

# **COMPETITIVE BENCHMARK**

## **PROJECT 1**

**LISA BROWN**

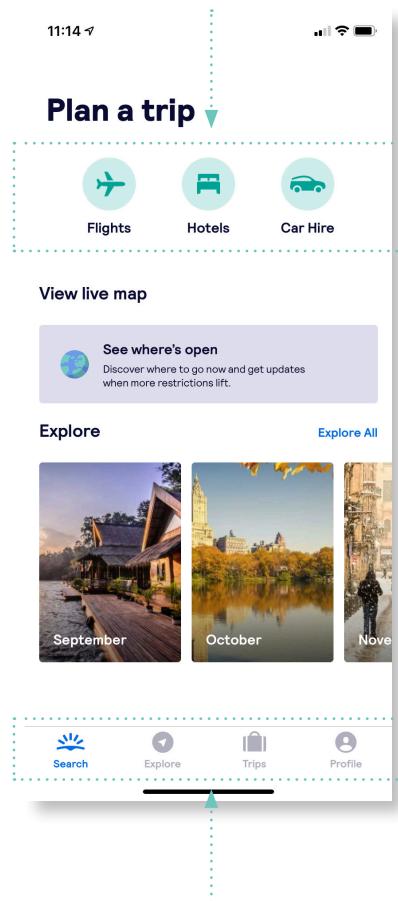
# APPS





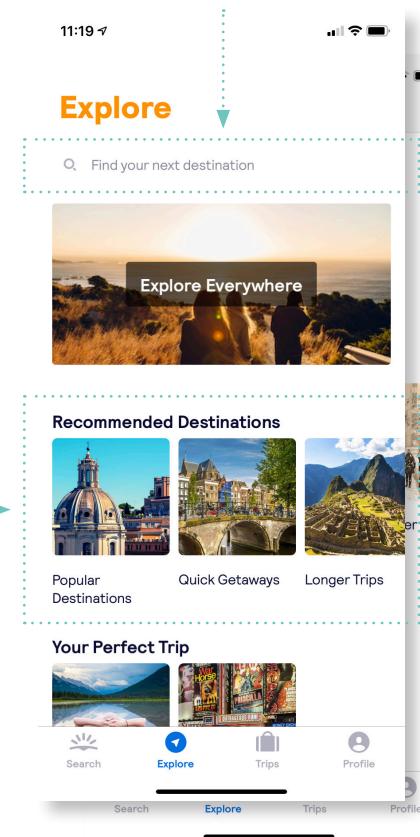
# Homepage

Using hierarchy to list what they can help the user to plan.



Clearly listing the four different pages, that will be useful for the user.

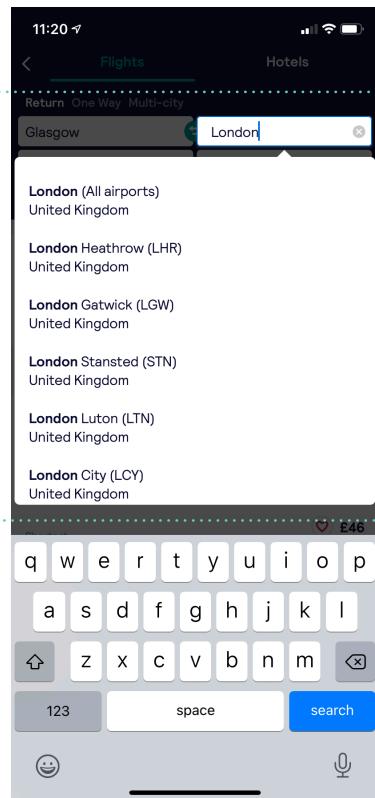
Textbox to give them the freedom to find exactly where they're looking to go



Carousel of holiday categories to tell give the user inspiration on places to go

# SEARCH AND SELECT

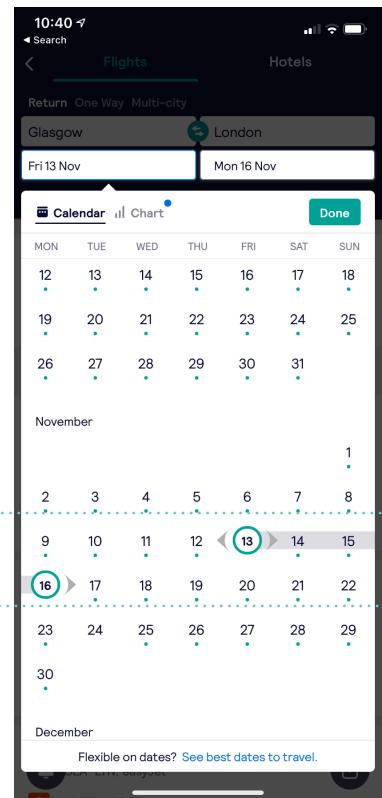
## DESTINATION



Airport options appear as you type in your desired destination.

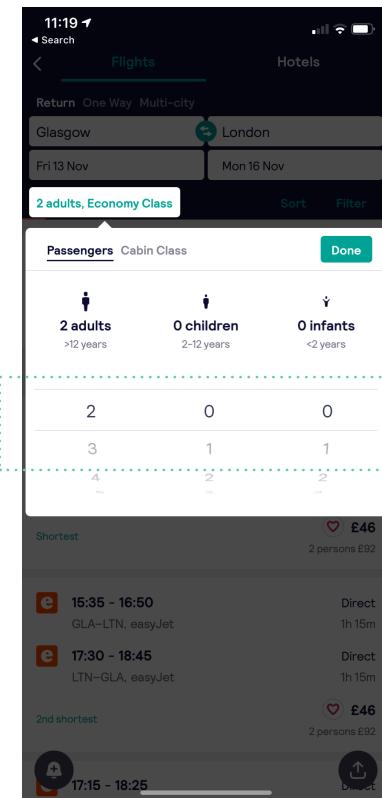
Calendar feature to show your selected date. Able to slide the dates if you wanted to extend or shorten your stay.

## DATES

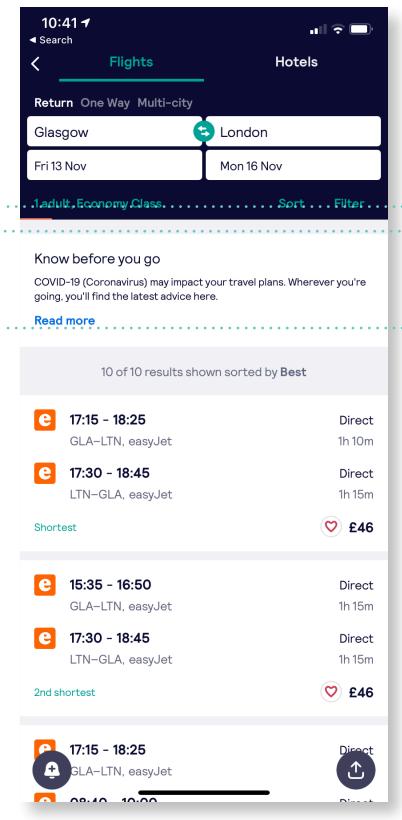


Rotate scrolling bar to select amount of passengers. If selecting a larger group it makes it fast to select the amount, although it's limited to 8.

## PASSENGERS

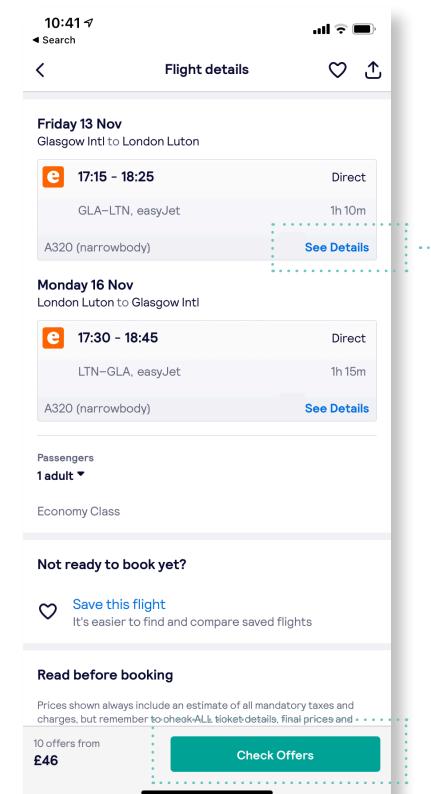


# SEARCH AND SELECT CONTINUED

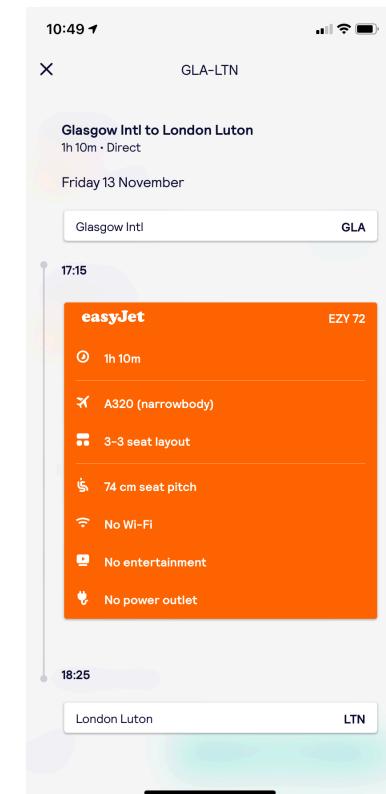


Small loading bar  
to allow the user to  
see it's still loading  
up more flights.

- Straight to the point for information:
- Times
- Duration
- Airport
- Airlines
- Price
- Added feature of shortest flight available



Able to see more  
details on the flight.  
These details could be  
important for the user, as  
they might need Wi-Fi  
on their flight.



Redirects you to a page  
with more options on  
where to book the  
flights from.

# ENTERING DETAILS

When it comes to entering your details you're redirected to the site that you're booking from. However, this page you're still booking on Skyscanner, but are booking with Trip.com.

The image consists of two side-by-side screenshots of a mobile application interface. Both screenshots show a header with the text "Booking with Trip.com on Skyscanner" and a timestamp (10:56 or 10:57).  
The left screenshot shows the "Who's travelling?" step. It has a "Passengers" section with a placeholder "Please add 2 adult passengers" and a "Add passenger" button. Below this is a "Contact details" section with fields for "Email" and "Mobile phone number" (with a UK flag icon and "+44" code). At the bottom is a note about saving details for next time.  
The right screenshot shows the payment details step. It has fields for "First name(s)" (Lisa) and "Last name" (Brown), both with checkmarks. Below these are fields for "Card number" (placeholder "Enter card number"), "Expiry date" (placeholder "mm/yy"), and "CVV" (placeholder with a credit card icon). At the bottom is a numeric keypad for entering the card number, with a "Done" button above it.  
A blue dotted arrow points from the left screenshot to the right one, indicating the progression of the booking process.

Option to save the details and create an account to make this time faster. However, this will only be Trip.com

You need to enter the card details manually and don't have another option to pay other than by card.

# OVERALL EXPERIENCE

Skyscanner app was clearly layed out, making it easier for me to search exactly what I was looking for. With the explore homepage it helps to give inspiration on places to go when stuck for ideas. Each stage of the searching and selecting process was seamless making the experience of searching and picking the right flights good.

Overall **happy** with my experience on this app.

## POSITIVES (+)

- Suggestions of specific airports in London
- Using a calendar to select dates
- Small loading bar to know it's searching for flights
- Having extra details in another tab

## NEGATIVES (-)

- Maximum amount of passengers you can select in one group is 8
- Don't actually book on the Skyscanner
- Sometimes the redirected pages to airlines doesn't work

Booking.com

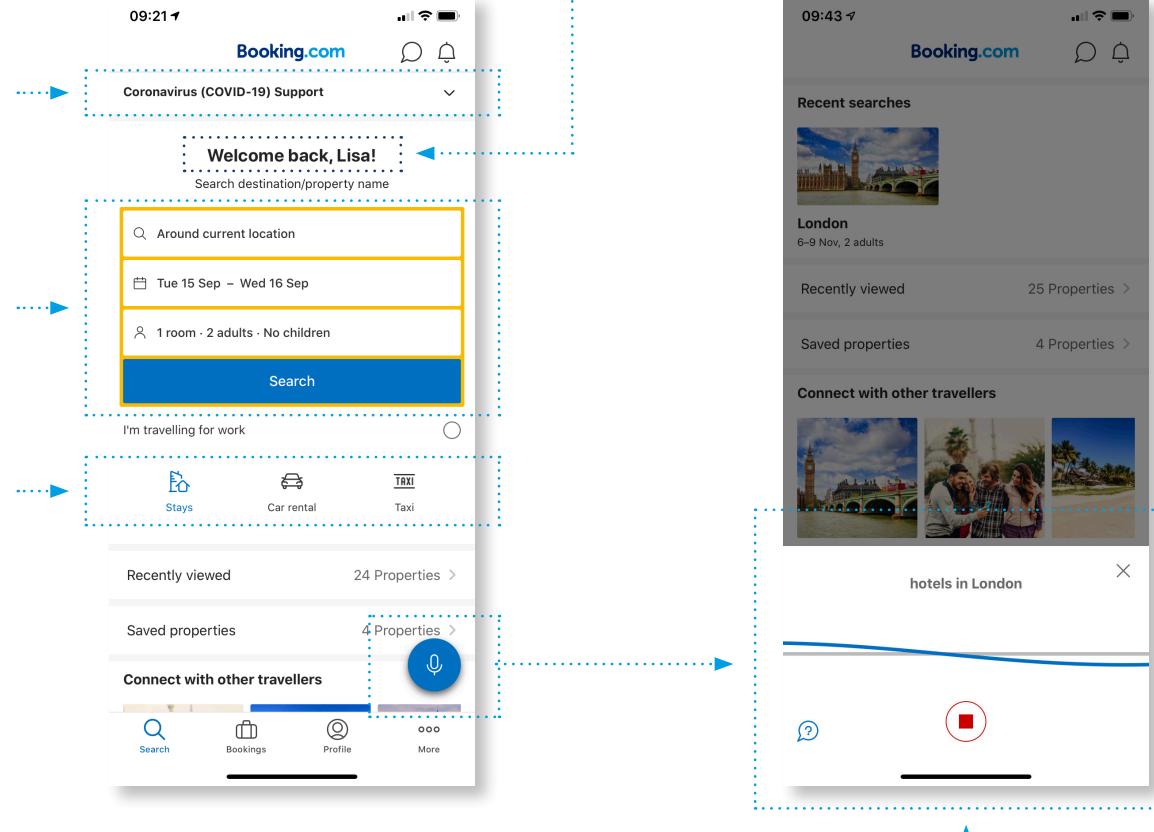
# Homepage

Clear, small expandable support message about Coronavirus. Making it noticeable without it being distracting.

Split into three simple steps for all information that will be needed. Clear and easy to understand.

Showing other options they provide that you may also need to organise for your trip.

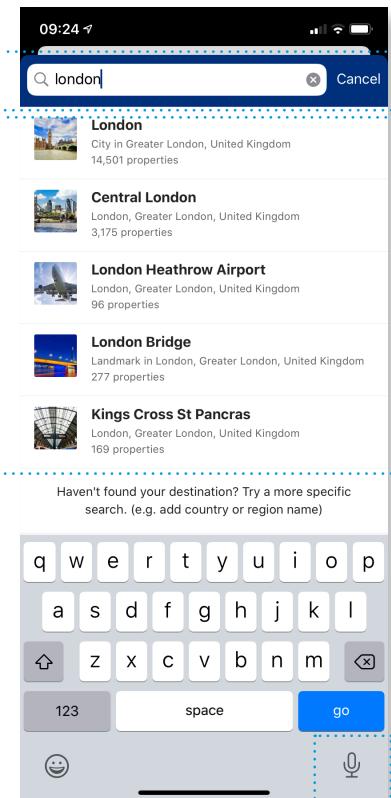
Personal welcome back message, very welcoming.



Voice control option to ask what you're looking for from hotels in London to cancelling bookings. Quick and easy to navigate around the site and it can understand what you say very well without having to slow down.

# SEARCH AND SELECT

## DESTINATION

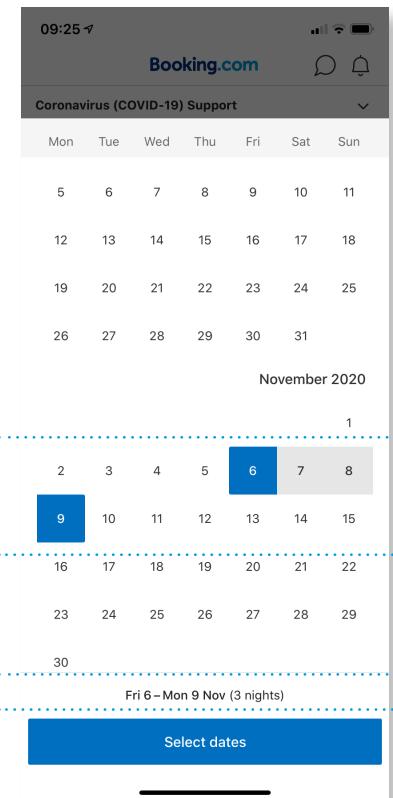


Text box to allow you to look for the exact destination.

Options to help narrow down the location more.

Voice control option available again.

## DATES

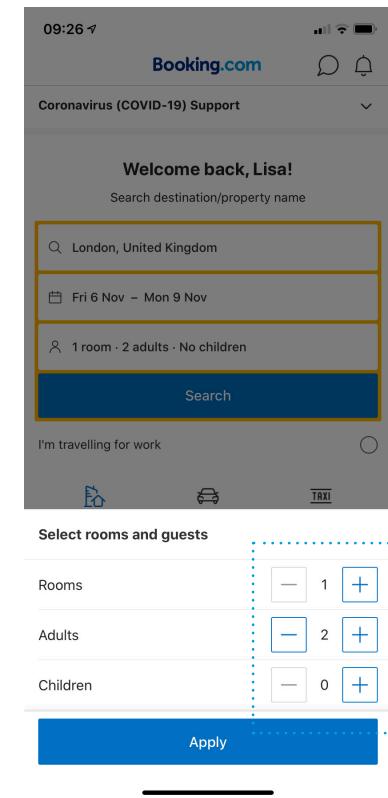


Once destination entered the dates window automatically follows. Taking out the step of having to click on the dates option, making it seemless.

Click on the dates in order of arriving and leaving. Shown clearly on a calendar allows you to select the right days.

Reiterate what you've selected with days, dates and the number of nights you've selected. This gives you more confidence on your selected dates.

## ROOMS AND PEOPLE

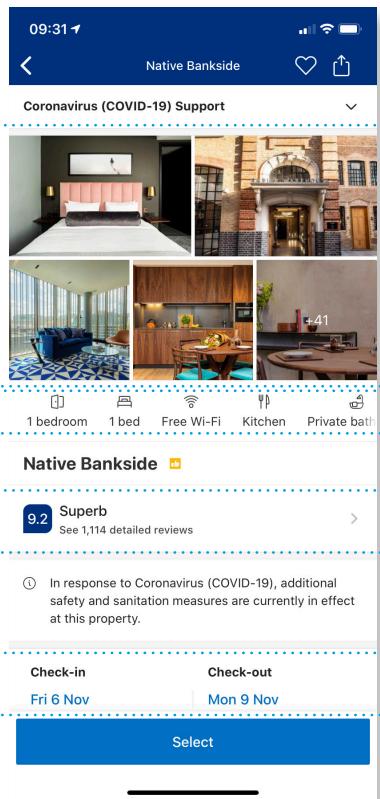


Plus and minus buttons to data. Clear, simple and easy to change however would be annoying if you're booking for a large group.

This option didn't follow on straight after dates, had to click on the section to change the details.

# SEARCH AND SELECT

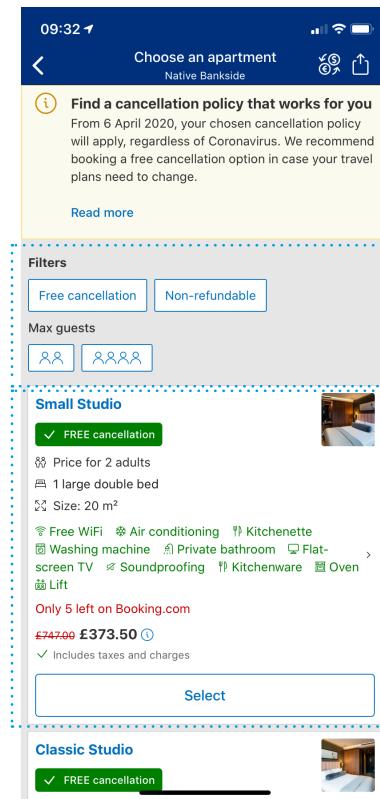
## CONTINUED



Reiterating check in and out dates to confirm selected dates.

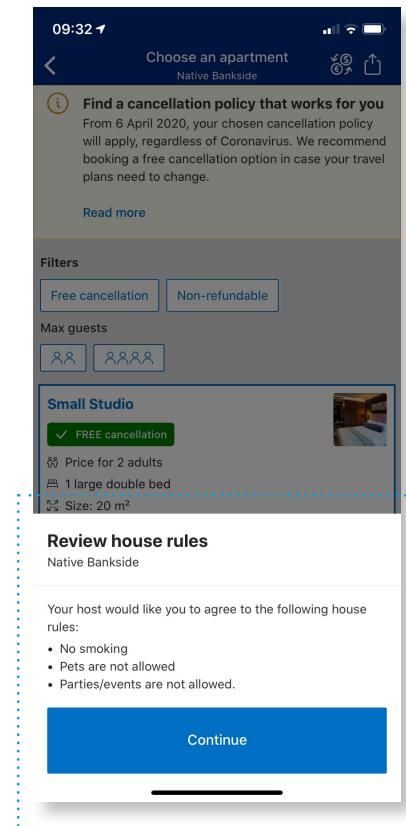
Nice collage of photos to show the accomodation.

Ratings of the accomodation gives you more confidence in your choice.



Summary of details and what is included in this accomodation with price. Making it easier to digest.

Filter buttons to narrow down the selection and allow you to become less overwhelmed with options.



House rules pop up message to make you aware before continuing with booking.

# ENTERING DETAILS

The image consists of three screenshots of a mobile application interface, likely for hotel booking, illustrating a sequential process:

- Screenshot 1: Your personal info**
  - Information is automatically filled in because the user has an account with the service.
  - A progress bar at the top shows step 1 of 2.
  - A back button is present to jump between steps.
  - Buttons for "Next step" and "Save this info to your account" are visible.
- Screenshot 2: Booking summary**
  - Progress bar shows step 2 of 2.
  - Information about COVID-19 safety measures is displayed.
  - Booking details: Native Bankside Aparthotels, 1-2 Bear Gardens, Southwark, London, SE1 9ED.
  - Check-in: Fri, 6 Nov 2020; Check-out: Mon, 9 Nov 2020.
  - Total price: £373.50 (includes taxes and charges).
  - Free cancellation option is available.
  - Buttons for "Final step" and "Book now with free cancellation!" are visible.
- Screenshot 3: Payment options**
  - Progress bar shows step 2 of 2.
  - Options for payment: Pay later, Pay online by 3 Nov 2020, and Pay now.
  - Information about deposit and cancellation policy is provided.
  - Buttons for "Select a payment method" and "Book now" are visible.

Annotations provide additional context:

- Left side:** "Information is automatically filled in because I've got an account with them, making the process more seamless."
- Middle section:** "Progress bar shows you clearly where you are in the process. A back button to allow you to jump between the steps." A callout points to the progress bar and back button.
- Bottom section:** "Button stays in place but the message changes to make you aware of what to expect next whether the next step is payment or more information to confirm." A callout points to the "Book now" button in the third screenshot.

# OVERALL EXPERIENCE

Booking.com app was clear, simple and easy to navigate through the steps. This made it easier to find the right accomodation for myself factoring in price and location. Although the voice recognition features in a nice addition not sure how necessary it is and if I would actually ever use it.

Overall **happy** with my experience on this app.

## POSITIVES (+)

- Suggested narrowed down locations when typing in London as the location.
- Using a calendar when selecting the dates
- Autofill of my details to save me from rewiriting them everytime I make a new booking.
- Large bold buttons at the bottom of every page to shows you're moving on to the next step when booking your selected accomodation.

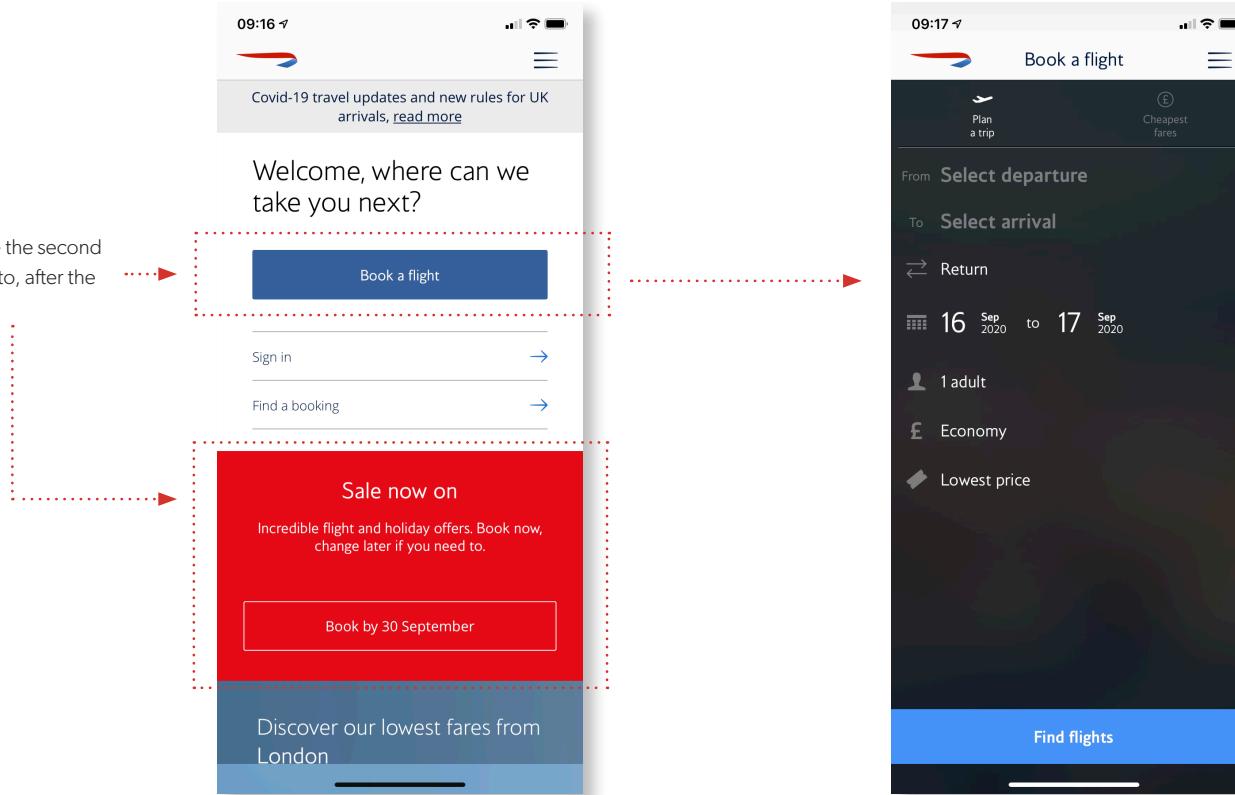
## NEGATIVES (-)

- Found the homepage quite overcrowded with information such as my recent searches.
- There was a lot of windows to popping up and selecting when going to book the accomodation.



# Homepage

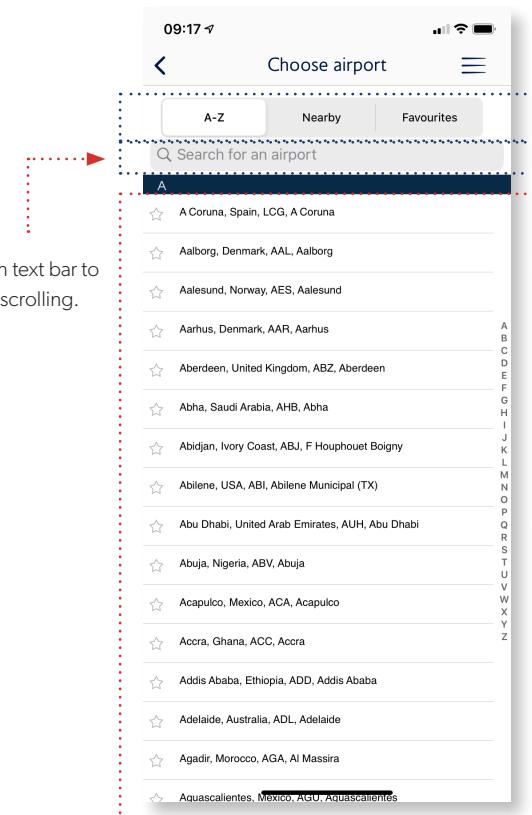
The main CTA has became the second thing your eyes are drawn to, after the large red sales section.



The layout of this booking page is large and clear of any other distractions. Allowing you to see what you're selecting clearly.

# SEARCH AND SELECT

## DESTINATION

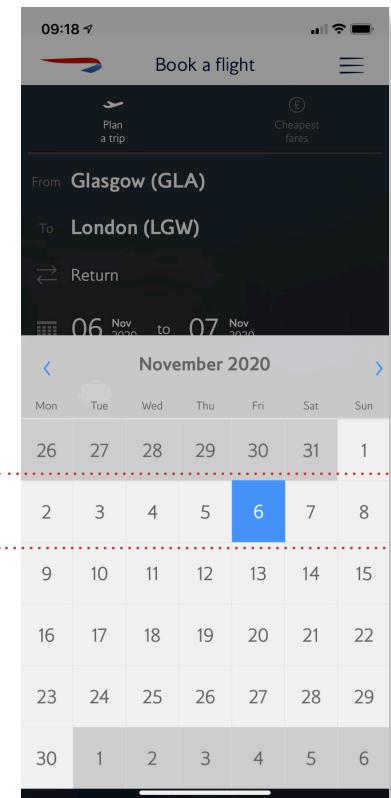


Search text bar to avoid scrolling.

Don't think there is a need to list every airport they fly to

Three separate categories to help narrow down the search. 'Nearby' tab is good to look for the airport you'll be departing from. Although, would be nice if it autofilled to your nearest airport already.

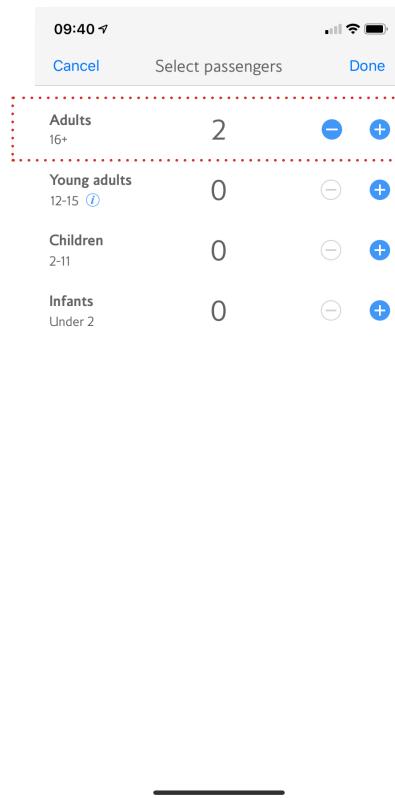
## DATES



Once you click the date you're departing, the calendar closes and then it reopens when selecting the date you're coming back.

In this section overall, there is a lot of selecting which could easily be cut back.

## PASSENGERS

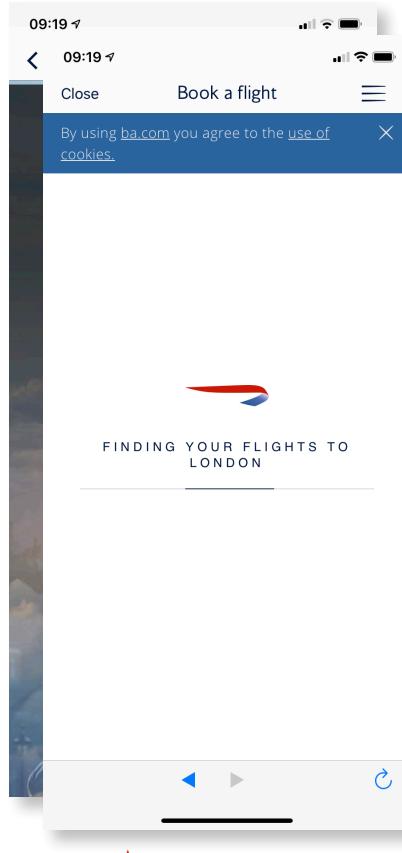


Adults categories defaults to 1 when you first open as this would be the most common choice.

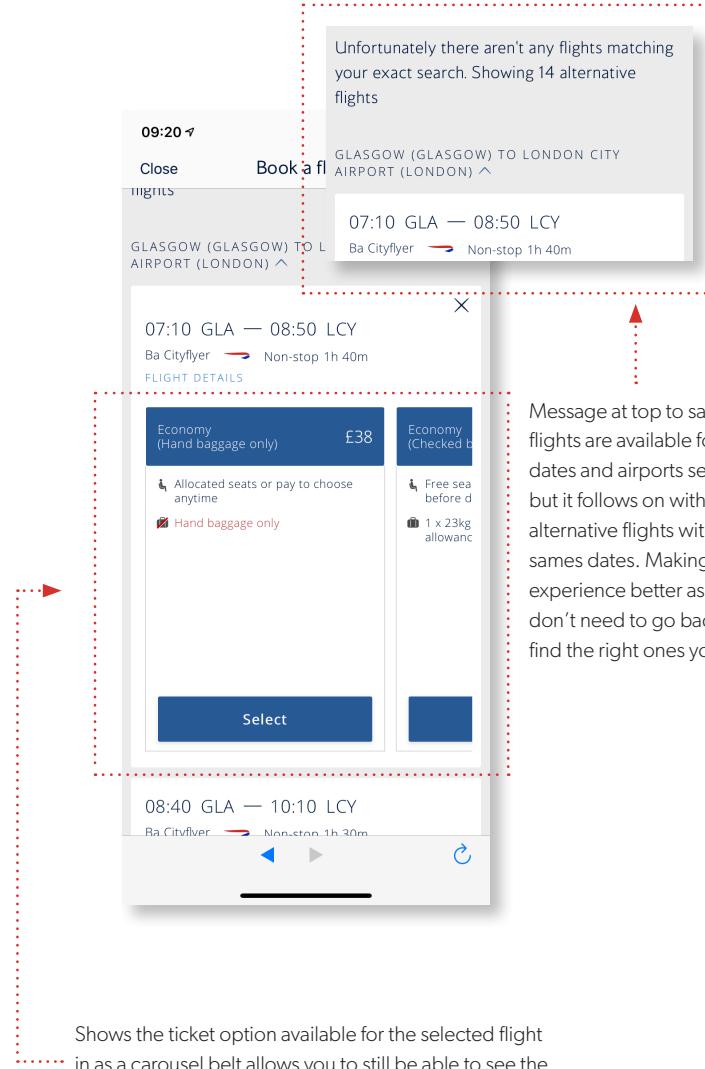
Passengers are split into four categories and you can select the amount of passengers in each category using the plus and minus buttons.

# SEARCH AND SELECT

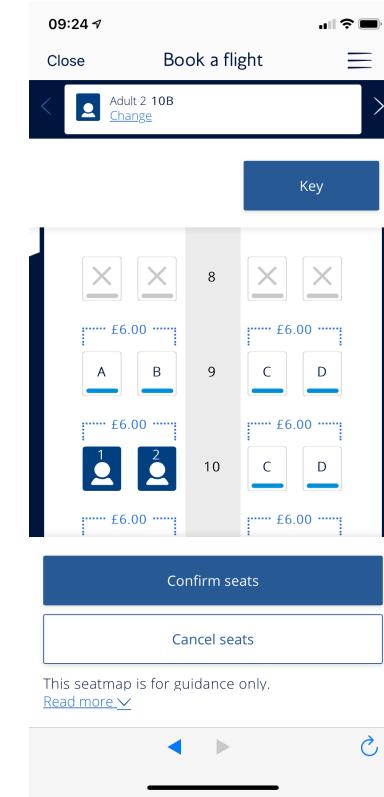
## CONTINUED



Two separate loading screens when looking for the flights. Makes the process feel longer because you expect the next window to be the flights themselves.



Shows the ticket option available for the selected flight in as a carousel belt allows you to still be able to see the details of your selected flight above.



Shows the exact layout of the plane, the prices of the seats and the exact seats that are available, giving you more confidence on your choice and what to expect.

# ENTERING DETAILS

When entering my email address it would've been a nice touch to add the @ symbol to the main keyboard.

09:23 Book a flight

Last name on passport: Brown

Phone Number: +44 7748778126

Email: [Placeholder with blue dot]

Frequent Flyer programme: [Placeholder with blue dot]

Adult 2 (aged 16+)

Keyboard: 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 return

Blue dots to show which fields are mandatory to be filled in and will turn red and a message will appear if you skip by them.

09:27 Book a flight

Billing address line 1: Please enter your address

Billing address line 2: Please enter your address

Billing address line 3: [Placeholder with blue dot]

Postcode: [Placeholder with blue dot]

Country: United Kingdom

Support our charities:

- Flying Start partnership: Supporting Comic Relief's vision of a just world free from poverty.
- BA Carbon Fund

Don't see the total price until you get to the bottom. Would be nice to be able to see this at the top.

I didn't already have an account created with BA, therefore I had to manually enter all of my details. However, my details are already saved on my phone so it would've been easier if it autofilled when I was selecting each field.

09:27 Book a flight

E1.56 donation (Total cost £198.00)  
E2.56 donation (Total cost £199.00)  
E5.56 donation (Total cost £202.00)

By submitting this payment you are agreeing to our [Terms and Conditions](#).

I agree to be bound by the terms and conditions above, the fare conditions and the [general conditions of carriage](#) applicable to my flight(s).

I agree that the personal data, which has been provided to British Airways in connection with this booking, may be [passed to government authorities](#) for border control and aviation security purposes.

I agree that I have read and understood the [forbidden articles and substances list](#).

Total: £196.44

Agree and pay now

Verified by VISA MasterCard SecureCode SafeKey

This button feels a bit daunting as I'm not sure if I'm able to review what I've selected and the detail I've put in before going ahead with the payment.

# OVERALL EXPERIENCE

Some areas in the British Airways app was clearer than others. I found the initial homepage crowded with words, with limited amount of white space. I felt like there was a lot of clicking and selecting which could easily be cut down. I felt the process was quite long as each page was filled with another long one.

Overall **okay** with my experience on this app.

## POSITIVES (+)

- Entering details for booking flight page was clear and simple.
- Using a calendar when selecting the dates.
- Suggested flights when there were none that matched my search.
- Shows plane layout of seats available and prices.
- Blue dots to highlight details fields that need to be filled.

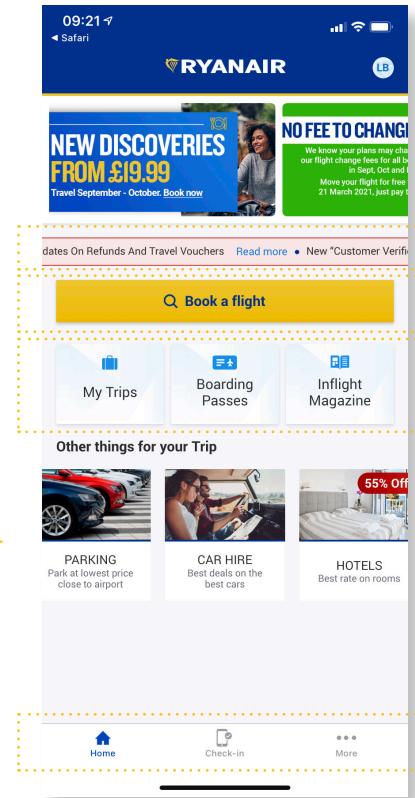
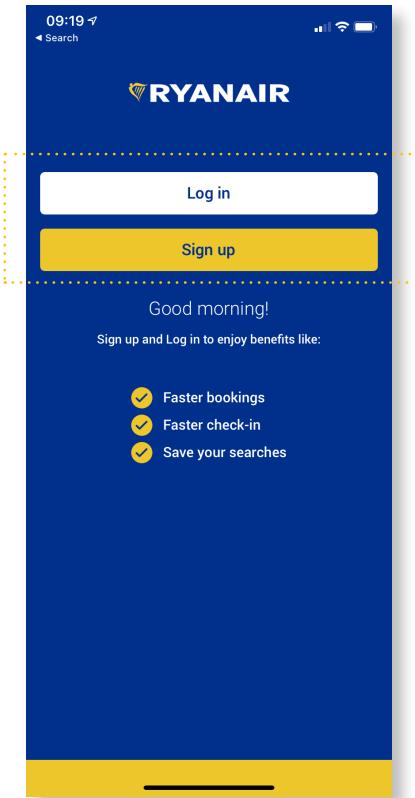
## NEGATIVES (-)

- The pages were long and filled with a lot of text.
- There were two loading screens for searching for the flights
- A lot of clicking and new stages, which weren't needed.
- Quite hard to take in all the important information and the information that was selected.



# Homepage

First time logging onto the app and you need to create an account before you can progress any further.



Slow scrolling message feels quite old school style.

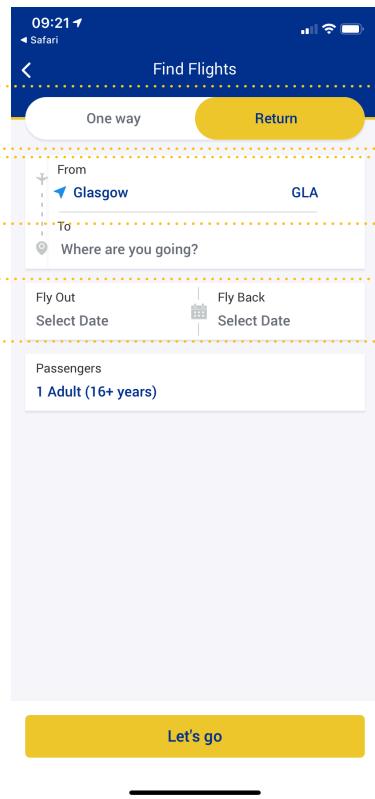
Bright yellow button automatically attracts your attention making it easy to find.

Useful buttons on the main homepage allows quick and easy access for the user.

More useful buttons but may not be as important as the three above.

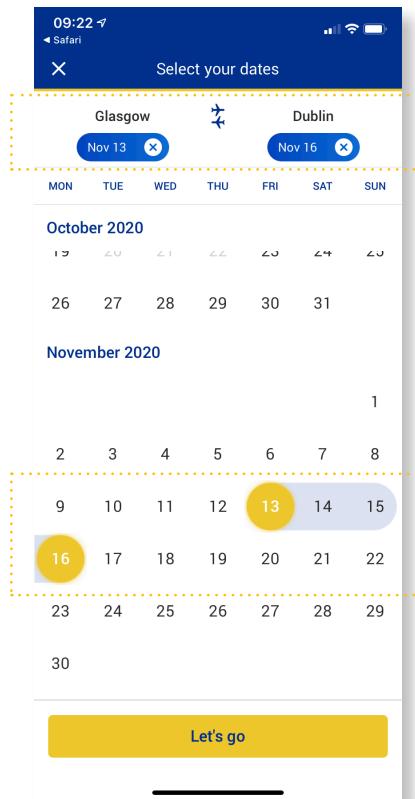
# SEARCH AND SELECT

## DESTINATION



Uses your current location to fill in the closest airport, saves the user from filling it in themselves.

## DATES

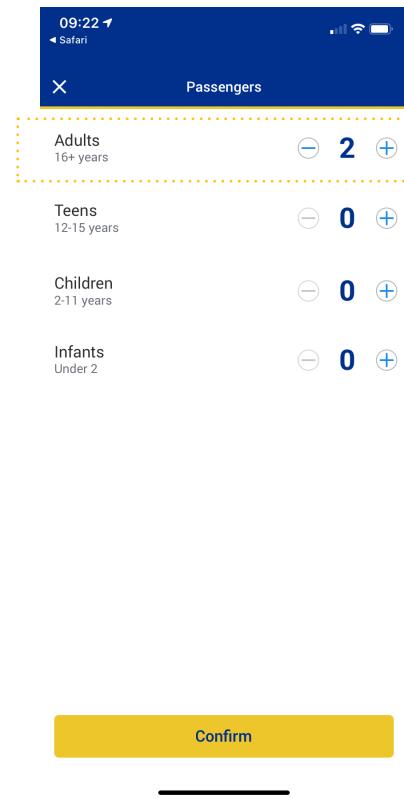


Simple tab to switch between one way and return flight.  
'Fly Back' date slides out when one way is selected.

Cross buttons to make it easier to change if needed.

The first click selects the fly out date and the second click is the fly back date making the process more fluent.

## PASSENGERS



Adults categories defaults to 1 when you first open as this would be the most common choice.

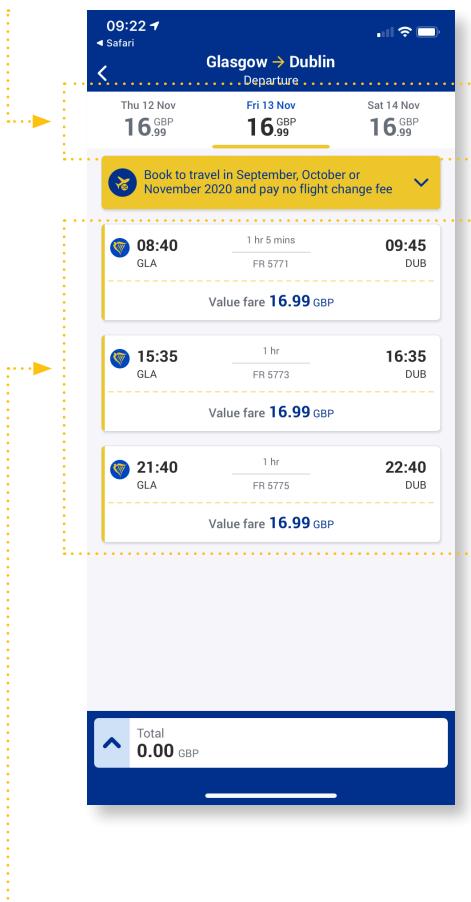
Don't think there is a need to list every airport they fly to

Passengers are split into four categories and you can select the amount of passengers in each category using the plus and minus buttons.

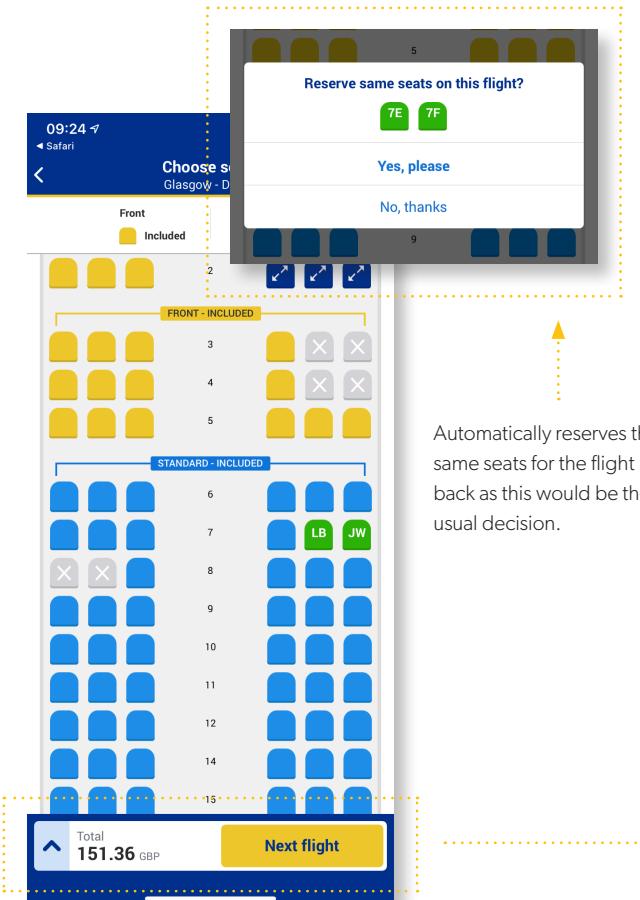
# SEARCH AND SELECT

## CONTINUED

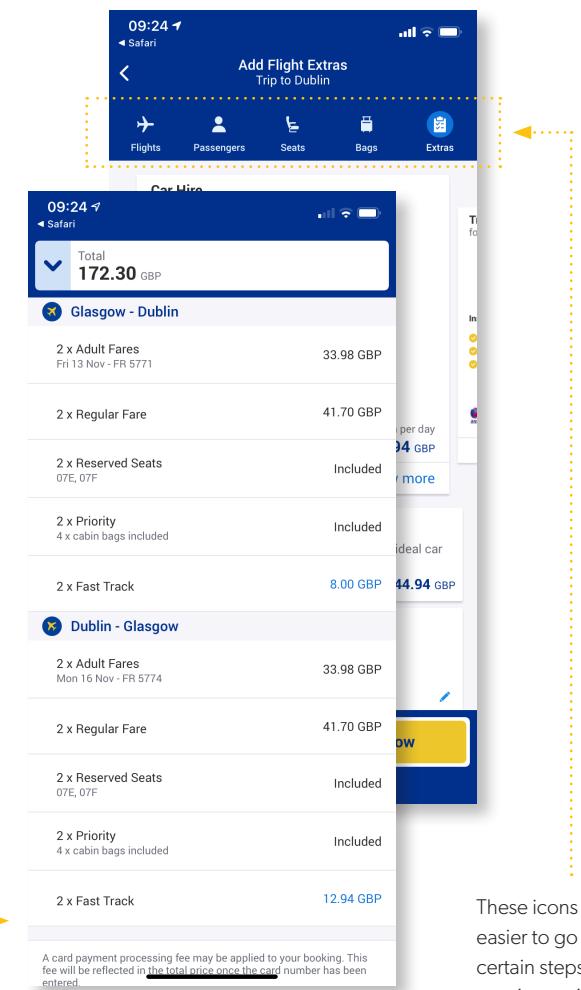
Showing the dates before and after with prices gives the user the option to switch if it is more convenient to them.



Different flight time and prices shown on slim cards allows you to be able to see the multiple choice.

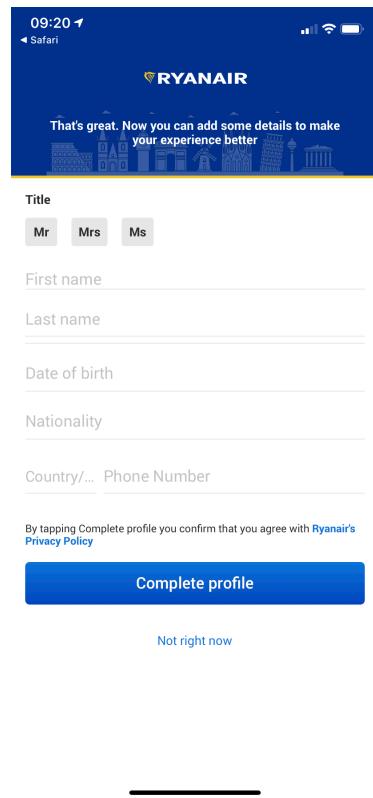


Shows layout of the plane and row numbers to give you more confidence on where you are selecting your seats.

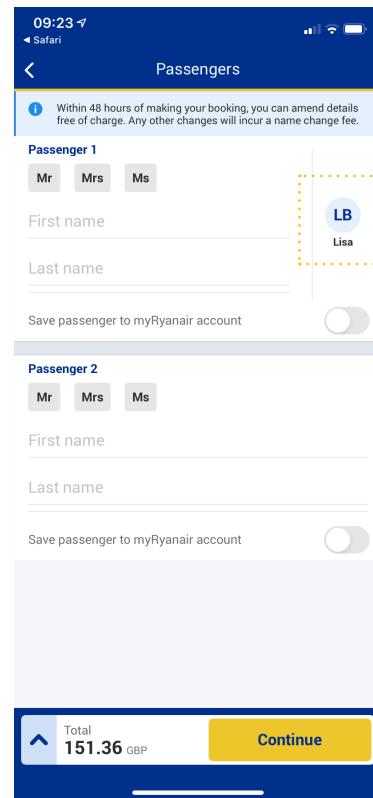


Throughout the booking process you're able to expand this window to the breakdown of cost and what you have selected.

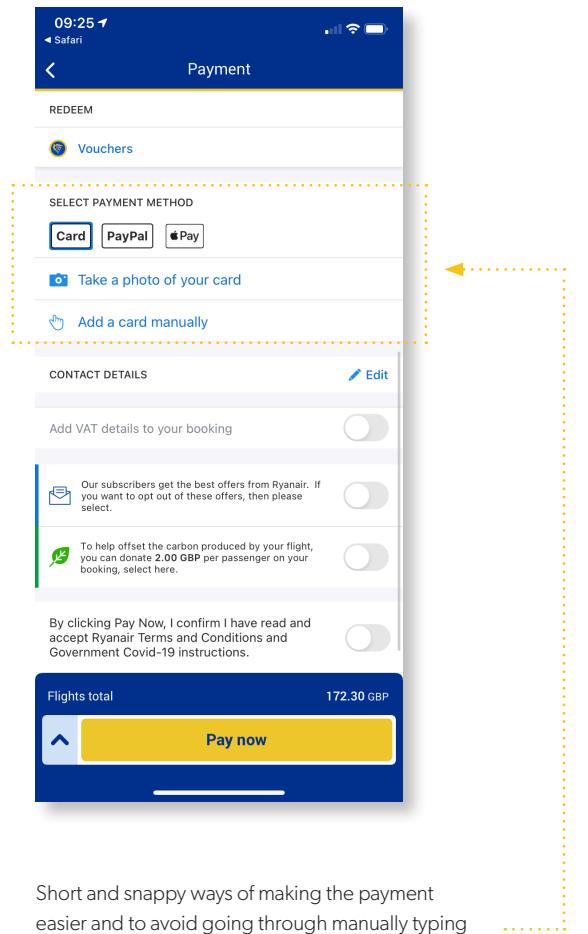
# ENTERING DETAILS



At the very beginning of the process RyanAir only asked the very basic of information to create a profile. Only asking this amount of information made the process easier further down the line and I also didn't lose interest right away.



Because I created an account at the beginning I was able to just tap this icon for it to automatically fill in Passenger 1.



Short and snappy ways of making the payment easier and to avoid going through manually typing out all of the card details. Although this option is available if you preferred.

# OVERALL EXPERIENCE

RyanAir app felt seamless through the full process. At the beginning I was a bit annoyed that I had to make an account and I couldn't find an option to skip, but once I realised how limited amount of the information they needed I wasn't too bothered by it and it helped later as I didn't need to re-enter my information.

Overall **happy** with my experience on this app.

## POSITIVES (+)

- Using my current location to fill in my departure airport.
- Using a calendar when selecting the dates.
- Clear and easy to digest the information
- Shows plane layout of seats available that are included in the selected ticket.
- Being able to easily switch between the steps in the booking process.
- Having the option to use PayPal or ApplePay

## NEGATIVES (-)

- The homepage looks quite dated.
- The slow moving message takes a while to be able to read the full message.