

# Flights online – ensuring your site takes off

Online travel usability report 2009



[www.webcredible.co.uk](http://www.webcredible.co.uk)

Report written and researched by Webcredible © 2009  
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User experience research & design

## Introduction

### The market opportunity

Online travel sales increased by 17% from 2007 to 2008 and reached €58.4 billion in the European market in 2008<sup>1</sup>. In addition a 12% increase is expected in 2009 making the online channel increasingly crucial to a travel organisation's business.

In addition a Webcredible diary study on influences on online travel booking, carried out for Travolution, revealed that people are spending an increasing amount of time researching, planning and booking holidays online<sup>2</sup>.

Given the sector's huge growth, competitive nature and the recent push to get customers to do as much as possible (including check-in) online, it's essential that the top travel sites are as easy to use as possible. Usability has been proven to deliver highly compelling commercial benefits to businesses by reducing the risk of drop-offs. This is particularly important for highly transactional travel agent and airline carrier sites.

### About this report

In March 2009, Webcredible investigated the usability of 20 travel websites in the UK, evenly split between travel agents and airline carriers. An identical study (with the exception of Netflights and Jet2) was carried out in February 2008.

Increasing the usability of a travel website will increase the success users have in finding and booking flights – it's as simple as that. Improved usability will also lead to an increase in loyalty and return site visitors, and an improvement in the perception of the online and offline brand. Usability is particularly important for those travel brands that rely entirely on their online channel to sell their products and services.

### Who is this report for?

This report is aimed at anyone involved with a website trying to sell flights and related travel services online, including: marketing managers, Internet managers and web developers. Although our analysis focused on travel websites, the guidelines are highly transferable to other websites. The report assumes no prior usability or technical knowledge.

## Methodology

Webcredible analysed the websites of 20 UK online travel agents and airline carriers in March 2009.

Each website was evaluated against 20 best practice guidelines and assigned a score of 0 to 5 for each guideline, with 5 being the maximum. With 20 guidelines in total, websites were assigned a total Web Usability Index rating out of 100.

The guidelines against which we benchmarked the 20 travel sites were:

### Flight search

1. Provide a clear and well designed 'first step' of the booking process
2. Offer functionality to aid the booking process
3. Provide an effective calendar
4. Allow flexibility when completing the first step

### Search results and flight summary

5. Provide a clear results page
6. Allow sorting & manipulation of the results
7. Make pages "share friendly"
8. Support comparison shoppers
9. Display the full price (or an estimate) as early as possible
10. Make it easy to refine the search or look for another flight
11. Provide information on each airport
12. Use a clear flight confirmation page

### Booking pages

13. Provide a contact number through the booking process
14. Use appropriate up-selling
15. Display a clear progress bar
16. Ensure your flight cancellation/change rules are clear and findable

### Errors and error handling

17. Provide a clear error summary
18. Ensure all errors are clearly highlighted next to the individual form fields
19. Provide explicit instructions on how to correct errors
20. Ensure the system is able to cope with common errors

## Results

### Summary

The 20 travel websites received the following scores in total, out of 100:

2009 rank	2008 rank	Website	2009 score	2008 score
1	2	British Airways ( <a href="http://www.britishairways.com">www.britishairways.com</a> )	71	65
2=	8=	Expedia ( <a href="http://www.expedia.co.uk">www.expedia.co.uk</a> )	70	53
2=	6	Virgin Atlantic ( <a href="http://www.virgin-atlantic.com">www.virgin-atlantic.com</a> )	70	55
4=	8=	Travelocity ( <a href="http://www.travelocity.co.uk">www.travelocity.co.uk</a> )	65	53
4=	8=	BMI ( <a href="http://www.flybmi.com">www.flybmi.com</a> )	65	53
6	1	Opodo ( <a href="http://www.opodo.co.uk">www.opodo.co.uk</a> )	62	67
7	11	Flight Centre ( <a href="http://www.flightcentre.co.uk">www.flightcentre.co.uk</a> )	60	52
8	5	Lastminute ( <a href="http://www.lastminute.com">www.lastminute.com</a> )	59	56
9	4	STA Travel ( <a href="http://www.statravel.co.uk">www.statravel.co.uk</a> )	58	58
10=	-	Netflights ( <a href="http://www.netflights.com">www.netflights.com</a> )	56	-
10=	7	ebookers ( <a href="http://www.ebookers.com">www.ebookers.com</a> )	56	54
12	3	Travelbag ( <a href="http://www.travelbag.co.uk">www.travelbag.co.uk</a> )	54	62
13	15=	Flybe ( <a href="http://www.flybe.com">www.flybe.com</a> )	53	46
14	17=	Thomsonfly ( <a href="http://www.thomsonfly.com">www.thomsonfly.com</a> )	51	44
15=	15=	easyJet ( <a href="http://www.easyjet.com">www.easyjet.com</a> )	50	46
15=	13	First Choice ( <a href="http://www.firstchoice.co.uk">www.firstchoice.co.uk</a> )	50	48
17	-	Jet2.com ( <a href="http://www.jet2.com">www.jet2.com</a> )	49	-
18=	12	Thomas Cook ( <a href="http://www.thomascook.com">www.thomascook.com</a> )	47	49
18=	20	Monarch ( <a href="http://www.flymonarch.com">www.flymonarch.com</a> )	47	38
20	19	Ryanair ( <a href="http://www.ryanair.com">www.ryanair.com</a> )	41	40
		<b>Average score</b>	<b>56.7</b>	<b>51.5</b>

With only 3 websites scoring over 70, and with so many top Internet brands scoring between 50 and 60 points, there's clearly significant scope for these market leaders to improve the usability of their online offering.

With the number of users' intent on booking their flights online likely to increase in 2009, the opportunity to travel agents and carriers can only be realised by delivering a first class user experience. If users can't find the flights they want and successfully get through your booking process they'll likely pick up the phone or go somewhere else.

## Travel agent vs. carrier websites

Splitting up the websites into travel agents and carriers reveals the following rankings:

Travel agent website	Total score	2008 score
Expedia ( <a href="http://www.expedia.co.uk">www.expedia.co.uk</a> )	70	53
Travelocity ( <a href="http://www.travelocity.co.uk">www.travelocity.co.uk</a> )	65	53
Opodo ( <a href="http://www.opodo.co.uk">www.opodo.co.uk</a> )	62	67
Flight centre ( <a href="http://www.flightcentre.co.uk">www.flightcentre.co.uk</a> )	60	52
Lastminute ( <a href="http://www.lastminute.com">www.lastminute.com</a> )	59	56
STA Travel ( <a href="http://www.statravel.co.uk">www.statravel.co.uk</a> )	58	58
Netflights ( <a href="http://www.netflights.com">www.netflights.com</a> )	56	-
ebookers ( <a href="http://www.ebookers.com">www.ebookers.com</a> )	56	54
Travelbag ( <a href="http://www.travelbag.co.uk">www.travelbag.co.uk</a> )	54	62
Thomas Cook ( <a href="http://www.thomascook.com">www.thomascook.com</a> )	47	49
<b>Average score</b>	<b>58.7</b>	<b>55.1</b>

Carrier website	Total score	2008 score
British Airways ( <a href="http://www.britishairways.com">www.britishairways.com</a> )	71	65
Virgin Atlantic ( <a href="http://www.virgin-atlantic.com">www.virgin-atlantic.com</a> )	70	55
BMI ( <a href="http://www.flybmi.com">www.flybmi.com</a> )	65	53
Flybe ( <a href="http://www.flybe.com">www.flybe.com</a> )	53	46
Thomsonfly ( <a href="http://www.thomsonfly.com">www.thomsonfly.com</a> )	51	44
easyJet ( <a href="http://www.easyjet.com">www.easyjet.com</a> )	50	46
First Choice ( <a href="http://www.firstchoice.co.uk">www.firstchoice.co.uk</a> )	50	48
Jet2.com ( <a href="http://www.jet2.com">www.jet2.com</a> )	49	-
Monarch ( <a href="http://www.flymonarch.com">www.flymonarch.com</a> )	47	38
Ryanair ( <a href="http://www.ryanair.com/site/EN">www.ryanair.com/site/EN</a> )	41	40
<b>Average score</b>	<b>54.7</b>	<b>47.9</b>

The main differences observed between travel agents and carriers were:

- There's a significant disparity across some criteria between travel agents and carriers such as showing prices early on, easy refinement of searches and displaying a contact telephone number



### User experience research & design

- ❑ Carrier sites are still generally less transparent when it comes to total pricing, choosing to add additional costs later during users' booking journey, despite customer backlash about this practice
- ❑ Due to the smaller volume of flights available, carrier sites have less need to offer more sophisticated features for manipulating search results by sorting and filtering
- ❑ Travel agents are typically more transparent with call centre contact details during the searching and booking process (this could be due to differences in the types of commercial businesses and their approach to customer service)

In addition, with the growing number of airlines flying to new airports which many customers may not be familiar with, many of the sites aren't giving sufficient information about where they're based and how customers will get there. This kind of information is critical when planning a flight and it's essential that travel sites support users in achieving their goals.

Please consult the appendix on p31 for a full breakdown of scores.



Category: Flight search

**1. Provide a clear and well designed 'first step' of the booking process**

**Overall average**

3.9 out of 5 (2008: 3.9)

**Travel agent average**

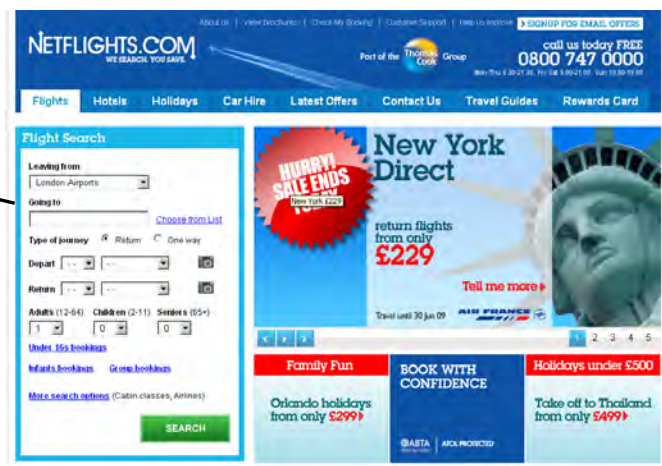
4.0 out of 5 (2008: 4.1)

**Carrier average**

3.9 out of 5 (2008: 3.8)

Many web users arriving on a travel site aren't looking to browse around – they usually have a target holiday location, and want to immediately find out how much it'll cost to get there. By displaying the start of the booking process on the homepage, travel sites clearly communicate how users can start on this journey and give users the chance to get going straightaway.

Netflights has a large, clear search form that occupies a prime location on the page.



Monarch has integrated the search form within the site header, which may confuse customers.



The websites generally fared well for this guideline, with 14 out of 20 scoring 4 or 5 out of 5. The majority of marks lost were for not having a clear process or the form simply not being clear enough on the page.



Category: Flight search

## 2. Offer functionality to aid the booking process

### Overall average

2.3 out of 5 (2008: 2.1)

### Travel agent average

3.3 out of 5 (2008: 2.6)

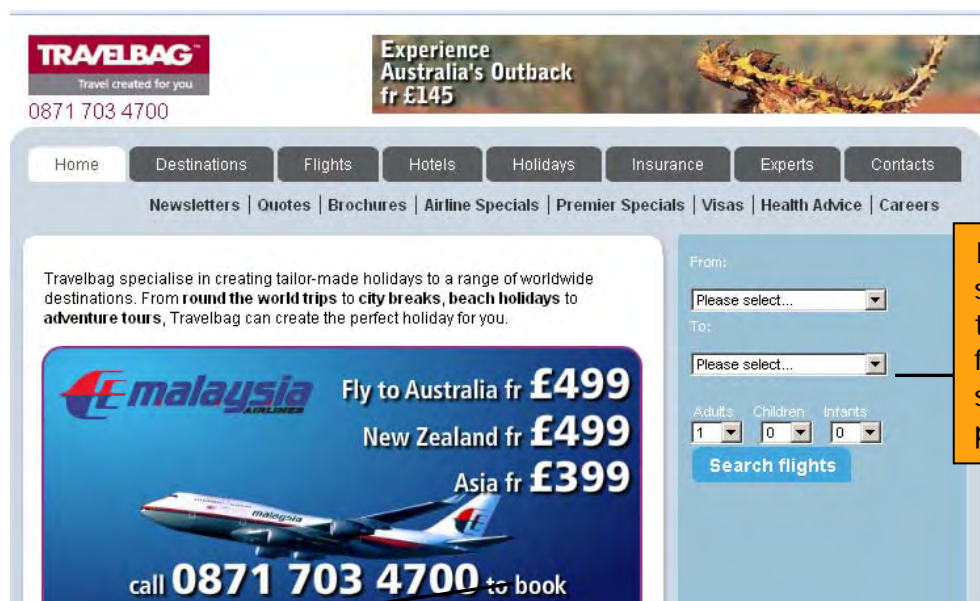
### Carrier average

1.3 out of 5 (2008: 1.6)

A person booking a flight through a high street travel agent can make special requests that are taken into account when searching for flights (such as wanting to travel in business class, or not wanting any changeovers). When booking online these needs are still present and should be supported through the booking process.

The following options should be provided:

- Flexible dates
- Direct flights only
- Multi-flight trips
- Class



The screenshot shows the Travelbag website interface. At the top left is the Travelbag logo with the tagline 'Travel created for you' and the phone number '0871 703 4700'. To the right is a banner for 'Experience Australia's Outback fr £145'. Below the logo is a navigation menu with buttons for Home, Destinations, Flights, Hotels, Holidays, Insurance, Experts, and Contacts. A secondary menu includes Newsletters, Quotes, Brochures, Airline Specials, Premier Specials, Visas, Health Advice, and Careers. The main content area features a promotional banner for Malaysia Airlines with flight prices: 'Fly to Australia fr £499', 'New Zealand fr £499', and 'Asia fr £399'. Below this is a call to action: 'call 0871 703 4700 to book'. To the right of the promotional banner is a flight search form with 'From:' and 'To:' dropdown menus, and input fields for 'Adults' (set to 1), 'Children' (set to 0), and 'Infants' (set to 0). A 'Search flights' button is located below these fields. A yellow callout box points to the search form with the text: 'In the Travelbag search form, there's no way for customers to specify their flight preferences.'

The websites generally scored poorly for this guideline, with just 5 out of 20 achieving 4 or 5 out of 5.

Travel agents offering flights from various airlines were more likely to offer a good choice of search options. Budget carriers usually didn't offer many options because they only operated point-to-point, economy-only flights, but larger airlines could still do more to help their customers find their ideal flights.

Category: Flight search

### 3. Provide an effective calendar

#### Overall average

3.1 out of 5 (2008: 3.1)

#### Travel agent average

3.3 out of 5 (2008: 3.0)

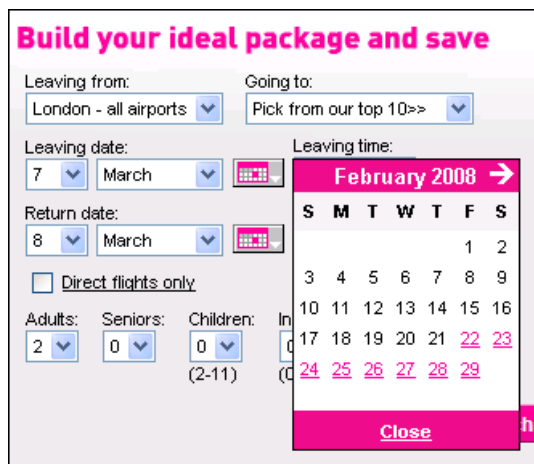
#### Carrier average

2.9 out of 5 (2008: 3.2)

Entering dates into websites can be an erratic business – it's very easy to enter the wrong date without noticing, and people can't easily calculate future dates without a calendar. Most booking forms now contain a calendar feature, but unless it's properly designed it can put off rather than help customers.

A calendar feature should adhere to the following good usability principles:

- ❑ The icon used to signify the feature is clear
- ❑ The next and previous links are in the same place for each month
- ❑ The calendar is easy to close
- ❑ The calendar does not obstruct the date field that it's populating
- ❑ The calendar should be closely associated with the relevant point
- ❑ Users aren't forced to use the calendar if they don't wish to
- ❑ The 'return' calendar begins on the 'leaving' date



**Build your ideal package and save**

Leaving from: London - all airports  
Going to: Pick from our top 10>>

Leaving date: 7 March  
Leaving time: **February 2008** →

Return date: 8 March

Direct flights only

Adults: 2 Seniors: 0 Children: 0  
(2-11)

S	M	T	W	T	F	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	

Close

Lastminute's calendar scores top marks for being particularly effective and easy to use.

18 of the 20 sites offered the calendar feature, but this doesn't mean all calendars were equally good, with less than half scoring 4 or 5 out of 5. The majority fell short on 1 or 2 of the above guidelines.

Category: Flight search

#### 4. Allow flexibility when completing the first step

**Overall average**

3.8 out of 5 (2008: 2.9)

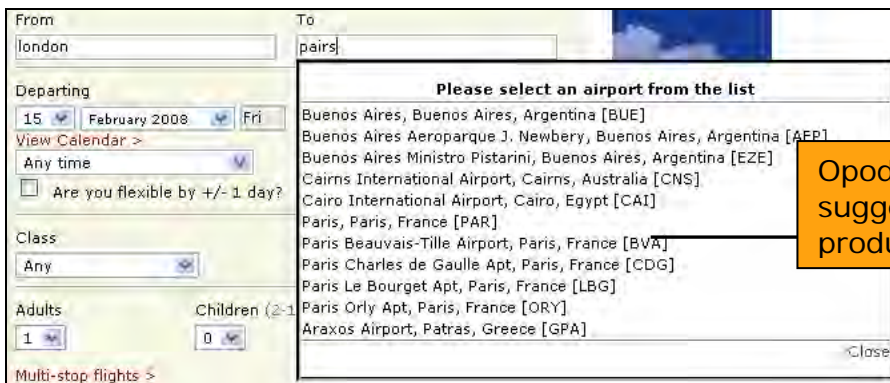
**Travel agent average**

3.2 out of 5 (2008: 2.6)

**Carrier average**

3.8 out of 5 (2008: 3.1)

People are liable to make errors when completing the first step of the flight search. For example many sites require people to type in their flight destination and spelling some foreign place names correctly can be a real struggle. People often don't know an airport's exact name or that there's more than 1 airport at their destination. Despite this, many websites force people to specify an airport, rather than allowing them the flexibility of just naming a city.



The screenshot shows a flight search form with 'From' set to 'london' and 'To' set to 'paris'. A dropdown menu is open, displaying a list of airports under the heading 'Please select an airport from the list'. The list includes: Buenos Aires, Buenos Aires, Argentina [BUE]; Buenos Aires Aeroparque J. Newbery, Buenos Aires, Argentina [AEP]; Buenos Aires Ministro Pistarini, Buenos Aires, Argentina [EZE]; Cairns International Airport, Cairns, Australia [CNS]; Cairo International Airport, Cairo, Egypt [CAI]; Paris, Paris, France [PAR]; Paris Beauvais-Tille Airport, Paris, France [BVA]; Paris Charles de Gaulle Apt, Paris, France [CDG]; Paris Le Bourget Apt, Paris, France [LBG]; Paris Orly Apt, Paris, France [ORY]; and Araxos Airport, Patras, Greece [GPA].

Opodo intelligently offers suggestions to help avoid producing an error.



The screenshot shows the ebookers.com website with navigation tabs for Home, Flights, Hotel, Flight + Hotel, Car Hire, and Insurance. Below the navigation is a search form with radio buttons for 'Flight only', 'Hotel only', 'Car only', 'Flight + Hotel', and 'Flight + Hotel + Car'. A message reads: 'Sorry, we cannot find a match. Please check the spelling and enter a city name or airport code.' Below this, the 'From' field contains 'LON' and the 'To' field contains 'Pars'.

The ebookers destination search scores poorly because it doesn't provide any help to customers who may have misspelt a city name.

All carrier sites scored 4 or 5 out of 5, with most of them allowing customers to select from a dropdown list of airports rather than forcing them to search by name. About half of the travel agent sites also offered some sort of auto-complete functionality which proposed possible airports while customers typed into the From/To fields.

7 out of 20 sites still didn't offer an 'All London airports' option, despite offering flights departing from more than one London airport.

Category: Search results and flight summary

## 5. Provide a clear results page

### Overall average

3.9 (out of 5) (2008: 3.4)

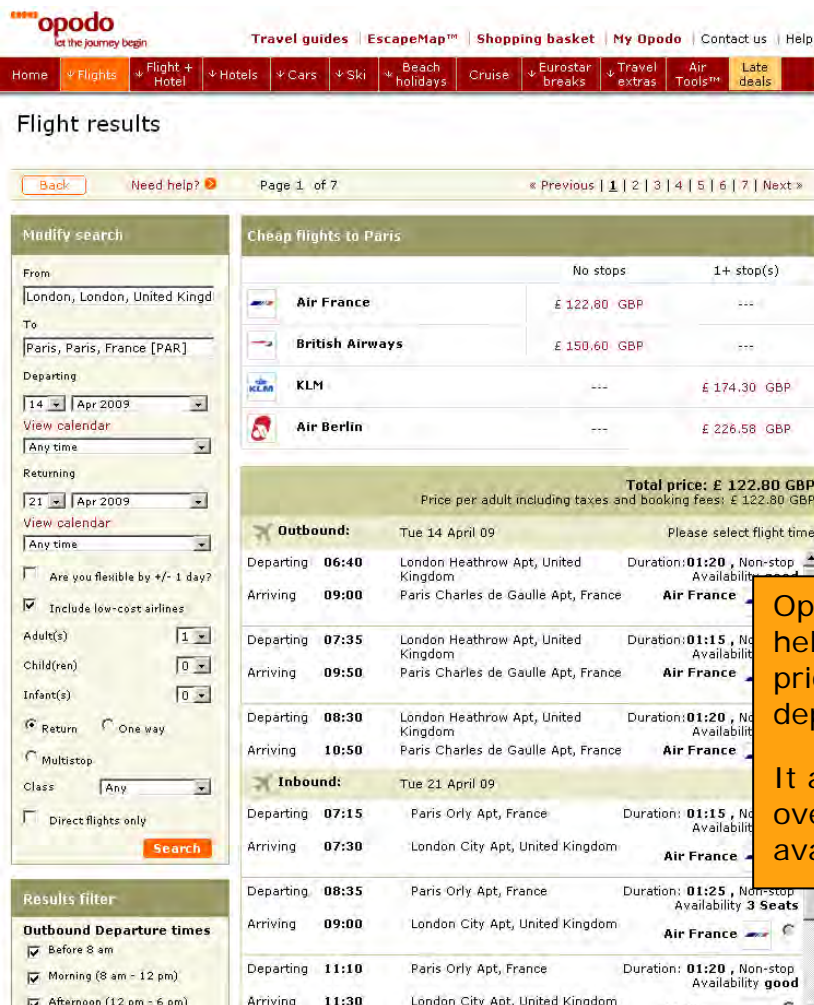
### Travel agent average

3.5 (out of 5) (2008: 3.4)

### Carrier average

4.3 (out of 5) (2008: 3.4)

Often, search results pages contain a large amount of information – it's essential that the information is presented to users in a clear and easily digestible manner. If users struggle to understand the results, they might not proceed further.



The screenshot shows the Opodo website's flight search results page. The search criteria are: From London, London, United Kingdom; To Paris, Paris, France [PAR]; Departing on 14 Apr 2009; Returning on 21 Apr 2009. The results are sorted by price, with the lowest fare being £122.80 GBP for Air France. The page also includes a 'Results filter' section on the left, which is currently empty.

Carrier	No stops	1+ stop(s)
Air France	£ 122.80 GBP	---
British Airways	£ 150.60 GBP	---
KLM	---	£ 174.30 GBP
Air Berlin	---	£ 226.58 GBP

**Total price: £ 122.80 GBP**  
Price per adult including taxes and booking fees: £ 122.80 GBP

**Outbound: Tue 14 April 09** Please select flight time

Departing	From	Duration	Availability
06:40	London Heathrow Apt, United Kingdom	01:20, Non-stop	1
07:35	London Heathrow Apt, United Kingdom	01:15, No	Availability
08:30	London Heathrow Apt, United Kingdom	01:20, No	Availability

**Inbound: Tue 21 April 09**

Departing	From	Duration	Availability
07:15	Paris Orly Apt, France	01:15, No	Availability
07:30	London City Apt, United Kingdom		Air France
08:35	Paris Orly Apt, France	01:25, Non-stop	3 Seats
09:00	London City Apt, United Kingdom		Air France
11:10	Paris Orly Apt, France	01:20, Non-stop	good
11:30	London City Apt, United Kingdom		

Opodo's results page helpfully sorts flights by price and then by departure date. It also provides a quick overview of the best available fares per airline.

The sites performed fairly well for this guideline. 15 of the 20 sites scored 4 or 5 out of 5. Sites were marked down for cluttering the screen with unneeded information, or forgetting to confirm key information from the page (such as the dates or airports that the customer has searched for).



Category: Search results and flight summary

## 6. Allow sorting & manipulation of the results

### Overall average

4.2 out of 5 (2008: 2.9)

### Travel agent average

3.3 out of 5 (2008: 2.0)

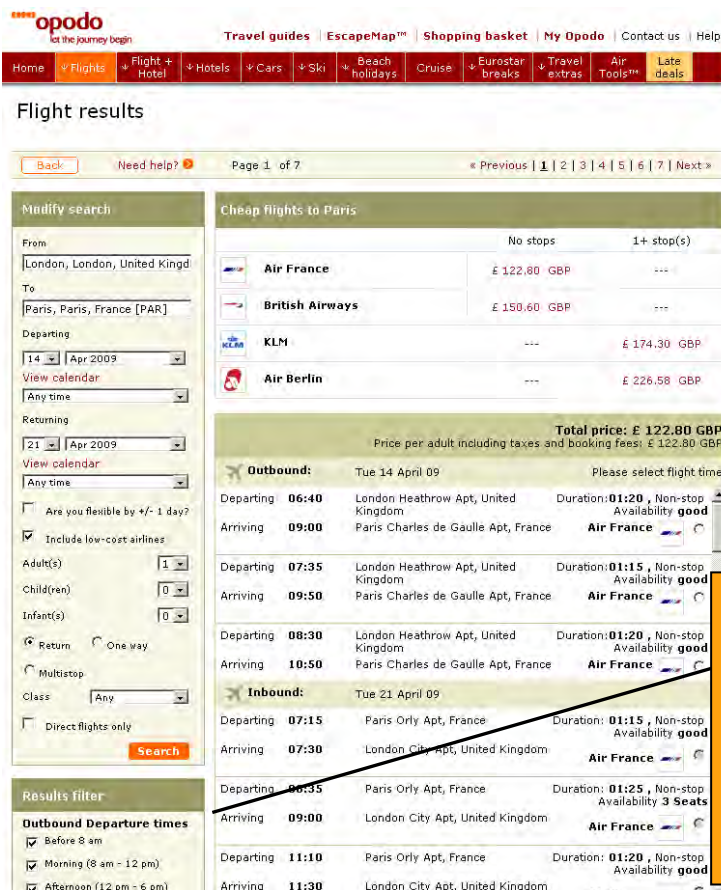
### Carrier average

5.0 out of 5 (2008: 3.8)

If users are provided with a long list of results then it's crucial they're able to manipulate the list. This will help them find the exact flight they're after.

Sorting a long list allows users to bring products with certain criteria to the top of the page. This is particularly useful for users who aren't exactly sure what they want. Travellers usually want to sort by price to bring the cheapest flights to the top.

Filtering on the other hand lets users reduce the number of items in the list by filtering out products that don't conform to a certain criteria. This is often more useful for travellers who have specific requirements such as an early departure time or a direct flight.



**Opodo**  
let the journey begin

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### Flight results

Page 1 of 7

Need help?

« Previous | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Next »

**Modify search**

From: London, London, United Kingdom  
To: Paris, Paris, France [PAR]  
Departing: 14 Apr 2009  
Returning: 21 Apr 2009

Are you flexible by +/- 1 day?

Include low-cost airlines

Adult(s): 1  
Child(ren): 0  
Infant(s): 0

Return  One way  
 Multistop  
Class: Any

Direct flights only

**Search**

**Results filter**

**Outbound Departure times**

Before 8 am  
 Morning (8 am - 12 pm)  
 Afternoon (12 pm - 6 pm)

**Cheap flights to Paris**

	No stops	1+ stop(s)
<b>Air France</b>	£ 122.80 GBP	---
<b>British Airways</b>	£ 150.60 GBP	---
<b>KLM</b>	---	£ 174.30 GBP
<b>Air Berlin</b>	---	£ 226.58 GBP

**Total price: £ 122.80 GBP**  
Price per adult including taxes and booking fees: £ 122.80 GBP

**Outbound:** Tue 14 April 09

Departing	Arriving	Duration	Availability
06:40	09:00	01:20, Non-stop	good
07:35	09:50	01:15, Non-stop	good
08:30	10:50	01:20, Non-stop	good

**Inbound:** Tue 21 April 09

Departing	Arriving	Duration	Availability
07:15	07:30	01:15, Non-stop	good
08:35	09:00	01:25, Non-stop	3 Seats
11:10	11:30	01:20, Non-stop	good

Opodo was the only website offering comprehensive filtering functionality.

The filter should, however, be more prominent on the page.

The 10 carrier sites didn't need to offer the ability to manipulate the results because the number of flights offered was, in general, too small for such requirements. Among the travel agent sites, only 1 offered comprehensive filtering options, but many sites now allow customers to change the sort order or show flights from their preferred airline only.

Category: Search results and flight summary

## 7. Make pages “share friendly”

### Overall average

2.4 (out of 5) (2008: 2.2)

### Travel agent average

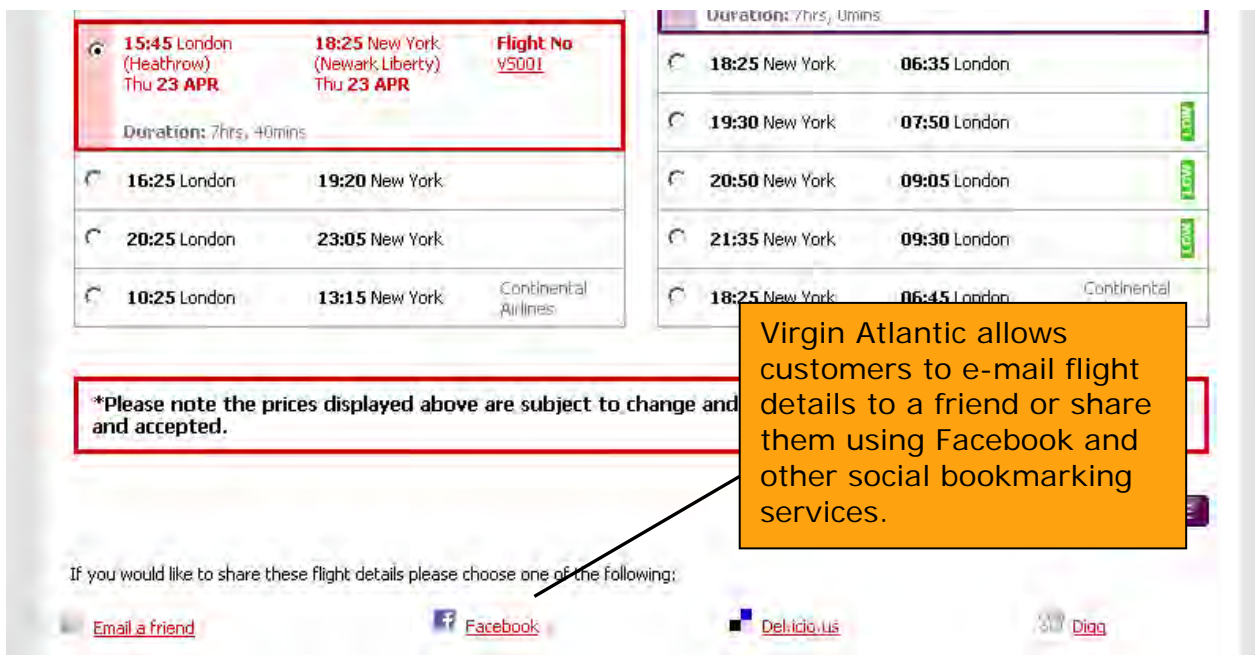
1.9 (out of 5) (2008: 2.1)

### Carrier average

2.8 (out of 5) (2008: 2.3)

Not every user that embarks on a booking process will want to book a flight there and then. Some may simply be checking out prices or investigating flight times. Agreeing on a flight is often a joint decision between friends and family so it's important that your site supports users by letting them print off pages. Ensure your web pages print in an easy-to-read format and without cutting off any important information.

Sites could even offer an 'email a friend' feature which would include a link to a 'refreshed' version of that same search at any time. Such a feature adds significant value to the user experience by offering a quick and easy method for users to actively seek out feedback from their 'friend'.



Duration: 7hrs, 40mins

15:45 London (Heathrow) Thu 23 APR	18:25 New York (Newark Liberty) Thu 23 APR	Flight No V5001
16:25 London	19:20 New York	
20:25 London	23:05 New York	
10:25 London	13:15 New York	Continental Airlines

\*Please note the prices displayed above are subject to change and are not guaranteed and accepted.

Duration: 7hrs, 40mins

18:25 New York	06:35 London	
19:30 New York	07:50 London	
20:50 New York	09:05 London	
21:35 New York	09:30 London	
18:25 New York	06:45 London	Continental

Virgin Atlantic allows customers to e-mail flight details to a friend or share them using Facebook and other social bookmarking services.

If you would like to share these flight details please choose one of the following:

Email a friend Facebook Delicious Digg

The websites scored decidedly averagely for this guideline, with 3 carrier websites and none of the travel agent websites offering any social sharing tools. In addition, not all sites provided good printable pages, and pages from a few sites were illegible when printed.

With the growth and acceptance of Web 2.0 in recent years (in particular social media and user-generated content) it's surprising that our travel sites haven't embraced the spirit of this guideline more forcefully.

Category: Search results and flight summary

## 8. Support comparison shoppers

### Overall average

0.7 (out of 5) (2008: 1.0)

### Travel agent average

0.8 (out of 5) (2008: 0.8)

### Carrier average

0.6 (out of 5) (2008: 1.2)

Most people will compare times and prices across several travel websites, making it unlikely that they'll book a flight on their first visit to any site.

This 'comparison shopping' behaviour is well understood in e-commerce. It's well known that travel sites experience the highest level of comparison shopping among the leading e-commerce sectors – 1 in every 4 visits to travel websites coming from another site in the same category.

Given how users naturally behave, it's disappointing that so few of the sites we evaluated provide users with features designed to support this form of user behaviour.

Sites should ensure searches are saved across sessions – allowing users to visit another site and return without the need to re-enter their search criteria again.

### Your Recent Searches [\(See all\)](#)



<a href="#">LON to KRK</a>	7 Feb	<a href="#">modify search</a>	
<a href="#">ATH to VIE</a>	8 Apr - 13 Apr	<a href="#">modify search</a>	
<a href="#">LON to BER</a>	8 Apr - 13 Apr	<a href="#">modify search</a>	

More advanced flight search aggregators such as Kayak provide a full history of previous searches for registered users.

Travel websites don't generally offer persistent features for results pages either. Half the sites remember the search criteria for the next visit, but that applies only to the latest search. Only 4 sites have a search results page with a URL that can be bookmarked to repeat the search.



Category: Search results and flight summary

## 9. Display the full price (or an estimate) as early as possible

### Overall average

3.1 (out of 5) (2008: 3.3)

### Travel agent average

3.6 (out of 5) (2008: 4.3)

### Carrier average

2.5 (out of 5) (2008: 2.2)

Users often get frustrated with extra taxes and charges part-way through a booking process. This is obviously true for any e-commerce checkout process. If users have previously been affected by extra charges then they're likely to be particularly wary of such methods. The pricing of flights should be absolutely clear.

It's essential that you're as up-front as possible and display prices in full (including all extra costs) as early in the booking process as possible.

Users can only make a decision on various options once they feel they've got all the pricing information available – if they're then presented with further charges they'll be forced to re-consider their options.

This guideline is particularly important at the moment as people will tend to be more price-conscious as a result of the current economic climate.

Price per adult incl. taxes and fees: £61.67		
Outbound	Luton Airport (LTN) - Charles De Gaulle (CDG)	Select
	<b>Departs:</b> Tue 28 Apr 09 06:00 <b>Arrives:</b> Tue 28 Apr 09 08:20 Economy - Direct flight - Duration 01 hrs 20 mins	 £2-£16 checked baggage fee may apply at airport 

Travelocity customers will have to face unclear extra charges at the airport if they proceed with this booking.

Travel agent sites scored significantly better than carrier sites, but still create confusion around baggage and other fees when offering flights with no-frills carriers.

Carrier sites have had to include most 'fixed, non-optional' costs in the initial price after action from the Office of Fair Trading. However, some still find creative ways of introducing charges later on in the booking process, such as charges for pre-selecting a seat.

Category: Search results and flight summary

## 10. Make it easy to refine the search or look for another flight

### Overall average

3.2 out of 5 (2008: 2.9)

### Travel agent average

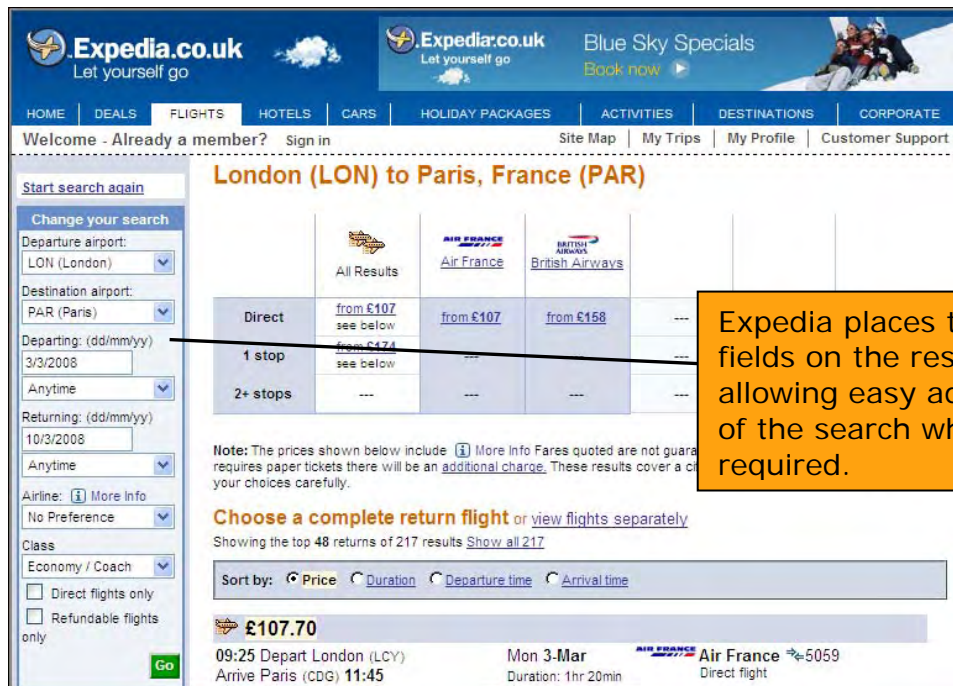
4.2 (out of 5) (2008: 4.2)

### Carrier average

2.2 (out of 5) (2008: 1.6)

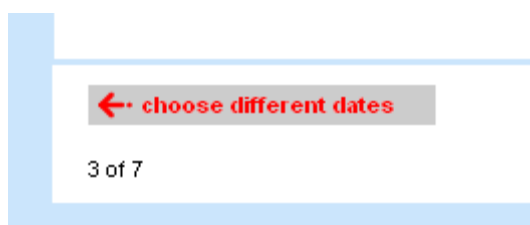
A booking process shouldn't assume that users will be happy with the results of their search. It's crucial that if users aren't happy, the booking process helps them keep looking for an appropriate flight - make it difficult for them to perform a subsequent search and they're unlikely to hang around for too long.

The easiest way to do this is to allow users to start a new search directly from the results page. All the previously entered search criteria (such as dates, airports and the number of people) should be maintained.



**London (LON) to Paris, France (PAR)**

Expedia places the search fields on the results page, allowing easy adjustment of the search where required.



← choose different dates

3 of 7

BMI doesn't repeat the search form on the results page, and customers have to go back to the search page via this button, which isn't particularly easy to spot.

All travel sites provided some facility to address this guideline. However, there was another marked difference between travel agents and carriers. The carrier travel sites lost marks for losing users' previously entered search criteria and forcing customers to go back to the search page in order to repeat their search.

Category: Search results and flight summary

## 11. Provide information on each airport

### Overall average

1.1 out of 5 (2008: 0.5)

### Travel agent average

0.7 out of 5 (2008: 0.0)

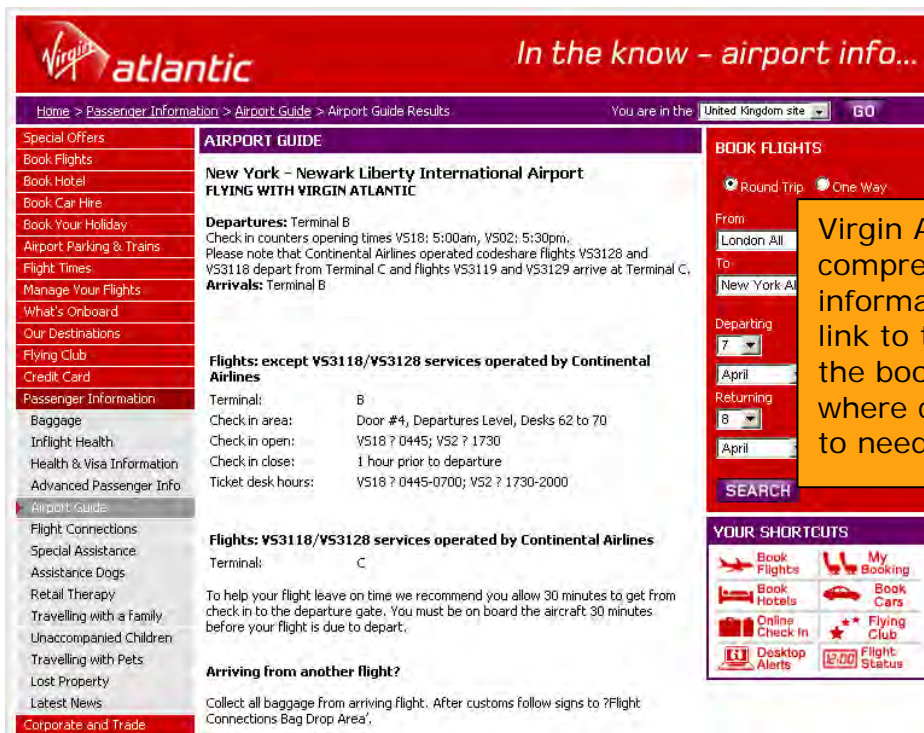
### Carrier average

1.4 (out of 5) (2008: 0.9)

People are less likely to book a flight to, or from a specific airport if they aren't certain:

- Where it is
- How to get there
- What the transport links (public and otherwise) are
- How long it takes to get there from the original location/final destination

This has become more of an issue recently since airlines are now flying to many new and unfamiliar airports. Despite this, many websites fail to provide information on where airports are or how to get there.



Virgin Atlantic In the know - airport info...

Home > Passenger Information > Airport Guide > Airport Guide Results You are in the United Kingdom site GO

**AIRPORT GUIDE**

**New York - Newark Liberty International Airport**  
FLYING WITH VIRGIN ATLANTIC

**Departures:** Terminal B  
Check in counters opening times V518: 5:00am, V502: 5:30pm.  
Please note that Continental Airlines operated codeshare flights V53128 and V53118 depart from Terminal C and flights V53119 and V53129 arrive at Terminal C.  
**Arrivals:** Terminal B

**Flights: except V53118/V53128 services operated by Continental Airlines**

Terminal:	B
Check in area:	Door #4, Departures Level, Desks 62 to 70
Check in open:	V518 ? 0445; V52 ? 1730
Check in close:	1 hour prior to departure
Ticket desk hours:	V518 ? 0445-0700; V52 ? 1730-2000

**Flights: V53118/V53128 services operated by Continental Airlines**

Terminal: C

To help your flight leave on time we recommend you allow 30 minutes to get from check in to the departure gate. You must be on board the aircraft 30 minutes before your flight is due to depart.

**Arriving from another flight?**

Collect all baggage from arriving flight. After customs follow signs to 'Flight Connections Bag Drop Area'.

**BOOK FLIGHTS**

Round Trip One Way

From: London All

To: New York All

Departing: 7

Returning: 8

SEARCH

**YOUR SHORTCUTS**

- Book Flights
- My Booking
- Book Hotels
- Book Cars
- Online Check In
- Flying Club
- Desktop Alerts
- Flight Status

Virgin Atlantic provides comprehensive airport information, but there's no link to these pages during the booking process, where customers are likely to need it.

With 10 out of 20 sites having no airport or destination information and the rest "hiding" such information in obscure places, there's clearly a significant problem here. This is unfortunate because users are likely to go elsewhere if they don't know where they're going or how to get to and from the airport.

Category: Search results and flight summary

## 12. Use a clear flight confirmation page

### Overall average

4.3 out of 5 (2008: 4.2)

### Travel agent average

4.6 out of 5 (2008: 4.3)

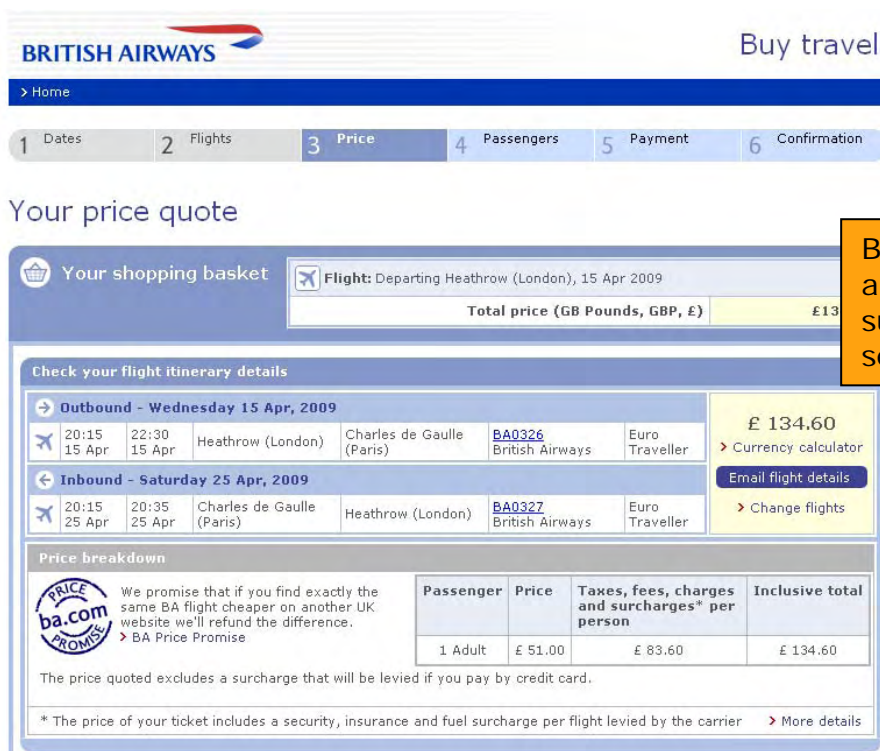
### Carrier average

4.0 out of 5 (2008: 4.0)

After selecting flights from the search results page it's crucial that a summary page is provided. This is so users can review the flight details they've selected before proceeding with the booking. This confirmation page needs various pieces of information presented clearly to help them reach their final decision:

- ▣ Full price, clearly displayed above the page fold
- ▣ Clear 'to' and 'from' locations with the airports' names in full
- ▣ Any additional prices for extras not included in the price quoted
- ▣ Relevant flight information, times of departure and arrival and items included

A clear next step should also be included, to ensure users know exactly what to do to continue their booking.



The screenshot shows the British Airways flight confirmation page. At the top, there is a navigation bar with the British Airways logo and a 'Buy travel' button. Below the navigation bar, there is a progress indicator with six steps: 1 Dates, 2 Flights, 3 Price, 4 Passengers, 5 Payment, and 6 Confirmation. The main content area is titled 'Your price quote' and features a 'Your shopping basket' section. The flight details are summarized as follows:

Outbound - Wednesday 15 Apr, 2009		Inbound - Saturday 25 Apr, 2009	
20:15 15 Apr	22:30 15 Apr	20:15 25 Apr	20:35 25 Apr
Heathrow (London)	Charles de Gaulle (Paris)	Charles de Gaulle (Paris)	Heathrow (London)
BA0326 British Airways		BA0327 British Airways	
Euro Traveller		Euro Traveller	

The total price is displayed as £134.60. A 'Price breakdown' table is also shown:

Passenger	Price	Taxes, fees, charges and surcharges* per person	Inclusive total
1 Adult	£ 51.00	£ 83.60	£ 134.60

A callout box highlights that BA provides a compact and easy-to-understand summary of the selected flight details.

All but 2 travel sites scored 4 or 5 out of 5 on this guideline, which is an excellent result.



Category: Booking pages

### 13. Provide a contact number through the booking process

**Overall average**

2.3 out of 5 (2008: 1.9)

**Travel agent average**

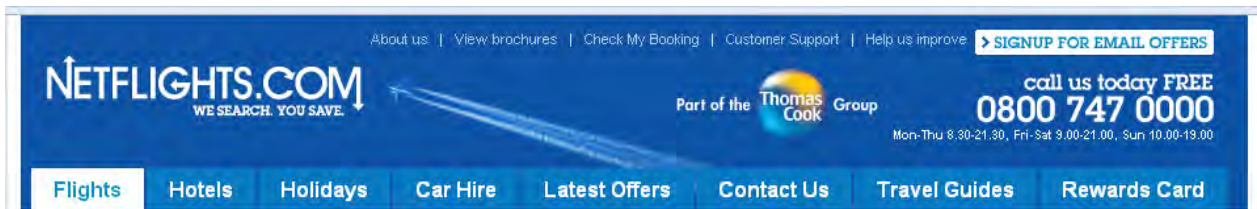
3.4 out of 5 (2008: 3.0)

**Carrier average**

1.1 out of 5 (2008: 0.8)

Some travellers are unwilling to research and book flights completely online whilst others will simply research the best deals and then get straight on the phone to book. Customers who face technical issues or have further queries may also want to call for help.

As such, it's essential that a phone number is clearly visible both before and during the search and booking process. Users should feel reassured they can pick up the phone at any point, especially if they get stuck.



Netflights scores highly for providing their (freephone) number on the header and also listing its call centre opening times.

11 out of the 20 travel sites scored 0 or 1 out of 5 on this guideline, which is a significant issue. Those users that aren't 'e-confident' may struggle to complete the booking process and may decide to abandon their booking if they can't pick the up phone and speak to you.

It's also important to consider that a phone number on your site will reassure your users that you're a trustworthy company.

One possible reason for the difference in scoring between travel agents and carriers could be due to their diverse commercial models and associated method of servicing their customers.

Category: Booking pages

## 14. Use appropriate up-selling

### Overall average

4.0 out of 5 (2008: 3.6)

### Travel agent average

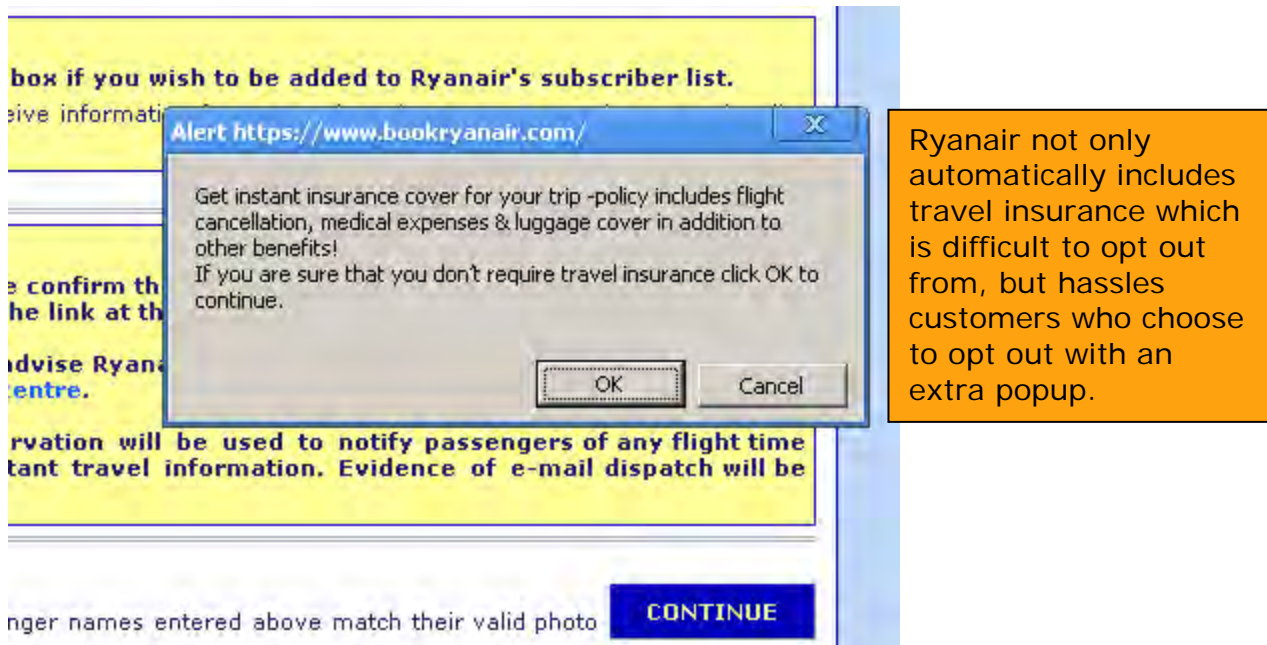
4.4 out of 5 (2008: 4.1)

### Carrier average

3.5 out of 5 (2008: 3.0)

It's well known that there's limited profit margin in selling flights, which is why so many travel sites are keen to cross- and up-sell other products to users. However, many sites approach up-selling in a clumsy manner, potentially increasing the chances of drop-offs.

All extras offered should be 'opt-in' – users shouldn't be automatically signed up to any of the extras offered.



It's a positive sign that so many sites have scored so highly for this guideline. With 17 out of 20 of the sites scoring 4 or 5 out of 5, it's clear that more and more sites understand the importance of transparent pricing.

Unfortunately, several sites automatically included travel insurance into their booking package – Ryanair make it particularly difficult for users to unselect their insurance. Others automatically add charges for meals, carbon offsetting and seat options.

Category: Booking pages

## 15. Display a clear progress bar

### Overall average

2.7 out of 5 (2008: 2.2)

### Travel agent average

2.4 out of 5 (2008: 2.1)

### Carrier average

2.9 out of 5 (2008: 2.3)

During the booking process, users must be clearly informed of where they are and how much further they have to go. This is usually achieved with a progress bar.

The progress bar should:

- Be very easy to spot
- Use easy-to-understand language
- Highlight users' current location
- Have the appearance of a process flow



easyJet.com

Create your perfect flight (step 2 of 5)

Your selection for 1 adult

Change currency to: Select Currency... Change

easyJet only shows a 'Step X of Y' message, which gives an indication of the booking process length but doesn't explain what will happen on each step.



BRITISH AIRWAYS

Buy travel

> Home

1 Dates 2 Flights 3 Price 4 Passengers 5 Payment 6 Confirmation

BA provides a prominent progress bar with simple labels and clear highlighting of the current step.

19 out of the 20 travel sites provided a progress bar, but with an average score of just 2.7 out of 5 overall there's clearly room for improvement. The most common problems were progress bars that didn't stand out from the rest of the page or didn't cover the entire booking process.



Category: Booking pages

## 16. Ensure your flight cancellation/change rules are clear and findable

### Overall average

3.0 out of 5 (2008: 2.5)

### Travel agent average

2.7 out of 5 (2008: 2.3)

### Carrier average

3.2 out of 5 (2008: 2.7)

The nature of travel means people often want to know the rules and conditions surrounding changes to/cancelling their flights – even if this is just for peace of mind.

Many sites made this information very hard to find – burying it in the site terms and conditions. A summary of the rules should be displayed directly on the page during the booking process – this transparency is good, showing users there's nothing to hide and ensuring users are aware of any restrictions early on.

Several of the sites use complex 'legalese' within their refund rules meaning many users will be left none-the-wiser after reading the information (if they bother to read it at all). The rules should be explained in plain English, using no more than a few sentences in bullet points to explain the basics. Links to further explanations should also be included where required.

### Our best value fare for Air France from London

#### London Heathrow flying with Air France

Economy Class

*Web Only Fare. Non stop flights available at this price.*

[Terms for this flight](#)

Netflights earns top marks for providing a prominent link to its terms for each flight at the search results page.

#### Select Your flight (12 available)

London [LHR](#) to Paris [CDG](#)

Departure Terminal: 2 Arrival Terminal: 2E Aircraft: 321



Paris [ORY](#) to London [LCY](#)

Departure Terminal: W Aircraft: AR8

Whilst all 20 travel sites provided their terms and conditions of booking on the site, only 7 out of the 20 scored 4 or 5 out of 5 for this guideline. With current economic conditions making customers more likely to check the small print before they buy, that's definitely an area where sites could improve.

Category: Errors and error handling

## 17. Provide a clear error summary

### Overall average

3.0 out of 5 (2008: 2.3)

### Travel agent average

2.4 out of 5 (2008: 2.1)

### Carrier average

3.5 out of 5 (2008: 2.5)

Users will make errors when filling out forms – it's as simple as that. Error handling is an essential yet often overlooked part of any online form process. If users have made an error on a form they need to be informed immediately that there's a problem. This should be in the form of a written description at the top of the page.

However the error summary is provided, the most important thing is it's the very first thing users see after submitting a form.

### 1 Traveller details

→ Please review the following message(s)

- Please enter a surname for traveller
- Please enter a valid telephone number
- Please enter a valid email address
- You have entered an invalid date of birth. The required format is dd/mm/yyyy. Please amend

Opodo provides a clear summary at the top of the page explaining what customers need to do to correct errors.

Need help? →

Only 8 out of the 20 travel sites scored top marks, and 5 sites still use popup alerts to show errors, which can frustrate users. It's clear that many sites still need to address this well-established usability guideline, so that their customers won't have to hunt around to uncover and correct the errors.

Category: Errors and error handling

## 18. Ensure all errors are clearly highlighted next to the individual form fields

### Overall average

1.3 out of 5 (2008: 2.1)

### Travel agent average

2.1 (out of 5) (2008: 2.8)

### Carrier average

0.5 (out of 5) (2008: 1.4)

In addition to instantly informing users that errors have been made and what the errors are, a helpful message should be provided next to each erroneous item. If the error occurs in a form item below the fold then when users scroll down they'll be unable to see the error summary at the top of the page. Likewise, if the error summary is provided as an alert then there's no reminder as to what the error was when the alert is closed.

**your name:**

**✘ Please specify the last name of this traveller.**

\* Title    \* First/given name    Initial    \* Last name/surname

Mr.    John      

\* Your e-mail address

The ebookers' booking process conveniently highlights each field containing errors clearly to direct the user's effort in recovery.

It's very disappointing that 10 out of the 20 sites didn't highlight at all the form fields that need correcting. The use of red text to emphasise such fields is a well-established design solution for transaction-based sites.

Category: Errors and error handling

## 19. Provide explicit instructions on how to correct errors

### Overall average

0.8 (out of 5) (2008: 0.5)

### Travel agent average

1.1 (out of 5) (2008: 0.8)

### Carrier average

0.5 (out of 5) (2008: 0.2)

No matter how much travel sites try to prevent it, users will make mistakes during the booking process. If users can't immediately work out the error and how to fix it, they may be unwilling (or even unable) to continue with the booking process.

By providing them with highly visible and informative error messages, users can correct mistakes and continue on through the booking process. If users find it difficult (or even impossible) to correct their mistakes they'll likely go to a website that helps them all the way.

Instructions on fixing errors should:

- ❑ Be explicit in explaining what's wrong and what needs fixing
- ❑ Not assign any blame to users
- ❑ Avoid using words like 'error' or 'mistake'
- ❑ Steer clear of long words and/or jargon

❗ User name is required and must be at least 4 characters long. Valid characters are limited to letters, numbers, dashes and underscores. Spaces are not allowed, nor are special characters such as @ # \$ & ( ) / .

User name: (4-30 characters)

Expedia uses simple, plain language to provide clear recovery instructions.

easyJet provides some helpful instructions, but using a popup means that instructions will disappear when the popup is dismissed.

issue number, then please leave blank.

### Confirm purchase

All bookings will incur a £  
Carte Bleue (domestic tra  
MasterCard, Diners Club  
2.5% of the total transacti

Note this is a UK retail si  
to a cross border fee app

The total amount that will

Paying by credit card

Alert: https://www.easyjet.com/

Please provide  
- Please enter a valid email address

Please enter the credit card number, without dashes, letters or spaces.

Your password must be a single word between 6 and 20 characters in length.

OK

Paying by debit card

Paying by visa Electron

Again, many sites didn't do very well against this guideline with only 10 out of the 20 sites scoring anything at all.

This result is disappointing because this guideline is 'bread and butter' usability. If users aren't able to recover and progress through their task there's a good chance they'll give up and go elsewhere.

Category: Errors and error handling

## 20. Ensure the system is able to cope with common errors

### Overall average

4.1 out of 5 (2008: 4.3)

### Travel agent average

3.8 out of 5 (2008: 4.5)

### Carrier average

4.4 (out of 5) (2008: 4.0)

Although users will typically make errors when going through the booking process, some of these errors can be avoided through the clever use of technology. For example, a phone number can be submitted in a number of ways, all of which should be allowed:

- ❑ (0870) 242 6095
- ❑ 0870-242-6095
- ❑ 0870 242 6095

The booking process should allow all these combinations, stripping out any brackets, hyphens or spaces. Other items that can be entered in a number of different ways include (spaces vs. no spaces, slashes vs. no slashes etc.):

- ❑ Credit card numbers
- ❑ Date of birth
- ❑ Postcode

A website can be proactive in explicitly stating the required format but should still allow different formats to be submitted.

	Int. Code - Area/City Code - Number
<b>Phone Number of lead Passenger*</b>	<input type="text"/> ? - <input type="text"/> - <input type="text"/>
<b>Mobile number of lead Passenger</b>	<input type="text"/> ? - <input type="text"/> - <input type="text"/>
<b>Away contact number of lead Passenger</b>	<input type="text"/> ? - <input type="text"/> - <input type="text"/>

Ryanair forces customers to enter phone numbers using an international code and area code, which may confuse some people and result in erroneous entries.

The travel sites scored well against this guideline with only 3 sites out of the 20 scoring below 2 out of 5.

## Trends

In addition to the criteria evaluated above, we have noticed a number of websites using novel techniques that help both to increase their revenues and to make life easier for their customers.

### Showing scarcity

Showing the scarcity of goods has helped push sales in any kind of commerce, and it's encouraging that a few travel websites have now started using this sales technique. In previous research, we found that customers can sometimes be indecisive when booking their holidays, and often missed good deals. Showing scarcity can perhaps help them make up their minds quicker.

Price	Depart	Arrive	From	To	Flight Operating	Class
£232 Ⓢ	07:35 17 Apr	07:55 17 Apr	Charles de Gaulle (Paris)	Heathrow (London)		
Only 3 seat(s) left at this price, book now to avoid disappointment						

BA shows this notice when there's a limited number of seats at a specific price.

### Cross-selling and up-selling

Cross-selling and up-selling has usually been restricted to the last steps of the booking process. However, a few travel sites have now realised that their customers may be flexible at the beginning of the booking process, and have started offering recommendations for different flights and destinations at this point. Thus, customers who aren't satisfied with the first results that they get can easily search for something else rather than leave the site and visit a competitor.

#### More choices

People who looked at Paris also looked at:

- > Amsterdam
- > New York
- > Rome

BA provides suggestions for alternative destinations, based on the past booking behaviour of their customers.

1. choose flights > 2. who's flying & extras > 3. b

select your flights to Alicante

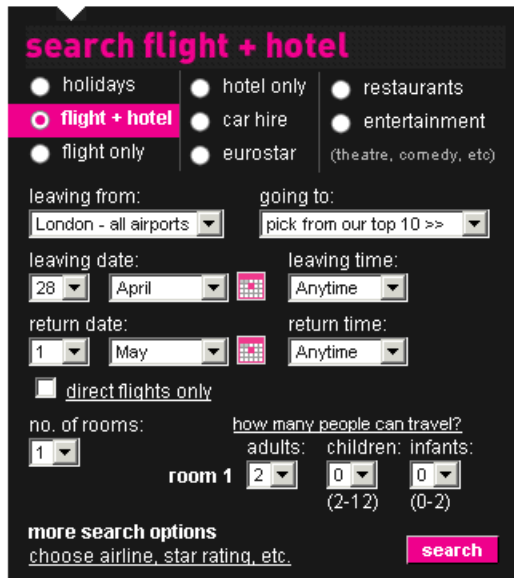
#### Don't Forget

We also fly to Alicante from **Birmingham Intl**, **London Gatwick** and **Manchester**.

Monarch's suggestion for alternative departure airports will be appreciated by customers who may not have been aware that they had a choice.

## Smart form defaults

While a lot can be done to help customers avoid mistakes when filling in forms, a few websites have realised that it's even better to minimise form entry where possible. One way to do so is to pre-fill form fields with "smart defaults", i.e. choices that are likely to be close to what the customer would enter in the first place.



Lastminute.com pre-fills the date fields with dates that are 2 weeks ahead from when customers visit the site.

If, based on information from past bookings customers are more likely to book holidays in that period, they may only need to make a small adjustment to the pre-selected dates rather than enter them from scratch.

## Alternative travel

Finally, there's been a lot of talk about encouraging travelers to make more eco-friendly travel choices, such as a taking the train instead of flying. However, this often meant shopping around more than most travelers were prepared to do. Lastminute.com has taken a first step towards making this process easier, and is now showing by default Eurostar fares alongside airline fares when customers search for flights to Paris:





## Conclusion

Overall, the UK travel sites featured in this report still aren't doing enough to maximise their share of the potential revenue in this highly contested marketplace. Though the average usability score has increased from 51.5% to 56.7% since last year, key guidelines that still need improvement include displaying clear progress bars, clear identification of errors and providing information on airports.

Usability is essential so that site visitors can find the flights they're looking for quickly and intuitively. A poor user experience could lead to customers going elsewhere and could jeopardise the recent push in online check-ins.

The online travel market is highly competitive with many companies offering the same flights and packages at similar prices, and if customers find one site difficult to use, they will often seek out a competitor.

The usability guidelines presented in this report represent just the start to achieving excellent usability and an outstanding user experience. The use of usability guidelines is essential, but they should always be used in conjunction with usability testing on a regular basis. Usability testing involves analysing typical site visitors complete typical tasks on your website (see [www.webcredible.co.uk/testing](http://www.webcredible.co.uk/testing) for more details).

## References

1. Carl H. Marcussen, 'Trends in European Internet Distribution – of Travel and Tourism Services' Update 23 March 2009  
([www.crt.dk/uk/staff/chm/trends.htm](http://www.crt.dk/uk/staff/chm/trends.htm))
2. Travolution, 'Travolution Journeys - Phone a friend...ask the audience, or take a chance' September 2008  
([www.travolution.co.uk/articles/2008/09/11/1711/travolution-journeys---phone-a-friendask-the-audience,-or-take-a.html](http://www.travolution.co.uk/articles/2008/09/11/1711/travolution-journeys---phone-a-friendask-the-audience,-or-take-a.html))

## Appendix: Full results

The full list of websites audited, and the score they achieved for each guideline is as follows:

Website	Guideline number																				TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
British Airways <a href="http://www.britishairways.com">www.britishairways.com</a>	5	3	4	4	5	5	5	0	4	5	0	5	1	5	5	4	5	1	0	5	71
Expedia <a href="http://www.expedia.co.uk">www.expedia.co.uk</a>	5	5	3	3	4	5	2	1	4	5	3	5	3	5	0	3	1	5	5	3	70
Virgin Atlantic <a href="http://www.virgin-atlantic.com">www.virgin-atlantic.com</a>	4	3	4	5	3	5	5	0	4	4	3	5	1	5	4	4	4	1	1	5	70
Travelocity <a href="http://www.travelocity.co.uk">www.travelocity.co.uk</a>	5	5	5	3	4	4	1	2	3	5	0	5	4	5	1	1	2	3	2	5	65
BMI <a href="http://www.flybmi.com">www.flybmi.com</a>	5	2	3	4	4	5	4	1	4	0	3	4	1	5	5	5	5	0	0	5	65
Opodo <a href="http://www.opodo.co.uk">www.opodo.co.uk</a>	5	5	3	3	5	5	3	0	4	5	0	5	3	4	2	2	5	0	1	2	62
Flight Centre <a href="http://www.flightcentre.co.uk">www.flightcentre.co.uk</a>	2	3	4	3	3	4	2	1	4	5	2	4	5	5	2	5	1	0	0	5	60
Lastminute <a href="http://www.lastminute.com">www.lastminute.com</a>	4	5	5	3	4	4	2	2	3	5	0	5	1	2	1	1	2	3	2	5	59
STA Travel <a href="http://www.statravel.co.uk">www.statravel.co.uk</a>	5	0	2	4	5	2	1	0	3	5	0	5	4	5	3	4	5	0	0	5	58
Netflights <a href="http://www.netflights.com">www.netflights.com</a>	5	4	3	4	2	0	2	0	4	1	1	4	5	4	4	5	5	0	0	3	56
ebookers <a href="http://www.ebookers.com">www.ebookers.com</a>	3	4	4	2	2	4	2	1	4	1	0	5	5	4	2	2	1	5	0	5	56



User experience research & design

Website	Guideline number																				TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Travelbag <a href="http://www.travelbag.co.uk">www.travelbag.co.uk</a>	3	0	2	4	2	2	1	1	4	5	1	4	4	5	5	3	2	0	1	5	54
Flybe <a href="http://www.flybe.com">www.flybe.com</a>	4	1	0	4	5	5	3	0	1	3	0	4	1	4	3	4	4	1	1	5	53
Thomsonfly <a href="http://www.thomsonfly.com">www.thomsonfly.com</a>	5	1	4	4	4	5	2	1	2	1	3	5	0	0	3	3	3	0	0	5	51
easyJet <a href="http://www.easyjet.com">www.easyjet.com</a>	5	1	4	5	4	5	0	1	2	3	3	4	0	4	1	2	3	0	1	2	50
First Choice <a href="http://www.firstchoice.co.uk">www.firstchoice.co.uk</a>	0	0	4	4	5	5	3	1	3	1	0	5	5	4	2	3	0	1	0	4	50
Jet2.com <a href="http://www.jet2.com">www.jet2.com</a>	4	0	0	5	5	5	3	0	2	0	0	2	0	4	4	3	5	1	1	5	49
Thomas Cook <a href="http://www.thomascook.com">www.thomascook.com</a>	3	2	2	3	4	3	3	0	3	5	0	4	0	5	4	1	0	5	0	0	47
Monarch <a href="http://www.flymonarch.com">www.flymonarch.com</a>	2	2	3	4	4	5	0	1	1	4	1	2	1	4	1	3	3	0	1	5	47
Ryanair <a href="http://www.ryanair.com">www.ryanair.com</a>	4	0	3	4	4	5	3	1	2	1	1	4	1	0	1	1	3	0	0	3	41
<b>TOTAL</b>	78	46	62	75	78	83	47	14	61	64	21	86	45	79	53	59	59	26	16	82	
<b>Average score</b>	<b>3.9</b>	<b>2.3</b>	<b>3.1</b>	<b>3.8</b>	<b>3.9</b>	<b>4.2</b>	<b>2.4</b>	<b>0.7</b>	<b>3.1</b>	<b>3.2</b>	<b>1.1</b>	<b>4.3</b>	<b>2.3</b>	<b>4.0</b>	<b>2.7</b>	<b>3.0</b>	<b>3.0</b>	<b>1.3</b>	<b>0.8</b>	<b>4.1</b>	<b>56.7</b>



## About Webcredible

Webcredible is a user experience consultancy, offering a range of usability, accessibility & design services based around your specific requirements:

### User-centered design

- Information architecture
- Interaction design

### Web development & audits

- Accessible CSS web design
- Accessible content management system
- Accessibility audits

### User research

- Usability testing
- Interviews & focus groups
- Persona creation

### Training & mentoring

- Usability, IA & web writing
- Accessibility & CSS
- Ongoing support & mentoring

Webcredible is widely regarded as one of the most innovative and respected user experience consultancies in the UK. Our 150+ research articles have been re-published on 100s of websites and we receive 150,000+ visitors to our website each month.

We are:

- Focused on client needs** – Our aims are to ensure public sector organisations most effectively disseminate information and increase conversion rates for companies.
- Passionate** – The team here at Webcredible loves what they do and we only recruit staff passionate about usability and accessibility.
- Approachable** – We're friendly and jargon-free. Consultants, despite being highly educated and experienced, only communicate in a user-friendly manner.

Clients include Airmiles, Cheapflights, eBay, Kuoni, Sony, T-Mobile, Thetrainline, Thomson and VisitBritain.

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