

Project 1 | Competitive Benchmarking

NATALIE DE WINTER

OBJECTIVES

- Learn how best-in-class websites solve the problems we are trying to solve
- Understand the conventions to follow
- Highlight best practice to emulate
- Use the project materials to build a portfolio

TASKS

- Identify 4 airline websites to benchmark against
Brussels Airlines, KLM, Ryanair, Expedia
- Define the aspects to review
Homepage, Search & Select, Enter details



COLOUR KEY

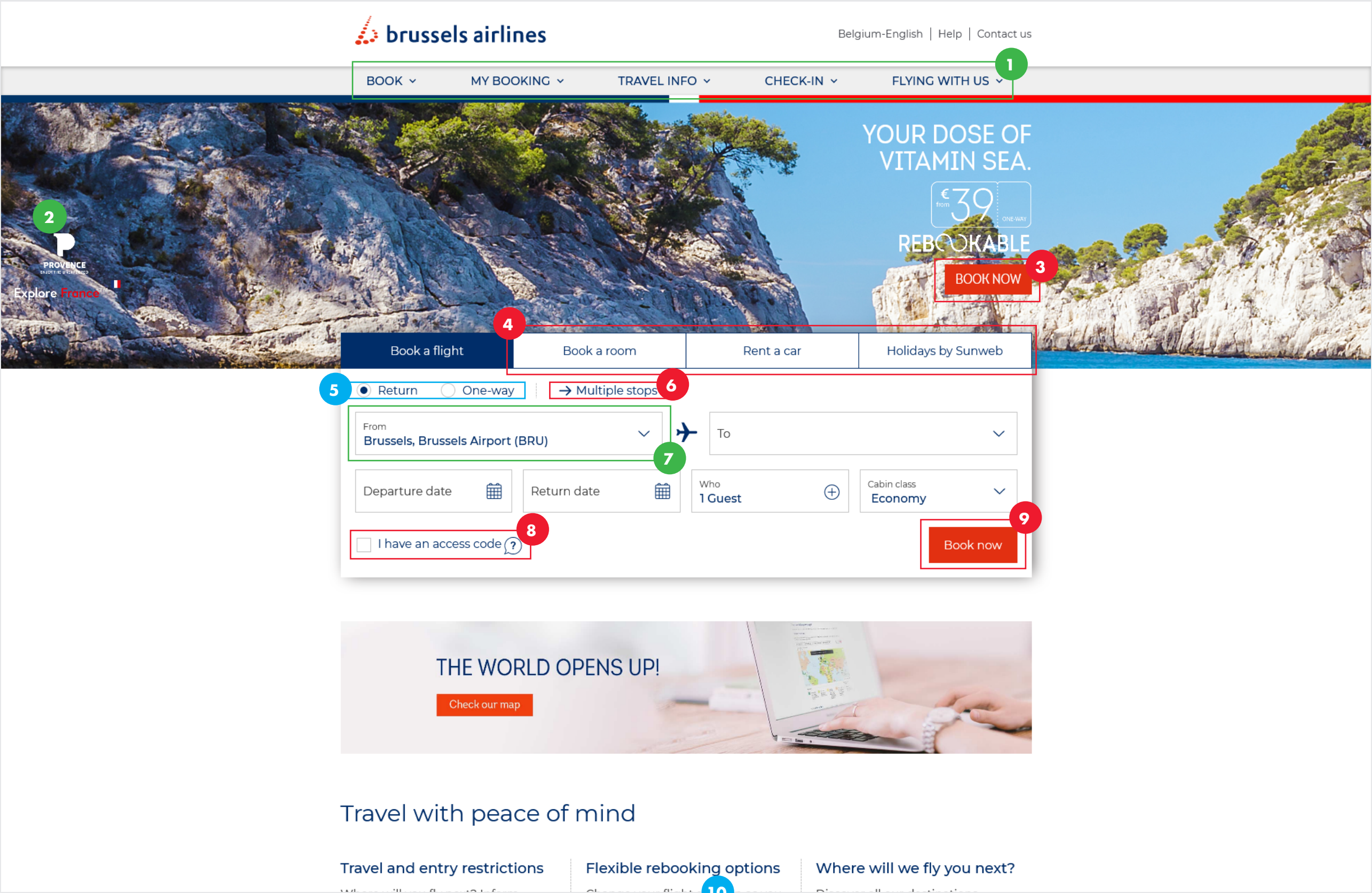
AS EXPECTED

GOOD

NEEDS IMPROVEMENT

Brussels Airlines

- 1 Very clean main navigation with the most important options.
- 2 Nice header image evoking a holiday feel.
- 3 There are 2 “Book now” buttons on the page. The top one takes you to a page with destinations and can be confused with the actual “Book now” button.
- 4 Too many options presented, cluttering the form.
- 5 Easy to use options for return and one-way flights.
- 6 Multiple stops takes you to a completely different page and form.
- 7 Departure airport is pre-filled, so you don’t have to select it. Saves time.
- 8 The Access Code option is unclear and isn’t for promo codes.
- 9 Button can be clicked even though no details have been entered in the form, resulting in error messages
- 10 Simple layout with Covid-19 information and a grid with offers for different destinations.



Brussels Airlines

- 1 Very big list of countries which falls off the page and makes it difficult to find a country.
- 2 Lists all airports on the right. When typing it highlights the available options and filters the airports accordingly.
- 3 Clean calendar showing 2 months at a time and with disabled past dates. Big button to move to another month. Automatically switches to return date when selecting a departure date.
- 4 Label "Guest" isn't clear. Is it the person booking or an additional person?
- 5 Easy to add extra passengers.
- 6 Easy to use dropdown to select class.

Book a flight

Book a room

Rent a car

Holidays by Sunweb

Return

One-way

Multiple stops

From

Brussels, Brussels Airport (BRU)

To

Departure date

Return date

Who 1 Guest

Cabin class Economy

I have an access code

Book now

Book a flight

Book a room

Rent a car

Holidays by Sunweb

Return

One-way

Multiple stops

From

Brussels, Brussels Airport (BRU)

To

Barcelona, Barcelona-El Prat A...(BCN)

Departure date

25 Aug 2021

Return date

31 Aug 2021

Who 1 Guest

Cabin class Economy

3

August

September

Mo Tu We Th Fr Sa Su

Mo Tu We Th Fr Sa Su

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

BOOK

MY BOOKING

TRAVEL INFO

CHECK-IN

FLYING WITH US

Return

One-way

Multiple stops

From

Brussels, Brussels Airport (BRU)

To

Bar

CHOOSE A COUNTRY

1

Albania

Croatia

Iraq

Moldova

Singapore

Algeria

Cuba

Ireland

Montenegro

Slovakia

Angola

Cyprus

Israel

Morocco

Slovenia

Argentina

Czech Republic

Italy

Mozambique

South Africa

Armenia

Denmark

Ivory Coast

Namibia

South Sudan

Austria

Dominican Republic

Jamaica

Netherlands

Spain

Azerbaijan

Egypt

Japan

Nigeria

Sri Lanka

Bahrain

Equatorial Guinea

Jordan

North Macedonia

Sweden

Belarus

Estonia

Kazakhstan

Norway

Switzerland

Belgium

Finland

Kenya

Oman

Tanzania

SELECT AN AIRPORT

2

Barcelona

Barcelona-El Prat Airport (BCN)

Bari

Palese (BRI)

Hyannis

Barnstable Municipal (HYA)

Madrid

Adolfo Suarez Barajas (MAD)

Zanzibar

Zanzibar International (ZNZ)

Who 1 Guest

4

5

- 1 +

Adults (12+ years)

- 0 +

Children (2-11 years)

- 0 +

Infants (0-23 months)

Cabin class

Economy

Economy

Business

BOOK NOW

Brussels Airlines

- 1
- The layout gives an overall cluttered impression, with lots of small text, unlike the homepage. Almost like you have landed on a different website .
- 2
- Easy to change the search or start a new one.
- 3
- Overview of past and future dates with prices. Chosen date is clearly indicated.
- 4
- When picking a new date, the entire page reloads taking quite a while to show the new information.
- 5
- Option to sort by number of stops, departure time, arrival time and price to help you find specific flights more easy.
- 6
- Very small text, mentioning the airline both in text and logo but this info is not next to each other. Feels very cluttered with no space to breathe.

→ Help & Contact → Miles & More

1

brussels airlines

Brussels, Brussels - Airport (BRU), Belgium

New York, All airports (NYC), United States Of America

23.08.2021

31.08.2021

1 Adult

Change more travel details

2

Start new search

Please choose your departing flight

→ Brussels - New York

3

Fri 20.08.21
from 243,96 EUR

Sat 21.08.21
from 243,96 EUR

Sun 22.08.21
from 243,96 EUR

Mon 23.08.21
from 243,96 EUR

4

Tue 24.08.21
from 243,96 EUR

Wed 25.08.21
from 243,96 EUR

Thu 26.08.21
from 316,79 EUR

5

Number of stops

6

10:10 - 11:55

BRU - EWR 0 Stop(s) 7h 45min

SN8807
Operated by
United Airlines

10:35 - 13:00

BRU - JFK 0 Stop(s) 8h 25min

 SN501
Operated by
Brussels Airlines

06:40 - 13:55

BRU - VIE 1 Stop(s) 13h 15min
VIE - EWR

OS8172
Operated by
Brussels Airlines
OS089
Operated by
Austrian Airlines

07:25 - 15:10

BRU - MUC 1 Stop(s) 13h 45min
MUC - JFK

LH2295
Operated by
Lufthansa
LH410
Operated by
Lufthansa

09:10 - 13:55

BRU - FRA 1 Stop(s) 10h 45min
FRA - JFK

LH1005
Operated by
Lufthansa
LH400
Operated by
Lufthansa

09:10 - 15:50

BRU - FRA 1 Stop(s) 12h 40min
FRA - EWR

LH1005
Operated by
Lufthansa
LH402
Operated by
Lufthansa

Economy

Premium Economy

from 243,96 EUR

4 seat(s) left for this price

from 493,96 EUR

4 seat(s) left for this price

from 243,96 EUR

from 493,96 EUR

from 808,17 EUR

4 seat(s) left for this price

from 943,17 EUR

4 seat(s) left for this price

from 608,05 EUR

from 643,05 EUR

from 609,24 EUR

from 644,24 EUR

6 seat(s) left for this price

from 439,24 EUR

4 seat(s) left for this price

from 644,24 EUR

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

5/42

Brussels Airlines

- 1 When selecting Economy or Premium Economy you can't deselect or close the fare options.
- 2 Too many fare options. Difficult to see the difference between all these options clearly.
- 3 Unable to see the difference between the Economy and Premium Economy fares at a glance.
- 4 The button to continue to the next step is all the way at the bottom of the page. If there are lots of flights you can't see it immediately.

Fri 20.08.21
from 243,96 EUR

Sat 21.08.21
from 243,96 EUR

Sun 22.08.21
from 243,96 EUR

Mon 23.08.21
from 243,96 EUR

Tue 24.08.21
from 243,96 EUR

Wed 25.08.21
from 243,96 EUR

Thu 26.08.21
from 316,79 EUR

Number of stops

10:10 - 11:55
BRU - EWR 0 Stop(s) 7h 45min

SN8807
Operated by
United Airlines

Economy

Premium Economy

from 243,96 EUR
4 seat(s) left for this price

from 493,96 EUR
4 seat(s) left for this price

Please select one of these Economy Class fares

Economy Light

Meal & beverages

1 carry-on bag up to 8kg/18lbs

Rebooking: 75 EUR plus possible fare difference

Refund not possible

243,96 EUR

Economy Basic

Meal & beverages

1 checked bag up to 23kg/50lbs

1 carry-on bag up to 8kg/18lbs

Rebooking without fee (fare difference may apply)

Refund not possible

298,96 EUR

Economy Basic Plus

Meal & beverages

1 checked bag up to 23kg/50lbs

1 carry-on bag up to 8kg/18lbs

Rebooking without fee (fare difference may apply)

Refundable, except 190 EUR

358,96 EUR

Economy Flex

Meal & beverages

Seat reservation

1 checked bag up to 23kg/50lbs

1 carry-on bag up to 8kg/18lbs

Rebooking without fee (fare difference may apply)

Refundable without fee

418,96 EUR

Brussels Airlines

- 1

This page is extremely long, with lots of small text. Very overwhelming.
- 2

Overview of steps makes it easy to see where you are in the booking process.
- 3

Message takes up a lot of space. The content isn't very clear and rather confusing.
- 4

Clear overview of the flight schedule with option to edit the flights.
- 5

Clear shopping cart with the total price of the order.
- 6

Editing the flight is listed under "Additional Services". Very confusing as it means changing details of the flights in your shopping cart and can be done from the flight schedule.

1

brussels airlines

2

Configure Your Trip

Enter Passenger Details

Choose Payment Method

✓

Flights have been added to your shopping cart.

Please review all selected flights and additional products before proceeding with this booking.

3

⚠

Travel Insurance disclaimer: Due to the widespread media reports on COVID-19, and the World Health Organization (WHO) announcement declaring COVID-19 a pandemic, COVID-19 is a foreseen or known event, which means certain coverages will not apply under the policy. However, you will have coverage for some COVID-19 related expenses, subject to policy terms and conditions. [Please read the details here.](#)

New COVID-19 Coverage

AIG

Travel Care / Travel Inconvenience

• COVID-19 quarantine allowance

• Emergency & Pre-Travel Assistance

• Trip cancellation, Trip curtailment

• Luggage

Only 21,33 EUR⁽²⁾

Add to shopping cart

→ Alternative insurance products

Please click here to read the Product Information Document (IPID)

🛡

(2) The insurance premium displayed is the total premium for all passengers on the itinerary and includes the valid insurance premium tax.

(*) The insurance is valid only for residents of Belgium and will not cover any claims or loss arising from planned or actual travel in, to, or through Cuba, Iran, Syria, North Korea or the Crimea region.

4

✈

Your Flights

Flight Schedule

Flight on Monday, 23.08.2021 from Brussels to New York

10:10

Brussels - Airport (BRU)

Economy

SN8807

11:55

New York - Newark International, NJ (EWR)

Flight on Tuesday, 31.08.2021 from New York to Brussels

18:40

New York - Newark International, NJ (EWR)

Economy

SN8808

07:45^{+1 day}

Brussels - Airport (BRU)

Edit

Delete

Show flight details

5

Your Shopping Cart

✈

Flight Tickets

Monday, 23.08.2021 10:10 AM

Brussels - Airport (BRU)

New York - Newark International, NJ (E...)

Economy Light

Tuesday, 31.08.2021 18:40 PM

New York - Newark International, NJ (E...)

Brussels - Airport (BRU)

Economy Light

1 Passenger(s)

450,10 EUR

Total price: 450,10 EUR

incl. taxes, fees & surcharges

Continue

6

Additional Services

Edit flights

Add travel insurance

You can also ...

→ Secure your fare

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

7/42

Brussels Airlines

- 1
- Lots of information on the chosen fares, which was already listed when picking a fare.
- 2
- More information about baggage and policy with small and unclear text making the page even longer. Unsure about what this all means.
- 3
- Another price overview, which is also shown in the shopping cart.
- 4
- Opens pop-up with clear price breakdown.
- 5
- Currency converter which opens in a different window and is difficult to use. Icon is tiny.

Passengers

Fare Conditions and Baggage Information

1

Brussels - New York on Mon, 23 Aug 21

Economy Light

Fare details

1 carry-on bag up to 8kg/18lbs

Meal & beverages

Rebooking: 75 EUR plus fare difference

Refund not possible

New York - Brussels on Tue, 31 Aug 21

Economy Light

Fare details

1 carry-on bag up to 8kg/18lbs

Meal & beverages

Rebooking: 75 EUR plus fare difference

Refund not possible

2

Baggage Policy

Rebook (Outbound)

Rebook (Inbound)

Cancellation

From Brussels - Brussels - Airport to New York - New York - Newark International, NJ

Passenger 1

Bag 1

up to 23kg (50lbs), up to 158cm (62in) linear length

EUR 60,00

Bag 2

up to 23kg (50lbs), up to 158cm (62in) linear length

EUR 90,00

For this journey, the baggage rules of Brussels Airlines apply. Please inform yourself about details prior to travel commencement.

The above mentioned baggage allowances and charges apply for adults and children.

From New York - New York - Newark International, NJ to Brussels - Brussels - Airport

Passenger 1

Bag 1

up to 23kg (50lbs), up to 158cm (62in) linear length

EUR 60,00

Bag 2

up to 23kg (50lbs), up to 158cm (62in) linear length

EUR 90,00

For this journey, the baggage rules of Brussels Airlines apply. Please inform yourself about details prior to travel commencement.

The above mentioned baggage allowances and charges apply for adults and children.

Important notice: Over and above the regulations displayed, which may already include status-customer benefits, other status-dependent benefits may be granted. These will be granted at check-in after validation.

Mileage Credit

Price Overview

Mileage Credit

3 Price Overview

4

Flight tickets

Show details

450,10 EUR

Total price of your flights

incl. taxes, fees & surcharges

5

450,10 EUR (1)

Offset CO₂ emissions

COMPENSAID

brussels airlines

Support the use of innovative, sustainable aviation fuel and a variety of climate protection projects

Offset flight

Back

Continue

Secure your fare

In case of combining a non-refundable fare for outbound travel and a refundable fare for inbound travel - or vice versa - the complete ticket will be

In case of cancellation of a flight of an already partially used ticket the fare for the actual flown travel will be recalculated and any applicable fare

+1 day Flight arrives the following day

Do you need help with booking online?

Our Brussels Airlines service team is here to assist you with your booking.

Call us: +32 53 33 81 81

How can I pay?

We offer various payment options.

Show payment options

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

8/42

Brussels Airlines

- 1 Steps make it easy to see where you are in the booking process.
- 2 The input fields are quite small, and too many options for the title.
- 3 Easy to select a date of birth with the dropdowns.
- 4 Message explains children aged 12 or older may fly alone, but input boxes above have the title 'Adult'.
- 5 Quite a lot of fields for entering a phone number, making it difficult to know what is desired in which field.
- 6 Quite a lot of small print in difficult language.
- 7 E-mail and phone number were already specified earlier

1

Configure Your Trip

Enter Passenger Details

Choose Payment Method

Your passenger details

The passenger's name cannot be changed after the booking has been completed and must be entered as shown on passport.
Adequate identification must be provided during the whole journey. **Please note: Only Latin characters may be used.**

Adult 1

2

Title

- Please select -

First Name

Middle Name

Optional

Last Name

Date of Birth

- select -

- select -

- select -

3

Option details

☐ Add frequent flyer card

☐ Enter redress code/Known traveller number

Children aged 12 or older may fly alone on Brussels Airlines operated flights.If your flight selection includes other airlines, please inform yourself of any deviating terms and conditions before finalising your booking.

4

Passenger Contact Details

Passenger phone number (Country/Area code/Phone number e.g.: +49/123/1234567)

Mobile

+32 (Belgium)

5

Passenger e-mail address (for your booking confirmation)

☐ Remember these contact details for the next booking

☐ Yes, I would like to receive current offers, including partner content, and other service information from Brussels Airlines SA/NV via email newsletter. My data will be used solely for this purpose within the Lufthansa Group.

I consent to my usage behaviour being recorded using cookies, web beacons and similar technologies, both within the context of the newsletter and on the linked websites, and used to personalise the communication I receive. The usage analysed will include pages I have opened, clicks and the duration of my visit, for example. If I book a flight via this email address, I agree that the booking data can be used to personalise offers in the newsletter.

I can find detailed information about the content and scope of the processing of my data in the [Privacy statement/Data Protection Information](#).
I can withdraw my consent at any time using the unsubscribe link at the bottom of every email.
(Subscription can be cancelled for each newsletter)

6

Important flight information

Please provide us with your contact details, so that we can reach you in case of irregularities. We will use your contact details for this purpose only (within 48 hours before departure).

Preferred way to be reached:

☒ E-mail ☐ Phone (Mobile)

7

Is your Company participating in PartnerPlusBenefit?

Enter your contract number for easy BenefitPoints credit Optional

[More Information](#)

Back

Continue

Brussels Airlines

- 1
- Different payment options are offered, with more info per option if necessary.
- 2
- Price overview with a reminder of the total price.
- 3
- Coverage was already offered in the first step of the trip configuration process.
- 4
- Billing details feel unnecessary and are separated from the payment options by the price overview and Covid-19 Coverage message. Unclear what this info is used for.
- 5
- Message that is hard to understand for non tech-savvy people.

Payment Options

Credit Cards

IDEAL

Bancontact

Direct Bank Transfer

PayPal

Select your card type

- Please select -

MasterCard

VISA

AMERICAN EXPRESS

Discover Club

UATP

Enter your card number

Expiry date (month/year)

012021

Security Code (CVC/CVS)

The security code of your Mastercard/ Visa consists of 3 digits and is printed on the backside of your card close to/ within the signature field. For American Express it is 4 digits printed on the front side.

1

ProtectBuy

JCB d/Secure

AMERICAN EXPRESS SafeKey

MasterCard SecureCode

VERIFIED by VISA

Your payment details will be processed applying highest security standards.

In the next step an input window of your bank might open in which you will need to enter your TAN/mTAN belonging to the card in order to confirm the payment. For a smooth payment authentication, please make sure that your pop-up blocker is deactivated and your card is enabled for this process.

Mileage Credit

Price Overview

Flight tickets

Show details

450,10 EUR

Total price of your flights

incl. taxes, fees & surcharges

450,10 EUR (1)

New COVID-19 Coverage

Travel Care Plus / Multi Risk

Includes cover for:

- COVID-19 medical costs
- COVID-19 quarantine allowance
- Emergency medical costs abroad
- Repatriation and evacuation
- Trip cancellation, emergency assistance & luggage

Only 87,68 EUR (2)

Add to shopping cart

Please click here to read the Product Information Document (IPID)

Travel Care / Travel Inconvenience

Includes cover for:

- COVID-19 quarantine allowance
- Emergency & Pre-Travel Assistance
- Trip cancellation, Trip curtailment
- Luggage

Only 21,33 EUR (2)

Add to shopping cart

Please click here to read the Product Information Document (IPID)

4

Billing Details

First name

Jane

Last name

Doe

Payer's address (Please note, only latin characters can be used)

Country of residence

Belgium

Street name and number

P.O. box

Postal code

City

Contact Details of Payer

Phone number (Country/Area code/Phone number)

Mobile

+32 (Belgium)

03

12345678

E-mail address (for your booking confirmation)

janedoe@domain.com

I do not want the booking code and the document number(s) to be transmitted in unencrypted email communication.

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

10/42



COLOUR KEY

- AS EXPECTED
- GOOD
- NEEDS IMPROVEMENT

- 1
- Additional navigation hidden behind hamburger menu which blends in with the logo.
- 2
- Very main navigation with the most important options.
- 3
- This option should improve the contrast, but at first glance it doesn't change much.
- 4
- Clear login and sign-up options.
- 5
- Book with Miles only shows a login button and feels unnecessary.
- 6
- Image looks very busy.
- 7
- Very clean booking form.
- 8
- Departure airport not pre-filled.
- 9
- Rest of form is hidden and you need to click to see it. You can't complete the form without filling out the rest of the form, so why hide it. Feels like an additional step.
- 10
- Option to pause the slideshow, move forward or backward easily navigate it.
- 11
- Simple and clean layout offers for different destinations and extra information.

1

 **Royal Dutch Airlines** 

3

Contrast on

4

Belgium - EN

Log in

Sign up

Home

My Trip

Check-in

COVID-19

Information

2

5

Book a flight

Book with Miles

6

Trip

Round trip

8

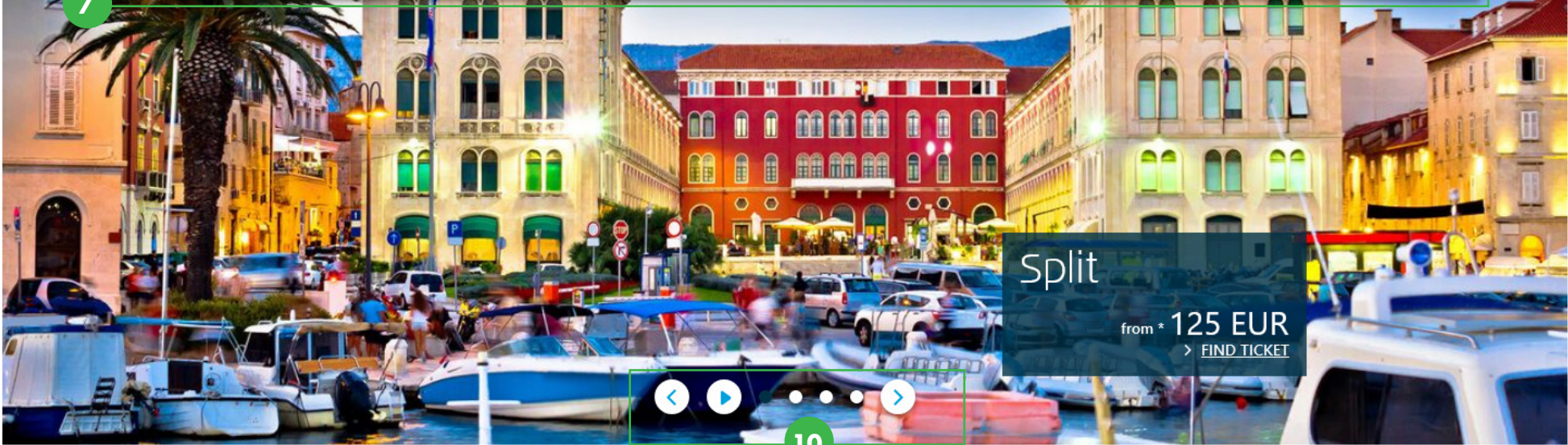
Departing from *

9

Arriving at *

CONTINUE

7



10

Split

from * 125 EUR

FIND TICKET

* Price examples for a round trip flight from Brussels, taxes and surcharges included, subject to fare changes and availability.

LATEST NEWS AND OFFERS

11

Flight offers

KLM Holidays

Norway

Bergen

from * 159 EUR

Norway

Trondheim

from * 189 EUR

Sicily

Catania

from * 140 EUR

Norway

Stavanger

from * 189 EUR

* Fare from, RT, all-in per person, subject to conditions and availability.

News and offers

KLM

- 1 Easy to pick between round trip, one-way and multi-city.
- 2 Only one date field even though round trip is selected. x is already visible even though no date has been entered. Have to re-enter start date when changing the return date, which is frustrating.
- 3 This option is unclear. When switched on it redirects to a login page.
- 4 Departure airport is not pre-filled, so user has to enter it.
- 5 Button can be clicked even though no details have been entered in the form, resulting in error messages
- 6 Auto-populates when entering text. Shows list of matching airports which saves time. Same for arrival airport.
- 7 Clean looking calendar, which clearly shows the selected dates. You can't enter dates manually, removing cause for errors.
- 8 You can't see two months at the same time which makes it more difficult when booking a trip with dates in different months.
- 9 Add passengers opens in new pop-up window which feels a bit cluttered.
- 10 "Book for 10+ passengers" takes you to an entirely new page, which mean you filled out the rest of the form for no reason if you wish to travel in group.
- 11 Unnecessary option to log in. Why is this option here? Doesn't add any extra value.
- 12 Easy to pick between the travel classes.

KLM

Royal Dutch Airlines

Contrast on

Belgium - EN

Log in

Sign up

Home

My Trip

Check-in

COVID-19

Information

Book a flight

Book with Miles

1

Trip

Round trip

2

Travel dates

23 August – 31 August

X

3

I want to book with a bluebiz or corporate contract

Departing from *

Brussels, Brussels Airport

4

Arriving at *

New York, All airports

Passengers

1 Passenger

Class

Economy Class

5

Search flights

Departing from *

New

Wilmington, New Hanover
ILM - United States

Newport News Hampton, Newport News
Hampton
PHF - United States

Newcastle, Newcastle
NCL - United Kingdom

New York, Newburgh Stewart Airport
SWF - United States

New York, Newark International Airport
EWR - United States

New York, All airports
NYC - United States

7

Travel dates

 24 August – 4 September



AUG 2021 ▾

8

<

>

M	T	W	T	F	S	S
						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					

9

Passengers (1)

10

[Book for 10+ passengers](#)



Passenger 1
Adult

+ ADD A PASSENGER

Log in to your account

Log in now to enjoy a more personalised experience

11

>

CONTINUE

12

- Economy Class
- Business Class

- 1 The image pushes everything further down the page.
- 2 Easy to see where you are in the booking process.
- 3 Easy to change the details of your trip, but takes you away from the page.
- 4 Overview of past and future dates with prices. Chosen date is clearly indicated.
- 5 The grey text makes it look like these dates aren't available.
- 6 Easy to use filters to filter the results with different criteria. Makes it easier and faster to find specific flights.
- 7 Having this option next to the filters is confusing. Is Economy Class not a filter? wondered why duration was listed twice, but this is a sorting function.
- 8 Clear overview of the flight with lots of white-space. Listing all the important details.
- 9 I can see there are in-flight services, but I can't see all of them.
- 10 Easy to see the lowest fare quickly..
- 11 Opens a pop-up with extra flight details and lots of information.
- 12 When scrolling there is a sticky footer which gives you an overview of the trip and a tip for the next step in the process, which is helpful.

KLM Royal Dutch Airlines

Contrast on Belgium - EN Log in Sign up

1

Back

Guaranteed flexibility: book your flight and change or cancel your booking at any time. Check the full conditions.

X

2

Search

Outbound flight

Return flight

Passengers

Extra options

Payment

Brussels to New York

CHANGE

3

4

228 EUR
Fri 20 Aug

228 EUR
Sat 21 Aug

228 EUR
Sun 22 Aug

from
228 EUR
Mon 23 Aug

228 EUR
Tue 24 Aug

228 EUR
Wed 25 Aug

228 EUR
Thu 26 Aug

6

Filters:

Price

Departure time

Stops

Duration

Economy Class

Sort by: Duration

7

Connecting flights (20)

8

10:50 - 15:25

Brussels (BRU)

1 transfer

New York (JFK)

Klm Cityhopper

Trip duration
10h35

Inflight services:

9

Lowest fare
228 EUR

10

View flight details

11

15:05 - 19:59

Brussels (BRU)

1 transfer

New York (JFK)

Klm Cityhopper

Trip duration
10h54

Inflight services:

From
443 EUR

View flight details

1 seat left at this fare!

12

Brussels (BRU) New York (NYC)

23 Aug 2021.

28 Aug 2021.

Please select a fare for your outbound flight

Feedback

- 1 Easy to switch between Economy and Business Class.
- 2 Icons make it easy to see the difference between the different fare options.
- 3 Image doesn't add any extra value and takes the attention away from the selected fares.
- 4 Clicking the arrow only shifts the image into view and doesn't add any value. If you wish to see business class you have to click the image.

Economy Class

Business Class 1

2

Light

Included per passenger

✓ 1 hand baggage and 1 personal item (12 kg total)*

✗ No checked baggage included

✗ No seat selection before check-in

✗ No SkyPriority benefits

✓ Ticket changes permitted (only pay possible fare difference)

✓ Flight scheduled on or before 31 December 2021: refundable.**

✗ Flight scheduled on or after 1 January 2022: non-refundable.

Lowest fare

228 EUR

Select

Standard

Included per passenger

✓ 1 hand baggage and 1 personal item (12 kg total)*

✓ 1 checked baggage (23 kg)

✗ No seat selection before check-in

✗ No SkyPriority benefits

✓ Ticket changes permitted (only pay possible fare difference)

✓ Flight scheduled on or before 31 December 2021: refundable.**

✗ Flight scheduled on or after 1 January 2022: non-refundable.

283 EUR

Select

Flex

Included per passenger

✓ 1 hand baggage and 1 personal item (12 kg total)*

✓ 1 checked baggage (23 kg)

✓ Seat selection before check-in

✗ No SkyPriority benefits

✓ Ticket changes permitted (only pay possible fare difference)

✓ Flight scheduled on or before 31 December 2021: refundable.**

✓ Flight scheduled on or after 1 January 2022: refundable at EUR 200 fee if you cancel before the 1st flight in your trip.

333 EUR

Select

3

Experience Business Class

From 1.517 EUR

4

* Hand baggage allowance and SkyPriority benefits only apply to flights operated by KLM and Air France.

** Refundable in form of a voucher if you cancel before the 1st flight in your trip. Vouchers are refundable and valid for 1 year from date of issue.

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

15/42

- 1
- Selected fare easy to see.
- 2
- Selecting a fare adds a clear button at the bottom of the page indicating the next step.

Economy ClassBusiness Class

Light

Included per passenger

✓

1 hand baggage and 1 personal item (12 kg total)*

✗

No checked baggage included

✗

No seat selection before check-in

✗

No SkyPriority benefits

✓

Ticket changes permitted (only pay possible fare difference)

✓

Flight scheduled on or before 31 December 2021: refundable.**

✗

Flight scheduled on or after 1 January 2022: non-refundable.

Lowest fare

423 EUR

1

✓ Selected

Standard

Included per passenger

✓

1 hand baggage and 1 personal item (12 kg total)*

✓

1 checked baggage (23 kg)

✗

No seat selection before check-in

✗

No SkyPriority benefits

✓

Ticket changes permitted (only pay possible fare difference)

✓

Flight scheduled on or before 31 December 2021: refundable.**

✗

Flight scheduled on or after 1 January 2022: non-refundable.

473 EUR

Select

Flex

Included per passenger

✓

1 hand baggage and 1 personal item (12 kg total)*

✓

1 checked baggage (23 kg)

✓

Seat selection before check-in

✗

No SkyPriority benefits

✓

Ticket changes permitted (only pay possible fare difference)

✓

Flight scheduled on or before 31 December 2021: refundable.**

✓

Flight scheduled on or after 1 January 2022: refundable at EUR 200 fee if you cancel before the 1st flight in your trip.

523 EUR

Select

* Hand baggage allowance and SkyPriority benefits only apply to flights operated by KLM and Air France.

** Refundable in form of a voucher if you cancel before the 1st flight in your trip. Vouchers are refundable and valid for 1 year from date of issue.

Brussels (BRU)↻New York (NYC)

26 Aug 2021. 10:50 - 15:25

28 Aug 2021.

Ticket price for 1 passenger

423,00 EUR

2

Continue to return flight

Experience Business Class

From 1.867 EUR

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

16/42

- 1 This is the trip overview, but the steps indicate this is the return flight. This is confusing.
- 2 Easy to change the details of your trip, but takes you away from the page and you can't return.
- 3 Clear overview of both outbound and return flight.
- 4 Clicking "Change" presents me with a pop-up asking me if I wish to change the flight. Feels like an extra unnecessary step.
- 5 Opens a pop-up with a detailed and clear overview of both flights, price breakdown and baggage options.
- 6 Clear button indicating the next step.

Your trip to New York

Outbound flight

Return flight

Passengers

Extra options

Payment

Ticket price

Your trip to New York

CHANGE



OUTBOUND FLIGHT

Brussels (BRU)

Mon 23 Aug 2021 15:05 - 19:59

592,57 EUR

1 transfer in Amsterdam ((destinationCode))

Klm Cityhopper

CHANGE

New York (JFK)

RETURN FLIGHT

New York (JFK)

Sat 28 Aug 2021 18:30 - 10:05 (+1 day)

302,56 EUR

1 transfer in Amsterdam ((destinationCode))

KLM Klm Cityhopper

CHANGE

Brussels (BRU)

View trip details and ticket conditions

Ticket price for 1 passenger

895,13 EUR

CHANGE YOUR OUTBOUND FLIGHT

Are you sure you'd like to choose another flight?

CANCEL

CONTINUE

Information about your trip

travelling (back) to the Netherlands? You may need a negative COVID-19 test result, and you may be required to quarantine. This depends on

Continue to passenger details

- 1 Log in message interrupting the flow. If you are a member you probably already know the benefits. Text to join is rather small.
- 2 Limited options to choose from which makes it fast and easy. Gender neutral option is missing though.
- 3 Input fields are big and easy to fill out.
- 4 Only month has a dropdown, day and year are input fields, which you can fill out quicker that way. Dropdown avoids confusion.
- 5 Second message about Flying Blue. Apart from a small text showing some benefits, it doesn't explain a lot. Is it free?

[Back to flight search](#)

Personal information

[Guaranteed flexibility: book your flight and change or cancel your booking at any time. Check the full conditions.](#)

✈️

Outbound flight

✈️

Return flight

👤

Passengers

🛍️

Extra options

💳

Payment

1

FLYING BLUE FOR ME

LOG IN TO FLYING BLUE

Join Flying Blue to earn Miles, enjoy discounts and more!

Would you like to become a Flying Blue member?

JOIN

Log in

👤

Passenger 1

Adult

Title *

☐ Mr

☐ Mrs

☐ Miss

📄

First name

📄

Last name

Date of birth

Day

Month

Year

Do you want to add a loyalty card?

Flying Blue members get a discount on Seat and Baggage options after booking.

☐ Yes

☒ No

*Required information

Confirm

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

18/42

- 1

Phone number is easy to enter with only one field. Country code is pre-filled.
- 2

E-mail address has to be entered twice for no apparent reason.
- 3

Subscribing to the newsletter is clearly explained and shows the benefits and that you can unsubscribe at any moment.

JD Mrs Jane Doe Adult ✓

✉ Contact details

Please provide the contact details of the person who will receive the booking confirmation and trip details.

Country code
Belgium (+32)

1

i Telephone number 1

e.g. 6123456789

+ ADD PHONE NUMBER

2

i E-mail address

Confirm e-mail address *

3

☐ Would you like to be the first to receive personalised e-mails and special offers from (partners of) KLM that are customised to your interests? Then subscribe to our newsletter. You can unsubscribe at any moment by clicking on the 'Unsubscribe' link.

[Read more](#) >

*Required information

Confirm

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

19/42

- 1 Very big promotional message pushing the "Continue" button further down the page.
- 2 Covid-19 related message remembering about entry requirements with a light blue background to attract the attention.
- 3 Continue button in bright colour for easy visibility.

JD Mrs Jane Doe Adult ✓

✉ Contact details ✓

1

FLYING BLUE FOR ME

JOIN FLYING BLUE

Join Flying Blue to earn Miles, enjoy discounts and more!

Earn double XP for any travel between 1 July - 31 December 2021*

UP TO 10% DISCOUNT ON SEAT OPTIONS

UP TO €10 DISCOUNT ON YOUR 1ST PAID CHECKED BAGGAGE ITEM

Join now and benefit from exclusive advantages!

E-mail address

janedoe@domain.com

Date of birth

DayMonthYear

☐ I would like to receive updates about the programme, as well as personalised offers from Flying Blue and its partners.

☐ I agree with the Flying Blue General Terms and Conditions.

Join now

or join later

*As a Flying Blue member, you must travel to benefit from the advantages.

TURN YOUR TRAVELS INTO A SMOOTH EXPERIENCE:

✓ Manage previous and future bookings easily

✓ Take the fast lane by saving your personal settings for next bookings

✓ Get inspired by our special travel tips

Are you travelling for business? YesNo

2

Travel formalities

Please make sure you check the country's entry requirements before you travel and be ready to present the required documents at the airport.

Are you travelling (back) to the Netherlands? You may need a negative COVID-19 test result, and you may be required to quarantine. This depends on the country from where you are flying. [Please check which entry restrictions apply to your trip.](#)

Continue

3

Feedback

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

20/42

- 1 Extra baggage options are shown twice.
- 2 Nice icons to go with the different extra options.
- 3 All the extra options take you to an new page, so you have to wait while it loads with no added value.

Outbound flight

Return flight

Passengers

Enrich your trip

Choose your extras upfront to ensure the perfect start to your journey.

1

Add a check-in baggage item from EUR 60

Baggage
from 60,00 EUR

Add extra baggage

2

Seats

Select your seat

from 9,00 EUR

1

Baggage

Check your baggage options

from 60,00 EUR

CO2ZERO

Fly CO₂ neutral

from 8,22 EUR

Lounge access

Discover your lounge options

from 40,00 EUR

Meals

Experience our fine cuisine on board

from 19,00 EUR

3

Jane Doe

Hand baggage

1 x

Accessory

1 x

Checked baggage

0 x

3

KLM Crown Lounge 52

Amsterdam, Schiphol (AMS)

Bar

Food & drinks

Business corner

Coffee corner

Entertainment

Restrooms

Refreshing

For who would you like lounge access?

☐ Jane Doe

65,00 EUR 55,00 EUR

Total emissions and price of your trip

972 KG CO₂

= 8,25 EUR

For who would you like to compensate?

☐ Jane Doe

8,25 EUR

3

- 1 Differences between insurance options are shown in a structured overview.
- 2 Icons show what is and isn't included at a glance.
- 3 You have to specifically state that you don't want travel insurance.
- 4 Continue button in bright colour for easy visibility.

Travel the world without worries

Our partner Allianz Travel has expanded its insurance policies to cover epidemics and pandemics. They now include protection if you or your travel companion are diagnosed with COVID-19 or are placed in quarantine following exposure to it. For more information, please refer to the general conditions.

> Summary of benefits

1

KLM Travel Assistance Insurance

22,00 EUR

total for all passengers

Total payable amount including tax (9.25%)

Premium without tax includes:

- Administrative cost (3.77%)
- Acquisition cost (32.59%)

Learn more

2

✗ Cancellation

✗ Missed flight

✓ Medical coverage

✓ Baggage coverage

Insurance details

terms of use

Select

2

KLM Comprehensive Insurance

31,00 EUR

total for all passengers

Total payable amount including tax (9.25%)

Premium without tax includes:

- Administrative cost (3.77%)
- Acquisition cost (32.59%)

Learn more

2

✓ Cancellation

✓ Missed flight

✓ Medical coverage

✓ Baggage coverage

Insurance details

terms of use

Select

3

☐ No, I will travel without insurance.

I understand that by declining coverage I may otherwise be responsible for certain cancellation fees and delay expenses.

By selecting this insurance, I confirm:

- I have read and accept the insurance product information document, terms and conditions and privacy statement, provided digitally,
- I have verified that the insurance corresponds to my needs,
- Belgium is my country of residence.

Allianz Travel

powered by Allianz Travel

4

Continue

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

22/42

- 1
- Structured overview of both flights.
- 2
- Shows a complete breakdown of the trip and prices, including baggage and passengers.
- 3
- Total price is clearly stated.
- 4
- The way the titles/fonts are used makes it confusing.
- 5
- Easy to see the available payment options and fees.

Please review your booking and choose your preferred payment method.

Your trip



1

Outbound flight

Monday, 23 August 2021

10:50 Brussels (BRU)

15:25 New York (JFK)

1 transfer



Light

Ticket: changeable* - non-refundable*

Return flight

Tuesday, 31 August 2021

18:30 New York (JFK)

10:00 Brussels (BRU)

1 transfer



Light

Ticket: changeable* - non-refundable*

Trip duration: 9 days

View my trip details

2

3

Total price for 1 passenger

455,20 EUR

* You can find more information by clicking "View my trip details"

4

Have a discount code or a voucher?

Discount codes and vouchers are only valid in combination with certain payment methods and currencies.

Enter a voucher number or discount code

Discount code, voucher or card number

Add

Choose a payment method:

5

SECURED BY
SECTIGO

Bancontact



no fee

Online banking



no fee

PayPal



no fee

Credit card

no fee

Maestro



no fee

Total price

455,20 EUR

Once your payment has been confirmed, we will send you:

• your booking confirmation e-mail

• your ticket

☐

I accept the [Ticket conditions](#) and the [General Conditions of Carriage](#). I have read the [Legal information](#).

Continue to payment



COLOUR KEY

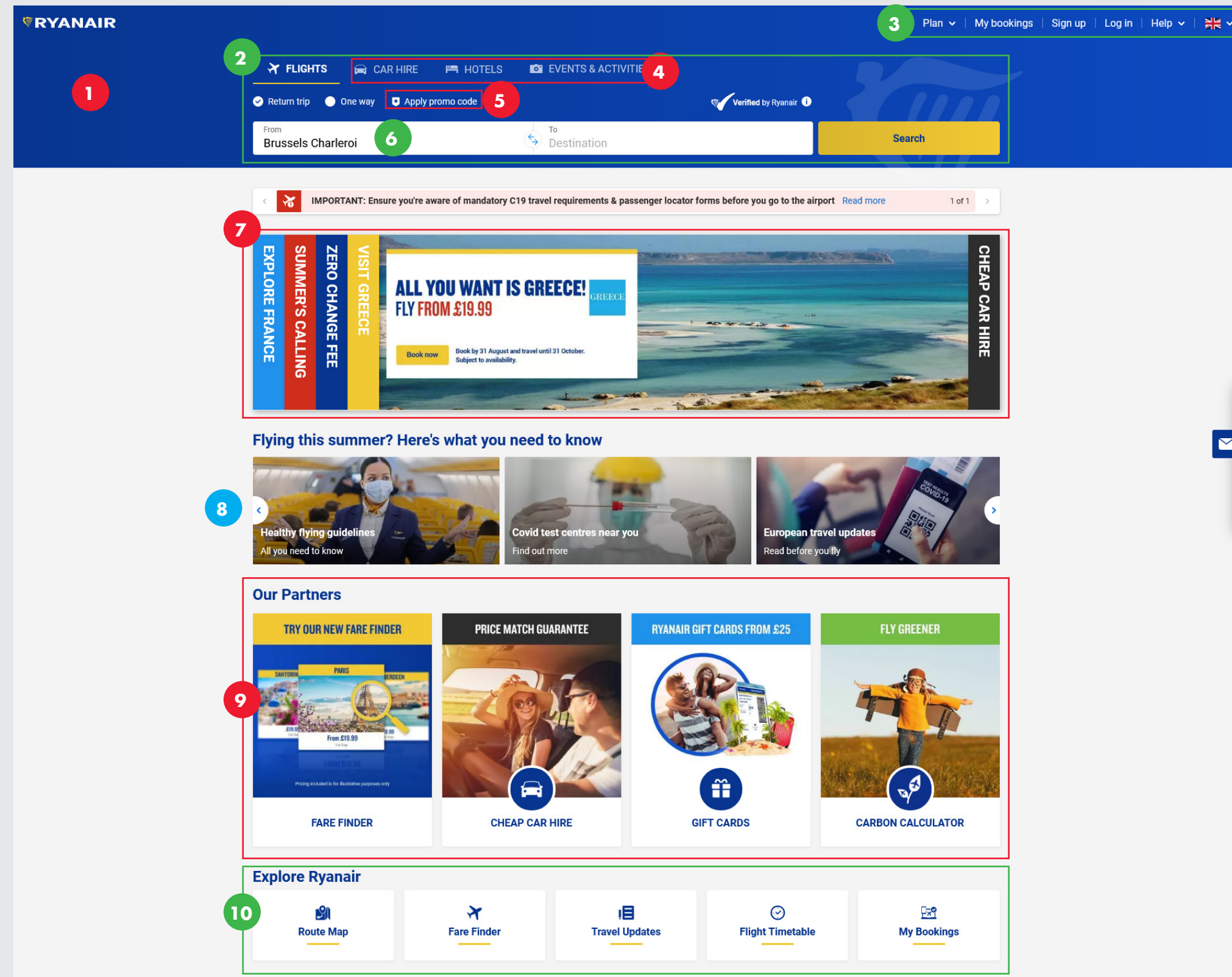
AS EXPECTED

GOOD

NEEDS IMPROVEMENT

Ryanair

- 1 Booking form is integrated in the blue header, which made me overlook it at first.
- 2 Very clean looking booking form.
- 3 Clean and simple navigation with the most important items.
- 4 Additional unnecessary (promotional) options.
- 5 "Apply promo code" text is clear, but looks like an extra trip option.
- 6 Departure airport is pre-filled, so you don't have to select it. Saves time.
- 7 Busy looking header, lots of text, can't pause it.
- 8 Clear pandemic information options.
- 9 The partners section shifts down the more important "Explore Ryanair" section making the user scroll to find it. The images make it look very busy and cluttered.
- 10 Makes travel and booking related items easy to find.



Ryanair

- 1 Option to discover destinations in case you don't know where you wish to go.
- 2 Option to switch destinations around in case you put the airports the wrong way.
- 3 Option to see destinations/regions or popular attractions. Handy in case you don't know in which country a specific region or attraction is, or if you are still browsing destinations and haven't quite decided yet.
- 4 List of available countries. Selections show when you start typing.
- 5 Countries you can't travel to shouldn't be in the list.
- 6 List of countries gets populated and filtered while typing. Useful if you don't know which airports are available in a specific country.
- 7 It is possible to click the search button without entering any airports, resulting in an error.

FLIGHTS

CAR HIRE

HOTELS

EVENTS & ACTIVITIES

Return trip

One way

Apply promo code

From

Brussels Charleroi

To

Denm

Search

1

Not sure where to go?
Click here to discover new destinations

2

3

Destination or country

Regions

Popular attractions

4

Pick a destination country

NEW

Not sure where to go?
Click here to discover new destinations

Austria	France	Luxembourg	Serbia
Belgium	Germany	Malta	Slovakia
Bosnia & Herzegovina	Greece	Montenegro	Spain
Bulgaria	Hungary	Morocco	Sweden
Croatia	Ireland	Netherlands	Switzerland
Cyprus	Israel	Norway	Tunisia
Czech Republic	Italy	Poland	Turkey
Denmark	Jordan	Portugal	Ukraine
Estonia	Latvia	Romania	United Kingdom
Finland	Lithuania	Russia	

Pick an airport

Clear selection

Any destination

NEW

Billund

Copenhagen

5

6

7

airport

Read more

1 of 1

MEER SEATS

ZERO CHANGE FEE

VISIT GREECE

CHEAP CAR HIRE

Healthy flying guidelines

All you need to know

Covid test centres near you

Find out more

European travel updates

Read before you fly

Our Partners

- 1
- More options get revealed once you have entered departure and arrival airports.
- 2
- Terms and conditions get automatically approved when you click search.
- 3
- You can only use the calendar to enter dates, removing cause for errors. The calendar is clear and shows 2 months at a time. You can select the months at the top so you don't have to scroll through all of them. Unavailable dates are greyed out.
- 4
- If you are unsure of dates, you can use the "flexible dates" option. You can choose a month, length of stay and day to fly out on. You can't proceed before you have selected all 3.
- 5
- Passengers dropdown opens automatically once dates are selected. Easy to use buttons to add or remove passengers. You can't select 0 adults, so children can't travel alone.

FLIGHTS

CAR HIRE

HOTELS

EVENTS & ACTIVITIES

Return trip

One way

Apply promo code

Verified by Ryanair

From

Brussels Charleroi

To

Copenhagen

1

Depart

Choose date

Return

Choose date

Passengers

1 Adult

Search

By clicking search you agree to the Website Terms of Use

2

3

Exact dates

4

Flexible dates

NEW

<

Aug

Sep

Oct

Nov

Dec

2022

Jan

Feb

Mar

Apr

>

August 2021

September 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						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					

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		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			

Not sure of your travel dates yet?

Click here for more flexible date search options

4

Exact dates

Flexible dates

NEW

01

Select the month you want to travel

Mandatory

Aug

Sep

Oct

Nov

Dec

>

How long do you want to stay?

Mandatory

2 days, 1 night(s)

2 days

15 days

What day do you want to fly out on?

Mandatory

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Cancel

Apply

Passengers

1 Adult

5

Choose passengers based on their age at the time of travel.

Adults

16+ years at the time of travel

-

1

+

Teens

12-15 years at the time of travel

-

0

+

Children

2-11 years at the time of travel

-

0

+

Infant

Under 2 years at the time of travel

-

0

+

Done

- 1

Unnecessary option as you are currently in the process of booking a flight, not hiring a car,...
- 2

Clear overview of the details entered in the previous search.
- 3

Useful option to edit the search. Opens a search form below, so you stay on the same page.
- 4

Chosen date is clearly shown, with an option to select earlier or later dates. Unavailable dates are greyed out. The price is also clear.
- 5

All information of the flight is shown all at once. Time in big font, airports in full text rather than the codes to help avoid confusion. The entire block is clickable, not just the price, which makes it easy to proceed.
- 6

Tooltip on hover helps you with the next step in the process if you are unsure what to do.

RYANAIR

FAQ | Fees | Contact us

1

Overview

Flights

Car Hire

Accommodation

Events & Activities

2

Brussels Charleroi  Copenhagen

Edit search

3

Return

27 Aug - 10 Sep

1 

 Verified by Ryanair 

 Brussels Charleroi to Copenhagen

4

25 Aug

Wednesday

€22.00

26 Aug

Thursday



27 Aug

Friday

€25.00

28 Aug

Saturday



29 Aug

Sunday

€27.99

5



Ryanair

06:30

Brussels Charleroi

Duration 1h 35m



08:05

Copenhagen

Flight no.

FR 201

Type

Direct

Value Fare

€25.00

 Copenhagen to Brussels Charleroi

6

Choose a flight to continue

6

08 Sep

Wednesday

€14.39

09 Sep

Thursday



10 Sep

Friday

€34.99

11 Sep

Saturday



12 Sep

Sunday





Ryanair

08:25

Copenhagen

Duration 1h 40m



10:05

Brussels Charleroi

Flight no.

FR 200

Type

Direct

Value Fare

€34.99

- 1
- Clear overview of the selected flights with a visual indication. Lots of white-space.
- 2
- Option to edit the flights is handy, but not very visible.
- 3
- The difference between all the options isn't very clear.
- 4
- Options close once you select one, continuing to the next step.
- 5
- It isn't very clear you can actually chose this option. It looks like it is disabled.
- 6
- Button tells you the additional price for the baggage options, so you have to calculate the total yourself.

RYANAIR

FAQ | Fees | Contact us

Overview

Flights

Car Hire

Accommodation

Events & Activities

Brussels Charleroi ↔ Copenhagen

Edit search

Return

27 Aug - 10 Sep

1

Verified by Ryanair

1

2

Edit flight

1

✓

27

AUG

06:30

Brussels Charleroi

Duration 1h 35m

08:05

Copenhagen

Flight no.

FR 201

Type

Direct

10

SEP

08:25

Copenhagen

Duration 1h 40m

10:05

Brussels Charleroi

Flight no.

FR 200

Type

Direct

Fares

Choose one of the fares for your trip

3

The selected fare type applies to all passengers for all flights

4

Value

Travel light

1 Small Bag only

Must fit under the seat (40cm x 20cm x 25cm)

5

Continue for €70.99

Regular

Great for short trips

Priority & 2 Cabin Bags

Board first, 10kg Cabin Bag and 1 Small Bag

Reserved Seat

Specific rows available

6

€21.43 more

on each flight

Plus

Includes 20kg Check-in Bag

1 Small Bag

Must fit under the seat (40cm x 20cm x 25cm)

Reserved Seat

Specific rows available

20kg Check-in Bag

Drop bag at check-in desk

Free check-in at the airport

Up to 40 minutes before your flight

€31.49 more

on each flight

Flexi Plus

If you need flexibility

Priority & 2 Cabin Bags

Board first, 10kg Cabin Bag and 1 Small Bag

Reserve any seat

Including extra legroom seats

Fast Track through security

Use dedicated security lane

Free check-in at the airport

Up to 40 minutes before your flight

Flexible tickets

Option to change your flight dates

€75.94 more

on each flight

- 1

This looks like the price of the selected fare, but is actually the total price so far.
- 2

Option to edit the fare is handy, but not very visible.
- 3

At this point you are asked to log in. The benefits of this are clearly outlined.
- 4

It is possible to log in later, but the link isn't very visible.
- 5

Very easy and simple to enter passenger information with only title, first name and last name.
- 6

Easy to use option to request special assistance for a specific passenger.

RYANAIR

FAQ | Fees | Contact us

Sig

Overview

Flights

Car Hire

Accommodation

Events & Activities

Brussels Charleroi

↔

Copenhagen

Edit search

Return • 27 Aug - 10 Sep • 1

Verified by Ryanair

Your selected fare

✓

Value *Travel light*

1

€59.99

2

Edit fare

3

Log in to myRyanair

to proceed with your booking

✔ Checkout easily

✔ Retrieve saved companion and payment details

✔ Manage your booking

Sign up

Log in

Log in later >

4

Passengers

Please enter names as they appear on passport or travel documentation

Passenger 1

Adult

Title

First name

Last name

5

-

▼

Need special assistance?

6

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

30/42

- 1
- Option to either select seats now or later. The later option gets a bit lost and is easily overlooked.
- 2
- Legend clearly explains the different kinds of seats and its benefits
- 3
- This message is unclear. I am already in the process of picking a seat, why is it telling me it will be more expensive later.
- 4
- Chosen seat is clearly visible in case you want to pick the same seat for the return flight.
- 5
- Very clear overview of the plane layout. Easy to see the cost of the different kinds of seats.
- 6
- Benefits of picking a seat now instead of later are clearly explained with nice icons.

Choose your seat preference

Verified by Ryanair

1

Option 1: Sit where you want

or

Option 2: Select seats later

Avoid middle seat

Check-in from 60 days pre-departure

Pick your own seat

2

Ideal to stretch out

Extra legroom seats

Sit up front

Disembark quickly at your destination

Early check-in

Check in opens 60 days predeparture

3

Brussels Charleroi to Copenhagen

UP TO 50% MORE EXPENSIVE LATER

4

Passengers

JD Jane Doe

05F Selected • €6.00 • Change

CRL - CPH

CPH - CRL

05F

Next flight

5

Option 1: Sit where you want

or

Option 2: Select seats later

6

Before continuing without a seat please be advised

If you don't choose seats you will only be able to check-in 24 hours prior to departure where we will randomly allocate you a seat.

Avoid middle seat

Most of our passengers choose their seat so we have less window and aisle seats to allocate at check in.

Seat availability

The longer you wait the less likely you'll get the seat that you want.

Up to 50% more expensive later

Buying a seat later will most likely be more expensive.

Select seats now

Continue without a seat

5

Option 1: Sit where you want

or

Option 2: Select seats later

Avoid middle seat

Check-in from 60 days pre-departure

6

Brussels Charleroi to Copenhagen

UP TO 50% MORE EXPENSIVE LATER

4

Passengers

JD Jane Doe

05F Selected • €6.00 • Change

CRL - CPH

CPH - CRL

05F

Next flight

5

Option 1: Sit where you want

or

Option 2: Select seats later

6

Before continuing without a seat please be advised

If you don't choose seats you will only be able to check-in 24 hours prior to departure where we will randomly allocate you a seat.

Avoid middle seat

Most of our passengers choose their seat so we have less window and aisle seats to allocate at check in.

Seat availability

The longer you wait the less likely you'll get the seat that you want.

Up to 50% more expensive later

Buying a seat later will most likely be more expensive.

Select seats now

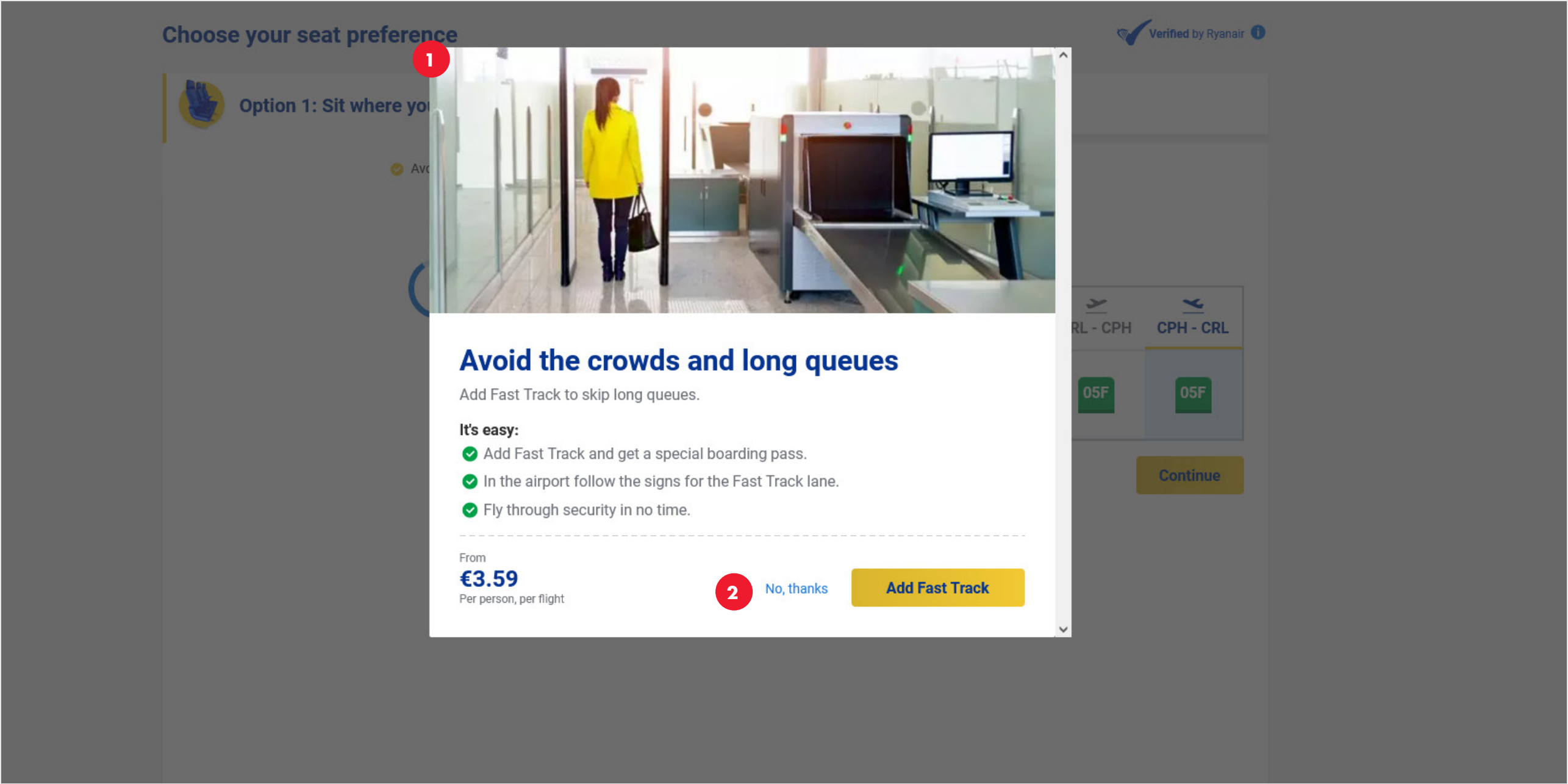
Continue without a seat

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

31/42

Ryanair

- 1 Pop-up disrupts the booking flow.
- 2 'No, thanks' button is quite small.



- 1
- Title has a * telling me it is mandatory. I already have a baggage option included in my fare, which I now have to select again. If I have the Plus fare, one check-in bag automatically gets added. If you have the value fare the included baggage option doesn't get preselected.
- 2
- Easy to see the different requirements for the baggage, which makes it easy to pick the right choice.
- 3
- Clearly shows which passenger you are picking the baggage for.
- 4
- Easy to use option to pick a different fare for the return flight.
- 5
- You are unable to add more than 3 bags, which is the maximum of allowed bags.
- 6
- Easy to add baggage which doesn't fit in the standard baggage categories.

1

Do you want to add Priority & 2 Cabin Bags?*

*Mandatory selection

Verified by Ryanair

Cabin Bag Selection

All passengers must select at least 1 option

Add Priority & 2 Cabin Bags to board first and bring a 10kg Cabin Bag and 1 Small Bag on board with you. Alternatively, add 1 Small Bag, this must fit under the seat and you'll board using the standard queue.

40 x 20 x 25 cm

1 Small Bag only

that fits under seats

or

40 x 20 x 25 cm and 55 x 40 x 20 cm

Priority & 2 Cabin Bags

JD

Jane Doe

1 Small Bag only

Included with fare

From

Add from €10.00

Per flight

Different for return flight?

2

Need to check in any bags?

Check-in Bags

Leave them at the check-in desk

✓

Board hands-free

✓

Best price if you buy it now

i

More info

55 x 40 x 20 cm

10kg Check-in Bag

1 bag per passenger

119 x 119 x 81 cm

20kg Check-in Bag

Up to 3 bags per passenger

Cheapest time to buy

JD

Jane Doe

Add

€13.99

Per flight

5

0

€22.99

Per flight

Different for return flight?

5

Need to take any equipment?

Equipment

Need to bring sports, music or baby equipment?

6

From

€15.00

Continue

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

33/42

Ryanair

- 1

Very info-heavy page trying to sell me extra options, food and insurance. Fast track was already offered earlier via a pop-up.
- 2

The next page unnecessarily offers me car rental.
- 3

This option isn't available, so why show it?

1

The best deals for your trip

1 Airport & trip2 Transport

FAST TRACK

Skip the security queue with a dedicated Fast Track lane

BEST TIME TO BUY

Avoid long queues and fly through security.

Benefits of using Fast Track:

- Quickly pass through airport security at busy airport times
- Arrive quickly and hassle free to your departure gate

Fast Track Brussels Charleroi

Per person
€3.59

Add for all

Fast Track Copenhagen

Per person
€11.43

Add for all

Add per passenger >

Frequently Asked Questions



INFLIGHT FOOD & DRINK

Order before you fly and save more

SAVE UP TO 20% ONLINE

All our flights are now cashless so make sure to pre-order your inflight food & drink!

Snacks & drinks



Meal deal

Pre-order your delicious hot meal, with a snack and drink before you fly.

Add per passenger

per meal
€10.00 €9.00

Add for all



Breakfast deal

Flying in the morning? Pre-order your breakfast, which includes a main, snack and drink, to avoid sell out.

Add per passenger

per meal
€10.00 €9.00

Add for all



Tasty treats

Enjoy a hot drink and a chocolate bar

Add per passenger

Deal
€4.50 €4.00

Add for all

Browse the full menu >

Frequently Asked Questions

INSURANCE

You can't put a price on peace of mind.

With EuropAssist travel insurance, leave your worries behind and have a safe, fun trip.

Information displayed is valid for residents of Belgium. Click here to choose per passenger or country of residence. All prices include Insurance Premium Tax (IPT). By adding Insurance I confirm that:

- I have read the Status Disclosure Document, Insurance Product Information Document (PID) and Policy ...

Read more

Protect your gadgets for only €3.00 more

Standard Insurance

Basic cover for your trip

Medical expenses up to €2,500,000

Personal belongings up to €1,500

Unexpected cancellation up to €3,000

€19.99 per person

Add for all

Insurance Plus

The basics plus additional cover

All the benefits of Standard Insurance

Ticket refund

Gadget insurance

€22.98 per person

Add for all

Annual Insurance

The basics for all your trips for one year

All the benefits of Standard Insurance

Full year of insurance

€34.99 per person

Add for all

Choose per passenger or country of residence >

Frequently Asked Questions

Continue

Make sure you've got all your transport sorted

1 Airport & trip2 Transport

PARKING - BRUSSELS CHARLEROI

Save time and park at the airport

Forget about driving in circles looking for a parking spot

Benefits of Parking:

- Safe and secure parking
- 24 hour shuttle means even if you're tight on time, arriving at your gate will be no problem

Drop off

Fri, 27 Aug

Pick up

Fri, 10 Sep

P1 Smart Parking Charleroi

Park and Ride with free shuttle

€105.60 /day

€1,584.00

more

P2 Charleroi Official Airport Parking

Onsite open-air car park. Secure with CCTV, 20 min walk from the terminal.

€5.20 /day

€78.00

more

P3 Charleroi - Low Cost

Open air car park, CCTV and perimeter fence. Keep your car keys!

€5.13 /day

€77.00

more

Frequently Asked Questions

BUS AND TRAIN

Transfers in Brussels Charleroi or Copenhagen

NOT AVAILABLE

Frequently Asked Questions

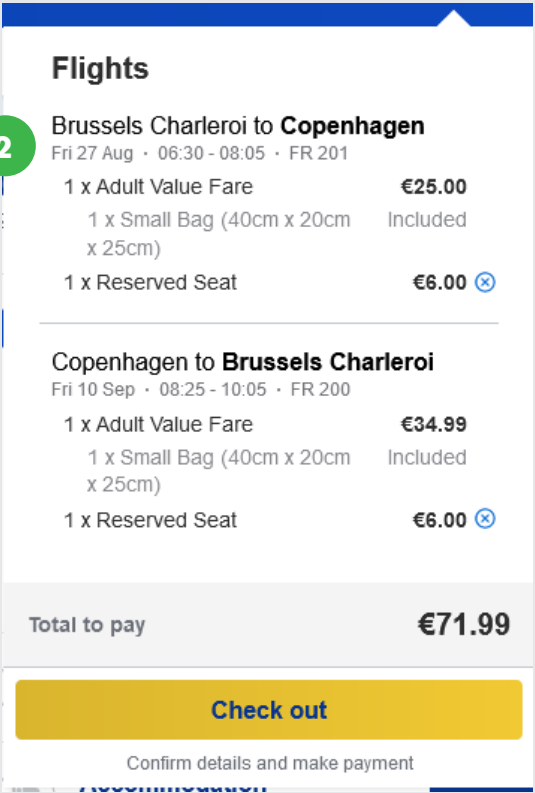
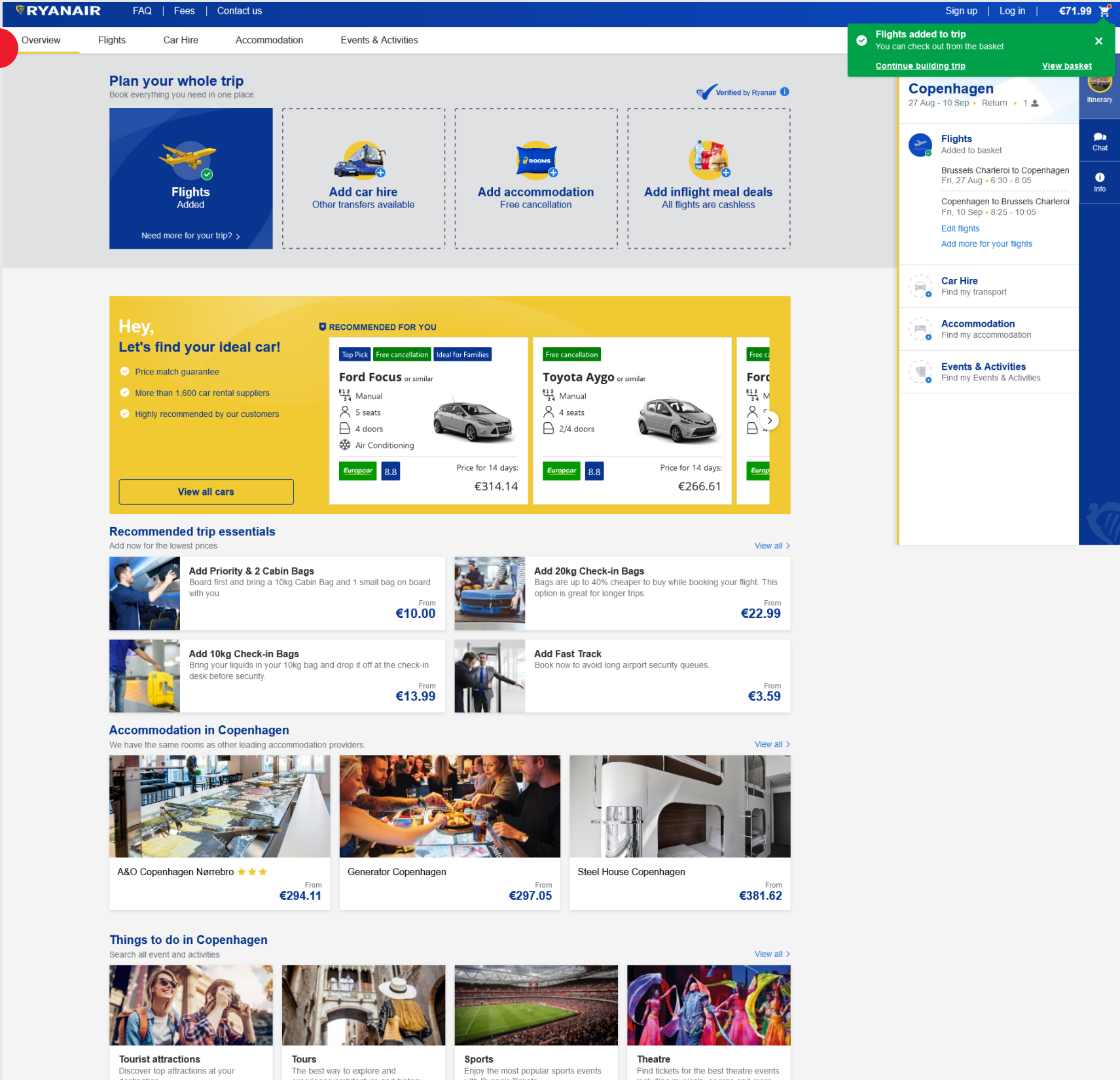
Project 1 | Competitive Benchmarking
NATALIE DE WINTER

34/42

Ryanair

1 This page is very confusing. You aren't directed to a payment page, but your flights get added to a basket and you are offered only ads. To continue you have to go via the basket.

2 Basket overview is neatly displayed with a clear breakdown of the chosen flights..



Ryanair

- 1
- You have to login to continue. You can't order as a guest.
- 2
- Phone number is easy to fill out. Country code is pre-filled based on language/country selection.
- 3
- Insurance was already offered in a previous step.
- 4
- Nice and clear price breakdown of the chosen flights. Easy to see what is being ordered.
- 5
- Easy to remove options one might not want in before payment
- 6
- Option for carbon offset is clearly explained with nice and easy to understand icons.
- 7
- Large range of payment options to pay by credit card or Paypal. No other options available
- 8
- Unintrusive option to add a VAT number.

Email address *

Confirm email address *

☐ Our subscribers get the best offers from Ryanair and post. If you don't wish to receive these offers, please opt out.

☐ Send my flight details via SMS for €2.99

Country code *

Phone number *

Relax and enjoy Copenhagen with peace of mind

Insurance Plus

Medical expenses up to €2,500,000

Personal belongings up to €1,500

Cancellation for unexpected circumstances up to €3,000

Ticket refund

Gadget insurance

Provided by:

europ assistance

Only for residents of Belgium

All prices include Insurance Premium Tax (IPT)

By adding insurance I confirm that I have read and I agree with content of [IPID document](#)

Ryanair DAC is an appointed representative of ITC Compliance Limited which is authorised and regulated by the Financial Conduct Authority (their registration number is 313486) and which is permitted to advise on and arrange general insurance contracts.

If we can't offer you the cover you want, or your premium is higher than you wanted because you have medical conditions, you may be able to get help by accessing the Money and Pensions Service travel directory [here](#) or by calling 0800 138 777 (Open Monday to Friday, 8am to 6pm).

Log in to continue

Make it simple with myRyanair

Email address

email@email.com

Password

Forgot password?

Log in

or log in with Facebook or Google

Don't have an account? [Sign up](#)

Price breakdown

Flights

Brussels Charleroi to Copenhagen

Fri 27 Aug · 06:30 · 08:05 · FR 201

1 x Adult Value Fare

1 x Small Bag (40cm x 20cm x 25cm)

1 x Reserved Seat

€25.00

Included

€6.00

Copenhagen to Brussels Charleroi

Fri 10 Sep · 08:25 · 10:05 · FR 200

1 x Adult Value Fare

1 x Small Bag (40cm x 20cm x 25cm)

1 x Reserved Seat

€34.99

Included

€6.00

Passengers

[View full details](#)

Total to pay

€71.99

Contact details

We will use it for flight changes and booking confirmation. (Fields marked with * are mandatory)

Email address *

Confirm email address *

☐ Our subscribers get the best offers from Ryanair and Lauda Europe via email, sms, push notifications, phone and post. If you don't wish to receive these offers, please opt out.

☐ Send my flight details via SMS for €2.99

Country code *

Phone number *

Price breakdown

Flights

Brussels Charleroi to Copenhagen

Fri 27 Aug · 06:30 · 08:05 · FR 201

1 x Adult Value Fare

1 x Small Bag (40cm x 20cm x 25cm)

1 x Reserved Seat

€25.00

Included

€6.00

Copenhagen to Brussels Charleroi

Fri 10 Sep · 08:25 · 10:05 · FR 200

1 x Adult Value Fare

1 x Small Bag (40cm x 20cm x 25cm)

1 x Reserved Seat

€34.99

Included

€6.00

Passengers

[View full details](#)

Total to pay

€71.99

Insurance Plus

Medical expenses up to €2,500,000

Personal belongings up to €1,500

Cancellation for unexpected circumstances up to €3,000

Ticket refund

Gadget insurance

Provided by:

europ assistance

Only for residents of Belgium

All prices include Insurance Premium Tax (IPT)

By adding insurance I confirm that I have read and I agree with content of [IPID document](#)

Ryanair DAC is an appointed representative of ITC Compliance Limited which is authorised and regulated by the Financial Conduct Authority (their registration number is 313486) and which is permitted to advise on and arrange general insurance contracts.

If we can't offer you the cover you want, or your premium is higher than you wanted because you have medical conditions, you may be able to get help by accessing the Money and Pensions Service travel directory [here](#) or by calling 0800 138 777 (Open Monday to Friday, 8am to 6pm).

I don't want to be insured

Ryanair recommends that all passengers obtain travel insurance

Fly greener to Copenhagen

Each passenger on this flight will contribute an avg. of 66g of CO2 emissions/km. Did you know a single mature tree can absorb 21kg of CO2 in a year? Let one of our environmental partners offset your carbon emissions for you. [More info](#)

Fully offset your CO2 emissions for this flight

Add

€2.54

Total per person

OR

Partially offset your CO2 emissions for this flight

Add

€2.00

Total per person

Payment methods

Select your payment method to complete your booking. (Fields marked with * are mandatory)

Redeem Gift Vouchers

▼

Credit Card

Accepted Cards

VISA

MasterCard

AMERICAN EXPRESS

UATP

10

DISCOVER

Card details

Card number *

Expiry date *

Month

Year

Security code *

CVV

What is this?

Cardholder name *

Billing address

Address line 1 *

Address line 2

City *

Country *

PayPal

VAT

Fields marked with * are mandatory

Add VAT number, business name

☐ By clicking Pay Now, I confirm I have read and accepted [General Terms and Conditions of Carriage](#), [Website Terms](#) and [Privacy Statement](#). I also confirm I have reviewed and will follow Government Covid-19 instructions available [here](#). I understand that some countries require a negative Covid-19 test/PCR Covid-19 test within 48/72 hours of arrival and a fully completed Passenger Locator Form (without which I may be denied boarding/entry) and it is my responsibility to check local requirements before travelling. Click [here](#) for more.

Pay now

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

36/42



COLOUR KEY

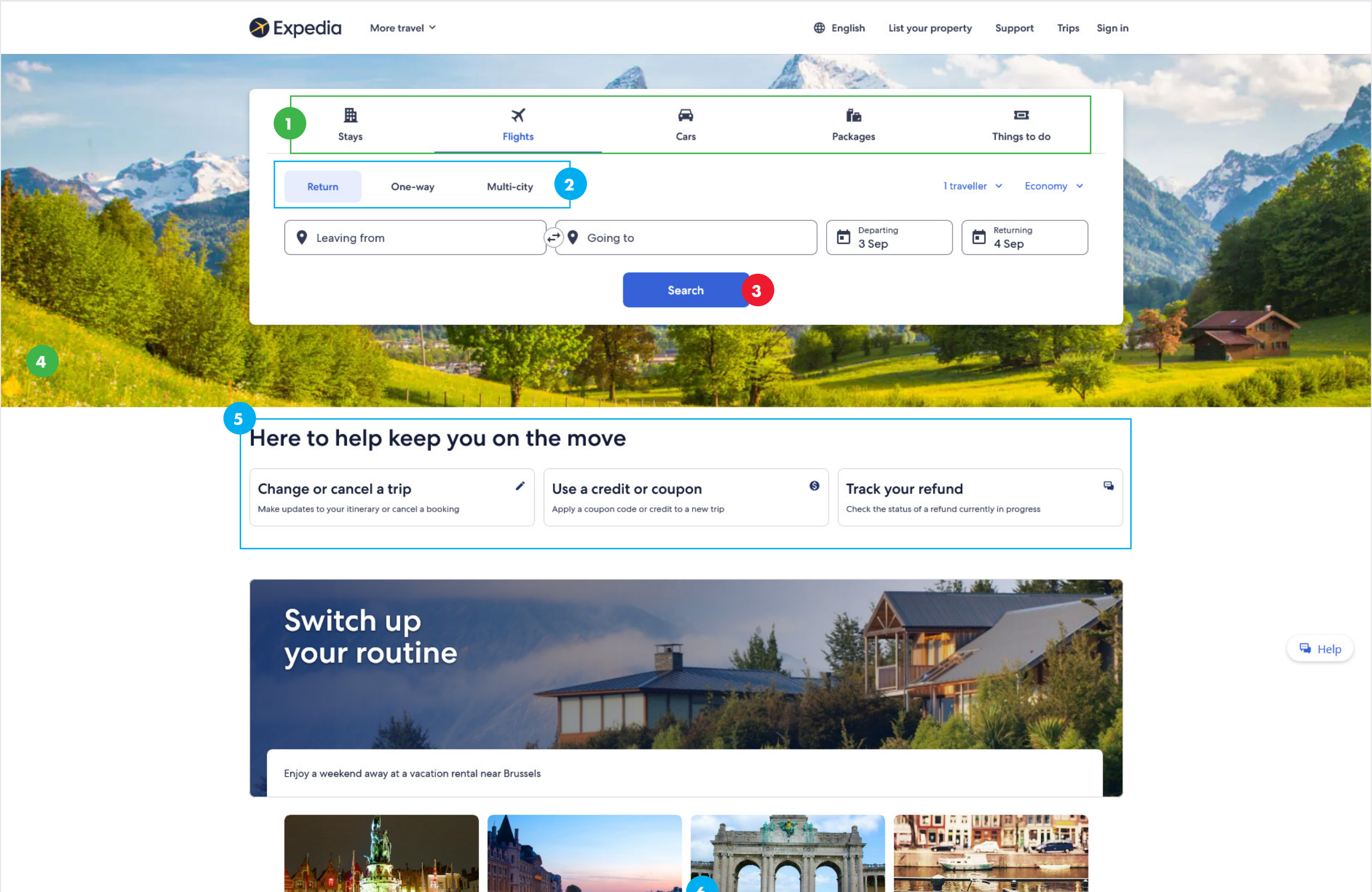
AS EXPECTED

GOOD

NEEDS IMPROVEMENT

Expedia

- 1 You can select what you wish to use the website for, which is useful since this is an aggregator website.
- 2 Easy to choose between return, one-way or multi-city options.
- 3 You can fill out the form without entering any information, resulting in very big error messages.
- 4 Nice looking background image, evoking a holiday feeling.
- 5 Clear options of important items you might be looking for.
- 6 Trip suggestions based on the country you have selected/are in.



Expedia

- 1
- Option to select travellers and fare options seem like an afterthought with only a small link.
- 2
- Departure airport isn't pre-filled, so you have to manually search for it.
- 3
- Option to switch destinations around in case you put the airports the wrong way.
- 4
- Two random dates are pre-entered, which can be confusing.
- 5
- Filtered list of suggested airports appears upon typing.
- 6
- Clear calendar with 2 months visible at once for easy selection of dates spanning more than one month.
- 7
- You can switch between departure and return dates. Once you pick a departure date it automatically switches to the return date. If you then pick a return date it switches back to departure date. Meaning that when you wish to pick a different return date you accidentally pick a new departure date and have to start over.
- 8
- Easy to use buttons to add or remove passengers. You can't select 0 adults, so children can't travel alone..
- 9
- Easy dropdown to pick a service class.

Expedia

More travel

English

List your property

Support

Trips

Sign in

Stays

Flights

Cars

Packages

Things to do

Return

One-way

Multi-city

1

1 traveller

Economy

2

Leaving from

3

Going to

4

Departing 3 Sep

Returning 4 Sep

Search

5

Bru

Brussels (BRU - All Airports)

Brussels (BRU - Brussels-National)

Charleroi (CRL - Brussels South Charleroi)

Bandar Seri Begawan (BWN - Brunei Intl.)

Brussels (ZJR - Brussels Midi Train Station)

New York (NYC - All Airports)

Brunswick (BQK - Golden Isles)

Augusta (AUG - Augusta State)

Saint John (YSJ - Saint John)

Bristol (BRS - All Airports)

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

8

1 traveller

Travellers

Adults

Children

Infants

Done

9

Economy

Premium economy

Business class

First class

- 1
- Easy to switch flight details and search again.
- 2
- Not easy to see the selected date, or previous - next days like the other websites. Opens a rather complicated and difficult to read table.
- 3
- Option to sort the results which makes it easier to find the flight you want based on price and duration, departure and arrival time.
- 4
- The info is packed together, with a small font which makes it difficult to read and compare with the other flights.
- 5
- Option to filter specific time frames for flights. Makes it easy if you want to leave in the morning for example.

Expedia

EnglishList your propertySupportTripsSign in

Stays

Flights

Cars

Packages

Things to do

Return1 travellerEconomyAny airlineMore options

Flying fromBrussels (BRU-Brussels - National)

Flying toCopenhagen, Denmark (CPH-Kastru...

Departing26 Aug

Returning8 Sep

Search

COVID-19 alert: Travel requirements are changing rapidly, including need for pre-travel COVID-19 testing and quarantine on arrival.
[Check restrictions for your trip.](#)[Dismiss](#)

Filter by

Flexible change policies

No change fee

Stops

Direct (4)

1 Stop (25)

2+ Stops (8)

Airlines

Lufthansa (13)

KLM (8)

SAS (6)

Brussels Airlines (4)

Swiss International Air Lines (4)

Air France (2)

Austrian Airlines (2)

Show more

Departure time in Brussels

Morning (05:00 - 11:59)

Afternoon (12:00 - 17:59)

Evening (18:00 - 23:59)

Arrival time in Copenhagen

Choose departing flight

Choose returning flight

Review your trip

Flexible dates

Compare cheapest prices for nearby days

Sort by

Price (Lowest)

09:55 - 19:25

Brussels (BRU) - Copenh... (CPH)

Swiss International Air Lines

1 cleaning and safety practice

Negative COVID-19 test required

9h 30m (1 stop)

6h 25m in Zurich (ZRH)

€ 203

Return per traveller

20:10 - 08:45 +1

Brussels (BRU) - Copenh... (CPH)

Swiss International Air Lines

1 cleaning and safety practice

Negative COVID-19 test required

12h 35m (1 stop)

9h 40m in Zurich (ZRH)

€ 203

Return per traveller

18:10 - 22:30

Brussels (BRU) - Copenh... (CPH)

KLM • KLM 1732 operated by KLM CITYHOPPER

3 cleaning and safety practices

Negative COVID-19 test required

4h 20m (1 stop)

2h in Amsterdam (AMS)

Unlock trip savings up to € 160 when you book a flight + hotel

Add a hotel to your trip and save.

Shop flig

15:05 - 22:30

Brussels (BRU) - Copenh... (CPH)

KLM • KLM 1726 operated by KLM CITYHOPPER

3 cleaning and safety practices

Negative COVID-19 test required

7h 25m (1 stop)

5h 5m in Amsterdam (AMS)

Flexible dates

Compare cheapest prices for nearby days

Departure →

Wed, Sep 22	Thu, Sep 23	Fri, Sep 24	Sat, Sep 25	Sun, Sep 26	Mon, Sep 27	Tue, Sep 28	Return ↓
€ 155	€ 155	€ 155	€ 156	€ 156	€ 156	€ 156	Tue, Sep 28
€ 155	€ 155	€ 155	€ 87	€ 87	€ 156	€ 132	Wed, Sep 29
€ 110	€ 155	€ 155	€ 179	€ 179	€ 110	€ 155	Thu, Sep 30
€ 155	€ 155	€ 155	€ 87	€ 156	€ 156	€ 132	Fri, Oct 1
€ 156	€ 156	€ 156	€ 156	€ 156	€ 156	€ 132	Sat, Oct 2
€ 179	€ 173	€ 179	€ 173	€ 179	€ 179	€ 156	Sun, Oct 3
€ 155	€ 155	€ 155	€ 156	€ 156	€ 156	€ 132	Mon, Oct 4

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

40/42

Expedia

- 1

Clicking on a flight opens a fly-out window which feels very awkward and unexpected.
- 2

Cheapest option is preselected by default. Easy to see the differences between the fares.
- 3

Sticky bar at the bottom so the fare prices stays into view when scrolling.
- 4

Clearly visible button to go to the next step in the booking process.

Expedia

StaysFlightsCarsPackagesThings to do

Return1 travellerEconomyAny airlineMore options

Flying fromBrussels (BRU-Brussels - National)Flying toCopenhagen, Denmark (CPH)

COVID-19 alert: Travel requirements are changing rapidly, including need for pre-travel testing. [Check restrictions for your trip.](#) [Dismiss](#)

Filter by

Flexible change policies

No change fee

Stops

Direct (1)

1 Stop (27)

2+ Stops (11)

Airlines

Lufthansa (12)

KLM (10)

Swiss International Air Lines (8)

Brussels Airlines (6)

British Airways (3)

Air France (2)

Choose departing flight

Choose return flight

Prices displayed include taxes and may change based on availability. Not final until you complete your purchase.

09:35 - 11:05

Brussels (BRU) - Copenhagen (CPH)

Brussels Airlines

4 cleaning and safety practices

Negative COVID-19 test required

07:25 - 12:10

Brussels (BRU) - Copenhagen (CPH)

Lufthansa • Lufthansa 2295 and 2440 operated by

4 cleaning and safety practices

Negative COVID-19 test required

20:00 - 09:05 +1

Brussels (BRU) - Copenhagen (CPH)

Austrian Airlines

4 cleaning and safety practices

Negative COVID-19 test required

Unlock trip savings up to € 160 when you add a hotel to your trip and save.

Brussels to Copenhagen

Brussels Airlines • Sat, 25 Sep

09:35 - 11:05

1h 30m (Direct)

Show details

Select your fare to Copenhagen

Your selection applies to all flights

€ 87

Light

Cabin: Economy

Seat choice

Cancellation

Changes

Carry-on: Included up to 8 kg

1st checked bag: € 40 up to 23 kg

2nd checked bag: € 80 up to 23 kg

€ 215

Classic

Cabin: Economy

Seat choice

Cancellation

Changes

Carry-on: Included up to 8 kg

1st checked bag: Included up to 23 kg

2nd checked bag: € 80 up to 23 kg

Baggage fees reflect the airline's standard fees based on the selected fare class. Fees may vary based on size and weight restrictions as well as loyalty programmes and other promotions. For more information, check with [Brussels Airlines](#).

You can purchase checked bags from [Brussels Airlines](#) or through the link in your confirmation or check-in emails.

€ 87

Return per traveller

€ 86,77 return for 1 traveller

Continue

- 1
- Easy to still change one of the flights.
- 2
- Clear overview of the flights. Some info is hidden under a “show details” link, but gets aggregated in the overview
- 3
- Change fare/flight look the same as details, even though it is a completely different action. Can be confusing
- 4
- Clear price breakdown in the summary.
- 5
- Earlier the price was listed as 87 EUR, but is now suddenly 86,77 EUR.

English

List your property

Support

Trips

Sign in

Stays

Flights

Cars

Packages

Things to do

1

Brussels Airlines · BRU → CPH > Brussels Airlines · CPH → BRU > Review your trip

[Change flight](#)[Change flight](#)

COVID-19 alert: Travel requirements are changing rapidly, including need for pre-travel COVID-19 testing and quarantine on arrival.

[Check restrictions for your trip.](#)[Dismiss](#)

✓

No change fees for all flights

You can change these flights without paying a fee if plans change. Because flexibility matters.

2

Brussels to Copenhagen

Brussels Airlines · Sat, 25 Sep

09:35 - 11:05

1h 30m (Direct)

[Show details](#)

Fare: Light

Your selection applies to all flights

[Change fare](#)

[Change flight](#)

3

Copenhagen to Brussels

Brussels Airlines · Fri, 1 Oct

06:40 - 08:15

1h 35m (Direct)

[Show details](#)

Fare: Light

Your selection applies to all flights

[Change fare](#)

[Change flight](#)

4

Price summary

Traveller 1: Adult

€ 86,77

Flight

€ 22,00

Taxes and fees

€ 64,77

Trip total

€ 86,77

Rates are quoted in euros

Check out

5

Project 1 | Competitive Benchmarking
NATALIE DE WINTER

42/42