DESIGNING A SEAMLESS PASSENGER JOURNEY

PICKING-UP LUGGAGE FROM ORIGIN TO DESTINATION AND BACK
# CONTENT

<table>
<thead>
<tr>
<th>Page</th>
<th>Appendix</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Appendix A:</td>
<td>Glossary</td>
</tr>
<tr>
<td>10</td>
<td>Appendix B:</td>
<td>Floorplan departure hall AAS</td>
</tr>
<tr>
<td>12</td>
<td>Appendix C:</td>
<td>Measured luggage drop-off klm</td>
</tr>
<tr>
<td>14</td>
<td>Appendix D:</td>
<td>Problems at the SSDOP</td>
</tr>
<tr>
<td>16</td>
<td>Appendix E:</td>
<td>Luggage incoming flights</td>
</tr>
<tr>
<td>18</td>
<td>Appendix F:</td>
<td>Persona’s KLM</td>
</tr>
<tr>
<td>20</td>
<td>Appendix G:</td>
<td>Interview guide</td>
</tr>
<tr>
<td>24</td>
<td>Appendix H:</td>
<td>Interview questions (English)</td>
</tr>
<tr>
<td>26</td>
<td>Appendix I:</td>
<td>Survey (English)</td>
</tr>
<tr>
<td>36</td>
<td>Appendix J:</td>
<td>Output SPSS frequencies</td>
</tr>
<tr>
<td>42</td>
<td>Appendix K:</td>
<td>Output SPSS significant differences</td>
</tr>
<tr>
<td>46</td>
<td>Appendix L:</td>
<td>Output SPSS chosen emotions</td>
</tr>
<tr>
<td>50</td>
<td>Appendix M:</td>
<td>Set-up of the Creative session</td>
</tr>
<tr>
<td>60</td>
<td>Appendix N:</td>
<td>Creative sessions</td>
</tr>
<tr>
<td>66</td>
<td>Appendix O:</td>
<td>KLM projects</td>
</tr>
<tr>
<td>70</td>
<td>Appendix P:</td>
<td>Does the concept adds value?</td>
</tr>
<tr>
<td>72</td>
<td>Appendix Q:</td>
<td>Travel Light service</td>
</tr>
<tr>
<td>80</td>
<td>Appendix R:</td>
<td>Track&amp;Trace from TNT</td>
</tr>
<tr>
<td>82</td>
<td>Appendix S:</td>
<td>E-mails prior to departure</td>
</tr>
<tr>
<td>86</td>
<td>Appendix T:</td>
<td>My trip</td>
</tr>
<tr>
<td>92</td>
<td>Appendix U:</td>
<td>Web design Pick-up &amp; Delivery</td>
</tr>
<tr>
<td>114</td>
<td>Appendix V:</td>
<td>Content Preparation package</td>
</tr>
<tr>
<td>118</td>
<td>Appendix W:</td>
<td>countries in Europe</td>
</tr>
<tr>
<td>120</td>
<td>Appendix X:</td>
<td>Business case - Current situation</td>
</tr>
<tr>
<td>122</td>
<td>Appendix Y:</td>
<td>Business case - Travel Light</td>
</tr>
<tr>
<td>124</td>
<td>Appendix Z:</td>
<td>Business case - Logistic partner</td>
</tr>
<tr>
<td>126</td>
<td>Appendix AA:</td>
<td>Business case - Most likely</td>
</tr>
<tr>
<td>128</td>
<td>Appendix AB:</td>
<td>What passengers would pay?</td>
</tr>
<tr>
<td>132</td>
<td>Appendix AC:</td>
<td>Survey Travel Light users (Dutch)</td>
</tr>
<tr>
<td>144</td>
<td>Appendix AD:</td>
<td>Results Survey (Dutch)</td>
</tr>
<tr>
<td>158</td>
<td>Appendix AE:</td>
<td>Interview guide for the Pilot</td>
</tr>
<tr>
<td>162</td>
<td>Appendix AF:</td>
<td>Interview Questions pilot (English)</td>
</tr>
<tr>
<td>166</td>
<td>Appendix AG:</td>
<td>Interview Questions Pilot (Dutch)</td>
</tr>
<tr>
<td>170</td>
<td>Appendix AH:</td>
<td>Results Interview (Dutch)</td>
</tr>
</tbody>
</table>
## APPENDIX A: GLOSSARY

Within KLM and Amsterdam Airport Schiphol many words are written shorter. This glossary shows the abbreviations that are used in this report.

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAS</td>
<td>Amsterdam Airport Schiphol</td>
</tr>
<tr>
<td>Airside</td>
<td>Terminal area behind border control at Schiphol Airport</td>
</tr>
<tr>
<td>AMS</td>
<td>Amsterdam</td>
</tr>
<tr>
<td>BCS</td>
<td>Baggage Collection Service</td>
</tr>
<tr>
<td>BHS</td>
<td>Baggage Handling System</td>
</tr>
<tr>
<td>BHU</td>
<td>Baggage Handling Unit</td>
</tr>
<tr>
<td>BMM</td>
<td>Baggage Manifest Message</td>
</tr>
<tr>
<td>BPM</td>
<td>Baggage Processing Manager</td>
</tr>
<tr>
<td>BSM</td>
<td>Baggage Source Message</td>
</tr>
<tr>
<td>BTS</td>
<td>Baggage Turnaround Services</td>
</tr>
<tr>
<td>CGH</td>
<td>Customer Ground Handling</td>
</tr>
<tr>
<td>CPM</td>
<td>Container Pallet Message</td>
</tr>
<tr>
<td>CUDOP</td>
<td>Common Use Drop-Off Point</td>
</tr>
<tr>
<td>DTO</td>
<td>Drive To</td>
</tr>
<tr>
<td>EUR</td>
<td>European flights</td>
</tr>
<tr>
<td>FIBag</td>
<td>First bag</td>
</tr>
<tr>
<td>FSNC</td>
<td>Full Service Network Carrier</td>
</tr>
<tr>
<td>GS</td>
<td>Ground Services</td>
</tr>
<tr>
<td>HLD</td>
<td>Hold Loading Device</td>
</tr>
<tr>
<td>IATA</td>
<td>International Airline Transport Association</td>
</tr>
<tr>
<td>ICA</td>
<td>Intercontinental flights</td>
</tr>
<tr>
<td>IRR</td>
<td>Irregularity Rate</td>
</tr>
<tr>
<td>KLM</td>
<td>Royal Dutch Airlines / Koninklijke Luchtvaart Maatschappij</td>
</tr>
<tr>
<td>LABag</td>
<td>Last bag</td>
</tr>
<tr>
<td>Landside</td>
<td>Terminal Area before border control at Schiphol Airport</td>
</tr>
<tr>
<td>LPC</td>
<td>License Plate Code</td>
</tr>
<tr>
<td>MCT</td>
<td>Minimum Connecting Time</td>
</tr>
<tr>
<td>MHB</td>
<td>Mishandled Baggage</td>
</tr>
<tr>
<td>Non-Schengen</td>
<td>Countries that did not sign the Schengen Treaty</td>
</tr>
<tr>
<td>PAX</td>
<td>Passenger</td>
</tr>
<tr>
<td>PIR</td>
<td>Property Irregularity Report</td>
</tr>
<tr>
<td>PS</td>
<td>Passenger Services</td>
</tr>
<tr>
<td>Schengen</td>
<td>Countries that signed the treaty for the free movement of people and goods between the signing countries.</td>
</tr>
<tr>
<td>SHOCON</td>
<td>Short Connection</td>
</tr>
<tr>
<td>SITA</td>
<td>Société Inetrnationale de Télécommunications Aéronautiques</td>
</tr>
<tr>
<td>SSDOP</td>
<td>Self Service (baggage) Drop-Off Point</td>
</tr>
<tr>
<td>T</td>
<td>Transfer</td>
</tr>
<tr>
<td>TTT</td>
<td>Tail to Tail</td>
</tr>
<tr>
<td>ULD</td>
<td>Unit Load Device</td>
</tr>
</tbody>
</table>

### Non-Aviation related

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B</td>
<td>Business-To-Business</td>
</tr>
<tr>
<td>B2C</td>
<td>Business-to-Consumer</td>
</tr>
<tr>
<td>CBS</td>
<td>Central Bureau of Statistics</td>
</tr>
<tr>
<td>LoRa</td>
<td>is a Low Power Wide Area Network</td>
</tr>
<tr>
<td>NS</td>
<td>Nederlandse Spoorwegen/ Dutch Railways</td>
</tr>
<tr>
<td>RFID</td>
<td>Radio Frequency Identification</td>
</tr>
<tr>
<td>SWOT</td>
<td>Strengths, Weaknesses, Opportunities, Threats</td>
</tr>
<tr>
<td>USP</td>
<td>Unique Selling Point</td>
</tr>
</tbody>
</table>
APPENDIX B: FLOORPLAN
DEPARTURE HALL AAS
APPENDIX C: MEASURED LUGGAGE DROP-OFF KLM

### C-class

<table>
<thead>
<tr>
<th></th>
<th>Wachtijd BR0</th>
<th>Wachtijd BR1</th>
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<tbody>
<tr>
<td>Totaal pax</td>
<td>10358</td>
<td>8131</td>
</tr>
<tr>
<td>Totale wachtijd</td>
<td>9558:55</td>
<td>6913:59</td>
</tr>
<tr>
<td>Minimum</td>
<td>0:00:00</td>
<td>0:00:00</td>
</tr>
<tr>
<td>Maximum</td>
<td>0:02:14</td>
<td>0:02:17</td>
</tr>
<tr>
<td>Gemiddeld</td>
<td>0:00:12:49</td>
<td>0:00:12:9</td>
</tr>
<tr>
<td>Per gemeten pax</td>
<td>0:00:00:34</td>
<td>0:00:00:35</td>
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</tbody>
</table>

### Wachtijd 2015

<table>
<thead>
<tr>
<th></th>
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<th>Wachtijd BR0</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Totaal pax</td>
<td>6488</td>
<td>5559</td>
<td></td>
</tr>
<tr>
<td>Totale wachtijd</td>
<td>2670:08:55</td>
<td>3963:09:53</td>
<td></td>
</tr>
<tr>
<td>Minimum</td>
<td>0:00:00:00</td>
<td>0:00:00:00</td>
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</tr>
<tr>
<td>Maximum</td>
<td>0:06:49</td>
<td>0:10:52</td>
<td></td>
</tr>
<tr>
<td>Gemiddeld</td>
<td>0:00:09:38</td>
<td>0:00:04:17</td>
<td></td>
</tr>
<tr>
<td>Per gemeten pax</td>
<td>0:00:02:28</td>
<td>0:00:02:17</td>
<td></td>
</tr>
</tbody>
</table>

### Afhandeltijd 2015

<table>
<thead>
<tr>
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<th>Afhandeltijd BR0</th>
<th>Afhandeltijd BR1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totaal pax</td>
<td>1351</td>
<td>1344</td>
<td></td>
</tr>
<tr>
<td>Totale afhandeltijd</td>
<td>30:31:15</td>
<td>67:26:05</td>
<td></td>
</tr>
<tr>
<td>Minimum</td>
<td>0:00:02:11</td>
<td>0:00:02:27</td>
<td></td>
</tr>
<tr>
<td>Maximum</td>
<td>0:03:12</td>
<td>0:03:12</td>
<td></td>
</tr>
<tr>
<td>Gemiddeld</td>
<td>0:00:03:49</td>
<td>0:00:05:03</td>
<td></td>
</tr>
<tr>
<td>Per gemeten pax</td>
<td>0:00:02:16</td>
<td>0:00:02:04</td>
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</tbody>
</table>

### M-class DOP

<table>
<thead>
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<th>Wachtijd BR7</th>
<th>Wachtijd BR12/11</th>
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</thead>
<tbody>
<tr>
<td>Totaal pax</td>
<td>12044</td>
<td>9241</td>
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<tr>
<td>Totale wachtijd</td>
<td>286:32:05</td>
<td>455:11:48</td>
</tr>
<tr>
<td>Minimum</td>
<td>0:00:00:00</td>
<td>0:00:00:00</td>
</tr>
<tr>
<td>Maximum</td>
<td>0:02:36</td>
<td>0:02:12</td>
</tr>
<tr>
<td>Gemiddeld</td>
<td>0:00:24</td>
<td>0:00:05:38</td>
</tr>
<tr>
<td>Per gemeten pax</td>
<td>0:00:12:6</td>
<td>0:00:02:57</td>
</tr>
</tbody>
</table>
APPENDIX D: PROBLEMS AT THE SSDOP

The agents who are helping the passengers to check-in, help with all kind of problems that are experienced by the passengers. Most problems that occur are because the SSDOP is unclear in what to do or how to do it. By helping several shifts it was possible to see how passengers react on this machine and the problems they encounter. And during the quiet moments agents wanted to share the problems they encounter with passengers and the machine. The problems are listed below:

- Passengers do not see the screens with the movie about how to use the SSDOP machine. While the showed movie gives guidance on how the machine is used.
- Passengers are not confident when it is the first time using the machine. They prefer help, guidance and approval that they are doing it the right way.
- The screen on the SSDOP is not always clear on what to do and how to do it.
  ◊ The boarding pass is wrongly placed at the scanner.
- The boarding pass on the mobile phone is not readable because of the low brightness.
- The luggage label is self-adhesive but this is only written in the inside of the label.
- Passengers already think they have completed the procedure when the luggage is sent away. However, there are some steps left.
- Not all suitcases have a handle on top and on the side. Therefore, it is not possible to place the label on the long side of the suitcase and the machine will not approve the suitcase.
- People treat the self-adhesive label as if it is the original label that is used at the common drop-off point. People think they need to remove the claim tag from the label.
- The claim tag is given at the end of the procedure. Many passengers do not see this tag and walk away without it.
- When the passenger has oversized luggage they can repack and then it is common to use the SSDOP again. However, now the machine already tells the passenger to go to the service desk.
- If there is a notification in another language than the passengers understands, explanations are needed from the agent.
- When a machine is out of order it can take a long time before it is fixed.
APPENDIX E: LUGGAGE INCOMING FLIGHTS

The following information is retrieved from “WPI BTS Bagage” 2015.

This is an explanation of the luggage flows that apply to transfer luggage at AAS. The processing of incoming transfer luggage depends on the current transfer time at the airport. There is a difference between European flights and ICA flights. The difference in times will be explained per destination.

European flights

- 0-40 minutes: With this time no connection is honored. Only with approval a driver with pick-up the luggage and drops it off at the next airplane. Then it is called Short Connection (SHOCON) luggage.
- 41-54 minutes: With this time it is SHOCON. SHOCON luggage is recognizable because of the letter R on the LPC tag. The luggage is driven over the platform to the departing flight.
- 55-80 minutes: This type of luggage is unloaded at the unloading quay and goes directly through the system. It is also recognizable because of the letter R on the tag.
- 81 – or more minutes: This type of luggage is also called cold luggage. This type of luggage contains the letter T on the LPC tag. The luggage is entered in the system and stored in the buffer.

ICA flights

- When it involves an ICA flight, luggage mostly goes into containers.
- 0-90 minutes: With this time it is SHOCON. This type of luggage is unloaded at the unloading quay and goes directly through the system. It is also recognizable because of the letter R on the tag.
- 91 – or more minutes: This type of luggage is recognizable because of the letter T on the tag. Luggage is unloaded at the unloading quay and goes through the system.
- 240 – or more minutes: Luggage is recognizable by the letter L on the tag and on the tag on the container contains the text COLD.

<table>
<thead>
<tr>
<th>Letter</th>
<th>Connection time EUR</th>
<th>Connection time ICA</th>
</tr>
</thead>
<tbody>
<tr>
<td>R = SHOCON</td>
<td>0 – 80 minutes</td>
<td>0 – 90 minutes</td>
</tr>
<tr>
<td>T = STANDARD</td>
<td>81 minutes or more</td>
<td>91 – 239 minutes</td>
</tr>
<tr>
<td>L = COLD</td>
<td>Not applicable</td>
<td>More than 240 minutes</td>
</tr>
</tbody>
</table>
APPENDIX F: PERSONA’S KLM

Sara

Dependent Traveller

Timesaving Independent

Convenience

Comfortable Easy-to-use

Luc

Comfort Biz Traveller

Alice

care-for-me Traveller

Jack

Nestor Traveller

Anna

Efficient Fast

Busy

Straightforward

Marie

Price-driven Traveller

Tom

Innovative Sophisticated

Tailormade

My life is hectic and my
schedules are tight, I
am impatient.

I fly with you before,
so please remember my
preferences.

I do a lot of research
online before I book,
so I know exactly what
to expect.

I would rather talk to a
few persons than use the
telephone.

I don’t like, we have
controllable tickets.

I’m not the type who
likes to try something
new.

I prefer to be informed;
I don’t like surprises.

I’m not a morning
person. I get up late
and I like to have a
little time to stretch.

‘You shouldn’t allow
people like me to
buy tickets through
the internet.

I don’t like to be
bothered by people
who make decisions
without consulting me.

I prefer to make
comparisons before
I buy, and I like
searching for the
cheapest flight.

I prefer to
travel with
someone I
trust.

I always spend some
mealtimes booking on
internet to find the
cheapest flight.
APPENDIX G: INTERVIEW GUIDE

Research goal
• How does the KLM passenger experience the current Check-in for their luggage?
• How does the current passenger journey looks like of the KLM passenger?

Sub research questions
1. In which composition does the passenger travel?
   a. alone, couple, family, group.
2. For what occasion are they travelling?
   a. Business, pleasure
3. For how many days are they travelling?
   a. Few days, week, 2 weeks, month, longer
4. Where are they travelling to?
   a. Europe or intercontinental
5. Type of traveler
   a. Economy or Priority: Ivory, silver, gold, platinum
6. How long does the passenger spend on checking in their luggage (minutes)?
7. Does the passenger uses the SSDOP or the check-in desk?

8. What does the passenger experiences?
   a. Emotions

User group
• Passengers that are travelling with KLM
• Passengers that check-in check-in luggage

Approach
Finding participants
For this research 10-20 passengers are observed and interviewed to cover a large amount of different travelers.

At the departure hall 1 and 2, mostly KLM passengers are checking in their luggage. The chance is high that these people are travelling with KLM. When they are walking there, they will be approached and asked with which airline they are travelling and if they are willing to help with this research.

Because of people not willing to participate because they still had to go through security, participants are now approached at the gates.

The observations
(omitted since participants are approached at the gate)

The passenger is observed during the luggage check-in from a distance so that they will not be distracted by the observer. When the check-in is finished the passenger is approached again and the interview is started.

• They will be observed by making notes,
• Timed with a stopwatch at the smart phone.
• The interview is recorded with a recorder on the smart phone.

The observation and interviewing is done by the same person.

Instructions before observation
It is important that the passenger act as naturel as possible to create an image that is close to the real situation. So the passenger is instructed to act as normally as possible during the check-in. The passenger is not asked any questions during the luggage check-in. The interview questions will be asked afterwards.

Interview about the luggage check-in and the journey before

The interview is built as followed: first an open question is asked to make the passenger comfortable. Secondly, further in the interview the questions are getting more in-depth. The probe questions are there to get more information on the given answer before, it is more or less a why question. The last questions are shorter and easier. The questions are based on getting to know the experience in detail and why they feel that way. The words chosen for the emotion/experience are chosen because they have to do with a situation, since handling luggage is a situation and not a product or person.
Ending the session
The end of the interview means the end of the observation sessions. We will thank the participant for his or her time and help and wishes a pleasant flight.

The observation plan
Equipment: Mobile phone with the functions: voice recorder, interview questions and notebook
Planning: 23 of December: pilot and 31 of December: Pilot 2
APPENDIX H: INTERVIEW QUESTIONS (ENGLISH)

Topic 1: Arrival at the airport
Opening question: How was it to come to the airport?
• How did you arrive at the airport?
• How long did the trip take?
• Was this shorter or longer than expected?
  • Probe: Can you elaborate on that?
• How was it to handle your check-in luggage?
  • Probe: Can you elaborate on that?
• How was the trip to the airport experienced in your own words?
  • Probe: Can you elaborate on that?
• If you can choose between the following words, how would you describe the experience?
  • Probe: Can you elaborate on that?

Topic 2: During checking-in luggage
Opening question: How was it to check-in luggage?
• Wat are your positive thoughts about the luggage check-in?
  • Probe: Can you elaborate on that?
• What are your negative thoughts about the luggage check-in?
  • Probe: Can you elaborate on that?
• How did you experience in your own words the check-in of your luggage?
  • Probe: Can you elaborate on that?
• If you can choose between the following words how would you describe the experience?
  • Probe: Can you elaborate on that?

Topic 3: Time consumption
Opening question: What does time consuming mean in your opinion?
• Which moments in time did you think where time consuming?
  • Probe: Can you elaborate on that?

Topic 4: After checking-in
Opening question: When you arrive at your destination, what do you do first?
• What is important for you when you pick-up your check in luggage at the arrival airport?
• If you had the opportunity to change something in the check-in process of your luggage, what would that be?

Emotions

Positive Emotions
• Excited
• Cheerful
• Relaxed
• Calm
• Confidence
• Optimism
• Enjoyment
• Satisfaction
• Successful
• Comfortable

Negative Emotions
• Dissatisfaction
• Confusion
• Shock
• Boredom
• Sadness
• Disappointment
• Stress
• Desperation
• Worry
• Anxiety
APPENDIX I: SURVEY (ENGLISH)

Introduction

Dear sir / madam,

Thank you for participating in this study that focuses on the luggage check-in of KLM. During this research, you will get several questions regarding the process and experience of checking in your luggage. Please take the time to read the text and answering the questions.

In total, completing the questionnaire will take a maximum of 7 minutes.

We would like to note that there are no right or wrong answers. We are interested only in your opinion. The answers you provide will be used only for internal research and will be treated confidentially.

Your cooperation is greatly appreciated.

Good luck completing the questionnaire.

Amandine Marié
Graduate intern at KLM

Traveling details
At this page some general questions are asked about your flight of today.

1. In the Netherlands I
Mark only one oval.
○ have my home
○ am a tourist, visiting the Netherlands
○ have a transfer
○ Other: ____________________________

2. In which composition are you traveling? *
Mark only one oval.
○ Alone
○ As a couple
○ With family
○ With a friend
○ With a group of friends
○ With colleagues
○ Other: ____________________________

3. For which occasion are you traveling? *
Mark only one oval.
○ Business
○ Leisure
○ Business and Leisure
○ Other: ____________________________

4. Can you indicate how long the entire trip takes? *
Think of how many days, weeks or months.

5. Where are you traveling to? *
Mark only one oval.
○ Europe
○ Outside Europe
○ Other: ____________________________

6. What type of ticket do you have? *
Mark only one oval.
○ Economy
○ Priority / Business
Coming to the airport
The following questions are about coming to the airport.

7. Which transportation(s) did you use to come to the Airport? *
More answers are possible. Check all that apply.
- Walking
- Bicycle
- Motor bike
- Car
- Taxi
- Bus
- Train
- Subway
- Other: ____________________________

8. How many minutes did your trip to the airport took? *
Mark only one oval.
- 0 - 15 minutes
- 15 - 30 minutes
- 30 - 60 minutes
- 60 - 90 minutes
- More than 90 minutes

9. How would you rate the experience of taking your luggage to the airport? *
Mark only one oval.

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<th>7</th>
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<tbody>
<tr>
<td>Negative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Positive</td>
</tr>
</tbody>
</table>

10. Please specify which positive emotion(s) you might have experienced, if applicable.
More answers are possible. Check all that apply.
- Excited
- Cheerful
- Relaxed
- Calm
- Confident
- Optimistic
- Other: ____________________________

11. Please specify which negative emotion(s) you might have experienced, if applicable.
More answers are possible. Check all that apply.
- Dissatisfied
- Confused
- Shocked
- Bored
- Sad
- Disappointed
- Stressed
- Desperate
- Worried
- Anxiety
- Other: ____________________________

12. Please explain your former answer(s) (questions 10 and 11).

---------------------------------------------------------------------

---------------------------------------------------------------------

---------------------------------------------------------------------

Please indicate how much you agree with each the following statements relating to the logistics of your trip

13. I spend a lot of time organising the logistics of my trip (booking flights, organising transport to and from the airport etc). *
Mark only one oval.

<table>
<thead>
<tr>
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<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Extremely</td>
</tr>
</tbody>
</table>
During Luggage check-in
The following questions are about the process and experience of checking in your luggage.

14. The luggage I have to carry with me is always a problem (weight limit, numbers of luggage allowed to take) *
Mark only one oval.

1 2 3 4 5 6 7
Not at all Extremely

15. The amount of luggage I have impacts on the mode of transport that I take to and from the airport. *
Mark only one oval.

1 2 3 4 5 6 7
Not at all Extremely

16. If I did not have to factor in my luggage, organising my trip would be easier. *
Mark only one oval.

1 2 3 4 5 6 7
Not at all Extremely

17. How many pieces of luggage did you check-in? *
Mark only one oval.

1 2 3 4 Other:

18. How did you check-in your luggage? *
Mark only one oval.

At the self service drop off point
At the check-in desk
Other: 

19. How would you rate the experience of handling the check-in of your luggage? *
Mark only one oval.

1 2 3 4 5 6 7
Negative Positive

20. Please specify which positive emotion(s) you might have experienced, if applicable.
More answers are possible.
Check all that apply.

Excited
Cheerful
Relaxed
Calm
Confident
Optimistic
Other:

21. Please specify which negative emotion(s) you might have experienced, if applicable.
More answers are possible.
Check all that apply.

Dissatisfied
Confused
Shocked
Bored
Sad
Disappointed
Other:
22. Please explain your former answer(s) (questions 20 and 21).

23. How did you experience the time spent on luggage check-in? *
Mark only one oval.

24. How did you experience the process of the luggage check-in? *
Mark only one oval.

25. How important is the fluency of the luggage check-in process for you? *
Mark only one oval.

---

26. How would you rate the experience now your luggage is in the hands of the airline? *
Mark only one oval.

27. Please specify which positive emotion(s) you might have experienced, if applicable.
More answers are possible. Check all that apply.

28. Please specify which negative emotion(s) you might have experienced, if applicable.
More answers are possible. Check all that apply.

---

After luggage check-in
This page contains questions about how you experience the handling of your luggage after the check-in. One might think about the process that is now in the hands of the airline.
Please indicate how much you agree with each of the following statements relating to the logistics of your trip:

30. I have a clear back-up plan in case something happens to my luggage. *
   Mark only one oval.
   [ ] 1 2 3 4 5 6 7
   Not at all  [ ]  [ ]  [ ]  [ ]  [ ]  [ ]  Extremely

31. I would be worried if my luggage was on an earlier flight to the same destination. *
   Mark only one oval.
   [ ] 1 2 3 4 5 6 7
   Not at all  [ ]  [ ]  [ ]  [ ]  [ ]  [ ]  Extremely

32. If a service picked up my luggage from my house, and dropped off my luggage at my hotel, I would be interested in using it. *
   Mark only one oval.
   [ ] 1 2 3 4 5 6 7
   Not at all  [ ]  [ ]  [ ]  [ ]  [ ]  [ ]  Extremely

33. My journey would be much enjoyable if I knew my luggage is being handled carefully. *
   Mark only one oval.
   [ ] 1 2 3 4 5 6 7
   Not at all  [ ]  [ ]  [ ]  [ ]  [ ]  [ ]  Extremely

Thank you
On this last page some general questions about you are asked.

34. Can you indicate how often you travel by airplane? *
   Mark only one oval.
   [ ] This is my first time
   [ ] Once every few years
   [ ] Once a year
   [ ] Once a month
   [ ] Every week
   [ ] More than once a week
   [ ] Other: ________________________________________________

35. What is your gender? *
   Mark only one oval.
   [ ] Male
   [ ] Female

36. What is your age? *
   Mark only one oval.
   [ ] Under 12 years old
   [ ] 12 - 17 years old
   [ ] 18 - 24 years old
   [ ] 25 - 34 years old
   [ ] 35 - 44 years old
   [ ] 45 - 54 years old
   [ ] 55 - 64 years old
   [ ] 65 - 74 years old
   [ ] 75 years or older

37. Thank you for completing the questionnaire. If you have any comments or suggestions about this questionnaire, you can use the space provided below.
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<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
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<td>33.7%</td>
<td>30.2%</td>
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<tr>
<td>V -</td>
<td>66.3%</td>
<td>69.8%</td>
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<table>
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<th>12-17 years</th>
<th>18-21 years</th>
<th>22-24 years</th>
<th>25-34 years</th>
<th>35-44 years</th>
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<th>65+ years</th>
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<tbody>
<tr>
<td>Amount of Travel</td>
<td>0-2 times a year</td>
<td>3-4 times a year</td>
<td>6-8 times a year</td>
<td>9-12 times a year</td>
<td>13-16 times a year</td>
<td>17+ times a year</td>
<td></td>
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</tr>
<tr>
<td>Frequency</td>
<td>7%</td>
<td>23%</td>
<td>32%</td>
<td>22%</td>
<td>9%</td>
<td>5%</td>
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<tbody>
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<td>Experience handling luggage</td>
<td>88.4%</td>
<td>91.1%</td>
<td>93.3%</td>
<td>95.1%</td>
<td>96.8%</td>
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</tr>
<tr>
<td>Age Group</td>
<td>Experience when luggage is in hands of the airline</td>
<td></td>
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</tr>
<tr>
<td>12-17 years old</td>
<td>N: 14,00, Mean: 14.00</td>
<td></td>
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<tr>
<td>18-24 years old</td>
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</tr>
<tr>
<td>25-34 years old</td>
<td>N: 226.00, Mean: 226.00</td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>35-44 years old</td>
<td>N: 155.47, Mean: 155.47</td>
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<tr>
<td>45-54 years old</td>
<td>N: 145.93, Mean: 145.93</td>
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<tr>
<td>55-64 years old</td>
<td>N: 205.60, Mean: 205.60</td>
<td></td>
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<td>65-74 years old</td>
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<tr>
<th>Age Group</th>
<th>Experience when luggage is in hands of the airline</th>
</tr>
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<tbody>
<tr>
<td>12-24 times a year</td>
<td>N: 16.00, Mean: 16.00</td>
</tr>
<tr>
<td>2 times a year</td>
<td>N: 3.70, Mean: 3.70</td>
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<tr>
<td>3-4 times a year</td>
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<tr>
<td>6-8 times a year</td>
<td>N: 25.00, Mean: 25.00</td>
</tr>
<tr>
<td>Once every few years</td>
<td>N: 13, Mean: 13</td>
</tr>
<tr>
<td>Once a year</td>
<td>N: 27, Mean: 27</td>
</tr>
<tr>
<td>9-12 times a year</td>
<td>N: 23, Mean: 23</td>
</tr>
<tr>
<td>12-24 times a year</td>
<td>N: 1, Mean: 1</td>
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</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Experience of handling luggage</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-17 years old</td>
<td>N: 6,00, Mean: 6.00</td>
</tr>
<tr>
<td>18-24 years old</td>
<td>N: 5.58, Mean: 5.58</td>
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<tr>
<td>25-34 years old</td>
<td>N: 5.64, Mean: 5.64</td>
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<td>N: 6.00, Mean: 6.00</td>
</tr>
<tr>
<td>65-74 years old</td>
<td>N: 6.67, Mean: 6.67</td>
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<td>12-24 times a year</td>
<td>N: 14, Mean: 14</td>
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<tr>
<td>2 times a year</td>
<td>N: 2, Mean: 2</td>
</tr>
<tr>
<td>3-4 times a year</td>
<td>N: 16, Mean: 16</td>
</tr>
<tr>
<td>6-8 times a year</td>
<td>N: 25.00, Mean: 25.00</td>
</tr>
<tr>
<td>Once every few years</td>
<td>N: 14, Mean: 14</td>
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<tr>
<td>Once a year</td>
<td>N: 27, Mean: 27</td>
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<td>12-24 times a year</td>
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<th>Experience of taking luggage to the airport</th>
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</thead>
<tbody>
<tr>
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<td>N: 175.76, Mean: 175.76</td>
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<td>Leisure</td>
<td>N: 54.53, Mean: 54.53</td>
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<tr>
<td>Business and Leisure</td>
<td>N: 115.82, Mean: 115.82</td>
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<tr>
<td>Study / School</td>
<td>N: 16.00, Mean: 16.00</td>
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<td>Family</td>
<td>N: 35.67, Mean: 35.67</td>
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<th>Age Group</th>
<th>Experience of taking luggage to the airport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>N: 37, Mean: 37</td>
</tr>
<tr>
<td>As a couple</td>
<td>N: 29, Mean: 29</td>
</tr>
<tr>
<td>With family</td>
<td>N: 95.00, Mean: 95.00</td>
</tr>
<tr>
<td>With a friend</td>
<td>N: 65.67, Mean: 65.67</td>
</tr>
<tr>
<td>With a group of friends</td>
<td>N: 26.50, Mean: 26.50</td>
</tr>
<tr>
<td>With colleagues</td>
<td>N: 35.67, Mean: 35.67</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Experience of taking luggage to the airport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>N: 39, Mean: 39</td>
</tr>
<tr>
<td>Male</td>
<td>N: 47, Mean: 47</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Experience of taking luggage to the airport</th>
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</thead>
<tbody>
<tr>
<td>Business</td>
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</tr>
<tr>
<td>Economy</td>
<td>N: 80, Mean: 80</td>
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</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Experience of taking luggage to the airport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>N: 37, Mean: 37</td>
</tr>
<tr>
<td>As a couple</td>
<td>N: 29, Mean: 29</td>
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<tr>
<td>With family</td>
<td>N: 95.00, Mean: 95.00</td>
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<tr>
<td>With a friend</td>
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<tr>
<td>With a group of friends</td>
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<tr>
<td>With colleagues</td>
<td>N: 35.67, Mean: 35.67</td>
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<table>
<thead>
<tr>
<th>Age Group</th>
<th>Experience of taking luggage to the airport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>N: 39, Mean: 39</td>
</tr>
<tr>
<td>Male</td>
<td>N: 47, Mean: 47</td>
</tr>
<tr>
<td>Experience Time Spent</td>
<td>Experience in Hands</td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Very Short</td>
<td>V irregular 1.0%</td>
</tr>
<tr>
<td>2</td>
<td>2.3%</td>
</tr>
<tr>
<td>3</td>
<td>1.2%</td>
</tr>
<tr>
<td>4</td>
<td>10.5%</td>
</tr>
<tr>
<td>5</td>
<td>25.6%</td>
</tr>
<tr>
<td>6</td>
<td>32.6%</td>
</tr>
<tr>
<td>Very Long</td>
<td>V positive 7.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time Spent on</th>
<th>Carry Luggage is a Problem</th>
<th>Luggage Amount Impacts on</th>
<th>Not Factoring Luggage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>Not at all 26.7%</td>
<td>Not at all 52.2%</td>
<td>Not at all 22.3%</td>
</tr>
<tr>
<td>2</td>
<td>9.3%</td>
<td>8.3%</td>
<td>8.3%</td>
</tr>
<tr>
<td>3</td>
<td>15.3%</td>
<td>8.3%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Neutral</td>
<td>Neutral 12.8%</td>
<td>Neutral 12.8%</td>
<td>Neutral 12.8%</td>
</tr>
<tr>
<td>5</td>
<td>10.9%</td>
<td>7.0%</td>
<td>19.6%</td>
</tr>
<tr>
<td>6</td>
<td>14.0%</td>
<td>5.6%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Extremely</td>
<td>Extremely 4.7%</td>
<td>Extremely 5.8%</td>
<td>Extremely 12.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Having a Clear Back</th>
<th>Being Worried When Luggage</th>
<th>Pick Up Service From</th>
<th>Journey Would Be More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>Not at all 39.9%</td>
<td>Not at all 23.8%</td>
<td>Not at all 23.3%</td>
</tr>
<tr>
<td>2</td>
<td>11.6%</td>
<td>4.7%</td>
<td>1.2%</td>
</tr>
<tr>
<td>3</td>
<td>14.0%</td>
<td>11.6%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Neutral</td>
<td>Neutral 11.7%</td>
<td>Neutral 10.5%</td>
<td>Neutral 8.3%</td>
</tr>
<tr>
<td>5</td>
<td>11.6%</td>
<td>9.1%</td>
<td>11.6%</td>
</tr>
<tr>
<td>6</td>
<td>22.3%</td>
<td>22.3%</td>
<td>27.9%</td>
</tr>
<tr>
<td>Extremely</td>
<td>Extremely 24.4%</td>
<td>Extremely 18.6%</td>
<td>Extremely 38.4%</td>
</tr>
</tbody>
</table>
APPENDIX K: OUTPUT SPSS

SIGNIFICANT DIFFERENCES

Experience of the luggage check-in process

<table>
<thead>
<tr>
<th>Experience of the luggage check-in process</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>Lower Bound</th>
<th>Upper Bound</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very short</td>
<td>22</td>
<td>6.09</td>
<td>1.387</td>
<td>.028</td>
<td>5.43</td>
<td>6.66</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>F</td>
<td>18</td>
<td>5.00</td>
<td>1.083</td>
<td>.026</td>
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<td>5.54</td>
<td>2</td>
<td>6</td>
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<tr>
<td>S</td>
<td>13</td>
<td>5.23</td>
<td>.725</td>
<td>.020</td>
<td>4.79</td>
<td>5.67</td>
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<td>6</td>
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<tr>
<td>Neutral</td>
<td>13</td>
<td>4.38</td>
<td>1.044</td>
<td>.020</td>
<td>3.75</td>
<td>5.02</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>F</td>
<td>11</td>
<td>4.73</td>
<td>1.191</td>
<td>.039</td>
<td>3.93</td>
<td>5.53</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Very long</td>
<td>8</td>
<td>5.35</td>
<td>1.556</td>
<td>.015</td>
<td>4.75</td>
<td>5.95</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
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<td>5.15</td>
<td>1.324</td>
<td>.014</td>
<td>4.67</td>
<td>5.44</td>
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<td>7</td>
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</table>

ANOVA

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<th>Std. Deviation</th>
<th>Std. Error</th>
<th>Lower Bound</th>
<th>Upper Bound</th>
<th>Minimum</th>
<th>Maximum</th>
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</thead>
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<td>.029</td>
<td>4.74</td>
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<td>.026</td>
<td>3.94</td>
<td>5.05</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
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<td>.725</td>
<td>.020</td>
<td>5.07</td>
<td>6.27</td>
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<td>.039</td>
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<tr>
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<td>.015</td>
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<td>6.55</td>
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<td>7</td>
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Descriptives

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<th>Std. Deviation</th>
<th>Std. Error</th>
<th>Lower Bound</th>
<th>Upper Bound</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very short</td>
<td>22</td>
<td>6.41</td>
<td>.734</td>
<td>.107</td>
<td>5.63</td>
<td>6.73</td>
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<td>7</td>
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<td>18</td>
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<td>6.50</td>
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<td>7</td>
</tr>
<tr>
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<td>13</td>
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<td>1.080</td>
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<td>5.30</td>
<td>6.60</td>
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<td>7</td>
</tr>
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<td>Neutral</td>
<td>13</td>
<td>5.15</td>
<td>1.088</td>
<td>.026</td>
<td>4.51</td>
<td>5.81</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>F</td>
<td>11</td>
<td>5.36</td>
<td>.924</td>
<td>.279</td>
<td>4.76</td>
<td>5.98</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Very long</td>
<td>8</td>
<td>4.50</td>
<td>1.225</td>
<td>.500</td>
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<td>5.75</td>
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<td>6</td>
</tr>
<tr>
<td>Total</td>
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<td>5.77</td>
<td>1.113</td>
<td>.120</td>
<td>5.33</td>
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<td>7</td>
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</tbody>
</table>

Correlations

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<tr>
<th>Kendall's tau_b</th>
<th>Experience handling luggage</th>
<th>Correlation Coefficient</th>
<th>N</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
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<td>Experience of the luggage check-in process</td>
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<td>86</td>
<td>.000</td>
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Descriptives

<table>
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<tr>
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<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>Lower Bound</th>
<th>Upper Bound</th>
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<td>7</td>
</tr>
<tr>
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<td>18</td>
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<td>1.085</td>
<td>.026</td>
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<td>6.50</td>
<td>4</td>
<td>7</td>
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<tr>
<td>S</td>
<td>13</td>
<td>6.00</td>
<td>1.080</td>
<td>.100</td>
<td>5.30</td>
<td>6.60</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Neutral</td>
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<td>5.15</td>
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<td>5.81</td>
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<td>7</td>
</tr>
<tr>
<td>F</td>
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<td>.279</td>
<td>4.76</td>
<td>5.98</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Very long</td>
<td>8</td>
<td>4.50</td>
<td>1.225</td>
<td>.500</td>
<td>3.25</td>
<td>5.75</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>86</td>
<td>5.77</td>
<td>1.113</td>
<td>.120</td>
<td>5.33</td>
<td>6.27</td>
<td>4</td>
<td>7</td>
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</tbody>
</table>

ANOVA

<table>
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<tr>
<th>Experience handling luggage</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>Lower Bound</th>
<th>Upper Bound</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very short</td>
<td>6.41</td>
<td>.734</td>
<td>.107</td>
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<td>6.73</td>
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<tr>
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<td>6.50</td>
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<td>7</td>
</tr>
<tr>
<td>S</td>
<td>6.00</td>
<td>1.080</td>
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<tr>
<td>F</td>
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<td>7</td>
</tr>
<tr>
<td>Very long</td>
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<td>.500</td>
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<td>5.75</td>
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<td>6</td>
</tr>
<tr>
<td>Total</td>
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<td>7</td>
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Correlations

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<th>Correlation Coefficient</th>
<th>N</th>
<th>Sig. (2-tailed)</th>
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<tbody>
<tr>
<td>Kendall's tau_b</td>
<td>Experience handling luggage</td>
<td>-3.867</td>
<td>86</td>
<td>.000</td>
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</table>
### Report

**Experience taking luggage to the Airport**

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<tr>
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<th>Statistic</th>
<th>Bootstrapa</th>
<th>95% Confidence Interval</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Statistic</td>
<td>Bias</td>
<td>Std. Error</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Public</strong></td>
<td>Mean</td>
<td>4.66</td>
<td>.00</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
<td>1.203</td>
<td>-.030</td>
</tr>
<tr>
<td><strong>Car</strong></td>
<td>Mean</td>
<td>5.86</td>
<td>.00</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>37</td>
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<tr>
<td></td>
<td>Std. Deviation</td>
<td>1.110</td>
<td>-.020</td>
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<td><strong>Taxi</strong></td>
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<td>6.20</td>
<td>.00</td>
</tr>
<tr>
<td></td>
<td>N</td>
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<td></td>
</tr>
<tr>
<td></td>
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<td>.894</td>
<td>-.036</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>Mean</td>
<td>5.53</td>
<td>.00</td>
</tr>
<tr>
<td></td>
<td>N</td>
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<td></td>
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<tr>
<td></td>
<td>Std. Deviation</td>
<td>1.262</td>
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</tbody>
</table>

*a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples*

### ANOVA

**Experience taking luggage to the Airport**

<table>
<thead>
<tr>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Between Groups</strong></td>
<td>35,319</td>
<td>2</td>
<td>17,660</td>
<td>14,646</td>
</tr>
<tr>
<td><strong>Within Groups</strong></td>
<td>100,076</td>
<td>85</td>
<td>1,206</td>
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<tr>
<td><strong>Total</strong></td>
<td>135,395</td>
<td>85</td>
<td></td>
<td></td>
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</table>
## APPENDIX L: OUTPUT SPSS

### CHOSEN EMOTIONS

Emotions of taking luggage to the airport. multiple answers are possible per respondent

<table>
<thead>
<tr>
<th>Positive Emotions at Experience of taking luggage to the airport.</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excited</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Cheerful</td>
<td>11</td>
<td>8%</td>
</tr>
<tr>
<td>Relaxed</td>
<td>32</td>
<td>23%</td>
</tr>
<tr>
<td>Calm</td>
<td>25</td>
<td>18%</td>
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<tr>
<td>Confident</td>
<td>13</td>
<td>9%</td>
</tr>
<tr>
<td>Optimistic</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Enjoyment</td>
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<tr>
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<tr>
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Emotions of handling check-in luggage at the drop-off. multiple answers are possible per respondent

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</table>
Emotions when the luggage is in hands of the airline. multiple answers are possible per respondent

<table>
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<th>Positive Emotions at Experience when luggage is in hands of the airline</th>
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APPENDIX M: SET-UP OF THE CREATIVE SESSION

INTRODUCTION
GET TO KNOW EACH OTHER
Introducing the participants by asking the following questions:
• Who are you?
• What was your recent destination you flew to?
• What is your dream destination you want to visit?

---------ICE BREAKER 1---------
Making a chain of words that are connected by association e.g. monkey, the next word might be banana and continues with fruit etc. The participants that continues is selected by throwing a tennisball to another participant, who should continue the chain. The person who’s first letter of the name comes first in the alphabet may begin.

RULES
1. You are allowed to hitch-hike on each other’s ideas and thoughts.
2. Postpone judgement: there is no good nor bad.
3. Dare to freewheel: follow strange and surprising hunches.
4. Quality through quantity: let’s go for lots and lots of ideas.
5. No ‘yes but’, critical reflection will come after this session.

PROBLEM ANALYSIS
READING THE DESIGN BRIEF
Giving the opportunity to read the design brief up front to use that time for the session itself. During the session the design brief is again handed out together with post-its. The participants are asked to write their thoughts on these post-its to get an understanding of the context.

QUESTIONS
To create a better understanding of the knowledge the participants should ask questions. They are allowed to ask questions like Who, What, Where, When, Why and How. These questions lead to the facts and factors around a problem. During questioning the post-its should be used.

INVENTORIZING KNOWLEDGE
So after gaining knowledge it is time to cluster this information. Which groups are created is up to the participants. The job is to come-up with names for the groups that are made.

COMBINING KNOWLEDGE
What is the problem from the participants’ point of view? Together they should write down what they think the problem is that should be solved.

RESTATING THE PROBLEM
To be more optimistic the problem is rewritten into a How To (H2) question. Example: How can I optimize boarding at the airport? Depending on the size of the group, several H2’s are selected for the start of the next phase. When there are many participants are asked to dot the 3 H2’s that they think are fun to work.

---------ICE BREAKER 2---------
The group is divided into pairs hey count to 3, otherwise with 3 buth then they count to 4. And speed it up. 1=clapping hands once/ 2=saying out loud/ 3=snapping fingerse/ 4=saying out oud.

IDEA GENERATION
During the entire session participants are allowed to write down their ideas on post-its, so that they will not think about this idea during the session. However, these ideas are not thrown away, they are put away till this phase. However, a look is given if these ideas still fit the problem statement. If so they stay, if not they are put away.

GENERATING IDEAS BASED ON H2
The H2’s are written on large pieces of paper (A3). From there on the participants are able to write/sketch
their ideas in 1 minute each on different post-its. After this minute they pass the sheet over to the next one. This continues for 3 rounds. This way the participants can hitch-hike on each other’s ideas.

GENERATING IDEAS BASED ON ASSOCIATIONS
In the middle of the session random images are layed down on the table as a stimuli. The images have nothing to do with the aviations industry so that the participants can use this to think of other areas. Basicly it is to help the participant to give inspiration.

CLUSTERING
When many ideas are generated it is important to cluster them in order to reduce the quantity. Is it possible to combine ideas, or do ideas look the same. After clustering it is important to give a name to these clusters.

DOTS
Choosing ideas to make the next step of further development. To choose these the participants are given dots. They are able to choose 3 ideas that they think are innovative/new and/or feasible. Eventually he ideas/clusters are chosen that have the most votes. In teams of 2 or 3 participants hey will work out 1 idea/cluster.

CONCEPT DEVELOPMENT
DEVELOPING
Giving the participants A3 paper to develop the idea into more detail. How does it work, what are the details?

POSTER
The detailing of the idea needs to be finalized into a poster following a format. How does it look like? How does it work? and what are the unique selling points?

PRESENTATION
To know what the other teams have done a presentations is given about their developed idea.

CLOSING
Each participant shares a thought or recommendation in a couple of words.

ATTRIBUTES
- A3 paper
- 2 x Flipover A1. 1 for inventorizing knowledge and combining knowledge. And 1 for clustering ideas
- Post-its
- Markers
- Pen
- Poster Formats A3 size with title, image, description and USP.
- Tennis ball
- Images for associations. See the used images “Figure 65: Images for associations” on page 54.
I WANT TO DESIGN AN IMPROVED PASSENGER JOURNEY FOR ECONOMY PASSENGERS, WHO CURRENTLY TRAVEL BY PUBLIC TRANSPORT TO THE AIRPORT, WITH THEIR CHECK-IN LUGGAGE.

THE DESIGN WILL ENABLE THESE PASSENGERS TO EXPERIENCE AN IMPROVED EXPERIENCE WITH LESS NEGATIVE EMOTIONS AND WILL REDUCE THE UNWANTED AIRPORT TIME.
ECONOMY PASSENGERS

The largest impact of improvement can be achieved for KLM for passengers who travel economy class. This group represents the largest group that is travelling with KLM. Therefore this is the target group for whom an improved passenger journey needs to be designed. Next to that, economy passengers profit from less benefits than business class or priority members. On average the economy passengers currently need to stand longer in line.

PUBLIC TRANSPORT

From the research it can be said that passengers travelling by public transport experience the journey less positive than passengers who use their own transportation. The passengers need to travel with their check-in luggage by train, bus, metro and other public transports to reach the airport. And this travelling with their luggage causes a more negative experience and more negative emotions. Because carrying the luggage from bus to train or storing luggage is not experienced as very positive.

EXPERIENCE AND UNWANTED TIME

Currently the passengers experience stress, hassle and other negative emotions. From PASSME it is desired to improve the experience of passengers at the airport. The same is for reducing the unwanted airport time. The research revealed that people rate the experience higher when the time spent on check-in is perceived shorter. Therefore it is important that in the improved passenger journey the unwanted airport time is reduced.

PASSENGER JOURNEY

From the moment passengers leave their departure address till the moment they have checked-in their luggage at the airport is researched. From PASSME it is desired to design a door-to-door passenger journey. This door-to-door journey is already offered by some potential competitors in collaboration with parcel deliveries. So how the passenger journey will look like is to be designed. However, the focus will be from the moment the passengers closes the door till they have dropped of their luggage at the airport.

Figure 3: Given explanation of the design brief and the problems

Figure 4: The agenda of the creative session
Figure 5: Predetermined lay-out

Title

Image of your idea:

Description of your idea:

Unique Selling Point
APPENDIX N: CREATIVE SESSIONS

Pilot session 18-03-2016
During this session the plan and method is tested. It is tested if the session has a right order and to measure how long everything takes and which utensils are needed.

During this session it became clear that more than two participants are needed to get more problems which can be clustered to have more input for the next phase. And also to create a discussion about past experiences two people are more dedicated to do the tasks instead of wondering off.

However, the feedback of the session was that it was overall ok but improvement was possible. Especially more explanation of what to do and what to be expected should be given.

"Figure 70: Result 'pilot' creative session", as a result is given activities around the reclaim belt.

First session 24-03-2016
This session was done with the SPL/PL team of KLM. It existed of four KLM employees and three interns. Up front it was known that only 1 hour was available, though it took 1.5 hour to perform all the steps. Some steps took more time and others a little less than anticipated. Especially clustering took more time and selecting ideas. The end-result was very inspiring with many ideas, some obvious and some out of the box. It was very good to see that everyone was putting aside their opinions. Eventually I was only guiding the group when they were asking help. The group was in the lead of what they needed during the session.

The results of the session
Multiple problems are derived from the design brief, own experience and questions. The following topics are addressed:

- Prepare for packing and the worries about size, weight and if everything is packed.
- Little space or no place for the luggage during transport. During
rush hour there is no space for big suitcases and of there is a space the suitcases fill seats that are also meant for passengers.

- Hassle. Not feeling relaxed during the travel with the luggage, lugging with suitcases, not easy to carry the luggage with stairs, many stuff with you besides the suitcase.
- Information and communication about the public transport. Fear and anxiety to miss the connection because of travelling with luggage and feeling stressed because of the time schedule of wanting to be at the airport on time.
- From home to the first stop of the public transport. How to come at this stop? An option is walking with the luggage.
- Arriving at the airport. Do I have all my luggage and did I not forget anything at the public transport? And after flying long waiting at the reclaim belt.
- Connecting transport has to do with the short connection times and to coordinate not only luggage when (de)boarding the transport.
- Security issues raise the question: where is my luggage? Because of the little assigned spaces for luggage, luggage might be unattended in another space.
- The facilities of the station might create hassle since these facilities can turn into obstacles.
- The surroundings during the travel like noisy people in the train.

All these aspects influence how the participants feel during the journey to the airport.

From these problems and pains seven How To’s are created.
1. How to prepare the packing better?
2. How to solve that there is space at the public transport?
3. How to create the feeling of safety?
4. How to improve communication and information?
5. How to transfer?
6. How to avoid hassle?
7. How to come to the first stop/station from home?

These How To’s form the basis for the generation of ideas. Eventually all the ideas that were made are clustered into groups. The ideas in these groups are somehow connected to each other. The groups that are made from the ideas are:

- Taking the cab. This can be shared or a service from KLM to arrange this online.
- Door-to-door service that the luggage is already at your hotel.
- Taking extra time for delays.
- Modifying the suitcase, smaller size or to track your luggage to know where it is.
- A checklist of what to bring and not to bring.
- Planning the trip with help of KLM as a service, an app and to be prepared upfront.
- Making spaces in the public transport especially for luggage and reserving places in the transport.
- KLM luggage service that brings you to the airport.

Three idea groups are chosen to work out in more detail. From that starting point the following ideas are generated:

1. KLM travel assistant. An application that helps the passenger to pack what is needed by asking questions. The application knows what you have packed and used, and therefore it makes it possible to reflect on what will be needed and not needed the next trip. When the passengers packs less he or she is rewarded. The unique selling point will be that it is a customized luggage advice.

2. Skype packing help. Getting the advice when you need it from a person. This is integrated in the current KLM app. They give you advice on what you can and cannot bring. It allows the passenger to get a direct response on the questions that rise during the packing. Unique selling point is that it is tailored advice of what to pack.

3. Collecting bags at home. The bags are collected at home and checked-in at the van that picks it up. Unique selling point is that the bag is removed out of the system of the passenger from home to airport and airport to destination. This service is carried out by KLM. So it will be in the same plane as the passenger.
Second session 29-03-2016

This session was done by four Industrial design students from the three different masters, Integrated Product Design, Strategic Product Design and Design For Interaction. The advantage of having the three masters together is that each looks at the ‘problem’ from a different perspective. Which creates a discussion on where to place what, different solutions and different interests.

The session was build the same as the previous one, only there was 2.5 hours available this time. Which gave the participants more the time to dive into the problem and explorer more ideas and hunches.

Multiple problems are derived from the design brief, own experience and questions. The following topics are addressed:

Moet nog aangevuld worden!

From these problems and pains five How To’s are created.

1. How to reduce exhaustion when handling luggage?
2. How to increase control in your journey?
3. How to avoid handling luggage?
4. How to handle low space availability?
5. How to have no waiting lines?

Generating ideas based on the How To’s and inspirational images many ideas are created. Some ideas are very realistic and some are crazy and not expected. After giving the participants 3 dots to place on the ideas they like best based on ‘innovative yet realistic’ they needed to group them. Eventually the following groups are made:

- An application that helps to control your journey
- Passenger dependent luggage check-in
- Adapting the public transport environment
- Check-in guide
- Pick-up service

Eventually two groups are made who explored the idea group and detailed the idea in the last part of the session.

1. E.V.A.N. is the Electronic Visual Assistant Network. It is an application that shows which machines are available for check-in and how long the current waiting line is. EVAN shows how to navigate to this machine. It reduces the waiting time and people know what they can expect. Economy passengers also should be able to choose of they only want to have the advantage of the business/priority check-in. special needs can be selected up-front to make it more personal and customizable.

2. KLM airport guide. A hostess is receiving passengers already in the area of arriving at the airport. She guides them to the check-in for luggage to improve the flow of passengers. The passengers arrive in batches and therefor easier to process. The unique selling point is that it is a personal interaction.

Conclusion

Both sessions were interesting since different people of different ages participated. The people with families had other concerns and problems then students. This gave a new look towards the problem when passengers first need to travel with public transport with their check-in luggage.
APPENDIX O: KLM PROJECTS

KLM has done several projects the past decades regarding to check-in luggage. The following projects served as an inspiration since it made travelling or handling the check-in luggage easier for passengers and it gives benefits of having more capacity at the departure hall. It is possible that if a project failed it is now the right time to introduce it again or make use of parts.

Checking-in as KLM passenger at The Hague Central Station was in 1988 an option for passengers, instead of checking-in at a check-in desk at AAS (“KLM wil meer mogelijkheden voor inchecken op NS-stations,” 1988). At that time it was not yet possible to check-in luggage. This still needed to be done at the check-in desk at AAS. With effect from 24th of May 1993 it was possible to check-in as a person and the luggage in several trains (“Inchecken Schiphol kan voortaan in trein,” 1993). The user of this service needed to pay to make use of it. However, according to the initiators it was significantly cheaper than driving to and park at AAS. However, since the success of the project did not come it was terminated.

In July 2008 a pilot is started with the SSDOP. It enabled the passengers to place the check-in luggage in the machine after providing the relevant data. The labelling also is done by the passenger. During the pilot a KLM agent was always present to guide the passenger (Ghee, 2011). As now can be seen this pilot was successful since more machines are installed. In 2012 12 new units are installed in Terminal 2. According to some KLM agents and own experience of helping at the SSDOP, passengers have some problems with using this machine, especially when it is the first time. However, if passengers would examine the video at the machine it would be clearer in how the steps should be taken. It is as if the passenger wants to check-in luggage without watching and reading on how to do it at the screens. In 2014 again a similar service of checking-in luggage at the train station from 1993 is set-up at Brussel-Midi station (“Nieuwe Air&Rail Terminal Brussel,” 2014). Air & Rail Terminal offers the passengers of KLM and Air France to buy tickets, check-in and enter a relaxation area. Air France passengers that need to go to Paris-Charles de Gaulle are able to check-in their luggage the day before or the same day at Brussel-Midi (AirFrance, 2016).

Another service, which is not from KLM, but from daughter company Transavia is luggage check-in at long-parking P3 (Schiphol, 2016). This service is offered during peak seasons e.g. holidays in May and the summer holiday. This service includes to check-in the passenger and his/her check-in luggage. Immediately after parking the car. The luggage is transported to the luggage system at AAS. The passenger gets in the bus without the check-in luggage. Since 2013 Schiphol started this service as a pilot with Arkefly (now TUI) and Transavia. (Lutgendorff, 2013). This service makes it more comfortable for passengers because they do not have to stand in long
lines and for the airport and airlines the congestion in the hall is directly reduced. KLM also wants to introduce this for its passengers, the question is now, when will this be introduced?

A more recent project is the bus service between Nijmegen, Arnhem and Schiphol (KLM, 2015). This service is brought to life to improve the competitive position of KLM. Because in the East of the Netherlands consumers can choose to fly from German airports. With offering this service KLM hopes to attract more passengers. The advantage for passengers is that their trip already starts in the bus of KLM. They are offered the magazine of KLM 'Holland Herald', a drink and free Wi-Fi. The other benefit which is more interesting
APPENDIX P: DOES THE CONCEPT ADDS VALUE?

During this small test it is tested which idea direction adds value to people. Each idea direction came with an description of a possible solution.

Changing public transport
- Make new compartments specially designed for check-in luggage in the public transport.
- Creating more space between the seats and/or make the seats flexible or mobile

KLM Station to airport
- Bring passengers by bus to the airport. They do not have the costs to go to the airport, they do not have to carry their check-in luggage for long time since it is stowed below in the bus.

Making luggage lighter
- the passenger pack what is needed for their trip. Based on the answers to the questions a list is made of what is necessary. The application learns what is used and what not and makes smart choices.

Door-to-door
- The ideal situation is that luggage is picked-up from home and is send to the final destination of the passenger somewhere in the world. The passenger does not have to travel anymore with his/her piece(s) of luggage and the passenger does not have to go to the drop-off at the airport.

Results
One question was asked for each direction. Would this solution adds value to you? Which can be translated to would you use this if it existed? The results can be found in “Table 15: Results if the direction adds value” on page 71.

People are asked who have experienced travelling to the airport with their check-in luggage with public transport.

<table>
<thead>
<tr>
<th>Changing public transport</th>
<th>KLM Station to airport</th>
<th>Making luggage lighter</th>
<th>Door-to-door</th>
</tr>
</thead>
<tbody>
<tr>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>no</td>
<td>no</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
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<tr>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
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<tr>
<td>yes</td>
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<td>no</td>
<td>yes</td>
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<tr>
<td>yes</td>
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<tr>
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<td>no</td>
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</tr>
<tr>
<td>no</td>
<td>yes</td>
<td>yes</td>
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</tr>
<tr>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
</tbody>
</table>

Table 1: Results if the direction adds value

17 yes / 11 no
13 yes / 15 no
12 yes / 16 no
20 yes / 8 no
APPENDIX Q: TRAVEL LIGHT SERVICE

MAIN WEB PAGE

“Let us carry your weight.”

Travel Light is powered by TNT Express and gevestigd in Schiphol. Het versturen van bagage lijkt nieuw, maar dat is het niet. Wij brengen gewoon service en gemak voor een eerlijk prijswelkoen terug. Wij maken je reservering recht aangenaam door bagage bij je thuis op te halen en klaar te zetten op je weg van bestemming.

Of je nu met vrienden gaat gelven in Portugal, of Oostelijk een wisselende gaat skien, of gewoon op vakantie gaat. onze kansen die het helemaal een willen nooit meer anders en waarderen ons gemak met vijf sterren.

“Evaar de nieuwe manier van reizen”

Mijn vijfde ster: Buitenland

Jan Hoekema: 8 reizigers

KLM Royal Dutch Airlines

Designing a Seamless Passenger Journey for KLM
BOOKING THE SERVICE

![Image of a screenshot showing a webpage for booking luggage with options like name, email, and phone number. There are sections for calculating the cost of luggage and placing orders.]

**Secure checkout**

![Image of a screenshot showing a page for secure checkout with fields for name, email, and phone number. There are options for selecting the pickup location and delivery address.]

**Verzend- & retouradres**

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>[Field for name input]</td>
</tr>
<tr>
<td>Postcode</td>
<td>[Field for postcode input]</td>
</tr>
<tr>
<td>E-mail</td>
<td>[Field for email input]</td>
</tr>
<tr>
<td>Telefoon</td>
<td>[Field for phone input]</td>
</tr>
</tbody>
</table>

**Afleveradres**

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naar</td>
<td>[Field for delivery location input]</td>
</tr>
<tr>
<td>Hotel</td>
<td>[Field for hotel input]</td>
</tr>
<tr>
<td>Telefoon</td>
<td>[Field for phone input]</td>
</tr>
</tbody>
</table>

**Overzicht boeking**

- **Nederland**
  - Spariez (Waste Land)
  - 1x Koffertje voor 20 kg: €30,03
  - 1x Koffer 20 kg: €45,03
  - Totaal: €78,03

**Contactgegevens**

- **Aanvullende informatie**
  - [Contact details for the delivery company]
CONFIRMATION E-MAIL

Let us carry your weight.
Bedankt voor uw boeking!

Beste Amandine Marie,

Dankjewel voor je boeking.

Deze e-mail is onze boekingsbevestiging en alles staat goed in onze systemen. Per post sturen we je een week voor vertrek een welkomstpakket waarin alles zit voor een zorgeloze reis.

Vragen? Bel ons 085-4874344 of bezoek onze FAQ pagina.

Tot slot vind je een kortingscode die mag je natuurlijk delen met kennissen, vrienden en familie: *TellAFriend*

Alvast een prachtige vakantie,

Team Travel Light

Contactgegevens

<table>
<thead>
<tr>
<th>Ophaaldatum NL:</th>
<th>21.07.2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ophaalmoment NL:</td>
<td>'s ochtends</td>
</tr>
<tr>
<td>Afvaldatum NL:</td>
<td>01.08.2015</td>
</tr>
<tr>
<td>Alleersemoment NL:</td>
<td>'s ochtends</td>
</tr>
</tbody>
</table>

Aantal bagage items

1 x Koffer (Klein)

Laat een vriend ook Travel Light ervaren aan je met 5% korting, of gebruik hem zelf:

TellAFriend

TRAVELIGHT

Let us carry your weight.
Bedankt voor uw boeking!
APPENDIX R: TRACK & TRACE
FROM TNT

Day | Locatie | Melding |
--- | --- | --- |
13 juni 2016 15:17 | AMSTERDAM DEPOT | Shipment Collected From Customer |
15 juni 2016 10:46 | BERLIN | Out For Delivery |
15 juni 2016 09:16 | BERLIN | Shipment Received At TNT Location |
15 juni 2016 03:54 | HANNOVER ROAD HUB | Shipment In Transit |
15 juni 2016 01:30 | HANNOVER ROAD HUB | Shipment Received At TNT Location |
14 juni 2016 07:37 | ARNHEM HUB | Shipment Arrived At TNT Location |
14 juni 2016 01:24 | ARNHEM HUB | Shipment In Transit |
13 juni 2016 17:45 | AMSTERDAM DEPOT | Shipment In Transit |
13 juni 2016 15:17 | AMSTERDAM DEPOT | Shipment Collected From Customer |
15 juni 2016 13:33 | BERLIN | Shipment Delivered In Good Condition |
15 juni 2016 | BERLIN | Kunt u uw zending niet vinden?
Het kan 8 uur duren vanaf het moment van ophalen voordat u uw zending kunt volgen.
Als uw pakket al meer dan een maand geleden bezorgd is, kan het zijn dat het niet meer traceerbaar is.
APPENDIX S: E-MAILS PRIOR TO DEPARTURE

PREPARE FOR YOUR FLIGHT

Checklist for your flight to Rome

Dear Mrs. MARIE,
Take a minute to make the most out of your trip

Don’t forget

Your passport
Check the validity duration rules for your destination
All you need to know about passport and visa

Are your vaccinations up-to-date?
Check our travel advice and make an appointment at KLM Health Services
Traveling last-minute? Drop by

Travel insurance
KLM offers insurance. Book it online

All about baggage

Your baggage
Only hand baggage + accessory is free of charge on most European flights

Your flight
Manage online
Check flight details
Upgrade/swap
Your questions answered 24/7 within 1 hour
Via Facebook
Via Twitter
Contact support team

Travel smart with your mobile

Your flight details and boarding pass always at your fingertips
Download the KLM app

Flight info by text message
Gate changes, boarding times, delays and more

Shopping

Online tax-free shopping
Order online, receive on board
Up to 25 hours before departure

Special requests
At the airport
Check our website for all

KLM Royal Dutch Airlines

Designing a Seamless Passenger Journey for KLM

Delft University of Technology
Dear Miss Marie,

Check-in has started: get your boarding pass now.

KL1607: Amsterdam (AMS) - Rome (FCO)
Fri 04 March 16 at 16:55

Your booking code: 76F1M3

Check in now  >

Attention: The number and type of batteries you may take onboard is restricted.

Important for you

Check live flight status details  >

Choose your seat for free  >

Bring more baggage at a discount!  >
APPENDIX T: MY TRIP

ARRANGE NOW

My Trip to Barcelona

FLIGHTS

- Amsterdam (AMS) - Barcelona (BCN)
  - Wed. 27 Apr 2016: 10:10 - 12:30

- Barcelona (BCN) - Amsterdam (AMS)
  - Mon. 2 May 2016: 06:50 - 08:10

YOUR FLIGHT:

Amsterdam - Barcelona
- Miss Annie Marie
- Class: Economy
- Seats: 1C

STRETCH YOUR LEGS:
Limited legroom? Try these tips:
- Seat 1C

RENT A CAR:

Go where and when you please at your destination. Compare top rental cars and prices from 1200 suppliers here.

BOOK YOUR HOTEL IN BARCELONA (4 available):

Holiday Inn Express Barcelona City 22@
- Price per night from EUR 145.10

TRAVEL INSURANCE:

Arrange Insurance
TRIP DETAILS OUTBOUND FLIGHT

My Trip to Barcelona

Trip details

Booking code:

Amsterdam to Barcelona
Barcelona to Amsterdam

You can check in on Tue 26 Jul 2016 09:30

KL 1671 Amsterdam – Barcelona

Flight schedule change
Please note that the departure and arrival dates and/or times of your flight have been changed. Below you will find the original travel details.
We will keep you updated about all the details of this flight schedule change. If you booked via a travel agent please contact them for your new flight schedule.

Departure: Wed 27 Jul 2016, 08:19
Amsterdam – Schiphol (AMS), Netherlands
Barcelona – Barcelona (BCN), Spain
Total travel time: 3 hours 10 minutes

Show flight details

Flight status: Confirmed, time change occurred.
Operated by: KLM
Flight number: KLM1671
Marked by: KLM
Travel class: Economy
Airline: KLM ROYAL DUTCH AIRLINES
Airplane type: Boeing 737-900

Show fare conditions

Your meal
Miss Amsterdam Meal
Miss Delta Meal

Your baggage
Miss Amsterdam Meal
1 piece(s) check-in baggage
1 hand baggage = 1 accessory

Miss Delta Meal
1 piece(s) check-in baggage
1 hand baggage = 1 accessory

Make the most of your trip

In Barcelona

Enjoy the convenience of a safe and reliable transfer between the airport and your destination – at the lowest price.

Hotel: Holiday Inn Express Barcelona City 220
Price per night for 2 guests: EUR 134.10

Highlights
- Must-sees and dos in Barcelona

Events
- What’s happening when you’re in Barcelona

Restaurants
- Where to dine and drink in Barcelona

Weather
- Check the weather forecast in Barcelona

Health
- Check the health requirements for your destination

Travel documents
- Check the visa and passport requirements for your destination
APPENDIX U: WEB DESIGN

PICK-UP & DELIVERY

CHOOSING YOUR LUGGAGE

KLM Royal Dutch Airlines

Designing a Seamless Passenger Journey for KLM

Delft University of Technology
INFORMATION POP-UP

Afgifte op het vliegveld: niet afgeven van uw bagage op het vliegveld

Indien u voor deze optie kiest, dient u de bagage af te geven op het vliegveld bij de daarvoor bestemde bagageafgevenpunten op de luchthaven.

De zelfservice incheckautomaten, de incheckbalies en de bagageafgevenpunten op de luchthaven zijn vanaf 3 uur tot 40 minuten (Europa) of 60 minuten (intercontinentaal) voor vertrek van de vlucht geopend.

Op Amsterdam Airport Schiphol zijn de incheckautomaten op de dag van uw vertrek de hele dag beschikbaar. De incheckbalies en bagageafgevenpunten open voor alle vluchten om 05:00 uur open.

Ophalen & Bezorgen: de bagage wordt thuis opgehaald en afgeleverd op uw eindbestemming

Bij deze service wordt uw bagage opgehaald bij u thuis of op het werk. De bagage zal 2 tot 3 werkdagen voor vertrek worden opgehaald door onze partner TNT. U of uw reisbureau dient hiervoor op het adres aanwezig te zijn om de bagage te overhandigen. De bagage wordt 1 werkdag voor vertrek afgeleverd bij uw hotel. Voor de terugreis wordt uw bagage 1 werkdag na uw vertrek opgehaald. Vervolgens wordt de bagage bij het door u opgegeven adres afgeleverd.

Om van deze service gebruik te maken, zult u zeker moeten zijn dat uw verblijfplaats een receptie heeft of dat er iemand aanwezig is gedurende de dag van bezorging. Hierdoor verkent u zich ervan dat er iemand aanwezig is om uw bagage in ontvangst te nemen.

U kunt de adresgegevens later invullen op Mijn reis, uiterlijk 10 dagen voor vertrek.

Meer over Ophalen & Bezorgen?

Doorgaan

WARNING POP-UP

Aanvullende gegevens ophalen & Bezorgen

U heeft aangegeven dat u gebruik wilt maken van de service Ophalen & Bezorgen. Hiervoor dient u de adresgegevens in te vullen waar de bagage moet worden opgehaald en waar deze bezorgd moet worden. Klik op doorgaan om de adresgegevens in te vullen.

U kunt de adresgegevens later invullen op Mijn reis, uiterlijk 10 werkdagen voor vertrek.

Niet nu

Doorgaan
STEP 1: FILING-IN DETAILS OUTBOUND FLIGHT

Ophalen & Bezorging van uw bagage

Stap 1: Heenreis
Invullen ophaalgegevens

Passagier 1
Aanvullende informatie 1
----------

Adres gegevens
Voor uw voorkeursadres in
Woonadres
Zakelijk adres

Paspoort
Land
Paspoortnr.

Aanvullende informatie

Telefoonnummer
Landcode Nederland (+31)
Telefoonnummer

Passagier 2
Eerstelijn

Aanvullende informatie

Telefoonnummer
Landcode Nederland (+31)
Telefoonnummer

Aanvullende informatie
STEP 2: FILING-IN DETAILS RETURN FLIGHT

Ophalen & Bezorging van uw bagage

Invullen ophaalgegevens

1. Let op met bezorgadressen k voor et afhaalmaatschap hetzelfde aon.

Adres gegevens

Naam:

Hotel:

Adres:

Postcode:

Stad:

Land:

E-mail:

Aanduidende informatie:

Invullen bezorggegevens

Passenger 1

Aanduidende informatie:

Voer uw voorkeuradress in

Voer uw huisnummer in

Postcode:

Stad:

Land:

Aanduidende informatie:
**STEP 3: CHECKING DETAILS OUTBOUND FLIGHT**

Ophalen & Bezorging van uw bagage

Slap 3: Heenreis, controleren van de adresgegevens

**Passagier 1**

Anneeke Ploos

**Ophaaladres**

Adres: Römerweg 10
Postcode: 2641
Plaats: Zoetermeer
Land: Nederland
Telefoonnummer: (+31) 61 217 89 98
Aanvullende informatie:

**Passagier 2**

Dit Smit

**Ophaaladres**

Adres: Grachtstraat 23
Postcode: 2641
Plaats: Zoetermeer
Land: Nederland
Telefoonnummer: (+31) 61 217 89 98
Aanvullende informatie:

**Bezoegadres**

**Hotel**

Car Minn Costa Brava

**Bezoegadres**

Adres: Av. Cayalles 32
Postcode: 2641
Plaats: Zoetermeer
Land: Nederland
Telefoonnummer: (+31) 61 217 89 98
E-mail: carminncostabrava@gmail.com
Aanvullende informatie:

---

**STEP 4: CHECKING DETAILS RETURN FLIGHT**

Ophalen & Bezorging van uw bagage

Slap 4: Terugreis, controleren van de adresgegevens

**Passagier 1**

Anneeke Ploos

**Ophaaladres**

Adres: Römerweg 10
Postcode: 2641
Plaats: Zoetermeer
Land: Nederland
Telefoonnummer: (+31) 61 217 89 98
Aanvullende informatie:

**Passagier 2**

Dit Smit

**Ophaaladres**

Adres: Grachtstraat 23
Postcode: 2641
Plaats: Zoetermeer
Land: Nederland
Telefoonnummer: (+31) 61 217 89 98
Aanvullende informatie:

**Bezoegadres**

**Hotel**

Car Minn Costa Brava

**Bezoegadres**

Adres: Av. Cayalles 32
Postcode: 2641
Plaats: Zoetermeer
Land: Nederland
Telefoonnummer: (+31) 61 217 89 98
E-mail: carminncostabrava@gmail.com
Aanvullende informatie:

---
OVERVIEW OF THE BOOKED ITEMS

KLM Royal Dutch Airlines

Designing a Seamless Passenger Journey for KLM

Delft University of Technology
REMiNdER E-MAiL: MiSSiNG dETAiLS

Aanvullende gegevens: Ophalen & bezorging - Amsterdam - Barcelona (75XXX)

KLM Vlucht 1671
27 jul. - Bevestigingsnummer 75X
Amsterdam AMS 10:05 - Barcelona BCN 12:15
KLM 1671
AMS naar BCN 27 jul., 10:05
KLM 1676
BCN naar AMS 8 aug., 19:55

KLM Reservations <noreply@klm.com>
30-12-15

Engels > Nederlands > Bericht vertalen

Ontbrekende gegevens

Ophalen & Bezorging
Uw bagage thuis opgehaald en bezorgd bij uw verblijf

Beste mevrouw Marie,

Dank u wel dat u gekozen heeft om uw koffer op te laten halen en deze op uw bestemming af te laten leveren.

U krijgt dit bericht omdat wij nog adres gegevens missen om uw deze service aan te bieden. Wij willen u vragen om de adresgegevens compleet te maken. Mocht u vragen hebben voel u vrij om contact op te nemen met de KLM Service Centre.

Adres gegevens

De heenvlucht - 27 juli 2016
U heeft gekozen voor het ophalen voor het volgende adres:
- Röntgenweg 463, 2624WW, Delft, Nederland

De koffers worden bezorgd op het volgende adres:
- Onbekend

Aantal bagage items
- 1 koffer van maximaal 23kg

De terugvlucht - 05 augustus 2016
Uw koffer(s) worden de dag na uw vertrek opgehaald op het volgende adres:
- Onbekend

U heeft gekozen voor afleveren voor het volgende adres:
- Röntgenweg 463, 2624WW, Delft, Nederland

Aantal bagage items
- 1 koffer van maximaal 23kg

Wij verzoeken u voor 18 juli 2016 de gegevens compleet te maken. U kunt de wijzigingen doorgeven op Mijn Reis. Als u geen wijzigingen doorgeeft dan vervalt deze service. U wordt dan omgezet naar 'bagage afgeven op het vliegveld'.

KLM Koninklijke Luchtvaart Maatschappij N.V. geregistreerd in Amstelveen, Nederland, onder handelsregister 33014286.

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KLM hier als je wilt Beantwoorden of Doortoorden
REMiNdER E-MAiL: DETAILS FiLLEd-İN

Bevestiging: Ophalen & Bezorging - Amsterdam - Barcelona (75XXX)

KLM Vlucht 1671
27 Jul. - Beveiligingsnummer 75X
Amsterdam AMS
Barcelona BCN
10:05 - 12:15
KLM 1671
AMS naar BCN 27 jul., 10:05
KLM 1676
BCN naar AMS 3 aug., 19:55

De koffers worden bezorgd op het volgende adres:
- Av. Canyelles 30, 17310, Lloret de mar, Spanje

Aantal bagage items
- 1 koffer van maximaal 23kg

De terugvlocht - 05 augustus 2016
Uw koffer(s) worden de dag na uw vertrek opgehaald op het volgende adres:
- Av. Canyelles 30, 17310, Lloret de mar, Spanje

U heeft gekozen voor afleveren voor het volgende adres:
- Röntgenweg 463, 2624WW, Delft, Nederland

Aantal bagage items
- 1 koffer van maximaal 23kg

Indien er iets niet correct is of veranderd is, dan verzoek ik u eventuele wijzigingen door te geven voor 18 juli 2016. U kunt de wijzigingen doorgeven op Mijn Reis.

Datum ophalen en bezorging
Uw koffer wordt minimaal 2 werkdagen voor vertrek opgehaald. U kunt aangeven wanneer u de koffer wilt laten ophalen door onze partner TNT. U kunt nu uw voorkeur doorgeven op Mijn Reis. Als u geen voorkeur heeft staat de datum vast op voor het ophalen op vrijdag 22 juli 2016. De koffer wordt weer bij u thuis bezorgd op zaterdag 06 augustus 2016.

Welkomstpakket
Per post sturen we u een week voor vertrek een welkomstpakket waarin alles zit voor een zorgeloze reis.

KLM Koninklijke Luchtvaart Maatschappij NV is gevestigd in Amstelveen, Nederland, onder handelsregister 33014286

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KLM Koninklijke Luchtvaart Maatschappij N.V. (also known as KLM Royal Dutch Airlines) is registered in Amstelveen, The Netherlands, with registered number 33014286

******************************************************************************
**MY TRIP: DETAILS PICK-UP&DELIVERY OUTBOUND FLIGHT**

### KLM Royal Dutch Airlines

#### Designing a Seamless Passenger Journey for KLM

<table>
<thead>
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<th>Details</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hoofdorvraag:</strong></td>
<td><strong>Mijn reis naar Barcelona</strong></td>
</tr>
<tr>
<td><strong>Nu reizen</strong></td>
<td><strong>Reisgegevens</strong></td>
</tr>
<tr>
<td><strong>Passagiersgegevens</strong></td>
<td><strong>Ophalen &amp; Bezorging</strong></td>
</tr>
<tr>
<td><strong>PASSENGER DETAILS</strong></td>
<td><strong>CONTACT INFORMATION</strong></td>
</tr>
<tr>
<td><strong>Naam:</strong></td>
<td><strong>Mej Anandine Marie</strong></td>
</tr>
<tr>
<td><strong>Woonplaats:</strong></td>
<td><strong>Alamat:</strong></td>
</tr>
<tr>
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<td><strong>Land:</strong></td>
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<table>
<thead>
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<tbody>
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<td><strong>Adres:</strong> Av. Carreras 22</td>
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<tr>
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<td><strong>POBox:</strong></td>
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<td><strong>Aan boord</strong></td>
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<tr>
<td><strong>Vluchtgegevens</strong></td>
<td><strong>Bagage</strong></td>
</tr>
<tr>
<td><strong>Intrekken:</strong></td>
<td><strong>Extra bagage regelen</strong></td>
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<td><strong>Vlucht wijzigen:</strong></td>
<td><strong>Bijzondere bagage regelen</strong></td>
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<td><strong>Informatie over betaling van uw ticket:</strong></td>
<td><strong>Vervoersmaatschappijen</strong></td>
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<td><strong>Gezondheidsbureaus</strong></td>
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<td><strong>Eten:</strong></td>
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---

**KLM Royal Dutch Airlines**

**Designing a Seamless Passenger Journey for KLM**

---

**Delft University of Technology**
KLM Royal Dutch Airlines

Designing a Seamless Passenger Journey for KLM

Mijn reis naar Barcelona

Ophaaldatum - Heenreis

Datum

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Tijdsvak

- ochtend (08:00-12:00)
- middag (12:00-16:00)
- avond (16:00-20:00)

Ophaaldatum - Mevrouw Amandine Marie

Datum

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Tijdsvak

- ochtend (08:00-12:00)
- middag (12:00-16:00)
- avond (16:00-20:00)

Bezoepdatum - Terugreis

Datum

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Tijdsvak

- ochtend (08:00-12:00)
- middag (12:00-16:00)
- avond (16:00-20:00)
Beste mevrouw Marie,

U heeft ervoor gekozen om uw koffer(s) op te laten halen en deze op uw bestemming af te laten leveren. Voordat uw koffer wordt opgehaald krijgt u van ons dit pakketje met het volgende:

• Gebruiksaanwijzing
• Plastic beschermzakken met speciale seal voor de heen- en terugvlucht
• Adres stickers voor de voor de heen- en terugvlucht

De heenvlucht
U heeft gekozen voor het ophalen voor het volgende adres en datum:
• Röntgenweg 463, 2624WW, Delft, Nederland
• 25 juli 2016, in de ochtend.

U krijgt van onze chauffeur een bericht in welk tijdsvak uw koffer(s) worden opgehaald.

De koffers worden bezorgd de dag voor aankomst op het volgende adres:
• Av. Canyelles 30, 17310, Lloret de mar, Spanje

De terugvlucht
Uw koffer(s) worden de dag na uw vertrek opgehaald op het volgende adres:
• Av. Canyelles 30, 17310, Lloret de mar, Spanje

U heeft gekozen voor afleveren voor het volgende adres en datum:
• Röntgenweg 463, 2624WW, Delft, Nederland
• 8 augustus 2016, in de ochtend

Mocht u vragen hebben voel u dan vrij om contact op te nemen met de KLM Service Centre

Dank u wel voor het boeken bij KLM. Wij wensen u een fijne vlucht.

KLM Koninklijke Luchtvaart Maatschappij

P.O. Box 7700, 1117 ZL Schiphol Airport, The Netherlands
THE INSTRUCTION FORM

- **Lees de brief 'ophalen en bezorgen'**
  - Document icon

- **Stappen voor de heen en terugreis**
  - Folder icon
  - Bag icon

- **Pak uw koffer in**
  - Stop de envelop 'teugris' bij uw bagage en gebruik deze voor uw terugreis

- **Open de zak en leg deze op de grond**
  - Open bag icon

- **Plaats de wielen van de koffer in de daarvoor bestemde opening**
  - Bag with wheels icon

- **Trek de zak om de koffer omhoog**
  - Bag with handle icon

- **Verwijder het folie bij de seal en sluit de zak**
  - Bag icon with seal

- **Biveste de adressticker op de daarvoor bestemde plek**
  - Sticker icon

- **De dag dat uw koffer wordt opgehaald**
  - Calendar icon

- **Bericht dat de chauffeur onderweg is**
  - Phone icon

- **Overhandigen van uw bagage en activeren van de Track & Trace**
  - People and bag icon

- **De dag dat u gaat vliegen**
  - Airplane icon

- **Check-in: 30 uur tot 1 uur voor vertrek van uw vlucht**
  - Person with laptop icon

- **Op het vliegveld kunt u direct doorkomen naar uw vertrek gate**
  - Person with airport icon

---

THE LUGGAGE BAG

- **Seal for closing the bag**
- **Cut-out for the handle**
- **Specified place for the address label**

- **Fold lines**
  - Bag icon with folded lines

- **Cut-out for the wheels**

- **Extra fold line towards inside**

- **When the bag is folded the dimensions are 30 cm x 19.3 cm**

- **Blue is additional to the original Travel Light bag**

---

KLM Royal Dutch Airlines

Designing a Seamless Passenger Journey for KLM

Delft University of Technology
## APPENDIX W: COUNTRIES IN EUROPE

<table>
<thead>
<tr>
<th>Country</th>
<th>EU</th>
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APPENDIX X: BUSINESS CASE - CURRENT SITUATION
APPENDIX Y: BUSINESS CASE - TRAVEL LIGHT
APPENDIX Z: BUSINESS
CASE - LOGISTIC PARTNER
APPENDIX AA: BUSINESS CASE - MOST LIKELY
# APPENDIX AB: WHAT PASSENGERS WOULD PAY?

<table>
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<th>Did you check-in luggage?</th>
<th>Did you come with public transport to aas?</th>
<th>Would you be interested in the door-to-door service?</th>
<th>What did you now pay for the check-in? (one-way)</th>
<th>What would you be prepared to pay extra? (one-way)</th>
<th>Total price passengers would pay. (one-way)</th>
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APPENDIX AC: SURVEY TRAVEL LIGHT USERS (DUTCH)

Koffers versturen met Travel Light en KLM
Geachte heer / mevrouw,

Dank u voor uw deelname aan dit onderzoek dat gericht is op het versturen van koffers. Tijdens dit onderzoek zal u een aantal vragen krijgen met betrekking tot het proces en de ervaring van het versturen van koffer(s) met Travel Light. Neem de tijd om de tekst te lezen en de vragen te beantwoorden.

Het invullen van de vragenlijst zal ongeveer 5 minuten duren.

We willen graag u erop wijzen dat er geen goede of foute antwoorden zijn. We zijn alleen geïnteresseerd in uw mening. De antwoorden die u verstrekt zullen uitsluitend worden gebruikt voor intern onderzoek en worden vertrouwelijk behandeld.

Uw medewerking wordt zeer gewaardeerd.

Succes met het invullen van de vragenlijst.

Amandine Marié
Afstudeer stagiair bij KLM

*Vereist

1. Heeft u al gebruik gemaakt van de service die Travel Light biedt om uw koffers te versturen? *
   Markeer slechts één ovaal.
   - Ja Ga naar vraag 2.
   - Nee Ga naar vraag 25.

2. 1. Hoe vaak heeft u al gebruik gemaakt van deze service voor uw koffers? *
    Markeer slechts één ovaal.
    - 1
    - 2
    - 3
    - 4
    - 5
    - 6
    - 7
    - 8
    - 9
    - 10
    - meer dan 10 keer

3. 2. Wanneer heeft u voor het laatst gebruik gemaakt van deze service? *
   Het hoeft niet exact te zijn, het gaat om een indicatie.
   Voorbeeld: 15 december 2012

4. 3. Kun u uitleggen waarom u gekozen heeft om deze service te gebruiken? *
   Vink alle toepasselijke opties aan.
   - Dan hoef ik er niet mee te sjouwen
   - Dan hoef ik geen tijd te besteden aan het inchecken van mijn koffer(s) op het vliegveld
   - Dan ga ik met het vliegtuig in plaats van de auto naar mijn bestemming
   - Dan hoef ik mij geen zorgen te maken in het openbaar vervoer over een plek voor mij en de koffer
   - Dan heb ik geen problemen tijdens het overstappen in het openbaar vervoer
   - Het totale gemak om niks bij mij te hebben
   - Zodat ik niet direct mijn koffer(s) naar mijn verblijf moet brengen
   - Dan ga ik met het openbaar vervoer naar het vliegveld in plaats van de auto
   - Anders: ____________________________________________

5. 4. Hoe vond u het in uw eigen woorden om deze service te gebruiken voor een eerste keer?
   ____________________________________________
De volgende vragen gaan over de verschillende stappen in het proces die u heeft doorlopen de laatste keer dat u deze heeft gebruikt.

6. Wat waren de verwachtingen die u had toen u de service had geboekt voor uw koffer(s)?

7. De koffer(s) wordt(en) bij u thuis opgehaald, kunt u aangeven hoe u dat heeft ervaren?

8. Kunst u, indien van toepassing, aangeven welke positieve emotie(s) daarbij horen?

9. De koffer(s) is/zijn in de handen van Travel Light en u heeft er geen zicht meer op, kunt u aangeven hoe u dat heeft ervaren?

10. Kunst u uw voorgaande antwoord(en) over welke emoties (7a en 7b) u heeft ervaren uitleggen?

11. Kunst u, indien van toepassing, aangeven welke negatieve emotie(s) daarbij horen?

12. Kunst u, indien van toepassing, aangeven welke positieve emotie(s) daarbij horen?
13. 10b. Kunt u, indien van toepassing, aangeven welke negatieve emotie(s) daarbij horen?
De koffer(s) is/zijn in de handen van de koerier en u heeft er geen zicht meer op
Vink alle toepasselijke opties aan.
- Ontevreden
- Verward
- Geschokt
- Verveeld
- Bedroefd
- Teleurgesteld
- Gestrest
- Wanhopig
- Bezorgd
- Angstig

14. 11. Kunt u uw voorgaande antwoord(en) over welke emoties (10a en 10b) u heeft ervaren uitleggen?

15. 12. U heeft het bericht gehad via Track&Trace dat de koffer(s) is/zijn afgeleverd op uw bestemming, kunt u aangeven hoe u dat heeft ervaren?
Markeer slechts één ovaal.

1 2 3 4 5 6 7
Zeer negatief Zeer positief

16. 13a. Kunt u, indien van toepassing, aangeven welke positieve emotie(s) daarbij horen?
U heeft het bericht gehad via Track&Trace dat de koffer(s) is/zijn afgeleverd op uw bestemming
Vink alle toepasselijke opties aan.
- Enthousiast
- Vrolijk
- Relaxed/ontspannen
- Kalm
- Vertrouwd
- Optimistisch
- Plezierig
- Tevreden
- Geslaagd
- Comfortabel

17. 13b. Kunt u, indien van toepassing, aangeven welke negatieve emotie(s) daarbij horen?
U heeft het bericht gehad via Track&Trace dat de koffer(s) is/zijn afgeleverd op uw bestemming
Vink alle toepasselijke opties aan.
- Ontevreden
- Verward
- Geschokt
- Verveeld
- Bedroefd
- Teleurgesteld
- Gestrest
- Wanhopig
- Bezorgd
- Angstig

18. 14. Kunt u uw voorgaande antwoord(en) over welke emoties (13a en 13b) u heeft ervaren uitleggen?

19. 15. Indien u met het openbaar vervoer heeft gereisd, hoe heeft u deze reis ervaren?
Markeer slechts één ovaal.

1 2 3 4 5 6 7
Zeer negatief Zeer positief
19. 15. Indien u met het openbaar vervoer heeft gereisd, hoe heeft u deze reis ervaren?
Markeer slechts één cirkel.

1 2 3 4 5 6 7
Zeer negatief  O  O  O  O  O  O  Zeer positief

20. 16a. Kunt u, indien van toepassing, aangeven welke positieve emotie(s) daarbij horen?
De ervaring van het reizen met het openbaar vervoer
Vink alle toepasselijke opties aan.

- Enthousiast
- Vrolijk
- Relaxed/ontspannen
- Kalm
- Vertrouwd
- Optimistisch
- Plezierig
- Tevreden
- Geslaagd
- Comfortabel

21. 16b. Kunt u, indien van toepassing, aangeven welke negatieve emotie(s) daarbij horen?
De ervaring van het reizen met het openbaar vervoer
Vink alle toepasselijke opties aan.

- Ontevreden
- Verward
- Geschoikt
- Verveeld
- Bedroefd
- Teleurgesteld
- Gestrest
- Wanhopig
- Bezorgd
- Angstig

22. 17. Kunt u uw voorgaande antwoord(en) over welke emoties (16a en 16b) u heeft ervaren uitleggen?

23. 18. Wat vind u dat deze service waard is in de volgende situatie?
U laat 1 koffer van maximaal 23 kg thuis ophalen. Deze wordt naar uw vakantiebestemming gebracht ergens in Europa. U laat deze koffer na uw vakantie ook weer terug sturen naar huis. Wat zou u maximaal willen betalen?

24. 19. Wat vind u dat deze service waard is in de volgende situatie?
U laat 2 koffers elk van maximaal 23 kg thuis ophalen. Deze wordt naar uw vakantiebestemming gebracht ergens in Europa. U laat deze koffers na uw vakantie ook weer terug sturen naar huis. Wat zou u maximaal willen betalen?
Als u gebruik zou maken van de service om uw koffers te versturen
U heeft aangegeven nog geen gebruik te hebben gemaakt van de service om uw koffers te laten versturen. De volgende vragen gaan daarover.

25. 1. Kunt u aangeven waarom u tot op heden nog geen gebruik gemaakt heeft van deze service? *
Vink alle toepasselijke opties aan.
- Ik heb wel afwijkende bagage verstuurd zoals ski's, snowboards, golfssets en fietsen
- Ik heb wel de intentie het in de toekomst te gebruiken
- Ik heb er (nog) geen vertrouwen in
- Ik vind het (nog) niet veilig
- Ik vind het te duur
- Ik zie geen toegevoegde waarde erin
- Ik maak me zorgen over degene die aan mijn bagage komt
- Ik maak me zorgen over hoe er wordt omgegaan met mijn bagage
- Ik maak me zorgen over degene die aan mijn bagage komt
- Ik maak me zorgen over hoe er wordt omgegaan met mijn bagage
- Ik maak me zorgen omdat de bagage niet op dezelfde vlucht zit
- Anders: ________________________________

26. 2. Zou u wel gebruik willen maken van deze service in de toekomst? *
Markeer slechts één ovaal.

1 2 3 4 5 6 7

Zeer zeker niet  ᵃ  ᵃ  ᵃ  ᵃ  ᵃ  ᵃ  ᵃ  Zeer zeker wel

27. 3. Kunt u aangeven wat u zou willen betalen in Euro's voor deze service in de volgende situatie? *
U laat 1 koffer van maximaal 23 kg thuis ophalen. Deze wordt naar uw vakantie bestemming gebracht ergens in Europa. U laat deze koffer na uw vakantie ook weer terug sturen naar huis. Wat zou u maximaal willen betalen?

28. 4. Kunt u aangeven wat u zou willen betalen in Euro's voor deze service in de volgende situatie? *
U laat 2 koffer(s) elk van maximaal 23 kg thuis ophalen. Deze wordt naar uw vakantie bestemming gebracht ergens in Europa. U laat deze koffer na uw vakantie ook weer terug sturen naar huis. Wat zou u maximaal willen betalen?

Vliegen met het vliegtuig
Deze laatste vragen zijn algemene vragen over de verschillende aspecten van het vliegen.

29. Als u naar het vliegveld zou gaan, op welke manier vervoert u zich dan? *
Vink alle toepasselijke opties aan.
- Met mijn eigen auto
- Ik word gebracht
- Ik neem de bus
- Ik neem de trein
- Ik neem de taxi
- Anders: ________________________________

30. Kant u aangeven hoe vaak u met het vliegtuig reist wanneer u ook koffers meeneemt die ingeacheekt moeten worden? *
Markeer slechts één ovaal.
- Nooit
- Eens in de paar jaar
- 1 keer per jaar
- 2 - 4 keer per jaar
- 5 - 12 keer per jaar
- Meer dan 12 keer per jaar
31. Als u vliegt welke vliegtuigmaatschappij heeft uw voorkeur? *
   Markeer slechts één ovaal.
   ○ KLM  ○ Transavia  ○ easyJet  ○ Ryan Air  ○ Lufthansa  ○ Air France  ○ Alitalia  ○ Corendon  ○ Anders:

32. Als u vliegt wat voor ticket koopt u meestal? *
   Markeer slechts één ovaal.
   ○ Economy class  ○ Business Class  ○ Anders:

33. Als u gebruik zou maken van deze service, om wat voor een reis zou dat gaan?
   Markeer slechts één ovaal.
   ○ Zakenreis  ○ Vakantie  ○ Zakenreis en vakantie  ○ Anders:

34. Als u gebruik zou maken van de service om uw bagage te versturen naar uw bestemming, zou u dan vaker gaan vliegen met het vliegtuig? *
   Markeer slechts één ovaal.
   1 2 3 4 5 6 7
   Totaal niet

35. Hoe waarschijnlijk is het dat u de KLM zou aanbevelen aan een vriend of collega als deze service wordt aangeboden? *
   Markeer slechts één ovaal.
   1 2 3 4 5 6 7 8 9 10
   Zeer onwaarschijnlijk

36. Wat is uw geslacht? *
   Markeer slechts één ovaal.
   ○ Man  ○ Vrouw

37. Wat is uw leeftijd? *
   Markeer slechts één ovaal.
   ○ Jonger dan 18 jaar  ○ 18 - 24 jaar  ○ 25 - 34 jaar  ○ 35 - 44 jaar  ○ 45 - 54 jaar  ○ 55 - 64 jaar  ○ 65 - 74 jaar  ○ 75 jaar of ouder

38. Dank u wel voor het invullen van de vragenlijst. Als u opmerkingen of suggesties heeft, dan kunt u de onderstaande ruimte gebruiken.
APPENDIX AD: RESULTS SURVEY (DUTCH)

1. Did you make use of the service Travel Light offers to send your luggage?

- No: 67.5% (n=27)
- Yes: 32.5% (n=13)

36. What is your gender?

- Female: 50%
- Male: 50%

37. What is your age?

- 75 years or older: 5%
- 65 - 74 years: 2.5%
- 55 - 64 years: 22.5%
- 45 - 54 years: 25%
- 35 - 44 years: 17.5%
- 25 - 34 years: 22.5%
- 18 - 24 years: 5%
- Younger than 18 years: 5%

2. How often did you make use of the service offered by Travel Light?

- 1 time: 27.7%
- 2 times: 30.8%
- 3 times: 22.5%
- 4 times: 7.7%
- Other: 7.7%

3. When was the last time you used this service?

- Sep 2015: 7.7%
- Dec 2015: 7.7%
- Jan 2016: 2.5%
- Feb 2016: 5%
- March 2016: 2.5%
- May 2016: 2.5%
- June 2016: 2.5%
- July 2016: 2.5%

4. Can you explain why you choose to use this service?

- I do not have to carry my luggage
- I do not have to spend time on check-in of my luggage
- The total convenience
- I do not have the hassle of transferring at the public transport
- I do not have to worry about a place in the public transport
- I go with the airplane instead of the car to my destination
- I do not have to bring my luggage first to the accommodation
- Other

Answers based on Question 1: Users who answered yes

- 67,5% (n=27)
- 32.5% (n=13)

KLM Royal Dutch Airlines
Designing a Seamless Passenger Journey for KLM

Delft University of Technology
5. Can you explain in your own words how you experienced the first use of this service?

- Ik heb een dubbele ervaring. Heenreis ging erg goed, terugreis helaas niet.
- Geweldig: hoog, meer anders
- Erg prettig, zeker als je wat ouder bent
- Fantastisch: spannend of mijn koffer wel op tijd mijn bestemming aan zou komen, maar mijn koffer was twee dagen voor mijn aankomst al in het hotel
- Heelaal fantastisch, perfect geregeld.
- Een prima service. De koffers/skisets waren er op tijd.
- ++
- Perfect verlopen en het is een luxe die niks extra kost tov meenemen in het vliegtuig
- geweldig
- Top
- Top!

6. Can you explain why you choose to use this service?

- Dat mijn koffer naar mijn verblijfplaats gebracht zou worden en hier later terug zou worden opgehaald.
- Dat het vooral prettig zou zijn tijdens het inchecken. Het grootste voordeel was op de luchthaven zelf en bij het verlaten ervan. Mijn ski’s stonden al klaar voor ik vertrok dus dat qaf mij veel vertrouwen en de vakantie was al begonnen toen ik weg ging van huis
- Dat het netjes zou worden geleverd en ik noet hoefde te tillen met koffers
- Dat dit volgens afspraak zou verlopen net als de keren daarvoor.
- Dat travel light een nieuwe service, dus spannend
- Dat dit volgens afspraak zou verlopen net als de keren daarvoor.
- Dat travel light een nieuwe service, dus spannend
- Geen gesjouw met koffers en snowboard. Daardoor relaxter en sneller met het vliegtuig reizen.
- Vond het wel spannend of het goed zou gaan
- Spannend of de koffers op tijd zouden zijn
- Dat de koffers er op tijd zouden zijn
- ?

7. How would you rate that your luggage is picked-up at home?

1 very negative - 7 very positive

8. Please specify which positive emotion(s) you might have experienced, if applicable?

- Excited
- Cheerful
- Relaxed
- Calm
- Confidence
- Optimism
- Enjoyment
- Satisfaction
- Successful
- Comfortable

9. Please specify which negative emotion(s) you might have experienced, if applicable?

- Dissatisfaction
- Confusion
- Shock
- Isolated
- Sadness
- Disappointment
- Stress
- Desperation
- Anxiety

10. Please explain your former answer(s)

- Nieuwe ervaring is stressvol, het gaat immers om persoonlijke (kostbare) spullen. Tegelijk minder stress want je hoeft niet alles mee te nemen tijdens het reizen.
- Ik vond het wel spannend, Al was dat snel weg door de Track&Trace informatie en het contact met Travel Light
- Ik keek wel spannend. De laatste keer dacht ik er niet meer over na
- wat betreft 7a alleen maar positief 7b geen negatieve emoties
- Het is natuurlijk uit de kunst dat men de koffer bij mĳn deur op twee hoog kwam ophalen.
- heel relaxed
- Er mag 30 kilo vervoerd worden bij Travel Light. Geen gezeur over max 23 kg per koffer, dus liever een grotere koffer dan 2 kleinere! De bagage paste prima in de geleverde dozen en wij hoefden niet met de zware pakketten te sjouwen, naast onze skisets.
- Het is prettig om van het comfort gebruik te maken. Daarnaast een leuke nieuwe dienst
- Het duurde veel langer dat TNT kwam dan ze hadden aangegeven
- Het is gewoon zo relaxed
11. How would you rate that your luggage is in the hand of Travel Light and you have no view on your belongings?

1 (very negative) - 7 (very positive)

1 very negative

2

3

4

5

6

7 very positive

Amount of answers

12. Please specify which positive emotion(s) you might have experienced, if applicable?

- Excited
- Cheerful
- Relaxed
- Calm
- Confidence
- Optimism
- Enjoyment
- Satisfaction
- Successful
- Comfortable

Amount of answers

13. Please specify which negative emotion(s) you might have experienced, if applicable?

- Dissatisfaction
- Confusion
- Shock
- Boredom
- Sadness
- Disappointment
- Stress
- Desperation
- Worry
- Anxiety

Amount of answers

14. Please explain your former answer(s)

Ik vond het niet prettig niet te weten wat er gebeurt met de koffer en waar deze is. Blijft spannend, maar ik maakte me geen zorgen. Zeker de 1e keer was spannend, de tweede keer had ik helemaal geen zorgen meer. Zie vraag 8.

Wanneer ik mijn koffer naar Schiphol sleep gaf ik met het zelfde vertrouwen mijn koffer af.

Via track&trace was de bagage goed te volgen.

Vrolijke chauffeur die ervaren is met het ophalen en vervoeren van bagage.

Ik werd steeds op de hoogte gehouden.

Tnt is een vertrouwde gezicht?

15. How would you rate the Track&Trace message you received when the luggage was arrived at your destination?

1 (very negative) - 7 (very positive)

1 very negative

2

3

4

5

6

7 very positive

Amount of answers

16. Please specify which positive emotion(s) you might have experienced, if applicable?

- Excited
- Cheerful
- Relaxed
- Calm
- Confidence
- Optimism
- Enjoyment
- Satisfaction
- Successful
- Comfortable

Amount of answers
17. Please specify which negative emotion(s) you might have experienced, if applicable?

<table>
<thead>
<tr>
<th>Emotion</th>
<th>Amount of Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissatisfaction</td>
<td>1</td>
</tr>
<tr>
<td>Confusion</td>
<td>2</td>
</tr>
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<td>Stress</td>
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<td>Desperation</td>
<td>8</td>
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<tr>
<td>Worry</td>
<td>9</td>
</tr>
<tr>
<td>Anxiety</td>
<td>10</td>
</tr>
</tbody>
</table>

18. Please explain your former answer(s)

- Ik heb geen track en trace ontvangen. Het afleveren gebeurde niet zoals afgesproken.
- Het geeft vertrouwen dat je weet waar alles is. Zeer positief.
- Wetende dat mijn koffer goed is aangekomen geeft bij mij de aangegeven emoties.
- Top.
- Op tijd geleverd!
- Prettig.
- ?

19. How would you rate the experience when you travelled by public transported to the airport?

1 (very negative) - 7 (very positive)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Amount of Answers</th>
</tr>
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<tbody>
<tr>
<td>1 very negative</td>
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<td>7</td>
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<tr>
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21. Please specify which negative emotion(s) you might have experienced, if applicable?

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<td>9</td>
</tr>
<tr>
<td>Anxiety</td>
<td>10</td>
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</tbody>
</table>

22. Please explain your former answer(s)

- Reist veel aangenamer zonder veel gewicht.
- Normaal moest ik met veel koffers mijn kinderen laten rijden. Ik ga nu met de trein. Erg prettig.
- Het is voor mij reizen met alleen wat handbagage ideaal.
- heel relaxed
- Handen vrij, comfortabel reizen.
- Vliegovre heen, nachtreizen terug, ideaal.
- ?
23. In your opinion, How much would you pay for this service in the following situation?
U laat 1 koffer van maximaal 23 kg thuis ophalen. Deze wordt naar uw vakantiebestemming gebracht ergens in Europa. U laat deze koffer na uw vakantie ook weer terugsturen naar huis. Wat zou u maximaal willen betalen?

24. In your opinion, How much would you pay for this service in the following situation?
U laat 2 koffers elk van maximaal 23 kg thuis ophalen. Deze wordt naar uw vakantiebestemming gebracht ergens in Europa. U laat deze koffers na uw vakantie ook weer terugsturen naar huis. Wat zou u maximaal willen betalen?

25. Can you explain why you did not use this service?

Other:
- I do have the intention to use it in the future
- I do not see the added value of the service
- I think it is too expensive
- I do not trust it (yet)
- I think it is not safe (yet)
- I worry about my luggage when it arrives at my destination
- I worry about how my luggage is handled
- I worry because my luggage is not at the same flight
- I worry about others touching my luggage

Other:
- Services that are not available
- I worry about others touching my luggage
- I worry because my luggage is not at the same flight
- I worry about how my luggage is handled
- I worry about my luggage when it arrives at my destination

26. Would you use this service in the future?
1 (absolutely not) - 7 (absolutely yes)
27. In your opinion, How much would you pay for this service in the following situation?
U laat 1 koffer van maximaal 23 kg thuis ophalen. Deze wordt naar uw vakantiebestemming gebracht ergens in Europa. U laat deze koffer na uw vakantie ook weer terugsturen naar huis. Wat zou u maximaal willen betalen?

28. In your opinion, How much would you pay for this service in the following situation?
U laat 2 koffers elk van maximaal 23 kg thuisophalen. Deze wordt naar uw vakantiebestemming gebracht ergens in Europa. U laat deze koffers na uw vakantie ook weer terugsturen naar huis. Wat zou u maximaal willen betalen?

29. When you go to the airport, which type of transportation do you use?

30. Could you indicate how often you travel by airplane when you also bring check-in luggage?

31. If you fly, which airline has your preference?

32. If you fly, what kind of ticket do you buy?
33. If you would use this service, what kind of trip would you make?

- Business and Holiday: 75%
- Holiday: 25%
- Others: 5%

34. If you would use the service to send the luggage to your destination, would you take the airplane more often?

- 1 (very unlikely) to 7 (very likely)

35. How likely is it that you would recommend KLM to a friend or colleague of this service is offered?

- 1 (not at all likely) to 10 (extremely likely)
APPENDIX AE: INTERVIEW GUIDE FOR THE PILOT

The current problem is that passengers who travel with check-in luggage that take the public transport to the airport, experience more negative emotions and rate the experience lower in comparison to passengers who do not take the public transport. Thereby it is wanted from the PASSME project to reduce the airport time.

RESEARCH GOAL
The conclusion of this pilot will be a recommendation of what KLM should do when they will implement this door-to-door service in their offering.

RESEARCH QUESTIONS

Main question
1. Does the door-to-door service deliver the expected solution?
2. Is the experience of taking check-in luggage to the airport rated more positive by passengers who take the public transport?
3. Does this service reduce the time spent on the airport?
4. What is the effect of this door-to-door service on the experience of these passengers?

Sub research question

Comparing the experience of the previous research with this research
1. How does the passenger experience travelling to the airport without their check-in luggage?
2. How does the passenger experience walking directly to security without checking-in their luggage?
3. How does the passenger experience it when they pass the reclaim belt directly through the exit, without waiting on their check-in luggage?

The new passenger journey
4. How does the passenger experience making a booking at Travel Light?
5. How does the passenger experience preparing their check-in luggage for pick-up?
6. How does the passenger experience the pick-up by the logistic partner TNT?
7. How does the passenger experience it when the luggage is picked up?
8. How does the passenger experience it that the luggage is waiting for them at their final destination?
9. How does the passenger experience the check-out at their final destination?
10. How does the passenger experience the delivery of their luggage at home?
11. How much is this service worth (€) in the passengers’ point of view?

APPROACH

Passengers
Duty Travelers will be asked to participate in this pilot because they regularly travel and might be critical towards new products and services that are offered. Because Travel Light currently operates only in the European Union, Duty travellers must fly within the European Union, and must be assured that they bring “check-in luggage.”

To compare the results with the analysis that duty travellers will have to come with public transport to the airport. But also that they normally take public transport if they did not participate with the pilot. This so that they can compare the current and the new situation.

Due to problems with finding participants, the demands of a duty traveller are adjusted. The only rule is that should fly within the European Union and bring check-in luggage.

Also non duty travellers are asked to participate. Here the demands are the same, travelling within the European Union and bringing check-in luggage.

Approaching passengers
To approach the passengers a standard text is e-mailed, as to what the pilot is and what it entails and how the service works. It will also have to be clear what the conditions are to participate: Normally also taking public transport to travel to the airport when they fly. Coming by the public transport to the airport.

Booking the service
From Travel Light, there should be a link that redirects to the Travel Light & KLM page. There must also be a 100% discount code to be sent so that the duty travellers do not pay upfront and
later on need to get the money back. The passenger mails that he / she wishes to use the door-to-door service. Only then a discount code and the link is sent to the Travel Light website. Then an appointment must be made to discuss the experience of this service after the trip.

Since the response of duty travellers was low a Facebook message is spread throughout several groups and on the personal page.

**Travel Light**

Travel Light is company that takes care of arranging and handling the door-to-door service. They are the contact and send the required documents and products to the passengers. A seal is a must for the passengers' baggage. This seal shows when someone tempered the seal. Since duty travellers are not allowed to leave their luggage unattended, the hotel stay must store the luggage in a place where nobody can come.

**WHAT IS NEEDED**

Accompanied e-mail for the duty travelers about what the service is and why this research is done. Website of Travel Light with KLM logo 100% discount code for duty travelers so they can book for free so that afterwards declaration is prevented.

**Interview Questions**
APPENDIX AF: INTERVIEW QUESTIONS PILOT (ENGLISH)

Interview on the door-to-door luggage service

**Topic 1: Booking the service**
1. Could you indicate which grade you would give to the booking process 1 (very negative) – 7 (very positive)?
2. Where the steps clear of booking?
3. In your opinion, what went well during the booking on the website of Travel Light?
4. In your opinion, what did not went well during booking?
   • Are improvements possible?
   • If yes, what could be improved?
5. Is it clear what happens after booking?

**Topic 2: Preparing the luggage for pick-up**
6. Could you indicate which grade you would give to the preparation of making your luggage ready for pick-up 1 (very negative) – 7 (very positive)?
7. Was the content of the provided preparation package clear?
8. In your opinion, what was positive about the preparation package?
9. In our opinion, what was negative about the preparation package?
   • Are improvements possible?
   • If yes, what could be improved?
10. Were the steps clear that needed to be taken from the preparation package?
11. In your opinion, what went well during the packing your luggage?
12. In your opinion, what did not went well during the packing your luggage?
   • Are improvements possible?
   • If yes, what could be improved?

**Topic 3: Luggage is being picked-up**
13. Could you indicate which grade you would give the process of picking-up your luggage 1 (very negative) – 7 (very positive)?
14. In our opinion, what was positive about picking-up the luggage?
15. In our opinion, what was negative about picking-up the luggage?
   • Are improvements possible?
   • If yes, what could be improved?
16. In your opinion, is the interaction with the person who picks-up your luggage of importance?
   • How did you experience the interaction with the person who picked-up your luggage?
   • Are there improvements possible, assuming that the Travel Light service will be offered to commercial KLM passengers?
   • If yes, what could be improved?

**Topic 4: luggage is picked-up**
17. If you could choose between the following words, how would you describe your experience?
18. Could you indicate which grade you would give 1 (very negative) – 7 (very positive)?
19. In our opinion, what was positive about the fact that your luggage is send ahead to your destination?
20. In our opinion, what was negative about the fact that your luggage is send ahead to your destination?
   • Are improvements possible?
   • If yes, what could be improved?

**Topic 5: Travelling to the airport (Graduation focus)**
21. If you could choose between the following words, how would you describe your experience?
22. Could you indicate which grade you would give 1 (very negative) – 7 (very positive)?
23. In our opinion, what was positive about travelling to the airport without luggage?
24. In our opinion, what was negative about travelling to the airport without luggage?

**Topic 6: At the airport (PASSME)**
25. If you could choose between the following words, how would you describe your experience?
26. Could you indicate which grade you would give 1 (very negative) – 7 (very positive)?
27. Do you think that you have saved time since you did not have to check-in luggage at the airport?
   • If yes, how much?
28. In our opinion, what was positive about being at the airport without luggage?
29. In our opinion, what was negative about being at the airport without luggage?

**Topic 7: Luggage is standing ready at your final destination**
30. If you could choose between the following words, how would you describe your experience?
31. Could you indicate which grade you would give 1 (very negative) – 7 (very positive)?
32. Do you think that you have saved time since you did not have to pick up your luggage at the reclaim belt at the airport?
   - Yes, how much?
33. In our opinion, what was positive about the luggage was standing ready at your final destination?
34. In our opinion, what was negative about the luggage was standing ready at your final destination?
   - Are improvements possible?
   - If yes, what could be improved?

**Topic 8: Check-out at the final destination**
35. Could you indicate which grade you would give 1 (very negative) – 7 (very positive)?
36. Was it clear what you had to do with your luggage during check-out?
37. In our opinion, what was positive about the destination handing over your luggage to the logistic partner?
38. In our opinion, what was negative about the destination handing over your luggage to the logistic partner?
   - Are improvements possible?
   - If yes, what could be improved?
39. Was the process clear that followed after handing in the luggage?

**Topic 9: Delivery when arrived at home**
40. Could you indicate which grade you would give 1 (very negative) – 7 (very positive)?
41. How many days after your flight did you receive your luggage?
42. In our opinion, what was positive about receiving your luggage home?
43. In our opinion, what was negative about receiving your luggage home?
   - Are improvements possible?
   - If yes, what could be improved?

**Topic 10: Price of the service**
If you know drop of luggage at the airport with KLM you pay 50 euro's for outward and return journey.
44. Are you willing to pay extra for this door-to-door service?
   - If so, how much would you be willing to pay extra on top of the 50 euros?

**Emotions**
- Positive Emotions
  - Excited
  - Cheerful
  - Relaxed
  - Calm
  - Confidence
  - Optimism
  - Enjoyment
  - Satisfaction
  - Successful
  - Comfortable
- Negative Emotions
  - Dissatisfaction
  - Confusion
  - Shock
  - Boredom
  - Sadness
  - Disappointment
  - Stress
  - Desperation
  - Worry
  - Anxiety
APPENDIX AG: INTERVIEW QUESTIONS PILOT (DUTCH)

Interview over de deur tot deur service
Van boeken tot levering weer thuis

Topic 1: Boeken van de service
1. Welk cijfer zou u het boekingsproces geven 1 (zeer negatief) – 7 (zeer positief)?
2. Waren de stappen duidelijk van het boeken?
3. Wat vond u goed gaan bij het boeken via de website van Travel Light?
4. Wat vond u niet goed gaan bij het boeken?
5. Is het proces dat na de boeking volgt inzichtelijk/duidelijk?

Topic 2: De bagage voorbereiden voor verzending
6. Welk cijfer zou u het voorbereiden van de bagage voor verzenden geven 1 (zeer negatief) – 7 (zeer positief)?
7. Was de inhoud duidelijk van het pakket?
8. Wat vond u positief aan het voorbereidingspakket?
9. Wat vond u negatief aan het voorbereidingspakket?
10. Waren de stappen duidelijk vanuit het ontvangen pakket?
11. Wat vond u goed gaan bij het inpakken/verpakken van uw koffer?
12. Wat vond u niet goed gaan bij het inpakken/verpakken van uw koffer?

Topic 3: De bagage wordt opgehaald.
13. Welk cijfer zou u het geven 1 (zeer negatief) – 7 (zeer positief)?
14. Wat vond u positief aan het ophalen van de bagage?
15. Wat vond u negatief aan het ophalen van de bagage?
16. Vindt u de omgang met de persoon die uw bagage komt ophalen belangrijk?
17. Als u kunt kiezen uit de volgende woorden, Hoe zou u de ervaring omschrijven?
18. Wat vond u positief aan het reizen naar het vliegveld?
19. Wat vond u positief aan dat nu de bagage eerder onderweg is dan u naar uw verblijfplaats?
20. Wat vond u negatief aan dat nu de bagage eerder onderweg is dan u naar uw verblijfplaats?
21. Als u kunt kiezen uit de volgende woorden, Hoe zou u de ervaring omschrijven?
22. Welk cijfer zou u het geven 1 (zeer negatief) – 7 (zeer positief)?
23. Wat vond u positief aan het reizen naar het vliegveld?
24. Wat vond u negatief aan het reizen naar het vliegveld?
**Topic 6: Op het vliegveld (voor PASSME)**

25. Als u kunt kiezen uit de volgende woorden, Hoe zou u de ervaring omschrijven?

26. Welk cijfer zou u het geven 1 (zeer negatief) – 7 (zeer positief)?

27. Denkt u tijd te hebben bespaard nu u de bagage niet hoeft af te geven op het vliegveld?
  • Zo ja, hoeveel?

28. Wat vond u positief aan het lopen op het vliegveld zonder uw bagage?

29. Wat vond u negatief aan het lopen op het vliegveld zonder uw bagage?

**Topic 7: Bagage staat al voor u klaar bij uw aankomst. (Voor PASSME)**

30. Als u kunt kiezen uit de volgende woorden, Hoe zou u de ervaring omschrijven?

31. Welk cijfer zou u het geven 1 (zeer negatief) – 7 (zeer positief)?

32. Denkt u tijd te hebben bespaard nu u uw bagage niet hoeft af te halen bij de bagageband?
  • Zo ja, hoeveel?

33. Wat vond u positief aan dat uw bagage klaar staat in uw hotel?

34. Wat vond u negatief aan dat uw bagage klaar staat in uw hotel?
  • Zijn hier verbeteringen in aan te brengen?
  • Zo ja, wat kan verbeterd worden?

35. Welk cijfer zou u het geven 1 (zeer negatief) – 7 (zeer positief)?

36. Was het duidelijk wat u moest doen met uw bagage bij het uitchecken in uw hotel?

37. Wat vond u positief aan dat het hotel uw bagage afgeeft aan TNT?

38. Wat vond u negatief aan dat het hotel uw bagage afgeeft aan TNT?
  • Zijn hier verbeteringen in aan te brengen?
  • Zo ja, wat kan verbeterd worden?

39. Was het proces dat volgde voor uw bagage na het inleveren duidelijk?

40. Welk cijfer zou u het geven 1 (zeer negatief) – 7 (zeer positief)?

41. Hoeveel dagen na uw vlucht ontvangt u uw koffer thuis?

42. Wat vond u positief aan het ontvangen van uw koffer thuis?

43. Wat vond u negatief aan het ontvangen van uw koffer thuis?
  • Zijn hier verbeteringen in aan te brengen?
  • Zo ja, wat kan verbeterd worden?

44. Bent u bereid om extra te betalen voor deze deur tot deur service?
  • Zo ja, hoeveel zou u bereid zijn extra te betalen bovenop deze 50 euro?

**Afsluiten, bedankt voor uw tijd.**
APPENDIX AH: RESULTS INTERVIEW (DUTCH)