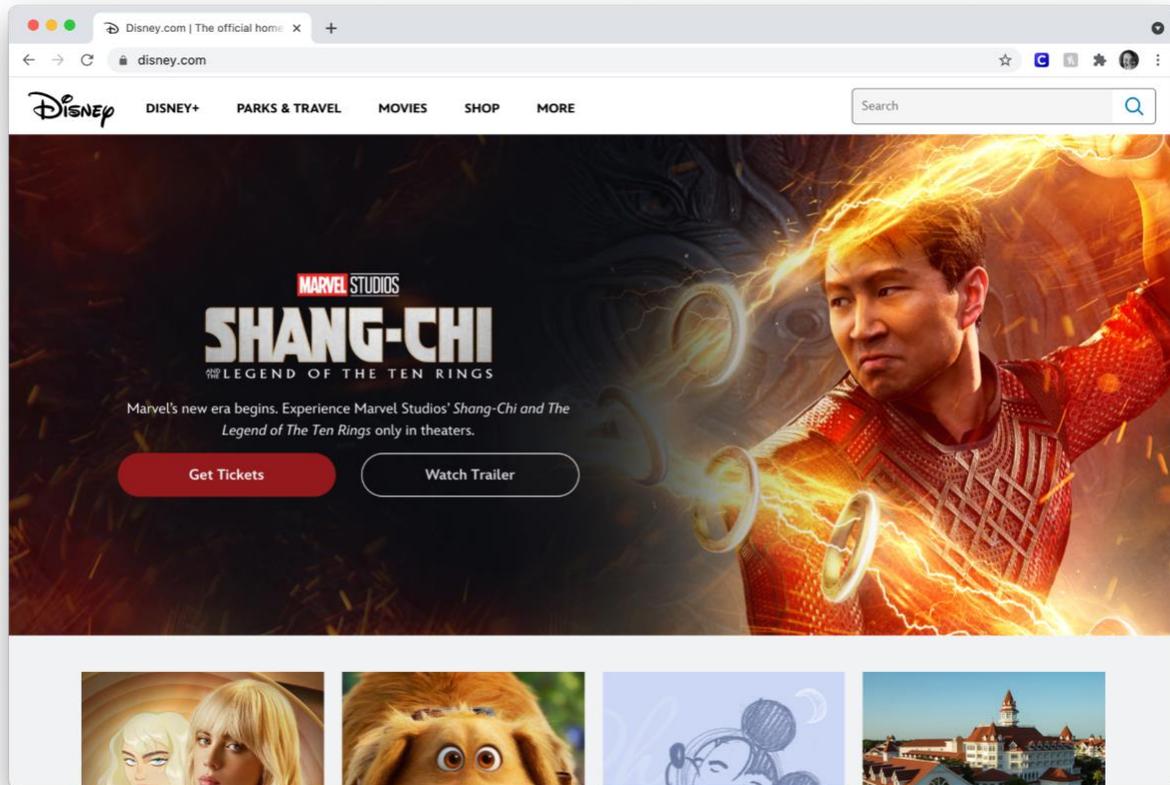# UX Design Journal
A Usability Issue with Mickey Mouse

Introduction

After the thousand-year journey of living through the ongoing COVID-19 Pandemic, where months felt like years, I wanted to travel and enjoy the spices of life; I am also a single parent and would give my child the world if I could. This summer, I had the itch to do such a thing while we were on a quick trip in Orlando, FL; with Disney World so close, I decided to take a look at tickets on my iPhone. This is where my excitement turned to

disappointment and frustration. I ran into a usability problem; searching for tickets felt impossible.

The Problem

While searching for tickets on my iPhone, I was using Safari. I began to notice the difficulty when looking into ticket prices. Not only was the interface unfriendly but distracting, as the first image you see is important information about the COVID-19 Pandemic, which covers the front header, and the statement acts as a pop-up when loading the webpage. Second, there's too much information when searching for tickets on the "Parks and Tickets" tab. Each tab has a similar problem, too much information in a small space. I suggest "less is more" and allow tabs to open more selection with a hover function.

Among these issues with the landing page, which is already busy and distracting, if you do happen to find the correct selection, "Tickets and Passes," which feedback you to a new page where you can select home days a single admission ticket costs. When selecting the number of days you plan to attend at DisneyWorld, and not much feedback shows that the selection has been made. While writing this, I noticed that my error in my initial frustrations with this website occurred due to a lack of feedback on the website's mobile site. Once an
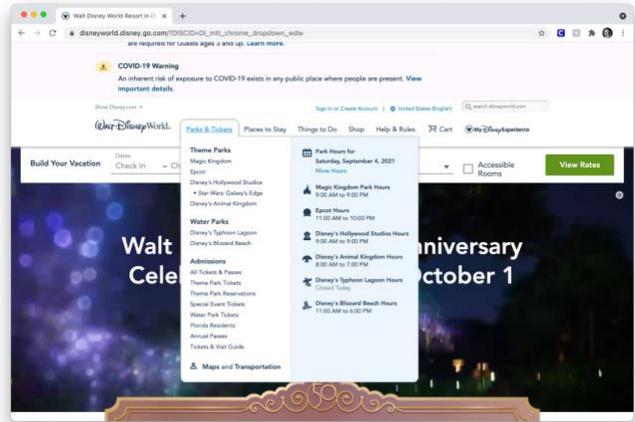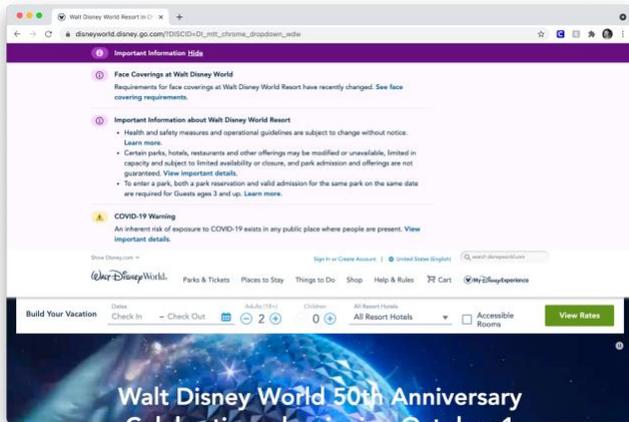
item is selected, the user is expected to scroll down to continue onward to reserve days and admission.

Ideating Solutions

One of the most significant challenges facing the website today is that the landing page is far too distracting.

Primarily, simplify the main message. The first image is the landing page for Disney.com, which encompasses multiple products: entertainment, travel, and merchandise. Compared to the two websites from the same company, Disney.com is much easier to navigate than Disneyworld.com.

The second challenge on the website is the menu tabs and selections. There is so much information along with the same strand that it's too much to take in. In addition, it's too confusing and challenging to navigate; the font size is small, which works against users.
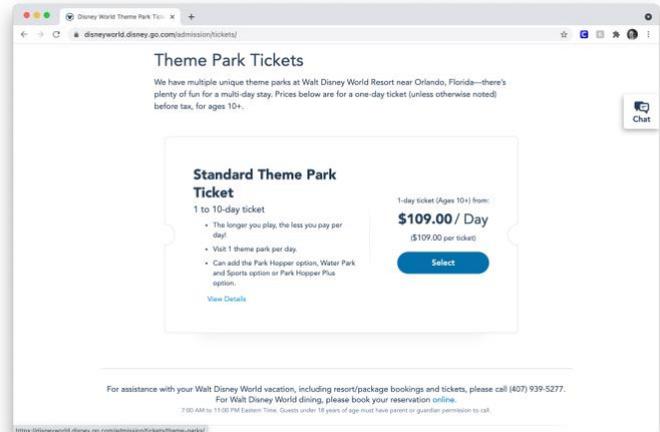
Lessen the amount of information, simplify menu items with topics, subtopics, to selections. Help make navigation more accessible and more direct but ensure that choices and functions work. Here's an example:

Menu Tab	Topic 1	Topic 1 - Selection
	Topic 2	Topic 1 - Selection
		Topic 1 - Selection
		Topic 1 - Selection

The last challenge with Disneyworld.com comes from the lack of feedback. Once a user navigates their way to purchase a ticket, selections don't trigger any feedback or movement, especially within the mobile version of their website.

My

suggestion to remedy this is to add feedback when making ticket selections, days, etc. Instead of forcing the screen to scroll down, which worked on my laptop but not my iPhone during travel, the screen could update the following steps when purchasing tickets. Whether updating the entirety of ticket purchase to match travel websites, the dates, and access to give customers an upfront view of their total costs.

While I wanted to visit the "Happiest Place on Earth," the overall experience and eventually the shock of the total cost left me frustrated and sad. We ended up not going to Disneyworld. The website was too distracting and unreactive; once I did figure the website

out, which took several hurdles, we opted for a free-ish Disney experience in shopping nearby.