Finnair

Competitive Benchmark
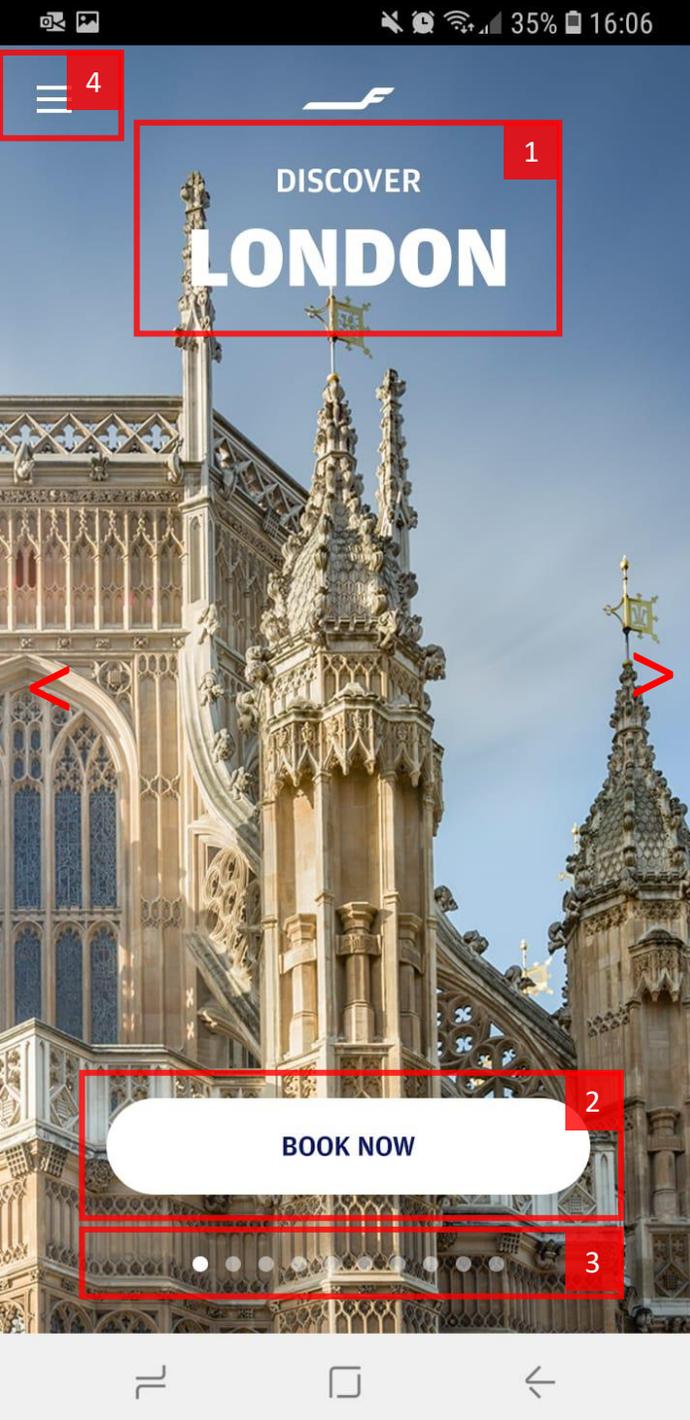
Frontpage

1. **Main text**

   - It is very confusing to see Discover London as the main text on the page. Did I open Finnair app or is this some kind of Discover London app that I launched by mistake.

2. **Book Now button**

   - It is strange to ask the user to click "Book Now" without telling them the price first at least.

   - Why specifically London? Do they have a special offer for London? If so, how much am I saving? Do they only have flights to London?

   - If I want to book a flight to a different city should click book now and just change destination? Will I be able to?

3. **Dots**

   - The dots are not prominent enough. I only noticed them after a few visits. Until then I didn't know I can scroll left. It would help to put arrows to the left and right of the centre of the screen as shown.

4. **Menu**

   - All the main functionality is hidden inside the menu. The menu button is very small and located at the top of the screen, making it difficult to click. See the next page.
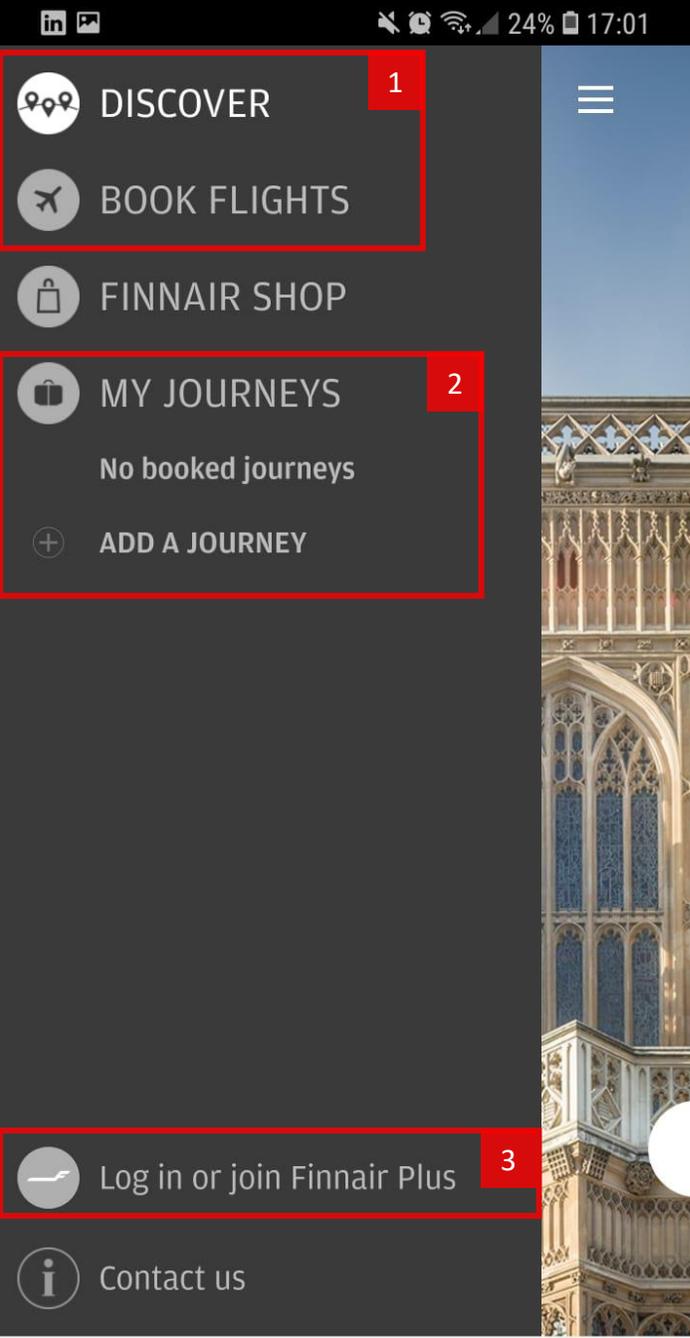
Menu

1. Discover and Book Flight

   - What is the difference between the two? Turns out Discover is the front page.

2. My Journeys

   ? Is this where check in and boarding passes are going to appear?

   ? Sorting by journey rather than by action can be useful when user has many journeys. Most users have only one journey at one time, so this structure will be inconvenient for most users. It is a good idea for business flyers perhaps.

3. Login

   + Nothing major appears to be gated behind login.
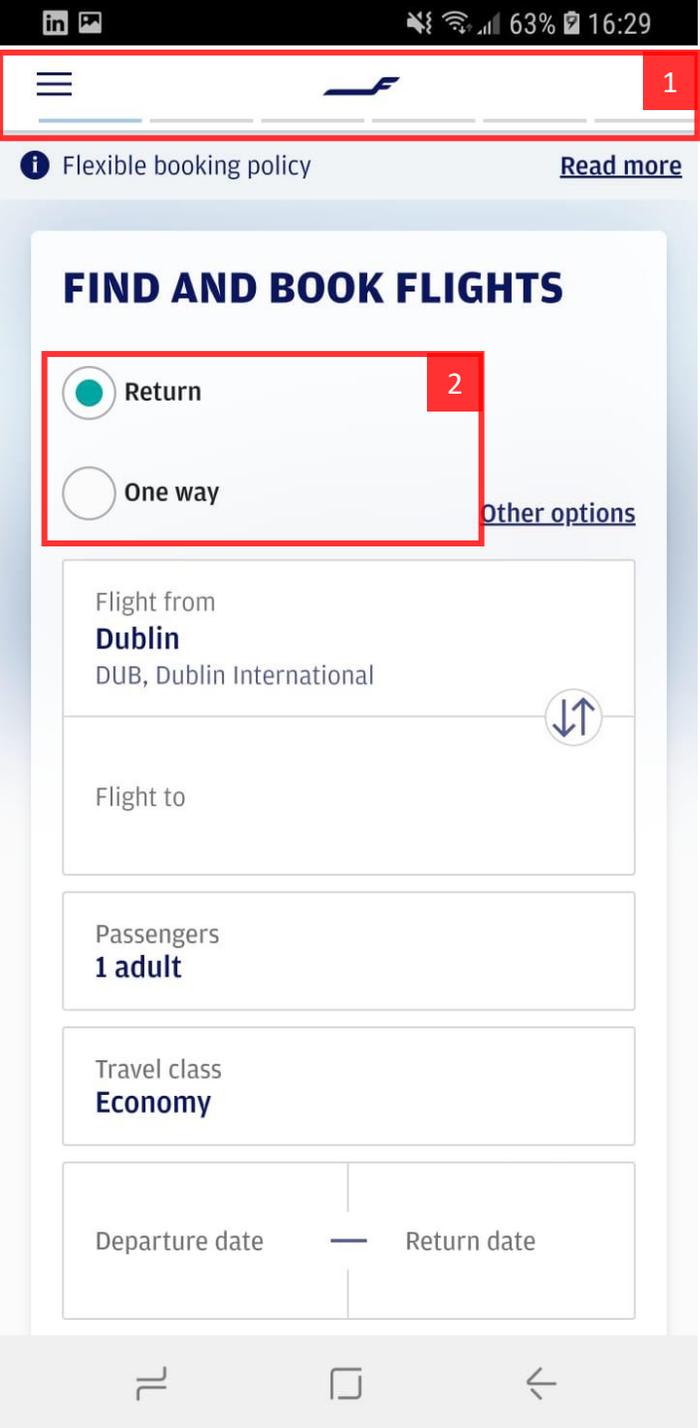
Flight Search

1. Progress Bar

    + Shows how far the user is from completing the process

    + The menu button allows user to access other functions without having to click back all the way. They can then come back and resume the buying process, the app will remember.

    - Not visible on all screens, making it less reliable in user's eyes.

2. Ticket Type

    - Inefficient use of space. Could occupy only one line.

Date Selection

1. Dates

   - Redundant information, already visible on the calendar

   - Number of days not shown

2. Calendar

   ? Because the date is 5 October , 1-4 October are not available. Here they are simply not shown, rather than greyed out. Looks strange.

   - Ticket availability or prices not shown.

Date Selection (2)

1. **Flight icons**

   - The icons are too abstract. It is not clear that the top icon is the first flight and the bottom icon is the flight back.

2. **Price grid**

   + Great solution for showing the lowest price for each date combination

   - Not very flexible. Allows user to adjust the date only by 3 days in each direction.
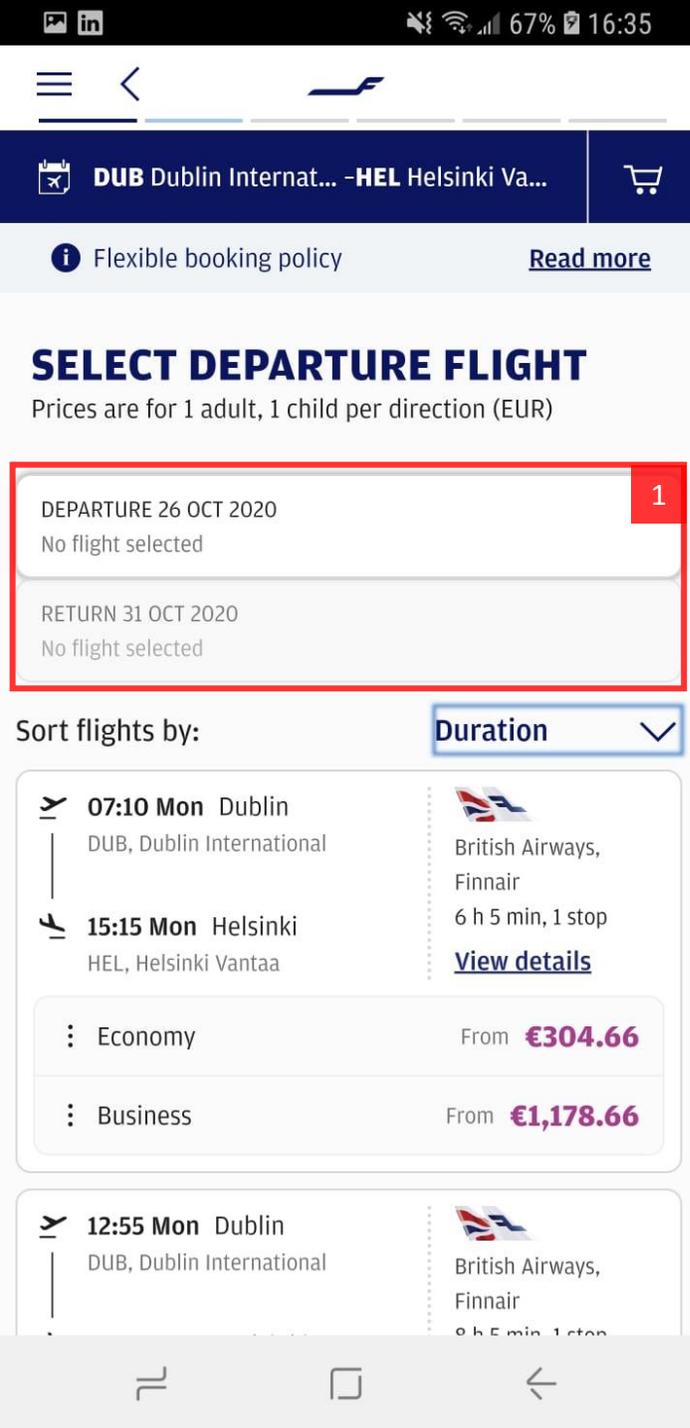
Ticket Selection

1. **Dates**

   - Inefficient use of space

   This screen is very busy. Hierarch y is not clear. Select a ticket and ticket type results in scrolling down: ⟶

2. **Scroll Arrow**

   + Good visual clue.

Looks ok

DUB Dublin Internat... -HEL Helsinki Va...
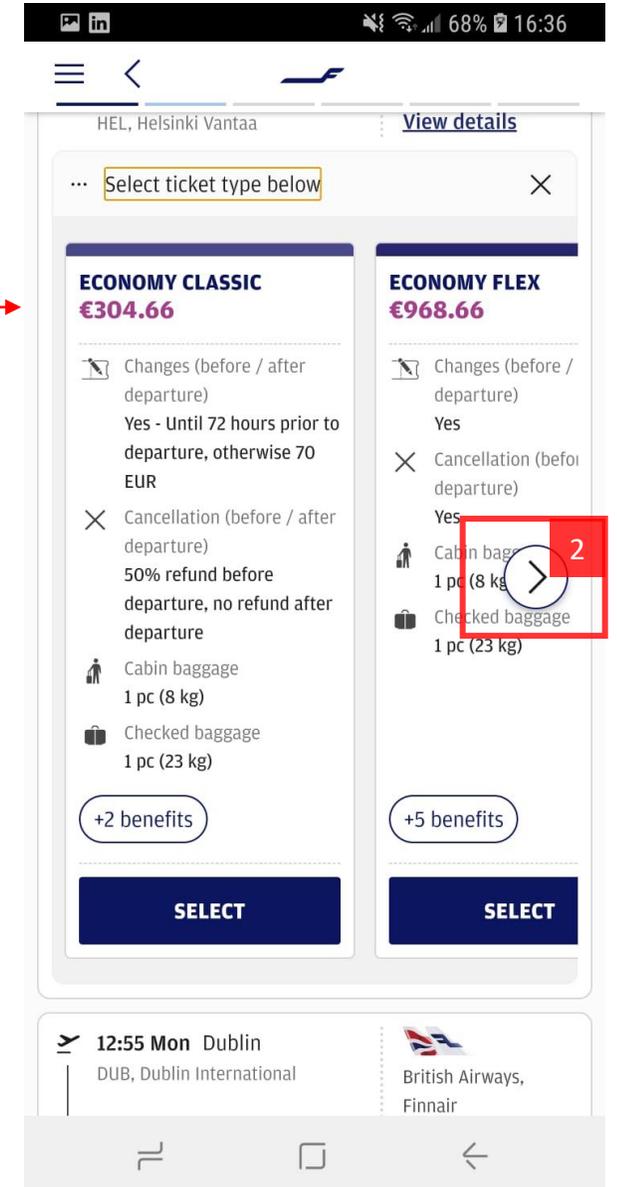
ⓘ Flexible booking policy   Read more

REVIEW YOUR FLIGHTS

DEPARTURE 26 OCT 2020   Economy Classic

07:10 Mon Dublin
DUB, Dublin International

15:15 Mon Helsinki
HEL, Helsinki Vantaa

British Airways, Finnair
6 h 5 min, 1 stop
View details

MODIFY

RETURN 31 OCT 2020   Economy Light

16:00 Sat Helsinki
HEL, Helsinki Vantaa

17:20 Sat Dublin
DUB, Dublin International

Norra
3 h 20 min, direct
View details

MODIFY

CHANGE AND CANCELLATION POLICIES

Changes (before / after departure)

DUB-HEL (Economy Classic)
Yes - Until 72 hours prior to departure, otherwise 70 EUR

HEL-DUB (Economy Light)
Yes - Until 72 hours prior to departure, otherwise not permitted

Cancellation (before / after departure)

No

If you select different ticket types for your outbound and inbound flights, the cancellation policy of the more

Total price: **€583.52**

CONTINUE

Passenger Details

1. Passenger Form

    + Possible to enter everyone's details on the same screen

2. Date of Birth

    - Terrible Date input:
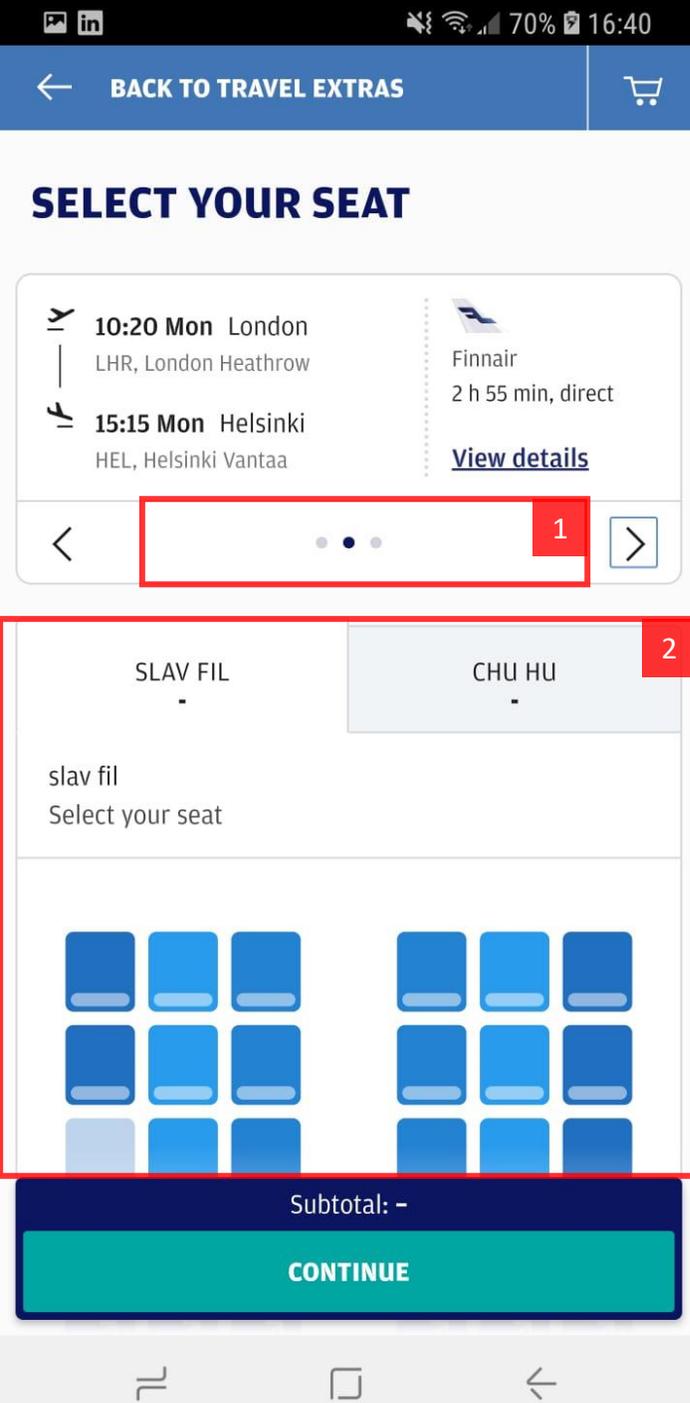
Seat Selection

1. Flight selection

   - There are 3 dots and only 2 flights.

2. Seat Selection

   - This screen is poorly designed. Involves a lot of scrolling. For example need to scroll back to the top to select the next person.

   - Seats have slightly different colour with no explanation. Actually seats with different colour can have the same price.

   - Impossible to see price without **clicking** a seat: