



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.

Potential Solutions

Native Mobile App

- High cost infrastructure and logistics
- Low engagement due to infrequent nature of users needs
- Requires app download

Responsive Web App

- No app download necessary
- Could be easily opened via QR code
- Limited functionality (push notifications)
- Requires user signup
- Cross-platform

Kiosk

- High cost infrastructure and logistics
- Physical location of kiosks are limiting factor for usage
- Physical location limits planning abilities

There are many potential solutions to this problem but upon further consideration the logistics and development challenges posed are large.