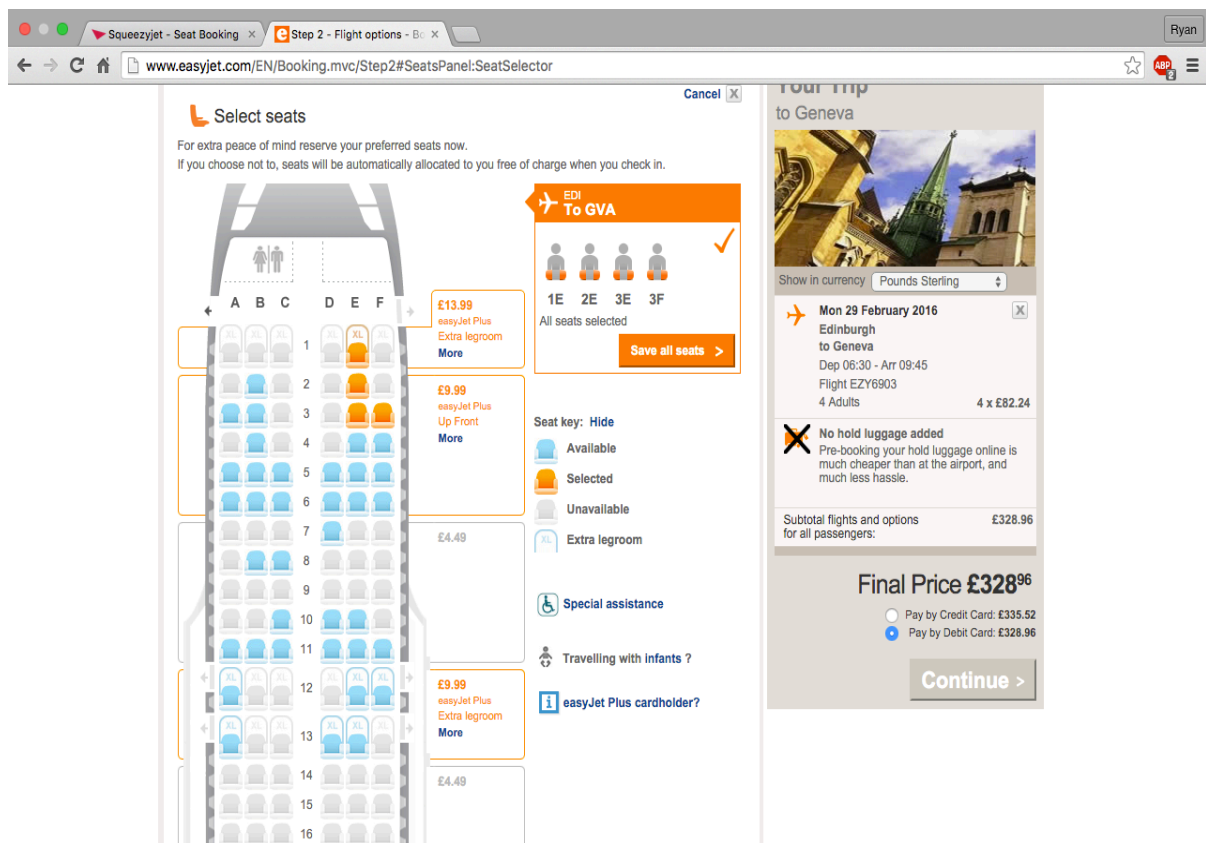


There are many positive points about the EasyJet website. The layout is clean and easy to both use and navigate. The different price zones are clearly indicated and highlight when the users mouse is in the zone on the plane. The user is also able to click a more button to see what is included in the additional price they are going to pay. Once a seat has been selected, the user get visual feedback in three ways; the seat changes colour, the icon of a person sits down, and the seat number is displayed below the seated icon. I also like the fact that EasyJet's continue button isn't active until all the seats have been selected and saved. One negative I can think of on the EasyJet website, is that the final price is not updated until the user saves the seats and presses continue.

On the Squeazyjet website, the layout is centred with the flight and booking information, as well as the key aligned to the right of the page but within the centred layout. I like that the selected seats and the taken seats are a different colour from the seats that are free and that the key makes this easy to understand. I like that the user knows when they have booked all four seats but would have liked the user to be able to see what seat numbers they have booked. I would have liked the arrival time to be the time for the local airport rather than GMT and this should have been made clear to the user. It would have been beneficial if the seats added on an additional price and that the price would be added to the subtotal when selected.

Screen shots of both sites can be seen below:



Select seats

For extra peace of mind reserve your preferred seats now.
If you choose not to, seats will be automatically allocated to you free of charge when you check in.

easyJet Plus seats

- ✓ One cabin bag of any weight up to the size of 56 x 45 x 25cm
- ✓ One small under seat bag (handbag/laptop)
- ✓ Dedicated Bag Drop
- ✓ Speedy Boarding

easyJet Plus Extra legroom

easyJet Plus Up Front

easyJet Plus cardholder?

Your Trip

To Geneva

Mon 29 February 2016

Edinburgh to Geneva

Dep 06:30 - Arr 09:45

Flight EZY6903

4 Adults

4 x £82.24

No hold luggage added

Pre-booking your hold luggage online is much cheaper than at the airport, and much less hassle.

Subtotal flights and options for all passengers: £328.96

Final Price £328.96

Pay by Credit Card: £335.52

Pay by Debit Card: £328.96

Continue >

Squeezyjet

ABC DEF

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Your Trip

To Geneva

Mon, 29 Feb 2016 06:30

Edinburgh to Geneva

Depart: Mon, 29 Feb 2016 06:30

Arrive: Mon, 29 Feb 2016 08:45

Flight: EZY6903

4 x Adults

4 x £29.24

Subtotal £116.96

Pay by Credit: £119.30

Pay by Debit: £116.96

Booking Summary:

Seats booked: 4 of 4

Key

- Seat taken
- Seat free
- Seat booked by you