

Competitive Benchmarking

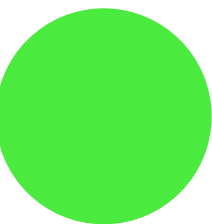
Module 2 - Project 1

by Theodora Vaxevanou

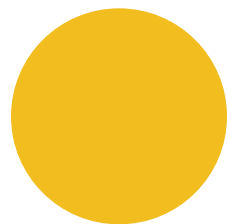
Chosen airline websites



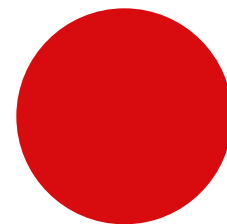
Color code



Good



Expected

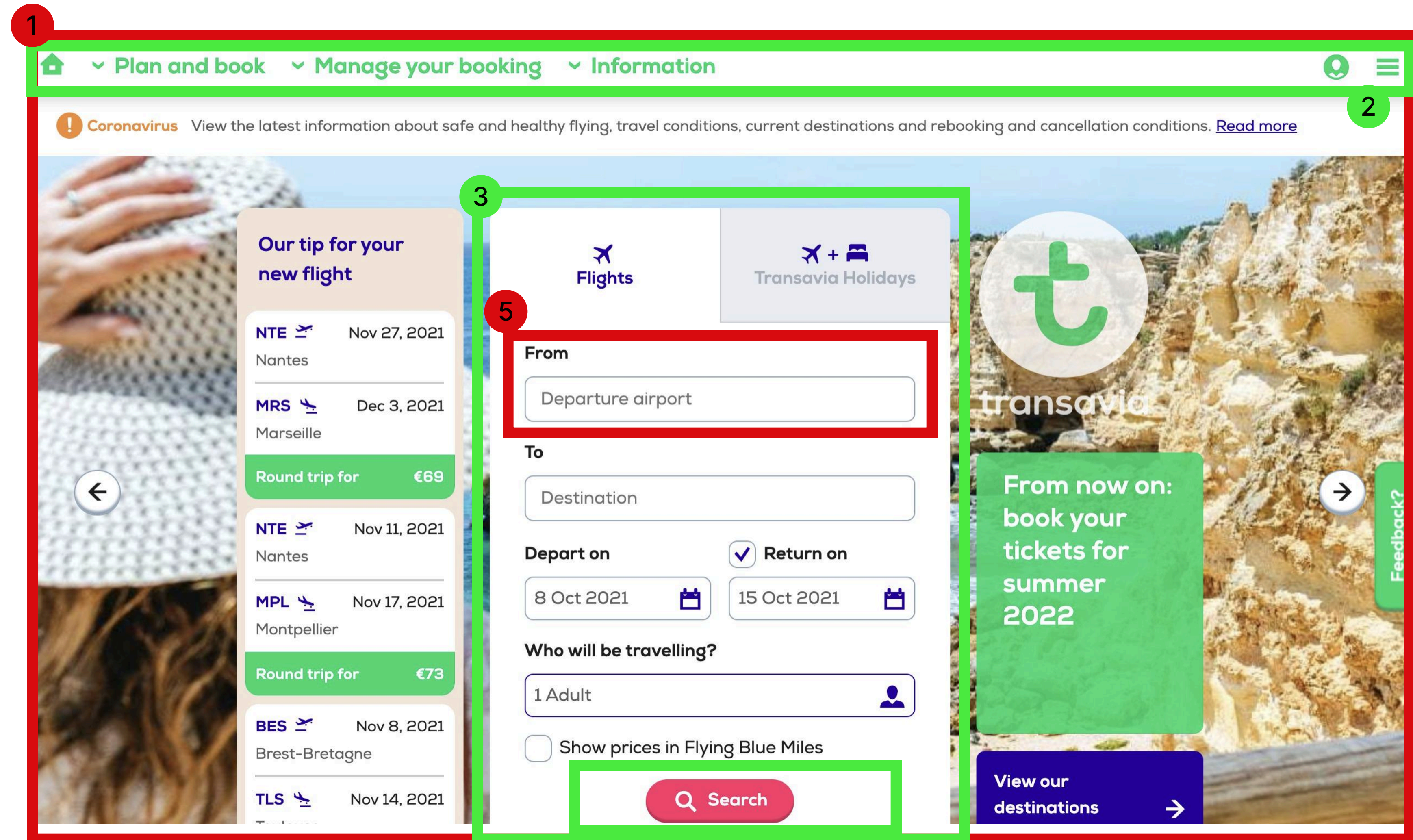


Bad

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 are 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.

The screenshot shows the Swiss Air homepage with several annotations:

- 1** (Green circle): Points to the top banner area with the text "Discover our new booking platform" and "Benefit from an even broader range of destinations, more flight-options and new services."
- 2** (Red circle): Points to the navigation bar containing the Swiss Air logo and the links "Book & manage", "Prepare", "Fly", and "Discover".
- 3** (Green circle): Points to the search flight box, which includes tabs for "Flights", "Stopover", "Rental car", and "Hotel". The "Flights" tab is selected.
- 4** (Yellow circle): Points to the "Multi-city flights" option, which is highlighted with a yellow box.

The search flight box contains the following fields:

- From:** Zurich
- To:** Athens Eleftherios Venizelos
- One-way:** ☐
- Departure date:** 08/10/2021
- Return date:** 15/10/2021
- Travellers:** 1 Adult, Economy
- Search flights:** (Red button)
- Options:** Redeem voucher, Multi-city flights

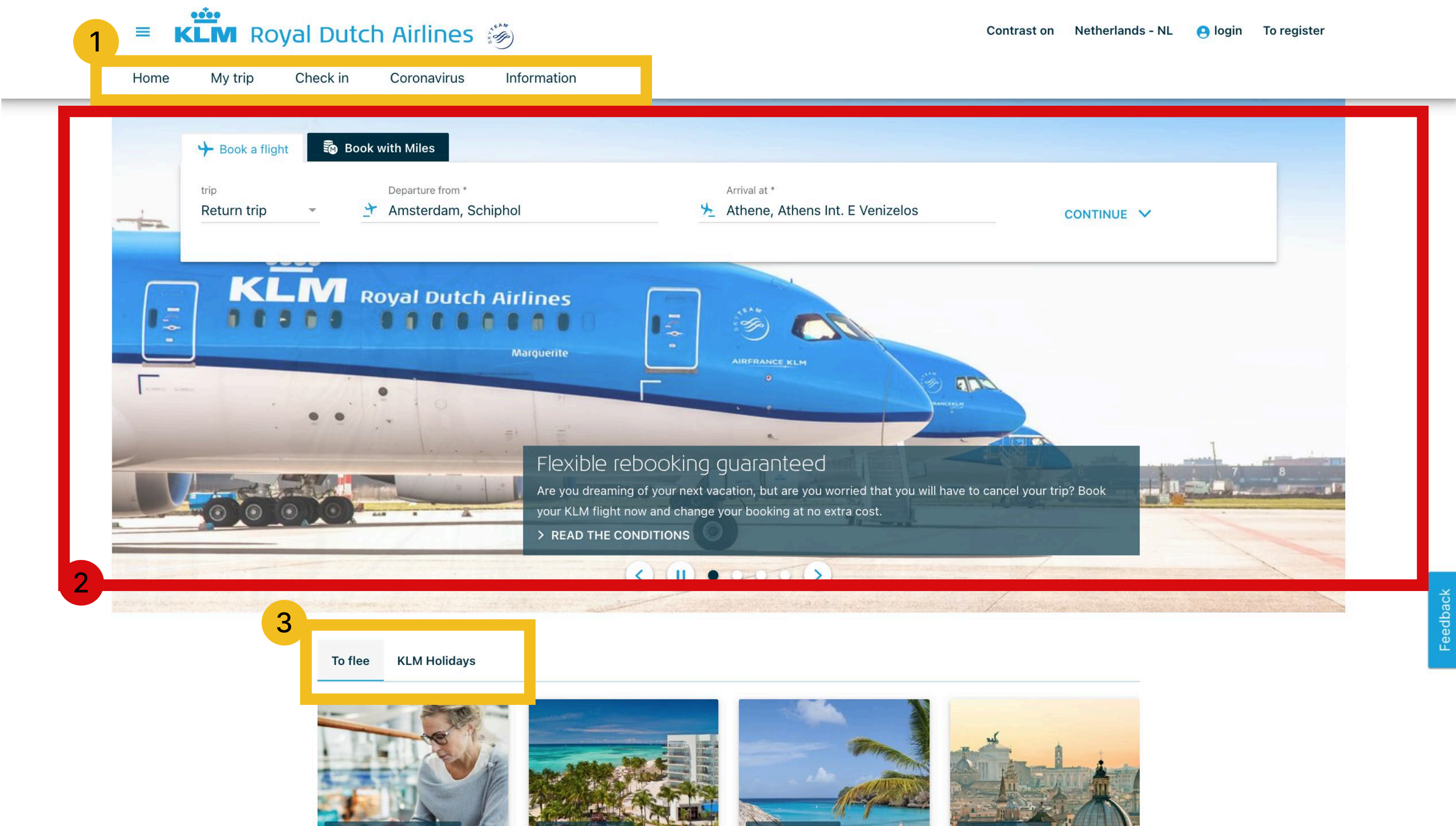
Homepage

KLM

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

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

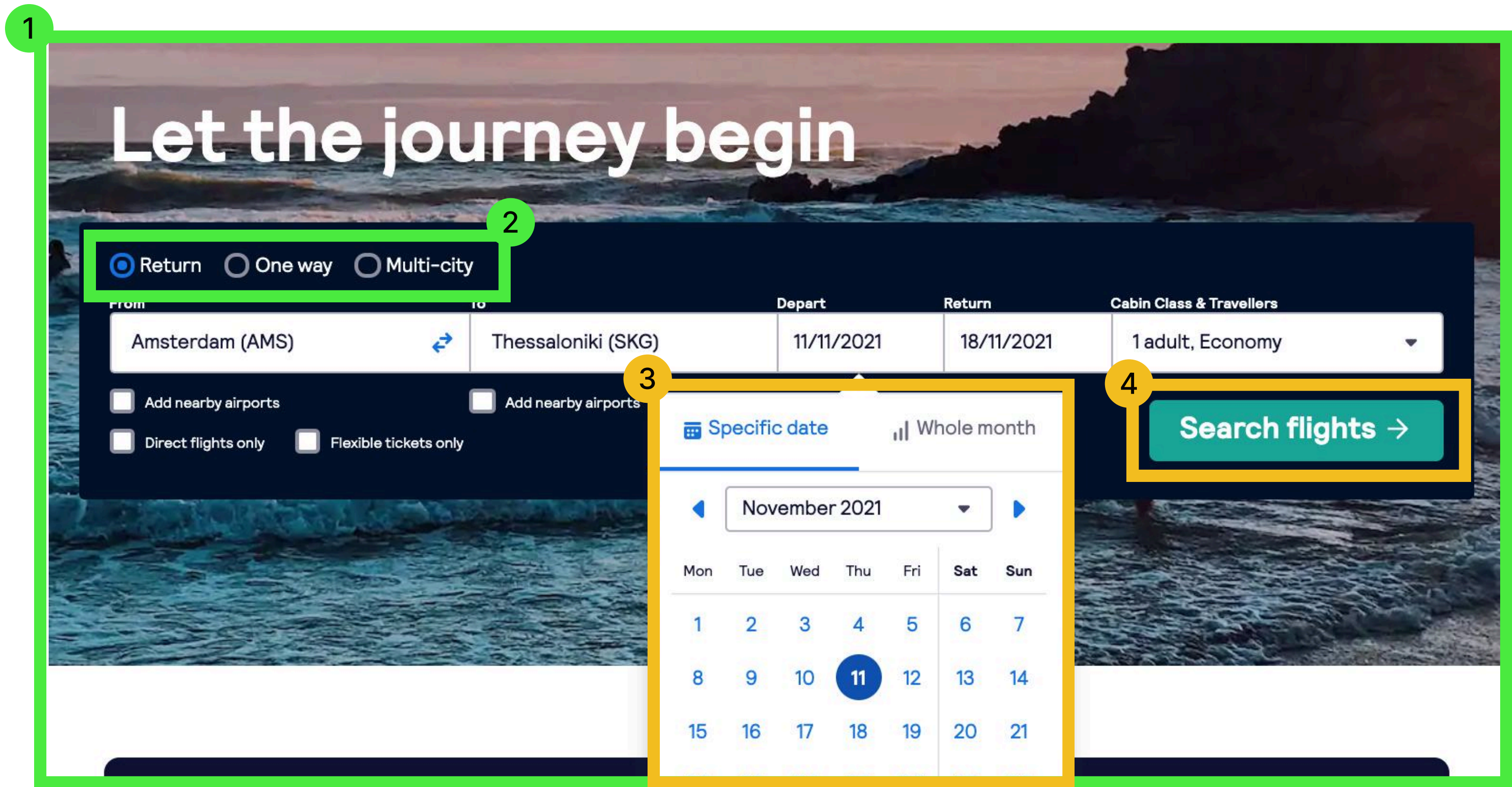
3 Tabs are an efficient way to keep the interface less cluttered while potentially increasing revenue. Icons to help users easily recognise service offerings like hotels or car rental are not available.



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.

Flights

Transavia Holidays

1

From

sk

Skiathos, Greece

Thessaloniki, Greece

Destination

Depart on

7 Oct 2021

Return on

14 Oct 2021

Who will be travelling?

1 Adult

☐ Show prices in Flying Blue Miles

Search

Advanced search

Add multiple destinations

2

Depart on

7 Oct 2021

Return on

14 Oct 2021

October 2021

S M T W T F S

1 2

3 4 5 6 7 8 9

10 11 12 13 14 15 16

17 18 19 20 21 22 23

24 25 26 27 28 29 30

31

Adults

> 11 years

-

1

+

Children

2 - 11 years

-

0

+

Babies

< 2 years

-

0

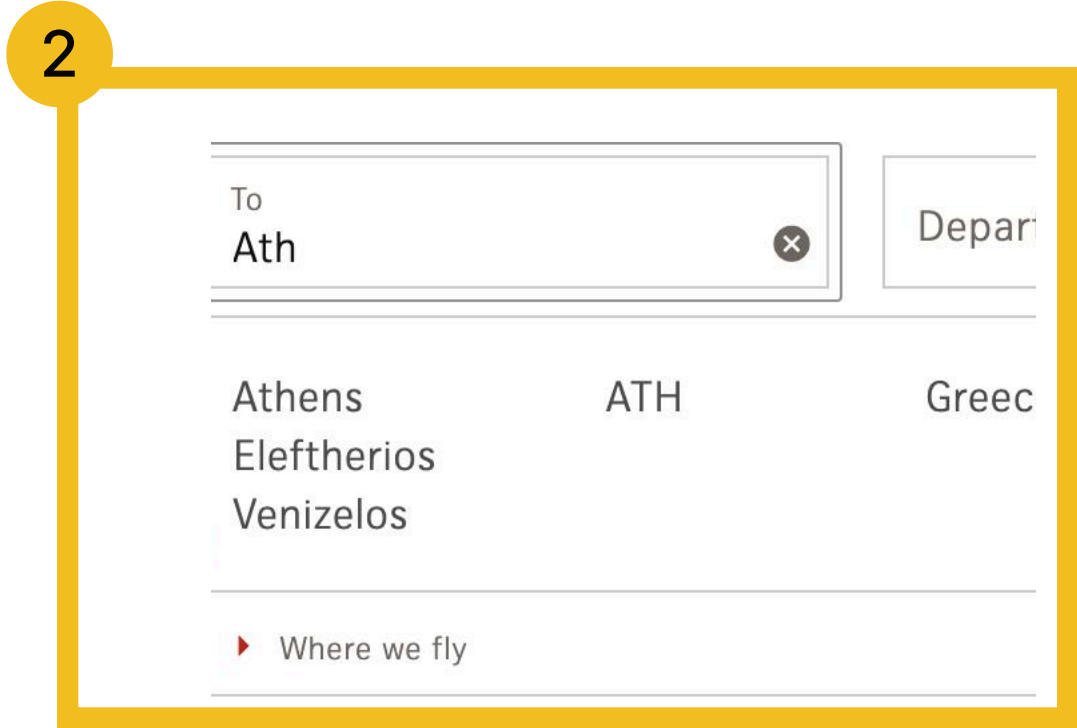
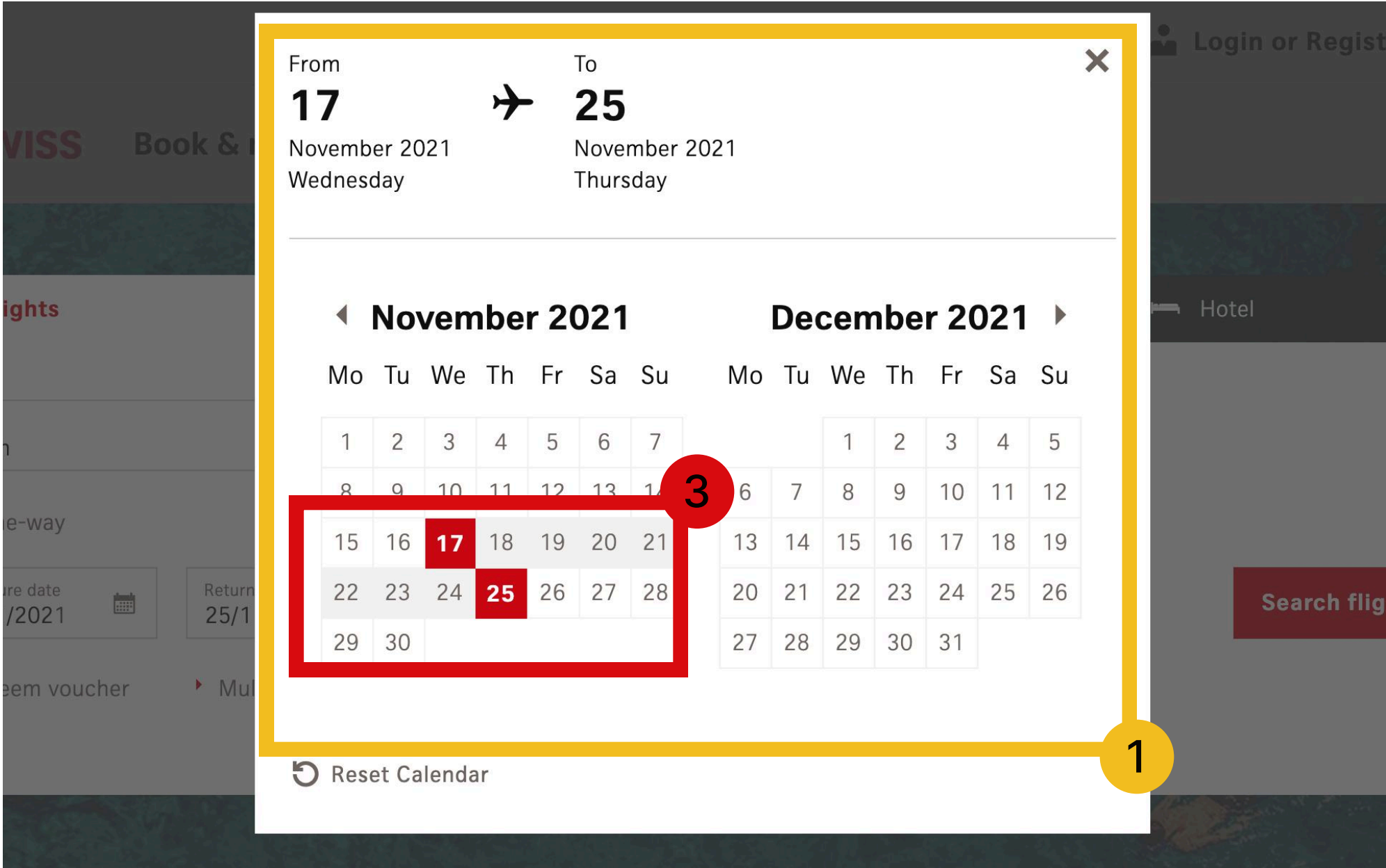
+

Save

Search flight

Swiss Air

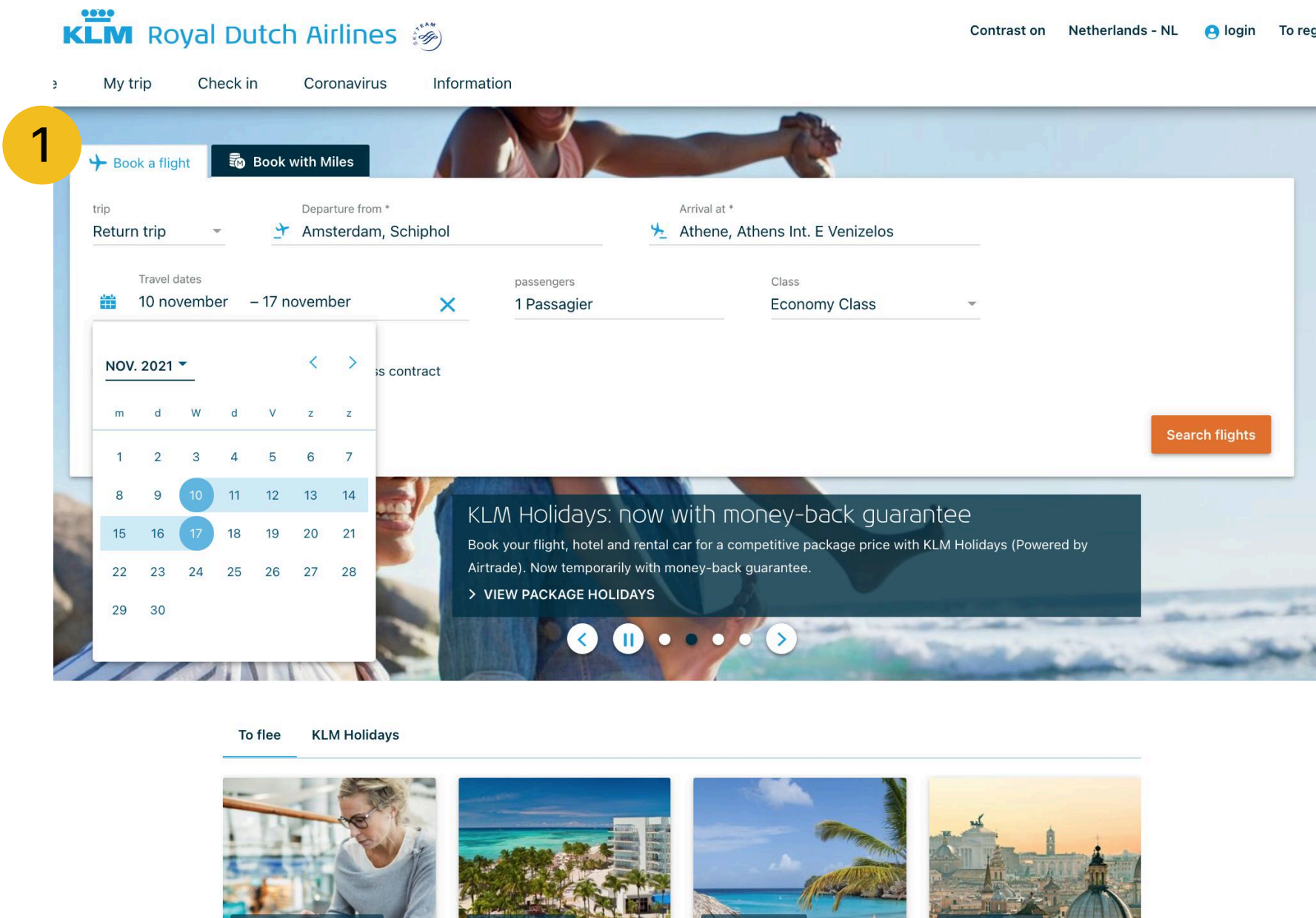
- 1 Simple two-months overview for choosing dates. Despite the efficiency there is not a confirm button and the calendar closes abruptly if you misclick. No adequate visual feedback
- 2 Predictive results shown when 3 or more characters are entered
- 3 The grey background is not very efficient and when 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



Ams

Popular destinations

Amsterdam, Amsterdam Schiphol Airport
AMS - Netherlands

All destinations

Namsos, Namsos Airport
OSY - Norway

- Baby (0 - 23 months)

Child (2 - 11 years)

Youth (12-17 years)

Youth (18-24 years)

✓ Adult

Search flight

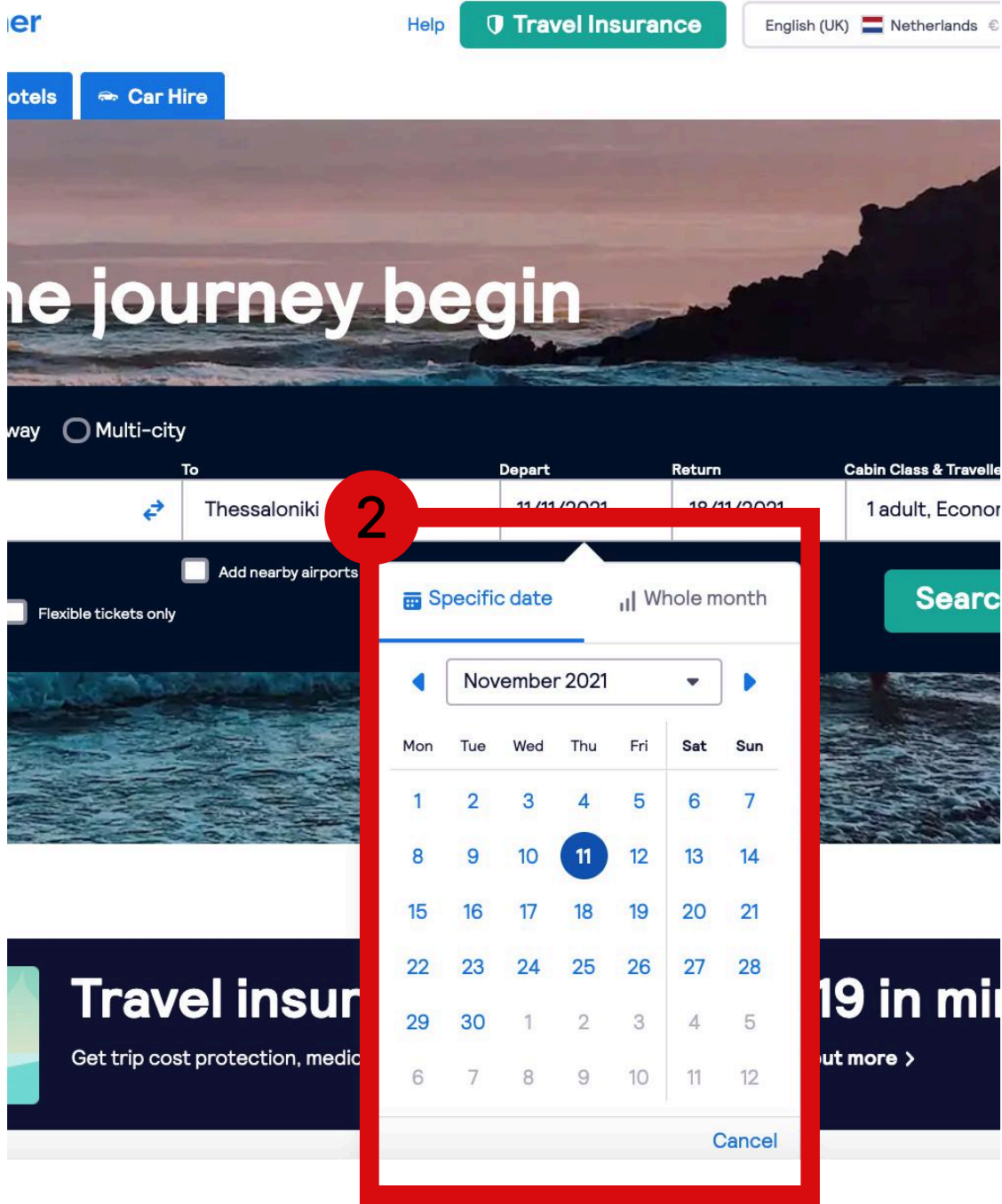
Skyscanner

- 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.



3

Adults

Aged 16+

-

1

+

Children

Aged 0 to 15

-

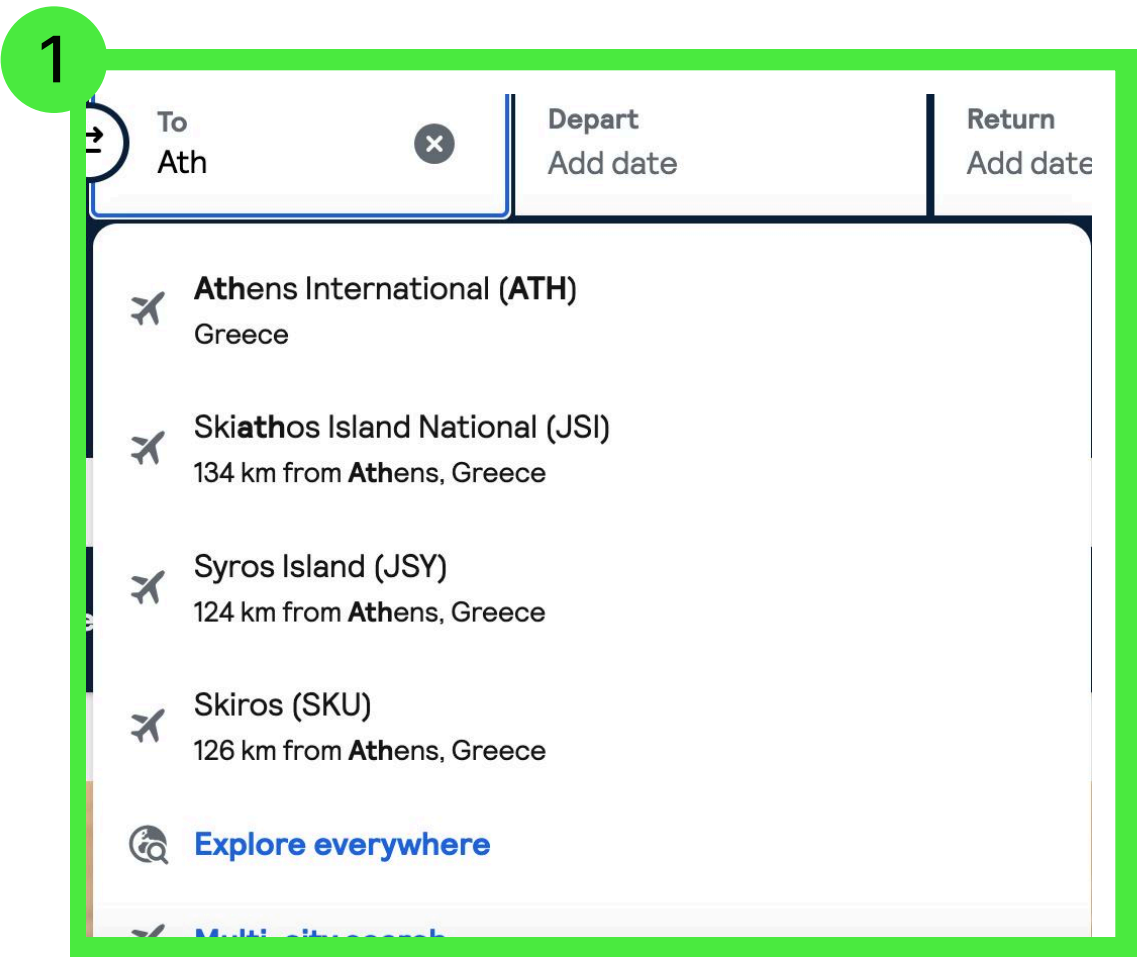
0

+

Your age at time of travel must be valid for the age category booked. Airlines have restrictions on under 18s travelling alone.

Age limits and policies for travelling with children may vary so please check with the airline before booking.

Apply



KLM


- 4



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 precededented 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

2

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

Number of stops

▼

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

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 preceded and forward dates/prices.

3

Skyscanner

HelpEnglish (UK)FinlandEUR

Log in

FlightsHotelsCar Hire

Amsterdam (AMS) - Athens (ATH) · 1 adult, Premium Economy

4

<Wed, 8 Jan> · <Fri, 17 Jan>

1

2 resultsSort byBest

Stops

DirectNone

1 stopfrom 673 €

2+ stopsfrom 4,570 €

Departure times

Outbound00:00 - 23:59

Return00:00 - 23:59

Best711 €9h 48 (average)

Cheapest673 €14h 43 (average)

Fastest1,830 €9h 18 (average)

SAS

20:15AMS

15h 551 stop CPH

13:10+1ATH

7 deals from711 €

Select →

SKY express

10:30ATH

3h 40Direct

13:10AMS

7 deals from673 €

Select →

SAS

17:30AMS

18h 401 stop CPH

13:10+1ATH

7 deals from673 €

Select →

SKY express

10:30ATH

3h 40Direct

13:10AMS

7 deals from751 €

Select →

SAS

20:15AMS

15h 551 stop CPH

13:10+1ATH

7 deals from751 €

Select →

AirSERBIA

15:40AMS

5h 40

20:20ATH

7 deals from751 €

Select →

Found flights? Now find a hotel

Get results from all the top hotel sites right here on Skyscanner.

Explore hotels

SponsoredKLM Royal Dutch Airlineshttps://www.klm.nl/neth...Fly to Athens - Return Fares from €189Netherlands-Athens. Return fares from €189.

SponsoredFlight-Fare.comhttps://www.flight-fare.c...\$49 Cheap Flights To GreeceAthens - Cheap Last Minute...Up to 70% Off Cheap Flights To Greece Athens

Ons en genereuze loyaliteits-programma, vanaf Dag Eén.