

appendix.

PUBLIC

M A L O U
N O D S

GRADUATION PROJECT

F. Current KLM UM website

Link: <https://www.klm.nl/information/assistance-health/children-travelling-alone>

[Assistentie en gezondheid](#)

Alleenreizende kinderen

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Alleenreizende kinderen

Reist uw kind zonder begeleiding van een volwassene? Dat moet heel spannend voor ze zijn! Met onze Unaccompanied Minor-service zorgen wij dat uw kind hulp krijgt van ons grond- en cabinepersoneel. Check wanneer u het moet regelen en hoe het werkt.

Unaccompanied Minor-service

We doen ons uiterste best om ervoor te zorgen dat uw kind zo comfortabel mogelijk reist, zelfs als ze alleen reizen. We zorgen ervoor dat ze het juiste vliegtuig bereiken, houden een oogje in het zeil tijdens de vlucht en helpen bij vertraging of andere verstoringen.

De service is beschikbaar voor alle rechtstreekse vluchten. Transfers voor alleenreizende kinderen zijn alleen toegestaan op vluchten van KLM, Air France en Delta Air Lines.

Verplicht voor kinderen van 5 tot 14 jaar

Reist uw kind van 5 tot en met 14 jaar zonder begeleiding van een volwassene van 18 jaar of ouder? Of reist uw kind in een andere reisklasse dan de begeleidende volwassene? Houd er rekening mee dat u in aanvulling op het reguliere ticket altijd de Unaccompanied Minor-service moet boeken.

Optioneel voor jongeren van 15 tot 17 jaar

Voor kinderen van 15 tot en met 17 jaar is de Unaccompanied Minor-service optioneel bij te boeken. Als u ervoor kiest om de service niet te boeken, beschouwen wij uw kind als een volwassen passagier.

In geval van vertraging of annulering van een vlucht helpen we graag als uw kind hun leeftijd en behoefte aan assistentie aan onze KLM-medewerkers doorgeeft. Zorg er echter voor dat u de Unaccompanied Minor-service boekt voor volledig toezicht in geval van vluchtverstoringen.

Hoe het werkt

Gaat uw kind alleen reizen? U kunt een ticket inclusief de verplichte of optionele Unaccompanied Minor-service direct via onze website boeken. Zorg ervoor dat u de reis minimaal 24 uur voor vertrek regelt.

Boek een ticket via onze website



Persoonlijke gegevens

Na het boeken van de service zijn de door u doorgegeven gegevens over de personen die uw kind naar de luchthaven brengen en ophalen beschikbaar in Mijn Reis. Zo kunnen we ervoor zorgen dat de reis van uw kind soepel verloopt.



Check details in Mijn Reis



*
Continues on the next page.

Vertrek

Breng uw kind minimaal 2,5 uur voor vertrek naar de incheckbalie op de luchthaven. U moet op de luchthaven blijven tot de vlucht van uw kind is vertrokken.

Zorg ervoor dat u een geldig legitimatiebewijs meeneemt voor uw kind en voor de persoon die uw kind naar de luchthaven brengt. U moet ook 4 afgedrukte en ingevulde exemplaren van het formulier meenemen met daarop de gegevens van de personen die uw kind brengen en halen. Deze formulieren moeten allemaal zijn ondertekend door de ouder of voogd.

U kunt het ingevulde formulier rechtstreeks vanuit Mijn Reis afdrukken, of de PDF-versie van het document downloaden, invullen en afdrukken.



Download formulier



Tijdens de vlucht

Voor vertrek begeleiden onze medewerkers uw kind naar hun stoel in het vliegtuig. Tijdens de vlucht houden wij uw kind goed in de gaten. Als ze een lange overstap hebben, brengen we ze naar een speciale lounge voor alleenreizende kinderen.

Aankomst

Na aankomst begeleiden wij uw kind naar de aankomsthal om hen naar de persoon te brengen die u heeft gemachtigd om ze op te halen. Ze moeten een geldig legitimatiebewijs meenemen dat overeenkomt met de informatie op het formulier dat u hebt ingevuld.

Kosten

Om gebruik te maken van de Unaccompanied Minor-service, betaalt u de prijs van een ticket voor volwassenen plus een servicetoeslag. Voor directe vluchten ligt de toeslag tussen de EUR 100 en EUR 150. Voor vluchten met een overstap betaalt u een toeslag tussen EUR 200 en EUR 300. Voor retourtickets betaalt u de toeslag 2 keer.

Veelgestelde vragen

[Open alles](#)

Vanaf welke leeftijd mag je alleen vliegen?



I. Questionnaire UM Desk

Thank you for agreeing to share your opinions!

We're going to show you an image from our redesign concept. Please look at the image and provide your answers to the questions that follow.



Were you able to see the design clearly?

Yes

No

How old are you?

5 - 8

9 - 11

12 - 14

15 - 18

18+

How much do you like or dislike the redesign?

Like a lot

Like a moderate amount

Like a little

Neither like nor dislike

Dislike a little

Dislike a moderate amount

Dislike a lot

How would you describe the redesign? Please select all that apply.

Bold

Controlled

Positive

Unbelievable

Negative

Approachable

Sad

Boring

Caring

Calm

Friendly

Overwhelming

Open

Believable

Which parts of this redesign do you like more than the old design? Select all that apply.

The visibility

The overall look and feel

The information shared

The way it made me feel

Nothing

Other

When seeing this redesign, would you feel more informed than with the current design?

Improved a lot

Improved a moderate amount

Improved a little

Not changed

Worsened a little

Worsened a moderate amount

Worsened a lot

After seeing this content, would you say that your impression of **KLM** has...

Improved a lot

Improved a moderate amount

Improved a little

Not changed

Worsened a little

Worsened a moderate amount

Worsened a lot

What is your current opinion of our brand?

Extremely positive

Moderately positive

Slightly positive

Neither positive nor negative

Slightly negative

Moderately negative

Extremely negative

J. Questionnaire UM Wallet

Thank you for agreeing to share your opinions! We're going to show you an image from our redesign concept. Please look at the image and provide your answers to the questions that follow.

Were you able to see the design clearly?

☐ Yes

☐ No

How old are you?

☐ 5 - 8

☐ 9 - 11

☐ 12 -14

☐ 15 - 18

How much do you like or dislike the redesign?

☐ Like a lot

☐ Like a moderate amount

☐ Like a little

☐ Neither like nor dislike

☐ Dislike a little

☐ Dislike a moderate amount

☐ Dislike a lot

How would you describe the redesign? Please select all that apply.

☐ Approachable

☐ Boring

☐ Friendly

☐ Caring

☐ Overwhelming

☐ Positive

☐ Negative

☐ Open

☐ Calm

☐ Controlled

☐ Believable

☐ Sad

☐ Bold

☐ Unbelievable

Which parts of this redesign do you like more than the old design? Select all that apply.

☐ The overall look and feel

☐ The material

☐ Usability

☐ Nothing

☐ Other

When seeing this redesign, would you prefer the new version?

☐ Yes

☐ Maybe

☐ No

After seeing this content, would you say that your impression of KLM has...

☐ Improved a lot

☐ Improved a moderate amount

☐ Improved a little

☐ Not changed

☐ Worsened a little

☐ Worsened a moderate amount

☐ Worsened a lot

What is your current opinion about KLM?

☐ Positive

☐ Medium

☐ Negative

We thank you for your time spent taking this survey.
Your response has been recorded.

Personal Project Brief – IDE Master Graduation Project

Name student **Malou Nods**

Student number **4,647,904**

PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Project title **Designing an optimized Unaccompanied Minor service proposition for KLM**

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

The Unaccompanied Minor (UM) service offered by KLM is a component of its customer service portfolio, aiming to **provide safe and reliable travel for children flying alone**. Despite being one of the few airlines offering this service for children up to 15 years old, KLM faces challenges in balancing the service's **operational efficiency, customer value, and cost-effectiveness**.

Currently, the value and outcomes of the UM service are not clearly defined for both KLM and its customers. The dual nature of the customer base — with the **parents as purchasers and children as users** — adds complexity to understanding and optimizing the service. Additionally, the operational **alignment between KLM and Air France**, especially for connecting flights or arrivals, poses logistical and strategic challenges.

There is also a potential **misalignment with international standards** (such as those from IATA), where most airlines provide the service only for children up to 12 years old.

Given these complexities, there is a need to **redefine and optimize KLM's UM service proposition** to better align with customer expectations, operational requirements, and financial considerations. This research will explore ways to enhance the service's efficiency while maximizing customer value and cost-effectiveness, ensuring that the UM service is a competitive and valuable offering within KLM's service portfolio.

introduction (continued): space for images



image / figure 1



image / figure 2

Personal Project Brief – IDE Master Graduation Project

Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice.

(max 200 words)

KLM's current Unaccompanied Minor (UM) service, which provides a supervised travel experience for children aged 5 to 15, faces multiple challenges. Internally, there is a lack of clarity on the service's value and impact for both the airline and its customers. The extended age limit of 15, above the standard 12 as recommended by IATA, introduces complexities in service delivery and cooperation with other airlines, such as Air France. Additionally, KLM lacks a cohesive strategy that effectively balances operational efficiency, customer experience, and cost-effectiveness, especially considering the dual customer base: the child as the end user and the parents as the decision-makers. This project seeks to address these challenges by developing a new UM service proposition that is both value-driven and strategically aligned with KLM's goals.

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for.

Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence)

As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

Designing an optimized Unaccompanied Minor service proposition for KLM: Balancing efficiency, customer value, and cost effectiveness

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

To carry out my graduation project, I will use a mixed-methods approach combining qualitative and quantitative research with design thinking. The project begins with a literature review on service design for children in transport, customer journey optimization, and best practices in the airline industry. I will conduct stakeholder interviews with representatives from KLM's CX, Operations, and Marketing departments, as well as Air France, to capture diverse perspectives and needs.

Collaborative workshops will be organized to brainstorm and co-create potential solutions. A detailed customer journey map of the current Unaccompanied Minor (UM) service will identify pain points and opportunities for enhancement. Based on these findings, I will develop a strategic roadmap and prototype solutions, which will be tested in controlled environments to gather feedback and refine the strategy. The project will culminate in an implementation plan, outlining timelines, resources, and key performance indicators, to be presented to KLM and TU Delft.

Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting**, **mid-term evaluation meeting**, **green light meeting** and **graduation ceremony**. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).

Make sure to attach the full plan to this project brief.

The four key moment dates must be filled in below

Kick off meeting	4 sept 2024
Mid-term evaluation	29 okt 2024
Green light meeting	18 dec 2024
Graduation ceremony	31 jan 2025

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	
For how many project weeks	
Number of project days per week	

Comments:

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Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.

(200 words max)

I wish to start this project because it aligns with my passion for designing inclusive solutions for underrepresented groups, particularly children. In my MSc Strategic Product Design and BSc in Industrial Design Engineering I have often focused on creating meaningful designs for those who may lack a voice in decision-making. Optimizing KLM's Unaccompanied Minor (UM) service offers an opportunity to merge my interests in aviation and child-centered service design.

Through this project, I aim to develop several key competencies:

1. **Service Proposition Design:** Enhancing my ability to create service solutions that balance different pillars
2. **Interdepartmental Collaboration:** Strengthening skills in aligning diverse stakeholders to achieve common goals.
3. **Value Mapping:** Deepening expertise in assessing and articulating the value services provide to different users.
4. **Strategic Planning:** Gaining proficiency in developing strategic frameworks that improve service offerings.
5. **Prototyping and Testing:** Improving my capability to create and refine solutions through iterative prototyping.