

# UX/UI Design

Self Service App

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## The Goal

Design an airport store's self-service experience, with a single payment flow that works for both, a food court and a retail store at the airport.

Due to covid and the changes it generated in society, we seek to reduce long waiting lines and direct person-to-person interaction.

## Users & scope

We have two main user groups: business travelers and vacationers. The most common reason for people to skip meals is not having enough time before boarding.

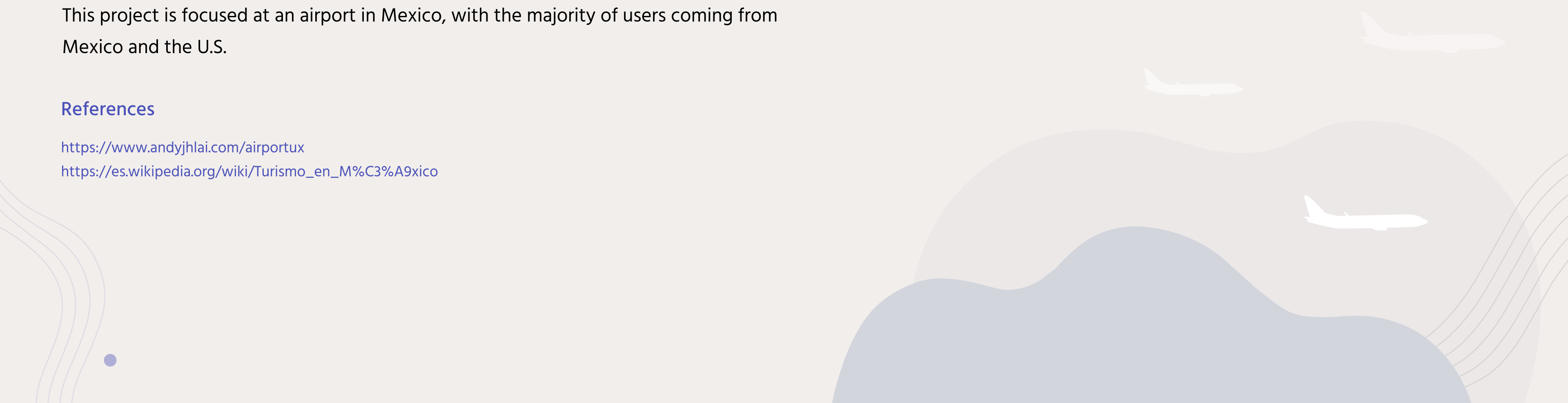
Users have mentioned that the food options were too far away, they didn't plan enough time, or the service was too slow. We need a solution where users can quickly order food, with an option to schedule, saving both their health and time.

This project is focused at an airport in Mexico, with the majority of users coming from Mexico and the U.S.

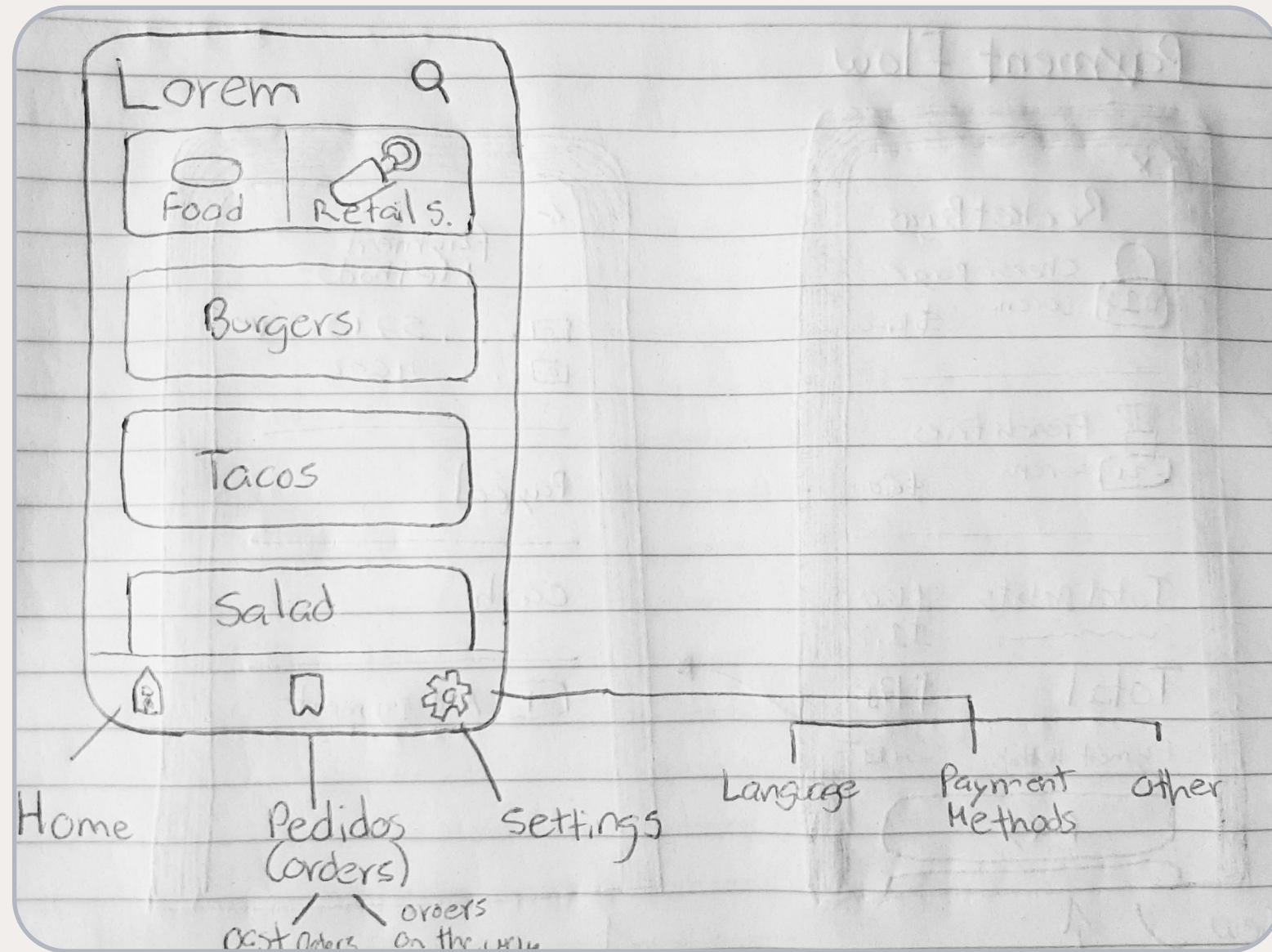
## References

<https://www.andyjhlai.com/airportux>

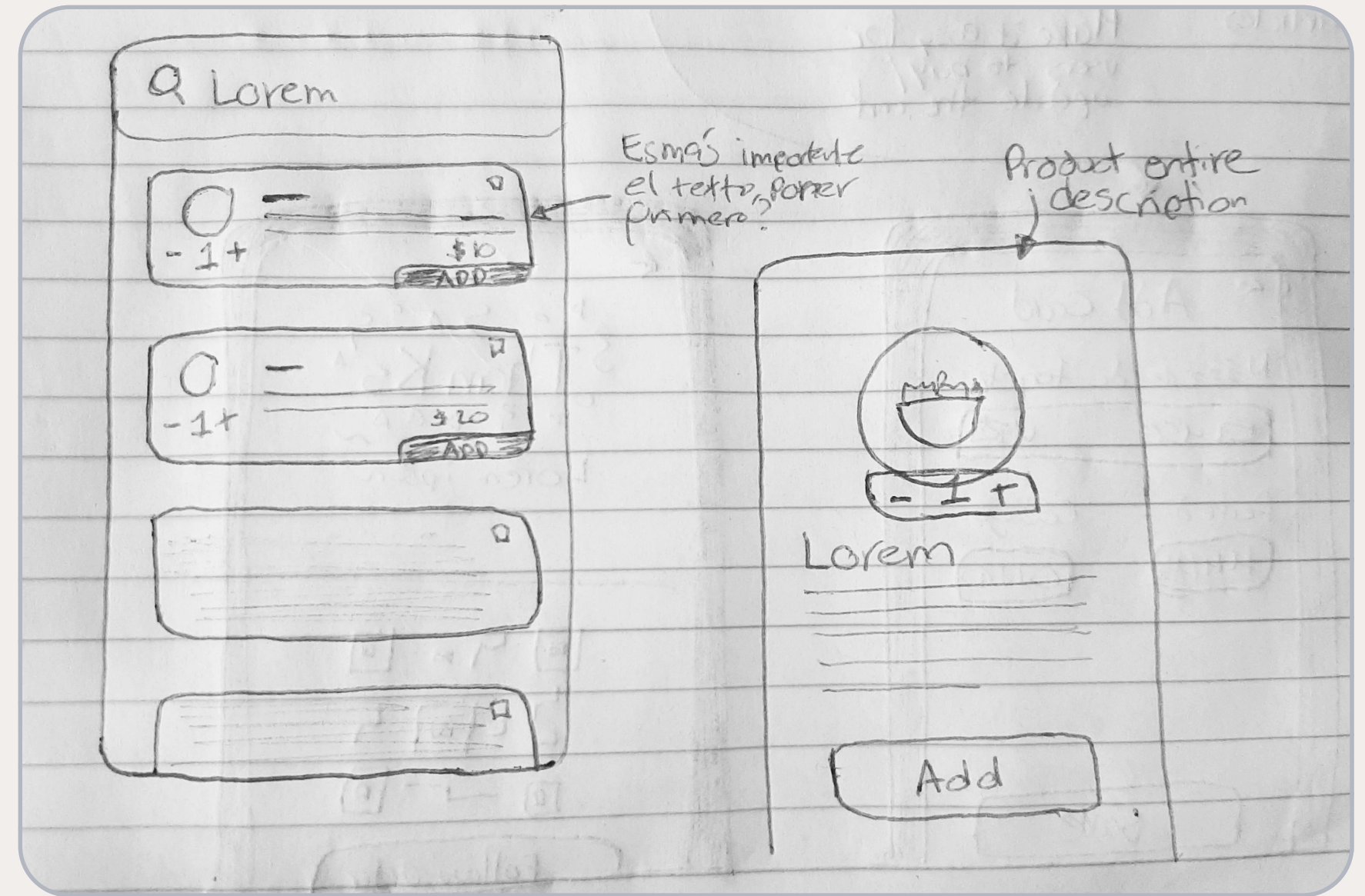
[https://es.wikipedia.org/wiki/Turismo\\_en\\_M%C3%A9xico](https://es.wikipedia.org/wiki/Turismo_en_M%C3%A9xico)



# Sketches

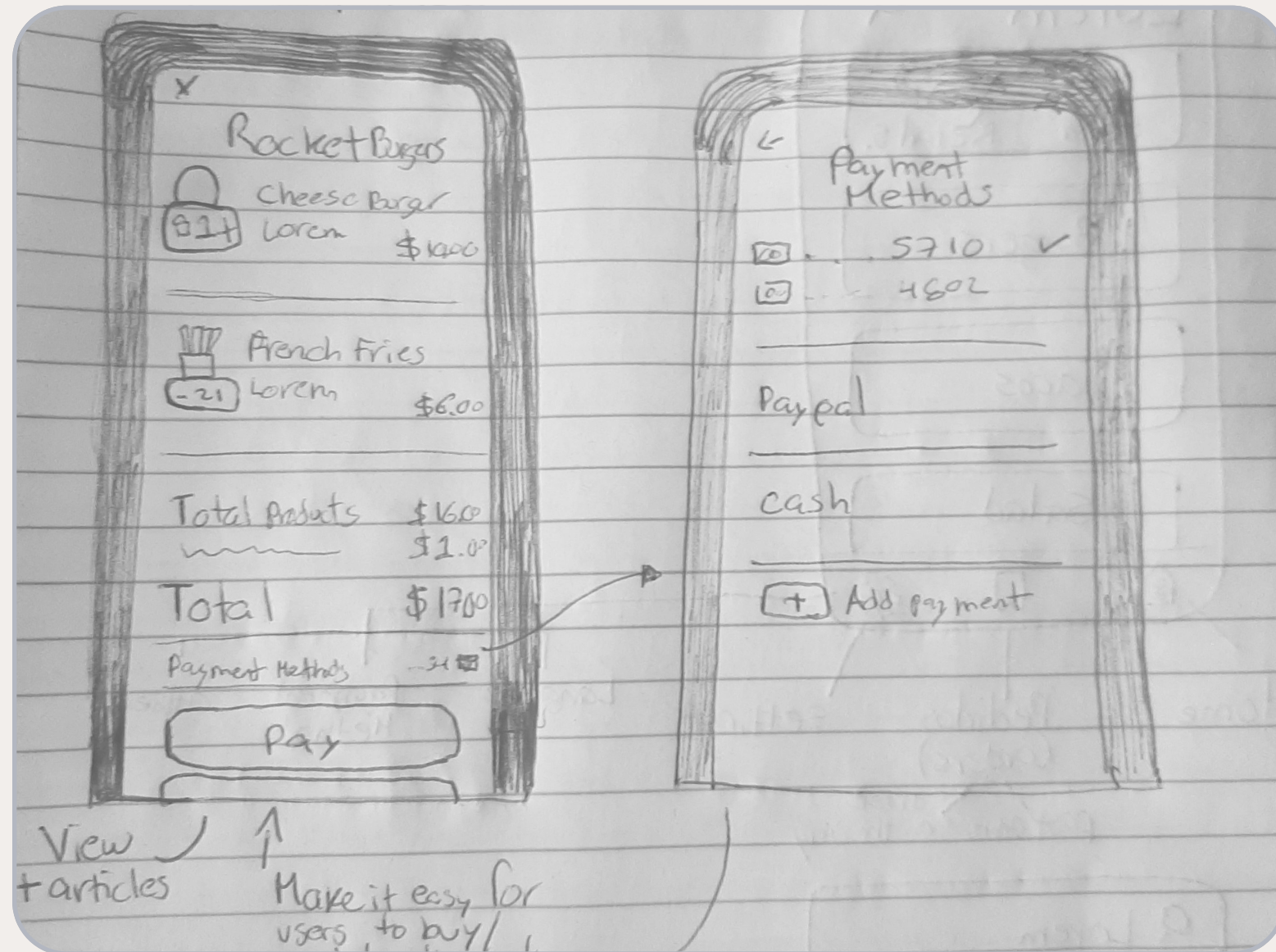


Homepage with food court and retail store options

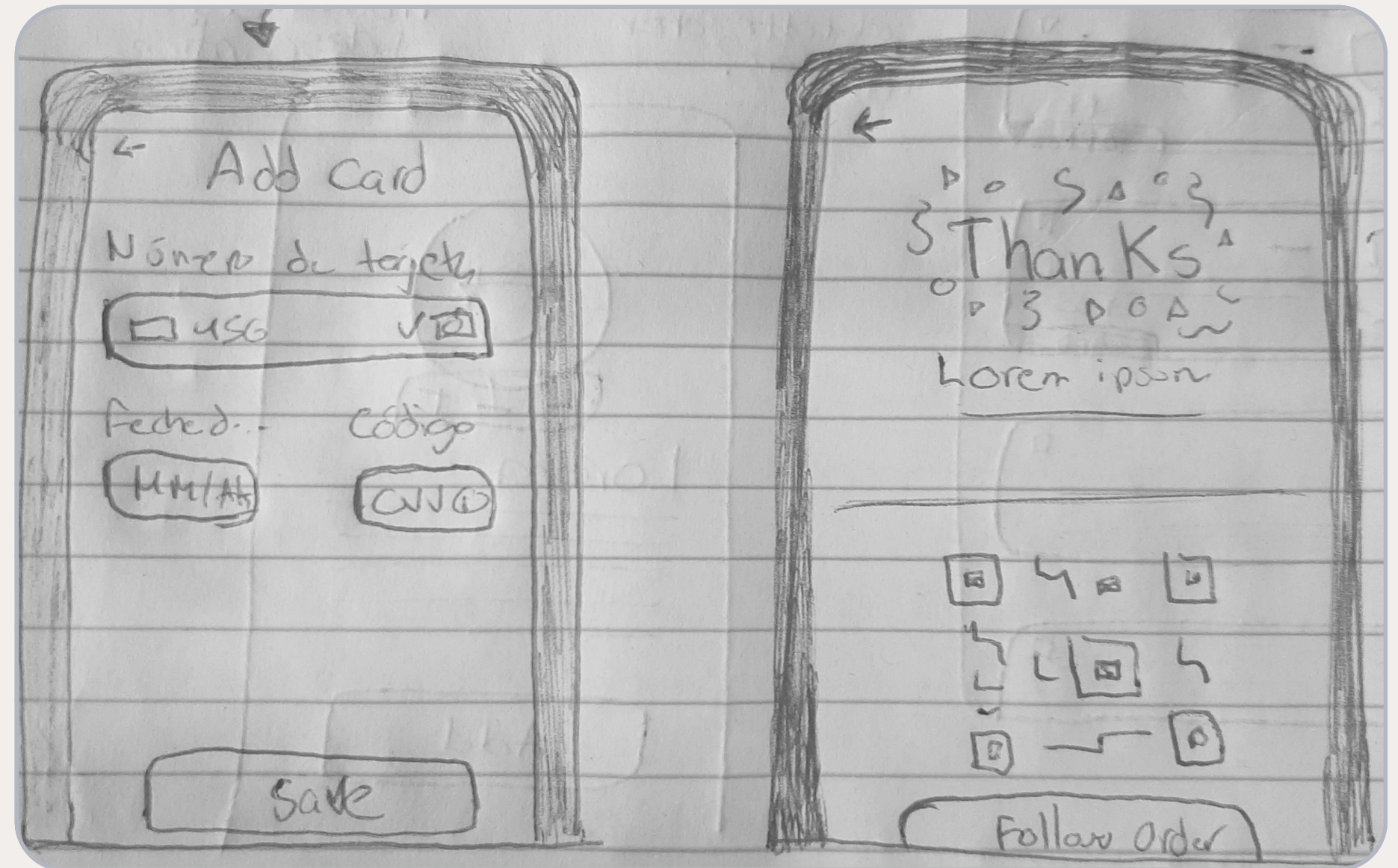


Menu and dish description

## Sketches



Payflow with the order and payment method sections



Add to Cart and Processed Order Sections

## Sticker Sheet design / Style Guide

Typography: Hindi Siliguri

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

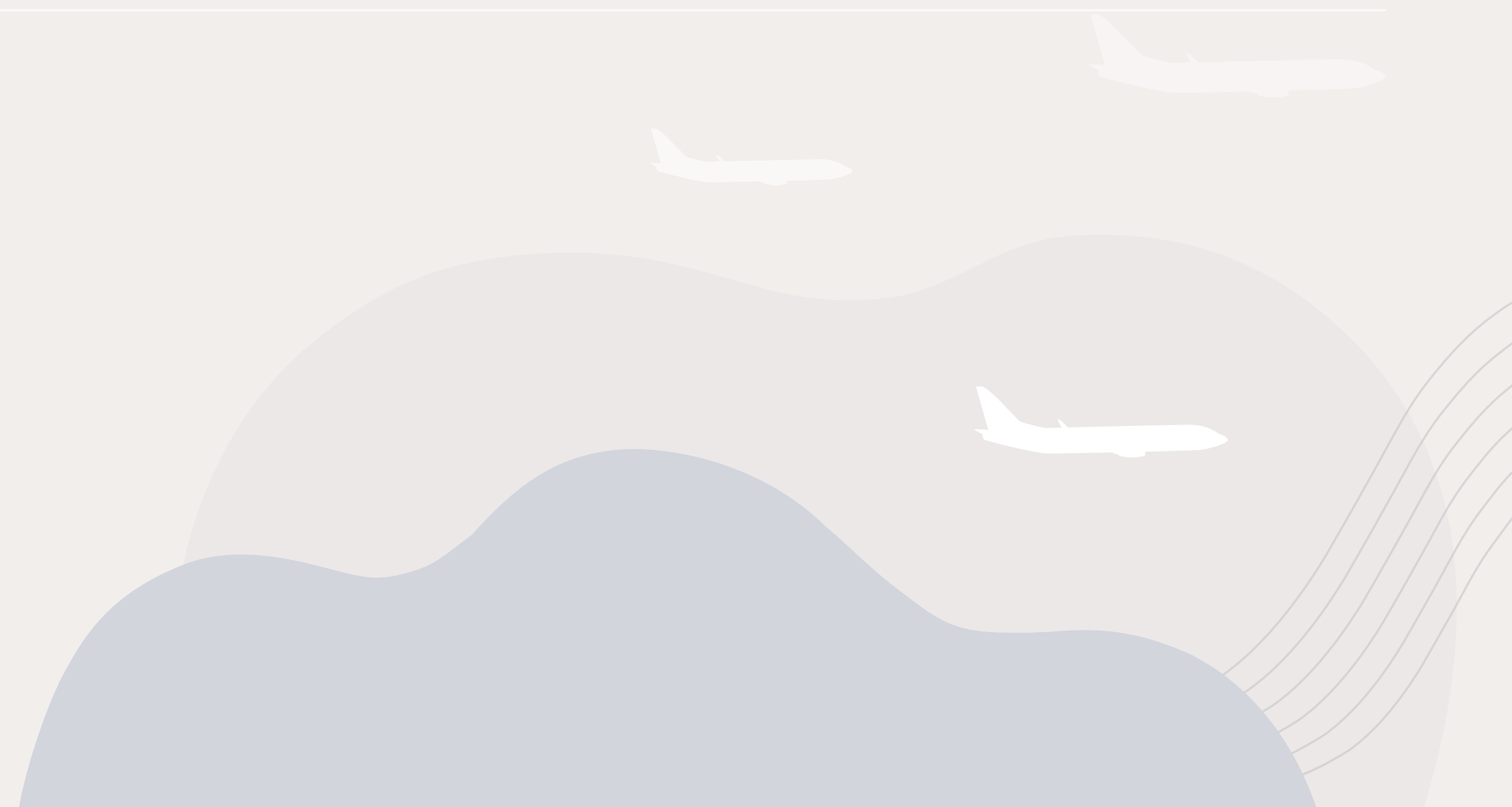
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Light Regular Medium **Semibold** **Bold**

**H1 Titles** 27px Medium **H2 Titles** 22px Medium Paragraph 16px Regular


### Main Colors & Icons



# Wireframes

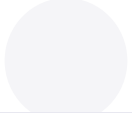
✕

## Rocket Burger



**Cheese Burger**  
Lorem ipsum dolor sit amere  
consectetur adipiscing elit.

🗑️ 1 + \$ 5.00




**French Fries**  
Lorem ipsum dolor sit amere  
conse.

- 2 + \$ 5.00

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Total Products: \$ 10.00  
Food box cost: \$ 1.00  
**Total: \$ 11.00**

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Payment Methods:  4348

**Order now \$ 15.00**

Schedule Your Order \$ 15.00

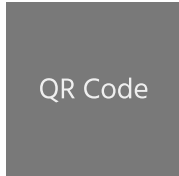
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Continue Ordering >

✕

**Thank you!**  
Your order for \$15.00 has been  
processed successfully

**Your Code**  
Receive your order by showing  
this code at the store




Delivery at Rocket Burgers, Airport Food  
Court. Central Terminal, Gate 4 A2


**Follow My Order**

Continue Ordering

<

## Payment Methods

 .... 5801 ✓

 .... 5801

+ Add Credit / Debit Card

Paypal  
sample@gmail.com +

Google Pay +

Cash



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**View More Methods**


<


## Add Credit / Debit Card

Card Number

 XXXX XXXX XXXX XXXX 

Expiration Date Security Code

MM/YY 

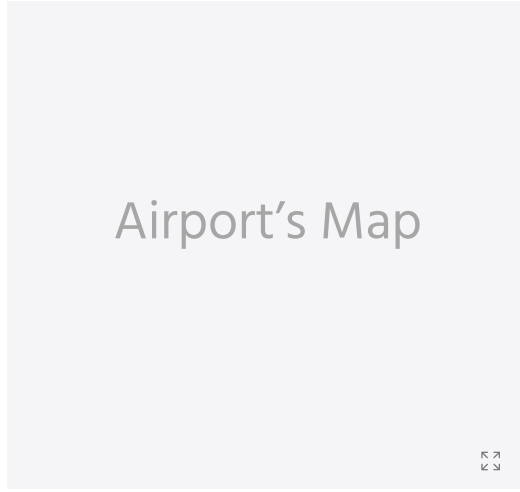
CVV 

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**Add**

<

**2:58 PM**  
Estimated Delivery Time

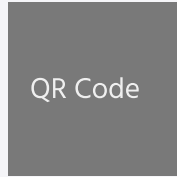


Delivery at: Rocket Burgers, Airport Food  
Court. Central Terminal, Gate 4 A-2

Accepted  Delivery Complete

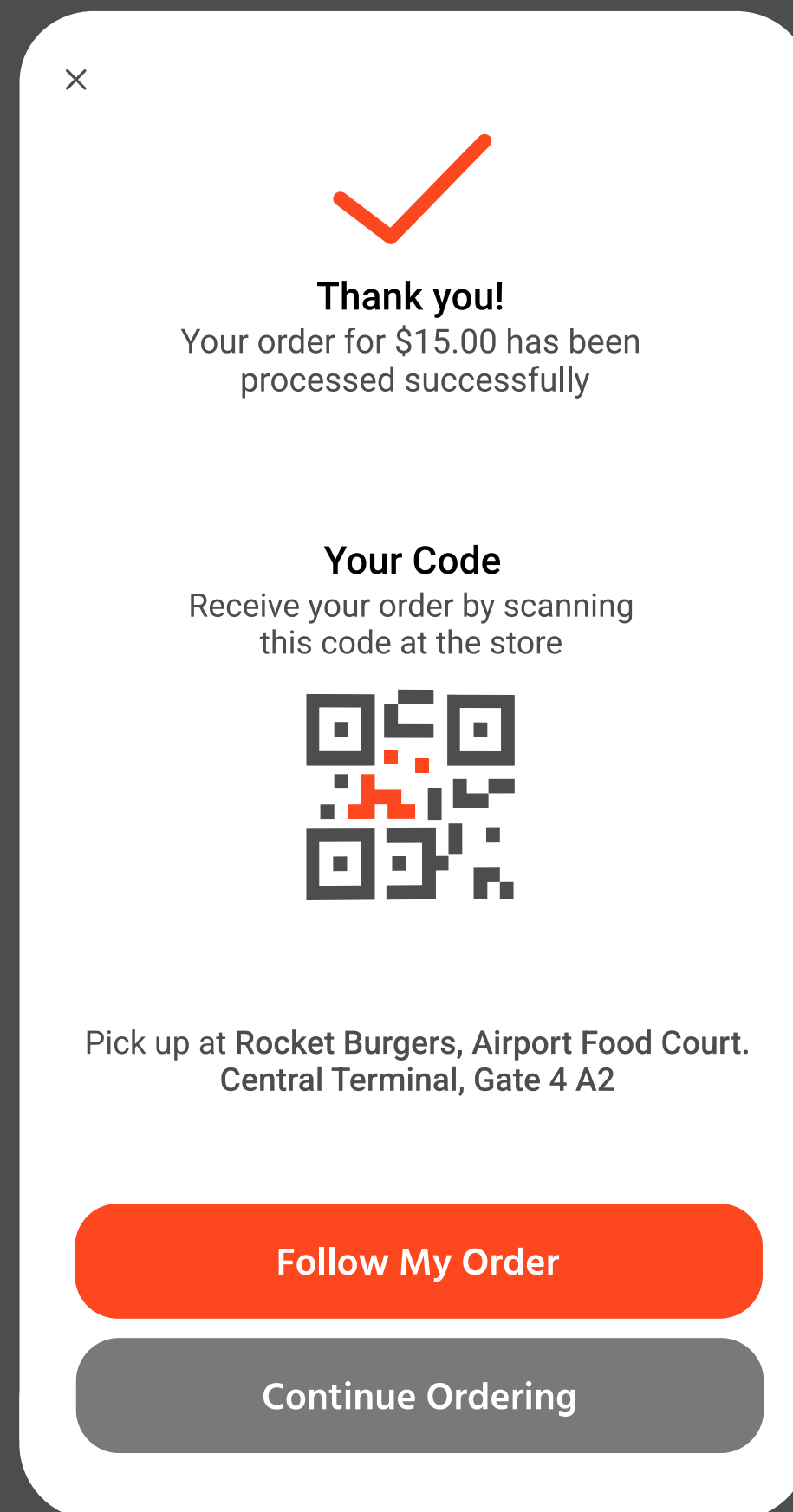
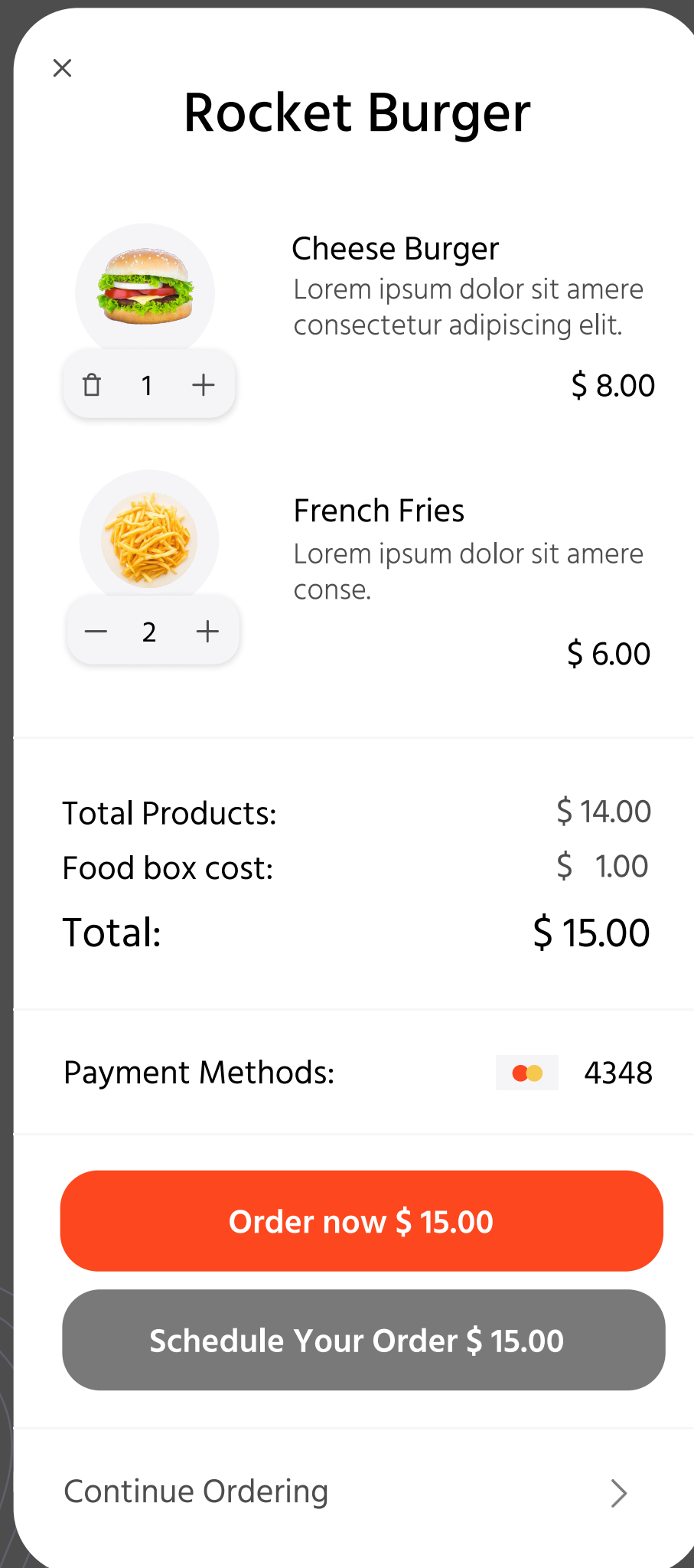
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**Your Code**





# User Interface



## Payment Flow: Order & Order Accepted

In the first screen, from left to right, we see the user's order. I want users to be able to modify the quantity of the products, as well as add or delete items. When a user has one product selected, they can delete it by tapping the trash icon and add more with the plus icon.

If users have a quantity of two or more of a product, they'll see a minus icon instead of the trash icon. This design makes it easy for users to update their shopping cart, which is important because people often change their minds about purchasing a product or accidentally add an item to the cart twice.

At the bottom, we have the option "Continue ordering" that allows users to keep adding items. Since many users are in a hurry at the airport, we have a Schedule button to save time in many cases.

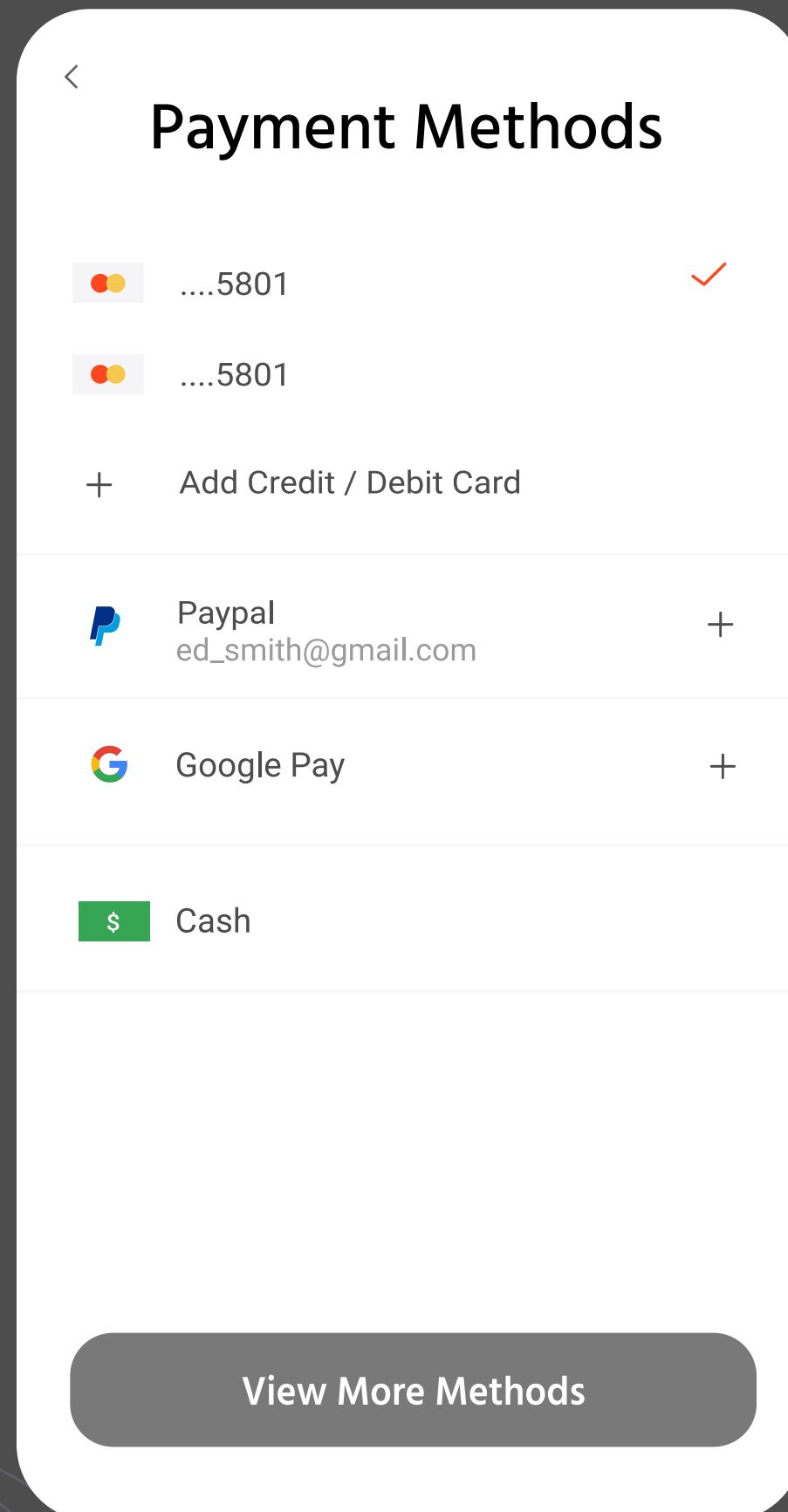
When the order is accepted, users see a check icon to validate their purchase. I also added a **QR code to self-validate the order with a QR scanner at the store, reducing the need for human interaction.**

References:

NN Group

<https://www.nngroup.com/articles/mobile-checkout-ux/>

# User Interface



## Payment Methods

In the U.S., the most common payment methods are credit and debit cards. G Pay is also known. For users with iOS devices, G Pay is replaced with Apple Pay, which is well known. PayPal is another widely recognized payment method in the U.S.

In Mexico, debit and credit cards, along with PayPal, are also popular. Despite the trend towards digital payments, the option to pay with cash is retained. Many users in Mexico are wary of using credit and debit cards online. Additionally, some users are used to paying with cash only. It's important to consider these users to ensure accessibility.

It's important to minimize human contact, but digital payments are not preferred by all users in Mexico. That's why I keep the option to pay with cash to include all users. Also, it's recommended to offer mobile-friendly payment options, but don't overwhelm users with too many options.

## Why we have a "View more Methods" button?

Payment methods change depending on the country and culture. Airports host visitors from all over the world, so these interfaces are tailored for Mexico and the U.S. If users are unfamiliar with these methods, they can find what they are accustomed to. For example, in China, people often pay with AliPay. **I suggest adjusting the payment methods based on the location.**

## References:

### NN Group

<https://www.nngroup.com/articles/mobile-checkout-ux/>  
<https://www.youtube.com/watch?v=i6gc0lOaKT1>  
<https://www.nngroup.com/articles/international-payment-methods/>

### Statista

<https://www.statista.com/statistics/568523/preferred-payment-methods-usa/>

### Fortunesoft

<https://www.fortunesoftit.com/top-10-digital-wallets-2020/>



# User Interface

< Add Credit / Debit Card

Card Number

2305 5680 5801 4906

Expiration Date

MM/YY

Security Code

CVV

Add

< Add Credit / Debit Card

Card Number

2305 5680 5801 4906

Expiration Date

12/ 24

Security Code

599

Add

## Payment Methods

"Entering credit card details is labor-intensive, especially on mobile and error-prone. That's why we have a camera icon; this option enables users to take a photo of the credit card to fill in the information quickly and easily."

Users see changes on the screen as they fill out the form. These reactions are important to make the experience friendly and easy.

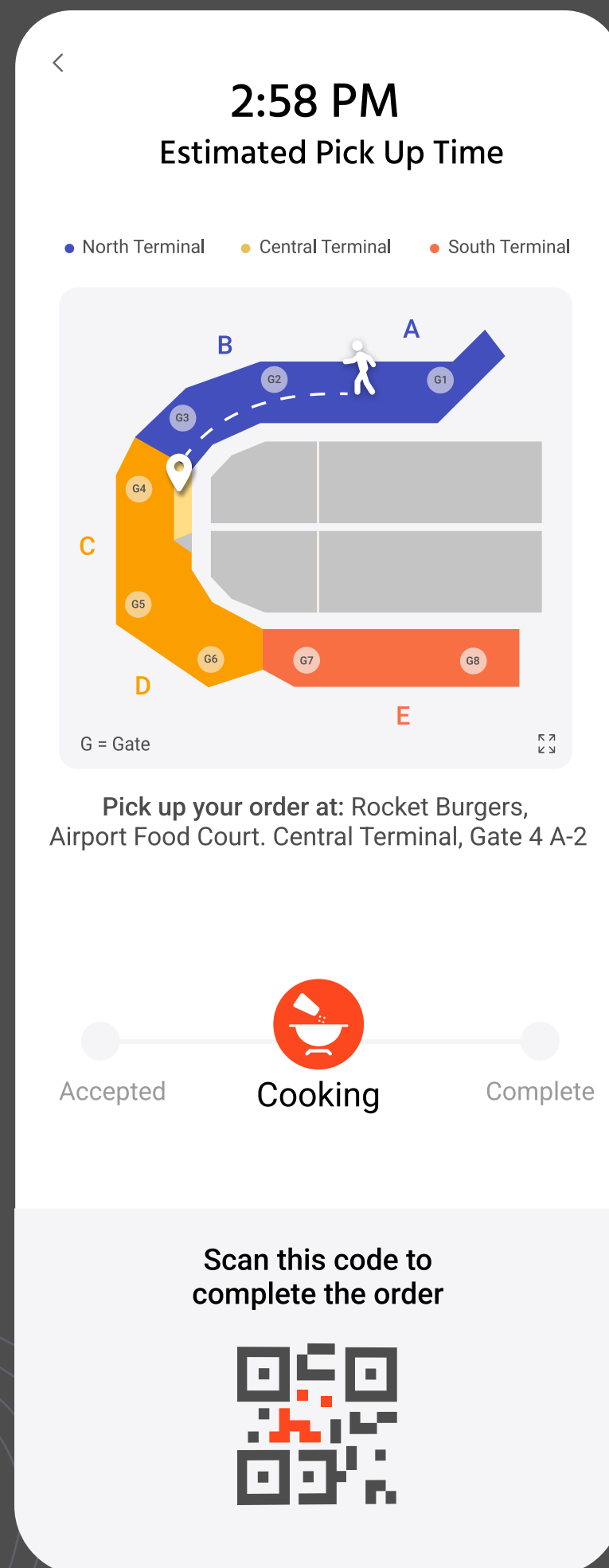
## References:

### NN Group

<https://www.nngroup.com/articles/mobile-checkout-ux/>

<https://www.youtube.com/watch?v=i6gc0IOaKT1>

# User Interface



## Follow and Pick up

Users are able to track their orders, see their location on the airport map, and view the store's location.

The app's system segregates the pick-ups into different times to maintain a safe distance at the store and avoid crowding.

## References:

### NN Group

<https://www.nngroup.com/articles/mobile-checkout-ux/>  
<https://www.youtube.com/watch?v=i6gc0IOaKTl>