

Competitive Benchmark

Airline booking process

Desktop

Priscilla Carlsson

Competitors

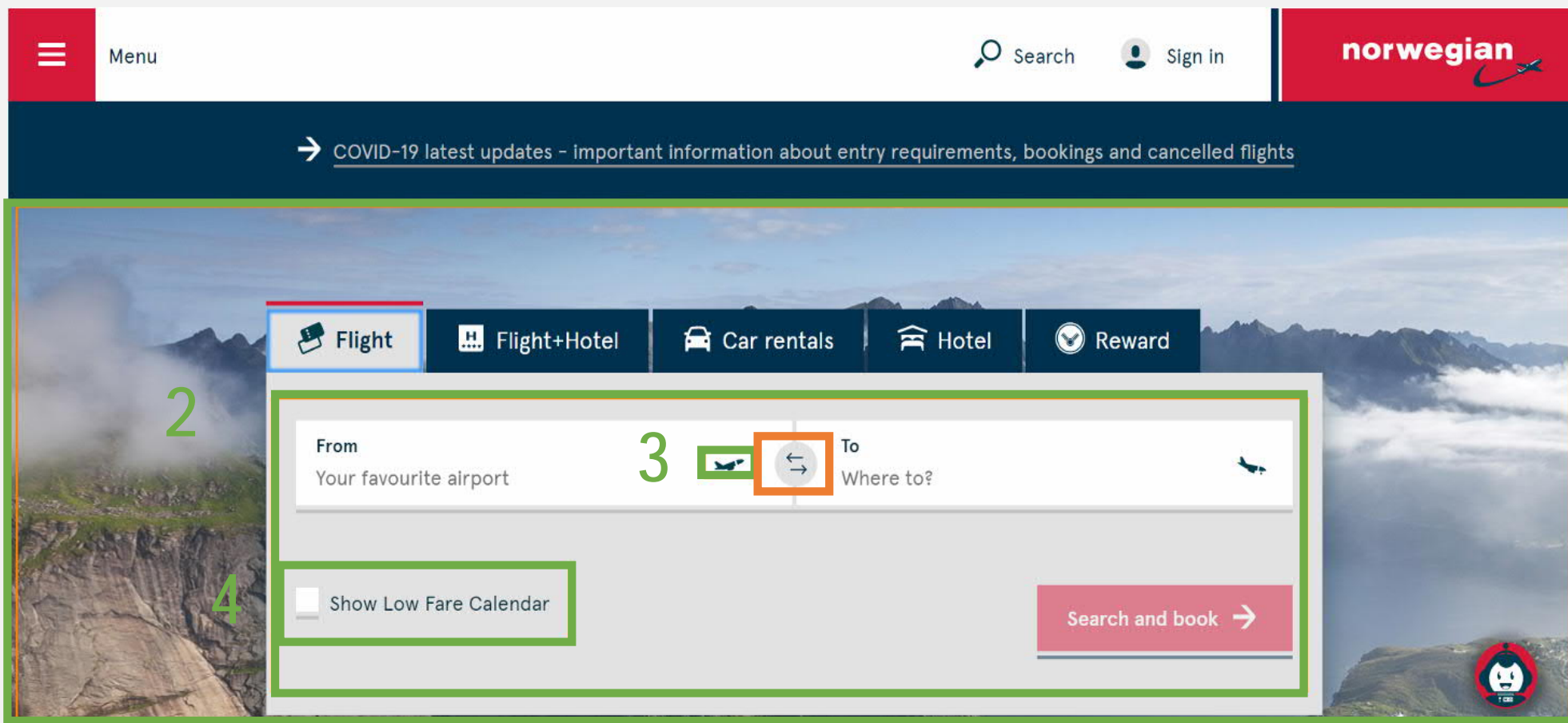


Aggregator

Benchmark aspects

- Homepage
- Menu
- Search, Select and Entering details

- Positives
- Pain points
- Standard practice



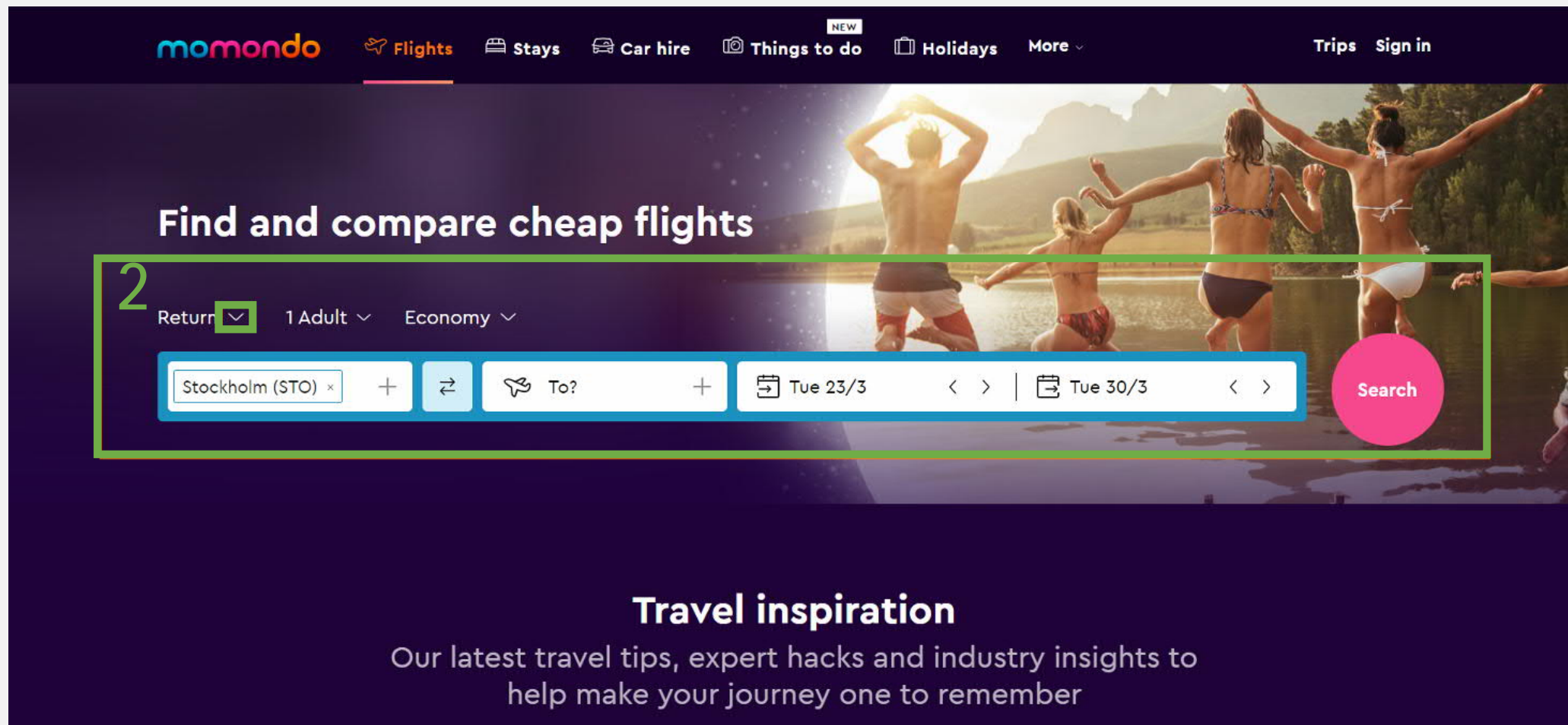
1. Inspiring picture that gives a harmonic feeling
2. Simple search bar that is easy to understand, and not messy
3. Illustrative pictures
4. Low fare calendar for travellers that are mainly looking for a cheap flight and are flexible with dates

The screenshot shows the Ryanair homepage. At the top right, there are links for 'Plan', 'My bookings', 'Sign up', 'Log in', 'Help', and a flag icon. Below this is a navigation bar with 'FLIGHTS', 'CAR HIRE', 'HOTELS', and 'EVENTS & ACTIVITIES'. A search bar is highlighted with a green border (labeled '1'). It includes options for 'Return trip' (selected), 'One way', and 'Apply promo code'. The 'From' field contains 'Stockholm Västerås' and the 'To' field is labeled 'Destination' with a swap icon. A yellow 'Search' button is to the right. Below the search bar is a notification bar for 'Latest travel updates and C-19 test locations'. A large advertisement (labeled '2') is below that, featuring a Ryanair cabin crew member holding a sign that says 'FLIGHTS FROM £19.99'. The ad also includes text: 'WINTER FLIGHTS OUT NOW TRAVEL UP UNTIL MARCH 2022', 'SUMMER'S CALLING', 'WINTER FLIGHTS', 'ZERO CHANGE FEE', 'CAR HIRE SALE', and 'COVID TEST CENTRE'. A 'Book now' button and 'Book before 21 Feb 2021.' are at the bottom of the ad.

1. Simple search bar that is easy to understand, and you can easily choose return och one way trip
2. Messy moving advertisements

The screenshot shows the Pegasus website homepage. At the top is a yellow navigation bar with the Pegasus logo and links for CAMPAIGNS, MANAGE MY BOOKING, SERVICES, BOLBOL, CONTACT US, and MORE. There is also a BolBol Member Login button and a language selector set to EN. Below the navigation bar is a large dark grey banner with a red border. The banner contains the text "FOR PRICES THAT ALLOW YOU TO TRAVEL MORE" in white, a "Download my app" button, a QR code, and an image of a smartphone displaying the Pegasus app. A red number "1" is placed to the left of this banner. Below the banner is a horizontal menu with buttons for "Search Cheap Flights", "Online Check-In", "Gift Card", "Manage My Booking", "Car Rental", and "Hotels.com & Airbnb". Below the menu is a white search form with a red border. The form includes radio buttons for "Return" (selected) and "One way", a "Use BolPoints" toggle, and input fields for "From", "To", "Departure date" (set to "22 February 2021, Mon"), "Return date", and "Passengers" (set to "1 Adult"). A red number "2" is placed to the left of the search form. To the right of the search form is a "SEARCH CHEAP FLIGHTS" button and a "Whatsapp chatbot" button. At the bottom right of the search form, there is a "Special Assistance" link.

1. Messy moving advertisements
2. Search bar which makes the impression that there is a lot to fill out



1

2

1. Simple and easy search bar, aesthetically appealing impression
2. Illustration that gives the user the information that they can change from return to one way, without it taking that much space

The image shows a screenshot of the Norwegian website's main navigation menu. The menu is set against a red background and contains several white text links. At the top right of the menu area, there is a search icon and a 'Sign in' link. The Norwegian logo is positioned in the top right corner of the menu. The menu items are: Home, Booking, Destinations, Low Fare Calendar, Route map, Flight status, Corporate, and Norwegian Reward. The 'Flight status' link is highlighted with a green rectangular box. To the right of the menu, there is a section titled 'Travelling with us' which contains three items: 'Baggage', 'Check-in and boarding', and 'Special assistance'. Each item has an icon and a brief description. The 'Check-in and boarding' item is also highlighted with a green rectangular box. A large green number '1' is placed between the 'Low Fare Calendar' and 'Route map' links, pointing towards the 'Flight status' link.

✕ Menu

Search Sign in

norwegian

Home

Booking

Destinations

Low Fare Calendar

Route map

Flight status

Corporate

Norwegian Reward

Travelling with us

Baggage
How much baggage you can bring, protecting your baggage for travel, and what not to pack.


Check-in and boarding
When, where and how to check in, whether you're online, at the airport, or going directly to your gate.

Special assistance
Find out about requesting special assistance if you have reduced mobility or a disability.

See all travel info

1

1. Information that most travellers look for, and that you want to find quickly

RYANAIR Plan ^ | My bookings | Sign up | Log in | Help v |  v

EXPLORE	TRAVEL EXTRAS	FLYING WITH US
Search Flights	Allocated seat options	Zero Change Fee
Search Ryanair Car Hire	Check-in bag options	Plus
Search Rooms	Cabin Bag Policy	Family Plus
Ryanair Tickets	Fast Track	Flexi Plus
Earn Travel Credit	Transfers	Groups Travel
Try Somewhere New	Parking	Erasmus discount
Route map	Inflight Shopping	Ryanair App
Destinations	Gift Vouchers	myRyanair
Fare Finder		

1. Too many categories
2. Vague names for the categories

1
2

- 1. Allows for a lot of information without filling the whole page
- 2. Unnecessary information for travellers, could keep this information elsewhere on the website

1

The screenshot displays the Norwegian flight search interface. At the top, there are navigation tabs: Flight, Flight+Hotel, Car rentals, Hotel, and Reward. The 'Flight' tab is active. Below the tabs, the search criteria are entered: 'From Stockholm-Arlanda (ARN)' and 'To Barcelona (BCN)'. A green box highlights the flight details section, which includes 'Outbound flight Sunday 21, February 2021', 'Return flight Sunday 21, February 2021', '1 traveller', 'One-way', and 'Direct/transit'. At the bottom right, there is a red 'Search and book' button. A small Norwegian logo is visible in the bottom right corner of the interface.

1. After putting in Starting point and destination an additional search bar appears for more detailed info

Outbound from Stockholm-Arlanda (ARN)

April - 2021

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
13				106.00	106.00	106.00	106.00
14	106.00	106.00	106.00	106.00	106.00	106.00	106.00
15	106.00	106.00	106.00	106.00	106.00	106.00	106.00
16	106.00	106.00	106.00	106.00	106.00	106.00	106.00
17	106.00	106.00	106.00	106.00	80.30		

1

1. The low fare calendar clearly shows the cheapest dates to go

1

Fly from Stockholm-Arlanda (ARN) Round trip Outbound 28 Mar 2021 Adults 1 Children (2-11 years) 0 Currency GBP
Fly to Barcelona (BCN) Show direct only Return 28 Mar 2021 Infants 0

Outbound: Stockholm-Arlanda - Barcelona Sunday 28. Mar 2021

2

Compare fare types All fares per person in GBP

3

Departure	Arrival	Details	LowFare	LowFare+	Flex
12:15 Stockholm-Arlanda	15:40 Barcelona	Direct Duration: 3h 25m ① WiFi included (*) ① 15% less CO ₂ emissions than industry average Operated by Norwegian Air Sweden	<input type="radio"/> 260.10	<input type="radio"/> 286.10	<input type="radio"/> 299.20
20:15 Stockholm-Arlanda	23:40 Barcelona	Direct Duration: 3h 25m ① WiFi included (*) ① 15% less CO ₂ emissions than industry average Operated by Norwegian Air Sweden	<input type="radio"/> 260.10	<input type="radio"/> 286.10	<input type="radio"/> 299.20

My Travel Selections

Select the flight of your choice from the list on the left

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](#).

1. Overhead bar can seem overwhelming

2. The my travel selections bar make it easy to keep track of what choices you have made throughout the booking process, to feel safe you chose the right dates for example

3. The section is not visual enough, could use some more colours and symbols to make it easier for the eye. It all blends together.

WiFi included (*)
15% less CO₂ emissions than industry average
Operated by Norwegian Air Sweden

LowFare

Our lowest fare type - just pay for what you need

Ticket includes:

- ✓ Underseat bag (30×20×38 cm)
- ✓ 15% less CO₂ emissions than industry average. [Read more >>](#)

Not included:

- ✗ Overhead cabin bag (55×23×40 cm)
- ✗ Seat reservation
- ✗ 1 checked bag (23 kg)
- ✗ Refundable

1

LowFare tickets **do not** include an overhead cabin bag



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

1. Shows additional information and confirms what is included after choosing an option

1

Log in or Create New Profile

I wish to order and to create a new customer profile

A profile gives you a lot of benefits when you fly with us:

- It is quicker and easier to book / amend tickets
- We can keep you updated about any changes that take place
- You get the necessary travel information sent to your mobile phone
- You can receive relevant offers and information that will complement your trip by e-mail or to your mobile

[Continue and create new profile](#)

Do you have an existing profile?

Username

Password

Remember me. [Read what this implies >>](#)

[Login and continue](#)

[Forgot the password?](#)
[Forgot the username?](#)

I wish to order without customer profile

[Continue unregistered >>](#)

My Travel Selections

Outbound

Stockholm-Arlanda - Barcelona
Sun 28. Mar 2021 12:15
Terminal: 5
Flight D85551 - LowFare
Operated by Norwegian Air Sweden

1 Adult **£260.10**

Total price incl. all taxes and surcharges **£260.10**

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).

1. Extra step that feels like a roadblock

Passengers

1

1. Passengers 2. Seating 3. Meal 4. Additional 5. Payment

⚠ It's your responsibility to ensure you've understood the latest travel regulations for the country you are entering. For the most recent updates visit www.spth.gob.es

Passengers

Please ensure that passengers' names are identical to the way they are written in their passports.

Passenger 1 (adult)

First name

Last name

Gender
- Choose - ▾

Baggage

My Travel Selections

Outbound

Stockholm-Arlanda - Barcelona

Sun 28. Mar 2021 12:15

Terminal: 5

Flight D85551 - LowFare

Operated by Norwegian Air Sweden

1 Adult **£260.10**


**Total price
incl. all taxes and
surcharges **£260.10****

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

1. Gives information about how the process looks like and at what point I am at

Baggage



Max 10 kg Add below

Outbound: LowFare

Add hand baggage

<input checked="" type="checkbox"/> Underseat bag ⓘ	Included
<input type="checkbox"/> Overhead cabin bag ⓘ	£7.00

Add checked baggage

<input checked="" type="radio"/> No checked bag	
<input type="radio"/> 1 checked bag	£19.00
<input type="radio"/> 2 checked bags	£48.00

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	£240.90
▣ Taxes, Fees and Charges	£19.20

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](#).

1

1. Makes it possible to add baggage if I change my mind, but takes up a lot of space for a choice I have already made and in most cases won't have to change

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

[Read our full baggage rules >>](#)

1

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 >>](#)

1. Information that takes up a lot of space in the booking process

Contact Information

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

Telephone (mobile) Telephone (home)

United Kingdom +44 United Kingdom +44

Email address for travel documents

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

1

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

1. Takes up a lot of space, preferred airport of departure should be pre-chosen to the airport you are departing from in this booking

Menu norwegian

Seat Reservation (1/1)

Stockholm-Arlanda - Barcelona

Continue without seat reservation

1. Passengers 2. Seating 3. Meal 4. Additional 5. Payment

More about seat reservations >>

Select 1 seat(s) in the seat map

Front row
24.00 GBP per person

My Travel Selections

Outbound

Stockholm-Arlanda - Barcelona

Wed 31. Mar 2021 12:15

Terminal: 5

Flight D8561 - LowFare

Operated by Norwegian Air Sweden

1 Adult £106.00

Passengers

Test Person (TEST PERSON)

Travel documents will be sent to test.person@gmail.com

Total price Incl. all taxes and surcharges £106.00

This ticket is non-refundable

< Go back Cancel Continue

1

11 A B C D E F

12 A B C D E F

13 A B C D E F

Extra legroom
19.00 GBP per person

EXIT ← → EXIT

14 A B C D E F

EXIT ← → EXIT

15 A B C D E F

16 A B C D E F

Standard, back
14.00 GBP per person

17 A B C D E F

18 A B C D E F

19 A B C D E F

20 A B C D E F

21 A B C D E F

22 A B C D E F

1. The different seat types are not distinct enough, confusing with so many different kinds

1

Menu

1. Passengers 2. Seating 3. Meal 4. Additional 5. Payment

Order Meal

Need fuel for your flight?
Remember to preorder your favourite hot meal up to 36 hours in advance

Order Meal

Stockholm-Arlanda - Barcelona **Menu**

Test Person

Menu on board

Pre order and enjoy continental food made out of fresh ingredients and with a twist a la Norwegian on your flight.

[Read more about meals onboard >>](#)

[< Go back](#) [Cancel](#) [Continue reservation](#)

My Travel Selections

Outbound

Stockholm-Arlanda - Barcelona
Wed 31. Mar 2021 12:15
Terminal: 5
Flight D85551 - LowFare
Operated by Norwegian Air Sweden

1 Adult **£106.00**

Passengers

Test Person

Travel documents will be sent to
test.person@gmail.com

Total price incl. all taxes and surcharges **£106.00**

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)

1. Doesn't need a whole page for itself

Additional Products

1. Passengers 2. Seating 3. Meal 4. Additional 5. Payment

1

Special baggage

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

Passenger 1 (adult) - Test Person

		Outbound
	Ski equipment Max 20 kg	None ▾
	Golf equipment Max 20 kg	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 >>](#)

Stockholm-Arlanda - Barcelona

Test Person ▾	- Choose service request - ▾	- None - ▾	Add
---------------	------------------------------	------------	-----

My Travel Selections

Outbound

Stockholm-Arlanda - Barcelona
Wed 31. Mar 2021 12:15
Terminal: 5
Flight D85551 - LowFare
Operated by Norwegian Air Sweden

1 Adult **£106.00**

Passengers

Test Person
(TEST PERSON)

Travel documents will be sent to
test.person@gmail.com

**Total price
incl. all taxes and
surcharges** **£106.00**

This ticket is non-refundable
LowFare, LowFare+ and Premium tickets
are non-refundable, but can be cancelled
without charge within 4 hrs of booking

1. Most travellers won't have special baggage, although there needs to be an option, but maybe it doesn't have to take up that much space

1

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 >>](#)

2

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 >>](#)

CHOOOSE

Yes, I want to offset the carbon footprint of my flight by paying £1.20.

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.

unicef 

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

3 GBP 5 GBP 10 GBP 15 GBP

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

<input checked="" type="checkbox"/> Base fare	£86.80
<input checked="" type="checkbox"/> Taxes, Fees and Charges	£19.20

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](#).

1. Cancellation protection and insurance
2. Too much text in a row

1

← Go back

Confirm and pay

Card



Online Bank Payment



Reference number NIR8C3



Complete the payment before the order expires!

Your summary

Total price:

106.00 £

incl. all taxes and surcharges

Outbound flight

✈ Stockholm-Arlanda - Barcelona
Tuesday 30 Mar 2021 12:15
Flight D85551 - LowFare

Card

Card number

Read more about card fees.

Card holder name

Expiry date

Verification Code (CVC)

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.

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

Confirm and pay

Online Bank Payment

Reference number NIR8C3



Complete the payment before the order expires!

Your summary

Total price:
106.00 £

incl. all taxes and surcharges

Outbound flight

✈ Stockholm-Arlanda - Barcelona
Tuesday 30 Mar 2021 12:15
Flight D85551 - LowFare

1 Adult 106.00 £

Passengers (+)

Travel documents will be sent to (+)

Price details

Air Transportation Charges

Base fare (+) 86.80 £

1. Clean design, easy to choose the option of your preference

1

RYANAIR Plan | My bookings | Sign up | Log in | Help |

FLIGHTS CAR HIRE HOTELS EVENTS & ACTIVITIES

Return trip One way Apply promo code

From: Stockholm Västerås To: Alicante

Depart: Choose date Return: Choose date Passengers: 1 Adult **Search**

By clicking search you agree to the [Website Terms of Use](#)

Feb Mar Apr May Jun Jul Aug Sep

February 2021

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				

March 2021

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				

1 of 1

WARRANTY promotions, we'll match that price and refund the difference. **Book now**

FREE CANCELLATION ON MOST CARS COVID TEST CENTRES

Our Partners

- COVID-19 TEST CENTRES NEAR YOU
- RYANAIR GIFT CARDS FROM £25
- PRICE MATCH GUARANTEE
- SUMMER TOURS AND ATTRACTIONS

Hertz AVIS Europcar Alamo Budget Americas dollar Thrifty

1. After putting in starting point and destination an additional search bar appears for more detailed info

RYANAIR Sign up | Log in |

Overview **Flights** Car Hire Accommodation Events & Activities

Stockholm Västerås ✈️ **Alicante** [Edit search](#)

One way • 3 May • 1

✈️ **Stockholm Västerås to Alicante**

01 May Saturday 02 May Sunday **03 May Monday** **kr651.90** 04 May Tuesday 05 May Wednesday

18:30 Stockholm Västerås **22:20** Alicante **kr651.90**

Duration 3h 50m Flight no. FR 7426 Type Direct Value fare ~~kr763.00~~

Be the first to hear about Be first to know about seat sales. [Sign me up!](#)

1

1. Clear and tidy with big letters, shows you a list of the options for that day, and shows you the prices of two days before and after for comparison

RYANAIR Sign up | Log in |

Overview **Flights** Car Hire Accommodation Events & Activities

Stockholm Västerås **Alicante** [Edit search](#) **1**

One way • 3 May • 1

Stockholm Västerås to Alicante

01 May Saturday 02 May Sunday **03 May Monday** **kr651.90** 04 May Tuesday

18:30 **22:20** Flight no. Type
Stockholm Västerås Duration 3h 50m Alicante FR 7426 Direct

Be the first to hear about Be first to know about seat sales.

MY TRIP PLANNER
Alicante
3 May • 1

Itinerary

Info


Flights
Find my flights

Car Hire
Find my transport

Accommodation
Find my accommodation

Events & Activities
Find my Events & Activities

1. The clickable itinerary shows you what you have selected so far

 **18:30**
Stockholm
Västerås

Duration 3h 50m

22:20
Alicante

Flight no. FR 7426
Type Direct

Value fare
kr763.00
kr651.90


The selected fare type applies to all passengers for all flights

Fare Type	Description	Price
Value <i>Travel light</i>	1 Small Bag only Must fit under the seat (40cm x 20cm x 25cm)	kr651.90 per person on this flight
Regular <i>Great for short trips</i>	Priority & 2 Cabin Bags Board first, 10kg Cabin Bag and 1 Small Bag Reserved Seat Specific rows available	kr241.35 more per person on this flight
Plus <i>Includes 20kg Check-in Bag</i>	1 Small Bag Must fit under the seat (40cm x 20cm x 25cm) Reserved Seat Specific rows available 20kg Check-in Bag Drop bag at check-in desk Free check-in at the airport Up to 40 minutes before your flight	kr319.00 more per person on this flight
Flexi Plus <i>If you need flexibility</i>	Priority & 2 Cabin Bags Board first, 10kg Cabin Bag and 1 Small Bag Reserve any seat Including extra legroom seats Free check-in at the airport Up to 40 minutes before your flight Flexible tickets Option to change your flight dates	kr780.35 more per person on this flight


1. A little bit confusing as to which price you get

Your selected flight

[Edit](#)

 **03**
MAY

18:30
Stockholm
Västerås

 Duration 3h 50m

22:20
Alicante

Flight no. FR 7426 Type Direct

Value fare
kr651.90

Log in to myRyanair
to proceed with your booking

Checkout easily Retrieve saved companion and payment details Manage your booking

[Sign up](#) [Log in](#)

[Log in later >](#)

1. Simple and not too messy log in bar, still showing you the benefits of being a member and also giving you the option to continue without logging in

1

Stockholm Västerås ✈️ Alicante [Edit search](#)

One way • 3 May • 1

Itinerary

Info

Passengers

Please enter names as they appear on passport or travel documentation

Passenger 1 Adult

Title First name Last name

Need special assistance?

[Continue](#)

1. Clean and easy to understand

RYANAIR Sign up | Log in | kr651.90

Overview **Flights** Car Hire Accommodation Events & Activities

Choose your seat preference

Option 1: Sit where you want or **Option 2: Random seat allocation**

Avoid middle seat Check in from 60 days predeparture Pick your own seat

Ideal to stretch out
Extra legroom seats

Sit up front
Disembark quickly at your destination

Early check-in
Check in opens 60 days predeparture

	A	B	C	D	E	F
1	↔	↔	↔	↔	↔	↔
2	↔	↔	↔	↔	↔	↔
3	↔	↔	↔	↔	↔	↔
4	↔	↔	↔	↔	↔	↔
5	↔	↔	↔	↔	↔	↔
6	↔	↔	↔	↔	↔	↔
7	↔	↔	↔	↔	↔	↔
8	↔	↔	↔	↔	↔	↔
9	↔	↔	↔	↔	↔	↔

Stockholm Västerås to Alicante

Passengers

TP Test Person
Select your seat

Continue

1

1. Shows the benefits clearly

RYANAIR

Sign up | Log in

Overview Flights Car Hire Accommodation Events & Activities

Early check-in
Check in opens 60 days predeparture

STANDARD - kr135

6 7 8 9 10

kr105

11 12 14 15

EXTRA LEGROOM - kr199

16 17

STANDARD - kr115

18 19 20

Stockholm Västerås to Alicante

Passengers

TP Test Person
Select your seat

Continue

1

1. A lot to take in with all the different prices

Choose your seat preference



Option 1: Sit where you want

or



Option 2: Random seat allocation

Before continuing with random allocation please be advised

- This applies for all passengers
- High chance you'll be in the middle seat
- Only check in 24 hours prior to departure
- Unlikely to be in the front or back



What you need to know about random seat allocation



Avoid middle seat

Most of our passengers choose their seat so we have less window and aisle seats to allocate at check in.



Seat price increase

A lot of seats sell out, so buying a seat later will most likely be more expensive.



Seat availability

The longer you wait the less likely you'll get the seat that you want.

1

I want reserved seats

I want random seat allocation

1. Disrupts the flow when you have to click again to get the random seat allocation, better to be able to change later

Do you want to add Priority & 2 Cabin Bags?*

*Mandatory selection

Cabin Bag Selection

All passengers must select at least 1 option

Add Priority & 2 Cabin Bags to board first and bring a 10kg Cabin Bag and 1 Small Bag on board with you. Alternatively, add 1 Small Bag, this must fit under the seat and you'll board using the standard queue.

1



40 x 20 x 25 cm
1 Small Bag only ⓘ
that fits under seats

or

Priority & 2 Cabin Bags
40 x 20 x 25 cm and 55 x 40 x 20 cm
Priority & 2 Cabin Bags ⓘ

✈ Stockholm Västerås to Alicante

TP Test Person

2



1 Small Bag only
Included with fare

Add for kr110.00

Need to check in any bags?

Check-in Bags

Leave them at the check-in desk

Board hands-free



1. Illustrative

2. Unnecessary to put this clickable option underneath the illustration, making an extra row

Do you want to add Priority & 2 Cabin Bags?*

*Mandatory selection

Cabin Bag Selection

All passengers must select at least 1 option

Add Priority & 2 Cabin Bags to board first and bring a 10kg Cabin Bag and 1 Small Bag on board with you. Alternatively, add 1 Small Bag, this must fit under the seat and you'll board using the standard queue.

1



40 x 20 x 25 cm

1 Small Bag only ⓘ
that fits under seats

or

Priority & 2 Cabin Bags

40 x 20 x 25 cm and 55 x 40 x 20 cm

Priority & 2 Cabin Bags ⓘ

If you bring a second bag or if your bag is too big to fit under the seat, you will be charged a **fee of €25.00 or local currency equivalent** at the boarding gate.

Stockholm Västerås

Test Person

1 Small Bag only
Included with fare

Add for kr110.00


Need to check in any bags?

1. A good way of displaying "warnings" without it taking up too much space on the page

RYANAIR


Overview **Flights** Car Hire Accommodation Events & Activities




Anything else for your trip?




Travel insurance

Peace of mind that you're covered on your trip.

Why add insurance? 

-  Medical expenses cover
-  Trip cancellation cover
-  Personal belongings cover




From **kr202.90**




Inflight food & drink

Pre-order your food and drink before you fly.

Why pre-order?

-  You'll be served first
-  Avoid sell out
-  Get the best price


CHEAPER NOW From ~~kr22.22~~ **kr20.00**



Fast Track

Skip the queue at airport security.

Sorry, Fast Track is not available for your route



Parking

Great value deals on secure parking at the airport.

Sorry, Parking is not available for your route

Continue

1

1. Displays the benefits in a clear way

RYANAIR Sign up | Log in | kr651.90

Overview | Flights | Car Hire | Accommodation | Events & Activities

Plan your whole trip

Book everything you need in one place

Flights Added
Need more for your trip? >

Add car hire
Other transfers available

Add accommodation
Free cancellation

Add inflight meal deals
All flights are cashless

Flights added to trip
You can check out from the basket
[Continue building trip](#) [View basket](#)

Alicante

3 May • One way • 1 person

Flights
Added to basket
Stockholm Västerås to Alicante
Mon, 3 May • 18:30 - 22:20
[Edit flight](#)
[Add more for your flight](#)

Car Hire
Find my transport

Accommodation
Find my accommodation

Events & Activities
Find my Events & Activities

Hey, Let's find your ideal car!

Price match guarantee
More than 1,600 car rental suppliers
Highly recommended by our customers

RECOMMENDED FOR YOU

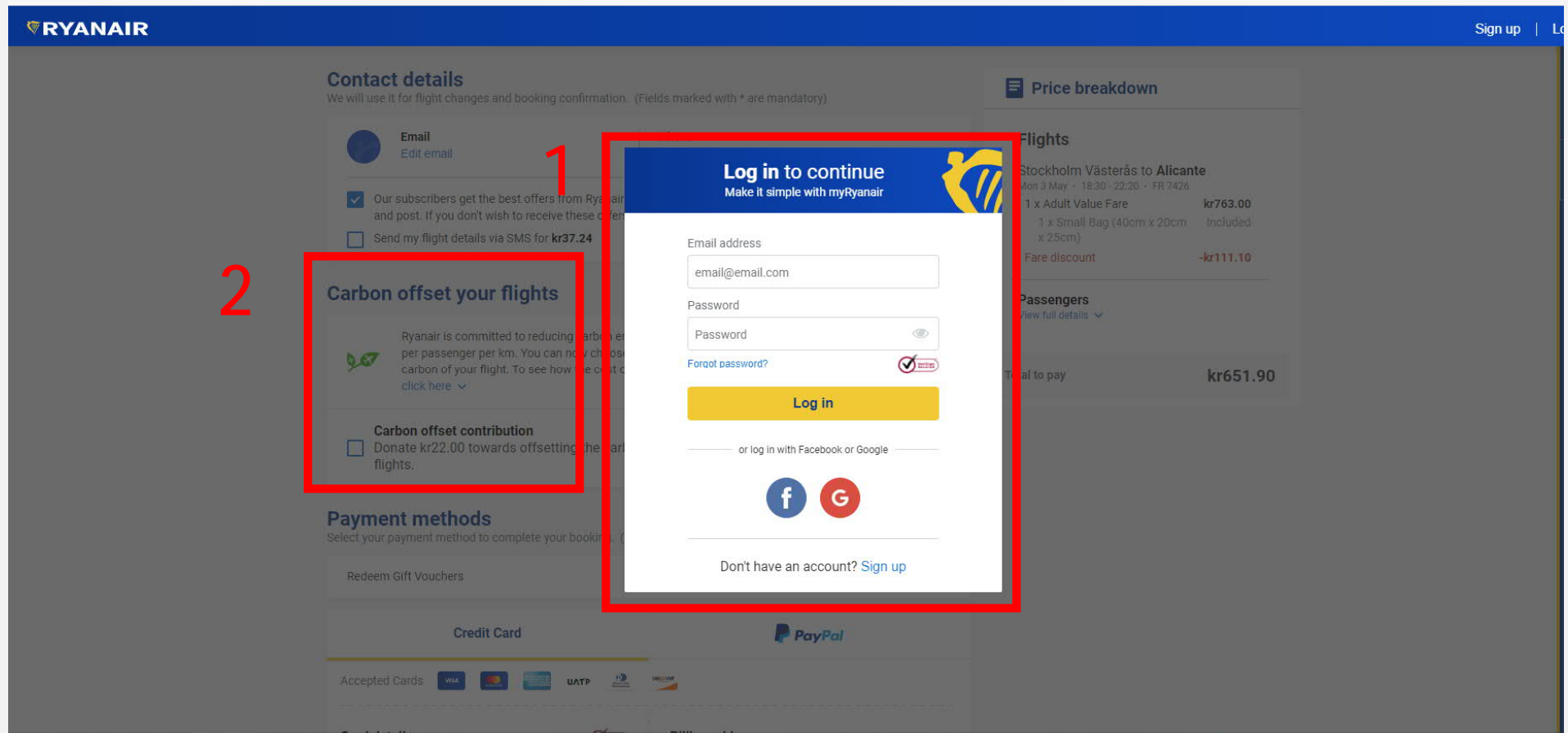
Top Pick Free cancellation
Toyota Aygo or similar
Manual
4 seats
2/4 doors
Air Conditioning
keddy 7.9
Price for 7 days: 1 938,00 kr

Free cancellation
Seat Ibiza or similar
Manual
5 seats
4 doors
Air Conditioning
keddy 7.9
Price for 7 days: 2 149,00 kr

Free cancellation
Citroën or similar
Manual
4 seats
Air Conditioning
keddy 7.9
Price for 7 days: 2 149,00 kr

[View all cars](#)

1. Instructive box. The trip is saved in a basket, you can start adding a new service (additional flight as well?) and then pay them together



1. Forces you to log in if you didn't do so earlier
2. Carbon offset takes up a lot of space

1 PEGASUS BolBol Login EN

Please Select your Flight

2 SEARCH AGAIN

Stockholm - Arlanda → Tel Aviv - Ben Gurion

Departure flight 8 Mar 2021, Mon

Total amount: 0 GBP

1 Adult(s)

x2 BolPoints Buy your ticket from flypgs.com and earn **x2 BolPoints** at the same time!

Sort Filter List with BolPoints

Stockholm → Tel Aviv Free cancellation within 24 hours

<	7 Mar, Sun	8 Mar, Mon	9 Mar, Tue	>
	97.00 GBP	97.00 GBP	112.00 GBP	
ARN	Via Istanbul-S.Gokcen	TLV		
13:05	5 hours layover	00:30		97.00 GBP

Changes and cancellations for this ticket are limited by the conditions set out in the General Rules. In accordance with the applicable rules, there are some situations in which you are not entitled to a refund except for the check-in fee and/or airport taxes. There are special change and cancellation rules for the Business Flex Package. **Ticket Change and Cancellation Rules** Read on for more details.

1. Shows you where you are in the booking process
2. Permits you to change the details of your flight (date, location)

PEGASUS BoBo Login EN

Stockholm - Arlanda → Tel Aviv - Ben Gurion 0 GBP

7 Mar, Sun 97.00 GBP 8 Mar, Mon 97.00 GBP 9 Mar, Tue 112.00 GBP

ARN 13:05 Via Istanbul-S.Gokcen 5 hours layover TLV 00:30 **97.00 GBP** ↑

24h As there are more than 3 days to go before your flight, you can cancel your ticket with **Free cancellation within 24 hours.**

BASIC	ESSENTIALS	ADVANTAGE	BUSINESS FLEX
<ul style="list-style-type: none">✓ 55x40x20 cm cabin baggage• 20 Kg Baggage• Seat Selection• In-flight Meals• Refund/Change rights• In-Flight Entertainment <p>! You can only bring one item of cabin baggage on board</p>	<ul style="list-style-type: none">✓ 55x40x20 cm cabin baggage✓ 20 Kg Baggage• Seat Selection• In-flight Meals• Refund/Change rights• In-Flight Entertainment	<ul style="list-style-type: none">✓ 55x40x20 cm cabin baggage✓ 20 Kg Baggage✓ Standard Seat Selection✓ Sandwich• Refund/Change rights✓ In-Flight Entertainment	<ul style="list-style-type: none">✓ 55x40x20 cm cabin baggage✓ 20 Kg Baggage✓ Preferred Seat Selection• In-flight Meals✓ Refund/Reissue without Penalty✓ In-Flight Entertainment
97.00 GBP	116.00 GBP	144.00 GBP	168.00 GBP

! You can only bring one item of cabin baggage on board with you no larger than 55x40x20 cm in size

1

2

1. Shows the total price for clarity
2. Illustrative, clearly shows what is included

PEGASUS BolBol Login EN

Stockholm - Arlanda → Tel Aviv - Ben Gurion 97.00 GBP
Departure flight 8 Mar 2021, Mon 1 Adult(s)

x2 BolPoints Buy your ticket from flypgs.com and earn **x2 BolPoints** at the same time!

Sort Filter List with BolPoints

Stockholm → Tel Aviv
Flight Date: 8 Mar 2021, Mon Change Selection

ARN 13:05	Via Istanbul-S.Gokcen 5 hours layover	TLV 00:30	<input checked="" type="checkbox"/> BASIC 97.00 GBP
---------------------	--	---------------------	--

You have the option to cancel free of charge within 24 hours after purchasing your ticket.

Changes and cancellations for this ticket are limited by the conditions set out in the General Rules. In accordance with the applicable rules, there are some situations in which you are not entitled to a refund except for the check-in fee and/or airport taxes. There are special change and cancellation rules for the Business Flex Package. **Ticket Change and Cancellation Rules** Read on for more details.

FREEZE THE PRICE **PROCEED TO PASSENGER INFORMATION >**

Freeze your ticket price or proceed to passenger information.

1

1. Unclear what this feature does

1

PEGASUS BolBol Login EN

Stockholm - Ar
Departure flight 8 Mar 2021, Mon

97.00 GBP
1 Adult(s)

x2 BolPoints

Sort Filter

Stockholm → Tel
Flight Date: 8 Mar 2021, Mon

ARN Via
13:05

24 You have the option to cancel free

Changes and cancellations for this ticket are lin
refund except for the check-in fee and/or airpo
details.

Don't Miss Out

Instead of 84.60 GBP*, pay **just 47.00 GBP** per person one way and make your flight even better!

Extra Services	Current	Recommended
Standard Seat Selection	✗	✓
Sandwich	✗	✓
Total 20 Kg Baggage (Except for hand baggage)	✗	20 Kg
In-Flight Entertainment	✗	✓

! FLY & WATCH In-Flight Entertainment is a service brought to you over servers hosted abroad. If you do not consent, you can proceed with Continue.

I have been informed regarding the **Fly & Watch Privacy Notice** on the cross-border transfer of my personal data for using FLY & WATCH In-Flight Entertainment services.

I consent to the cross-border transfer of my information provided for registration and use of the In-Flight Entertainment Platform as described in the **Fly & Watch Privacy Notice**

[CONTINUE](#) [Upgrade Your Package >](#)

BASIC
97.00 GBP

List with BolPoints

Change Selection

Read on for more

1. Annoying to confirm a choice you have just made

The screenshot shows the Pegasus website interface. At the top, there is a yellow header with the Pegasus logo and a 'BolBol Login' button. Below the header, a search bar displays 'Stockholm - Arlanda' to 'Tel Aviv - Ben Gurion' with a 'SEARCH AGAIN' button. The total amount is '97.00 GBP' and the departure is '8 Mar 2021, Mon 13:05'. The main section is titled 'Passenger and Contact Details' and contains a form for '1. Adult Passenger Aged 12+'. The form fields include Name, Surname, Date of birth (Day, Month, Year), Gender (Female, Male), Mobile phone (TR(+90) 5XX XXXXXXX), Nationality (T.C., Other), and Turkish ID Number. On the right side of the form, there is a 'LOG IN to BolBol' bar with a green border, containing a 'BolBol Member No' field (TR(+90) 5XX XXXXXXX), a Password field, a 'REMEMBER ME' checkbox, and a 'LOG IN' button. A green number '1' is placed next to the login bar.

1. Log in bar that you don't have to react to if you don't want to log in - makes the process flow easier

Search, select, details
Pegasus

PEGASUS

BoiBoi Login EN

Please Enter Passenger Information

SEARCH AGAIN

Stockholm - Arlanda → Tel Aviv - Ben Gurion

Total amount 97.00 GBP

Departure flight 8 Mar 2021, Mon 13:05 1 Adult(s)

Passenger and Contact Details

Test Person

Fill out your Contact Details

New Contact Test P.

Name

Surname

Mobile phone

TR(+90) 5XX XXXXXXX

Email

Country/ Region

Turkish Republic

I would like to receive ticket details via SMS (fee applicable). Ticket details will be sent via email free of charge.

1. Could be pre-filled with my name for an easier flow
2. Although you can choose to hit this button for it to fill it out with my name

The screenshot displays the Pegasus website interface for a flight from Stockholm - Arlanda to Tel Aviv - Ben Gurion. The flight is scheduled for 8 Mar 2021, Mon 13:05. The total amount is 96.00 GBP for 1 Adult(s). The interface is divided into several sections:

- Personalise your Flight:** Includes a "SEARCH AGAIN" button and a "Currency" dropdown set to GBP.
- Flight Details:** Shows the route, departure time, and total amount.
- Extra Services:** A vertical list of options: Flight Selection, Passenger Information, Seat Selection, Meal Selection, Baggage Selection, and In-Flight Entertainment. A green box highlights this list.
- Seat Selection:** Promotes "ANY SEAT STARTING FROM JUST 9,99 TL".
- Departure flight seat selection:** Shows the route from Stockholm - Arlanda to Istanbul-S.Gokcen.
- Seat Map:** A grid of seats (A-F, 1-8) with a legend: Extra Leg Room (11.00 GBP), Front Rows (8.00 GBP), and Other Seats (7.00 GBP). A green box highlights the seat map.

1

2

1. Categories that make sense
2. Easy to understand benefits and not messy

The screenshot shows the Pegasus website interface for flight booking. At the top, the Pegasus logo is on the left, and 'EN' and 'Currency' are on the right. Below the logo, there are navigation icons and the text 'Personalise your Flight'. A search bar shows the route 'Stockholm - Arlanda → Tel Aviv - Ben Gurion' with a 'SEARCH AGAIN' button. The total amount is '96.00 GBP' for '1 Adult(s)'. On the left, a vertical menu lists: Flight Selection (checked), Passenger Information (checked), Extra Services, Seat Selection (checked), Meal Selection (highlighted with a red circle), Baggage Selection, In-Flight Entertainment, and Payment. The main content area is titled 'Meal Selection' and includes a sub-section 'Departure flight meal selection' for the route 'Stockholm - Arlanda → Istanbul-S.Gokcen'. A red box highlights the 'Sandwiches' section, which contains the following items:

Meal Name	Price (GBP)
Chicken Schnitzel	8.00
Grilled Fillet Steak	12.00
Grilled Meatballs	8.00
Grilled Seabass	12.00
Chicken Sandwich	4.00
Ham And Kasserli Cheese Pa...	4.00

1

1. Too many choices for a meal that your not going to eat the same day you make the choice

PEGASUS EN

Personalise your Flight GBP

SEARCH AGAIN

Stockholm - Arlanda → **Tel Aviv - Ben Gurion** Total amount **96.00 GBP**

Departure flight 8 Mar 2021, Mon 13:05 1 Adult(s)

- ✓ Flight Selection
- ✓ Passenger Information
- > Extra Services
 - ✓ Seat Selection
 - ✓ Meal Selection
 - Baggage Selection**
 - In-Flight Entertainment
- > Payment

Baggage Selection

You can only bring one item of cabin baggage on board with you no larger than 55x40x20 cm in size.

Departure flight baggage selection
Stockholm - Arlanda → Tel Aviv - Ben Gurion

You are selecting the baggage allowance you will drop off at check-in. You have an additional 8 kg cabin baggage allowance per person.

0 kg TEST PERSON Make Baggage Selection

Make Baggage Selection

PROCEED TO IN-FLIGHT ENTERTAINMENT >

1. To make baggage selection you have to press twice

The screenshot shows the Pegasus flight booking interface. At the top, the Pegasus logo is on the left, and 'EN' is on the right. Below the logo, there are icons for search, user profile, and other services. The main header area is blue and contains the text 'Personalise your Flight' and a 'Currency' dropdown set to 'GBP'. The flight details section shows the route 'Stockholm - Arlanda → Tel Aviv - Ben Gurion' with a 'SEARCH AGAIN' button and a 'Total amount' of '122.00 GBP' for '1 Adult(s)'. The departure flight is '8 Mar 2021, Mon 13:05'. On the left side, there is a list of services: 'Flight Selection', 'Passenger Information', 'Extra Services', 'Seat Selection', 'Meal Selection', 'Baggage Selection' (Amount: 26.00 GBP), 'In-Flight Entertainment', and 'Payment'. The 'In-Flight Entertainment' section is highlighted with a red box. It features a 'New' badge and a description: 'Add to your flight now for a more enjoyable journey! You can access our entertainment platform FLY&WATCH from your own mobile device and choose between films, programmes, newspapers, magazines, games and flight information. You can connect to FLY& WATCH with an access code which is sent by SMS and email.' Below the text is a banner for 'FLY & WATCH' with 'MOVIES | MUSIC | GAMES' and images of a game controller, headphones, and a movie reel. Underneath the banner, there are two flight segments: 'Stockholm - Arlanda → Istanbul-S.Gokcen' for '3 GBP Per Person' and 'Istanbul-S.Gokcen → Tel Aviv - Ben Gurion' for '3 GBP Per Person'. At the bottom of the highlighted section, there is a paragraph of legal text and a 'PROCEED TO PAYMENT >' button.

1

1. Takes up a lot of space

1

Search, select, details
Pegasus

PEGASUS EN

Stockholm - Arlanda ☺ Tel Aviv - Ben Gurion 122.00 GBP

Reservation (PNR) No: XTTER4 Price Fixed Due Date: 23/02/2021 - 23:55

Special Offers
You can select an offer by clicking on "Use Offer" below.

USE OFFER


Choose the Payment Method

Pay with Gift Card

Pay with credit or debit card

Enter Card Information Choose from your saved cards

ING
Special Offer! 4 installments and double BolPoints available only for ING Pegasus BolBol Premium or Classic credit card.

Card number 
Missing card number

Credit card holder

Expiry date
Month Year

CW ⓘ

Installment Options
Enter your credit card details to view your instalment options



PEGASUS EN

Stockholm - Arlanda ☺ Tel Aviv - Ben Gurion 122.00 GBP

CW ⓘ

Installment Options
Enter your credit card details to view your instalment options

Review installment options for all cards
You must enter your card information for the installment payment.

Invoice Information Optional [ADD](#)

I have read and I accept the [General rules](#), [Privacy rules](#) and [Terms & Conditions for changes, cancellations and refunds](#). I understand and accept that my personal data may be processed and transferred in Turkey and abroad by Pegasus, as may be permitted or required by the applicable law, in accordance with the terms set out in the Privacy Rules.

BUY NOW >

1. Simple and clean

momondo Flights Stays Car hire Things to do NEW Holidays More Trips Sign in

One-way 1 Adult Economy

Stockholm (STO) Barcelona (BCN) Thu 25/3 Search

Direct flights only Flight insights for Stockholm to Barcelona

Outbound

Mar Apr

Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su

16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4

Our advice
We're still gathering data for this route
Price Alert OFF

53 of 159 flights

Stops
 Direct
 1 stop £70
 2+ stops £125

COVID-19 Spain has restricted most travelers arriving from outside the EU/Schengen, and countries with reciprocal agreements for accepting travelers. Travelers arriving from risk countries must present a medical certificate with a negative COVID-19 TMA, LAMP or PCR swab test result issued within 72 hours prior to arrival. [Learn more](#)

Cheapest £70 • 9h 45m Best £99 • 5h 45m Quickest £214 • 5h 40m Custom Build your own ticket

No change fees

AF 13:10 - 22:55 1 stop 9h 45m £87
ARN Arlanda - BCN Barcelona-E... CDG
Air France Sponsored result
Light Opodo
View deal

NY KAMPANJ
Behåll din Avisbil i en månad eller fler via Avis Minilease
BOKA NU
Grupp F fr. 5.495 kr/mån
AVIS

Compare vs momondo
opodo Compare
Compare all

1

1. The search bar is still there in case you want to change something

2

2. Illustrative. Easily shows you the cheapest dates around the date you picked (hover and you will see the exact cost)

1. Is a comparison tool since it is an aggregator, but could work on an airline website as well to compare different ticket types

1

The screenshot shows the Momondo flight search interface. At the top, the search criteria are: One-way, 1 Adult, Economy, Stockholm (STO) to Barcelona (BCN) on Thu 25/3. A search button is on the right. Below the search bar, there's a 'Our advice' section with a smiley face icon and a note: 'We're still gathering data for this route'. A 'Price Alert' toggle is set to OFF. A COVID-19 warning states: 'Spain has restricted most travelers arriving from outside the EU/Schengen, and countries with reciprocal agreements for accepting travelers. Travelers arriving from risk countries must present a medical certificate with a negative COVID-19 TMA, LAMP or PCR swab test result issued within 72 hours prior to arrival. Learn more'. Below this is a filter bar with four options: 'Cheapest' (£70 • 9h 45m), 'Best' (£99 • 5h 45m), 'Quickest' (£214 • 5h 40m), and 'Custom' (Build your own ticket). The 'Best' option is highlighted with a green border. Below the filter bar, there are 53 of 159 flights. The first flight is Air France (AF) 13:10 - 22:55, 1 stop at CDG, 9h 45m, £87 (Light Opodo). The second flight is also Air France (AF) 13:10 - 22:55, 1 stop at CDG, 9h 45m, £70 (Light mytrip.com). The third flight is Air France (AF) 06:30 - 12:15, 1 stop at AMS, 5h 45m, £99 (Light). On the right side, there are two advertisements: 'NY KAMPANJ' for Avis Minilease and 'Compare vs momondo' for Opodo. The 'Compare all' button is visible at the bottom right.