

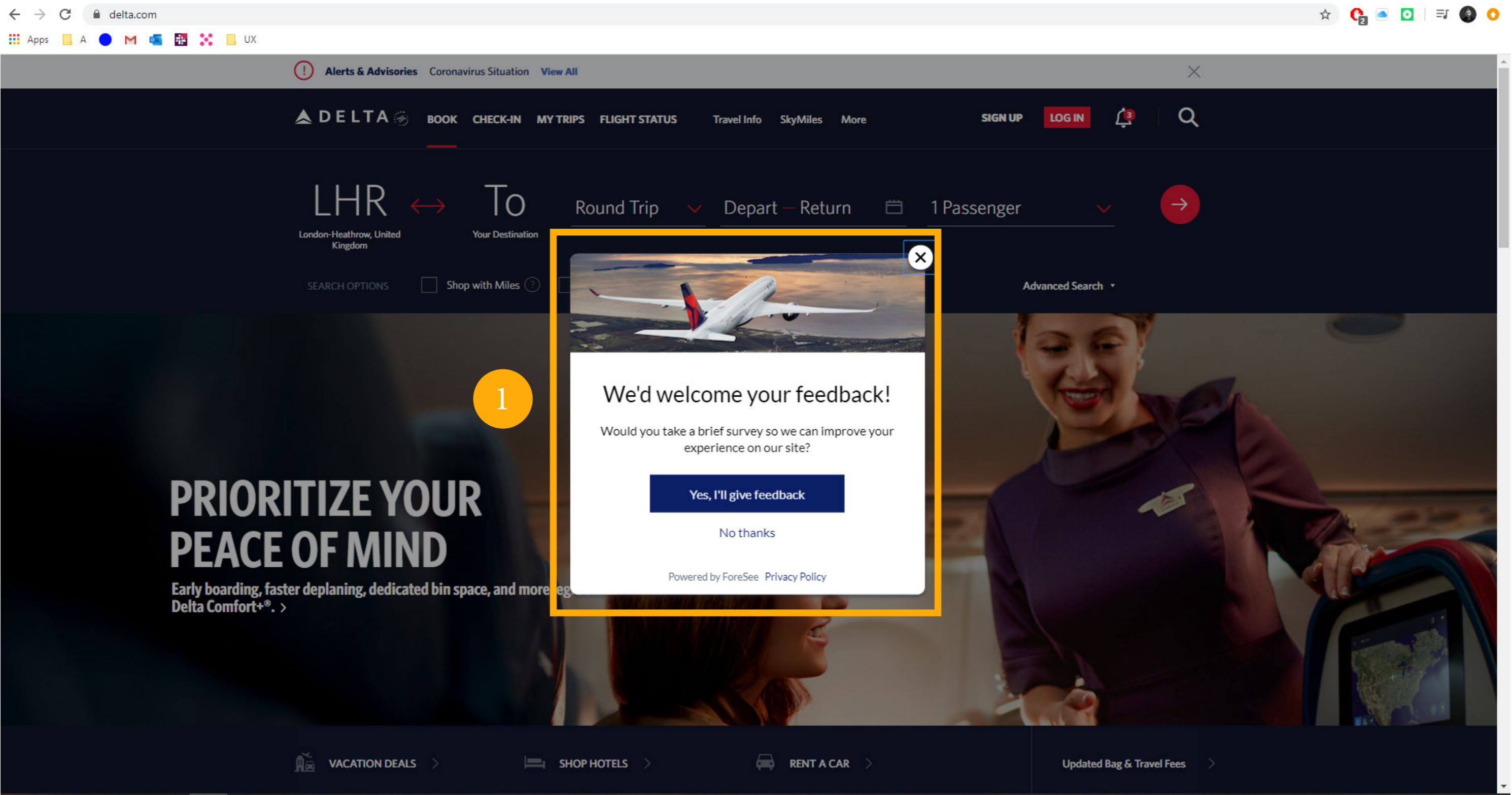
Precedent: Delta Airline, USA



Precedent: Delta Airline, USA

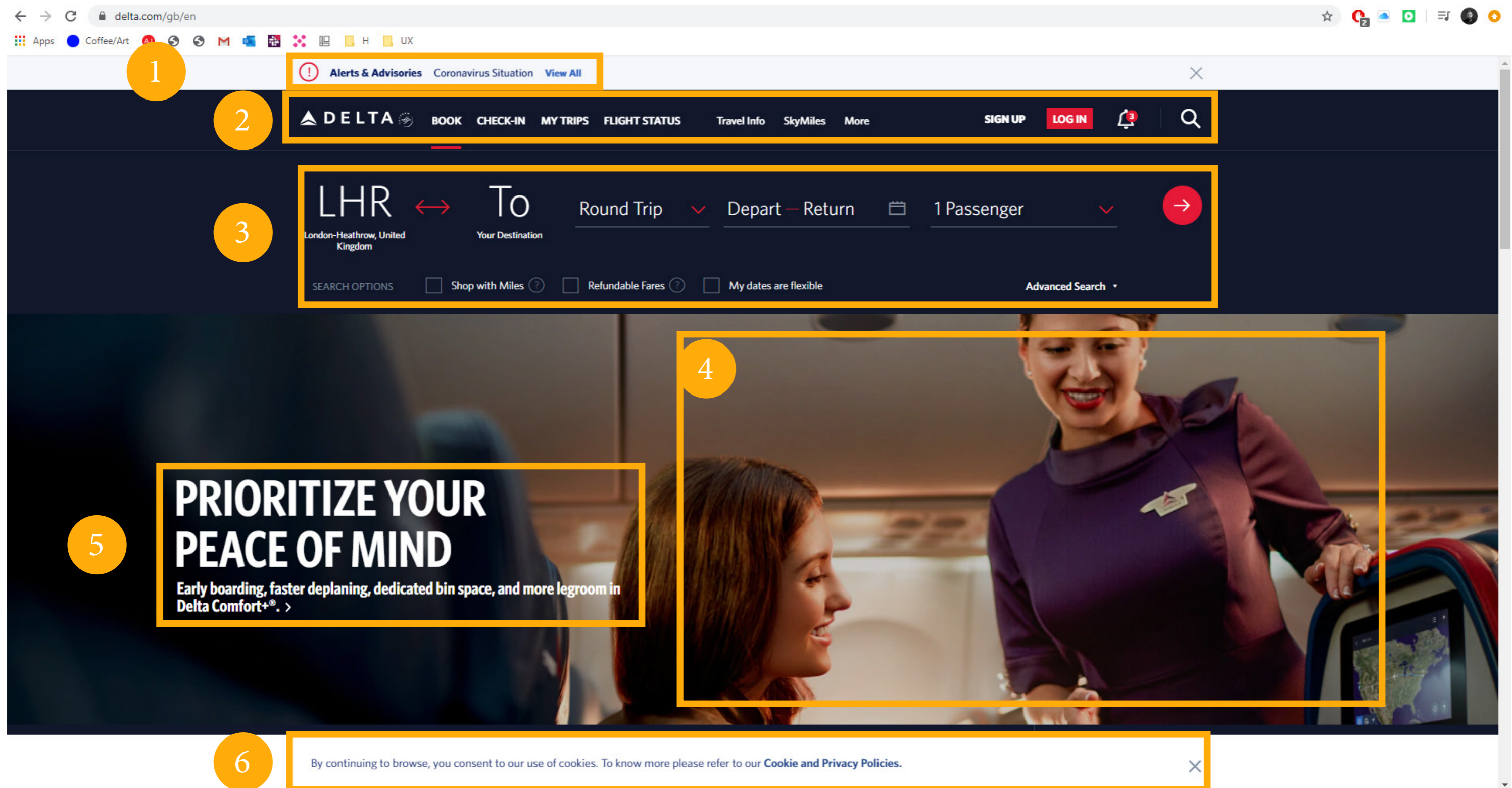
DESKTOP WEBSITE

BOOKING PROCESS



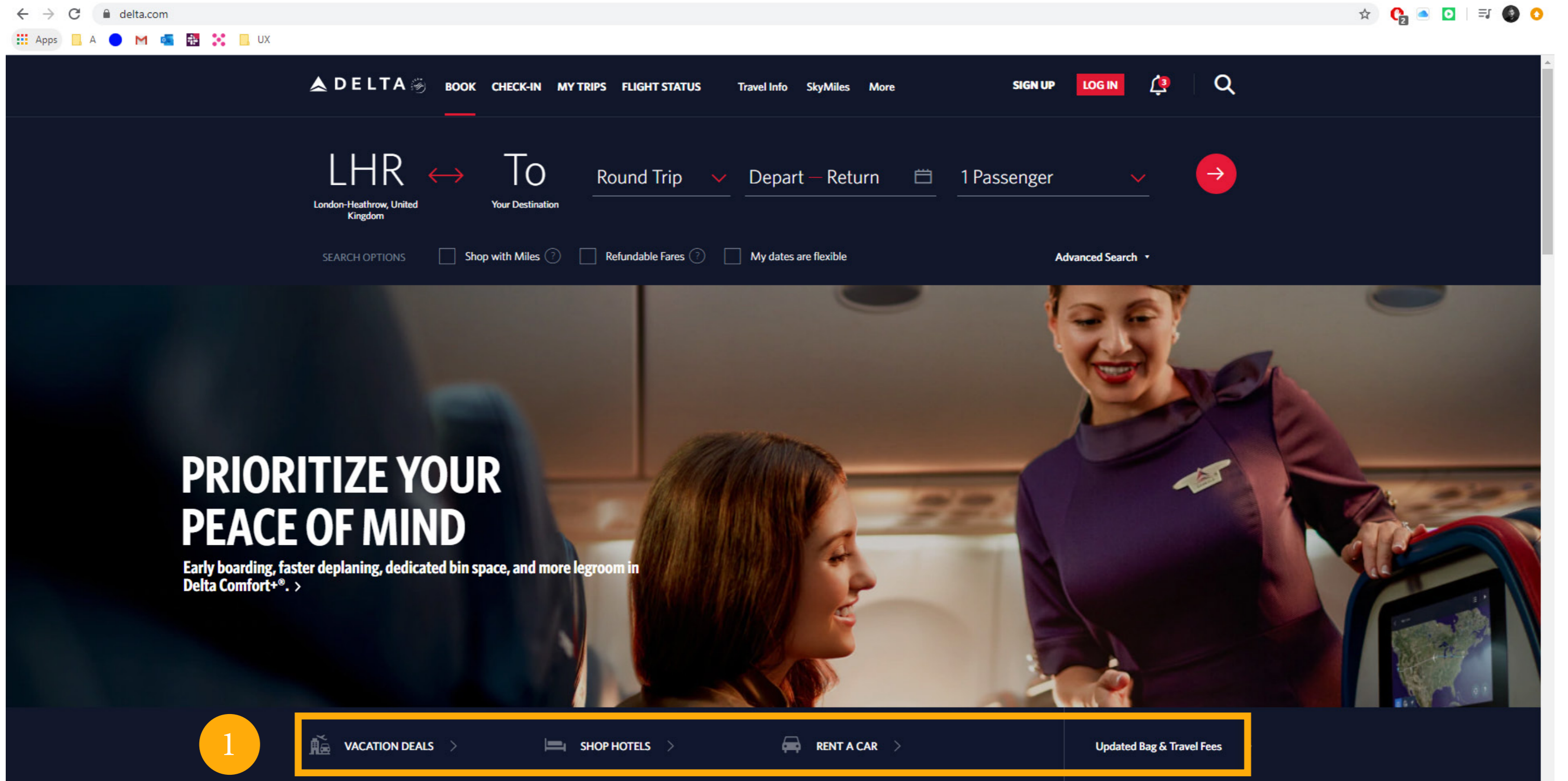
OBSERVATIONS:

1. Welcomed by a pop up that asks the user about his feedback on his/hers experience (User Experience) whilst the YES option is highlighted through the use of BLUE color (short wavelength, calm, welcoming colour)



Observations:

1. ALERTS about news of maximum importance for the public such as the Coronavirus situation are placed at the top of the screen so the user can make informed decisions about his travels
2. Information on the offered SERVICES in the order of importance: Booking, Check-in, My Trips, Flight Status, Travel Info, Sky Miles, More -----Sign Up, Log in, Notifications, and Search Option
3. The user can book a flight with the DEPARTURE already SET based on your IP and CLOSEST AIRPORT based on your LOCATION whilst the destination is BLANK. Other fields include options such as round trip, departure-return, how many passengers and more detailed search options such as Shopping with Miles, Refundable Fares, My dates are flexible and a more Advanced Search -> Show Fares: Include Nearby Airports, Best Fares: Basic Economy, Meeting Code (Optional)
4. Image that describes the EXPERIENCE with the CLIENT and PERSONNEL and FACILITIES (LCD) that shows your LIVE LOCATION (for peace of mind), use of warm colors, smiles, with the focus on the CLIENT.
5. CAPITAL LETTER MESSAGE about their SERVICES such as early boarding, faster deplaning, dedicated bin space, and more legroom that will improve your comfort. The user can CLICK on both sentences that will take him to a new page that ADVERTISES their COMFORT services.
6. GDPR information regarding your APPROVAL for the COMPANY to use your information whilst you are USING their WEBSITE.



Observations:

1. More SERVICES are advertised in COLLABORATION with 2ND PARTIES such as HOTELS or CAR RENTING COMPANIES that allow the user to BOOK in advance SERVICES that will make his trip more CONVENIENT.
+ Details about BAGS POLICY and TRAVEL FEES

1

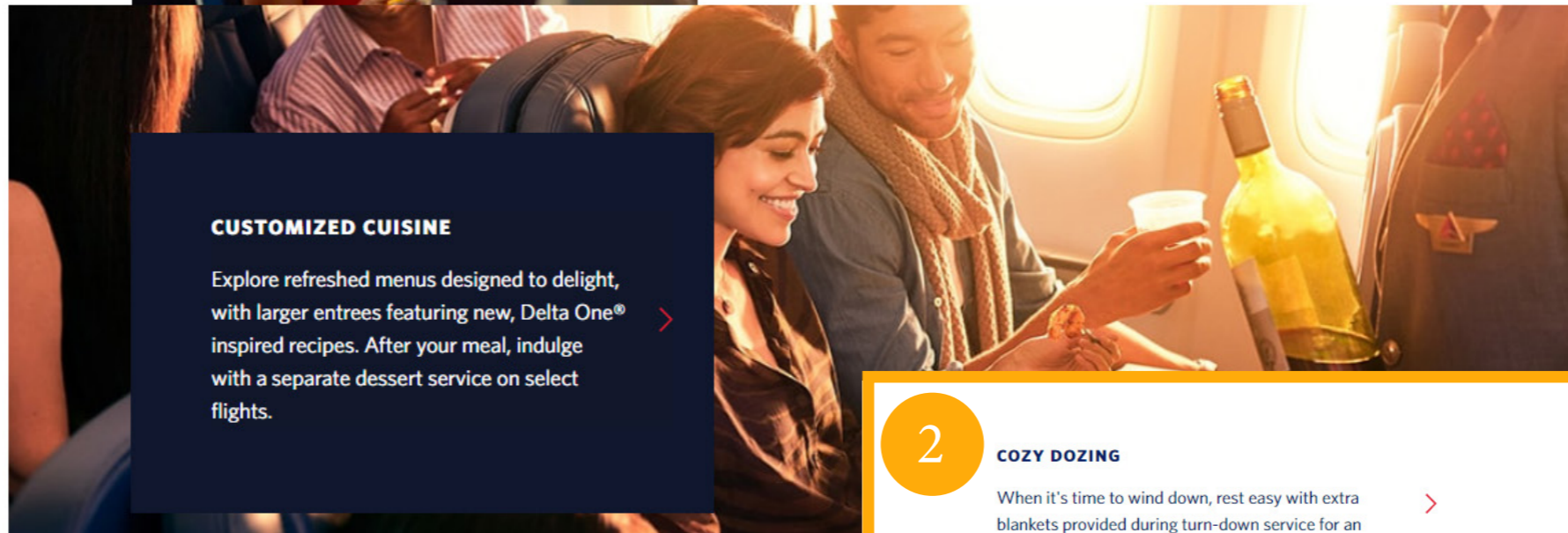
THE DELTA EXPERIENCE

Our New International Main Cabin



WELCOME ABOARD

Enjoy thoughtful touches like welcome cocktails and a hot towel service to greet you on board and make you feel right at home.



CUSTOMIZED CUISINE

Explore refreshed menus designed to delight, with larger entrees featuring new, Delta One® inspired recipes. After your meal, indulge with a separate dessert service on select flights.



2

COZY DOZING

When it's time to wind down, rest easy with extra blankets provided during turn-down service for an added layer of comfort.

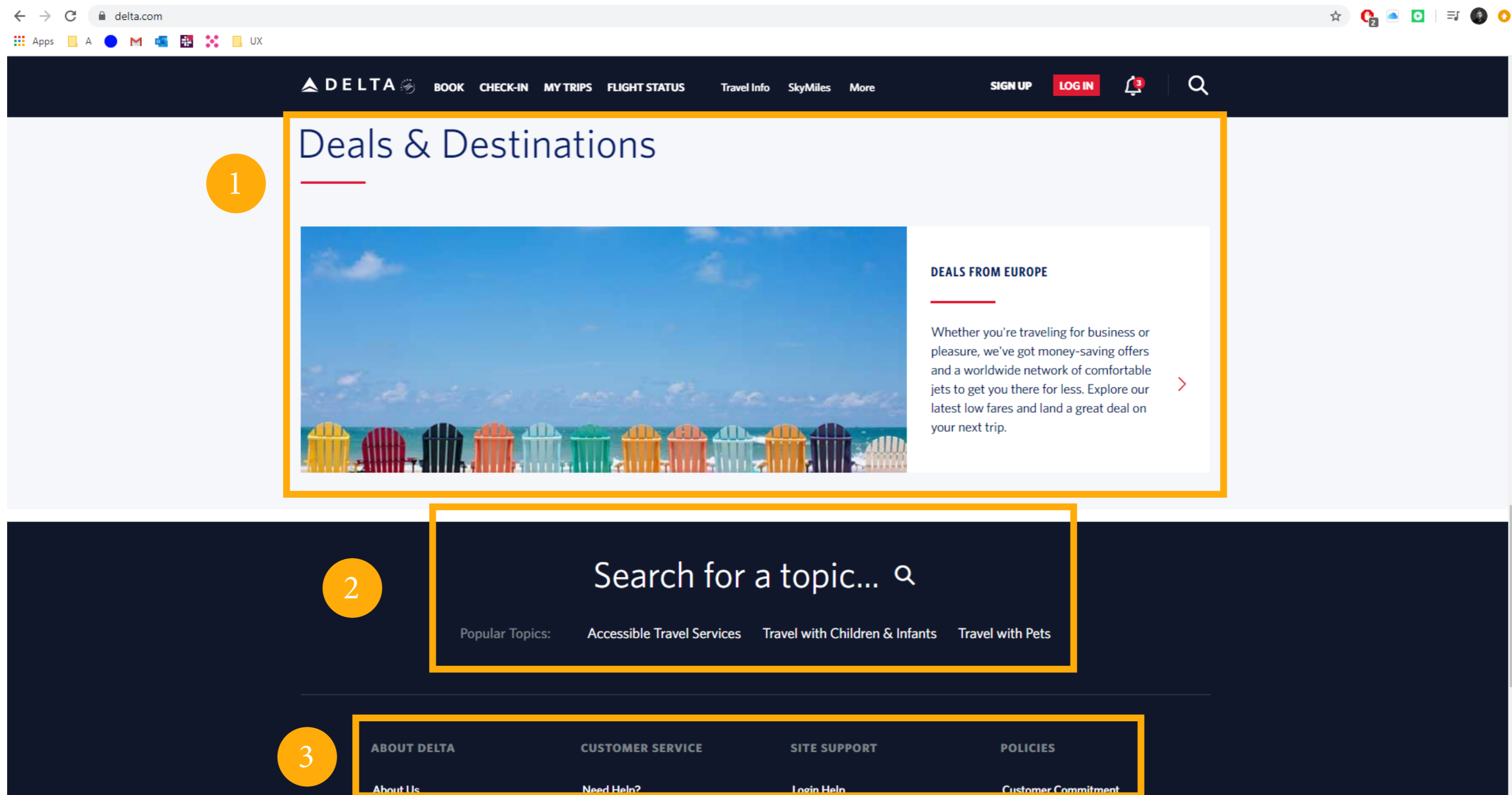


SEE ALL THE DETAILS

OBSERVATIONS:

1.Details about the DELTA EXPERIENCE (UX) + Extra SERVICES such as WELCOME COCKTAILS, HOT TOWEL SERVICES and CUSTOMIZED CUISINE + VIDEOS when you click SEE ALL THE DETAILS

2. BLANKETS for rest plus MORE DETAILS about the serices



OBSERVATIONS:

1. As you scroll more DEALS FROM EUROPE to AMERICA appear but NOT based on your IP
2. SEARCH for a topic option if needed with KEYWORDS for POPULAR TOPICS
3. BOTTOM PAGE the user can find more information ABOUT DELTA, CUSTOMER SERVICE, SITE SUPPORT and POLICIES
4. SOCIAL MEDIA links are also readily available for the USER

4

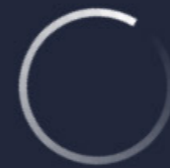


1

LHR ↔ NYC
London-Heathrow, United Kingdom New York City Area Airports, NY

Round Trip Mar 25 — Mar 31 1 Passenger

SEARCH OPTIONS ☐ Shop with Miles ☐ Refundable Fares ☐ My dates are flexible Advanced Search



Loading your results...



The Future of Flying on A350

Experience how we're redefining international air travel on our new Airbus A350.

OBSERVATIONS:

1. Select your flight DEPARTURE and ARRIVAL, DATE, NO of PASSENGERS and Other Additional Options
2. While you are waiting for your results a PICTURE of the USER's EXPERIENCE is ADVERTISED (a selection of pictures are changing)

delta.com/flight-search-2/search-results?cacheKeySuffix=f5f3020a-5bd5-4229-ab12-baa39b534b09

AppsA DB M UX

DELTA

LHR - NYC

Round Trip

Mar 25-31

1 Passenger

MODIFY

SIGN UP

LOG IN

1

Show Price In:


£ GBP

Miles

Miles + Cash

Sort & Filter

2



3

Wed, Mar 25, 2020

Round trip price includes taxes and fees. Additional baggage fees may apply. Services and amenities may vary or change.

BasicMainComfort+Premium SelectDelta One

Seat assigned at check in

NONSTOP

DL4370¹

7h 55m

8:50am

✈

12:45pm

LHR

Nonstop

JFK

¹ DL 4370 is operated by Virgin Atlantic.

DetailsSeats

Economy Light (E)

From

£300.17

Round Trip

Economy Classic (X)

From

£395.17

Round Trip

Sold Out

Premium (G)

From

£597.17

Round Trip

Upper Class (I)

From

£5,290.37

Round Trip

4

NONSTOPNEW INTERIOR

DL2

8h 20m

10:30am

✈

2:50pm

LHR

Nonstop

JFK

Basic (E)

From

£391.17

Round Trip

Main (L)

From

£486.17

Round Trip

Comfort+ (S)

From

£561.17

Round Trip

Premium Select (G)

From

£597.17

Round Trip

Delta One® (I)

From

£5,290.37

Round Trip

OBSERVATIONS:

- 1.Showing different options of PRICES in GBP or MILES or MILES + CASH
2. A photograph of your ARRIVAL is shown NEW YORK
3. Your first FLIGHT DEAL is at the TOP then in continues to the bottom as you scroll
- 4,More FLIGHT DEALS

delta.com/flight-search-2/search-results?cacheKeySuffix=69ffaa66-9f85-45fd-95a5-2e312eeef71b

AppsA DBM UX

DELTA

LHR - NYC

Round Trip

Mar 24-31

1 Passenger

MODIFY

SIGN UP

LOG IN

Your Session Is About To Expire

Your shopping results will expire

Time Left

1:43

Would you like to refresh your results?

YES

NO

Outbound

1

Tue, Mar 24, 2020

Round trip price includes taxes and fees. Additional baggage fees may apply. Services and amenities may vary or change.

Basic

Main

Comfort+

Premium Select

Delta One

NONSTOP

DL4370¹

7h 55m

8:50am

✈

12:45pm

LHR

Nonstop

JFK

¹ DL 4370 is operated by Virgin Atlantic.

Details

Seats

Economy Light (E)

From

£310.17

Round Trip

Economy Classic (T)

From

£405.17

Round Trip

1 left at this price

Economy Delight (S)

From

£480.17

Round Trip

Premium (G)

From

£597.17

Round Trip

5 left at this price

Upper Class (Z)

From

£3,069.07

Round Trip

NONSTOP

NEW INTERIOR

DL2

8h 20m

10:30am

✈

2:50pm

LHR

Nonstop

JFK

Basic (E)

From

£300.17

Round Trip

Main (X)

From

£395.17

Round Trip

Comfort+ (S)

From

£470.17

Round Trip

4 left at this price

Premium Select (P)

From

£1,663.17

Round Trip

Delta One® (Z)

From

£3,069.07

Round Trip

Feedback

OBSERVATIONS:

1.AFTER 15 MINUTES the USER is given the option to go FURTHER with PURCHASING the TICKETS within the next 2 MINUTES otherwise his SHOPPING SESSION is EXPIRING.

delta.com/flight-search-2/search-results/return?cacheKeySuffix=69ffaa66-9f85-45fd-95a5-2e312eeef71b

DELTA

LHR - NYC

Round Trip

Mar 24-31

1 Passenger

MODIFY

SIGN UP

LOG IN

Outbound

Change Flight

LHR - JFK

Tue, Mar 24

8:50am - 12:45pm

Nonstop, 7h 55m

Economy Classic

Return NYC · LHR

Show Price In:
£ GBP Miles Miles + Cash

Sort & Filter

Travel easier with your personal concierge

Stress less, stay in the know, and navigate the airport like a pro. Download the Fly Delta app today.

Tue, Mar 31, 2020

Round trip price includes taxes and fees. Additional baggage fees may apply. Services and amenities may vary or change.

Main

Comfort+

Premium Select

Delta One

NONSTOP

DL4371¹

6h 55m

8:15am

✈

8:10pm

JFK

Nonstop

1

LHR

¹ DL 4371 is operated by Virgin Atlantic.

Details

Seats

Loading your results...

Economy Classic (X)	Economy Delight (S)	Premium (A)	Upper Class (Z)
From	From	From	From
£410.17 Round Trip	£445.17 Round Trip	£536.17 Round Trip 1 left at this price	£1,851.17 Round Trip

NONSTOP

DL4373¹

7h 25m

Economy Classic (X)

Economy Delight (S)

Premium (G)

Upper Class (Z)

OBSERVATIONS:

- 1.Once the USER selects the option he desires it gets COLOURED and then LOADING YOUR RESULTS appears on screen

delta.com/complete-purchase/trip-summary?cacheKeySuffix=69ffaa66-9f85-45fd-95a5-2e312eeef71b&cartId=cf71387c-dee2-40d4-9947-95e49dc7e467&app=sl-sho

AppsA DB M UX

DELTA

LHR - NYC

Round Trip

Mar 24-31

1 Passenger

MODIFY

SIGN UP

LOG IN

Book Better. Fly Better.

1

2

3

Start Over

Trip Summary

Review & Pay

Confirmation

1

Trip Summary

Outbound

DL4370¹

LHR ▶ JFK

Tue, Mar 24

8:50am - 12:45pm

Nonstop, 7h 55m

Economy Classic

Change Flight

Return

DL4371¹

JFK ▶ LHR

Tue, Mar 31

8:15am - 8:10pm

Nonstop, 6h 55m

Economy Classic

Change Flight

Changeable / Nonrefundable

3

Trip Total

Currency Calculator

1 Passenger

Flights

£241.00

Taxes, Fees & Charges

£169.17

Amount Due

£410.17 GBP

1 left at this price

2

Economy Delight

1 x 50lb checked bag

Extra legroom seat

Free seat selection at any time

£70.00

Per Person*

UPGRADE

Premium

2 x 50lb checked bags

Extra large leather seat

Free seat selection at any time

£262.00

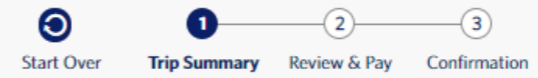
Per Person*

UPGRADE

OBSERVATIONS:

- 1.The TRIP SUMMARY offers details about the trip e.g: DEPARTURE TIMES, DATES, AIRPORTS, etc.
- 2.The user can UPGRADE his FLIGHT to ECONOMY DELIGHT or PREMIUM
- 3.The TOTAL PRICE OF THE TRIP is SPLIT into 2 : FLIGHTS and TAXES,FEES & CHARGES

2



1

Outbound	DL4370 ¹	LHR ▶ JFK	Tue, Mar 24	8:50am - 12:45pm	Nonstop, 7h 55m	Economy Classic
Change Flight						

Currency Calculator

Flights

£241.00

Taxes, Fees & Charges

£169.17

Amount Due

£410.17 GBP

1 left at this price

1,565 Miles

6,904 MQMs

\$313 MQDs



24 HR RISK-FREE CANCELLATION

CONTINUE TO REVIEW & PAY

4

3

GENERAL CONDITIONS OF PURCHASE

You agree to accept all [Fare Rules](#) for each flight, all [Trip Extras Terms & Conditions](#), and all terms in Delta's applicable [Contract of Carriage](#). Once your ticket is purchased, [Risk-Free Cancellation](#) may apply. No

4.TERMS and CONDITIONS of PURCHASE at this STAGE

delta.com/complete-purchase/review-pay?cacheKeySuffix=69ffaa66-9f85-45fd-95a5-2e312eeef71b&cartId=cf71387c-dee2-40d4-9947-95e49dc7e467

AppsA DBM UX

DELTA

LHR - NYC

Round Trip

Mar 24-31

1 Passenger

MODIFY

SIGN UP

LOG IN

Book Better. Fly Better.

1

Start Over

Trip Summary

2Review & Pay

3Confirmation

Review and Pay

Outbound

Change Flight

DL4370¹

LHR ▶ JFK

Tue, Mar 24

8:50am - 12:45pm

Nonstop, 7h 55m

Economy Classic

Return

Change Flight

DL4371¹

JFK ▶ LHR

Tue, Mar 31

8:15am - 8:10pm

Nonstop, 6h 55m

Economy Classic

Changeable / Nonrefundable

3

Trip Total

Currency Calculator

1 Passenger

Flights

£241.00

Taxes, Fees & Charges

£169.17

Amount Due

£410.17 GBP

1 left at this price

4

View Seats

View a map of the plane and select your seats

SELECT SEATS

Wi-Fi & Trip Extras

Trip Extras unavailable

5

Baggage Allowance Per Passenger

View Details

Outbound	Carry-On	1st Bag	2nd Bag
LHR - JFK	Free	Free(50lb/23kg)	£72.20 (50lb/23kg)
Return	Carry-On	1st Bag	2nd Bag
JFK - LHR	Free	Free(50lb/23kg)	£72.20 (50lb/23kg)

OBSERVATIONS:

- 1.You can see the STAGE of The BOOKING PROCESS
- 2.TRIP SUMMARY CHANGES TO REVIEW AND PAY
- 3.TRIP TOTAL is PINNED on the screen as you scroll
- 4.The USER can BOOK a SEAT in advance
- 5.INFORMATION about BAGGAGE FEES in MORE DETAIL

delta.com/complete-purchase/review-pay?cacheKeySuffix=69ffaa66-9f85-45fd-95a5-2e312eeef71b&cartId=cf71387c-dee2-40d4-9947-95e49dc7e467

AppsA DB M UX

DELTA

LHR - NYC

Round Trip

Mar 24-31

1 Passenger

MODIFY

SIGN UP

LOG IN

1

1 Passenger Info

Please make sure your full name is entered exactly as it appears on your government-issued identification. When booking a reservation, this Secure Flight Passenger Data is required for compliance with U.S. and foreign government regulatory programs, including TSA Secure Flight.

Passenger 1

All fields required unless noted

First Name

Middle Name (optional)

Last Name

Suffix

First Name

Middle Name (optional)

Last Name

--

Frequent Flyer Program(optional)

Date of Birth

Delta Air Lines/SkyMiles

Frequent Flyer Number

MM

DD

YYYY

Gender

Select Gender

Known Traveler #(optional)

Redress # (optional)

☐

My company is a corporate rewards program member

Learn more on eligible corporate rewards programs, Delta SkyBonus® , Air France/KLM BlueBiz® Aeromexico Club Premier Corporate or GOL VoeBiz .

Contact Info

All fields required

Country Code / Region

United Kingdom (44)

Mobile Phone #

Email Address

You will receive flight and mishandled baggage notifications via the mobile phone and email entered above.

2

Trip Total

Currency Calculator

1 Passenger

Flights

£241.00

Taxes, Fees & Charges

£169.17

Amount Due

£410.17 GBP

1 left at this price

OBSERVATIONS:

1. PASSENGER DETAILS as part pf the booking proces
-
-
4. TRIP TOTAL is PINNED on the screen as you scroll

② Payment

[Use eCredits](#) | [Use other forms of payment](#)

Credit/Debit Card



All fields are required unless noted

Card Number Expiration Date CVV  Name on Card

 Earn up to an additional 2 or 3 miles per dollar on this purchase when you use your Delta SkyMiles American Express Card, depending on card type. [\(Terms and Conditions\)](#)



Save Time With Faster Checkout

Auto-Fill your details with Amex Express Checkout

Add a Delta Gift Card

All fields required

Gift Card Number PIN or Redemption Code

[Add Gift Card](#)

By selecting Complete Purchase, you agree to all the Terms and Conditions, [Delta's Privacy Policy](#) and the [Hazardous Material Policy](#) outlined below.

You acknowledge that you are at least 16 years of age.

Federal law forbids the carriage of hazardous materials aboard the aircraft, in your luggage, or on your person. Hazardous materials include explosives, compressed gases, flammable liquids and solids, oxidizers, poisons, corrosives, and radioactive materials. E-cigarettes are not permitted in checked baggage and must be transported in carry on baggage only.

As a SkyMiles member, you could earn

1,565 Miles | 6,904 MQMs | \$313 MQDs



COMPLETE PURCHASE

See Terms Below.

OBSERVATIONS:

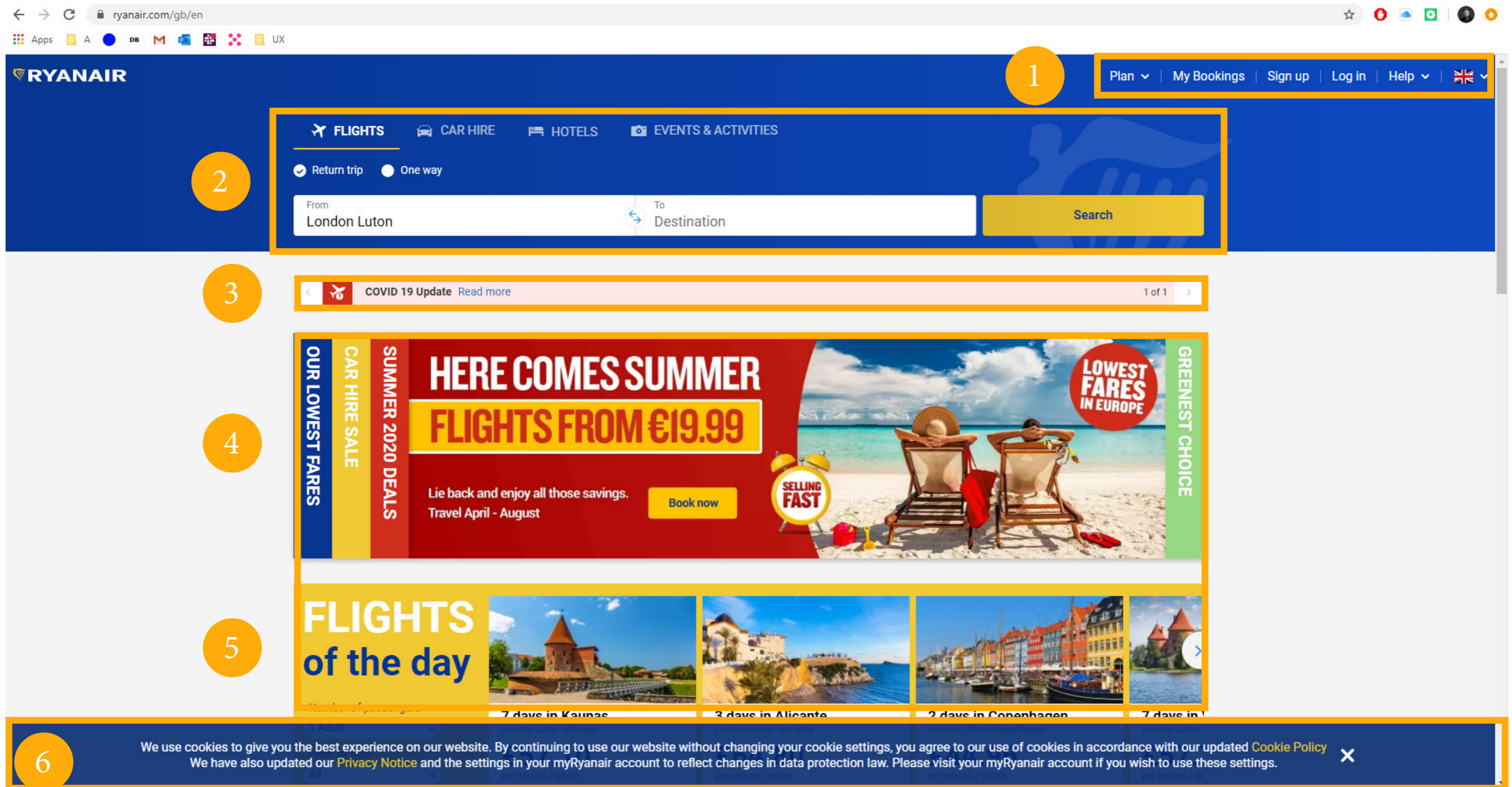
1. PAYMENT DETAILS and OFFERS if YOU PAY WITH CERTAIN BANKS (AMERICAN EXPRESS)
2. TRIP TOTAL is PINNED on the screen as you scroll
3. The USER can add a GIFT CARD at this STAGE to get a DISCOUNT
4. COMPLETE PURCHASE alongside the TERMS BELOW

Precedent: Ryanair, Ireland



DESKTOP WEBSITE

BOOKING PROCESS



OBSERVATIONS:

- 1.USER SERVICES, LOGIN, BOOKING, SIGN UP, LOG IN, HELP, LANGUAGE SELECTION (42 LANGUAGES)
2. The USER can book a flight with the DEPARTURE already SET based on his IP (but not the closest airport). Additional SERVICES can be accessed such as CAR HIRE, HOTELS, EVENTS & ACTIVITIES
- 3.IMPORTANT UPDATES such as CORONA VIRUS ATM
- 4.RYANAIR OFFERS
- 5.MORE RYANAIR OFFERS
- 6.GDPR HEADS-UP

1

Our Partners

FOR A LIMITED TIME ONLY

Hertz dollar Thrifty Europcar AVIS Budget InterRent SIXT

UP TO 20% OFF

CAR HIRE

BOOK WITH CONFIDENCE

Hotels.com HRS Hotelopia Hostelsclub

EARN 5% FLIGHT CREDIT

ROOMS

GIVE THE GIFT OF ADVENTURE

VISA Mastercard AMERICAN EXPRESS PayPal Direct Club International

FROM ONLY €25

GIFT VOUCHERS

1,000s OF EVENTS AND ACTIVITIES

Coca-Cola London Eye Disneyland CitySightseeing

NO HIDDEN FEES

TICKETS AND ACTIVITIES

2

Get Inspired

Selection of tips and inspiration just for you

See more at [Try Somewhere New](#)

2020 Travel

2 articles

Budget Breaks

28 articles

City Breaks

374 articles

Winter Sun

11 articles

OBSERVATIONS:

1.RYAN AIR PARTNERS for other LEISURE ACTIVITIES SUCH AS: CAR HIRE, ROOMS, GIFT VOUCHERS, TICKETS AND ACTIVITIES

2.GET INSPIRED ARTICLES that cover EXPERIENCES with an emphasis on CITY BREAKS but also Budget Breaks, Winter Sun, 2020 Travel

← → ↻ ryanair.com/gb/en ☆ ⓘ 🌐 🏠

Apps A DB M 📧 📧 UX

RYANAIR Plan ▾ | My Bookings | Sign up | Log in | Help ▾ | 🇬🇧 ▾

✈️ **FLIGHTS** 🚗 CAR HIRE 🏠 HOTELS 📷 EVENTS & ACTIVITIES

☒ Return trip ☐ One way

From London Luton To Destination

Pick a destination country

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

Pick an airport [Clear selection](#)




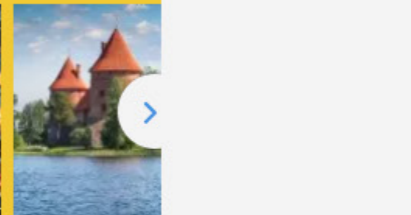
- Alicante
- Athens
- Barcelona
- Barcelona Girona
- Beziers
- Bologna
- Bydgoszcz
- Copenhagen
- Cork
- Dublin

1 of 1 >

FLIGHTS of the day

Number of passengers
1 Adult ▾

Filter by type
All ▾

 7 days in Kaunas London Luton - Kaunas £57.10 per person / return	 3 days in Alicante London Luton - Alicante £64.80 per person / return	 2 days in Copenhagen London Luton - Copenhagen £44.96 per person / return	 7 days in London Luton - £57.10 per person / return
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------

OBSERVATIONS:

1.The user needs to select a DESTINATION by choosing one option from the AVAILABLE ones.

FLIGHTS CAR HIRE HOTELS EVENTS & ACTIVITIES

Return trip One way

From London Luton To Marrakeh

Pick a destination country

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

Pick an airport Clear selection

Marrakesh

1

FLIGHTS CAR HIRE HOTELS EVENTS & ACTIVITIES

Return trip One way

From London Luton To Marrakeh

Depart Sat, 16 May Return Tue, 19 May

May 2020 June 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

2

Passengers

1 Adult

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


3

OBSERVATIONS:

- 1.After the USER selects the COUNTRY he needs to PICK UP an AIRPORT
- 2.The USER needs to select from the limited dates available for DEPARTURE and RETURN
- 3.The USER has the option of choosing the TYPE of PASSENGER

London Luton ✈ Marrakesh

Edit search

Return • 16 May - 19 May • 1 

✈ London Luton to Marrakesh

<	14 May Thursday £49.84	15 May Friday ✈ 1	16 May Saturday £100.99	17 May Sunday ✈	18 May Monday £45.23	>
---	------------------------------	-------------------------	-------------------------------	-----------------------	----------------------------	---



Ryanair

08:00

London Luton



Duration 3h 35m

10:35

Marrakesh

Flight no.

FR 3506

Type

Direct

2 seats left at this price

Value fare

£100.99

✈ Marrakesh to London Luton

<	17 May Sunday ✈	18 May Monday £72.99	19 May Tuesday £45.23	20 May Wednesday ✈	21 May Thursday £36.24	>
---	-----------------------	----------------------------	-----------------------------	--------------------------	------------------------------	---



Ryanair

09:45

Marrakesh



Duration 3h 35m

14:20

London Luton

Flight no.

FR 3507

Type

Direct

Value fare

£45.23

OBSERVATIONS:

1. DEPARTURE date is ZOOMED IN and the USER can see the OTHER options from a 2 DAY DIFFERENCE

2. RETURN date is ZOOMED IN and the USER can see the OTHER options from a 2 DAY DIFFERENCE



08:00
London Luton

Duration 3h 35m

10:35
Marrakesh

Flight no.
FR 3506
Type
Direct

4 seats left at this price
Value fare
£72.99



08:00
London Luton

Duration 3h 35m

10:35
Marrakesh


Flight no.
FR 3506
Type
Direct

Value fare
£72.99

The selected fare type applies to all passengers for all flights

Value

Travel light


 1 small bag only
Must fit under seat


✓ ADDED

Continue with Value fare

Regular

Includes 10kg cabin bag and seat


 Priority & 2 Cabin Bags
Board first, 10kg cabin bag and 1 small bag


 Reserved seat
Specific rows available


£20.85 more
per person on this flight


Plus

Includes 20kg Check-in Bag

 1 small bag
Must fit under seat

 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


£38.00 more
per person on this 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


£72.85 more
per person on this flight

OBSERVATIONS:

1. When the USER hovers over the FLIGHT BAR it MOVES slightly upper and creates a SHADOW under
2. Once the USER made the selection he can UPGRADE his flight to VALUE, REGULAR, PLUS or FLEXI PLUS

← → ↺ ryanair.com/gb/en/trip/flights/select?adults=1&teens=0&children=0&infants=0&dateOut=2020-05-16&dateIn=2020-05-19&originlata=LTN&destinationlata=RAK&isConnectedFlight=false&isReturn=true&discount=0&tpAdults=1&tpTeens=0... ☆ 🔴 🌤️ 🟢 📺 📶 🎧 🔍 ⋮

Apps A DB M 📺 📶 UX

 FAQ | Fees | Contact us

Sign up | Log in | £118.22 🛒

London Luton ↔ Marrakesh

Edit search

Return • 16 May - 19 May • 1 👤

1

Your selected flights

16
MAY

08:00

London Luton

Duration 3h 35m

10:35

Marrakesh

Flight no.
FR 3506

Type
Direct

19
MAY

09:45

Marrakesh

Duration 3h 35m

14:20

London Luton

Flight no.
FR 3507

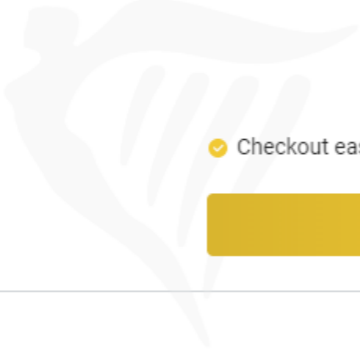
Type
Direct

Value fare

£118.22

Edit

2



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 >

OBSERVATIONS:

- 1.After the USER has selected his OPTION this is ASSIGNED to BOTH FLIGHTS
- 2.Next step allows the USER to either LOG IN to continue the purchase or to CHECK OUT as a GUEST

Passengers

Please enter names as they appear on passport or travel documentation

Passenger 1 Adult

Title

Mr

▼

First name

John D

Last name

Doe

1



Need special assistance?

Continue

OBSERVATIONS:

1.At this stage the USER needs to put in HIS/HERS details

Where would you like to sit?

Choose your preferred seat now or one will be randomly allocated to you for free, when you check in.

1

Your seat options

You can pay to choose where you want to sit or take random allocation and a seat will be allocated to you free of charge when you check in

Option 1: Pay to sit where you want



- ✓ Choose to sit together
- ✓ Pick your own seat
- ✓ Check-in from 60 days pre-departure

or

Option 2: Random seat allocation



- ✓ Seat allocated at check-in
- ✓ Highly unlikely to be seated together
- ✓ Check-in from 48 hours pre-departure

✈ London Luton to Marrakesh

✈ Marrakesh to London Luton

Ideal to stretch out

Extra legroom seats



Sit up front

Disembark quickly at your destination



Early

A	B	C	D	E	F
EXTRA LEGROOM - £28					
X	X	↗	1		
FRONT - £17				£28	
			2	↗	X
£17					
			3		
			4		
			5		
STANDARD - £13					
			6		

Standard
From: £7.00

Front rows
From: £17.00

Extra legroom
From: £19.00

X Reserved
Not available

Passengers

+ John D Doe
Choose a seat

i If you do not select a seat, one will be randomly allocated to you at check-in. You will only be able to check-in 48 hours before your flight.

Choose random allocation

Next flight

OBSERVATIONS:

1. At this stage the USER needs to select HIS/HERS chair or proceed with RANDOM allocation for DEPARTURE & RETURN

What bags are you taking on board?

Cabin Bag Selection

All passengers must select at least 1 option

Add Priority & 2 Cabin Bags to board first and bring a 10kg 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

✈️ Out and Back

JD John D Doe

1 Small Bag only

Included with fare

£10.00

Per flight

Different for return flight? ☐

i Cabin bags options explained

▼

Need to check in any bags?

Check-in Bags

Drop them at the check-in desk

10kg Check-in Bag

From
£15.00
per person, per flight

▼

20kg Check-in Bag

From
£25.00
per person, per flight

🕒 Cheapest time to buy

▼

OBSERVATIONS:

1.At this stage the USER needs to select HIS/HERS bags for DEPARTURE and RETURN



Heading away for a few days?

You only have 1 small bag, is this enough?

Most solo travellers add Priority & 2 Cabin Bags.

- ✓ You'll board first
- ✓ Take a 10kg bag and 1 small bag on board with you
- ✓ Price will rise after booking

THIS WILL SELL OUT



PRIORITY & 2 CABIN BAGS

Board first and take a 10Kg bag and 1 small bag on board.

From

£10.00

Per person, per flight

Add

No thanks

OBSERVATIONS:

1. After the USER selects his bags a second message ASKS the USER if HE IS SURE OF HIS SELECTION ? 'You only have 1 small bag, is this enough?'




Anything else for your trip?



Security Fast Track

Skip the queue at airport security.

Why choose Fast Track?

-  Bypass the regular long lines
-  Use a dedicated security lane
-  Save time at the airport

£5.00






Travel insurance

Peace of mind that you're covered on your trip.

Why choose Insurance?



-  Medical expenses cover
-  Trip cancellation cover
-  Personal belongings cover

From
£11.99
Including IPT






Parking

Great value deals on secure parking at the airport.

Why choose Parking?



-  Easy access to the terminal
-  Parking spaces likely to sell out
-  Multiple car parks available




From/day
£5.73



Inflight food & drinks

Pre-order your snacks and drinks before you fly.

Why pre-order?

-  You'll be served first
-  Avoid sell out
-  Get the best price

CHEAPER NOW From ~~£2.00~~
£1.80

Continue

OBSERVATIONS:

1. At this stage the USER is offered multiple options for his flight such as SECURITY FAST TRACK, TRAVEL INSURANCE, PARKING, INFLIGHT FOOD & DRINKS or to CONTINUE. Also when he hovers over the image, it leaves a shadow, haptic feedback?

← → × ryanair.com/gb/en/trip?tpAdults=1&tpTeens=0&tpChildren=0&tpInfants=0&tpStartDate=2020-05-16&tpEndDate=2020-05-19&tpOriginIata=LTN&tpDestinationIata=RAK&tpIsConnectedFlight=false&tpIsReturn=true&tpDiscount=0


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1


Plan your whole trip

Book everything you need in one place

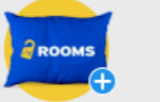


Flights
Added


Need more for your trip? >



Add transport
Car hire and transfers



Add accommodation
Over 10 million rooms



Add events & activities
Discover Marrakesh

2

Hey, Let's find your ideal car!

RECOMMENDED FOR YOU


- ✓ Price match guarantee
- ✓ More than 1,600 car rental suppliers
- ✓ Highly recommended by our customers

[View all cars](#)


2

Recommended trip essentials

Add now for the lowest prices



Add Priority & 2 Cabin Bags



Add seats
Choose your seats or they will be randomly allocated to you when


[View all >](#)

Sign up | Log in | £118.22

✓ **Flights added to trip**
You can check-out from the basket

[Continue building trip](#) [View basket](#)

16 May - 19 May • Return • 1




Flights
Added to basket


London Luton to Marrakesh
Sat, 16 May • 8:00 - 10:35

Marrakesh to London Luton
Tue, 19 May • 9:45 - 14:20


[Edit flights](#)
[Add more for your flights](#)



Transport
Need car hire or transfers?



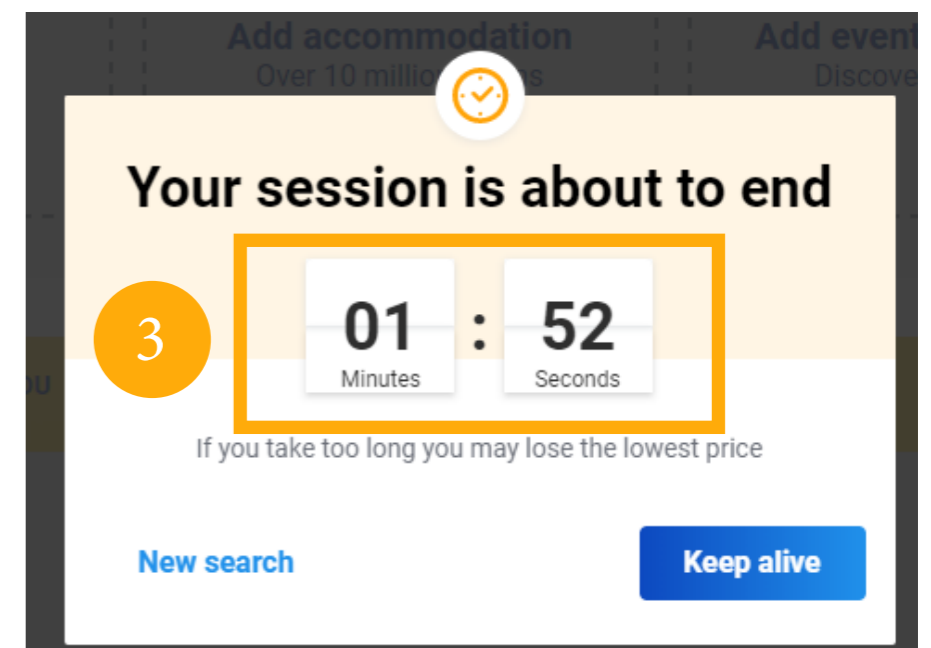
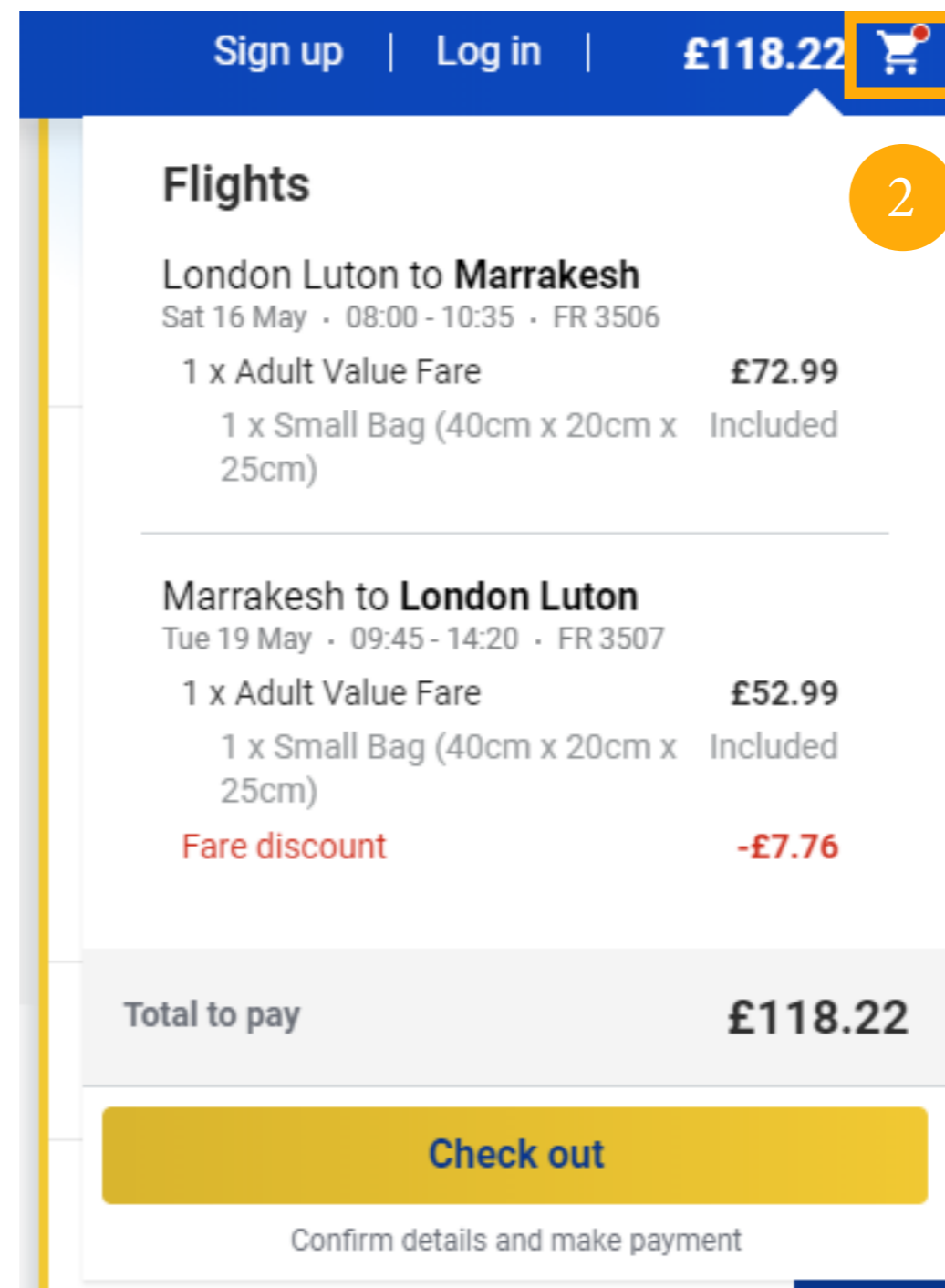
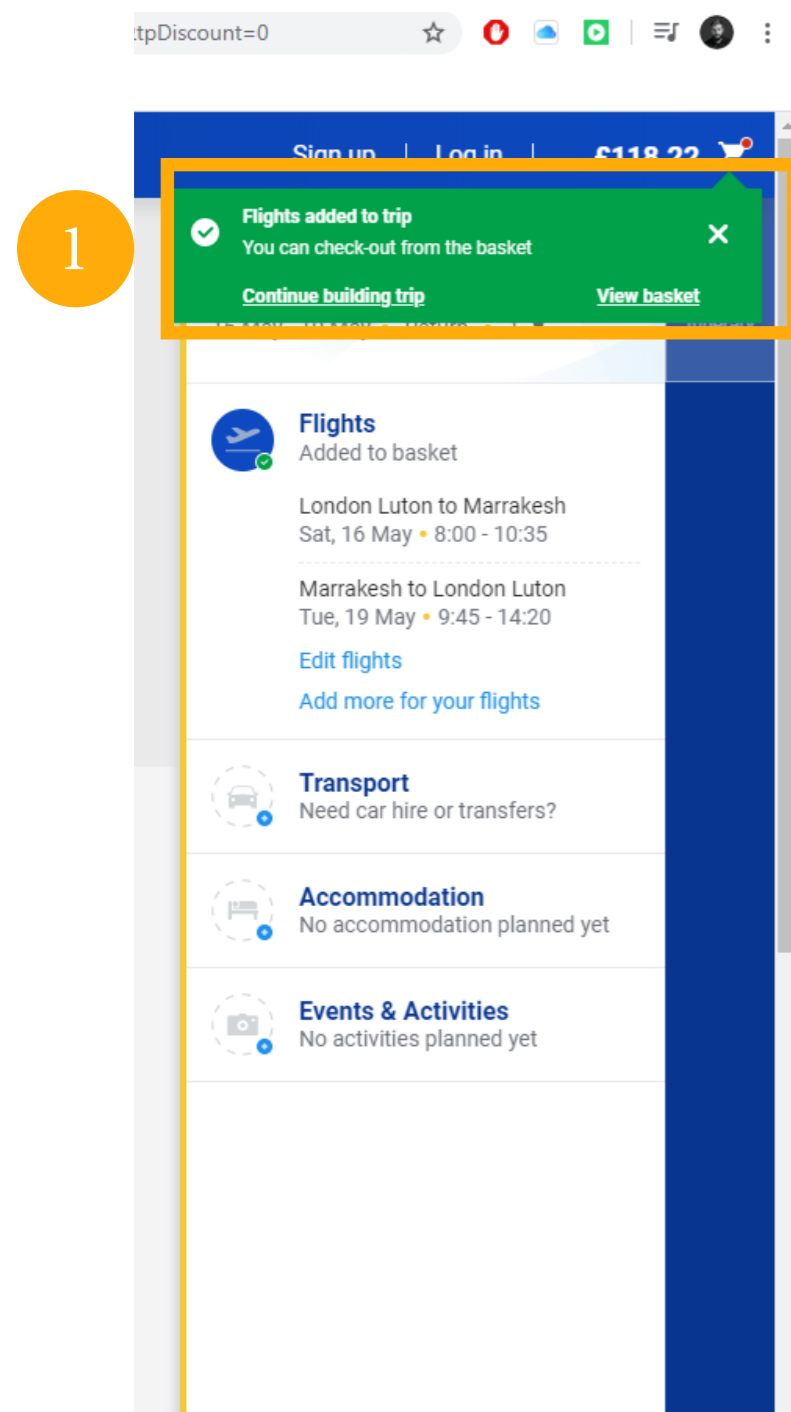
Accommodation
No accommodation planned yet



Events & Activities
No activities planned yet

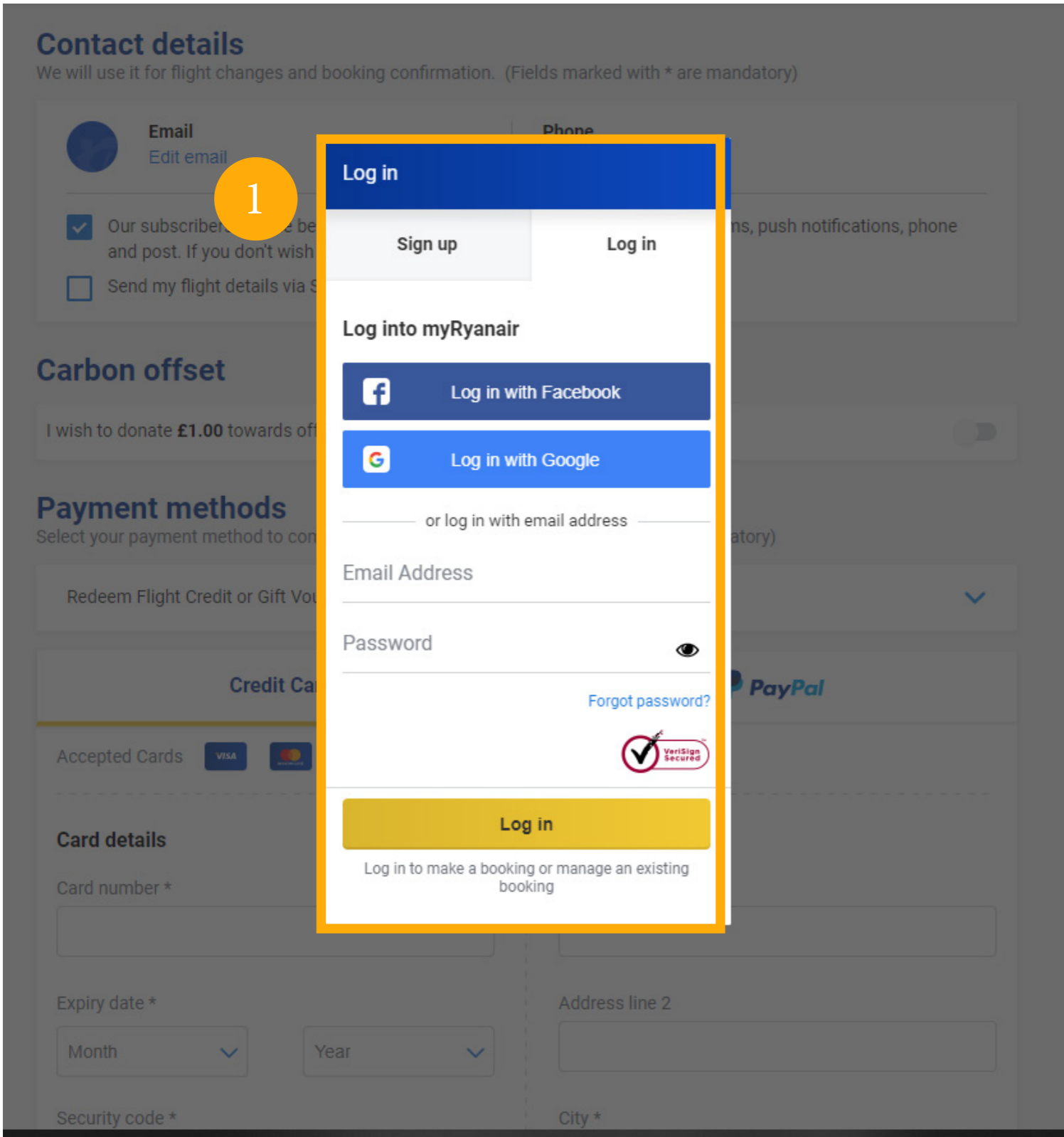
OBSERVATIONS:

1. Once again the USER is offered more OPTIONS such as CAR HIRE, ACCOMMODATION, EVENTS & ACTIVITIES
2. The USER is informed that his TRIPS have been added to the BASKET and he CAN CHECK OUT but a SLIGHT CONFUSION OCCURS
3. Other UPGRADES the USER can make to his TRIP



OBSERVATIONS:

1. The USER is informed that his TRIPS have been added to the BASKET and he CAN CHECK OUT from his BASKET
- 2.The USER need to CLICK the EXTREMELY SMALL TROLLEY ICON TO CHECK OUT, which is deliberately made small so he can add more choices before he checks out.
- 3.After 8 minutes the USER is INFORMED that he has 2 minutes LEFT to complete the BOOKING process or he loses the FLIGHT



OBSERVATIONS:

1. Before the USER can CHECK OUT he needs to LOG IN with either FACEBOOK, GOOGLE or an EMAIL ADDRESS or SIGN UP for an RYANAIR ACCOUNT