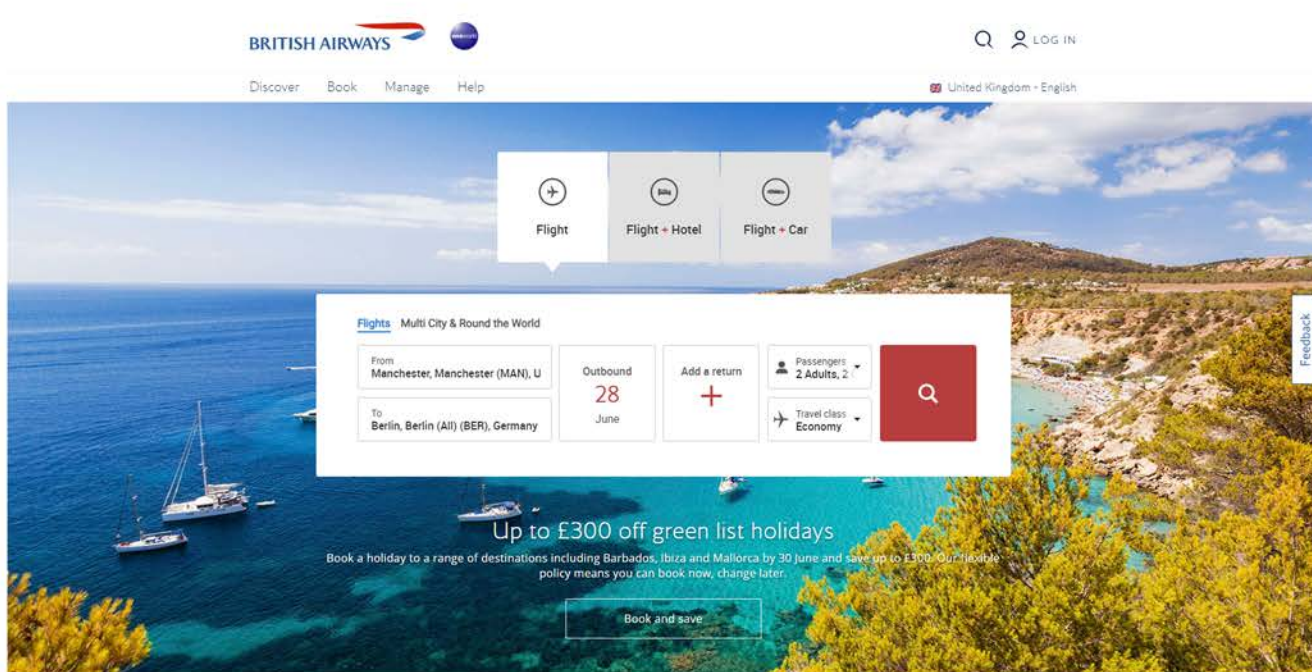


Landing page

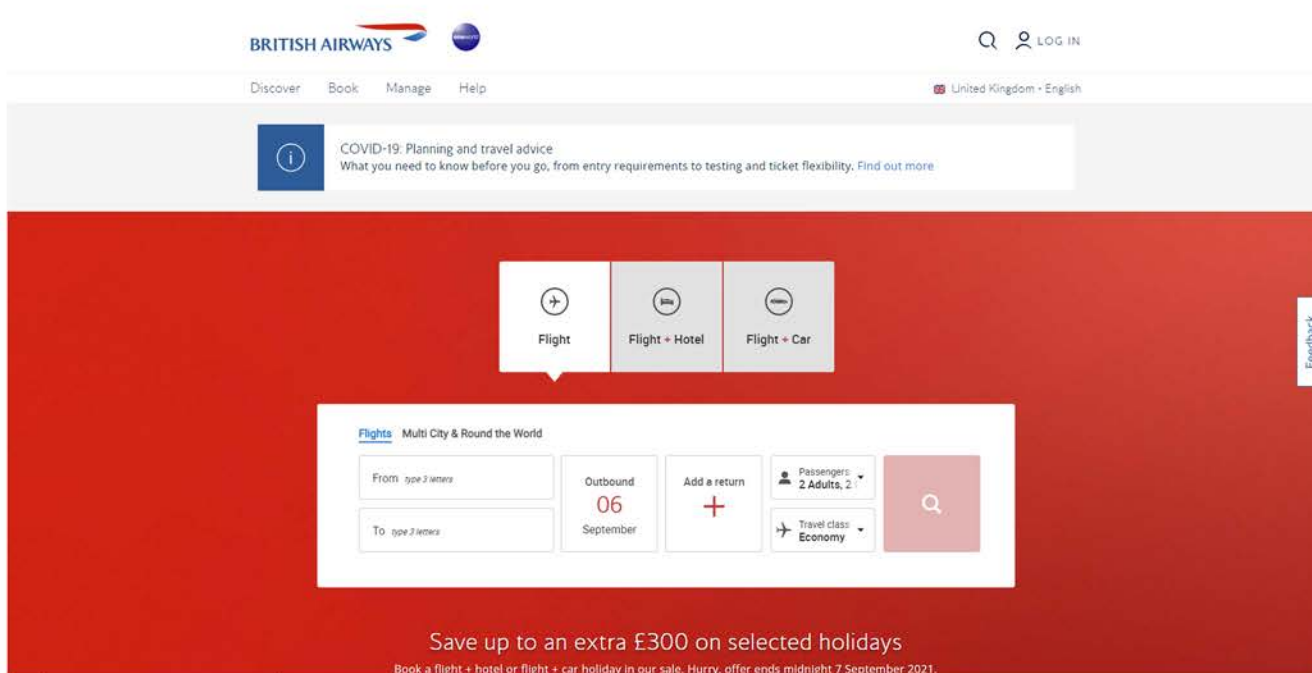


1st time around there was an enticing hero banner with tempting landscape photograph. ●

Viscerally pleasing – evokes positive emotions. Desirable, warmth. ●

Taps into the reason people go on holiday. ●

The hero image stretches all the way to the bottom of the page and the form sits right in the middle, drawing the eye immediately to the main function of the page, and filling the page with positive imagery. ●



2nd time around the hero banner was replaced with full-width plain banner, literally the colour of danger. ●

I think they have sacrificed the positive emotions of the imagery and replaced it with the colour of danger simply to make the page simpler and less cluttered. ●

When really, the main function of the page – the search form – was perfectly visible on the photograph.

The white background of the search form stands out clearly, and the wide padding/white space around the fields means the form stands out even against the busy image. ●

The full page of the red background is making me feel on edge. ●

Landing page

Clear, attention grabbing, draws the eye in to the main purpose of the page. The design clearly supports the flight booking process.

Instead of having a tabbed form, BA have three separate boxes above the form upselling hotels & cars.

The white 'active' colour of the FLIGHT button signifies that they are buttons and the current state of the form is flights only. This clearly informs the user of their function as buttons/tabs, and therefore keeps the focus on the search form.

Horizontal layout of the fields, apart from the FROM and TO which are grouped together one on top of the other. Doesn't necessarily support horizontal scanning but clear nevertheless.

Labels have a micro copy instruction 'type 3 letters' informing user of auto-search?

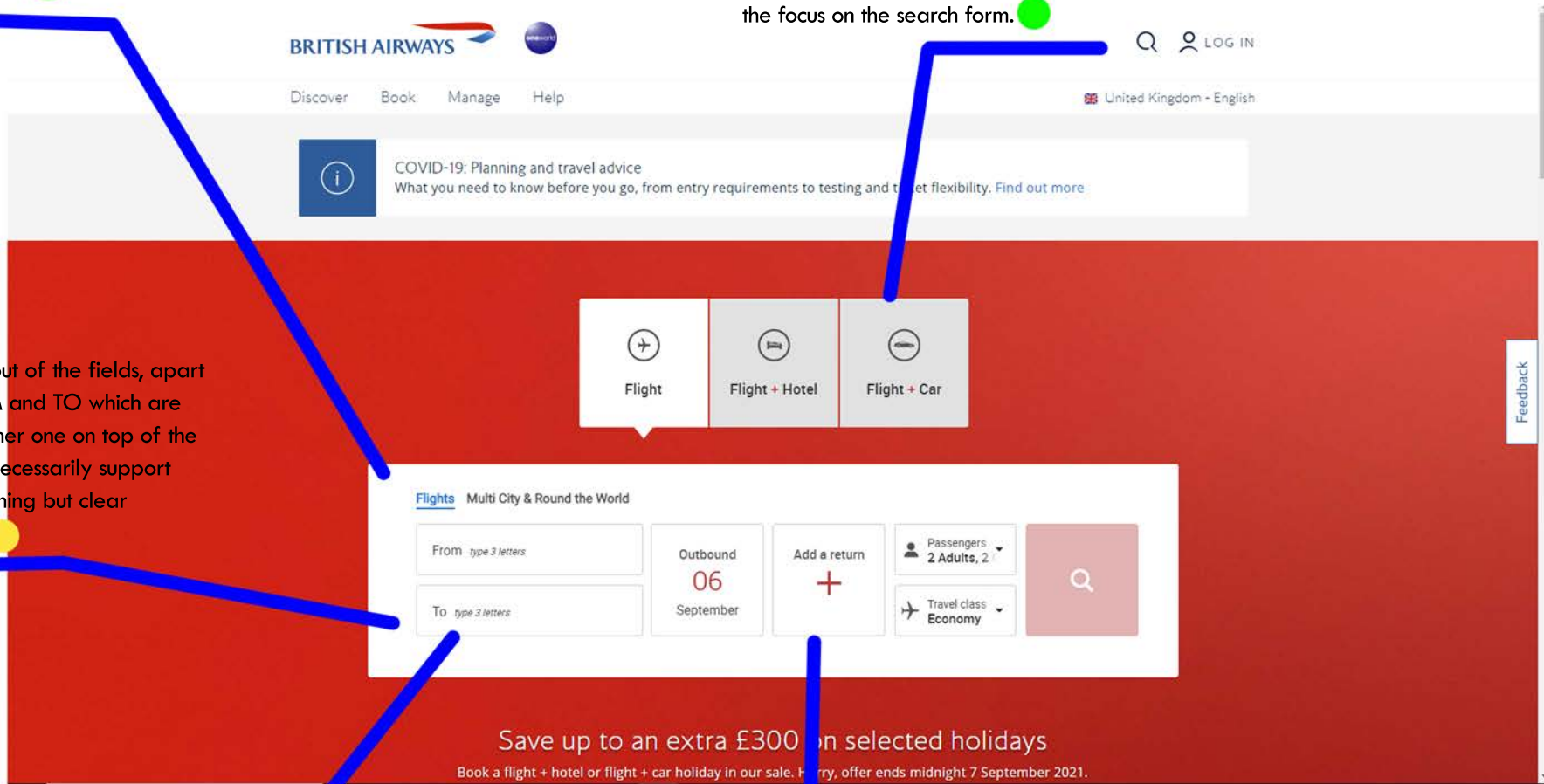
Either you know that's what will happen so you don't need telling, or you don't know that's what will happen and you will start typing anyway.

Its instructions for instructions sake?

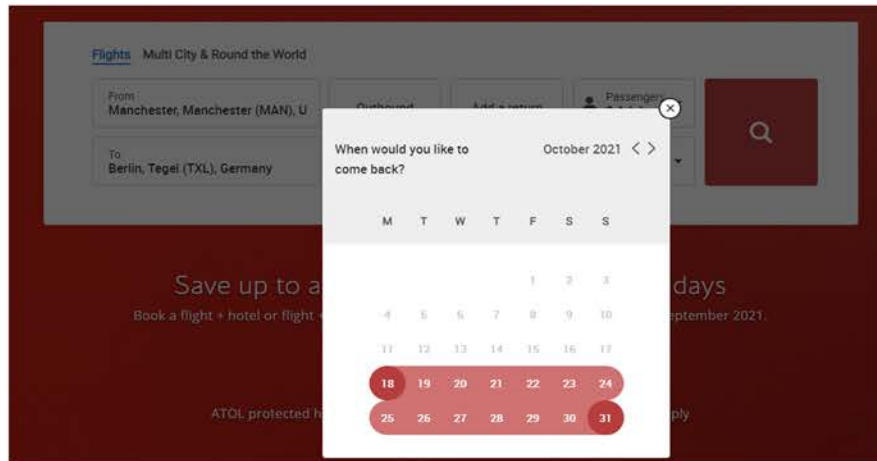
Uniquely to BA, they don't have a 'trip type' field. Instead, you select your outbound flight and click 'add a return' if it is a return journey.

This almost places single journeys at a higher priority than return journeys. Its like choosing a return flight is an afterthought.

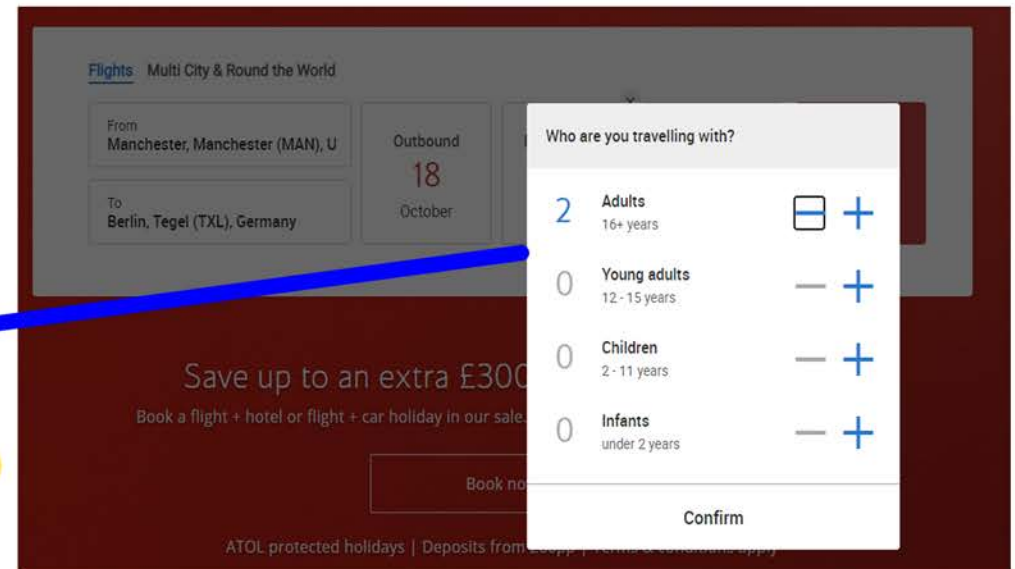
Its removed the trip-type step, but selecting trip type helps conceptualise the booking – makes people consider the fact it's a single or return. This method is trying to be clever by removing steps, but not contributing to user flow. Doesn't follow convention.



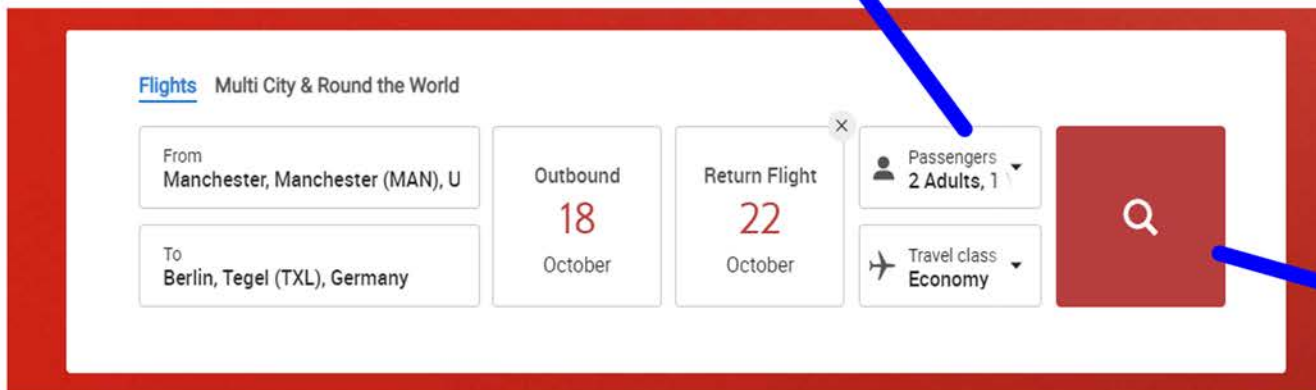
Search form



Small pop-out calendar. Allows all dates to be selected, not sure if they are available. ●



Passenger selector – nice clear dialogue box, but once you have selected the passengers and confirmed, you cant see what you have selected in the field label. ●



Travel class field – as normal with premium airlines, but still doesn't make a great deal of sense when you are presented with these options at the flight selection stage anyway. ●

Big red square CTA. Would normally expect this to stand out, but the entire page is red so the contrast is kinda lost. ●

Change search

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Change search

FLIGHTS MULTI CITY & ROUND THE WORLD

From
Manchester, Manchester (MAN), U...


To
Berlin, Tegel (TXL), Germany

Outbound
18
October

Return Flight
22
October

Passengers
2 adults, 1 young child

Travel class
Economy



We're sorry but we can't find any flights matching your search. [Back to homepage](#)

Cant find any flights on the dates chosen. Or is it the airport they don't fly to? I don't know, so its back to the start for another guessing game. Poor.

Can they just show dates they fly on, and airports they fly to? Angry now.

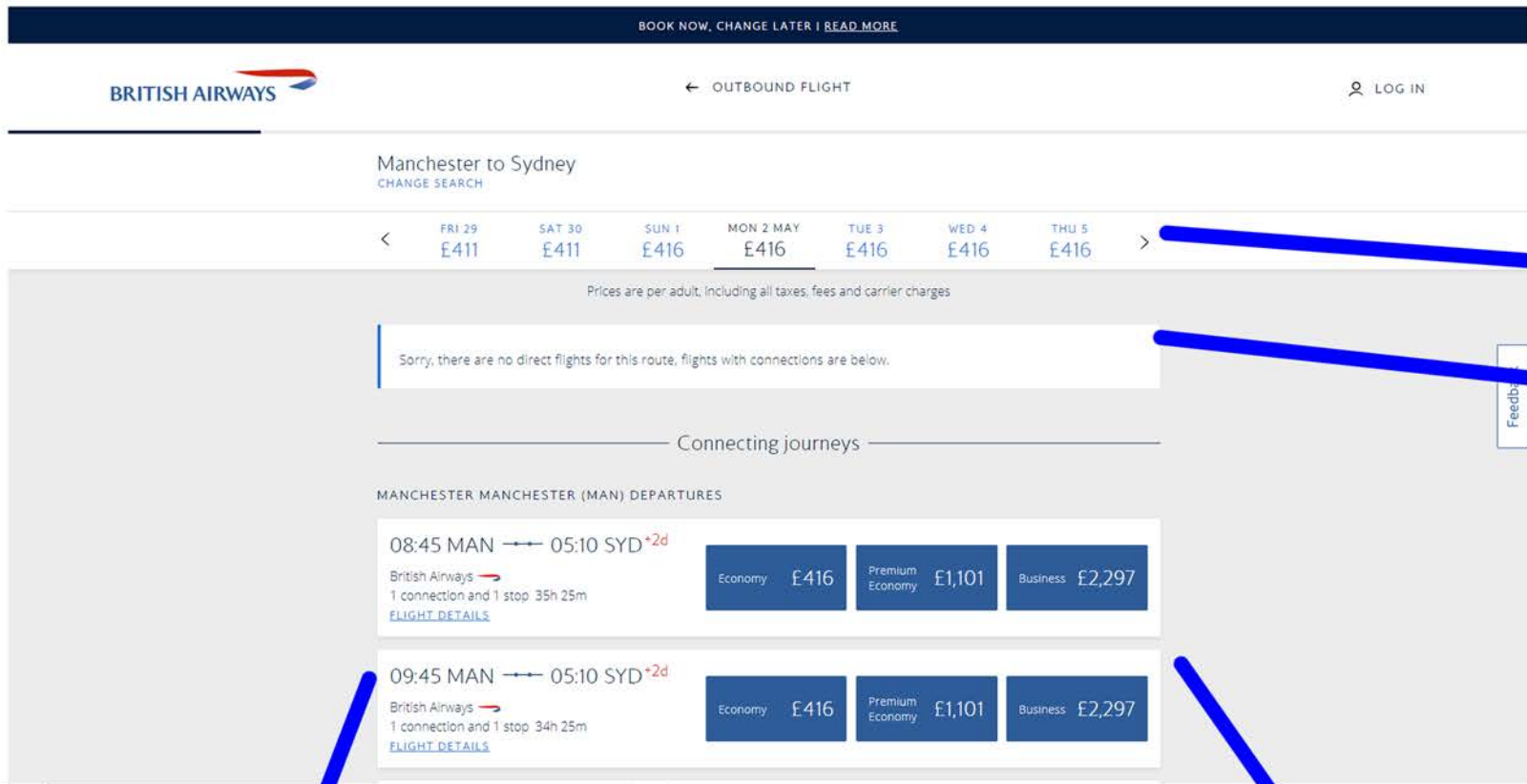


Results page / select

Lots of blue. There is blue everywhere. All the CTA's, the header, the text. ●

I've gone from extreme anxiety on the homepage, to deep depression on the results. I'm feeling blue. ●

Font all very soft and narrow. From the header to details, its all the same. So the header/destination doesn't stand out too much. ●



Despite still not knowing if it was the dates that were unavailable, there is now a carousel of dates either side of the chosen date. You cannot see the flights available on the dates though, its another search if you click a date. ●

Straight into an apology. Not very confident. ●

Seeing as there must be hundred of flights with connections, that must be lots of apologies BA are making to users. ●

Why is it something they feel the need to apologise for?

The stop information is pretty clear in the flight, is that not enough? Do they have to apologise at the top first? ●

Overall, the flights only have a small amount of info on, everything required is shown and nothing unnecessary is shown, so its economical with data – less confusing. ●

But the overall lack of hierarchy and contrast means ats all a bit lost. ●

Three buttons for price tiers means there is a million CTA's, all with different prices on. So the effect of having a large blue CTA button is somewhat lost. ●

Flights are listed down the page, so as you scroll down to see whats available, the important details of Location and date are out of view. If you forgot these details you would have to scroll back up. You can't see all the key details at once. The header takes up so much of the page you can only see a couple of the flights at first. ●

Results page / select

08:45 MAN → 05:10 SYD^{+2d}
British Airways
1 connection and 1 stop 35h 25m
[FLIGHT DETAILS](#)

Cabin Class	Price
Economy Basic	£416
Economy Standard	£446
Premium Economy	£1,101

Information shown above applies to your flight from London to Sydney only.

09:45 MAN → 05:10 SYD^{+2d}
British Airways
1 connection and 1 stop 34h 25m
[FLIGHT DETAILS](#)

Cabin Class	Price
Economy	£416
Premium Economy	£1,101
Business	£2,297

12:10 MAN → 05:10 SYD^{+2d}
British Airways
1 connection and 1 stop 32h
[FLIGHT DETAILS](#)

Cabin Class	Price
Economy	£416
Premium Economy	£1,101
Business	£2,297

13:15 MAN → 05:10 SYD^{+2d}

Feedback

Flights are listed down the page, so as you scroll down to see whats available, the important details of Location and date are out of view. ●

If you forgot these details you would have to scroll back up. You can't see all the key details at once. The header takes up so much of the page you can only see a couple of the flights at first. ●

Passenger details

The screenshot shows the British Airways website's passenger details form. A dropdown menu for titles is open, listing options: Mr, Mrs, Miss, Ms, Mstr, Capt, Prof, Dr, Dame, Lady, Lord, The Rt Hon, Rabbi, and Rev. Below the dropdown is a text input field for the title. The form includes fields for 'First name on passport', 'Last name on passport', and 'Frequent flyer programme'. A note states 'You can add this after you've completed your booking'. The passenger is identified as 'Adult 2' with 'AGE 16+'. A 'Title' dropdown is also visible at the bottom. To the right, a 'Your journey' summary shows two Premium Economy flights: Manchester to Sydney (35h 25m) and Sydney to Manchester (27h 40m). The total price is £1,500.48.

comprehensive list of titles. ●

'You can add this after you've completed your booking' ●

Not too many fields, bare minimum – good. ●

Clear, readable, great flow. Easy to do. ●

Feedback

Seat selection

Just seat and legroom upgrades, not bundled in with baggage or upgrades. ●

Simple to understand the price options ●

Key is quite hard to read – same colours, just a small arrow ●

Names in the top bar not very noticeable, therefore not very supportive to the process. ●

Once the first flight is done, rather than stepping along to the next flight, you go back to the seat page and have to click into the next flight. ●

