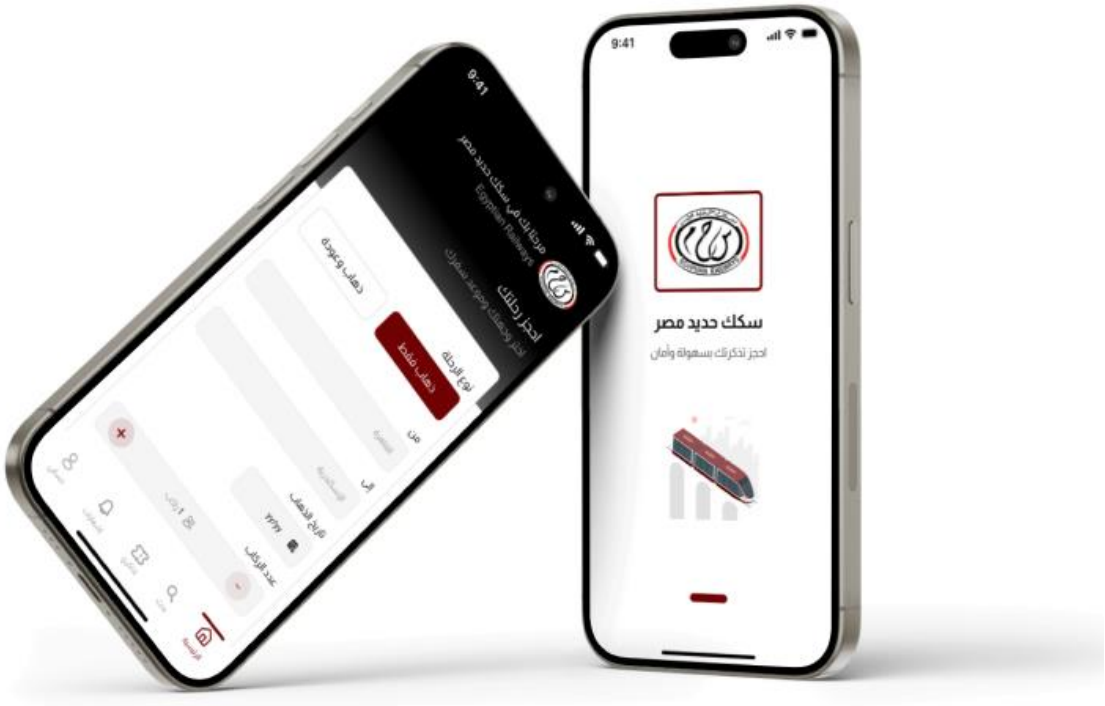
9:41
سكك حديد مصر
احجز تذكرتك بسهولة وأمان
9:41
احجز رحلتك
ذهاب فقط
ذهاب وعودة

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Egyptian National Railways Booking App – UI/UX Case Study

1. Project Overview

Egyptian Railways is a mobile application that allows users to search for train trips, book tickets, and manage their journeys.
The project focused on a **full UI/UX redesign** of the application, covering all core screens involved in the booking process.

The redesign aimed not only to refresh the visual appearance, but also to improve the **overall user experience**, making the app clearer, faster, and more accessible for users of different ages and technical backgrounds.

2. Problem Statement

The original version of the application faced several usability and design challenges:

- Outdated and visually heavy interface
- Poor visual hierarchy and spacing issues affecting readability
- Inconsistent colors, buttons, and UI components
- Confusing and complex booking flow
- No seat selection feature
- Limited passenger booking options
- Weak navigation and lack of clear feedback
- Missing or unclear notifications

These issues resulted in user confusion, longer booking time, and reduced trust in the application.

3. Project Goals & Objectives

The main goals of the redesign were:

- Create a modern and consistent visual identity
- Improve usability and accessibility across all screens
- Simplify the ticket booking process

- Provide clear navigation and guidance for users
- Allow more flexibility in booking (seat selection, multiple passengers)
- Improve user confidence during critical steps such as payment

4. Design Approach & Methodology

The redesign followed a **user-centered design approach**, focusing on real user needs and pain points.

Key Steps:

- Analyzing the existing application to identify UX and UI issues
- Redefining the visual identity (colors, typography, layout style)
- Designing a consistent design system
- Improving visual hierarchy and layout structure
- Redesigning user flows to reduce steps and confusion
- Ensuring consistency across all screens

5. UI Improvements

The UI redesign focused on:

- A clean and modern visual style
- A consistent color palette using dark red and black
- Clear typography hierarchy for titles, labels, and content
- Improved spacing, alignment, and layout balance
- Consistent buttons, icons, and UI components
- Reserved logo placeholders to maintain brand accuracy

6. UX Improvements

Major UX enhancements included:

- Simplified and guided booking flow

- Clear distinction between one-way and round trips
- Seat selection feature for better user control
- Ability to book for multiple passengers
- Clear progress indicators during booking
- Improved navigation clarity and discoverability
- Helpful feedback and error messages

7. Notifications & User Support

The redesigned app includes a dedicated notifications screen that provides:

- Trip reminders such as “Your trip is approaching”
- Booking confirmation updates
- Schedule or platform change alerts

This ensures users stay informed before and after booking.

8. Tools & Technologies

- UI/UX design tools: **Figma**
- UX principles: usability, accessibility, consistency, and visual hierarchy
- AI tools for research and inspiration

9. Outcome & Results

The redesign resulted in:

- A modern, professional, and consistent application interface
- Faster and clearer booking experience
- Improved readability and accessibility
- Increased user confidence and trust
- A scalable design system suitable for future development

10. Conclusion

The Egyptian Railways app redesign successfully transformed the application from a complex and visually outdated system into a **user-centered, clear, and efficient booking platform**.

By addressing both UI and UX challenges, the redesign delivers a smoother and more trustworthy experience, making ticket booking easier and more comfortable for all users.

This project establishes a strong foundation for future improvements and feature expansion.