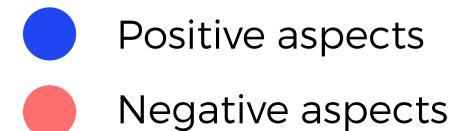


BOOKING APPS

Competitive Benchmarking





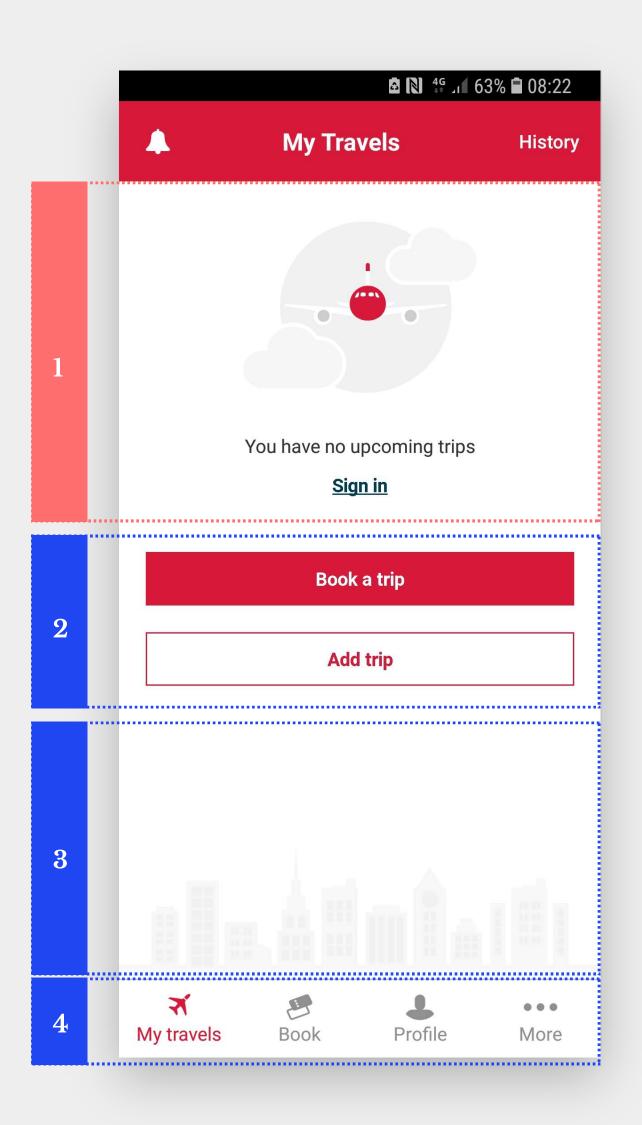








- 1 Main emphasis on managing existing trips and singing in. I don't think it needs to be the the main focus here unless you are signed in with an upcoming trip to view.
- 2 Clear, unencumbered CTAs for the commonly used options.
- 3 Subtle background graphics, not too distracting but still lifts the page and highlights identity.
- 4 Clear, fixed navigation at the bottom of page for other options.

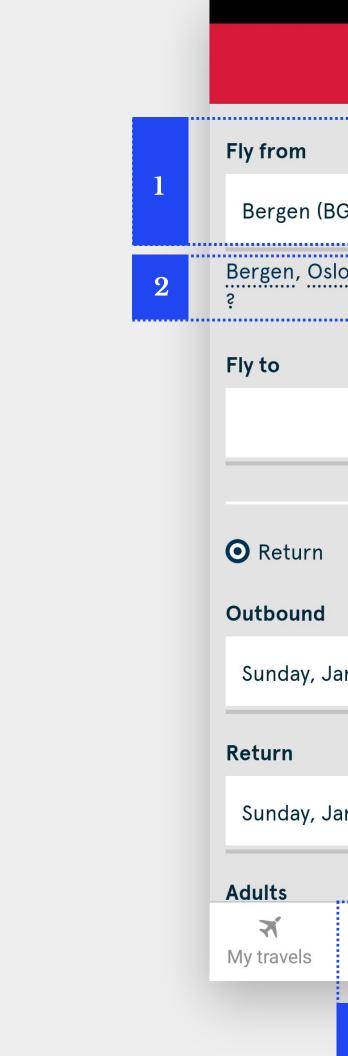






Booking Page

- 1 Simple, large and clear form fields. White on grey contrast works well. Pre-populated with most commonly used Airport.
- 2 Easily accessible suggested list of most commonly used Airports. * I don't what "?" means though
- 3 Clear references at top and bottom of the page as to where too are on the site.
- 4 Search CTA is faded out until correct information is added



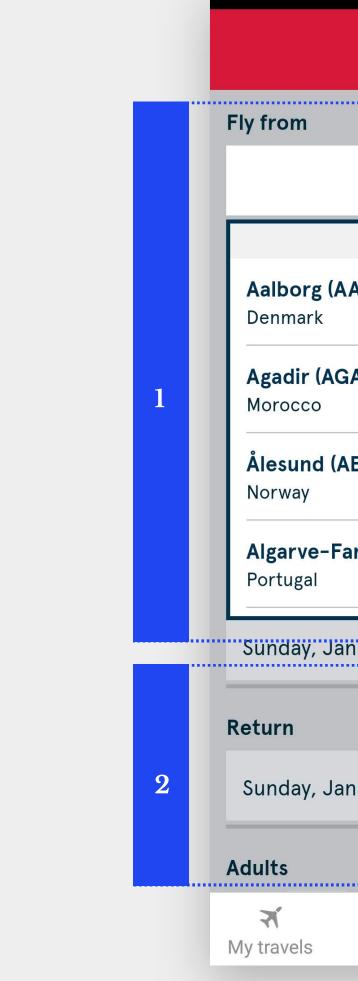
N 👯 11 32% 🗖 13:49		Adults			
Book		- 1	+	Add childre	n
		• Selected	date		
3GO) ×		O Show Low	v Fare Cale	endar	
slo-All airports or Oslo-Gardermoen		Show dire	ect only		
;					
↓	4	Search ar	nd book		
One-way		স্থ	2	1	•••
		My travels	Book	Profile	More
January 20, 2019 🗰					
January 20, 2019 🗰					
Book Profile More					
9					





Airport Selection

- 1 Simple, legible dropdown, airports listed alphabetically in dropdown menu once field is clicked.
- 2 The rest of the screen darkens to keep your focus on choosing Airport
- 3 Clear search results once you start typing your search criteria.



N 🖘 1 25% 🗖 15:09										. 1 26	% 🗖 1	14:58	
Book							Boo	k					
		Fly t	o										•••
		AI										×	
All airports		Aa	albo	org (AAL)							
(AAL)	3			ark									
(GA)			gar rtu		Faro	(FAC)						
(AES)			ica ain	nte	(ALC	:)							
Faro (FAO)		(ن)]	А	m	•	S	0	•	A	.m.	``	/
		1	2	3	3	4	5	6	7	8	9)
January 20, 2019		q	w	•	e	r	t	у	ü	i	0	þ)
		a	1	s	d	f	g	ł	n]	j	k	1	
January 20, 2019 🗰		Ŷ		z	x	С	v	k		n	m	×]
		!#1		,		E	nglish	(UK)				Nex	t
Book Profile More				1/									

 \sim

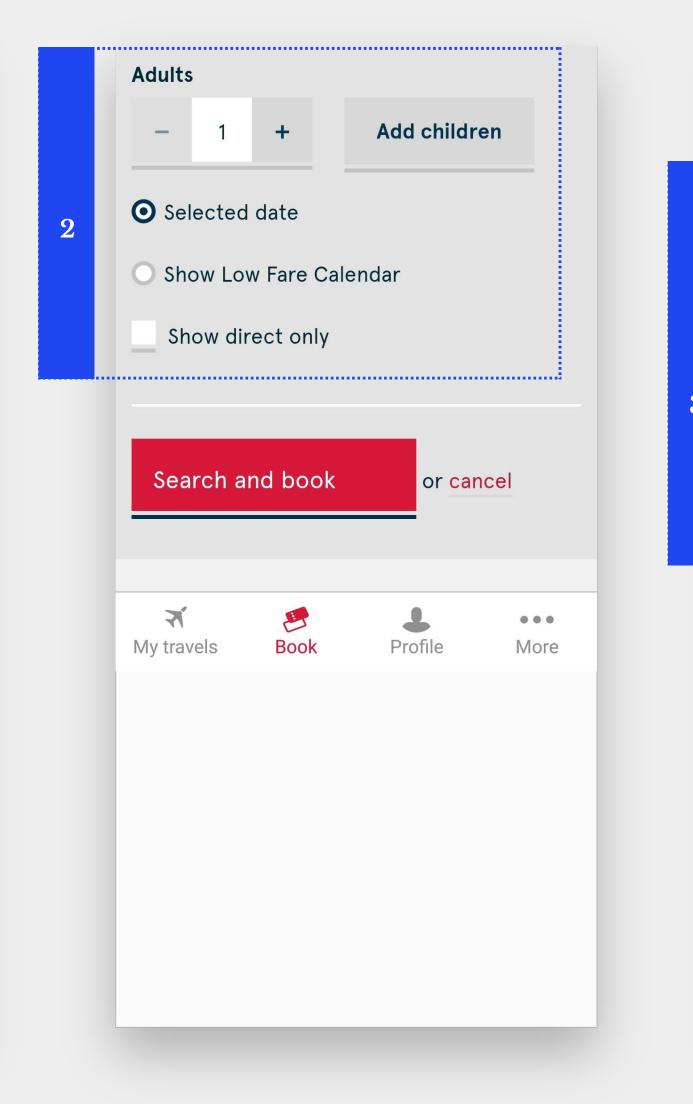


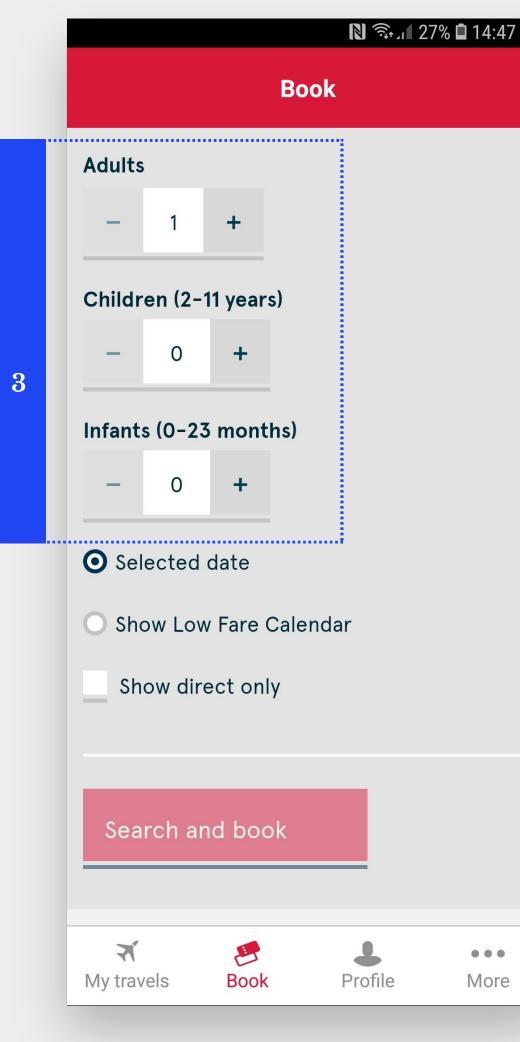


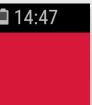
Date & Passenger Selection

- 1 Clean functional design. Keeping with tone by using brand red to highlight date and greys & whites for the rest.
- Nice functionality that once you 2 select your outbound date it automatically opens the returns date calendar, one less click for user.
- 3 Big and easy UI to add adults, children and other options.

) ?	⊿ı 1 27%	İ 14:47	
					Book	(
		Ουτρου	na						
		Sunday	y, Janı	uary 20	D, 201	9			
		Return							•
	I.	Sunday	y, Janı	uary 20), 201 [°]	9			
	I	(Janu	lary	2019		\mathbf{O}	
	I.	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
	I.	31	01	02	03	04	05	06	
1	1	07	08	09	10	11	12	13	
	I.	14	15	16	17	18	19	20	
	1	21	22	23	24	25	26	27	
	I	28	29	30	31	01	02	03	
	I	04	05	06	07	08	09	10	
		Searc	:h ano	d bool	k				
						-			
		₹ My travel	S	E Book		Profile		••• More	







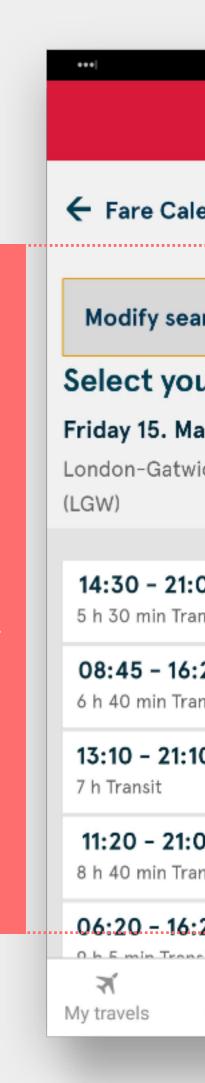
... More



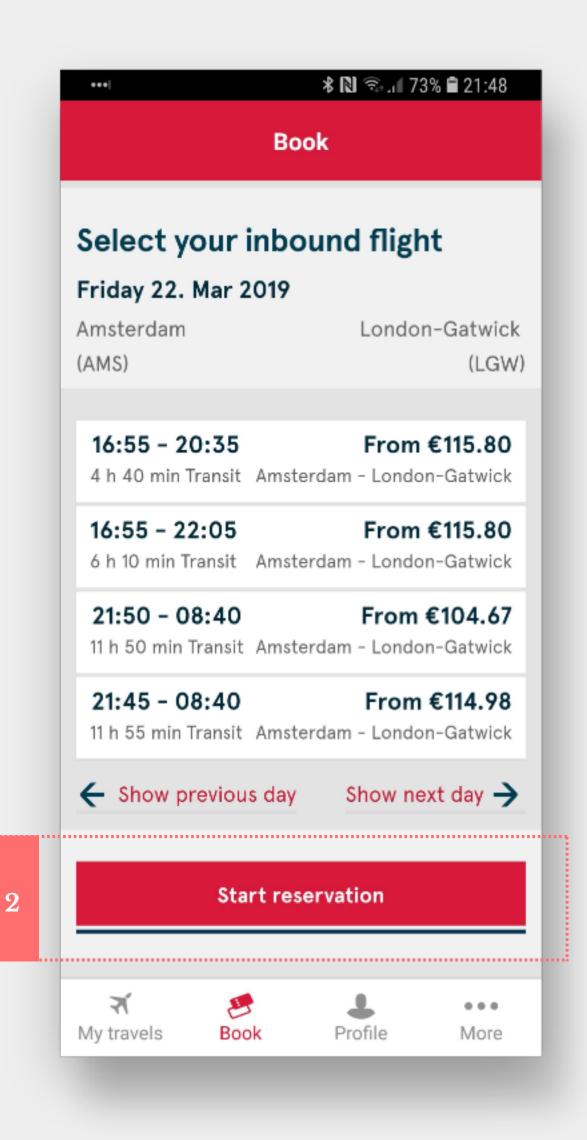


Results page

- A bit of a cluster of information here. I'm confused when I land on this page. Modify search is the main thing my eye is drawn to.
- 2 I don't like the wording here: "Start reservation" Something like "Book now" or even just "Reserve", I feel I've already started my reservation by making all the previous selections



	≵ 🔃 😤 .⊪ 74% 🛢 21:47
	Book
end	ar
arch	· ↓
ur	outbound flight
ar 2	019
ick	Amsterdam (AMS)
00 ansit	From €95.97 London-Gatwick - Amsterdam
:25	From €125.30 London-Gatwick - Amsterdam
10	From €119.67
	London-Gatwick - Amsterdam
00 ansit	From €95.97 London-Gatwick - Amsterdam
	From €125.30
Boo	L

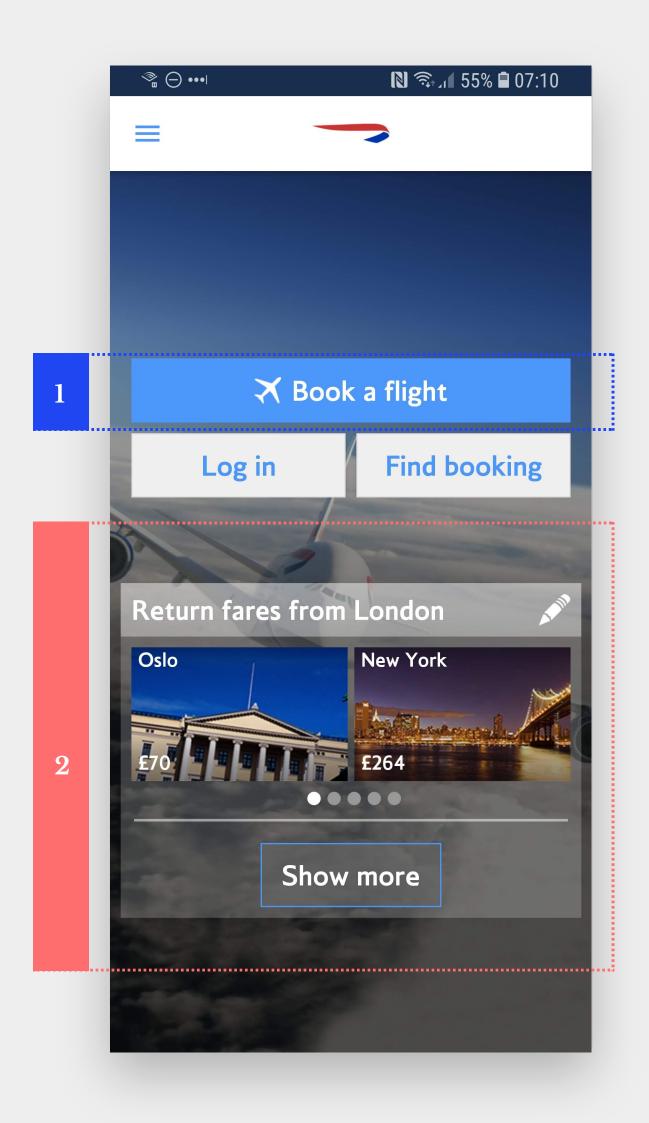






1 Big and easy to locate primary CTA at the top of the page.

2 The rest of this page is a bit cluttered and unclear. Is this a section for deals? The background image is a bit obtrusive and distracts from the content making me a slightly overwhelmed even though there's not that much content on on this screen.

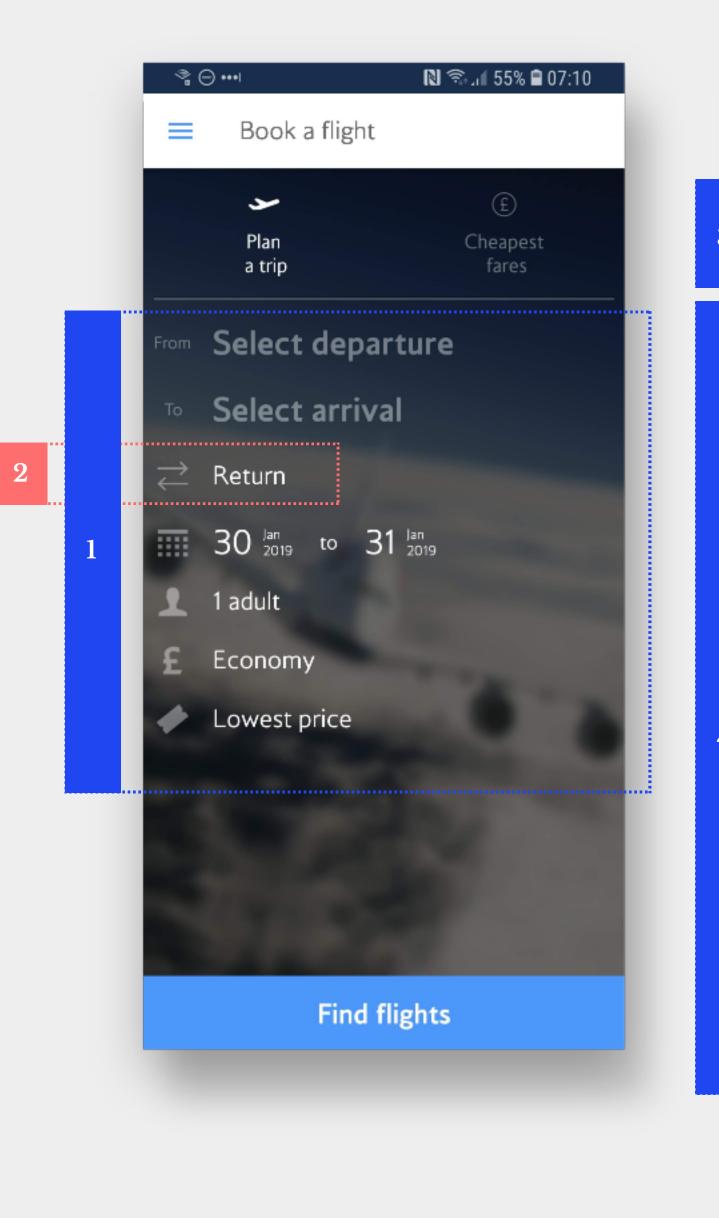


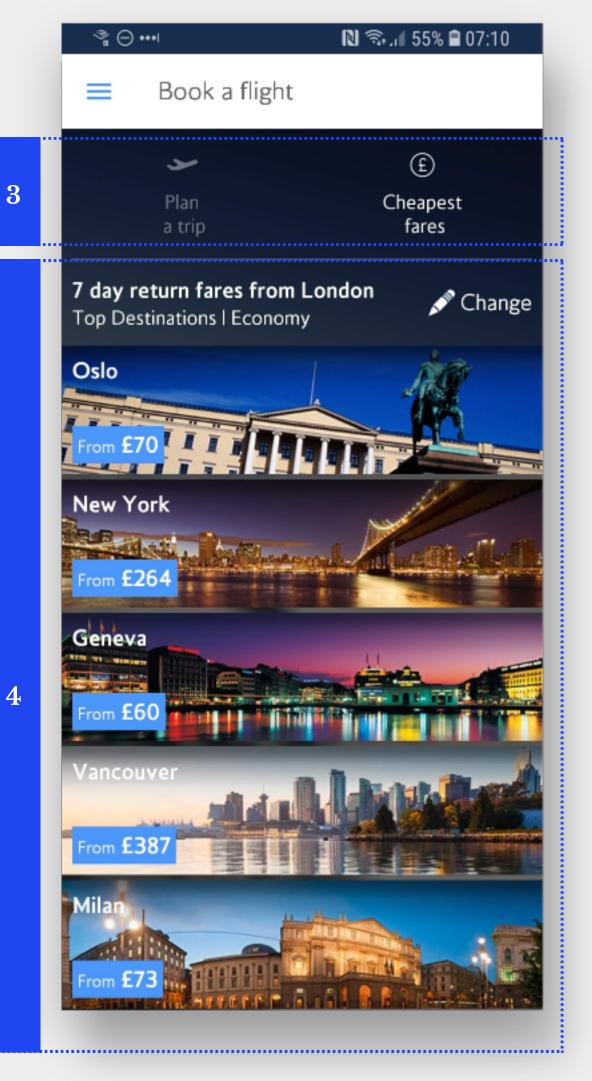




Booking Page

- 1 Overall, nice minimal design and layout, this time darkening and blurring graphic more so the options are more visible.
- 2 The minimal design also raises some issues, to select "One Way" you first have to tap "Return" which isn't very obvious, sure it saves on space but could easily be missed. Same goes for Economy & Lowest price.
- 3 I like this tabbed section. Nice use of icons, clear journeys for 2 different types of users, people who know where there going and people of what to browse locations and discover best prices.
- 4 A lot on this screen but I actually quite like it. Good place for the casual browser to scroll through some deals. Nice imagery with clear pricing and messaging







1

4

BRITISH AIRWAYS

Airport Selection

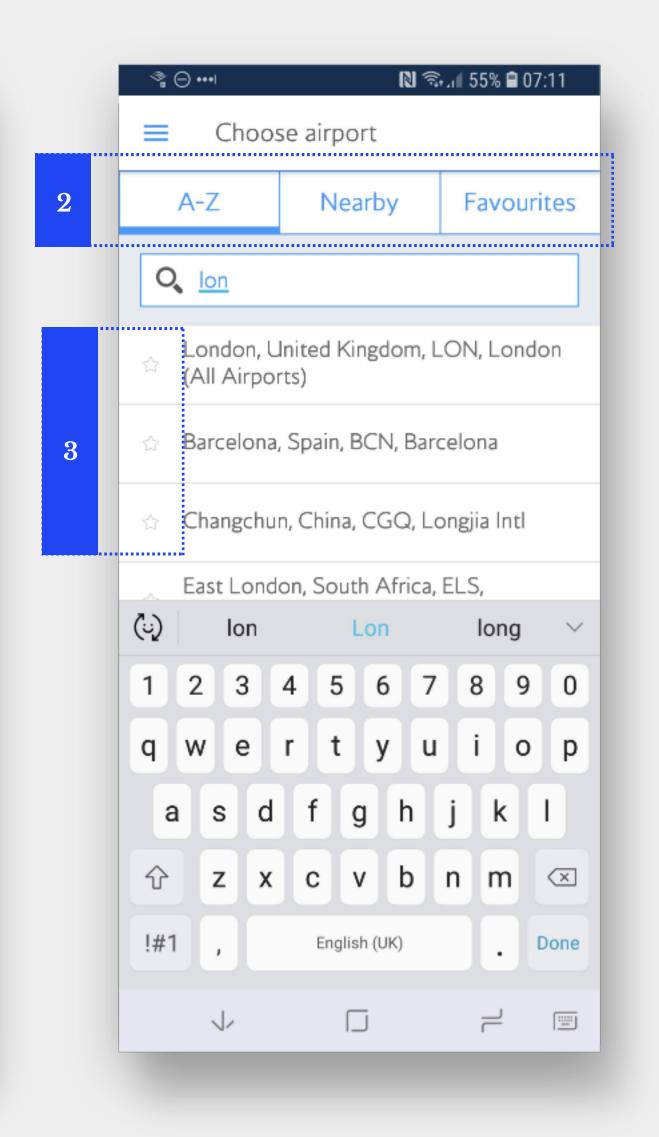
Clean, well spaced layout with clear options.

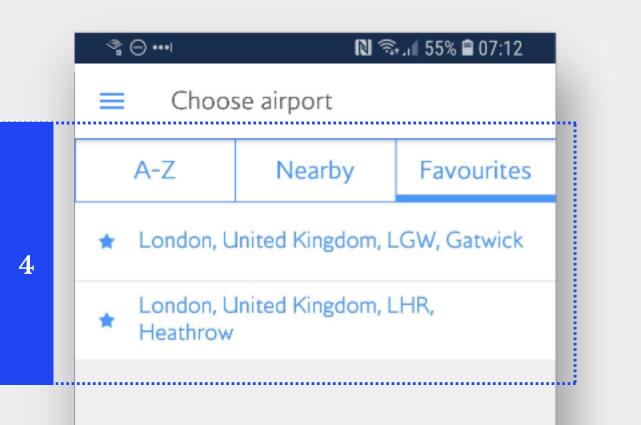
2 I like the various options to find your destination including, A-Z, Nearby, Favourites and of course the most popular, Search.

3 Nice feature to allow user to add airpots to favourites. Useful if you travel to the same destination often or if you have a few different locations in mind that you want to save and compare.

List selected favourites in action

3€		N গ্ন	նալ 55% 🗎 07:11
A	A-Z	Nearby	Favourites
O,	Search f	or an airport	
<u>ن</u>	A Coruna,	Spain, LCG, A C	oruna
습 <i> </i>	Aalborg, D	Denmark, AAL, A	alborg
Ġ /	Aalesund,	Norway, AES, Aa	alesund
습 /	Aarhus, De	enmark, AAR, Aa	rhus
1000	Aberdeen, Aberdeen	, United Kingdom	n, ABZ,
合 /	∆bha, Sau	di Arabia, AHB, A	\bha
502	Abilene, U Municipal	ISA, ABI, Abilene (TX)	
57	Abu Dhab AUH, Abu	i, United Arab En Dhabi	nirates,
\$ /	Abuja, Nig	eria, ABV, Abuja	









Date & Passenger Selection

- 1 No indication that I now need to select my return date. I may believe that if I select another date it will change my going out day.
- 2 Easy to see going out and returning dates.
- 3 Clear dedicated screen to select passengers, also gives you the options to select children and infants.

••••			k	R 4 ⁶ .	l 62% f	111:54
≡	Cho	ose da	ite			~
		Ма	rch 20	019		
Mon	Tue	Wed	Thu	Fri	Sat	Sun
25				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
		Ap	oril 20	19		
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					
•	\leftarrow					

		্ৰ ⊝•	••	N 🖘.	🕅 🖘 🖬 55% 🗎 07:13						
		≡	Cho	\checkmark							
	ľ	March 2019									
		Mon	Tue	Wed	Thu	Fri	Sat	Sun			
						1	2	3			
		4	5	6	7	8	9	10			
		11	12	13	14	15	16	17			
2		18	19	20	21	22	23	24			
		25	26	27	28	29	30	31			

April 2019

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									
May 2019										
Mon	Tue	Wed	Thu	Fri	Sat	Sun				

	3 ⊖ •••	6	N 🖘 🛯 55% 🗎
	< Select p	assengers	5
	Adults 16+	2	•
	Young adults	0	\bigcirc
3	Children 2–11	0	\bigcirc
	Infants Under 2	0	\bigcirc



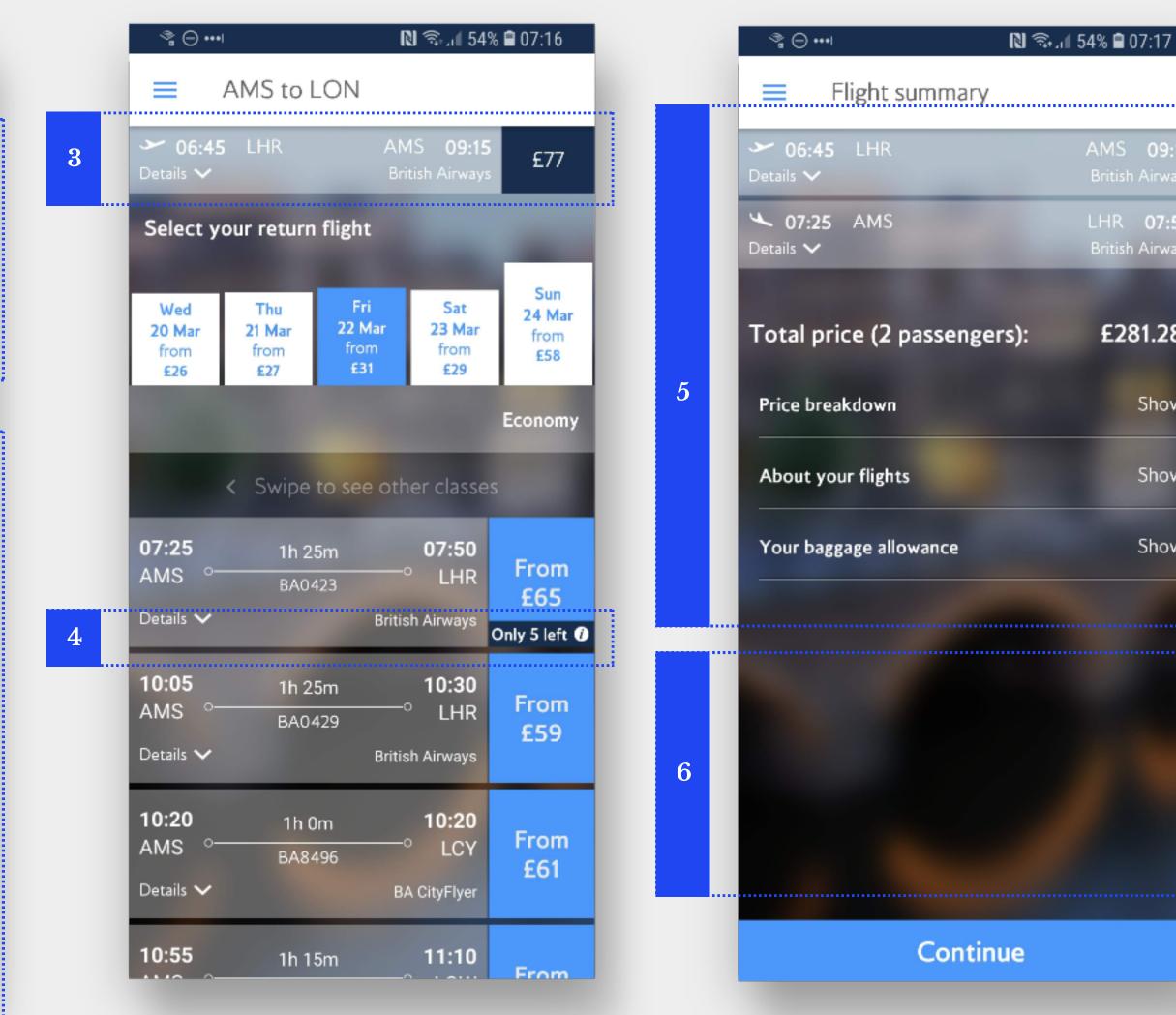


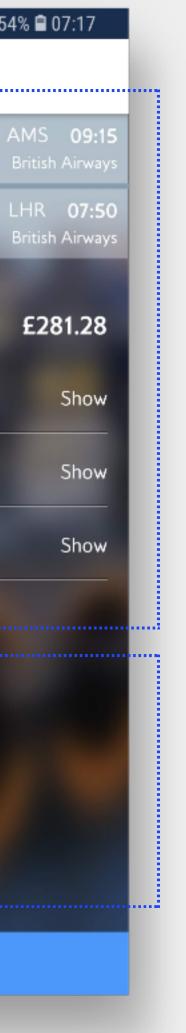


Results page

- 1 I like the layout of this screen in general. Nice feature where the the day column size is bigger or smaller depending on price.
- 2 I find this all very readable and digestible. Times and prices layout out very clearly.
- Clear indication of going out 3 flight you've selected.
- 4 Adding urgency to purchase but not too overwhelming.
- 5 Again, just a really clear and concise layout of the summary.
- Image of Amsterdam has been 6 used in the background of the booking process throughout which is a nice touch and makes it feel more personal.

			ſ	մ 📚.վ 54%	6 🛢 07:16
	≡	LON to A	AMS		
	Lor	idon (All A	\irports) t	o Amster	dam
1	Wed 13 Mar from £31	Thu 14 Mar from £31	Fri 15 Mar from £47	Sat 16 Mar from £31	Sun 17 Mar from £33
					Economy
		< Swipe	to see oth	er classes	
	06:45 LHR °− Details ✔	1h 3 BA04	428	09:15 AMS sh Airways	From £77
2	07:45 LGW °− Details ∨	1h 2 BA27	758	10:05 D AMS sh Airways	From £61
	07:50 LHR °− Details ❤	1h 2 BA04	430	10:15 D AMS	From £83
	10:55 LHR °− Details ✔	1h 2 BA04	434	13:20 AMS sh Airways	From £101

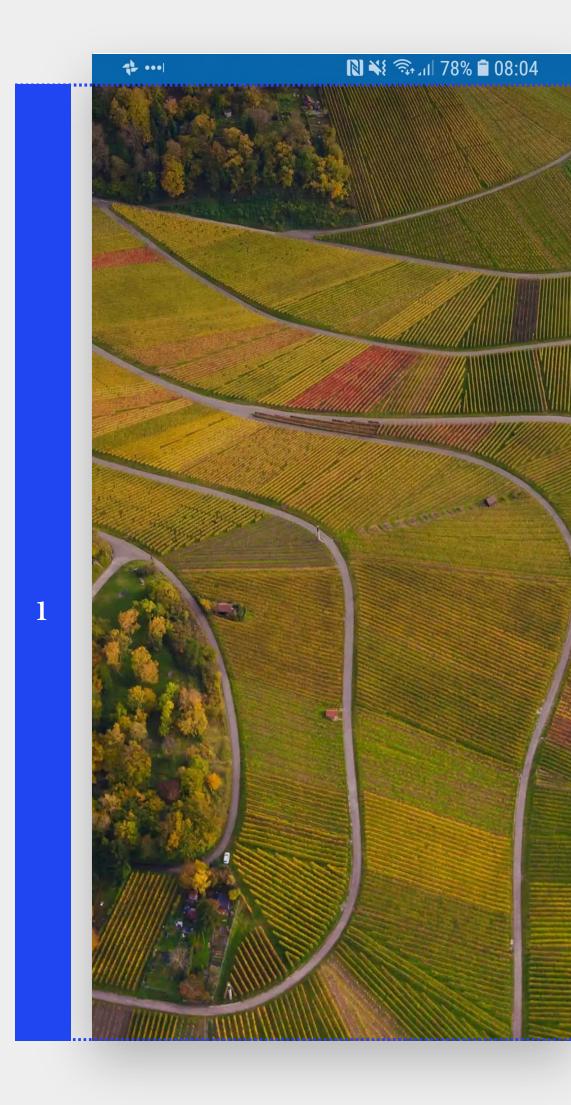


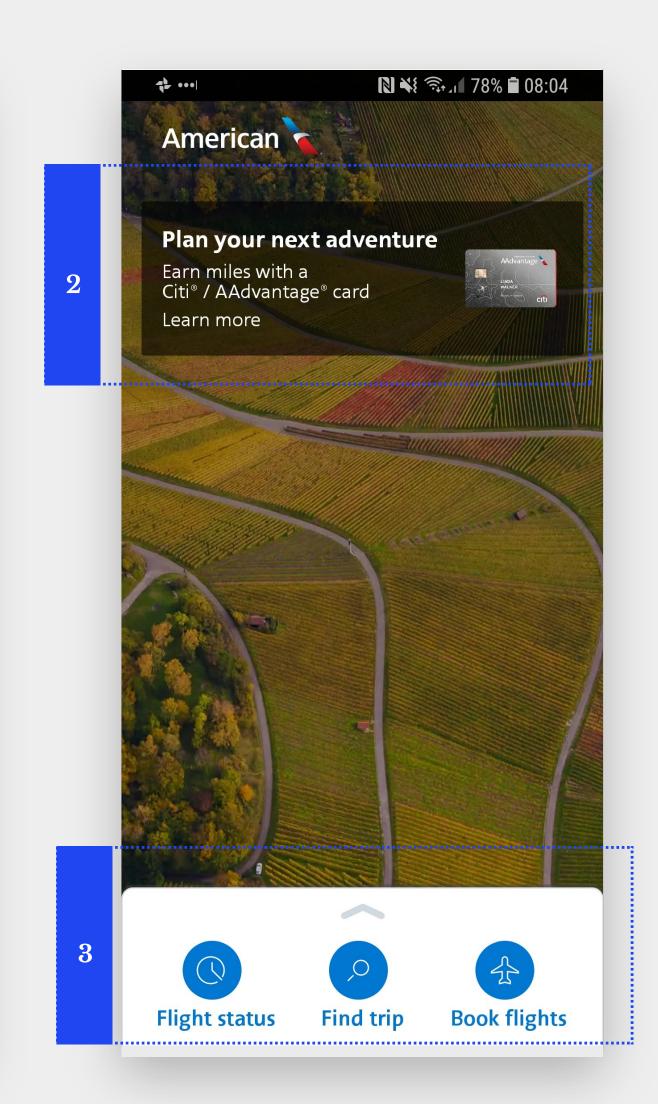


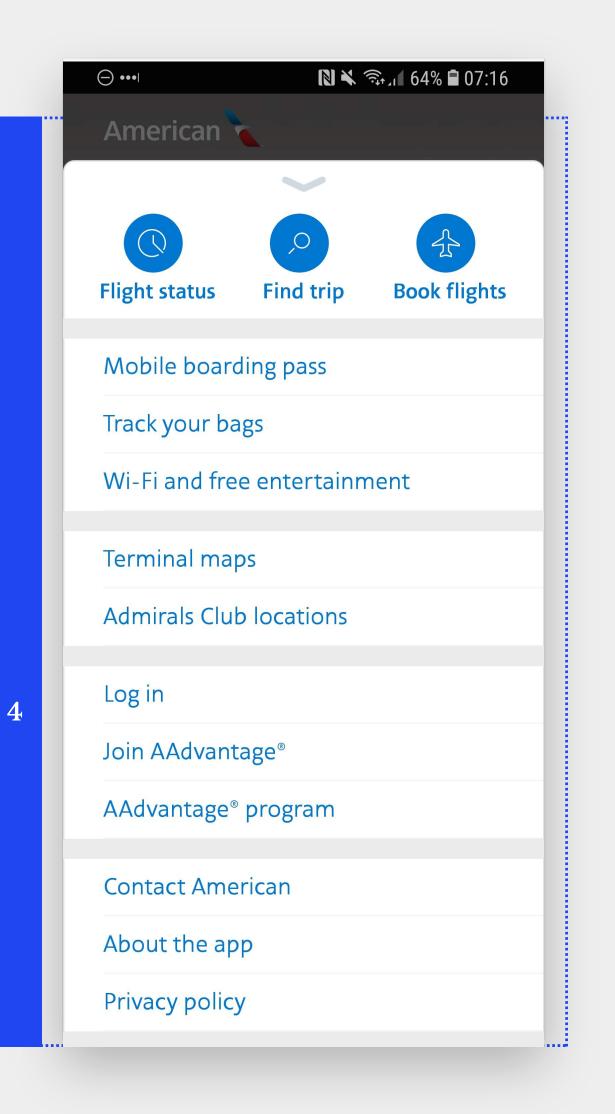




- 1 Nice use of full screen strong photography before the homepage loads. Image changes depending on day you visit app.
- 2 Relatively subtle and unobtrusive promotion
- 3 Bottom drawer other options. This has the advantage over the Hamburger menu as your main most important options are always visible as apposed to everything being hidden.
- 4 Bottom drawer in action





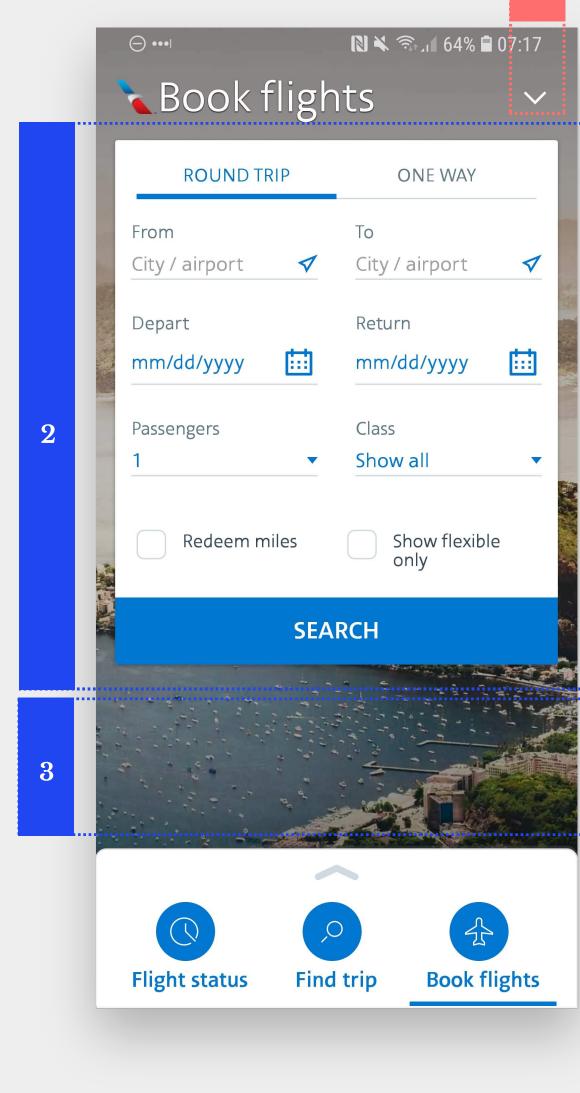


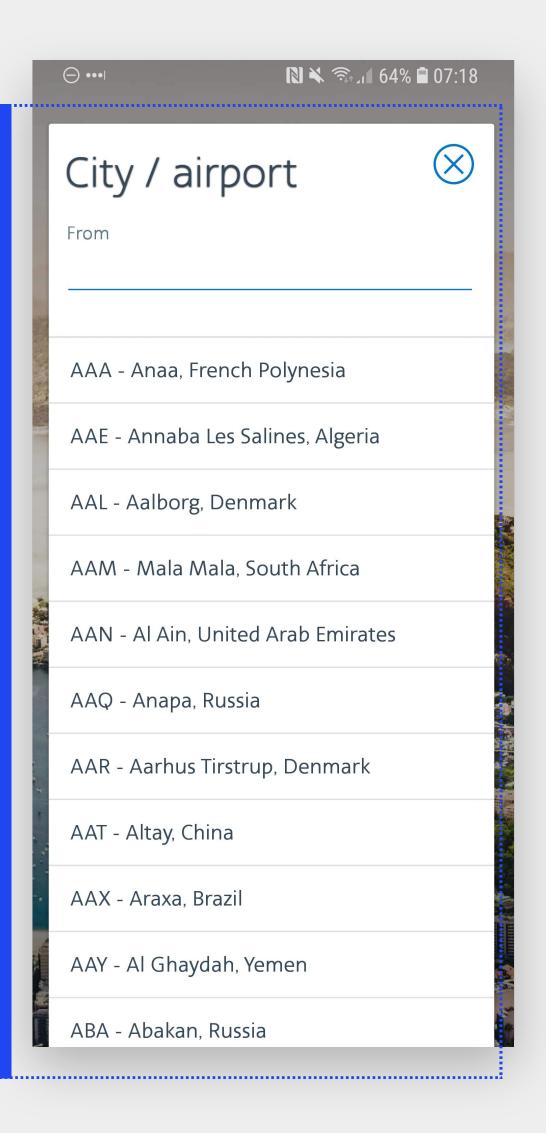




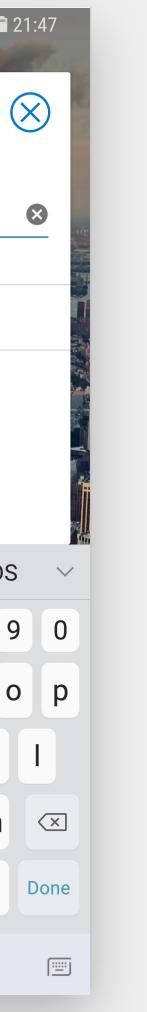
Booking Page & Airport Selection

- 1 Would not know the down arrow takes me back, I would use "**X**" instead or back arrow Instead to avoid confusion
- 2 Input fields on clear, solid white panel, standing out from background.
- 3 Background image from previous page remains, keeping journey consistent but not too intrusive.
- 4 Clear, minimal and well spaced out content.
- 5 Nice attention to detail where the letters that match your search are shown in blue.





8 1 1	•••		1							((t.	+_1	76	% 🗎
City / airport													
From LAX													
L/	4X -	- Lo	s Ar	ige	les	In	ter	na	tic	na	al, (CA	
(u)		L	AX				LA	S				L	AD:
1	2		3	4		5		6		7		8	
q	W		е	r		t		у		u		i	
a	I	s	d		f		g		h		j		k
$\hat{\mathbf{C}}$		z	x		С		۷		b		n		m
!#1		,			E	ngl	ish	(UK)				•
		1/										i	





1

2



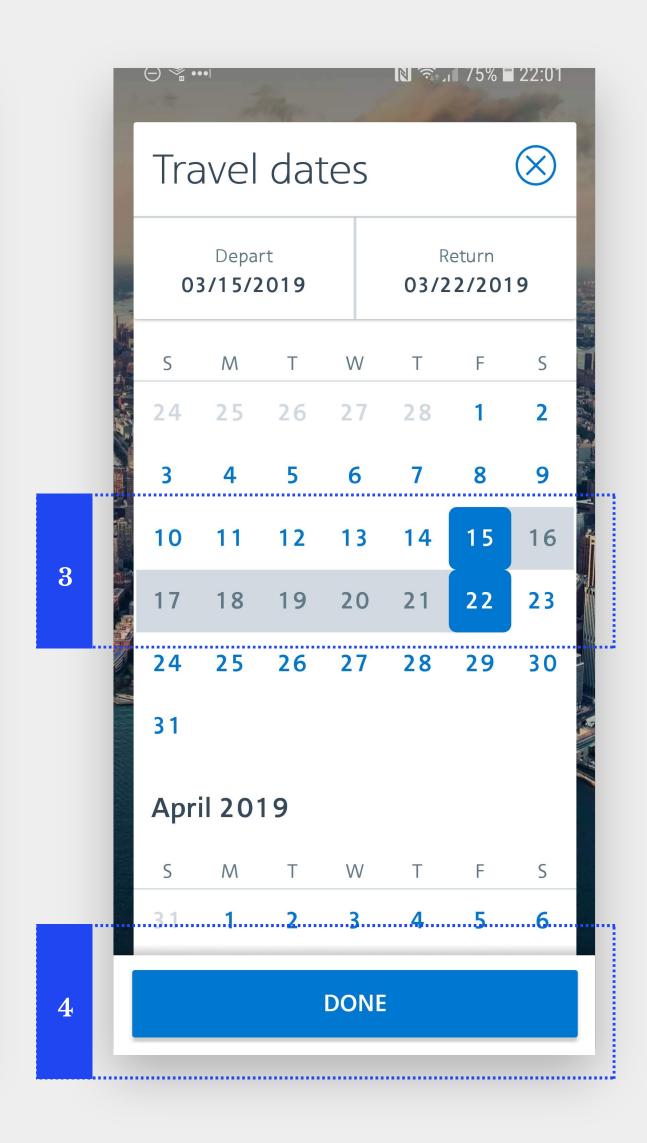
Date & Passenger Selection

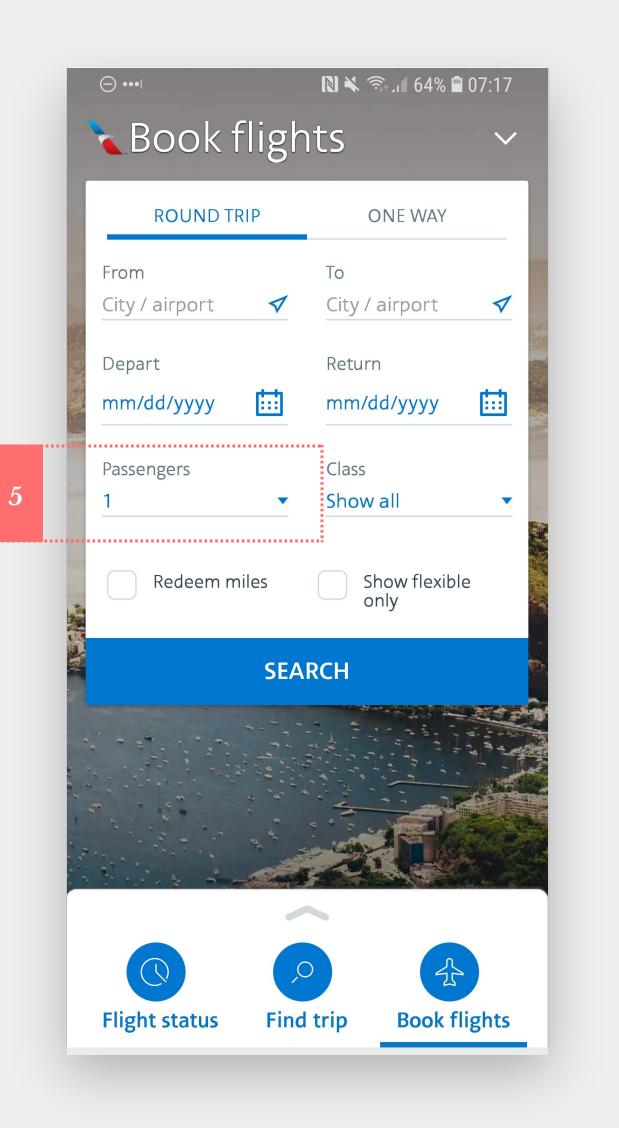
You can select Depart and Return date selection on the one page.

Once you pick you Depart date, a blue line animates to indicate you should now pick your return date. Wording also changes to "Choose a date". This is done very well as I've experienced apps that use once screen Depart & Return date picker but it is sometimes unclear that you can go ahead and pick return date

- 3 Nice highlight of date selection from depart to return date.
- 4 Big, clear unmissable CTA.
- 5 No option or information about booking for kids

		⊖ ಾ_•	••[N <u>S</u> ,	1 75%	22:01
		Tra	avel	da			2	
		03	Depa 3/15/2				eturn se a da	te
		S	Μ	т	W	Т	F	S
1		24	25	26	27	28	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						
		Apr	il 20 ⁻	19				
	april 1919	S	Μ	Т	W	Т	F	S
		31	1	2	3	4	5	6
					DONE			







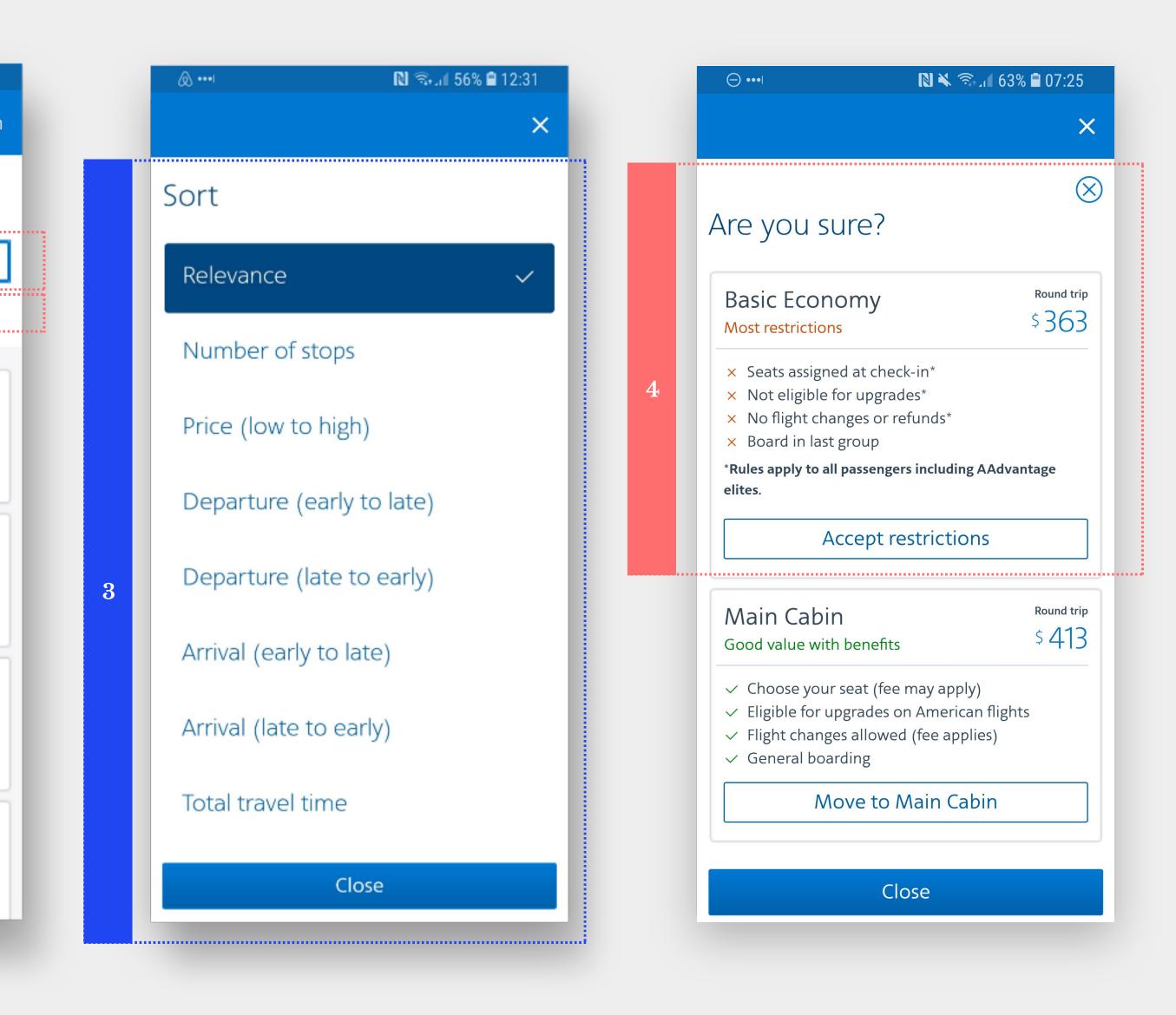


Results page

1 Useful filter to sort your results, like price, time etc. (see next screen).

- 2 Don't understand this. I tried to click for more information but it doesn't go anywhere.
- 8 Nice feature to be able to filter your results, haven't see this on any other apps yet. Especially useful when there are a lot of options.search results
- 4 I don't like the wording here: "Are you sure?" "Most Restrictions" "Accept Restrictions". Then the rest of the booking process also heavily continues trying to push you to upgrade on more than one occasion.

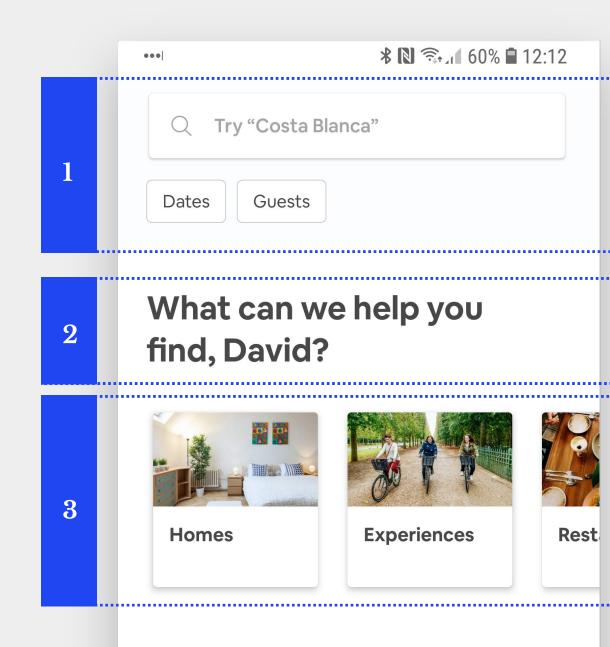
_					
	ا••••			N 🗟	uii 56% 🗎 12:31
	÷	Choo	se flights		New search
			(to JFK		
F	riday, M	larch 1	5, 2019		
					Sort
(irlines flights	s may be	listed first.
	LAX		JFK		Round trip from
	6:00 AA	$\Lambda \rightarrow$	2:25 PM		\$352>
	Nonstop	D C	5h 25m		552
	<u>Details</u>	<u>Sea</u>	ats		
	LAX		JFK		Round trip from
	7:00 AN	$\Lambda \rightarrow$	3:23 PM		\$352>
	Nonstop	0	5h 23m		
	<u>Details</u>	Sea	ats		
٢	LAX		JFK		Round trip from
	8:00 AN	$\Lambda \rightarrow$	4:29 PM		\$ 397 >
	Nonstop	0	5h 29m		
Nonstop 5h 29m <u>Details</u> <u>Seats</u>					
ſ	LAX		JFK		Round trip from
	9:00 AA	$\Lambda \rightarrow$	5:30 PM		\$ 352 >
	Nonstop	þ	5h 30m		
	Details	Sea	ats		





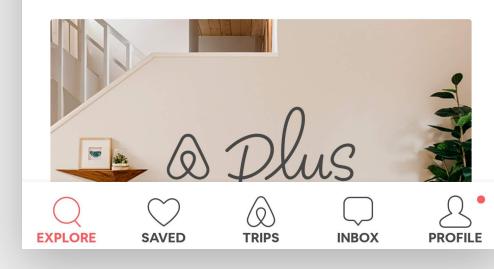


- 1 Search is the main focus at the very top of the page. Simple "Dates" and "Guests" criteria below.
- 2 Nice use of personalisation.
- 3 Secondary options if users don't use the search function and with to explore.
- 4 Nicely laid out cards to explore even further.
- 5 Good use of space, using horizontal scrolling for more content without have to leave the page.
- 6 I prefer these menus at the bottom of the page for 2 reasons, they are easy to reach and don't hide the content behind a hamburger menu.



Introducing Airbnb Plus

A new selection of homes verified for quality & comfort



∦ ℕ 🖘 1 60% 🖬 12:13

Q Try "Costa Blanca"

•••

4

Homes around the world



PRIVATE ROOM · LA HABANA La Rosa de Ortega / Standard Room £53 per night ***** 168



TREEHOUSE · MONTE VERDE CASA NA ÁRVORE nas montanhas (M... £91 per night ***** 70 · Superhost



PRIVATE ROOM · PYRMONT Sydney City & Harbour at the door £50 per night ***** 497 · Superhost



5

ENTIRE COTTAGE · SECHELT Cabin #3 - Alfie the A-Frame £70 per night ***** 336 · Superhost

	Show all (2000+)							
E		SAVED			PROFILE			

•••		*	N 🛼 1 60%	1		
Q	Try "Costa	Blanca"				
Uniq	ue hor	nes fo	or your			
next	trip					
	one of the e the ordi	•	e spots to)		
Mar and				angelande i		
			No. 1			
		What is the second				
1,912 TRE	EHOUSES					
	ome pers		bte with th			
-	Take your trip to new heights with thes one-of-a-kind treehouses.					
Hom	nes for	your	kind of	tr		
Find a	top-ratec	l home v	vith amen			
				itie		
you ne	ed			itie		
you ne	ed	\bigcirc	\square	itie		
	eed Saved			itie I		
Q	\bigcirc			itie		
Q	\bigcirc			itie		



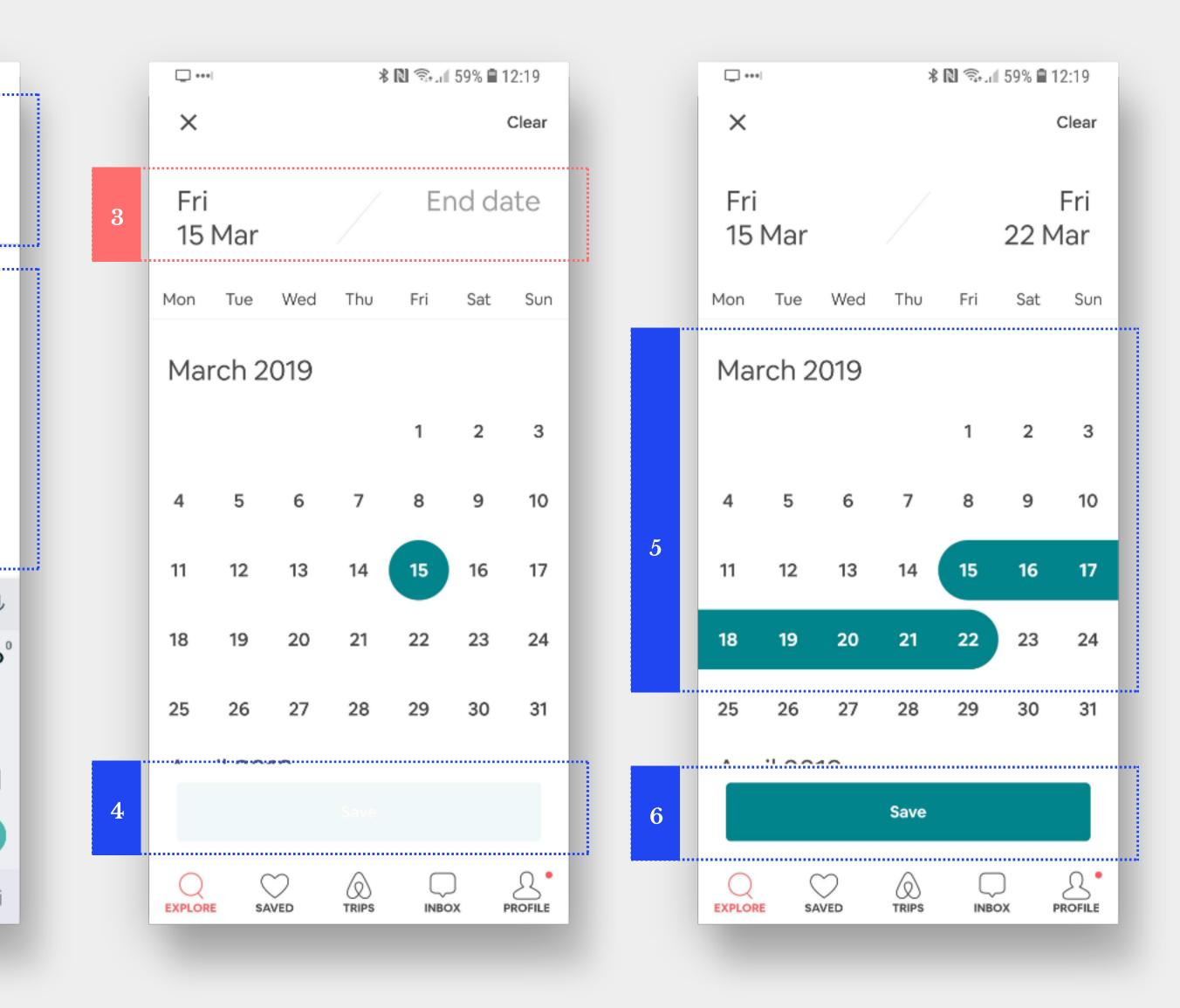




Location & Date Selection

- 1 Nice use of "casual" language"
- 2 No clutter or any distractions whatsoever, user is here to search and nothing else.
- 3 This could be more obvious that you need to select your return date now.
- 4 CTA is faded and not selectable until valid criteria is entered.
- 5 Vey simply calendar with clear date selection.
- 6 Unmissable CTA appears once all all info has been entered.

	***					* 10 <	≌1 6	50% 曽 '	12:14
1	× Wł	her	e to	?					
2									
	G	Th	е		T		Т	his	ų
	Q ¹ V	V ² E	ĒF	₹ 4	۲ٌ١	ŕι	J	ľ	ວ [°] F
	А	S	D	F	G	Н	J	к	L
	+	Ζ	Х	С	V	В	Ν	М	$\langle \times$
	?123	,	☺						Q
		\checkmark							<u> </u>







Results Page

- 1 I didn't realise at first that all the options on this page are now related to my search because it looks exactly like the homepage. I initially didn't know where my search results were.
- 2 Strong visual hierarchy of information.
- 3 Great use of icons for visual representation. Breaks up text heavy components and visually draws attention without user having to read everything.

