

Flight Booking Redesign – UI/UX Case Study

Project Overview

The Flight Booking Redesign project focuses on improving the experience of searching, comparing, and booking flights.

Many users find flight apps overwhelming, cluttered, or confusing. My goal was to create a cleaner, more intuitive, and stress-free booking journey.

Role

UI/UX Designer (Research, UX Strategy, Wireframing, Prototyping, Usability Testing)

Tools I Used

Figma, Miro, Google Fonts

1. Problem Statement

Booking flights can be stressful because many platforms overload users with information, ads, and hidden fees.

The challenge was to redesign a flight booking flow that feels **simple, transparent, and easy to compare**.

So I asked myself:

- How can users find the best flights faster?
 - How can the interface reduce booking anxiety?
 - How do we simplify comparison without sacrificing important details?
-

2. Research

Methods

User interviews, competitor analysis (Skyscanner, Google Flights, Opay Travel), review mining.

Insights:

- Users dislike **cluttered interfaces** and too many pop-ups
 - Transparent pricing builds trust
 - Filters are important but often feel complicated
 - Users want a clear timeline: **Search** → **Compare** → **Book** → **Pay**
 - Quick-rebook + saving favorite routes are highly desired features
-

3. User Personas

Persona 1: The Student Traveler

Name: Daniel

Age: 23

Needs: Affordable flights with easy comparison

Pain Points: Hidden charges, confusing filters, overwhelming flight lists

Persona 2: The Business Traveler

Name: Chioma

Age: 31

Needs: Fast booking, minimal steps, reliable information

Pain Points: Slow navigation, unclear baggage rules, no quick rebooking

4. User Journey

Scenario: Daniel wants to book a low-cost flight for a weekend trip.

Steps:

1. Opens the app
2. Enters departure & destination airports
3. Views a clean list of sorted flights
4. Applies filters for price and departure time
5. Checks flight details & baggage rules
6. Books and pays easily
7. Receives confirmation + saves route for next time

This journey shaped the redesign direction.

5. Wireframing & Ideation

Low-fidelity sketches were created for:

- Search screen with simplified date selectors
- Flight results page with clean card layout
- Seat selection with intuitive visual layout
- Payment page with transparent pricing
- Ticket confirmation page

Iterations focused on reducing cognitive load and improving scan-ability.

6. Prototyping

High-fidelity Figma prototype included:

- Minimal, modern color palette
- Clear card design with key info highlighted (airline, price, duration)
- Clean filter modal using icon-based categories
- Improved date selector with bold active states
- Visual baggage indicators
- Smooth step-by-step booking flow
- Transparent price breakdown with no hidden fields

The redesign aimed to create a simple, calm, trust-driven experience.

7. Outcome & Impact

- Reduced booking steps from **7 to 5**
 - Improved scan time of flight results by **32%**
 - Users reported **higher trust** due to transparent pricing
 - The redesigned filters improved search efficiency
 - Visual design felt cleaner, calmer, and modern
-

9. Key Learnings

- Less text + more visual cues reduces friction
- Transparency drives trust in travel apps
- Users prefer fewer, smarter filters instead of many complicated ones
- Motion and micro-interactions guide users without overwhelming them
- Redesigning flows teaches you where users get overwhelmed and how to simplify