

Landing page

Overall design Hero image. Carousel of strong, evocative images. ●

There is more information to distract users from searching for flights than with a single hero image, with offers and adverts included on the carousel. ●

Along with the other offers on the page, EasyJet clearly give upselling holidays similar priority to encouraging users to book flights. The offers and discounts, match the brand positioning of a budget, economy airline.

This is reflected in the overall design – busy with lots of stuff packed in. Square corners, bright brand colours, and less white space in the form.

But the high contrast of the form makes it easily findable for users. ●

The screenshot shows the EasyJet landing page with several key elements and annotations:

- Navigation Bar:** Contains the EasyJet logo and links for Flight info, Holidays, Cars/Transfers, Business, Booking.com, Covid-19 Travel Hub, and Manage Bookings. On the right, there are links for Check In, Sign in, Help, and en-GB with a UK flag.
- Hero Image:** A large background image of a person's hand holding a camera lens underwater, with blue and green tones.
- Search Form (Left):** A white form with a high-contrast orange border. It includes tabs for Flights, Holidays, and Cars. The Flights tab is active, showing a search for Liverpool (LPL) to Amsterdam. It also includes fields for Departing and Returning dates, and passenger counts for Adults (16+), Children (2-15), and Infants (< 2). A prominent orange "Show flights >" button is at the bottom of the form. Below the form are links for "About special assistance >" and "Tackling our carbon emissions >".
- Welcome Panel (Right):** A white panel with the text "Welcome Choose from hundreds of amazing destinations" and "Use our Inspire Me tool to find great trip ideas whatever your budget". It features a prominent orange "Inspire Me" button.
- Destination Cards (Bottom):** Four cards for Faro, Krakow, Lisbon, and Thessaloniki, each showing the price "£22.99 (Sep 2021)" and a "Book now >" button.
- Footer (Bottom):** Three promotional cards: "SUMMER 2022 HOLIDAYS" (with a beach image), "PROTECTION PROMISE" (with a teal background), and "COVID-19 TRAVEL HUB" (with an orange background). Each card has a "Book now >" or "Visit now >" button.

Annotations (blue lines and green circles) highlight the search form, the "Inspire Me" button, and the "COVID-19 TRAVEL HUB" card.

Clear reassurance at an anxious time for travellers ●

Search form

Smaller than typical websites, and with the form on the left hand side. More evidence that EasyJet don't just want users to book flights.

Although the form is smaller, and not centred, it still draws the eye in and is immediately obvious where to start looking for flights.

The screenshot shows the search form with the following elements and annotations:

- Flights** tab selected, with **Holidays** and **Cars** tabs.
- One way** (Annotator: Trip type is dealt with by a 'ONE WAY' tick box at the top, defaulting to return journeys, likely to be the most common use case for this airline)
- 2 recent searches >** (Annotator: Recent searches reveals list in pop-out sidebar. Handy for returning users, and handy for comparing flights, for example from two different airports, or two different months. List of searches revealed in an off-canvas window)
- From:** Liverpool (LPL) (Annotator: Easily visible menu icons reveal a large off-canvas window for airport choosing)
- To:** e.g. Amsterdam (Annotator: 'e.g.' remains visible when the field becomes active until user begins typing)
- Departing** and **Returning** fields (Annotator: Departing/returning field has orange place holder, upon clicking reveals pop-out calendar. Users have to use calendar rather than typing.)
- Passenger selection: Adults (16+) 1, Children (2-15) 0, Infants (< 2) 0 (Annotator: Passenger input very clear and usable)
- Show flights >** button (Annotator: Clear and visible CTA leads user to next step with label that informs them of next step)
- Links: **About special assistance >** and **Tackling our carbon emissions >**

Holidays and cars in tabs. More upselling rather than utility functions

Recent searches reveals list in pop-out sidebar. Handy for returning users, and handy for comparing flights, for example from two different airports, or two different months. List of searches revealed in an off-canvas window

Easily visible menu icons reveal a large off-canvas window for airport choosing

Departing/returning field has orange place holder, upon clicking reveals pop-out calendar. Users have to use calendar rather than typing.

Passenger input very clear and usable

Clear and visible CTA leads user to next step with label that informs them of next step

The screenshot shows the auto-search dropdown menu with the following elements:

- Input field containing "man"
- Dropdown list items: **Isle of Man (IOM)** United Kingdom, **Manchester (MAN)** United Kingdom, **Winnipeg, Manitoba (YWG)** Canada, and **Worldwide**
- Background is dark with text in white and orange.

Auto-search drop down shows country and airport, whatever the user chooses to type

Adults (16+) 1

Trip type is dealt with by a 'ONE WAY' tick box at the top, defaulting to return journeys, likely to be the most common use case for this airline

Vertical flow rather than horizontal, unlike most desktop airline sites but easy to flow through.

Busy design matches the overall page, goes against typical UX trends but doesn't feel unusable. Still clear what to do.

Field labels are in placeholders, saving space.

'e.g.' remains visible when the field becomes active until user begins typing

This close-up shows the search form with annotations:

- Flights** tab selected.
- One way** and **2 recent searches >**
- From:** Liverpool (LPL)
- To:** e.g. Amsterdam (Annotator: Active indicated clearly with darker outline helping the user flow through the form.)

Active indicated clearly with darker outline helping the user flow through the form.

Auto-search drop down shows country and airport, whatever the user chooses to type

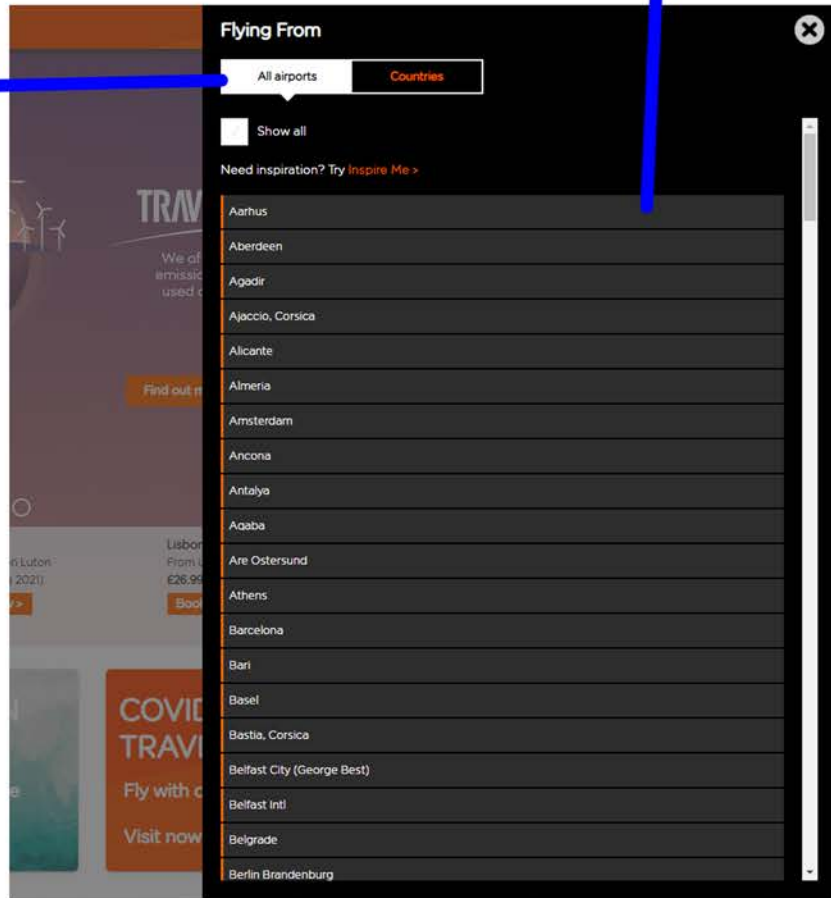
Off-canvas sidebars

From/to and departing/returning fields supported by large off canvas windows which makes airport finding and date picking very easy while still leaving space for holiday upsells

Airport finder

Airport finder allows users to search by country, handy if you don't know what specific airport you will be flying to.

List of airports only includes destinations that easyjet fly to. Good.

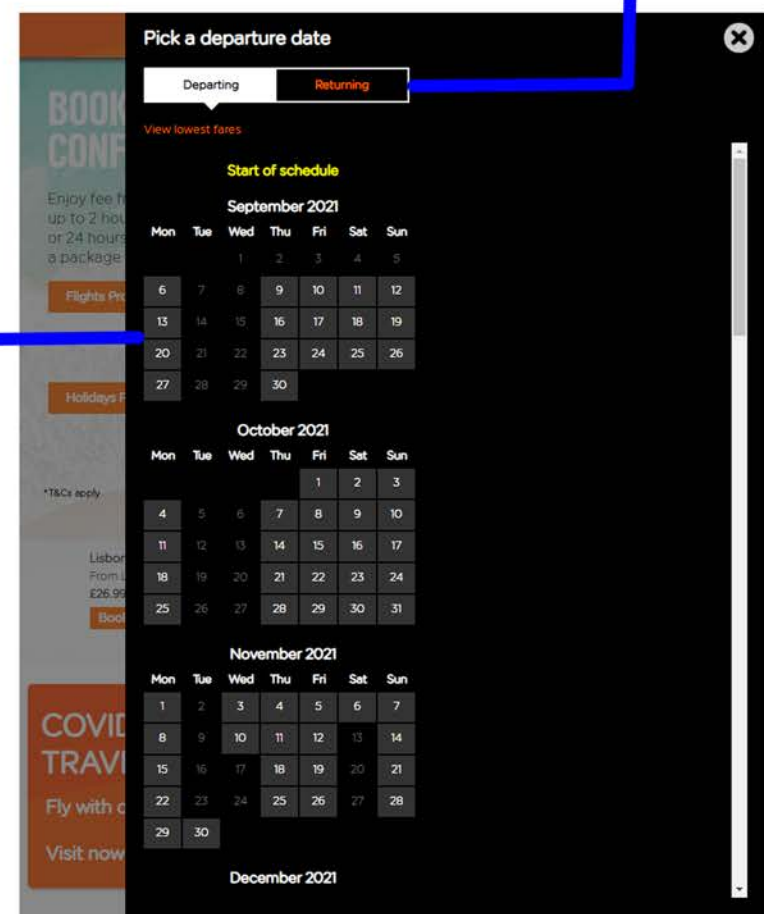


Calendar

Calendar large and easy to visualise dates/weeks.

Dates highlighted in grey inform user of which days there are flights available so its impossible to pick a date where there is no flights.

Both departing and returning can be selected from calendar although this is only signified by small tabs at the top.



Results

Pick flights – now select your flights – plain language makes it very clear as to the next step.

Again, small and crowded design, with lots of unused space on either side. Despite small area of the results the space has been used well. There is lots of key information points easily visible at once.



You can see Outbound and Inbound together, handy for visualising the entire holiday. If you wanted 7 days away but didn't know whether it was best to go Sunday to Sunday or Saturday to Saturday this is very useful to be able to visualise. This is a great help when it comes to trip planning.

You can see days either side, with flights shown for three days at once.

Only the key details are shown clearly – Dates, times, and price

Once both flights are selected, title changes to useful copy that guides user through process, with the CTA clearly in the same bar

Once a flight is selected it is clearly highlighted orange with a tick icon

Show FLEXI fares
What are FLEXI fares?

[Change search >](#)
[4 recent searches >](#)

Outbound

Manchester to Milan Malpensa
3 people currently looking
3 week view >

	Sun 13 Mar	Mon 14 Mar	Tue 15 Mar
Dep	13:40	15:50	15:50
Arr	16:45	19:00	19:00
Price	£24.99	£22.99	£22.99
Notes		LOWEST FARE	LOWEST FARE
Availability		3 seats left at	

Inbound

Milan Malpensa to Manchester
3 people currently looking
3 week view >

	Thu 17 Mar	Fri 18 Mar	Sat 19 Mar
Dep	12:40	12:40	07:00
Arr	13:55	13:55	08:20
Price	£17.57	£30.57	£17.57
Notes	LOWEST FARE		LOWEST FARE

Essential information to enter England from overseas

Everyone entering England from overseas (including UK nationals and residents) must **provide proof of a negative COVID-19 test** taken within 3 days of departure to England.

Fill in your Passenger Locator Form up to 48 hours before arrival. You must declare all countries you have visited or transited through in the 10 days prior to your arrival on your Passenger Locator Form.

All flights selected? [Continue](#)

Show FLEXI fares
What are FLEXI fares?

[Change search >](#)
[3 recent searches >](#)

Outbound

Liverpool to Malaga
Last booked 5 minutes ago
3 week view >

	Sat 16 Oct	Sun 17 Oct	Mon 18 Oct
Dep	06:00	06:00	06:00
Arr	09:55	09:55	09:55
Price	£41.99	£29.99 ✓	£19.99
Notes	SAVE		SAVE
Availability		4 seats left at	

Inbound

Malaga to Liverpool
Last booked 5 minutes ago
3 week view >

	Sat 23 Oct	Sun 24 Oct	Mon 25 Oct
Dep	10:30	10:30	10:30
Arr	12:30	12:30	12:30
Price	£28.99 ✓	£45.99	£31.99
Notes	SAVE		SAVE

Users can access recent searches or add new searches from these clearly displayed links

3 people looking – social proof, makes user aware that flights may sell out and encourages them to choose quickly, although from an emotional point of view this could increase anxiety.

Lowest fare highlighted continuing with emphasis on budget and helping users find the cheapest price flights.

Basket on the right hand side with price at top keeps user informed of where they are up to, keeping on top of the details of the flights and informing them of the total price as the flights are added.

Price shown on flight is per person, so total at top of basket very good for informing user of total price for all users.

This also updates immediately if another flight is selected. Its very easy to change flight selection, and the price tiers are only presented once 'continue' is pressed.

Basket £0.00
[Change currency >](#)

Manchester to Milan (All Airports)
No flight selected

Milan (All Airports) to Manchester
No flight selected

[Continue](#)

COVID-19 TRAVEL HUB
Fly with confidence

Travel comfortably and confidently at every stage of your journey with us.
[Find out more >](#)

Non-refundable. Changeable subject to fees.
Price includes all applicable taxes and fees.

What do our fares include?
Standard FLEXI

Basket £117.96
[Change currency >](#)
[Price breakdown >](#)

Liverpool to Malaga
EZ Y7179
Departure: 06:00 Sun 17th Oct
Arrival: 09:55

Your fares: Adult 2 x £29.99
Your cabin bags: Small cabin bag 2 x included

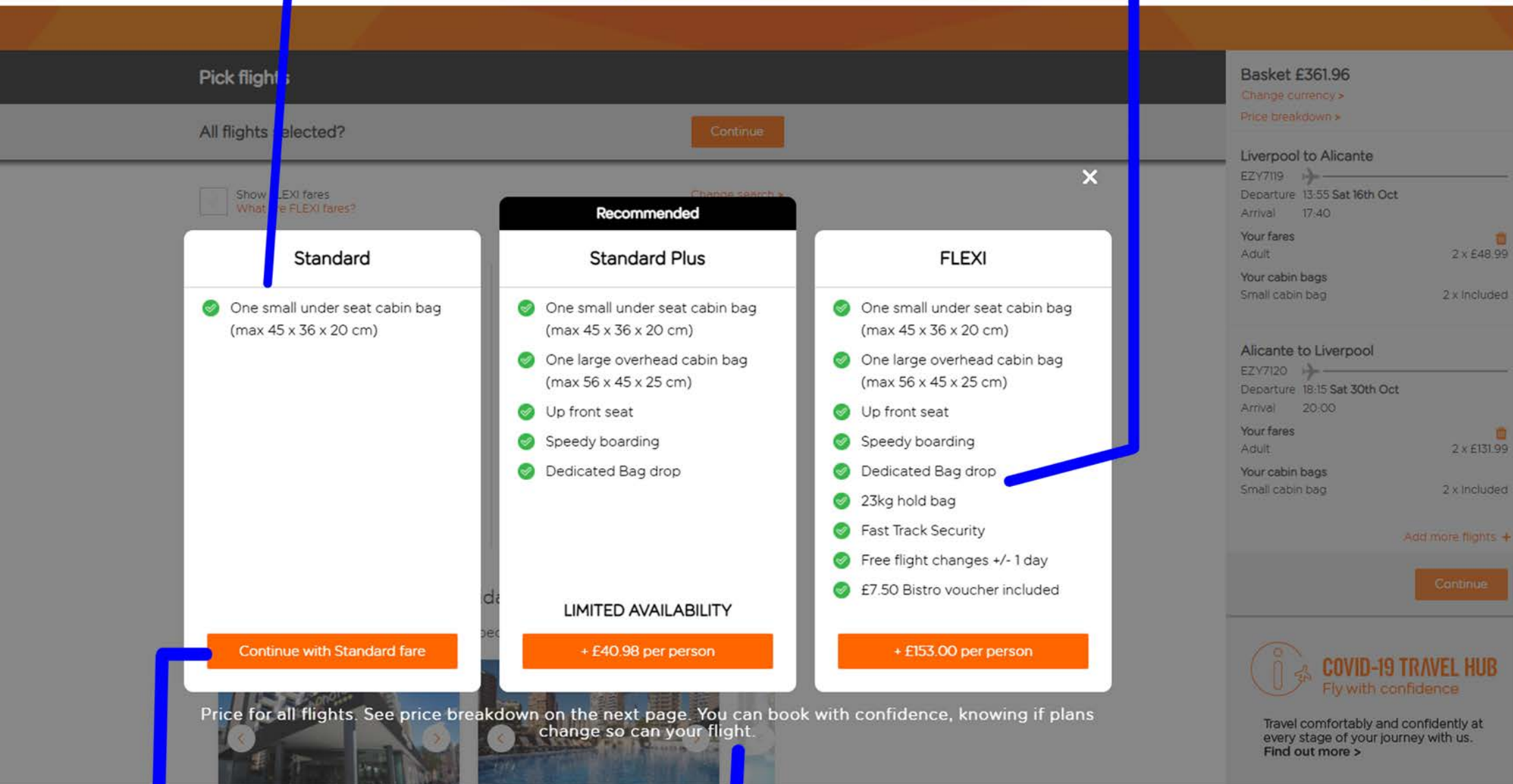
Malaga to Liverpool
EZ Y7180
Departure: 10:30 Sat 23rd Oct
Arrival: 12:30

Your fares: Adult 2 x £28.99
Your cabin bags: Small cabin bag 2 x included

Price tiers

Long lists of extras included with price tiers. Green ticks for each list item make it easy to scan. ●

Understandable apart from dedicated bag drop. Assumed it means checking in hold luggage, although hold luggage is also an option on Flexi? ●



The label on this CTA is not completely clear this is how the user proceeds with the booking at the price already in selected and in the basket. ●

Great information for a big expensive purchase when the arrangements for a trip months in the future may well change. ●

Reassuring, but despite the importance of this reassurance, it is not a very clear message. White text over greyed out page below, quite small and unnoticeable. ●

Seat selection

Crowded and busy design, but easy to use nevertheless. High-contrast black & white makes functionality stand out, if looking a little harsh.

The screenshot shows the easyJet seat selection process. At the top, the 'easyJet' logo is on the left, and 'Seat selection optional' is centered. Below this, a 'Seats selected' section shows 'MAN to MXP, Mon 14th Mar' and a 'Continue' button. The main area is a seat map with columns A-F and rows 1-10. Three fare options are listed: 'Extra legroom £22.49', 'Up front £17.49', and 'Standard £5.99'. Each option includes a list of benefits like '1 small under seat bag', '1 large overhead bag', 'Speedy boarding', and 'Dedicated Bag drop'. To the left of the seat map, there are passenger selection options for 'Adult 1', 'Child 1', and 'Child 2', each with a seat icon and a trash can icon. Below these is a promotional banner for 'Extra Legroom & Up Front seats' with an image of a family and a list of benefits. At the bottom left, there are links for 'Special assistance requests & other restrictions', 'easyJet Plus cardholders', and 'Travelling with children'. On the right side, a 'Basket £155.24' section shows a 'Price breakdown' for two flights: 'Manchester to Milan Malpensa' and 'Milan Malpensa to Manchester'. Each flight entry includes departure and arrival times, fare breakdowns for adults and children, and flight options with prices. A 'Continue' button is at the bottom right of the basket section. A 'COVID-19 TRAVEL HUB' banner is at the bottom of the page with the text 'Fly with confidence' and 'Travel comfortably and confidently at every stage of your journey with us. Find out more >'. At the very bottom, there is a disclaimer: 'Non-refundable. Changeable subject to fees. Price includes all applicable taxes and fees.'

easyJet

Seat selection optional

< Back

Seats selected
MAN to MXP, Mon 14th Mar

Continue

For each passenger, please select from the available seats.

Adult 1 20A

Adult 2 20B

Child 1 20C

Child 2 20D

Extra Legroom & Up Front seats come with extra benefits

• Save time at dedicated bag drop
• Be first on the aircraft with Speedy Boarding
• Bring 2 pieces of hand luggage

If you don't select a seat, we'll automatically allocate your seats when you check-in.

Special assistance requests & other restrictions >

easyJet Plus cardholders >

Travelling with children >

Extra legroom £22.49

- 1 small under seat bag
- 1 large overhead bag
- Speedy boarding
- Dedicated Bag drop

Up front £17.49

- 1 small under seat bag
- 1 large overhead bag
- Speedy boarding
- Dedicated Bag drop

Standard £5.99

- 1 small under seat bag
- Choose where you want to sit, window, middle or aisle

Manchester to Milan Malpensa

EJU2922

Departure 15:50 Mon 14th Mar

Arrival 19:00

Your fares

Adult 2 x £23.74

Child 2 x £10.74

Your flight options

Standard seat 20A £3.99

Standard seat 20B £3.99

Standard seat 20C £3.99

Standard seat 20D £3.99

Milan Malpensa to Manchester

EJU2921

Departure 07:00 Sat 19th Mar

Arrival 08:20

Your fares

Adult 2 x £17.58

Child 2 x £17.58

Your flight options

You have not selected seats yet

Continue

COVID-19 TRAVEL HUB
Fly with confidence

Travel comfortably and confidently at every stage of your journey with us.
Find out more >

Non-refundable. Changeable subject to fees.
Price includes all applicable taxes and fees.

Passenger icons populate with seat numbers to confirm that seats have been selected, keeping the user informed of where they are up to, visually aiding the process.

Straight onto next flight once this flight is complete, although the small airport codes in the header make it hard to see which flight you are currently on.

Price in basket updates clearly as each seat is added so user can keep an eye on the price.

The price options for different seats are bundled together with other extras and upgrades, with no clear explanation of how these link to the previous price tiers.

The possible combinations of extras and upgrades are becoming hard to manage and understand.