

ADVERTISEMENT

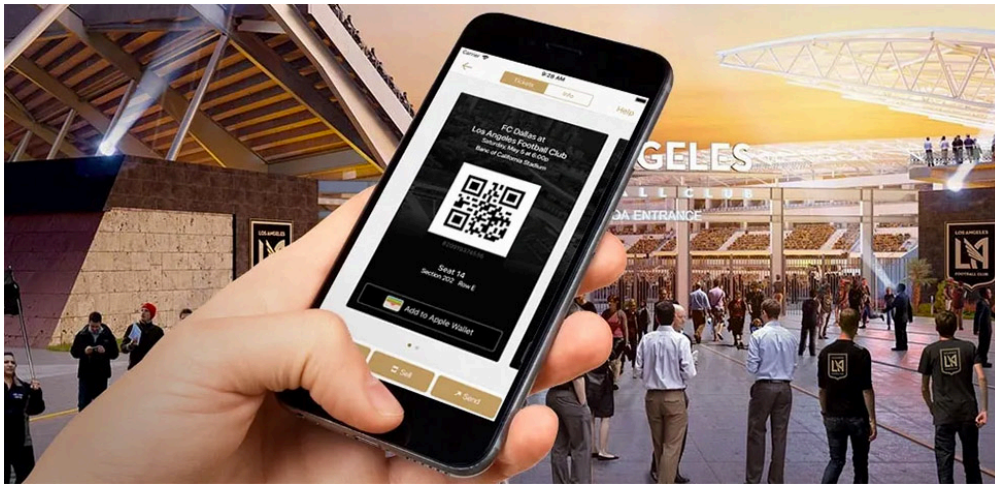


Next Generation Customer Experience
taskus.com CX | Consulting | Digital Transformation | Outsourcing

(<https://marketing.taskus.com/l/399722/2020-01-28/9vdsppg>)

Mobile Delivery App Brings Food Straight to Your Seat

This mobile engagement and e-commerce platform allows event attendees to place orders, make in-app payments, and get orders delivered directly to them.



[Image: Courtesy iJustOrder]

BY KATHRYN CHAVEZ (<https://dallasinnovates.com/author/kathryn-chavez/>) • FEB 4, 2020

While watching a Texas Rangers game, Chandler Young came up with the idea to make sure people didn't miss a home run while waiting in line for nachos. So he launched iJustOrder in 2017, a mobile app through which stadium and event venue customers can order concession food and merchandise, while never having to leave their seats.

"I grew up in a technology family, but also a sports-based family," Young told *Dallas Innovates*. "I was always around tech and always wanted to get into it, I just didn't know what way, and being a former athlete, I was always going to games, even when I stopped playing, I just kept going."

RELATED ARTICLES

Connect and Unite at DSW20:
Registration for Dallas Startup Week 2020 is Now Open
(<https://dallasinnovates.com/registration-for-dallas-startup-week-2020-is-now-open/>)

Dallas Invents: 116 Patents Granted for Week of Jan. 28
(<https://dallasinnovates.com/dallas-invents-116-patents-granted-for-week-of-jan-28/>)

Power Couple: How Jamie and Melbourne O'Banion Run Two of Dallas' Fastest-Growing Brands
(<https://dallasinnovates.com/power-couple-how-jamie-and-melbourne-obanion-both-operate-two-of-the-fastest-growing-brands/>)

Stuhoundious: Get Your Dog in the (Card) Game With This Kickstarter
(<https://dallasinnovates.com/stuhoundious-your-dog-could-be-in-a-card-game-with-this-kickstarter/>)

DI People: Polsinelli, Killick Aerospace, JCPenney, Stream Realty Make Leadership Moves (<https://dallasinnovates.com/di-people-polsinelli-killick-aerospace-jcpenney-stream-realty-make-leadership-moves/>)

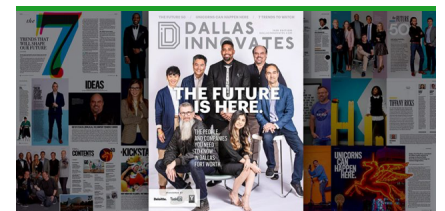
MORE (<https://dallasinnovates.com/startup/>) ►

ADVERTISEMENT



(<https://www.capitaloneinvestingforgood.com/>)

TRENDING



(<https://dallasinnovates.com/dallas-innovates-2020-the-magazine/>)

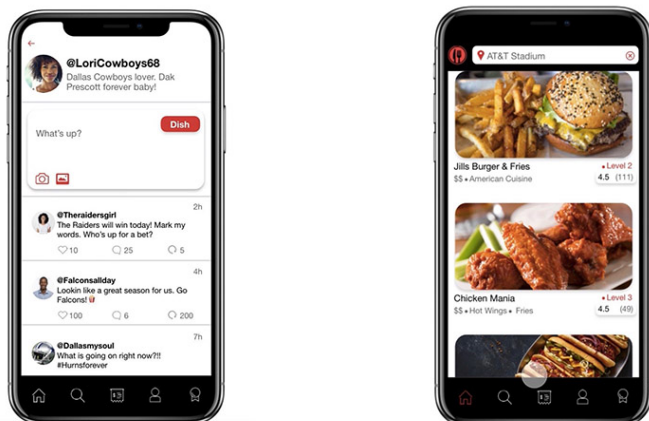
Dallas Innovates 2020: The Magazine
(<https://dallasinnovates.com/dallas-innovates-2020-the-magazine/>)



Chandler Young [Image: Courtesy iJustOrder]

Starting with a click and drag app with the help of a friend in Brooklyn, New York, Young was able to come up with his first prototype. He developed the idea further with the help of his friend and former boss and worked with engineers to come up with an app, which was originally tested at Prairie View A&M University.

"Our first contract was with Prairie View A&M University's student development at the time. From Summer 2017 until May 2018, we were putting it all together to take it from the first version into the actual contract and product in 2018," Young says. "We just tried everything, just keeping it going."



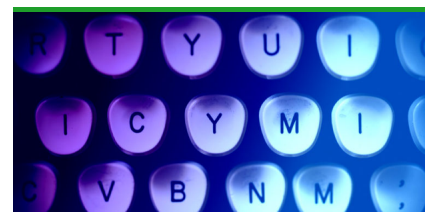
[Image: Courtesy iJustOrder]

Young began chatting with stadium goers, creating a small focus group, and routinely began getting positive and constructive feedback. There was no lack of challenges when creating iJustOrder, according to Young, starting with the app's interface. Young was inspired by other apps' convenient and sleek interfaces such as Doordash and adapted it to fit with the stadium experience.

"We had to work on the back end of each session window and evaluated how each session was received. How does it look for me as a business person? How does the company make money while still spending money, and finding new revenue streams?" Young says. "It never stops, and we keep evolving it, keep pushing and changing it."

When Young saw his runners at work in their iJustOrder t-shirts, he realized his idea had finally become a reality.

We begin the new decade with a toast to our newest magazine, Dallas Innovates 2020. This year, the cover of our third annual print publication declares "The Future is Here." ...

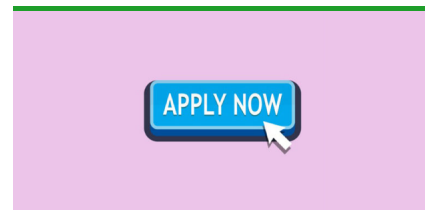


(<https://dallasinnovates.com/icymi-whats-new-and-next-in-dallas-fort-worth-innovation/>)

ICYMI: What's New and Next in Dallas-Fort Worth Innovation
(<https://dallasinnovates.com/icymi-whats-new-and-next-in-dallas-fort-worth-innovation/>)

News travels fast, and we're here to help you keep up.

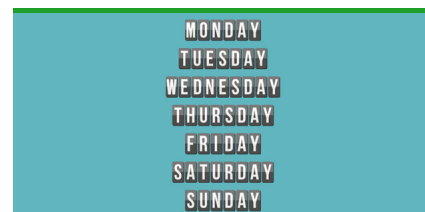
Every weekday, Dallas Innovates brings you up to date on what you may have missed in the region's top ...



(<https://dallasinnovates.com/innovaters-alert-apply-now/>)

Innovator Alert: Apply Now
(<https://dallasinnovates.com/innovaters-alert-apply-now/>)

North Texas is a big place, with plenty of opportunities. So, we're constantly on the lookout for contests and competitions, award ceremonies, and available grants our innovators can apply for. ...



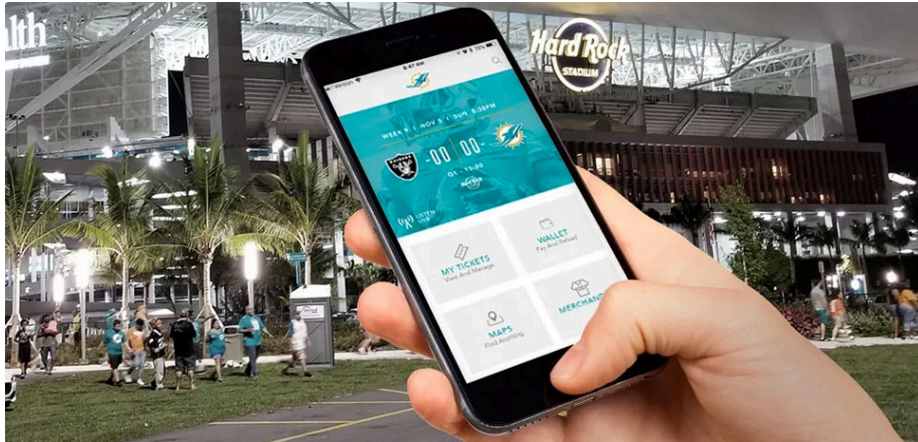
(<https://dallasinnovates.com/calendar/>)

Calendar: Tech Talk, Sustainable U, Dallas Fuel Opening Weekend
(<https://dallasinnovates.com/calendar/>)

North Texas has plenty to do, see, hear, and watch.

We scour the internet every week to find events and activities for you. To fill your calendar with events to ...

"Once I saw that first order come through, it was not just an idea I believed in and was confident in, but something someone actually downloaded," Young says.



[Image: Courtesy iJustOrder]

Now, with iJustOrder's newly restructured board of directors (<https://finance.yahoo.com/news/seat-app-ijustorder-completes-corporate-130010237.html?guccounter=1>) and executive management team, the startup is moving into more aspects of the stadium experience. Soon, Young expects that the app will include pre-event services such as ticket sales, travel planning, lodging, parking, and transportation.

"When somebody buys a ticket that first day, they want to do everything—book the hotel, rental car, and flight," Young says.

With the new board of directors, Young says he became a better businessman as they showed him new ways the company can grow.

"They gave me the vision to be a champion. This thing is real, and we can scale this, we can take this idea to the rest of the world," Young says.

The iJustOrder team plans to improve the app's customer engagement, social media integration, focused advertising, and loyalty reward programs, plus a suite of enhancements, according to a statement. With new projects and partnerships on the horizon, Young and his board of directors are excited for the future of iJustOrder.

"iJustOrder is having a significant impact on the Dallas startup scene," Robert Breville, who sits on iJust Order's board of directors, said in a statement. "In less than a year, the startup has transformed from an obscure, local entity into a nationally recognized company. iJustOrder has attracted talented team members from across the country from cities such as Atlanta and St Louis."

Get on the list. Dallas Innovates, every day.

Sign up to keep your eye on what's new and next in Dallas-Fort Worth, every day.

One quick signup, and you're done.

View previous emails. (<http://us10.campaign-archive2.com/home/?u=4797e7859e965c3dd288326a4&id=7919fd325f>)



(<https://dallasinnovates.com/registration-for-dallas-startup-week-2020-is-now-open/>)

Connect and Unite at DSW20:
Registration for Dallas Startup Week 2020 is Now Open
(<https://dallasinnovates.com/registration-for-dallas-startup-week-2020-is-now-open/>)

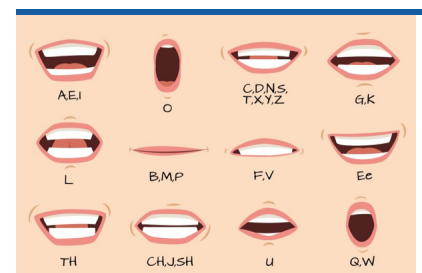
Over the course of six days, The Dallas Entrepreneur Center's annual keystone event will host 100-plus sessions across 16 tracks with the goal to connect and unite startups, founders, corporate ...



(<https://dallasinnovates.com/high-tech-nuts-bolts-hilti-brings-iot-enabled-smart-fasteners-to-construction-industry/>)

High-Tech Nuts and Bolts: Hilti Brings IoT-Enabled 'Smart' Fasteners to Construction Industry
(<https://dallasinnovates.com/high-tech-nuts-bolts-hilti-brings-iot-enabled-smart-fasteners-to-construction-industry/>)

Construction industry products maker Hilti has launched Internet of Things-enabled "smart" fasteners with its Tracefast technology at the World of Concrete trade show this week in Las Vegas.
Hilti Corp. ...



(<https://dallasinnovates.com/dallas-invents-116-patents-granted-for-week-of-jan-28/>)

Dallas Invents: 116 Patents Granted for Week of Jan. 28
(<https://dallasinnovates.com/dallas-invents-116-patents-granted-for-week-of-jan-28/>)

Dallas Invents is a weekly look at U.S. patents granted with a connection to the Dallas-Fort Worth-Arlington metro area. Listings include patents granted to local assignees and/or those with a ...