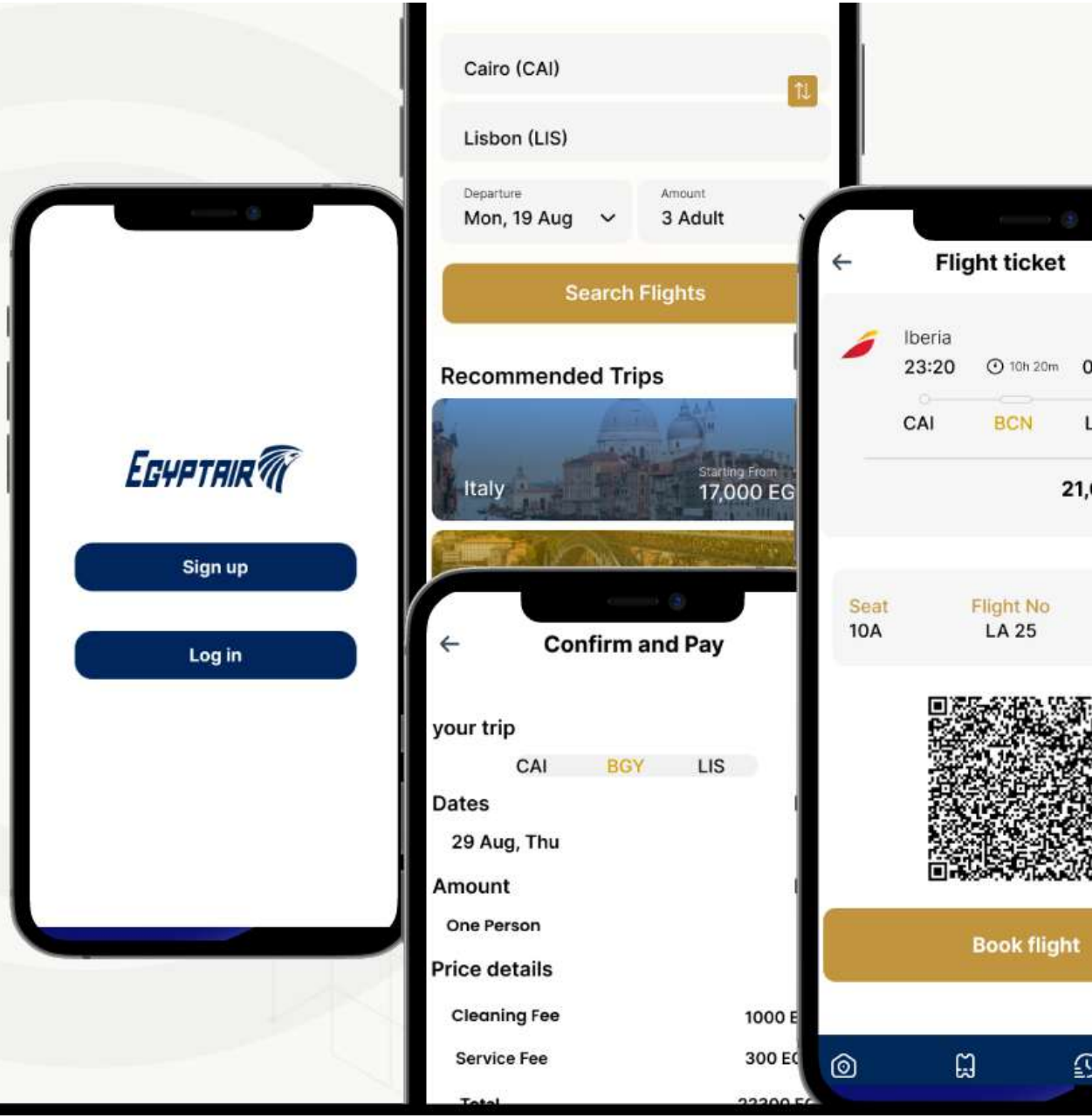
EGYPTAIR

Project Duration

October-November 2021



Project Overview: EgyptAir Mobile App

Project Name: EgyptAir Mobile Application
Industry: Aviation
Company: EgyptAir (Egyptian national airline)
App Platforms: iOS, Android

Objective:
The goal of the EgyptAir mobile app is to provide a seamless and user-friendly digital experience for passengers to manage their travel needs. This includes booking flights, managing reservations, checking flight status, accessing loyalty programs, and more — all from a mobile device. The app is designed to improve passenger convenience and enhance EgyptAir's competitive position in the airline industry.

Ahmed Bakr

Solo UX/UI Designer

Tools

Ps Ai

My Responsibilities

- Problem
- COMPATITOR ANALYSIS
- PERSONA
- EMPATHY MAP
- USER FLOW & TASK FLOW

The Problem

BOOKING DIFFICULTIES: USERS FACE CHALLENGES IN COMPLETING THE BOOKING PROCESS, SUCH AS THE INABILITY TO SELECT SEATS OR MAKE PAYMENTS.

THE APPLICATION DOES NOT SUPPORT MULTIPLE LANGUAGES:
WHICH MAKES IT LIMITED TO A CERTAIN GROUP OF USERS, ALONG WITH ISSUES IN TEXT TRANSLATION

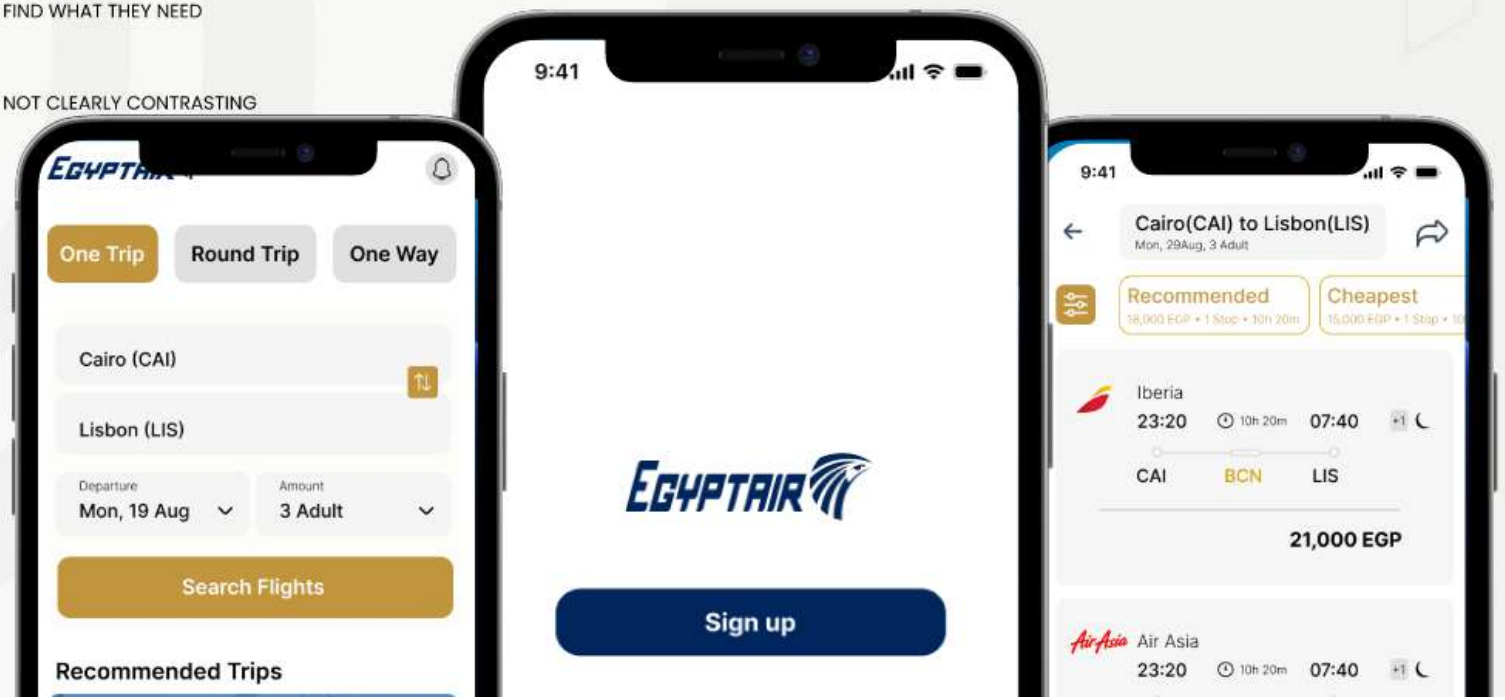
PAYMENT ISSUES::
SOME USERS ENCOUNTER PROBLEMS WHEN TRYING TO COMPLETE PAYMENTS

NO NAVIGATION BAR:
WHICH MAKES NAVIGATION MORE DIFFICULT AND CAUSES USERS TO TAKE LONGER TO MAKE DECISIONS AND FIND WHAT THEY NEED

PINCONSISTENT COLORS:
ON THE APP PAGES, AND THE TEXTS ARE NOT CLEARLY CONTRASTING

The Goal

The goal of the EgyptAir mobile app is to provide a seamless and user-friendly digital experience for passengers to manage their travel needs. This includes booking flights, managing reservations, checking flight status, accessing loyalty programs, and more — all from a mobile device. The app is designed to improve passenger convenience and enhance EgyptAir's competitive position in the airline industry.



Pain Points

1

BOOKING DIFFICULTIES:

USERS FACE CHALLENGES IN COMPLETING THE BOOKING PROCESS, SUCH AS THE INABILITY TO SELECT SEATS OR MAKE PAYMENTS

2

NO NAVIGATION BAR:

WHICH MAKES NAVIGATION MORE DIFFICULT AND CAUSES USERS TO TAKE LONGER TO MAKE DECISIONS AND FIND WHAT THEY NEED

3

PINCONSISTENT COLORS:

ON THE APP PAGES, AND THE TEXTS ARE NOT CLEARLY CONTRASTING.

4

PAYMENT ISSUES:

SOME USERS ENCOUNTER PROBLEMS WHEN TRYING TO COMPLETE PAYMENTS

User Personas

ALI SALEM

Age: 35
FAMILY: Married, 2 Kids
LOCATION: Calgary, Alberta
EDUCATION: University of Calgary
OCCUPATION: Family Physician

Bio

AN EGYPTIAN ENGINEER IN HIS TWENTY-SIXTH YEAR, SPECIALIZING IN CIVIL ENGINEERING. HE LOVES TRAVELING AND DISCOVERING NEW CULTURES, WHICH ENHANCES HIS CREATIVITY IN HIS WORK. HE IS SOCIAL AND WELCOMING, PRACTICES SPORTS, AND ENJOYS PHOTOGRAPHY IN HIS FREE TIME. HE IS ALWAYS STRIVING TO IMPROVE HIMSELF AND ACHIEVE HIS PROFESSIONAL GOALS.

Goals

- •TO BOOK BUSINESS TRIPS AND PERSONAL TRAVEL SMOOTHLY.
- •TO USE TECHNOLOGY EFFECTIVELY WHILE TRAVELING.
- •TO OBTAIN THE BEST AIRLINE SERVICES AND QUICK TECHNICAL SUPPORT.
- •TO CUSTOMIZE TRIPS ACCORDING TO WORK SCHEDULES AND ENSURE COMFORT DURING TRAVEL.

Frustrations

- •SEARCHING FOR FLIGHTS TAKES A LONG TIME AND CAN BE CONFUSING.
- •DIFFICULTY IN MODIFYING BOOKINGS OR DEALING WITH EMERGENCIES.

Motivations

Ease	●●●●●
Price	●●●○○
Speed	●●●●○
Comfort	●●●○○
Flexibility	●●●○○

Preferred Medium

Phone	●●●●●
Computer	●●●○○

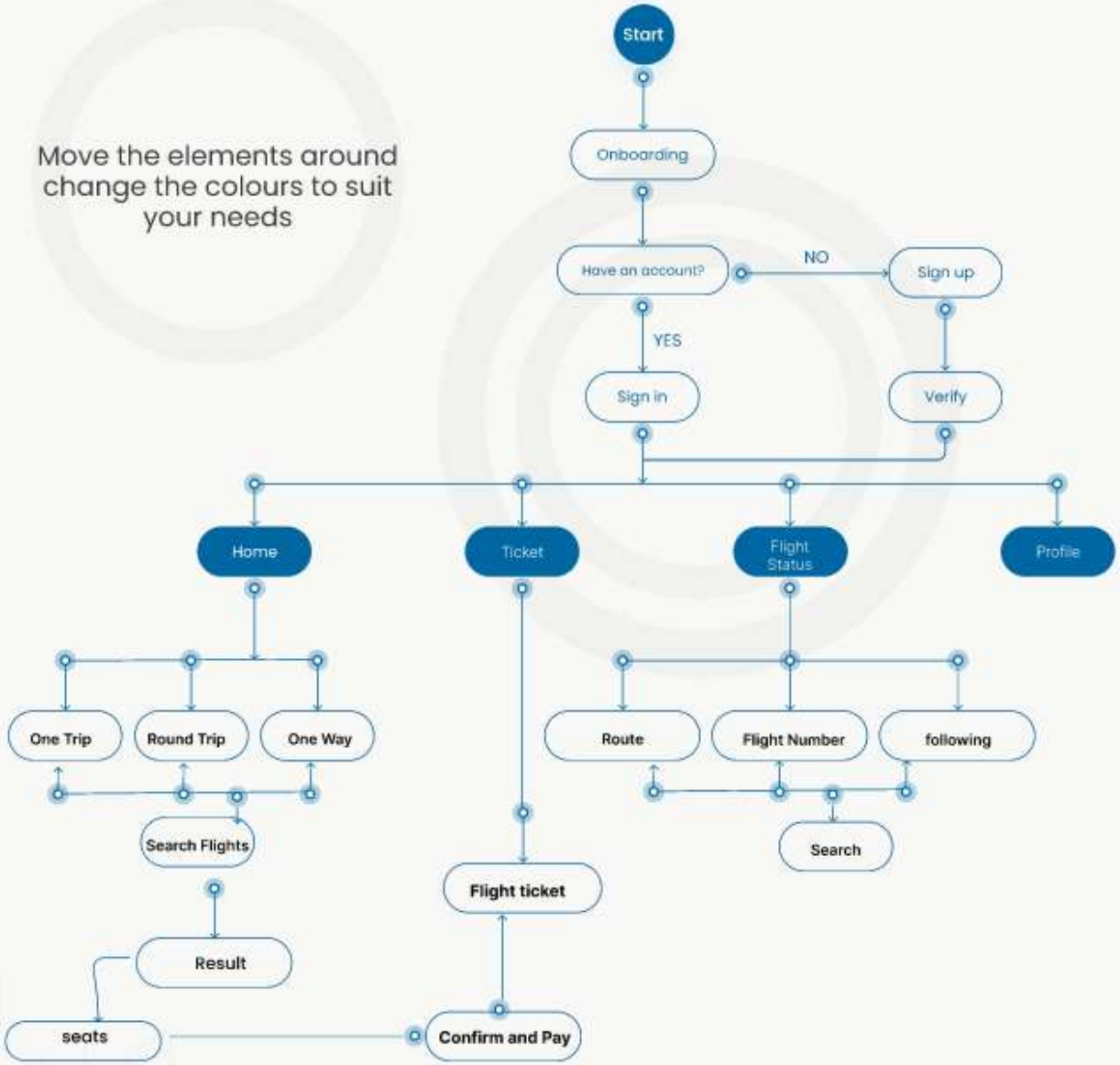
Competitive Audit

	TURKISH AIRLINES	Singapore Airlines	EGYPTAIR
NAV BAR	✓	✓	✗
Design	🥰	😐	😡
Flight Booking	✓	✓	✓
PAID	🥰	😐	😡
Special offers	✓	✓	✗

User Journey

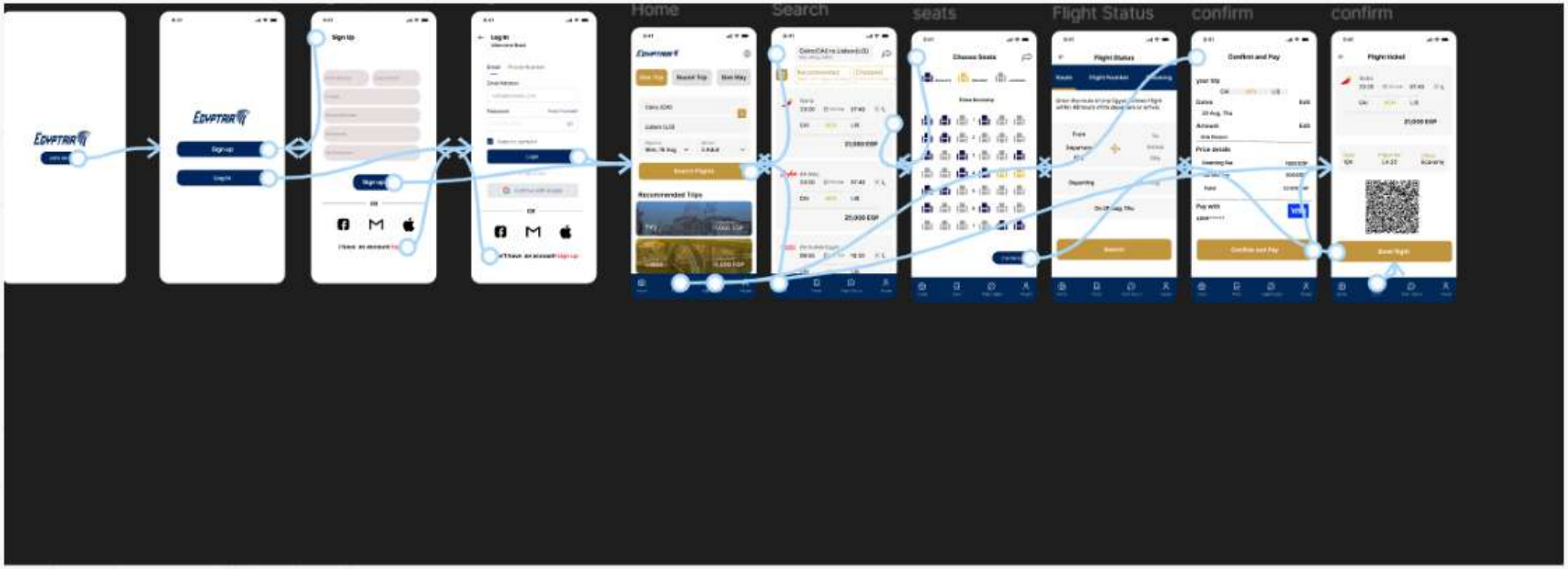
Information Architecture/User flow

Move the elements around change the colours to suit your needs



Lofi Wireframes

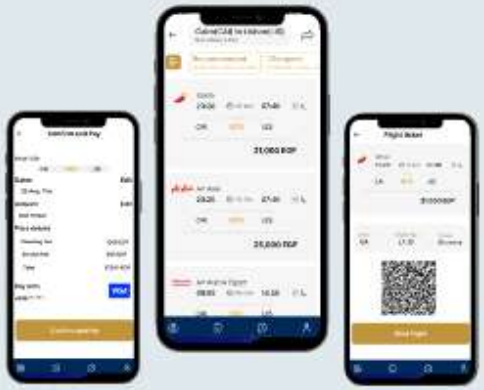
Lofi Prototype Screenshot



Hifi Mockups

Onboarding Screens

Apple Devices



Style Guide

Colour Palette

Poppins

Headings: Aa

Headings: 20 Aa