Apendix

Two journey mapping sessions were held. The first at TU Delft with nine design students who have experience with traveling and checking bags. The second at KLM with six employees with background in customer experience and/or ground services.
In these sessions, participants were given booklets to fill out with information about themselves and their most recent flight experience. They also engaged in sharing and discussing their experiences before taking part in a brief ideation session to generate and evaluate ideas for improving the issues they identified.

The goal of these sessions was understand current customer journeys to look for trends in what passengers like and dislike about the current situation. Also to understand how different people's preferences and circumstances may impact their perception of the situation. Additionally, the journey mapping was done with the peak-end theory in mind. This exercise
served to help identify current passenger feelings at the end of their journey and understand existing peak moments.

The first two pages of the booklet asked participants about themselves. Page one asked for basic information about name, age, and nationality, along with questions such as work/relaxation balance, and desire to be recognized that were meant to evaluate which demand space each participant most closely fit. The second page simply asked participants to describe what they would do with twenty minutes of free time.
These pages deliberately came before the introduction of details about the project goals and the journey mapping exercise. The goal was to have participants answer these questions independent of the context of air travel and baggage reclaim. However, the questions on the first page were meant to evaluate which of the three demand spaces each participant most closely fit, and the question about what they would do with twenty minutes of free time was asked with the average reclaim waiting time in mind. (participants were not made aware of this fact)

The journey mapping section of the booklet asked participants to recall their most recent experience retrieving checked baggage at the destination airport. It asked them to consider the whole experience from arrival at the gate to departure from the airport. This was done to give context for the situation in which the baggage collection takes place, taking into account their expectations, concerns, and thoughts during this process. To understand what factors influence the baggage reclaim experience.

After mapping their experience, participants were used to use provided stickers to rate each step of the journey as positive, neutral, or negative in terms of their emotions in that moment. This provides an overview of where peak moments during the journey are with the aim of identifying trends.

Next, participants were asked to describe the most pleasant and most unpleasant moments in their journey on post-its. First, each participant read their most pleasant moment to the group and discussed. These discussions lead to more in depth understanding of these moments and conversation about why these moments were prefered and helped identify trends trends in what moments participants most enjoyed and why these were their favorite moments. Then, participants each read their least favorite moment to the group and discussed in a similar manner. With the objective of again, gaining deeper insights and identifying trends in these pain points during the journey.

After discussing these positive and negative peak moments, participants were encouraged to brainstorm on ways to address the issues they identified. The group discussed concepts as I recorded them on post-its and displayed them on a poster. After 20 minutes of discussion, participants were asked to vote on their two favorite concepts. Using a blue sticker for their first choice and an orange sticker for their second favorite. Based on these votes, four top concepts were identified. The group then discussed why they thought these solutions were the most impactful to the customer experience. In addition to discussing solutions, the group debated different methods of implementation. For example, many participants agreed that information about the destination and onward journey was helpful to passengers. However, they had differing opinions as to if this should be done in person by an employee, through a mobile application, or through signage in the airport. As moderator, I encouraged discussion about the pros and cons of each method and the unique experience created by each of these different mediums.

The concept of having accurate data about bag location and expected arrival on belt was confirmed by both the interviews and creative sessions. Participants repeatedly said that more information made them feel more in control and allowed them to make choices about how they spent their time. However, some key concerns arose as well. For example, if a bag is short-shipped, participants agree that the airline should act proactively. However, they don't agree on when the passenger should be informed. One creative session participant mentioned telling the passenger right away, while onboard the flight. He mentioned approaching them with a plan of action for recovering the bag and offering a free on-board drink as small compensation. (an opportunity to turn an unfortunate situation into a positive experience) However, another participant pointed out that you never know how a passenger will react to this news. Some people become quite angry, and then you have the rest of the flight to deal with them in an enclosed space. In her experience, some passenger became unruly about bad news such as this and would be loud, disruptive and/or rude to staff. This could create a negative experience not only for the impacted passenger, but the people around him. She stressed the importance of timing the moment when the bad news is delivered. (and suggested it may not be on the plane)

For the journey mapping session conducted at TU Delft and KLM, workbooks were made for the participants to log their most recent baggage reclaim experiencing. The images on the following pages are the images from that workbook. The pages appear out of order here because the PDF was designed to be printed and folded in half.

THANK YOU!

Journey
Mapping
Booklet

KLM

TUDelft
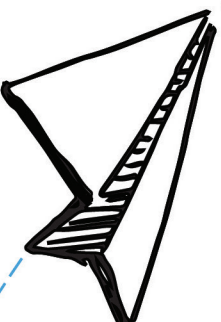
Name:
Age/Age Range:
Nationality:

Do you have an active lifestyle?
(often busy and/or "on the go")
☐ Definitely!   ☐ Somewhat   ☐ Not so much

Do you like to stay connected to
friends/family/coworkers and/or
social media/ news outlets?

☐ Not so much
☐ Somewhat
☐ Always!

Do you typically like to:
☐ feel in control
☐ relax and trust it will work out

Do you like feeling acknowledged and/or rewarded?
☐ Not so much   ☐ Sometimes   ☐ Absolutely!

How is your work/relaxation balance?

Work   Middle   Relaxation

BEST
moment in
your journey

On the Post-Its,
Brefily describe

WORST
moment in
your journey

Use these stickers to evaluate your journey

Place one sticker on each step of your journey to represent the emotion felt in that moment. ⟶

Green stickers: **positive** emotions
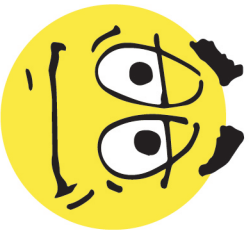
Yellow stickers: **neutral** emotions

Red stickers: **negative** emotions

If you had 20 extra minutes of free time, what would you do with it?
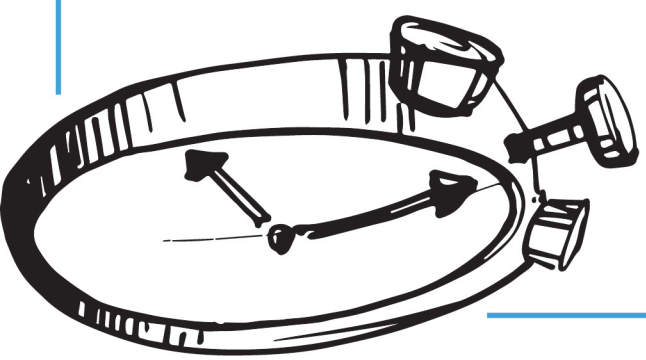
The Last Time You Checked Baggage:

You flew

from: _____

to: _____

Reason for travel:

_____

_____

_____

Who were you traveling with?

_____

_____

Below: please describe the steps in your journey from arrival at destination airport to the time you departed with your bag(s)

Flight lands at destination

Arrive at baggage reclaim area
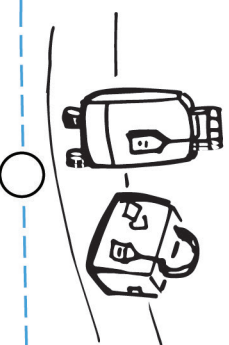
Leave airport
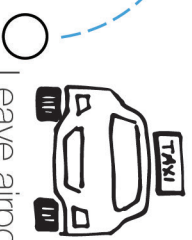
The following images were part of the analysis from the journey mapping sessions. With the peak-end theory in mind, the journeys mapped by participants were analyzed to see where the peak and end moments take place. In completing this analysis, I looked for trends in when these moments occur and what cause them.

Participant Journey Mapping of Most Recent Baggage Reclaim Experience

Results of workbook journey mapping with fifteen participants in two sessions. One session with students at TU Delft. The other, with employees at KLM.

Participants described their most recent experience collected checked baggage. Their journeys started from the time they plane arrived at the gate to the time they left the airport with their baggage.

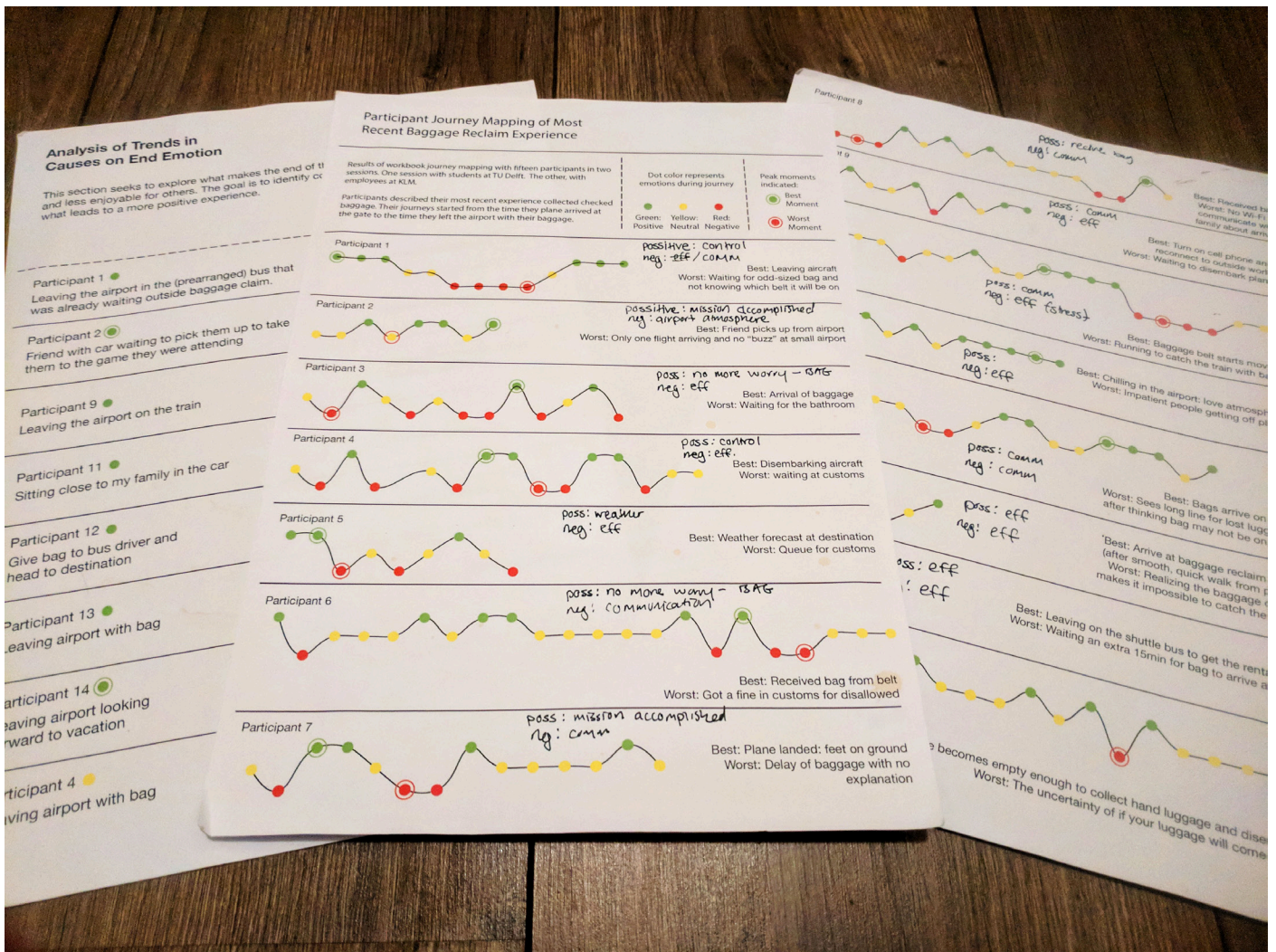Dot color represents emotions during journey

Green: Positive
Yellow: Neutral
Red: Negative

Peak moments indicated:

Best Moment

Worst Moment
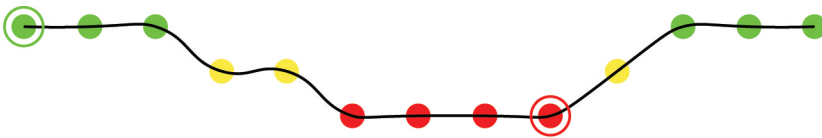
Participant 1

Best: Leaving aircraft
Worst: Waiting for odd-sized bag and not knowing which belt it will be on

Participant 2

Best: Friend picks up from airport
Worst: Only one flight arriving and no "buzz" at small airport

Participant 3
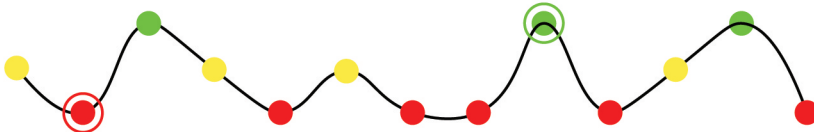
Best: Arrival of baggage
Worst: Waiting for the bathroom

Participant 4
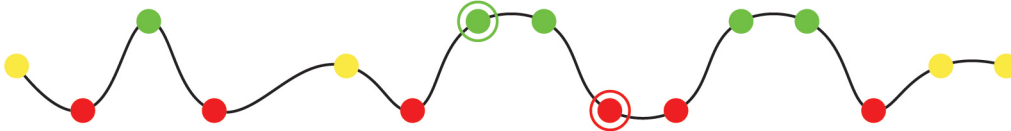
Best: Disembarking aircraft
Worst: waiting at customs

Participant 5
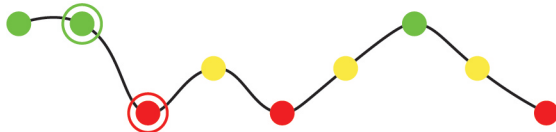
Best: Weather forecast at destination
Worst: Queue for customs

Participant 6

Best: Received bag from belt
Worst: Got a fine in customs for disallowed

Participant 7
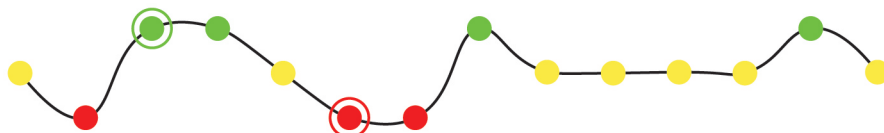
Best: Plane landed: feet on ground
Worst: Delay of baggage with no explanation
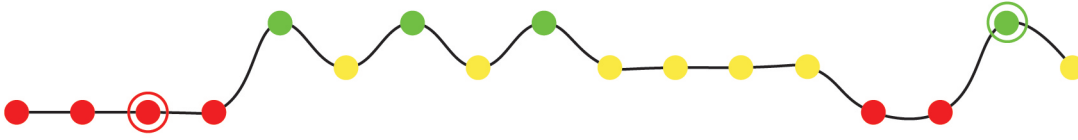
Participant 8
Best: Received bag
Worst: No Wi-Fi to communicate with family about arrival
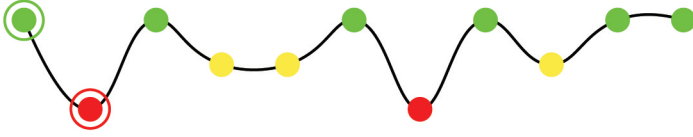
Participant 9
Best: Turn on cell phone and reconnect to outside world
Worst: Waiting to disembark plane
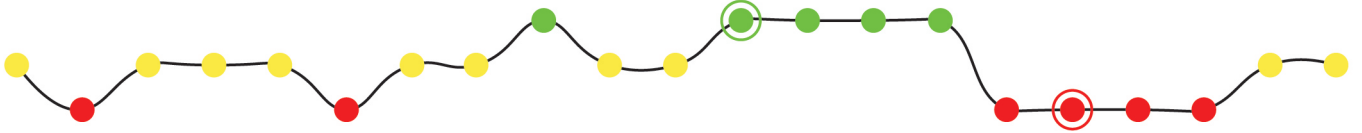
Participant 10
Best: Baggage belt starts moving
Worst: Running to catch the train with bags
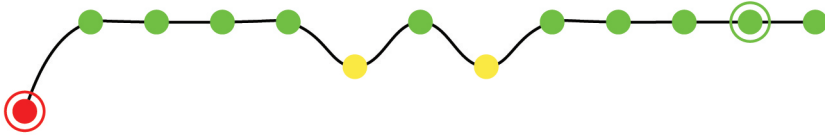
Participant 11
Best: Chilling in the airport: love atmosphere
Worst: Impatient people getting off plane
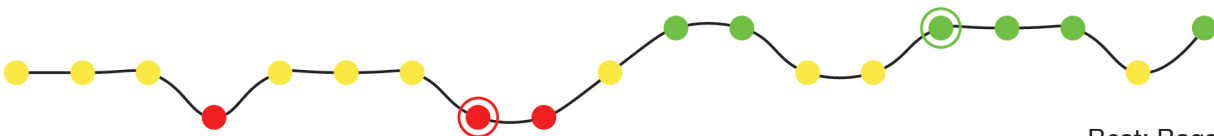
Participant 12
Best: Bags arrive on belt
Worst: Sees long line for lost luggage after thinking bag may not be on belt
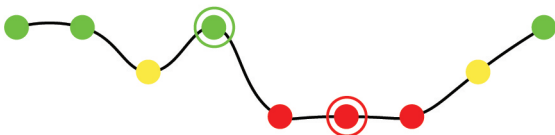
Participant 13
Best: Arrive at baggage reclaim area (after smooth, quick walk from plane
Worst: Realizing the baggage delay makes it impossible to catch the train
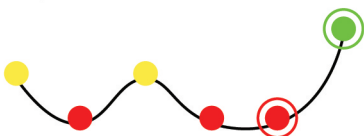
Participant 14
Best: Leaving on the shuttle bus to get the rental car
Worst: Waiting an extra 15min for bag to arrive at belt
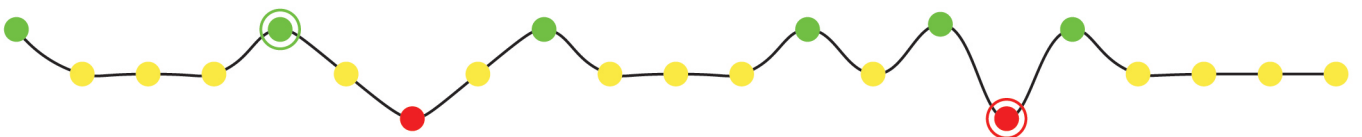
Participant 15
Best: Plane becomes empty enough to collect hand luggage and disembark
Worst: The uncertainty of if your luggage will come or not

Analysis of Participant Journey Mapping Results

End of Journey

The first analysis evaluates the emotions at the end points of the journeys. Luckily, most journeys end in a positive emotion, but there is still room for improvement. Also, explored is the change between the initial and final emotions.

In 40% of cases, the emotion the passenger started with, is also the emotion the ended their journey with. In 33% of instances, passengers ended in a better emotional state than they began their journey in, and in 27% of cases, the emotional state the passenger ended the journey in was worse than when they began. This is the worst case scenario, and should be improved. To understand how to make these improvements, causes for the negative emotions at the end of the journey are explored.
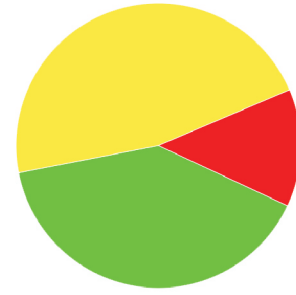
First Step in Journey:
Positive Emotion: 6
Neutral Emotion: 7
Negative Emotion: 2
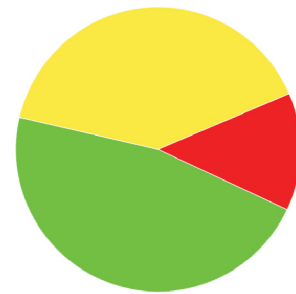
Last Step in Journey:
Positive Emotion: 7
Neutral Emotion: 6
Negative Emotion: 2

First Step   **Last Step**

Start Green
Journeys starting with positive experience:
50% End positive
33% End neutral
17% End negative
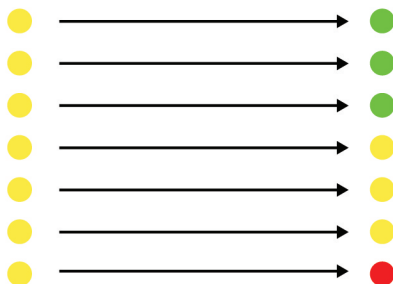
Start Yellow
Journeys starting with neutral experience:
43% End positive
43% End neutral
14% End negative
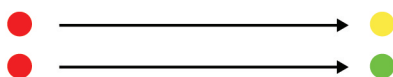
Start Red
Journeys starting with negative experience:
50% End neutral
50% End positive

5/15 Journeys end **better** than they began
x3 yellow → green
x1 red → yellow
x1 red → green

6/15 Journeys end the **same** as they began
x3 green → green
x3 yellow → yellow
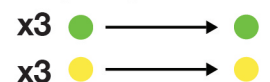
4/15 Journeys end **worse** as they started
x2 green → yellow
x1 green → red
x1 yellow → red
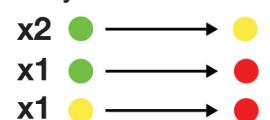
Peaks of Journey

When positive peak occurred in journey:
- Beginning: 10
- Middle: 10
- End: 10
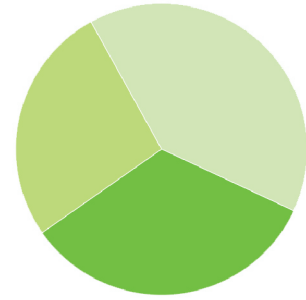
When positive peak occurred in journey:
- Beginning: 5
- Middle: 4
- End: 6

Order of Peak Experience

Positive Experience First: 9

Negative Experience First: 6
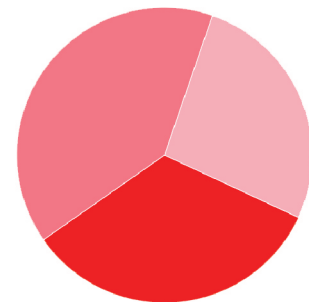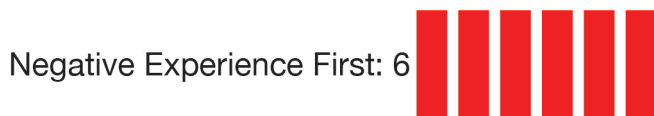
When negative peak occurred in journey:
- Beginning: 5
- Middle: 6
- End: 4

From the analysis, we see that the peaks are spread evenly throughout the beginning, middle, and end of the journey with ten peaks in each. However, upon closer inspection, it can be observed that positive peaks occur more frequently at the end of the journey, whereas negative peaks are most common at the middle. This could indicate that many journeys end of a positive note, but analysis revealed that most passengers experienced the peak positive experience before the negative one. This is a potential issue because it is possible for a negative event to overshadow a positive one that took place before it.

When observing the cited causes of the peak moments, some trends can be observed. One mail theme is efficiency and access to information. Many positive experiences mentioned an efficient process and feeling prepared, while many negative experiences cited inefficient process and/or lack of clear information.

Peaks of Journey

The analysis focuses on the positive and negative peak moments in the passenger journeys. It seeks to understand trends in when and why the occur.

These graphs track when the peak negative and positive moments happened during the journey: at the beginning, middle, or end
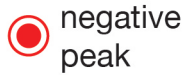
● negative peak   ● positive peak

beginning | middle | end
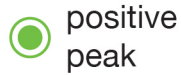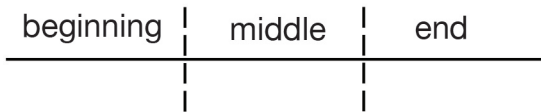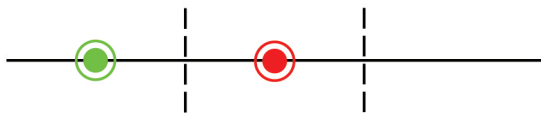
Participant 1

Participant 2
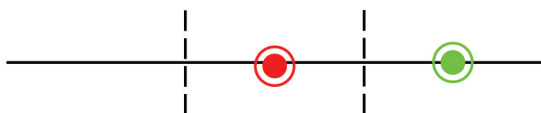
Participant 3

Participant 4

Participant 5
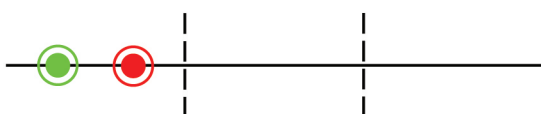
Participant 6
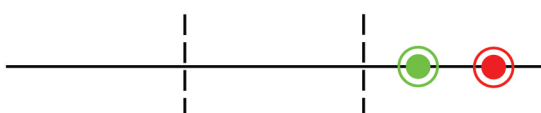
Participant 7

Participant 8
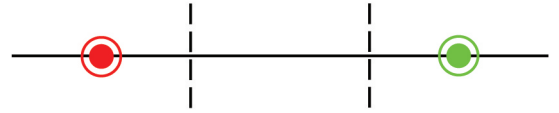
Participant 9
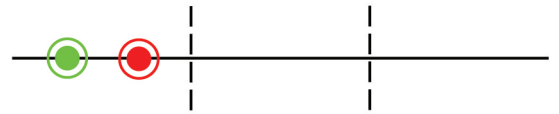
Participant 10
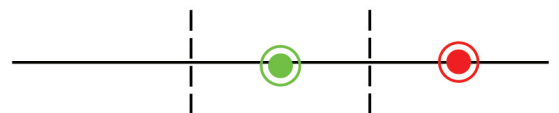
Participant 11
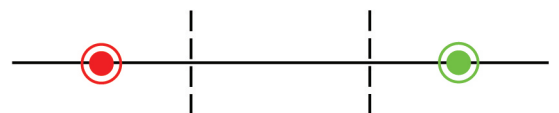
Participant 12
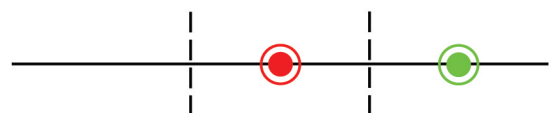
Participant 13

Participant 14
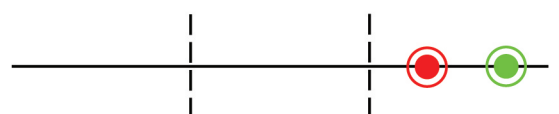
Participant 15
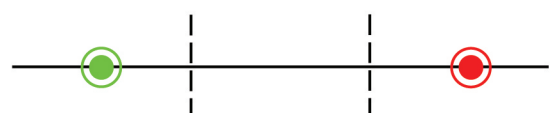
Analysis of Trends in
Causes on End Emotion

This section seeks to explore what makes the end of the journey enjoyable for some passengers, and less enjoyable for others. The goal is to identify common pain points as well as trends in what leads to a more positive experience.

Participant 1 ●

Leaving the airport in the (prearranged) bus that was already waiting outside baggage claim.

Theme: Preparedness, Efficiency

Participant 2 ◉

Friend with car waiting to pick them up to take them to the game they were attending

Theme: Preparedness, Efficiency

Participant 9 ●

Leaving the airport on the train

Theme: Efficiency, Mission Accomplished

Participant 11 ●

Sitting close to my family in the car

Theme: Connected

Participant 12 ●

Give bag to bus driver and head to destination

Theme: Efficiency

Participant 13 ●

Leaving airport with bag

Theme: Mission Accomplished

Participant 14 ◉

Leaving airport looking forward to vacation

Theme: Mission Accomplished

Participant 4 ●

Leaving airport with bag

Theme: Expected

Participant 6 🟡

Waiting for the train

Theme: Efficiency

Participant 7 🟡

Waiting for the train

Theme: Efficiency

Participant 8 🟡

Go through customs (not always sure
what to do) and leave to catch train

Theme: Information

Participant 10 🟡

Waiting for the train

Theme: Expected, Efficiency

Participant 15 🟡

Arriving at train platform

Theme: Expected

Participant 3 🔴

Where should I go? Not sure
how to leave the airport

Theme: Preparedness, Informa-
tion

Participant 5 🔴

Waiting in the heat for a taxi

Theme: Discomfort, Efficiency

- -

Luckily, most passengers already end their trip on a good note, and only a few end on negative experiences. From examining the data, it is clear that efficiency is a major factor in how passengers evaluate the experience. Those who reported positive emotions during the last step in their journey felt the process was efficient, they felt prepared, and some described feeling of accomplishing their mission by arriving at the destination. Participants who noted a neural experience typically but had everything go as expected and thus felt no strong feelings one way or the other. Those who described negative experiences had issues with lack of information or feeling prepared, or lacked effeminacy and the amenities to be comfortable.

Key take aways:

    1) A lack of information and/or preparedness can lead to negative emotions.

    **2) Passengers who leave the airport feeling neutral often has things go as expected
       but lacked anything extras to leave them with a positive feeling.**

    **3) Having the feeling of being prepared and enjoying a smooth, efficient process,
       leaves passengers with positive feelings of accomplishment.**

Participants discussed what they liked and disliked about
travel and these are some of the highlights

Dislike about travel:
1. Packing
2. Que at airport
3. Planning
4. Having a transfer flight/ layover
5. Delays
6. Being away from family
7. Wait time
8. Preparations
9. When expectations are not met
10. Waiting

Like about travel
1. Meeting new people
2. New culture
3. See new places
4. Meeting new people in different environments
5. Relaxing
6. Meeting new people
7. Being away from home
8. Reading about destination

Concepts for Improved Airport Arrival Experience

1. In Berlin, one participant had to wait for their bag, but information was provided in the arrival hall to help with next steps in the journey, such as public transit information. This resulted in the participant feeling their time was used more efficiently. They suggested that such a system be implemented in other airports, like Schiphol as well. (one blue sticker)

2. Info about public transport at belt

3. If you have a 30min wait, send the time relaxing at a spa or shopping

4. Participant reported being "stuck" with nothing to do after customs and suggested a small restaurant or bar be available

5. First bag on belt could be water bottles or other refreshment with a note saying that they were for the passengers

6. Something to welcome passengers to the airport/destination

7. Use wait time wisely to plan next steps of the journey

8. A person present with a trolley offering coffee/tea and information relevant to next steps of journey (three orange, and one blue sticker)

9. Map of the local area (one orange dot)

10. Information about the accommodation and public transport at the destination

11. Clear information about odd sized baggage

12. More staff for improved wait time/ shorter lines

13. Employees could help call attention to information being displayed on screens and possibly offer more detail

14. Energizer or sports massage after long flights

15. Provide proper information to help passengers feel in control

16. Let passengers know in advance how long the wait for their baggage will be

17. Set expectations (wait time)

18. Something to change passenger state of mind (reduce stress)

19. Help passengers move as quickly as possible to the next step in their journey

20. Help passengers not feel lost upon arrival and don't know how to plan to next step

21. Something to relieve passenger anxiety

22. Be proactive if a bag is short-shipped

23. Wifi can offer lots of distractions to make wait time go faster

24. Provide accurate information about baggage arrival time (three blue dots)

25. Enable passengers to decide how to spend time

26. Offer option to pay for reduced wait time

27. Create a feeling of connection to destination environment (ex: portrait of Nelson Mandela at airport in South Africa)

28. Space to change clothes and freshen up

29. Create a lively and welcoming feeling upon arrival with interventions such as music

30. Announcements and signage in local language makes passengers feel connected to the destination environment

31. Camera on reclaim belt so you can see if your bag is on the belt or not

32. App to track where your bag is (one orange and one blue dot)

33. Enable passengers to make decisions on what to do with their time

34. Tell customs wait time in advance

35. Smooth arrival when traveling with children

36. Have something unexpected (may cause issues if this creates a precedent which is not upkept)

37. Time estimate for baggage arrival provided as soon as you exit plane

38. Take in flight entertainment with you (maybe you didn't finish your movie)

39. Always nice when someone offers you something

40. Tell passengers the belt number their bag will be at as soon as they exit the plane

41. Ticket and bag could communicate as a form of tracking device

42. In Japan, they put fake sushi on the belt between bags as a way to entertain passengers, maybe KLM could consider something like this

43. Play music to relieve stress

44. Offer things to refresh passengers after their flight such as toilet, food, water, candy, coffee, shower, fresh air

Setup:

Interviewed six passengers, four of whom were very frequent fliers who traveled for work. The goal of these interviews was to get a more in depth understanding of the user experience. By having a one on one conversation I could ask more detailed questions about what they did and why and how they felt in certain moments. I choose to include passengers who fly frequently and are rewards program members because they fit the "Recharge in the Skies" and "Let me Work" KLM demand spaces. Additionally, these passengers who travel every week represent an extreme case, and often outlier cases can reveal interesting insights which are applicable to a broader audience as well.

These interviews were conducted either in person or on the phone (three of each) and lasted on average one hour. During the interview, passengers were asked some warm up questions which gave a bit of background on themselves, their traveling habits, and allowed me to evaluate which demand space they most closely met. Of course this can change a bit based on the purpose of their travel, but I sought to understand what their most frequent habits and concerns/priorities were and how these fit into the demand spaces. I determined that the two less frequent and more leasure travelers better fit the "A Good Start" demand space. Of the four frequent fliers who traveled for work, two best fit the "Let Me Work" demand space and two better fit the "Recharge in the Skies" profile.

After the introduction questions, I asked passengers to describe their most recent baggage reclaim experience. I asked where they were traveling to and from, what the purpose of the travel was, and who was traveling with them. As they were describing, I would ask question about why they made the decisions they did and how they felt during the different steps of their process. My goal was to understand what they valued and what caused discomfort and/or uncertainty. Because I had previously defined communication, efficiency, and acknowledgment as key focus areas asked on KLM research and passenger feedback from the Dapresy tools, I made sure these topics were covered. The four frequent fliers were members of airline loyalty programs and I asked them about their experience with the memberships and how they felt acknowledged. All passengers were asked questions to understand their perception of the efficiency of the process and where improvements can be made. Questions about communications were asked, not only about contact with the airline, but with other passengers, and anyone else passengers might like to be in contact with during their travel.

After the interviews, key insights and trends were explored. These insights were sorted by how they pertain the communication, efficiency, and acknowledgement. Additionally, insights that did not fit into these themes were identified for consideration in how to improve the overall passenger experience.

Questions:

Passenger Background
How often do you fly?
Do percent of your travel is for work/personal?
Do you tend to fly with a certain airline? Why or why not?
Are you a member of a frequent flier loyalty program? Why or why not?

What distance flights do you typically take? (1/2)
What class do you typically fly? Why? (2)
How important is it to you that you feel acknowledged by the airline? -Personal attention (2&3)
Do you typically feel a need to stay connected – maybe phone/email to friends/ family/ coworkers...
perhaps social media and/or news outlets? (3)
Do you have a fairly active lifestyle –tend to be busy? (3)
When you fly, do you like to feel in control, or do you relax and trust that the airline has everything
covered? (1/3)
What airport facilities do you tend to use? (1/3)
During your time in the airport and plane, do you usually work, relax, or both? (1/2)

Your last flight with checked baggage:
Where were you traveling to and from?
What was the purpose of your travel?
Who were you traveling with?

Tell me about your experience from the time you arrived at your destination airport, to the time you
left the airport.

-facilities used
-pain points
-how was information shared?
-interact with other passenger at all?
-feeling upon leaving airport

Reflecting on your experience
What was your overall impression of the experience?
What was the worst moment?
What was the best moment?

Research uncovered a need for:
-Clear Communication between passengers and KLM
-Seamless process which maximizes use of downtime

Core App Features:
1) Baggage Tracking: Provides real-time information about baggage location through RFID bag tag tracking. With RFID, this information can be specific to each passenger's baggage.

2) Airport navigation & facilities: Makes passenger aware of what is available within the airport and how to find it.

Bonus Features:
Also provides information about local food, culture, and events as well as information to help plan on-ward journey. Over time, the app can learn customer preferences and make suggestions.

Approches:
Guided: The passenger is guided in a step by step process with a limited about of information displayed at one. This provides passengers with a limited amount of control over the information, but lowers the cognitive load, which may be an advantage in the airport setting, which can be a bit chaotic.
Pros: Lower cognitive load, guidance
Cons: Less flexibility
Open: This approach provides passenger with a higher level of information control, presenting an overview of information and allowing passengers to decide how to use it. Passengers are free to create their own plan and use the information as they see fit, but it places a higher cognitive load on passengers.
Pros: More flexibility
Cons: Higher cognitive load

Core Information provided by application:
Baggage Tracking: Real time information about whereabouts of passenger's baggage provided via RFID baggage tag.
Airport Facilities: Information about the facilities available in the airport such as bathrooms, restaurants, and shopping.
Airport Navigation: Guidance through the airport to find points of interest selected by the passenger such as the reclaim belt their baggage will arrive at.
Local Destination: Provides both practical and cultural information about the destination, such as information about the public transit system, hotels, and restaurants as well as information about local art, culture, and current events.

Information the app provides:
-where the passenger's baggage is
-when baggage is expected to arrive
-what reclaim belt baggage will arrive at and how to get there

-where bathrooms are and how to get to them
-what restaurants are in/near the airport and how to get to them
-what shops are in/near the airport and how to get to them

-how to arrange transport from the airport (rental car, taxi, public transport, airport shuttle)
-information about the local area (history, culture, current events)

Step	Current Situation	Desired Intervention
Disembark Plane	This moment can be chaotic and stressful, resulting in passengers starting their baggage reclaim journey on the wrong foot.	Enable passengers to use this time more effectively. It may be possible to already start preparing them for their reclaim journey.
Decide Where to Go	Though many passengers go directly to baggage reclaim, some choose to stop at the restroom, a store, or to contact friends/family/coworkers.	Ensure passengers know their options upon arrival so that all of their needs can be met, and they can choose the best way to spend their time.
Arrive at Reclaim	Passengers tend to follow airport signage to the reclaim area. However it is now always clear at which belt and at what time their bag will arrive.	Provide passengers with accurate data at the time they need it. They should be made aware of the belt number and estimated arrival time in advance.
Wait for Bag	Uncertainty about when bags will arrive, causes passengers to arrive at the reclaim area early and then have nothing to do while waiting.	Knowing when bag will arrive, passengers can choose when to arrive at reclaim area. It may also be possible to use this time to prepare them for their onward journey.
Collect Bag	Many passengers cite the moment when bags arrive on the belt and/or when they see their bag as a highlight in their reclaim journey	Might it be possible to make this high point in the passenger journey even better?
Exit Airport	If passengers are not well prepared, this can create a moment of uncertainty as to how to get to their next destination, ended their journey on a negative note.	Ensure that passengers have reassurance to confidently leave the airport, prepared for their onward journey.

Wire-frames exploring how to share transportation information with passengers so that they can plan for their onward journey. This is something that many participants expressed interest in during the journey mapping and brainstorming session.

Wire-frames exploring in airport navigation and what
passengers might like to do to freshen up after their flight

Screen 1 — Arrival - Baggage Reclaim

Your bag will arrive at Belt 9 in 20 minutes

What would you like to do?

go to reclaim	track bag
quick read	get energized
grab a bite	local music
arrange transit	freshen up

Screen 2 — Arrival - Baggage Reclaim

‹ Freshen Up

- find restroom — 10-15 minutes
- meditation — 5-15 minutes
- refreshing drink — 5-15 minutes
- massage chair — 15 minutes

Screen 3 — Arrival - Baggage Reclaim

‹ Find Restroom

on route — restrooms on way to reclaim

closest — find the closest restroom

Screen 4 — Arrival - Baggage Reclaim

‹ Restroom on Route

Reclaim

- 900 Meters — take me there ›
- 500 Meters — take me there ›
- 30 Meters — take me there ›

You

Screen 5 — Arrival - Baggage Reclaim

‹ 500 Meters

Turn Left in:
100 Meters

Restroom in: 500 meters

Wire-frames exploring how passengers can experience local culture through features like the ability to listen to local music. Participants voiced an interested in feeling connected to local culture.

Screen 1:

Arrival - Baggage Reclaim

09:15

Your bag will arrive at Belt 9 in 7 minutes

What would you like to do?

arrange transit	local music
quick read	track bag
get energized	freshen up

Screen 2:

Arrival - Baggage Reclaim

09:15

< Local Music

Explore Dutch Artists

Shocking Blue
Rock/Nederpop

Koos Alberts
Levenslied

Afrojack
electronic dance

Screen 3:

Arrival - Baggage Reclaim

09:15

< Local Music

Shocking Blue
Rock/Nederpop

Venus..3:06
Album: "At Home" –1969

Mississippi Delta...............2:50
Album: "Good Times" –1974

Navajo Tears.......................2:38
Album: "Inkpot" –1972

Deamon Lover....................6:00
Album: "Scorpio's Dance" –1970

Screen 4:

Arrival - Baggage Reclaim

09:15

< Local Music

Shocking Blue
Dutch rock band from The Hague from 1967 to 1974

Original Members:
Robbie van Leeuwen (guitar, sitar and backing vocals)
Fred de Wilde (vocals)
Klaasje van der Wal (bass guitar)
Cor van der Beek (drums)

2:10/3:06

Venus......... Album: "At Home" –1969

These wire-frames exploring how help passengers manage their time efficiently by providing them in-formation such as estimated time of baggage arrival, where baggage is current located, and how long it will take them to walk to points of interest such as the reclaim area.

Screen 1:

Arrival - Baggage Reclaim

Welcome To: Amsterdam

Your bag will arrive

in **20** minutes | at reclaim **Belt 12**

at: 09:45 | directions to belt 12

🚕 **Where's my ride?**
Arrange onward transportation

🍴 **I'm hungry**
Where to eat nearby

💧 **Freshen Up**
Find nearest restroom

📰 **Local News/Events**
Whats going on in the area

Book | My trips | Flying Blue | Profile | Contact

Screen 2:

Arrival - Baggage Reclaim

Welcome To: Amsterdam

Your bag will arrive

in **20** minutes | at reclaim **Belt 12**

walk to belt

reclaim bag

Screen 3:

Arrival - Baggage Reclaim

Welcome To: Amsterdam

Your bag will arrive

in **20** minutes | at reclaim **Belt 12**

How would you like to spend your time?

walk to belt

5 min | 5 min | 5 min | 5 min

Screen 4:

Arrival - Baggage Reclaim

‹ **Track Bag**

Your Bag is about **10 minutes** away

Schiphol Baggage Handling System

learn more ›

Screen 5:

Arrival - Baggage Reclaim

‹ **Schiphol BHS**

Transport from plane to airport | Load onto reclaim belt

Baggage Handling System

During this phase in the journey, your bag has been checked into the airport facility. Here transfer bags go through a security check while bags arriving at their final destination will go to sorting.

Your bag is currently about **10 minutes away** from arrival at baggage reclaim

Wire-frames from Mocku-up A which was designed to give a clear overview so passengers can use the information to plan how to use their time well.

Welcome To: Amsterdam
the local time is: 9:41

Reclaim **Belt 12** | at 10:11 **30 min.**

Your Baggage

Airport Facilities	Local culture
Nearby	Transport

Your Baggage
Reclaim **Belt 12** | at 10:11 **30 min.**

Freshen Up
bathrooms

Refuel
food and drinks

Relax
lounges etc.

Shopping
stores in airport

Home

Your Baggage
Reclaim **Belt 12** | at 10:11 **30 min.**

Search

Espresso Bar
Aliveness all day long
★★★☆☆ 21 reviews

Grand Café Het Paleis
Regal enjoyment
★★★★☆ 11 reviews

Harvest Market
Biological food just for you
★★★☆☆ 32 reviews

Galaxy Bar
More sips than stars in the sky
★★★☆☆ 17 reviews

GrabandFly
Snatch up a great buy
★★☆☆☆ 24 reviews

La Place
A trip to the market

Home | Airport Facilities

Your Baggage
Reclaim **Belt 12** | at 10:11 **30 min.**

Espresso Bar
Aliveness all day long
★★★☆☆ reviews

👤 **Passenger 1:** This is my favorite cafe. Try the latte!
★★★★☆

👤 **Passenger 2:** Pretty good coffee, and I enjoyed the muffins too.
★★★☆☆

👤 **Passenger 3:** Nice place to grab a coffee after a long flight.

Place Order for Pick-up	See Menu

Navigate to Espresso Bar

Home | Airport Facilities | Food & Drink

Your Baggage
Reclaim **Belt 12** | at 10:11 **30 min.**

• **900 Meters**
approximately 15 min. walk

Route ▶

Home | Airport Facilities | Food & Drink

Your Baggage
Reclaim **Belt 12** | at 10:11 **30 min.**

Turn Left in:
500 Meters

Home | Airport Facilities | Food & Drink

Your Baggage
Reclaim **Belt 12** | at 10:11 **30 min.**

OK

You have arrived at
Espresso Bar

Home | Airport Facilities | Food & Drink

Your Baggage
Reclaim **Belt 12** | at 10:11 **30 min.**

Restaurant 3

Description of Food 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quae duo sunt, unum facit. Sed haec quidem liberius ab eo dicuntur et saepius. Tu enim ista lenius, hic Stoicorum more

★★★★☆ 11 reviews

Directions to Restaurant	Make Reservation

Home | Nearby | Grab a Bite

Your Baggage
Reclaim **Belt 12** | at 10:11 **30 min.**

Reservation at
Restaurant 3

Select from available times

6:30pm	7:00pm
7:30pm	7:45pm
8:00pm	8:30pm

Special Requests/ Dietary Restrictions

Make Reservation

Home | Nearby | Grab a Bite

Your Baggage
Reclaim **Belt 12** | at 10:11 **30 min.**

Confirmation

We look forward to seeing you tonight at **7:30**
A note has been made about your shelfish alergy

Confirm Reservation

Select Different Time

Cancel

Home | Nearby | Grab a Bite

Wire-frames from Mocku-up B which was designed to be more guiding and reduce the cognitive load.

Panel 1:

baggage: reclaim **belt 12** in **15 min.**

Schiphol BHS

aproximatley **15min** until arrival at reclaim

Your bag has been checked into the Schiphod Baggage Handling System where it will be sorted and routed to the proper reclaim belt

Directions to Belt

Back

Home

Panel 2:

Baggage arrival: **30**min | Reclaim **Belt 12**
Your walk to belt: **15**min

Top Rated Choices for:

Coffee
Espresso Bar
Aliveness all day long
★★★★☆ 21 reviews

Food
Harvest Market
Biological food just for you
★★★★☆ 32 reviews

Drinks
Murphy's Irish Pub
Pitcher perfect
★★★★☆ 17 reviews

Explore all Options

Search

Home | Airport Facilities

Panel 3:

Baggage arrival: **30**min | Reclaim **Belt 12**
Your walk to belt: **15**min

Navigate to Espresso Bar

Espresso Bar
Aliveness all day long
★★★★☆ 21 reviews

Passenger 1: This is my favorite cafe. Try the latte!
★★★★☆

Passenger 2: Pretty good coffee, and I enjoyed the muffins too.
★★★☆☆

Passenger 3: Nice place to grab a coffee after a long flight.

Home | Airport Facilities | Food & Drink

Panel 4:

Baggage arrival: **30**min | Reclaim **Belt 12**
Your walk to belt: **15**min

Train 4 Ticket

This barcode has been emailed to you. Scan it at the checkin posts on the platform before entering the train.

OK

Home | Transport | Public Transit

Panel 5:

Your Baggage Will Arrive

Reclaim **Belt 12** | at 10:11 **30 min.**

Your bag has arrived at Reclaim Belt 12

OK

Report Issue With Bag

Venus........ Album: "At Home" →1969

Home | Local Culture | Music

Panel 6:

Baggage arrival: **30**min | Reclaim **Belt 12**
Your walk to belt: **15**min

Train 4 to Hotel

Ticket will be valid for trave on Train 4 between Schiphol Airport and Waterlooplein within the next 24hrs

card type

X34X78998222X345
Enter payment details

Purchase Tickets

Home | Transport | Public Transit

Panel 7:

Baggage arrival: **30**min | Reclaim **Belt 12**
Your walk to belt: **15**min

Train 4 to Hotel

You can catch tram 4 outside of the airport and take it 7 stops (35 min) to your hotel

Purchase Tickets

See Route

Home | Transport | Public Transit

Panel 8:

Baggage arrival: **30**min | Reclaim **Belt 12**
Your walk to belt: **15**min

Train 4 to Hotel

Follow signage to Ground Transportation and take Train 4 towards Central Station

Meent
Sportlaan
Onderuit
Spaklerweg
Wibautstraat
Weesperplein
Waterlooplein
your hotel will be on the left in 200m

Purchase Tickets

Home | Transport | Public Transit

Panel 9:

Welcome To: Amsterdam

the local time is: 9:41

Your Baggage will arrive
Reclaim **Belt 12** | at 10:11 **30 min.**

Would you like to...

Local Culture

Panel 10:

Baggage arrival: **30**min | Reclaim **Belt 12**
Your walk to belt: **15**min

Recomended Artist

Artist 1

Description of Artist 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quae duo

Listen

Other Artists

Home | Local Culture