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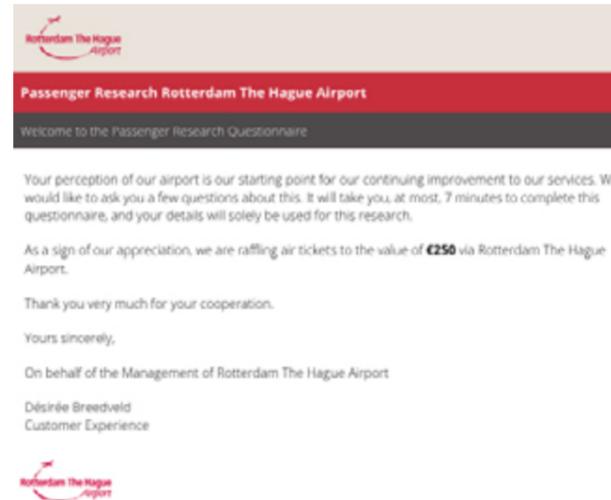
Deliver

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A. RTHA INTERNAL SURVEY ANALYSE

OVERVIEW

- [HTTPS://NL.SURVEYMONKEY.COM/R/F8H-DKZQ](https://nl.surveymonkey.com/r/f8h-dkzq)
- from 2016 ~ now : about 13,000 respondents
- From April 2018, RTHA began to question regarding passenger's journey to airport
- From Later year 2017, the survey was influenced by the terminal renovation



SCALE SURVEY : GENERAL (2017 UNTIL AUGUST)

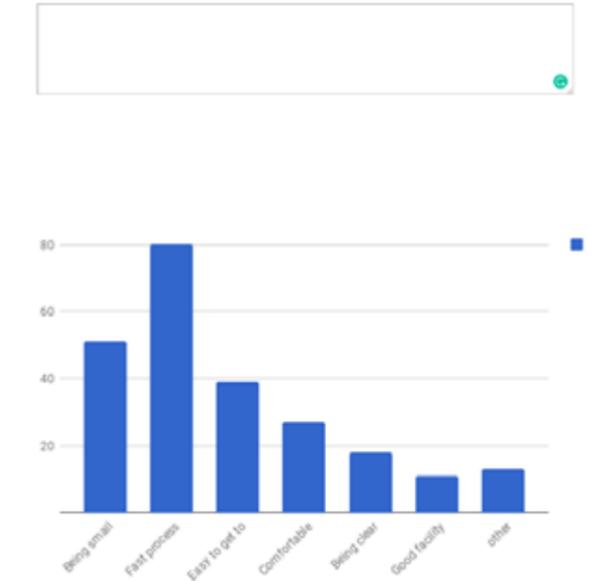
- Asks to scale between 0 to 10 per different parts
- looked at 2017 answers(before renovation)
- Top 3 : mainly the fast process
- 1. Speed of check-in (8.33)
- 2. General overview and clarity of information (8.17)
- 3. Speed and efficiency (8.11)
- Bottom 3 : mainly the commercial facilities
- 1. Food at the restaurant (6.99)

	1	2	3	4	5
Sociability (atmosphere and entertainment)	<input type="radio"/>				
Peace and privacy	<input type="radio"/>				
Comfort	<input type="radio"/>				
Clean and tidy	<input type="radio"/>				
Cleanliness of the toilets	<input type="radio"/>				
The assortment offered at the restaurant	<input type="radio"/>				
Hospitality of the catering staff	<input type="radio"/>				
Fast and efficient service by the catering staff	<input type="radio"/>				
The assortment offered at the airport shop	<input type="radio"/>				
The friendliness of the staff at the airport shop	<input type="radio"/>				

SHORT ANSWER SURVEY:GENERAL (RANDOM 250 RESPONSES FROM 2017)

- Short answer question about strength and point of improvement of RTHA
- The main strength
- 1. Quick process time (check-in and security check, etc)
- 2. The size of the airport (not so overwhelm like Schiphol)
- 3. Close to get to by car (mainly people who live near by)
- 4. Comfortable and cozy atmosphere
- 5. Easy to understand the direction (due to its small size)

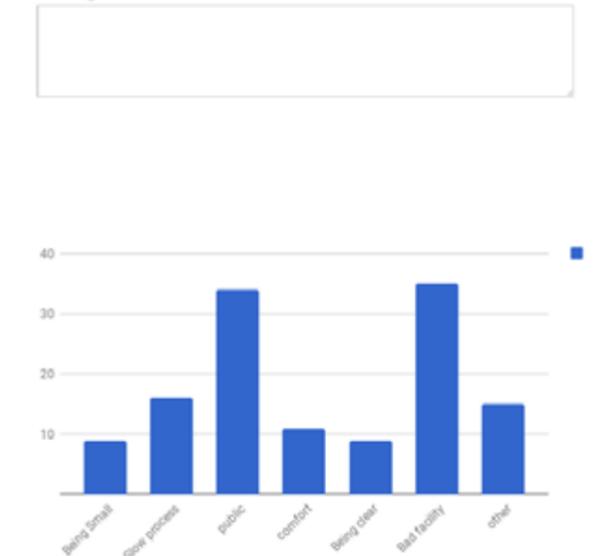
What do you consider to be the strengths of this airport? What is the first thing you think of?



SHORT ANSWER SURVEY:GENERAL (RANDOM 250 RESPONSES FROM 2017)

- Points of improvement
- 1. Facilities (small range of food, shop sales items, etc)
- 2. Public transportation link
- 3. Slow process during peak hour(especially in the morning)
- 4. Being unclear (lack of information)
- 5. Being small (feeling busy crowded)

What do you consider a point of improvement for the airport? What would be the first thing that comes to mind?



A. RTHA INTERNAL SURVEY ANALYSE

SCALE SURVEY:TRANSPORTATION (FROM APRIL 2018)

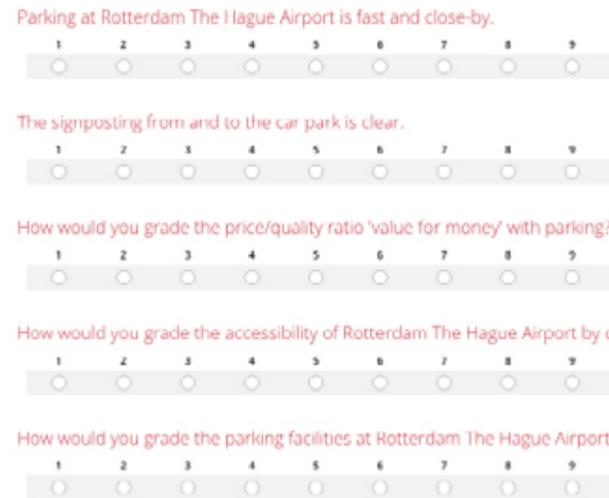
- Asks to scale between 0 to 10 per different parts.

- Top 3 :

1. Accessibility by car (8.32)
2. Car parks location (8.31)
3. Car parks facility (7.84)

- Bottom 3

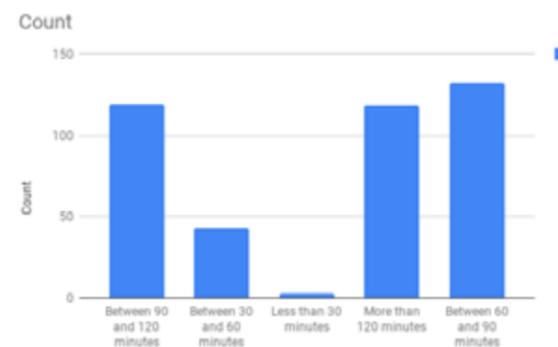
1. money value of the car parks (7.19)
2. Public transportation accesibility(7.45)
3. Car park signage(7.46)



OTHER SURVEY:TRANSPORTATION (FROM APRIL 2018)

- The passengers arrive at the airport

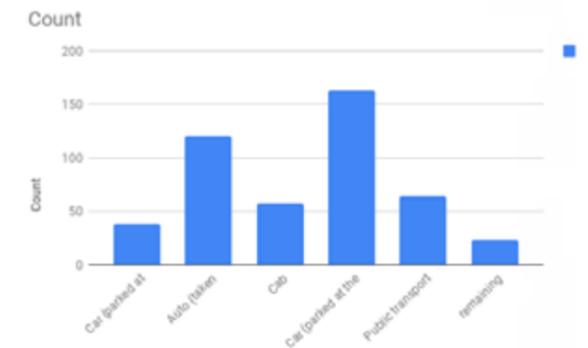
1. Between 60 ~ 90 mins prior to their flight : 32%
2. Between 90 ~ 120 mins prior to their flight : 29%
3. more than 120 mins prior to their flight : 28%



OTHER SURVEY:TRANSPORTATION (FROM APRIL 2018)

Types of the transportation mode

1. Private car parked at RTHA : 35%
2. Private car dropped off by friends/family : 25.8%
3. Public transportation : 13.8%
4. Taxi : 12.3
5. Private car parked outside of RTHA : 8%



B. ONLINE/OFFLINE PRELIMINARY SURVEY OVERVIEW

RESEARCH QUESTIONS

- Is there preference in airport transportation mode for any specific group?
- What is the passenger's preference and opinion per each airport transportation mode?
- When is the most stressful moment between home / airport and why?
- What is the most important factor regarding the airport accessibility and why?



SAMPLE NUMBER

64 RESPONDENT



METHOD

ONLINE +
OFFLINE SURVEY TAKEN
AT RTHA TERMINAL



AGE GROUP

FROM 15 TO 65



PASSENGER TYPE

VACATION : 87.5 %
OTHER : 12.5 %

Dutch airport landside accessibility survey

Thank you for your participation. This survey is anonymous and will take approximately 10 minutes. If you have any question, please send an email to y.j.park@student.tudelft.nl

1+ How often do you travel via flight?

A more than 5 times a year

B 2-5 times a year

C 1-2 times a year

D Less than once a year

2+ What is the most common purpose of your travel?

A Business travel

B Vacation

C Family/friend visit

D Other

3+ How many companions do you usually have when you travel?

A Alone

B In a couple

C Group of 4 -5

D Group more than 5

4+ When would you arrive at the airport for the European flights(Schengen flights)?

A less than 30 minutes before the departure

B 30 min ~ 1 hour before the departure

C 1 hour ~ 1.5 hour before the departure

D 1.5 hour ~ 2 hours before the departure

E 2 hours or more before the departure

5 → Which transportation mode would you take the most to reach the airport in the Netherlands?

- A Train
- B Metro
- C Bus
- D Taxi
- E Private/rental car
- F Other

6 → Please specify your reason for the previous question.



7 → When was your most stressed moment while you are **going** to the airport in the Netherlands?

(from home/origin to check-in gate)

- A When you just leave your apartment/hotel
- B When you are inside the transportation vehicle to the airport
- C When you just arrived at the airport (at the bus/train station or at the curbside)
- D When you proceed to the check-in desk/gate (in the check-in hall)
- E Other

8 → Please specify your reason for the previous question.



9 → When was your most stressed moment while you are **leaving** the airport in the Netherlands?

(from the welcoming hall to home/destination)

- A When you just arrive in the welcoming hall(after the baggage custom check/sliding door)
- B When you proceed to your transportation (in the welcoming hall)
- C When you wait for your transportation (at the bus/train station or at the curbside)
- D When you are inside the vehicle leaving the airport
- E Other

10 → Please specify your reason for the previous question.



11 → What would you think is **the most** important factor in the airport transportation?

- A Availability/Convenience(Easy to access)
- B Comfort
- C Cost
- D Punctuality being on time)
- E Other

12 → What kind of help would you like **the most** to ease the above mentioned stressful moments?

- A Forecasting service showing upcoming traffic
- B Comfortable interior design(e.g.chair, shelf for baggage.etc)
- C Baggage free service (e.g.door to door baggage delivery)
- D Personal assistant device (e.g. airport app, transport app that guide you where and how to reach to the destination)

13 → Please specify your reason for the previous question.



14 → What is your age?

16 → How long have you been living in the Netherlands?

- A I am a native
- B more than 5 years
- C 1-5 years
- D less than 1 year

15 → What is your occupation?

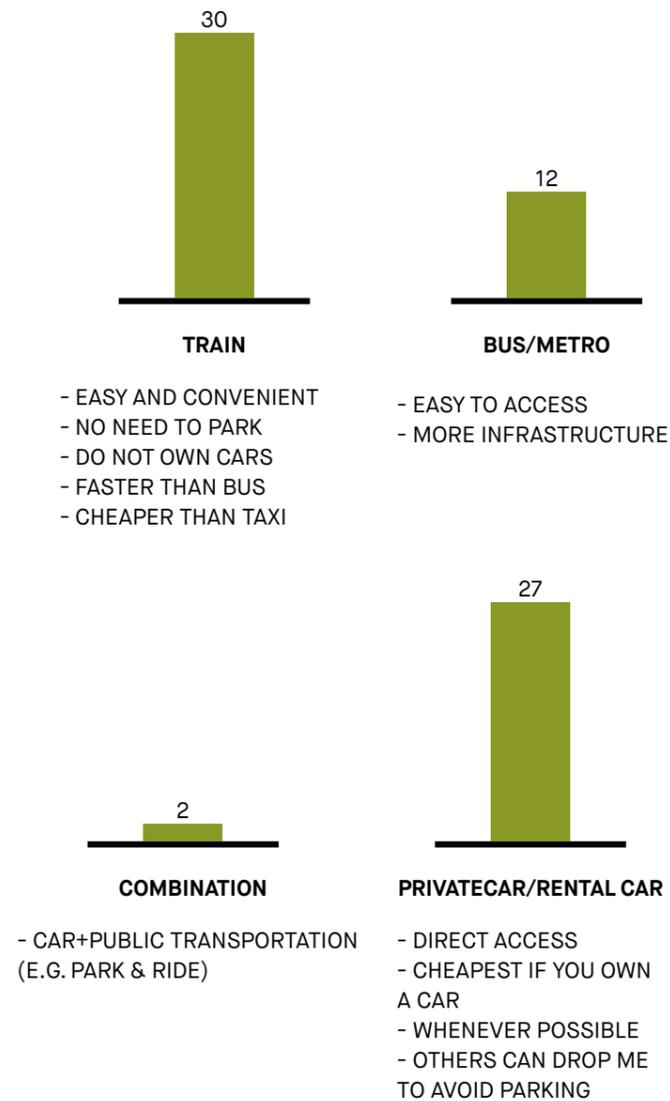
- A Employed by company
- B Self employed
- C Student
- D Unoccupied
- E Other

“ All done! Thank you very much!

B. ONLINE/OFFLINE PRELIMINARY SURVEY RESULT

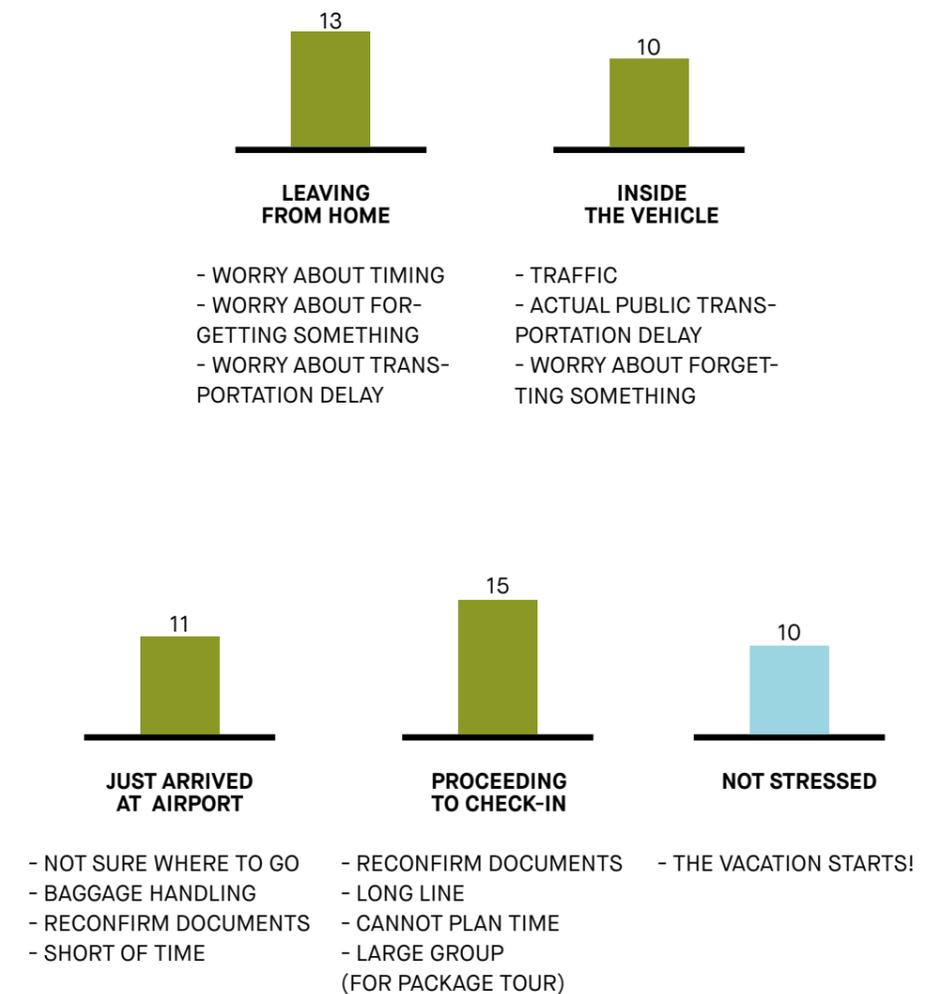
TRANSPORTATION MODE

- Little relation between the transportation mode and any passenger group
- Car parks to consider (resulting car-pool, park & ride)



STRESS MOMENTS FOR DEPARTING PASSENGERS

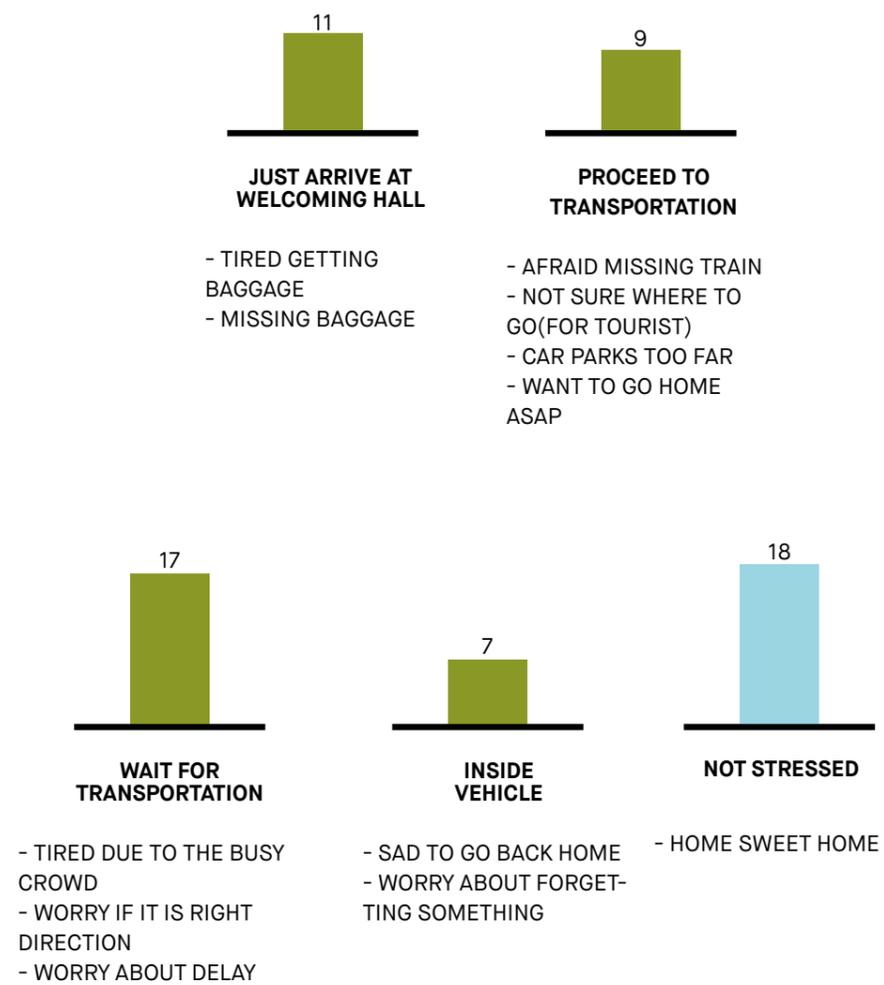
- More stress on the way to the airport
- Similar stress happening on different stage of the journey
- No remarkable stage for the stress



B. ONLINE/OFFLINE PRELIMINARY SURVEY RESULT

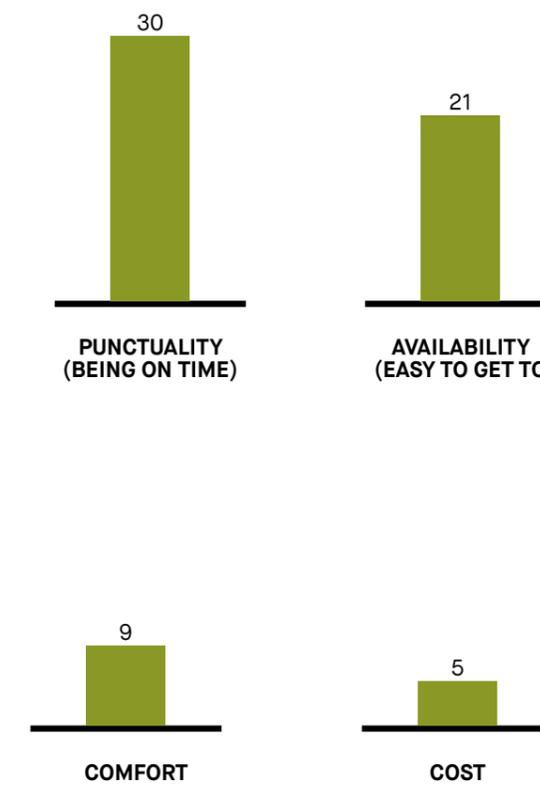
STRESS MOMENTS FOR ARRIVING PASSENGERS

- Stressed by the previous moment (baggage handling)
- Pause evoke stress
- Less likely stressed



THE MOST CONSIDERED FACTOR IN AIRPORT TRANSPORTATION

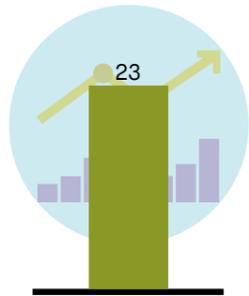
- Punctuality as the key factor
- No relationship with other groups



B. ONLINE/OFFLINE PRELIMINARY SURVEY RESULT

OPINIONS/PREFERENCE PER PASSME BREAK THROUGHS

- No relationship with the previous question
- Very coherent reason for the preference



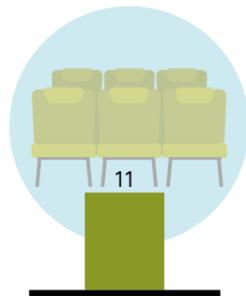
BREAK THROUGH 1

- TO MANAGE THE TIME AND PLAN BETTER



BREAK THROUGH 2

- BAGGAGE SLOWS DOWN THE JOURNEY
- BAGGAGE ADD STRESS



BREAK THROUGH 3

- TO FEEL RELAXED



BREAK THROUGH 4

- TO KNOW WHERE TO GO

C. PASSENGER JOURNEY SESSION KIT, PLAN

RESEARCH QUESTIONS

- What is the general passenger journey from home to the airport?
- What are the common stressful moment?
- What are the common positive moment?

TEST PLAN

- 0 ~ 5 min : Introducing selves using starter kit
- 5 ~ 20 min : Creating the journey map using collage
- 20 ~ 30 min : Q & A regarding the journey map
- 30 ~ 35 min : Farewell



SAMPLE NUMBER

7 PARTICIPANTS



METHOD

OFFLINE SESSIONS
AT RTHA TERMINAL



AGE GROUP

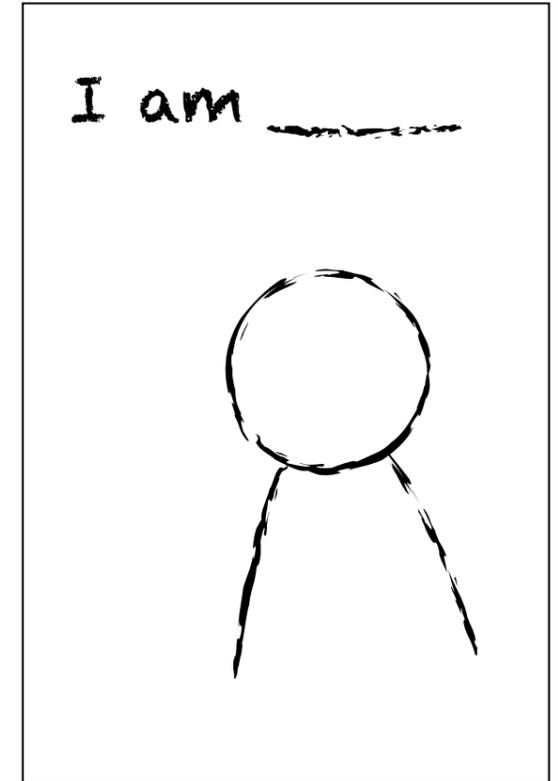
FROM 20S TO 50S



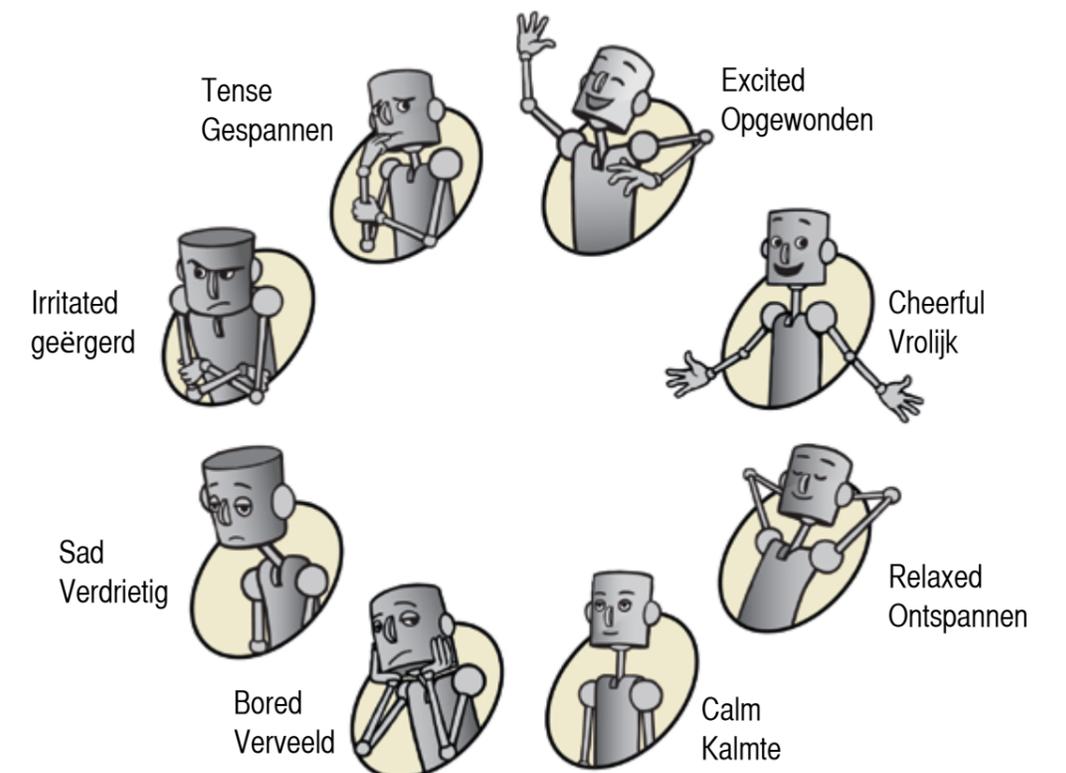
PASSENGER TYPE

VACATION : 100 %
OTHER : 0 %

STARTER KIT



PICK A MOOD



COLLAGE SET (NEXT PAGE)

C. PASSENGER JOURNEY SESSION KIT, PLAN



D.PASSENGER JOURNEY SESSION OUTCOME

1.

AGE : late 40s

PURPOSE : Vacation

Mode : Own car

From : Alkmaar

KEY QUOTE
"This time, only one bag."

EVENT
The couple remembered that Transavia was very strict and allowed only one bag per person. Therefore she packed everything in one luggage. She was very dissatisfied before when she was not allowed to bring extra small hand bag.

EMOTION

Dissatisfied

NOTES
She only learnt to prepare only 1 baggage from her previous experience.

KEY QUOTE
"We used the smartphone to navigate the direction"

EVENT
They used their smart phone to check time, traffic information and flight info while they were on the way.

EMOTION

Confident

NOTES
Smart phone is being used as a multi-purpose tool.

KEY QUOTE
"We found out that we are not in hurry. We grabbed sandwich on the way."

EVENT
They found out that the traffic was not very busy. Therefore they stopped on the way and enjoyed their sandwich.

EMOTION

Relaxed

NOTES
Although they had an app showing the traffic information, they trust when they really see with their own eyes.

KEY QUOTE
"The shuttle was waiting for us at the quick parking. "

EVENT
They used quick parking for the first time. The shuttle was waiting for them when they just arrived at the quick parking. They were little bit afraid if the taxi was not there.

EMOTION

Happy

NOTES
Being on time add trust feeling. They liked since the schedule was under control.

KEY QUOTE
"I understand why some people like RTHA. It is clear and quick."

EVENT
They like RTHA because they can see everything at their sight. They quickly catch where is where.

EMOTION

Easy/Under control

NOTES
Smaller size can be as advantage

AT HOME

ON THE WAY

ACCESSING TO AIRPORT

AT AIRPORT

KEY QUOTE
"We came from Alkmaar. We did not choose to use RTHA. It was because of the cheaper ticket."

EVENT
They often use Schiphol airport because it is close. But this time, they came to RTHA since the ticket was cheaper.

EMOTION

Natural

NOTES
They did not mind going to the further airport for the cheaper flight ticket.

KEY QUOTE
"Because we live far, we were worried if we left our place at the right time"

EVENT
Since this was their first time to RTHA, they were worried if they left their place at the right time. They used their own car but they were worried about the possible traffic jam.

EMOTION

Worried

NOTES
Driving their own car, traffic can be the source of stress.

KEY QUOTE
"We were in hurry but we had to get some cash from ATM first just in case on the way to the airport"

EVENT
They are flying to Spain and they prepared some cash before because their card might not work at their destination.

EMOTION

Feel bothered

NOTES
Although they are 99% sure, they prefer to play safe and be ready for any irregular incident.

KEY QUOTE
"We used quick parking because it was much cheaper."

EVENT
They booked quick parking 2 weeks in advance because they realised the parking fee at the airport was very expensive.

EMOTION

Relaxed

NOTES
They were planning ahead to save their money.

KEY QUOTE
"We are too early but it is ok. It is sunny. "

EVENT
Although they left their home too late, they managed to arrive at the airport early since everything went smoothly. They enjoyed sunshine at the airport.

EMOTION

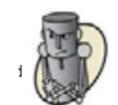
Relaxed

NOTES
Being on time add trust feeling. They liked since the schedule was under control.

D.PASSENGER JOURNEY SESSION OUTCOME

KEY QUOTE
"No public transportation after mid night. But my baggage often comes out too slow."

EVENT
They are sometimes very intimidated since they are afraid of missing the last public transportation. They are often frustrated because their bag comes out later than others.

EMOTION

Feeling unlucky

NOTES
The public transportation schedule is already a point of concern at the baggage reclaim. Passengers may even feel unlucky to have their bag late.

KEY QUOTE
"My vacation is over."

EVENT
When they are inside their car, going back to their place, They began to feel that their good time is now over. But at the same time, they are happy to go home.

EMOTION

Mixed feeling

NOTES
Passengers need time to get back to their routine life.

2.

AGE : early 50s
PURPOSE : Vacation
Mode : by Public transportation
From : Eindhoven

KEY QUOTE
"We tried yesterday but every parking lot was fully booked"

EVENT
First, they tried to book quick parking but they did not manage because it was full. They believe it was too late.

EMOTION

Irritated

NOTES
It is hard to arrange the parking a day before.

KEY QUOTE
"We asked our friend to drop at Eindhoven station."

EVENT
Because it was short distance from their home to the station, they asked their neighbour to drop them at the station. They feel thankful to their friends but not too much because they often drop their friends as well.

EMOTION

Feeling thankful

NOTES
They did not have any trouble finding people to drive them short distance.

KEY QUOTE
"We had a cup of coffee at Rotterdam CS."

EVENT
Everything was going as they planned. They decided to stop at Rotterdam CS and have a small break.

EMOTION

Relaxed

NOTES
Small pause on the way can add positive feeling.

LANDING AT AIRPORT

ON THE WAY BACK

AT HOME

ON THE WAY

KEY QUOTE
"The flight was once delayed by 2 hours. Things happen"

EVENT
Their flight was delayed by 2 hours. They were in panic and in hurry when they landed at the airport.

EMOTION

Panic

NOTES
People has little to do to deal with such an incident (delay).

KEY QUOTE
"They said it is ok to be delayed."

EVENT
The couple was afraid that their flight may be delayed this time as well. So they asked to the quick parking what to do if that happens again. The company said it will be ok and the shuttle will be available then.

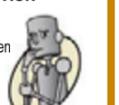
EMOTION

Relieved

NOTES
Giving more allowance provide extra comfort.

KEY QUOTE
"My friend was suppose to pick us up. I felt very sorry because the flight was delayed."

EVENT
Their friend were suppose to pick us up at the airport. Although they called their friend regarding the delayed schedule, they still felt sorry.

EMOTION

Feeling sorry

NOTES
The flight problem can lead passengers to feel sorry.

KEY QUOTE
"We have to change our plan very late"

EVENT
Their friend was planned to take them to the airport. But their friend canceled the arrangement at the very last minute. They had to plan the trip again.

EMOTION

Busy

NOTES
They did not have plan B.

KEY QUOTE
"We planned everything using app because I hate being late."

EVENT
They live near Eindhoven area. Although their plan was changed, they planned the public transportation schedule in advance using app.

EMOTION

Feeling under control

NOTES
Planning the trip is considered easy if the passengers do plan their trip.

KEY QUOTE
"Somebody jumped from the platform at Tilburg station. It was ok. Different direction"

EVENT
Someone committed suicide at Tilburg station. They felt lucky since he jumped at the different platform. But when they think about it now, they feel sorry about the incident.

EMOTION

lucky to sorry

NOTES
Anything can happen on the way. They are more concerned with their trip then the general incident.

D.PASSENGER JOURNEY SESSION OUTCOME

KEY QUOTE
"Bus is a bus."

EVENT
They arrived at the airport by Bus 33. They think that the bus was not the most comfortable but they think it is good enough for a bus.

EMOTION

Understand

NOTES
They have different expectation per transportation modes.

KEY QUOTE
"We arrived way too early"

EVENT
They did not know that they cannot check in earlier than 2 hours. Although Bart likes being early, Karin thinks it is too early. She is bored.

EMOTION

Bored

NOTES
Passengers think they can check in whenever they want.

KEY QUOTE
"I think parking fee at the airport is way too expensive."

EVENT
They think the parking fee is too expensive. They try to find their friend to drive them to the airport. Otherwise they use public transportation.

EMOTION

disappointed

NOTES
Parking fee makes them to use public transportation.

ACCESSING TO AIRPORT

AT AIRPORT

LANDING AT AIRPORT

ON THE WAY BACK

KEY QUOTE
"It is ok. The sun is nice. I often enjoy waiting at the airport reading books and stuff"

EVENT
Bart thinks he made the right decision. He planned everything very safe, resulting them to arrive at the airport too soon.

EMOTION

Relaxed

NOTES
Waiting at the airport can be a positive experience based on the atmosphere and activity.

KEY QUOTE
"We prefer to arrive using Eindhoven airport because we can walk to home."

EVENT
They live near Eindhoven airport(max 20 minutes walk). They like arriving Eindhoven because they can arrive anytime they want.

EMOTION

Neutral

NOTES
They prefer to walk than being constraint by transportation.

D.PASSENGER JOURNEY SESSION OUTCOME

PROJECT INTRODUCTION

3.

AGE : early 60s

PURPOSE : Vacation

Mode : by Public transportation

From : Schiedam

KEY QUOTE
"This time, I am going with my friend.(...) I will meet them at the airport."

EVENT
She normally goes on vacation with her husband. But She is having year off. She planned a trip with her friends.

EMOTION

Joyful

NOTES
She usually has a designated trip partner.

KEY QUOTE
"My OV Kaart did not work."

EVENT
At the station, her OV kaart did not work so she tried few times trying to figure out. But she could not manage.

EMOTION

Irritated

NOTES
She tried to sort the trouble by herself first.

KEY QUOTE
"Bus was relaxing. Not many people."

EVENT
She used bus 33. She liked the bus since there were not many people.

EMOTION

Relaxed

NOTES
She was satisfied with the bus service since it was not too busy.

KEY QUOTE
"Before at Sweden, my bag was too heavy and had to throw some away. It was ok in Schiphol."

EVENT
Her bag was too heavy to be on board at Sweden airport. She was puzzled because it was ok when she left from Schiphol. She said she did not add anything.

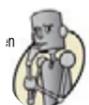
EMOTION

Puzzled

NOTES
Different airport has different standard.

KEY QUOTE
"I am not sure if my bag is too heavy."

EVENT
She did not check in yet but she is worried if her baggage is allowed to bring inside the cabin.

EMOTION

Worried

NOTES
She does not have clear standard with her cabin baggage.

AT HOME

ON THE WAY

ACCESSING TO AIRPORT

AT AIRPORT

KEY QUOTE
"I left home. It's Sunny, It's the start. "

EVENT
She left her home in joy. She walked to the station spending 15 minutes

EMOTION

Joyful

NOTES
The vacation started right after she left her home

KEY QUOTE
"Information lady helped me with my OV kaart"

EVENT
She eventually asked the lady at the information center. It was actually small problem. The lady was very kind and my mood got better.

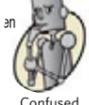
EMOTION

Thankful

NOTES
Help from others made the passenger feel better.

KEY QUOTE
"One time, we missed our flight because we could not reach to the airport."

EVENT
She and her husband were on the way to Dusseldorf because the airport was named as Dusseldorf. But in fact, the airport was quite distanced from Dusseldorf(near Venlo). They ended up missing their flight.

EMOTION

Confused

NOTES
Sometimes airport is named after the big city not so near by.

KEY QUOTE
"I like it here. Quiet and close by."

EVENT
She does not use RTHA very often. But she likes RTHA more than Schiphol because it is quiet and close by.

EMOTION

Relaxed

NOTES
Small airport has its own value.

D.PASSENGER JOURNEY SESSION OUTCOME

KEY QUOTE
"I am very concerned with delay because I don't want to take a taxi."

EVENT
She once missed the very last train and had to take a taxi due to the delay.

EMOTION

Worried

NOTES
She need to be cautious when she takes late night flights.

KEY QUOTE
"My baggage did not come out once. Because of that I had to wait long."

EVENT
Her baggage did not arrive once. But she had to wait long until she was fully convinced that her baggage did not arrived at the airport.

EMOTION

Frustrated

NOTES
Two stress factors; missing baggage and waiting long.

LANDING AT AIRPORT

ON THE WAY BACK

KEY QUOTE
"Schiphol, always lot of people. I get headache "

EVENT
Whenever she arrives at Schiphol, she become very stressed due to the crowd. It may be because she is tired already from the flight.

EMOTION

stressed & tired

NOTES
Big airports such as Schiphol has constant peak hour.

KEY QUOTE
"My baggage was brought few days later."

EVENT
She was very unhappy that her baggage was delivered a few days later. She thought she did not deserve this.

EMOTION

Unhappy

NOTES
Not going as planned made her feeling unlucky.

4.

AGE : 33

PURPOSE : Vacation

Mode : by Bicycle

From : Rotterdam

KEY QUOTE
"I left home. Good bye to my family. "

EVENT
He is married man and has two kids. He decided to go on vacation by himself since he is having a gap year. It was hard for him to say goodbye to his family.

EMOTION

Sad

NOTES
Farewell can take place from home.

KEY QUOTE
"I always wanted to go to the airport using bicycle."

EVENT
He has a car. But he wanted to try bicycle since he is by himself this time. He loved it.

EMOTION

Pleasant

NOTES
Small change can give positive feeling.

AT HOME

ON THE WAY

KEY QUOTE
"I live 10 minutes away from the airport. But last time, we were late because we left home too late."

EVENT
Last time, he and his family were almost late for his flight because he left too late. He thinks it was because they underestimated the distance.

EMOTION

Irritated

NOTES
Being close to the airport still can cause problem.

KEY QUOTE
"when we drove to the airport last time, I was very stressed because I was late."

EVENT
Although it was 10 minute drive, he was panicing because They were late.

EMOTION

Panic/Focused

NOTES
Although last time he used car, it was more stressful than bicycle because of the time.

D.PASSENGER JOURNEY SESSION OUTCOME

KEY QUOTE
 "I could not find the bicycle rack at the airport. So I had to use streetlight pole to lock my bike."

EVENT
 He wanted park his bicycle somewhere safe but he did not managed to find a spot. He is worried if something happens to his bike.

EMOTION

 Worried

NOTES
 Bicycle rack is not placed near the airport. But there are people using bicycle.

KEY QUOTE
 "I only brought 1 back pack. I like it."

EVENT
 Because he is by himself, he only brought 1 small back pack. He likes it because usually he had to bring more baggage because of his kids.

EMOTION

 Pleasant

NOTES
 Having less belongings can increase the pleasant feeling.

KEY QUOTE
 "It was good to see the staff from RTHA welcoming us."

EVENT
 Although their flight was late, he felt nice that the staff was also working hard for them on the eve day.

EMOTION

 Thankful

NOTES
 Interaction with the staff can influence the emotion.

KEY QUOTE
 "We had to do our countdown in our car."

EVENT
 They eventually missed the time and did the new years countdown inside their car.

EMOTION

 Dissappointed

NOTES
 She need to be cautious when she takes late night flights.

ACCESSING TO AIRPORT

AT AIRPORT

LANDING AT AIRPORT

ON THE WAY BACK

KEY QUOTE
 "Last time when we were late, I dropped my family at the curbside.(...) I had to run from the parking lot to the airport."

EVENT
 He first dropped his family and parked his car. Then, he had to run to the terminal. He was very focused with the procedure.

EMOTION

 Focused

NOTES
 There are different procedure per different family member. (curbside to car parks or carparks then curbside together)

KEY QUOTE
 "Last time, we managed to get on the plane. I was so relieved after the security check."

EVENT
 After all the fuss, they managed to be on time finally. They felt safe after the security check.

EMOTION

 Relieved

NOTES
 Being inside the airside gives safe feeling.

KEY QUOTE
 "Our flight was on new years eve day. But the flight was delayed."

EVENT
 He and his family planned to return to the Netherlands on new years eve because they wanted to come home and celebrate new year count down. But the flight was delayed.

EMOTION

 Irritated/worried

NOTES
 There are special occasion which people value more.

KEY QUOTE
 "Maybe it is because we had the cheap flight."

EVENT
 He thinks the reason of the delay was because of the cheap flight.

EMOTION

 Puzzled

NOTES
 He did not have clear understanding of the delay.

KEY QUOTE
 "We managed to get 1,000 euro for our delay compensation."

EVENT
 He claimed the delay to the airline and he managed to get 1000 euro for the compensation after 3 months.

EMOTION

 Unhappy

NOTES
 Not going as planned made her feeling unlucky.

D.PASSENGER JOURNEY SESSION OUTCOME

5.

AGE : 65

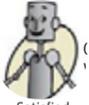
PURPOSE : Vacation

Mode : by Car

From : Kapellen (Belgium)

KEY QUOTE
"I don't know why. I don't care."

EVENT
He made the seat reservation and added the luggage yesterday because his secretary forgot. Surprisingly, Transavia did not charge anything. He did not understand why it is free but he did not care.

EMOTION

Satisfied

NOTES
He was not interested to know the full detailed pricing information.

KEY QUOTE
"Lucky this time. No traffic."

EVENT
It took them 1 hour to arrive at the airport. Since they travel often, they experienced traffic jam. They even missed their flights few times.

EMOTION

Pleasant

NOTES
They consider traffic as a "luck".

KEY QUOTE
"Yeah it was different but was ok. The signage was clear."

EVENT
He noticed that he cannot drop off in front of the terminal anymore. The last time they came to RTHA was almost 1 year ago. He asked his chauffeur to reach as close as he can.

EMOTION

Relaxed

NOTES
They noticed the system change of the airport.

KEY QUOTE
"I don't like using big airport"

EVENT
Lutti prefers to use smaller airport like RTHA than big airport such as Brussel airport because she is afraid of terrorist attack.

EMOTION

Safe

NOTES
Being small adds more safe feeling

AT HOME

ON THE WAY

ACCESSING TO AIRPORT

AT AIRPORT

KEY QUOTE
"I choose RTHA because it was the closest from my place"

EVENT
They live near Antwerpen but there are no flight going to Toulon.

EMOTION

Certain

NOTES
The distance is the no.1 priority for them.

KEY QUOTE
"It normally takes 1 hour."

EVENT
Although Harry checks navigation to see the traffic, he believes that it takes 1 hour driving from his experience. He schedules the time accordingly.

EMOTION

Certain

NOTES
Experience influence more than other tool in their case.

KEY QUOTE
"From then, we arrive at the airport 2 hours before the flight."

EVENT
Once, they almost missed their flight because there was car accident once. From that incident, they always plan to arrive 2 hours before.

EMOTION

Calm

NOTES
Experience can be a good lesson.

KEY QUOTE
"This is one of the simplest airport."

EVENT
They cannot believe that some people are complaining about not allowing cars to park in front of the terminal. They think people should not be bothered by walking.

EMOTION

Happy

NOTES
Simplicity in passenger circulation is a merit.

D.PASSENGER JOURNEY SESSION OUTCOME

KEY QUOTE
"we prefer to arrive in the middle of the night because of the traffic."

EVENT
They prefer to arrive during night or late evening because they can drive faster.

EMOTION

Relax

NOTES
The traffic condition determines their preferred arrival time.

6.

AGE : 60s

PURPOSE : Vacation

Mode : by Car

From : Zeeland

KEY QUOTE
"Always a day before."

EVENT
They pack their baggage a day before their trip. They have check-list.

EMOTION

Safe

NOTES
They like to avoid being in hurry.

KEY QUOTE
"Our friend drove us to the airport."

EVENT
Due to the parking fee, they always ask their friends or family to drive their car to the airport. They think it is ok because they do the same favour to their friends sometimes.

EMOTION

Pleasant

NOTES
They are ok for someone to drive their car because they "trust" their friends.

LANDING AT AIRPORT

ON THE WAY BACK

AT HOME

ON THE WAY

KEY QUOTE
"If there is a train station at the airport and direct line to home."

EVENT
They never consider using public transportation because there are too many transfer involved. Even when they tried at Antwerp airport(10 km away from home), they have to transfer twice.

EMOTION

Troublesome

NOTES
For the elder passengers, transferring modes are not preferred.

KEY QUOTE
"First destination, then the airport"

EVENT
They decided their destination then they chose their flights from RTHA. They prefer RTHA because it is close and less busy.

EMOTION

Calm

NOTES
Distance and crowd level as two factors for their choice.

KEY QUOTE
"Few difference but pretty much the same."

EVENT
Their baggage consists almost same item where ever their destinations are.

EMOTION

Calm

NOTES
Preparation of the trip is a routine exercise.

KEY QUOTE
"We had to cancel everything once."

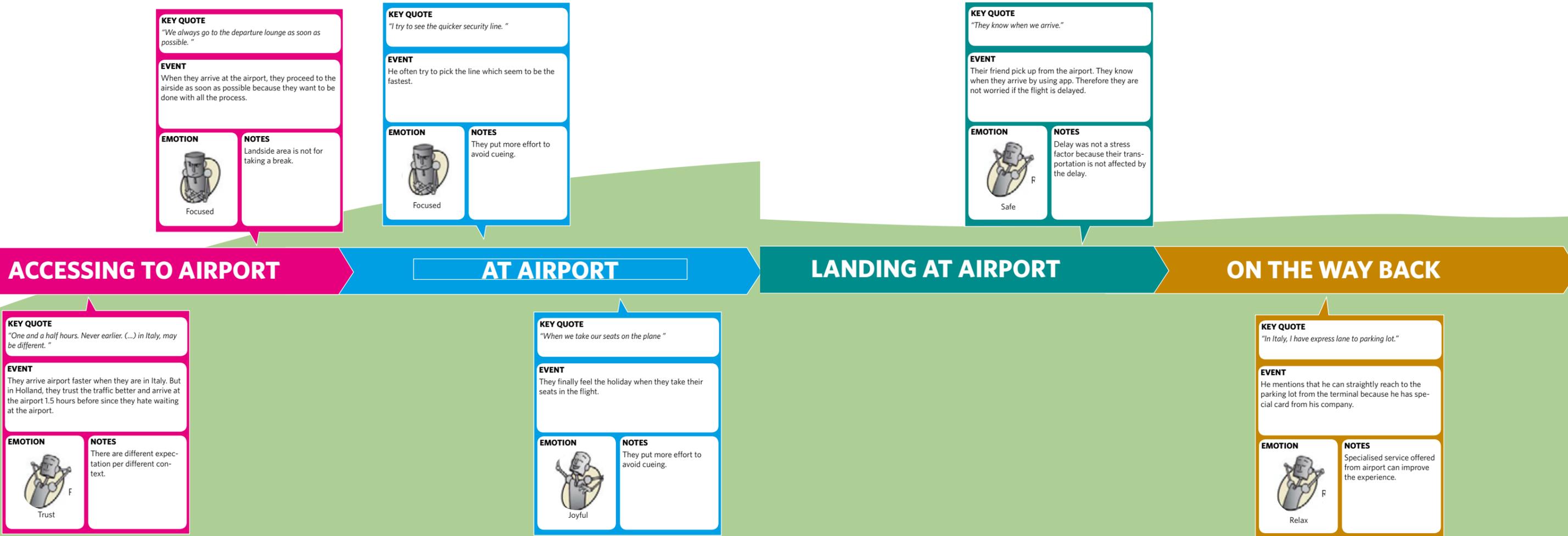
EVENT
Their flight was canceled once and they had to cancel other services (e.g. parking lot) as well. They spent a lot of effort to get partial re-fund.

EMOTION

Annoyed

NOTES
There is little system to deal the canceled flight in passenger perspective. Being proactive can also cause loss.

D.PASSENGER JOURNEY SESSION OUTCOME



D.PASSENGER JOURNEY SESSION OUTCOME

7.

AGE : 22

PURPOSE : Vacation

Mode : by Car

From : Rotterdam

KEY QUOTE
"I usually use online check-in"

EVENT
Since he hates waiting in the line, he always use online check-in to avoid the fuss.

EMOTION

Calm

NOTES
He willingly puts extra effort to avoid upcoming disturbance.

KEY QUOTE
"On the way, I am often worried about airport being too crowded."

EVENT
While he is driving, he is worried about airport being too busy. At the same time, he wishes spacious condition at the airport.

EMOTION

Worried

NOTES
Level of crowdedness at the airport is a point of interest.

KEY QUOTE
"I only needed baggage drop."

EVENT
Because he is already checked in, he needs self baggage drop only.

EMOTION

calm

NOTES
He tries to minimise any interaction in the landside.

KEY QUOTE
"I use my phone to check my time."

EVENT
Instead of looking at the flight information screen at the airport, he uses his smartphone to check the flight time and other information.

EMOTION

Focused

NOTES
Flight information screen can be substituted by the smartphone.

AT HOME

ON THE WAY

ACCESSING TO AIRPORT

AT AIRPORT

KEY QUOTE
"I use car because I have it."

EVENT
He prefer to drive because he owns a car.

EMOTION

Calm

NOTES
It is more matter whether he owns a car or not.

KEY QUOTE
"I always get stressed to find a parking spot."

EVENT
He thinks it is one of the "procedure" to struggle to find a parking spot.

EMOTION

Stressed

NOTES
Parking is a common stress point for the passengers.

KEY QUOTE
"After security check, fun starts."

EVENT
He falls into the vacation mood at the airside.

EMOTION

Joyful

NOTES
Landside area treated as "passing by" space.

D.PASSENGER JOURNEY SESSION OUTCOME

KEY QUOTE
"I grab something to eat at the airport when the food was bad on the plane."

EVENT
He normally does not like the in flight meal. So he is often hungry on the way out.

EMOTION

Satisfied

NOTES
Airport is the place to buy any supply before/after the flight.

KEY QUOTE
"The worse is to pay my parking. It is too expensive."

EVENT
He is not in a good mood while he is leaving the terminal. He feels worse because he has to pay the parking fee.

EMOTION

Annoyed

NOTES
Parking payment as stress enhancer for the returning passengers.

KEY QUOTE
"When I start driving my car, I really feel my days are over."

EVENT
When he starts driving his car from the parking lot, he becomes sentimental and feels his good days are done.

EMOTION

Sad

NOTES
He become more emotional when he is by himself.

LANDING AT AIRPORT

ON THE WAY BACK

KEY QUOTE
"First thing to do is to connect to wifi."

EVENT
When he arrives at the airport, he connects to wifi to tell his friends and family his return.

EMOTION

Delight

NOTES
The traffic condition determines their preferred arrival time.

KEY QUOTE
"Said to be back. It normally rains."

EVENT
When he arrive at the airport he feels sad because his holiday is over. He feels worse because it usually rains on the day of return.

EMOTION

Sad

NOTES
He remembers the day as raining.

KEY QUOTE
"It is not always very easy to find his car."

EVENT
He sometimes struggle to find his car from the parking lot. He even worries if he has to pay penalty for not leaving the parking lot soon enough.

EMOTION

Irritated

NOTES
It is possible that passenger forget things while they are away.

E. INTERVIEW MINUTES FROM RTHA EMPLOYEES (LEGO SESSION)

INTERVIEWEE : INFORMATION DESK STAFF

Q. Tell me about the questions you often get from the passengers.

A. I get very same questions from the people every day.

For the arriving passengers,

1. Where is the bus? How can I get to the city? (very dominant question. While we did our interview, 3 out of 4 came and asked the same question)

Regarding the destination, the main questions are; Rotterdam, Den Haag, Amsterdam Centraal station. I tell them to take a bus on the right side to go to Rotterdam Centraal station or left side to go to Den Haag. People complain about not being allowed to park in front. I tell them why they cannot park in front. Every time.

Tourists do not have OV-Chipkaart normally. AKO sells OV-Chipkaart, but they buy tickets from the bus drivers directly.

2. Tourist attraction. e.g. Where are the places to go in Amsterdam? There are some tourist flyers but often neglected.
3. Where & How can I pay for the car parks?

For the departing passengers,

1. Where is the toilet, cafe, etc? (First comers sometimes ask for the terminal map although it is a very small terminal)
2. When should I arrive at the terminal? (The question is asked via phone. She tells them to arrive 2 hours before)
3. What are the ways of parking? (The question is asked via phone.)

For the welcomers;

1. When will the flight arrive? (They do not read the information screen)

Q. Are there any changes planned to improve the situation?

A. There used to be an interactive screen placed in the arriving hall. The screen supposed to give all the information but nobody really used it. It seems people prefer to ask the real person. People are often not good at reading texts. They do not read signs. They ask instead.

Q. Can you describe problems happening around your desk using LEGO and the terminal model?

A. The terminal is very crowded in the morning. Security check line continues till the check-in area. The welcomers stay right in front of the arrival gate. It jams the area. It's a small terminal. It is very busy at the certain points. But after 30 minutes, it becomes very free.

We miss the meeting points. It can be something like one at Schiphol. I get the questions about the meeting point. Somewhere or something to reference and indicate the area seems needed. It helps especially for kids because they often come here for the field trip.

The signage is not dominant. They always ask me regarding the direction. I.e. Elevator or toilet. I think people prefer to ask the information desk because it is located right in front of the exit.

Rental cars close after 9. They leave car keys at the information desk. Passengers sometimes ask for car rental place without any reservation.

The information desk is placed in the hallway. Too many welcomers stand here and block the area. It may make difficult for other passengers who really need our help.

People pass by RET ticket machine inside the baggage reclaim area. But when someone tries to buy tickets from that ticket machine, other people wait in the line and try to buy the tickets there. In the end, it creates a long line and jams the passage hall. Some passengers pass their baggage reclaim area without picking them up.

INTERVIEWEE : RTHA CAR PARKS MANAGER

Q. Can you describe problems happening around the terminal using LEGO?

A. People drop off all over the place around the terminal at the moment. Kiss and ride area is not working well. We are going to charge a penalty for those who do not drop off at

the designated area. But I am not if the fine will really work. People do not read the current signage at the moment. The most important signage is the one on the way in.

Here, people who need to park their cars need to make a turn, but they go straight to the terminal. I think the signage needs to be stronger. We are planning to install extra signages.

Passengers struggle to find the car parks. There are many different car parks. There are more people reserving the car parks lately. Even still, people always direct straight to the terminal than try to find the car park. They should have made the turn before they reach to the terminal.



Q. Any plans for improvement?

A. We started to test the valet park service recently. It is working ok. It helps us because we can control where to park better. We are starting the second pilot test soon. During the first test, the valet drivers could not meet the passenger on the way back because passengers did not mention the correct arrival time. This time, the valet drivers are going to confirm the flight number in advance so that the drivers know the exact arrival time.

Q. What do you think is the main problem at the moment?

A. As you can see from the airport map, car parks are spread all over the place. Schiphol group, real estate team, is devel-

oping the area. They are constantly building office properties on the site. Therefore the car parks locations are constantly changing. Also, as a consequence, there are many accessing roads around the terminal. It makes passengers wander around the place more. The area is becoming like a maze.

Although we collaborate with Schiphol group, it is difficult for us to deal the change proactively. Actually, we cannot plan the car parks for the future because we do not know how the transportation system will be in the near future.

INTERVIEWEE : PASSENGER SERVICE SUPERVISOR

* RTHA passenger handlings are outsourced to AVIA Partner.

Q. How do you deal with the flight delays?

A. We receive notification from OCC(operations control). We inform passengers right after without any delays in between. It is almost at the same time. We would love to inform the passengers in advance, but it is not possible at the moment. We give a drink voucher or free hotel if the flight is delayed overnight for the compensation. Often the delay is not too long.

Q. Do you think it is possible for passengers to go back home and come back when there is a long delay?

A. I don't think the airline would like their passengers to wait at home. They want passengers to wait at the airport instead. The passengers often want to know everything about the delay. We only tell them the categories. 1. Weather 2. Technical 3. Late arrival. We do not tell them more because passengers may worry more.

Q. Do passengers aware of the boarding regulations such as the prohibited baggage contents?

A. Everything is written on the website. I think it is the passenger's duty. They just don't read the regulation. The regulation on the website shows the allowed in-flight cabin dimension and not allowed items.

E. INTERVIEW MINUTES FROM RTHA EMPLOYEES (LEGO SESSION)

Q. Do you think the system is well standardised?

A. We are strict about the baggage check. I heard that other airports are loose. It is because we work for the airlines. We have to report to airlines if things go wrong. We do not wait for passengers who arrive at the airport later than 30 minutes before departure.

Business people usually use BA(British Airway). There used to be a faster lane for BA passengers. Now they are upset because the fast lane is not available at the moment due to the renovation.

Some disabled people inform us in advance. We make ourselves available. But sometimes they inform us when they arrived at the check-in desk. In that case, we cannot guarantee to help them.

Q. You mentioned about the disabled passengers. What about the old passengers?

A. Yes, the travellers going to be old. But they are only in biologically. Nowadays, people in 60s all use smartphone apps and knows the system so well. We should not treat them as old people.

Q. What do you think is the strength of this airport?

A. I think people like this airport being small. The flights are less likely delayed, and the baggage is less likely lost. It is because we can reach to the right stakeholders faster. Unlike Schiphol, RTHA is operated as a family.

A. The airport is very busy in the morning, but the passengers usually bear the crowd. They take 20 minutes to get to their car after they pick up their baggage at the arrival hall. It can never happen at Schiphol.

A. Once, there was someone who was very angry because we did not check everybody's passport. He thought it is unsafe to allow someone on board without the passport.

Q. Can you describe problems at the terminal using LEGO?

A. 1. Small terminal - Big crowd in the morning and the terminal do not have enough queuing area. There are only three security-check lanes. People do not want to be in the line. So they drink coffee and wait till the lanes get shorter. We always force people to move to the airside. Passengers want to say the last farewell to their friends and family, but we cannot allow that.

2. Peak hour - The terminal is very crowded during the peak. (between 6:30 ~ 7:30) More flights concentrated during the morning.

3. Circulation - People who arrive at the bus stop, use the entrance at the arrival. It results in jam inside the terminal.

4. Self-check-in machines- They only work for Tui passengers, not Transavia. Therefore they are not much used. People use their smartphone instead.

INTERVIEWEE : TERMINAL SECURITY MANAGER

*RTHA security is done by TRIGION

Q. Can you describe problems at the terminal using LEGO?

A. Due to the current renovation construction, the security check gates are placed next to the arrival gate. After the renovation, the security check gates will be placed in the centre of the terminal. Hopely, the new security check gate will be placed deeper towards the airside so that the bank lines do not intervene the check-in lines. Currently, queue lines for the check-in desk and the security checks are mingled. When the passengers arrive at the terminal, they are not sure which line to queue.

The airport lacks detail touch. When I see people arriving at the airport especially in the morning, they do not see delighted at all. Like in Schiphol for instance, sometimes a person is playing the piano. Maybe a picture of an aeroplane or something similar might elevate the passengers' mood. Nothing seems to be interesting at the moment. When I walk around, I often overhear people complaining about the atmosphere.

Passengers need to move to the airside sooner. People tend

to eat, smoke cigarette or else instead of proceeding to the airside because they do not know if these activities are possible in the airside area.

The passengers arrive at the airport randomly. Some people arrive too early, and some people arrive too late. It would be much better if they can arrive at the same time. In the morning the queue lines are very busy. Those people who arrive too late better not be in the queue when the lines are already busy due to the other earlier flights. If the passengers can proceed to the security gates in order, it will be much easier for us to handle the line.

AS I said before, the airport can be very empty or very busy. The queue line can take 1 hour or 5 minutes. The passengers rely on their previous experience at other airports and therefore arrive too early or too late.

The check-in desk can be operated more smartly. No clear queueing system is established at the moment. Passengers follow other passengers like sheep.

Kiss and ride area is hard to notice or understand. Sometimes people think it is the taxi area because there are lots of taxis dropping off their passengers. Therefore, the passengers end up dropping at random place around the airport. But I think it is still better than before. It used to be much worse when there was dropping area in front of the terminal.

There are not enough signages. When I patrol in the morning, Passengers ask me any kinds of questions to me. I am a security manager. The information desk is too little. It only opens at 7 am when people begin to arrive at 5 am.

F. CONTEXT FACTORS LOG

No.	Factors	Source	Factor Type
1	<p>Landside Accessibility should be designed based on the data collecting such as</p> <ul style="list-style-type: none"> • Inventory of physical characteristics—roads, parking, curbs, transit, and so forth. • Existing O&D airport passenger activity • Employee shift data • Mode split data (private automobile, bus, train, taxi, etc.) • Vehicular traffic counts • Curbside data—vehicle dwell times, occupancy, vehicle classification • Parking information—passenger parking, employee lots, rental car, and so forth • Commercial vehicle activity—taxis, limousines, courtesy vehicles, and so forth • Rental car activity • Public transportation information—buses, trains 	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	Principle
2	<p>Survey can be made based on following</p> <ul style="list-style-type: none"> • Mode of arrival at the airport (automobile, taxi, bus, etc.) • Parking location (short term, long term, off airport, etc.) • If automobile, number of people in vehicle • Route used to access airport • If automobile, route taken within the airport (to parking first, to terminal then to parking, etc.) • Time of arrival before flight time 	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	Principle
3	Different public parking space should be considered : short stay, long stay, valet, etc	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	Principle
4	Curbsides typically designed based on vehicle volumes, vehicle classification, and dwell times.	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	Principle
5	Two types of intermodal transportation possible: 1. regional transit system 2. internal transit system(among terminals, etc)	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	State
6	Train station platform can be island or side platform (island may need level change)	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	Principle
7	Two ways of placing commercial vehicles: 1. Dispatching to the curbside 2. Transportation center	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	State
8	Curbside lane should be divided as: short parking(dropping), transition, weaving, passing	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	Principle
9	Curbside works the best by separating per vehicle type	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	state
10	People do not use curbside further than the terminal building. therefore smaller terminal may use pedestrian island	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	state
11	there are little or no security measures imposed on those vehicles(bus, train, etc) or passengers before their arrival at the airport, so all arrivals must remain on the public, non-secure landside before any security screening, and preferably well removed from the terminal.	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	State
12	Future technology advances may eventually allow procedural changes in how those arrivals are channeled into the terminal, including the possibility of remote check-in terminals with secure transport to the operational terminals.	National Academies of Sciences, Engineering, and Medicine. (2010). Airport Passenger Terminal Planning and Design, Volume 1: Guidebook.	Trend
13	Forty per cent of journeys in Europe are less than 500 km, so can be made by train, reducing pressure on airports.	Blow, C. (2012). Transport terminals and modal interchanges. Routledge.	Trend
14	Neither passengers nor airlines will benefit from splitting 'hub' demand between airports.	Blow, C. (2012). Transport terminals and modal interchanges. Routledge.	Principle
15	<p>18 design criteria (interchange terminal)</p> <ol style="list-style-type: none"> 1 An interchange should be an uplifting experience. 2 The design should emphasise the interchange's role as a portal into different transport modes, provide a welcoming environment for the traveller and create interest by emphasis of the arrival and departure points. 3 Natural daylight should be maximised wherever possible, creating a sense of well-being and reducing a sense of enclosure. 4 Imaginative use of lighting can give many opportunities for holding interest, and variety and colour enhance this effect. 5 Consistently high levels of passenger comfort should be provided both in the interchange and in the transport itself. 6 Good air quality is important, however enclosed the space, above and below ground. 7 Spaciousness is important, especially since many people are prejudiced against enclosed and underground stations because these spaces have been cramped in the past. 8 An interchange should be designed with good sight lines between different modes of transport, to assist wayfinding and add a sense of interchange experience. 9 Soft internal landscaping will soften the design of interiors and provide variety. 10 The geometry of the interior and choice of materials should ensure a calm interior. 11 The architecture, technology and facilities should work together to provide a coherent whole. 12 The architectural expression of the interchange should reflect the culture of this century and the technology of contemporary travel. 13 Fun and drama should be injected into the experience. 14 Sculptures and fountains should be introduced to act as focal points. 15 Each interchange should have a distinct identity, though with consistency in the design of elements such as wayfinding to make movement easy to understand. 16 High-quality construction should ensure that interchanges are desirable places to visit for a long time. 17 Design should be 'timeless' yet of its time. 18 Robust design should give the interchange a sense of permanence. 	Blow, C. (2012). Transport terminals and modal interchanges. Routledge.	Principle
16	Airport planners and operators should consider the provision of co-ordinated intermodality strategy plans. These should present the opportunity to reduce normal road traffic by no less than 10% if implemented successfully, which should be the objective.	Blow, C. (2012). Transport terminals and modal interchanges. Routledge.	State
17	international passengers with restricted tickets are more likely to arrive early at the airport, whereas passengers on domestic flights with unrestricted tickets are more likely to arrive at the airport closer to the departure time.	Ashford, N.J., Martin Stanton, H.P., and Moore, C. A. (1997). Airport Operations, McGraw Hill, London, UK.	Principle

18	<p>"Flight Type" "Time Before Departure"</p> <p>"International" "02:30" "02:15" "02:00" "01:45" "01:30" "01:15" "01:00"</p> <p>"00:45" "00:30"</p> <p>"Domestic" "01:40" "01:30" "01:20" "01:10" "01:00" "00:50" "00:40"</p> <p>"00:30" "00:20"</p> <p>"% Pax" "1%" "2%" "6%" "10%" "20%" "25%" "20%" "12%" "4%"</p>	IATA (1985), Airport Development Reference Manual, International Air Transport Association, Montreal	State
19	<p>Impact Drivers of the airline industry assessed as having greater than average impact and uncertainty</p> <ul style="list-style-type: none"> • Alternative fuels and energy sources • Cybersecurity • Environmental activism • Extreme weather events • Geopolitical (in)stability • Infectious disease and pandemics • International regulation of emissions and noise pollution • Level of integration along air-industry supply chain • New modes of consumption • Price of oil • Strength and volatility of the global economy • Tensions between data privacy and surveillance • Terrorism 	IATA (2017), Future of The Airline Industry, International Air Transport Association, Montreal	Trend
20	<p>High-speed trains are likely to take business from airlines over shorter distances. Some new technologies, if they prove viable, may also compete on performance by providing faster connections over longer distance (e.g. hyperloop, drone companies, unmanned aircraft companies, and private actors such as Space X).</p> <p>As this happens, the role of airlines may shift to long-haul international flights, making relationships with other transport providers more important.</p>	IATA (2017), Future of The Airline Industry, International Air Transport Association, Montreal	Trend
21	There may be a shift towards more point-to-point travel. Secondary and tertiary airports may benefit from efforts to combat increasing congestion at hubs.	IATA (2017), Future of The Airline Industry, International Air Transport Association, Montreal	Trend
22	The sector should take a more holistic approach to infrastructure development and establish closer relationships with providers that are not just focused on air transport infrastructure (e.g. urban planners).	IATA (2017), Future of The Airline Industry, International Air Transport Association, Montreal	Principle
23	If countries do impose more border controls, airport borders still maintain the advantage of being relatively easy to police compared to land or sea borders.	IATA (2017), Future of The Airline Industry, International Air Transport Association, Montreal	Principle
24	Uber-type algorithm-based integrated transport system that links up small aircraft capacity at local airfields (possibly upgraded with 'remote tower' technology) to provide medium to long distance ground-air-ground travel options.	IATA (2017), Future of The Airline Industry, International Air Transport Association, Montreal	Trend
25	An increasingly diverse customer base (nationality, ethnicity, religion, language) will have significant consequences, from dietary requirements to religion and prayer times.	IATA (2017), Future of The Airline Industry, International Air Transport Association, Montreal	Trend
26	The aging demographic of many (particularly developed) countries means there will be more old and infirm people wanting to travel by air.	IATA (2017), Future of The Airline Industry, International Air Transport Association, Montreal	Trend
27	The landside access should be embedded in a strategy to provide a sense of place on the landside campus, not only managing traffic, but also creating places of interest and visual appeal.	IATA (2014), Airport Development Reference Manual, 10th edition, International Air Transport Association, Montreal	Principle
28	3 types of accessing vehicles: Passenger vehicle Delivery, cargo, mail or service vehicles Airline/airport personnel vehicles	IATA (2014), Airport Development Reference Manual, 10th edition, International Air Transport Association, Montreal	State
29	Where departing and arriving traffic is organized on a single level, vehicular and pedestrian traffic conflicts might occur and disturb the stable flow of traffic. Safe crosswalks, with appropriate traffic protection and traffic management equipment and systems, should be provided.	IATA (2014), Airport Development Reference Manual, 10th edition, International Air Transport Association, Montreal	Principle
30	An important item to consider in planning the forecourt is signage, both for public information and airline identification. This is particularly important for the decentralized linear passenger terminal concept, as the vehicle stop at the forecourt should correspond with the correct departure/arrival area.	IATA (2014), Airport Development Reference Manual, 10th edition, International Air Transport Association, Montreal	Principle
31	Security requirements must be considered during forecourt planning. The relevant stakeholders must be consulted during the planning process. These requirements should consider all relevant legislation and can include stand-off distances for bomb-blast requirements and additional checkpoints.	IATA (2014), Airport Development Reference Manual, 10th edition, International Air Transport Association, Montreal	Principle
32	Short term parking - greeter/welcomer, staying 3 hours Long term parking - traveller. Long-term lot requirements can represent up to 85 percent of the total public parking provision. Staff parking - can be further from the terminal	IATA (2014), Airport Development Reference Manual, 10th edition, International Air Transport Association, Montreal	Principle
33	4 categories of landside users • Originating/terminating passengers; • Visitors; • Staff; and • Air cargo and delivery staff.	IATA (2014), Airport Development Reference Manual, 10th edition, International Air Transport Association, Montreal	Principle
34	Airport has to deal with more flexible demand changes with inflexible structure(steel and concrete)	ARUP (2016), Future of Air Travel, ARUP	Trend
35	Airport development growth plans in many regions of the world will likely fail to meet long-term demand and many regions are already constrained in terms of building new capacity	ARUP (2016), Future of Air Travel, ARUP	Development

F. CONTEXT FACTORS LOG

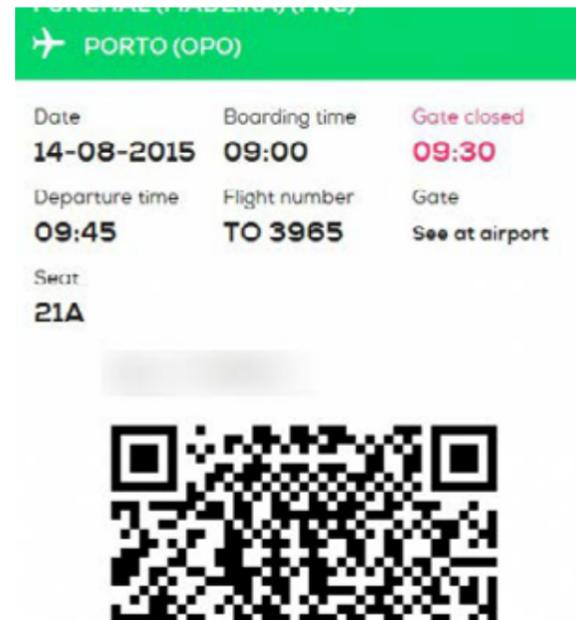
36	Technological advances can complement physical planning to minimize building our way out of expected demand. However, even if technology theoretically allows airports to work smarter, there are risks and industry participants must share data. The benefits could however be substantial, including: • Data sharing by participants to facilitate end-to-end travel processes. • Reshaping security screening to screen for intent, which could reduce the need to screen for capability, which is the current practice. • Alternative baggage processes and technologies which could drive more efficient use of buildings. • Global entry measures to facilitate seamless international travel and reduce the need for traditional customs and immigration facilities.	ARUP (2016), Future of Air Travel, ARUP	Trend
37	aviation industry need to develop deeper collaboration to facilitate a richer and more seamless passenger and bag experience, accounting for customer preferences, patterns and satisfaction by sharing data.	ARUP (2016), Future of Air Travel, ARUP	Trend
38	Emerging smart bag technologies coupled with remote drop/pickup and alternative shared economy transportation (e.g. Uber and Lyft) could mean that taking your luggage to the airport and standing around a carousel is a thing of the past.	ARUP (2016), Future of Air Travel, ARUP	Trend
39	radically simplified terminals can exist with baggage handling systems located elsewhere, or vastly reduced passenger screening, border control and check-in areas.	ARUP (2016), Future of Air Travel, ARUP	Trend
40	Mark Rolston, who has been a visionary and app pioneer with a great success record. views the future of apps as: - Getting beyond the app and making them a seamless part of day to day activities - Utilizing mobile and computing devices in more invisible ways, that integrate into the natural physical environments where individual live and work - Enhancing physical spaces, with digital overlays onto every day objects - Utilizing mixed reality to project images onto the real world and create interactivity via touch, voice, or gesture recognition - Enabling physical objects to replace hardware computing device controllers.	Greenwald, M. (2017), https://www.forbes.com/sites/michellegreenwald/2017/03/24/secrets-of-creating-the-best-apps-the-future-of-apps/#6f5dcb54337	Trend
41	Argodesign to be considered as future app (i.e. air hockey)	Greenwald, M. (2017), https://www.forbes.com/sites/michellegreenwald/2017/03/24/secrets-of-creating-the-best-apps-the-future-of-apps/#6f5dcb54338	Trend
42	Automated transportation development requires convergence of traffic information development with the vehicle automation. it will lead to Connective, cooperative then automated.	Eisenkopf, A., Geis, I., Haas, C. A., Enkel, E., Kenning, P., Jochum, G., ... & Grotemeier, C. (2014). To Develop and Validate a European Passenger Transport Information and Booking System Across Transport Modes.	Development
43	Automated vehicles rely on on-board equipment to collect information, take decisions and inform tasks. The level of automation is defined by the SAE standard definition (e.g. Level 0: No Automation; Level 5: Full Automation). Assisted driving (level 1) is almost ubiquitous nowadays with cruise control and similar features. Partially automated vehicles (level 2) are expected to be available from 2016 for low-complexity situations like stop-and-go at speeds below 30km/h. From 2020, highly automated driving (SAE 4) is likely to be possible and full automation (SAE 5) from 2025	European Commission(2017). Smart Mobility. European Communities.	development
44	Smart mobility service differentiated 1. Data quality, standards and availability 2. Mobility as a Service (MaaS) 3. Multi-Modal Information and Ticketing Systems (MMITS) 4. Smart City Logistics 5. Synchromodality 6. E-Freight	European Commission(2017). Smart Mobility. European Communities.	development
45	Data quality, standards and availability are vital in providing smart (multi-modal) travel information. The availability of information about travel time and routing alternatives is considered to be the most important element to foster a modal shift and encourage a change in travel behaviour.	European Commission(2017). Smart Mobility. European Communities.	Development
46	Mobility as a Service (MaaS) refers to the purchase of mobility services as packages based on consumers' needs instead of buying the actual means of transport.	European Commission(2017). Smart Mobility. European Communities.	state
47	Applications to provide passenger with information before and during the journey, reservation and payment systems and management of connections between trains and with other modes of transport are usually referred to as Multi-Modal Information and Ticketing Systems (MMITS).	European Commission(2017). Smart Mobility. European Communities.	state
48	Tourism has changed from being a service industry offering you a flight, a room and some food to offering experiences.	Pine, B. J., & Gilmore, J. H. (2011). The experience economy. Harvard Business Press.	Trends
49	Over tourism is becoming problem. It will be restricted. Less plane, limited tourists per place .	Francis, J (https://www.responsibletravel.com/holidays/responsible-tourism/travel-guide/the-future-of-travel-and-tourism)	Trends
50	alternative fuel essential, if not, domestic will be substitute such as hyperloop	Francis, J (https://www.responsibletravel.com/holidays/responsible-tourism/travel-guide/the-future-of-travel-and-tourism)	Trends
51	in some parts of the world there seems to be growing fear of people different to ourselves, including refugees and immigrants and people with different religious beliefs.	Francis, J (https://www.responsibletravel.com/holidays/responsible-tourism/travel-guide/the-future-of-travel-and-tourism)	Trends
52	Hatre towards tourist arises for some people.	White, S.(2016) https://www.reuters.com/article/us-spain-tourism-idUSKCN0YL0EZ	Trends
53	Travel is much easier today, with more direct flights between destinations, and the cost in real terms — yield per passenger per airline kilometre — is the lowest since statistics have been recorded	Yeoman, I. (2009). Tomorrow's tourist: scenarios & trends. Routledge.	state
54	events such as the Olympic Games and the football World Cup increase the number of international visitors to the host countries. Cultural events such as the Edinburgh International Festival and the Hajj in Saudi Arabia shape destinations' social cachet through event-based strategies	Yeoman, I. (2009). Tomorrow's tourist: scenarios & trends. Routledge.	Trends
55	According to the Future Foundation's Changing Lives survey, today's consumers change their hairstyle every 18 months, make a new friend every year and select a new holiday destination every year. Therefore, in this world of constant change and diversification, destinations need to be increasingly innovative in product development, specifically offering tailored experiences to meet changing attitudes and beliefs.	Yeoman, I. (2009). Tomorrow's tourist: scenarios & trends. Routledge.	Trends
56	Luxury is becoming less about materialism and increasingly about self-enrichment and time.	Yeoman, I. (2009). Tomorrow's tourist: scenarios & trends. Routledge.	Trends

57	Business travellers' habits are evolving in the face of uncertain global economic conditions. Digital communication and teleconferencing allow virtual face-to-face meetings without the expense and inconvenience of travelling round the world. For companies tightening their budgets this is seen as a benefit. However, with the market becoming globalised, cultural differences between countries mean that some business dealings are best handled by personal meetings, and this may lead to the development of some travel routes and a decline in others.	Yeoman, I. (2009). Tomorrow's tourist: scenarios & trends. Routledge.	Trends
58	When we look at the passenger forecast to 2035, we see traffic is set to double in 20 years.	IATA (2017). Airport of the Future, International Air Transport Association, Montreal	Development
59	by 2020, 90% of the transport payment will be digital	Deloitte, W. G., Fishman, T., Dixon, S., & Perricos, C. (2015). Transport in the Digital Age, Disruptive Trends for Smart Mobility.	Development
60	Since 2002, number of miles driven per person has fallen by 8.5%. at the same time, use of public transport has increased.	Deloitte, W. G., Fishman, T., Dixon, S., & Perricos, C. (2015). Transport in the Digital Age, Disruptive Trends for Smart Mobility.	Trends
61	The adoption of digital will enable operators deliver services more safely and efficiently, with intelligent networks and greater automation.	Deloitte, W. G., Fishman, T., Dixon, S., & Perricos, C. (2015). Transport in the Digital Age, Disruptive Trends for Smart Mobility.	Trends
62	The industry is up for potentially dramatic shifts in the ownership and automation of personal vehicles.	Deloitte, W. G., Fishman, T., Dixon, S., & Perricos, C. (2015). Transport in the Digital Age, Disruptive Trends for Smart Mobility.	Trends
63	Urbanisation has been a clear trend in the past decades and is expected to continue, with the proportion of the European population residing in urban areas increasing from 72 % in 2007 to 84 % in 2050 (27).	Deloitte, W. G., Fishman, T., Dixon, S., & Perricos, C. (2015). Transport in the Digital Age, Disruptive Trends for Smart Mobility.	Development
64	Bleisure becomes a big business. Business travellers use the business trip as part of their holidays.	Spinks, R(2018), MILLENNIALS ARE TURNING BUSINESS TRAVEL INTO WEEKEND GETAWAYS https://qz.com/quartz/1221552/bleisure-the-rise-of-the-millennial-business-traveler/	Trends
65	SKY taxi - A drone that can carry people will begin "regular operations" in Dubai from July, the head of the city's Roads and Transportation Agency has announced at the World Government Summit.	Belton, P(2017), Would you take a ride in a pilotless sky taxi?. https://www.bbc.com/news/business-41088196	Development

G. DESIGN INSIGHTS FROM RTHA RESEARCH

Let passengers know when to arrive at the airport.

HOW BUSY IS THE AIRPORT NOW?



The boarding pass only shows the flight departure time only. Therefore, passengers are only aware with the flight departure time.

Each passenger has different rhythm. Some arrives early and some arrives late.

Small airports have very extreme peak hour. Sometimes it is very busy and sometimes it is very free.

Due to these issues, it is crucial to let people know when to arrive at the airport.

Let passengers know what is available at the airside.

WHAT IS WHERE?



Passengers do not have clear idea what is available at the airport. Therefore people try to be fully prepared before hand.

Also, passengers are aware that they cannot go back to landside once they proceed to the airside.

Therefore airport should provide passengers enough information what is available at the airside. This will encourage passengers to proceed to the airside with more ease.

Enable passengers to use the service in one access.

UNITE THE SERVICE/STEPS



Passengers face many different options. (transportation modes, types of parking lots).

Passengers go through multiple process to get on board (Check-in, baggage drop, security check).

It seems the system is too subdivided. These services and steps can be united in to less steps.

Tourists are only interested in "big" location.

FINAL DESTINATION ONLY



Tourists often want to go to central area of big cities first. Therefore the public transportation should indicate the direction in bigger scale.

At RTHA for instance, tourists want to know if the bus goes to Rotterdam or The Hague.

For them, the final destination matters.

G. DESIGN INSIGHTS FROM RTHA RESEARCH

passengers want to see the terminal first

SHOW THE TERMINAL BUILDING



When passengers arrive at the airport, they first want to check the location of the terminal by seeing it with their own eyes.

Because of that, passengers first head to the terminal then try to find the parking lot.

Therefore, the terminal need to be well noticed from the distance.

Let passengers know how to pack their baggage

WHAT TO PACK?

Have you checked your hand baggage dimensions?

Economy class passenger:

- One bag plus one slimline laptop bag
- Bags may not exceed the total dimensions of 56cm x 36cm x 23cm
- Weight limit per bag: 7kg

Passengers who exceed the hand luggage limit will be subject to the specific airline's excess baggage rules

1x Bag + 1x Slimline Laptop Bag

7KG max

56cm x 36cm x 23cm

Passengers are not fully aware with the regulations. Baggage regulations are often considered as the most stress factor.

It is often problem because the regulation is considered as less standardised. Because of that, people are worried on the way to the airport.

It is important to provide confidence to the passengers regarding their baggage.

Drag the passenger's vacation mood from the start

KEEP THE MOOD ON



People get into the holiday mood when they get on board. However, the journey starts earlier when they leave their home. It is important to drag their holiday feeling earlier.

The goal is to make the moment of accessing the airport as part of the holiday.

H. PRELIMINARY JOURNEY DESIGN

When you buy your travel ticket, the ticket covers **full iternary** from home to the destination. (e.g. bus, metro, etc)

ALL-IN-ONE TICKET TO YOUR PLACE
FROM HOME TO YOUR HOTEL/ FROM HOTEL TO YOUR HOME

1. ALL IN ONE TICKET

Or, you don't even need to buy any tickets. You can use **your travel card** and airline will deduct the money when you check in

ALL-IN-ONE TRAVEL CARD

2. ALL IN ONE TRAVEL CARD

When you pack your baggage, You can **check your baggage contents** and **size** in advance

SIZE
CONTENTS ✓
YOUR BAGGAGE CONFIRMED

3. BAGGAGE CHECKER

4. DOOR TO DOOR BAGGAGE DELIVERY

You can choose **where to drop off** your **baggage**. You can apply for **door-to-door** baggage service. (e.g. from home to hotel)

DOOR TO DOOR BAGGAGE SERVICE

H. PRELIMINARY JOURNEY DESIGN

Before leaving home, Airport check the crowd and let you know **when to come**.

PLEASE COME TO THE AIRPORT BY
00:00
TERMINAL WILL BE VERY CROWDED

5. BUSY LEVEL CHECKER

You can freely **use carpool with anyone** who is on the same way to the airport

CARPOOL AVAILABLE NEAR YOUR LOCATION

7. CARPOOL ANYWHERE, ANYTIME

You will be introduced to any **available transportation modes**.

6. MORE MODES IN HAND

You get **notification** from the airline that your flight is **delayed** by accident.

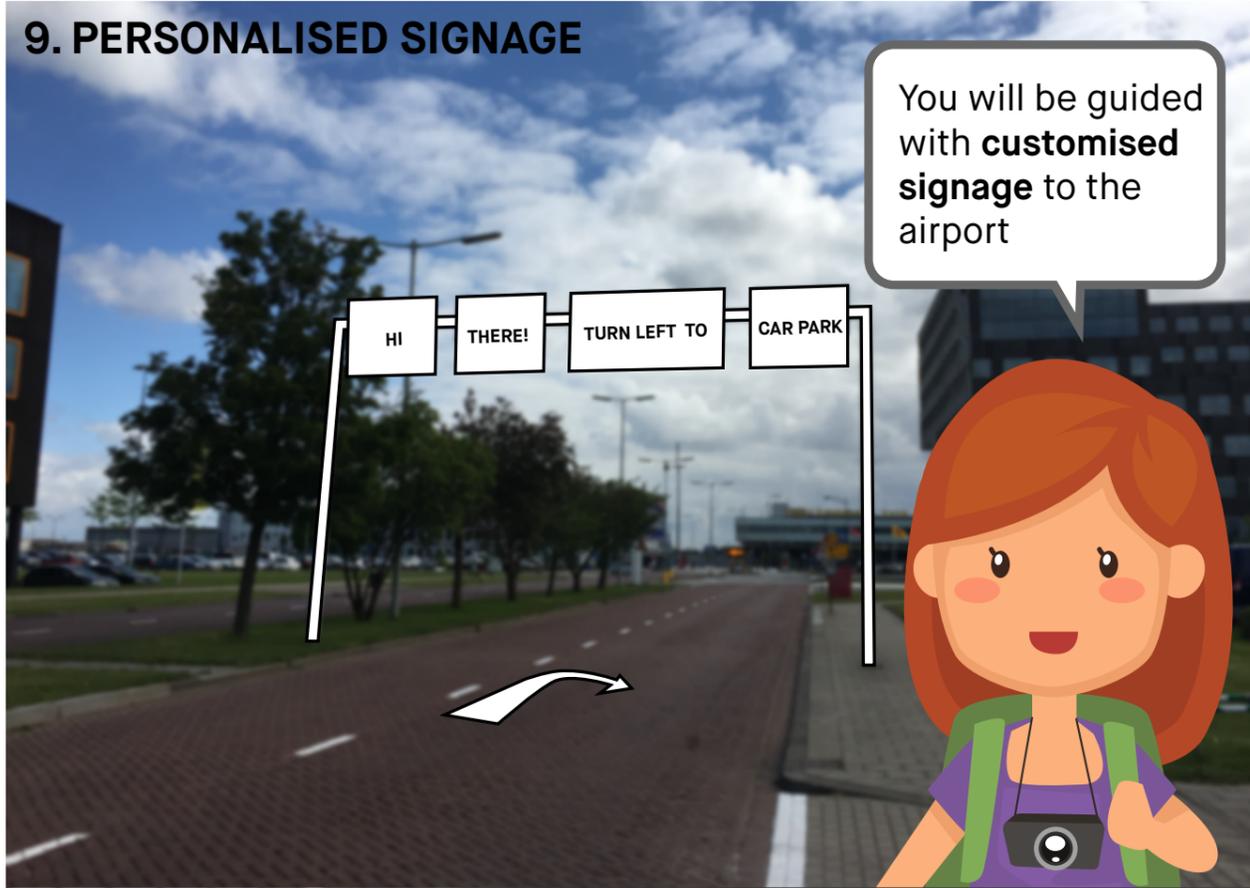
Other possible options are also suggested to take you to your destination.

FLIGHT DELAYED DUE TO FOG. OTHER OPTIONS AVAILABLE
NEW SCHEDULE
00:00

8. OPTIONS FOR DELAY

H. PRELIMINARY JOURNEY DESIGN

9. PERSONALISED SIGNAGE



11. FACILITIES PER SPOT



H. PRELIMINARY JOURNEY DESIGN

13. BAGGAGE TRACER

Your **reclaim** your **baggage elsewhere** (e.g. at home). In this case, you will be able to track your baggage in real time.

YOUR BAGGAGE WILL BE DELIVERED TO YOUR APARTMENT AT 00:00

14. WELCOMING BOOSTER

When you are back from your journey, you will be **notified** that your **friends are waiting** at a meeting point. Your friend can **track your location** in real time and **wait at the meeting point**.

Aankomst / Arrival

15. MEMORY REFLECTOR

Your **travel** will be **reflected** on your way back home.

Welcome back!
Did you enjoy your trip?
Your family is waiting at home

I. PRELIMINARY JOURNEY INTERVIEW MINUTES

Q. WHICH MOMENT DO YOU LIKE THE BEST AND WHY?

Moments	Participant No.	Interview Minutes
1. All in one ticket	No.1	Will this be the expansion of package tour or the expansion of travel ticket? People don't like package tour because they don't want to be followed by flag. The key will be to find the balance. For instance, I don't mind combine deal (rental car + hotel) but i don't like package tour. Also the price will be the key. I want to know the service in each step. Who is driving the car, bus, etc? I think it will be useful to have criteria such as budget trip, comfort, etc.
	No.2	Multi option to include car parking options. I would like to decide the parking matters in advance. Where I live matters. It depends on where I live and therefore I will choose.
	No.3	yes helpful idea. Especially for the tourist. We could not be bothered to buy everything separately. I just want to have everything. But on the other hands, what about we change our mind on the way? There should be an option.
	No.4	Nice. I would like to get a lucrative profit from this. Also, if uber can be the part, i would like it. Uber is very needed especially with baggages.
	No.5	Options need to be given. Time for instant is very important. People should be able to choose. But also be flexible and able to change at the last minutes.
	No.6	I would like it. I cannot be bothered to buy several tickets.
	No.7	It would help. I try to find ultimate cheap tickets from home to the airport included. Sometimes the flight ticket can be cheap but the train ticket can be more expensive. If I can get special deal, I may be open up more options.
	No.8	As long as it does not complicate the process. Now days, the services seem very simple but at the end they are complicated.
2. All in one travel card	No.1	I think the airlines will never allow this. Airlines accept different price per time. Also, I am not sure if I want a fixed price. I often go for the cheaper ticket. But maybe this will work for the businessmen who travel same route over and over again. May be someone can buy more than 1 ticket at once and get a card like a pass. Thalys we book ticket in advance and get cheaper for the early birds. That does not happen in NS.
	No.2	For airplane, I would like to reclaim my space. It is trapped space. Also, ticketing is fun part. It may work for the business passengers. I wouldn't mind if that was business trip.
	No.3	Nope. I do want to buy flight ticket in advance. I want to make sure I get my seat. It is a long journey and trapped in space. I don't want to seat in the random space.
	No.4	I might not want to use for airline. I think there are some special things about plane. Airplane is more isolated than other modes. But on the other hands, this may be very useful for the business passengers because they travel almost every day to the same destination. May be a pass deal?
	No.5	I would like to have fixed price. I hate searching for a cheaper ticket. It is really useless effort. I rather want fixed price and want to use my credit card to check in.

Moments	Participant No.	Interview Minutes
2. All in one travel card	No.6	It is difficult to imagine. I don't know if I like the fixed price. I kinda enjoy searching for cheaper tickets. I think the fixed price will increase the fee.
	No.8	Yes, if this happens, I don't have to buy any tickets I guess. I like it.
3. Baggage checker	No.1	I heard the airlines are working on that. Should be able to do so. Some airline has designated space for their hand baggage.
	No.2	It definitely help because i would benefit if i know my baggage will be checked in. If that was the case, i could have brought more liquid. Now, I just feel unlucky if my baggage has been rejected
	No.3	Definitely. Especially the weight. We hate when things happen at the check in counter.
	No.4	I need it especially checking the weight. I never weight at home and just bring it. I always hope that my baggage does not exceed. But would that be possible in tech wise?
	No.5	Size check would be helpful and the early confirmation would be helpful as well. I always weight at home and I know what to pack and what to not pack. But for some people may be useful.
	No.7	Nice.I am never sure on the way. Nice to confirm in advance
	No.8	I don't know. I like it but I may feel guilty. I think I should put more effort.
4. Door to Door Baggage delivery	No.1	It depends on the modes. I wouldn't need it if I was on the private car. If I was on the bus, may be.
	No.2	I want to carry stuff with me. I would not use it but may be when I get old.
	No.3	I like the idea. Not necessarily from door to door. It could be like from central station to the airport. I might not use door to door due to the cost. But definitely from the train station to the airport. But carrying luggage is the part of journey. I think I might miss carrying. Also, I will be scared to leave the airport without my baggage. I need extra insurance.
	No.4	I would not use it as i am young. But may be yes for the old people. I don't like my belongings to be handled by strangers too long. Beside i might need something from the baggage.
	No.5	I think I would definitely use it if I have family with younger kids. I often saw family struggle to care their kids and their baggage at the same time. I don't think from station to the airport would add value much. I wouldn't be bothered to go little further.
	No.6	The baggage drop will be handy. I think carrying baggage really down the vibe.
	No.7	I am not sure if I want to use this service. I think this service can be done at different checkpoints such as parking lots .
	No.8	I don't know. I like it but I may feel guilty. I think I should put more effort.

I. PRELIMINARY JOURNEY INTERVIEW MINUTES

Moments	Partici- pant No.	Interview Minutes
5. Busy level checker	No. 1	It will definitely work. When the navigation was issued, people still tend to believe in their experience rather than what was written on the phone. Now people believe the expected arrival time on the navigation. Therefore passengers routine will change and adapt to the system.
	No.2	Yes, definitely. This will also make the transportation to the airport more exquisite if passengers know when they have to arrive exactly. Transportation can be prepared in smart ways
	No.3	Depends on how early the alarm is. Also depending on person. I would like to come 5 minutes before. But my girlfriend will still be two hours in advance. Also, my girlfriend will be panicking to see the "alert" saying message the airport is busy.
	No.4	Yeah I see it still useful but i would rely on my experience and still come two hours in advance because I get scared. But some people may make advantage of it.
	No.5	I wouldn't use it. I don't want to put myself in the risk. There is a trust issue. I rather want to have the peak level per time slot. At least to know how busy it will be. But i want to choose myself.
	No.7	Good idea, especially for those first comers. I can be more proactive and plan in advance.
6. Moore modes in Hand	No.3	I like the idea. We like the transferring system here. It is quite smooth. It is not new. We are aware that this will be the future
	No.4	I like the idea of using water canal in transportation. I think there are more potentials in transportation modes still. If there are more options available, I would definitely want to try it.
	No.5	I don't mind more options but I do mind the transfer. I will just pick one and take that. More options valuable because things can go wrong (i.e. bus break down)
	No.7	It may be nice but I won't use it. I don't want to take a risk. I would stick to what I have been using.
7. Carpool Any-where	No.2	The mother company need to be trusted source. Airbnb for instance, I get annoyed because some owners are not as good as others. The operational stakeholder has to have strong trust issue.
	No.3	I don't want to transfer too many times. Also, the single device can be annoying if that doesn't work suddenly. My ov-chipkaart did not work and things went bad. Therefore I would prefer carpool with less transfer.
	No.5	I would like it as long as the system is guaranteed by one system. I don't want to be suddenly in the crappy car. I want to be ensured that I will get to the airport in right time.
	No.7	I like it but I need full trust. Maybe I need to check the history of the driver.

Moments	Partici- pant No.	Interview Minutes
8. Options for delay	No.1	I am not sure if the airport will have any benefits. This will make people stay less at the airport.
	No.2	I would like to know the alternative route yes but not options to spend other time. I would probably not do that. It is because I would feel that airline has been paid commision to those places.
	No.3	Yes we want the options. Depends on who we are. As tourist, yes definitely worth to see the option to spend time here. But we have to worry about the connection flights. Our next flight is tomorrow so we have to go. I think we need to have more options.
	No.4	Yeah since I am from here, I would like to know the next transportation option to my destination. I already know what is available around here.
	No.5	I would like options. Especially when I am somewhere else, I would like it if i get some more recommendations.
	No.7	I like getting options. Sometimes you are desperate(ie. Eve day) to be on schedule. But I want to sort out the travel first and get the recommendation.
	No. 8	Can I just wait in the hall? I think it will break my peace.
	9. Personalised signage	No.3.
No.4		I see some people struggle to find the ways. I agree that the signage is bit vague. But i don't need personalised signage. It is too much for me. I am already in the mood anyway. I don't want to rely too much on tools and interactive screens. The signage should be just more intuitive as what it is. The terminal should be more simple and should tell us where to go without saying anything. I think it is quite obvious where the terminal is. Maybe it is because I used public transport. But the sign arrival and departure was confusing. I just arrived at the airport. Why should I go to the departure?
No.5		I never use car. I only use public transportation. But I definitely don't want to show where I am going to other people.
No.7		yeah I see all the time at RTHA where people are dropping off randomly. may be this can lead people affectively. I am not sure if i want the private signage. I do like it but privacy issue can be as well.

I. PRELIMINARY JOURNEY INTERVIEW MINUTES

Moments	Partici- pant No.	Interview Minutes
10. Personal- ised Assistance Device	No.3.	I don't want to have another app. Every information should be able to reach in one access.
	No.4	I don't need it. Some people yes but I don't like being controlled and I don't need extra guidance.
	No.5	It may be essential definitely for some people who are arriving at the boarding bridge late. I am not those fortunately.
	No.8	Definitely useful. I like watch, my wife likes an app. Definitely help. But whatever it is, the device need to be one and united.
	No.6	I wouldn't need it. I think i would feel like I am in the count down when the notification arrives to my smartphone.
	No.7	It will be helpful. I won't be offended by being control. I would like to have a smart watch rather than an app because my hands are full often.
	No.8	Yes, sometimes I lose the sense of time. It is good that something reminds me my schedule.
11. Facilities per spot	No.3.	Yes, this let us choose when to arrive at the airport by. If we know there is certain shops or whatever is available, we would definitely come early. If not, we may arrive later.
	No.4	It is logic. I expect certain facilities are at the airside. I can't believe people think that there are nothing at the airside. I came RTHA first time.
	No.5	A map is needed. I would like to have emergency exit as well. Also business lounge.
	No.7	Small airport is ok but it may be helpful for a big airport. Also,It is good to know what is available after the check.
12. Build trust for Less check	No. 1	The ideal will be to let people to pass through the gate with their bags and let the technology scan everything.
	No.3.	Definitely, we want faster lane check and sometimes it is really annoying that some people just take more than others.
	No.4	I don't know if it is fare for everyone. I don't want to feel prestige by passing faster lane.
	No.5	No. I don't want to see anyone omitting the check. No matter how many times they travelled. People change. Must be checked. But lane can be applied for different types of people. Like lane for elders, etc.
	No.6	I don't want quick check. I want to be fully checked. I definitely don't want to stay in the line. I think I would want to be checked as fast as possible, not canceling the process.
	No.7	I still think that everyone should be checked. No matter how trusted you are. People can abuse the system (bribe, etc)

Moments	Partici- pant No.	Interview Minutes
13. Baggage tracer	No.2	It is essential. I feel very stupid when I am waiting my baggage. Feels hopeless. Also, i feel unlucky if mine get lost.
	No.3	Still i will be scared if my baggage is on the way. We need really good tracking system.
	No.5	It need to work like Domino Pizza.
	No.7	Yeah i don't want to pick up at the baggage reclaim but maybe many checkpoint can be suggested. D to D, if that to work, I want my baggage to arrive earlier than myself. But for elders, the system may help.
14. Welcoming Booster	No. 1	I like the idea of leading welcomers to other facilities. But I am not sure if this really enhance the experience.
	No.2	Can we do that with whatsapp? I don't know. I think passing the gate feels more drama.
	No.7	Handy. I would like it. But I don't really see anything special in this.
15. Memory Reflector	No.2	I don't want to be asked. It seems bit forcing. But instead, reminder photo album could work better. Has to be automatic. I don't want to be forced to do anything.
	No.4	Yeah I might like it but i think it is too much. Bit of struggle is the part of travel.
	No.5	A little tip will work. How was sushi for instance. But the tips should be given prior to the journey again. Not only at the ending.

Q. WHAT IS YOUR GENERAL IMPRESSION? DO YOU THINK THE JOURNEY WILL EVOKE YOUR HOLIDAY MOOD?

Partici- pant No.	Interview Minutes
No. 1	What is the holiday mood? Some people want holiday comfort and some people want adventure. Everybody seek different. Elder people does not like innovation. I think it is all different.
No.2	I think I can just use other services if I really want to follow the journey you proposed. I just cannot be bother to follow the steps. Maybe I am just not as picky as others
No.4	I understand your approach and i like how you use technologies. But I think travel should not be super comfortable and seamless. Little bit of accident add the fun.
No.6	Some good ideas but Too many ideas tools. It is too complicated. Making seamless will enhance my vibe but reminder may not work for me. I don't really try to expand the holiday vibe.
No.7	I think the holiday mood comes at no responsibility, no have to do-s, no pressure. The challenge will be to ease the time pressure. Time restriction has to be there unfortunately.
No.8	The ideas does not cover everything such as comfort. Therefore it may not enhance everything.

J.PRELIMINARY JOURNEY FEEDBACK SUMMARY



DESCRIPTION (AT HOME)

FEEDBACK

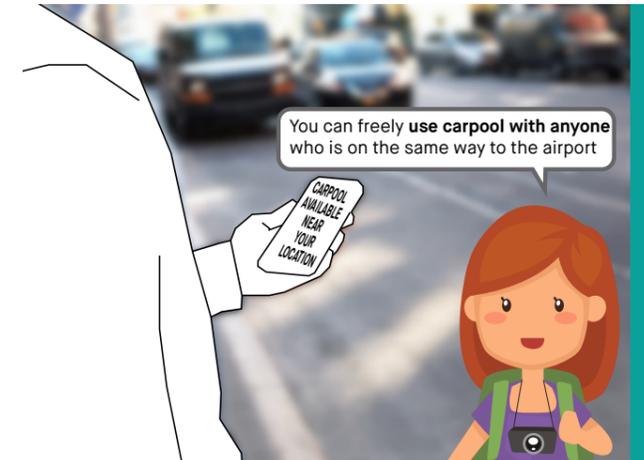
- It will especially help the tourist. People often struggle to use the local public transportation system. It would take away the fuss to understand the foreign vending machines.
- Some people expect to receive discount for having all in one deal.



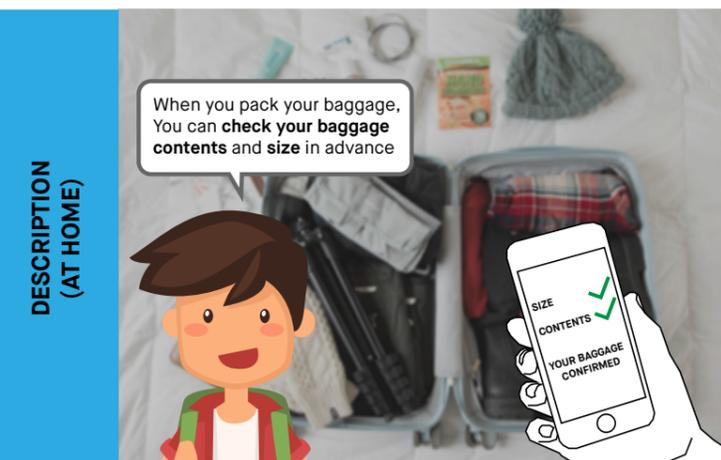
- People would like to feel secure with their seats. They would like to make sure that they have decent seats in their flights. The travel card does not give enough insurance.
- Many people mentioned that this service would be helpful to the business passengers. It is because they fly to the distinct destination in repetitive manner.



- In general, people liked that they have more options to arrive the destination.
- People mentioned that they will choose mode with the minimum transfer.
- The most of people think this service is only valuable when they are accessible with a single access. The idea was considered as the minimum convenience. To integrate with the credit card was often mentioned.



- Most of people do not want to share the ride with others. However, if the carpool system operates like 'uber' they think they may get accustomed to the system.
- To feel safe, the participants expect to have full history of the car and the driver.



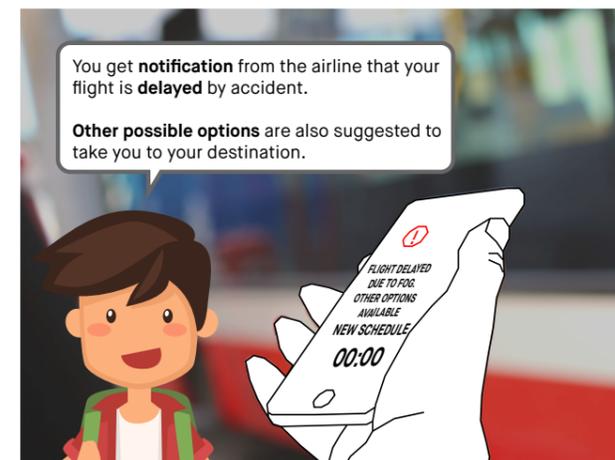
DESCRIPTION (AT HOME)

FEEDBACK

- People are afraid that their baggage may be rejected at the check in counters. Therefore they are positive with this idea.



- Most of the people were positive. However, due to the cost issue, only selective people may want to use the service.
- For those with better mobilities(especially younger passengers) may want to use the service for the limited distance(i.e. from the train station to the airport) .
- Some people stress that the bag trace system should be developed as well. They mentioned that they lose their control when they hand over their baggage.



- People are positive about having more the options.
- It depends on the passenger type. For business passengers, they would like alternative routes. For the tourist, they would like to know more places to spend time.



- People are generally positive with this service. However, one participant expressed that the service may intimidate some passengers.
- Also, one participant mentioned that he will stick to his old habit and play safe since he does not want to take any risk.

DESCRIPTION (APPROACHING THE AIRPORT)

FEEDBACK

Table 8.4c . Participants feedback

J.PRELIMINARY JOURNEY FEEDBACK SUMMARY

DESCRIPTION
(AT THE AIRPORT)

FEEDBACK

- The opinions differentiate much. Some people enjoys the feeling of being VIP. But the majority mentioned that they want to keep the privacy and do not want to share their destinations with others.
- Although personal signage may not be suitable for everyone, some participants mentioned that the signage should be more passenger perspective. They mention that they rely on the signage once they reach the airport because the navigation often ends when they enter the airport.

DESCRIPTION
(AT THE AIRPORT)

FEEDBACK

- The participants stress that they suffer from having too many apps(i.e. airline app, map app, etc).
- Having wearable device instead of using an app can be beneficial. It is because the passenger's hands are full with their baggage.

DESCRIPTION
(AT THE AIRPORT)

FEEDBACK

- When using D to D baggage service, the participants were afraid if their baggage do not arrive at their home. They emphasize the baggage trace system.
- The participants will consider use D to D if their baggage arrives as fast as themselves.

DESCRIPTION
(AT THE AIRPORT)

FEEDBACK

- Participants liked the idea. But they do not see it very special. They feel like they can do that with other SNS app.
- Some participants prefer to come home alone enjoying the solitude.

DESCRIPTION
(AT THE AIRPORT)

FEEDBACK

- The participants were very sensitive with this issue. They stress that everybody should be checked fully.
- However they are open with simpler security process.
- Most participants are open to the future biometric technology. They agree that the passport will not be used in the future.

DESCRIPTION
(AT THE AIRPORT)

FEEDBACK

- Participants definitely think that this will help them plan the journey better.
- Some participants are not in favour of using this service because they like going on a holiday without making specific plan.

DESCRIPTION
(ON THE WAY BACK)

FEEDBACK

- Participants like being reminded with their previous journey. However they are not sure if they need extra service to be reminded.
- Participants wanted to be reflected with their own personal journey.
- They do not want to share their memories with the public. They want to pick the people to share with.

K. FINAL JOURNEY INTERVIEW MINUTES (PASSENGERS)

Q. PLEASE PROVIDE YOUR FEEDBACK PER EACH MOMENTS (ITALICS USED AS THE QUOTES IN THE REPORT)

Moments	Participant No.	Interview Minutes
1. All-inclusive customised ticket	A	I will definitely use it. I think there are similar services available now which are almost the same. But I agree that the current services only cover one mode at the time. It is either to choose an aeroplane or flight. I can't use both. But then it means I have to transfer more right? I rather go slow than take a transfer to another mode.
	B	Yeah, nice. I think I really use it if I am the tourist. I spend ages in front of ticket machines when I go abroad. I kinda feel sorry because I make a long line by spending more time figuring out. I hate when that happens.
	C	The app design can be in more depth. I want to see the time and the cost change in real-time. So I can quickly compare the route. In my case, the time and the cost are what really matters. I don't know for others though. I am not sure if I want the earliest arrival or shortest transfer time or the earliest departure. It is never the same. It would be hard to make it into the system.
	D	We drive our car to arrive here and we rent a car when we are abroad. So this will not be very useful to us. who use the public transportation.
	E	Yeah. cool. But isn't this bit like this already? You can buy transit flights easily for the cheaper price.
	F	<i>Yes, It would be nice to have this kind of service as a tourist. I don't try public transportation when I go abroad normally. This helps. But I want to see the time and the cost per route. I would use it when I go somewhere really exotic. When I travel far, the system is too different so I just take a taxi. But it will help me using more transportation when I am abroad.</i>
	G	Yes and no. I think it would be nice if I can buy things in advance. But what if I make some changes? I am not already very distinct about my destination. I think we should be able to amend the route anytime we want.
	H	Yeah, that sounds so handy. I might just want to choose the route and let them charge from my credit card. Sometimes finding cheaper tickets are just stressful.
2. Baggage: drop anywhere, pick up anywhere	A	I get nervous when I check my bag at the security. I don't like when my bag is being scanned. Also, I am worried if I have put something silly by mistake. I think I will become less nervous when I check my bag on my own. That is why I would like this service.
	B	Nice. although I am not sure how much the service will be. I am ok since I am young. But may need those when I get old. But there must be something new in the next 40 years I guess? So I might never use this service.

Moments	Participant No.	Interview Minutes	
2. Baggage: drop anywhere, pick up anywhere	C	<i>I think I like the baggage check part. I always forget my toothbrush. Oh, wasn't that the purpose? What is the purpose then? I don't think checking not allowed items are more useful than checking the toothbrush. I am pretty much aware of the prohibited items. Also, when I have to throw away stuff that is not allowed, they often are cheap stuff. So it does not matter too much.</i> I am not sure if I want to use D to D service. I want to keep my bag as close as possible. Also, if my bag is going to be delivered, why can't they deliver me as well? I can be at the back of the truck.	
	D	We have three kids. I may need it when our kids were small. But they are all grown up now. We can carry our bags. When they were young, it may be helpful because it was very difficult back then. Now they are all grown up and therefore we are fine carrying our own baggage. It is not too much big deal. Maybe for someone else, this might be useful.	
	E	Yes. it can be really handy. We are travelling as a family. It is very tough to carry bags with children. They are just out of control. But the service must not be for free right? It will be a tough choice. We are actually getting better at travelling with kids.	
	F	I can carry my own bag. Besides, I want to keep my bag as close as possible. I won't need it. They look too lazy. If my bags are taken, I cannot make last minute changes right? It makes me worried more.	
	G	It looks like an expensive service. I would love it. It would really help if it only carries from the airport to the hotel. Not necessarily from Door to Door. Because when I am abroad, it is often the first time and therefore I have to search for my hotel. It is really painful to do so with my bags.	
	H	I would love it. I and my boyfriend often carry many pieces of baggage. We like to travel to Asia for a longer period. But not whole distance though. From train stations to the airport can be handy as well.	
	3. Choosing when to go to the airport	A	<i>This is what I have been looking for. I don't know why I didn't have this type of service before. If this was available, I might not have time to do this interview. This will be super useful. It is a very simple solution. I just don't want to waste my time.</i>
		B	Absolutely. I came here way too early. I am so bad at making the time right. I am sometimes into a hurry and sometimes in too early. I still think it is better to come early than being late. I would definitely use it to keep the time right.
C		Nice and smart. I would like it. It is good to know things in advance. We have been sitting here for 2 hours now. I feel stupid. Next time with this, I will plan better.	
D		I just arrive at the airport 2 hours in advance. <i>I don't want to take the risk of coming late. I feel comfortable by waiting 2 hours in advance. But my daughter would. She is a bit brave and takes a risk. I don't understand really. (his wife) I don't even want to look at it. It will make me worried if it says busy. Waiting here is fun already because we are going to be in Lisbon soon.</i>	

K. FINAL JOURNEY INTERVIEW MINUTES (PASSENGERS)

Moments	Participant No.	Interview Minutes
3. Choosing when to go to the airport	E	Yes, I think it really helps us. We need to keep the journey as short as possible. We brought all these toys to keep our kids under control while waiting here. And they are about to lose their patience. I really think it is important to come at the right time. But with kids, it is really hard to do things faster when things go wrong. So in that case, we better arrive early.
	F	I don't really want to pinch point everything. I don't want to think about the perfect time to leave my apartment. I can easily arrive at the airport 2 hours in advance. If I come too early, I can just read my book. I don't want to check the app every time.
	G	Yes and no. I hope this will not force me to do something. It should only work as a guide. I don't want to leave my door at the certain time because of this. I just feel like less freedom.
	H	I like the idea. I would just refer to it. I may still keep my old habit. But I think I will be calmer if I know how busy the terminal is. I won't be surprised when I arrive at the airport which is a good thing.
4. Dealing with disruption	A	I like to have something to do while waiting for the aeroplane. I am not in hurry usually so I might not look for other transportation routes. But I don't like being bored so I would like to receive some options to spend the time.
	B	<i>I think this will help the business passengers who need to go on time. I am ok with waiting. I think I can spend the time better with the suggestion. Your example of being in the park seems too much. But I would like it if the park was inside the airport. Then, I can hang out there.</i>
	C	The options between train and aeroplane can be tricky. I prefer the train because train stations are often closer to the city than the airport. <i>I once took a flight because I couldn't buy the train ticket. I would use the train instead of flight in this situation.</i>
	D	We will just wait. But sometimes it is bad when our holidays are the only couple of days. We feel really bad when we lose 1 day out of 4. But this kind of accident happen. We can go somewhere next time. Besides, it only happened to us once. We travelled so many times and only happened once. So It would be useful to have something to do when we wait. We won't change to other modes but we want to wait better.
	E	Yeah cool. I like the idea of having more things to do during the delay.
	F	Again, I can just wait if things happen. The delay does not happen too often. I only can remember once or twice. In my case, it was just another couple of hours waiting.
	G	This is my favourite. I feel like I am really enjoying my time if I am chilling at the park when my flight is delayed. It is very sudden and somewhat romantic.
	H	Yeah sounds very nice. But is it possible? If I want to change to train when the delay happens, do I get a train ticket for the same price? It would be nice but I would just wait if I need to pay more.

Moments	Participant No.	Interview Minutes
5. Knowing facilities per spot	A	I don't think this is something very new. It should be there already I think.
	B	Yeah, but it is common sense I think. I usually don't search for shops or cafe. I just expect that there are somewhere to eat and drink. They should be there. I get annoyed when some airports do not have enough facilities.
	C	This one as well, good to know things in advance. Some airports have poor facilities inside(airside). In that case, I won't go in too early. But I don't think this is very new.
	D	Here we have the cafeteria. I can buy sandwiches and drinks. I am satisfied. I think it will be better if we know these are available. I expect it already but just to feel more secure.
	E	It looks cool but I don't really see anything special in this one. We do have the information somewhere on the website I think.
	F	I wouldn't look at my phone to see what is available at the airport. I can just come and look. What is the purpose of checking it in advance? It will be probably a couple of minutes in advance.
	G	<i>I think this will let me plan. It annoys me when I realise there are only a few shops after the security check. But this should be available in the first place. I don't have to really look for it.</i>
	H	<i>It is obvious. It should be clear. I don't want to use any extra app to get this information. My hands are often full. Also, The spots should cover the outer area than the airport. Then we can decide where to take lunch.</i>
6. When traveller meets welcomer	A	I won't use it. I like being myself. I don't want with me on the way back. I need my own time. So this idea is not useful at all.
	B	Nice little event. Some people would like it. That's not me. I don't really have welcomers often. I just see my family at home or talk to my friends on the phone.
	C	Yeah, it is a cute idea. But if my girlfriend is waiting at the airport, I want to see her right away. I am not sure if I want to go further somewhere to meet her. Also, <i>can't we do this with a simple phone talk?</i>
	D	It seems complicated. We like the way it is now. We sometimes meet our daughters in front of the gate and still happy. Most of the time we meet at home but we still enjoyed it.
	E	It may be helpful for someone. We travel as a family. We don't really have welcomers.
	F	I can just call the welcomer if I really want this happen. I don't need to play with my phone to make this happen.
	G	<i>This will make me speak less to my friends. It allows me to arrange everything with an app. I will rather talk to them on the phone.</i>

K. FINAL JOURNEY INTERVIEW MINUTES (PASSENGERS)

Moments	Parti- pant No.	Interview Minutes
6. When traveller meets welcomer	H	Nice detailed idea. I might want to try for fun. It definitely is something different from what we do normally.
7. Sharing memories with others	A	Yeah, I like the idea but I don't know if this will really make me reflect on my journey. I am afraid I might be alerted.
	B	<i>By the way, Is this to make us feel holiday mood on the way?</i> I began to wonder. Hmm. <i>This is what we do anyway. I don't see this adds. Perhaps I would like to know the contact in advance so that I can ask for advice.</i> I mean it will help if the app shows list of my friends who already have been at my holiday spot. In that case, I can ask them some questions I might have. Or some tips. That can be handy.
	C	I talk to my friends about my previous trip anyway so I don't really need another app to do so.
	D	Again, it seems too complicated to use. Do we need to remember our previous trips right away? Can that be done without those? We buy some postcards when we are abroad. That helps.
	E	Maybe this can be a nice idea for someone. But we just want to go home in peace. It feels like it adds another take on the way back.
	F	Again, I can just look into my photo book. Why does that have to happen on the way back? Can I not do that at home? Normally, the memories are still inside me on the way back.
	G	On the way back, I often become very tired. I really just want to go home and rest. So <i>I don't want to be interrupted. I will think about my previous trip anyway.</i>
	H	Yes. I get carried away sometimes and miss my moment. This app will remind me. Hopefully, this gives me nice little pause. Things are quite busy when we try to get out of the airports.

K. FINAL JOURNEY INTERVIEW MINUTES (PASSENGERS)

Q. DO YOU FEEL LIKE YOU ARE ON A HOLIDAY DURING THE JOURNEY?

Parti- pant No.	Interview Minutes
A	Well, It definitely helps me to customise my trip. Also, it makes me less nervous. Because I am very well prepared. It looks like my trip is going very smooth, without any surprise. It will help me to feel the holiday because I have everything going smooth.
B	Yeah, I knew it. I think the latter part is more obvious. It focuses on reflection right? Although I am not sure I like that part, it is more clear. I think the beginning part is handier. I might need those services. My journey will be more convenient. It is up to me to put myself in the mood.
C	Yes in some sense. I don't know exactly but I think it is because it is in kind of gaming interface. I feel like I am in the middle of an adventure. Buying ticket was something like I am finding my own path. But I am not sure about baggage to pick up. <i>I feel like I am losing control while my bag is being taken.</i> I felt like mine being stolen.
D	Yeah, it makes the journey handy. I agree. But I feel like I am being controlled. <i>We decide where to go. We look at the map, and we choose. Always. We want to keep the way. It may help others. But we like the way it is now.</i> We are already on the holiday. I don't really need to feel more.
E	<i>Yes, I will be able to plan better. I will get less stressed.</i> The first part really focuses on making us less stressful. I think that will help us feel more holiday. Being more prepared is the key point for us.
F	I think I agree to provide full information to the passenger whether people really want them or not. Some people may really plan like what you show. But I think <i>it is very app oriented. It makes everything very convenient but complicated. I don't think that will enhance the experience.</i>
G	Some nice ideas. Some of them are a bit too much but some of them can be handy. As they are only conceptual ideas at the moment, I really think it is important to keep the freedom up. The journey seems to be controlling too much at the moment. But I like to see how the journey from home to the airport can be developed in such a way. I have never really thought about making that better.
H	<i>I really see how you tried to integrate technology into the experience. I think what you just showed will become part of our future. We have to open our arms and deal with it. It will be the part of our next holiday. I am quite open to new things.</i>

Q DO YOU THINK THE PROTOTYPE HELP YOU FEEL DETACHED AND EXPERIENCE THE FUTURE JOURNEY?

Parti- pant No.	Interview Minutes
A	I think I feel more like it because I am looking at the screen and I am doing something. Taking some physical actions myself helps. I am reading and hearing from you and looking at the pictures and taking action at the same time. All my senses are occupied.
B	It kinda does its job. Not fully though. I think the tool should be more developed. But I think helps. It is like watching an interactive movie. I might feel better if the tool is a fully developed game.
C	The colours and the look of the illustration helps. It definitely looks different from the real picture. I easily think that this happens in somewhere else. But I want to do more. I think the choices I can make inside the tool is limited still. I can understand it takes some time to make into detail. I guess it will take longer to make it into a real game with full freedom inside.
D	You helped me to follow the steps so I managed. I think it will be hard to do on my own. I don't really play a video game. But I understand your idea. It is quite clear just by looking at it.
E	Yes. The colours look friendly. And the background music really helps. They stick in my ear. It helps me to focus. I feel like I am captured by the music.
F	No. I only had 1 or 2 options per scene. The scenario was very limited. And the music pops out too much. It annoys me. I am sorry but it just don't work for me.
G	I felt like I am doing a quiz session online. I don't really know if I was detached or something. But the tool definitely helped me to focus. Whether I like it or not, I have to read all the text and think about what to do after. Yes, I think it helped me to experience the future. But I think it can be more exciting though.
H	Yeah. I like the graphics. It makes me happy. Colours are so bright and cheerful. I like it. I am not sure if the tool really demonstrates the future. But it demonstrates another world at least.

L. FINAL JOURNEY INTERVIEW MINUTES (STAKEHOLDERS)

INTERVIEWEE : RTHA LANDSIDE OPERATION MANAGER

Q. What do you think about the journey?

A. Actually, I am happy that someone is actually looking into the passenger experience. At the moment, we are looking at the aeroplanes too much. RTHA at the moment, do not have a team to look into the passenger journey. We only deal with what happens at the airport. I think it will be better to have a separate team than having internal coordination meetings. We (as specialists) only have a limited view. And there is some ping pong going on with other teams. Also, I don't think departments are very interested in looking into the passenger.

Q. What do you see as the benefit in your perspective?

A. I think the service checking busy level will be really handy for us. Every morning the terminal is in chaos. Just come here in the morning once. You will see what happen. But if we tell how busy the terminal will be, people will be more prepared and arrive earlier to be safe. But I think it will impact the peak-hour forecast again because the service will impact the flow. It would be interesting to see the change.

I think people will get used to this. They will come early when it is busy and late when it is free. They just need to be used to the technology first. Think when the first automatic transmission car issued. People thought it is stupid to pay more for those cars. But now, people use automatic transmission cars.

Also, I like the one that shows available facilities inside the airside. This will expedite the movement. Sometimes people just wait until the very last minute at the landside because they are not sure if there is a restaurant inside the airside. Sometimes people actually reverse back to the landside to smoke cigarettes. It sounds stupid but it happens. I am not sure if Horizon will like this. They earn more when the passengers stay at the landside longer.

Q. What would be the most struggle in order to achieve this journey?

A. The busy level checker, for instance, we do not want to tell people when to arrive at the airport. We do not want to take the risk. People will go crazy if they miss flight trusting us too much. I think we can tell them in a more vague way. Such as busy, free. But not the number. It is too dangerous.

Also, although we can give a rough measure of the busy level, we need to collect data at the end. The information should be based on the data collected here. It is more work than it sounds. Also, it requires more time to set up the data.

INTERVIEWEE : RTHA COMMERCIAL MANAGER

Q. What do you think about the journey?

A. I see some ideas which can be implemented now but some of them require more development. Such as telling available facilities per spot can be done now.

Q. What do you see as the benefit in your perspective?

A. What I like about your idea was that your idea makes the passengers happy. People open up their wallet when they are happy. That is the very basic strategy of the commercial. At the moment, passengers are not really in the positive mood while they are at the landside. The airport is doing renovation work now. I think that may be one of the reason.

As you know, the terminal is really crowded. And we are making very good revenues at the moment. But this also means that we have more chance to earn more. We don't have enough facilities at the moment. Therefore every store we have here are making a lot of money. But this is mainly due to the airport being too small. When the airport is done with the renovation, more shops will open. At that moment, we need to worry about the passenger experience. Your study will be handy.

Also, your ideas introduce shops inside the terminal. I liked that idea because it advertises the facilities to the passengers. I also did like the personalised signage. It is important to make the customer feel like they are VIP (very important person).

One part that I don't like is that your journey seems to encourage more public transportation. It will reduce the revenue from the car parks. But on the other hands, it will boost more visitors because they can use the public transportation more easily.

Q. What would be the most struggle in order to achieve this journey?

A. My dilemma is that I am not from the airline. Not all of them are not my cup of tea. It is the airline's main task to

enhance the passenger journey. My goal is to develop none airline revenues. Increasing NPS score and the revenues will be my constant future challenge.

It is a difficult task. I want to increase Non-aviation revenue but our main clients are the airlines. So we really need to work on the passenger experience. But I think the first thing we need is the space. This airport is supposed to handle 1 million. But it handles 2 million at the moment. The biggest revenue comes from the airside but the landside area is doing ok. Parking lots need more spaces too. During the summer, car park space is full.

L. FINAL JOURNEY INTERVIEW MINUTES (STAKEHOLDERS)

INTERVIEWEE : TRANSAVIA INNOVATION LEADER

Q. What do you think about the journey?

A. Nice graphic! I like your way of illustrating things. It makes me like going somewhere. Yes, I think you are pointing to the right topic. We are working on some of your ideas already. We believe we can launch Door to Door service very soon. We are doing pilots at the moment.

Q. What do you see as the benefit in your perspective?

A. Yes definitely. We believe enhanced passenger experience is our key. Your project looks at the same goal. Like I said, we are working on the D to D service. At the moment the problem is we cannot deliver the bags as fast as the passengers. So the passenger receives their bags a couple of days later. But that is no good. We are trying to ship the baggage faster so that the passenger receives their bags when they arrive at the hotel.

We see passengers carrying odd size will use the service more. Golf bags and skies are really the struggles to carry. Also, passengers with kids may need the service.

Q. What would be the most struggle in order to achieve this journey?

A. Like you said, I am not sure why we are not combining our ticketing service with trains. Have you done the interview with NS yet? I am really curious about their opinion. We do collaborate with taxi and rental car companies. We get benefits from this because they pay us some commission for letting them in. I do think it is a win-win strategy. We are willing to lead the talk.

I think we still try to solve things on our own. Not that it is hard to collaborate, we just prefer to do our own. We talk fine with other stakeholders such as the airport. But I don't think we demand something explicitly to the airport. They have their jobs when we have ours.

INTERVIEWEE : RET PROJECT MANAGER

Q. What do you think about the journey?

A. I think we can take part in the very first idea, all-inclusive ticketing service. Other than that, I think it is interesting but not sure what we can do with them. These are lots of ideas by the way.

Q. What do you see as the benefit in your perspective?

A. We are finalising a digital ticketing service. At the moment we use OV chipkaart. But in the very near future (with in a couple of months), people can get into RET bus using QR codes on their phones. We are doing the pilot test collaborating with the theatre nearby. When people buy a ticket for a play in that theatre, they get the bus ticket as well. So they do not need to buy any ticket extra.

I think we can apply the similar system to your first idea (all inclusive ticket). People may use more RET buses if they have tickets included.

Right now, bus line route 33 is not making the profit at all. We have to send our buses to that line because of the municipality. They set the route and the time schedule. So we can do little to deal the peak hour. Yes, I know the airport is really busy in the morning. But we cannot start our bus line just because of the airport. We have to think about our costs such as the driver's wage and etc.

I heard RTHA is working on an automated transportation system from the terminal to Meijersplein metro station. I think this will help us a lot. We may not have to stick with the current route. The metro line is doing well. It is one of the busy lines in Rotterdam. If the airport is linked via automated transportation, we can put the buses elsewhere.

Q. What would be the most struggle in order to achieve this journey?

Stakeholder collaboration can only happen when every stakeholder sees their benefit. Each benefit also has to be somewhat fair. It is very very difficult. We can be partners

but we are competitors at the same time. I am glad that Transavia is will to collaborate. We are willing to share our API. Not even that level, I think it will help us if Transavia flight ticket only shows the texts saying there is a bus line at RTHA.

I have not thought about collaborating with NS. I heard they are really conservative about sharing things. Maybe it is because they do not have any competitors.

Q. There are some signage issues at the bus stops in RTHA. Also, ticketing machines are located in an inappropriate location at the terminal.

I am not aware of those. Are they really causing problems? Please send me the report and I will show those to my colleague.