

Ryanair

Competitive Benchmark



Log in

Sign up

Good afternoon!

Sign up and Log in to enjoy benefits like:

- ✓ Faster bookings
- ✓ Faster check-in
- ✓ Save your searches

Frontpage

1. Login

- All the app functionality is gated behind login. This means potential customers that don't have an account cannot search for flights without creating an account, which is time consuming.

2. Benefits

- Although the app tells the user why they should login, it is not clear to the user exactly what the app offers or doesn't offer until they get through the login step. This is because all the interface is hidden.

- Technically it is trivial to save searches without an account. There is no explanation for why users have to login other than that's what the company wants.



Log in

Sign up

Please sign up with



1

or

Your email

Your password

I agree with Ryanair's Privacy Policy

Enable Fingerprint for future login

Sign up

Already have an account? [Log in now!](#)

Sign up

1. Sign up

- Users need to create an account and click on a link in confirmation email before they can access the app's functionality. This is a potential roadblock for people who don't have or don't want to share their Fb/Google accounts and didn't setup email on their phone or don't want to share it yet.

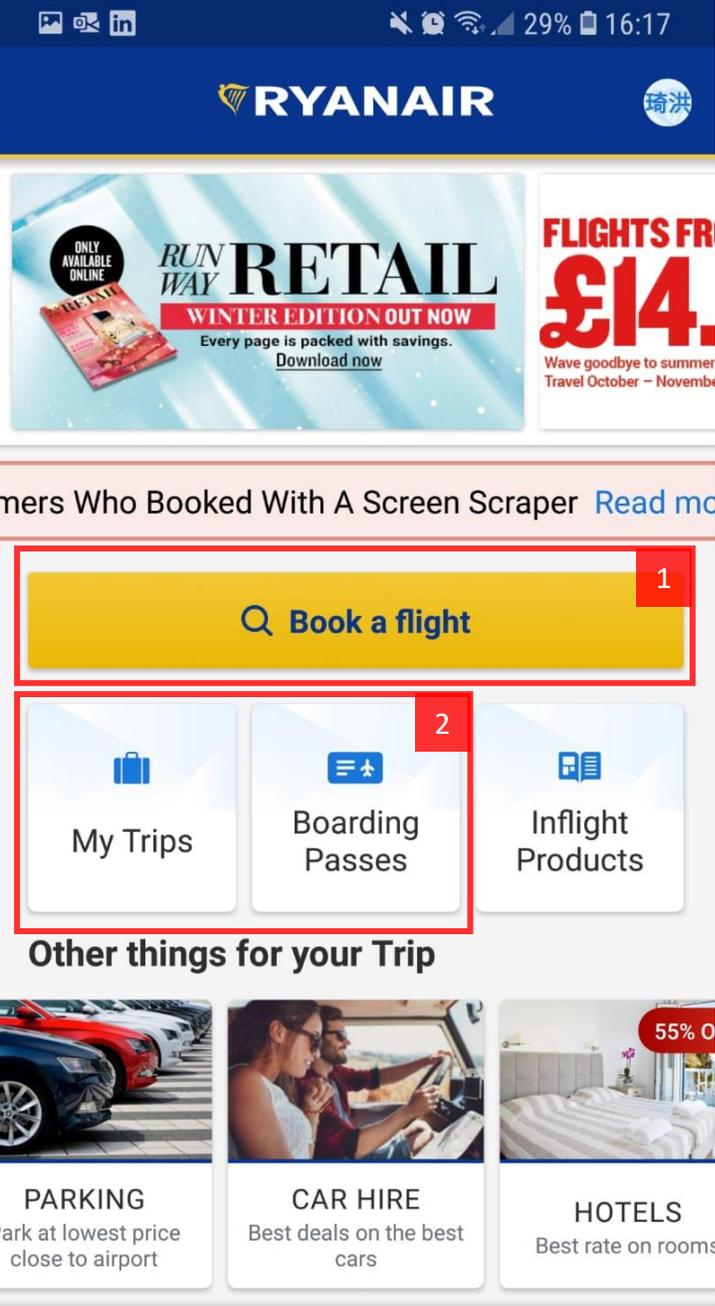


User Details

1. Sign up

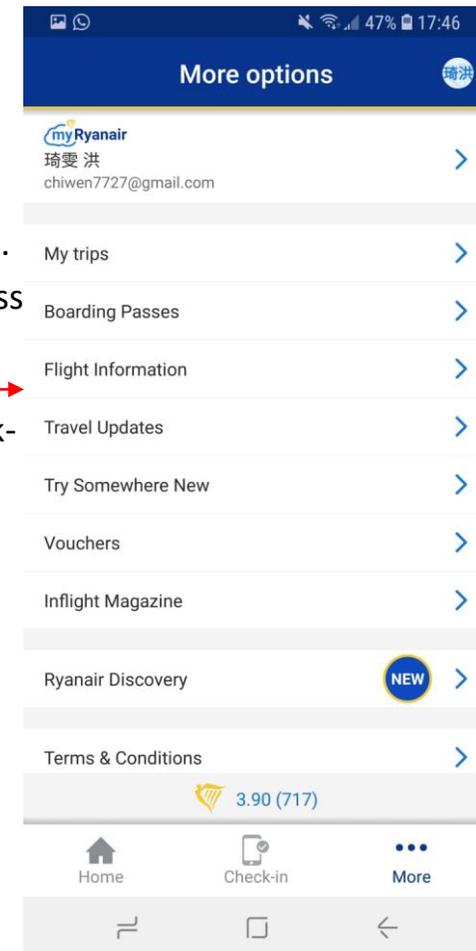
+ At least we can skip it.

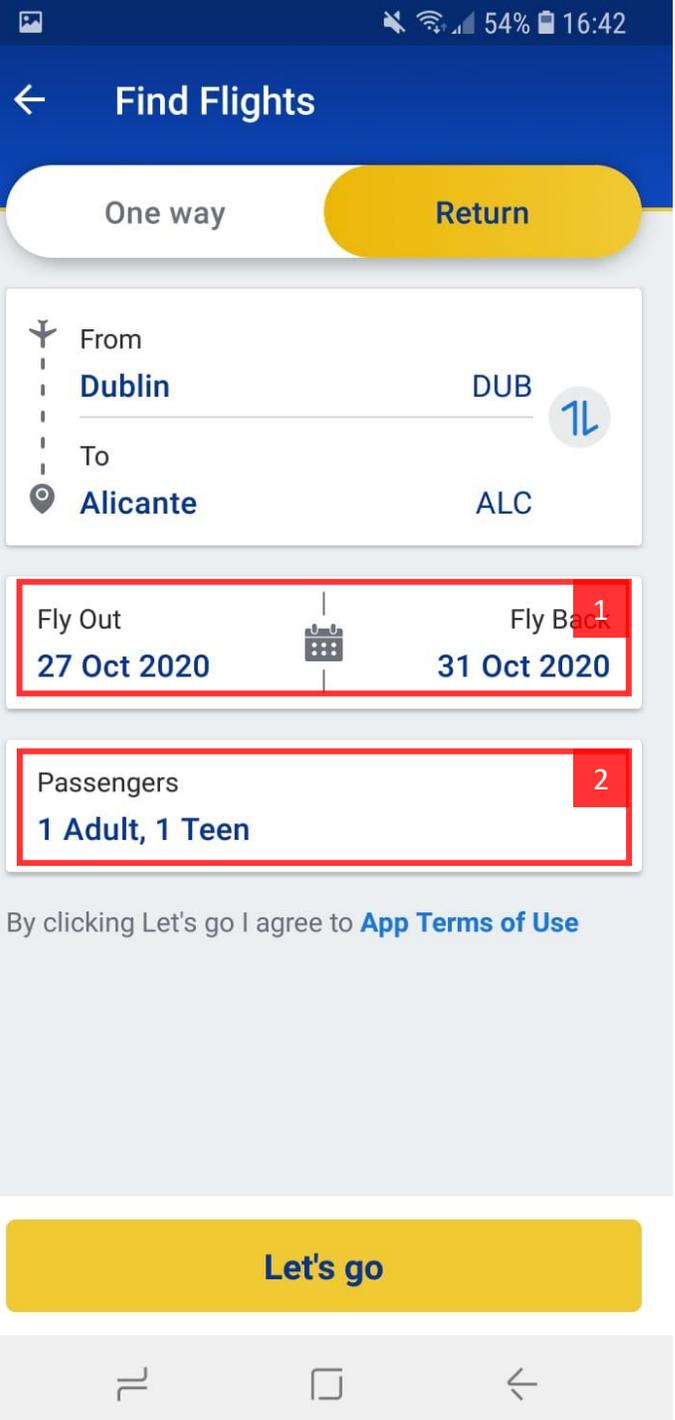
- Still, one more window before we actually get to the frontpage



The real frontpage

1. Book a flight button
 - + Easy to notice
2. My Trips and Boarding pass
 - + Good button placement
 - Not clear what My Trips button is for, considering Boarding Passes and Check-in buttons are there.
3. Bottom Panel
 - Looks like a quick access panel that would be accessible from every window. But isn't. This is the only window where it appears
 - Therefore Home button isn't actually a button and serves no purpose.
 - Why is check-in here? What is the logic? Even if this was a quick access bar, there is still no logic why specifically check-in should be on it.
 - The More button leads to a menu with rarely accessed functions. → Because this menu is only on frontpage, user would have to click back-back-back to open it if they were in the middle of something.





Search

1. Dates

- It would make more sense to select dates after selecting passengers. This allows going straight to next screen after selecting dates. Also RyanAir calendar shows dates that re not available. This should be affected by the number of passengers.

2. Passengers

+ Shows the selected types of passengers (unlike Aerlingus)

✕ Select your dates

Dublin  Alicante

27 Oct 2020 ✕ 31 Oct 2020 ✕ ¹

MON TUE WED THU FRI SAT SUN

October 2020

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

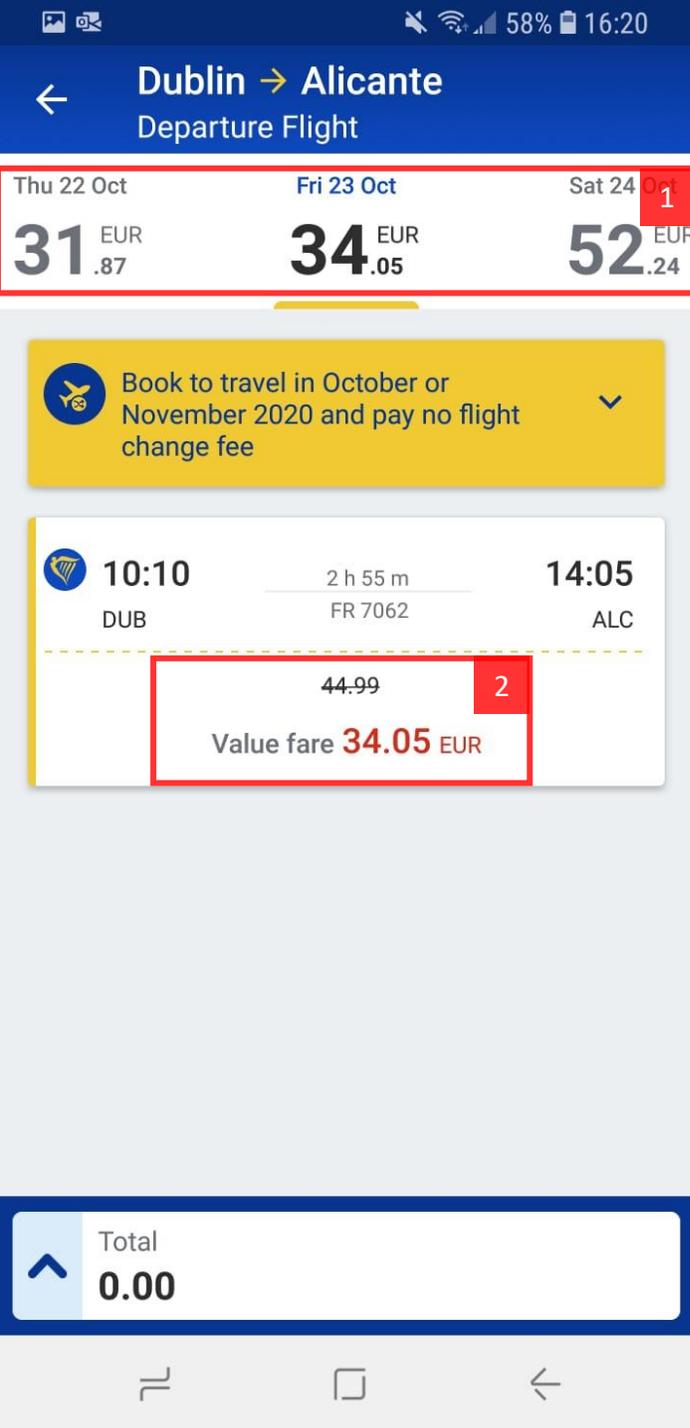
November 2020

Let's go

Select Dates

1. Selected dates
 - + Another interesting idea how to reset dates (the cross buttons)
 - Doesn't show the number of days
2. Flight availability
 - + Greys out days that don't have available flights. Very convenient!



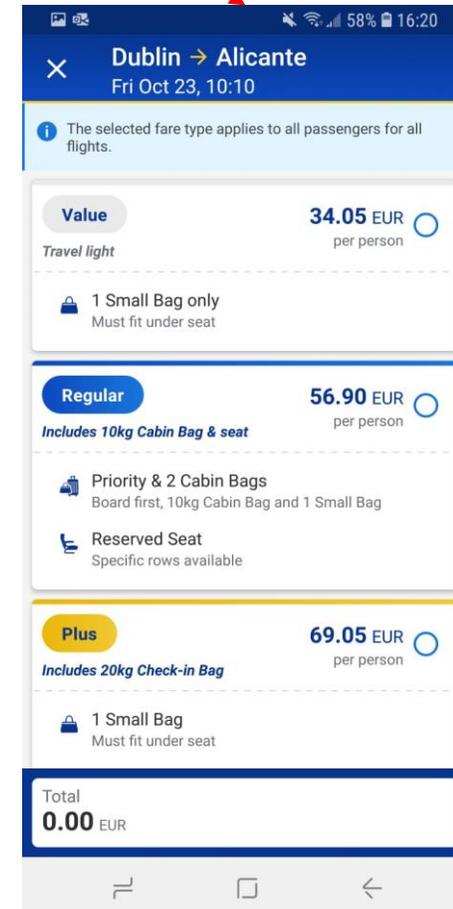
Select Ticket

1. Date selection

? Same design as Aerlingus, but thanks to smart calendar the empty day problem can be considered addressed.

2. Price

- Only shows Value fare (the cheapest). User selects fare type on the **next screen**. This means figuring out the exact price-value-date distribution between different dates is even more challenging than in other apps.



Passengers

Within 48 hours of making your booking, you can amend details free of charge. Any other changes will incur a name change fee.

Adult 1 1

Mr Mrs Ms

First name
Slava

Last name
Filon

Save passenger to myRyanair account 2

Teen 2

Mr Ms

First name
Chi

Last name
Hu

Save passenger to myRyanair account

Total
146.84 EUR

Continue

User Details

1. Passenger Label

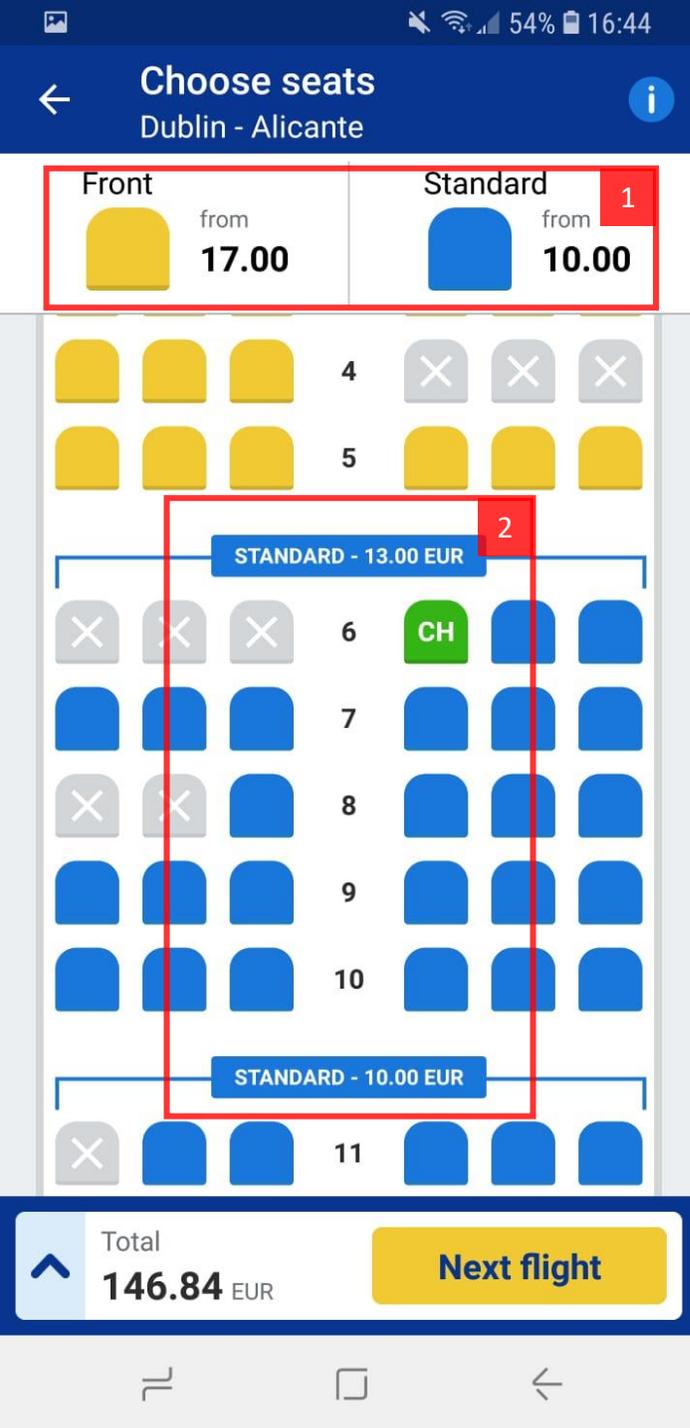
+ Effectively distinguishes the two passengers.

- This is the first screen where this notation is introduced. Doesn't Teen 2 imply there is also Teen 1? Maybe "Passenger 2 (Teen)" would be less confusing?

2. Save Details

+ Useful function that can save time in the future

- Not clear how to make use of it next time.



Choose seats

1. Prices

+ Easy to read: this colour means this price

- Confusing. At first glance it seems one applies to left side of the plane, the other to right side of the plane. Requires figuring out.

2. Section Prices

- Seats with the same colour shouldn't have different prices. Potentially misleading.

- This screen is not optimized for dealing with multiple passengers. Selecting a seat requires one extra **screen**:

