The **Airport Dining Experience App** is a volunteer project led by **Natali Salazar** and proudly supported by **CareerRipple,** founded by **Andrew Salvatore**, with dedicated UX designers volunteers.

Enhancing the dining experience at Airports

Unleash Revenue Potential with Personalized Dining Pathways

Agenda

1. **Meet the Team & Our Process**
   Volunteers | Design Thinking
2. **The Challenge & Key Findings**
   Research | Problem Statement
3. **How We Solve It & Why It Matters**
   Solution | Key Features | Prototype & Testing
4. **Expected Outcomes**
   Users and Business
5. **Key Reflections**

Meet the Team & Our Process

Volunteers

Natali Salazar
Lead Designer

Ajuna Prathap
UX Designer

Nhu Luong
UX Designer

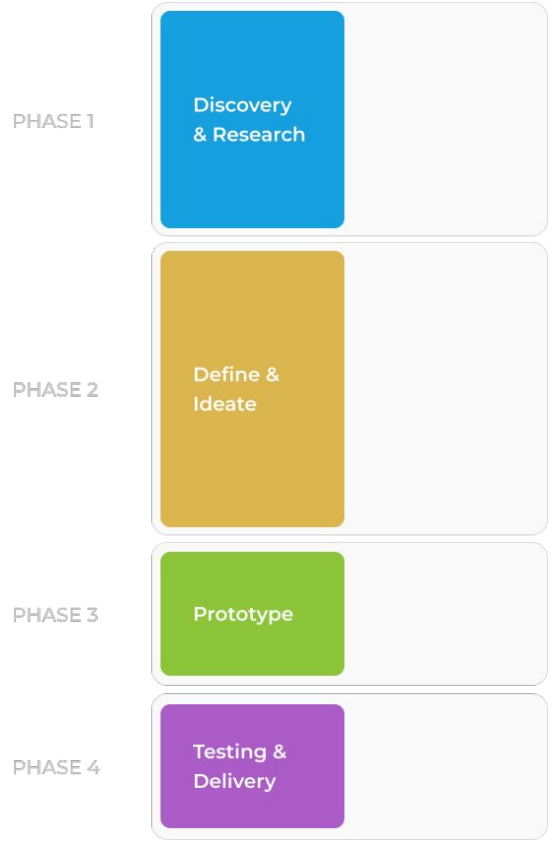
Hailey Kim
UX Designer

Ruby Ballesteros
UX Designer

Meet the Team & Our Process

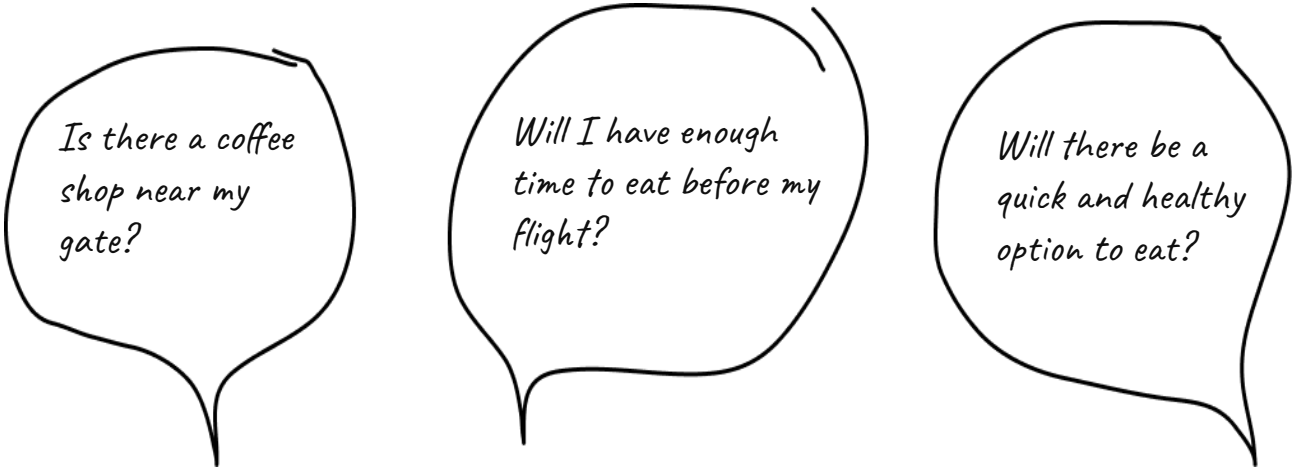
Design Thinking Approach

Using Design Thinking, this project is structured into the following key phases



The Challenge & Key Findings

Research



Findability **Timing and Service** **Food Choices**

The Challenge & Key Findings

Research

Our research shows that most passengers find airport dining to be a **chaotic and frustrating** experience.

It has shown that many struggle to find restaurants that match their needs and often **end up grabbing the first available option** as they head to their gate.

Competitive Disadvantage for restaurants

Most Frequent Complaint Topics

- Navigation and Accessibility
- Timing and Service Transparency
- Food Choices and Dietary Options
- Pricing and Budget
- Restaurant Findability and Availability
- Usability and User Experience

The Challenge & Key Findings

Problem Statement

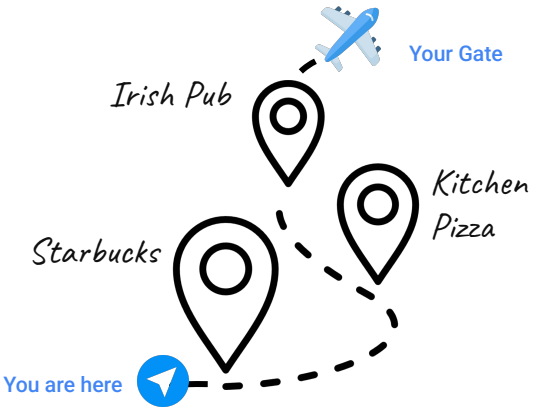
Travelers struggle to find nearby, convenient dining options that suit their needs due to **overwhelming, generic information,** leading to confusion and a frustrating airport experience.

How We Solve It & Why It Matters

Solution

Personalized Seamless Pathways

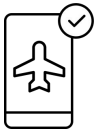
The Airport Dining Experience App enhances travelers' dining journey by **creating personalized, seamless pathways to nearby dining options** within the airport.



How We Solve It & Why It Matters

Key Features

Dining Preference Discoverability



Path Recalculation with Real-Time Flight Updates

Navigation Assistance

By synthesizing information from **travel itineraries, user preferences, and real-time data** about location and available restaurants, wait times, and specific amenities.

How We Solve It & Why It Matters

Prototype & Testing

In Phase 3, the team focused on developing the high-fidelity prototype, addressing the most common challenges users face to create an intuitive, user-centered design.

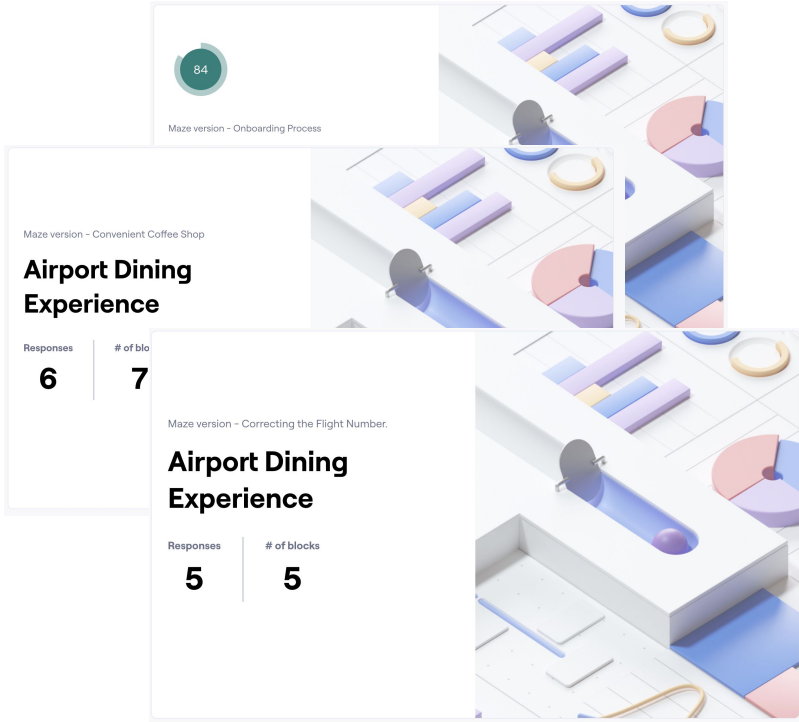
In the Testing Phase, we conducted **usability testing** across three key scenarios:

1. **Onboarding Process**
2. **Correcting Flight Information**
3. **Finding a Convenient Coffee Shop**

How We Solve It & Why It Matters

Prototype & Testing

- **Testing Tool:** Maze
- **Duration:** 1 week
- **Participants:** Remote users from Europe, the USA, and Latin America
- **Methodology:** Unmoderated usability testing
- **Objective:** Assess navigation, task efficiency, and overall usability
- **Outcome:** Identified pain points and improvement opportunities



Participants **saw the app's potential** but encountered navigation issues and unclear filtering, affecting usability. Enhancing search clarity, context, and interactions will improve the overall user experience and effectiveness for travelers

Expected Outcomes

Users

- Enhance Traveler Satisfaction
- Reduce Dining Decision Time
- Optimize Dining Accessibility

Business

- Increased Revenue Opportunities
- Optimized Service Utilization
- Boosted Brand Recognition

Key Reflections

Real-world testing provided key insights into app performance and areas for improvement, ensuring its relevance to users. **Collaboration and continuous iterations** within the team helped align the design with both user needs and business goals. Striking a **balance between innovation and simplicity** was crucial to prevent overwhelming users while adding new features. The project's core concepts also hold **scalability potential** for broader applications in other travel or service industries.

Thanks!