

MOBILE FLIGHT BOOKING FORM COMPARISON

Users compared 6 mobile flight booking apps (Kayak, Skyscanner, United Airlines, Expedia, Alaska Airlines, & Hipmunk) and their solutions for the following: departure & arrival airports, travel dates, # of passengers, class of service, and flight type. These solutions such as drop-downs, steppers, & pickers were used and compared against each other to determine what methods are preferred when flight booking on mobile.

DEPARTURE & ARRIVAL AIRPORTS

Some flight booking apps had the option to detect nearby airports using GPS. Users found this feature to be convenient and time-saving.

- [Clip 1](#)
- [Clip 2](#)
- [Clip 3](#)
- [Clip 4](#)
- [Clip 5](#)
- [Clip 6](#)
- [Clip 7](#)

However, some users realized that the app selected a different airport than what they preferred and had to change the departure airport.

- [Clip 1](#)
- [Clip 2](#)
- [Clip 3](#)
- [Clip 4](#)
- [Clip 5](#)

Users had difficulty identifying the nearest airports by location pin.

- [Clip 1](#)
- [Clip 2](#)
- [Clip 3](#)
- [Clip 4- Generally, this user preferred words over icons.](#)

Users found the auto-updating search to be helpful and fast in choosing departure and arrival airports.

- [Clip 1](#)
- [Clip 2](#)

User liked the ability to switch departure and arrival airports.

TRAVEL DATES

Users found choosing travel dates on a single calendar easier and quicker than choosing them on two separate calendars.

- [Clip 1](#)
- [Clip 2- Liked highlighted dates](#)
- [Clip 3- Expects to be able to choose two dates on one](#)
- [Clip 4- Appreciates the fluidity](#)
- [Clip 5](#)
- [Clip 6- “One less step”](#)
- [Clip 7- “Seamless process”](#)
- [Clip 8](#)
- [Clip 9](#)
- [Clip 10](#)
- [Clip 11](#)
- [Clip 12](#)
- [Clip 13](#)
- [Clip 14- Prefers swiping through months instead of tapping arrows to switch](#)
- [Clip 15](#)
- [Clip 16](#)
- [Clip 17](#)
- [Clip 18](#)

However, one user pointed out having a single calendar using drag and drop could be problematic for dates of travel that are farther apart.

OF PASSENGERS

Users preferred the stepper to input # of passengers because they were able to do so without popups or being directed to another page.

- [Clip 1](#)
- [Clip 2](#)
- [Clip 3](#)
- [Clip 4](#)

Users disliked the # of passengers taking up the whole page.

- [Clip 1](#)
- [Clip 2](#)

Users also preferred the stepper because it was very quick and very easy.

- [Clip 1](#)
- [Clip 2](#)
- [Clip 3](#)
- [Clip 4](#)

On the other hand, some users highly disliked the multi-picker.

- [Clip 1- “Ugh, ugh.. I did not like having to use the spinner”](#)
- [Clip 2- “Requires too much brainpower”](#)
- [Clip 3- “This is confusing”](#)
- [Clip 4- “Too much information... excessive”](#)
- [Clip 5- “I feel like I’ll mess something up”](#)
- [Clip 6- “Just too much”](#)

But several users found value in the multi-picker and the variety of options to specify adult, child, or infant.

- [Clip 1](#)
- [Clip 2](#)
- [Clip 3](#)
- [Clip 4](#)

One user preferred the dropdown because if he had to choose 6 passengers he would have to tap 6 times as opposed to one tap on the dropdown.

Users had difficulty identifying a # of passengers’ icon.

- [Clip 1](#)
- [Clip 2](#)
- [Clip 3](#)
- [Clip 4](#)
- [Clip 5](#)

CLASS OF SERVICE

Users preferred the action sheet to select class of service.

- [Clip 1](#)
- [Clip 2- “Very easy”](#)
- [Clip 3- “It’s a popup and doesn’t take me to a separate one”](#)
- [Clip 4- “Everything is right here...It just pops up and it’s not going away”](#)
- [Clip 5- “Not intrusive”](#)
- [Clip 6](#)

- [Clip 7- “Going to another page seems unnecessary”](#)

[Although one user preferred popups because he likes anything that isolates tasks because it makes it easier for him to focus on that specific step.](#)

[One user mentioned that he didn’t like when the class of service page slid UP although he didn’t mind when the page slid ACROSS.](#)

FLIGHT TYPE

Users preferred flight type (one way, round trip, multicity) to be all in one place and at the top. Furthermore, they found the segmented controls to be quick and easy.

- [Clip 1](#)
- [Clip 2](#)
- [Clip 3](#)
- [Clip 4](#)

On the other hand, users were not pleased with the sliding selector.

- [Clip 1- “This doesn’t feel like it’s a one-tap action”](#)
- [Clip 2- “Feels sluggish”](#)

Users found the switch for non-stop flights very easy.

- [Clip 1](#)
- [Clip 2- “More intuitive and similar to most iPhone searches”](#)

MISCELLANEOUS

Users preferred a more compact look of the flight booking form.

- [Clip 1](#)
- [Clip 2- “It looks more complicated than it really is”](#)

[Although one user mentioned that she liked having more options even if it made the form a bit longer.](#)