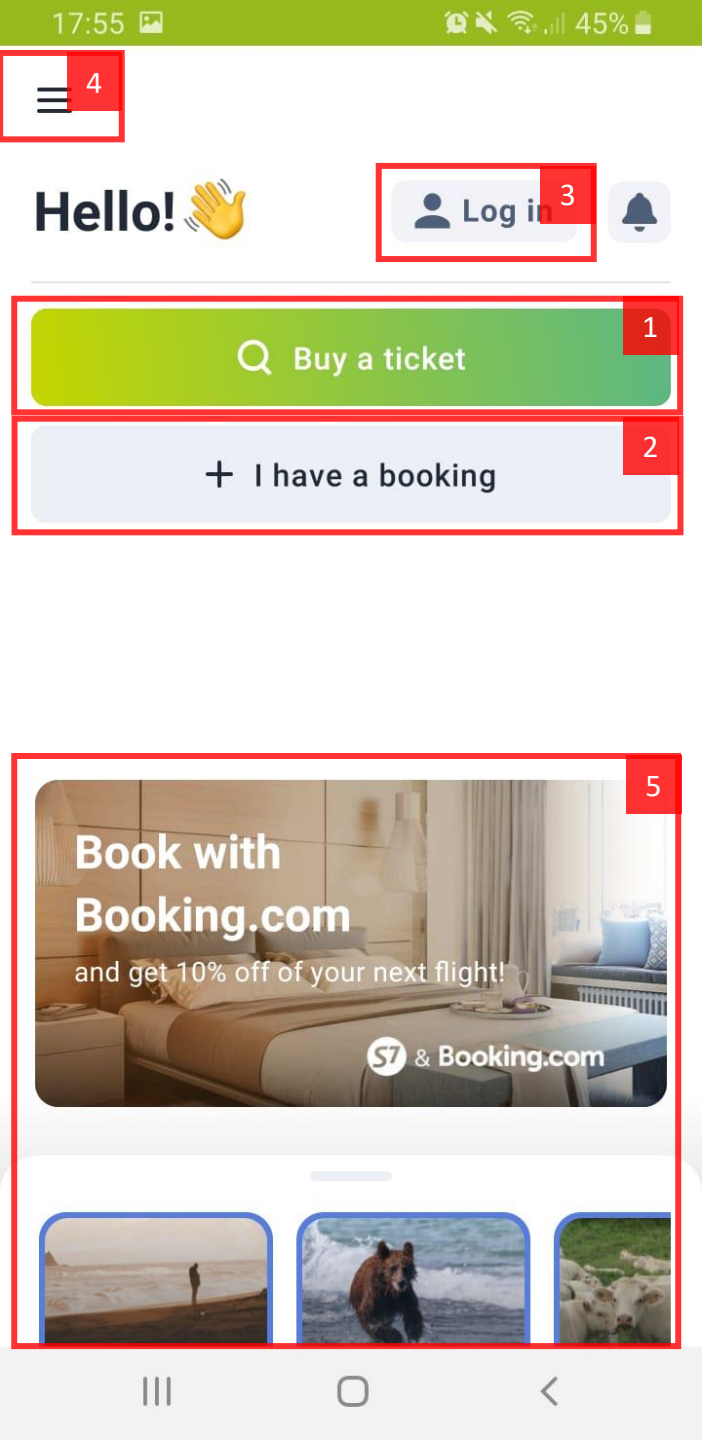


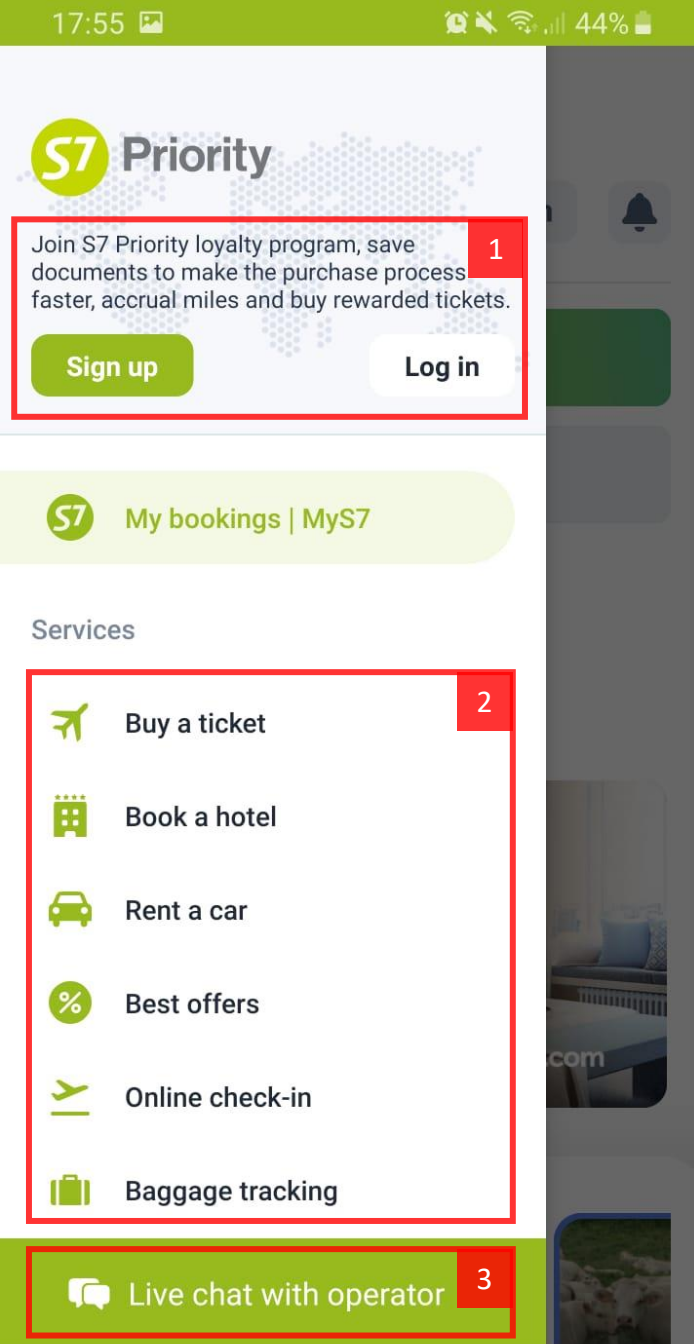
S7

Competitive Benchmark



Frontpage

1. Buy a ticket button
 - + The button stands out and is easy to spot. Likely the first thing the user will notice.
2. I have a booking button
 - + This button is likely context sensitive. When the user checks in, it likely changes to "boarding pass". Therefore this is an efficient use of space.
3. Log in button
 - + No major functions are locked behind login.
 - + The button is easy to notice
4. Menu
 - + The menu contains shortcuts to all the major functions. (See next page)



Menu

1. Sign up and login

- Just like the rest of the menu this is likely a duplicate of login on the frontpage. However the text seems to imply this is login specifically for S7 priority. Does that mean it's for logging in specifically for members of the loyalty program?

2. Services

+ Shortcuts to all the major functions. Best Offers button clearly communicate it will have discounted deals.

+ Menu has 6 items, which is a good number, not too busy.

3. Live Chat

+ Everyone who opened the menu would have noticed there is live chat, which is very reassuring. If something unexpected happens, customers are less likely to panic because they already know where to click to get help immediately.

1

Flight Hotels Cars Transfer

Saint Petersburg (FL) SPG

Moscow MOW

23 oct, fri 26 oct, mon

2

2 passengers

3

Enter promotion code

Economy Business

Redeem miles

Search

Search

1. Search Type

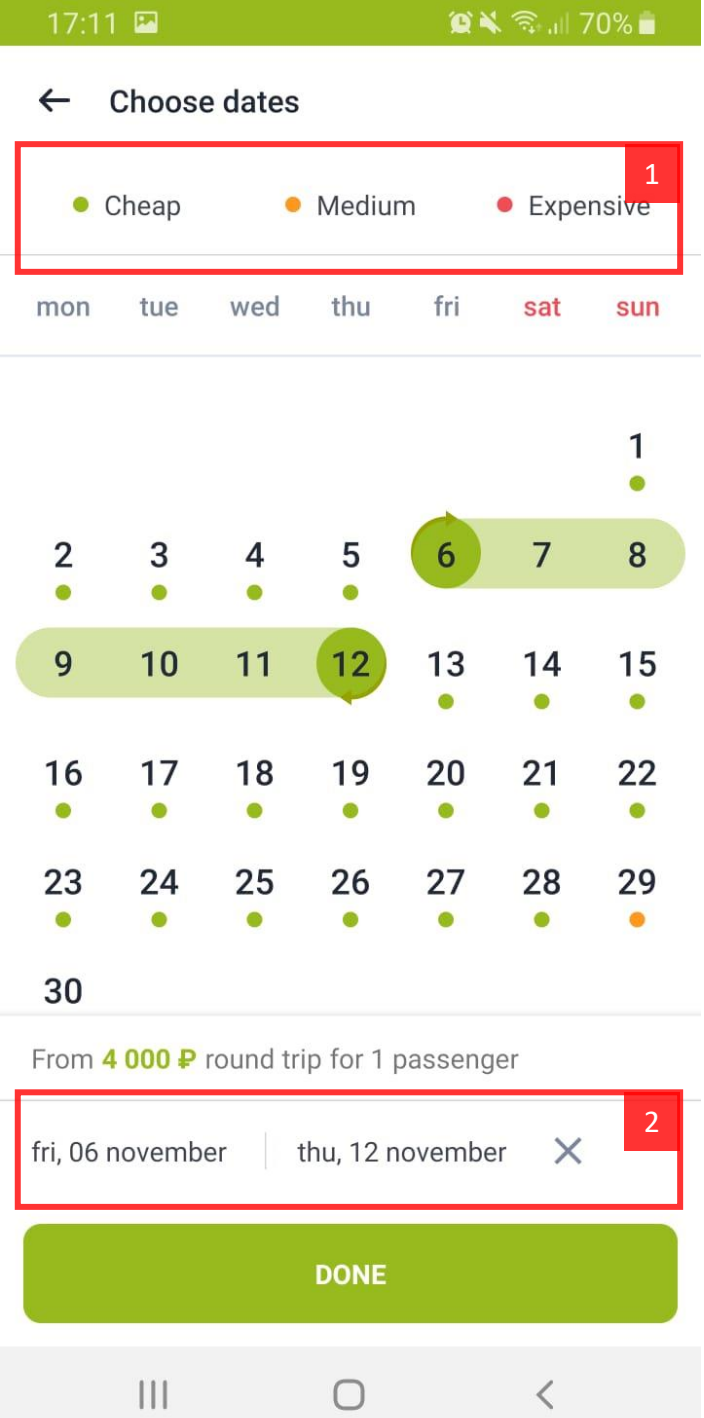
- User clicked on a button "buy ticket" inside an airline app. But gets a choice to book a hotel or rent a car. Misleading

2. Dates

- App pre-fills departure date with today's date. Very strange.

3. Passengers

- Not clear what types of passengers



Select Dates

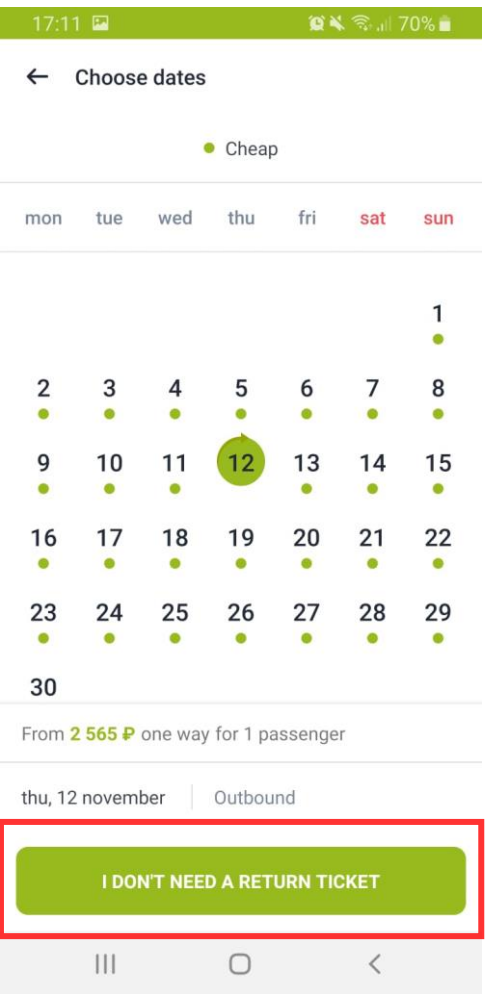
1. Price Legend

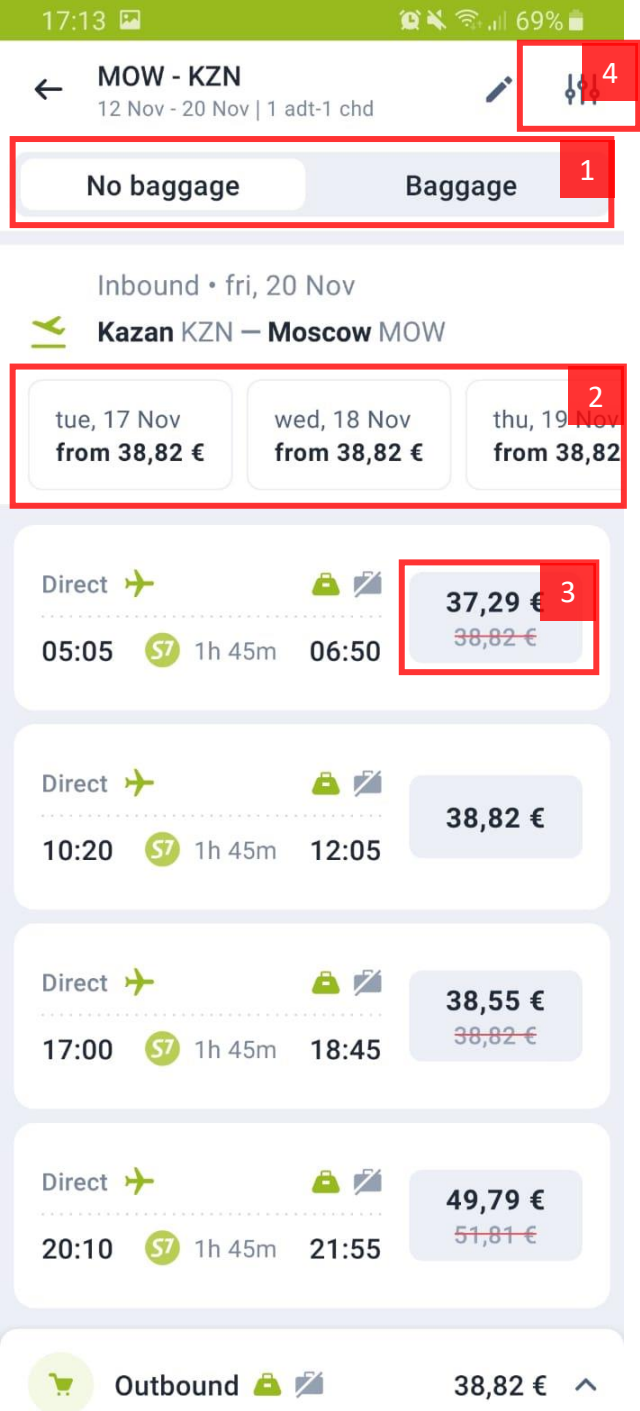
- + Lets users see which days give a better deal at a glance.
- Very poor granularity
- Subjective. What is the definition of cheap for example? Not transparent

2. Dates

- + Lets user reset a date
- For some reason not possible to reset first date.
- Redundant information

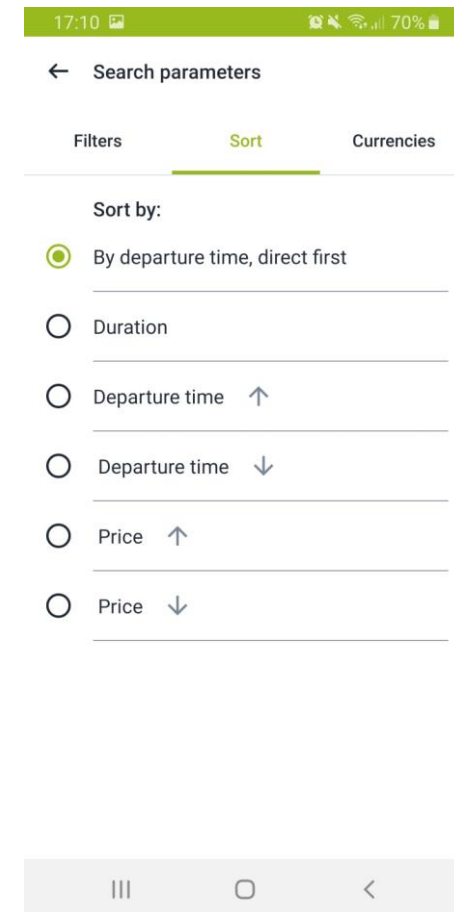
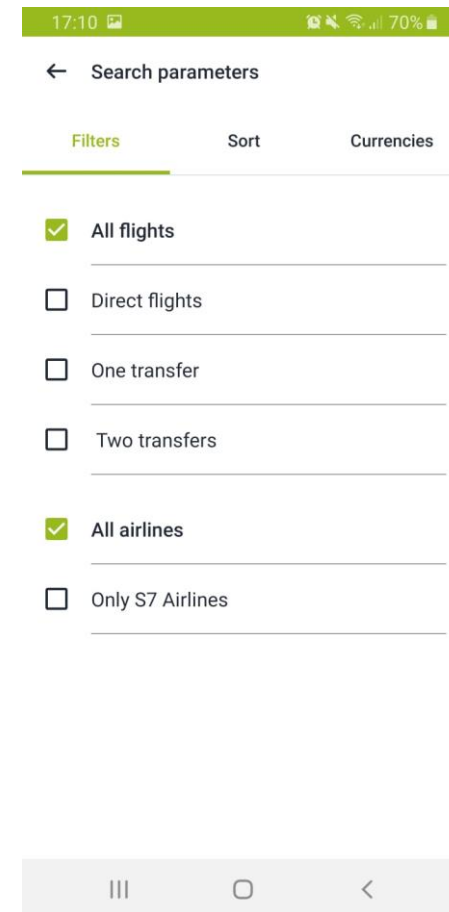
Interesting way to select one way trip:

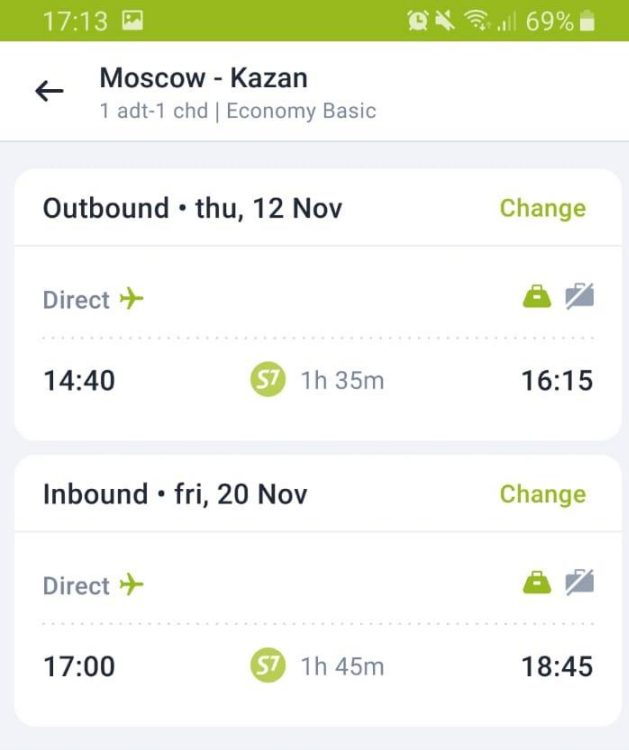




Select Ticket

1. Baggage
? Is this the correct screen to select baggage?
2. Date Select
- Poorly formatted. Takes user time to find or identify it.
3. Ticket Price
+ Shows discount
4. Search parameters
+ Out of the way
+ Gives lots of useful **options**:





Select Ticket (2)

1. Fare Type

+ Shows all the necessary fare information without having to go to a different screen

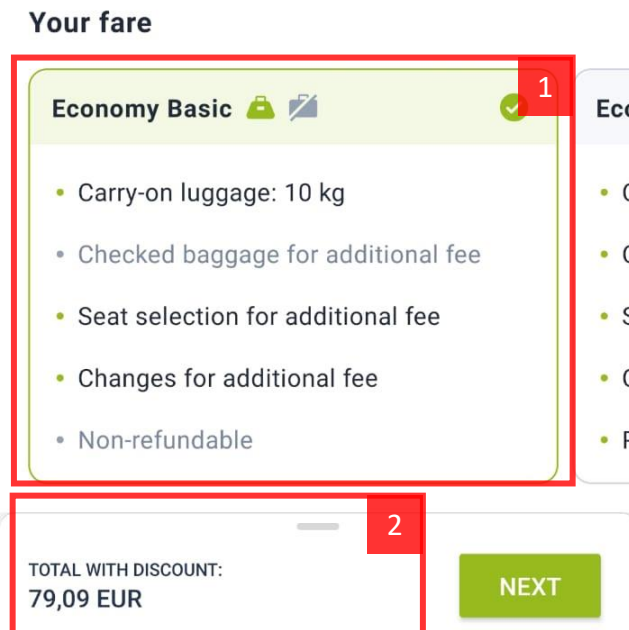
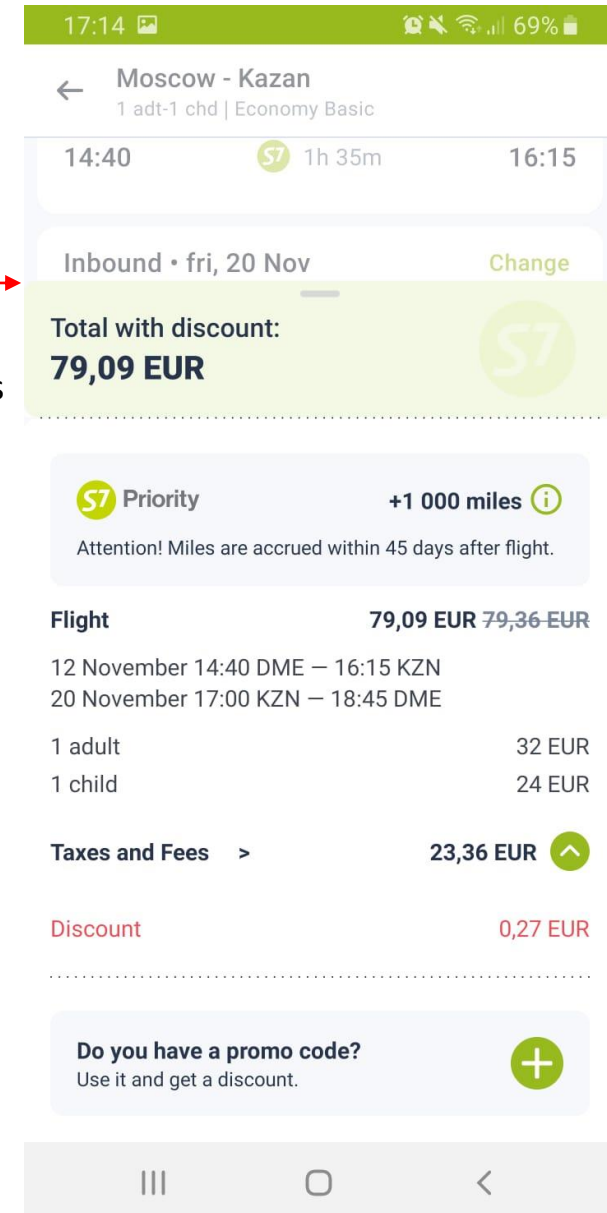
- Somewhat awkward to scroll

2. Total

+ Clickable: opens fare breakdown: 

- Not clear that it can be expanded.

- Inconsistent. On other screens uses arrow icon. But here uses a little horizontal bar.



← Choose passengers

Moscow → Kazan
12 Nov Thu 14:40 - 16:15 • Direct
Kazan → Moscow
20 Nov Fri 17:00 - 18:45 • Direct

S7 Do you have an account? 1
 Log in for using passengers data saved in it.
 SIGN IN

Adult 2
 Date of birth: Not specified
 Document: Not specified
 Loyalty card: Not specified
 EDIT CHOOSE

Child
 Date of birth: Not specified
 Document: Not specified
 Loyalty card: Not specified
 EDIT CHOOSE

Passenger Details

1. Sign In
? Is it possible to save details without signing in?
2. Details
- Have to go to another screen to enter details of each passenger.

← Adult

SCAN THE DOCUMENT

and the data will be entered automatically

1

Sex

Male

Name

Surname

Date of birth



Document

Not specified

ADD

Loyalty card

Not specified

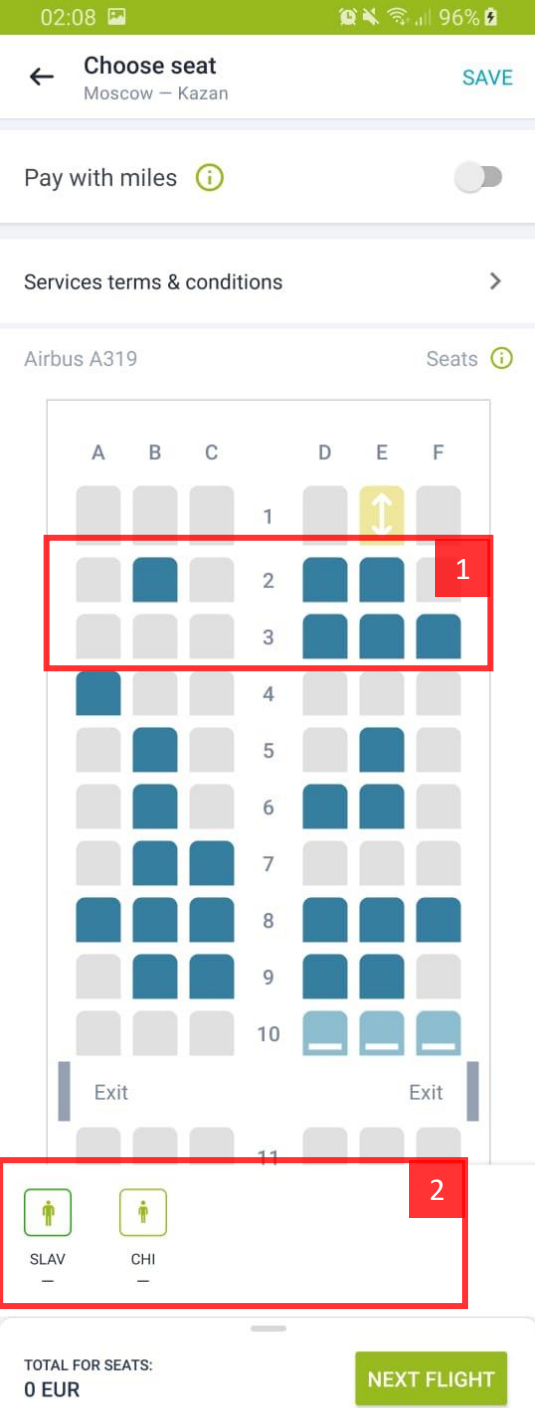
ADD

2

SAVE

Passenger Details Input

1. Scan Documents
 - + Great time-saving feature.
 - Maybe its not secure to let an app handle your passport scans?
2. Loyalty card
 - ? Is loyalty card passenger-specific or account specific?



Choosing Seat

1. Seats

- + Lets user automatically place the second passenger next to them:
- No information about price

2. Loyalty card

- + Interface can handle lots of passengers

