

Personas



The frequent flyer

Concerned with long security lines and short layovers. Wants to schedule when the food will be ready.

Ability to plan ahead is key.



The foreigner

Limited or no ability to communicate in English. Wants to see photos of the food before ordering.

Design for accessibility will be important.





The family

Wants to find food that everyone will enjoy, even if that means ordering from multiple restaurants.

Ability to combine orders from different locations needed.

Competitive Analysis

AVAILABILITY	LAUNCHED	RATING	REVIEWS	
<div><div>Grab</div></div>	38 Airports	2015	4.8 2.9K ratings	Good idea, poor execution They usually don't make your order until you show up to pick it up. It is quicker to order normally.
<div><div>AtYourGate</div></div>	8 Airports	2018	4.3 17 ratings	A lifesaver when traveling This app has made it so easy to get what I need inside an airport without having to go into any stores or even talk to anyone — exactly what I don't want to do when traveling right now (thx to covid). Used this to feed myself in between connecting flights. Was amazed this even existed! Easy to order, food came fast and the staff was super nice.

During my competitive analysis I found that there are two companies that have comparable services. Grab and AtYour Gate but both have very limited availability and adoption.