

# AIRLINE APP



COMPETITIVE BENCHMARK

# OVERVIEW

## THE GOAL

Identify what competing airlines are doing in order to gain more insight on how to design the best user-friendly airline app

## COMPARED AIRLINE APPS

- KLM
- Transavia
- Wizz Air
- Skyscanner (wildcard)

# ASPECTS

## HOMEPAGE

- How do all the elements in the homepage look and relate to each other (menu, search bar, logo, banner, buttons)

## FLIGHT BOOKING SEARCH

- Is the flight search form easy to use and understand
- What efforts are taken to make the search process more simple

## FLIGHT BOOKING SEARCH RESULT PAGE

- How is the search result displayed
- Can the user modify/change the search result without going back to the home page

# KEY

Notes about the app are numbered and colour coordinated

 Good

 Expected

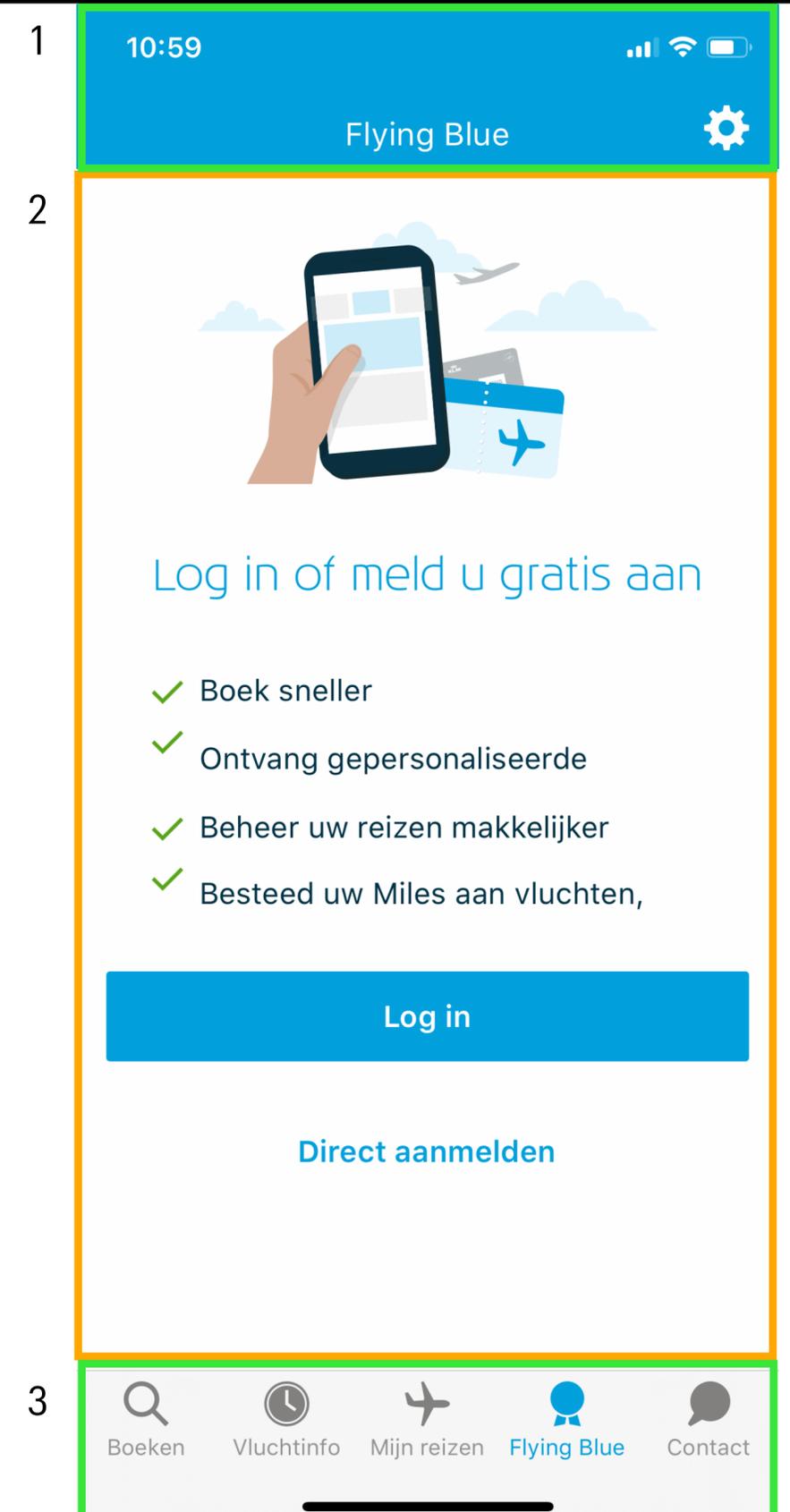
 Bad

**KLM**

# KLM

## HOMEPAGE

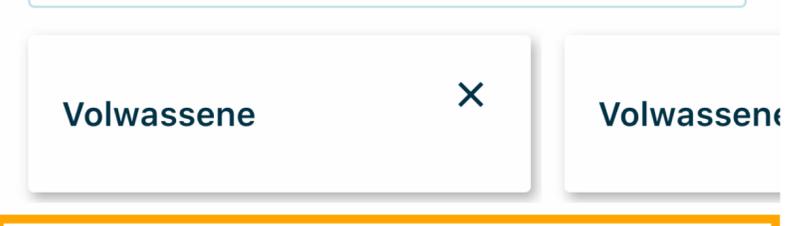
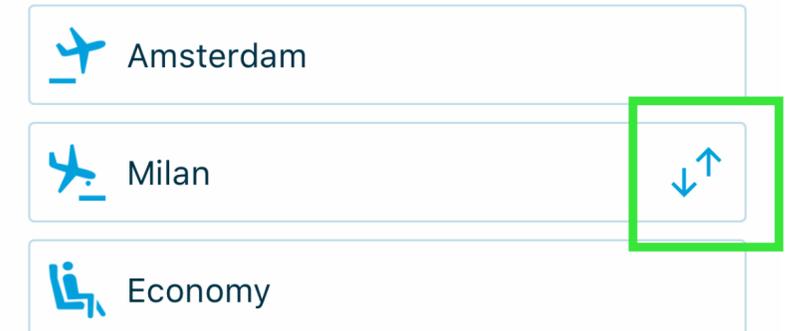
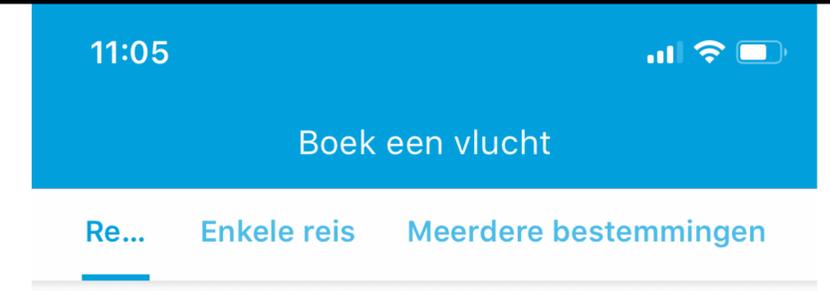
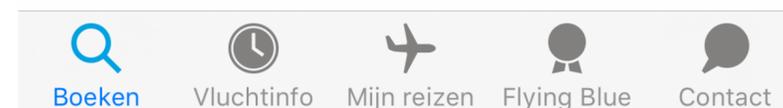
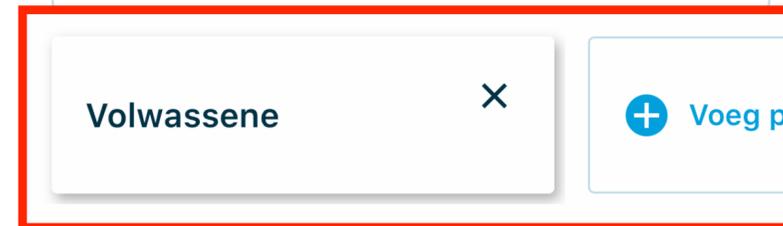
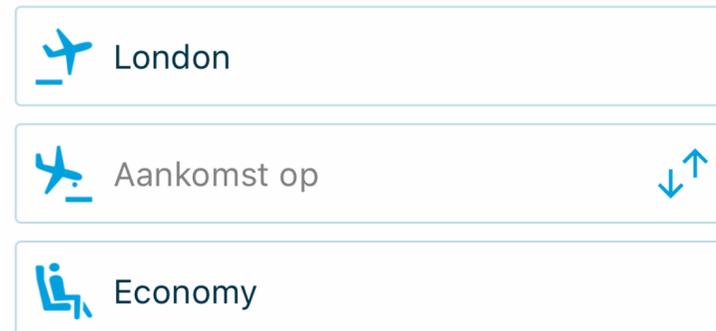
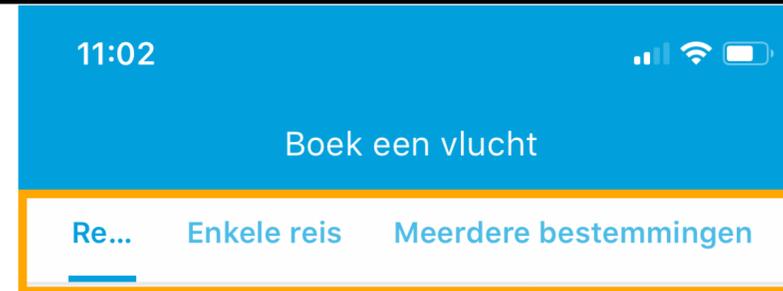
1. Simple clean header that says in which menu tab you are and provides a "setting" icon
2. I did not expect to see the flying blue page as a home page. I expected to see KLM logo at least. I also expected to see COVID-19 updates information
3. The menu bar has a clear overview of specific features that probably will be used most often



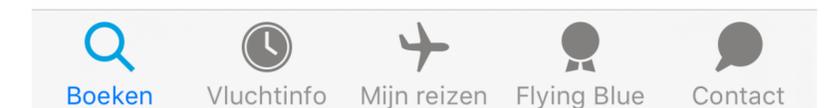


## FLIGHT BOOKING SEARCH

1. Good > selection bar above : “Re...” - “Enkele reis” - “Meerdere bestemmingen” > but not fully spelled out and visible in option bar
2. Pre-selected box “volwassene” > next to it another box “+ Voeg pa...” > text falls out of the display > shows no overview when selecting multiple passengers
3. “Kies reisdata” > confusing terminology > button displayed in grey > good visual communication that button is not active yet > after completing fill in task button becomes orange
4. Clear “up and down arrow” icon to switch departure and arrival. Eliminates the extra selecting tasks for user when making a mistake
5. Good > app shows price indication before showing flight options overview  
Confusing > it is in GBP not EUR



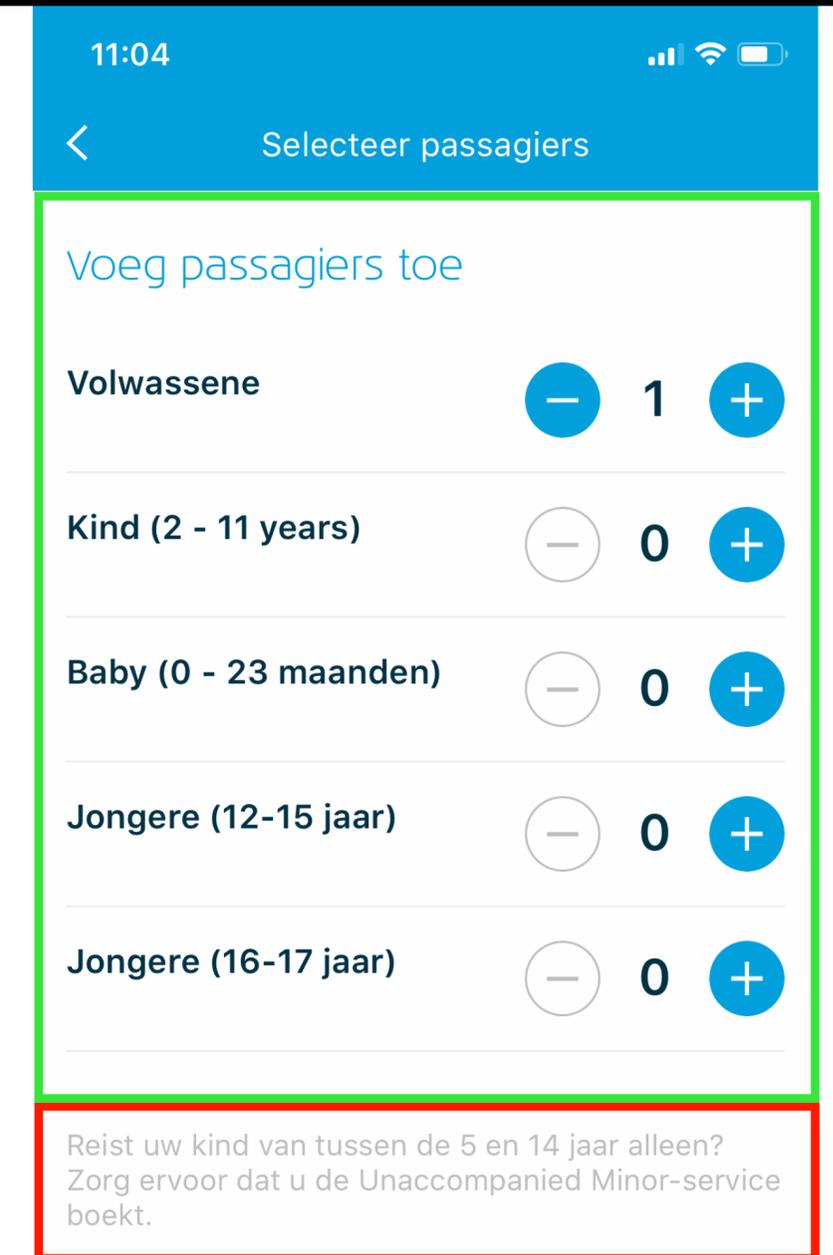
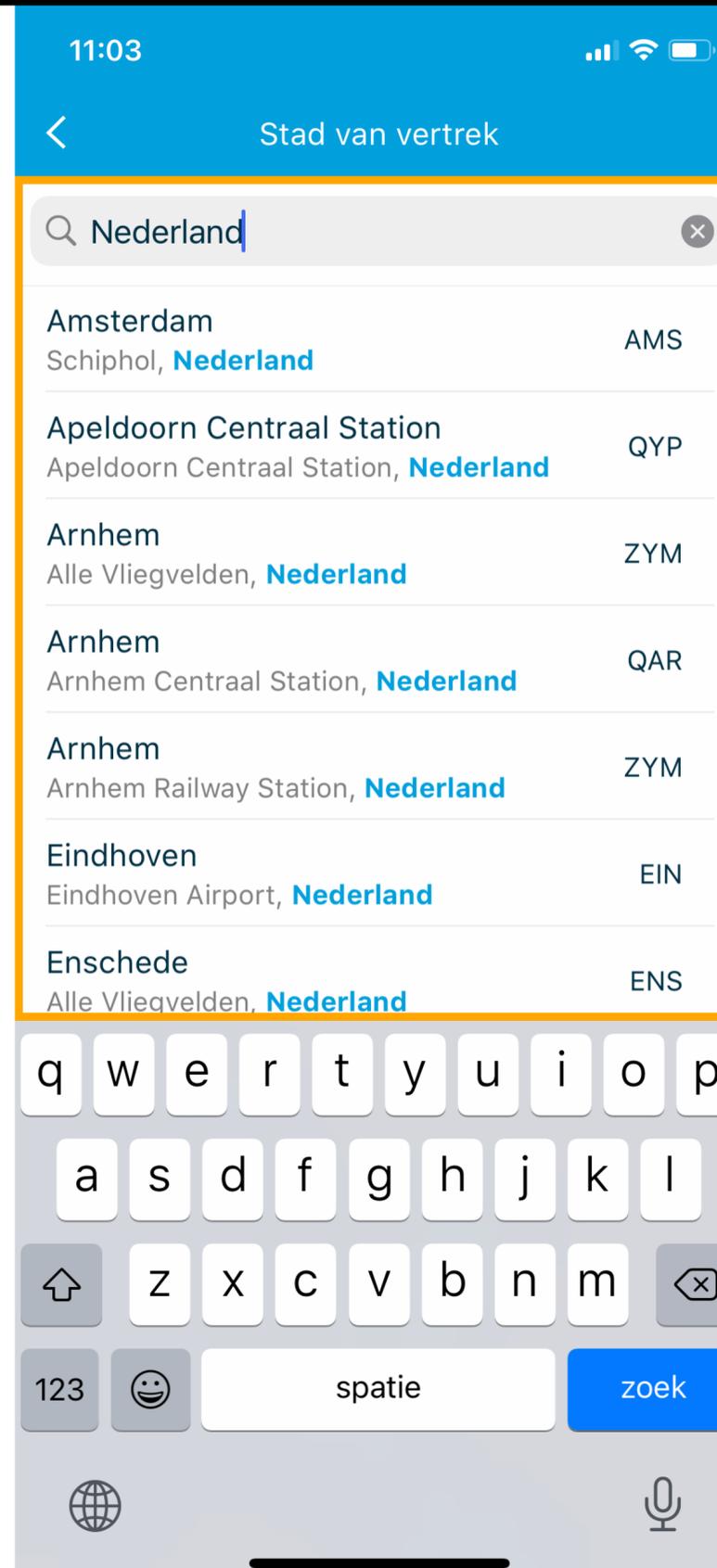
Alle bedragen zijn in GBP inclusief belastingen en toeslagen. Er zijn geen boekingskosten van toepassing, maar mogelijk is er wel een betalingstoeslag. Prijzen en beschikbaarheid kunnen zonder berichtgeving gewijzigd worden. Bekijk de [prijsweergave van KLM](#) voor meer informatie.





## FLIGHT BOOKING SEARCH

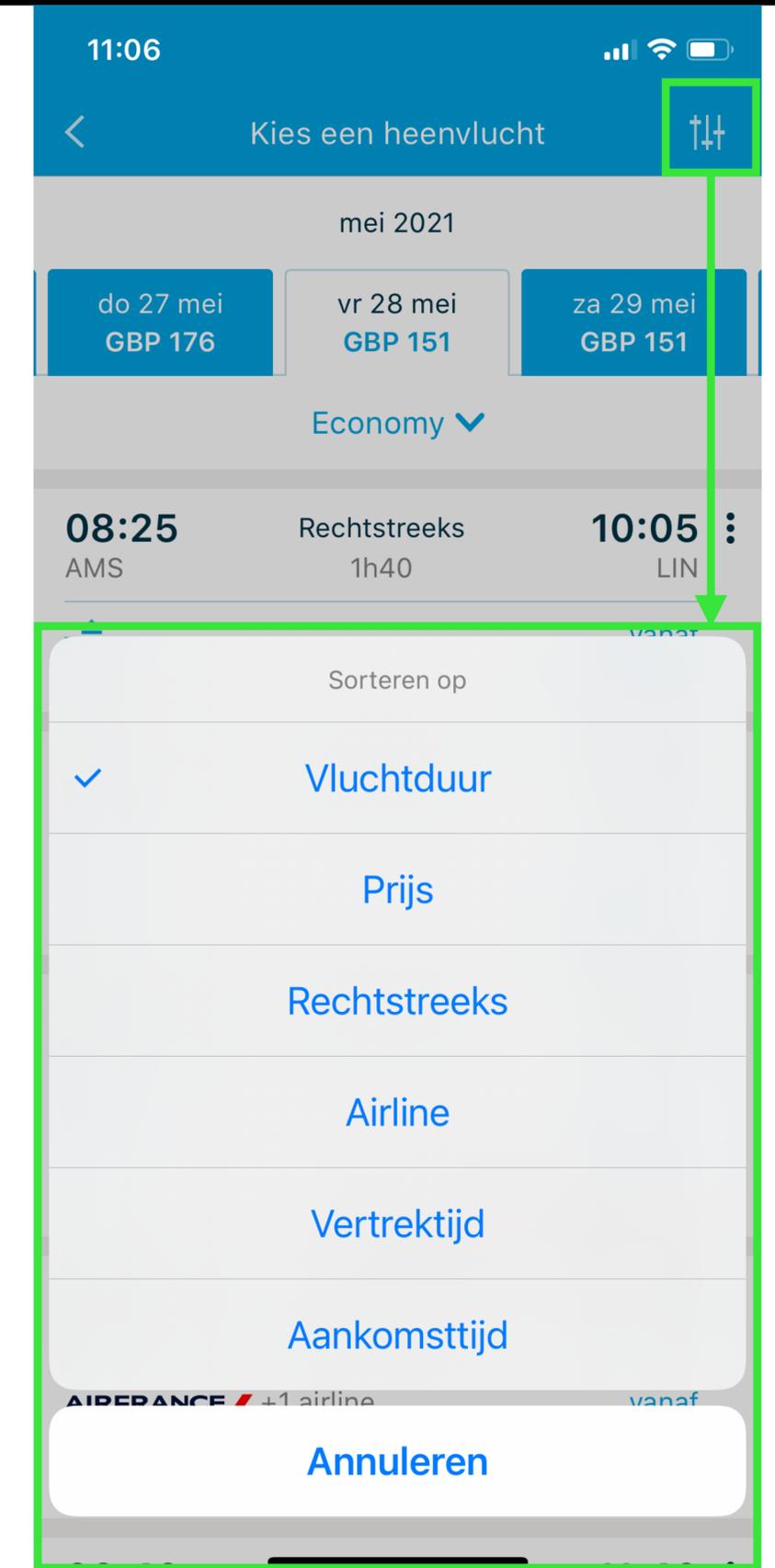
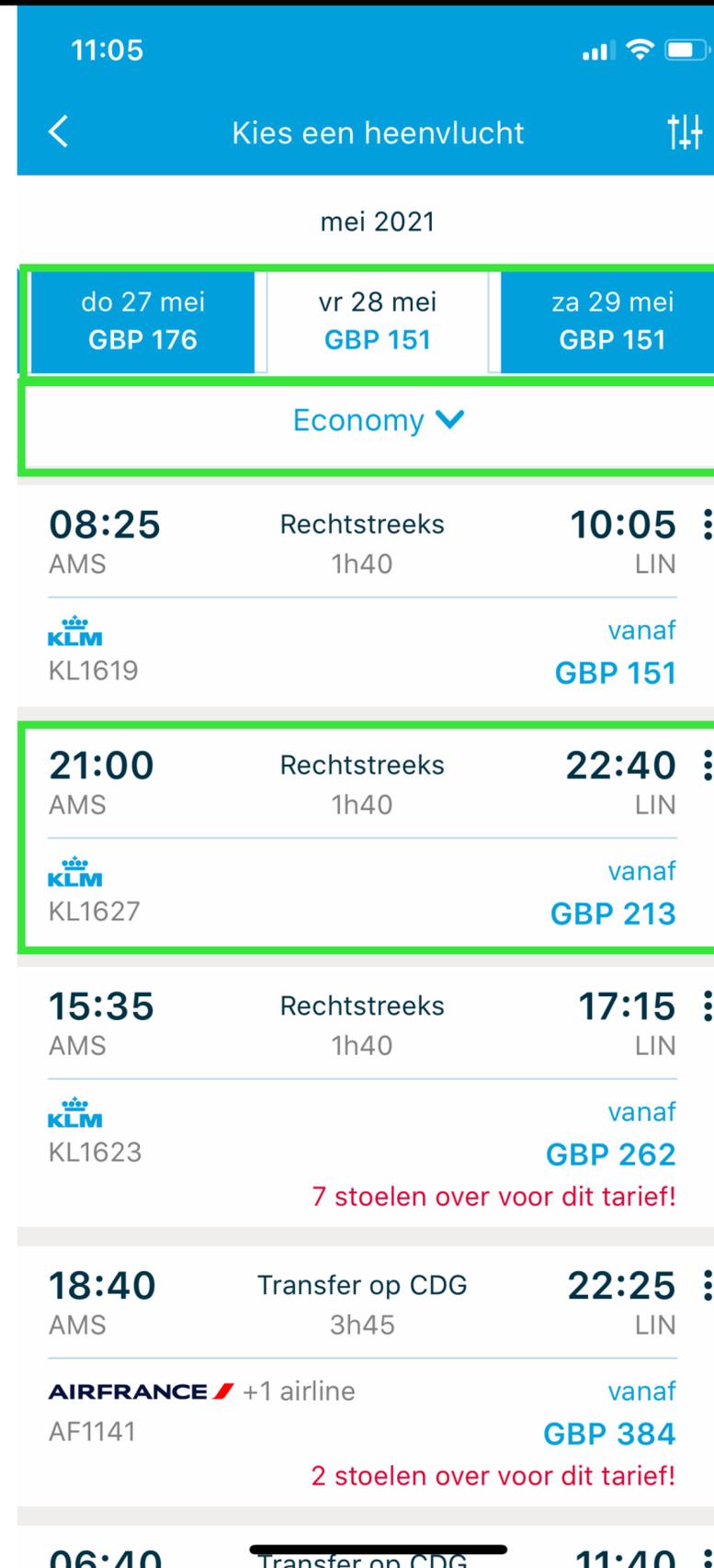
6. Good > search system incl. departure from any city in the Netherlands > app incl. travel time and from city to airport  
Confusing > later in search proces (not clear if price is incl. train ticket)  
Confusing > No option to selected all airports in the Netherlands
7. Good > overview of selecting more types of passengers with "-" or "+" icon and number ("continue" button pops up after adding passenger)
8. Underneath overview of selecting passengers > text to remind people to book unaccompanied minor-service when your child flies alone  
Confusing > it is not possible to select only a minor passenger > expected to see a link to more info





## FLIGHT BOOKING SEARCH RESULT PAGE

1. Good > in overview bar app shows sneak preview lowest price for selected date and a date earlier or later > user can compare
2. Drop down bar "economy" > user can still change this option without going back in the booking proces
3. Clear scrolling overview of flight options. Shows: departure time and place > one-way flight incl. travel time > arrival time and place > airline incl. flight number > from price + "3dot" icon button to show user more flight info
4. "shuffle" icon button in upper menu bar > gives pop up menu to select different flight sorting. e.g. time, price etc.

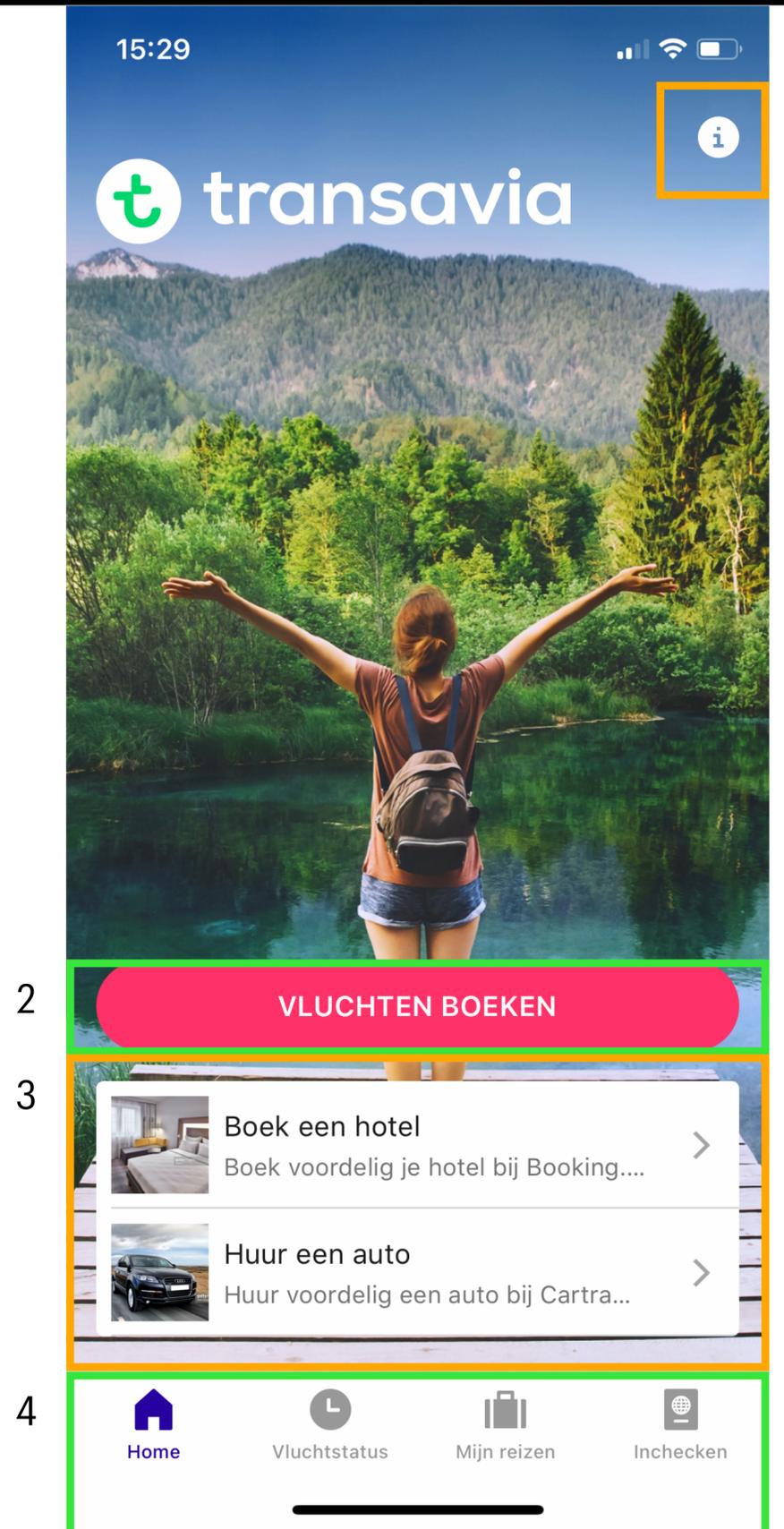


**TRANSAVIA**

# TRANSAVIA

## HOMEPAGE

1. "I" icon info button > expected to see a menu button that would show me more in detail menu options. Like "lost baggage" or rebook flight"
2. Good > "book a flight" button is clear and prominent displayed in screen
3. I did not expect to see an add or reference to another service like booking a hotel or rent a car
4. Good > menu bar below in display > "home", "vluchtstatus", "mijn reizen", "inchecken" > easy acces



1

2

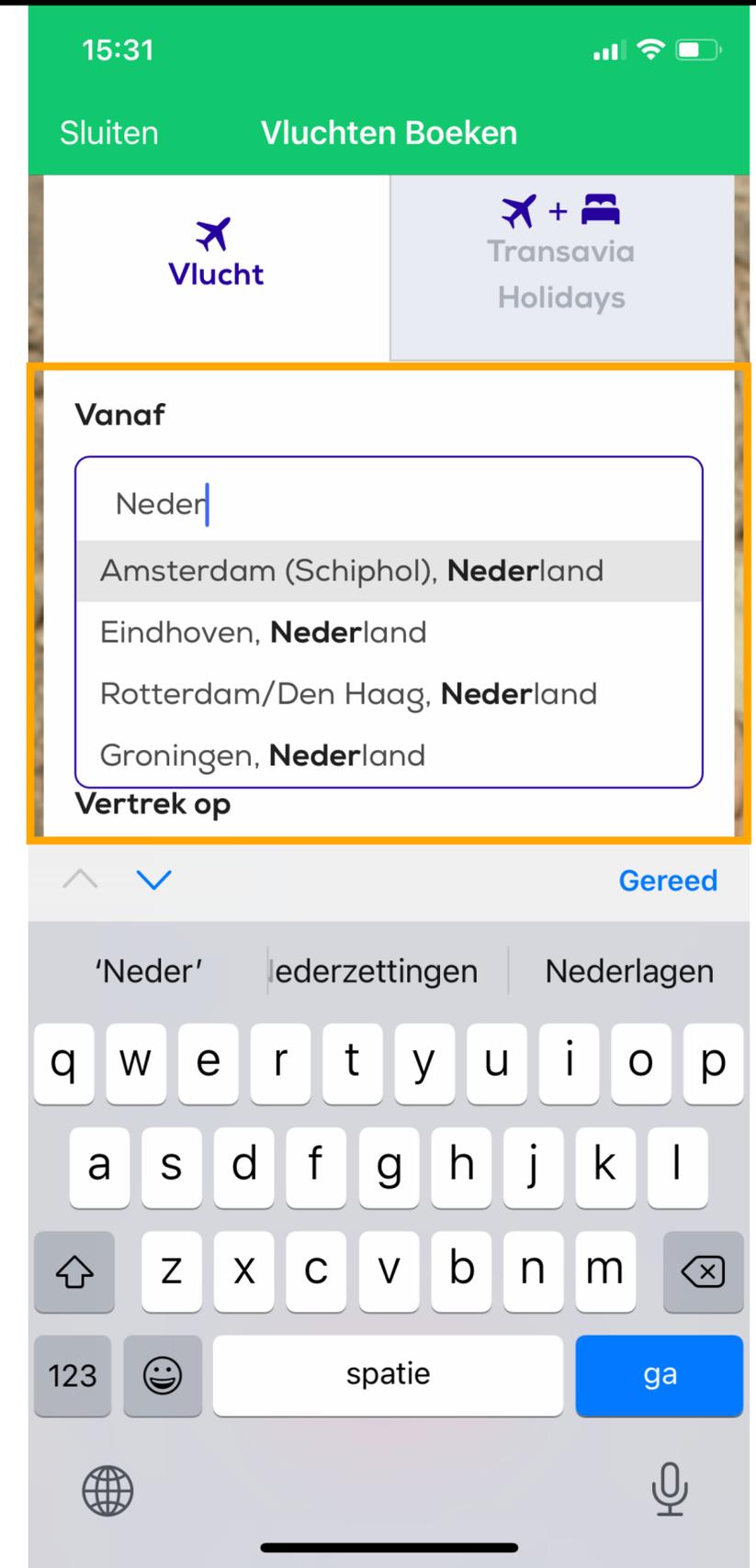
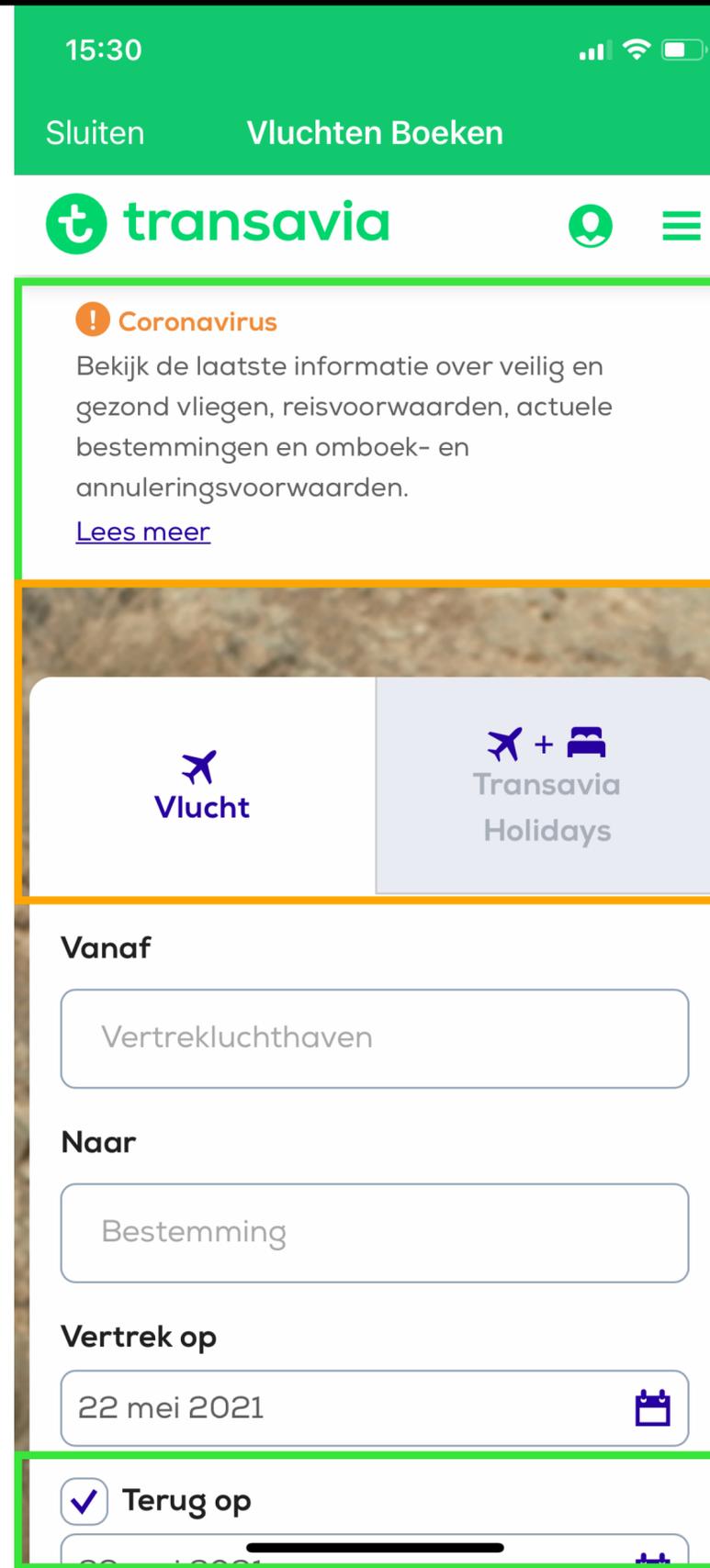
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# TRANSAVIA

## FLIGHT BOOKING SEARCH

1. Good > prominent pop up about the latest COVID-19 updates
2. The text and icons “vlucht” and “Transavia holidays” in menu tab box take too much space in screen > information below less visible > less overview
3. “terug op” check box above return flight selection bar > for return flight is small and does not fit the way the other actions in the app are displayed
4. I expected to see an option for “all airports” in the Netherlands



# TRANSAVIA

## FLIGHT BOOKING SEARCH

5. Confusing > when typing destination in search bar "rom..."app shows mini "type suggestion" pop up with "T"
6. App shows destination search options in dropdown list > "bestemmingen vanaf andere luchthavens" and "Rome" > After completing search form I find out Rome is not an option > confusing why app shows me the option in search bar anyway
7. Good> "calendar icon" in destination search bar that gives pop up calendar in screen > annoying that screen jumps when clicking "calendar icon"



# TRANSAVIA

## FLIGHT BOOKING SEARCH RESULT PAGE

1. Not clear that "flight booking search result page" is a scrolling down page
2. Flight options are shown in selectable boxes Confusing > I expected to also see the total flight time and if the flight is direct or not in the overview  
Good > box changes color when selected + show check mark icon and says "geselecteerd"
3. App shows options to select the departure flight > down in the screen is written in light grey text that airline also depart from different airports for my chosen destination > annoying > I have to go back in booking proces to compare prizes
4. Departure and return flight need to be selected after each other in long scrolling page > disclaimers and information e.g. TripAdvisor rating, price disclaimer are repeated twice > annoying and cluttering interface
5. Good > after selecting flights app shows total pricing with "details" button > drop down menu with resume selection and more price info

15:36 Sluiten Vluchten Boeken

1

✈️ **Heenvlucht**  
Amsterdam (Schiphol) – Malaga

Maandoverzicht 📅

mei 2021

vr 21	za 22	zo 23
Geen vluchten beschikbaar	Vanaf € 186	Vanaf € 134

← →

Sat 22 May 2021

2

16:50 ✈️ 19:50 € 186  
10 tickets beschikbaar voor deze prijs Geselecteerd ✓

TripAdvisor-beoordeling:  
👁️ ⬢ ⬢ ⬢ ⬢ ⬢

3

We vliegen ook vanaf Eindhoven en Rotterdam/Den Haag naar deze bestemming.

15:37 Sluiten Vluchten Boeken

4

20:40 ✈️ 23:45 € 130  
10+ tickets beschikbaar voor deze prijs Geselecteerd ✓

TripAdvisor-beoordeling:  
👁️ ⬢ ⬢ ⬢ ⬢ ⬢

We vliegen vanaf deze vertrekluchthaven ook naar Eindhoven en Rotterdam/Den Haag.

Geen boekingskosten! Vluchttijden zijn lokale tijden. De weergegeven prijzen kunnen wijzigen afhankelijk van de beschikbaarheid van het tarief. Je ziet de definitieve ticketprijs als je de betaling start.

Totaal € 316,00  
Details ^

5

Terug Verder →

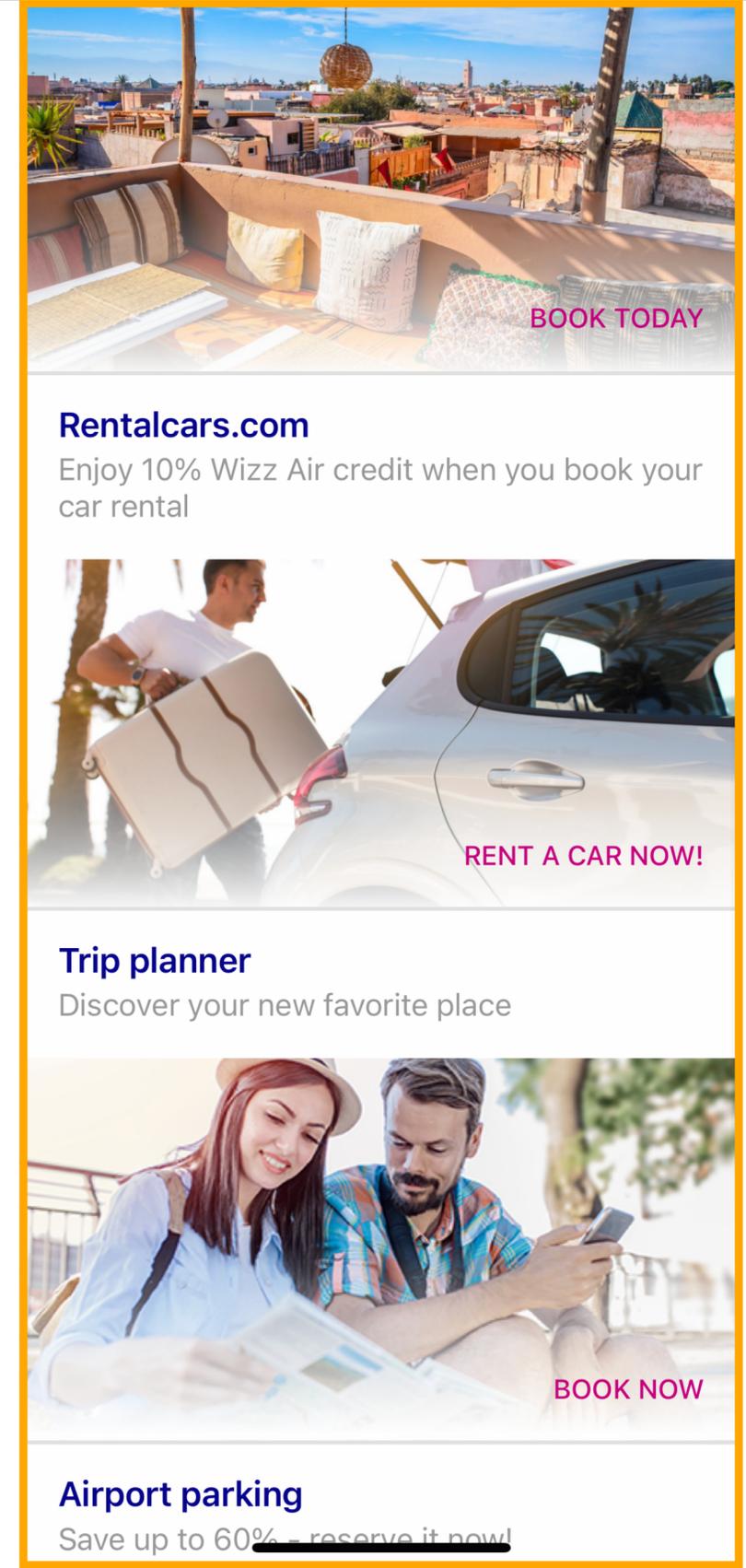
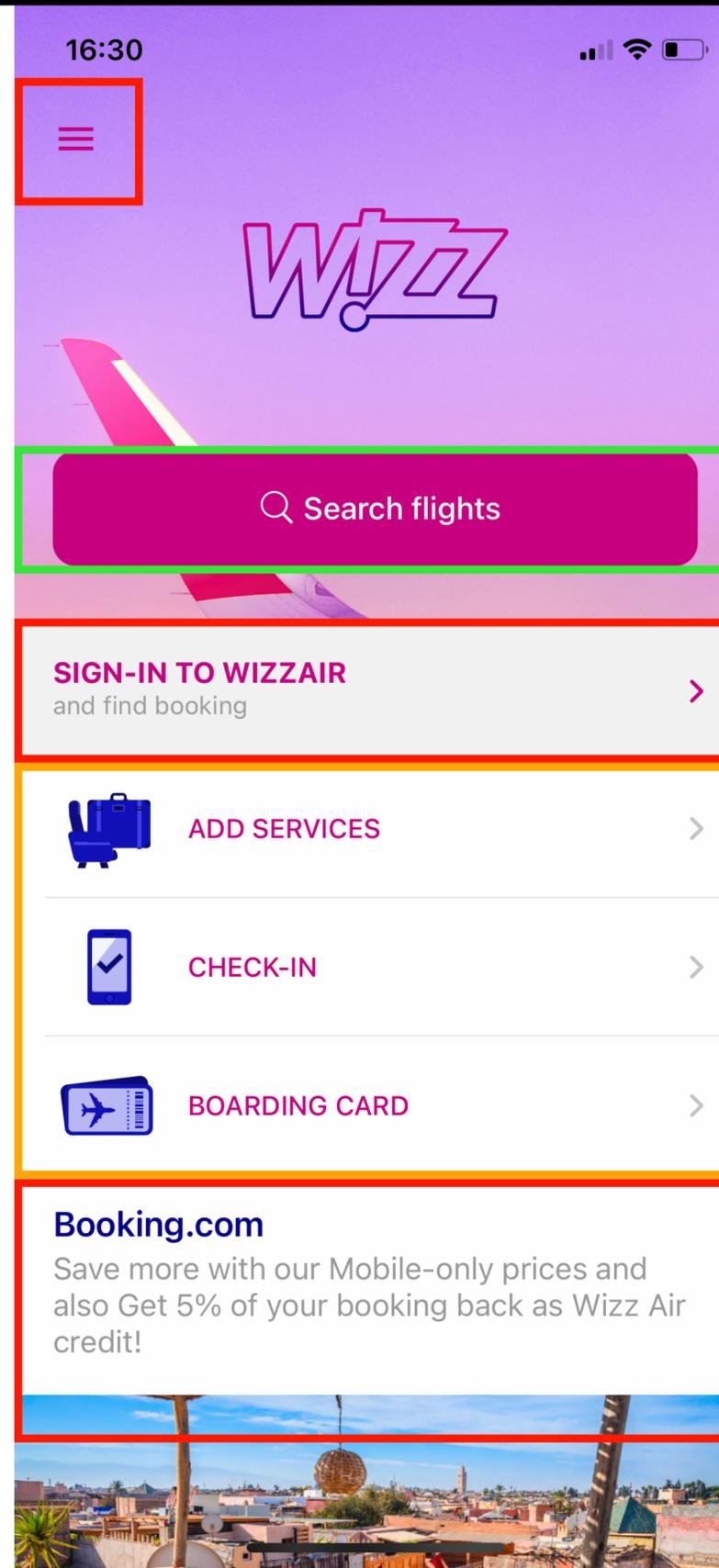
**Kunnen wij je helpen?**  
Bijvoorbeeld: Hoe kan ik online inc... 🔍

**WIZZ AIR**

# WIZZ AIR

## HOMEPAGE

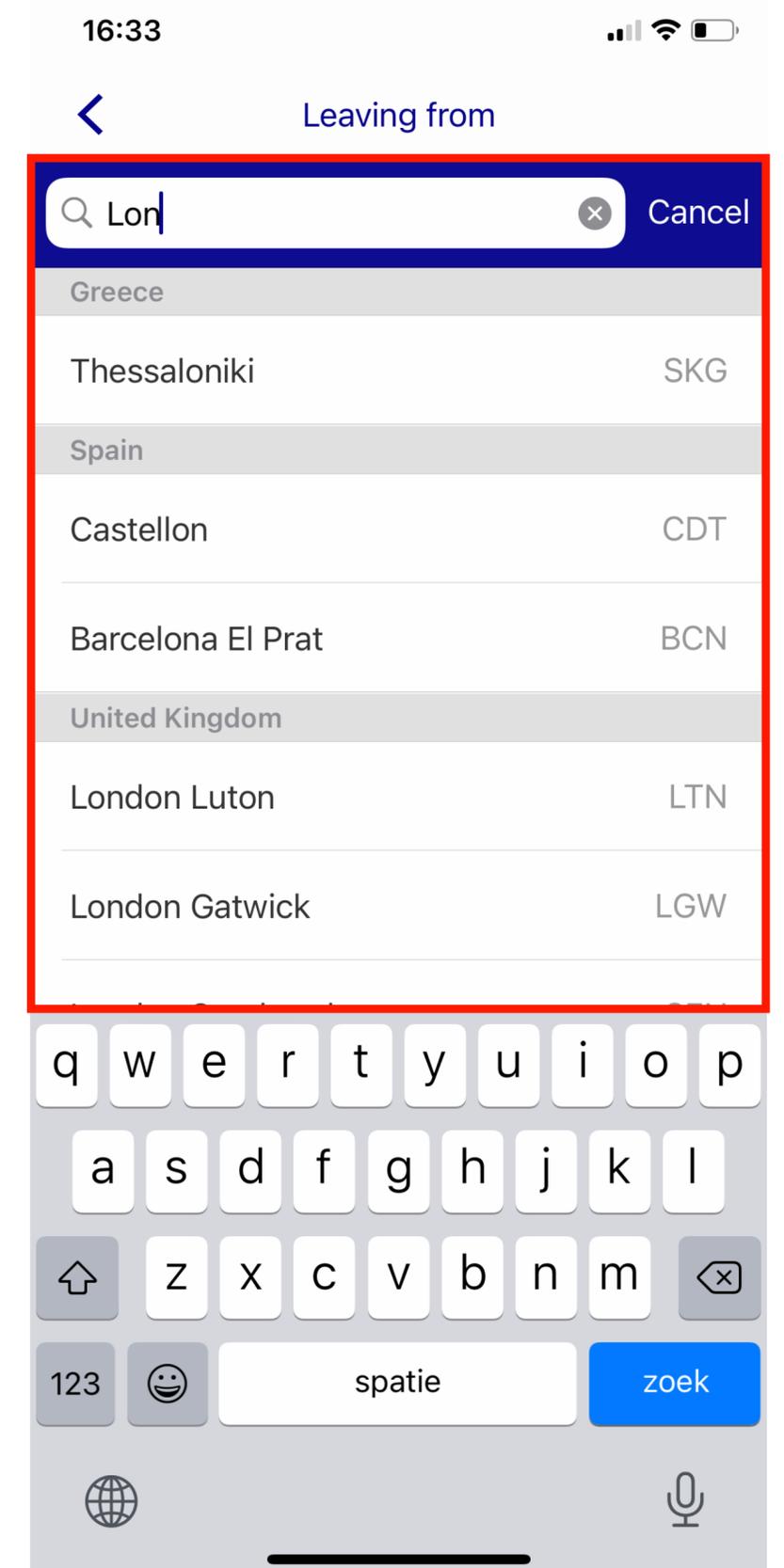
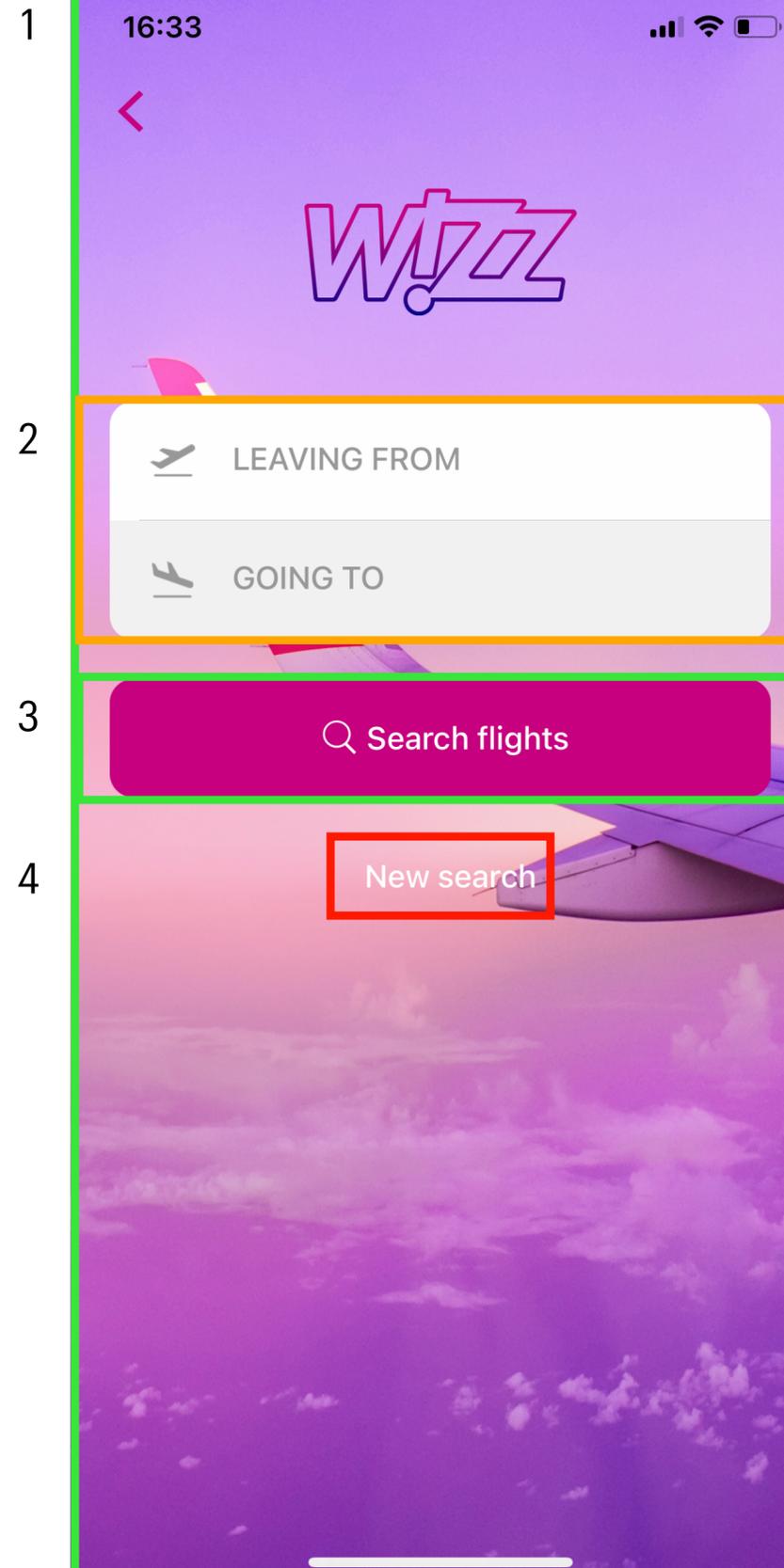
1. "3 horizontal stripe" menu icon on upper left in screen not noticeable > blends in pink background
2. Good > clear and prominent "search flights" button
3. "Sign-In to wizzair" with subtitle "and find booking" button not prominent enough > does not correspond to other buttons, but is also not different enough
4. Good > easy access app menu tabs > "Add services", "check-in" and "boarding card" incl. visual icon  
Confusing > blends in with visual app design > less overview
5. Add for other website blends in with "boarding card" button above
6. Adds shown in scrolling down overview at the end of the homepage clutters interface



# WIZZ AIR

## FLIGHT BOOKING SEARCH

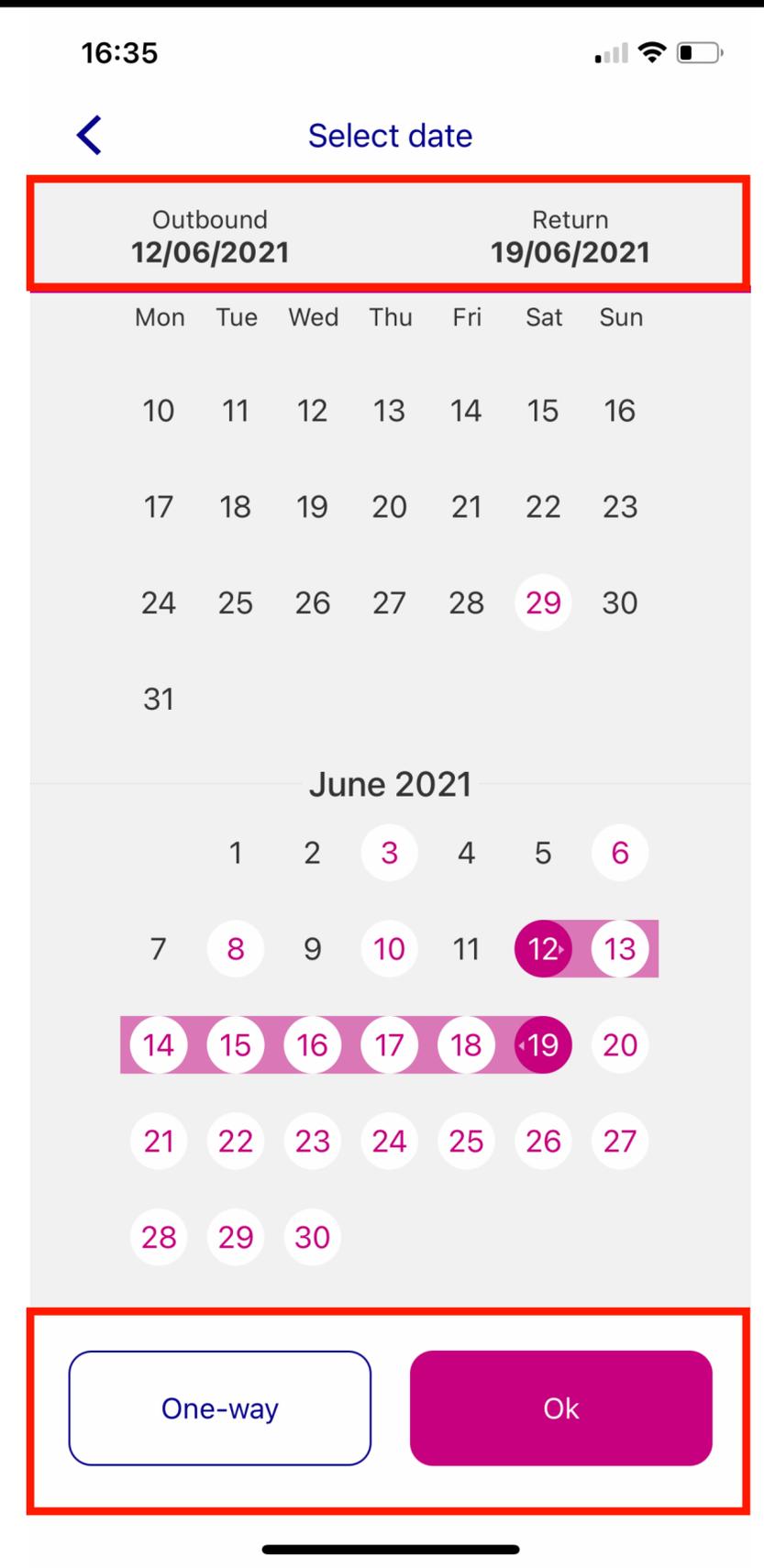
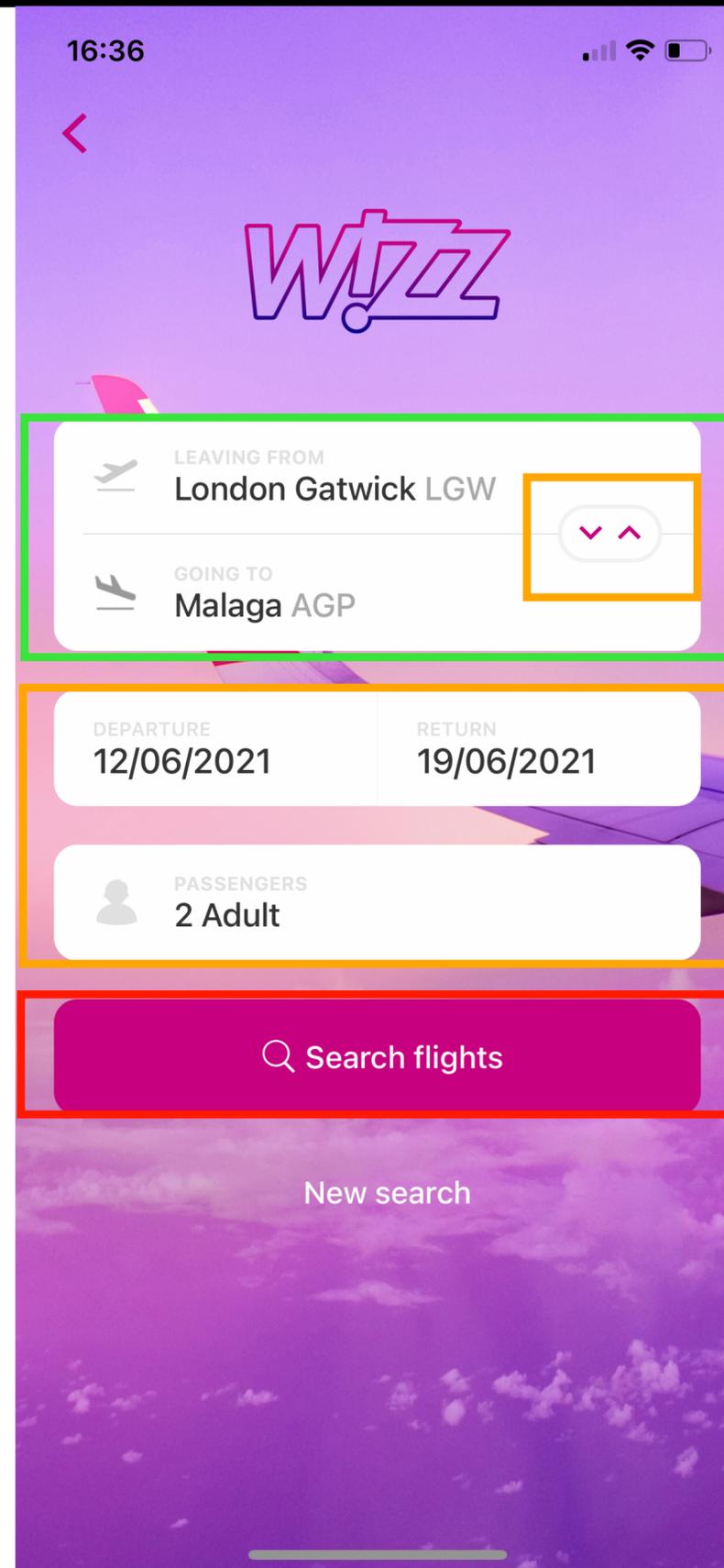
1. Good > minimal and clean UI design for flight booking search overview page (logo, leaving from, going to, search flight button)
2. Good: "Leaving from" and "Going to" search bar incl. airplane icon going up and down  
Expectation: add passenger search bar
3. Good: prominent "search flights" button
4. "New search" floating text underneath "search flights button" > confusing > what does it do? > not visible enough
5. Typing "Lon..." in "leaving from" search bar > app shows "Thessaloniki" Greece as first suggestion > selects alphabetically on country first then corresponding letters in the city name > annoying > also no option to select all airports in London



# WIZZ AIR

## FLIGHT BOOKING SEARCH

1. After selecting departure and return flight destination in search bar the “leaving from” and “going to” text is displayed smaller above destination
2. After selecting departure and return flight destination in search bar > up and down arrow button appears to easily switch them > not noticeable
3. After selecting departure and return flight destination in search bar > date selection bar and passenger bar appears > feels annoying > expected that click “search flights” button would guide me to the next step
4. During booking search process the “search flights” button is constantly there > when clicking on it without completing filling out everything app gives pop up reminder to select a choice > why is the search flight button there then?
5. Outbound and return date selection calendar are showed in one overview (switch tabs to change) > not responsive > confusing > did not notice app automatically change tabs after selecting first date > annoying
6. “One-way” and “ok” button are not logically responsive to user > confusing



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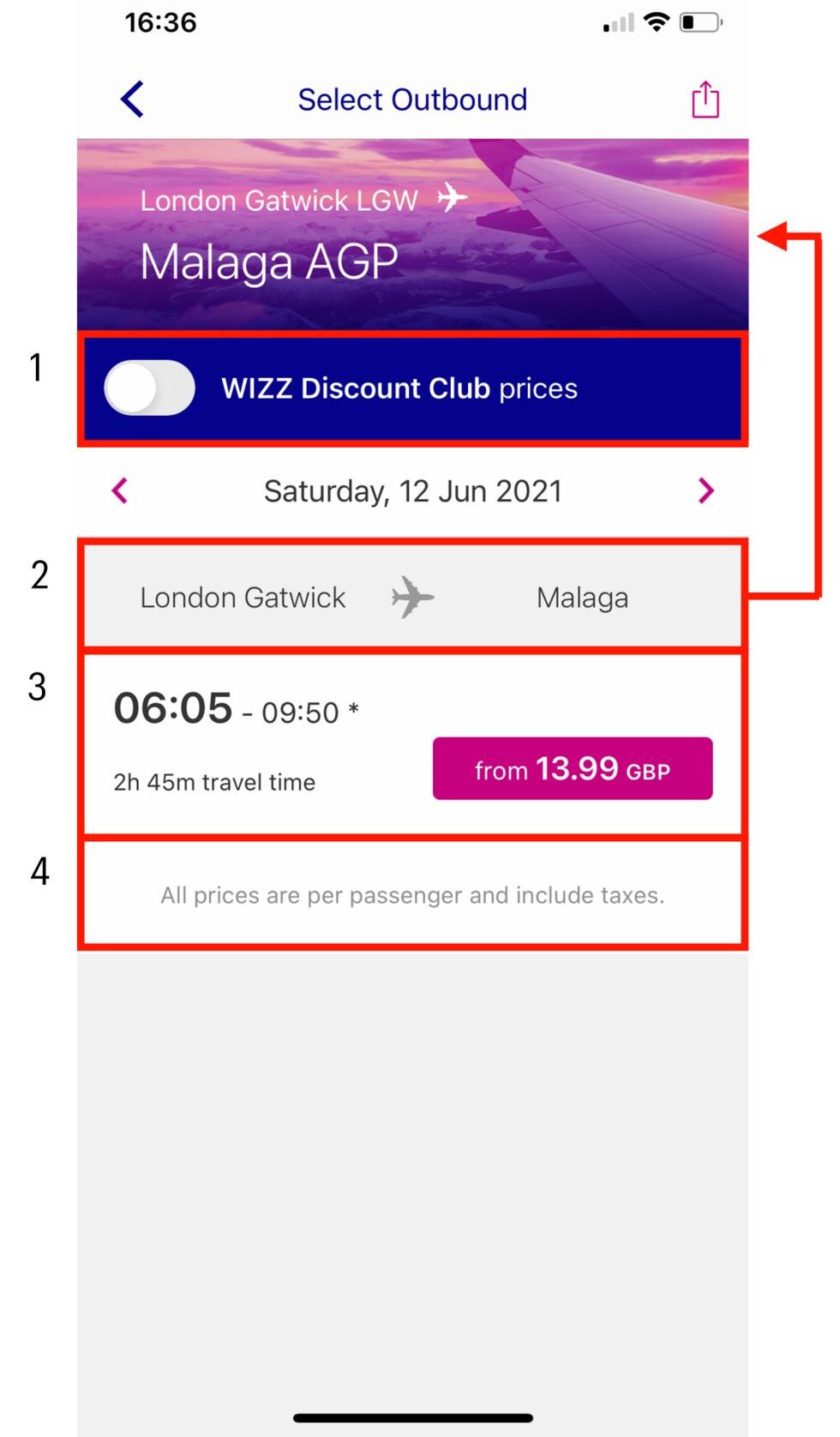
5

6

# WIZZ AIR

## FLIGHT BOOKING SEARCH RESULT PAGE

1. Select outbound flight > separate overview page > very prominent switch button “wizz discount club prices” > confusing > why is it shown here? > what does it mean?
2. Departure and destination are shown two times in select outbound overview > cluttering > no added value
3. Only one outbound flight option is shown > no options to compare or change departure airport > is this a direct flight?
4. “all prices are per passenger and include taxes” disclaimer info > too small > not visible enough > feels misleading



**SKYSCANNER**

# SKYSCANNER

## HOMEPAGE



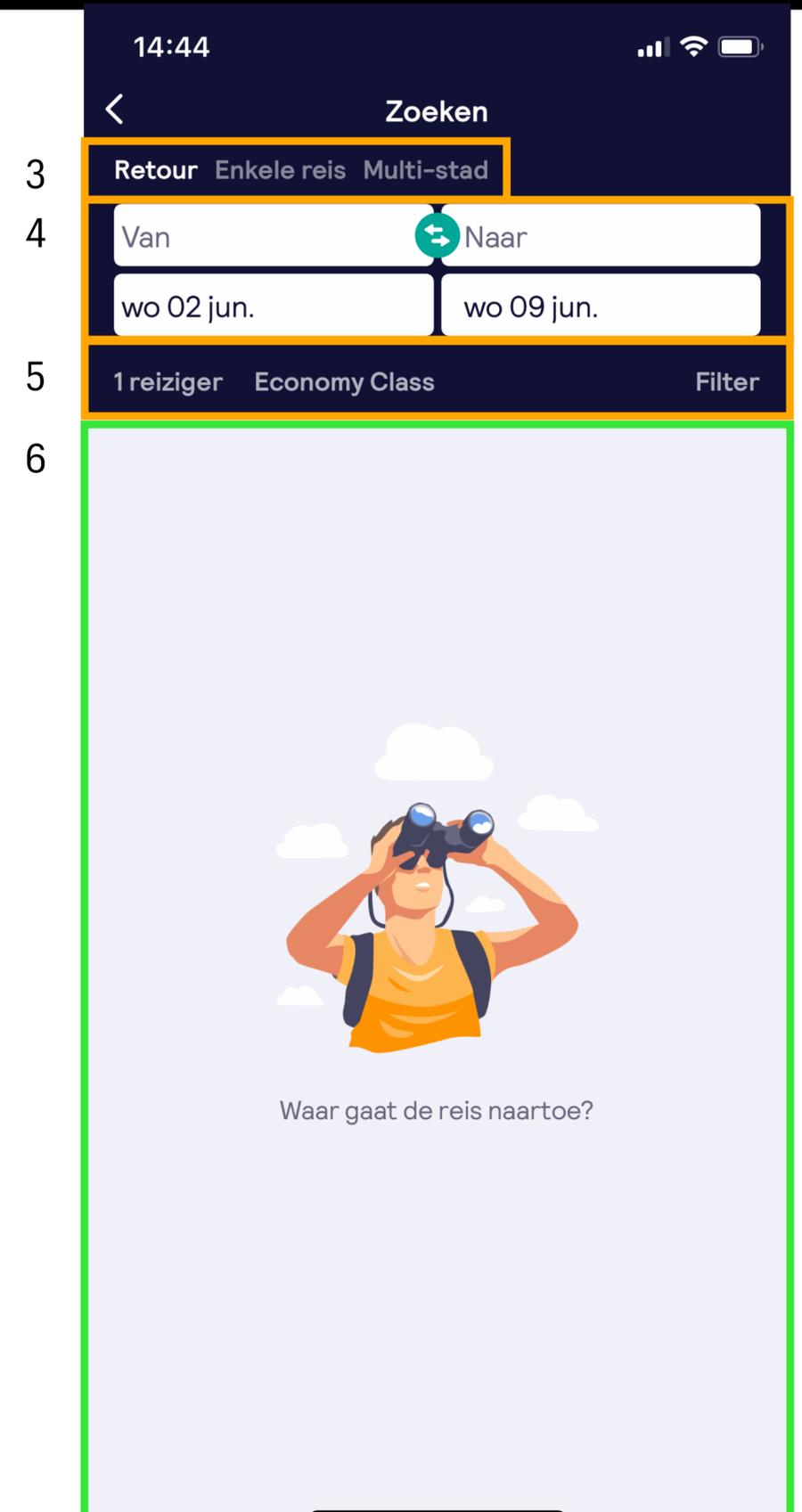
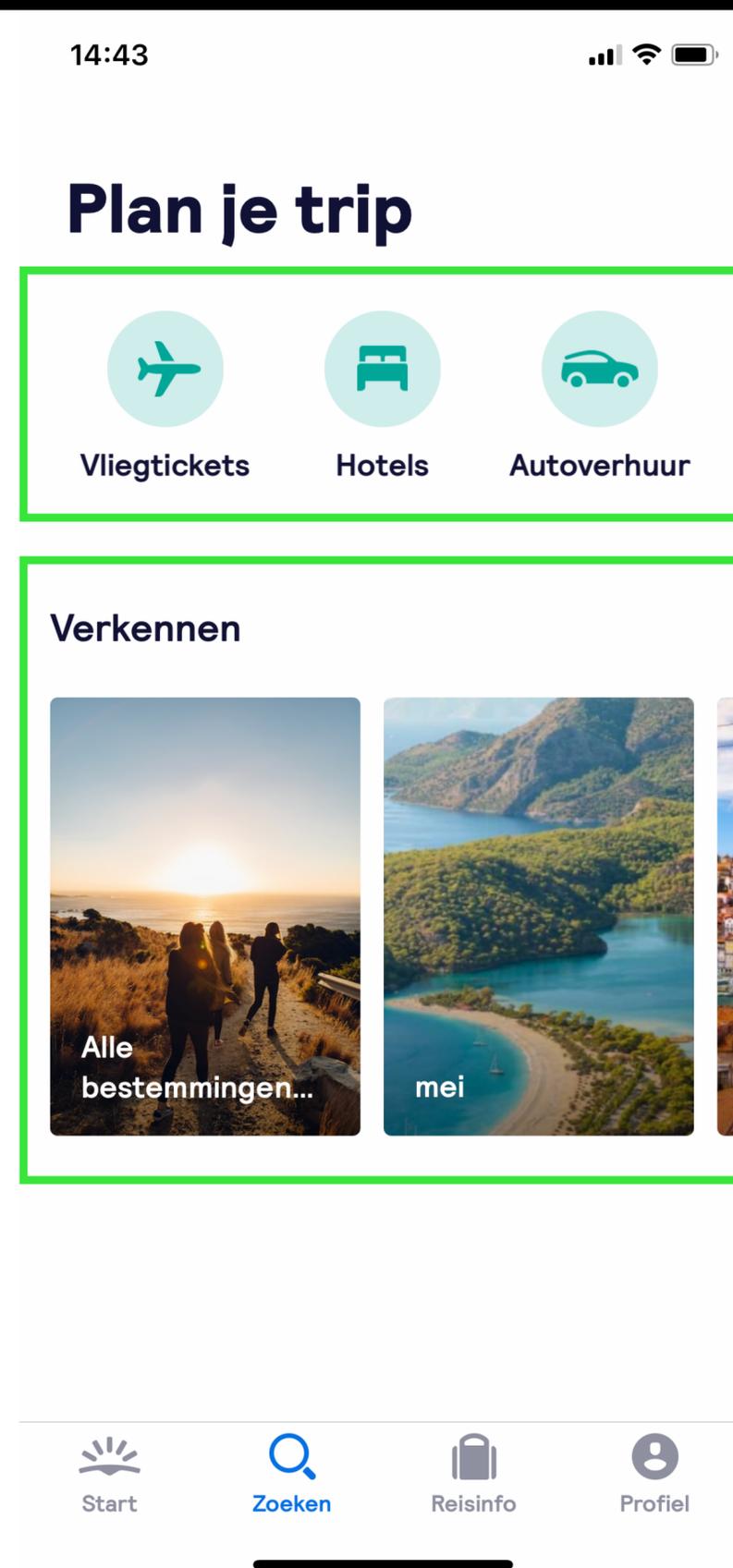
1. "Alle bestemmingen verkennen" button on top of "start" page > feels a bit out of place > easy to overlook > expected to see skyscanner logo or a banner here first
2. First thing shown when opening the app is a clickable box that shows current travel safe destinations for Covid-19
3. Menu bar "start", "zoeken", "reisinfo", "profiel" > gives overview > easy acces
4. Clickable boxes in scrolling page that link to important information (Covid-19) or references (popular hotels) > feels like the app thinks with you > not pushy because of clean layout and same UI style



# SKYSCANNER

## FLIGHT BOOKING SEARCH

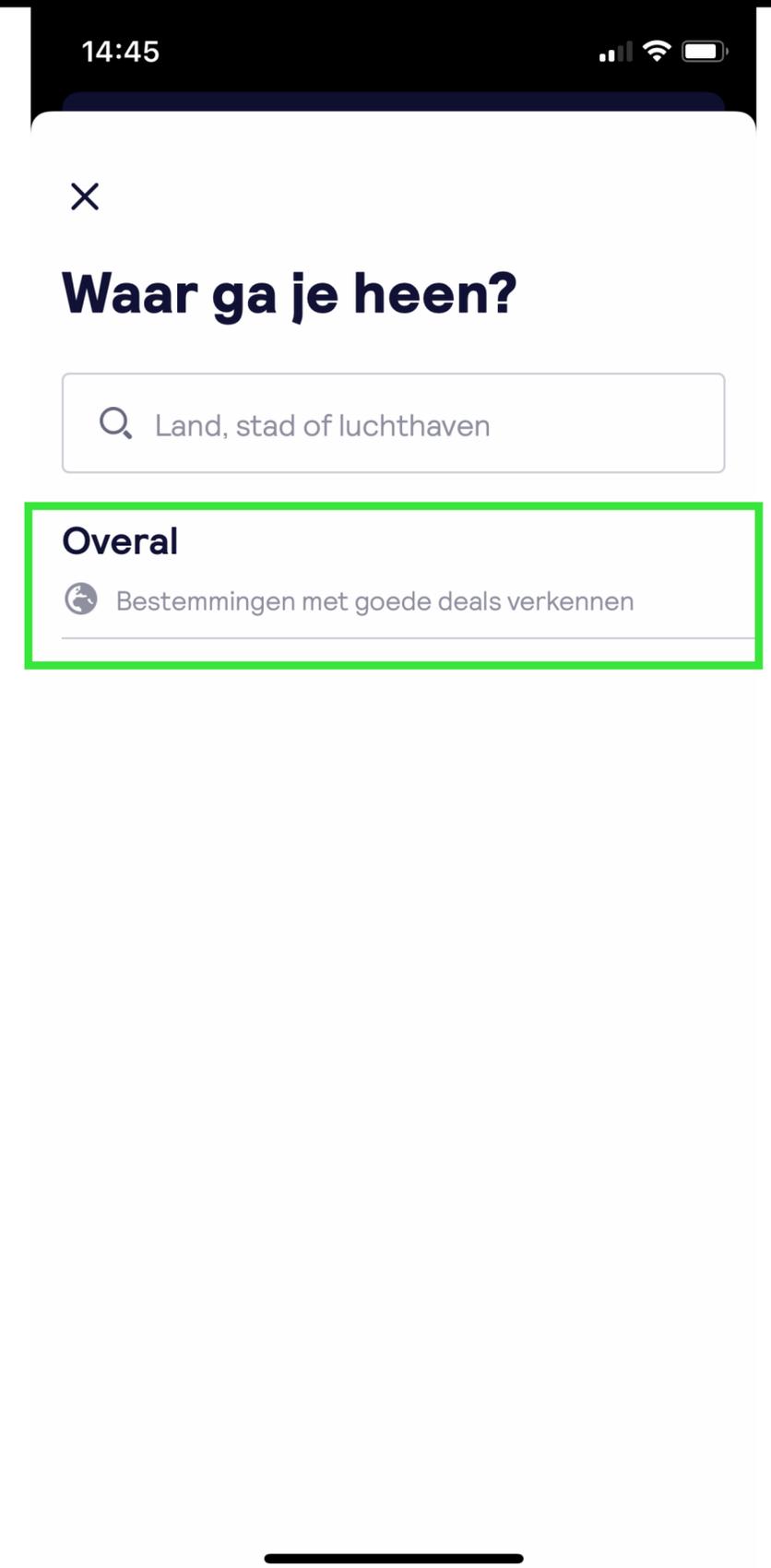
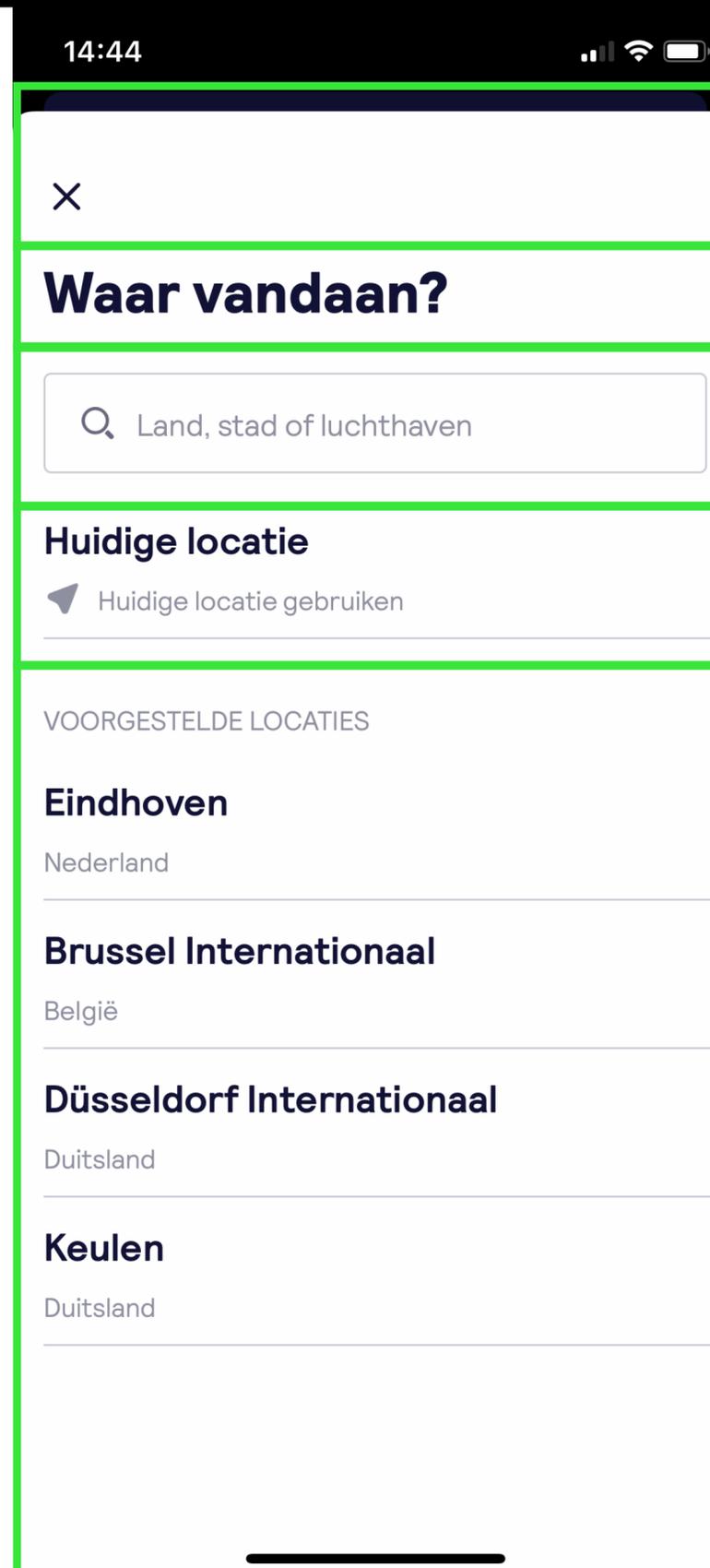
1. Good > After clicking on “zoeken” menu button you can click on “vliegtickets”, “hotel” or “autoverhuur” button > takes you to separate search menu
2. Good > After clicking on “zoeken” menu button app shows swipe overview with clickable boxes that lead to destination option per month
3. “retour”, “enkele reis”, “multi-stad” options are not really prominent > just floating text > interaction is unclear
4. “van and “naar” search bar next to each other with “arrow” button in-between > clear but a bit small in display > after filling this in the app automatically takes user to other page with option > confusing > i still have to fill out dates etc.
5. “1 reiziger”, “economy class”, “filter” options are not prominent > just small floating text next to each other > interaction is unclear > can I click it?
6. Majority of search page shows empty space with illustration and text “waar gaat de reis naartoe? > makes me think that my options will be displayed here every time I change a search setting



# SKYSCANNER

## FLIGHT BOOKING SEARCH

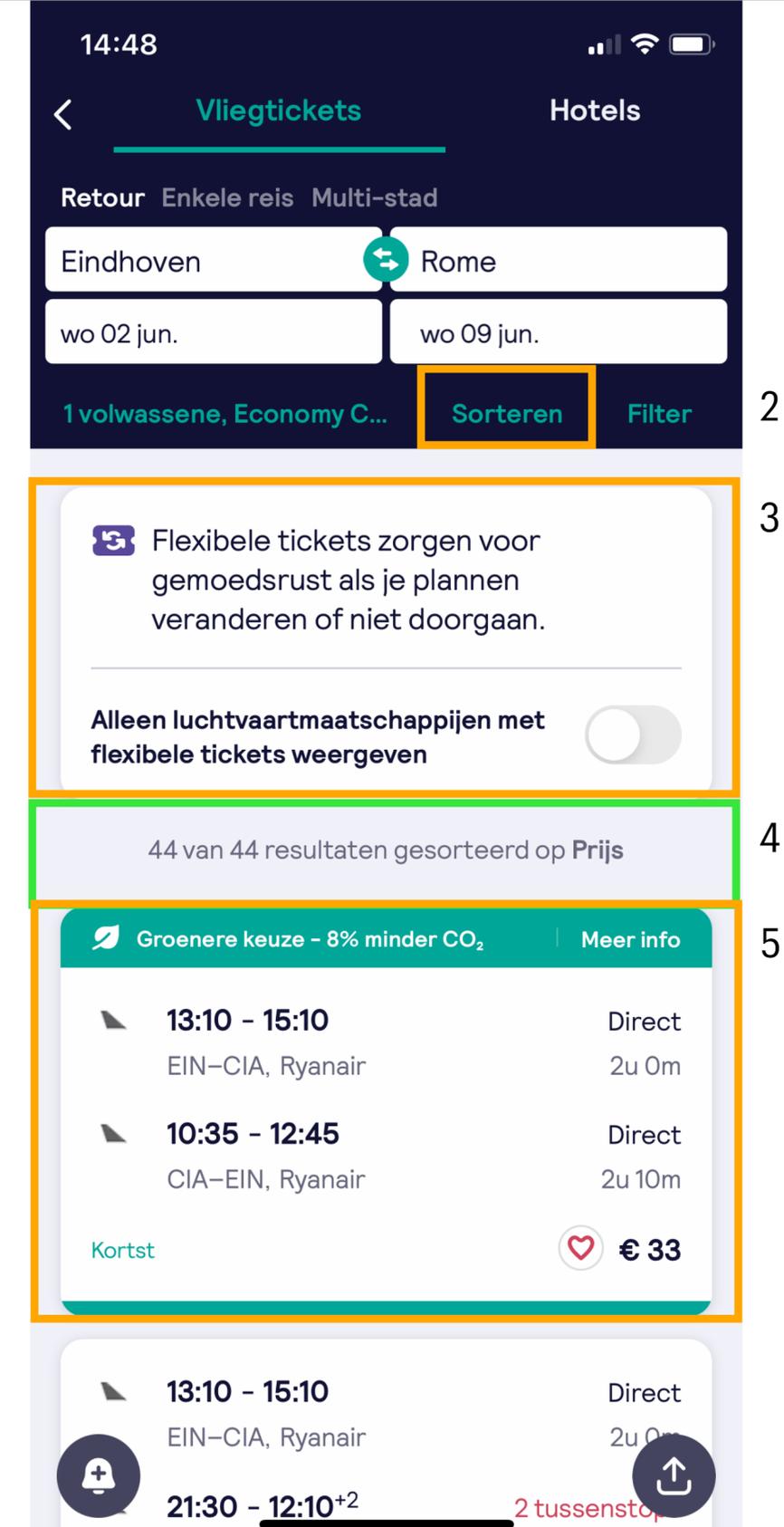
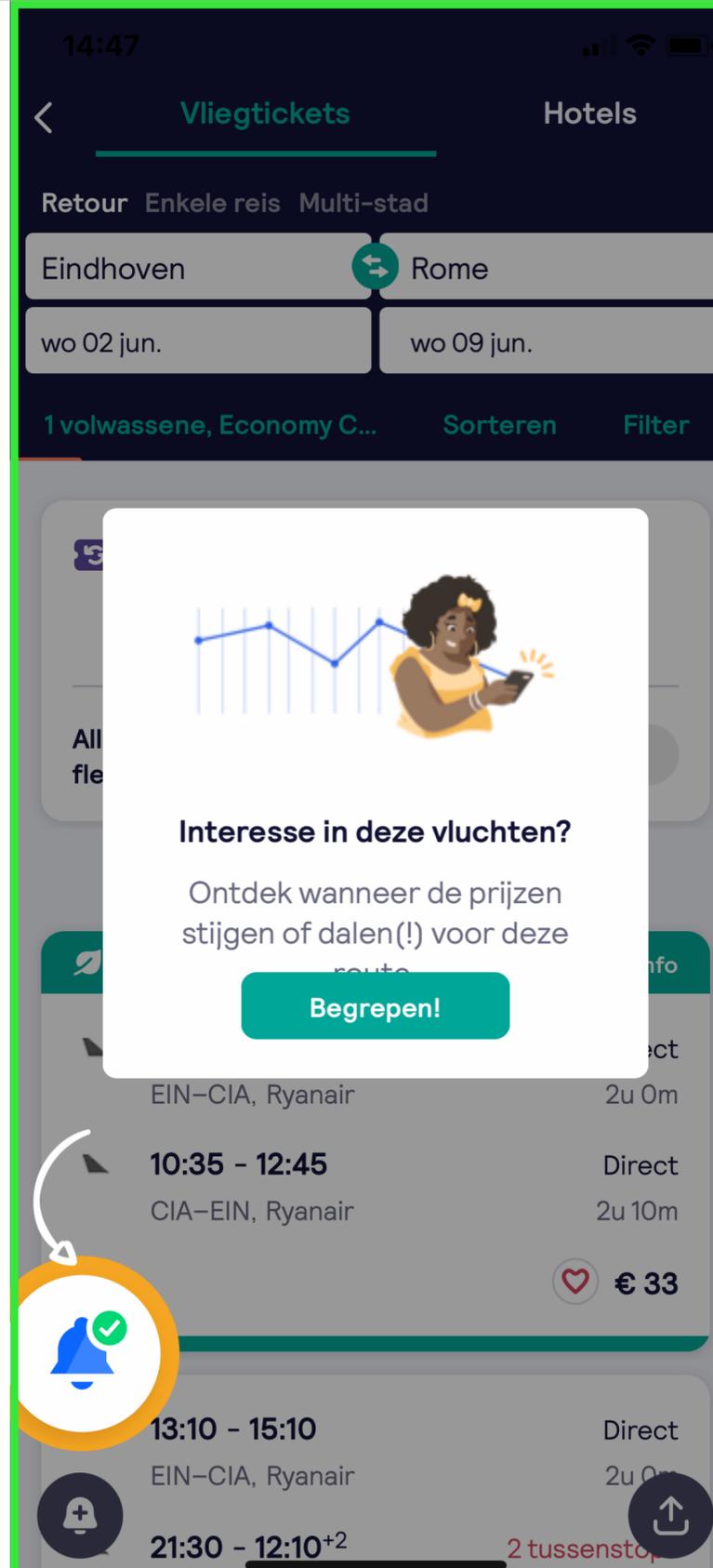
1. Good > After clicking on “van” search bar app shows separate pop up page > angled corners of pop up screen and “x” button upper left corner makes task flow very intuitive
2. Good > “waar vandaan?” is showed prominent in screen > I know where I am in the proces and what is expected of me
3. Good > search bar underneath has pre written “land, stad of luchthaven” > prepares user with coming search options
4. Good > Underneath search bar the app shows me an option to pick “huidige locatie”
5. Good > underneath search bar the app shows me “voorgestelde locaties” based on my current location
6. Good > app shows me “overall” destinations as an option when selecting “waar ga je naartoe?”



# SKYSCANNER

## FLIGHT BOOKING SEARCH RESULT PAGE

1. Good > After selecting departure and destination > app show informative pop up > shows user they can click the "bell" icon if they want to get notifications about price drops for a flight
2. Confusing > after flight options appear a "sorteren" option appears in same row as "1 reiziger", "economy class", "filter" options are not prominent > just small floating text next to each other > interaction is unclear > can I click it?
3. Flight overview page > a box with button is shown first > gives option to search for flights with flexible tickets only > clear what it is > nice that app thinks with user in Covid-19 times > but box takes up much space and I want to close it but cannot
4. Good > "44 van 44 resultaten gesorteerd op prijs" > shown above flight option boxes > refers to sorting options > overview
5. Confusing: Flight option box > not clear if it is departure and return flight > what does price include ?  
Good: option to "like" the option and save it



2

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