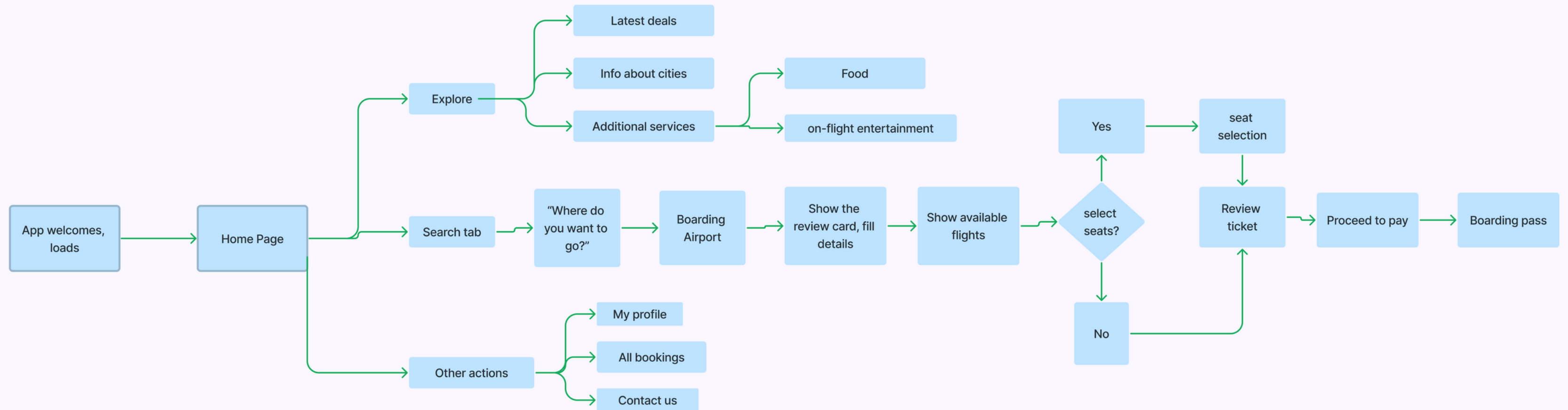


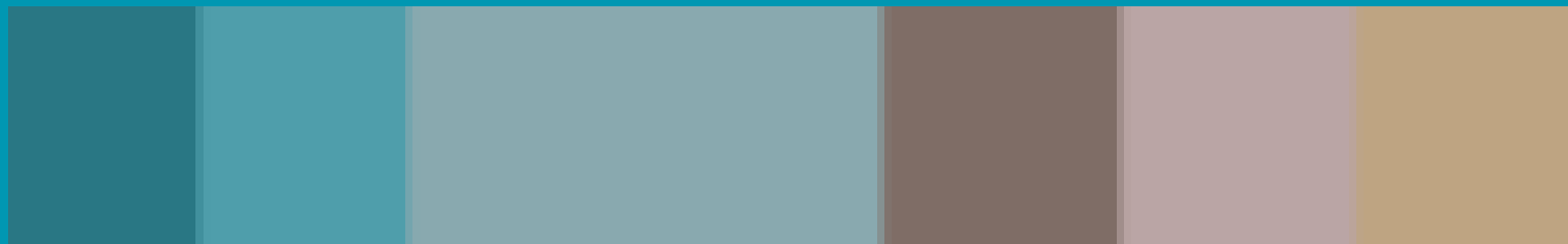
Case Study: Flight Booking App(Oman Air)

Mind Map:



Colour Scheme:

The original app of Oman Air has a colour palette consisting of dark turquoise colours, shades of rusted brown, white and off white. My design has been made keeping in mind this scheme.



User Persona:

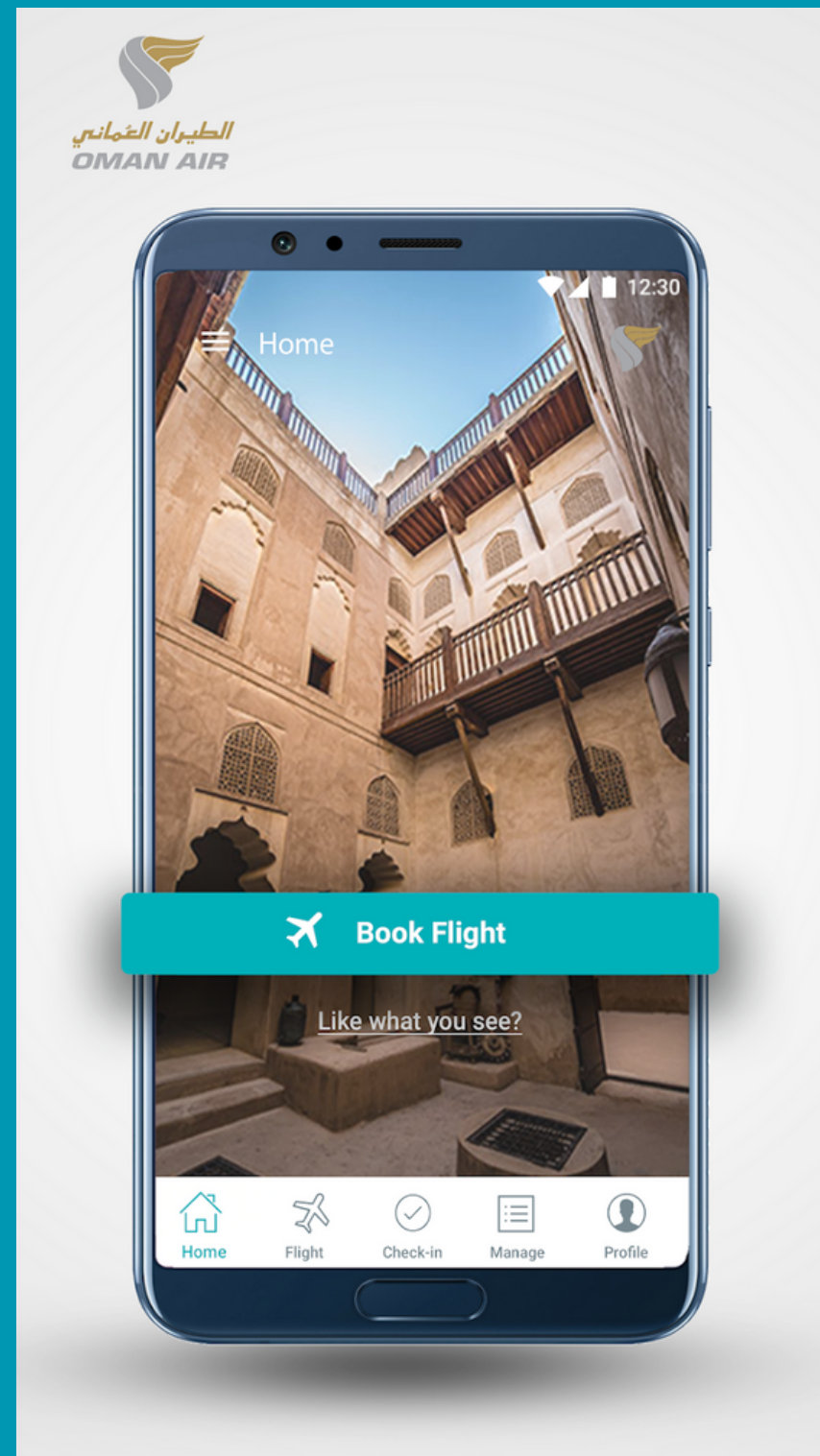
Our user persona consists of users from all classes- may it be a young teenager booking flight tickets on his way back to home or a businessman going for a business trip; an old man, or a booking agent. The design is made in such a way that it looks both professional as well as simple. Focus is also made to make sure the app is user friendly.

Why Oman Air?

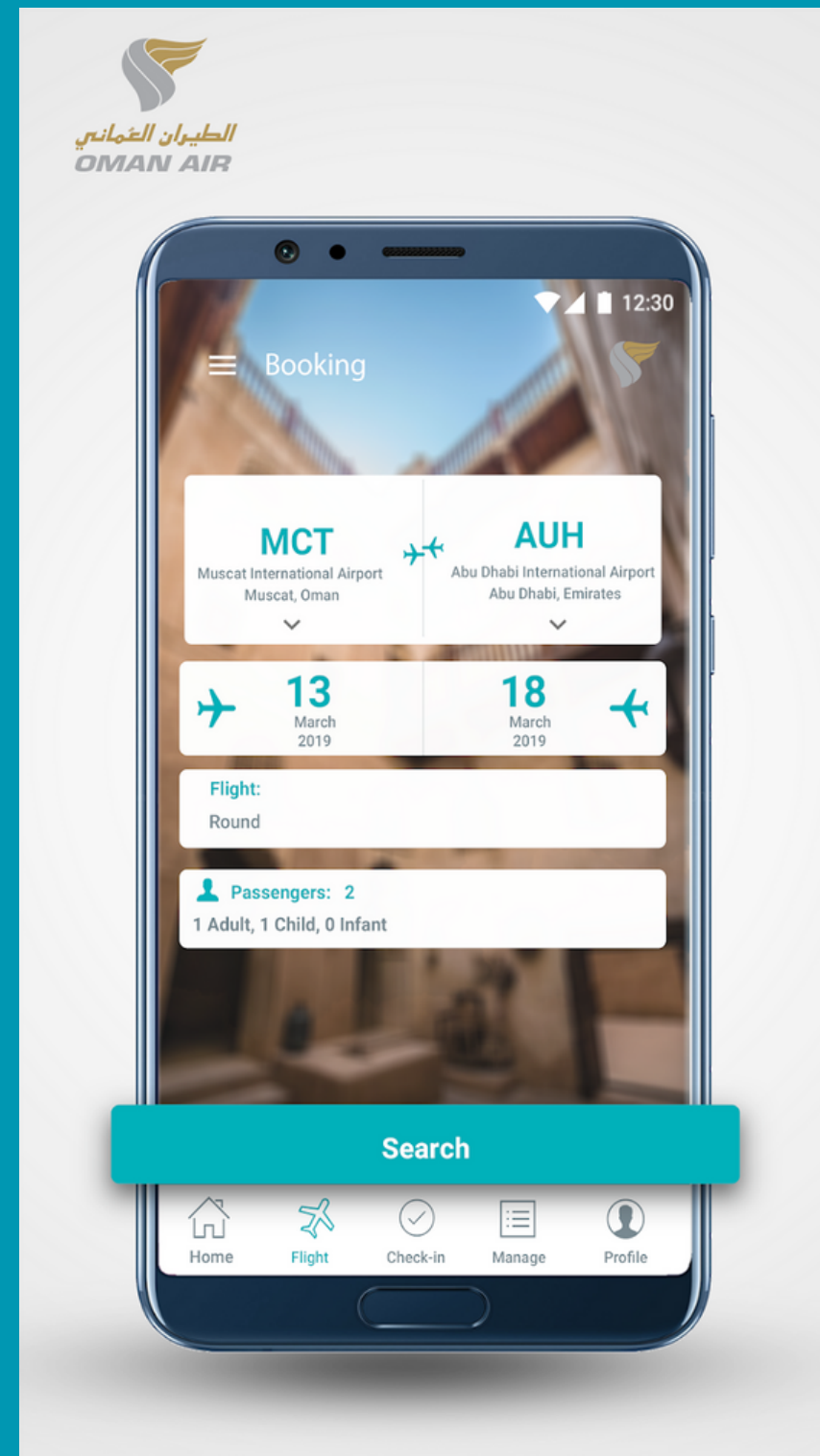
Oman Air was chosen due to the following lack of design qualities and features, and with a thought that it can be significantly improved upon.

- The app looked less attractive
- The home page looked like a welcome page, rather than looking like a menu to navigate through the app
- In some screens, organization of a large amount of information has not been properly done. This makes the user take more time to go through the page.

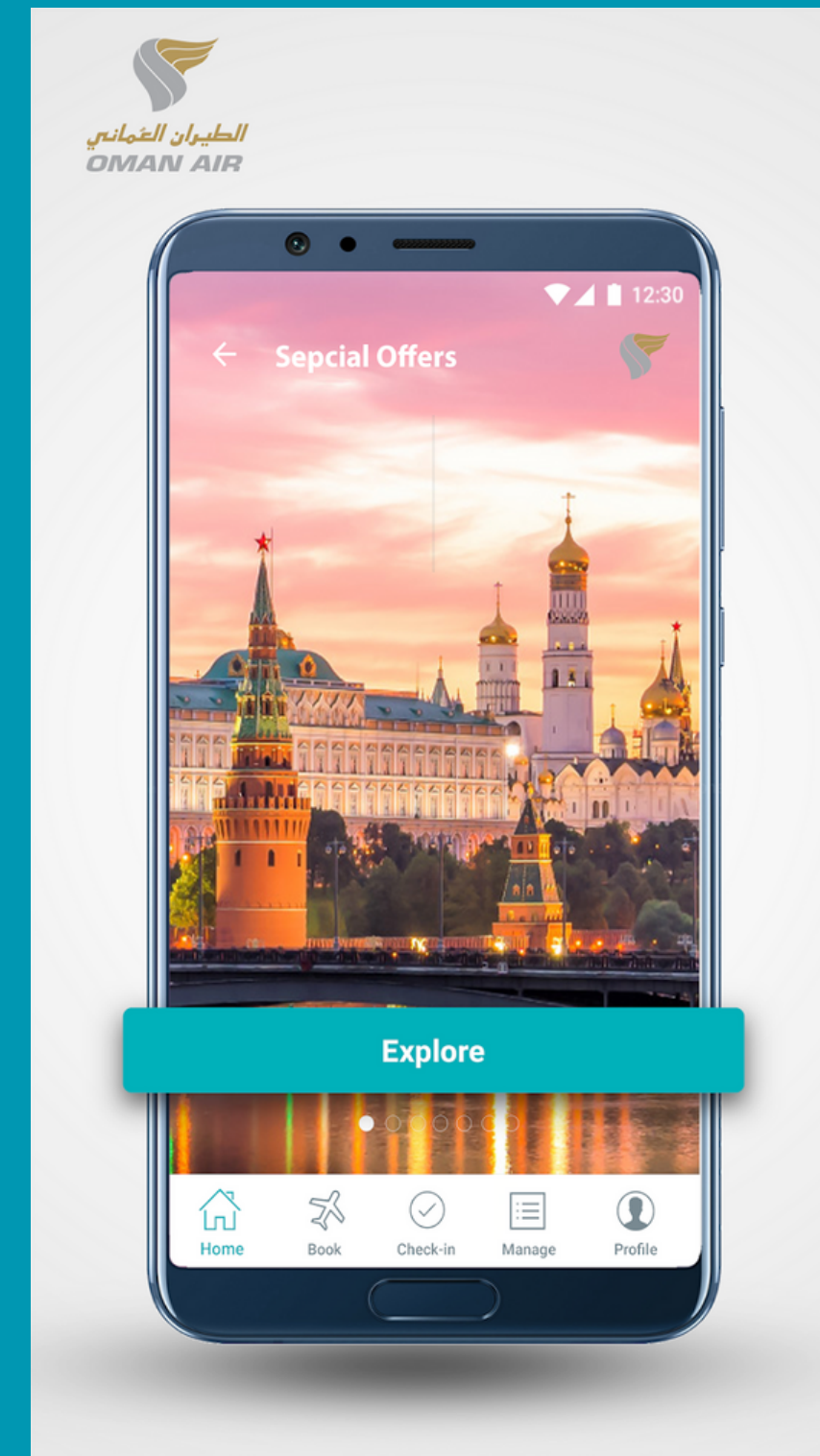
Existing App:



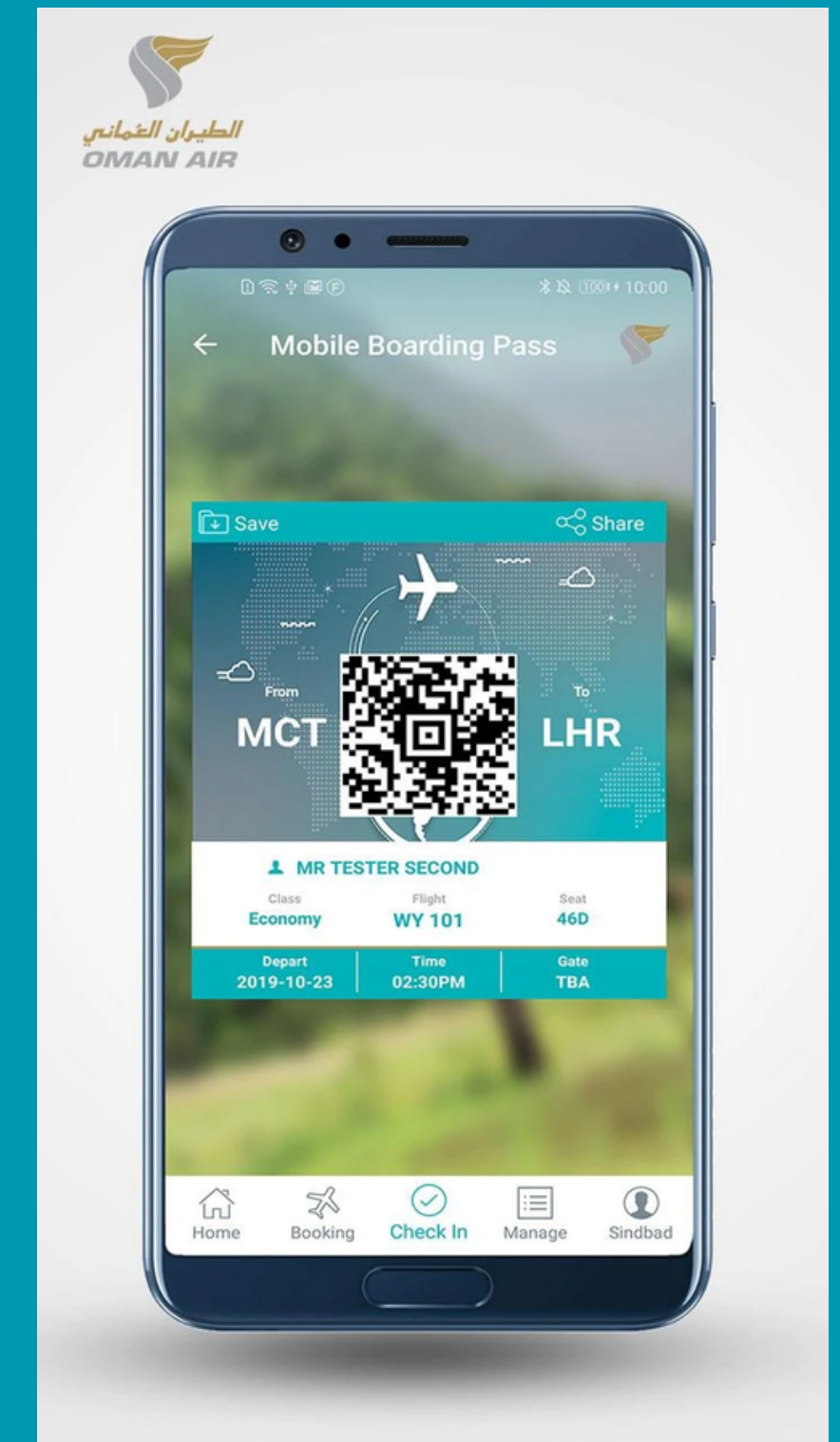
Welcome Page



Booking Page



Home Page



E-Boarding Pass

Designed App:

Figma link: <https://www.figma.com/file/pRYr9bOELeE8GA3rXw5naQ/OmanAir?type=design&node-id=0%3A1&mode=design&t=sGLYHMSK2EkXMzFb-1>

