

Unit 2-4 Collaborative Discussion – Ryanair Vs. Easy Jet→Ryanair [link](#), EasyJet [link](#)

	Ryanair	EasyJet
What attributes are you or the viewer examining?	Interactive maps with pinpoints for destinations around the world (mainly Europe).	Similar to the map provided by Ryanair, you view possible destinations of the world.
What type of tasks abstraction viewers are undertaking on these two websites?	<ul style="list-style-type: none"> • Booking flights • Hotels • Holiday (Hotels/flight combinations) • Car Hire 	<ul style="list-style-type: none"> • Booking flights • Hotels • Holiday (Hotels/flight combinations) • Car Hire
Colour schema used	Consistent use of blue and yellow to match the branding of Ryanair. Even on mapping visualisations.	Like Ryanair, colour scheme is to match the branding. Orange for majority of design, but not used on visualisations, as Ryanair has.
Your views (from a visualisation perspective).	Design is more crisp and easier to look at than EasyJet. Low prices are displayed alongside the map, to promote the 'cheapness'. Price is the focus.	Simple design to match the branding of the business. Emphasis on matching the theme of your holiday, and not just price.
Limitations	Menus don't break out into as many subsections as EasyJet. Have to do more clicking to get to where you want.	Map visualisations were very plain, and not as attractive as Ryanair.
Strengths	<p>Promotes Deals well, to match the Ryanair branding / philosophy of being the cheapest flight company in the UK.</p> <p>Easier to use than EasyJet in my opinion.</p>	<p>Menus set out well so you can easily see subsections, therefore making it easier to get to where you want, and quicker.</p> <p>Shows lot of images where possible for selling locations/hotels to consumers</p>

Feedback for Peer:

In reply to Nima Osman

Peer Response

by Chris Final - Friday, 1 September 2023, 9:21 PM

Hi Nima,

I see you share similar opinions to me with regards to the two websites. Ryanair is slicker and more attractive to look at. While on the other hand, EasyJet contains more detailed information about locations to benefit consumers.

You mention a negative about EasyJet being the use of abbreviations on their map visual. I feel the purpose of this was to avoid too much clutter. Ometis (2019) talks about visual clutter and how 'too much information defeats the purpose of clarity'. Do you feel that this was the reasoning behind the use of abbreviations by EasyJet? Do you think that Ryanair should use abbreviations to make their map even cleaner? Also, the use of 'hovering information' is a neat method by Ryanair for displaying price by location pins. How would EasyJet benefit from adding this feature, to insert more information, with limiting screen space?

References

Ometis (2019) Data Visualisation Pitfalls and How To Avoid Them. Available at:
<https://www.ometis.co.uk/data-visualisation-pitfalls/> [Accessed: 1st September 2023].
