

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.

Nov 2024 – Jan 2025

Enhancing the dining experience at Airports

Unleash Revenue Potential with Personalized Dining Pathways

Help Travelers Find the **Right Meal**, at the **Right Time**, in the **Right Place**



Agenda

1. Meet the Team

Volunteers | Design Thinking

2. The Challenge

Research | Problem Statement

3. How We Solve It

Solution | Key Features | Prototype & Testing

4. Expected Outcomes

Impact on Travelers & Business

5. Key Reflections

Meet the Team | Volunteers



Natali Salazar

Lead Designer



Ajuna Prathap

UX Designer



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UX Designer



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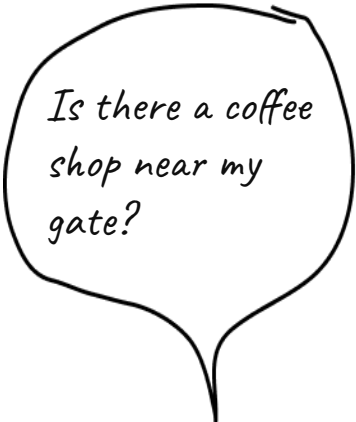
UX Designer



Ruby Ballesteros

UX Designer


The Challenge | Research



Is there a coffee shop near my gate?

Findability


Difficult to locate dining options.



Will I have enough time to eat before my flight?

Timing and Service

Uncertainty about wait times.



Are there quick and healthy food options available?

Food Choices

Limited visibility into dietary options.

The Challenge | Research

Key Findings from Research:

- Travelers describe airport dining as chaotic and frustrating.
- Many grab the first available option rather than finding the best choice.
- Airports & restaurants face a competitive disadvantage due to poor visibility of options.

Top Complaints from Passengers:

- ✂ Navigation & Accessibility
- ✂ Timing & Service Transparency
- ✂ Food Choices & Dietary Options
- ✂ Pricing & Budget Awareness
- ✂ Restaurant Findability

The Challenge | 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.

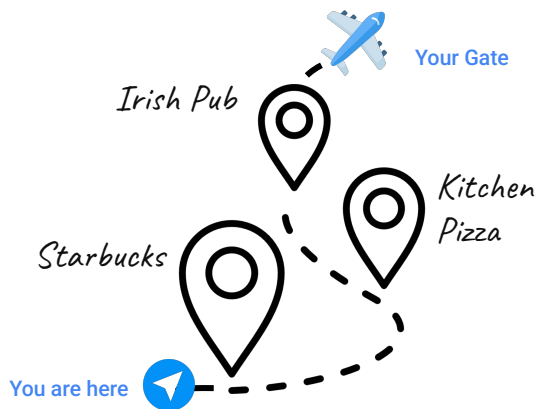


How to improve this?

How We Solve It | Solution

Personalized, Seamless Dining Pathways

- ✓ **Real-time, personalized recommendations** based on location, flight schedule, and preferences
- ✓ **Seamless navigation** to dining options
- ✓ **A stress-free way to discover, choose, and enjoy meals** before a flight



How We Solve It | Key Features



Smart Preference Discoverability

Discover nearby dining options tailored to your preferences.



Path Recalculation with Real-Time Flight Updates

Adjust recommendations based on flight updates



Navigation Assistance

Turn-by-turn guidance to restaurants

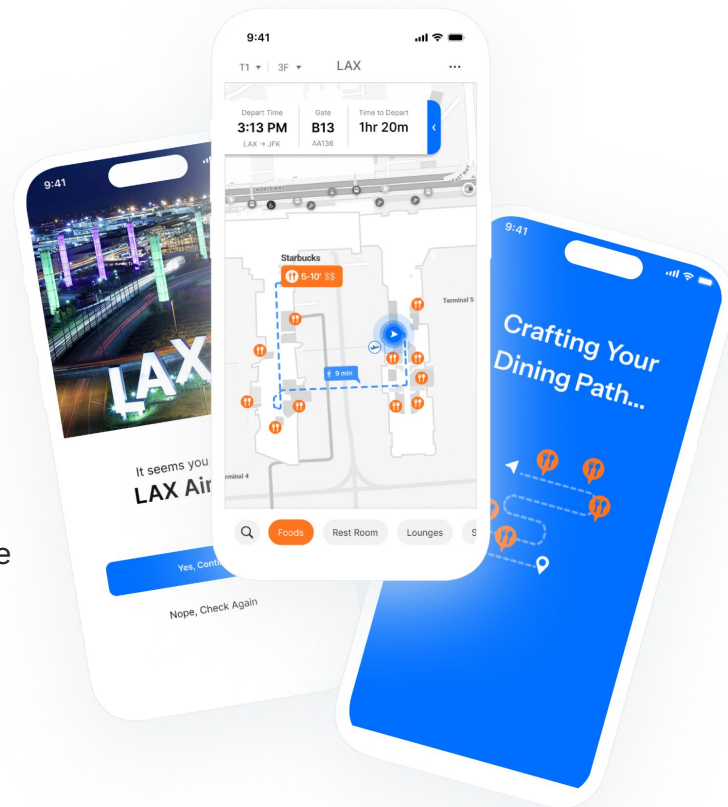


Powered by real-time data: ✓ Flight details ✓ Restaurant availability ✓ Wait times ✓ User preferences

How We Solve It | **Prototype & Testing**

User Testing Focused on:

- ✓ **Onboarding** – Helping users get started
- ✓ **Flight Info Correction** – Ensuring accuracy in real-time updates
- ✓ **Finding a Coffee Shop** – Testing search and navigation experience



How We Solve It | **Prototype & Testing**

Testing Insights & Key Takeaways

- **Users saw strong potential in the app** but faced navigation challenges.
- **Filtering & search clarity need improvement** to enhance usability.
- **Refinements in context & interactions** will boost engagement and effectiveness.

 **Next Steps:** Refining UI/UX for a seamless traveler experience.

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

Expected Outcomes | Impact on Travelers & Business

Travelers



Increased Satisfaction

A stress-free dining experience



Faster Decision-Making

Reduce time spent searching for food



Enhanced Accessibility

Personalized recommendations at their fingertips

Business



Higher Revenue

More visibility leads to more sales



Optimized Service Utilization

Balanced customer flow



Stronger Brand Recognition

Improved user experience means returning customers

Key Reflections

- **Usability testing** revealed key areas for refinement, but we haven't tested in a real airport environment yet—this is our next goal.
- **Collaboration & iteration** helped align the design with both user needs & business goals.
- **Balancing simplicity & innovation** was crucial to keeping the app intuitive.
- **Scalability:** This approach has potential applications in other travel and service industries.
- **Visual & UI Design:** Refining the interface is essential to enhancing usability, engagement, and trust—creating a seamless experience for travelers.



Thanks YOU!



Let's make airport dining effortless!