

# Heuristic Evaluation

MakeMyTrip App

# Heuristic Evaluation Checklist

## Heuristics Evaluated

- 1 Visibility of system status
- 2 Match between system and the real world
- 3 User control and freedom
- 4 Consistency and standards
- 5 Error prevention
- 6 Recognition rather than recall
- 7 Flexibility and efficiency of use
- 8 Aesthetic and minimalist design
- 9 Help users recognize, diagnose, and recover from errors
- 10 Help and documentation

## Severity Rating 1-4


- 0 - don't agree that this is a usability problem
- 1 - cosmetic problem
- 2 - minor usability problem
- 3 - major usability problem; important to fix
- 4 - usability catastrophe; imperative to fix

Login now, for a better app experience!

- Login & get ₹500 cashback voucher.
- Enable one touch checkout for payment.
- Personalize your mobile app experience.

Continue with

 Log in with Facebook

 Log in with Google

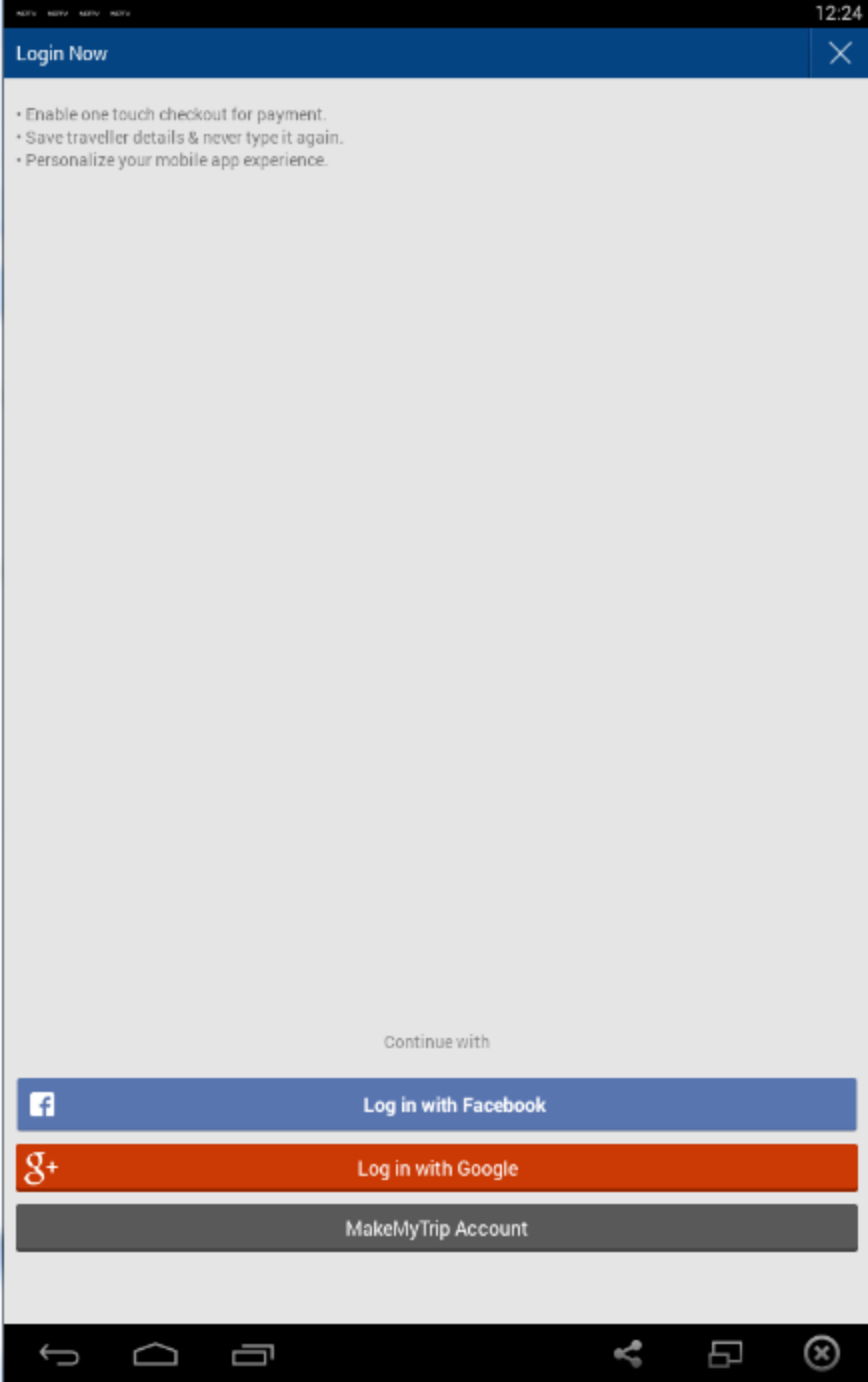
MakeMyTrip Account

Skip for now

## Aesthetic and Minimal Design Missing

- Too Much of irrelevant Text
- Text on Action Button is not readable
- Makemytrip Account Button Background color not as per Corp id.
- Skip for Now should be same as above three Primary button
- No Button Available for New user Registration

Heuristic Evaluation	Severity rating
Aesthetic and Minimal Design Missing	1



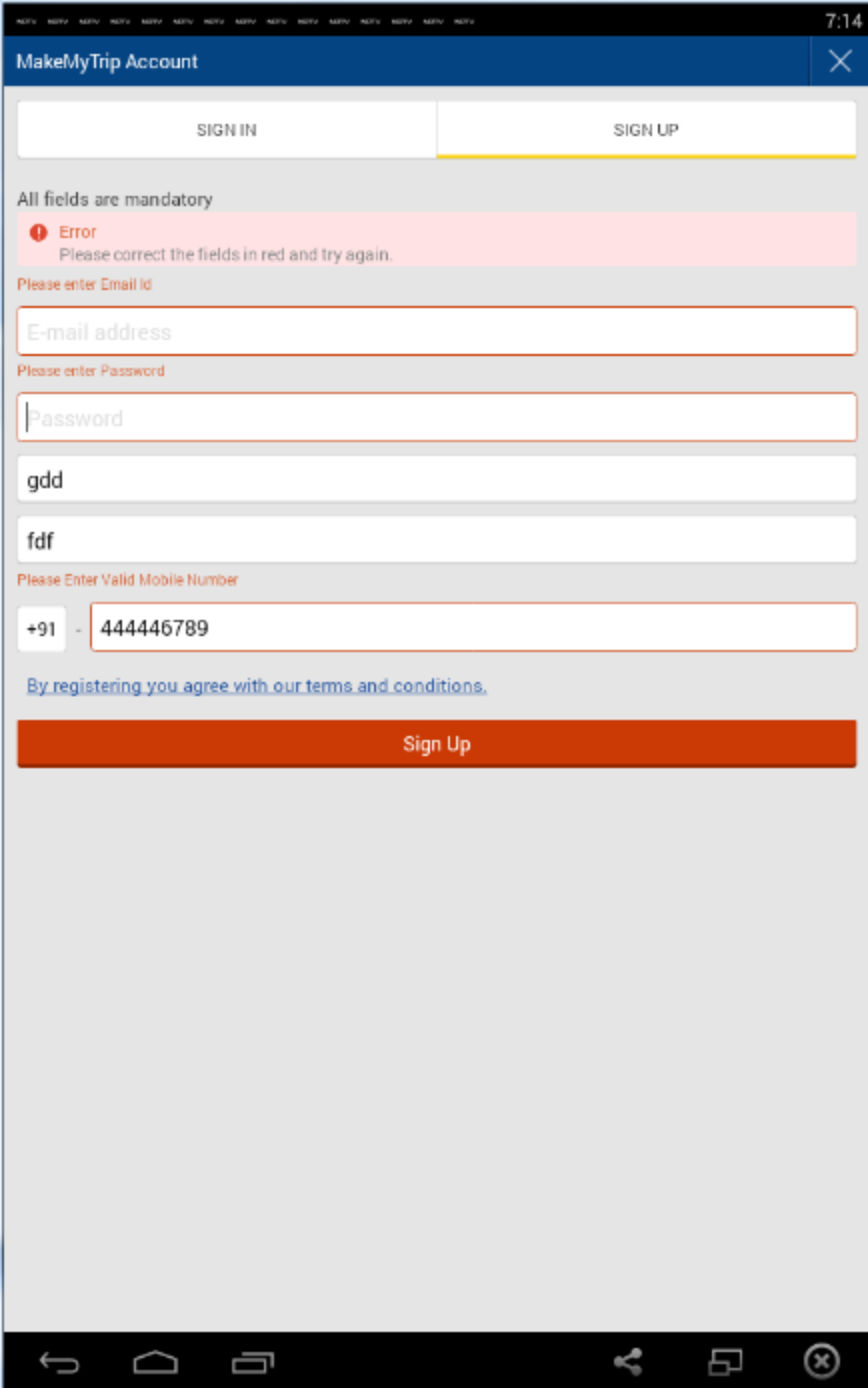
## Aesthetic and Minimal Design Missing

- Extra click to login through Facebook, Google and makemytrip Account
- Home screen & Inside home screen when click on user icon top right
- Text is not readable

### Aesthetic and Minimal Design Missing

Severity Rating -2

Heuristic Evaluation	Severity rating
Aesthetic and Minimal Design Missing	2



## Error prevention

- error messages is a careful design. Every mandatory , fields provide necessary message for input
- Mandatory field indicator(cue point) missing

## Help users recognize, diagnose, and recover from errors

- error messages is a careful design. Every mandatory , fields provide necessary message for input

Heuristic Evaluation	Severity rating
Error Prevention	2



## AGREEMENT BETWEEN USER AND MAKEMYTRIP

Click on the links below for details :

- [Applicability of the agreement:](#)
- [User's responsibility of cognizance of this agreement](#)
- [Third Party Account Information](#)
- [Fees Payment](#)
- [Confidentiality](#)
- [Usage Of The Mobile Number Of The User By Mmt](#)
- [Onus Of The User](#)
- [Advertisers on MMT or linked websites](#)
- [Insurance](#)
- [Force Majeure Circumstances](#)
- [Safety Of Data Downloaded](#)
- [Feedback From Customer And Solicitation:](#)
- [Proprietary Rights](#)
- [VISA obligations of the User](#)
- [Personal And Non-Commercial Use Limitation](#)
- [Indemnification](#)
- [Right To Refuse](#)
- [Right To Cancellation By Mmt In Case Of Invalid Information From User](#)
- [Interpretation Number And Gender](#)
- [Severability](#)
- [Headings](#)
- [Relationship](#)
- [Updation Of The Information By Mmt](#)
- [Modification Of These Terms Of Use](#)
- [Jurisdiction](#)
- [Responsibilities Of User Via-3, 9- Via The Agreement](#)

### APPLICABILITY OF THE AGREEMENT:

This agreement ("user agreement") incorporates the terms and conditions for MakeMyTrip (India) Pvt. Ltd and its affiliate Companies ("MMT") to provide services to the user ("The User") intending to purchase or inquire for any products and/ or services of MMT by using MMT's website or using any other customer interface channels of MMT which includes its sales persons, offices, call centers, advertisements, information campaigns etc.

Both User and MMT are individually referred as "party" to the agreement and collectively referred to as "parties".

[TOP](#)

### USER'S RESPONSIBILITY OF COGNIZANCE OF THIS AGREEMENT

The User availing services from MMT shall be deemed to have read, understood and expressly accepted the terms and conditions of this agreement, which shall govern deemed transaction or promise of such services by MMT for all purposes, and shall be binding on the User. All rights and liabilities of the User and/or MMT with respect to services to be provided by MMT shall be restricted to the scope of this agreement.

MMT reserves the right, in its sole discretion, to terminate the access to any or all MMT websites or its other sales channels and the related services or any portion thereof at any time, without notice, for general maintenance or any reason what so ever.

In addition to this Agreement, there are certain terms of service (TOS) specific to the services rendered/ products provided by MMT like the air tickets, MICE, bus, rail, hotel packages etc. Such TOS will be provided/ updated by MMT which shall be deemed to be a part of this Agreement and in the event of a conflict between such TOS and Agreement, the terms of this Agreement shall prevail. The User shall be required to read and accept the relevant TOS for the various product availed by the User.

Additionally, the Service Provider itself may provide terms and guidelines that govern particular features, offers or the operating rules and policies applicable to each Service

## Help and documentation

- Help and document for user agreement is available
- Text readability is very poor.
- Distance between , bulleted point is minimal causing fat finger syndrome

## User control & freedom

- "Back" Arrow to User Registration Entry form Missing, how user go back to New User Registration page ?

## Consistency and standards

- Font color is different
- Not as per mobile content usability

Heuristic Evaluation	Severity rating
Help and documentation	3
User control & freedom	4
Consistency and standards	3



## User control & freedom

- “Back” Arrow to Home screen Missing, how user go to home screen

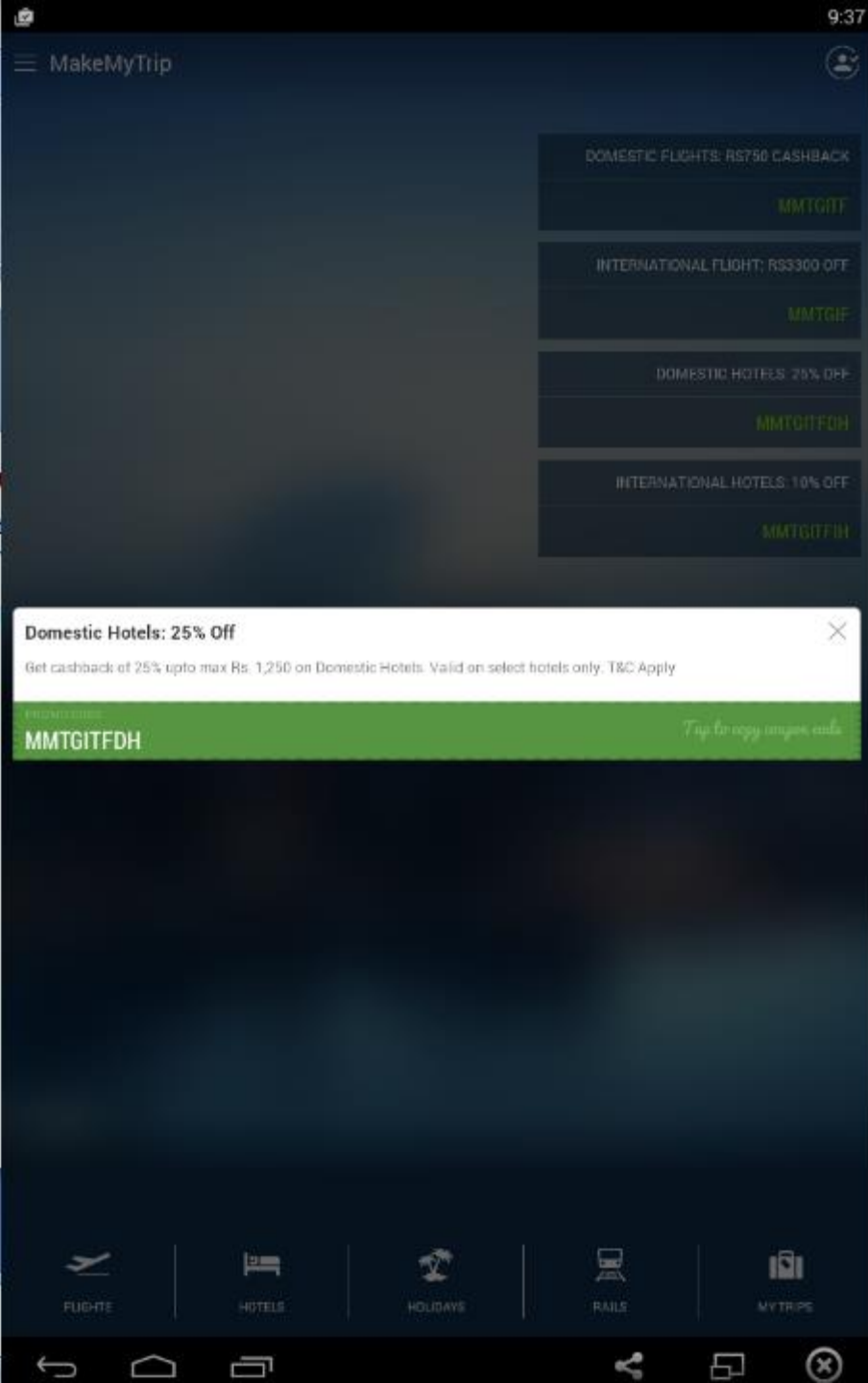
## Consistency and standards

- Too Much of white space
- Coupons alignment are badly managed
- Coupons font size are not Readable
- Coupons font color are not consistent

## Match between system and the real world

- Icons follows real world conventions

Heuristic Evaluation	Severity rating
User control & freedom	3
Consistency and standards	2



## Consistency and standards

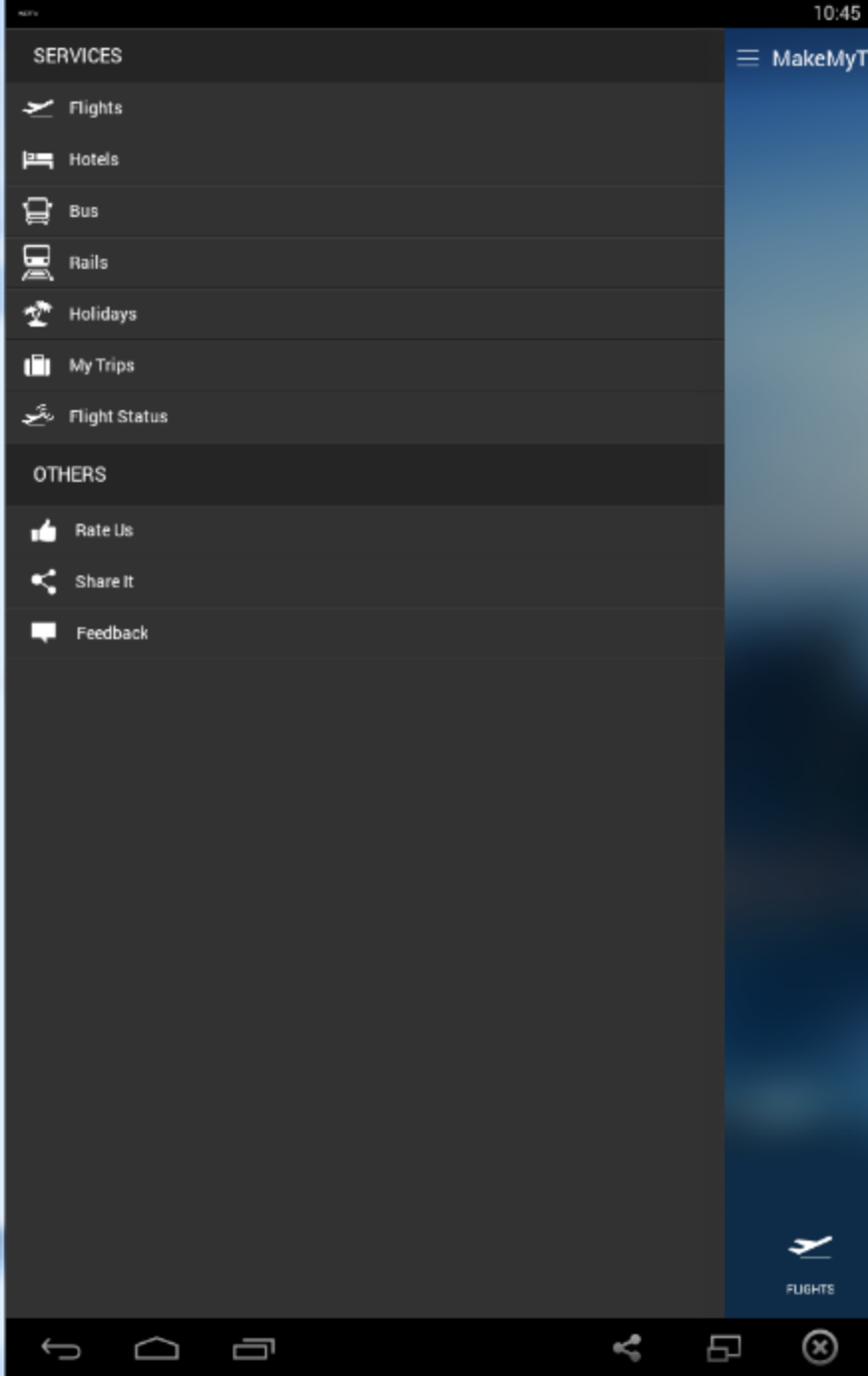
- Too Much of white space
- Coupons alignment are badly managed
- Coupons font size are not Readable
- Coupons font style for “tap to copy code is different and readable, color are not consistent

## Match between system and the real world

- Icons follows real world conventions

Heuristic Evaluation	Severity rating
Consistency and standards	2

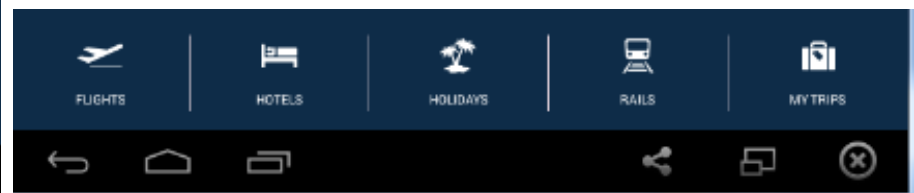




## Duplication of Information

- Left menu and Bottom toolbar showing same Information twice

Heuristic Evaluation	Severity rating
Consistency and standards	1





DOMESTIC FLIGHTS: RS750 CASHBACK  
MMTGIF

INTERNATIONAL FLIGHT: RS3300 OFF  
MMTGIF

DOMESTIC HOTELS: 25% OFF  
MMTGIFDH

INTERNATIONAL HOTELS: 10% OFF  
MMTGIFIH

## Duplication of Information

- Left menu and Bottom toolbar showing same Information twice

Heuristic Evaluation	Severity rating
Consistency and standards	1



FLIGHTS



HOTELS



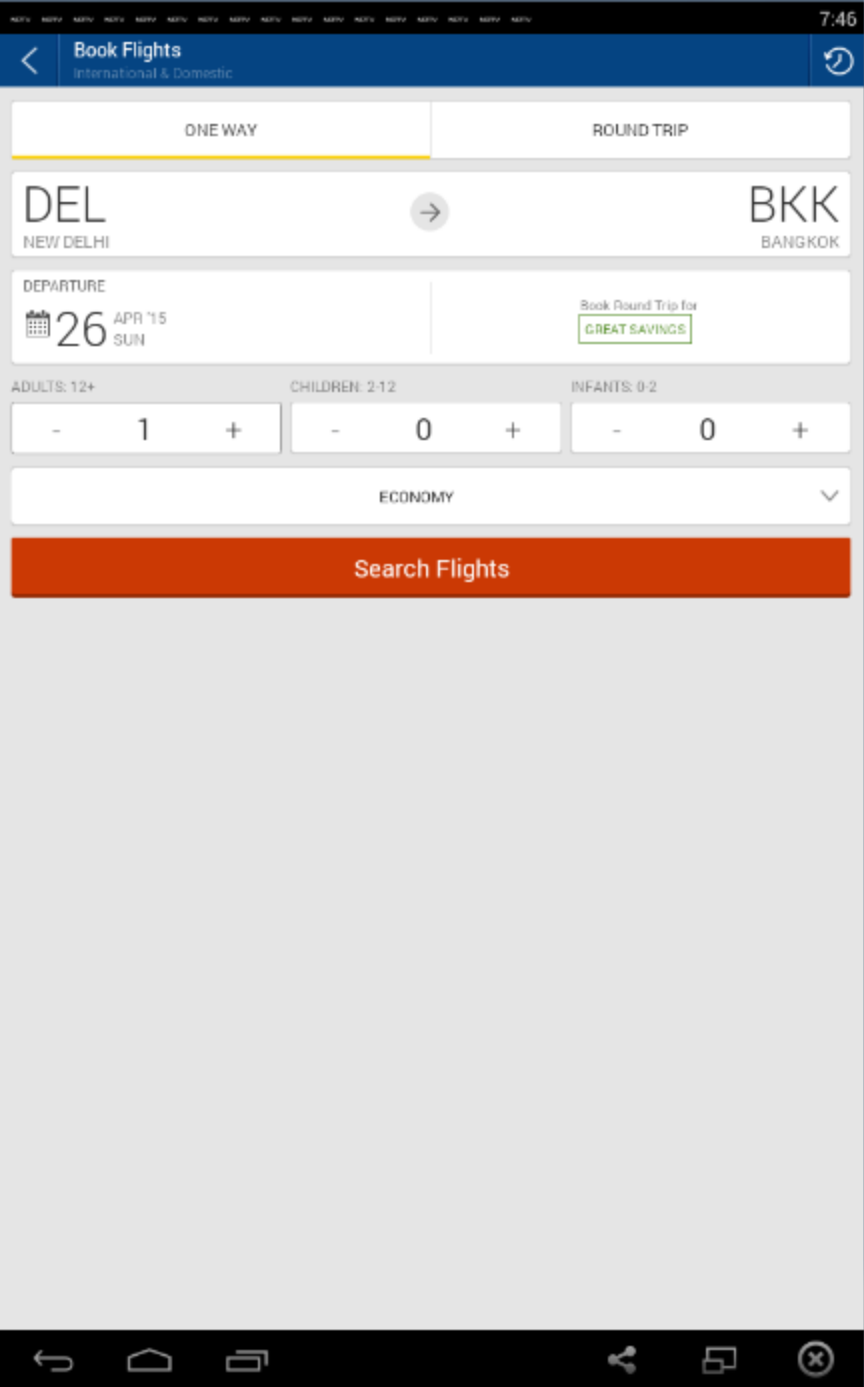
HOLIDAYS



RAILS



MY TRIPS



## User control & freedom

- “Back” Arrow go to Home screen

## Consistency and standards

- Great saving action button , not as per stand button UI. user can not distinguish between as button or label
- Button colour should be contrasting
- It should be placed out of Departure group

Heuristic Evaluation	Severity rating
Consistency and standards	3



## Visibility of system status

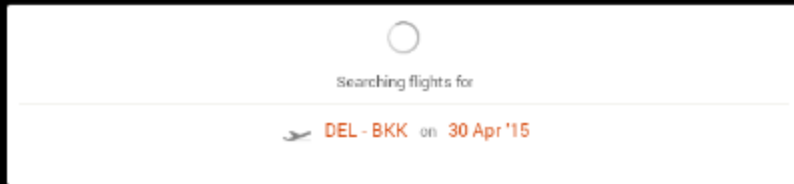
- Visibility of system status beautifully followed. What exactly app is searching.

## User control & freedom

- “X- Close” Button is available, if user want to close the screen and back to booking screen without selecting item from Departure Location

## Visibility of system status

- App showing appropriate Status box with message and search item for result



9:00

Pune → Kolkata  
11 JUN 15 | 1 TRAVELLER

10 Jun	11 Jun	12 Jun	13 Jun	14 Jun	15 Jun	16 Jun	17 Jun
₹ 6,271	₹ 6,271	₹ 6,271	₹ 7,107	₹ 6,271	₹ 6,271	₹ 6,271	₹ 6,271

DEPARTURE	ARRIVAL	PRICE ▲
Showing 102 flights from PNQ - CCU		
IndiGo 6E 525	06:05 Non-Stop	08:40 02h 35m ₹ 6,271 Non-Refn.
IndiGo 6E-135	14:05 1Stop	18:10 04h 05m ₹ 6,271 Non-Refn.
Jet Air 9W-617	17:40 1Stop	21:45 04h 05m ₹ 7,107 Non-Refn.
Earn reward points every time you travel with us.		
Multiple Airlines 2Flights	11:00 1Stop	21:05 10h 05m ₹ 7,959 Non-Refn.
SpiceJet 2Flights	05:45 1Stop	13:05 07h 20m ₹ 8,029 Refundable
Multiple Airlines 2Flights	05:45 1Stop	13:10 07h 25m ₹ 8,190 Non-Refn.
Multiple Airlines 2Flights	05:45 1Stop	14:20 08h 35m ₹ 8,190 Non-Refn.
Multiple Airlines 2Flights	11:25 1Stop	21:05 09h 40m ₹ 8,270 Non-Refn.
Go Air G8-178	20:50 1Stop	08:10 11h 20m ₹ 8,313 Non-Refn.
Go Air G8-176	22:35 1Stop	08:10 09h 35m ₹ 8,313 Non-Refn.
Air India 2Flights	14:45 1Stop	12:40 21h 55m ₹ 8,461 Refundable
IndiGo 2Flights	11:00 1Stop	20:05 09h 05m ₹ 8,918 Non-Refn.
Multiple Airlines 2Flights	07:25 1Stop	14:05 06h 40m ₹ 8,951 Non-Refn.

## User control & freedom

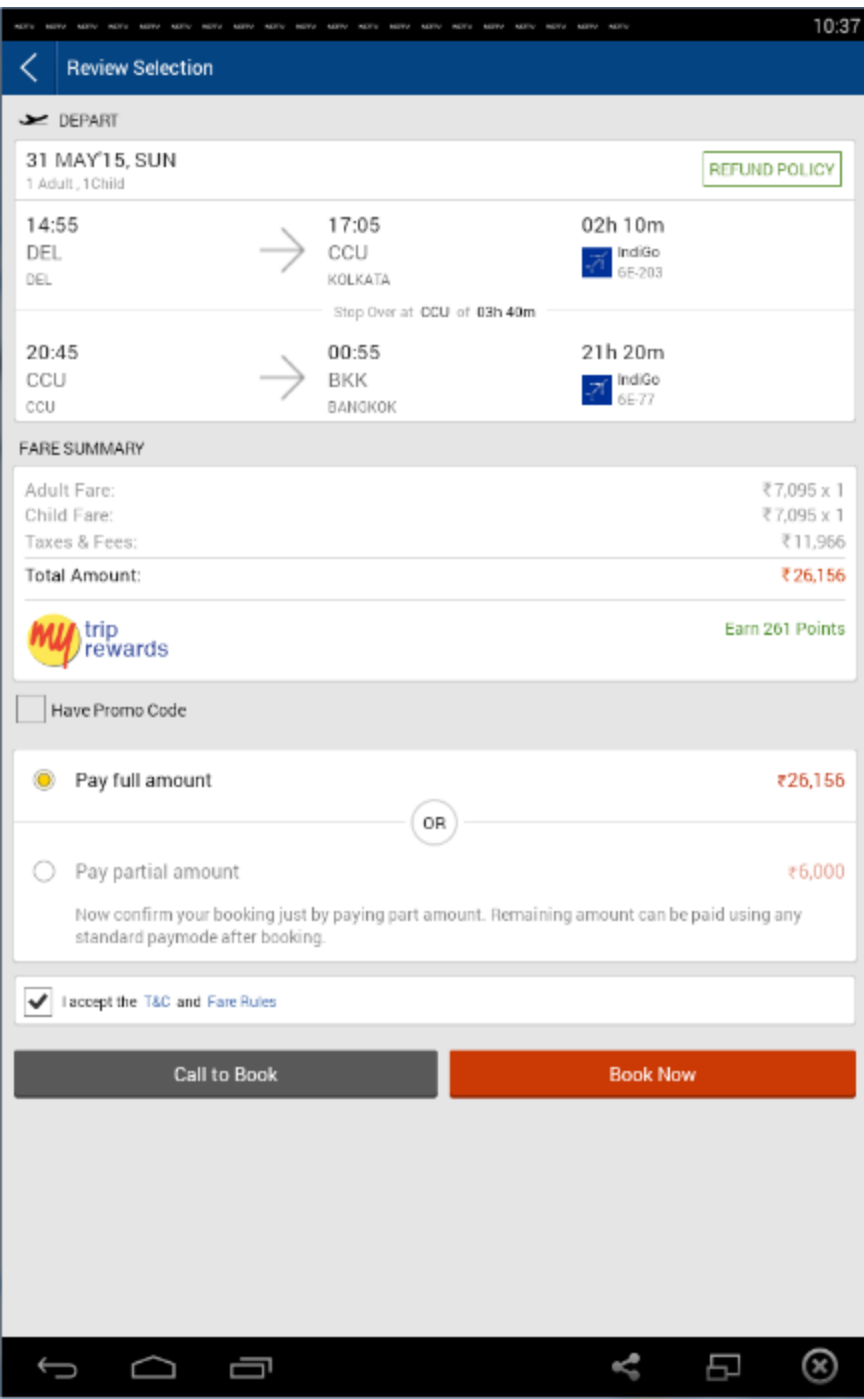
- “Back” Arrow go to Book Flight screen

## Match the real world

- Flight Availability information appear in a natural and logical order, lowest price on top

## Flexibility & efficiency

- Allow users to tailor search results by clicking on the filter icon on top right
- App provide flexible date change on same page



## User control & freedom

- “Back” Arrow go to Search Result screen

## Consistency and standards

- “Refundable /Non Refundable Policy action button , not as per standard button UI. user can not distinguish between as button or label
- Button colour should be contrasting
- It should be placed near other Action button
- Each content are grouped under different section for better user understanding

Heuristic Evaluation	Severity rating
Consistency and standards	3

## T &amp; C

## AGREEMENT BETWEEN USER AND MAKEMYTRIP

## APPLICABILITY OF THE AGREEMENT:

This agreement ("User agreement") incorporates the terms and conditions for MakeMyTrip (India) Pvt. Ltd and its affiliate Companies ("MMT") to provide services to the person (s) ("the User") intending to purchase or inquiring for any products and/or services of MMT by using MMT's websites or using any other customer interface channels of MMT which includes its sales persons, offices, call centers, advertisements, information campaigns etc.

Both User and MMT are individually referred as 'party' to the agreement and collective referred to as 'parties'.

## USER'S RESPONSIBILITY OF COGNIZANCE OF THIS AGREEMENT

The Users availing services from MMT shall be deemed to have read, understood and expressly accepted the terms and conditions of this agreement, which shall govern the desired transaction or provision of such services by MMT for all purposes, and shall be binding on the User. All rights and liabilities of the User and/or MMT with respect to any services to be provided by MMT shall be restricted to the scope of this agreement.

MMT reserves the right, in its sole discretion, to terminate the access to any or all MMT websites or its other sales channels and the related services or any portion thereof at any time, without notice, for general maintenance or any reason what so ever.

In addition to this Agreement, there are certain terms of service (TOS) specific to the services rendered/ products provided by MMT like the air tickets, MICE, bus, rail, holiday packages etc. Such TOS will be provided/ updated by MMT which shall be deemed to be a part of this Agreement and in the event of a conflict between such TOS and this Agreement, the terms of this Agreement shall prevail. The User shall be required to read and accept the relevant TOS for the service/ product availed by the User.

Additionally, the Service Provider itself may provide terms and guidelines that govern particular features, offers or the operating rules and policies applicable to each Service (for example, flights, hotel reservations, packages, etc.). The User shall be responsible for ensuring compliance with the terms and guidelines or operating rules and policies of the Service Provider with whom the User elects to deal, including terms and conditions set forth in a Service Provider's fare rules, contract of carriage or other rules.

MMT's Services are offered to the User conditioned on acceptance without modification of all the terms, conditions and notices contained in this Agreement and the TOS, as may be applicable from time to time. For the removal of doubts, it is clarified that availing of the Services by the User constitutes an acknowledgement and acceptance by the User of this Agreement and the TOS. If the User does not agree with any part of such terms, conditions and notices, the User must not avail MMT's Services.

In the event that any of the terms, conditions, and notices contained herein conflict with the Additional Terms or other terms and guidelines contained within any other MMT document, then these terms shall control.

## THIRD PARTY ACCOUNT INFORMATION

By using the Account Access service in MMT's websites, the User authorizes MMT and its agents to access third party sites, including that of Banks and other payment gateways, designated by them or on their behalf for retrieving requested information.

While registering, the User will choose a password and is responsible for maintaining the confidentiality of the password and the account.

The User is fully responsible for all activities that occur while using their password or account. It is the duty of the User to notify MMT immediately in writing of any unauthorized use of their password or account or any other breach of security. MMT will not be liable for any loss that may be incurred by the User as a result of unauthorized use of his password or account, either with or without his knowledge. The User shall not use anyone else's password at any time.

## FEES PAYMENT

MMT reserves the right to charge listing fees for certain listings, as well as transaction fees based on certain completed transactions using the services. MMT further reserves the right to alter any and all fees from time to time, without notice.

The User shall be completely responsible for all charges, fees, duties, taxes, and assessments arising out of the use of the services.

In case, there is a short charging by MMT for listing, services or transaction fee or any other fee or service because of any technical or other reason, it reserves the right to deduct/charge/claim the balance subsequent to the transaction at its own discretion.

In the rare possibilities of the reservation not getting confirmed for any reason whatsoever, we will process the refund and intimate you of the

## User control & freedom

- “Back” Arrow go to Review screen
- Close button to close current content popup

## Consistency and standards

- Inconsistence of Content visualization and Transition for “Terms & Condition screen available in Review Selection & New User Registration

### Heuristic Evaluation

### Severity rating

Consistency and standards

3



10:47

Traveller Details

0/1 ADULT(S)      0/1 CHILD

**ADULT(S)**

Dipali Roy

Satyajit Roy

+ ADD ADULT

**CHILDREN**

+ ADD CHILD

**CONTACT INFORMATION**

Your eTicket will be sent to the E-mail address you provide below. Same information will be needed for cancelling or modifying this booking.

rsatyajit77@gmail.com

+91 - 9810725369

Continue

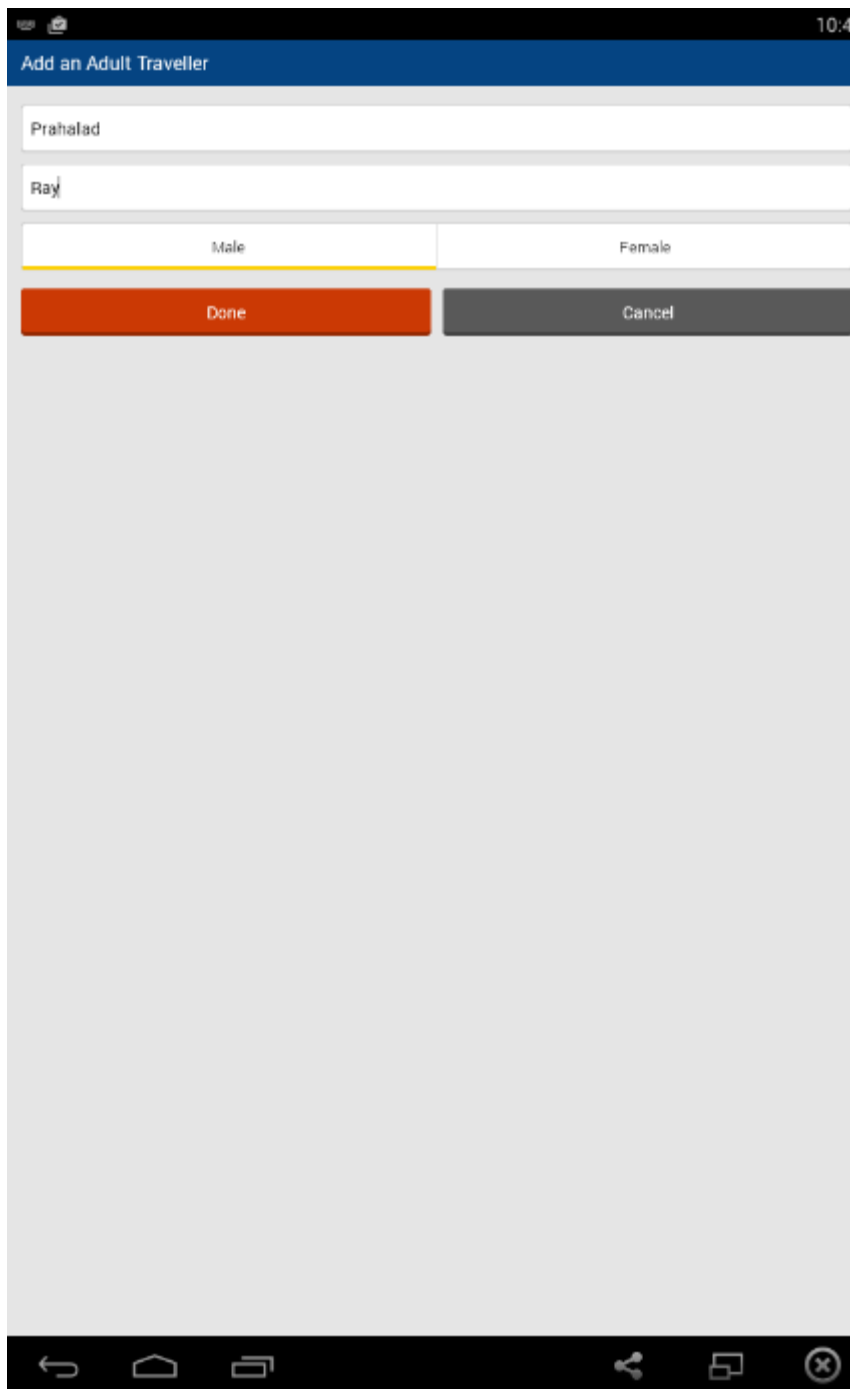
## User control & freedom

- “Back” Arrow go to Review Selection screen
- user can edit passenger information for edit or deletion

## Consistency and standards

- Design layout is different from previous screen “Review Selection “

Heuristic Evaluation	Severity rating
Consistency and standards	2



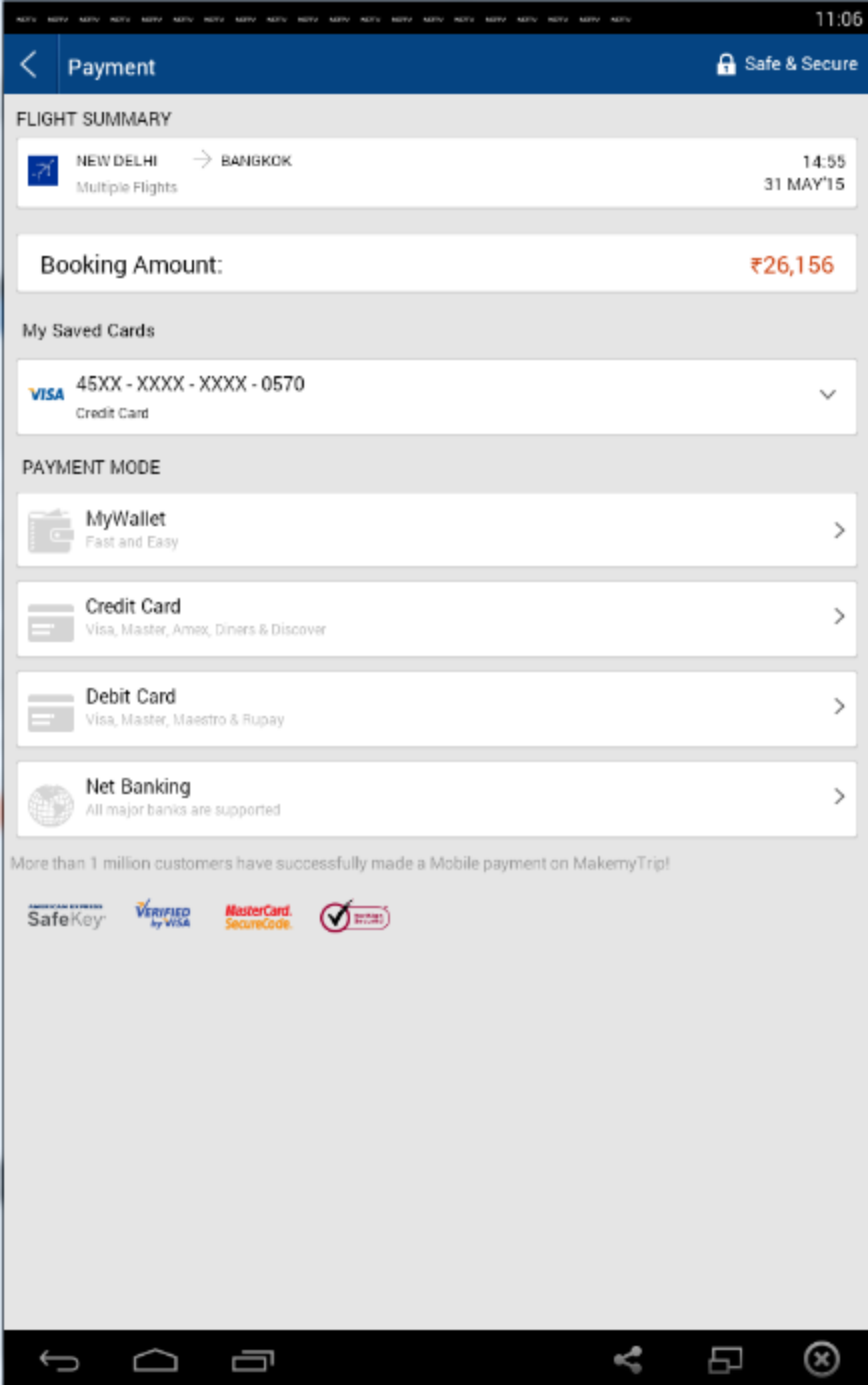
## User control & freedom

- “Back” Arrow go to Traveller Details screen
- user can edit passenger information for edit or deletion

## Consistency and standards

- Male & female button is not standard option selection control, resemble as tab, make gender selection confusing

Heuristic Evaluation	Severity rating
Consistency and standards	3



## User control & freedom

- “Back” Arrow go to Traveller Detail Screen

## Match the real world

- Showing the Available Payment option

## Flexibility & efficiency

- Showing the Available Payment option, helps user to choose from any above payment mode

## Recognition rather than recall:

- Saved card option, help user to make do payment without any long payment input steps



## User control & freedom

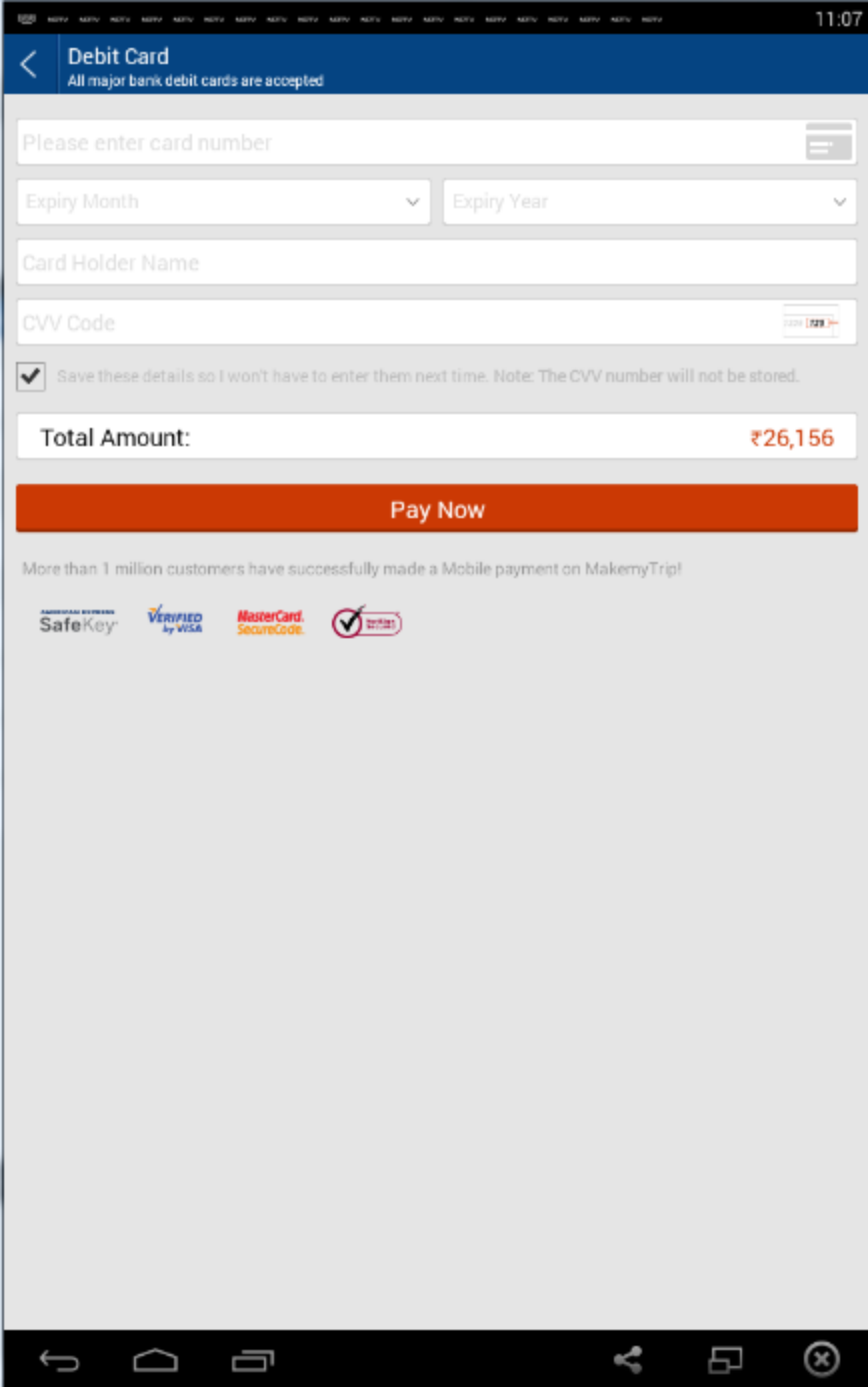
- “Back” Arrow go to payment mode Screen

## Visibility of system status

- App indicating on which screen user is now, and what task will he going to perform

## Flexibility & efficiency

- Showing the Available bank for Payment option, user can search from the available list



## User control & freedom

- “Back” Arrow go to Net Banking Screen

## Visibility of system status

- System showing the current task user intended to do.