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

Nhu Luong
UX Designer

Hailey Kim
UX Designer

Ruby Ballesteros
UX Designer

Meet the Team | A Design Thinking Approach

Guided by a structured Design Thinking framework, we navigated key phases to craft a user-centered solution.

Phase 1: Discovery & Research – Gaining deep insights into travelers' dining challenges and context.

Phase 2: Define & Ideate– Identifying key pain points and brainstorming innovative solutions

Phase 3: Prototype – Creating and refining the app

Phase 4: Test – Collecting insights through usability testing feedback.

Roadmap structured with Design Thinking to drive the process forward.

The Challenge | Research

Is there a coffee shop near my gate?

Will I have enough time to eat before my flight?

Are there quick and healthy food options available?

Findability

Difficult to locate dining options.

Timing and Service

Uncertainty about wait times.

Food Choices

Limited visibility into dietary options.

We gathered insights from **Social Media Analysis**, **Competitor Analysis, Surveys, and Interviews.**

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.
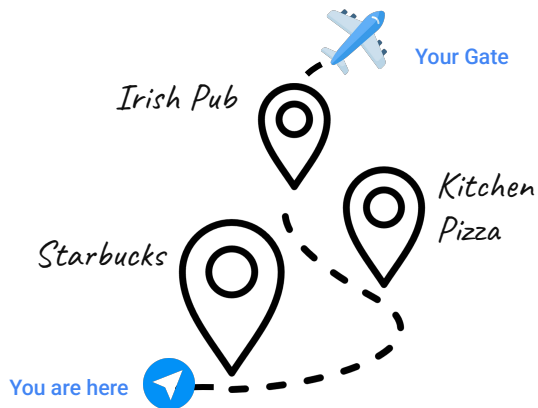
How to improve this?

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
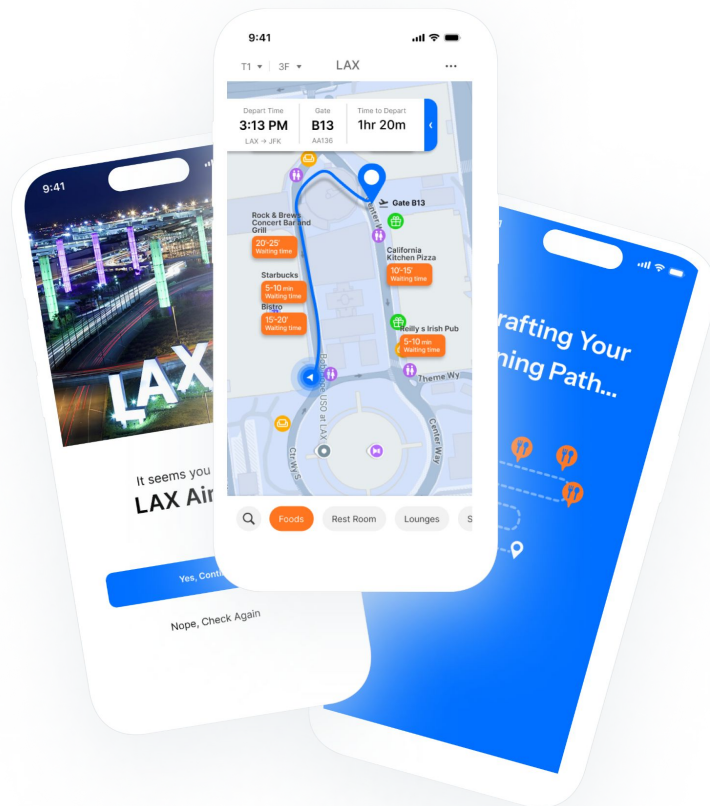
Turn-by-turn guidance to restaurants

📡 **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.

Thanks YOU!

💡 Let's make airport dining effortless!