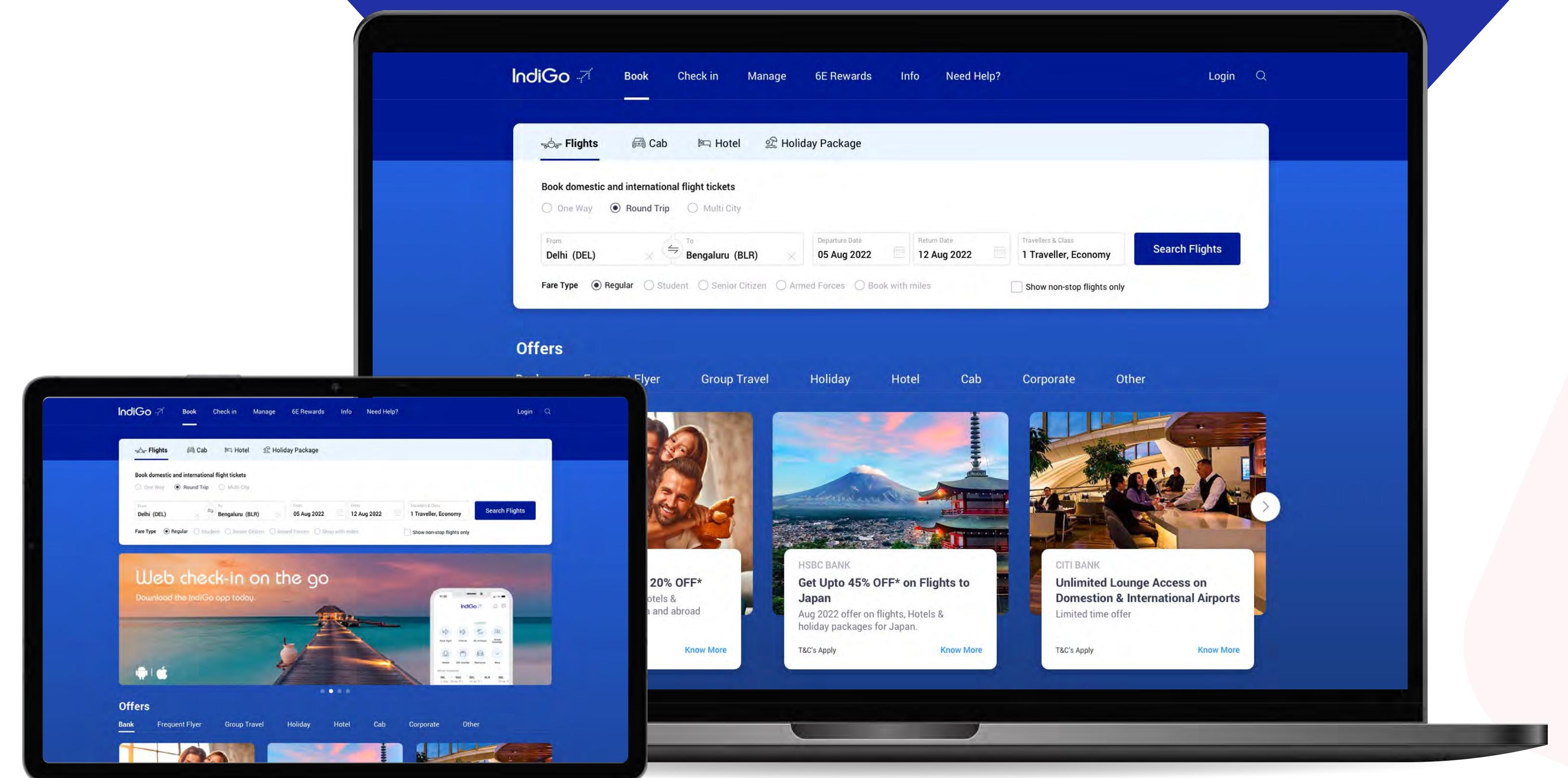
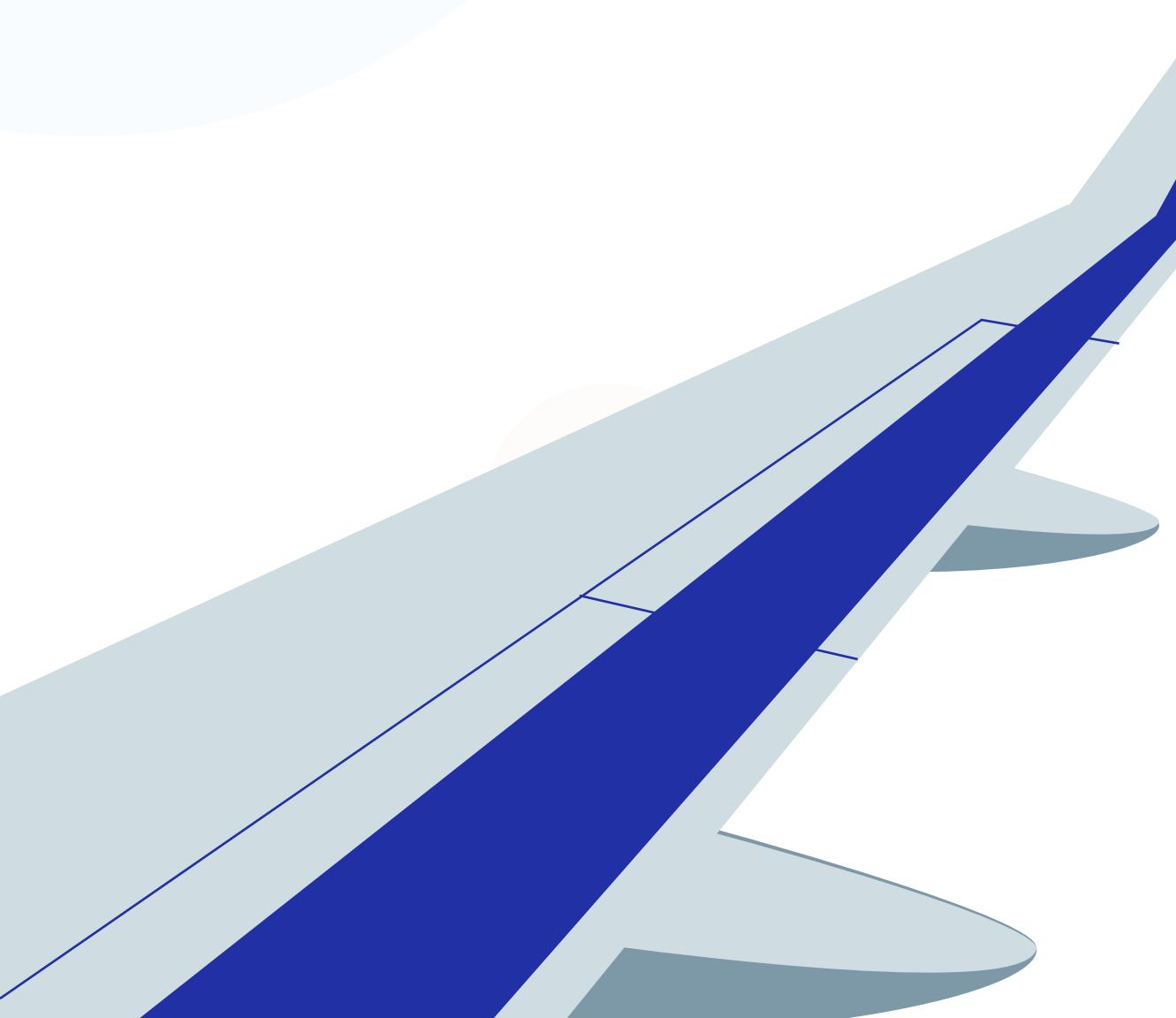
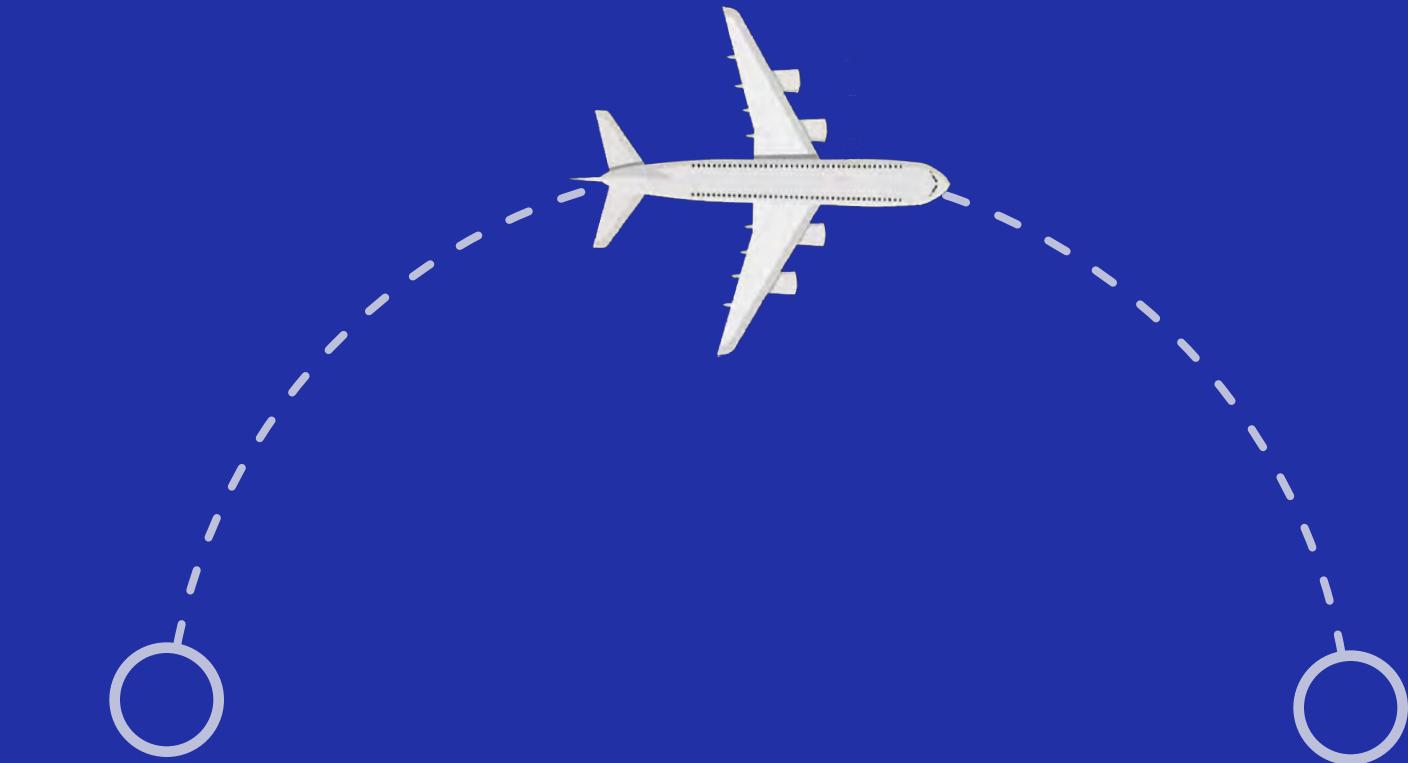


IndiGo

Re-design



The image displays the IndiGo website's re-design across two devices: a laptop and a tablet. The laptop screen is focused on the 'Flights' section, showing a search form for a round-trip flight from Delhi (DEL) to Bengaluru (BLR) on August 5th and 12th, 2022, for one traveller in Economy class. The tablet screen shows the main homepage with a banner for 'Web check-in on the go' and several promotional offers: '20% OFF* on Flights to Japan' (HSBC BANK), 'Get Upto 45% OFF* on Flights to Japan' (Aug 2022 offer), and 'Unlimited Lounge Access on Domestic & International Airports' (CITI BANK). The top navigation bar includes links for Book, Check in, Manage, 6E Rewards, Info, Need Help?, Login, and a search icon.



Project Brief

Evaluate, Compare & Design

Target : Ticket Booking & Information Search

Client : <https://goindigo.in/>

Competitors (Direct Reference): <http://airasia.com/> | <https://www.spicejet.com/> | <https://www.airvistara.com/in/en> | <https://www.ryanair.com/gb/en>
<https://www.delta.com/apac/en> | <https://www.jetblue.com/>

Task :

- Go through the above listed client & competitor airline websites. Study them from the lens of different personas visiting : Ticket booker, Flyer, Info seeker etc.
- Come up with an expert review of all of them basis heuristic analysis
Score them on various parameters | Mention at least 1 point justifying the score | Mention differentiators & bottlenecks observed
- Use any free third party tool to compare & analyse the site visit & usage data for above mentioned airlines
Derive insights from the visit data
- Basis the expert review, competitor offerings & data insights, define your overall recommendations as:
Quick wins | Mid Term solutions | Long Term goals
- For your client, design completely new concept for Flight Results, Passenger Details & Add-On Selection screens for either desktop or mobile. We expect the designs to have:
Continuity & Consistency | Reflection of recommendations

Challenges

1. Make flight booking more usable and accessible for all user groups.
2. Improve the user experience.
3. Improve information architecture.
4. Improve user flow.
5. Encourage users to use the lates features.

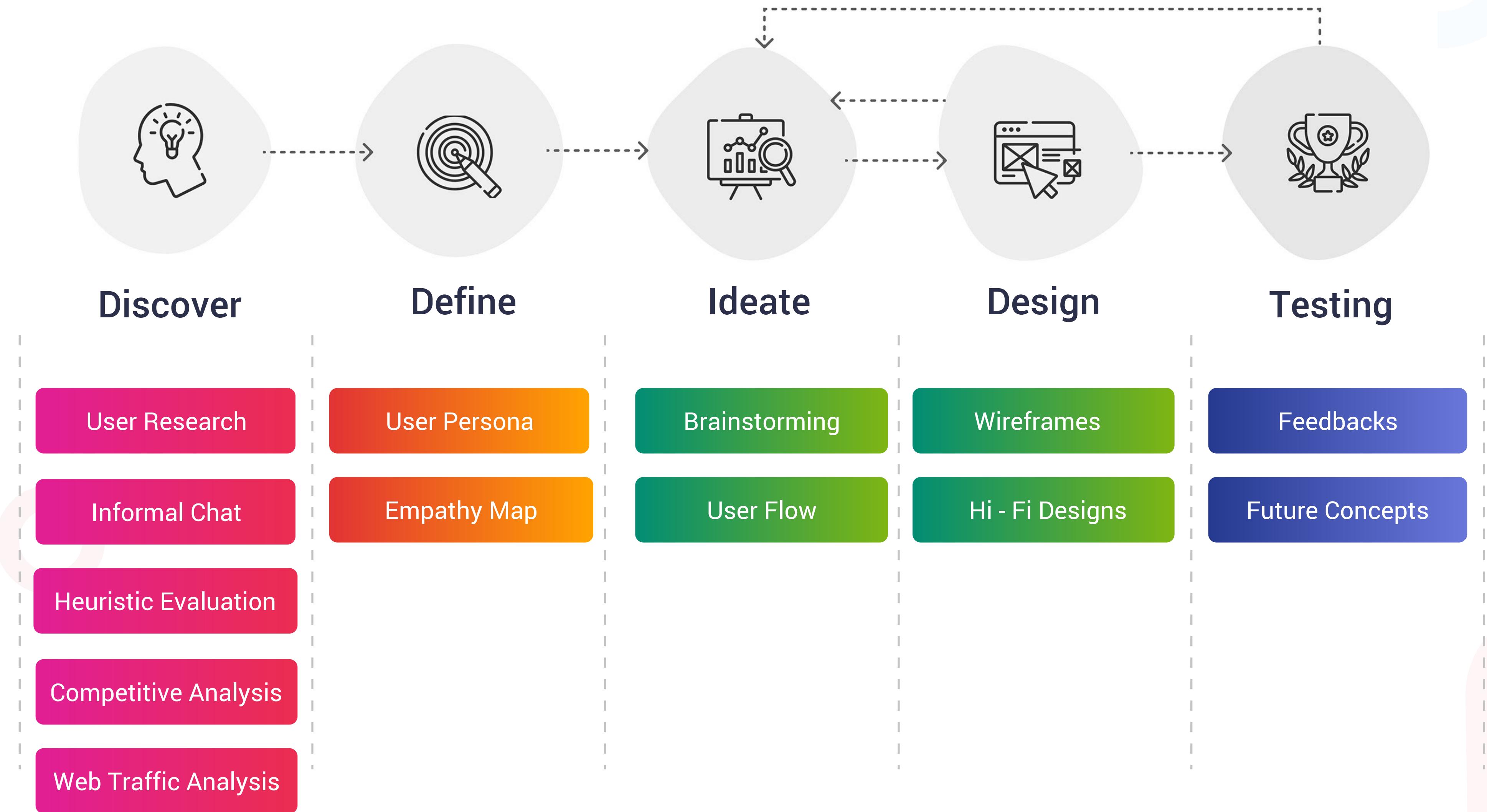


Objectives & Goals

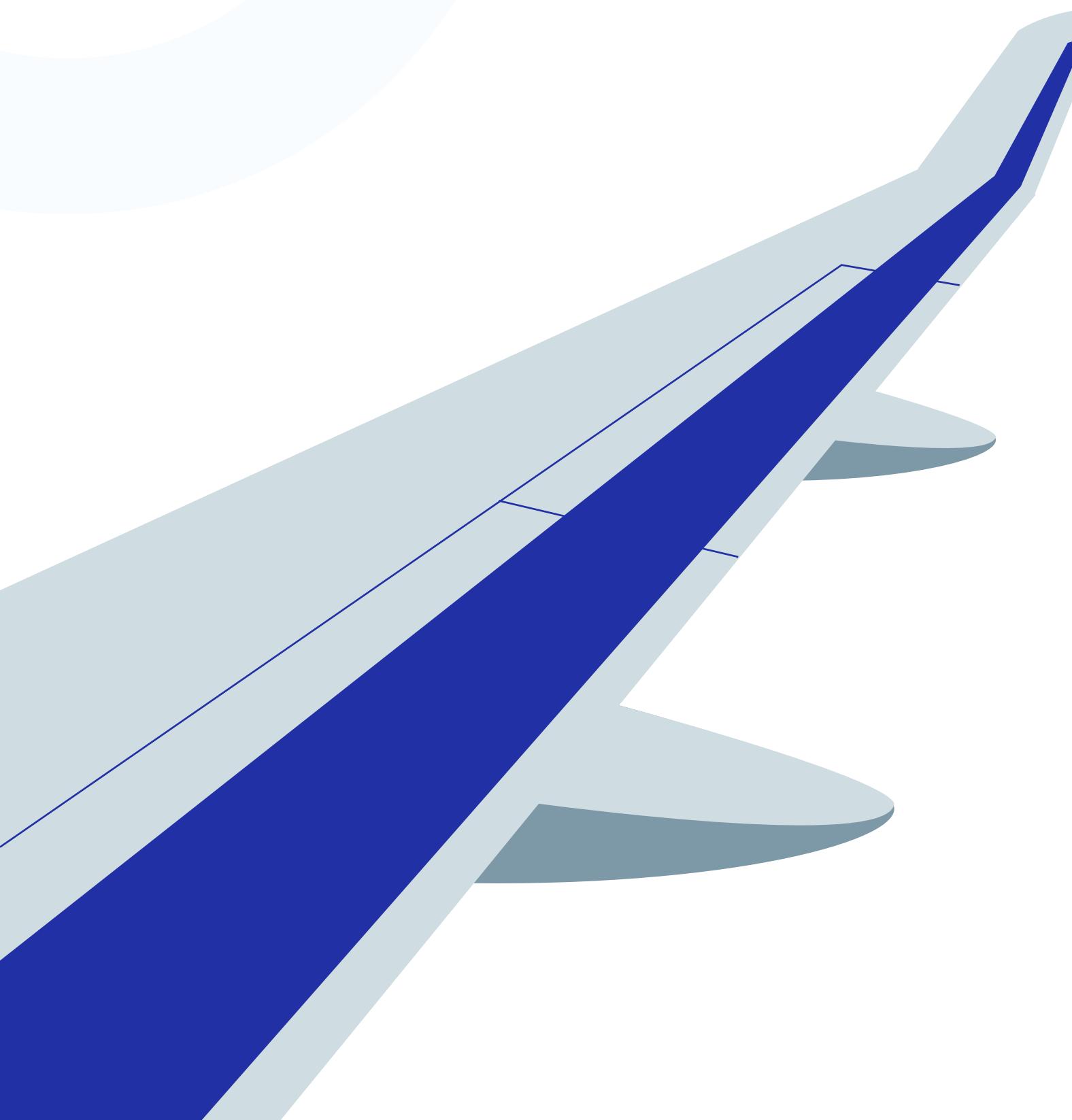


IndiGo, is an Indian low-cost airline. It is the largest airline in India by passengers carried and fleet size, with a 53.5% domestic market share as of October 2021. It is also the largest individual Asian low-cost carrier in terms of jet fleet size and passengers carried. But the IndiGo lacks of some features that people need while booking tickets. It needs to make IndiGo more advanced in features along with more simplicity and improved user experience.

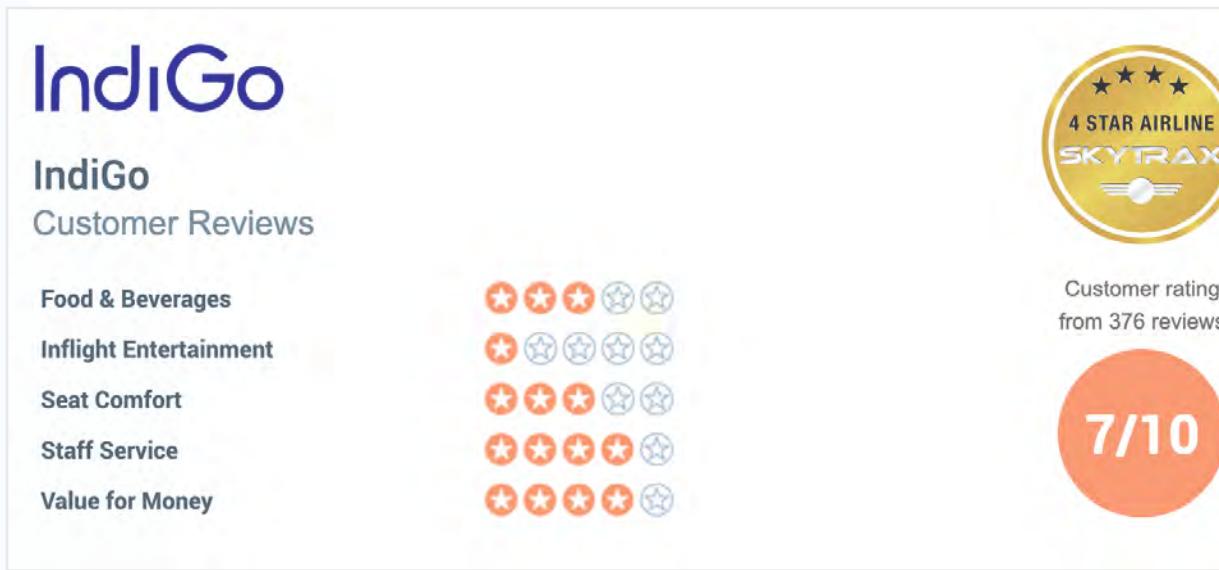
Design Process



IndiGo ✈
Re-design



User Review - IndiGo



Type Of Traveller	Couple Leisure
Seat Type	Economy Class
Route	Istanbul to Delhi
Date Flown	June 2022
Seat Comfort	★★★★☆ (4/5)
Cabin Staff Service	★★★★☆ (4/5)
Food & Beverages	★★★★☆ (4/5)
Inflight Entertainment	★★★★☆ (4/5)
Ground Service	★★★★☆ (4/5)
Wifi & Connectivity	★★★★☆ (4/5)
Value For Money	★★★★☆ (4/5)
Recommended	✗

Type Of Traveller	Couple Leisure
Seat Type	Economy Class
Route	Guwahati to Bengaluru
Date Flown	May 2022
Seat Comfort	★★★★☆ (4/5)
Cabin Staff Service	★★★★☆ (4/5)
Food & Beverages	★★★★☆ (4/5)
Inflight Entertainment	★★★★☆ (4/5)
Ground Service	★★★★☆ (4/5)
Value For Money	★★★★☆ (4/5)
Recommended	✗

Type Of Traveller	Family Leisure
Seat Type	Economy Class
Route	Lucknow to Sharjah
Date Flown	April 2022
Seat Comfort	★★★★☆ (4/5)
Cabin Staff Service	★★★★☆ (4/5)
Food & Beverages	★★★★☆ (4/5)
Ground Service	★★★★☆ (4/5)
Value For Money	★★★★☆ (4/5)
Recommended	✗

"minimum everything"

Abdullah Almurshed (Saudi Arabia) 30th July 2022

Trip Verified | Bangkok to Riyadh via Mumbai. Really bad airline and transfer, I haven't seen this long of a queue at the airport check in. Slow process. Bad uncomfortable seats, minimum everything, as the airplane was under staffed for sure (2 only for a huge airplane). It's not like the price paid for ticket is even cheap, it's at the average or even more. But they suck so bad.

"no guarantee that we will be seated together"

C Harduri (India) 15th May 2022

Trip Verified | For our flight (my husband n me) today evening at 5.45 pm I tried doing web check at about 10 am. I had no option to select a free seat together. Only way to ensure we sit together was if I bought seats - one middle one window or aisle. Cost of middle seat is minimum Rs 90/- and cost of aisle or window seat is minimal Rs 150 or max Rs 350. When I tried to web check in without seat selection message popped up in auto seat allotment- there is no guarantee that we will be seated together. The website gives no option of free seats together to choose.

"Average experience this time"

22 reviews Rahul Anand (India) 16th July 2022

Trip Verified | Average experience this time only because of delays, otherwise ok experience. Reached Airport on time but flight got delayed by one and half hour in last moment due to operational reasons, in place of 23:35 it got rescheduled at 00:55. Traveling with only cabin baggage so no check in experience,. Cabin was clean and fresh, no doubt Indigo cabin cleaning is best in India. Seat pitch is little concern for someone with 6 feet but still ok for 2 hr flight. Paid meal served, those who didn't booked before would get only instant food like noodles or Upma. Overall reached Mumbai around 1 hr delayed whereas departed from Delhi around 1 and half hour.

"no screen, no charging points"

Ambika Gautam (India) 21st June 2022

Trip Verified | Indigo using domestic flights in international routes. Even after paying good amount, uncomfortable seats, no screen, no charging points, service staff rude to me. Announcement done in such a weird way. Lights were disturbing even in a overnight flight.

"Good budget airline"

22 reviews Rahul Anand (India) 19th April 2022

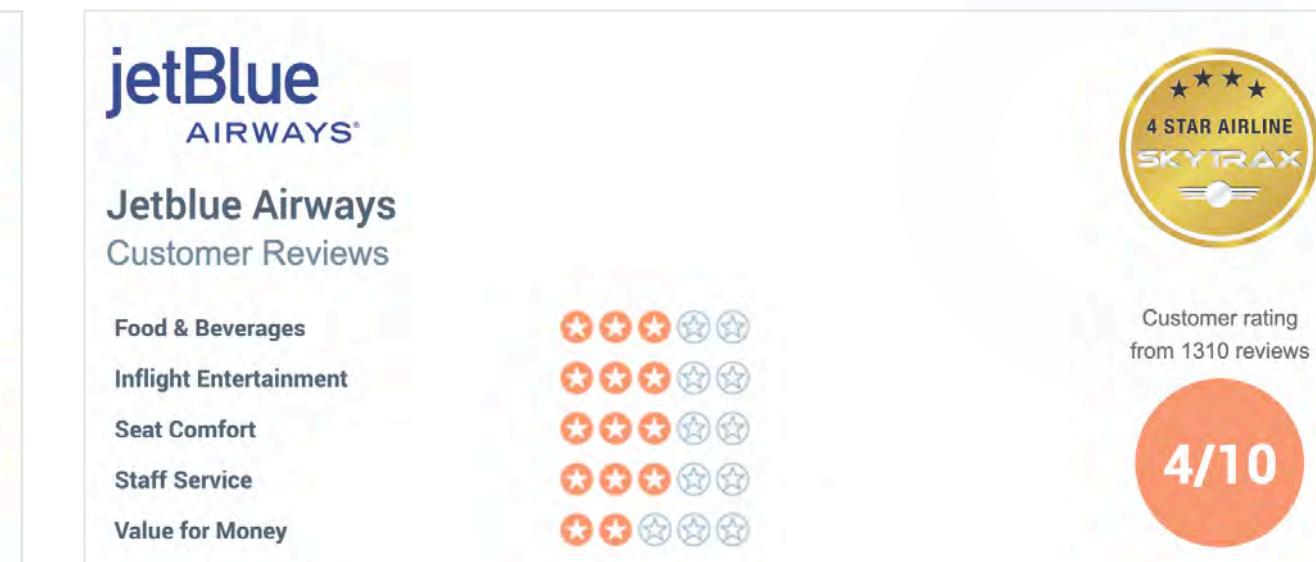
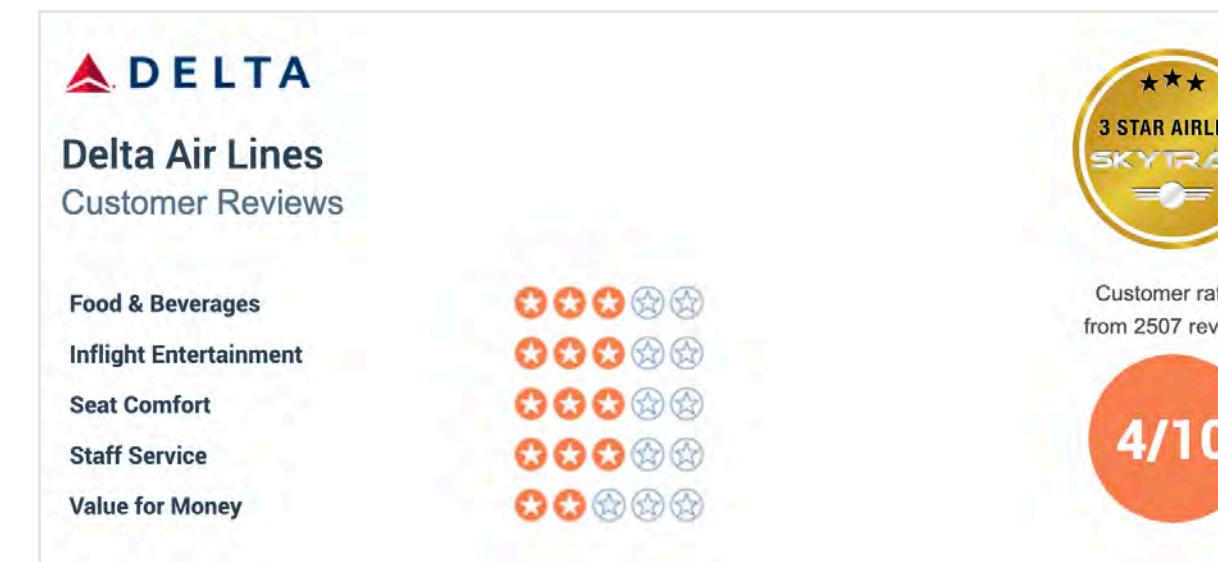
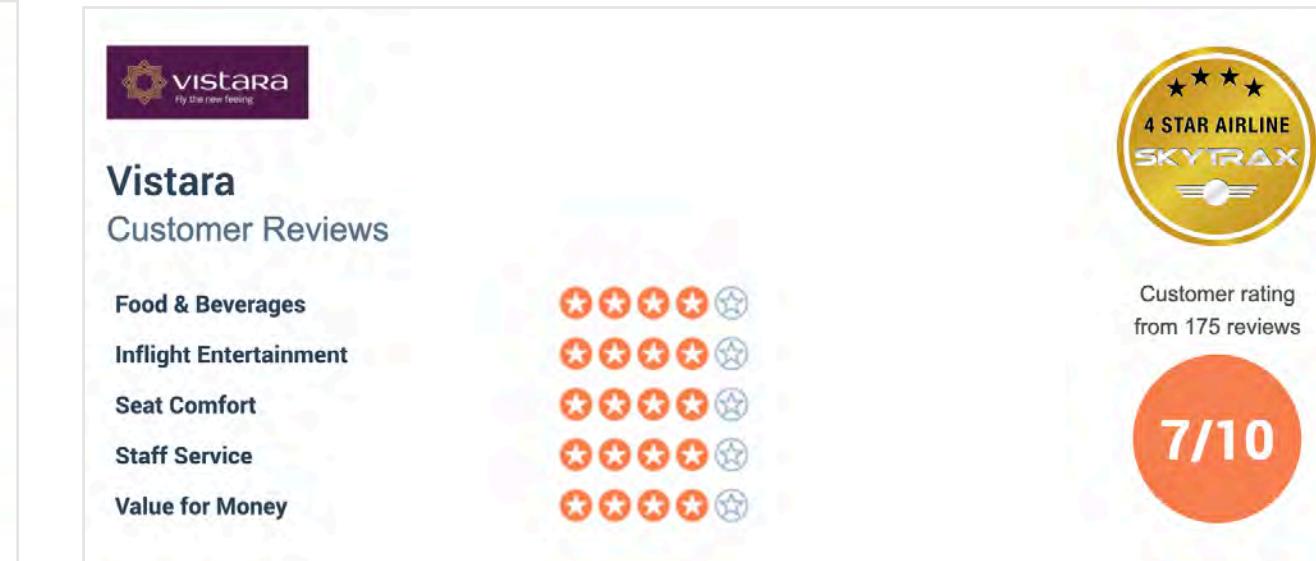
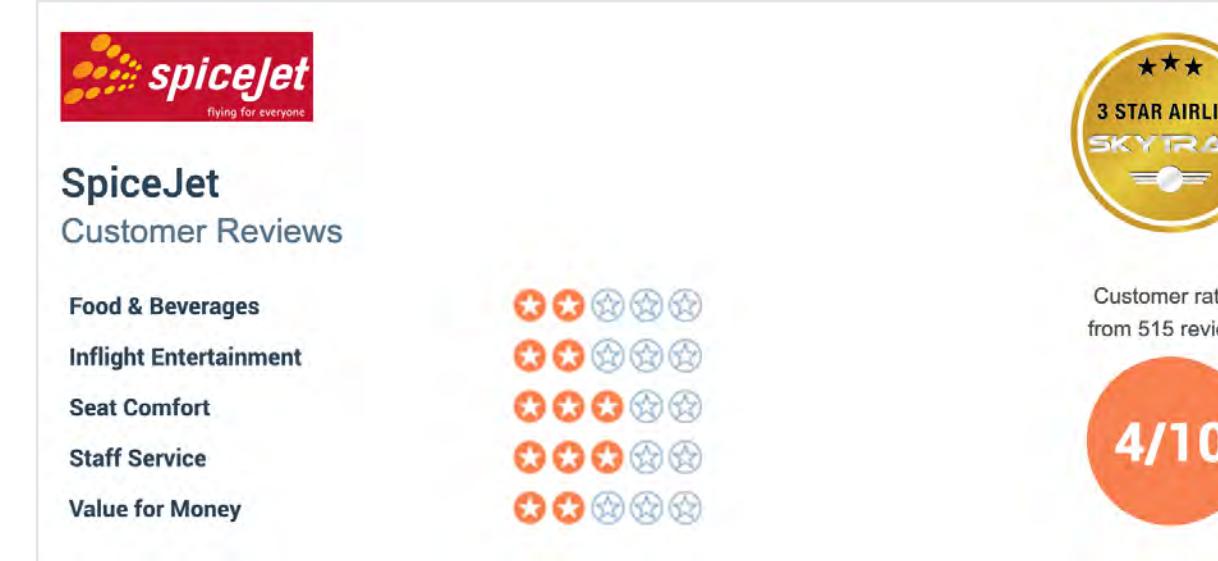
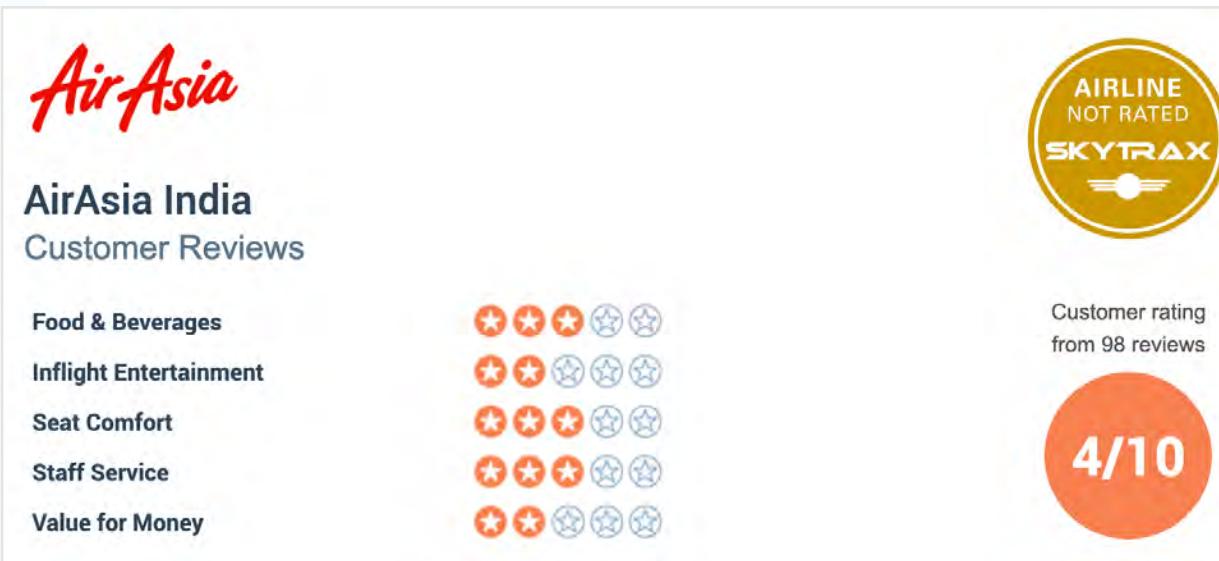
Trip Verified | Good budget airline. 15 kg check in and 7 kg cabin baggage included. On time departure and early arrival. Clean cabin, seat itch just as any LCC. Courteous cabin crew:

"made to pay Rs.200 for not web checkin"

1 reviews Z Madayan (South Africa) 15th April 2022

Trip Verified | Web checkin info is unclear and passenger is made to pay Rs.200 for not web checkin. International travellers are not allowed to carry more than 15kg of luggage whereas the international allows 40 kg it means international travellers be away. International connecting is allowed to carry 30kg on payment of RS. 6600. Even after paying RS 6600/- the passenger must pay extra RS 2000 if made 2 bags instead of 1 bag of 30kg. Travellers are charged for seat selection.

User Review - Competitors



"a very pleasant experience"

Hem Desai (India) 23rd July 2022

Trip Verified | Very punctual on time flight even though we departed almost 15-20 minutes late due to previous flight from our gate departed very late. The boarding of more than 100 pax was completed in almost 20 minutes which is in my opinion very efficient. Inflight service was very good with good quality of food with both veg and non veg option which is included in the fare. Condition of the cabin, seat and overall aircraft was up to date. The inflight entertainment was also good. Overall a very pleasant experience flying with Vistara.

"accidentally booked 15 kgs of extra Luggage"

Madrid Vetticad (New Zealand) 1st July 2022

Trip Verified | Had a bad pre-flight experience with the airline, I had accidentally booked 15 kgs of extra Luggage instead of 10 KG. I contacted Vistara customer care to reduce my extra Luggage to 10 KG and refund the rest as airline points so as that I can use it in my return flight to Delhi after a month. I offered to make an additional 10kg purchase of luggage along with this carryover 5KG right away, but they refused to help me out. These requests were made 6 hrs prior to my first flight here from Auckland.

User Expectations

As a result of researching **user feedbacks**, I was able to identify the main queries

What does user want?

1. Convenience of services
2. Benefit
3. Support
4. Lowest price
5. Price offerings for certain groups
6. Comfort

What does user experiencing now?

1. Inconvenient interface
2. Lack of additional services
3. Bad feedback
4. Incomplete fare comparison
5. Not value for money
6. Uncomfortable seating

10 Usability Heuristic Principles



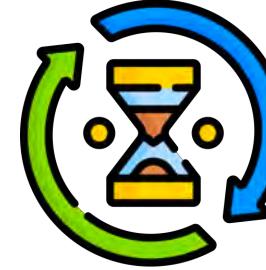
Visibility of system status



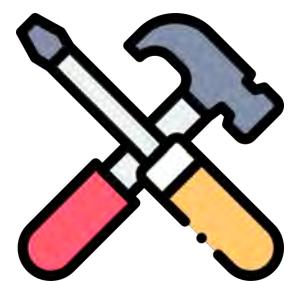
Match between system and the real world



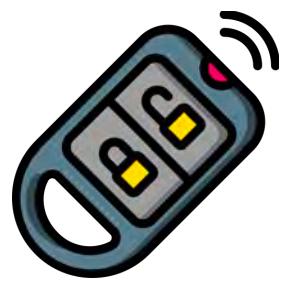
User control and freedom



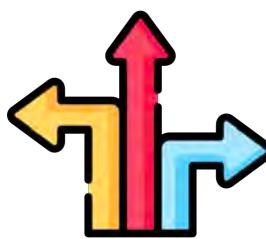
Consistency and standards



Error prevention



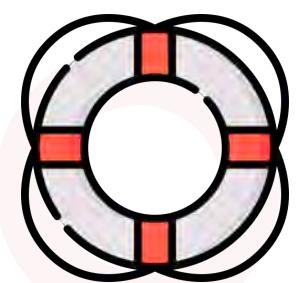
Recognition rather than recall



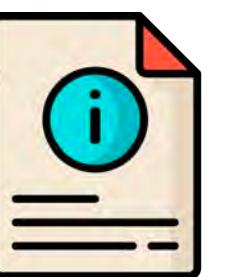
Flexibility and efficiency of use



Aesthetic and minimalist design



Help users recognise, diagnose, and recover from errors



Help and documentation

Heuristic Principles

#Visibility of system status

The screenshot shows the IndiGo website homepage. At the top, there is a navigation bar with links for Book, Check-in, Manage, 6E Rewards, Info, and Login. Below the navigation is a search bar for flight bookings, specifying a Round Trip for 1 Pax from Delhi (DEL) to Bengaluru (BLR) between 26 Aug 2022 and 14 Sep 2022. A "Search Flight" button is present. The main content area features a large banner for a "Sweet 16 sale" with fares starting at ₹1,616*, featuring a woman in a yellow sari. Below the banner, there is a section titled "Offers" with four cards: "₹400 cashback using Mobikwik", "5% cashback using HSBC credit cards", "Up to 10% off using Vaxi Fare", and "Doorstep baggage transfers using 6EBagPort". At the bottom, there is a section titled "6E Services".

Main menu options are hidden inside hamburger menu

Heuristic violated: Yes

Severity rating:

Less severe

More severe



Heuristic Principles

#Recognition rather than recall

The screenshot shows the IndiGo website homepage. At the top, there's a navigation bar with links for Book, Check-in, Manage, 6E Rewards, Info, and Login. Below the navigation is a search bar for a Round Trip with 1 Pax, set from Delhi (DEL) to Bengaluru (BLR) on travel dates from 26 Aug 2022 to 14 Sep 2022. A prominent banner in the center features a woman in a yellow sari and the text "Sweet 16 sale" with fares starting at ₹1,616*. Below the banner, there's a section titled "Offers" with four items: "₹400 cashback using MobiKwik" (Expires: 31/08/2022), "5% cashback using HSBC credit cards" (Expires: 08/08/2022), "Up to 10% off using Vaxi Fare" (Expiry: No Expiry), and "Doorstep baggage transfers using 6EBagPort" (Expires: no expiry date). At the bottom, there's a section titled "6E Services".

Increasing the load on user's memory. Hard to recognise the options.

Heuristic violated: Yes

Severity rating:

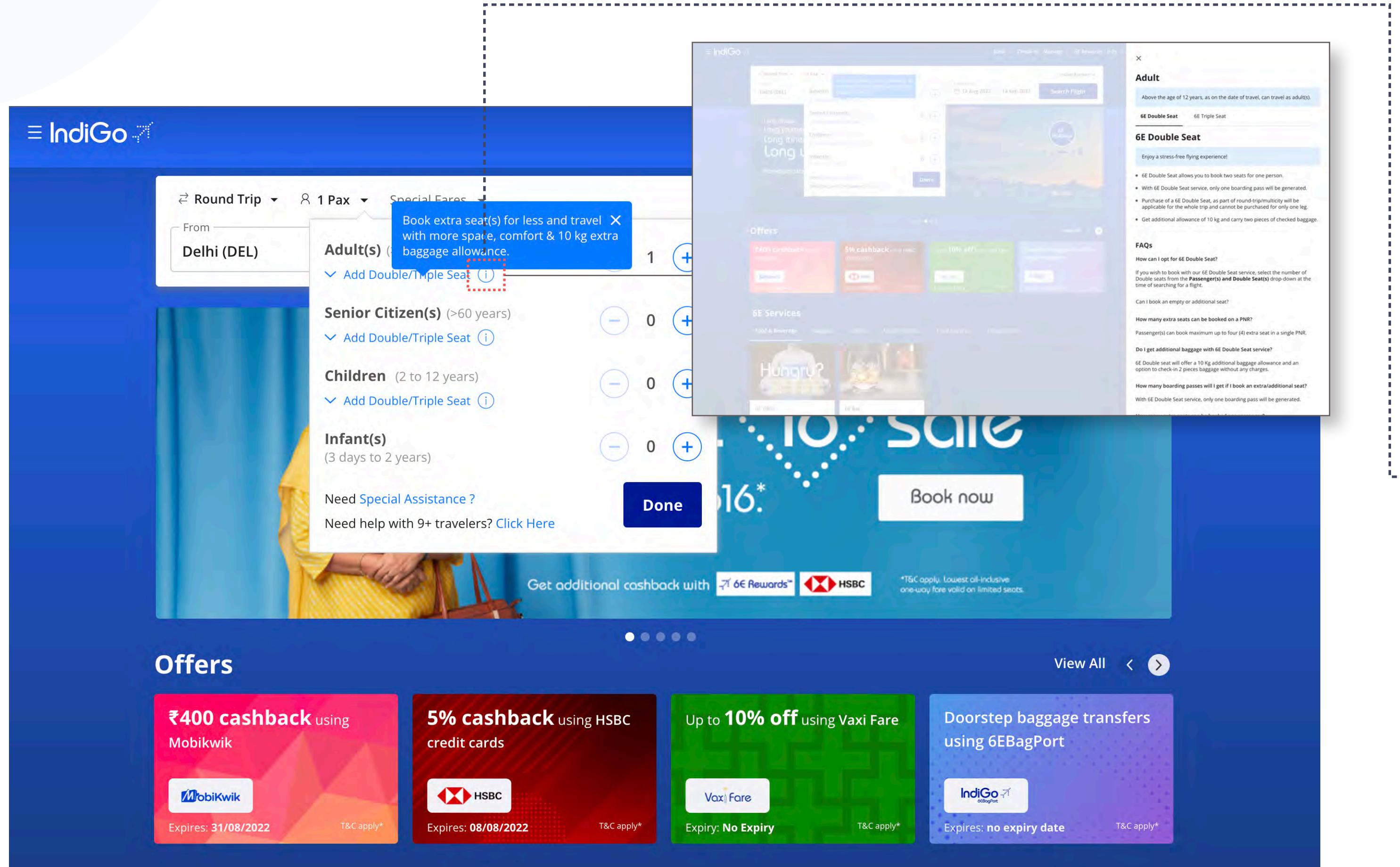
Less severe

More severe



Heuristic Principles

#User Control and Freedom



Once user clicks on the the info icon, then the information-opens at a new full size window. after closing the new window the dropdown also closes down.

Heuristic violated: Yes

Severity rating:

Less severe

More severe



Heuristic Principles

#Consistency & Standards

6E Services

Food & Beverage Baggage Combo Airport Services Trip Assurance **Discover More**

State-wise regulations
Check the guidelines for your arrival city before you fly. [Know more](#)

International travel guidelines
Check the guidelines for your international destination. [Click here](#)

Plan B
Cancel, or reschedule your flight for no cost, if it's modified at our end. [Know more](#)

Credit shell
Use your IndiGo balance amount to book another flight, or a 6E Service. [Know more](#)

Get Inspired

Winter wandering
Travel to winter wonderlands across the world.

Honeymooning in
Express your love by travelling to these romantic destinations.

Shopping delight
Explore destinations that are every shopaholic's dream

Art & Festival
Celebrate the different colours of India and the world.

View All < >

- Card heading fonts are not same.
- Hyperlinks are placed at different places on different cards

Heuristic violated: **Yes**

Severity rating:

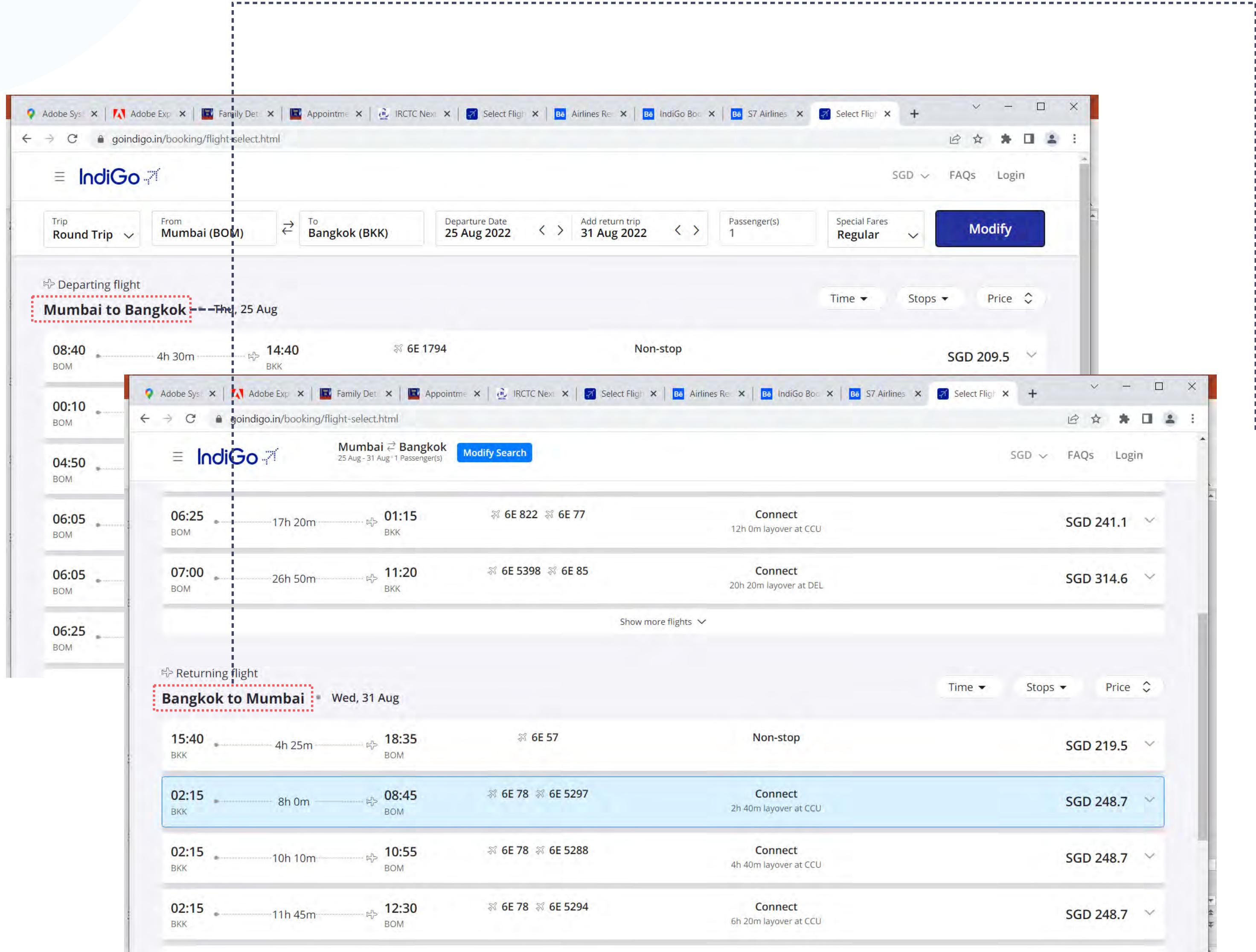
Less severe

More severe



Heuristic Principles

#Flexibility and efficiency of use



User is not able to see round/return trip details at same time or nearby. He has to scroll down to check round/return trip details.

Heuristic violated: Yes

Severity rating:

Less severe

More severe

Heuristic Principles

#Recognition rather than recall

The screenshot shows a web browser window for goindigo.in/booking/flight-select.html. The header is red, containing the IndiGo logo, trip type (Round Trip), departure city (Mumbai (BOM)), arrival city (Bangkok (BKK)), departure date (25 Aug 2022), return date (31 Aug 2022), passengers (1), fare type (Regular), and a 'Modify' button. Below the header is a section titled 'Departing flight' with the subtitle 'Mumbai to Bangkok • Thu, 25 Aug'. It lists six flight options:

Flight	Time	Duration	Flight Details	Type	Price
08:40 BOM	14:40 BKK	4h 30m	6E 1794	Non-stop	SGD 209.5
00:10 BOM	01:40 BKK	24h 0m	6E 6819 & 6E 75	Connect 18h 25m layover at BLR	SGD 229.6
04:50 BOM	11:20 BKK	29h 0m	6E 2056 & 6E 85	Connect 22h 15m layover at DEL	SGD 290.7
06:05 BOM	01:40 BKK	18h 5m	6E 5267 & 6E 75	Connect 12h 40m layover at BLR	SGD 229.6
06:05 BOM	11:20 BKK	27h 45m	6E 5332 & 6E 85	Connect 21h 10m layover at DEL	SGD 290.7
06:25 BOM	01:15 BKK	17h 20m	6E 822 & 6E 77	Connect 12h 0m layover at CCU	SGD 241.1

Header colour is completely changed compared to the home page.

Heuristic violated: Yes

Severity rating:

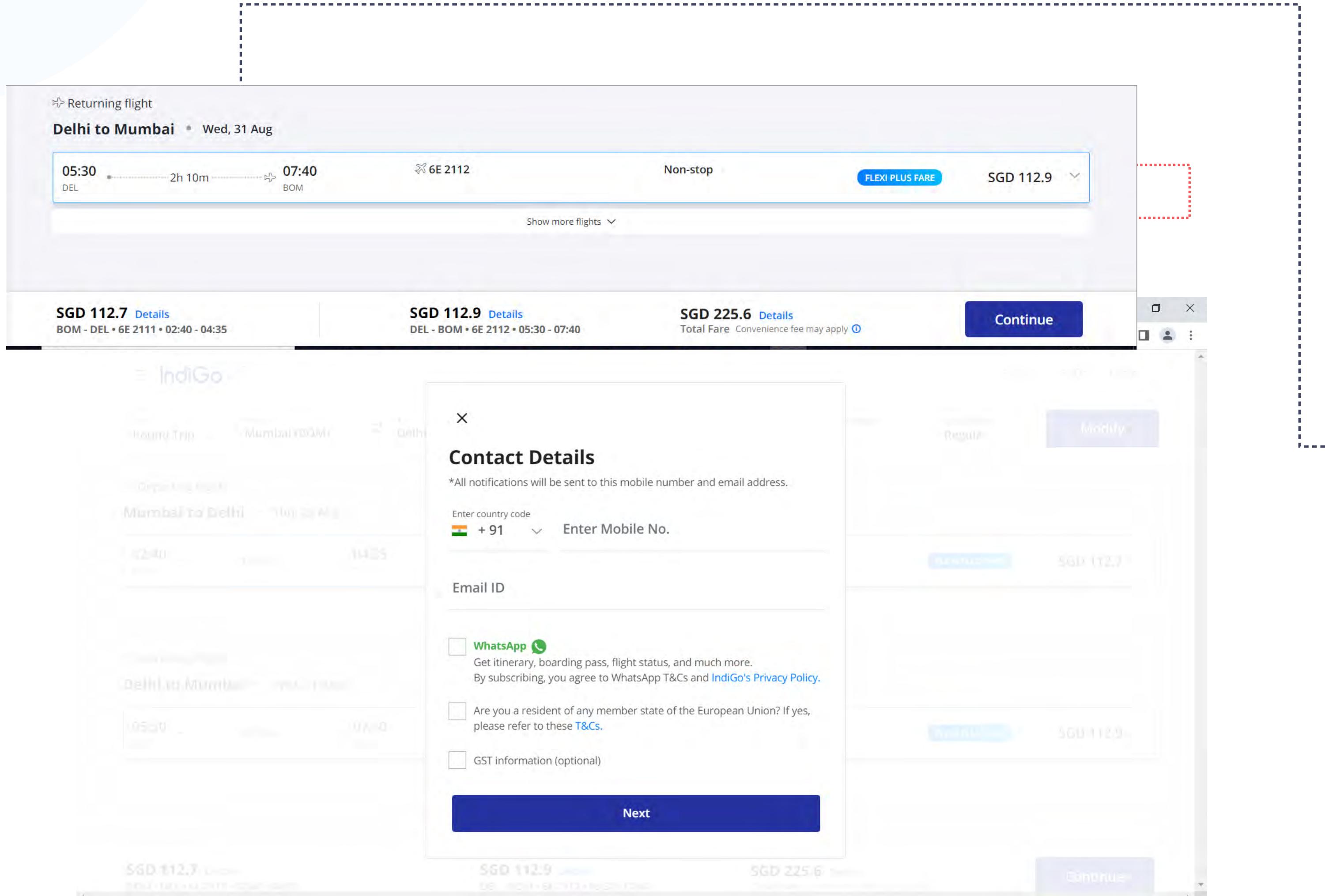
Less severe

More severe



Heuristic Principles

#User control and freedom



Forcing user to add information in-between

Heuristic violated: Yes

Severity rating:

Less severe

More severe



Web Traffic Analysis

Traffic Analytics: [indigo.in](#)

Jun 2022 Worldwide All devices Accuracy: Company PDF

Overview Audience Insights Traffic Journey Top Pages Subfolders Subdomains Geo Distribution Bulk Analysis

Root domain Competitor Compare + Add up to 3 competitors

Visits Jun 2022	Unique Visitors Jun 2022	Pages / Visit Jun 2022	Avg. Visit Duration Jun 2022	Bounce Rate Jun 2022
5.8K ↑42.56%	5.8K ↑42.56%	1.34 ↑8.59%	26:27 ↑79,250%	70.30% ↑5.88%

[Trend for visitors](#)

Traffic Analytics: [airasia.com](#)

Jun 2022 Worldwide All devices Accuracy: Company PDF

Overview Audience Insights Traffic Journey Top Pages Subfolders Subdomains Geo Distribution Bulk Analysis

Root domain Competitor Compare + Add up to 3 competitors

Visits Jun 2022	Unique Visitors Jun 2022	Pages / Visit Jun 2022	Avg. Visit Duration Jun 2022	Bounce Rate Jun 2022
7.5M ↓7.69%	4.1M ↓0.79%	3.17 ↑2.44%	11:11 ↑3.87%	43.67% ↑0.6%

Market Metrics Jun 2022 Market Share 27.47% Market Traffic 6.8M ↑ Explore your market

Web Traffic Analysis

Traffic Analytics: spicejet.com ↗

Jun 2022 Worldwide All devices Accuracy: Company

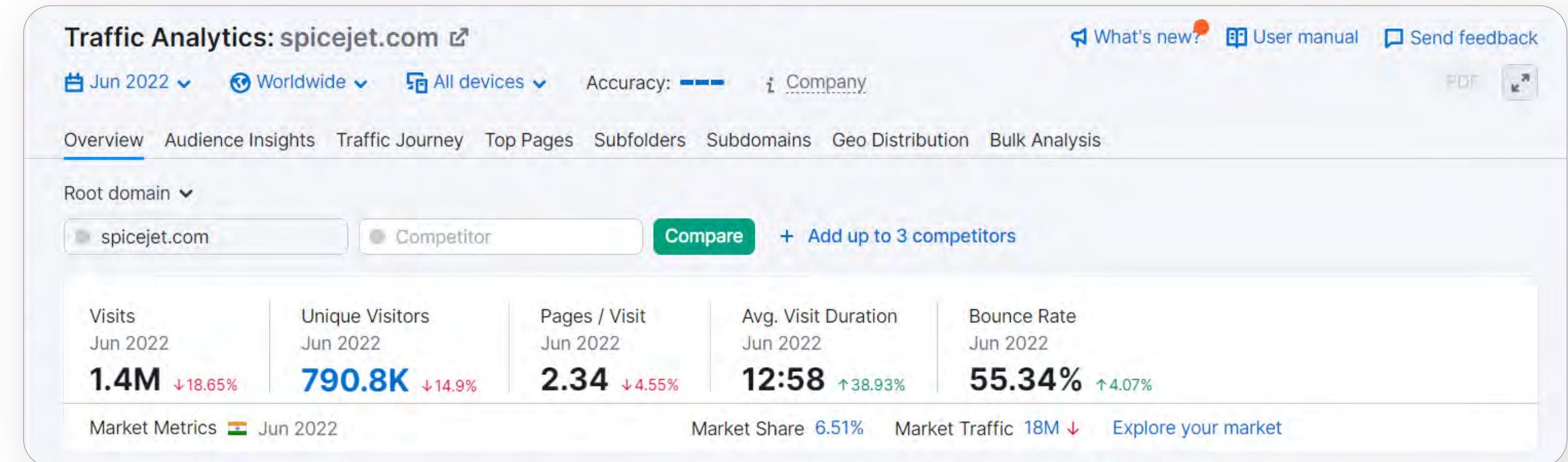
What's new? User manual Send feedback PDF

Overview Audience Insights Traffic Journey Top Pages Subfolders Subdomains Geo Distribution Bulk Analysis

Root domain Competitor Compare + Add up to 3 competitors

Visits Jun 2022	Unique Visitors Jun 2022	Pages / Visit Jun 2022	Avg. Visit Duration Jun 2022	Bounce Rate Jun 2022
1.4M ↓18.65%	790.8K ↓14.9%	2.34 ↓4.55%	12:58 ↑38.93%	55.34% ↑4.07%

Market Metrics Jun 2022 Market Share 6.51% Market Traffic 18M ↓ Explore your market



Domain Overview: airvistara.com ↗ ☆

Worldwide US UK IN ... Desktop Aug 4, 2022 INR

Export to PDF

Overview Compare domains Growth report Compare by countries

Authority Score 56	Organic Search Traffic 1.1M +2.4%	Paid Search Traffic 46K +0.1%	Backlinks 265.8K
Semrush Domain Rank 2K ↑	Keywords 53.4K ↓	Keywords 164 ↓	Referring Domains 4.7K

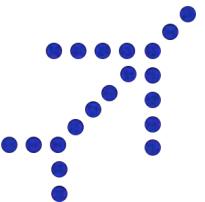
Engagement metrics August 2022 Pages/Visits 3.3 ↓ Avg. Visit Duration 06:45 ↓ Bounce rate 0.4 ↓ Show all



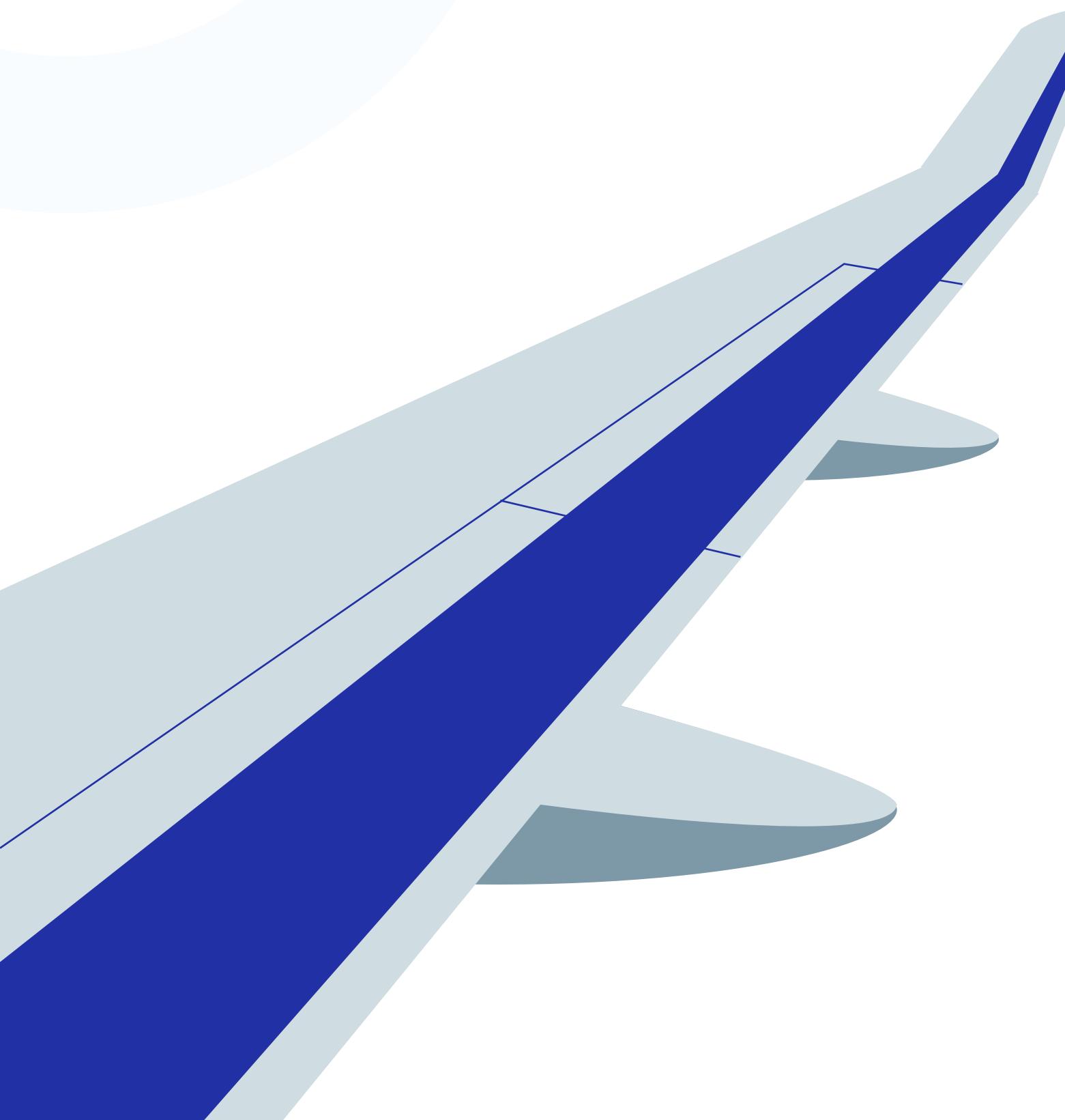
Competitive Analysis

Competitors analysis helped me to identify what elements are prioritised, get information about features, advantages, and disadvantages, look for ideas and inspiration. The biggest takeaway from my competitive market analysis was to lack of existing solutions.

IndiGo



Re-design



User Persona

I created three different User Personas based on the target user group and all the information gathered by the research, I was able to create three fictional characters who represent the target user groups of the website.

Nikita Gulati

Frequent flyer

 Occupation

Sales officer at a reputed company

 Age

40 years

 Location

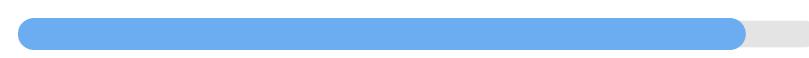
Travels frequently all over the world

 Family

Married, 2 children

Tech

Internet



Online shopping



Social media



Biography

Nikita is a hardworking sales officer at a reputed multination who spends 50% of her life in business trips. Nikita has to travel to meet her clients. She loves luxury lifestyle, comfortable journey and excellent service. She is ready to pay higher price to get a high quality service.

Needs

- Buy a flight ticket during a business trip quickly, easily and get a brilliant service.
- Do not spend much time for choosing flights, reading a lot of info or comparing other offerings.
- Wise choices of the selecting the flights with airlines and be sure about the service

Pain points

Nikita doesn't want to waste her time using complicated services with difficult processes. Also, she doesn't want to miss any special offerings while booking the flight.



User Persona

Rohan Kapoor

Ticket booker

 Occupation

MBA final year student

 Age

22 years

 Location

Plans trips with college friends

 Family

Parents & 1 sibling

Tech

Internet



Online shopping



Social media



Biography

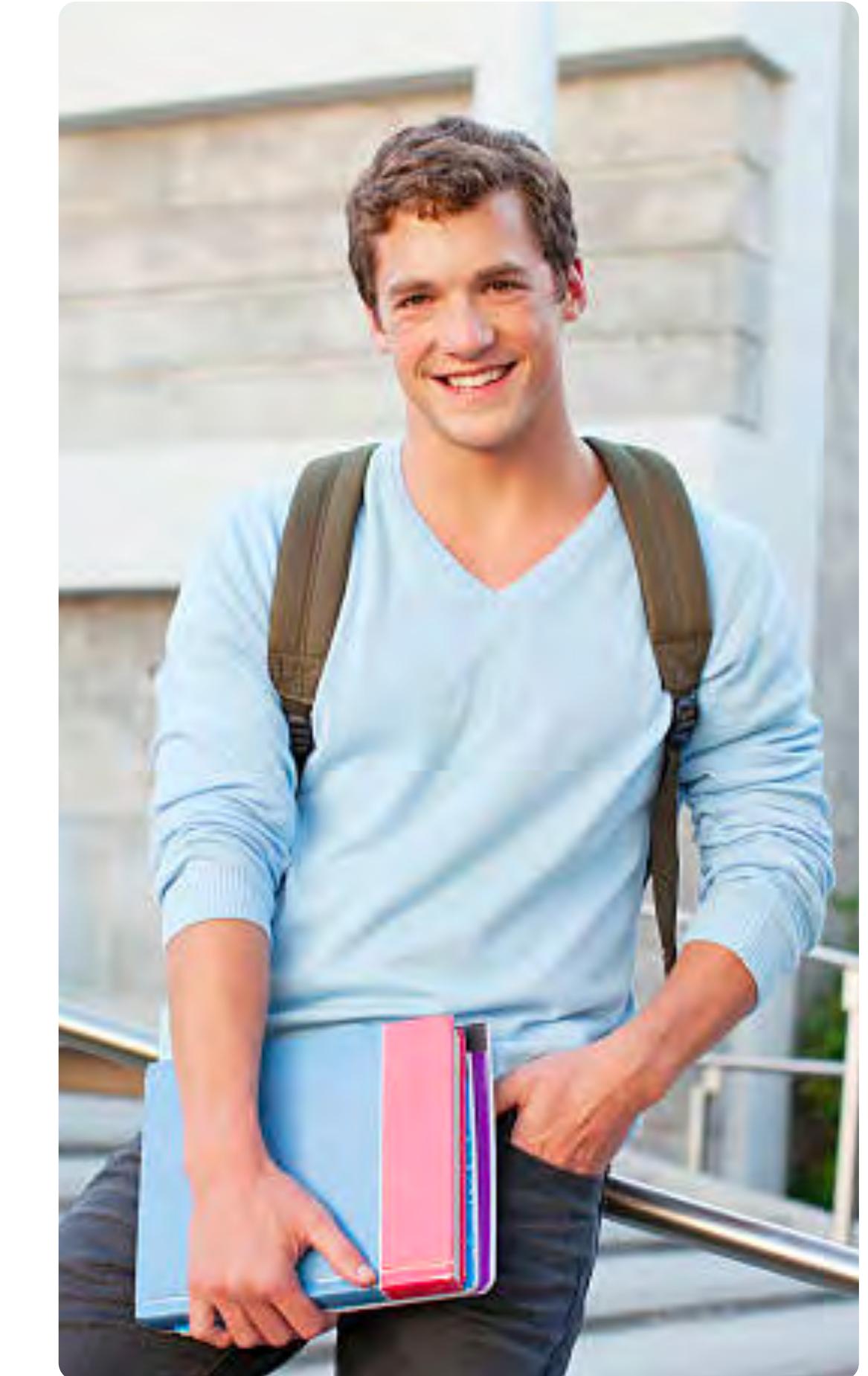
Rohan is a MBA final year student. Apart from studying, he is also a trip organiser at his college. He has to book tickets for smaller groups whenever he plans a trip with his friends. Rohan also has to book tickets for his parents. He always look for cheaper flights with discount and coupon codes.

Needs

- Buy tickets for smaller groups.
- Searches for coupon codes and multiple offers to get discounted tickets.
- Needs accommodation on a affordable cost.

Pain points

Offer and discount coupons are not easy to find on flight ticket booking sites. He doesn't get the deal that is specially designed for his small family trips.



User Persona

Akhil Gupta

Information seeker

 Occupation

Software engineer

 Age

38 years

 Location

Want to go on trips with family

 Family

Spouse, 1 child

Tech

Internet



Online shopping



Social media



Biography

Akhil is a software engineer at a startup. He is always busy with his office work. He finds some time in between to go on small family trips. He always visits airline ticket booking websites and checks if low cost tickets are available. He also, searches for good deals and discounts available on various sites so he could keep his trips within budgets with less expensive flight tickets.

Needs

- Buy tickets for small family trips in his free time.
- Searches for coupon codes and multiple offers to get discounted tickets.
- Needs accommodation on a affordable cost

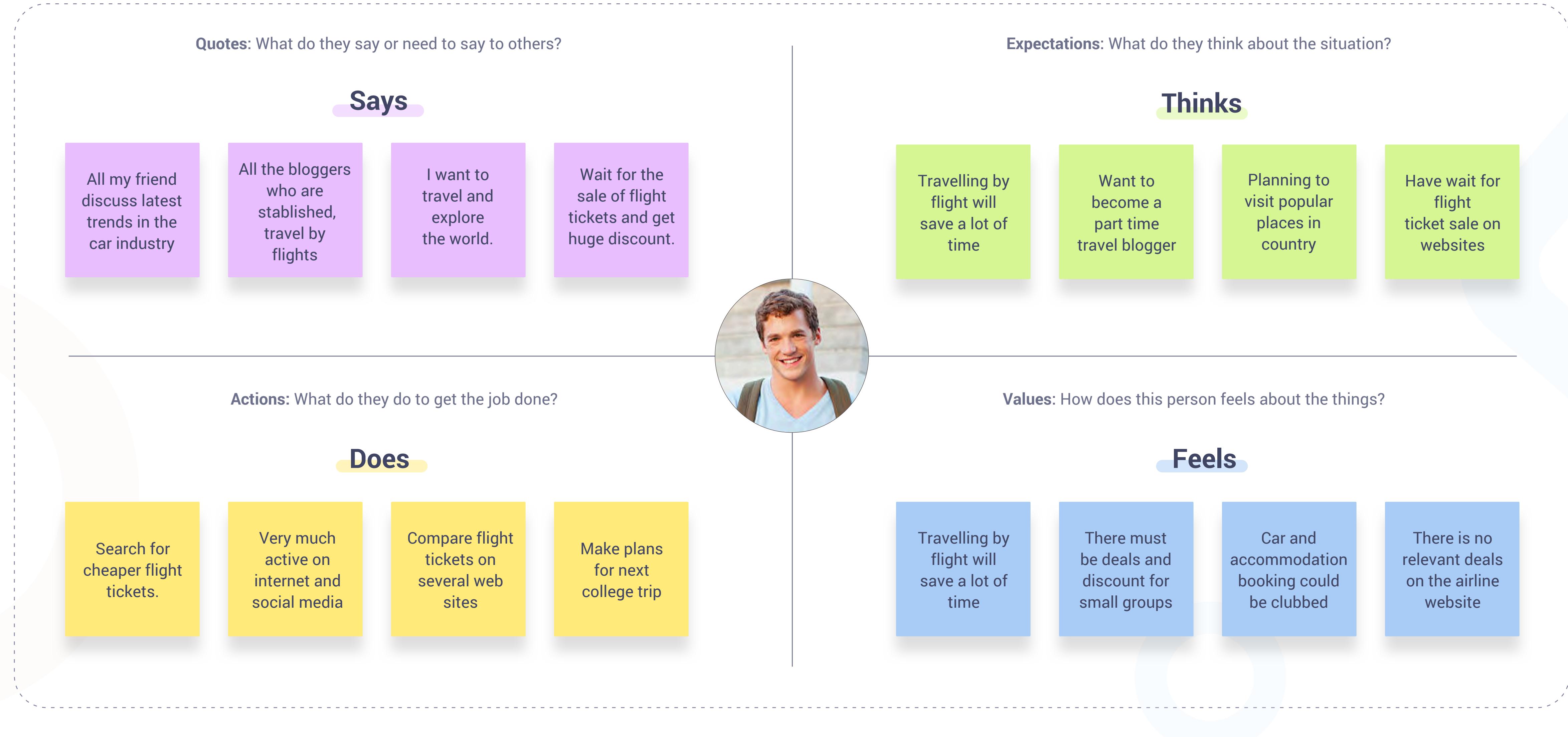
Pain points

Offer and discount coupons are not easy to find on flight ticket booking sites. He doesn't get the deal that is specially designed for his small family trips.

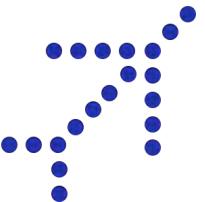


Empathy Mapping

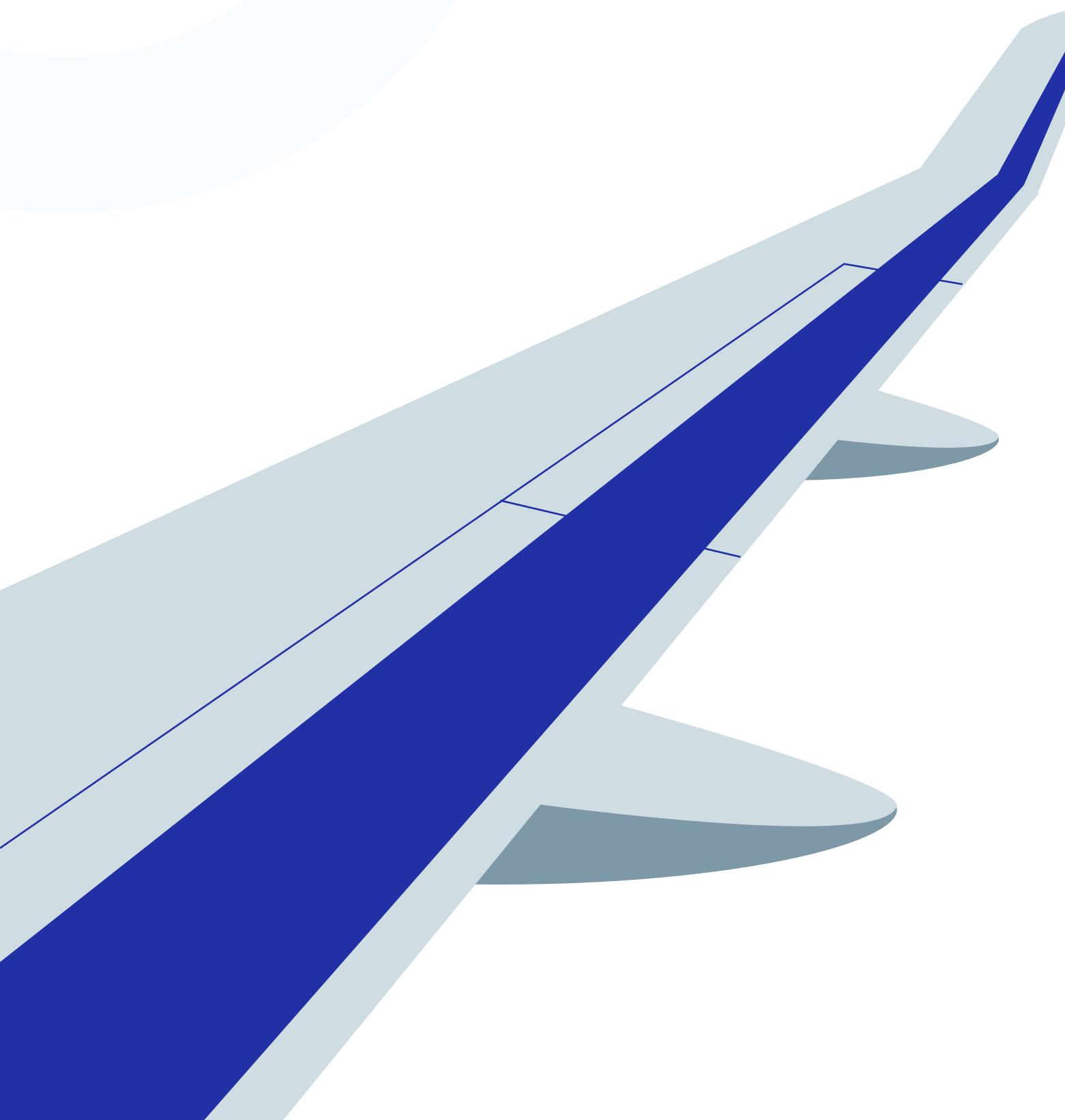
In order to get a deeper understanding about the user Behaviours and decision, I use Empathy Mapping Method. An empathy map is a collaborative visualisation used to articulate what we know about a particular type of user. It externalises knowledge about user in order to 1. Create a shared understanding of user needs, and 2. Aid in decision making.



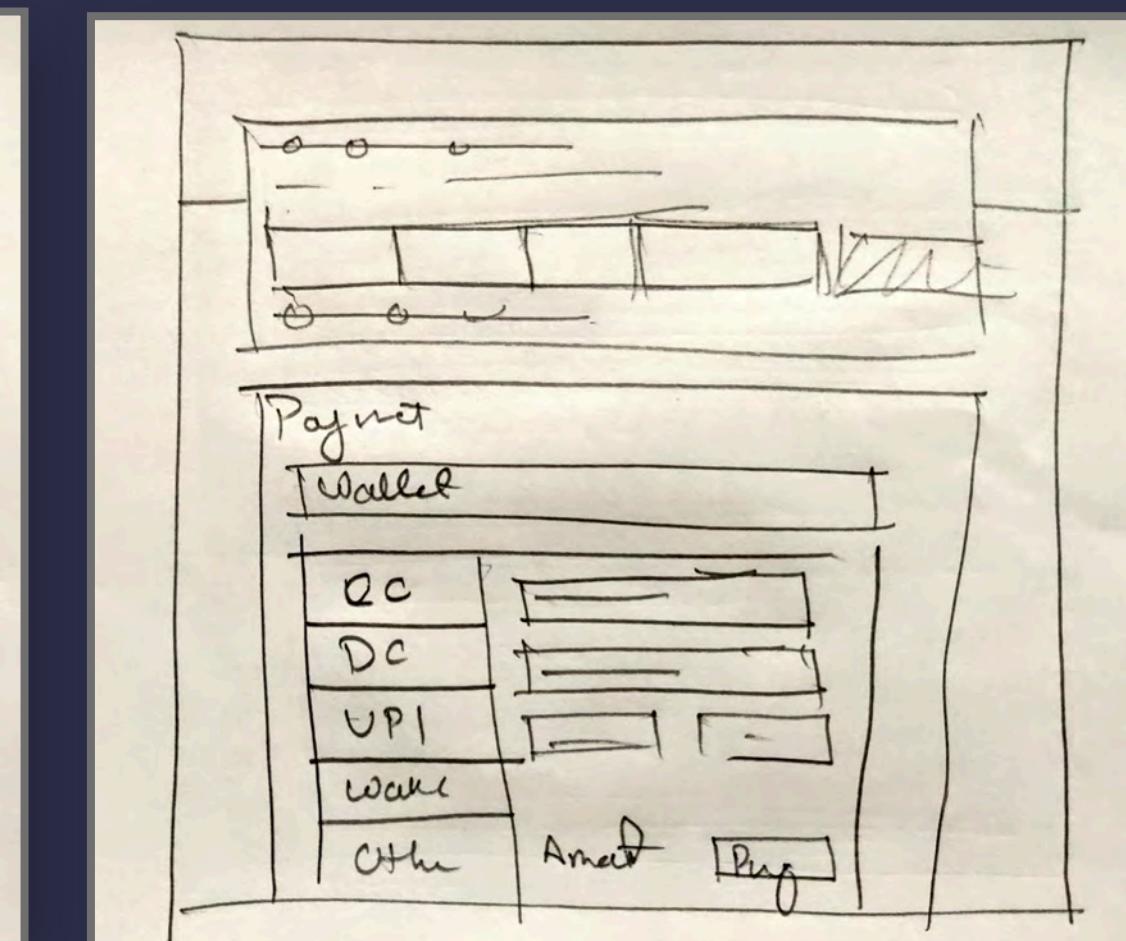
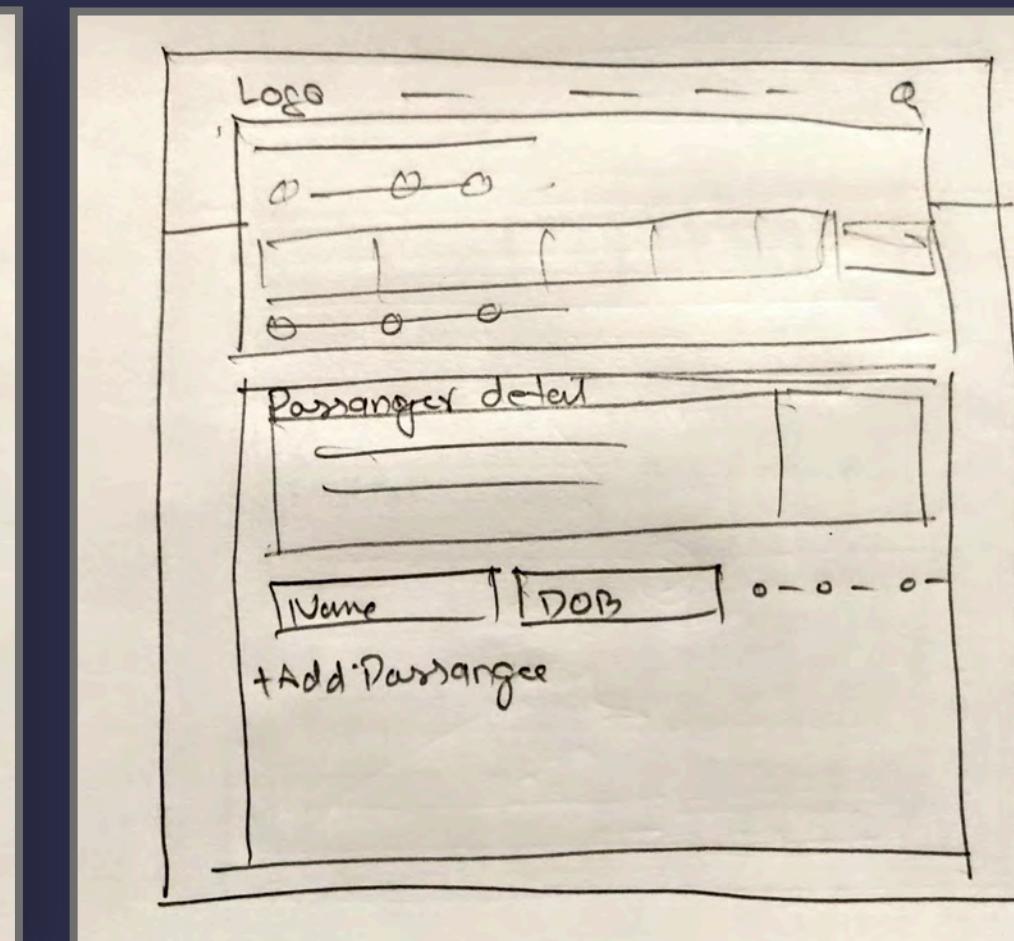
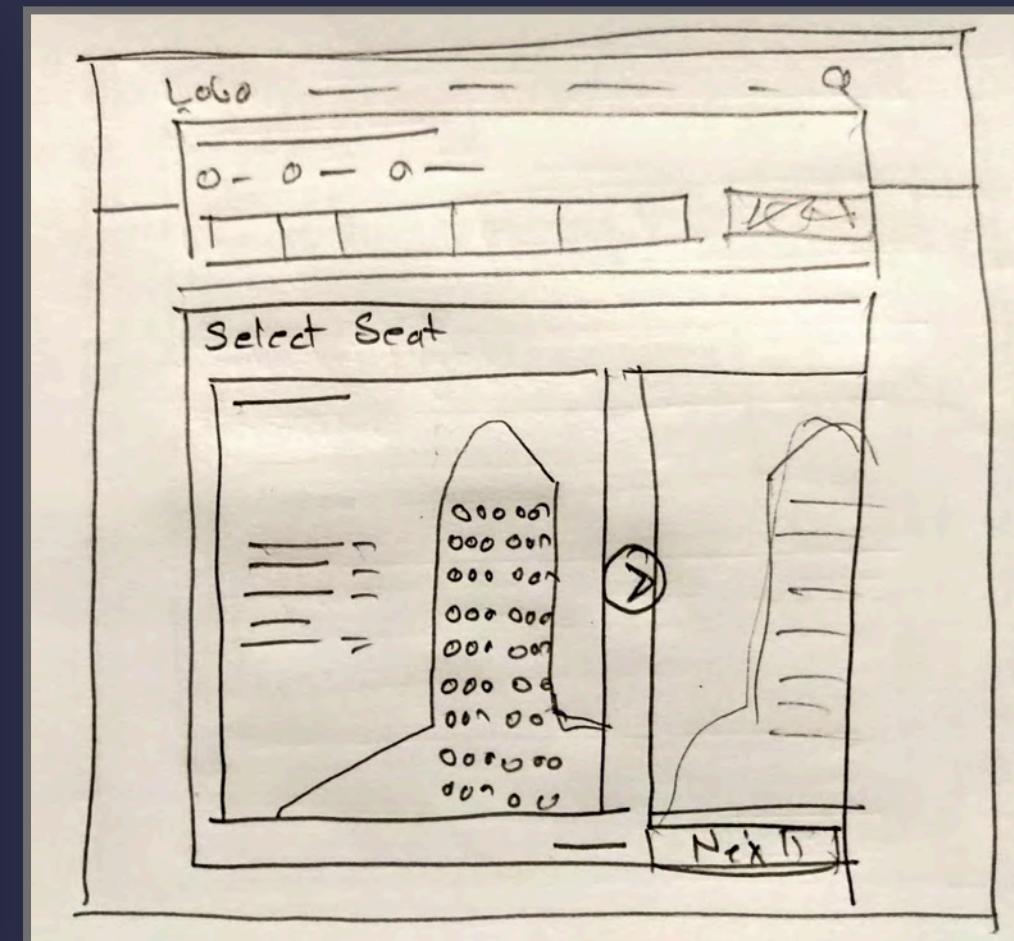
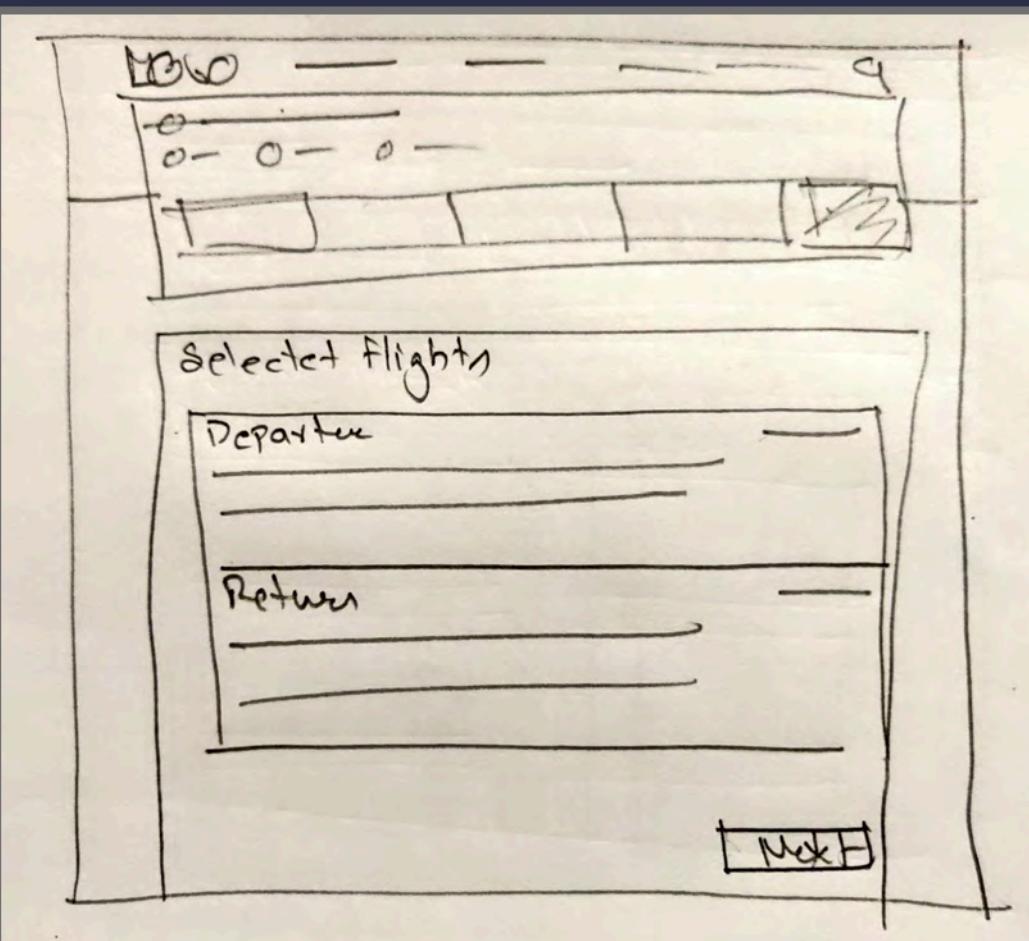
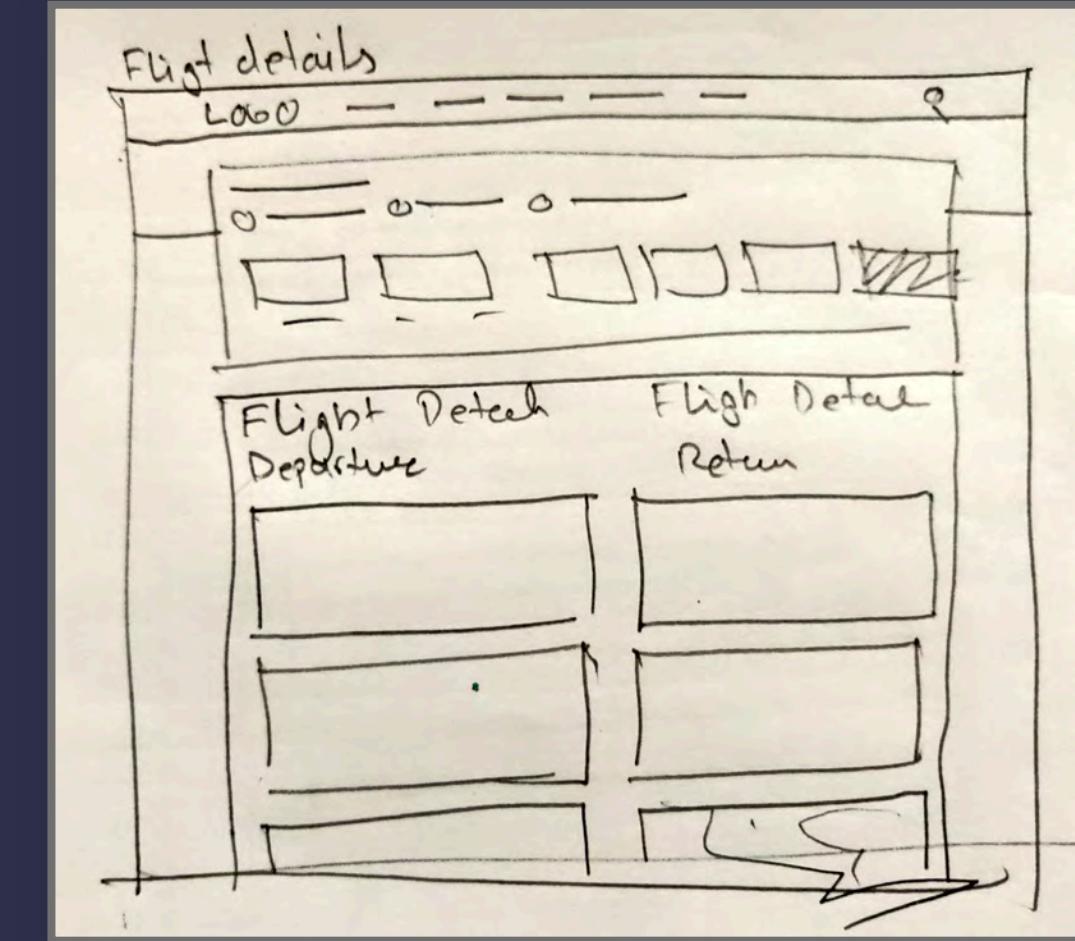
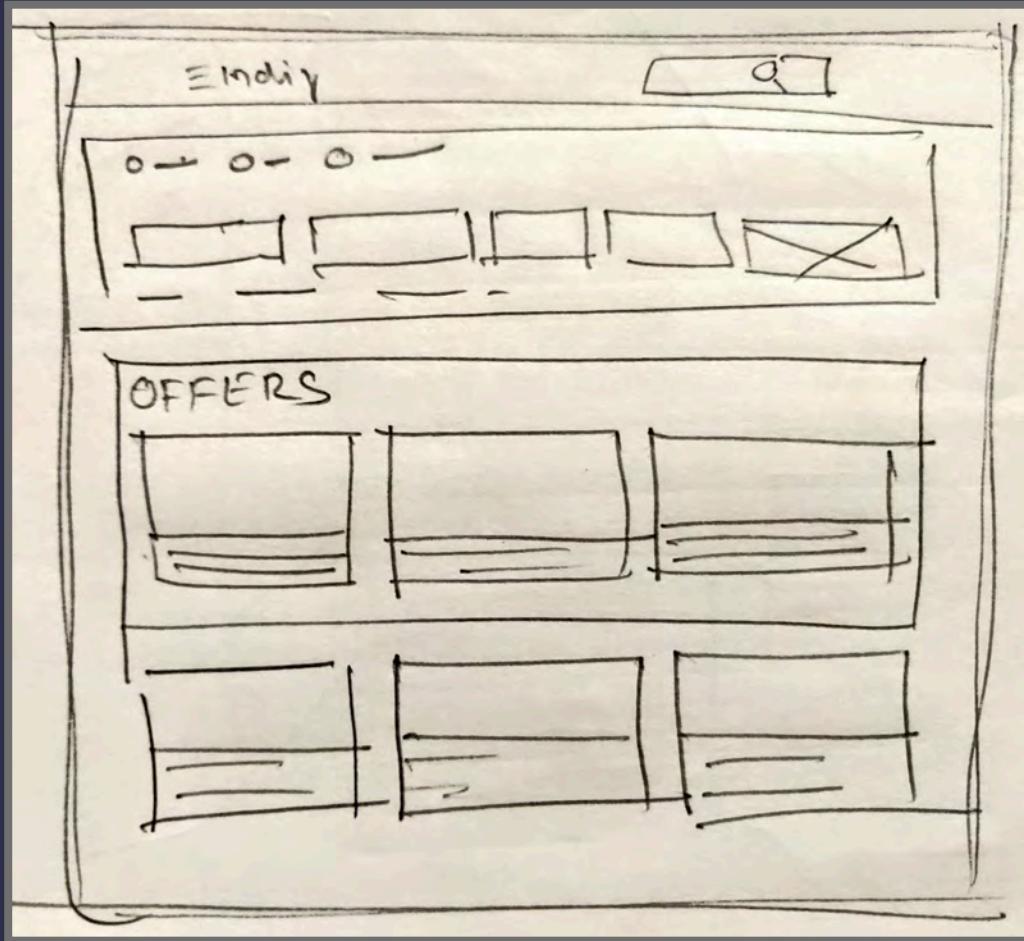
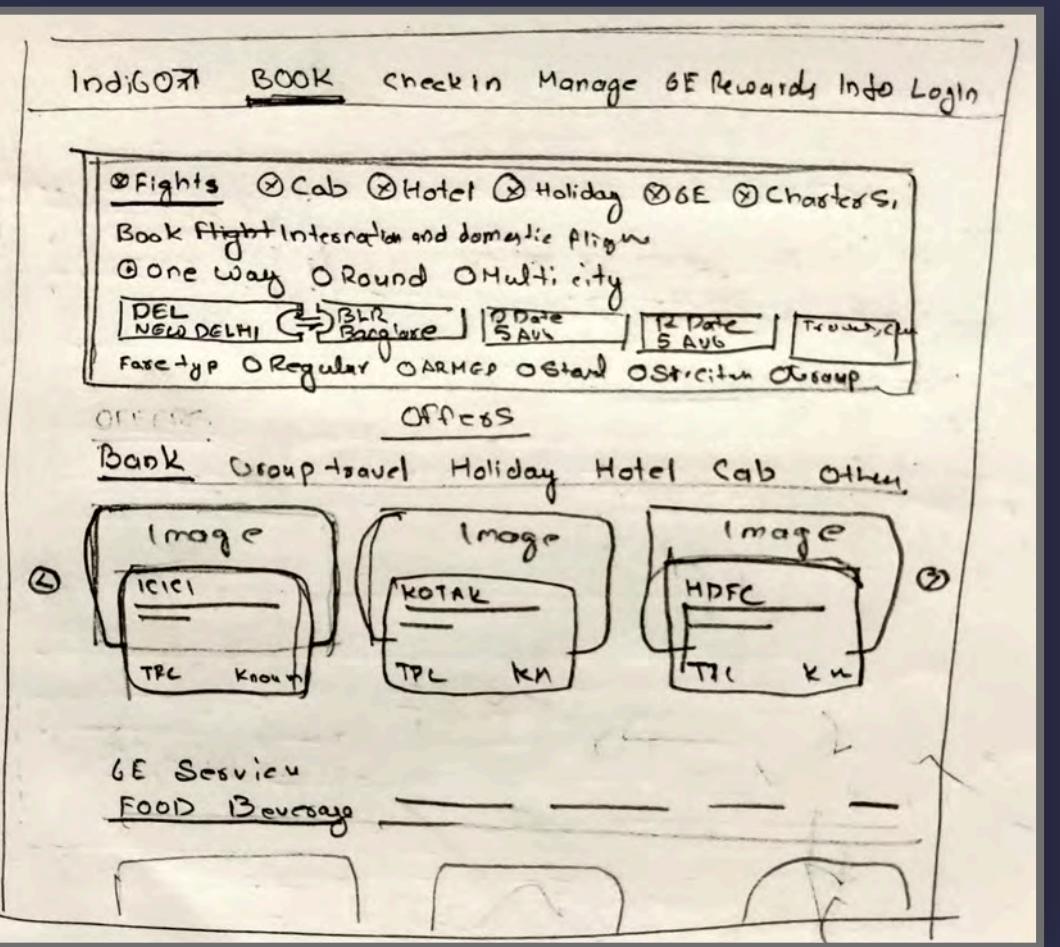
IndiGo



Re-design



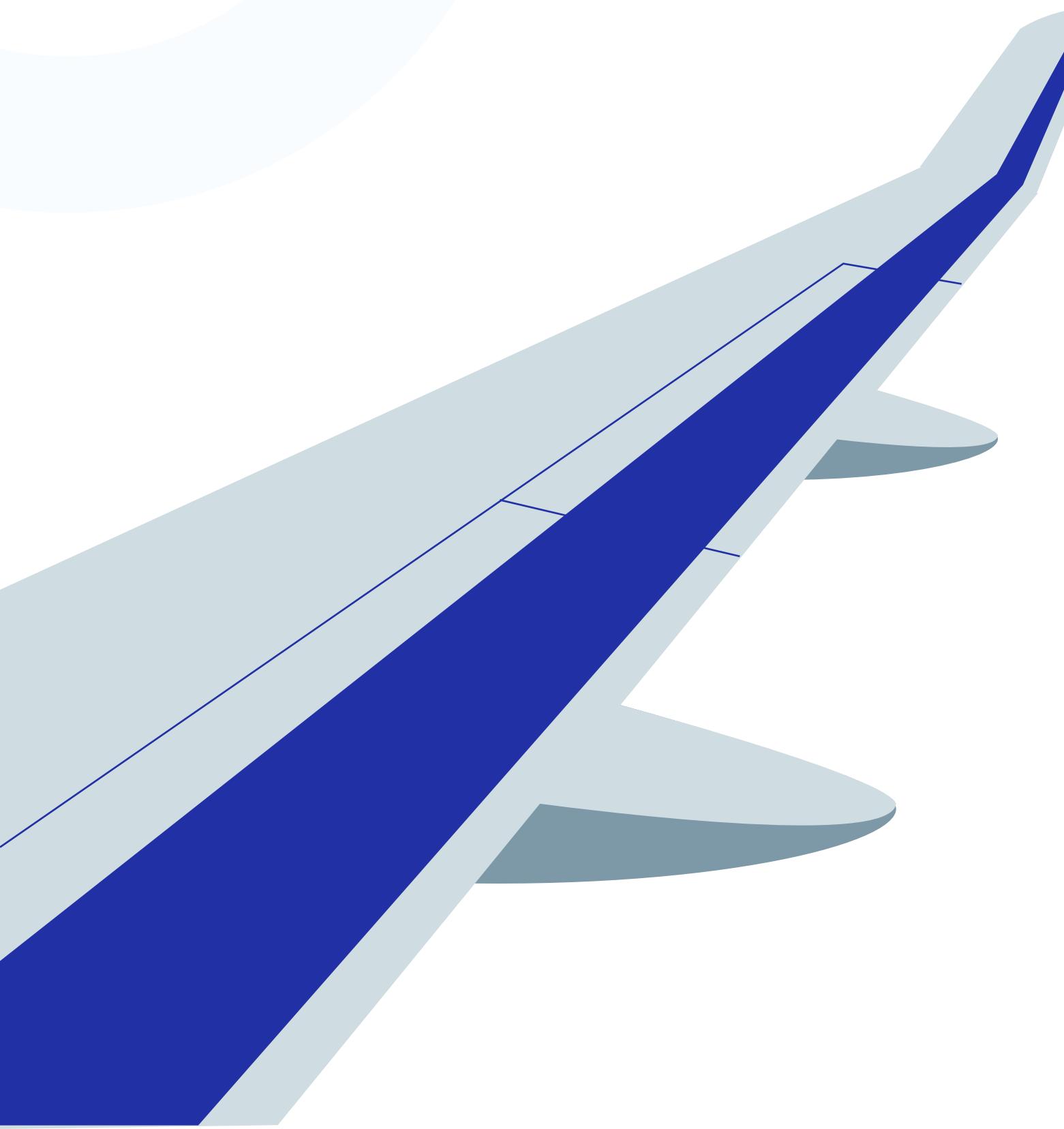
Brain Storming



IndiGo



Re-design



Wireframing

The wireframe depicts the homepage of the IndiGo website. At the top, there is a navigation bar with links for Book, Check in, Manage, 6E Rewards, Info, Need Help?, Login, and a search icon. Below the navigation bar, there is a secondary navigation bar with tabs for Flights (which is selected), Cab, Hotel, and Holiday Package. The main content area is titled "Book domestic and international flight tickets". It features a search form with fields for "From" (Delhi (DEL)), "To" (Bengaluru (BLR)), "From" (05 Aug 2022), "From" (12 Aug 2022), "Travellers & Class" (1 Traveller, Economy), and a "Search Flights" button. Below the search form, there are options for "Fare Type" (Regular is selected) and checkboxes for Student, Senior Citizen, Armed Forces, and Shop with miles. There is also a checkbox for "Show non-stop flights only". A large, empty rectangular box labeled "BANNER" is positioned below the search form. At the bottom, there is a section titled "Offers" with a horizontal menu featuring links for Bank (selected), Frequent Flyer, Group Travel, Holiday, Hotel, Cab, Corporate, and Other.

Wireframing

The wireframe illustrates the user interface for booking flights on the IndiGo website. At the top, the IndiGo logo is followed by navigation links: Book, Check in, Manage, 6E Rewards, Info, Need Help?, Login, and a search icon. Below this, a secondary navigation bar includes tabs for Flights, Cab, Hotel, and Holiday Package, with the Flights tab currently selected.

The main search area is titled "Book domestic and international flight tickets". It features three radio button options for trip type: One Way, Round Trip (selected), and Multi City. The search form includes fields for "From" (Delhi (DEL)) and "To" (Bengaluru (BLR)), dates (From 05 Aug 2022 to 12 Aug 2022), and passenger information (1 Traveller, Economy). A "Search Flights" button is prominently displayed. Below the search form, there are fare type filters (Regular, Student, Senior Citizen, Armed Forces, Shop with miles) and a checkbox for "Show non-stop flights only".

Below the search interface, the word "Offers" is displayed, followed by a horizontal navigation bar with categories: Bank, Frequent Flyer, Group Travel, Holiday, Hotel, Cab, Corporate, and Other. The "Bank" category is currently active, indicated by a underline.

The "Bank" offers section displays three cards, each representing a different bank offer:

- BANK NAME**
Offer heading for this section
Family offer on flights, Hotels & holiday packages in India and abroad
[T&C's Apply](#) [Know More](#)
- BANK NAME**
Bank Offer heading for this section
Aug 2022 offer on flights, Hotels & holiday packages for Japan.
[T&C's Apply](#) [Know More](#)
- BANK NAME**
Offer heading for this section
Limited time offer
[T&C's Apply](#) [Know More](#)

Wireframing

The wireframes illustrate the user flow for booking a flight from Delhi (DEL) to Bengaluru (BLR) on August 5, 2022, returning on August 12, 2022, for one traveler in Economy class.

Search Results: Shows flight details for both legs. The departure flight (Delhi to Bengaluru) has a checked "Select" button, while the return flight (Bengaluru to Delhi) does not. A "Book Now" button is at the bottom.

Traveller Details: Requests login information. It includes sections for "Offer Name" (with terms and conditions), "Name", gender selection (Male, Female, Other), and a "Continue" button.

Price: Displays price information for the selected flights. It includes sections for "Offer Name" (with terms and conditions), "Price", and a "Continue" button.

Select Seat: Allows users to choose seats. It includes sections for "Offer Name" (with terms and conditions), seat selection (with a grid showing rows and columns), and a "Continue" button.

Flight Summary: Summarizes the flight details. It includes sections for "Departure Flight Details" (with a "Price" button), "Return Flight Details" (with a "Price" button), and a "Continue" button.

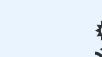
Hi-fi Designs

The IndiGo website homepage features a dark blue header with the IndiGo logo and navigation links: Book, Check in, Manage, 6E Rewards, Info, Need Help?, Login, and a search icon. Below the header is a search bar for "Flights, Cab, Hotel, Holiday Package". The search form includes fields for "From" (Delhi (DEL)), "To" (Bengaluru (BLR)), "Departure Date" (05 Aug 2022), "Return Date" (12 Aug 2022), "Travellers & Class" (1 Traveller, Economy), and a "Search Flights" button. Below the search form is a promotional banner with the text "Web check-in on the go" and "Download the IndiGo app today." It shows a smartphone displaying the IndiGo app interface. The main content area has a large orange background image of a tropical beach at sunset. At the bottom, there's a "Offers" section with tabs for Bank, Frequent Flyer, Group Travel, Holiday, Hotel, Cab, Corporate, and Other.

The IndiGo website displays flight search results for a round trip from Delhi to Bengaluru. The search parameters are: From (Delhi (DEL)), To (Bengaluru (BLR)), Departure Date (05 Aug 2022), Return Date (12 Aug 2022), 1 Traveller, Economy. The results show three flight options: 1. Business class (Departure flight 08:35, Arrival 10:50, Price ₹5,071); 2. Premium Economy (Departure flight 14:40, Arrival 11:55, Price ₹5,480); 3. Economy (Departure flight 08:35, Arrival 10:50, Price ₹5,071) and (Departure flight 05:45, Arrival 07:55, Price ₹4,771). Below the search results is an "Offers" section with tabs for Bank, Frequent Flyer, Group Travel, Holiday, Hotel, Cab, Corporate, and Other. It features three promotional cards: YES BANK (Avail No Cost EMI + 20% OFF*), HSBC BANK (Get Upto 45% OFF* on Flights to Japan), and CITI BANK (Unlimited Lounge Access on Domestion & International Airports).

The IndiGo website displays flight search results for a round trip from Delhi to Bengaluru. The search parameters are: From (Delhi (DEL)), To (Bengaluru (BLR)), Departure Date (05 Aug 2022), Return Date (12 Aug 2022), 1 Traveller, Economy. The results show three flight options: 1. Business class (Departure flight 08:35, Arrival 10:50, Price ₹5,071); 2. Premium Economy (Departure flight 14:40, Arrival 11:55, Price ₹5,480); 3. Economy (Departure flight 08:35, Arrival 10:50, Price ₹5,071) and (Departure flight 05:45, Arrival 07:55, Price ₹4,771). Below the search results is an "Offers" section with tabs for Bank, Frequent Flyer, Group Travel, Holiday, Hotel, Cab, Corporate, and Other. It features three promotional cards: YES BANK (Avail No Cost EMI + 20% OFF*), HSBC BANK (Get Upto 45% OFF* on Flights to Japan), and CITI BANK (Unlimited Lounge Access on Domestion & International Airports).

The IndiGo website displays flight search results for a round trip from Delhi to Bengaluru. The search parameters are: From (Delhi (DEL)), To (Bengaluru (BLR)), Departure Date (05 Aug 2022), Return Date (12 Aug 2022), 1 Traveller, Economy. The results show three flight options: 1. Business class (Departure flight 08:35, Arrival 10:50, Price ₹5,071); 2. Premium Economy (Departure flight 14:40, Arrival 11:55, Price ₹5,480); 3. Economy (Departure flight 08:35, Arrival 10:50, Price ₹5,071) and (Departure flight 05:45, Arrival 07:55, Price ₹4,771). Below the search results is an "Offers" section with tabs for Bank, Frequent Flyer, Group Travel, Holiday, Hotel, Cab, Corporate, and Other. It features three promotional cards: YES BANK (Avail No Cost EMI + 20% OFF*), HSBC BANK (Get Upto 45% OFF* on Flights to Japan), and CITI BANK (Unlimited Lounge Access on Domestion & International Airports).

 **Flights**  Cab  Hotel  Holiday Package

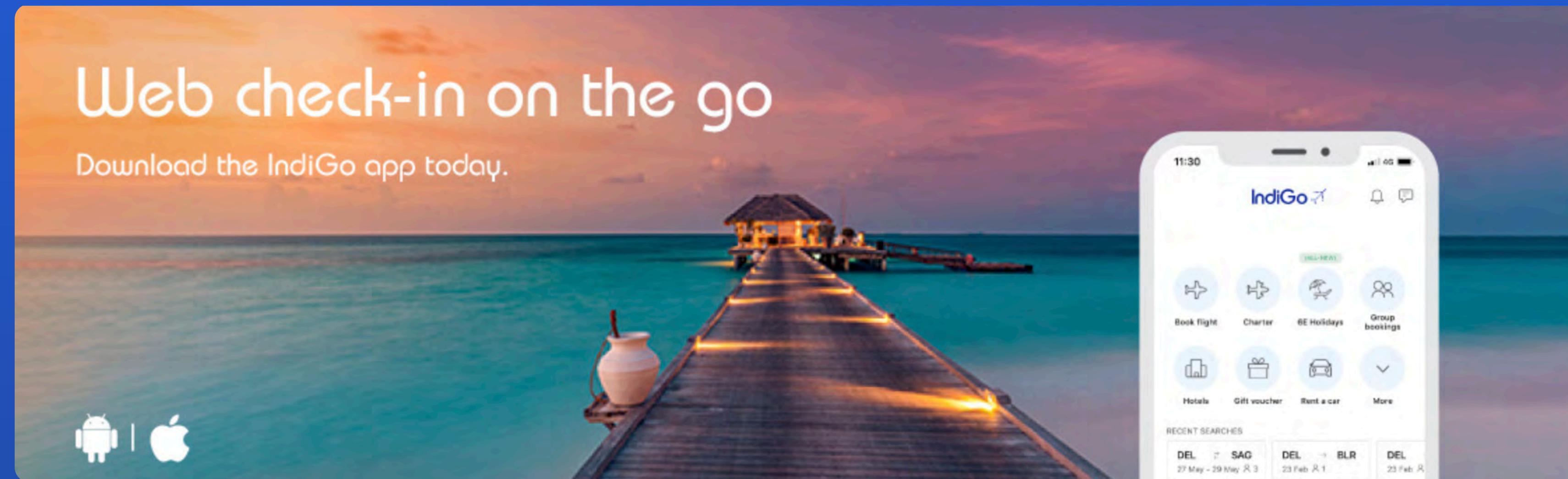
Book domestic and international flight tickets

One Way Round Trip Multi City

From **Delhi (DEL)**  To **Bengaluru (BLR)**  From **05 Aug 2022**  From **12 Aug 2022**  Travellers & Class **1 Traveller, Economy**

Search Flights

Fare Type Regular Student Senior Citizen Armed Forces Shop with miles Show non-stop flights only



Web check-in on the go

Download the IndiGo app today.

 | 



The smartphone screen shows the IndiGo app home screen with the following layout:
Top bar: IndiGo logo, notifications, messages.
Main menu icons: Book flight, Charter, 6E Holidays, Group bookings, Hotels, Gift voucher, Rent a car, More.
Recent searches section: DEL → SAG (29 May - 29 May A 3), DEL → BLR (23 Feb A 1), DEL → BLR (23 Feb A 1).

Offers

[Bank](#)[Frequent Flyer](#)[Group Travel](#)[Holiday](#)[Hotel](#)[Cab](#)[Corporate](#)[Other](#)

 **Flights**  Cab  Hotel  Holiday Package

Book domestic and international flight tickets

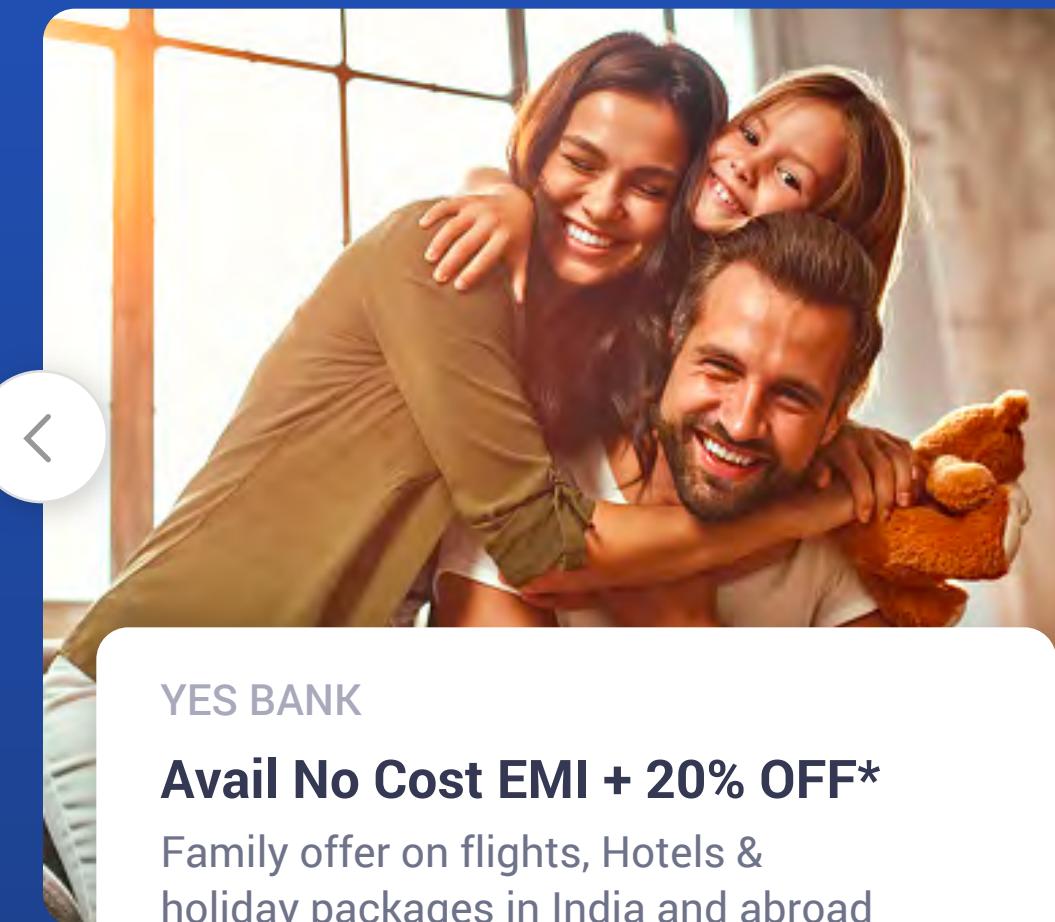
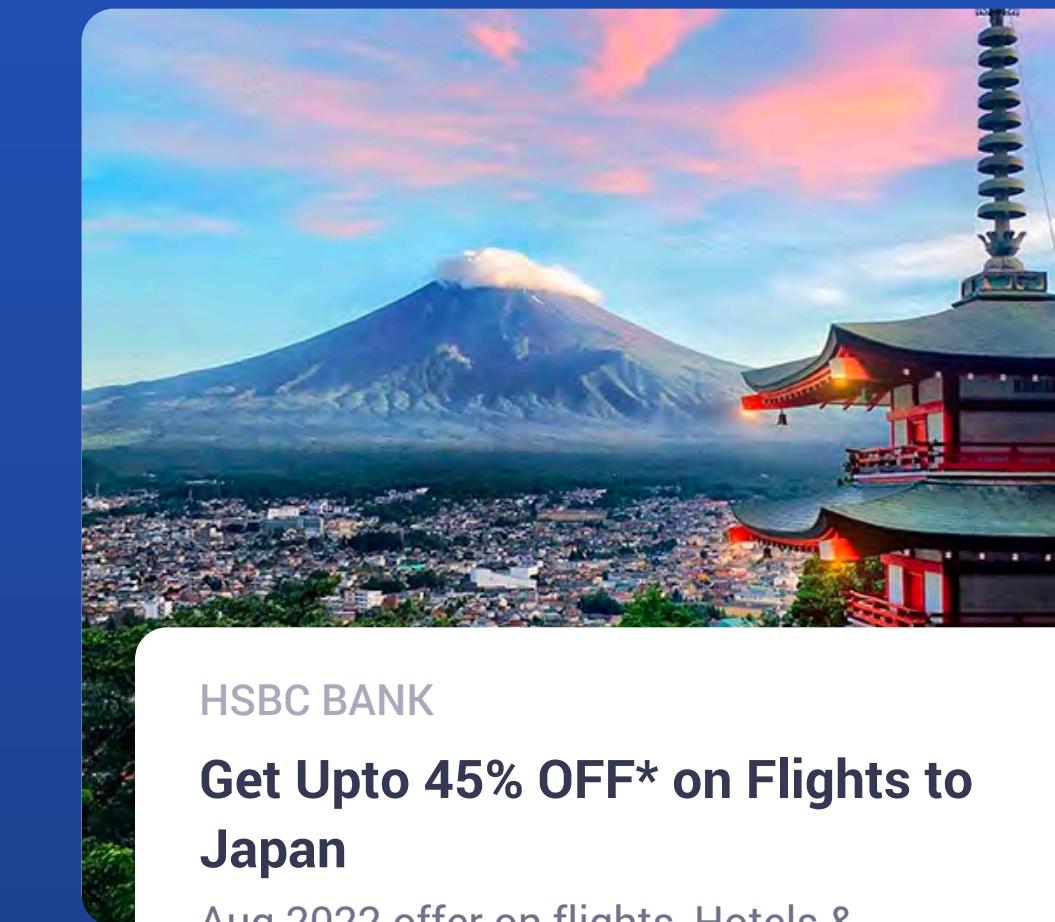
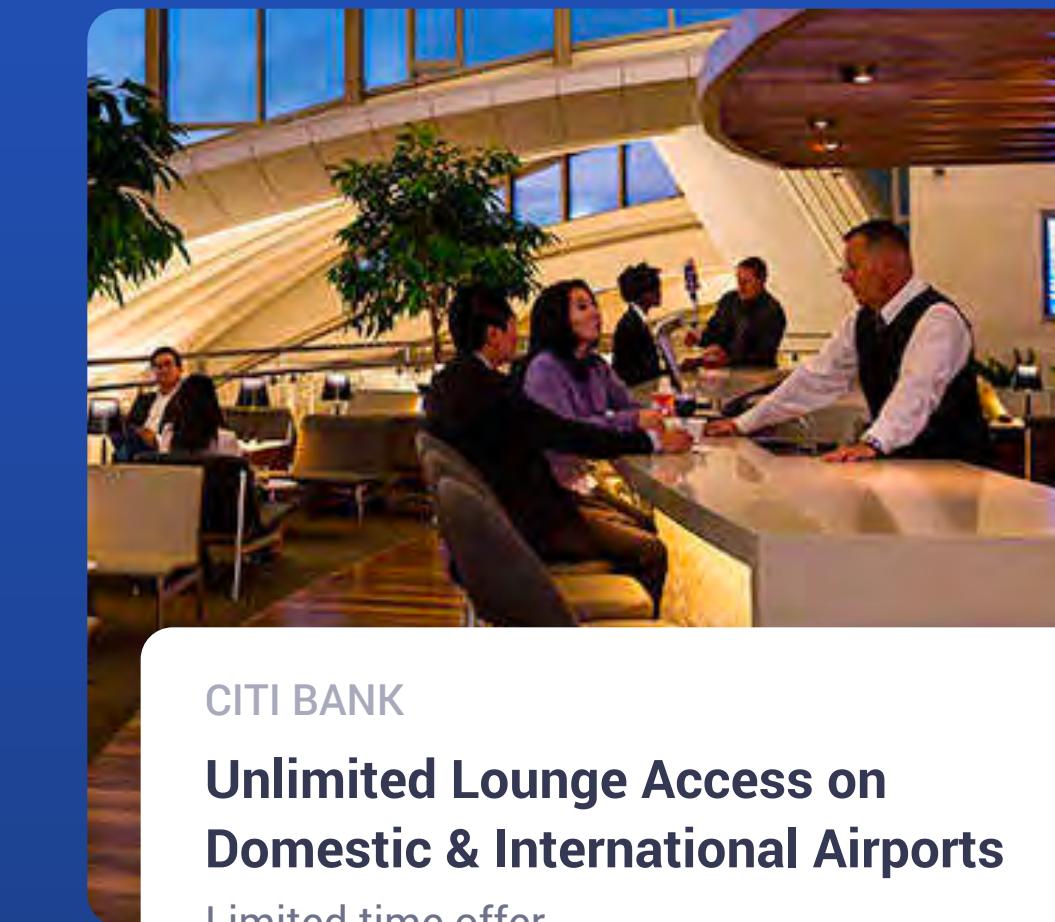
One Way Round Trip Multi City

From **Delhi (DEL)**  To **Bengaluru (BLR)**  Departure Date **05 Aug 2022**  Return Date **12 Aug 2022**  Travellers & Class **1 Traveller, Economy**

Fare Type Regular Student Senior Citizen Armed Forces Book with miles Show non-stop flights only

Search Flights

Offers

Bank**Frequent Flyer****Group Travel****Holiday****Hotel****Cab****Corporate****Other**[T&C's Apply](#)[Know More](#)[T&C's Apply](#)[Know More](#)[T&C's Apply](#)[Know More](#)

One Way Round Trip Multi CityFrom
Delhi (DEL)To
Bengaluru (BLR)From
05 Aug 2022From
12 Aug 2022Travellers & Class
1 Traveller, Economy

Search Flights

Fare Type Regular Student Senior Citizen Armed Forces Shop with miles Show non-stop flights only Select flight ----- Traveller details ----- Seat and add-ons ----- Checkout

Delhi to Bengaluru, Aug 05, 2022

Cabin	Departure	Duration	Arrival	Price ↑
<input type="radio"/> Business	Departure flight		Details ↘	<input checked="" type="checkbox"/> ₹5,071
<input type="radio"/> Premium Economy	08:35	2h 15m	10:50	
<input checked="" type="radio"/> Economy	Delhi	Non stop	Bengaluru	

<input type="radio"/> Business	Departure flight	Details ↘	<input type="checkbox"/>
<input type="radio"/> Premium Economy	14:40	3h 15m	11:55
<input checked="" type="radio"/> Economy	Delhi	1 stop	Bengaluru

<input type="radio"/> Business	Departure flight	Details ↘	<input type="checkbox"/>
<input type="radio"/> Premium	08:35 → 10:50	₹5,071	Flight details
<input checked="" type="radio"/> Economy	Return flight	05:45 → 07:55	₹4,771

Bengaluru - Delhi, Aug 12, 2022

Cabin	Departure	Duration	Arrival	Price ↑
<input type="radio"/> Business	Return flight		Details ↘	<input type="checkbox"/>
<input type="radio"/> Premium Economy	05:45	4h 5m	09:55	₹4,700
<input checked="" type="radio"/> Economy	Bengaluru	Non stop	Delhi	

<input type="radio"/> Business	Return flight	Details ↘	<input type="checkbox"/>
<input type="radio"/> Premium Economy	05:45	2h 5m	07:55
<input checked="" type="radio"/> Economy	Bengaluru	Non stop	Delhi

<input type="radio"/> Business	Return flight	Details ↘	<input type="checkbox"/>
<input type="radio"/> Premium	05:45 → 07:55	₹4,771	Flight details
<input checked="" type="radio"/> Economy	Return flight	₹9,842	Book Now

One Way Round Trip Multi CityFrom
Delhi (DEL)To
Bengaluru (BLR)From
05 Aug 2022From
12 Aug 2022Travellers & Class
1 Traveller, Economy

Search Flights

Fare Type Regular Student Senior Citizen Armed Forces Shop with miles Show non-stop flights only Select flight ----- Traveller details ----- Seat and add-ons ----- Checkout

Flight summary

Delhi → Bengaluru | Friday, Aug 05, 2022 | **IndiGo G8 424**Economy [Upgrade](#) | Check-in Cabin 15 Kgs (1 piece only) | Cabin 7 Kgs (1 piece only)**₹5,071**

Fare summary

08:35 • Delhi Indira Gandhi International Airport, Terminal 2

Non stop - 2h 15m

10:50 • Bengaluru Rajiv Gandhi International Airport

Bengaluru → Delhi | Friday, Aug 12, 2022 | **IndiGo G8 342**Economy [Upgrade](#) | Check-in Cabin 15 Kgs (1 piece only) | Cabin 7 Kgs (1 piece only)**₹4,771**

Fare summary

05:45 • Bengaluru Indira Gandhi International Airport, Terminal 2

Non stop - 2h 10m

07:55 • Delhi Rajiv Gandhi International Airport

Promo codes

 HDFCDEBIT 

Get Rs 1400 discount on paying using HDFC Debit and EMI. Only applicable for first time application. HDFC Credit card are not eligible for this.

[Terms & Condition](#) KOTAKCREDIT 

Get Rs 800 discount on paying using KOTAK Credit and EMI. Only applicable for first time application. HDFC Credit card are not eligible for this.

[Terms & Condition](#) INDIGOCASH 

Get Rs 868 discount. Apply code INDIGOCASH. One can only apply this code once.

[Terms & Condition](#) MAHABANK 

Get Rs 800 discount on paying using

Continue

One Way Round Trip Multi City

From **Delhi (DEL)**  To **Bengaluru (BLR)** 

From **05 Aug 2022**  To **12 Aug 2022**  Travellers & Class
1 Traveller, Economy

Search Flights

Fare Type Regular Student Senior Citizen Armed Forces Shop with miles Show non-stop flights only

 Select flight —————  Traveller details -----  Seat and add-ons -----  Checkout

Traveller details

Delhi → Bengaluru | Friday, Aug 05, 2022 | **IndiGo G8 424**

Economy [Upgrade](#) | Check-in Cabin 15 Kgs (1 piece only) | Cabin 7 Kgs (1 piece only)

₹9,842

[Fare summary](#)

Bengaluru → Delhi | Friday, Aug 12, 2022 | **IndiGo G8 342**

Economy [Upgrade](#) | Check-in Cabin 15 Kgs (1 piece only) | Cabin 7 Kgs (1 piece only)

Log in to view your **saved traveller list, unlock amazing deals & much more!**

Adult 1

Name

Date of Birth

05 Aug 2022 

Male

Female

Other

[+ Add New Adult](#)

Continue

Promo codes

HDFCDEBIT 

Get Rs 1400 discount on paying using HDFC Debit and EMI. Only applicable for first time application. HDFC Credit card are not eligible for this.

[Terms & Condition](#)

KOTAKCREDIT 

Get Rs 800 discount on paying using KOTAK Credit and EMI. Only applicable for first time application. HDFC Credit card are not eligible for this.

[Terms & Condition](#)

INDIGOCASH 

Get Rs 868 discount. Apply code INDIGOCASH. One can only apply this code once.

[Terms & Condition](#)

MAHABANK 

Get Rs 800 discount on paying using

One Way Round Trip Multi City

From **Delhi (DEL)**  To **Bengaluru (BLR)** 

From **05 Aug 2022**  To **12 Aug 2022**  Travellers & Class
1 Traveller, Economy

Search Flights

Fare Type Regular Student Senior Citizen Armed Forces Shop with miles Show non-stop flights only

 Select flight ——  Traveller details ——  Seat and add-ons ——  Checkout

Use your IndiGo wallet for this booking 

Payment options

-  **UPI**
Pay Directly From Your Bank Account
-  **Credit/Debit/ATM Card**
Visa, MasterCard, Amex, Rupay And More
-  **Pay Later**
Tripmoney, Lazypay, Simpli, ZestMoney, ICICI, HDFC
-  **Net Banking**
All Major Banks Available
-  **Gift Cards, Wallets & More**
Gift cards, MobiKwik, AmazonPay
-  **EMI**
No Cost EMI available
-  **GooglePay**
Pay with Google Pay

Card Number
Enter Your Card Number Here

Name on Card
Enter Your Name On Card

Expiry Month & Year  

Card CVV
Enter Card CVV

₹ 9,842 

By continuing to pay, I understand and agree with the [privacy policy](#), the [user agreement](#) and [terms of service](#) of IndiGo.

One Way Round Trip Multi CityFrom
Delhi (DEL)To
Bengaluru (BLR)From
05 Aug 2022From
12 Aug 2022Travellers & Class
1 Traveller, Economy

Search Flights

Fare Type Regular Student Senior Citizen Armed Forces Shop with miles Show non-stop flights only Select flight —————  Traveller details —————  Seat and add-ons —————  Checkout

Use your IndiGo wallet for this booking

Wallet

  My IndiGo Cash

₹1254 available balance

Use

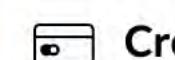
Apply

Payment options



UPI

Pay Directly From Your Bank Account



Credit/Debit/ATM Card

Visa, MasterCard, Amex, Rupay And More



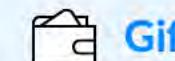
Pay Later

Tripmoney, Lazypay, Simpli, ZestMoney, ICICI, HDFC



Net Banking

All Major Banks Available



Gift Cards, Wallets & More

Card Number

Enter Your Card Number Here

Name on Card

Enter Your Name On Card

Expiry Month & Year

Month

Year

Card CVV

Enter Card CVV

My Bookings[Edit Booking](#)[Change Flight](#)[Baggage Tag](#)[Plan B](#)

Congratulations! Your ticket has been booked.

Delhi → Bengaluru | Friday, Aug 05, 2022 | **IndiGo G8 424**

Economy | Check-in Cabin 15 Kgs (1 piece only) | Cabin 7 Kgs (1 piece only)

08:35 • **Delhi** Indira Gandhi International Airport, Terminal 2

Non stop - 2h 15m

10:50 • **Bengaluru** Rajiv Gandhi International Airport

Bengaluru → Delhi | Friday, Aug 12, 2022 | **IndiGo G8 342**

Economy | Check-in Cabin 15 Kgs (1 piece only) | Cabin 7 Kgs (1 piece only)

05:45 • **Bengaluru** Indira Gandhi International Airport, Terminal 2

Non stop - 2h 10m

07:55 • **Delhi** Rajiv Gandhi International Airport

Reference Links

- <https://www.goindigo.in/?linkNav=header~logo>
- <https://www.virginatlantic.com/in/en>
- <https://www.delta.com/apac/en>
- <https://www.lufthansa.com/in/en/homepage>
- <https://www.united.com/en/in>
- <https://www.skyscanner.co.in/>
- <https://www.goibibo.com/flights/>
- <https://www.airlinequality.com/airline-reviews/>
- <https://www.goindigo.in/customer-testimonial.html>
- <https://www.semrush.com/>

THANK YOU!

Information Architecture

