

Collaborative Discussion: Report on Ryanair and Easyjet Websites

This discussion will last for 3 weeks covering units 2, 3 and 4. Ensure you include appropriate citations and references in all your posts (this is not included in the word count for each week's post/submission).

Discussion Topic: Report on Ryanair and Easyjet Websites

Based on [Ryanair](#) and [EasyJet](#) websites, write a comparative report (in table format) that describes the following points:

- From these two sites, what attributes are you or the viewer examining? List the attributes.
- What type of tasks abstraction viewers are undertaking on these two websites (e.g. looking for holiday destinations, etc.)?
- How the data is represented – i.e. using different marks and channels.
- Colour schema used.
- Limitations.
- Strengths.
- Your views (from a visualisation perspective).

Learning Outcomes

- Critically evaluate and apply data visualisation grammar and idioms to the whole of the visualisation process and the resulting presentations.
- Critically evaluate the capabilities of different visualisation tools and programming languages (proprietary and/or open source) to support the discovery and display of critical and valuable answers in different types of datasets.

Initial Post

by [Valentina Mercieca](#) - Thursday, 6 February 2025, 9:11 PM

Number of replies: 3

| Aspect | Ryanair (Ryanair, no date) | EasyJet (EasyJet, no date) |
|---------------------|--|--|
| Attributes | Prices, destinations, available dates, budget filters, flight search & booking. | Destinations, flight route, airport codes. |
| Task Abstractions | Searching for flights based on destinations, dates, budget, and trip types. Exploring available destinations via an interactive map. | Selecting a departure airport and exploring connected destinations. Viewing available flight routes. Accessing travel guides and timetables. Searching for flight but without immediate price visibility. |
| Data Representation | Interactive map displaying destinations with hover effects showing flight prices. Clicking on a destination reveals a connection line and pricing information. Filtering system to refine searches. When window is resized or viewed on mobile, the map is replaced with a list format of the available destinations. | Interactive route map where users select a departure airport to view travel connections. Clicking on a destination provides options for further details but pricing is not immediately displayed. Text overlaps occur in some areas, reducing readability and requires users to zoom in. Resizing the window cuts off parts of the interface. |
| Colour Schema | Uses brand colours: blue and yellow. Blue (main background) conveys reliability which reinforces trust in the airline's services. Yellow (used for clickable elements) evokes warmth, friendliness, and approachability, making interactions feel engaging and encouraging users to take | Uses brand colours: shades of orange. Orange represents affordability yet of reasonable quality (ImagiBrand, no date), aligning with the airline's mission statement. Dark grey background for dropdown menus and banners. |

| | | |
|----------------------------------|---|---|
| | action (Singh and Srivastava, 2011). | Clear distinction between departure and destination points through colour contrast. |
| Limitations | <p>Some locations appear on the map even though flights are not available, adding unnecessary text.</p> <p>High colour intensity can be distracting.</p> <p>Although mobile-friendly, interactive map feature is unavailable.</p> | <p>Text overlap on the interactive map make readability difficult.</p> <p>Roads and extra map details add unnecessary clutter.</p> <p>Poor responsiveness as the website does not adjust well to different screen size, and the map does not load properly on mobile.</p> <p>Prices are not immediately displayed and require additional redirection.</p> |
| Strengths | <p>Interactive elements make it easy to explore destinations and compare flight prices.</p> <p>Clear and visible prices help in decision-making.</p> <p>Well-structured navigation and filtering system.</p> | <p>Minimalistic layout with a focus on route exploration.</p> <p>Clear colour distinction between origin and destination points.</p> |
| Visualisation Perspective | <p>Strong use of interactive data visualisation through the map, hover effects, and filtering options can result in more positive perceptions of the website and the airline itself (Kiss and Esch, 2006).</p> <p>Well-structured design ensures clarity in flight comparisons.</p> <p>Could benefit from muting down the colour intensity and removing redundant locations to improve readability.</p> | <p>Interactive elements are present, but text overlap, visual clutter, and the need to be redirected to access essential information reduces usability.</p> <p>Lack of immediate pricing information impacts decision-making.</p> <p>Could be improved by using the whole width of the website more effectively, ensuring content is spread out evenly rather than being confined to a narrow section.</p> <p>Keeping important details like pricing on the same window would help user experience.</p> |

References

EasyJet. (no date) *Route map*. Available at: <https://www.easyjet.com/en/routemap> (Accessed: 6 February 2025).

ImagiBrand. (no date) *The Psychology of Orange Branding [infographic]*. Available at: <https://imagibrand.com/psychology-orange-branding-infographic/> (Accessed: 6 February 2025).

Kiss, G. and Esch, F.R. (2006) 'Effects of interactive and imagery-strong websites', in Diehl, S. and Terlutter, R. (eds) *International Advertising and Communication*. Wiesbaden: DUV. pp. 361-377.

Ryanair. (no date) *Cheap flight destinations*. Available at: <https://www.ryanair.com/gb/en/cheap-flight-destinations> (Accessed: 6 February 2025).

Singh, N. and Srivastava, S.K. (2011) 'Impact of Colors on the Psychology of Marketing — A Comprehensive Overview', *Management and Labour Studies*, 36(2), pp. 199-209. Available at: <https://doi.org/10.1177/0258042X1103600206>

Re: Initial Post

by [Matthew Bowyer](#) - Tuesday, 11 February 2025, 9:44 AM

Peer Response:

Hi Valentina,

Your section on Data Representation is detailed and impressive. The breakdown was done well.

Well done on finding redundant locations! I did not find that. Thorough investigation!

For Ryanair, could you go into more detail on how to improve the site. Not sure what you mean by "hover effects, and filtering options can result in more positive perceptions of the website and the airline itself"

Kind Regards,
Matthew Bowyer

Re: Initial Post

by [Dalbir Singh](#) - Tuesday, 11 February 2025, 2:40 PM

Peer Response

Hello Valentina,

Your comparison of Ryanair and EasyJet's flight search interfaces provides a good overview of their strengths and weaknesses. I agree with your assessment of Ryanair's interactive map and filtering system as valuable tools for exploring destinations and comparing prices. The immediate visibility of prices is indeed a key advantage, facilitating quick decision-making. However, the clutter caused by displaying unavailable flights is a significant drawback. As you pointed out, this adds unnecessary visual noise and can be confusing for users. A simple filter to toggle the display of only available flights would greatly improve the user experience (Few, 2006). While the use of brand colors is understandable, the high intensity you mentioned could become distracting, especially during prolonged browsing sessions.

Your observations about EasyJet's interface are also accurate. While the minimalistic layout and focus on route exploration are positive aspects, the lack of immediate price visibility is a major usability issue. Requiring users to navigate to additional pages for pricing information adds unnecessary steps and disrupts the flow of the search process. This lack of transparency makes it difficult for users to quickly compare options and make informed decisions. As you noted, the text overlap and visual clutter on the map, along with the responsiveness issues, further detract from the user experience. The inability to properly view the map on mobile devices is a serious limitation in today's mobile-centric world. Your suggestion of utilizing the full website width and keeping pricing information on the same window are excellent points that would significantly enhance usability.

References:

Few, S. (2006). *Information dashboard design: The essential guide to effective communication of data*. O'Reilly Media, Inc.

Tutor's Feedback

by [Nawaz Khan](#) - Friday, 21 February 2025, 2:14 PM

Hi Valentina,

I like the comment about using the full width for visualization and the viewport for text display. They are good points, though, I think the sites can emphasize more on the user journey and their experience, what is your viewpoint about the UX aspect of the sites, do you think UX is captured adequately on those sites?