

UNIVERSITI TEKNOLOGI MARA

**USABILITY TESTING ON PAKEJ CUTI
WEBSITE**

NOOR IZZATI BUHARAN NORDIN

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ABSTRACT

Today, when an enormous number of computer-based systems exist, human activities are being computer mediated. In this project, a literature in human-computer interaction is to be reviewed and the technology aspect of human computer interaction is to be analysed. Lots of problem of this website has never been evaluated for usability evaluation to know if this website faces any usability problem in terms of effective navigation and orientation. Furthermore, general design principles are to be reviewed. According to all these issues, recommendations to design a good human-computer interface for tourism web site are going to be analysed and proposed. There are many aspects of improving the website involve bringing the website's presentation of the data in specific way referring to the users' expectations and understanding. In this project, method that will be used is usability evaluation such as providing task list, interview session and web observation approach to investigate the usability problem of Pakej Cuti website. Usability evaluation requires the evaluator to go through the tasks, with the view of reproduce user performance to discover what problems the user might encounter during their exercise of communicating with the website. Under this approach, there are numerous sub factors that could be the effect of the usability such as colours, font style and size, menus, sequence of actions, multimedia design, and length of text, accessibility, and so forth. These factors often compete with one another because it will attract the customers to take their services. The tourism's web site requirements is not just to make its data easy to find and understandable, but also to make its users to feel comfort when using the website. Pakej Cuti is one the tourism company that use the website as a medium to promote or market their services. Hence, this project will provide suggestions according to usability problem in usability found in the Pakej Cuti website.

Keywords: evaluation, website, HCI, tourism, usability

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