



UX Case Study Emirates Airlines



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Project Overview

Emirates Airlines is a global leader in air travel, known for luxury service, smooth operations, and a strong digital presence. Its website plays a key role in delivering a seamless booking experience to millions of users around the world.

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The Problem

The homepage had a high drop-off rate. Users were confused by the search widget layout and unclear steps. This led to fewer searches, less engagement, and missed booking opportunities. The goal was to create a smoother and faster experience that keeps users on the site and helps them complete their booking journey.

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Competitor Research

I analyzed how other airlines structure their homepage and flight search experience. This helped identify strengths and gaps in Emirates' design. The comparison focused on visibility, ease of use, and clarity of the search process.

Airline	Widget Visibility	Clarity of Guidance	Ease of Use
Saudia Airlines	High	Good	Clear
Turkish Airlines	High	Medium	Clear
Etihad	Medium	Medium	Medium
Singapore	High	Medium	Medium



Emirates Airlines

Key UX Issues

The current search widget on Emirates' homepage has several usability problems that make the process unclear and harder to complete:

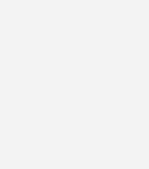
- Important fields like trip type and travel dates only appear after selecting arrival and destination airports.
- "Advanced search" label is misleading and includes basic options that should be part of the main widget.
- One-way option is not visible.
- Date pickers are not intuitive or easy to understand at first glance.
- "Continue" button gives the impression of a long and unclear process.

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Personas



Name: Ahmad
Occupation: Regional Sales Manage
Tech Comfort: High
Age: 37



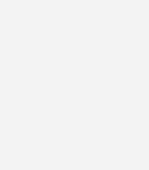
Goal:

- Book direct, last-minute one-way flights quickly.
- Use company travel budget effectively.



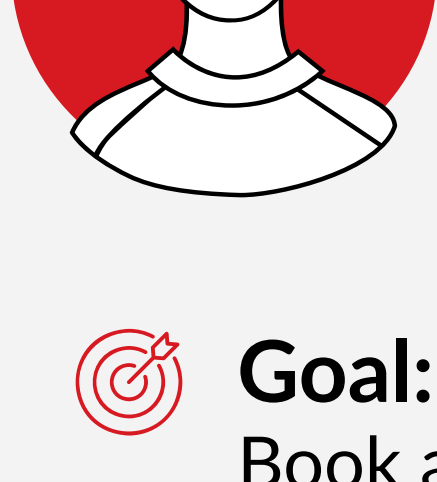
Frustrations:

Date and airport selection feels hidden or delayed.

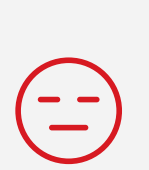


Quote:

I just need to search and book fast between meetings, no time for hidden options.



Name: Rami
Occupation: Student
Tech Comfort: Moderate
Age: 22



Goal:

Book a one-way flight easily



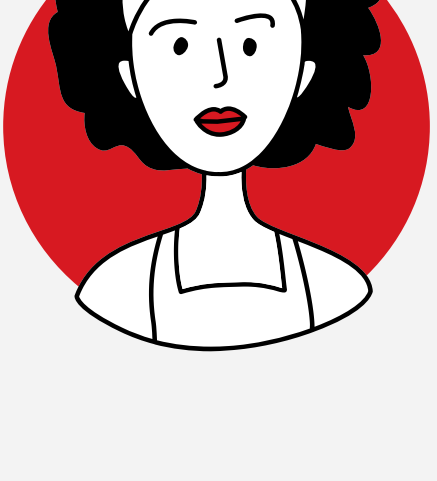
Frustrations:

- One-way option is hidden.
- Advanced Search" feels confusing

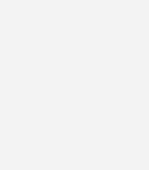


Quote:

I just want to book a simple ticket, but I'm not sure where to start.

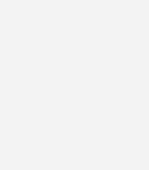


Name: Lara
Occupation: High School Teacher.
Tech Comfort: Average
Age: 44



Goal:

Book a round-trip family vacation easily with options for kids and flexible dates



Frustrations:

- Can't find kid ticket selection quickly.
- Didn't realize "Advanced Search" had basic options



Quote:

I just want everything to show up clearly. I don't have time to figure it out.

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Empathy Map

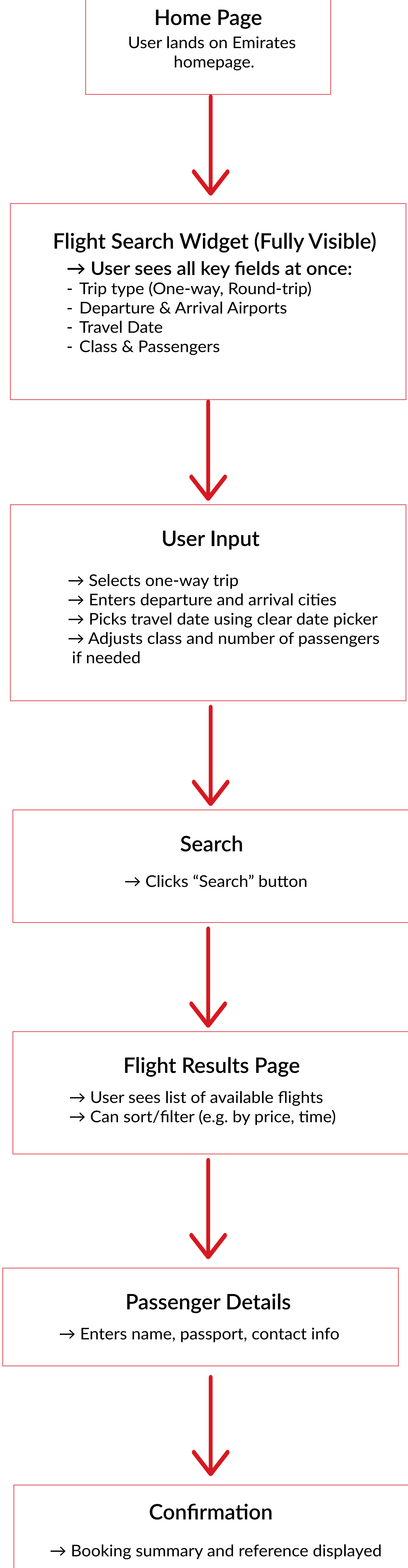
Rami

Says	Thinks
"I just want a one-way ticket to Dubai."	"What if I choose the wrong option?"
"Why can't I find the one-way option?"	"Is this site too advanced for me?"
"I'm not sure I'm doing this right."	"Other sites felt easier than this one."
Does	Feels
Repeats clicks, scrolls up and down	Overwhelmed by too many hidden steps
Hesitates before filling info	Confused and uncertain
Avoids using advanced search options	Frustrated and anxious

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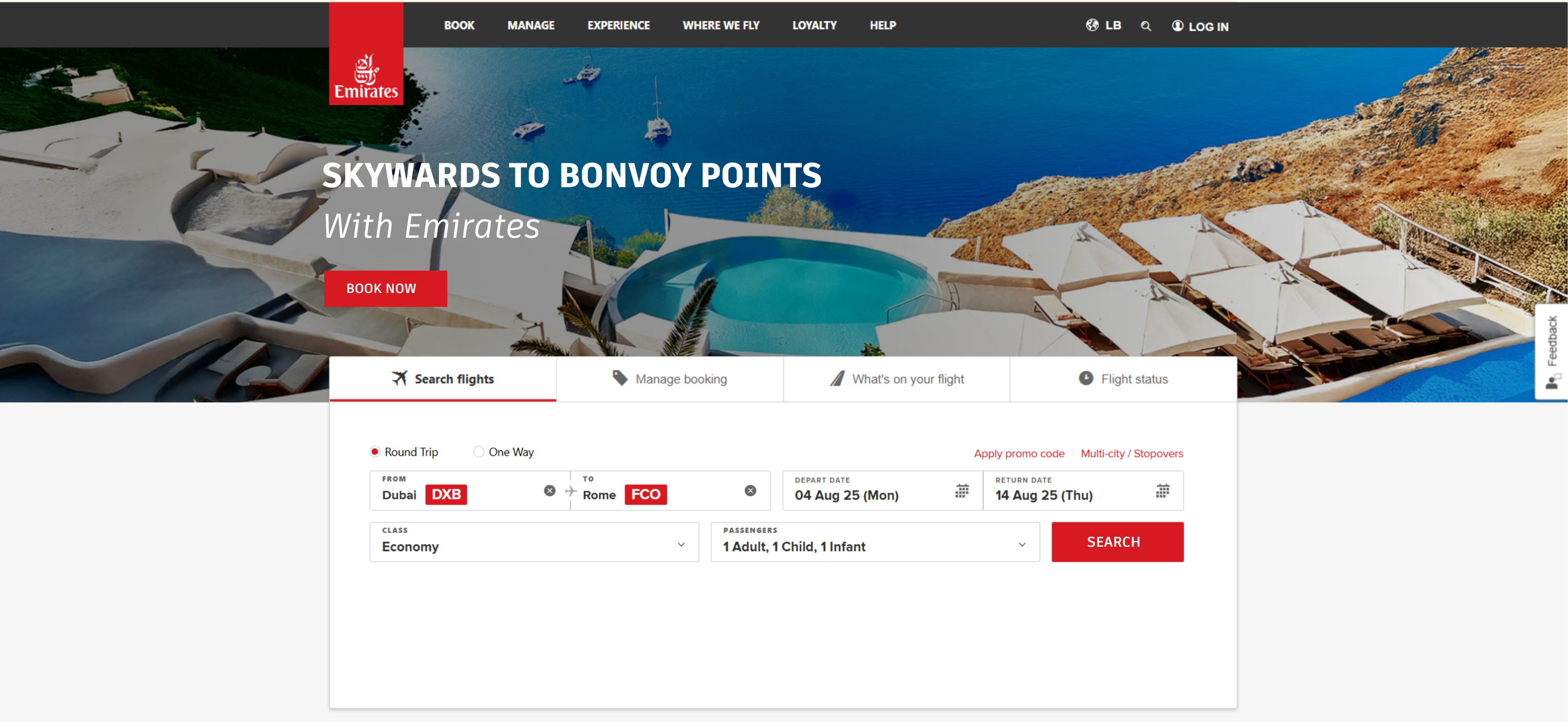
User Flow

The user flow was redesigned to fix key usability issues, making trip type, travel dates, and passenger details immediately visible. This creates a more intuitive, streamlined booking process with fewer steps and less confusion.





Solution



Key Improvements in My Solution

- ✓ Made the one-way ticket option visible from the start.
- ✓ Displayed all necessary fields upfront without requiring extra steps.
- ✓ Added buttons for promo codes and multi-city options for easy access.
- ✓ Improved passenger selection to clearly show current choices outside the dropdown.
- ✓ Redesigned departure and return date pickers for better clarity and usability.
- ✓ Removed the confusing “Advanced search” button to simplify the interface.
- ✓ Improved spacing and alignment to make the layout easier to scan



Conclusion

This redesign simplifies the Emirates flight search experience by making all essential options visible and easy to use from the start. Removing confusing elements and improving clarity helps reduce user frustration and supports faster booking decisions. Overall, the new design aims to increase engagement and lower the bounce rate by guiding users smoothly through the search process.