

UXDI

Competitive Benchmarking

## Objectives

- Learn how best-in-class websites and apps solve the problem we are trying to solve.
- Understand the conventions we should follow.
- Highlight best practice to emulate.

## Task

I have chosen to look at the top three downloaded airline apps on the UK Apple App store - Easyjet, British Airways and Ryanair, alongside one of the most downloaded travel booking apps, Airbnb. The focus will be each apps homepage, search and select function, and entry of passenger details.

#1



#2



#3

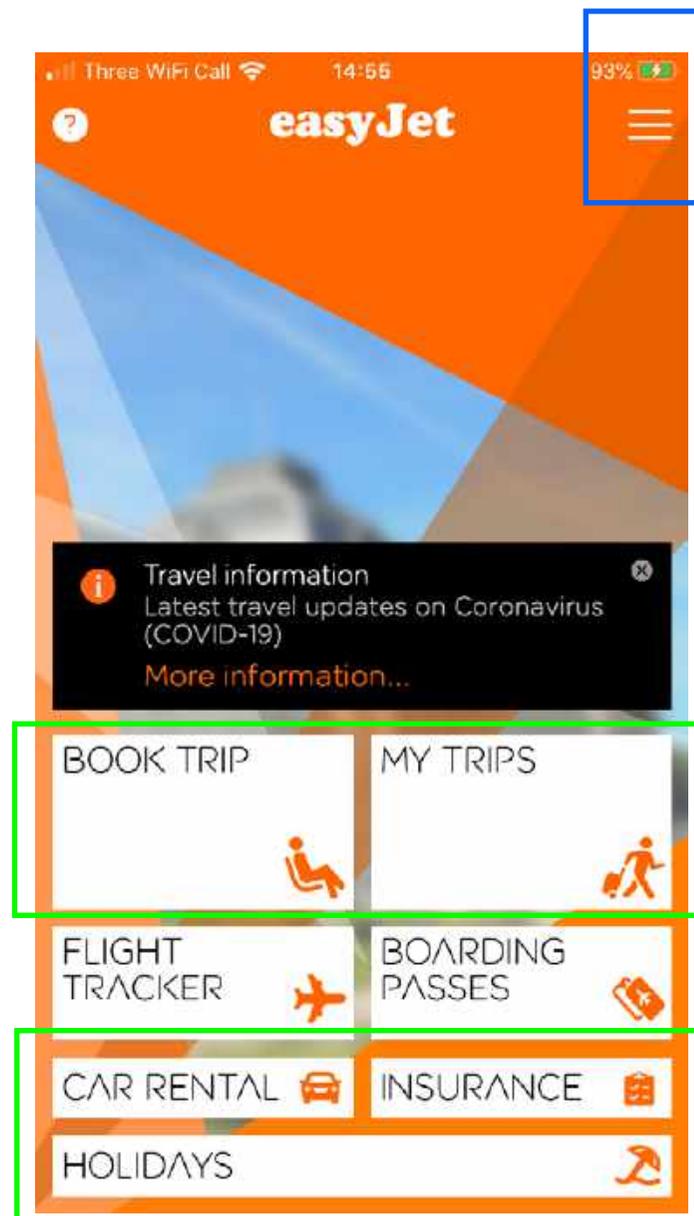


#4

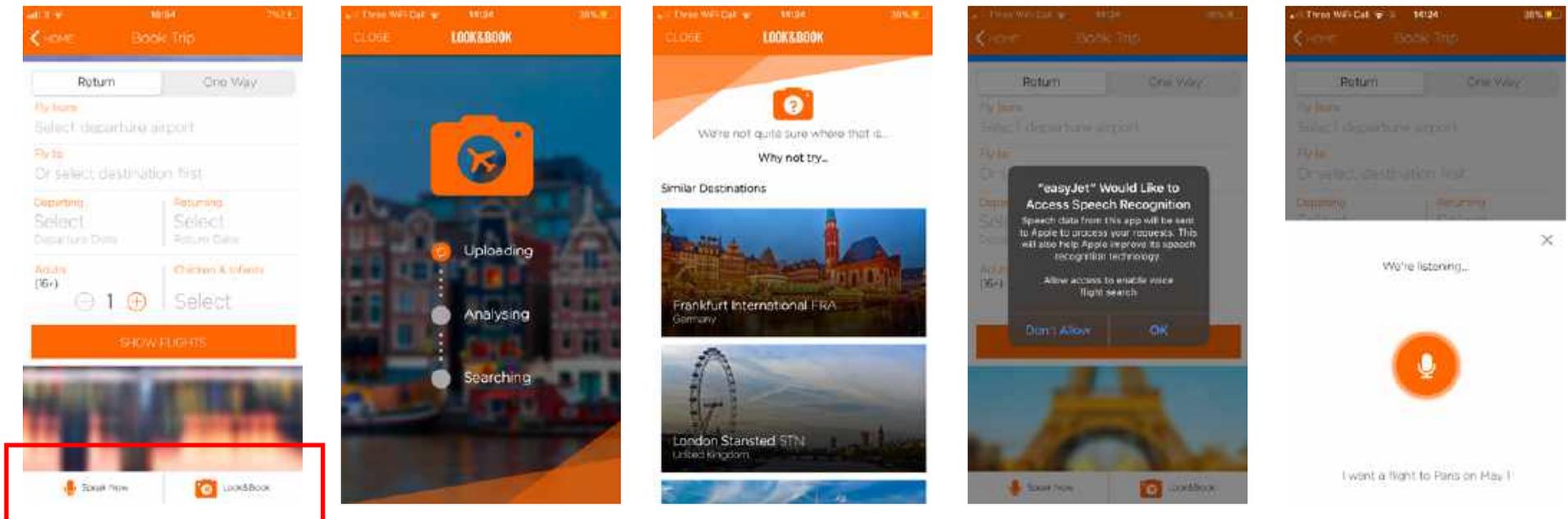


## Homepage

- Clear, clean layout, with key functions easily accessible.
- Homepage has an element of personalisation, as 'My trips' and 'Boarding passes' are both prominent features.
- Obvious 'hamburger' menu in top right for more options.
- Up-sell options are present, but not distracting as they take the lowest position on page.
- Use of icons to make buttons as clear as possible.

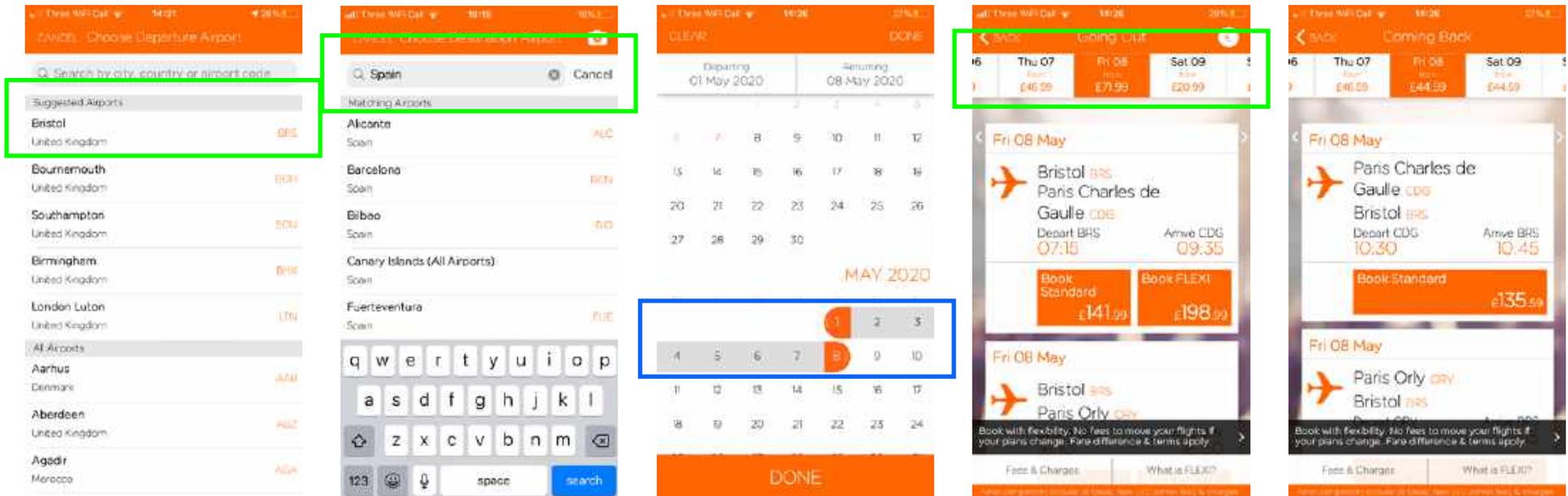


## Search and select



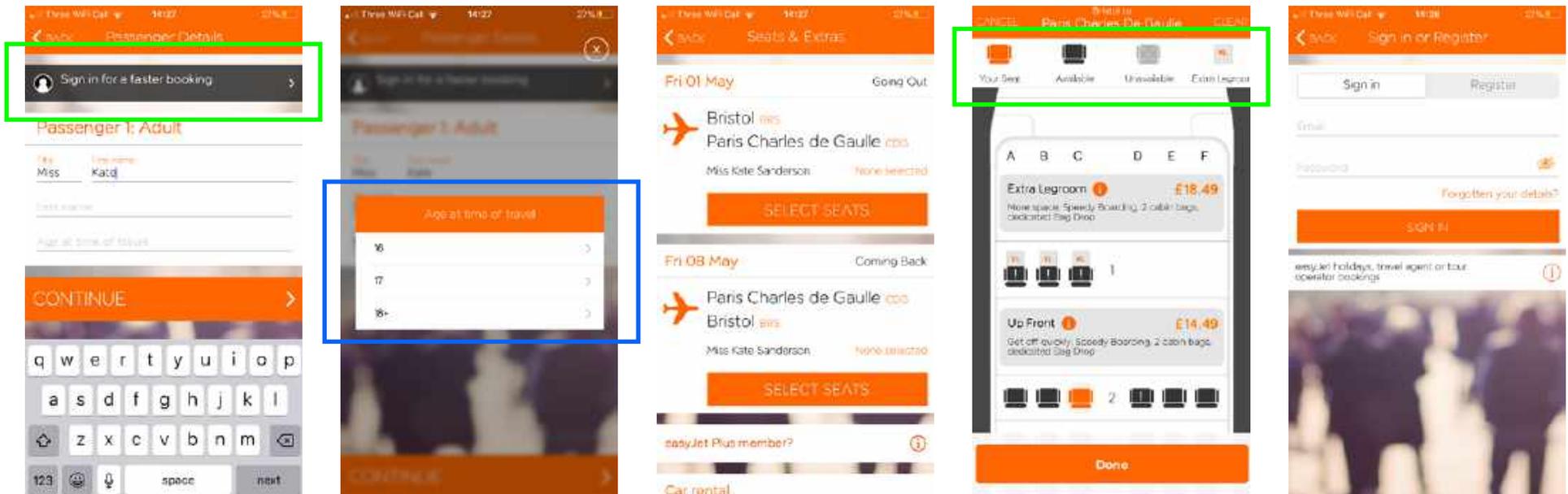
- Alongside standard text input option, Easyjet allows users to search via their microphone or uploading an image of their chosen destination - however neither of these features worked well when I used them, so added more time to the process rather than saving any.

## Search and select



- When starting to select departure location, Easyjet helpfully picks up on nearest airport.
- When selecting destination location, results are displayed alphabetically by city, and there is also a function to search by country.
- Departing and returning dates are selected by clicking and dragging around the calendar view.
- User has the ability to scroll through similar flight dates to see if cheaper options are available.

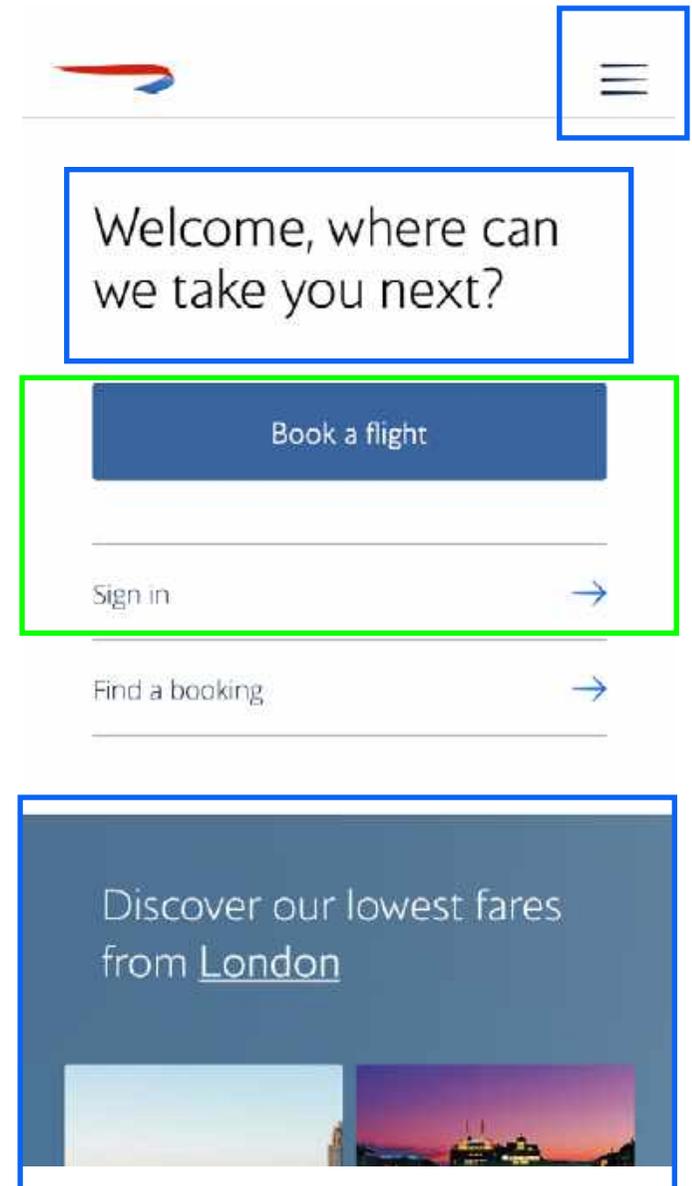
## Entry of passenger details



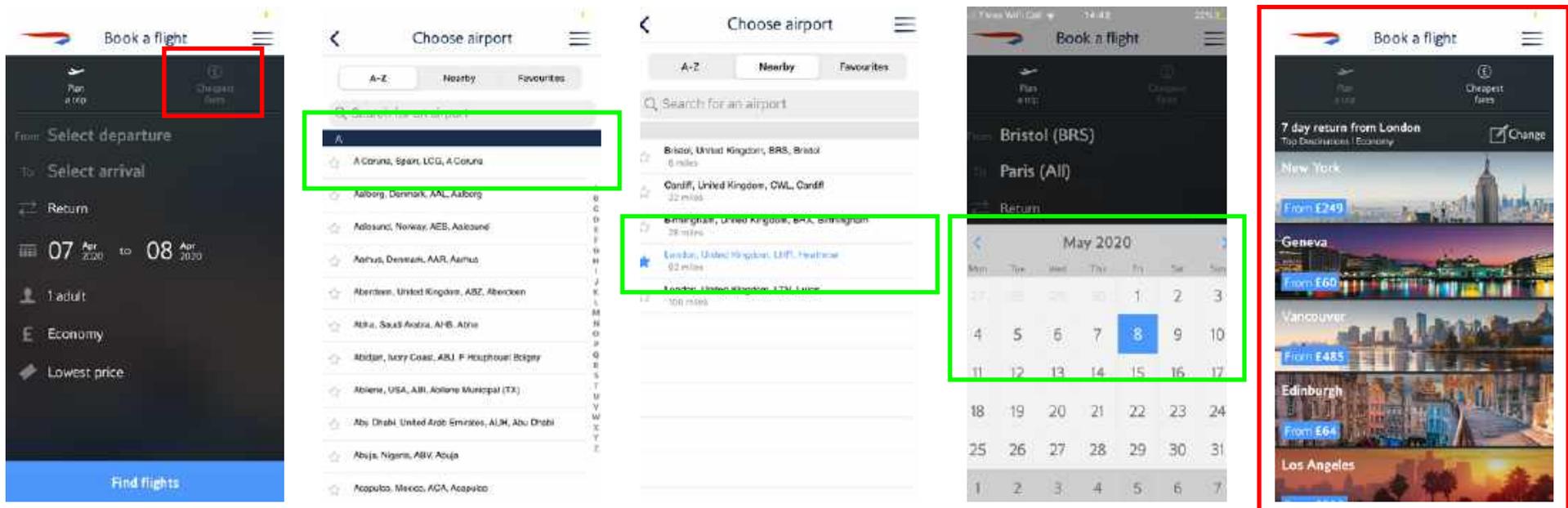
- Should the user already have an account, the app encourages sign in straight away, presumably so it can pre-fill details and save time.
- User is asked age at time of travel - this must be a legal requirement.
- Picking a seat is a very visual and clear - seat colour changes when selected.

## Homepage

- Very clean, confident enough to not even display full logo.
- Leads with a question rather than a destination image or up-sell.
- 'Book a flight' prominent button. followed by 'Sign in', which encourages user to create an account.
- Obvious 'hamburger' menu in top right for more options.
- Most up-sells restricted to below the fold of the page.

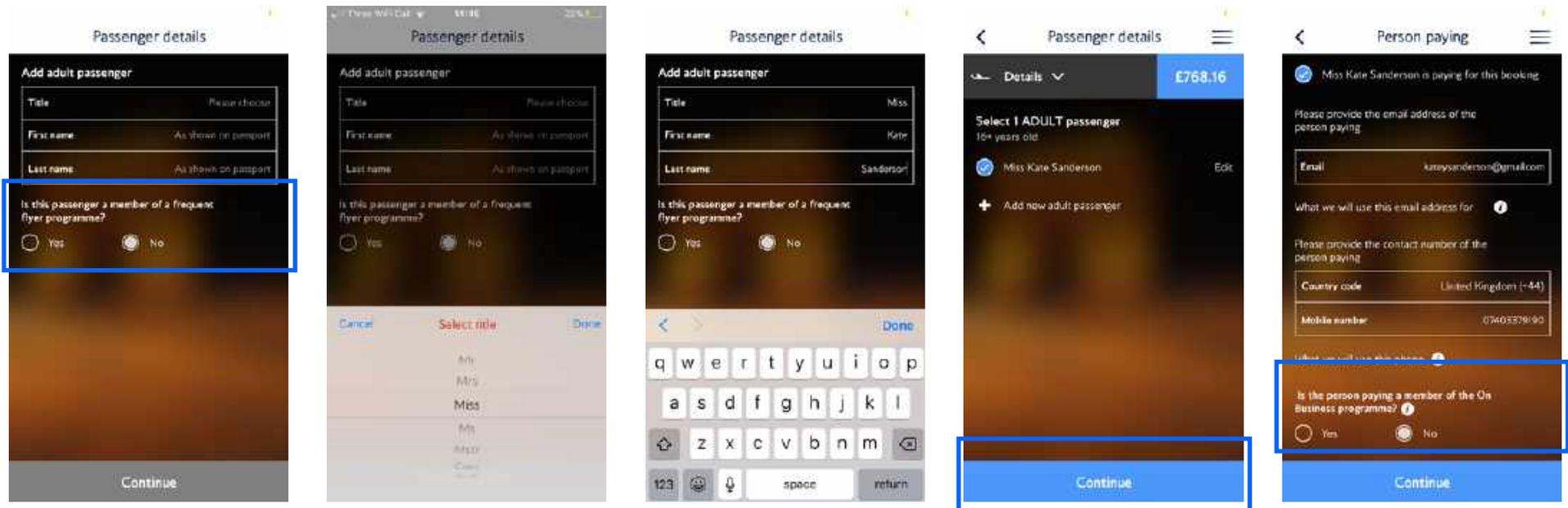


## Search and select



- British Airways allows users to easily select nearby airports, as well as star favourite destinations.
- Cheapest fares are not relevant to the destination criteria entered, so not helpful for most users.
- Calendar for inputting travel dates is very clear..

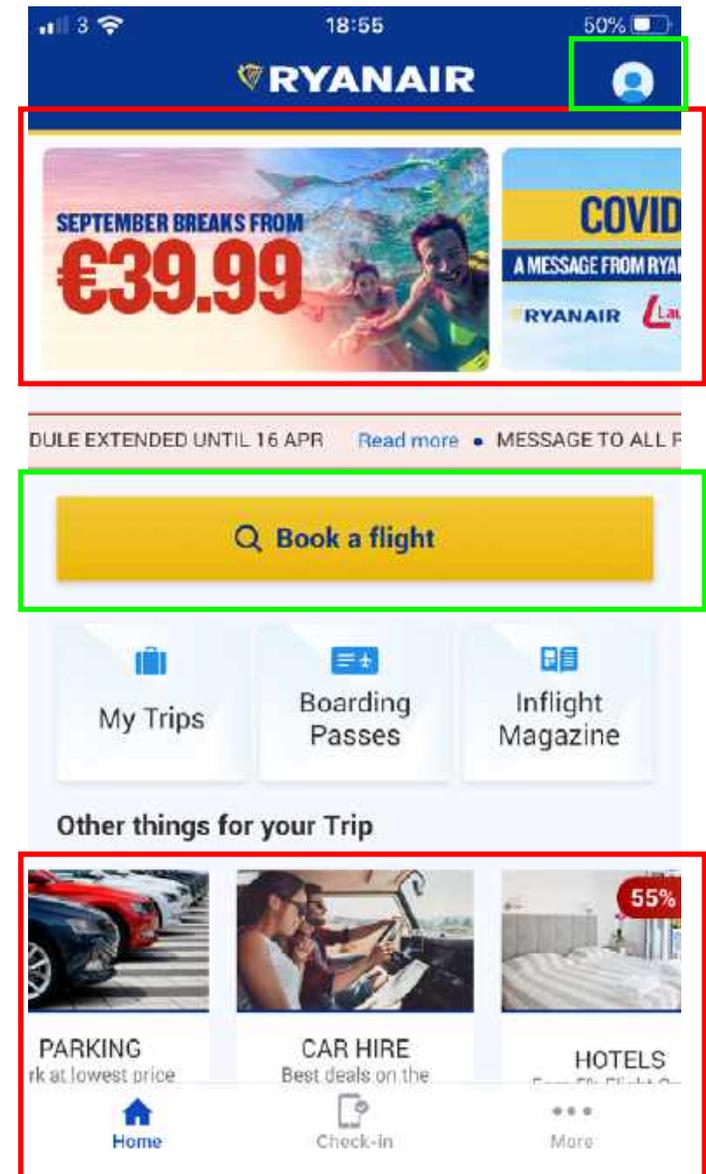
## Entry of passenger details



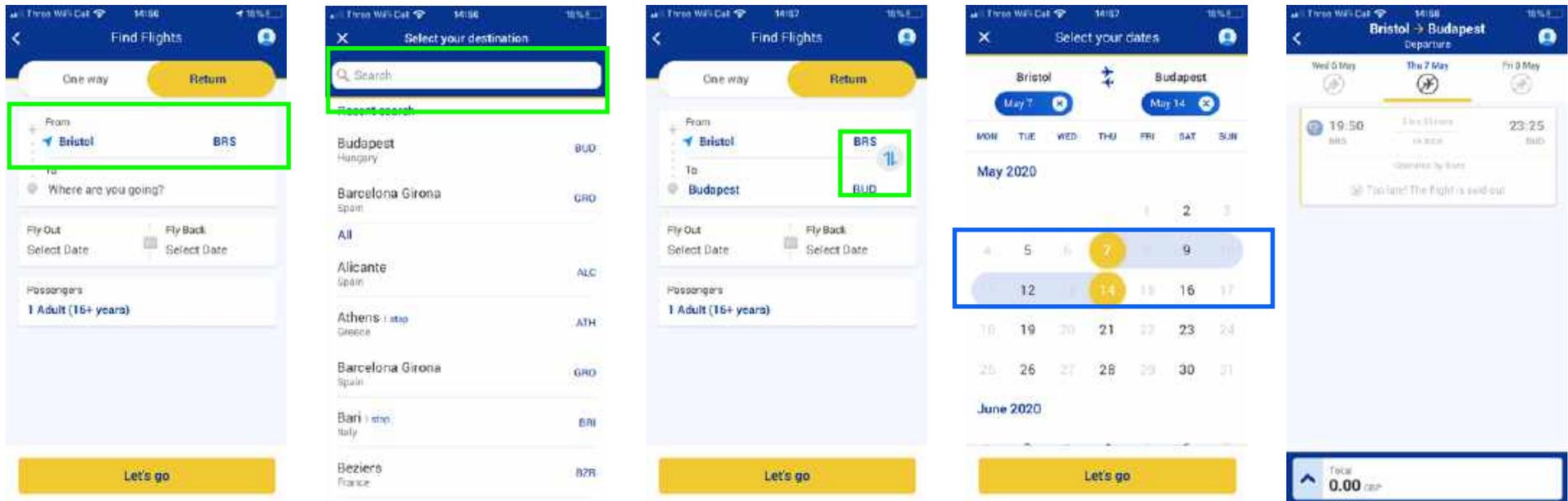
- Forms clear and easy to fill out, and always fit on one page.
- Subtle up-sells encouraging user to find out more about 'Frequent flyer' and 'Business' programmes.
- Blurred background image possibly distracting, but image choice (selected destination) is a nice touch.
- Grey block at bottom consistently turns blue when required information is in-putted.

## Homepage

- Cluttered - top and bottom of page taken up by scrolling adverts and up-sells, which distracts from key functions.
- However 'Book a flight' still obvious feature in middle of page.
- Profile icon on top right encourages users to log in and personalise app.
- Easily recognisable 'hamburger' menu is missing, instead there is a 'More' button bottom right, which seems hidden.
- Use of icons to make buttons as clear as possible.

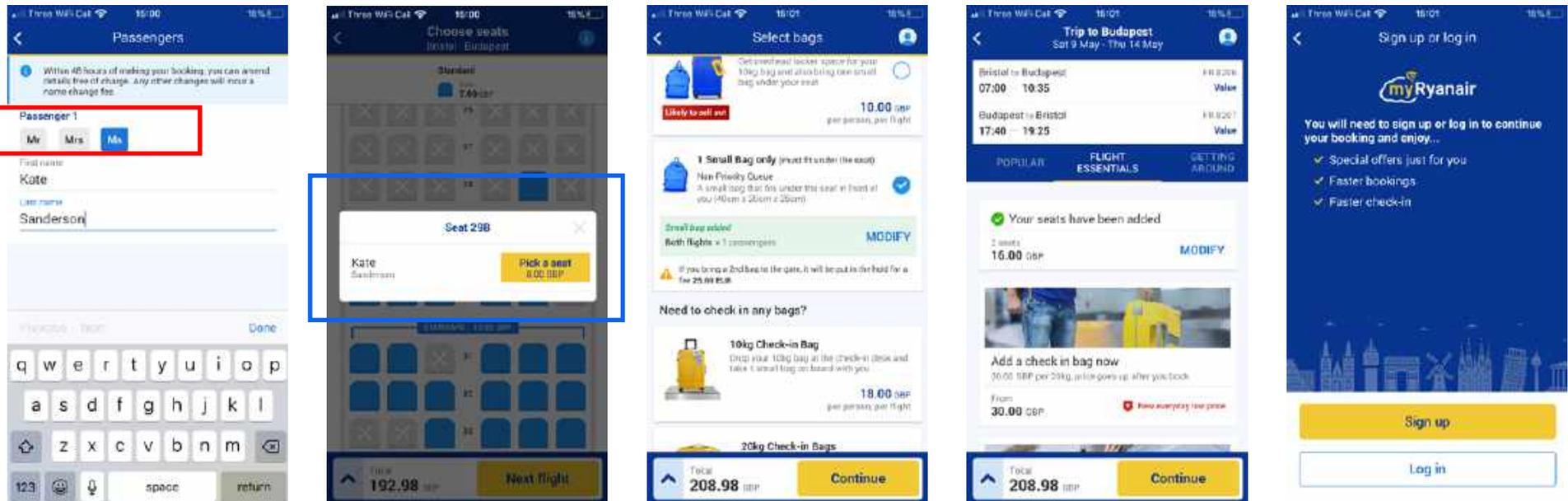


## Search and select



- Ryanair automatically sets departure destination to users nearest airport.
- Results are displayed alphabetically, and users can also search by country.
- Ability to switch departure and destination if they have been entered the wrong way round.
- Departing and returning dates are selected by clicking and dragging around the calendar view.

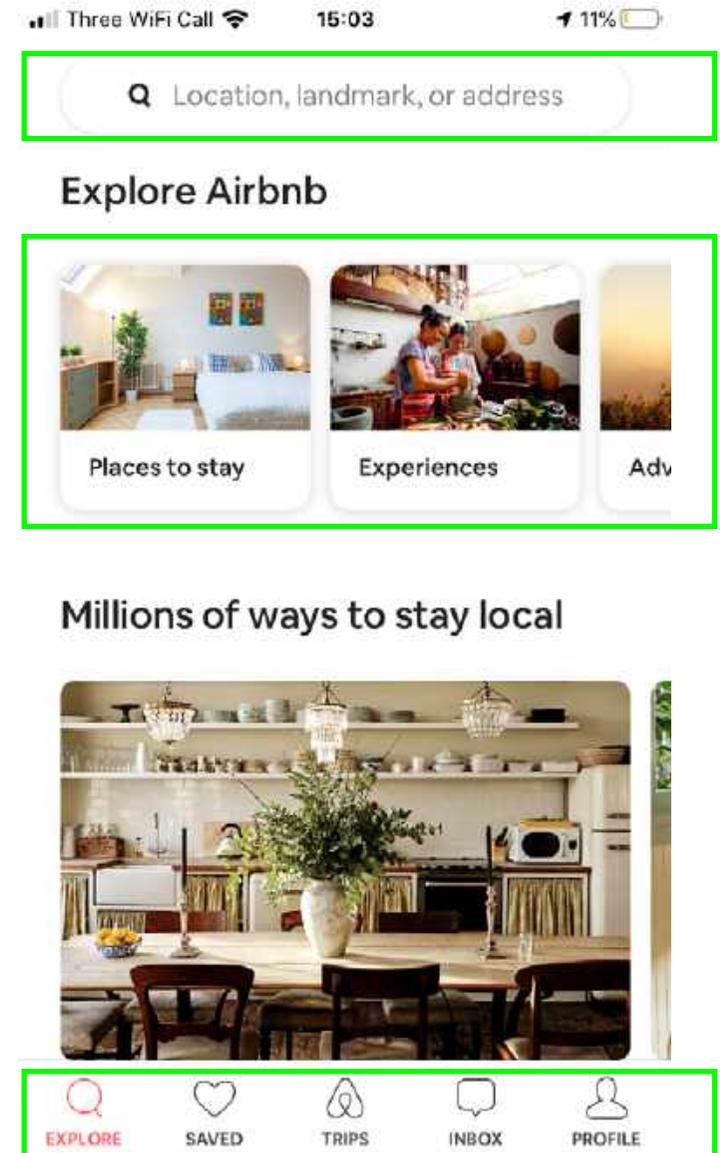
## Entry of passenger details



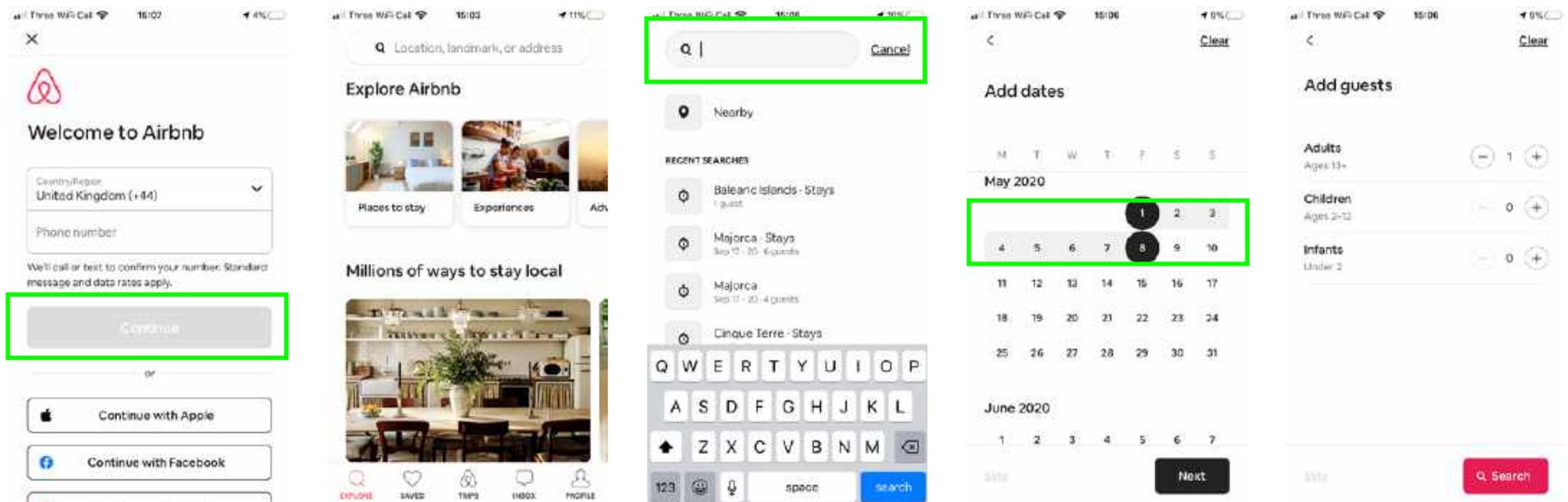
- Ryanair restricts user to only three titles.
- Simple, visual way to choose seats, however they are different prices, so would be helpful if each seat had individual price written on it.

## Homepage

- Simple, clean and visual with a focus on large inspirational images.
- Page leads with a search function, allowing user to type in exactly what they're looking for before offering more options.
- Layout makes it obvious to the user that there is more to scroll through after the page fold.
- Page also scrolls down indefinitely with seemingly endless inspiration.
- 'Saved', 'Trips', 'Inbox' and 'Profile' options at bottom of page encourage user to sign up to personalise app.



## Search and select



- When launching app, first page makes it seem as if the user needs an account before they search, which may encourage more sign-ups. (Although X can be clicked to close).
- User interface is very simple and clean, displaying minimal options to the user at first.