

Features	Airlines					
	British Airways	Virgin Atlantic	American Airlines	Delta	KLM	Emirates
Passenger info						
Online check-in						
Manage booking						
Flight status						
Bookings process						
Search by cheapest time of year						
Transparent pricing						
Optional extras screens before booking (hotel, insurance etc.)						
Accessibility						
Language selection						
High contrast option						
Legend	Airline offers feature	Airline doesn't offer feature				
Extras						
Travel guides						
Special offers						
Airline news						
In-flight entertainment info						
Rewards programme						
App available						
Account creation						
Safety & Security						
Travel alerts						
Covid travel info						
Covid cancellation policy						
Summary						
British Airways	<p>Pros: Nice, large click points when searching for flights. Landing page is dominated by a few things only (search function, very simple nav bar and nice and emotive background imagery – Not overwhelming at all. Really nice use of their colour palette. White is very dominant, so any blue CTAs really stand out + there is a notable different between the two blue shades they use.</p> <p>Cons: Date selection calendar could be larger. Would be nice to see both outbound and return flight options on the same screen as well, and have the ability to cycle dates forward/back by 24 hours.</p>					

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Virgin Atlantic	<p>Pros: They don't charge for seat selection. Fewer screens to navigate through as many options are on one page (see Luke's point from user interviews). I like the microcopy in some of their CTAs – not always super formal but instead, sometimes conversational. I do really like how the landing page is laid out in this tile format. There's clear consistency and the placement of the subtitles give a nice and clear preview of what's to come. Nice nav bar but there are inconsistencies in the pixel sizing of the typeface here. Typeface is also between 11-13px which i think it quite small. Leaves room for user error too.</p> <p>Cons: When buying a flight, scrolling is required to skip all options. Having reviewed other airlines, I think they would do well to have a covid travel alerts banner along the top of the screen also.</p>						
American Airlines	<p>Pros: Very simple navigation bar at the top of the page. Certainly not overwhelming. Are there too few options though?</p> <p>Cons: Travel updates banner at the top is way too big. If they changed the colour/saturation and reduced the sizing, it would be less visually imposing. I don't like the search feature on the landing page. Because it offers so many options and it sits next to the log in feature, it's all a bit overwhelming. Touch points are also quite small. Emirates on the other hand has a much more minimalist search function with larger touch points but with less text.</p>						
Delta	<p>Pros: I like the dark blue background layer on the homepage – give a premium feel. Log in CTA is clearly displayed in the far corner. I like that the support options further down the page and complimented by large icons that quickly tell you what the sections are about – reduces cognitive load.</p> <p>Cons: The calendar dropdown could be larger. Having now critiqued other websites, the covid travel updates could certainly be more clearly displayed.</p>						
KLM	<p>Pros: Nice, clear banner at the top to read covid travel updates. Large cancel option too, so it's easy to get rid of. The only airline to offer an accessibility feature for visually impaired users. Landing page uses its colour palette really effectively and the orange CTAs really stand out. Website definitely gives off a premium feel. Really like how the menu bars at the top don't overload me with options either. Very simple and I can see there's more info in the hamburger menu if I need it. Like that they have travel guides</p> <p>Cons: I have to submit my email address if I want access to any special offers though. Would be nice to display info concerning in-flight entertainment info also. Special offers only available if I give my email address.</p>						
Emirates	<p>Pros: Nice dropdown feature at the top of the page to clearly display travel updates concerning covid. I like how the dropdown calendar in the search menu was nice and wide. Larger touch target reduces the chance of error. From its layout, typeface and use of whitespace, website is easy to use and exudes exudes a sense of quality.</p> <p>Cons: Only shows special via email though.</p>						