



anton linström

Competitive Benchmarking | Flight Booking Websites

# Overview

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Main purpose of this exercise is to review four flight booking websites including aggregators. Focus will be on desktop format.

- Kulua.com
- FlySafair
- Virgin Australia
- Travelstart

# Areas of focus

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The indicators below will show positive, neutral and negative impacts during the flight booking process for each competitor.

- Good
- Neutral
- Needs Improvement

# kulula.com

Kulula is a South-African low-cost airline, operating on major domestic routes. Kulula is a subsidiary of Comair Ltd, which also operates flights of British Airways.

# 1.1 Homepage

- 1 No clear value proposition. No clear mention of any promotions
- 2 Main navbar is well placed and clear indicators for different type of bookings
- 3 Search bar is well placed and easy to find
- 4 Notification bar underneath search bar with Covid-19 updates. A bit cluttered with other information like Check-in Online which should be easier to find in the main nav
- 5 Very cluttered. Tons of CTAs leaving the user confused and uneasy

The screenshot shows the kulula.com homepage with several annotations:

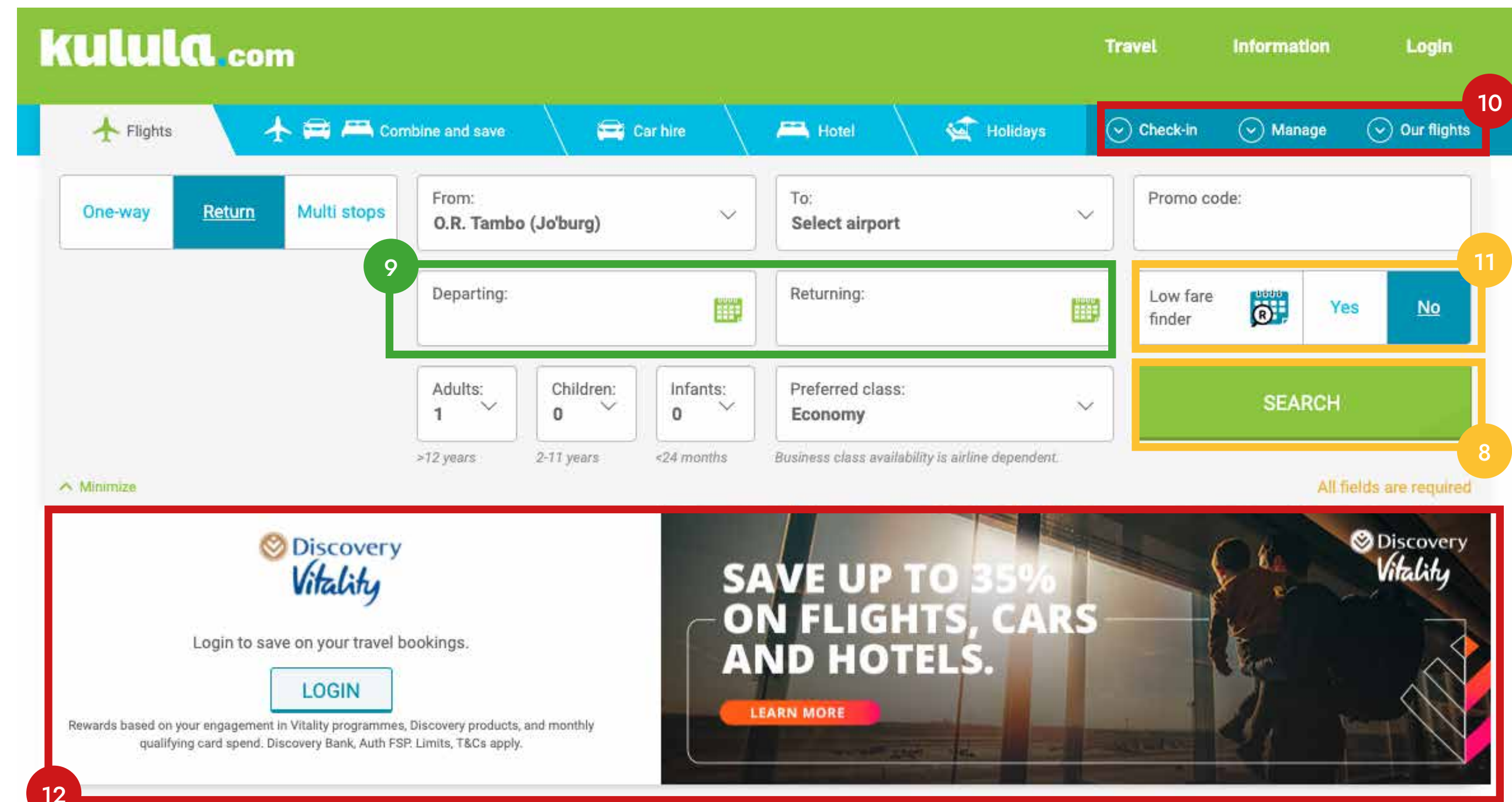
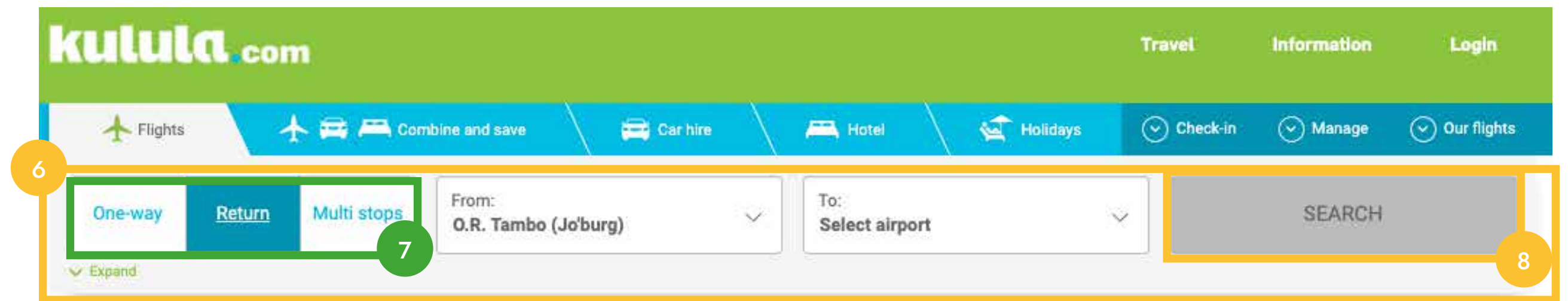
- 1**: A red circle at the top left of the page.
- 2**: A green circle highlighting the main navigation bar with links for Flights, Combine and save, Car hire, Hotel, Holidays, Check-in, Manage, and Our flights.
- 3**: A green circle highlighting the search bar with options for One-way, Return, and Multi stops, and a search button.
- 4**: A yellow circle highlighting a notification bar with a COVID-19 update: "Skip the queues & check-in online. Arrive early to reduce contact & maintain social distancing | COVID-19 & other travel updates".
- 5**: A red circle highlighting the main content area, which is very cluttered with multiple CTAs and promotional banners.

The main content area includes:

- "Need to change your flight booking?" with a "Change my booking online" CTA.
- "Simpli-fly your travel experience with the kulula mobile app." with a "Read more" CTA.
- "Mauritius holidays" with a "Book now" CTA.
- "Save up to 35% on flights, cars and hotels" banner.
- "Low fare finder" with a "VIEW FARES" CTA.
- "kulula newsletters" with a "SUBSCRIBE" CTA.
- "khuluma magazine" with a "DOWNLOAD PDF (BMB)" CTA.
- "Our partners" section featuring Discovery Vitality, Europcar, TEMPEST, and EZ Shuttle.
- "Got everything you need?" section with icons for Flights, Car hire, Accommodation, Holidays, Combine and save, and EZ Shuttle Airport transfers.

# 1.2 Search & Select

- 6 Clean selection options. Rest of options are hidden (dates, class etc.) but gets revealed once the user clicks on an option
- 7 Type of flight selection is clearly marked with a background
- 8 At first glance the submit/search button is hard to see. Button text should include actionable text i.e. Search Flights. Button changes colour to green when selection options are made
- 9 Selecting dates are easy and intuitive with a calendar dropdown for both departing and returning. Same applies to rest of the dropdown selection options
- 10 Very difficult for the user to find the "Check-in" and "Managing Flights" section. This should be clearer. "Our Flights" menu item is misleading and should rather be straight forward "Flight Status"
- 11 Selection options for Low fare finder is very clear but could let the user know before hand that it will be flexible dates
- 12 These Ads pop up immediately when the user makes a selection which is a distraction to the main task. Same ad can be found lower down the page



# 1.2 Search & Select

- 13 This step is unnecessary and gets repeated with a different layout once the user clicks on continue to flights
- 14 Clearly shows where the user are in the booking process
- 15 Flight dates, time, and cheapest pricing are clearly laid out. But no other pricing option until the user selects a time
- 16 "Edit" is not clearly visible. Naming convection should be more actionable as in "Edit Search" or "Edit Flights"

13 **Select Flight Dates**  
Select your flights for your Johannesburg - O.R. Tambo (JNB) - Cape Town (CPT).

2021 October Prices are lowest, one way, per traveller, incl. taxes

Sun Mon Tue Wed Thu Fri Sat

2021 October

17 NO FLIGHTS	18 NO FLIGHTS	19 NO FLIGHTS	20 R 1 115.84	21 R 1 414.84	22 R 1 621.84	23 R 816.84
24 R 1 115.84	25 R 920.34	26 R 816.84	27 R 1 115.84	28 R 1 418.84	29 R 1 621.84	30 R 816.84

Great! Now on to flights... **CONTINUE TO FLIGHTS**

14 16

**Select your flights**  
Johannesburg - O.R. Tambo (JNB) to Cape Town (CPT)

Note: British Airways (operated by Comair) flights are displayed below for price comparison only. Should you wish to book a British Airways flight, please visit [ba.com](http://ba.com).

15 < 23 Oct R795.73 24 Oct R795.73 25 Oct R991.23 26 Oct R795.73 27 Oct R991.23 28 Oct R1 393.73 29 Oct R1 393.73 >

4 results **ECONOMY** Sort by: Show filters

Departure	Carrier	Prices are in ZAR and One-way (per passenger).
07:00 → 09:05 HLA CPT 2 hrs 5 mins Non-stop	MN 451	FROM R795.73

Details ^

- 26 Oct, 07:00 am Lanseria  
HLA Johannesburg - Lanseria  
MN 451  
Aircraft: Boeing 737-800  
Travel time: 2 hrs 5 mins
- 26 Oct, 09:05 am Cape Town  
CPT Cape Town

# 1.2 Search & Select

- 17 On flight selection the user gets a good overview on what's included in each package.
- 18 Clear indication of flight cost
- 19 Quick and easy review of the user selection including package and ability to change the flight
- 20 Two buttons next to each other is a bit confusing. The back button should have a naming convention or be left aligned. Text on main button to proceed could be better "Continue" or "Passenger Details"
- 21 Overview of trip details

Mon, Oct 25 3 results Sort by: Show filters ECONOMY

Departure: CPT → HLA 1 hr 55 mins Non-stop Carrier: MN 456 FROM R2 024.34 Only 6 seats left!

Fly Light	Pack & Go <span>Popular</span>	Fully Loaded
Hand baggage 1 x bag @ 7kg	Hand baggage 1 x bag @ 7kg	Hand baggage 1 x bag @ 7kg
Checked baggage Not included	Checked baggage 1 x bag @ 20kg	Checked baggage 2 x bag @ 20kg
Flight Changes R299 incl. VAT + fare difference	Flight Changes 2 FREE Changes + fare difference	Flight Changes Free & Unlimited + fare difference
Q-jump Not included		Q-jump Included
R2 024.34 Only 6 seats left!	R2 219.84 Only 6 seats left!	R2 415.34 Only 6 seats left!

Home JNB ⇌ CPT Travellers 1 Passenger Seat Select... Extras Payment EDIT R3 233.49

### Review your flight selection

19 Depart Fri, Oct 22nd CHANGE FLIGHT

07:00 → 09:10 2 hrs 10 mins Non-stop MN 103 R2 024.34 Pack & Go

Arrive Thu, Nov 4th CHANGE FLIGHT

06:00 → 08:00 2 hrs Non-stop MN 100 R1 209.15 Fully Loaded

20 ← CONTINUE TO TRAVELLERS

21 Trip details

JNB ⇌ CPT R2 570.00

Departing: 7:00 am, on 22 October 2021

Johannesburg(JNB) → Cape Town (CPT)

Duration: 2 hrs 10 mins / Non-stop

MN 103

Returning: 6:00 am, on 04 November 2021

Cape Town (CPT) → Johannesburg(JNB)

Duration: 2 hrs / Non-stop

MN 100

Adult x 1 R2 570.00

Seats

Extras

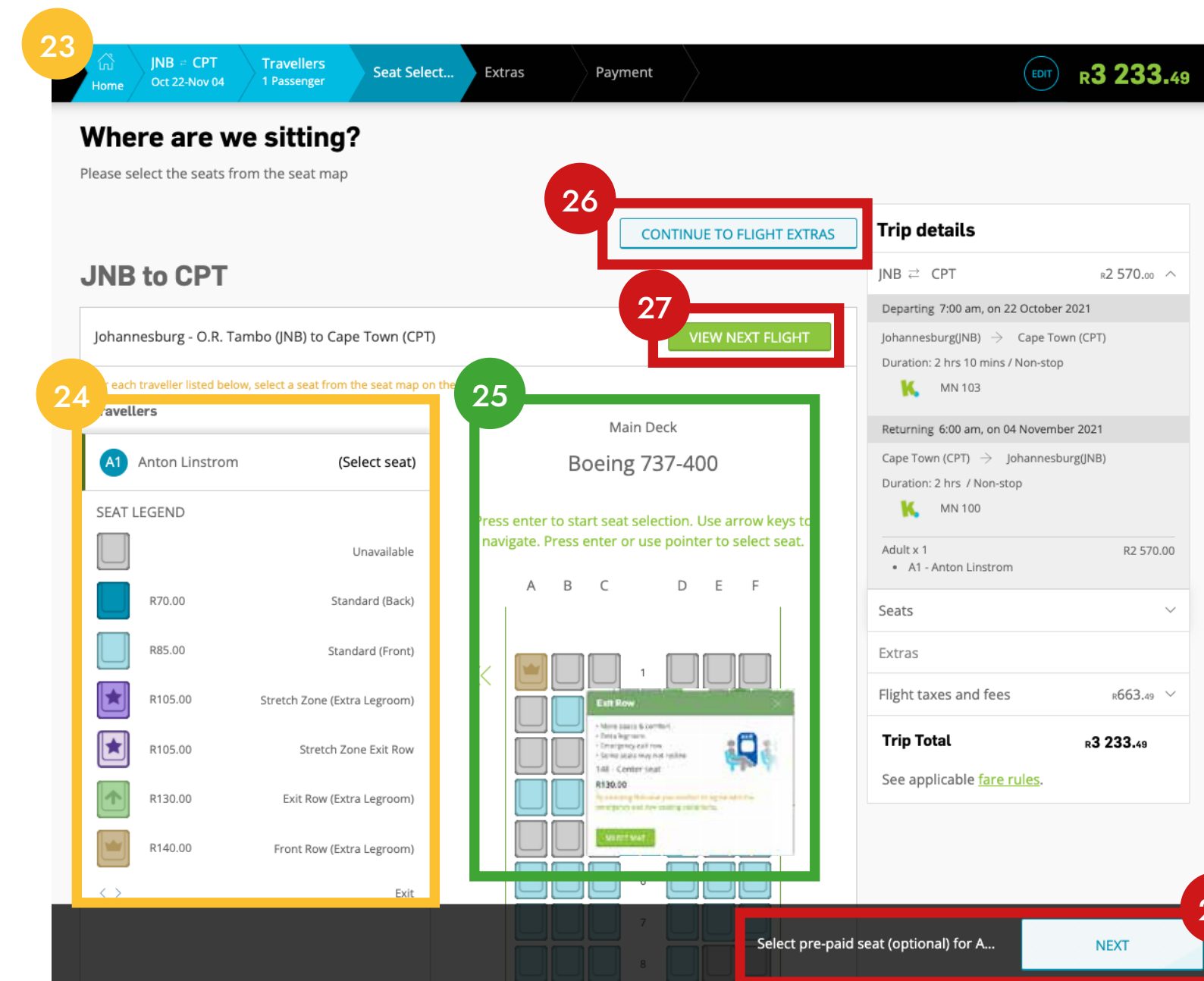
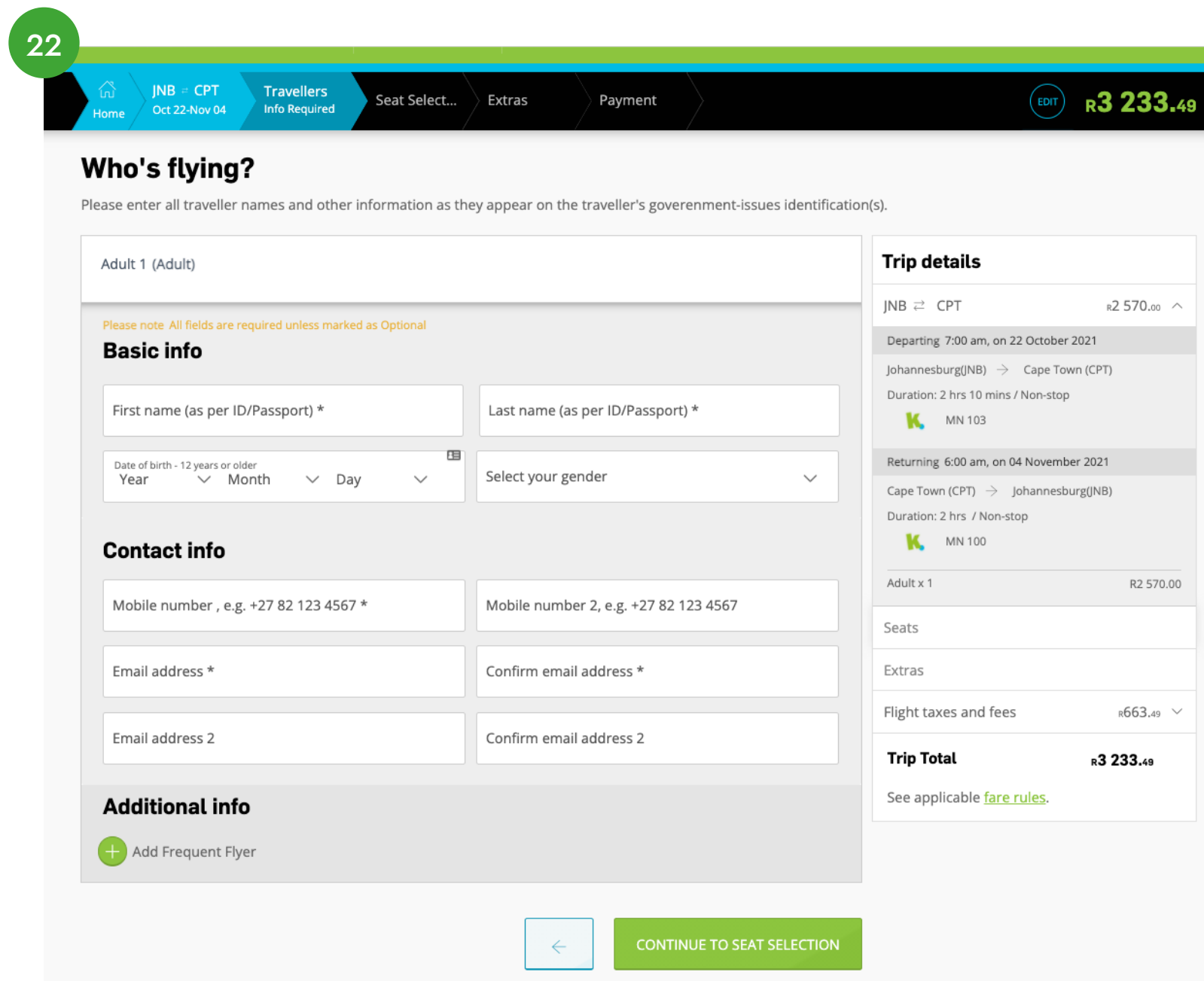
Flight taxes and fees R663.49

**Trip Total R3 233.49**

See applicable [fare rules](#).

# 1.3 Booking

- 22 Booking page is very well laid out and easy to enter the necessary details.
- 23 Although the seat selection page shows the user all the necessary information it could be laid out better. Too many loose CTAs buttons.
- 24 Information on seat selection and price.
- 25 Interactive seat selection with layout of seats. Clearly shows what is available and colorized according to seat legend. The user can click on a seat of choice to select it and view more information.
- 26 CTAs to next steps are badly placed and confusing. "Continue to extra flights" seems to be placed in a more prominent position than viewing seats for the next flight.
- 27 CTA for selecting seats for the return flight is badly placed. Should be under the selection or trip details. The flow on each page seems different and can be confusing to the user.
- 28 Floating bottom bar is confusing and doesn't make sense. Wording is cut off and not sure what action will take place when the user clicks on "Next". No consistency in the pages.





# 1.3 Booking

- 29 Adding extras are clearly defined as well as price and information. Big CTAs and easy to use.
- 30 When selecting to add extra bags the selection process occurs through a pop up unlike the selecting seats process. The experience should be consistent throughout.
- 31 Adding bags per flight (departure & return) are clearly marked for the user to add extra bags per flight. The amount of bags can be added per flight through selection. Total of cost are also shown.
- 32 Any added extras are clearly marked and can be changed.

29

**Customise your flight(s) with these extras**  
We've handpicked these flight extras for you to make your trip as smooth as possible.

**Extra bags**  
+20kg  
Avoid excess baggage or heavy bag charges at the airport. Buy an extra 20kg baggage allowance online and save.  
R330.00 per bag, per flight  
ADD EXTRA BAGS

**Q-Jump**  
Be among the first to board, spend less time queueing and more time relaxing. Checked bags offloaded first at your destination airport.  
R55.00 per traveller, per flight  
ADD Q-JUMP

**Trip details**  
JNB ⇌ CPT R2 570.00  
Departing 7:00 am, on 22 October 2021  
Johannesburg(JNB) → Cape Town (CPT)  
Duration: 2 hrs 10 mins / Non-stop  
K MN 103  
Returning 6:00 am, on 04 November 2021  
Cape Town (CPT) → Johannesburg(JNB)  
Duration: 2 hrs / Non-stop  
K MN 100  
Adult x 1  
• A1 - Anton Linstrom R2 570.00  
Seats R215.00  
Extras  
Flight taxes and fees R663.49  
**Trip Total R3 448.49**  
See applicable [fare rules](#).

30

**Extra bags**  
+20kg  
R330.00 per bag, per flight  
Don't skimp on how much to pack - you can take it all with an extra 20kg bag.

31

**Departure flight**  
MN 107:Johannesburg - O.R. Tambo → Cape Town  
Anton Linstrom  
Number of bags: 1 R330.00  
- 1 +

**Return flight**  
MN 110: Cape Town → Johannesburg - O.R. Tambo  
Anton Linstrom  
Number of bags: 1 R330.00  
- 1 +

Total R660.00  
CANCEL ADD TO CART

32

**Customise your flight(s) with these extras**  
We've handpicked these flight extras for you to make your trip as smooth as possible.

**Extra bags**  
+20kg  
Avoid excess baggage or heavy bag charges at the airport. Buy an extra 20kg baggage allowance online and save.  
✓ Added to cart  
R660.00  
CHANGE

**Trip details**  
JNB ⇌ CPT R2 380.00  
Departing 10:00 am, on 25 October 2021  
Johannesburg(JNB) → Cape Town (CPT)  
Duration: 2 hrs 10 mins / Non-stop  
K MN 107  
Returning 3:05 pm, on 28 October 2021  
Cape Town (CPT) → Johannesburg(JNB)  
Duration: 2 hrs / Non-stop  
K MN 110  
Adult x 1  
• A1 - Anton Linstrom R2 380.00  
Seats R190.00  
Extras R660.00  
Flight taxes and fees R633.68  
**Trip Total R3 863.68**  
See applicable [fare rules](#).

# 1.4 Payment

29 Trip summary can be viewed on the payment page as well as a cost breakdown on the right with any extras, seats, etc. Any unwanted extras can be easily removed.

30 Payment screen is pretty straightforward. Fields are clearly marked to what is required.

31 Not very clear on which tab you are. Rather have the primary colour depicting on which tab the user are.

29

30

31



FlySafair is a low-cost airline based in Johannesburg, South Africa. It is a wholly owned subsidiary of Safair.

# 2.1 Homepage

- 1 No clear value proposition or Covid guidance.
- 2 Sliders are used for promotions, quite distracting when landing on the page. Reason the user is here is to make a booking. Too close to the booking form making it cluttered and distracting.
- 3 Booking form is laid out well with all fields visible to the user. Missing car rental option which comes up during the flight booking process.
- 4 CTA for booking stands out and naming convention shows action in "Let's Go".

The screenshot shows the FlySafair homepage with several annotations:

- 1**: A red circle highlights the top navigation bar, which includes a "Sign our Public Holidays Petition" link and a "Close" button.
- 2**: A red circle highlights a large promotional slider for "FlySafair Holidays SUPER SAVER HOLIDAYS FOR EVERYONE" featuring the "CAPE TOWN VICTORIA & ALFRED HOTEL" with a price of "From R2864" and a "Save up to R760" offer.
- 3**: A yellow circle highlights the booking form, which includes options for "Flight", "FlyMore", "Holidays", and "My Booking", along with fields for "Round-trip", "One-way", "Special Assistance", "Departure Airport", "Arrival Airport", "Departure" (22/10/2021), "Return" (22/10/2021), "Adult" (1), "Child" (0), and "Infant" (0). It also has a "Flexible dates? Use the low fare finder" checkbox and a "Promo code" field.
- 4**: A green circle highlights the "Let's Go" button, which is a prominent pink button at the bottom of the booking form.

Below the main content area, there are three promotional cards:

- LOW FARE FINDER**: Find the cheapest flights for your travel dates. Includes a "SEARCH NOW" button.
- SPECIAL ASSISTANCE**: How to book special assistance for your trip. Includes a "LEARN MORE" button.
- UNACCOMPANIED MINOR**: Book flights for children aged 5 - 11 who are flying alone. Includes a "BOOK NOW" button.

## 2.2 Search & Select

- 1 When booking for a flight it is easy and intuitive. Selection options are simple, visible and easy to navigate. Field labels are clearly marked with the option of searching for low fares and flexible dates.
- 2 Choosing dates for departure and return is easy and both have a pop up calendar which makes the process intuitive.

1

Flight FlyMore NEW Holidays My Booking

Round-trip  One-way  Special Assistance

✈ Departure Airport

✈ Arrival Airport

Departure Return

22/10/2021 22/10/2021

Adult Child Infant

1 2 3 More 0 0

Flexible dates? Use the low fare finder

Promo code

**Let's Go**

By clicking Let's go I agree to Website Terms of Use

2

Flight FlyMore NEW Holidays My Booking

< October 2021 >

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	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	1	2	3	4	5	6

1 2 3 More 0 0

Flexible dates? Use the low fare finder

Promo code

**Let's Go**

By clicking Let's go I agree to Website Terms of Use

## 2.2 Search & Select

- 6 Selecting your flights page is extremely intuitive and easy to follow. No distractions and primary CTAs are clearly visible.
- 7 Flight route are marked at the top with the option to edit the search.
- 8 Shows lowest pricing for flights on specific days close to your selection and the lowest fare is clearly marked.
- 9 Flight pricing clearly marked and shows indicators if the price is going to go up or if it is a special.
- 10 Covid-19 booking assurance. Important but very prominent on the selection page which can be distracting.
- 11 Flight summary is visible and updates as the user makes changes or selections.
- 12 Not necessary for the user to have this information during the booking process.
- 13 Online assistance is clearly visible.

The screenshot shows the FlySafair flight selection interface. At the top, the FlySafair logo is on the left, and the flight route "O.R Tambo Int. Airport (JNB) → Cape Town Int. Airport (CPT)" is displayed with an "Edit" button. A "LOG IN" button is in the top right corner.

The main section is titled "Departing Flight" and includes a "Month View" calendar. The calendar shows dates from Wednesday, October 20 to Tuesday, October 26. The lowest fare is highlighted for Sunday, October 24, at R621.

Below the calendar, a list of flight options is shown, each with a flight number, departure time, destination, and price. The flights are:
 

- FA 200: 05:55 JNB → CPT 08:10, SPECIAL, From R621
- FA 800: 07:00 JNB → CPT 09:15, SPECIAL, From R721
- FA 107: 08:35 JNB → CPT 10:50, SPECIAL, From R821
- FA 129: 08:35 JNB → CPT 10:50, SPECIAL, From R821
- FA 292: 09:45 JNB → CPT 12:00, Last seat at this price, From R1,222
- FA 212: 11:50 JNB → CPT 14:05, Price going up soon, From R2,024
- FA 802: 12:55 JNB → CPT 15:05, Last seat at this price, From R1,921
- FA 296: 13:00 JNB → CPT 15:15, Price going up soon, From R2,172
- FA 109: 14:35 JNB → CPT 16:50, Last seat at this price, From R2,921
- FA 123: 16:55 JNB → CPT 19:10, Last seat at this price, From R2,472

On the right side, there is a "COVID-19 Book Assured" banner with the text "Book your flights with peace of mind" and a "Learn More" button. Below this is a "FLIGHT SUMMARY" section showing:
 

- Departing 23 October 2021 (JNB → CPT)
- Return 25 October 2021 (CPT → JNB)
- Fare: 1x Adult, R 0.00
- Extras: R 0.00
- Taxes: R 0.00
- Total: R 0.00

At the bottom left, there is a "JNB → CPT" route summary showing "114 people are viewing this route" and a "Help" button.

## 2.2 Search & Select

- 14 On flight selection the user will get prompted with different packages. All information of each package are clearly visible from price, what's included etc. Use of icons and a clean cut design.
- 15 Selected flights get displayed in two rows. One for departing and one for returning. This is well marked.
- 16 The user can easily change a flight.
- 17 CTA is clear and concise for the user to go on to the next step.
- 18 Flight summary gets updated as the user goes through the booking selection.

The screenshot displays a flight selection interface. At the top, three fare packages are shown: Lite (R721), Standard (R921, marked as RECOMMENDED), and Business Class (R1,671). Each package lists included services like Hand Luggage, Checked Luggage, and Fee-free Changes. To the right, a flight summary for a round trip (JNB to CPT) shows a total fare of R 0.00. Below this, the 'Departing Flight' section shows a flight on Sunday 24 Oct 2021 from JNB to CPT in Business Class for R1,571. The 'Return Flight' section shows a flight on Monday 25 Oct 2021 from CPT to JNB in Business Class for R4,221. A 'Continue' button is visible. On the right, a 'FLIGHT SUMMARY' section provides a detailed breakdown of the fare, including checked bags, sports equipment, and boarding, with a total of R 5,792.00. A 'COVID-19 Book Assured' banner is also present.

## 2.3 Booking

- 19 Indicator of where the user are with the booking process.
- 20 Showcase of added extras. Not sure how relevant this information is during personalising the flight details.
- 21 Adding the user details is intuitive. A one step process.
- 22 CTA is clear and concise for the user to go on to the next step.
- 23 Ability to go back a step incase the user wants to change details.
- 24 User can easily go back and edit their details.
- 25 After entering the user details the option comes up to add any extras.

**19** Personalise    Seats    Cars    Payment

**20** Bag

**21** Adult 1 - Contact Details

**23** Back

**22** Continue

**FLIGHT SUMMARY**

Departing 24 October 2021  
FA200 05:55 JNB CPT 08:10

Return 25 October 2021  
FA100 05:45 CPT JNB 07:45

Fare R 4,101.15  
Extras R 87.00  
Taxes R 891.85  
**Total R 5,080.00**

**24** Edit

**25** Add    Add    Add

**FLIGHT SUMMARY**

Departing 24 October 2021  
FA200 05:55 JNB CPT 08:10

Return 25 October 2021  
FA100 05:45 CPT JNB 07:45

Fare R 4,101.15  
Extras R 78.00  
Taxes R 891.85  
**Total R 5,071.00**



## 2.3 Booking

- 26 Seat indicators.
- 27 Ability to switch between flights and see seat selection.
- 28 Interactive map of seats and on click pop up for more information.
- 29 CTAs clear indication on what's happening next.

**FlySafair** Personalise Seats Cars Payment LOG IN

**Please note:** Seats are included with the selected fare.

**Departing Flight**  
 ✓ Enjoy more leg-room with our priority seats    ✓ Seat selection is an optional extra

**26**

- Extra room
- Front seats
- Regular seats
- Empty Middle Seat (R750)
- Reserved
- Selected Seats

**28**

	A	B	C	D	E	F
1	↑	↑	↑			
2				×	×	×
3						
4			×			×
5	×	×	×	×	×	
6	×			×	×	×
7						
8					×	×
9						
10						
11						
12						
14						
15	×				×	×
16	×	×	×	↑	↑	×
17	↑	×	↑	↑	↑	
18	×	×	×			
19	×	×	×	×	×	×

**27**

JNB ✈️ CPT
CPT ✈️ JNB

Passenger	Selected Seat
Anton, Linstrom	Select a Seat
+ Add Empty Middle Seat (R750)	

**29**

Next Seat Map

**FLIGHT SUMMARY**

Departing 24 October 2021  
 FA200 05:55 JNB ✈️ CPT 08:10

Return 25 October 2021  
 FA100 05:45 CPT ✈️ JNB 07:45

<b>Fare</b>	<b>R 4,101.15</b>
1 x Adult	R 4,101.15
<b>Extras</b>	<b>R 78.00</b>
<b>Taxes</b>	<b>R 891.85</b>
<b>Total</b>	<b>R 5,071.00</b>

## 2.4 Payment

30 Flight details are visible.

31 Option to add Travel Protection.

32 Flight summary and cost breakdown. User can easily remove items if needed.

33 Payment is easy.

**Payment Options**  
Please select your payment preference below Pay now

**30 Flight Details**

Date	Flight	Time	Origin	Destination	Time
24-10-2021	FA 200	05:55	JNB	CPT	08:10
25-10-2021	FA 100	05:45	CPT	JNB	07:45

**31 Travel Protection**

Yes, add travel protection to my flight for an additional R30 per person

- Journey cancellation up to 100% of the original flight cost
- Up to R2,500 for loss, damage or theft of valuables & devices
- Flight delay payback of R400 per 3-hour delay period, up to R3,000
- [Click here to see more details](#)

No, I choose not to protect my purchase. T&Cs apply

Apply Voucher

**Credit / Cheque Card** VISA MASTERCARD

**Ozow Instant EFT** OZOW

**32 FLIGHT SUMMARY**

Category	Item	Price
Fare	x Adult	R 4,231.58
		R 4,231.58
Extras	bag insurance	R 52.00
	special luggage	R 26.00
Departing	x Checked bag 23kg	Free
	x Extra Bag 23kg	Free
	x Sports Equipment	Free
	x Refund to Voucher	Free
	x Priority boarding	Free
	x Empty Middle Seat	Free
Return	x Checked bag 23kg	Free
	x Extra Bag 23kg	Free
	x Sports Equipment	Free
Taxes		R 911.42
Seats		Free
<b>Total</b>		<b>R 5,221.00</b>

**33 Credit / Cheque Card** VISA MASTERCARD

PayU is a secure, payment service provider. By selecting this payment option your personal information will be processed by PayU and you hereby consent and agree that Safair may share your personal information with PayU for this purpose. Please familiarise yourself with PayU's privacy and data protection practices.  
[Log into your account to load your saved cards.](#)

Credit / Cheque Card Number

Credit Card Holder

Expiration Month  Expiry Year

CVV Code

By selecting to continue you agree to FlySafair's booking T's & C's

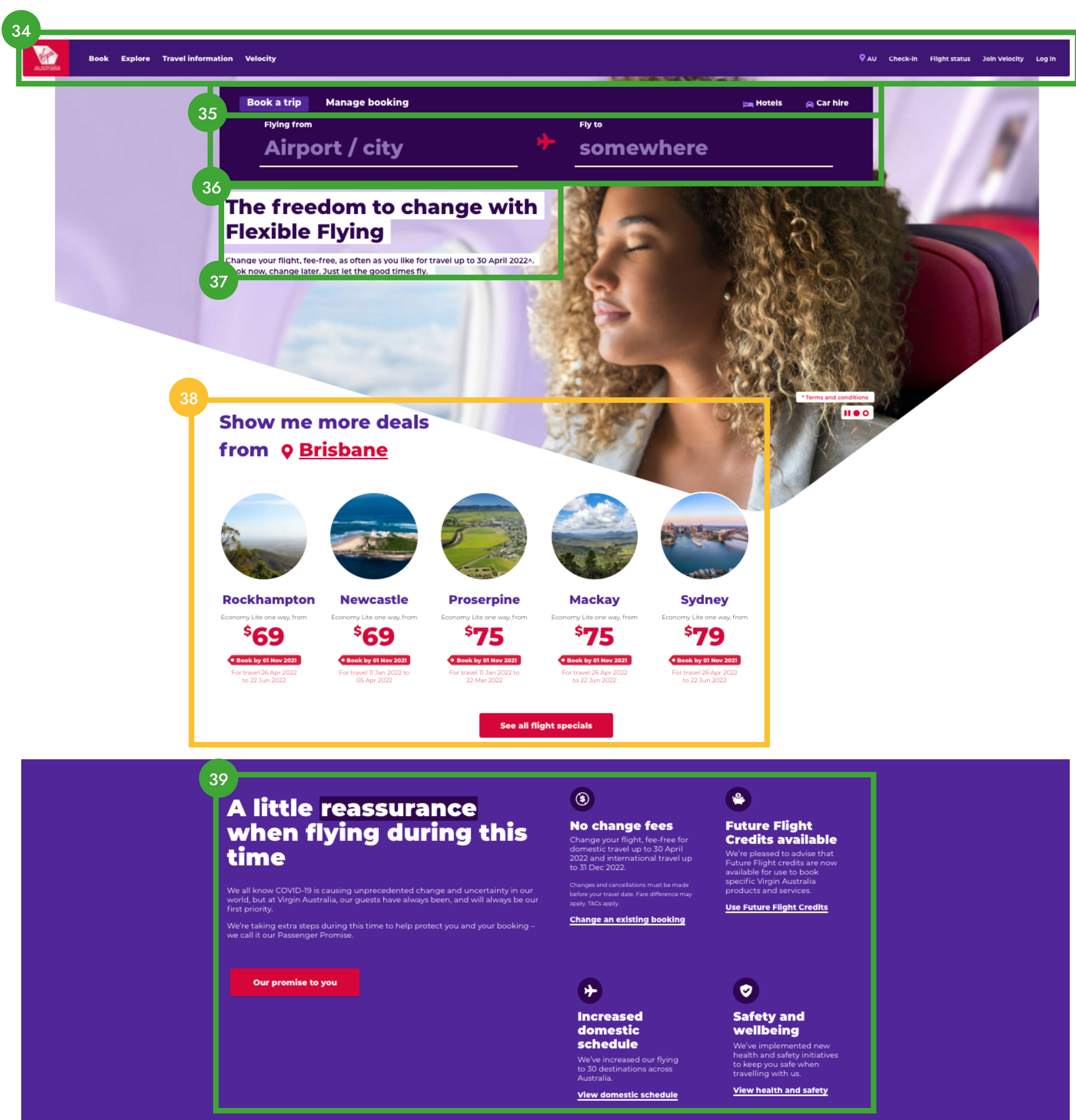
**Pay Now**



Virgin Australia, the trading name of Virgin Australia Airlines Pty Ltd, is an Australian-based airline. It is the largest airline by fleet size to use the Virgin brand.

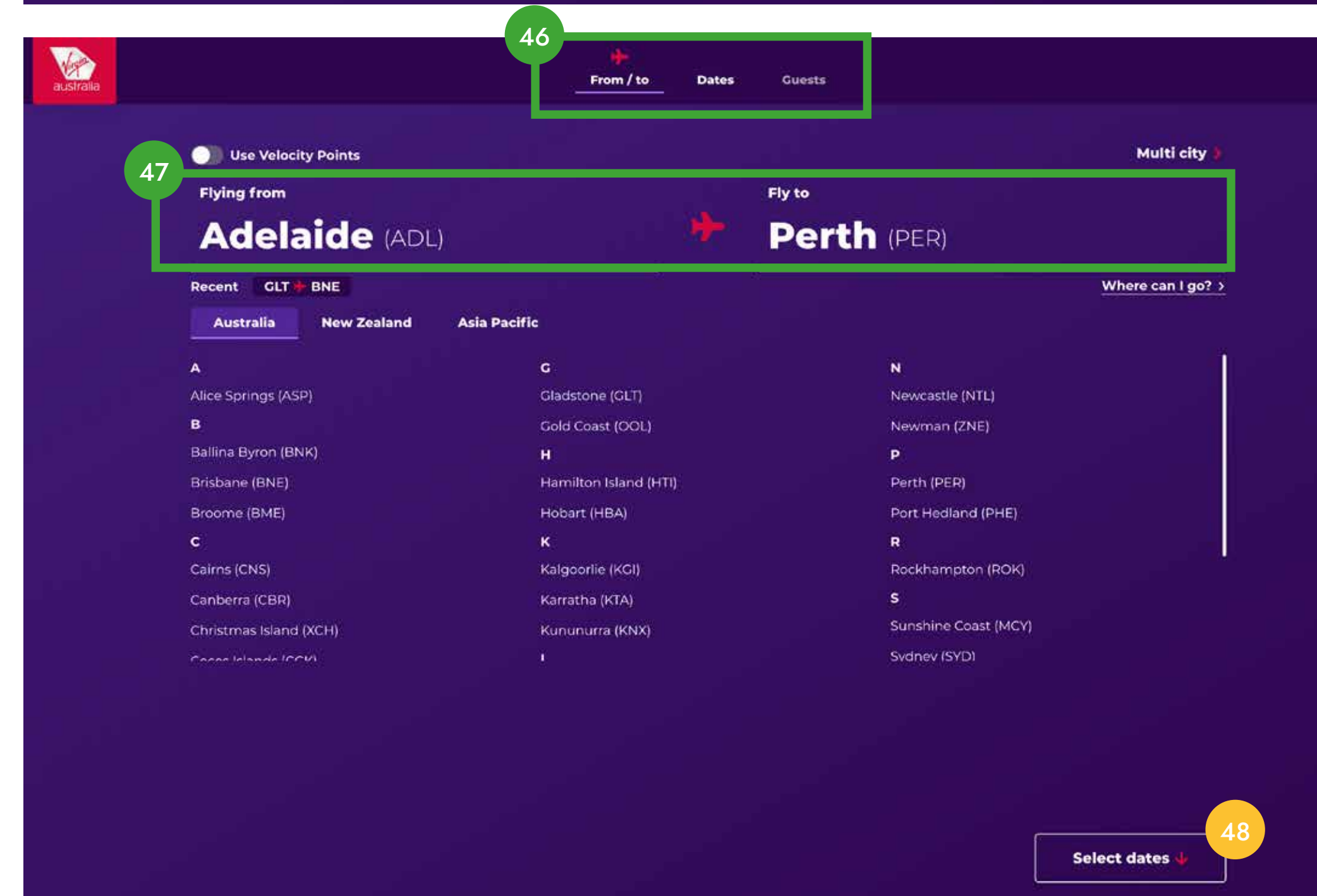
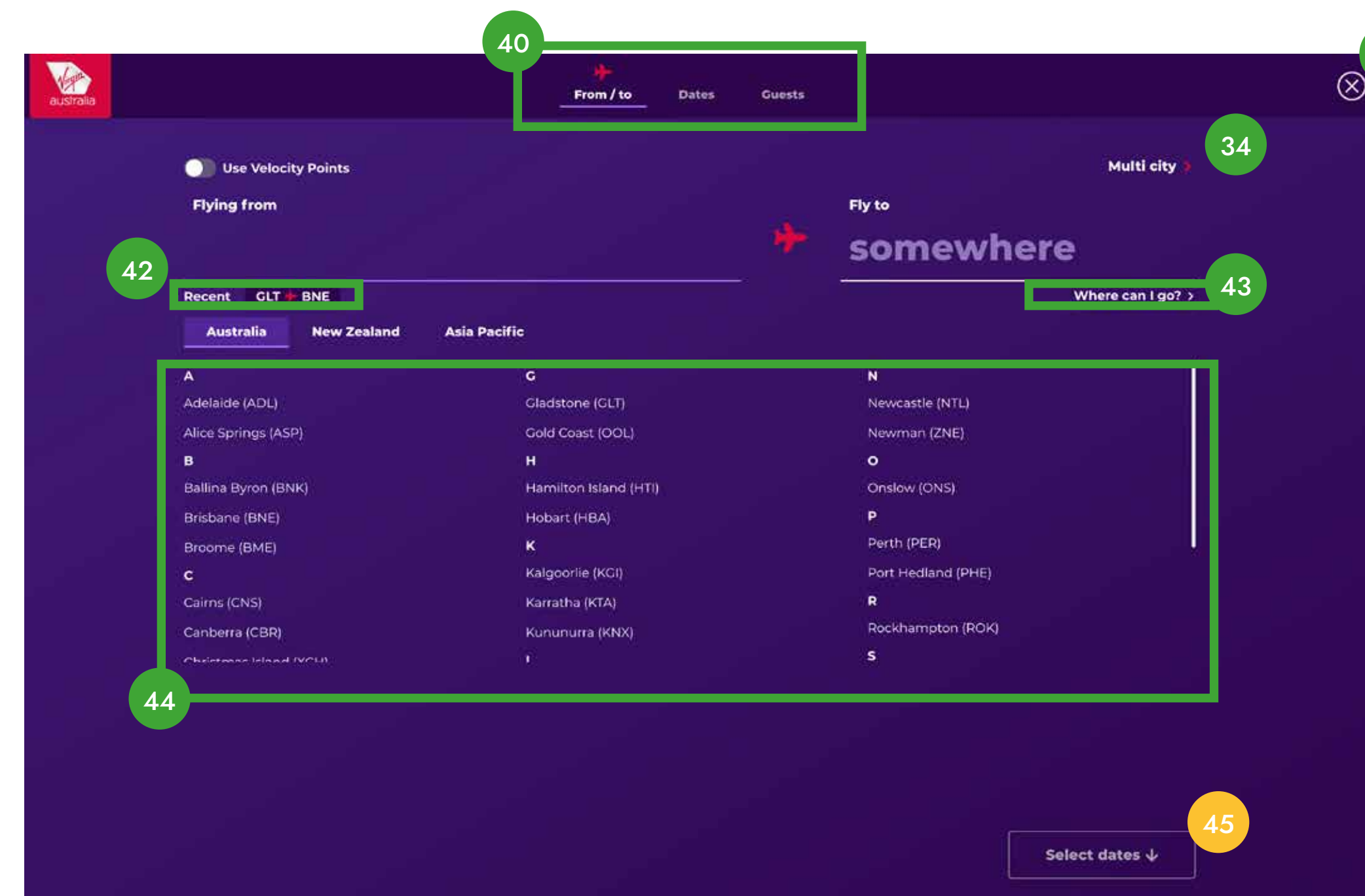
# 3.1 Homepage

- 34 Main menu is clear and well laid out with secondary actions right aligned i.e “Flight Status, Check In, Login” etc.
- 35 What action the user is about to take is clearly defined by highlighting the action “Book a trip”. Secondary booking options i.e “Hotels, Car Hire” is right aligned making the primary actions of booking a trip or managing a booking stand out. Follows the same pattern as the main menu at the top.
- 36 Simple and clean way to start the booking process by only focussing on the booking destination. Clear and concise.
- 37 Value proposition is clear and nice to give reassurance to the user of flexible bookings during the pandemic.
- 38 Showing deals and lets the user choose from which destination. Dropdown could be made a bit clearer.
- 39 Again reassuring the user of flexibility.



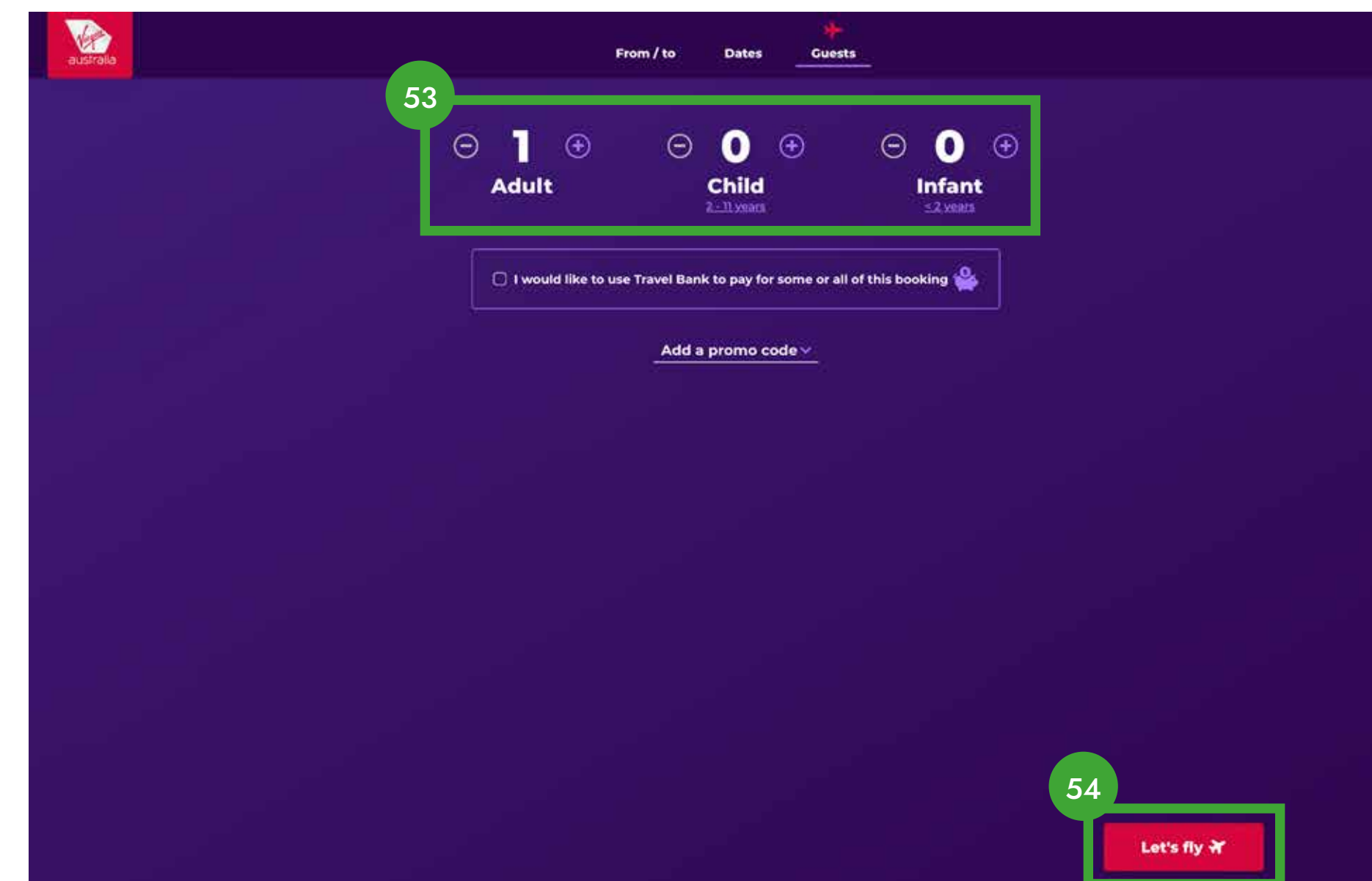
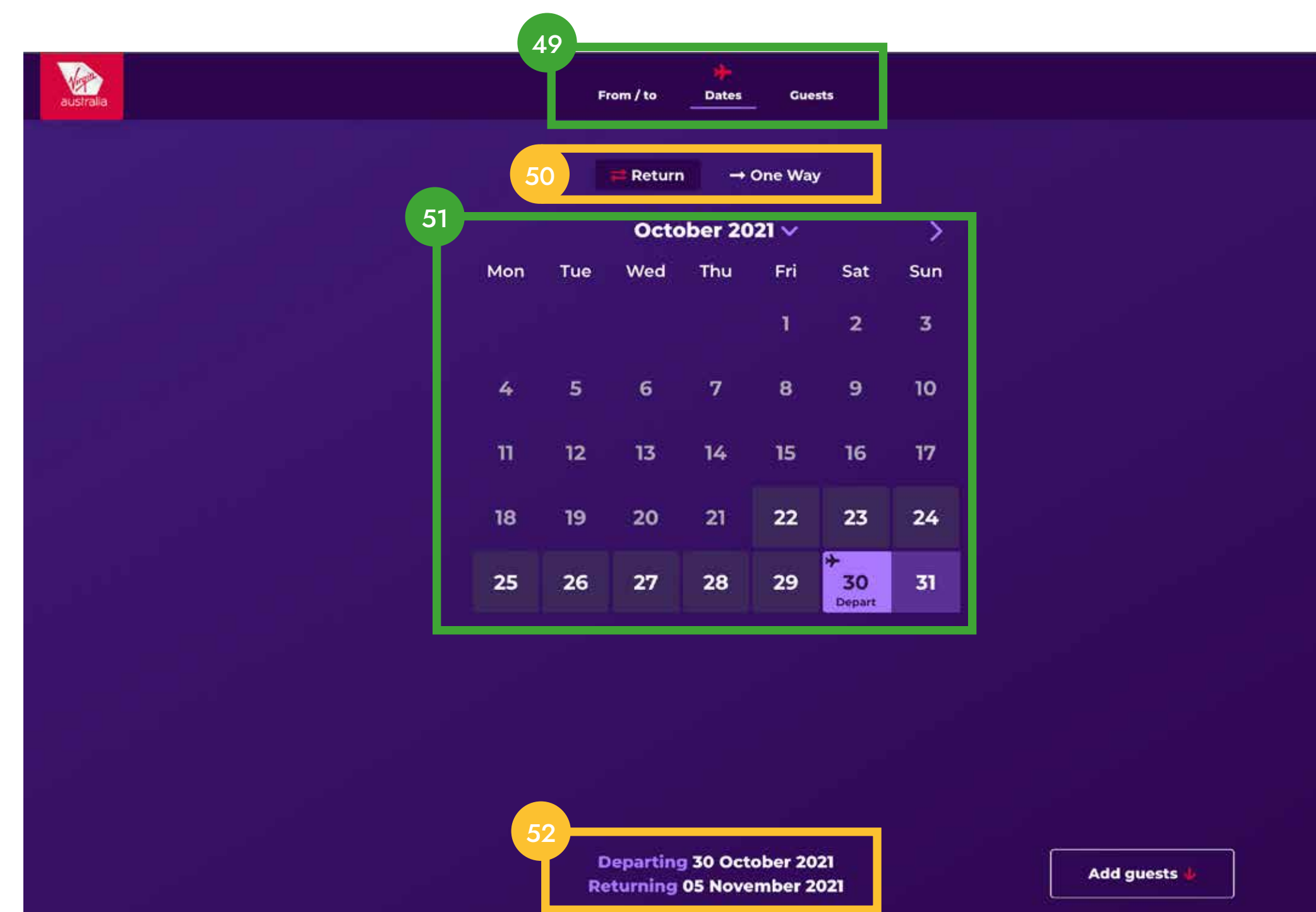
## 3.2 Search & Select

- 40 Booking process of where the user are in the process is clearly defined and highlighted at the top.
- 41 Once the user starts his/her booking process it goes full screen placing great emphasis and focus on the task at hand. Can easily go back to the homepage.
- 42 Shows recent searches.
- 43 Opens up a new tab with interactive map showing where there are flight during the pandemic. Covid-19 Map. Again shows reassurance to the user.
- 44 Shows the whole list of Airports in a clear way. More focus on the task at hand.
- 45 CTA for next step has a great naming convention indication to the user that the next step would be to select dates. The arrow points down which at first feels like I can scroll down. Having an icon pointing to the right would better.
- 46 The next step in the booking process gets semi highlighted once the user selected his/her flights.
- 47 Focus area is clearly defined with the selected flights.
- 48 CTA gets highlighted once the user has made his/her selection. Arrow pointing down indicates to scroll down.



## 3.2 Search & Select

- 49 Booking process of where the user are.
- 50 User can toggle between return and one way flights. It's a bit unclear could have a headline as indicator.
- 51 Calendar is big and serves as the primary action point. Choosing dates are easy and "depart, return" are indicated on the selected dates.
- 52 Selected dates could be higher for better visibility.
- 53 Selecting number of guests are easy and intuitive.
- 53 CTA final step gets clearly highlighted.



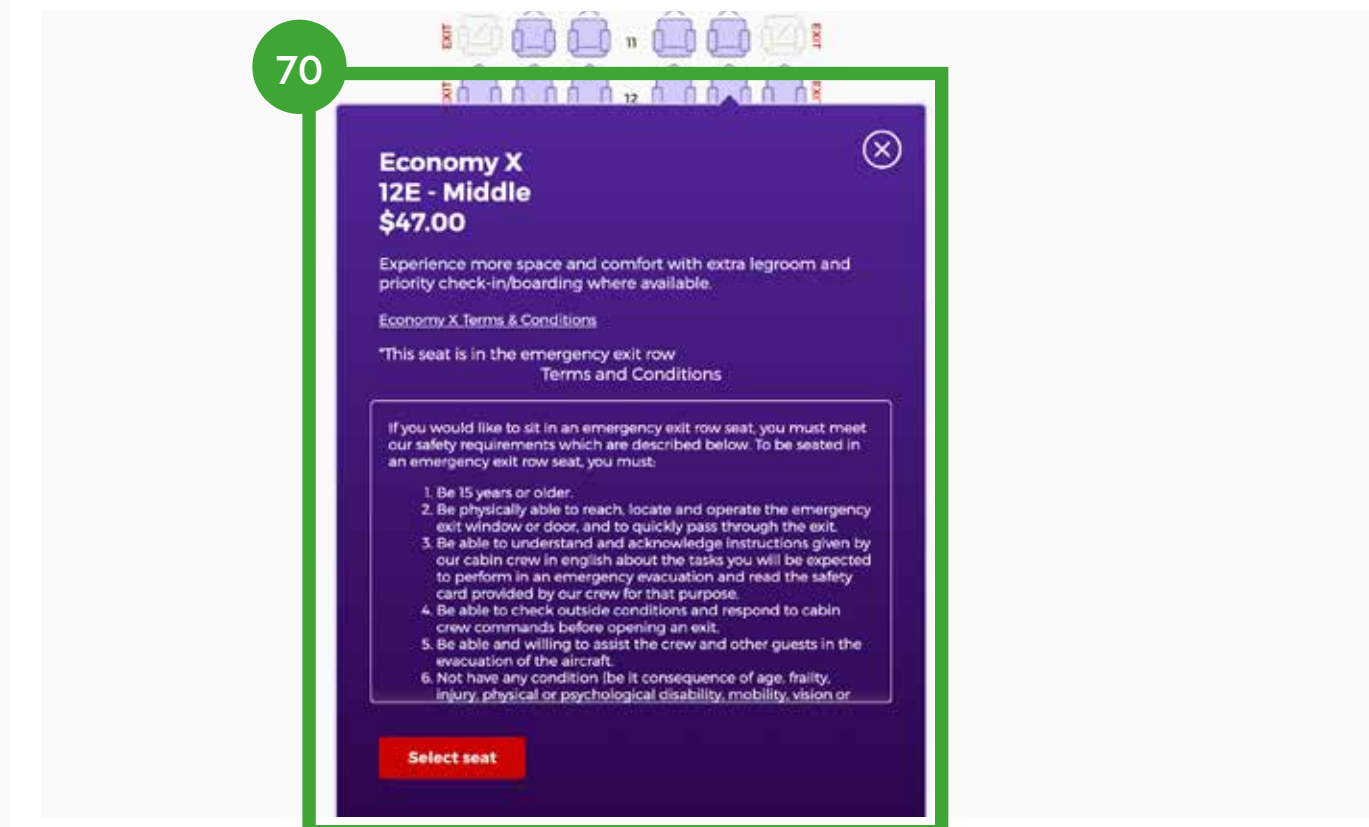
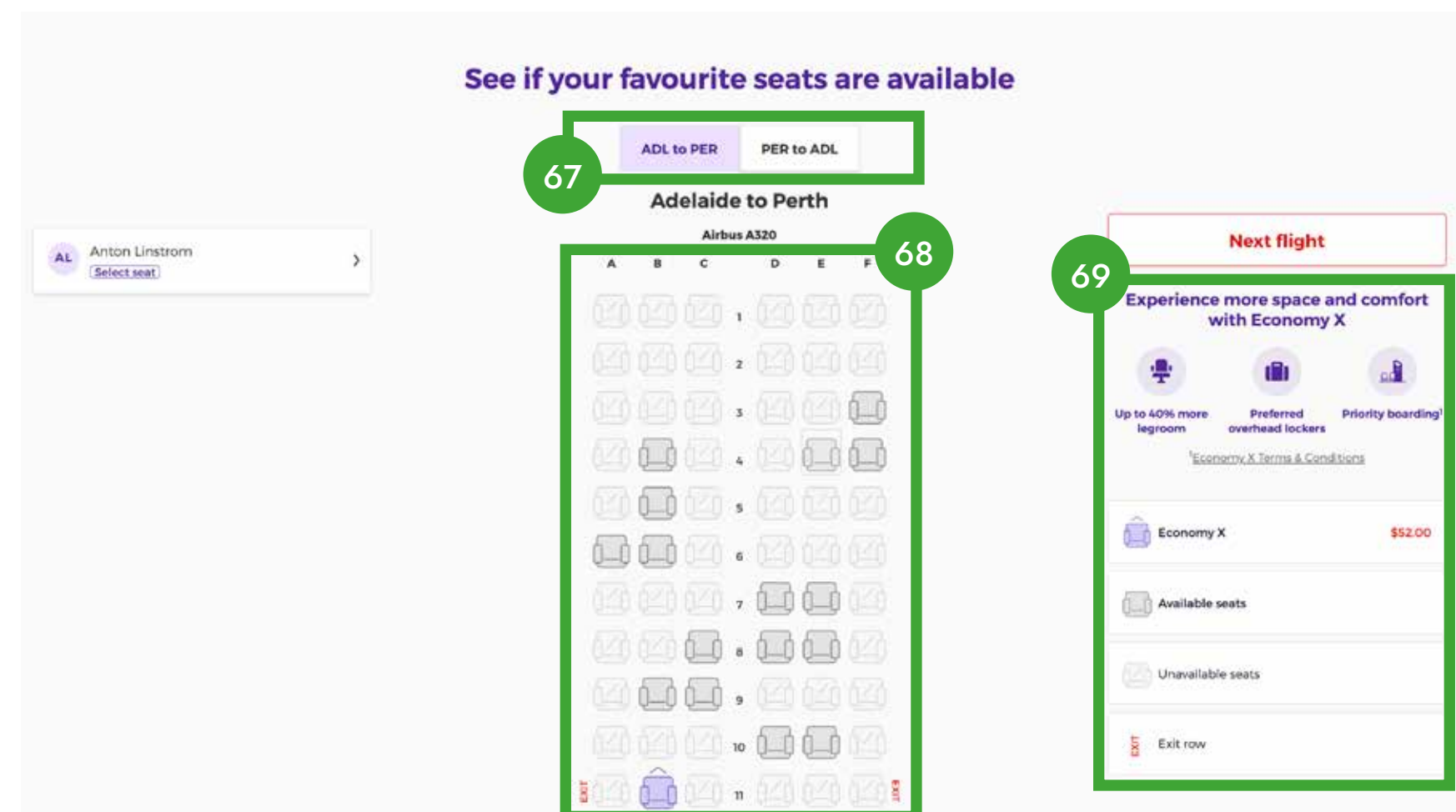
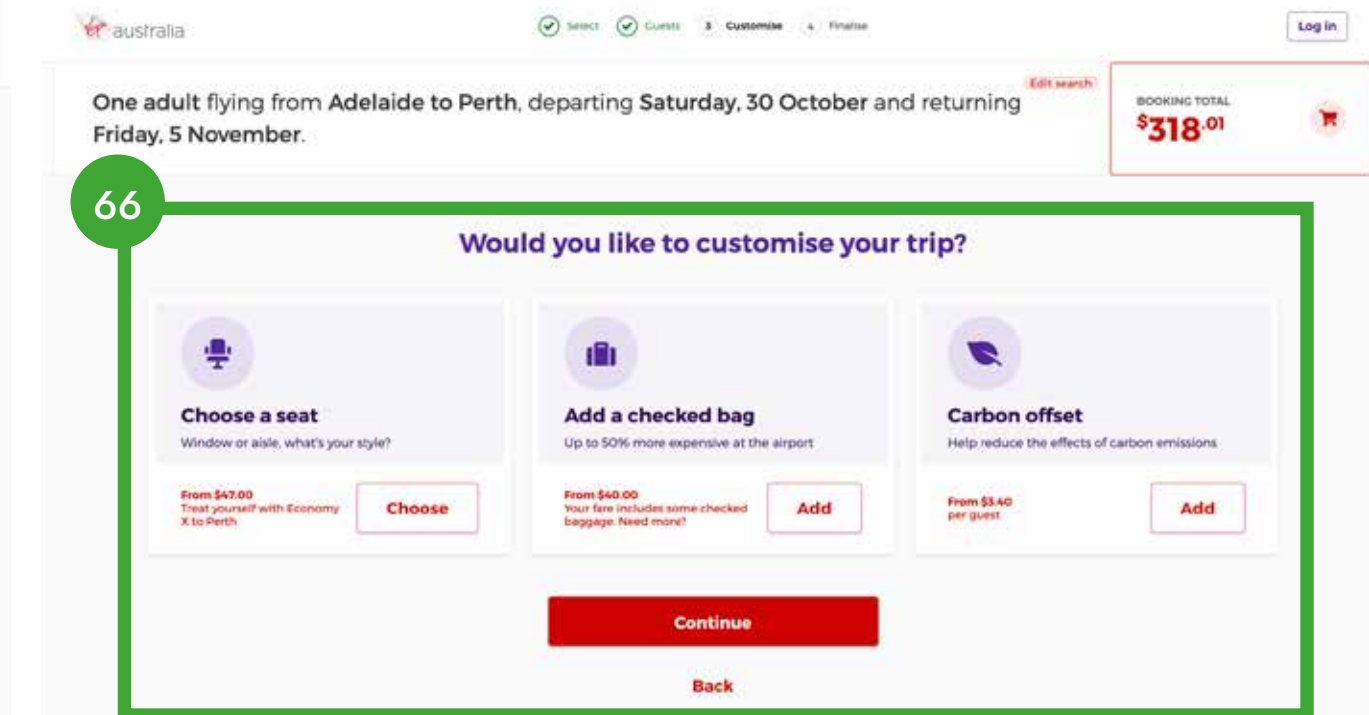
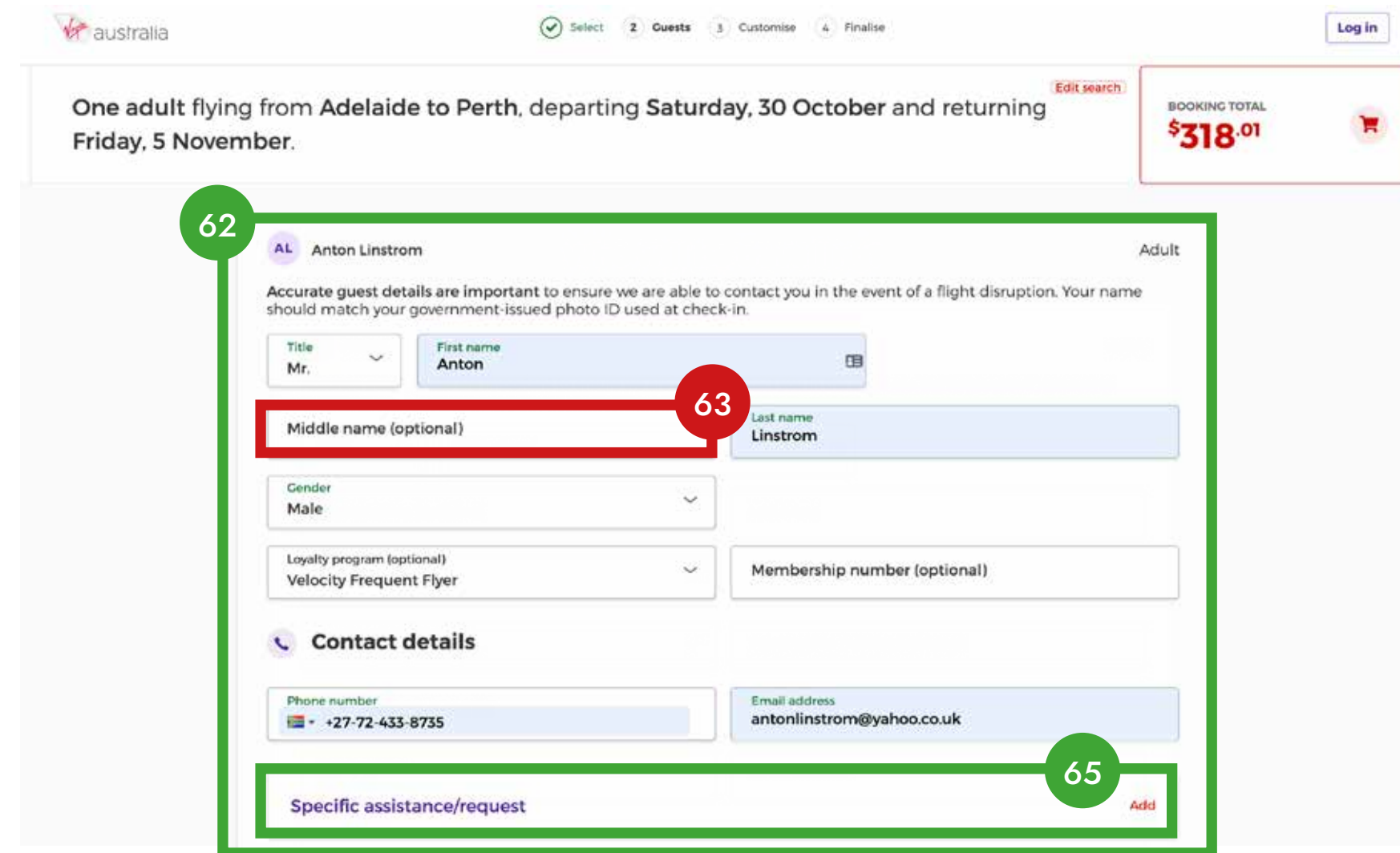
# 3.2 Search & Select

- 55 New phase in the booking process are indicated and clearly marked. UI looks different than the previous phase and "Guests" are part of each phase. Naming convention on the second phase for Guests could change to "Details".
- 56 Summary of booking.
- 57 Reassuring the user of flexibility.
- 58 Which flight the user is selecting with dates/weeks.
- 59 Clearly shows which flights are available on a certain date with price, time and flight details. Secondary CTAs are used for selecting.
- 60 Different flight packages per flight including cost and what the fare includes.
- 61 Overview of selection and option to change before continuing to the next step.

Feature	Lite	Choice	Flex
Choose your seat <sup>1</sup>	For a fee	✓	✓
Checked baggage <sup>2</sup>	For a fee	✓ 1 x 23kg	✓ 1 x 23kg
Change flights more than 14 days to departure <sup>3</sup>	✓	✓	✓
Change flights less than 14 days to departure <sup>3</sup>	✓	✓	✓
Cancel for a travel credit <sup>4</sup>	✓	✓	✓
Cancel for a refund <sup>5</sup>	No	No	-\$80
Food onboard <sup>6</sup>	For a fee	For a fee	For a fee
Velocity Base Points <sup>7</sup>	N/A	795 Pts	2,025 Pts
Velocity Status Credits <sup>8</sup>	7	20	35
Velocity Eligible Sectors <sup>9</sup>	No	Yes	Yes
Upgrade with Points <sup>10</sup>	No	Yes	Yes

# 3.4 Booking

- 62 Clear form to fill in user details. No distractions, emphasis on the task at hand.
- 63 Unnecessary field
- 65 Ability to add special assistance/request ex. travelling with wheelchair etc.
- 66 Ability to customize your trip. Seat selection, extra bags etc.
- 67 Clear indicator of which flight you are selecting a seat for.
- 68 Interactive map of seats.
- 69 Seat indicator.
- 70 Modal pop up to give more information of the seat your are selecting.





# 3.5 Payment

- 71 Last final check before payment.
- 72 Booking summary with dropdowns showing all information.
- 73 Payment options, clearly defined.
- 74 Clear form for adding banking details.
- 75 Expiry date selection could be laid out better.

The screenshot displays the final stages of a flight booking on the Virgin Australia website. At the top, the flight details are: "One adult flying from Adelaide to Perth, departing Saturday, 30 October and returning Friday, 5 November." The booking total is \$368.72. A green box labeled 71 highlights a "Let's do one final check!" section showing flight times and durations for both legs. A second green box labeled 72 highlights a "Booking summary" section with a table of costs: Fares (\$318.01), Seats (\$47.00), Extras, and Payment surcharge (\$3.71), totaling \$368.72. A third green box labeled 73 highlights the "Pay with credit card" section, which includes logos for Mastercard, Visa, American Express, and UATP. A note states: "A payment surcharge will apply. (\$3.71 has been added to your booking total)". A fourth green box labeled 74 highlights the "Enter your card details" form, which includes fields for card number, name, phone number, billing address, and city/postcode. A red box labeled 75 highlights the expiry date selection, which uses a dropdown menu for the month and a separate field for the year.

australia

Select Guests Customise Finalise

Log in

One adult flying from Adelaide to Perth, departing Saturday, 30 October and returning Friday, 5 November. Edit search

BOOKING TOTAL \$368.72

71

Let's do one final check!

Sat 30 Oct 2021

1:20pm Adelaide

2:20pm Perth

3 hr 30 min · Direct · Economy cabin · Choice · VA717 · Airbus A320 · Virgin Aust Regional Airlines

Fri 5 Nov 2021

9:20am Perth

2:40pm Adelaide

2 hr 50 min · Direct · Economy cabin · Choice · VA714 · Boeing 737-800 · Virgin Australia

72

Booking summary

Fares	\$318.01
Seats	\$47.00
Extras	
Payment surcharge	\$3.71

BOOKING TOTAL \$368.72

73

Credit card Debit card POLI Points Travel Bank Gift card/voucher

Pay with credit card

Mastercard VISA American Express UATP

A payment surcharge will apply. (\$3.71 has been added to your booking total)

74

Enter your card details

75

Credit card number

Name on card

Expiry date

Month Year

CVC

Phone number of the cardholder

+61

Billing address

Billing address 2 (optional)

Country

City / suburb

Postcode



Travelstart is Africa's leading online travel agency. Our mission is to save you time, money and stress with our simple online booking platform. You can search, compare and book your travel all in one place.

# 4.1 Homepage

- 76 Main menu is clear and easy to navigate.
- 77 Clearly defined actionable proposition headline
- 78 Booking search bar is clear and intuitive.
- 79 Very cluttered and not informative.
- 80 Services on offer.
- 81 Important travel notifications are hard to find and not eye catching.

The screenshot shows the Travelstart homepage with several key elements highlighted by numbered callouts:

- 76**: The main navigation menu at the top, including links for Flights, Accommodation, Cars, Buses, Packages, and Activities, along with Sign up and Login buttons.
- 77**: The primary headline, "Search and Book Cheap Flights", positioned above the search bar.
- 78**: The search bar interface, which includes tabs for Return, One way, and Multi-city, and input fields for From, To, Depart, and Return, along with a "1 Traveller, Economy" selector and a Search button.
- 79**: The "Travel Specials and News" section, which features a grid of promotional cards for Lisbon, Lagos & more (20% Off Discount), Local Travel Deals, Spring Deals, and Level 1 Travel Info.
- 80**: The "Services we offer" section, which details Travelstart for Business, Group Travel, and Travelstart Live.
- 81**: A footer notification bar with the text "Level 1 Travel Updates: All local and international travel is open. Find out the latest travel requirements." and a "Learn More" button.

# 4.2 Search & Select

- 82 Easy to select flights.
- 83 Selecting dates are easy with calendar dropdowns for each departure and return.
- 84 Page structure can be a bit difficult to navigate.
- 85 Filtering options for the user to breakdown the search for easier results according to their preferences.
- 86 Can easily search for new flights and dates.
- 87 Confusing layout. Not clear on selecting departure and return flights.
- 88 User needs to be careful when selecting flights as some flights might not include extra bags etc. This could be better communicated to the user.
- 89 Covid-19 information.
- 90 Selected flight details are clearly defined and easy to read.

**Search and Book Cheap Flights**

Return One way Multi-city

From CPT Cape Town Depart Return 1 Traveller, Economy Search

Popular locations

- JNB Johannesburg, All Airports JNB
- CPT Cape Town, International CPT
- DUR Durban, Durban DUR
- PLZ Port Elizabeth, Port Elizabeth
- LON London, All Airports LON
- WDH Windhoek, Hosea Kutako International WDH
- DXB Dubai, All Airports DXB

Exclusive product offerings

- Local Travel Deals
- Need Help? Contact Us
- Spring Deals
- Level 1 Travel Info

Calendar: Nov 2021

Return One way

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Filter Results

Showing all results

Price Range: R859 - R7,829

Cabin class: Economy

Stops: Nonstop, 1 stop

Departure times

Airline: FlySafair, Liff, Kulula, South African Airways, AirlinK, British Airways, CemAir

---

JNB Johannesburg CPT Cape Town Wed 03 Nov Thu 11 Nov 1 Traveller, Economy Search

Select your flight from Johannesburg: 03 Nov 2021

Select your flight from Cape Town: 11 Nov 2021

Flight	Time	Class	Price	Checked bag available for
JNB 20:20 — 22:30	02h10m, Nonstop, Economy	R859	R859	R180
JNB 05:55 — 08:10	02h15m, Nonstop, Economy	R959	R959	R180
JNB 08:25 — 10:40	02h15m, Nonstop, Economy	R1,059	R959	R180
JNB 10:05 — 12:20	02h15m, Nonstop, Economy	R1,059	R1,059	R180
JNB 08:35 — 10:50	02h15m, Nonstop, Economy	R1,059	R1,059	R180
JNB 19:20 — 21:35	02h15m, Nonstop, Economy	R1,059	R1,059	R180
JNB 06:50 — 09:00	02h10m, Nonstop, Economy	R1,079	Unlimited Free Flexibility, one checked bag of 23 KG included	R180
JNB 16:05 — 18:15	02h10m, Nonstop, Economy	R1,159	R1,159	R180
CPT 05:45 — 07:45	02h00m, Nonstop, Economy	R859	R859	R180
CPT 05:50 — 07:55	02h05m, Nonstop, Economy	R859	R859	R180
CPT 20:00 — 22:00	02h00m, Nonstop, Economy	R959	R959	R180
CPT 06:30 — 08:30	02h00m, Nonstop, Economy	R969	Unlimited Free Flexibility, one checked bag of 23 KG included	R180
CPT 07:15 — 09:25	02h10m, Nonstop, Economy	R1,059	R1,059	R180
CPT 14:45 — 16:55	02h10m, Nonstop, Economy	R1,059	R1,059	R180
CPT 18:55 — 21:05	02h10m, Nonstop, Economy	R1,059	R1,059	R180
CPT 10:10 — 12:20	02h10m, Nonstop, Economy	R1,059	R1,059	R180

COVID-19 Information

Flight Details

Total Price: R1,718 for 1 Traveller

Book this flight

# 4.3 Booking

- 91 Booking process are clearly marked for the user.
- 92 Traveller details are clear to navigate.
- 93 The next screen has a list of additional extras. This step should be on the next screen. Focus should only be places on user details.
- 94 + sign indicates accordion dropdown but nothing happens when clicking on it. Misleading.
- 95 Adding extra services are clearly marked.
- 96 Booking summary with full breakdown.

The screenshot shows the 'Who's travelling?' page. At the top, a progress bar with four steps (Search, Travellers, Extras, Payment) is highlighted with a green box and annotation 91. Below the progress bar, there is a 'Sign in' button and a 'Traveller 1 (Adult)' form. The form includes fields for gender (Mr, Ms, Mrs), first name, surname, date of birth (with day, month, year dropdowns), contact details (checkbox for 'Same as first adult', first name, surname, email, country dialing code, mobile number), and a checkbox for 'Booking details via WhatsApp' with a price of R27.00. A 'Flexible Travel Dates' section is highlighted with an orange box and annotation 93, showing a 'Recommended' status and a price of R390.00. A 'Booking Summary' sidebar on the right shows flight details and a total price of R2,465.01. Annotation 92 points to the traveller details form.

The screenshot shows the 'Customise your trip' page. At the top, a progress bar with four steps (Search, Travellers, Extras, Payment) is highlighted with a green box and annotation 91. Below the progress bar, there is a '+ Additional services' section highlighted with an orange box and annotation 94. This section includes 'Airline Liquidation Protection' (R279.00), 'Medical Cancellation Refund' (R279.00), 'Travel protection', and 'Domestic Baggage Insurance' (R58.00). A 'Back' button is highlighted with a green box and annotation 95. A 'Booking Summary' sidebar on the right shows flight details and a total price of R2,438.01, highlighted with a green box and annotation 96.

# 4.4 Payment

97 Method of payment options.

98 Payment details.

✓ Search — ✓ Travellers — ✓ Extras — 4 Payment

## Select method of Payment

[Credit/Debit Card](#) | [Budget Credit Card](#) | [Instant EFT](#) | [Discovery Miles](#)

97

Pay instantly and securely with your credit card Amexon Business VISA Mastercard Debit Card

98

Card number

Card holder name

Expiry date MM  YYYY

CW  [What is this?](#)

Address line 1

Address line 2

Postal code

City

Country

Country dialing code

Contact number

I require a VAT invoice

By proceeding to book you agree and accept the [Covid-19 Disclaimer and Terms and Conditions](#) of the Travelstart and its travel partners.



[Back](#) [Book now](#)

### Apply a voucher code

Code is case sensitive [Apply](#)

You will be sent a new voucher for any remaining balance.

### Booking Summary

	03 Nov 21 06:50 JNB	Nonstop	02h10m	Economy	03 Nov 21 09:00 CPT
	11 Nov 21 06:30 CPT	Nonstop	02h00m	Economy	11 Nov 21 08:30 JNB

[View details](#)

### Travellers

Mr Anton Linstrom

### Extras

Flexible Travel Dates [Edit](#)

### Total

**R2,438.01** [View breakdown](#)