

IN DEPTH AIRLINE COMPETITIVE RESEARCH

Airline	Check-In and Flight Status easily visible?	Sitewide search	Baggage information clear on homepage?	Deals based on departing city?	Rewards program?	Travel with children information readily available?	Travel guides	Flight search filters	Flexible Destination?	Flexible dates?	Low fare calendar?	Price calendar?	Sort and Filter?	Price Tracking?	Fare type descriptions on page?	Trip Summary Page?	Progress Bar?	Flight Selection Clear throughout?	Flight modification?	Trip Calculator	Price hold option?	Cons	Delightful Extras
Southwest	Yes	Yes	Yes, link on search box.	No	Yes	No. Only in footer.	No	"Advanced search" link in search box but link opens up new page with the same search criteria but does lead to more detailed information on how to prepare for travel. Link is misleading.	Search box offers link of "Where we fly" which leads to pop up that shows a map of all the destinations where they fly. User is asked if "planning their next trip" and can click on "Visit route map" which leads the user to believe they can view available routes based on departing airport. User is taken to a new page with a map and a search box asking the user to type in both a departing city and an arrival city which makes this feature useless. Destination city becomes a guessing game of where they can fly. Options shown do not mean route is available but user does not find out until after clicking on search button.	No	Yes as a separate link.	No	Yes. Many flights displayed.	No	Yes, link above ticket types pops up window with comparison. Ticket type also described when user selects flight.	Yes. After flight selection.	Yes after flight is selected.	Yes, full page dedicated to show flights and details with price breakdown. Flight details largely displayed again on "Passenger and Payment Information" page.	Yes on every page	Displayed on every page with price breakdown always displayed.		<ul style="list-style-type: none"> No description of wifi connection or meal. The modify link on trip itinerary can be easily overlooked. Unclear if user can purchase extras later. "Advanced search" link in search box but link opens up new page with the same search criteria but does lead to more detailed information on how to prepare for travel. Link is misleading. How to add extra baggage is not shown as an option. Not clear on how to add more. 	<ul style="list-style-type: none"> Allows user to save selected flights to purchase at a later time. Progress bar. Ability to email and share your trip itinerary with someone. Different payment options. Passenger details and payment all in one page makes it easy.
Norwegian Air	No	Yes	No	Yes	Yes	No. could be missed since it is hidden in the menu under "traveling with us" tab	Yes	No	Not from drop down search in destination box but if user selects a destination and it is not available, the calendar will only show dates available for that route, letting the user know if the route is possible in that moment and able to course correct right away. Route map is good.	No	Yes	No	No. Few flights displayed.	Yes, link above ticket types pops up window with comparison. Ticket type also described when user selects flight.	No flight summary page. Itinerary always displayed in right hand column.	Yes after flight is selected.	Yes, itinerary always displayed forward on each landing page	No	Always displayed with breakdown.	No	<ul style="list-style-type: none"> Check In and Flight Status hard to find. No meal description. Page title misleading as "Log in or Create new Profile". Guest check out option may be easily missed below the fold. No trip review page, user might miss itinerary info displayed as column on right hand side of landing page. Destination options are not based on departing city. No payment options besides card. 	<ul style="list-style-type: none"> Low fare calendar available immediately. Easy, short payment info input. Calendar will only show dates that are available for route selected. Timer on payment page shows user how much time they have before the page times out Route map found under "Destinations" tab allows user to search for destinations based on departing city. Will also show the cheapest price between 3 months. 	
United	Yes	Yes	Could be better. link on search box should be bigger and or highlighted.	Yes but not on homepage, only through top nav link	Yes	Yes on homepage and under "Travel info" tab on top nav	No	Advanced search but takes user to new window	Yes, drop down offers user the "Not sure" option which opens up a new page with route map for users to look for destinations based on their departing airport and criteria. This route map is also available on the homepage.	Only in Advanced Search	No	Yes	Sorting only. Many flights displayed.	No	Yes, link above ticket types pops up window with comparison. Pop up with ticket type description when flight selected.	Yes after flight selection.	No	Yes, itinerary visible on every page.	Yes, on every page.	Always displayed.	Yes	<ul style="list-style-type: none"> Autofills outbound, inbound and dates based on previous search. Link to baggage fees on landing page may be easily overlooked. No meal description on ticket types. Progress bar may be easily overlooked. Unclear what happens if users continue w/o booking seats and if this can be done at a later time. Forms may feel long. Feels a bit overwhelming since information architecture is not great. Continue button on Passenger details page was missed since it was not at the bottom. Had to search for it in the middle of the page. 	<ul style="list-style-type: none"> Price calendar available immediately. Progress bar. Different payment options. Route map on homepage and as a drop down option in search box.

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American Airlines	Yes	Yes	Yes, link on search box.	No	Yes	Fell under Special Assistance which is not intuitive on location of information.	No	Yes, Advanced search	No and could not find Route Map	No	No	Carousel price date picker on Flight selection page	Sort only. Many flights displayed.	No	"Product Comparison" link. Ticket type description displayed once user selects flight.	Yes, "Choose Flights" page turns into "Your trip summary" once flights selected. "Review and Pay" page shows itinerary and details clearly before user pays.	No	Yes, flight selection always displayed from the flight selection page forward.	Only able to modify on "Passenger" page.	Trip price displayed on every page after flight selection. Trip calculator displays breakdown of price on "Review and Pay" page.	Yes free for 24 hours	<ul style="list-style-type: none"> "Product Comparison" link is unclear it is for ticket type comparison. Ticket type selection pops up window pushing for upgrade by listing everything you do not get on your ticket type selection. Negative. Flight itinerary could be displayed better on Passenger page. No option to modify flights after "Passenger" page. Breakdown of price isn't displayed, user has to click link to open new window with breakdown of price. Not clear if users can select seats at a later time when they opt to skip all seat selections. Form may feel too long. Frustrating guessing game of finding out if destination is a valid route based on departing city. No route map. 	<ul style="list-style-type: none"> Different payment options.
Jetblue	No	Yes but at the bottom of the page, easily missed by users.	No	No	Yes	Yes easy to find	No	No	No "Browse by regions" link in drop down offers pop up displaying different regions but that does not mean the route is available based on the airport you are flying out from. Route map was found under Book Nav tab and takes user to a different page where user can search destination based on departing city.	No	No	Carousel price date picker on Flight selection page.	Filter only. Many flights displayed.	No	Yes, link above ticket types pops up window with comparison. Link to view more details opens new window.	No, trip summary at bottom of flight selection page and again on Payment page.	No	Yes, flight selection and trip calculator displayed on every page	No	Always displayed and sticky.	No	<ul style="list-style-type: none"> Autofills outbound, inbound and dates based on previous search. Flight selection page may feel frustrating. Unclear that user is booking both an outbound and inbound flight at the same time. Flight modification not possible after flight selection. Not clear that user can book as a guest since "Traveler Information" page only displays Sign In to TrueBlue (optional) OR Want to Join TrueBlue? No other payment options. Steps and forms feel unnecessarily long. "Browse by region" to search for destination does not mean the route is available based on departing airport. Guessing game of where a user can fly to. 	<ul style="list-style-type: none"> Progress bar. Link in "Seat Selection" that says user can skip seat selection for now.
Emirates	Yes	Yes	No	Yes	Yes	Fell under Special Assistance which is not intuitive on location of information.	Yes	Not filters but offers Advanced search.	Destination drop down shows "All locations" but that is not based on departing city. Frustrating guessing game of where user can travel to. Top nav offers link to "Where we fly" . Route Map was not under "Destinations" tab but under "Explore". I believe it could possibly be missed if not grouped in with "Destinations" tab. Once in Route Map page, hard to go back to main page. Once user has selected destination and selected dates, Emirates takes user back to a search page where user has to remember the dates available instead of taking the user directly to the flight options page based on their search criteria on route map page.	Yes	No	No price calendar or price carousel	Yes. Filter and sort separate.	No	Yes. Fare comparison drop down once a flight is clicked on.	Yes	Yes from beginning to end	Visible but not clear. Dates not shown. Must click on View summary button for flight and price details. Ability to modify flight selected yes.	Yes throughout.	Yes always displayed and sticky at the top.	No	<ul style="list-style-type: none"> Top nav offers link to "Where we fly" but once in Route Map page, hard to go back to main page. Once user has selected destination and selected dates, Emirates takes user back to a search page where user has to remember the dates available instead of taking the user directly to the flight options page based on their search criteria on route map page. 	<ul style="list-style-type: none"> Offers currency conversion for users to view pricing in their currency. Buy Now Pay Later: Offer financing cost through Uplift of flight for user to make monthly payments instead of one full payment.

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Turkish	Yes	Yes but small and could be missed.	Yes	Yes	Yes	Yes	Yes	No	They offer a "see all destinations" in the drop down menu of destination box. However, destination options shown do not always mean route is available. Frustrating guessing game of where you can fly to, even when using full airport list. Was not able to find a route map.	Yes	No.	Not on homepage calendar but has carousel price calendar.	Yes	No	Yes drop down fare comparison.	Yes after flight selection and at payment.	Yes from beginning to end	Yes, sticks at bottom of page.	Limited to certain pages. Not always an option.	Yes, always displayed sticky at bottom.	No	Unable to find route map. Frustrating guessing game of finding out which city they fly to based on departing city.	Option to pay in whichever currency user wants to pay in.
KLM	Check in yes but no flight status.	No	Small link under search flight form, could be missed.	Yes	Yes	Yes under information tab	Yes	No	Not in the search box but they offer a great page where you can find possible destinations based on departing airport which includes travel guides for each city.	No	No	Not on homepage calendar but has carousel price calendar.	Yes	No	Yes drop down fare comparison.	Yes	Yes from beginning to end	Yes	Only able to modify until "Passenger details" page.	Total is always displayed but does not offer option to show price details until the payment page.	Yes		Lounge access option as an extra. Great page on finding possible destinations to fly to based on departing airport with travel guides for each city.
Virgin	Yes	Yes	Sort of. Missed completely the link at the top of the homepage but they also put a link at the bottom which could be missed.	Yes but completely missed the link on the homepage.	Yes	Yes	Only pre-travel guide.	Advanced search	They offer full airport list and they have a destinations link on top nav bar. However, destination options shown do not always mean route is available. Frustrating guessing game of where you can fly to, even when using full airport list.	Yes	No	No price calendar but shown a limited amount of dates with pricing if "flexible dates" is selected.	Yes	No	Yes	Yes	Yes, after flight is selected.	Yes	Yes, all the way through.	Yes, always displayed.	No	It was a guessing game as to what destination I could choose on which dates. Destinations should be shown as the only ones available. Or allow user to select destination, but only show dates on calendar where that route takes place. Even following the suggestion of selecting "flexible dates" showed the same error message. Would not allow me to book a one way to another country. Does not give the option of signing in on passenger details page.	On the Passenger details page, it allows you to select to use the passenger information you are entering for the flight to use to sign you up for their rewards program, allowing the user to save time when signing up for the rewards program after.

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Qantas	Yes	Yes	Must scroll down, could be missed. Not so intuitive to find in top nav options.	Yes	Yes	Yes but not intuitive in finding it under "Fly" top nav instead of usual "Help"	Yes	No but possibly already built in search?	Yes but it can be easy to miss the link.	Yes but selecting this option does not do anything. User still goes on to see the same page as if they had not selected this option. Useless.	No	Yes both a price calendar and price carousel.	Yes both.	No	Yes	Yes	Yes from beginning to end	Yes but could be more visible. It is shown as a drop down option on the right side of the page that the user must click on to view the flight information.	Yes until payment page.	Yes but user must scroll all the way down the page to find link to show pricing breakdown details. Otherwise price total is always shown as a sticky bottom bar.	No	They have some interesting looking links but no description. You must click on them which takes you to another page which can be frustrating if a user is intrigued but not enough to be taken to another window if they're not fully invested. An idea would be to show a description of what the link is when they hover over it if it's not already self explanatory.	The "where can I go" window allows a user to put in where they are flying out from, either specific dates or flexible dates a budget maximum and it will show you a map with prices on options on where you can fly to. They also provide a list of destination options on top of a map where the user can filter by price or alphabetical order. Offer an option for users who want to plan a trip around the world. Passenger information confirmation pop up before continuing to payment page You can select currency to pay in
Qatar	Yes	Yes	No. Must go into "Experience" tab on top nav which is not the most intuitive place to look for baggage information.	Yes	Yes	No. No. Must go into "Experience" tab on top nav which is not the most intuitive place to look for traveling with children information.	No	No	Shows list of all airports when searching destination.	Yes	No	No. Only if "flexible dates" is selected. Price carousel on flight page.	Yes	No	Yes drop down fare comparison.	Not until user has filled out passenger details and added add ons. Trip summary page is not shown until right before user goes to payment page. No trip summary page after flight selected. Goes on to passenger details. Flight selected is visible at the top of the page without details. If user wants details, there is a flight selection on the right side of the page and user must click dropdown arrow to show flight selection details. Page is more focused on Passenger details.	Not shown until Passenger details page is completed. So not until Add Ons page.	Yes	Not allowed to modify at any point after flight selection. User must start over to modify.	Yes always displayed and sticky at the top but no price details option, only total is displayed. User can view price details on trip summary page before payment but must scroll all the way down the page to view link.	Yes	Allows user to select any date on the calendar, even if the date for that route is not available and user does not find out until a new web page is loaded. Wastes users time and is a frustrating guessing game. Flexible date price calendar did not match price on flight page. Information is not accurate across different pages. Price details is not always displayed. Not displayed on payment page. Only total.	
Lufthansa	No	Yes but easy to miss since it's only in the footer.	Yes	Yes	Yes but there was confusion because they offered a log in and registration for a program called TravelID but they also mention "Miles and More" with zero information about that on the registration page. Information on what Miles and More is and its benefits was easy to miss since it was not on the registration page, instead was on a link below the hero image.	Yes but fell under "special requests" category which did seem strange.	Yes guide to prepare for trip not a destination travel guide.	Yes	Yes but user must start to type a destination in order to see the option in the drop down of "Where we fly". This takes user to a new page with a map and filters where user can input departing airport and it shows destination options based on selected criteria.	No	No	Yes both a price calendar and price carousel.	Yes	No	Yes drop down fare comparison.	Yes after flight selection.	No	Yes, itinerary visible and sticky through every page.	Only up to Passenger Details Page	No	No	"Where we fly" only appears once user starts to type in something, otherwise the option is missed.	"Where we fly" page allows user to see possible destinations based on departing airport and search criteria.

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TAP Portugal	Yes	Yes	No	Yes but limited options	Yes	Yes	Yes	Yes, Advanced search	No but, user can select "Search by region" in dropdown menu and pop up will show user possible destinations in different regions where user can fly to based on departing city.	No	No	No price calendar or price carousel	Yes. Filter and sort separate.	No	Yes drop down fare comparison.	Yes	Yes	No	No	Yes always displayed and sticky at the top but no price details option, only total is displayed. Price breakdown can be seen if user clicks on price total which may not always be intuitive.	No	Flight selection details is very hidden throughout checkout process.	Very clear on trip summary what is included in fare with the option to add extras.
Google Flights	N/A	N/A	N/A	Yes	N/A	N/A	N/A	No	Yes	Yes	No	Yes	Yes	Yes	Yes	N/A	N/A	N/A	N/A	Yes	N/A		A lot of freedom and flexibility for users who are not sure when or where they want to travel and want to see all of their options.