

Features	Skyscanner	Kiwi.com	Momondo	Ixigo	Google flights	Kayak
Overview	Skyscanner is a metasearch engine and travel agency based in Edinburgh, Scotland. The site is available in over 30 languages and is used by 100 million people per month. The company lets people research and book travel options for their trips, including flights, hotels and car hire.	Kiwi.com provides a fare aggregator, metasearch engine and booking for airline tickets and ground transportation.	Momondo is a travel fare aggregator and travel fare metasearch engine.	ixigo aggregates and compares real-time travel information, prices and availability for flights, trains, buses, and hotels, and allows ticket booking through its associate websites and apps	Google Flights is an online flight booking search service which facilitates the purchase of airline tickets through third-party suppliers.	KAYAK searches hundreds of other travel sites at once to find the information you need to make the right decisions on flights, hotels & car hires.
Target audience	Target audience Audience is interested in Travel and Tourism	Target audience Audience is interested in Travel and Tourism	Target audience Audience is interested in Travel and Tourism	Target audience Audience is interested in Travel and Tourism	Frequent travelers between ages 18 and 32 years old	Target audience Audience is interested in Travel and Tourism
Filter type	<ul style="list-style-type: none"> Stop (check box) Time (slider) Duration (slider) Airline(check box) Airport (Destination) (check box)" 	<ul style="list-style-type: none"> stop (drop down) price (slider) Bag (numbers+-) Time (slider) Duration (slider) Airport (Destination) Carrier (check box) Days (chips)" 	<ul style="list-style-type: none"> stop (radio button) Airline (check box) price (slider) Payment method(check box) Time(slider) Duration(slider) Airport (Destination)(check box) Sites(check box) Aircraft(check box) cabin(chcek box) Quality (check box" 	<ul style="list-style-type: none"> stop(checkbox) Airline(checkbox) price (slider) Time of departure (checkbox) Refundable (swicth)" 	<ul style="list-style-type: none"> Stop (radio button) Airline(checkbox) Alliance(checkbox) Bags (numbers+-) price(slider) Times(slider) emissions(radio button) layover duration(slider) connecting airports(checkbox) seperate tickets(radio button)" 	<ul style="list-style-type: none"> stop (radio button) Airline (checkbox) price (slider) Payment method Time (slider) Duration (slider) Airport (checkbox) Sites (checkbox) Payment method(check box)"
Positon	<ul style="list-style-type: none"> Sort is on the results page filters are overlayed in new screen) Sort and filter both in filters tab" 	Sort and filters on results page horizontal scrolling	Sort and filters on results page horizontal scrolling	Filters on results page, horizontal scrolling. choosing one filter takes you to full page with all the filters	Bottom nav bar	Sort and filters on results page horizontal scrolling
Navigation	Clear all and close on the top of the page. CTA at the bottom of the page (No of results are shown 58 of 831)			Filters on results page, horizontal scrolling. choosing one filter takes you to full page with all the filters	Clear all and close on the top of the page. CTA at the bottom of the page (No of results are shown 58 of 831)	clear all and done at the botton nav and back on the top
Interaction	Interaction full list shown, no accordian, 5 scrolls, applied filters not shown. Selections highlighted	Applied filters shown on the top. close button .sliders, Filters grouped together	Radio button, Selections highlighted	Check box	Check box, radio button and slider	Radio button, Selections highlighted
Strengths	Basic filters on main page and other filters on expanded page is a scalable approach and viewable	Can choose multiple airports from and to		Refundable option is good	Filter tab on both first and last of filters so that it can be easily accessible in case of horrizontal scrolling. - Connection airports selection	Radio button, Selections highlighted
Weakness	Applied filters not shown	Since filters is on horizontal scrolling each filter is applied automatically and it takes a lot of time to load after applying one filter itself.	Time interafce is very confusing, price is inidcated in time filter, am pm not indicated, Some filter names are not clear. After applying all filters no results are known. it didnt let the user know about the no of results before itself, after applying the filter only the results came		Terms confusing for a normal user	
Opportunity	<ul style="list-style-type: none"> Applied filters should be highlighted Basic filters in the main page and when clicking taking to advance filter is a good approach No of results should be shown, otherwise it would be frustarting if the user found no results after applying the filters Filters required- Order: Price- time-no of stops- layover duration-airline- refundable tickets- no of bags-layover airport- booking sites- payment method- currency- carbon emmison- aircraft model- alliance Filter tab on both first and last of filters so that it can be easily accessible in case of horrizontal scrolling. 					