

Hampered user experience:

Information overflow:

too many users trying to book too many flights all at once could cause traffic on the app resulting in slow advancements which hampers the experience of the user

No personalization:

lack of personalized suggestions which multiple users sought after could ruin the user experience. Everyone wants to feel special and remembered which is why personalization is important

Poor interactability:

overall experience of the app, the colour selection, the font and size selection could decide response of the user to the entire concept

inaccessible filter and sort options:

poor placement of filter and sort option on search results is a big deal breaker for a large portion of users that like to make their search more effective.

Ways to improve:

More personalization options:

People like to feel remembered, more suggestions based on a users past travel and better and more accessible filter and sort functions to make their search more personalized

Extensive theme choices:

Most pages have the standard light and dark theme choice, but with a more extensive theme set(eg: light with warmth adjustment, more colours) a user could choose the theme most suited to them which overall enhances their experience and makes them feel more comfortable on the site

More accessible design:

Non complex but innovative and fresh design that does not confuse the user but works towards their needs

FAQ and Help section:

Efficient help and FAQ section that helps answers the users queries and hesitations if any