uFly

Flight ticket transparency

Overview

Airlines /Third party airline ticket resellers aren't being transparent with the underlying fees that are normal to include in total price. Leaving users to waste time searching online comparing, distance, carry-on fees, seat selections and more. This is a frustrating process for a user as it wastes time and money. It also brings distrust to users as they get to the end of booking a ticket to learn that their seat isn't even covered.

Understanding the problems

01   Money waste

02   Time Lost

03   Distrust with airline ticket sellers

Problem Statement

Airlines/Third Party airline ticket resellers aren't being transparent with the underlying fees that are normal to include in total price this wastes time for users, creates distrust, and money waste. However if airlines/third parties show users total price for their ticket from the start users will book much faster and their trust for the companies will be built back up.
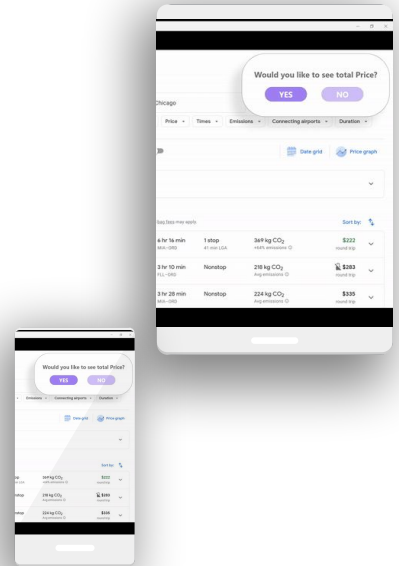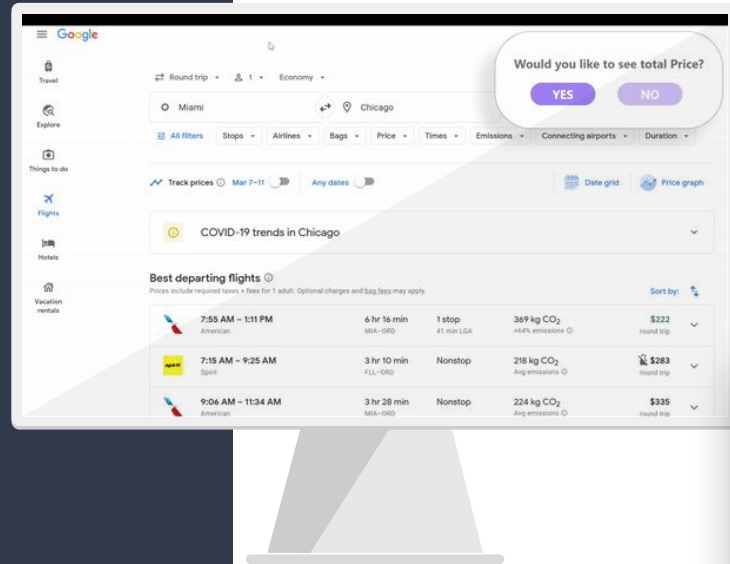
Target audience

Typical user jump to a private browser to ensure their ticket prices aren't being changed. Opens several browsers to compare prices of airline tickets. They typically use Mobile + Browser to do their bookings. (Mobile is at a higher adoption rate currently)
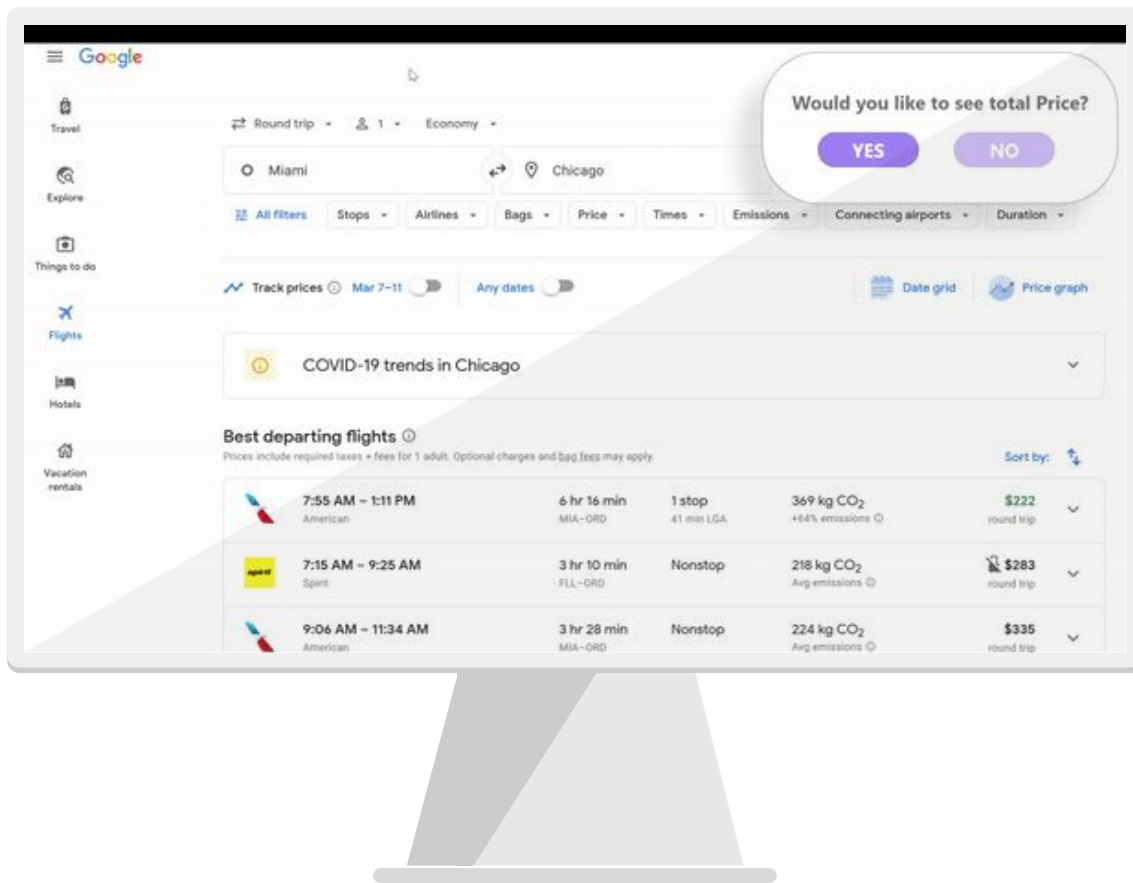
Introducing: uFly

It's time that we bring power back to the traveler

Enjoy comparing tickets
and selecting filters that
cater to your travels.

Transparency
is here!

See the total price of all the hidden fees

Project timeline

MVP 1

Add in all Fee selection

MVP 1.5

Add in data scraper & APIs for constant data updates

MVP 2

Mobile version

Thank you!

Hope to see you real soon