

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

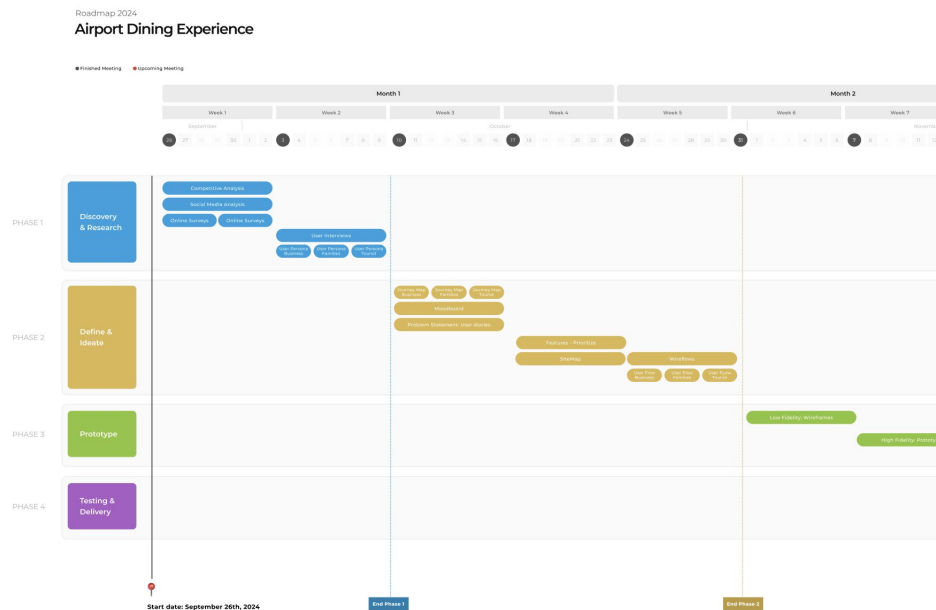
Guided by a structured Design Thinking framework, we navigated key phases to craft a user-centered solution.

**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.



## 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.

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.



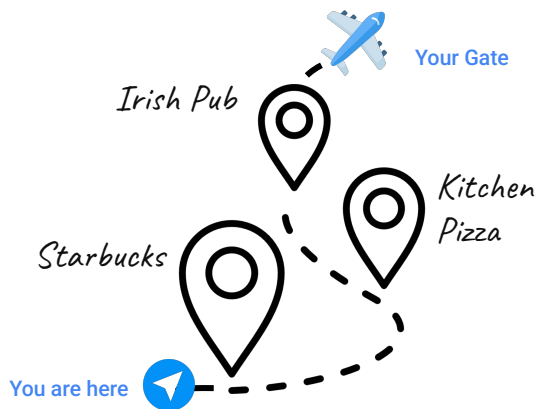
*How to improve this?*



## 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

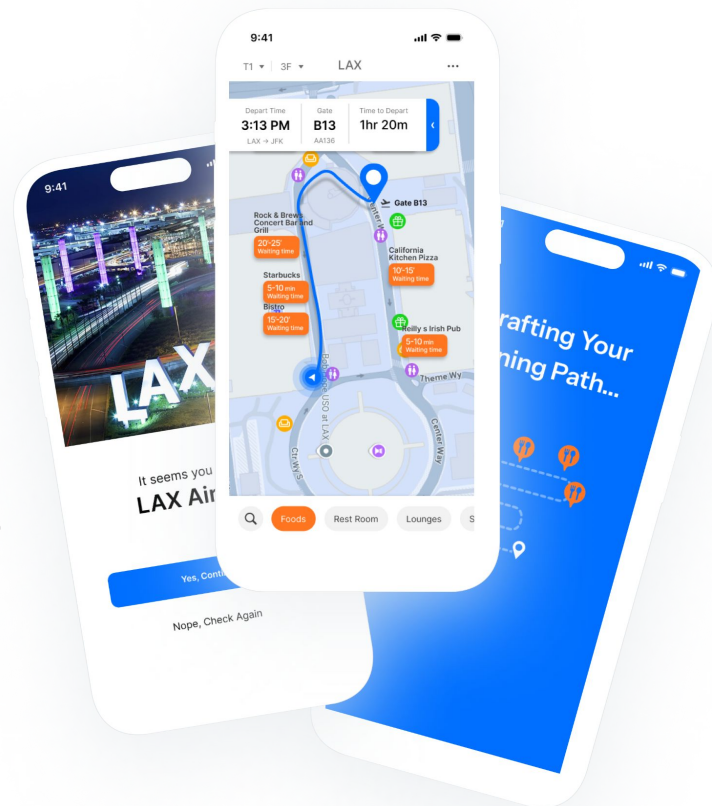


**Powered by real-time data:** ✓ Flight details ✓ Restaurant availability ✓ Wait times ✓ User preferences

# 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.
- **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!