



# **UX Design/Research**

Competitor Analysis and Finnair.com Assessment

September, 2014

# How do the biggest airlines'\* .com home pages stack up?

- Booking, searching, robust self-service and personalization/customization capabilities (prominent and complete)
- Navigation: prominent, complete and easy to use
- Smart layout and content (appropriately sized and located)
- Aesthetically pleasing: clean, modern and functional
- Out of Scope: mobile and responsive design capabilities, technology assessments, branding review

\*BY FLEET SIZE

# 10

## China Eastern

Passes the 1024 x 768  
nav and booking test?

# 是的

Rather good.  
(Both booking &  
personalization)



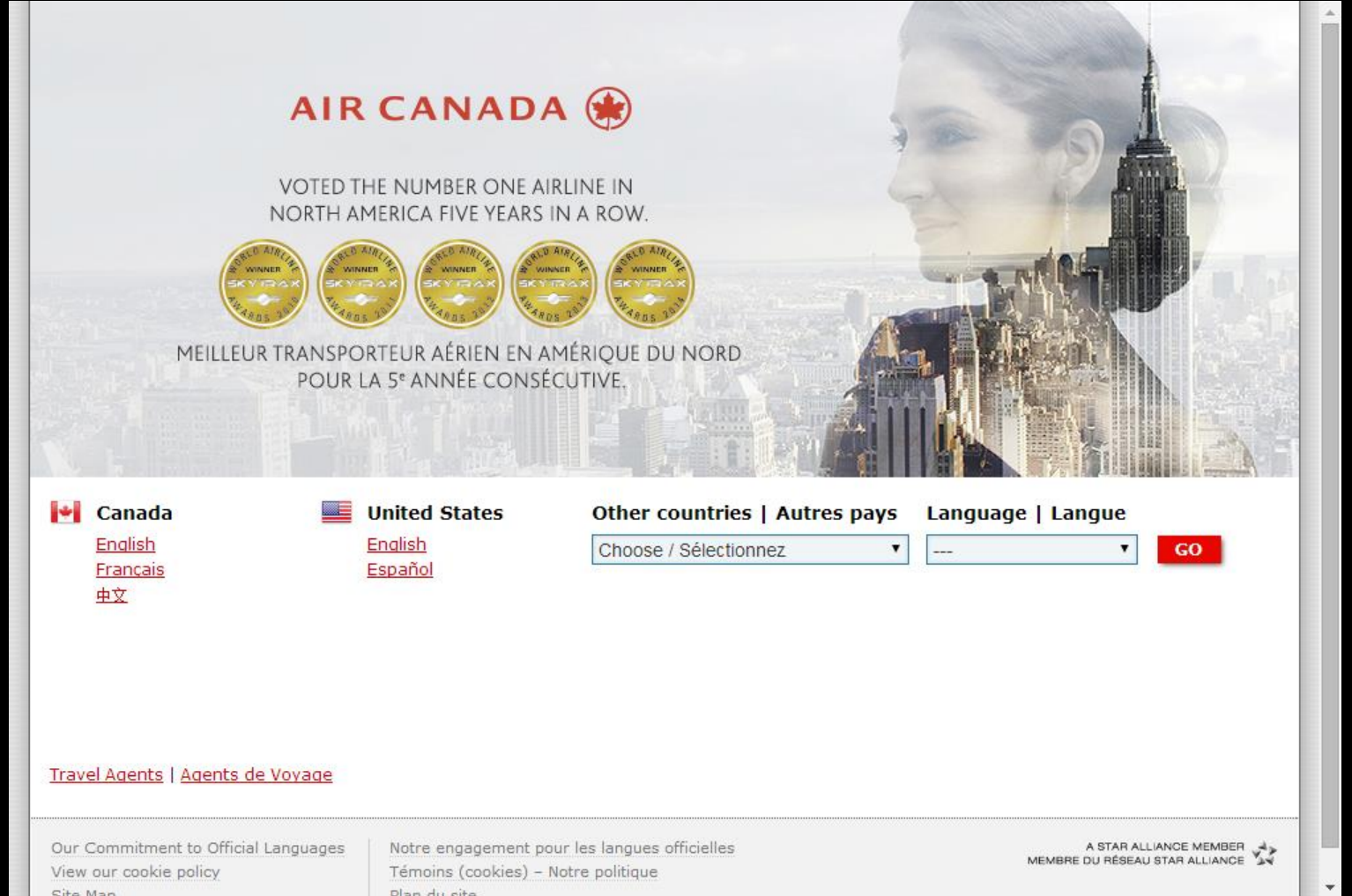
# 9

## Air Canada

Passes the 1024 x 768  
nav and booking test?

# YES

Lackluster, but passes.



The image shows the top section of the Air Canada website. The header features the Air Canada logo (a red maple leaf) and the text "AIR CANADA". Below this, it states "VOTED THE NUMBER ONE AIRLINE IN NORTH AMERICA FIVE YEARS IN A ROW." and displays five "WORLD AIRLINE SKYTRAX AWARDS 2011" medals. The text "MEILLEUR TRANSPORTEUR AÉRIEN EN AMÉRIQUE DU NORD POUR LA 5<sup>e</sup> ANNÉE CONSÉCUTIVE." is also present. The background of the header is a composite image of a woman's face and a city skyline. The navigation bar includes links for "Canada", "United States", and "Other countries | Autres pays", each with language options (English, Français, 中文 for Canada; English, Español for United States). There are also dropdown menus for "Language | Langue" and a "GO" button. At the bottom of the navigation bar, there are links for "Travel Agents | Agents de Voyage". The footer contains information about the airline's commitment to official languages, cookie policy, and its status as a Star Alliance member.

**AIR CANADA**

VOTED THE NUMBER ONE AIRLINE IN  
NORTH AMERICA FIVE YEARS IN A ROW.

MEILLEUR TRANSPORTEUR AÉRIEN EN AMÉRIQUE DU NORD  
POUR LA 5<sup>e</sup> ANNÉE CONSÉCUTIVE.

**Canada**  
[English](#)  
[Français](#)  
[中文](#)

**United States**  
[English](#)  
[Español](#)

**Other countries | Autres pays**  
Choose / Sélectionnez ▼

**Language | Langue**  
--- ▼

**GO**

[Travel Agents | Agents de Voyage](#)

Our Commitment to Official Languages  
View our cookie policy  
Site Map

Notre engagement pour les langues officielles  
Témoins (cookies) – Notre politique  
Plan du site

A STAR ALLIANCE MEMBER  
MEMBRE DU RÉSEAU STAR ALLIANCE

# 9

## Air Canada

Passes the 1024 x 768  
nav and booking test?

# YES

Lackluster, but passes.

Air Canada may ultimately pull it off, but loses points for its “splash global gateway” approach, which forces the user to self-identify locale and language before seeing any meaningful content.

More sophisticated geolocation and language negotiation techniques would enhance the user experience.

Only after this step does the user get to this useful, and surprisingly good service design...

# Air Canada

# YES

# Lackluster, but passes.

Except for this “Offer Carousel.”  
Broken in Chrome, it leaves an  
inexplicable island of white right in  
the middle of this prime real estate.  
How did this reach production?

- | SPECIAL OFFERS  | TRAVEL INFO & UPDATES  |
|---|--|
| <ul style="list-style-type: none"> <li>■ Rio de Janeiro: New service starting this December</li> <li>■ Don't miss out on our best fares to China and Hong Kong</li> <li>■ We're your best choice to Asia and Europe</li> <li>■ Our Toronto hub - convenient access to the world</li> <li>■ Cabin Comfort - Discover International Business Class</li> <li>■ Travel inspiration from enRoute - City guides and much more</li> <li>■ Deals of the week</li> </ul> | <ul style="list-style-type: none"> <li>■ Telephone and email scams</li> <li>■ 2013 Corporate Sustainability Report</li> <li>■ More Preferred seats, more legroom</li> <li>■ <a href="#">Priority Security Clearance available at Tokyo-Haneda</a></li> <li>■ Calgary Maple Leaf Lounge gets a makeover</li> <li>■ Mexico City flights to feature Onboard Café service</li> <li>■ <i>Update</i> - Events in Israel</li> </ul> |

[More offers](#)

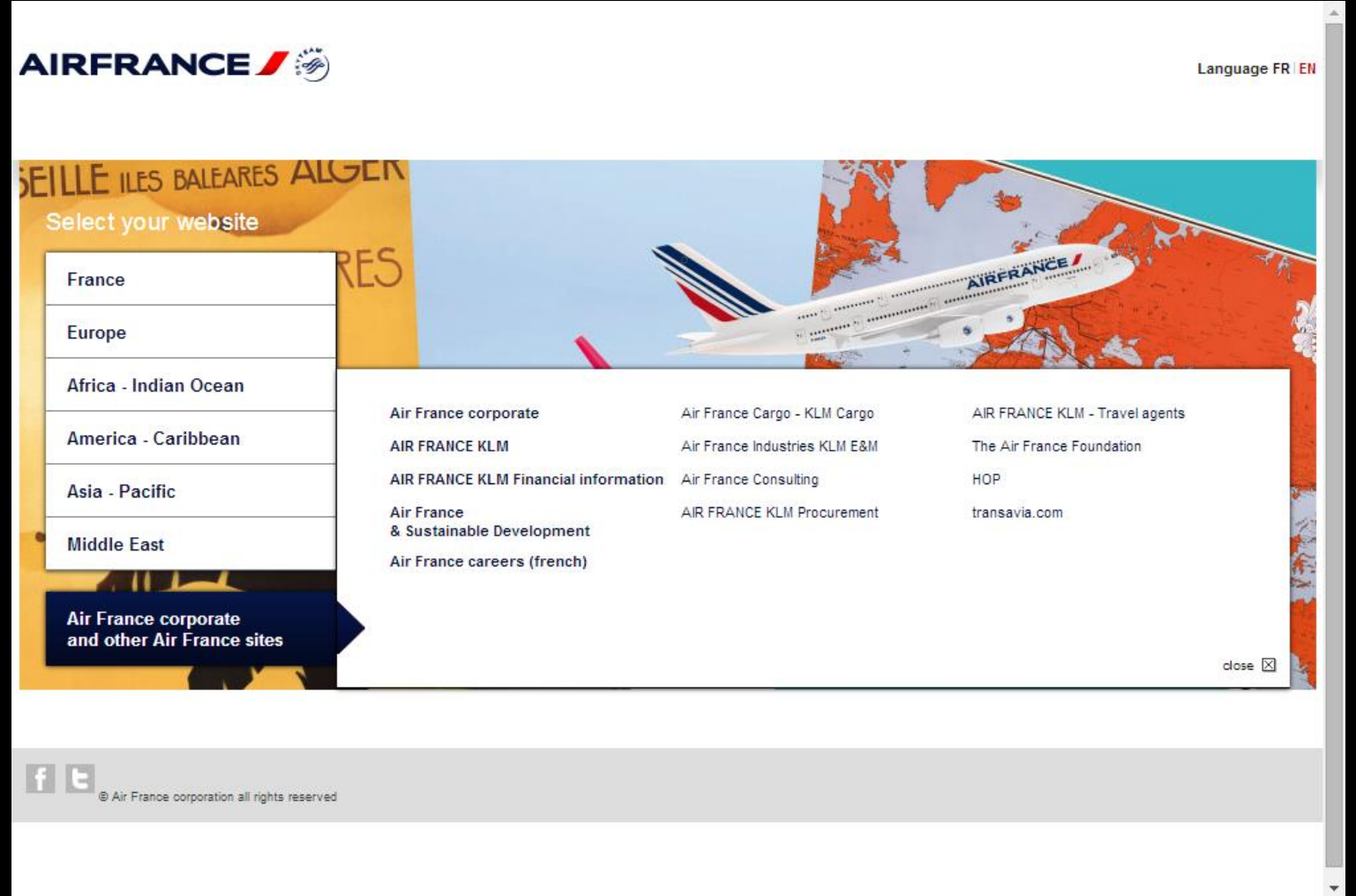
# 8

## Air France

Passes the 1024 x 768  
nav and booking test?

# OUI

OK, despite gateway.





# 8

## Air France

Passes the 1024 x 768  
nav and booking test?

# OUI

OK, despite gateway.

Same “splash global gateway” approach as Air Canada.

C’est très terrible.

At least there’s no gaping hole in the middle of the page where a simple cross-browser compatibility check would’ve revealed the JavaScript was faulty.

Only after this step does the user get to this overly simplistic service design...



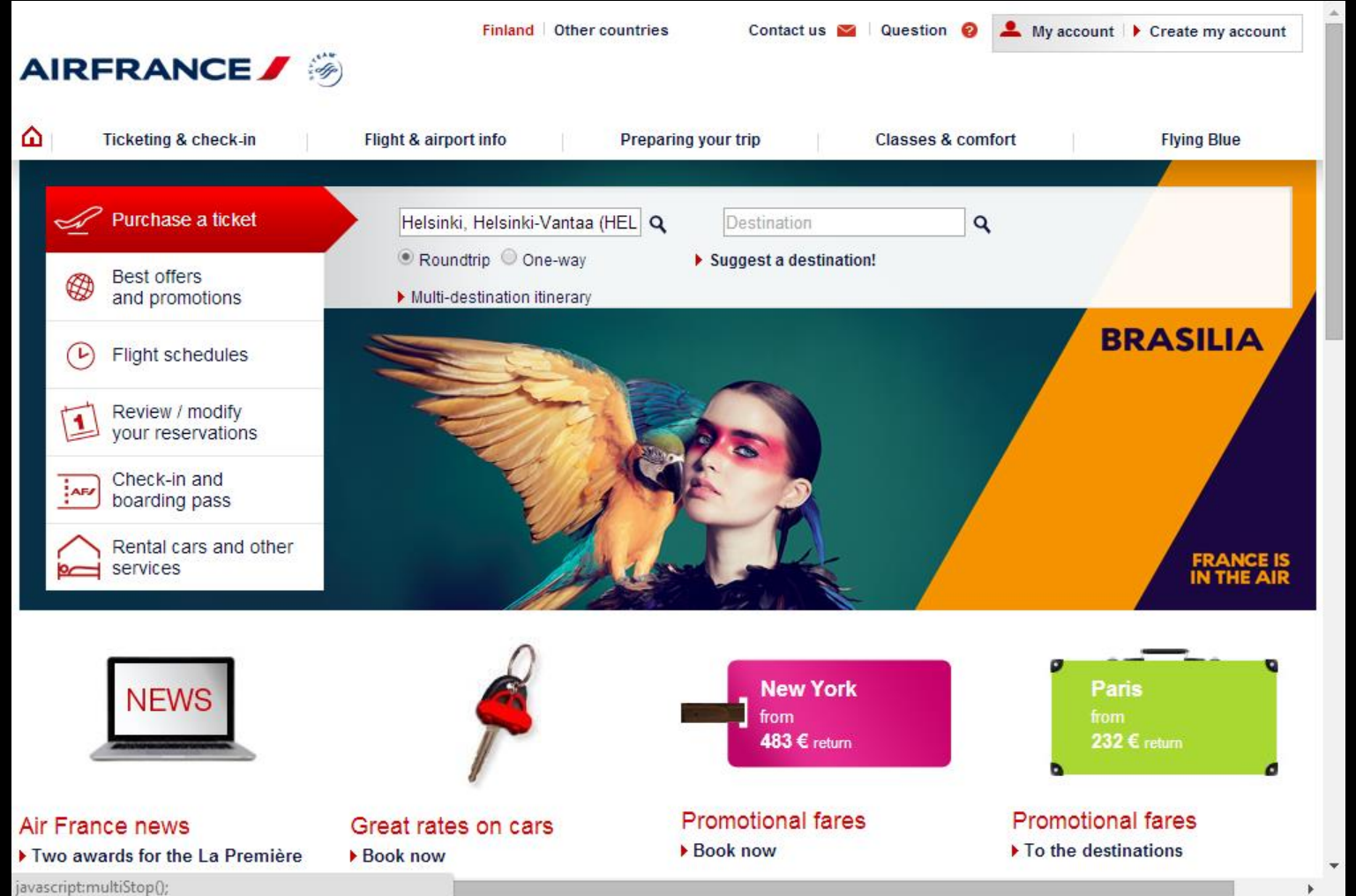
# 8

## Air France

Passes the 1024 x 768  
nav and booking test?

# OUI

OK, despite gateway.



# 7

## Lufthansa

Passes the 1024 x 768  
nav and booking test?

# JA

Es ist sehr gut.  
(This is world class)

The screenshot displays the Lufthansa website interface. At the top, a yellow navigation bar contains the Lufthansa logo, the slogan "Nonstop you", and links for "Find flights", "Deals & Offers", "Information & Service", "Miles & More", and "My Bookings". A user login button is also present. Below the navigation bar is a large banner for "Summer to Europe" with a "Book now" button. To the right of the banner is a flight search sidebar with options for "Flight search", "Rental car", and "Hotel". The flight search section includes fields for "From", "To", "Departing", and "Returning", a dropdown for "1 Adult", and a "Search flights" button. Below the banner are four promotional boxes: "Summertime in Europe", "Experience the new Business Class", "Destination: Palma de Mallorca", and "Where we fly". At the bottom, there is a "View or change booking" section with fields for "Last name" and "Booking code", a "Go" button, and a "Check-in" button. A "Flightstatus" button is also visible. The footer area includes "Discover Germany" and "Amazing deals to India" with prices starting from \$989\* and \$1,119\*.

United States of America | English | Feedback | Help | Mobile version | How can we help?

**Lufthansa**  
Nonstop you

Find flights | Deals & Offers | Information & Service | Miles & More | My Bookings | Login

### Summer to Europe

Book now

Rate this page

Flight search

Round-trip | One-way

From

To

Departing | Returning

1 Adult

+ Travel with children

Economy

Search flights

Search with more options  
Door-to-door itineraries

Summertime in Europe | Experience the new Business Class | Destination: Palma de Mallorca | Where we fly

View or change booking

Last name | Booking code | Go

Check-in

Flightstatus

Discover Germany

Amazing deals to India

from \$989\*  
Dallas/ Fort Worth - Delhi

from \$1,119\*  
Houston - Bengaluru

# 6

## China Southern

Passes the 1024 x 768  
nav and booking test?

# 是的

Quite well done.  
(Can be tweaked, but is good)

Welcome! [Login](#) [Sign up](#) [My Csair Account](#) [简体中文](#)

**中国南方航空**  
CHINA SOUTHERN AIRLINES

[Home](#) [Bookings](#) [Online Service](#) [Holiday](#) [Special Offers](#) [Sky Pearl Club](#) [Travel Guide](#)

☒ Bookings

[Flights](#) | [Hotels](#) | [Holiday](#)

☒ One-way ☐ Round-trip [Multi-City >](#)

From  To

Departure  [Today](#)

Adults (≥ 12)  Children (2-12)  Infants (< 2)

[Recent Searches](#) [Search](#)

[Domestic](#) [International](#) [\\* Taxes and fees included](#) [More >>](#)

[Chengdu](#) [Chongqing](#) [ShangHaiHongQiao](#) [Haikou](#) [Tianjin](#)

Chengdu⇒Changsha **¥420** Chengdu⇒Guiyang **¥370**  
Chengdu⇒JIEYANG **¥630** Chengdu⇒Wuhan **¥420**

[Flight Status](#) [Ticket Verification](#) [Seats Reservation](#) [Baggage](#)

[Links](#)

[News](#) [China Southern Launches New Direct Service to New York City](#) [More >>](#)

[Leisurely Companions Travel Throughout the World](#) [China Southern Sky Pearl International VIP Lounge](#) [Royal Experience Noble Lifestyle](#)

[About Us](#) | [Investor Relations](#) | [CZ Holding](#) | [Booking Policy](#) | [FAQs](#) | [Online Service](#) | [Site Map](#) | [skyteam](#) | [📱](#)

# 5


## U.S. Airways

Passes the 1024 x 768  
nav and booking test?

# YES

Technically succeeds.  
(But bland and sprawling)

US Airways has issued a travel advisory. [Learn more](#)

**U·S AIRWAYS** | 

▶ Book travel ▶ Travel tools ▶ Dividend Miles ▶ Specials ▶ Contact US

**Book travel**  
Flights, hotels & cars

**Check-in**  
Boarding passes, seats & bags

**Flight status**  
Arrivals & departures


**Your trip**  
Seats, change & cancel

**Log-in**  
Your account

**FLIGHTS** VACATIONS HOTELS CARS CRUISES

☒ Roundtrip ☐ One way [Multi-city](#) (Ages 2-11)

[Bag rules & optional fees](#)

 **We've joined oneworld®**

An award-winning global alliance offering seamless service to more than 150 countries

- [Learn about the alliance](#)
- [Traveling soon? Find your way.](#)

**1st checked bag free**

Earn 40,000 bonus miles with a US Airways MasterCard®

[Learn more](#)

[News & updates](#)



# 4

## Southwest

Passes the 1024 x 768  
nav and booking test?

# YES

Clean and useful. Win.  
(Pretty impressive)

The screenshot displays the Southwest Airlines website's flight booking section. At the top, there's a navigation bar with links for 'Special Offers', 'Air', 'Hotel', 'Car', 'Vacations', 'Flying Southwest', and 'Rapid Rewards'. The 'Air' tab is selected. Below the navigation bar, the 'Air' section is active, showing a search form with fields for 'Recent Searches', 'Round Trip' (selected) or 'One-Way', 'Departure City or Airport Code', 'Arrival City or Airport Code', 'Depart' and 'Return' dates, '1 Adult Age 2+' and '0 Senior Age 65+', and a 'Promo Code (optional)' field. A 'Search' button is at the bottom of the form. To the right of the search form is a large promotional banner titled 'Think Cool' with the text 'Plan Your Fall Or Winter Getaway Today' and a 'Search Fares By Date' button. Below the banner, there's a yellow starburst graphic with the text 'ONLY \$12.50 ONE-WAY' and a section titled 'EarlyBird Check-In®' with a description: 'Get automatic check-in, better seat selection, and earlier access to overhead bins, all for \$12.50 one-way.' On the right side of the page, there's a sidebar with links for 'Check In', 'Change Flight', 'Check Flight Status', 'Account Log In', 'Manage Travel', and 'Rapid Rewards'. The 'Account Log In' section includes fields for 'Account # or Username' and 'Password', and a 'Log In' button. The 'Manage Travel' section includes a link for 'Optional Travel Charges' and a 'Join Rapid Rewards Today' section with a description: 'Get unlimited reward seats & no blackout dates + it's free to sign up! Enroll Now' and an 'Enroll Now' button.

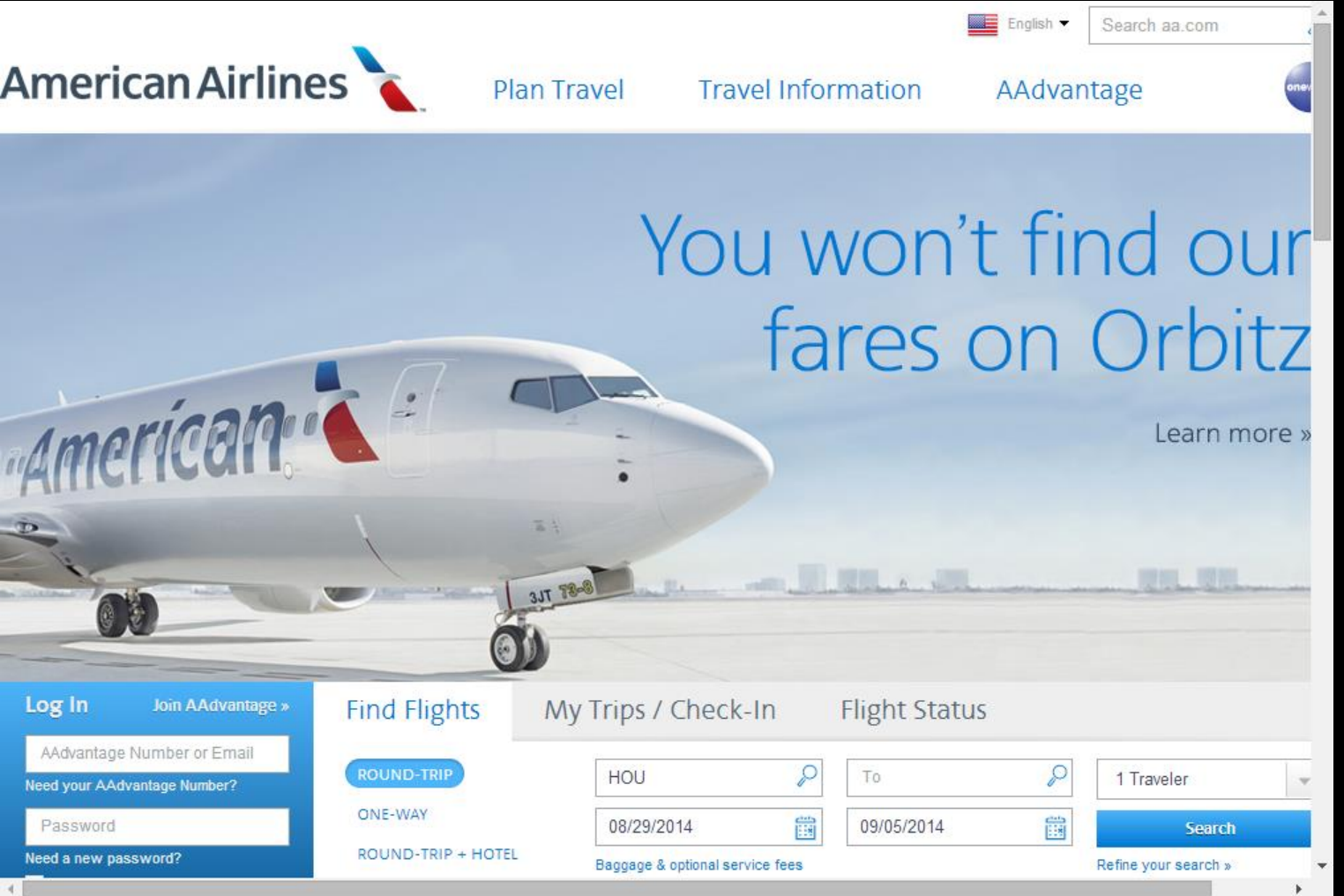
# 3

## American

Passes the 1024 x 768  
nav and booking test?

# YES

Passes, but barely.  
(Poor space use. Login button?)



The screenshot shows the American Airlines website interface. At the top, there is a navigation bar with the American Airlines logo, a language selector (English), a search bar (Search aa.com), and links for Plan Travel, Travel Information, and AAdvantage. Below the navigation bar is a large hero image of an American Airlines aircraft on a tarmac. Overlaid on the right side of the hero image is the text "You won't find our fares on Orbitz" with a "Learn more »" link. Below the hero image is a section with four main buttons: Log In, Find Flights, My Trips / Check-In, and Flight Status. The Log In section includes a "Join AAdvantage »" link, a text input field for "AAdvantage Number or Email", a "Need your AAdvantage Number?" link, a text input field for "Password", and a "Need a new password?" link. The Find Flights section includes a "ROUND-TRIP" button (highlighted), a "ONE-WAY" button, and a "ROUND-TRIP + HOTEL" button. Below these buttons are input fields for "From" (HOU), "To" (empty), "Departure Date" (08/29/2014), and "Return Date" (09/05/2014). There is also a "1 Traveler" dropdown menu and a "Search" button. At the bottom of the Find Flights section, there is a link for "Baggage & optional service fees" and a "Refine your search »" link.

# 2

## United

Passes the 1024 x 768  
nav and booking test?

# YES

Utilitarian, but works.  
(Though, a bit boring)

The screenshot displays the United Airlines website interface. At the top, the United logo is on the left, followed by "A STAR ALLIANCE MEMBER" and navigation links for "Sign In", "My Account", "Contact Us", and "Help". A search bar with the placeholder "Type in keyword" and a "Search" button is on the right. Below the header is a blue navigation bar with links: "Home", "Reservations", "Travel Information", "Deals & Offers", "MileagePlus®", "Products & Services", and "About United".

The main content area is divided into several sections:

- Flight Booking Section:** Features tabs for "Flight", "Hotel", "Car", and "Vacation". Under "Flight", there are options for "Round Trip", "One Way", and "Multiple Destinations". Fields for "From: (city or airport)" and "To: (city or airport)" are present. There are checkboxes for "Search Nearby Airports" and "Find Lower Fare +/- 3 Days". Below these are fields for "Depart Date:" and "Return Date:" with "Time:" dropdowns set to "Anytime". There are also fields for "Adults:" (set to 1) and "Children:". A "Cabin:" dropdown is set to "Economy". A "Search By:" section has radio buttons for "Price", "Schedule", and "Award Travel", with "Price" selected. There is a checkbox for "Nonstop Flights Only" and a "Search" button. At the bottom of this section is a link to "Enroll in MileagePlus®" with a "Learn More" link.
- ROUTE for the Home Team:** A green banner with the text "Show off your team pride. Enter for a chance to win a homecoming package." and a "Learn more" button.
- Latest News and Offers:** A section with a "Print Boarding Pass" button and a "Check Flight Status" button. It includes a "Confirmation or MileagePlus Number:" field with a "Go" button. Below this is a "More Check-in options" link and a note "Check-in is available within 24 hours of departure".
- MileagePlus Sign In:** A yellow box with a "Sign In" button. It includes a "MileagePlus number:" field, a "PIN/Password:" field, and checkboxes for "Remember Me" and "Forgot PIN?". Below this is a "Not a member? Join Now" link.
- Change or View Reservations:** A section with a "See More" link. It includes a "Find a Reservation by Confirmation Number" section with a "Reservation Type:" dropdown (set to "Flight") and a "Confirmation:" field with a "Go" button.
- Need help signing in?** A link to "Visit the United Hub for information about PINs and passwords."
- LIMITED-TIME OFFER:** A banner for "Earn 50K Bonus Miles" with a "Learn More" button.
- Cruise Reservations:** A banner at the bottom left with a "Cruise Reservations" link and a "Learn More" link.
- YOUR LUGGAGE:** A banner at the bottom right with a "YOUR LUGGAGE" link.



# 1

## Delta

Passes the 1024 x 768  
nav and booking test?

# YES

Classy and practical.  
(Could use space better, though)

The screenshot shows the Delta website's booking interface. At the top, there's a navigation bar with the Delta logo, language options (English, Support, Comment/Complaint), and social media links. Below this is a login section with fields for SkyMiles#, Email or Username, and Password or PIN, along with a 'Remember Me' checkbox and a 'GO' button. A 'FORGOT LOGIN/PASSWORD' link is also present. The main navigation bar includes links for 'MY TRIPS', 'BOOK A TRIP' (highlighted in red), 'FLIGHT STATUS', 'CHECK IN', and 'VACATIONS'. The 'BOOK A TRIP' section has tabs for 'FLIGHT', 'HOTEL', and 'CAR'. The 'FLIGHT' tab is active, showing a 'Round Trip' selection and fields for 'FROM' (City or Airport), 'TO' (City or Airport), 'Depart Date', and 'Return Date'. There are also checkboxes for 'My dates are flexible' and 'Redeem Miles', a 'PASSENGERS' dropdown set to '1', and a 'Certificates and eCredits' link. A 'FIND FLIGHTS' button is at the bottom of the form. The background features a large image of a Delta airplane with the text 'ECONOMY COMFORT™ WORTH IT™' and 'FLYING SOON? LOCK IN EXTRA LEGROOM. SEATS ARE LIMITED'. At the bottom, there are two promotional banners: 'TAKE OFF IN LUXURY. Westin Heavenly® In-Flight Bedding lands in BusinessElite®' and 'LIMITED-TIME OFFER. Earn 50,000 bonus miles and a \$50 statement credit'.

delta.com/content/www/en\_US/.../economy-comfort.html

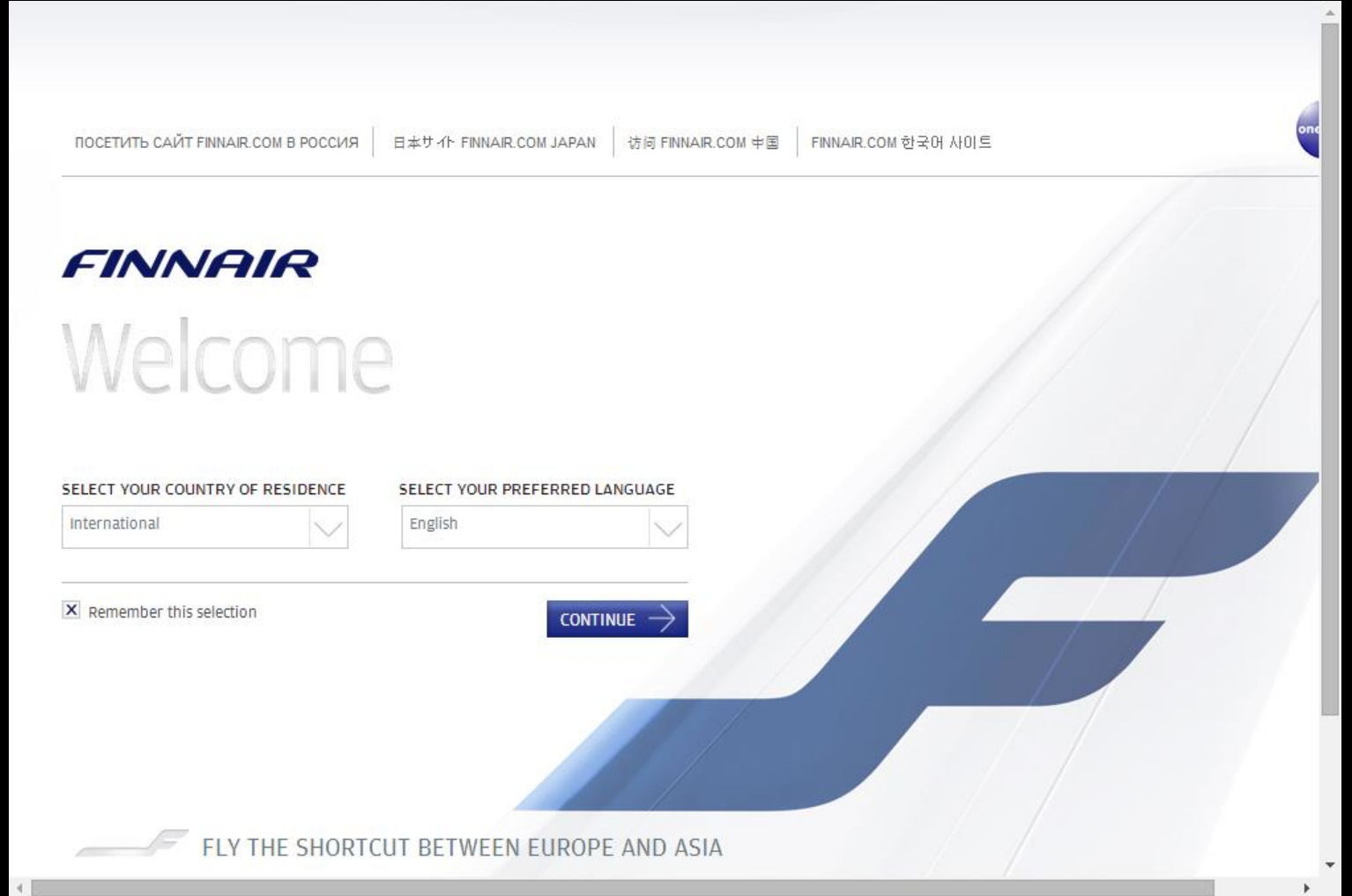
# 63

## Finnair

Passes the 1024 x 768  
nav and booking test?

# EI

Hmm. Why not?



The screenshot shows the Finnair website homepage. At the top, there are links to the website in Russian, Japanese, Chinese, and Korean. The Finnair logo is prominently displayed, followed by the word "Welcome". Below this, there are two dropdown menus: "SELECT YOUR COUNTRY OF RESIDENCE" (set to "International") and "SELECT YOUR PREFERRED LANGUAGE" (set to "English"). A checkbox labeled "Remember this selection" is checked. A blue "CONTINUE" button with a right arrow is positioned to the right of the dropdowns. The background features a large, stylized blue "F" logo. At the bottom, there is a small Finnair logo and the text "FLY THE SHORTCUT BETWEEN EUROPE AND ASIA".

ПОСЕТИТЬ САЙТ FINNAIR.COM В РОССИЯ | 日本サイト FINNAIR.COM JAPAN | 访问 FINNAIR.COM 中国 | FINNAIR.COM 한국어 사이트

**FINNAIR**

Welcome

SELECT YOUR COUNTRY OF RESIDENCE  
International

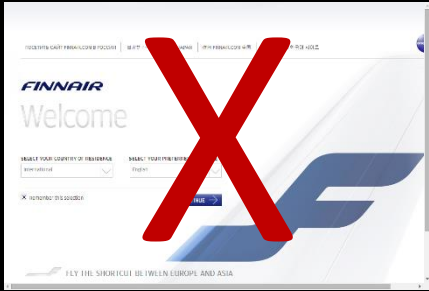
SELECT YOUR PREFERRED LANGUAGE  
English

☒ Remember this selection

CONTINUE →

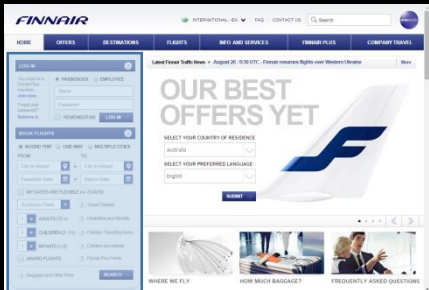
FLY THE SHORTCUT BETWEEN EUROPE AND ASIA

# Recommendations



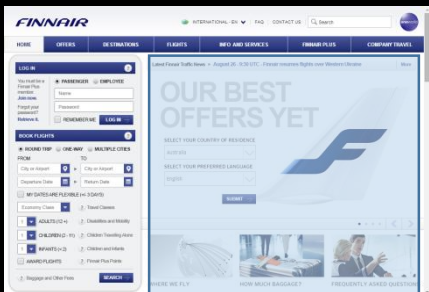
## Fix the Flow – Eliminate speed bumps, like the splash gateway.

Integrate it into the home page. Implement more sophisticated geolocation and language negotiation that does not interrupt the user experience. This can be done programmatically, and proffers a far more elegant and practical solution.



## Service Design 101 – Make vital tools complete and obvious.

Ensure that the two main vectors into the site – user login and flight booking – are predominant, obvious, intuitive, and fit in their entirety on the page at 768px high. In addition to easy account maintenance and flight searching, make understanding “industry-speak,” policies, procedures and terms easy to find and use.



## Deliver content smartly and appropriately.

Create space-efficient layouts. Adhere to best practices regarding above-the-fold placement and strong calls to action. Avoid trendy, questionable content-delivery methods, such as content sliders. Stay focused on the message. Build an aesthetically pleasing, easily digestible design that showcases a clean, consistently branded style.

HOME OFFERS DESTINATIONS

Information about Finnair traffic. [Read more.](#)

### FLIGHTS ?

RETURN

ONE-WAY

Multiple destination >

FROM

DEPARTURE

30.08.2014

TO

RETURN

30.08.2014

☒ My dates are flexible (+/- 3 days)

Adults 1

Children (2- 11) 0

Infants (<2) 0

## Objective

The right balance between too few and too many tools in the toolbox. This must fit above the fold at 768px.

### LOG IN ?

You must be a Finnair Plus member. [Join now.](#)

Forgot your password? [Retrieve it.](#)

☒ PASSENGER ☐ EMPLOYEE

Name

Password

☐ REMEMBER ME [LOG IN](#)

### BOOK FLIGHTS ?

☒ ROUND TRIP ☐ ONE-WAY ☐ MULTIPLE CITIES

FROM TO

City or Airport City or Airport

Departure Date Return Date

☐ MY DATES ARE FLEXIBLE (+/- 3 DAYS)

Economy Class Travel Classes

1 ADULTS (12 +) Disabilities and Mobility

1 CHILDREN (2 - 11) Children Travelling Alone

1 INFANTS (<2) Children and Infants

☐ AWARD FLIGHTS Finnair Plus Points

[Baggage and Other Fees](#) [SEARCH](#)

This is a screen capture of the existing site  
in a 1024 x 768 Chrome browser window...



HOME

OFFERS

DESTINATIONS

FLIGHTS

INFORMATION AND SERVICES

FINNAIR PLUS

COMPANY TRA

[Information about Finnair traffic. Read more.](#)

## FLIGHTS



RETURN

ONE-WAY

[Multiple destination >](#)

FROM

DEPARTURE

30.08.2014



TO

RETURN

30.08.2014

☒ My dates are flexible  
(+/- 3 days)

Adults



1



Children

(2- 11)

0



Infants

(&lt;2)

0



Class

# TO FIND THE BEST OFFERS

[PLEASE SELECT YOUR COUNTRY FIRST >](#)

Here's a proof of concept of what the home page could look like without a major makeover effort. It incorporates many of the recommendations in this presentation...



## LOG IN

You must be a  
Finnair Plus  
member.  
[Join now.](#)

Forgot your  
password?  
[Retrieve it.](#)

☒ PASSENGER ☐ EMPLOYEE

Name

Password

☐ REMEMBER ME

LOG IN →

## BOOK FLIGHTS

☒ ROUND TRIP ☐ ONE-WAY ☐ MULTIPLE CITIES

FROM

TO

City or Airport

City or Airport

Departure Date

Return Date

☐ MY DATES ARE FLEXIBLE (+/- 3 DAYS)

Economy Class

Travel Classes

1 ADULTS (12+)

Disabilities and Mobility

1 CHILDREN (2 - 11)

Children Travelling Alone

1 INFANTS (&lt;2)

Children and Infants

☐ AWARD FLIGHTS

Finnair Plus Points

Baggage and Other Fees

SEARCH →

Latest Finnair Traffic News ▶ August 26 - 9:30 UTC - Finnair resumes flights over Western Ukraine

[More](#)OUR BEST  
OFFERS YET

SELECT YOUR COUNTRY OF RESIDENCE

Australia

SELECT YOUR PREFERRED LANGUAGE

English

SUBMIT →



WHERE WE FLY



HOW MUCH BAGGAGE?



FREQUENTLY ASKED QUESTIONS

FINNAIR

INTERNATIONAL - EN

FAQ

CONTACT US

Search

LOGIN

oneworld

HOME

OFFERS

DESTINATIONS

FLIGHTS

INFORMATION AND SERVICES

FINNAIR PLUS

COMPANY TRAVEL

Information about Finnair traffic. Read more.

FLIGHTS

RETURN

ONE-WAY

Multiple destination

FROM

DEPARTURE

30.08.2014

TO

RETURN

30.08.2014

My dates are flexible (+/- 3 days)

Adults

1

Children

(2- 11)

0

Infants

(<2)

0

TO FIND THE BEST OFFERS

PLEASE SELECT YOUR COUNTRY FIRST

FINNAIR

INTERNATIONAL - EN

FAQ

CONTACT US

Search

oneworld

HOME

OFFERS

DESTINATIONS

FLIGHTS

INFO AND SERVICES

FINNAIR PLUS

COMPANY TRAVEL

Latest Finnair Traffic News

August 26 - 9:30 UTC - Finnair resumes flights over Western Ukraine

More

OUR BEST OFFERS YET

SELECT YOUR COUNTRY OF RESIDENCE

Australia

SELECT YOUR PREFERRED LANGUAGE

English

SUBMIT

LOG IN

You must be a Finnair Plus member. Join now.

Forgot your password? Retrieve it.

PASSENGER

EMPLOYEE

Name

Password

REMEMBER ME

LOG IN

BOOK FLIGHTS

ROUND TRIP

ONE-WAY

MULTIPLE CITIES

FROM

TO

City or Airport

City or Airport

Departure Date

Return Date

MY DATES ARE FLEXIBLE (+/- 3 DAYS)

Economy Class

Travel Classes

ADULTS (12 +)

Disabilities and Mobility

CHILDREN (2 - 11)

Children Travelling Alone

INFANTS (<2)

Children and Infants

AWARD FLIGHTS

Finnair Plus Points

Baggage and Other Fees

SEARCH

WHERE WE FLY

HOW MUCH BAGGAGE?

FREQUENTLY ASKED QUESTIONS



Nick Zedlar

[nick.zedlar@gmail.com](mailto:nick.zedlar@gmail.com)

Skype: nicholaszedlar

0-01-404-729-0334 (mobile)