UNIVERSITI TEKNOLOGI MARA

USABILITY EVALUATION OF HOLIDAY TOURS & TRAVEL WEBSITE

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IT Project submitted in partial fulfilment of the requirements for the degree of
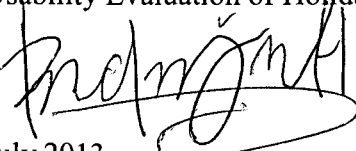
Master of Science (Information Technology)

Faculty of Computer and Mathematical Sciences

July 2013

STUDENT 'S DECLARATION

I declare that the work in this report was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This report has not been submitted to any other academic institution on non-academic institution for any other degree of qualification.

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Project Title   Usability Evaluation of Holiday Tours & Travel Website

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ABSTRACT

Today, when an enormous number of computer-based systems exist, the 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 analyzed. Also, 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 analyzed and proposed.There are many aspect of improving the website involves 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 provide task list, interview session and web observation approach to investigate the usability problem of Holiday Tours & Travel 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 of sub factor that could be affect of the usability such as colors, 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 use the webpage. Holiday Tours & Travel is one the tourism company that uses the web site as a medium to promote or market their services. Hence, this project will provide suggestions according to usability problem in usability finding to the Holiday Tours and Travel web site.

ACKNOWLEDGEMENT

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