COAX

No-cost audit

It's an example of the audit

UI/UX
AUDIT

Agenda

Basic UI/UX issues / 03

- Confusing navigation hierarchy
- Inconsistent visual hierarchy
- Overloaded onboarding
- Ineffective error feedback

Competitor positioning analysis / 08

Basic
UI/UX issues

Confusing navigation hierarchy

The side menu requires extra scrolling, and users can't focus on critical actions. They have to revisit the list every time, **which leads to dissatisfaction and ends in lost conversions.**

- **The key Home screen, Explore, and My Trips** need additional taps to access.

- Items' icons are hard to distinguish at a glance (**"Calendar View" vs. "Saved Locations & Places"**), which may cause users to mis-tap.

- Booking and actions (**"Flights & Airlines," "Hotels & Accommodations," and "Car Rentals"**) are all separated. Users have to jump around to different parts of the app.

- **Help or contact methods** are either deep below the menu or not an option at all.

Recommendations:

Create a tab bar with 4-5 primary tabs like Home, Explore/Search, My Trips, Support, and Profile, so the most important areas are always there. You can move other booking actions and active trip management into the top tabs. Redesign icons to be more familiar and group all booking options (Flights, Hotels, Cars) under a single tab heading. Finally, move less urgent sections (Wishlist, Photo Gallery, and Rewards) to a More tab so that they don't distract focus.
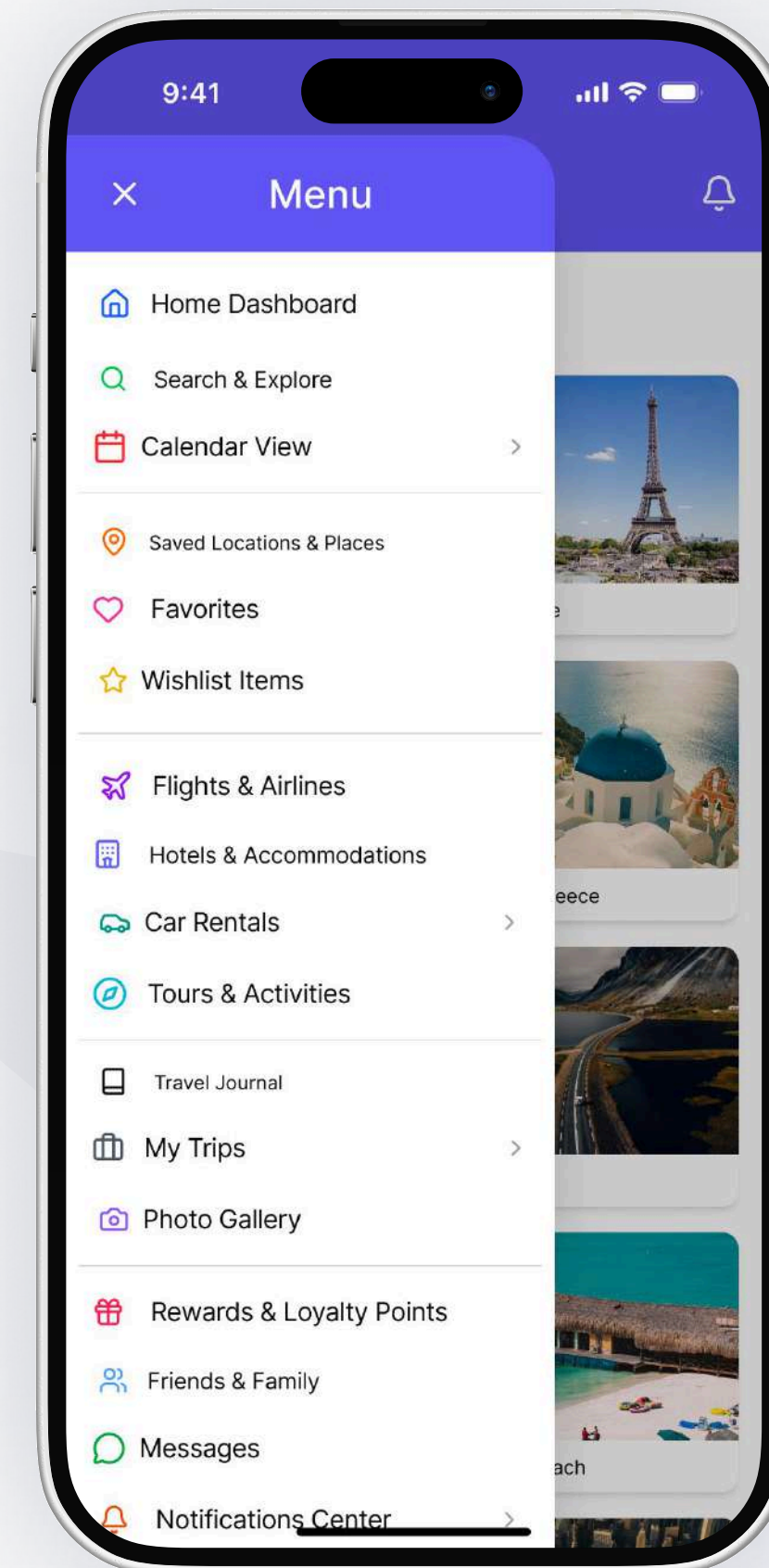
Lack of clear visual priority

'Book Now' and 'View Availability' lose their key importance as their color blends in with the surrounding text and tags. Users might not see where to go next, and you may risk conversions.

- **Ratings, features, pricing, and amenities** have no hierarchy, and each loses focus.

- **Headers, main features, and promotional offers** all visually contain similar font sizes and font weights, leading to cognitive overload.

- **Blocks of content have inconsistent spacing**, and there is no typographic scale. This makes it hard to distinguish between main actions (booking) from supporting content.

Recommendations:

Make the main CTA like "Book Now" most accented through its size, branded color (not used in other elements), and placement. Establish some logical font sizes and weights - bold typeface for the section titles, a medium weight for content details, and your typography should stand out for actions. Also, increase and standardize the padding between all different sections of content.
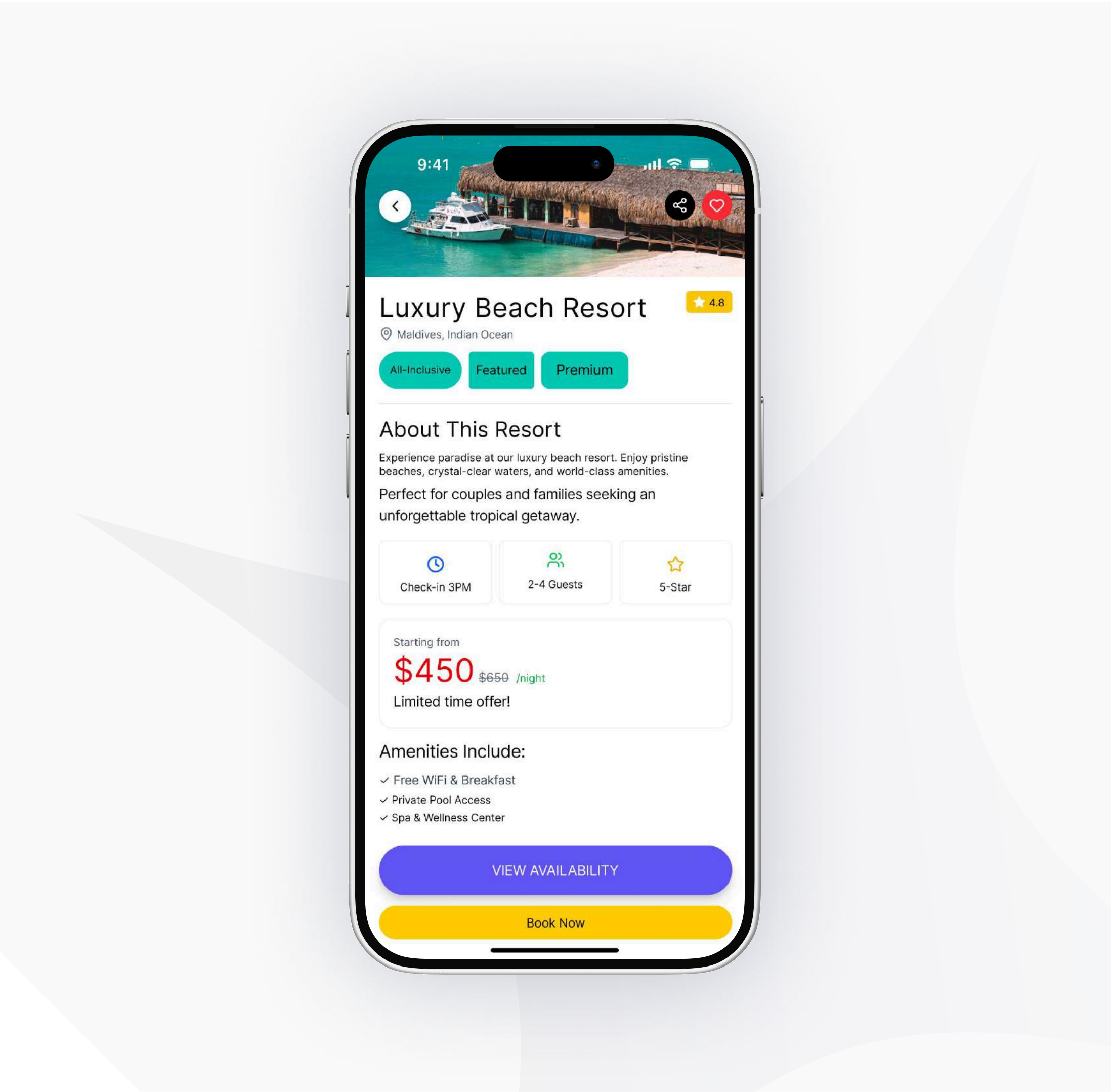
Overloaded onboarding

The app onboarding is stuck in long text that users are required to read all at once, without seeing anything in practice, creating barriers to entry and hindering user engagement early on.

Recommendations:

Simplify to quickly identify the app's key benefits in just one or two onboarding screens. Consider swapping the long text with bite-sized, readable, and visual cards with illustrations, or create banners that guide users in real-time while using the app. This just-in-time learning approach creates a lighter app experience.
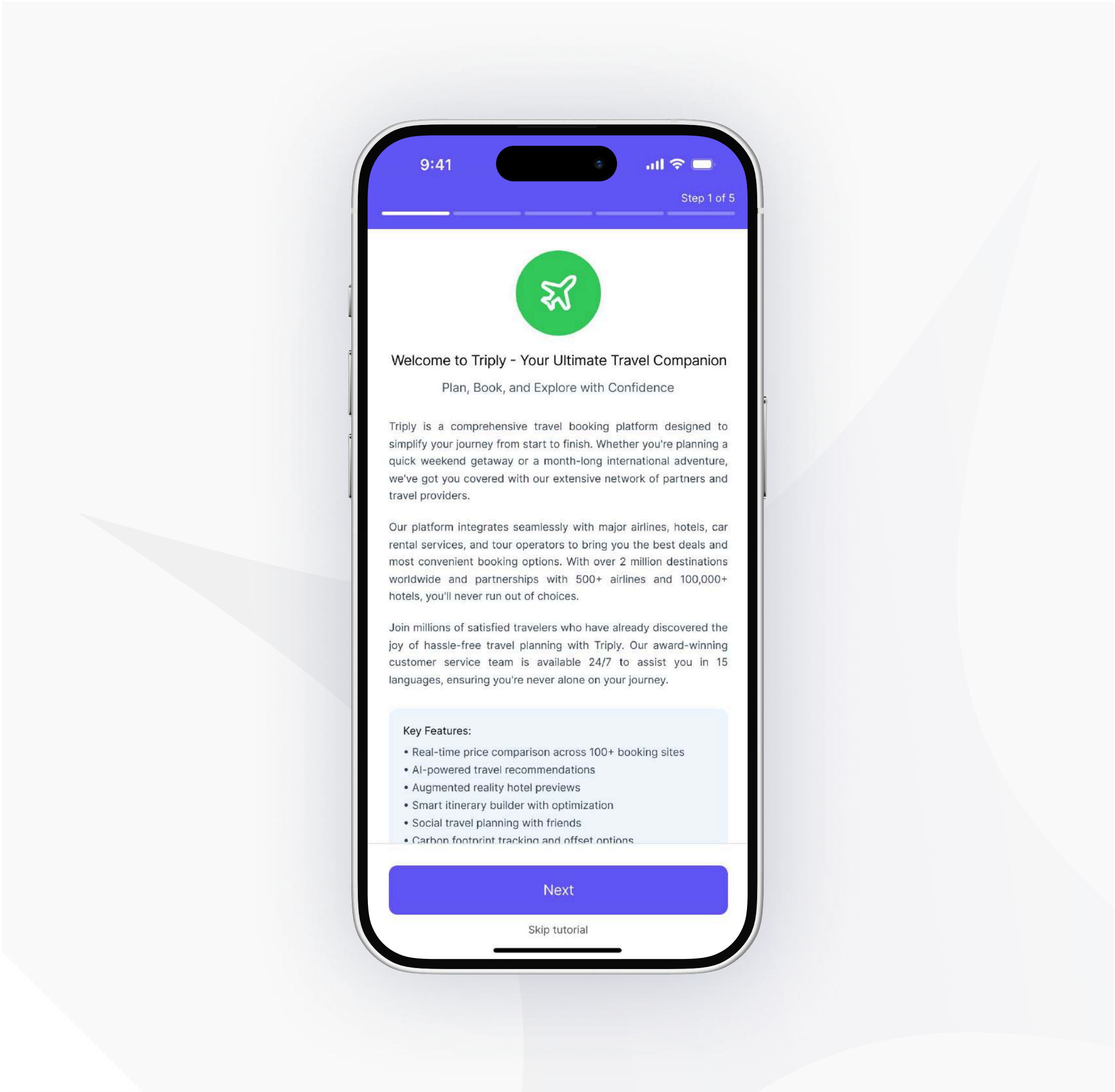
Ineffective error feedback

The error dialog displays only "Something went wrong", so when completing payment, users don't know what happened and how to fix it. A vague error message creates uncertainty.

- The message "We couldn't process your request" is **unclear, leaving users unsure** if the issue is the card number, network, or server timeout, which harms trust.

- The code "ERR_PAYMENT_500" **means nothing to most users** and feels unhelpful.

- **The app doesn't guide users on next steps**, whether to check card details, try another payment method, or wait, with only a frustrating 'Try Again' option provided.

Recommendations:

Replace with a more specific error message that describes what went wrong and helps explain what to do. For instance, you can go with "Your card was declined, please check the details of your card, or try another one". Be as clear as possible and keep a reassuring tone.
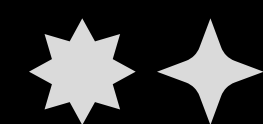
COAX
Competitor positioning analysis
No-cost audit
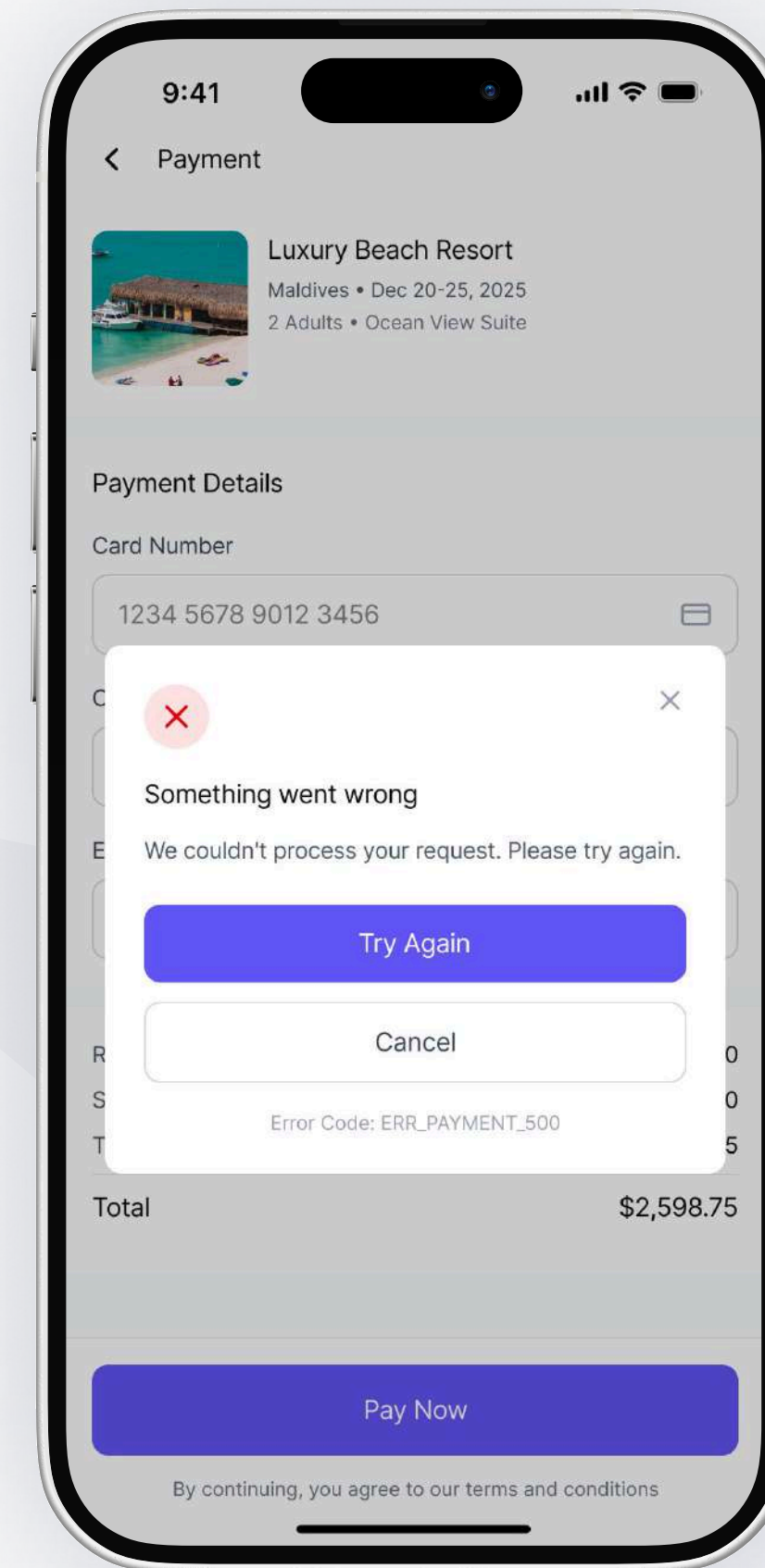
Competitor positioning analysis

Competitor analysis table

We analyzed five leading travel apps to understand how they guide users through search, booking, or support. This revealed that Triply has great visuals but lacks several critical areas: **filtering, booking flows, and error handling**. For instance, Hopper and Skyscanner provide a clear booking process and better error feedback. Each of these findings informed our recommendations to ensure the features you have guide users through the actions during their journey.

Rating	Explanation
5	The feature is fully optimized, user-friendly, and well-integrated.
4	The feature is well-implemented with only minor issues.
3	The feature works but lacks optimization or refinement.
2	The feature exists but has major usability or functionality issues.
1	The feature is implemented very poorly.
N	The feature is not available in the app or not suitable for our type of application.

	Triply ⭐	Hopper	Skyscanner	Kayak	TripIt
Search flow (flights/hotels)	4	5	5	4	3
Filter & sorting	3	4	5	4	3
Booking flow (checkout)	4	5	4	3	2
Support & feedback	4	4	5	3	4
Error handling	5	3	5	4	2
Trust & transparency	5	5	5	4	3

That's all.

If you are interested in audit
or have any questions, contact us:

coaxsoft.com   773-644-8871   099-746-6810