

Huston School of Film and Digital Media

Module Title and Code: Interactive and Immersive Media DM6103

Programme: MA Digital Media

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I am going to compare apps and websites of two different airlines:
Ryanair and Aeroflot.

RYANAIR


Plan ▾ | My bookings | Self-Service Hub | Sign up | Log in | Help ▾ | 

FLIGHTS | CAR HIRE | HOTELS | EVENTS & ACTIVITIES

☒ Return trip | ☐ One way | ☐ Apply promo code

☒ Verified by Ryanair

From: Dublin | To: Destination | **Search**

 **IMPORTANT:** Ensure you're aware of mandatory C19 travel requirements & passenger locator forms before you go to the airport [Read more](#) 1 of 1

04 : 26 : 32
HOURS MINUTES SECONDS

SALE EXTENDED - EXTRA 10% OFF ADDED
WAS 40% NOW 50% OFF

 COVID-19 – Read about the latest travel updates

AEROFLOT  



Buy a ticket | Services | Special Offers | Aeroflot Bonus | Details | For Business

   Aeroflot Bonus Account **EN** ▾

Booking | Online check-in | Manage your bookings | E-Voucher

Flight | Rent-a-car | Hotel | Transfers

City of departure: Dublin | City of destination: DUB | Depart: 03.02.2022 | Return: Date | 1 pass., Eco | ☐ For miles | **Search**

 Enter promo code |  Use an e-Voucher

Five Aeroflot Bonus Miles for Every Dollar
Book hotel rooms, apartments and other types of accommodation

[Learn more](#)

Booking.com

Here are the main pages of their web based websites.

- The user can scroll down.
- User can interact and type in information in the forms above.
- Different available services in menus above.
- There are photo carousels available for users to interact with.

Ryanair: the carousels only moves with interaction.

Aeroflot: the carousel turns pages on its' own and with interaction.

Design:

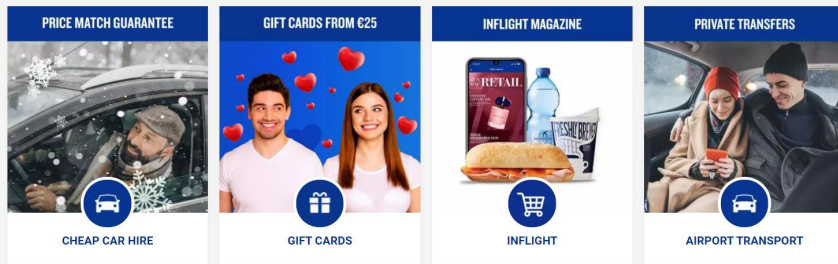
Ryanair: Blue, bright eye catching ads, bright colour contrast.

Aeroflot: Blue, picture carousel background, subtle colour contrast.

Flying this winter? Here's what you need to know

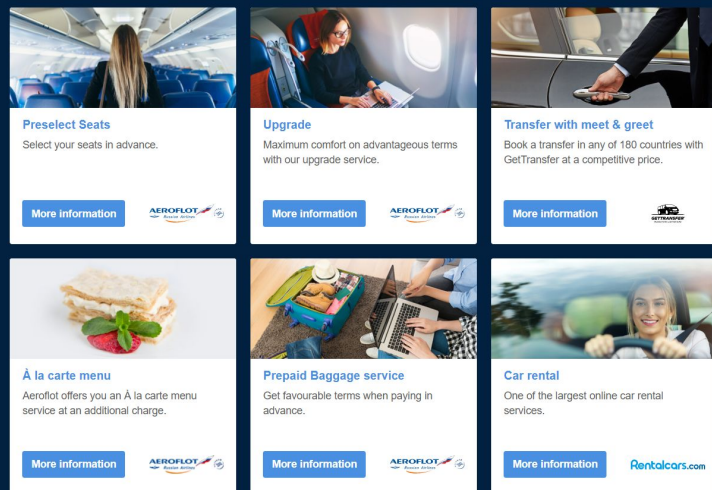


Our Partners and Extras

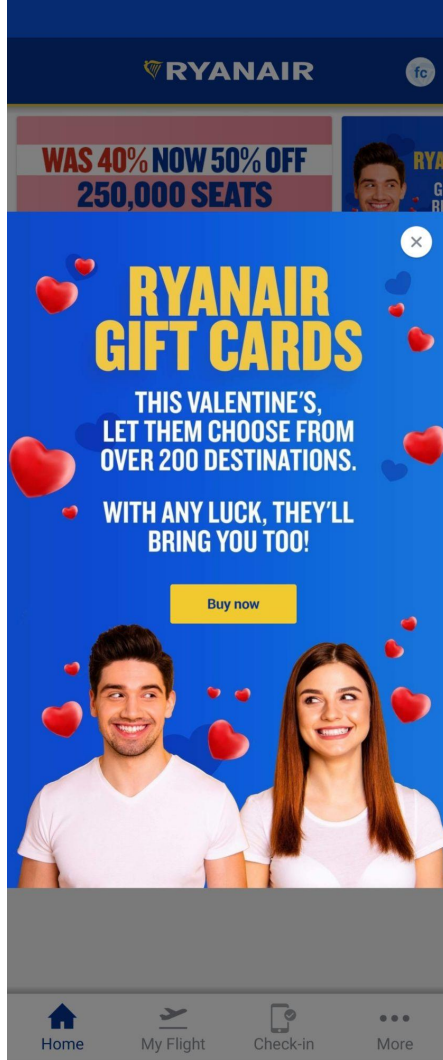


Explore Ryanair

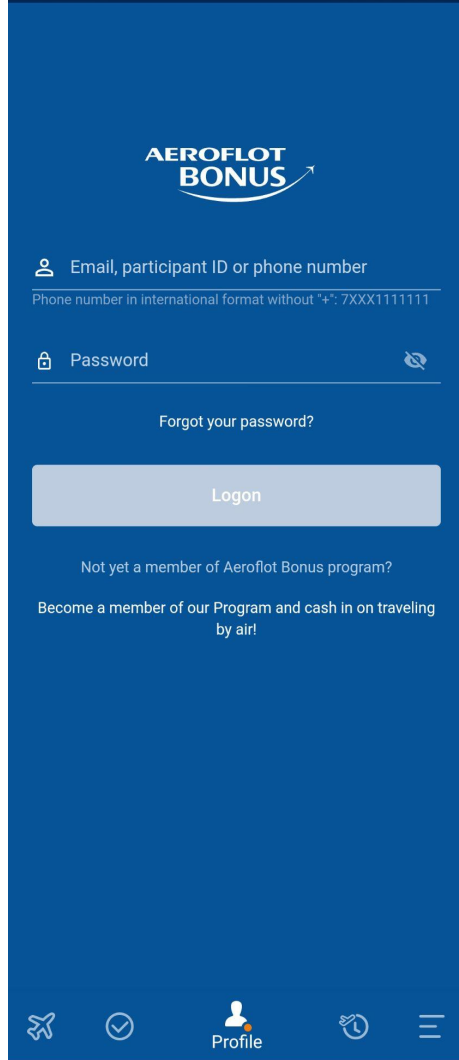
Additional services



- Both websites have similar familiar designs.
- Both websites have many links to new pages.
- More photo galleries of services available by scrolling down.
- Ryanair uses more icons than Aeroflot.
- Aeroflot main page is longer than Ryanair's.
- Aeroflot darker design.
- Ryanair bright and colourful.

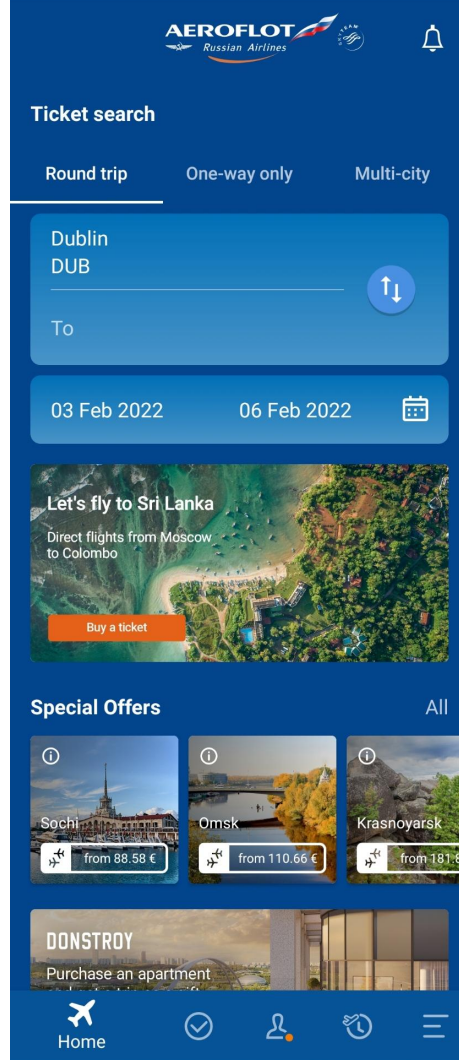
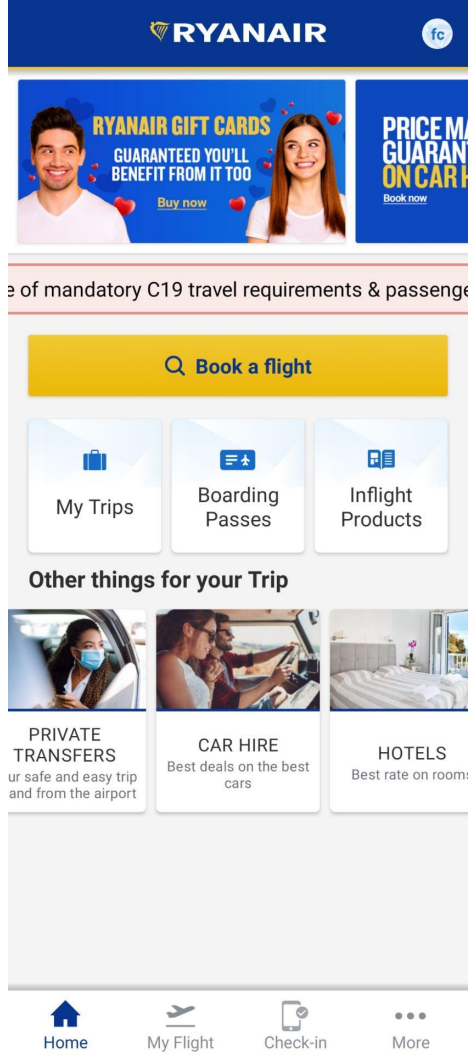


- When it comes to opening the Ryanair mobile App the first thing that comes up is Login Page. Authorization process needed. User can use their Gmail account for quick access.
- After logging in into your account, an ad pops up.
- While the Aeroflot mobile app does not ask the user to log in first, but immediately shows the main app page.



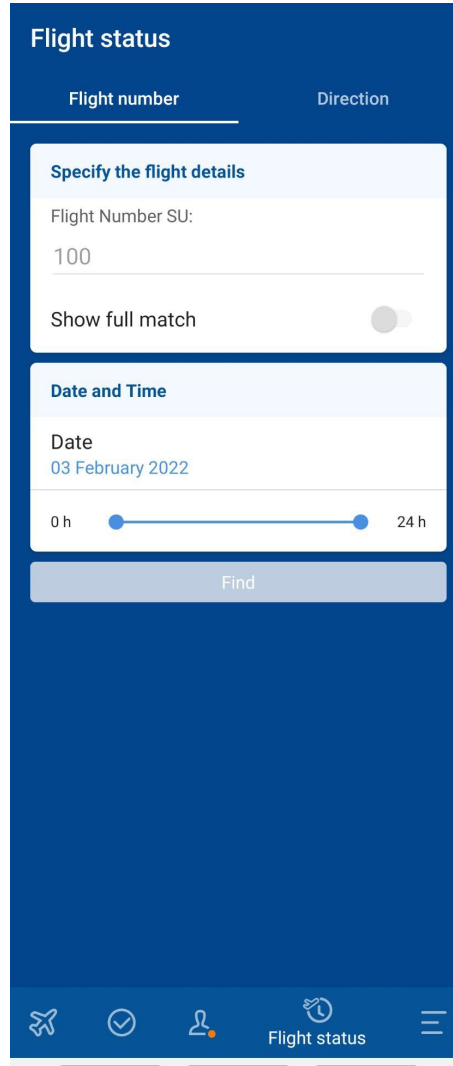
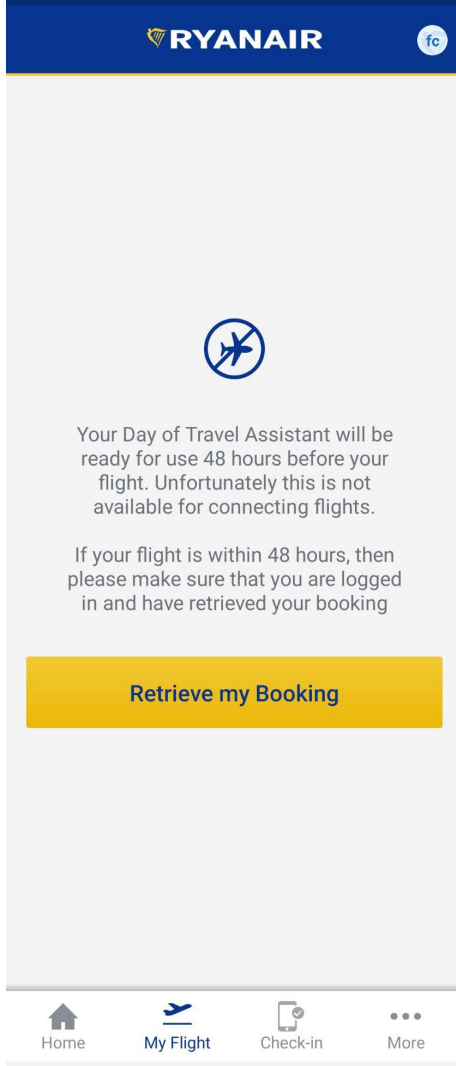
Log In page for Aeroflot's mobile app.

- No option to Log In with your Gmail email account for quick access. Need to create an account.



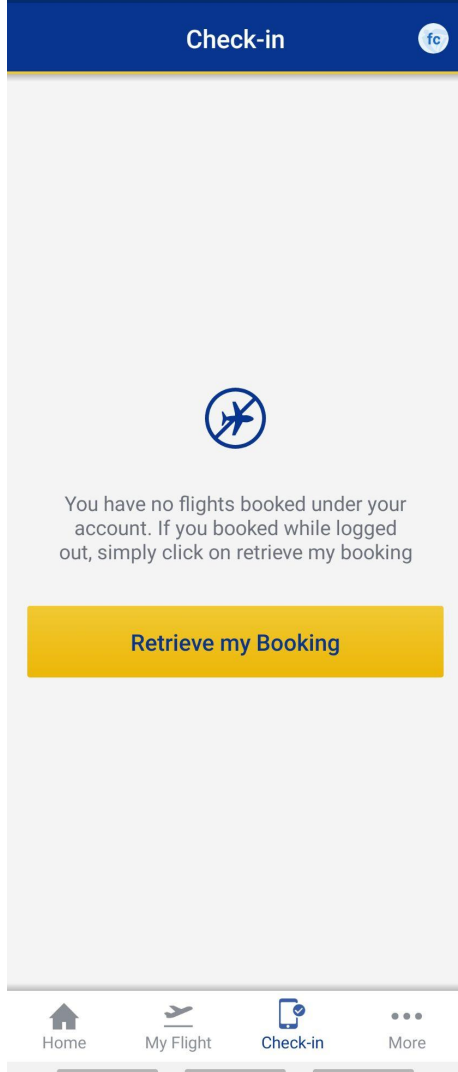
Main mobile app pages

- No login needed to use Aeroflot app.
- Ad pop ups and log in required for Ryanair.
- Finding flight off the home page of Aeroflot.
- Need to access additional page with Ryanair to find a flight.
- Aeroflot scrollable home page.
- Carousels on both pages.
- Similar menus in the lower part of the screen.
- Ryanair lower menu is titled.
- Aeroflot's menu only shows the title of the page when the user interacts with it.



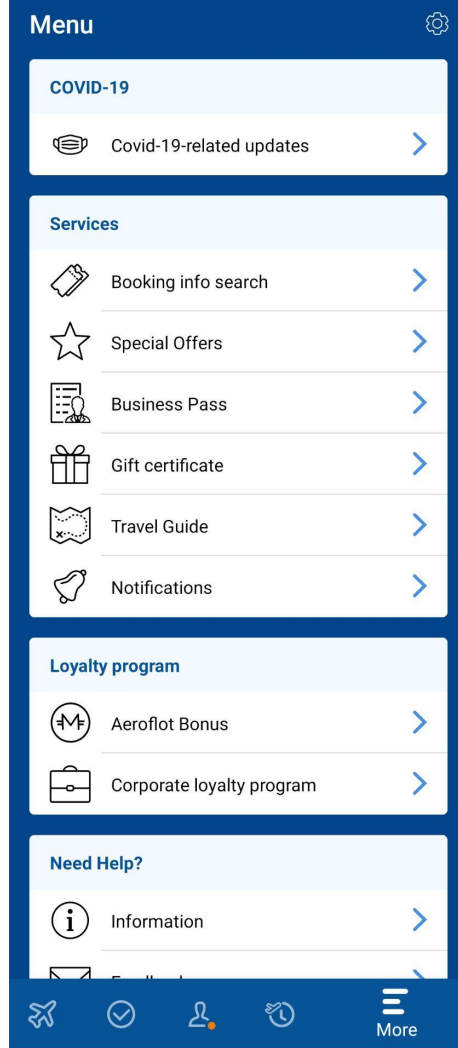
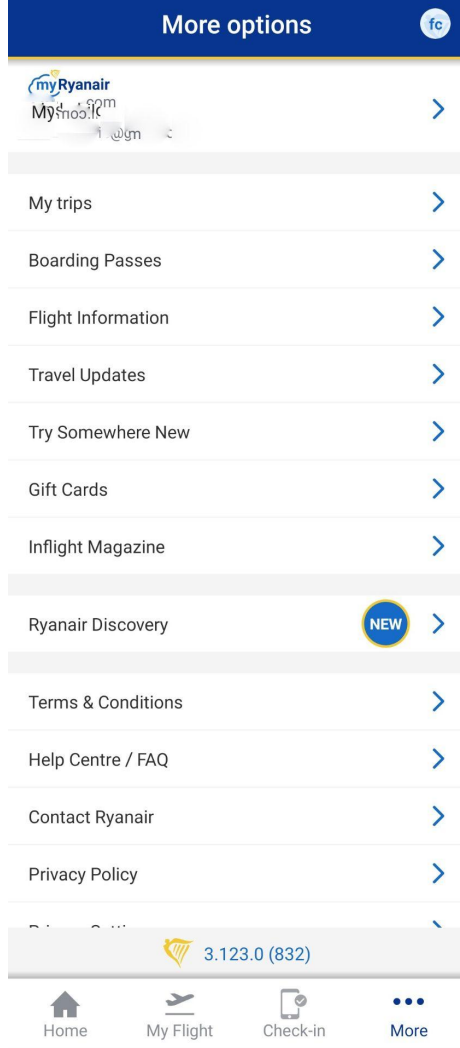
Flight Status Page.

- Different designs.
- Ryanair allows to check only user's flights.
- Aeroflot allows to check any flights by entering additional information.



Check In Page.

- Ryanair will automatically find your flights that are available for check in.
- Aeroflot requires users to enter additional information to check in their flights.



Menu

- Both apps are inductive.
- Progressive disclosure is used throughout both of the mobile apps.
- Both menus show arrows for additional pages to be opened.
- Aeroflot uses icons and separates different services with titles.
- Ryanair's help page takes the user out of the mobile app into the web based Ryanair website.
- Aeroflot has all the help available through the app.
- I could not log out from my Ryanair account. Did not find a logout button.