



Heuristic Evaluation

Vistara Airlines

Report by Varun R Panambur

Heuristic Evaluation

I have conducted a heuristic evaluation on the existing web platform to identify the list of possible usability issues related to overall experience using the usability principles. Below are few points which I have observed in the present Vistara website(**Ticket booking and Club Vistara flow**).

#Aesthetic and minimalist design

#Visibility of system status.

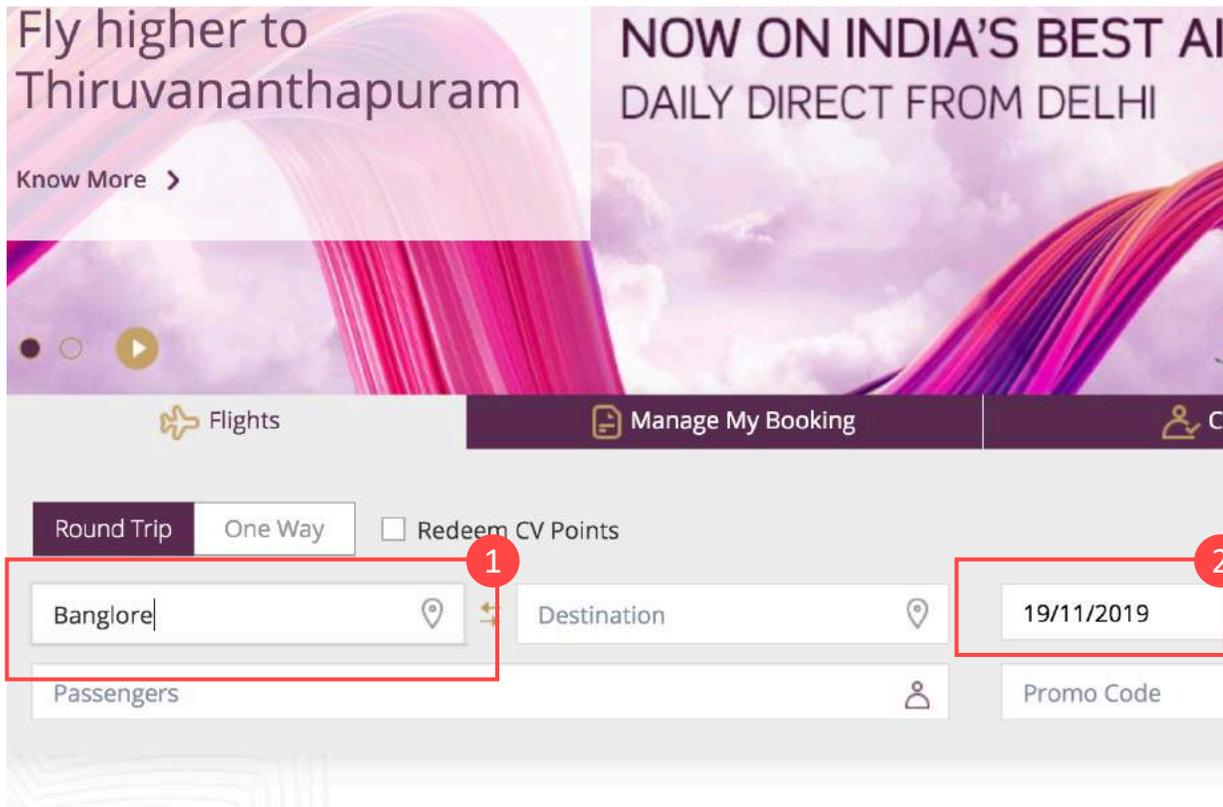
Match between system and the real world

#User control and freedom

#Recognition rather than recall.

#Consistency and standards.

#Flexibility and efficiency of use



1. Input is prone to error

Here the input is 'Bangalore' instead of 'Bengaluru' and there is no clear indication when user inputs the wrong origin. It is recommended to inform the user if the input is not found, along with nearest suggestions.

#Error Prevention

2. User has to manually tap on next input

User has to manually proceed for next step and it is recommended to help user to automatically highlight the next input which would reduce the manual effort.

#Flexibility and efficiency of use

Depart Date Return Date

Year Day

2019		2020		Su	Mo	Tu	We	Th	Fr	Sa
				27	28	29	30	31	1	2
				3	4	5	6	7	8	9
Jan	Feb	Mar	Apr	10	11	12	13	14	15	16
May	Jun	Jul	Aug	17	18	19	20	21	22	23
Sep	Oct	Nov	Dec	24	25	26	27	28	29	30

Show flexible dates Yes No

1. Text style looks like clickable

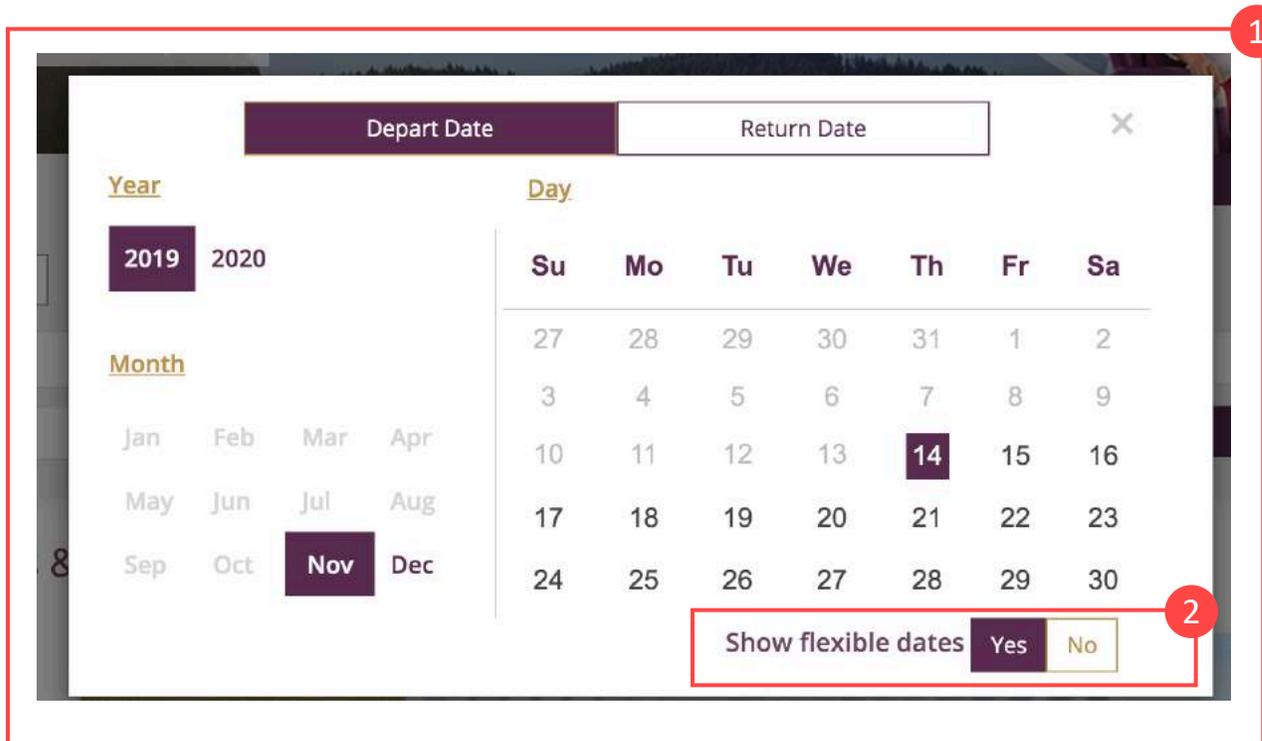
It confuses the user as the text style is similar to clickable link. It is recommended to avoid using the similar style.

#Consistency and standards

2. Frequently used actions are scattered

It is better to keep the hierarchical/selections closer so that it would be convenient for the user to select.

#Flexibility and efficiency of use



1. Distracts the users user

Pop-up for date selection would distract the user from the selecting a flight. Better UI with dropdown is recommended for these selections.

#Flexibility and efficiency of use

2. User won't be able to understand the outcome of selection

Include some information/instruction(within info icon) which helps user to make decision.

#Recognition rather than recall

1. Select - Flights

Vistara Direct
Complete your booking and get exclusive benefits

- Free change and cancellation
- Priority Services
- Attractive Cashback offers and more...

Bengaluru → Hyderabad Sat 30 Nov 2019

WED 27	THU 28	FRI 29	SAT 30	SUN 01	MON 02	TUE 03
INR 5,011	INR 5,011	INR 6,993	INR 10,171	no fare available	no fare available	no fare available

Sort By Filter flights

Selected Fare

- Economy Standard
- Economy Flexi
- Premium Economy Value
- Premium Economy Standard

Compare Fare Features

Your Booking +

1 Passengers

1 Adult

Outbound

Sat 30 Nov 2019

Inbound

Sat 30 Nov 2019

Continue

Booking Details

1. Information provide is not in logical language

Step 'Book' confuses the user as the whole procedure itself is ticket booking. Instead use language where information appears in natural language.

#Match between system and the real world

2. Difficult to edit the booking information

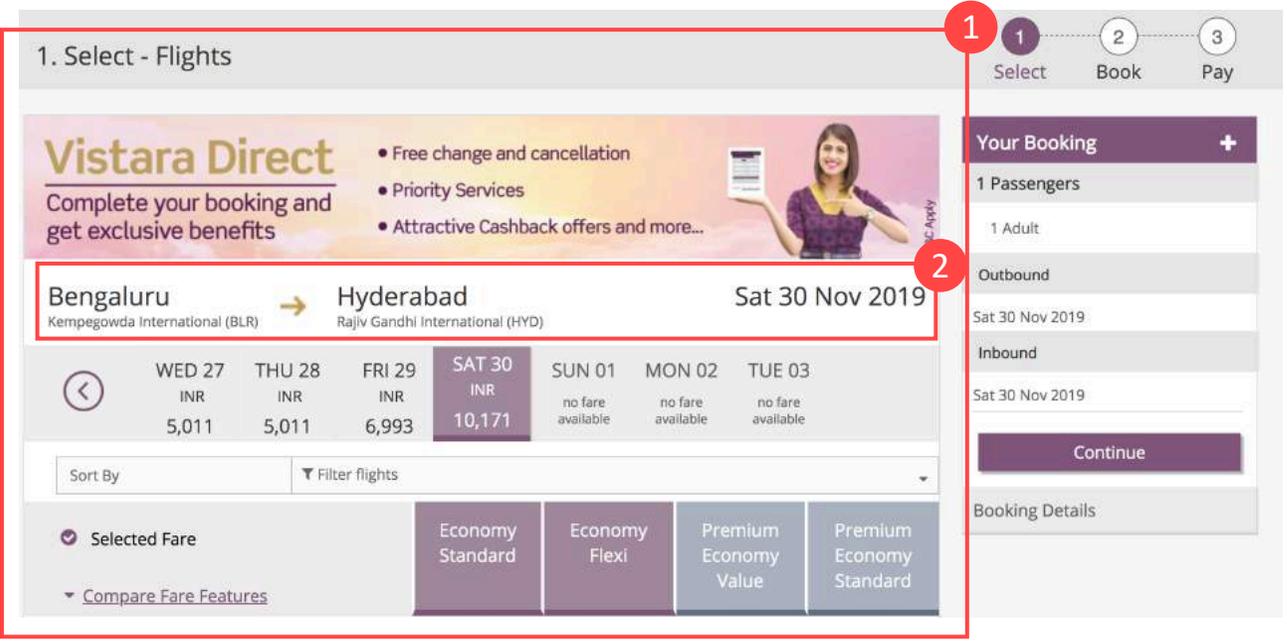
There is no options for the user to edit the booking info, which forces the user to go back to the previous page. There should be a clear option to edit these information quickly.

#User control and freedom

3. Page refreshes every time

Every time when user edits these options, the whole page reloads(~9 sec) which makes user to wait. This hampers the overall user experience.

#Flexibility and efficiency of use



1. Search are does not appear first

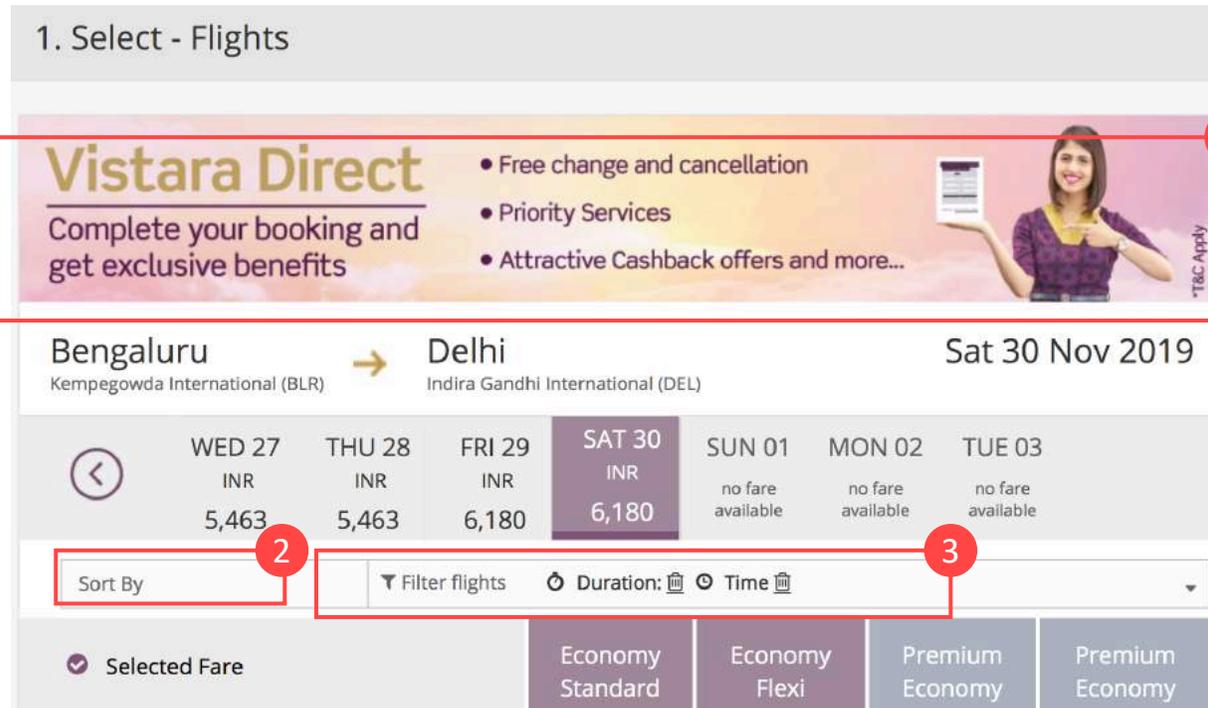
User has to scroll way down to see flight details which does not appear upfront. This will increase the user's cognitive load as the next step is not visible.

Recognition rather than recall

2. User fails to discover the options to select return flight

Discoverability for selecting the return flight is poor and user fails to identify the next procedure.

Recognition rather than recall



1. Irrelevant information for the frequent travellers

This banner is taking up the space and not required in the result page as it is consuming the real estate.

#Aesthetic and minimalist design

2. Missing option to sort according to price

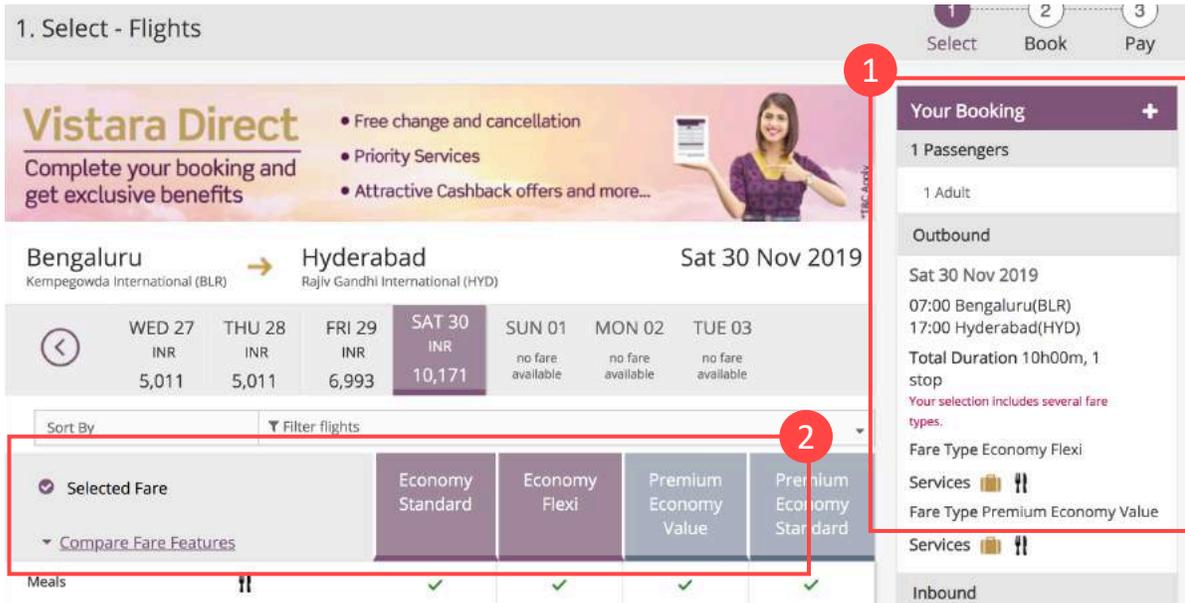
Basic sort option for price should be included as it is mostly used by many traveling users.

#Flexibility and efficiency of use

3. Frequently used filter options as hidden

Some of the frequently used filter are one click away from the standard function. Also, the filter option are not intuitive and difficult to slide & select. This could be simplified by providing selections upfront. Accidentally, chances of removing the filter selection are more as it gets deleted after tapping on it.

Flexibility and efficiency of use



1. No discoverability of next action

After selecting the flight details, it is difficult to find out the next action as the user has to scroll & select the action to proceed further.

Flexibility and efficiency of use

2. Redundant Information

Tapping on both the action button provides the same information which is redundant and confusing for the user.

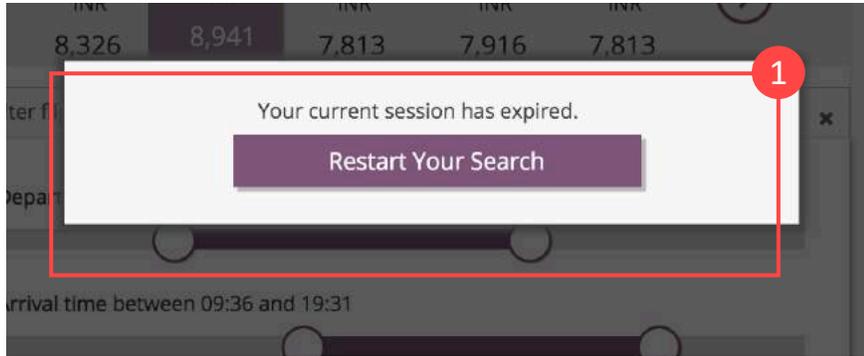
Consistency and standards



3. User may

As the text 'not available' & '3 seats left' are having same style, chances of user recognizing the available seats are very less. It is recommended to treat the information differently.

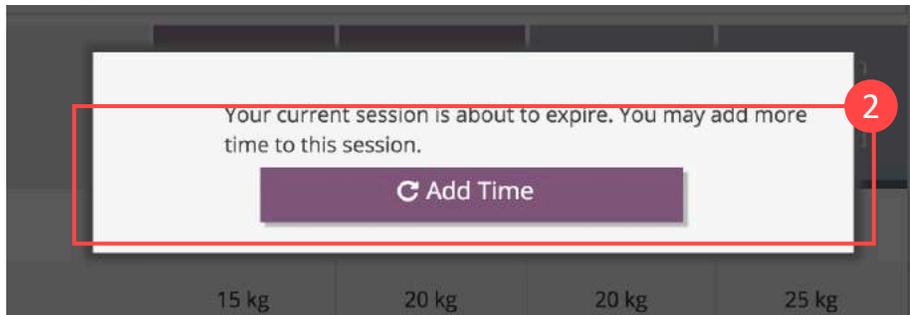
Consistency and standards



1. Additional effort

It is an extra step for the user to restart the search by again selecting the travel information. Instead, there should be an additional option to reload the session again with same travel information.

Flexibility and efficiency of use



2. An Irrelevant step for the user

Notifying user about session would not be relevant and also the CTA , 'Add Time' does not convey the actual meaning

#Flexibility and efficiency of use

3. Not user friendly language

It is recommended to express the error message in plain language so that it would be easy for the user to understand and recover from it.

#Help users recognize, diagnose, and recover from errors



Adult - JHON DOE

Title:* First Name:* Last Name:*

Mr JHON DOE

Frequent Flyer Airline Frequent Flyer Number

Vistara Frequent Flyer Number

1. Additional information

It is recommended not to seek any irrelevant information upfront. Instead, could be moved within additional information accordion.

Aesthetic and minimalist design

Emergency Contact Information

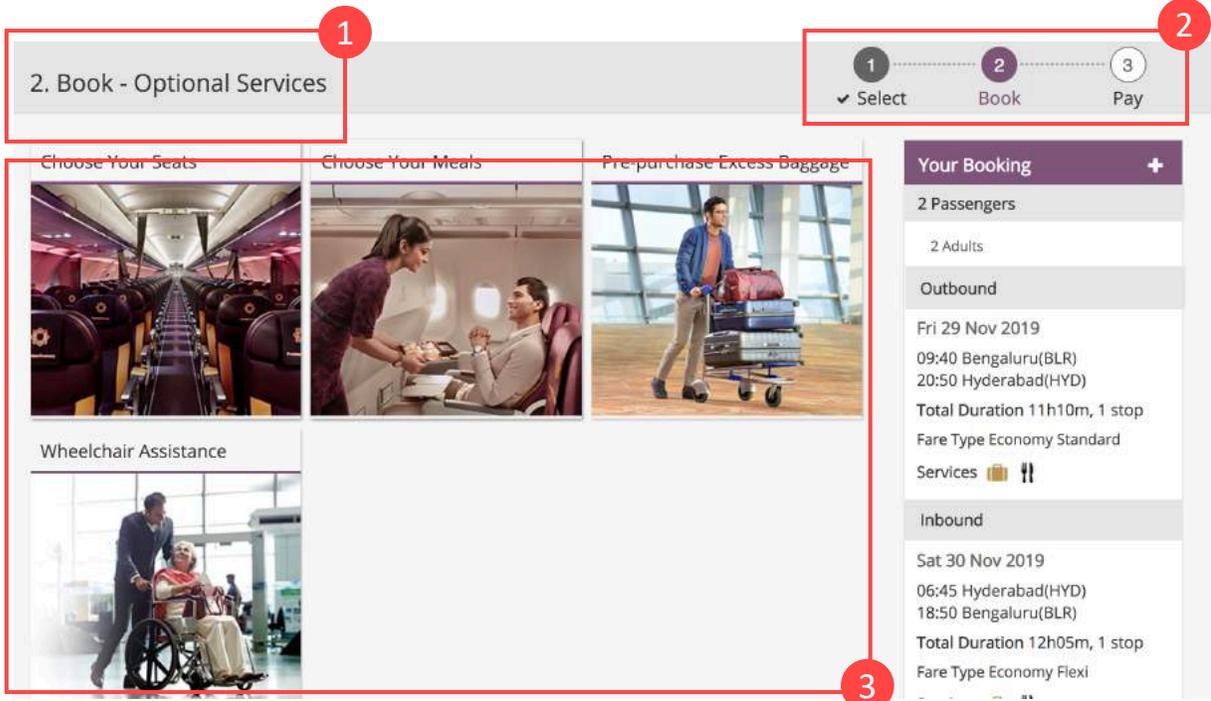
Do you want to provide Emergency Information?

No, thanks Yes

2. Wrong usage of button style

It is confusing for the user since primary button style is used instead of toggle/radio button which is not recommended.

#Consistency and standards



1. Merging of 2 steps within 'Book' section

It is recommended to show all the steps explicitly instead of merging within the step which avoids the confusion. Also, this reduces the memory load on user.

Recognition rather than recall

2. No options to go back

It is recommended to give flexibility for the user to edit previously added information.

Also, it is blocking the user to recheck the information which are provided in the previous step.

Flexibility and efficiency of use

2. Difficult to identify completed task

It is not intuitive for the user to identify and check the completed services.

Visibility of system status

[nd Conditions](#) and [Fare Rules](#).

Total INR 42,010

Air Fare INR 35,896

Taxes and Fees INR 6,114

[Currency Converter](#)

*Return trip rounded off prices for all travellers
(inclusive of taxes and fees)*

Continue

Continue

Booking Details

Fare Conditions

1

1. Redundant button

It is not recommended to keep the button which serves the same purpose and user should not wonder about its outcome.

Consistency and standards

Vistara Flights >

Partners

Retro Claim

Referral Program

Award & Tier Predictor

Earning CV Points

Club Vistara Points are the points you earn every time you fly with us. In this unique points system, members earn CV Points based on the fare value of your ticket (base fare excluding taxes and fees). Which means higher the value of your ticket, the more CV Points you earn.

We have 4 tiers: CV Base, CV Silver, CV Gold and CV Platinum. When you join the club, you start off as CV Base and go up the tier as you keep flying with us. Here are the number of CV points you earn at each tier:

Tier	CV Points Per INR 100 Spent
CV Base	8
CV Silver	9
CV Gold	10
CV Platinum	11

Club Vistara Points and Tier Points

Furthermore, CV members also earn Tier Points each time they fly with us. The value of these points will be the same as CV Points, calculated based on fare value and the CV Tier you are a part of. While CV Points can be used for redeeming an Award Flight or an Upgrade Award, Tier Points are used only for the purpose of tier evaluation.

Tier Points help determine your tier status and move you to the Elite Tiers. These various tiers offer higher earnings and access to exclusive privileges and benefits like priority services and lounge access. Tier Points are non-redeemable and are valid only for a 12-month period.

Please note: All bonus points that you earn as part of ongoing offers & promotions will add up to your CV Points and will not affect your Tier Points.

Here is the summary of Tier Points you earn at each tier:

Tier	Tier Points Per INR 100 Spent
CV Base	8
CV Silver	9
CV Gold	10
CV Platinum	11

1. Redundant of same information

Repeated information should be avoided as it confuses the user.

Consistency and standards

2. Missing CTA

It is recommended to provide CTA which directs the user to achieve next task.

Flexibility and efficiency of use

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Plan Travel Travel Information Club Vistara Log In Enrol

1

Open up a world of benefits
Club Vistara: India's Fastest Rewarding Frequent Flyer Program

2

Home > Club Vistara > Tiers And Benefits > Benefits And Privileges

About CV Earn Redeem Tiers and Benefits

Club Vistara Tiers
Elite Tier Qualification
Benefits and Privileges >

3

Refer to the table below to know all about Club Vistara tier privileges.

Privileges & Benefits	Base	Silver	Gold	Platinum
Earn Tier/CV Points	Yes	Yes	Yes	Yes
Tier/CV Points*	8	8	10	11
Priority Airport Standby			Yes	Yes
Priority Waitlist Clearance		Yes	Yes	Yes
Complimentary Fly Early				Yes
Complimentary Emergency Row Seat Selection			Yes	Yes
Priority Airport Check-in		Premium Economy Counter	Business Class Counter	Business Class Counter
Guaranteed Reservation in Economy Class			Upto 48 hrs Prior	Upto 24 hrs Prior
Increased Check-In Baggage allowance		+6 Kg	+10 Kg	+15 Kg

1. Banner images are not informative

It is recommended to use this real estate to motivate the user with some information to signup.

Flexibility and efficiency of use

2. Usage of breadcrumb is incorrect

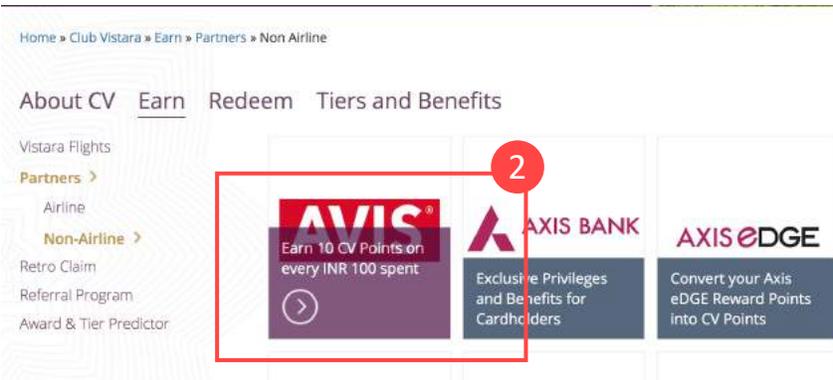
It is not necessary to use the breadcrumb for same page level which has no logical hierarchy.

Flexibility and efficiency of use

3. Representation of Privileges are not intuitive

Text with long scroll pattern are difficult to scan the content. It is recommended to group the content for better representation.

Flexibility and efficiency of use



1. **Important information are not displayed upfront**
Important information such as membership details/FAQ which is primary information are hard to discover.

Flexibility and efficiency of use

2. **Difficult to predict the outcome of button**
There is no visual clue for user to predict the outcome of action button as it is redirecting the user to new page, which confuses the user.

Consistency and standards

About CV Earn Redeem Tiers and Benefits

Vistara Flights

Partners >

Airline

Non-Airline

Retro Claim

Referral Program

Award & Tier Predictor

The screenshot shows a website interface with a navigation menu on the left and a main content area on the right. The navigation menu includes 'About CV', 'Earn', 'Redeem', and 'Tiers and Benefits'. Under 'Earn', there is a 'Partners' link with a right-pointing arrow. Below 'Partners' are several sub-links: 'Airline', 'Non-Airline', 'Retro Claim', 'Referral Program', and 'Award & Tier Predictor'. A red box highlights the 'Partners' link and the content area below it. The content area has a brown background with the word 'Partners' in white. Below 'Partners' is the text 'Earn each time you fly, swipe or book with our partners.' To the right of this text are two images: the top one shows a woman in a purple uniform holding a small airplane model, with the word 'Airline' below it; the bottom one shows three women smiling in front of a blue sky with palm trees and a large white geometric logo.

1. Additional click to view information

It is unnecessary to provide extra step for the user to view information as the left menu is already serving the same purpose.

Consistency and standards

THANK YOU