Competitive benchmark

Overview

This isn't a very technical project but it will take some time to do well. You'll review four websites or four mobile apps and benchmark them to see what they are doing well that you can emulate when it comes to designing your own airline website and app.

Three of the websites or apps that you review should be airlines but see if you can learn anything from other types of travel apps such as aggregators or hotel websites.

Objectives

- Learn how best-in-class websites and apps solve the problem we are trying to solve
- Understand the conventions we should follow
- Highlight best practice that we should emulate
- Use the project materials to build your portfolio

Tasks

1. Identify four websites or four apps. Three of the websites or apps should be airlines. You are welcome to include one wildcard but it should be travel related, such as a travel aggregator or hotel

2. Review each website and app. Take screenshots and paste them into your benchmark document. Follow the format we outline in the video lesson. That is, use plenty of screenshots with some commentary to explain what's happening in each screenshot and what's good about it

Key considerations

- Feel free to use the same airline websites or mobile apps that you used in your usability test sessions. However, this is not compulsory. You might learn something new by looking at other airlines
- You are free to create the document in any language
- Projects are not graded but reviewed to ensure a sufficient level of work has been done

What do you need to upload to your Dropbox folder?

- Completed benchmark document in PDF format