

National Egyptian Railways

App Redesign

UI/UX case study

Redesigning the booking experience with a modern, accessible, Egyptian-centric interface

Presented by:

- Hajar Ezz El-din Abdulrahman
- Roaa Mahmoud Ahmed
- Hadeel Mohamed Elsharkawy
- Ghada Magdy Ahmed
- Hagar Fathalla Omran
- Salma Mohamed Elkeshk



Old Design problems:

01

Lack of Clear Visual Hierarchy

The old design does not properly guide the user's attention.

Users struggle to identify:

- The primary action
- The correct starting point
- The most important information

This causes confusion, especially during critical tasks like ticket booking.

Impact:

Users feel lost and take longer to complete tasks.

02

Poor Readability and Visual Fatigue

The interface relies on dark backgrounds and weak contrast.

This results in:

- Eye strain
- Difficulty reading text
- Accessibility issues for older and non-technical users

Impact:

Reduced comfort and usability.



Old Design problems:

03

Confusing and Complex Booking Flow

The booking journey is long and unpredictable.

Issues include:

- Too many steps
- No progress indicator
- Unexpected transitions between screens
- Users do not know how many steps remain or what comes next.

Impact:

Higher drop-off rates before booking completion.

04

No Seat Selection & Limited Passenger Control

The old app does not allow users to select their seats.

In addition:

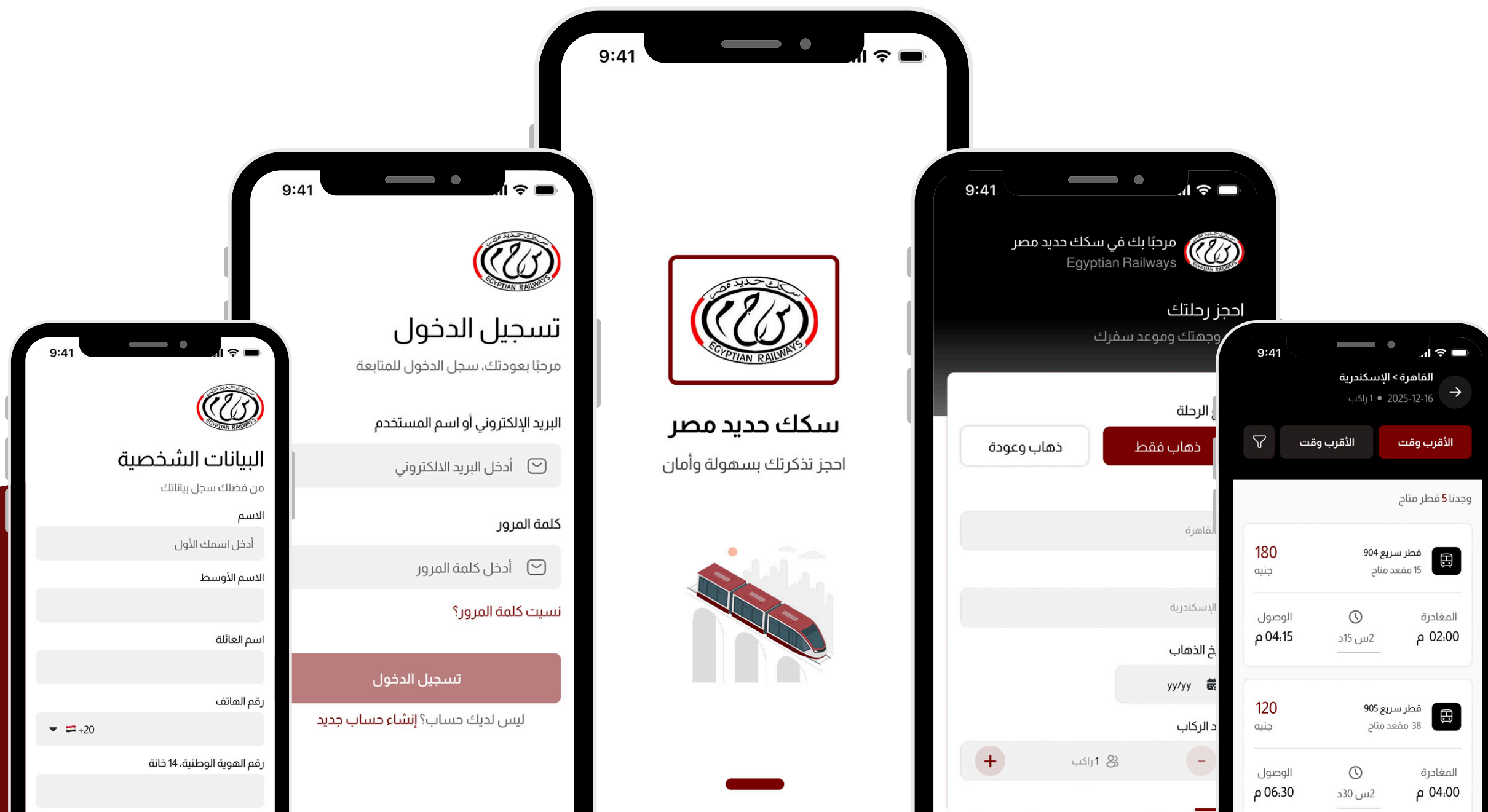
- Users cannot fully control passenger details
- The system limits booking to a maximum of 4 passengers
- This restricts families and group travelers.

Impact:

Users feel a lack of control and flexibility during booking.



Welcome to Our App



New Version



01

Strong Visual Hierarchy

Content is organized based on importance.

- Primary actions are highlighted
- Secondary information is visually separated

Benefit:

Faster decision-making and easier scanning.

02

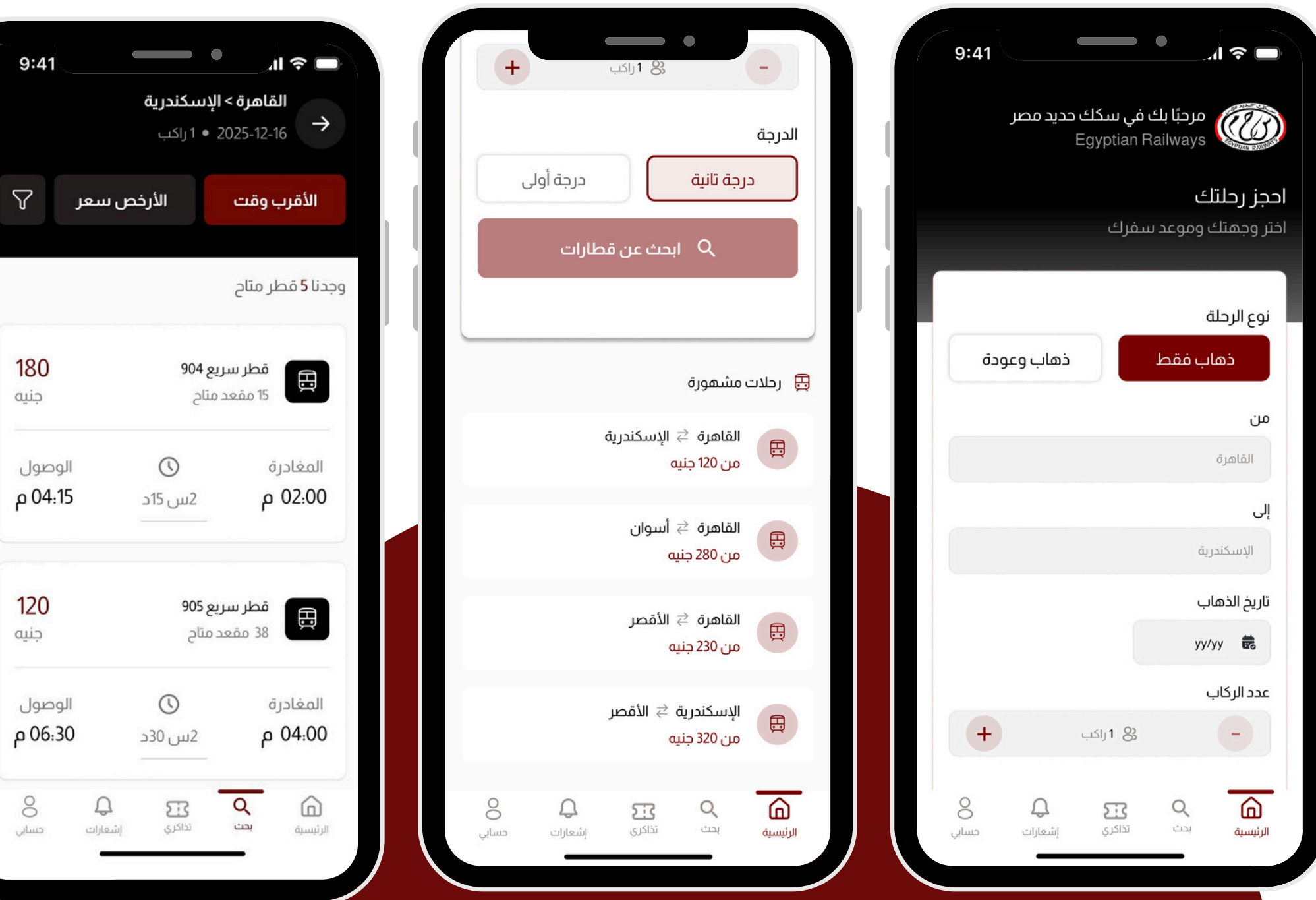
The login experience has been redesigned to be clear, secure, and user-friendly.

- A clear screen title immediately informs users they are on the login page
- Labeled input fields for username/email and password improve clarity
- A strong, visible primary CTA guides users to complete the action
- “Forgot password?” option is easily accessible

User Benefit:

Users can log in quickly and confidently without confusion or frustration.

Application Features



01

Smart Trip Suggestions

Trips are automatically highlighted based on user priorities.

- The closest departure time is clearly indicated.
- The lowest available price is visually emphasized.

Benefit:

Faster decision-making and easier comparison between trips.

02

One-way and Round Trip Selection

Users can clearly choose between:

- One-way trips
- Round trips
- This option is visible from the home screen.

Benefit:

Reduces confusion and supports different travel needs

03

Flexible Booking for Multiple Passengers

- The app now supports booking for multiple passengers.
- Add or remove passengers easily
- Save passenger details for future use
- No restrictive passenger limit

Benefit:

Ideal for families and group travelers.

Application Advantages

01

Clear and Guided Booking Flow

- The booking process is redesigned to be simple and predictable.
- Step-by-step flow
- Progress indicator across all booking stages
- Clear primary and secondary actions

Benefit:

Users always know what to do and what comes next.

02

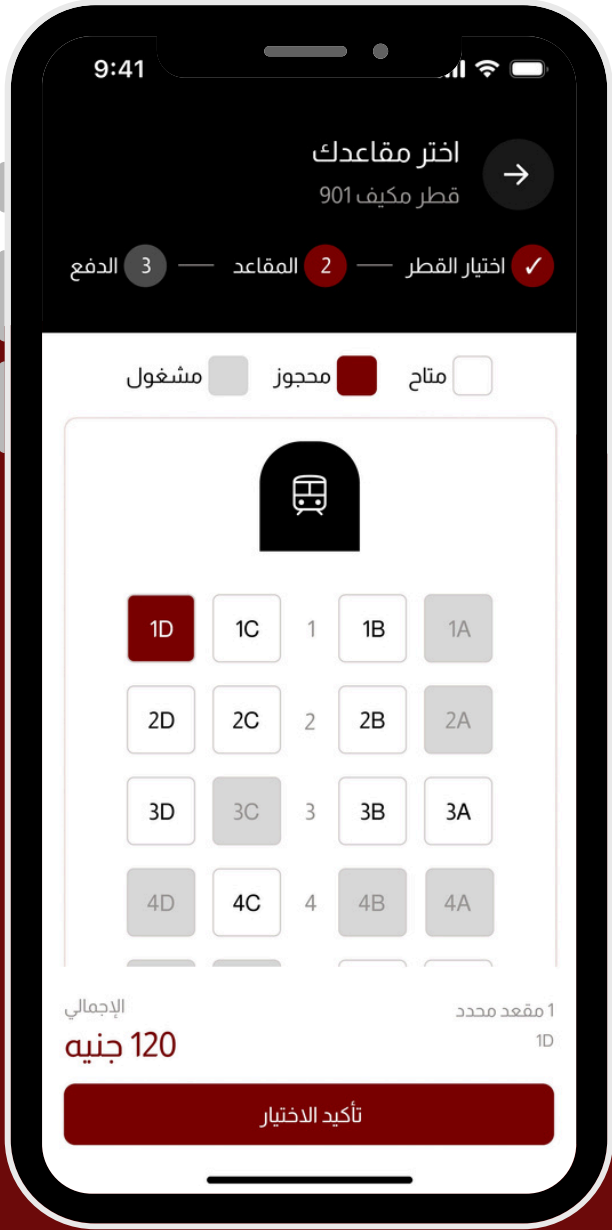
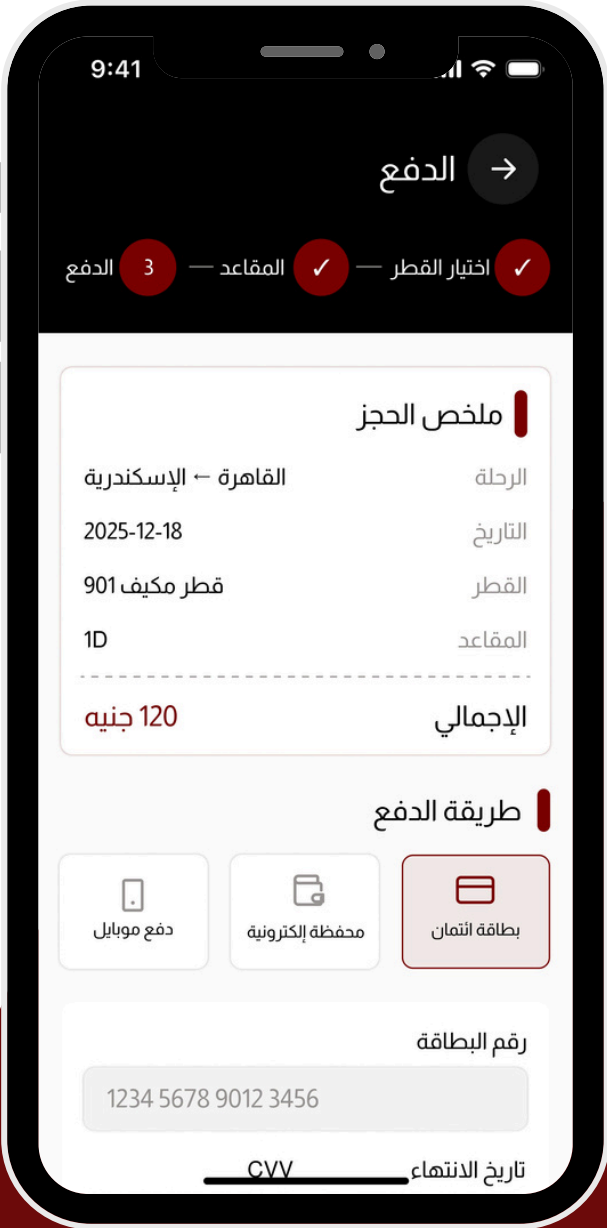
Seat Selection Feature

Users can visually select their preferred seats.

- Available, reserved, and selected seats are clearly differentiated
- Interactive and easy-to-use layout

Benefit:

Increases user control, confidence, and satisfaction.



Application Advantages



03

Structured Personal Profile

User information is:

- Grouped logically
- Easy to edit
- Used to speed up future bookings

Benefit:

Less repetitive data entry and smoother experience.

04

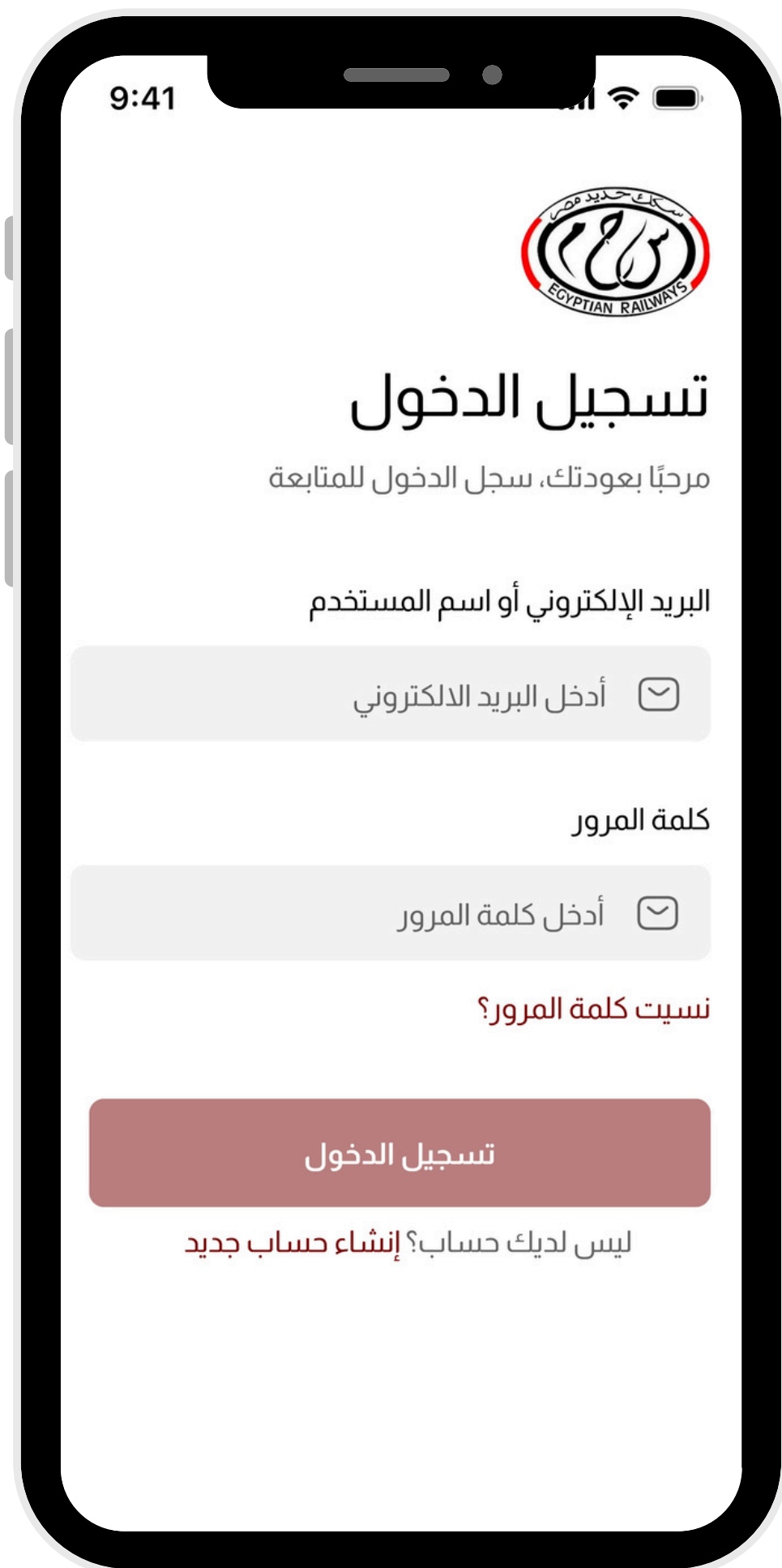
Improved Readability and Visual Comfort

The new UI uses:

- Light backgrounds
- High contrast text
- Consistent typography

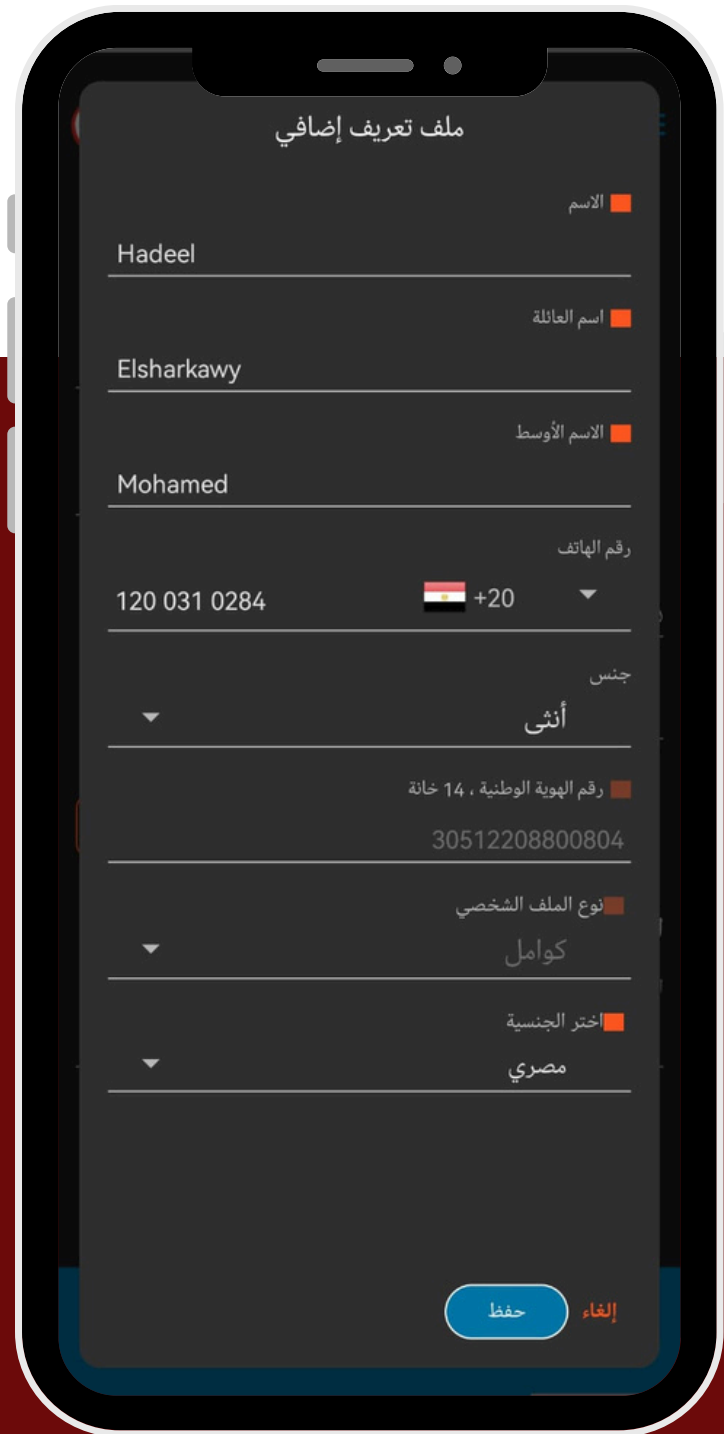
Benefit:

Less visual fatigue and better accessibility for all users.



Old Vs New

Design Principle (Category)	Old UI (Problems)	Redesigned UI (Improvements)
Visibility / Clarity	No clear screen title	Clear and visible screen title
Affordance	Unclear input fields	Labeled input fields
Visual Hierarchy	Poor visual hierarchy	Logical layout flow
Contrast	Dark tiring background	Light background
Consistency	Inconsistent buttons	Consistent buttons
Feedback	No feedback	Clear error messages

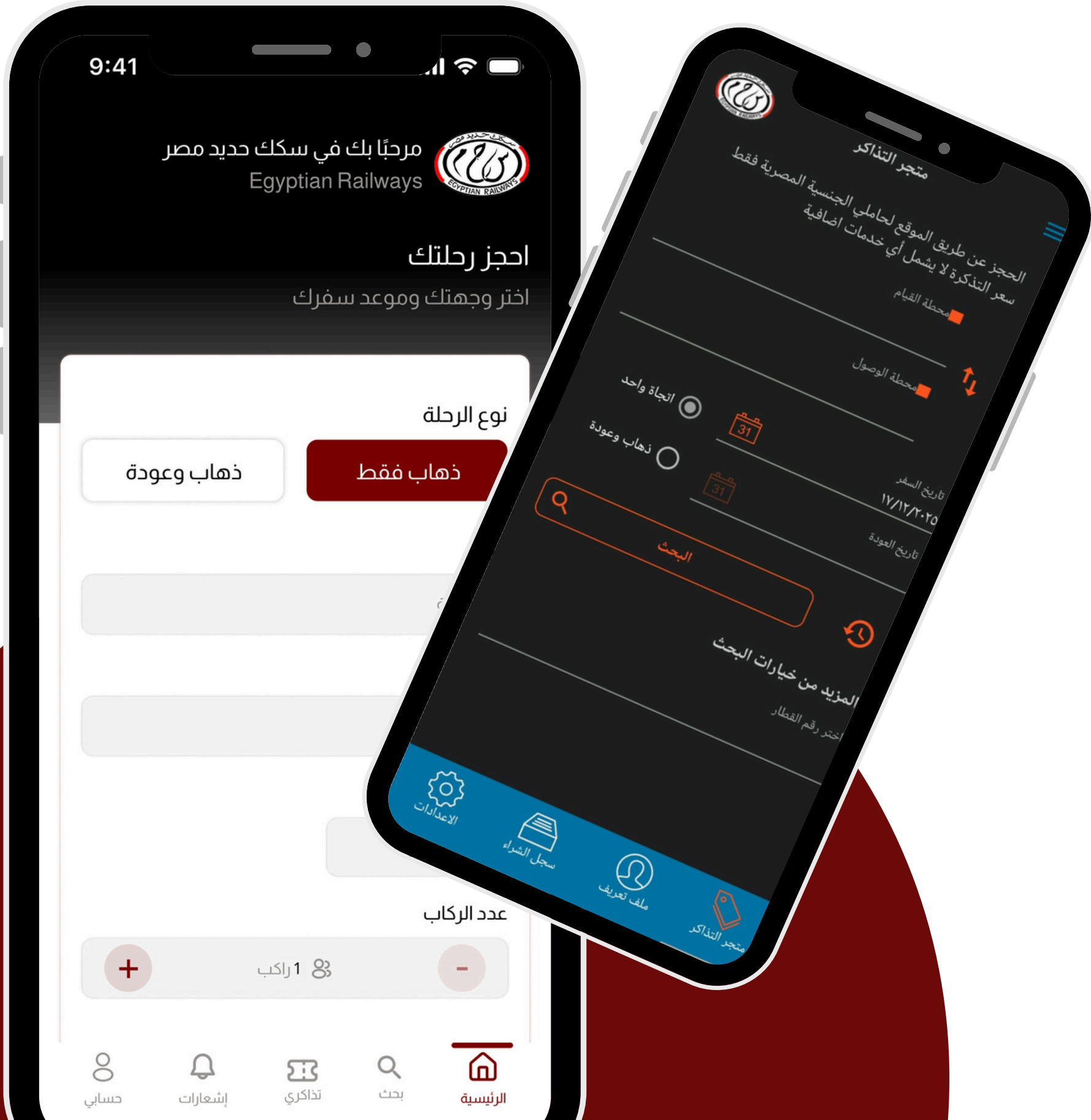


Old Vs New

Design Principle (Category)	Old UI (Problems)	Redesigned UI (Improvements)
Affordance	Unclear fields	Clear labels and hints
Proximity	Scattered inputs	Grouped related inputs
Chunking	Long form	Step-by-step form
Feedback	No validation	Real-time validation
Simplicity	Too many inputs	Minimal required fields

Old Vs New

Design Principle (Category)	Old UI (Problems)	Redesigned UI (Improvements)
Visual Hierarchy	No primary focus	Highlighted main action
Proximity	Crowded elements	Organized sections
Consistency	Inconsistent elements	Consistent UI components
Alignment	Poor spacing	Balanced spacing
Usability	User feels lost	Clear navigation flow

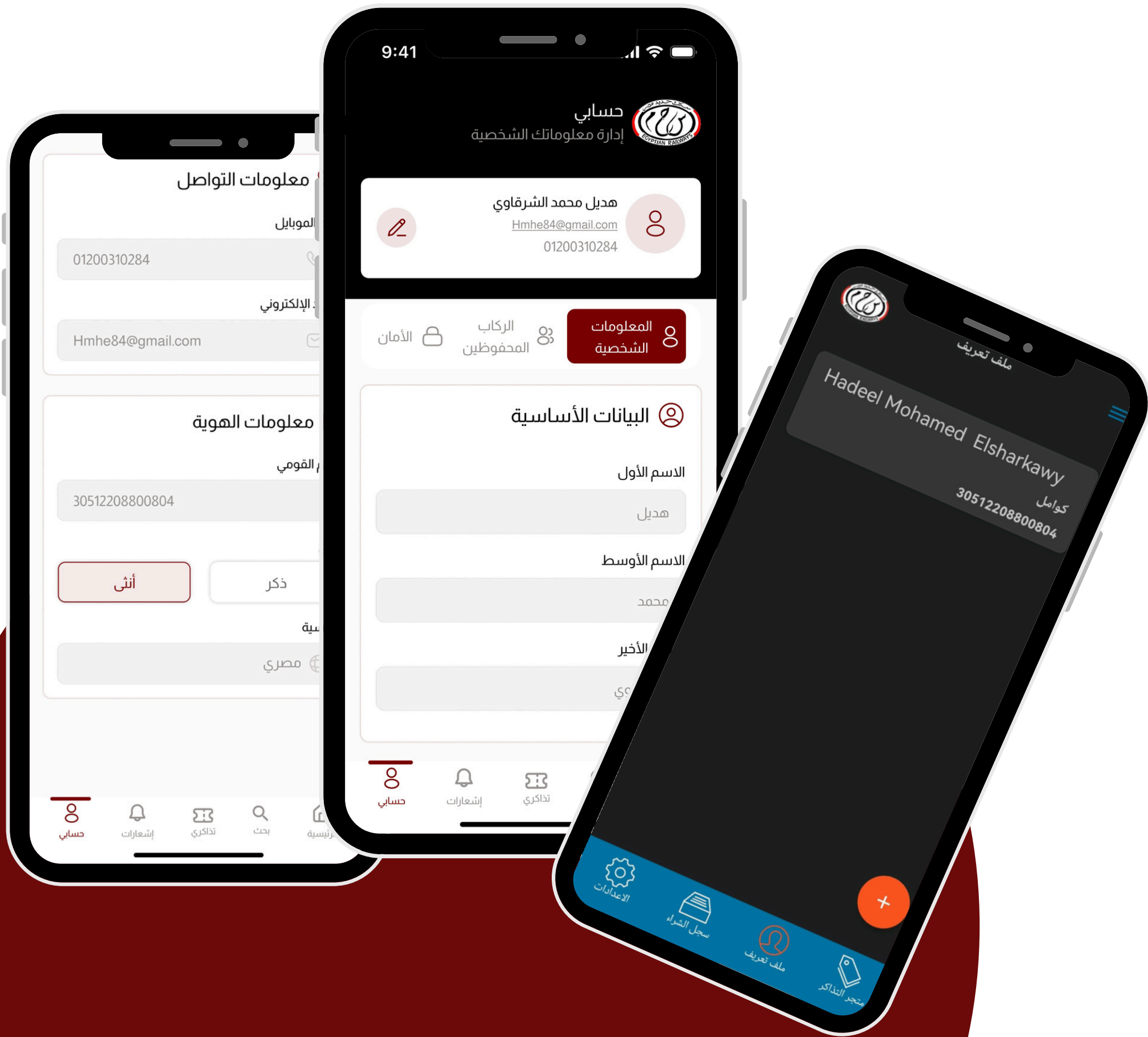


Old Vs New

Design Principle (Category)	Old UI (Problems)	Redesigned UI (Improvements)
Proximity	Merged items	Clear separation between items
Gestalt – Similarity	Flat list	Card-based design
Visibility	No visual focus	Highlighted selected item
Usability	Hard to read list	Easy scanning
Consistency	Random alignment	Consistent layout pattern



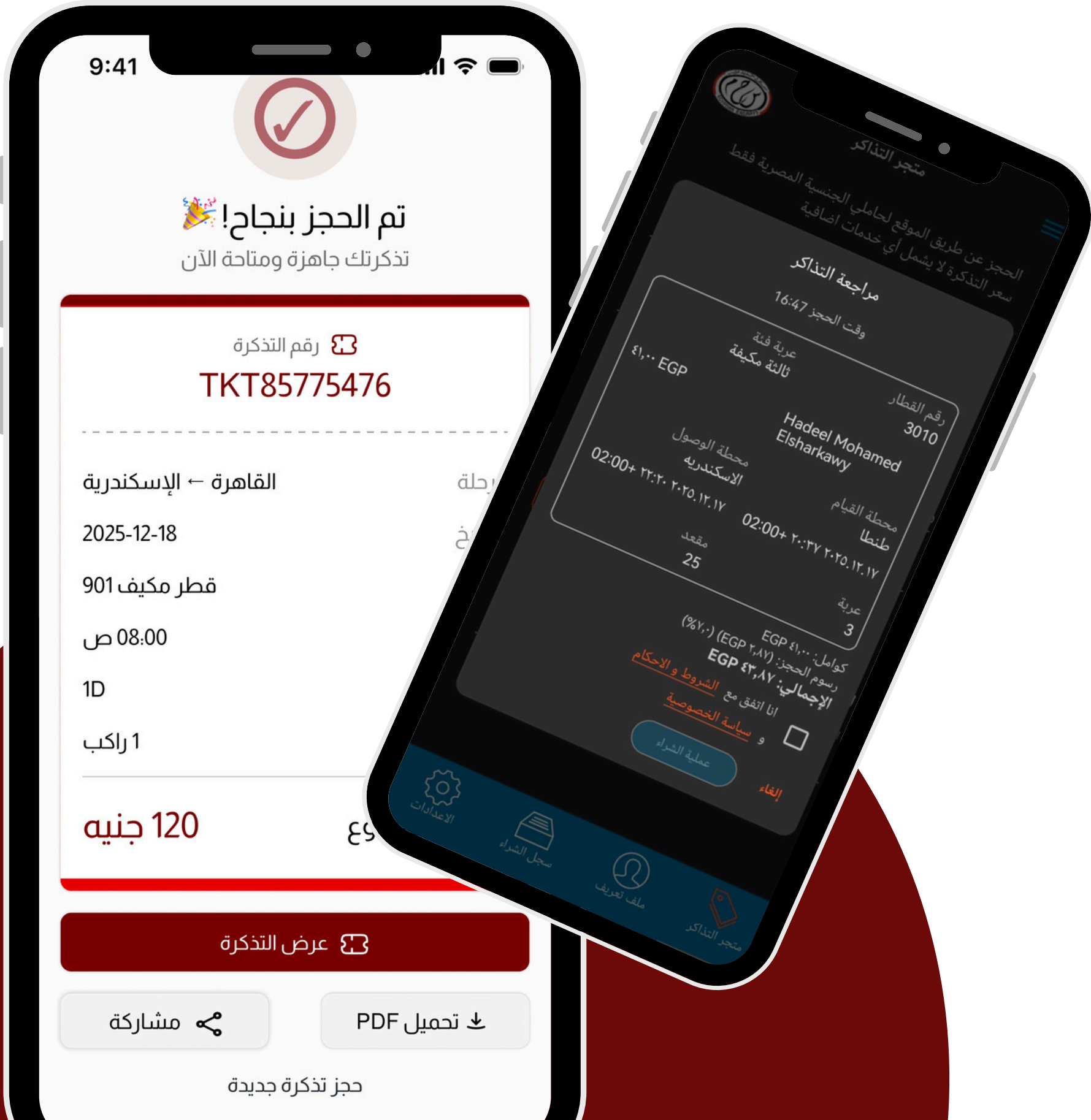
Old Vs New



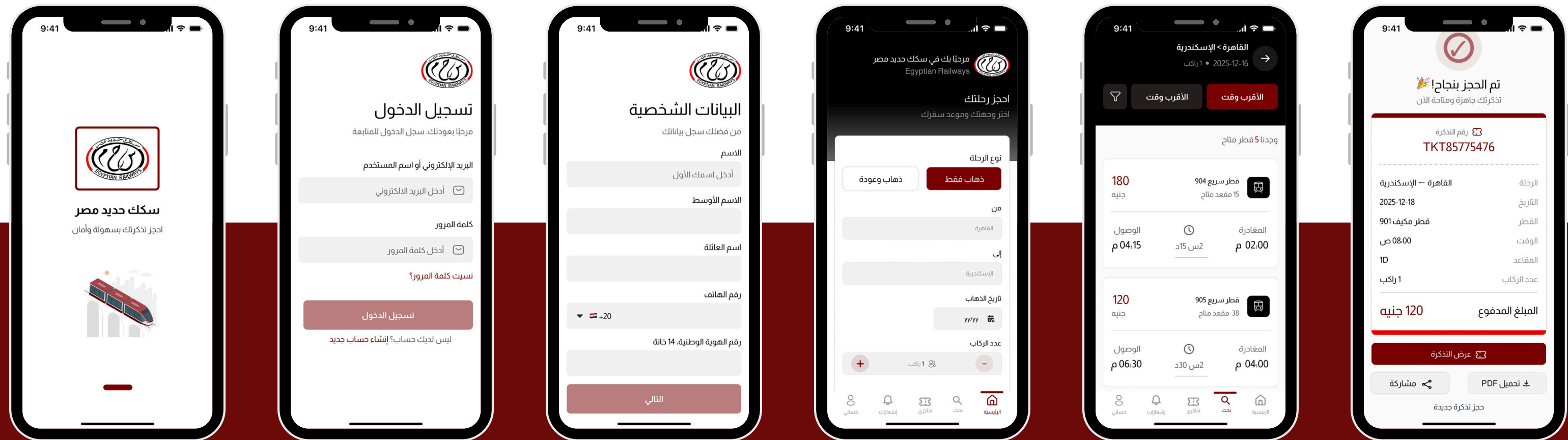
Design Principle (Category)	Old UI (Problems)	Redesigned UI (Improvements)
Proximity	Scattered information	Grouped user info
Affordance	Edit unclear	Clear edit options
Consistency	Mixed fonts	Consistent typography
Visual Hierarchy	No hierarchy	Logical content order
Simplicity	Information overload	Simple readable layout

Old Vs New

Design Principle (Category)	Old UI (Problems)	Redesigned UI (Improvements)
Visual Hierarchy	All details at once	Sectioned information
Clarity	No titles	Clear headings
Visibility	Hidden CTA	Visible CTA button
Alignment	Crowded layout	Good spacing
Usability	Hard to Scan	Easy reading flow



Thank You



The redesigned screens create a clear, guided, and stress-free experience that allows users to book their trips quickly, confidently, and with minimal effort.