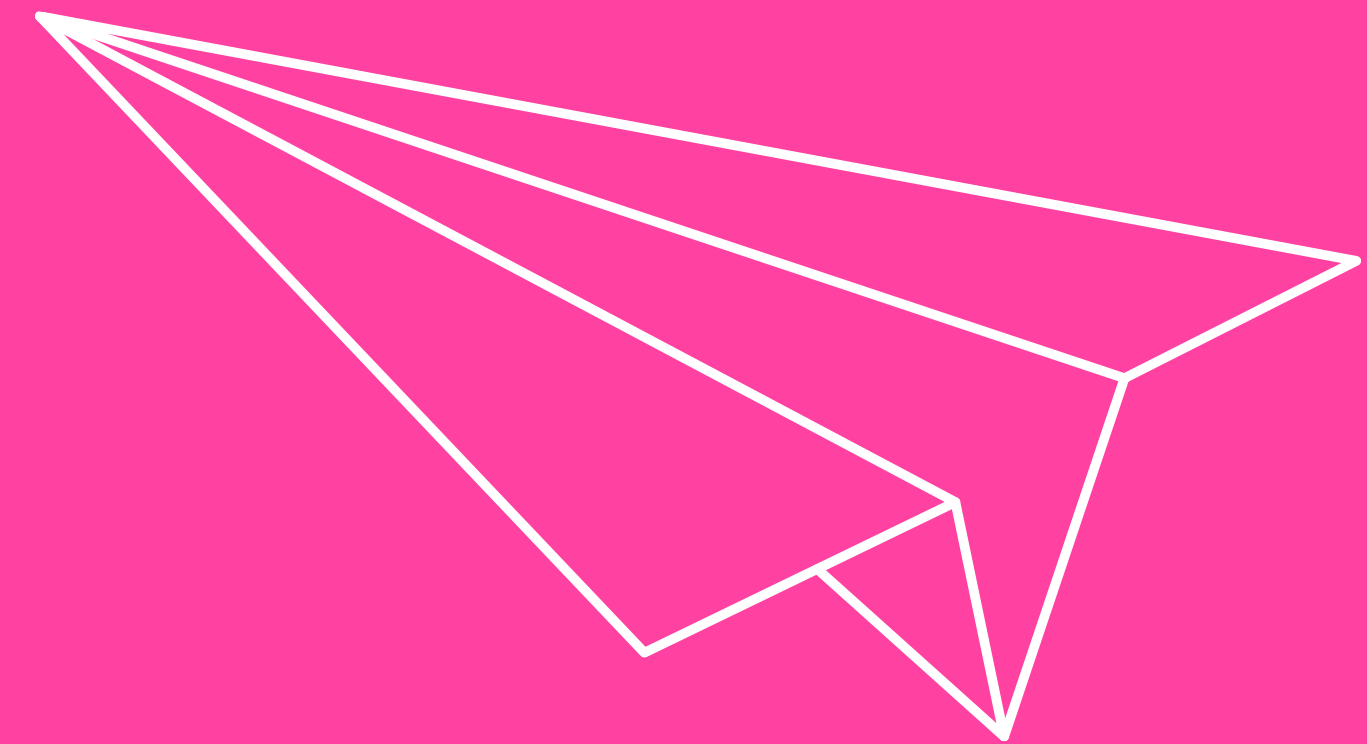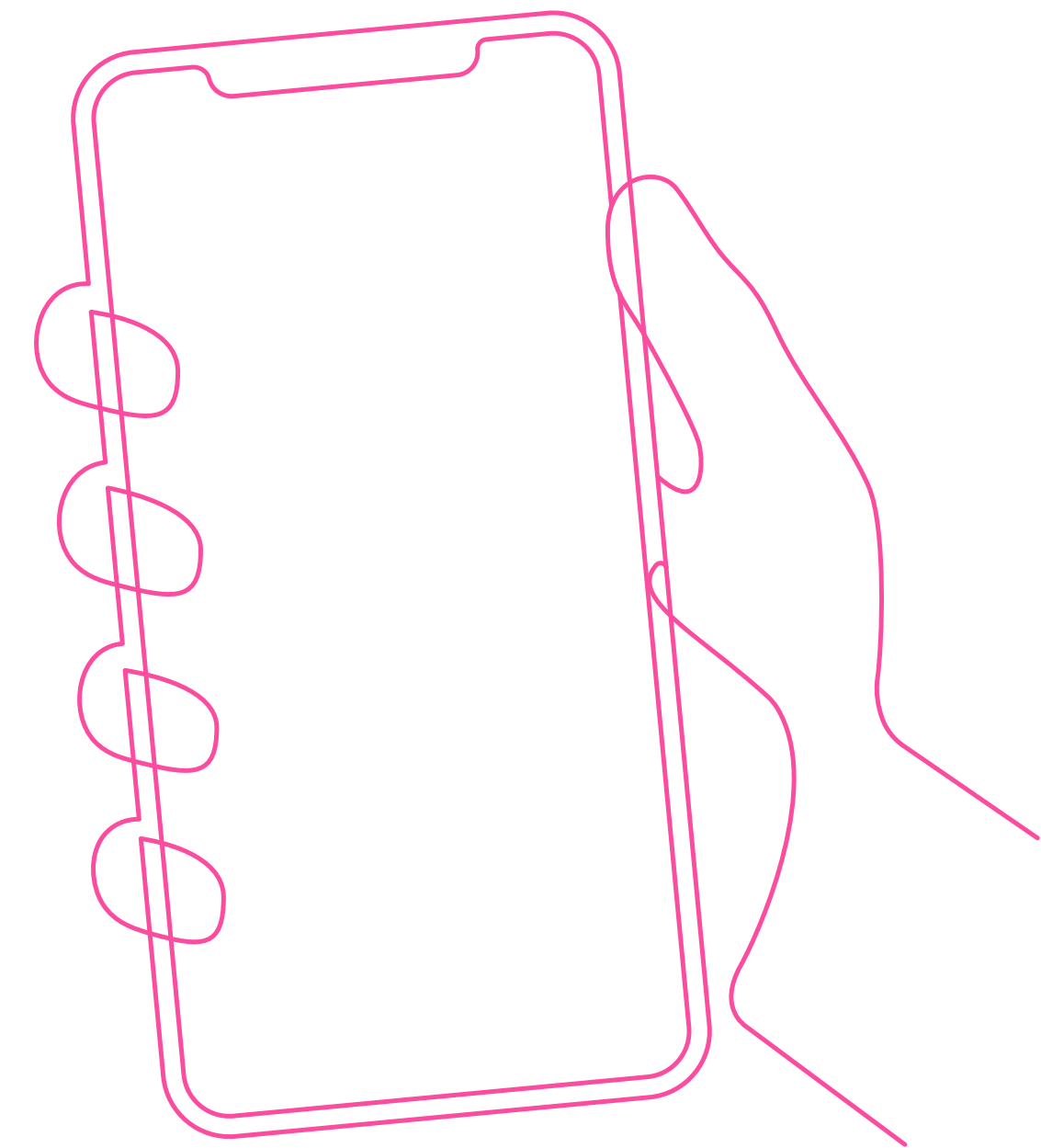# COMPETITIVE BENCHMARKING

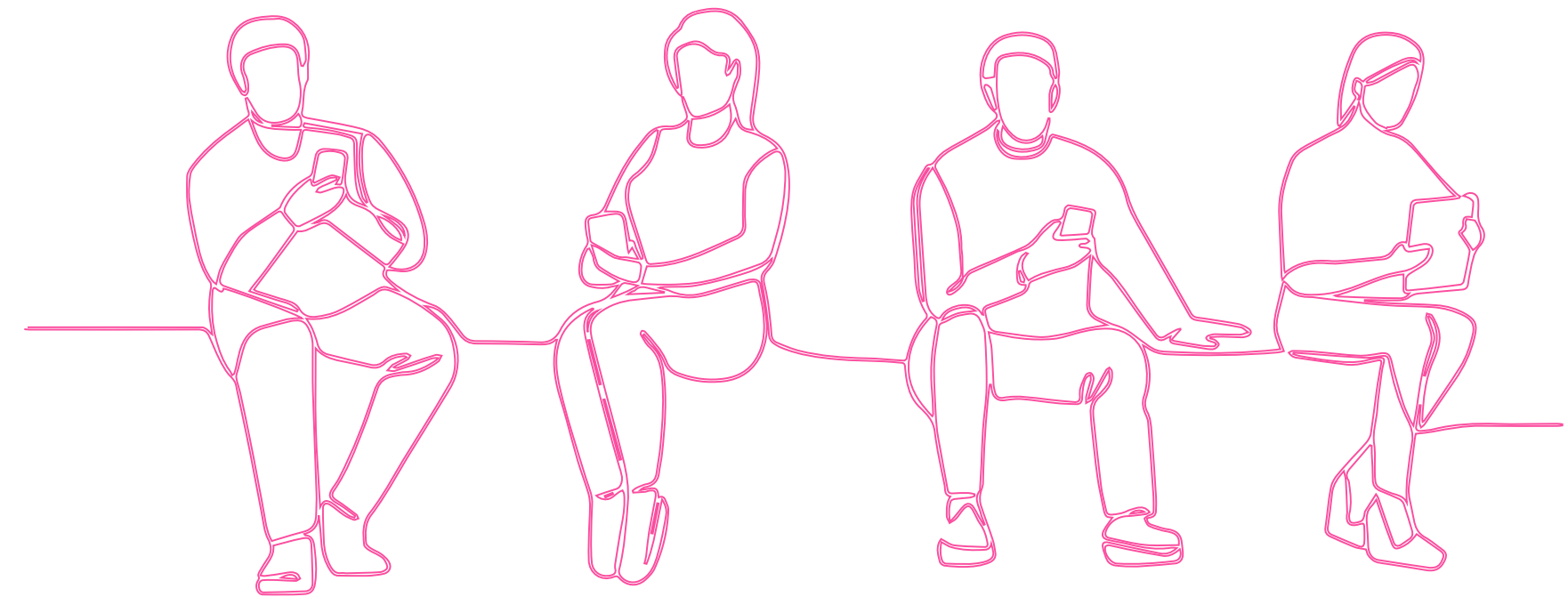booking an airline ticket
on mobile app

GOAL:

Research mobile airline/travel apps, estimating how well or not customers are supported when booking a flight.
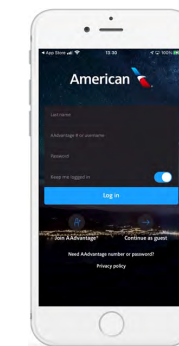
GAIN AN EDGE:

FLYUX can excel by supporting customer needs, gaining trust, and winning market share by emulating best practices and solving poor experiences.

COMPETITORS:

Airline Rankings

1. Allegiant Airlines
2. Hawaiian Airlines
3. Southwest Airlines
4. Delta Airlines
5. Alaska Airlines
6. JetBlue
7. Frontier Airlines
8. Spirit Airlines
9. United Airlines
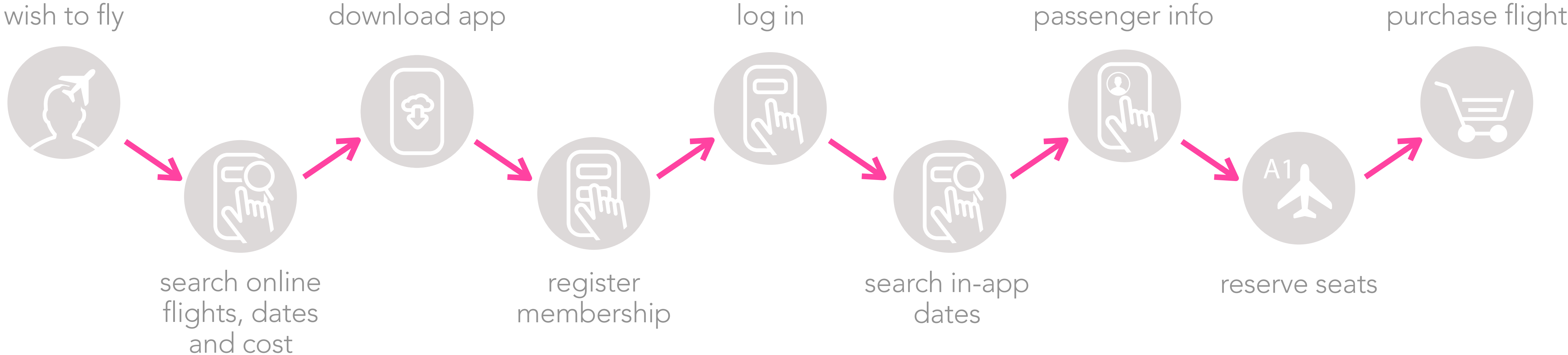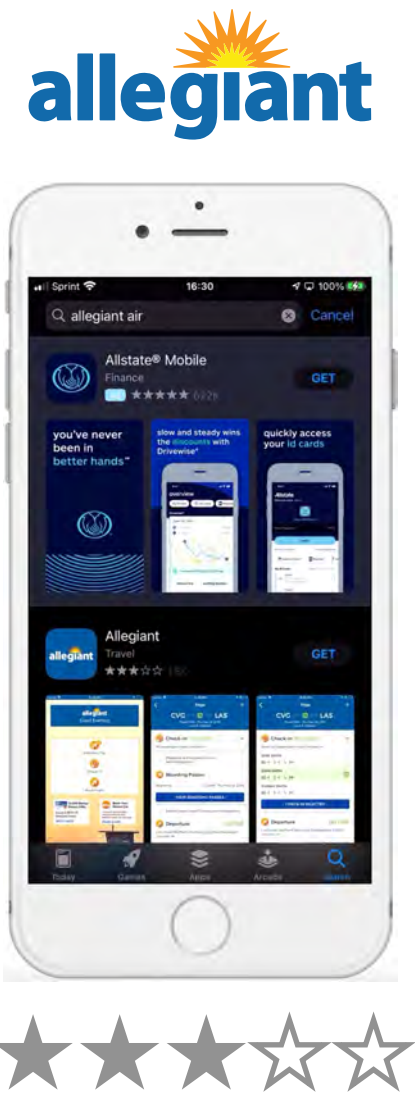10. American Airlines

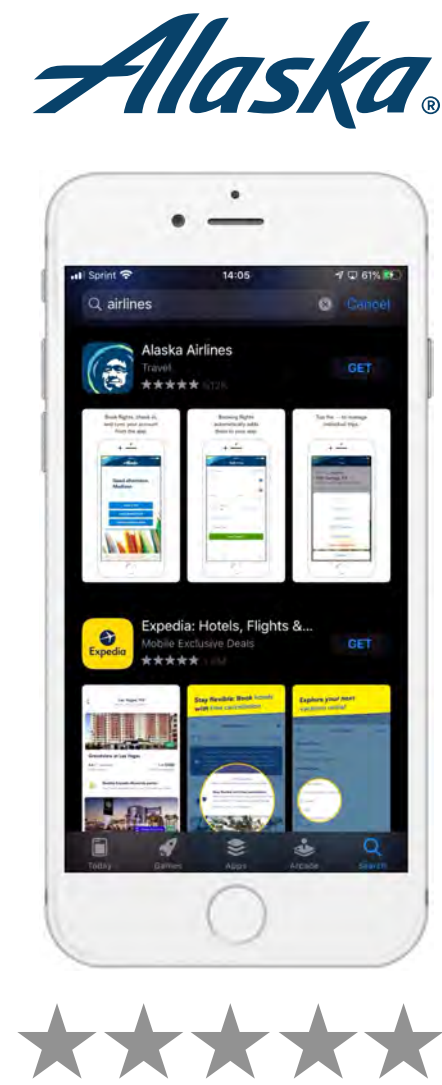## Travel Booking

Hopper

SCREENS CRITIQUED:

USER PHASES:

wish to fly

download app

log in

passenger info

purchase flight

search online
flights, dates
and cost

register
membership

search in-app
dates

reserve seats

DOWNLOAD APP:

	allegiant	Alaska.	American Airlines	hopper
	★★★☆☆	★★★★★	★★★★⯪	★★★★★
Ranking	#33 Travel App 1.8k Reviews	#37 Travel App 514k Reviews	#7 Travel App 89k Reviews	#12 Travel App 394k Reviews
Critical reviews	App not working can't complete a booking	Love the Airline hate the app	Confusing app, broken iPad app, lost baggage	Bad customer service, refuses to give a refund
Favorable reviews	Friendly staff, good deals, and app	Easy to use app, best airline	Very helpful and useful app	Excellent app, amazing deals

https://airlinequalityrating.com

REGISTER MEMBERSHIP:
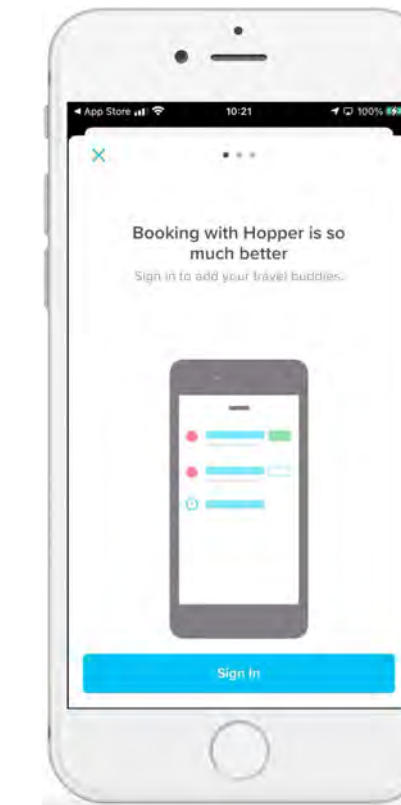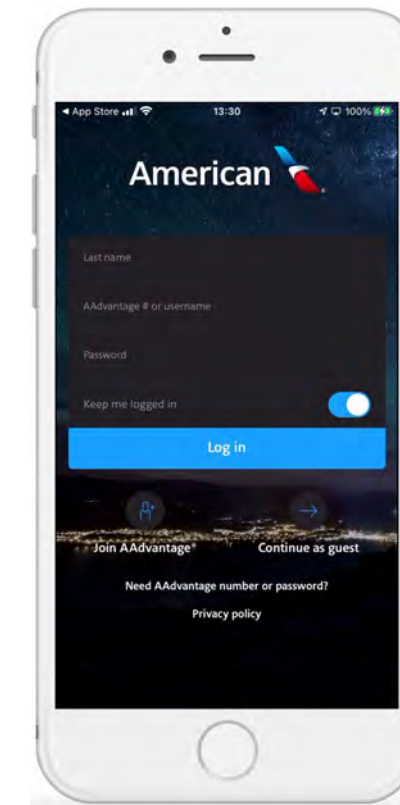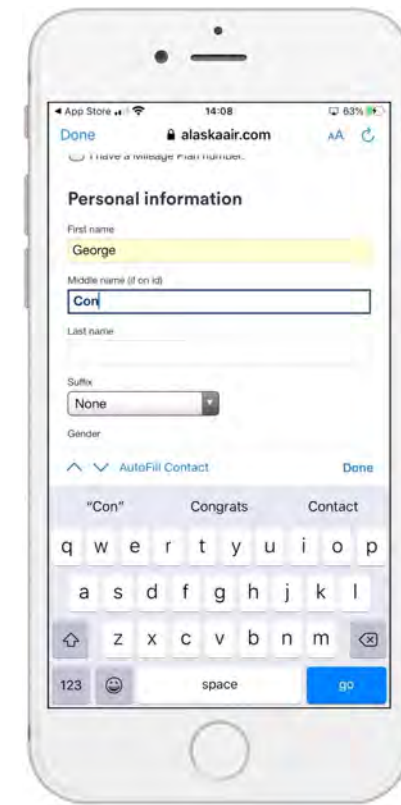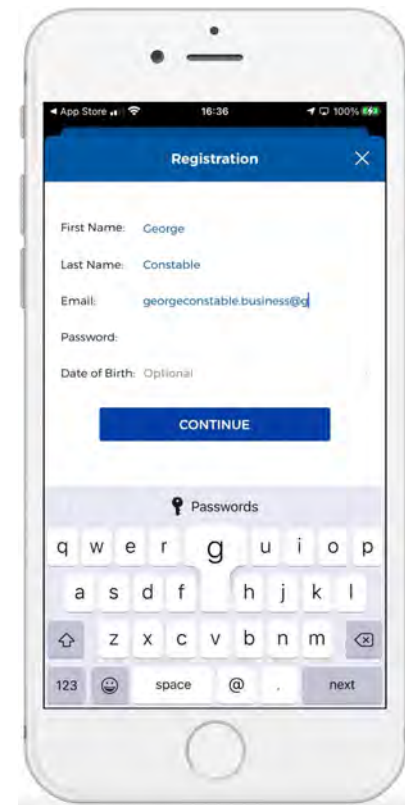
|	allegiant	Alaska	American Airlines	hopper
Asked for	Name-Date of Birth-Address-Email-Phone-Create Password-Agree to Terms	Name-Date of Birth-Address-Email-Phone-Create Password-Agree to Terms-Login using membership password sent in email	Name-Date of Birth-Address-Email-Phone-Create Password-Agree to Terms	Name-Date of Birth-Address-Email-Phone-Create Password-Agree to Terms
Not so good	No autofill	Sent to website to sign up, needed membership#	Difficult to read due to lack of contrast	Sign in requires getting a text message
Worked well	Limited screens to complete the task	Use some autofill	Use some autofill	Sent a text to mobile number giving a link to sign in

LOG IN:
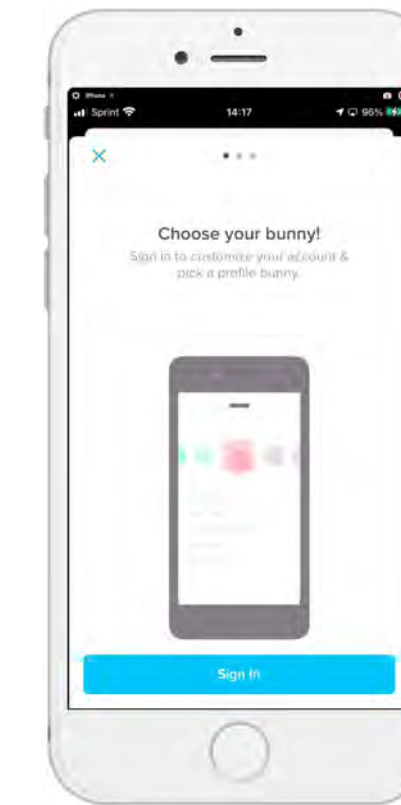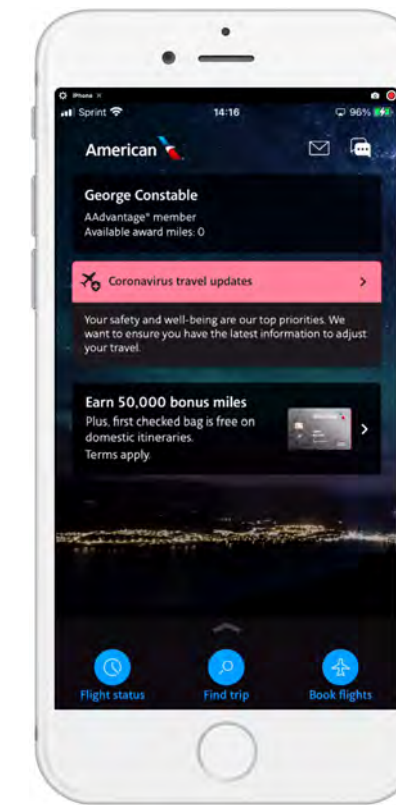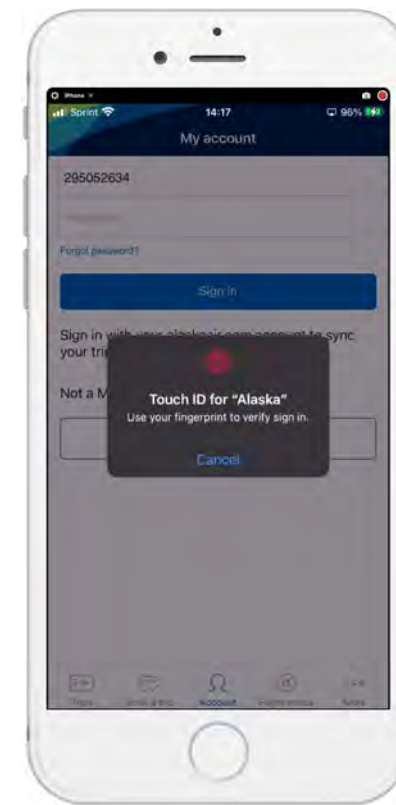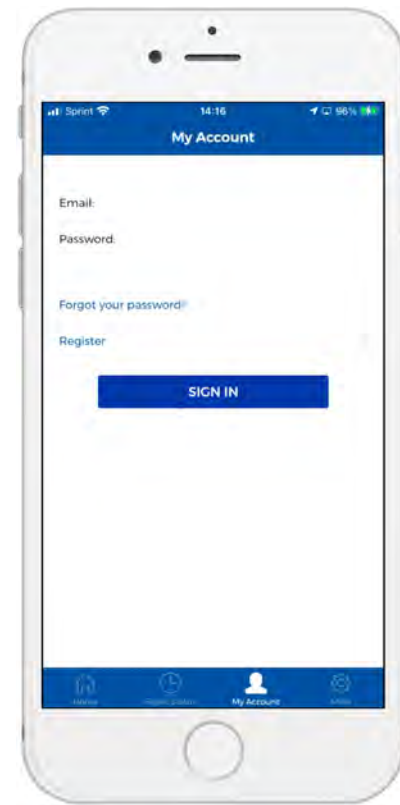
|	**allegiant**	**Alaska**	**American Airlines**	**hopper**
Asked for	Name-Password	Biometric id	Nothing	Sent text to mobile number giving a link to sign in.
Not so good	No autofill, or biometric id for password	Nothing	Unsure about security as user unable to sign out?	Sign in requires getting a text message each time
Worked well	Limited screens to complete the task	Biometric id	No sign in required	Receiving text to mobile number giving a link to sign in

SELECT DATES:
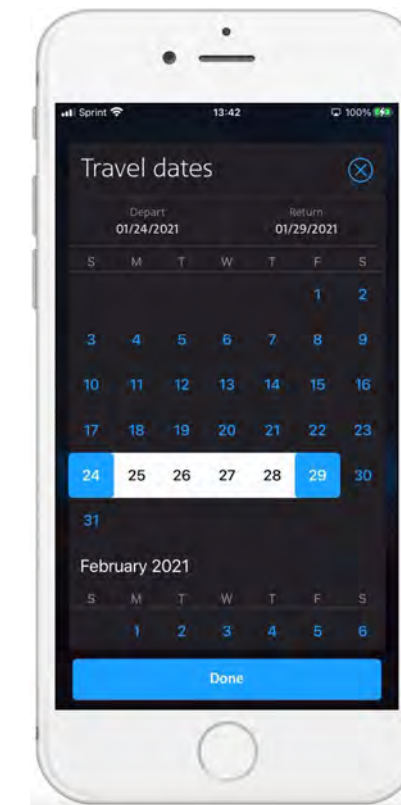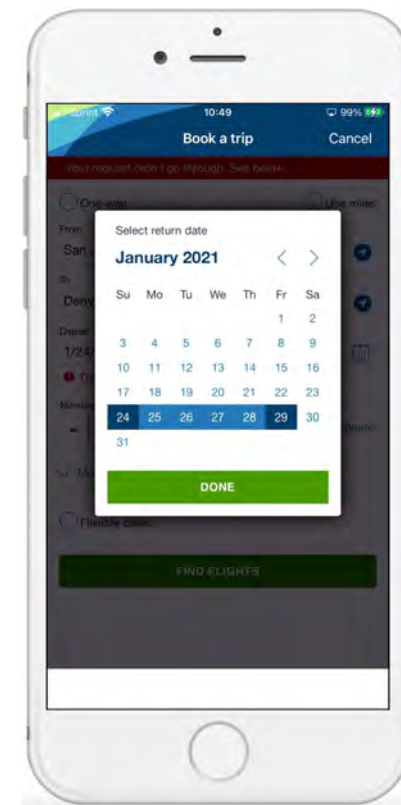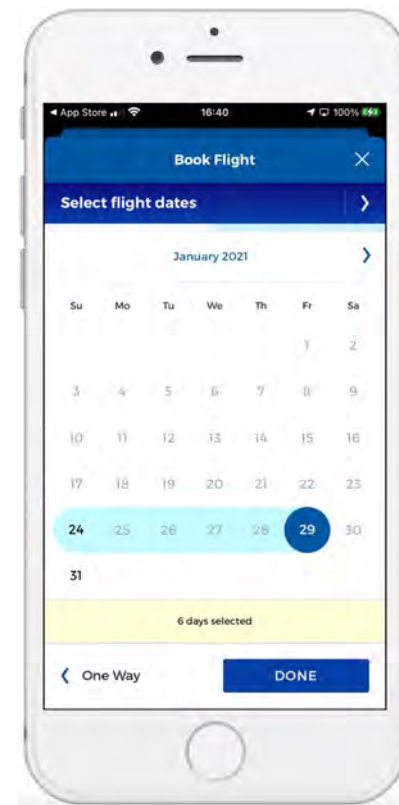
|	**allegiant**	**Alaska**	**American Airlines**	**hopper**
Asked for	Departure and return	Departure and return	Departure and return	Departure and return
Not so good	Return date visually shown differently than departure	Used a modal	Visually hard to follow	Had to look closely if this was a departure or returning flight
Worked well	Indicated the amount of days selected	Visually showed departure and return dates	Visually showed departure and return dates	Indicated pricing ranges and visually showed departure and return dates

SELECT FLIGHT:
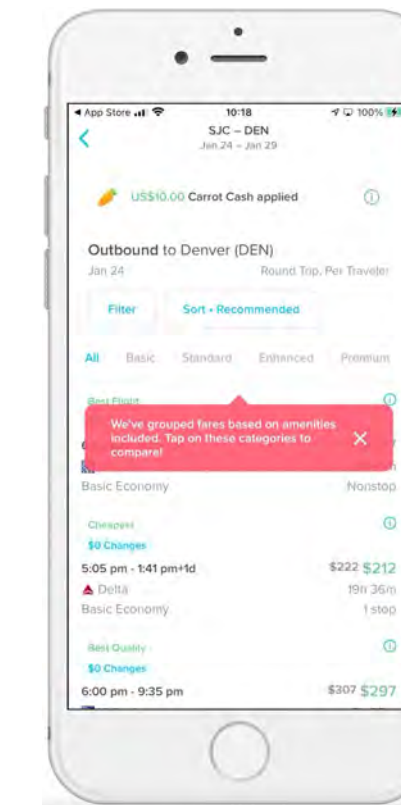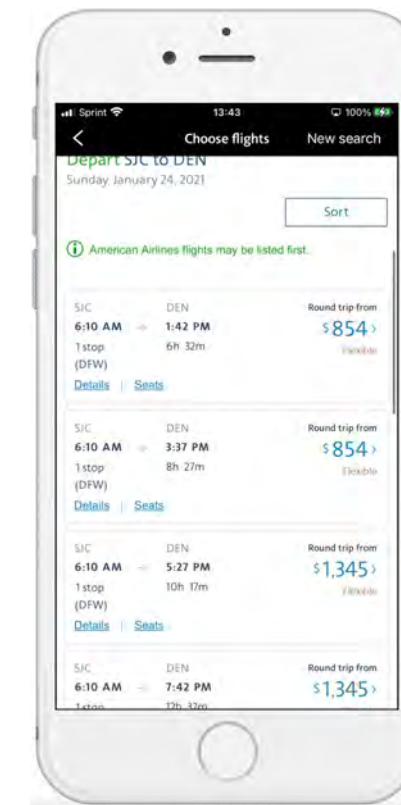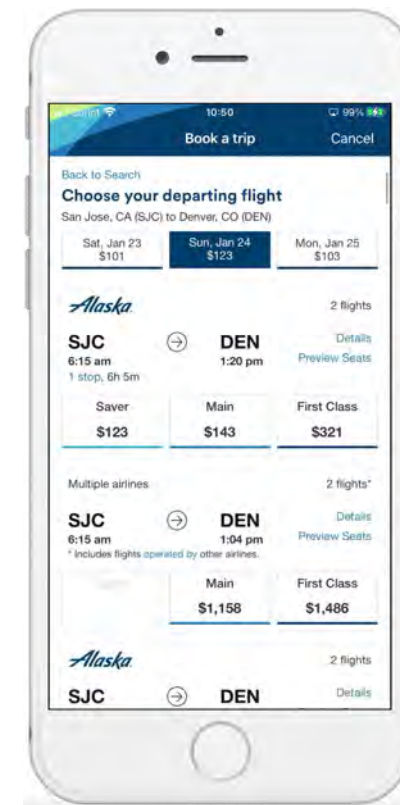
|	**allegiant**	**Alaska**	**American Airlines**	**hopper**
Asked for	Multiple selections	Section of flights, choice of dates	Section of flights	Section of flights
Not so good	Unclear if selecting a seat or a flight, with additional costs	Cluttered screen with dates either side of those wanted	Details and seats option took user away from selection flight screen	Unclear pricing
Worked well	Pricing transparency once UI realized	Offered variable pricing for multiple flights	Offered variable pricing for multiple flights	Offered variable pricing for multiple flights

PASSENGER INFO:

allegiant   Alaska   American Airlines   hopper
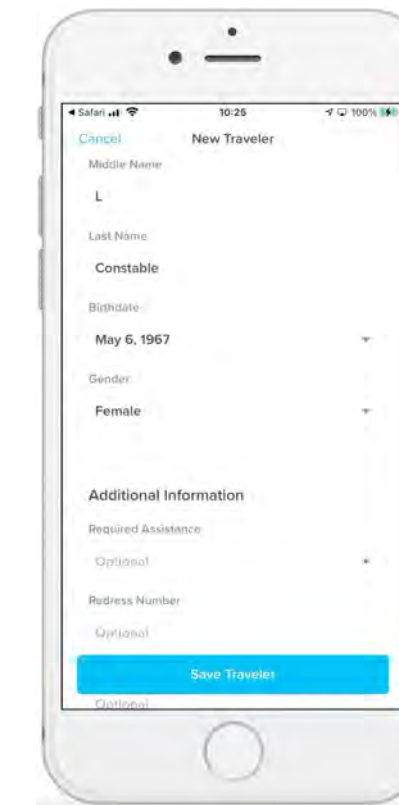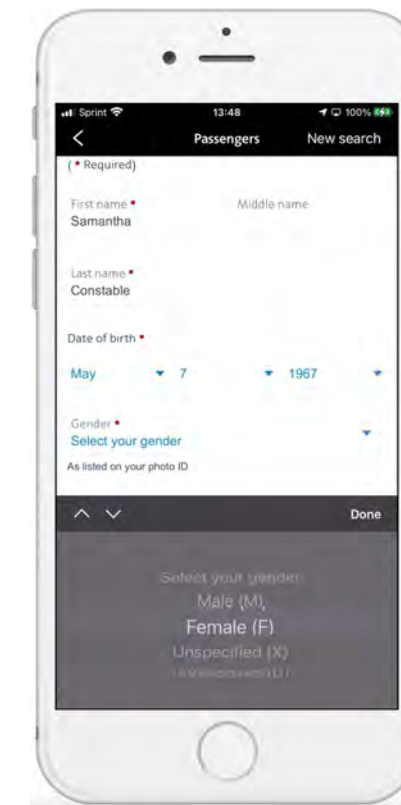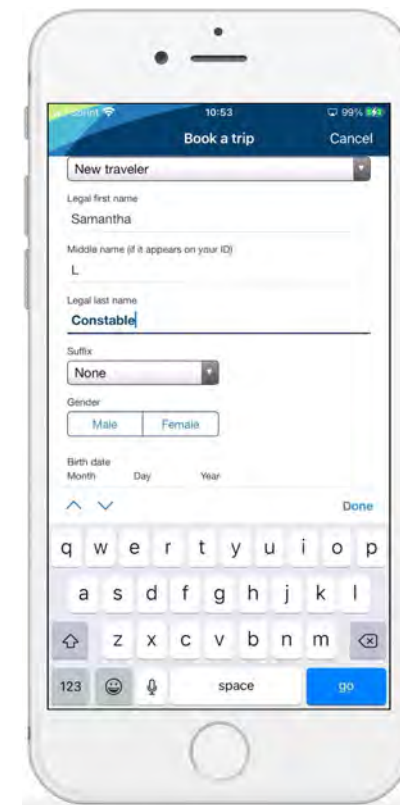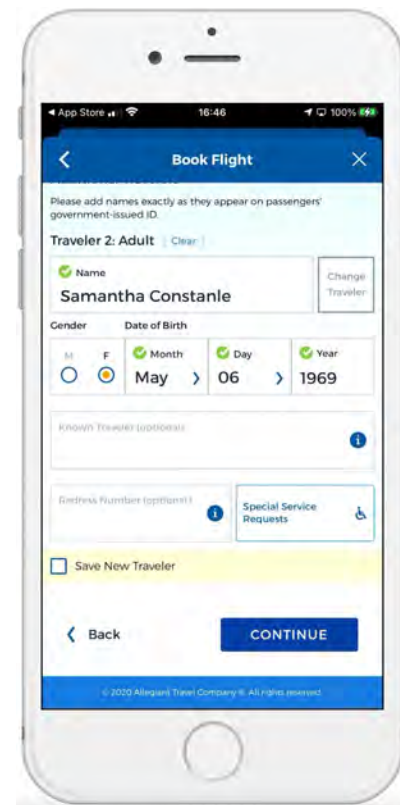
	allegiant	Alaska	American Airlines	hopper
Asked for	Information to match Government ID	Information to match your ID	Information to match Government ID	Passenger information
Not so good	Did not have Government ID of passenger available asked for optional info.	Did not state which ID to use	Used multiple keyboards and scroll wheels to enter information	Type very small, hard to read. Asked optional questions.
Worked well	Confirmed when data was entered, offered special passenger services	Asked fewer optional questions	Offered non gender	Asked fewer questions

RESERVE SEATS:

allegiant

Alaska.

American Airlines

hopper
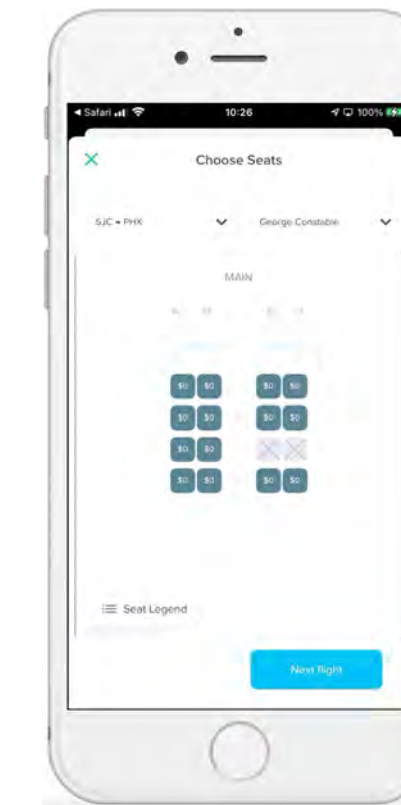
|	allegiant	Alaska	American Airlines	hopper
Asked for	Passenger information	Passenger information	Passenger information	Passenger information
Not so good	Seating price variations, unclear which seats where selected	Unclear which passenger seat was being selected	Total cost of seating	Used pull downs to select passengers
Worked well	Gave a total cost of seating	Showed seating for multiple passengers	Showed seating for multiple passengers	Gave a seating legend

PURCHASE FLIGHT:
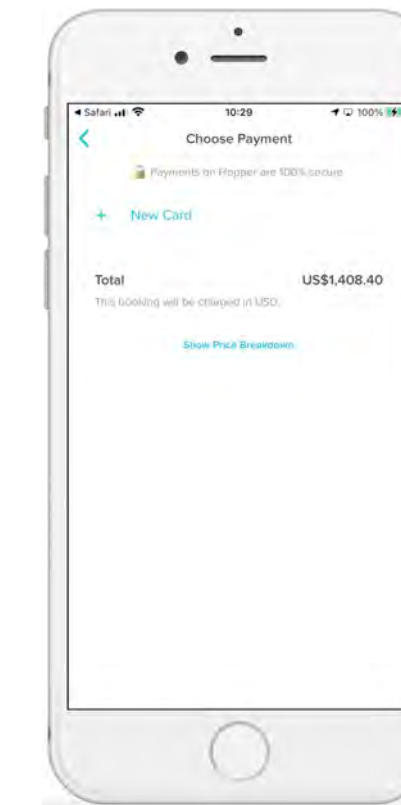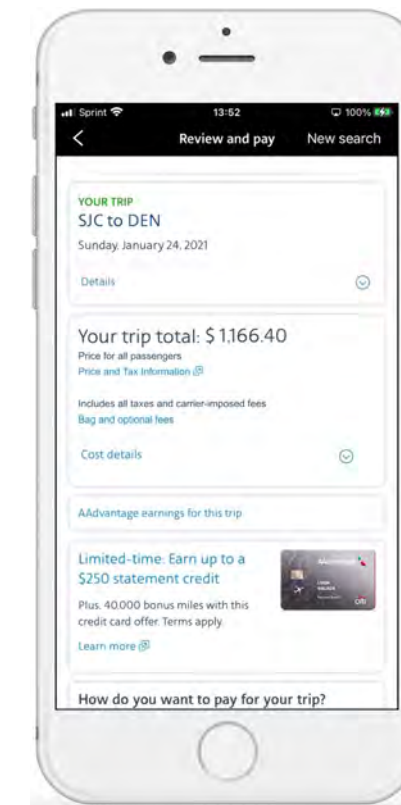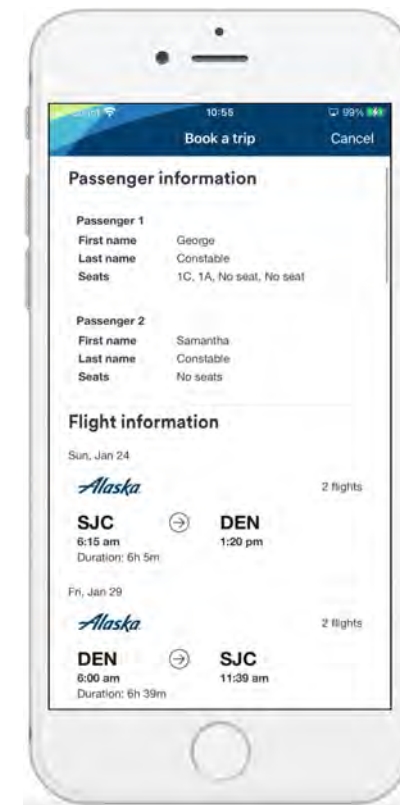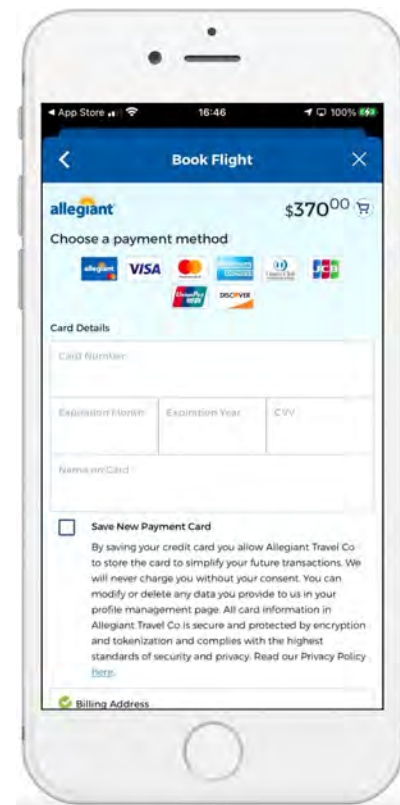
	allegiant	**Alaska.**	**American Airlines**	**hopper**
Asked for	Credit card details	Review details before asking for credit card details	Review details before asking for credit card details	Add a credit card
Not so good	Did not show flight itinerary without scrolling down	Unable to edit flight details	Visually cluttered, with added marketing	Did not show flight itinerary
Worked well	Gave a total cost of seating	Showed flight itinerary and offered Apple pay after scrolling down	Showed flight itinerary	Indicated that payment is 100 percent secure

FINDINGS:

No clear winners; each app had good and not so good user experiences.

Mixed customer app reviews not aligning with industry ratings.

Mobile phone users are busy doing other things and easily distracted.

RECOMMENDATIONS:

Talk with users, listen to their needs, earn their trust, gain the reputation of being the best in class flight booking mobile app.