AirGO

As you go.

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Outline

1. Problem
2. Verification
3. Solution: AirGo
4. Further development
5. Financial consideration
6. Conclusion

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Problem identification

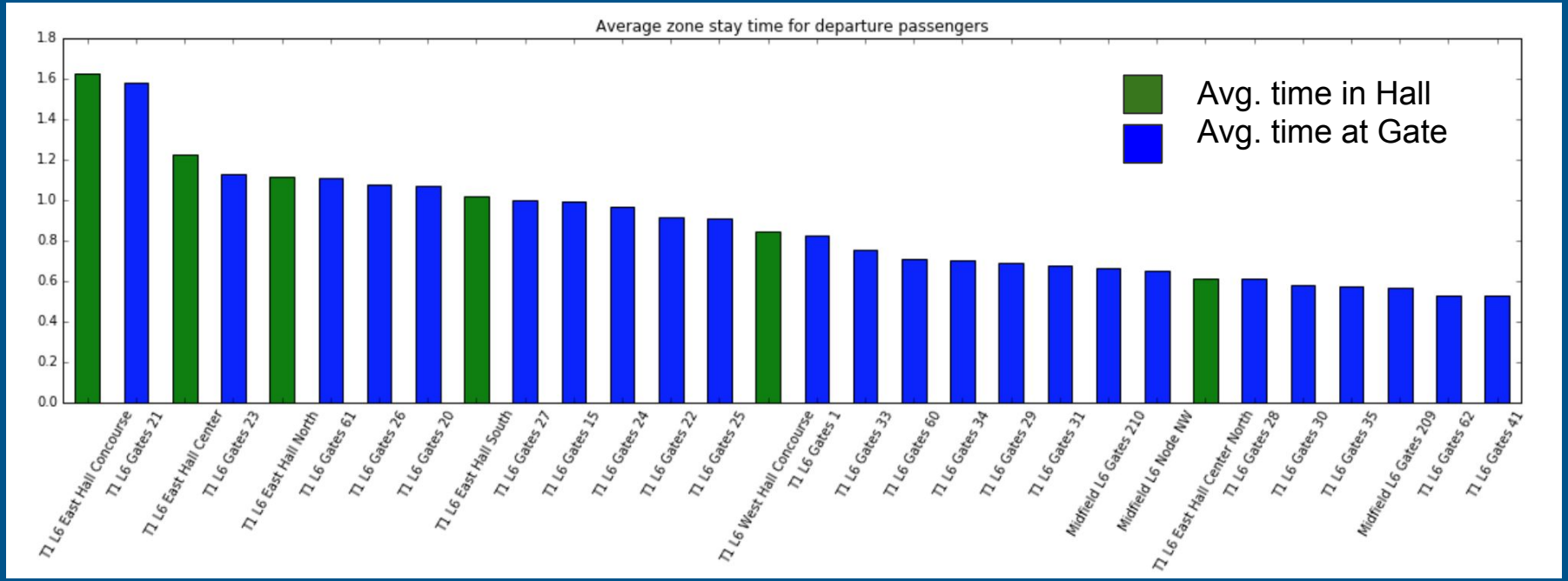
Underutilized customer's time lead to low shops exposure

Too many queues

Long distance walk to the gate

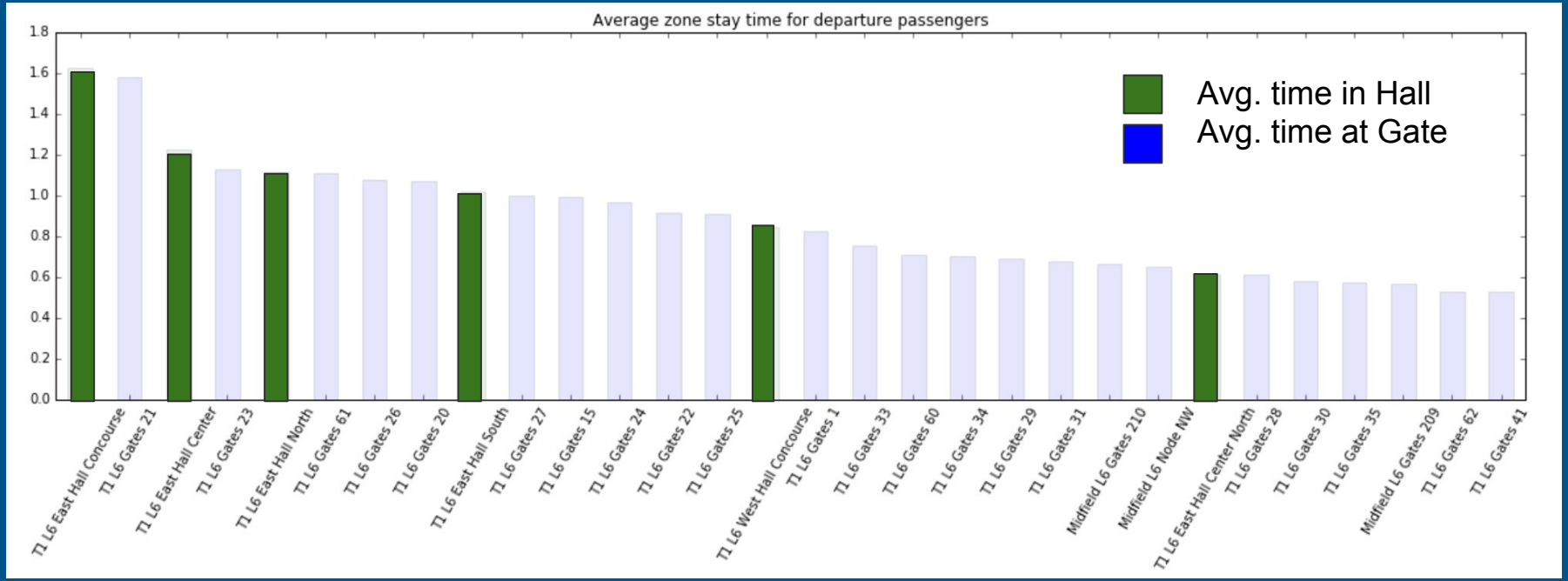
Unable to explore all food and retail options
(*No time/too lazy*)

Verification: stay time comparison



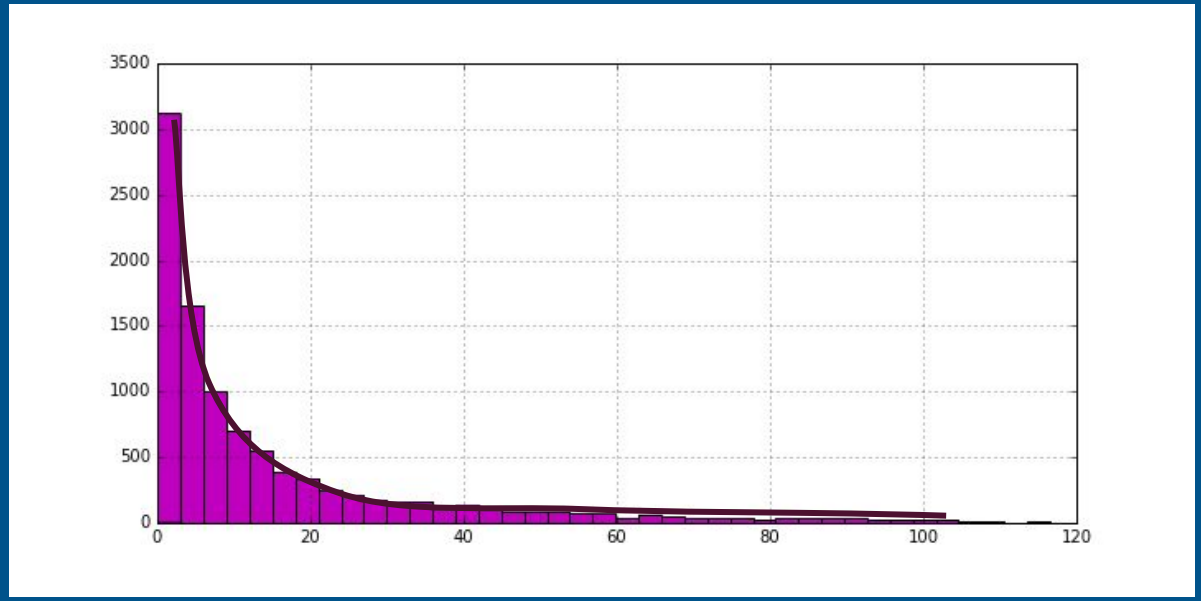
Gate Stay Time > Hall Stay Time

Verification: stay time comparison



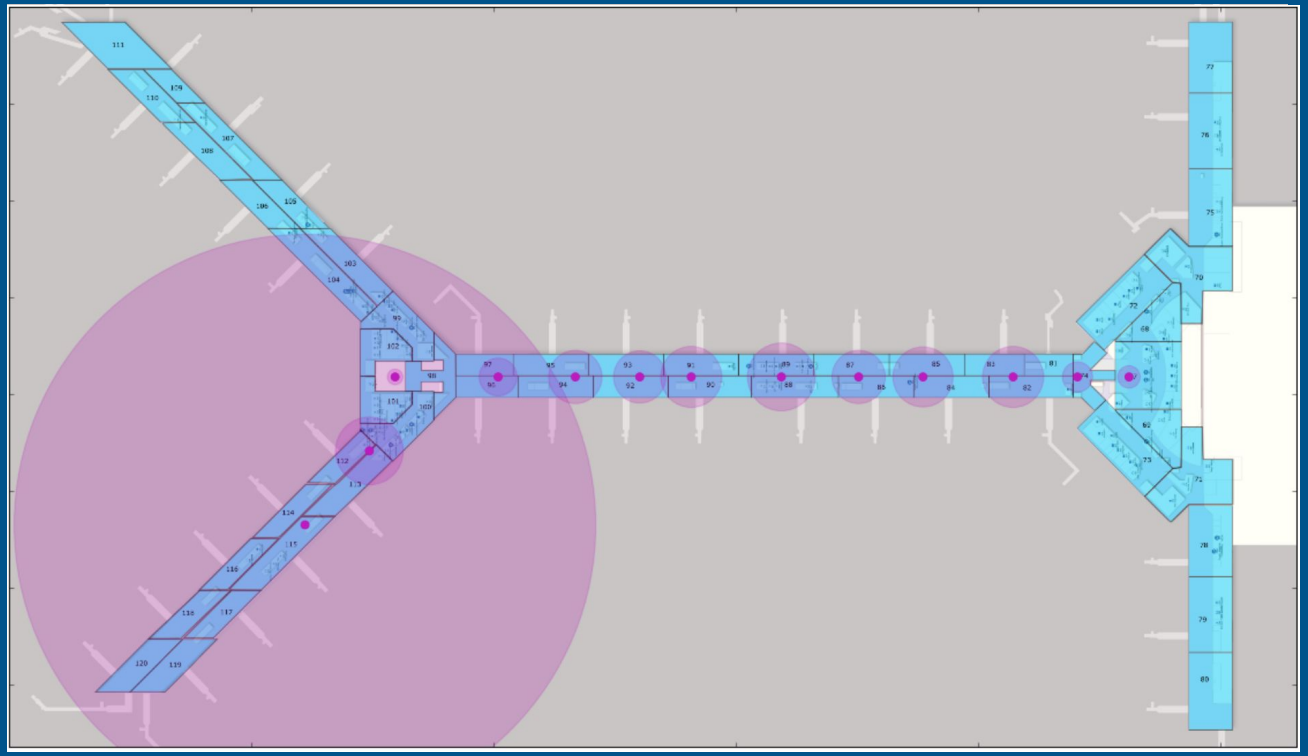
$$\frac{Total\ Hall\ Stay\ Time}{Total\ Airport\ Stay\ Time} = 0.209$$

Distribution of time spent in hall



*One half of passengers spend **less than 10 minutes** in hall*

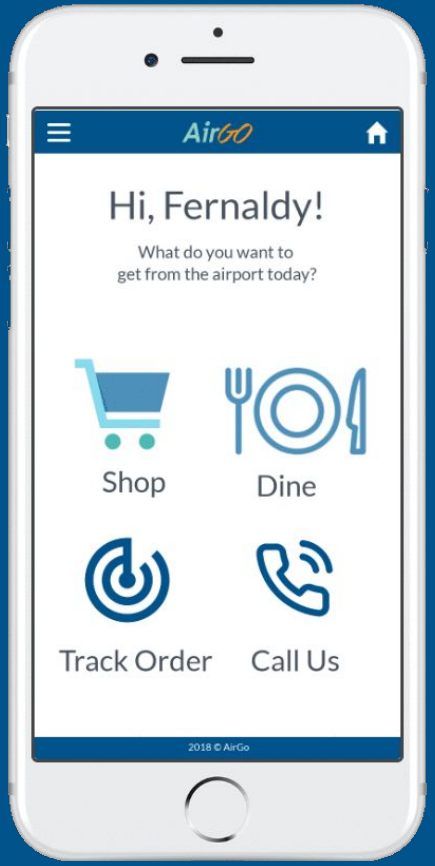
Example: Journey of a passenger



- **Centre** of circles: **zones visited** by the passenger.
- **Size** of circles: **duration of time** spent in the zone.
- score of journey: 0.79

Solution: AirGo

- An App that brings all the airport's shop to you
- Product type: internal e-commerce to eliminate the gap between customers and airport shops
- Target: Airport passengers seeking for convenience



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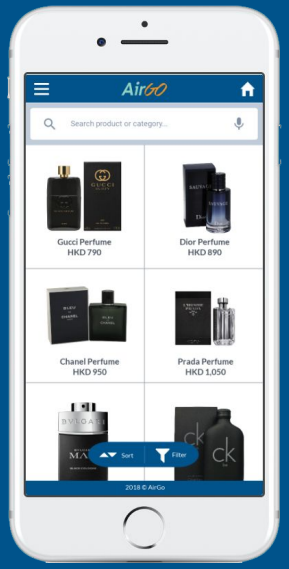
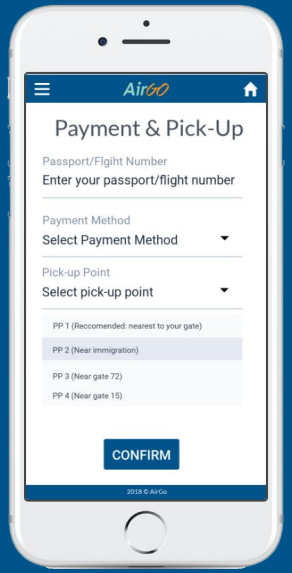
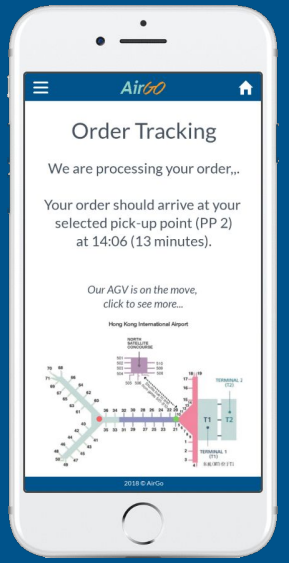
AirGo features



Variety:
Order from any airport restaurants or stores



Flexibility:
Choose pick-up point



Visibility:
Customers can track the order movement

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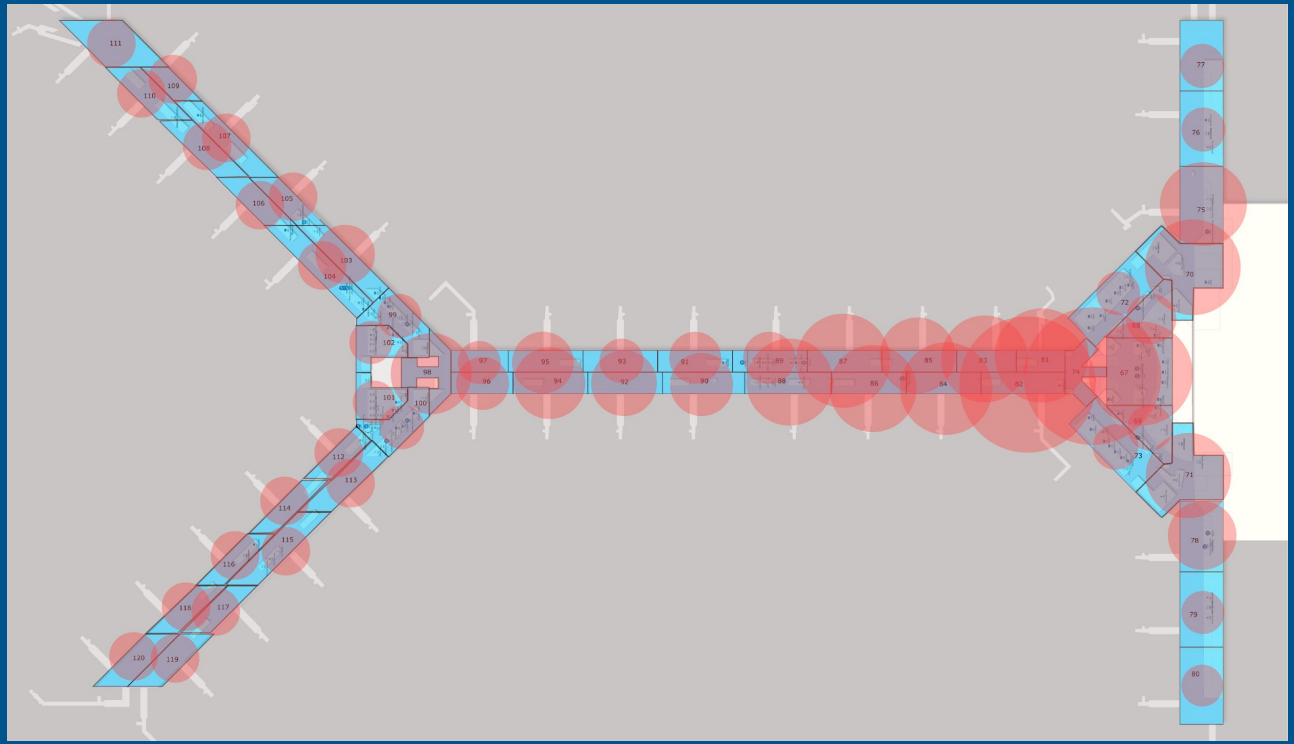
Heatmap of different zones



- The real time concentration of passengers info
- Optimal deployment of pick-up point based on data analytics

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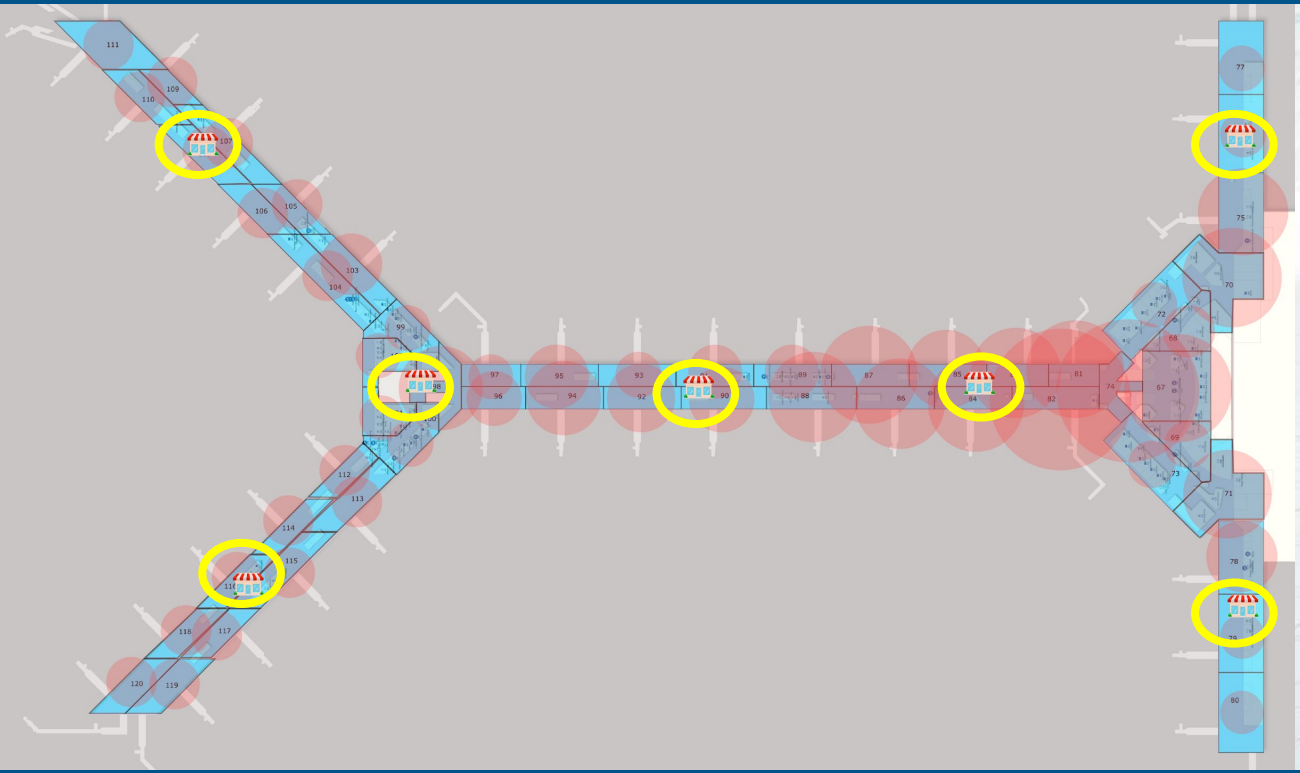
Distribution centers and AGV



Quantity: 7 Points

Quantity: 75 Units

Why AirGo?

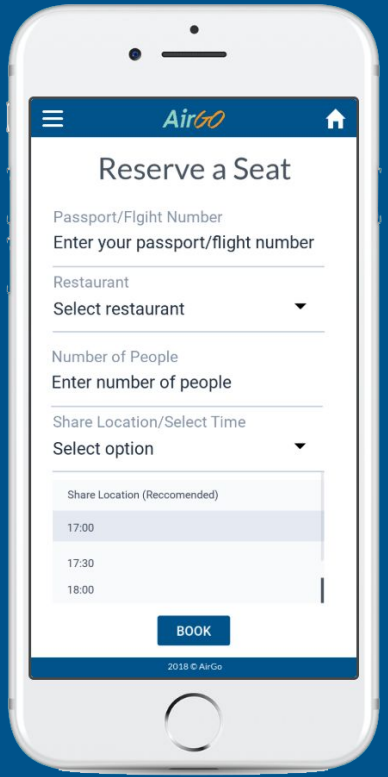
Faster delivery service:
less time wasted
with the help of AGV

Increase accessibility
Place order ANYWHERE and
pick-up conveniently

Airport E-commerce
Support airport stores' sales.

Further development

- For food services, options to book table is available.
    - Technology: Video analytics and machine learning
    - Capability: Real time management of table booking availabilities



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Financial consideration

Revenue: Delivery charge (HK$5 fixed charge)

- Estimated number of maximum customer per day: 7520
- Estimated number of customer in year 1 per day: 3760
- Earning per year: HK$ 6,862,000

Cost incurred: AGV, Distribution centre and additional staffs

- AGV: HK$70,000 x 75 = HK$ 5,250,000
- Distribution centre: HK$ 50,000
- Additional staffs: HK$ 2,584,000
- Total cost: HK$ 7,884,000

Break-even point: **1.15 year**

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Conclusion

*By using the **data**, we acknowledge that due to various factors, the customers' time are underutilized which lead to the low shop exposure.*

*That is why we create AirGo that eliminates this gaps, **saving time**, shorten **walking distance**, and support airport **sales**.*

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