



Project One

Competitive benchmark

Richard Marseglia

Objectives

Analyse websites of some of the “best-in-class” airlines, evaluating how these market leaders are addressing the same problems we will be facing, specifically the flight booking process, when designing the Fly UX website.

How do “best-in-class” websites solve the problems we are looking to solve with Fly UX?

To answer this I will be highlighting best design practices that can be emulated, identify areas of improvement and establish conventions that we need to follow.





The resulting research will be used to design an online experience that will help the user achieve their end goal of booking a flight, easily and efficiently.



Evaluation

UX evaluation will include 3 airline websites and 1 “wildcard” website.

The focus of this evaluation will be as follows:

-  Homepage
-  Search (incl. Search results)
-  Cost (incl. Ancilleries)
-  Book

-  **Positive**
Best practices of usability and heuristics
-  **Neutral**
Expected behaviour
-  **Negative**
Needs improvement

Competitors



Ranked as the world's best airline by Skytrax four times and topped Travel & Leisure's best airline rankings for more than 20 years



We are a low-cost European point-to-point airline



Emirates fly the world's biggest fleets of Airbus A380s and Boeing 777s, offering our customers the comforts of the latest and most efficient wide-body aircraft in the skies.

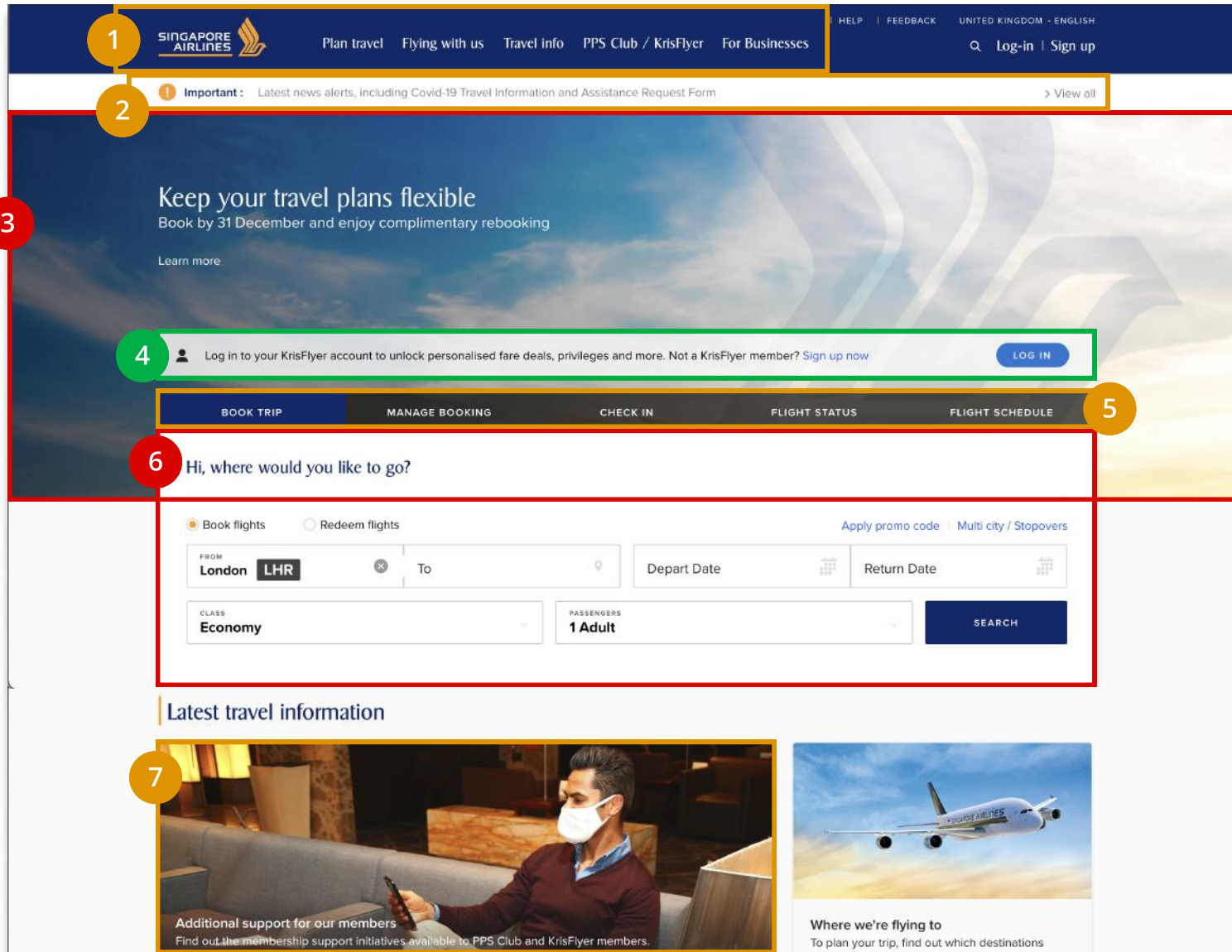


Pairing homeowners with families looking for places to stay. Vacation Rentals By Owner (Vrbo)

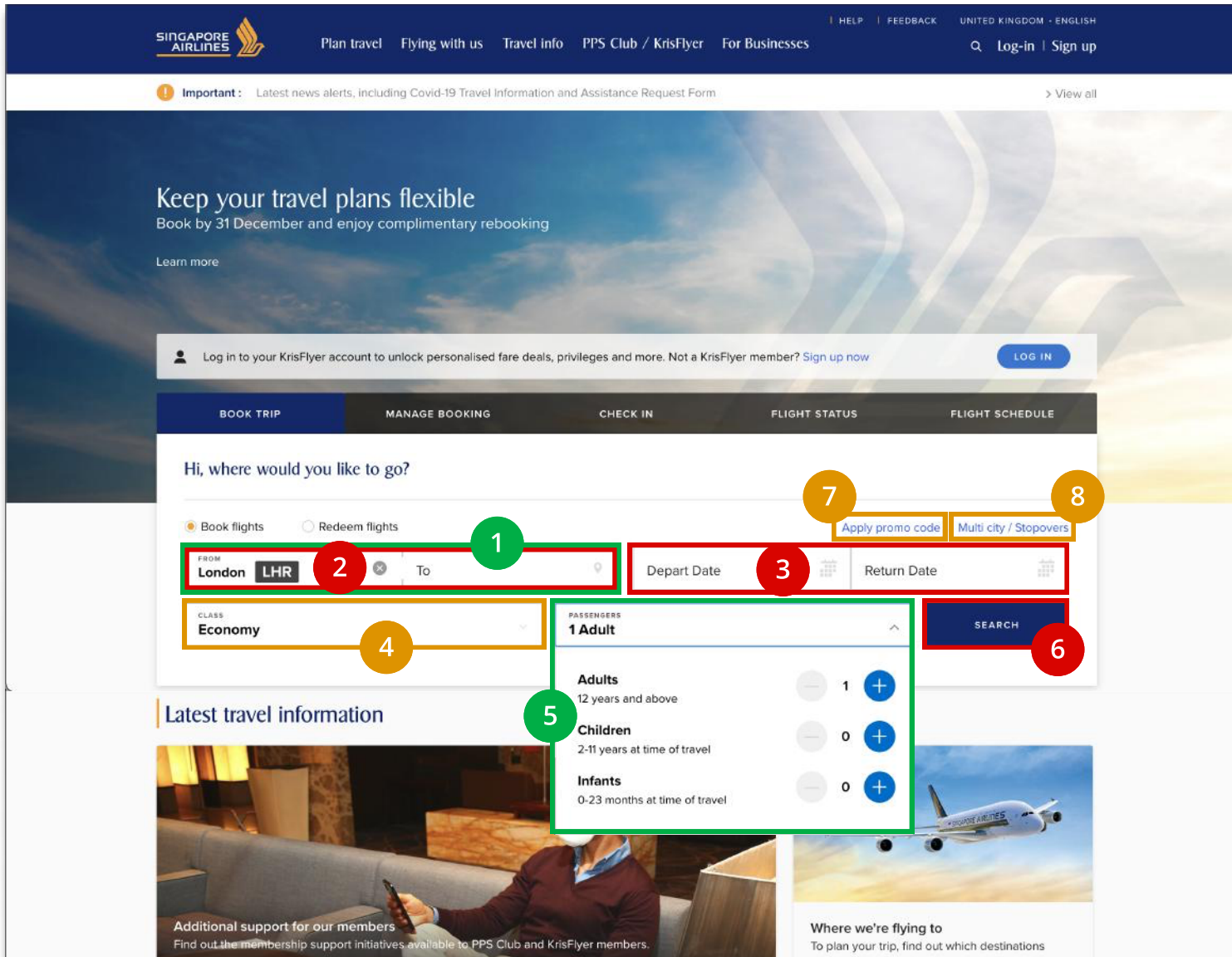


**SINGAPORE
AIRLINES**





- 1 Simple navigation.
- 2 Clean view of important information with option to click through to view all alerts.
- 3 Large amount of wasted space.
- 4 Log in / Sign up for "personalised" deals .
- 5 Tabs for search, manage booking, check flight info.
- 6 Search panel is close to "fold" on a large screen and below for smaller screens.
- 7 Imagery reflecting current climate.



- 1 Intuitive airport selection.
Airport search filters from 1st character.
- 2 Defaults to LHR.
Clearing 1 (any) airport field clears both airport fields.
Available routes (due to travel restrictions) difficult to find and not filtered in search form.
- 3 No flexibility (+/-) on date selection.
- 4 Class defaults to Economy
- 5 Passenger selection simple design.
- 6 Form reset to defaults when no flight available.
- 7 Opens a page with simple form.
- 8 Opens a page with similar search panel.

The screenshot shows the Singapore Airlines search results page. The breadcrumb at the top (1) reads: 1 FLIGHTS > 2 PASSENGERS > 3 SEATS > 4 ADD-ONS > 5 PAYMENT. A sticky summary (2) shows the search criteria: HND - SYD ⇄ SYD - HND • 2 Adults. It details the departure (03 JUL (SAT) Tokyo (HND) to 03 JUL (SAT) Sydney (SYD)) and return (17 JUL (SAT) Sydney (SYD) to 18 JUL (SUN) Tokyo (HND)). An 'EDIT SEARCH' button (4) is located below the summary. The main heading (6) is 'I. Tokyo to Sydney'. A sorting menu (7) is set to 'TRAVEL DURATION'. A 'See 7-day fares' button (5) is also present. The results table (8) shows two options: a direct flight HND 02:05 (Economy: 207,230 JPY) and a one-stop flight HND 17:05 via Singapore (Economy: 207,230 JPY; Premium Economy: 225,730 JPY). A 'ECONOMY FLEXI FARE CONDITIONS' section (9) is at the bottom, listing baggage (35kg) and cancellation (JPY 10,000).

- 1 Breadcrumb denoting progress
- 2 Clean summary of search criteria
- 3 Inconsistent use of “Sticky” summary and search criteria.
 - Breadcrumb - No
 - Flight / Passenger - No
 - Search criteria - No
- 4 “Edit search” UI is disconnected and clunky
- 5 “See 7 -day fares” simple grid, no frills, (no navigation back to search results)
- 6 Large amount of wasted space
- 7 4 Sorting options, defaults to “Travel Duration”
- 8 Oversized results cards
- 9 Both legs displayed, but cannot process to return until Departing is selected

1

HND - SYD ⇄ SYD - HND • 1 Adult

Departing 05 JUN (SAT) HND 17:05 Tokyo	✈️ 18hrs 20mins	06 JUN (SUN) SYD 10:25 Sydney	Returning 16 JUN (WED) SYD 7:55 Sydney	✈️ 18hrs 5mins	17 JUN (THU) HND 1:00 Tokyo	Total fare 1 ADULT JPY 207,240 <small>Total fare includes discounts, taxes and surcharges</small>	View details
--	--------------------	--	--	-------------------	--	---	------------------------------

[EDIT SEARCH](#)

I. Tokyo to Sydney

See 7-day fares

SORT BY: **TRAVEL DURATION** PRICE ARRIVAL TIME DEPARTURE TIME

One-stop • 16hrs 10mins	ECONOMY	PREMIUM ECONOMY
<p>HND 02:05 Tokyo 03 Jul (Sat)</p> <p>SIN 1h 35m</p> <p>SYD 19:15 Sydney 03 Jul (Sat)</p> <p>Singapore Airlines • SQ 639 Singapore Airlines • SQ 211</p>	FROM JPY 207,320 PER ADULT	Not available
<p>HND 17:05 Tokyo 03 Jul (Sat) Haneda Intl Terminal 3</p> <p>Layover time: 1hr 40mins</p> <p>SIN 23:05 Singapore 03 Jul (Sat) Changi</p> <p>Singapore Airlines • SQ 633 Airbus A350-900 Economy</p> <p>SIN 00:45 Singapore 04 Jul (Sun) Changi Terminal 3</p> <p>SYD 10:25 Sydney 04 Jul (Sun) Kingsford Smith Terminal 1</p> <p>Singapore Airlines • SQ 231 Airbus A380-800 Economy</p>	FROM JPY 207,320 PER ADULT	FROM JPY 225,820 PER ADULT

ECONOMY FLEXI FARE CONDITIONS

Baggage	35kg	Cancellation	JPY 10,000
Seat selection	Complimentary (Standard & Forward Zone Seats)	Booking change	Complimentary
Earn KrisFlyer miles	100%	No show	JPY 10,000
Upgrade with miles	Allowed		

View PPS Club / KrisFlyer privileges

JPY 207,320

[SELECT](#)

- 1** Inconsistent use of “Sticky” summary and search criteria.
 - Breadcrumb - No
 - Flight / Passenger - Yes
 - Search criteria - Yes
- 2** Side-by-side price comparison based on “Class”
- 3** Expand card to select flight
- 4** Expanded Search card has large amount of wasted space
- 5** Good use of icons denoting what’s included and additional fees
- 6** Link to Modal displaying member privileges by Class according to membership tier

I. Tokyo to Sydney

One-stop • 16hrs 20mins

HND 17:05 Tokyo 05 Jun (Sat) **SIN** 1h 40m **SYD 10:25** Sydney 06 Jun (Sun)

Singapore Airlines • SQ 633
Singapore Airlines • SQ 231

1 CHANGE

2. Sydney to Tokyo

One-stop • 18hrs 5mins

SYD 07:55 Sydney 16 Jun (Wed) **SIN** 2h 50m **HND 01:00** Tokyo 17 Jun (Thu)

Singapore Airlines • SQ 212
Singapore Airlines • SQ 630

ECONOMY FLEXI CHANGE

Here's a summary of fare conditions

For more details on Travel Itinerary Sequence and No Show, please refer to the full fare conditions.

Fare Conditions	HND - SYD Economy Flexi	SYD - HND Economy Flexi
Baggage	35kg	35kg
Seat selection	Complimentary (Standard & Forward Zone Seats)	Complimentary (Standard & Forward Zone Seats)
Earn KrisFlyer miles	100%	100%
Upgrade with miles	Allowed	Allowed
Cancellation	JPY 10,000	JPY 10,000
Booking change	Complimentary	Complimentary
No show	JPY 10,000	JPY 10,000

2

Fees shown here are indicative. As the original fees are based in US Dollars, the actual fees may vary due to exchange rate fluctuations. The original fees can be found on the ticket of a confirmed booking.

[Full fare rules and conditions](#)

Fares are not guaranteed until payment is completed

Use your flight credits for this booking

If you previously retained the unused value of your ticket as flight credits, you can use them to offset the cost of this booking. Enter the booking reference of your affected booking to retrieve your flight credits.

Six-character booking reference Last / Family name (As in passport) RETRIEVE CREDITS

PROCEED

- 1** Changing Departure flight de-selects Return choice
- 2** Easy to ready "Summary of fare conditions"

1. Breadcrumb navigation: HND - SYD - HND - TAVELT

2. Flight details: HND 17:05 to SYD 10:25

3. PPS Club / KrisFlyer login prompt

4. Passenger details form for PASSENGER 1 - ADULT MR RICHARD MARSEGLIA

5. Informative tooltip: Tips on entering your name

6. PPS Club / KrisFlyer membership details

7. Tab for PASSENGER 1 - ADULT MR RICHARD MARSEGLIA

8. Navigation buttons: NEXT SEAT SELECTION, STRAIGHT TO PAYMENT

5. Tips on entering your name

Enter your full name just as it appears on your passport. Use only alphabetical characters (A to Z), with a maximum of 25 characters for your first/given name, and 30 characters for your last/family name

No first name

No last name

If you don't have a last name, check the box stating "This passenger does not have a first/given name". Then enter your first name in the last/family name field.

Name on the travel document:
Keiran

First / Given name (as in passport)*

This passenger does not have a first/given name in the passport.

Last / Given name (as in passport)*

Keiran

This passenger is under 18 years old.

Last name contains a single letter

9. Confirm passengers

Passenger 1: **Mr Richard Marseglia**

Email Address: **richard@marseglia.co.uk**

Passenger details cannot be edited once you submit this page.

EDIT NEXT

Cost // Passenger Details //

- 1 Inconsistent use of "Sticky" summary and search criteria.
 - Breadcrumb - No
 - Flight / Passenger - No
 - Search criteria - Yes
- 2 Breadcrumb does not reflect progression (Flight highlighted on Passenger details)
- 3 Encouraging "log in" to PPS Club / KrisFlyer, no option to sign up
- 4 Simple form layout
- 5 Informative Tooltip for entering your name
- 6 Promoting PPS Club / KrisFlyer, no option to sign up
- 7 Tab displays Passenger details once form is complete
- 8 User options; Seat Selection or continue to Payment
- 9 Modal confirming Passenger details before progressing to next step

1 Navigation bar with tabs: 1 FLIGHTS, 2 PASSENGERS, 3 SEATS, 4 ADD-ONS, 5 PAYMENT

2 Flight summary: HND - SYD -> SYD - HND - 1 Adult

Departing: 03 JUL 2021, HND 17:05, Tokyo

Returning: 14 JUL 2021, SYD 15:00, Sydney

15 JUL 2021, HND 06:45, Tokyo

Total fare: 1 ADULT, JPY 207,320

3 "Select your seats" header

4 Legend: Extra Legroom Seat (JPY 6,250), Forward Zone Seat (JPY 0), Standard Seat (JPY 0), Selected seats, Not available. Includes icons for Bassinet, Windowless seat, 110V AC, and 11.3-inch touchscreen monitor.

5 "SKIP SEAT SELECTION" button

6 "NEXT FLIGHT" button

Seat for Richard Marseglia: 62G - Standard Seat - Tokyo to Singapore. This is a wheelchair-accessible seat. Standard Zone Seats are non-refundable and non-exchangeable.

Just a moment...we'll take you there soon.

- 1** Inconsistent use of "Sticky" summary and search criteria.
 - Breadcrumb - No
 - Flight / Passenger - No
 - Search criteria - No
- 2** Breadcrumb reflects Progress
- 3** Simple and easy to use Seat selection
- 4** Flight Legend is informative
- 5** Option to skip this step
- 6** Long Interstitial between every selection

1 FLIGHTS 2 PASSENGERS 3 SEATS 4 ADD-ONS 5 PAYMENT

HND - SYD ⇄ SYD - HND - 1 Adult

Departing 03 JUL 2021 HND 17:05 Tokyo 18hrs 20mins
 04 JUL 2021 SYD 10:25 Sydney
 Returning 14 JUL 2021 SYD 15:00 Sydney 18hrs 45mins
 15 JUL 2021 HND 06:45 Tokyo

Total fare 1 ADULT JPY 410,120
 Total fare includes discounts, taxes and surcharges

< BACK SKIP THIS STEP 4

Add-ons View PPS Club / KrisFlyer privileges 2

Additional Baggage 3

Pack on more convenience with an additional piece of baggage. ADDED

Prices shown are discounted Total cost JPY 202,800

5 Edit selection Remove

NEXT

- 1 Breadcrumb reflects Progress
 - 2 Promoting PPS Club / KrisFlyer, no option to sign up
 - 3 Simple Ancillary selection - Additional Baggage
 - 4 Option to skip this step
 - 5 Add, Edit, Remove selection
 - 6 Long Interstitial between every selection
- Good range of baggage weight options

5 Additional Baggage

DEPARTING HND → SYD RETURNING SYD → HND

Richard Marseglia 25% off

Your free baggage : 35 kg

ADDITIONAL BAGGAGE Please select

- + 60kg(JPY 187,200)
- + 65kg(JPY 202,800)
- + 70kg(JPY 218,400)
- + 75kg(JPY 234,000)
- + 80kg(JPY 249,600)

Total cost JPY 202,800

Prices shown are discounted.
 Displayed prices are rounded to the nearest dollar and may vary slightly from the final price shown at the payment page.

By selecting additional baggage, you agree to the terms and conditions for pre-purchased additional baggage allowance.

CANCEL CONFIRM

1 Breadcrumb reflects Progress

2 Simple accordion UI showing booking summary

3 Clean layout showing breakdown of each step

4 Standard Payment method

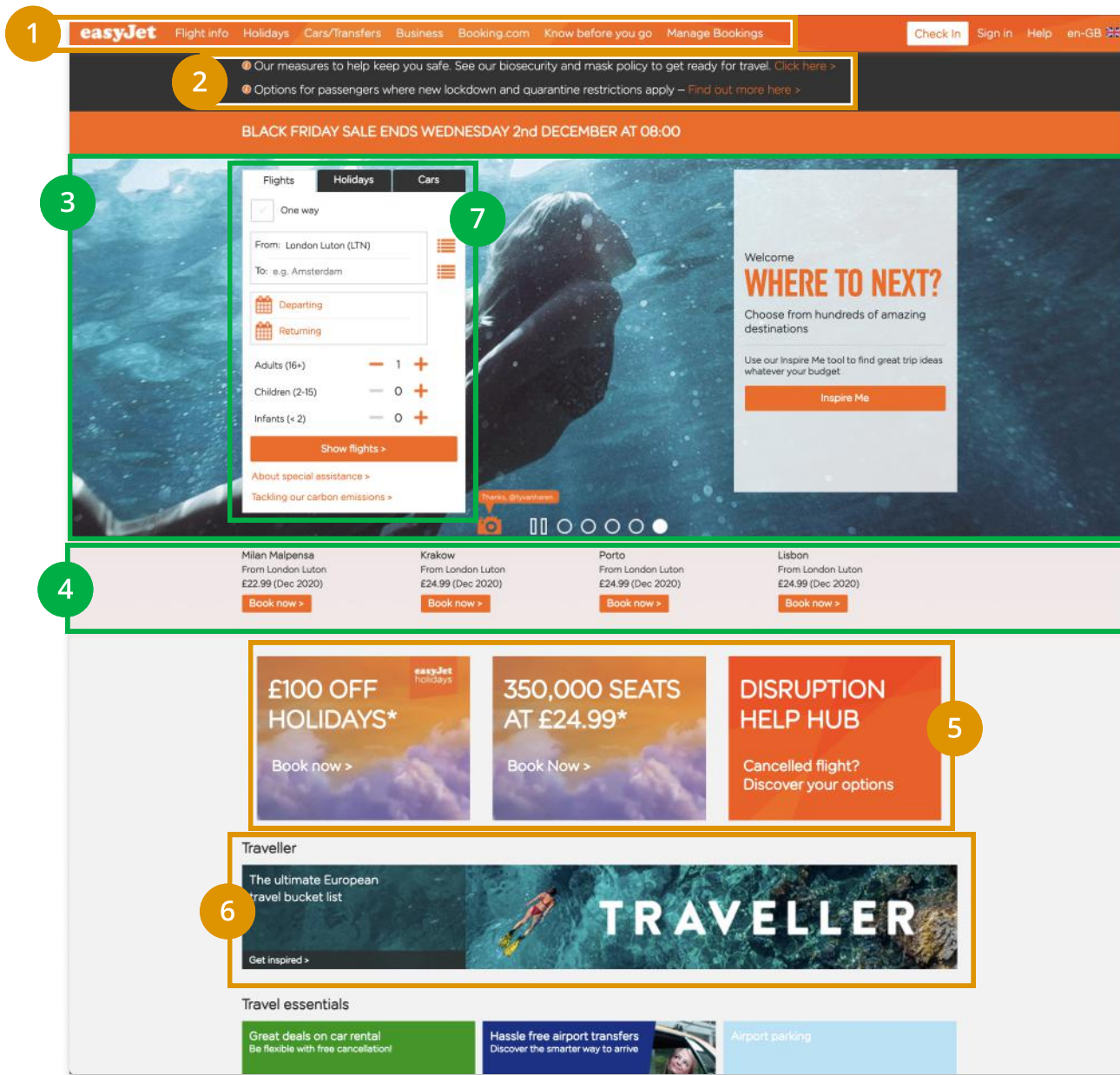
5 Standard Booking Terms and Conditions

- 1 Breadcrumb reflects Progress
- 2 Simple accordion UI showing booking summary
- 3 Clean layout showing breakdown of each step
- 4 Standard Payment method
- 5 Standard Booking Terms and Conditions

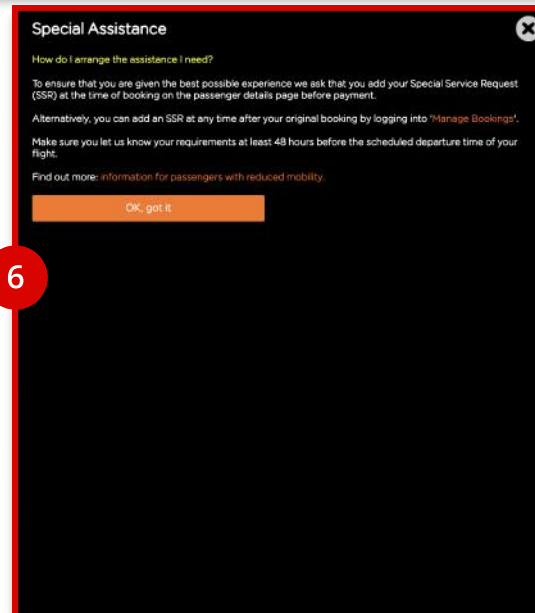
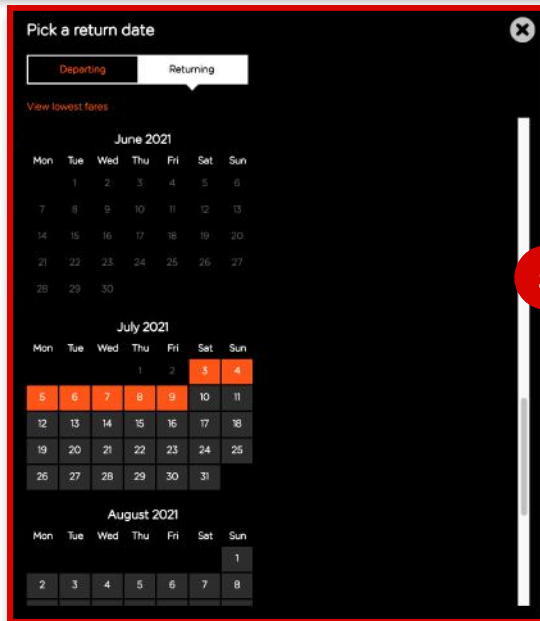
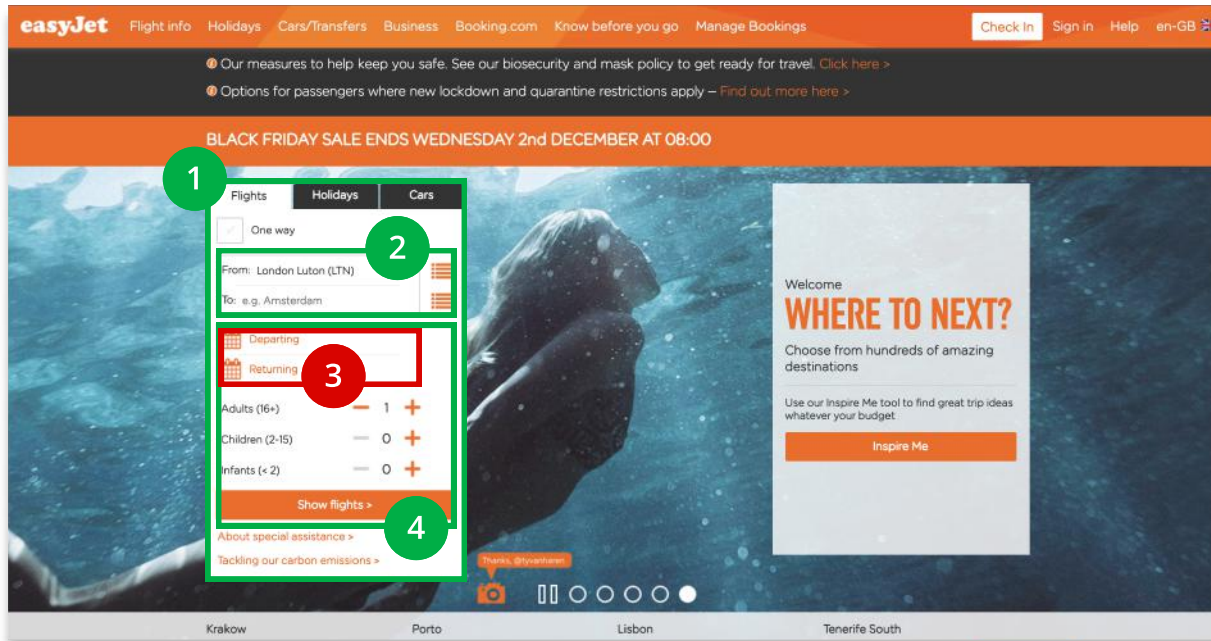
Services	Amount (JPY)
Mr Richard Marseglia	
Air Fare	192,000
Airport / Government taxes:	
Passenger Movement Charge (AMC)	4,610
Passenger Service Facilities Charge (International) (PSF)	2,610
Safety and Security Charge (Domestic/International) (SSC)	600
Airport Development Levy (ADL)	480
Passenger Services Charge - IRI (M/F)	4,520
Passenger Service and Security Fee (SG)	940
International Tourist Tax (ITX)	1,000
Passenger Service and Security Charge (International) (PSF)	100
Add Ons	
HND - SIN Standard Seat	0
SIN - SYD Forward Zone Seat	0
HND - SYD Additional 55 Kg	202,880
SYD - SIN Forward Zone Seat	0
SIN - HND Forward Zone Seat	0
Sub-total	JPY 410,180
Grand total	JPY 410,180

easyJet





- 1 Simple navigation.
- 2 Clean view of important information with option to click through for more info
- 3 Carousel Hero block with Inspirational image tips / ideas & upsell opportunities
- 4 Carousel Late Deals. Sales opportunity
- 5 Static Deal Blocks for current offerings and other promotions and information
- 6 Generic banner
- 7 Search panel in a prominent position and above the "fold"

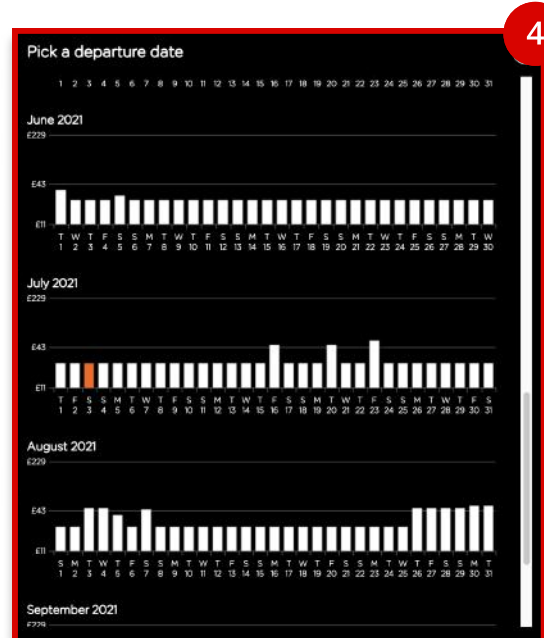


- 1 Clean design
- 2 Intuitive airport selection (1)
Airport search filters from 1st character
- 3 Modal "slidout" airport selection list (2)
No flexibility (+/-) on date selection.
- 4 Minimum requirements needed to perform search
- 5 Modal "slidout" uses half screen
Lots of empty space
- 6 Modal "slidout" accessibility concern with contrasting colours

The screenshot shows the easyJet search results page. Annotations are as follows:

- 1**: Red box around the 'FLEX' banner.
- 2**: Green box around the search criteria and '3 week view' buttons.
- 3**: Green box around the flight grid.
- 4**: Red circle around the '3 week view' button.
- 5**: Yellow circles around the 'Continue' buttons in the top and right sidebars.
- 6**: Green circle around the 'PREPARE TO FLY WITH CONFIDENCE' sidebar.

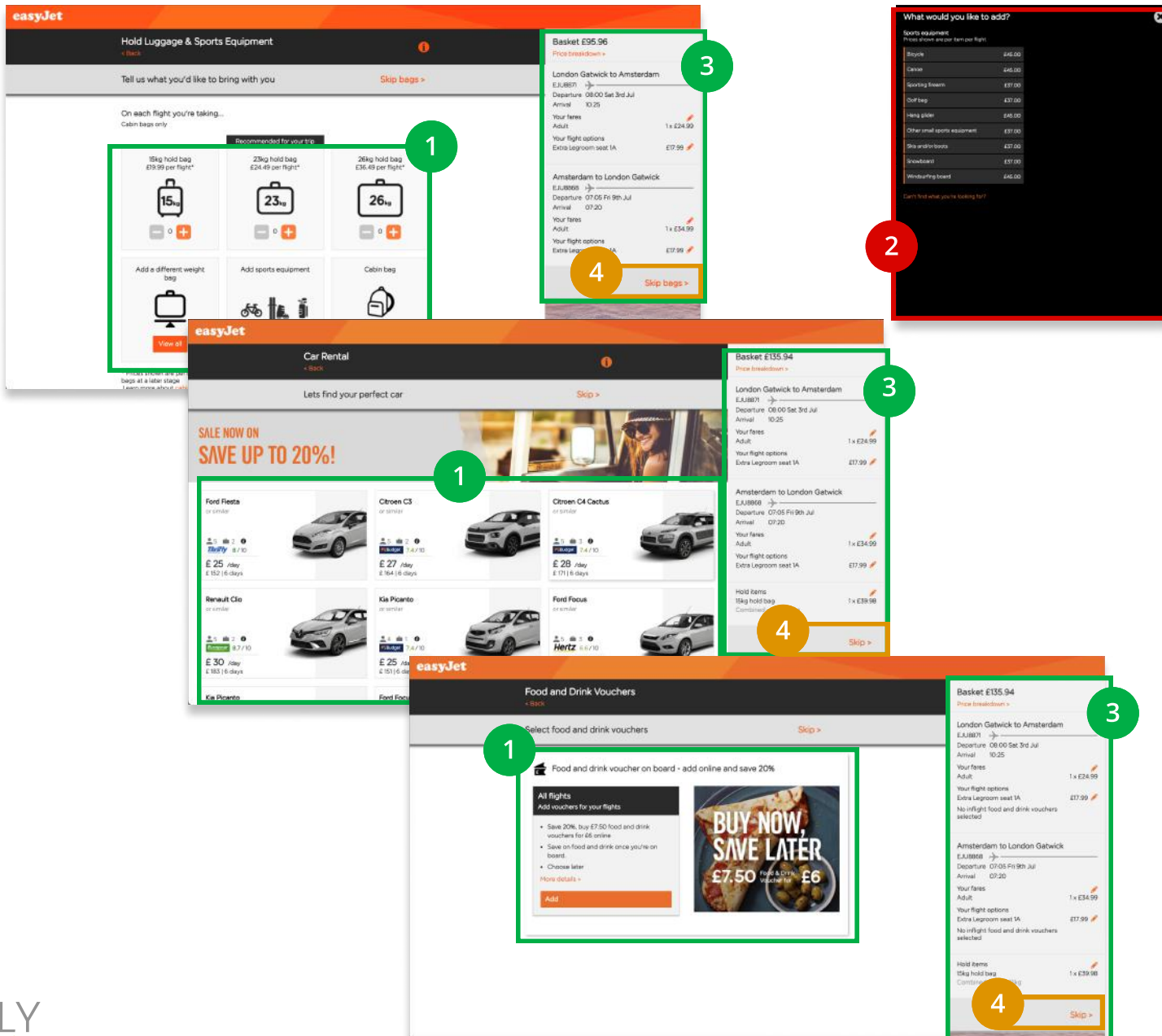
- 1** Oversized banner pushes results down
- 2** Search criteria (Inbound and Outbound leg) summary and popularity
- 3** Simple Grid layout, showing limited availability
- 4** "3 week view" shows all months, all weeks as a bar graph
- 5** Duplicate CTA
- 6** Sticky side Summary / information panel



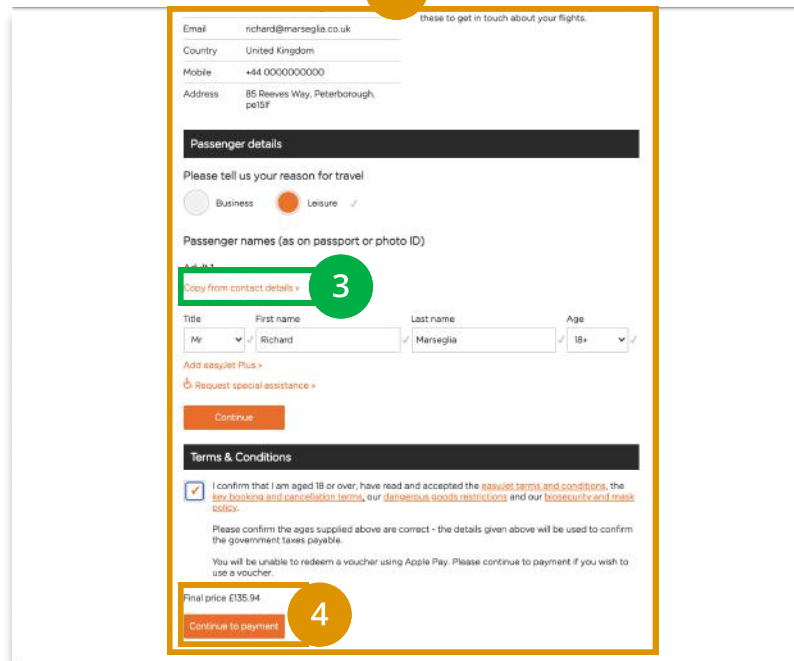
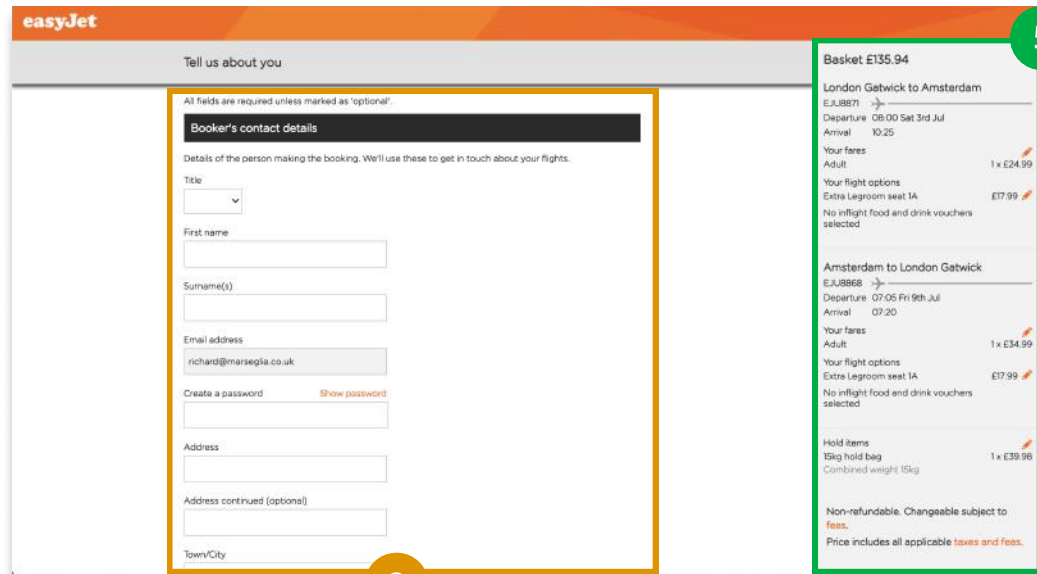
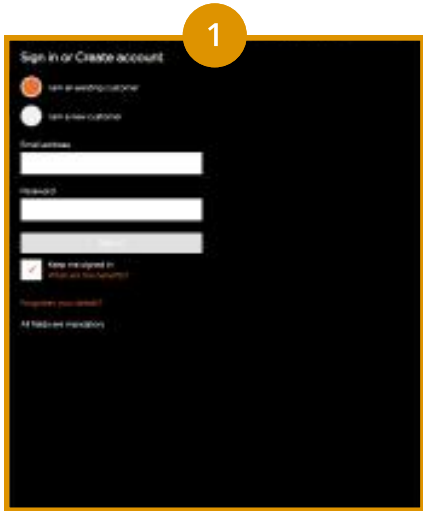
The screenshot shows the 'Seat selection optional' screen for a flight from LGW to AMS on Sat 3rd Jul. At the top, a modal 'Where would you like to sit?' is visible with a 'Skip seats >' button (callout 1). The main header includes a 'Continue' button (callout 1). The left side features a 'Seats selected' section with a 'Continue' button (callout 1) and a detailed information box for 'Adult 1' (callout 2) listing benefits like 'Extra legroom & Up front seats' and 'Save time with dedicated Bag Drop'. The center displays a seat plan grid (callout 3) with options for 'Extra Legroom' (£17.99), 'Up Front' (£15.49), and 'Standard' (£8.49). The right side has a 'Basket £77.97' summary (callout 4) for two flights: London Gatwick to Amsterdam and Amsterdam to London Gatwick, with a 'Continue' button (callout 1) below it.

- 1 Optional Seat Selection; Skip seats link, or "Continue" CTA, if selected
- 2 Seat Legend and description is informative
- 3 Clear seat plan with clear cost information
- 4 Sticky side Summary / information panel
- 5 Modal "slidout" uses half screen

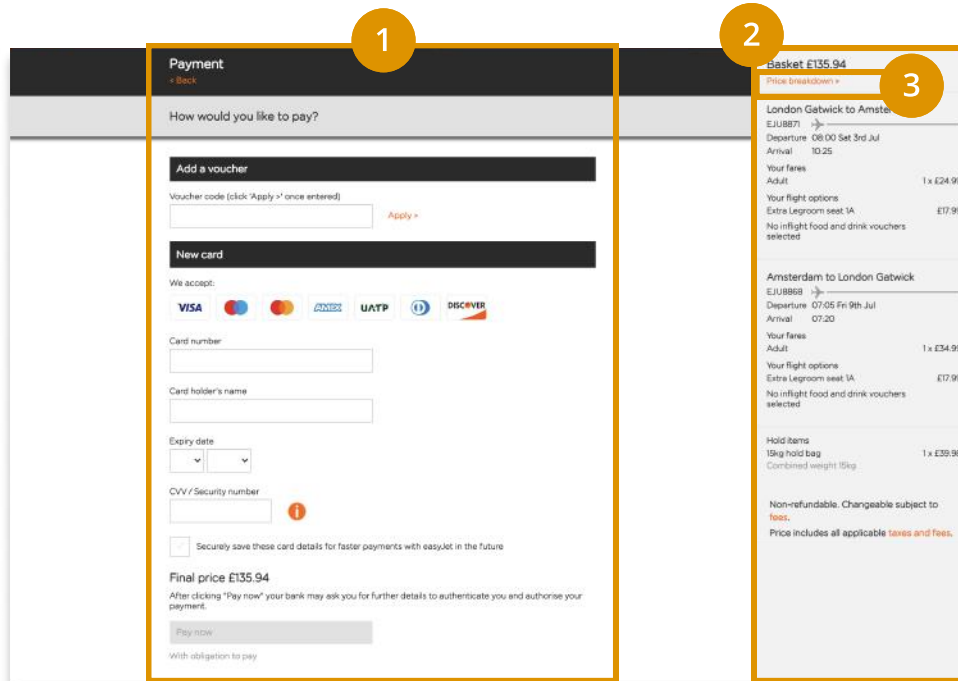
This is a modal titled 'Information about your seat' with a close button (X). It contains the following text: 'Please note there is a partition (bulkhead) in front of this Extra Legroom seat.' and 'Please confirm you wish to continue'. Below the text are two buttons: 'I want this seat' (highlighted in orange) and 'I'll choose another seat' (in a white box).



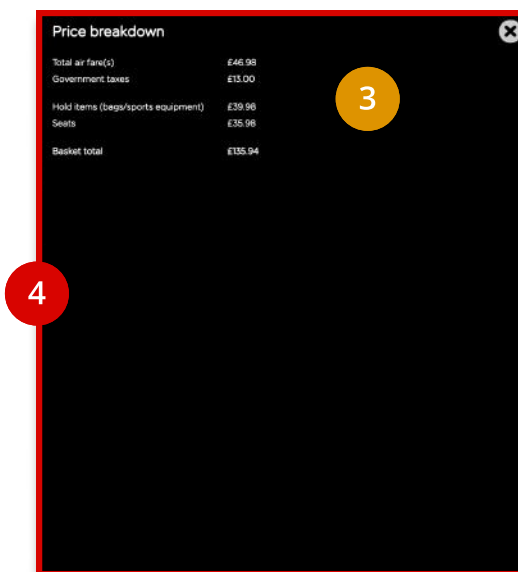
- 1 Clear iconography & good choice & upgrades
- 2 Modal "slidout" uses half screen
- 3 Sticky side Summary / information panel
- 4 Optional Ancilleries; Skip link, or "Continue" CTA, if selected



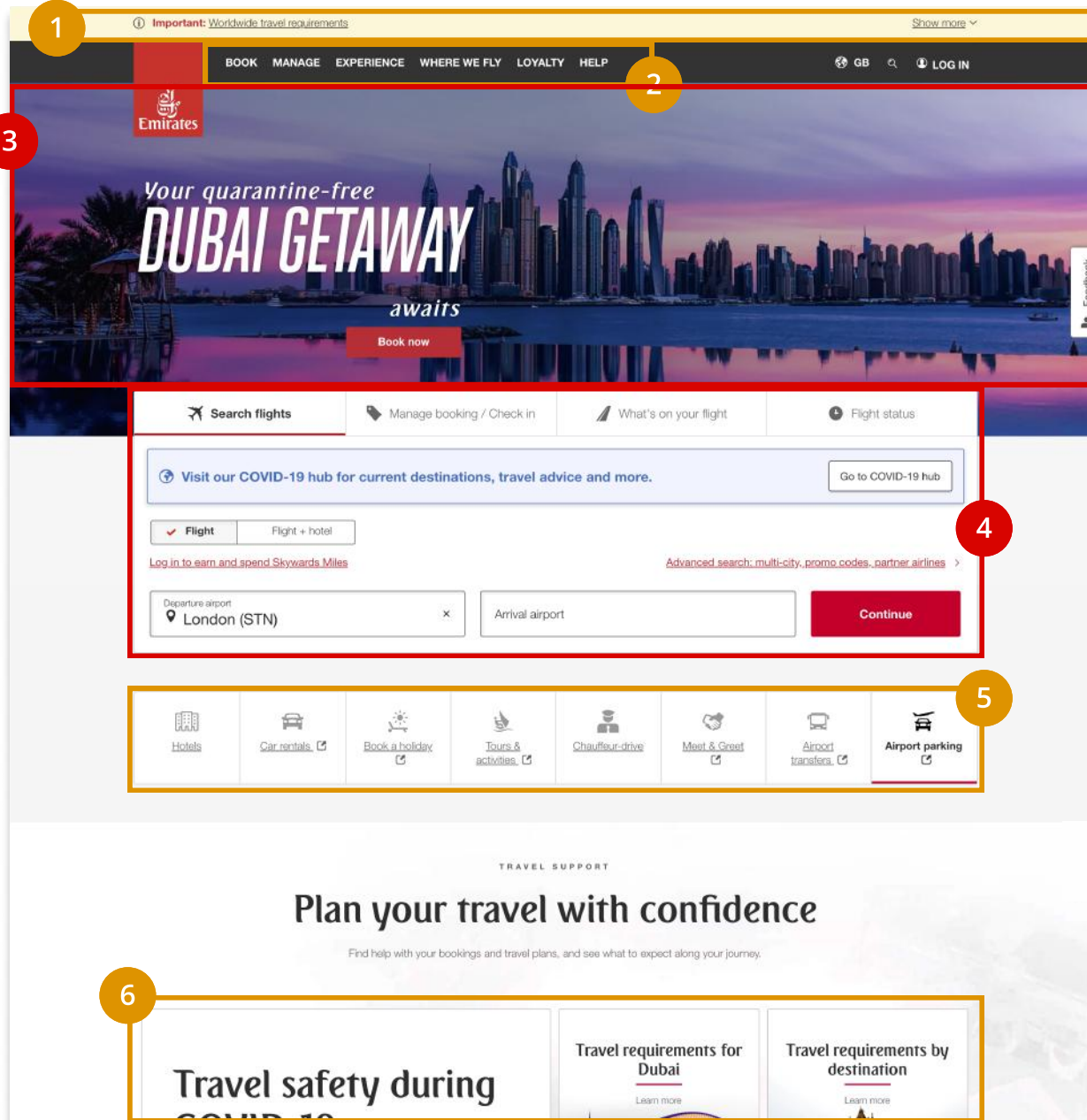
- 1 Modal for log in or Sign up before you can proceed
- 2 Simple form layout
- 3 Copy from contact details preventing repeated data entry
- 4 Price visible next to Continue CTA
- 5 Sticky side Summary / information panel



- 1 Clean standard payment layout
- 2 Standard Payment method
- 3 Price Breakdown link opens Modal
- 4 Modal "slidout" uses half screen







- 1 Clean view of important information with option to expand for more info
- 2 Simple navigation.
- 3 Large amount of wasted space.
- 4 Search panel is close to “fold” on a large screen and below for smaller screens.
- 5 Simple proposition list with links
- 6 Oversized Deal blocks and Banners

This screenshot shows the top section of the Emirates search interface. It includes navigation links for 'Search flights', 'Manage booking / Check in', 'What's on your flight', and 'Flight status'. A prominent banner for the COVID-19 hub is highlighted with callout 2. Below this, there are buttons for 'Flight' and 'Flight + hotel', and a 'Continue' button. The 'Departure airport' and 'Arrival airport' fields are highlighted with callout 3.

This screenshot shows the date selection interface. It features two calendar views for July and August 2021. The 'Departing' date is set to 03 Jul 21 and the 'Returning' date to 16 Jul 21, with callout 4 pointing to these fields. A checkbox for 'My dates are flexible (-/+ 3 days)' is highlighted with callout 5. The calendar grid shows dates from 1 to 31 for both months.

This screenshot shows the passenger and class selection interface. On the left, a 'Passengers' section allows selection of 1 Adult, 0 Teenager, 0 Child, and 0 Lap Infant, with callout 7 pointing to this area. On the right, the 'Class' dropdown is set to 'Economy Class', with callout 5 pointing to it. The 'Search flights' button is also visible.

- 1 Clean design
- 2 Minimal fields on initial search form
- 3 Important information
- 4 Intuitive airport selection
- 5 Airport search filters from 1st character
- 6 Tabbing from Arrival airport displays Calendar field
- 7 Flexibility (+/- 3 days) on date selection.
- 8 Passenger & Class fields show on completion of dates
- 9 Passenger selection simple design.

The screenshot shows the Emirates flight search results page for London (LON) to Sydney (SYD). The page is annotated with five red circles and lines:

- 1**: A green box highlights the search criteria at the top: "London (LON) to Sydney (SYD)", "Return · 1 Passenger", and a "View summary" button.
- 2**: A green box highlights the breadcrumb navigation: "1 Flights", "2 Passengers", "3 Options", "4 Payment", and "5 Verify".
- 3**: A red box highlights the main content area, which is mostly blank space, containing a price of "GBP 1,294" and a "Currency converter" dropdown menu.
- 4**: A red circle highlights the "Currency converter" dropdown menu, which is open and shows options like "Saudi Arabian Riyals", "Australian Dollars", "Indian Rupees", "Euros", and "Afghan Afghanis".
- 5**: A red circle highlights the "View summary" button at the bottom right of the page.

- 1 Search criteria (Inbound and Outbound leg) summary
- 2 Breadcrumb denoting progress
- 3 Lots of blank space pushes results down
- 4 Currency converter not intuitive and relevant on search results
- 5 View summary is empty

This screenshot shows the same Emirates flight search results page, but with a different layout. The "View summary" button is now highlighted with a red circle and labeled with the number 5. The page content is more compact, with the "Select your flights now" section visible below the breadcrumb.



Search // Results // Cont.

- 1 Clear display of Sort and Filter options
- 2 Clear Class benefits and services comparison
- 3 Additional information relating to Class benefits and services
- 4 Clear, but oversized flight selections
- 5 Hold my fare option

Outbound, London to Sydney (14 options)

Saturday, 3 July 2021

All times displayed are local for each city.

Class	Price
Economy Flex	GBP 678.45 (Lowest price)
Business	from GBP 2,631.45
First	from GBP 4,951.45

Inbound, Sydney to London (13 options)

Friday, 16 July 2021

All times displayed are local for each city.

Class	Price
Economy Flex	GBP 614.80 (Lowest price)
Business	from GBP 2,476.00
First	from GBP 3,946.00

Fare conditions

- Note: Upgrade prices and seat selection are only applicable to Emirates operated flights.
- Important: Change fees will be charged in addition to any applicable fare difference.
- The amounts quoted for refunds, change fees, Miles earned or upgrades are per person. Upgrades with Miles are subject to availability on Emirates operated flights only.

Hold My Fare - Need more time to decide? Choose Hold My Fare on the payment page to hold this fare for 72 hours.

[Back to Search flights](#) [Continue to Passengers](#)





Emirates GB

London (LON) to Sydney (SYD)
Return - 1 Passenger - [Change search](#)

Cost: GBP 1,295.25 [View summary](#)

Make a booking

1 Flights 2 Passengers 3 Options

Enter passenger information

Please enter the information below for all passengers on this itinerary and select Continue.

1

Important information

- Travel to Australia:** Only Australian citizens, permanent residents and their immediate family members are permitted to travel to Australia without a mandatory quarantine. There are also specific requirements for travel to Australia from other countries. Check the details here.
- Travel from Australia:** There are specific requirements for travel from Australia during the pandemic. Check the details here.
- Essential information to enter the UK:** The United Kingdom is taking steps to help stop the spread of COVID-19.
 - To protect your health and others', everyone must complete an online [passenger locator form](#) before arrival in the United Kingdom.
 - You may be required to self-isolate for 14 days on arrival. Check the [current countries list](#) immediately before you travel as this list can change at short notice.
 - It is a legal requirement that you wear a face covering on public transport in the UK.

Failure to comply with the above measures is a criminal offence and you could be fined. Please visit www.gov.uk/uk-border-control for detailed public health advice and requirements for entering the UK.
- Travel to the United Kingdom:** There are restrictions for travel to the United Kingdom at this time. Please read the UK government [health advice and further guidance](#) for passengers flying to the United Kingdom.
- Quarantine:** Passengers arriving from certain countries, including the UAE, will be able to enter the UK without having to self-isolate unless they have travelled to or transited through a non-exempt country 14 days before their arrival in the UK. [This full list of the countries is published here.](#) Passengers who still need to quarantine, must self-isolate in their accommodation for up to 14 days on arrival and they must provide details of their flight, transport, contact details and address for the period of self-isolation.
- Required forms:** Complete the [Passenger Locator Form](#) ahead of your journey. The form must be submitted within the 48-hour period immediately before arrival in the UK. **Effective 30 October, a fine will be imposed on arriving passengers who have not submitted the Passenger Locator Form.**
- Other information:** Passengers must wear face coverings on all flights travelling from and to the UK. [Learn more about UK government guidance on travel into the UK on their website.](#)

2

Flights [View your flight details](#) Total: GBP 1,293.25
For 1 passenger - including airfare, taxes, fees and carrier-imposed charges

03 Jul 21 16 Jul 21

STN 15:00 → SYD 22:05 +1 Economy Flex

SYD 06:00 → LHR 20:15 Economy Flex

Grand total GBP 1,293.25
No booking or credit card fees apply.

[Fare breakdown](#) [Tax breakdown](#) [Fare rules / Terms and conditions](#)
[Miles summary](#)

3

Trip summary London Stansted (STN) Sydney (SYD) [Show details](#)

Log in to your Emirates account
Use your saved information to book flights and redeem rewards. [Log in](#)

- 1 Important travel information fully expanded
- 2 Duplicate summary information
- 3 Standard Passenger information section

3

Passenger details

Passenger 1 UK/US

Title

First name

Last name

Make sure the names you enter exactly match your passport, and please use English characters only. Names can't be changed once you have completed your booking.

If you're a UAE resident, please enter your GDRFA Application Number:

GDRFA Application Number (UAE Residents)

Frequent flyer benefits

Don't forget to add your frequent flyer number to avail from exclusive benefits in the next steps.

Airline / Programme

Frequent flyer number

Contact details

Contact person

Mr Richard Marseglia (Adult)

Contact numbers

Please enter at least one contact number below.

Primary contact number

Mobile

Select a country/territory

Phone number

Set SMS reminder Receive a post-flight reminder SMS on your mobile. You will receive an SMS 48 hours prior to the departure of each flight on your itinerary. Mobile alerts are not available in all countries and regions, and not all carriers. This service is available in English only.

Add another contact number

Email address

richard@marseglia.co.uk

Subscribe to special offers from:

Country

[Back to flights](#) [Continue to Options](#)



Emirates GB

London (LON) to Sydney (SYD)
Return - 1 Passenger - [Change search](#)

Cost: **GBP 1,293.25** [View summary](#)

Make a booking

1 Flights 2 Passengers 3 Options 4 Payment 5 Verify

Your benefits

Your included benefits depend on your selected class and fare and your membership tier. Click on any of the cards for more information.

- Baggage allowance 30kg
- Inflight entertainment
- Economy Class dining
- Stay connected
- Amenity kits

1 **Baggage allowance**

Additional checked baggage allowance for Emirates Skywards members (tier applicable at the time of travel)
Silver: +12 kg, Gold: +16 kg, Platinum: +20 kg

Checked baggage allowance for your itinerary

Entire trip
30 kg per person

2 **Upgrade your flight to Business Flex**

Experience a higher level of comfort by adding more benefits to your flight class. Fare rules may apply. [View fare rules](#).

- Chauffeur-drive + GBP 1,385 [Upgrade](#)
- Lounge access + GBP 1,461.20 [Upgrade](#)
- Lie-flat beds + GBP 2,414.20 [Upgrade](#)
- Extra baggage allowance

2 **Recommended for you**

Enhance your travel experience with these options.

Choose seats

Choose a seat based on your preferences

- Choose an aisle seat for quick access or a window seat for a great view
- Preferred seats are closer to the rest and cockpit if you're a flyer
- Choose bulk seats if you'd like to get in a little earlier
- Choose extra leg room and stretch your legs

[Choose seats](#)

3 **Add excess baggage now and save money and time at the airport**

By adding excess baggage now, you can save money with special discounts compared to what you would pay at the airport and Manage your loading.

London Stansted (STN) to Sydney (SYD) Economy Plus

Richard Marseglia
Complementary baggage allowance 30kg

Additional baggage: No extra baggage

Sydney (SYD) to London Heathrow (LHR) Economy Plus

Richard Marseglia
Complementary baggage allowance 30kg

Additional baggage: No extra baggage

Total for excess baggage **GBP 0**

2 **Travel insurance**

Trip cancellation Lost or stolen baggage

Trip interruption Missed departure

Baggage delay Assistance services and travel

Standard travel insurance **GBP 40**

Provides cover for emergency medical expenses including emergency medical evacuation, the cancellation and loss of personal belongings, personal accident benefit and other benefits.

Yes, I would like to purchase travel insurance and confirm to have read and agree with the policy wording. The policy is underwritten by American International Group UK Limited and is subject only to members of the United Kingdom. All insured travellers must be under the age of 85.

Air space closure cover **GBP 2**

If you will attend your checked-in travel destination to cover various additional expenses if you're stranded as the result of an air-space closure, including accommodation and alternative travel arrangements.

Yes, I would like to add an optional closure cover

Total for all passengers **incl. 20.0% insurance premium tax** **GBP 0**

[Back to Passengers](#) [Continue to Flight](#) [Choose seats](#)

1 Large "View benefits" Information blocks pushes important ancilleries down

Large Information modal with "Your benefits" scroller

2 Good selection of ancilleries; Flight upgrade, Choose your seats, Extra baggage and Travel Insurance

Add ancilleries are clear and simple

3 Passenger Information is pre populated

Choose seats

Seat selection is optional. You can choose your seats 48 hours prior to departure for free, subject to availability, with the exception of extra legroom seats. Visit our [seat selection page](#) for more information. As part of Emirates existing policy, we endeavour to seat families with children together at check-in. Children under 13 years of age will always be seated next to an accompanying adult.

Emirates Skywards members privileges

1 passenger is missing their frequent flyer number

Add your frequent flyer number to enjoy tier benefits and get complimentary Emirates seat selection, if applicable. For more details, [check your tier benefits](#).

Show details

The table below shows the flights in your itinerary which are eligible for seating assignments.

	Flights	
Passengers	EK066 - 3 July 2021 London to Dubai	EK414 - 4 July 2021 Dubai to Sydney
1. Richard Marseglia	Select a seat below	Choose seats >
Subtotal	-	-
Grand total	-	-

Legend and cost

Prices may vary per passenger and destination.

- Regular seat - Complimentary
- Preferred seat - GBP 26
- Twin seat - GBP 41
- Extra legroom - GBP 86
- Accessible for passengers with disabilities
- Unavailable seat
- Previous seat selection
- Accompanying passenger
- Selected passenger
- Exit door

Choose your seat to check it in 3D

1. Richard Marseglia

Seat: Select a seat from the seat map

Next Flight

Confirm selection

Richard Marseglia
Dubai-Sydney

24K - Extra legroom

Price: GBP 112

Selected passenger

You are now selecting seats for your Boeing 777-300ER flight. Please use PageUp and PageDown to switch between the seat sections and arrow keys to navigate through the seat options. Press Enter to select a seat. A is the forward seat on the aircraft followed by B, C moving towards the right of the plane. 17 is the front most seat on the aircraft followed by 18, 19 moving towards the back of the plane.

Boeing 777-300ER

Seats selected

Choose a seat based on your preferences:

You have successfully added seats to your itinerary.

GBP 192

Remove all seats

Change seats

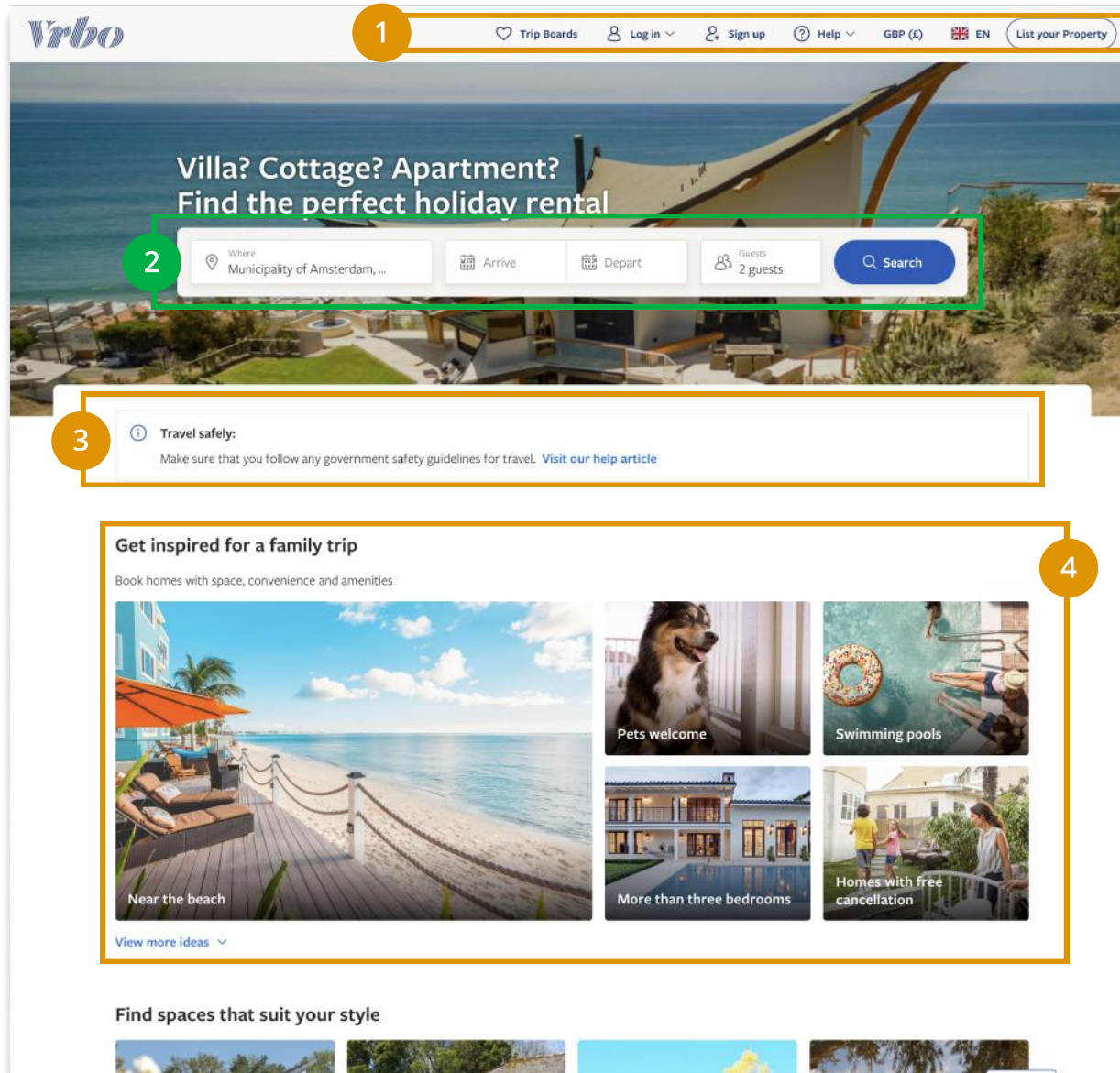
- 1 Large imagery
- 2 Basic table layout
- 3 Basic horizontal "sliding" Seat plan
- 4 Clear Legend and cost of seat selection
- 5 Interactive 3D view of seat selected
- 6 Seat selection confirmation on ancilleries page

The screenshot shows the 'Make a booking' process on the Emirates website, specifically the 'Payment' step. The page is divided into five numbered callout areas:

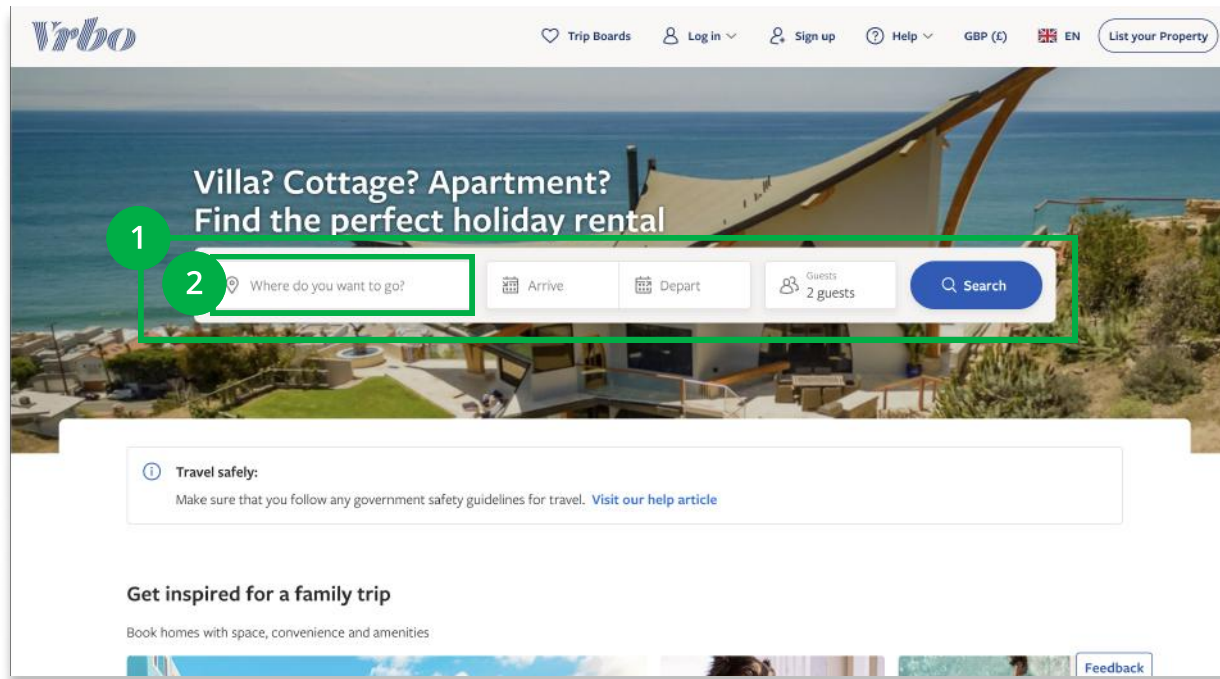
- 1 (Review your selection):** A large summary area showing flight details for two legs: London Stansted (STN) to Kingsford Smith Airport (SYD) on Sat 3 Jul 21, and Kingsford Smith Airport (SYD) to London Heathrow Airport (LHR) on Fri 16 Jul 21. It includes a 'Grand total' of GBP 1,485.25.
- 2 (Login):** A 'Log in to access your saved cards, save a card to your account or pay for flights with Cash+Miles.' button.
- 3 (Voucher):** A 'Redeem Emirates Voucher' option.
- 4 (Hold Fare):** A 'Hold My Fare for GBP 20 for all passengers for 72 hours' option.
- 5 (Payment Methods):** A table of payment methods including credit/debit cards, PayPal, Click to Pay, bank transfer, and Western Union.

- 1 Large summary area
- 2 Login to account for quicker payment option
- 3 Voucher redemption option
- 4 Option to hold fare for 72 hours (for a small fee)
- 5 Multiple payment options

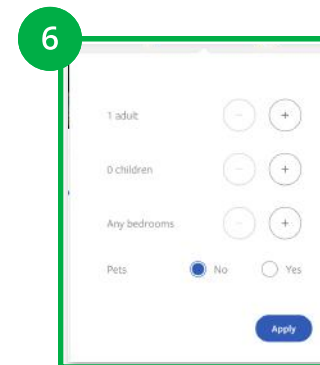
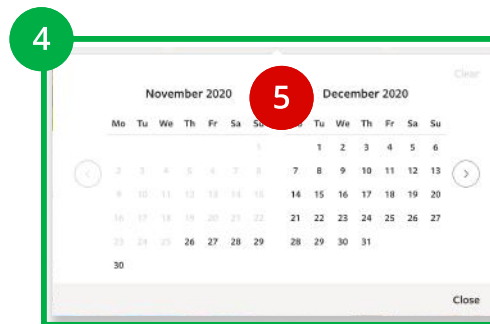
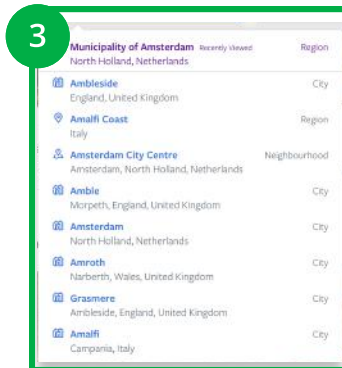
vrbo™

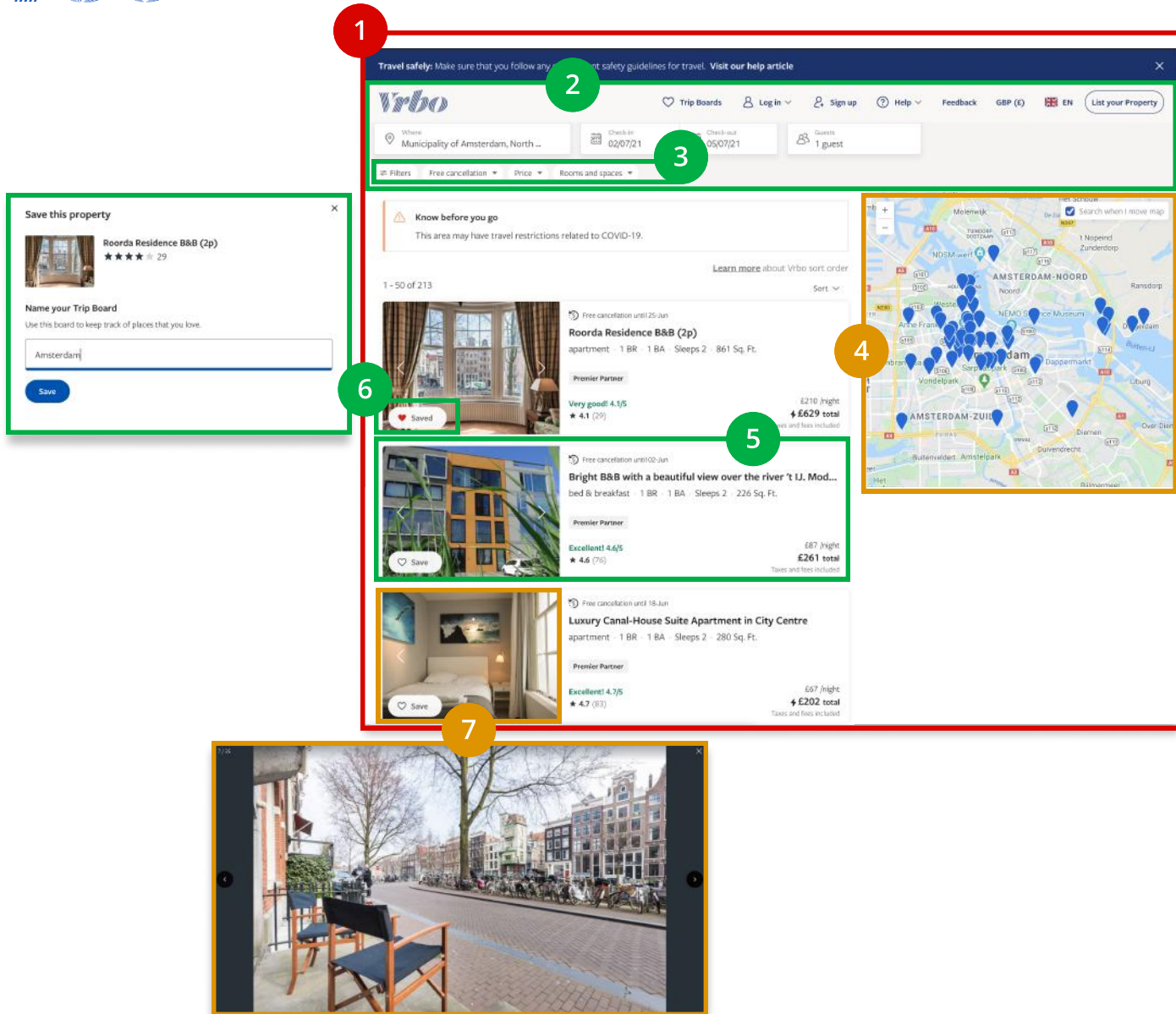


- 1 Minimal navigation options
- 2 Search panel in a prominent position and above the "fold"
- 3 Clean view of important information with option to click through for more info
- 4 Inspirational Deal blocks and Banners



- 1 Clean design
- 2 Intuitive Destination selection
 - Destination search filters from 1st character
- 3 Ordered Destination list; City, Region, Neighbourhood
- 4 Tabbing from or selecting Destination automatically displays Calendar
- 5 No flexibility (+/-) on date selection.
- 6 Guest selection simple design.





- 1 Search result open in new browser window
- 2 Search panel fixed to top
- 3 Common Filters shown with Additional filters in modal
- 4 Search results displayed on interactive map
- 5 Simple layout, showing Property details incl. Rating
- 6 Save Property to "Trip Board"
- 7 Standard Image gallery

Travel safety: Make sure that you follow any government safety guidelines for travel. Visit our help article

Vrbo

Where: Municipality of Amsterdam, North Holland, Netherlands

Check-in: 2 Jul

Check-out: 5 Jul

Guests: 1 Guest

Search

1

£628.55 3 night total

★★★★★ 29 Reviews

Very good: 4.1/5

Your dates are available

Check-in: 2 Jul

Check-out: 5 Jul

Guests: 1 guest

Total: £628.55

Taxes and fees included

Book Now

2

Free cancellation until 25 Jun 2021

Rental Valley

Ask Manager a Question

3

Overview Facilities Policies Reviews Location Manager Availability

- 1 Property Image gallery
 - 2 Clean summary panel always shown
 - 3 Sticky Property details Navigation
- Expandable to view more details

3

Overview Facilities Policies Reviews Location Manager Availability

Location

Grachtengordel-West, Amsterdam, North Holland, Netherlands

Detailed location provided after booking

What's nearby

1. Anne Frank House	0.4 km
2. Van Gogh Museum	1.5 km
3. Red Light District	0.8 km
4. Dam Square	0.4 km
5. Rijksmuseum	1.4 km
6. Heineken Experience	1.6 km

1 - 6 of 25

Map Satellite

Map showing location in Amsterdam, Netherlands. Landmarks include Anne Frank House, Van Gogh Museum, Rijksmuseum, and Heineken Experience.

£628.55 3 night total

★★★★★ 29 Reviews

Very good: 4.1/5

Your dates are available

Check-in: 2 Jul

Check-out: 5 Jul

Guests: 1 guest

Total: £628.55

Taxes and fees included

Book Now

Free cancellation until 25 Jun 2021

Rental Valley

Ask Manager a Question

Property # 10051444

Begin your booking Step 1 of 3

Book with Confidence - only takes 2 minutes!

Act fast! Price and availability may change.

Free cancellation until 25 Jun 2021

Enter contact information

First Name: Richard
Last Name: Marseglia
Email: richard@marseglia.co.uk
Phone: +44 [] Mobile Phone: []

Please check you have entered your email correctly.

Check the box if you do not want to receive emails from Vrbo with commercial offers and other information.

include a message for the manager

Tell the manager if you have any special requests to help you enjoy your stay.

(optional)

- Tell the manager a little about yourself
- What brings you to this area?
- Who are you travelling with?

By clicking 'Agree & continue' you are agreeing to our [Terms and Conditions](#) and [Privacy Policy](#).

Roorda Residence B&B (2p)
Amsterdam, Noord-Holland, NL
4.1/5 "Very good!" (25)

Check in: 2 Jul | Check Out: 5 Jul
Guests: 1 guest

3 nights	€545.16
Owner Fees	€70.35
Service fee (includes VAT 20%)	€64.00
Total	€699.51
Deposit paid at property	€300.00
Total + deposit	€999.51

Your first payment is only **€268.66**
Pay the rest by 2 June 2021 **€430.85**

Estimated total + deposit in GBP £898.11
You will be paying in the property's currency EUR (€). Exchange rate may vary.

Payment Protection
Book and pay on Vrbo and get:

- Comprehensive Payment Protection
- Emergency Booking Assistance
- 24hr Customer Service

[Book with Confidence Guarantee](#)

Review rules & policies Step 2 of 3

House Rules

Check in after: 15:00
Check out before: 10:00

- Children allowed
- No pets
- No events
- No smoking
- Max guests: 2
- Minimum age of primary renter: 18

[Rental Agreement](#)

Policies

Manager's Cancellation Policy:
100% refund if you cancel by 25 Jun 2021.
No refund if you cancel after 25 Jun 2021.
Cancel by 11:59 p.m. (property's local time) on the date listed to qualify for the refund amount.
Please make sure that you're happy with the cancellation policy for this booking, which will apply if you have to cancel due to Covid-19.

Damage Policy: You will be responsible for any damage to the rental property caused by you or your party during your stay.

I have read and agree to comply with all rental policies and terms.

Roorda Residence B&B (2p)
Amsterdam, Noord-Holland, NL
4.1/5 "Very good!" (25)

Check in: 2 Jul | Check Out: 5 Jul
Guests: 1 guest

3 nights	€545.16
Owner Fees	€70.35
Service fee (includes VAT 20%)	€64.00
Total	€699.51
Deposit paid at property	€300.00
Total + deposit	€999.51

Your first payment is only **€268.66**
Pay the rest by 2 June 2021 **€430.85**

Estimated total + deposit in GBP £898.11
You will be paying in the property's currency EUR (€). Exchange rate may vary.

Payment Protection
Book and pay on Vrbo and get:

- Comprehensive Payment Protection
- Emergency Booking Assistance
- 24hr Customer Service

[Book with Confidence Guarantee](#)

- 1 Very simple form to complete
- 2 Email address error message, however was able to proceed
- 3 Supply information about the guest
- 4 Clean summary and payment information panel always shown
- 5 Payment protection information for peace of mind
- 6 Agree to the standard "House rules" and "Policy Information" before you proceed to payment

Enter payment information Step 3 of 3

1

2

3

View photos

Roorda Residence B&B (2p)
Amsterdam, Noord-Holland, NL

4.1/5 "Very good!"
★★★★☆ (29)

Check In	Check Out
2 Jul	5 Jul
Guests	
1 guest	

3 nights	€545.16
Owner Fees	€70.35
Service fee (includes VAT 20%)	€84.00
Total	€699.51
Deposit paid at property	€300.00
Total + deposit	€999.51

Your first payment is only **€268.66**
Pay the rest by 2 June 2021 **€430.85**

Estimated total + deposit in GBP **£898.11**
You will be paying in the property's currency EUR (€).
Exchange rate may vary.

Payment Protection

Book and pay on Vrbo and get:

- ✓ Comprehensive Payment Protection
- ✓ Emergency Booking Assistance
- ✓ 24hr Customer Service

[Book with Confidence Guarantee](#)

- 1 Clean standard payment layout
- 2 Limited payment methods
- 3 Clean summary and payment information panel always shown