UX DESIGN INSTITUTE

COMPETITIVE BENCH-MARKING

DOIREANN NÍ GHRIOGHAIR
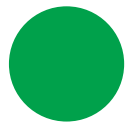## PROJECT 1 - AIRLINE MOBILE APP COMPARISON

OBJECTIVES

- Learn from best-in-class mobile apps
- Understand conventions we should follow
- Highlight best practice
- Use the materials to build portfolio

FEATURES EXAMINED

- Landing Page
- Search
- Entering Details

KEY POINT LEGEND

● Positive   ● Negative   ● Convention

CASE STUDY MOBILE APPS

TURKISH AIRLINES   Alaska   easyJet   airbnb
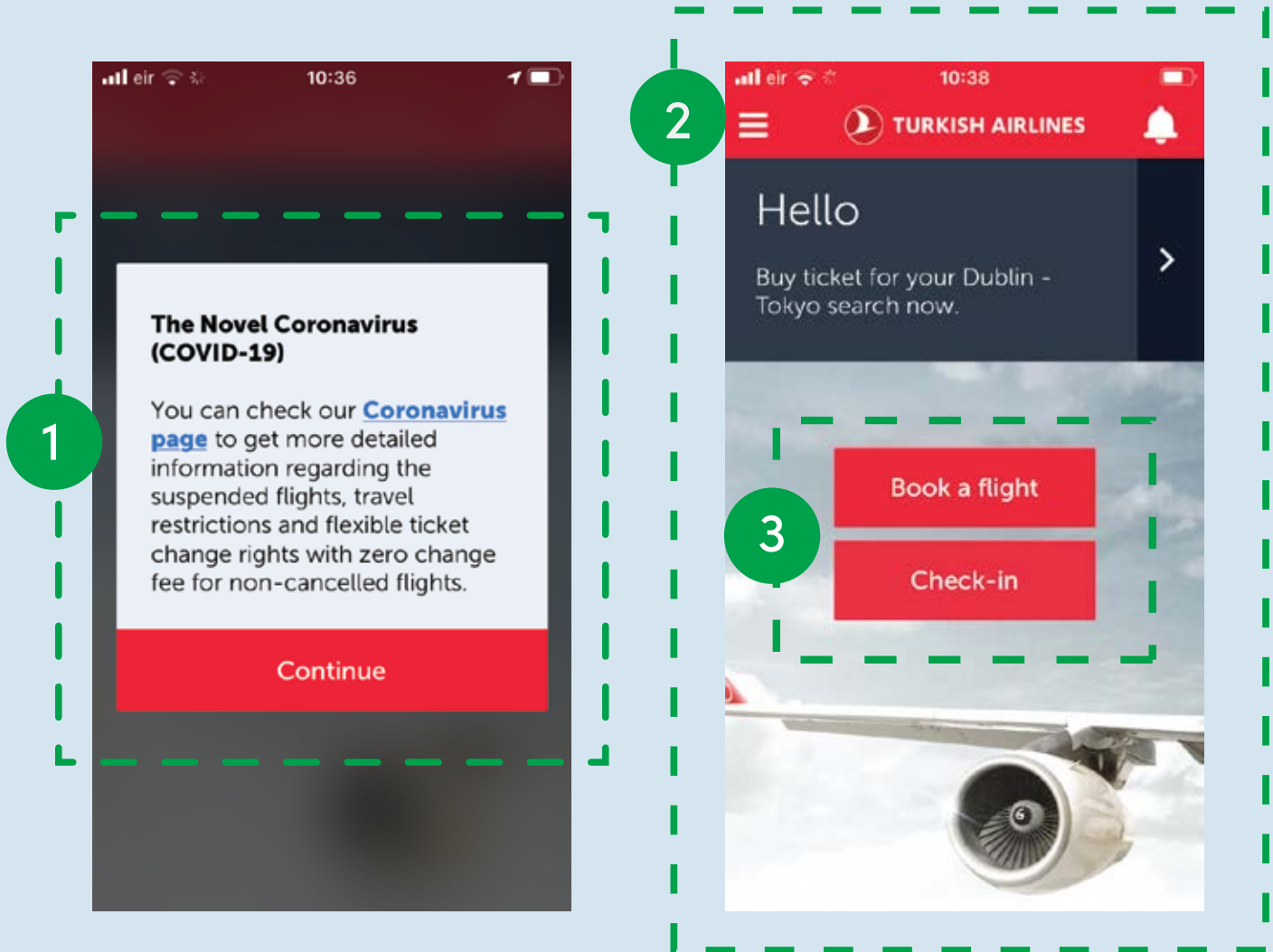
Landing Page

1 Immediate pop-up to **Covid-19 info** which is currently important to travellers, but also with clear CTA to continue

2 **Nice, uncluttered UI** with with an "Hello" and a reminder of previous search.

3 **Clear, direct CTA** for primary functions.

Screen 1

The Novel Coronavirus (COVID-19)

You can check our **Coronavirus page** to get more detailed information regarding the suspended flights, travel restrictions and flexible ticket change rights with zero change fee for non-cancelled flights.

Continue

Screen 2

☰ **TURKISH AIRLINES** 🔔

Hello

Buy ticket for your Dublin - Tokyo search now.

Book a flight

Check-in

Flight Search

1 Nice, simple **animated transition** between pages

2 Clear interface with my **nearest airport.**
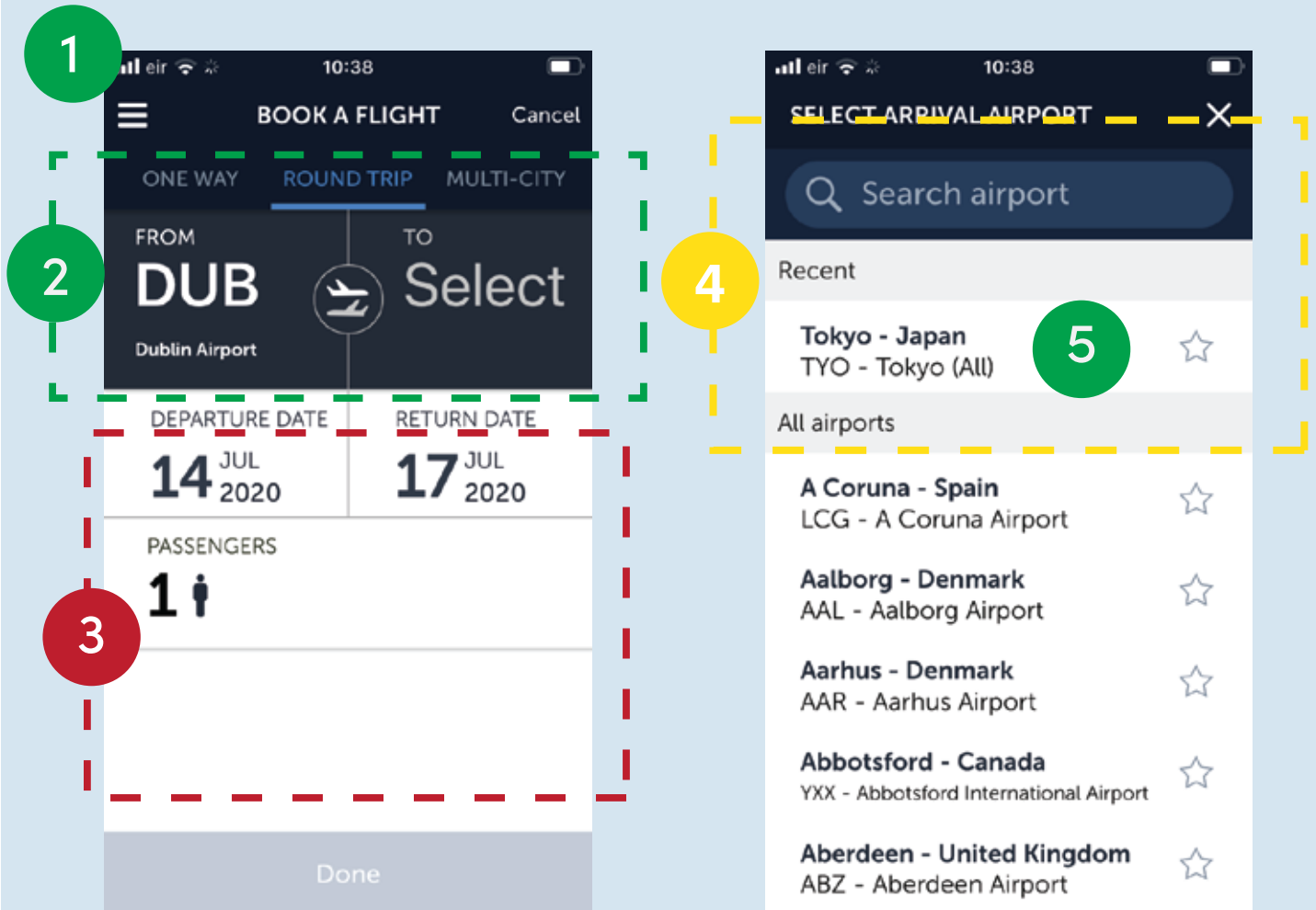
3 I can't select any of this yet, so seems like wasteful space and distraction at this point

4 **Search option** clear and simple with **recent search** at top.

5 Useful that the option is for **all airports** in Tokyo.

TURKISH AIRLINES

Flight Search

1 Very clear interface with **no distractions** & serious 'corporate' colour scheme for what is a very important function for long-distance flight. Bright, obvious **CTA.**
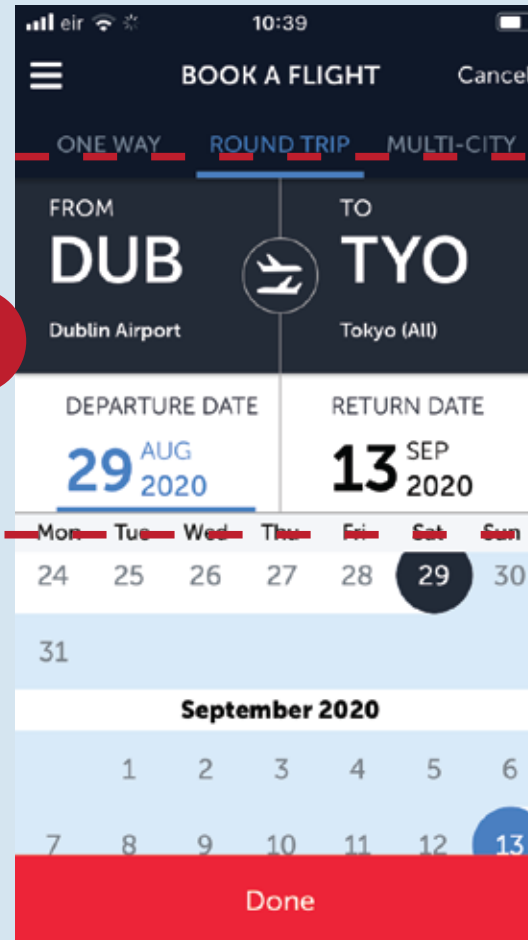
2 I wonder if these buttons need to take up so much space at this point, as the **calender is a little squeezed.**

3 Clear simple option for adding extra passengers. Also, useful to have '**flexible dates**' options here.
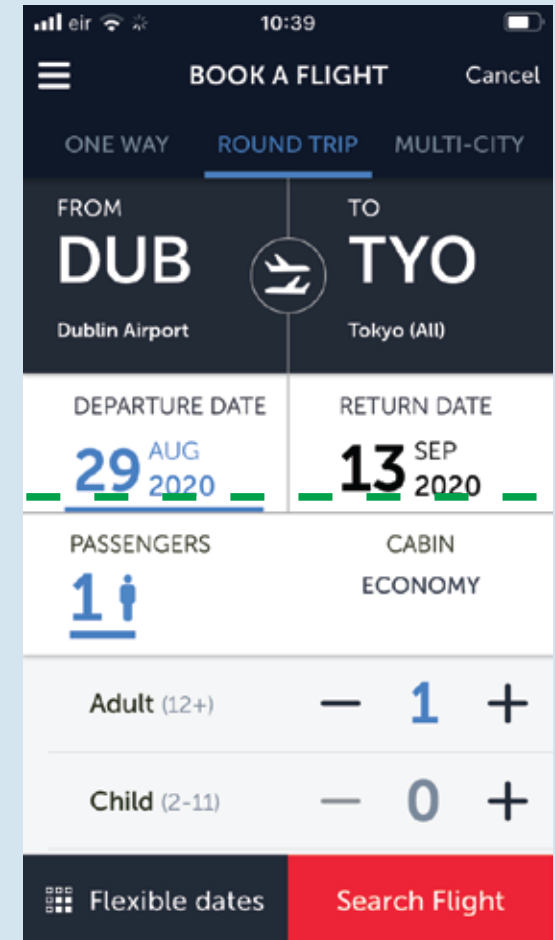
Flight Search

1 Intuitively, **I want to scroll here and I can't,** I have to press and wait for it to load.

2 Even though my selected dates aren't available, I can see **available dates**.
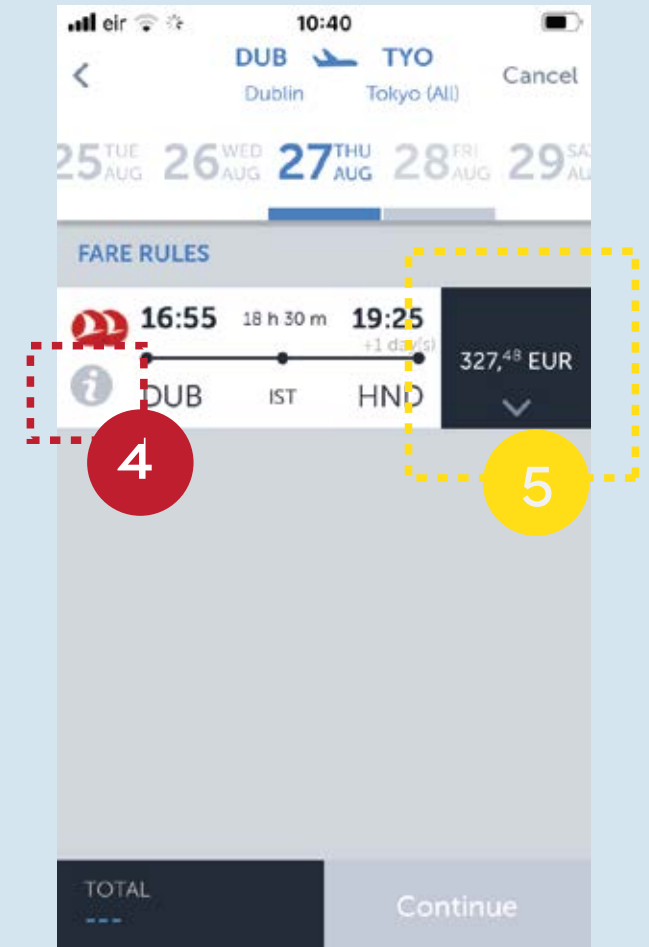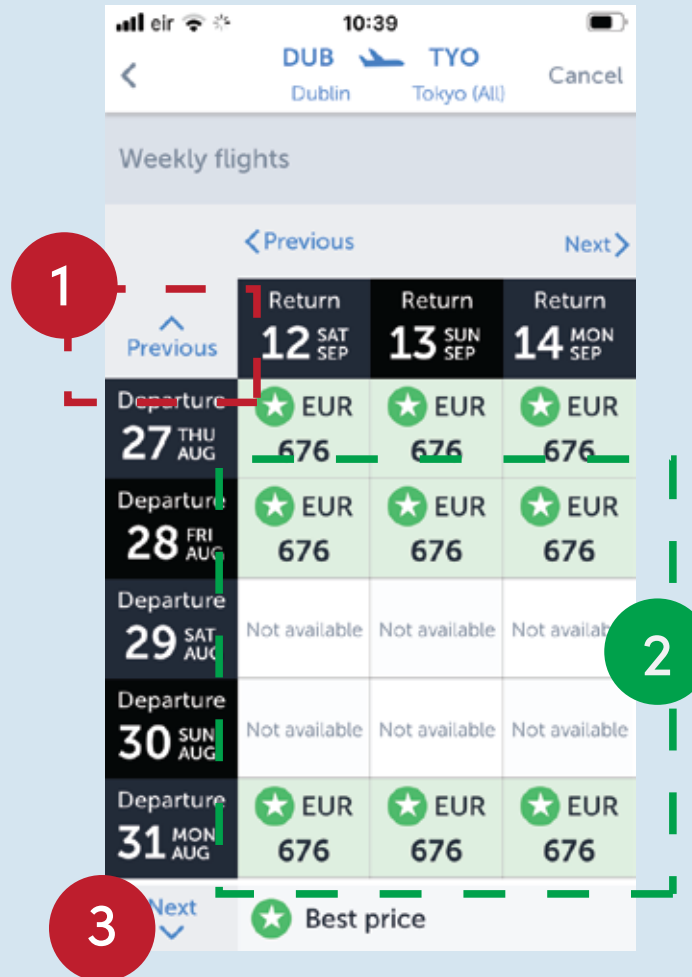
3 Even though this table does make sense, it kind of **confused** me at first as it's **not generally the typical layout of flight booking.**

4 The **important info** here feels like a well-kept secret ie. layover times & locations - which can be very important in making a decision.

5 When I press this button, different flight price options appear & I have to select one to continue

Flight Search

1 When I press the button with the price & arrow on previous screen, I can see **various price options** and I have to select one to continue.

2 Once I select an option, the bar turns light blue, the selected price also turns blue and the CTA Continue button turns red to let me know I can now press it.

![TURKISH AIRLINES]

Flight Search

1 This function seems a little unnecessary as there are just two options.

2 My selected flight turns blue.

3 Total price is displayed at bottom of screen along with bright CTA.

4 When I tried to book, it was only at this final point that I noticed the button to show me this important flight information. Personally, for me the connection time is very important for long-haul flights. Ithink this information should be more obvious.
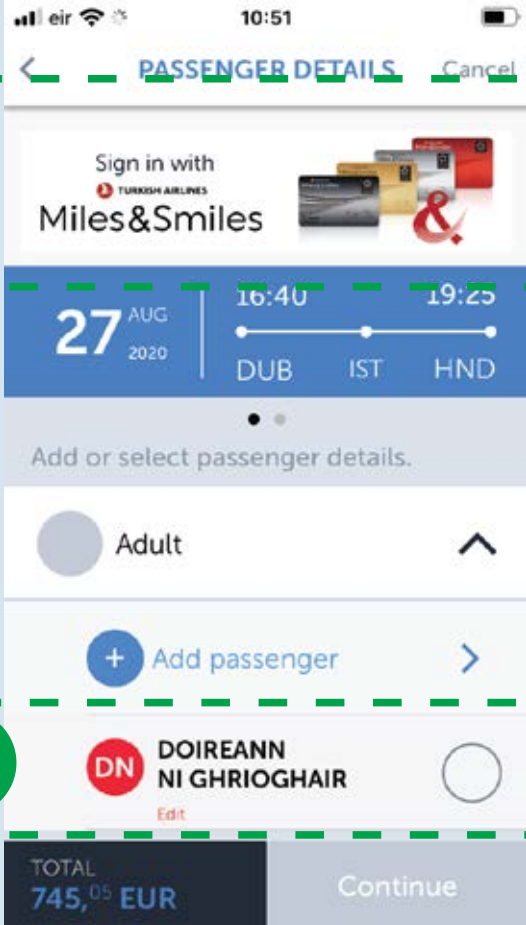
Passenger Details

1 I like that the **sign in** option is at this point and not at the start. It's clear but not obstructive.

2 My details are here from before

3 I like that it's **just Ms** and there's not a million titles for being female....ok there's usually just 3..But this keeps the interface very simple. Also nice that Ms is first for a change.
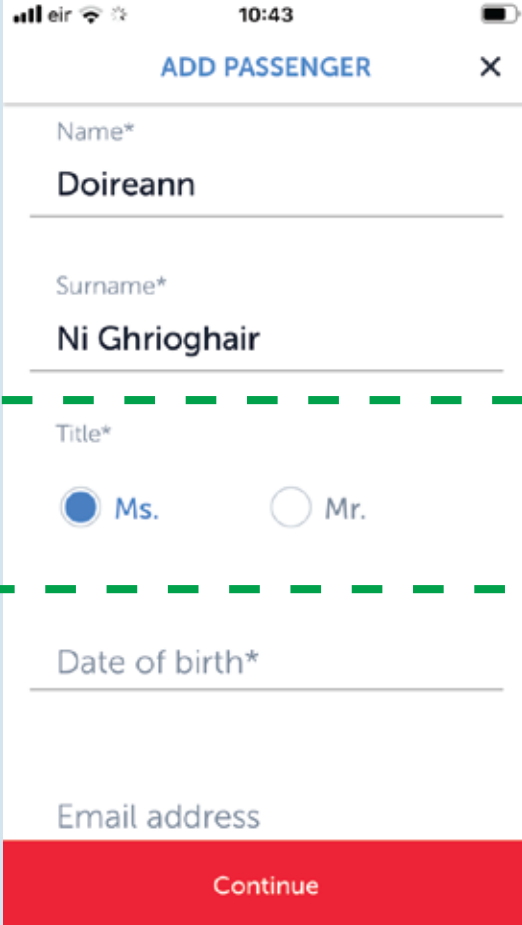
Passenger Details

1 This is pedantic but this little tick wasn't salient enough for me to see and I was tapping around the screen trying to complete it and I ended up having to do it twice.

2 Clear CTA turned red when I've entered adequate essential information.

![Alaska logo]

Landing Page

1 Overall, a nice welcoming landing page and clear UI. **"Good morning"** greeting is warm.

2 Clear, forthcoming **CTA** for primary functions of app.

3 Simple menu at bottom of screen with primary & secondary functions.

4 Notable absence of any mention of **Covid-19**

Flight Search

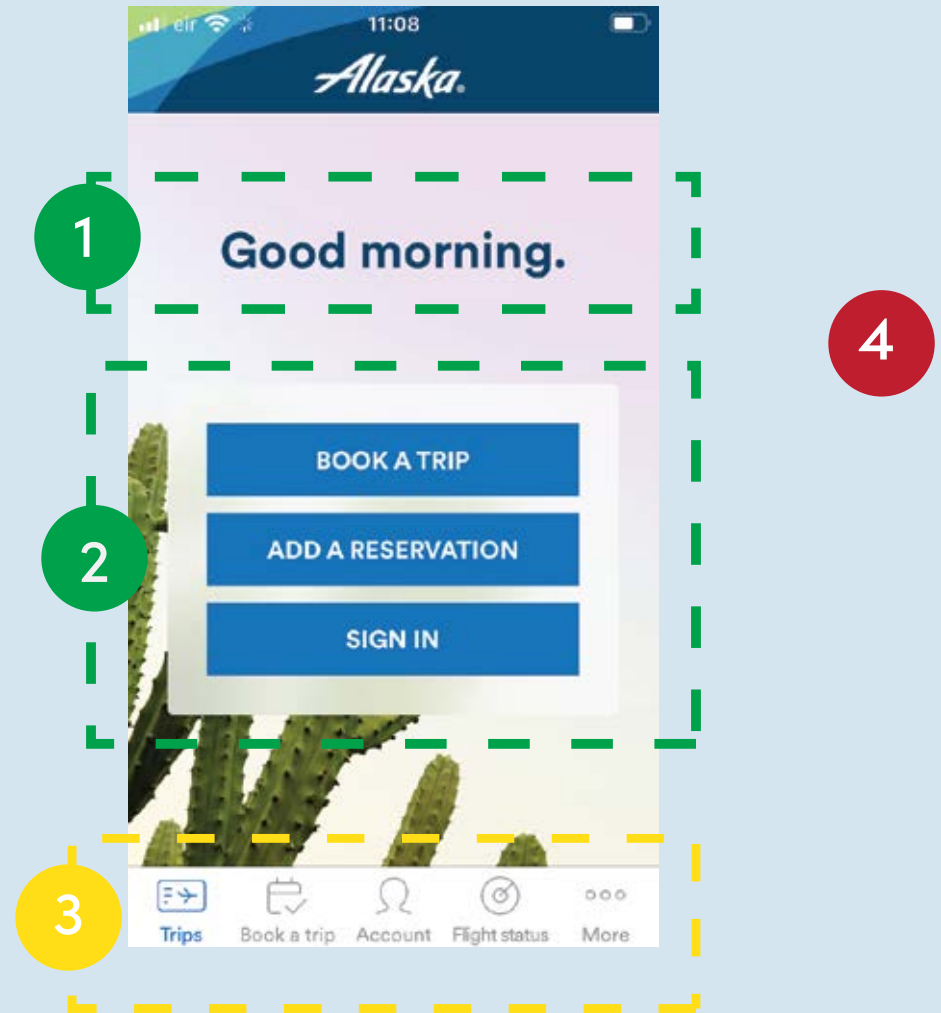**1** Standard booking interface clearly laid out & easy to navigate.

2 This CTA should fit nicely on the page so I know I don't need to scroll for anything else - there's nothing hidden..

3 This app will search for aiports close by (of course there's none...)

4 All airports for my chosen city are shown - the main one first, I guess.

Screen 1

11:08 Book a trip

One-way   Use miles

From

To

Depart   Return

Number of passengers

− 1 +   Child traveling alone?

More search options

Flexible dates

FIND FLIGHTS

Trips   Book a trip   Account   Flight status   More

Screen 2

11:09 Book a trip

There are no airports near your current location that are served by Alaska Airlines.

One-way   Use miles

From

Dall

Dallas, TX (DAL-Love Field)

Dallas-Ft. Worth, TX (DFW-Dallas/Fort Worth Intl.)

Done

q w e r t y u i o p
a s d f g h j k l
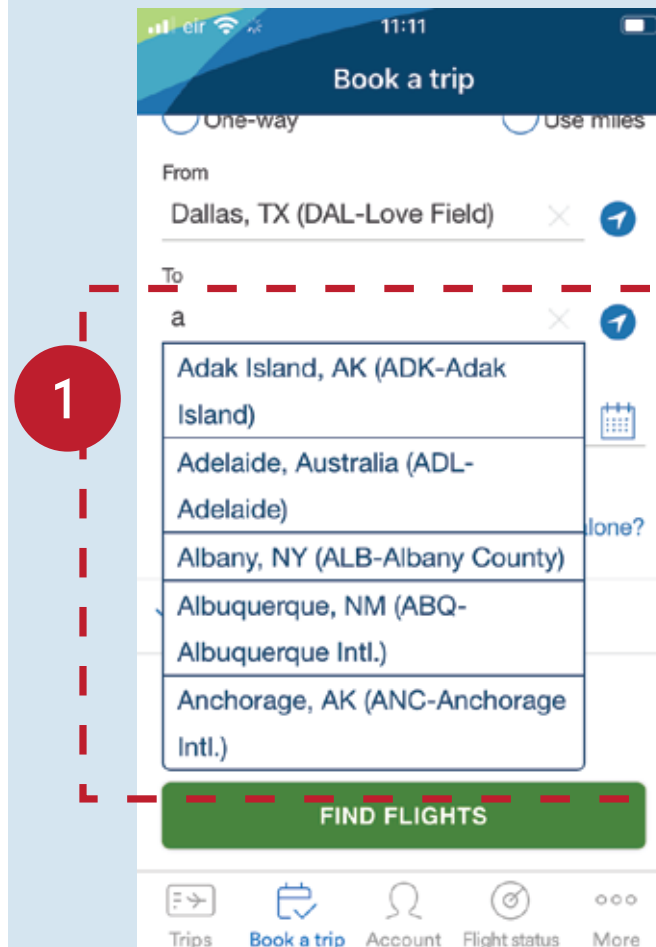z x c v b n m
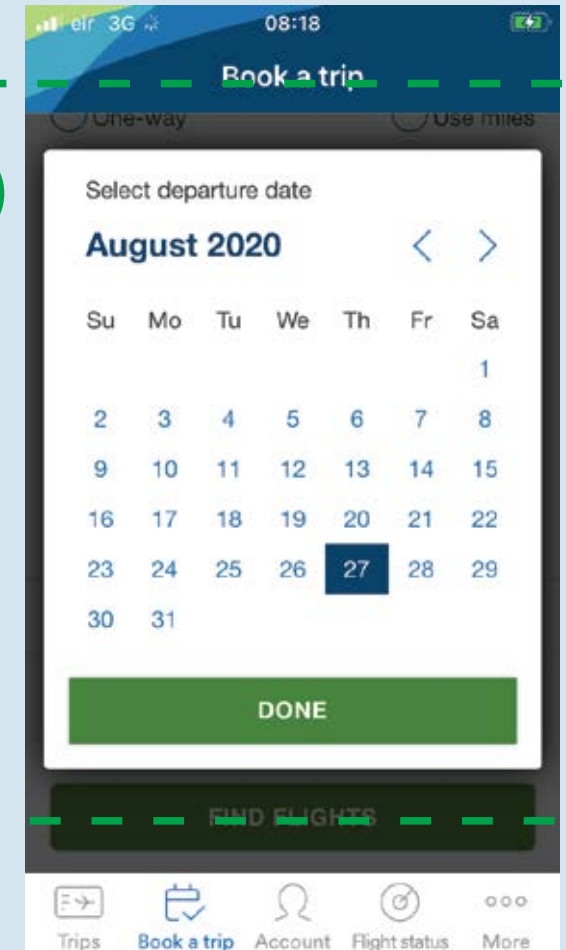123   space   go

Flight Search

1 In this search, I'm shown airports that you can't fly to from Dallas....which I only find out later on.

2 This is a really clear UI to select dates.
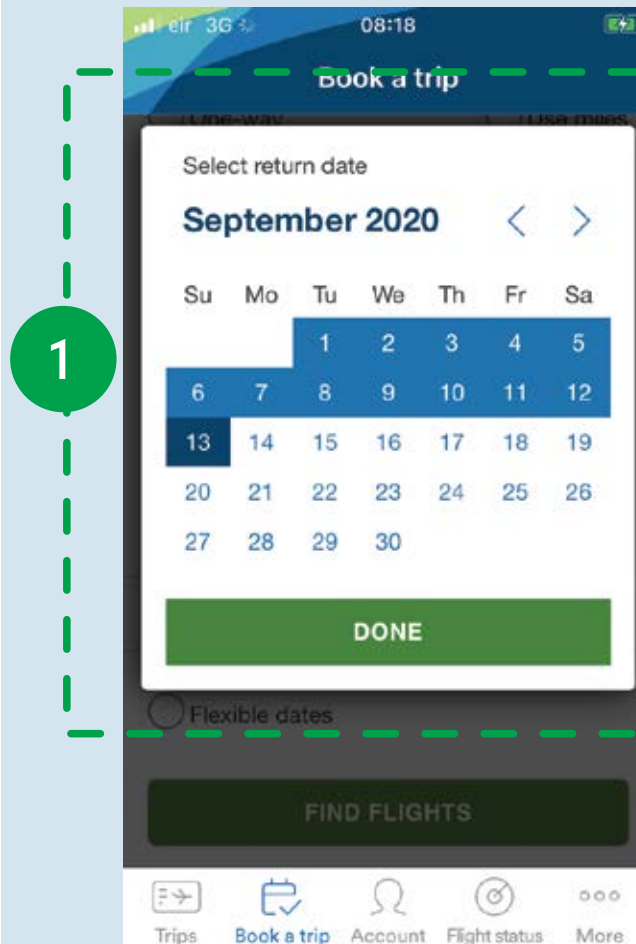
Flight Search

1 This is simple and easy to navigate to book dates.
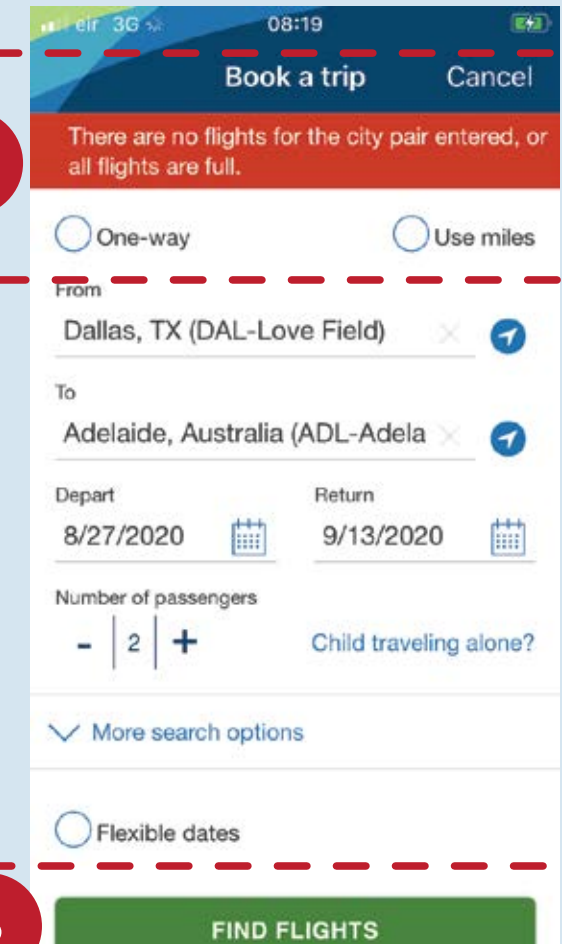
2 Tell me which one it is - are the flights full or there are no flights? Should I book for other dates or another airport? Just tell me.

3 Like I said before, would be so nice if this could fit on the page so I know I'm not missing anything.

Alaska

Book a trip

Select return date

September 2020 〈 〉

Su	Mo	Tu	We	Th	Fr	Sa
		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			

DONE

Flexible dates

FIND FLIGHTS

Trips | Book a trip | Account | Flight status | More

Book a trip   Cancel

There are no flights for the city pair entered, or all flights are full.

◯ One-way   ◯ Use miles

From
Dallas, TX (DAL-Love Field)

To
Adelaide, Australia (ADL-Adela

Depart   Return
8/27/2020   9/13/2020

Number of passengers
− 2 +   Child traveling alone?

∨ More search options

◯ Flexible dates

FIND FLIGHTS

![Alaska logo]

Flight Search

For the purposes of this exercise, I book a new trip.

1 Just to hammer home my previous observation - there's nothing here when I scroll down... so that button should fit when I first land on the page. I'll stop mentioning that now.

2 After clicking '**flexible dates**', I can see the lowest prices for surrounding days.

Book a trip — Cancel

○ One-way

From
Dallas, TX (DAL-Love Field) ✕ ➤

To
Los Angeles, CA (LAX-Los Anç ✕ ➤

Depart   Return
8/22/2020 📅   9/6/2020 📅

Number of passengers
− | 2 | +   Child traveling alone?

⌄ More search options

✓ Flexible dates

FIND FLIGHTS

Book a trip — Cancel

Lowest available one-way fare is displayed for each day.

Saver	Main	First Class

Back to Search   Round trip | Passengers: 2

Choose departing date

Dallas, TX (DAL) to Los Angeles, CA (LAX)

August 2020 ▾

Su	Mo	Tu	We	Th	Fr	Sa
						1 $202
2 $202	3 $237	4 $163	5 $163	6 $163	7 $163	8 $163
9 $247	10 $234	11 $163	12 $163	13 $163	14 $163	15 $163
16 $241	17 $163	18 $163	19 $163	20 $163	21 $173	22 $173
23	24	25	26	27	28	29

Alaska®

Flight Search

1 After clicking '**flexible dates**', I can see the lowest prices for surrounding days.

2 Links to search filters & fare types.

3 While this must refer to Covid-19, it's not explicit here and at this point becomes an interruption and I have to scroll down to see my flight options. This information should be disclosed at a previous point.
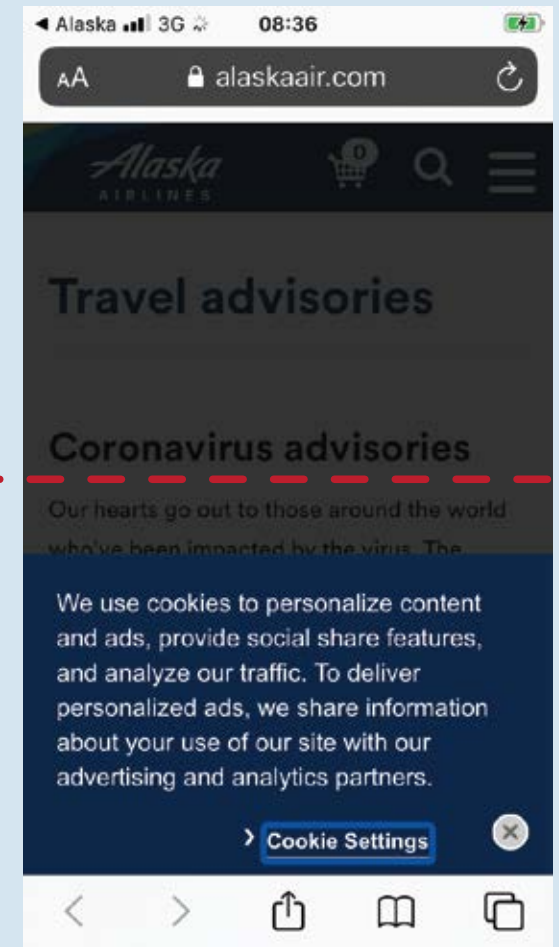
Flight Search

1 I'm really being made to work hard to find out the information on **Covid-19** travel advisories. This should be more forthcoming at an earlier point and easier to access.
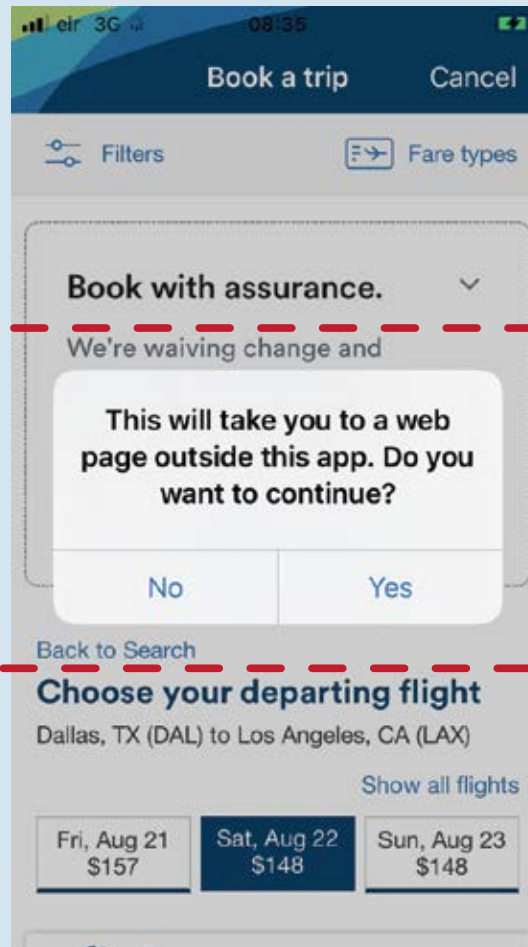
Flight Search

1 The day of the flight is clearly marked, with tabs for the other days on either side so I can easily navigate there if I decide to.

2 There are clear links to check details of the flights, info to let me know that it's 2 flights & operated by other airlines.

**3** The long layover in Seattle is clearly highlighted.

Flight Search

1 The "**Back to Available flights**" button is not properly salient (also not consistently capitalised or not....), so I intuitively press "Cancel" on the top right inside to take me back to the search after looking at flight details and nearly cancel the whole booking process.

2 These are the options afforded by the **"filters"** button.
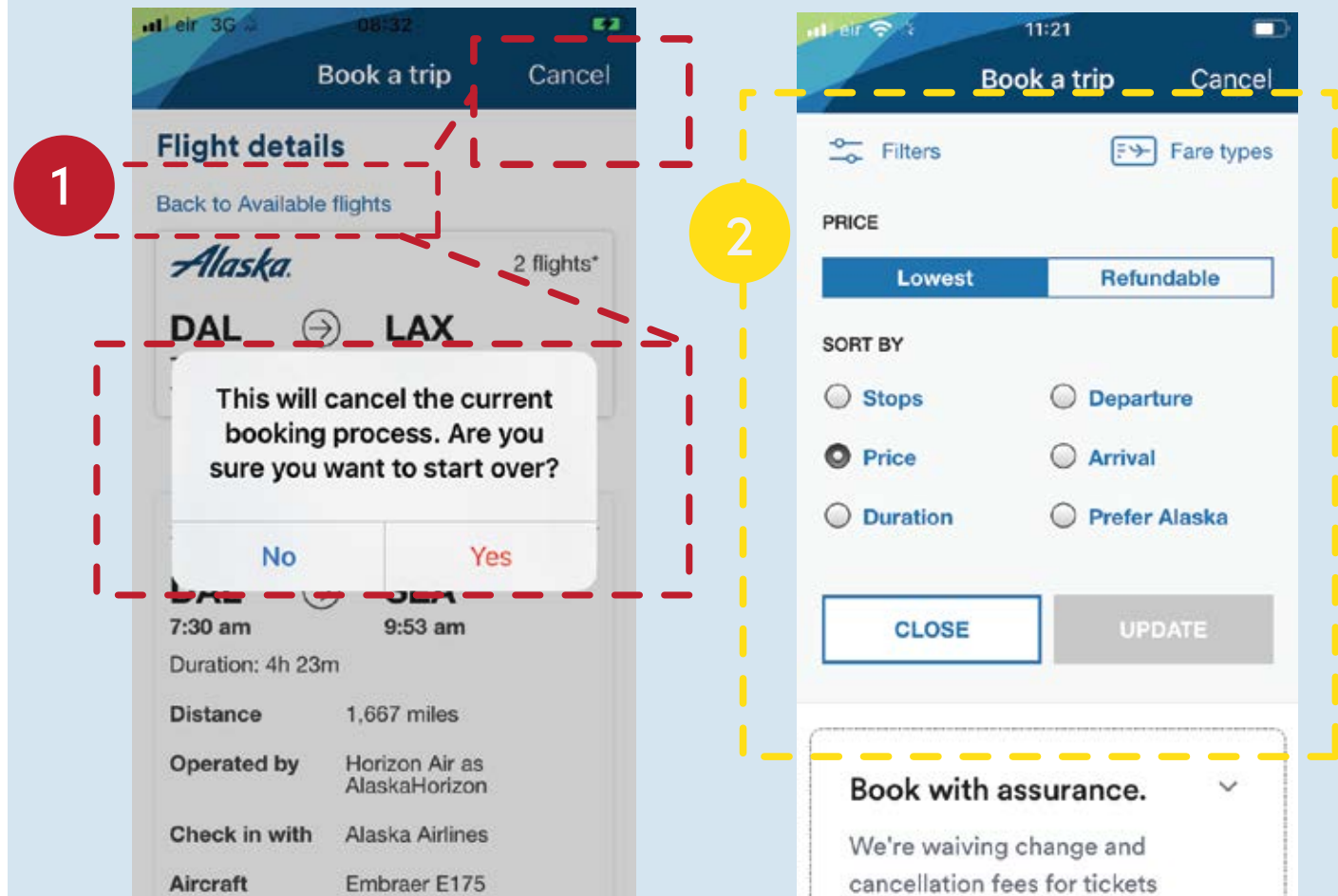
Flight Search

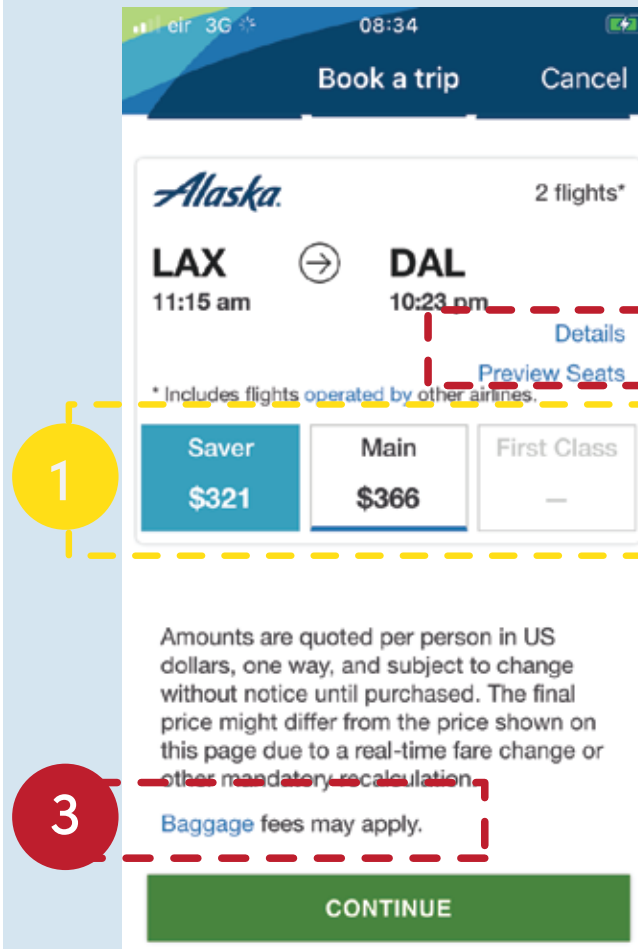**1** My selected flight is high-lighted in blue.

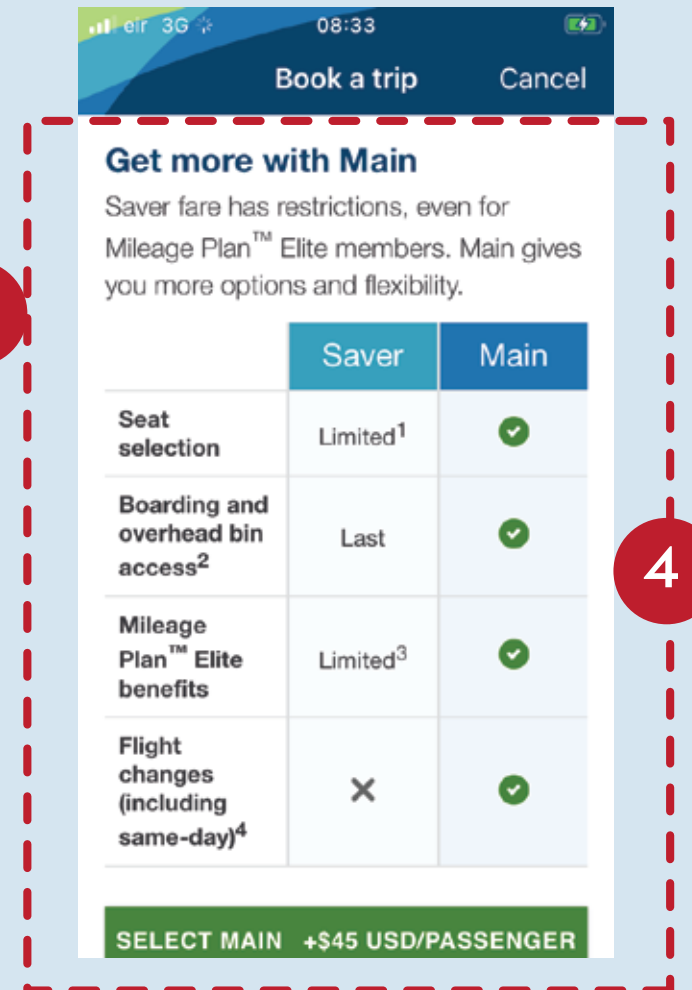**2** Space those buttons apart better.

3 This seems like a secret here after scrolling down so far.

4 After pressing with continue, I'm told about the restrictions with saver. If you think it's so bad, why sell it?

Flight Search

1 I have to scroll down to see the main CTA buttons. The most prominent is the upsell button, while it feels almost counter-intuitive to press 'Continue with Saver'.

2 This pop-up again.
Even if it has to be here - it should be a smaller button. Somehow it's big without being salient or making me want to push it.

Alaska®

Flight Search

1 Again, after selecting my return flight, there's an upselling pop-up. At the bottom of the screen is a big blue button to try and get me to upgrade. I have to scroll all the way down to see my **flight summary**.
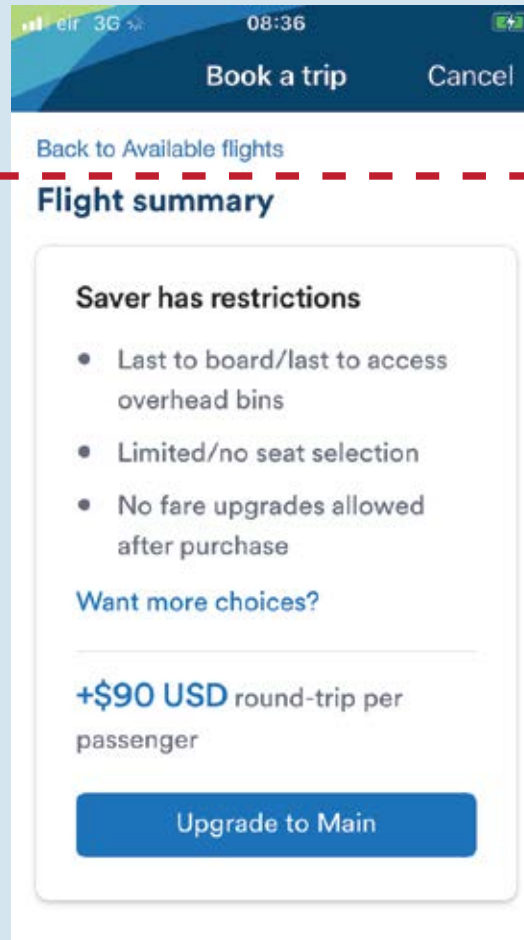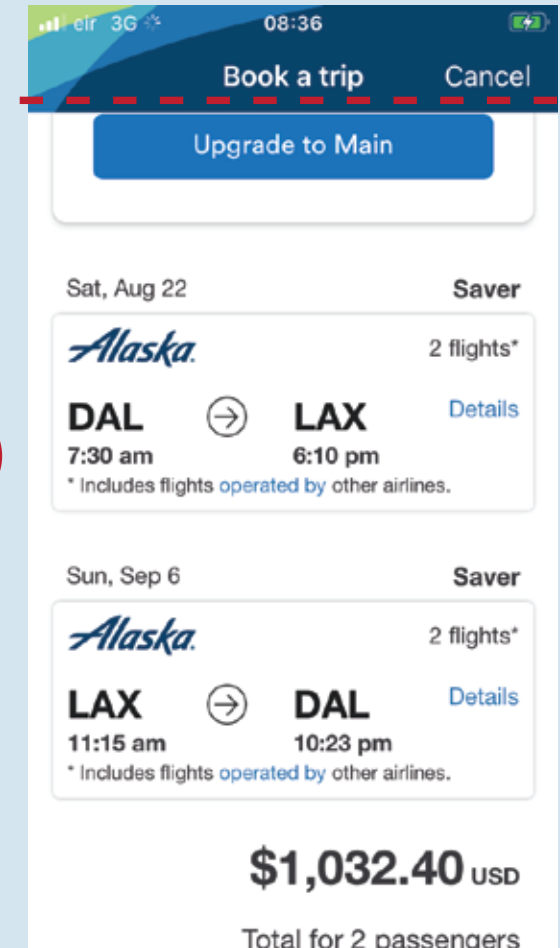
Flight Search

1 This a good layout of links to the different info needed before confirming booking. Just a pity I had to scroll so far to see it.

2 I have to **scroll** so far to see the **checkout** button.
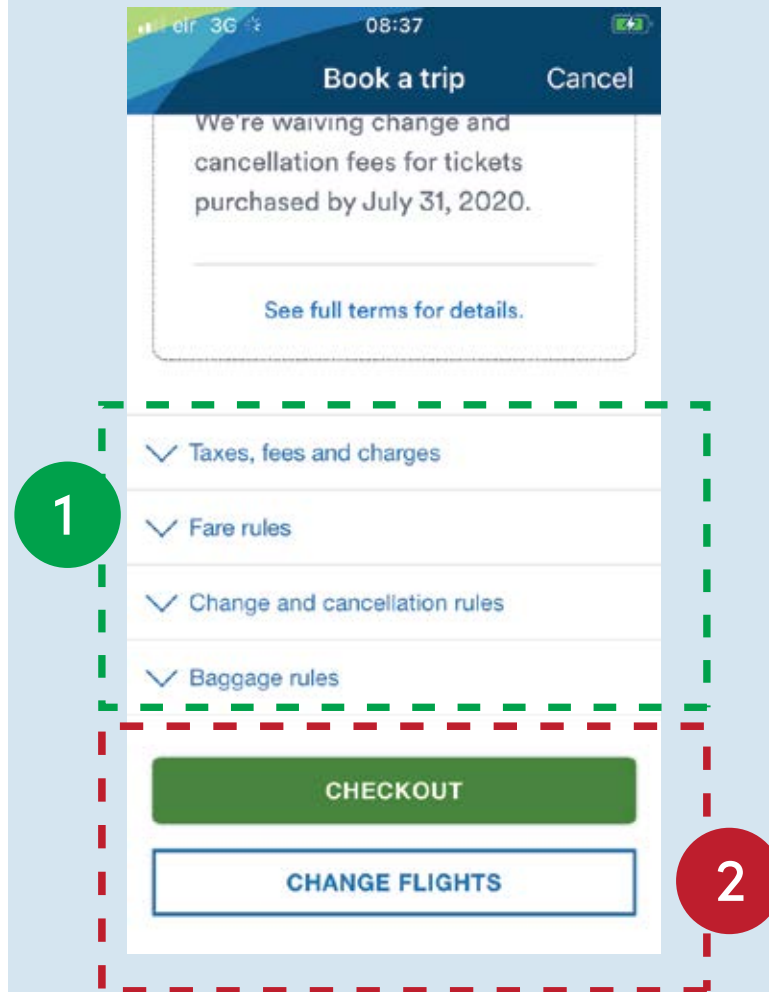
Passenger Details

1 I like how the "**Sign in**" is at this point and not before - with a clear option to "sign in" or "continue as guest".

2 The "Legal" mention here, the inconsistent capitalisation, the explanation of Middle name....it just seems a little clunky.

3 Overall the text on the form instructions is a bit small.

![Alaska Airlines logo]

Passenger Details

1 What?? Is this necessary?

2 Standard form for putting in DOB - clearly stately month first, day and year format.

Passenger Details

1 Useful to see how this forms are operated in apps - with the **keypads pop-ups** for inputting numbers and the scroll through of countries for **country codes**.

Passenger Details

1 Again, there's nothing special about this - but just to see how this form is done - with email and confirm email with option to send receipt to email.

![Alaska logo]

Passenger Details

1 Simple Passenger Summary with opportunity to edit if needed.

2 This seems like an unnecessary line here. Either have a suffix if necessary or just leave it out. Takes up space.

3 Option to select seats here or "Continue with Payment"

easyJet

Landing Page

1 Really nice **intro animation** to landing page where I'm greeted with a **very appealing UI**

2 Burger menu available for less important functions of app.

3 Clear link to **Covid-19** related travel info.

4 Really clear & well designed CTA for **primary functions** of app.

5 **"Settings & More"** easily neatly stored and easy to navigate back to landing page.

easyJet

We're here to help
COVID-19 Help Hub
More information...

BOOK TRIP

MY TRIPS

FLIGHT TRACKER

BOARDING PASSES

CAR RENTAL

INSURANCE

HOLIDAYS

HOME   Settings & More

Sign in

Communication Settings

Currency   Default

Version info   3.35.2 - 3

Help & Assistance

Special Assistance

Cabin Bag Sizer

Bistro & Boutique

Buy Before You Fly

easyJet Traveller

Hotels
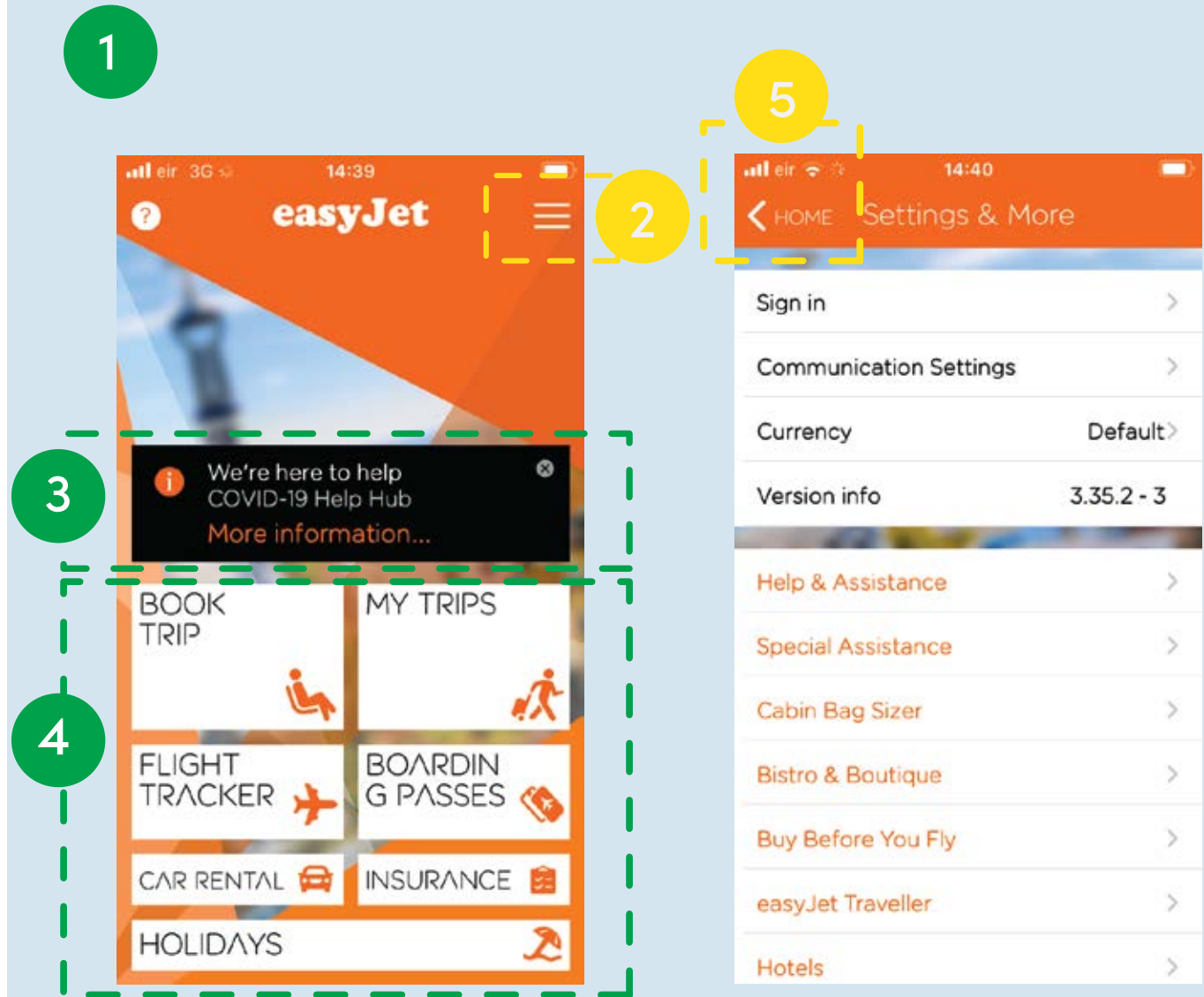
easyJet

Landing Page

1 Very clear links to access information concerning **Covid-19 travel disruption** depending on your situation.

2 Easy and clear where to press to navigate back to Landing Page.
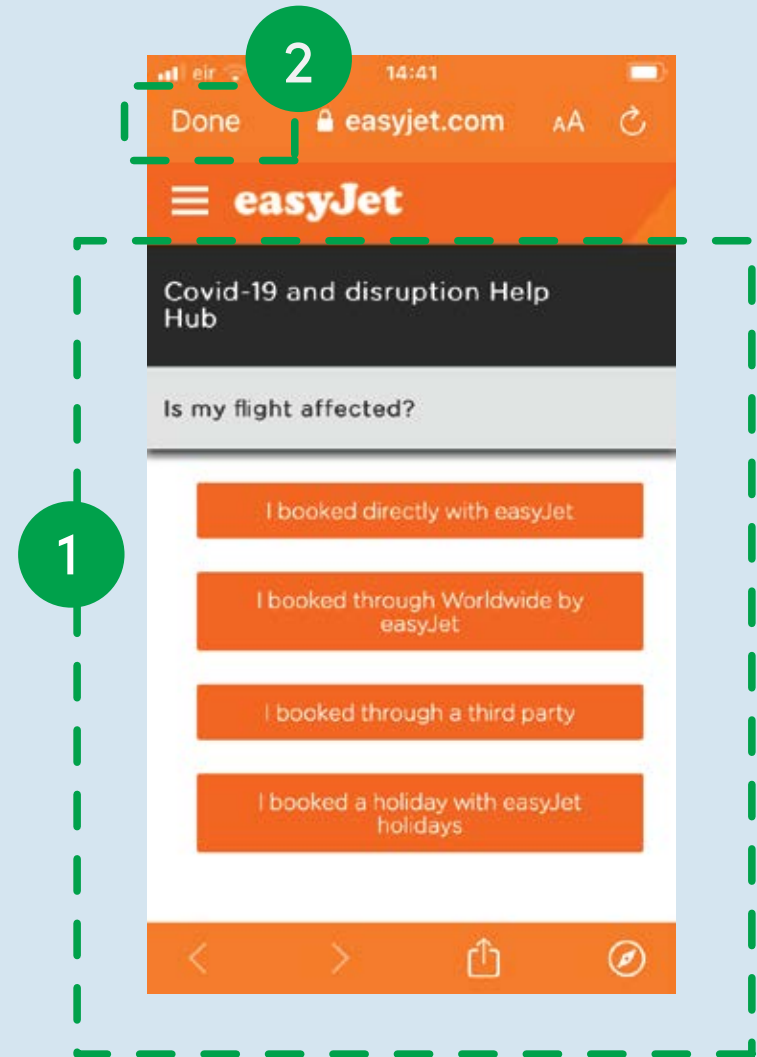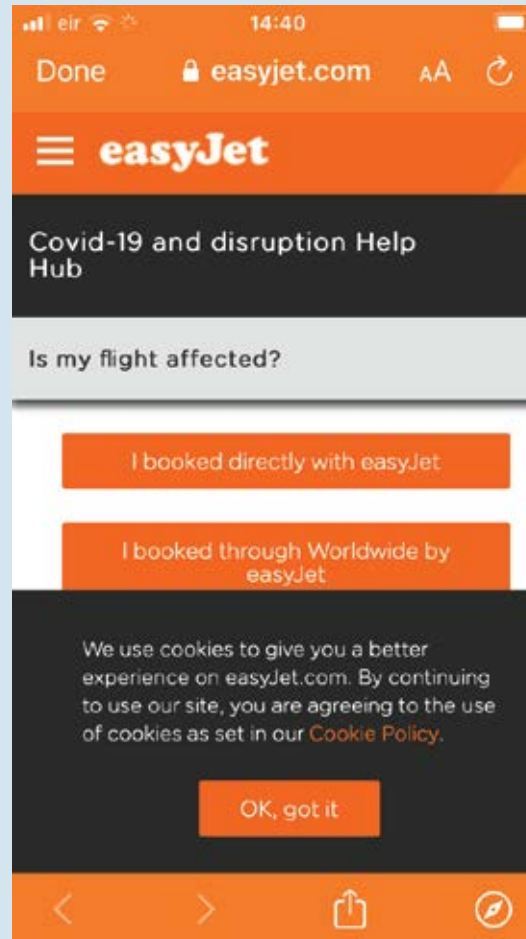
easyJet

Flight Search

1 Really nice clear layout to search flights.

2 I feel like these are unnecessary **'show-off' functions** - booking through speaking doesn't really work & 'Look & Book' is a really strange feature - where you can upload a random picture and it can analyse the location, so you can book a flight there. Kind of impressive & weird & why would anyone use it?

3 Trying to book a flight by speaking to an app is a really painful process and I really can't imagine why anyone would do it. It just didn't work and it just sent me in circles.
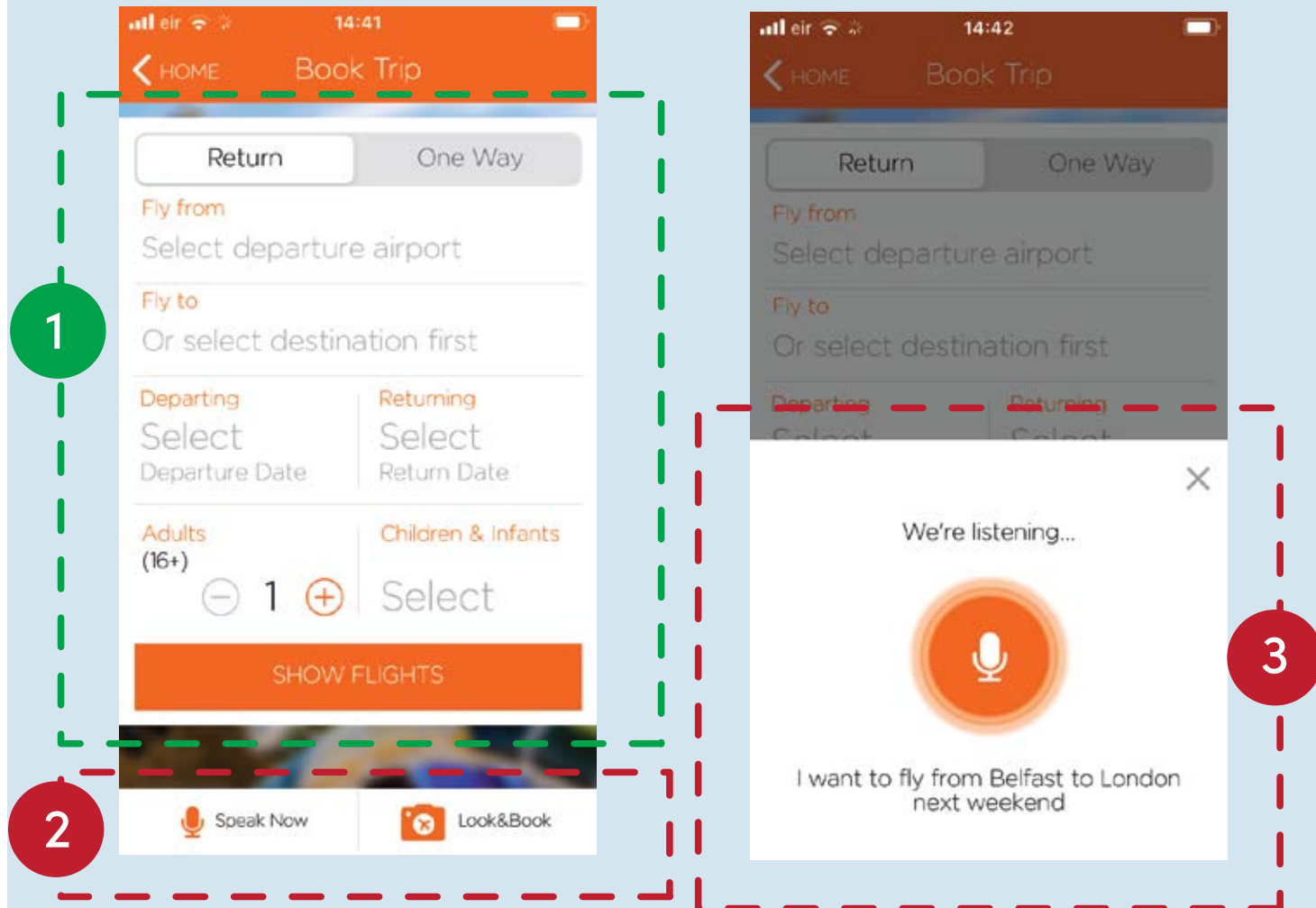
easyJet

Flight Search

1 Useful that there is a list of **suggested airports** depending on my location.

2 Also useful to have the option of **"All Airports"** in London.
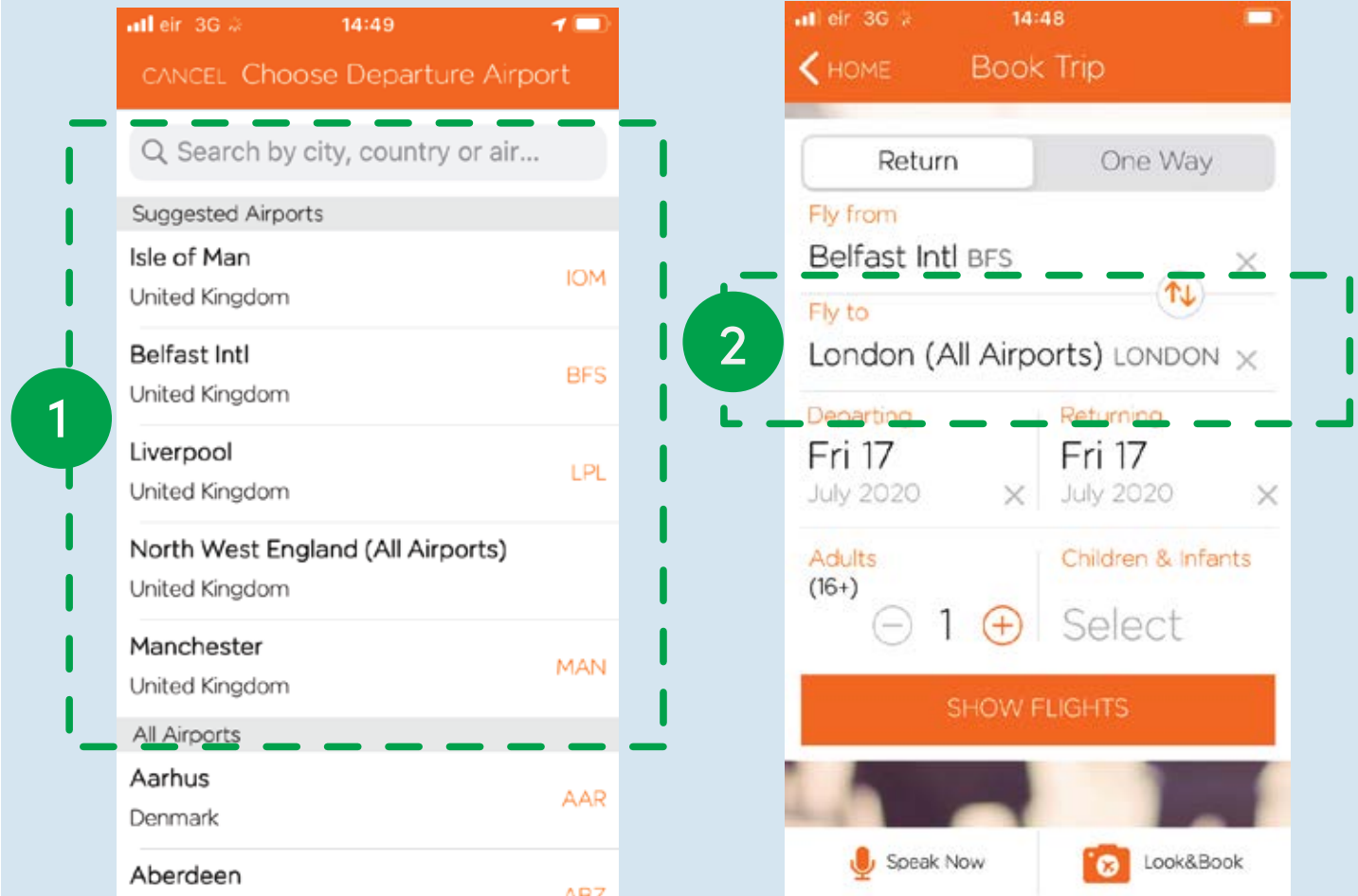
easyJet

Flight Search

1 Very nice **calendar layout**: all on one screen; you can scroll up and down on screen to find dates; very easy to use.

2 I like how it says it's a **"2 day trip"** - extra clarity is always good.

3 Clear, bright **CTA** when finished with clear option to "Clear" and start again.

4 When I scroll down the screen before pressing "Show Flights", I notice this button - obviously less enticing to push & a little confusing....
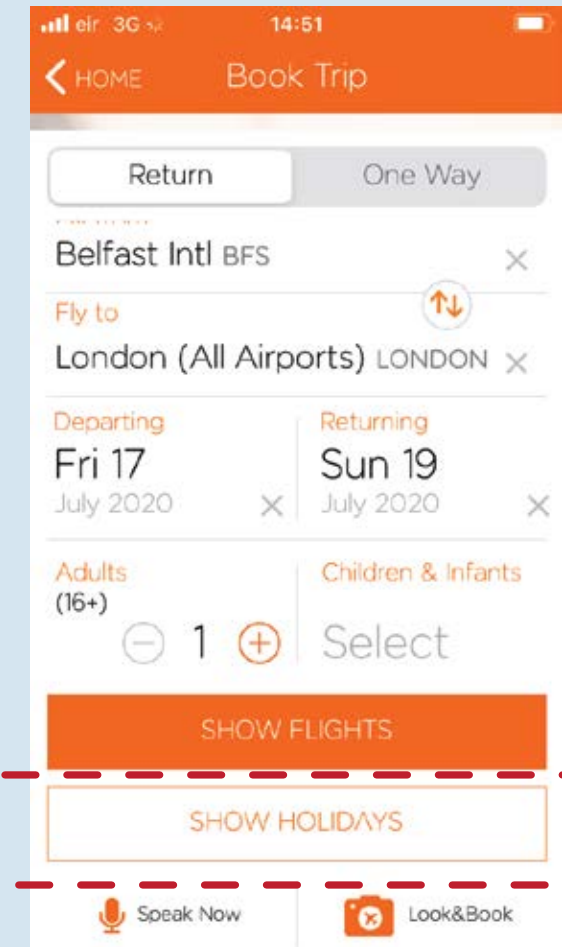
easyJet

Flight Search

1 After pressing "Show Holidays" (out of curiosity), it is confusing because it looks like I have to do my search again? Just finding a hotel for those dates would make sense, but having to choose dates again is really confusing. It this meant to be a different trip?

2 Then, when I try to choose the same dates as before - there's nothing available. So what's the point?

I press "Done" and navigate back to previous page and press "Show Flights".
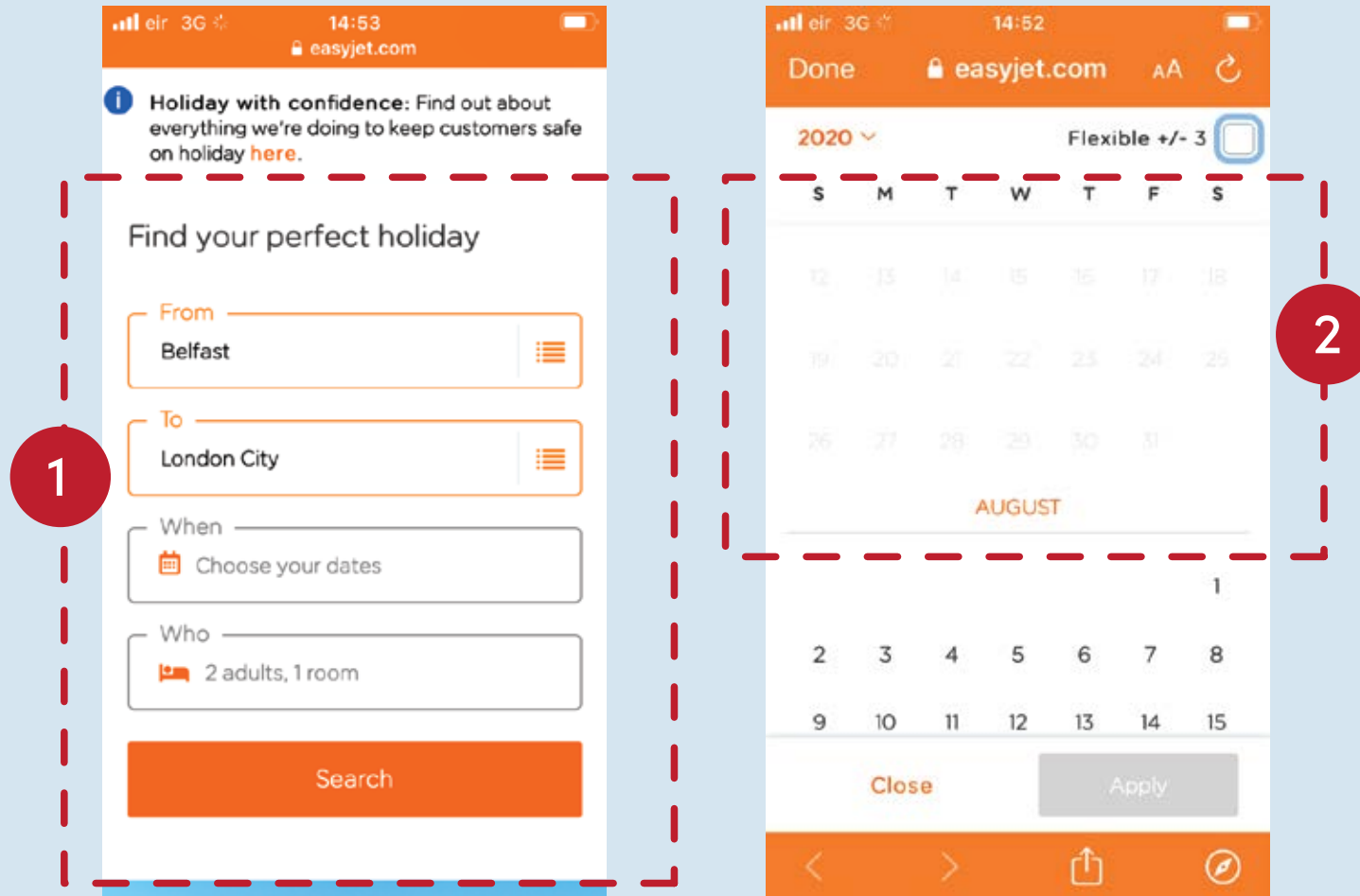
easyJet

Flight Search

1 Clear icon to change currency.

2 I can see lowest available flights on surrounding days.

3 Flight info laid out very clearly. I can scroll up and down to see the other options that day. !!There's no 'filter' feature - but doesn't seem necessary.

4 Links to "Fees & Charges" and explaination of "FLEXI"

5 Why is the euro sign so far down? If you can tell my location & analyse photos, surely you could have euros higher for me here?
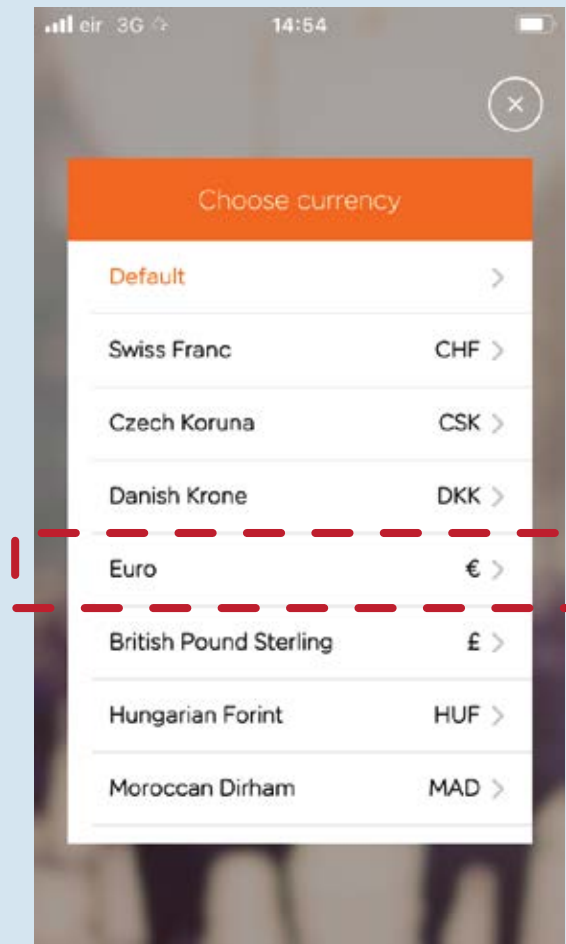
easyJet

Flight Search

1 Flight prices are now all in euros

2 The language "Going Out" & "Coming Back" is used instead of "Outbound" & "Inbound", which if friendlier and warmer.

3 Again, for the return flight options are very clearly laid out and I can scroll up and down to see what's available on the same day and scroll left or right to see surrounding days.
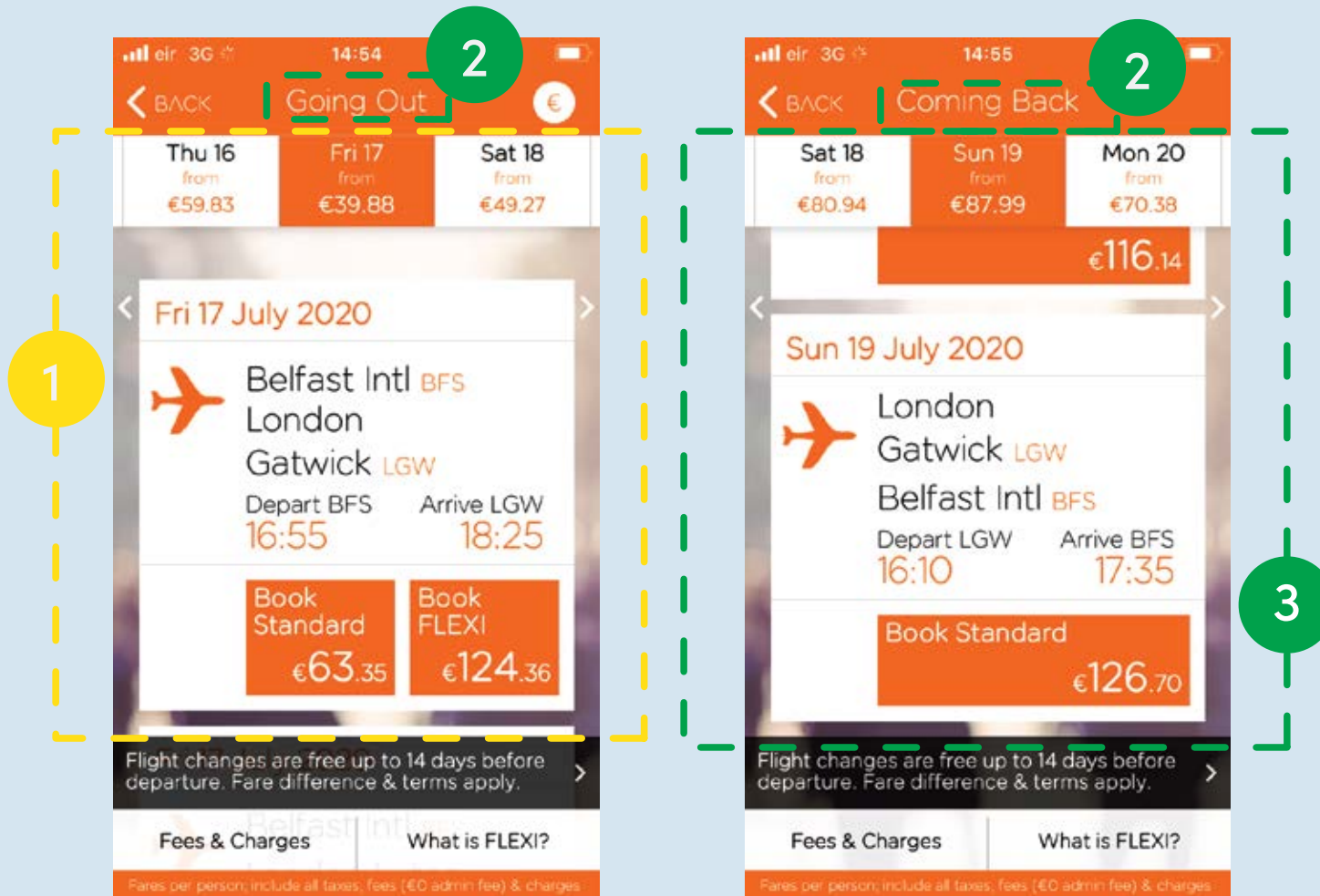
easyJet

Flight Search

1 Link here to information about hand luggage allowances.

2 Hold luggage options are clearly illustrated.

3 I scroll down to see my flight summary - this isn't irratating here - just feels expected. Info is nice and clear.
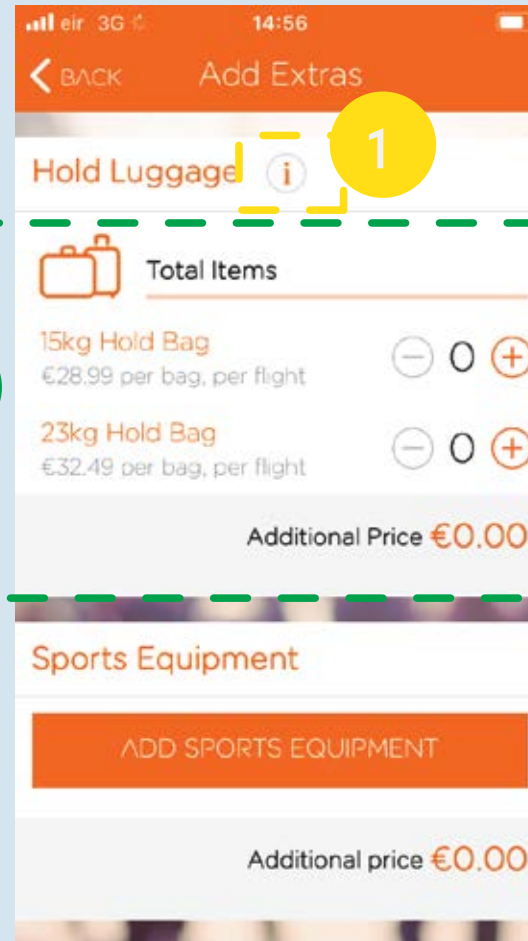
easyJet

Flight Search

1 I continue scrolling to see my return flight summary & fare total.

2 Clear **CTA** at the end to continue to "Passenger Details"
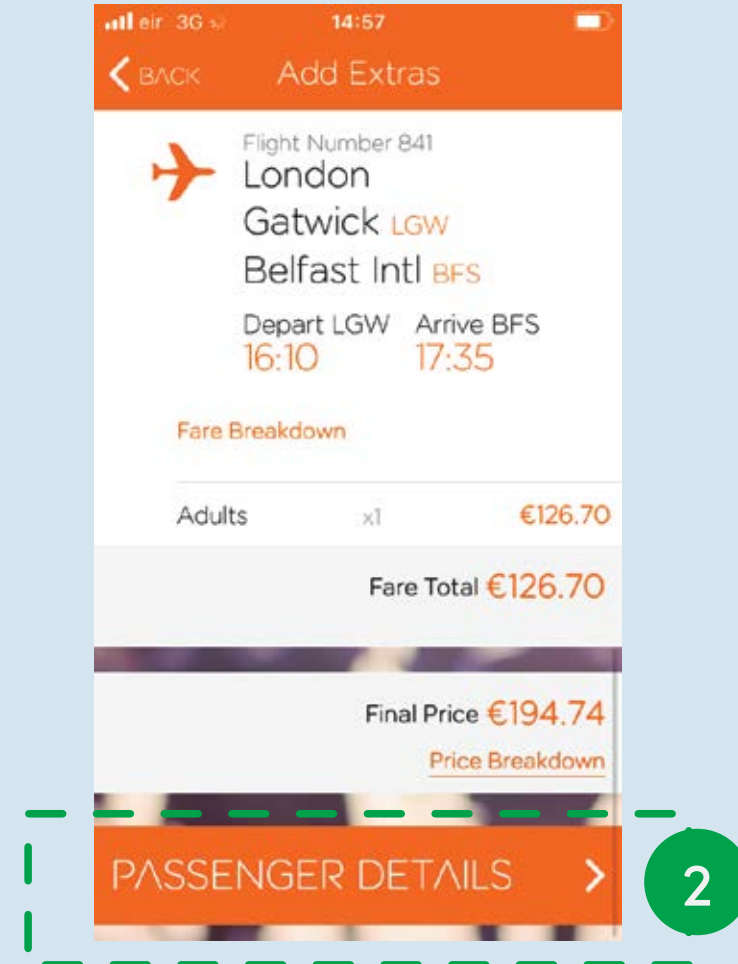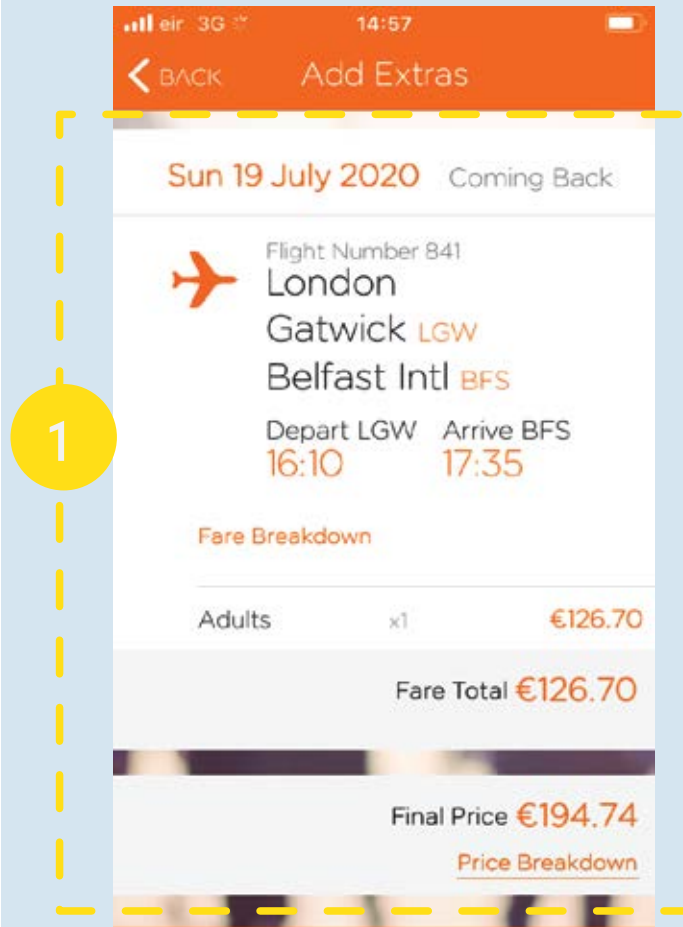
easyJet

Passenger Details

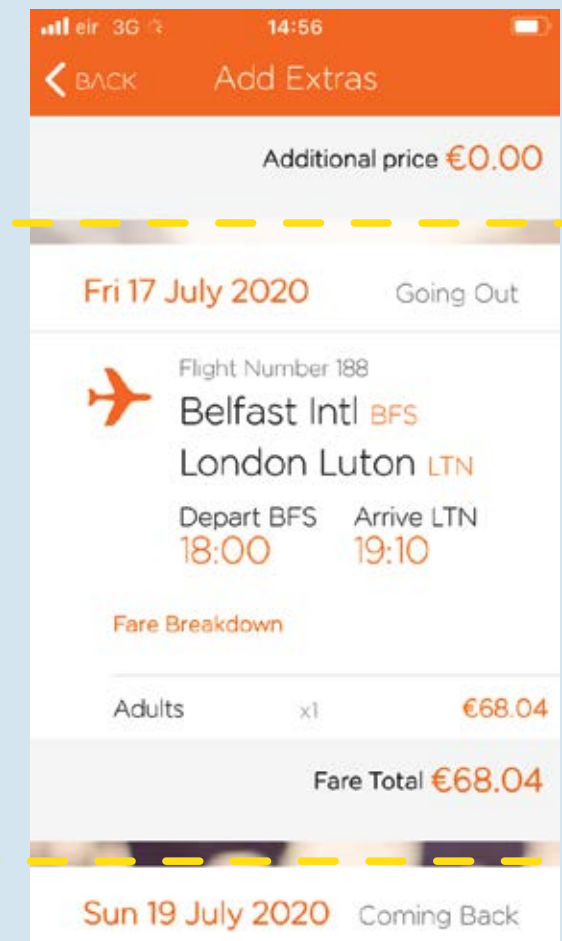**1** While different pages are loading, the screen has a really nice image (I think relevant to where you are going) with text of "Loading...", so you know it's doing something.

2 Clear UI for "Passenger Details", with option for "Sign in". You're not asked for lots of information at once, so you're not overwhelmed with text.

3 Clear, salient CTA.

1

2

3
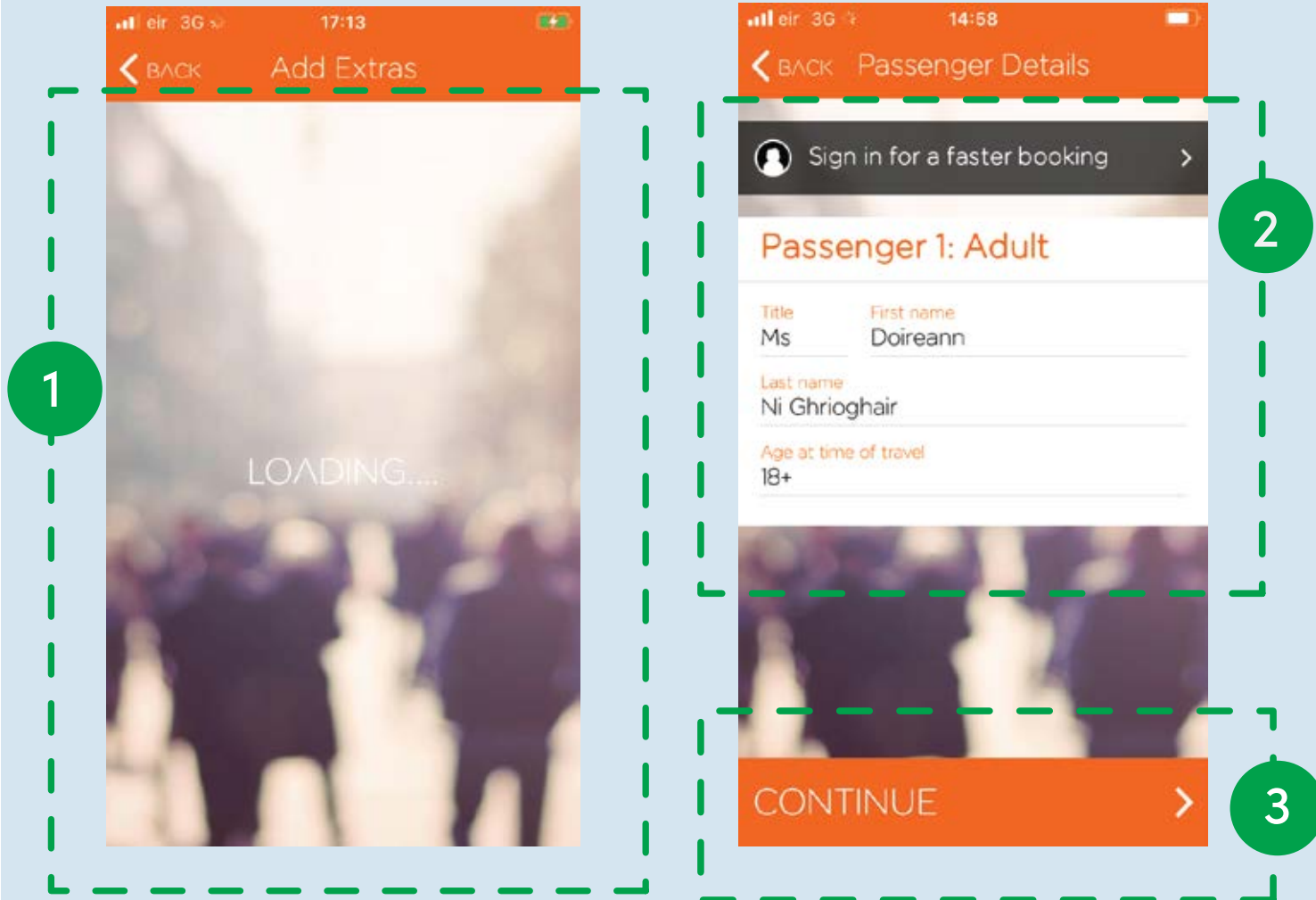
easyJet

Passenger Details

1 Nice clear pop-ups to select "Title" and "Age at time of travel".
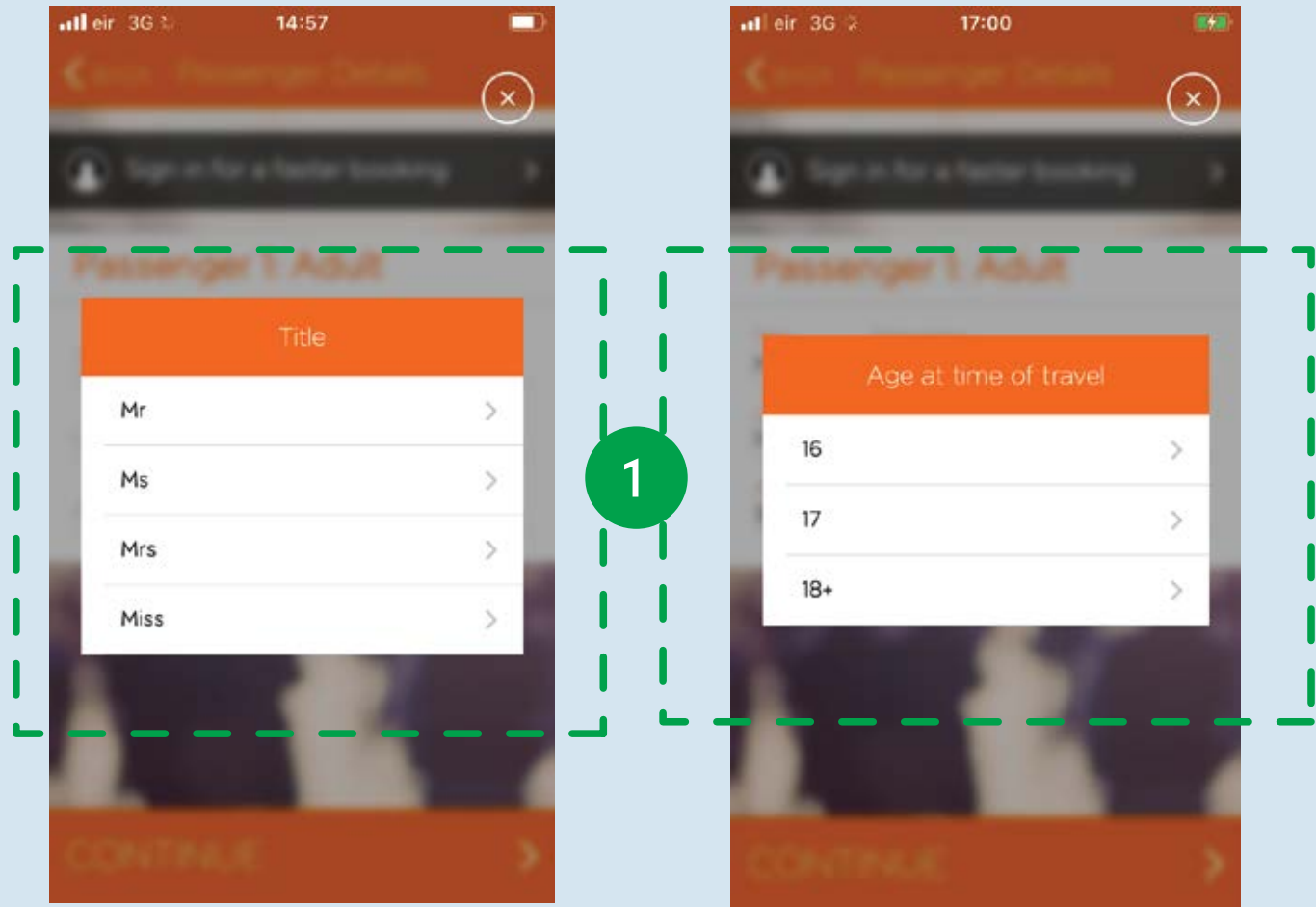
easyJet

Passenger Details

1 Clear options to select seats.

2 Scrolling down, there is an upsell here of car rental.

3 Clear CTA to skip the extras.
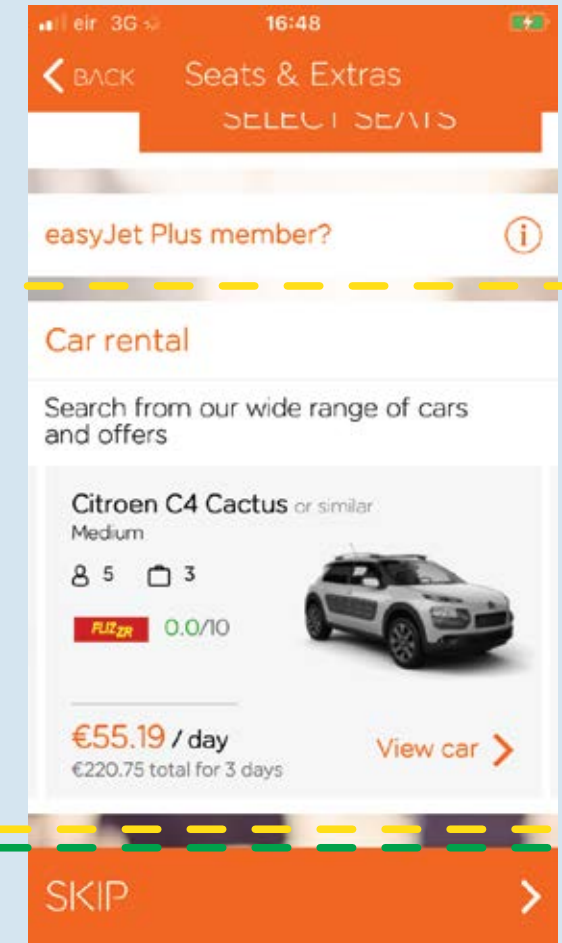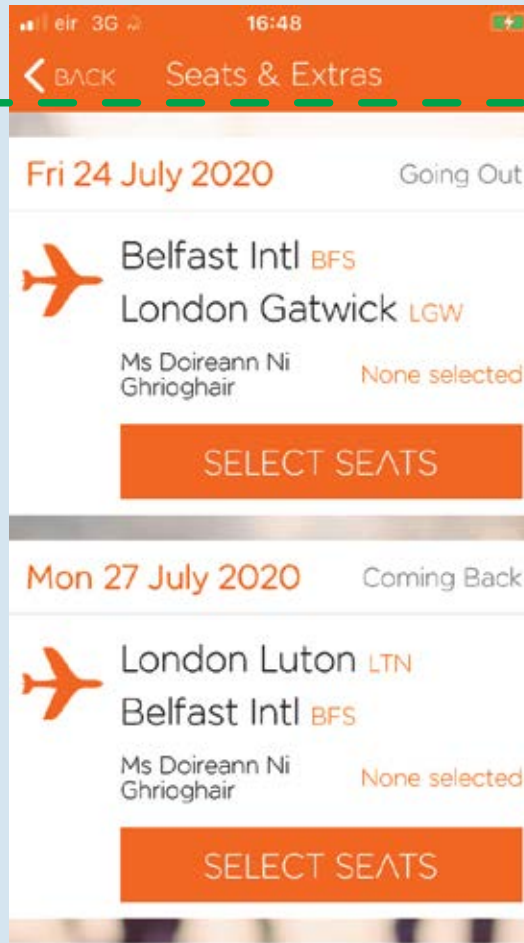
easyJet

Passenger Details

1 I'm not a fan of upselling on flight booking, but objectively, this is done well. The image is warm & comfortable looking & it's hard not not select seats here.

2 I really don't like when there's no option to "Continue as guest".
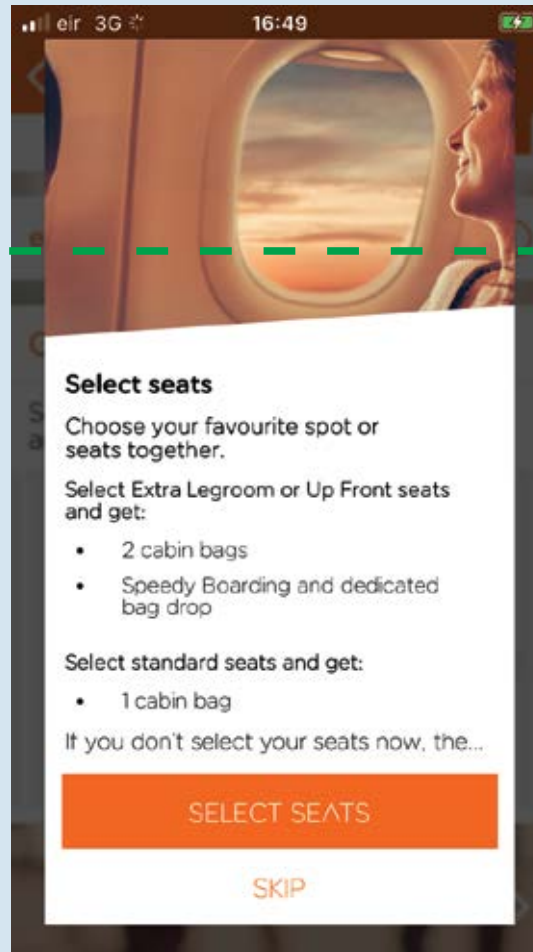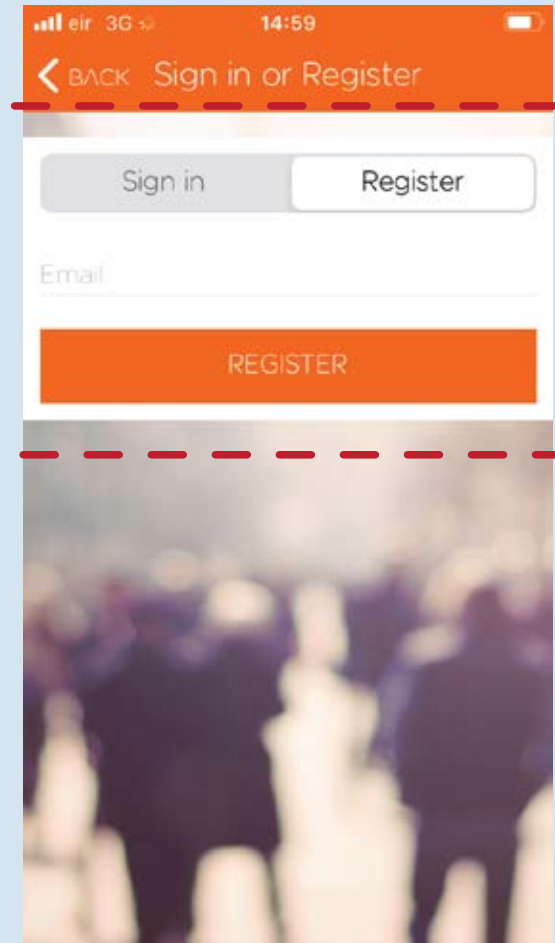
easyJet

Passenger Details

1 This was a major pain point, as I had to reset my password, etc. What a pain! Also, why now? Why not back before you asked for any personal details?

2 The only useful thing about the pain of signing in, etc. is that my contact details are already there.

3 Again, I have not option here. An error message comes up if I don't select one. I feel annoyed now.

4 Clear CTA to continue to payment.
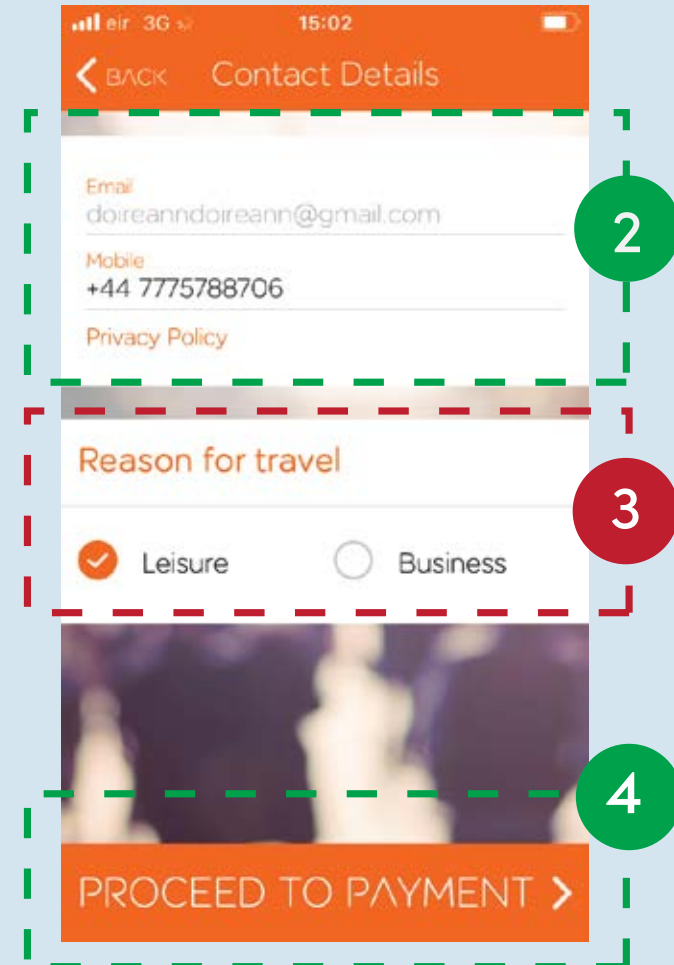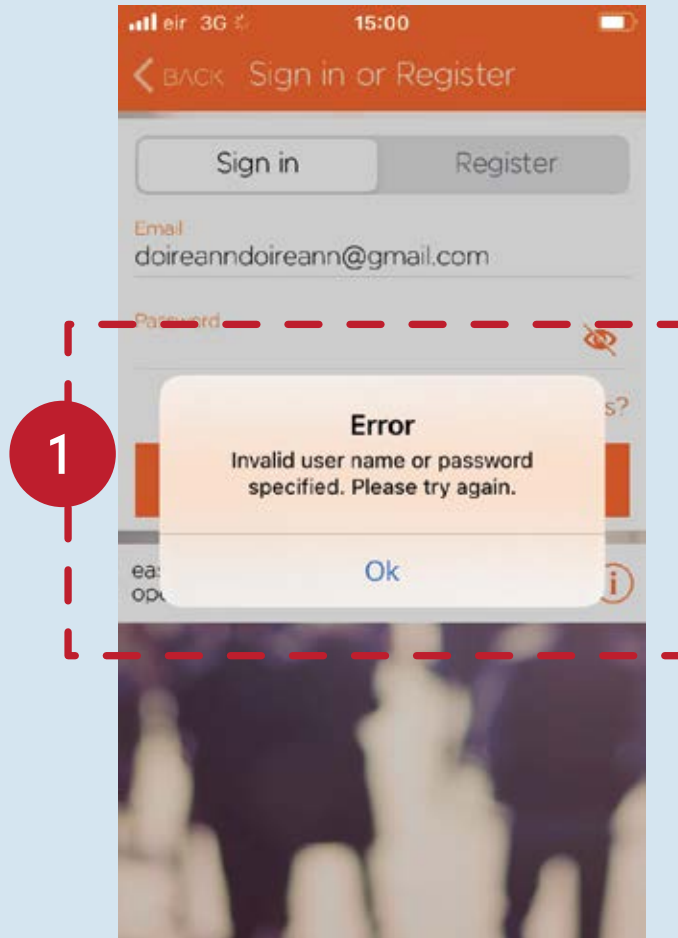
Landing Page

1 Link to Covid-19 response on top of page.

2 The search option is most prominent CTA on page. "Where are you going?" is more engaging than "Search".

3 Nice slogan for to promote 'stay-cationing' this summer.

4 While, you can scroll across & down to see 'experiences', etc - on the landing page, this image is a bit underwhelming. It's unclear what's happening. A zoom class? Nothing that entices travel or grabs attention.

5 Navigation bar at bottom of screen for secondary functions.

6 Screen after pressing link to Covid-19 resources.

1 Get the latest on our COVID-19 response

2 Where are you going?

3 You don't need to go far to find what matters.

5 Explore | Saved | Trips | Inbox | Profile

Done | airbnb.ie

Resource Centre | Menu

Try "create a great listing"

6 COVID-19 resources

Get updates on everything we're doing to help you navigate hosting and traveling right now

For hosts | For travellers
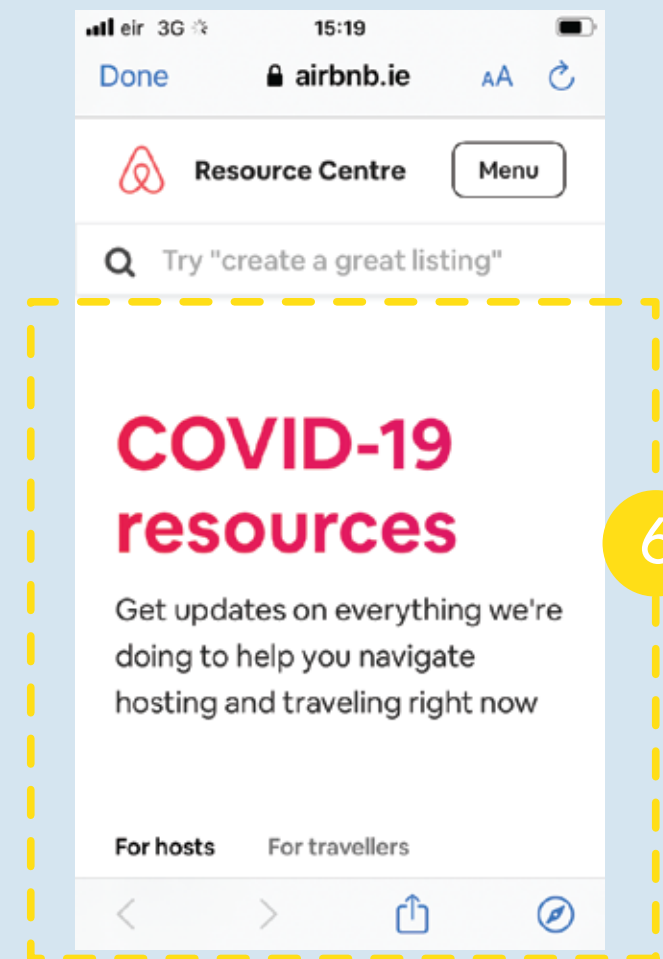
Landing Page

1 If you don't already have an account, you're given the option of entering your phone number. It already displays the country code for Ireland and it's simple to input and there's a clear CTA.

2 If entering a phone number doesn't suit, there is a small 'or' at the bottom of the page to indicate to scroll down for alternative methods of creating an account.

3 After scrolling down, I can see different options for registering or logging in if I already have an account.

Screen 1

×

Welcome to Airbnb

Country/Region
Ireland (+353)

Phone number

We'll call or text you to confirm your number. Standard message and data rates apply.

Continue

1

or

2

Screen 2

×

Phone number

We'll call or text you to confirm your number. Standard message and data rates apply.

Continue

or

 Continue with Apple

 Continue with Facebook

G Continue with Google

Already have an account? **Log in**

3

Personal Details

1 Overall this page is quite **colourless and drab**. Nothing fun about filling in a form at the best of times, but this makes it even more boring.

2 I do appreciate a clear **'Done'** CTA on these date select pop-ups. Works much better than a 'tick' like on the Turkish Airlines website.

3 Date select pop-up for **Date of Birth**.

Personal Details

1 Scrolling down, there is just so much text with such a **boring UI**, I just want to press 'Agree and continue' and get on with things.

2 But wait, if I did that without pressing this small colourless button at the bottom of the screen, I'd be signing up to **marketing messages**. Sneaky!

3 Again, the **lack of engaging UI** here, makes me just want to press 'Agree & join' without reading or engaging in this important statement.

1

.ul eir 3G ☀ 19:41

<

Email address
We'll email you a reservation confirmation

doireann.nighroighair@ucd.ie

By selecting Agree and continue below, I agree to Airbnb's **Terms of Service**, **Payments Terms of Service**, **Privacy Policy**, and **Nondiscrimination Policy**.

Agree and continue

Airbnb will send you members-only deals, inspiration, marketing emails, and push notifications. You can opt out of receiving these at any time in your account settings or directly from the marketing notification.

I don't want to receive marketing messages from Airbnb.   (×)   **2**

3

.ul eir 3G ☀ 19:41

Airbnb is a community where anyone can belong

To ensure this, we're asking you to commit to the following: **Airbnb Community Commitment** I agree to treat everyone in the Airbnb community – regardless of their race, religion, national origin, ethnicity, skin colour, disability, sex, gender identity, sexual orientation or age – with respect, and without judgement or bias. **Learn more**

Agree and join

Decline

![airbnb logo]

Personal Details

1 Although it seems disjointed from the previous screens, the screen in a lot more **engaging**, with a teal icon, bold text & more colourful CTA. Why couldn't the previous pages be like this?

2 I love these three animated dots consistent throughout the app while a page is loading. A nice indicator that something is about to happen.

Turn on notifications?

We can let you know when someone messages you, or notify you about other important account activity.

Yes, notify me

Skip

Q Where are you going?

• • •

Explore   Saved   Trips   Inbox   Profile
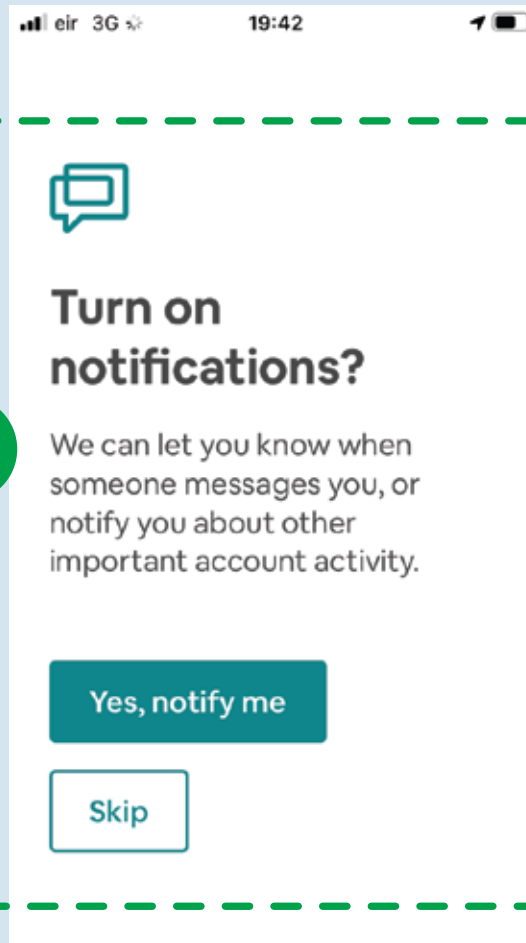
Search

1 Again, I like the more conversational '**Where are you going?**' instead of 'Search'.

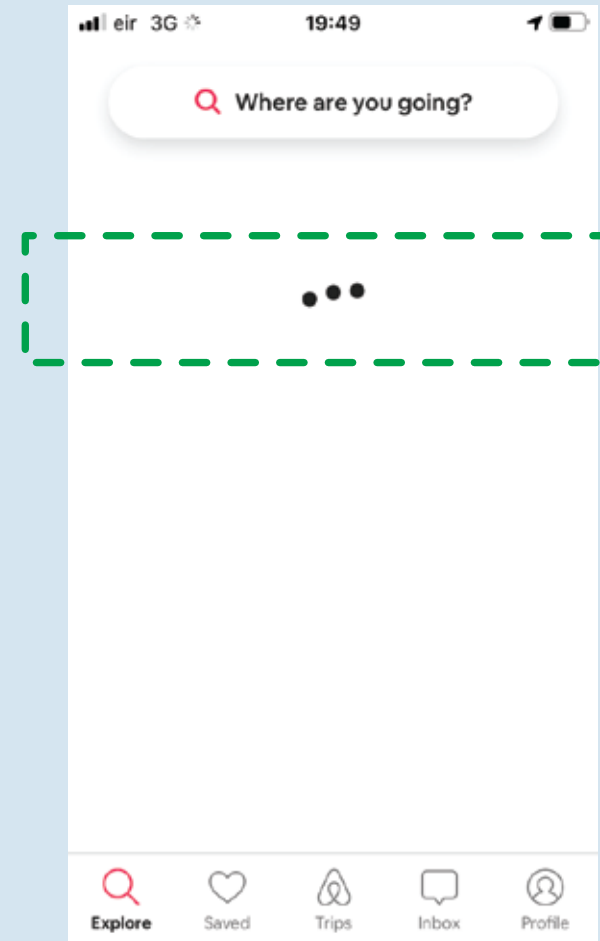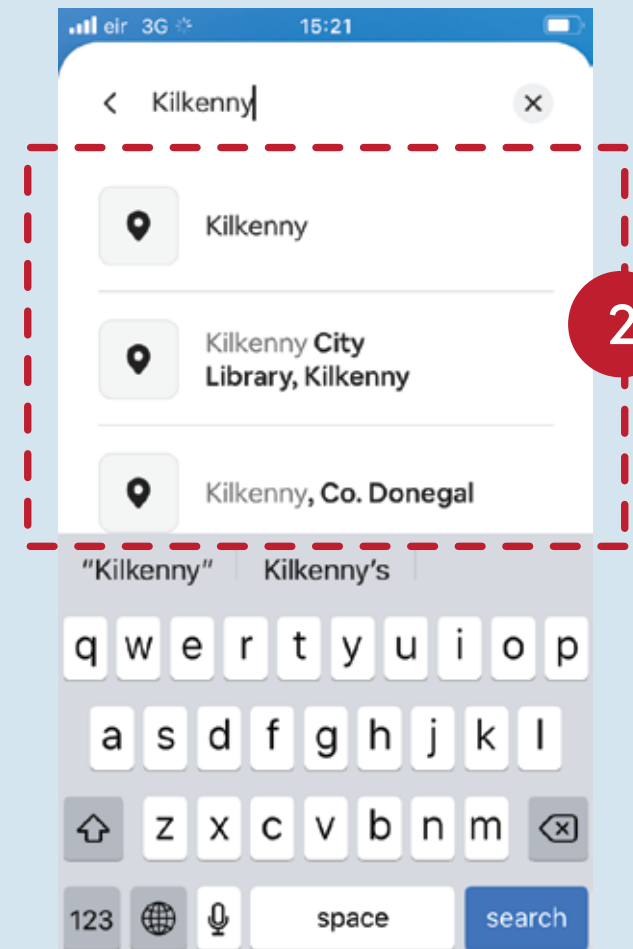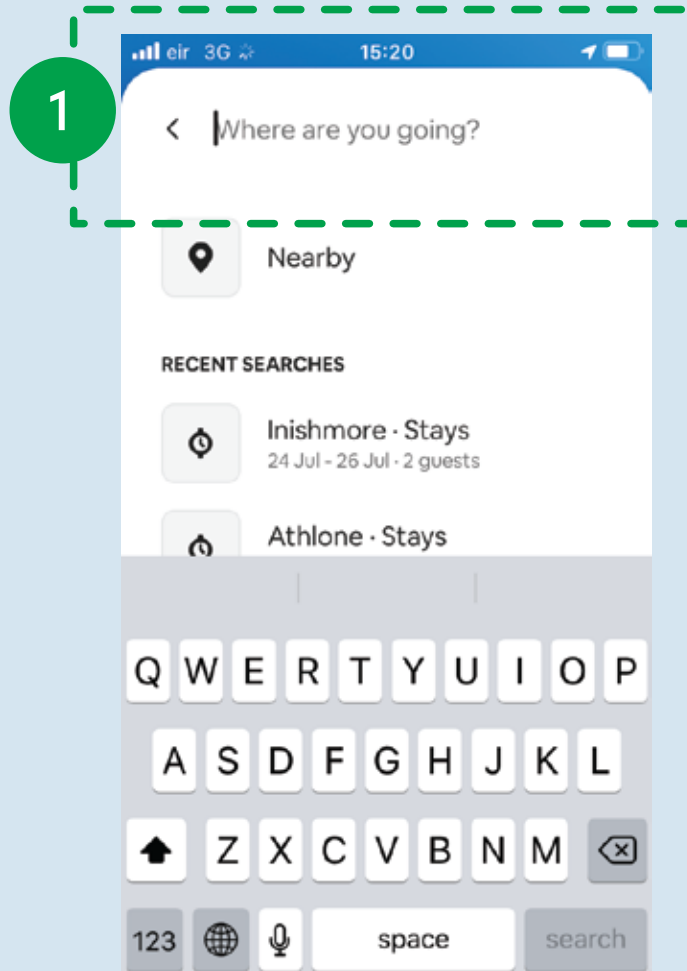**2** The search results always seem messy - people are more likely to be going to 'Kilkenny City' in Kilkenny for a weekend, so why the option for the 'City Library' or Kilkenny in Donegal? Also, is Kilkenny meant the county or the city? The lack of hierarchy here or standardised placesnames can be confusing.

Search

1 The conversational 'What are you looking for?' is more engaging than just a list of options or just a 'What?' Sounds almost like it will fulfil some existential need.
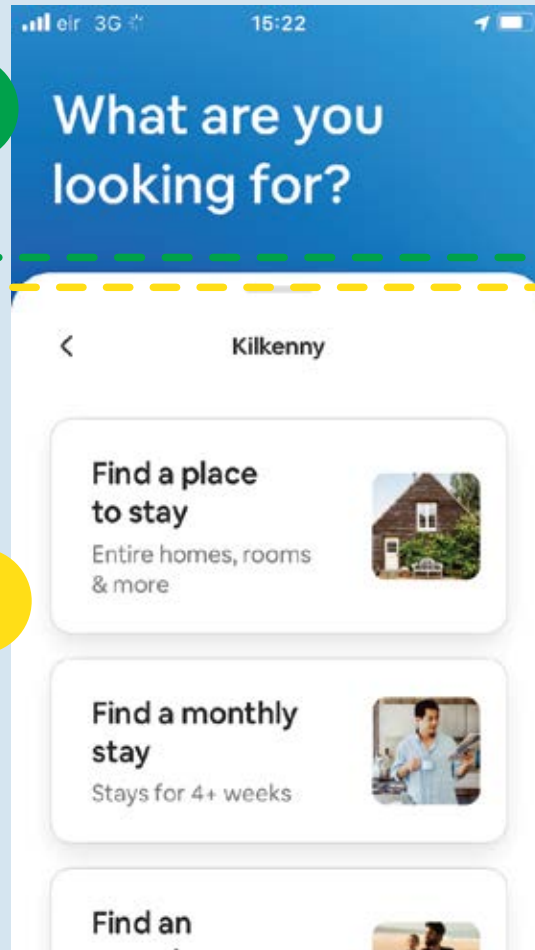
2 Easy navigation to scroll down and select butons for the different options available.

3 Clear and simple calendar to select dates, with bolder dates arrival & departure, options for flexible dates, clear CTA for continuing and obvious option to 'clear' and start again with the dates.
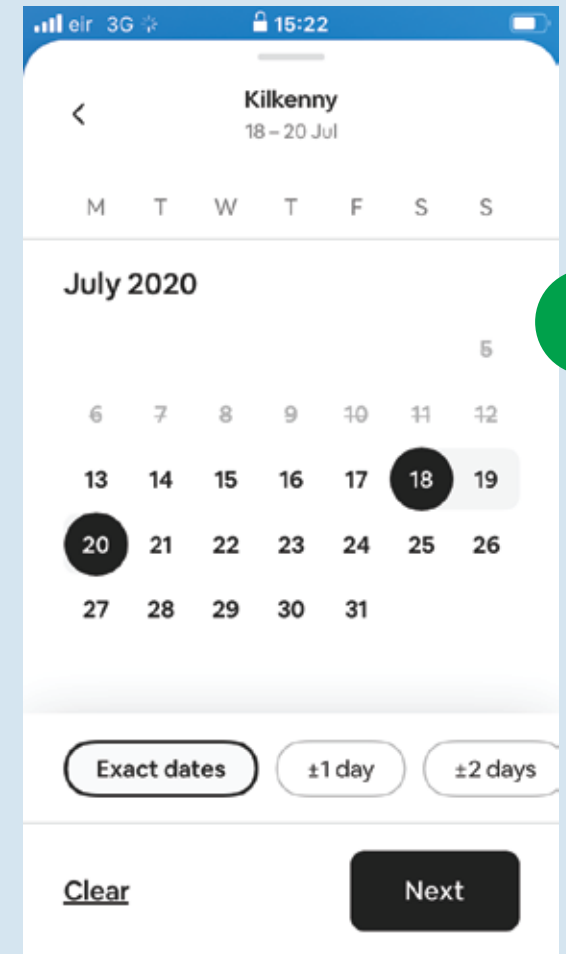
Search

1 Nice bright UI, with the conversational 'Who's coming?' and options for selecting, with nice, bright 'Search' CTA.

2 While, page to page here the UI is nice, there are some inconsistencies eg. why is the CTA pink here, but black on the previous page? Because we're finally finished entering in details? The last page would be nicer with a brighter CTA.

3 Again, I like the animated dots here while the results are loading.

Search

1 Icon to filter search if necessary.
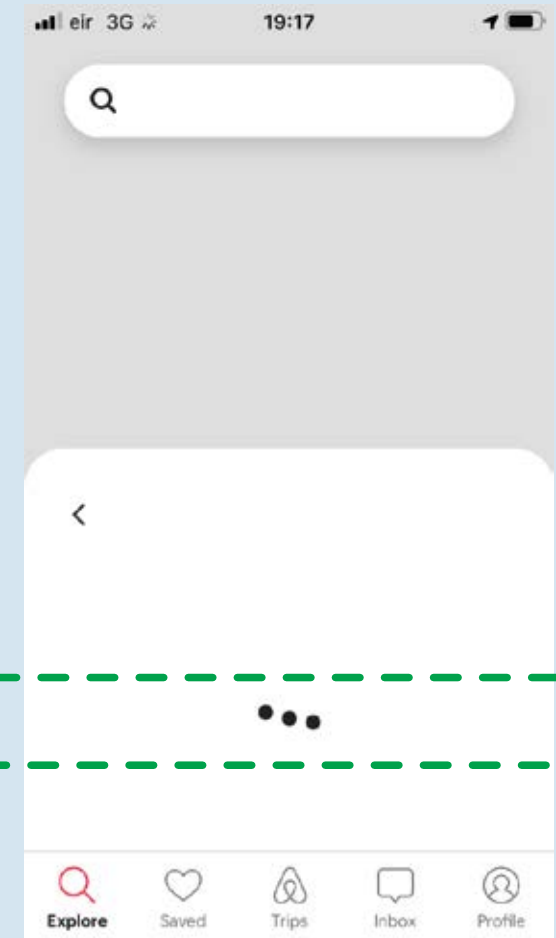
2 I like that there is a map available to figure out the location of the different options.

3 Salient notice and reminder of travel restrictions due to Covid-19.

4 Easy to scroll down and browse options with essential info ie. pictures and price.

5 The 'Map' icon is not as salient as it could be - should be a brighter colour.
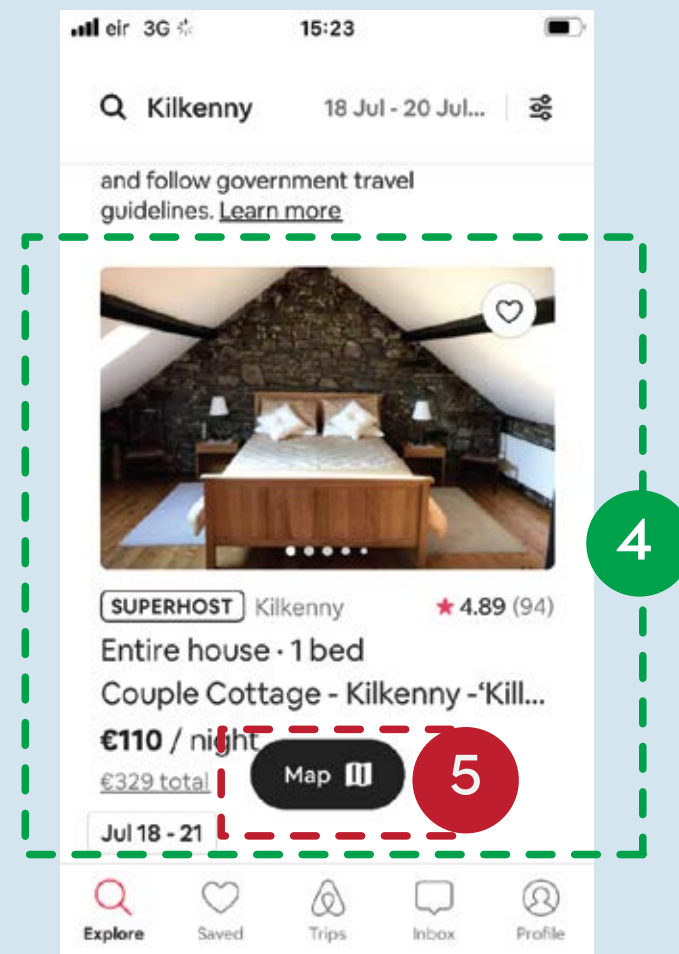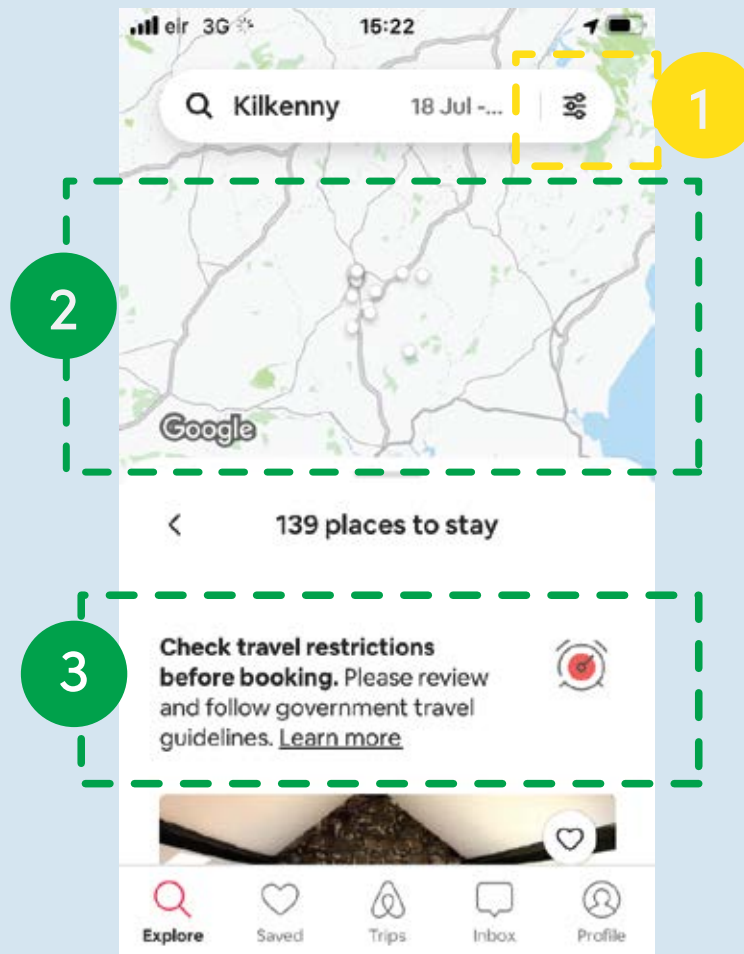
Search

1 The map option for searching properties is really effective.

I can see the different price options and their different locations.

When I select a price option on the map, it turns black and the selected property appears at the bottom of the screen.

I can also scroll along the properties on the bottom of the screen and it highlights the price/location on the map.

![airbnb logo]

Search

1 Again, the map format is really useful and I can find a property with a price and location that suits.
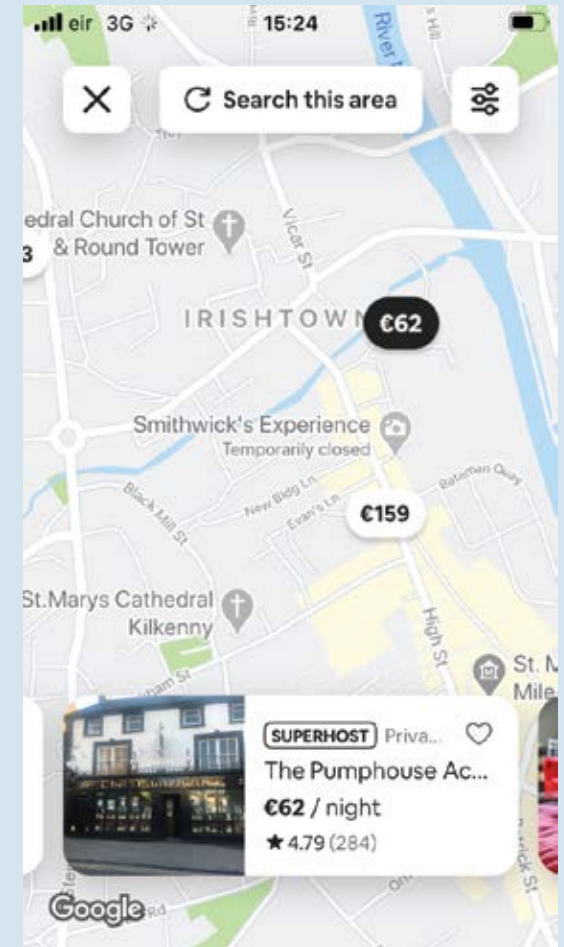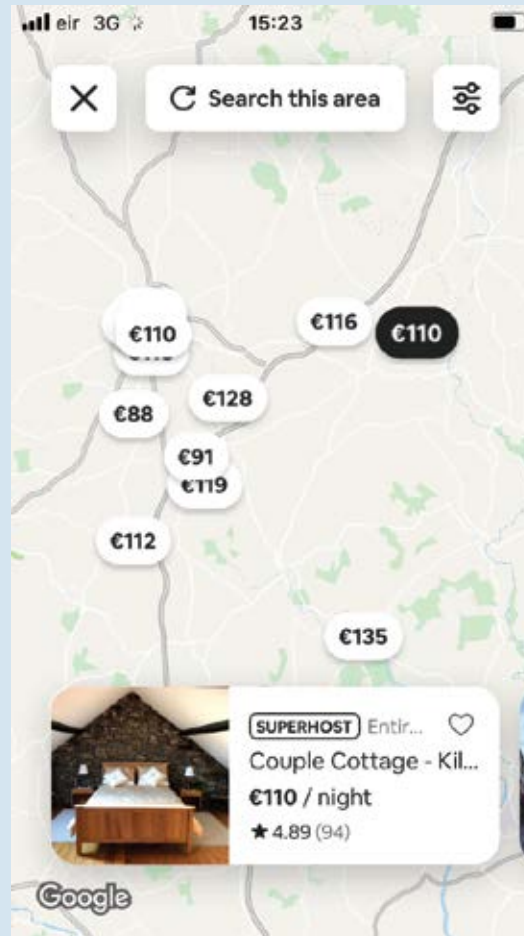
2 This is the page that appears once I select the desired property. I can scroll across the 6 images, I can press 'heart' to favourite it, I can send the details to my partner, I can scroll down to see more information.

3 The bottom toolbar with the price and the reserve button stays fixed while you scroll through the information.

Screen 1 (Map view)

Search this area

€77
€141
€66
€153
€62
Smithwick's Experience
Temporarily closed
€159
Kilk
Google
Ben

Entire flat
Relaxing City Locati...
€77 / night

Screen 2 (Property detail)

1/6

Relaxing City Location

Castlecomer Rd, County Kilkenny, Ireland

Entire flat hosted by Rhoda

2 guests · 1 bedroom · 1 bed
1 bathroom

€65 / night   Reserve
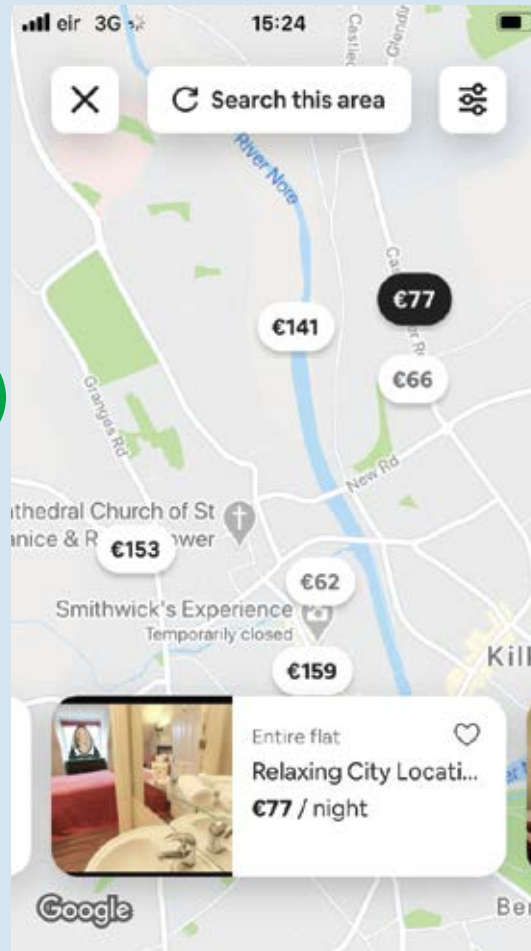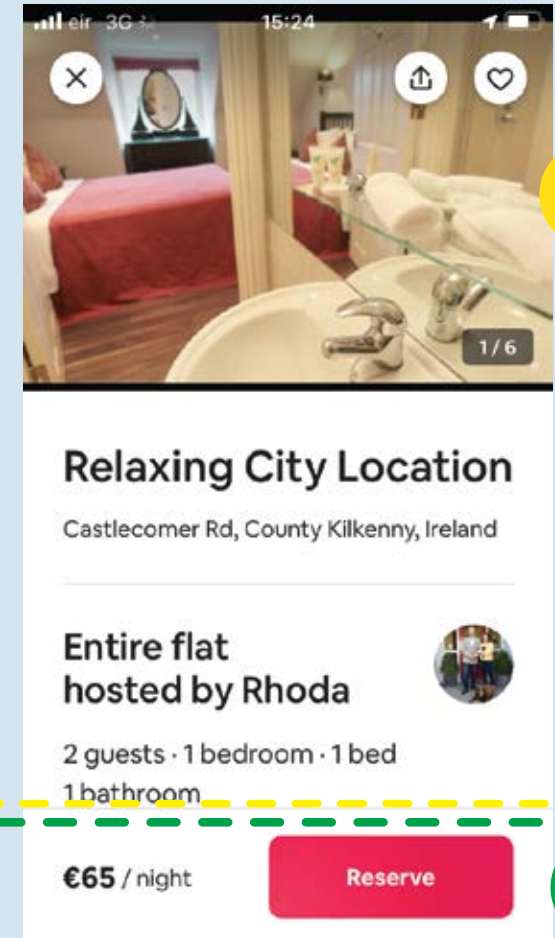
1 This is the screen that I see when I press reserve - essentially a summary of the dates & prices.

2 I only see the **"Service Fee"** now. Why can't that fee be factored into the nightly rate?

3 This seems like an unnecessary that takes up a lot of space. Everything could fit on the same screen perhaps without scrolling if it wasn't there.

4 This bright pink "Reserve" button stays fixed at the bottom of the page while scrolling and is a clear CTA.

Search

1 Having **'Step 1 of 3'** helps the user to anticipate how long the process will be.
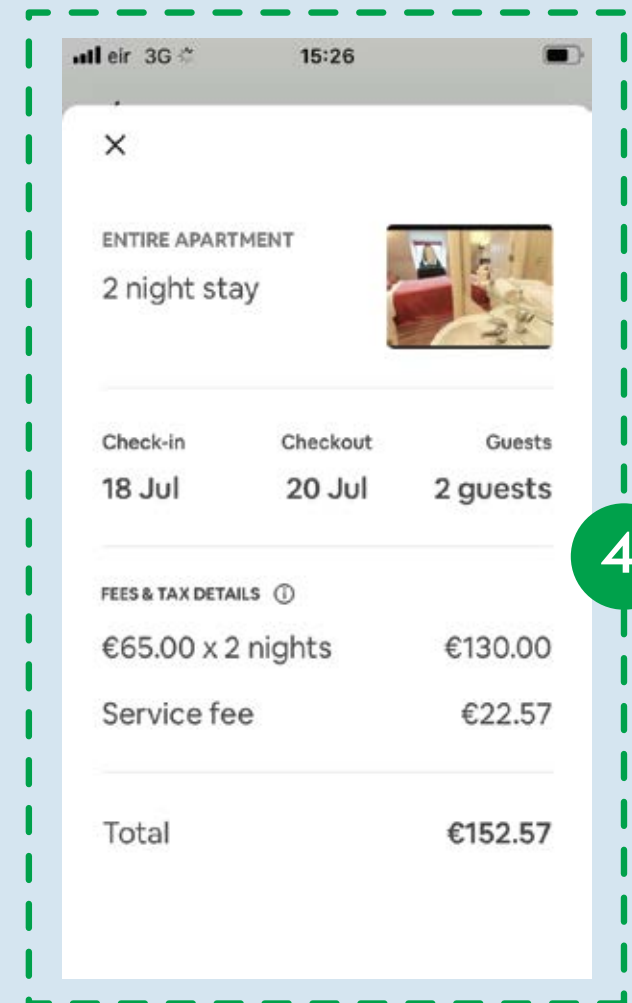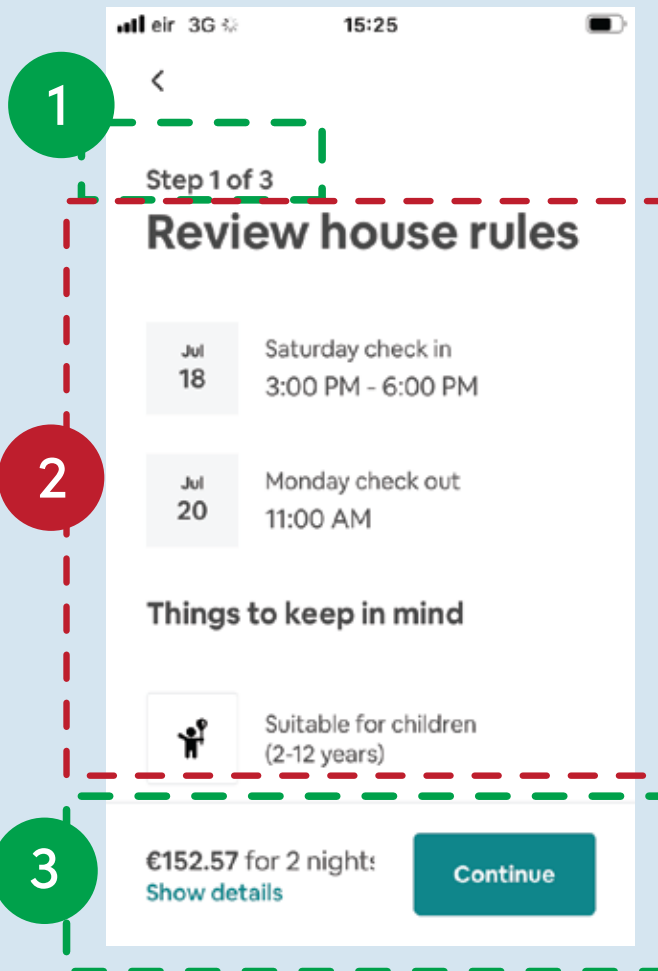
2 Overall, while this is important information, maybe it could be mentioned after the booking. I've just seen the house rules while selecting and I can check the check in details later.

3 There is a clear CTA to **"Continue"** at the bottom of the page.

4 After selecting **"Show Details"** on previous screen, I can see a very clearly laid out summary.

Search

1 At this point, it seems like an extra hoop to jump before booking. Surely, I can introduce myself after I've booked at a later stage?

2 The clear CTA for "Continue" is fixed at the bottom of the page and I can review my booking with "Show Details" if I want.

3 It's seems like an under-whelming moment to finally get here after all that information and steps. It's not even clear where to press to book.

Step 2 of 3
Introduce yourself
Let Rhoda know a little bit about yourself and why you're coming.

Hello! I look forward to your stay. Let me know if there is anything I can help you with. See you soon!

Write your message here

Please add a message to your host.
Add message

€152.57 for 2 nights
Show details

Continue

Step 3 of 3
Confirm and pay

Entire Home in Castlecomer Rd
18 – 20 Jul, 2 guests

VISA ···· 0697

€65.00 x 2 nights   €130.00

Service fee   €22.57

Total (EUR)   €152.57
Hide details

BEST & WORST

Landing page

● A tie between Turkish Airlines and Alaska Air for the 'Hello' Greeting and very clear UI and no messing around CTAs.

● AirBnb's landing page is quite underwhelming and some scrolling needs to be done to make sense of the image that greets you on the page.

Flight Search

● Apart from the links to unnecessary features, Easyjet wins with a clear, intuitive flow.

● While Turkish Airline's flexi-search does make sense, it's quite confusing and counter-intuitive.

Passenger Details

● Turkish Airlines offered a very clean, easy process

● Easyjet ruined its clean, easy process with mandatory registering for and account.