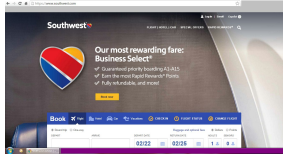

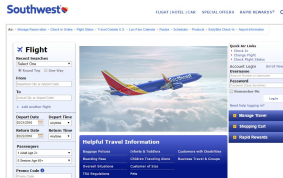
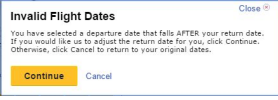


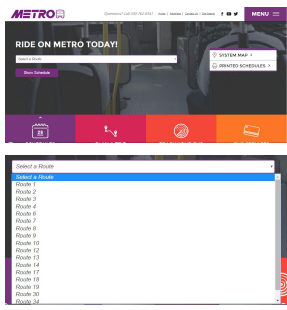
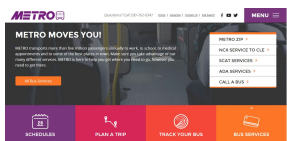
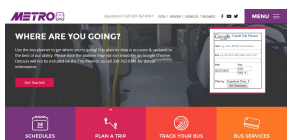
Website #1: Southwest Airlines [<http://www.southwest.com>]

Screenshot	Heuristic Name	Description	Severity
	<p>Aesthetic and Minimalist Design - Minimalism: Above the fold: Most important info on top</p>	<p>Most of the search options are below the fold. Most of the above the fold area is taken up by an ad for a premium service.</p>	<p>2 - If my intent is to search for a flight, having to scroll down the page to do so is a minor usability problem.</p>
	<p>Recognize, Diagnose and Recover From Errors - Error: Provide a solution: Solution must be visible with the error message</p>	<p>I searched for flights leaving and returning on the same day. I was able to perform the search, but all of the price options said "Invalid w/ Return Date" with no solution visible.</p>	<p>2 - I knew I could return to the previous screen, or click on different dates in the row above the selection, but it would have been helpful to suggest other flights for me, perhaps leaving the previous evening or returning the next morning.</p>
	<p>Recognize, Diagnose and Recover From Errors - Error: Provide a solution: Solution must be visible with the error message</p>	<p>The "Wanna Get Away" fare column shows "Unavailable" and "Flexible dates? Search using our new fare calendar" with a calendar icon, but nowhere to click to do so.</p>	<p>2 - The link for the fare calendar was in a row above the fare chart, so it wasn't too far away, but it would have been helpful to click the icon and jump there, or show me some of the flight options I might have if I were flexible on the date of my trip.</p>
	<p>Aesthetic and Minimalist Design - Minimalism: Signal-to-noise: Avoid purposeless colors and elements</p>	<p>On this flight search page, the search options are in the left column and taking up such a narrow space that the options (including the "Search" button!) continue below the fold.</p>	<p>2 - Why is so much screen real estate being taken up by the airplane picture? I feel like it would be more helpful to be able to see all of my search options, than to see a nice picture.</p>

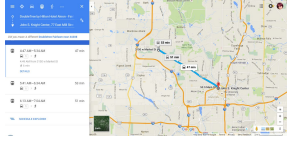
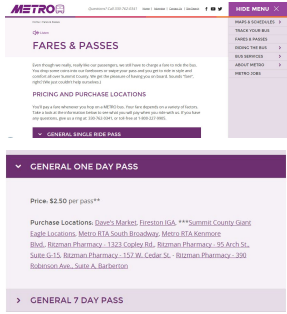
Website #1: Southwest Airlines [<http://www.southwest.com>]

Screenshot	Heuristic Name	Description	Severity
	Consistency - Clearer choices: Replace “Yes, No, OK, Cancel” with more specific options	On an error message for choosing invalid flight dates, I was given the option to continue or cancel, with a paragraph of text explaining what each option would do.	2 - It would have been more helpful if the buttons just said what the paragraph explained - “Adjust my return date” and “Go back to original dates” would have been enough to make it clear what I should do.

Website #2: Akron METRO (City Bus) [<http://www.akronmetro.org>]

Screenshot	Heuristic Name	Description	Severity
	<p>Aesthetic and Minimalist Design - Minimalism: Above the fold: Most important info on top</p>	<p>The most prominent option on the landing page is to select from a drop-down list of bus schedules, which may not be the most important task for every user.</p>	<p>3 - The drop down is not very helpful, with no other information other than the route number. I can't even see on my screen what other options the tabs below give me.</p>
	<p>Familiar Metaphors & Language - Familiar Metaphor: Realistic metaphors of normal life</p>	<p>The four tabs (colored blocks) give me more options. The orange tab looked like a bus ticket, so I clicked there to see my options for purchasing.</p>	<p>1 - The icon was the most confusing to me. It looked like a bus ticket, or maybe a credit card, but there were no options there to purchase tickets.</p>
	<p>Help - Help provide more information: Give them more options upon required service to pin point the issue</p>	<p>This page tells me "Detours will not be included on the Trip Planner, so call 330-762-0341 for detour information." which gives me one option, to leave the website.</p>	<p>2 - If I am already here on this page, I want to see real-time detours on the website. There could be a link to a Twitter feed of updates, or a link to a separate page with updates by route number. If they have the information for the hotline, why not make it available to me now?</p>

Website #2: Akron METRO (City Bus) [<http://www.akronmetro.org>]

Screenshot	Heuristic Name	Description	Severity
	<p>Show System Status - Show next steps: Feedback for next procedures</p>	<p>Using the Trip Planner widget on the “Plan your Trip” page, I was shown route options from my hotel to a convention center. I am unsure what to do next.</p>	<p>2 - I now know the route I need to take, but I still haven’t been presented with an option to purchase a ticket for this trip, and I am now no longer on METRO’s website to do so.</p>
	<p>Aesthetic and Minimalist Design - Minimalism: Above the fold: Most important info on top</p>	<p>I found the “Fares & Passes” option in a side menu bar. When I visit this page, all of the options are below the fold, with only some text visible above (although I liked the light joke).</p>	<p>1 - Scrolling down the page showed options for purchasing a ticket. It appears you cannot purchase a ticket online, but tickets can be bought at several locations around town.</p>