

MODULE 2 USER EXPERIENCE: PROJECT 1 COMPETITIVE BENCHMARKING

Submitted by **Chetna McGuinness**



Tasks

Identify four websites. Three of the websites or apps should be airlines. You are welcome to include one wildcard but it should be travel related, such as a travel aggregator or hotel

Review each website and app. Take screenshots and paste them into your benchmark document. That is, use plenty of screenshots with some commentary to explain what's happening in each screenshot and what's noteworthy about it

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 that we should emulate

Evaluate

Home

Search and Select

Booking

Payment

 Good  Expected  Frustrating  Common feature

Care studies





The Norwegian story began over 27 years ago - They were founded in 1993 but only began operating as a low-cost carrier with bigger Boeing 737 aircraft in 2002.

There core values have remained the same since the beginning - to **offer affordable fares** for all and to allow **customers to travel the smart way** by offering value and choice throughout their journey.

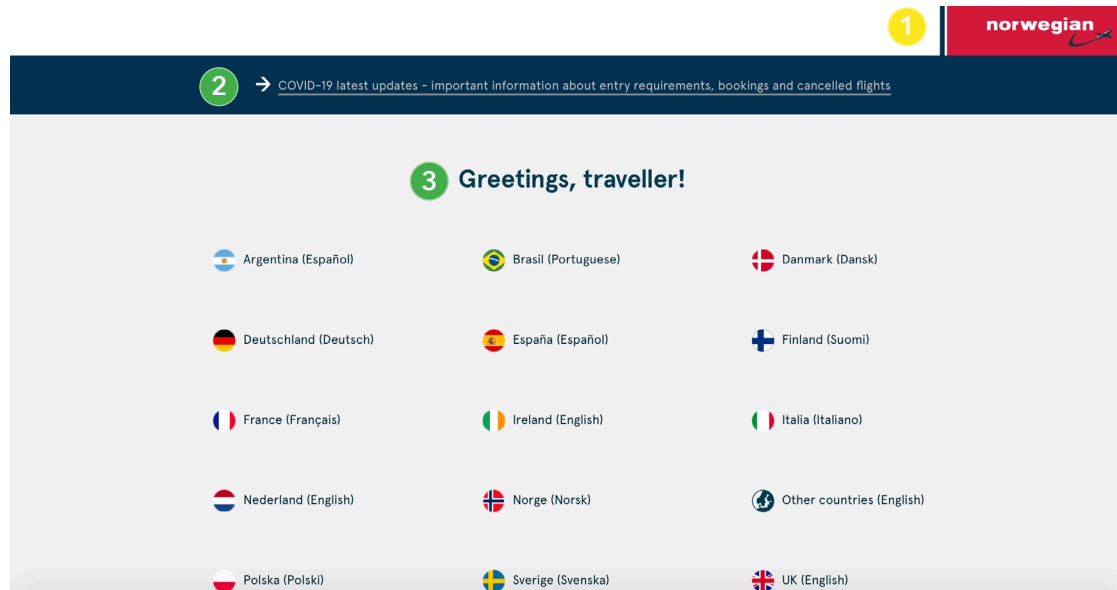
With an average fleet age of just 4.6 years, Norwegian has one of the youngest and **fuel-efficient fleets** in the world.

The Norwegian brand expanded across the globe as the airline launched short haul services across Europe and then entered the long haul sector serving the US, Asia and South America.

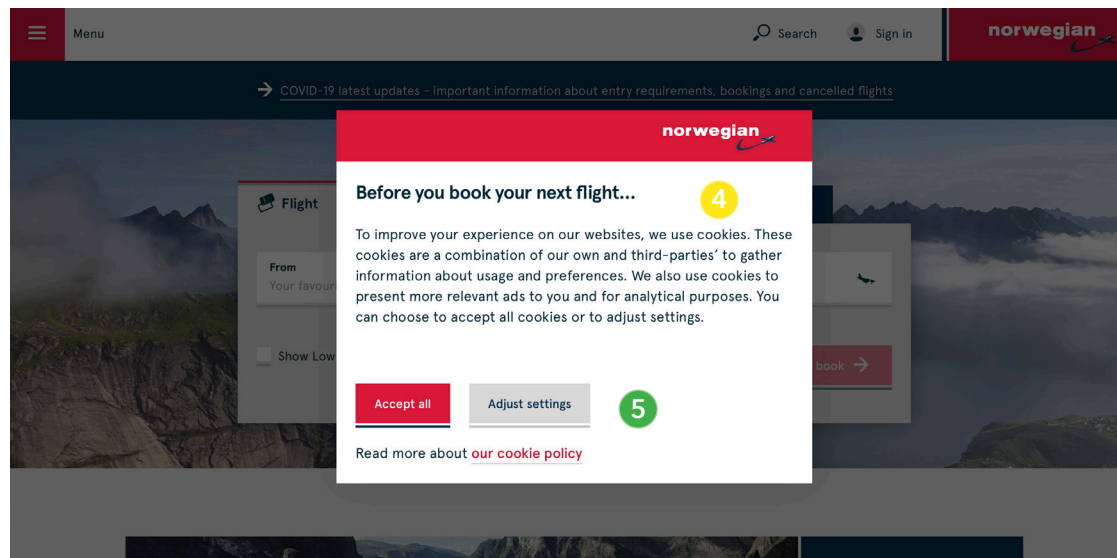
Fun Fact

Their aircraft are referred to as "Red Nose" because the front (the "nose") is painted red

Norwegian air >> Homepage



- 1 Site ID; logo, is set in the top right of the banner which is not a common place for it. I did look for it on the left before I noticed it.
- 2 COVID 19 banner is dominant at the top but not to big to scare. They have used an arrow and underline to show a link. This makes the user feel confident the airline is aware of the current regulations and restrictions
- 3 Conversational language - which is a nice. This screen take you to your language preference.
- 4 Dialogue box to confirm cookies and forthcoming with potential ads.
- 5 "Accept all" box has been hight lighted in red to draw the eye. The alternative is to adjust setting which give the user some level of control.



Norwegian air >> Homepage



6 The top level of the site is made up of the site ID, Utilities (including Search and Sign In) and a hamburger Menu option.

7 The search panel is simple and easy to use. Give you the option to add Hotels to Flight or look for Car Rentals, Hotels or review Rewards. Easy to identify with tab layout. Tab is highlighted with a different colour and red line to show which tab you are on.

8 The Flights panel only allows you to selection From and To destinations.

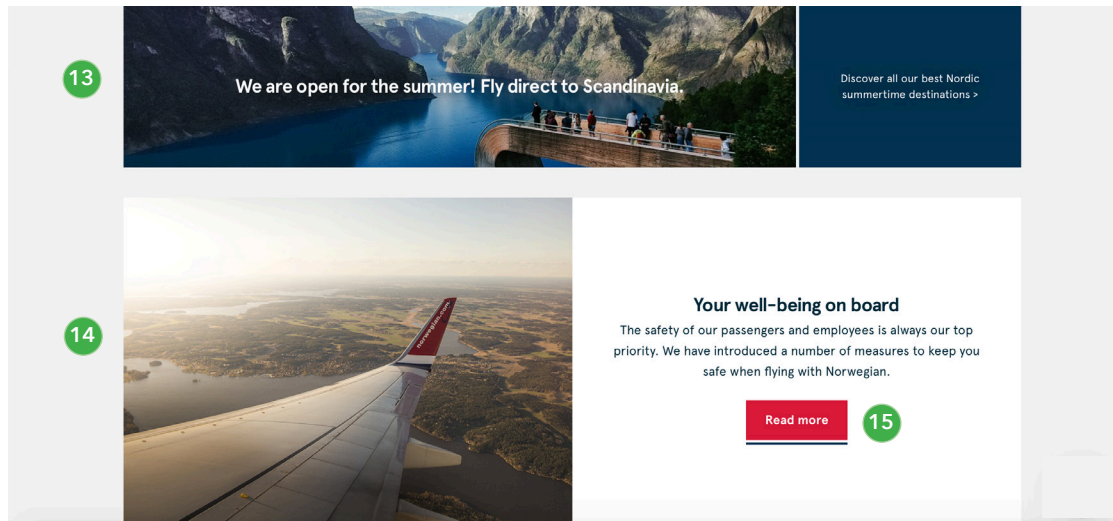
9 Dates, Passengers and Single/Return are missing. Crucial information to the search which would impact results/cost.

10 More details for search available in Flight/Hotel tab

11 Nice explanation of Reward benefit with option to Join and Log In.

12 Exactly the same wording, on benefits, nothing new to add.

13 Options to Log In available on next page if you accidentally click on Join. With options to See Password and Recover Log In.



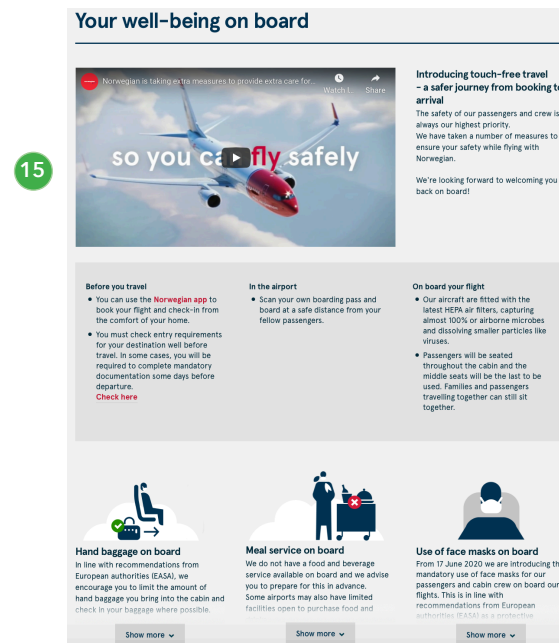
- 13 Feature to show flight destinations, take you to a nice list page showing flight prices:

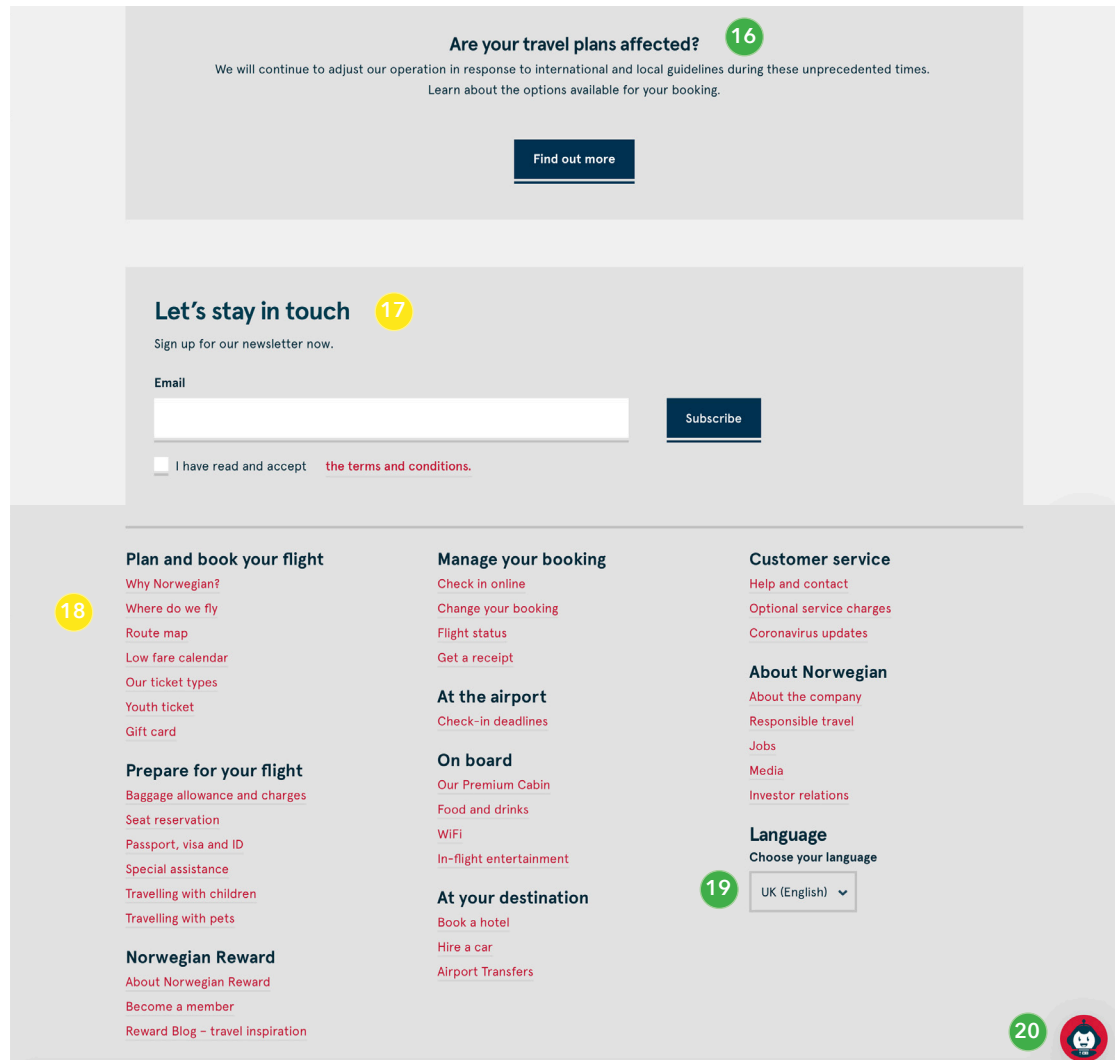
Flights from Oslo-Gardermoen: 49 destinations

	Jul	Aug
Aalborg Denmark	141.89	108.99
Ålesund Norway	44.11	80.09
Algarve-Faro Portugal	155.24	88.31
Alicante Spain	114.11	61.58
Alta Norway	85.23	85.23

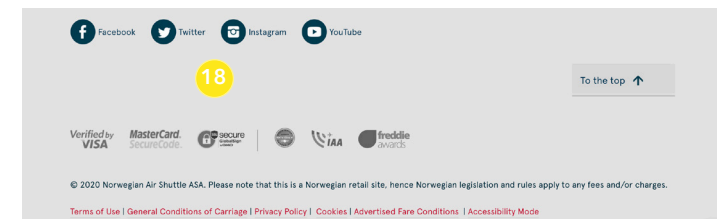
- 14 Nice imagery used, reflective of their brand.

- 15 Important 'Safety on board' feature which demonstrates the airlines awareness of current issues and their commitment to passenger well-being. The 'Read More' page shows a video, 'touch free' travel and safety measure they have out in place.





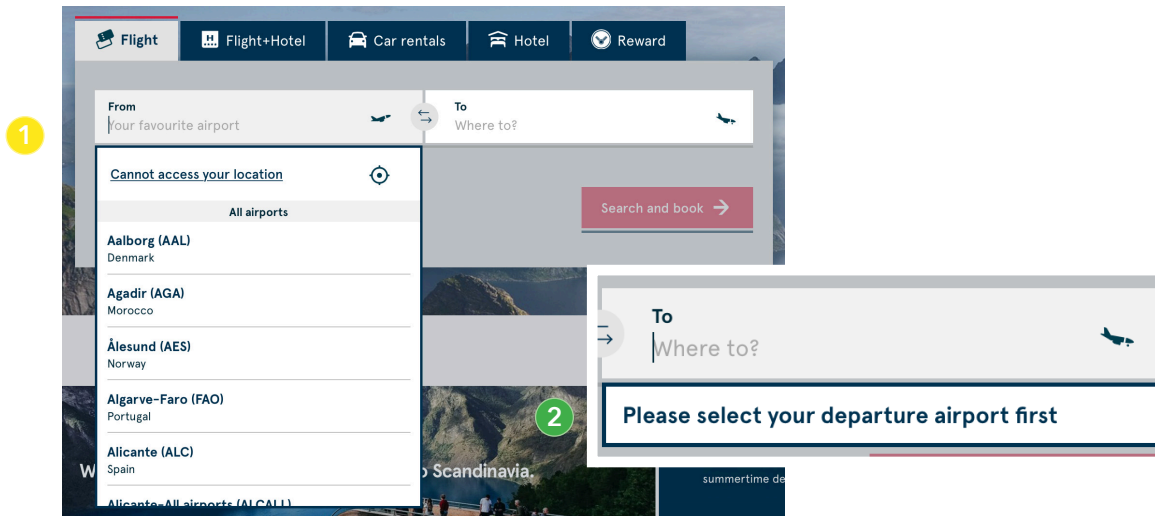
- 16** Another Pandemic feature to support users with any travels issues or queries they may have. Friendly language used which feels supportive.
- 17** Option to subscribe to newsletters. Simple form to complete. T&C have been highlighted in red to draw users attention.
- 18** List of utilities available at the bottom of the page. They have been grouped to make it easier to scroll through.
- 19** Option to change language, which is a nice feature.
- 18** Final features include a list of payment and industry kitemarks, social media links and T&C's. The 'To the Top' button is a nice touch.



- 20** Chatbot - this little helper is available on all pages. He is not intrusive, but has a little 'dance' (animates) to remind you it is there when you first land on the page.

Overall the homepage is clean and professional. Not fussy at all, making you feel confident with the product they are selling. Even though it is a Low Cost offering, it does not feel cheap at all.

Norwegian air >> Search and Select



1 When selecting a Departure airport, you are provided with drop down list, including a 'use current location' option.

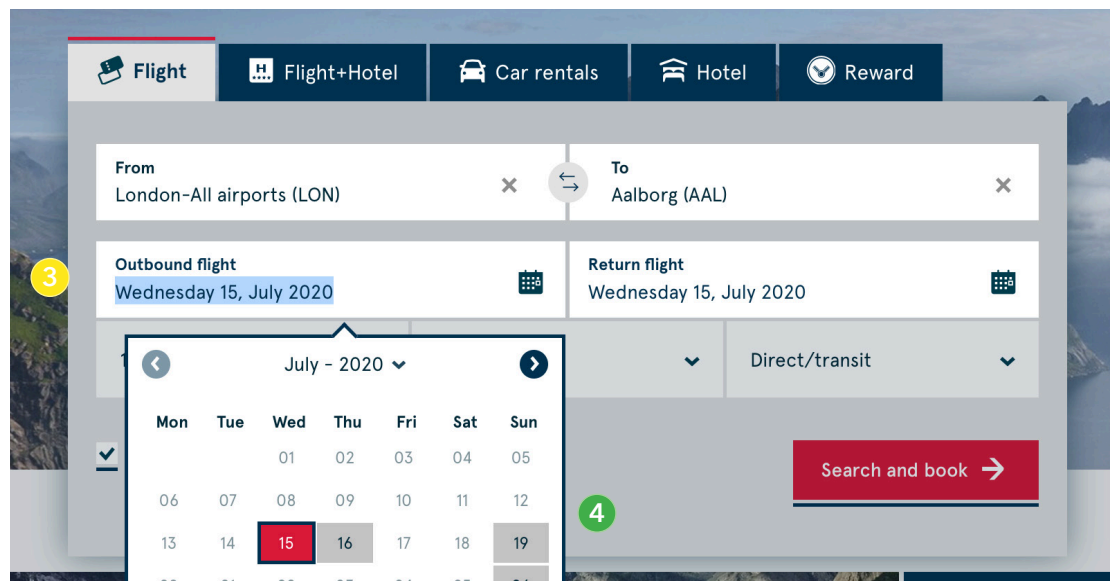
2 If you don't select a Departure you are prompted when selecting the 'To' field.

Once you have picked a Departure Airport the To field is filtered to only show destinations available.

3 Dates, Passengers and Single/Return fields appear once the destinations have been added. All on the same page. Surprisingly nice but the lack of fields did alarm me at the start.

4 Dates only show when flights are available, highlighted with a grey box. Dates chosen with a red box. Once selected the calendar automatically opens for the Return date and then number of passengers and so on. Nice and effortless.

You can tab through too.



Norwegian air >> Search and Select

Flight Flight+Hotel Car rentals Hotel Reward

From London-All airports (LON) To Aalborg (AAL)

Outbound flight Wednesday 15, July 2020 Return flight Wednesday 15, July 2020

4 travellers One-way Direct/transit

Show Low Fare Calendar

Round trip One-way

Search and book

11 Fly to Barcelona

From London-All airports (LON) To Barcelona (BCN) 1 traveller Round trip Direct/transit

We could not find any outbound flights in July. Please try a different month.
We could not find any return flights in July. Please try a different month.

Outbound Return

July - 2020 July - 2020

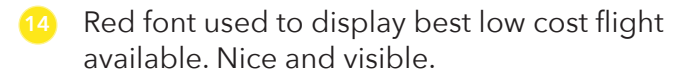
Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun

- 5 Does not ask for children's age at this stage.
- 6 If you select 'One Way' at this point, your return date is greyed out. Nice touch.
- 7 'Transit' is an odd word to use here. Its common in the industry and passengers would use it during travel but its odd to see it here. Most of the airlines language here has been 'people friendly' this feels like industry jargon.

[Note: I changed the location as no flights were available.]

- 8 Prompt box to let you know no flights available.
- 9 Rather than starting your search again, the user is given a calendar to scroll to find new dates to suit.
- 10 You do have to scroll through the month to find the next flight available. Would it not b easier just to take you to the month with available flights? With a prompt box with an explanation.
- 11 Reconfirms destination of travel.

- 12 Direct/Transit
Little directional icons  to indicate this is a 'Transit' flight. This is clearly displayed.
- 13 Direct only
Surprisingly the 'Direct Only' icon is not used here. I'm not sure its required but is not consistent.



15 Oddly, if you select a Transit flight which only has Direct options, the page refreshes to show Direct only costs. This make you wonder why the airlines chooses to show the Transit option when its not a possibility.

Norwegian air >> Search and Select

Fly to Barcelona

16 From Your favourite airport To Where to? 1 traveller Round trip Direct only

Outbound

November - 2020

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1. 160.50
2. 160.50	3. 160.50	4. 160.50	5. 160.50	6. 160.50	7. 160.50	8. 160.50
9. 160.50	10. 160.50	11. 160.50	12. 160.50	13. 160.50	14. 160.50	15. 160.50
16. 160.50	17. 160.50	18. 160.50	19. 160.50	20. 160.50	21. 160.50	22. 160.50
23. 160.50	24. 160.50	25. 160.50	26. 160.50	27. 160.50	28. 160.50	29. 160.50
30. 160.50						

Return

November - 2020

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1. 159.30
2. 159.30	3. 159.30	4. 159.30	5. 159.30	6. 159.30	7. 159.30	8. 159.30
9. 159.30	10. 159.30	11. 159.30	12. 159.30	13. 159.30	14. 159.30	15. 159.30
16. 159.30	17. 159.30	18. 159.30	19. 159.30	20. 159.30	21. 159.30	22. 159.30
23. 159.30	24. 159.30	25. 159.30	26. 159.30	27. 159.30	28. 159.30	29. 159.30
30. 159.30						

18 Prices are in GBP | [Campaign code](#)

19 [See all our flights from London-All airports](#)

[Continue](#)

[Terms of use](#) [General Conditions of Carriage](#) [Privacy policy](#) [Cookies](#) [Advertised fare conditions](#) [Accessibility mode](#)

[To the top](#)

16 Airports selected seem to have disappeared. Concerning as you don't know what the costs reflect

17 Selected flights; Outbound and Return are clear. Contrast colour to make it obvious.

18 Option to change currency is nice and add a Campaign code (no idea what this is?)

19 You also get the option to see other destinations from your selected departure airport. Only problem is this is the only place it verifies the departure airport.

Interestingly when I changes the departure to one airport, the above problem does not exist. My original search looked for flight from All London Airports.

Fly to Barcelona

From London-Gatwick (LGW) To Barcelona (BCN) 1 traveller Round trip Direct only

Outbound

November - 2020

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1. 198.35
2. 198.35	3. 198.35	4. 198.35	5. 198.35	6. 198.35	7. 198.35	8. 198.35
9. 198.35	10. 198.35	11. 198.35	12. 198.35	13. 198.35	14. 198.35	15. 198.35
16. 198.35	17. 198.35	18. 198.35	19. 198.35	20. 198.35	21. 198.35	22. 198.35
23. 198.35	24. 198.35	25. 198.35	26. 198.35	27. 198.35	28. 198.35	29. 198.35
30. 198.35						

Return

November - 2020

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1. 192.83
2. 192.83	3. 192.83	4. 192.83	5. 192.83	6. 192.83	7. 192.83	8. 192.83
9. 192.83	10. 192.83	11. 192.83	12. 192.83	13. 192.83	14. 192.83	15. 192.83
16. 192.83	17. 192.83	18. 192.83	19. 192.83	20. 192.83	21. 192.83	22. 192.83
23. 192.83	24. 192.83	25. 192.83	26. 192.83	27. 192.83	28. 192.83	29. 192.83
30. 192.83						

Norwegian air >> Search and Select

The screenshot shows the Norwegian Air website's search and select interface. The page is annotated with numbered circles (19-25) indicating specific features and user actions:

- 19**: Site ID and Menu remain at the top of the page so you can still navigate Home.
- 20**: Flight From and To are clear, big and bold.
- 21**: The user is asked to confirm the departure which is a nice reminder when selecting multiple departure options.
- 22**: This section includes the important passenger information need to search at flight; airports, single/return, in/direct, dates, number of travellers and currency. You are also able to adjust (eg add additional passenger), which the reflects in the summary (My Travel selection)
- 23**: When you click on the 'Fly from' menu you are provide a list, grouped in country to help you select. It is also automatically the filtered to the UK options, which is what I need.
- 24**: You can also adjust the date two ways; using the scroll menu and a calendar.
- 25**: Use of 'Round trip' is confusing as Return trip is also used.

The interface includes a search bar with fields for 'Fly from', 'Fly to', 'Outbound', 'Return', 'Adults', 'Children (2-11 years)', 'Infants', and 'Currency'. A dropdown menu for 'Fly from' is open, showing a list of destinations grouped by country. The 'Outbound' and 'Return' date pickers are also visible, along with a 'Round trip' checkbox. The 'My Travel Selections' section on the right provides a summary of the selected flight, including the route, dates, and prices.

- 19 Site ID and Menu remain at the top of the page so you can still navigate Home.
- 20 Flight From and To are clear, big and bold
- 21 The user is asked to confirm the departure which is a nice reminder when selecting multiple departure options.
- 22 This section includes the important passenger information need to search at flight; airports, single/return, in/direct, dates, number of travellers and currency. You are also able to adjust (eg add additional passenger), which the reflects in the summary (My Travel selection)
- 23 When you click on the 'Fly from' menu you are provide a list, grouped in country to help you select. It is also automatically the filtered to the UK options, which is what I need.
- 24 You can also adjust the date two ways; using the scroll menu and a calendar.
- 25 Use of 'Round trip' is confusing as Return trip is also used.

Norwegian air >> Search and Select

26

Outbound: London-Gatwick - Barcelona 27 Sunday 8. Nov 2020

28 Compare fare types

29

29

LowFare

Our lowest fare type - just pay for what you need

Ticket includes:

- ✓ Undersuit bag (30x20x38 cm)
- ✓ 26% less CO₂ emissions than industry average. Read more >>

Not included:

- ✗ Overhead cabin bag (55x23x40 cm)
- ✗ Checked bag
- ✗ Refundable

30

LowFare tickets do not include an overhead cabin bag 31

Max 10 kg Can be added later

Need more? No worries, you can add extra baggage later in your booking, or upgrade to LowFare+.

32 Upgrade to LowFare+

31

32

26

My Travel Selections

Outbound

London-Gatwick - Barcelona

Sun 8. Nov 2020 20:25

Terminal: N

Flight D85503 - LowFare

Operated by Norwegian Air International

2 Adults x £160.50 £321.00

1 Child (2-11) £114.40

1 Infant £28.40

Return

Barcelona - London-Gatwick

Sun 15. Nov 2020 18:30

Terminal: 2

Flight D85502 - LowFare

Operated by Norwegian Air International

2 Adults x £99.30 £198.60

1 Child (2-11) £78.60

1 Infant £21.60

Total price incl. all taxes and surcharges £762.60

Start reservation

This ticket is non-refundable

LowFare, LowFare+ and Premium tickets are non-refundable, but can be cancelled without charge within 4 hrs of booking (24 hrs for flights to/from USA or to/from Brazil, booked up to 1 week before departure).

Read more >>

Price details

Air Transportation Charges

Base fare £613.30

Taxes, Fees and Charges £149.30

Terms

Our fares

26

27

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32

26 Flight selection is displayed in a table format. This layout makes it easier to scan the information and verify what you have selected.

27 It includes the journey, date, time/durations and fare chosen.

28 You can also see fare types to compare:

Compare fares

	LowFare	LowFare+	Premium
Undersuit bag	Free	Free	Free
Overhead cabin bag	\$	Free	Free
Checked baggage	\$	Free 1 x 23kg	Free 2 x 23kg
Seat reservation	\$	Free	Free
Fast Track	\$	\$	Free
WiFi	Free	Free	Free
Changes	\$	\$	Free
Refundable	-	-	Free

LowFare tickets do not include an overhead cabin bag

Max 10 kg Can be added later

Need more? No worries, you can add extra baggage later in your booking, or upgrade to LowFare+.

32 Upgrade to LowFare+

29 Also confirms what is included in the ticket, wifi and the airline low emission proposition.

30 I like it also tell you what is not included. Nice icons to show the positive and negative.

31 An obvious call out box to point out 'overhead cabin bag' is not included and how to add it. With a simple, effortless click. This is then reflected in the total cost.

32 Non pushy language to offer the upgrade and chance to still add later.

Norwegian air >> Search and Select

33 Return: Barcelona - London-Gatwick Sunday 15. Nov 2020

Compare fare types

Departure	Arrival	Details	LowFare	LowFare+	Flex
18:30 Barcelona	19:45 London-Gatwick	Direct Duration: 2h 15m	99.30	133.30	239.30

WiFi included (*)
26% less CO₂ emissions than industry average
Operated by Norwegian Air International

LowFare+
Our smart choice packed with value

Ticket includes:

- Underseat bag (30x20x38 cm)
- Seat reservation
- 1 checked bag (23 kg)
- Overhead cabin bag (55x23x40 cm)
- 26% less CO₂ emissions than industry average. Read more >>

Not included:

- Refundable

35 
Max 10 kg combined 23 kg

34 Good to know! Your underseat bag + overhead bag have a combined weight limit of 10 kg.

LowFare, LowFare+ and Premium tickets are non-refundable, but can be cancelled without charge within 4 hrs of booking (24 hrs for flights to/from USA or to/from Brazil, booked up to 1 week before departure).
Read more >>

Price details

Air Transportation Charges	
Base fare	£613.30
Taxes, Fees and Charges	£149.30

Terms

Our fares
Fares are subject to availability and are not guaranteed until purchase.
See fare details

Optional service charges
Additional charges for baggage and other optional services may apply.

Credit cards may attract additional fees.

- 33** The same arrangement is displayed for your return flight, here you can see where a LowFare+ has been selected.
- 34** Also a nice reminder about your luggage.
- 35** Really nice iconography used, simple and easy to read.
- 36** Accessibility option, which is great to see at this early stage in the booking. Plus a click though to find out more.
- 37** You can also view the Fare Calendar again to cross-reference fares vs dates again, as per example on page 10

<< Show previous day Show next day >>

36 ☐ I require special assistance for my flight.
Read more >>

37 Fare Calendar

Total price incl. all taxes and surcharges £762.60 Start reservation

Do you have a campaign code?

Show campaign prices

Norwegian air >> Search and Select

Outbound: London-Gatwick - Barcelona Sunday 8. Nov 2020

Compare fare types			All fares per person in GBP		
Departure	Arrival	Details	LowFare	LowFare+	Flex
20:25	23:25	Direct Duration: 2h 0m	160.50	194.50	240.50

LowFare included (*)
26% less CO₂ emissions than industry average
Operated by Norwegian Air International

LowFare
Our lowest fare type - just pay for what you need

Ticket includes:

- Underseat bag (30x20x38 cm)
- 26% less CO₂ emissions than industry average. [Read more >>](#)

Not included:

- Overhead cabin bag (55x23x40 cm)
- Checked bag
- Refundable

LowFare tickets do not include an overhead cabin bag

Max 10 kg Can be added later

Need more? No worries, you can add extra baggage later in your booking, or upgrade to LowFare+.

[Upgrade to LowFare+](#)

My Travel Selections

Outbound

London-Gatwick - Barcelona
Sun 8. Nov 2020 20:25
Terminal: N
Flight D85503 - LowFare
Operated by Norwegian Air International

2 Adults	x £160.50	£321.00
1 Child (2-11)		£114.40
1 Infant		£28.40

Return

Barcelona - London-Gatwick
Sun 15. Nov 2020 18:30
Terminal: 2
Flight D85502 - LowFare
Operated by Norwegian Air International

2 Adults	x £99.30	£198.60
1 Child (2-11)		£78.60
1 Infant		£21.60

Total price incl. all taxes and surcharges £762.60

[Start reservation](#)

38 My Travel Selections

39 Outbound

40 Terminal: N - I don't think this is a terminal at Gatwick?

41 Confirms price includes taxes and surcharges.

42 Opportunity to start reservation half way down page instead of scrolling to the bottom.

42 Ticket T&C, plus a read more* link, directly below booking link, is a good place to draw attention to it.

43 Price details also available, in a hide and show, broken down in to fare and other fees (taxes, fees, charges)

44 Terms available below, with baggage and optional services charge, including payments which may attract fees* - nice head up.

43 Price details

Air Transportation Charges

Base fare	£613.30
Taxes, Fees and Charges	£149.30

38 The Travel Selections, sits on the right hand side and provide a clear summary of the booking.

39 Positives: provide travel route, date, times, Flight number and cost is broken down for Adult, Child and Infant, grouped in Outbound and Return journeys.

Surprisingly infant age is not requested.

40 Terminal: N - I don't think this is a terminal at Gatwick?

41 Confirms price includes taxes and surcharges.

42 Opportunity to start reservation half way down page instead of scrolling to the bottom.

42 Ticket T&C, plus a read more* link, directly below booking link, is a good place to draw attention to it.

43 Price details also available, in a hide and show, broken down in to fare and other fees (taxes, fees, charges)

44 Terms available below, with baggage and optional services charge, including payments which may attract fees* - nice head up.

*Links appear in pop up windows so you are not taken away from your booking window.

Overall the page is simple grid layout, easy to read and grouped in sections to make it user friendly.

The screenshot shows the Norwegian Air booking interface. It features a top navigation bar with a menu icon, a 'Sign in' link, and the Norwegian Air logo. The main content area is divided into two columns. The left column is titled 'Log in or Create New Profile' and contains two sections: 'I wish to order and to create a new customer profile' and 'Do you have an existing profile?'. The right column is titled 'My Travel Selections' and displays flight details for an outbound journey from London to Barcelona and a return journey from Barcelona to London. The flight details include dates, times, and prices for different passenger types (Adults, Child, Infant). The bottom of the page contains a 'Terms' section with information about fares and optional service charges.

1 When you click through to Reservation you are taken to a log in page.

2 'Order' - Unusual language used here. Who orders a profile?

3 Phew - link to proceed without registering.

4 Nice summary of benefits

5 Support links to help you gain access

6 Useful link regarding cookies.

7 Nice to see the users flight details are still captured in the same place as previous, under My Travel Selection.

The screenshot shows the Norwegian Air booking interface. Annotations highlight various elements: 8 points to the main booking area; 9 points to the menu and site logo; 10 points to the 'Sign in' link; 11 points to the top alerts; 12 points to the bold text for passenger names; 13 points to the gender dropdown; 14 points to the baggage selection graphics; 15 points to the baggage rules text; 16 points to the second passenger form; and 17 points to the 'My Travel Selections' summary section on the right.

- 8 This is the booking page to enter passenger information. It has a clear grid layout to divide up the important sections to complete the form. The colours used a simple and contrasting and iconography; relevant and uncomplicated.
- 9 Again you are able to return home by clicking on the menu and Site ID; Logo
- 10 You still have the option to sign in
- 11 Two alerts at the top of the page
- 12 Bold font to call attention to passenger names
- 13 Easy to complete with a drop down list to choose from and you can add your Rewards Number.
- 14 Baggage section - the graphic reflects the baggage which is included. This is a nice touch as its visually clear. You can makes changes to you select which reflects above.
- 15 Important information regarding baggage size.
- 16 Then Infant passenger info to be added. This is underneath the first adult, assuming to link the tickets.
- 17 As per previous page all summary information is also in the My Travel Selections section. This time it includes baggage information too. If selected for Return journey it is reflected here too.

18

Passenger 3 (adult)

Credit cards may attract additional fees.

First name

Last name

Gender

Reward Number ⓘ

Date of birth

Choose -

-Day-

-Month-

-Year-

Baggage

Max 10 combined

23 kg

Max 10 kg

Add below

Outbound: LowFare+

Add hand baggage

Underseat bag ⓘ Included

Overhead cabin bag ⓘ Included

Underseat bag ⓘ Included

Overhead cabin bag ⓘ Included

Add checked baggage

1 checked bag Included

2 checked bags £41.00

Return: LowFare

Add hand baggage

Underseat bag ⓘ Included

Overhead cabin bag ⓘ £7.00

Underseat bag ⓘ Included

Overhead cabin bag ⓘ £7.00

Add checked baggage

No checked bag

1 checked bag £28.00

2 checked bags £69.00

Be sure to check your hand baggage fits before you fly! Bags that exceed our limits will be gate checked for a fee

Underseat bag: max 30×20×38 cm | Overhead cabin bag: max 55×23×40 cm

Read our full baggage rules >>

19

Passenger 4 (child 2-11 years)

First name

Last name

Gender

Reward Number ⓘ

Date of birth

Choose -

-Day-

-Month-

-Year-

Baggage

Max 10 combined

23 kg

Max 10 kg

Add below

Outbound: LowFare+

Add hand baggage

Underseat bag ⓘ Included

Overhead cabin bag ⓘ Included

Add checked baggage

1 checked bag Included

2 checked bags £41.00

Return: LowFare

Add hand baggage

Underseat bag ⓘ Included

Overhead cabin bag ⓘ £7.00

Add checked baggage

No checked bag

1 checked bag £28.00

2 checked bags £69.00

- 18 The Passenger 3 form is the same as Passenger 1. No additional surprises.
- 19 Same links and options available.
- 20 Passenger 4 is an Child, so similar to the Infant, you need to add their age, but here the passenger can collect Rewards.

21

Baggage

Hand baggage
Check your hand baggage fits before you fly to avoid a surprise at the airport! Bags that exceed our limits will be gate checked for a fee.
[Read about hand baggage for your ticket type >>](#)

Checked baggage and excess baggage
Add baggage up to 4hrs before you fly to save up to 50%. Make sure you've understood our rules for a hassle-free journey.
[Find out more about checked and excess baggage >>](#)

Special baggage
You can add skis, golf bags and other types of special bags a couple of steps on.
[Read more about sports equipment and special baggage >>](#)

22

23

24

Contact Information

Contact phone number makes it easier for us to reach you if necessary

Telephone (mobile)

United

+44

Telephone (home)

United

+44

Email address for travel documents

☐ I wish to receive a receipt via SMS. This service costs £2.00. [Read more>>](#)

25

Would you like to receive newsletters?

What would you like to receive?

Preferred airport of departure

- Choose -

☐ I agree to receive promotions and news from Norwegian. Offers and information will be sent directly to the e-mail address and/or telephone number I have registered. I am aware that I can withdraw this consent at any time.

< Go back

Cancel

Continue reservation

- 21 The next sections provides some information about baggage and where you can find out more regarding checked in luggage, excess baggage, and special bags.
- 22 Contact information is set to UK - positive as it saved the user from scrolling through the list.
- 23 Email address - They state it is for travel documentation, which is a nice note.
- 24 Option to also get SMS receipt and cost associated.
- 25 Newsletter register option. This would be fine, but the following copy is confusing, I am not sure what I would be receiving so I wouldn't provide my details. Feels a little amateur and its a shame to see this at this stage of the booking (which is a crucial point)

Norwegian air >> Booking

Seat Reservation (1/2)

London-Gatwick - Barcelona

Continue without seat reservation

My Travel Selections

Outbound

London-Gatwick - Barcelona

Sun 8, Nov 2020 20:25

Terminal: N

Flight D8553 - LowFare

Operated by Norwegian Air International

2 Adults x £194.50 £389.00

1 Child (2-11) £148.40

1 Infant £28.40

» Trip includes

3 x Checked baggage

3 x Seat reservation

3 x Overhead cabin bag

Hand Baggage 3 cabin bags £0.00

» Seat reservation(s) £18.00

Seat(s): 6B, 6C, 6A

Checked baggage: 3 bag(s) £0.00

Return

Barcelona - London-Gatwick

Sun 15, Nov 2020 18:30

Terminal: 2

Flight D8502 - LowFare

Operated by Norwegian Air International

2 Adults x £199.40 £398.80

1 Child (2-11) £178.40

1 Infant £21.60

Passengers

Chetna McGuinness (CHETNA MCGUINNESS)

Tom McGuinness (TOM MCGUINNESS)

Aran McGuinness (ARAN MCGUINNESS)

Maya McGuinness (MAYA MCGUINNESS)

Travel documents will be sent to: chet.mcg@nair.co.uk

Total price, incl. all taxes and surcharges £882.60

This ticket is non-refundable

LowFare, LowFare+ and Premium tickets are non-refundable, but can be cancelled without charge within 4 hrs of booking (24 hrs for flights to/from USA or to/from Brazil, booked up to 1 week before departure).

Read more »

Price details

Air Transportation Charges

» Base fare £415.30

» Taxes, Fees and Charges £149.30

Terms

Our fares

Fares are subject to availability and are not guaranteed until purchase.

See fare details

Optional service charges

Additional charges for baggage and other optional services may apply.

Credit cards may attract additional fees.

Seating

If the time of departure is changed or your flight is cancelled, your original seat number may change.

Seat Map

Front row 14.00 GBP per person

Front of cabin 6.00 GBP per person

Standard, front 0.00 GBP per person

Standard, back 6.00 GBP per person

Extra legroom 9.00 GBP per person

Remove seat selection

Chetna and Maya (6A)

6A window seat

This seat is suitable for infants

6.00 GBP

Chetna and Maya

Tom (6A)

Aran

This seat is suitable for infants

6.00 GBP

Go back Cancel Continue

Travel without seat reservation

If you do not wish to select a seat, continue without seat reservation. An available seat will be assigned to you during check-in.

Continue without seat reservation

- 26 Nice progress bar at the top right of the page.
- 27 Before you select a seat you have the option to continue without selecting. Not big to draw too much attention but is at the top next to the Journey.
- 28 Info regarding seat reservations.
- 29 Alert at the top to confirm seating arrangement for infant. Nice use of passenger name to draw attention and example seat icon.
- 30 Clear seat plan to show front, back of plane. Where exits are and how price per seat are broken down.
- 31 The user can select a seat for each passenger and swap seats using the drop down menu too.
- 32 If you select a 'priced' seat, the cost is reflected in the My Travel Selection on the right.

Again, you are offered the chance to complete your booking without choosing seats at the bottom of the page too.

For the return journey, the user is offered the same selection. I choose to continue without selecting a seat for this page.

Norwegian air >> Booking

33 Additional Products

Special baggage

Order special baggage here
Special baggage is calculated per bag per route. [Read more >>](#)

Passenger 1 (adult) - Chetna McGuinness (Maya McGuinness)

Equipment	Outbound	Return
Ski equipment Max 20 kg	None	None
Golf equipment Max 20 kg	None	None

Passenger 2 (adult) - Tom McGuinness

Equipment	Outbound	Return
Ski equipment Max 20 kg	None	None
Golf equipment Max 20 kg	None	None

Passenger 3 (child 2-11 years) - Aran McGuinness

Equipment	Outbound	Return
Ski equipment Max 20 kg	None	None
Golf equipment Max 20 kg	None	None

Other special baggage and pets

Please read the description and requirements for your special baggage before selecting an option and continuing with your booking. [Read more >>](#)

London-Gatwick - Barcelona

- Choose passing - - Choose service request - - None - Add

Barcelona - London-Gatwick

- Choose passing - - Choose service request - - None - Add

34 Baggage conditions

Pay careful attention to our baggage conditions and make sure you're ready for your trip!

- Sports equipment
- Musical instruments
- Restrictive items
- Packing conditions
- Traveling with pets

35 Sports equipment

Before you fly

- Check that your sports equipment is the right size (avoid those unwanted excess charges).
- Label your equipment and pack it in a hard case, where possible.
- Print and your travel receipt and bring it to the airport so we can see what you've paid for.
- Make sure you check in and deliver your bags to us at least one hour before departure.

36 Skis and snowboards

Max 20 kg

Get a skis snowboard? You can have 2 bags with a combined weight of 20kg, this can only

37 - Choose service request -

- Weapon
- ✓ Windsurfing equipment
- Surfboard
- Snowboard equipment
- Scuba diving equipment
- Fishing rod
- Kite equipment
- Bicycle

38 Cancellation protection

Secure yourself against illness before your trip

If you are unable to travel due to personal or family illness, you can cancel your ticket and get a refund for your ticket. Infants are free of charge.

Only £9.00 per person for the entire trip

☐ I want to purchase Cancellation Protection for this booking. I have read and agree to the conditions. [Read more >>](#)

39 Offset your carbon footprint

We have partnered with the climate company CHOOOSE to make it easy for you to offset your carbon footprint when flying with us. Your contribution will be used to directly support CO₂-reducing projects certified by the United Nations and the Gold Standard. [Read more >>](#)

☐ Yes, I want to offset the carbon footprint of my flight by paying £4.44.

Support UNICEF's work for children

Through our collaboration with UNICEF, we contribute to giving children all over the world vital nourishment, clean water and education. UNICEF and Norwegian have had a Signature Partnership since 2007. Support UNICEF and contribute to ensuring that millions of children get a better life.

☐ Yes, I would like to donate an amount to UNICEF and their important work for children

☐ 3 GBP ☐ 5 GBP ☐ 10 GBP ☐ 15 GBP

39

My Travel Selections

Outbound

London-Gatwick - Barcelona
Sun 8. Nov 2020 20:25
Terminal: N
Flight DB8503 - LowFare
Operated by Norwegian Air International

2 Adults x £160.50	£321.00
1 Child (2-11)	£114.40
1 Infant	£28.40
Hand Baggage: 1 cabin bag(s)	£7.00
Checked baggage: 1 bag(s)	£28.00

Return

Barcelona - London-Gatwick
Sun 15. Nov 2020 18:30
Terminal: 2
Flight DB8502 - LowFare
Operated by Norwegian Air International

2 Adults x £99.30	£198.60
1 Child (2-11)	£78.40
1 Infant	£21.60
Hand Baggage: 1 cabin bag(s)	£7.00
Checked baggage: 1 bag(s)	£28.00

Passengers

Chetna McGuinness (CHETNA MCGUINNESS)
Tom McGuinness (TOM MCGUINNESS)
Aran McGuinness (ARAN MCGUINNESS)
Maya McGuinness (MAYA MCGUINNESS)

Travel documents will be sent to
chet_mi@yahoo.co.uk

Total price
incl. all taxes and surcharges
£804.40

This ticket is non-refundable

LowFare, LowFare+ and Premium tickets are non-refundable, but can be cancelled without charge within 4 hrs of booking (24 hrs for flights to/from USA or to/from Brazil, booked up to 1 week before departure).

[Read more >>](#)

Price details

Air Transportation Charges	
Base fare	£615.30
Taxes, Fees and Charges	£149.30

Terms

Our fares

Fares are subject to availability and are not guaranteed until purchase. [See fare details](#)

Optional service charges

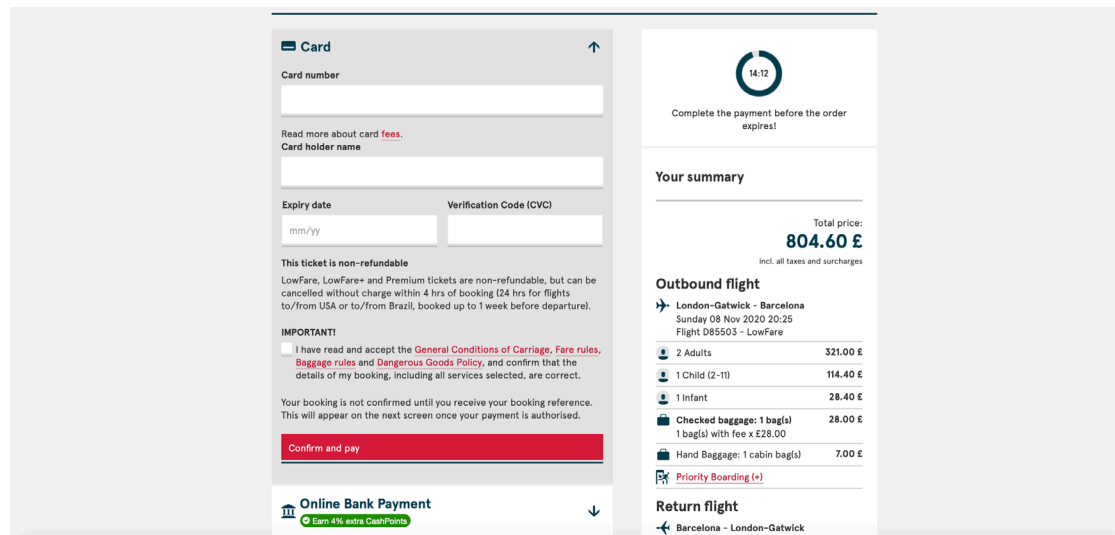
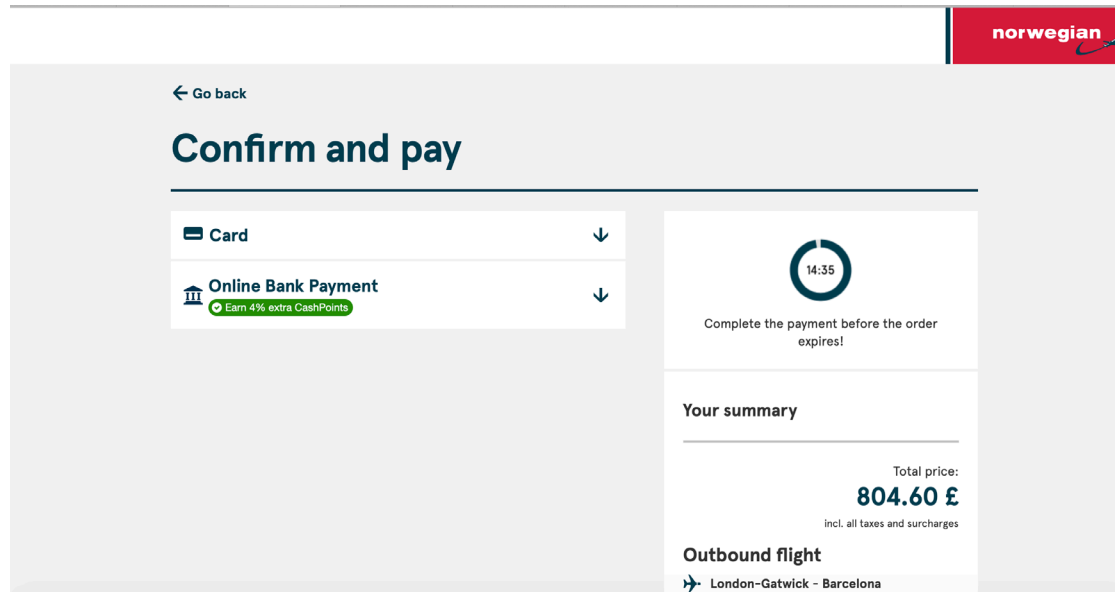
Additional charges for baggage and other optional services may apply.

Credit cards may attract additional fees.

39

[Go back](#) [Cancel](#) [Proceed to payment](#)

- 33** Here you can add additional products to your booking.
- 34** To find out more about these, there is a more information button here.
- 35** The form is clearly separated for each passenger and each leg of the journey. Form is easy to complete with scroll options. If selected the additional cost is added to the summary.
- 36** The user can also Special baggage and pets.
- 37** The only thing is you can't actually a pet.
- 38** Cancellation protection offered
- 39** Opportunity to support their carbon footprint initiative and charity. Nice way to include passenger into their values.



- 1 First impressions of the booking screen, is that it looks clunky, not a refined and elegant as the previous screens and feels like there is something missing.
- 2 Menu has been removed from the top left, but the site ID remains.
- 3 You still have the option to go back, which is clear and at the top in a dominant position.
- 4 You are given the option to pay via Card or Online Bank Payment. You can open the payment form by clicking on the arrow (hide and show set up)
- 5 Nice countdown clock to tell you how much time you have to complete the payment.
- 6 Summary is also available but you need to scroll to see it all.

Confirm and pay

7

Card

Card number

Read more about card fees.

Card holder name

Expiry date

mm/yy

Verification Code (CVC)

9

10

This ticket is non-refundable

LowFare, LowFare+ and Premium tickets are non-refundable, but can be cancelled without charge within 4 hrs of booking (24 hrs for flights to/from USA or to/from Brazil, booked up to 1 week before departure).

IMPORTANT!

☐ I have read and accept the **General Conditions of Carriage, Fare rules, Baggage rules and Dangerous Goods Policy**, and confirm that the details of my booking, including all services selected, are correct.

11

13

Your booking is not confirmed until you receive your booking reference. This will appear on the next screen once your payment is authorised.

14

Confirm and pay

14:12

Complete the payment before the order expires!

Your summary

Total price:

804.60 £

Incl. all taxes and surcharges

Outbound flight

London-Gatwick - Barcelona

Sunday 08 Nov 2020 20:25

Flight D85503 - LowFare

2 Adults	321.00 £
1 Child (2-11)	114.40 £
1 Infant	28.40 £
Checked baggage: 1 bag(s)	28.00 £
1 bag(s) with fee x £28.00	
Hand Baggage: 1 cabin bag(s)	7.00 £

Priority Boarding (+)

Card fees

The following card fees apply to cards issued in the site's current market. When you use cards issued in other markets, other card fees may apply.

Amex	no surcharge
Corporate card	+ 24.90 £*
Mastercard/Eurocard	no surcharge
VISA	no surcharge

* partially paying with cashpoints may reduce the fee

Close

- 7 Easy to add payment details: Card number, name, expiry date and CVC
- 8 Usually Card holder name is at the top
- 9 No explanation of a CVC
- 10 T&C of fare has been added, which is a good reminder.
- 11 You can also see more information about the fare fees.
- 12 Booking T&Cs under an 'Important' heading, Typeface bold and title cased to draw attention to. Linked added too.
- 13 Important info regarding the completion of the booking, I think it would be better in bold.
- 14 Red bar/button to complete payment.

23

● Good
 ● Expected
 ● Frustrating
 ★ Common feature

Norwegian air >> Payment



Confirm and pay

Card

15

Online Bank Payment

Earn 4% extra CashPoints

Pay directly with Online Banking and earn 4% extra CashPoints. Lower cost for us, lower cost for you!

Read more about Online Bank Payment.

Email

chet_mi@yahoo.co.uk

Name

17

IMPORTANT!

I have read and accept the [General Conditions of Carriage, Fare rules, Baggage rules and Dangerous Goods Policy](#), and confirm that the details of my booking, including all services selected, are correct.

Your booking is not confirmed until you receive your booking reference. This will appear on the next screen once your payment is authorised.

Continue to payment

18

14:53

Complete the payment before the order expires!

Your summary

19

Total price: 762.60 £

Incl. all taxes and surcharges

Outbound flight

London-Gatwick - Barcelona

Sunday 08 Nov 2020 20:25

Flight D85503 - LowFare

2 Adults 321.00 £

1 Child (2-11) 114.40 £

1 Infant 28.40 £

Priority Boarding (+)

Return flight

Barcelona - London-Gatwick

Sunday 15 Nov 2020 18:30

Flight D85502 - LowFare

2 Adults 198.60 £

1 Child (2-11) 78.60 £

1 Infant 21.60 £

Passengers (+)

Travel documents will be sent to (+)

Price details

Air Transportation Charges

Base fare (+) 613.30 £

Taxes, Fees and Charges (+) 149.30 £

Total price: 762.60 £

Incl. all taxes and surcharges

Passengers (-)

Chetna McGuinness (CHETNA MCGUINNESS)

Tom McGuinness (TOM MCGUINNESS)

Aran McGuinness (ARAN MCGUINNESS)

Maya McGuinness (MAYA MCGUINNESS)

Priority Boarding (-)

Priority Boarding included

Travel documents will be sent to (-)

chet_mi@yahoo.co.uk

Price details

Air Transportation Charges

Base fare (-) 613.30 £

LGW-BCN - 2 Adults £264.60

LGW-BCN - 1 Child (2-11) £99.20

LGW-BCN - 1 Infant £13.20

BCN-LGW - 2 Adults £165.80

BCN-LGW - 1 Child (2-11) £62.20

BCN-LGW - 1 Infant £8.30

Taxes, Fees and Charges (-) 149.30 £

Security Tax (OV) £9.30

Aviation Safety and Security Fee (OG) £2.40

Departure Charge (JD) £50.80

Air passenger duty intl (GB) £24.00

Psg Service chg Intl (UB) £60.80

- 15 Online Bank Payment - this is new to me to I would need to know more about this option.
- 16 They do have a info page directly underneath to click to.
- 17 Email and Name - easy to complete and a confirm button
- 18 Payment Trust kitemark to provide some reassurance to the user.
- 19 Flight summary is easy to understand with a simple layout, providing key details and the option to see more in the show (+) links.

Overall - branding has been used across the whole site. Red being the primary colour the most important clicks. Simple colour palette make everything clear understand. No advertising and sales makes the airline feel professional and trustworthy, not cheap (unlike their prices, which is great to see). Pleasant and effortless experience.



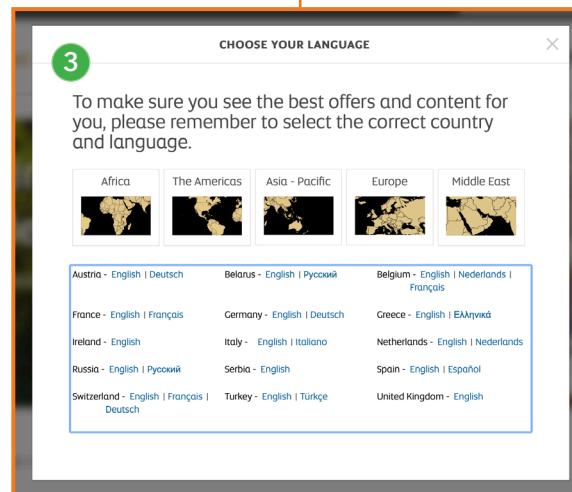
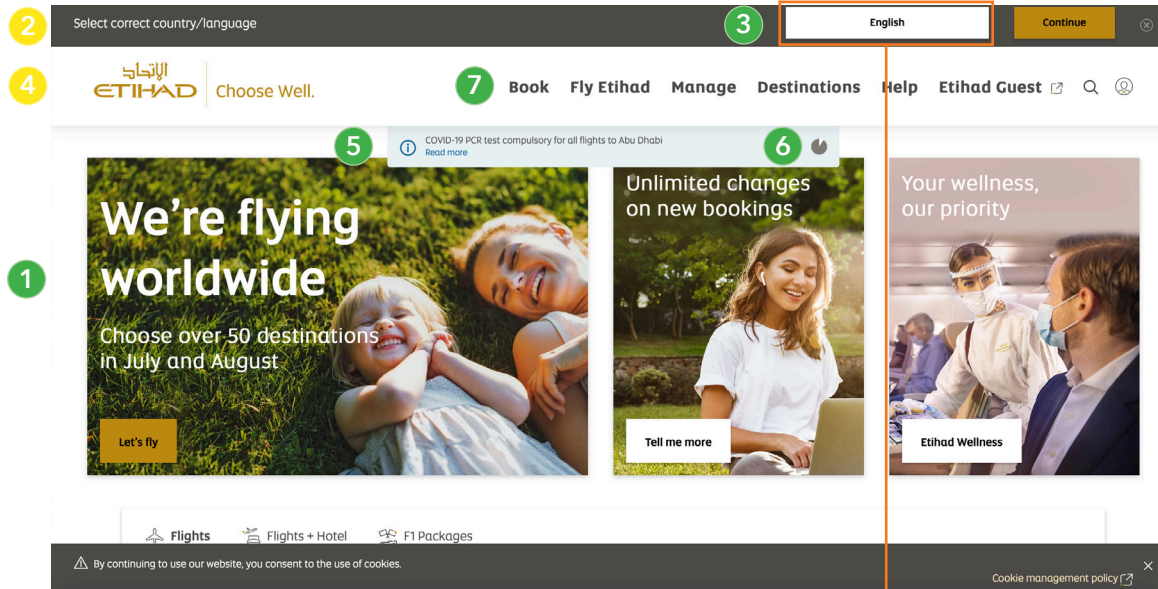
Etihad commenced operations in November 2003. The airline operates more than 1,000 flights per week to over 120 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia, and North America. Their network offers access to hundreds of international destinations in just one booking.

They believe that a passengers journey should be more than just travel. They offer a **personalised experience**, with options and choices every step of the way.

From their leading community initiatives to providing aid in times of crisis, their mission is to **make a real change to the world we live in**. Across the globe, they are committed to improving the wellbeing of people everywhere.

They are also committed to minimising the environmental impact by reducing plastic on all of their flights, and taking steps towards becoming a much more **sustainable airline**.

Etihad Airways >> Homepage



1 It is clear they are an airline who flies around the world, family friendly and professional - attracting young persons and business travellers (from the imagery) and pandemic aware. Their position on personal experience is evident in their brand visual.

2 Language set - The user is first asked to select their preferred Country/Language. ★

3 When you click here you need to select the correct region then country. Some insight into why (best offers) in the text to engage the user

4 Site ID; logo, is set in the top left of the banner. Ideal place for user and links back to the homepage

5 ★

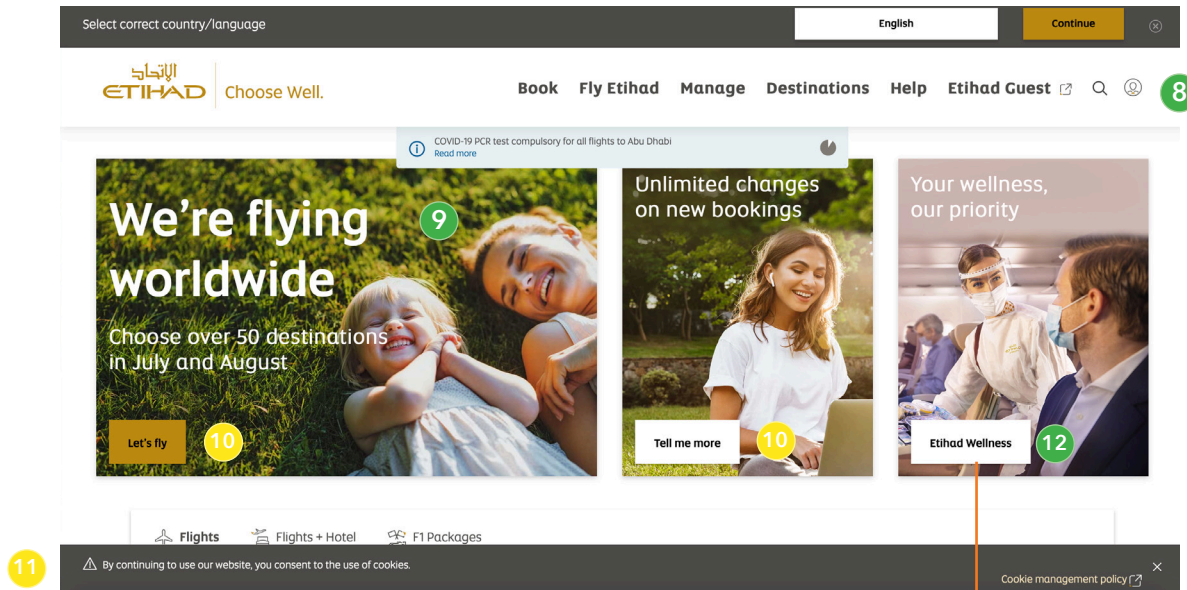
COVID 19 banner under the navigation bar in a pale blue box. Not too bold and intimidating scare the user, but let you know the airline is aware of the current regulations and restrictions. In addition to their own conditions. More information also

6 available. Small Alert symbol used. ★

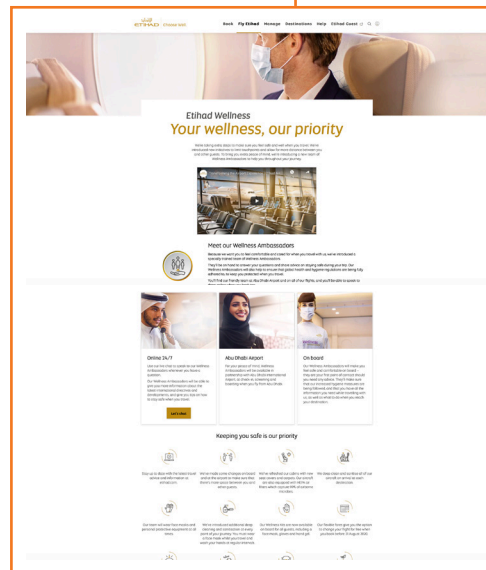
7 You can also remove it if you don't want to see it, but clicking here. (Error in browser, it should be a x - close icon)

Navigation bar is clear, the user has the option to book, manage their booking, information about flying with Etihad and more. They seem to know these features have equal merit for their customers.

Etihad Airways >> Homepage



- 8 Utilities include the Search and Account option, these are also in the navigation bar but understated as they are secondary to the navigation features.
- 9 Beautiful imagery, feels very lifestyle, in the life of.
- 10 Simple and bold buttons, using the Etihad primary colours
- 11 Cookies alert with policy link too. ★
- 12 'Safety on board' feature which demonstrates the airlines awareness of current issues and their commitment to passenger well-being. The "Etihad Wellness" page shows a video, and safety guidance in place ★



The screenshot shows the Etihad Airways homepage. At the top, there's a navigation bar with 'Flights', 'Flights + Hotel', and 'F1 Packages'. Below this is a search panel with various options and filters. A yellow circle 13 is at the top right of the search panel. A green circle 14 is on the 'Flights' tab. A yellow circle 15 is on the 'Return' radio button. A green circle 16 is on the 'Flying From' dropdown. A green circle 17 is on the 'Flying to' dropdown. A green circle 18 is on the 'Cabin' dropdown. A green circle 19 is on the 'Outbound' date field. A yellow circle 20 is on the 'Search flights' button. Below the search panel is a row of buttons: 'Manage booking', 'Check-in', 'Flight status', 'Baggage guide', and 'Upgrade'. Below this is a section with three cards: 'Flights to Abu Dhabi', 'Transfer via Abu Dhabi', and 'Travel regulations'. A green circle 21 is on the 'Flights to Abu Dhabi' card. A green circle 22 is on the 'Transfer via Abu Dhabi' card. A green circle 23 is on the 'Travel regulations' card. Below this is a section with two cards: 'Flexible travel for the future' and 'Book before 31 August for freedom to change your travel plans if you need to.' A green circle 24 is on the 'Flexible travel for the future' card. A green circle 25 is on the 'Book before 31 August for freedom to change your travel plans if you need to.' card. A green circle 26 is on the 'Start exploring' link.

13 Beneath the fold the branding continues to feel sleek and professional. Minimalistic and muted colours.

14 Search panel give you the option to search for Flight, Flight + Hotel or F1 Package. Abu Dhabi is known for its F1 circuit. They grey out when you hover over and underline when selected.

15 You can search for Return, One Way or Multi-City

Language used is "Flying from/to" - maybe more user friendly.

16 When you click on the From field, you do have to scroll to find your airport, which is a long list but they have rectified this by allowing you to type the first letter and it will filter through.

17 In the list you can see the airport name, city, IATA code and country.

18 You can also switch the journey around too. Nice bonus.

19 Flying to airport filters to only ones you can travel to and again you can type the destination to help you get through the list.

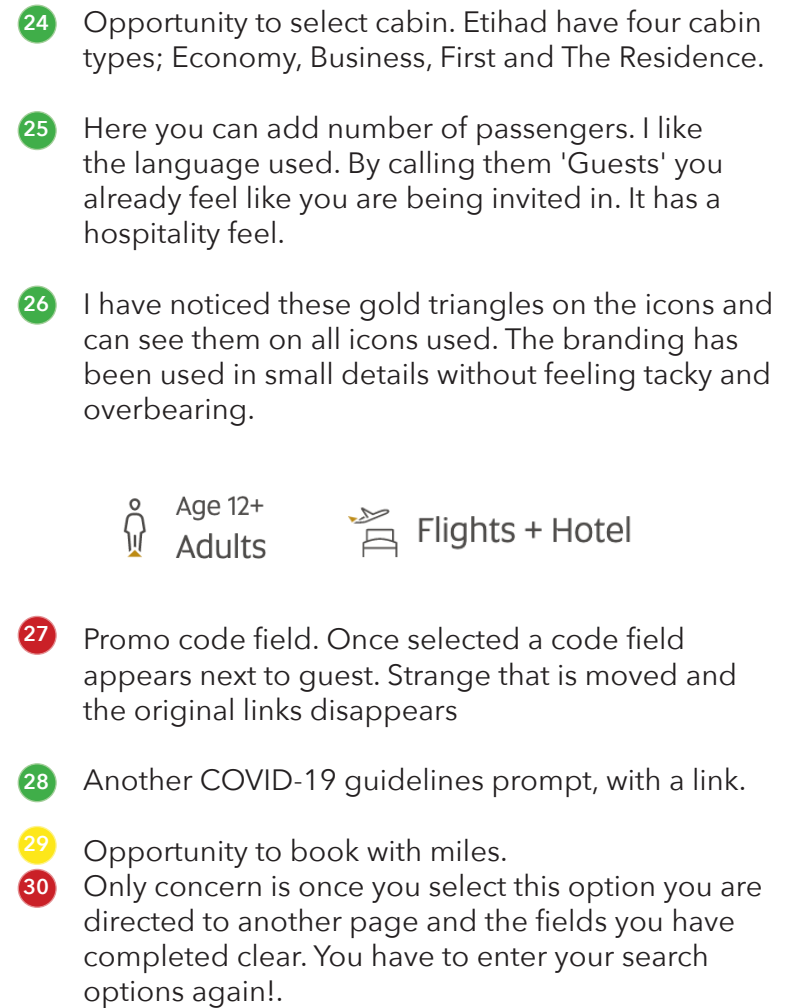
The screenshot shows the Etihad Airways homepage with several annotations:

- 20** (Green circle): Points to the "Outbound" date field, which is titled "Outbound" and contains the date "01 Oct 2020".
- 21** (Red circle): Points to the "Return" date field, which is titled "Return" and contains the date "10 Oct 2020".
- 22** (Yellow circle): Points to the "Outbound" date field, which is titled "Outbound" and contains the date "01 Oct 2020".
- 23** (Green circle): Points to a calendar widget showing the month of October 2020. The calendar has a header "Oct 2020" and a grid of dates. The date "10" is highlighted in a yellow box.

The homepage also features a search bar with fields for "Flying From" (London, LHR), "Flying to" (Abu Dhabi, AUH), "Cabin" (Economy), and "Guests" (1 Adult). There are buttons for "Book with miles" and "Search flights". A banner at the bottom highlights "COVID-19 self-assessment" and "Flexible travel for the future".

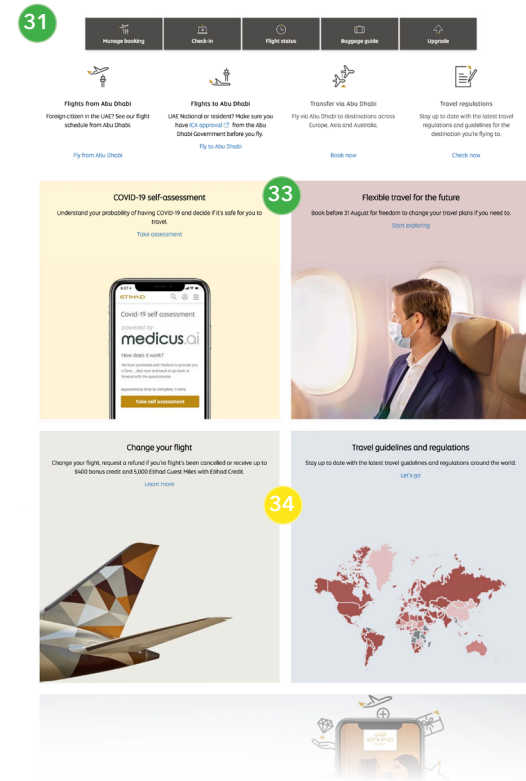
- 20** (Green circle) Dates are titled "Outbound" and "Return", very clear.
- 21** (Red circle) Unusual to see the month format displayed as DDMMMYYYY, using 3 M's but this might be a regional thing. The current date is automatically added to the Outbound date. Strange as you most likely wouldn't be flying on the same day as booking. I think this feature has been added for a very small number of users. This could confuse someone, if the field looks completed.
- 22** (Yellow circle) You have the option to type in your date or select from the calendar.
- 23** (Green circle) Once selected the cursor automatically moves to the Return option. The selected dates are clearly displayed with the start and end journey highlighted.

This detailed view shows the date selection interface. It includes a "Flying to" field with "Abu Dhabi, AUH" and two date fields: "Outbound" and "Return". The "Outbound" field is titled "Outbound" and contains the date "DD MMM YYYY". The "Return" field is titled "Return" and contains the date "DD MMM YYYY". Below the date fields is a calendar grid showing the months of August 2020, September 2020, and October 2020. The date "10" in October 2020 is highlighted in a yellow box.

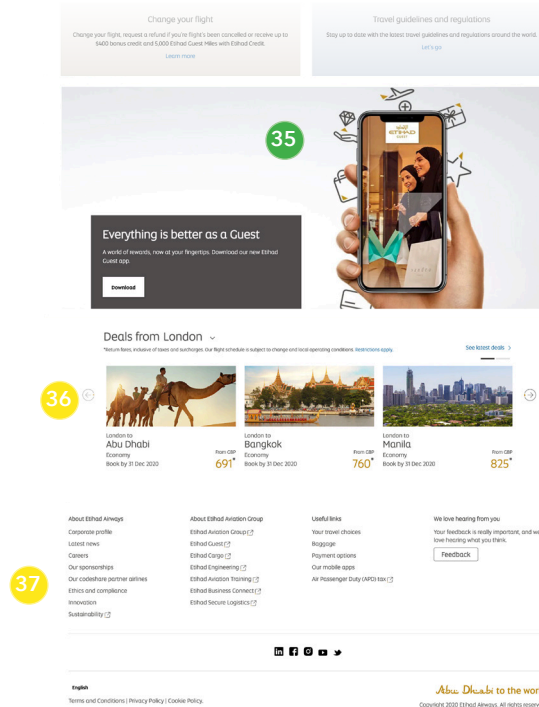


Etihad Airways >> Homepage

...homepage continued



...homepage continued



- 31 The homepage also has a second navigation bar below the search box so the user can Manage Booking, Check In.. etc. Nicely position in case people do not see it at the top.
- 32 Additional features and ways to fly with links.
- 33 More health and safety information - COVID related and flexible options, highlighted and obvious links.
- 34 Spotlight articles and links. Simple layout.
- 35 App download link. Not something i have seen on many travel sites.
- 36 Promos/ deals available from local airport. Nice bit of relevant marketing.
- 37 Lots of utility links at the bottom of the page, including social media links and T&Cs.

Etihad Airways >> Search and Select



38 Immediately prompted with a message to say the flights are not available on the date selected.

39 Great you have the option to start again, or continue with current screen results.

40 Start again page is not great, as its is different to the homepage format. Less fields to complete, feels like a incomplete search.

41 'Continue' lets you see what is available, days either side. Its great to see they have move the days to still show number of days of travel and they haven't added for reduced dates.

42 The dates in the search have also update to reflect this.

43 Simple easy to follow layout, with a progress bar, which you can also use to go back a page.

44 Summary of Journey, passengers, and price with a summary of more information.

45 Promo offering free of charge changes, Not very obvious and could be lost.

41 (Yellow circle) Points to the 'Continue' button in the flight selection table.

42 (Green circle) Points to the date '11/10/2020' in the search form.

43 (Green circle) Points to the 'Flights' tab in the progress bar.

44 (Yellow circle) Points to the 'Show Summary' link.

45 (Red circle) Points to the 'Book before 31 August to travel until 30 November 2020 and change your flight for free. Fare difference may apply.' text.

Etihad Airways >> Search and Select

46  Choose Well.

45  My Etihad Guest log-in

Search Flights Passengers Extras Seats Payment Summary

London (LGW) → Abu Dhabi (AUH) Guest(s): 1 Price: 0.00 [Show Summary](#)

Select your flights

Book before 31 August to travel until 30 November 2020 and change your flight for free. Fare difference may apply.

☒ Return ☐ One way

London (LGW) → Abu Dhabi (AUH) 02/10/2020 11/10/2020 1 Passenger Economy [Update Search](#)

48 **Outbound flight details**

From London, United Kingdom (LGW) To Abu Dhabi, UAE (AUH)
Price for all guests including estimated taxes, fees and surcharges. After selecting your preferred flights, please refer to the booking summary for the exact cost.

Prev Tue 29 Sep Wed 30 Sep Thu 01 Oct **Fri 02 Oct** Sat 03 Oct Sun 04 Oct Mon 05 Oct Next

N/A N/A GBP 1186.88 GBP 1289.48 GBP 1186.88 GBP 1186.88

Sort by ☐ Non-stop flights

50 **Seats are selling fast - Book now to secure the Best Price!**

51

From	To	Stops Trip duration	Flight number	Operated by	Aircraft	Economy Flex
LGW 10:55	AUH 06:30 (+1)	2 (DUB, MUC) 16hr 35min	EY 7997 EY 1316 EY 4	Aer Lingus Aer Lingus Etihad Airways	320 320 B787	GBP 1186.78 4 seats left
LGW 10:55	AUH 06:00 (+1)	2 (DUB, FRA) 16hr 5min	EY 7997 EY 7935 EY 8	Aer Lingus Aer Lingus Etihad Airways	320 320 B787	GBP 1191.68 4 seats left
LGW 10:55	AUH 06:05 (+1)	2 (DUB, FCO) 16hr 10min	EY 7997 EY 7973 EY 84	Aer Lingus Aer Lingus Etihad Airways	320 320 781	GBP 1191.68 4 seats left
LGW 09:25	AUH 06:30 (+1)	2 (RIX, MUC) 18hr 5min	EY 8118 EY 8081 EY 4	airBaltic airBaltic Etihad Airways	223 223 B787	GBP 1289.38 4 seats left
LGW 09:25	AUH 06:05 (+1)	2 (RIX, FCO) 17hr 40min	EY 8118 EY 8092 EY 84	airBaltic airBaltic Etihad Airways	223 223 781	GBP 1344.38 4 seats left
LGW 09:25	AUH 06:05 (+1)	2 (RIX, AMS) 17hr 40min	EY 8118 EY 8123 EY 78	airBaltic airBaltic Etihad Airways	223 223 77W	GBP 1392.68 4 seats left

All times are Local timings, (+1) = Arrival next day

47

49

53

45 Guest are able to sign in here. Nice welcoming language.

46 You can use the Site ID to return to the homepage

47 Opportunity to update search here too.

48 Outbound flight options clearly displayed in a box

49 Interesting sort features.

Sort by ☒ Non-stop flights

Search [Book now to secure t](#)

- Lowest Price
- Highest Price
- Earliest Departure
- Earliest Arrival
- Stops
- Total Trip Duration

50 Banner to highlight seats availability. Not to pushy or tacky

51 Grid layout to show flight details. Easy to read and digest.

52 (+1) indicating arrival the next day. This is also made clear under the grid.

53 Cabin options, Economy and Business, with prices and number of seats available. No First or The Residence options, but that could be due to no availability.

Etihad Airways >> Search and Select



My Etihad Guest log-in ▶

Search Flights Passengers Extras Seats Payment Summary

London (LGW) → Abu Dhabi (AUH) Guest(s): 1 Price: 0.00 Show Summary ▼

Select your flights
 Book before 31 August to travel until 30 November 2020 and change your flight for free. Fare difference may apply.

☒ Return ☐ One way

London (LGW) → Abu Dhabi (AUH) 02/10/2020 11/10/2020 1 Passenger Economy Update Search ▶

Outbound flight details
 From London, United Kingdom (LGW) To Abu Dhabi, UAE (AUH)
 Price for all guests including estimated taxes, fees and surcharges. After selecting your preferred flights, please refer to the booking summary for the exact cost.

Prev Tue 29 Sep Wed 30 Sep Thu 01 Oct **Fri 02 Oct** Sat 03 Oct Sun 04 Oct Mon 05 Oct Next

GBP 1186.88 GBP 1186.88 GBP 1289.48 GBP 1186.88 GBP 1186.88

Sort by ▾ ☐ Non-stop flights

Seats are selling fast - Book now to secure the Best Price!

						Economy	Business
From	To	Stops Trip duration	Flight number	Operated by	Aircraft	Economy Flex	
LGW 10:55	AUH 06:30 (+1)	2 (DUB, MUC) 16hr 35min	EY 7997 EY 1316 EY 4	Aer Lingus Aer Lingus Etihad Airways	320 320 B787	GBP 1186.78	4 seats left
LGW 10:55	AUH 06:00 (+1)	2 (DUB, FRA) 16hr 5min	EY 7997 EY 7935 EY 8	Aer Lingus Aer Lingus Etihad Airways	320 320 B787	GBP 1191.68	4 seats left
LGW 10:55	AUH 06:05 (+1)	2 (DUB, FCO) 16hr 10min	EY 7997 EY 7973 EY 84	Aer Lingus Aer Lingus Etihad Airways	320 320 781	GBP 1191.68	4 seats left
LGW 09:25	AUH 06:30 (+1)	2 (RIX, MUC) 18hr 5min	EY 8118 EY 8081 EY 4	airBaltic airBaltic Etihad Airways	223 223 B787	GBP 1289.38	4 seats left
LGW 09:25	AUH 06:05 (+1)	2 (RIX, FCO) 17hr 40min	EY 8118 EY 8092 EY 84	airBaltic airBaltic Etihad Airways	223 223 781	GBP 1344.38	4 seats left
LGW 09:25	AUH 06:05 (+1)	2 (RIX, AMS) 17hr 40min	EY 8118 EY 8123 EY 78	airBaltic airBaltic Etihad Airways	223 223 77W	GBP 1392.68	4 seats left

All times are Local timings, (+1) = Arrival next day

- 54 Great to see they tell you the number of stops and flight duration.
- 55 But you can't click on it to find out where. Instead you find it under Flight numbers. This doesn't seem like a natural place to me. It only becomes obvious when you search and see the flight numbers are underlined.
- 56 Play symbol to explain different cabin travel experiences.
- 57 'i' info button to tell you, free date change.
- 58 Ability to scroll through dates, eg next 7 days.
- 59 Note re fees and surcharges

Etihad Airways >> Search and Select



Seats are selling fast - Book now to secure the Best Price!

From	To	Stops Trip duration	Flight number	Operated by	Aircraft	Economy	Business
LGW 10:55	AUH 06:30 (+1)	2 (DUB, MUC) 16hr 35min	EY 7997 EY 1316 EY 4	Aer Lingus Aer Lingus Etihad Airways	320 320 B787	Economy Flex GBP 1186.78	

☐ Refund eligibility/ Fee per guest Yes GBP 0
☐ Change date eligibility/ Fee per guest Yes GBP 0
☐ Miles Earned per guest 100%
☐ Checked Baggage Allowance per guest* 35KG
☐ Upgrade Eligibility* Yes
☐ Priority Check-in* Yes
☐ Economy Standard* Free

* These fare attributes may not be applicable to codeshare flights operated by other airlines. Please note that we cannot accept any one piece of baggage weighing more than 32kg. You may only carry a personal item on board weighing up to 5kg. You must check in your remaining cabin baggage before you fly.

Change selected outbound flight

Return flight details

From Abu Dhabi, UAE (AUH) To London, United Kingdom (LGW)
Price for all guests including estimated taxes, fees and surcharges. After selecting your preferred flights, please refer to the booking summary for the exact cost.

Thu 08 Oct GBP 377.20
 Fri 09 Oct GBP 377.20
 Sat 10 Oct N/A
Sun 11 Oct GBP 357.20
 Mon 12 Oct GBP 357.20
 Tue 13 Oct GBP 357.20
 Wed 14 Oct GBP 357.20

Sort by ☐ Non-stop flights

From	To	Stops Trip duration	Flight number	Operated by	Aircraft	Economy Classic	Economy Flex
AUH 02:45	LGW 14:35	1 (DUB) 14hr 50min	EY 45 EY 7978	Etihad Airways Aer Lingus	77W 320	GBP 357.20	GBP 590.20
AUH 02:45	LGW 16:40	1 (DUB) 16hr 55min	EY 45 EY 7991	Etihad Airways Aer Lingus	77W 320	GBP 364.30	GBP 597.30
AUH 02:25	LGW 14:35	2 (BRU, DUB) 15hr 10min	EY 57 EY 7892 EY 7978	Etihad Airways Aer Lingus Aer Lingus	B787 320 320 320	Sold out	GBP 1119.30 4 seats left
AUH 02:35	LGW 16:40	2 (MUC, DUB) 17hr 5min	EY 5 EY 1317 EY 7991	Etihad Airways Aer Lingus Aer Lingus	B787 320 320 320	Sold out	GBP 1122.30 4 seats left
AUH 02:35	LGW 19:25	2 (MUC, DUB) 19hr 50min	EY 5 EY 1317 EY 7996	Etihad Airways Aer Lingus Aer Lingus	B787 320 320 320	Sold out	GBP 1122.30 4 seats left

- 60 Radio button to select fare.
- 61 Once selected the button shows a drop down screen which shows what's included with the fare.
- 62 Miles earned per guest, unsure what 100% means, i would have expected number of miles not a %.
- 63 You can also reselect a new fare from this window without having to go back, which appear directly below once selected
- 64 Return flights appear in the same layout but use a green banner to differentiate the sections.
- 65 Looks like you have two options in Economy for this date. This seems to be more common is bigger airlines now. Details for Economy Classic and Flex available in the info button.
- 66 Cabin explainer video only available for some aircraft's.

Etihad Airways >> Search and Select



Sort by ☐ Non-stop flights

From	To	Stops Trip duration	Flight number	Operated by	Aircraft	Economy Classic	Economy Flex
AUH 02:45	LGW 14:35	1 (DUB) 14hr 50min	EY 45 EY 7978	Etihad Airways Aer Lingus	77W 320	GBP 357.20	GBP 590.20
Refund eligibility/ Fee per guest						Yes GBP 107	Yes GBP 0
Change date eligibility/ Fee per guest						Yes GBP 105	Yes GBP 0
Miles Earned per guest						75%	100%
Checked Baggage Allowance per guest Max. weight of 32kg per bag						30KG	35KG
Upgrade Eligibility						Yes	Yes
Priority Check-in						No	Yes
Economy Standard						For a fee	Free

* These fare attributes may not be applicable to codeshare flights operated by other airlines.
Please note that we cannot accept any one piece of baggage weighing more than 32kg. You may only carry a personal item on board weighing up to 5kg. You must check in your remaining cabin baggage before you fly.

Change selected return flight

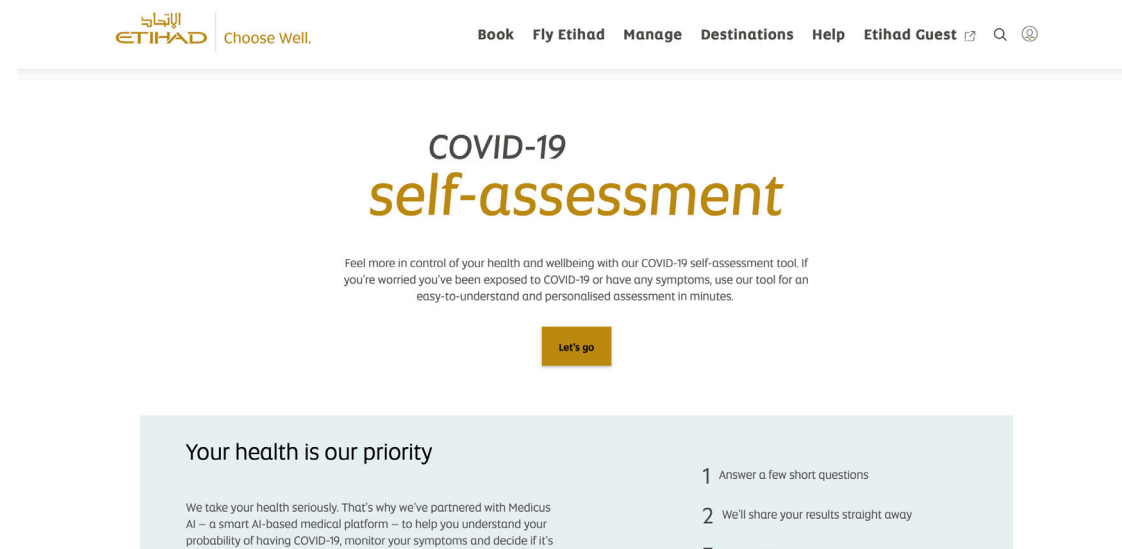
All times are Local timings, (+1) = Arrival next day

Continue

67 Once selected a fare you are shown both Classic and Flex summary to compare.

68 Orange, big 'Continue' button to proceed

- 69 Progress bar updated to show the new page.
- 70 When you hover over the previous tabs, you can see a link as the text is underlined.
- 71 Summary tab has updated to reflect the price
- 72 When you select 'Show Summary you can see further details have been added. I like that you can hide/see your itinerary whenever you like. It makes the page look less cluttered and you can focus on the task
- 73 Clear instructions to complete passenger details, referring to immigration and security and guidelines
- 74 Unsure why a 'Continue' button is here at the top of the form.
- 75 When you click on continue you are alerted to completed form, as expected.
- 75 Tick box for Loyalty programme and special request but not info on this.



I couldn't continue as this airline issued a new step to do the pandemic. After several attempts to search for fare, I gave up.

Its not clear if you need to complete the assessment before you can actually search for flight but the 'search' button always directs you to a COVID announcement and the self assessment page.

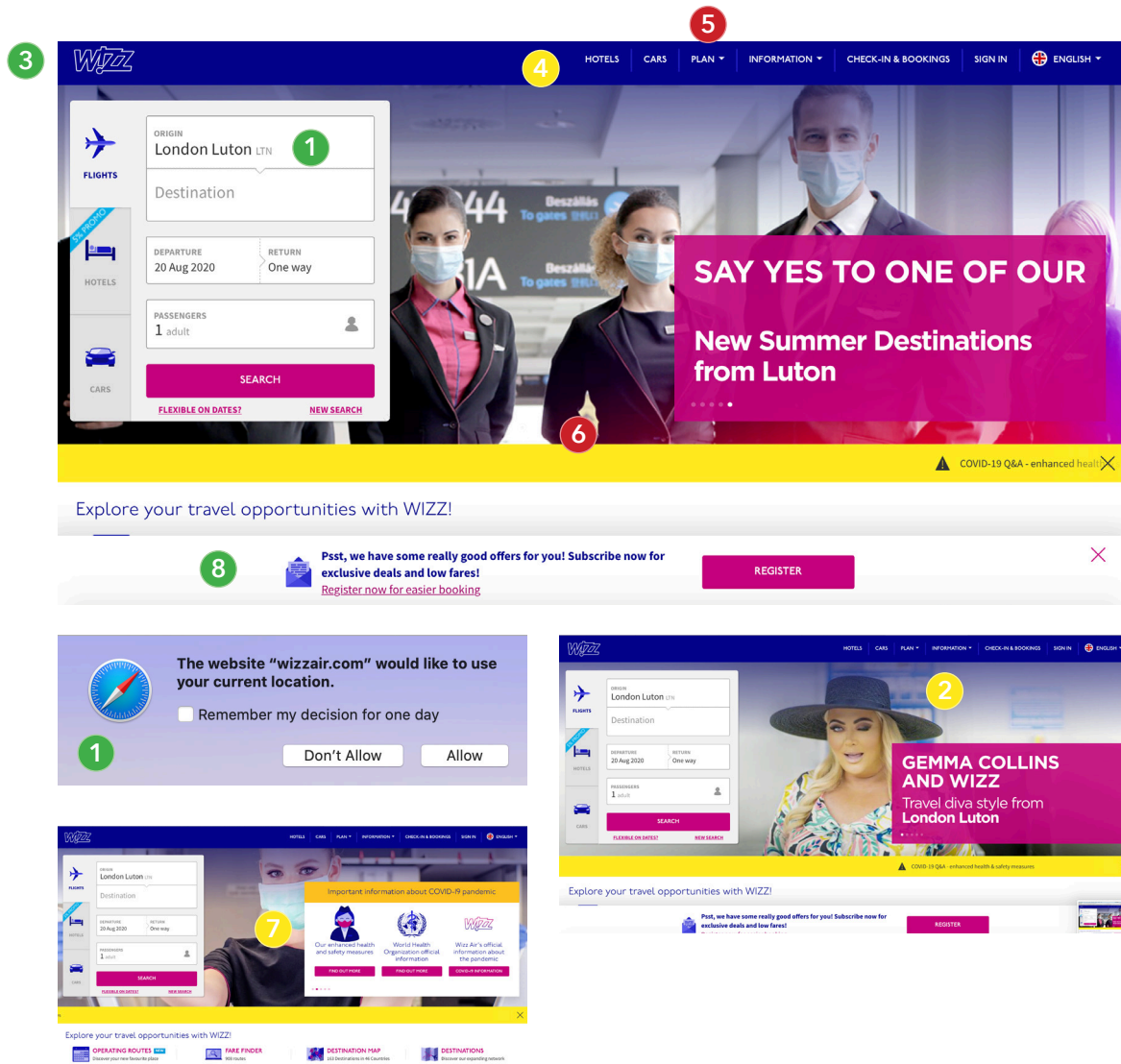


Wizzair flew their first flight in 2004. By 2019 they were carrying 200 million across Europe. Their passion to make flying affordable to everyone, everywhere.

As an ultra-low cost business, their work is centred around no-frills travel available for everyone, everywhere at the lowest price possible, creating equal value for all passengers while remaining conscious of the environmental responsibility they hold..

They seem to appeal to a younger audience and their branding reflects this. Even the company bio speaks in this way; "we are here to take you to these places - so you can fly away from boredom, fill up on experiences, live through moments and make new memories."

Wizzair >> Homepage



1 When landing on the home screen, the first pop up asks you for your location. Straight away the 'Origin' field is repopulated to show the airport closest to me.

2 The look and feel of the page, is young and fresh, It uses bright colours and bold imagery. It feel on the tacky side to me, subsequently feeling low budget. Based on their bio, low cost is what they are selling so maybe they have it right?

3 Site ID is clear and positioned at the top left. Its redirects you back to the homepage too.

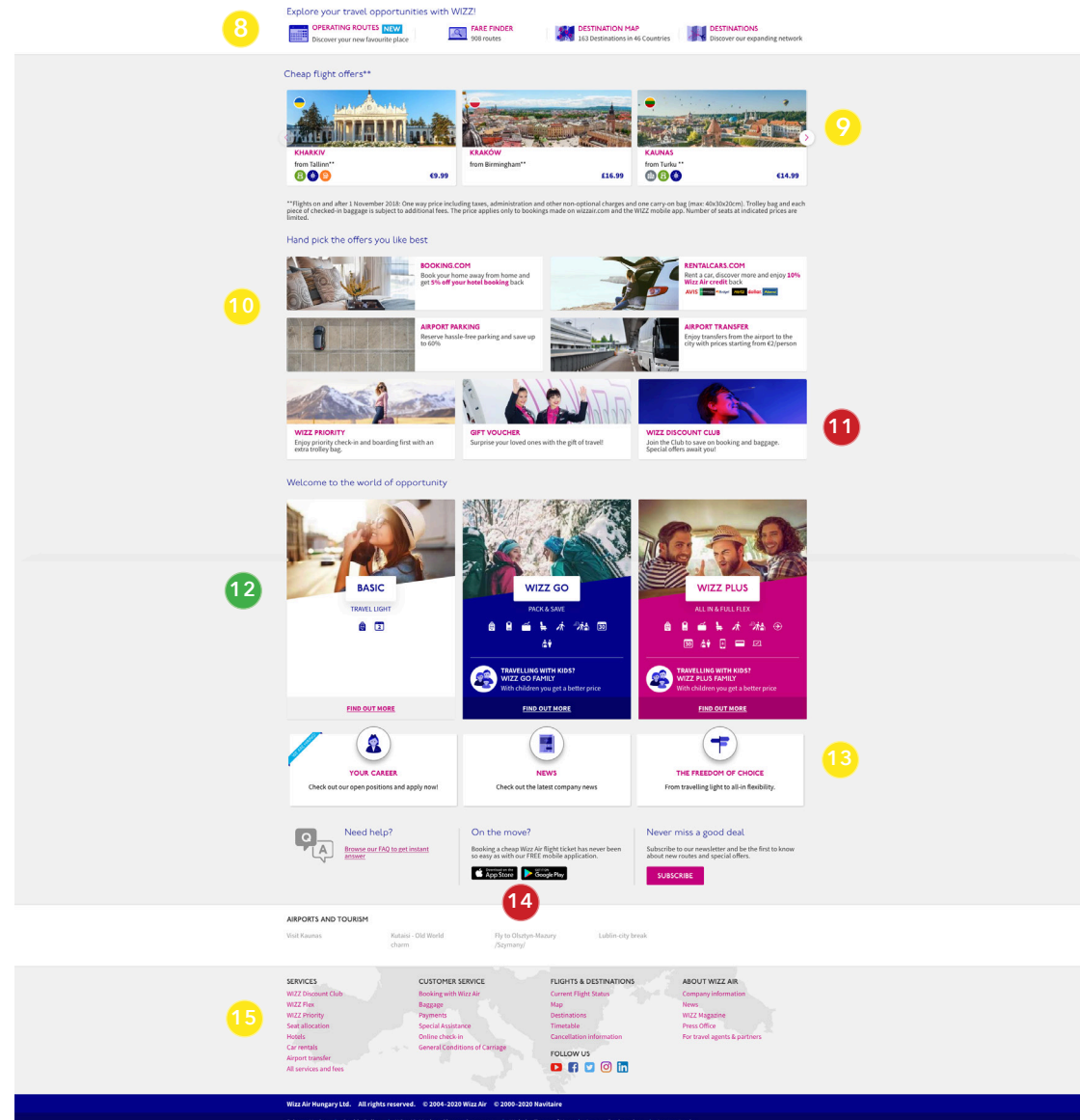
The navigation bar sits along side the logo, with clear options for hotels, car. Sign in and language also available here.

5 'Plan' is third along the Nav bar which includes flight search, fare finders etc.

6 Hero banner touches on COVID 19, but the first important announcement is below the banner and pretty small, scrolling across the yellow bar.

7 The hero banner is a carousel as shows more COVID19 guidance

Subscription banner to get people registered is strategically positioned.



Below the fold is made up of the following:

- 8** Different ways of looks for flights and seeing where to travel.
- 9** Offers available. Each promo has icons to denote the type of travel. eg night life
- 10** Travels additions, which are provided by third party.
- 11** Wizz air benefits; Wizz priority, vouchers and discount club, which seem to get lost here.
- 12** First glimpse of fare types they offer, not seen on most homepages but nice to see at this stage without having to go through a search to see. Give you an idea what Wizz can provide at the offset.
- 13** More Information CTAs
- 14** App links here, does also seem lost on the page
- 15** More utilities can be found in the footer, with social media links and T&Cs

Overall the branding and layout is simple. Were the colour palette is not to my taste the tones are bright and inviting. The speak to a younger traveller, with playful language and lifestyle imagery.

Wizzair >> Select and Search



20

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16 When you start to type in your Origin, the list of airports starts to filter, highlighting the country, city and IATA.

17 The cursor automatically moves to the Destination field and shows a list of possible locations to fly to. Once selected the text turns pink:

ITALY
Naples NEW NAP

18 and the option to see a list of other destinations and some information on them.

19 Interesting 'New' destinations highlighted

20 Search box has a simple layout, really easy to use. Effortless.

21 Dates appear in a calendar format. The first flight if the route is highlighted and unavailable flights are greyed out.

22 Cheverons either side the months to scroll through.

23 At this point you can pick One Way travel

24 Once dates are selected these are highlighted:

19	20	21	22	23	24	25
26	27	28	29	30	31	

Wizzair >> Select and Search



Wizzair

HOTELS CARS PLAN INFORMATION CHECK-IN & BOOKINGS SIGN IN ENGLISH

FLIGHTS

ORIGIN London Gatwick LGW

DESTINATION Naples NAP

DEPARTURE 24 Oct 2020 RETURN 31 Oct 2020

PASSENGERS 1 adult

SEARCH

FLEXIBLE ON DATES? NEW SEARCH

26

1 adult (14+) 0 child (2-14) 0 infant (0-2)

OK

SAY YES TO ONE OF OUR New Summer Destinations from Luton

EXPLORE YOUR TRAVEL OPPORTUNITIES WITH WIZZ!

OPERATING ROUTES Discover your new favourite place

FARE FINDER 908 routes

DESTINATION MAP 163 Destinations in 46 Countries

DESTINATIONS Discover our expanding network

Cheap flight offers**

Rome Budapest Vienna

FLIGHTS

ORIGIN London Gatwick LGW

DESTINATION Naples NAP

DEPARTURE 24 Oct 2020 RETURN 31 Oct 2020

PASSENGERS 2 adults 1 infant

SEARCH

FLEXIBLE ON DATES? NEW SEARCH

28

2 adults (14+) 0 child (2-14) 1 infant (0-2)

OK

The infant should be at least 15 days and less than 2 years old on the day of the flight.

LONDON GATWICK -> BUDAPEST CHEAP FLIGHTS

London Gatwick (LGW), London Luton (LTN) -> Budapest (BUD)

29

August 2020

MON TUE WED THU FRI SAT SUN

27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

35.99 GBP 35.99 GBP 35.99 GBP 35.99 GBP 35.99 GBP 35.99 GBP 35.99 GBP

- 25 You can't type the date you want, only select via drop down.
- 26 To update the passengers you can add using the symbols.
- 27 If you select a infant, a message appears below.
- 28 The number of passengers also update in the original form.
- 29 Option to look at flexible dates. The link takes you to another page which shows a calendar with fares.

Wizzair >> Select and Search

The screenshot shows the Wizzair website interface for selecting flights. The main content area displays flight options between London Gatwick (LGW) and Budapest (BUD). The interface includes a navigation bar at the top, a sidebar on the left with filters, and a main content area with flight details and prices. Annotations 30-39 highlight specific features and issues.

Annotations:

- 30: Once clicking on search, a new tab opens with your search results.
- 31: Surprisingly, the original tab shows results for hotels using Booking.com. I am not keen on this but can see the strategy behind it.
- 32: Search results appear in a grid format.
- 33: Clear clarification of journey at the top.
- 34: Shows flights available either side of date and prices, with chevrons to scroll
- 35: Also easy to read flights available for that day, times, prices, flight duration and if the airport is different from one selected. This is really useful and the an alert below to make it really clear.
- 36: Small note to say prices include taxes. This would be better bigger I think.
- 37: A pink bar appears over the section as you hover over it.
- 38: Discount price also available through Wizz discount club.
- 39: but you can't see how to join without exiting the page. Not info link, you would have to look in the information tab in the navigation bar.

Wizzair >> Select and Search



Booking.com: Hotels in Budapest. Book your hotel now! Official Wizz Air website | Book direct for the best prices

PLAN * INFORMATION * CHECK-IN & BOOKINGS SIGN IN ENGLISH *

22 AUG 2020 - 29 AUG 2020 2 PASSENGERS CHANGE 44

FLIGHTS

Choose an outbound flight

PASSENGERS

SEATS

SERVICES

PAYMENT

TOTAL £0.00 GBP 43

SELECT FLIGHTS

London Gatwick (LGW) → Budapest (BUD)

All prices are per passenger and include taxes

<	FRI 21, AUG	SAT 22, AUG	SUN 23, AUG	MON 24, AUG	TUE 25, AUG	WED 26, AUG	THU 27, AUG	>
	£53.99	£62.99	£44.99	£44.99	£35.99	£35.99	£35.99	

Sat, 22 Aug 2020

08:40 London Luton → 12:10 Budapest

operated by Wizz Air Hungary

2h 30m

▲ Departs from London Luton

show prices from £62.99 from £53.99 WIZZ Discount Club Price

Sat, 22 Aug 2020

15:20 London Luton → 18:50 Budapest

operated by Wizz Air Hungary

2h 30m

▲ Departs from London Luton

show prices from £62.99 from £53.99 WIZZ Discount Club Price

Sat, 22 Aug 2020

20:25 London Gatwick → 23:55 Budapest

operated by Wizz Air Hungary

2h 30m

show prices from £80.99 from £71.99 WIZZ Discount Club Price

Budapest (BUD) → London Gatwick (LGW)

All prices are per passenger and include taxes

<	WED 26, AUG	THU 27, AUG	FRI 28, AUG	SAT 29, AUG	SUN 30, AUG	MON 31, AUG	TUE 01, SEP	>
	£35.99	£35.99	£30.99	£53.99	£71.99	£89.99	£57.99	

Sat, 29 Aug 2020

06:15 Budapest → 07:55 London Luton

operated by Wizz Air Hungary

2h 40m

▲ Lands at London Luton

show prices from £53.99 from £44.99 WIZZ Discount Club Price

ONLY 3 SEATS LEFT AT THIS PRICE

Sat, 29 Aug 2020

13:00 Budapest → 14:40 London Luton

operated by Wizz Air Hungary

2h 40m

▲ Lands at London Luton

show prices from £98.99 from £89.99 WIZZ Discount Club Price

Sat, 29 Aug 2020

18:05 Budapest → 19:45 London Gatwick

operated by Wizz Air Hungary

2h 40m

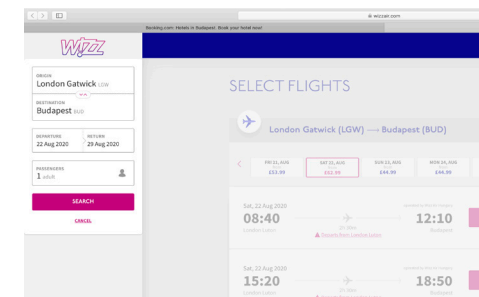
show prices from £98.99 from £89.99 WIZZ Discount Club Price

ONLY 3 SEATS LEFT AT THIS PRICE

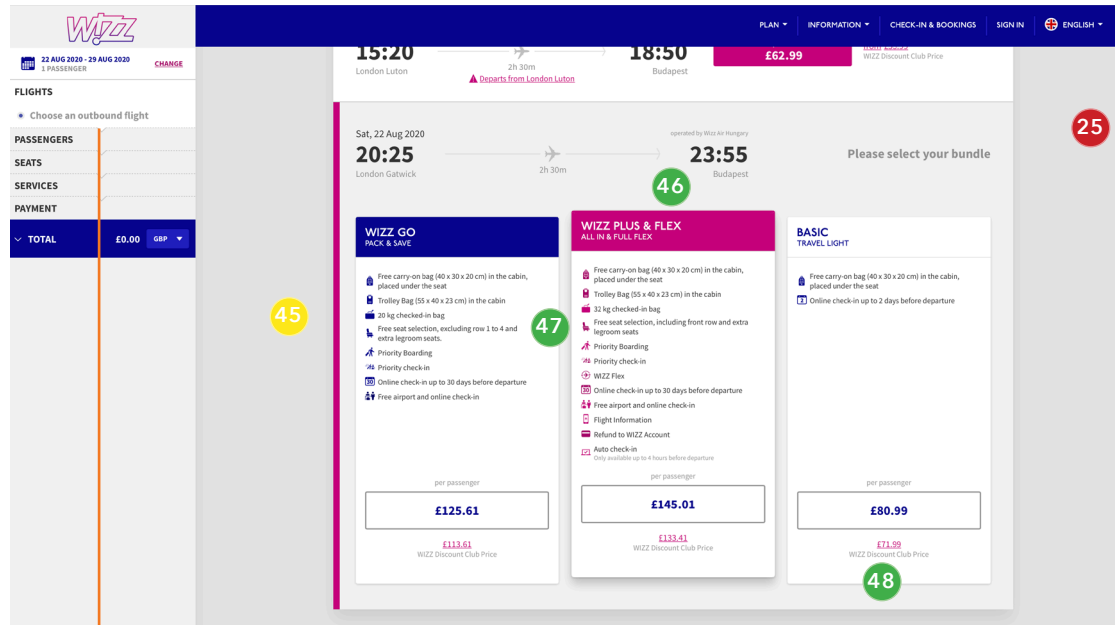
CONTINUE

Did you know? We have enhanced health and safety measures on board.

- 40 The Return options have the same format
- 41 Again it shows if the airport is different, and clearly states it 'Lands in... or Departs in..'
- 42 Additional information about the number of seats available and a info hover.
- 42 Health and safety notice below and positioned next to the continue button so it not missed.
- 43 Summary of the journey available, which will update as you select fare and services.
- 44 You can also change the search here too.



Wizzair >> Select and Search



45 Fares are presented in three packages; Wizz Go, Wizz Plus & Flex and Basic. Each fare provides a list of benefits. They show luggage size too and weights too.

46 As you hover over the fare the box jumps up. Nice interaction.

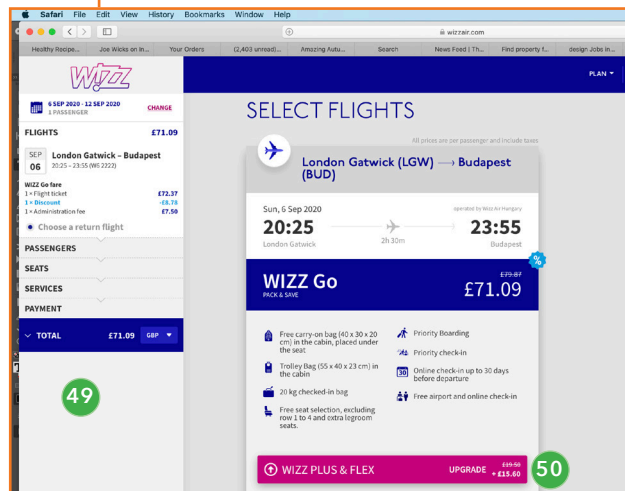
Interesting order, the basic package is at the end and in white. Most basic options on are on the left.

47 Icons are nice and easy to understand.

48 Wizz discount club price available to select at this stage too.

49 Once selected the fare appears in the summary on the left.

50 You still get the option to upgrade in a link in your selected fare.



Wizzair >> Select and Search



Wizzair booking interface showing a flight from London Gatwick to Budapest. The interface includes a sidebar with flight details, a main area with flight options, and a bottom section with a 'CONTINUE' button and a health and safety notice.

51 The return flight is only available to Luton. This is made clear under the landing time but also by a prompt.

52 Once selected both fares they sit side by side. This is a nice display and easy to read.

53 You have the option to edit the journey here too.

54 Another prompt to make sure the passenger knows the airport selected is different to the original search.

55 Link to fare rules

Wizzair booking interface showing a round trip from London Gatwick to Budapest and back to Luton. The interface displays two flight options side-by-side, each with its own details and pricing. A 'CONTINUE' button and a health and safety notice are at the bottom.

52 YOUR TRIP TO BUDAPEST

Detailed view of the flight options side-by-side. The left option is London Gatwick to Budapest, and the right option is Budapest to Luton. Each option shows the flight time, price, and a list of included services.

54 ☐ I accept that the airport I have selected is different from what I originally searched for.

CONTINUE Did you know? We have enhanced health and safety measures on board.

FARE RULES 55

Wizzair >> Select and Search

The screenshot shows the Wizzair 'PASSENGERS AND BAGGAGES' page. The page is divided into several sections: 'FLIGHTS', 'PASSENGERS', 'SEATS', 'SERVICES', and 'PAYMENT'. The 'PASSENGERS' section is the main focus, showing a form for '1. PASSENGER (ADULT)'. The form includes fields for 'FIRST NAME' (Chetna), 'LAST NAME', 'Gender' (Female/Male), and 'Special Assistance'. Below this, there's a section for 'Checked-in baggage' with three options: '10 kg', '1x20 kg included in Wizz Go' (selected), and '32 kg'. A 'TRAVEL WITH SPORTS EQUIPMENT' link is also present. The 'BAGGAGE ALLOWANCE AND SIZE' section shows 'No, free carry-on bag is enough for me' and 'I need Wizz Priority' (selected). The 'WIZZ Flex' section offers a helping hand for travel uncertainties for £23.00. The page ends with a 'CONTINUE' button and a note about face masks.

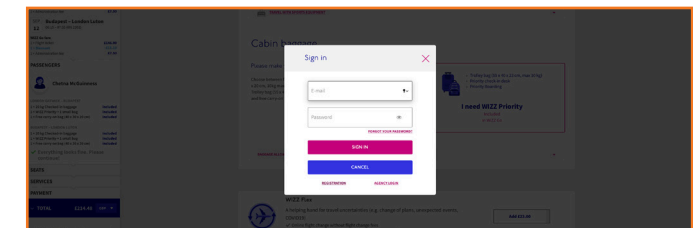
Annotations on the page:

- 56: Passenger form looks simple to complete.
- 57: As you complete each section and tick icons appear when its done. Nice touch.
- 58: Links for Special Assistance and Privilege pass.
- 59: This page shows baggage already selected through fare choice and it is selected for both ways.
- 60: Link for Sports Equipment
- 61: Information on cabin baggage, which is included.
- 62: Baggage allowance and size link with detailed descriptions.
- 63: Opportunity to add Wizz Flex. Interesting use of language, very friendly, speaks to the audience.

- 56 Passenger form looks simple to complete.
- 57 As you complete each section and tick icons appear when its done. Nice touch.
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- 61 Information on cabin baggage, which is included.
- 62 Baggage allowance and size link with detailed descriptions.
- 63 Opportunity to add Wizz Flex. Interesting use of language, very friendly, speaks to the audience.

Overall I didn't have to complete much on this page

Clicking continue take you to a Login/registration page





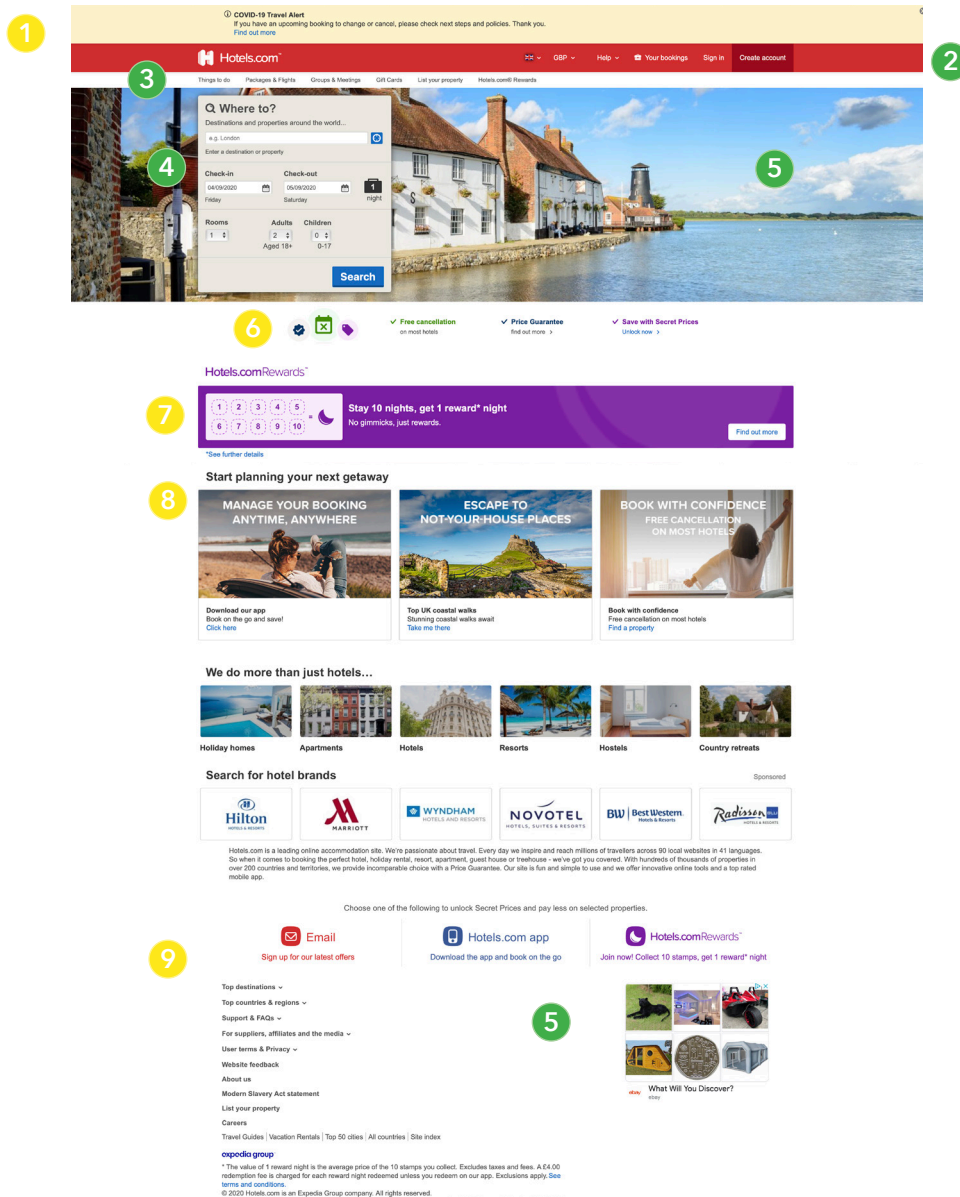
Hotels.com is a leading online accommodation site.

They are passionate about travel. Every day they inspire and reach millions of travellers across 90 local websites in 41 languages. They provide options for booking the perfect hotel, holiday rental, resort, apartment, guest house or treehouse.

With hundreds of thousands of properties in over 200 countries and territories, they provide incomparable choice with a Price Guarantee.

Hotels.com is provided through a website and mobile app.

Hotels.com >> Homepage



- 1 Simple homepage with Covid-19 announcement at the top above the Site ID and navigation bar. This is hard to miss.
- 2 The navigation is made up of the logo (top left), language setting, currency, help, your bookings, Sign in and account options.
- 3 A secondary nav is directly below with more
- 4 The search box is really simple, with only a few fields to complete on a hero banner.
- 5 Beautiful imagery and simple branding
- 6 Savings guaranteed highlighted
- 7 Rewards account and its benefits simply shared.
- 8 Below the fold you can see lots of promos of features available, eg app and rewards and places to travel.
- 9 Utilities and T&Cs at the bottom of the page.

Hotels.com >> Homepage

COVID-19 Travel Alert
If you have an upcoming booking to change or cancel, please check next steps and policies. Thank you.
[Find out more](#)

Hotels.com™

Things to do Packages & Flights Groups & Meetings Gift Cards List your property Hotels.com® Rewards

GBP Help Your bookings Sign in Create account

Q Where to?
Destinations and properties around the world...
e.g. London
Enter a destination or property

Check-in 04/09/2020 Friday
Check-out 05/09/2020 Saturday
1 night

Rooms 1 Adults 2 Children 0
Aged 18+ 0-17

Search

Free cancellation on most hotels
Price Guarantee find out more
Save with Secret Prices Unlock now

Hotels.com Rewards™
Stay 10 nights, get 1 reward* night
No gimmicks, just rewards.
Find out more
*See further details

Q Where to?
Destinations and properties around the world...
London
London, England, United Kingdom
Kings Cross St. Pancras, London, England, United Kingdom
Victoria, London, Greater London (county), England, United Kingdom
Euston, London, England, United Kingdom
The City of London, London, England, United Kingdom
Paddington, London, England, United Kingdom
London Excel - O2 Arena - London City Airport (LCY), London, England, United Kingdom
London Bridge, London, England, United Kingdom
London, United Kingdom (LHR-Heathrow)
London, United Kingdom (LGW-Gatwick)
...and more, keep typing to refine search

Q Where to?
Destinations and properties around the world...
London, England, United Kingdom
Enter a destination or property

Check-in 04/09/2020
Check-out 05/09/2020
2

September 2020
Mon Tue Wed Thu Fri Sat Sun
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30

October 2020
Mon Tue Wed Thu Fri Sat Sun
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

Price Guarantee find out more
Close

- 10 As you begin your search the field starts to auto filter based on what you type. The list also highlights where in the list the 'place' is.
- 11 The list also indicates if the place is a City, Property, Landmark or Airport/Station
- 12 You also have the option to search from current location
- 13 Once selected the cursor does not automatically move to the dates field.
- 14 When selecting a date the calendar display appear and highlights dates chosen with a circle and greyed out dated in between.
- 15 You can scroll through the months using the chevrons.
- 16 And close the window by clicking off the box or using the close button
- 17 If you choose you can also type on the dates in the field.
- 18 Day also appears under the dates. Nice touch as people look to travel from eg Friday to Sunday. Provides further clarification.
- 19 Room and adults fields are number drop downs,
- 20 Search button is big and unmissable,

Hotels.com >> Search and Select



The screenshot shows the Hotels.com search and select interface. Annotations are as follows:

- 21**: Hotels.com logo
- 22**: Search fields (Destination, Check-in, Check-out, Rooms, Adults, Children)
- 23**: Search button
- 24**: Map view button
- 25**: Narrow results section (13,460 hotels, homes and apartments)
- 26**: Filter section (Name, Popular filters, Price, Star rating, Guest rating, Free cancellation & payment, Hotels.com Rewards, Neighbourhood, Landmarks, Accommodation type, Facilities, Themes / types, Accessibility Features, Why book with us?)
- 27**: Select recommended filters (Luxury, Non-smoking rooms, Hotels, Solo traveller, Top rated, Meeting)
- 28**: Sort by function (Featured, Star rating, Distance, Guest rating, Price)
- 29**: Stay flexible with free cancellation banner

The main results area displays three hotel listings:

- DoubleTree by Hilton Hotel London - Chelsea**: Imperial Road Imperial Wharf, London, England, SW6 2SA, United Kingdom. Sands End, 3.3 miles to City centre, 11 miles to Heathrow Airport (LHR). Very good 8.4. 465 Hotels.com guest reviews. £157 for 1 room for 2 nights including taxes & fees. 10% off. Choose Room.
- Apartment Citadines Islington London**: 3 Shelley Place, Islington, London, England, N1 1WJ, United Kingdom. Islington, 2.4 miles to City centre, 16 miles to Heathrow Airport (LHR). Collect stamps. Pet friendly, Gym, Kitchen. 20% off at London's newest apart hotel. Set in vibrant Islington. Fully equipped kitchen, separate sleeping corner or room, private bathroom & partitioned living area. £238 for 2 nights including taxes & fees. See more.
- Apartment Hyde Park Private Studio Apartment**: London, ENG, United Kingdom. City of Westminster, 1.7 miles to City centre, 13 miles to Heathrow Airport (LHR). Collect stamps. Kitchen. £85 for 2 nights including taxes & fees. See more.

At the bottom, there is a banner for 'Unlock instant savings with Secret Prices!' and a listing for 'Clayton Hotel City of London' with a 'Superb 9.2' rating and a 20% off discount.

- 21 Logo always you to go back to the homepage and original navigation still available.
- 22 This page is broken down into the search fields at the top across the page, filters on the left and results in the middle.
- 23 Update or change requirements
- 24 Filter section:
- 24 View map results
- 25 Narrow results using the common features, 'Name', 'Popular requirements', 'Price', 'Stars' and 'Guest rating'.
- 26 Advanced filters are also available but have been minimised, which do not overwhelm.
- 27 Additional filters available above the results, they seem new and not common ones or fall in to traditional filters. You can also close this recommendation banner too.
- 28 more filters in a 'Sort by' function.
- 29 Note regarding flexible stays, highlighted at the top.

Hotels.com >> Search and Select



destination before you book.

Hotels.com

Things to do Packages & Flights Groups & Meetings Gift Cards List your property Hotels.com Rewards

Destination, property or landmark: London, England, United Kingdom

Check-in: 11/09/2020 Friday

Check-out: 13/09/2020 Sunday

Rooms: 2

Adults: 2

Children: 0

Search

London, England, United Kingdom

Select recommended filters

Luxury Star rating: 4 to 5 Non-smoking rooms Amenity available Hotels Accommodation type Solo traveller Great for travelling alone Top rated Guest rating: 8 to 10 Meeting Amenity

Sort by: Featured Star rating Distance Guest rating Price

How much we get paid influences your sort order. Learn more

Stay flexible with free cancellation We recommend booking a stay that offers free cancellation just in case your plans change

DoubleTree by Hilton Hotel London - Chelsea Imperial Road Imperial Wharf, London, England, SW6 2SA, United Kingdom

Sands End 3.3 miles to City centre 11 miles to Heathrow Airport (LHR)

Very good 8.4 465 Hotels.com guest reviews

£175 £157 10% off for 1 room for 2 nights including taxes & fees

FREE cancellation Choose Room Secret Price available Unlock now

Aparthotel Cilindres Islington London 3 Shelley Place, Islington, London, England, N1 1WJ, United Kingdom

Islington 2.4 miles to City centre 16 miles to Heathrow Airport (LHR)

£238 for 2 nights including taxes & fees

FREE cancellation See more

Aparthotel Hyde Park Private Studio Apartment London, ENG, United Kingdom

City of Westminster 1.7 miles to City centre 13 miles to Heathrow Airport (LHR)

£85 for 2 nights including taxes & fees

See more

Unlock instant savings with Secret Prices! Save more with Secret Prices

Unlock now

Clayton Hotel City of London 10 New Drum Street, London, England, E1 7AT, United Kingdom

Whitechapel 2.5 miles to City centre 17 miles to Heathrow Airport (LHR)

Superb 9.2 743 Hotels.com guest reviews

£226 £181 20% off for 1 room for 2 nights including taxes & fees

FREE cancellation Choose Room

Why book with us? Price Guarantee

What Will You Discover? eBay

Each results shows:

- 30 The name of the hotel and profile picture. Both link to a page with more details, which also carry dates you have chosen.
- 31 Location of place and its distance to the centre and local airport
- 32 Rewards available, hotel amenities, and a intro.
- 33 Rating and number of reviews, if available.
- 34 Price and discount, big and clear, including number of rooms and nights it includes. Also states taxes and fees are included.
- 35 Button to select obvious and easy to find.
- 36 This must be a promotion I haven't seen before, by clicking here you provide your email address (marketing)
- 37 Label to show if the residence is a 'Aparthotel' or 'Apartment', which is a new offering, as you expect, by the name, they only provide hotels.
- 38 Another banner to highlight the promo.

Hotels.com >> Search and Select

The screenshot shows the Hotels.com search and select page. The page is divided into several sections, each annotated with a number in a colored circle:

- 39**: A yellow circle at the top left of the page.
- 40**: A yellow circle at the top right of the page, near the navigation bar.
- 41**: A green circle next to the 'Back to search results' link.
- 42**: A green circle next to the 'Change search' button.
- 43**: A green circle next to the search box.
- 44**: A yellow circle next to the hotel name 'DoubleTree by Hilton Hotel London - Chelsea'.
- 45**: A yellow circle next to the hotel features (Free WiFi, Free cancellation, Collect stamps).
- 46**: A yellow circle next to the price and booking link.
- 47**: A green circle next to the 'Jump to' navigation links.
- 48**: A green circle next to the 'Flexible?' section.
- 49**: A yellow circle next to the 'Very good' review section.

The page content includes a search bar, a list of search results, a detailed view of a hotel (DoubleTree by Hilton Hotel London - Chelsea), a photo gallery, a map, and a section for flexible booking options.

39 Once you click through, the page is very similar and provide more information about the hotel.

40 The top banners remain; COVID 19 banner, logo and both navigation bars.

The next banner provide more search options:

41 'Back to search' link

42 Summary of booking

43 Search box and the option to minimise this.

44 The main box on the page shows the details of the hotel selected.

45 Short summary of hotel feature

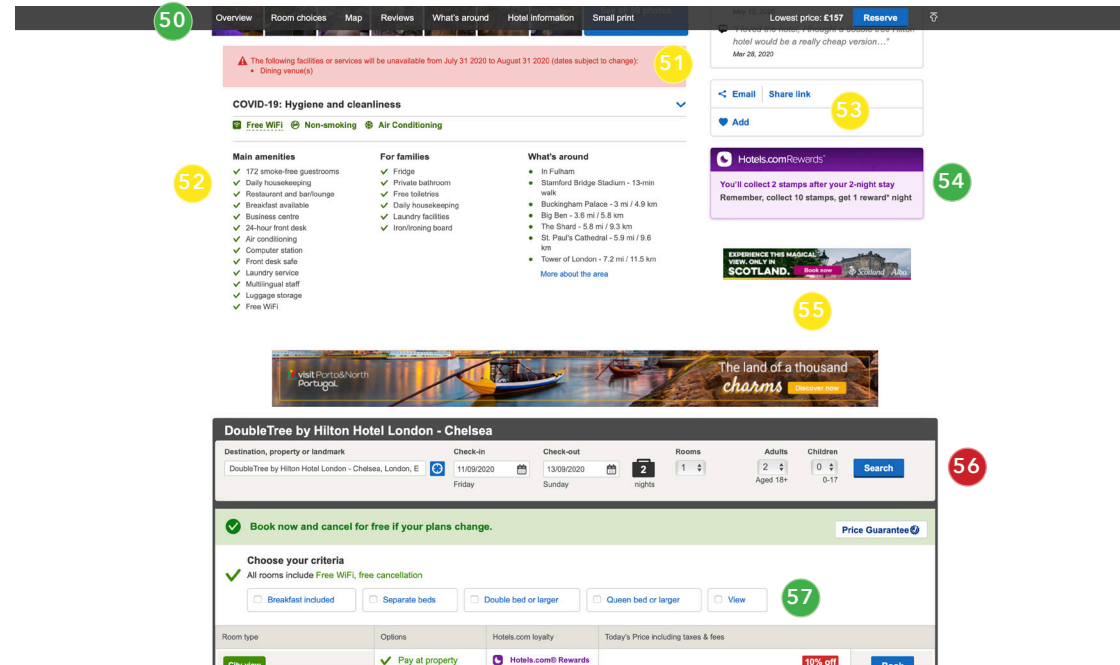
46 Prices and booking link

47 Tertiary navigation for hotel details, with photo gallery below.

48 Opportunity to see prices either for flexible guests

49 In a call out box a review has been highlighted.

Hotels.com >> Search and Select



page continued...

Below the fold you can see further details of the hotel

- 50 A drop down navigation appears at the top of the screen so you can view more details without scrolling, shows price, link to book and arrow back up to the top
 - 51 Changes alert banner
 - 52 Hotel amenities in detail
 - 53 Links to share via email or copy link and add to favourites.
 - 54 Rewards information based on this booking. Great it is tailored to the booking.
 - 55 Small ads on the page - not over imposing
 - 56 Search bar again before you see a list of rooms available, seems repetitive
- The list of rooms/prices feel like the fare for a flight.
- 57 Another filter to help look narrow the search, pretty bespoke options too.

The screenshot displays the Hotels.com search results for the DoubleTree by Hilton Hotel London - Chelsea. The page is annotated with numbered callouts (58-63) highlighting specific features and layout elements:

- 58**: Points to the 'City view' section, which includes a photo of the hotel room and a 'Book' button.
- 59**: Points to the 'Room, 1 Double Bed' section, which includes a photo of the room and a 'Book' button.
- 60**: Points to the 'Room, 1 Queen Bed' section, which includes a photo of the room and a 'Book' button.
- 61**: Points to the 'More great choices' section, which displays a grid of other hotel options with their respective prices and 'Book' buttons.
- 62**: Points to the 'What's around DoubleTree by Hilton Hotel London - Chelsea' section, which includes a map and a list of nearby landmarks and transportation options.
- 63**: Points to the 'See rooms & rates' button at the bottom of the page.

Page continued...

- 58** It is a very long page and I would prefer to see the prices and room options without having to scroll so much. You do have the link above but I don't think this would be obvious or used much. Natural action would be to scroll.
- 59** Another banner appears as you scroll down and the name of the hotel disappears from the section. The bar reminds you of the hotel and dates.
- 60** The grid layout simply shows the detail. More photos, what's included and links for detail, prices and button to book. (FYI the list is longer)
- 61** More options of hotels are promoted below
- 62** Then another box about the surrounding area of the hotel.
- 63** Link to more room rates which takes you back to the top.

At a glance

Key facts

- This hotel has 172 rooms
- This hotel is amongst over 6 floors

Check-in/out

- Check-in time 3:00 PM onwards
- Check-out time 11:00 AM

Front desk staff will greet guests on arrival

Required at check-in

- Credit card, debit card or cash deposit required for incidental charges
- Government-issued photo ID may be required
- Minimum check-in age is 18

Traveling with others

Children

- ✓ No extra (infant beds)

Pets

- ✓ Pets not allowed

Internet

- ✓ Free WiFi and wired internet access in public areas
- ✓ Free WiFi and wired internet access in rooms

Transport

Parking

- ✓ No on-site parking

Payment types at the property

- ✓ Cash

Other information

- ✓ Smoke-free property

In the hotel

Food and drink

- Continental breakfast daily (surcharge)
- Room service (during limited hours)

Working away

- Business centre
- Computer station

Services

- Laundry service
- Laundry facilities

Facilities

- Bar/lounge
- Bar
- Bar/lounge

Accessibility

- Wheelchair accessible rooms
- Wheelchair accessible entrance
- Wheelchair accessible parking spaces
- Wheelchair accessible on-site restaurant

Languages spoken

- English
- Russian
- Spanish

In the room

Home comforts

- Air conditioning
- Iron/ironing board

Freshen up

- Private bathroom
- Shower/tub combination
- Free toiletries
- Hair dryer (on request)

Be entertained

- LED TV

Stay connected

- Free WiFi
- Phone

Food and drink

- Fridge

More

- Daily housekeeping
- In-room safe (digital compatible)

Also popular with travellers from the UK

DoubleTree by Hilton London - Chelsea

4-star

Great 8.4

£153

10 rooms for 2 nights, including breakfast

Millennium & Copthorne Hotels at Chelsea Football Club

4-star

Great 8.0

£134

10 rooms for 2 nights, including breakfast

Copthorne Tara Hotel London Kensington

4-star

Great 7.8

£126

10 rooms for 2 nights, including breakfast

Special features

Dining

Grill Restaurant – This restaurant serves breakfast and dinner.

Coffee Lounge and Bar – On-site coffee shop. Guests can enjoy drinks at the bar. Open daily.

Awards and affiliations

Green Sustainable Property

This property participates in Green Tourism, a programme that measures the property's impact on one or more of the following: The Environment, the community, the cultural heritage and the local economy.

DoubleTree by Hilton Hotel London - Chelsea's small print

Also known as

- DoubleTree by Hilton Hotel London Chelsea
- DoubleTree by Hilton Hotel London Chelsea

Optional extras

Continental breakfast is offered for an extra charge of GBP 10.00 per person (approximately)

Reviews

Very good 8.4 from 455 reviews

Exceptional 10.0

Maybe a slight miscommunication at the front desk but the room was on the same booking but under 2 different names, perhaps should've demonstrated a bit better attitude, especially when we asked about parking space we may want to drive out. We asked the car park manager after and it was perfectly fine despite front desk being slightly hostile about it. All other staff were extremely nice and professional.

Very good 8.0

Small rooms, small beds, noisy windows poorly sealed hearing road noise constantly. Generally run down and not clean rooms with old grubby towels.

Very good 8.0

Great staff, great location. Only thing is I found the bed very small. Might need to upgrade from double room to get a decent size bed if there is two of you staying.

Very good 8.0

Nice hotel to stay in and it is just few yards from Imperial War Museum. I booked room with City view, but got room in 2nd floor with view backside buildings. Overall stay is good and no issues.

Exceptional 10.0

Typical doubletree. Purposeful and convenient.

Convenient, business style hotel, great staff, price/parking nearby but this is normal for London, UK restaurant

68

- 64 Further information about the hotel, sectioned into areas of interest, eg
 - 65 'At a glance' providing key information for the guest, payment and parking
 - 66 'What's in the hotel' and 'room', special features including dining and terms and conditions.
 - 67 You can also see more reviews at the bottom of the page.
- Overall the page is very long to navigate through. They have provided several links to navigate around the page but its still a lengthy page. I am not convinced everyone would use all the 'helpful' links
- 68 When you pick to reserve, you have prompted to select if you will pay online or at the hotel.

Choose when you'd like to pay

Pay online

£157

for 1 room for 2 nights

- ✓ We'll process your payment in your local currency
- ✓ Cancel for free right up until the hotel's cancellation window
- ✓ You can use a valid Hotels.com coupon

Hotels.com® Rewards

- ✓ Collect
- ✓ Redeem

Pay at hotel

£157

for 1 room for 2 nights

- Pay the hotel in their currency
- Cancel for free right up until the hotel's cancellation window

Pay online

Pay at hotel

Hotels.com® Website feedback Help

69 DoubleTree by Hilton Hotel London - Chelsea

Hotels.com® Rewards 71 Sign in

Step 1: Your details

* required fields

First name*
Please give us the name of one of the people staying in this room.
Chetna ✓ 73

Last name*
McGuinness ✓

Email address*
Your confirmation email goes here

Mobile number* 72
We'll only contact you in an emergency

☐ I'm not interested in saving on my next booking, so don't send me emails from Hotels.com.

Step 2: Room details

Room, 1 Double Bed

✓ Included in your room: Double Bed, Non Smoking

> Any special requests?

> Any accessibility requests?

If you don't book now, this brilliant deal could be gone

Step 3: Reservation card details We need your details to guarantee your booking

Hurry, that's the cheapest room we have at DoubleTree by Hilton Hotel London - Chelsea! Book it now.

✓ We never charge any credit card fees 77

* required fields

First name*
Chetna ✓ This guarantees your booking, you don't pay now.

Last name*
McGuinness ✓

Card number*
0000 0000 0000 0000

Expiry date*
MM / YY

Security code*
000 ?

Your card won't be charged - it's only needed to guarantee your booking

Join Hotels.com® Rewards
(optional)

Create password
6 to 20 letters, with at least 1 number

Collect 10 stamps, get 1 reward* night
Unlock Secret Prices
Book hotels faster

Our Price Guarantee promise 70
Cancel for free if plans change, pay at the property and join our Price Guarantee.

Guest Room [1/5]

DoubleTree by Hilton Hotel London - Chelsea
Imperial Road Imperial Wharf, London, SW6 2GA, United Kingdom

8.4 Very good
Hotels.com 465 guest reviews
City Hotel Rated top 5% in London

Check-in Friday, September 11, 2020 (3:00 PM)
Check-out Sunday, September 13, 2020 (noon)
2 nights, 1 room

Room, 1 Double Bed
Free cancellation
Average nightly rate £78.57
2 nights £149.66
Taxes £7.48

Includes special offer

Total price £157.14
for 1 room, 2 guests, 2 nights including taxes

Payment schedule
Due now £0.00
Due at property £157.14

⚠ This price may increase if you book later.
Sorry, but you cannot redeem coupons or Hotels.com® Rewards rights for this booking

Have a Hotels.com gift card?
Unfortunately, you can't use your gift card if you're paying at the hotel.

Why sign up for Hotels.com® Rewards?

- ✓ Enjoy reward* nights - it's simple, collect 10 stamps, get 1 reward* night
- ✓ Save money - you'll get access to Secret Prices
- ✓ Flexibility - collect stamps or redeem reward nights on eligible properties, anytime, anywhere
- ✓ Save time - we'll remember your preferences to speed up your bookings

- 69 The booking page seems simple to complete.
- 70 Summary of the booking on the right hand side.
- 71 You can log in at this stage, which I assume makes completing the form easier.
- 72 An asterisks to show what is mandatory to complete
- 73 as the field are completed a icon appears to confirm it is correct/complete.
- 74 Room details with links for special requests.
- 75 Interestingly as you complete the form your name automatically copies to Step 3.
- 76 a bit of a aggressive/bold note.
- 77 Simple payment form with prompts to say the card will not be charged. They are clear in their own boxes.

If you don't book now, this brilliant deal could be gone

> 2 nights £149.66
Taxes £7.48

Step 3: Reservation card details

We need your details to guarantee your booking

Hurry, that's the cheapest room we have at DoubleTree by Hilton Hotel London - Chelsea Book it now.

✓ We never charge any credit card fees
* required fields

First name*
Chetna ✓

Last name*
McGuinness ✓

Card number*
0000 0000 0000 0000

Expiry date*
MM / YY

Security code*
000 ?

Your card won't be charged - it's only needed to guarantee your booking

This guarantees your booking, you don't pay now.

The hotel accepts the following payment methods

You can count on us

- ✓ We use secure transmission
- ✓ We protect your personal information

Includes special offer

Total price
£157.14
for 1 room, 2 guests, 2 nights including taxes

Payment schedule

Due now	£0.00
Due at property	£157.14

⚠ This price may increase if you book later.

Sorry, but you cannot redeem coupons or Hotels.com® Rewards nights for this booking

Have a Hotels.com gift card?
Unfortunately, you can't use your gift card if you're paying at the hotel.

Why sign up for Hotels.com® Rewards?

- ✓ Enjoy reward* nights - it's simple, collect 10 stamps, get 1 reward* night
- ✓ Save money - you'll get access to Secret Prices
- ✓ Flexibility - collect stamps or redeem reward nights on eligible properties, anytime, anywhere
- ✓ Save time - we'll remember your preferences to speed up your bookings

Join Hotels.com® Rewards (optional)

Create password
6 to 20 letters, with at least 1 number

6 7 8 9 10

- ✓ Collect 10 stamps, get 1 reward* night
- ✓ Unlock Secret Prices
- ✓ Book hotels faster

Cancellation policy

Room, 1 Double Bed
Free cancellation until 10/09/2020

Terms of Booking

By clicking "Confirm this 2-night purchase", you agree you have read and accept our [Terms and Conditions](#), [Privacy Policy](#) and [Government Travel Advice](#).

Check-in Friday, September 11, 2020 (3:00 PM)
Check-out Sunday, September 13, 2020 (noon)
2 nights, 1 room

Cancel for free if plans change

Price Guarantee

Confirm this 2-night purchase

Nearly there! This is the final step.

✓ You'll pay nothing today

Please fill in all the fields

Card number

Expiry year

Security code

purchase

Click to complete your purchase.

to finish step

nothing today

ABOUT OUR CERTIFICATES

We will never sell your personal information and we use secure transmission to protect your personal information.
Read our [Privacy Statement](#) for more information.

Top countries & regions
User terms & Privacy
Website feedback
Modern Slavery Act statement
expedia group

* The value of 1 reward night is the average price of the 10 stamps you collect. Excludes taxes and fees. A £4.00 redemption fee is

- 77 Hotels.com Rewards box to collect points, with a benefits highlight box next to it. The graphic example is great at showing how it works.
- 75 Cancellation policy is there but not fully shown, its down to the guest to click and view. It makes the page look less clutterd and is not daunting.
- 77 Terms of booking with a short summary and a big button to proceed.
- 75 As I hover over the buttons it knows I have an incomplete for. This prompt is great as it shows what has been missed.

Overall, a really simple booking page, the site is not clutterd, and doesn't look cheap either. Easy to navigate, some pages feel long, but I think that due to all the options available and is typical of a hospitality page.