Solution

Existing Platforms

- Large existing userbase

- Infrastructure and logistics expertise already in place.

- Users likely to already have app installed

Expanding the functionality of an existing product seemed like a logical starting point to solve this problem.

Journey

DOORDASH

CUSTOMER

Location-aware
Notification

The first step in the journey is to make users aware of the new functionality. This could be accomplished with a combination of location-aware push notifications as well as in-app banners to make users aware that they can order in the airport.

Food
Delivery

Learn → Select Flight → Place Order → View Status