

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





Landing Page

1

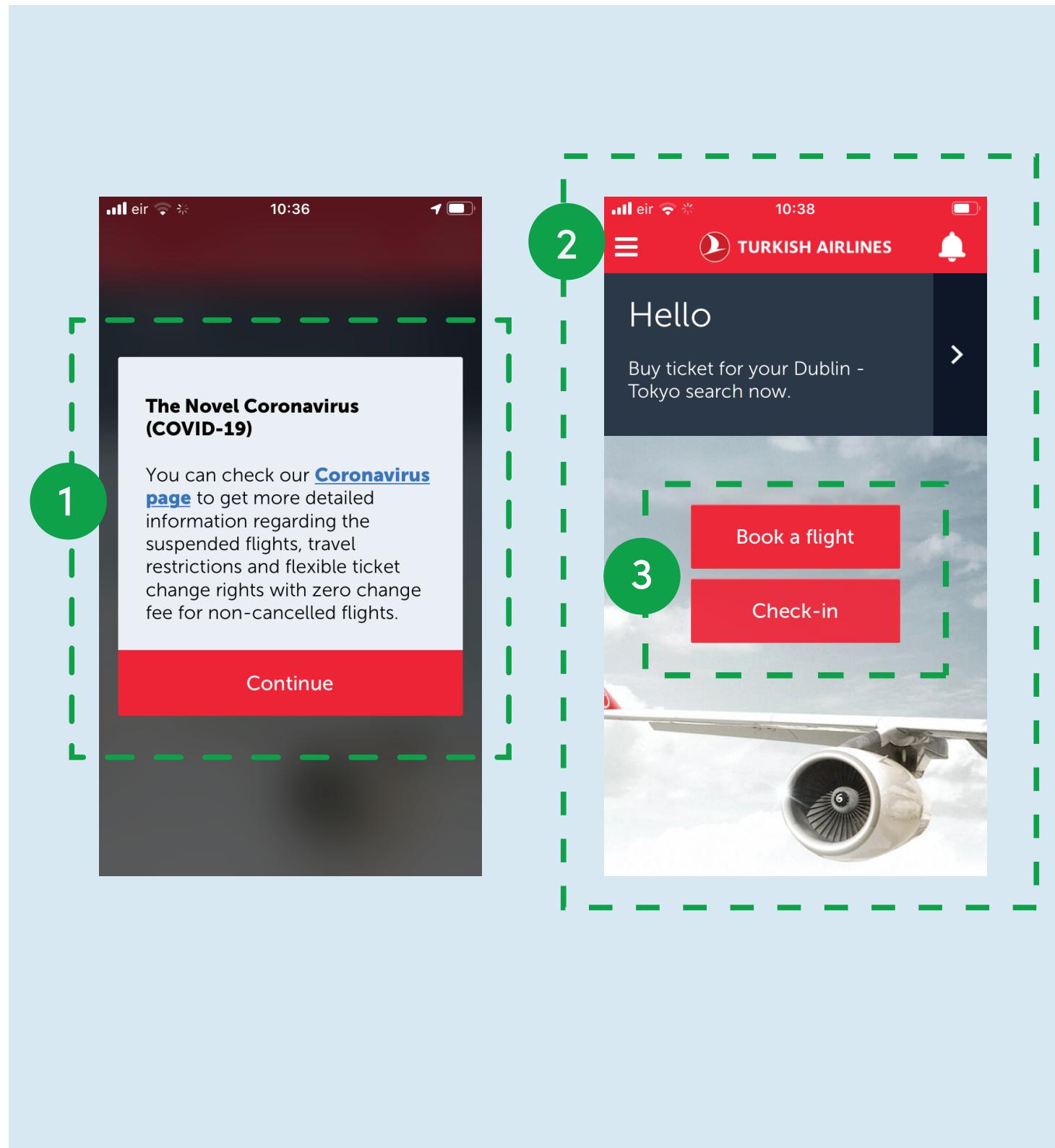
Immediate pop-up to **Covid-19 info** which is currently important to travellers, but also with clear CTA to continue

2

Nice, uncluttered UI with with an “Hello” and a reminder of previous search.

3

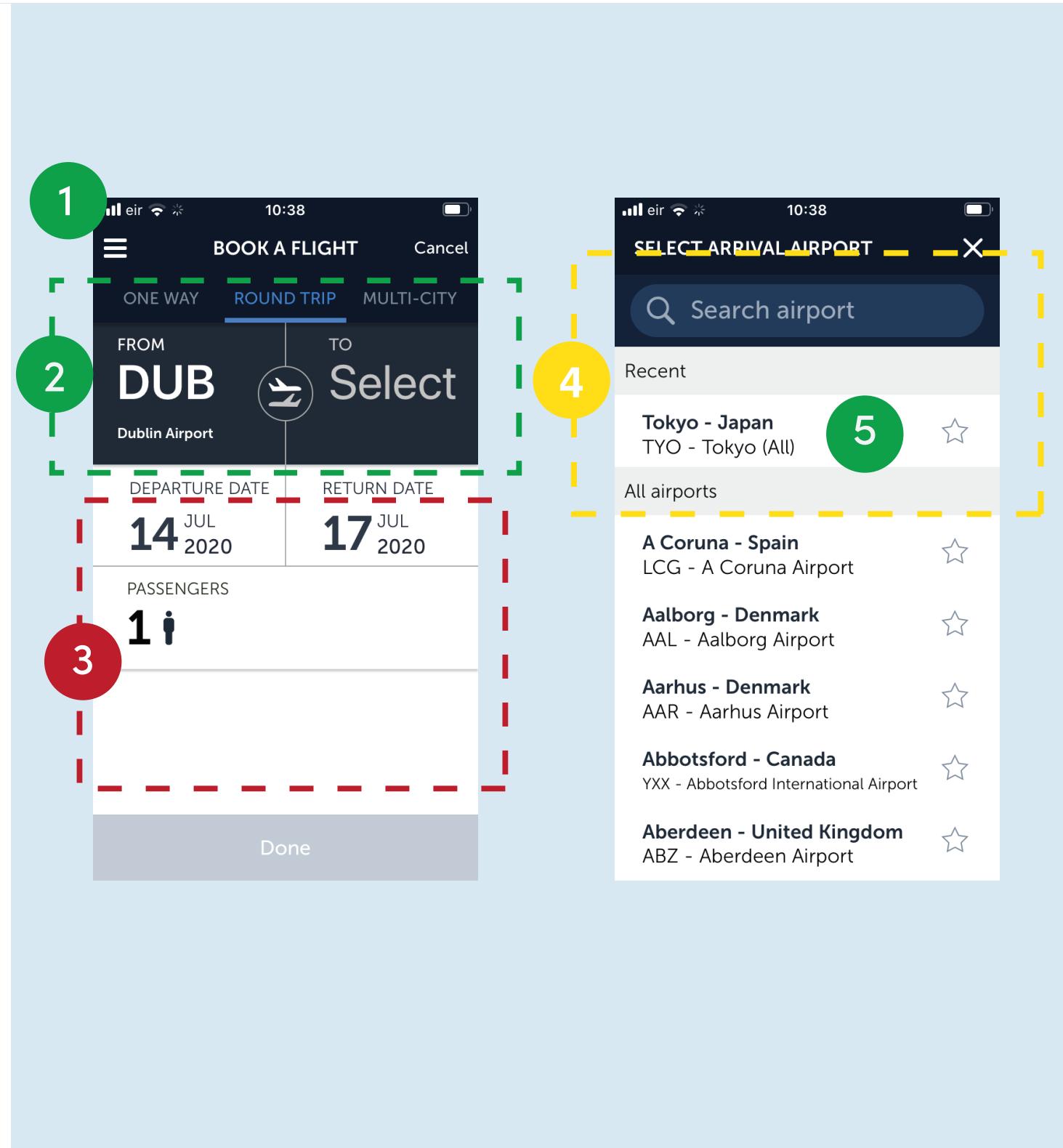
Clear, direct CTA for primary functions.





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.





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.

BOOK A FLIGHT

Cancel

ONE WAY ROUND TRIP MULTI-CITY

FROM DUB TO TYO

Dublin Airport Tokyo (All)

DEPARTURE DATE: 29 AUG 2020

RETURN DATE: 13 SEP 2020

Mon Tue Wed Thu Fri Sat Sun

24 25 26 27 28 29 30

31

September 2020

1 2 3 4 5 6

7 8 9 10 11 12 13

Done

PASSENGERS: 1

CABIN: ECONOMY

Adult (12+): - 1 +

Child (2-11): - 0 +

Flexible dates Search Flight



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

The image displays two screenshots of a mobile flight search application interface. The left screenshot shows a 'Weekly flights' section with a grid of flight options. The right screenshot shows a detailed view of a fare rule, including flight times, layover information, and a total price.

Left Screenshot (Weekly flights):

- 1:** A red circle highlights the 'Previous' and 'Next' navigation buttons above the grid.
- 2:** A green circle highlights the 'Best price' button at the bottom of the grid.
- 3:** A red circle highlights the 'Next' button at the bottom of the grid.

Flight Type	Date	Price
Return	12 SAT SEP	676
Return	13 SUN SEP	676
Return	14 MON SEP	676
Departure	27 THU AUG	676
Departure	28 FRI AUG	676
Departure	29 SAT AUG	Not available
Departure	30 SUN AUG	Not available
Departure	31 MON AUG	676

Right Screenshot (Fare Rules):

- 4:** A red circle highlights the 'DUB' departure point.
- 5:** A yellow circle highlights the 'HND' arrival point.

Flight details:
Departure: 16:55 DUB IST
Arrival: 19:25 HND
Duration: 18 h 30 m
Layover: +1 day(s)
Total Price: 327,48 EUR



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.

The image displays two screenshots of the Turkish Airlines mobile application interface, illustrating a flight search process. Both screens show a flight from Dublin (DUB) to Tokyo (TYO) on August 28th, with a departure at 16:55 and an arrival at 19:25, lasting 18 hours and 30 minutes. The first screenshot (left) shows a 'FARE RULES' overlay with three options: PROMO (327,48 EUR), SEMI-FLEXIBLE (475,48 EUR), and FLEXIBLE (710,48 EUR). A yellow circle labeled '1' highlights the 'PROMO' option, which is highlighted in blue. The second screenshot (right) shows the same flight information with the total price of 327,48 EUR displayed prominently in a red box, and the 'Continue' button is also highlighted in red. Yellow circles labeled '2' indicate the selection of the 'PROMO' fare and the resulting state where the total price and 'Continue' button are highlighted.

21:28
DUB TYO
Dublin Tokyo (All)
Cancel

26 WED AUG 27 THU AUG 28 FRI AUG 29 SAT AUG 30 SUN AUG

FARE RULES

16:55 18 h 30 m 19:25 +1 day(s)

DUB IST HND

PROMO SEMI-FLEXIBLE FLEXIBLE

ECONOMY CLASS 327,48 EUR 475,48 EUR 710,48 EUR

BUSINESS CLASS 1.185,48 EUR

You are viewing best Business prices.

TOTAL --- Continue

10:41
DUB TYO
Dublin Tokyo (All)
Cancel

25 TUE AUG 26 WED AUG 27 THU AUG 28 FRI AUG 29 SAT AUG

FARE RULES

16:55 18 h 30 m 19:25 +1 day(s)

327,48 EUR

TOTAL 327,48 EUR Continue



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. I think this information should be more obvious.

The image shows a mobile application interface for flight search. On the left, a flight search results screen displays a calendar from September 11 to 15, 2020, with a flight from Tokyo (All) to Dublin. Two flight options are listed:

Flight	Departure	Arrival	Duration	Price
1	22:50 HND	10:00 IST DUB	19 h 10 m	347,57 EUR
2	22:50 HND	15:45 IST DUB	24 h 55 m	387,57 EUR

The second flight is highlighted with a blue background. A red circle labeled '1' points to the blue bar above the second flight. A yellow circle labeled '2' points to the blue flight row. A yellow circle labeled '3' points to the total price 'TOTAL 745,05 EUR' at the bottom. A red circle labeled '4' points to the 'Continue' button at the bottom right of the search screen. On the right, a detailed flight information overlay is shown for the selected flight (Flight 2):

Flight Date	Departure	Arrival	Aircraft Type	Flight Duration
13 SEP 2020	22:50 HND	15:45 IST DUB	Boeing B777	12 h 30 m
FROM	TO	DEPARTURE TIME	ARRIVAL TIME	
Tokyo - Japan	Istanbul - Turkey	22:50	05:20 (+1 day(s))	
HND - Tokyo Haneda Airport	IST - Istanbul Airport			
CONNECTION POINT	CONNECTION TIME			
Istanbul Airport	07 h 45 m			



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.

Screenshot 1: Passenger Details Screen

Sign in with
Miles&Smiles

27 AUG 2020 | 10:40 - 19:25
DUB IST HND

Add or select passenger details.

Adult

+ Add passenger

DOIREANN NI GHRIOGHAIR
Edit

TOTAL 745,05 EUR

Continue

Screenshot 2: Passenger List Screen

Screenshot 3: Add Passenger Screen

Name*
Doireann

Surname*
Ni Ghrioghair

Title*
 Ms. Mr.

Date of birth*

Email address

Continue



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.

10:43 ADD PASSENGER X

Name*
Doireann

Surname*
Ni Ghrioghair

Title*
 Ms. Mr.

X Select ✓

30	April	1980
31	May	1981
1	June	1982
2	July	1983
3	August	1984
4	September	1985
5	October	1986

10:44 ADD PASSENGER X

Date of birth*
02.07

Email address
doireanndoireann@gmail.com

Frequent flyer program
Turkish Airlines - Miles&Smiles

Membership number

Nationality*
 TC Other

Continue



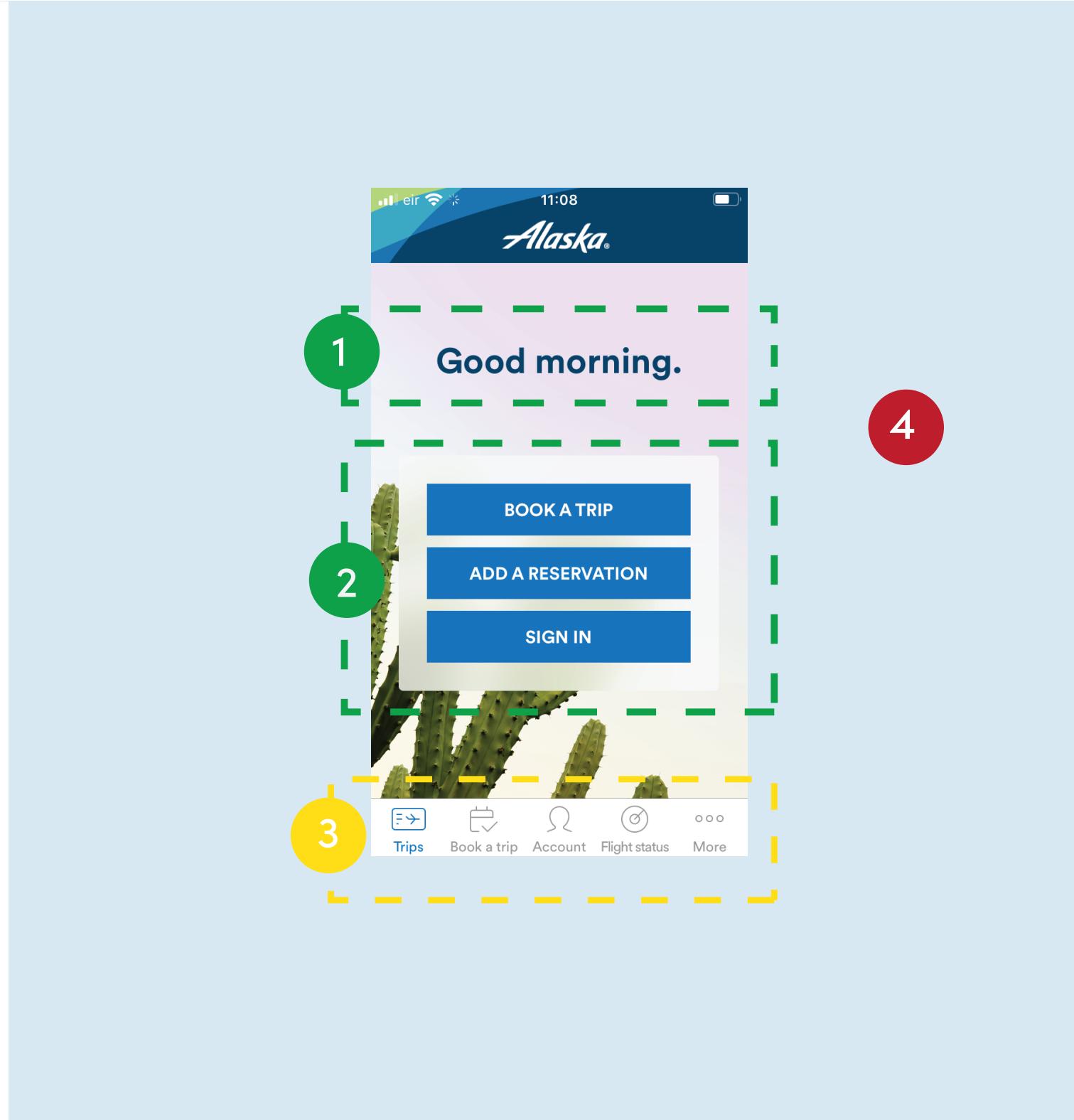
Landing Page

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.

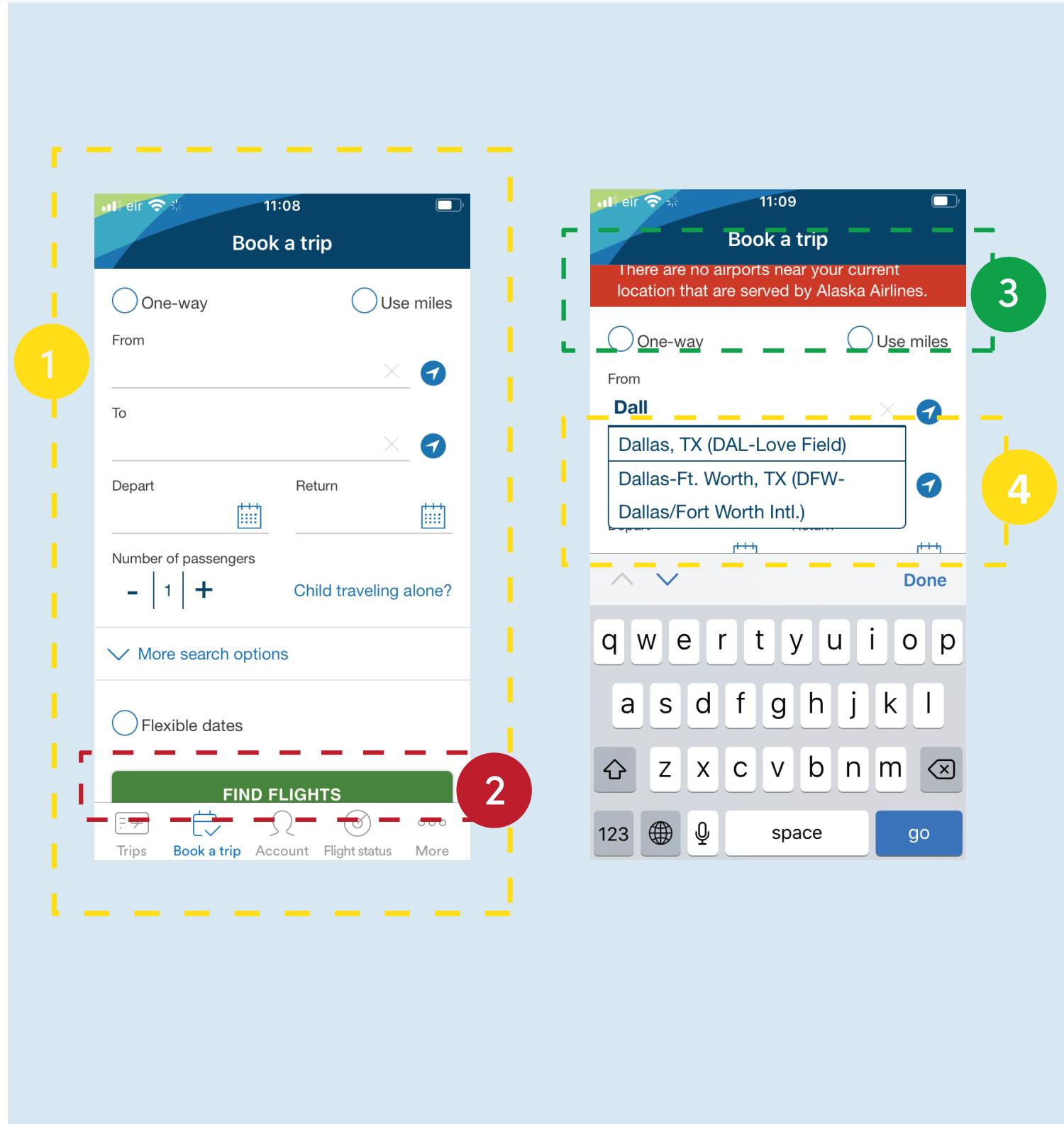
4 Notable absence of any mention of Covid-19





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 airports close by (of course there's none...)
- 4 All airports for my chosen city are shown - the main one first, I guess.





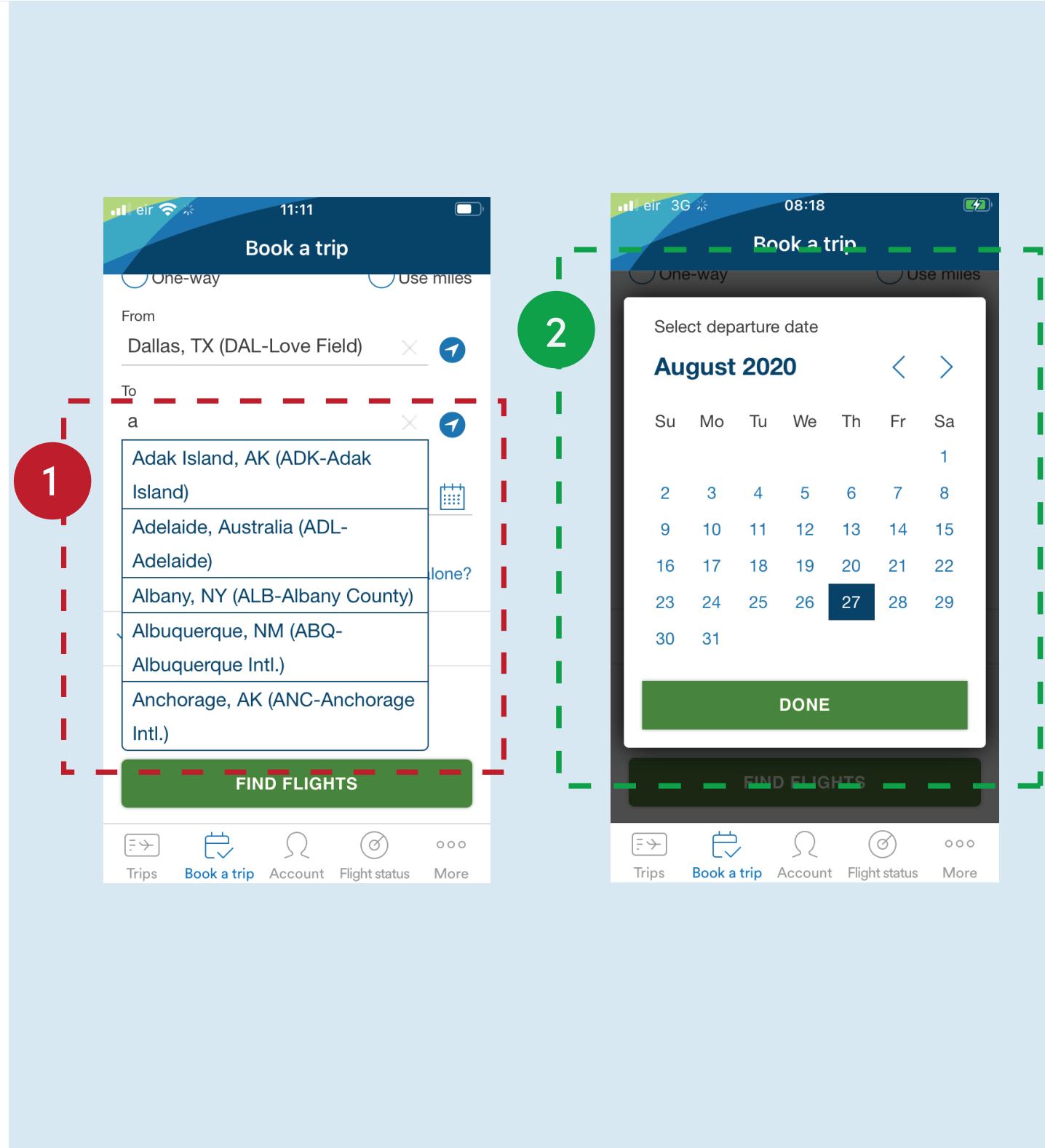
Flight Search

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.



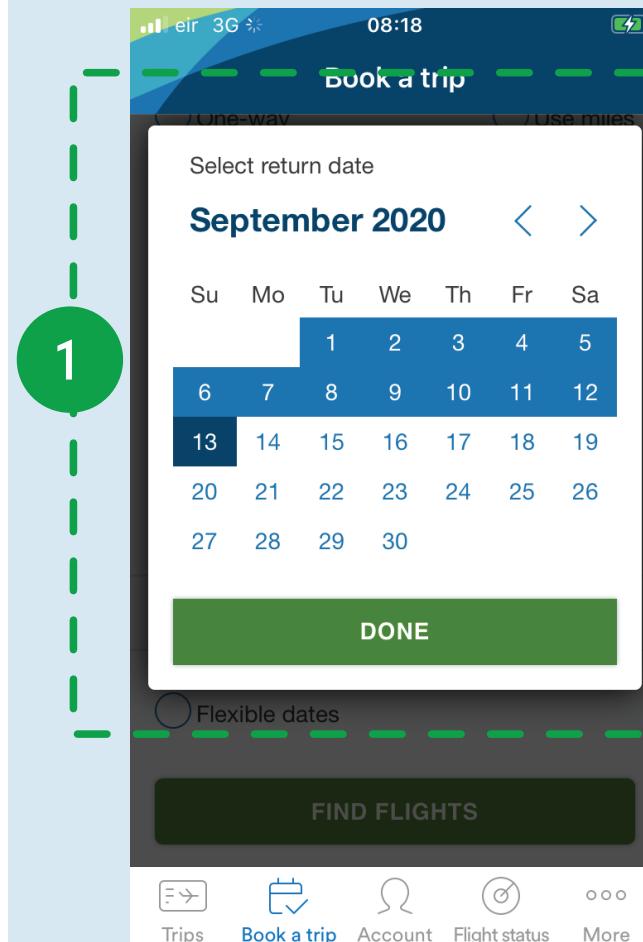


Flight Search

1

This is simple and easy to navigate to book dates.

1



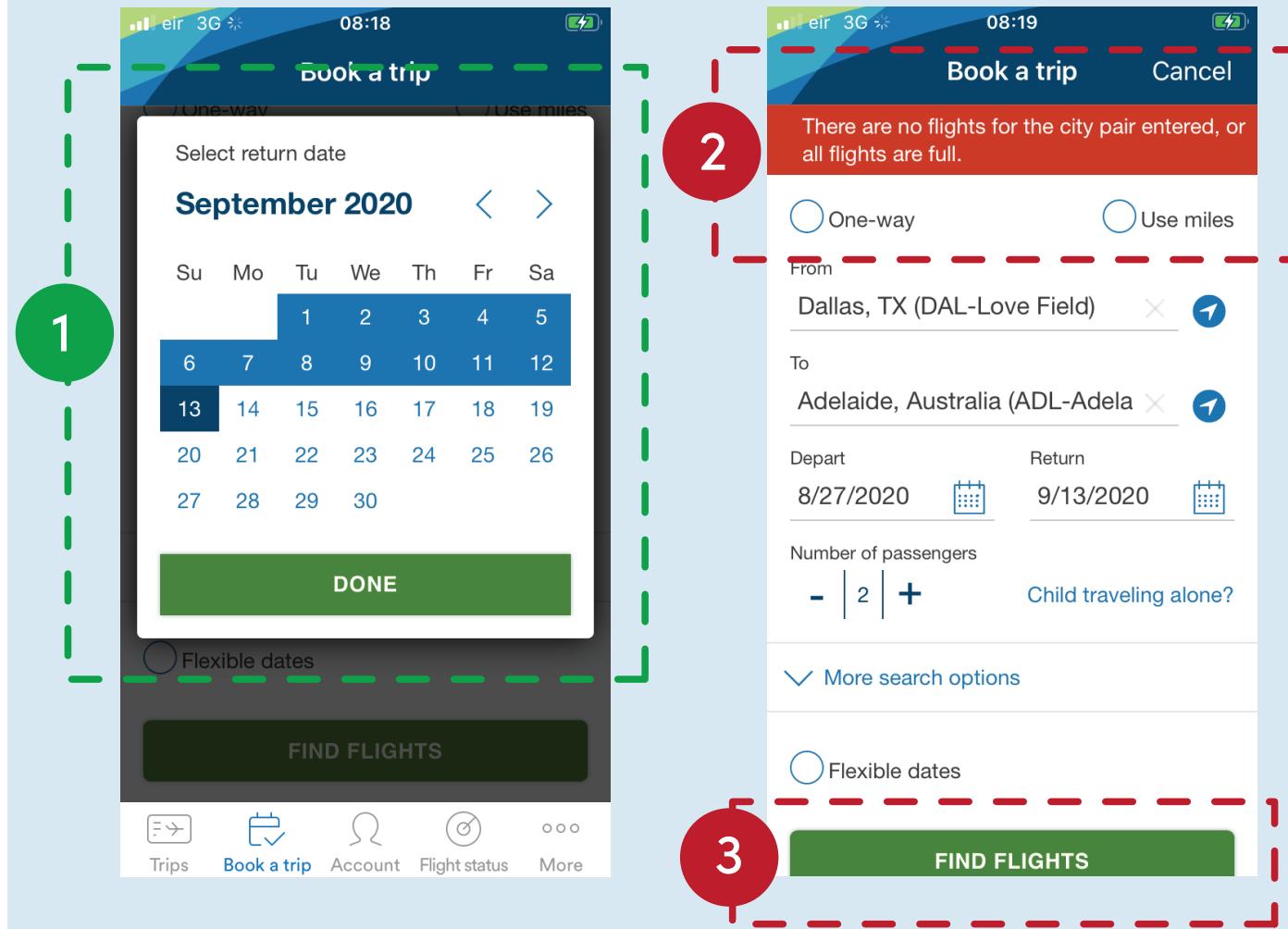
2

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.

2

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

3



3

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



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.

11:18 Book a trip Cancel

One-way

From Dallas, TX (DAL-Love Field)

To Los Angeles, CA (LAX-Los Ang)

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

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

More search options

Flexible dates

FIND FLIGHTS

11:19 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 \$163	24 \$163	25 \$163	26 \$163	27 \$163	28 \$163
29 \$163						



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.

The image displays two screenshots of the Alaska Airlines mobile flight search interface. A vertical dashed yellow line on the left separates the first screenshot from the second. A vertical dashed red line on the right separates the second screenshot from the third point in the list.

Screenshot 1 (Left): Choose returning date

11:20 Book a trip Cancel

Choose returning date
Los Angeles, CA (LAX) to Dallas, TX (DAL)

September 2020

Su	Mo	Tu	We	Th	Fr	Sa
			1 \$163	2 \$173	3 \$231	4 \$163
6 \$163	7 \$173	8 \$173	9 \$159	10 \$159	11 \$163	12 \$159
13 \$163	14 \$159	15 \$159	16 \$159	17 \$159	18 \$163	19 \$159
20 \$163	21 \$159	22 \$159	23 \$159	24 \$159	25 \$163	26 \$159
27 \$163	28 \$159	29 \$159	30 \$159			

FIND FLIGHTS

Screenshot 2 (Right): Book with assurance.

11:21 Book a trip Cancel

Filters Fare types

Book with assurance.
We're waiving change and cancellation fees for tickets purchased by July 31, 2020.

See full terms for details.

Back to Calendar

Screenshot 3 (Bottom): Choose your departing flight

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

Fri, Aug 21 \$157	Sat, Aug 22 \$158	Sun, Aug 23 \$148
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Alaska. 2 flights*



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.

The image displays two side-by-side screenshots of the Alaska Airlines mobile application and website, both showing travel advisory information.

Left Screenshot (Mobile App):

- Header:** Book a trip, Cancel, Filters, Fare types.
- Alert:** "Book with assurance. We're waiving change and [redacted]. This will take you to a web page outside this app. Do you want to continue?" with Yes/No buttons.
- Text:** "Choose your departing flight Dallas, TX (DAL) to Los Angeles, CA (LAX)"
- Flight Options:** Fri, Aug 21 \$157, Sat, Aug 22 \$148, Sun, Aug 23 \$148.

Right Screenshot (Website):

- Header:** AA, alaskaair.com, 08:36.
- Header Buttons:** Shopping cart (0), Search, Menu.
- Section:** Travel advisories, Coronavirus advisories.
- Text:** "Our hearts go out to those around the world who've been impacted by the virus. The [redacted]" and "We use cookies to personalize content and ads, provide social share features, and analyze our traffic. To deliver personalized ads, we share information about your use of our site with our advertising and analytics partners."
- Footer:** Cookie Settings, navigation icons.



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.

Left Screenshot (Flight Details):

11:24 Book a trip Cancel

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

Fri, Aug 21 \$157 Sat, Aug 22 \$158 Sun, Aug 23 \$148

Alaska 2 flights*

DAL → **LAX** Details

7:30 am 2:15 pm Preview Seats

* Includes flights operated by other airlines.

Saver \$196 Main \$241 First Class —

Alaska 2 flights*

DAL → **LAX** Details

7:30 am 4:07 pm Preview Seats

* Includes flights operated by other airlines.

Saver \$196 Main \$241 First Class \$641

Right Screenshot (Flight Details):

08:31 Book a trip Cancel

7:30 am 6:10 pm

* Includes flights operated by other airlines.

First flight Sat, Aug 22

Alaska Flight 2834

DAL → **SEA** 9:53 am

7:30 am Duration: 4h 23m

Distance 1,667 miles

Operated by Horizon Air as AlaskaHorizon

Check in with Alaska Airlines

Aircraft Embraer E175

% On-time 66%

% Late 30+ min N/A

% Canceled N/A

Change planes in Seattle, WA (SEA) with a 5h 42m layover



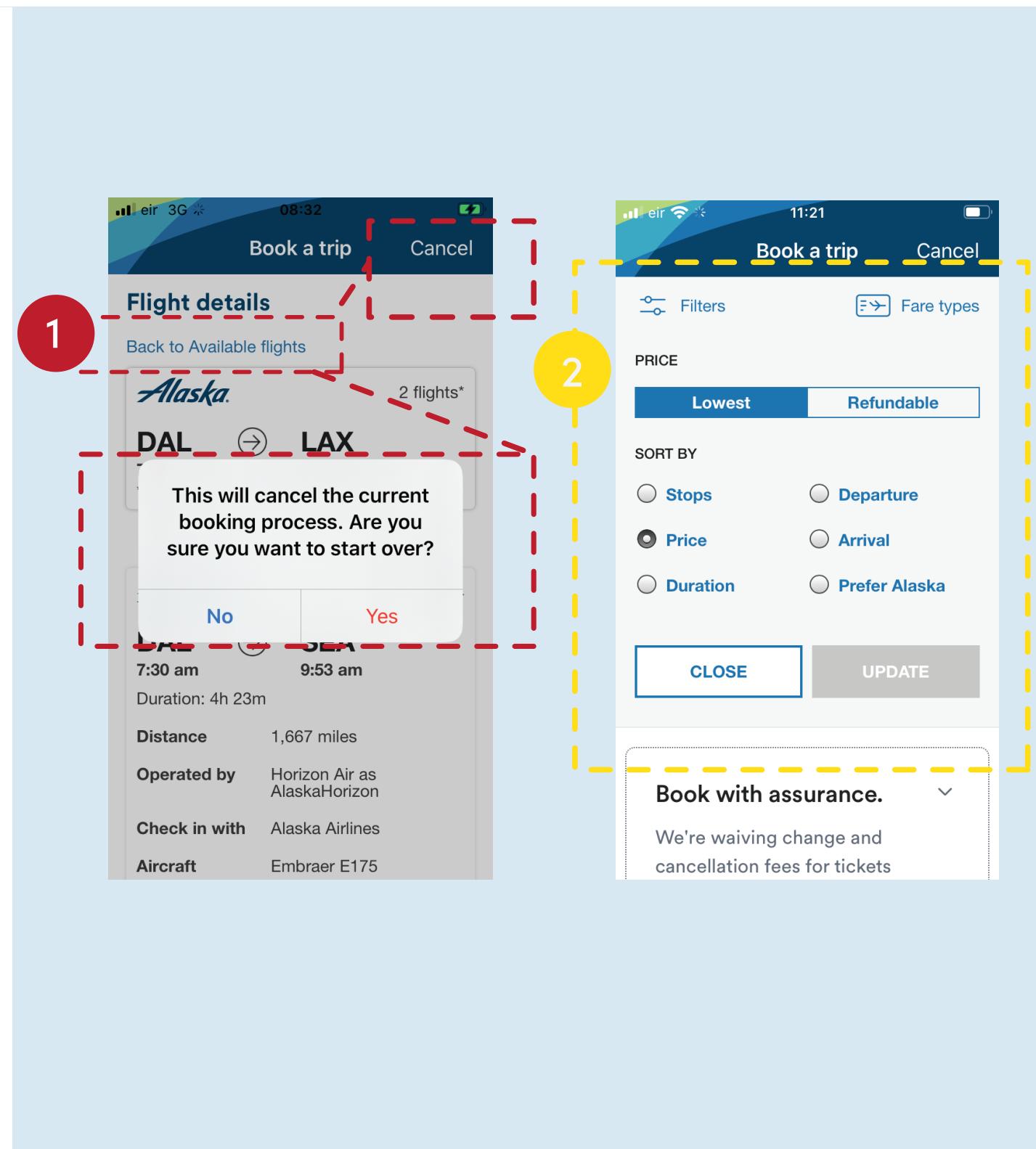
Flight Search

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 highlighted 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?

The image displays two screenshots of the Alaska Airlines mobile application interface. Both screens show a flight search from LAX to DAL. The first screen shows flight details (LAX at 11:15 am, DAL at 10:23 pm) and fare options: Saver (\$321), Main (\$366), and First Class (not available). A note states: "Amounts are quoted per person in US dollars, one way, and subject to change without notice until purchased. The final price might differ from the price shown on this page due to a real-time fare change or other mandatory recalculations." Below this is a "CONTINUE" button. The second screen compares "Saver" and "Main" fare types. It highlights that "Saver fare has restrictions, even for Mileage Plan™ Elite members. Main gives you more options and flexibility." A table compares the two:

	Saver	Main
Seat selection	Limited ¹	<input checked="" type="checkbox"/>
Boarding and overhead bin access ²	Last	<input checked="" type="checkbox"/>
Mileage Plan™ Elite benefits	Limited ³	<input checked="" type="checkbox"/>
Flight changes (including same-day) ⁴	X	<input checked="" type="checkbox"/>

SELECT MAIN +\$45 USD/PASSENGER

1 My selected flight is highlighted 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.

Screenshot 1: Book a trip - Comparison Table

	Saver	Main
Seat selection	Limited ¹	<input checked="" type="checkbox"/>
Boarding and overhead bin access ²	Last	<input checked="" type="checkbox"/>
Mileage Plan™ Elite benefits	Limited ³	<input checked="" type="checkbox"/>
Flight changes (including same-day) ⁴	X	<input checked="" type="checkbox"/>

Buttons:

- SELECT MAIN +\$45 USD/PASSENGER
- CONTINUE WITH SAVER

1. Seats unavailable during purchase will be assigned in the main cabin at the gate. This option is not

Screenshot 2: Book a trip - Book with assurance

Book with assurance.
We're waiving change and cancellation fees for tickets purchased by July 31, 2020.

[See full terms for details.](#)

[Back to Search](#)

Choose your departing flight
Dallas, TX (DAL) to Los Angeles, CA (LAX)

[Show all flights](#)

Fri, Aug 21 \$157 Sat, Aug 22 \$148 Sun, Aug 23 \$148



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**.

The image displays two screenshots of the Alaska mobile app interface. Both screenshots show a flight search results page with a red dashed box highlighting the top portion of the screen.

Screenshot 1 (Left): This screenshot shows a 'Flight summary' pop-up. The title 'Flight summary' is at the top, followed by a section titled 'Saver has restrictions' with three bullet points: 'Last to board/last to access overhead bins', 'Limited/no seat selection', and 'No fare upgrades allowed after purchase'. Below this is a link 'Want more choices?'. Further down is a note '+\$90 USD round-trip per passenger' and a blue 'Upgrade to Main' button. At the very bottom of the pop-up is a red '1' inside a circle.

Screenshot 2 (Right): This screenshot shows the main flight search results. It lists two flights: one from DAL to LAX on Saturday, Aug 22, and another from LAX to DAL on Sunday, Sep 6. Both flights are operated by Alaska Airlines. The total cost for 2 passengers is \$1,032.40 USD. A red '1' inside a circle is placed over the first flight entry.

Date	Airline	Flight ID	Departure	Arrival	Class	Notes
Sat, Aug 22	Alaska	1	DAL	LAX	Saver	2 flights*
Sun, Sep 6	Alaska	2	LAX	DAL	Saver	2 flights*

Total: \$1,032.40 USD
Total for 2 passengers



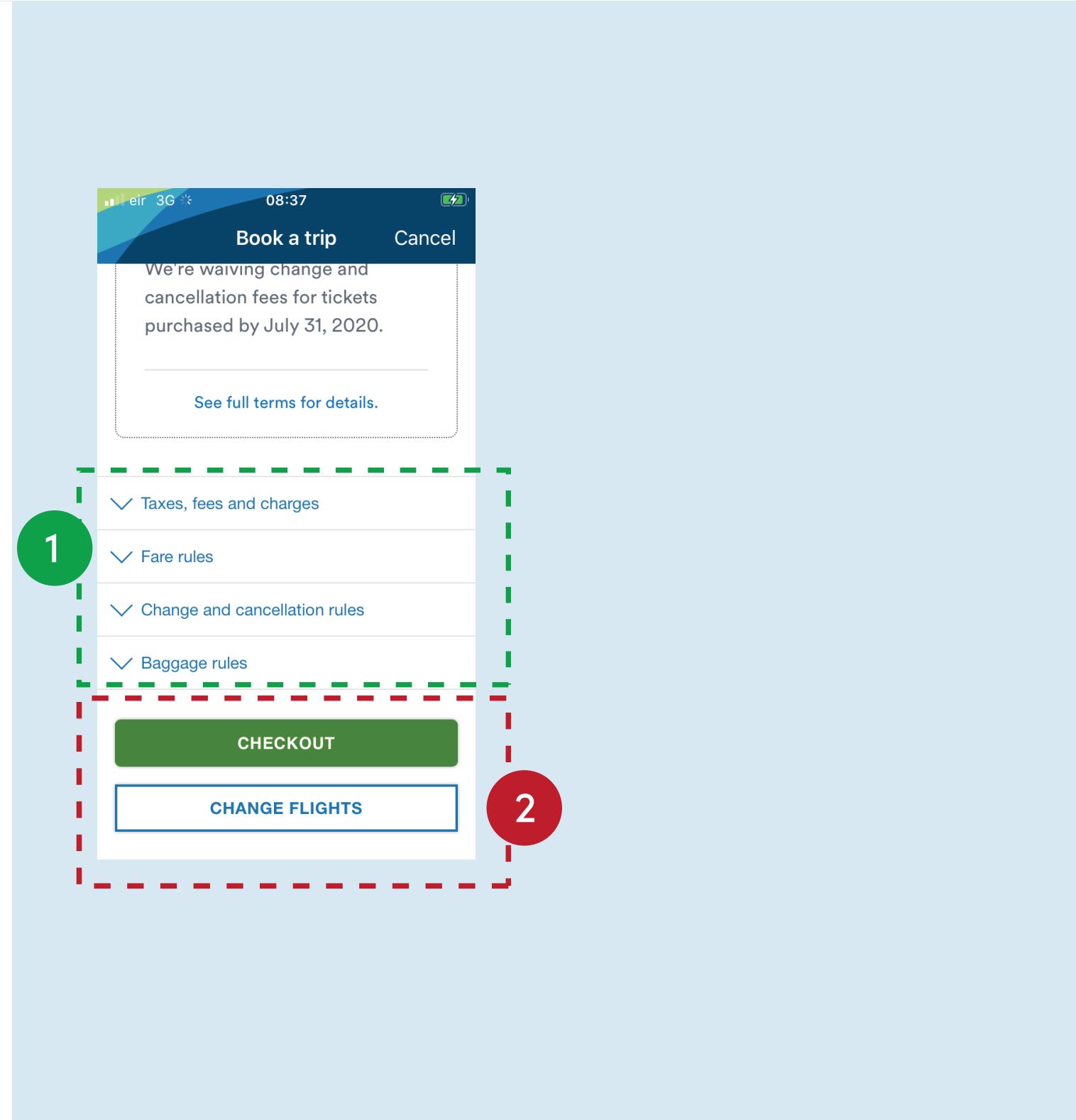
Flight Search

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.

The image displays two screenshots of the Alaska Airlines mobile application interface, illustrating the passenger details process.

Screenshot 1 (Left): Sign In Screen

- Header: Book a trip, 11:25, Cancel
- Text: Back to Flight summary
- Section: **Sign in**
- Text: Sign in to your Mileage Plan™ account to access your profile information.
- Fields:
 - User ID or MP#
 - Password
- Buttons:
 - SIGN IN** (green background)
 - CONTINUE AS GUEST** (blue border)

Screenshot 2 (Right): Passenger Information Screen

- Header: Book a trip, 11:26, Cancel
- Section: **Passenger information (1 of 2)**
- Text: Back to Sign in
- Section: **Passenger 1**
- Fields:
 - Legal first name: Doireann
 - Middle name (if it appears on your ID): (redacted)
- Text: Done
- Keyboard:



Passenger Details

1

What?? Is this necessary?

2

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

11:27 Book a trip Cancel

Legal last name
Ni Ghrioghair

Suffix
None

Gender
Male Female

Birth date

Done

None
Jr
Sr
II
III

11:27 Book a trip Cancel

Legal last name
Ni Ghrioghair

Suffix
None

Gender
Male Female

Birth date
Month Day Year

Mileage program
Alaska Airlines

Mileage program number

Known traveler / redress number



Passenger Details

1

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

The image displays two screenshots of the Alaska Airlines mobile application interface.

Screenshot 1: Passenger Details

This screen shows the "Book a trip" section with "Passenger Details". It includes fields for Gender (Male/Female), Birth date (07/02/1983), Mileage program (Alaska Airlines), and a keypad for entering a mileage program number. The keypad has standard numeric keys (1-9, 0, #, *), additional symbols, and a "Done" button.

Screenshot 2: Contact Information

This screen shows the "Book a trip" section with "Contact information". It includes a note about flight change alerts, a dropdown for Country code (United States/Canada (+1)), and a keypad for entering a phone number (XXX-XXXX-XXXX). The keypad is identical to the one in Screenshot 1.



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.

The image displays two screenshots of an iPhone application interface for booking a trip. Both screenshots show a header bar with signal strength, battery level, and the time (11:30 and 11:31 respectively). The title "Book a trip" is at the top left, and "Cancel" is at the top right.

Screenshot 1 (Left): This screenshot shows the initial passenger details screen. It includes a "Phone (with area code)" field containing "0851655888" and an "Email" field labeled "Required". Below these fields is a checkbox labeled "Send a copy of my receipt to this email address." A keyboard is visible at the bottom.

Screenshot 2 (Right): This screenshot shows the same screen after the user has entered an email address in the "Email" field. The "Email" field is now labeled "Email confirm / receipt" and is also marked as "Required". The checkbox for sending a receipt is still present. A section titled "Arranger information (optional)" is partially visible below the email fields. A green progress bar is shown above the keyboard in this screenshot.



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"

Book a trip Cancel

Passenger Summary

Passenger 1 Edit

First name Doireann
Last name Ni Ghrioghaire
Gender Female 1
Birth date 7/2/1983

Passenger 2 Edit

First name Ugo
Last name Federiconi
Gender Male
Birth date 4/7/1975

Contact information Edit

Phone +353 0851655888

Book a trip Cancel

Passenger 2 Edit

First name Ugo
Last name Federiconi
Gender Male
Birth date 4/7/1975

Want to select your seat?
If you skip seat selection now, we'll assign your seat at check-in.

CONTINUE TO PAYMENT

SELECT SEATS NOW

SELECT SEATS

SKIP SEATS & PAY

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

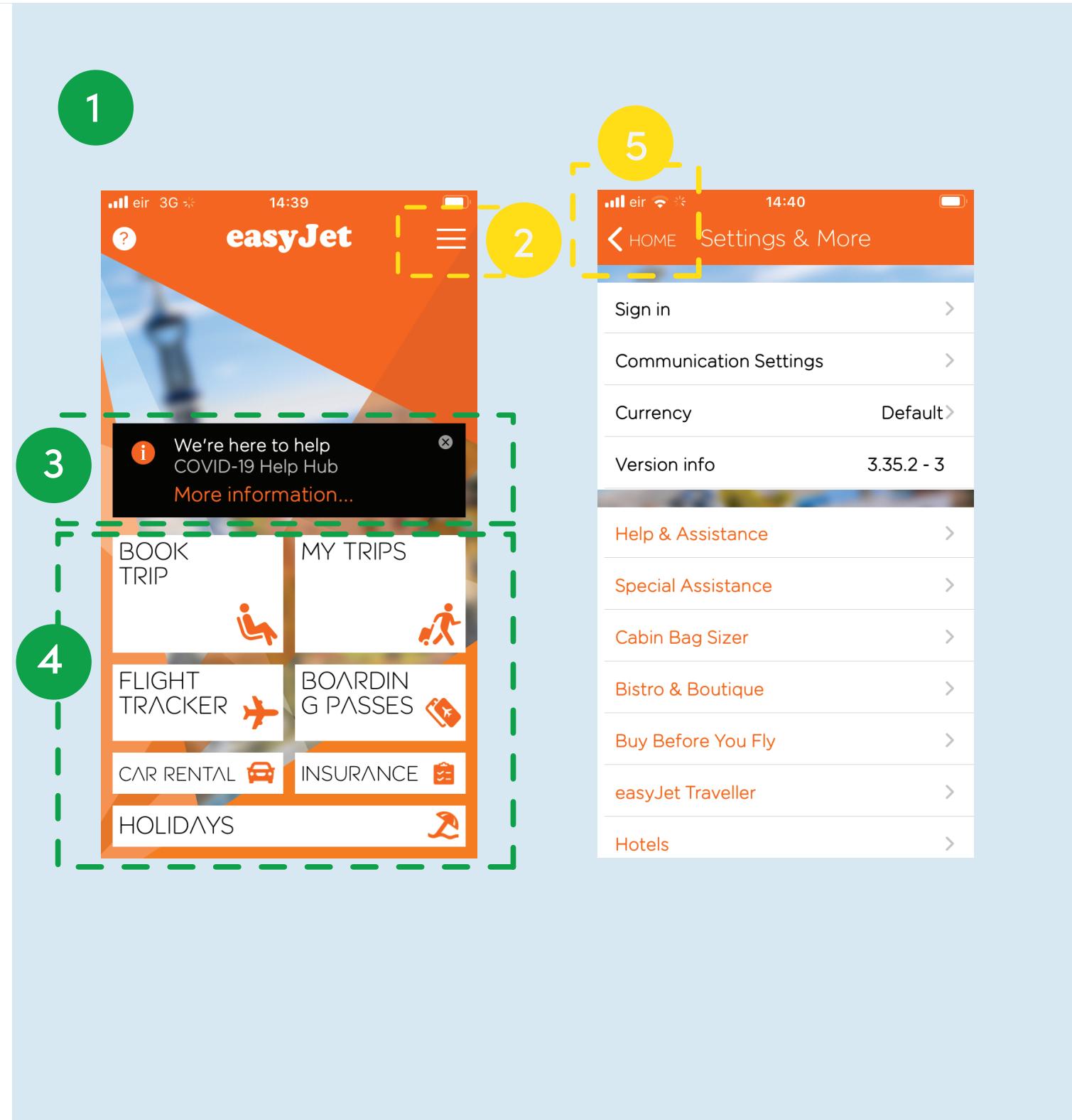
Clear link to **Covid-19** related travel info.

4

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

5

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



easyJet

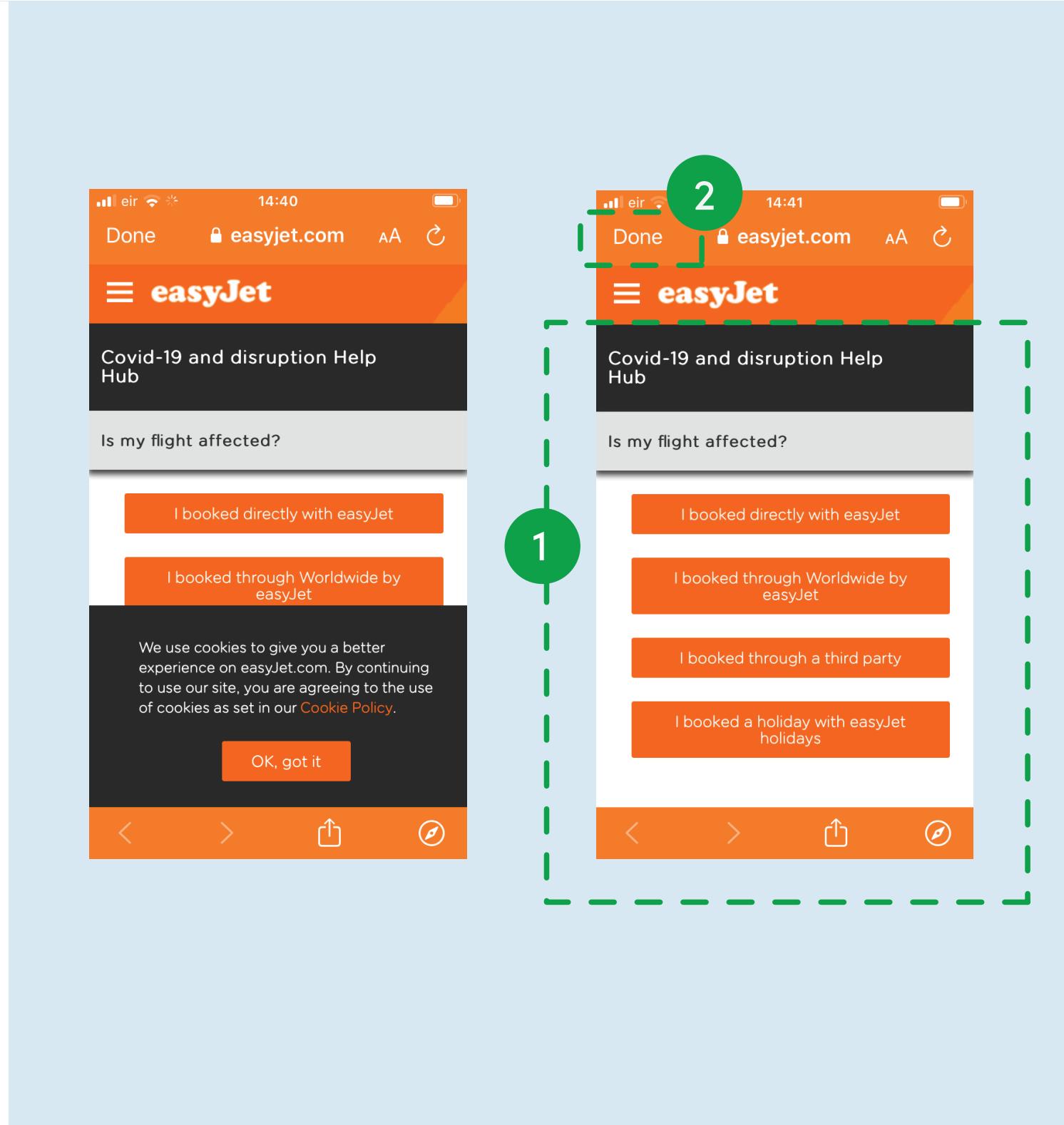
Landing Page

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

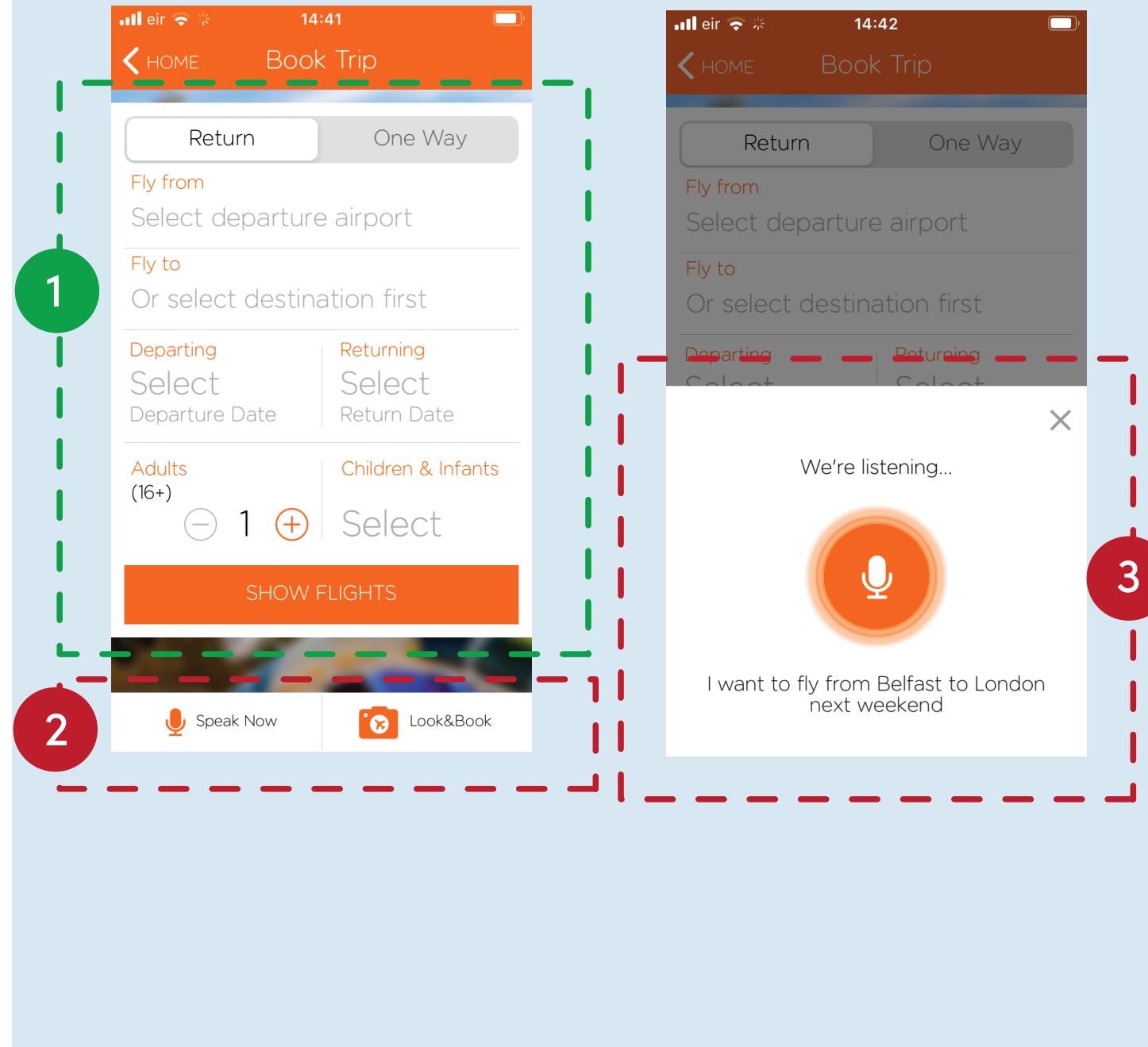
Really nice clear layout to search flights.

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

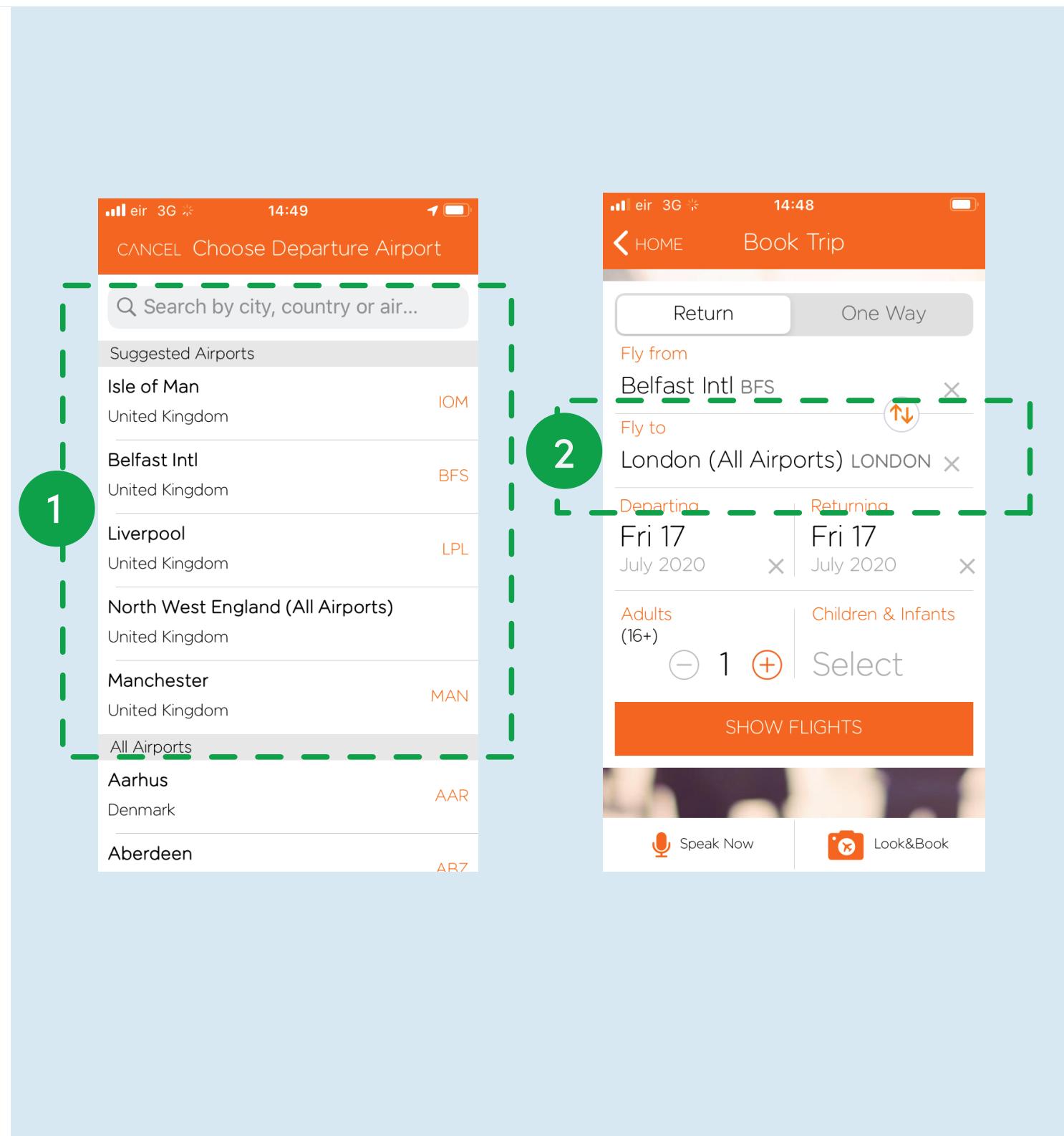
Flight Search

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

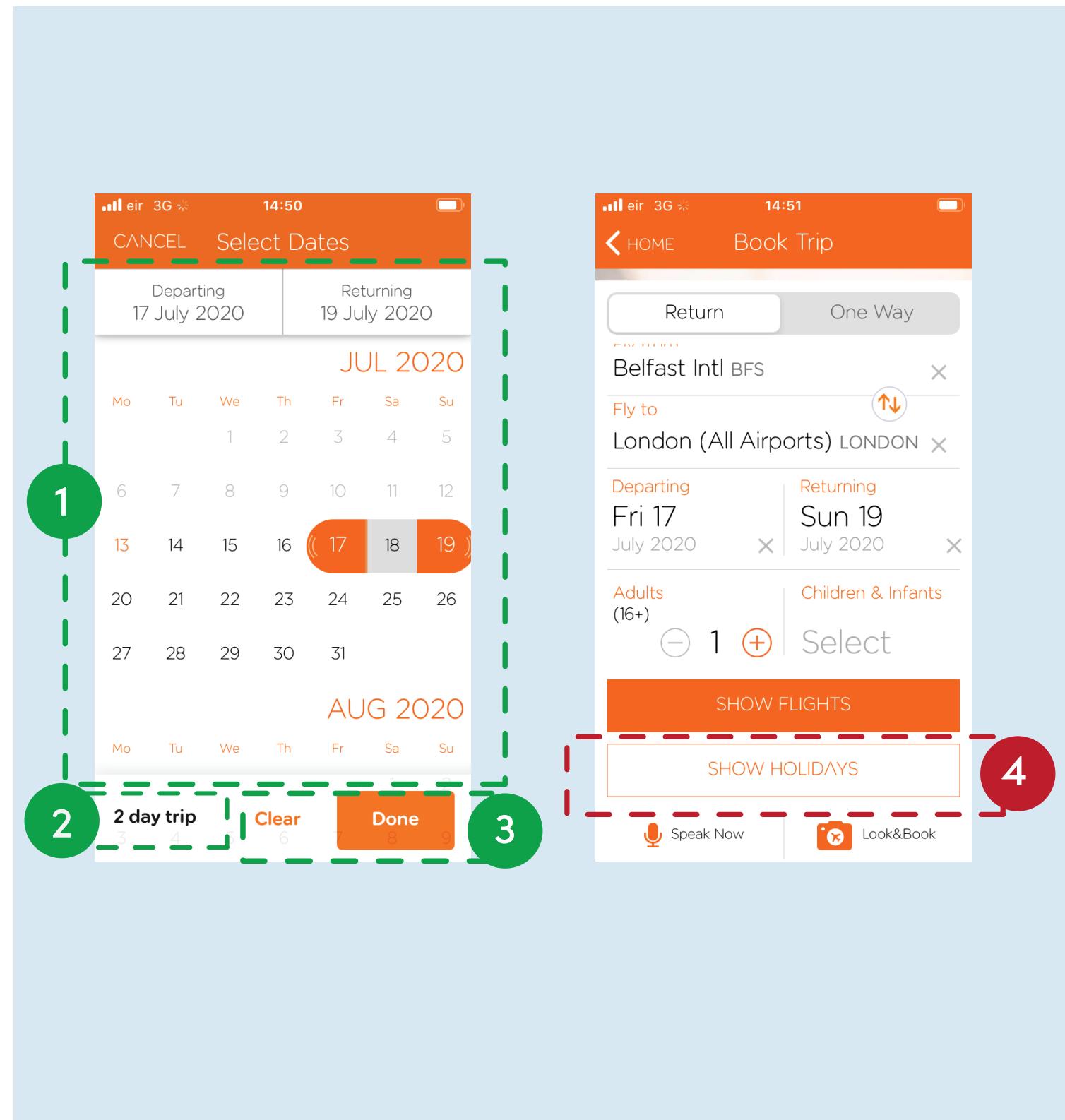
I like how it says it's a "**2 day trip**" - extra clarity is always good.

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

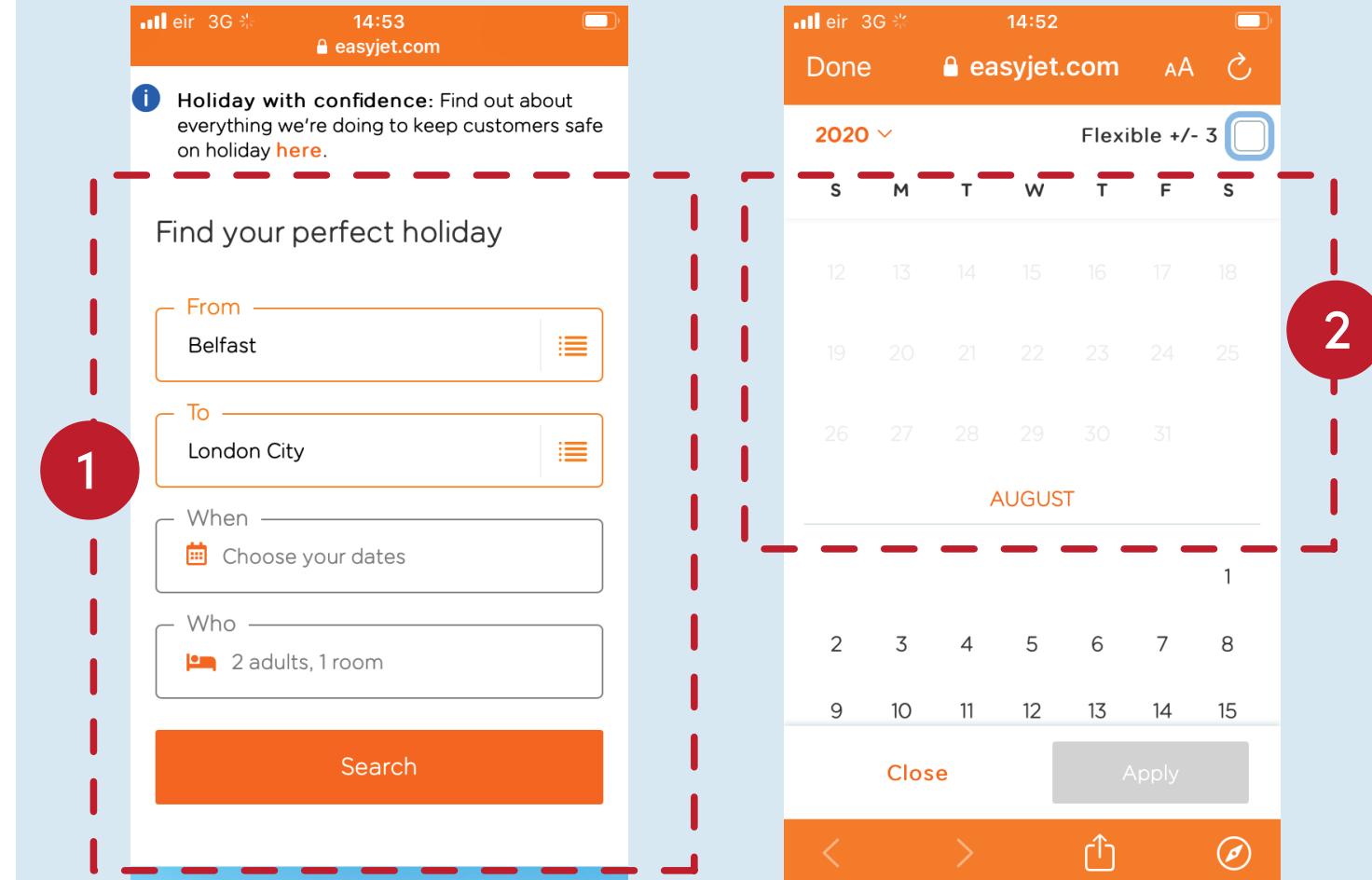
1

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. Is 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

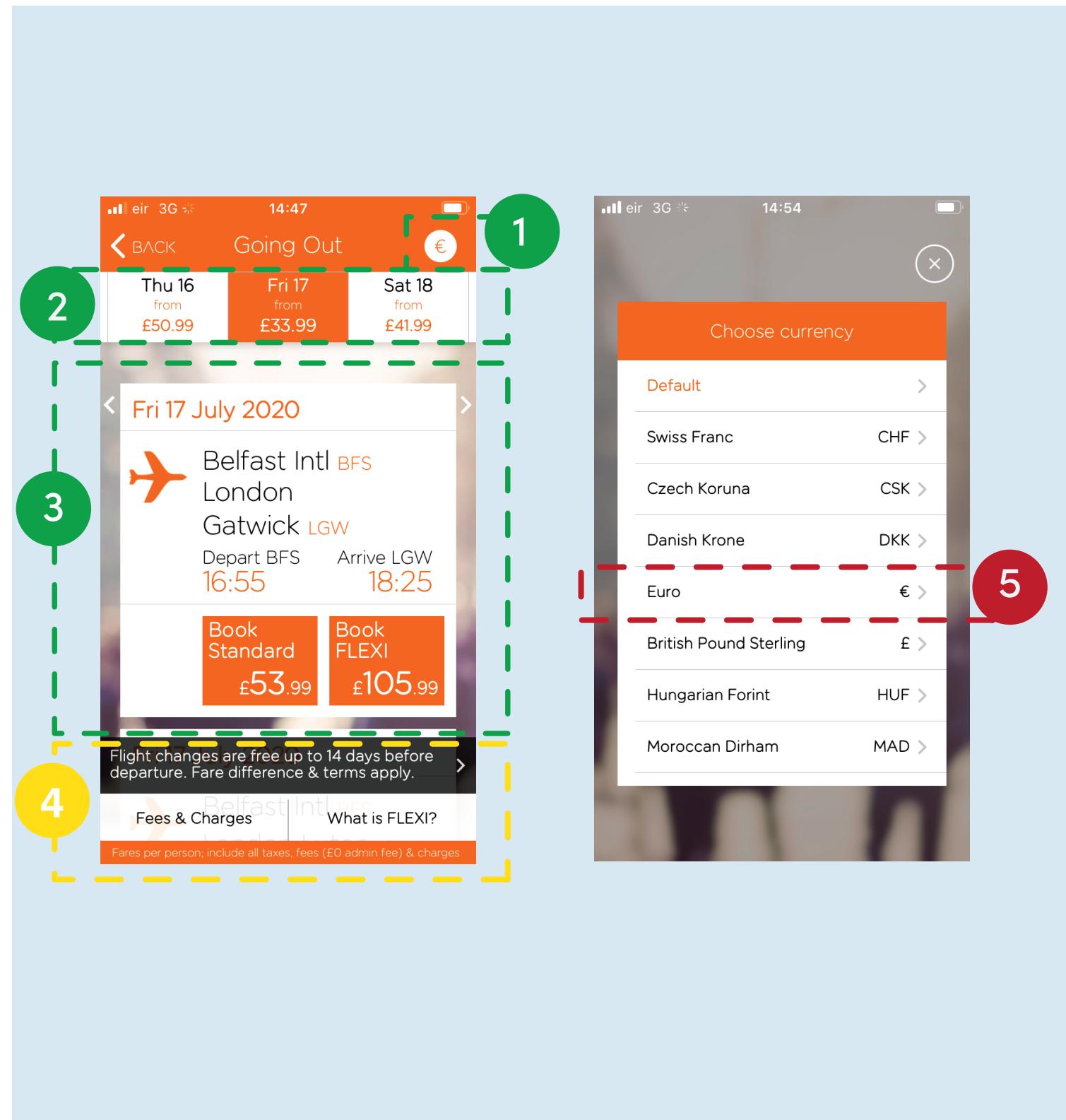
Flight info laid out very clearly.
I can scroll up and down to see the other options that day.
!!There's no 'filter' feature - but doesn't seem necessary.

4

Links to "Fees & Charges" and explanation 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

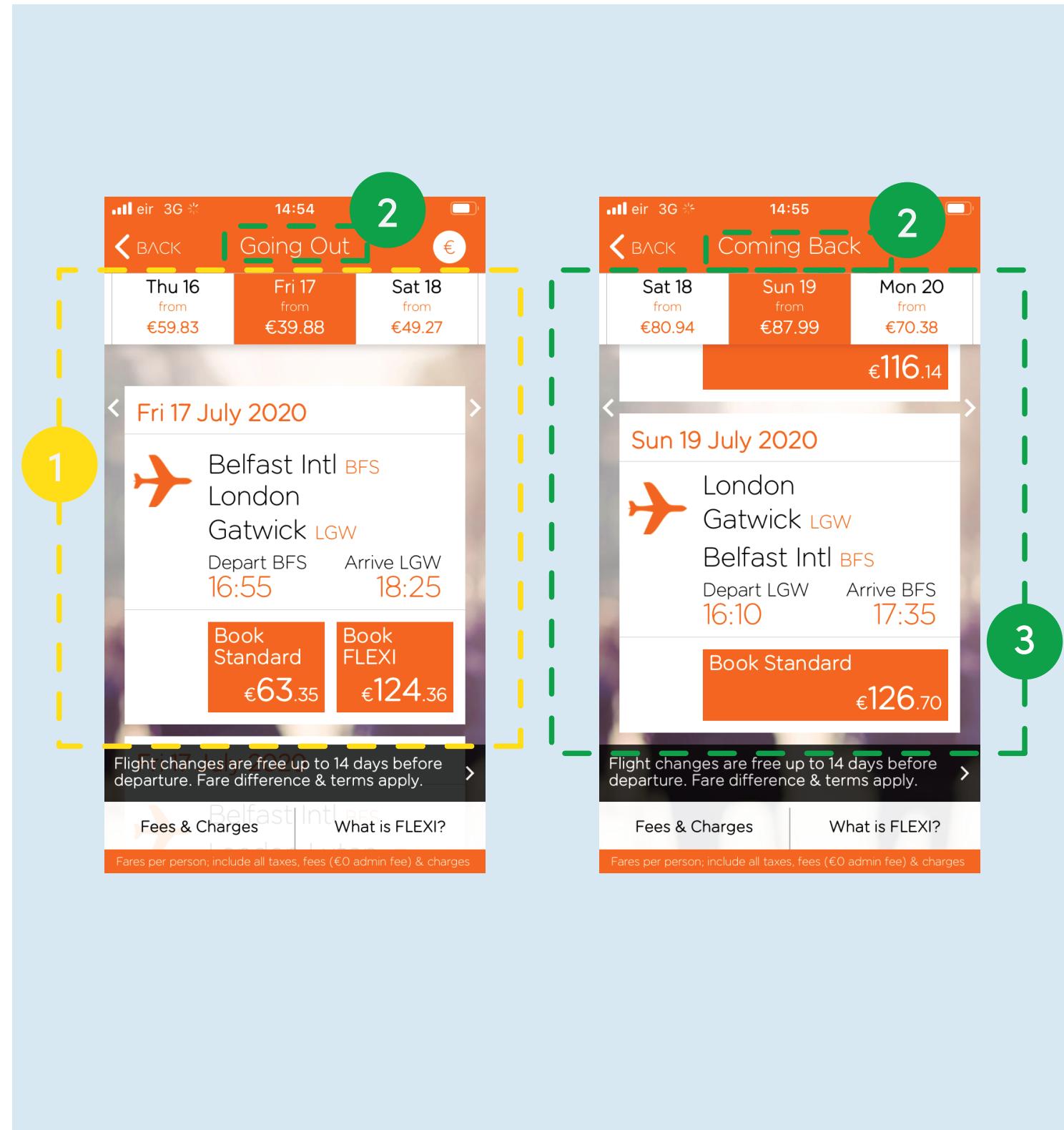
Flight prices are now all in euros

2

The language “Going Out” & “Coming Back” is used instead of “Outbound” & “Inbound”, which is 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 irritating here - just feels expected. Info is nice and clear.
-
- Add Extras**
- Hold Luggage
- Total Items
- 15kg Hold Bag
€28.99 per bag, per flight
- 23kg Hold Bag
€32.49 per bag, per flight
- Additional Price €0.00
- Sports Equipment
- ADD SPORTS EQUIPMENT
- Additional price €0.00
- Add Extras**
- Additional price €0.00
- Fri 17 July 2020 Going Out
- Flight Number 188
Belfast Intl BFS
London Luton LTN
Depart BFS 18:00 Arrive LTN 19:10
- Fare Breakdown
- Adults x1 €68.04
- Fare Total €68.04
- Sun 19 July 2020 Coming Back

easyJet

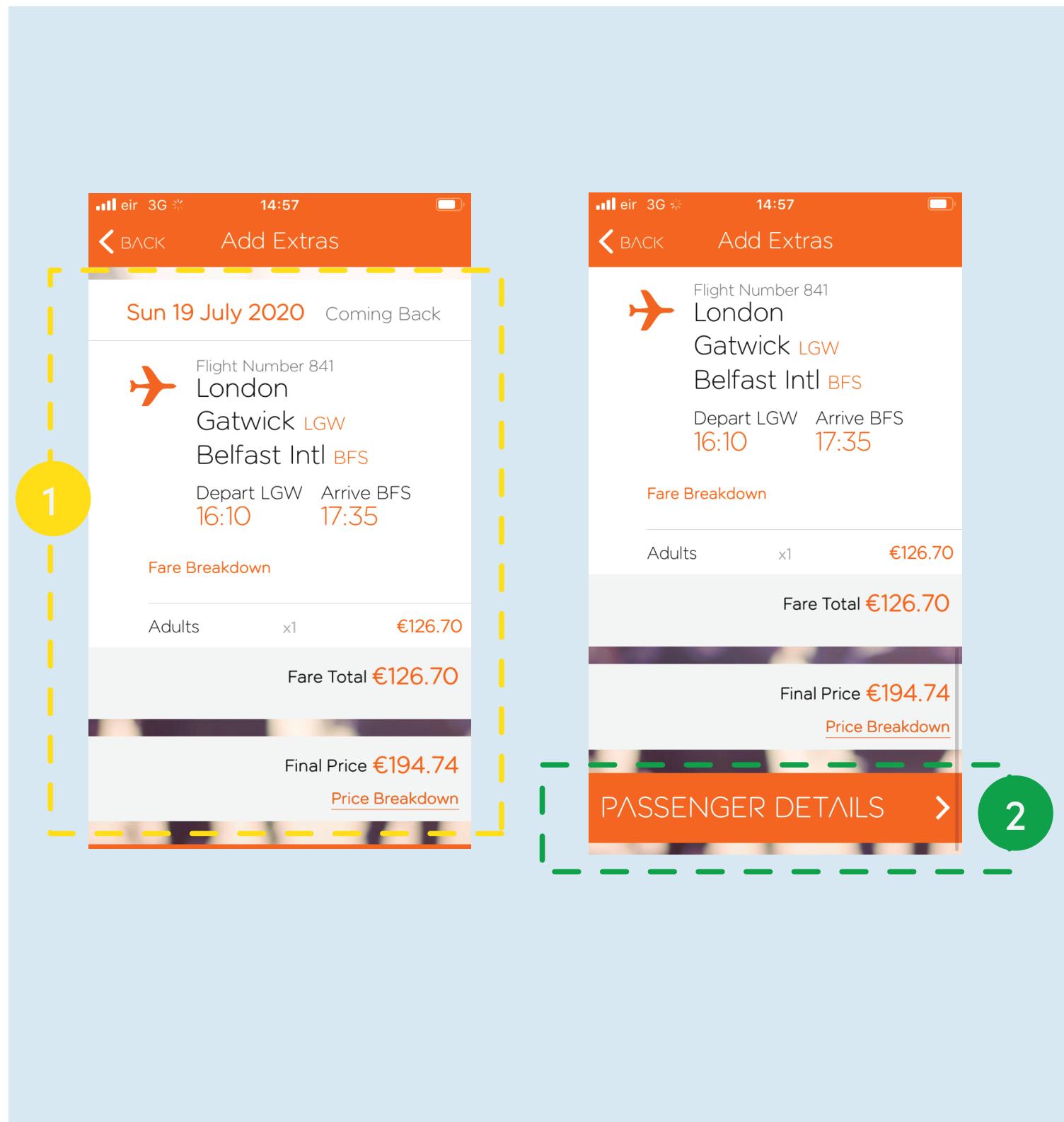
Flight Search

1

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

2

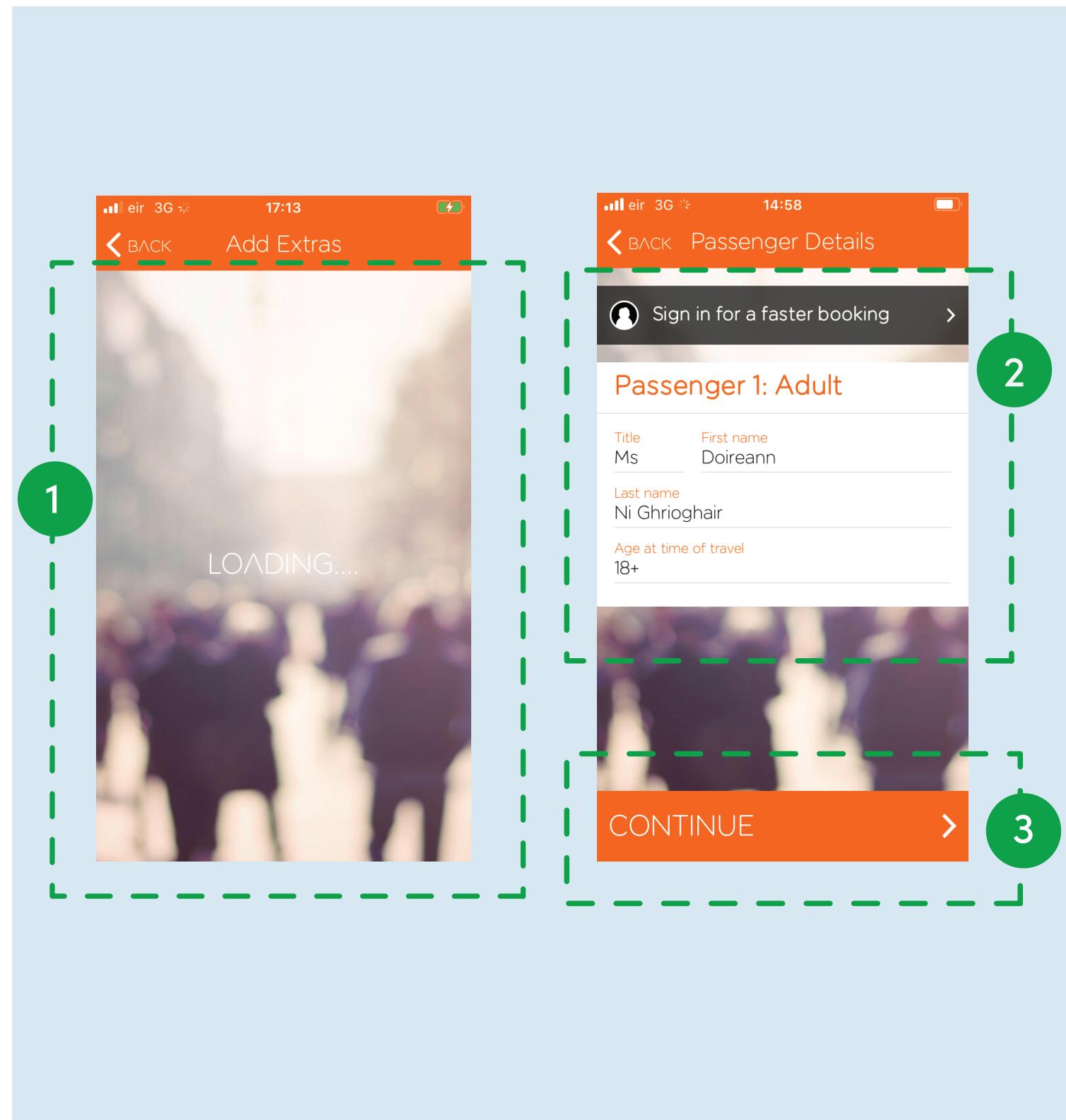
Clear CTA at the end to continue to "Passenger Details"





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.

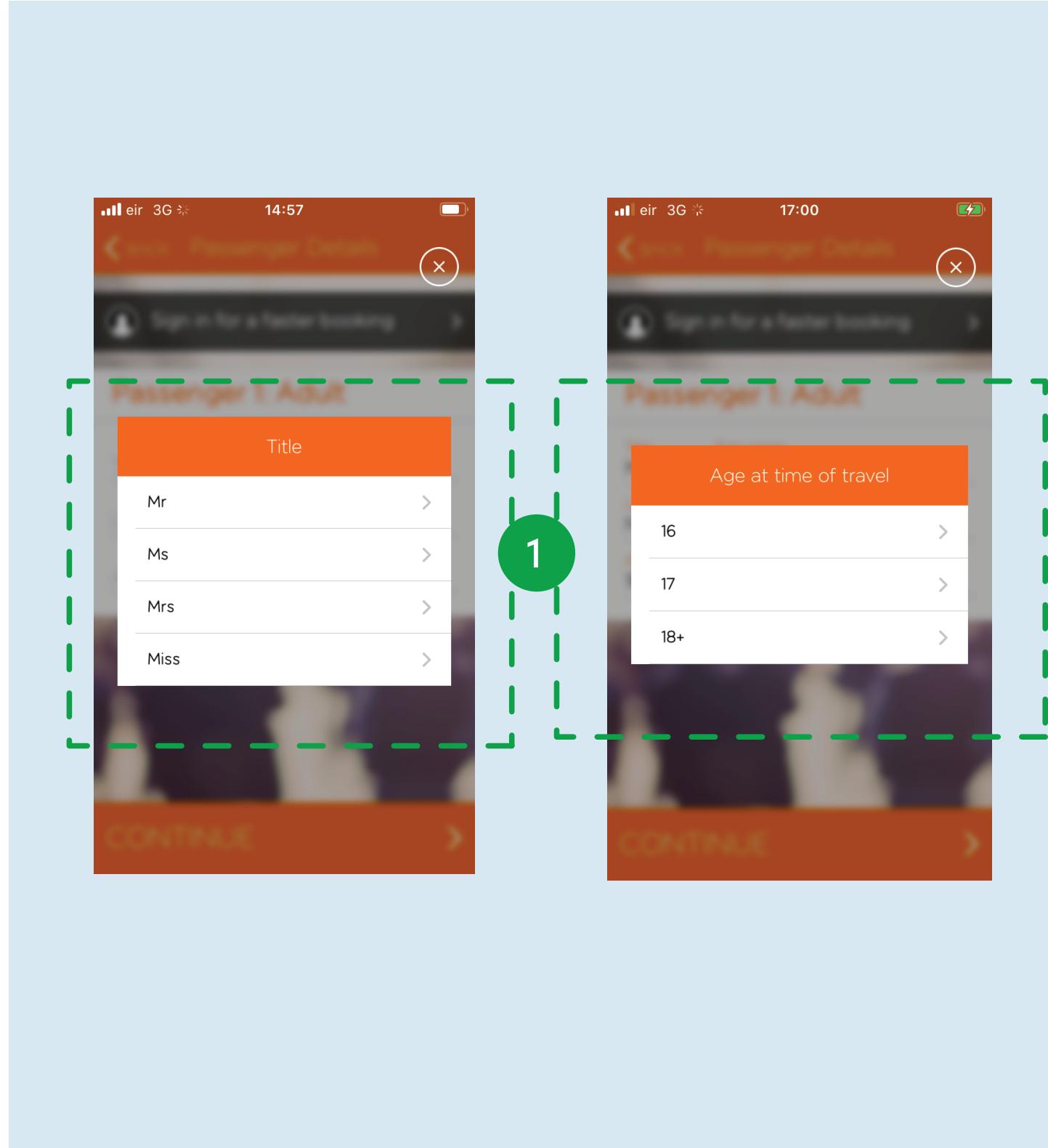




Passenger Details

1

Nice clear pop-ups to select
“Title” and
“Age at time of travel”.





Passenger Details

1

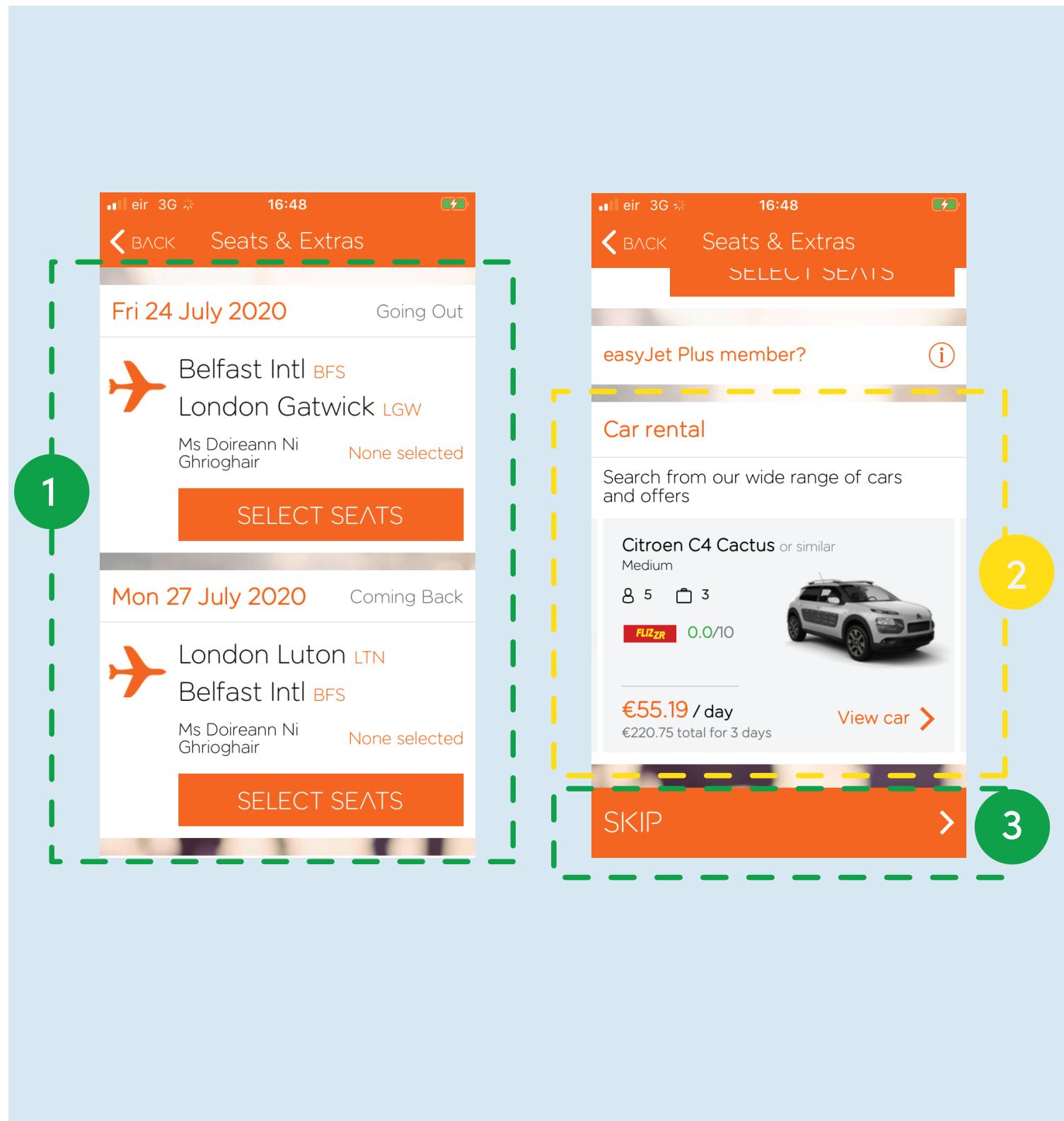
Clear options to select seats.

2

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

3

Clear CTA to skip the extras.



easyJet

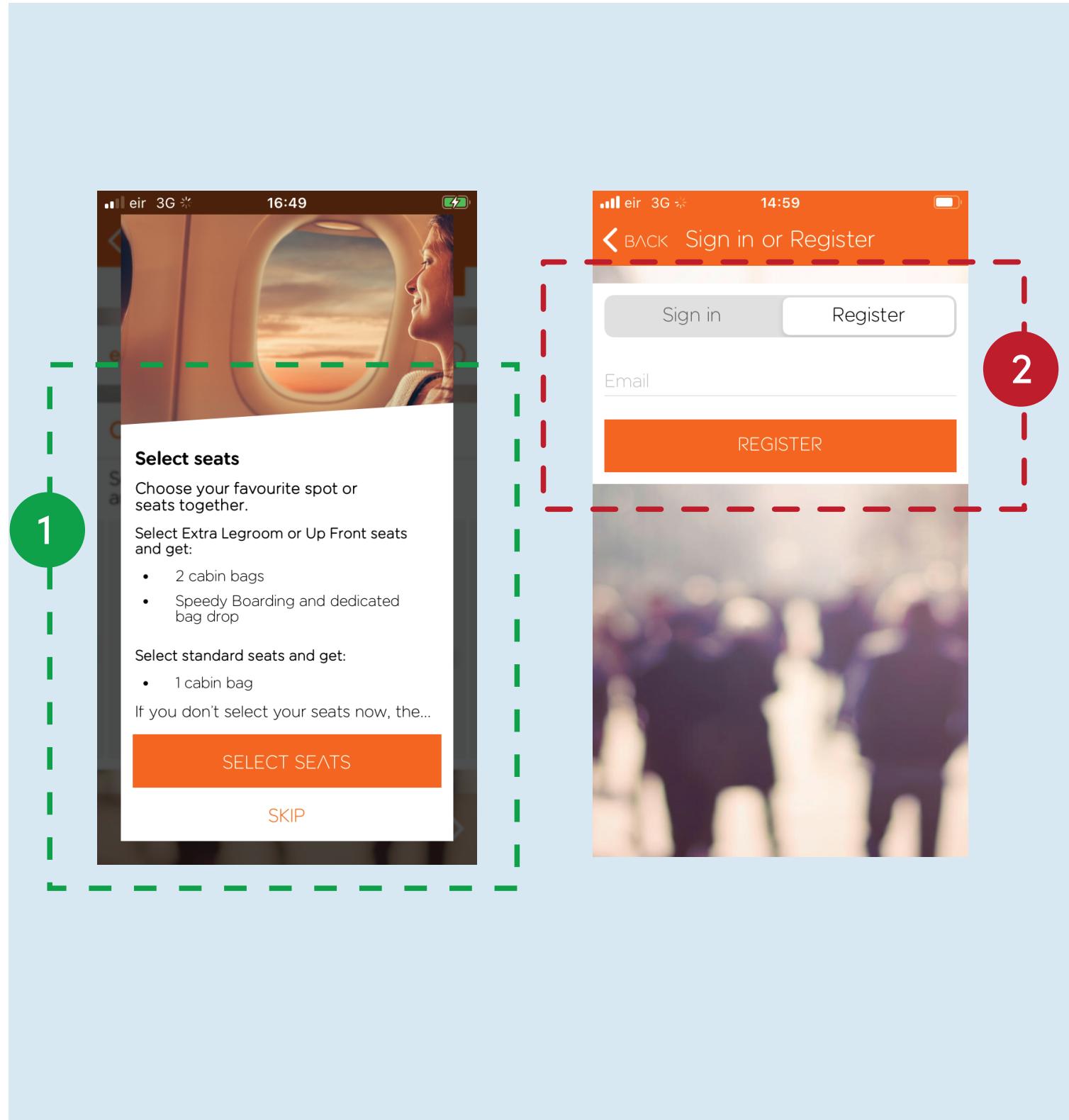
Passenger Details

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 to select seats here.

2

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





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

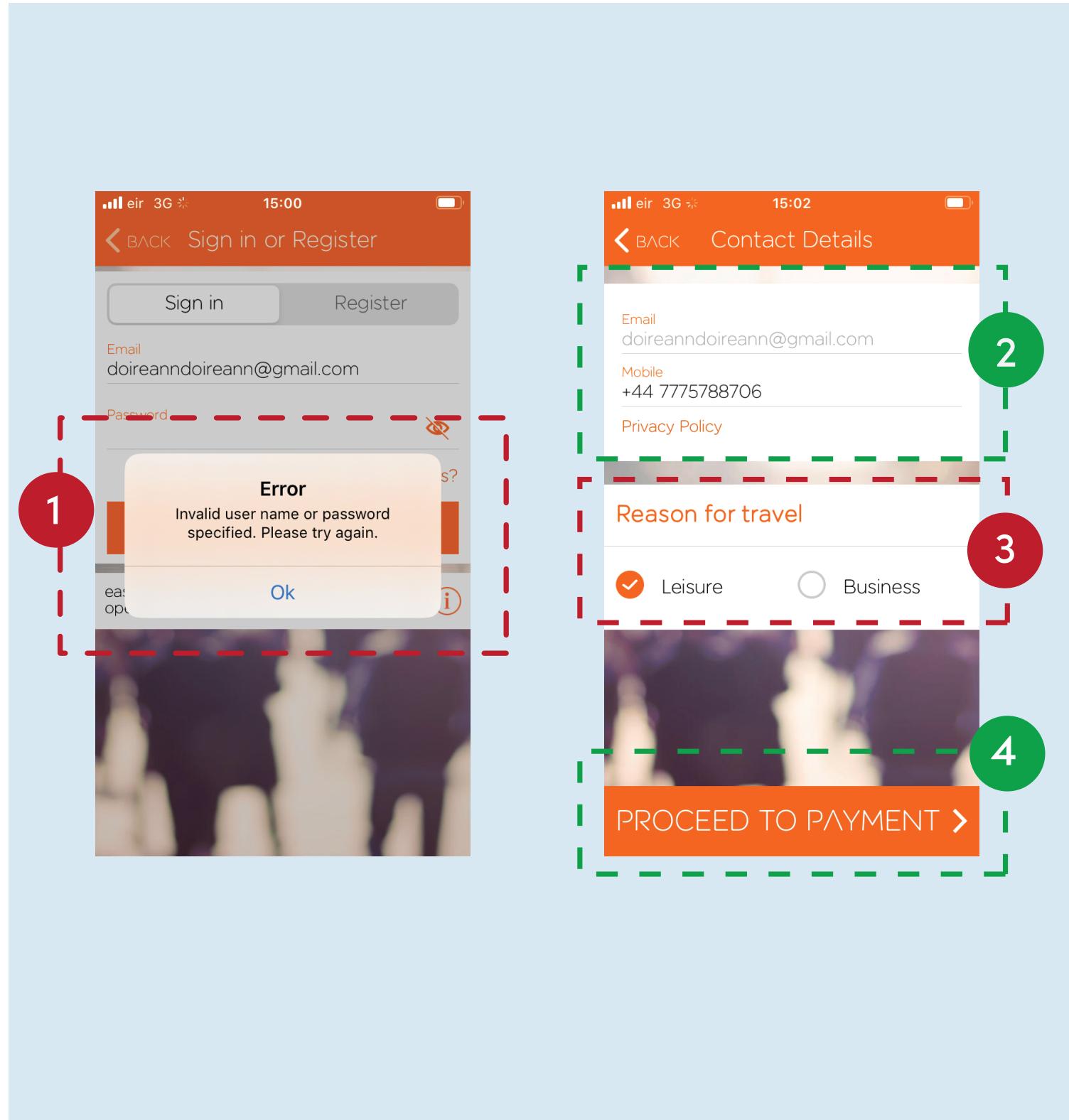
The only useful thing about the pain of signing in, etc. is that my contact details are already there.

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.

*Landing Page if you already have account and are signed in.

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.

4 NEW

5 Explore Saved Trips Inbox Profile

6

Done airbnb.ie AA 🔍

Resource Centre Menu

Try "create a great listing"

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.

*Landing Page if you don't have an account.

1

Phone number

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

Continue

Country/Region
Ireland (+353)

Phone number

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

Continue

or

2

3

Continue with Apple

Continue with Facebook

Continue with Google

Already have an account? [Log in](#)



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**.

1

Add your info

First name

Make sure it matches the name on your government ID

Doireann

Last name

Ní Ghroighair

Birthday

To sign up, you need to be at least 18. Your birthday won't be shared with other people who use Airbnb.

9 Jul 2019

Email address

We'll email you a reservation confirmation

2

Done

3

Date	Month	Year
6	April	2016
7	May	2017
8	June	2018
9	July	2019
10	August	2020
11	September	2021
12	October	2022



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.

The image displays two side-by-side screenshots of an iPhone screen during the Airbnb sign-up process, separated by a vertical dashed red line. Both screens show a light blue header bar with signal strength, 'eir 3G', the time '19:41', and a battery icon.

Screenshot 1 (Left): This screen shows a form for entering an email address. The field contains 'doireann.nighroighair@ucd.ie'. Below the form is a large block of text detailing the user's agreement to Airbnb's Terms of Service, Payments Terms of Service, Privacy Policy, and Nondiscrimination Policy. At the bottom is a large black rectangular button labeled 'Agree and continue'. A red circle with the number '1' is positioned to the left of the first screenshot, and another red circle with the number '2' is overlaid on the bottom right corner of the 'Agree and continue' button.

Screenshot 2 (Right): This screen displays a community commitment message: 'Airbnb is a community where anyone can belong'. It explains that users agree to treat everyone with respect regardless of race, religion, etc. A link to 'Learn more' is provided. At the bottom are two buttons: a black 'Agree and join' button and a white 'Decline' button. A red circle with the number '3' is positioned to the right of the second screenshot.



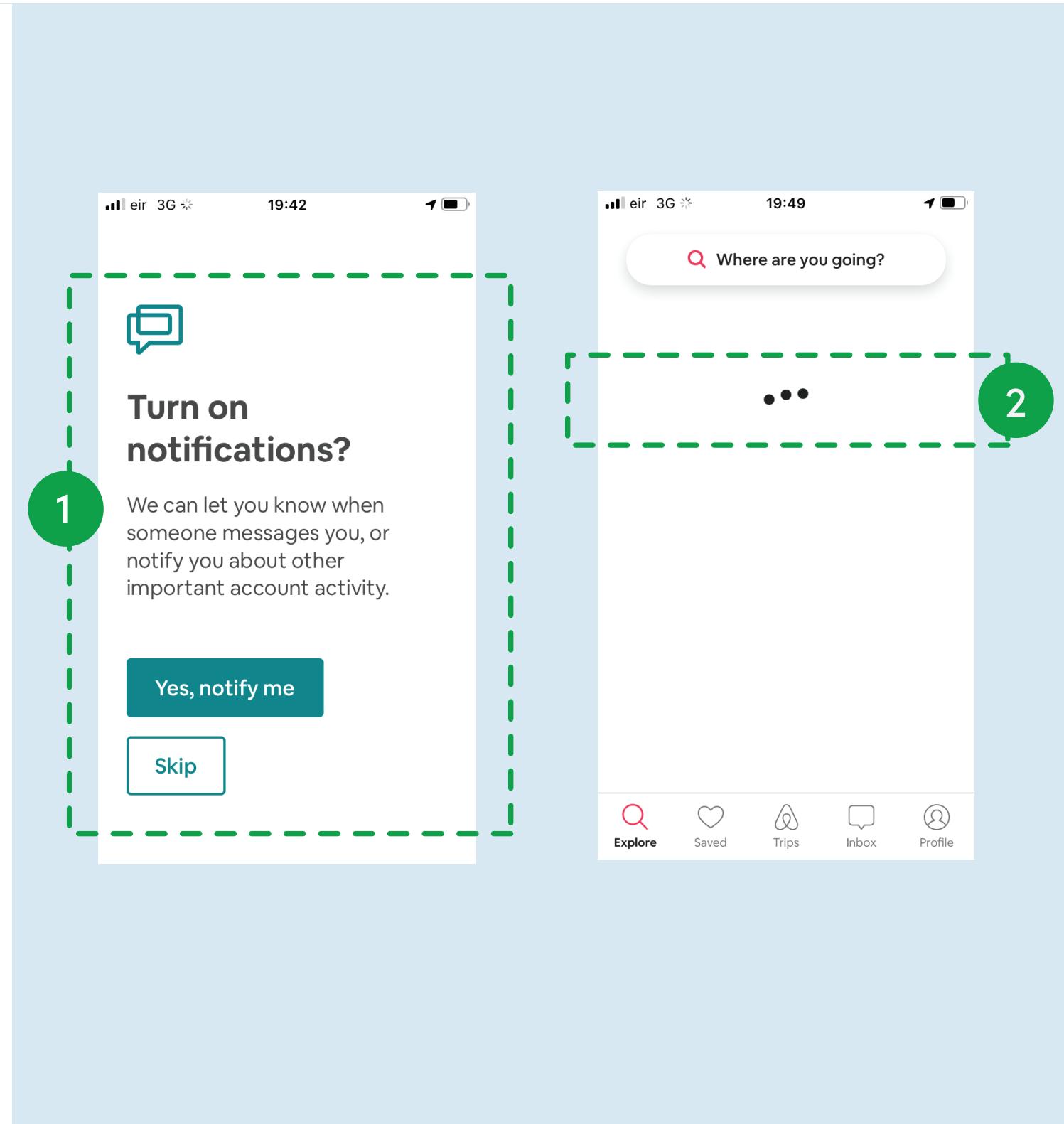
Personal Details

1

Although it seems disjointed from the previous screens, the screen is 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.





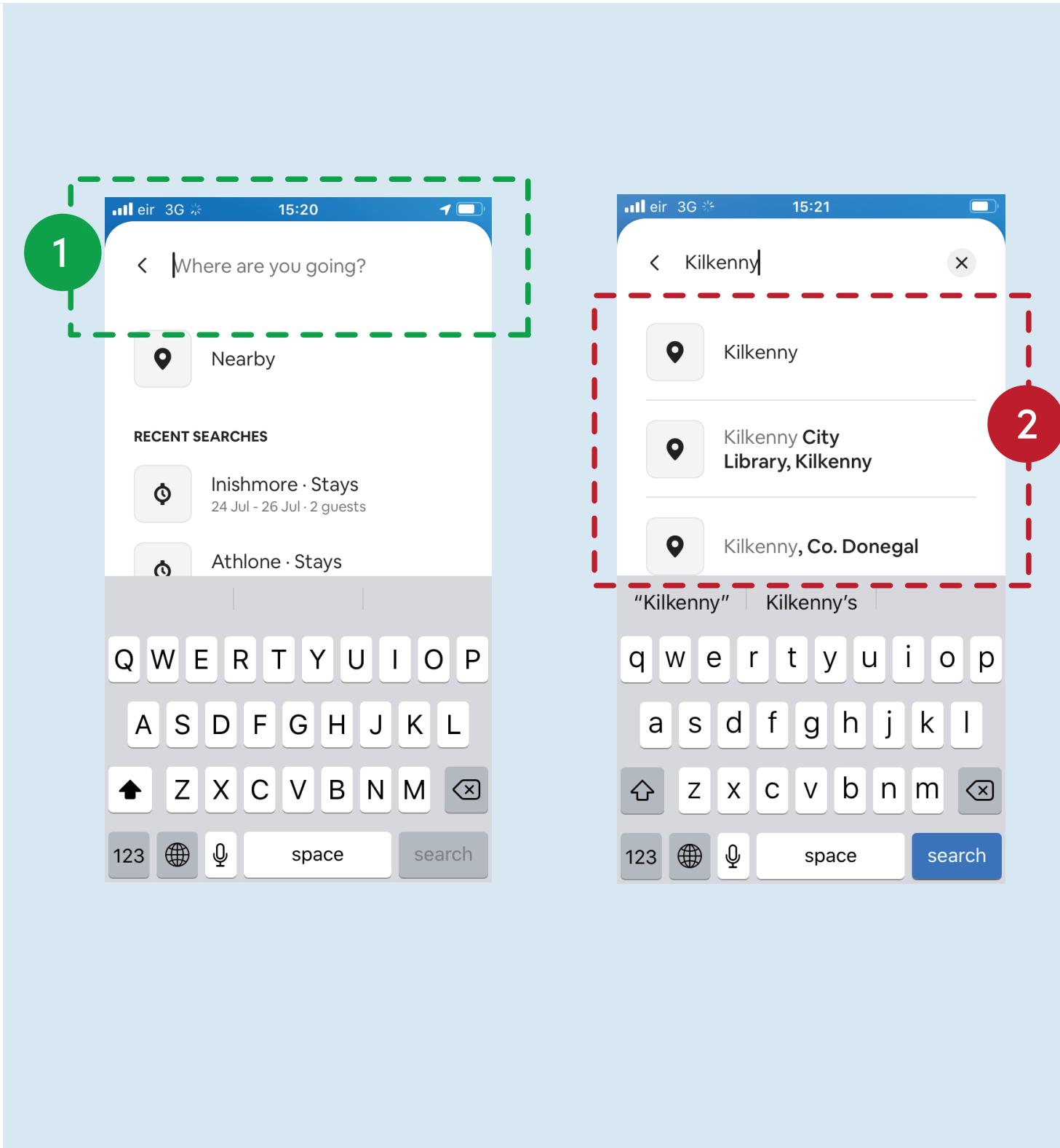
Search

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 place names can be confusing.





Search

1

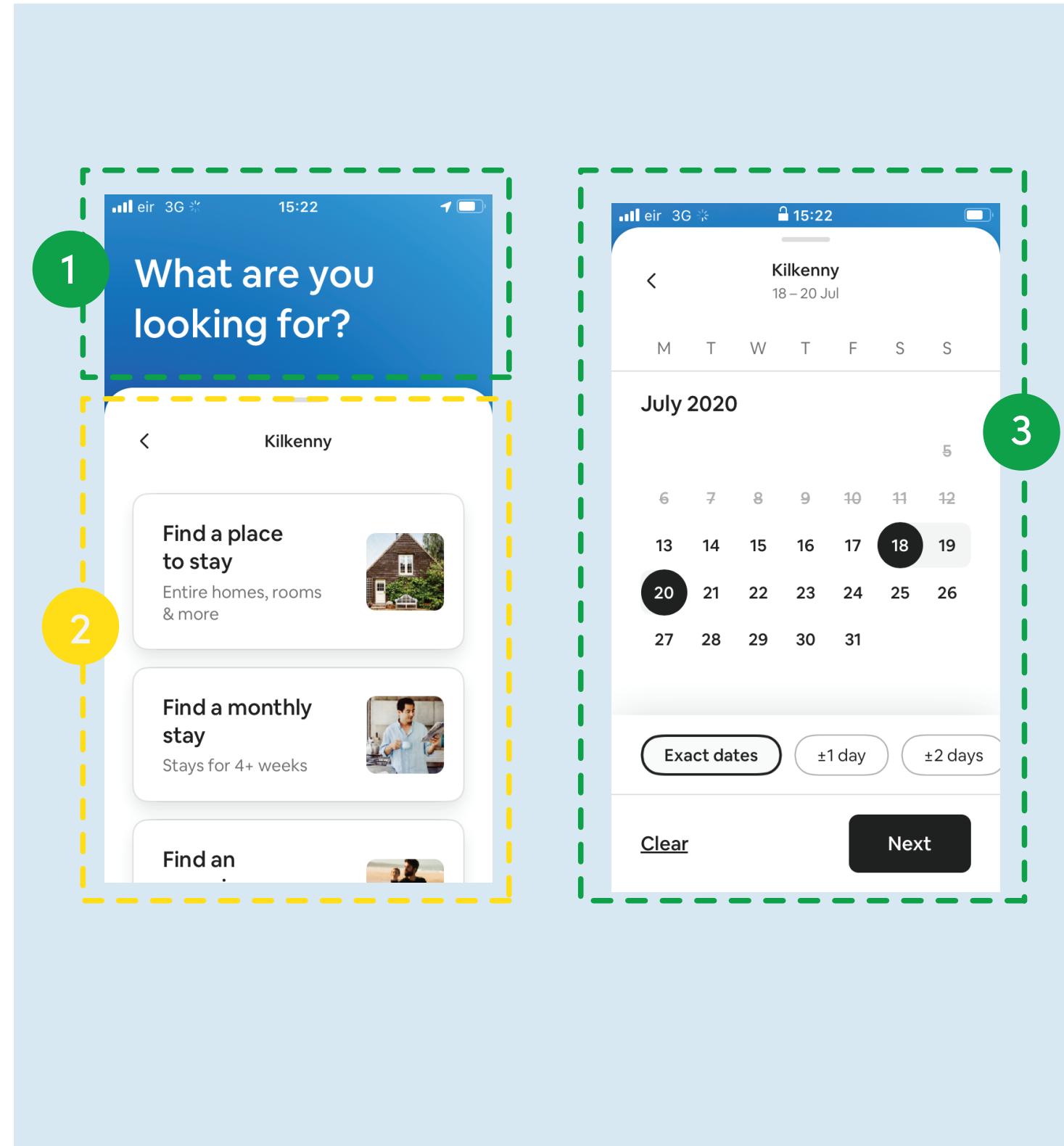
The conversational 'What are you looking for?' is more engaging than just a list of options or just a 'What?' Sounds almost like it will fulfil some existential need.

2

Easy navigation to scroll down and select buttons 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

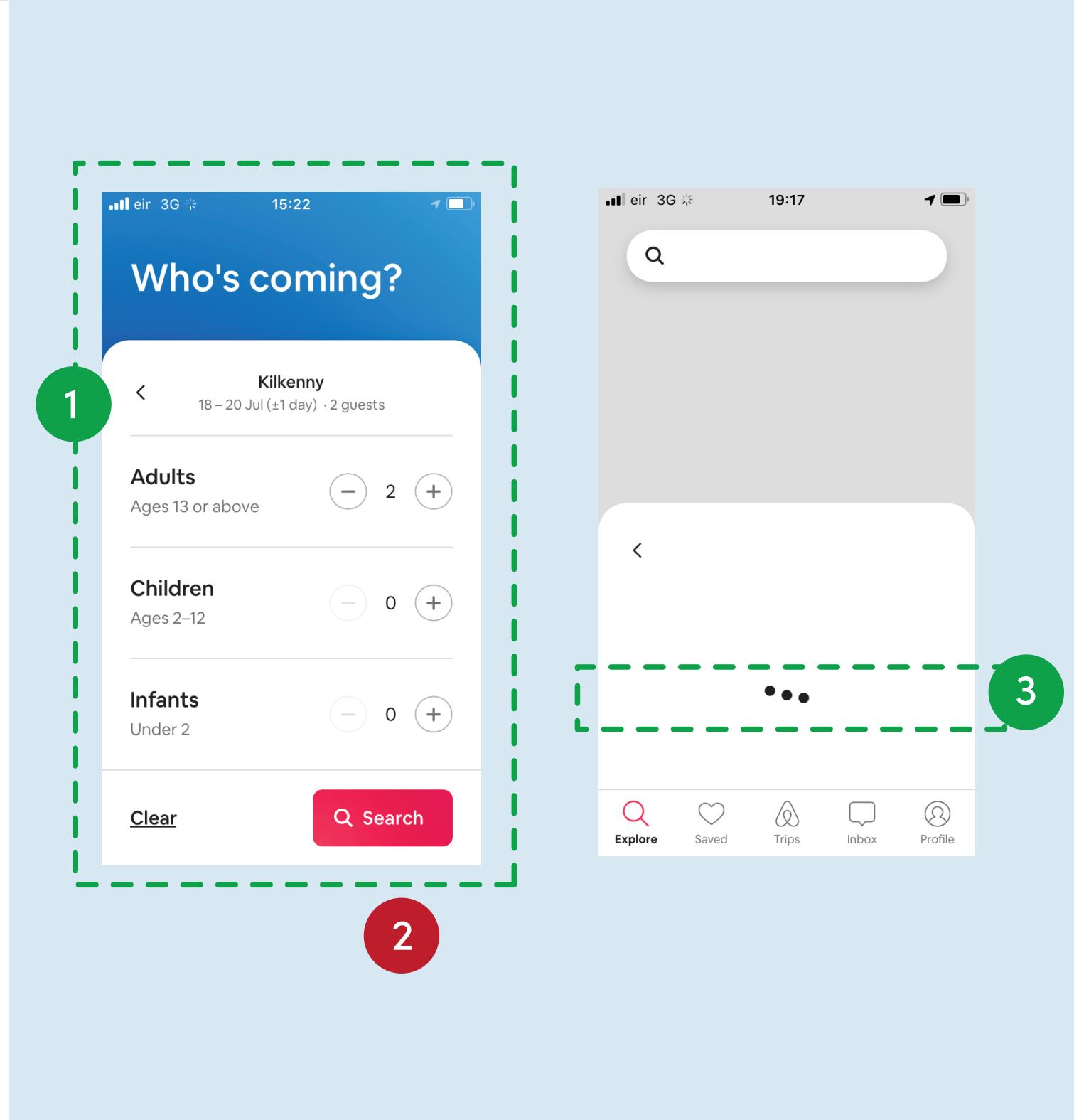
Nice bright UI, with the conversational 'Who's coming?' and options for selecting, with nice, bright 'Search' CTA.

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

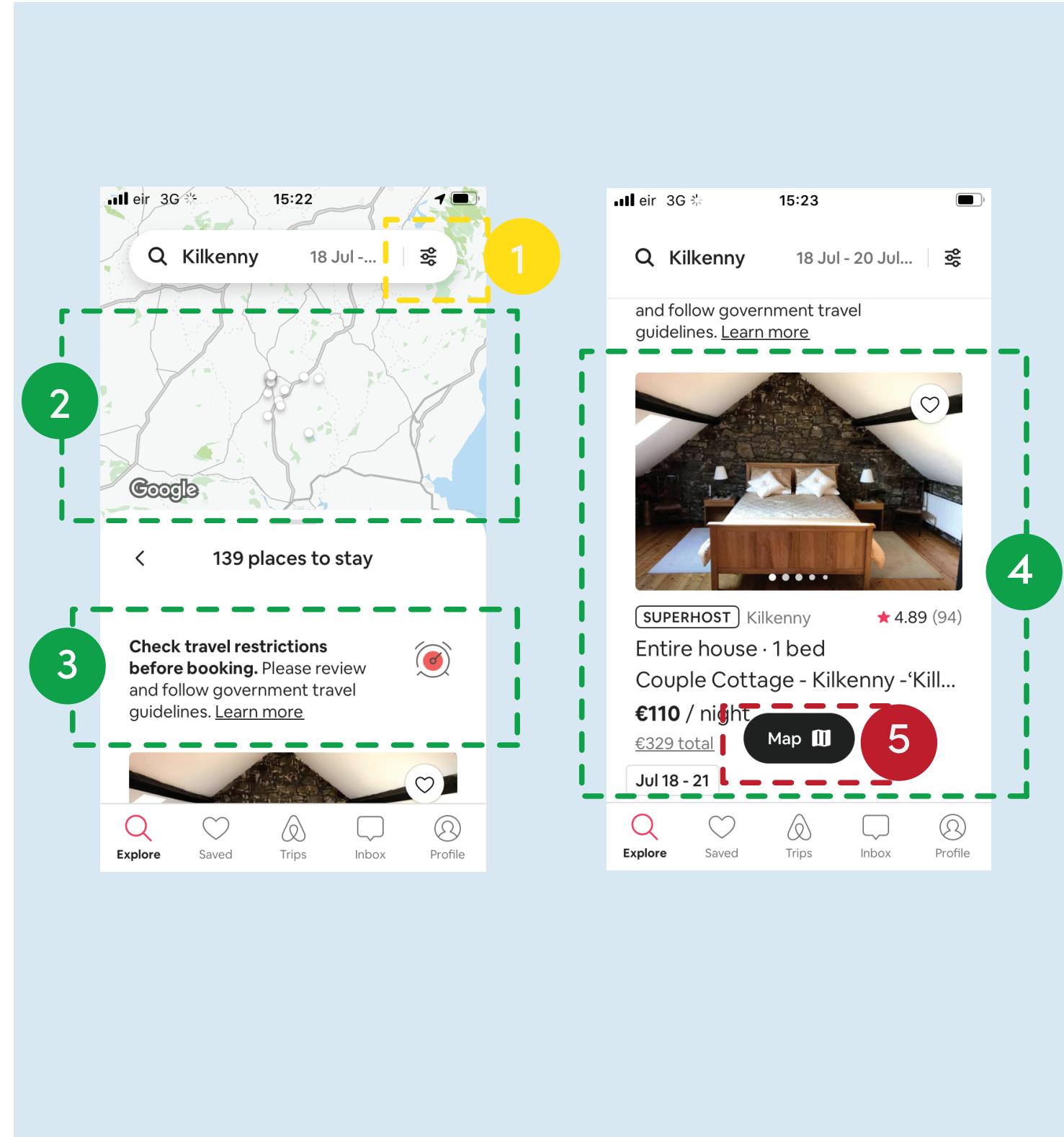
Salient notice and reminder of travel restrictions due to Covid-19.

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.





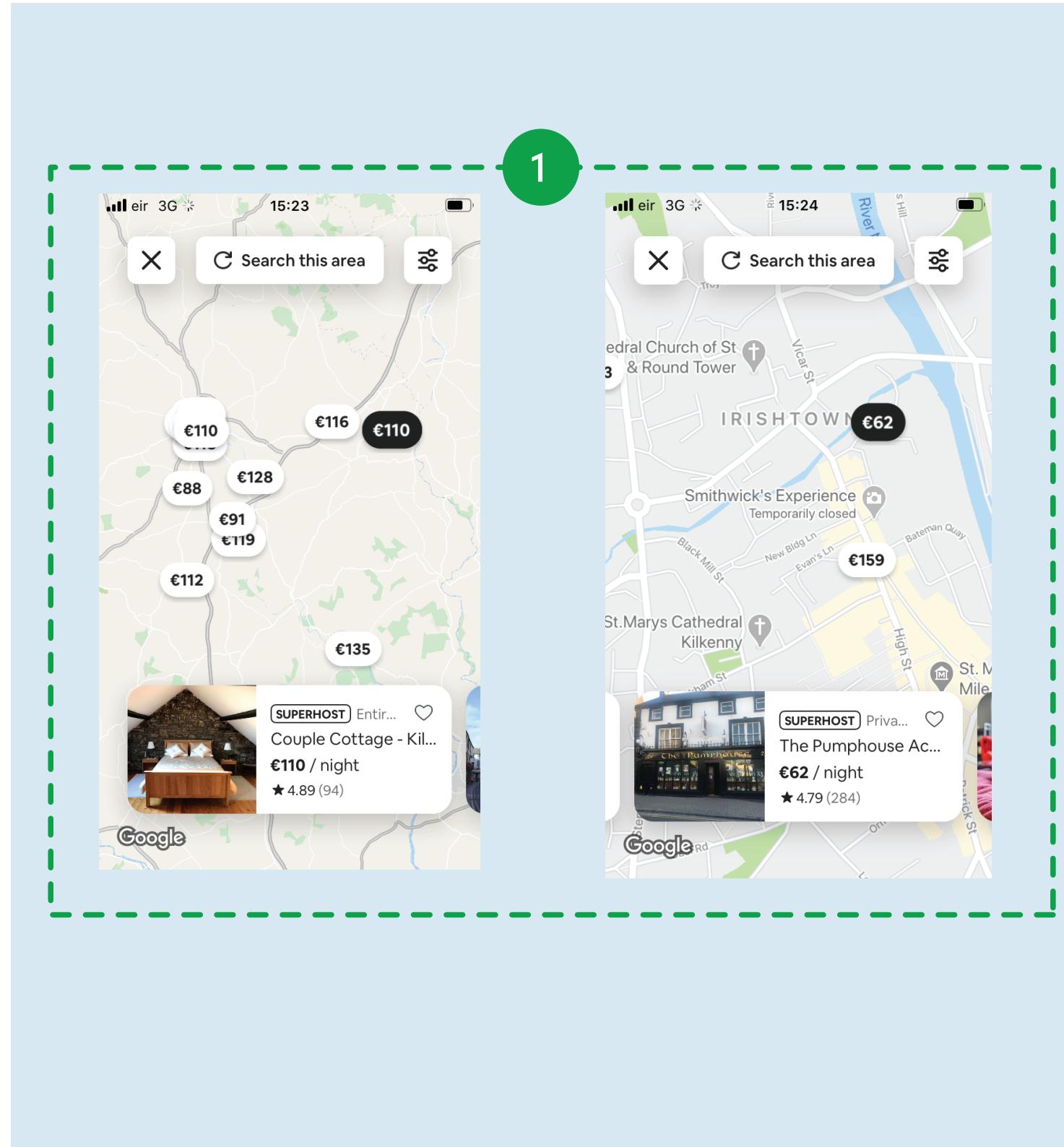
1

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.





Search

1

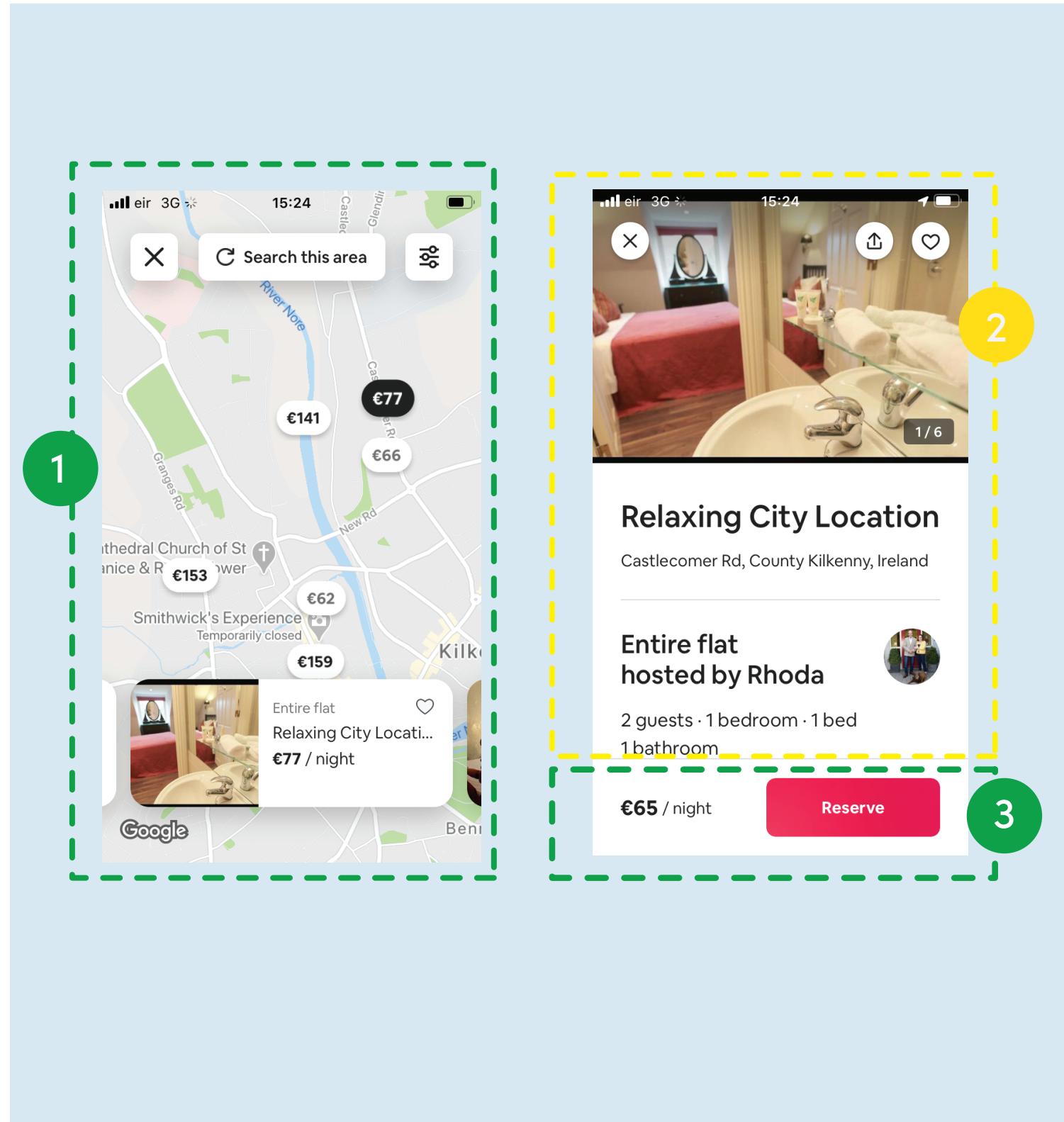
Again, the map format is really useful and I can find a property with a price and location that suits.

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.





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.

ENTIRE FLAT
€65 / night

Check-in: 18 Jul | Checkout: 20 Jul | Guests: 2 guests

Is this a work trip?

FEES & TAX DETAILS ⓘ

€65 x 2 nights	€130
Service fee	€23

Total: €153

Reserve



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.

The image shows two screenshots of the Airbnb mobile application demonstrating a booking flow. Both screens are timestamped at 15:25 and 15:26, showing signal strength, battery level, and network provider (eir 3G).

Screenshot 1 (Left): Review house rules

- A green circle labeled "1" points to the text "Step 1 of 3" at the top of the screen.
- A red circle labeled "2" points to the check-in and check-out dates: Jul 18 (Saturday check-in 3:00 PM - 6:00 PM) and Jul 20 (Monday check-out 11:00 AM).
- A green circle labeled "3" points to the "Continue" button at the bottom right.
- A red circle labeled "4" points to the "Show details" link in the summary section.

Screenshot 2 (Right): Booking summary

- A green circle labeled "1" points to the "ENTIRE APARTMENT" listing.
- A red circle labeled "2" points to the stay duration: "2 night stay".
- A green circle labeled "3" points to the guest count: "2 guests".
- A red circle labeled "4" points to the total cost: "€152.57".

Things to keep in mind:

- Suitable for children (2-12 years)
- €152.57 for 2 nights
- Show details
- Continue

FEES & TAX DETAILS:

Fee	Description	Amount
€65.00 x 2 nights	€130.00	
Service fee	€22.57	
Total	€152.57	



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 overwhelming moment to finally get here after all that information and steps. It's not even clear where to press to book.

1 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!

2 Write your message here
Please add a message to your host.
Add message

3 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 an account.