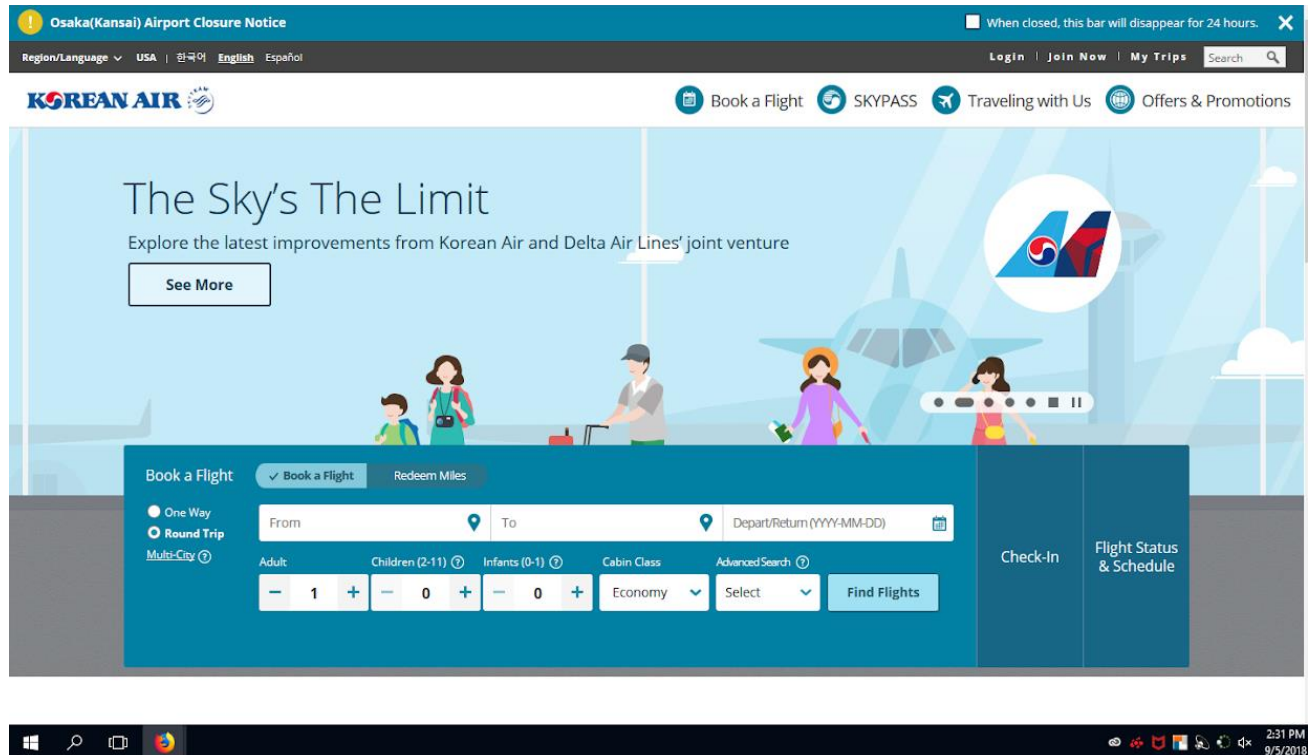SoJung Jang

Dr R. Ferdinand

Planning and Testing User Documents ENG 3780

5 September 2018

Week 2 Blog Post: Designing for Users

Identifying the Website:

  The website I selected for user interface testing is www.koreanair.com. This is a specific

Korean airline website that I use very often traveling back and forth from South Korea. If you

become a Skypass member, (which is a membership that allows you gather all the mileages you

receive from each flight and use it towards future rewards and upgrades) this website helps

members keep up with all their benefits and promotions as well. As a Skypass member, I use this

website every single time I decide to travel to Korea. My user tester is a 22 year old male. He is a

college student with proficient technical expertise. He's not really a frequent traveler, he has

traveled once or twice within the United States in his whole life and he is unfamiliar with any type of traveling websites.

User Actions:

During my user testing, I asked my user to go on the website and book a round-trip ticket from JFK airport to ICN airport from December 1st to December 20th. I gave him no further information or instructions and observed as he began the task I asked him to do. My user was able to find the booking option on the website's main page. He put in the necessary information to book the tickets into the option boxes which include which airport you're traveling from and to and the dates of travel. During the step 2 process where you select the time of flights, my user was able to easily find a flight time of his preference. There seemed to be no confusion or difficulty in doing so. The user did not do anything that I didn't expect. Although he had never used this website before, he did not seem to have any issues in booking the flight.

Expert vs Novice Users:

My novice user did not seem to have any issues at all completing the task I asked him to do on the traveling website he has never used before. The interface did not hinder my novice user but helped guide him through the given task of booking a round-trip ticket by providing clear visuals and easy to follow steps. If I had to point out something that might better support novice users, it's maybe that the steps the broken down even more easily, but it's pretty simple to follow as it already is.
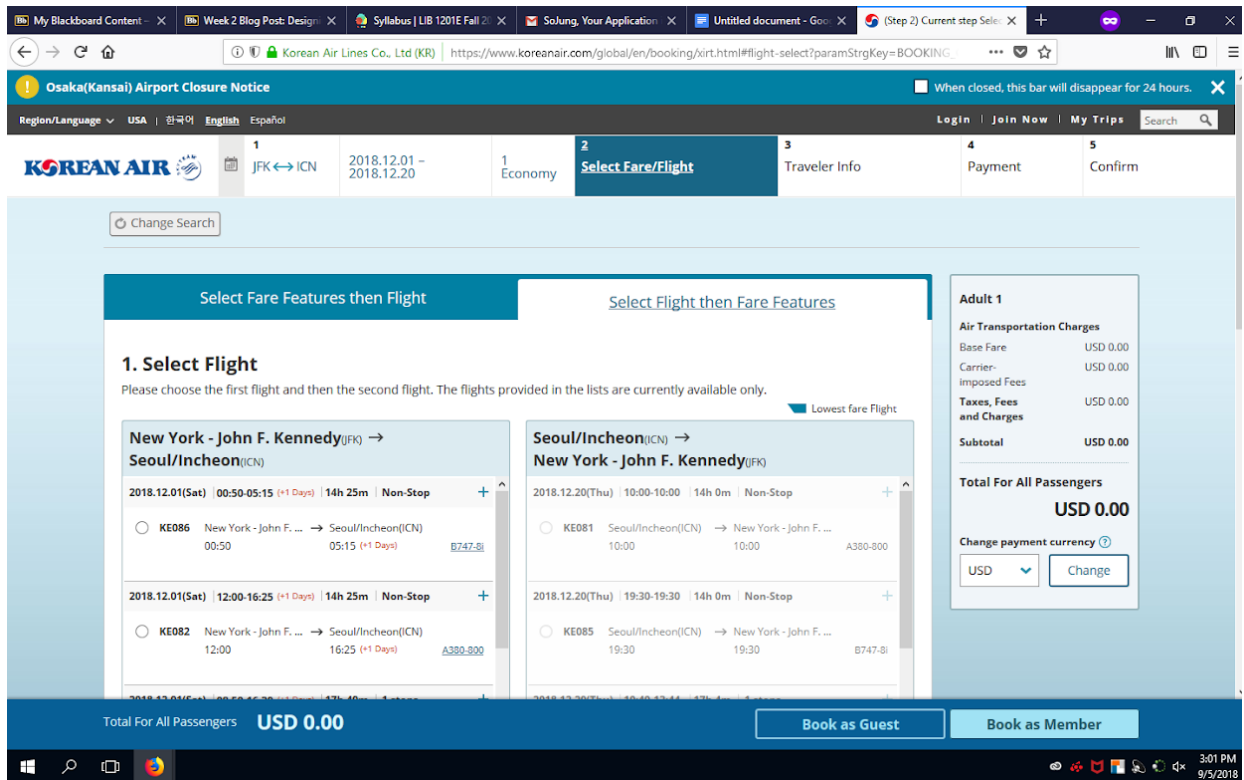
As you can see, the heading of steps numbered from 1 to 5 on top help the user to complete the task of booking a flight. During step two, you have to select an outbound and inbound flight. One thing in my opinion that can be fixed during this step is how the time is shown, it's shown in the 24-hour military clock which not a lot of people are familiar with. They can add a 12-hour AM/PM time to avoid confusion. However, overall, this website provides headings that even highlight which step you're on, clear step by step instructions with visuals to help user select their preferences, and altogether is a very well-made interface even for novice users.