

Competitive Benchmarking

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Overview

The aim of this project is review four websites or four mobile apps and benchmark them to see what they are doing well what can be imitated when it comes to designing airline website and app.

Tasks

- Identify four websites or four apps
- Review each website and app.
- Take screenshots and explain what's happening in each screenshot and what's noteworthy about it

Color Code

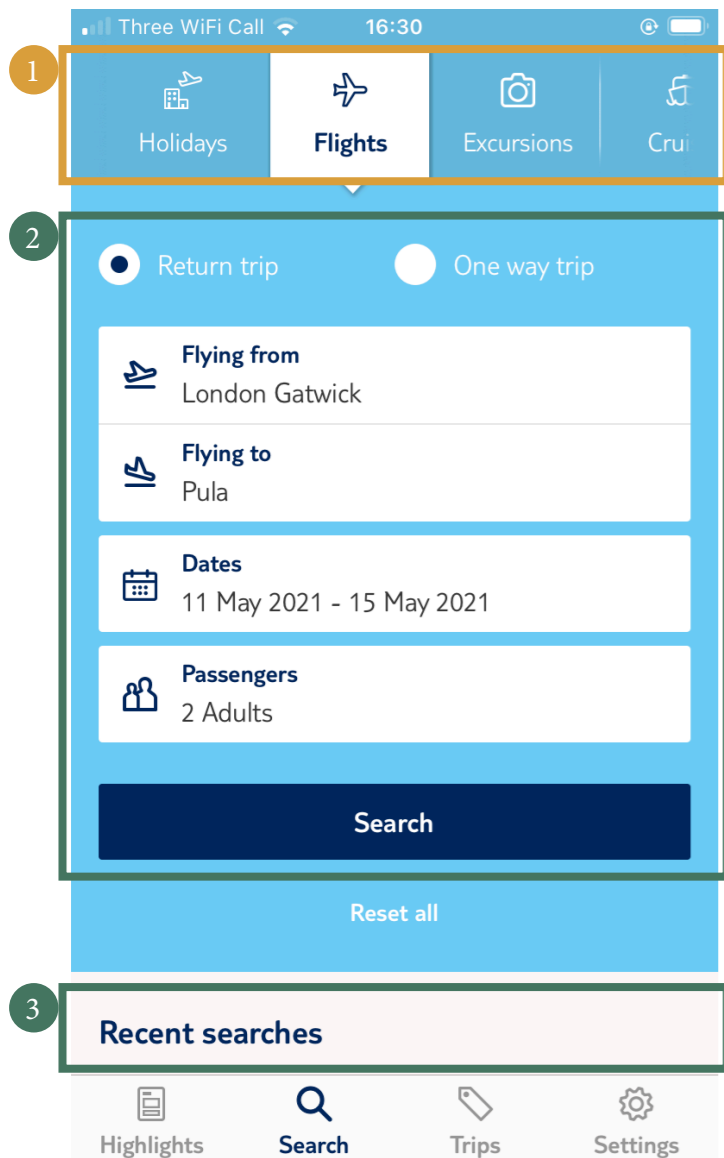
- Positive experience
- Improvement needed
- Negative experience

Flow

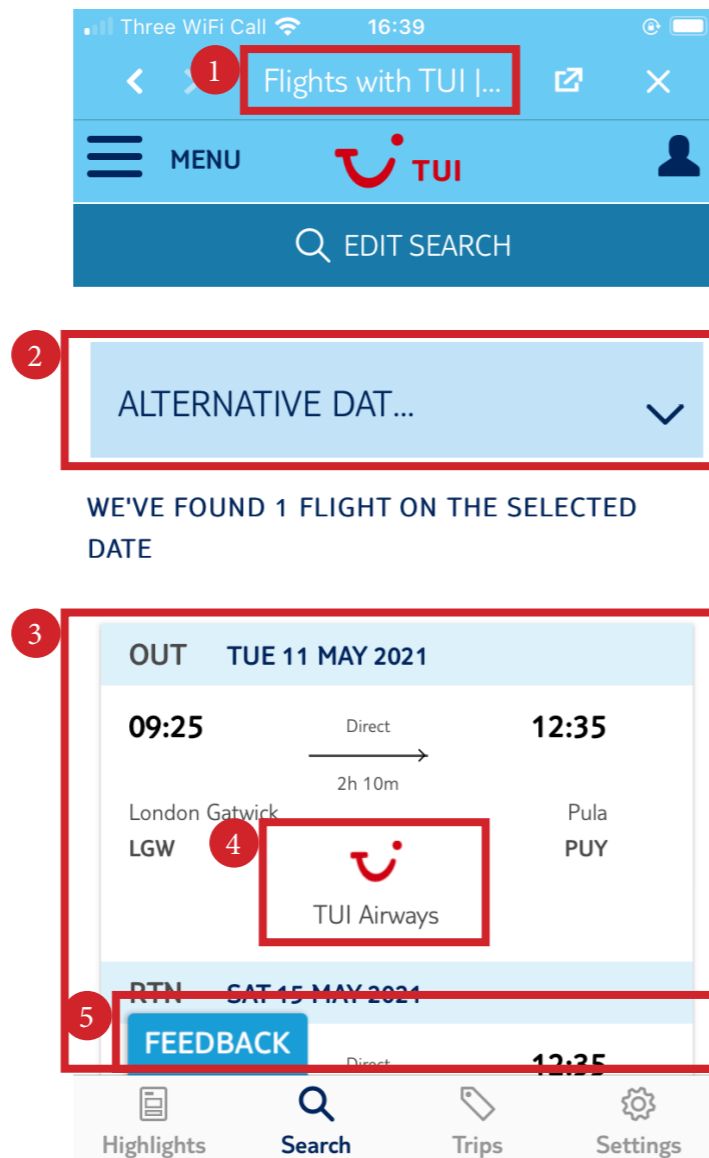
The screenshots are taken in a way on how I normally would book a flight. They start with the Home-screen and end before the checkout for this exercise.

Overview of my chosen Airplane apps





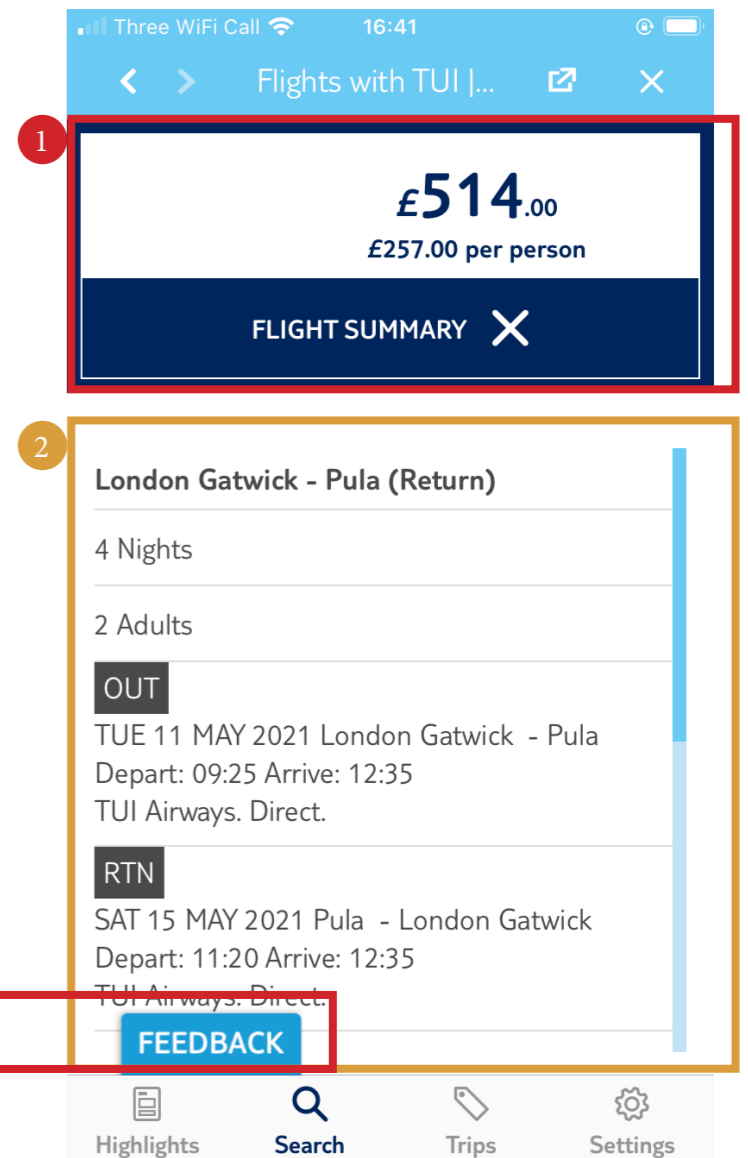
- 1 The scroll bar on the top is a nice feature but it only goes to one icon, what about just making it smaller?
- 2 Looking for a flight is easy and clear
- 3 Recent searches is useful



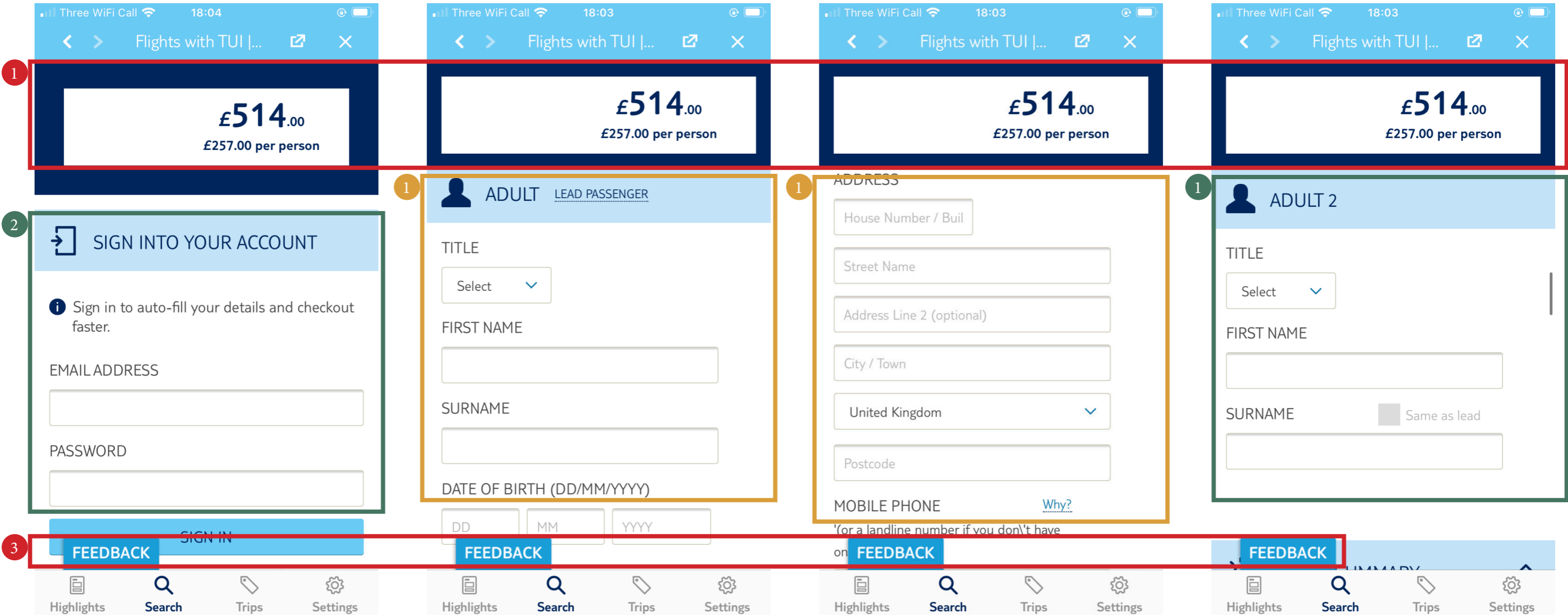
- 1 The text is broken and won't show the rest
- 2 The text is too big, it doesn't show the rest of the sentence
- 3 Not the best overview as I need to scroll down to see the return
- 4 It's a TUI app why put the logo again?
- 5 The feedback button is not placed right and takes too much space



- 1 Nice to have a back button
- 2 Changing a flight on this app is a challenge! Everything is just too big for the screen and it's frustrating not to have an overview of the whole calendar



- 1 The text and the box are taking too much space of the screen
- 2 I like the highlights of the OUT and RTN flight which gives a good grasp on the first view



1 This box is super frustrating! It's pinned in place and it's too big.

2 Good option for returning customers

3 same as point 1!

1 Text is too big and it's again taking too much space of the screen which means a lot of scrolling down!

1 This is just to show how much there is to scroll down to get down to the next Passenger details

1 Very easy to fill and is not time consuming



Conclusion

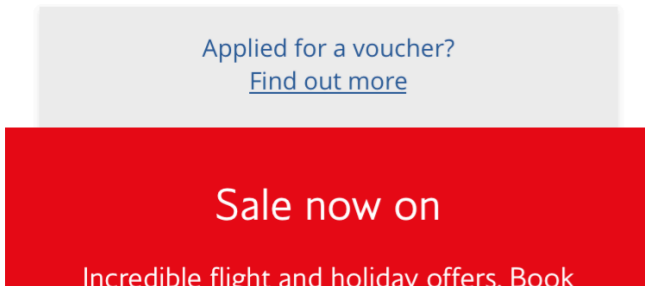
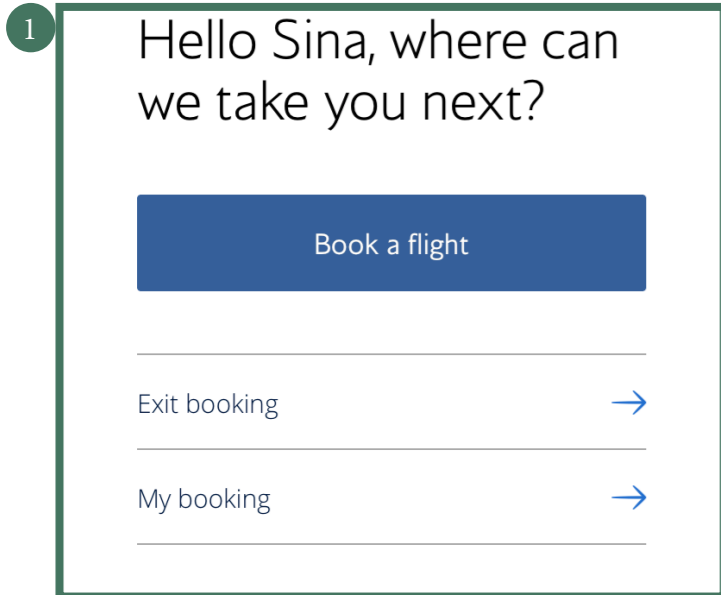
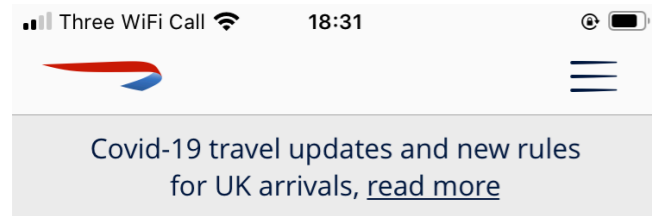
Using the app, I realized I had lots of difficulties navigating around the app. It is not user friendly with its bold text and has no proper proportions.

Pros

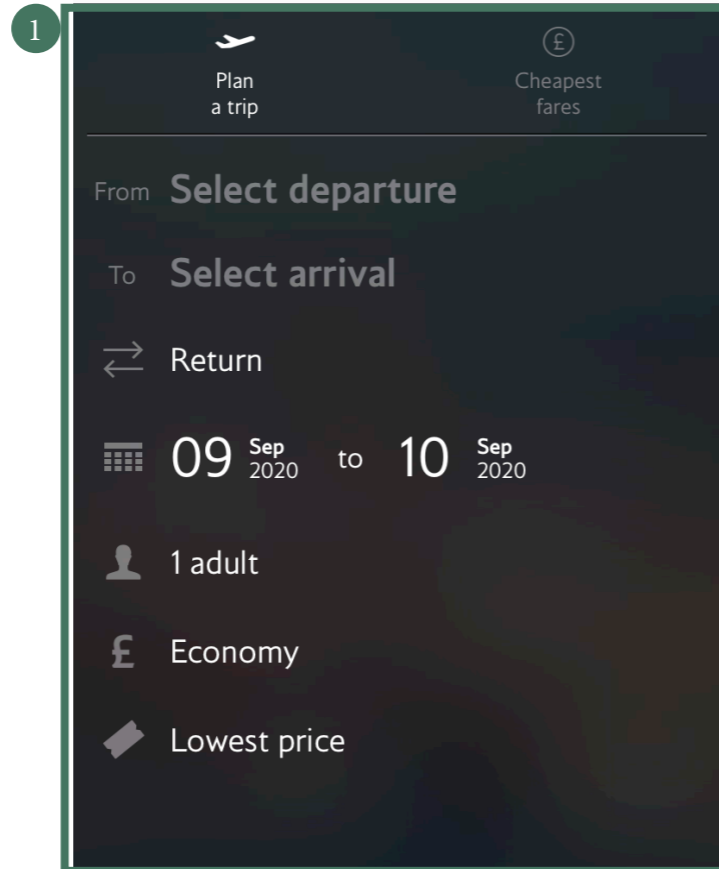
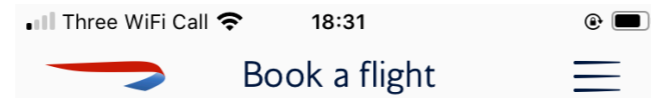
-When going to flights, the layout is clear and understandable

Cons

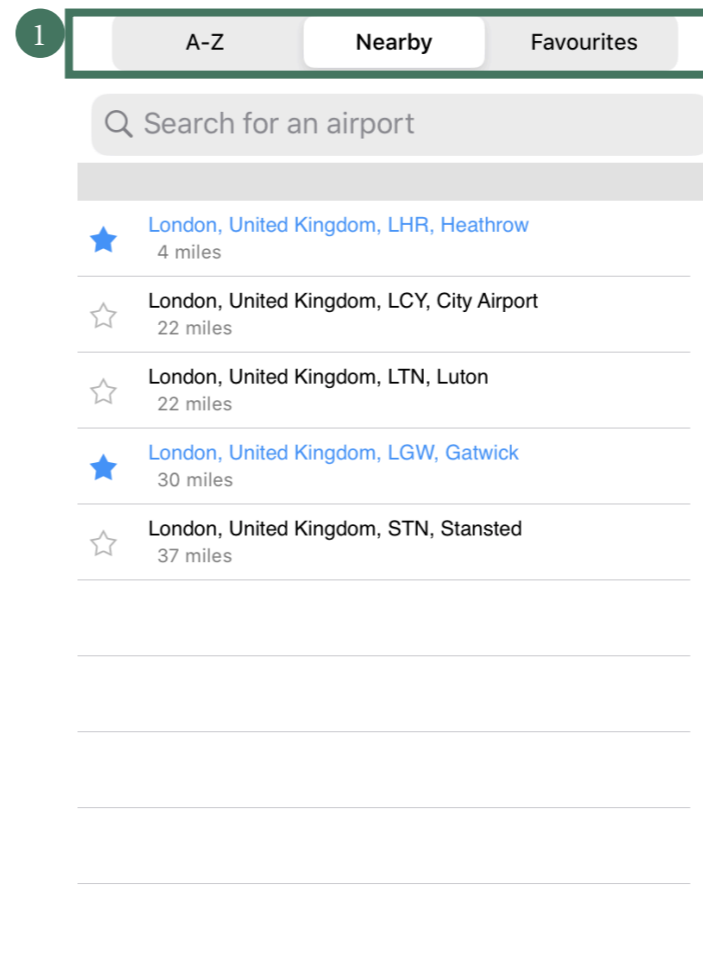
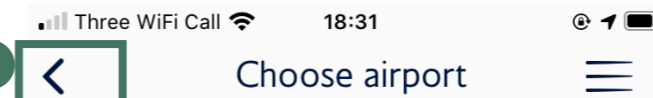
- No proportions
- Text is too big
- Some features are pinned in wrong places
- Calender



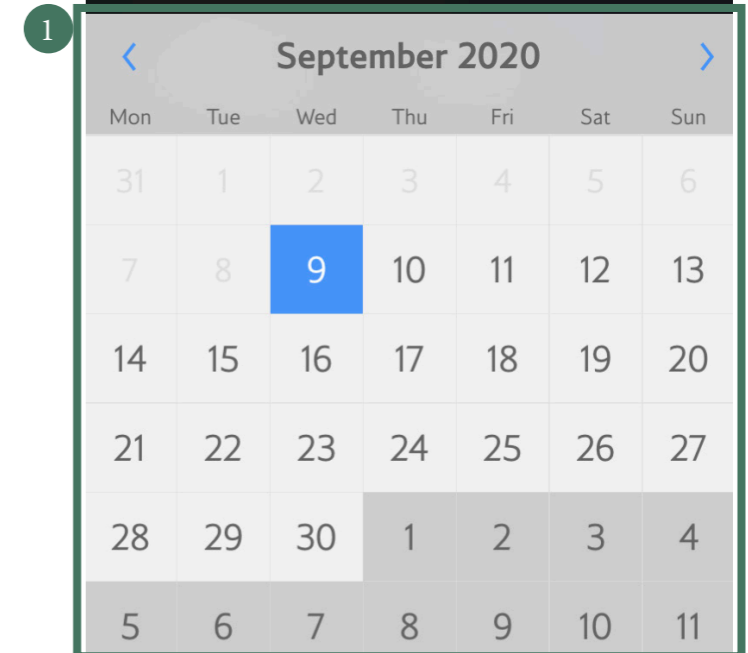
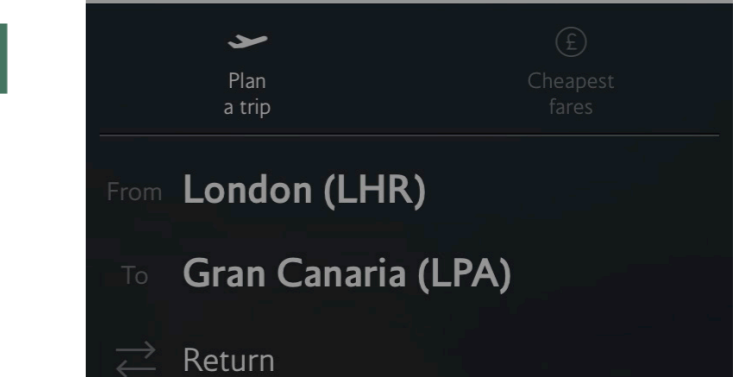
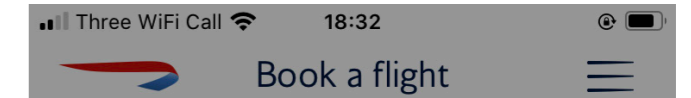
1 Very clear, no distraction, minimal



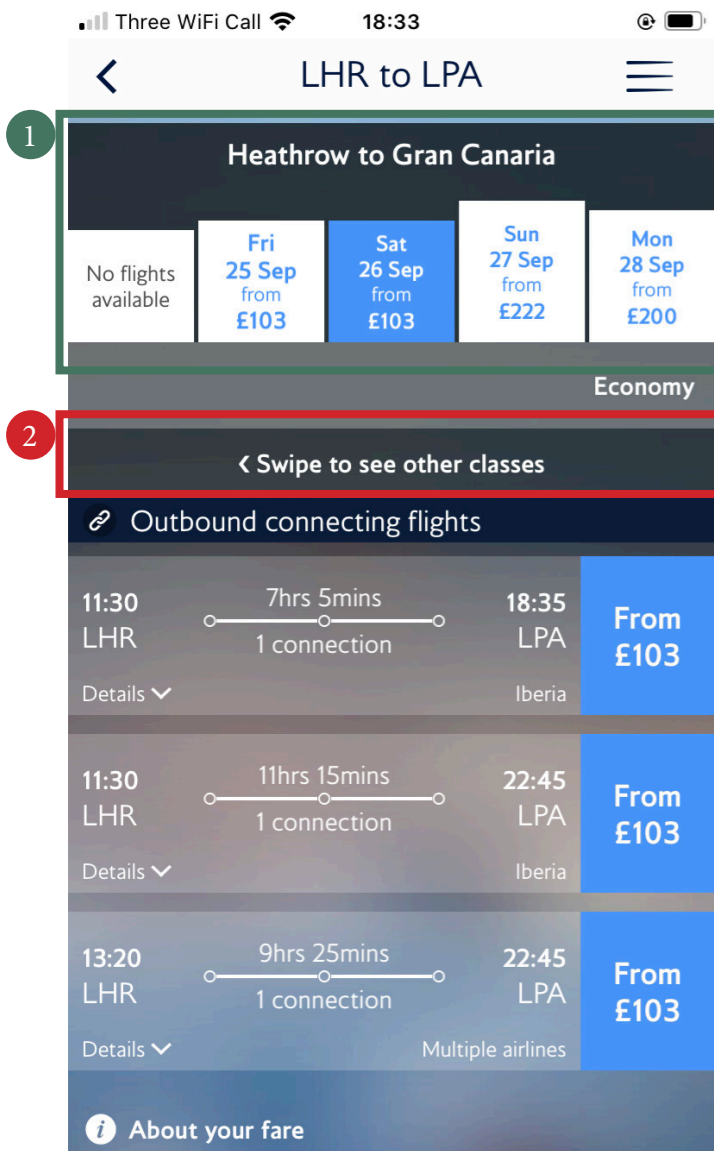
1 Nice minimal and clear layout with icons, but text sizes are not proportional.



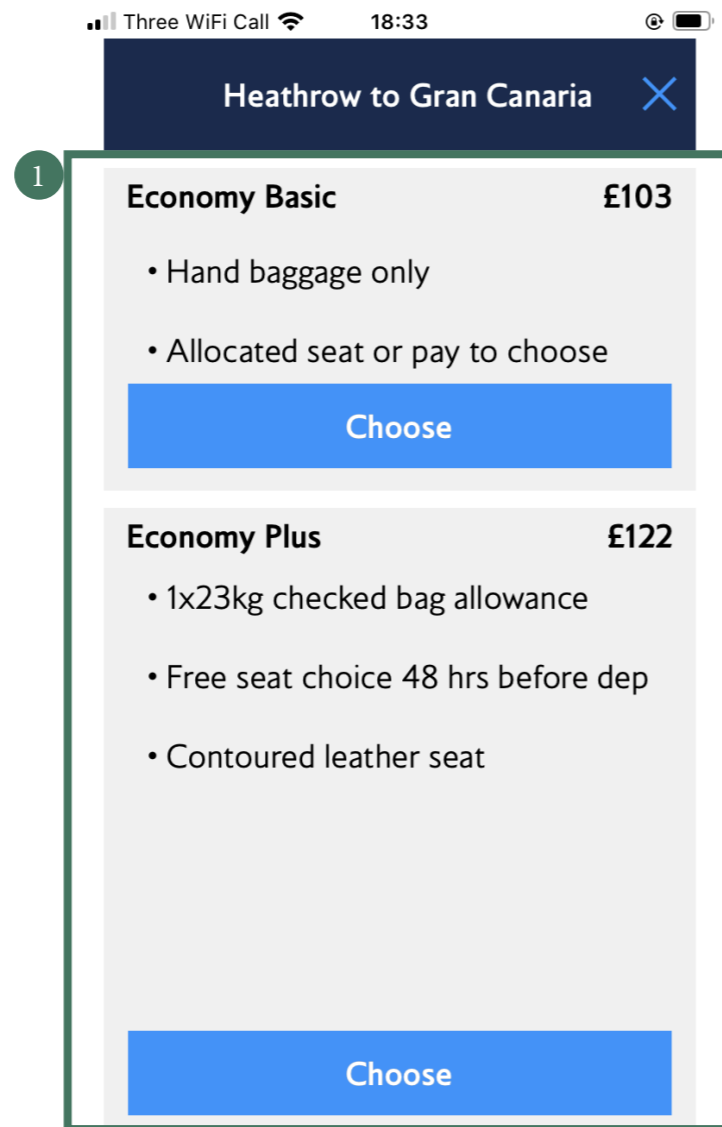
1 Nice to have a back button
2 Super useful features to save time and energy



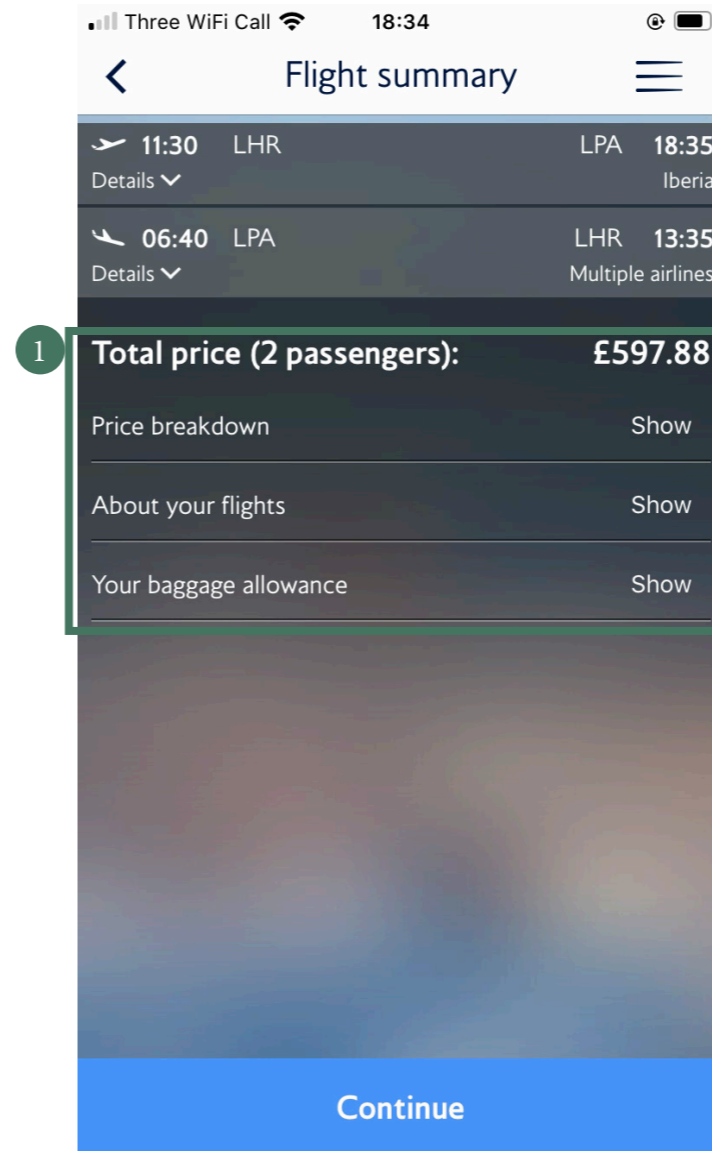
1 When pressing "Return" the calendar shows up and it's very easy and pleasing to use



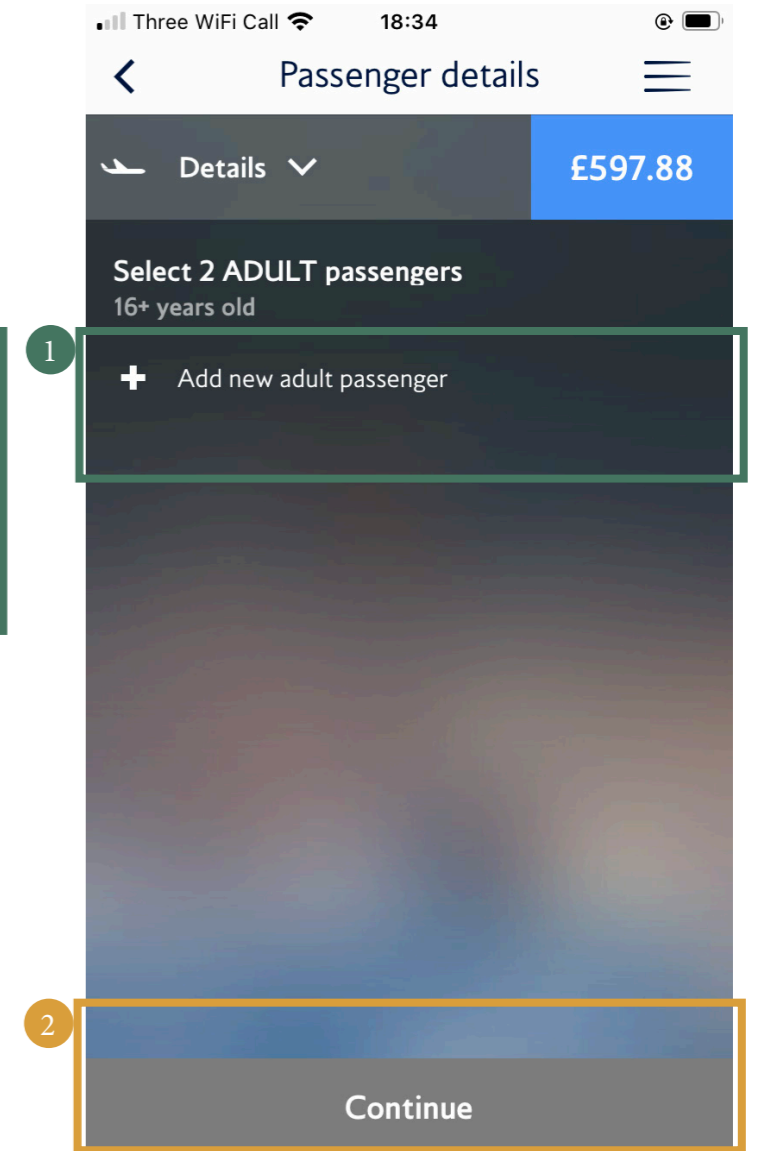
- 1 Super feature to have options and control to decide when to take the cheapest flight
- 2 Here I tried to swipe but nothing happened. So not sure what it's meant to do



- 1 After selecting the flight this window showed up. Very clean and easy to read



- 1 Gives users the option to go in details if they want to.



- 1 Good to give the option
- 2 Even with one adult flying, it didn't want me to continue which was a bit confusing. I wish it could tell me what I was missing to continue rather than going all the steps back to check myself



Conclusion

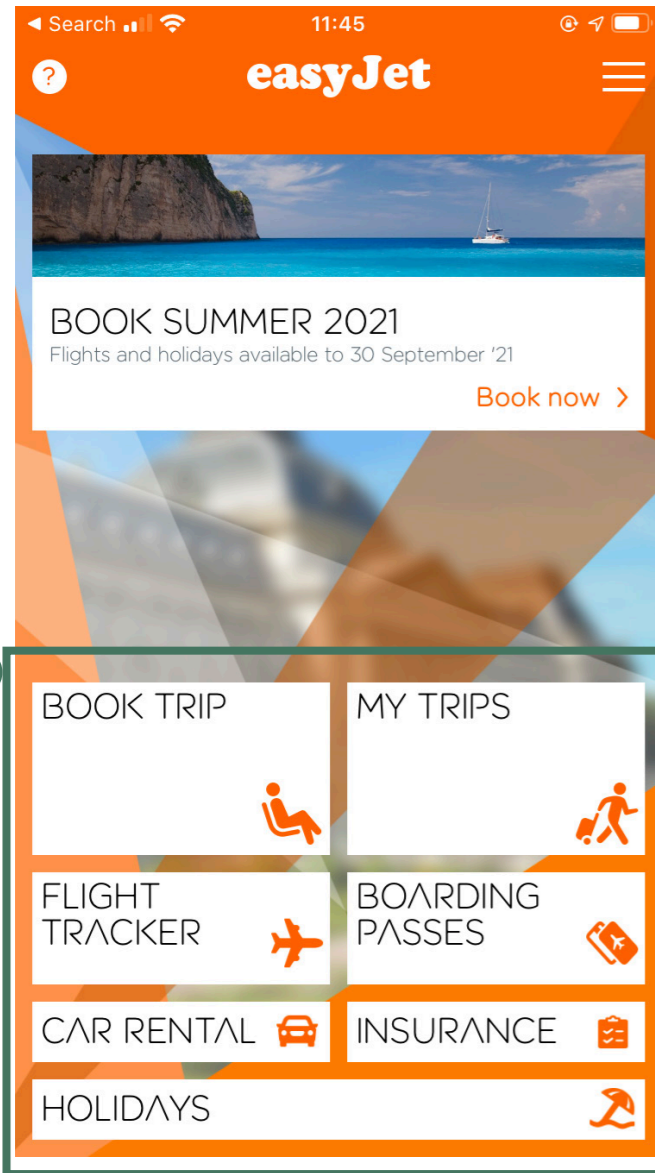
British Airways was a pleasant app to use to book a flight. The layout is nice and it's minimal and it was easy to navigate around.

Pros

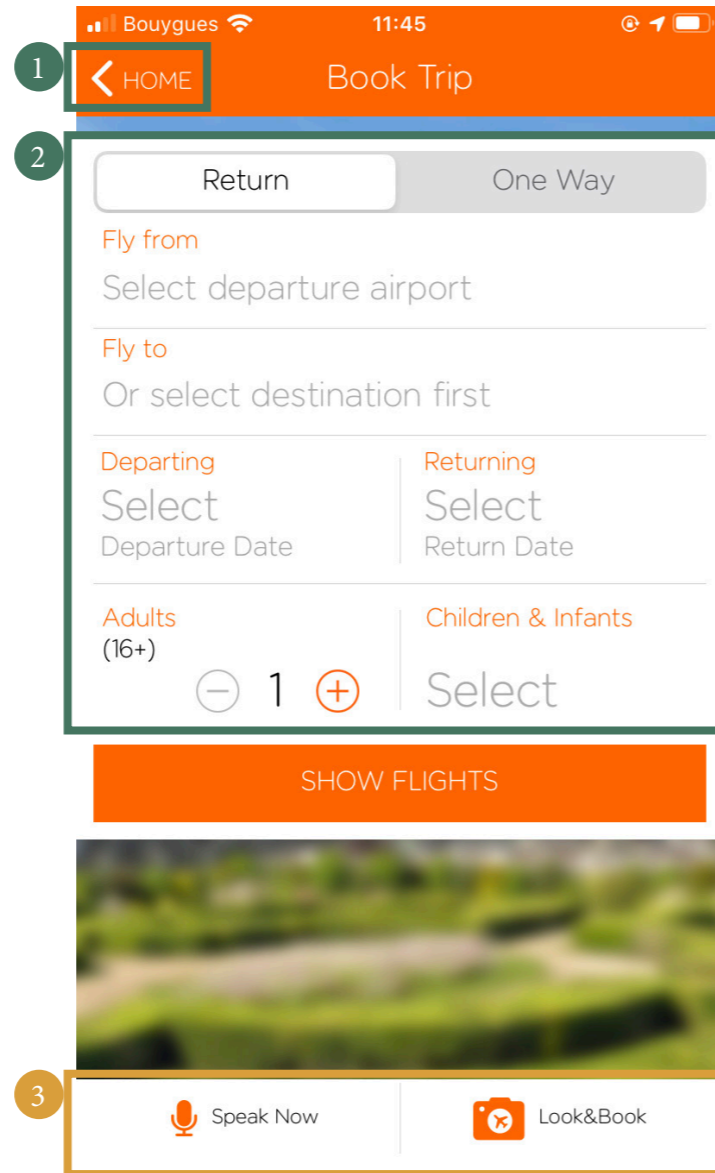
- Minimal Layout
- Easy navigation
- Gives users choice
- Clear

Cons

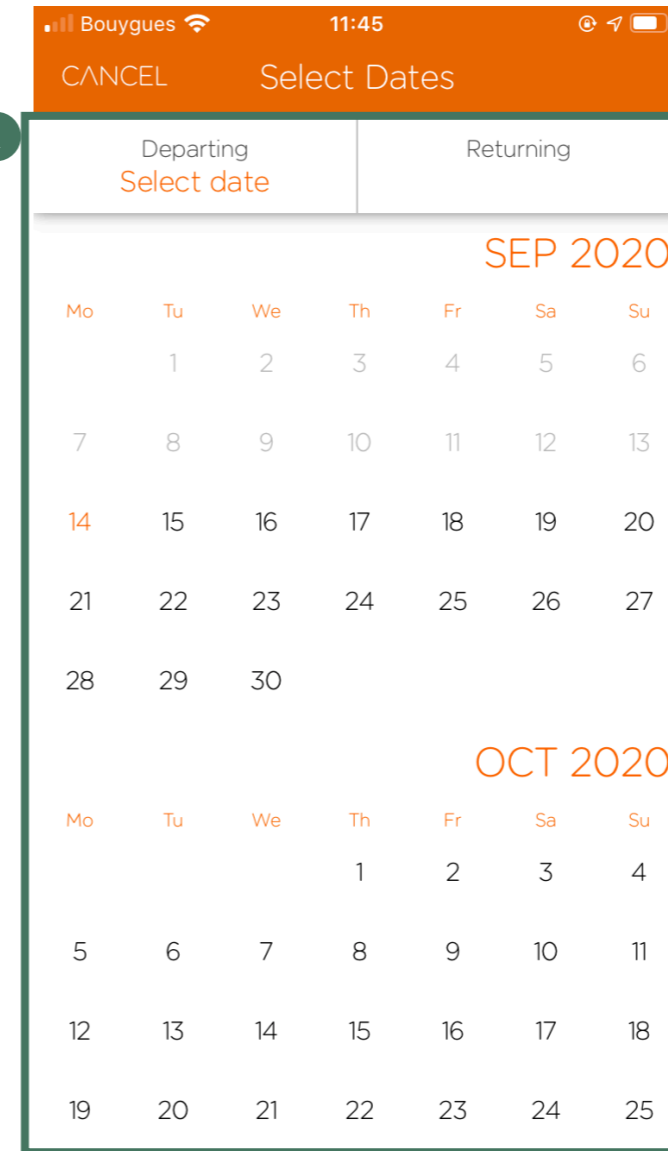
- Looks a bit too plain



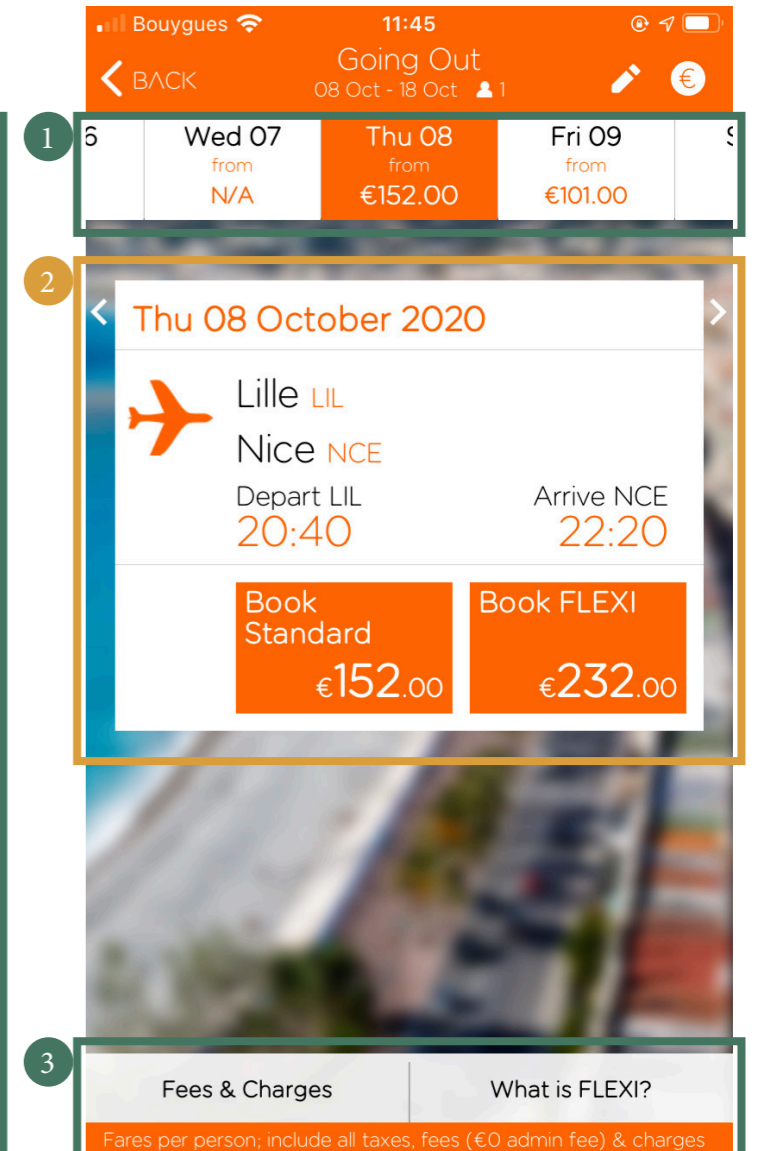
- 1 Very clear and understandable. The hierarchy visualize what the user would do first when opening the app.



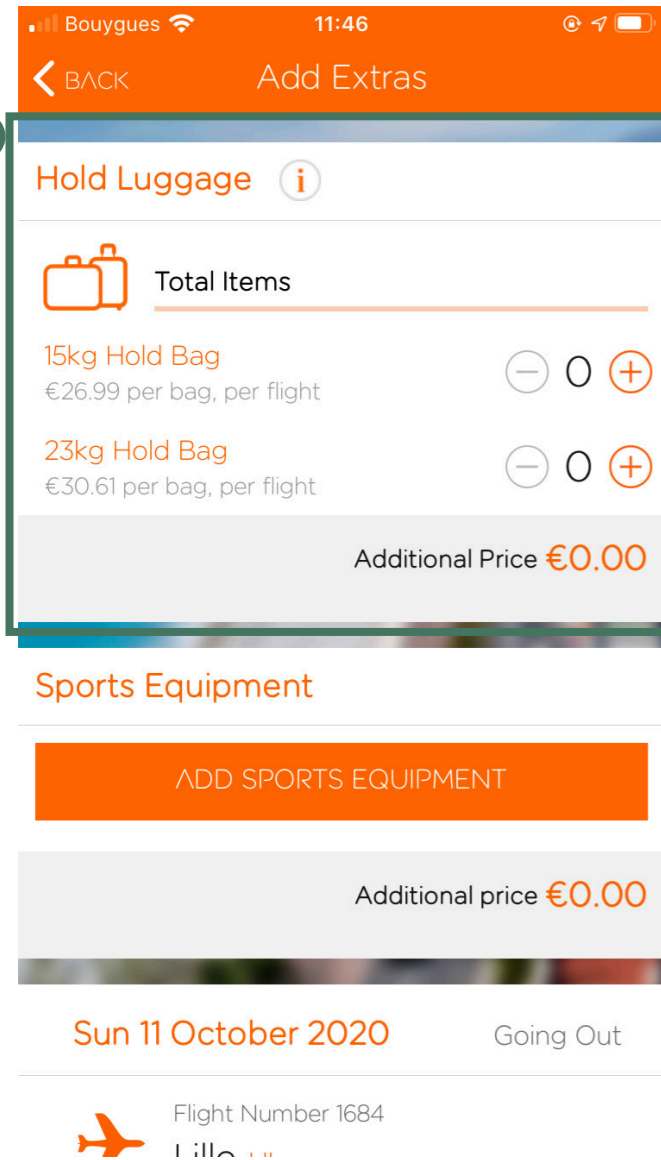
- 1 Home button is clear
- 2 Big text, easy to read and nice contrasting colors
- 3 Here I was surprised to see these features. Not sure that they will be super useful mainly when looking for a flight you know where to go.



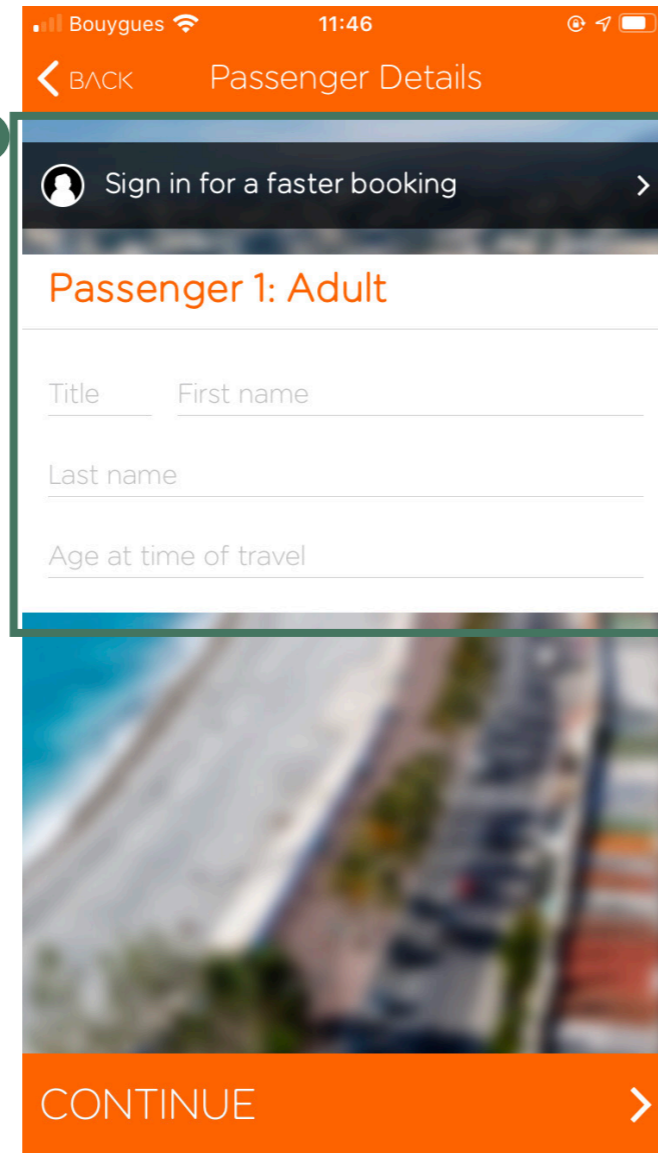
- 1 Big calendar with nice contrasting colors. It is very clear and minimal.



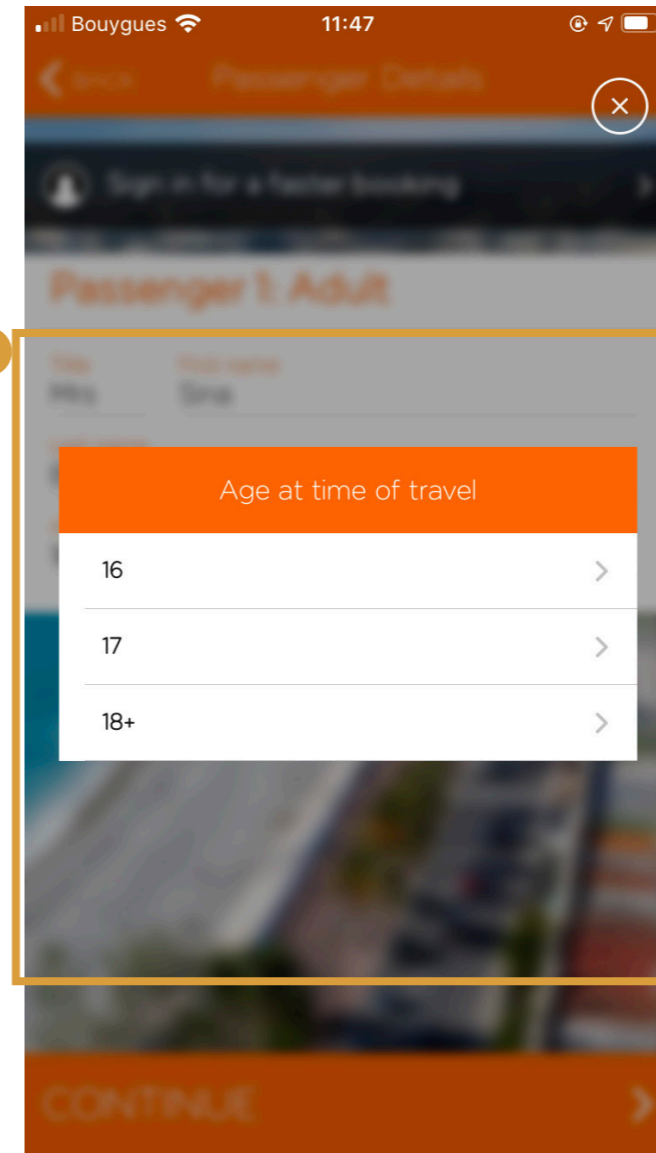
- 1 Very useful to have an overview what day could be cheaper to fly
- 2 By swiping left or right, it mimics the top scroll tab which is good but why does the box need to take so much space of the screen?
- 3 Gives the user the option to get more information if they want.



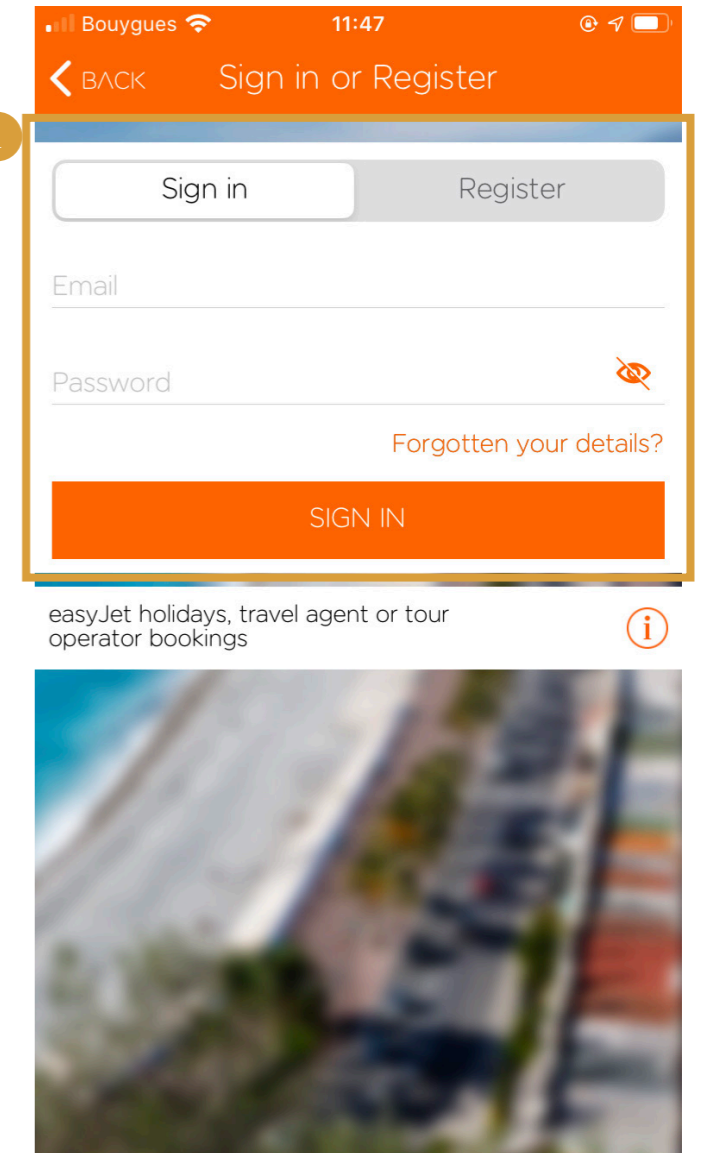
1 Gives the Luggage sizes and weight which is super useful to know and of course the price



1 Gives the option to log in for a faster checkout or to do it as a guest.



1 Here I was not sure why my age was so important. I don't think it would have changed anything for the price



1 Why not give that straight away in the "Passenger Details" section to save time?

easyJet

Conclusion

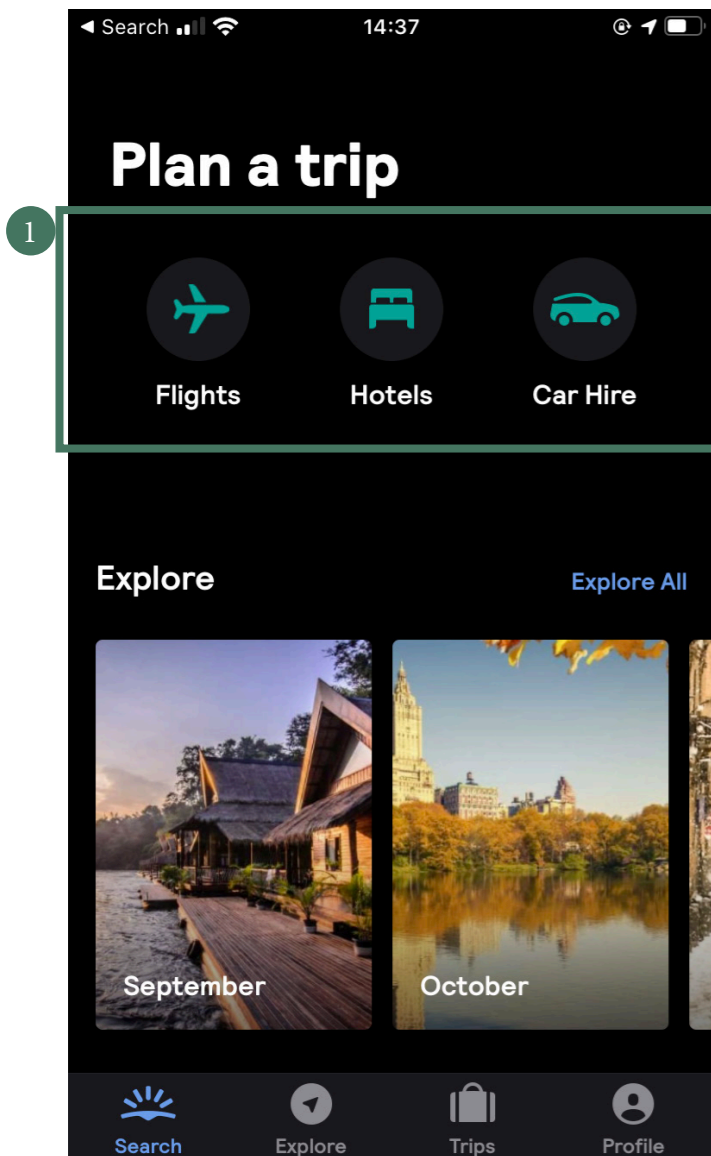
My experience with EasyJet was enjoyable. The usage of icons makes it easier to navigate rather than reading where to go next.

Pros

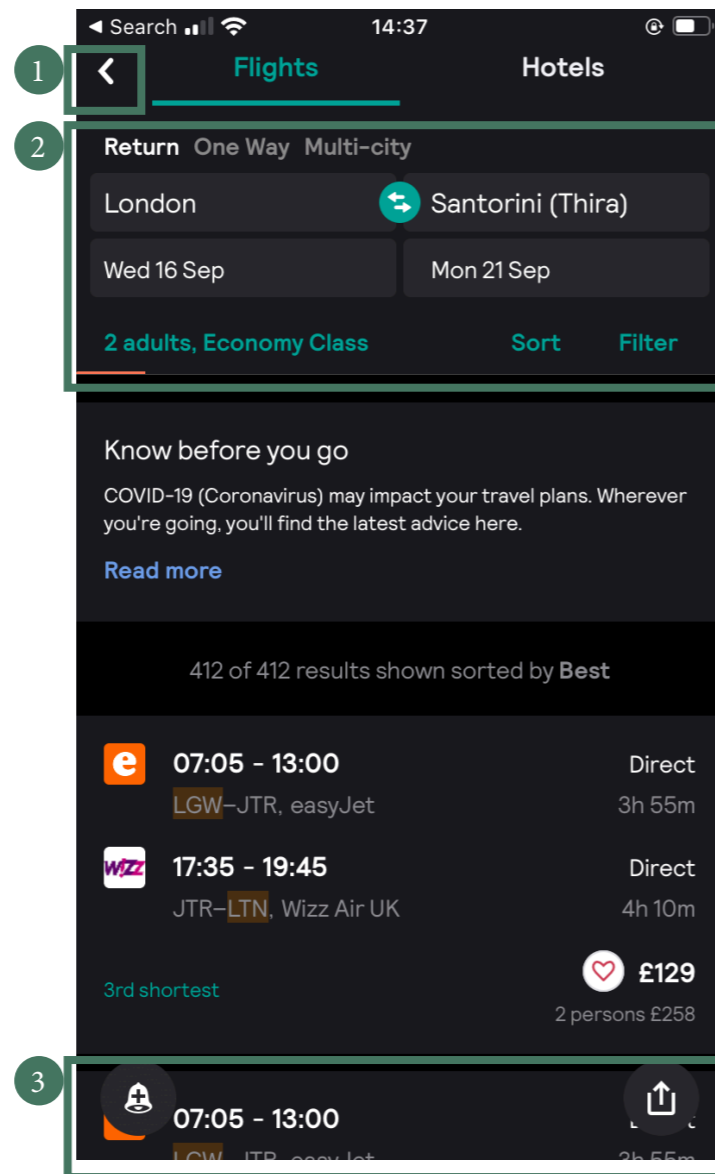
- Icons
- Fonts are good sized and easy to read
- Well balanced with all the features
- Calendar is big
- Great overall graphics

Cons

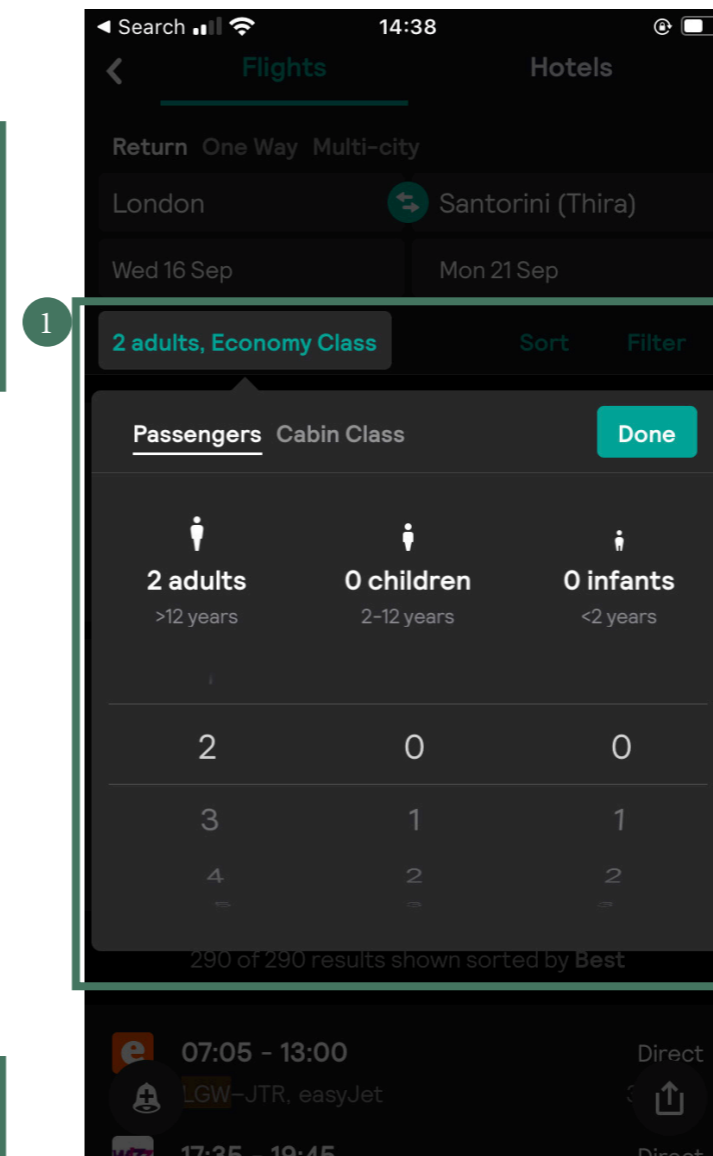
- Not sure why they ask about the age when checking out
- Register/Sign in should be in the "Passenger Details" section to save time



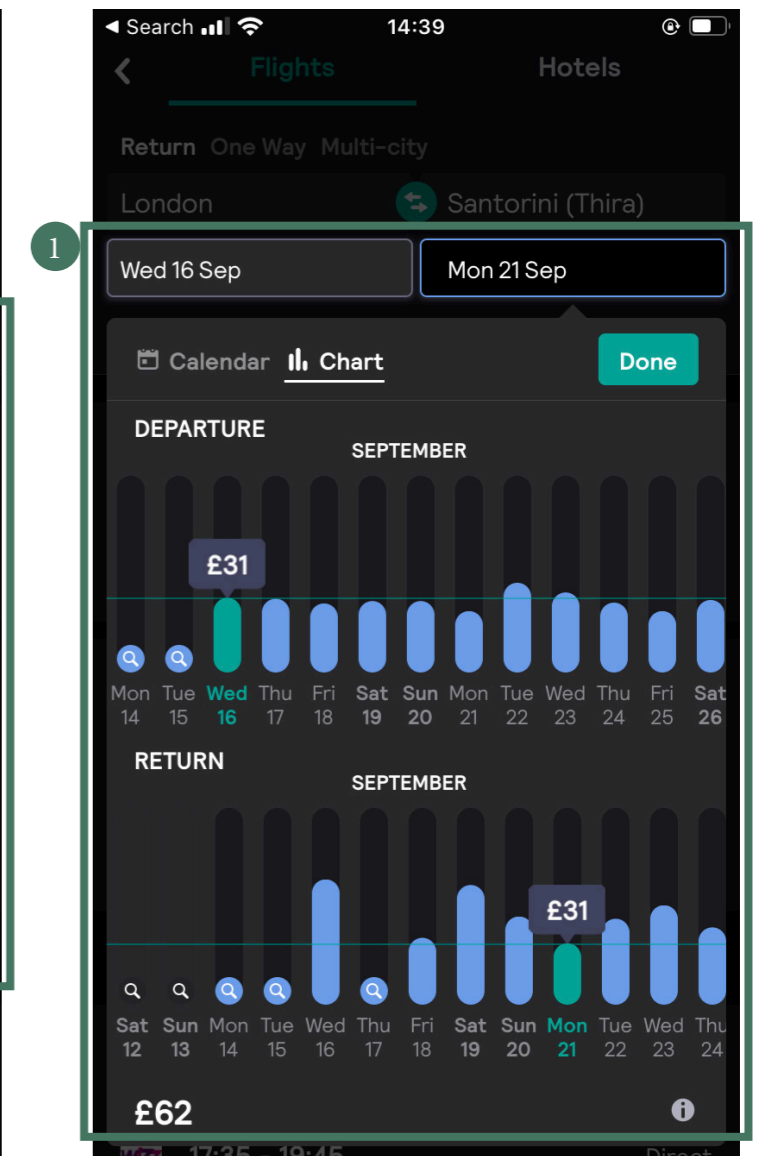
1 Super clear of what options you have with this app



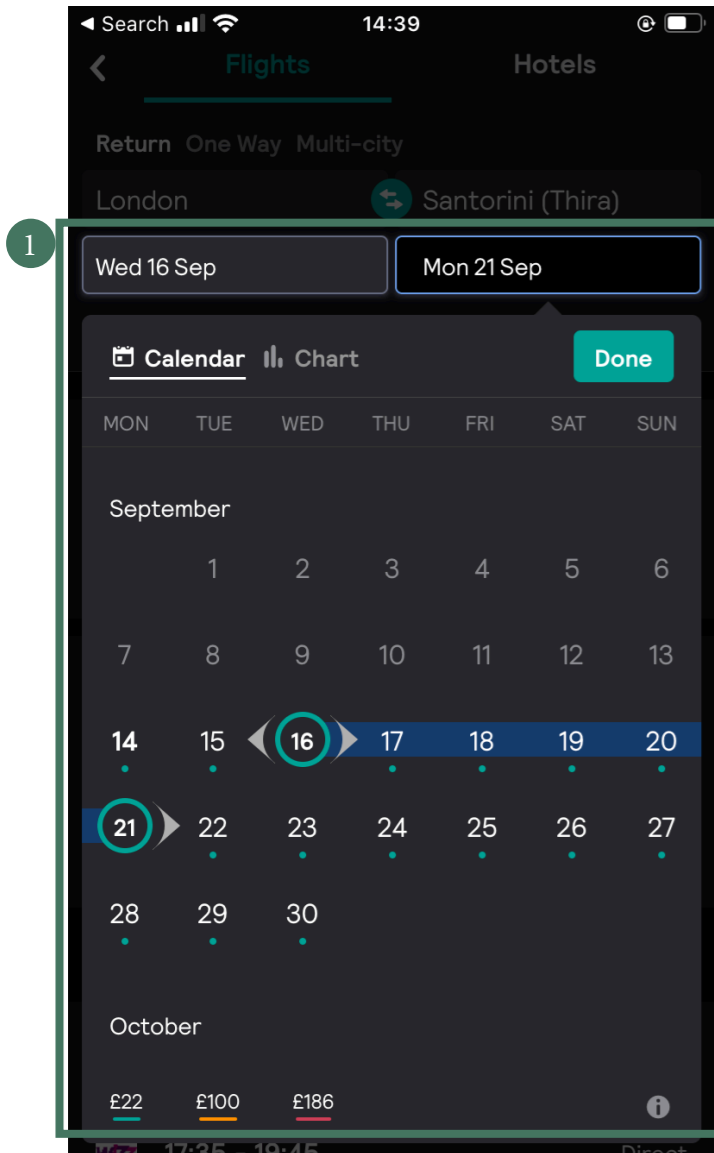
- 1 Home button is clear
- 2 Selecting the tickets is minimal and has only the necessary features
- 3 Sharing and notification is big enough not to disturb



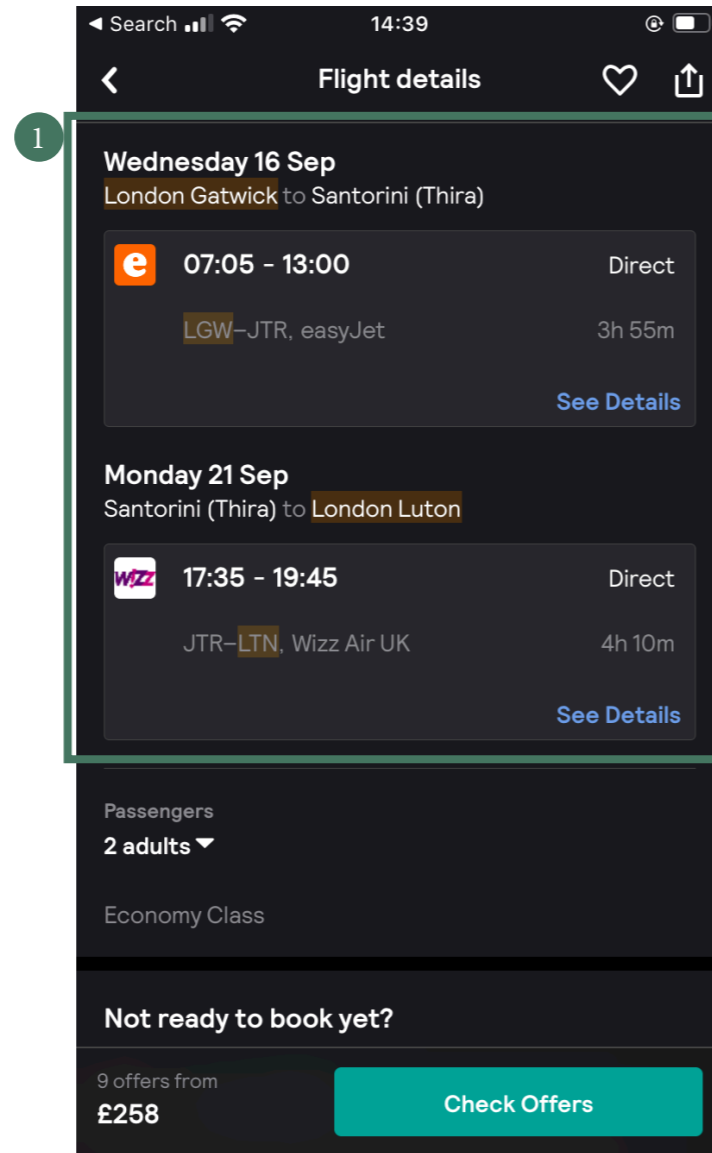
1 Icons and scroll bar make it easy to adjust additional passengers



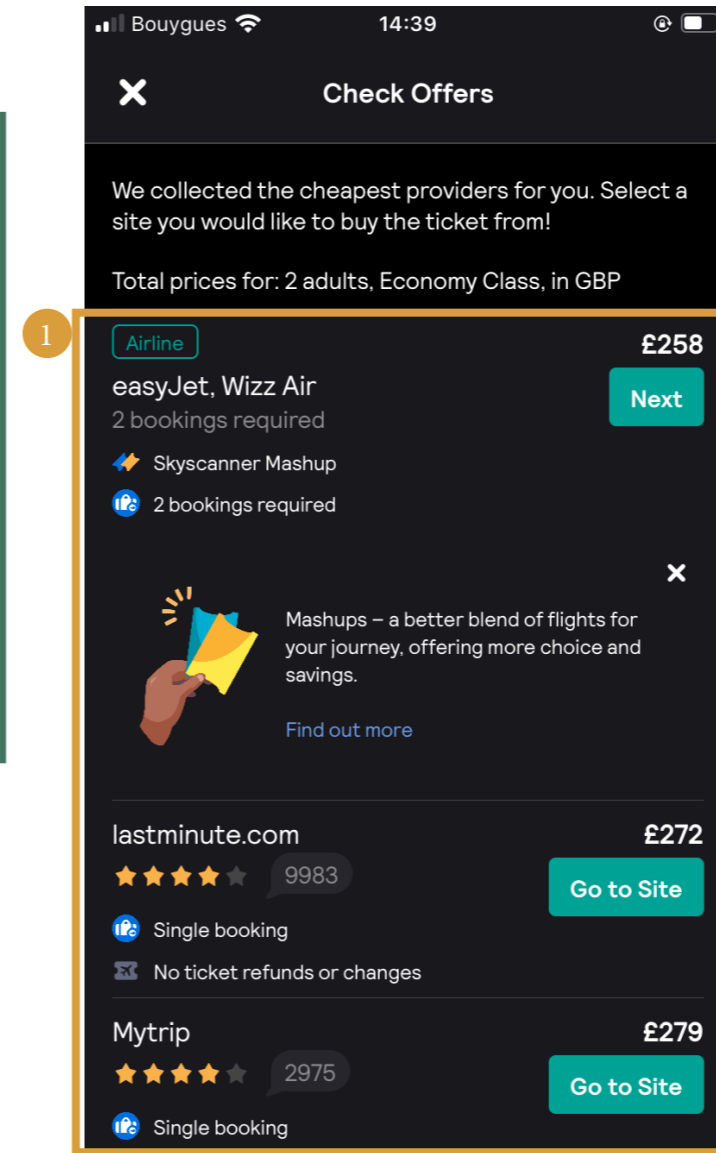
1 Saves a lot of time deciding when to go on holidays with this overview chart



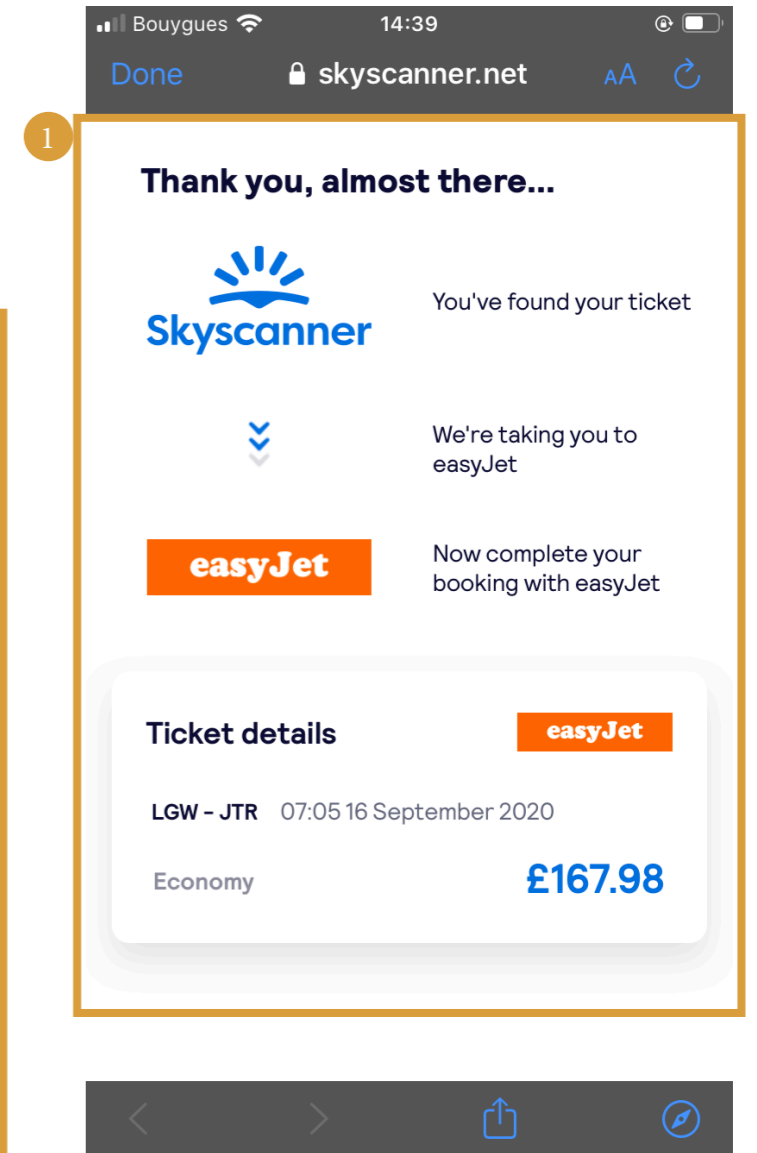
1 Same as the bar, the dots under each date makes it visually easier to figure out when to go on holidays. Specially with the color coded prices shown on the bottom left.



1 Overview of flight of departure and return is clear.



1 Not sure why skyscanner is giving me other offers, specially when I was meant to have the best offer already.



1 Taking me to safari to redirect me to the offer. It goes smoothly, but I wish I could just check out on the app itself.



Conclusion

Skyscanner is the perfect app to figure out when to book a flight. It is easy to use and in my opinion user friendly

Pros

- Minimal Layout
- Easy navigation
- Gives the dates and months for best travel time

Cons

- Would be nicer to book within the app rather taking me to the website of the offer