



Project 1

Competitive benchmark

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Overview

Competitive benchmarking is an extremely useful research technique that allows you to identify what your competitors are doing right, and learn from what they are doing wrong. For this project, you'll review four websites to gain some insights on how best to design your own airline website or app.

Objectives

Identify how best-in-class websites solve the problems we are trying to solve;



Best practice that we should emulate



Conventions we should follow



Strange functionality provided to user

Tasks

1. Identify four websites, three of which should be airlines. You are welcome to include one wildcard but it should be travel related, such as a travel aggregator or hotel.
2. Define which aspects of their software you want to look at. For example, the homepage, search and select, how users inputs their details etc.
3. Review each website and app by taking screenshots with plenty of commentary to explain what's happening and why you think it's noteworthy.

Summary





While not perfect, the Ryanair website was the best overall performer of the websites reviewed.

In general the flow threw out the booking process fitted well with a mental model to search and book flights. The use of language and iconography made the process fairly intuitive and the flexibility built into the system aided the ease to use.

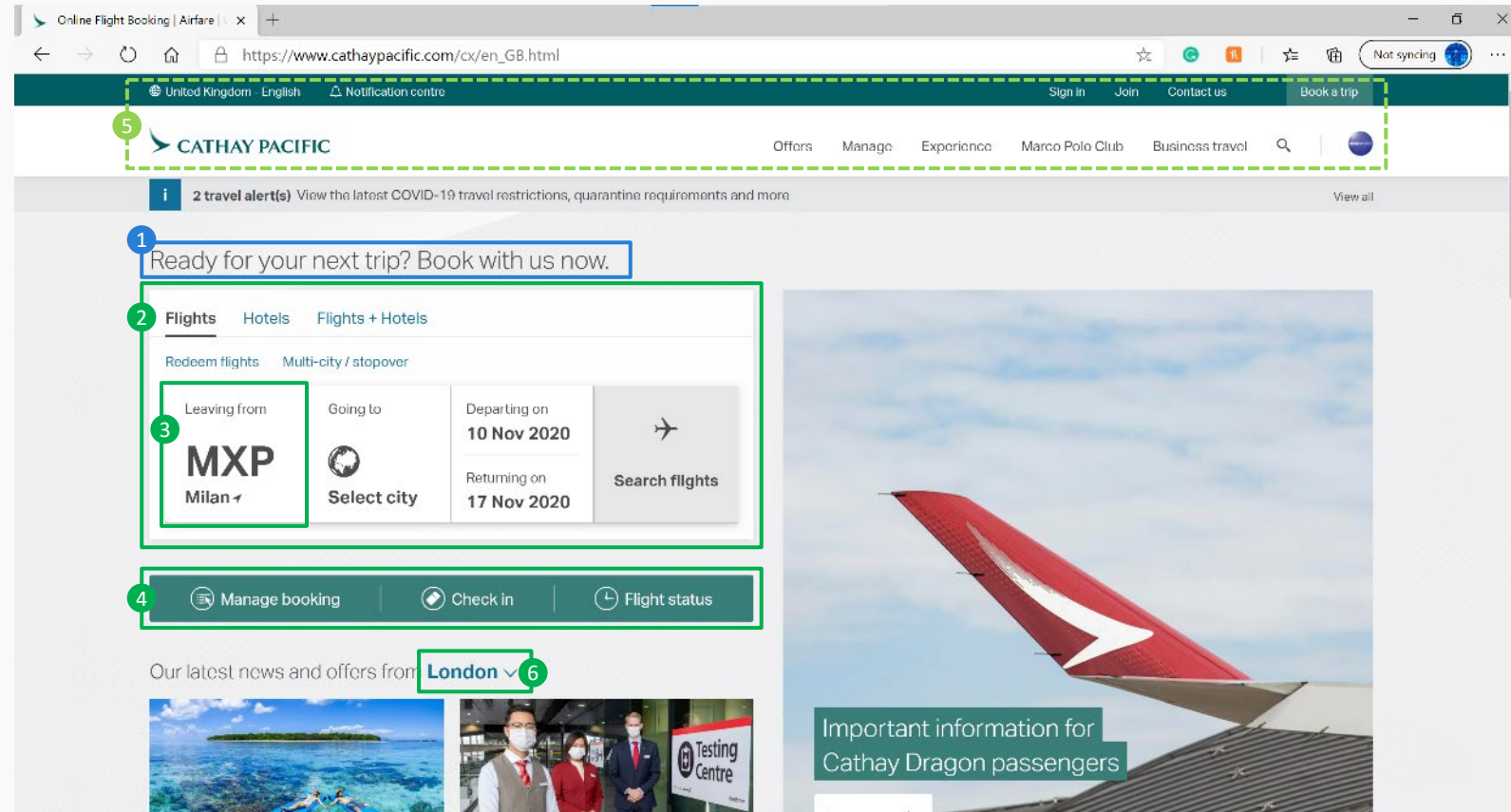
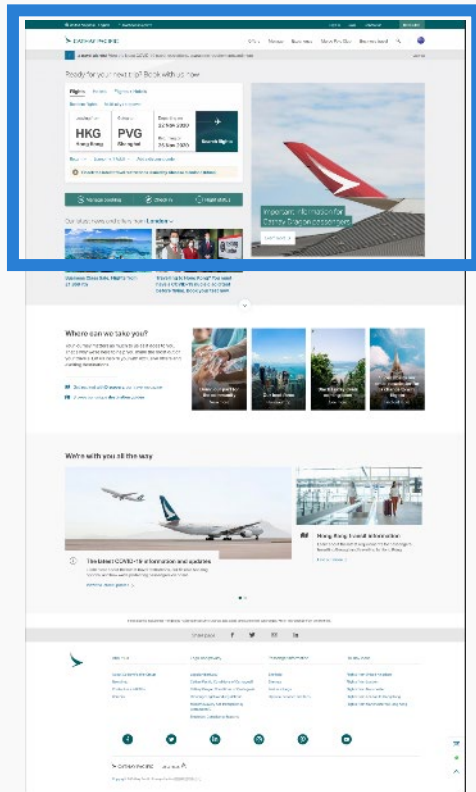
A good solid performance from the Cathay Pacific and one that offered the easiest way for customers to contact the company with queries. However during the booking process over scrolling caused some issues by jumping to different parts left me a little frustrated.

While my initial thoughts for Jetblue looked promising, their use of a white label product, overall busy and confusing layout left me feeling anxious and distracted through out.

Skyscanner's homepage offers the most simplicity in design, but it lacks some of the basics that aid a good experience by adding unnecessary extra steps that interrupt good flow when making inputs for a booking.

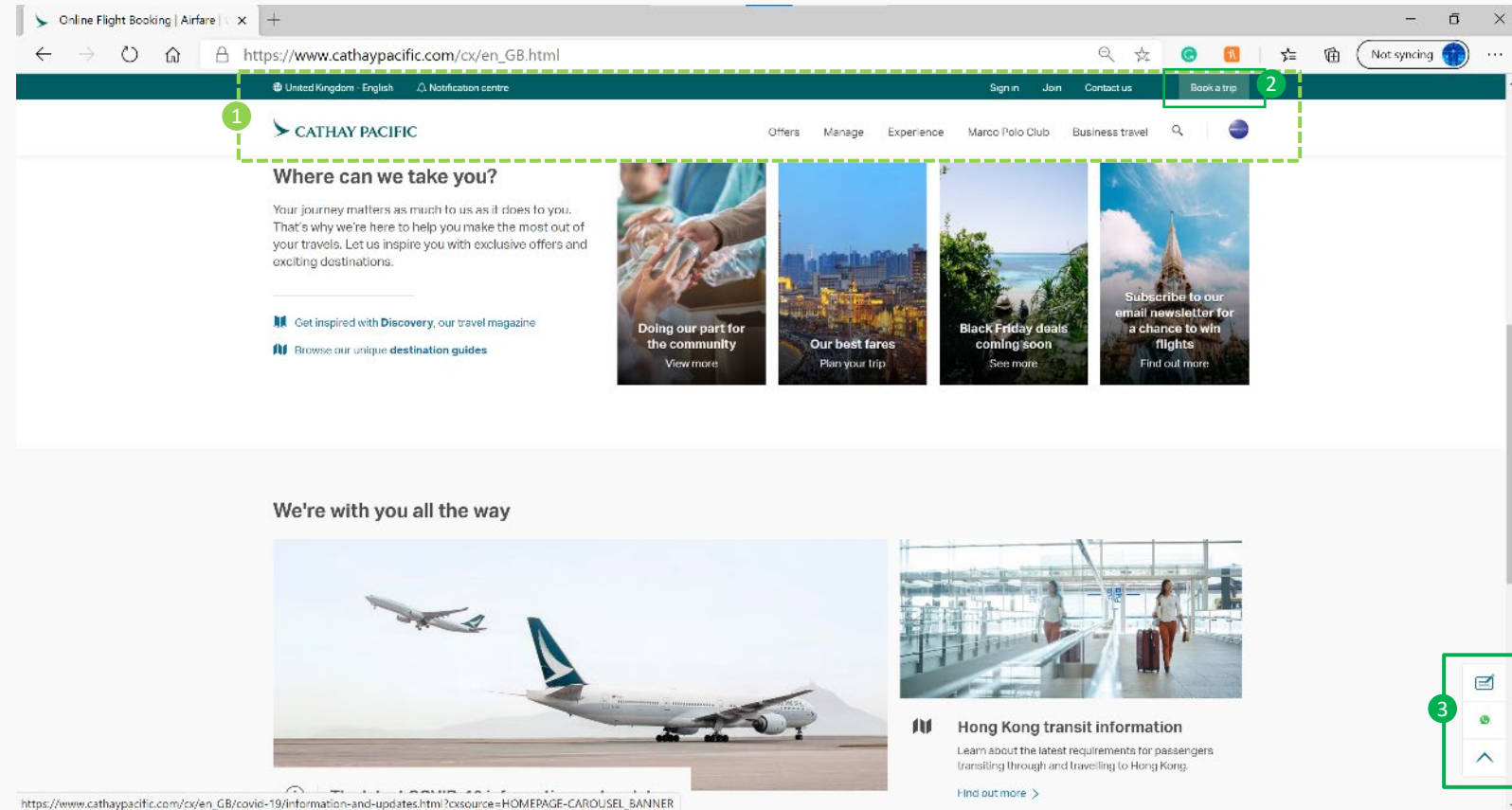
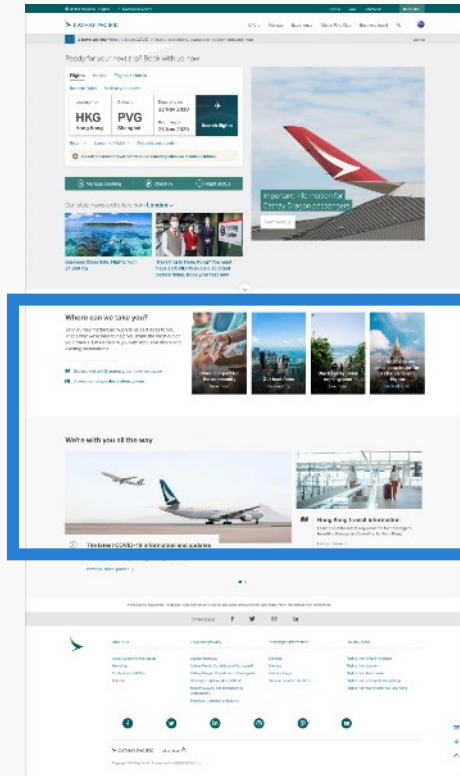
	Heuristics	Best Practices	Conventions	Design	
	2	3	3	2	10
Best Performer 	4	4	4	4	16
	1	1	2	1	5
	3	2	1	3	9

1 ← Worst performance Best performance → 4



- 1** **Headline** – Evokes a feeling of confidence, direct and to the point, not adding extra fluff.
- 2** **Make a booking** – The main purpose to visit the website is to book/search flight options. Colours and placement make it easy to find, great use of text and symbols highlight the main details. Hovering over clickable areas are indicated by text changing to underlined and pointer changes from normal select to link select.
- 3** **It knows my airport** – I'm on the UK version of website, but it knows I am in Milan, Italy and has already populated the departing airport as Malpensa (MXP).

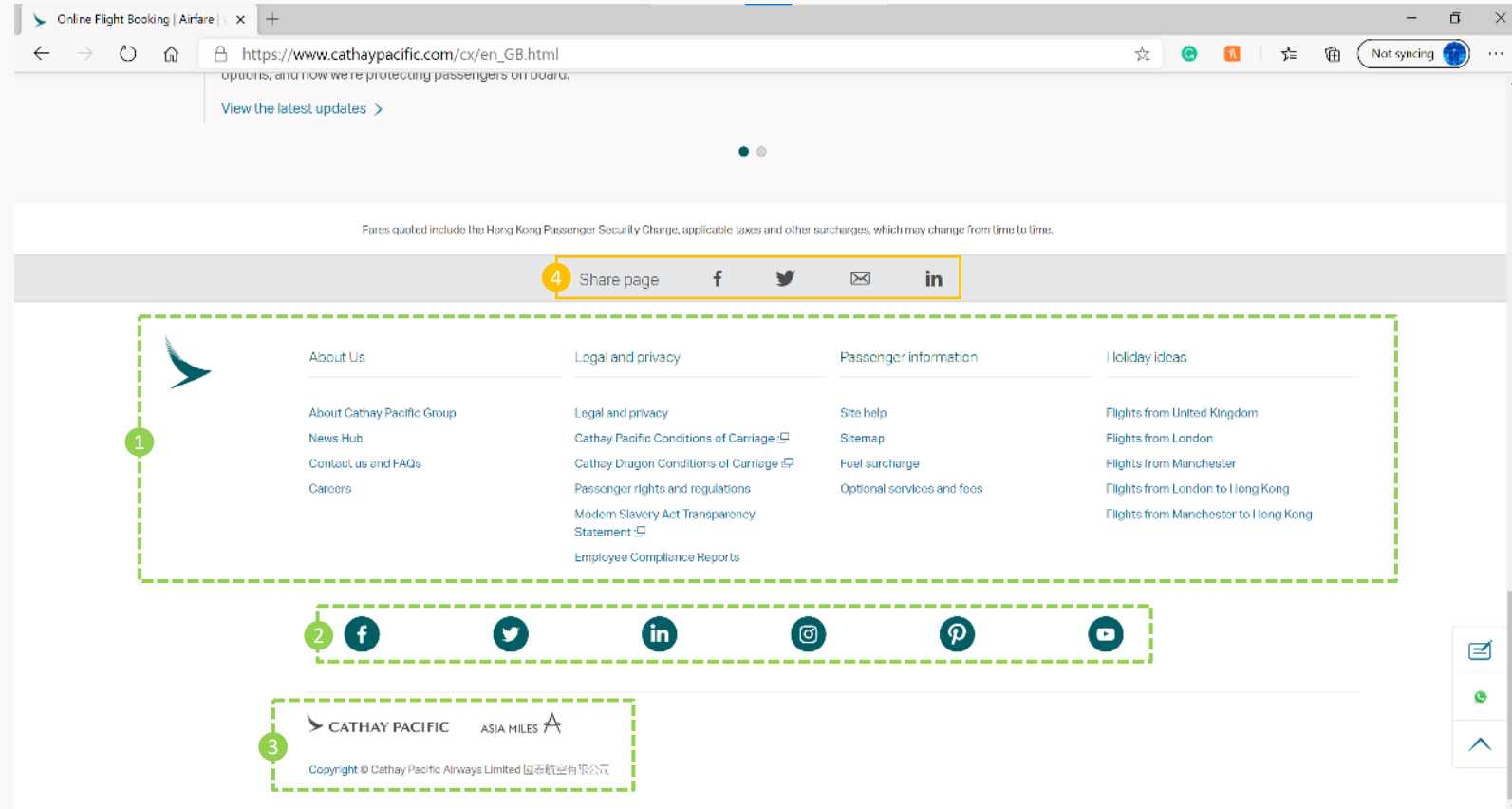
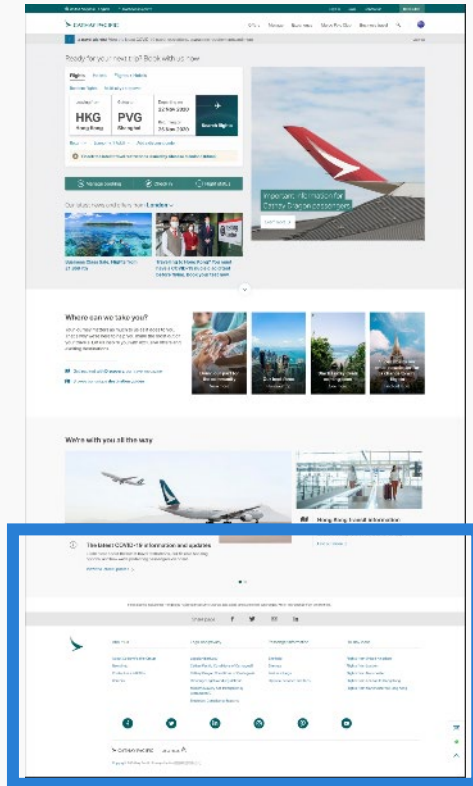
- 4** **Secondary actions** – Located close to primary function, these actions are the next important and are easy to find. Simple wording and great iconography.
- 5** **Header** – Uncluttered not too many categories. Doesn't distract from the booking section below. Membership login/signup, contact us, country version easy to find.
- 6** **Location specific offers/news** – The website is optimised for different countries/regions but know where I am, but also gives me the option to change.



1 **Sticky navigation header** – As the user flows through the website, the navigation header is still available to click

2 **Book trip link** – A first I was confused why this was here due to the booking section available at the top. I now understand that as you scroll down, this give you the option to book rather than scrolling back to the top.

3 **Feedback/chat with us** – Once you scroll ¼ way down the page, this side bar appears that contains feedback and chat with us links. When you hover, it extends to reveal what each icon means.

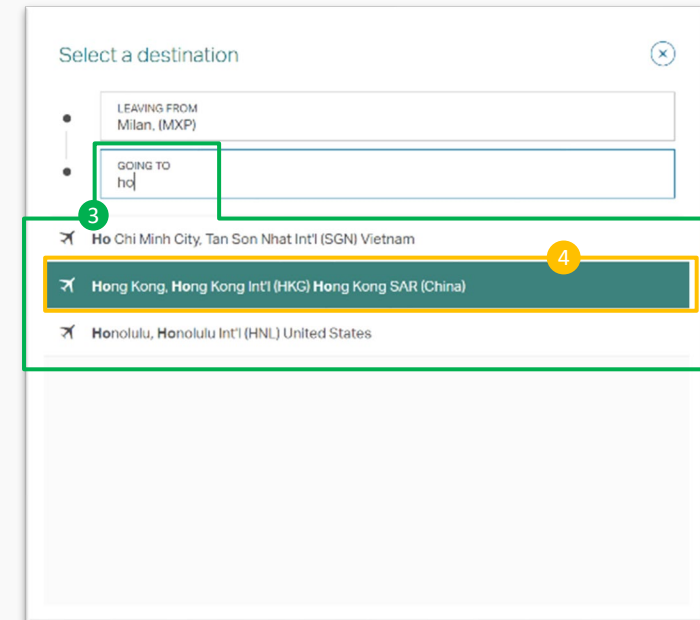
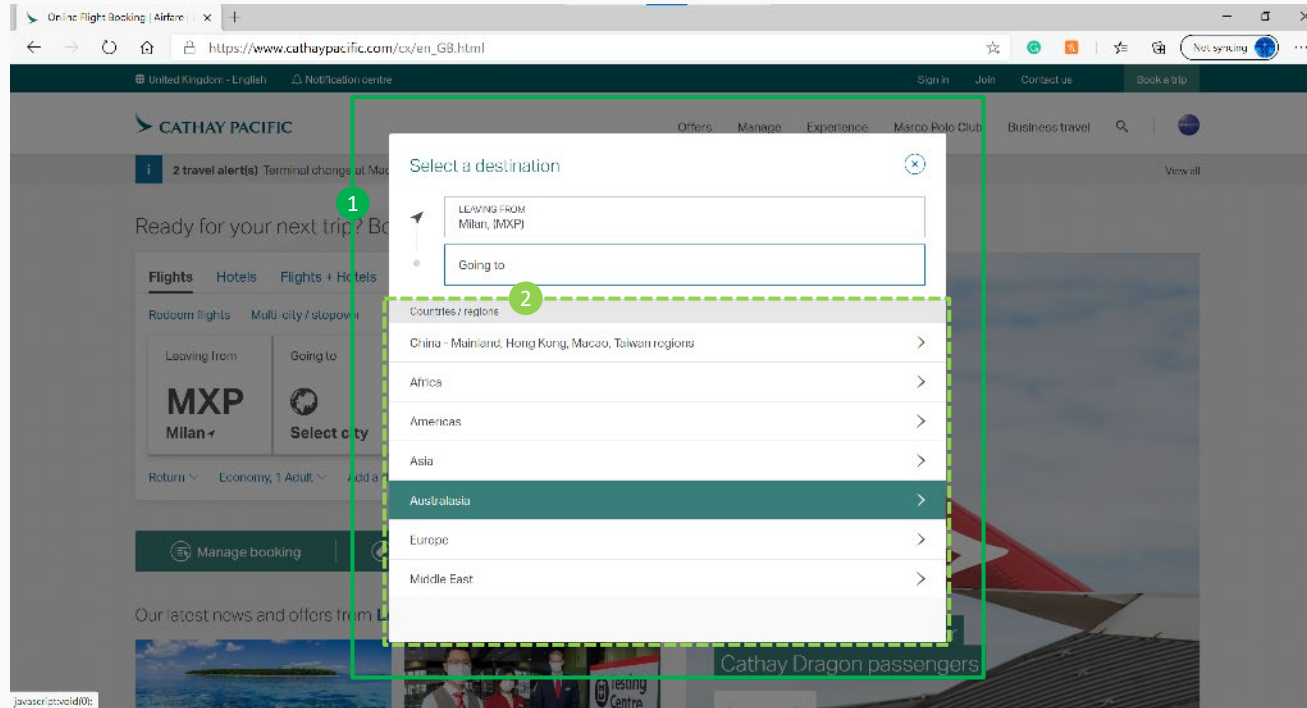


1 **Site Navigation** – Doesn't follow the same categories found at the top, but is the user has made it all the way to the bottom and not found what they are after, this may help the find it.

2 **Social media links** – The option is available to user to use these links but placed at the bottom to avoid user from leaving for these platforms.

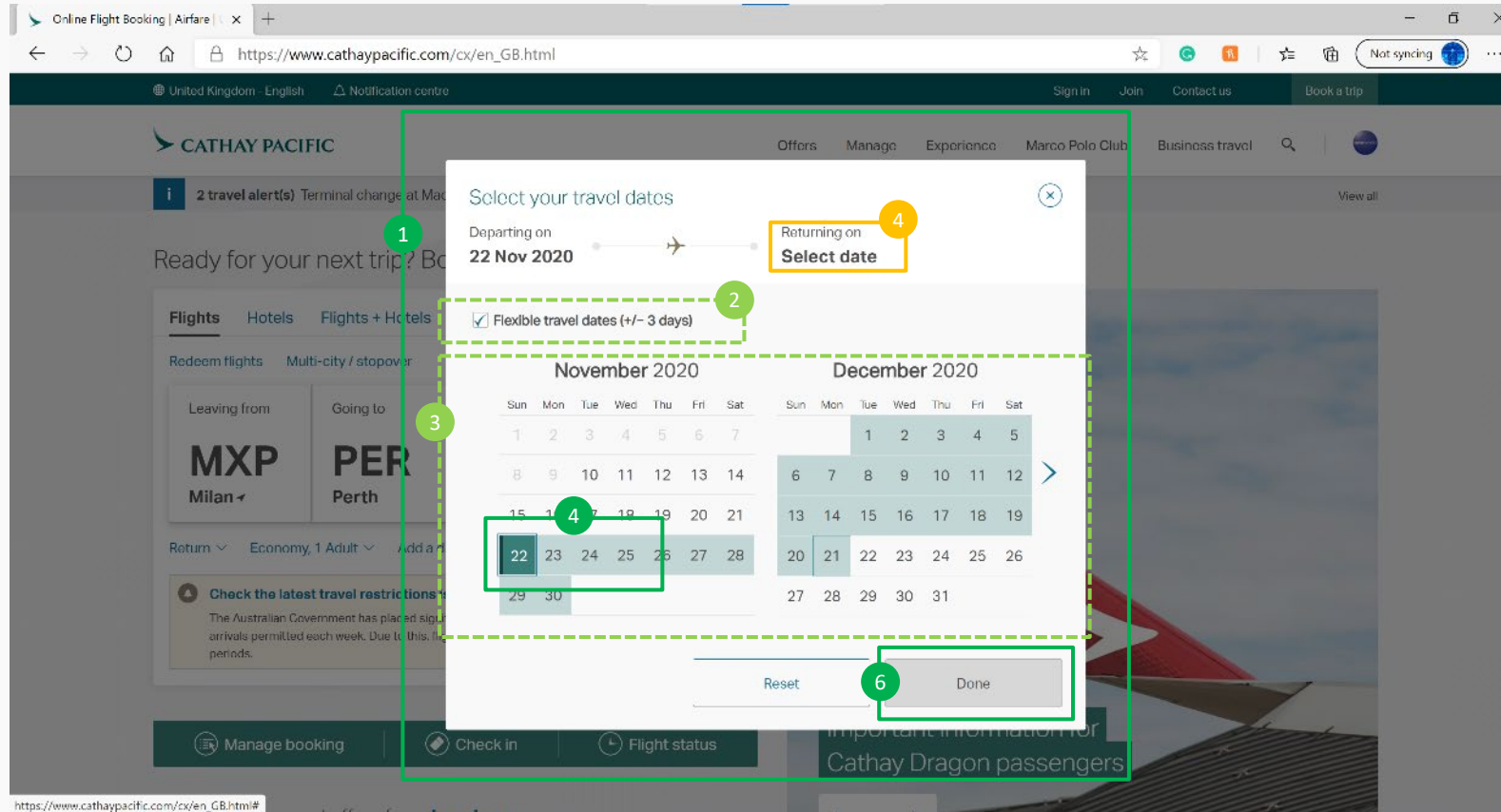
3 **Copyright details** – Seems to be the standard location for this element.

4 **Share page** – Option available to the user to share the homepage of this website via Facebook, Twitter, email or LinkedIn.

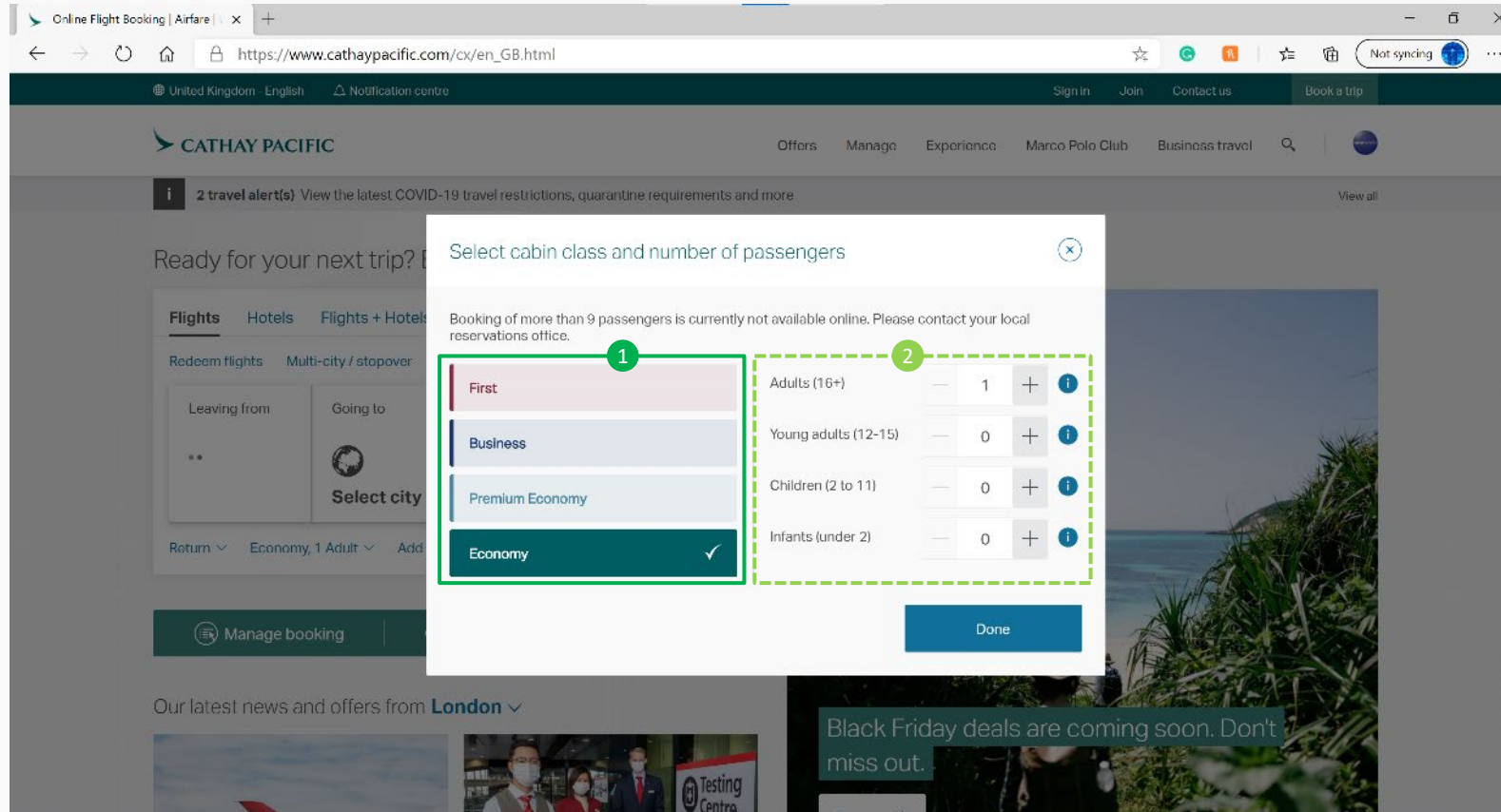


- 1 **Select a destination** – After click, background fades followed by the dialogue box appearing with slight downwards slide into position. Allows the user to focus on the task and allowing to focus.
- 2 **Select via Country/region** – A section is provided to step through countries and regions to find destination.

- 3 **Select by typing** – If the final destination is know, you can easily type into the space labelled “Going to” and options start to be listed below as you type.
- 4 **Flow** – Once the destination is selected, it doesn’t take you straight to the dates inputs but back to the homepage, requiring additional clicks.



- 1 Select your travel dates – Same action and animation as previous.
- 2 Flexible on dates – Simple tick box option available for user that is flexible on dates for better prices.
- 3 Calendar – Displays 2 months. Handy for user to visualise length.
- 4 Select dates – Click the start date which highlight in green. As you move the pointer around, the days change to a lighter tone. Clicking the return date highlights to green.
- 5 Flow – No option to type the date at the top if dates are known like the previous when selecting destination.
- 6 To complete, you must click the “Done”. Dates are more flexible that destination. By not moving on after clicking return date allows user to make adjustments if required.



1 **Select class** – This airline offers different classes. Easy to know which is selected by use of ghosting and tick icon.

2 **Passengers** – Seems to be an easy way to add or remove the number of travellers to the booking. If the user infringes on any of the booking constraints, the dialogue expands under the category.

● **Flow** – You need to go find this, small text at the bottom, doesn't automatically open.

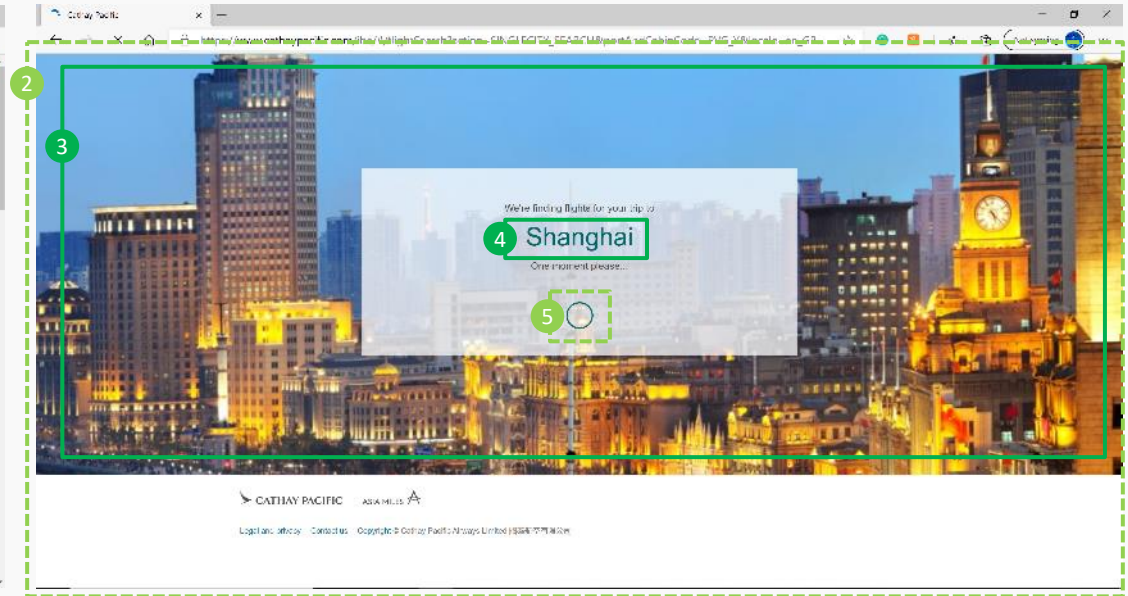
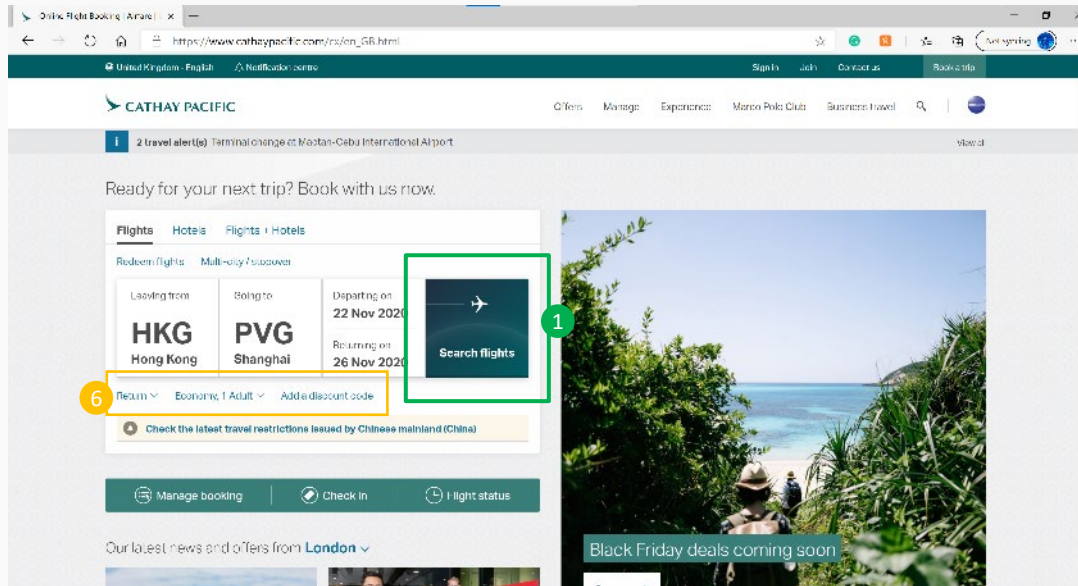
Cathay Pacific

Completing selection

● Best practice that we should emulate

○ Conventions we should follow

● Strange functionality provided to user



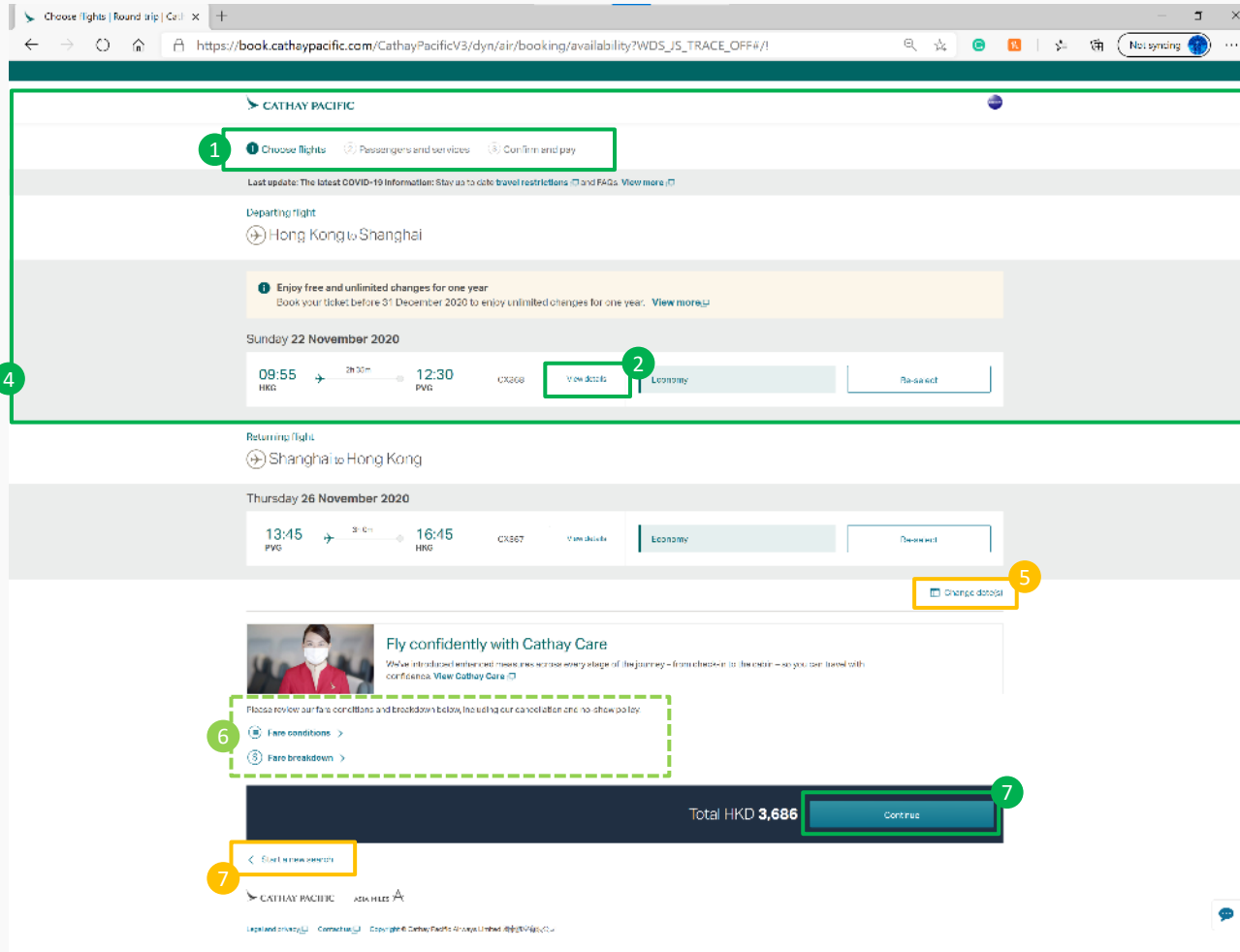
- 1 **Search flights** – Once you have added these minimum details, the “Search flights” button is enabled in green. At the beginning it was grey.
- 2 **One moment please** – After clicking the “Search flights”, the screen jumps straight to a loading screen. I know something is happening
- 3 **Background image** – I noticed that the photo in the background changes depending on the destination.

- 4 **Destination name** – On the loading screen the text adjusts to align with the intended destination .
- 5 **I’m thinking** – A throbber is used to indicate that something is happening.
- 6 **Additional booking details** – These options are not visible from the beginning.

● Best practice that we should emulate

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- 1 **Progress shown** – Website shows that there are 3 steps required to complete task and well located at the top of page.
- 2 **Details hidden** – Clean and uncluttered. Option available to user to see more if they want.
- 3 **Select flights** – Website only has one available to choose, only uses the word “select”, no other visual indicators used to help identify it as something to click.
- 4 **Flow** – The website only shows one thing at a time. Once you have selected, it minimises to show basic information. User doesn’t need to scroll as the information requiring focus is presented.
- 5 **Change date option** – Option available to change dates, good use of iconography, but only becomes available after selecting the first flight.
- 6 **Terms & conditions** – Clicks through to a pop up window.
- 7 **Continue** – The button changes colour to indicate that all the required parts have been completed to continue forward with the booking.
- 8 **Start new search** – The tendency is to push the back button which provides errors, should be moved closer to the top.

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Passengers and services | Cathay x

https://book.cathaypacific.com/CathayPacificV3/dyn/air/booking/passenger?TAB_ID=PK0RH-6dNosoJbZtQjndOG3_WD...

CATHAY PACIFIC

HKG → PVG
22 Nov 2020 - 26 Nov 2020 [View details](#)

Total HKD 3,686

Choose flights **Passengers and services** Confirm and pay

Complete all passenger information

[Need special assistance?](#)

1 Sign in or register to save time
Already have a Marco Polo Club, Asia Miles or Registered account? Sign in now to automatically fill in your details. Or create an account with us today to speed through online booking.

2 Passenger information
Please enter all details exactly as they appear on the passenger's passport. All fields are required unless marked as optional.

Tip: For inserting passenger name

ADULT Passenger 1

Title
Given name Family name
Frequent flyer programme (optional)
Programme name Programme number

[View to Contact Information](#)

Total HKD 3,686 [Continue](#)

[Start new search](#)

CATHAY PACIFIC [ASK HELP](#)

[Legal privacy](#) [Contact us](#) Copyright © Cathay Pacific Airways Limited 2020

Passenger information [Edit](#)

The passenger information provided below will be used for issuing your flight tickets and related services.

ADULT
Mr John Doe

Contact information [Edit](#)

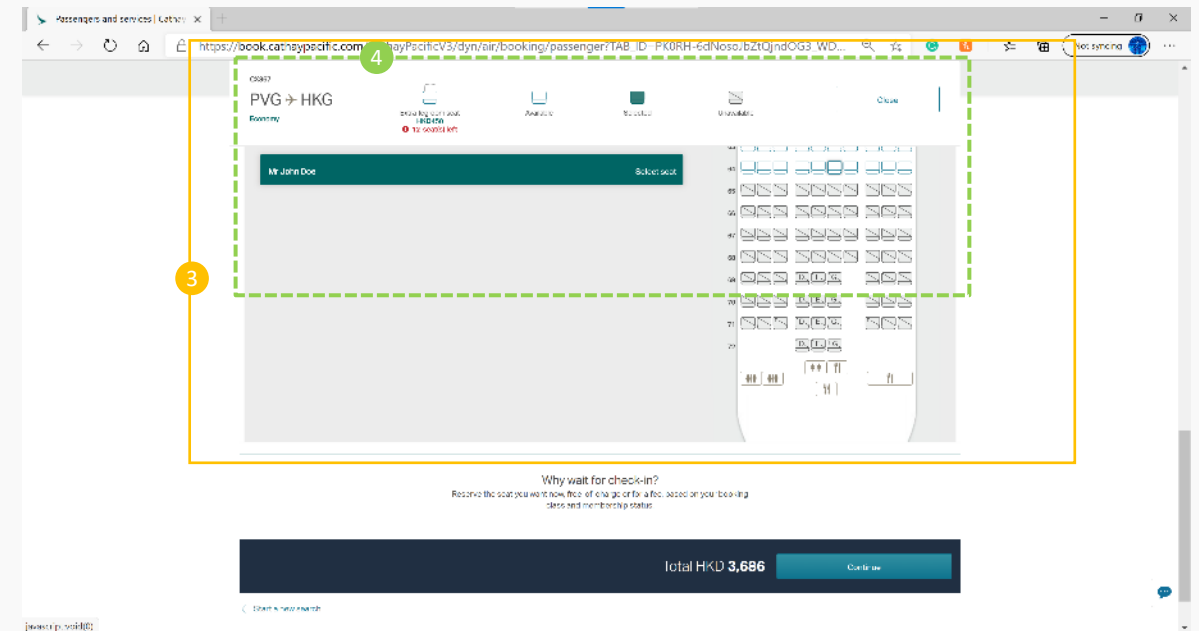
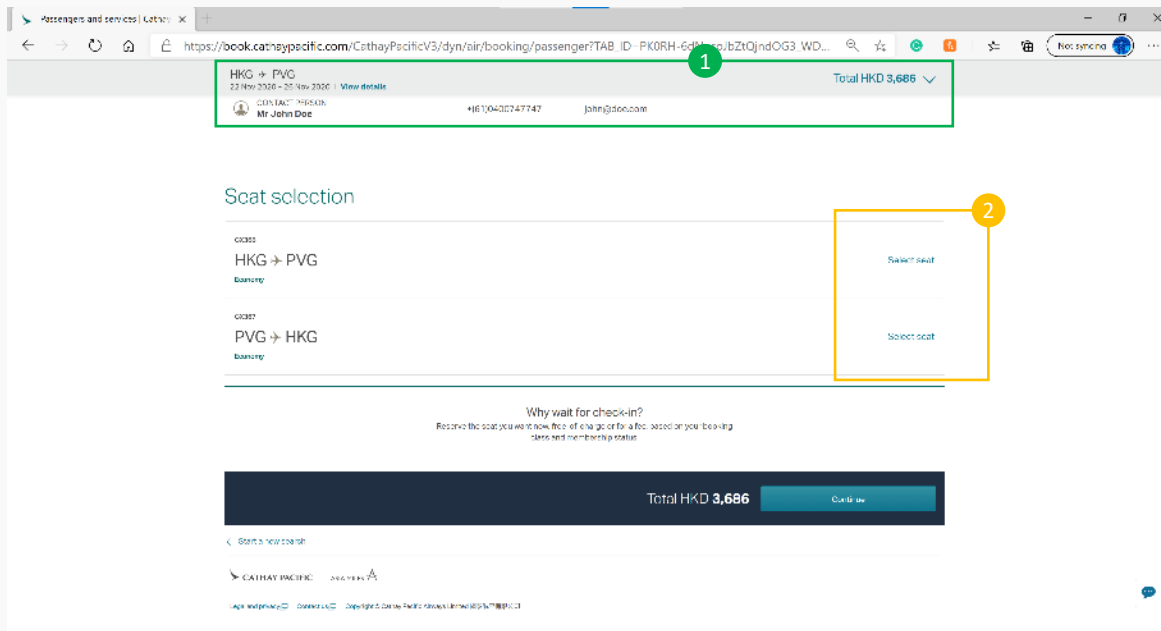
Please provide your contact details (in case we need to notify you of any changes to your flights).

CONTACT PERSON
Mr John Doe +8610400777777 john@doe.com

3 Is everything correct?
Please take a moment to double check all details, as they cannot be changed later.

Total HKD 3,686 [Continue](#)

- 1** **Membership** – Always seems to be near or first thing and provides option to sign in/up.
- 1** **Fill in details** – Rather than throw everything at the user in one hit, it is broken down to smaller more manageable parts.
- 3** **Select flights** – First of many prompts to check details



1 Summary – Keeps basic summary of the progress made and offers ability to expand

2 Select seat – Nothing to denote that these are buttons to click.

3 Don't scroll too far – As the user scrolls to look for a seat, if they go too far the website thinks they want to go to a previous section and has issues.

4 Seat selection – Standard layout and use of iconography.



Best practice that we should emulate



Conventions we should follow



Strange functionality provided to user

The screenshot shows the Cathay Pacific payment page for a flight from HKG to PVG. The page is titled "Select a payment method" and includes a progress bar with "Confirm and pay" selected. The total amount is HKD 3,686. The page is annotated with four numbered callouts:

- 1** A green box highlights the "Credit / Debit card" section, which lists various payment logos including VISA, Mastercard, American Express, Discover, JCB, and UATP.
- 2** A green dashed box highlights the "Other payment type" section, which lists logos for Alipay, Alipay, PayPal, PPS, WeChat Pay, and Apple Pay.
- 3** A green dashed box highlights the "Fare Summary" section, which shows the flight details and the total amount of HKD 3,686.
- 4** A green dashed box highlights the "Payment details" section, which includes fields for card number, name of cardholder, expiry date, and security code. Below this is a section for "Preferred payment currency (optional)" with a dropdown menu set to "Hong Kong Dollar".

At the bottom of the page, there is a "Confirm and pay" button and a "Previous" link. The footer includes the Cathay Pacific logo and the text "ASIA MILES".

1

Payment option – Use of logo aids identifying over lists.

2

Payment details – Clean and uncluttered. Ability to type in or use dropdown menus.

3

Tick for Terms and conditions – A tick box is used for the user to gain ability to click “confirm and pay”



Best practice that we should emulate



Conventions we should follow



Strange functionality provided to user

1

1

1 Loading screens – Always feel I know that things are still working



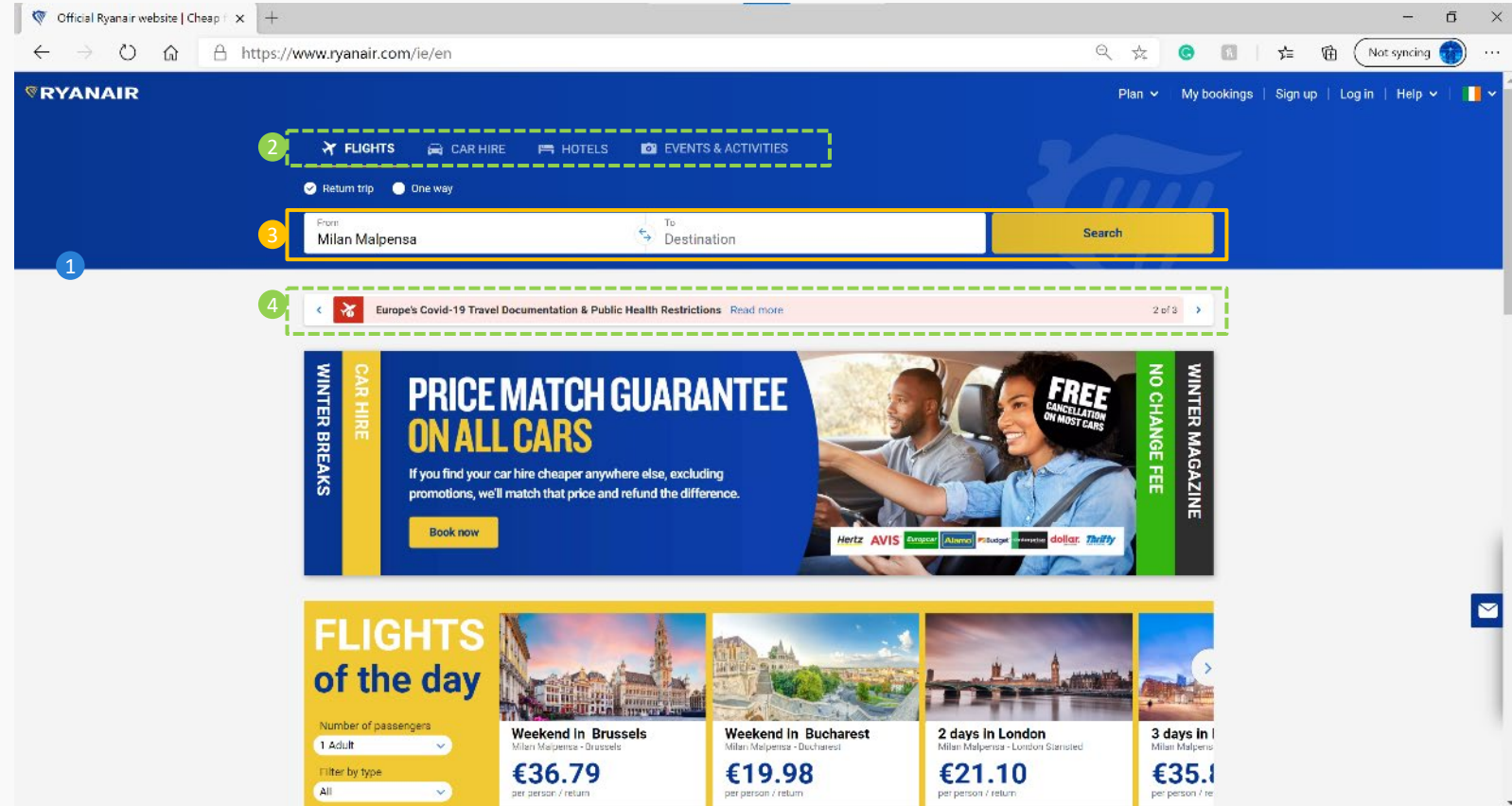
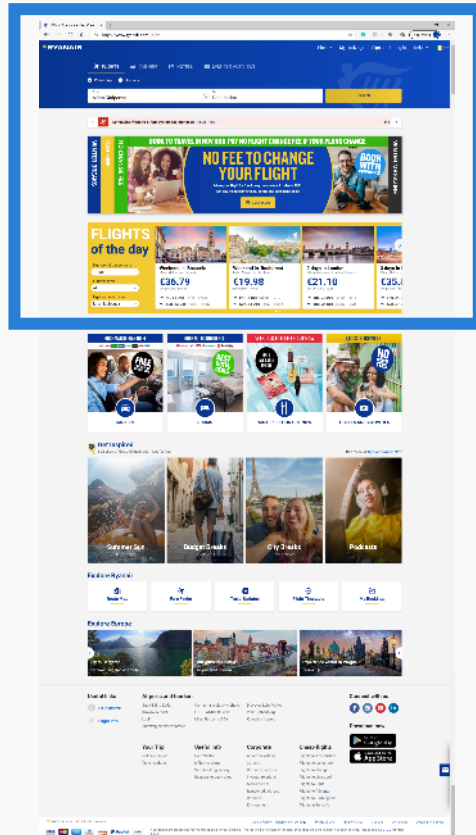
Best practice that we should emulate



Conventions we should follow



Strange functionality provided to user



1 **No Headline** – Website feels more fun and more focused on promotions. Subtle use of branding.

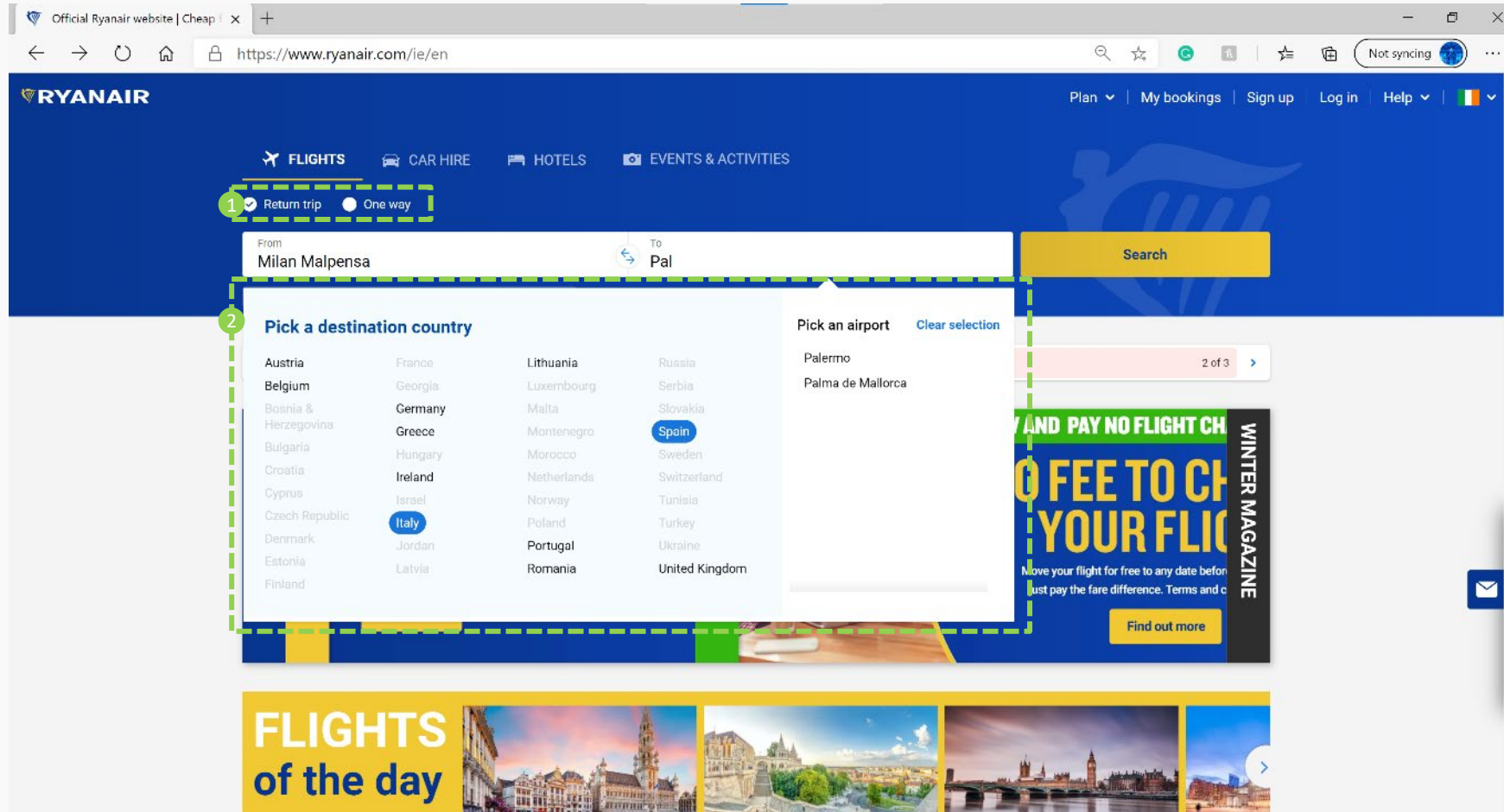
2 **Additional booking options** – This website offers addition functionality for booking outside of flights.

3 **Primary search** – Smaller compare to the previous, still the first thing I see is the promotions. Possibly the point though.

4 **Travel warning** – Due to the current travel restriction, the placement of these warning and use of colour attracts attention.

Cathay Pacific

Select a destination



1 Trip style – Always visible, simple radio button selection, can't miss it.

Flow – Once the destination is selected, it takes you straight to the dates inputs.

2 Select via Country/region – Different approach, but similar outcome for selecting destination.

Ryanair Select a dates

● Best practice that we should emulate

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Official Ryanair website | Cheap | x +

https://www.ryanair.com/ie/en

RYANAIR

Plan | My bookings | Sign up | Log in | Help |

FLIGHTS | CAR HIRE | HOTELS | EVENTS & ACTIVITIES

Return trip One way

From Milan Malpensa To Palermo

Depart Fri, 20 Nov Return Sat, 28 Nov Passengers 1 Adult Search

By clicking search you agree to the [Website Terms of Use](#)

1 Nov Dec 2021 Jan Feb Mar Apr May Jun >

November 2020 December 2020

Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun

2 3 4 5 6 7 8 7 8 9 10 11 12 13

9 10 11 12 13 14 15 14 15 16 17 18 19 20

16 17 18 19 20 21 22 21 22 23 24 25 26 27

23 24 25 26 27 28 29 28 29 30 31

30

1 of 3 >

WINTER GETAWAYS

FLIGHTS FROM 19.99

Book your seat for less. Travel November - December. Book now

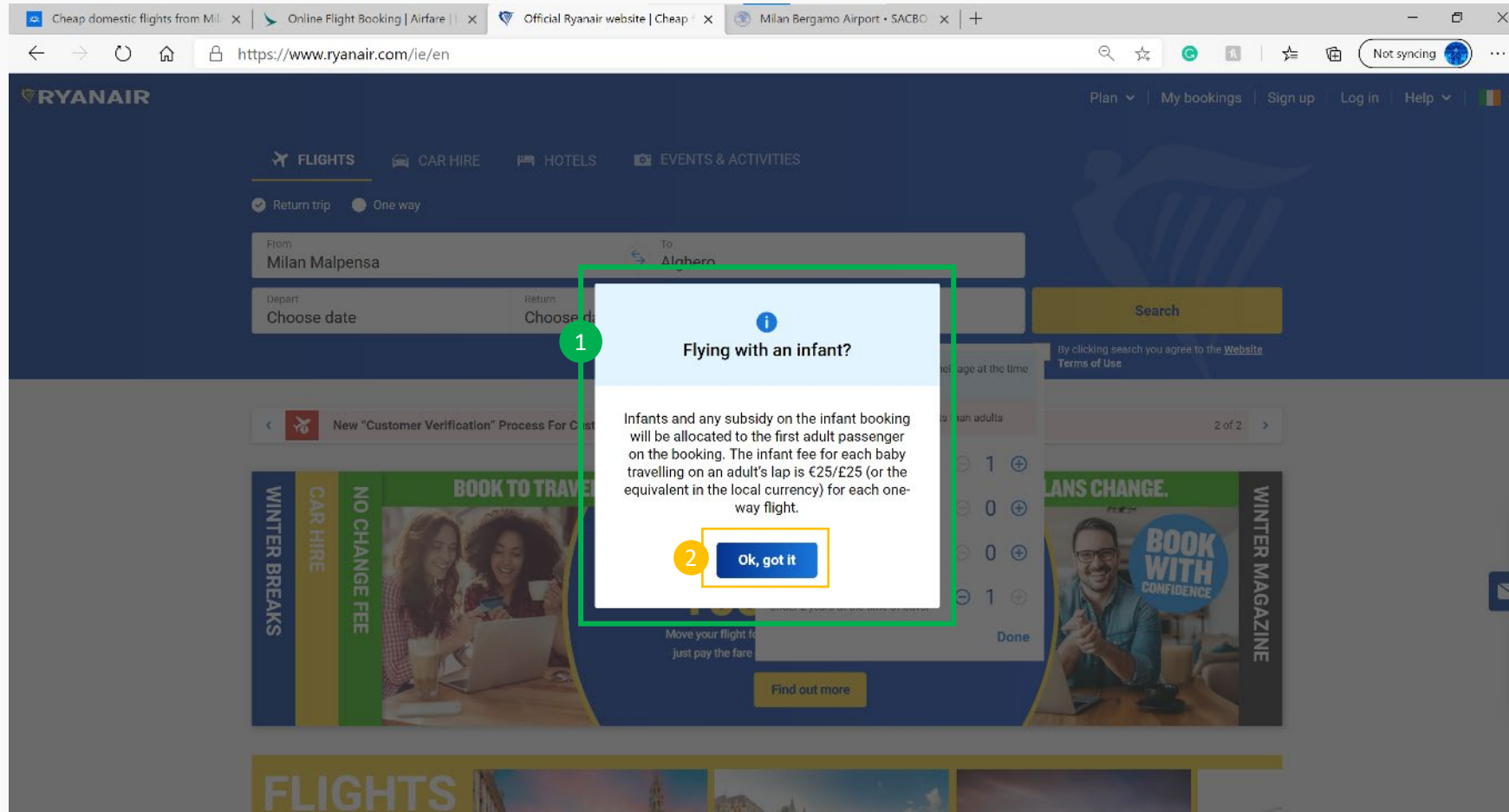
CAR HIRE NO CHANGE FEE WINTER MAGAZINE

FLIGHTS

1 Month options – Added option to select months in advance, rather than needing to click the arrows multiple time.

2 Distracting ad slider – The ad slider continues to move left and right, with no contrast it is very distracting

● Flow – Once clicked it immediately opens the passengers dropdown



1 **Important info** – The information must be important as the only time this functionality is used to grab attention.

2 **Strange language** – I understand the use of casual language, but this wording could be a little out of place.

● Best practice that we should emulate

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The screenshot shows the Ryanair website interface. At the top, there's a navigation bar with the Ryanair logo and links for Plan, My bookings, Sign up, Log in, and Help. Below this is a menu with FLIGHTS, CAR HIRE, HOTELS, and EVENTS & ACTIVITIES. The main search area includes a form for flight details: From (Milan Malpensa), To (Palermo), Depart (Fri, 20 Nov), Return (Sat, 28 Nov), and Passengers (1 Adult). A yellow Search button is highlighted with a red box and a red circle containing the number 1. Below the search button, there is a checkbox with a checkmark and the text "By clicking search you agree to the [Website Terms of Use](#)". Below the search area, there is a banner for "Europe's Covid-19 Travel Documentation & Public Health Restrictions" and a large promotional banner for "NO FEE TO CHANGE YOUR FLIGHT" with a "Find out more" button. At the bottom, there is a "FLIGHTS" section with a grid of images.

1 Trust – By clicking the search button, it ticks the box and so you have agreed with the websites terms of use.

The screenshot shows the Ryanair flight selection page for Milan Malpensa to Palermo. Annotations are as follows:

- 1:** A green box highlights the entire flight selection area.
- 2:** A green box highlights the sorting dropdown menu.
- 3:** A green box highlights the date selection tabs.
- 4:** A green box highlights the flight details table.

18 Nov	19 Nov	20 Nov	21 Nov	22 Nov
Malpensa	Malpensa	Friday	Malpensa	Malpensa
€4.99	€4.99	€4.99	€4.99	€4.99

27 Nov	28 Nov	29 Nov	30 Nov	01 Dec
Friday	Saturday	Sunday	Sunday	Monday
€4.99	€4.99	€4.99	€4.99	€30.79

06:25	08:15	15:35	17:25	19:05	20:55
Operated by Malta Air	Operated by Malta Air	Operated by Malta Air	Operated by Malta Air	Operated by Malta Air	Operated by Malta Air
€4.99	€4.99	€12.36	€12.36	€14.36	€14.36

09:40	11:30	17:40	19:30	22:15	00:05
Operated by Malta Air	Operated by Malta Air	Operated by Malta Air	Operated by Malta Air	Operated by Malta Air	Operated by Malta Air
€12.36	€12.36	€14.36	€14.36	€4.99	€4.99

Sort by Earliest departure ^

- Lowest price
- Highest price
- Earliest departure
- Latest departure
- Shortest duration
- Longest duration

1 Very clean – A clean and super uncluttered layout.

2 Sorting options – Offers user different options to find

3 Flight options – Easy to navigate through the available options

4 Hover over – As the user hovers over the flights, they animate with shadows to highlight.

Ryanair After selecting flight

● Best practice that we should emulate

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The screenshot shows the Ryanair website interface for flight selection. The main heading is "Milan Malpensa to Palermo" with a return date of 20 Nov - 29 Nov. The flight details section shows a departure time of 06:25 and an arrival time of 08:15, with a duration of 1h 50m. The flight is operated by Malta Air and is a direct flight. The value fare is €4.99. Below the flight details, there are four fare options: Value, Regular, Plus, and Flexi Plus. The Value fare is selected and marked as "ADDED". The Regular fare is €22.93 more, the Plus fare is €28.80 more, and the Flexi Plus fare is €83.63 more. A green box highlights the flight details and fare options section. A red circle with the number 1 is placed over the flight details area.

Fare Type	Description	Price Difference
Value	Travel light 1 Small Bag only Must fit under the seat (40cm x 20cm x 25cm)	Continue with Value fare
Regular	Great for short trips Priority & 2 Cabin Bags Board first, 10kg Cabin Bag and 1 Small Bag Reserved Seat Specific rows available	€22.93 more per person on this flight
Plus	Includes 20kg Check-in Bag 1 Small Bag Must fit under the seat (40cm x 20cm x 25cm) Reserved Seat Specific rows available 20kg Check-in Bag Drop bag at check-in desk Free check-in at the airport Up to 40 minutes before your flight	€28.80 more per person on this flight
Flexi Plus	If you need flexibility Priority & 2 Cabin Bags Board first, 10kg Cabin Bag and 1 Small Bag Reserve any seat Including extra legroom seats Fast Track through security Use dedicated security lane Free check-in at the airport Up to 40 minutes before your flight Flexible tickets Option to change your flight dates	€83.63 more per person on this flight

1 Flow – After clicking, the flight slides up and then the options slide down.

Ryanair Passenger details

● Best practice that we should emulate

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The screenshot shows the Ryanair website interface for flight selection. The flight details are as follows:

Date	Time	Origin	Destination	Duration	Operator	Flight no.	Type
20 NOV	06:25	Milan Malpensa	Palermo	1h 50m	Operated by Malta Air	FR 1438	Direct
29 NOV	22:15	Palermo	Milan Malpensa	1h 50m	Operated by Malta Air	FR 1441	Direct

The total value for the fare is €9.98. A green checkmark is visible next to the first flight. A login prompt is highlighted with a green box and a '1' in a circle, containing the text: "Log in to myRyanair to proceed with your booking". Below the prompt are buttons for "Sign up" and "Log in", and a link for "Log in later".

1 Login – First time asked for details, but doesn't disrupt the flow badly, allows you to keep moving forward

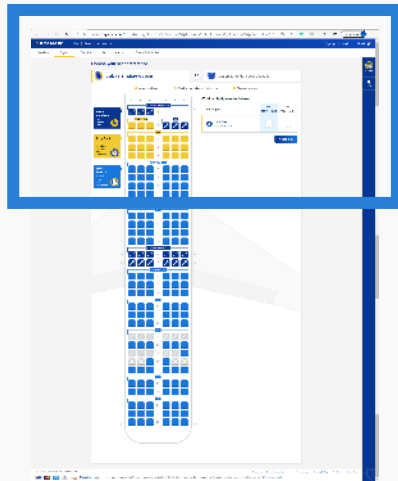
The screenshot shows the "Passengers" section of the Ryanair website. A green box and a '1' in a circle highlight the form area. The form is titled "Passengers" and includes the instruction: "Please enter names as they appear on passport or travel documentation".

Passenger 1 Adult

Title	First name	Last name
Mr	John	Don

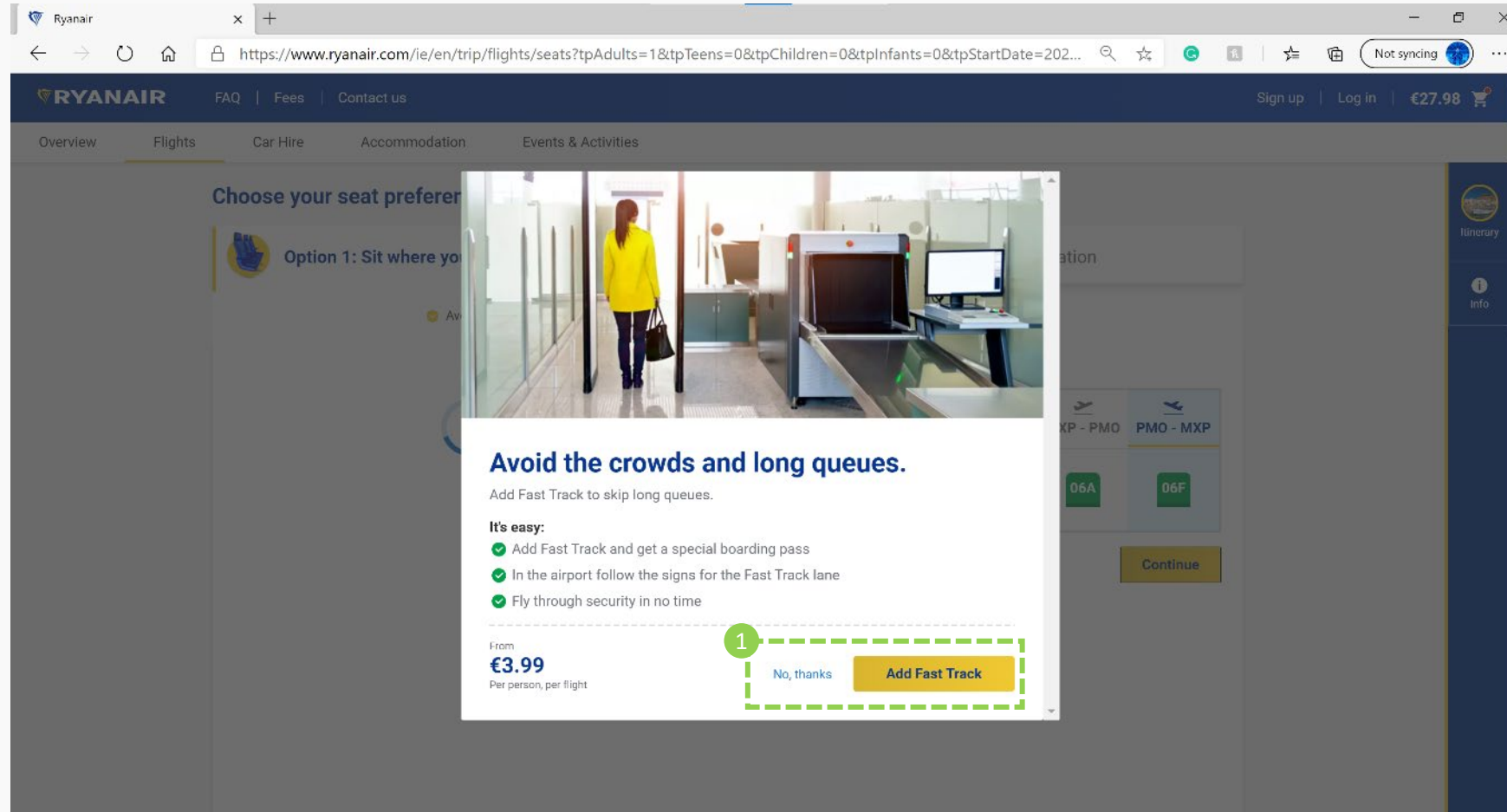
There is a checkbox for "Need special assistance?". A "Continue" button is located at the bottom right of the form.

2 Passenger details – Slowly start to ask for information, rather than hit you with everything.



1 No legend required – Great use of colours and iconography creates an easy to understand

2 Initials – When selecting a seat, it goes green and put the passengers initials on the seat



1 Button design – Due to the booking nature also creates a sense of urgency.

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Do you want to add Priority & 2 Cabin Bags?*

*Mandatory selection

Cabin Bag Selection
All passengers must select at least 1 option
Add Priority & 2 Cabin Bags to board first and bring a 10kg Cabin Bag and 1 Small Bag on board with you. Alternatively, add 1 Small Bag, this must fit under the seat and you'll board using the standard queue.

40 x 20 x 25 cm
1 Small Bag only
that fits under seats

OR

40 x 20 x 25 cm and 55 x 40 x 20 cm
Priority & 2 Cabin Bags

John Doe

1 Small Bag only
Included with fare

Add for €11.00
Per flight

Different for return flight?

Need to check in any bags?

Check-in Bags
Leave them at the check-in desk

- Board hands-free
- Best price if you buy it now
- More info

55 x 40 x 20 cm
10kg Check-in Bag
1 bag per passenger

119 x 119 x 31 cm
20kg Check-in Bag
Up to 3 bags per passenger
cheapest time to buy

John Doe

Add **€12.00**
Per flight

0 **€20.00**
Per flight

Different for return flight?

Need to take any equipment?

Equipment
Need to bring sports, music or baby equipment?

From **€16.50**

Continue

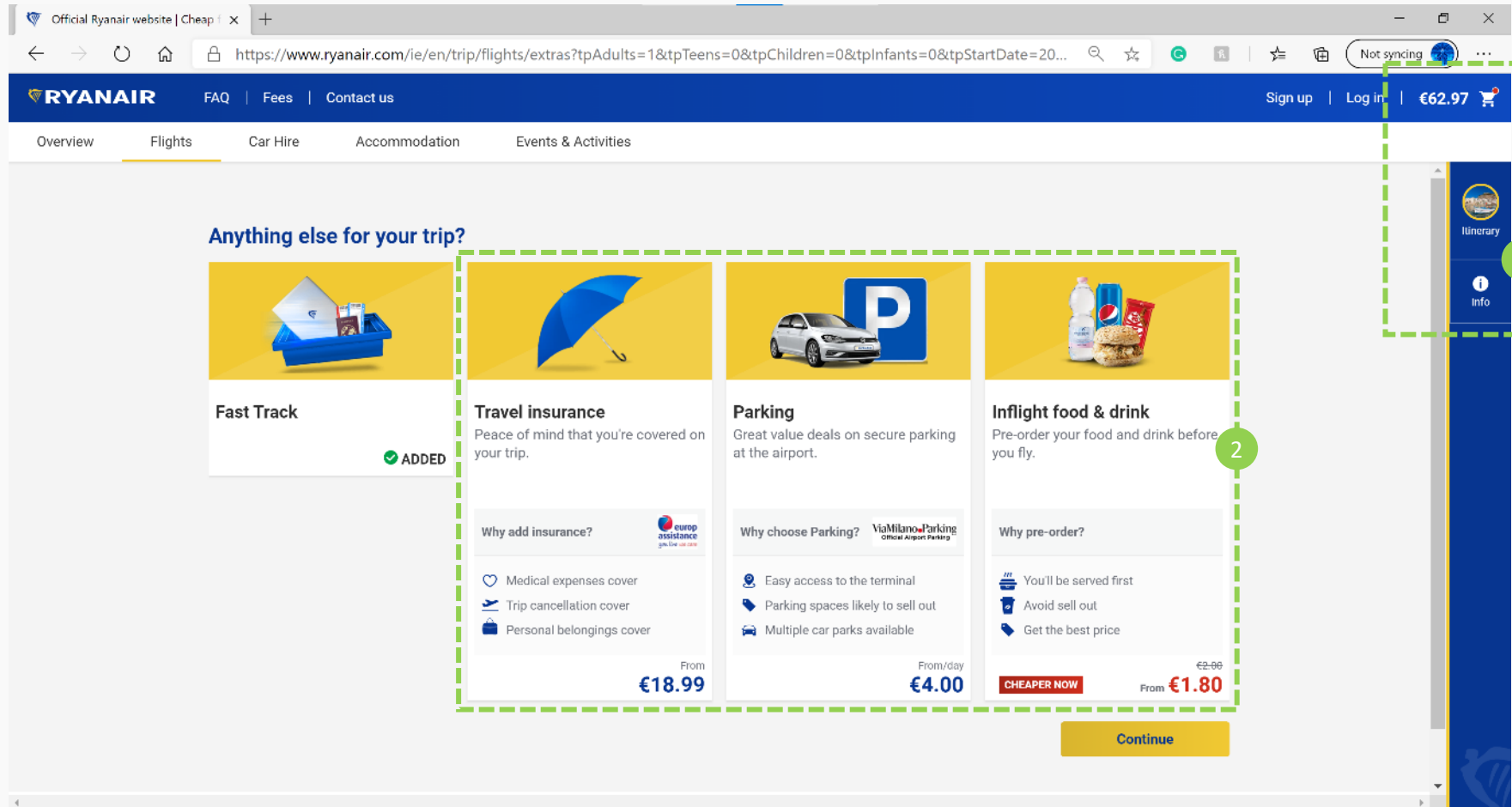
© 2023 Ryanair DAC. All rights reserved.

General terms & conditions of carriage | Terms of Use | Privacy Policy | Cookies | Contact us | Cookie preferences

VISA | Mastercard | American Express | PayPal | WUFI

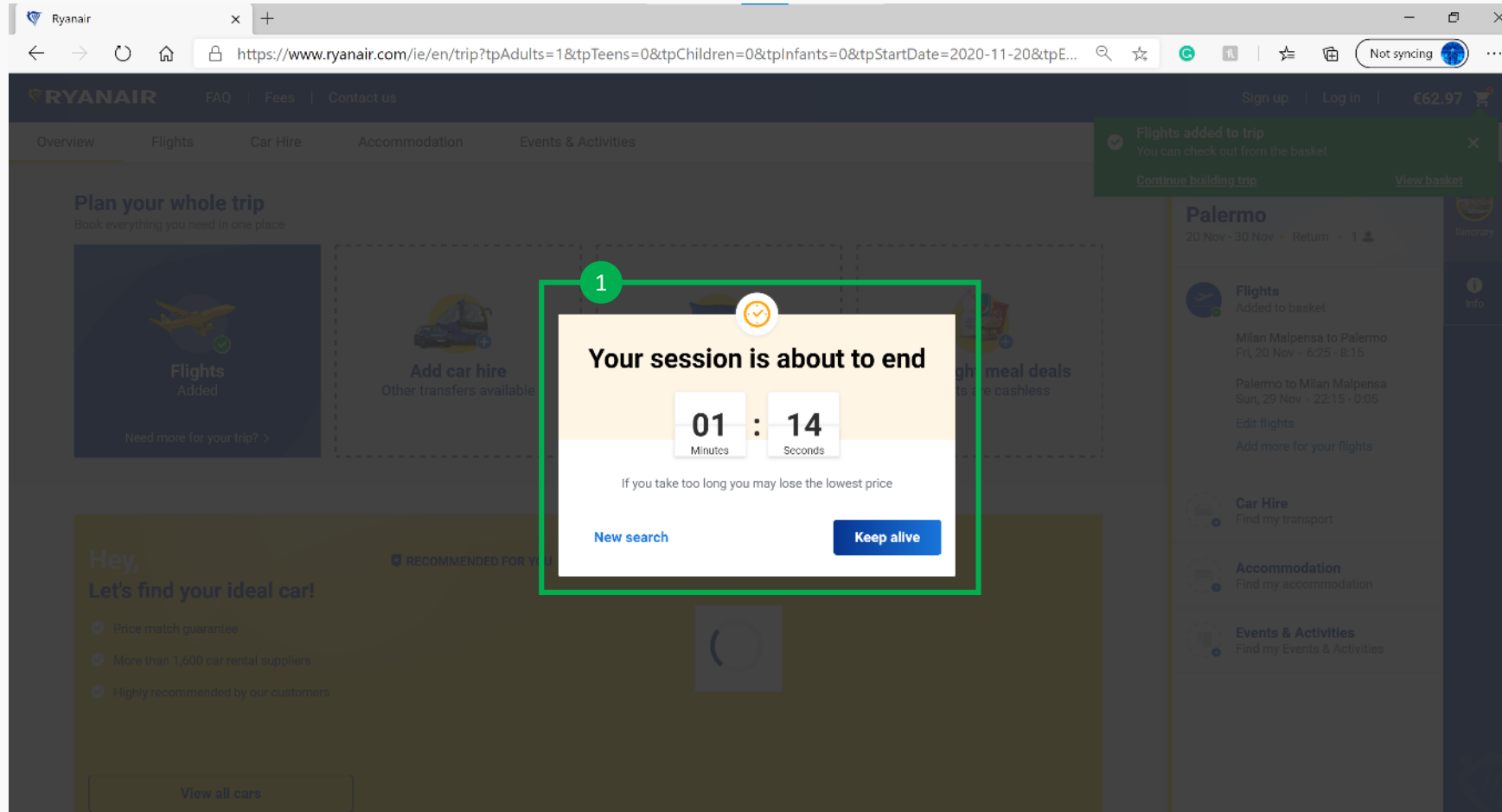
A card payment processing fee may be applied to your booking. This fee will be reflected in the total price once the card number has been entered. Please see our [GTCC](#) for more details.

1 Powerful imagery – Not overly word and easy to interpret what is being asked with the use of easy to understand images.

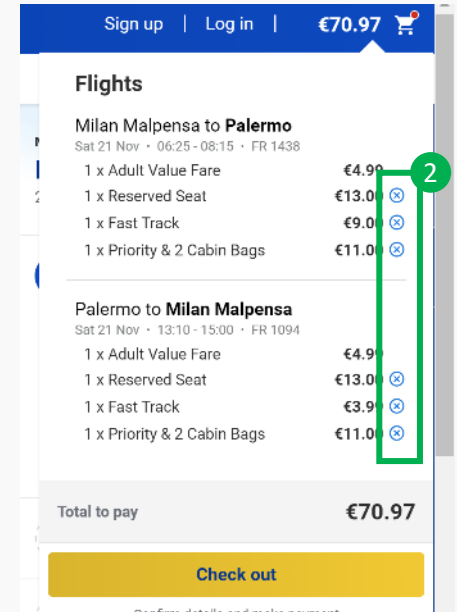
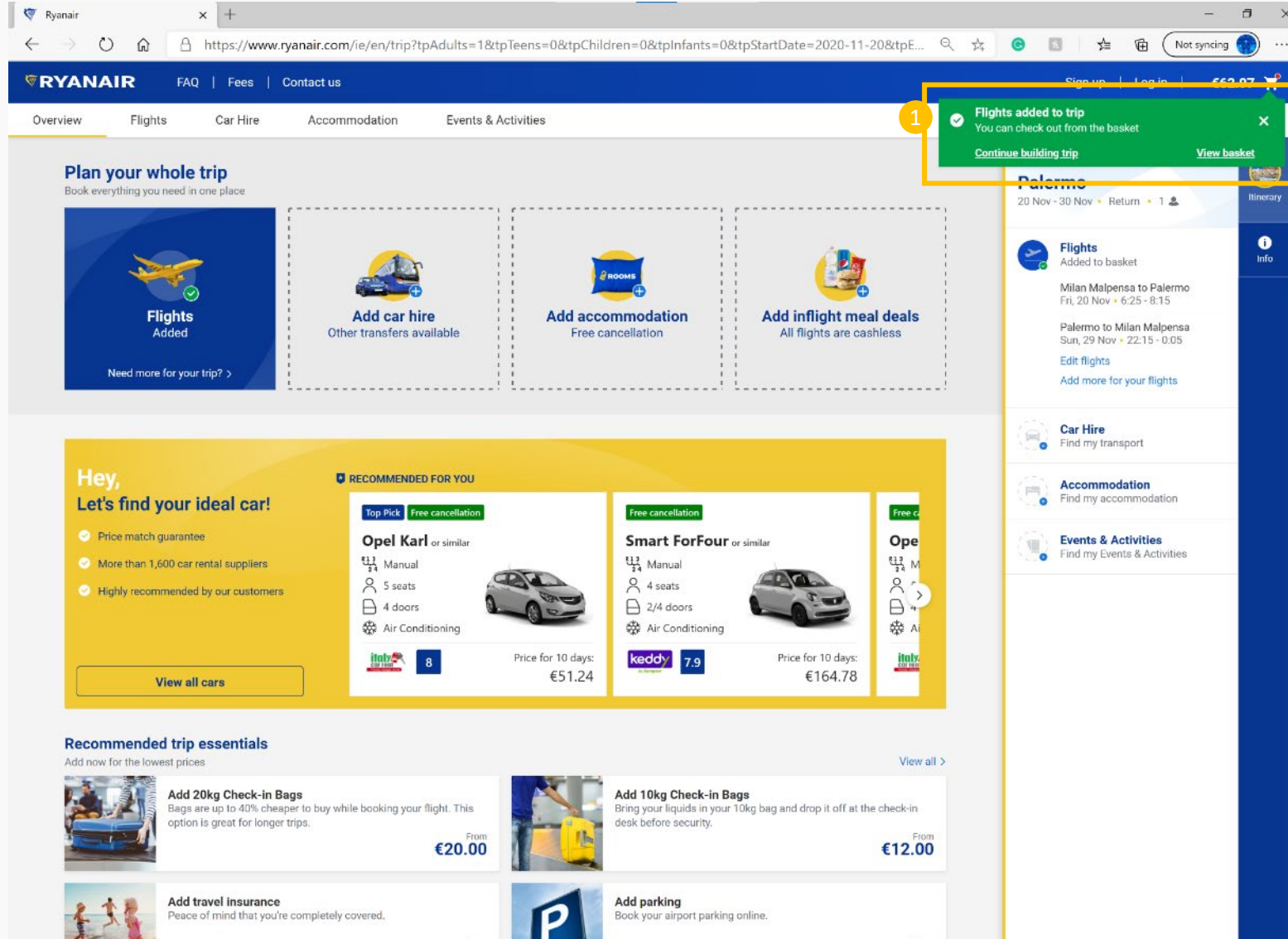


1 Information is seen but not heard – Itinerary and price information is easy to access, but not always in full view. Doesn't distract from what this page is trying to offer.

2 Simple language – Doesn't over explain itself, offers the additional basics to make the experience a little more easier.

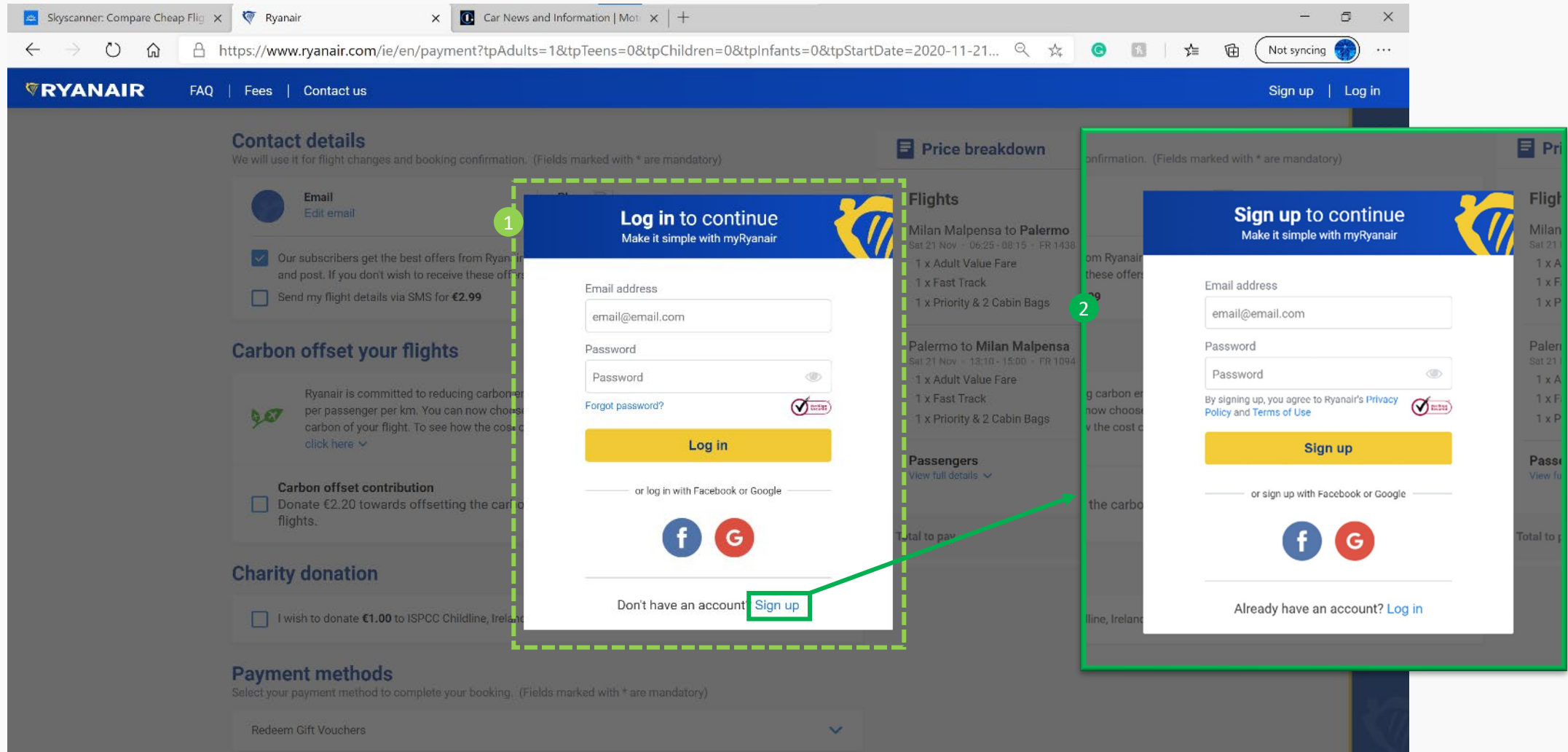


1 Important info – Due to the booking nature also creates a sense of urgency.



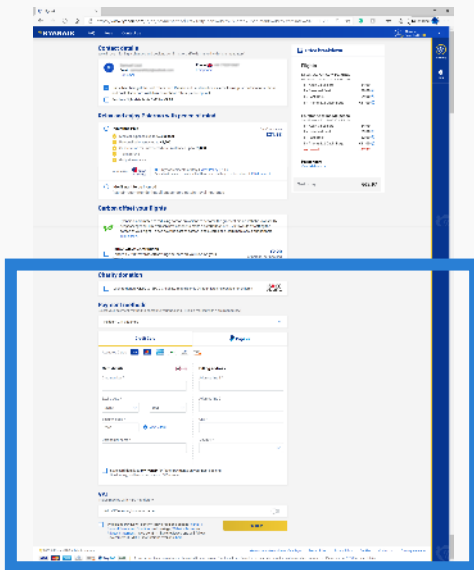
1 A little tricky – I understand why as it make the user scroll to the bottom, but if not they still need to click agin to get to the check out.

2 Go via basket – Because of the functionality, it does save a going to an additional complete the booking but gives option to easily remove extras.



1 Must have an account – No option to purchase as a guest. You've always have a way to get the customer information.

2 Minimal details – Not heavy on details to sign up.



Charity donation

I wish to donate €1.00 to ISPC Childline, Ireland's only 24 hour listening service for children

ISPC Childline

Payment methods

Select your payment method to complete your booking. (Fields marked with * are mandatory)

Redeem Gift Vouchers ▼

Credit Card PayPal

Accepted Cards VISA M/ST DISCOVER UATP AMEX

Card details

Card number *

Expiry date *

Month ▼ Year ▼

Security code *

CVV 1 What is this?

Cardholder name *

Billing address

Address line 1 *

Address line 2

City *

Country *

Save card details to myRyanair for faster payments on your next booking. Don't worry, we'll never save your CVV number.

VAT

Fields marked with * are mandatory

Add VAT number, business name 🔍

By clicking Pay Now, I confirm I have read and accept Ryanair's General Terms and Conditions of carriage, Website Terms and Privacy Statement. I also confirm I have reviewed and will follow Government COVID-19 instructions available [here](#).

Pay now

Price breakdown

Flights

Milan Malpensa to Palermo
Fri 20 Nov - 06:25 - 08:15 - FR 1459

1 x Adult Value Fare	€4.99
1 x Reserved Seat	€9.00
1 x Fast Track	€9.00
1 x Priority & 2 Cabin Bags	€11.00

Palermo to Milan Malpensa
Sat 29 Nov - 22:15 - 08:03 - FR 1441

1 x Adult Value Fare	€4.99
1 x Reserved Seat	€9.00
1 x Fast Track	€3.99
1 x Priority & 2 Cabin Bags	€11.00
You saved	-€7.37

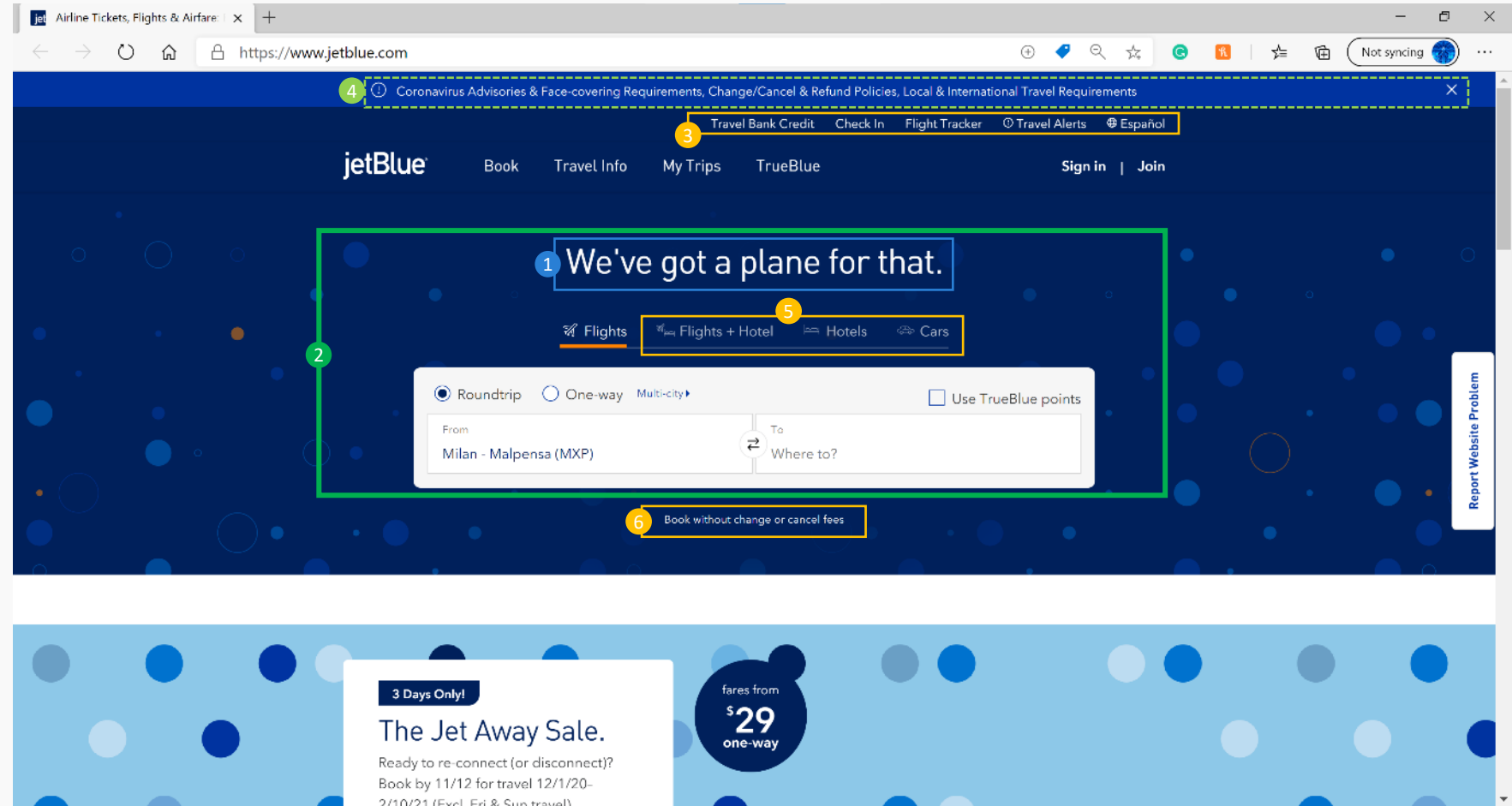
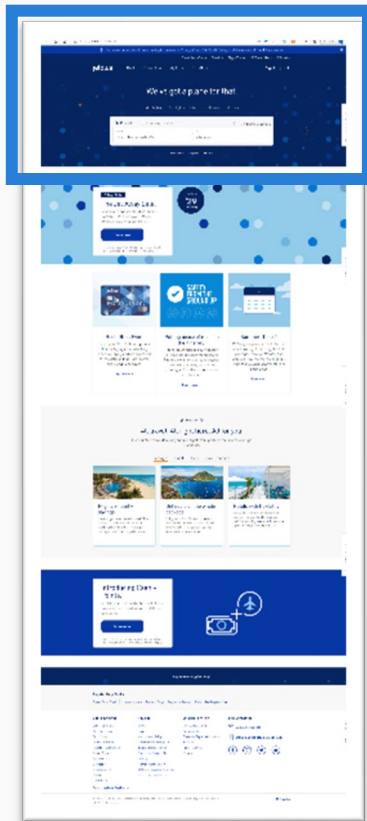
Passengers

[View full details](#) ▼

Total to pay €62.97

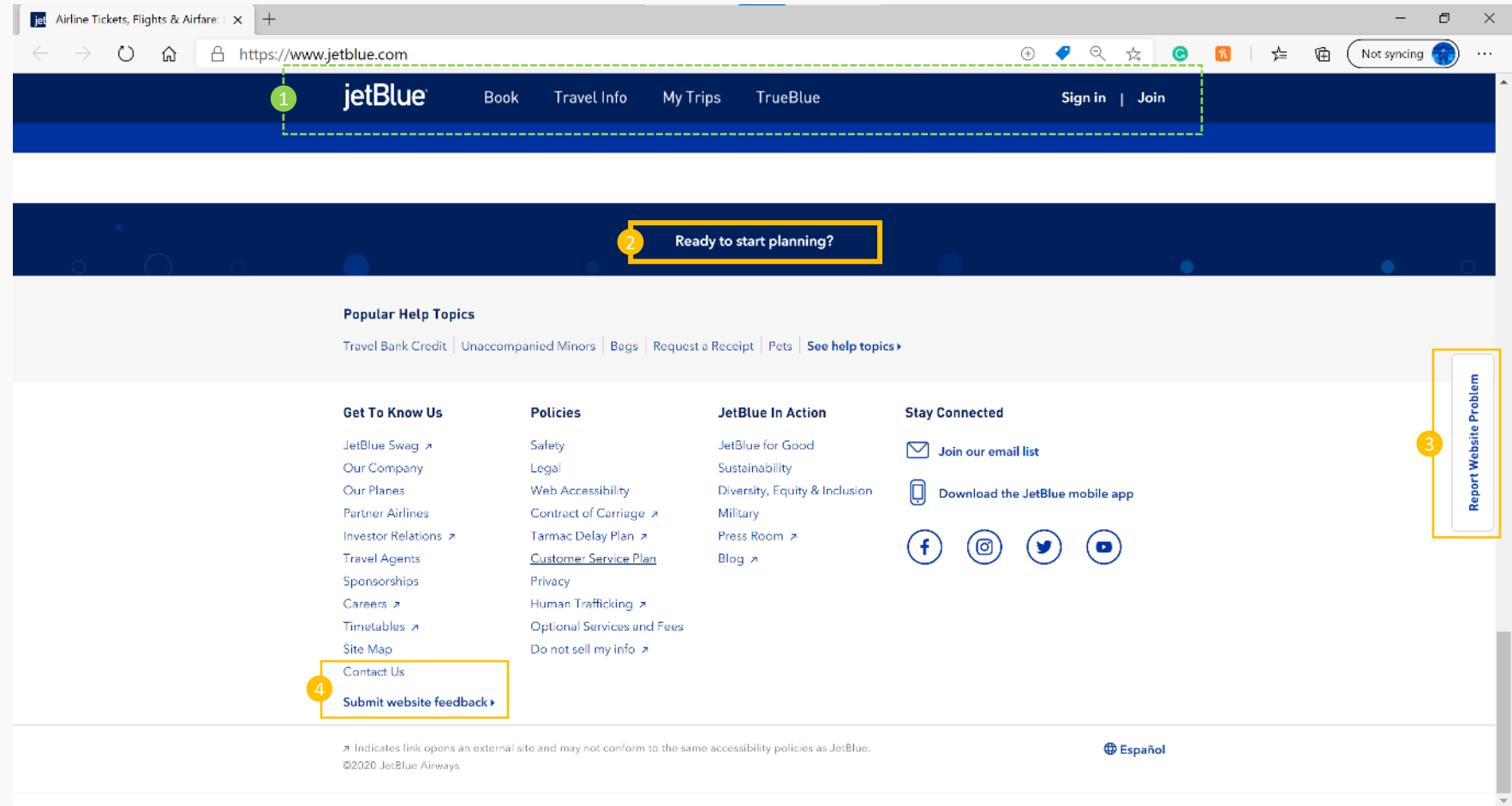
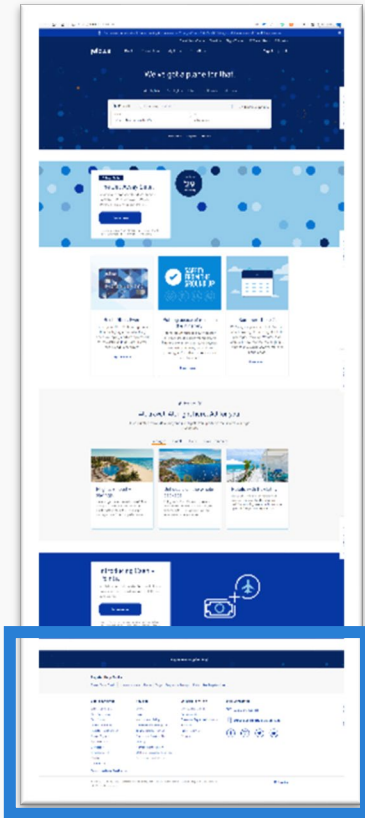
1 Payment details – Seems to be a standard way of showing payment structure with online form.

2 Price details – Slides up and down, import at the final payment screen.



- 1 **Headline** – Fun play on words, switching plan for plane. Overall feel is that the website isn't very corporate, more a clean fun brand, but not too discount.
- 2 **Flight booking** – The core functionality to book a flight is easy to find. The use of contrast and placement help achieve this. Also know where I
- 3 **Secondary Header Functions** – The placement makes me think they are important, but as you scroll they disappear from the sticky header. Unclutter and improve position.

- 4 **Travel notifications** – A sign of the times, all providers in this sector are placing this information near the top of the website. This website allows you to hide it once you have viewed it
- 5 **Airline or Travel aggregator** – I wonder how well this works for the airline and its affiliate programs, feel out of place as the purpose is book/search for a flight.
- 6 **Lost USP** – Looks like an afterthought. If this USP is important then make a point of it. Feels like small print that is trying to catch the user out.



1 **Sticky Header** – As you scroll through, the header stays available at the top for easy access.

2 **Back to the top** – This text takes you back to the top of the page. The text prompts you to think, but you wouldn't think it is a button. It is handy to take you back to the top but other websites use icons and generally place at the bottom right of a page.

3 **Contact Us** – This seems to be a standard, where websites place Contact us links at the bottom and in hard to find places. I can understand from a business perspective, but the user experience is poor.

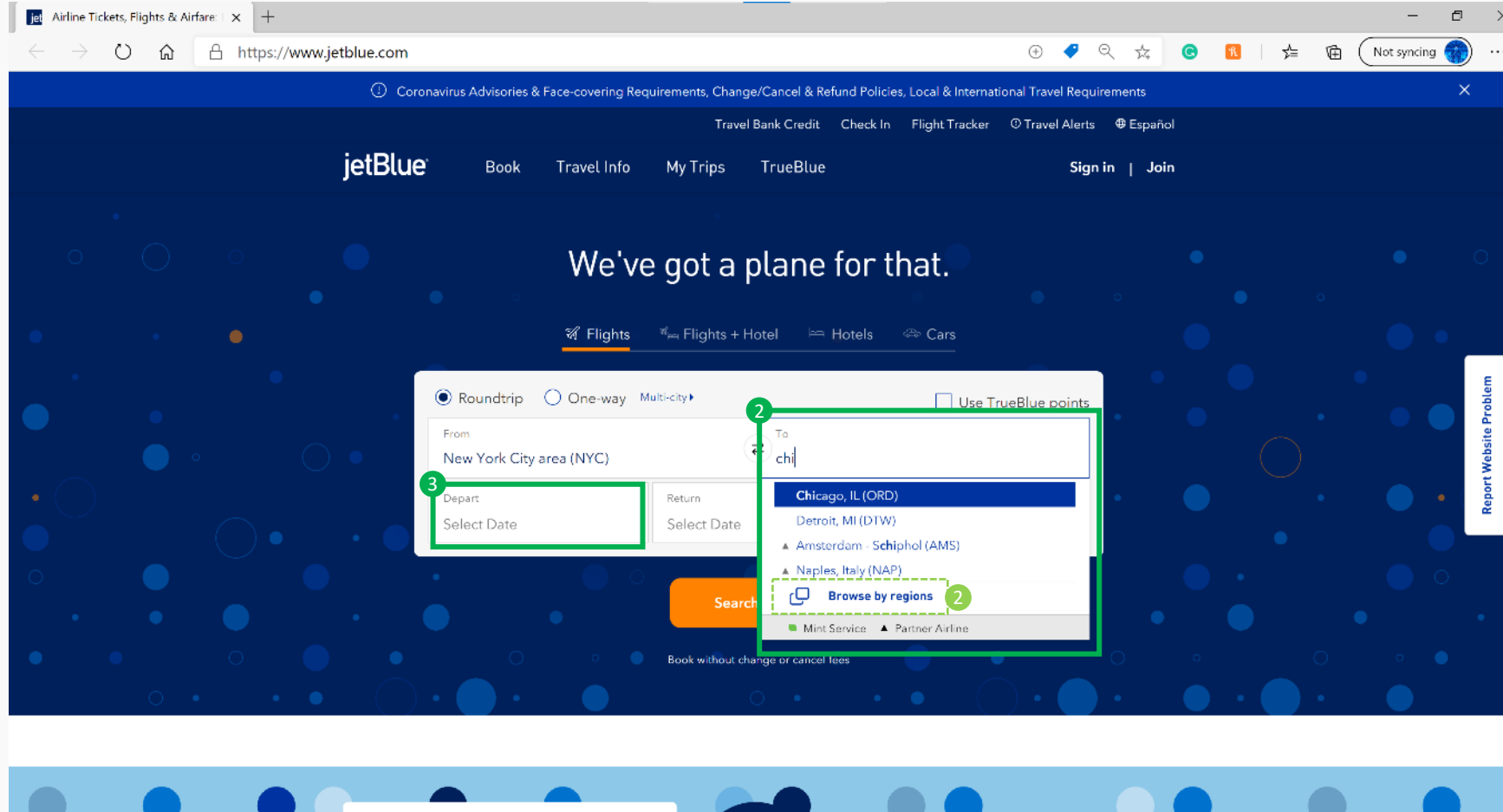
4 **Report website problem** – You actually see this at the top. Seeing this make me think this website is unreliable. It is pinned to the right side and wonder if it would be better swapped with the contact us.

jetBlue Select destination

● Best practice that we should emulate

○ Conventions we should follow

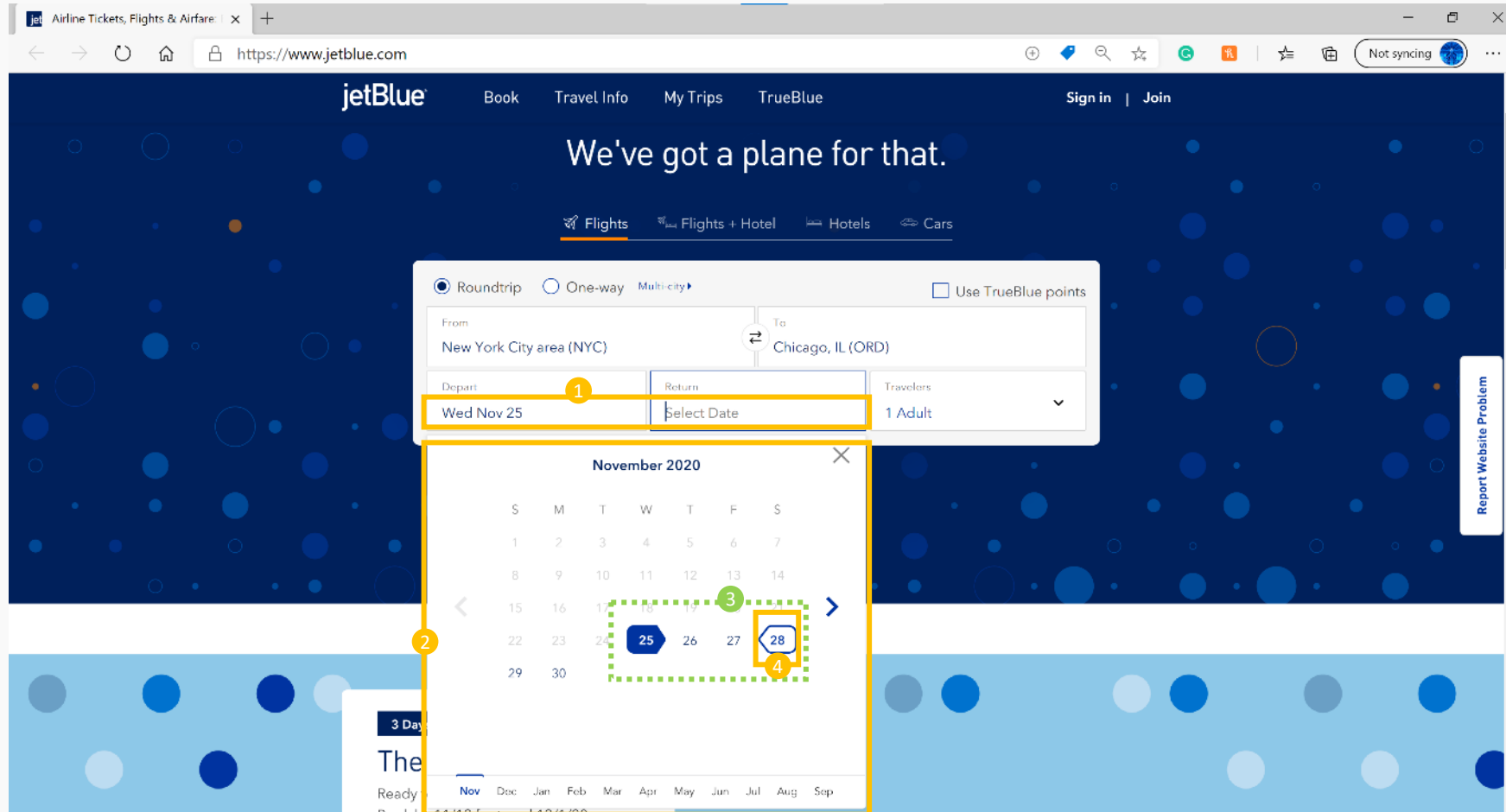
● Strange functionality provided to user



1 **Select by typing** – If the final destination is known, you can easily type into the space labelled “Going to” and options start to be listed below as you type.

2 **Select via Country/region** – A section is provided to step through countries and regions to find destination.

3 **Flow** – After clicking the destination, it opens up the calendar to set the dates for departure

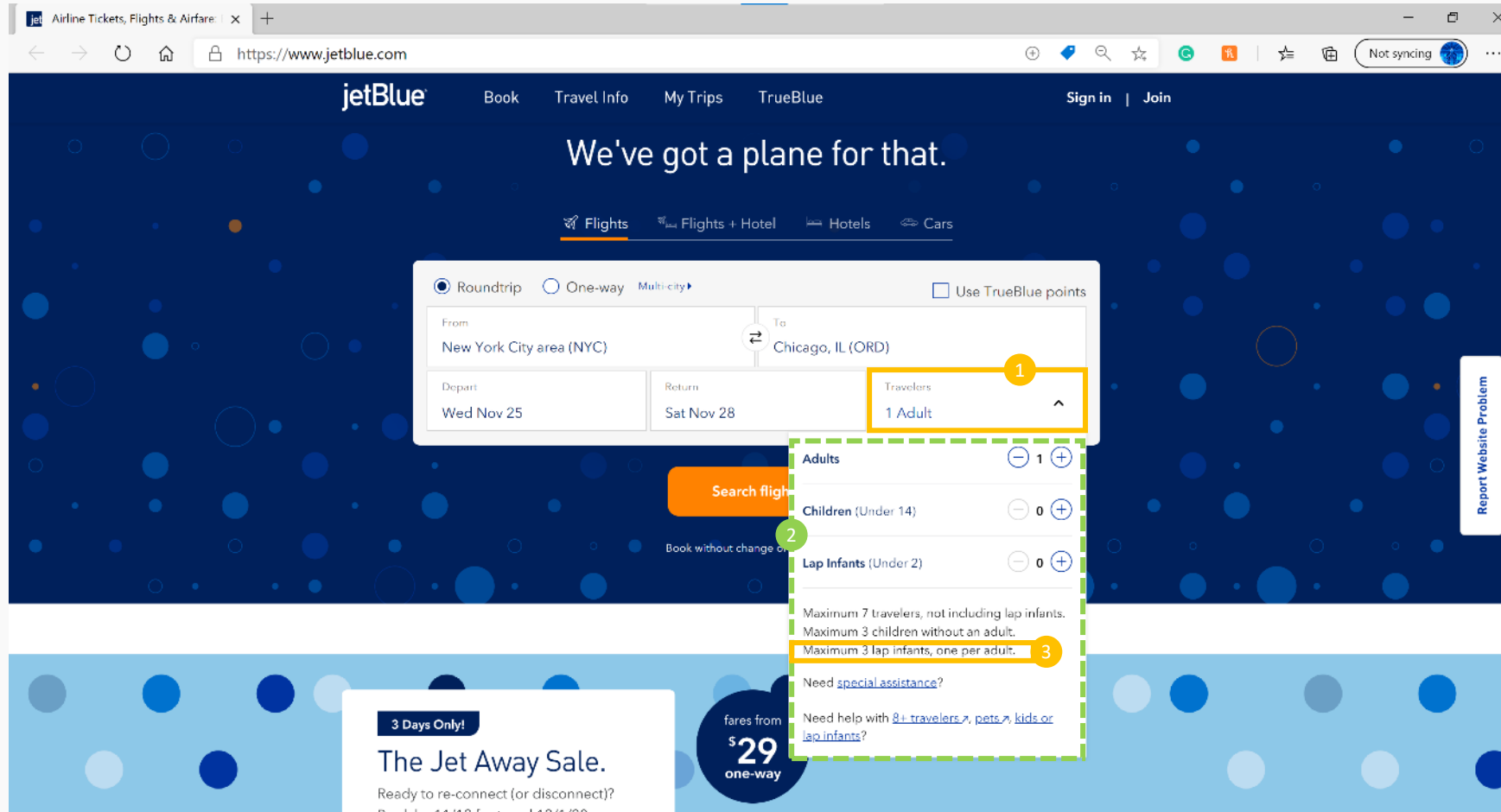


1 **Typing in dates** – You can type in the dates which is good, but must follow US convention MM-DD-YYYY, must use a space, dash or slash between for it to work as well.

2 **Calendar** – Displays 1 month. You need to click the arrow on the right or the months labelled at the bottom to see more. Hard to visualise length if dates cross into another month.

3 **Select dates** – Click the start date which highlights blue. As you move the pointer around, the return date is shown as a blue outline.

4 **Flow** – Clicking the return date immediately takes you to the next section. More decisive user suited flow, if user is an overthinker / procrastinator, or flexible on dates, not easy to use.



1 **1 Adult**– Dropdown doesn't open, user required to click. Helpful if the user was browsing.

2 **Passengers** – Seems to be an easy way to add or remove the number of travellers to the booking. If you infringe on the maximums, they go bold. Functionality not as good as Ryanair as to do bookings larger than 7, you need to call or fill in an online form which add more effort.

3 **Mistake** – Website states Maximum 3 lap infants, per one adult. However if you can't choose it, only one infant per adult can be chosen.

Best practice that we should emulate

Conventions we should follow

Strange functionality provided to user

1. SEARCH 2. FLIGHTS 3. TRAVELERS 4. SEATS 5. EXTRAS 6. PAYMENT

Search results may be more limited than usual due to schedule modifications, blocked seats and other safety measures. Flights that have no additional seats for sale will not appear. To promote physical distancing, we're limiting the number of travelers on our flights. View current flight schedule

Departing flights
New York area, NY (NYC) to Chicago-O'Hare, IL (ORD)

Mon Nov 23 \$146 Tue Nov 24 \$502 **Wed Nov 25 from \$320** Thu Nov 26 \$185 Fri Nov 27 \$198

All our fares include a carry-on bag¹ + personal item, PLUS:

- The most legroom in coach²
- Free brand-name snacks + drinks
- Free high-speed wi-fi, DIRECTV®, movies & SiriusXM® at every seat³

Departs	Arrives	Duration	Blue Basic	Blue	Blue Extra
8:00 AM JFK	9:37 AM ORD	2h 37m	Sold out	\$589 1 seat left at this price	\$659 1 seat left at this price
8:37 AM JFK	11:36 AM FLL	2h 59m Layover: 3h 24m	\$399	\$434 1 seat left at this price	\$522 1 seat left at this price
3:00 PM FLL	5:05 PM ORD	3h 5m Total: 9h 26m			
9:40 AM LGA	12:31 PM FLL	2h 51m Layover: 2h 29m	\$320	\$355 4 seats left at this price	\$425 4 seats left at this price
3:00 PM FLL	5:05 PM ORD	3h 5m Total: 8h 25m			

Returning flights
Chicago-O'Hare, IL (ORD) to New York area, NY (NYC)

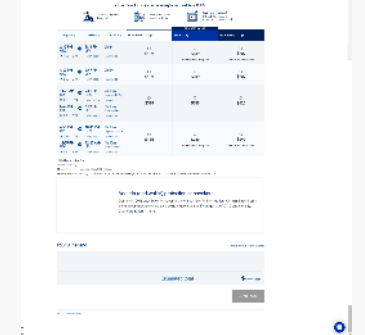
Thu Nov 24 Fri Nov 27 **Sat Nov 28** Sun Nov 29 Mon Nov 30

1. Very busy – The website goes from clean to super cluttered. Seems to over explain itself, lots of different font sizes adds to the busines, hard to know what to focus on.

2. Progress shown – Website shows that there are 6 steps required to complete task and well located at the top of page.

3. Price/date options – Website shows options if flexible on dates for better price flights.

4. Flight matrix – Table shows all the class options while the flights available on the selected date are pushed to the side.

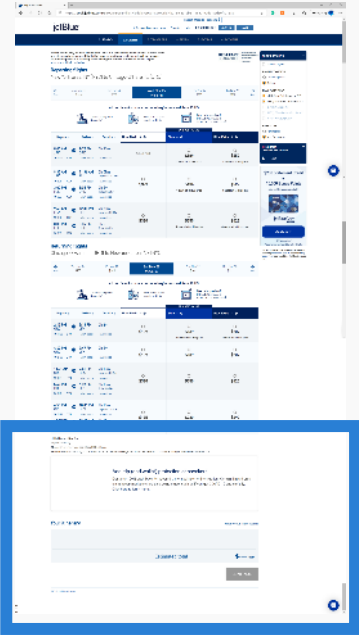


1. Very busy – The website goes from clean to super cluttered. Seems to over explain itself, lots of different font sizes adds to the busines, hard to know what to focus on.

2. Progress shown – Website shows that there are 6 steps required to complete task and well located at the top of page.

3. Price/date options – Website shows options if flexible on dates for better price flights.

4. Flight matrix – Table shows all the class options while the flights available on the selected date are pushed to the side.



Flight Selection

https://book.jetblue.com/B6/AirFareFamiliesFlexibleForward.do?vsid=b218fc4d-bb81-4880-90de-cbd60f12158a

Add trip (and wallet) protection at checkout.
Get up to 100% cash back for covered trip cancellation or interruption. Certain, limited-time claim accommodations are also being made, such as if you get COVID-19 and can't fly.
[Click here to learn more.](#)

Your itinerary Modify your flight search

1 Fare: New York-Kennedy, NY (JFK) - Chicago-O'Hare, IL (ORD), Chicago-O'Hare, IL (ORD) - New York-Kennedy, NY (JFK)
1 Adult, Wednesday, November 25 2020, 8:00 AM - Saturday, November 28 2020, 2:13 PM.
Taxes & fees

\$706.00 USD
\$20.20 USD

Estimated total (Total Details) **\$726.20 USD**

CONTINUE

©2019 JetBlue Airways

FILTER RESULTS

Nonstop flights

PAYMENT OPTION

TrueBlue points
 Dollars

NEW YORK AREA

(JFK) New York-Kennedy, NY
 (LGA) New York-LaGuardia, NY
 (EWR) Newark, NJ
 (HPN) Westchester County, NY
 (SWF) Newburgh, NY

FARE TYPE

Refundable
 Non-Refundable

ITINERARY +
Estimated total 1 traveler
\$726.20 USD

\$250 Statement Credit + 15,000 Bonus Points
after qualifying account activity*

1 Very long – List in full and hard to understand.

2 Banner – The banner chases me up and down the page. Doubles up information and no longer relevant.



Seats

https://book.jetblue.com/B6/ReservationSeatSelectionForward.do?vsid=b218fc4d-bb81-4880-90de-cbd60f12158a

Report Website Problem

jetBlue

Go to JetBlue.com Home Español Help TRUEBLUE SIGN IN JOIN

1. SEARCH 2. FLIGHTS 3. TRAVELERS 4. SEATS 5. EXTRAS 6. PAYMENT

Seat selection

Skip seat selection for now

Please choose your seat for each flight on the itinerary. Some seats may be blocked to provide additional space between those not traveling together. If you do not wish to choose a seat, you can skip this step. *Blocked seats are subject to change depending on date of travel, and seat assignments may be modified to achieve an optimal onboard experience and distancing for everyone.*

NEW YORK-KENNEDY, NY **JFK** ↔ CHICAGO-O'HARE, IL **ORD**

CHICAGO-O'HARE, IL **ORD** ↔ NEW YORK-KENNEDY, NY **JFK**

New York-Kennedy, NY (JFK) ↔ Chicago-O'Hare, IL (ORD) Embraer E190: Flight 1105

John Doe

Selected seats additional charge:
\$---- USD

NEXT FLIGHT

We're blocking seats and limiting capacity on all JetBlue flights through the holiday season. If there is no available seat to select, one will be assigned to you at the airport. *Blocked seats are subject to change depending on date of travel, and seat assignments may be modified to achieve an optimal onboard experience and distancing for everyone.*

Available seats

- Even More Space
- Free
- Currently selected
- ✕ Not available

Note: Your seat is selected but not guaranteed

EVEN MORE SPACE

Even More[®] Space seat includes:

- Extra legroom
- Early boarding (with early access to the overhead bins)*
- Even More[®] Speed - the fast lane to the TSA checkpoint at your departure airport (select cities)

	A	B	C	D
✕ ✕ 1 ✕ ✕	✕	✕	1	✕
✕ ✕ 2 ✕ ✕	✕	✕	2	✕
✕ ✕ 3 ✕ ✕	✕	✕	3	✕
✕ ✕ 4 ✕ ✕	✕	✕	4	✕
✕ ✕ 5 ✕ ■	✕	✕	5	■
✕ ✕ 6 ✕ ✕	✕	✕	6	✕
✕ ✕ 7 ■ ✕	✕	✕	7	■
✕ ✕ 8 ✕ ✕	✕	✕	8	✕
■ ■ 9 ■ ✕	■	■	9	■
✕ ✕ 10 ✕ ✕	✕	✕	10	✕
✕ ■ 11 ■ ■	✕	■	11	■
EXIT ● ✕ 12 ✕ ● EXIT	EXIT	●	✕	EXIT
● ✕ 13 ✕ ●	●	✕	13	●
● ✕ 14 ✕ ●	●	✕	14	●
■ ✕ 15 ✕ ✕	■	✕	15	✕
■ ✕ 16 ✕ ■	■	✕	16	■

ITINERARY
Sub-total 1 traveler
\$726.20 USD

FLIGHT

New York-Kennedy, NY (JFK)
Chicago-O'Hare, IL (ORD)
New York-Kennedy, NY (JFK)

Sub-total **\$726.20 USD**

Estimated total: **\$726.20 USD**
[View in another currency](#)

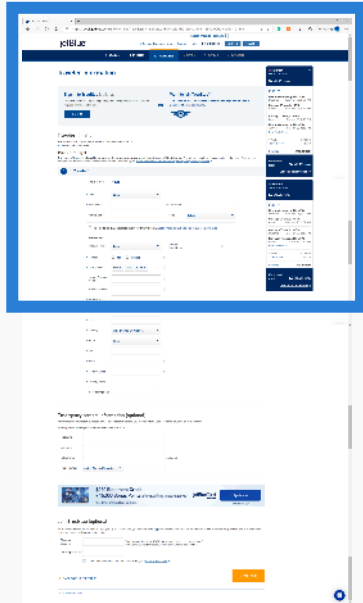
1 So many words – Seem like a lot, when all I need to do is pick a seat.

2 Icons & legend – Looks a little confusing and the legend gets lost.

● Best practice that we should emulate

○ Conventions we should follow

● Strange functionality provided to user



Traveler Details

https://book.jetblue.com/B6/PopulateTravellersDetailsForward.do?vsid=b218fc4d-bb81-4880-90de-cbd60f12158a

Report Website Problem

jetBlue

Go to JetBlue.com Home Español Help TRUEBLUE SIGN IN JOIN

1. SEARCH 2. FLIGHTS 3. TRAVELERS 4. SEATS 5. EXTRAS 6. PAYMENT

Traveler information

1 Sign in to TrueBlue (optional)

Already a member? Log in to speed up the booking process. We'll fill in the required information for you!

SIGN IN

OR

Want to join TrueBlue?

Join. Earn points. Get rewards. Complete the page and choose a password before continuing.

Traveler details

Names must match government issued ID presented at the airport.
* Indicates a required field

TSA Secure Flight

The name of travelers should be entered as they appear on government issued forms of identification. The primary traveler will be contacted in the case of any service changes and will receive any credits for cancelled or changed flights. [Learn more about TSA Secure Flight frequently asked questions](#)

1 Traveler 1

Traveler type: Adult

* Title: Select

* First name:

* Last name:

ITINERARY

Sub-total 1 traveler

\$726.20 USD

FLIGHT

New York-Kennedy, NY (JFK)
Departs: Wed Nov 25, 8:00 AM

Chicago-O'Hare, IL (ORD)
Arrives: Wed Nov 25, 9:37 AM

Chicago-O'Hare, IL (ORD)
Departs: Sat Nov 28, 2:13 PM

New York-Kennedy, NY (JFK)
Arrives: Sat Nov 28, 5:16 PM

Fare restrictions

1 Adult: \$706.00
Taxes & fees: \$20.20

Sub-total: **\$726.20** USD

Estimated total: **\$726.20** USD

[View in another currency](#)

ITINERARY

Sub-total 1 traveler

\$726.20 USD

FLIGHT

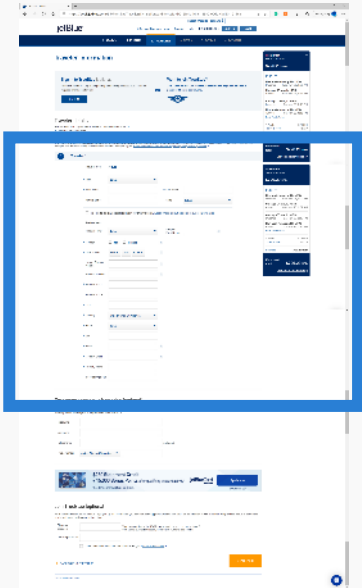
New York-Kennedy, NY (JFK)

1 Membership – Always seems to be near or first thing and provides option to sign in/up.

● Best practice that we should emulate

○ Conventions we should follow

● Strange functionality provided to user



1 Traveler 1

Traveler type **Adult**

* Title **Select**

* First name * Last name

Middle name Suffix **Select**

I'd like to add a special request for this traveler. [Learn more about special request information](#)

Preferences

Frequent flyer **Select** Frequent Flyer Number

* Gender Male Female ?

* Date of birth **MM** **DD** **YYYY** ?

Known Traveler Number ?

Redress Number ?

* Address line 1

Address line 2

* City

* Country **United States Of America**

* State **Select**

* Zip

* Email ?

* Confirm Email ?

* Primary phone

Secondary phone

View in another currency

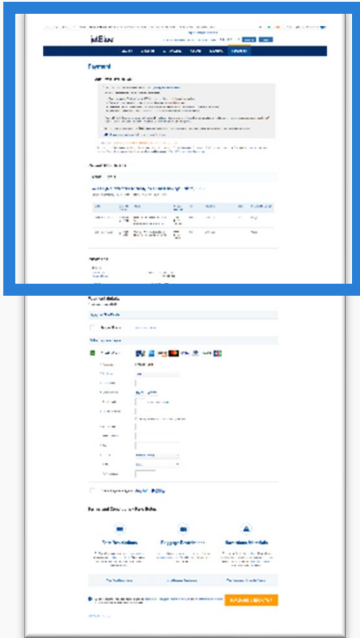
ITINERARY
Sub-total 1 traveler
\$726.20 USD

FLIGHT
New York-Kennedy, NY (JFK)
Departs: Wed Nov 25, 8:00 AM
Chicago-O'Hare, IL (ORD)
Arrives: Wed Nov 25, 9:37 AM
Chicago-O'Hare, IL (ORD)
Departs: Sat Nov 28, 2:13 PM
New York-Kennedy, NY (JFK)
Arrives: Sat Nov 28, 5:16 PM
Fare restrictions

1 Adult: \$706.00
Taxes & fees: \$20.20
Sub-total **\$726.20** USD

Estimated total: **\$726.20** USD
View in another currency

1 Traveler details – While it is a long form, seems to be a standard.



Payment

Report Website Problem

Go to JetBlue.com Home Español Help TRUEBLUE SIGN IN JOIN

1. SEARCH 2. FLIGHTS 3. TRAVELERS 4. SEATS 5. EXTRAS 6. PAYMENT

Payment

3 Add Travel Protection

Yes, I want to protect my trip for \$49.02 total. (Highly Recommended)

All these benefits for a fraction of the ticket cost:

- **Compensation:** Get back up to 100% for covered trip cancellation or interruption
- **Peace of mind:** Benefits for lost, stolen or damaged personal belongings
- **Delay insurance:** Reimburses for eligible, unexpected meals, accommodations and bag delay expenses
- **Help when you need it:** 24/7 assistance in the event of a travel or medical emergency

Review Period: If you're not completely satisfied, you have 15 days (or more, depending on your state of residence) to request a refund, provided you haven't started your trip or initiated a claim. Premiums are non-refundable after this period.

No, I choose not to protect my \$726.20 non-refundable trip and understand I am responsible for cancellation fees and delay expenses.

13 customers protected their trip in the last 15 minutes

COVID-19: COVERAGE LIMITATIONS AND SPECIAL ACCOMMODATIONS
Recommended by Allianz Global Assistance. Underwriter: Jefferson Insurance Company or BCS Insurance Company. Plan Incl. Insurance & assistance services. Terms & exclusions (incl. for pre-existing conditions) apply. Plan & Pricing details, disclosures

3 Review Trip Details

Your Flights

Your Flights: New York-Kennedy, NY (JFK) ✈ Chicago-O'Hare, IL (ORD)

Depart: Wednesday, Nov 25, 2020 Return: Saturday, Nov 28, 2020

Date	Departs/ Arrives	Route	Flight Aircraft	Fare	Travelers	Seats	Checked bags
Wed, Nov 25 2020	8:00 AM 9:37 AM	New York-Kennedy, NY (JFK) to Chicago-O'Hare, IL (ORD)	1105 E190 JetBlue	Blue	John Doe	—	0 bags
Sat, Nov 28 2020	2:13 PM 5:16 PM	Chicago-O'Hare, IL (ORD) to New York-Kennedy, NY (JFK)	1106 E190 JetBlue	Blue	John Doe	—	0 bags

Payment

Details
[View details](#)

Taxes & Fees: \$708.00 x 1 = \$706.00 USD
\$20.20 USD

Total: \$726.20 USD

1 More extras – The user has just made their way through all the extras and then is bombarded with one final thing.

2 Review details – Rather than throw everything at the user in one hit, it is broken down to smaller more manageable parts.



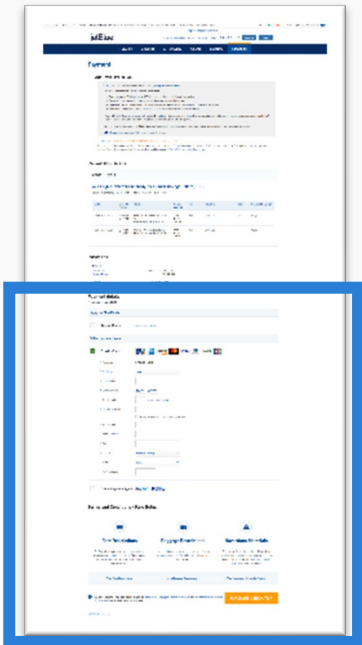
Best practice that we should emulate



Conventions we should follow



Strange functionality provided to user



Payment details
* Indicates a required field

Apply JetBlue Funds

Travel Bank What's Travel Bank?

Select payment types

Credit Card

1 **Payment amount:** \$726.20 USD

Card type: Select

Card number:

Expiration date: MM YY

Security code: What is Security code?

Cardholder name:

Billing address is same as Mailing address

Address line 1:

Address line 2:

City:

Country: Select a country

State: Select

Zip/Postal code:

Other Payment Types

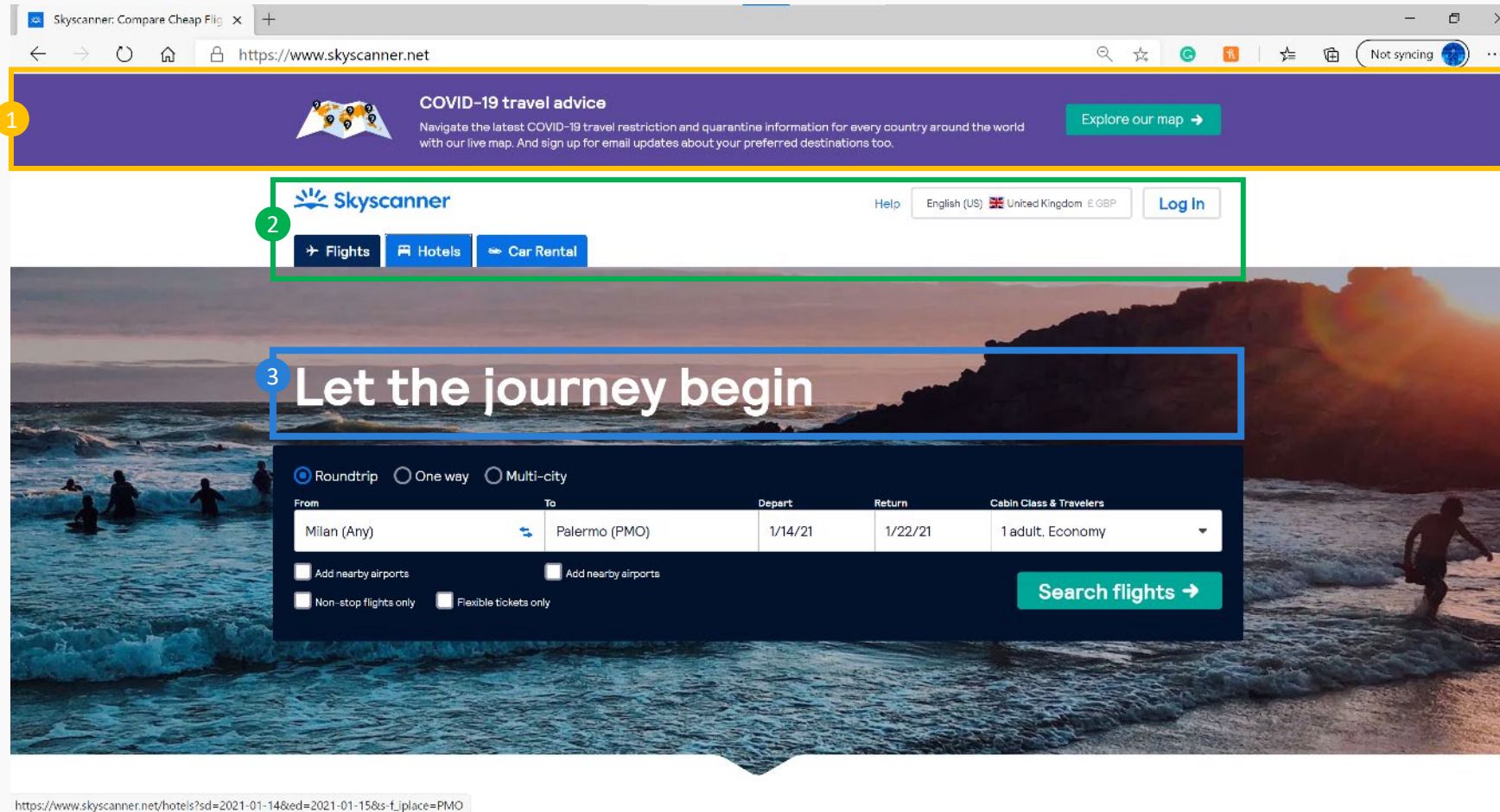
Terms and Conditions / Fare Rules

Fare Restrictions	Baggage Restrictions	Hazardous Materials
For fare rules, cancellation, and refund policies, please review our fare restrictions. Flights on our partner airlines may be subject to additional rules/restrictions.	If you are planning to check bags, please review our baggage restrictions for additional guidelines and possible fees.	Federal law forbids the carriage of hazardous materials aboard aircraft in your luggage or on your person. Please review our hazardous materials policy for more information.
View Fare Restrictions	View Baggage Restrictions	View Hazardous Materials Policy

2 **By purchasing, you are agreeing to all fare rules, baggage restrictions, and hazardous materials policies associated with this ticket.**

PURCHASE & BOOK TRIP

- 1 **Payment details** – Seems to be longer than standard way of showing payment structure with online form as it includes a billing address.
- 2 **Assume compliance** – No tick required, but the purchase make you agree.

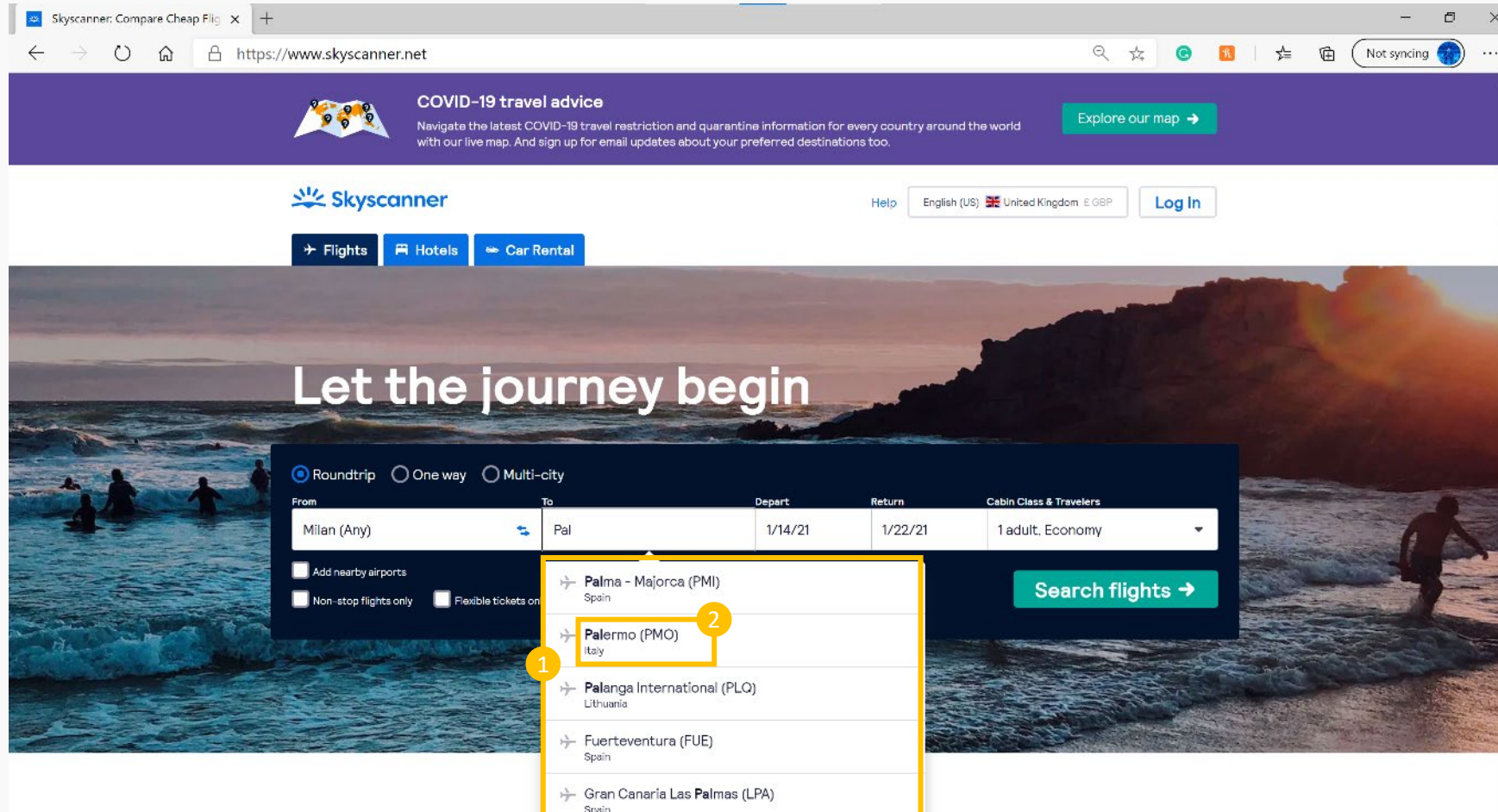


- 1 Covid warnings – The largest warning of all the websites. Feels a little excessive.
- 2 Simple header – No distracting other categories, just focused on the search below.
- 3 Headline – Evokes a feeling of simplicity, direct and to the point.

● Best practice that we should emulate

○ Conventions we should follow

● Strange functionality provided to user



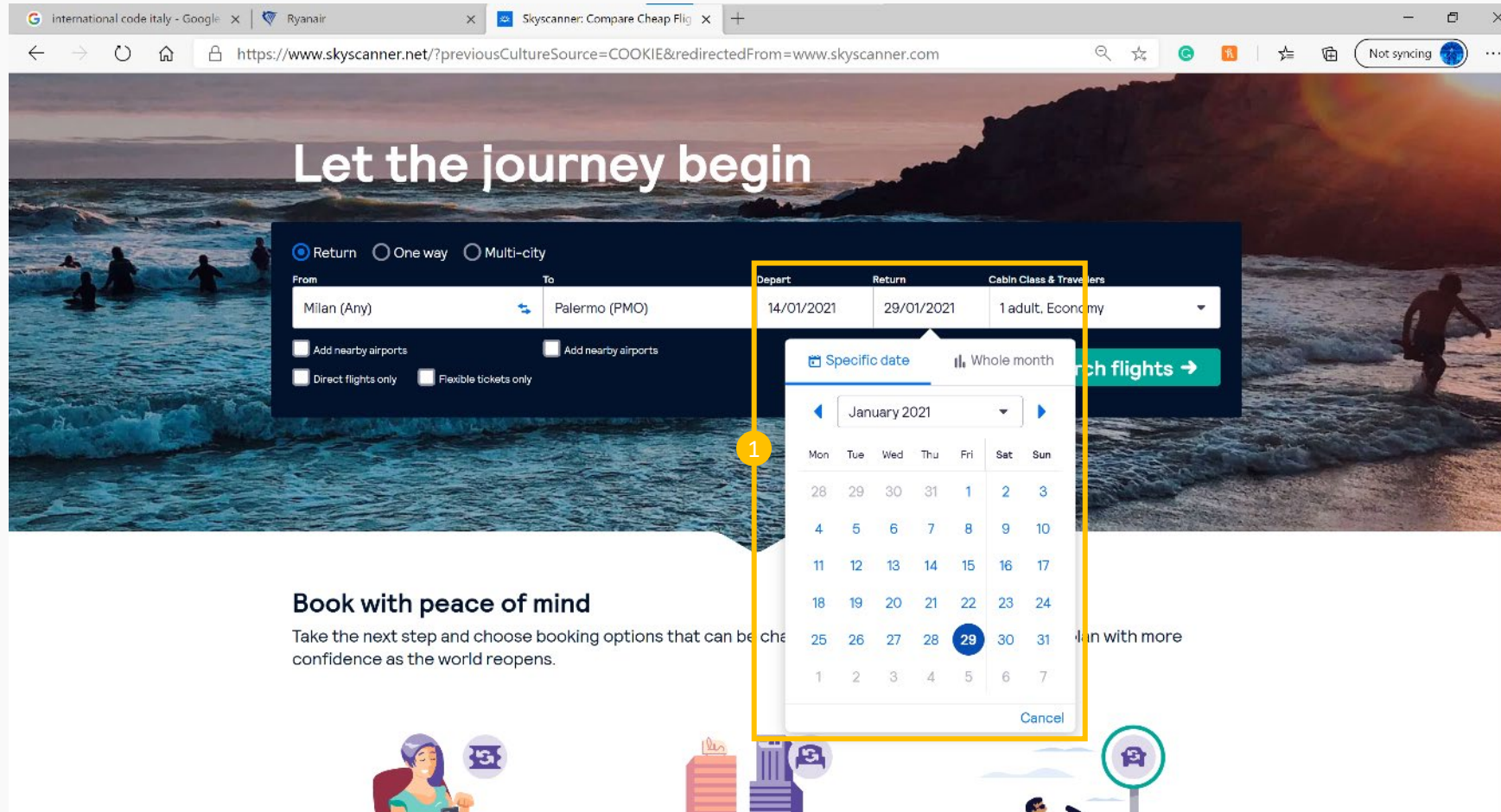
1 No regional search option – User can only type in search.

2 Flow – After selecting destination, it doesn't open to the departure date

● Best practice that we should emulate

○ Conventions we should follow

● Strange functionality provided to user



1 ● Opens on at a time – User needs to pick one, then click return and click. No way to visualise timeframe or type in dates.

1 Children details – Only offers two categories, as children are added, user adds the age

The screenshot shows the Skyscanner website interface for searching flights from Milan to Palermo. The search bar at the top indicates the route and search criteria. Below the search bar, there are several sections: a 'Get Price Alerts' button (highlighted with a green circle 2), a 'COVID-19 confidence' section with information about flexible tickets and safety measures, a 'Best' flight card for £9, and a 'Greener Choice' section (highlighted with a green dashed box) showing flight details for Ryanair, including departure and arrival times, and a 'Select' button (highlighted with a green dashed box and a green circle 4). The page also features various filters and a 'Search' button at the bottom of the flight details section.

1 So much info – User needs to look past all this info before they can see the flights.

2 Price alerts – Researching flights seem to be one of the key functions, this adds to the stickiness and need to come back that airlines don't offer.

3 Flights – Fairly recognizable format for flight details.

4 CTA – Visible call to action.