



MASTER THESIS



BAG-TO- REMOTE

Appendices

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Table of contents

Table of contents	1	Appendix K: Service Design Annotation Cards.....	27
Appendix A: Hendrikx & Hagen et al. need states.....	1	Appendix L: Digital mock-up and passenger journey.....	29
Appendix B: Contextual enquiry - interview questions.....	6	Appendix M : Evaluation set-up.....	31
Appendix C: Contextual enquiry - signed interview form.....	9	Appendix N: Evaluation results	33
Appendix D: Expert interview overview.....	10	Appendix O: Concept journey from expert session.....	36
Appendix E: Expert interview Miro set-up and examples.....	10	Appendix P: Service feature touchpoints mock-ups.....	39
Appendix F: Case studies	12	Appendix Q: Service blueprint journey A-E.....	55
Appendix G: POI data table and data process.....	13	Appendix R: Detailed implementation roadmap	58
Appendix H: Ideation set-up	15	Appendix S: ChatGTP disclaimer	59
Appendix I: Results ideation How-Tos.....	16	Appendix references.....	59
Appendix J : Interview questions passenger consultation	25		

Appendix A: Hendrikx & Hagen et al. need states

(Hendrikx, 2021) (Hagen et al., 2005)

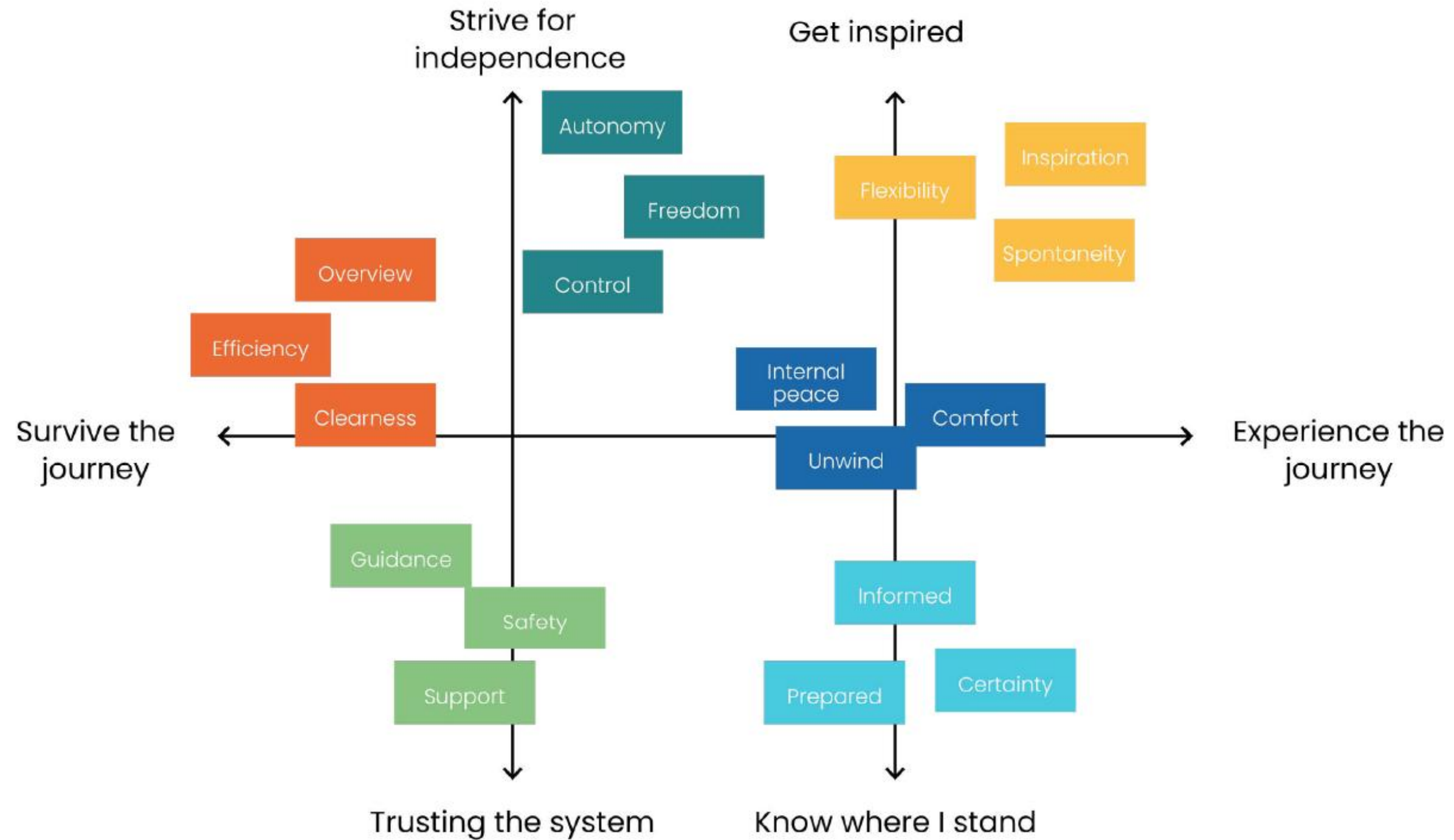


Figure 5.1 The tension model consisting of six key drivers and the identified needs of air-rail travellers.

Figure 1: The tension model consisting of six key drivers and the identified needs of air-rail travellers (Hendrikx, 2021)

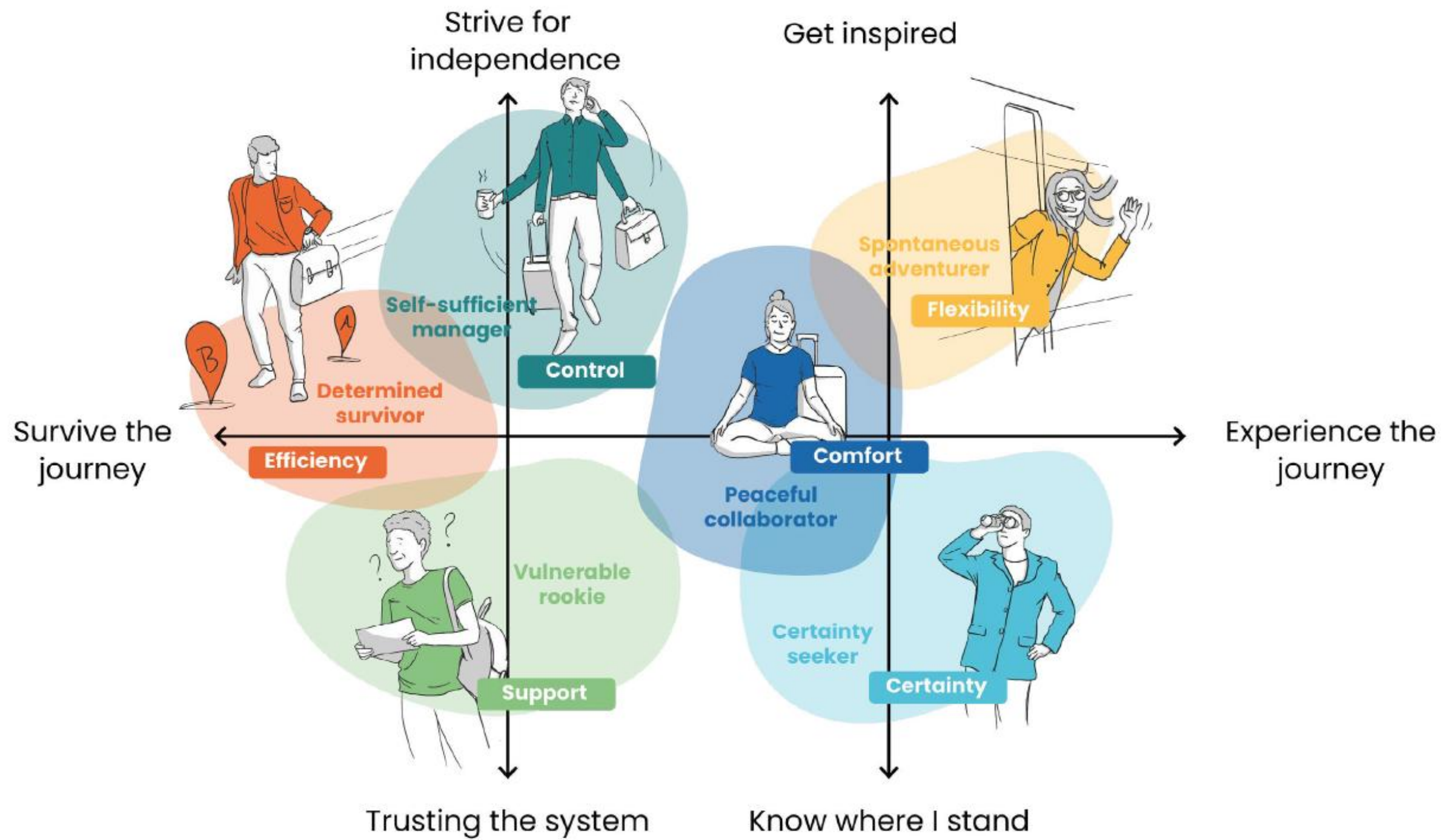


Figure 2: The need based personas plotted on the tension model (Hendriks, 2021)



Determined Survivor

I just want to get to my final destination in the easiest and efficient way as possible.

Efficiency

Clearness
Overview



It would depend if it's cost effective. If it's cheaper I will do that. But also factoring the time as well. I factor in like a flight to Amsterdam, then how much time I have to wait for the train. - Australian traveller



Self-sufficient manager

I am independent and want to complete this journey as far as it's possible on my own.

Control

Autonomy
Freedom



When I have a lot of options so I can decide if I want to take this train or a different one. A different time of travel. Even different types of seats. - English traveller



Vulnerable rookie

I am not sure about this, I need someone who gets me through this.

Support

Guidance
Safety



Because I can go from central to central. Like the Eurostar, you get from the central of London to the central of Amsterdam. It's feels like less hassle and much easier - English traveller

Figure 3: Overview of the need based air-rail personas (Hendrikx, 2021)



Peaceful collaborator

During this journey I want to get my mind off, so as long when it a bit comfortable and relaxed I am a satisfied person.

Comfort

Unwind
Internal peace



The comfort. The ease. Being able to sit in your seat. Being able to walk to the next carriage. And there will be a bar there or something. - English traveller



Certainty seeker

I just want to know where I stand and what is going to happen. No surprises please.

Certainty

Informed
Prepared



I think like this combination is good. Because you are more motivated to take the train. It's kind of planned for you. - German traveller



Spontaneous adventurer

Let's go!

Flexibility

Spontaneity
Inspiration



Environmental aspect, would be reason number one, and the experience. It is just amazing to be in a train. - German traveller

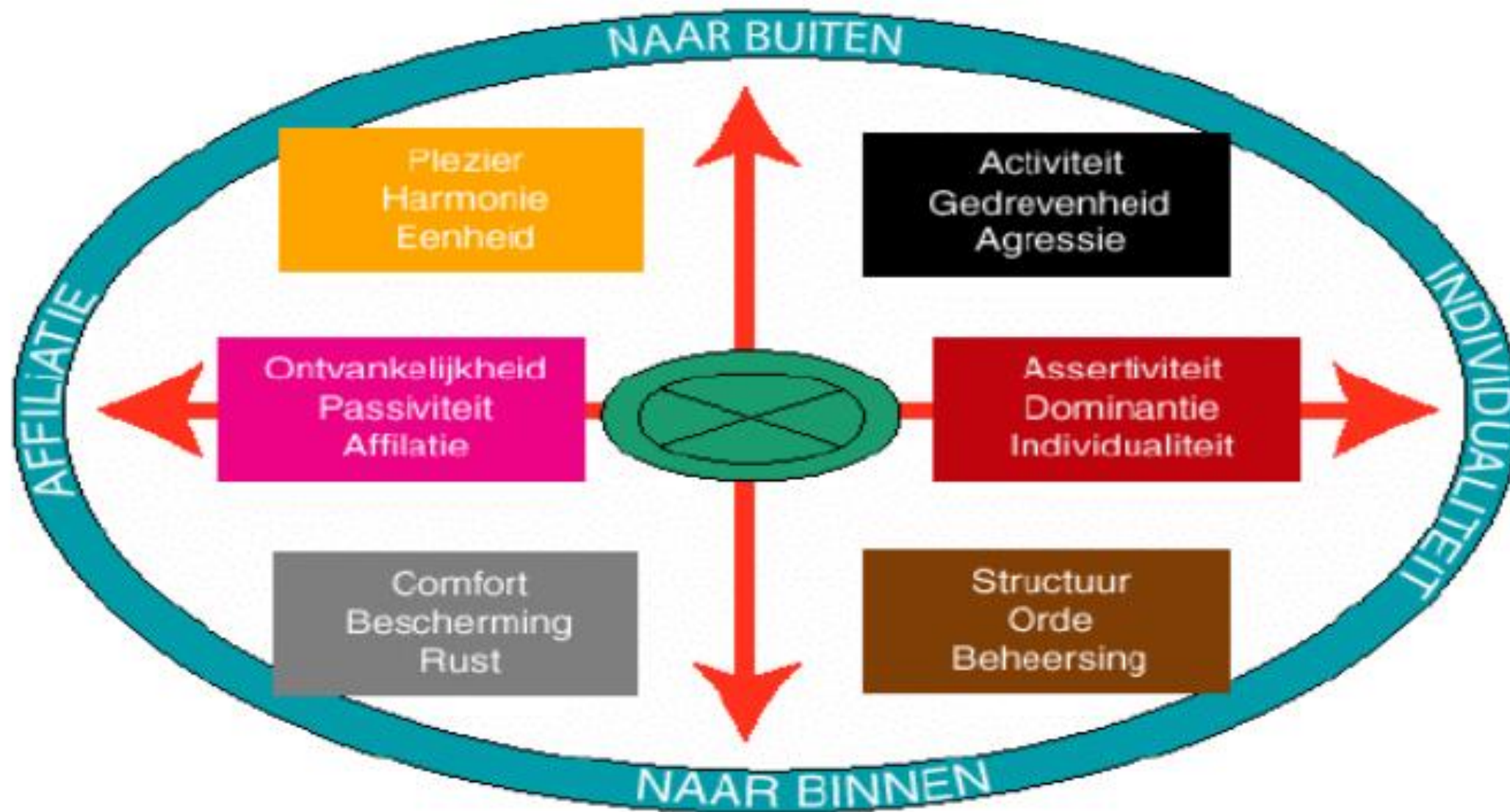


Figure 4: Needstates (Hagen et. al, 2005)

Appendix B: Contextual enquiry - interview questions

INTERVIEWFORMULIER– NEDERLANDS

Goedemorgen / Goedemiddag!

Ik doe een onderzoek in samenwerking met **AXX Airport en TU Delft** over hoe reizigers hun bagage-ervaring beleven na aankomst op de luchthaven.
Heeft u een paar minuten om een paar korte vragen te beantwoorden? Het is **volledig anoniem en vrijblijvend** – u kunt stoppen of overslaan wat u wilt. Het gaat om een reeks stellingen over het ophalen en vervoeren van bagage.

Bij elke stelling kunt u aangeven in hoeverre u het ermee eens bent, op een schaal van **1 (helemaal oneens) tot 5 (helemaal eens)**. We zijn daarnaast vooral benieuwd naar **uw eigen ervaringen of ideeën**: Als iets herkenbaar is of u iets te binnen schiet – een situatie, frustratie of voorbeeld – dan horen we dat heel graag.

NA HET UITSTAPPEN

1. Ik maak me zorgen of mijn bagage is aangekomen.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

2. Ik voel spanning over wat er met mijn bagage gebeurt terwijl ik het vliegtuig verlaat.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

NAVIGEREN NAAR DE BAGAGEBAND

3. Het is duidelijk waar ik mijn bagage moet ophalen.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

4. Ik raak verward over waar mijn bagage zich bevindt in de luchthaven.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

WACHTEN OP BAGAGE

5. Het wachten op mijn bagage duurt vaak langer dan ik verwacht.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

6. Ik voel me onzeker over waar mijn bagage is terwijl ik wacht.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

7. Ik ben bang dat mijn bagage zoekraakt of beschadigd is.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

8. Ik zou liever niet hoeven wachten op mijn bagage.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

BAGAGE OPHALEN

9. Ik ben bang dat mijn bagage expres/per ongeluk wordt gestolen.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

10. Ik voel me fysiek belast bij het optillen van mijn bagage.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

DOUANE

11. Het meenemen van bagage door de douane is omslachtig.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

12. Ik voel me gecontroleerd of opgehouden vanwege mijn bagage.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

NAVIGEREN IN DE LUCHTHAVEN MET BAGAGE

13. Het navigeren met bagage in de luchthaven is lastig.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

REIS NAAR BESTEMMING

14. Mijn bagage beperkt mijn keuze in vervolg transport (OV, taxi, auto).

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

15. Het vervoeren van mijn bagage is fysiek zwaar tijdens de reis naar mijn bestemming.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

16. Het reizen met bagage levert mij stress op tijdens de reis naar mijn bestemming.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

17. Het zou makkelijker zijn als mijn bagage al op mijn bestemming stond.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

AANKOMST OP BESTEMMING

18. Ik ben opgelucht als ik mijn bagage op de bestemming heb.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

19. Het kost moeite om mijn bagage naar mijn kamer/verblijf te krijgen.

1 2 3 4 5 (omcirkel score)

Toelichting / quote:

ACHTERGRONDVRAGEN

20. Met hoeveel handbagagestuks reist u?

21. Met hoeveel ruimbagagestuks reist u?

22. Wat is het (hoofd)doel van uw reis? (Zakelijk / Vrije tijd of vakantie / Bezoeken van vrienden en/of familie / Terug naar huis)

23. Met wat voor gezelschap reist u? (Alleen / Met 1 volwassene / Met 2+ volwassenen / Met kinderen)

24. Hoe reist u nu verder? (Opgehaald / Bus / Trein / Taxi / Eigen auto / Huur auto)

GESPREKSLEIDRAAD – BAG TO REMOTE SERVICE (+ KORT OVER RECLAIM ON DEMAND, PLANE TO TRAIN & END-TO-END)

“Dank je wel voor je tijd! Mag ik je nu een paar korte vragen stellen over een nieuwe service die we aan het onderzoeken zijn?”

1. Voorstellen van het concept

“Stel je voor: je stapt het vliegtuig uit, en in plaats van naar de bagageband te lopen, kun je gewoon direct doorlopen. Je bagage wordt dan automatisch naar je verblijf gebracht – bijvoorbeeld je hotel of huis. Wat is je eerste gedachte daarbij?”

2. Waarde en voordelen

“In welke situaties zou jij dat fijn vinden?”

(Mogelijke vervolgvragen: bij veel bagage? drukke reis? kinderen mee?)

“Welk probleem zou dat voor jou oplossen?”

(Denk aan: Minder stress, tijdwinst, geen gesjouw etc.)

3. Verwachtingen en voorwaarden

“Wat zou zo’n service voor jou goed en betrouwbaar maken?”

“Waar en wanneer zou je deze service boeken?”

4. Bezwaren of twijfels

“Zijn er situaties waarin je het juist níet zou gebruiken?”

(Mogelijke vervolg: privacy? kosten? bezorgdheid over verlies?)

“Wat zou je nodig hebben om erop te vertrouwen dat je bagage veilig aankomt?”

5. Prijs en betaalbereidheid

“Zou je bereid zijn om voor zo’n dienst te betalen?”

“En hoeveel zou het voor jou waard zijn, ongeveer per koffer?”

6. Bestemmingsvoorkeuren

“Waar zou je bagage het liefst naartoe gestuurd hebben?”

(direct op eindbestemming, pick-up point)

“Stel de direct op de eindbestemming is niet mogelijk, wat zijn dan andere mogelijke plekken waar je de bagage op zou willen halen? En zou je de service dan nog willen gebruiken?”

7. Extra scenario's en ideeën

“Ik wil graag nog drie mogelijke varianten voorleggen. Kun je zeggen wat je daar wel of niet interessant aan vindt?”

a. Bagage op aanvraag ophalen in de reclaim hal

“Zou je interesse hebben in een service waarbij je je bagage op aanvraag kunt ophalen zodra je geland bent?”

b. Bagage ophalen op het station

i “Zou je interesse hebben in een service waarbij je bagage zou kunnen ophalen op het treinstation hier?

ii “Zou je interesse hebben in een service waarbij je de bagage zou kunnen ophalen bij een station dichterbij je bestemming?”

c. Bagage afgeven bij vertrekpunt (bv. thuis of hotel) en terugzien op je eindbestemming

“Zou je interesse hebben in een service waarbij je je bagage al bij vertrek afgeeft, en het dan weer terugziet op je eindbestemming? Wat maakt dat je wel/geen interesse hebt?”

Appendix C: Contextual enquiry - signed interview form

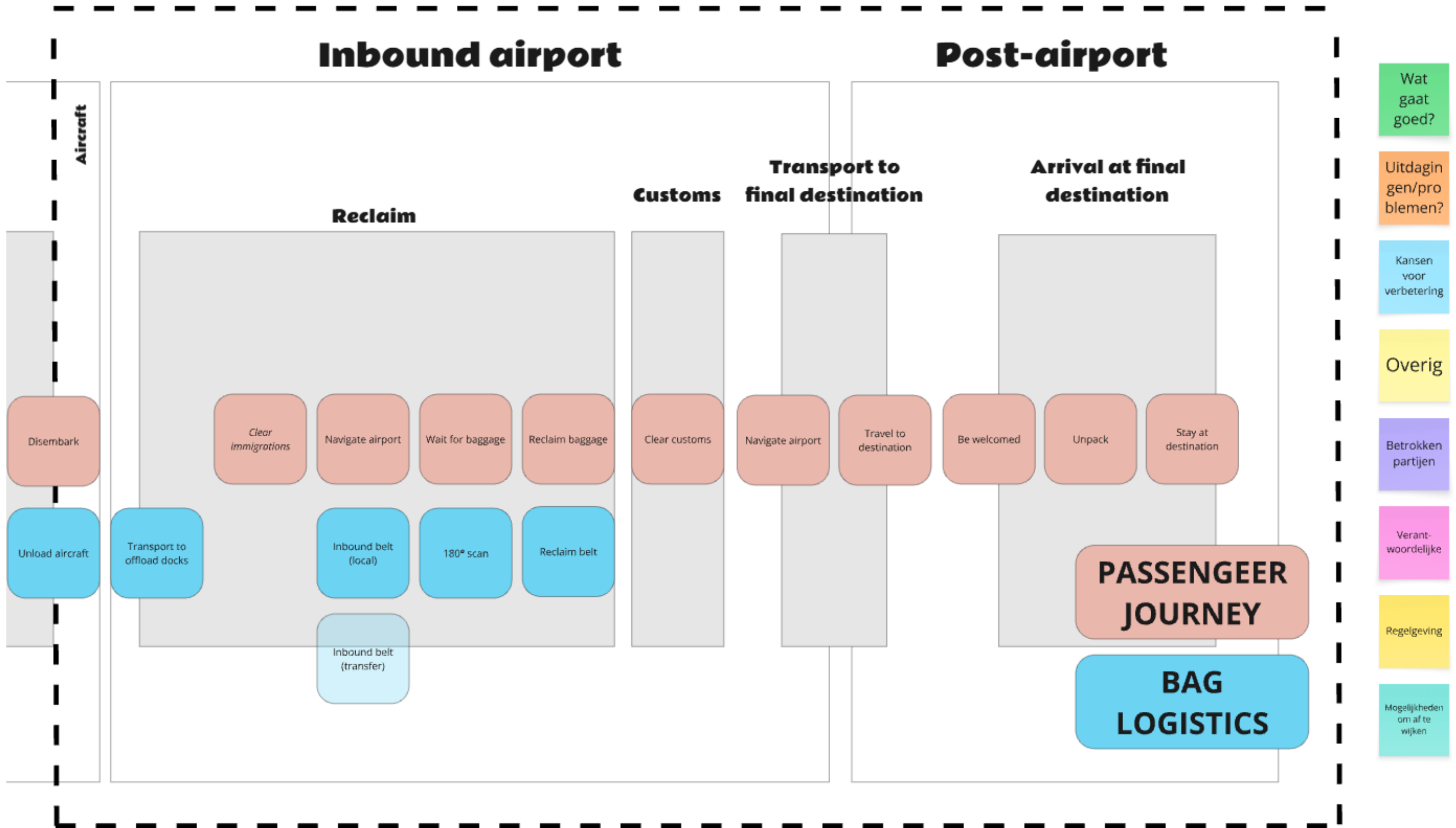
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confidentiality purposes*

Appendix D: Expert interview overview

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Appendix E: Expert interview Miro set-up and examples

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Appendix F: Case studies

Case Study: AirPortr (Switzerland) (Simplify Travel, 2025)

AirPortr, partnered with British Airways, represents one of the earliest large-scale implementations of a Bag to Remote model within Europe. The service allowed passengers to have their baggage collected from their home, hotel, or office and checked in directly to their flight, eliminating the need to bring luggage to the airport. Upon arrival, passengers could also opt to have their luggage delivered directly to their accommodation or certain areas (Airportr, 2025).



Case Study: Yamato Transport’s Takkyubin (Japan)



The Japanese model of *Takkyubin* (what translates to shipping/fast delivery at home), offered by Yamato Transport, stands as perhaps the most mature and culturally embedded example of aircraft-to-remote baggage services. While the service has long existed for domestic shipments, its integration with air travel has steadily grown. Passengers flying into or out of Japanese airports (particularly Narita, Haneda, and Kansai International) and have their luggage forwarded to or from their accommodations after retrieving their bags from the reclaim belt.

What distinguishes Takkyubin is the scale and systemic normalization of the service. Yamato Transport’s brand is embedded into the broader travel ecosystem, with hotels, convenience stores, and train stations functioning as both pick-up and drop-off nodes. The logistics backbone is built around reliability, punctuality, and a high-trust relationship with customers, enabling passengers to confidently separate themselves from their luggage without concerns over loss or delay. In a post-arrival context, the service allows for bags to be delivered after the reclaim belt to the final destination (YAMATO TRANSPORT, n.d.).



Figure 5: Fill-in format (screenshot taken from Simplify Travel (2025))



Figure 6: Check-in counter for Takkyubin at Narita airport (screenshot taken from Simplify Travel (2025))

Q Is the same day delivery available from Narita Airport to a hotel in Tokyo?

A The same day delivery from Narita Airport to a hotel in Tokyo will be available on condition that you drop off your luggage at our TA-Q-BIN counter in the airport by 10:30AM.
(In the case of Terminal 3: 9:50AM)

※A desired delivery time window cannot be specified.
※The same day delivery to any remote island in Tokyo is not available.

Areas outside of Tokyo where same-day delivery is available:
Ibaraki, Tochigi, Gunma, Saitama, Chiba, Kanagawa, Yamanashi
※Same-day delivery is not available to areas not listed above.

Due to bad weather or traffic congestion, we may stop accepting luggage or delays in delivery may occur. Therefore, we may have to decline your request for the same day delivery to the hotel if you stay at the hotel just one night.

【Notice】
When addressed to an AirBnB like accommodation facility, delivery may not be available.
Kindly check in advance with the manager/owner of the facility by yourself.

Figure 7: FAQ for same day delivery possibility



Case Study: Bagpoint (Netherlands)

The Dutch service Bagpoint, developed as an independent baggage logistics provider, seeks to decentralize the baggage journey by offering pick-up and delivery services between a passenger's location and the airport. Operating in collaboration with international airlines and utilizing its own technology platform. While Bagpoint has demonstrated technical feasibility and successful airline partnerships (such as with Singapore Airlines) the full integration into airport systems remains context-dependent and varies per location. (Bagpoint, n.d.)



Case-study myBaggage (UK)

MyBaggage is a UK-based baggage delivery service that provides door-to-door transport of luggage across the UK, Europe, and to over 200 international destinations. Originally catering to students moving between home and university, the service has expanded to leisure and business travellers' seeking to avoid the hassle of carrying luggage through airports.

MyBaggage operates entirely off-airport (end-to-end), relying on partnerships with major courier networks such as DHL and DPD. Passengers schedule pick-up from a home or accommodation address before traveling, and their luggage is delivered directly to the destination, bypassing the need to check it in or retrieve it at the airport. This model shifts baggage handling into the pre-trip logistics domain, requiring travelers to plan ahead.

What distinguishes MyBaggage is its focus on convenience and cost-effectiveness rather than real-time integration with the passenger journey. Transparent online pricing, real-time tracking, and optional insurance position it as a reliable alternative to airline excess baggage fees.

While MyBaggage does not integrate with airport systems or same-day delivery models, it illustrates how remote baggage services can scale through digital booking platforms and existing courier infrastructure. The service highlights a different angle of Bag to Remote concepts: shifting baggage entirely outside of the airport flow rather than embedding it within the post-arrival passenger journey. (mybaggage, n.d.)

Figure 8: Dimensions asked for the package transport (mybaggage, 2025)

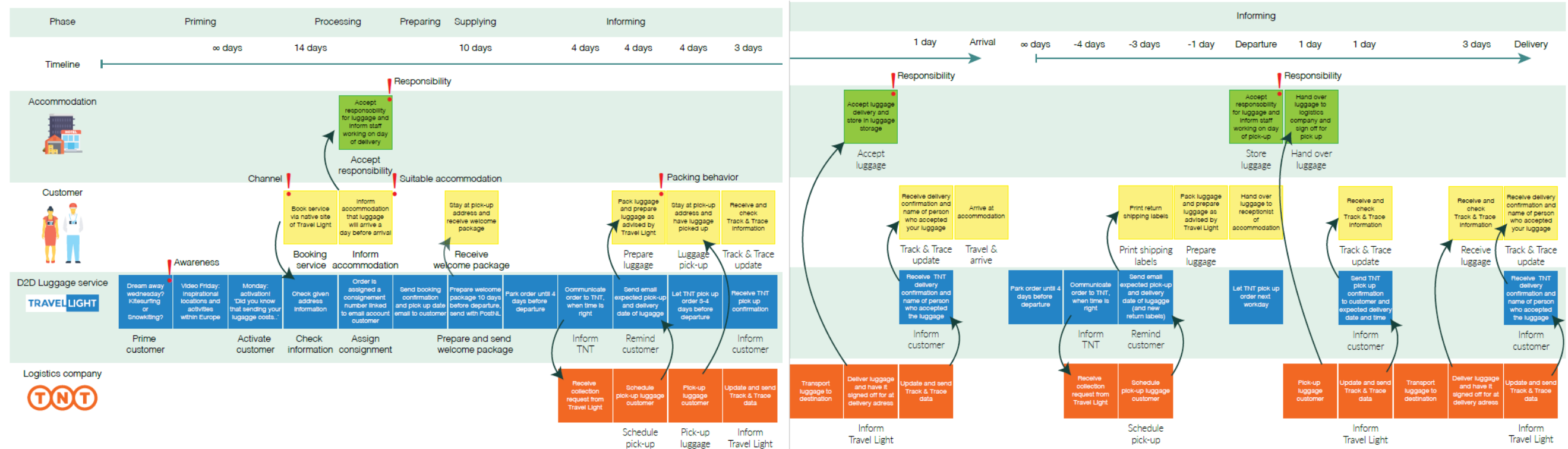


Case Study: Travel Light (Netherlands)

The Dutch initiative *Travel Light*, aimed to extend the aircraft-to-destination concept within the Netherlands. This service allowed for outbound and inbound baggage logistics: passengers departing from the Netherlands could have their luggage collected and checked in from home. From the masters thesis of Blaauw (2018) the Bag-to-remote back-end actions were partly based on the Travel Light blueprint, as well as direct feedback from the founders of travel light, my internship supervisor from Studio Calico.

While Travel Light showed high potential, the pilot remained limited in scope, in part due to the complex regulatory environment around baggage handling and airline cooperation, but ultimately due to the COVID-19 pandemic. Nevertheless, the initiative demonstrated that such a system is technically feasible and can be layered onto existing national logistics infrastructure, effectively decoupling baggage processing from the airport itself.

Figure 9: Travel Light service blueprint (Blaauw, 2018)



Appendix G: POI data table and data process

*This Appendix has been removed for
confidentiality purposes*

Appendix H: Ideation set-up

Step 1 – Define Design Clusters and Journey Phases: The foundation is a three-phase structure of the bag-to-remote passenger journey. Booking phase: from booking the service until the baggage is included in the service. Transit phase: the phase during which passenger and baggage travel separately. Delivery phase: the moment the baggage is received at the final destination. Within each phase, three design goals were central. Trust: building confidence. Integration: seamless integration into existing systems and travel experience. Relief: providing mental and physical ease.

Step 2 – Formulate the 9 How-To Questions: For each combination of phase × design goal, a How-To question was formulated to guide ideation:

1. *How can the Bag-to-Remote service gain trust during booking?*
2. *How can the Bag-to-Remote service be integrated into the existing booking process?*
3. *How can the Bag-to-Remote service provide relief during the booking process?*
4. *How can the Bag-to-Remote service build trust while the passenger and luggage are in transit?*
5. *How can the Bag-to-Remote service be integrated into the passenger's journey during transit?*
6. *How can the Bag-to-Remote service offer relief during the transit phase?*
7. *How can the Bag-to-Remote service gain trust at the moment of delivery?*
8. *How can the Bag-to-Remote service be integrated into the context of the arrival location (e.g., hotel, home)?*
9. *How can the Bag-to-Remote service offer a feeling of relief when the luggage is (almost) delivered?*

Step 3 – Engage Value-Driven Peers: To ensure diversity in passenger needs, six peers were involved, each representing a specific need state they identified with. These need states served as lenses to think from different behaviours, sensitivities, and expectations (see Appendix A)

- Efficiency
- Control
- Support
- Comfort
- Certainty
- Flexibility

Step 4 – Start of the How-Tos Brainstorm: The brainstorm began with an explanation of the problem, the three phases of the bag-to-remote journey, and the design goals.

Step 5 – Free Associative Brainstorm per How-To: Each How-To question was explored through open brainstorming sessions with the peers on Miro, who responded from their value perspective. These associations included emotions, preferences, examples, concerns, or triggers relevant to the specific journey phase. This was complemented with idea generation prompts using ChatGPT.

Step 6 – Clustering into Meaningful Design Themes: The raw input was clustered into themes—repeating ideas that proved critical for the design. These themes served as design principles per How-To. Further refinement of these clusters was supported using ChatGPT to compare and sharpen perspectives.

Step 7 – Designing Service Touchpoints: Multiple concrete service touchpoints were generated for each How-To question, based on the clustered themes. These touchpoints are tangible moments or functions that contribute to achieving trust, integration, or relief in the user journey.

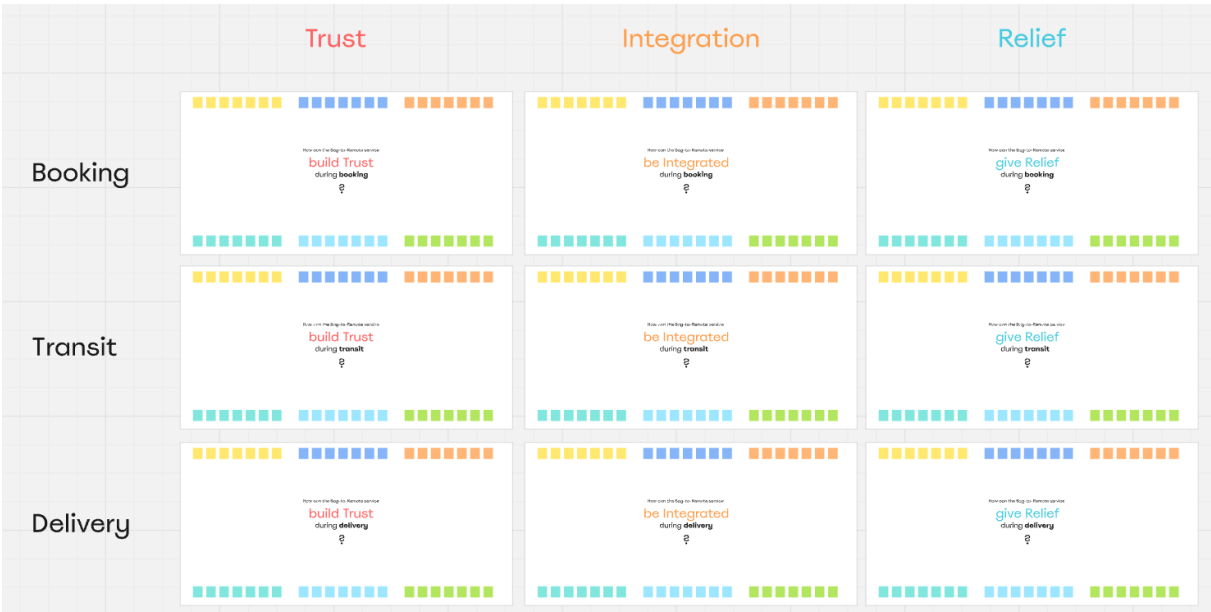


Figure 10: Overview of the different How-tos on Miro

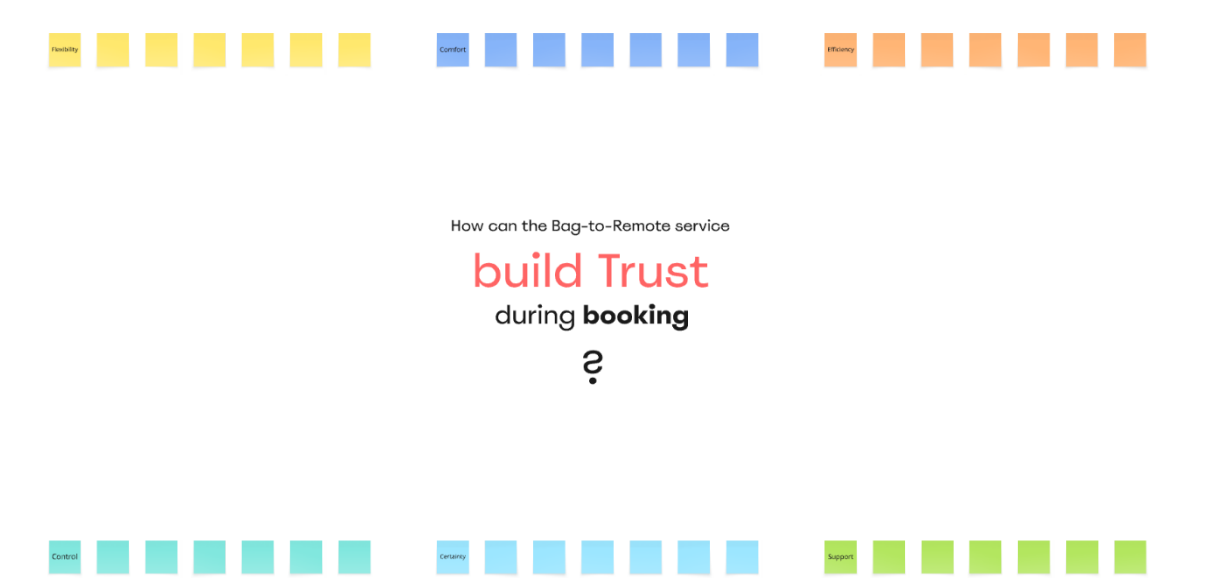
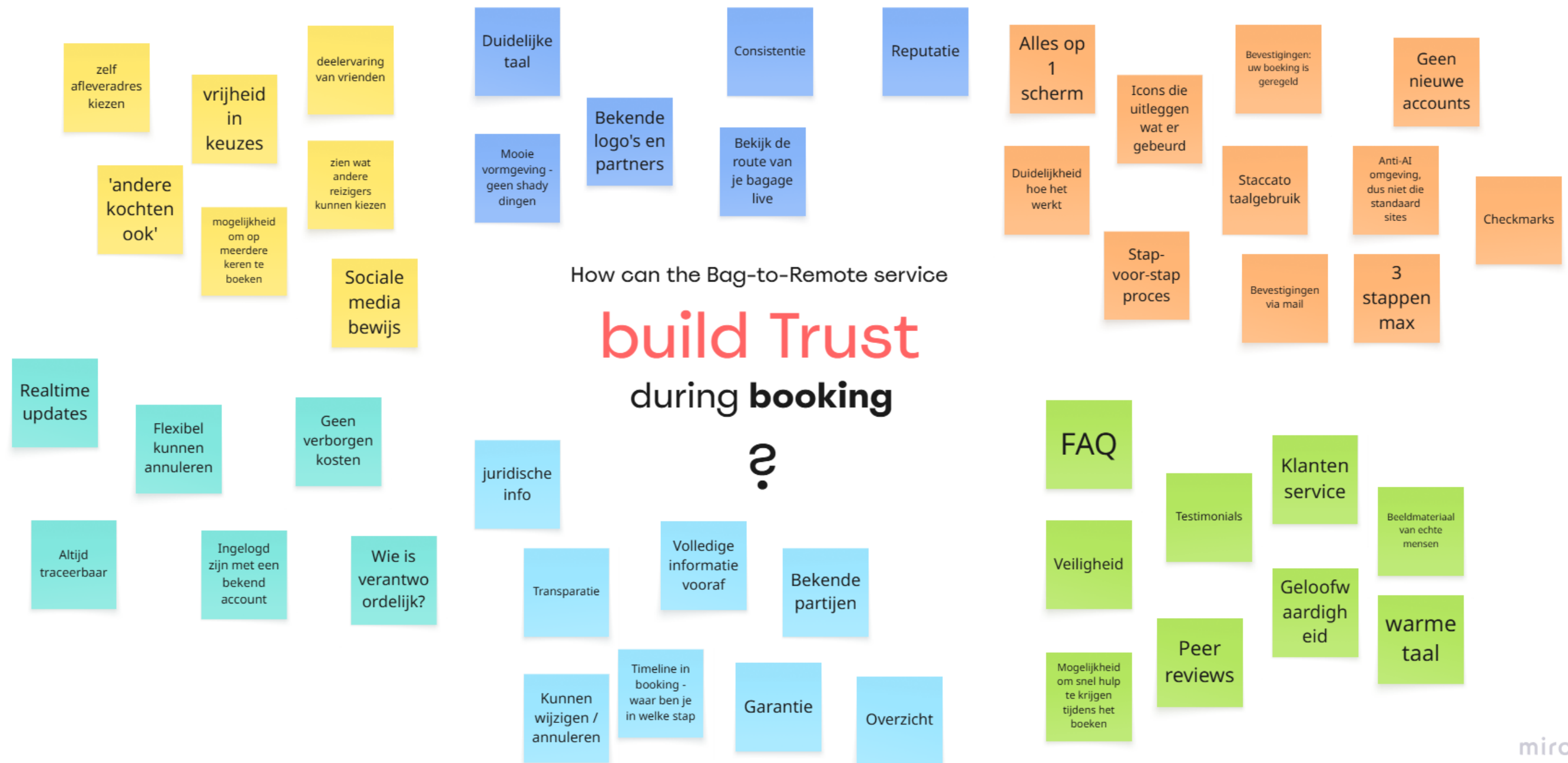
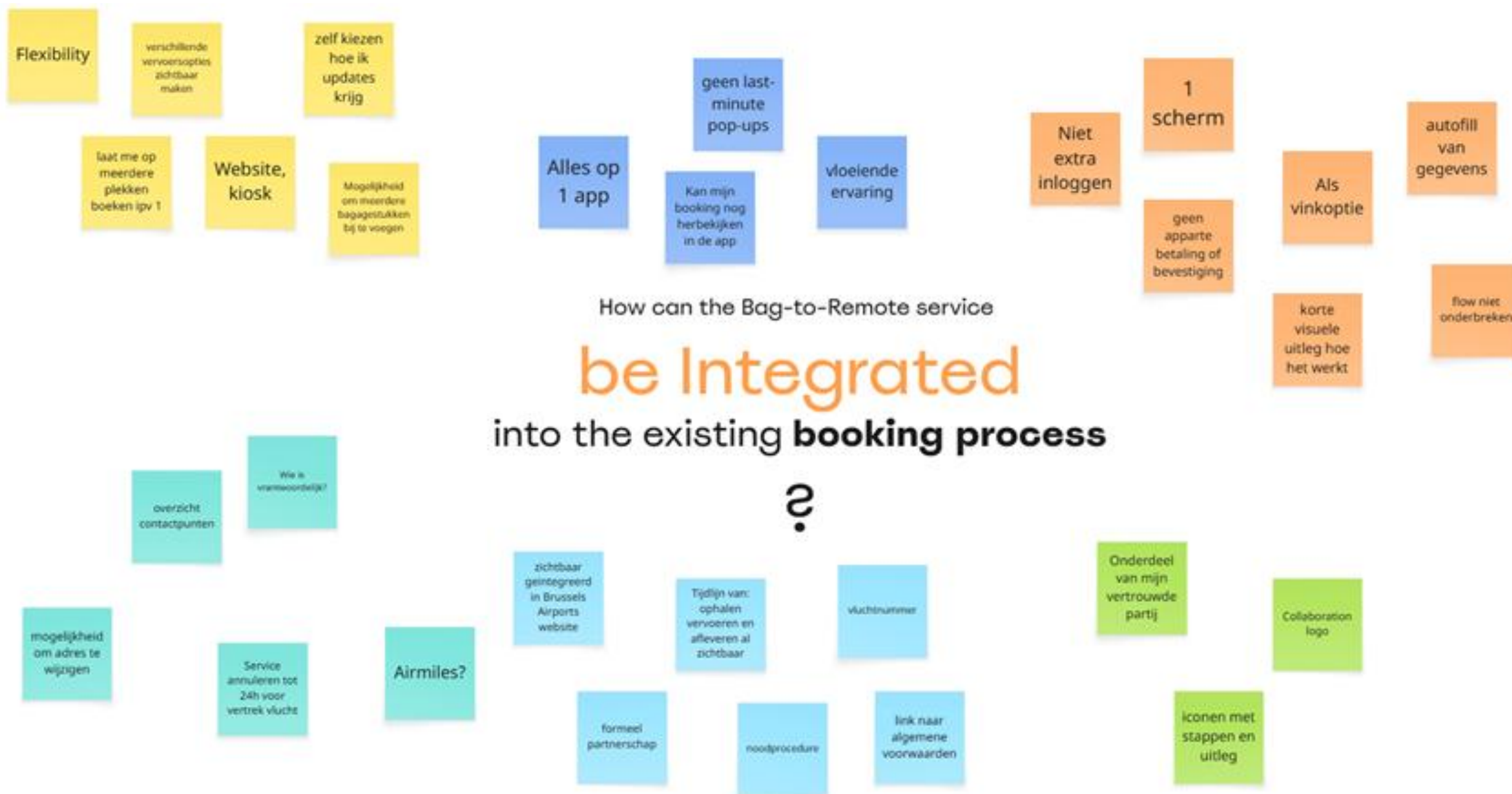


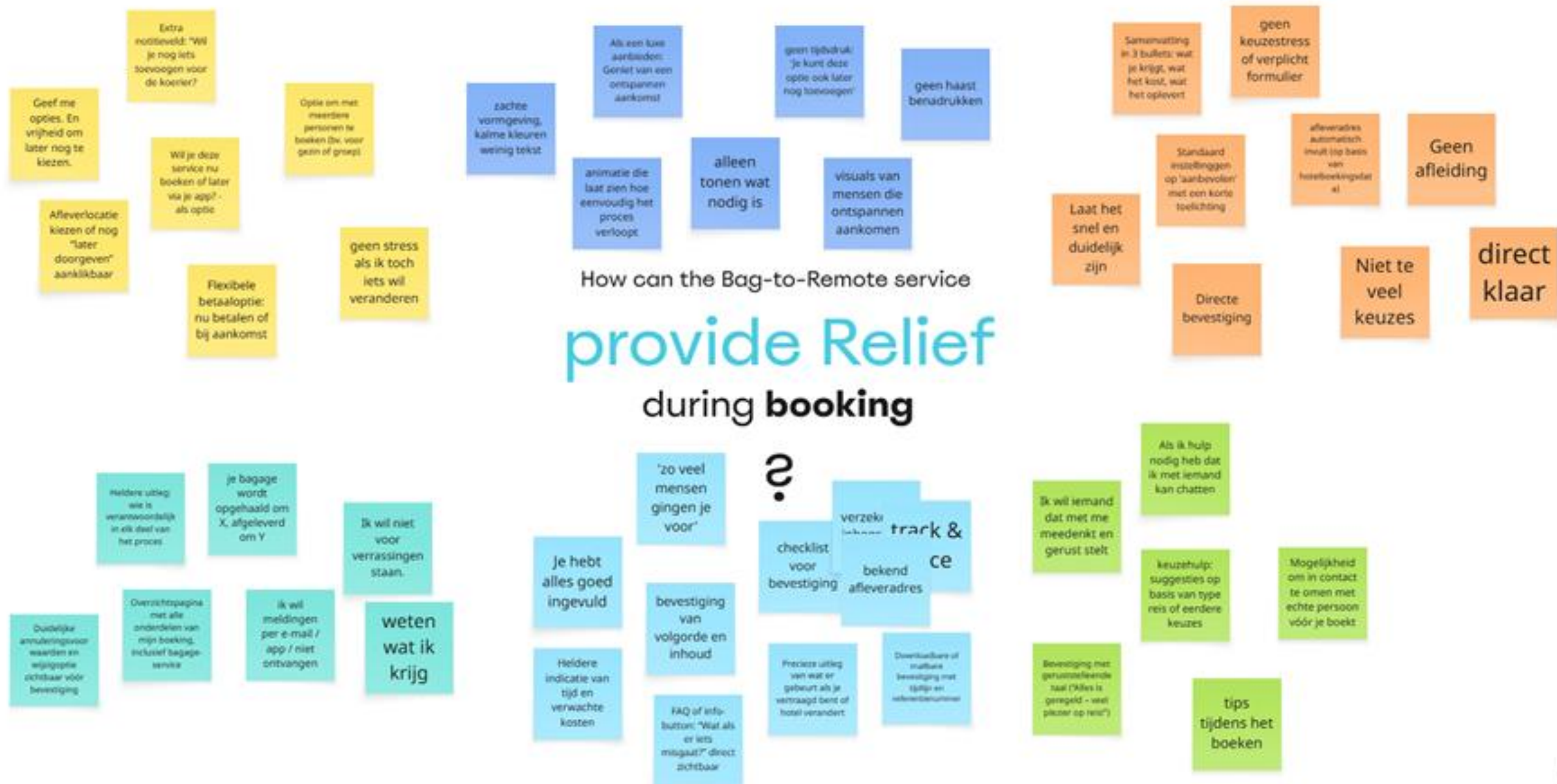
Figure 11: Appendix Figure 2: How-To 1 on Miro with post-it notes of the six different needstates for the six peers.

Appendix I: Results ideation How-Tos



miro







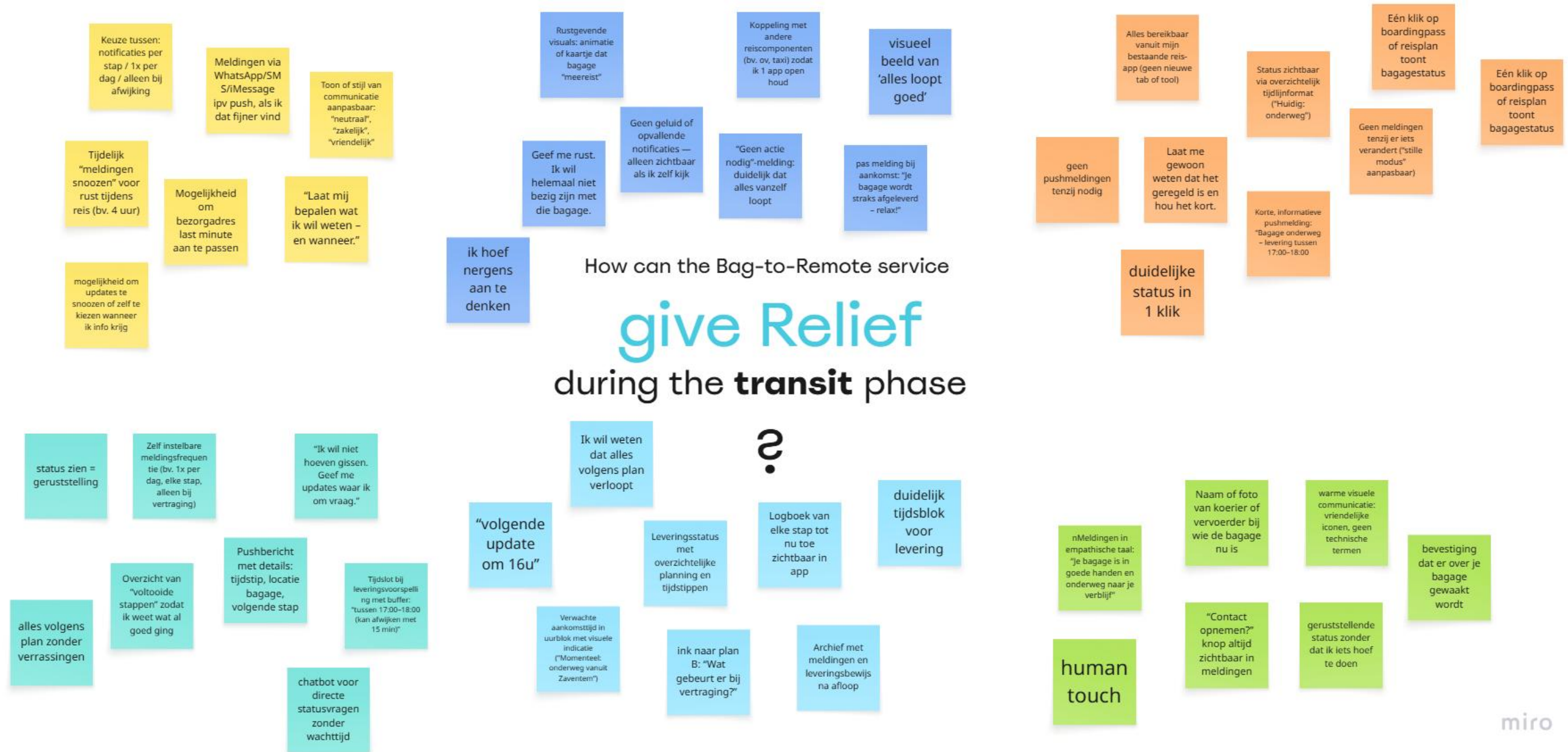
build Trust

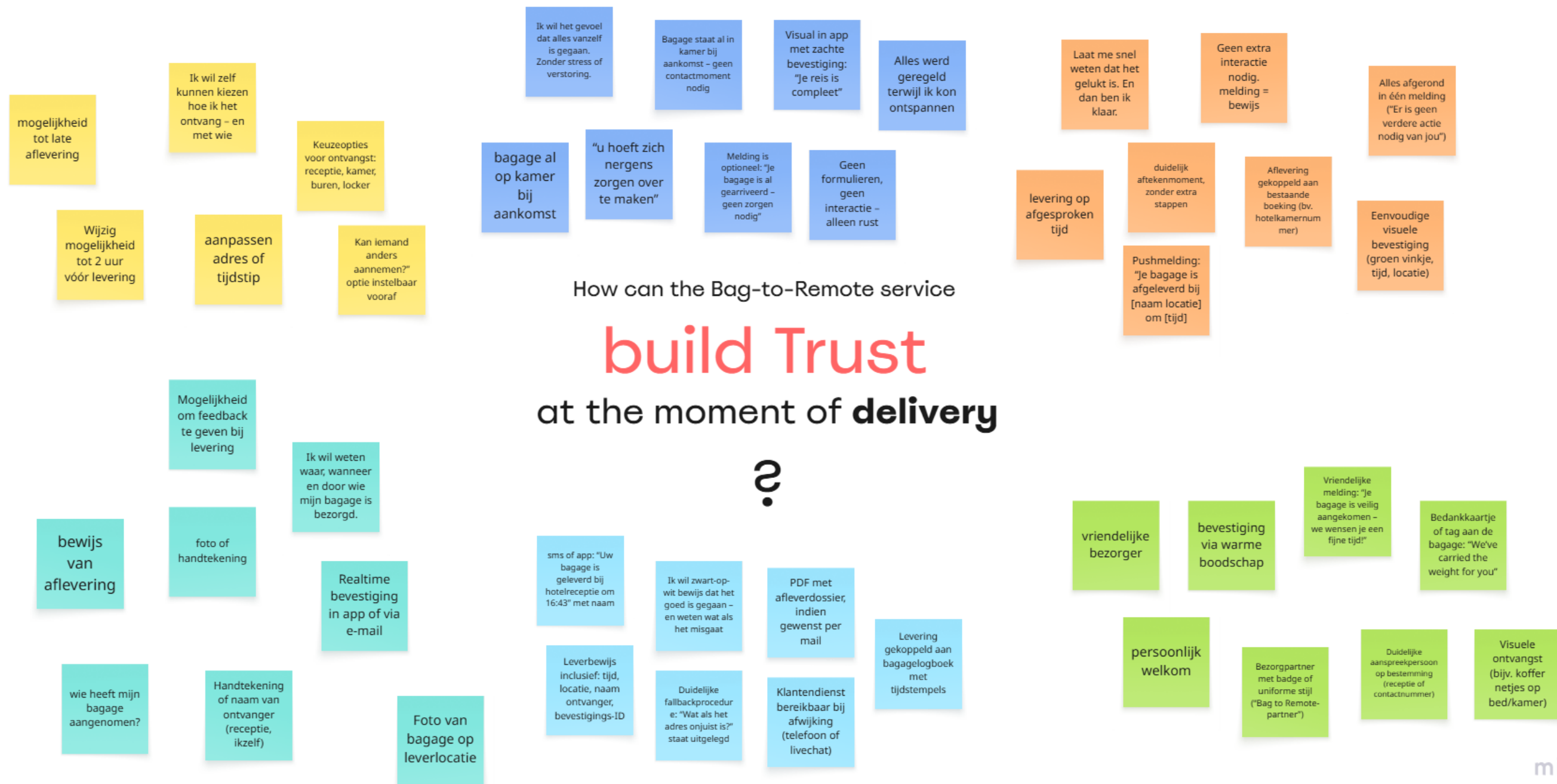
while the passenger and luggage are in transit





How can the Bag-to-Remote service give Relief during the **transit** phase









kijk vooral ook bij build trust - Anne

How can the Bag-to-Remote service

give Relief

offer a feeling of relief when the luggage is (almost) delivered

?



miro

Appendix J : Interview questions passenger consultation

English: <https://forms.office.com/e/DcPCxW99MR>

EN - INTERVIEW FORM - PASSENGER BAGGAGE DESIGN RESEARCH

Goodmorning / Goodafternoon

I'm conducting research in collaboration with AXX airport and TU Delft on how passengers experience the baggage process after arriving at the airport. Would you have a few minutes to answer a short set of questions? It's completely anonymous and voluntary, and you're free to skip or stop at any time.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

1.Can you recall your journey here from AXX Airport to your final destination in AXX’s country?

Yes

No

2.How did you experience bringing your luggage with you after arriving at AXX airport? Why was it a good or bad experience?

Enter your answer

3.What was your final destination here in AXX country?

Accommodation with reception (hotel)

Accommodation without reception (Airbnb)

Home

4.What was your purpose of travel to AXX country?

Business

Leisure

VFR

Returning home

5.How many pieces of hand baggage are you traveling with?

1

2

3

4

5

Other

6.How many pieces of checked baggage are you traveling with?

0

1

2

3

4

5

Other

7.What is your travel company?

Alone

With 1 adult

With 2+ adults

With children (+ an adult)

8.How did you continue your journey after the baggage reclaim here?

Picked up

Bus

Train

Taxi

Own car

Rental car

Other

9.BAG TO REMOTE SERVICE CONCEPT

Imagine this: for your next trip to AXX airport, you get off the plane and instead of going to the baggage belt, you can just walk straight out. Your luggage will automatically be delivered to your accommodation – for example, your hotel or home. What is your first reaction to that?

Enter your answer

10.In which situation would you definitely use this service?

If I have a lot of luggage

If I’m traveling with children or elderly

If my hotel is far away

Never

Other

11.What would you need to trust this service?

A known partner (e.g. DHL, hotel)

A tracking system via app/website

Insurance in case of loss

Examples

Other

12.Wich benefit would be big enough to convince you to book this baggage delivery service?

Not having to drag suitcases

Faster and more relaxed travel to the destination

No worries about luggage in public transport or taxi

Being able to visit the city immediately without waiting for the check-in of the hotel

Other

13.What would be a 'reasonable' price to pay for this service?

Less than €10

€10-€30

€30-€50

€50-€70

>€70

I wouldn't pay

14.Who would you prefer to be your main point of contact for this service?

AXX airport

The airline your flying with

Your hotel or accommodation

Doesn't matter to me

Other

15.What would be the most convenient booking option?

Together with your flight

Together with your hotel

Via the airport upon arrival

Book separately

Other

16.How important is it to you to track your luggage live for an extra fee?

17.Why?

Enter your answer

18.Through which channel would you prefer to receive luggage updates?

WhatsApp

SMS

Email

App (which app?)

Other

19.Where would you prefer your luggage to be delivered?

In my room

At the hotel reception

In a locker at the hotel

Doesn't matter

Other

20.What would be the most reassuring proof for you that your luggage has been delivered correctly?

Notification

Photo

Nothing needed

21.Would you prefer to receive your luggage (A) at a pre-announced time or (B) as soon as possible (even if you're not at the hotel yet)?

A

B

doenst matter

22.Why?

Enter your answer

23.If your flight would arrive at 9:00, what is the latest time you'd want your luggage delivered to your room?

ASAP

By 18h

By 19h

By 20h

By 21h

By 22h

Other

24.What would discourage you from using this service?

Fear of loss/theft

Uncertainty about delivery time

Price

No direct control over my baggage during the last part of the journey

Other

25.How could that be resolved so that you would still consider booking the service?

Enter your answer

26.Other remarks

Enter your answer

Appendix K: Service Design Annotation Cards



Active disruption care

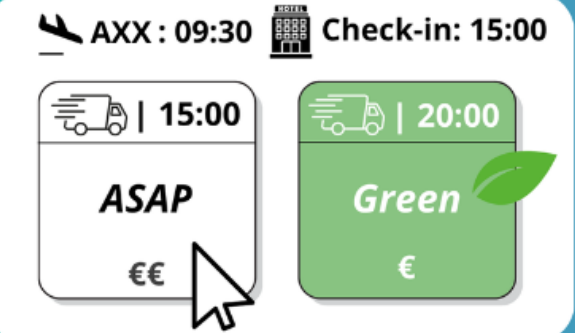
When delays or issues occur, the service proactively notifies the passenger — without the user having to ask.

Transforms potential frustration into trust. By being proactive and empathetic, the service shows it's not just functional, but reliably human under stress.

transit



trust



Timeslot bag delivery

Passengers can choose between options: whether they want their baggage as soon as possible or for green (and cheaper)

When booking this service, it informs the passenger when to expect the baggage and provides the passenger with the control and freedom to receive their bags. The check-in time at the hotel is pre-filled.

booking / receiving



trust



Perks are made explicit

Communicating tangible side-benefits of the service, like easier use of public transport, directly in the explanation.

By making the hidden value visible, this strengthens the unique selling point of the service — especially for cost-conscious or pragmatic users.

booking



relief



Thank-you tag

A small physical tag or card attached to the delivered bag, with a warm message that symbolically wraps up the service.

It adds an emotional closure and a human touch to the experience. It turns a logistical action into a moment of reflection and appreciation.

delivery



relief



Add the service with 1 click, details later

Optional tickbox to add the service while booking the flight.

Creates seamless integration into an existing process with minimal effort.

booking



integration



Email notifications as the standard

Service updates — such as confirmation, status, or delivery — are by default sent via email without requiring the user to configure anything.

Email is familiar, passive, and archivable. It provides a default fallback for users who don't want app notifications but still want to stay informed.

transit



integration



Optional live tracking

Users can choose whether or not to see the real-time location and status of their luggage throughout the delivery process.

It respects different information preferences: some users feel reassured by constant visibility, while others would find it unnecessary. This flexibility enhances both trust and comfort by giving control without pressure.

transit



trust



Customizable notification frequency

Users can set their preferred frequency of notifications — such as real-time, milestones only, or when something deviates

Gives users control over their information experience, and allows personalization. It enhances trust by showing the system adapts to their communication style.

transit



trust



Mini animation

A short visual explanation of how the service works

Helps create instant clarity and emotional engagement for first-time users.

booking



trust



Partner logos as service logo

Displaying logos of trusted partners as the primary visual branding — instead of only a standalone new logo.

It reinforces trust through visual association and reduces the sense of unfamiliarity by embedding the service into known ecosystems.

booking



trust



Large promo sticker in baggage reclaim area

A big, clearly visible sticker or ad panel placed near baggage belts that introduces the service to passengers as they wait for their luggage.

Captures attention at a highly relevant moment — when passengers are still physically tied to their baggage and can immediately relate to the value of letting go. It triggers awareness, even for those who didn't book in advance.

booking



trust



Edit & cancellation possibility

Option to edit delivery time or location or even cancel the service

Gives flexibility and keeps control with the user.

transit



trust



Reviews shown from other passengers

Short quotes or ratings from previous users of the service shown near the booking button or explanation.

Supports social proof and reassures new users through peer experience.

booking



trust



Multiple check-in options

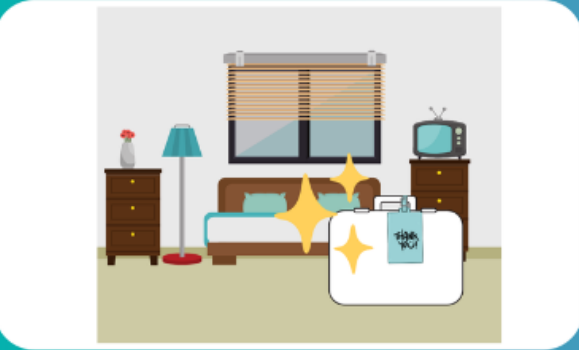
Offered through a wide range of options — at various locations and times — such as airport drop-off, in-flight or post-flight,

Increases accessibility and usability for different traveler profiles. It lowers the threshold for engagement and allows the service to fit naturally into existing travel behaviors.

booking



integration



Bag to Roomote

Bag is placed directly in the hotel room by the hotel staff.

Maximum convenience – no user action required.

delivery



relief



Physical flyer

A printed handout given immediately after check-in, summarizing the next steps, and how to track your bag.

Provides tangible proof that the service is underway, offering emotional and informational reassurance — especially useful for users who are not app-driven.

transit



trust

Appendix L: Digital mock-up and passenger journey

Digital mock-ups

<https://claude.ai/public/artifacts/64fe5fe7-370a-4e47-ba6f-5422ceb8dc6d>

Passenger journey: next page



Delivery proof

Proof of delivery with image or digital signature.

Provides legal and emotional certainty.

delivery



trust



Delivery time:
Between 19:00-21:00

Progress bar of baggage journey

Shows visual progress of luggage en route.

Provides a feeling of control through simple visual feedback.

transit



trust



Figure 12: Concept passenger bag-to-remote journey passenger evaluation session.

Appendix M : Evaluation set-up

Step 1 – Define Key Journey Phases and Design Goals:

The evaluation sessions were structured around the three main phases of the Bag-to-Remote passenger journey:

- **Booking:** from arranging the service until baggage is included in the system.
- **Transit:** the phase in which passenger and baggage travel separately.
- **Delivery:** the moment the baggage arrives at the final destination.

Materials used:

- iPad to display questions, passenger types, and service annotation cards
- Sticky notes for marking and clustering feedback
- Pen for participants to annotate and add comments

Step 2 – Introduce Passenger Need States:

To ensure the sessions captured a diverse range of travel behaviours and sensitivities, participants were first introduced to the six predefined passenger need states, see page 3 & 4 of the appendix.

Participants were asked to select the two types from the iPad that best reflected how they typically travel and what they value most during a journey. This self-assessment created a personalized lens through which each participant evaluated the service, anchoring their feedback in their own psychological needs and travel mindset.

Step 3 – Contextualize the Concept Through Narrative:

Each session followed a *concept walkthrough* format. A narrated storyline, supported by the concept passenger journey and the digital mock-ups, guided participants through the proposed Bag-to-Remote experience. The narrative placed participants within a realistic scenario, showing the Booking, Transit, and Delivery phases as they would unfold in a real journey. This method allowed participants to project their own expectations and values onto the service.

Step 4 – Engage With Service Touchpoints and Visual Tools:

After the walkthrough, participants were invited to reflect on the service elements using **annotated concept cards**. These cards represented individual service touchpoints and were presented alongside the digital mock-ups. This stage was designed to trigger a focused discussion about which moments in the service journey built trust, offered relief, or achieved seamless integration, and how these moments resonated with their personal travel values (as defined by their chosen need states).

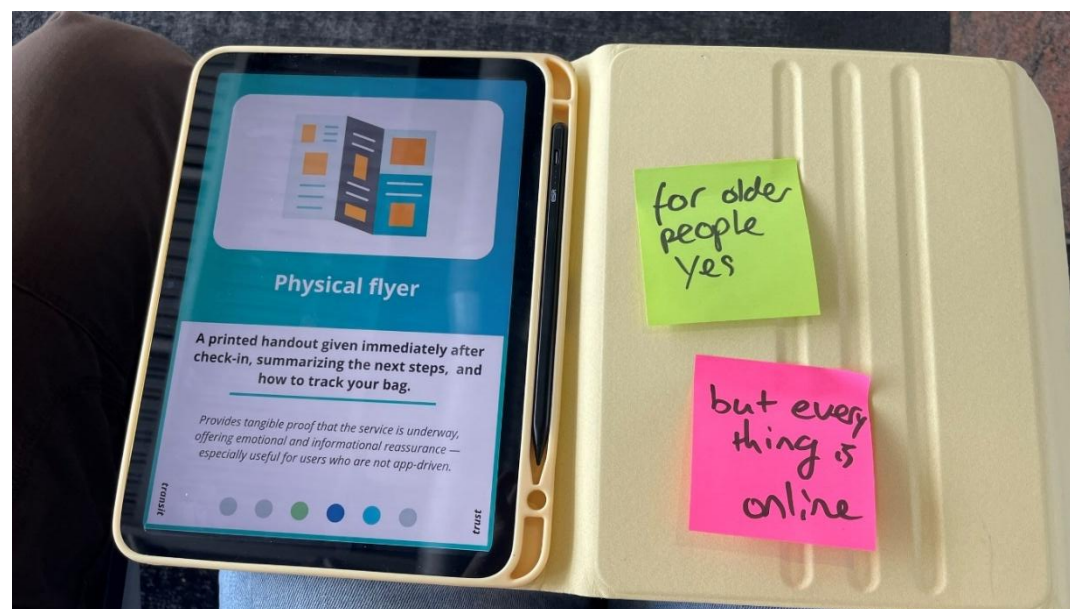


Figure 13: Impression of feedback collection

STEPS SHOWN TO THE INTERVIEWEE

Step 1: Read All 6 Passenger Types and Choose the 2 That Fit You Best (3 min)

Start by reading through the six different passenger types. Each type reflects a unique travel mindset.

As you read, ask yourself:

- Do I recognize parts of myself in this traveler?
- Does this feel like how I usually behave or think when I travel?

Once you've read them all, choose the **two** passenger types that best reflect you — the way you usually travel, what you find important.

There's **no right or wrong**; just go with what feels familiar.

You'll use these two types in the next step to assess which service elements from the Bag to Remote journey would actually provide value to a traveler like you.

Step 3: Evaluate the Service Elements (10 min)

Now it's time to take a closer look at specific elements of the Bag to Remote service — the concept where your luggage is delivered straight to your accommodation after landing, so you can walk right out of the airport.

Each service element represents a potential part of this experience. It could be something that happens during booking, transit, or delivery. Some features are practical, others are emotional or digital — all of them are still open for feedback.

You will help us explore:

- Which elements are valuable enough to include in the final version of this service?
- And more importantly: do they add real value?

You'll do this by giving feedback based on the two passenger types you selected earlier. You're stepping into their shoes — judging each element by what you personally would think, need, expect, or appreciate.

Step 2: Walk Through the Journey (15 min)

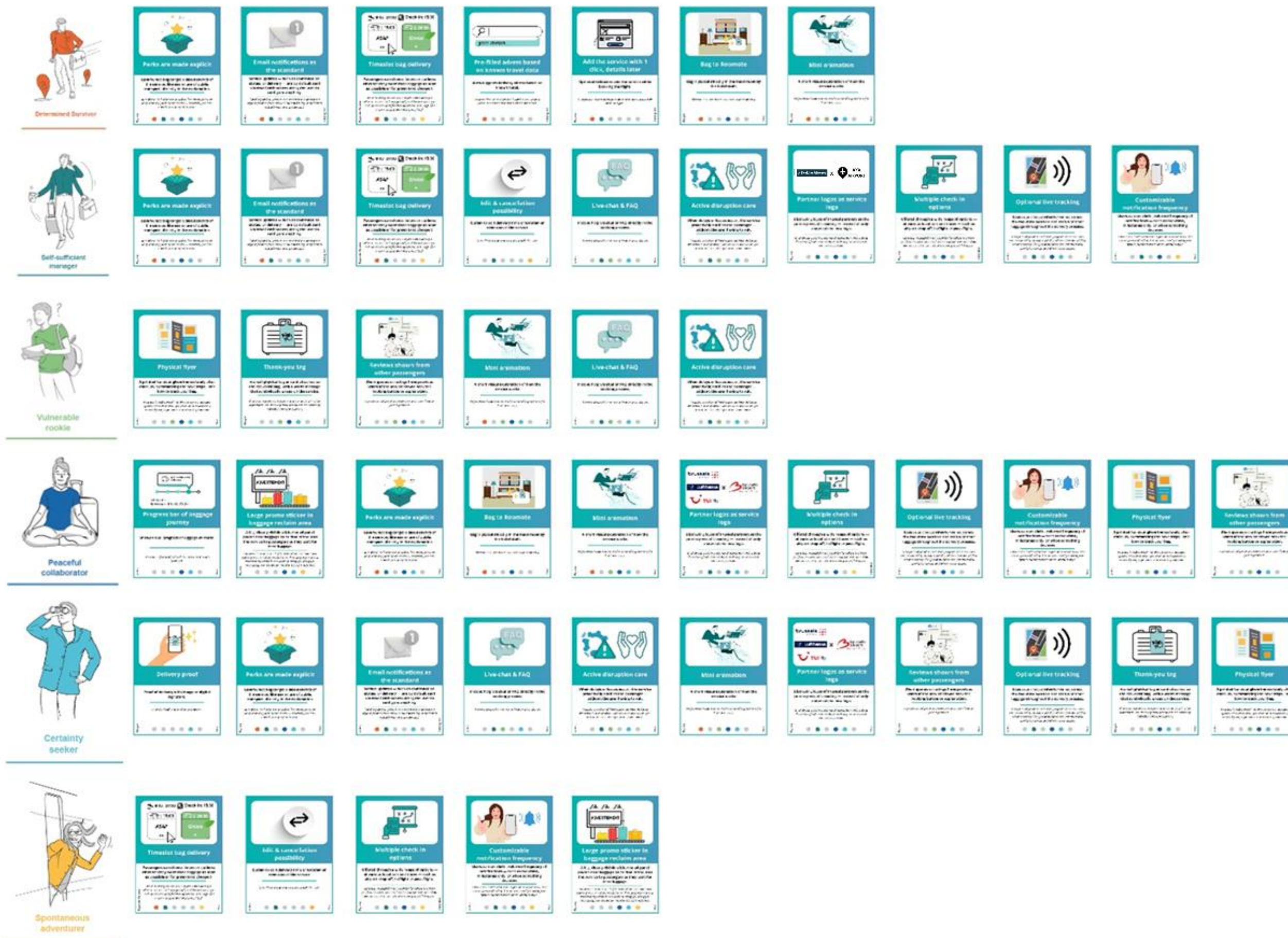
In this part, we will guide you through a short story that imagines what it would be like to use the Bag-to-Remote service on a real trip. This is the concept where your luggage is delivered straight to your accommodation after landing, so you can leave the airport hands-free.

The story will take you through three moments of the journey: Booking, Transit, and Delivery. You'll see and hear what the service might look and feel like, supported by images and mock-ups on the iPad.

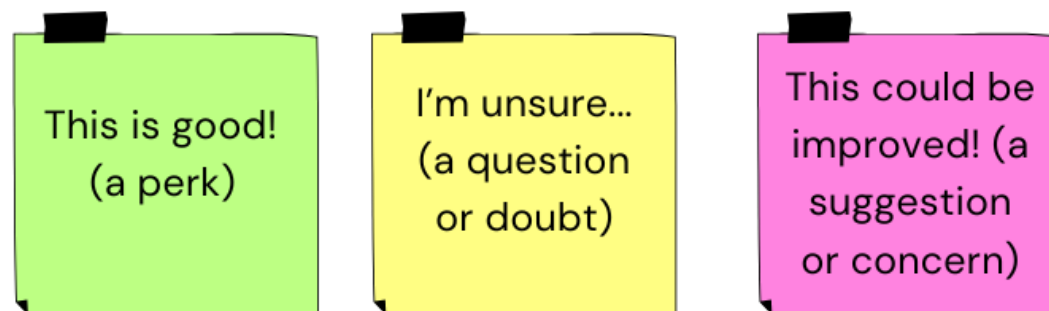
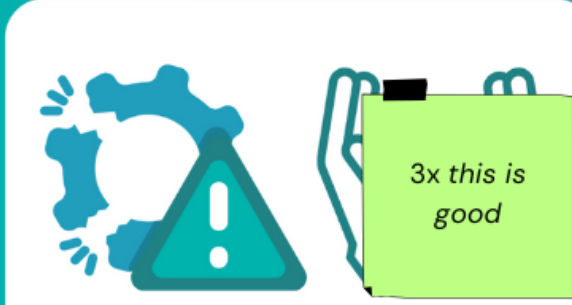
As you follow the storyline, try to picture yourself travelling as the passenger you selected earlier. Think about what you would expect, how you would feel, and what would matter most to you in those situations.

You don't need to give feedback yet — just listen, look at the visuals, and imagine the experience step by step. After the walkthrough, we will dive deeper into the individual elements together.

Figure 14: Overview of which feature was shown to which passenger need state



Appendix N: Evaluation results

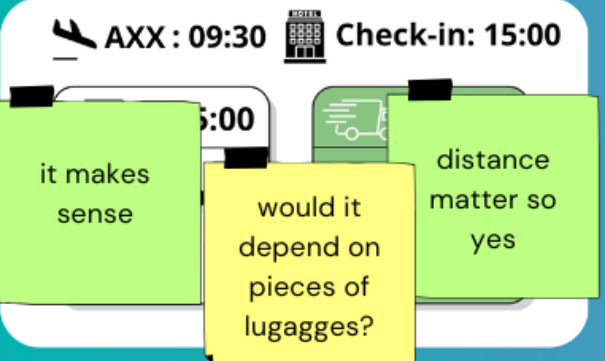



Active disruption care

When delays or issues occur, the service proactively notifies the passenger — without the user having to ask.

Transforms potential frustration into trust. By being proactive and empathetic, the service shows it's not just functional, but reliably human under stress.

transit




Timeslot bag delivery

Passengers can choose between options: whether they want their baggage as soon as possible or for green (and cheaper)

When booking this service, it informs the passenger when to expect the baggage and provides the passenger with the control and freedom to receive their bags. The check-in time at the hotel is pre-filled.

booking / receiving



Perks are made explicit

Communicating tangible side-benefits of the service, like easier use of public transport, directly in the explanation.

By making the hidden value visible, this strengthens the unique selling point of the service — especially for cost-conscious or pragmatic users.

booking

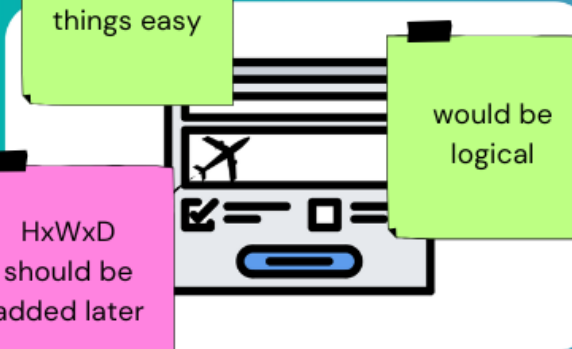


Thank-you tag

A small physical tag or card attached to the delivered bag, with a warm message that symbolically wraps up the service.

It adds an emotional closure and a human touch to the experience. It turns a logistical action into a moment of reflection and appreciation.

delivery

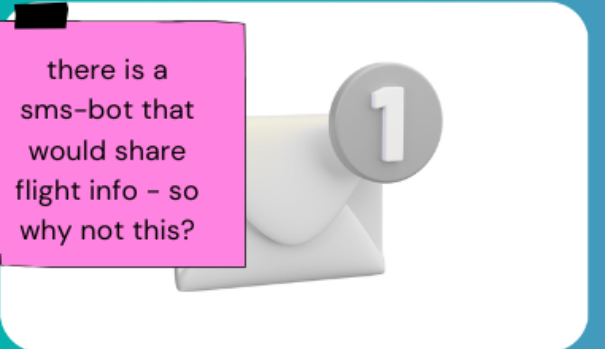


Add the service with 1 click, details later

Optional tickbox to add the service while booking the flight.

Creates seamless integration into an existing process with minimal effort.

booking

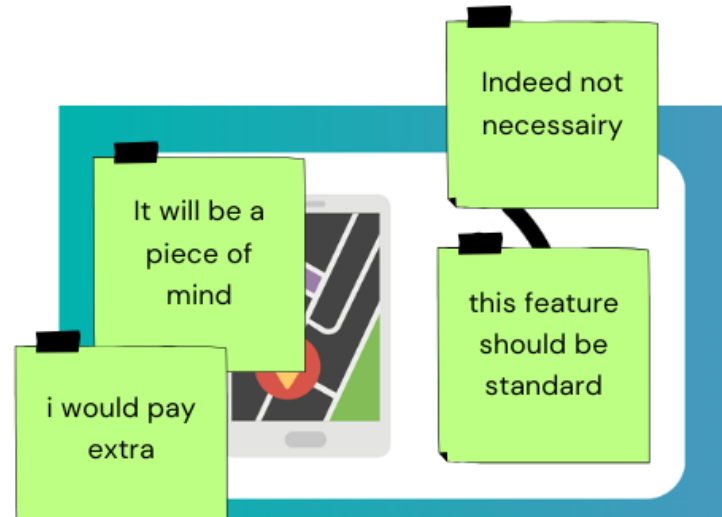


Email notifications as the standard

Service updates — such as confirmation, status, or delivery — are by default sent via email without requiring the user to configure anything.

Email is familiar, passive, and archivable. It provides a default fallback for users who don't want app notifications but still want to stay informed.

transit



It will be a piece of mind

i would pay extra

Indeed not necessary

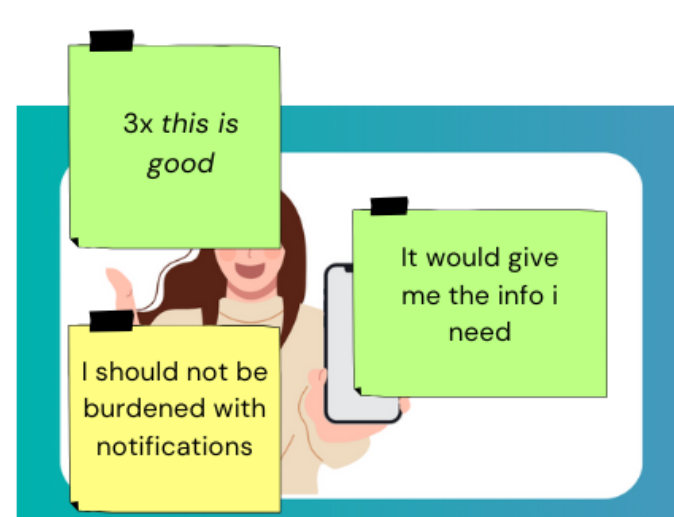
this feature should be standard

Optional live tracking

Users can choose whether or not to see the real-time location and status of their luggage throughout the delivery process.

It respects different information preferences: some users feel reassured by constant visibility, while others would find it unnecessary. This flexibility enhances both trust and comfort by giving control without pressure.

transit trust



3x this is good

I should not be burdened with notifications

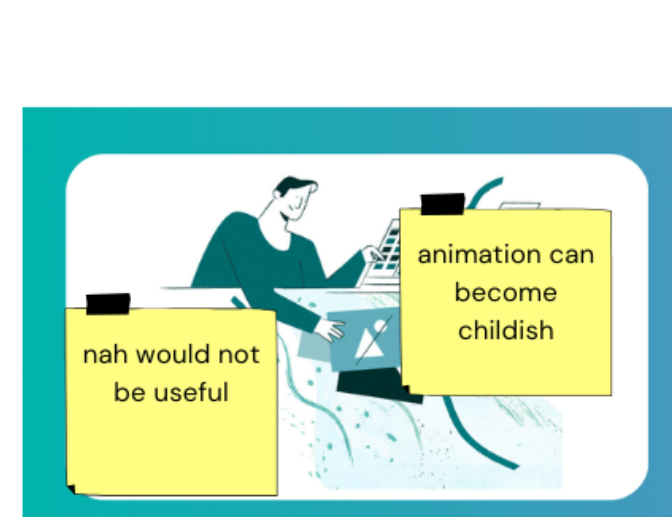
It would give me the info i need

Customizable notification frequency

Users can set their preferred frequency of notifications — such as real-time, milestones only, or when something deviates

Gives users control over their information experience, and allows personalization. It enhances trust by showing the system adapts to their communication style.

transit trust



nah would not be useful

animation can become childish

Mini animation

A short visual explanation of how the service works

Helps create instant clarity and emotional engagement for first-time users.

booking trust



It would make me more secure

It should be integrated

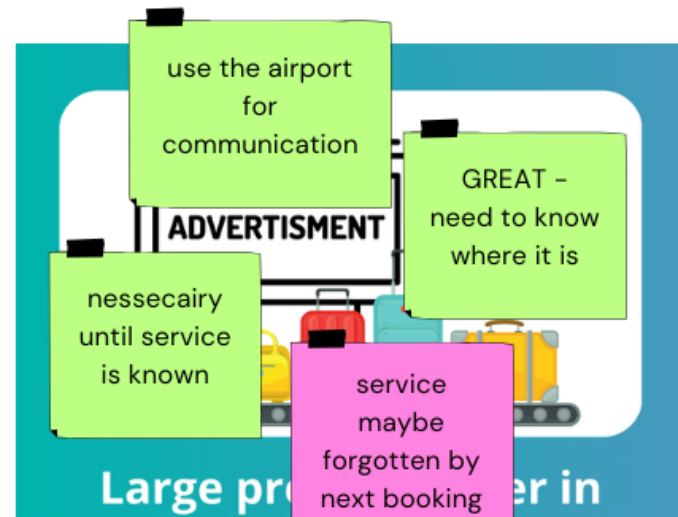
good for building trust

Partner logos as logo

Displaying logos of trusted partners as the primary visual branding — instead of only a standalone new logo.

It reinforces trust through visual association and reduces the sense of unfamiliarity by embedding the service into known ecosystems.

booking trust



use the airport for communication

GREAT - need to know where it is

nessecairy until service is known

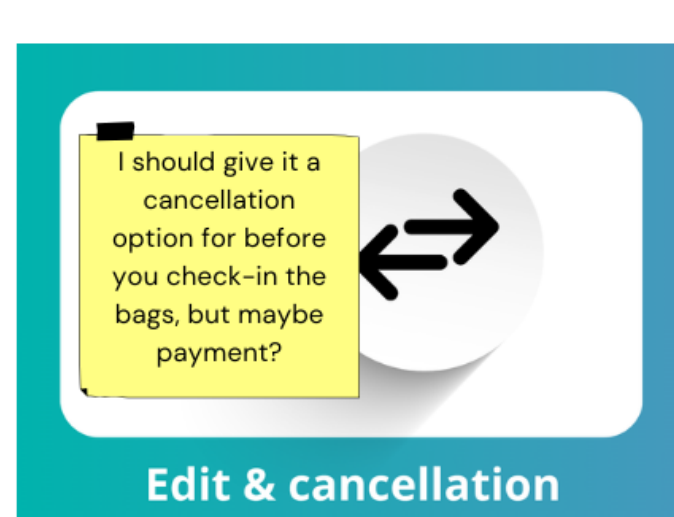
service maybe forgotten by next booking

Large promotional banner in baggage reclaim area

A big, clearly visible sticker or ad panel placed near baggage belts that introduces the service to passengers as they wait for their luggage.

Captures attention at a highly relevant moment — when passengers are still physically tied to their baggage and can immediately relate to the value of letting go. It triggers awareness, even for those who didn't book in advance.

booking trust



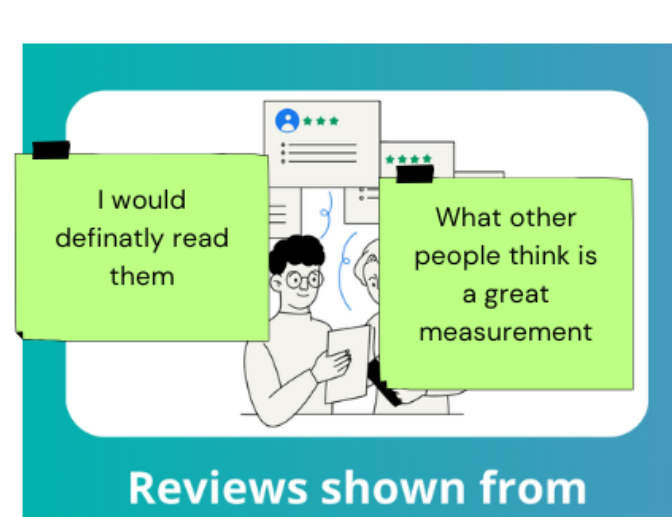
I should give it a cancellation option for before you check-in the bags, but maybe payment?

Edit & cancellation possibility

Option to edit delivery time or location or even cancel the service

Gives flexibility and keeps control with the user.

transit trust



I would definatly read them

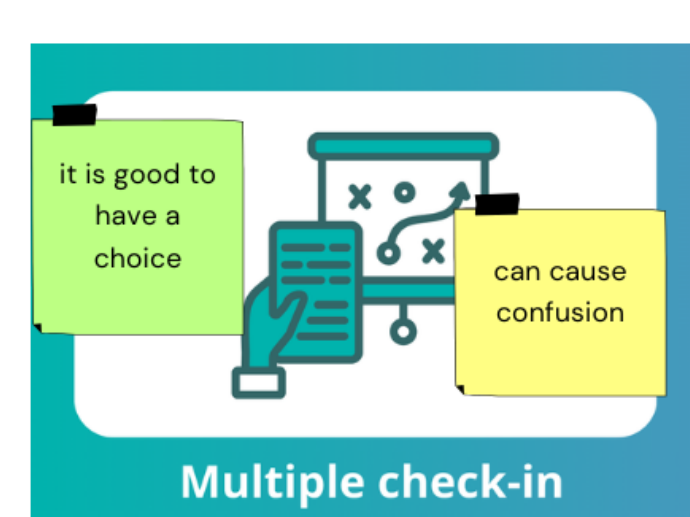
What other people think is a great measurement

Reviews shown from other passengers

Short quotes or ratings from previous users of the service shown near the booking button or explanation.

Supports social proof and reassures new users through peer experience.

booking trust



it is good to have a choice

can cause confusion

Multiple check-in options

Offered through a wide range of options — at various locations and times — such as airport drop-off, in-flight or post-flight,

Increases accessibility and usability for different traveler profiles. It lowers the threshold for engagement and allows the service to fit naturally into existing travel behaviors.

booking integration



fast & effiecient

it would be faster and better for the traveller

Bag to Roomote

Bag is placed directly in the hotel room by the hotel staff.

Maximum convenience – no user action required.

delivery relief

● ● ● ● ● ●



but everything is online

for older people yes!

Physical flyer

A printed handout given immediately after check-in, summarizing the next steps, and how to track your bag.

Provides tangible proof that the service is underway, offering emotional and informational reassurance — especially useful for users who are not app-driven.

transit trust

● ● ● ● ● ●



would give me more stress if my bag was not on the picture

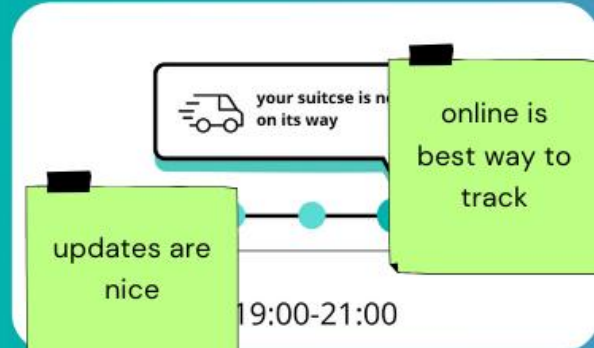
Delivery proof

Proof of delivery with image or digital signature.

Provides legal and emotional certainty.

delivery trust

● ● ● ● ● ●



updates are nice

your suitcase is on its way

online is best way to track

Progress bar of baggage journey

Shows visual progress of luggage en route.

Provides a feeling of control through simple visual feedback.

transit trust

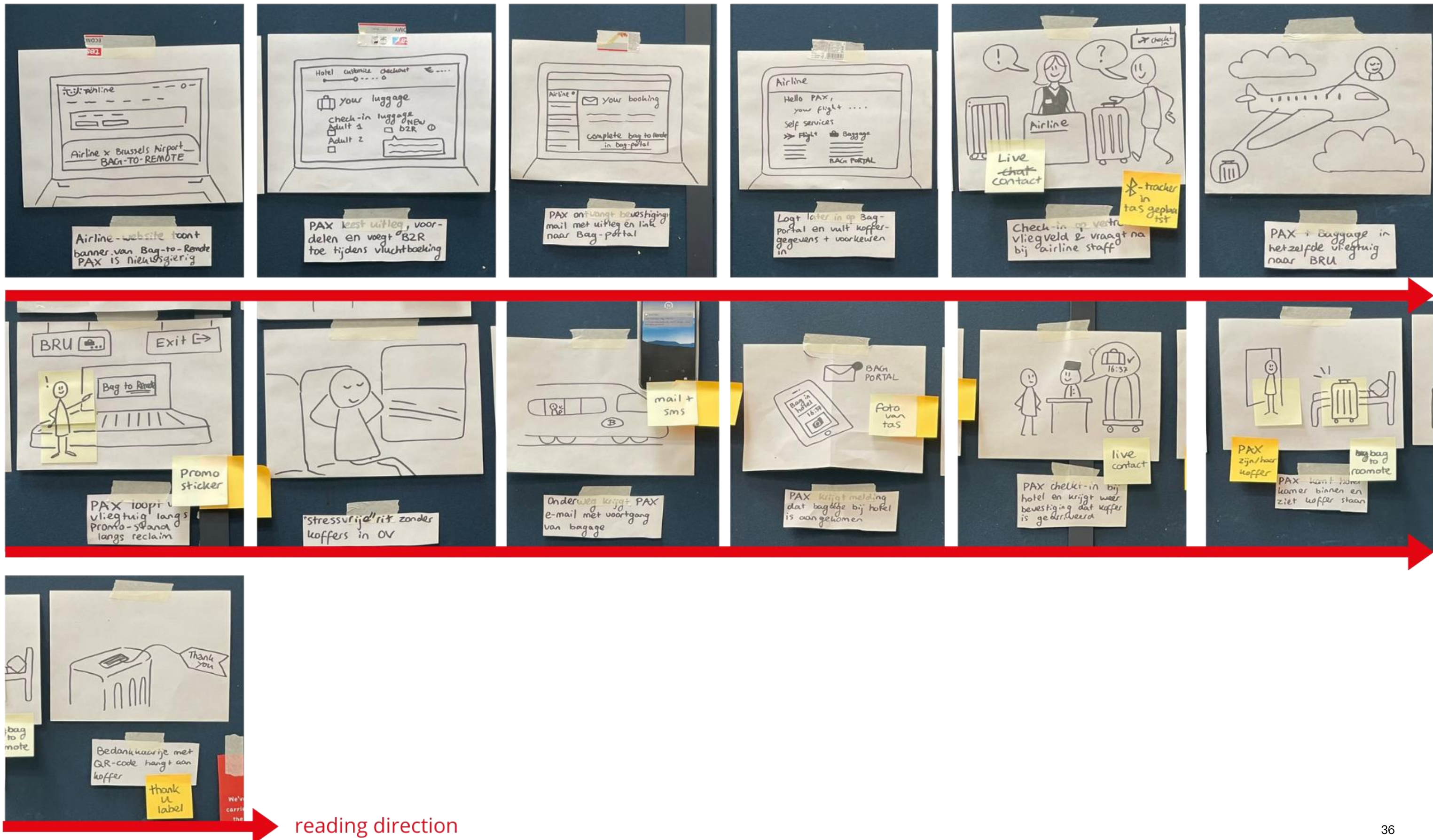
● ● ● ● ● ●

From the passenger evaluation, two clear directions emerged for the Bag-to-Remote concept. First, certain communication elements such as the physical flyer and the accompanying animation were deemed unnecessary in their current form. Passengers stressed that any animation should convey the service in a real-life context and with high production quality to build trust. As this was not feasible within the conceptual stage and practical skills of the research, the animation and flyer were dropped from the proposed journey.

Secondly, the evaluation highlighted the need for multiple opt-in moments throughout the travel chain. Not every passenger is able or willing to book the service at the same time as their flight. A modular system that allows activation during booking, pre-departure preparation, physical check-in, or even post-arrival reflects the diverse planning behaviours observed. Alongside this, passengers strongly requested a single, centralised point of reference for all service information, to avoid the experience of being sent “from pillar to post” as one participant phrased it when describing a disrupted flight scenario with split responsibilities between airline and booking platform.

These findings reinforced the modular nature of the concept and shaped the feature touchpoints that survived the evaluation: integration into existing booking flows, a one-click opt-in with deferred payment, a single bag-portal as reference point, and a visible entry point at the baggage reclaim zone. Together, they kept the service intentionally open-ended while anchoring it to the criteria of trust, integration, and relief.

Appendix O: Concept journey from expert session



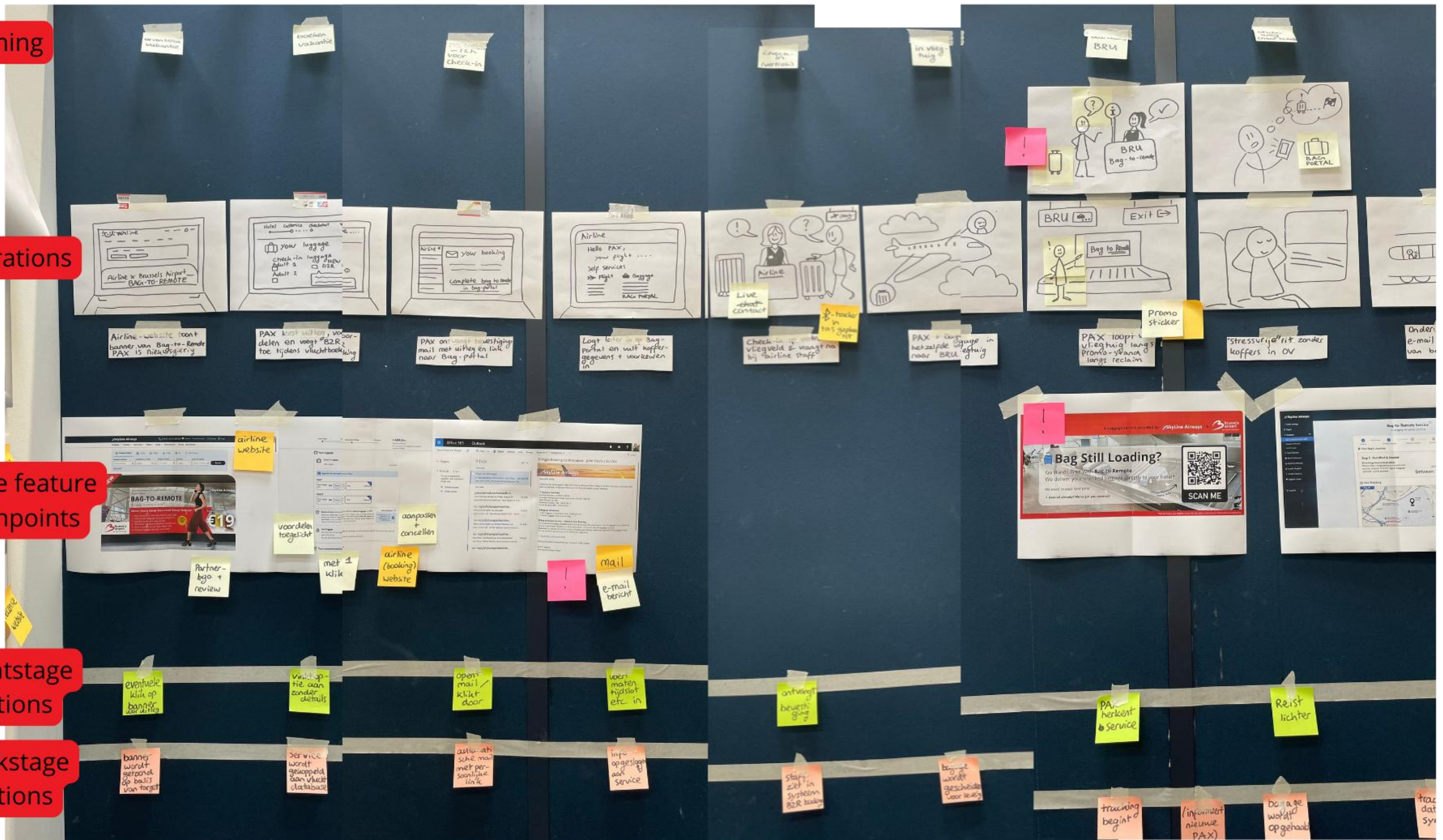
Timing

Illustrations

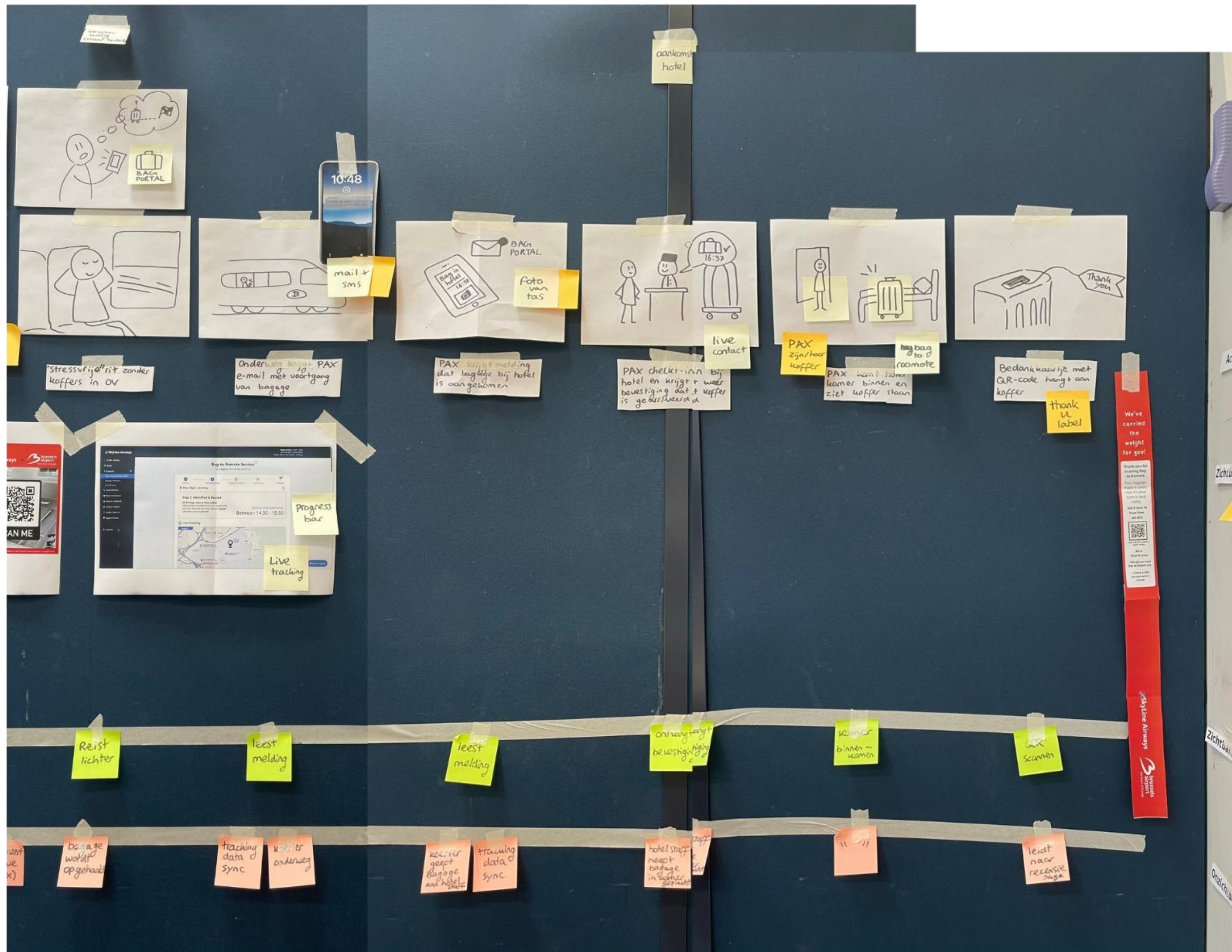
Service feature touchpoints

Frontstage actions

backstage actions



See next page



Appendix P: Service feature touchpoints mock-ups

See next pages.

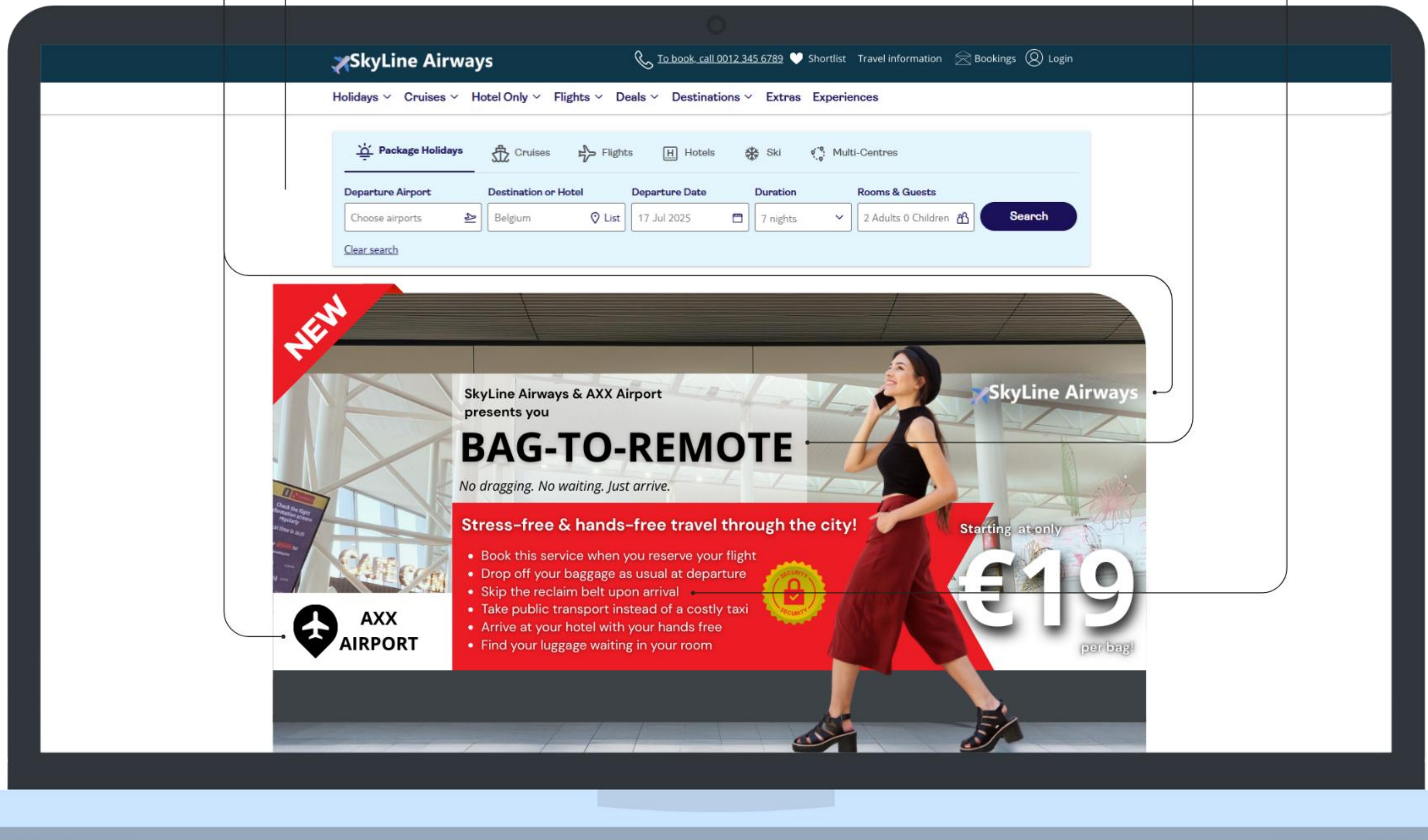
The images and graphic elements in these designs are partly sourced from Canva Pro. They have been used in accordance with Canva's licensing terms and incorporated into an original design.

Naming the companies that are realising the service

Highlight the service prominently on the homepage to attract users

'Bag-to-Remote' serves as a placeholder name and is subject to refinement by the marketing team

Quick overview of what the service steps are



Clicking on the homepage highlight leads to a dedicated webpage with a comprehensive explanation of the service

The service explanation is also accessible under the airline's 'Services / Extras' tab

Disclaimer: price is determined by willingness to pay for one bag, not calculated

SkyLine Airways To book, call 0012 345 6789 Shortlist Travel information Bookings Login

Holidays Cruises Hotel Only Flights Deals Destinations Extras Experiences

Bag-to-Remote Service

[Home](#) > [Holiday Types](#) > [Holiday Extras](#) > Bag-to-Remote Service

NEW

SkyLine Airways & AXX Airport presents you

BAG-TO-REMOTE

No dragging. No waiting. Just arrive.

Starting at only €19 per bag!

Stress-free & hands-free travel through the city!

What is the Bag-to-Remote service?

BAXX Airport provides Bag-to-Remote as a convenient and stress-free baggage delivery service for arriving passengers. Instead of waiting at the baggage carousel after landing, your checked luggage is transported directly from the airport to our hotels in country ABC.

Trustpilot

Informing what the benefits are of the service
and what the passenger will get

Displaying Trustpilot reviews to showcase customer
satisfaction and boost trust in the service

SkyLine Airways

To book, call 0012 345 6789 Shortlist Travel information Bookings Login

Holidays Cruises Hotel Only Flights Deals Destinations Extras Experiences

What is the Bag-to-Remote service?

AXX Airport provides Bag-to-Remote as a convenient and stress-free baggage delivery service for arriving passengers. Instead of waiting at the baggage carousel after landing, your checked luggage is transported directly from the airport to [our hotels](#) in Country ABC.

The service is designed for travelers who want to **move freely, save time, and avoid the hassle of dragging bags** through public transport or crowded city streets.

Once you check in your luggage at your departure airport, you don't have to think about it again — it will be delivered securely to your destination, with tracking updates and a confirmation upon arrival!

Whether you're traveling with family, on holiday, or simply want to arrive hands-free, Bag-to-Remote helps you start your trip with comfort and ease.



4.5/5.0

[click here for reviews](#)

Hands-free delivery to your hotel



Skip the reclaim belt! Your luggage is delivered directly to your accommodation, so you can travel stress-free and unburdened.

Live tracking & flexible delivery options



Track your bag in real time and choose your ideal delivery time — whether you want it waiting in your room or delivered later at your convenience.

24/7 support and seamless integration



Book easily with your flight, get help from airline and/or airport staff, and receive updates along the way. You're never left wondering.

Service now added with a discount

Brings you to the service explanation webpage

One click add-on during the booking process

The screenshot displays a flight booking interface with a progress bar at the top showing 'Flight Details', 'Customise Flight', and 'Checkout'. The current step is 'Customise Flight'. The total price is €493.28pp, with a total price of €986.56. A note states: 'Price may update on next page based on availability. Local taxes may apply.'

Your luggage

Check-in luggage
20kg Luggage x2 Included

☒ Upgraded all passengers to 20kg

Adult 1
Hand luggage only -€64 [Select](#) 20kg [Selected](#)

Adult 2
Hand luggage only -€64 [Select](#) 20kg [Selected](#)

Bag-to-remote, starting from €38 €50 (2 check-in luggage x €19 €25) [more information](#) [i](#)
Experience **hands-free** travel across the city with our Bag-to-Remote service your checked baggage is delivered straight **from the airport to your hotel**, so you can **skip the wait** at the carousel, **move freely**, and enjoy your journey from the moment you land.

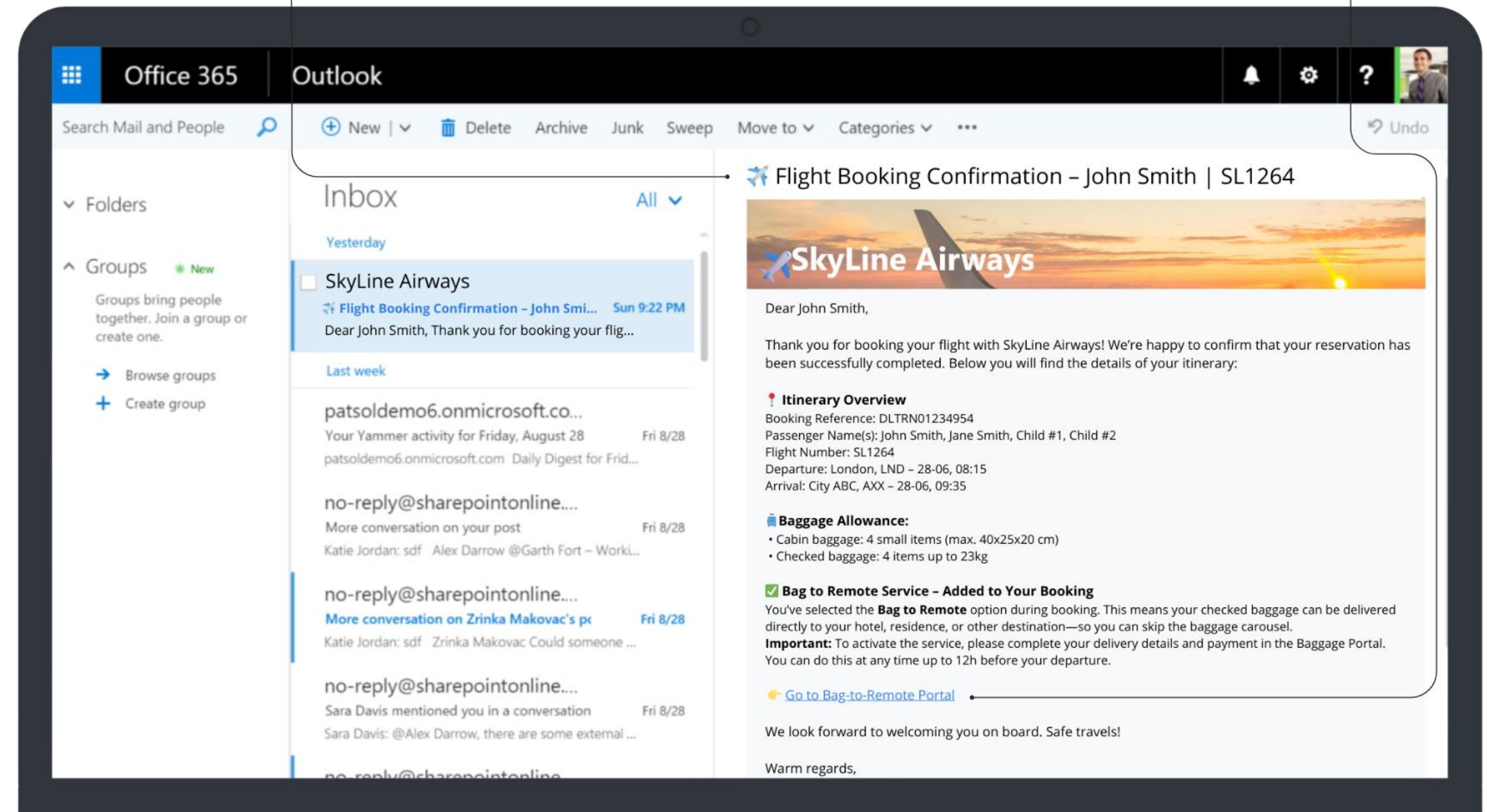
Discount! Add now! Full price and bag-details can be completed later in your own Baggage Portal Free cancellation anytime ☒

Hand luggage
One small piece of hand luggage per passenger included (excluding infants). This must be kept under the seat in front of you
Max size: 40x25x20cm (including any handles and wheels)

[Feedback](#)

Typical confirmation email of booking

Now with link to own bag-portal



Integrated in airline personal account

Overview of all of the steps

Standard measurements of 23 kg suitcases are pre-filled (70x50x30 cm)

24/7 customer care

SkyLine Airways

- Profile Settings
- Flights
- Baggage
- Bag-to-Remote Service (AXX)**
- Baggage Allowance
- Lost & Found
- Seat Selection
- Meal Preferences
- Payment Methods
- Loyalty Program
- Mobile Check-in
- Support Center
- Log Out

Flight SL1264 • LND → AXX
June 28, 2025 • Arrival 09:35
Family: John & Jane Smith + Children

Bag-to-Remote Service ⁱ

No dragging. No waiting. Just arrive.

A service provided by: **AXX AIRPORT**

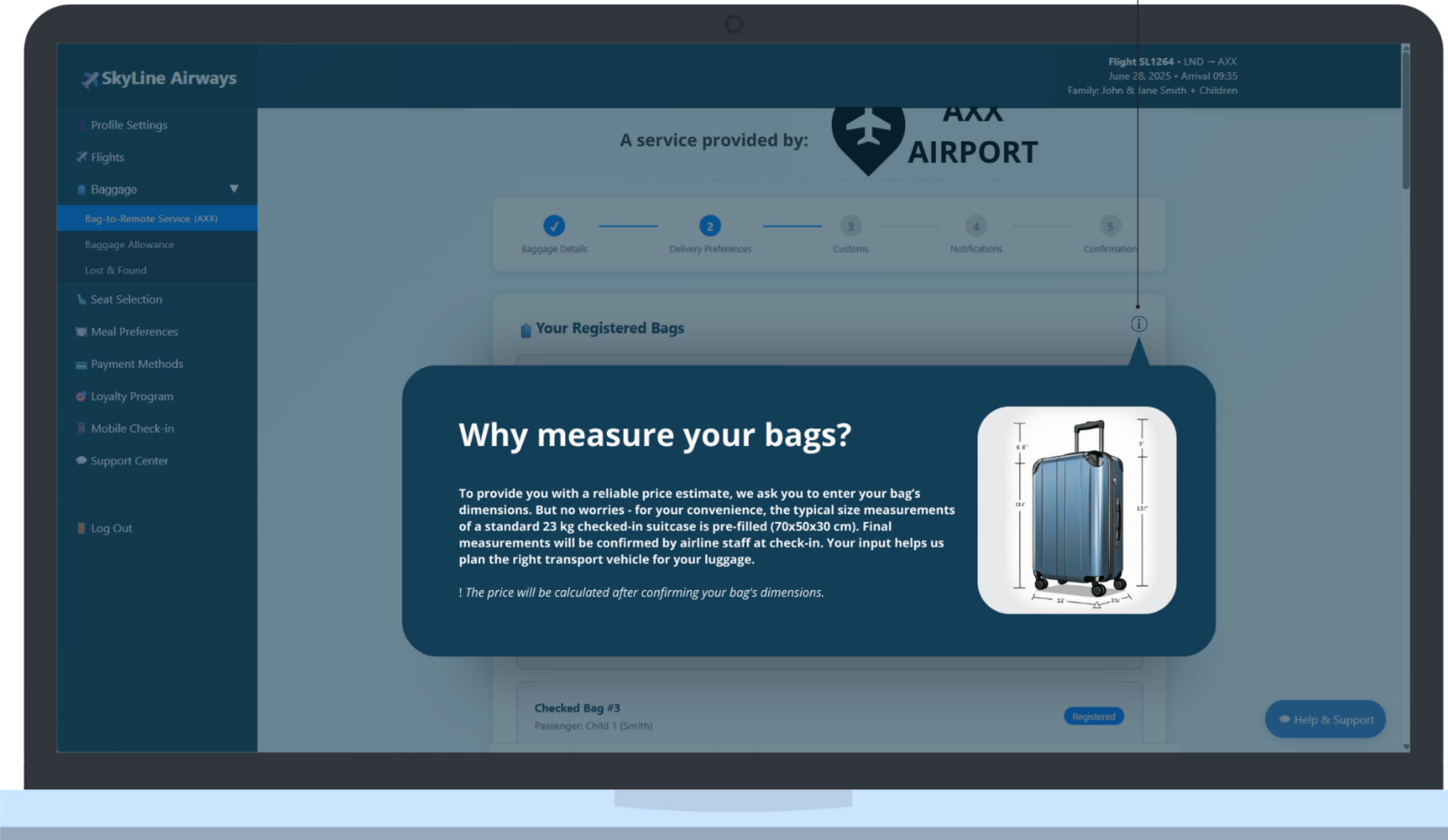
Progress: 1. Baggage Details (✓) 2. Delivery Preferences (2) 3. Customs 4. Notifications 5. Confirmation ⁱ

Your Registered Bags [edit dimensions here](#) ⁱ

Checked Bag #1	Checked Bag #2
Passenger: John Smith	Passenger: Jane Smith
Registered	Unregistered
Length (cm): 65	Length (cm): 70
Width (cm): 45	Width (cm): 50
Height (cm): 25	Height (cm): 30

[Help & Support](#)

Rationale behind baggage size input



Add hotel address manually

Integrated option to add more bags

Choose between two delivery time slots: one prioritizes speed ('as soon as possible'), while the other offers a more sustainable option, allowing to group multiple bags in one trip and reduce the number of transport runs.

The screenshot displays the SkyLine Airways Bag-portal interface. The left sidebar contains navigation links: Profile Settings, Flights, Baggage (selected), Bag-to-Remote Service (BRU), Baggage Allowance, Lost & Found, Seat Selection, Meal Preferences, Payment Methods, Loyalty Program, Mobile Check-in, Support Center, and Log Out. The main content area shows flight details for Flight SL1264 (LND → BRU) on June 28, 2025, with arrival at 09:35 for the family of John & Jane Smith + Children. Below this, there are input fields for baggage dimensions: Length (cm) 58, Width (cm) 42, and Height (cm) 22. A central section titled 'Need to add more bags?' includes a plus icon and a link to 'Modify Your Flight Booking'. The 'Delivery Preferences' section shows the delivery address as 'Hotel des Galeries Brussels' and the full address as 'Rue des Bouchers 38, 1000 Brussels, Belgium'. Under 'Preferred Delivery Time', two options are presented: 'ASAP' (Hotel check-in time by 15:00 June 28, 2025, €100 (€25/bag x 4 bags)) and 'ECO' (Evening delivery by 21:00 June 28, 2025, €76 (€19/bag x 4 bags)). A 'Help & Support' button is located at the bottom right.

SkyLine Airways

Flight SL1264 • LND → BRU
June 28, 2025 • Arrival 09:35
Family: John & Jane Smith + Children

Length (cm) 58 Width (cm) 42 Height (cm) 22

Need to add more bags?
You can add additional checked bags to your booking and include them in this service.
[✈ Modify Your Flight Booking](#)

Delivery Preferences

Delivery Address: Hotel des Galeries Brussels
Full Address: Rue des Bouchers 38, 1000 Brussels, Belgium

Preferred Delivery Time

ASAP
Hotel check-in time by 15:00
June 28, 2025
€100 (€25/bag x 4 bags)

ECO
Evening delivery by 21:00
June 28, 2025
€76 (€19/bag x 4 bags)

[Help & Support](#)

A customs declaration checkbox must be ticked before proceeding, as it is mandatory

The screenshot displays the SkyLine Airways Bag-portal interface. The left sidebar contains navigation options: Profile Settings, Flights, Baggage (with a dropdown arrow), Bag-to-Remote Service (AXX), Baggage Allowance, Lost & Found, Seat Selection, Meal Preferences, Payment Methods, Loyalty Program, Mobile Check-in, Support Center, and Log Out. The main content area is titled "Flight SL1264 • LND → AXX" with the date "June 28, 2025 • Arrival 09:35" and the family name "Family: John & Jane Smith + Children".

The "Belgian Customs Declaration" section includes an "Important" note: "You are responsible for declaring any restricted items when entering Countryland. Items that must be declared include: alcohol above limits, tobacco products, gifts valued over €430, business equipment, and restricted substances." It also provides a link to "Review AXX's customs regulations: Official AXX's Customs Guidelines". Below this, the "Customs Declaration Status" section has two options: "Nothing to Declare" (selected with a radio button) and "Items to Declare" (unselected). The "Nothing to Declare" option includes the text "I only have standard personal items within allowed limits".

The "Notifications & Tracking" section includes "Email Notifications" (john.smith@email.com) and "SMS Notifications (Optional)" (+1 (555) 123-4567). The "Tracking Mode" section has two options: "Full Live Tracking" (selected with a radio button) and "Milestones Only" (unselected). The "Full Live Tracking" option includes the text "Real-time GPS + Bluetooth proximity alerts (+€10)".

A blue button labeled "Help & Support" is located in the bottom right corner of the main content area.

Email as default, SMS optional

Here you can manage your notification and tracking preferences, such as live GPS tracking

The screenshot displays the 'Bag-portal' interface for SkyLine Airways. The left sidebar contains navigation options: Profile Settings, Flights, Baggage (with a dropdown arrow), Bag-to-Remote Service (AXX), Baggage Allowance, Lost & Found, Seat Selection, Meal Preferences, Payment Methods, Loyalty Program, Mobile Check-in, Support Center, and Log Out. The main content area is titled 'Flight SL1264 • LND → AXX' with details for June 28, 2025, arrival at 09:35, and the family name 'John & Jane Smith + Children'. Below this, the 'Customs Declaration Status' section shows two options: 'Nothing to Declare' (selected) and 'Items to Declare'. The 'Notifications & Tracking' section includes fields for 'Email Notifications' (john.smith@email.com) and 'SMS Notifications (Optional)' (+1 (555) 123-4567). The 'Tracking Mode' section has two options: 'Full Live Tracking' (selected) and 'Milestones Only'. The 'Notification Frequency' section has three options: 'Low - Essential updates only' (selected), 'Normal - Regular progress updates', and 'High - Detailed tracking information'. A 'Help & Support' button is located at the bottom right.

SkyLine Airways

Flight SL1264 • LND → AXX
June 28, 2025 • Arrival 09:35
Family: John & Jane Smith + Children

Customs Declaration Status

- ☒ **Nothing to Declare**
I only have standard personal items within allowed limits
- ☐ **Items to Declare**
I have alcohol, tobacco, gifts over €430, business items, or other declarable goods

Notifications & Tracking

Email Notifications
john.smith@email.com
Standard notification method (cannot be changed)

SMS Notifications (Optional)
+1 (555) 123-4567

Tracking Mode

- ☒ **Full Live Tracking**
Real-time GPS + Bluetooth proximity alerts (+€10)
- ☐ **Milestones Only**
Key updates: picked up, in transit, delivered (Free)

Notification Frequency

- ☒ **Low - Essential updates only**
- ☐ Normal - Regular progress updates
- ☐ High - Detailed tracking information

Help & Support

Overview of the service preferences

You're free to confirm or cancel your booking at any time,
as long as it's more than 12 hours before your flight.
Confirming the service does not 'lock you in'

The screenshot displays the 'Bag-portal' interface for SkyLine Airways. The left sidebar contains navigation links: Profile Settings, Flights, Baggage (selected), Bag-to-Remote Service (AXX), Baggage Allowance, Lost & Found, Seat Selection, Meal Preferences, Payment Methods, Loyalty Program, Mobile Check-in, Support Center, and Log Out. The main content area is titled 'Service Summary & Confirmation' and includes several sections: Baggage Details (4 bags registered with dimensions), Delivery Information (Hotel Thessiiss, Sunrise Avenue 128, City ABC, 12345, Countryland), Tracking & Notifications (Full Live Tracking with Bluetooth, Email: john.smith@email.com, Frequency: Low), and Customs Declaration (Status: Nothing to declare). A Payment Summary section shows a total of €90,00. At the bottom, there is a checkbox for approval, a 'Cancel Service' button, and a 'Confirm Bag-to-Remote Service' button. A 'Help & Support' button is located in the bottom right corner.

SkyLine Airways

Flight SL1264 • LND → AXX
June 28, 2025 • Arrival 09:35
Family: John & Jane Smith + Children

Service Summary & Confirmation

Baggage Details

4 bags registered
Bag #1: 65x45x25 cm Bag #3: 55 x 40 x 20 cm
Bag #2: 70x50x30 cm Bag #4: 58 x 42 x 22 cm
[Edit baggage details](#)

Delivery Information

Hotel Thessiiss
Sunrise Avenue 128
City ABC, 12345
Countryland
[Edit delivery preferences](#)

Tracking & Notifications

Full Live Tracking with Bluetooth
Email: john.smith@email.com
Frequency: Low
[Edit notifications](#)

Customs Declaration

Status: Nothing to declare
Standard personal items only
[Edit customs declaration](#)

Payment Summary

Delivery Service (4 bags): €80,00
Live Tracking: €10,00

Total: €90,00
Payment processed at hotel upon delivery

☐ I approve remote baggage delivery under these terms and understand that:

- Service can be cancelled up to 12 hours before flight departure
- Payment will be collected upon delivery at the destination
- I have completed the AXX's customs declaration accurately
- Delivery times are estimates and may vary due to circumstances

[Cancel Service](#) [Confirm Bag-to-Remote Service](#)

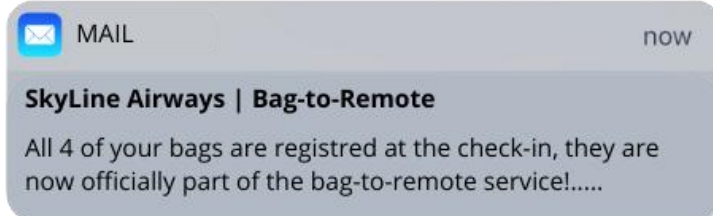
[Help & Support](#)

4. At departure airport

Involved passenger journey:



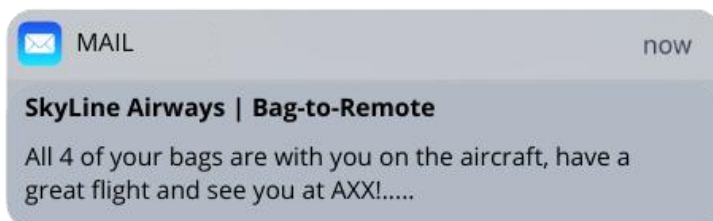
iii Integrated email as information provider



Examples of email notifications. Each email notification includes a link to the Bag Portal for easy access.

5. Fly by plane

Involved passenger journey:



6. At arrival airport

Involved passenger journey:



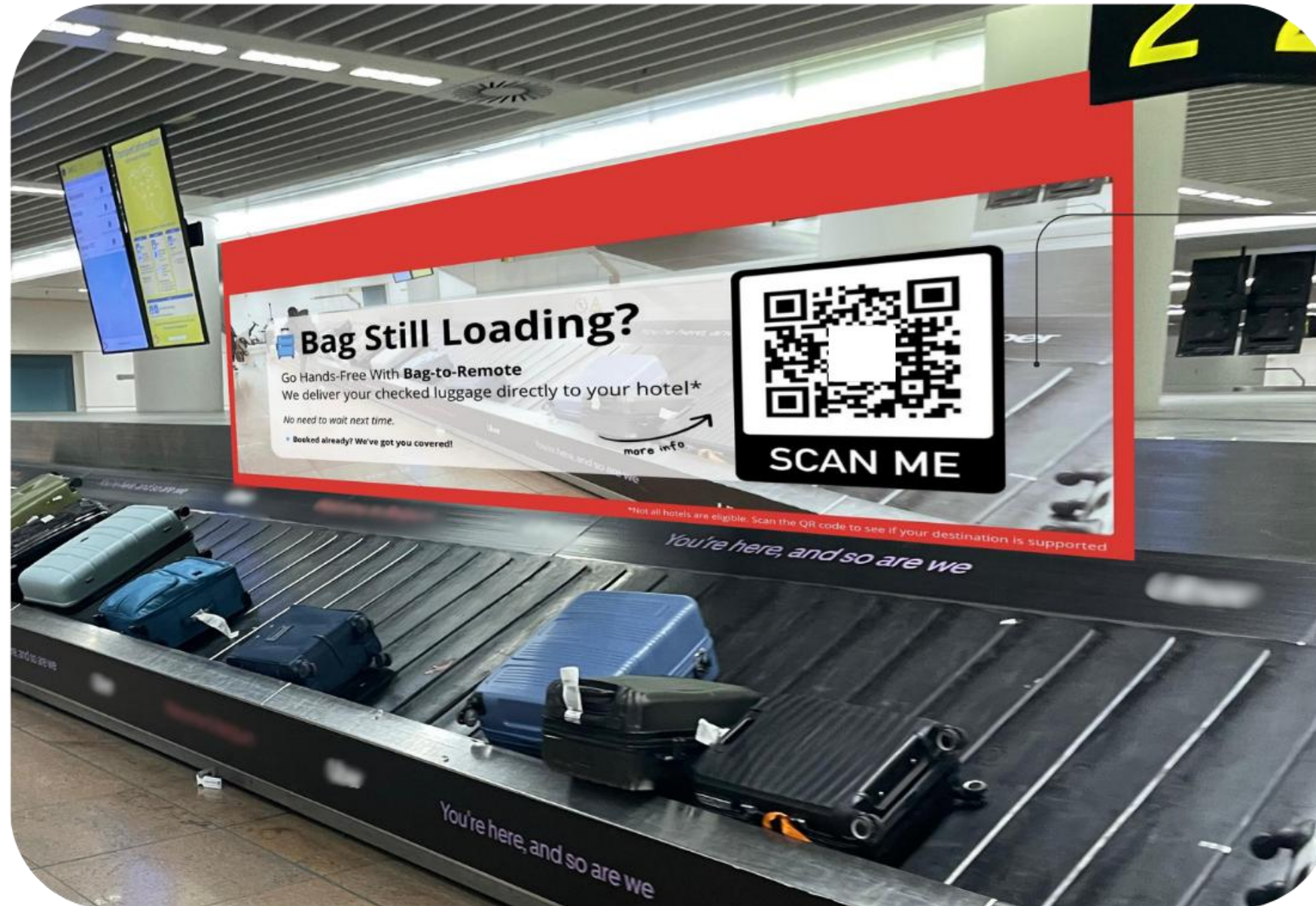
6. At arrival airport

Involved passenger journey:

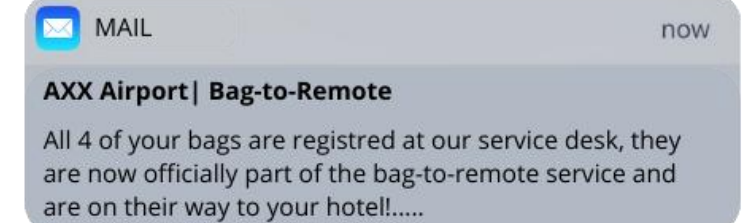
E

v

Offered directly by the airport



Promoted by the airport, the Bag-to-Remote service lets passengers hand off their luggage at a dedicated service desk after picking it up from the reclaim belt and passing through customs.



iii

Integrated email as information provider



7. Onward travel

Involved passenger journey:

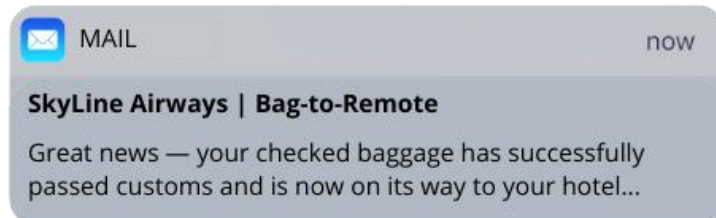
A

B

C

D

E



Another example of an email notifications: please note that for Passenger Journey E, bags do not pass through customs as part of the service

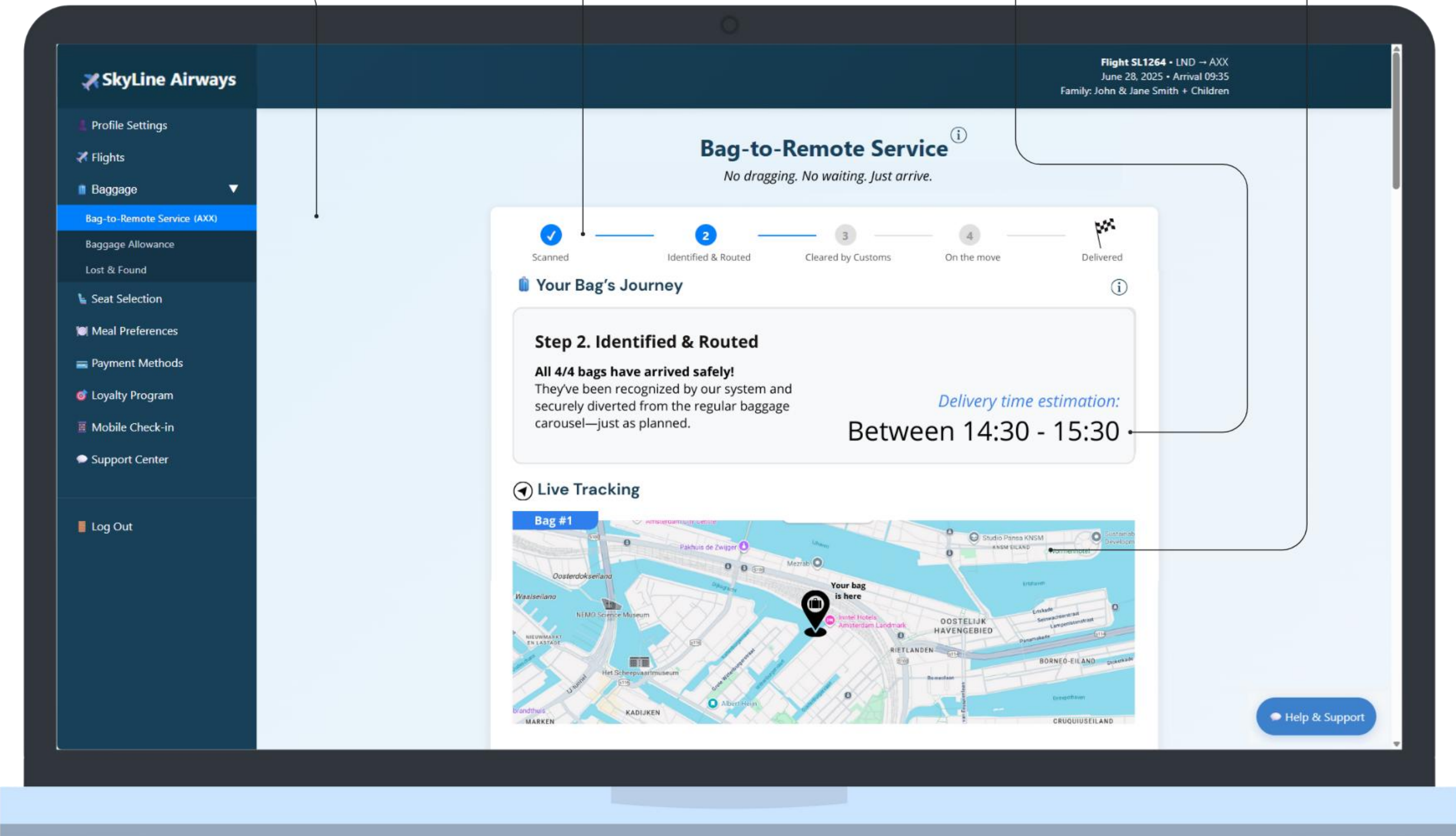


The interface is shown in laptop format for readability, but it's fully intended to be responsive and optimized for mobile use as well.

Delivery Progress Tracker for Your Bags

Estimated Delivery Time Frame

When booked, live GPS tracking is also shown here

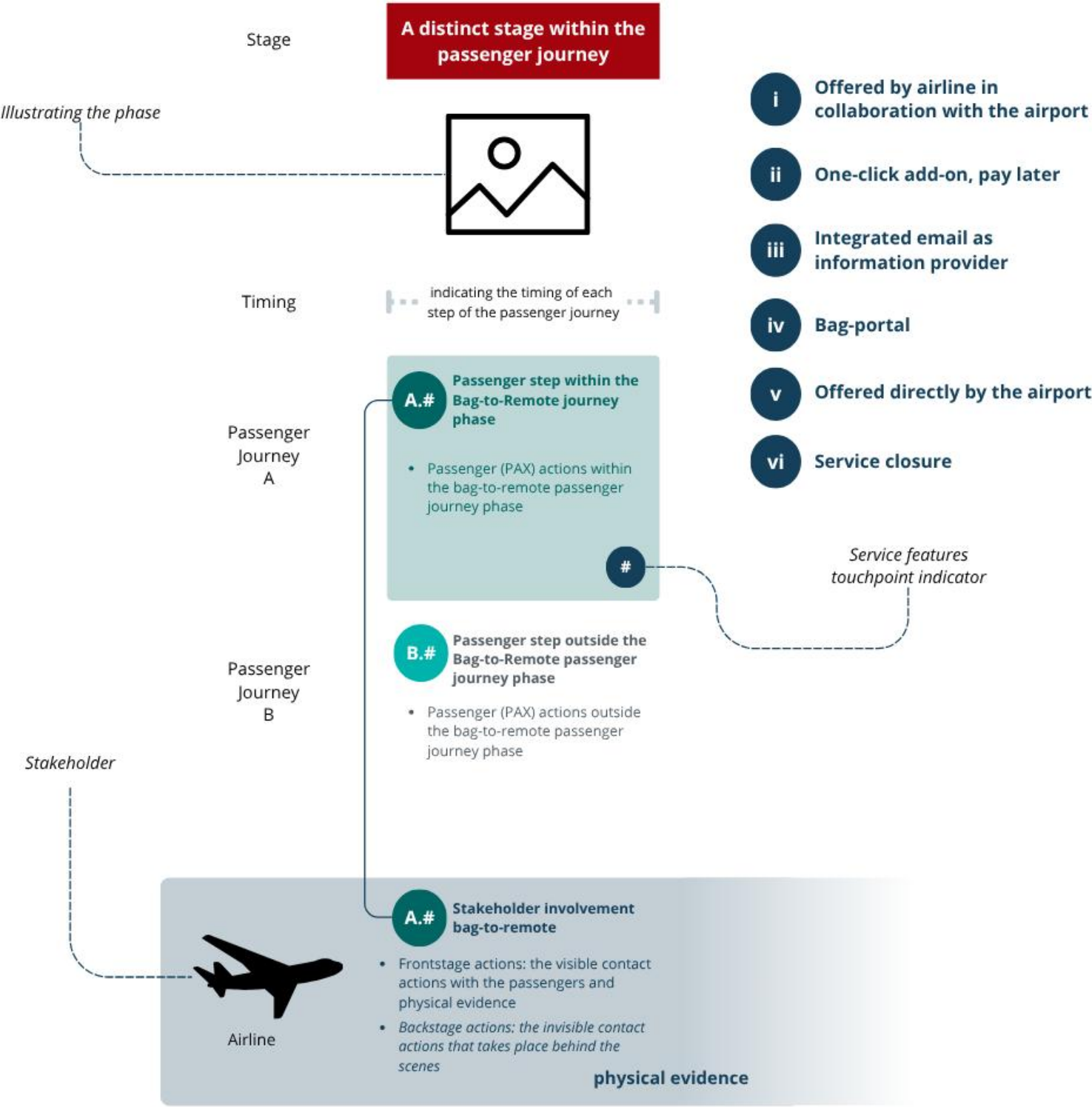




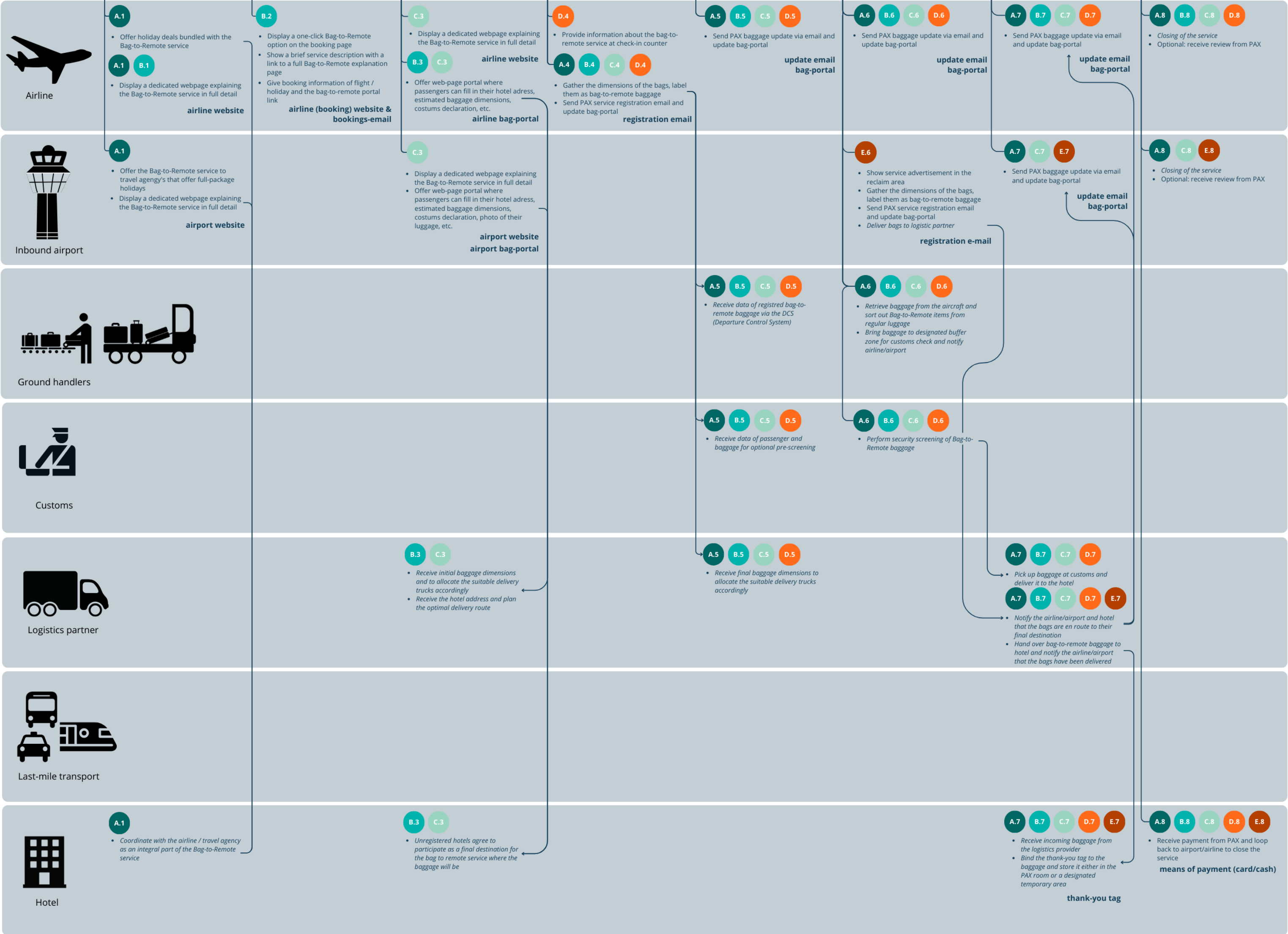
Physical tag on delivered bag. Confirms service completion and includes QR code for review + discount.

Appendix Q: Service blueprint journey A-E

See next pages







Appendix R: Detailed implementation roadmap



Appendix S: Use of Generative AI Tools

During the development of this thesis, OpenAI's ChatGPT (GPT-4) as well as Microsoft's Co-Pilot was used as a supportive tool.

Its role was limited to:

- Assisting (peers) in the *Ideation* phase (Chapter 6.2) by generating additional *How-To* questions and alternative service touchpoint ideas to complement the brainstorming sessions.
- Refining academic language and improving sentence clarity.
- Structuring and summarizing sections based on my own written content.
- Generating alternative formulations to improve readability.

All content generated through ChatGPT and Co-Pilot was critically reviewed, edited, and validated by the author. No data, findings, or references were created by the AI; all research results, analyses, and interpretations are the author's own work. The use of ChatGPT and Co-Pilot complied with TU Delft's and WUR's guidelines on academic integrity and transparency in the use of generative AI tools.

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