W'D

British Airways
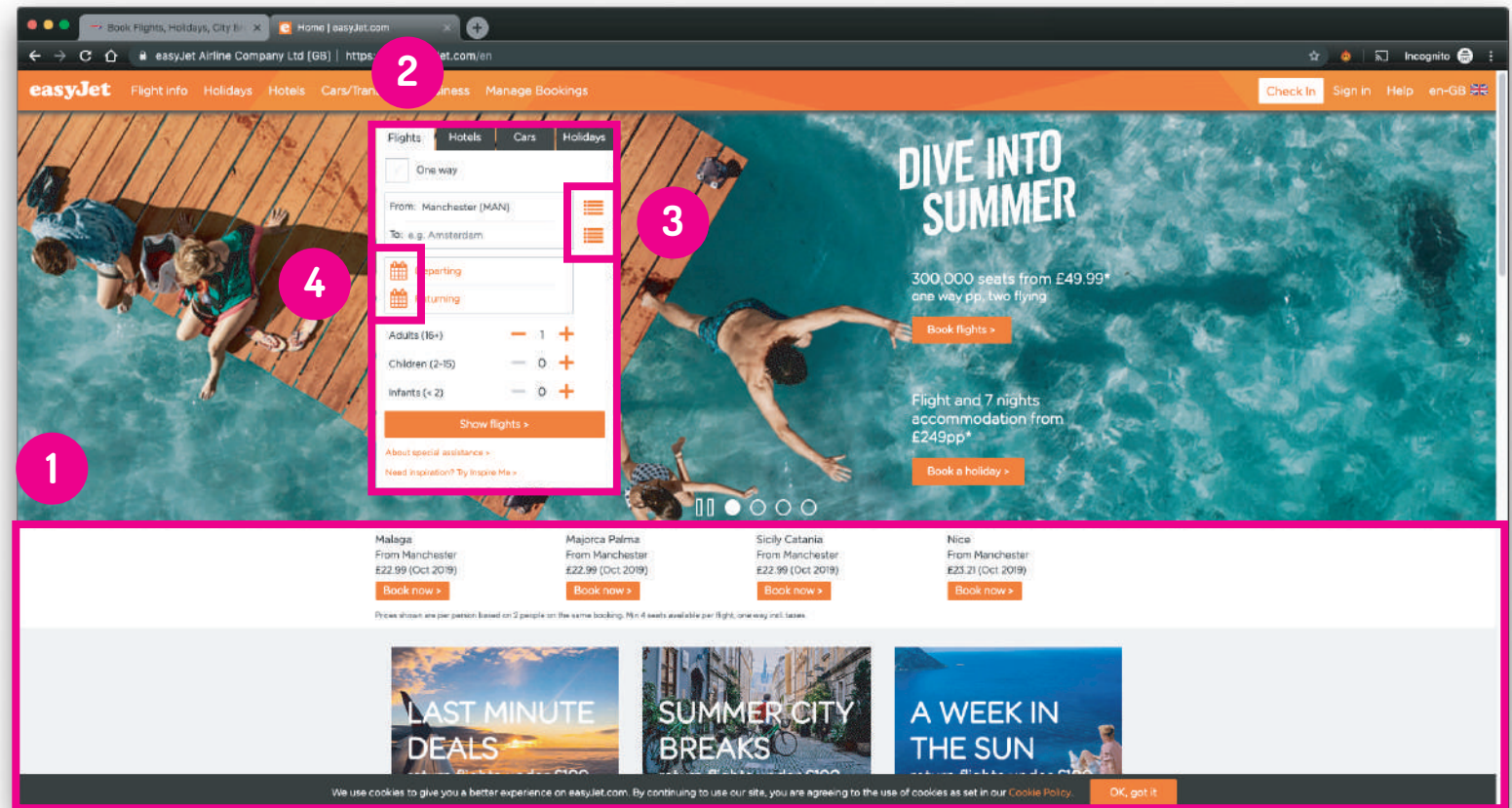**– Home page**
– Mac
– Google Chrome
– Flight website

1 – Clear area laid out for select and search. Filled with an image with contrasting colours to make the most important information stand out.

2 – Prompts to type letters give the user exact actions to pick destinations.

3 – Outbound and return options are large in size making it less likely to make mistakes.

4 – Icons for passengers and class are obvious and back up the text.
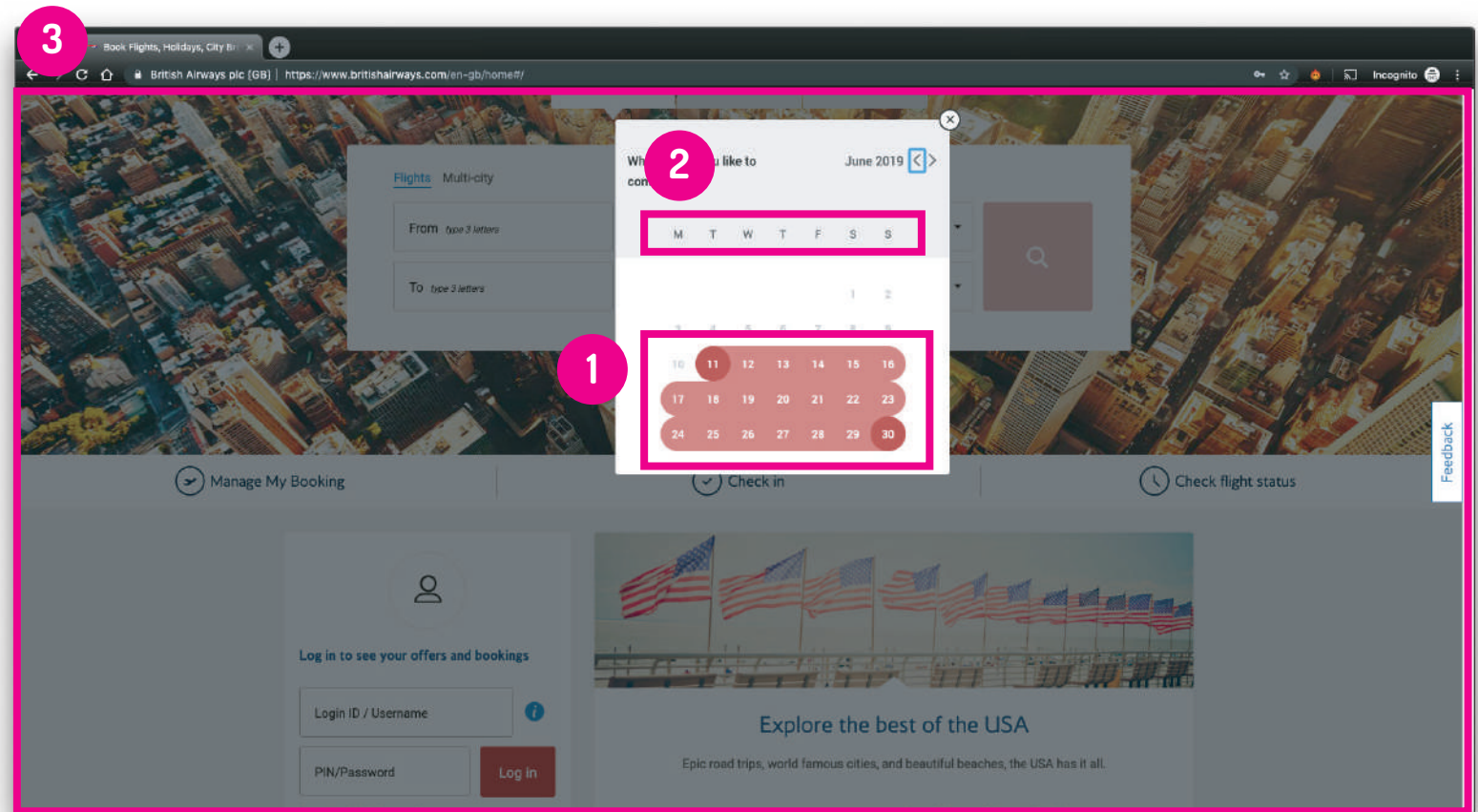
British Airways
– Date select
– Mac
– Google Chrome
– Flight website

1 – Date selector is clear to use showing the start and end date in a darker shade of red.
2 – Calendar shown in weeks makes it easy to see how long the trip is overall.
3 – Pop up dulls the previous screen highlighting the important information.

easyJet
– Home page
– Mac
– Google Chrome
– Flight website
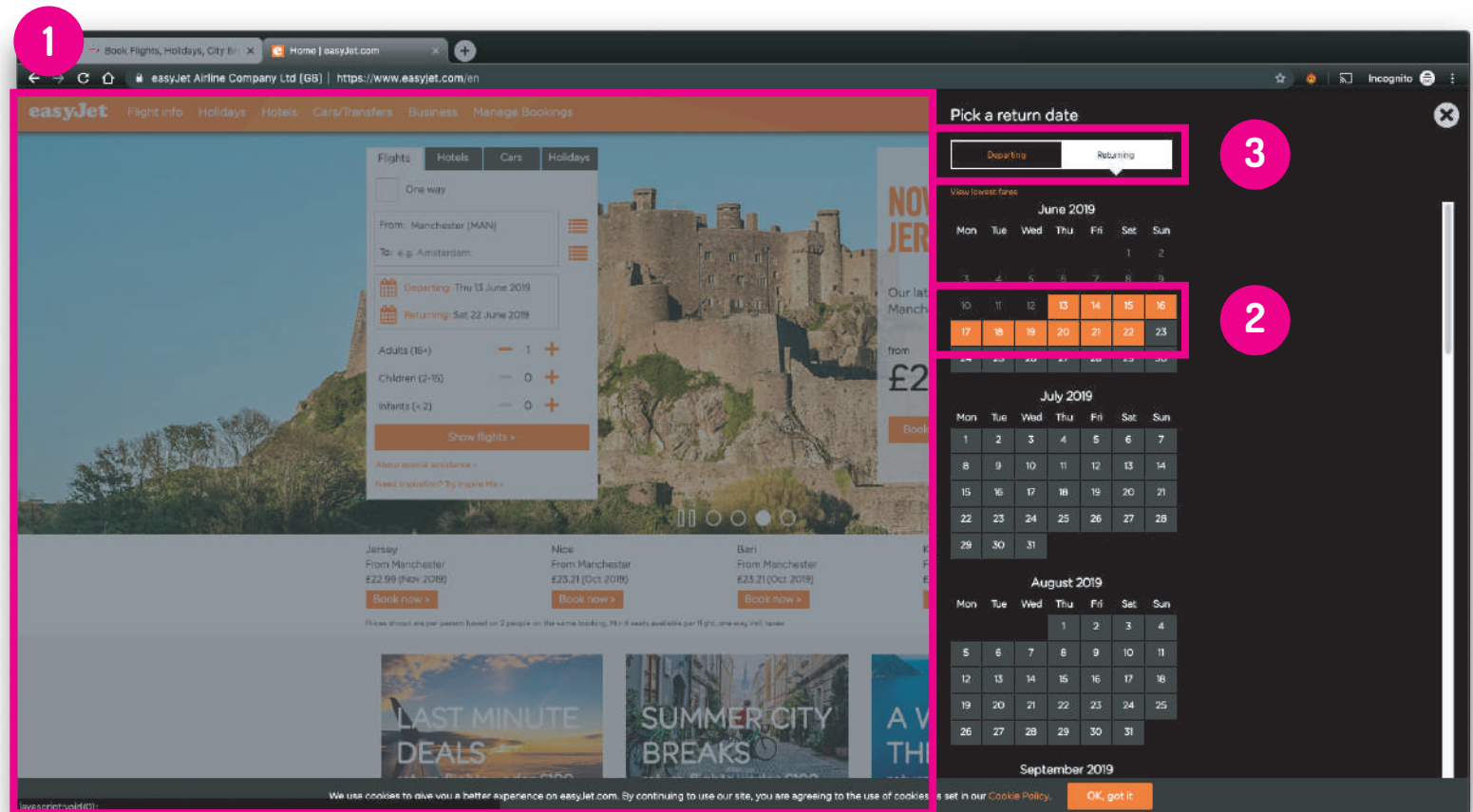
1 – Information around the booking box is distracting, too much text and too many buttons.

2 – Booking box is small in comparison to the information structure on the screen.

3 – Action buttons to the right of the text boxes are confusing, what do they do?

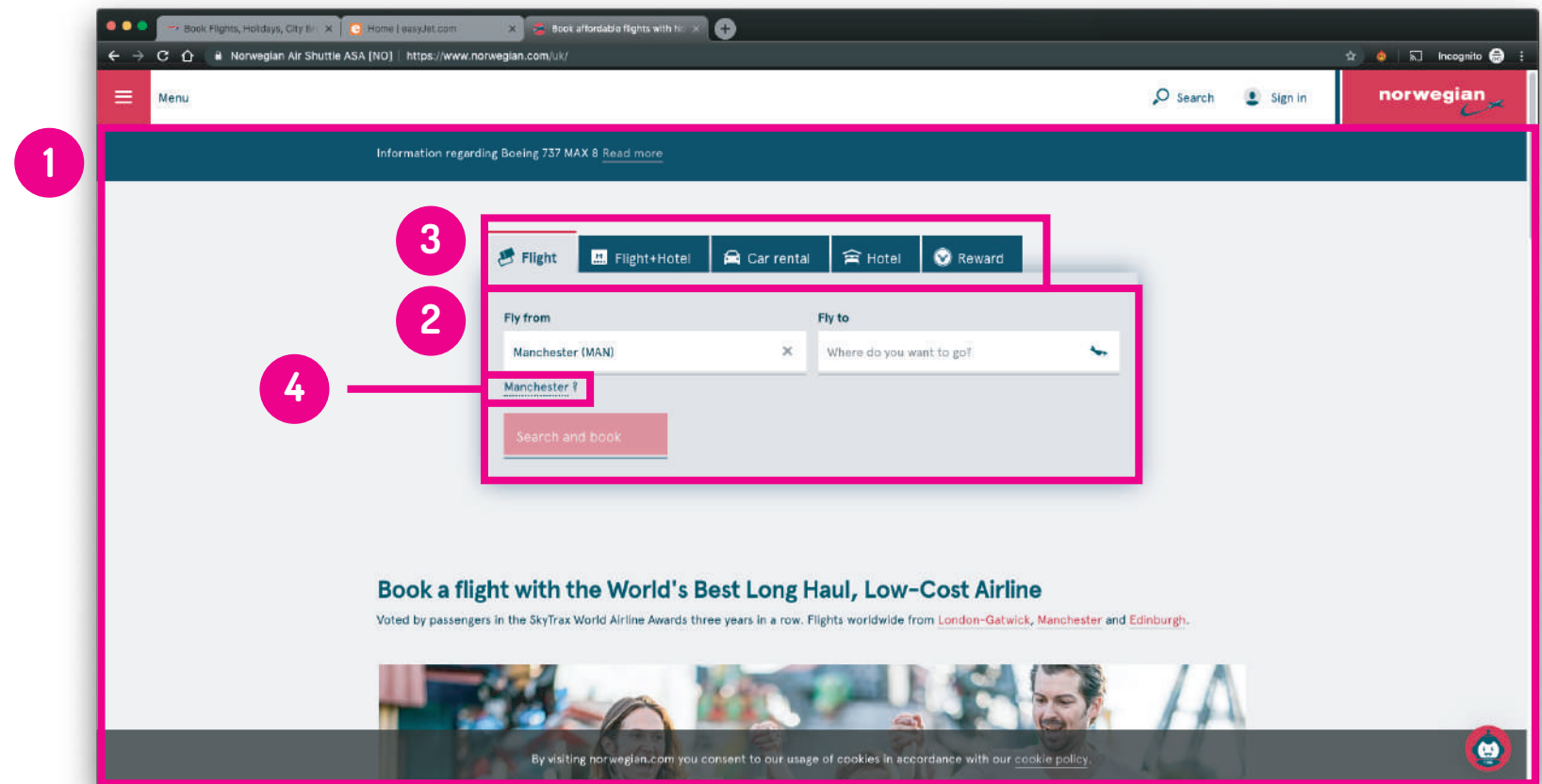4 – Calendar icons make it obvious this is for picking dates.

easyJet
- Date select
- Mac
- Google Chrome
- Flight website

1 – Calendar slides out from the right hand side of the page and dulls the previous screen making it easier to focus on dates.
2 – Orange selector bar shows clearly the start and finish date of the trip.
3 – Buttons give the option to change the departing date without closing the slide out window.

Norwegian Air
**- Home page**
- Mac
- Google Chrome
- Flight website

1 – White space pulls focus to the booking section.

2 – Search function displays the information in steps – doesn't show extra details until the start and finish airport are entered.

3 – Multiple options displayed as tabs makes it easy to focus on one option

4 - Quick suggestion presumably uses location services, however is not even close... Displays Manchester, accessed from Scotland

Norwegian Air
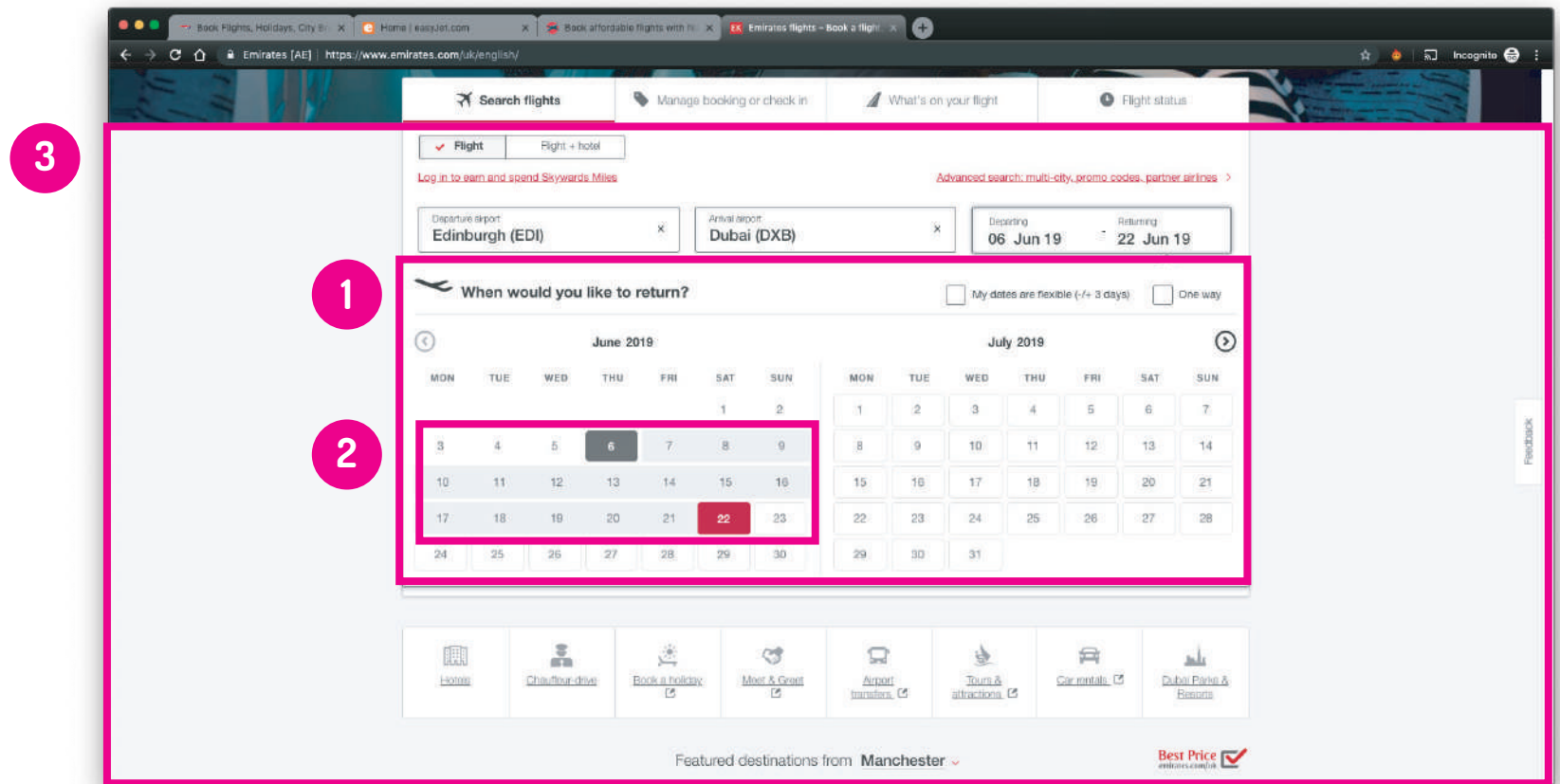**– Date select**
– Mac
– Google Chrome
– Flight website
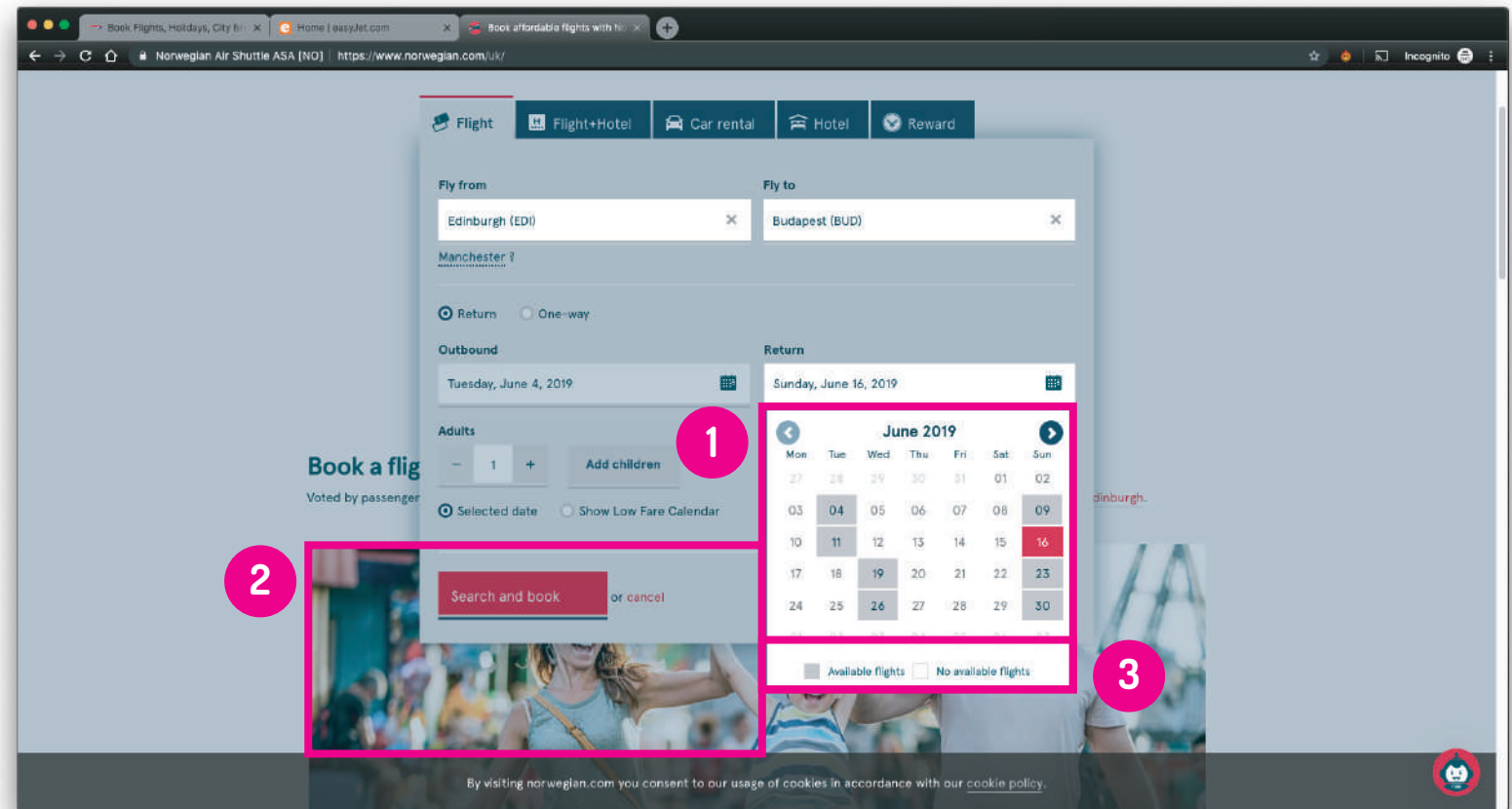
1 – Only days that the airline flies to and from those locations are shown.
2 – Booking box spreads over image which is messy and distracting.
3 – Key explains the colour coding in case it is misunderstood.

Emirates
- Home page
- Mac
- Google Chrome
- Flight website
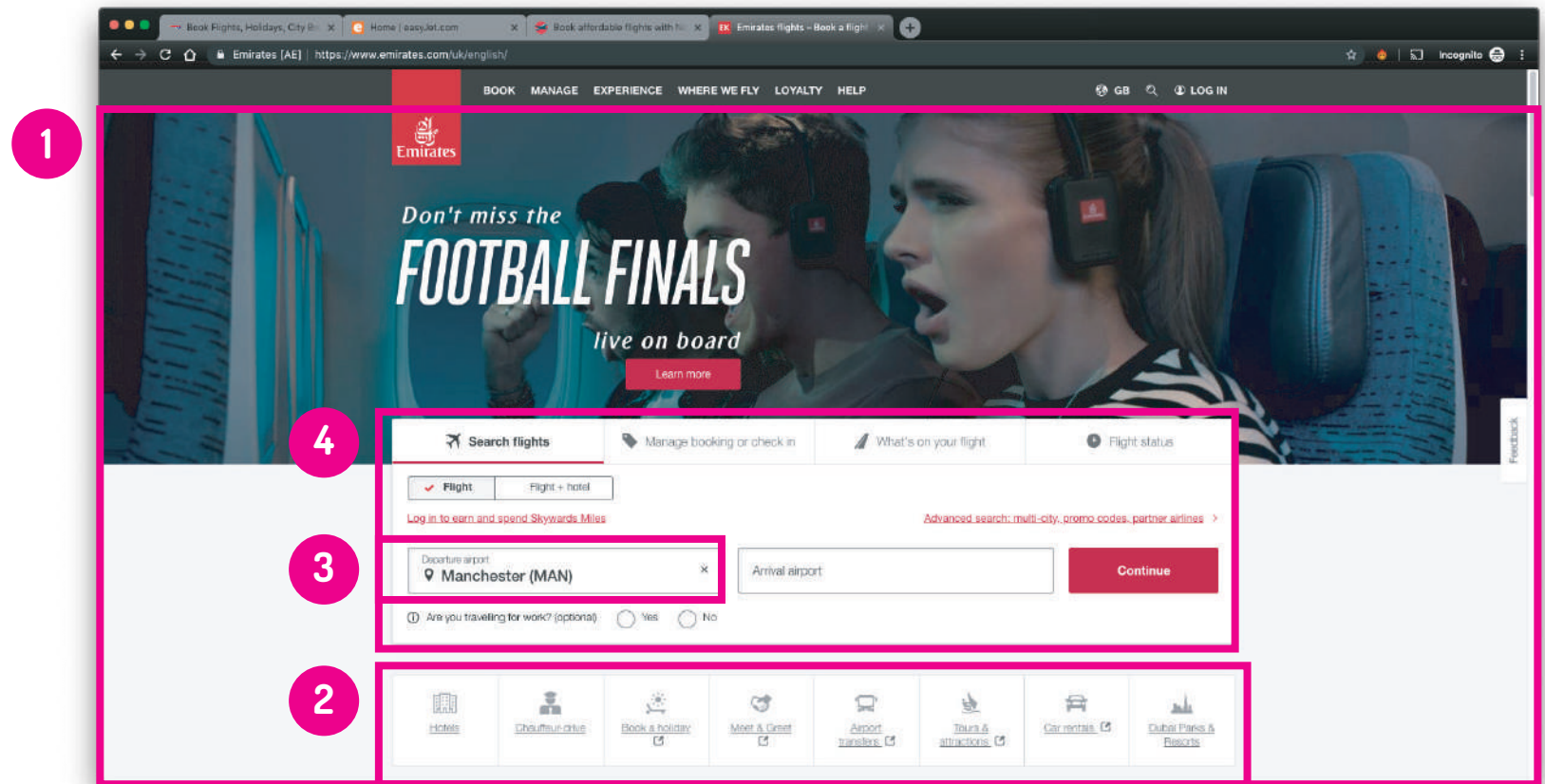
1 – Information for booking doesn't stand out enough from the background.

2 – Icons are distracting and too many.

3 – Location icon makes this box obvious what it's function is.

4 – Website hides all the information after choosing destinations making it easier to pick locations but also could be confusing as to where to enter information.
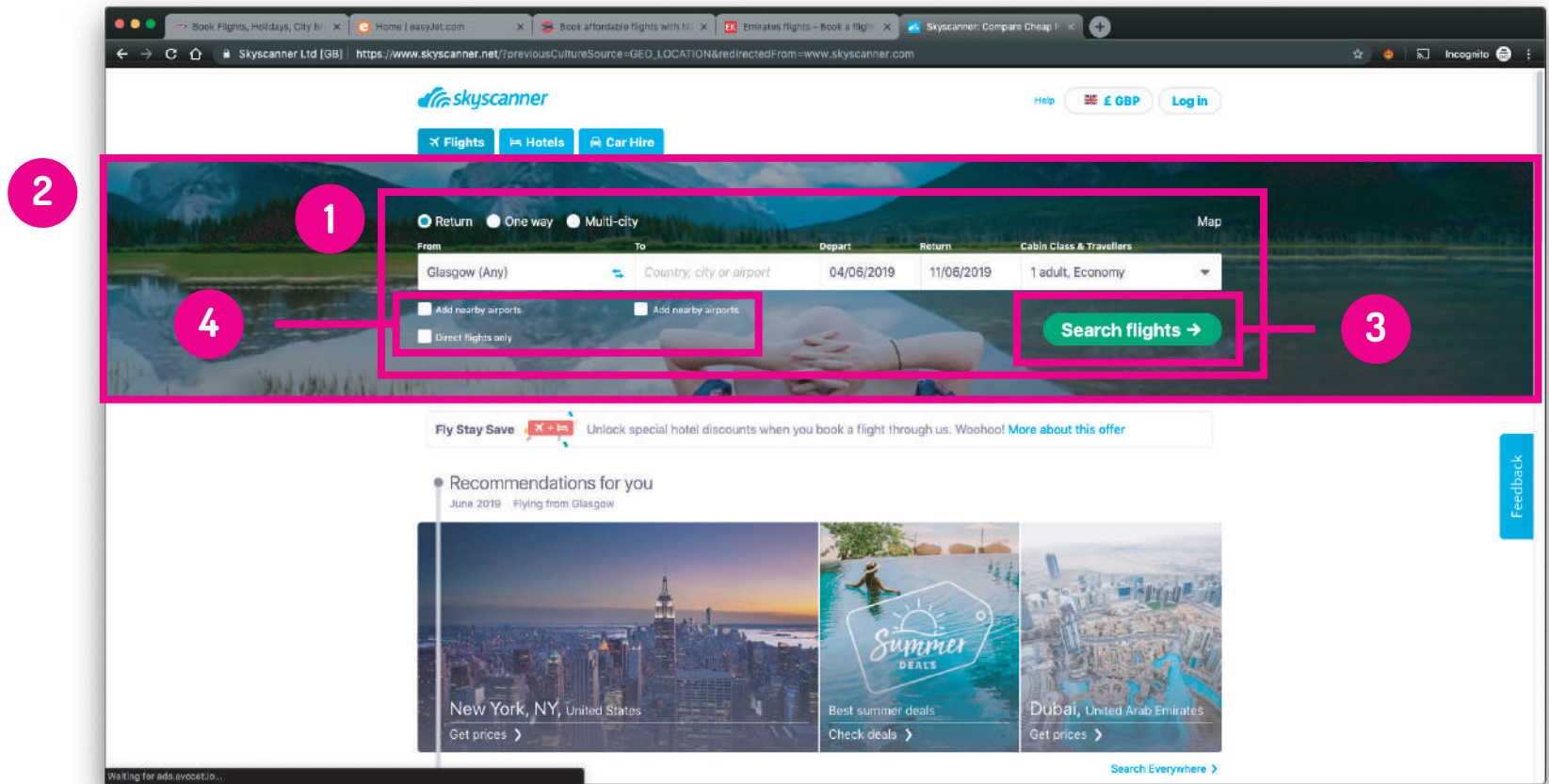
Emirates
– Date select
– Mac
– Google Chrome
– Flight website

1 – Large double month calendar is useful for choosing dates without switching between months.

2 – Light blue box shows duration of trip while grey shows start and red shows end. Blue is subtle but not distracting.

3 – Information for number of travellers etc is still not visible.

WD

Skyscanner
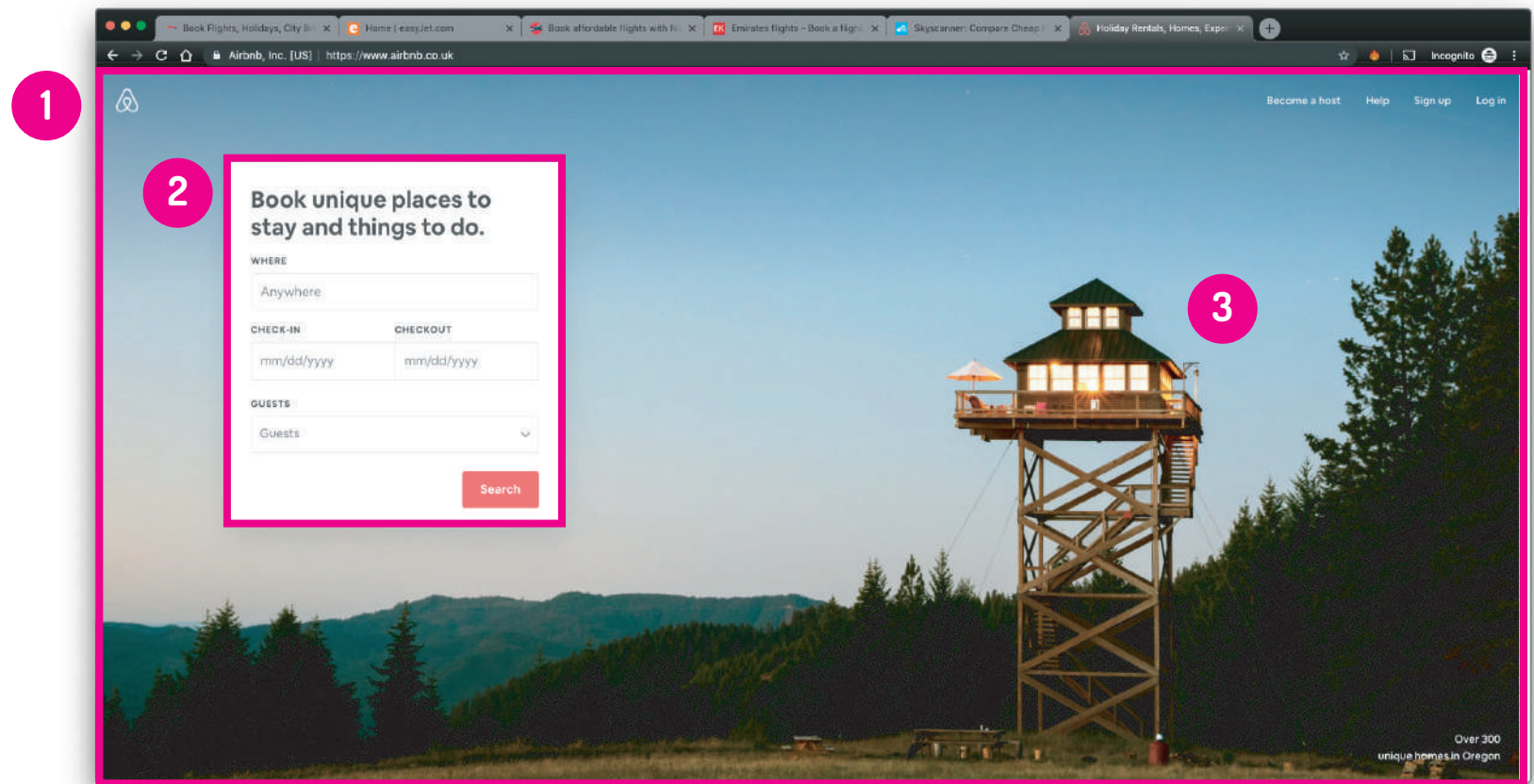**- Home page**
- Mac
- Google Chrome
- Flight website

1 – Linear information structure makes it easy to follow and enter details.

2 – Image behind selection box is contrasting in colour making the important information stand out.

3 – Big green button makes it obvious how to progress.

4 – Extra functions such as nearby airports makes the search more detailed and could offer flight options not previously thought about.

Skyscanner
- Date select
- Mac
- Google Chrome
- Flight website
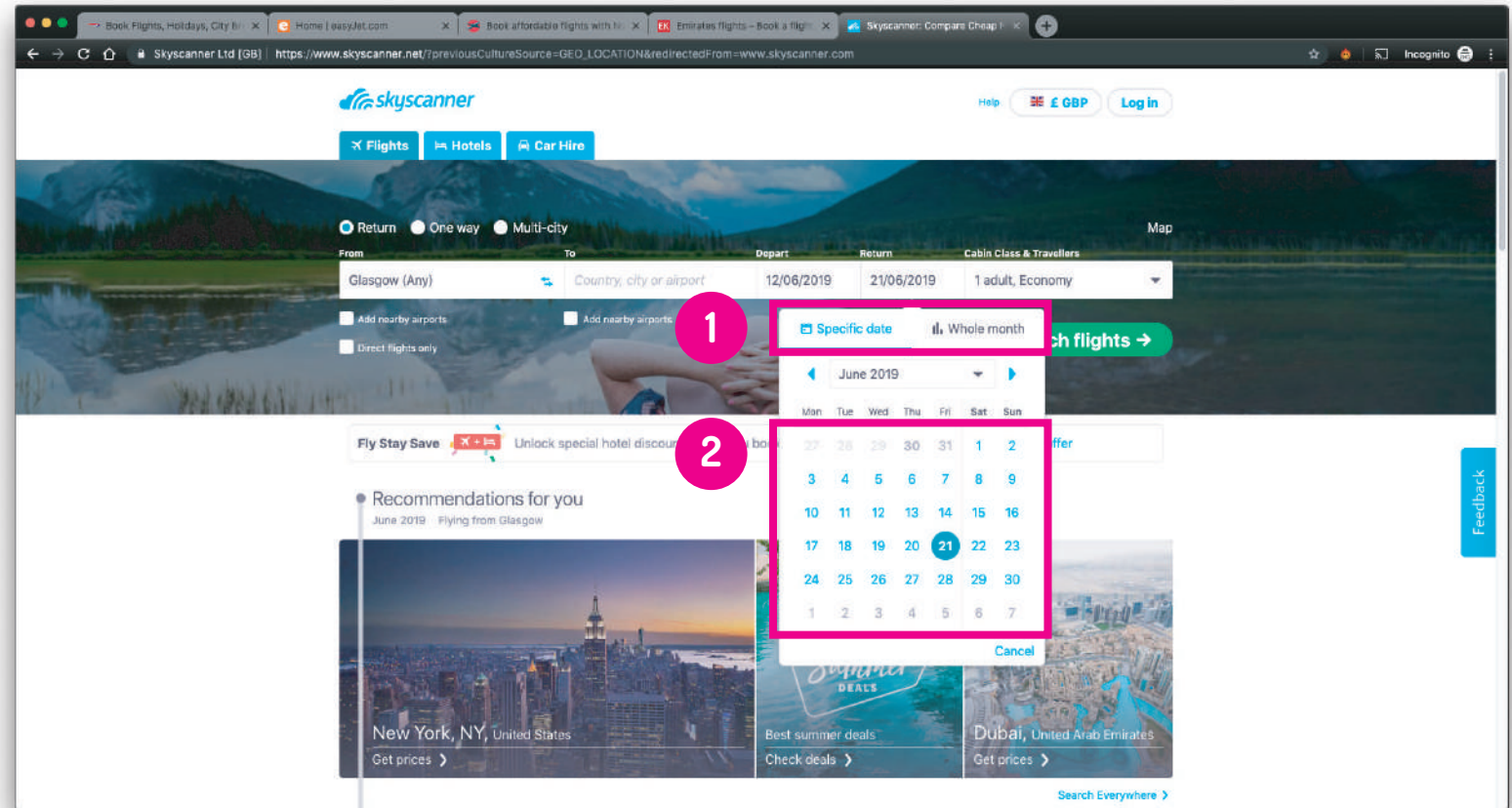
1 – Whole month feature allows to pick dates based on price or times if the user is not set on these details.
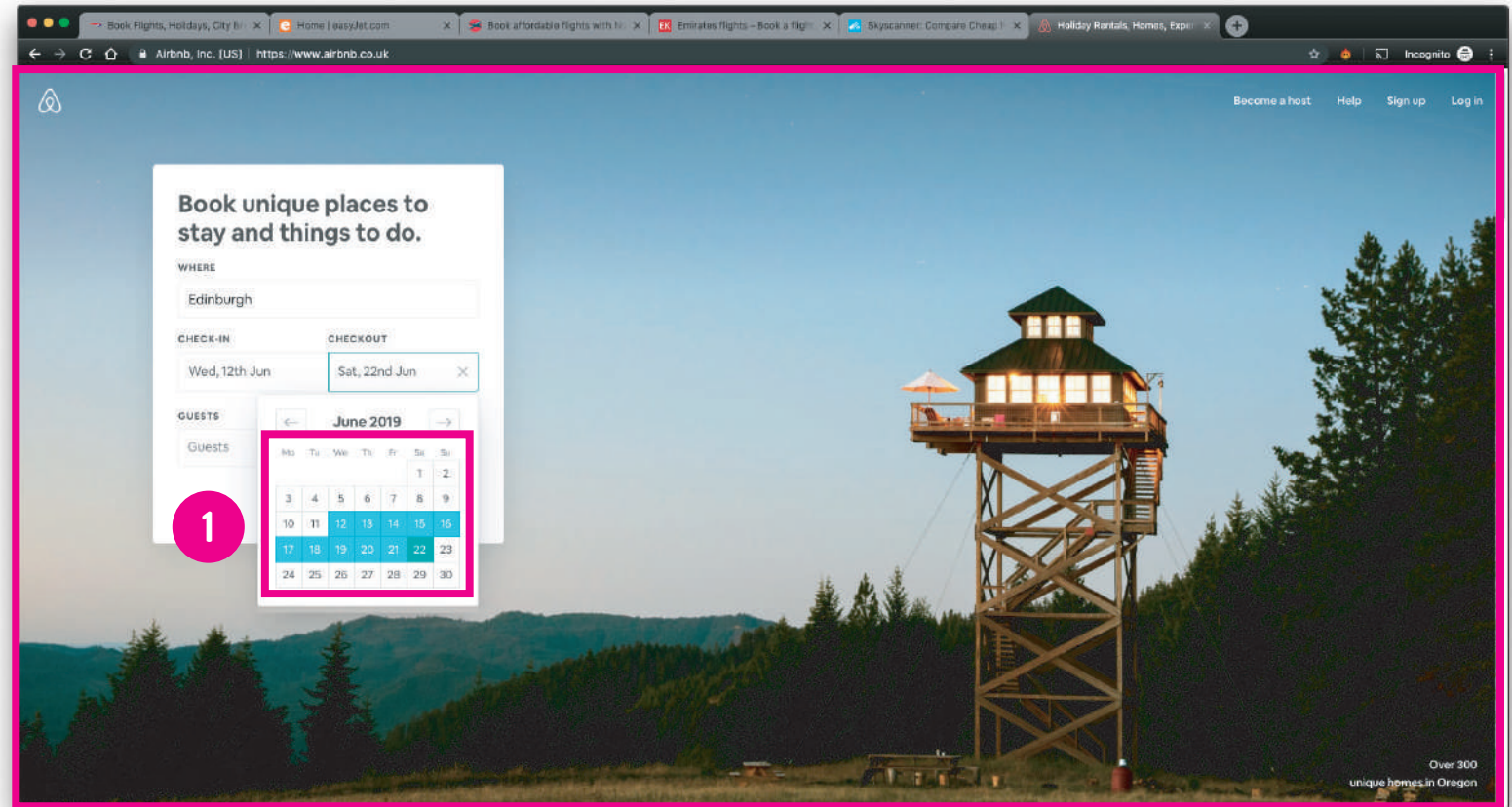2 – Calendar only shows one month and doesn't show the departure date in any way.

Airbnb
- Home page
- Mac
- Google Chrome
- Flight website

1 – Large header image with no distractions really makes the search function pop out the page.

2 – Minimal choices makes the process quick and easy to reach the results page.

3 – Eye catching image evokes a feeling of peace and excitement.

Airbnb
- Date select
- Mac
- Google Chrome
- Flight website

1 – Whole duration is shown with green boxes with the date the user is currently picking in a darker shade of green.

2 – Again, minimal information works here with the empty space taken up with the image.