

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

PHASE 1

Discovery
& Research

PHASE 2

Define &
Ideate

PHASE 3

Prototype

PHASE 4

Testing &
Delivery

The Challenge & Key Findings

Research



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.



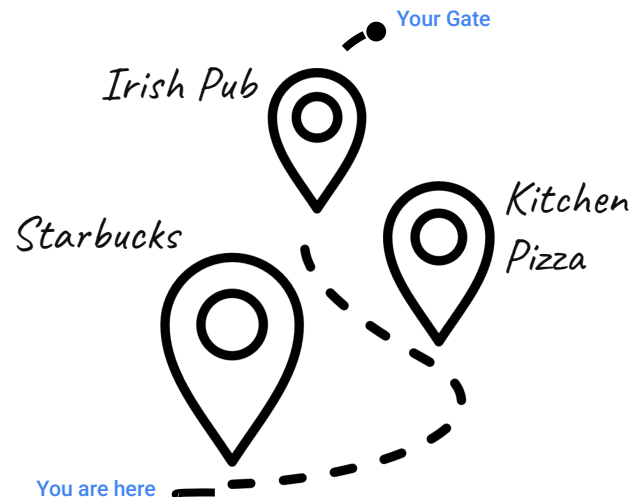
How to improve this?

How We Solve It & Why It Matters

Solution

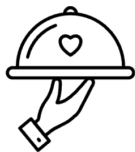
Personalized Seamless Pathways

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

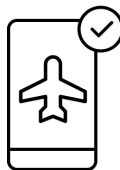


How We Solve It & Why It Matters

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.

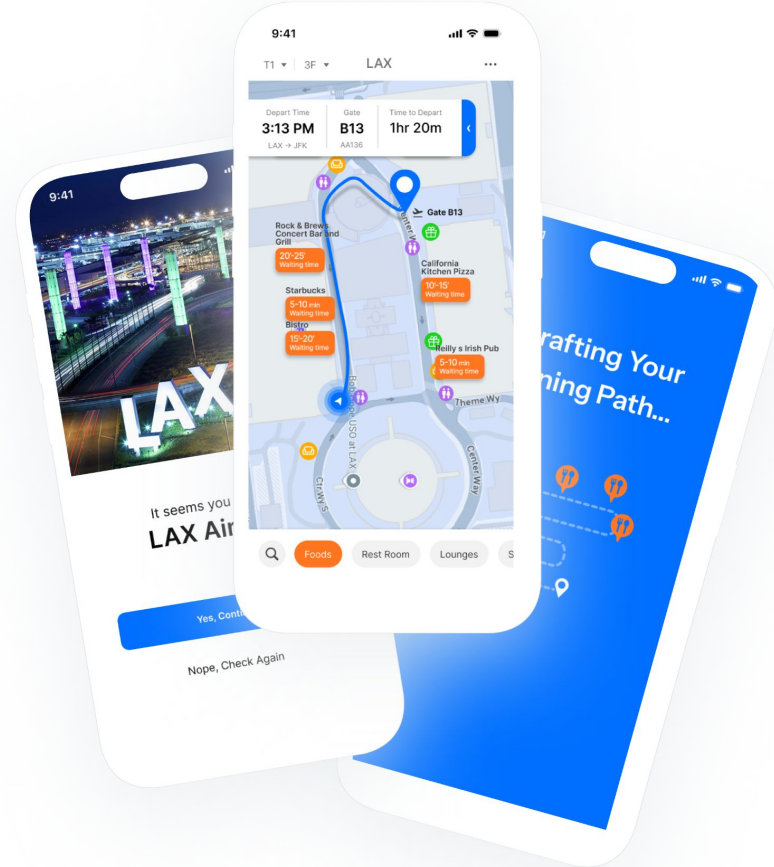
How We Solve It & Why It Matters

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**

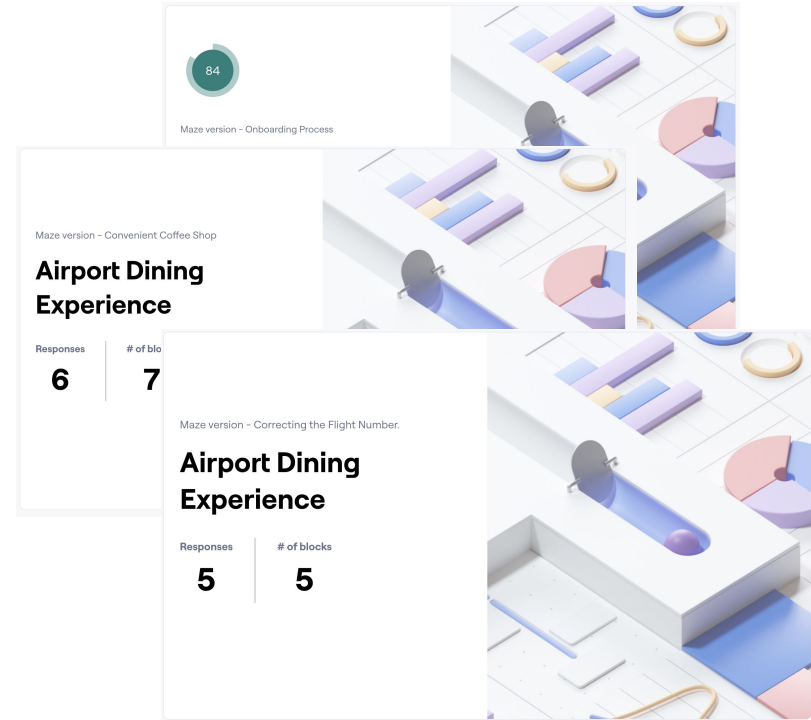


How We Solve It & Why It Matters

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.



