KUL Terminal M, Total duration 1h 0m. The flight is operated by Malaysia Airlines. The passenger is Yeong Wai Shun, Marco Polo Club Silver member. The page shows the flight details, passenger information, and options for seat preference, meal, and baggage. Red boxes highlight the flight details at the top and the options for seat preference, meal, and baggage in the bottom right.

**Fig 4. Manage Passenger Preferences Page**

The screenshot displays the 'Manage Passenger Preferences' interface. It is organized into three main sections, each with a red box highlighting its header: 'Seats', 'Meals', and 'Baggage'. Each section contains flight details for two directions: Singapore (SIN) to Tokyo (HND) and Tokyo (HND) to Singapore (SIN). The 'Seats' section shows flight numbers SQ636 and SQ633, dates 28 Jan (Tue) and 09 Feb (Sun), and a 'No seat selected' status. The 'Meals' section shows the same flight details. The 'Baggage' section shows 'Included: 30Kg' for both directions. Each section has a 'CHANGE' or 'ADD' button in the top right corner.

Section	Flight Direction	Flight Number	Date	Status	Action	
Seats	Singapore (SIN) - Tokyo (HND)	SIN - HND • SQ636	28 Jan (Tue)	No seat selected	CHANGE	
	Tokyo (HND) - Singapore (SIN)	HND - SIN • SQ633	09 Feb (Sun)	No seat selected		
	Meals	Singapore (SIN) - Tokyo (HND)	SIN - HND • SQ636	28 Jan (Tue)		CHANGE
		Tokyo (HND) - Singapore (SIN)				
Baggage		Singapore (SIN) - Tokyo (HND)		28 Jan (Tue)	Included: 30Kg	ADD
		Tokyo (HND) - Singapore (SIN)		09 Feb (Sun)	Included: 30Kg	

- Violation: **Recognition rather than recall**
- Severity: **Minor Usability Problem** ●

Additional items/options such as seat, meals, and baggage are divided into 3 different sections and it may distract users. Also, flight information below is all repeated.

**Fig 5. Manage Booking Page**

The screenshot shows the 'Manage Booking' page with two flight segments. A red box highlights the left side of the first segment. The first segment is 'SINGAPORE TO TOKYO' with flight number SQ 636, date 22:45, 28 Jan (Tue), and status 'Confirmed'. The second segment is 'TOKYO TO SINGAPORE' with flight number SQ 633, date 16:40, 09 Feb (Sun), and status 'Confirmed'. Both segments have a dropdown arrow next to the status.

Flight Direction	Flight Number	Date	Status
SINGAPORE TO TOKYO	SIN - HND • SQ 636	22:45, 28 Jan (Tue)	Confirmed
TOKYO TO SINGAPORE	HND - SIN • SQ 633	16:40, 09 Feb (Sun)	Confirmed

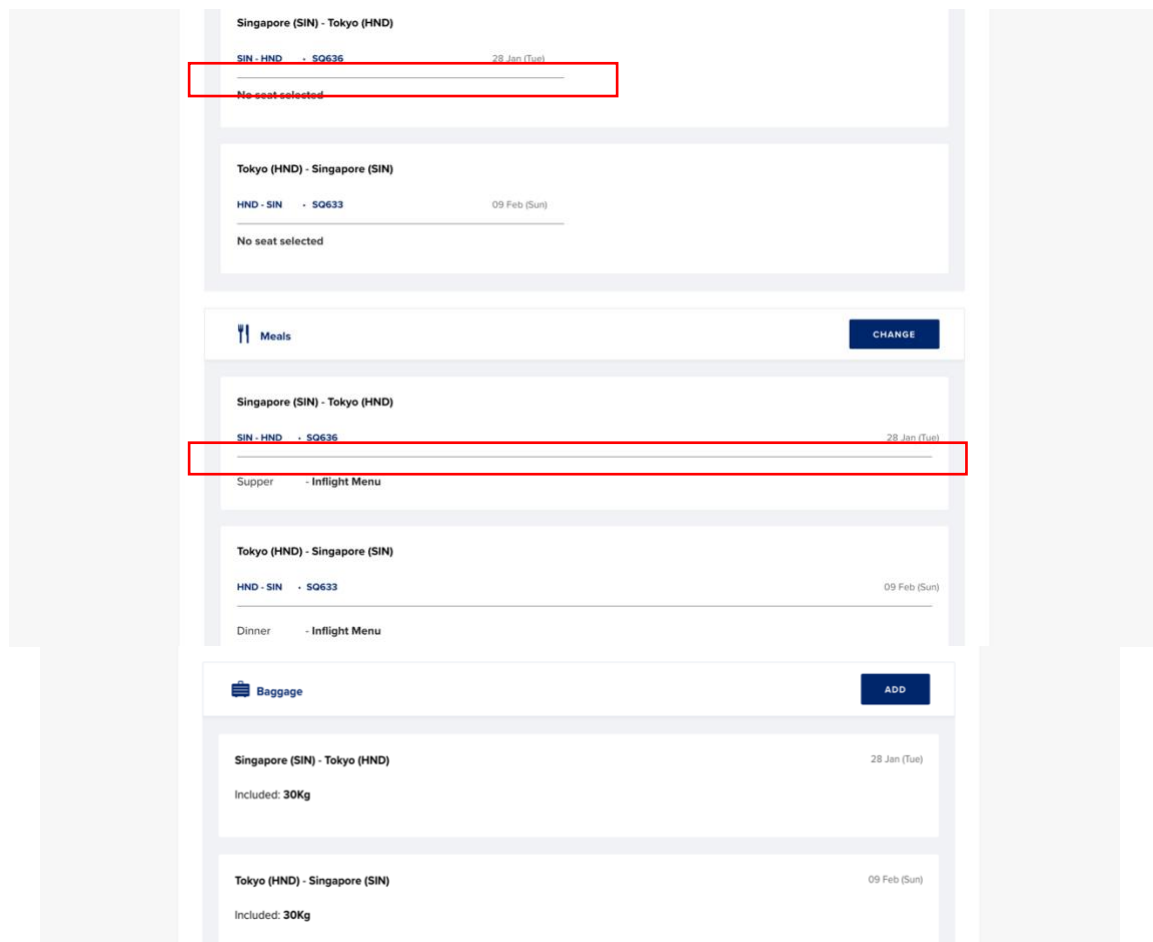
- Violation: **Match between system and the real world**
- Severity: **Cosmetic Problem** ●

Adding a symbolic Image/icon (highlighted above) would help users process information in a quicker, more efficient manner.

Fig 5-2. KLM Manage Booking Page



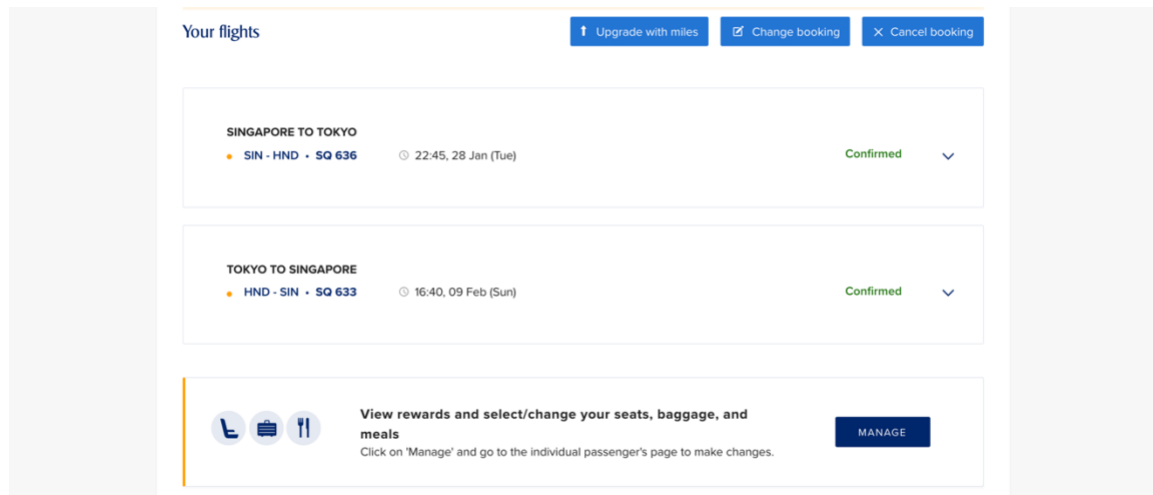
Fig 6. Manage Passenger Preferences Page



- Violation: **Consistency and standards**
- Severity: **Cosmetic Problem** ●

The lines between flight number and options are not consistent in length. 'Baggage' doesn't have lines at all.

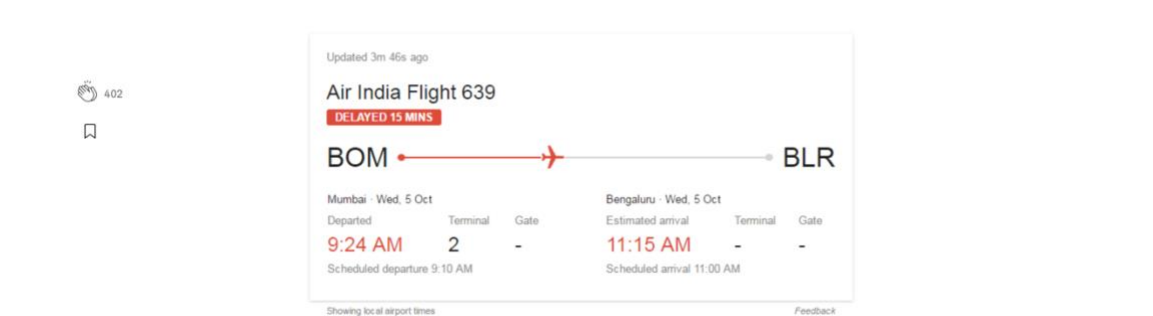
**Fig 7. Manage Booking Page**



- Violation: **Visibility of system status**
- Severity: **Cosmetic Problem** ●

As for system status, the page doesn't display information on status/progress that users have made in terms of booking options e.g., seat, meals, and baggage. The status quo requires users themselves to find where they are + where/what remaining tasks are. This may create a hurdle in terms of inclusivity.

**Fig 7-2. Air India (reference)**



## Next steps

Current Prototype  
Wireframe Review

- 01 - 1  
A/B Test (Mid-fidelity)
- 01 - 2  
Multivariate Tests