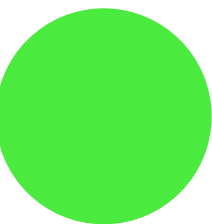# Competitive Benchmarking

Module 2 - Project 1

by Theodora Vaxevanou
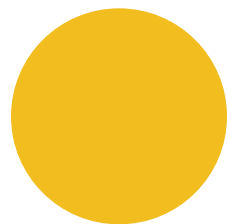
Chosen airline websites
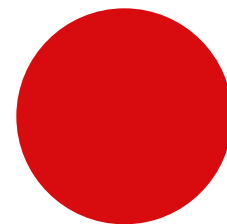

Color code

Good   Expected   Bad

Homepage

Transavia

1 The homepage colours and vibe are inviting but it's too cluttered. Promotions are distracting.

2 The categories are clear and the header is minimal and well structured. The check in option is not directly visible however.

3 The search flight box is easy to find and simple to fill in.

4 The check-in option is not directly visible.

5 The software doesn't recognise the closest airport and location.

6 The CTA is prominent enough with distinct colour and icon.
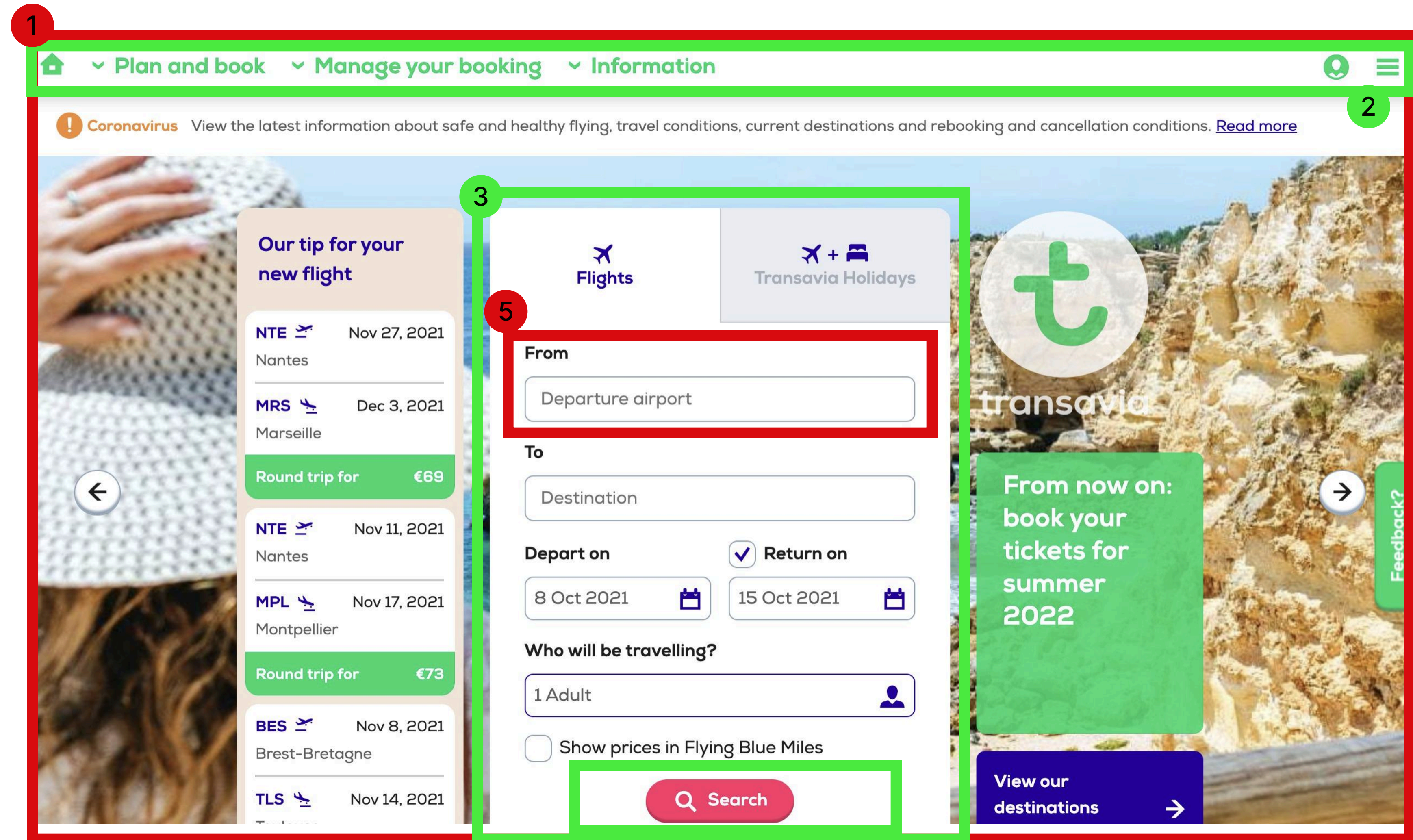
Homepage
Swiss Air

1. The homepage is clear, concise and pleasing to look at. The colours are on brand and there not distracting ads close to the search flight box.

2. The categories are somewhat ambiguous, especially "Fly" and "Prepare"

3. The search flight box is prominent enough so the user can concentrate on the main task.

4. Multi-city flights option is offered but the position is not relevant.

Discover our new booking platform
Benefit from an even broader range of destinations, more flight-options and new services.

Netherlands | English   Login or Register

SWISS   Book & manage   Prepare   Fly   Discover

Flights   Stopover   Rental car   Hotel

From
Zurich

To
Athens Eleftherios Venizelos

One-way

Departure date
08/10/2021

Return date
15/10/2021

Travellers
1 Adult, Economy

Search flights

Redeem voucher   Multi-city flights

Homepage

KLM

1 The header has a clean structure and the language is intuitive. Check-in is easy to find.

The image is too destructing / not compelling and negatively affects the find-ability of the flight search box.

**2** The most important CTA "Search" to search flights is hidden until the user interacts with the box.

3 Tabs are an efficient way to keep the interface less cluttered while potentially increasing revenue. Icons to help users easily recognise service offerings like hotels or car rental are not available.
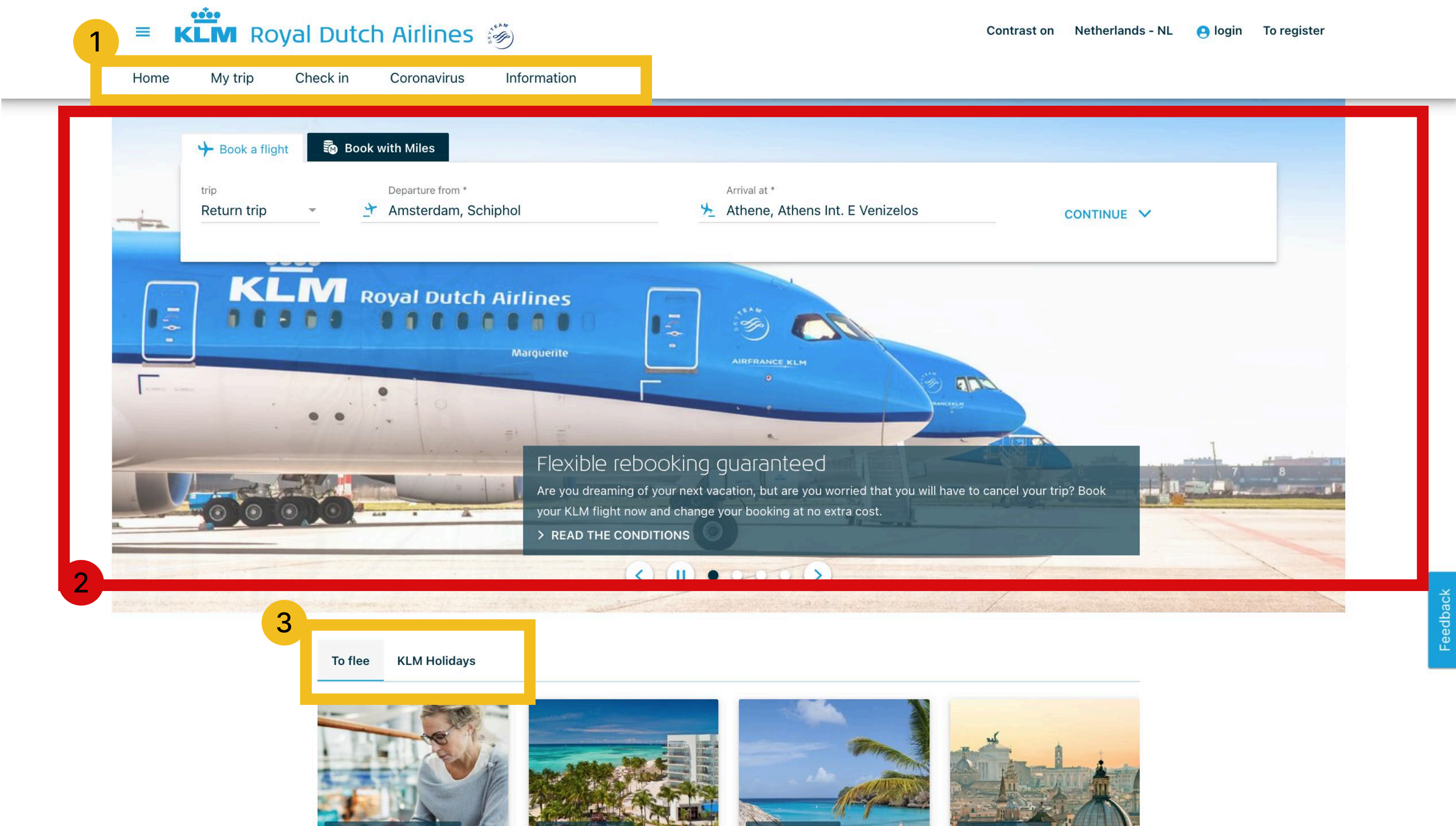
Homepage

Sky-scanner

1. Minimal and aesthetically pleasing design, the user can go about their task without distraction. Inviting copy and image to evoke positive emotions. The pic shows the sea instead of an airplane for example.

2. Navigation to other flight options is efficient without cluttering the interface.

3. Typical 2 step date-picker with an option to easily modify month/year.

4. Search CTA is prominent enough.

5. Departing airport and city are pre-filled to save users time
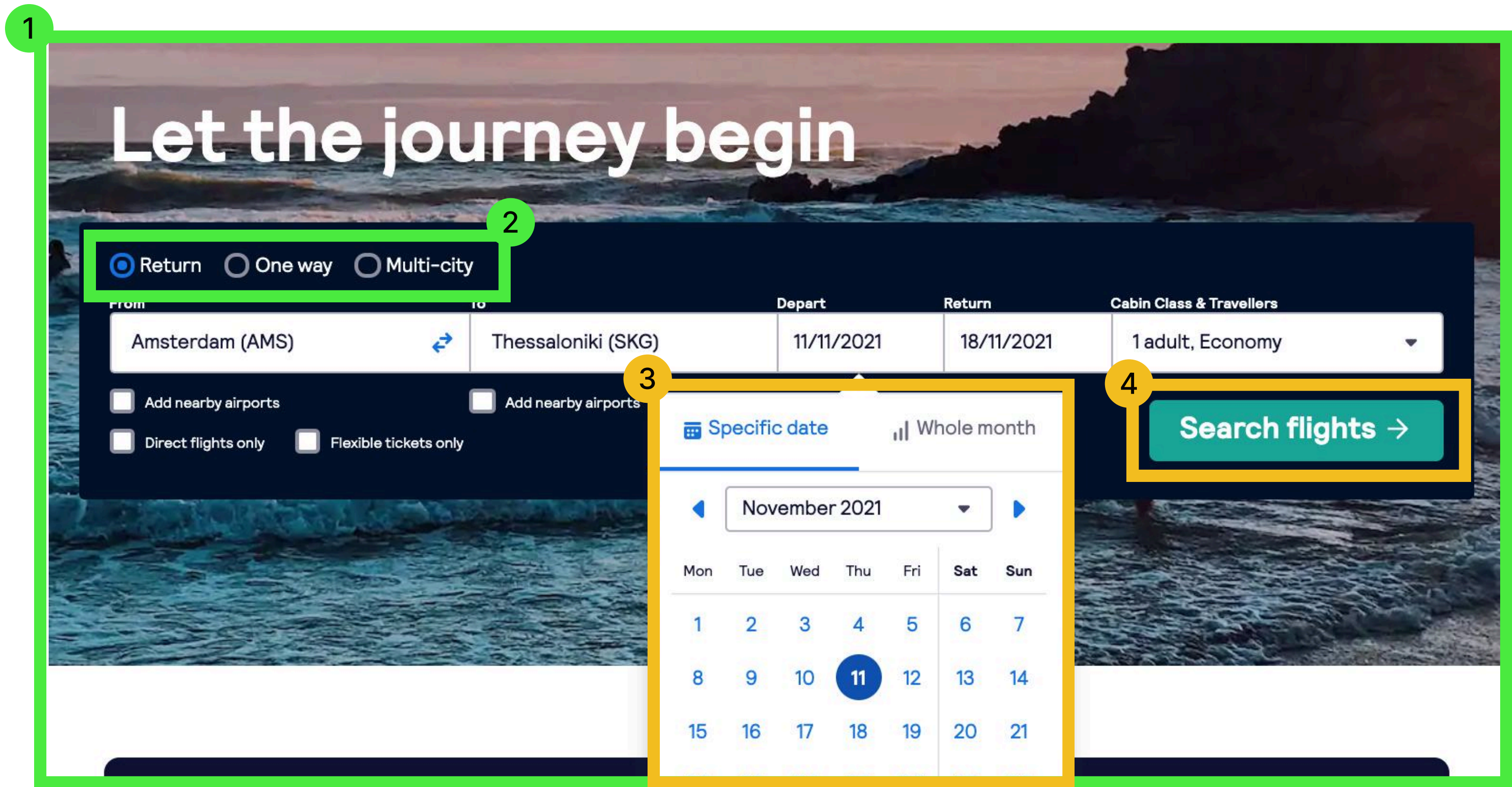
Search flight

Transavia

1 The airports are not shown which can be confusing.

2 Typical two date-pickers for each flight. Not showing however available dates or an overview of costs.

3 Adding an option for babies and age specification is accommodating for a common use case. Age ranges are clearly depicted without being distracting. The CTA's size and colour is efficient.

4 There is a clear option to activate a dedicated Flying Blue Miles search but you need to login on the next step which is not user-friendly.
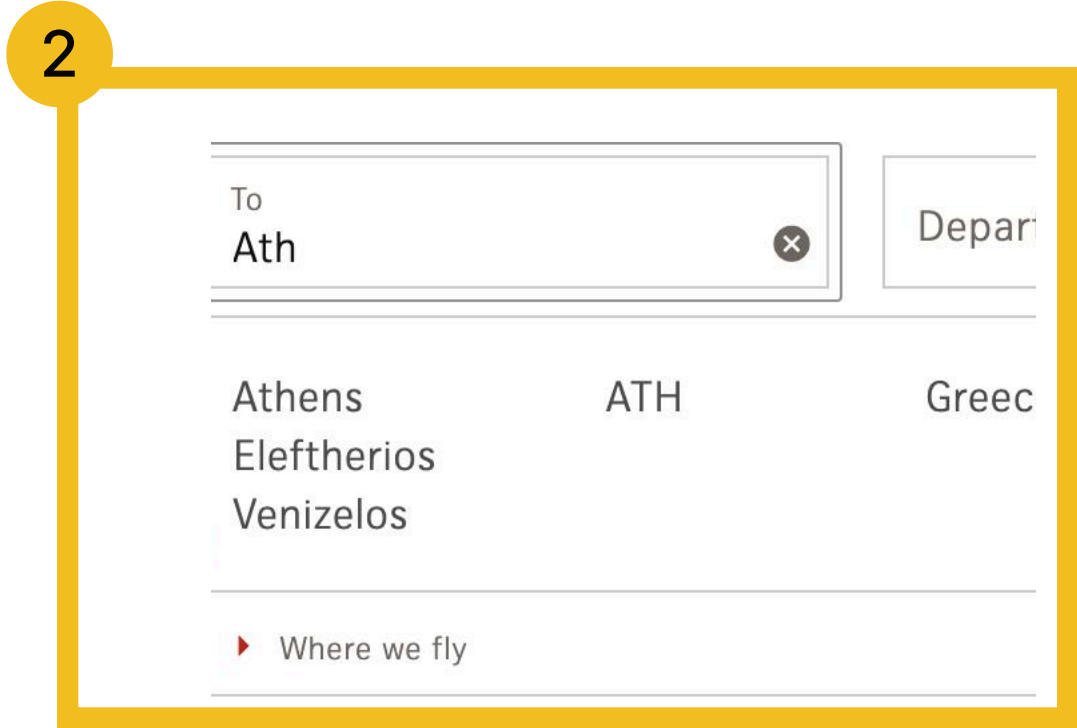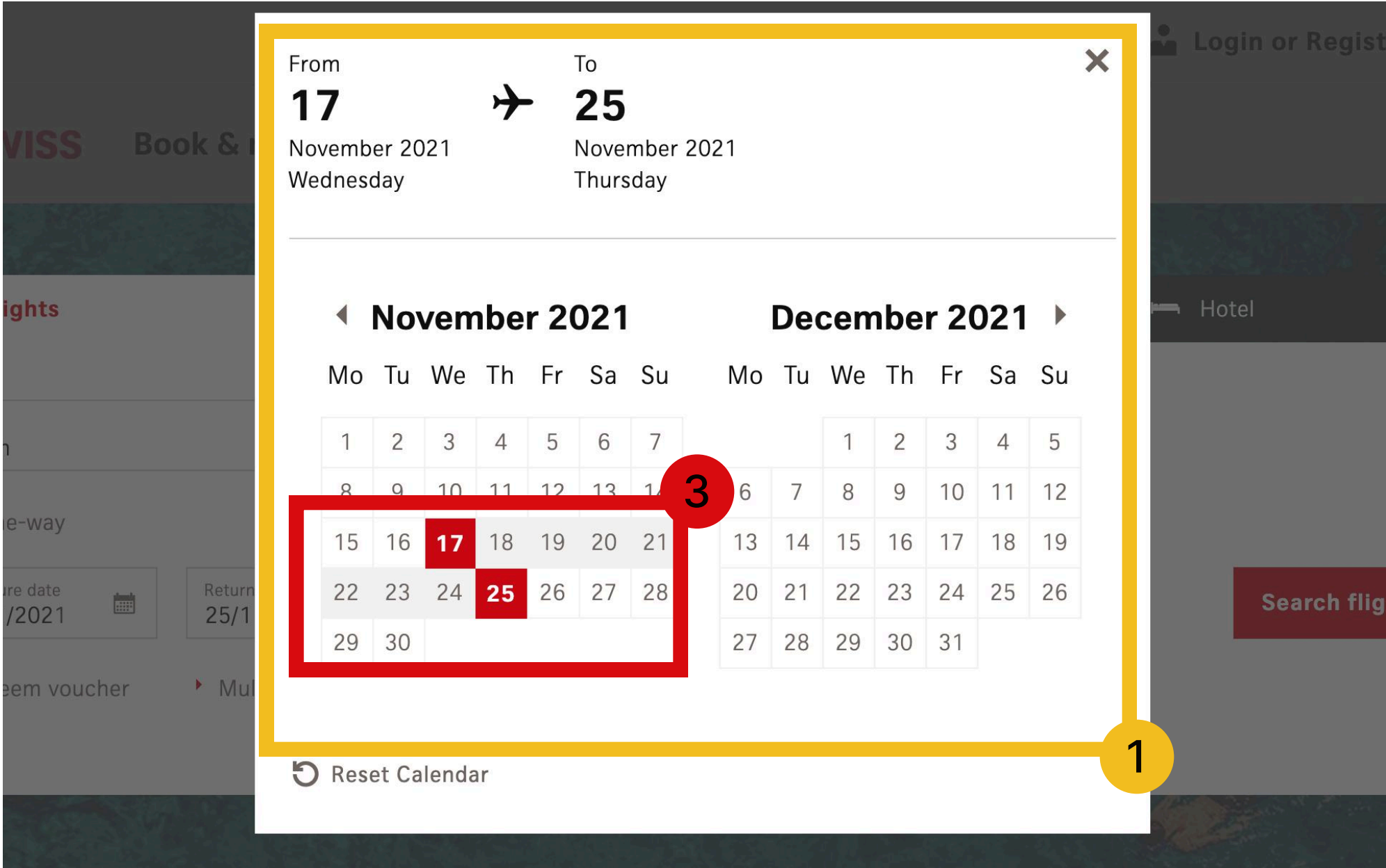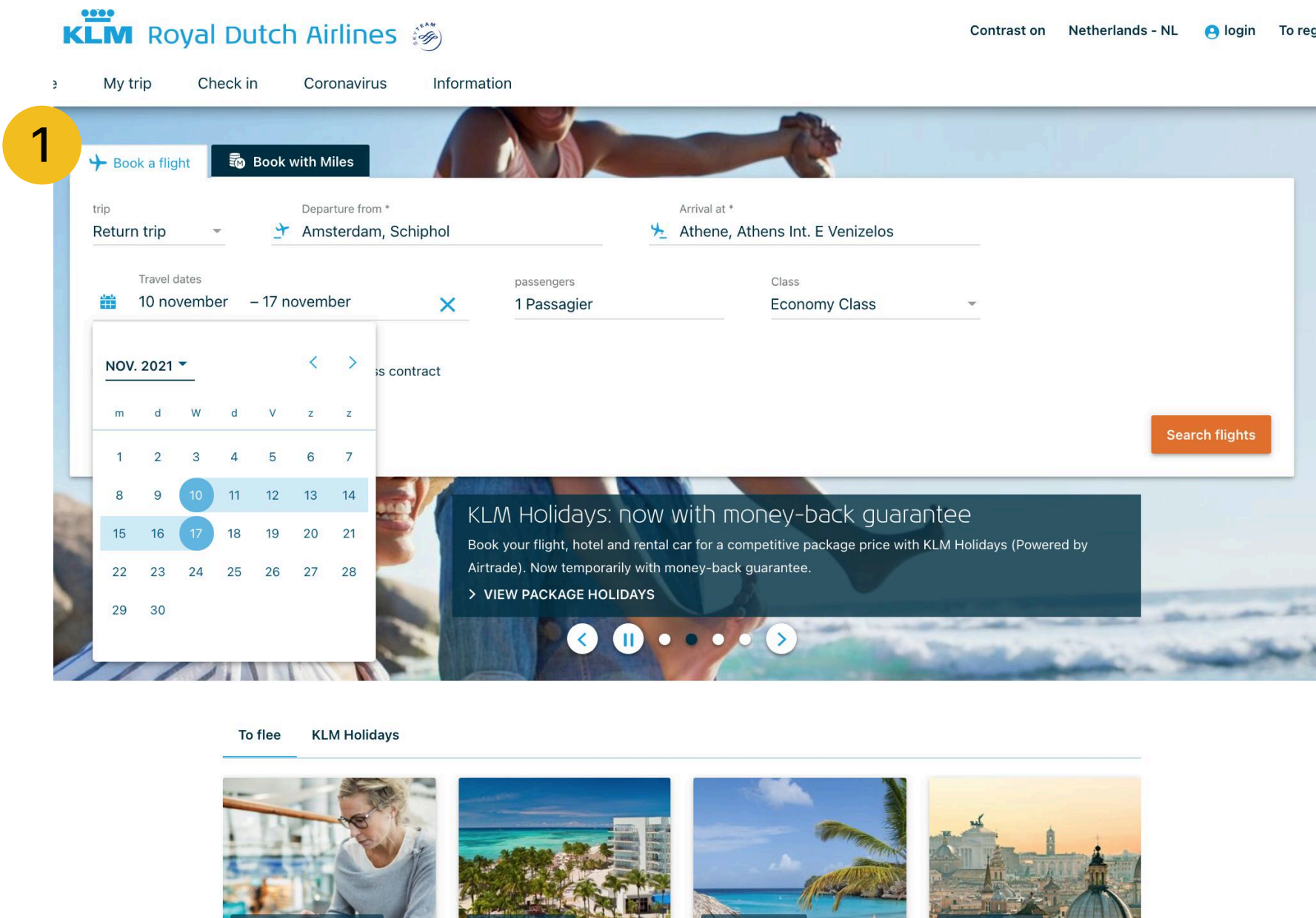
Search flight

Swiss Air

1 Simple two-months overview for choosing dates. Despite the efficiency there is not a confirm button and the calendar closes abruptly if you misclick. No adequate visual feedback

2 Predictive results shown when 3 or more
characters are entered

3 The grey background is not very efficient and when selecting the returning date it automatically closes the window. The user then has to click again to reopen and modify changes which is annoying.

Search flight

KLM

1 Two month calendar to save time. No confirmation button.

2 Predictive results shown when 3 or more characters are entered. Airport is shown as well.

3 Too many choices confuse users
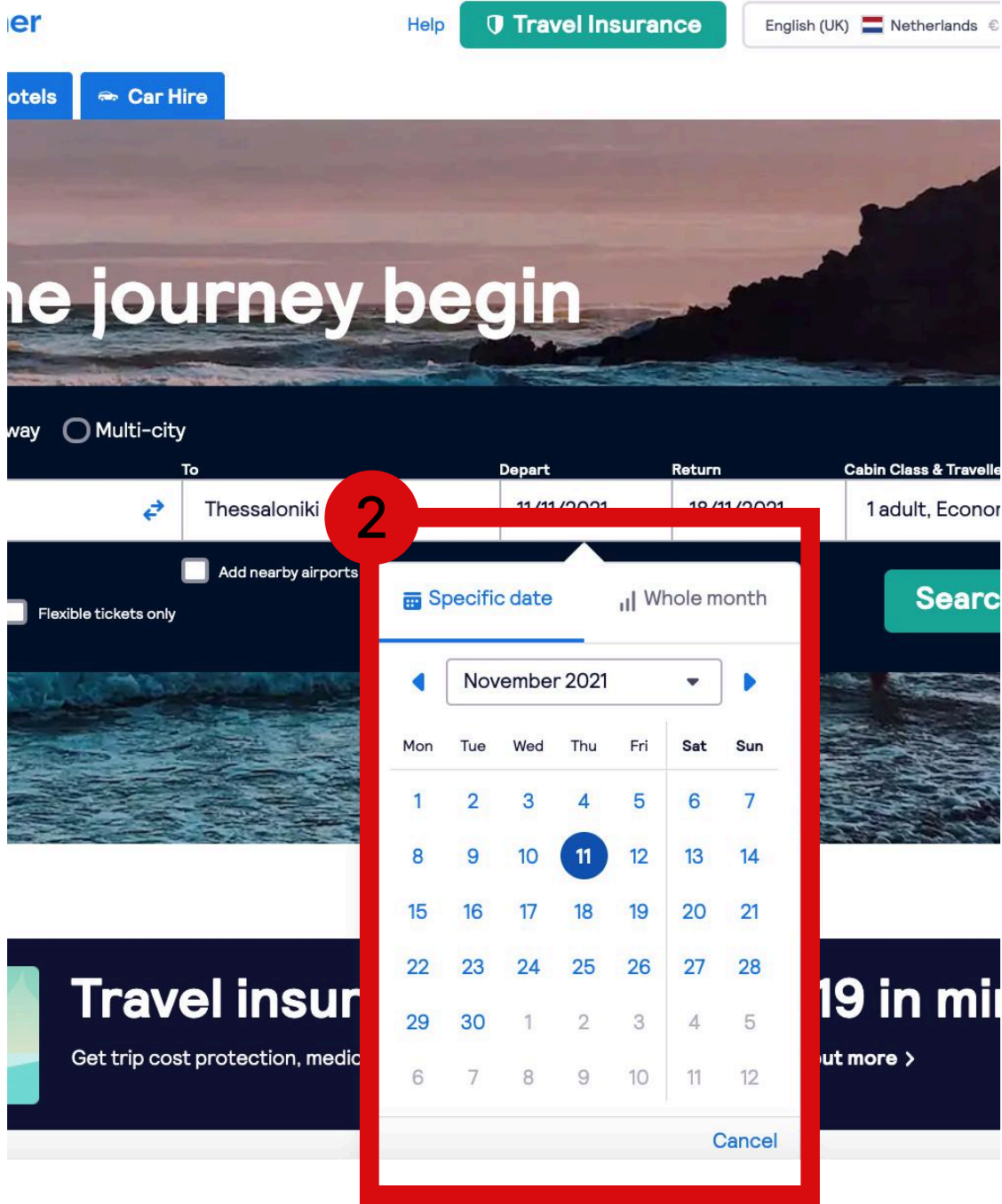
Search flight

Skyscanner

1 Predictive results shown when 3 or more characters are entered. Airport is shown as well.

2 While the colour coding in Skyscanner's calendar is helpful for quick price comparisons, it can become overwhelming and it's also not accessible for colourblind people.

3 Simple and minimal dropdown for choosing passengers.

Select flight

KLM

1 Clear overview of the following and precedent
option dates, including flight prices.

2 The user can edit the current search in the
same place of the overview.

3 No numbering in the progress bar.

4 The design of the CTA doesn't look like a button and "View flight details" is too prominent.
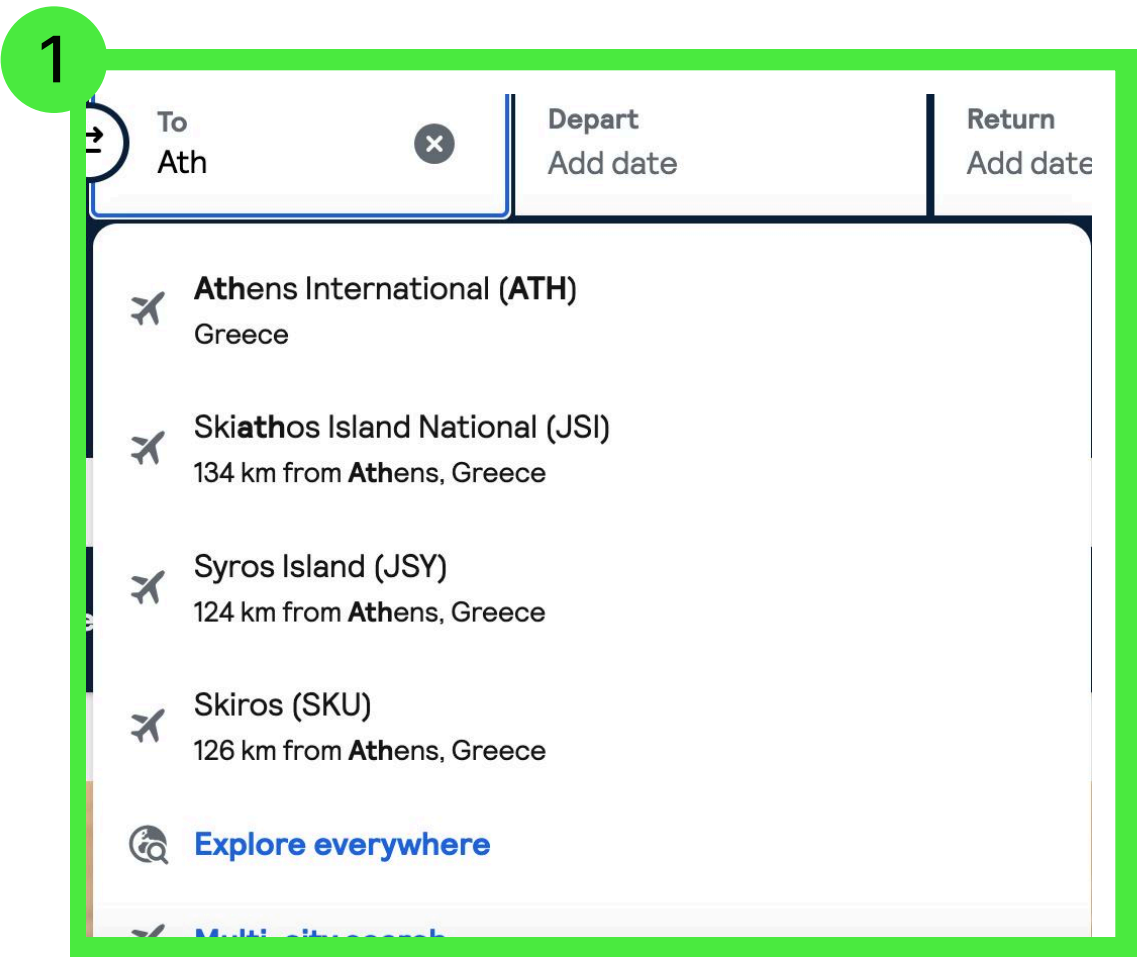
Select flight

Transavia

1 Option to change flight details without having to go back to the start is easy to spot but not distracting.

2 Clear overview of the following and precedented dates and prices as well as a monthly overview button. Visual hierarchy is efficiently used.

3 Good and clean overview of the flight details and a visible CTA in brand colours. Flight duration would be a nice addition.

4 This info is somewhat irrelevant to the user and distracts from the main task at this stage, the rating is not particularly high either so it cause drop-offs.

1

Book a flight

Change your flight selection ⌄

2

✈ **Outbound flight**

Amsterdam (Schiphol) – Thessaloniki

Monthly overview 📅

Oct 2021

Mon 4	Tue 5	Wed 6	**Thu 7**	Fri 8	Sat 9	Sun 10
		No flights available	From € 95	From € 95	From € 142	From € 130

3

Thu 7 Oct 2021

🕐 16:30 ✈ 20:20   Flight number HV5807   **2 tickets** available at this price   **€ 95**   Select

4

TripAdvisor rating for Amsterdam (Schiphol) - Thessaloniki with Transavia: 🦉 ⬤⬤⬤◯◯

No booking fee! Flight times are local times. The prices shown are subject to change, depending on the availability of the fare. You will see the final ticket price once you start the payment process.

Select flight

Swiss Air

1 Flight dates overview works well but information hierarchy can be improved.

2 Te flight overview layout looks cluttered and not easy to read. Users prefer to choose class after they are done with the main task or not at all.

Please choose your departing flight

Change Currency: ⓘ
Euro (EUR)

1 ✈ **Amsterdam - Thessaloniki**

	Tue 19.10.21 from 75,25 EUR	Wed 20.10.21 from 75,25 EUR	Thu 21.10.21 from 75,25 EUR	**Fri 22.10.21 from 73,81 EUR**	Sat 23.10.21 from 75,25 EUR	Sun 24.10.21 from 94,25 EUR	Mon 25.10.21 from 94,25 EUR

2

Number of stops ▼		Economy	Business
07:00 - 15:20 AMS - VIE 1 Stop(s) 7h 20min VIE - SKG	OS378 Operated by: Austrian Airlines OS809 Operated by: Austrian Airlines	○ from 75,25 EUR	○ from 179,25 EUR
07:20 - 13:20 AMS - MUC 1 Stop(s) 5h 00min MUC - SKG	LH2311 Operated by: Lufthansa Cityline LH5930 Operated by: Aegean Airlines	○ from 133,81 EUR	○ from 303,81 EUR 1 seat(s) left for this price
07:20 - 21:10 AMS - MUC 1 Stop(s) 12h 50min MUC - SKG	LH2311 Operated by: Lufthansa Cityline LH2734 Operated by: Lufthansa	○ from 73,81 EUR	○ from 178,81 EUR 1 seat(s) left for this price
08:05 - 13:25 AMS - FRA 1 Stop(s) 4h 20min FRA - SKG	LH1003 Operated by: Lufthansa LH1288 Operated by: Lufthansa	○ from 134,87 EUR 2 seat(s) left for this price	○ from 184,87 EUR 4 seat(s) left for this price
08:05 - 14:50 AMS - FRA 1 Stop(s) 5h 45min FRA - SKG	LH1003 Operated by: Lufthansa LH5928 Operated by: Aegean Airlines	○ from 304,87 EUR 3 seat(s) left for this price	○ from 434,87 EUR 4 seat(s) left for this price

Select flight

Skyscanner

1 Simple and efficient way to sort flights with segmented control.

2 The user can edit the current search in the same place of the overview although there is no affordance the position adheres to a convention.

3 The page is too cluttered with ads and offers negatively impacting visual hierarchy.

4 This control is too far from the flight selection area and hard to notice. There is no efficient way to see precedented and forward dates/prices.