List of Figures

Figure 1.1: Research Approach for Developing a User Centered Travel Website for the Elderly……………………………………………………………….. 4

Figure 2.1: National Institute of Health Web Page………………………………….. 15

Figure 2.2: Screen Shot of the Eldertrek www.eldertreks.com/…………………….. 28

Figure 2.3: Screen Shot of the Travel Website by AARP Organization http://www.travelocity.com/AARP/home…………………………………….. 31

Figure 3.1: STAR Lifecycle Model (Hartson and Hix, 1989)………………………. 36

Figure 3.2: Interaction Design Model (Preece et al., 2002)………………………. 38

Figure 3.3: The Research Approach to Produce Blue Air Travel Website….. 43

Figure 4.1: Task Sheet……………………………………………………………….. 67

Figure 5.1: The Design and Implementation Process of the Blue Air Travel Website…………………………………………………………………. 85

Figure 5.2: Mr.Chong’s Card sorting Session……………………………………… 91

Figure 5.3: Dendogram of the Card sorting Analysis-The Categorization of Content for Blue Air Website…………………………………………………. 83

Figure 5.4 : Main Page –Paper Prototyping .................................................. 85

Figure 5.5: Flight Main Page - Paper Prototyping ......................................... 86

Figure 5.6: Flight List Page - Paper Prototyping ......................................... 87

Figure 5.7: Flight Confirmation - Paper Prototyping ..................................... 88

Figure 5.8: Flight Itinerary - Paper Prototyping ......................................... 88

Figure 5.9: The Seating Arrangement……………………………………………… 90

Figure 5.10: The Screen Layout was pasted on the Table ....................... 90

Figure 5.11: Task Scenarios for Paper Prototyping..................................... 91

Figure 5.12: Sample of the Paper Prototype Aids Used For the Project........ 92

Figure 5.13: One of the Sessions with Mr.Chong...................................... 93

Figure 5.14: Colour Contrast of the Page..................................................... 103

Figure 5.15: The Increase and decrease font button and Indent To Left........ 104

Figure 5.16: Backward and Forward Navigation Button................................ 104

Figure 5.17: Navigation buttons and breadcrumbs are provided in all the Pages and the Hyperlink labelling.............................................. 105

Figure 5.18: Task Scenario for User Testing on the High Fidelity Prototype 1....... 106
Figure 5.19: Implementation of Blue Air Travel Website for the Elderly Users
Figure 5.20: Flight Booking’s Main Page
Figure 5.21: Screen Shot showing No Flights Available
Figure 5.22: Flight List shows morning and evening flight for Departure only...
Figure 5.23: Flight List show only One Flight Available
Figure 5.24: Screen Shot of the Flight Confirmation Page
Figure 5.25: Screen shots of the Reservation Details for the Flight Booking
Figure 6.1: Task Sheet
Figure 6.2: How User Finds the Website to be?
Figure 6.3: How Stimulating the Website is?
Figure 6.4: How Flexible user feels when Using the Website?
Figure 6.5: User Perception of the Website Compared To Other Websites
Figure 6.6: Overall Usability of the Website
Figure 6.7: How Satisfied are Users on the Contrast of the Page?
Figure 6.8: Satisfaction of Users on the Default Fonts Used
Figure 6.9: How Helpful is the Increase and Decrease Font Function?
Figure 6.10: The Readability of the Content on the Website
Figure 6.11: How Users Agreed on the Terminology and the Language Used on the Website
Figure 6.12: How Well Users Agree on the Organization of the Content and its Comprehensiveness
Figure 6.13: How easy is it to make Hotel Booking?
Figure 6.14: How easy is it to make Package Booking?
Figure 6.15: How Easy was it to Choose and Add Destination
Figure 6.16: The Consistency of the Website’s Layout
Figure 6.17: Layout of the Web Page Designs
Figure 6.18: The Satisfaction of Users on the Design of the Page
Figure 6.19: How easy is to find the Link in the Pages?
Figure 6.20: How the labels were perceived to be?
Figure 6.21: Confidence Level of the Users on using the Website
Figure 6.22: How appropriate were the Button and Icons Sizes
Figure 6.23: How Comfortable Are Users When There is NoScrolling, Blinking Images and Advertisements
Figure 7.1: The Research Approach to Produce Blue Air Travel Website