

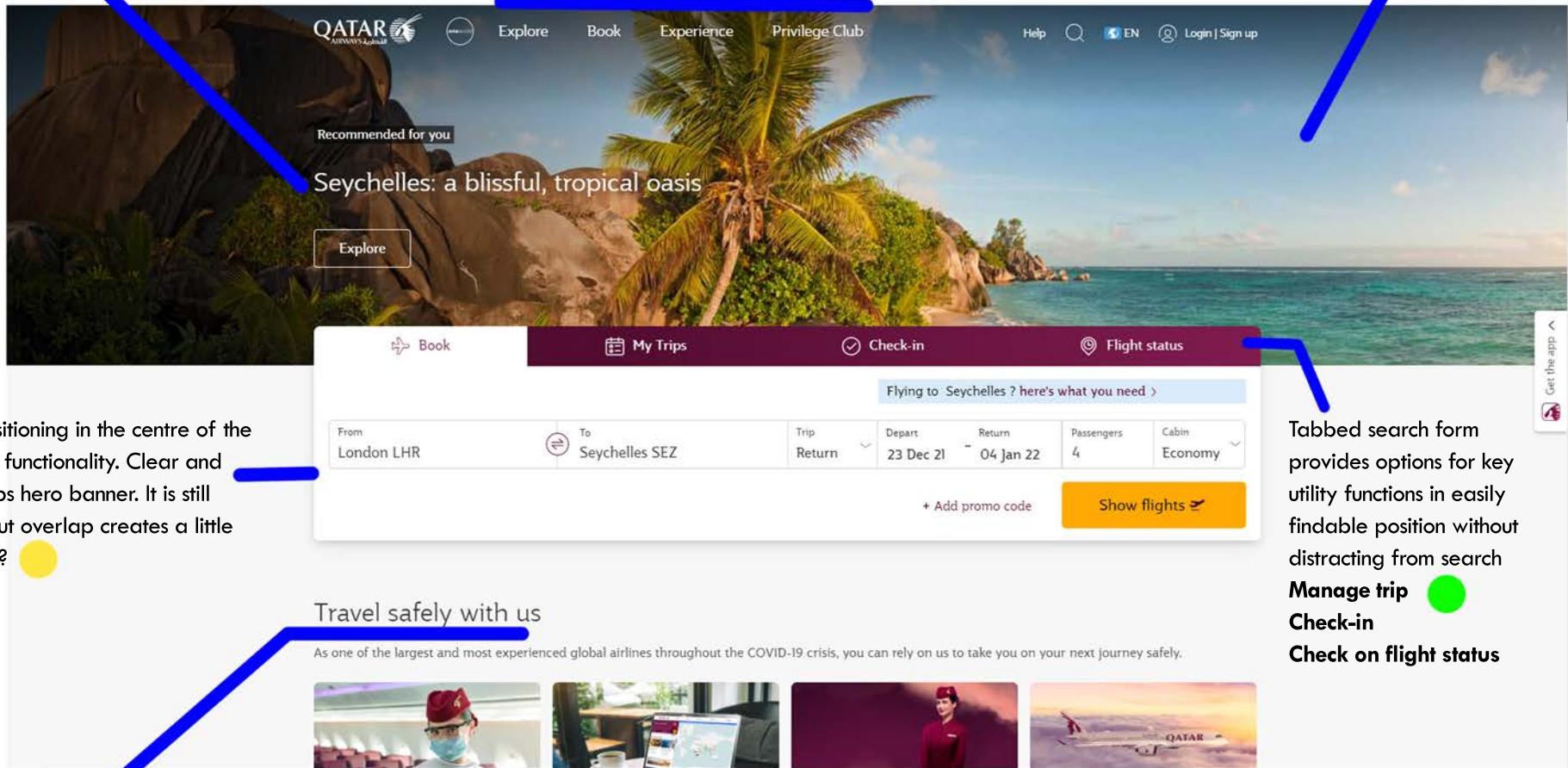
Landing page / search

Easy on the eye. Aesthetically pleasing. Luxury, high-end. Premium.
Soft, rounded corners, lightweight font, low contrast design.

Subtle, unintrusive featured destination, fits in with brand image and theme of discovery and adventure, would be enticing to anyone wishing to do travel research, without distracting from the main function of the page – flight booking. Transparent button ensures upsell CTA doesn't distract from booking form.

Top menu doesn't distract from main function of page, but the large drop-down menus have a comprehensive list of options which probably cover the majority of use cases aside from booking, such as useful flight information, what you need to know. Language like 'EXPLORE' adds to the travel and adventure vibe. More emphasis on info useful to user.

Strong hero banner – immediately feels warm, inviting and positive. Desirable locations, looks great compared to rainy UK. Naturally fits with travel. Adventure. Evokes positive emotions. Viscerally pleasing.



Search form. Positioning in the centre of the page as the key functionality. Clear and obvious. Overlaps hero banner. It is still clearly visible, but overlap creates a little cluttered feeling?

Travel safely with us

As one of the largest and most experienced global airlines throughout the COVID-19 crisis, you can rely on us to take you on your next journey safely.



Additional features and menus below search form, as with Top menu, lean more towards useful information for travellers rather than lots of promotion. This gives me reassurance rather than mild annoyance at being bombarded with sales tactics.

Tabbed search form provides options for key utility functions in easily findable position without distracting from search
Manage trip
Check-in
Check on flight status

Search form

Airport finder – auto-search. It includes airports they don't fly from or to – not helpful. ●

Qatar stopover – upselling Qatar as a destination – a commercial objective rather than UX decision? Edge case in a prominent position on the search form. ●

The screenshot shows the flight search form with the 'From' field set to 'Man' and an auto-suggest dropdown showing 'Manchester Manchester Airport (MAN)', 'Manila Ninoy Aquino International Airport (MNL)', and 'Clark Clark International Airport (CRK)'. The 'To' field is empty. The 'Trip' dropdown is set to 'Return', and the 'Depart' and 'Return' dates are '29 Aug 21' and '05 Sep 21' respectively. The 'Passenger' field is '1' and the 'Cabin' is 'Economy'. A yellow 'Show flights' button is visible.

Strong colour contrast of CTA makes the primary purpose of the page stand out clearly, leading user to their key goal. ●

Caption describes clearly what will happen on the next page. Icon supports the text well. ●

Trip-type pops out leading user along form. Simple and recognisable choice that helps user understand they will be choosing one or two flights. ●

The screenshot shows the flight search form with the 'From' field set to 'Manchester MAN' and the 'To' field set to 'Bali/Denpasar DPS'. The 'Trip' dropdown is open, showing options for 'Return', 'One way', and 'Multi-city'. The 'Depart' and 'Return' dates are '29 Aug 21' and '05 Sep 21' respectively. The 'Passenger' field is '1' and the 'Cabin' is 'Economy'. A yellow 'Show flights' button is visible.

The calendar drops-down automatically after selecting trip-type, leading user along form. ●

The picker allows you to select the departure date, then as you scroll over the dates to choose the return date, the days in between are highlighted grey to mark out the period of the trip, helping visualise the trip length. ●

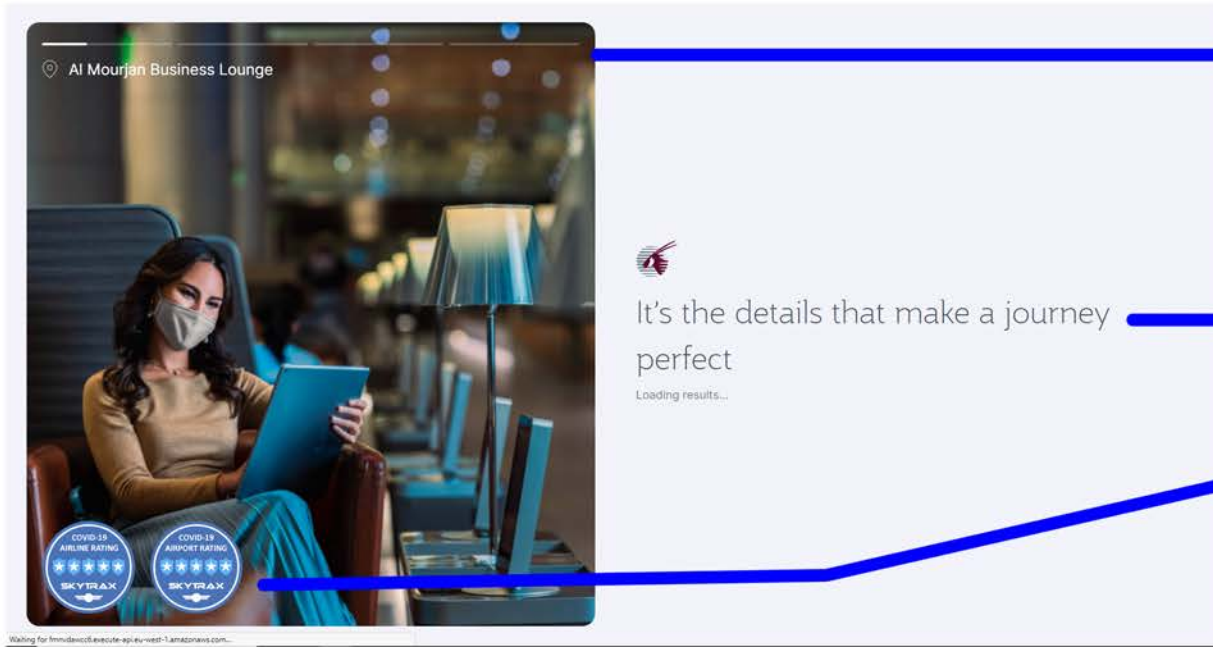
Once you have clicked on the departure date, however, it is not immediately clear that the form/selector has automatically moved onto the return date. The affordance is good, but the feedback could be clearer as it moves to return. If it was more obvious that you are entering **departure** > then **return**, it would be easier to use. ●

The screenshot shows the flight search form with the calendar open. The 'From' field is 'Manchester MAN' and the 'To' field is 'Bali/Denpasar DPS'. The 'Trip' dropdown is set to 'Return'. The 'Depart' date is '07 May 22' and the 'Return' date is '07 May 22'. The calendar shows May 2022 and June 2022. The 'Passenger' field is '1' and the 'Cabin' is 'Economy'. A yellow 'Continue' button is visible.

Not sure how this will effect the search results ●

Allows user to choose dates that are not available. Not good. ●

Splash screen



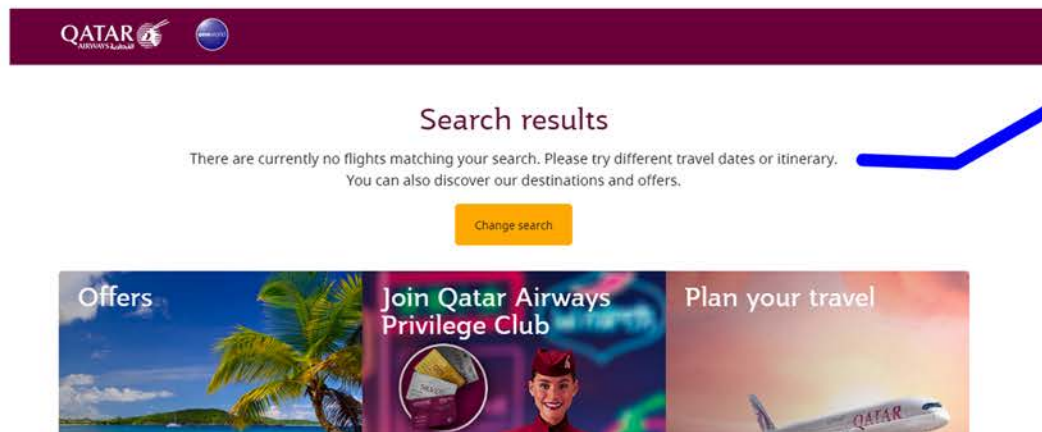
Premium imagery. Luxury, concierge style - reflecting brand. ●

But it takes a very long time to load, even when there are a low number or no flights. ●

Sounds like a B&B I've heard about in Ireland. ●

Social proof – reassuring. ●

Sorry, no flights...



You can choose to search for flights that they do not do, and you have to go back to the landing page to start again. ●

This message doesn't tell you if it's the dates or the airport that is unavailable, so it's a complete guessing game when you try and search again. Not helpful at all. ●

FROM and TO should only show airports they do. ●

The calendar date picker should not allow you to choose dates that have no flights available. ●

And at best, this message should tell the user which detail of the search criteria is unavailable. ●

NOT GOOD

Results / select page

Very soft on the eye, however the lack of contrast means that overall not much stands out and its a bit unclear.

The size of the DATE gives this important detail a low priority when it should be clear to see

The yellow colour of the Modify search button makes this stand out on the page more than the CTA buttons below. This colour works well on the homepage CTA so would make more sense as main CTA on this page.

Very low colour contrast, so the flights don't stand out against the background.

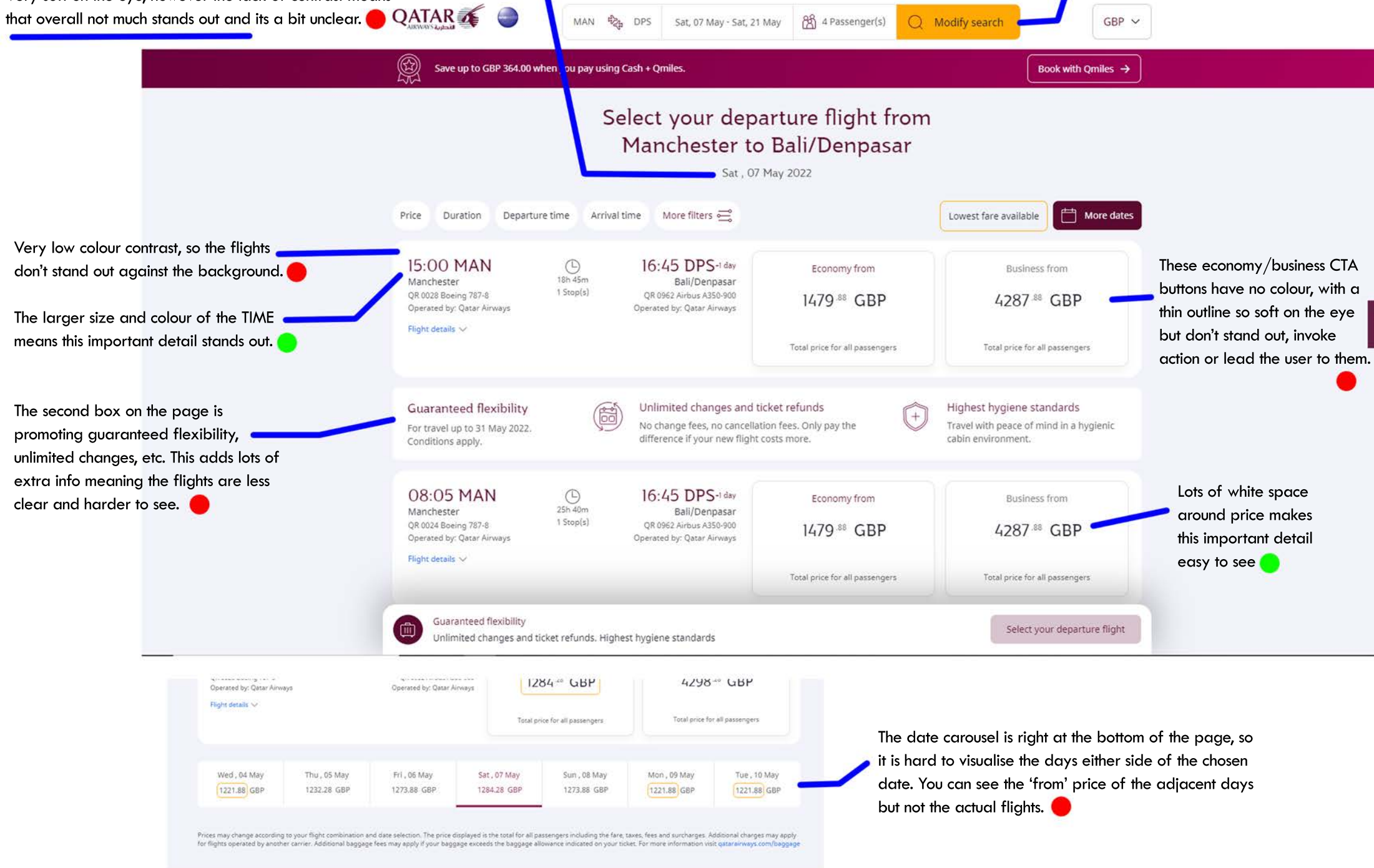
The larger size and colour of the TIME means this important detail stands out.

The second box on the page is promoting guaranteed flexibility, unlimited changes, etc. This adds lots of extra info meaning the flights are less clear and harder to see.

These economy/business CTA buttons have no colour, with a thin outline so soft on the eye but don't stand out, invoke action or lead the user to them.

Lots of white space around price makes this important detail easy to see

The date carousel is right at the bottom of the page, so it is hard to visualise the days either side of the chosen date. You can see the 'from' price of the adjacent days but not the actual flights.



Price tiers

The screenshot displays the Qatar Airways flight booking interface. At the top, the search parameters are: Manchester (MAN) to Bali/Denpasar (DPS) on May 7th to May 21st, for 4 passengers, with the currency set to GBP. The flight duration is 18h 45m with 1 stop. Two fare options are presented: Economy and Business. The Economy section includes three tiers: Classic (1479.88 GBP), Convenience (1707.88 GBP), and Comfort (2539.88 GBP). The Business section features a single tier: Business (4287.88 GBP). Each tier box is highlighted with a yellow 'Select' button. The Business tier box is also highlighted with a 'View fares' button. A vertical image of a Business class cabin is shown to the right of the Economy tiers. At the bottom, there is a 'Guaranteed flexibility' section with a 'Select your departure flight' button.

Tier	Price (GBP)	Qmiles Earned	Checked Baggage	Hand Baggage	Seat Selection	Upgrade Cost (Qmiles)	Additional Benefits
Classic	1479.88	4131	25 kg	1 piece, 7 kg	Standard	107,500	None
Convenience	1707.88	6196	30 kg	1 piece, 7 kg	Standard	80,000	None
Comfort	2539.88	8261	35 kg	1 piece, 7 kg	Standard & Preferred	54,000	20% discount at Qatar Duty Free, Refundable as voucher with 10% additional value
Business	4287.88	-	-	-	-	-	-

Each flight has both and ECONOMY from and BUSINESS from CTA buttons. There are three tiers for both options, reflecting Qatar's positioning as a premium airline. ●

Each price tier box has stonger contrast to the grey background so each fare stands out clearly. ●

Important detail price given priority as header. ●

The yellow CTA buttons are back, clearly visible and directing the user to select a fare. ●

Lots of data points to digest, however the differences amount to more weight allowance and seat selection. ●

Not sure what the difference between Standard seat selection and Preferred seat selection. ●

Trip summary

The screenshot shows a Qatar Airways trip summary for a round trip from Manchester to Maldives. The page is divided into several sections: a top navigation bar with flight details and a search button; a main 'Your trip review' section with flight details and a 'Change this flight' button; a right sidebar with pricing and a 'Continue' button; and a bottom summary bar with a 'Continue to passenger details' button. Annotations include blue lines pointing to specific elements and colored circles (red, yellow, green) highlighting specific design or usability issues.

Annotations:

- Red circle: Lots of information to digest, but the font size and weight is the same so there is no hierarchy.
- Yellow circle: Use of purple colour headings not very effective as there is no size contrast between text and headings. The purple is also widely used all over the page, losing more impact.
- Yellow circle: Soft grey and low contrast of text reduces clarity.
- Green circle: Plenty of details so users can understand trip. White space and dividing line between connections make it clear to visualise, aided by the circle icons for departure and arrival.
- Green circle: Clear yellow CTA's lead user to next step. CTA appears in two places to make sure.
- Green circle: Label on this button aids with users understanding of next step.

Lots of information to digest, but the font size and weight is the same so there is no hierarchy. ●

Use of purple colour headings not very effective as there is no size contrast between text and headings. The purple is also widely used all over the page, losing more impact. ●

Soft grey and low contrast of text reduces clarity ●

Plenty of details so users can understand trip. White space and dividing line between connections make it clear to visualise, aided by the circle icons for departure and arrival. ●

Clear yellow CTA's lead user to next step. CTA appears in two places to make sure. ●

Label on this button aids with users understanding of next step. ●

Continue to passenger details

Passenger details



As one of the largest and most experienced global airlines throughout the COVID-19 crisis, you can rely on us to take you on your next journey safely.

Passenger details

Please enter names as they appear on passport or travel documents [Tips on adding passenger name](#)

[Log in to your account to unlock extra benefits >](#)

Save up to **362.00 GBP** using Cash + Qmiles

Earn from **5424 Qmiles**

Auto-fill your travel details

Passenger 1 (Adult)

Title
 Mr Mrs Ms

First name / Middle name

Last name

Date of birth
DD/MM/YYYY

Nationality

Male

Female

Passport details (Optional)

Passport number (Optional)

Passport expiry date (Optional)
DD/MM/YYYY

Your trip summary

Outbound flight

Sat, 26 Mar
13:35
MAN 6h 40m 23:15
DOH

Operated by Qatar Airways

Sun, 27 Mar
01:00
DOH 4h 50m 07:50
MLE

Operated by Qatar Airways

Inbound flight

Sat, 09 Apr
21:20
MLE 4h 25m 23:45
DOH

Operated by Qatar Airways

Sun, 10 Apr
01:25
DOH 7h 20m 06:45
MAN

Operated by Qatar Airways

Total trip price: **1624.16 GBP**

After completing the passenger details, the user has to scroll past more vague upsells to find the CTA. Not sure if I'm Beyond Business? ●

Passenger 2 (Adult)



Join Privilege Club

Join Privilege Club and enjoy member exclusive offers and benefits
Booking Qmiles Joining Bonus Qmiles
5424 + 2,000

I would like to join Qatar Airways Privilege Club.
(Applies to the primary contact on this booking)



Are you a Beyond Business corporate loyalty program member?

Membership Number

Contact details

Please provide your contact details so that we can notify you the updates on your flight

Select Primary Contact

Select country

Phone number

E-mail



Receive exclusive offers to more tropical oases like Maldives

How does Qatar Airways use personal information?

I have verified that the information provided matches the passport information.

Continue

Top of page is an incentive to log in. The title suggests the user already has an account, so not sure if that is for me. Also I'm not sure what Qmiles are so the benefit to the user is not made clear. ●

So the first information the user sees on this important page a slightly confusing upsell – not helpful to the flow. ●

Back to the low contrast of sections, so benefit of chunking of sections together is reduced. ●

Zig zag flow through the form and low contrast of the fields makes it seem cluttered and less readable. ●

It is useful to have the trip summary here on the right so the user can understand the trip, but again the design means the details are quite hard to read. ●

Buried inbetween the upsells is the important CONTACT DETAILS form, easily missable. ●

Seat selection

Layout clear and understandable.

Passengers easy to see on top-left.

Image of aircraft on right-hand side aids understandability and breaks up the sections into easy chunks.

Colour coding of seats makes price categories easily understandable.

Price tiers are independent from baggage and other upgrades so easy to understand.

DOH - MAN Flight duration 7hrs 20mins

17A Edward Gibson ✓ Selected 10.8 GBP
17C Lindsay Gibson ✓ Selected 10.8 GBP
18A Rosie Gibson ✓ Selected 10.8 GBP
18C Amelie Jae ✓ Selected 10.8 GBP
Sub total 43.20 GBP

Extra legroom 53.8 GBP Preferred 23.7 GBP Standard 10.8 GBP more ▾

	A	B	C	D	E	F	H	J	K
10	✎	✕	✎	✎	✕	✎	✎	✕	✎
11	✎	✕	✎	✎	✕	✎	✎	✕	✎
12	✎	✕	✎	✎	✕	✎	✎	✕	✎
13	✎	✕	✎	✎	✕	✎	✎	✕	✎
14	✎	✕	✎	✎	✕	✎	✎	✕	✎
15	✎	✕	✎	✎	✕	✎	✎	✕	✎
16	✎	✕	✎	✎	✕	✎	✎	✕	✎
17	17A	✕	17C	✎	✕	✎	✎	✕	✎
18	18A	✕	18C	✎	✕	✎	✎	✕	✎
19	✎	✕	✎	✎	✕	✎	✎	✕	✎
20	✎	✕	✎	✎	✕	✎	✎	✕	✎
21	✎	✕	✎	✎	✕	✎	✎	✕	✎
22	✎	✕	✎	✎	✕	✎	✎	✕	✎
23	✎	✕	✎	✎	✕	✎	✎	✕	✎

Economy
Business
10 - 25
26 - 36