1. User Preferences	Buys flights for other people	Always uses comparison sites	Accesses the internet mainly via their phone	5. Advertising	The less advertising the better	9. Login	Don't make creating an account mandatory
Some use on laptop through broadband	Occupation PA	Occupation hospitality manager	Never used a flight comparison site	User doesn't like the intensity and quantity of adverts on the app, far too many	Keep adverts separate where possible and make sure they aren't invasive	Avoid login prompt before access is allowed	
Prioritises choice by timing first, then price	Holiday for leisure, once a year	Usually discusses flight details face to face, with others in the party	Searches when option is present, rather than scrolling, due to the volume of options when scrolling				
For shorter flights, price is the priority	Needs to be able to send boarding passes on to others	Travels for leisure, usually once or twice per year	Mostly uses their phone and apps				

2. Layout Interaction	Travel class should be shown using a toggle	Beneficial to see alternate fares, for example under the dates	Show alternate options at the results page	6. Aesthetics	Utilise the space on the screen efficiently	10. External Sharing	If sharing flight details, the user would expect to be able to do so through Whatsapp
Uses search function rather than scrolling	Displaying the correct information in the right way is more likely to lead to upgrades	Avoid lack of clarity/ continuity when displaying information	Must feel sleek, logical and efficient	Clearly show alternate options	User prefers simpler, calmer layouts that make information easy to digest	Give the option to share flight summary	Sharing the summary page should show all information, not just selected information
Important that the flights route is displayed and any stop overs are shown	Show information for fare summary	Easy to navigate home screen		Make it a visually clear process in the deciphering of information (visual hierarchy)			
Highlight differences if showing multiple options, to make the differences clear	Summarise options in key points, with an option to expand should more information be desired	Showing estimated prices for each day is a good way of displaying more information		Present information in digestible, easy to process, step by step chunks			

3. Pain Points	Too many features that serve the same purpose	Expected to see comparisons between different options by default, caused frustration to find them	Scrolling for information is frustrating comparative to using the search option	7. Defaults	User didn't like that currency defaults to your location	11. Design Interaction	Visually show the range of dates that've been selected in the calendar
Avoid duplication of menu options	Avoid overcrowding and overcomplicating	Use the space efficiently and intuitively	Avoid overcrowding with information when showing fare benefits, keep it concise	Use auto defaults on date and location		Design aides the user the their visual representation	Scroll on calendar would be preferred as it mimics OS
Keep pages free of unnecessary information	Busy menus with a confusing amount of information	Keep the style/format of popups in tune with the overall design				User liked the calendar as it mimics their OS, feels familiar and recognisable	Make prompts obvious and clear
Cherry pick the most important information you want to share	Don't show options that aren't available, especially when there's no reason given for it being unavailable	Assumed selecting an option would show more information, rather than select it				Beneficial to use a clear colour code for value/pricing to aid quick results	

4. Automation	Highlight the users favourite or previously used options		8. Clickable Buttons	Make expandable options clear
User was cautious of the save search function	User likes it when there is an option to select same seats on return		Ensure the book flights button is large, easy to locate and stands out	Icons that clearly represent information are time savers
Positive reaction when app auto fills information from previous search			Make the book flights button obvious	
Don't auto change an option for the user regarding class or price				