## CASE STUDY
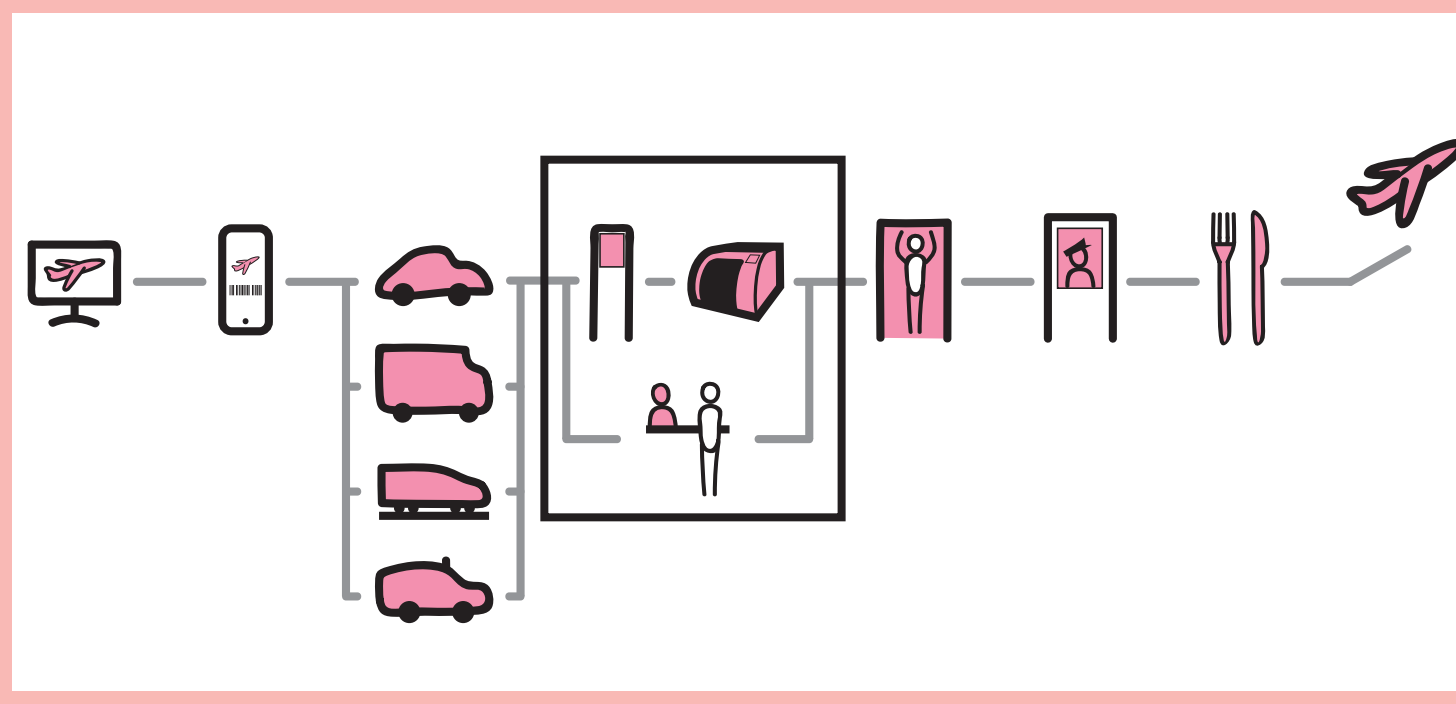
The potencial of Frame Innovation is explored within the Drop&Go project of Schiphol Group. The Drop&Go project is implemention a full common use departure hall in Q1 2020. Stakeholders need to be actively involved for the project to succeed.

## PROJECT SCOPE

The scope of this project is set on the check-in process within the departure hall. The stakeholders within scope are:
- Airlines
- Baggage handling agencies
- Passengers
- Schiphol Group

# STAKEHOLDER INVOLVED FACILITATION
# REFRAME TOWARDS THE COMMON GOOD

## RESEARCH AIM:

DESIGN AN APPROACH TO SUPPORT DEVELOPERS AT SCHIPHOL GROUP TO EFFECTIVELY INCORPORATE THEIR STAKEHOLDERS WITHIN THEIR PROJECT.

Q1: How to effectively incorporate stakeholder within a Process Development project?

Q2: How to align the interest of stakeholders and Process Developers?

## APPROACH

FRAME INNOVATION BY KEES DORST:
Explore the potential of frame innovation within introduction of common use in Drop&Go project

AUTO ENTHOGRAPHICAL REFLECTIONS ON PROCRESS:
Personal reflections are used to determine the Frame Innovation potential as a stakeholder involved method for Process Development

## DELIVERABLE 1:
### HOW TO INCORPORATE STAKEHOLDERS IN A PROCESS DEVELOPMETN PROJECT?

## DELIVERABLE 2:
### HOW TO CREATE A COMMON USE DEPARTURE HALL

## NEW FRAME WORK

A new frame work is created based on the reflections of the Frame Innovation exploration. Compared to the standard frame work of Dorst (2015, p.75), the new proposed frame work is more dynamic.

## FACILITATION TOOL

For Process Developers to start exploring the potential of the Frame Innovation method themselves, a tool has been created based on the progress of the workshop with Drop&Go stakholders. The tool supports to facilitate a Frame Innovation workshop themselves and comes in the form of preprinted 'Flip over' paper. The three flip over sheets contain the context, themes, frames and futures steps. Together wih stakeholders, Process Developers can discover the possibilities of Frame Innovation.

## CREATE UNIFIED TERMINAL

The frame unified terminal resulted in a future where the passengers experience at every passenger process step the same common use principle. Currently, security, customs, restaurants and economy lounges, are all common use. The departure hall will be common use by creating a Schiphol experience, all similar machines and regular Schiphol ground handling appearance. The passenger should experience the departure hall as a Schiphol and not dedicated to an airline. By taking more responsibility and thereby risk, Schiphol Group will become in control of its facilities. The results were tested in a Frame Innovation workshop with all inner stakeholder represented, where all stakeholder saw potential in the unified terminal future. Further legal and business options need to be researched before the potential implementation of this new common use situation.

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