

	Ryanair ( <a href="#">Ryanair</a> )	EasyJet ( <a href="#">Route Map   Flights to European Destinations and Beyond   easyJet</a> )
<b>What attributes are you or the viewer examining?</b>	Location, Dates, Price, Trip types, payment methods and comparisons of all. Allows quick selection of destination and dates to choose the best flight for you efficiently.	Locations, routes, location information. Basic information to get you to go to the next step in filtering. More of basic overview of locations where you can fly to and from.
<b>What type of tasks abstraction viewers are undertaking on these two websites?</b>	Selecting a home (Starting location). Then click on a destination. Finally, select a date that suits you best. This order is enforced but comes naturally.	Select a starting location, then a destination. Then have the option to see timetables or inspire me button. This order is enforced and the button inspire me is not clear as to where it leads.
<b>How the data is represented?</b>	The data is represented using a clickable map and table. The map shows the flight path, location and the option to book while the table gives comparisons of dates and prices.	The data uses the clickable map for majority of representation but then uses a text box with an image to show compelling but distracting facts about the city and buttons to go to the next steps of booking.
<b>Colour schema used?</b>	With a white background webpage, the Ryanair colours of blue and gold are used for everything else. With the map even taking on shades of Ryanair blue. Very brand orientated but usable and easy to view.	With a white background. The colours are primarily orange and orange and some grey. Seems brand orientated but not very appealing.
<b>Limitations?</b>	Selecting the from destination is not possible on the map. Leading to confusion and the slow realization that it has to be done from the top left of the website.	The map is too small and cramped causing overlapping of features and texts boxes. The lack of information unless clicking on the next buttons to take you to the next part of the sights causes interest from users to decline when looking at where to fly.
<b>Strengths?</b>	Selecting the “to” destination, selecting dates and booking the flight is all self-explanatory and easy. Colour scheme easy to look at and not distracting.	Facts about the cities to fly to is a nice feature. Beneficial as could get more user engagement and sales.
<b>My Views</b>	The site is user-friendly and encourages engagement by allowing seamless comparisons between flights, dates, and prices. The interactive map and clearly structured table contribute to an efficient decision-making process. This aligns with visualization best practices, where clear visual hierarchies and interactive elements enhance usability and retention (Burkhardt & Loist, 2025). Additionally, its colour scheme supports brand identity without compromising readability, which is key in effective visual communication and brand identity.	While the site is also easy to navigate, its progressive disclosure design (hiding details until prompted) may cause frustration rather than encouraging deeper interaction. The small, cluttered map and overlapping elements reduce legibility, impacting the user’s ability to process spatial relationships effectively (Chang et al., 2024). Furthermore, decision-making in visualization should aim to reduce cognitive load (Naumova, 2024), yet the reliance on next-step clicks may increase effort rather than streamline the process.

## References

Burkhardt, M. & Loist, S. (2025) Visualization In/As Digital Media Studies. Available from: [Visualization In/As Digital Media Studies](#) [Accessed 11 February 2025]

Chang, H. & Chang, Y & Tsai, M. (2024) Strategies and difficulties during students' construction of data visualizations. Available from: [Strategies and difficulties during students' construction of data visualizations | International Journal of STEM Education | Full Text](#) [Accessed 11 February 2025]

Naumova, E. (2024) Telling truth with data visuals: a guide for public health professionals. Available from: [Telling truth with data visuals: a guide for public health professionals | Journal of Public Health Policy](#) [Accessed 11 February 2025]