



Before - Unorganised but divided into mobile and desktop

How do I spell the destination?	Lowest price button, what are the other options?	Mostly book flights on a computer, not phone	What is selling class? I'm confused	I'd like to have picked between direct & indirect flights	I would've looked somewhere else by now <small>(change of connection airport)</small>	Only like flying first thing or evening	Why show flights that aren't available?	Unavailable flights are greyed out meaning I have to scroll...	Information message doesn't make sense. I'd rather not see it
Summary doesn't confirm dates, have to click on details	Date doesn't include the day e.g. Monday or year e.g. 2020	Is the time the local time or british time?	Breakdown of prices is not clear & quite deceiving	Information duplicated for each flight, creating doubt	Link about baggage takes you out the app & into browser	Start on iPhone, move to iPad or laptop to book	Nowhere to add golf clubs as luggage	No extras such as insurance or car hire	Colours & pictures in background difficult for colour blindness
Pages with lots of info usually make me click off them	"Probably just phone them"	Birmingham has 2 options, UK & US, would have expected UK to be first	Why are Aer Lingus flights coming up on BA app?	"I've wasted my time"	Tablet at home	Aggregator to compare first	Clicked on some text that wasn't a button	Wording changes from Economy to Economy Plus - Misleading	No indication the connection involves a different airport
LHR & LGW displayed only as 3 letters, not Heathrow or Gatwick	Changing connection airport is a complete turnoff	No opportunity to add extras or add luggage	I haven't achieved my goal	No warning message to give warning about airport change	I expect the list of destinations to change depending on departure airport	Not clear whether golf clubs were added for one way or return	No button to display all the airports that airline flies to	Gives multiple reasons for error while not stating which one caused it	Puts doubt in my mind
Too many buttons makes it confusing	Feeling that BA are living off their name & size of brand	Gives alternative close airports to try & keep the user on their site	No option to choose within a few days of departure or arrival	Why are there 2 flights leaving at the same time on the same day?	"Either I've missed it or it's not there?"	Feels very chunky	Redirected to same page	Normally wouldn't show destinations they don't fly to	Expectations were raised & brought to an abrupt stop!



Computer - Browser (Desktop)



Phone - App. (Mobile)