

Press release:

AVA – Food and Mobility as a service

On March 11, N+P Industrial Design, one of the leading design agencies, presented a holistic concept on the topic of food in transit. It shows an innovative, creative, and holistic approach along the value chain of both sub-areas, food and mobility. The concept study came into being in cooperation with SPINPARTNERS – the business transformation experts who mainly have developed corresponding business approaches. The vision “AVA” (always vital available) can be seen here: <http://np-id.com/en/project/food-and-mobility-as-a-service>

AVA is a platform that allows access to the individually desired foods on a cross-means of transportation basis during the entire journey time. Dynamic intermodal route planning simplifies the interaction between personal individual mobility and the food chain, taking the particular mobility context into account.

Main course on the train - dessert on the bus. An intermodal multi-course meal - AVA makes it possible.

Fast food, coffee to-go, food delivery ... What's next?

Gas station chains and supermarkets are enhancing their food services, BMW drivers can have goods delivered to them in transit from Amazon Prime Now, and food delivery service Delivery Hero has acquired the startup FoodPanda, which already delivers food to train passengers in India. Airlines and railway operators are considering holistic travel chains and are also completely rethinking the topic of food - with ideas stretching to rolling pizza-oven robots. The trend toward food in transit is unbowed and innovative “food & mobility” services are the answer to it.

We asked ourselves the following questions:

- How, when, and where will people eat in the near and distant future?
- How can choosing and paying for food in transit be radically simplified?
- How can the eating place in the car, train or plane support the eating experience in a positive manner?
- How can recipes, dishes, and crockery be optimized for individual mobile consumption?
- What opportunities do artificial intelligence and Big Data offer?
- How can mobile food delivery logistics be synchronized with the personal travel chain?

AVA (always vital available) as a holistic approach

An innovative, creative, business approach for a high-quality eating experience in transit - regardless of time and place - tailored to personal preferences and restrictions.

The concept is summarized in a 10-minute video. The first part shows the strategic derivation of the vision from the user needs. The second part shows comprehensive design concepts in various mobility environments. The concluding part shows an operating model that can fulfil the design promise as a business foundation.

The holistic concept study “AVA” (always vital available) was produced in dialog with global brands and startups from the food, transportation, automotive, retail, and equipment sectors. “AVA” is an answer to megatrends such as mobility, the linking of private and public transportation to produce intermodal networks, the reinterpretation of our habitats, and the breakup of old eating patterns that no longer seem compatible with our agile lifestyle.

Our holistic concept offers many approaches for new business design solutions:

- 1_ Food & Mobility as-a-service** // Holistic reinterpretation of the role of mobility service provider, enriched by the topic of food and dining.
- 2_ Mobile Health Food** // Personalized eating plans for conscious and healthy eating in transit (diets, intolerances, pregnancy, infants, religious orientation etc.).
- 3_ Automotive Dining Room** // Cars become mobile living rooms. This has already begun and will intensify even further with increasing driver assistant systems.
- 4_ Canteen on wheels** // Provision of food for mobile staff can be optimized. Internal transfer times can be used for food and interdisciplinary contact between employees.
- 5_ Region-as-a-restaurant** // Travelers crossing a rural region can easily enjoy authentic regional dishes (touristic regions, agricultural direct marketers).
- 6_ Ghost Restaurants + Food court 4.0** // Ghost restaurants are kitchens without a dining area, with associated delivery services. The counterpart can be Food court 4.0, an eating place to which food can be delivered.
- 7_ Edible benefits** // The way to a man’s heart is through his stomach – that also applies to customer loyalty. This generates a significant enhancement of the customer experience.
- 8_ Food subscriptions** // Customer convenience thanks to a food / snack / drinks subscription. Part of an employee bonus system

We would be happy to arrange an individual appointment with you.

Contact: foodmobility@np-id.com | foodmobility@spin.partners

N+P Industrial Design GmbH
 Liebigstraße 8
 80538 Munich

SPINPARTNERS GmbH
 Linden 62 1/2
 84144 Geisenhausen

Tel +49 89 210962-0
www.np-id.com

Tel +49 8743 969 072
www.spin.partners

Christiane Bausback | Managing Director

Helmut Ramsauer | Managing Partner