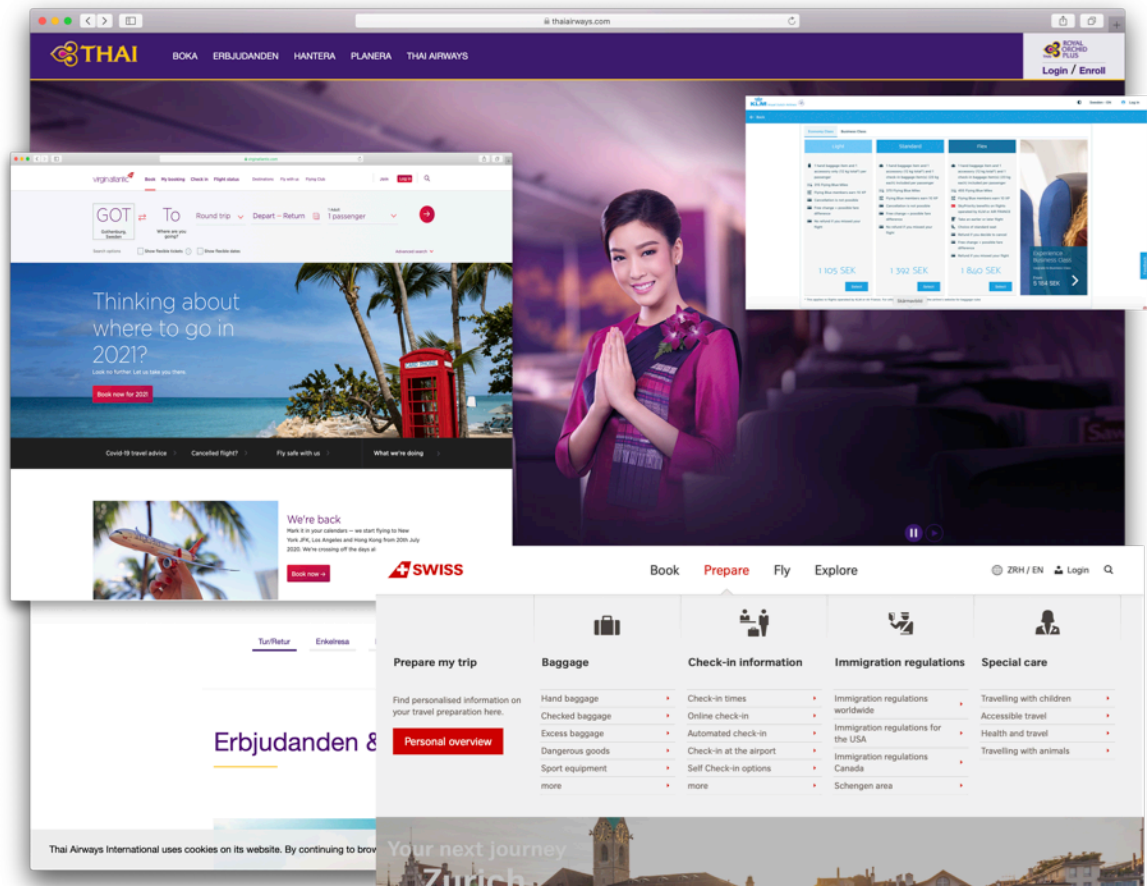


Project 1: Competitive benchmark

By Per Danielsson



KLM

Virgin Atlantic Airways

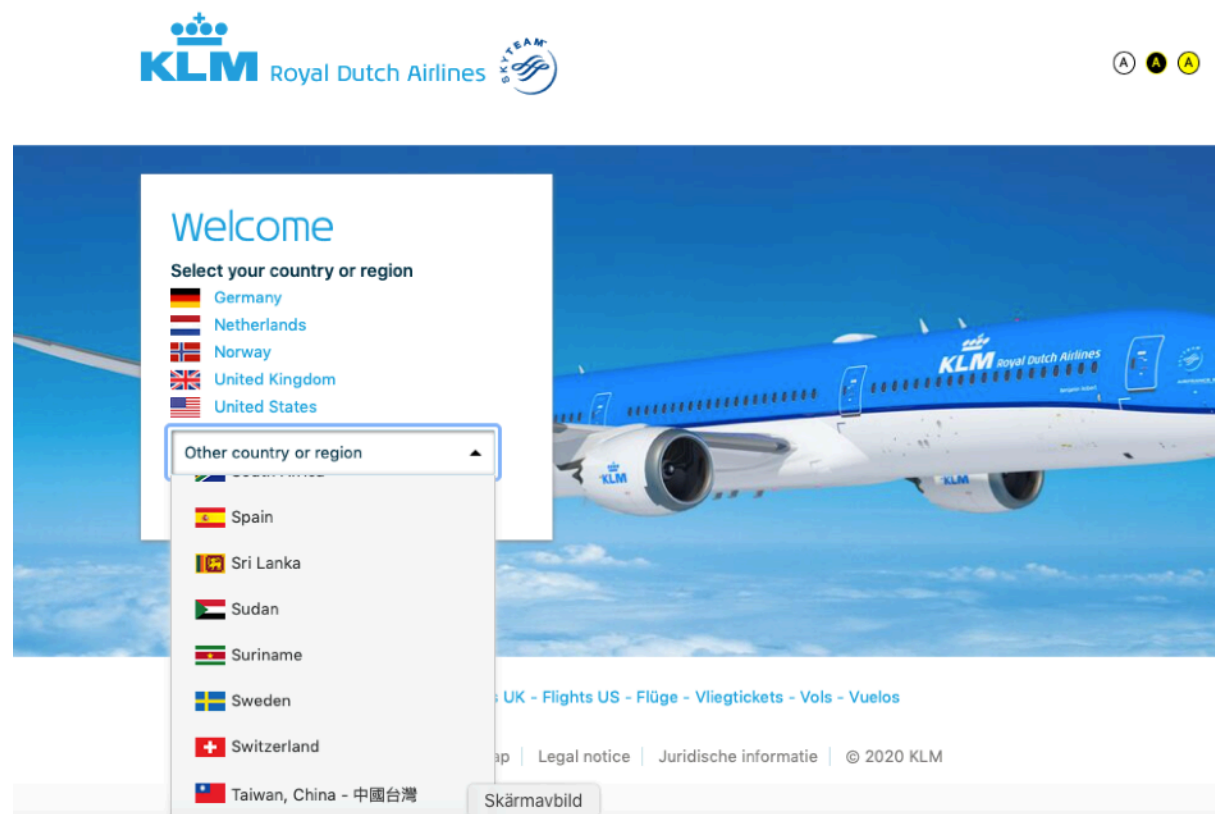
SWISS Air

Thai Airways

KLM

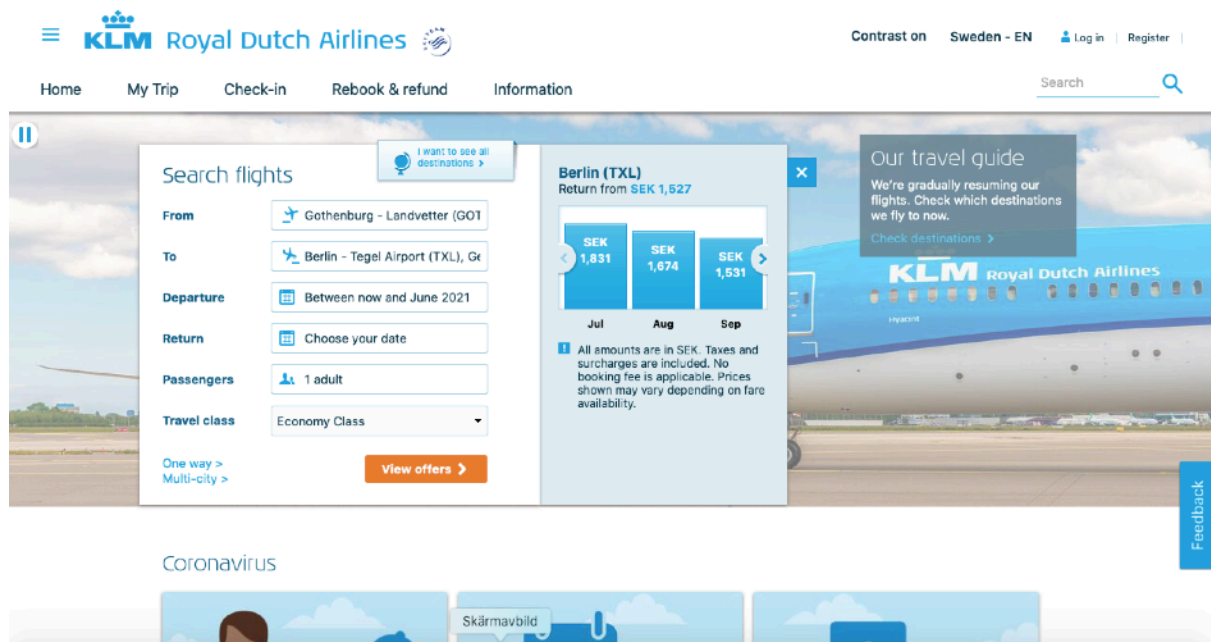
When I first visits KLM I'm presented by this choice. I don't like this at all.

The web would recognize me by IP number and just let me join in with my country settings. They are wasting my time here for a long down scroll. Also I wonder a bit about the 5 top countries by default. Why are they here? Is this by random or just countries that uses KLM most?



I know that KLM are good, but this is annoying for me.

I am looking for a flight to Berlin from Gothenburg and a Return fare. This is pretty forward and easy. However I got a Light blue Banner on the side that make no sense to me and make me confused for a while...after unchecked that. I proceed with the search and result. I cant stop thinking about the design and colors. It feels a bit dated.



This site is fast and I am presented with the lowest fare for that day, during different times. Easy to see Flight duration and more.

I just love the WonderBanner, don't you? If I can and will change flight by one day I got a much better price! I can. So that's my choice. Thanks.

Gothenburg to Berlin CHANGE

<

from
3 927 SEK
Jul 4 Sat

1 948 SEK
Jul 5 Sun

1 385 SEK
Jul 6 Mon

1 385 SEK
Jul 7 Tue

1 385 SEK
Jul 8 Wed

1 385 SEK
Jul 9 Thu

1 385 SEK
Jul 10 Fri

>

Filters: Duration Economy Class

Connecting flights (2)

Sort by: Duration Price for 1 passenger

12:00 - 19:00

Gothenburg (GOT)
1 x transfer
 Berlin (TXL)

KLM Cityhopper
Trip duration 7h00
Inflight services:

Lowest fare
3 927 SEK

View flight details

2 seats left at this fare!

12:00 - 11:30

Gothenburg (GOT)
1 x transfer
 KL1156

Skärmarbild
Trip duration 7h00
Inflight services:

Lowest fare
3 927 SEK

View flight details

Feedback

Gothenburg to Berlin CHANGE

<

3 927 SEK
Jul 4 Sat

from
1 948 SEK
Jul 5 Sun

1 385 SEK
Jul 6 Mon

1 385 SEK
Jul 7 Tue

1 385 SEK
Jul 8 Wed

1 385 SEK
Jul 9 Thu

1 385 SEK
Jul 10 Fri

>

Filters: Duration Economy Class

Connecting flights (2)

Sort by: Duration Price for 1 passenger

12:00 - 19:00

Gothenburg (GOT)
1 x transfer
 Berlin (TXL)

KLM Cityhopper
Trip duration 7h00
Inflight services:

Lowest fare
1 948 SEK

View flight details

12:00 - 11:30

Gothenburg (GOT)
1 x transfer
 KL1156

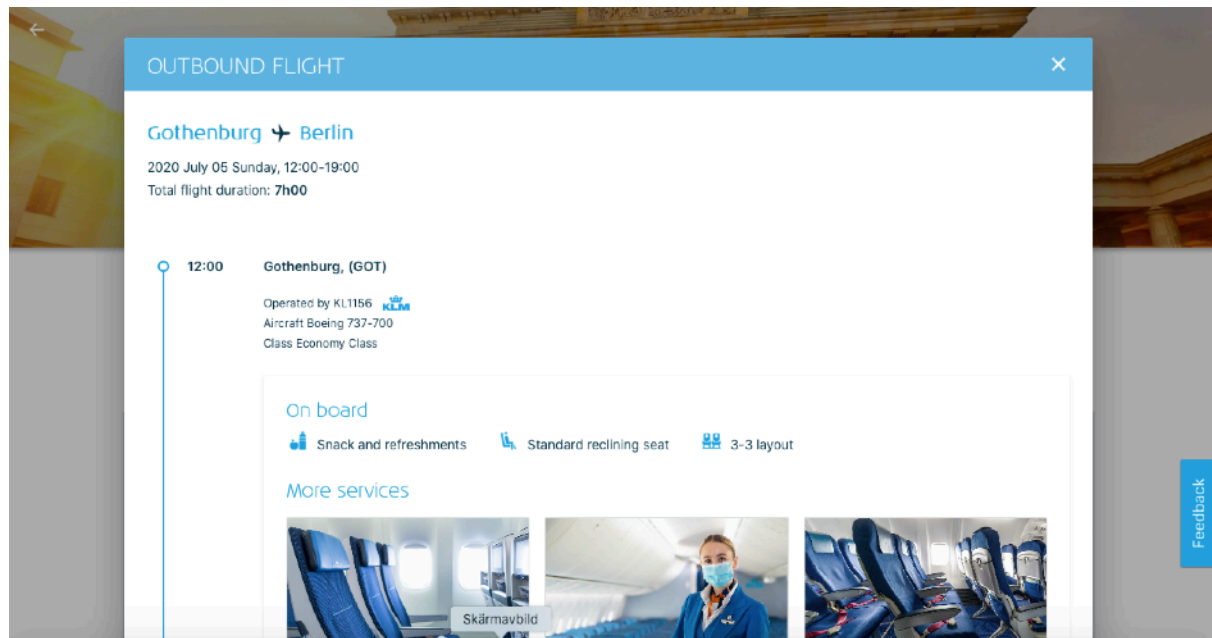
Skärmarbild
Trip duration 7h00
Inflight services:

Lowest fare
1 948 SEK

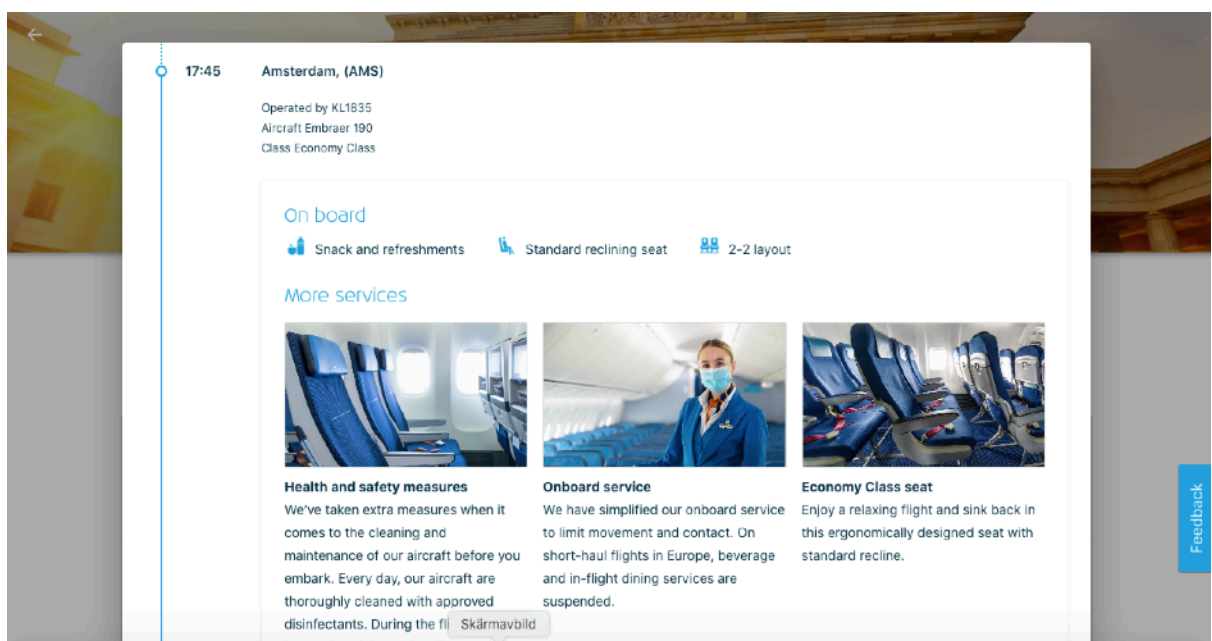
View flight details

Feedback

Presented with my first Flight to Amsterdam.



And the the flight from Amsterdam to Berlin. Everything looks good. But why do I get the same info boxes once more?



This is the Light, Standard, Flex and Business Class choices screen.
I think it is easy to understand and just Select which one you like.

12:00 - 19:00

Gothenburg (GOT)

1 x transfer

Berlin (TXL)

KLM

KLM Cityhopper

Trip duration

7h00

Inflight services:

View flight details

X

Economy Class

Business Class

Light

1 hand baggage item and 1 accessory only (12 kg total*) per passenger

295 Flying Blue Miles

Flying Blue members earn 10 XP

Cancellation is not possible

Free change + possible fare difference

No refund if you missed your flight

Lowest fare

1 385 SEK

Select

Standard

1 hand baggage item and 1 accessory (12 kg total*) and 1 check-in baggage item(s) (23 kg each) included per passenger

350 Flying Blue Miles

Flying Blue members earn 10 XP

Cancellation is not possible

Free change + possible fare difference

No refund if you missed your flight

1 672 SEK

Select

Flex

1 hand baggage item and 1 accessory (12 kg total*) and 1 check-in baggage item(s) (23 kg each) included per passenger

436 Flying Blue Miles

Flying Blue members earn 10 XP

SkyPriority benefits on flights operated by KLM or AIR FRANCE

Take an earlier or later flight

Choice of standard seat

Refund if you decide to cancel

Free change + possible fare difference

Refund if you missed your flight

2 120 SEK

Select

Experience Business Class

Upgrade to Business Class

From 6 480 SEK

>

* This applies to flights operated by KLM Cityhopper. For other airlines, please check the airline's website for baggage rules

UX DESIGN PER DANIELSSON 2020

6

So after that I have my trip to Berlin ready. Adding passengers and Extra options and final Payment methods. I did not go that far in this one. I just guess that you will get SMS text or e-mail confirmation after paying with your bank or card.

Many airlines also have an App for boarding services so you will have the Boarding card in digital form.

Also the "Feedback" Button looks more like a Facebook link.

KLM Royal Dutch Airlines


Sweden - EN Log in

Your trip to Berlin

Search Outbound flight Return flight Passengers Extra options Payment

Total price for 1 passenger: 2 489,00 SEK

Your trip to Berlin [CHANGE](#)



OUTBOUND FLIGHT

Gothenburg (GOT) 2020 Jul 07 Tue 12:00 - 19:00 1 384,50 SEK

1 x transfer

Berlin (TXL) KLM Cityhopper [CHANGE](#)

RETURN FLIGHT

Berlin (TXL) 2020 Jul 31 Fri 06:40 - 11:15 1 104,50 SEK

1 x transfer

Gothenburg (GOT) KLM Cityhopper [CHANGE](#)

[View trip details, ticket conditions and price specification](#)

Total price for 1 passenger: 2 489,00 SEK

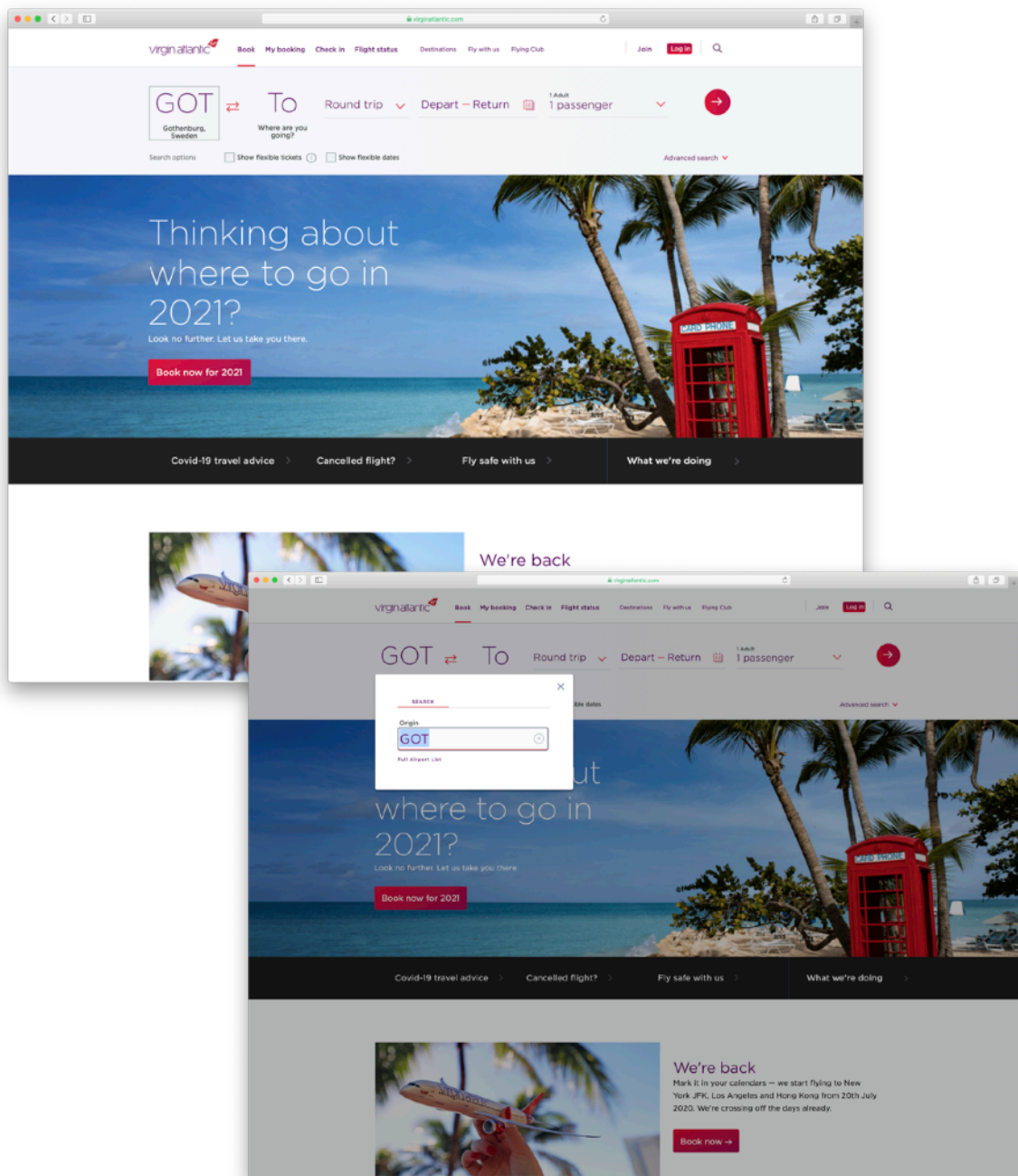
Important information about your trip

Make sure to bring your own face mask. Face masks are required during boarding and on board of all our flights. Unfortunately, we cannot allow you to board without a face mask. For more information, visit our overview of frequently asked questions. Not flying with KLM? Please check the website of the airline you're flying with.

Feedback

Virgin

Virgin Atlantic has a fresh and positive site. However I got another problem later. At the start I was happy. So simple to put in your start Airport. I like the grey shaded style. Now I putted in GOT (Gothenburg, Sweden) then started a search for a flight to Berlin. Okey in the user interface, but won't work in reality. Virgin don't fly at these destinations! So of course I get an error in the search.



So I got this now. Changing to London - New York. This is easy to understand and what kind of Economy you want. But hey, the currency is in GBP? And times are in AM and PM.

Outbound LON→JFK

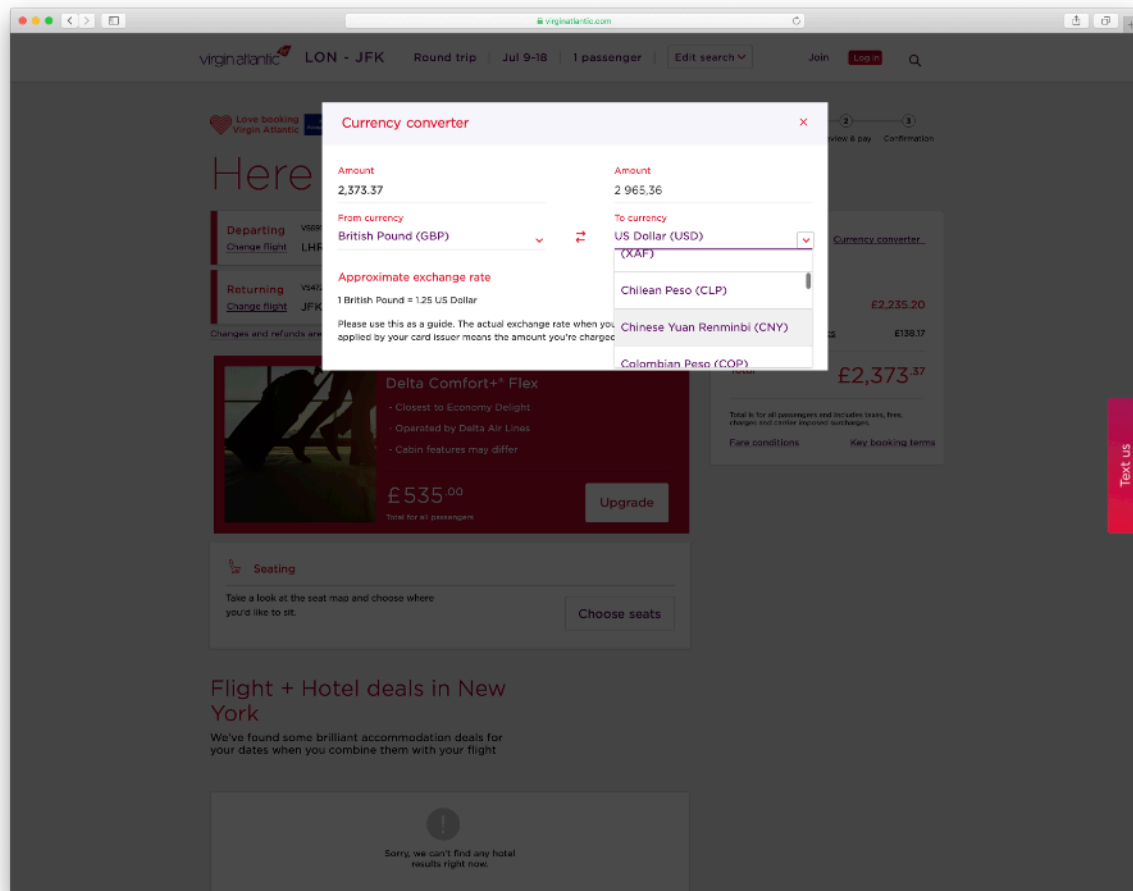
Book with confidence
For peace of mind with your upcoming travel plans, we've introduced a flexible no change fee policy.
New government regulations are in place for customers arriving in to the UK. Please ensure you carefully review the latest [UK public health advice](#) before you travel.

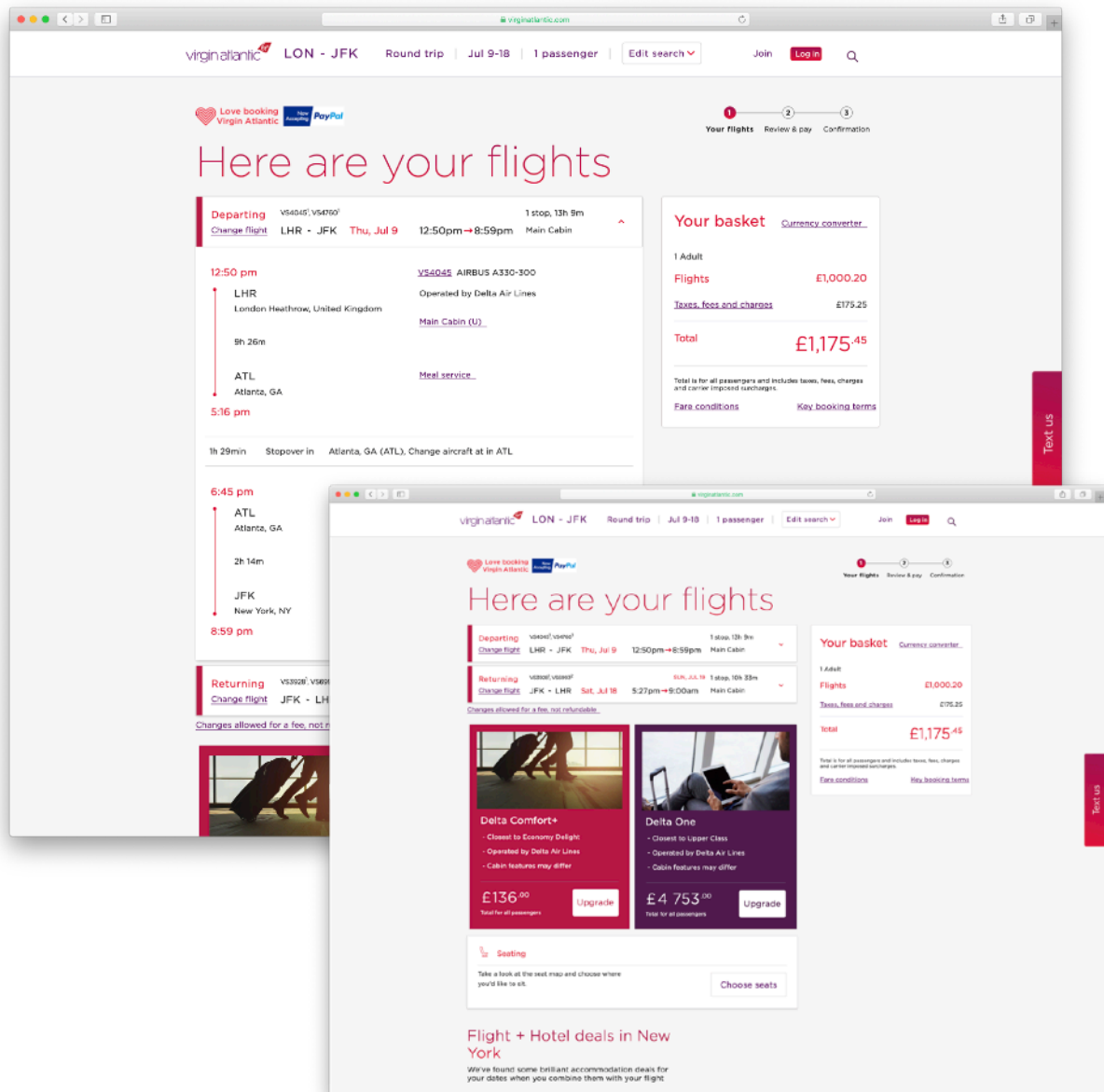
Thu, Jul 9, 2020
Prices include taxes, fees, charges and carrier imposed surcharges. 'Recommended' may list Virgin Atlantic operated flights first. [Extra fees charges](#).

	Economy Light	Economy Classic	Economy Delight	Upper Class
Flight 1: VS4045, VS4047 12:50PM → 8:59PM LHR → ATL (1h 29m) → JFK <small>¹/VS 4045 & VS 4760 are operated by Delta Air Lines.</small>	Seat assigned at check in Basic Economy (CD) From £1,065 ⁴⁵ Round trip Total per adult	Main Cabin (MJ) From £1,175 ⁴⁵ Round trip Total per adult	Delta Comfort+ (CO) From £1,311 ⁴⁵ Round trip Total per adult	Delta One® (First Class) From £5,928 ⁴⁵ Round trip Total per adult
Flight 2: VS4045, VS3047 12:50PM → 10:45PM LHR → ATL (1h 16m) → JFK <small>¹/VS 4045 & VS 3047 are operated by Delta Air Lines.</small>	Basic Economy (CD) From £1,065 ⁴⁵ Round trip Total per adult	Main Cabin (MJ) From £1,175 ⁴⁵ Round trip Total per adult	Delta Comfort+ (CO) From £1,311 ⁴⁵ Round trip Total per adult	Delta One® (First Class) From £5,928 ⁴⁵ Round trip Total per adult <small>2 left at this price</small>
Flight 3: VS2711, VS2989 6:20AM → 12:45PM LHR → CDG (1h 45m) → JFK <small>¹ VS 6711 is operated by Air France.</small>	Sold out	Economy Standard Main Cabin From £1,289 ⁵⁷ Round trip Total per adult	Economy Shaded Delta Comfort+ From £1,409 ⁵⁷ Round trip Total per adult	Business Class Delta One® From £6,280 ⁵⁷ Round trip Total per adult <small>4 left at this price</small>

Text us

There is a Currency converter in the end at the Basket. With a long scroll for any currency. How ever this is a guide and makes no effect in your interface.





The flights and also 2 quick upgrades are presented. Even some Hotel deals.

Overall I think Virgin did somewhat okay. But the destination, currency and time set issues brings my experience down.

The screenshot shows the Virgin Atlantic website's 'Review and pay' stage for a round trip from London (LHR) to New York (JFK). The page is titled 'Review and pay' and includes a progress bar with three steps: 'Your flight', 'Review & pay', and 'Confirmation'. The flight details are as follows:

Direction	Flight Number	Route	Date	Time	Class	Stops
Departing	VS4041, VS4060	LHR - JFK	Thu, Jul 9	12:50pm → 8:59pm	Main Cabin	1 stop, 13h 9m
Returning	VS3001, VS3002	JFK - LHR	Sat, Jul 18	5:27pm → 9:00am	Main Cabin	1 stop, 10h 33m

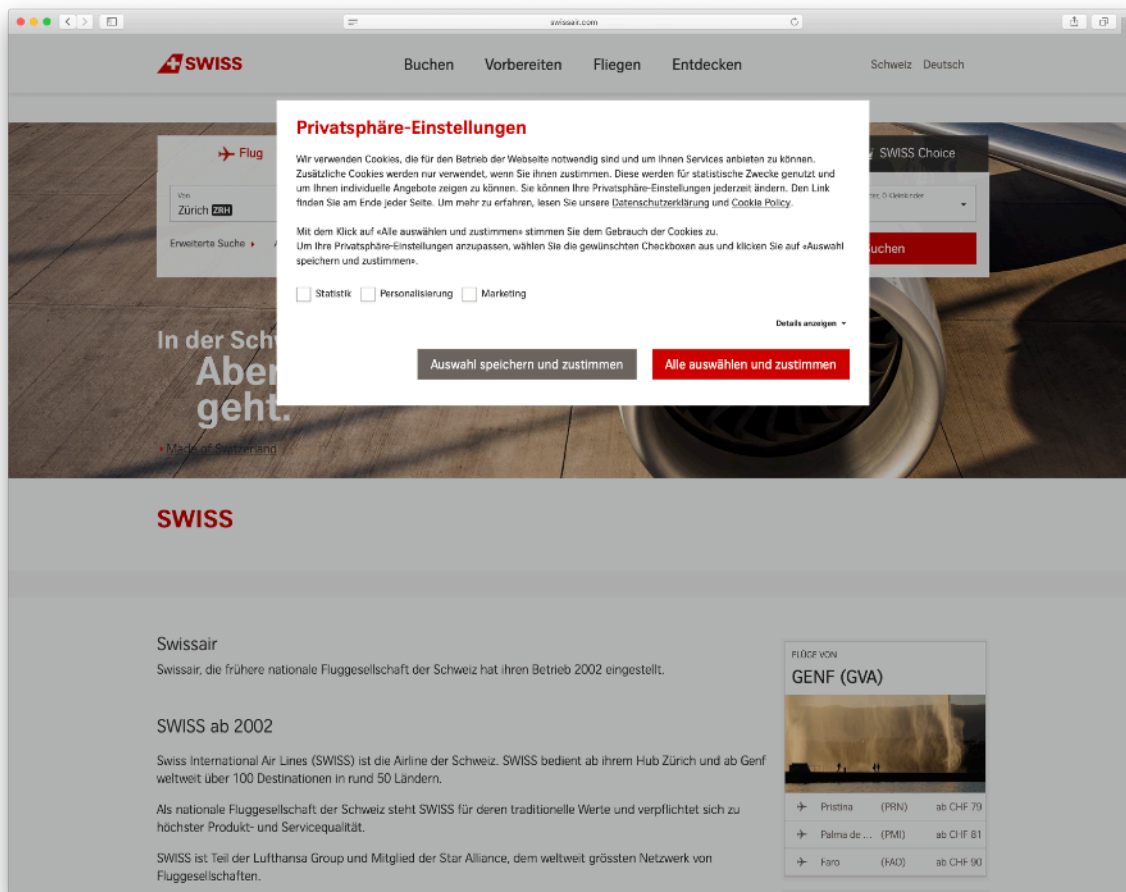
Below the flight details, there is a 'Seating' section with a 'Choose seats' button. A 'Baggage allowance per passenger' table is also present:

Direction	Hand baggage	First bag	Second bag
Departing LHR - JFK	Free	Free (50lb/23kg)	£65.00 (50lb/23kg)
Returning JFK - LHR	Free	Free (50lb/23kg)	£65.00 (50lb/23kg)

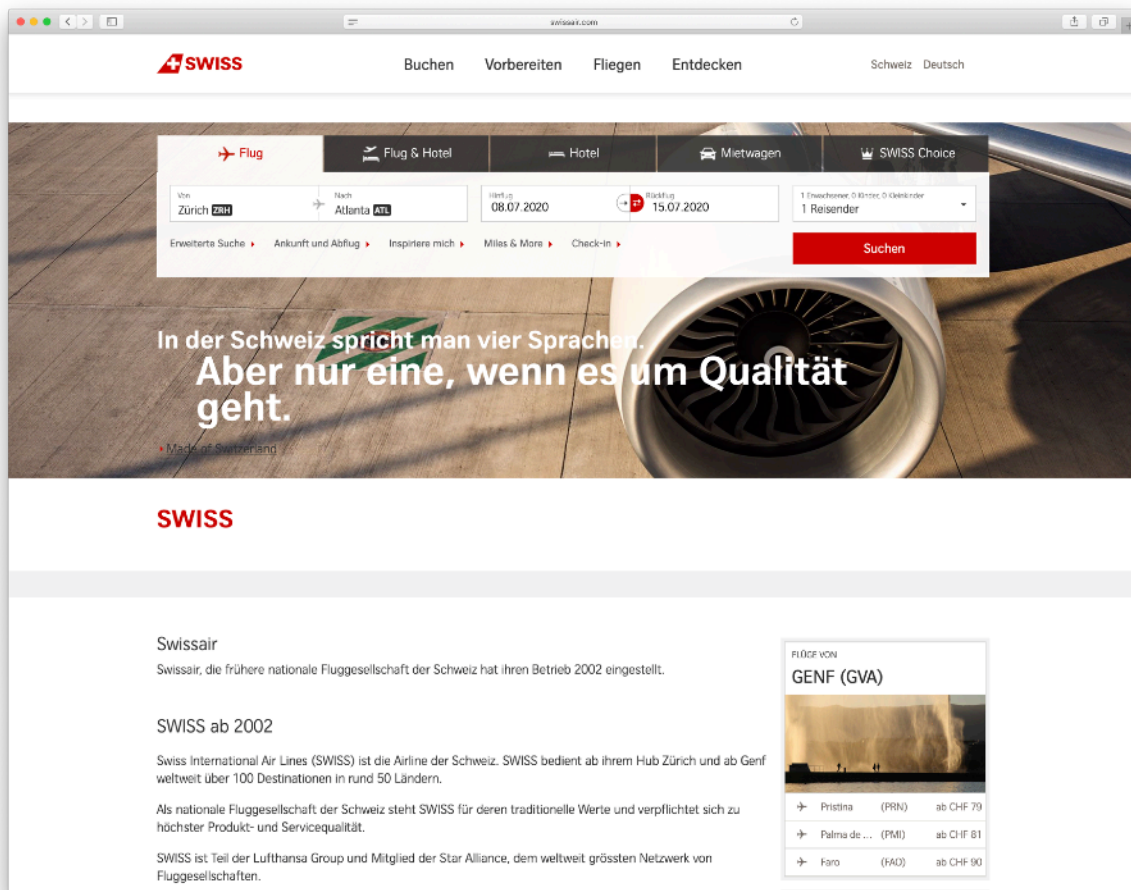
The 'Your basket' section on the right shows the total cost: £1,175.45, including flights (£1,000.20) and taxes, fees, and charges (£175.25). A 'Passenger information' section at the bottom is partially visible, showing a form for 'Adult 1' with fields for 'First name' and 'Last name'.

SWISS

SWISS has a bad start too. But will come out great after the adjustments.
You ha to make some moves to get the site going.

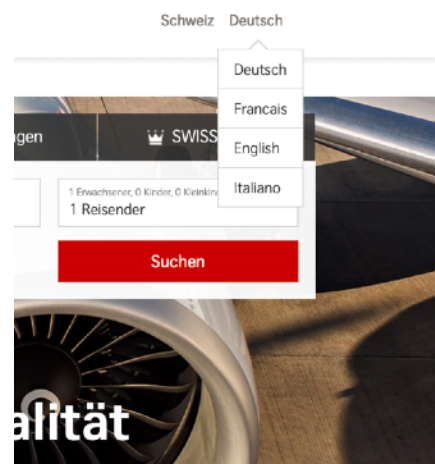


This is the first window you get. I don't understand German. But to continue I have to something..I go for the Red button which I think says Select All and continue.

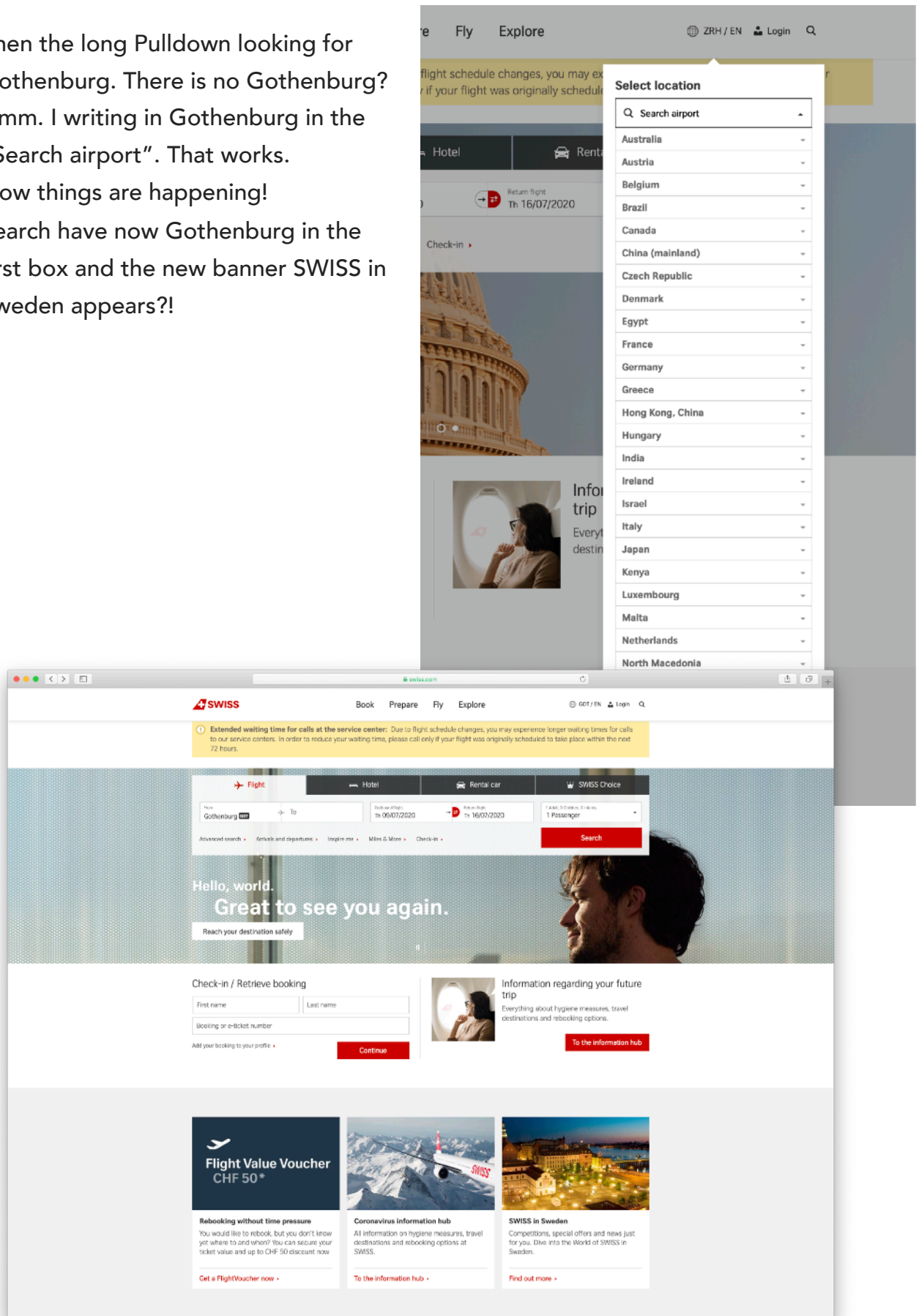


And here it is. But still in German..

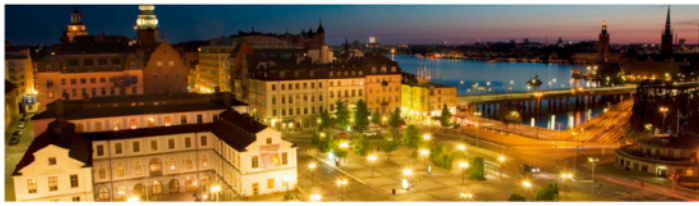
I go for the top right corner and change langue to English. The don't have Swedish.



Then the long Pulldown looking for Gothenburg. There is no Gothenburg? Hmm. I writing in Gothenburg in the "Search airport". That works. Now things are happening! Search have now Gothenburg in the first box and the new banner SWISS in Sweden appears?!



SWISS in Sweden Welcome



Life is full of destinations

SWISS flies you comfortably and directly to more than 100 destinations worldwide. As the national airline of Switzerland we are committed to the highest standards of product and service quality. On board, we emphasise personal service, regional cuisine and Swiss hospitality.

A nice picture from Stockholm and a new banner Offers from Gothenburg?!
Wow, they got me going now! Good job!

I am presented with the Best prices from Gothenburg. Impressed, really are so.

The screenshot shows the SWISS website interface. At the top, there's a navigation bar with 'Book', 'Prepare', 'Fly', and 'Explore'. Below this, a header section titled 'Offers from Gothenburg' with the subtitle 'Our best prices' is visible. The main content area features a large banner for 'Discover Switzerland in SWISS Economy' with a price of 'SEK 1 079'. To the right of this banner is a 'Change departure airport' section with a dropdown menu set to 'Gothenburg'. Below the banner, there are three columns of flight offers:

- Offers to Europe in SWISS Economy:** Amsterdam (from SEK 1 513), Budapest (from SEK 1 246), and a 'More offers' link.
- Offers to North America in SWISS Economy:** Chicago (from SEK 6 438), San Francisco (from SEK 4 084), and a 'More offers' link.
- Offers to Europe in SWISS Business:** Vienna (from SEK 5 160), Warsaw (from SEK 5 883), Palermo (from SEK 6 552), and a 'More offers' link.

At the bottom, there are two more sections:

- Worldwide offers in SWISS Business:** New York (EWR) (from SEK 23 657), Montreal (from SEK 26 604), and a 'More offers' link.
- Sunny destinations with Edelweiss:** Cancun (from SEK 8 228) and a 'More offers' link.

Flight | Hotel | Rental car | SWISS Choice

From: Gothenburg GOT | To: Berlin BER

Outbound flight: Fr 10/07/2020 | Return flight: Fr 17/07/2020

1 Adult, 0 Children, 0 Infants | 1 Passenger

Advanced search | Arrivals and departures | Inspire me | Miles & More | Check-in

Search

Well, I start the search for the flight and it moves on smoothly.

SWISS | Book | Prepare | Fly | Explore | ZRH / EN | Login

Travel dates | **2 GOT-ZRH** | 3 ZRH-GOT | 4 Seat selection | 5 Options | 6 Your details | 7 Payment

Gothenburg → Zurich
Friday 10/07/2020

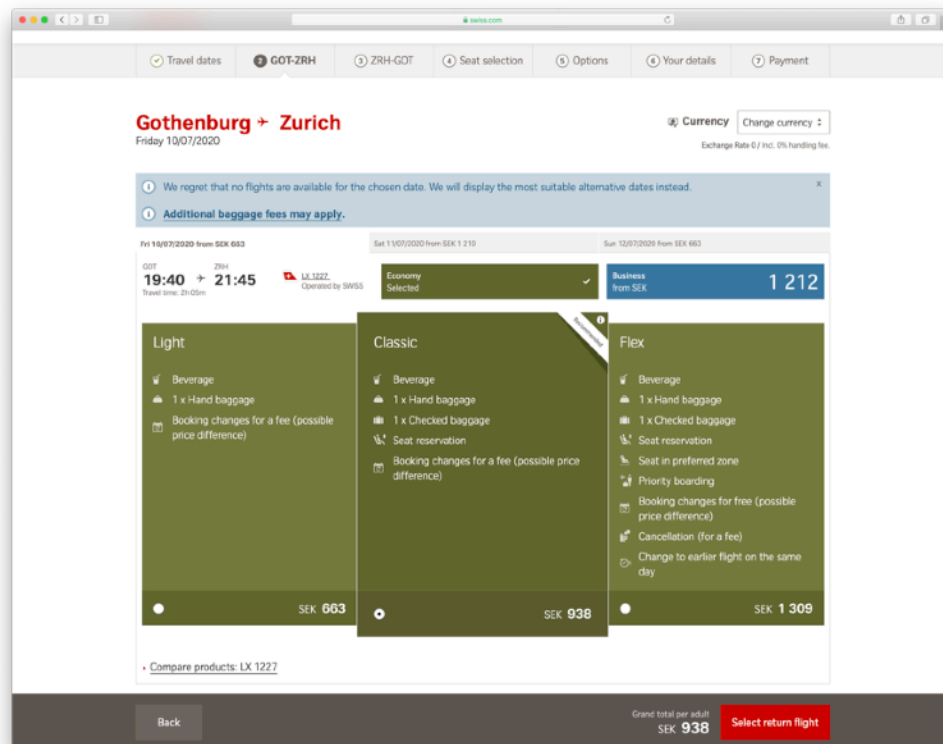
Currency: Change currency | Exchange Rate 0 / Incl. 0% handling fee.

We regret that no flights are available for the chosen date. We will display the most suitable alternative dates instead.

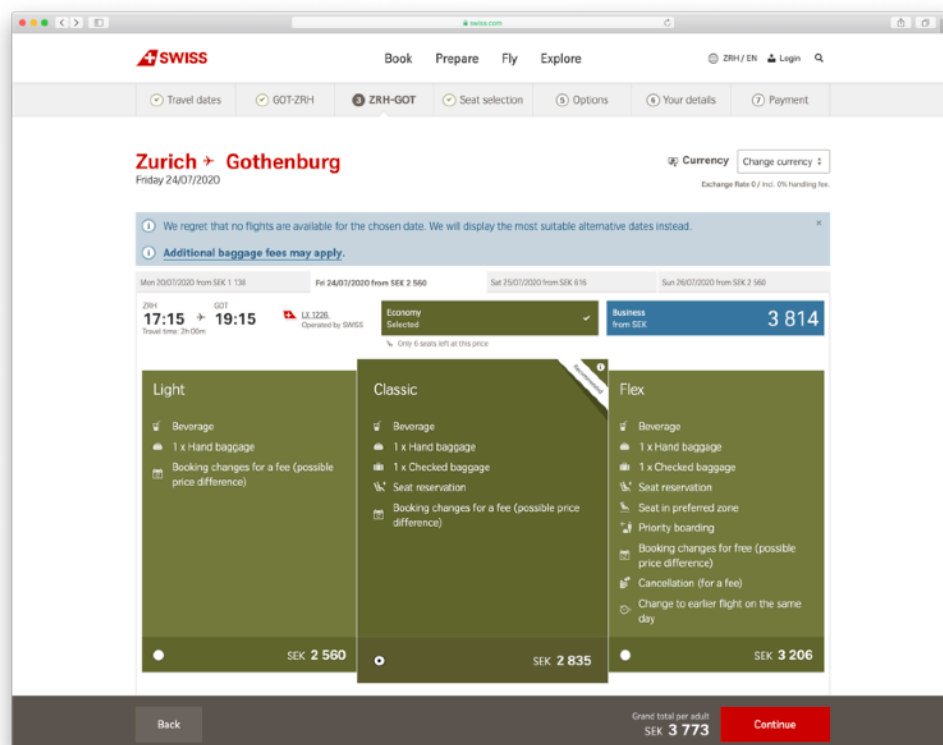
Additional baggage fees may apply.

Fri 10/07/2020 from SEK 663	Sat 11/07/2020 from SEK 1 210	Sun 12/07/2020 from SEK 663
GOT 19:40 → 21:45 Travel time: 2h 05m LX 1227 Operated by SWISS	Economy from SEK 663	Business from SEK 1 212

There is not much to show now, in corona times..almost nothing.
But notice, I got the price on Swedish Krona and the time set is all right.

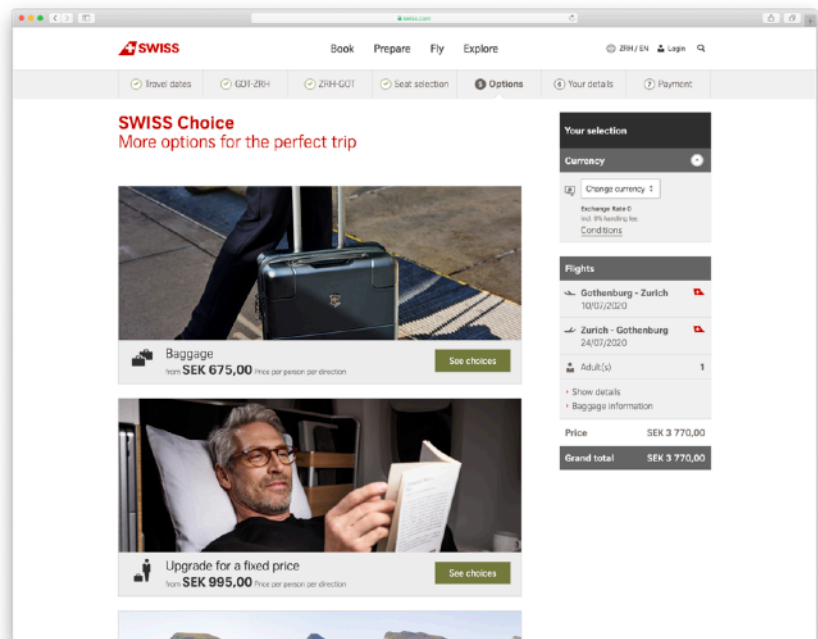


The options are easy and a big Red button to go further appears.



Same things for the Return.

Optional choices for my journey.



The Details box

Login

Continue as guest

If you do not have an online profile, you can enter your details manually on the next page or register later.

Continue

Login with profile

E-mail / Miles & More number

Password / PIN

☐ Stay logged in

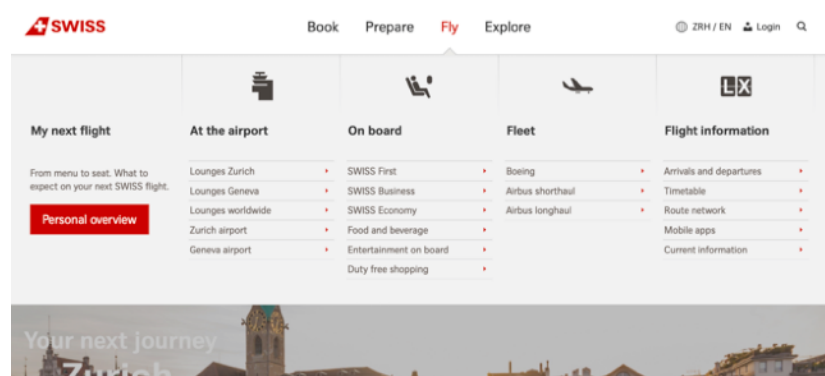
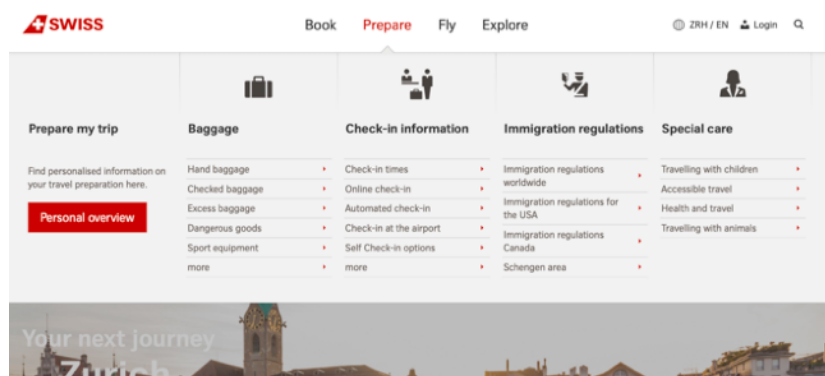
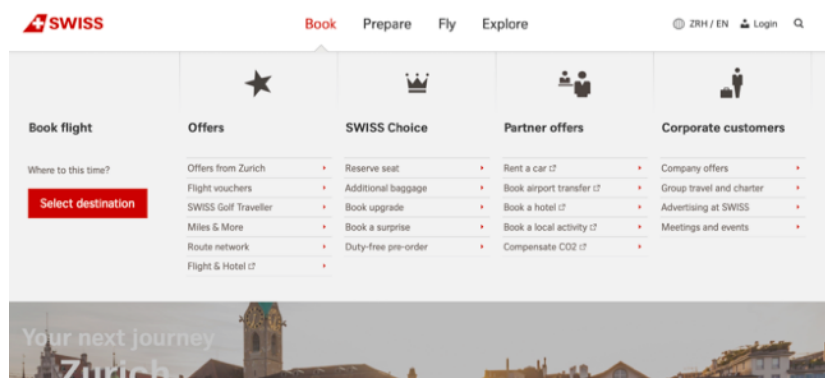
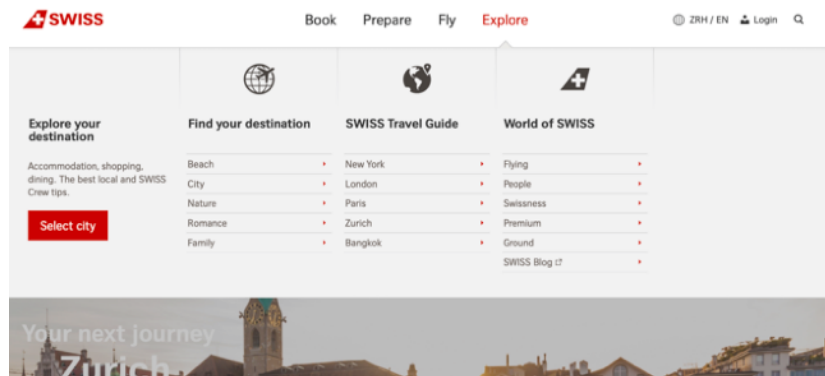
[Forgot password?](#)

Login

Back

I will not go further, you get the idea.

But take a look at the Second Top Banner. I think it is very simple and nice to use.

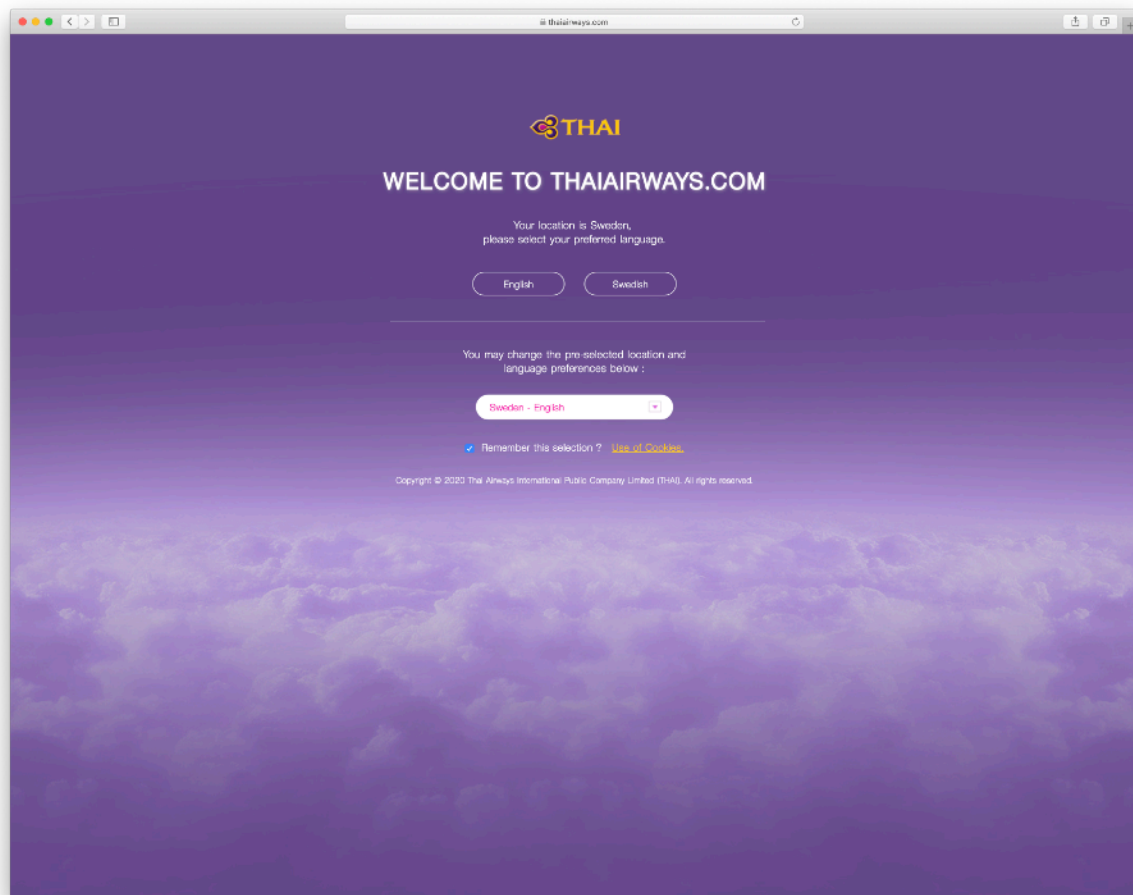


After a strange start SWISS really came through nice.

Thai airway's

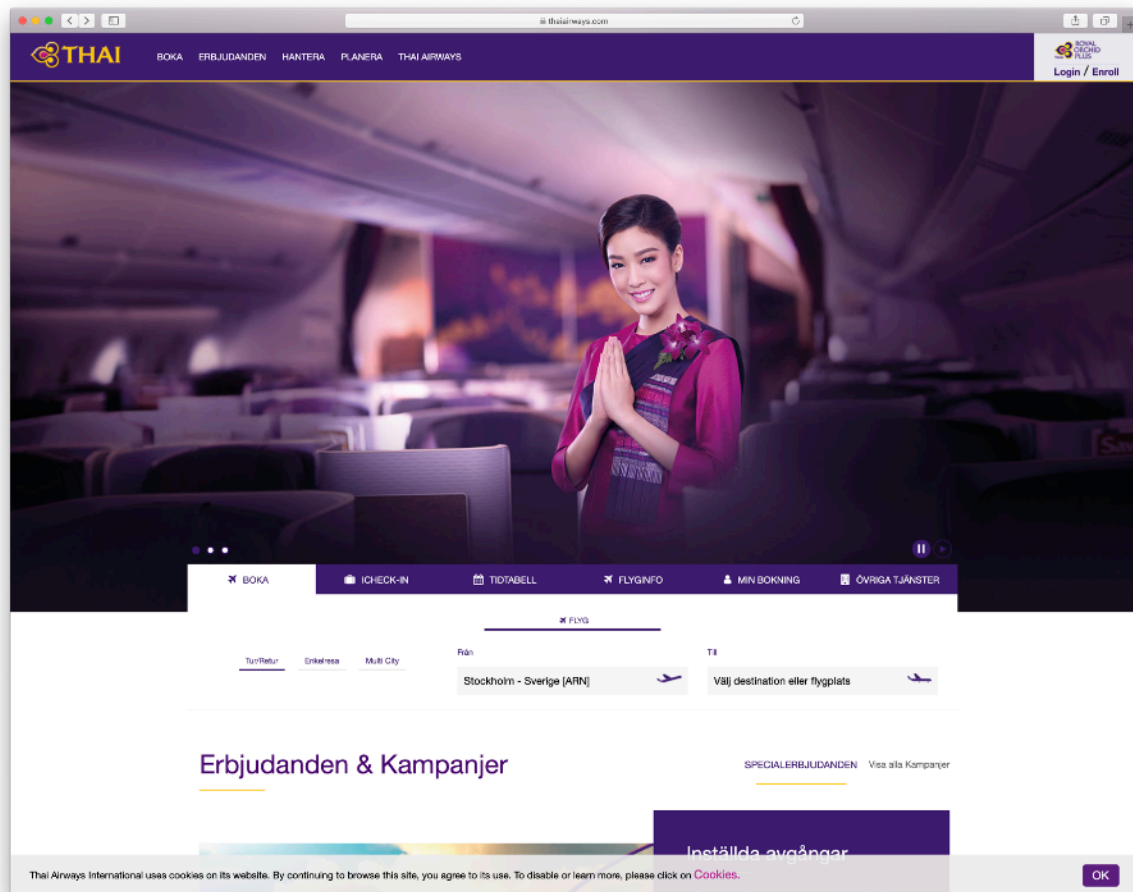
One of the biggest airlines in the world.

The startup screen is great but also not so good.

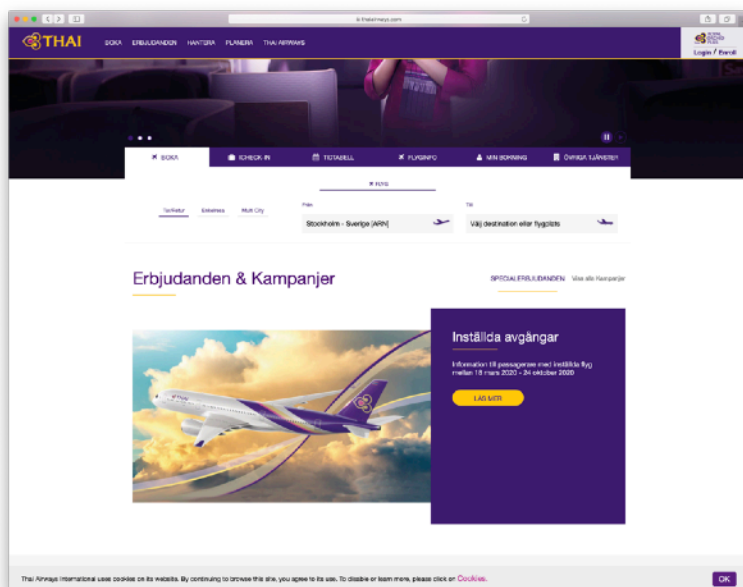


I really like the way they solved the the country and language. "Your location is Sweden, please select your preferred language"!!! Simply beautiful.

What's wrong you may ask? The colors! I got the feeling of pollution from fuel out on the clouds. Also, I think Purple is an unsure color.



Entering the site and everything is in my language. In these Corona times there is not to much for now, but I make a reservation for the end in this year.



You fill in dates and airports etc. One warning, this is so annoying. If you hit the Timetable or Services links.

You will have to start over again. Your input will be lost.

Then it is about choices and dates. Really this is nice and easy.



I think they presents this nice. Also it is easy to see more detailed my first flight to Stockholm one hour, and the full journey to arrival with that timeline.

09:40

Landvetter (GOT)

1 stopp

05:45 +1 dag

Suvarnabhumi International (BKK)

Tid 14h05m

Thai Airways International (TG7183) Flygs Scandinavian Airlines

Thai Airways International (TG961)

[Dölj uppgifter om flyg](#)

SEK

4.804,00

4 platser kvar

✓

SEK

5.545,00

4 platser kvar

SEK

6.609,00

4 platser kvar

SEK

12.875,00

4 platser kvar

SEK

13.850,00

4 platser kvar

✕

✈ Goteborg - Bangkok, söndag 01 november

GOT

ARN T4

09:40

10:40

01h00m

Thai Airways International (TG7183)
 Flygs Scandinavian Airlines
 ✈ Airbus A320

02h50m

ARN T5

13:30

10h15m

Thai Airways International (TG961)
 ✈ Boeing 777-300

BKK

05:45

(02 nov 2020)

Flyg/ Datumändringar	✓ AVGIFT	✓ AVGIFT	✓	✓ AVGIFT	✓
Avbokning	✓ AVGIFT	✓ AVGIFT	✓ AVGIFT	✓ AVGIFT	✓ AVGIFT
Incheckat bagage	30KG	30KG	30KG	40KG	40KG
Miles	75%	100%	100-110%	125%	125%

✓ Service är inkluderat i priset ✕ Service är inte inkluderat i priset utan kostnad vid begäran: service vid begäran utan extra kostnad

⊗ Pris är inte tillgängligt

Pris för 1 vuxen. Du kan välja till fler tjänster senare. Kostnadsfria tjänster tillhandahålls på begäran. Tjänster markerade ✓ ingår som standard och behöver inte väljas.

When I am ready I have the full plan:

The screenshot shows the '2. BOKA - DETALJER' (2. BOOK - DETAILS) page on the Thai Airways website. The page is divided into several sections:

- Pris (Price):** Shows a total price of SEK 10,353.00. It includes a breakdown of the price (SEK 9,405.00) and taxes/fees (SEK 948.00). There is a section for 'PRISUPPGIFTER' (Price supplements) with a total of SEK 10,353.00.
- Resplan (Itinerary):** Details the flight from Göteborg to Bangkok on Sunday, November 1, 2020. The flight is operated by Thai Airways International (TG 7183) using an Airbus A320. The class is 'Ekonomiklass' (Economy Class) and the fare type is 'FLEXI'. The flight includes a stop in Stockholm (ARN) at 02h50m. The total flight time is 14h05m with 1 stop.
- Resplan (Itinerary):** Details the return flight from Bangkok to Göteborg on Tuesday, December 1, 2020. The flight is operated by Thai Airways International (TG 960) using a Boeing 777-300. The class is 'Ekonomiklass' (Economy Class) and the fare type is 'FLEXI'. The flight includes a stop in Stockholm (ARN) at 01h15m.
- Fortsett (Continue):** A button to continue to the next step in the booking process.

And so the personal information.

The screenshot shows the '2. BOKA - PASSAGERARINFORMATION' (2. BOOK - PASSENGER INFORMATION) page on the Thai Airways website. The page is divided into several sections:

- Vuxen (Adult):** A section for entering the passenger's personal information, including name, date of birth, and contact details.
- Kort (Card):** A section for entering the passenger's card information, including the card number and expiration date.
- E-postadress (Email address):** A section for entering the passenger's email address.
- Telefoner (Phones):** A section for entering the passenger's phone numbers.
- Kontakt vid nödfall (Contact in case of emergency):** A section for entering the passenger's emergency contact information.
- DIN BOKNING (Your booking):** A summary of the booking, including the flight details, price, and a button to continue.



☐ Kom ihåg min resenärsinformation för senare besök.

Then this is a cool feature. "Save my information for a later visit".
A real timesaver. Thanks.

Choices of seats and meals are popping up here to.

Välj din sittplats



Du kan välja din sittplats online på internationella flygningar fram till 48h innan avgång på TG flyg med tre siffror. Platsreservation med extra benutrymme kan köpas efter att biljetten är bekräftad

Välj din måltid



Du behöver inte välja måltid om du inte behöver specialkost. Specialkost går att beställa på internationella flyg fram till 24h innan utresa från Bangkok och 48h innan avresa för inresa i Bangkok. Detta gäller endast för TG flyg med tre siffror.

The next step is Payments and I stop here.

Conclusion

These four airlines have all issues with the language.

But I must say that Thai Airway's did solve this in best manner. Some also had weird infoboxes that messed up my cause. Some had color issues, And one had the Feedback looking like Facebook.

But my winner is SWISS. If you just can pass the language heap. After that they had it all right for me.

Yours truly:

A handwritten signature in blue ink, appearing to read 'Pelle Danielsson', enclosed within a large, stylized oval loop.