

Competitive Benchmark

Research - Fly UX Airline

Booking systems and Objective

Booking systems:

For this project we will review the booking system of the following 4 websites:

- easyJet
- Emirates
- Wizz Air
- Booking.com

Objectives:

- Learn how the best in-class websites and apps solve the problems we are trying to solve.
- Understand the conventions we should follow
- Highlight best practice we should emulate
- Where are they not doing so well, so we can improve



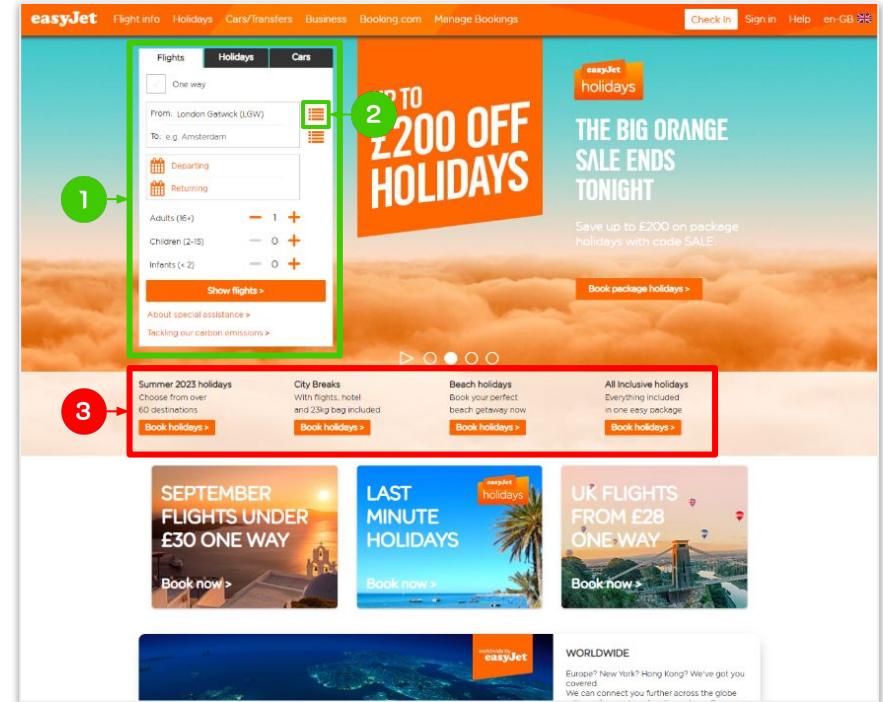
We will look at...

The following aspects we will look at are:

- **Homepage**
 - What each airline says about themselves
 - Is the proposition clear?
 - Is the key functionality easy to access?
 - How much of the functionality do they offer in the homepage?
- **Search and Select** (key functionality of software)
 - How do they solve the user's problem? (user finding and booking flights)
 - Any similarities of conventions?
 - What's the most efficient functionality?
- **Entering Details**
 - How airline encourages user to register (the process)
 - How is payment taken and confirmed?

easyJet - Homepage

- 1 The flight search functionality on website landing page - making it easy for users to get searching straight away.
- 2 Incase users don't know where to travel to, there is an icon containing a list of cities users can select from.
- 3 In the homepage there are also deals for advanced holiday/flight, however these categories alternates from holiday packages to special flight deals every 6 seconds. So if the user wants to select to view one or the other they would have to wait for another 6 seconds to view the offer preview before it can be selected for more information.



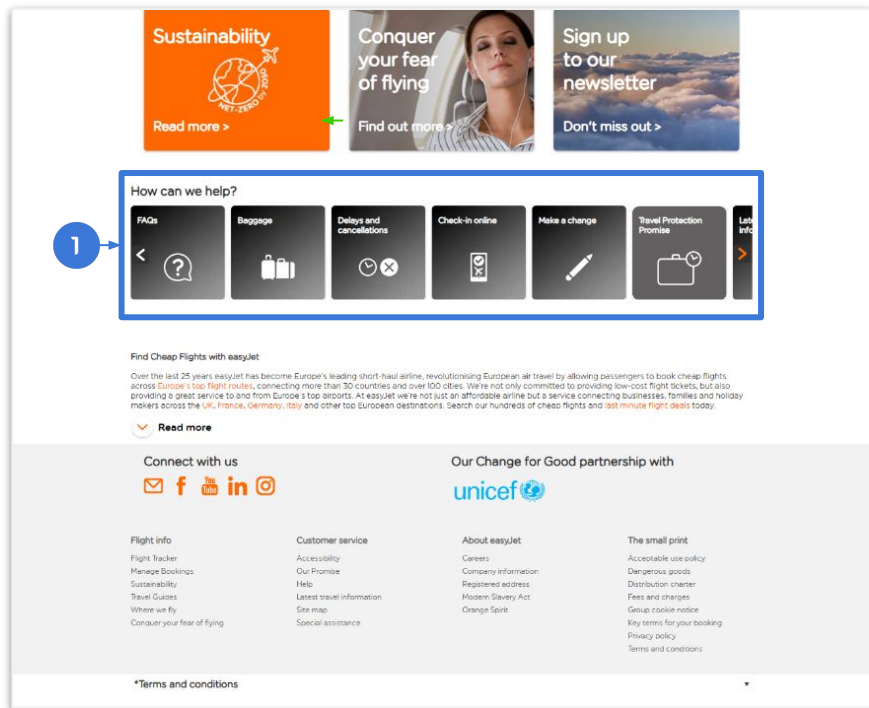
easyJet - Homepage

- 1 Further down the home page there is a 'How can we help' section, which is a carousel of things that maybe frequent problem areas that users need help with so you don't have to go looking everywhere

Note: There is also a help button for this in the main navigation which contains a search field also, which is possibly more convenient.

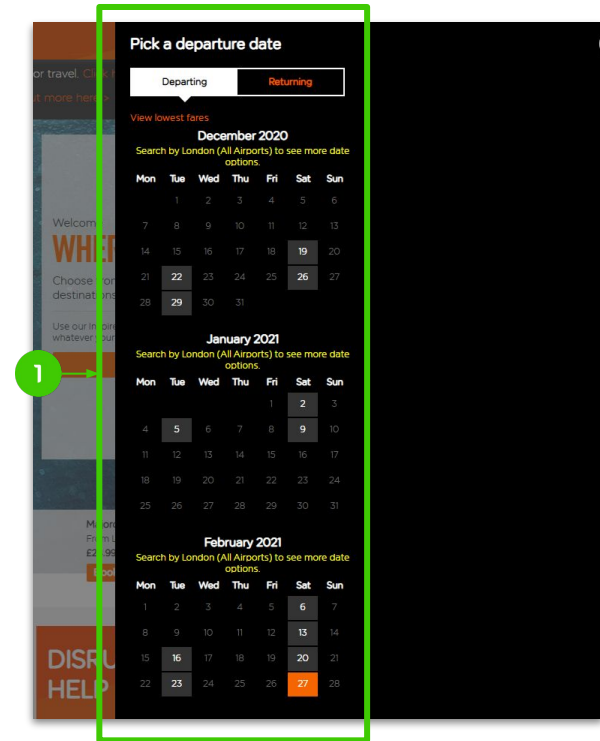
Homepage summary:

Overall the homepage is full of promotional deals and helpful information. Not really much about the airline and its propositions (You'd have to dig around for that). But all information access a user may need for travel bookings, seems to be sitting on the homepage in small digestible chunks, allowing the user to explore further if its relevant.



easyJet - Search and select

- 1 Upon selecting dates, a pop-up slides open from the right side, displaying a calendar with available dates to fly out. Great user experience, it's thinking ahead for you, so you don't lose time re-entering dates, if there are no flights available for that destination.



easyJet - Search and select

- 1 Once the entry field have been populated in the homepage, it takes the user to the flights page. Here it shows a list of available flights times on the user's chosen date and destination and the users selects times to and from the airports selected. It highlights the lowest fare for that day.
- 2 When the selection is made, it populates in the panel on the right of the page. Summarising users selections. And when the appropriate selection has been made the user is then prompted to continue.
- 3 All important information (covid and refund related) is displayed below on the same page, so users don't have to go searching elsewhere.

The screenshot shows the easyJet flight selection interface. Three green callout boxes with numbers 1, 2, and 3 highlight specific features:

- Callout 1:** Points to the flight selection grid. It shows two main sections: "London Gatwick to Antalya" and "Antalya to London Gatwick". Each section displays a calendar view for January 1st to 3rd. The "London Gatwick to Antalya" section shows a "Lowest fare" of £42.00 for Saturday, 2nd Jan. The "Antalya to London Gatwick" section shows a "Lowest fare" of £77.00 for Tuesday, 5th Jan.
- Callout 2:** Points to the "Basket" summary on the right. It shows the selected flight: "London Gatwick to Antalya" for £42.00. It also displays the return flight selection area, which currently shows "No flight selected".
- Callout 3:** Points to the "Essential information to enter the UK" section at the bottom. This section provides COVID-19 related information, including a link to the UK government's travel advice page and a list of countries that are exempt from self-isolation requirements.

Basket Summary:

- Basket: £85.98
- Change currency
- London Gatwick to Antalya
- 12/18/39
- Departure: 11:40 Sat 2nd Jan
- Arrival: 19:00
- Your fares: Adult
- 2 x £42.99
- Antalya to London Gatwick
- No flight selected
- Continue

Essential information to enter the UK:

The United Kingdom is taking steps to help stop the spread of COVID-19.

- To protect your health and others, everyone must complete an online [passenger locator form](#) before arrival in the United Kingdom.
- You may be required to self-isolate for 10 days on arrival. Check the [exempt countries list](#) immediately before you travel as this list can change at short notice.
- It is a legal requirement that you wear a face covering on public transport in the UK.
- If you are required to self-isolate, you may be able to shorten the self-isolation period by opting into a [test to release scheme](#), depending on which part of the UK you are in. For further information and a list of providers please visit [gov.uk](#).

Failure to comply with the above measures is a criminal offence and you could be fined. Please visit [www.gov.uk/uk-border-control](#) for detailed public health advice and requirements for entering the UK.

Important information for entry into Spain:

Non-refundable. Changeable subject to fees.

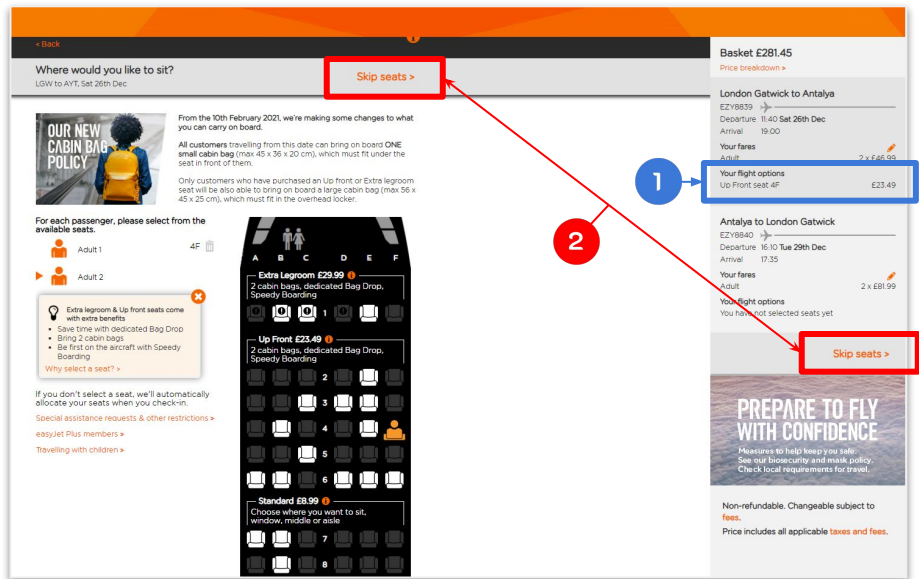
Price includes all applicable taxes and fees.

What do our fares include?

	Standard	FLEXI
Flight fare and taxes	✓	✓
Cabin bag *	✓	✓
Hold luggage	Extra	✓
Seat selection	Extra	✓
Access to 20+ Frequent Flyerpoints	✓	✓

easyJet - Search and select

- 1 Upon seat selection, there is nothing to tell you the cost of the seats until a selection has been made which then populates in the summary panel on the right, it may be a good idea to indicate the price prior to selection for a more pleasant experience as the seats are seemingly quite expensive to choose.
- 2 As it appears it's not compulsory to select seats, there are 'skip' links in two locations on the same page - but because it doesn't appear as a button, it's quite easy to overlook, therefore it may give off the impression the user has no choice, but to select seats. I think it would better to make this more apparent.



easyJet - Entering details

- 1 Entering details - Google's save and fill. Don't have to manually enter all the fields.

The screenshot shows the easyJet checkout page. The 'Booker's contact details' section is highlighted with a green box, and a red circle with the number 1 points to the 'Create a password' field. The page includes the following sections:

- Checkout** (with a '+ Back' link)
- Tell us about you**
- Booker's contact details** (highlighted with a green box):
 - Title: Mrs ✓
 - First name: Panna ✓
 - Surname(s): Ullah ✓
 - Email address: pannaullah@gmail.com ✓
 - Create a password: [password] ✓ (with a 'Show password' link and 'medium strength' indicator)
 - Address: 10 Ainsworth Close ✓
 - Address continued (optional): [blank] ✓
 - Town/City: Peckham ✓
 - Postcode/zip: [blank]
- Basket £395.92** (with a 'Price breakdown' link):
 - London Gatwick to Antalya** (EZ18839):
 - Departure: 11:40 Sat 26th Dec
 - Arrival: 19:00
 - Your fares: Adult 2 x £46.99 ✓
 - Your flight options: You have not selected seats yet. No inflight food and drink vouchers selected.
 - Antalya to London Gatwick** (EZ18840):
 - Departure: 16:10 Tue 29th Dec
 - Arrival: 17:35
 - Your fares: Adult 2 x £81.99 ✓
 - Your flight options: You have not selected seats yet. No inflight food and drink vouchers selected.
 - Hold Items** (15kg hold bag 2 x £68.99 ✓):
 - Combined weight 30kg
 - Non-refundable. Changeable subject to fees.**
 - Price includes all applicable taxes and fees.**

Search and select summary:

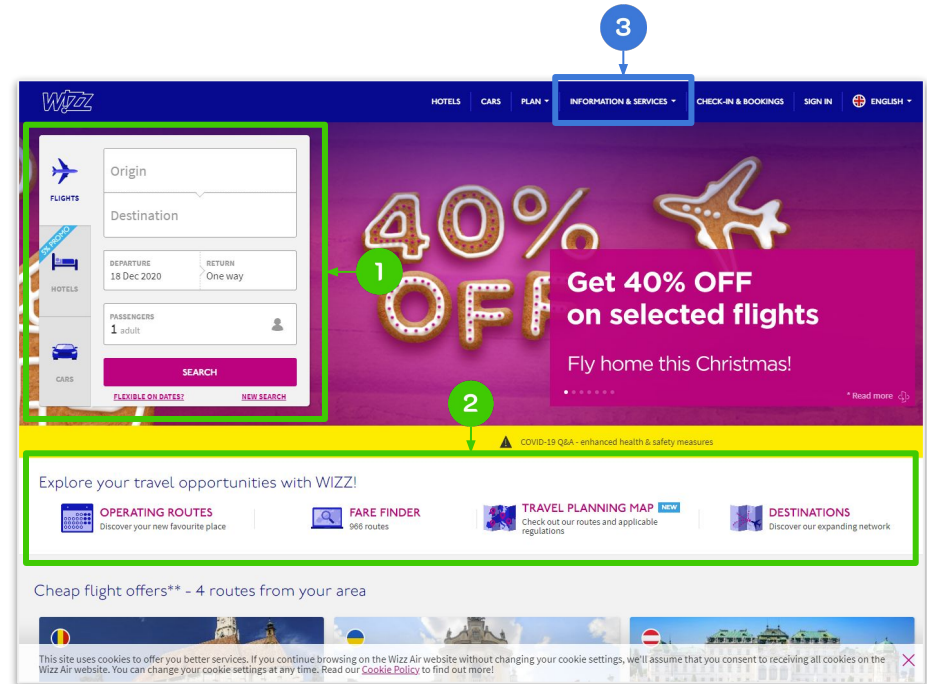
The search and select features for easyJet was fairly simple and easy to navigate. Some elements were not very visible but overall all key information required to book a flight was easy to navigate.

Wizz Air - Homepage

- 1 Same as Easyjet, Wizz air also has their flight search functionality on the landing page.
- 2 Alternatively they also have the categorical search functionality.
- 3 I noticed there is no offer of help at the start or top of the page, you have to go to the bottom of the page to find FAQs. However on the main navigation is 'information & services', might be better to word something more simple like 'help'.

Homepage summary:

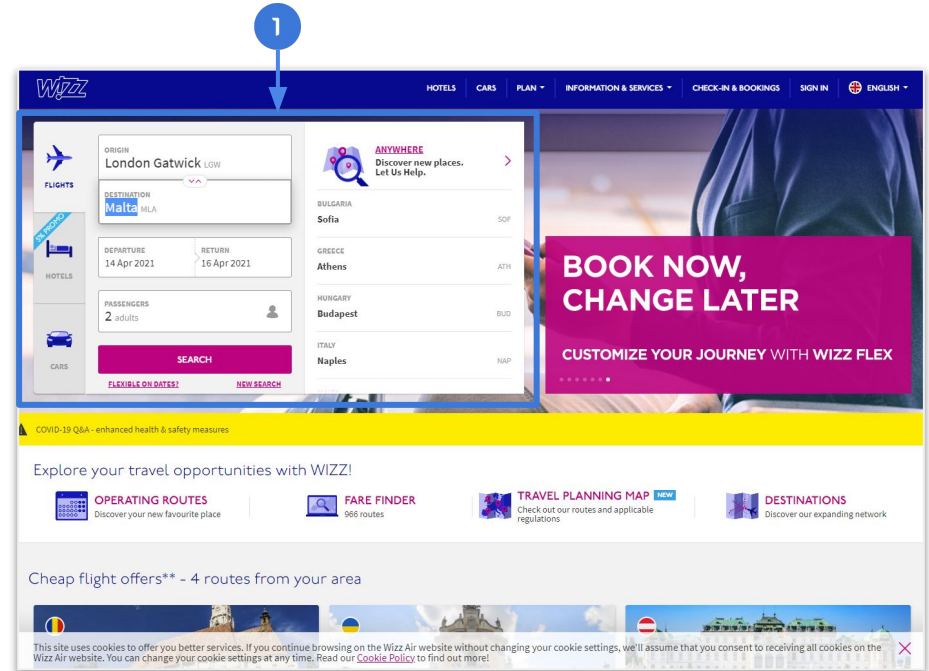
Overall the rest of the homepage is of promotional deals and other offerings, not much about the company itself



Wizz Air - Search and select

- 1 The search functionality looks really simple and initially I was thinking i don't know where to travel to, but the moment you click on the 'origin field' a list of destinations slides out on the right on the box, which is really helpful.

All the fields have this functionality, where its opens up to advanced options.



Wizz Air - Search and select

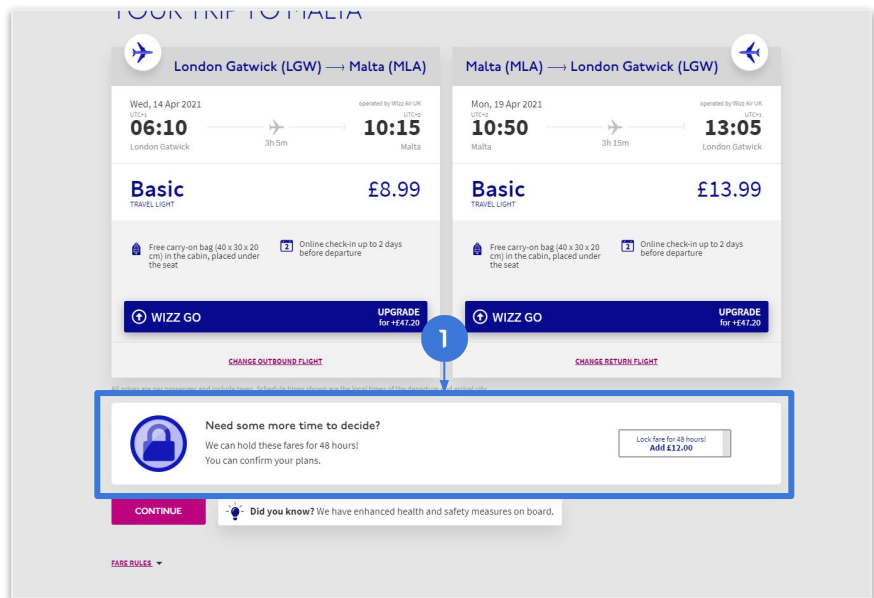
- On the flight selection page, after user selects time. The user is presented with a drop-down of price plans. Each of these price plans tell the user what it includes, which would be great assuming the rest of the journey will lead the user through the remaining process accordingly depending on which package is selected.

The screenshot shows the Wizz Air flight selection interface. At the top, there's a navigation bar with 'PLAN', 'INFORMATION & SERVICES', 'CHECK-IN & BOOKINGS', and 'SIGN IN'. Below this, a date selector shows '14 APR 2021 - 16 APR 2021' for 2 passengers. The flight details section shows a flight from London Gatwick to Malta on Wednesday, 14 April 2021, with a departure time of 06:10 and an arrival time of 10:15. A blue circle with the number 1 highlights the 'Please select your bundle' prompt. Below this, three price plans are displayed: Wizz Go, Wizz Plus & Flex, and Basic Travel Light. Each plan lists its features and the price per passenger.

WIZZ GO PACK & SAVE	WIZZ PLUS & FLEX ALL IN & FULL FLEX	BASIC TRAVEL LIGHT
<ul style="list-style-type: none"> Free carry-on bag (40 x 30 x 20 cm) in the cabin, placed under the seat Trolley Bag (55 x 40 x 23 cm) in the cabin 20 kg checked-in bag Free seat selection, excluding row 1 to 4 and extra legroom seats Priority Boarding Priority check-in Online check-in up to 30 days before departure Free airport and online check-in 	<ul style="list-style-type: none"> Free carry-on bag (40 x 30 x 20 cm) in the cabin, placed under the seat Trolley Bag (55 x 40 x 23 cm) in the cabin 32 kg checked-in bag Free seat selection, including front row and extra legroom seats Priority Boarding Wizz Flex Online check-in up to 30 days before departure Free airport and online check-in Flight information Refund to Wizz Account Auto check-in (only available up to 4 hours before departure) 	<ul style="list-style-type: none"> Free carry-on bag (40 x 30 x 20 cm) in the cabin, placed under the seat Online check-in up to 2 days before departure
per passenger £56.19	per passenger £80.04	per passenger £8.99
£52.89 Save by choosing Wizz Discount Club Price.	£77.34 Save by choosing Wizz Discount Club Price.	£8.99 Save by choosing Wizz Discount Club Price.

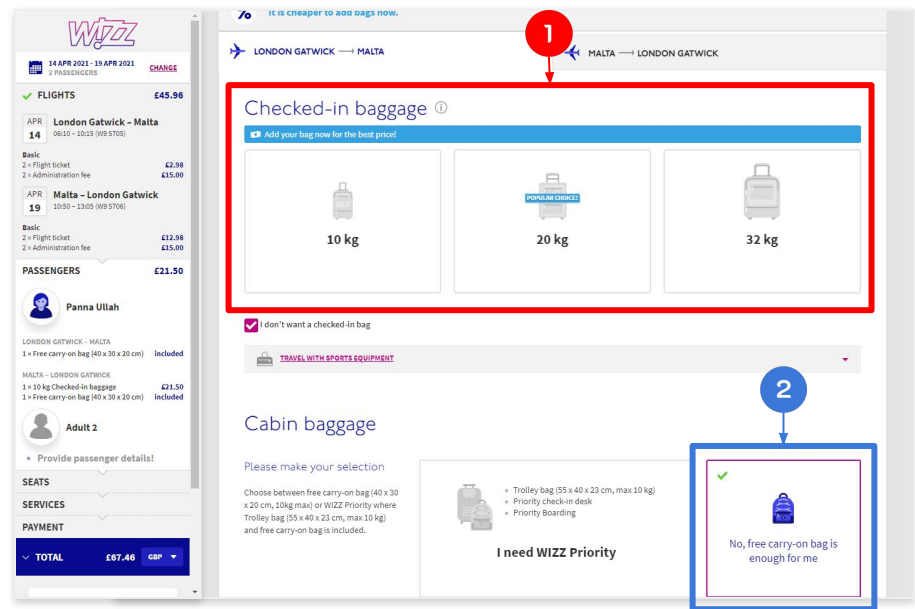
Wizz Air - Search and select

- 1 Feature where users can save the quoted fare and package, and continue browsing - However upon clicking, it doesn't prompt the user to enter their email or anything, it just shows a tick box, so if you drop off at this point, how does it know to save the users fare? I think it would be better to capture that information



Wizz Air - Search and select

- 1 The checked-in bag option is offered again, despite selecting the basic package for free carry-on on the previous step. Again the optional messaging is discreetly placed at the bottom of that section which can easily be missed forcing the user to make a selection.
- 2 I think the free carry-on option would be better to be displayed with the other baggages, so users can choose what they prefer.

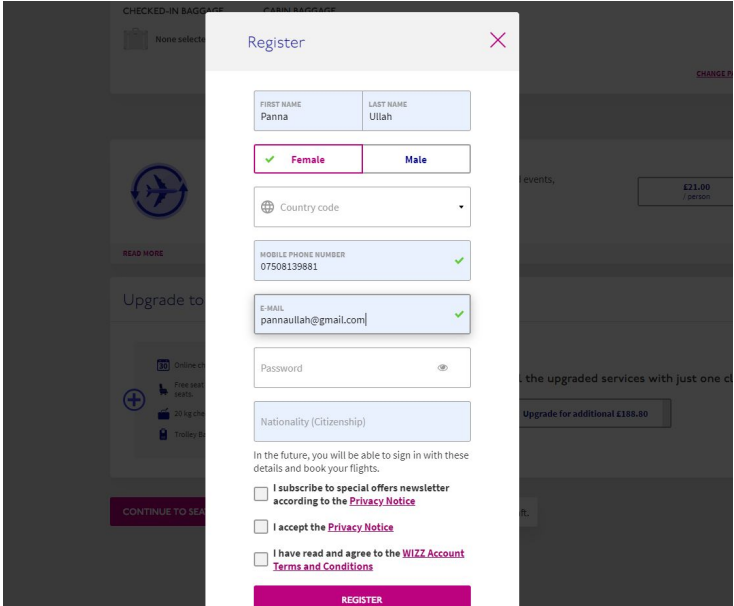


Wizz Air - Entering details

- 1 Registration form has autofill enabled, easier for users to input their details.

Search and select summary:

Overall, booking process started off simple and then gradually got quite confusing towards the end up until registering. But they good some good elements

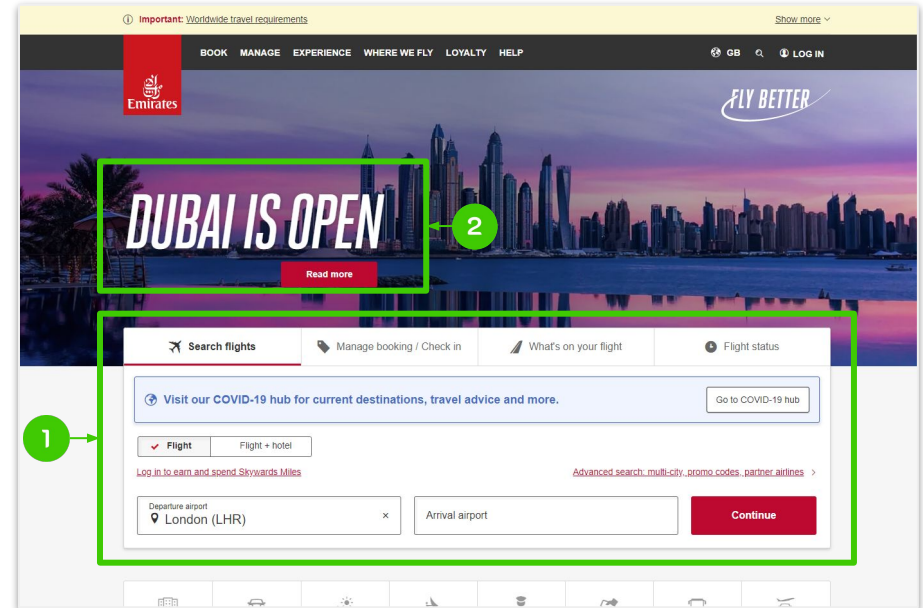


The image shows a registration form overlay on a blurred background of a flight booking page. The form is titled 'Register' and includes the following fields and options:

- FIRST NAME:** Panna
- LAST NAME:** Ullah
- Gender:** ☒ Female, ☐ Male
- Country code:** A dropdown menu.
- MOBILE PHONE NUMBER:** 07508139681, with a green checkmark indicating it is valid.
- E-MAIL:** pannaullah@gmail.com, with a green checkmark indicating it is valid.
- Password:** A text field with a strength indicator icon.
- Nationality (Citizenship):** A text field.
- Consent:** Three checkboxes with labels:
- ☐ I subscribe to special offers newsletter according to the [Privacy Notice](#)
- ☐ I accept the [Privacy Notice](#)
- ☐ I have read and agree to the [WIZZ Account Terms and Conditions](#)
- REGISTER:** A large pink button at the bottom.

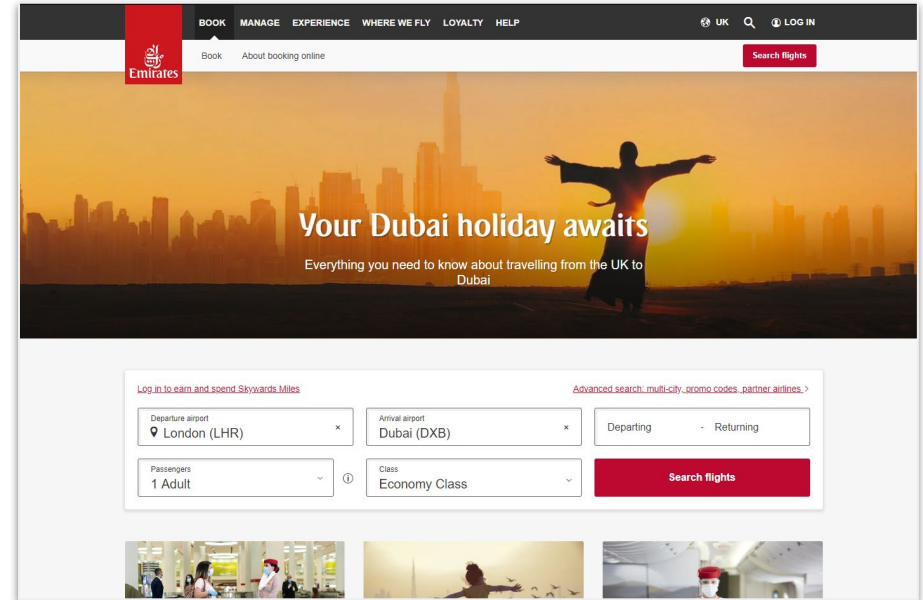
Emirates - Homepage

- 1 Flight search functionality appears on the landing page
- 2 The landing page also has a welcoming banner indication that Dubai is open for traveling during Covid pandemic, a really nice touch, and users can read more (see next slide).



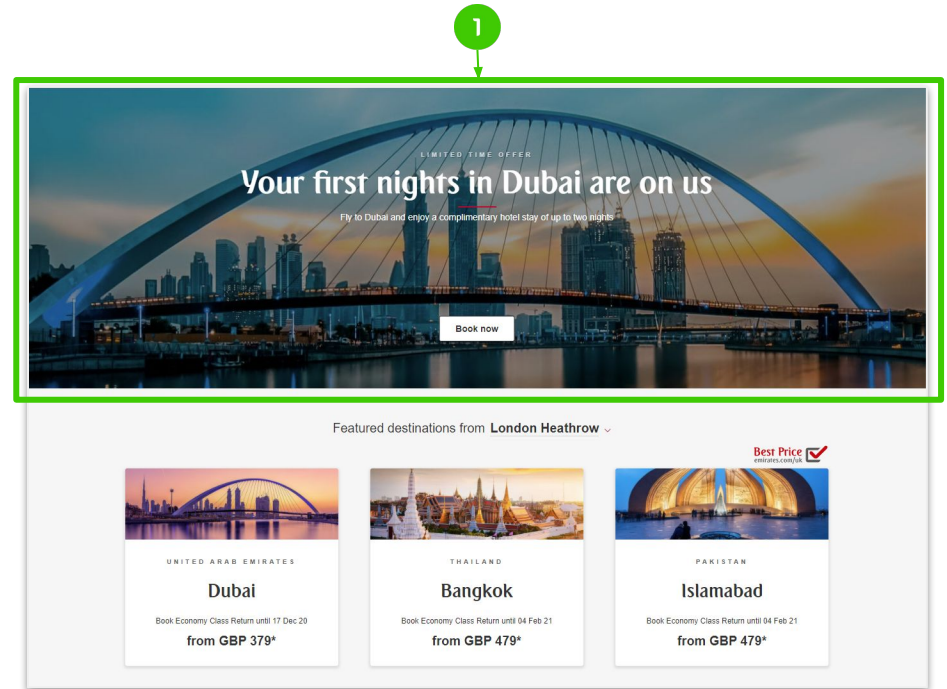
Emirates - 'Dubai is open' (Covid info)

- 1 From the landing page, users can learn more about traveling to Dubai from their destination during the pandemic, really nice and inviting and the user can book flights from this page also.



Emirates - Homepage

- 1 Down the homepage the Emirates offer a complimentary stay for 2 nights, which goes hand in hand with the look and feel of the site. A very hospitable, caring feel so far. Unlike the other 2 website, this one you can really feel they put the user first, and not overloading the user with deals and offers, but more considering their comfort and stay.



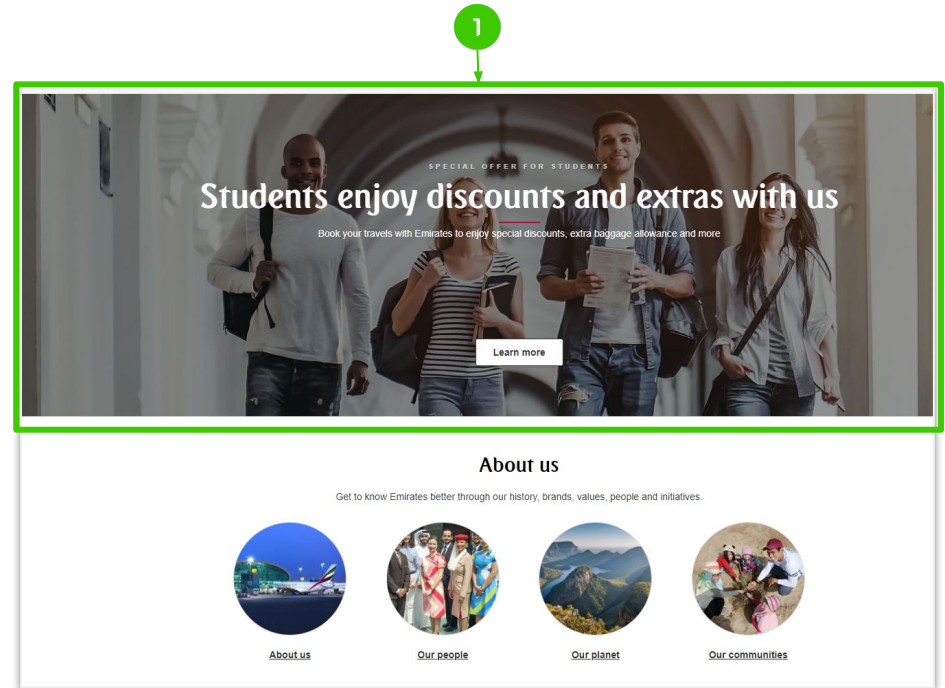
Emirates - Homepage

1 Emirates offer student discount

From here you get to the bottom of the page and I've noticed there no way to get back to the top of the page quickly without having to scroll. Might be handy to have, so the user doesn't have to go through the whole content again just to get to the top.

Homepage summary:

Overall like the others airline website homepages, emirates also don't say much about themselves, but you get a sense of care as you walk through the homepage just from the words they have used and simple and elegant imagery.



Emirates - Search and select

- 1 The flight search functionality starts off in the homepage. The initial interface of the function starts off with the departure and arrival airports, and you complete both fields, the data selector pops up next to it. Once the date selector is complete, the number of passengers and class seatings fields pops up in the line belows. So seamless walks the user through the first flight booking process...

The screenshot shows the Emirates website homepage with a banner for 'DUBAI IS OPEN'. Below the banner is a navigation bar with tabs: 'Search flights', 'Manage booking / Check in', 'What's on your flight', and 'Flight status'. The 'Search flights' tab is selected and highlighted with a green circle and the number 1. Below the navigation bar is a section for COVID-19 information. Below that is a search form with the following fields:

- Departure airport: London (LHR)
- Arrival airport: Dhaka (DAC)
- Departing: 24 Dec 20
- Returning: 02 Jan 21
- Passengers: 2 Passengers
- Class: First Class

A red 'Search flights' button is located at the bottom right of the search form.

Emirates - Search and select

- 1 Screen loader as user waits for flight search, a nice feature to have, so users know what's happening.



Emirates - Search and select


- 1 Completing the form has been easy, using autofill. Emirates are great as walking you through each section you need to fill in.

Search and select summary:

Overall this airline website is very fast, seamless and intuitive. The whole time, the user is informed which part of the process they are need, and what needs to be filled as they follow along. From the homepage to payment process and verifying booking.

London Heathrow (LHR) to Dhaka (DAC)
Return - 2 Passengers - [change search](#)

Cost: GBP 11,976.38 [View summary](#)



Log in to your Emirates account
Use your saved information to book flights and redeem rewards.

[Log in](#)

Passenger details

Passenger 1 (Adult)

Mrs

Panna

Ullah

If you're a UAE resident, please enter your GDRFA Application Number:

Panna Ullah

Frequent flyer benefits

Don't forget to add your frequent flyer number to avail from exclusive Skywards benefits in the next steps.

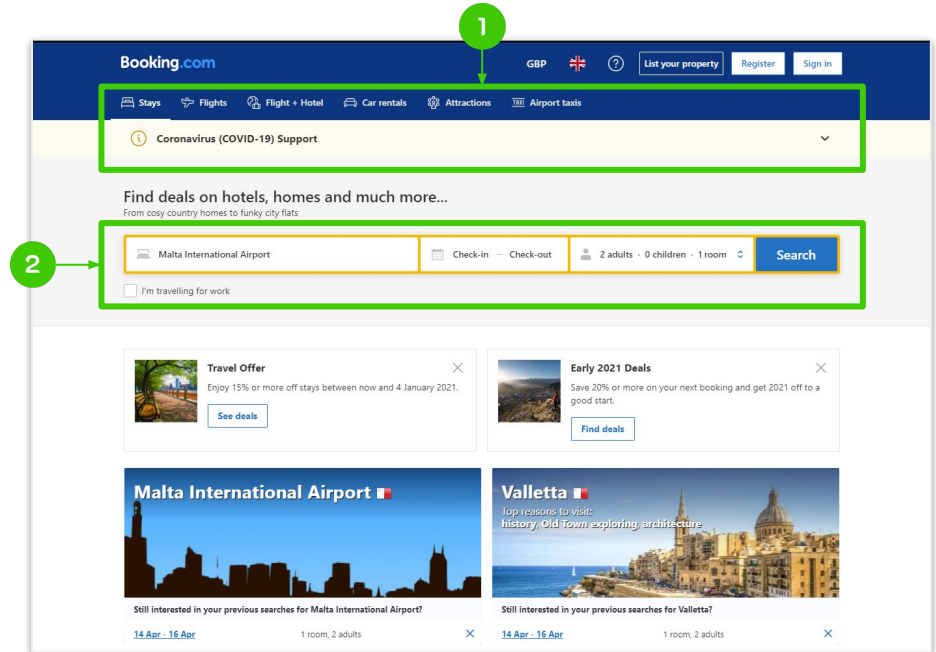
Airline / Programme

Frequent flyer number

Passenger details

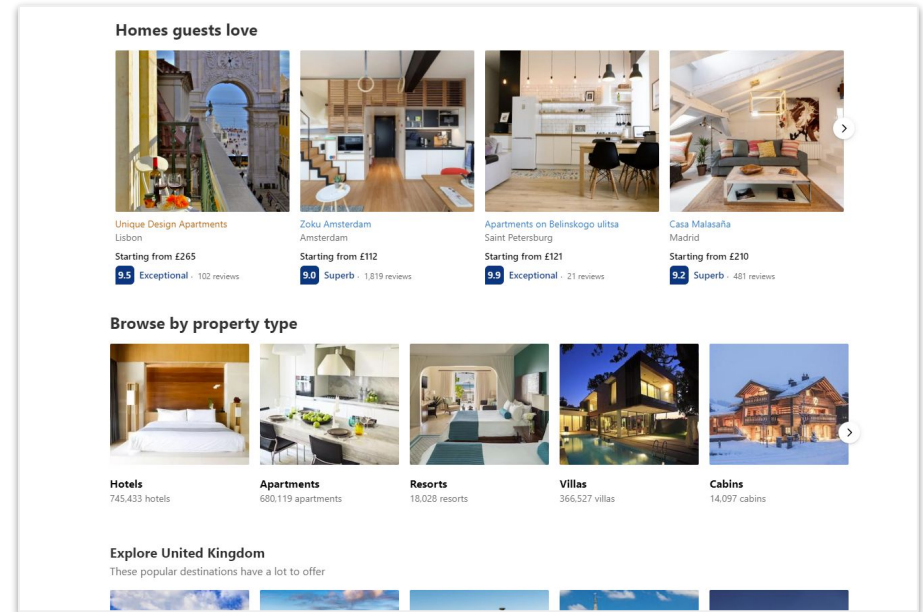
Booking.com - Homepage

- 1 Booking.com is not exclusive to just booking hotels, but also flights, car rentals and other attractions.
- 2 Search functionality design pattern first thing on the homepage, like airline websites.



Booking.com - Homepage

- Rest of the home have section of different categories users can book their stay by, either by highest rates, type of property. And also explore other countries and areas. Which is really handy, if users don't know what they are after.

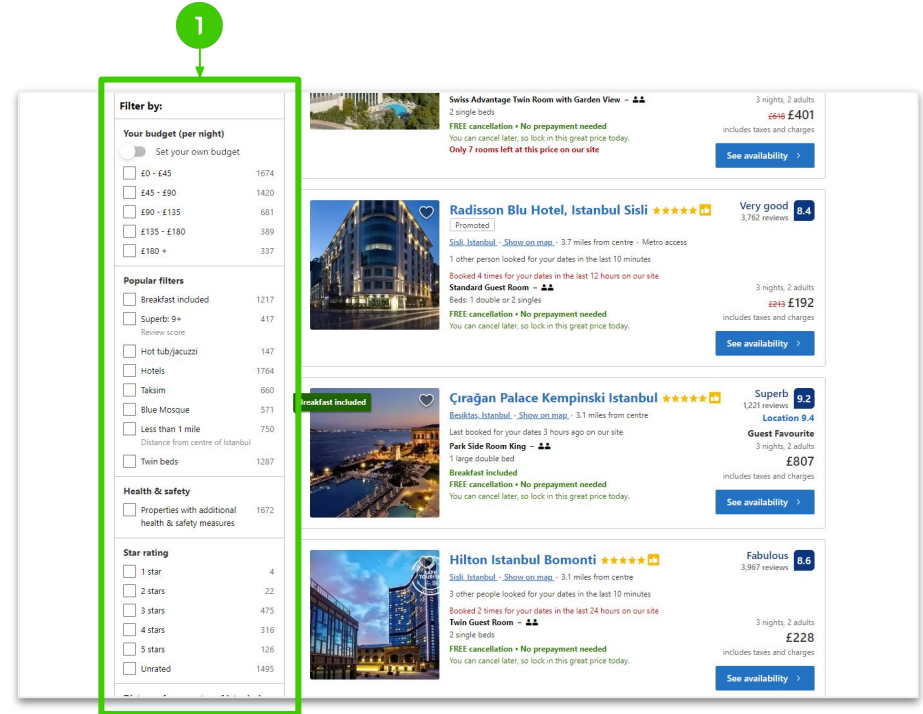


Booking.com - Search and select

- 1 Page has a filter panel on the left, so user can filter according to their requirements as they search

Search functionality is on the homepage then it takes you to the results page, simple and intuitive

The listings of the hotels seemingly are in Random order by default, perhaps its stays closest to the location chosen?



The filter panel on the left includes the following sections:

- Filter by:**
 - Your budget (per night)**
 - ☐ £0 - £45 1674
 - ☐ £45 - £90 1420
 - ☐ £90 - £135 681
 - ☐ £135 - £180 389
 - ☐ £180 + 337
 - Popular filters**
 - ☐ Breakfast included 1217
 - ☐ Superb: 9+ 417
 - ☐ Hot tub/jacuzzi 147
 - ☐ Hotels 1764
 - ☐ Taksim 660
 - ☐ Blue Mosque 571
 - ☐ Less than 1 mile 750
 - ☐ Twin beds 1287
 - Health & safety**
 - ☐ Properties with additional health & safety measures 1672
 - Star rating**
 - ☐ 1 star 4
 - ☐ 2 stars 22
 - ☐ 3 stars 475
 - ☐ 4 stars 316
 - ☐ 5 stars 126
 - ☐ Unrated 1495

The main content area displays hotel listings with details such as name, location, rating, and price. The first listing is the **Swiss Advantage Twin Room with Garden View** for £401. The second listing is the **Radisson Blu Hotel, Istanbul Sisli** for £192. The third listing is the **Cırağan Palace Kempinski Istanbul** for £807. The fourth listing is the **Hilton Istanbul Bomonti** for £228.

Summary

- Seemingly, these website noticeably does not really have any content written about themselves as you'd typically see in most websites, including hotel.com.
- Similarly, they all start with the search functionality as soon as you arrive on the homepage. Which is the key feature of the airline website. Users want to book flights and that is the feature they have available for them immediately, which is the most efficient way. No need to search for it, and filter through promotional content.
- Function is kept really simple on the homepage, asking users to enter departure and arrival airports, dates and number of passengers. Seats and baggage option are typically added later in the booking process as an add-on.
- Entering details is made easy using autofill feature, but if not, then only really simple details are required to make the booking. The login/registration and payment process come at the end once the user has made all their selections. And seemingly better to walk the user through the journey as they populate the fields.