

HCI Course Project

# **REDESIGNING EGYPTAIR BOOKING EXPERIENCE**

Prepared by : Amira Hussien

Tool: Figma





# Problem Statement

**Current EgyptAir  
booking flow is:**

- **Long**
- **Confusing**
- **Not user-friendly for first-time users**

**Goal:**

- **Improve usability**
- **Reduce cognitive load**
- **Make booking faster & clearer**



## **Target Users**

- **Tourists**
- **Frequent travelers**
- **First-time online booking users**

## **User Needs:**

- **Clear steps**
- **Transparent pricing**
- **Easy comparison**

## **Design Approach**

### **HCI Principles Used:**

- **Visibility**
- **Consistency**
- **Feedback**
- **Error prevention**
- **Progressive disclosure**



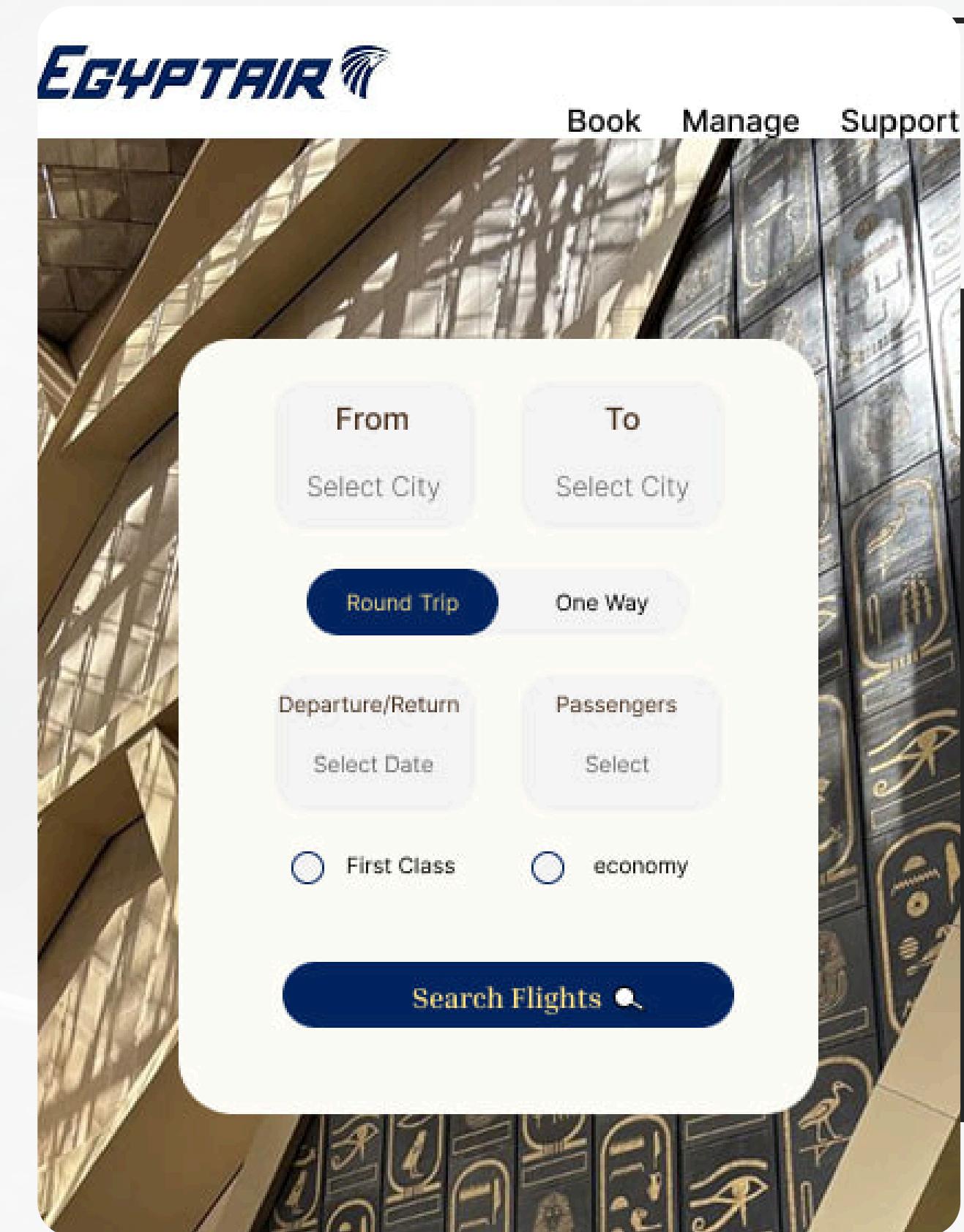
## Home Page (Prototype)

### Improvements:

Simple flight search form

Clear call-to-action

Reduced distractions

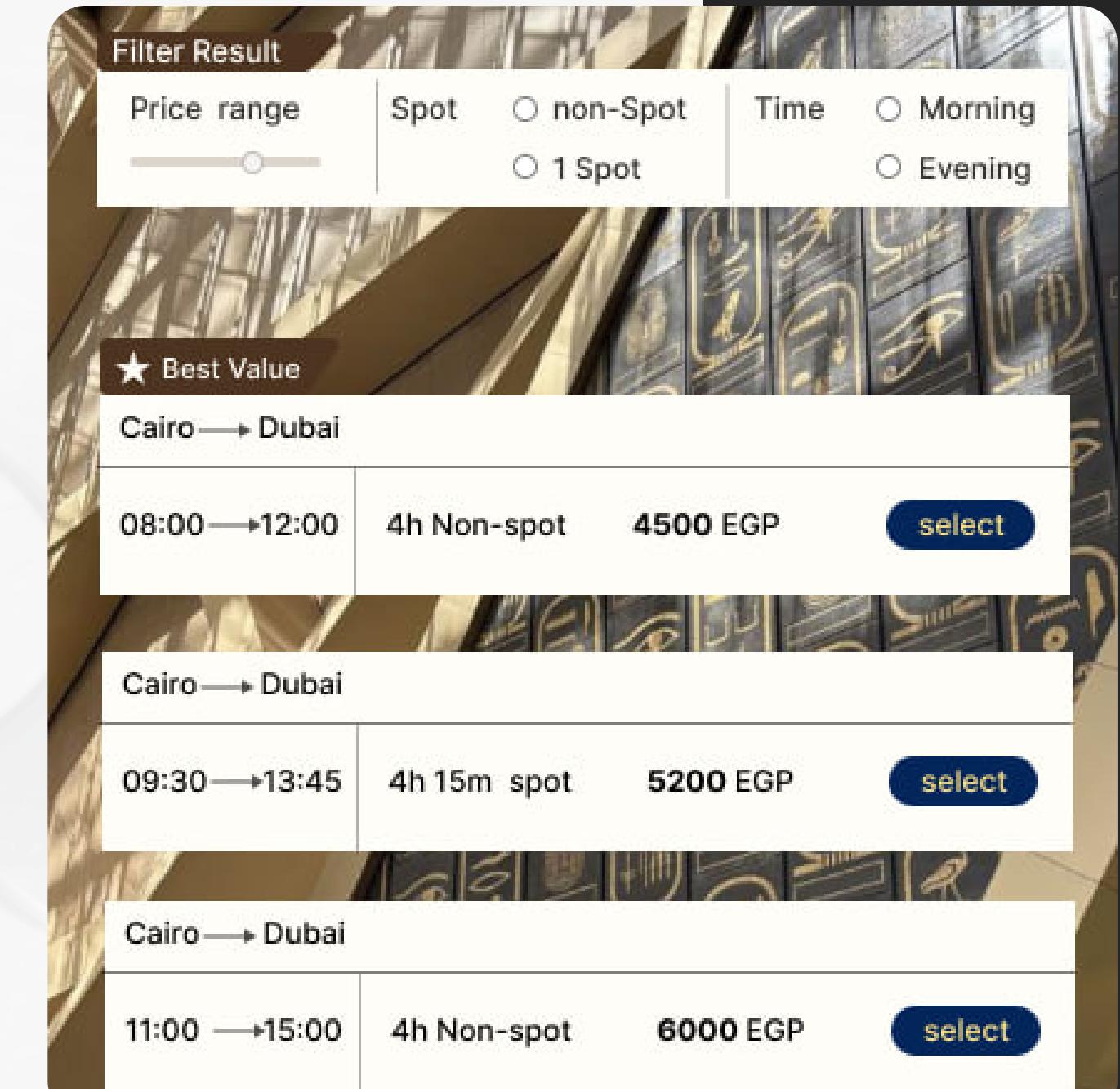




# Search Results Page

## Problems Solved:

- Difficult comparison
- No summary of search
- Overloaded information
- Our Solution:
- Search summary bar
- Filters Highlight best value option



# Passenger Information

## Why Progressive Booking?

- Reduces user stress
- Clear step-by-step process
- Features:
- Progress bar
- Simple form
- Inline validation

Cairo —> Dubai | 12 Dec | 1 Adult | Economy

Flight Passenger Payment

Passenger Details

First name

Last name

Email  Please enter a valid Email

Passport Number

What's included ?

Continue to Payment



# Conclusion

## Outcome:

Improved effectiveness

Better user experience

Clear booking journey



# Thank You

Any Questions?