

Competitive Benchmarking

Airline Websites



Nicole De Sousa Silva

- 1. Emirates**
- 2. Turkish Airlines**
- 3. Eurowings**
- 4. Expedia**

BOOK MANAGE EXPERIENCE WHERE WE FLY LOYALTY HELP GB LOG IN

Emirates

FLY BETTER

Access exclusive
OFFERS IN THE UAE
with My Emirates Pass

Learn more

Search flights Manage booking or check in What's on your flight Flight status

Log in to earn and spend Skywards Miles Advanced search: multi-city, promo codes, partner airlines >

Departure airport
London (LHR)

Arrival airport

Continue

Waiting for www.emirates.com... Yes No

Eurowings Discover Book Information Your rewards My trip Check-in

Next Destination:
AWARD FLIGHT!
Even more routes, even more choice.

Redeem your miles now!

Miles & More Boomerang Club

Cookies and tracking help us to improve your experience of our website. Click here for more information on this topic and on your [corresponding right to object](#).

OK

* Basic fare, unless indicated otherwise - checked luggage is subject to surcharges. Price per leg and person. Limited seating capacity.

www.eurowings.com/skywards/boomercard/awards/club-awards

TURKISH AIRLINES OFFERS & DESTINATIONS FLY DIFFERENT MILESS&MILES Sign up SIGN IN

Hello
Where do you want to explore?

Book a flight Check-in / Manage booking Flight status

Round trip One way Multi-city Award ticket - Buy a ticket with Miles

From London London (All)

To

Dates

Cabin Class 1

Previous searches

Travel Insurance Rent a Car Book a Hotel

Expedia.co.uk Add your property Account My Lists Manage Trips Support English GBP £

Home Hotels Flights Flight + Hotel Car Trains Holiday Rentals Things to Do Last Minute Deals City Breaks Rewards

Flights Hotels Flight + Hotel Cars Things to do Trains Holiday Rentals

Flight + Hotel Flight + Hotel + Car Flight + Car Hotel + Car

Origin City or airport Destination City or airport

Departing dd/mm/yyyy Returning dd/mm/yyyy Travellers 2 Adults, 1 room

Direct flights only I only need a hotel for part of my stay

Advanced options #

Preferred class Economy class

Search You can save on your trip when you book a flight + hotel on Expedia

Emirates

Emirates is an airline based in Dubai, UAE.

The screenshot shows the Emirates website homepage with a dark blue, underwater-themed background. At the top left is the Emirates logo. The top navigation bar includes links for BOOK, MANAGE, EXPERIENCE, WHERE WE FLY, LOYALTY, and HELP. On the right side of the top bar are icons for a globe, search, and a user profile with the text LOG IN. The main banner features the slogan "FLY BETTER" in a white, stylized font. Below this, the text reads "Access exclusive OFFERS IN THE UAE with My Emirates Pass" in large, bold, white letters. A red "Learn more" button is positioned below the main text. The banner also shows a family of four (a man, a woman, and two children) walking through an underwater tunnel. A vertical "Feedback" button is on the right side of the banner. Below the banner is a navigation bar with four tabs: "Search flights" (selected), "Manage booking or check in", "What's on your flight", and "Flight status". Below the navigation bar are two links: "Log in to earn and spend Skywards Miles" and "Advanced search: multi-city, promo codes, partner airlines". The flight search form has a "Departure airport" field with "London (LHR)" selected, an "Arrival airport" field, and a red "Continue" button. At the bottom left, there is a status bar that says "Waiting for www.emirates.com..." and at the bottom right, there are radio buttons for "Yes" and "No".

Home Page

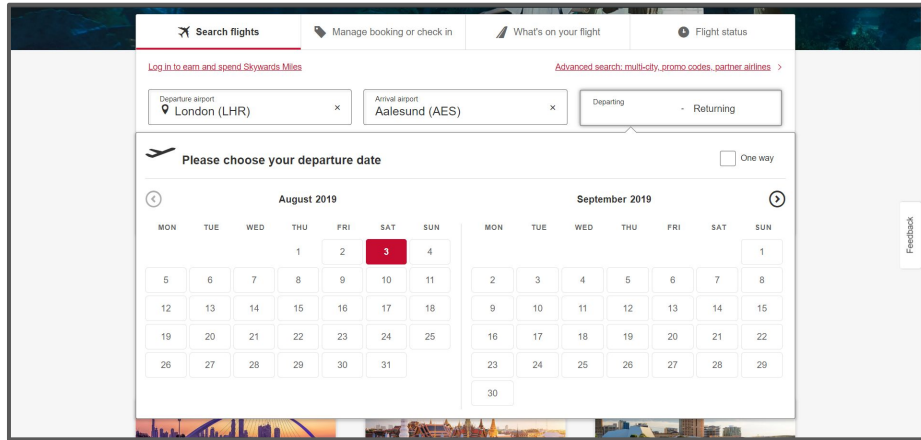
The screenshot shows the Emirates website home page. The top navigation bar includes links for BOOK, MANAGE, EXPERIENCE, WHERE WE FLY, LOYALTY, and HELP, along with a GB flag, a search icon, and a LOG IN link. The main banner features the Emirates logo and the text "Access exclusive OFFERS IN THE UAE with My Emirates Pass" and "FLY BETTER". A yellow box highlights this banner. Below the banner is a navigation bar with buttons for "Search flights", "Manage booking or check in", "What's on your flight", and "Flight status". An orange box highlights the search bar, which includes fields for "Departure airport" (London (LHR)), "Arrival airport", and a "Continue" button. Below the search bar is a radio button question: "Are you travelling for work? (optional) Yes No". A pink box highlights a horizontal menu of services: Hotels, Chauffeur-drive, Book a holiday, Meet & Greet, Airport transfers, Tours & attractions, Car rentals, and Dubai Parks & Resorts. Vertical "Feedback" buttons are visible on the right side of the banner and search bar areas.

Emirates try to sell their pass by using a family picture targeting those with a family and also adding "Fly better". As this is on the main page every user is bound to see it and some may click on 'Learn more' to see what they're offering.

On this website they have put down the most popular search or clicked button from their users and made it easier for them to search for a flight, manage their check in and also flight status. This saves the user time which will improve their experience using the website.

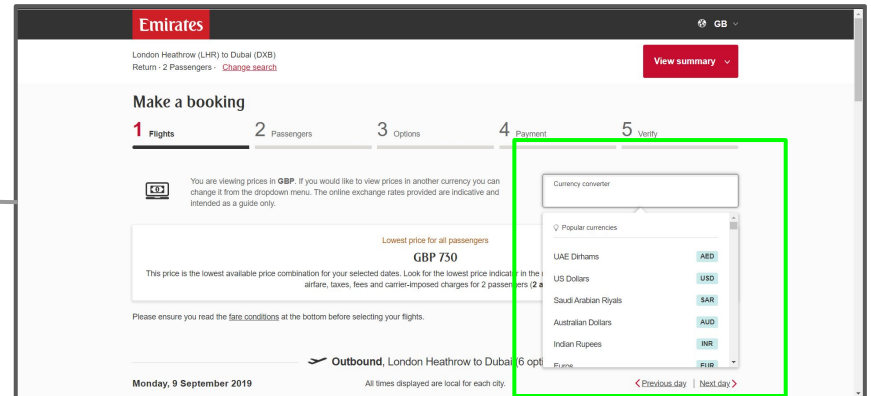
Adding a visual option for the user makes it easier to navigate through the website instead of the normal dropdown menu. Again this is a great way to improve the websites navigation and ensuring the user finds what they are looking for simultaneously on the home page.

Search/ Results Page



When using the search option Emirate have made it very easy for a user to know what the next steps will be. Once you pick your destination it simultaneously goes to the date picker and opens the calendar layout for the user. This is something which will improve the users experience and allow them to flow through the website freely.

Another useful feature on the Emirates website is giving their users the option to pick what currency they would like to pay in. This feature could be very useful for their customers around the world.



Search/ Results Page

London Heathrow (LHR) to Dubai (DXB)
Return - 2 Passengers - [Change search](#) [View summary](#)

Make a booking

- Flights
- Passengers
- Options
- Payment
- Verify

You are viewing prices in GBP. If you would like to view prices in another currency you can change it from the dropdown menu. The online exchange rates provided are indicative and reported as a guide only.

Lowest price for all passengers
GBP 750
This price is the lowest available price combination for your selected dates. Look for the lowest price indicator in the results below to get this price. All prices below include airfare, taxes, fees and carrier-imposed charges for 2 passengers (2 adults).

Please ensure you read the fare conditions at the bottom before selecting your flights.

Monday, 9 September 2019 **Outbound, London Heathrow to Dubai (6 options)** [Previous day](#) [Next day](#)

All times displayed are local for each city.

Filter [Show all flights](#) Sort by: Price | Arrival time | Departure time | Duration | Miles earned

01	Economy	Business	First
LHR 16:55 → 6 hrs 55 mins → DXB 02:50 *1 Non-stop	from GBP 443.44 Lowest price	from GBP 2,095.26	from GBP 4,995.26

The booking process is clearly shown at the top of the page which allows users to know where they are in the booking process. This shows that in 5 steps they can book their flight(s).

When the user picks their outbound flight it automatically changes to their inbound flight, this can be confusing as the user may not notice that it's gone straight to the next flight. They should make it a little clearer to the user that it's changed flight.

London Heathrow (LHR) to Dubai (DXB)
Return - 1 Passenger - [Change search](#) [View summary](#)

01 LHR 16:55 → 6 hrs 55 mins → DXB 02:50 *1
Non-stop

Economy	Business	First
from GBP 287.72 Lowest price	from GBP 1,047.63	from GBP 2,447.63

Services (per person)
Compare all services

Saver Lowest price	Flex	Flex Plus	Premium Business Class
Baggage allowance: ✓ 25 kg	✓ 35 kg	✓ 35 kg	✓ 35 kg
Cabin baggage: ✓ 1 x 2 kg	✓ 1 x 2 kg	✓ 1 x 2 kg	✓ 1 x 2 kg
Regular seat selection: ✗ At a charge	✓ Complimentary	✓ Complimentary	✓ Complimentary
Skywards Miles: ✓ 900 Miles	✓ 3,250 Miles	✓ 3,000 Miles	✓ 3,000 Miles
Upgrade to Business (Subject to availability): ✓ 87,600 Miles	✓ 39,000 Miles	✓ 30,000 Miles	✓ 30,000 Miles
Change fee: ✗ GBP 100	✗ GBP 75	✓ No charge	✓ No charge
Refund fee: ✗ Restricted	✗ GBP 100	✓ No charge	✓ No charge
GBP 287.72	GBP 373.72	GBP 606.72	from GBP 1,047.63

Onboard Lounge
Dormer dining
Arrive rested

Here the website gives the user all the options for Economy as there are four other options in that boarding. This allows the users to pick which price they would like to pay depending on the the services provided.

London Heathrow (LHR) to Dubai (DXB)
Return - 1 Passenger - [Change search](#) [View summary](#) Cost: GBP 496.52

Monday, 9 September 2019 **Outbound, London Heathrow to Dubai (6 options)** [Previous day](#) [Next day](#)

All times displayed are local for each city.

Economy Saver	Business	First
LHR 16:55 → 6 hrs 55 mins → DXB 02:50 *1 Non-stop	from GBP 1,047.63	from GBP 2,447.63

Show options again [Back to top](#)

Saturday, 14 September 2019 **Inbound, Dubai to London Heathrow (6 options)** [Previous day](#) [Next day](#)

All times displayed are local for each city.

Economy Saver	Business	First
DXB 15:35 → 7 hrs 40 mins → LHR 20:15 Non-stop	from GBP 1,129.00	from GBP 2,270.00

Show options again [Back to top](#)

Fare conditions

Emirates

London Heathrow (LHR) to Dubai (DXB)
Return - 1 Passenger - [Change search](#)

Cost: GBP 496.52 [View summary](#)

Make a booking

1 Flights 2 Passengers 3 Options 4 Payment 5 Verify

Enter passenger information

Please enter the information below for all passengers on this itinerary and select Continue. Please use only English letters and numbers. The reservations system is unable to recognise non-English and special characters such as &, %, ~, and ().

Important information [Show details](#)

1. If you wish to book regular seats for your flights in advance, we'll charge you a fee, with the exception of Emirates Skywards members tiers Silver and...

Trip summary London Heathrow (LHR) Dubai (DXB) [Show details](#)

Log in to your Emirates account
Use your saved information to book flights and redeem rewards. [Log in](#)

London Heathrow (LHR) to Dubai (DXB)
Return - 1 Passenger - [Change search](#)

Cost: GBP 496.52 [View summary](#)

Trip summary London Heathrow (LHR) Dubai (DXB) [Show details](#)

Log in to your Emirates account
Use your saved information to book flights and redeem rewards. [Log in](#)

Passenger details

Passenger 1 (Adult)

Title *

First name * Make sure the names you enter exactly match your passport, and please use English characters only. Names can't be changed once you have completed your booking.

Last name *

Frequent flyer programme

Airline / Programme Frequent flyer number

London Heathrow (LHR) to Dubai (DXB)
Return - 1 Passenger - [Change search](#)

Cost: GBP 496.52 [View summary](#)

Trip summary London Heathrow (LHR) Dubai (DXB)

Log in to your Emirates account
Use your saved information to book flights and redeem rewards.

Passenger details

Passenger 1 (Adult)

Title *

First name * Make sure the names you enter exactly match your passport, and please use English characters only. Names can't be changed once you have completed your booking.

Last name *

Frequent flyer programme

Airline / Programme Frequent flyer number

Flights [View your flight details](#) Total: GBP 496.52
For 1 passenger - including airfare, taxes, fees and carrier-imposed charges

09 Sep 19	14 Sep 19
LHR 16:55 → DXB 02:50 +1 Economy Saver	DXB 15:35 → LHR 20:15 Economy Saver

Grand total GBP 496.52

[Fare breakdown](#) [Tax breakdown](#) [Fare rules / Terms and conditions](#)
[Miles summary](#)

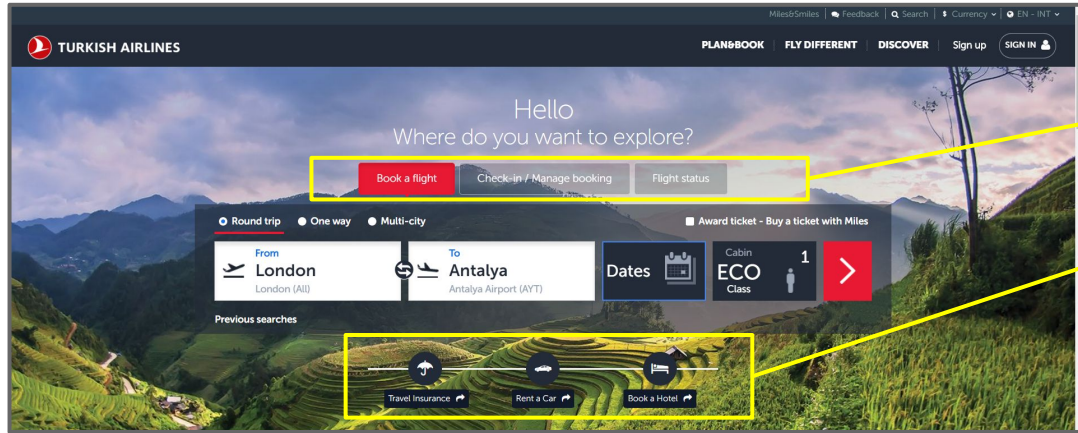
Here the customer will need to fill out their personal details such as name, address, and proceed to the payment page.

The option for a quick summary view is a great way to give the customer a reminder on their flight details.

Turkish Airlines

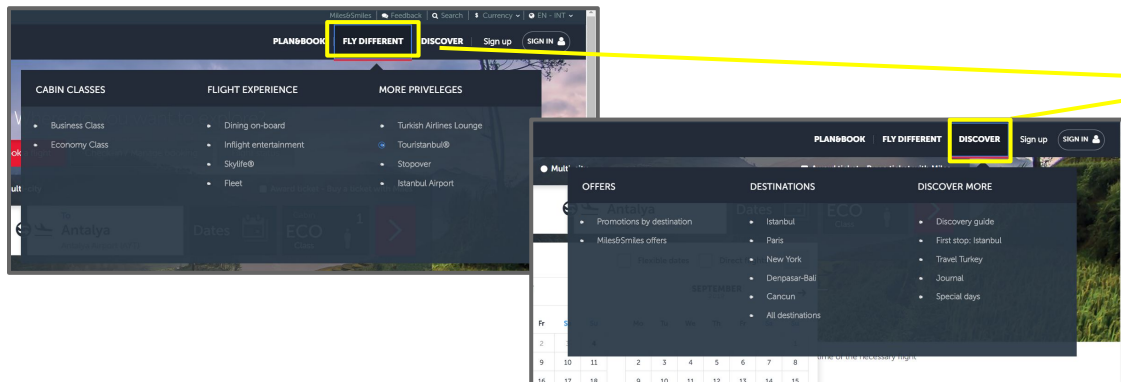
Turkish Airlines is the national flag carrier airline of Turkey.

The screenshot displays the Turkish Airlines website homepage. At the top, the Turkish Airlines logo is on the left, and navigation links for "OFFERS & DESTINATIONS", "FLY DIFFERENT", and "MILES&MILES" are in the center. On the right, there are links for "Sign up" and "SIGN IN". The main header area features the text "Hello" and "Where do you want to explore?". Below this, there are three buttons: "Book a flight" (highlighted in red), "Check-in / Manage booking", and "Flight status". The central search form includes options for "Round trip", "One way", and "Multi-city", and a checkbox for "Award ticket - Buy a ticket with Miles". The search input fields show "From London (All)" and "To". To the right of the search fields are "Dates" and "Cabin ECO Class" with a quantity of "1". A red arrow button is positioned to the right of the cabin selection. Below the search form, there are icons for "Travel Insurance", "Rent a Car", and "Book a Hotel". At the bottom of the page, the text "To the new cities with special deals!" is displayed.



Just like Emirates, Turkish Airlines also gives you quick access to check-in / manage online bookings and flight status. Making it easier for the users to find what they're looking for.

Turkish Airlines also allows their users to search for extras such as travel insurance, cars and accommodation.



Using different dropdown names such as 'Fly Different' and 'Discover' will entice people to click on the link to find out more. They are also trying to market their brand as an upgrade to their customers flying experience. This makes their website a little different from the normal CTA words used on an airline website.

Search/ Results Page

The screenshot shows the Turkish Airlines search interface. The flight is from London (LON) to Antalya (AYT). The departure date is 09 Sep and the return date is 14 Sep. The cabin class is ECO Class. The date selection calendar is highlighted with a yellow box, showing the selected dates (September 9 and 14) in red.

Here there are three steps, informing the customer where they are in the booking process.

The screenshot shows the flight results page for an outbound trip from London to Antalya on Monday, September 9. The 'Select Flight' button is highlighted with a yellow box. The flight results table is also highlighted with a yellow box, showing flight times, durations, and prices.

Flight	Class	Price
11:20 LOW London to 17:45 AYT Antalya	Direct	GBP 292,42
06:45 LHR London to 15:40 AYT Antalya	IST	GBP 170,92
06:45 LHR London to 16:55 AYT Antalya	IST	GBP 170,92
11:30 LHR London to 20:50 AYT Antalya	IST	GBP 170,92

By putting a different colour on the start and end date of the date picked makes it easier for the customer to view what dates they've picked.

Here is the flight results which is provided with the prices. Prices are based on different times, popularity of the flight e.g most people would ideally want to fly early in the day to make the most of their holiday.

The screenshot displays the flight selection process. At the top, there are navigation tabs: "Select Flight" (active), "Passenger Details", and "Payment". The currency is set to GBP. The main content is divided into two sections:

- OUTBOUND TRIP:** London to Antalya on Monday, September 9. The flight is Economy Flexible, direct, departing at 11:20 from LGW (London) and arriving at 17:45 at AYT (Antalya). The flight duration is 4h 25m.
- INBOUND TRIP:** Antalya to London on Saturday, September 14. The flight is Economy Semi Flexible, direct, departing at 17:50 from AYT (Antalya) and arriving at 20:20 at LGW (London). The flight duration is 4h 30m.

At the bottom, the total price is displayed as **GBP513,12**.

Here is a summary of the flight and also the total flight price. This is an important part as the customer needs to double check that all details regarding the flight are correct. An example would be the departure airport, the flight times and if it's a direct flight or is there's a stop over.

The next step is to fill out personal details such as name, address and complete the payment in the next step.

The screenshot shows the "Passenger Details" step of the booking process. The navigation tabs are "Select Flight", "Passenger Details" (active), and "Payment". The currency is GBP. The form is titled "Flight details" and includes a "Miles&Smiles Sign in" button. Below this, the "Adult passenger details" section contains the following fields:

- Title: Select
- Name (as shown in ID):
- Surname (as shown in ID):
- Date of birth (Day/Month/Year): DD/MM/YYYY
- Turkish citizen:
- Frequent flyer program: Turkish Airlines - Miles&Smiles
- Frequent flyer number: TK |

At the bottom, there is a loading indicator: "Waiting for www.turkishairlines.com..."

Eurowings

Eurowings GmbH is a German low-cost airline headquartered in Düsseldorf.

The image shows a screenshot of the Eurowings website. At the top, the Eurowings logo is on the left, and navigation links for 'Discover', 'Book', 'Information', 'Your rewards', 'My trip', and 'Check-in' are on the right. A search icon and a user profile icon are also present. The main banner features a smiling flight attendant in a blue uniform holding a white box filled with miniature models of London landmarks like Big Ben and the London Eye. The box is labeled 'Miles & More Boomerang Club'. A large pink banner on the left reads 'NEXT DESTINATION: AWARD FLIGHT!' and 'Even more routes, even more choice.' A blue circular button says 'Redeem your miles now!'. At the bottom of the banner, there is a cookie notice: 'Cookies and tracking help us to improve your experience of our website. Click here for more information on this topic and on your [corresponding right to object.](#)' with an 'OK' button. A small disclaimer at the very bottom reads: '* Basic fare, unless indicated otherwise - checked luggage is subject to surcharges. Price per leg and person. Limited seating capacity.' Below that is a URL: <https://www.eurowings.com/milesales/Booru/Overview.aspx?culture=en-GB>

Home Page

Here is a good example on what type of airlines Eurowings is trying to convey. Their first page is advertising their last minute deals which you can book from 24,99 euros. Here they are trying to target customers who like outdoor activities and also making them want to find out more on these 'last minute deals'

The banner features the Eurowings logo and navigation links: Discover, Book, Information, Your rewards, My trip, Check-in. The main headline is **ACTIVE HOLIDAY.** with the subtext "Actively discover Europe's beauty with many reduced fares." A yellow box highlights a circular call-to-action: "from € 24,99* Book now!". Another yellow box highlights a sign that says "LAST MINUTE DEALS". The background shows two cyclists on a scenic road.

However their third image on the slider says 'Redeem your miles now!'. This is a loyalty scheme which is normally offered by premium airlines so this is a great way to attract their customers to continue booking with them to accumulate more air miles for discounts.

The banner features the Eurowings logo and navigation links: Discover, Book, Information, Your rewards, My trip, Check-in. The main headline is **NEXT DESTINATION: AWARD FLIGHT!** with the subtext "Even more routes, even more choice." A yellow box highlights a circular call-to-action: "Redeem your miles now!". The background shows a flight attendant in a blue uniform holding a box labeled "Miles & More Boomerang Club" filled with travel rewards like a Big Ben model and a suitcase. A small text at the bottom right says "NEXT DESTINATION: AWARD FLIGHT!".

Eurowings Discover Book Information Your rewards My trip Check-in

Flights Check-in Flight status

Departure airport Destination airport

Outgoing flight Return flight 1 0 0 Search for flight

Your fast lane to:

- Low fare calendar
- SALE - Cheap flights
- Seat reservation
- Luggage registration
- Change flight booking
- Route network

Discover Europe's most beautiful destinations! Departure Airport

Book now low cost flights with Eurowings.

Germany	Greece	Italy	Croatia
from £ 24.99 *	from £ 59.99 *	from £ 49.99 *	from £ 59.99 *
Leipzig/Halle from £ 59.99 *	Heraklion (Crete) from £ 82.99 *	Catania (Sicily) from £ 59.99 *	Zagreb from £ 62.99 *
Bremen from £ 59.99 *	Kavala from £ 74.99 *	Palermo from £ 67.99 *	Osijek from £ 69.99 *
Dresden from £ 59.99 *	Samos from £ 99.99 *	Bologna from £ 59.99 *	Zadar from £ 74.99 *
Berlin-Tegel from £ 49.99 *	Athens from £ 59.99 *	Milan Malpensa from £ 49.99 *	Split from £ 59.99 *
Cologne-Bonn from £ 24.99 *	Corfu from £ 88.99 *	Pisa (Tuscany) from £ 59.99 *	Pula from £ 69.99 *

* Basic fare, unless indicated otherwise – checked luggage is subject to surcharges. Price per leg and person. Limited seating capacity.

Their searching section is the first thing you will see when scrolling down. Like previous airline websites, they have added the option to 'check-in' and check 'flight status' making it easier for the user to navigate through the website.

'Your fast lane to' is a great way to incorporate popular pages making it easier for the customer to navigate through the website straight from the home page and reducing the amount of clicks needed to make their seat reservation for example. Although this is a good idea, I believe that they could improve the layout making it more noticeable.

At the bottom of the home page Eurowings has listed their prices for Europe destinations which will attract their customers to search through their offers with their affordable prices which is the main reason users visit their website for good deals. This is also allows their customers who may not have chosen their destination and are open to cheap deals.

Eurowings Discover Book Information Your rewards My trip Check-in

London (All Airports) ✓ Lisbon ✓

DD/MM/YYYY × Return flight

1 0 0 0 Search for flight

Outgoing flight: please select Outgoing & Return flights Outgoing flight only

August 2019 September 2019

Mon	Tue	Wen	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	

Mon	Tue	Wen	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

* Basic fare, unless indicated otherwise – checked luggage is subject to surcharges. Price per leg and person. Limited seating capacity.

Here I have chosen to go from London to Lisbon. When I press on the date picker a calendar automatically appears which shows what dates the flights are available. This could be a constraint for some users as they may need to travel on specific days. The calendar date picker also makes it easier to view what days is best and giving the user a visual example of their dates.

Eurowings 1. Select a flight > 2. More services > 3. Passenger data > 4. Extras > 5. Payment

Home > Booking: Flights > Book flights > Book flights

1. Your search

London (All Airports) ✓ Lisbon ✓ 25.08.19 ✓ 01.09.19 ✓ 1 0 0 0 ✓ Change search

Select outgoing flight

London (All Airports) → Lisbon (LIS)

	Sat 24.08. From £269.99	Sun 25.08. From £149.99	Mon 26.08. From £209.99	
8:05 AM London Heathrow 1 Stop 09:55h	6:00 PM Lisbon Eurowings Flight information	6:00 PM Lisbon Eurowings Flight information	only 1 seat left**	Flight from: £149.99 ↓
12:10 PM London Heathrow 1 Stop 05:50h	6:00 PM Lisbon Eurowings Flight information	6:00 PM Lisbon Eurowings Flight information		Flight from: £209.99 ↓

* Can be booked for a surcharge, free booking change or cancellation possible up to the end of the date of departure
 ** Seat availability refers solely to the price indicated above.
 *** Availability not guaranteed at all airports

After picking the dates you will get the flight times which are available. It also shows what flights have been picked for both flights. Here it informs the customer that there's only one seat left on this flight. This could sway the customer to make a quicker decision as there are limited flights available for that day.

The screenshot displays a flight selection interface for a round trip from London Heathrow to Lisbon. The top navigation bar shows dates: Sat 24.08. (From £269.99), Sun 25.08. (From £149.99), and Mon 26.08. (From £209.99). The main content area shows two flight options:

- Outbound Flight (Sun 25.08.):**
 - 8:05 AM London Heathrow to 6:00 PM Lisbon (09:55h, 1 Stop).
 - BASIC (8 kg):** £149.99. Includes hand luggage (8 kg), cabin baggage (8 kg), and priority boarding. Booking changes are free of charge with a £10 fee.
 - SMART (23kg):** £173.99. Includes luggage (23kg), preferred seating, priority boarding, and hand luggage (8 kg). Booking changes are free of charge with a £10 fee.
 - BIZclass:** not available.
- Inbound Flight (Mon 26.08.):**
 - 12:10 PM London Heathrow to 6:00 PM Lisbon (05:50h, 1 Stop).
 - Price: £209.99.

A note at the bottom states: "Can be booked for a surcharge, free booking change or cancellation possible up to the end of the date of departure."

As most airlines, they will allow the customer to pick what fare option they would like to select. These fares vary in prices due to what is included such as baggage and priority boarding.

The screenshot shows the search results page for a round trip from London to Lisbon. The search criteria are: London (All Airports) to Lisbon, dates 25.08.19 to 01.09.19, and 1 adult, 0 children, 0 infants. The total price is £513.98.

1. Your search

London (All Airports) ✓ Lisbon ✓ 25.08.19 ✓ 01.09.19 ✓ 1 0 0 ✓ [Change search](#)

Outgoing flight Sunday 25/08/2019 [Change selection](#)

London (All Airports) → Lisbon (LIS)

8:05 AM London Heathrow to 6:00 PM Lisbon (09:55h, 1 Stop) Eurowings **SMART £173.99** [Flight information](#)

Return flight Sunday 01/09/2019 [Change selection](#)

Lisbon (LIS) → London (All Airports)

2:00 PM Lisbon to 7:30 PM London Stansted (05:30h, 1 Stop) Eurowings **SMART £339.99** [Flight information](#)

[From £2 Save your price](#) Total price **£513.98** [Continue to step 2](#)

Here is an overview on the flights included the airport, date, time and prices.

As the outbound and inbound UK airports are different I think this should of been pointed out and made clearer to the customer.

3. Summary

Outgoing flight: London Heathrow (LHR) → Lisbon (LIS)		Return flight: Lisbon (LIS) → London Stansted (STN)	
via Dusseldorf (DUS)		via Cologne-Bonn (CGN)	
Sunday, 25/08/2019	8:05 AM - 6:00 PM	Duration 09:55	
Your fare: SMART ⓘ		Your fare: SMART incl. Flex option ⓘ	
Airfare per adult	£113.95	Airfare per adult	£315.63
Taxes, fees and charges Details	£60.04	Taxes, fees and charges Details	£24.36
Total price outgoing flight	£173.99	Total price return flight	£339.99

For your flights, you will receive a credit of:

Partner of Miles & More	Boomerang Club	Partner of Miles & More	Boomerang Club
Mileage credit in accordance with Miles & More conditions	1,939 Boomerang Club miles	Mileage credit in accordance with Miles & More conditions	3,800 Boomerang Club miles

[Back](#) [Continue to step 2](#)

[From £2 Save your price](#) Total price **£513.98** ⓘ [Continue to step 2](#)

Here is a summary of the flights which also includes a breakdown cost for the customer. However until this point I did not notice that this would be a stop over flight. I know that the average time from London to Portugal is roughly 2 hours and this summary says 5 hours and also says via Cologne-Bonn (CGN). I find this very misleading because again this hasn't been made clear to the customer from the start.

This could result in the customer cancelling the search or starting the search again which will be time consuming.

Here the website has informed the customer that the flights are from different airports in London.

I think they notified the customer a little late, as this means they will need to go back a few steps and re-do all the selection creating more work and time wasted for the customer.

3. Summary

Outgoing flight: London Heathrow (LHR) → Lisbon (LIS)		Return flight: Lisbon (LIS) → London Stansted (STN)	
via Dusseldorf (DUS)		via Cologne-Bonn (CGN)	
Sunday, 25/08/2019	8:05 AM - 6:00 PM	Duration 09:55	
Your fare: SMART ⓘ		Your fare: SMART incl. Flex option ⓘ	
Airfare per adult	£113.95	Airfare per adult	£315.63
Taxes, fees and charges Details	£60.04	Taxes, fees and charges Details	£24.36
Total price outgoing flight	£173.99	Total price return flight	£339.99

For your flights, you will receive a credit of:

Partner of Miles & More	Boomerang Club	Partner of Miles & More	Boomerang Club
Mileage credit in accordance with Miles & More conditions	1,939 Boomerang Club miles	Mileage credit in accordance with Miles & More conditions	3,800 Boomerang Club miles

[Back](#) [Close window](#) [Continue to step 2](#)

[From £2 Save your price](#) Total price **£513.98** ⓘ [Continue to step 2](#)

! Open-jaw flight chosen

The departure airport in your selection is different from the destination airport of the return flight.

We are expressly drawing your attention to the fact that you are personally responsible for the transfer between the airports.

[Back](#) [Close window](#) [Continue to step 2](#)

3. Summary

Outgoing flight: London Heathrow (LHR) → Lisbon (LIS)		Return flight: Lisbon (LIS) → London Stansted (STN)	
via Dusseldorf (DUS)		via Cologne-Bonn (CGN)	
Sunday, 25/08/2019	8:05 AM - 6:00 PM	Duration 09:55	
Your fare: SMART ⓘ		Your fare: SMART incl. Flex option ⓘ	
Airfare per adult	£113.95	Airfare per adult	£315.63
Taxes, fees and charges Details	£60.04	Taxes, fees and charges Details	£24.36
Total price outgoing flight	£173.99	Total price return flight	£339.99

For your flights, you will receive a credit of:

Partner of Miles & More	Boomerang Club	Partner of Miles & More	Boomerang Club
Mileage credit in accordance with Miles & More conditions	1,939 Boomerang Club miles	Mileage credit in accordance with Miles & More conditions	3,800 Boomerang Club miles

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[From £2 Save your price](#) Total price **£513.98** ⓘ [Continue to step 2](#)

Here is a summary of the flights which also includes a breakdown cost for the customer. However until this point I did not notice that this would be a stop over flight. I know that the average time from London to Portugal is roughly 2 hours and this summary says 5 hours and also says via Cologne-Bonn (CGN). I find this very misleading because again this hasn't been made clear to the customer from the start.

This could result in the customer cancelling the search or starting the search again which will be time consuming.

Here the website has informed the customer that the flights are from different airports in London.

I think they notified the customer a little late, as this means they will need to go back a few steps and re-do all the selection creating more work and time wasted for the customer.

3. Summary

Outgoing flight: London Heathrow (LHR) → Lisbon (LIS)		Return flight: Lisbon (LIS) → London Stansted (STN)	
via Dusseldorf (DUS)		via Cologne-Bonn (CGN)	
Sunday, 25/08/2019	8:05 AM - 6:00 PM	Duration 09:55	
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Total price outgoing flight	£173.99	Total price return flight	£339.99

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Mileage credit in accordance with Miles & More conditions	1,939 Boomerang Club miles	Mileage credit in accordance with Miles & More conditions	3,800 Boomerang Club miles

[Back](#) [Close window](#) [Continue to step 2](#)

[From £2 Save your price](#) Total price **£513.98** ⓘ [Continue to step 2](#)

! Open-jaw flight chosen

The departure airport in your selection is different from the destination airport of the return flight.

We are expressly drawing your attention to the fact that you are personally responsible for the transfer between the airports.

[Back](#) [Close window](#) [Continue to step 2](#)

London Stansted (STN) → Cologne-Bonn (CGN)

Passenger 1
Select seat

Reserved Selected seat

These seats are only available in the BizClass fare.

	A	B	C	D	E	F
4						
5						
6						
7						
8						

Seat with a free middle seat

Seat with more legroom

Waiting for walkinto... Cancel £0 Save and continue

'More Legroom' seat

£7 per passenger/flight

- ✓ Unparalleled seat space
- ✓ Snack & drink from €4

Standard seat

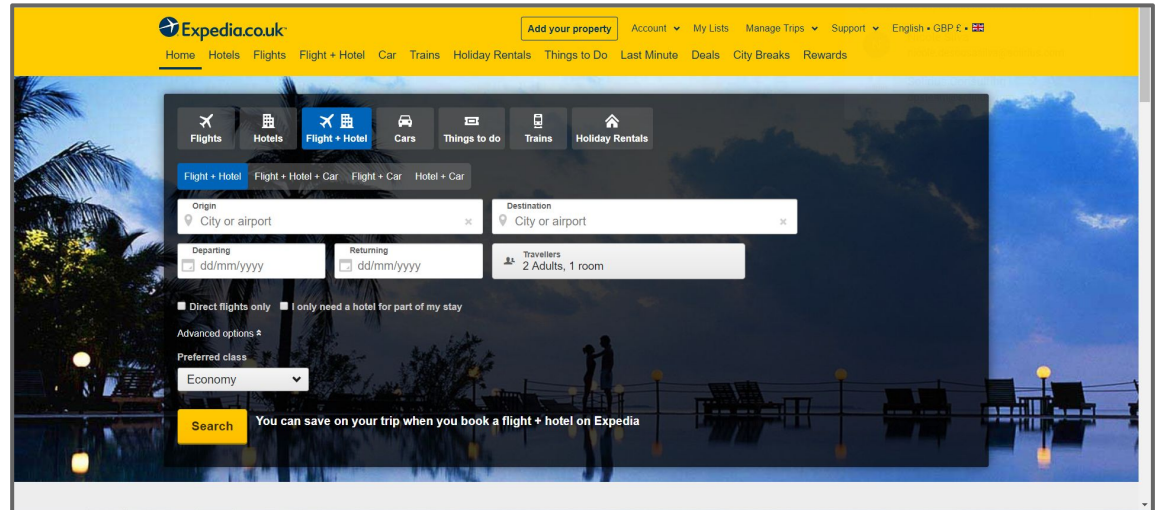
£0 per passenger/flight

When picking the seats Eurowings has included a virtual tour of the plane which is very useful for the customer to view what they will be flying in. This is especially good for those who need extra leg space and want to see what they will get on the day.

However this will need to be done four times as there is a stop over.

Expedia

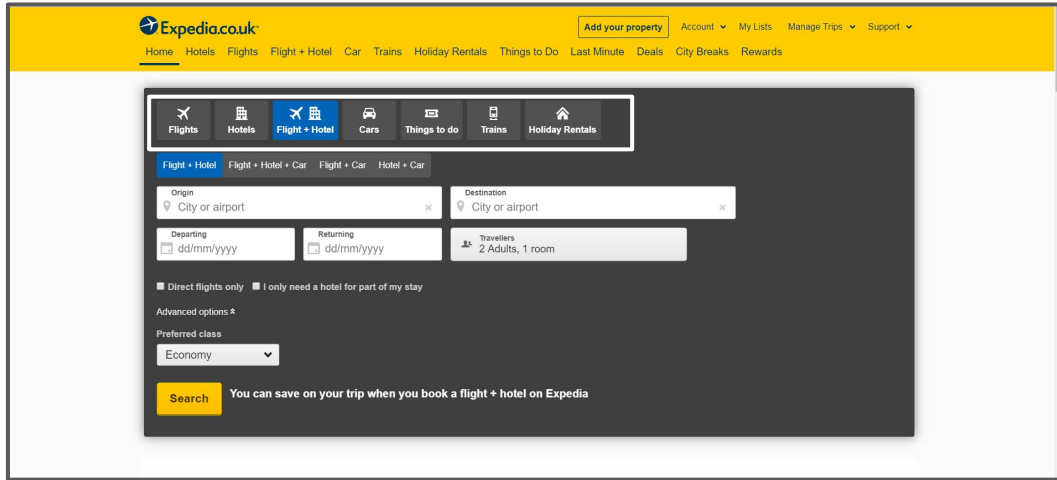
Expedia Group is an American global travel technology company.
Its websites, which are primarily travel fare aggregators and travel metasearch engines.



The screenshot displays the Expedia.co.uk website interface for a flight and hotel search. The top navigation bar is yellow and includes the Expedia logo, a search button labeled "Add your property", and links for "Account", "My Lists", "Manage Trips", "Support", and "English • GBP £ • GB". Below this is a secondary navigation bar with links for "Home", "Hotels", "Flights", "Flight + Hotel", "Car", "Trains", "Holiday Rentals", "Things to Do", "Last Minute", "Deals", "City Breaks", and "Rewards".

The main search area features a dark background with a tropical scene. A central search panel contains the following elements:

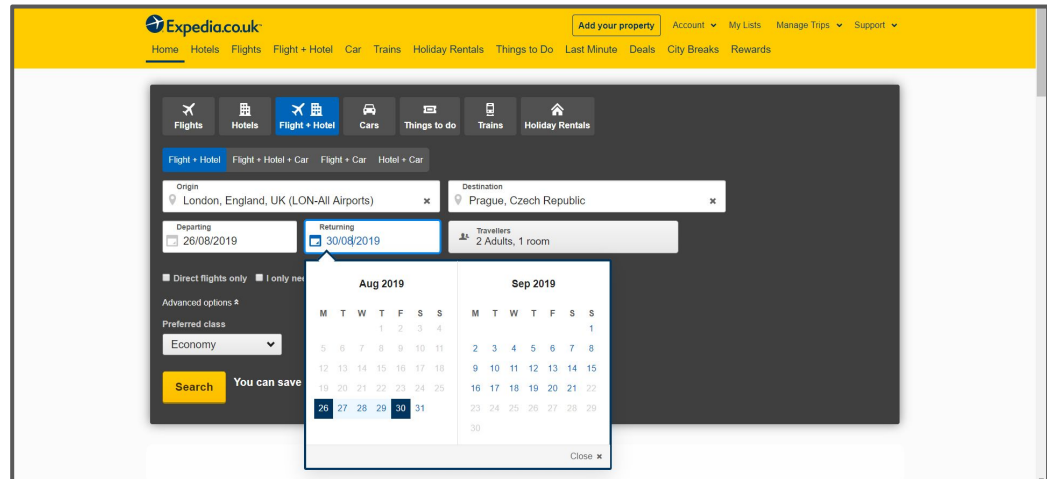
- A row of category buttons: "Flights", "Hotels", "Flight + Hotel" (highlighted in blue), "Cars", "Things to do", "Trains", and "Holiday Rentals".
- Sub-category options: "Flight + Hotel", "Flight + Hotel + Car", "Flight + Car", and "Hotel + Car".
- Origin and Destination input fields, both labeled "City or airport".
- Departing and Returning date fields, both labeled "dd/mm/yyyy".
- A Travellers field showing "2 Adults, 1 room".
- Checkboxes for "Direct flights only" and "I only need a hotel for part of my stay".
- An "Advanced options" link.
- A "Preferred class" dropdown menu set to "Economy".
- A yellow "Search" button.
- A promotional message: "You can save on your trip when you book a flight + hotel on Expedia".

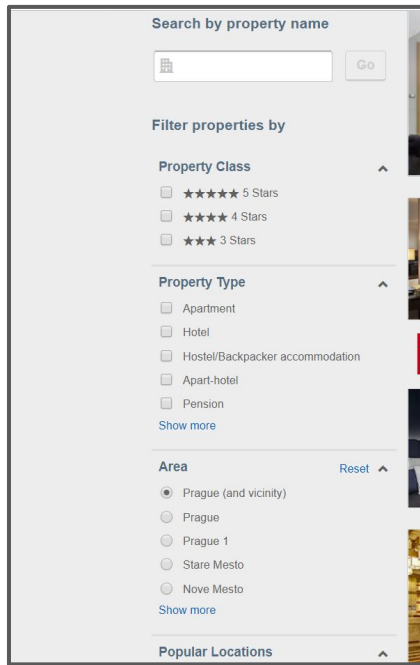


Expedia has a very clear layout which is easy to navigate through. The use of minimal colours is also a good way to keep the website simple but effective.

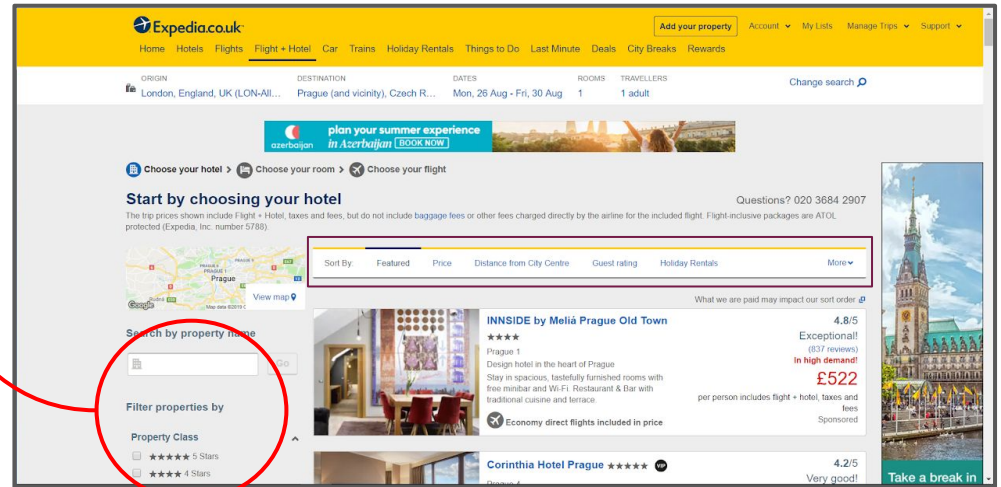
As expedia is a comparison website they advertise all their services on the search panel allowing the customer to pick their preferred choice.

Filling out the search criteria is really easy, they also automatically show a calendar date picker when you click on the departure button. This gives you a clear view on what date you're picking and two months view.





Here you can use the filters panel, where you can choose by price, guest rating or even distance from the city center. These are all popular filters for customers when they're making a decision on their preferred hotel.



Here are some more filters which can be applied depending on the customer's needs/requests. This will help narrow the search and find a suitable option for the customer.

As Expedia is a comparison website, once you click on search you will be taken to a search results page with hotel options. This is normally the first thing which a customer would view as their price would mainly depend on their accommodation, being that they're flexible on flights such as time and airline.


See all hotels Flight + Hotel for Prague (and vicinity) • Mon, 26 Aug - Fri, 30 Aug • 1 Room

Choose your hotel > Choose your room > Choose your flight

Grandior Hotel Prague ★★★★★

Na Porici 42, Prague, £382 /person [Choose a room](#)

Photos - Rooms - Amenities - Reviews - Policies



146 • Featured Image

Choose your room

Expedia-verified reviews


Super! 4.5 of 5 guest rating

View all 6,396 verified reviews

Breakfast Wifi Restaurant Business

Dining is available at one of the hotel's 2 restaurants. A bar/lounge is on site where

See more



SPONSORED LISTINGS

Hotel Grandior Prague - Prague - trivago.co.uk
Great Deals on Czech Republic Hotels! Compare 20+ Sites Worldwide with trivago™ Great Offer for Your Next Stay. Save on Your Booking 2024. Flexible Cancellation. Fast & Money.
www.trivago.co.uk
Visit Website

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ATOL Protected City Breaks for Just 10 Days
Book With 100% Confidence
Award-winning UK Airline
Over Payment Scheme
Committed Flight Times
Easy Booking Process
www.jetHolidays.com
agoda Hotels
www.agoda.com
Visit Website

Grandior Hotel Prague 651, Prague Hotel Deals & Reviews - Kayak
Compare hundreds of hotel deals at once. Save money with KAYAK. Cheap hotels, holiday rentals, last minute travel deals. Best Price Guarantee.
www.kayak.co.uk
Search Cheap Hotels
Hotels in London
Hotels in Amsterdam
Visit Website

On this page you can start to view where you are along the process which is currently 'Choose your rooms'.

This page is laid out very clearly and allows the customer to easily navigate through their website.




Here are the choices of rooms which the hotel offers. This also changes the price of the final cost.

146 • Featured Image Photos - Rooms - Amenities - Reviews - Policies All photos

Choose your room

Trip Details

FLIGHT (2 return tickets) + HOTEL (4 nights) Total: **£764.17** (includes 2 travellers)

Room type	Price	Action
 <p>Classic Room 248 square feet 1 king bed or 2 single beds Room sleeps 3 guests (up to 2 children) Breakfast included Free Wifi Show room information</p>	+ £0.00 total per night	Select
 <p>Deluxe Room 291 square feet 1 king bed Room sleeps 3 guests (up to 2 children) Breakfast included Free Wifi Free welcome drink Show room information</p>	+ £20.19 total per night <small>We only have 1 room left at</small>	Select
 <p>Classic Double or Twin Room with Extra Bed 248 square feet 1 queen and 1 single bed or 2 single beds Room sleeps 3 guests (up to 2 children) Breakfast included Free Wifi</p>	+ £33.65 total per night <small>We only have 3 rooms left at</small>	Select

Grandior Hotel Prague 651, Prague Hotel Deals & Reviews - Kayak
Compare hundreds of hotel deals at once. Save money with KAYAK. Cheap hotels, holiday rentals, last minute travel deals. Best Price Guarantee.
www.kayak.co.uk
Search Cheap Hotels
Hotels in London
Hotels in Amsterdam
Visit Website

Expedia.co.uk | Add your property | Account | My Lists | Manage Trips | Support | English • GBP £ •

Home | Hotels | Flights | Flight + Hotel | Car | Trains | Holiday Rentals | Things to Do | Last Minute | Deals | City Breaks | Rewards

London (LON) to Prague (PRG) | Mon, 26 Aug - Fri, 30 Aug | 2 Travellers

Choose your hotel | Choose your room | **Choose your flight**

Your selected hotel

Grandior Hotel Prague
 ★★★★★
 Mon, 26 Aug - Fri, 30 Aug
 Change hotel

Starting price: £836.85
Package savings: -£43.49
 Total trip price: £793.36

Select your departure to Prague Mon, 26 Aug
The trip prices shown are per person and include Flight + Hotel, taxes & fees. Flights include e-tickets, but do not include baggage fees or other fees charged directly by the airline. Flight-inclusive packages are ATOL protected (Expedia, Inc. number 5786)

Sort & Filter Clear

Sort by: Price (Lowest)

Stops

- Direct (14)
- 1 Stop (53)

Airlines included

- Lufthansa (16)
- KLM (10)

07:25 - 10:20 easyJet Good Flight (7/2/10)	1h 55m (Direct) SEN - PRG	+ £0 return per person includes taxes and fees	Select
<small>There may be an additional fee based on your payment method. Fee is not reflected in the ticket price.</small>			
10:25 - 13:15 easyJet Good Flight (7/2/10)	1h 50m (Direct) STN - PRG	+ £31 return per person includes taxes and fees	Select
<small>There may be an additional fee based on your payment method. Fee is not reflected in the ticket price.</small>			

Reach 25M+ professionals in the UK with LinkedIn Ads

The last step on your booking is choosing your flight. This page has various time slots with different airlines choices.

Once the flights are chosen, you will get a summary on your holiday.

This layout is clear and easy to read, ensuring there won't be any misunderstanding from the user.

Expedia.co.uk | Add your property | Account | My Lists | Manage Trips | Support | English • GBP £ •

Home | Hotels | Flights | Flight + Hotel | Car | Trains | Holiday Rentals | Things to Do | Last Minute | Deals | City Breaks | Rewards

Your trip to Prague, Czech Republic

Mon, 26 Aug - Fri, 30 Aug
 Roundtrip • 2 travellers

easyJet 07:25 - 10:20 easyJet 1h 55m SEN - PRG	Direct
easyJet 21:55 - 23:00 easyJet 2h 5m PRG - LGW	Direct

Show flight and baggage fee details

Return Flight
 Southend-on-Sea (SEN) to Prague (PRG)
 Mon, 26 Aug - Fri, 30 Aug
 2 Tickets: 2 Adults

Grandior Hotel Prague
 Prague
 Mon, 26 Aug - Fri, 30 Aug
 1 Room, 4 nights

Starting price: £747.37
 Package savings: -£43.49
 Taxes & Fees: £89.48

Total: £793.36
All prices include taxes & fees and are quoted in British pounds sterling

Next: Final details

Grandior Hotel Prague
 ★★★★★
 Prague
 Classic Room
 Show room information

Don't forget to add travel protection to your booking at checkout.

Important: Trip Information

Bundle More, save more

Expedia.co.uk Sign in

Review and book

Book online or call 020 3564 4855

[Sign in to earn 1,587 Expedia Rewards points](#)

Who's flying?

Traveller names must match your government-issued photo ID exactly.

Southend-on-Sea (SEN) to Prague (PRG) Mon, 26 Aug - Fri, 30 Aug

To avoid being denied boarding and/or paying a change fee, enter traveller names exactly as shown on government-issued IDs.

Name as printed on ID:
Smith John David

Name on Expedia:
First name: Middle name: Surname:
John David Smith

Traveller 1: Adult, primary contact

Title* First name* Middle name Surname*

Country/Territory Code

Phone number*

Return Flight

Southend-on-Sea (SEN) to Prague (PRG)
Mon, 26 Aug - Fri, 30 Aug
2 tickets: 2 adults

Grandior Hotel Prague

Prague, Czech Republic
Mon, 26 Aug - Fri, 30 Aug
1 room: 4 nights

Starting price	£836.85
Package savings	-£43.49
Total due today	£793.36
Subtotal	£703.88
Taxes & fees	£89.48
(Average per person £396.68)	

Rates are quoted in British pounds sterling.
Taxes and Fees due at the property are based on current exchange rates, and are payable in local currency.

The final steps are the customers details such as name, address and their payment details to complete their holiday purchase.