

Abstract

Website Design and User Testing Aerlingus vs. Ryanair: a comparative Study of Website Usability

The World Wide Web (the web) is widely used in today's society with many competing businesses offering goods and services online. User-friendly efficient websites are needed to offer the user a pleasant online shopping experience. In general, people who wish to book an airline flight would now use an online facility rather than a travel agent.

This thesis focuses on a comparative usability study between online booking for Aerlingus and Ryanair, outlining usability issues on both their websites. Solutions for the issues encountered are suggested.

This study implements a usability test on six participants to identify how user friendly the two websites chosen are. Overall, the study concluded that the participants rated the Aerlingus website slightly more favourably than the Ryanair website. However, the majority of participants concluded that they would return to Ryanair, despite the usability issues they experienced, because of the site design. The analysis conducted concludes that both websites could benefit from usability testing to identify the main areas of difficulty for the ordinary customer. This could lead to improving the experience of the user. Both airlines could benefit too, with increased customer satisfaction and problem free booking.

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