

Summary Post

Upon reflecting on my initial comparison of Ryanair and EasyJet's websites, I have refined my observations based on peer feedback and additional papers. Both websites offer a quick selection of routes and basic trip details. However, cramped map layouts and ambiguous features, like EasyJet's layout and "Inspire me" button respectively, underscore the need for clearer user guidance. Emphasizing colour schemes and other visual design elements helps sustain brand identity, yet also are instrumental when displaying significant and ample data efficiently to your users. (Burkhardt & Loist, 2025). "Inspire me" buttons and cramped layouts can be fixed with public testing and unfiltered feedback from clients. Implementations sometimes look great because you work with the data all the time, the public (your users) may not feel the same.

From a visualization perspective, we must strive to reduce cognitive load by selectively revealing information (Naumova, 2024). Users should feel informed yet unburdened when making decisions. Users should not feel overwhelmed or confused when looking to use your service.

Recent findings on website design further confirm these principles (Tomić et al., 2025). Sites with appealing layouts and intuitive flows not only satisfy immediate user needs but also foster a higher purchase turnaround. Integrating visually appealing elements and ensuring easy to understand layouts can positively affect the overall user experience. Clear structures, dynamic personalization, and regular updates reinforce user trust and engagement.

Overall, no site is perfect. But avoiding congested maps and confusing layouts using methods like having your target audience test your website are ways you can get what you want out of your website. Which for majority of companies, is efficient profit turnover and client long term retention.

References

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