Emirates

UI Case Study

Emirates Airlines Homepage Redesign: Flight Search

Project Overview

What is Emirates Airlines?

Emirates is a leading airline based in Dubai, United Arab Emirates, known for its luxurious and customer-centric approach to air travel. The airline operates a fleet of modern aircraft and offers various classes of service, including first class and business class, catering to discerning travelers.

Validating the Problems

Conducted comprehensive user research, analyzed feedback from various sources, and identified pain points and challenges. Because, the heuristic is extremely crucial to perform well in the aviation industry, we focused on Nielsen's heuristics and Norman's Design Principles to find some suggestions. The main focus was on the flight search and booking process, and logins.

Problem Solutions

Design Process

Research

Search Objective:

This section aims to gather user feedback and insights to identify pain points, challenges, and areas for improvement in the current flight search and booking process on the Emirates homepage. The aim is to understand how users interact with the current interface, their overall ease of use, and any challenges they encounter.

Qualitative Research

Qualitative research involves gathering and analyzing non-numerical data to understand concepts, opinions, and experiences. It aims to gather in-depth insights and understand the underlying motivations and perspectives of individuals or groups. Common methods include interviews, focus groups, and open-ended survey questions.

- Time-consuming to collect and analyze compared to quantitative methods.
- Results are not easily generalizable to a larger population.
- Subjectivity in data collection and interpretation can introduce bias.
- Difficult to draw statistical conclusions or make predictions.

- I thinks that there is little room for improvement, since the Emirates flight search is one of the most user-friendly and efficient booking systems I have encountered.
- I believe that Emirates' flight search could be more helpful if it included features like price alerts or flexible date options, which would be useful for those with more flexible travel plans.
- It's clear that the Emirates flight search is designed with a focus on ease of use, with a clean interface and intuitive layout that makes it easy to find and book flights.
- I appreciate the ability to filter results by various criteria, such as airlines, stopovers, and departure times, which helps me find the most suitable options quickly.
- I think the Emirates' search engine's integration with other platforms could be improved, as it would be convenient to have the option to book flights and hotels from other travel websites or airlines.
- I have noticed that the search results sometimes take longer than expected to load, which can be frustrating when I'm in a hurry to book a flight.
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Quantitative Research

Homepage Performance Metrics:

Metrics	Current Value	Industry Average
Bounce Rate	35%	40-50%
Flight Searches Per visit	3.5%	1% - 10%
Login Rate	15%	10% - 20%
Ancillary Click Through Ratio	2%	1% - 3%

- **Insight:** The bounce rate suggests that users are engaging deeply with the site's content rather than leaving immediately. Maintaining this level is crucial.

User Behavior & Preferences: (Based on Observed/Surveyed Data):

- **Insight:** Users ideally prioritize safety, speed, and comfort in the search experience. Hidden elements and aspects OS significantly influence engagement.

Competitor Features Comparison

Features	Emirates	Qatar Airways	Turkish Airlines	Lufthansa
Clean UI	✓	✓	✓	✓
Multi-destination flights	✓	✓	✓	✓
Flexible Date Search	✓	✓	✓	✓
Price Alerts (Email)	✗	✗	✗	✗
Mobile Optimization	✓	✓	✓	✓

- **Insight:** Emirates offers a clean UI and multi-destination flights, but lacks price alerts, which is a significant feature that competitors provide. Enhancing this could boost user engagement.

- **Lufthansa** and **Qatar Airways** stand out with their advanced search features, including flexible date searches and price alerts, which enhance user convenience.
- **Advanced search capabilities** are lacking in Qatar and Lufthansa, **Lufthansa stands out** by integrating these features, making the interface more user-friendly.

- Emirates is focusing on quantity implementation!
- Qatar is focusing on quality!
- Turkish implementation of usability concern (not entirely but needs improvement)

User Persona

Age: 25
Occupation: Marketing Specialist
Marital Status: Single
Travel Habit: Leisure, occasional Business Trips.

Tech Usage:
Uses smartphone and computer/laptop frequently. Comfortable with online booking platforms. Uses apps like Skyscanner, Booking.com, and airline apps.

Goals:
Find affordable flights to popular destinations. Find flexible travel dates easily. Discover hidden travel deals/destinations.

Pain Points:
Feels overwhelmed by cluttered interfaces. Frustrated by hidden fees and complex booking processes. Finding flexible dates takes too much effort.

Quote:
"I want a quick, flexible flight search that just gets me from point A to point B."

Age: 32
Occupation: Senior Consultant
Marital Status: Married
Travel Habit: Frequent Business Travelers

Tech Usage:
Tech-savvy user, comfortable mobile usage. Uses corporate booking tools and frequent flyer platforms. Values speed, ease, and reliability for better control.

Goals:
Quickly find suitable flights and accommodations. Manage loyalty points and business upgrades. Ensure a seamless, stress-free travel experience.

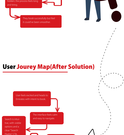
Pain Points:
Finds it annoying to log in, approve upgrades, and manage points separately. Wants more control over flight times. Prefers "Pay Now" flights to avoid upgrade delays.

Quote:
"My time is valuable. I want a quick, simple, and reliable way to book a flight."

Empathy Map

User Journey Map(Before Solution)

User Journey Map(After Solution)



User Flow

Wireframe

Emirates
Flight Search
Hotels
Holidays
Cars
Activities
Flexible Dates
Multi-City
Cabin Class
Economy
Business
First
Passengers
Adults
Children
Infants
Search Flights
Recent Searches
Popular Routes
Dubai → London
Dubai → New York
Dubai → Paris
Dubai → Bangkok
Dubai → Sydney
Dubai → Tokyo
Dubai → Mumbai
Dubai → Cairo
Dubai → Istanbul
Dubai → Singapore
Dubai → Kuala Lumpur
Dubai → Bali
Dubai → Maldives
Dubai → Seychelles
Dubai → Mauritius
Dubai → Zanzibar
Dubai → Nairobi
Dubai → Addis Ababa
Dubai → Lagos
Dubai → Accra
Dubai → Dakar
Dubai → Casablanca
Dubai → Tunis
Dubai → Algiers
Dubai → Tripoli
Dubai → Khartoum
Dubai → Kampala
Dubai → Dar es Salaam
Dubai → Lusaka
Dubai → Harare
Dubai → Windhoek
Dubai → Gaborone
Dubai → Maputo
Dubai → Antananarivo
Dubai → Port Louis
Dubai → Victoria
Dubai → Moroni
Dubai → Mogadishu
Dubai → Djibouti
Dubai → Asmara
Dubai → Bujumbura
Dubai → Kigali
Dubai → Juba
Dubai → Bangui
Dubai → Ndjamena
Dubai → Niamey
Dubai → Ouagadougou
Dubai → Bamako
Dubai → Nouakchott
Dubai → Freetown
Dubai → Monrovia
Dubai → Abidjan
Dubai → Conakry
Dubai → Bissau
Dubai → Banjul
Dubai → Praia
Dubai → Malabo
Dubai → Libreville
Dubai → Brazzaville
Dubai → Kinshasa
Dubai → Luanda