

Airline apps competitive benchmark

Sarab Sundin

Selection

British Airways

Norwegian

Qatar

SAS

Focus areas



Homescreen

Search for flights

Select flights

Entering details

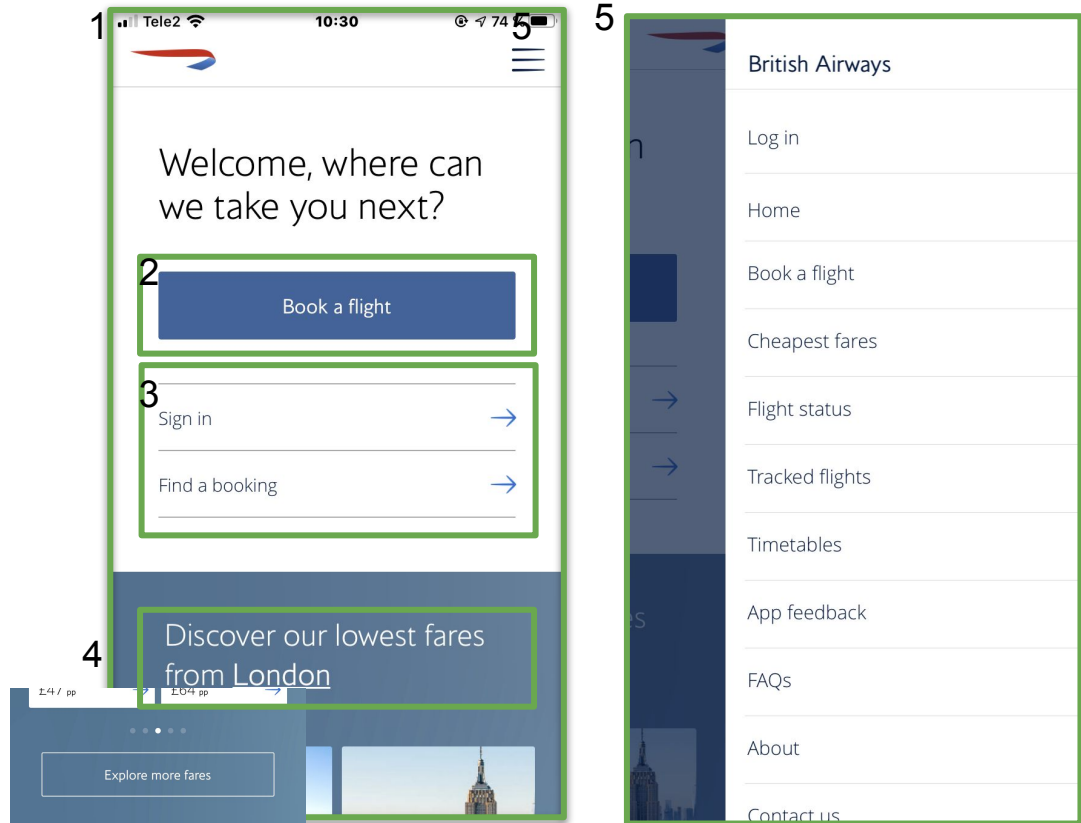
British Airways

-  Good
-  Bad
-  Needs improvement

Homescreen

British Airways

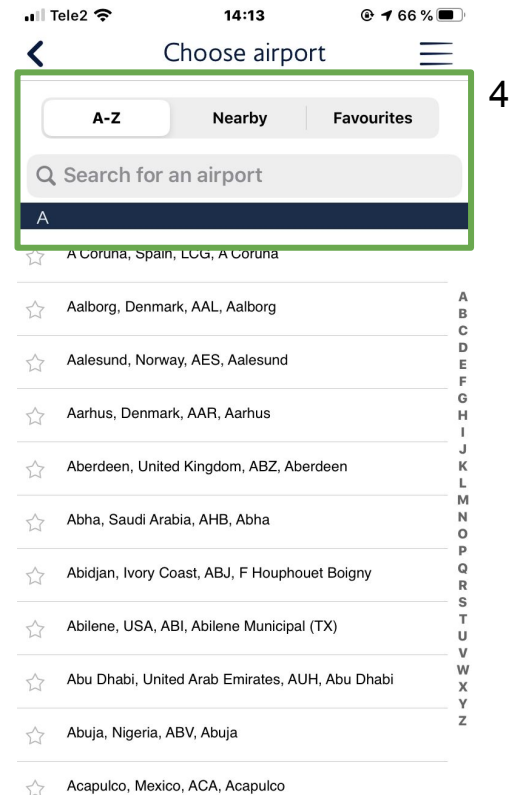
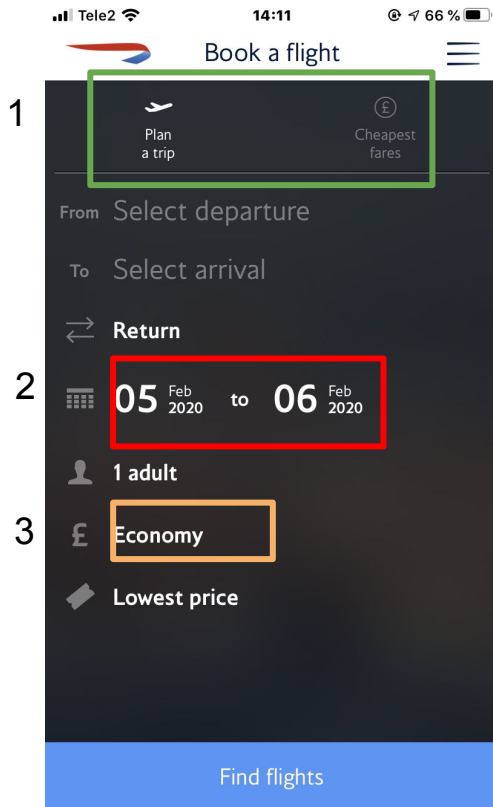
1. The home screen is simple and clean.
2. Big and clear where to book flights.
3. Log in and find the booking is clear on the screen.
4. Suggestions for cheap flights from London. If you scroll down, you will find the button "explore several exits".
5. The hamburger menu clearly shows that you have more options to choose from when you click on it.



Search for flights

British Airways

1. Clear.
2. The selected date is reset if you leave the app.
3. You can choose between "Economy" and "Business", but do not know what you get in the different choices.
4. Good that you can choose between entering what you are looking for, airports nearby and favorites.
 - Slow app.
 - The app crashed during use.



Select flights

British Airways

1. It is clear that you choose the outbound flight, how long it takes and that it is a stopover.
2. You click on the price to select a flight. I wish you could click on the whole line.
3. When you choose a flight, you get information about what is included.
4. Clear button.
5. Flights you can not choose are included. Unnecessarily.
6. Good with a summary.

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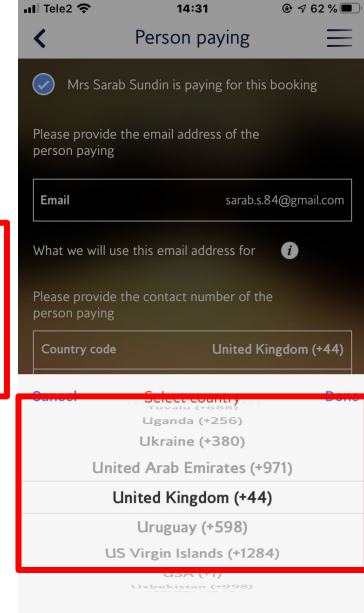
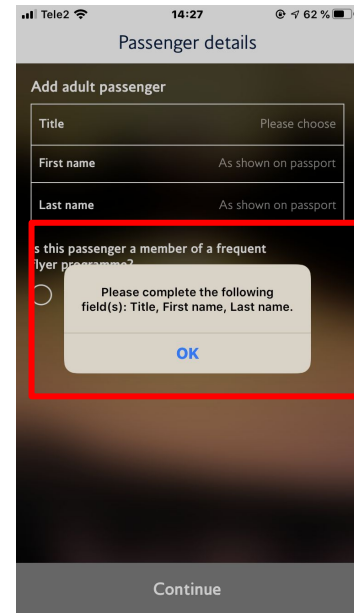
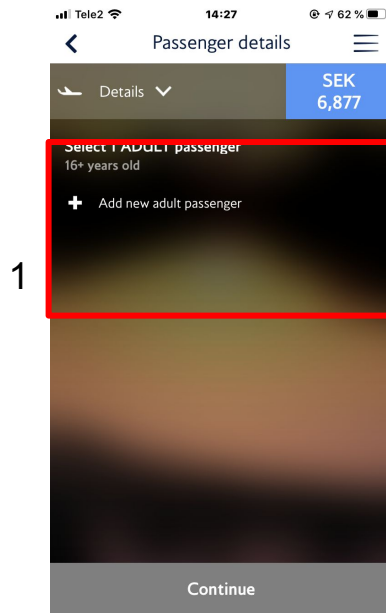
5

6



Entering details

British Airways

1. It is unclear that it is my details that must be filled in when it says "Add new adult passenger". First thought you would add another person.
2. Once you click on "Add new passenger and reverse without filling in anything, you understand that it is my information that must be filled in.
3. Scroll function degrades the search experience.



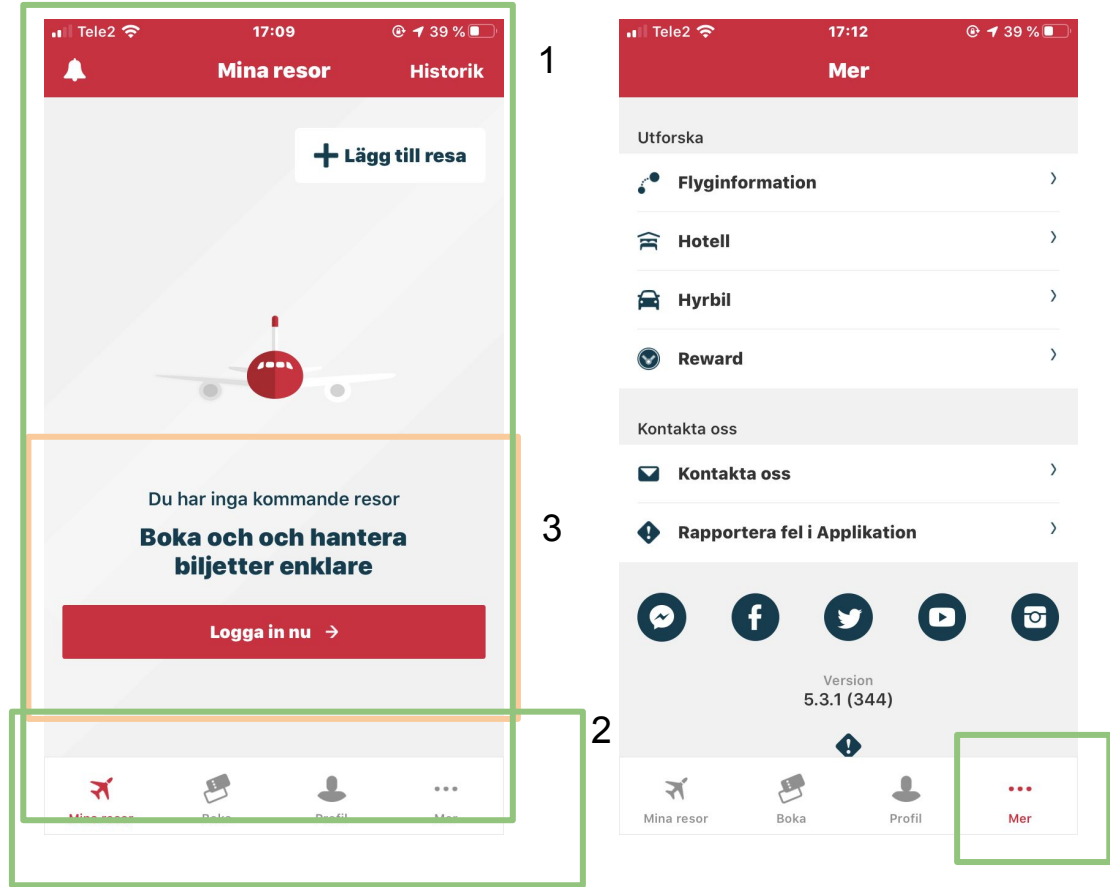
Norwegian

-  Good
-  Bad
-  Needs improvement

Homescreen

Norwegian

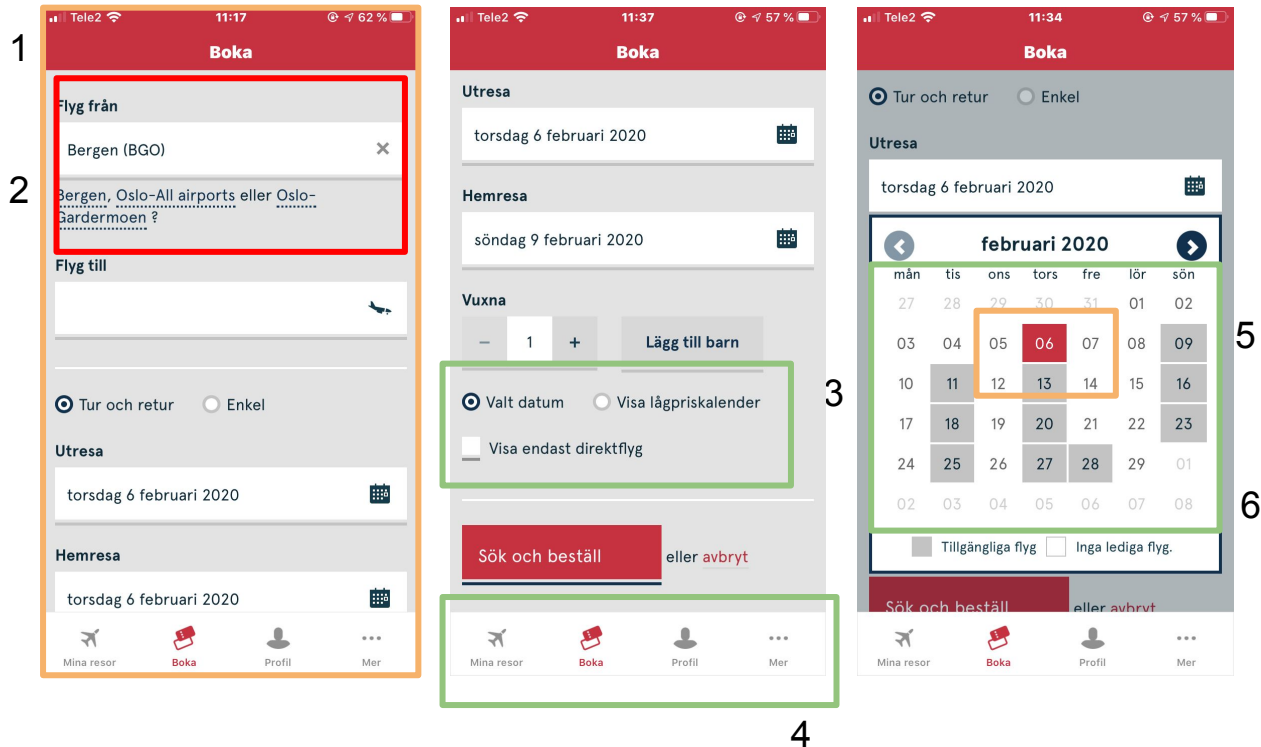
1. Simple and clean layout.
2. Clear to see where to click if you want to check your trip, book a trip, profile.
3. Logging in is in the center when you open the app, not booking a trip.
4. Under "More" you will find more options that are not necessary to have your own tab.



Search for flights

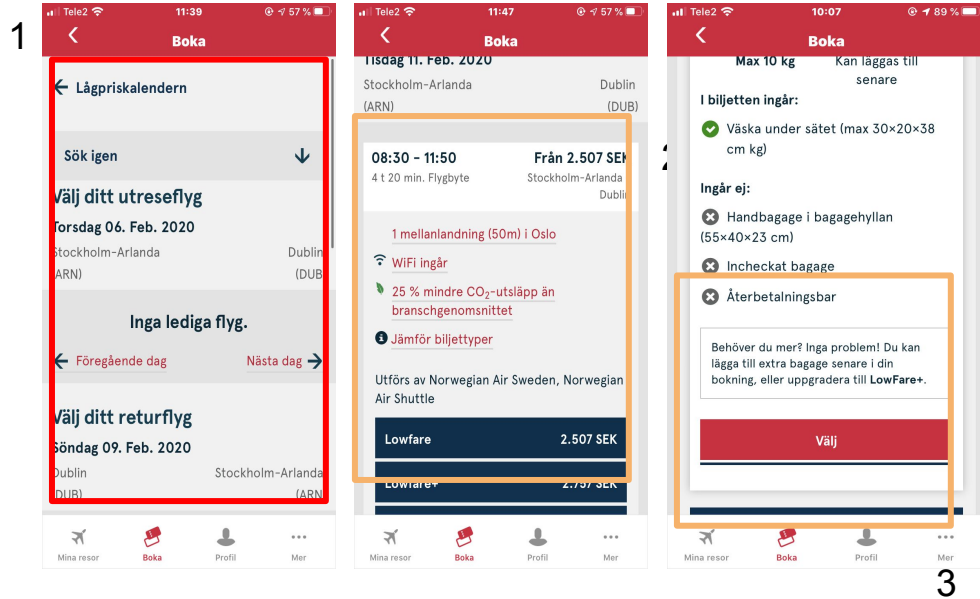
Norwegian

1. Simple layout, but want to have the choices collected so you did not have to scroll.
2. Should not be pre-selected.
3. You can choose direct flights as an alternative.
4. The choices follow on all screens.
5. The day you choose is marked in red. But should not be a red mark on today's date, as you can miss that there are no flights that day if you want to fly then.
6. Days with available flights are marked in gray.
 - Do not remember previous destinations.



Select flights Norwegian

1. It's messy.
2. You first choose a flight, then you get the price range for that flight. Good that it is clear with the price ranges. But can be confusing at first.
3. You choose the price range and then you choose the flight. Many steps.
 - Messy and to hard to choose flights.
 - Hard to see when choosing a trip home.
 - It is unclear which trip you have chosen.
 - At the bottom was what flights you have chosen. Not natural to scroll to see it.
 - The trips were not saved when reversing. The days were saved.



Entering details Norwegian

1. Year begins in 1900.
2. Could not move forward, did not know what was wrong. Had missed clicking in woman.
3. Details about the trip are at the bottom after "Continue the order"

Tele2 11:58 54%

Boka

Sarab

Efternamn
Sundin

Kön
 Man Kvinna

Födelsedatum
21 juli -År- 1900

1901
1902

Klar

1

Tele2 10:05 90%

Boka

E-postadress för resedokument
sarab.s.84@gmail.com

Fortsätt beställningen

Det lönar sig att flyga med Norwegian, Sarab!
Som Norwegian Reward-medlem tjänar du CashPoints på den här bokningen.
Totalpris inkl. skatter och avgifter
4.158 SEK
(inkl. skatter och avgifter)

Utresa
Bergen - London-Gatwick
Tisdag 10. mar 2020 kl.09:15
Flygning DY1314 - LowFare
Utförs av Norwegian Air Shuttle

Mina resor Boka Profil Mer

2

Tele2 11:58 54%

Boka

Sarab

Efternamn
Sundin

Kön
 Man Kvinna

Födelsedatum
21 juli -År- 1900

1901
1902

Klar

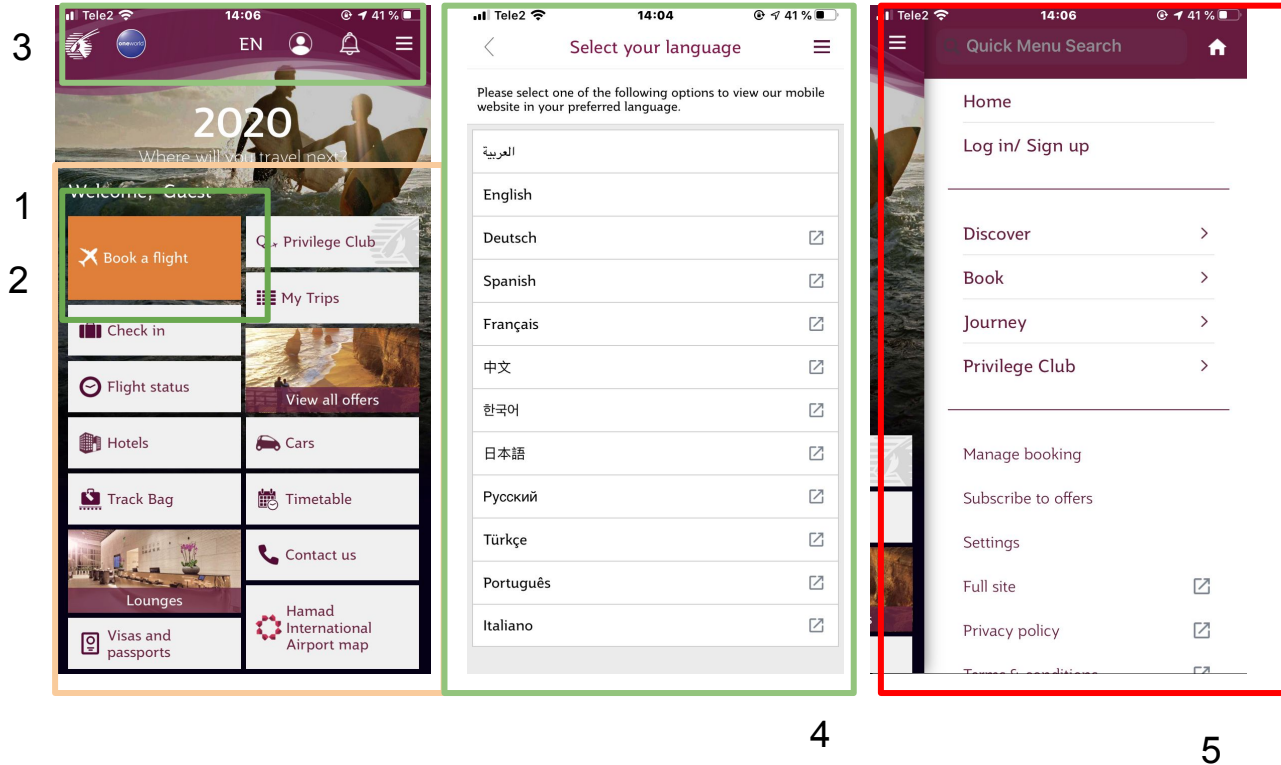
3

Qatar



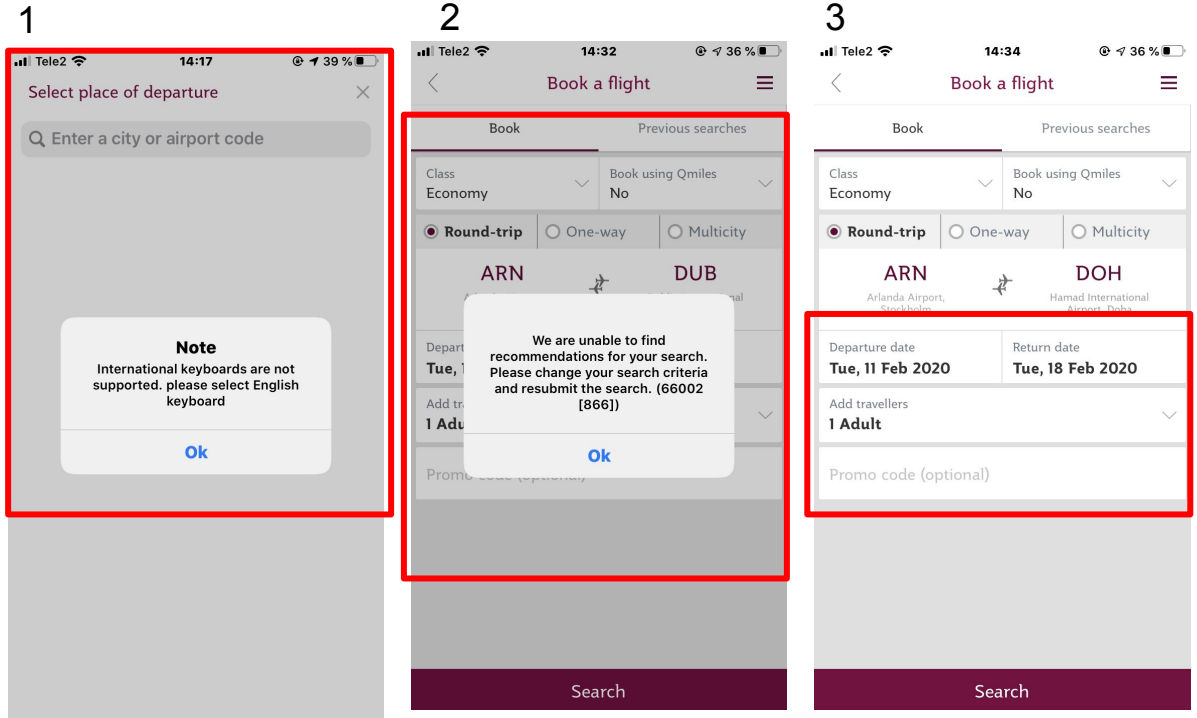
Homescreen Qatar

1. A lot is going on, not necessary with so many features on the home screen. But clearly divided..
2. "Book flights is clear.
3. Clearly finds the function as language, login, etc.
4. Good that you can choose the language.
5. Do not understand the features here. Either they are already on the home screen or they are unnecessary.



Search for flights Qatar

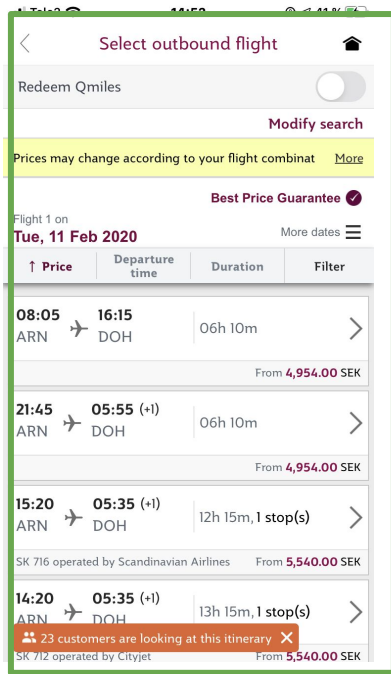
1. Very annoying that I could not type with a Swedish keyboard.
2. Had to change destination to find flight. It is better that it is marked immediately when you choose not to fly there.
3. Did not understand that you should click on "adult" to write your info
 - Remembers previous destinations. Good.



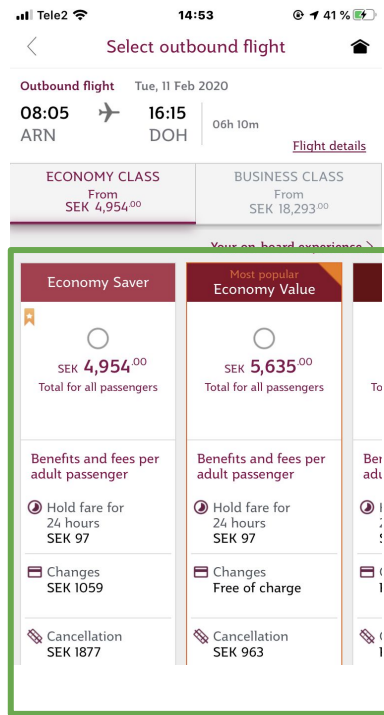
Select flights

Qatar

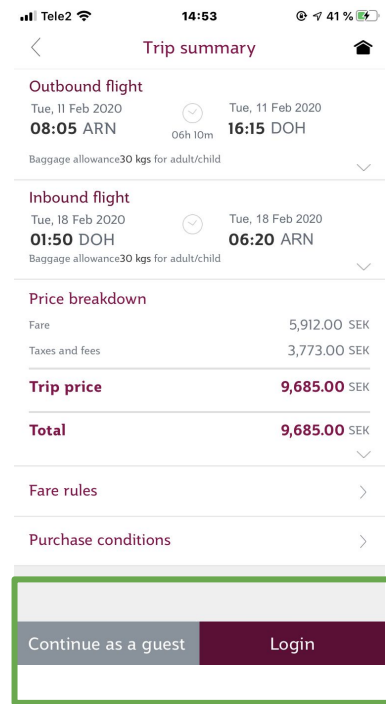
1. Relatively clear, nothing to complain about.
2. Good that you can see what you get when you choose the price range.
3. It is good that you can log in after you have chosen a flight, in summary



1



2

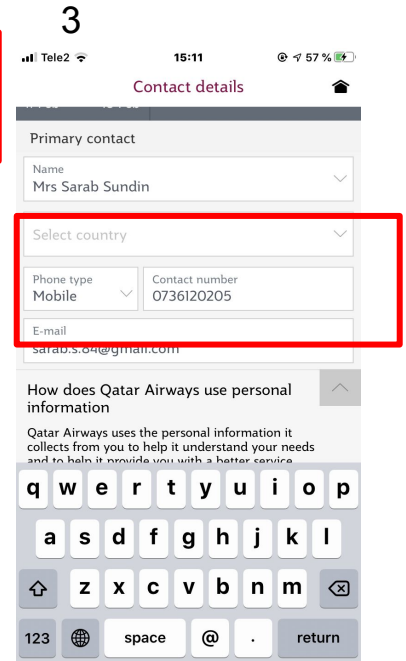
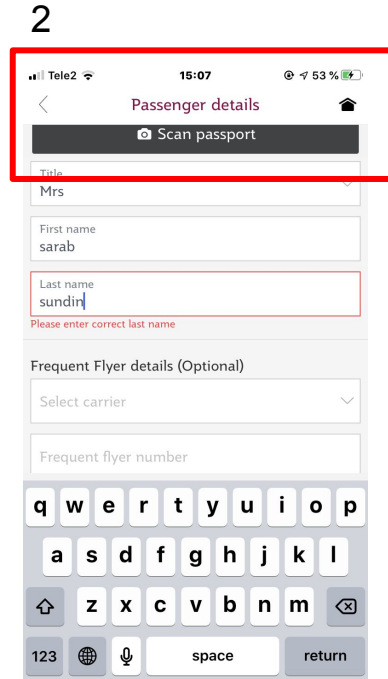
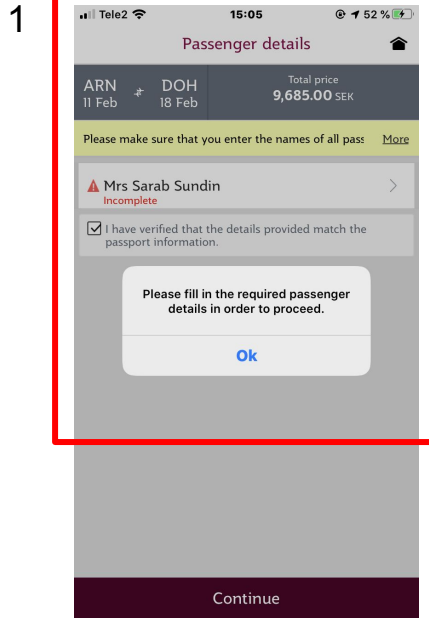


3


Entering details

Qatar

1. Could not see what I have missed to fill in (Passport). Would have been good if mandatory info was marked.
 2. Annoying that you need the passport to move on. Picture of the passport.
 3. Mobile, no choice for Swedish number, no "+" in the field.
- The names do not begin with capital letters.



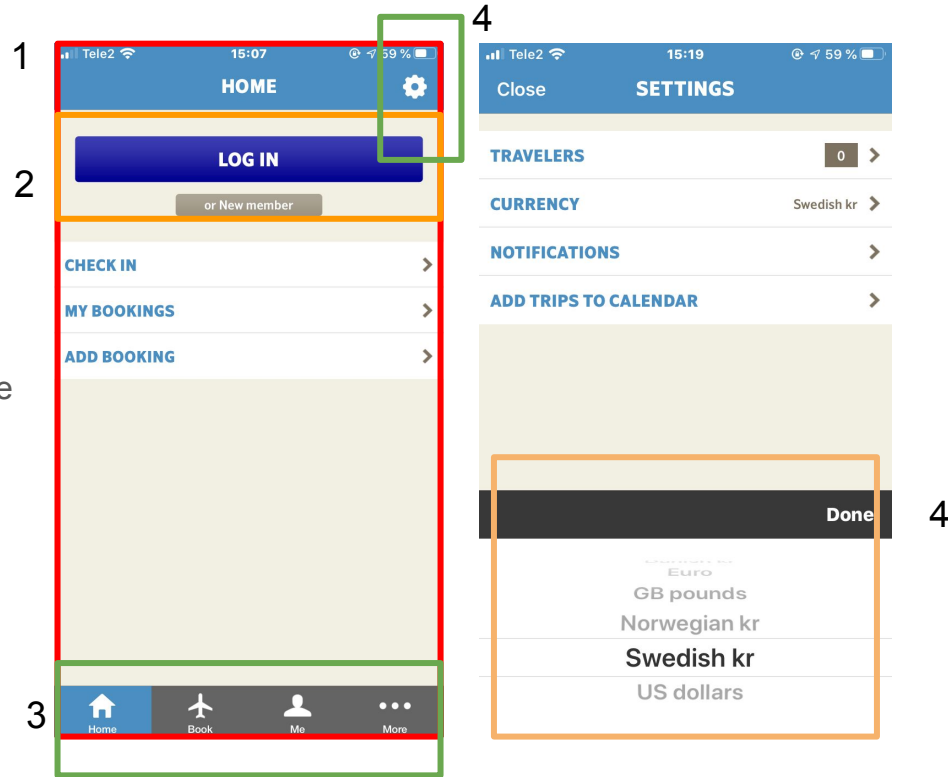
SAS

-  Good
-  Bad
-  Needs improvement

Homescreen

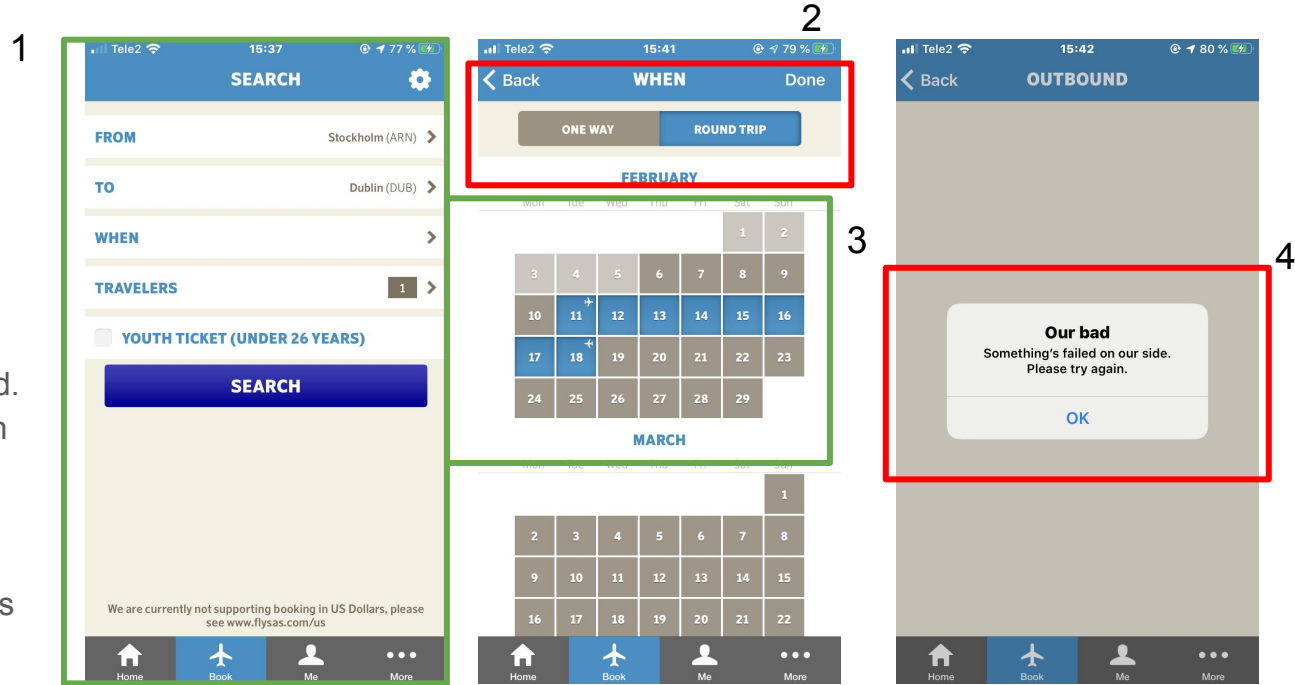
SAS

1. Boring home screen. "Book flights are not directly on the home screen.
2. "Log in" is clearly marked on the home screen and also under "Me"
3. Clearly divided categories.
4. Under the wheel you can choose more options and also change currency. However, it is better if the currency changes automatically based on the country you are in as in other apps.



Search for flights SAS

1. The search page is clear and simple.
2. "One way" is highlighted. "Round trip" should be marked. Most people go back and forth when they travel.
3. It is good that the days you choose are marked.
4. Gave up after several attempts when the app did not work.



Select flights SAS

1. The latest search is saved.
2. Clearly it is an outbound flight.
3. Gets up different price ranges clearly when you click on a flight. But you do not know what you get for the different alternatives.
4. Good summary of the flights after choosing. And you get more info when you click on the flight.

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SEARCH

FROM Stockholm (ARN) >

TO Dublin (DUB) >

WHEN 12 Mar 2020 - 15 Mar 2020 >

TRAVELERS 1 >

YOUTH TICKET (UNDER 26 YEARS)

SEARCH

We are currently not supporting booking in US Dollars, please see www.flysas.com/us

Home Book Me More

OUTBOUND

ARN - DUB THU 12/03

DUB - ARN SUN 15/03

SEK/Person

09:50 - 11:35
Duration: 2h 45m 4 053:-
SAS GO SMART

06:05 - 11:40
Duration: 6h 35m 1 stop 3 208:-
SAS GO SMART

07:00 - 11:55
Duration: 5h 55m 1 stop 3 091:-
SAS GO SMART

07:00 - Arlanda (ARN)
08:05 - Gardermoen (OSL)
Carrier: SAS, SK485, Airbus A320neo 3 571:-
SAS PLUS PRO

10:35 - Gardermoen (OSL)
11:55 - Dublin (DUB)
Carrier: SAS, SK4603, Boeing 737-800 5 302:-
SAS PLUS FULL FLEX
→ Compare

07:10 - 11:40
Duration: 5h 30m 1 stop 3 208:-
SAS GO SMART

Home Book Me More

YOUR TRIP

OUTBOUND Thu, 12 Mar 2020 >

Stockholm (ARN) - Dublin (DUB)
09:50 - 11:35 (2h 45m)
SAS Plus Pro >

INBOUND Sun, 15 Mar 2020 >

Dublin (DUB) - Stockholm (ARN)
18:05 - 21:45 (2h 40m)
SAS Go Smart >

TRAVELER 1 >

Traveler 1 (Adult)

TRAVEL EXTRAS >

SELECT SEAT >

YOUR BAGGAGE >

MEALS >

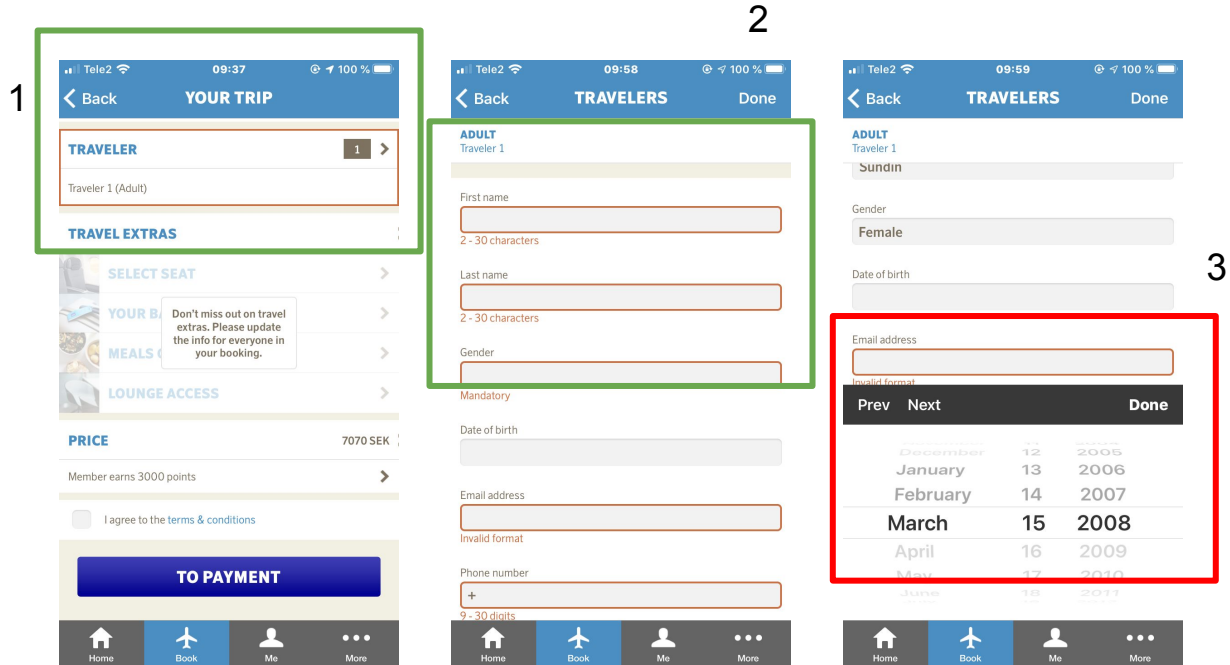
LOUNGE ACCESS >

Don't miss out on travel extras. Please update the info for everyone in your booking.

Home Book Me More

Entering details SAS

1. Marked in red, good.
2. Red marked fields that must be filled in.
3. Started with month, but jumped back to March. Had to start the year. Very bad. Why have a month first and why can you not fill in the order you want?



My thoughts

- HOME SCREEN, British Airways. Then Qatar, however, they should reduce the functions there.
 - Book flights should be very clear and then almost as clear "Log in".
- SEARCH, SAS is best clearly divided and when you choose the date, you clearly see the days you have chosen.
 - Airport should not be filled. Good if you get up nearby airports and favorites like British Airways
- CHOOSE FLIGHT, SAS best, but Qatar is also good.
 - Must see clearly outgoing and incoming flights.
 - Good if different price ranges are seen directly as SAS, at the same time you want to know what you get for the different prices like Qatar.
 - Better to move to a new screen than to scroll as far as Norwegian
- FILL IN INFORMATION, SAS best. Red marked all fields that must be filled in.
 - Badly:
 - British Airways, did not see what was missing.
 - Norwegian, Year begins in 1900.
 - Qatar, had to change keyboards.
 - SAS, the date field should be filled in the order you want.