Пользовательский интерфейс сайтов авиакомпаний и турагентств: современное состояние и новые тенденции

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Статистика

- 75% предпочитают онлайн-бронирование
- Ещё больший % предпочитает интернет для исследования возможностей
- Прежде, чем забронировать, путешественники посещают от 4 до 20 вебсайтов
- 70% не изменили своих отпускных планов невзирая на финансовый кризис (06/08, Великобритания)

GDS и ADS

- Global Distribution Systems – глобальные системы бронирования (дистрибьюции)

AMADEUS

Sabre Travel Network

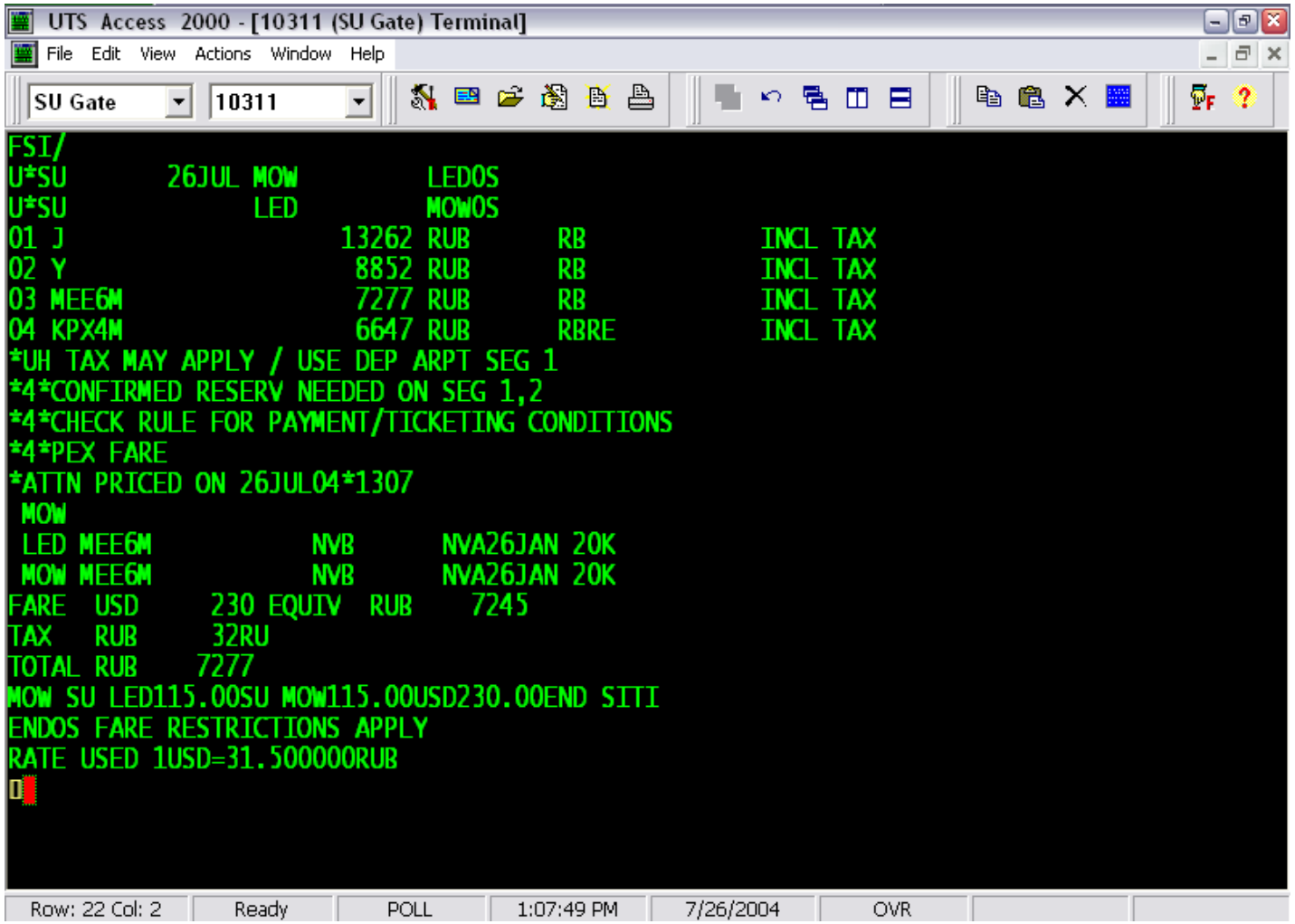
Galileo by Travelport

Worldspan by Travelport

- Alternate Distribution Systems – альтернативные системы бронирования (интернет)

Пользовательский интерфейс GDS

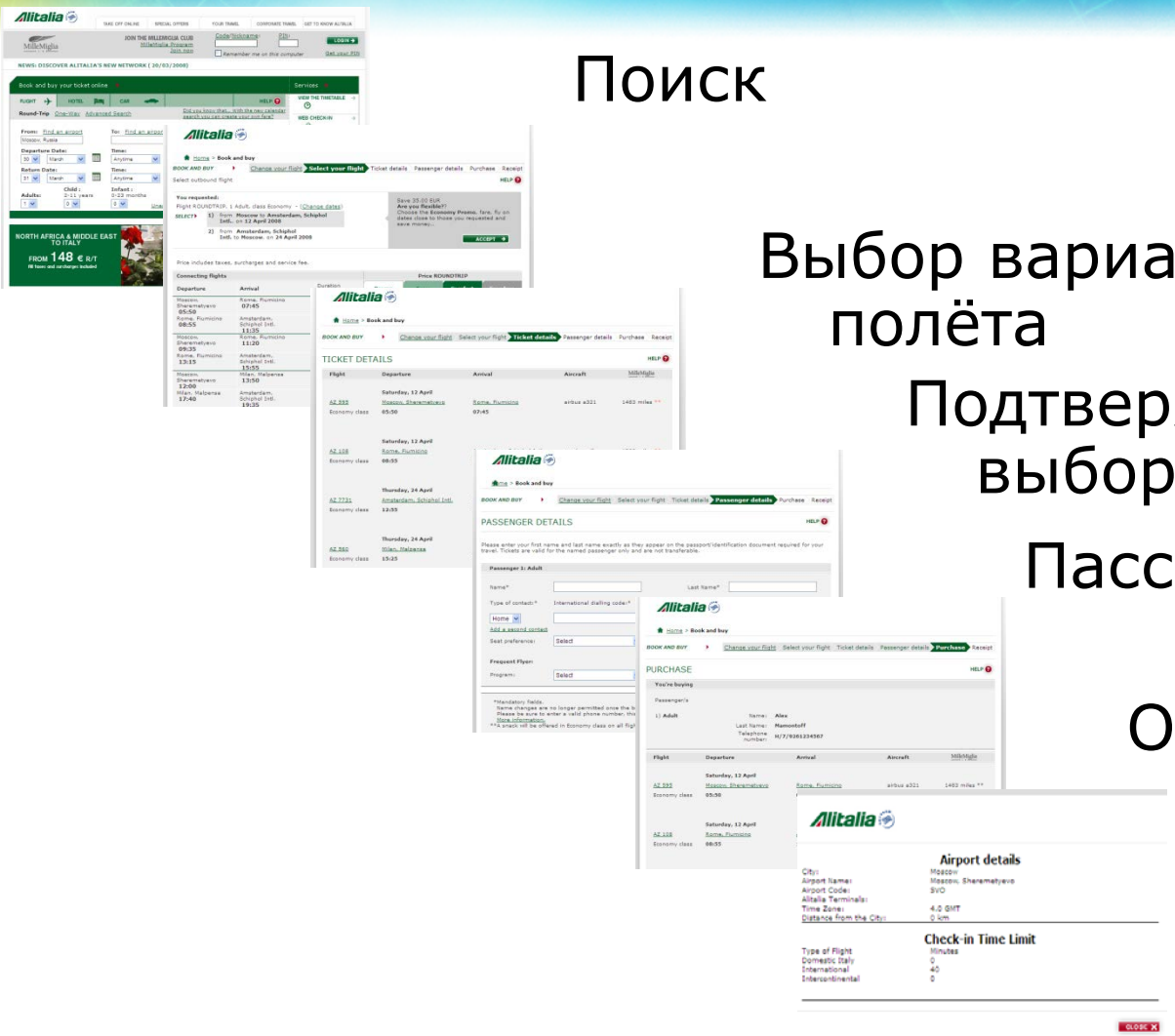
Рабочее место сотрудника турагентства



Игроки на рынке ADS

- Онлайн-турагентства (OTA)
  - Expedia.com, Orbitz.com, Travelocity.com и тысячи других
  - дают выбор из большого числа авиакомпаний
  - изначально ориентированы на набор услуг: билет, гостиница, автомобиль, страховка
- Авиакомпании и их альянсы
  - дают выбор рейсов одной (собственной) авиакомпании или ограниченного числа ассоциированных авиакомпаний
  - первоначально продавали только билеты, сейчас налицо тенденция к продаже наборов услуг

Шаги бронирования



Поиск

Выбор варианта полёта

Подтверждение выбора

Пассажиры

Оплата

Подтверждение оплаты

Три слона

- Карты
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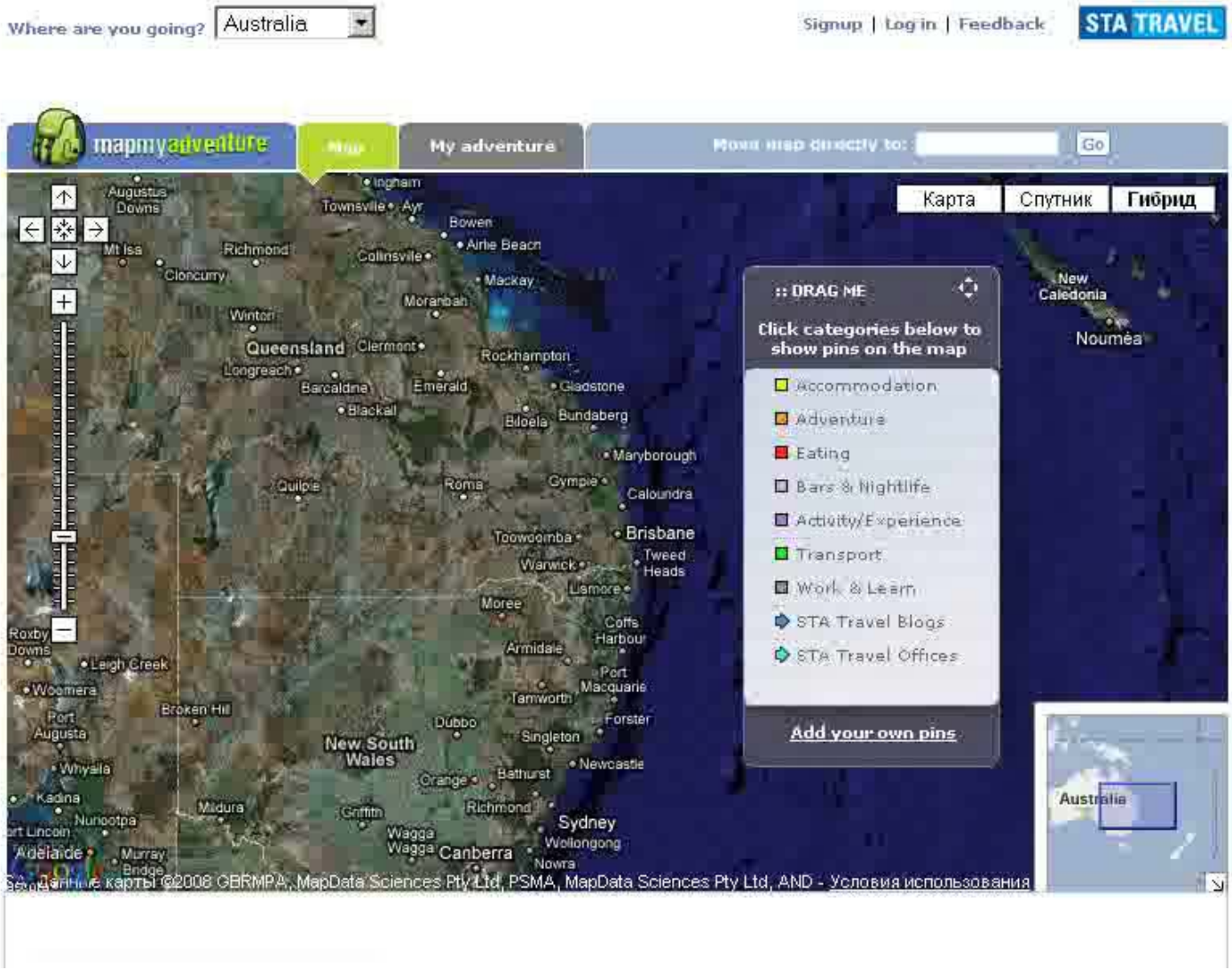

Thomas Cook: Holiday Hotspots

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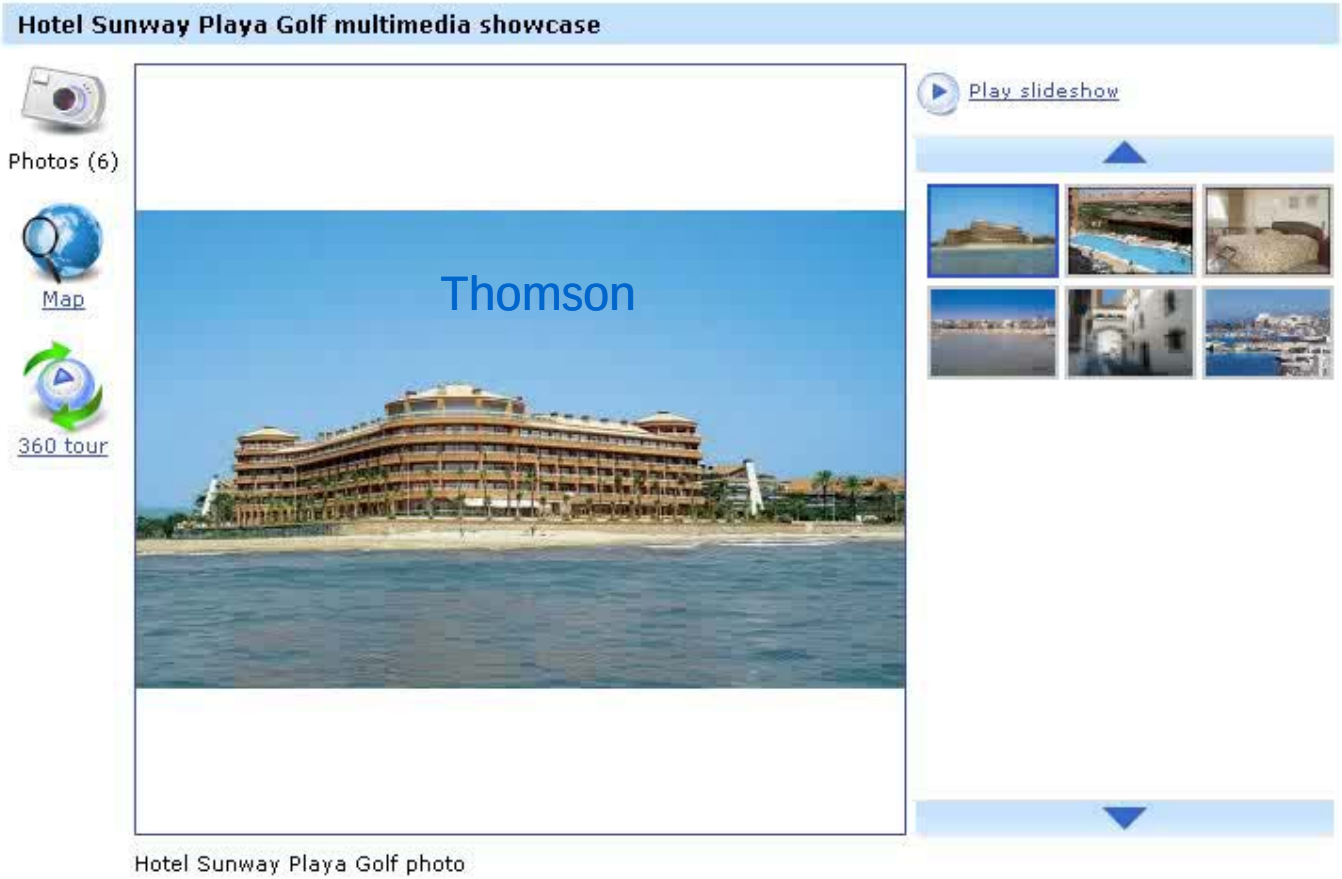
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Photos (6)
Map
360 tour
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Hotel Sunway Playa Golf photo

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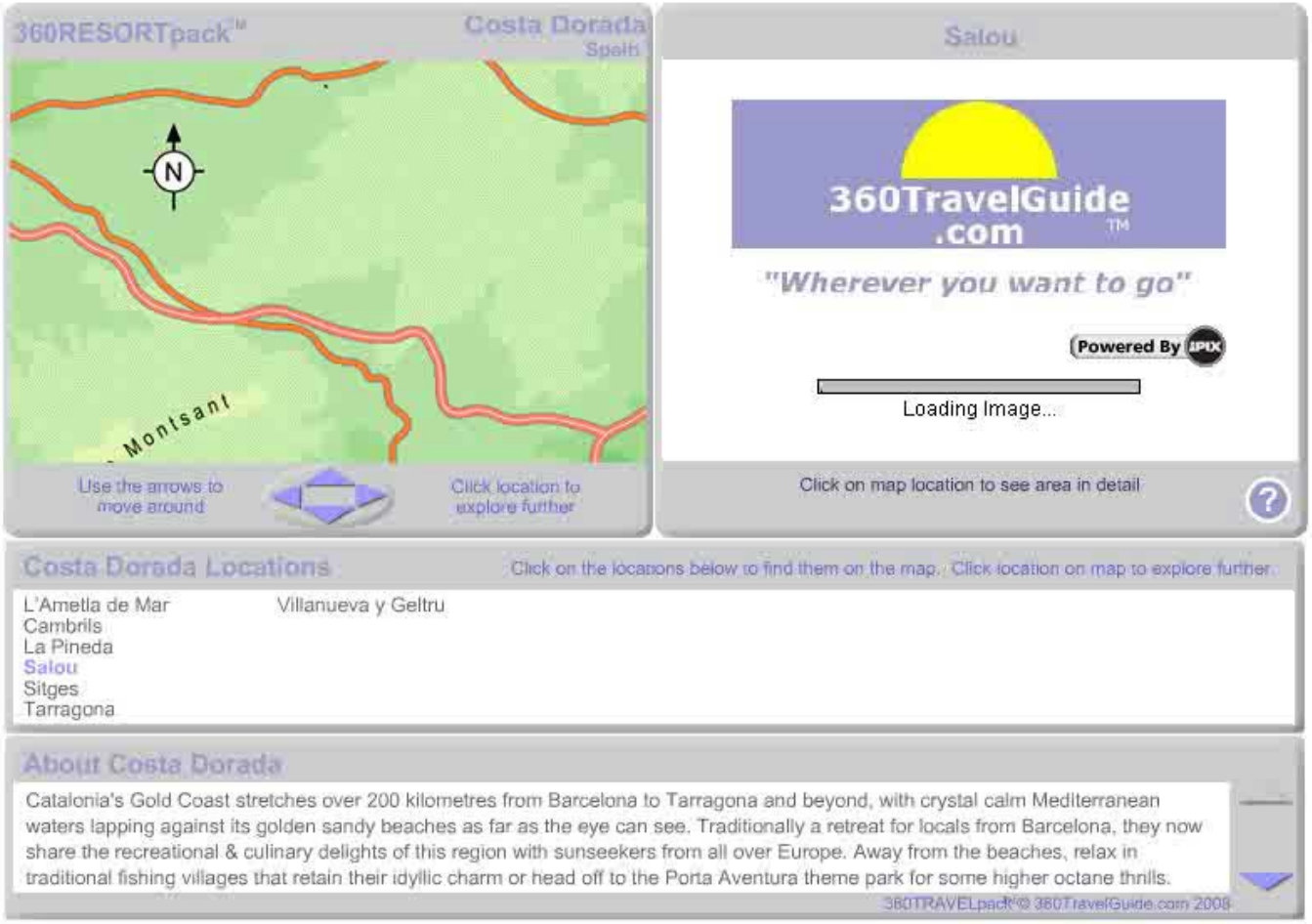
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La Pineda
Salou
Sitges
Tarragona
Villanueva y Geltru
About Costa Dorada
Catalonia's Gold Coast stretches over 200 kilometres from Barcelona to Tarragona and beyond, with crystal calm Mediterranean waters lapping against its golden sandy beaches as far as the eye can see. Traditionally a retreat for locals from Barcelona, they now share the recreational & culinary delights of this region with sunseekers from all over Europe. Away from the beaches, relax in traditional fishing villages that retain their idyllic charm or head off to the Porta Aventura theme park for some higher octane thrills.
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Holiday Deal Finder Map NEW!

It's easy – 3 simple steps to find your Holiday Deal

You've got your budget, you know when you want to go and you're looking for a great holiday at a fantastic price. Our Holiday Deal Finder will **search millions of possibilities** to find the best holiday deal for you and show them to you on a map.

1 When do you want to depart?

Departure Airport: Any London

Departure Date: Tuesday 04 November 20

Flexibility: [No Flexibility]

Duration: 7 Nights

2 What's your budget & who's going on holiday?

Budget: (per Adult) Min [Any] Max [Any]

Hotel Class: [Include all Classes]

Board Type: [Any Board Type]

Occupancy: Adults: 2 Children (0-15): 0

3 Where do you want to stay?

Popular Holiday Destinations:

- Cyprus
- Egypt
- Greece
- Portugal
- Spain
- Turkey

Holiday Deal Finder Map

Total Deals Available: 000000

Holiday Deal Finder

It's easy and hassle free to search for a great holiday at a fantastic price with our **Holiday Deal Finder Map**.

Search all our holiday destinations on a map.

1. Select your departure airport, dates and flexibility
2. Set your budget (per Adult) and occupancy
3. Choose where your want to stay and we'll show you our cheapest holiday deals on the **map** that matches your holiday requirements. Then, just click on a deal, to find out more details.

Reset Map

DEPARTURES ARRIVALS

Смена фокуса

- Раньше: Content is King
- Теперь: **UX is King**
- Заголовки статей:
  - Usability high on BA agenda
  - A plan for user experience
  - Simplicity is key to a better experience
  - Gaining access to the online word
  - Usability will win sales

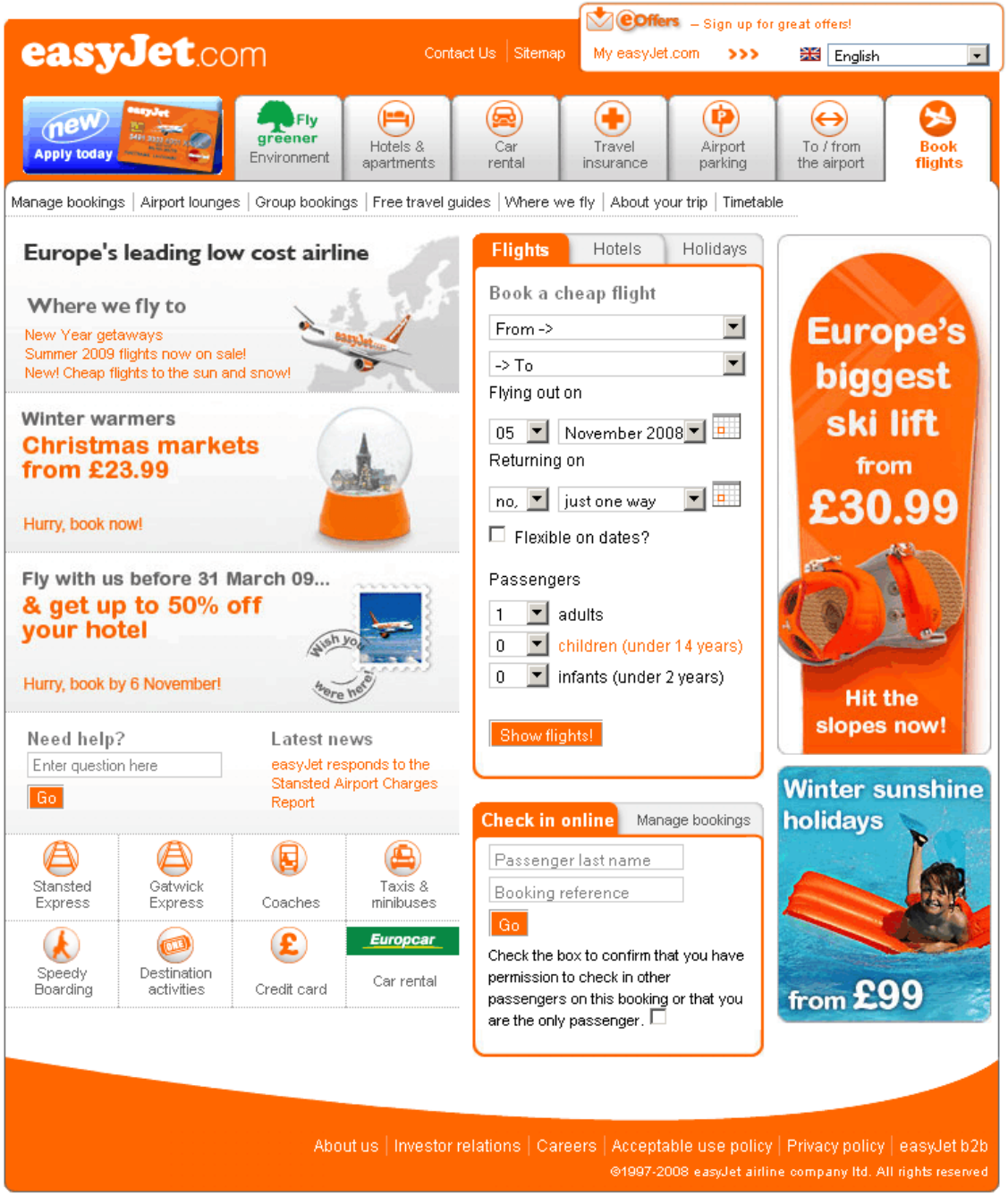
British Airways: прототип

conchango

easyJet

Splendid

FLOW INTERACTIVE



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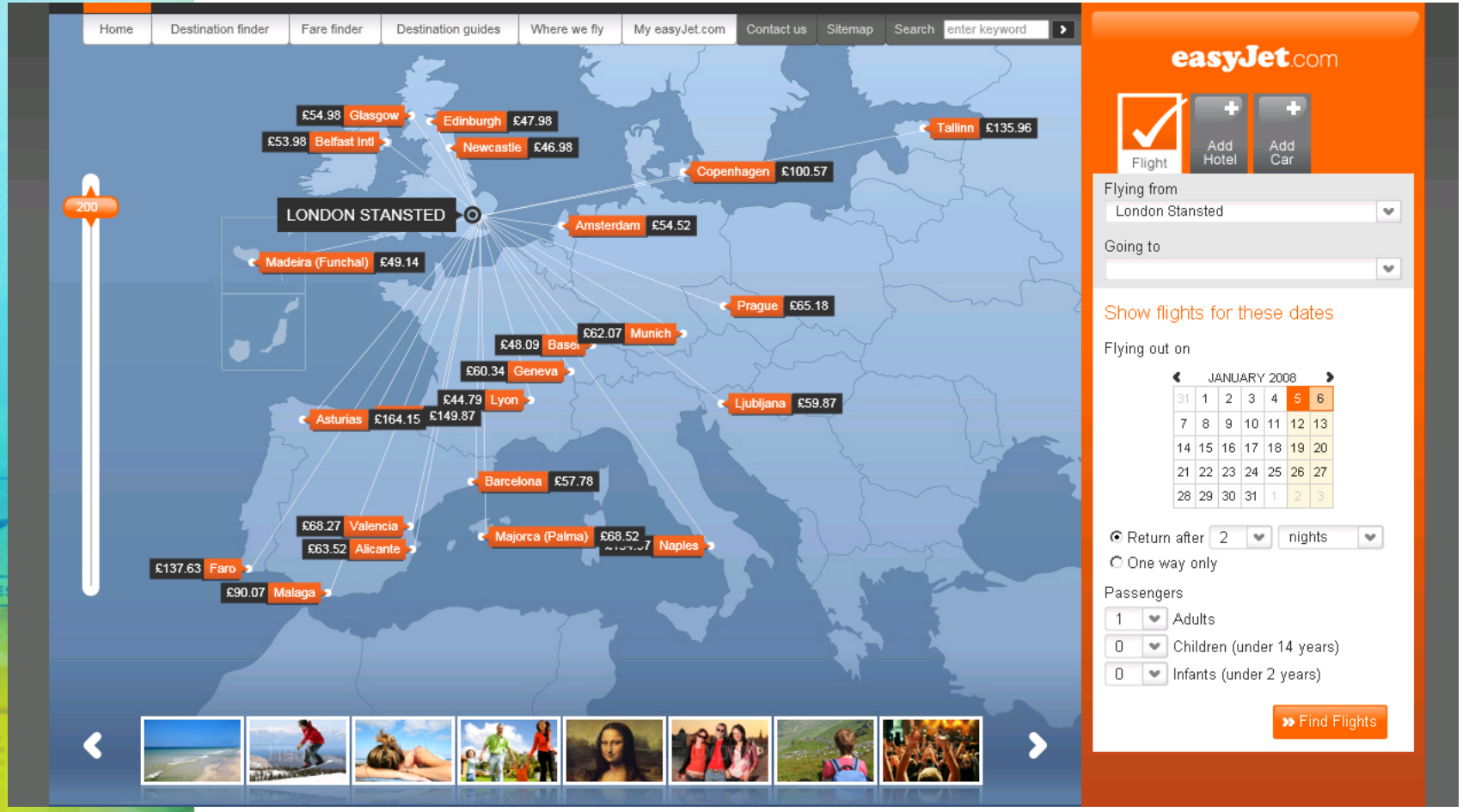

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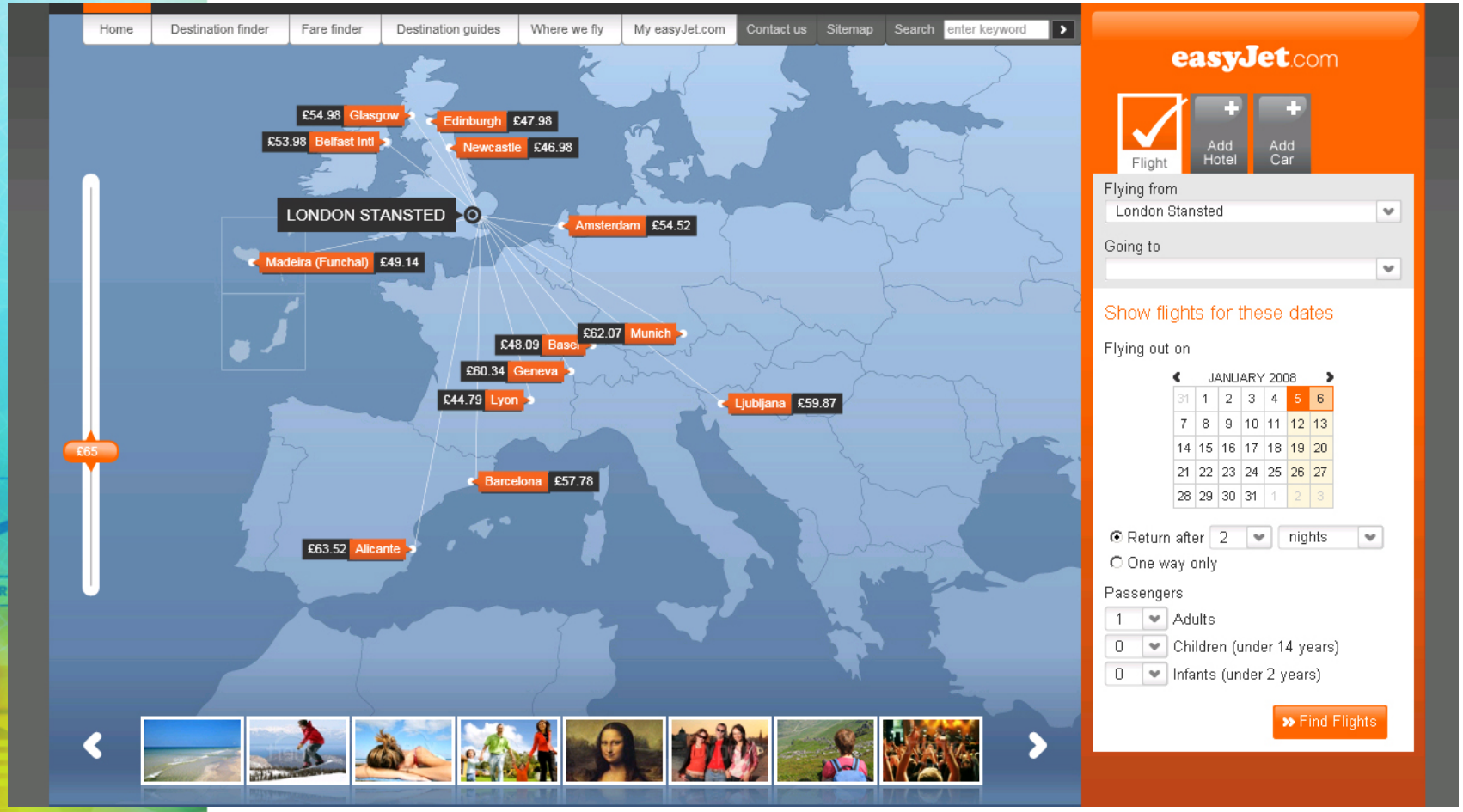

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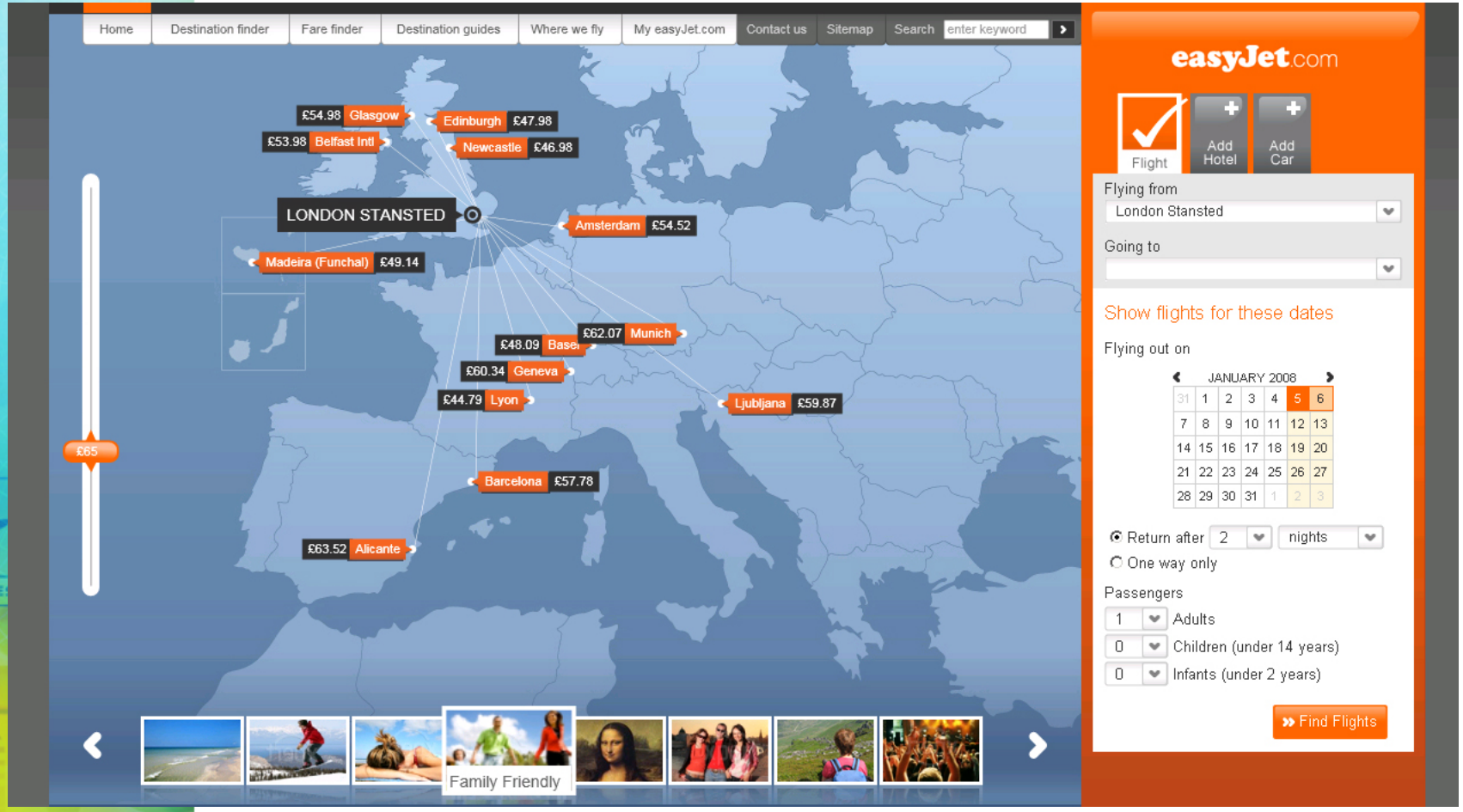

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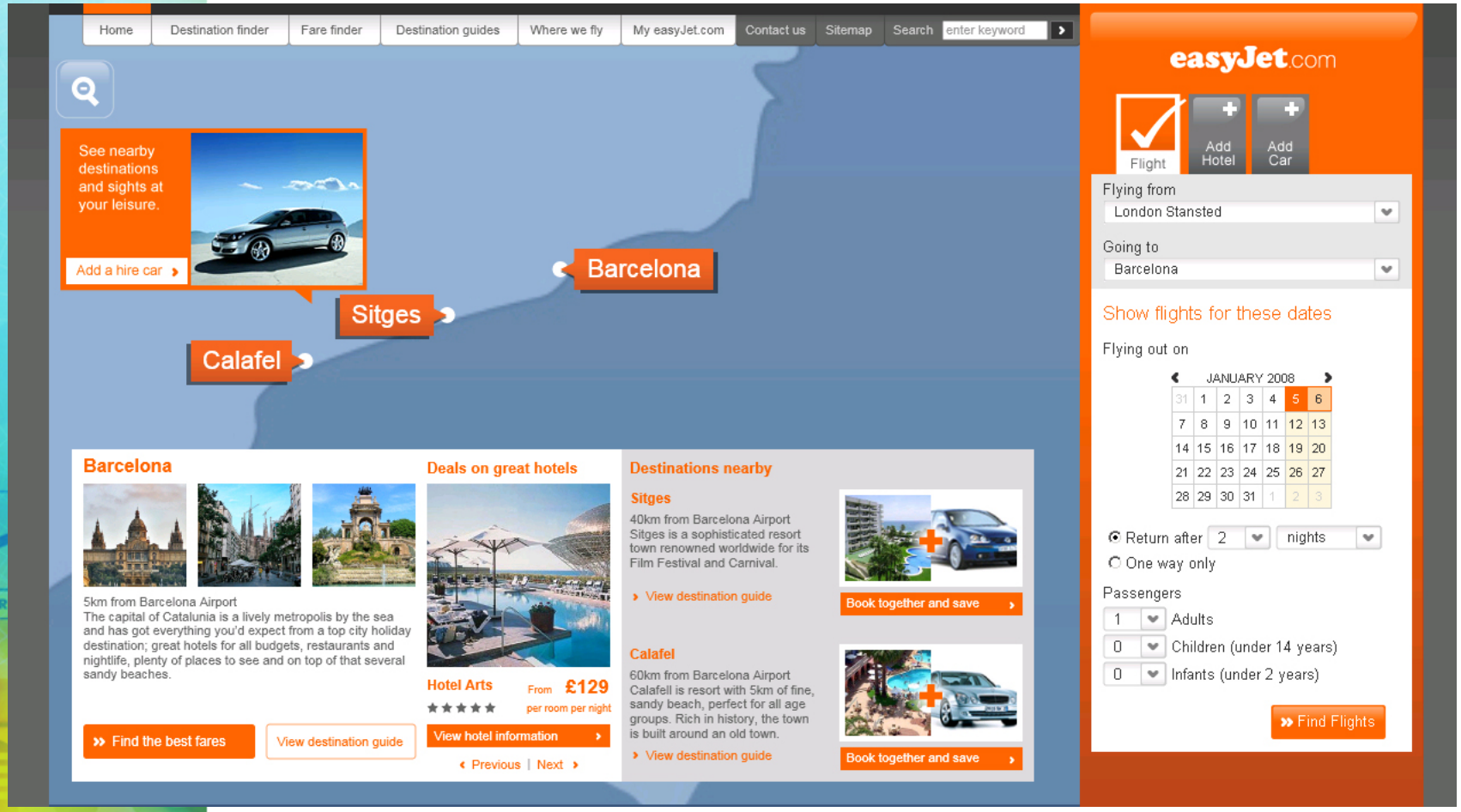

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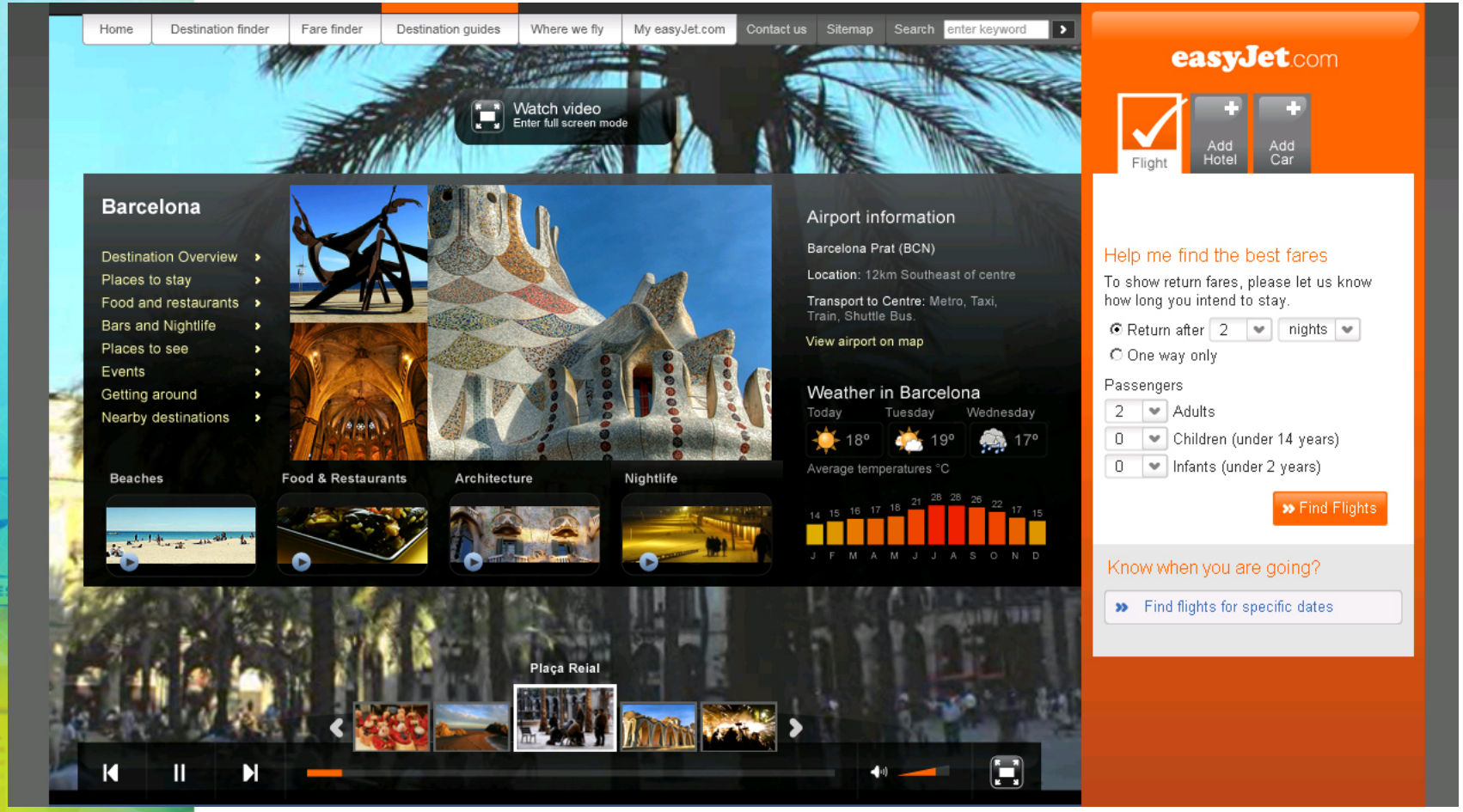

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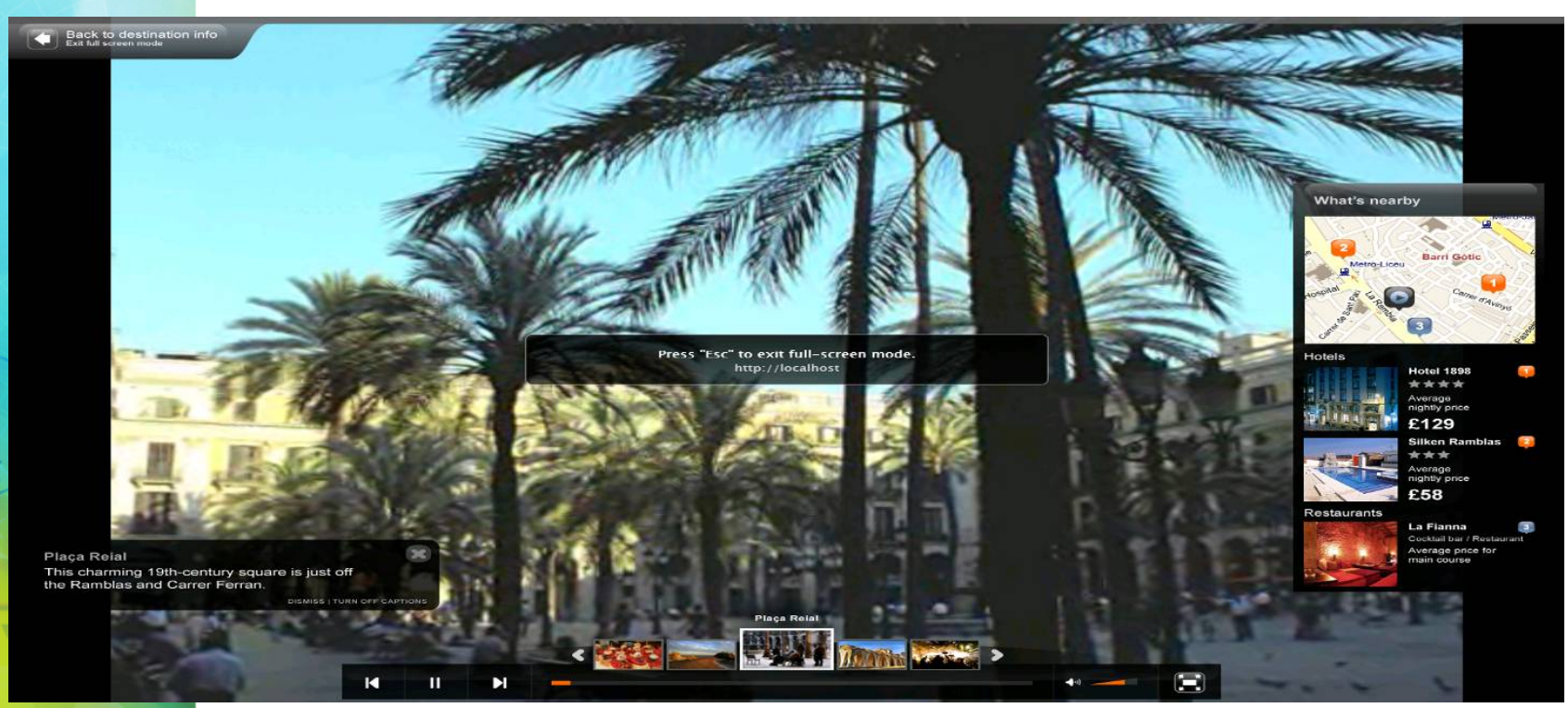
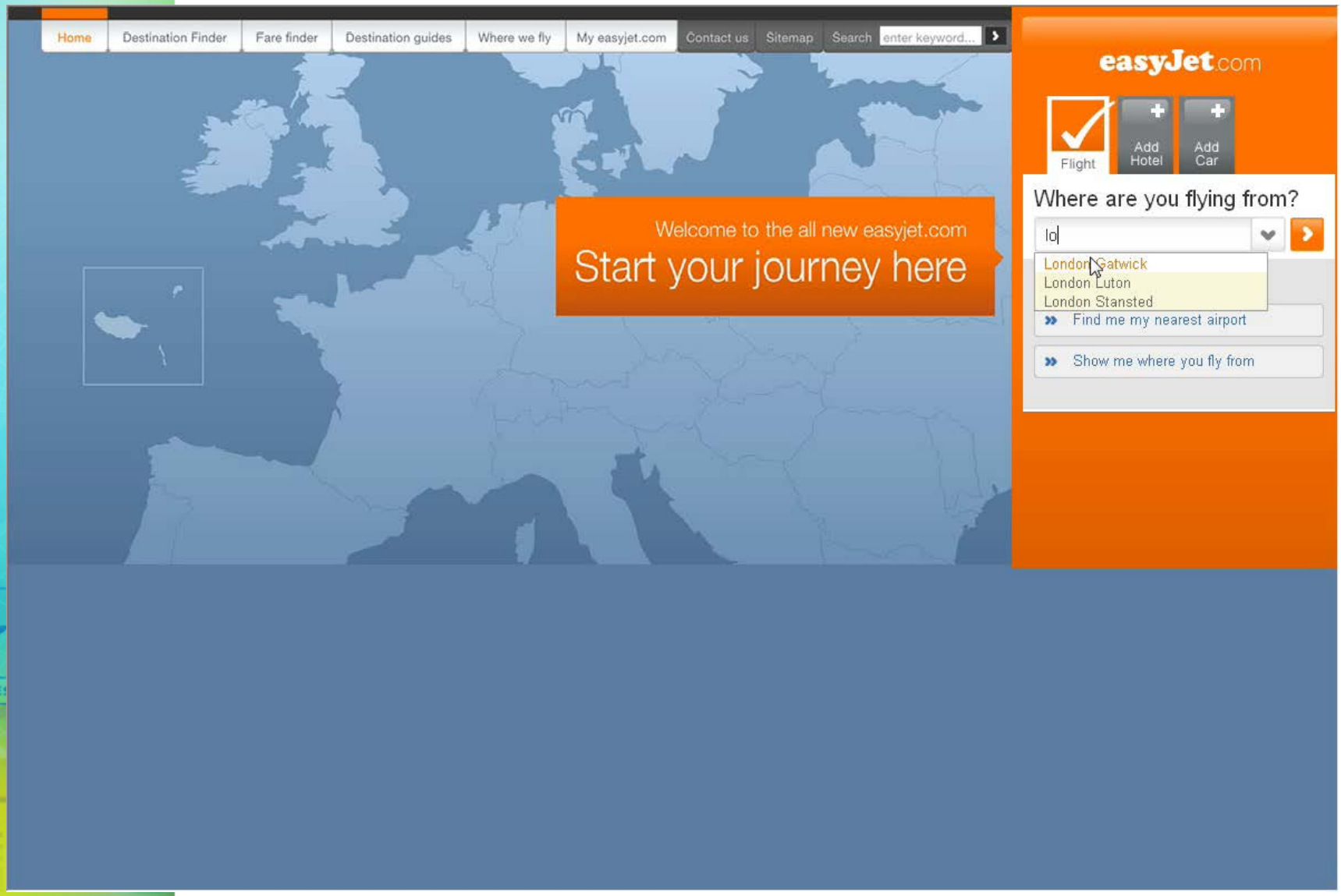


easyJet: прототип



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