

Project One

# | Competitive Benchmarking |



## | Overview |

Reviewing four apps and benchmark them. Highlighting what they did well and what they may have done not so well.

Taking all of this into consideration and emulating it for creating my own airline app or website.

Using three airline apps and one aggregator.

## | Objectives |

Learn by reviewing how best in class apps solve the problems we are trying to solve.

Understand the conventions we need to follow.

Highlight the best practice that we should emulate.

## | Tasks |

Identify four apps. Three of which should be airlines and one aggregator or hotel app.

Review each app. Take screenshots and paste them into the document using plenty of commentary to explain what's happening in each screenshot and what's noteworthy about it.

## | Three Airline Apps |



## | Aggregator |



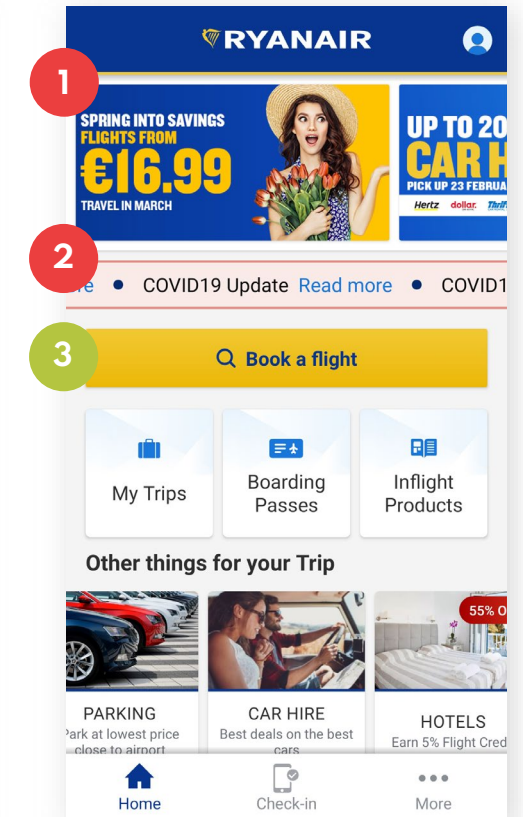
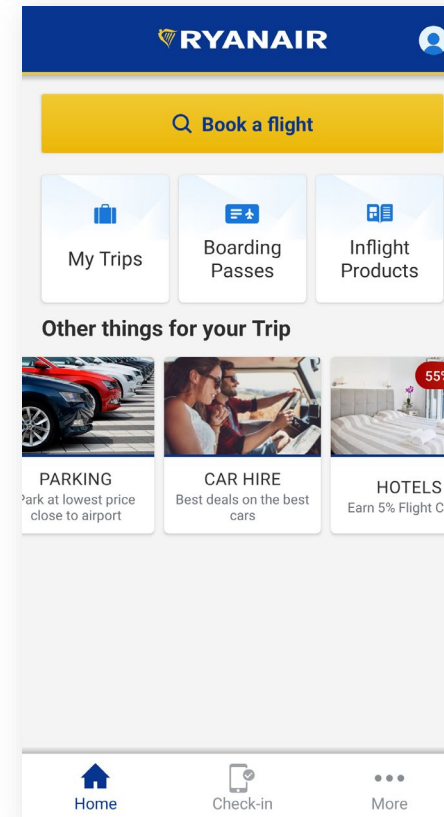


# Ryanair – Home Page

## Initial Thoughts :

When first opening the app I was greeted with the first screen on the left however after 5-6 seconds the second screen appeared. The initial screen wasn't too bad, and this is the direction the home screen should be headed in. Getting rid of the clutter and making it overall less busy.

- 1 The marketing at the top is the first thing your eyes are drawn to taking importance away from what the user might want to do and make their goals harder to find.
- 2 The scrolling update isn't necessary as when you click the Read More, it says nothing has been changed. This could be done on the front page instead if clicking to be told nothing changed.
- 3 Book a flight is front and center, easy to find. Everything you need is on the front screen.



Positives



Negatives

## | Ryanair – Find Flights |

- 1 Your closest airport is automatically selected for you.
- 2 Fly out and Fly Back are very clear and easy to understand.
- 3 Searching for airports is also very straightforward.

All		
Alicante	Spain	ALC
Almeria	Spain	LEI
Amsterdam	Netherlands	AMS
Athens	Greece	ATH
Barcelona	Spain	BCN
Barcelona Girona	Spain	GRO
Barcelona Reus	Spain	REU
Bari	Italy	BRI



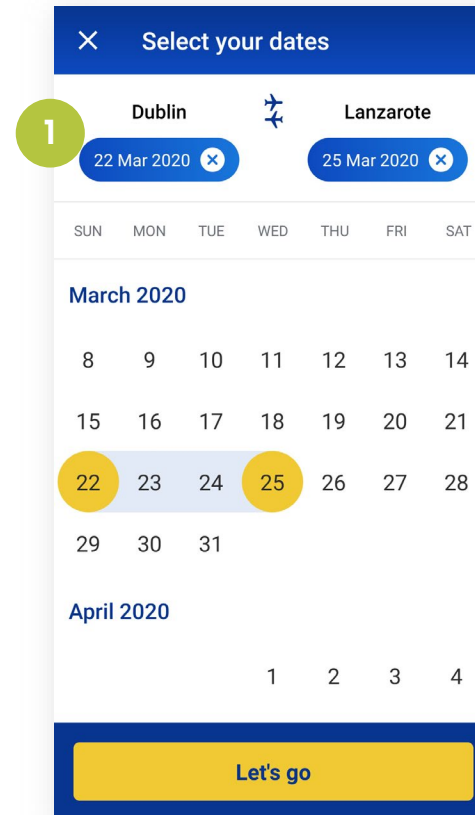
Positives



Negatives

# | Ryanair – Calendar & Fare Prices |

- 1 Gives you a clear visual for the dates you leave and return on
- 2 Good that it tells you what is exactly included in the price upfront.
- 3 Clearly shows which one is selected



**Select your dates**

Dublin → Lanzarote

22 Mar 2020 × 25 Mar 2020 ×

SUN MON TUE WED THU FRI SAT

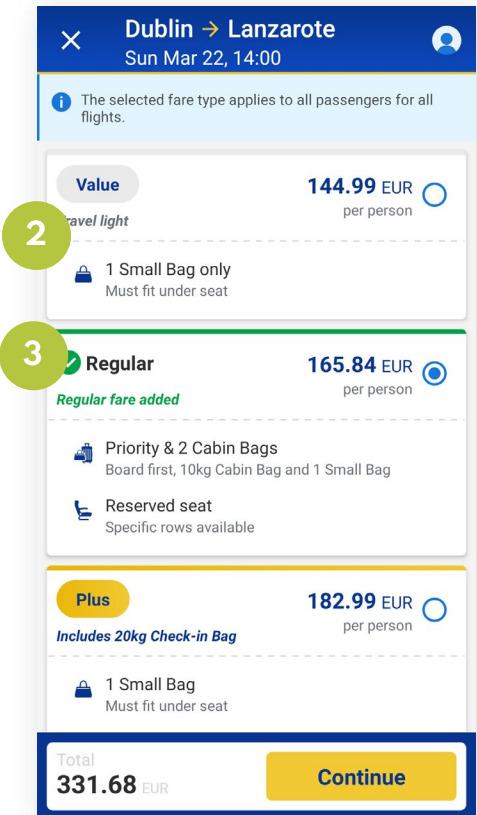
**March 2020**

8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**April 2020**

			1	2	3	4
--	--	--	---	---	---	---

**Let's go**



**Dublin → Lanzarote**  
Sun Mar 22, 14:00

The selected fare type applies to all passengers for all flights.

**Value** 144.99 EUR per person

Travel light

- 1 Small Bag only  
Must fit under seat

**Regular** 165.84 EUR per person

Regular fare added

- Priority & 2 Cabin Bags  
Board first, 10kg Cabin Bag and 1 Small Bag
- Reserved seat  
Specific rows available

**Plus** 182.99 EUR per person

Includes 20kg Check-in Bag

- 1 Small Bag  
Must fit under seat

Total 331.68 EUR **Continue**



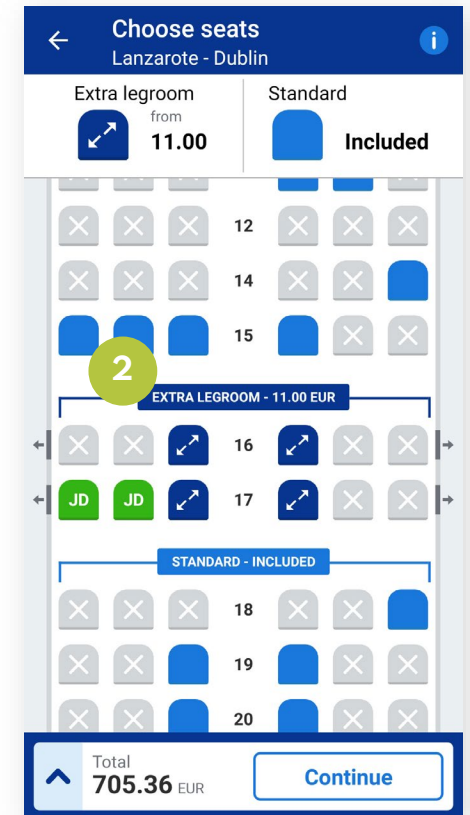
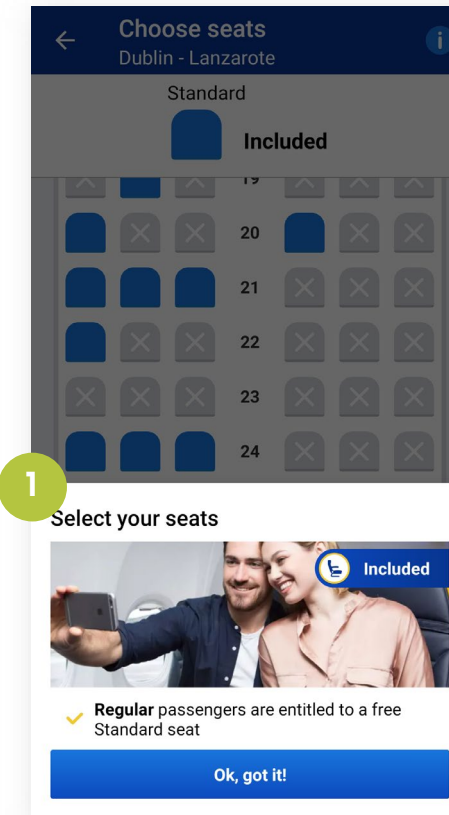
Positives



Negatives

## | Ryanair – Choose Seats |

- 1 Popup to tell you which seat are included straight away to avoid future confusion.
- 2 Tells you directly how much extra a different seat would cost.



Positives

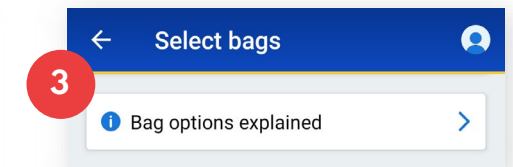
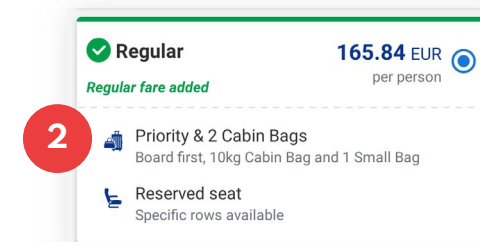
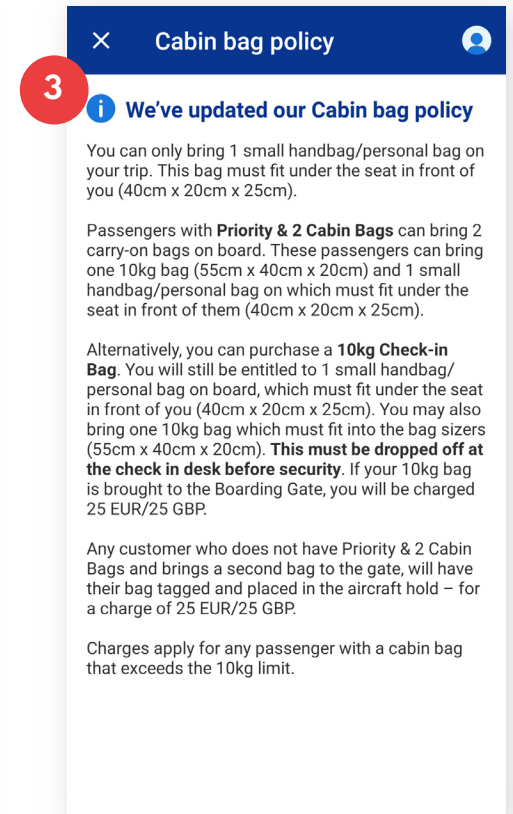
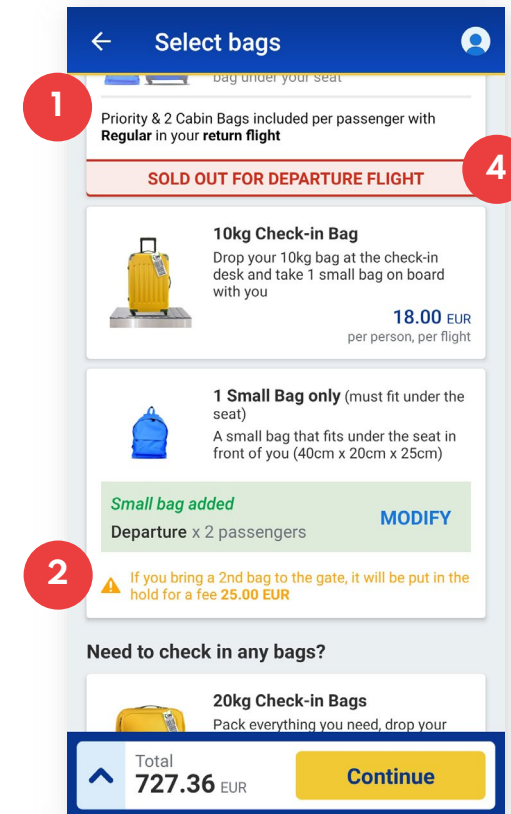


Negatives



# Ryanair – Select Bags

- 1 Slightly confused as to what this is implying. Am I buying bags or am I adding bags.
- 2 When selecting the 1 small bag it tell me that I will be charged an extra €25 if I bring a second bag. However I choose the regular fare option that tells me I have 2 cabin bags. So will I be charged or not.
- 3 After my confusion I clicked the bag options explained. This gave me some clarity however there was so much text. Bullet points would have been easier to read.
- 4 I then noticed the Sold out for departure flight. Its unclear as to what is sold out. Is it that type of bag is sold out or priority & 2 cabin bags is sold out and if that is the case and it was sold out then why was I allowed select it when choosing my flight fare?



Positives



Negatives

## | Ryanair – Conclusion |

### Final Thoughts :

Overall a smooth booking experience. Would be better if the home screen wasn't so cluttered. It was smooth up until the select bags section, it was frustrating to try and decipher what this section meant and why part of it was sold out when I had selected that option on a previous screen.

### Positives :

- Booking a flight was a smooth enough process
- The calendar was very clear and easy to understand
- Informative popups
- Clear flight fare prices and benefits

### Negatives :

- Cluttered home screen, hard to focus on what you are looking for
- Confusing bag booking process
- Frustrating, wordy bag booking policy explanation
- Contradictory bag booking after booking an option that then said was Sold Out.

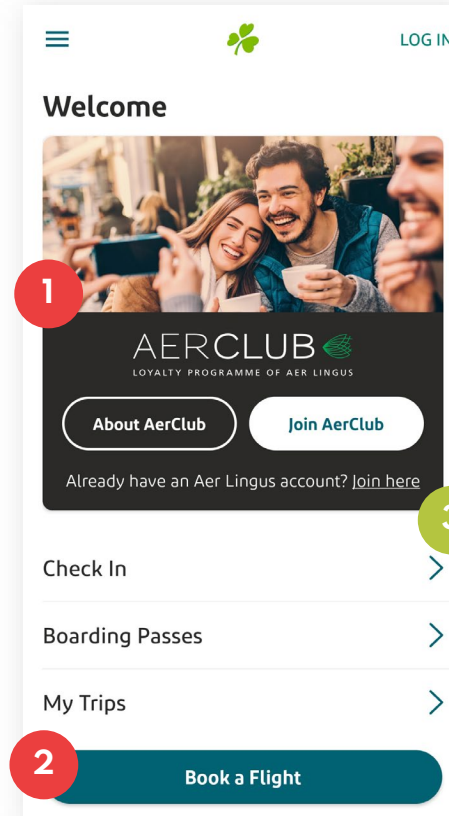
Aer Lingus 

# | Aer Lingus – Home Page |

## Initial Thoughts :

Nice, clean design for the home screen. Everything you need is there at first glance which is good.

- 1 Book a Flight button doesn't stand out as much as it should because of the big Aer Club banner.
- 2 Book a Flight button is a bit small could be bigger.
- 3 Clean design.



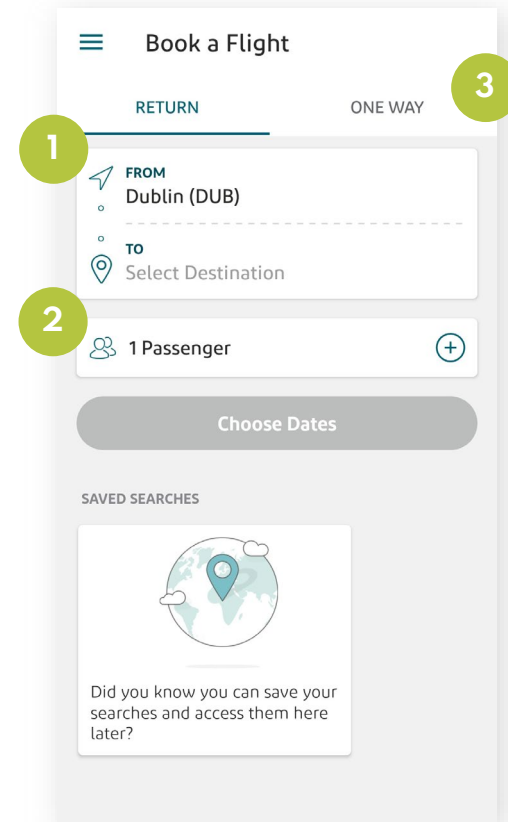
Positives



Negatives

## | Aer Lingus – Book a Flight |

- 1 Your closest airport is automatically selected for you.
- 2 Clean design, nice use of colours on the icons.
- 3 Clear to see that it is a return flight and not one way.



Positives



Negatives

# | Aer Lingus – Calendar |

- 1 Could be clearer that you must select a return date. The text up the top could be overlooked here and for “4 Days Selected”.
- 2 Nice calendar design, easy to see how long you are away for.

1 Select Return Date RESET

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24	25	26	27	28	29
March 2020						
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				
April 2020						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

1 4 Days Selected RESET

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24	25	26	27	28	29
March 2020						
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				
April 2020						
			1	2	3	4
5	6	7	8	9	10	11

Continue



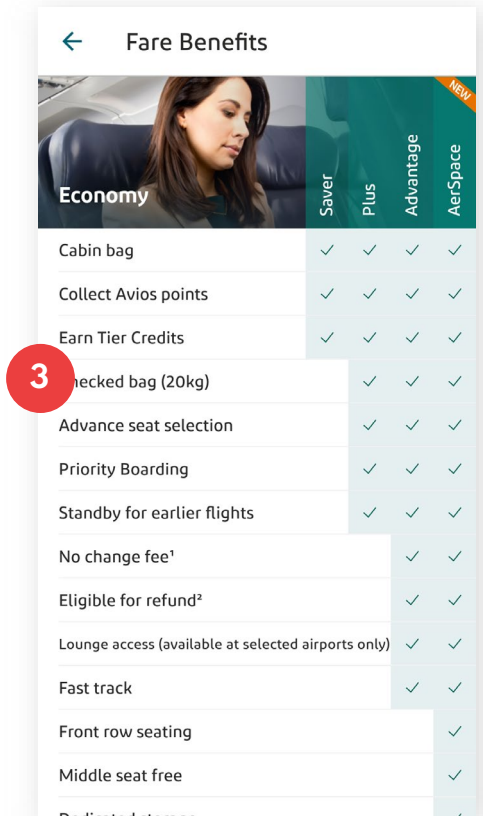
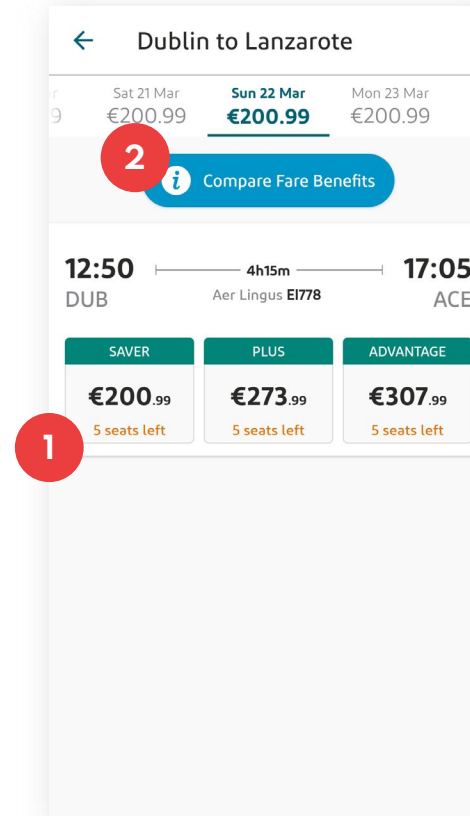
Positives



Negatives

## | Aer Lingus – Choose Flight Fare |

- 1 Isn't clear what the difference between Saver, Plus and Advantage are.
- 2 Also isn't clear enough that compare fare benefits accounts for Saver, Plus and Advantage. I pressed this wondering what this was talking about.
- 3 Too much reading and information on the Compare Fare Benefits page. It's also not the clearest of information as it seems cluttered on the page.



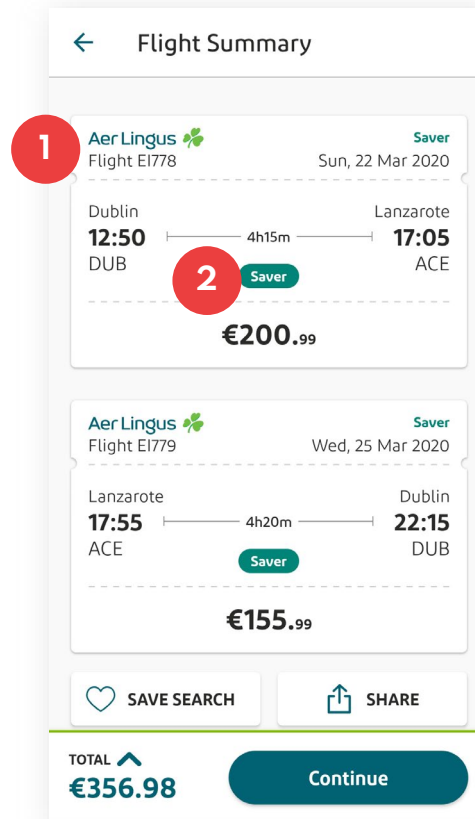
Positives



Negatives

## | Aer Lingus – Flight Summary |

- 1 Not the clearest on which is the departure and arrival flight.
- 2 Saver looks too similar to the buttons, I thought you could press it for more information or to change your flight fare option.



Positives

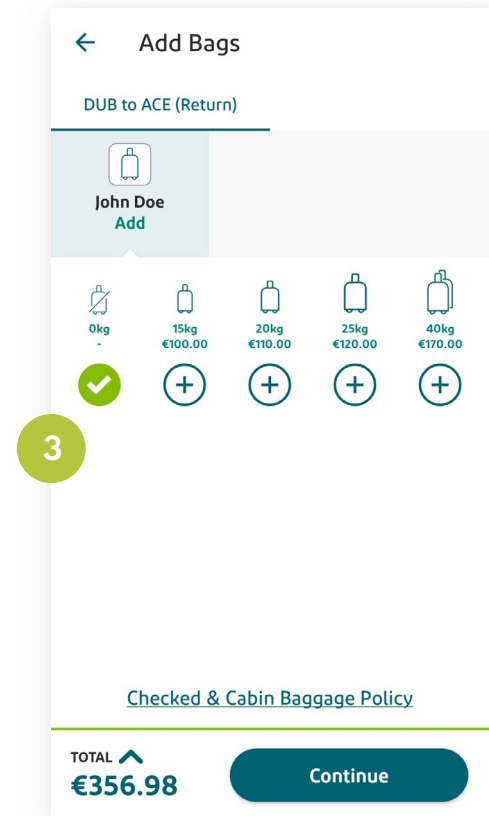
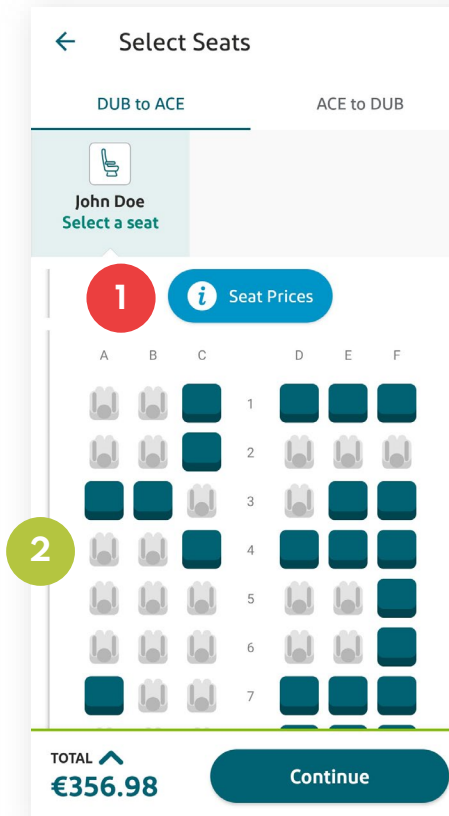


Negatives



# | Aer Lingus – Select Seats & Luggage |

- 1 Seat prices should be on the screen at all times as I kept forgetting what colour seat was what price and had to keep opening the Seat Prices Page.
- 2 Clear design, nice use of people in the seat's graphics.
- 3 Easy to understand, their use of icons are clear and easy to understand.



Positives



Negatives

## | Aer Lingus – Review & Purchase |

- 1 Looks too bland, not clear enough on what the departure flight and arrival flights are. The information doesn't stick out.
- 2 The seats selection almost look like I have no seat, I assume it means no seat selected but it would be better I think to say this instead of put a dash through.

The screenshot shows the 'Review and Purchase' screen of the Aer Lingus app. It features a back arrow and the title 'Review and Purchase'. Below this is the 'FLIGHT DETAILS' section, which contains two flight cards. The first card shows 'Dublin (DUB) to Lanzarote (ACE)' for 'Sun, 22 Mar 2020, 12:50 → 17:05' on 'Flight EI778'. The second card shows 'Lanzarote (ACE) to Dublin (DUB)' for 'Wed, 25 Mar 2020, 17:55 → 22:15' on 'Flight EI779'. Below the flight details is the 'PASSENGER DETAILS' section, which shows a passenger named 'John Doe' with a profile icon. Underneath the name is a table for seat selection. The table has two columns for 'DUB to ACE' and 'ACE to DUB', each with a seat icon and a dashed line below it. At the bottom of the screen, there is a 'TOTAL' section showing '€356.98' and a 'Pay Now' button.

Review and Purchase

FLIGHT DETAILS

1 Dublin (DUB) to Lanzarote (ACE)  
Sun, 22 Mar 2020, 12:50 → 17:05  
Flight EI778

Lanzarote (ACE) to Dublin (DUB)  
Wed, 25 Mar 2020, 17:55 → 22:15  
Flight EI779

PASSENGER DETAILS

JD John Doe

2

Seat	DUB to ACE	ACE to DUB
✈	—	✈
✈	—	✈

TOTAL €356.98

Pay Now



Positives



Negatives

## | Aer Lingus – Conclusion |

### Final Thoughts :

It's a well designed, clean app however at times it's a little too clean and important information doesn't stand out enough. The use of icons are done well and spice up the design a bit but overall they don't do enough.

### Positives :

- The booking process overall was smooth enough.
- Nice use of informative icons.

### Negatives :

- Design was almost too clean and became bland at points. Particularly the Calendar and Review and Purchase Screens.
- Confusing flight fare explanation.
- Wasn't always clear with flight details on departure and arrival.

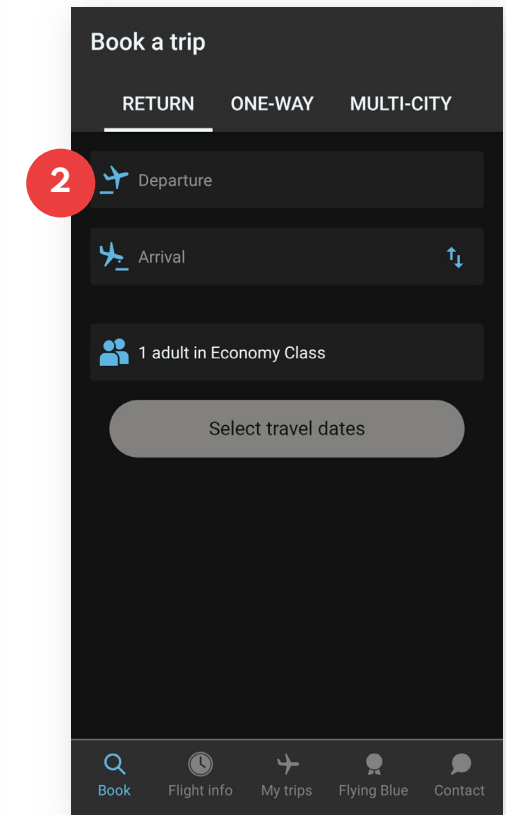
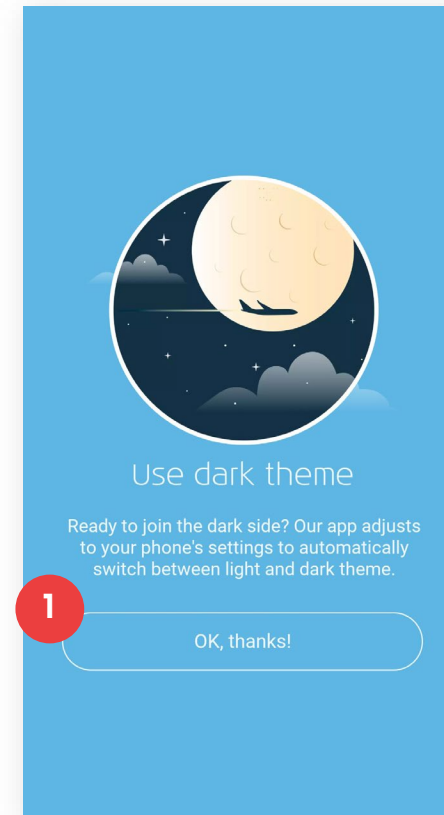


## | KLM – Home Page |

### Initial Thoughts :

When first opening the app, I was met with the screen on the left, unfortunately I'm not the biggest dark theme lover so I would have liked the option to not have that but it said it was set up with my phones settings so I'm not sure if its done by time or somewhere else?

- 1 Couldn't change the fact it was dark mode, just had to agree to it.
- 2 Didn't automatically select the closest airport to me.



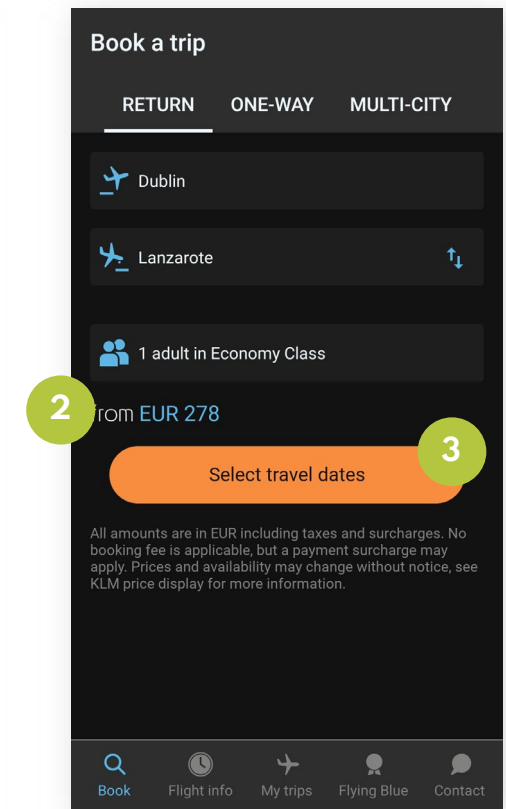
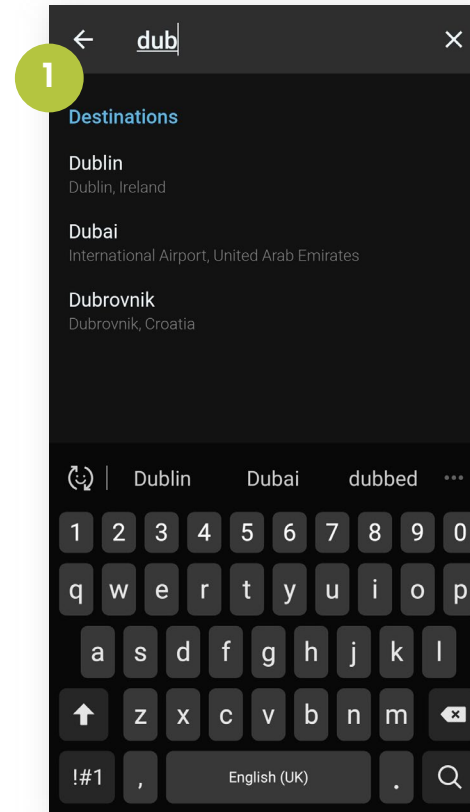
Positives



Negatives

## | KLM – Home Page Cont. |

- 1 Nice, easy to use search.
- 2 Like that they tell you a price straight away.
- 3 Nice use of contrast on the button, it works well with the blue and stands out so well against the dark theme.



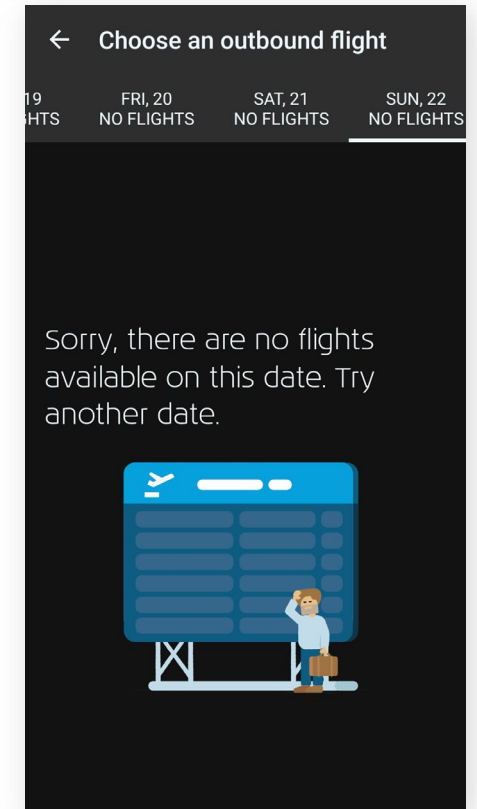
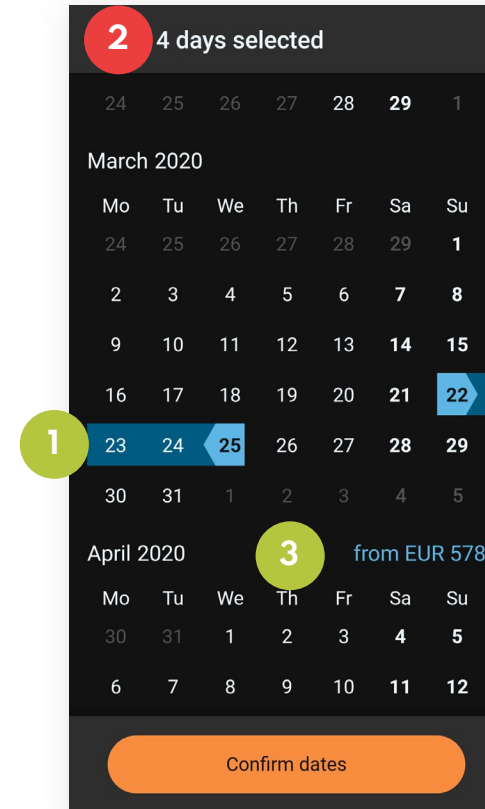
Positives



Negatives

## | KLM – Calendar |

- 1 Well designed calendar, easy to understand.
- 2 Return Flight and 4 Days selected could be a little clearer.
- 3 I like that they give you a rough price estimate.
- 4 Nice graphic for no flights available, although the text position seems a bit off to me.



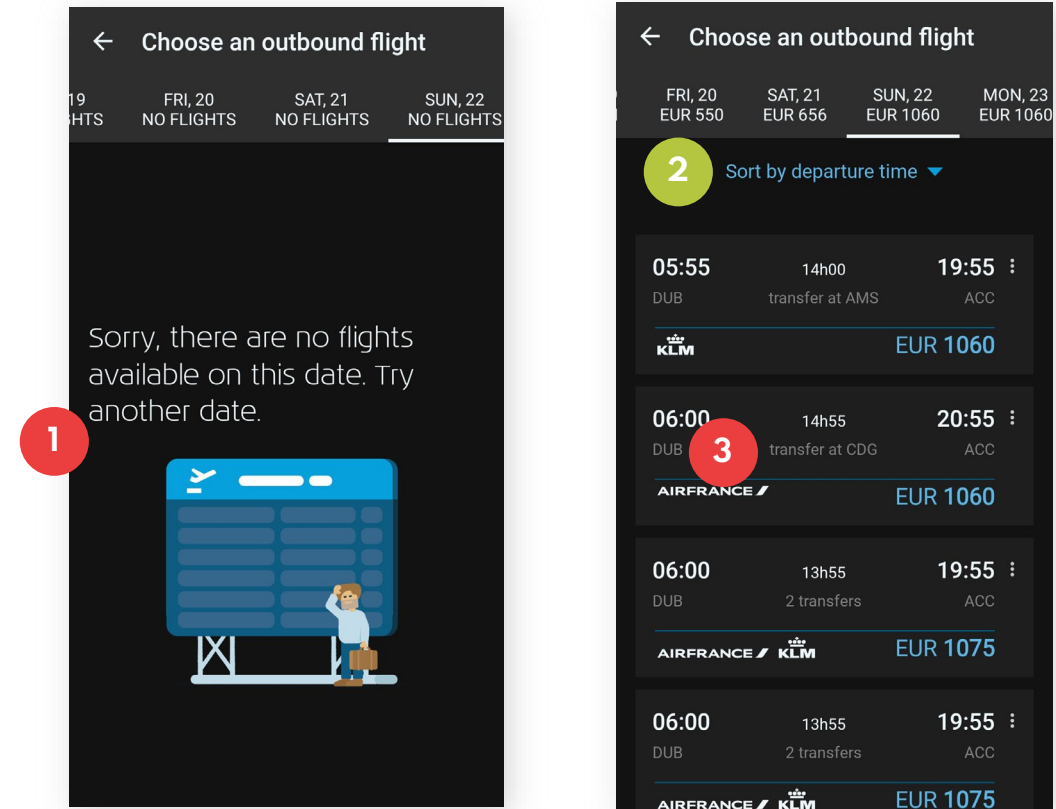
Positives



Negatives

## | KLM – Outbound Flight |

- 1 It was at this point I saw that there were no flights available at any date to Lanzarote, so it was annoying that they didn't make that clear or offer an alternative date so choose a different destination.
- 2 Nice that you had an option to sort by departure time
- 3 Could be clearer in telling you about transfer flights
- 4 Nice graphic for no flights available, although the text position seems a bit off to me.



Positives

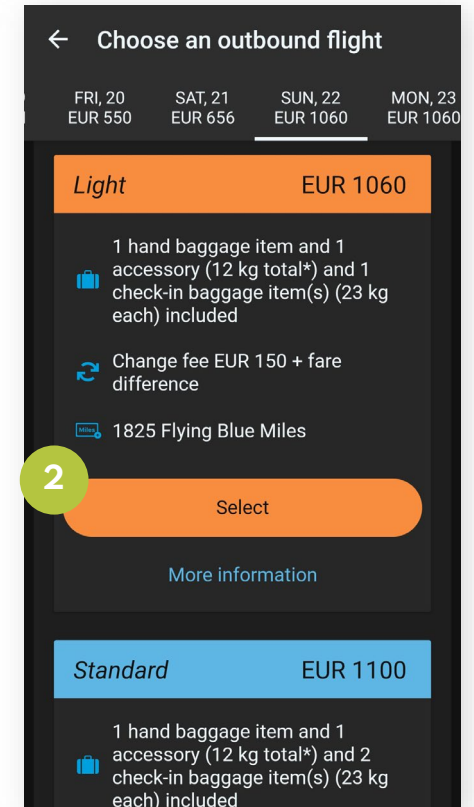
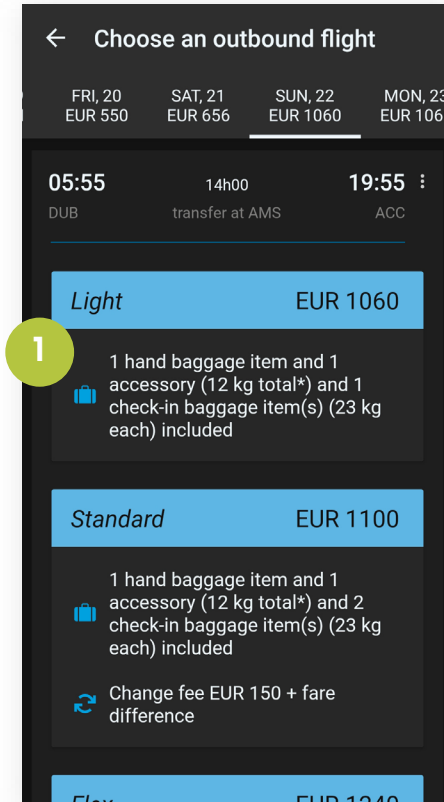


Negatives



## | KLM – Outbound Flight Cont. |

- 1 Clear breakdown of fare benefits and what's included for the price.
- 2 Very clear in telling you that you have selected this option.



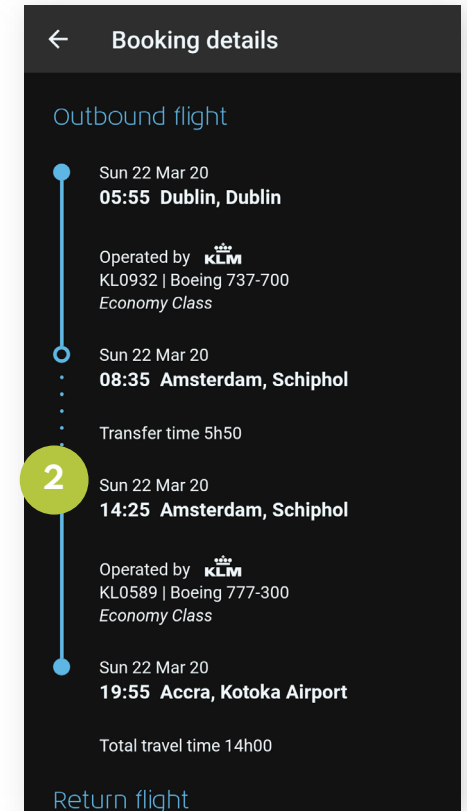
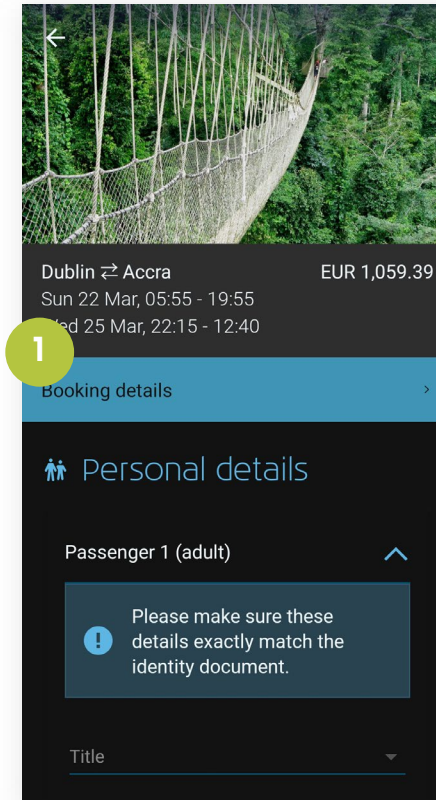
Positives



Negatives

## | KLM – Booking Details |

- 1 Nice use of Image, it's a rope bridge in Ghana.
- 2 Can click in and see a clear breakdown of booking details of the outbound and return flights.



Positives



Negatives

## | KLM – Enter Details |

- 1 Well designed screen, easy to read
- 2 Keyboard optimized for entering email addresses.

The screenshot shows a mobile app interface for entering trip details. At the top, there's a header with a back arrow, the text 'Trip to Accra', and the price 'EUR 1,059.39'. Below this is a form with several fields: 'Last name' (filled with 'John'), 'Country code' (filled with 'Ireland (+353)'), and 'Telephone number 1' (filled with '851234567'). Each of these fields has a green checkmark to its right. The 'E-mail address' field is currently empty, with the placeholder text 'john.doe@g' and a red error message 'Please enter a correct E-mail address' below it. A keyboard is open at the bottom of the screen, showing a standard QWERTY layout with additional keys for symbols, '@', 'EN(UK)', and '.com'. A green circle with the number '2' is placed over the keyboard area.



Positives



Negatives

## | KLM – Conclusion |

### **Final Thoughts :**

Nice designed app that is easy to understand. Was unfortunate that I couldn't change it out of dark theme, but it could be due to time zones that it is in dark theme.

### **Positives :**

- The booking process wasn't too bad.
- Nice use of graphics.
- Email optimized keyboard.
- Great use of contrast which made for a pleasant looking app.

### **Negatives :**

- Unable to change out of dark mode.
- No alternative date given when there was no flights available to the location I choose.
- Didn't have my closest airport choosen.

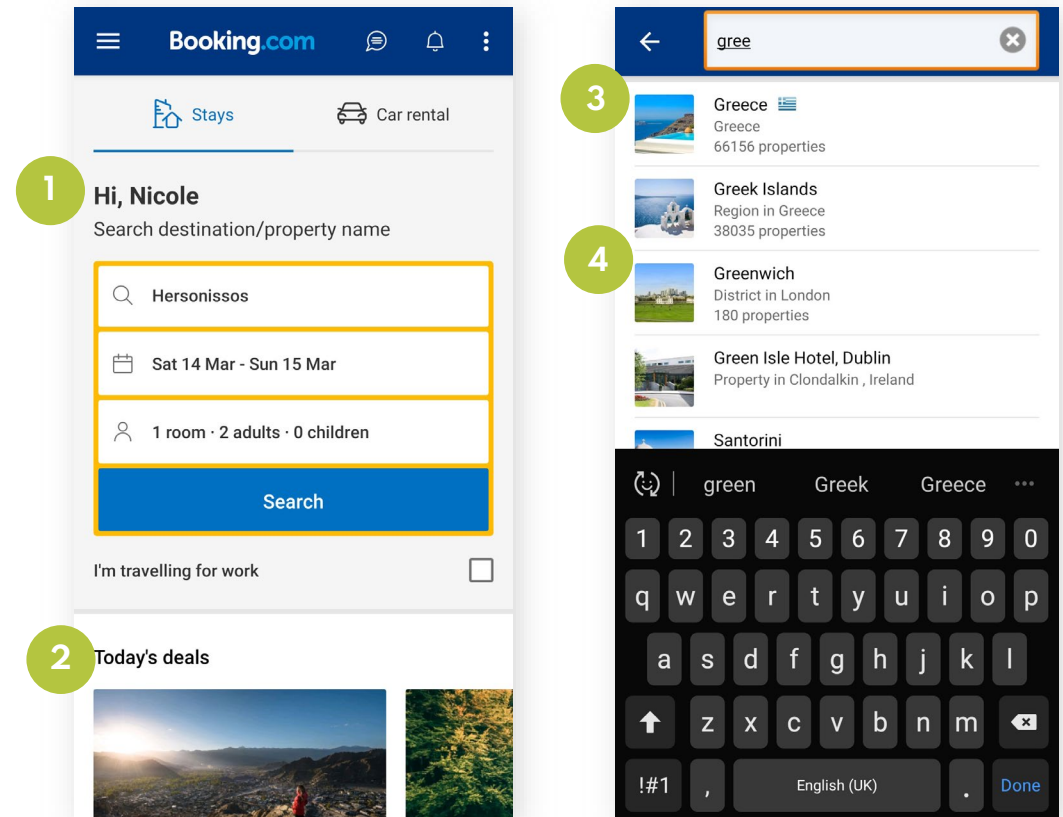
**Booking.com**

# | Booking.com – Home Page |

## Initial Thoughts :

I like the design of this app overall, not the biggest fan of the yellow border around the search, although it contrasts with the blue, I don't find it necessary and make the screen look unappealing.

- 1 I like the personalization of the app, greeting you as you open it.
- 2 I like the that main focus is to achieve your overall goal, you're not being oversold products or features, its straight to it and if you feel like exploring the app you can scroll down for the secondary features.
- 3 The search is clean and easy to navigate through.
- 4 I like that there are images of the locations. It makes them more recognizable and more appealing.



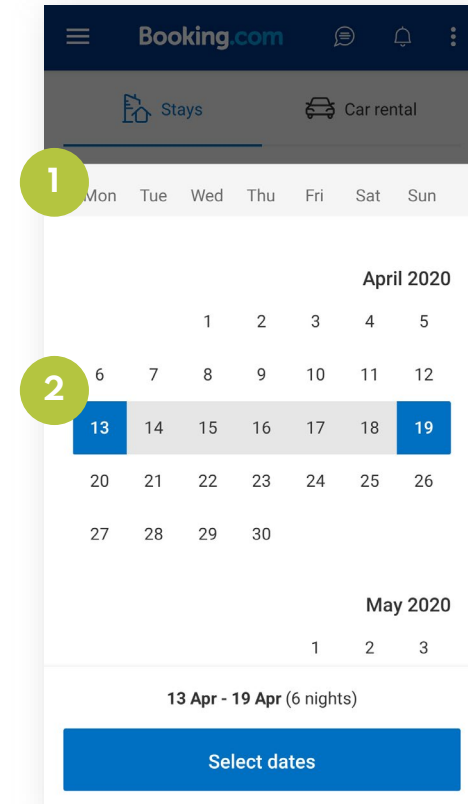
Positives



Negatives

## | Booking.com – Calendar |

- 1 Nice that the days of the week are laid out at the top which makes it easier to distinguish which day is which.
- 2 Clear on how long you are staying.



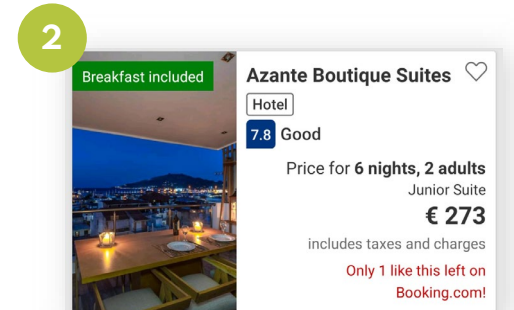
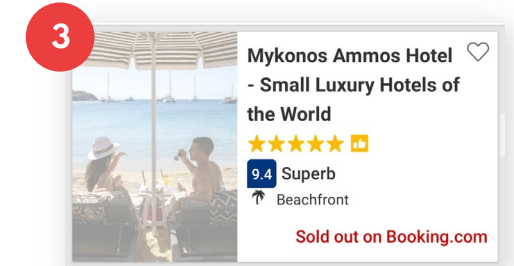
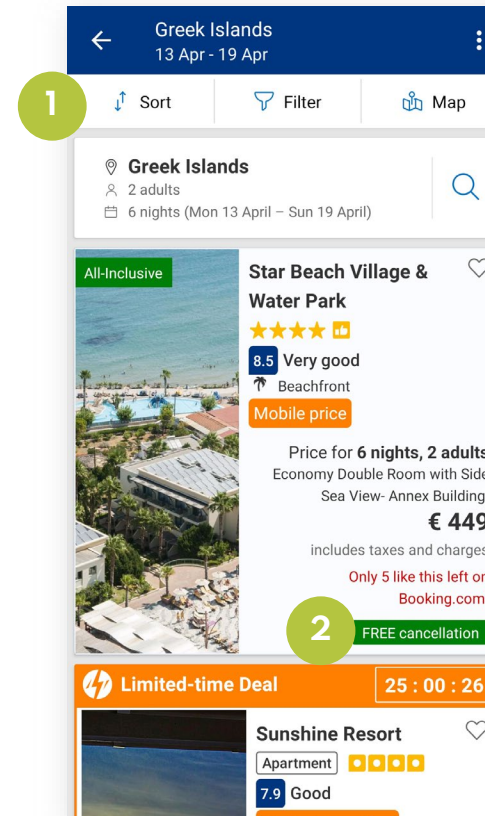
Positives



Negatives

# | Booking.com – Results |

- 1 I like that you can sort, filter and see properties on the map.
- 2 Clear on the properties that are free cancellation.
- 3 No need to see sold out properties as I can't book them.



Positives

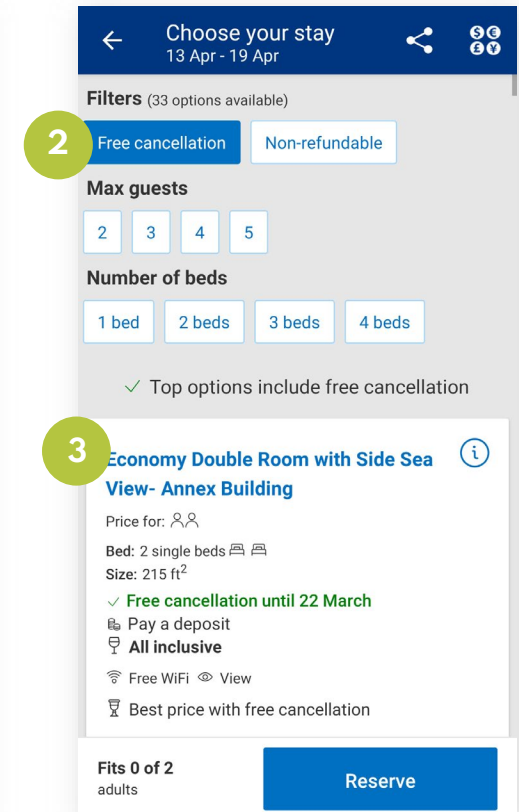
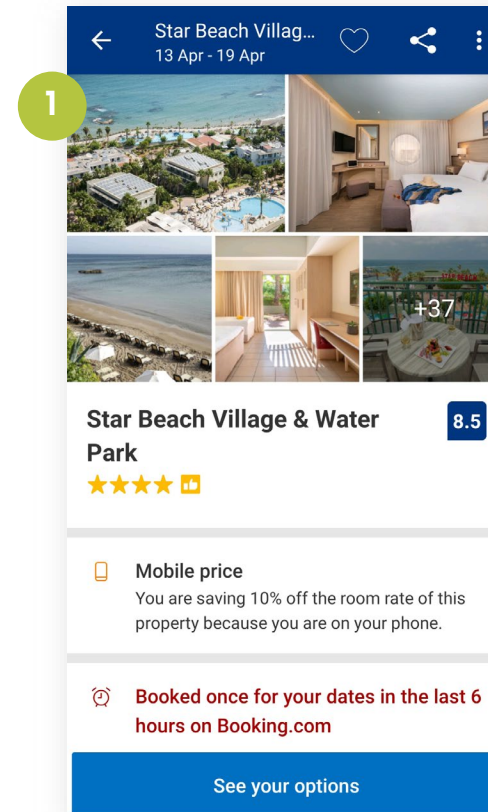


Negatives



# | Booking.com – Choose Property |

- 1 Nice use of images.
- 2 I like that you can filter through free cancellation options when choosing your room.
- 3 Nice use of hierarchy giving all the important options in short, concise points.



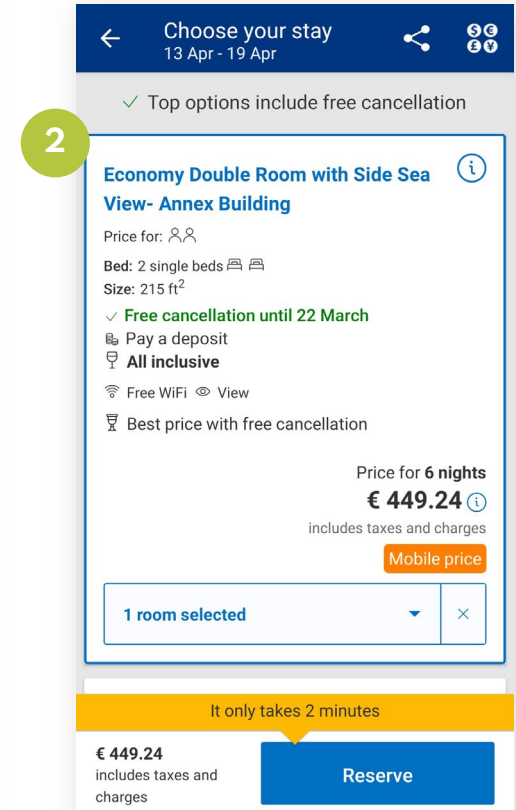
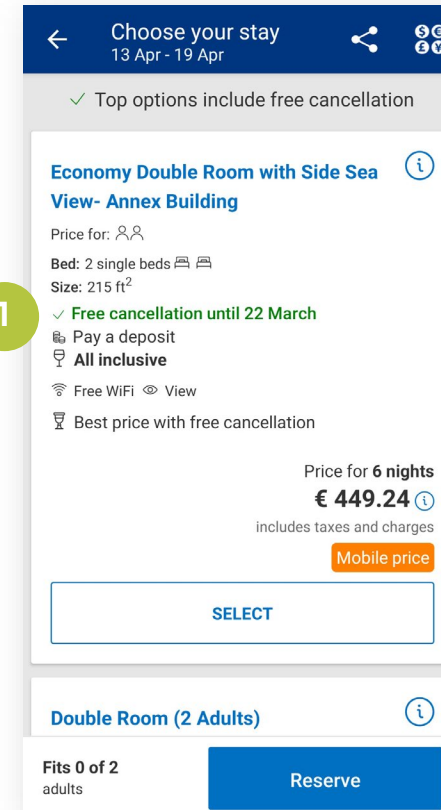
Positives



Negatives

# | Booking.com – Choose your stay |

- 1 Highlights the cancellation date.
- 2 Clear as to what you have selected.



Positives



Negatives

# | Booking.com – Conclusion |

## Final Thoughts :

I like the design of this app although I do feel the colours could be improved at times the screen can feel a bit cluttered but nothing too bad.

## Positives :

- The personalization of the welcome screen.
- The booking process is straight forward.
- Use of images in search.
- Always clear to highlight important information.
- The use of filters makes the booking process seamless and super personal.

## Negatives :

- Being able to view unavailable properties.



| Thank You |

UX Design Institute | Nicole Hennessy | February 2020