

# Product Case Study

## Problem Statement

You are building an app for in-flight food ordering.

1. What do you think is the market size?
2. Create a wireframe that you would use to sell.
3. How do you plan to get traction for this app?

Assume Wifi exists in the airplane.

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**Product (Web vs Mobile Based) :** Mobile App (Both IOS +Android)

**Product Stage:** Build from scratch

**Product Goal:** To build a food ordering app for ordering food inside the Flights.

## Assumptions:

1. Wifi exists in the plane
2. Pandemic era
3. Will be focussing only on commercial and business flights (not for private flights owned by an individual for the initial phase)

## User Segments Involved

- The Air Hostess
- The Plane Catering Staff / Kitchen Staff
- The Passengers

## Current Scenario:

1. Air hostesses have to manually go to each passenger and tell every passenger about the various food items available and cost.
2. Passengers sitting in flight are being asked by air hostesses individually what type of food items they would like to prefer.
3. Passengers take time to think and ask for available food items and then finalize one.
4. Air hostesses have to manually ask each passenger to take their orders, answer queries if they have any.
5. Air hostesses communicate the food items (ordered by passengers) to the plain staff and get all the necessary food items from them.
6. Air hostesses/catering staff have to manually serve the food items from the plane staff to passengers.
7. Passengers receive the food items and enjoy the meal.

### Problem Existing in here:

- > Passengers are more concerned about contactless safe delivery, food safety after the pandemic.
- > Taking the order and delivering food individually, going from seat to seat by staff is not efficient, and hassle free
- > Considering the power of technology, the system has the capability to be improvised.
- > Passengers do not get the type of food they want (depending upon that instant time and mood) and have to adjust and pick some other item

### Opportunity in the market:

> India is expected to overtake China and the United States as the world's third-largest air passenger market in the next ten years, by 2030, according to the International Air Transport Association (IATA). (Source [here](#))

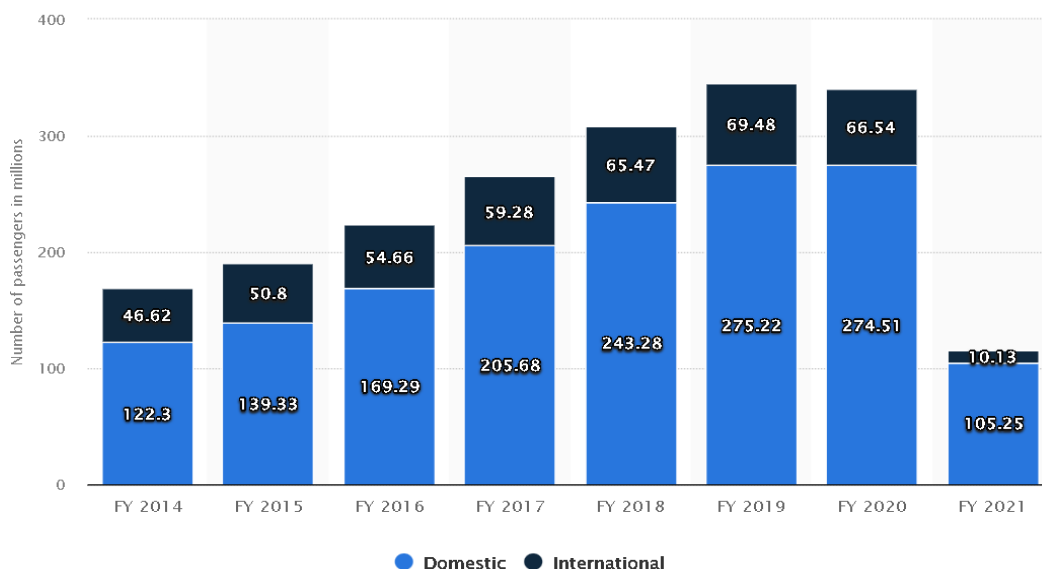
>As per the recent data, October 2021, the average daily domestic passenger flight departures stood at >2,300, with average daily domestic traffic being >283,000 air passengers (Source [here](#))

>**Forbes Recent Article:** (Source [here](#)) : Over half of the country is defined as middle class, meaning that they have enough disposable income to travel for leisure and take flights occasionally. [1]

>India's passenger\* traffic stood at 115.37 million in FY21. (Source [here](#))

>Population of India: 1.4 billion (Source [here](#))

>The following graph shows the number of passengers handled at airports in India from financial year 2014 to 2021, by type(in millions) (Source [here](#))



>**Pre pandemic** ~350 million people are using Airlines which is about 25% of the Indian population.(Both domestic + international)

>Out of the passengers based on the income level, passengers fall into

- into the upper class (Mostly business class)
- middle class (**Assumed:** 30% opt for business class + 70% for economy class) Supporting ref:[1]
- lower middle class (mostly economy class)

**Assumed that only about 30% of the total passengers (majority being from upper class and few from middle class) traveling in Airline like to order food or buy it.**

30 % of 350 million people = 105 million people

**So the Total Addressable Target Market is 105 million people** ( Which includes both Domestic and International Flight passengers )

**Few Focused User Personas:** ([here](#))



## Monica

**Age - 29**

**Occupation: Air Hostess, 2 years in Hospitality Industry**

**Hometown- New Jersey, USA**

### About

- People person
- Loves reading books, playing piano.
- Frequently goes to parties, events and clubs

### Goals

- Make the passengers experience the best.
- Have 3 International trips with husband by End of this year.

### Pain Points

- Sometimes it gets frustrated to ask and convince the passengers to explore and try out various available food items during their journey, being a repetitive task.
- Take individual orders manually by going to each passenger and communicate pass it on the catering team.



## Henry

**Age - 32**

**Occupation- Marketing Manager, Electric Vehico Inv Pvt Lt.**

**Hometown- NYC, USA**

About

Goals

Pain  
Points

- Marketing Manager at Electric Vehico, with 3 years of work exp.
- Loves watching movies, and content writer as a hobbyist.
- Married since 4 years
- Frequently travel for work, comp taken care by company.
- Wants to give a surprise party and go an Europe along with his wife on coming wedding anniversary.
- Achieve the target and close 50 + clients deal complete by end of his year.
- Prefer to have certain food items already prepared before hand.
- Being a frequent passenger, ordering the food and till it gets prepared takes up lot of time and inefficient
- Prefer less no-contact food ordering to take place, considering social dist.

### Proposed Solution:

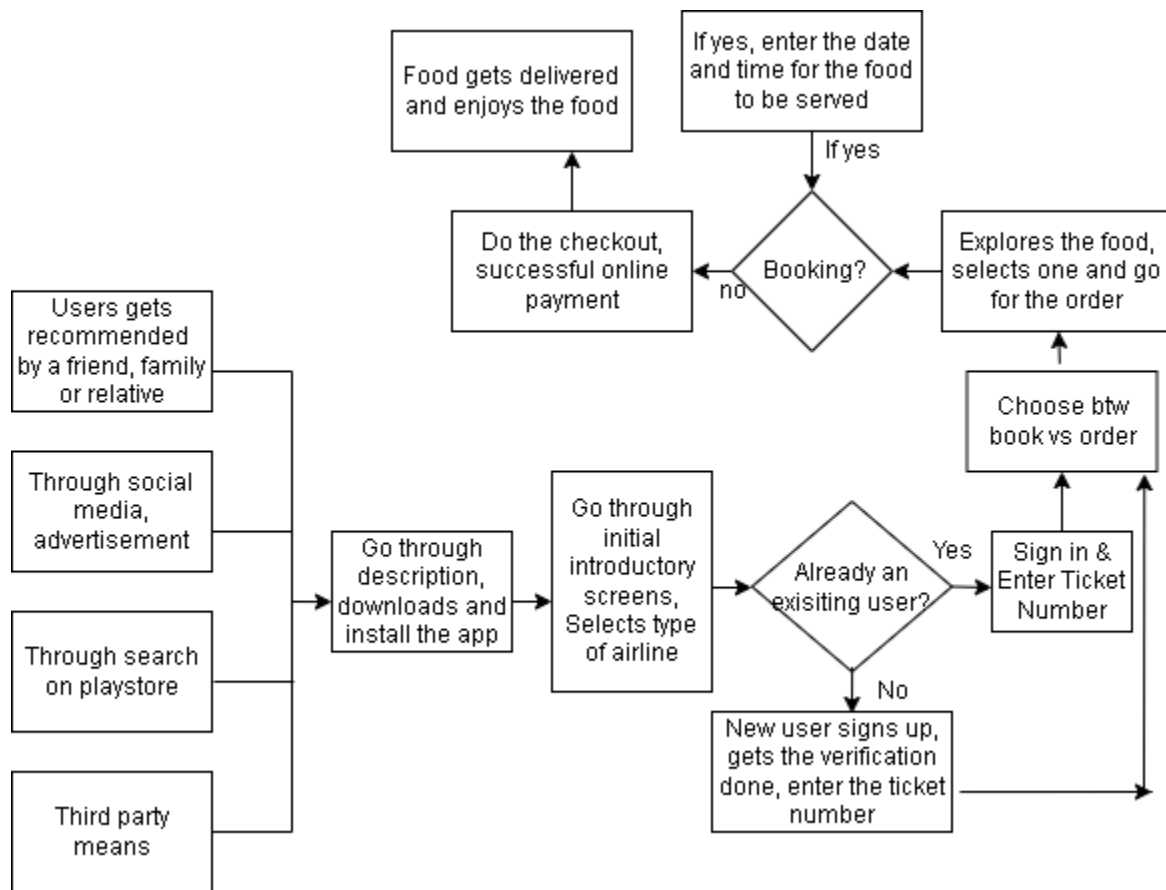
#### > For Passengers:

- An application to be downloaded by them in their smartphones
- Or use the application already embedded in the flight system's software in the screen (back of adjacent seat in line) which is directly accessible/in front of the user's seat.

that allows users to order the food, select timing (during their journey) with the various digital payment options.

> **For Flight Staff:** A centralized web dashboard to track the different types of orders, statuses of the different passengers who have ordered, for flight crew and the airline catering services.

## User Journey for a passenger:



We cannot develop the entire product at start so first we will be launching the MVP ( Minimum Viable Product ) with the features that are mandatory to solve the problem of in-flight food ordering.

## Functionalities in app (MVP):

### For Passenger:

- Ability for a user to choose my airline from the various options.
- Ability for a user to login/sign in.
- Ability for a user to sign up.
- Ability for a user to get the verification done if I am a new user.
- Ability for a user to enter the ticket number.
- Ability for a user to either choose to book or order instantly.
- Ability for a user to order for a particular date and time for advanced booking.
- Ability for a user to select a particular food item.
- Ability for a user to search for a food item.
- Ability for a user to add to cart.

- Ability for a user to search successfully to the payment checkout with the digital payments.
- Ability for a user to see the status of a food item after the order has been placed in real time.
- Ability for a user to give the review/testimonial and rating for food, service and exp

### **User Stories Example**

These are two main group of users and their user story

An example of both how it would be.

- As a Passenger, I want to order my favourite food in flight so that I can enjoy the travel and food
- As an In-charge of Inflight food ordering service, I want to track all the orders and deliver the right orders to the right customers at the right time.

### **Edge Cases to be covered:**

- If the food item is out of stock
- Chat with support /it team
- If the user is not able to show up for pre booked order
- If the user wants to cancel the pre booked order

### **Key Performance Indicators**

These are the KPI's with which we are going to measure how success looks like

Total Number of Orders

Total Number of Users

Total users rating and reviewing food products

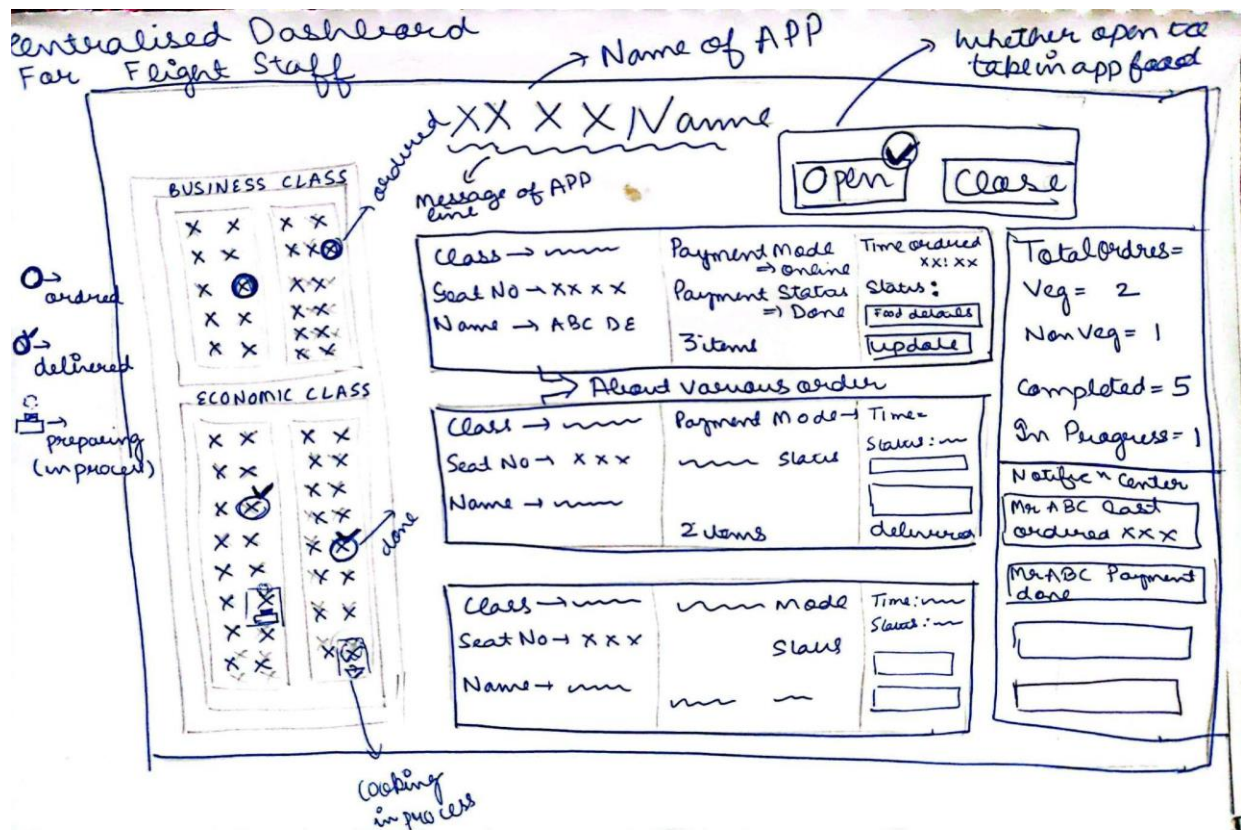
Total transactions ( Debit Card,Credit Card and UPI Transactions

Monthly Active Users

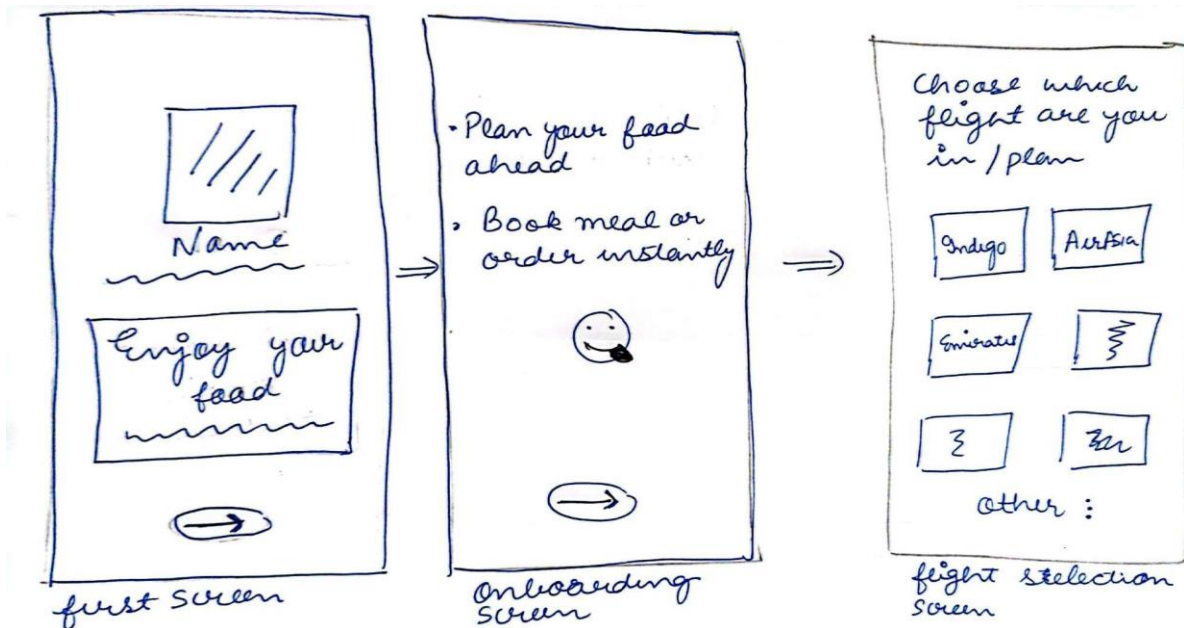
Number of Repeating orders

## Rough Wireframes of few user screens:

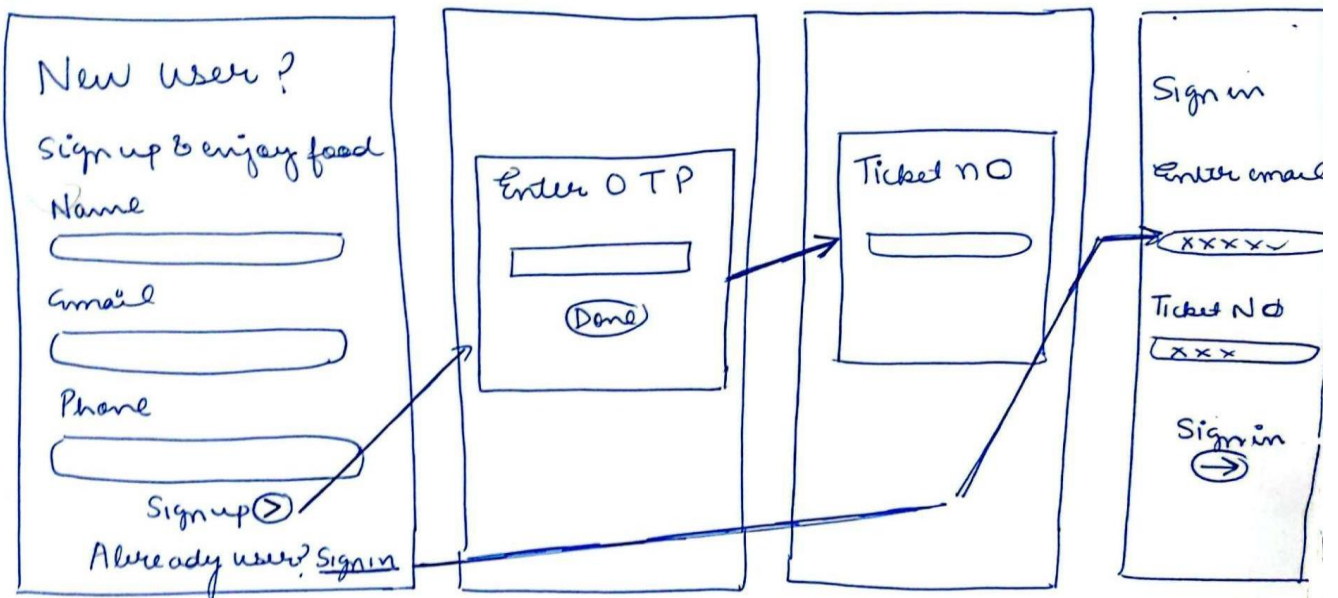
The centralized dashboard for the flight crew to manage the whole order and tracking order to complete the ecosystem



## Mobile Application for Passengers (Low-fi)



Scanned with CamScanner



Ticket No  
with the help of ticket No.  
our backend will autom-  
atically fetch details, the  
time, date of journey.

if New user  
Signs up

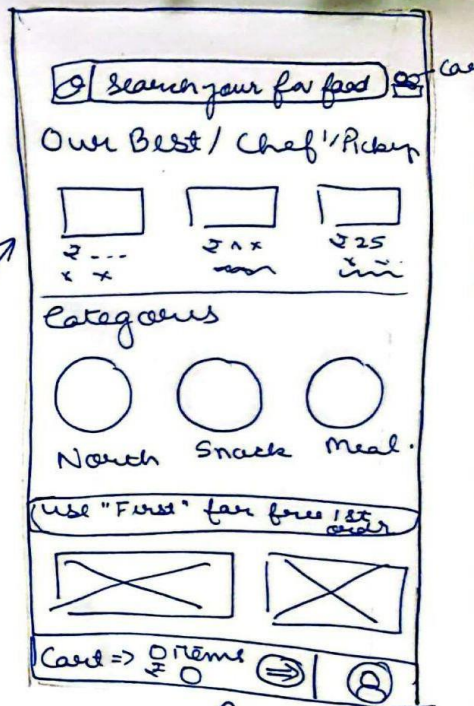
→ New user  
is asked  
to enter  
ticket number

if Existing  
user  
Signin  
Screen

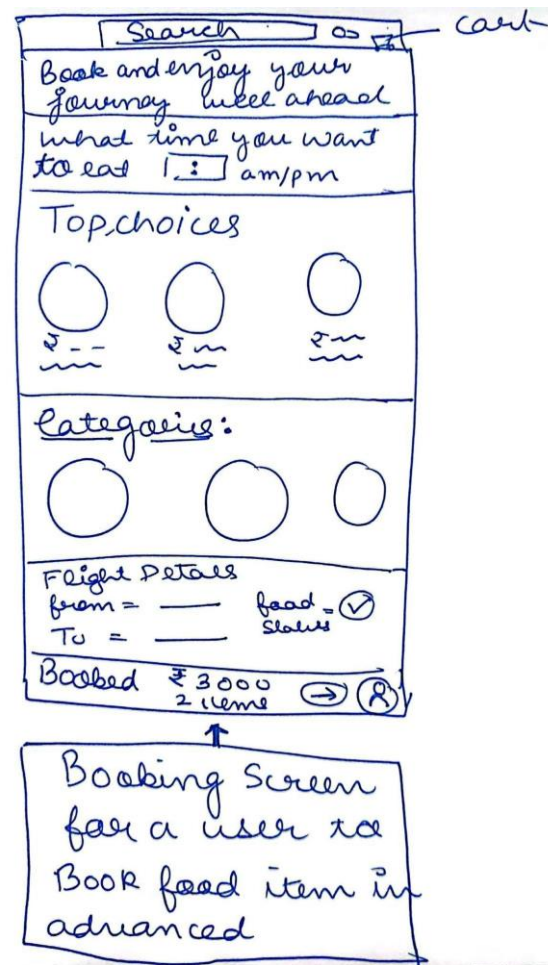




↑  
Asking user  
to book  
an order



↑  
Home Screen  
while ordering



### Plan to get traction for the App:

> Partnering and collaborating with the different airlines

> Awareness:-

- Through displaying messages on websites
- Mentioning on tickets
- Initial announcement during the start of journey within flight
- In magazines, advertisement on the display screen

- Social media channels/campaigns
- Displaying and announcements on airports

**>Acquisition of Initial Users:** First free order, so they get their AHA movement, enjoy the food items and make their traveling exp satisfactory

**>Improving app, feedback:** Making the exp better, and achieving the high NPS

**> Further Plan:** -Discounts and offers with ticket and type of class they book the ticket, partnering with various airlines  
- Referral Programs

**>For Future Scope:** -Introduce a 6 month/year subscription plans

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