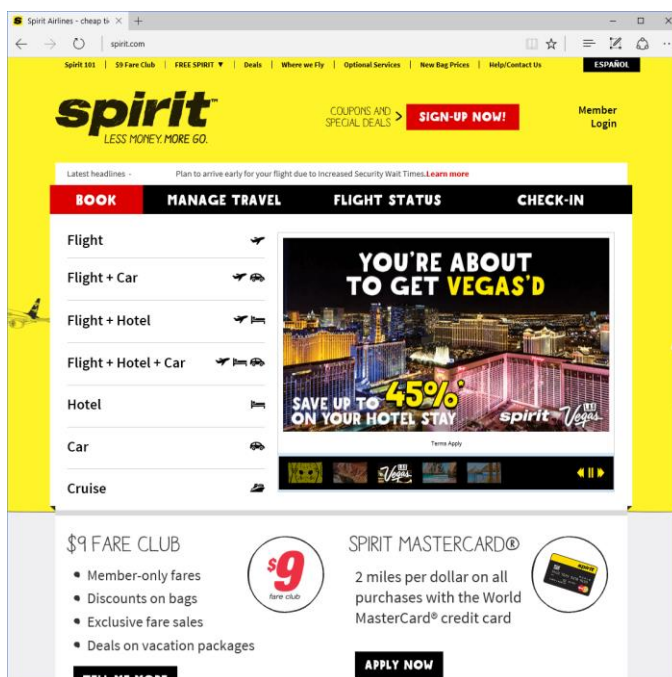
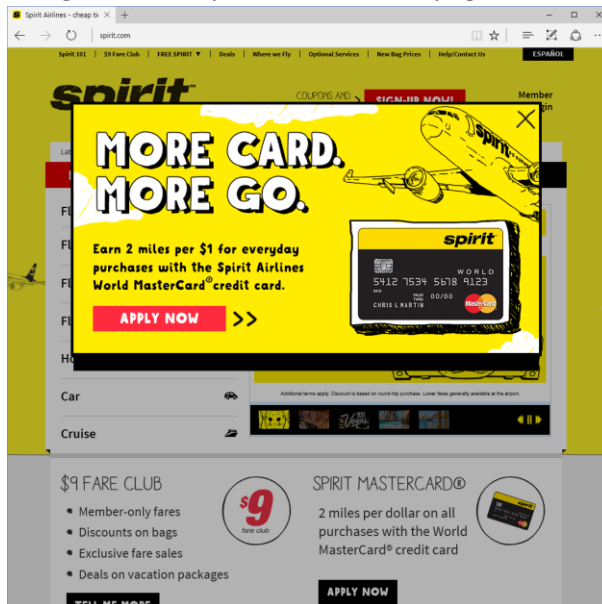


Website: Spirit Airlines (<https://www.spirit.com>)

1. Navigate to the Spirit Airlines Homepage



➤ Heuristics Violated:

• **Minimalism:**

- The first thing the user sees when entering the homepage is an advertisement for a credit card. After closing the credit card advertisement, another advertisement section takes up a large portion of the screen.
 - Severity 1 – cosmetic problem

2. When I select Flight, I get the following screen. Next, I tried to select the “From” and “To” fields.

The screenshot shows the Spirit Airlines website's flight booking interface. At the top, there's a navigation bar with links like 'Spirit 360', '30 Fare Club', 'FREE SPIRIT', 'Deals', 'Where we fly', 'Optional Services', 'New Bag Prices', 'Help/Contact Us', and 'EUPAROS'. Below this is a yellow banner with the Spirit logo and the tagline 'LESS MONEY. MORE GO.'. A 'SIGN-UP NOW!' button is also present. The main content area has tabs for 'BOOK', 'MANAGE TRAVEL', 'FLIGHT STATUS', and 'CHECK-IN'. The 'Flight' tab is selected, showing a search form with fields for 'From where?', 'To where?', 'Departure date', 'Return date', 'Adults', 'Children 13-17 years', and 'Infants 2-12 years'. A 'SEARCH FLIGHTS' button is at the bottom of the form. To the right of the form is a large advertisement for Vegas with the text 'YOU'RE ABOUT TO GET VEGAS'D' and 'SAVE UP TO 45% ON YOUR HOTEL STAY'. Below the search form, there's a section for '\$9 FARE CLUB' and 'SPIRIT MASTERCARD®' with an 'APPLY NOW' button.

The “From” and “To” fields don’t allow the user to enter any text. Typing while the drop down list is displayed doesn’t filter the list of available options. It only jumps to the location with the first letter matching the letter typed. Once a letter has been typed, other letters are not recognized.

This screenshot shows a dropdown list of flight destinations on the Spirit Airlines website. The list includes cities like Chicago, Cleveland, Dallas/Ft. Worth, Denver, Detroit, Fort Lauderdale, Fort Myers, Guatemala City, Houston, Kansas City, Kingston, Las Vegas, Latrobe, Lima, Los Angeles, Los Cabos, Managua, Medellin, Miami, Minneapolis/St. Paul, Montego Bay, Montreal, Myrtle Beach, New Orleans, New York, Niagara Falls, Oakland, Orlando, Panama City, and Philadelphia. The 'New Orleans, LA (MSY)' option is highlighted. To the right of the dropdown, there's a 'FLIGHT STATUS' and 'CHECK-IN' section with an advertisement for 'ARIZONA ADVENTURERS. ARISE!' and '\$25 OFF PHOENIX VACATION PACKAGES'.

➤ Heuristics Violated:

- **Flexibility**

- Doesn’t allow users to select locations by typing to filter list
 - Severity 2 – minor usability problem

- **Freedom:**

- Doesn’t allow users to change the letter typed for finding the location. Once the drop down appears and a letter is typed, any additional letters typed are ignored and the location of the highlighted location doesn’t change.

- **Minimalism:**

- The right side of the page is a very distracting constantly changing and flashing new advertisements.

3. When selecting the Departure Date, it allowed me to select an invalid date.

BOOK **MANAGE TRAVEL** **FLIGHT STATUS**

Flight <-- Show All

☒ Round trip ☐ One way ☐ Multi-city

FROM

New York, NY - LaGuardia (LGA)

TO

San Diego, CA (SAN)

DEPARTURE DATE

13/11/14

RETURN DATE

mm/dd/yyyy

ADULTS


1 adult

PROMOTION CODE

Code

SEARCH FLIGHTS

EXCLUSIVE
SPIRIT VACATION TO
ROYAL DECAMERON
PORT AU PRINCE, HAITI
AIR + ALL INCLUSIVE
RESORT + TRANSFER
2 NIGHTS FROM




May 2016

June 2016

SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

\$9 FARE CLUB



SPIRIT MASTERCARD

If I select the Search Flights button it gives me the following:

BOOK **MANAGE TRAVEL** **FLIGHT STATUS** **CHECK-IN**

Flight <-- Show All

☒ Round trip ☐ One way ☐ Multi-city

FROM

New York, NY - LaGuardia (LGA)

Please enter a valid Date.

DEPARTURE DATE

13/11/14

RETURN DATE

mm/dd/yyyy

ADULTS

1 adult

CHILDREN (0-17 YEARS)

0 children

PROMOTION CODE

Code






☐ Purchase flight with FREE SPIRIT miles.

SEARCH FLIGHTS

HUGE SUMMER SALE!

BOOK A VACATION PACKAGE AND SAVE UP TO 65% ON YOUR HOTEL STAY

Terms Apply



If I clear one of my locations, it still give me the following and doesn't display that I have multiple problems.

BOOK

MANAGE TRAVEL

FLIGHT STATUS

CHECK-IN

Flight

<-- Show All

☒ Round trip
☐ One way
☐ Multi-city

FROM

From where?

Please enter a valid Date.

DEPARTURE DATE

13/11/14

RETURN DATE

mm/dd/yyyy

ADULTS

1 adult

CHILDREN (0-17 YEARS)

0 children

PROMOTION CODE

Code

☐ Purchase flight with FREE SPIRIT miles.

SEARCH FLIGHTS

EXCLUSIVE SPIRIT VACATION TO

ROYAL DECAMERON

PORT AU PRINCE, HAITI

AIR • ALL INCLUSIVE RESORT • TRANSFER

2 NIGHTS FROM \$399*

PER PERSON

Additional terms apply. Package pricing is per person based on double occupancy.

If I specify a valid date, then it gives me the following:

BOOK

MANAGE TRAVEL

FLIGHT STATUS

CHECK-IN

Flight

<-- Show All

Please select an origin.

☐ Multi-city

FROM

From where?

TO

San Diego, CA (SAN)

DEPARTURE DATE

05/21/2016

RETURN DATE

05/21/2016

ADULTS

1 adult

CHILDREN (0-17 YEARS)

0 children

PROMOTION CODE

Code

☐ Purchase flight with FREE SPIRIT miles.

SEARCH FLIGHTS

HUGE SUMMER SALE!

BOOK A VACATION PACKAGE AND SAVE UP TO 65% ON YOUR HOTEL STAY

Terms Apply

➤ Heuristics Violated:

- Error Prevention:**
 - Allowed me to specify an invalid date in the Departure Date field. Validation only occurs when Search Flights is selected.
 - Severity 2 – minor usability problem
- Error Recovery:**
 - When multiple errors exist, it only displays a hint for one of the errors and it may not be the first field with the error.
 - Severity 2 – minor usability problem

4. If I specify 0 adults and 0 children, it gives me the following:

The screenshot shows a flight booking interface with a top navigation bar containing 'BOOK', 'MANAGE TRAVEL', 'FLIGHT STATUS', and 'CHECK-IN'. The 'BOOK' section is active, displaying a 'Flight' form. The form includes fields for 'FROM' (New York, NY - LaGuardia (LGA)), 'TO' (San Diego, CA (SAN)), 'DEPARTURE DATE' (05/21/2016), 'RETURN DATE' (05/21/2016), 'ADULTS' (0 adults), and 'CHILDREN (0-17 YEARS)' (0 children). A 'PROMOTION CODE' field is also present. A red 'SEARCH FLIGHTS' button is at the bottom. An error message box is overlaid on the form, titled 'PASSENGERS REQUIRED' with a close button (X). The message reads: 'Please specify the number of passengers and resubmit.' The background of the interface features a scenic image of a rocky coastline with a beach and the text 'HUGE SUMMER SALE!'.

This is different from the error responses received for the other fields above.

➤ Heuristics Violated:

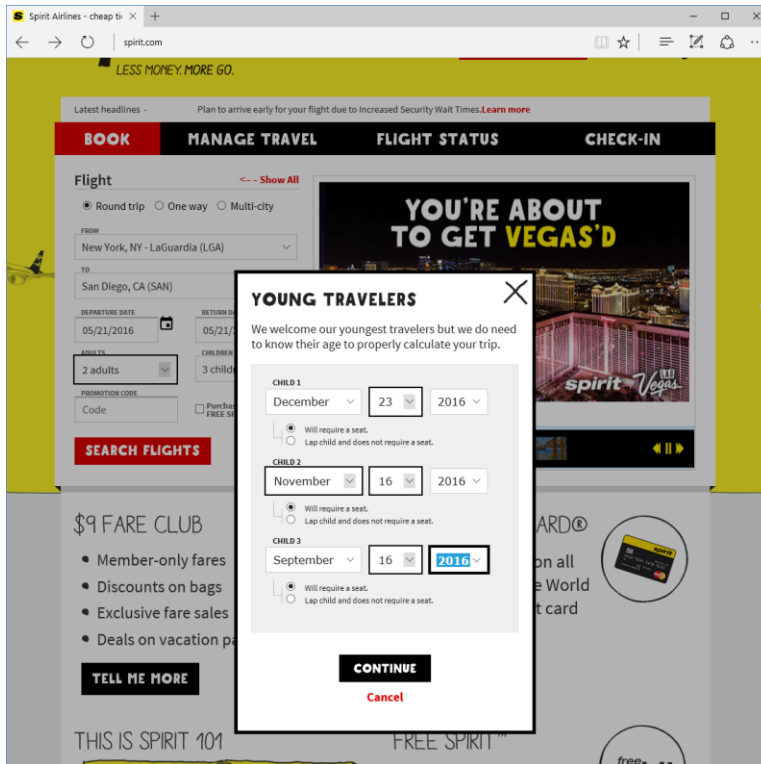
- **Error Prevention**
 - Doesn't prevent the user from selecting no passengers until Search Flights is selected
 - Severity 2 – minor usability problem
- **Consistency**
 - The error mechanism isn't consistent across all entry fields. The passengers error is different from the error I received when From, To, or Dates were invalid.
 - Severity 2 – minor usability problem
- **Error Recovery**
 - It doesn't specifically label which fields can be set to resolve this issue.
 - Severity 2 – minor usability problem

5. When I entered valid values for each of the fields with children I received the following:

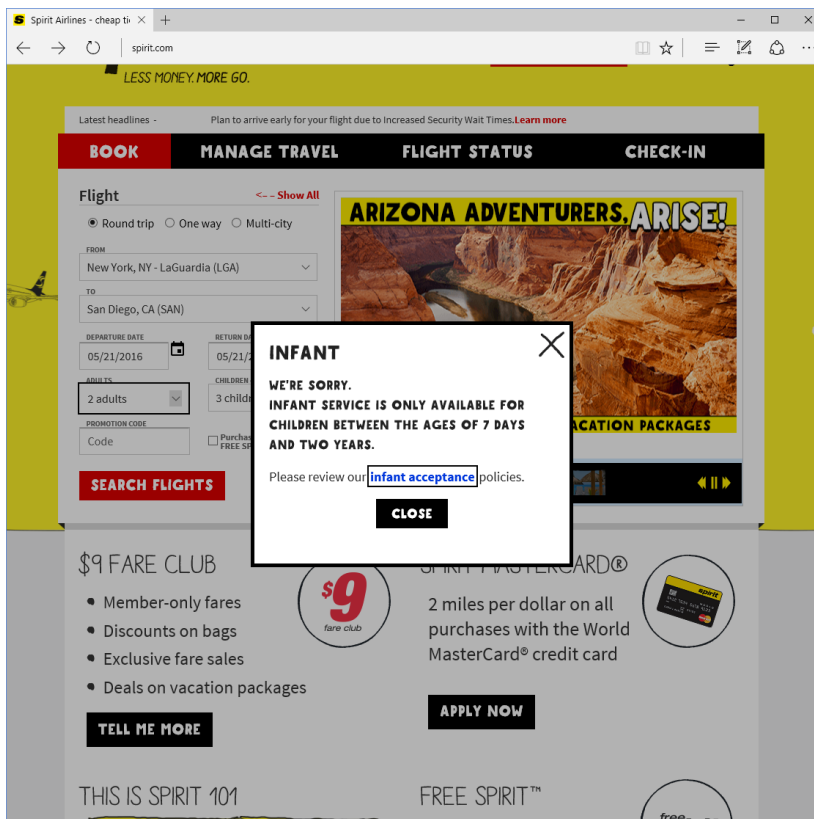
The screenshot shows the Spirit Airlines website's flight booking section. At the top, there are navigation tabs: **BOOK**, **MANAGE TRAVEL**, **FLIGHT STATUS**, and **CHECK-IN**. Below the tabs, the "Flight" section is active, showing options for **Round trip**, **One way**, and **Multi-city**. The "FROM" field is set to "New York, NY - LaGuardia (LGA)" and the "TO" field is set to "San Diego, CA (SAN)". The "DEPARTURE DATE" is "05/21/2016" and the "RETURN DATE" is "05/21/2016". The "ADULTS" field is set to "2 adults" and the "CHILDREN (0-17 YEARS)" field is set to "3 children". There is a "PROMOTION CODE" field and a checkbox for "Purchase flight with FREE SPIRIT miles." A red **SEARCH FLIGHTS** button is at the bottom left. On the right, there is a promotional banner for "ARIZONA ADVENTURERS. ARISE!" with a "\$25 OFF" discount and "PHOENIX VACATION PACKAGES".

This screenshot shows the Spirit Airlines website with a "YOUNG TRAVELERS" modal dialog open. The dialog has a title "YOUNG TRAVELERS" and a close button (X). The text inside says: "We welcome our youngest travelers but we do need to know their age to properly calculate your trip." Below this, there are three sections for "CHILD 1", "CHILD 2", and "CHILD 3". Each section has dropdown menus for "Month", "Day", and "Year". In the "CHILD 1" section, the "Day" dropdown is open, showing "Day" selected. The background of the website is partially visible, showing the same flight search interface as the previous screenshot, but with a yellow overlay. At the bottom, there is a "\$9 FARE CLUB" section with a "TELL ME MORE" button and a "FREE SPIRIT 101" section with an "APPLY NOW" button.

This screen allows me to select invalid dates.



When I select Continue it gives me the following:



When I select Close, it sends me back to the main Flight booking screen.

When I choose the following:

The screenshot shows the Spirit Airlines website interface. The main navigation bar includes links for BOOK, MANAGE TRAVEL, FLIGHT STATUS, and CHECK-IN. The flight booking form is visible, showing a round trip from New York, NY - LaGuardia (LGA) to San Diego, CA (SAN) for 2 adults and 3 children. A modal window titled 'YOUNG TRAVELERS' is open, asking for birth dates for three children. The modal includes a 'CONTINUE' button and a 'Cancel' link.

YOUNG TRAVELERS

We welcome our youngest travelers but we do need to know their age to properly calculate your trip.

CHILD 1

Month: November, Day: 2, Year: 2016

☐ Will require a seat.
☒ Lap child and does not require a seat.

CHILD 2

Month: October, Day: 9, Year: 2016

☐ Will require a seat.
☒ Lap child and does not require a seat.

CHILD 3

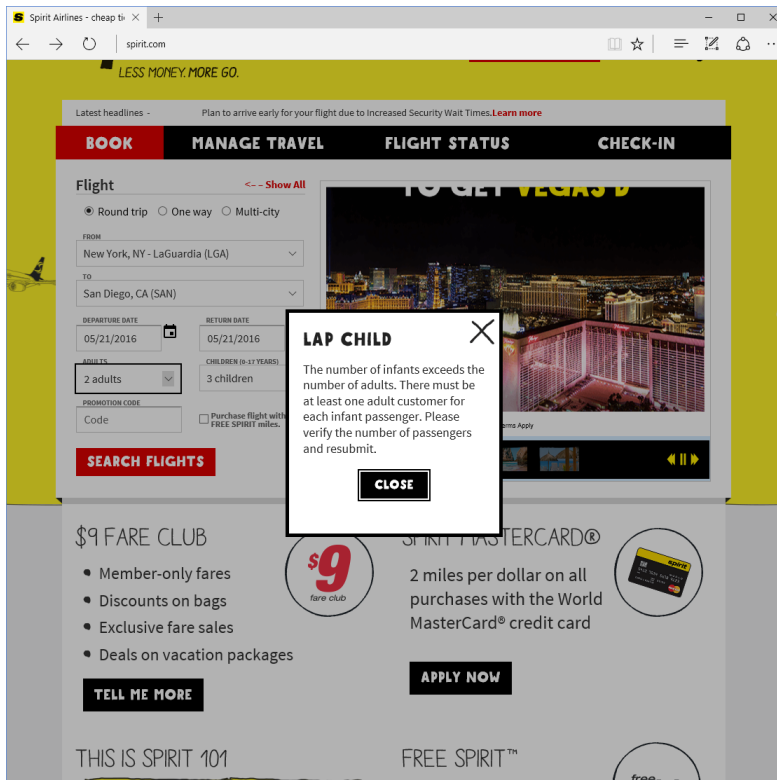
Month: December, Day: 17, Year: 2016

☐ Will require a seat.
☒ Lap child and does not require a seat.

CONTINUE

[Cancel](#)

It gives me the following:



When I select Close, it sends me back to the main Flight booking screen.

➤ Heuristics Violated:

- **Consistency**

- Asks about the age of children, but then offers a date selection mechanism that's different from the date selection on the main screen. It also doesn't clearly specify to enter the birthdate for each child.
 - Severity 2 – minor usability problem

- **Flexibility**

- Can't enter the children's birthdate with a calendar or by typing in the date. The user must select multiple items (month, day, year) to set a date
 - Severity 2 – minor usability problem

- **Error Prevention**

- Allows me to select invalid birthdates for the children and allows me to select more infant children for lap seats than I have adults.
 - Severity 2 – minor usability problem

- **Error Recovery**

- When errors occur in the child birthdate screen it sends me back to the main flight booking screen instead of keeping me in the child birthdate screen, allowing me to correct my errors.
 - Severity 2 – minor usability problem

6. If I select valid Flight information and valid children's birthdates it doesn't allow me to see or book any flights.

BOOK**MANAGE TRAVEL****FLIGHT STATUS****CHECK-IN**

Flight <-- Show All

☒ Round trip ☐ One way ☐ Multi-city

FROM
New York, NY - LaGuardia (LGA)

TO
San Diego, CA (SAN)

DEPARTURE DATE
05/21/2016

RETURN DATE
05/21/2016

ADULTS
2 adults

CHILDREN (0-17 YEARS)
3 children

PROMOTION CODE
Code


☐ Purchase flight with FREE SPIRIT miles.

SEARCH FLIGHTS

ARIZONA ADVENTURERS, ARISE!

\$25 OFF* PHOENIX VACATION PACKAGES

Terms Apply



Spirit Airlines - cheap ti x +

← → ↻ spirit.com

LESS MONEY. MORE GO.

BOOK**MANAGE TRAVEL****FLIGHT STATUS****CHECK-IN**

Flight <-- Show All

☒ Round trip ☐ One way ☐ Multi-city

FROM
New York, NY - LaGuardia (LGA)

TO
San Diego, CA (SAN)

DEPARTURE DATE
05/21/2016

RETURN DATE
05/21/2016

ADULTS
2 adults

CHILDREN (0-17 YEARS)
3 children

PROMOTION CODE
Code

☐ Purchase flight with FREE SPIRIT miles.

SEARCH FLIGHTS

YOUNG TRAVELERS X

We welcome our youngest travelers but we do need to know their age to properly calculate your trip.

CHILD 1
September 5 2001

CHILD 2
March 11 2004

CHILD 3
October 23 2006

CONTINUE

Cancel

\$9 FARE CLUB

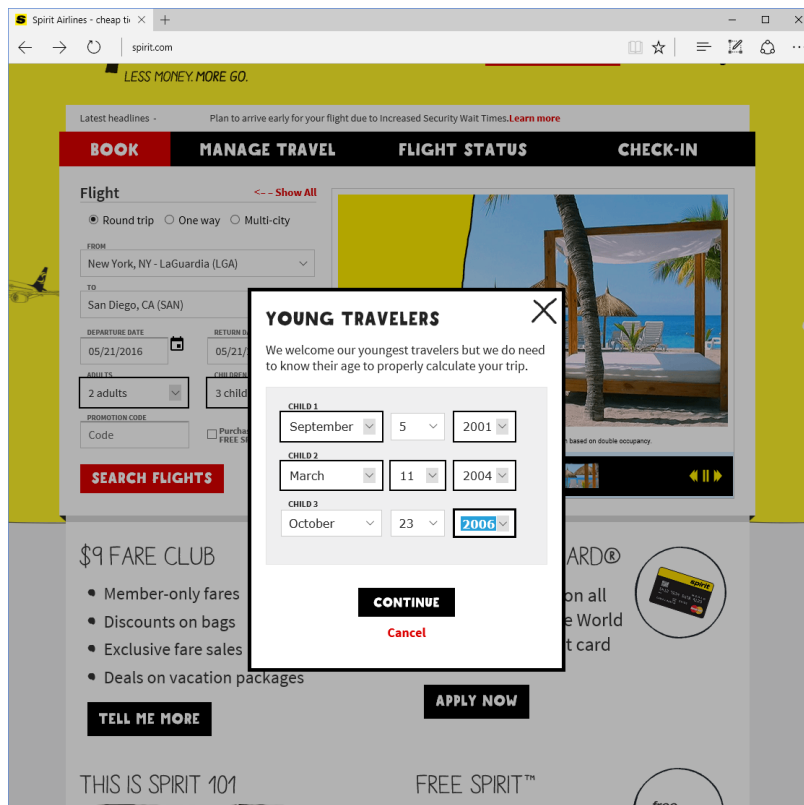
- Member-only fares
- Discounts on bags
- Exclusive fare sales
- Deals on vacation packages

TELL ME MORE

APPLY NOW

THIS IS SPIRIT 101

FREE SPIRIT™

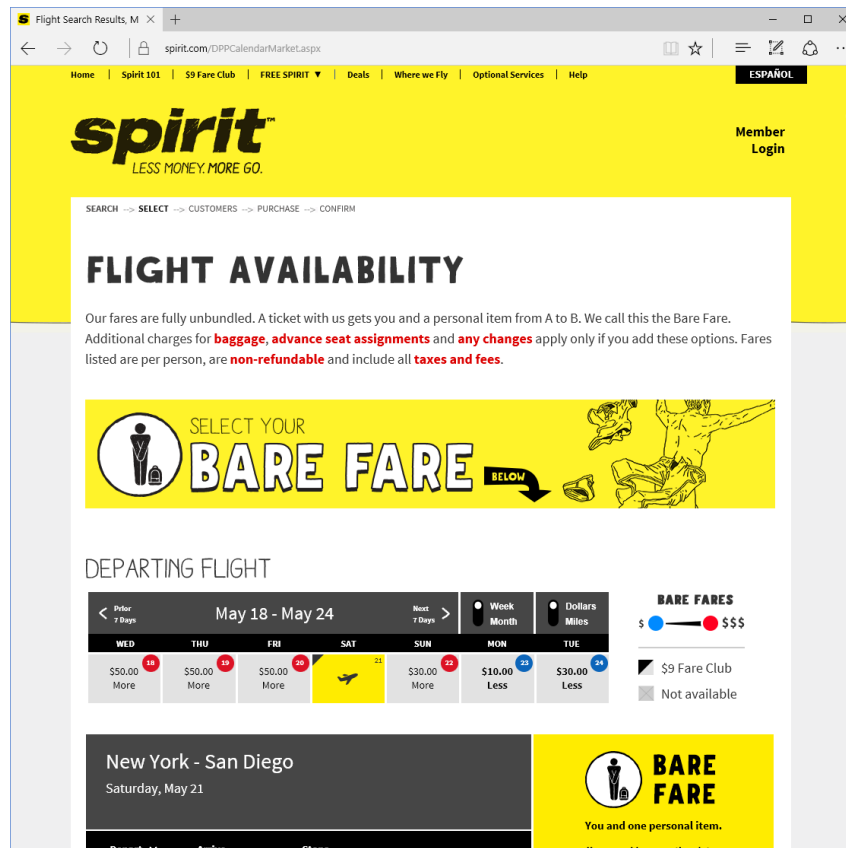


When I selected Continue, it sent me back to the main Flight booking screen without any status of what just happened.

Now when I click on the Search Flights button (red) nothing happens.

I can't seem to be able to select 2 adults and 3 children and search flights. That's a big problem.

If I refresh the page and select only adults it displays the following when Search Flights is selected.



➤ Heuristics Violated:

- **Visibility**

- When I selected Continue on the Young Travelers screen, nothing happened. It just sent me back to the main Flight booking screen with no additional information.
 - Severity 3 – Major usability problem

- **Error Recovery**

- When I selected Continue and error may have occurred, but nothing was displayed to the user. The screen seems to be malfunctioning after this point because the Search Flights button doesn't work. I'm unable to see or book flights with 2 adults and 3 children.
 - Severity 4 – Usability catastrophe