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Persuasive Design Rationale

This redesign of the eDreams mobile homepage focuses on improving usability, task efficiency, and supporting accessibility while maintaining overall brand familiarity. Based on user testing insights, a key pain point involved difficulty locating support and booking management options, particularly when users needed to make changes to an existing reservation. In the original layout, these actions required additional navigation steps or scrolling, increasing friction and cognitive load.

The recommended solution is to add a fixed bottom navigation bar that includes four primary actions: Home, Trips (Booked), Help (Support), and Account. Elevating these features to persistent navigation reduces interaction cost by keeping high-priority tasks available at all times, regardless of scroll position. This is especially important for users experiencing time-sensitive travel issues, as it minimizes effort required to access assistance. Positioning 'Help' as a primary navigation item reflects its importance in supporting user confidence and trust.

The homepage structure retains a search-first hierarchy, ensuring that goal-oriented users can begin booking flights or accommodations. Promotional content, such as destination cards and featured deals, is reorganized into a horizontal layout to improve scan-ability and reduce excessive vertical stacking. This adjustment allows users to browse offers efficiently without overwhelming the page.

Additionally, the headers were simplified by consolidating account-related functionality into the bottom navigation, reducing visual clutter and strengthening hierarchy. These changes collectively support clearer navigation pathways, improved discoverability, and a more intuitive mobile experience.

Overall, the redesign balances business objectives with user needs by prioritizing accessibility, efficiency, and clarity. The result is a streamlined interface that better supports both exploratory browsing and task-driven behavior while reducing friction in critical user journeys.