

# **Usability Evaluation of Web-based Online Airline Booking System**

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**University Utara Malaysia 2010**

# **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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# **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 & Tiranee, 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".

The contents of  
the thesis is for  
internal user  
only

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