

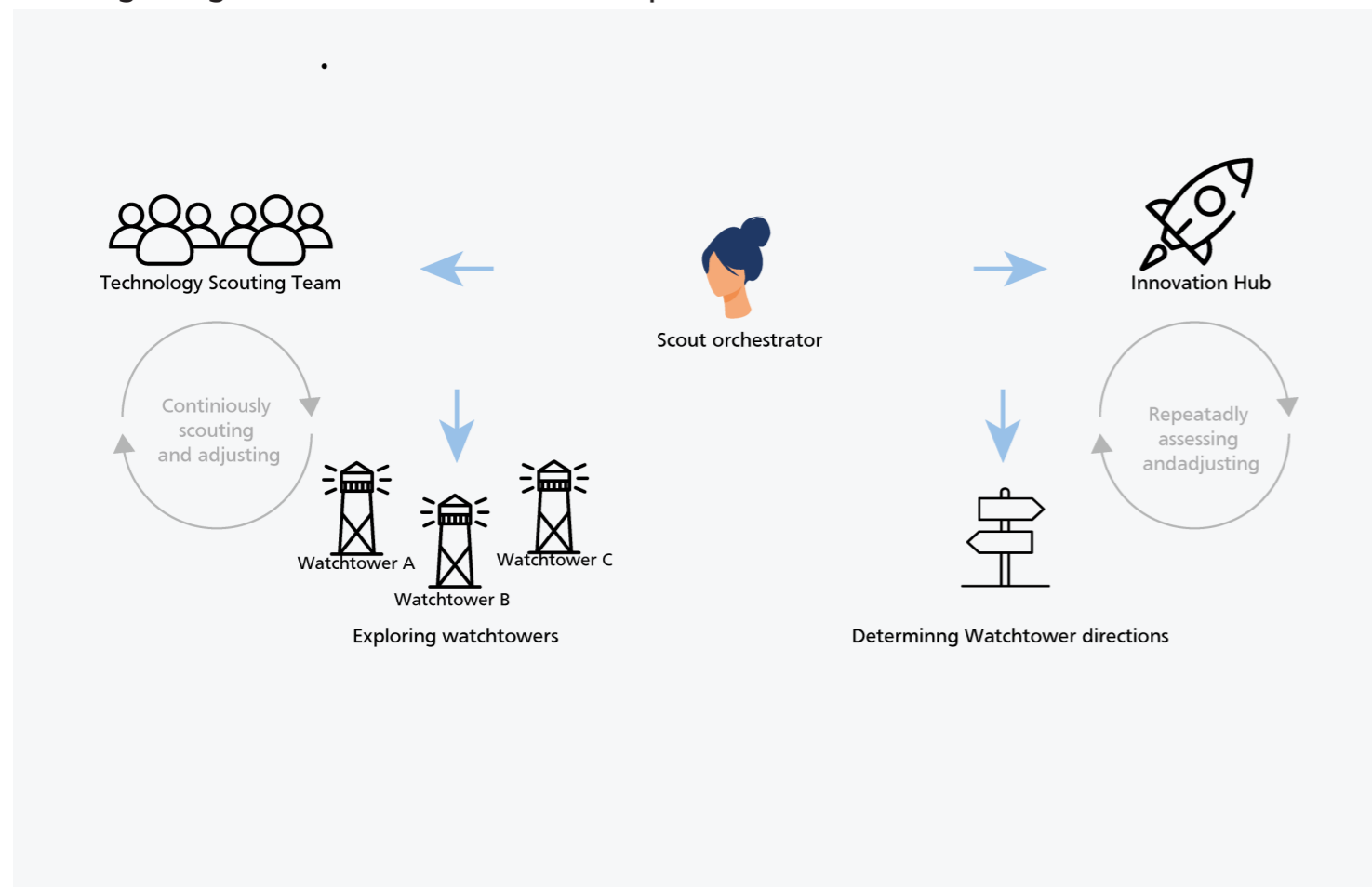


A MODALITY INNOVATION APPROACH FOR ROYAL SCHIPHOL GROUP



Strategy

A strategy has been developed in which Schiphol shifts from reacting on modalities to proactively monitoring the world of mobility by providing structure in searching. In this way they can connect to this future world of mobility and by regularly assessing modalities, Schiphol can quickly change direction if necessary. Within the strategy, an orchestrator is present to lead the strategy. The orchestrator will be responsible for setting the exact strategy within the MMH direction, as he or she knows what happens in the market and within Schiphol. He or she will be building bridges between RSG and start-ups.



To stay relevant in the future, RSG needed to become sustainable for changes in the world of mobility. A way should be found to constantly monitor this world of mobility to identify potential new entrants. On top of that, RSG wanted to know how they could structurally assess the potential of these modalities which could assist them in their decision making. In other words, the initial design brief was to find a way in which RSG could identify and select new modalities as part of their Multi Modal Hub strategy.

It has been found that Schiphol does not have a strategy yet on how to identify and select new modalities. Also, they do not know on which factors they should assess potential modalities. Factors have been found which indicate whether a modality has potential for Schiphol. The revised problem statement stated that (1) a strategy should be developed for Schiphol to identify and select new modalities, and that (2) a tool to assess modalities should be developed.

In the end, the combination of this toolbox and strategy give RSG the possibility to identify and select new kinds of mobility. This is done by connecting the world of mobility in the form of a team constantly monitoring (changes in) the world of mobility. In this way RSG will be early in the identification of potential new entrants in the world of mobility. On top of that, the toolbox will provide RSG the opportunity to structurally assess the potential of these potential new entrants. The assessment of potential will assist RSG in decision making and can substantiate decision making afterwards.

Toolkit

Factors have been identified which have been used as the basis for a toolkit. These are factors indicating the potential of a modality. This has been processed in the practical application of a toolkit which is part of the strategy. Herein, a toolkit has been designed which facilitates a structured discussion to assess a modalities potential which can be used to substantiate decision making by RSG. Furthermore, it has been identified that valuable information might get lost in the session. Therefore, canvases have been designed and included in the toolkit, which can be used to document the discussion and document follow-up steps.



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12-04-2022
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