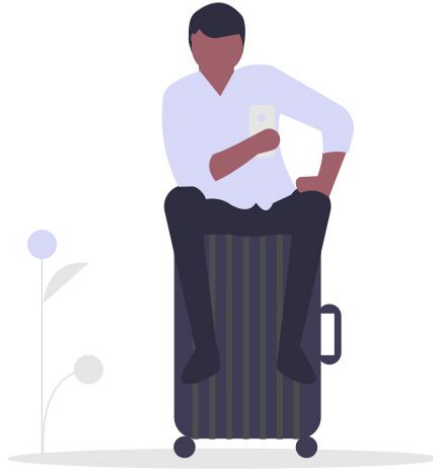


# Competitive Benchmark Analysis



# Objectives

- Learn how best-in-class websites and apps solve the problems we are trying to solve
- Understand the conventions we should follow
- Highlight best practice that we should emulate



# Task

**Identify** four websites, three of which should be airlines.

- S7 Airlines, Ryanair, Vietnam Airlines, Kiwi.com

**Define** which aspects of their software you want to look at.

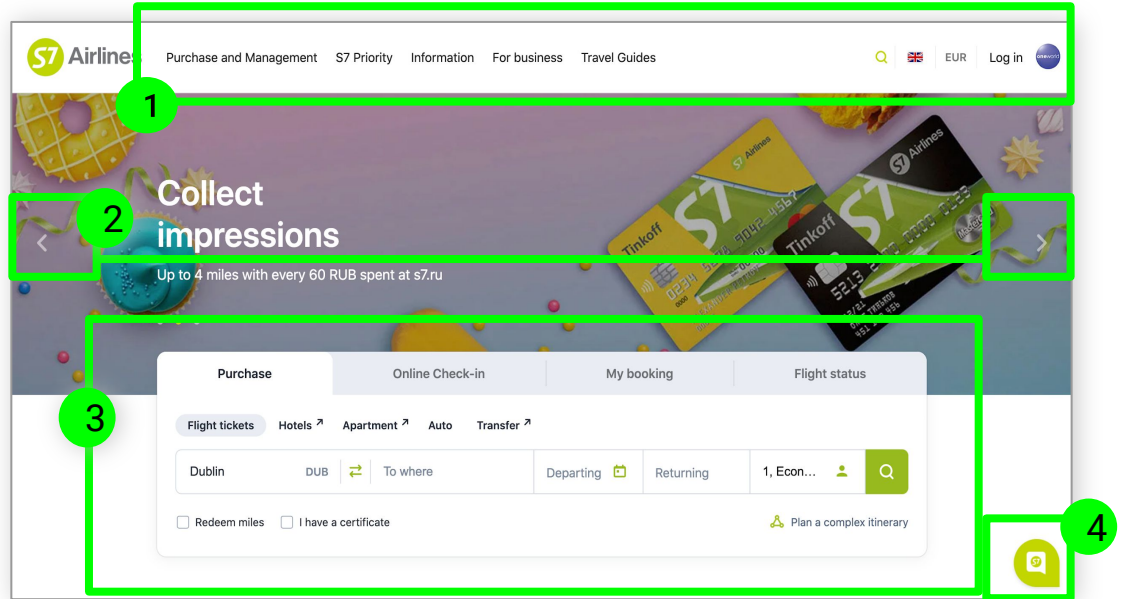
- Homepage, Search & Select, Entering Details of passengers / baggage

**Review** each website and app by taking screenshots with plenty of commentary to explain what's happening and why you think it's noteworthy.



# Homepage - S7

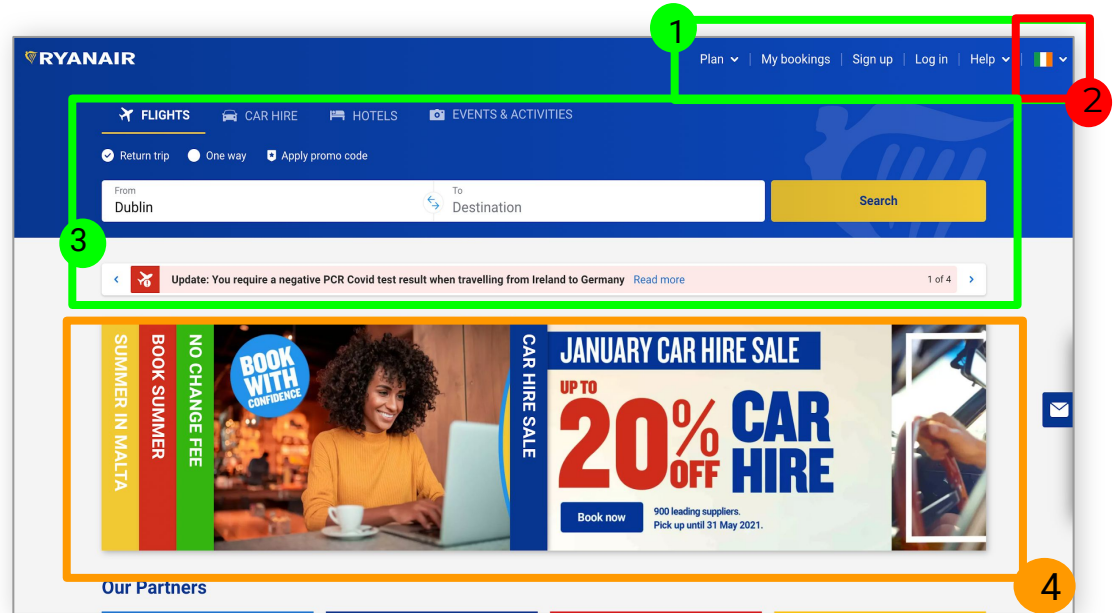
1. Offers the option to switch language and currency as well as all other necessary actions upfront without the user having to scroll down. Clean design, lots of whitespace. Nice tidy fonts on this site.
2. Arrows give the user the option to switch from one banner to the next to check out offers, no distracting ads.
3. Clean design, easy to navigate. Clear action items that are grouped together. The “flight status” is a nice touch that allows quick access for user to check their flights. The “transfers” tab allows to arrange transport straight away.



4. Easy to access chat bot if user needs to contact the Customer Care Team.

# Homepage - Ryanair

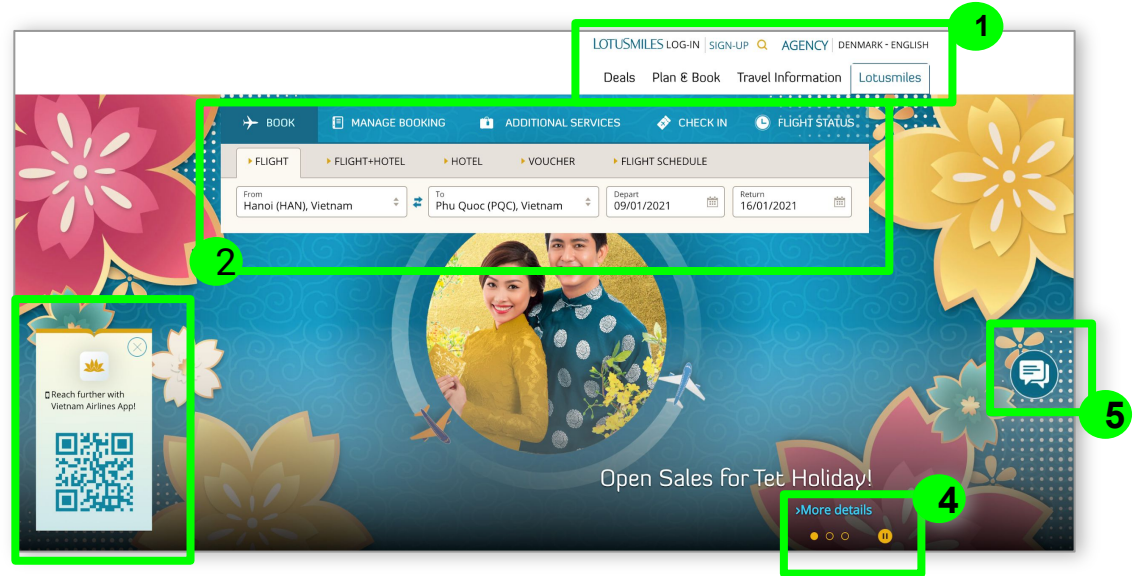
1. Allows user to take actions such as log in and view all important info (baggage guidelines etc) rather than scrolling down. Allows user to switch their language (although some languages are not included).
2. Does not allow the user to switch their currency. Can be problematic for people based outside of the euro zone who want to know the price in the local currency.
3. Offers different options - book a flight, rent a car etc. Clear search engine design with a clear action button. Also saves previous searches from current and past sessions. Currently displaying Covid travel measures without the user having to go search for the website.



4. An offers banner than is changing every few seconds to display different deals. Clear information regarding the discounts, however some users may find distracting or annoying because it's constantly moving and drawing attention away from the task at hand.

# Homepage - Vietnam Airlines

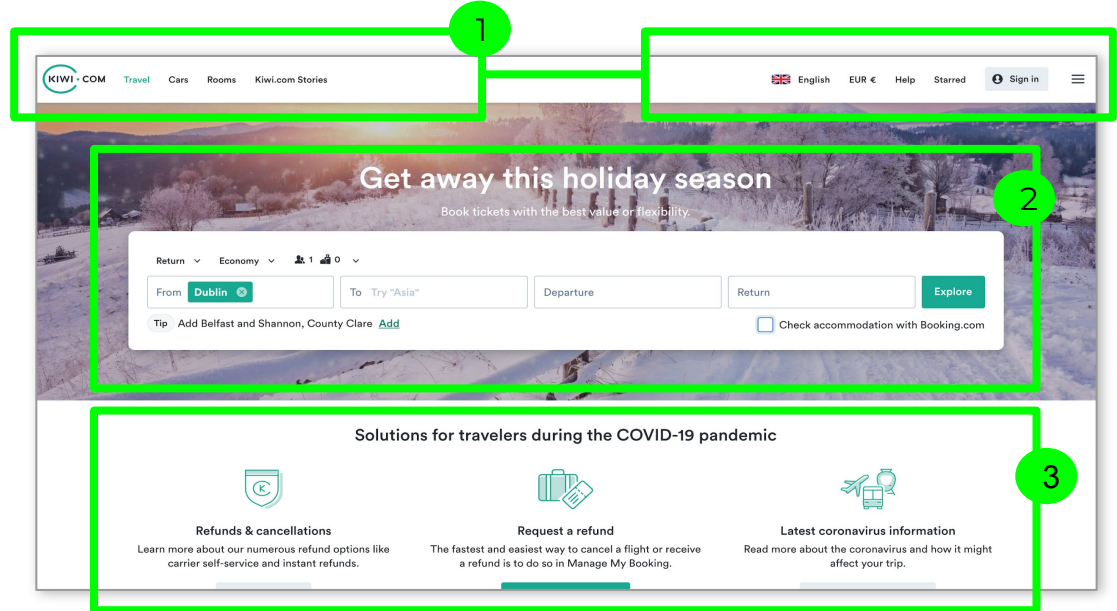
1. Easy to navigate and use, no scrolling to get to the important stuff, allows user to switch country and language. Fonts are bit more old-fashioned here.
2. Again, compact and easy to navigate all important functionality in one place. Allows to check flight status from homepage and access the additional services too.
3. Super positive that user can click on X and remove the pop-up if they need to and very accessible for those who wish to use the bar code to go to the app.



4. Again the option to opt out of seeing flashing offer ads by clicking on "pause" is great. Also gives the option to find "more details" or flick through the offers if the user wishes.
5. Immediate help from Customer Services from the chat bot, again super positive.

# Homepage - Kiwi.com

1. Really nice design, neat, nice fonts, gives the option to access all important information from the top of the page, no scrolling. Allows user to change the language and the currency.
2. Also neat design and clear user journey to select the departure and arrival airports, dates etc.
3. Clear instructions regarding travelling in Covid, great convenience for users.



# Search and Select - S7

One negative aspect - does not offer a progression summary of the user journey.

1. Search bar consistent on every page, follows chronological order of booking systems, everything in one place - destination, dates, no. of passengers, class
2. Great use of whitespace for minimalist design throughout the site
3. Uses a lot of simple icons to explain flight features, resonates with users and serve as indicators
4. Easy to correct mistakes ie. edit and change details along the way - gives control and freedom to user
5. Minimalist consistent design - no extra colours, CTA buttons are clear, same colour



# Search and Select - Ryanair

1. Follows order of booking system, starts with point of departure, arrival etc, know what user expect to see

2. Clear CTA buttons

3. Constantly reassuring user with what they have selected, details of flight along the journey in several places

4. Easy error correction along the way

5. Again confirms with user and reassures them with the use of green tick boxes

6. Gives user freedom and control to choose other options

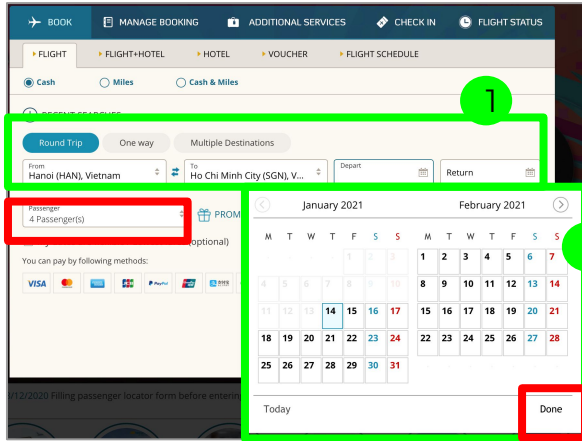
5. Again confirms with user and reassures them with the use of green tick boxes

6. Gives user freedom and control to choose other options

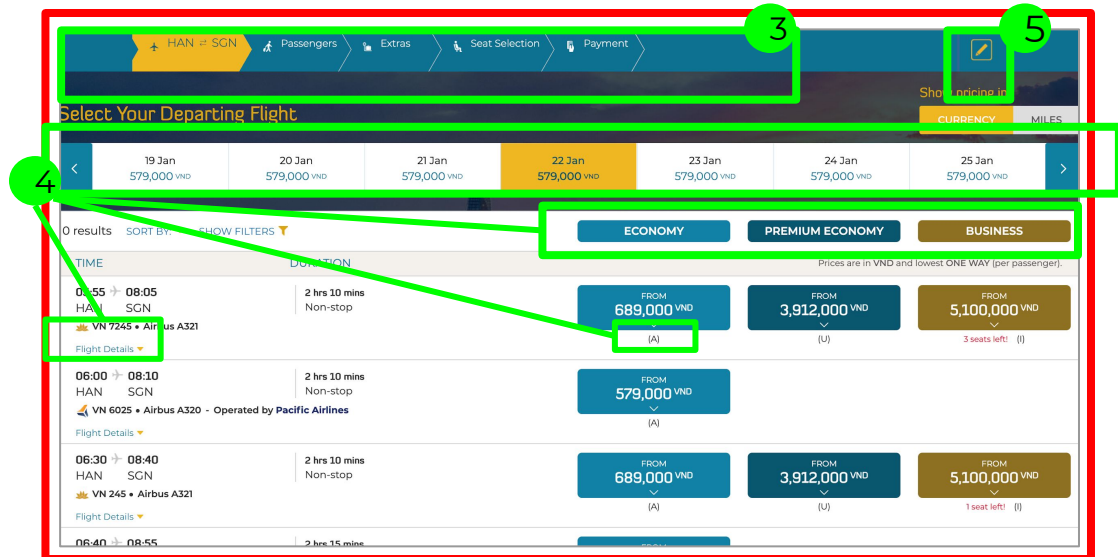
5. Again confirms with user and reassures them with the use of green tick boxes

6. Gives user freedom and control to choose other options

# Search and Select - Vietnam Airlines

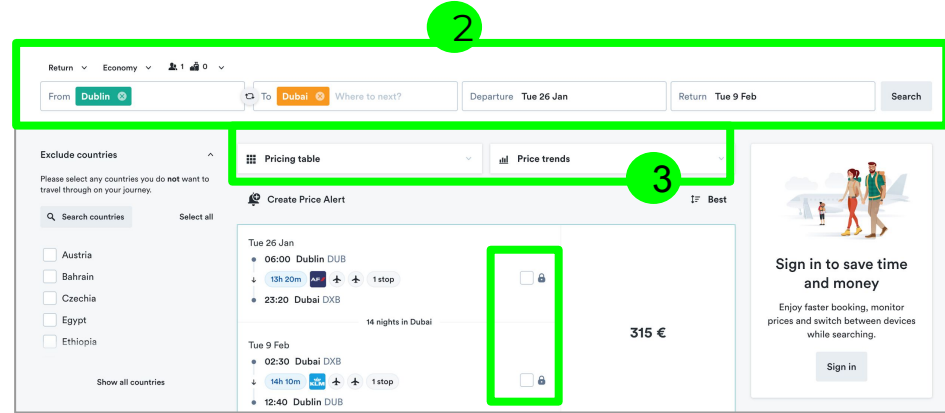
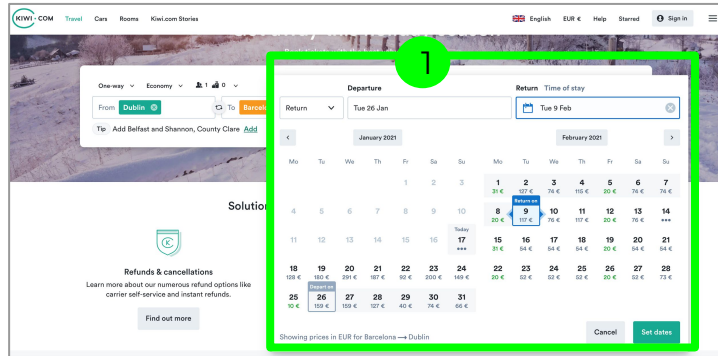


1. Follows logical order of booking system - departure/arrivals points, dates
2. Easy to navigate, offers drop down menu of destination options + calendar
3. Offers progression bar of the user's booking journey
4. Clear path to look for more details on the flights by clicking on arrows + bar that allows to switch dates - freedom and control for the user
5. Easy to correct errors

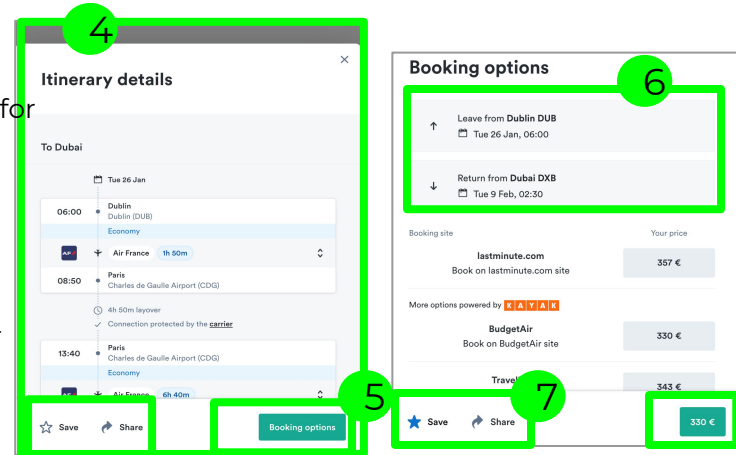


1. Passenger selection is not in user's field of vision, eye has to travel down, could negatively impact journey
2. CTA buttons not predominant, no emphasis
3. The whole page feels cluttered and could also do with some padding along the edges of the page

# Search and Select - Kiwi.com



1. Follows sequential order of booking system
  2. One place to select all info > eases effort for user, less clicks and eye movement
  3. Gives options - freedom, control, flexibility of process
  4. Gives details of itinerary for clarity and reassurance, scrollable pop-up for convenience > less effort for user
  5. Good use of colour and spacing for main CTA buttons, clear + neat design
  6. Again reassures the user of what they have selected and gives a short overview
  7. Great use of indicators throughout the site with use of familiar icons - luggage, passenger, "star" - save to favourite trip, "arrow" - share trip with others
- Share function is a great feature of this website - ease of communication



# Summary of Findings

All websites tested follow the conventions of good user design:

- Chronological order of a trip booking system. First, they allow the user to select the location of departure, then destination, the dates they wish to travel, the number of passengers and then the class they wish to chose for their flight. Some sites do this better than others and we can see the sites that provide best experiences for users are the ones that allow them to select everything from the beginning in the search bar on the homepage, this is super convenient and eliminates the need for users to recall certain details later on in the journey. Both Ryanir and Vietnma Airlines leave the class selection until a later stage and the progress feels slightly less smooth as a result.
- Good use of spacing and colours. The CTA buttons get specific positioning on the sites, they have special colours and fonts that allow them to be easily recognized by the user as important. We can also see that some of the sites are also giving special colours to the departure and arrival points, again to highlight them as important and draw our attention.
- There are some really good examples of indicators across all sites and especially on the Kiwi.com site - they give hints of desired actions and specific important information being displayed and highlighted. Emoji-like icons are a great way to relate to users and make the site more friendly and usable.
- Reassurance and constantly giving the user confirmations and summaries along the way is really important because it show them they are on the right track. Ryanair use green ticks to tell their user they are doing the right thing on the site.
- Although not seen on every site, the progression bar is a great tool to give the user an overview of the number of steps required to complete the process and give them a better idea of where along the journey they are. Gives the user control and provides the information and again reassures them of their experience.
- Giving the user an option to edit their choices along the way and a good process to correct their errors. It is important to give options to change details along the way and an easy way to go back and re-do.