Usability Evaluation of Web-based Online Airline Booking System

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Usability Evaluation of Web-based Online Airline Booking System

A thesis submitted to the College of Arts and Sciences in Partial Fulfillment of the requirement for the degree Master of Science (Information Communication Technology)

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By

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Abstract

Usability evaluation is aimed to detect the most part of the problems, obstacles and breakdowns based on user's point of view when interacting with a web application. With the rapidly development of the web-based application, many organizations have their own web-based application, such as the government, enterprises, and the education institutions, to increase their usability and to bring more benefit to the organization. Meanwhile, the problems and obstacles in the web-based application can harm the organization. As one important composition of E-commerce web applications, whose revenue is highly dependent on the usability of web application, online airline booking system plays a more and more important role in people's life. Unfortunately, there is a lack of research on the usability of online airline booking systems, while the airline booking systems are facing threats from the internet. Therefore, there is a strong demand of research on the usability evaluation of online airline booking system. This study will focus on online airline booking system of Malaysia Airline, Royal Jordanian Airline and Emirates Airline as case study. Theoretical study will come out with the proposed model to evaluate the selected airlines, questionnaires will be used to collect information and a guideline for better requirement and design of a generic Web-based airline online booking system will be proposed.
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# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permission To Use</td>
<td>iii</td>
</tr>
<tr>
<td>Abstract</td>
<td>iv</td>
</tr>
<tr>
<td>Acknowledgment</td>
<td>v</td>
</tr>
<tr>
<td>Table of Content</td>
<td>vi</td>
</tr>
<tr>
<td>List of Tables</td>
<td>ix</td>
</tr>
<tr>
<td>List of Figures</td>
<td>xi</td>
</tr>
</tbody>
</table>

## Chapter 1: INTRODUCTION

1.1 Background | 1
1.2 Problem Statement | 3
1.3 Research Questions | 4
1.4 Research Objectives | 4
1.5 Scope of the Study | 4
1.6 Significance Of The Study | 4
1.7 Outline of the Report | 5
1.8 Gant Chart | 6
1.9 Summary | 6

## Chapter 2: LITERATURE REVIEW

2.1 Introduction | 7
2.2 Characteristics of Good E-commerce Web Application | 7
2.3 Usability Evaluation | 9
2.3.1 Definition | 9
4.4 Guideline for better requirement and design of a Generic Web-based Online Airline Booking System

4.4.1 Efficiency
4.4.2 Effectiveness
4.4.3 Satisfaction

4.5 Summary

Chapter 5: CONCLUSION

5.1 Introduction
5.2 Findings
5.3 Limitation
5.4 Future Works
5.5 Summary

References

Appendix-1
Appendix-2
Appendix-3
**LIST OF TABLES**

Table 2.1: The expert-based evaluation model  
Table 2.2: Comparisons between three usability evaluation methods  
Table 2.3: Nielsen’s guideline of website usability evaluation  
Table 2.4: McLaughlin and Skinner’s six usability evaluation factors  
Table 2.5: Usability evaluation of a travel Website  
Table 2.6: The general criteria of usability evaluation  
Table 3.1: The classification of the usability evaluation criterion  
Table 3.2: The identification of the criteria in the proposed usability evaluation model  
Table 3.3: The measure of each usability evaluation criterion  
Table 4.1: The gender distribution of the respondents  
Table 4.2: The race distribution of the respondents  
Table 4.3: The airline distribution of the survey  
Table 4.4: The evaluation result of efficiency  
Table 4.5: The evaluation result of reliability  
Table 4.6: Result of integration of communication  
Table 4.7: Navigation result in the three identified Airline  
Table 4.8: Controllability result in the three Airlines  
Table 4.9: Assurance result in three airlines  
Table 4.10: Responsiveness result in three airlines  
Table 4.11: Result of quality of information in the three airline booking systems  
Table 4.12: Result of process flow in the three airline booking systems  
Table 4.13: Interactivity result in the three Airlines  
Table 4.14: Attractiveness result in the three Airlines
Table 4.15: Result of ease of use in the three airline booking systems 44
Table 4.16: A generic guideline for a more effective airline online booking system 50
Table 4.17: A generic guideline for a more satisfactory airline online booking system 51
Table 4.18: Guideline for Better Requirement and Design 51
LIST OF FIGURES

Figure 2.1: The criteria for usability evaluation 16
Figure 2.2: Evaluation criteria of Airlines Website Usability 18
Figure 2.3: Usability evaluation model of UWIS 19
Figure 3.1: The research methodology 21
Figure 3.2: The proposed extensive usability evaluation model 24
Figure 4.1: Comparison of Efficiency between the three Airline booking systems 35
Figure 4.2: The usability evaluation of Effectiveness of Malaysia Airline 41
Figure 4.3: The usability evaluation of Effectiveness of Royal Jordan Airline 41
Figure 4.4: The usability evaluation of Effectiveness of Emirate Airline 42
Figure 4.5: Comparison of Effectiveness between the three Airline booking systems 42
Figure 4.6: Satisfaction of Malaysia Airline 45
Figure 4.7: The usability evaluation of Royal Jordan Airline 45
Figure 4.8: Satisfaction of the Emirate Airline 46
Figure 4.9: Comparison of Satisfaction between the three Airline booking systems 46
Figure 5.1: The proposed extensive usability evaluation model 54
CHAPTER ONE

INTRODUCTION

1.1 Background of Study

According to the International Organization for Standardization (ISO), usability is "the effectiveness, efficiency and satisfaction with which specified users can achieve specified goals in particular environment" (Triacca et al., 2004). Refer to this definition; the website usability has been defined by Powell (2000) as "the extent to which a site can be used by a specific group of users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use".

Nowadays, usability evaluation is frequently related with the Web-based applications (Yossathorn & Tiranec, 2006), since these applications have been widely used in this world (Silva et al., 2005). People are using the web-based application in many areas including government, business, and education and so on (Aragon, 2004). This is because of the Web-based application is fast, cheap and can be done anywhere at any time (Huang, 2003). With such advantages, many organizations have had their own website. With its rapid development, the usability of Web-based application should also be well evaluated in order to improve its performance. According to Roger and Sharp (2002), usability evaluation can be defined as "systematical process of collecting data, in order to have a better understanding of users and how user groups use the product to perform a specific task under specified conditions".
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58


60


62