

Project 1

Competitive benchmark

Airline Case Study //
Mobile

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Objectives

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

Focus

- Home Page
- Search and Select
- Seat Selection
- Adding Extras
- Entering Details

Legend

- Good
- Standard
- Poor

FlySafair

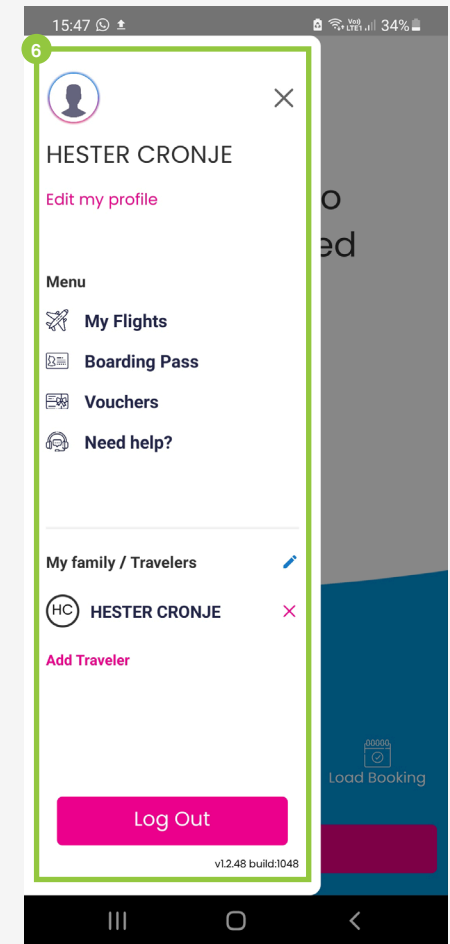
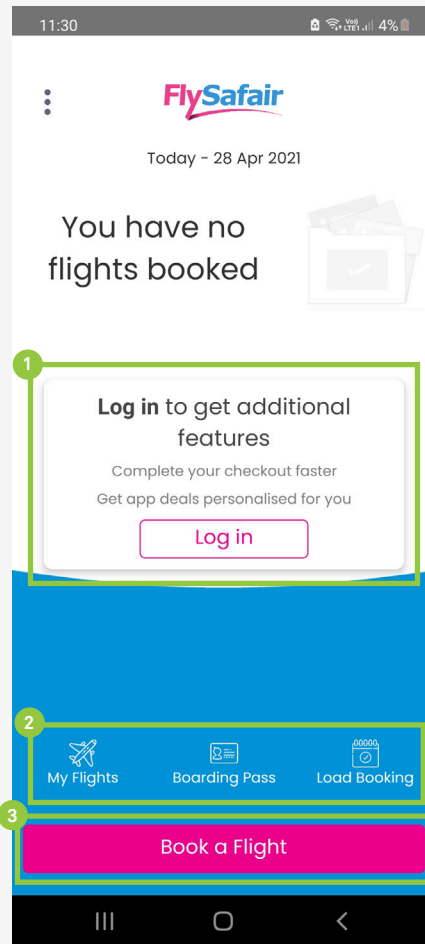
The logo for FlySafair features the brand name in a bold, white, sans-serif font. The word "Fly" is positioned to the left of "Safair", with the letter 'y' overlapping the 'S'. A thick, white, curved underline sweeps under the text from the bottom of the 'y' to the right. The entire logo is centered on a solid black background.

Airline 1



Home Page

- 1 Great security feature for existing users to have a log in prompt front and centre of the home page, but while still allowing to book flights without having to log in first.
- 2 Easy access to three most important actions to a user.
- 3 Ability to book flights without having to log in.
- 4 Clear message that there are no existing booked flights.
- 5 Could use empty space to show special offers or flights/destinations that might interest user based on previous bookings.
- 6 Good use of menu to list additional functions and not clutter the home screen.

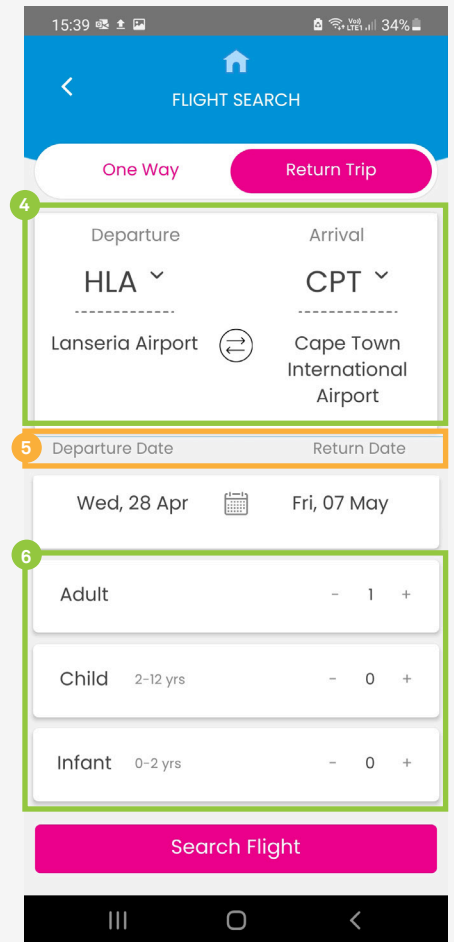
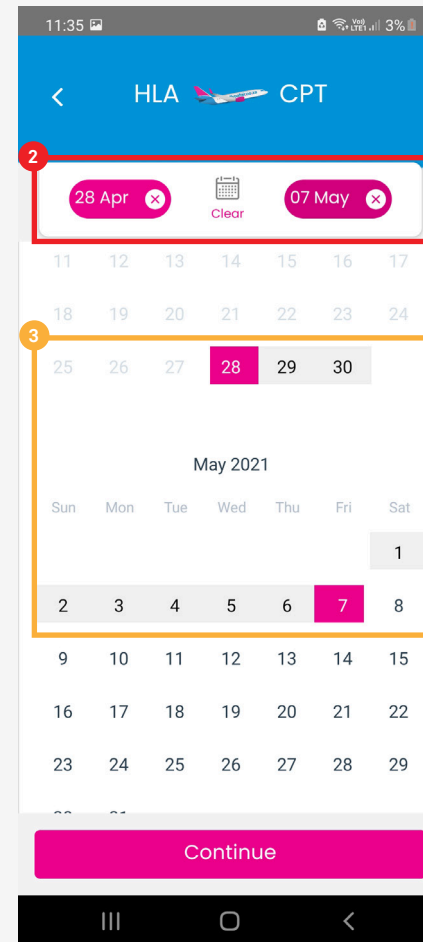
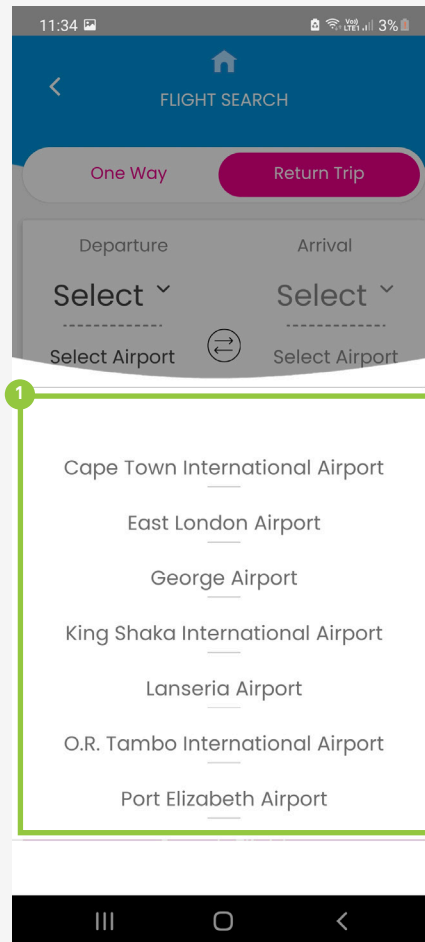


Airline 1



Search and Select

- 1 Shows clear and concise list of available airports.
- 2 Doesn't show clear headings of departure and return dates.
- 3 Shows date range clearly, but could be confusing to some users.
- 4 Shows departure and arrival airports clearly.
- 5 Headings of departure and arrival dates could be made clearer.
- 6 Shows quantity of passenger selection very clearly.

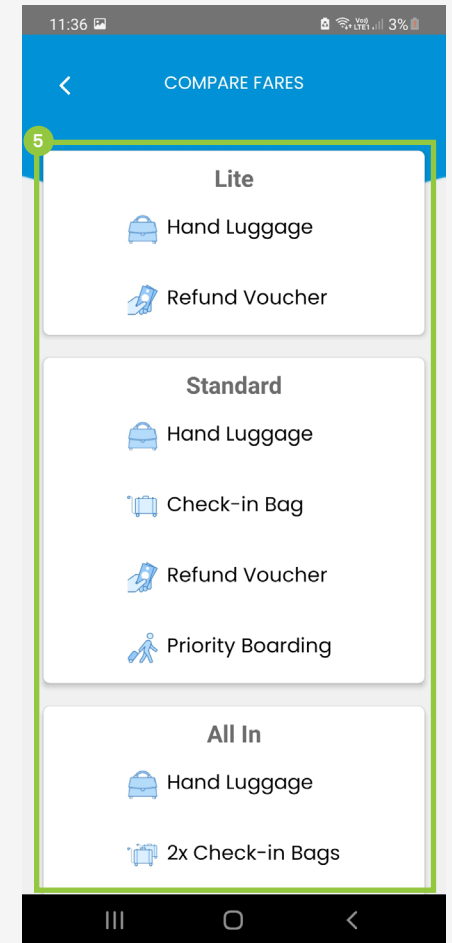
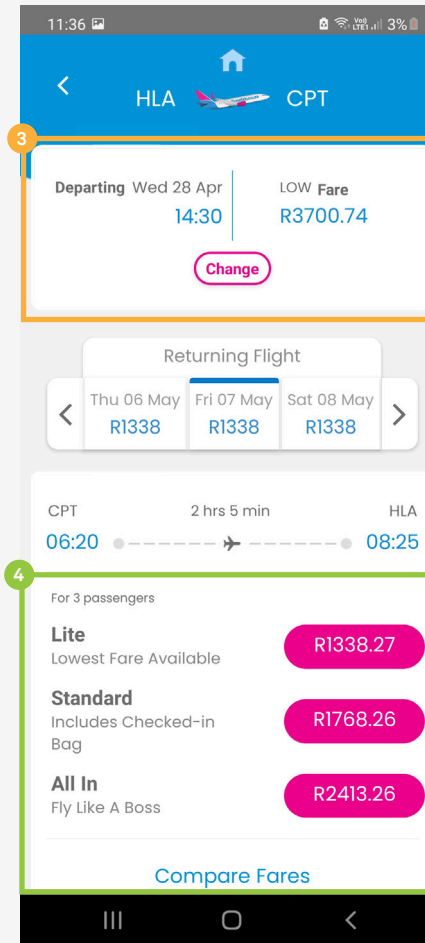
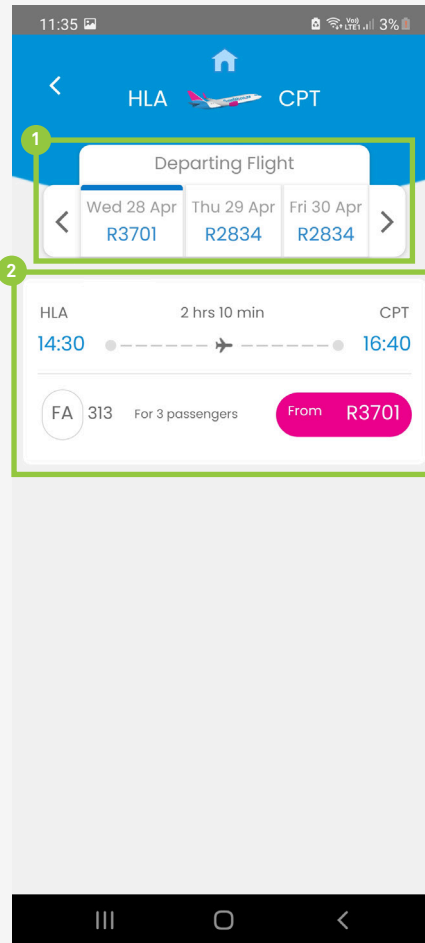


Airline 1



Search and Select

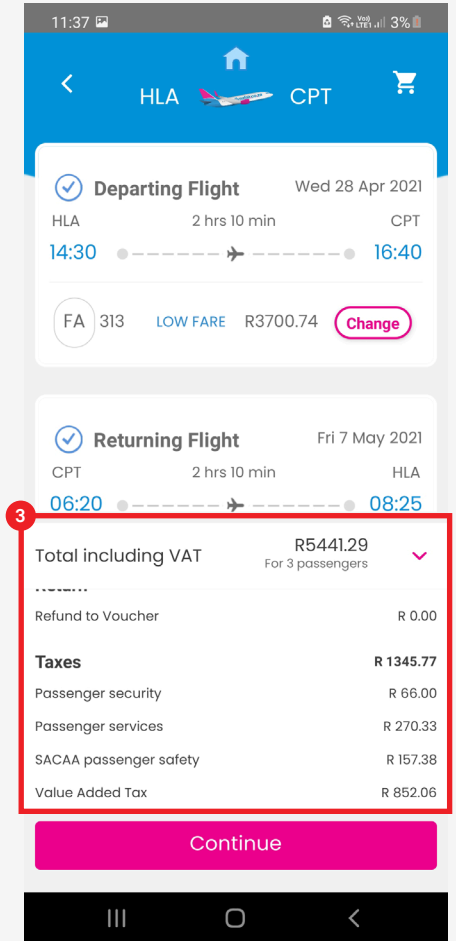
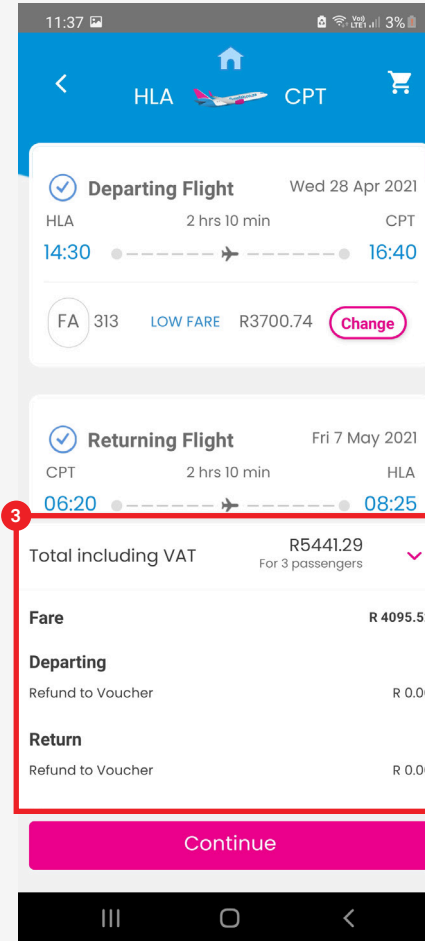
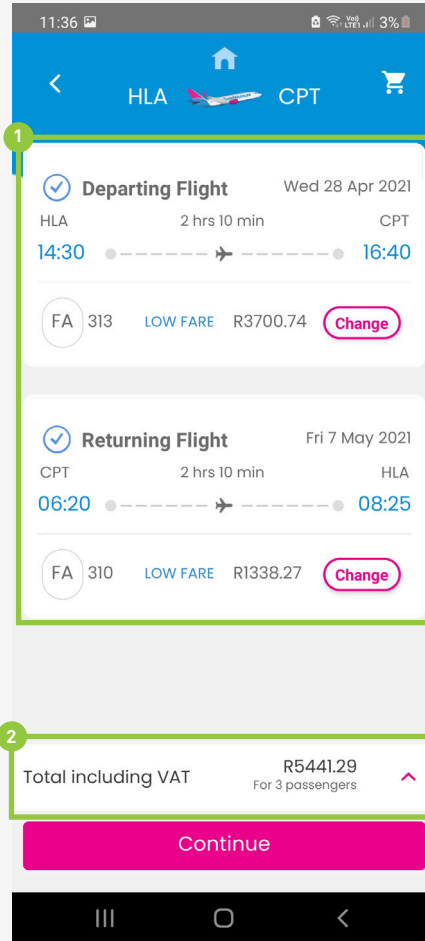
- 1 Clear heading, as well as dates and prices of flights.
- 2 Shows all flight info needed very clearly.
- 3 Design could be improved to be more compact / take up less space.
- 4 When clicking on button "from R1338" it reveals different fare options in cascading style underneath flight info,.
- 5 Compare fares view is clear and concise.





Summary

- 1 Summary of flights and all info needed is presented very clearly.
- 2 Summary of price is clear and concise with option to expand for more detailed info.
- 3 Section containing this much info could take up whole screen, as a pop up or have it's own screen.



Airline 1



Entering Details

- 1 Clear heading of person's info needed, as well as progress of entering details by showing bullets based on quantity of people entered.
- 2 Clear and concise layout.
- 3 Great security protocol when entering infant / underage passenger details.

11:37 3%
PASSENGER INFO
1 < Adult 1 - Contact Details >
MS
HESTER
CRONJE
+27721855573
TERRY@CRONJEDESIGN.COM
TERRY@CRONJEDESIGN.COM
South African ID
International traveller?
Birthdate
04 04 1987

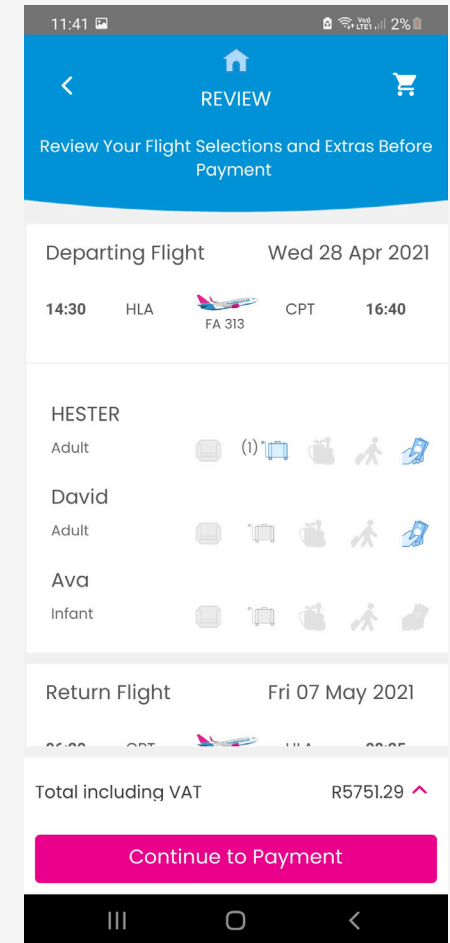
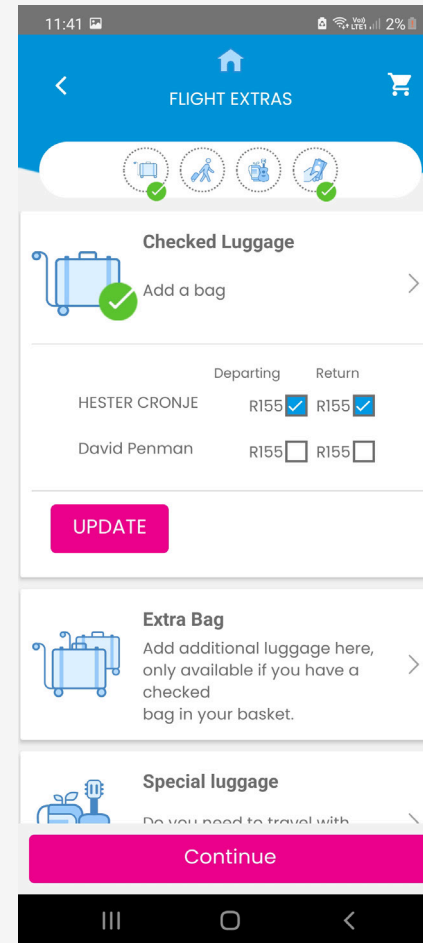
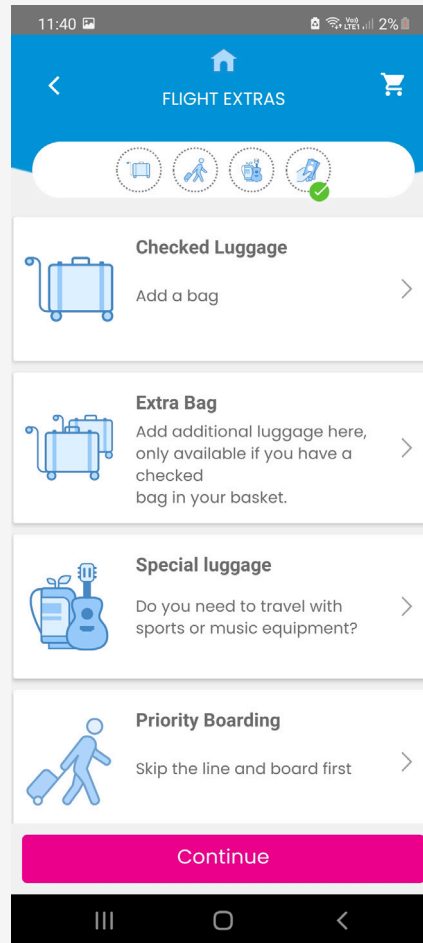
11:37 3%
PASSENGER INFO
< Adult 2 - Contact Details >
2
Title
First Name
Surname
South African ID
International traveller?
Birthdate
Day Month Year
 Add Contact Information
 Save Passenger
Continue to Infant 1

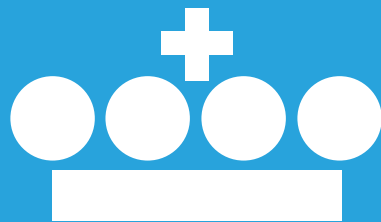
11:40 2%
PASSENGER INFO
< Infant 1 - Contact Details >
Ava
Penman
2101281234089
International traveller?
Birthdate
28 01 2021
Parent
Please choose a parent
3
HESTER CRONJE
David Penman
Save Passenger



Adding Extras

- 1 Clear heading of person's info needed, as well as progress of entering details by showing bullets based on quantity of people entered.
- 2 Clear and concise layout.
- 3 Great security protocol when entering infant / underage passenger details.





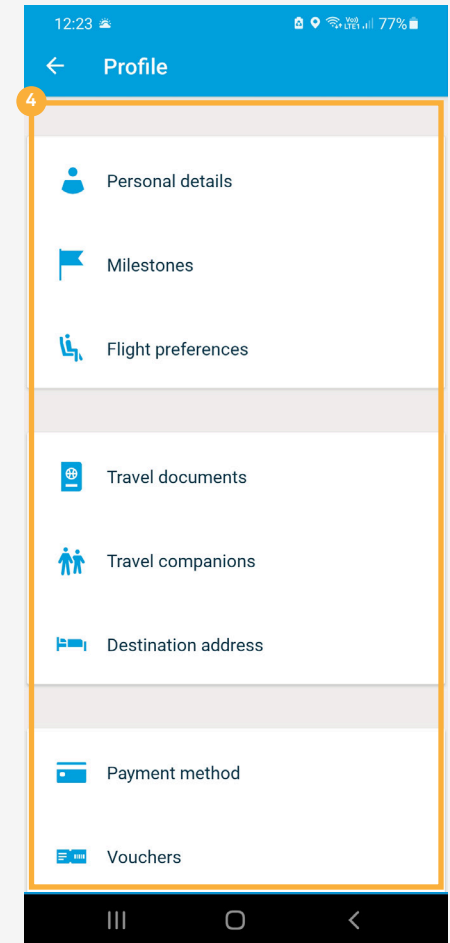
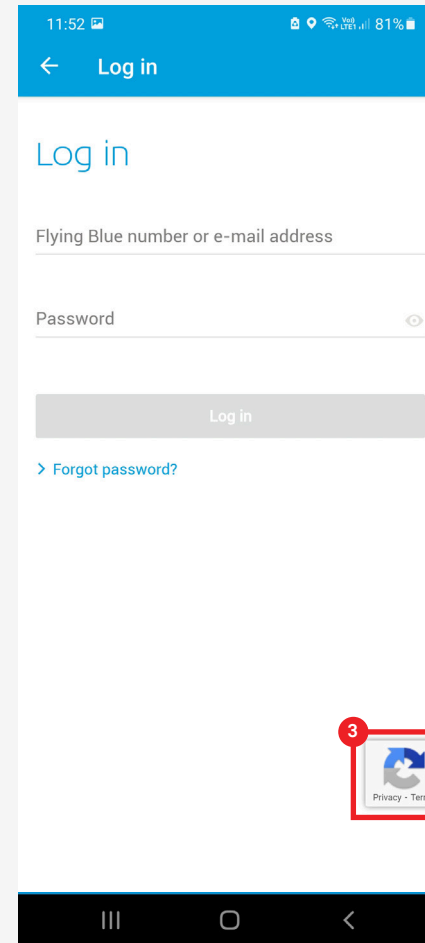
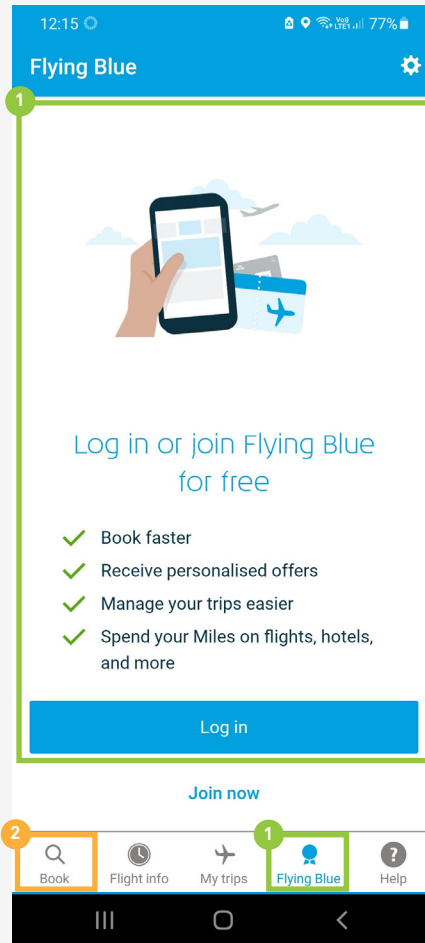
KLM

Airline 2



Home Page

- 1 Great security feature for existing users to have a log in prompt, as well as promoting their members club.
- 2 Could be made clearer that you can book without logging in. Could put some users off from using the app.
- 3 There is more current, updated technology available, such as invisible captcha.
- 4 If info is being broken up into sections, it could use headings to separate them and clearly communicate each section's purpose.

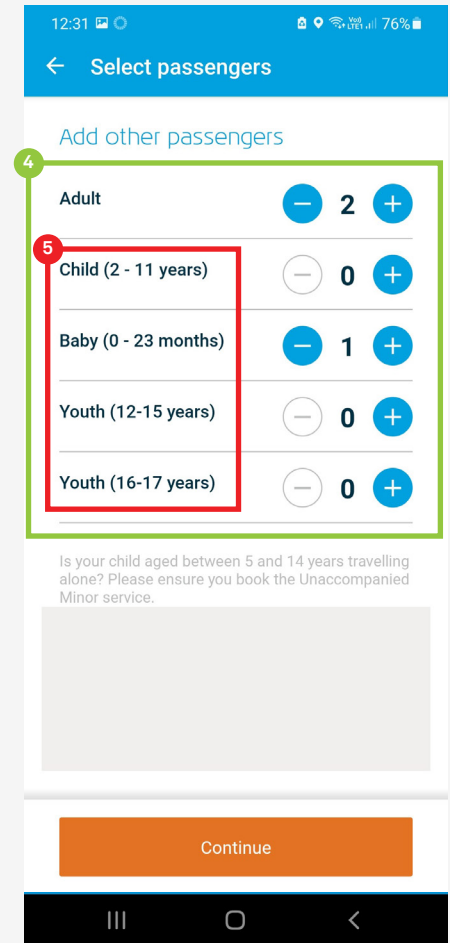
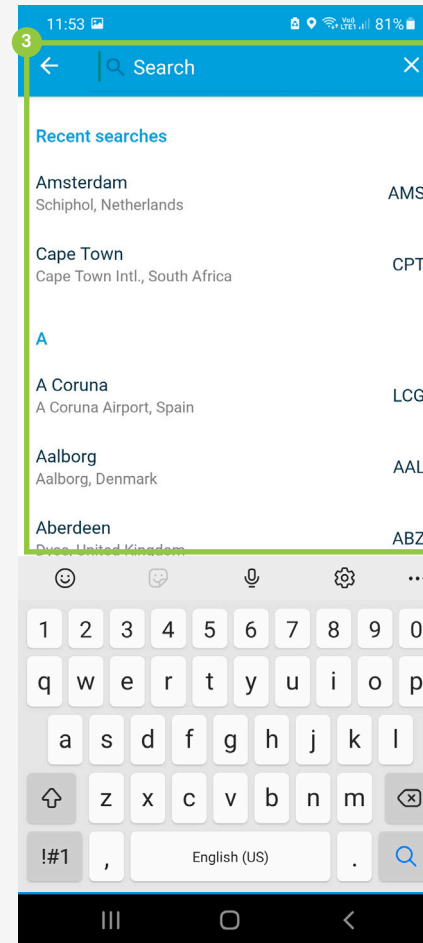
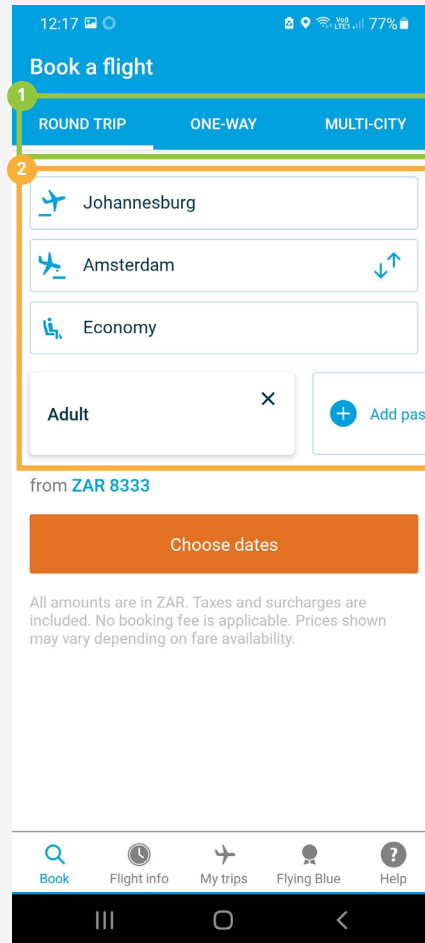


Airline 2



Search and Select

- 1 Effective use of tabs to showcase different types of flights that are available.
- 2 No headings explaining what the fields are could confuse user. However, the use of icons are effective.
- 3 User has option to type or scroll, as well as seeing recent searches listed at top.
- 4 Clear breakdown of passenger ages and quantities.
- 5 Clear breakdown of passenger ages and quantities. Could be made clearer why they are broken down in so many brackets.

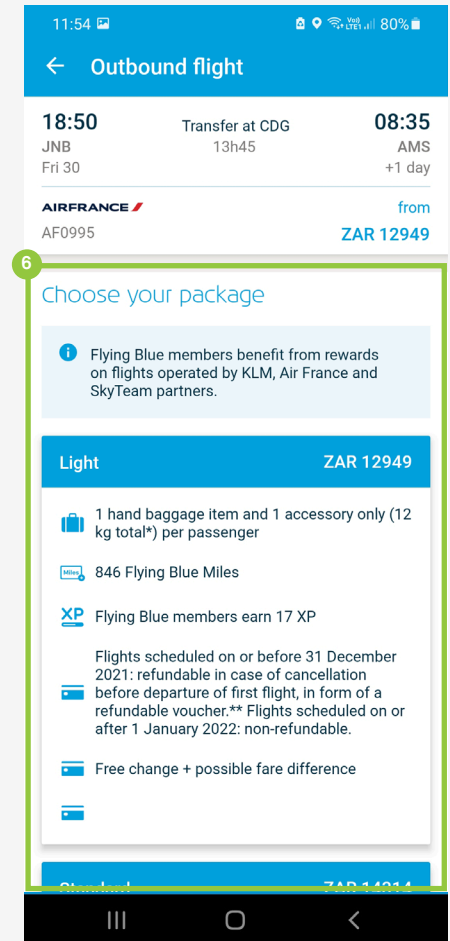
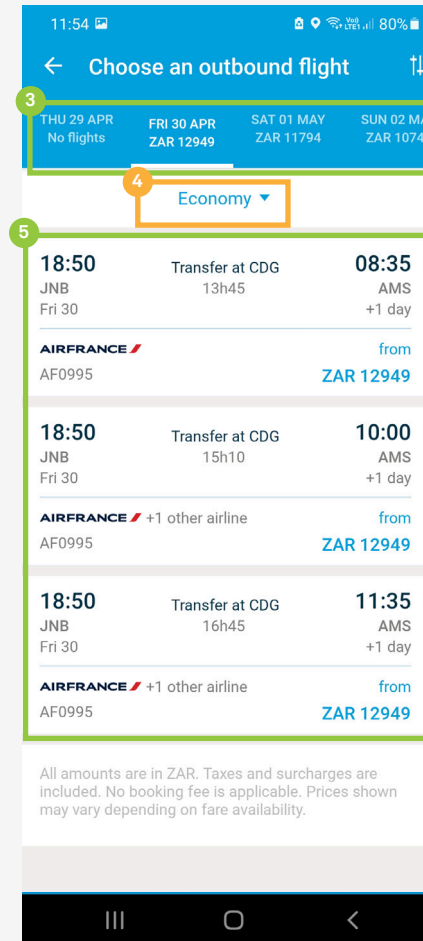
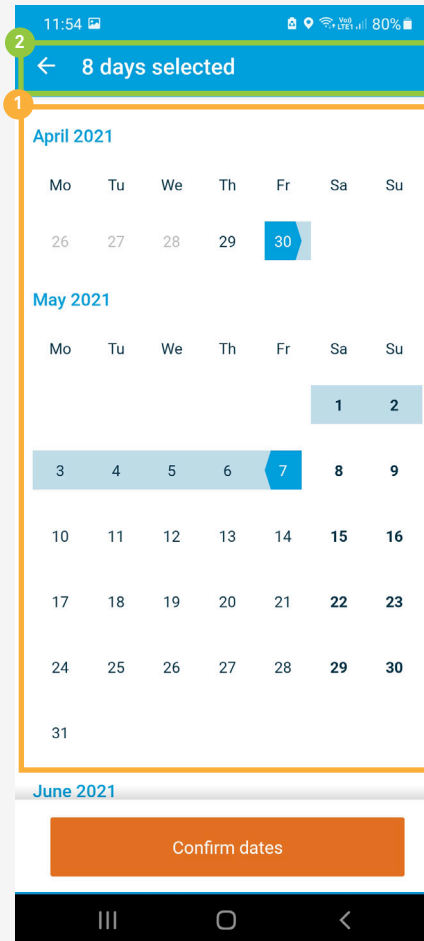


Airline 2



Search and Select

- 1 Departure and Return calendar on one screen might confuse some users.
- 2 To combat the confusion the calendar might cause, days selected is being displayed.
- 3 Compact display of dates and price of flights, in slider tabs.
- 4 Some users might not know that they can change the fare by clicking on Economy.
- 5 Great display of all info needed about available flights.
- 6 Once flight is selected, a breakdown of the various fares is displayed with extensive info on each fare.

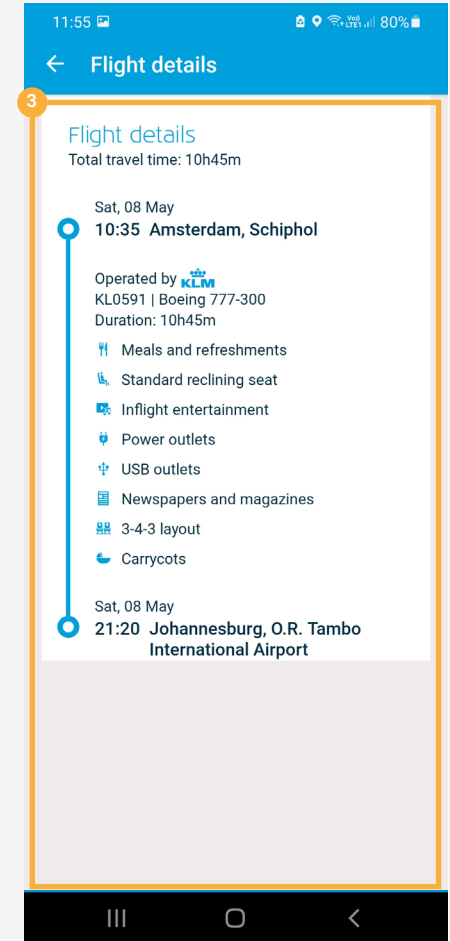
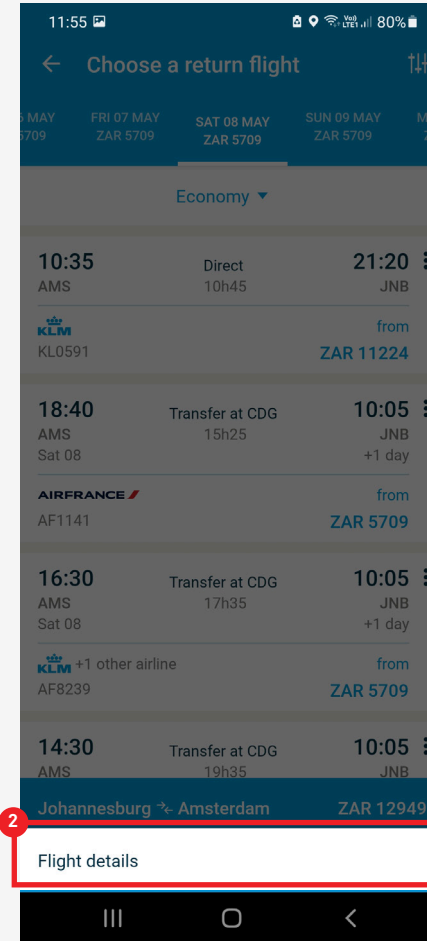
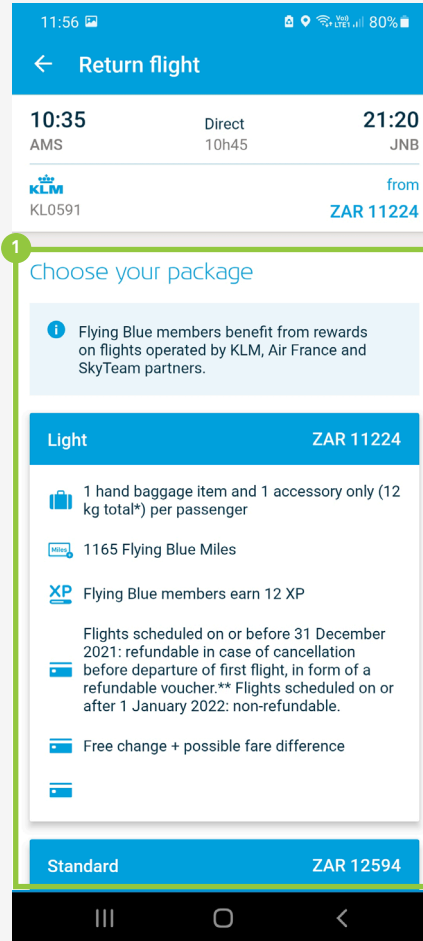


Airline 2



Search and Select

- 1 Once flight is selected, a break-down of the various fares is displayed with extensive info on each fare.
- 2 Clicking on three dots next to the time on the RHS, displays small pop up at the bottom of the screen to view the flight details.
- 3 Could make better use of space - flight details seem cramped.

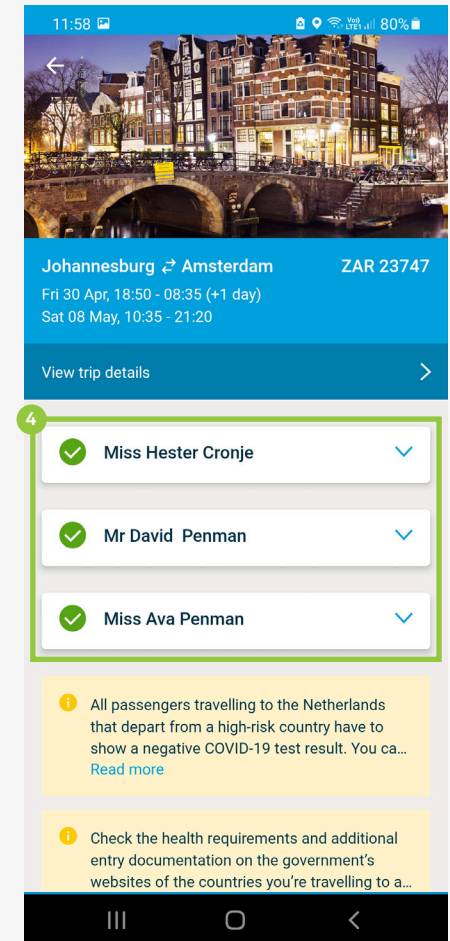
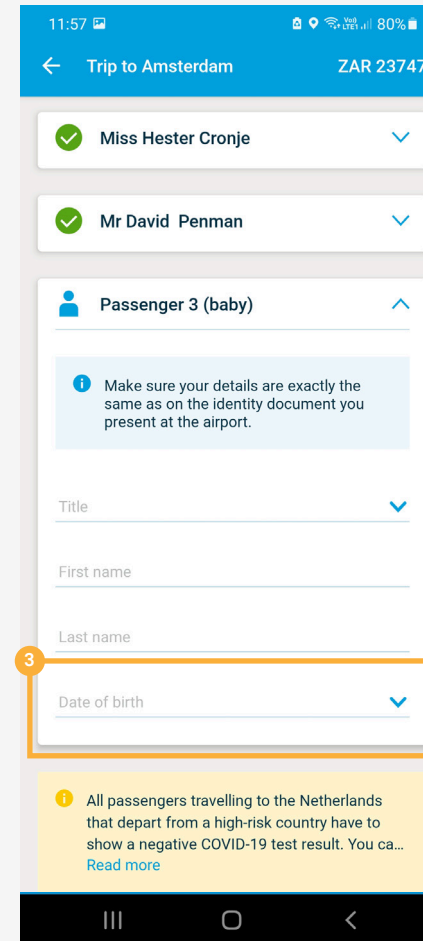
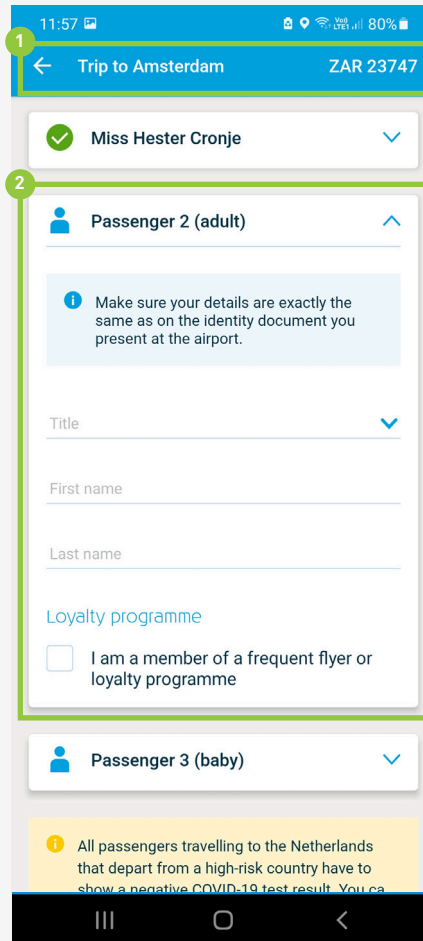


Airline 2



Entering Details

- 1 Great use of heading space to keep user informed of process and price.
- 2 Clean, simple and concise form for passenger info.
- 3 Could give more info as to why the birth date is required for this (underage) passenger.
- 4 Effective use of tabs to break down multiple passengers' info.



Airline 2



Adding Extras

- 1 Ability to skip extra options, although subtle - possibly to discourage users from skipping.
- 2 Enticing heading and clear breakdown of available extras.
- 3 Effective way of displaying more info on selected seats, as well as giving user other options.
- 4 Compact, yet informative summary of what user will be paying for as well as payment options available.

