

## DIRECT COMPETITORS



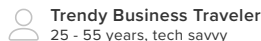
## STRENGTHS

- Very clear and clean booking section on the homepage
- Flights are very well labeled with what users may be looking for
- good use of typography, hierarchy, and color

## WEAKNESSES

- Doesn't have the options to alternate views with other days in the week like other sites
- too many cabin classes

## PROVISIONAL PERSONAS



**Trendy Business Traveler**  
25 - 55 years, tech savvy

## GOALS

- Quick and easy booking experience
- Clean and minimal interface
- Able to easily distinguish the differences in service

## PAINS

- Frustrated at clustered information and need to focus to locate appropriate information
- Pop ups that distract from the booking process.

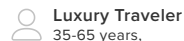


## STRENGTHS

- Organized layout with clear breadcrumbs
- Consistent use of brand colors

## WEAKNESSES

- Have to click twice to choose flight with cabin class
- Takes time to decipher charts before selecting cabin class.
- Confirmation is a pop up so can't really review information.



**Luxury Traveler**  
35-65 years,

## GOALS

- Quick and easy booking experience the remembers info
- Consistent experience with flight experience (branding)
- Customer service to be impeccable and readily available

## PAINS

- Doesn't want to have to keep refilling personal information.
- Hates it when unclear about which flight is being booked
- Frustrated when unable to get help from customer service



## STRENGTHS

- Can preview alternate days and lowest price
- Flights labeled with lowest fare
- Date selection follows users upon scroll
- Upon class selection, key information is highlighted.

## WEAKNESSES

- Date selection confusing
- Wish I could see layover length with available stopover info



**Bargain Traveler**  
Additional details

## GOALS

- Looks for a good deal on flights
- Comfort and convenience is an important factor
- Ability to compare the better seats with the budget seats

## PAINS

- Frustrated when key information is difficult to see
- Hates convoluted information when comparing features
- Wants to know what is being upgraded clearly

## OTHER COMPETITORS



## STRENGTHS

- Clean and clear interface
- Alternate date selection with lowest fare available preview
- Well branded and icons highlight key features

## WEAKNESSES

- Layover information confusing
- Main flight information is condensed and difficult to view
- Filter not noticeable (side)
- Confirmation not as clear



**Budget Traveler**  
Additional details

## GOALS

- Wants for the cheapest option
- Willing to sacrifice comfort for a good bargain.
- Wants to see if cheaper flights are available with flexible dates

## PAINS

- Hates it when constantly asked to upgrade seats
- Hates being tricked into selecting upgrades
- Doesn't like it when disclaimer are not obvious and clearly communicated.



## STRENGTHS

- Filter is easy to view (left side)
- Sort by above flight cards
- Nice to see the cleaning procedures listed.

## WEAKNESSES

- Not easy to distinguish flights with layovers
- Cannot compare higher cabin class tickets - only in flight
- Information clear at checkout