

Natali Salazar | Nov 2024 – Jan 2025

Airport Dining Experience App

The Right Meal, at the Right Time, in the Right Place

Duration: 3 Months | Team: 5 Designers

Platform: Mobile | Sector: Hospitality & Travel Services



Meet the Team



Natali Salazar

Lead Designer



Ajuna Prathap

UX Designer



Nhu Luong

UX Designer



Hailey Kim

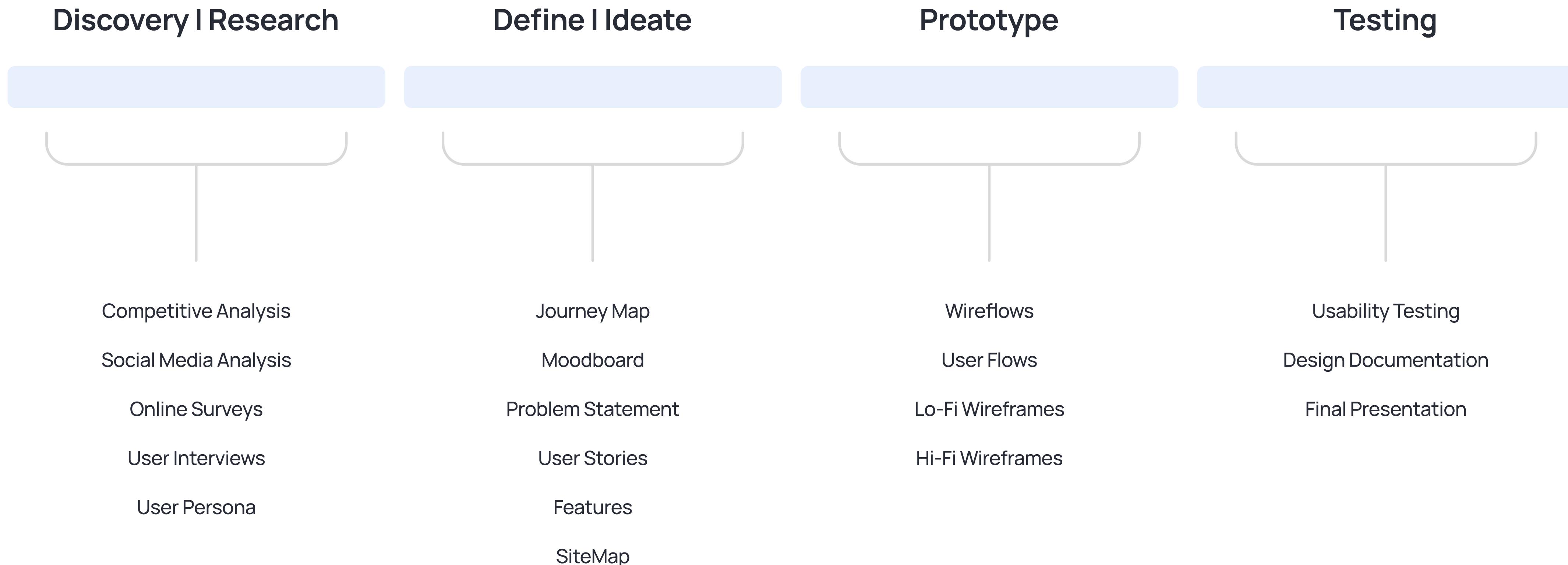
UX Designer



Ruby Ballesteros

UX Designer

Our Design Process



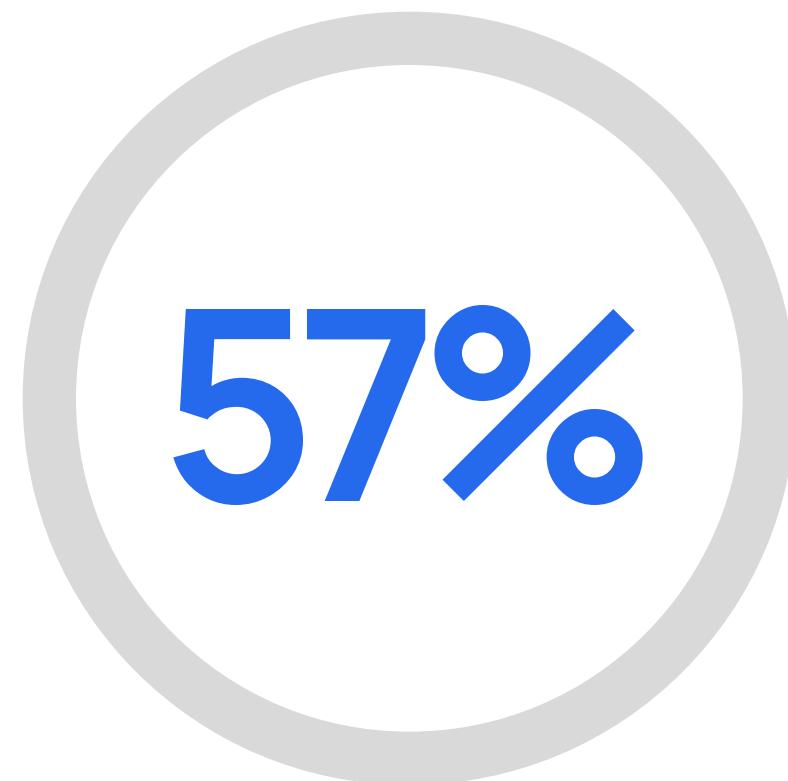
Research

Our research revealed the biggest challenges travelers face:



Findability

Can't easily find restaurants
near their gate.



Timing and Service

Are frustrated by long wait
times.



Food Choices

Say healthy food options are
limited or unclear.

Research

Top 5 Passenger Complaints

Restaurant
Findability

Navigation &
Accessibility

Pricing & Budget
Awareness

Timing & Service
Transparency

Food Choices &
Dietary Options

Research

90%
OF TRAVELERS

Have **SKIPPED** eating at an airport due to time, poor options, or inconvenience.

Long lines, unclear choices, and lack of real-time info create stress instead of a smooth dining experience.

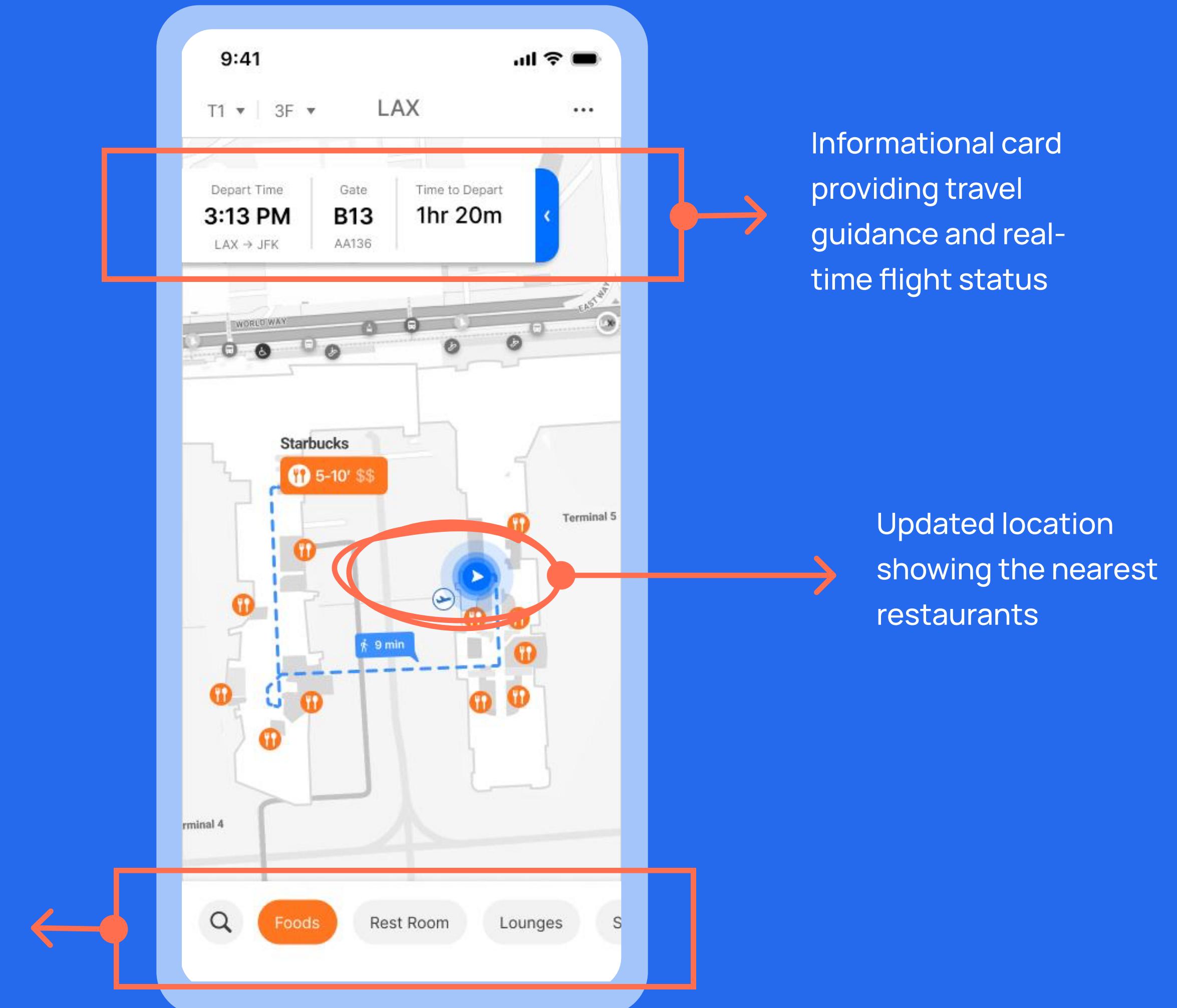


Problem Statement

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.

Solution

Personalized, Seamless Dining Pathways



Solution: Key Features

Effortless Wayfinding

Step-by-step navigation guiding travelers to nearby dining spots with minimal effort.

Real-time, personalized recommendations

Based on location, flight schedule, and preferences.

A stress-free way to discover

An easy, stress-free way to explore, select, and enjoy meals before boarding.



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.



Testing Insights

**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.

Key Reflections

1

Usability testing revealed key areas for refinement, but we haven't tested in a real airport environment yet –this is our next goal.

2

Collaboration & iteration helped align the design with both user needs & business goals.

3

Balancing simplicity & innovation was crucial to keeping the app intuitive.

4

Scalability: This approach has potential applications in other travel and service industries.

5

Visual & UI Design: Refining the interface is essential to enhancing usability, engagement, and trust—creating a seamless experience for travelers.

Next Steps

But this is just the beginning.

The prototype still needs refinement—both in UX & UI.

A second phase of research & iteration will be needed to reach the best possible solution.

This first stage provides a strong foundation, but there's still work to do!

Thanks for watching!

I'm happy to answer any questions or hear your feedback.

Natali Salazar

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#UXDesign #AirportExperience #ServiceDesign #Volunteering #UserResearch