AerLingus

Competitive Benchmark
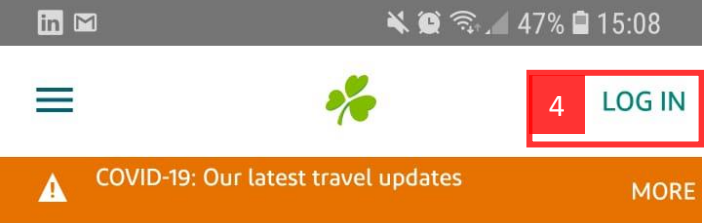
Frontpage

1. Button for booking flights

    + Easily identifiable

    + Accessible without having to login

    ? Located at the bottom of the screen. Convenient to press, however the user will usually start looking from the top of the screen, meaning they momentarily will worry its not there.

    - Text size is the same as some other buttons on the screen. Maybe text size could be bigger, so that the user looks at it first?

    Conclusion: Put the button at the bottom of the screen, but the text bigger.

2. Check In and Boarding Pass

    + Easily identifiable.

    + Located close to the bottom of the screen, easy to access.

3. Advertisement for club membership

    - Takes too much screen space. Not practical. The space is not used efficiently to convey the message.

4. Log In

    + All the core functionality is accessible without login. This is very important for new users who just want to check flights and don't yet know if they will do any business with this airline.
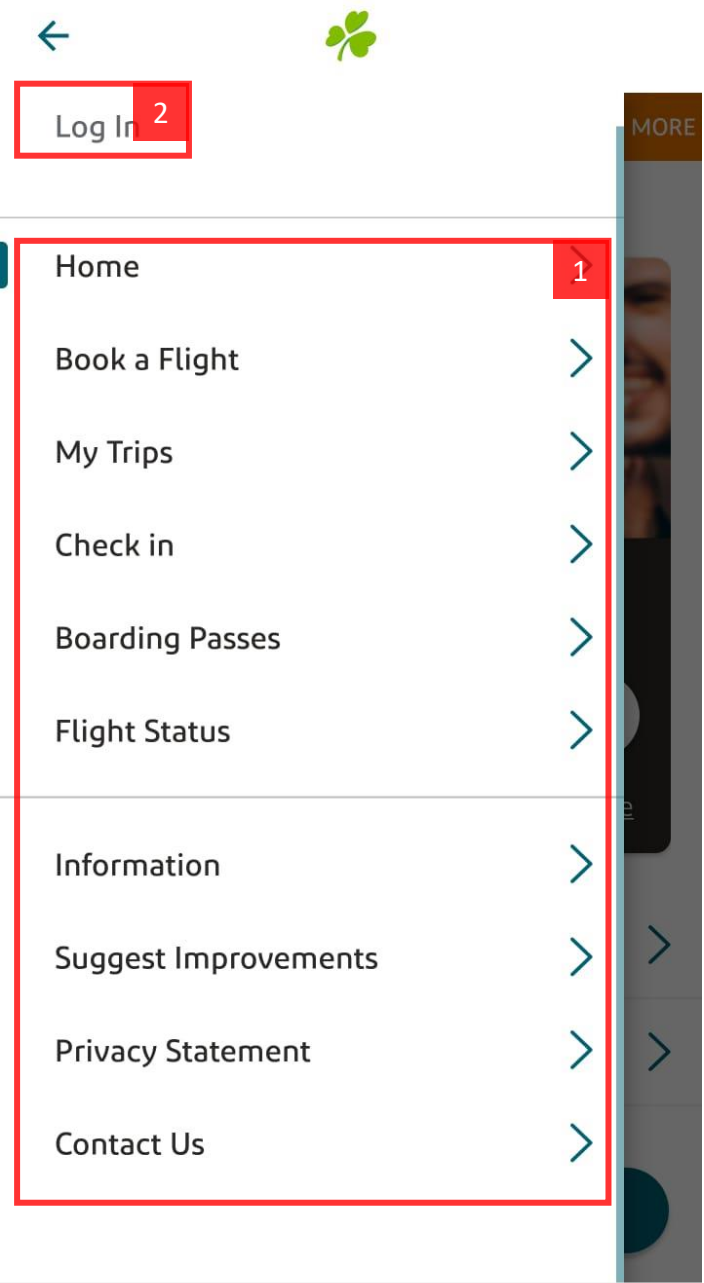
Menu

1. Menu items
   + The menu offers shortcuts to all the main functions
   - 10 similar looking menu items is a bit hard to navigate

2. Login
   + possible to login from the menu too

Flight Search

1. **Return/One Way**

   - There is no clear justification why journey type selection looks like switching between tabs, considering tabs are almost the same visually and functionally.

2. **From**

   + Pre-fills the field with user's closest airport.

   + Top of the dropdown list contains other nearest airports.

   What about user's frequently used airports?

3. **Number of passengers**

   + Has a default value (1 adult)

   - Doesn't clearly communicate current selection. For example if user selects one adult and one child, this screen simply shows 2 passengers.

4. **Saved Searches**

   + Very useful function

   + This is a good place to place it

   - Design assumes most saved searches that exist at the same time will have different destinations. This will need to be researched. I think users are more likely to have multiple saved searches to the same destination but on different dates. Meaning the picture part is useless functionally and therefore 2/3 of the tile is misused.
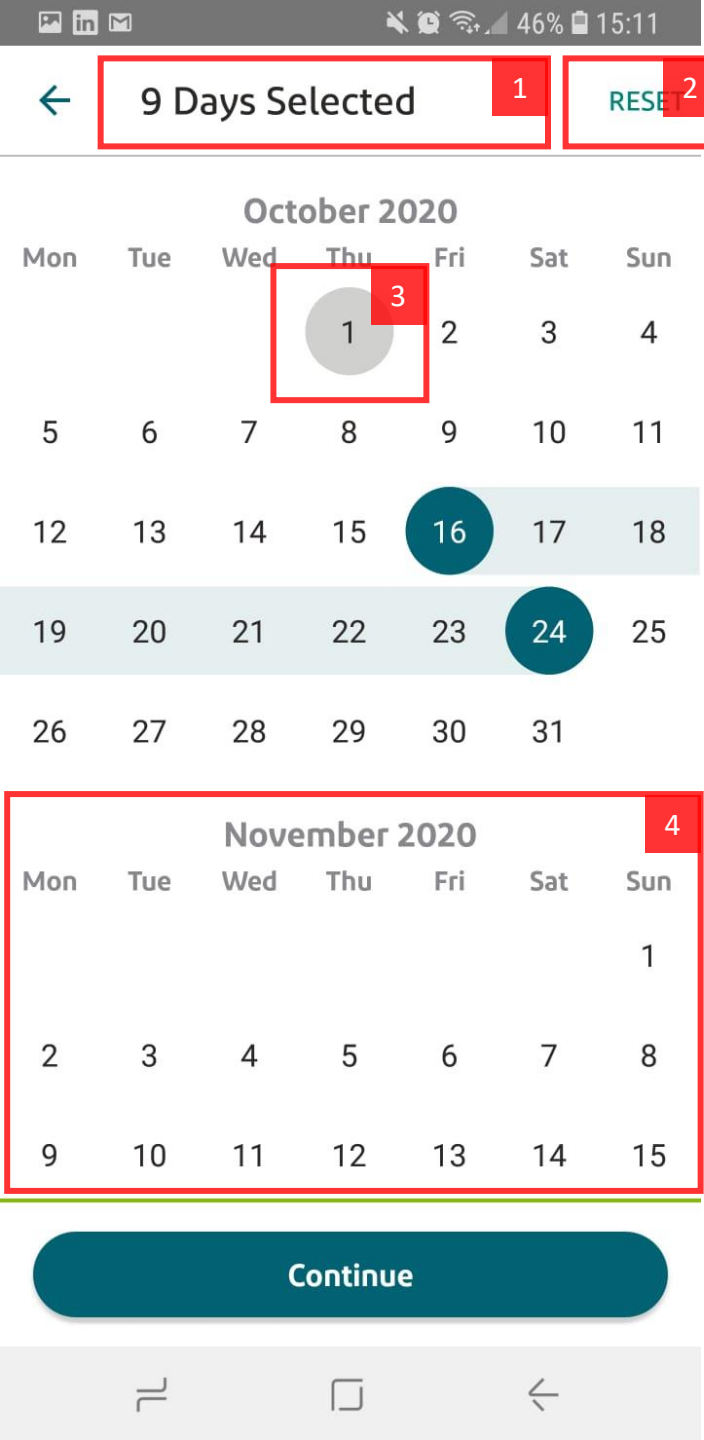
   - Formatting of the dates makes it difficult to identify dates at a glance and compare. Should be more structured.

   If the picture was removed, it could contain other useful information such as the number of days.
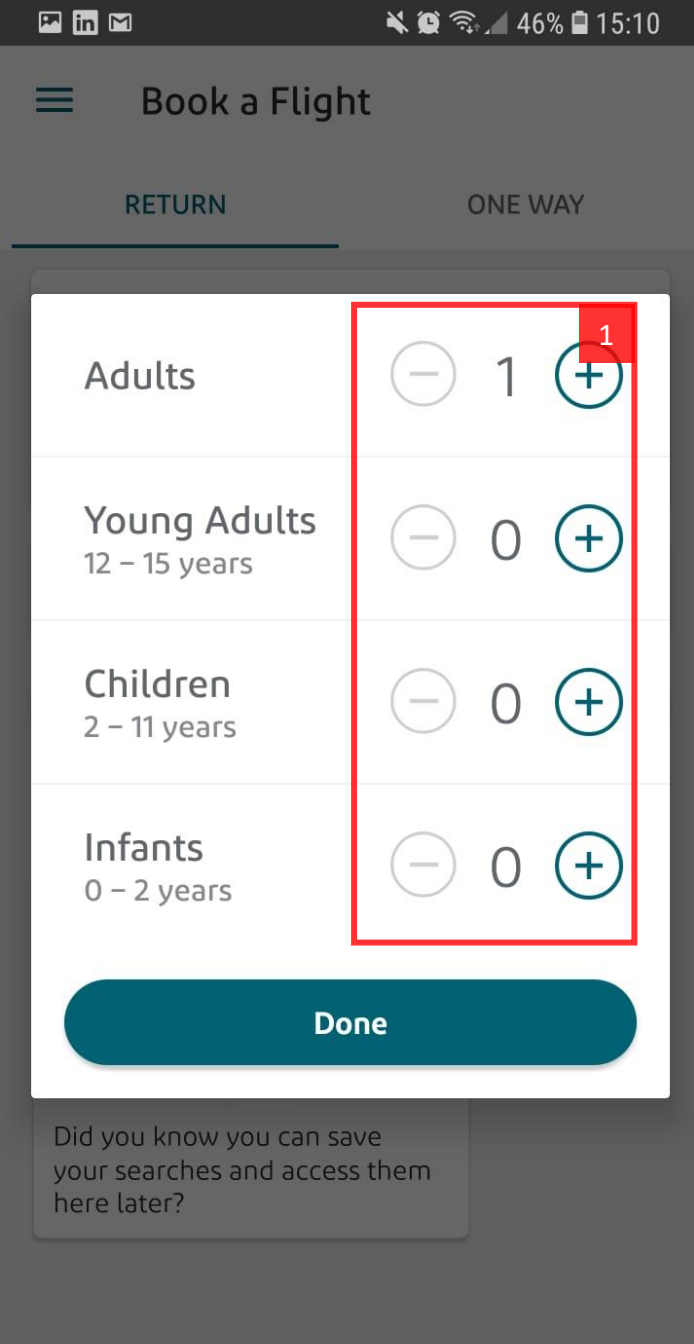
Number of Passengers

1. Change number
   + Good choice of controls
   + Defaults to one adult when everything is set to zero

Number of Passengers

1. Number of days
   + Very useful
   - Could be difficult to notice.

2. Reset
   + Given how awkward adjusting the two dates can be, this is very useful to have

3. Current Date
   + Useful reference point

4. Calendar navigation
   + User can just scroll down to reveal future months. Very convenient design. Both space-efficient and easy to use.
   - Dates that do not have available flights are not greyed out.

Number of Passengers

1. **Flight availability**

   - Doesn't make distinction between fully booked flights days when there are no flights. This information is important to customers because it can help customers learn what mistake they made. Either they tried to book too late. Or there was no way to fly on this day to begin with.

2. **Finding available flights**

   - If there are few flights or the chosen dates are sold out it can take user a long time to find the nearest available flight. The horizontally scrolling panel with dates at the top is very uncomfortable for that. This is frustrating and can make user question if there are any flights at all. Given there is a lot of free space this screen could benefit from shortcut to two closest available dates.
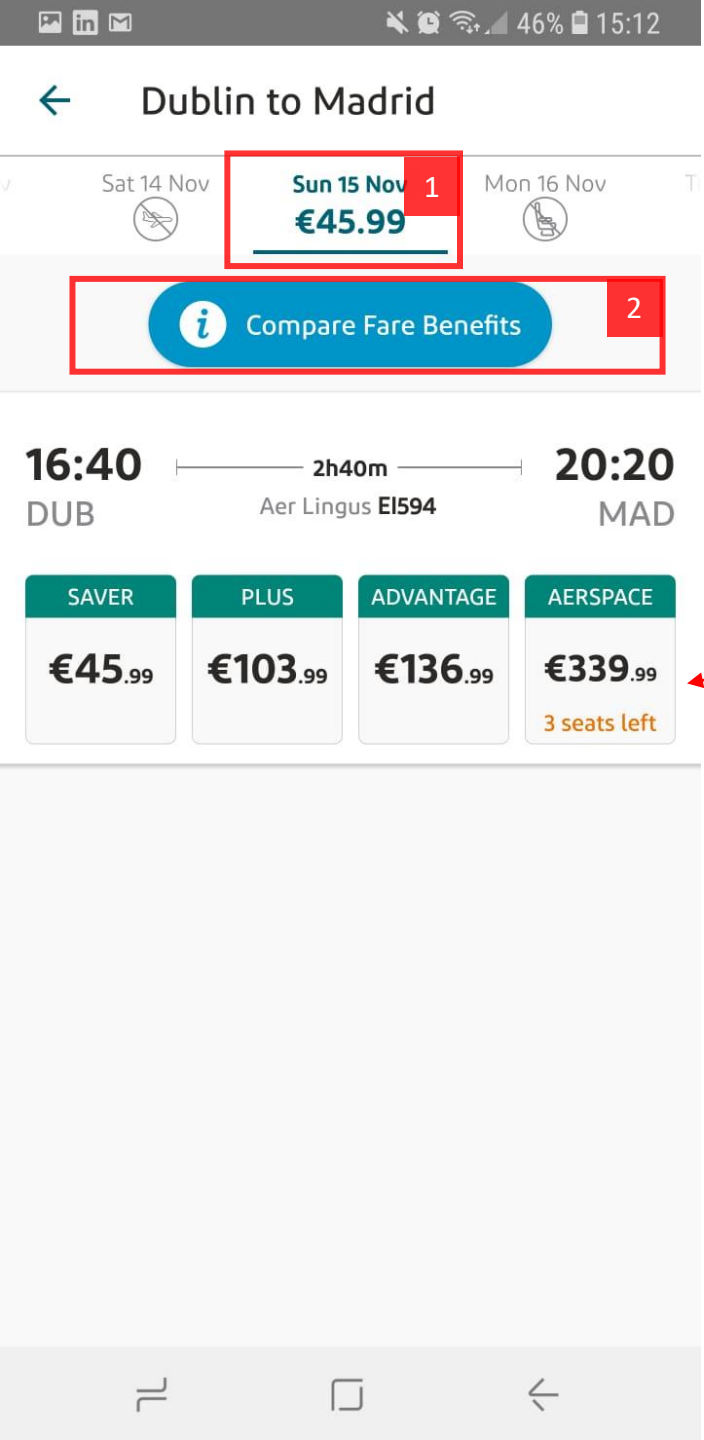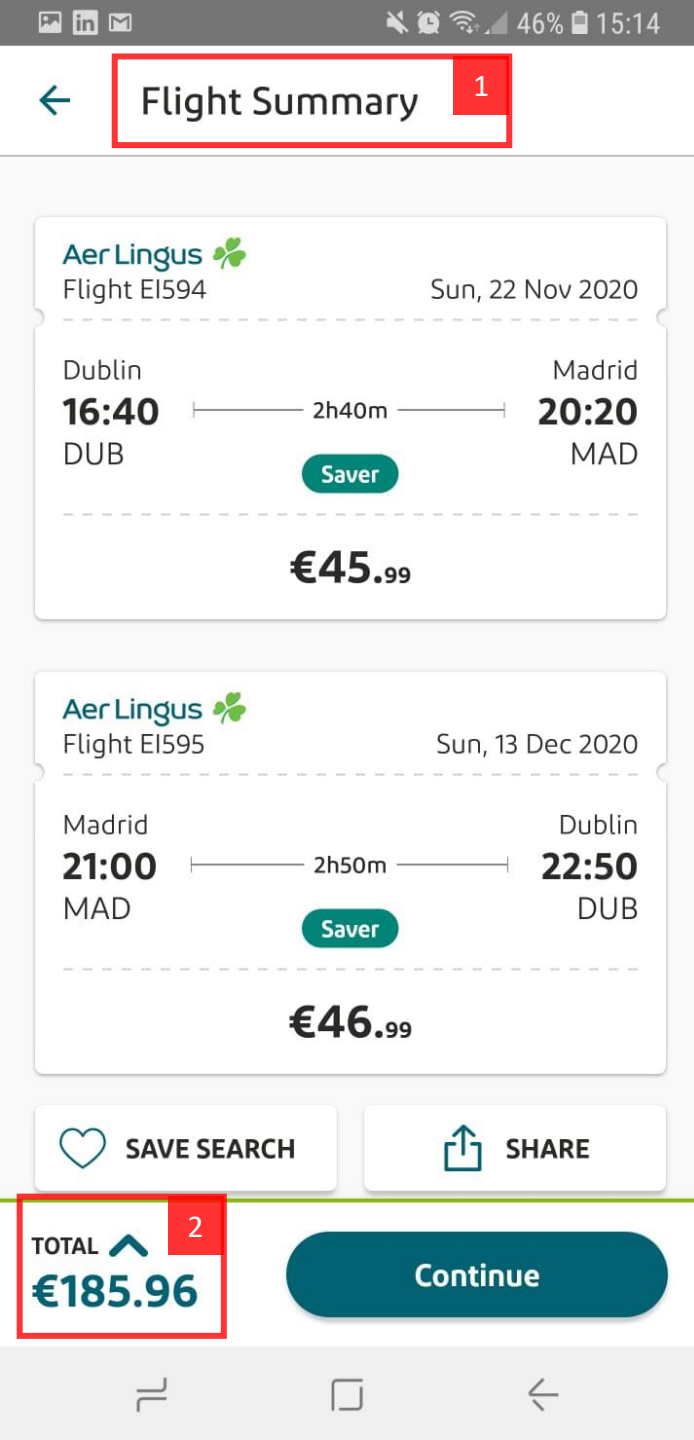
Number of Passengers

1. Date and price

    \+ Lets users compare cheapest tickets prices for each day

    \- Usually flight cost correlates with how convenient departure/arrival times are. It is not possible to tell from this tile alone whether the cheapest price is for a time that in unacceptable for the user. There are no controls to set desirable time of day.

2. Compare Fare Benefits

    \+ Leads to a page with well-structured comparison

    \- The way the button is placed, it is not clear that it applies to the **fare types**. Perhaps it can be placed elsewhere?
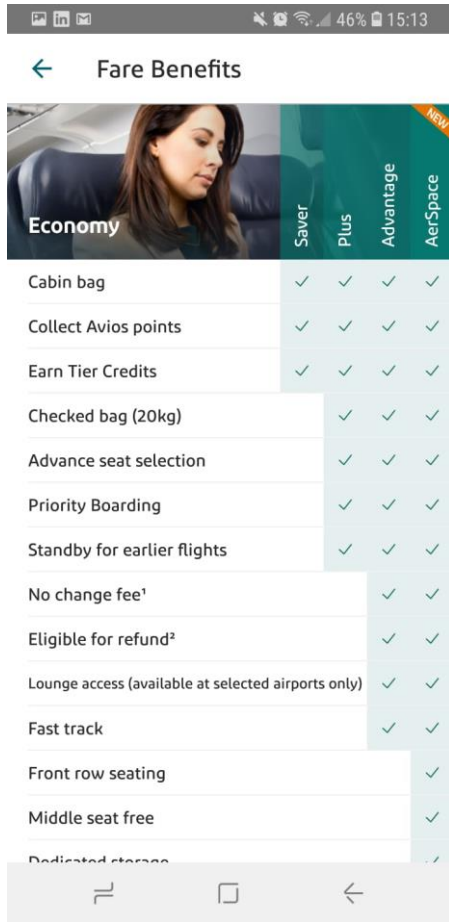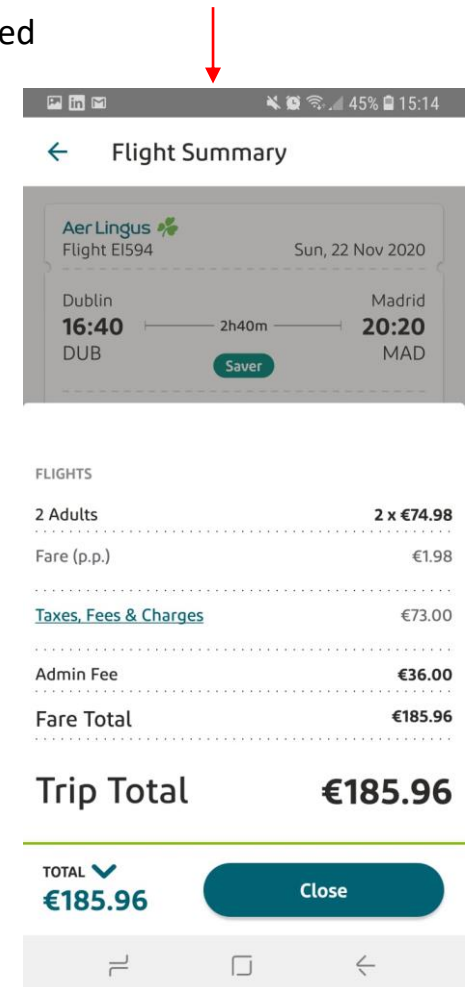
Number of Passengers

1. **Flight Summary**

   - How many days there are between the two flights could be a useful addition to this screen.

2. **Total**

   - It is not clear that the arrow means the total is clickable revealing total price breakdown

   - 45.99 + 46.00 is not 185.99. Since additional charges are not displayed until the user clicks the total, the user may feel that they are intentionally hidden or puzzled why the price doesn't add up. It would be better to display additional charges at the bottom after all the tickets for clarity and transparency.

Number of Passengers

1. Passenger selection

    + This is correct use of tabs. As opposed to slide 4.

2. Program

    + Remembers and automatically fills FFN and program.

    - It is not explained what a program is. No apparent way to join one from this screen.

3. Email Address

    - Why is this section called "email address", when it's about signing up for a newsletter?

    - Tick to opt out is a terrible practice that diminishes trust in the product.

    - It even says "you will need to keep clicking here if you want to remain opted out". Simply insulting.
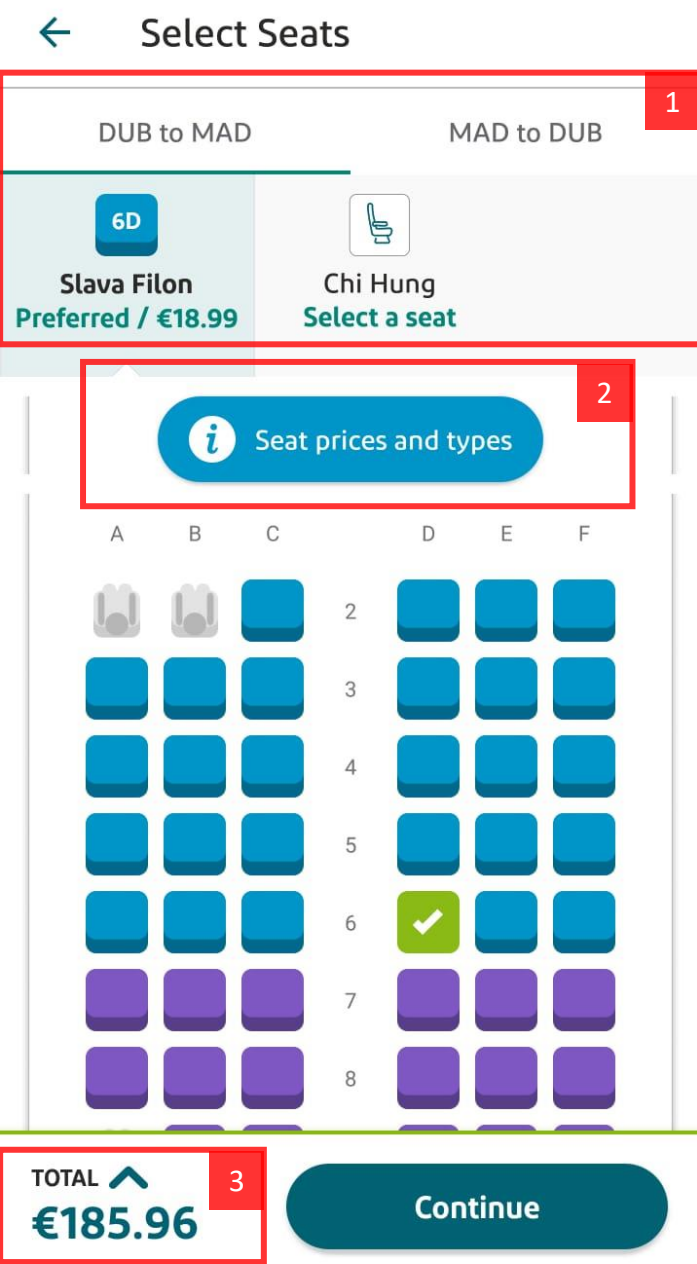
Number of Passengers

1. Flight and Passenger selection

   + Good use of hierarchy. First we select flight and for each flight we select a passenger and find a seat for them. Interface scales well both for the number of flights and number of passengers.

   - Not clear what "Preferred" means.

2. Prices

   - User has to open a new window to view pricing. Perhaps this information could fit on this screen instead?

3. Total

   - Total doesn't update as users select seats. It will only update once we reach the next screen. Suppose users have a set budget of 200 euro. This interface forces them to make calculations in their head to check if selected seats fit within the budget. Would be better if it updated dynamically.