




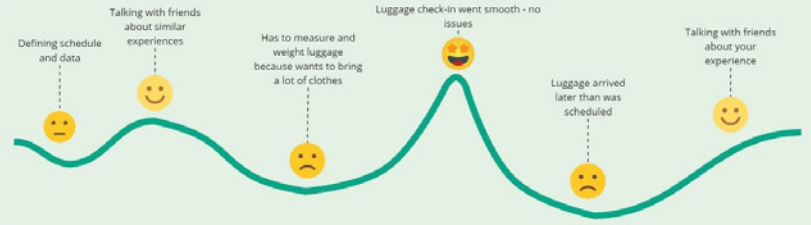








# Appendix 9 Customer Journey

For each persona a user journey is created. The user journey shows how a specific customer goes through the 4 stages; planning & itinerary, purchase, use of service and service impression. For each of the stages the different activities are noted down, these are similar for each person. However, the emotions they go through, their goals and problems differ, therefore, also the goal of SITA gets a slightly different shape.

<b>USER</b>	 <p><b>Christin Bezos</b></p> <p>36 years old CEO of startup Delicate lifestyle, fashion addict vacation oriented</p> <p><b>DISCOVERY</b></p> <ul style="list-style-type: none"> <li>What are the pain points?</li> <li>What is the customer feedback on the service?</li> <li>Is it hard to communicate pick-up information?</li> </ul>			
<b>STAGES</b>	stage 1 <b>PLANNING &amp; ITINERARY</b>	stage 2 <b>PURCHASE</b>	stage 3 <b>USE SERVICE</b>	stage 4 <b>SERVICE IMPRESSION</b>
<b>STORY A</b>				
<b>ACTIVITIES</b>	<ul style="list-style-type: none"> <li>Do some research</li> <li>Define travel locations and dates</li> <li>Ask friends about experience with luggage pick-up services</li> </ul>	<ul style="list-style-type: none"> <li>Select where to buy ticket</li> <li>Select whether to use the luggage pick-up service</li> <li>Provide information about luggage</li> </ul>	<ul style="list-style-type: none"> <li>Wait for luggage pick-up</li> <li>Luggage check-in including volumetric/weight check</li> </ul>	<ul style="list-style-type: none"> <li>Someone asks about the travel experience</li> <li>Tell about the experience with the luggage pick-up service</li> <li>Rate the pick-up service</li> </ul>
<b>EMOTIONS</b>				
<b>USER GOAL</b>	<ul style="list-style-type: none"> <li>I want to travel light but don't miss out on possible essentials in luggage</li> <li>I don't mind buying small stuff that I forgot to pack</li> </ul>	<ul style="list-style-type: none"> <li>It should be easy to select the pick-up service as add-on to the ticket</li> <li>The check-in times should be flexible</li> <li>It should be possible to change pick-up moments in case of a agenda change</li> </ul>	<ul style="list-style-type: none"> <li>The transaction of luggage should feel secure and professional</li> <li>The transaction of luggage should go smooth and fast</li> </ul>	<ul style="list-style-type: none"> <li>I want to tell others about this experience with luggage free travelling</li> </ul>
<b>PROBLEM</b>	<ul style="list-style-type: none"> <li>It's hard to define exact travel locations and times beforehand</li> </ul>	<ul style="list-style-type: none"> <li>Luggage information can change</li> <li>Luggage destination can change</li> </ul>	<ul style="list-style-type: none"> <li>Delays because luggage has volumetric/weight errors</li> <li>Delays may cause luggage to arrive later as a customer</li> </ul>	<ul style="list-style-type: none"> <li>If any problem happens the word of mouth feedback will be negative</li> </ul>
<b>OUR GOAL</b>	<ul style="list-style-type: none"> <li>Adding luggage pick-up should not be dependent on this step</li> <li>Travel destination should be irrelevant</li> </ul>	<ul style="list-style-type: none"> <li>adding luggage pick-up should be toggable and flexible</li> <li>Pick-up times and points should be easily changeable until the last moment</li> </ul>	<ul style="list-style-type: none"> <li>Pick-up should be traceable including delays</li> <li>pick-up should have alternatives if luggage doesn't fit standards</li> <li>The consumer should get notification of all important information</li> </ul>	<ul style="list-style-type: none"> <li>Attract new customers with word of mouth, improve service with pick-up service providers</li> </ul>

<b>USER</b>		<h2>Mill Gates</h2> <p>62 years old Retired real estate investor Married to Belinda gates and travels together Luxury &amp; convenience Relaxing oriented</p> <p><b>DISCOVERY</b></p> <ul style="list-style-type: none"> <li>What are the pain points?</li> <li>What is the customer feedback on the service?</li> <li>Is it hard to communicate pick-up information?</li> </ul>		
<b>STAGES</b>	<p>stage 1</p> <p><b>PLANNING &amp; ITINERARY</b></p>	<p>stage 2</p> <p><b>PURCHASE</b></p>	<p>stage 3</p> <p><b>USE SERVICE</b></p>	<p>stage 4</p> <p><b>SERVICE IMPRESSION</b></p>
<b>STORY A</b>				
<b>ACTIVITIES</b>	<ul style="list-style-type: none"> <li>Find out the different possibilities per cruise line</li> <li>Get informed of the baggage rules</li> <li>Ask friends about experience with luggage pick-up services</li> </ul>	<ul style="list-style-type: none"> <li>Booking ship and airline</li> <li>Select whether to use the luggage pick-up service</li> <li>Provide information about luggage</li> </ul>	<ul style="list-style-type: none"> <li>Get informed by the staff</li> <li>Luggage check-in including volumetric/weight check</li> <li>Wait for luggage pick up</li> </ul>	<ul style="list-style-type: none"> <li>Complains about the slower parts of the service</li> <li>Tell about the experience with the luggage pick-up service</li> <li>Rate the pick-up service</li> </ul>
<b>EMOTIONS</b>	 <p>Defining schedule and data (Happy face)</p> <p>Had troubles with the online selection methods (Sad face)</p> <p>did not need to carry luggage (Happy face)</p> <p>Talking with grand children about your experience (Happy face)</p>			
<b>USER GOAL</b>	<ul style="list-style-type: none"> <li>I want to travel light but don't miss out on possible essentials in luggage</li> <li>I don't mind buying small stuff that I forgot to pack</li> </ul>	<ul style="list-style-type: none"> <li>It should be easy to select the pick-up service as add-on to the ticket</li> <li>Process should be friendly for less tech savvy people</li> <li>It should be possible to change pick-up moments in case of a agenda change</li> </ul>	<ul style="list-style-type: none"> <li>The transaction of luggage should feel secure and professional</li> <li>The transaction of luggage should be easy to understand</li> <li>Assistance should be provided if and when needed</li> <li>Low physical and mental effort</li> </ul>	<ul style="list-style-type: none"> <li>I want to tell others about this experience with luggage free traveling</li> <li>A positive expression without hassles</li> </ul>
<b>PROBLEM</b>	<ul style="list-style-type: none"> <li>Its hard for them to find out about the service through online medium</li> <li>Needs more time to understand the service</li> </ul>	<ul style="list-style-type: none"> <li>Luggage information can change</li> <li>Luggage destination can change</li> <li>Trust issues/overwhelmed with information</li> </ul>	<ul style="list-style-type: none"> <li>Delays because luggage has volumetric/weight errors</li> <li>Carrying luggage may be difficult</li> <li>Delays because needs more assistance</li> <li>Dont know about all steps and might get confused on where to find bags at the end</li> </ul>	<ul style="list-style-type: none"> <li>If any problem happens the word of mouth feedback will be negative</li> </ul>
<b>OUR GOAL</b>	<ul style="list-style-type: none"> <li>Marketing to reach out the elderly age group</li> <li>Slightly different process for elderly people in terms of accessibility and availability of information.</li> </ul>	<ul style="list-style-type: none"> <li>adding luggage pick-up should be toggable and flexible</li> <li>Pick-up times and points should be easily changeable until the last moment</li> <li>Continuous and effective feedback to the user</li> </ul>	<ul style="list-style-type: none"> <li>Pick-up should be traceable including delays</li> <li>Easy to use and technology friendly</li> <li>Smooth and seamless handover process</li> </ul>	<ul style="list-style-type: none"> <li>Attract new customers with word of mouth, improve service with pick-up service providers</li> <li>Process should be convenient and hassle free</li> </ul>

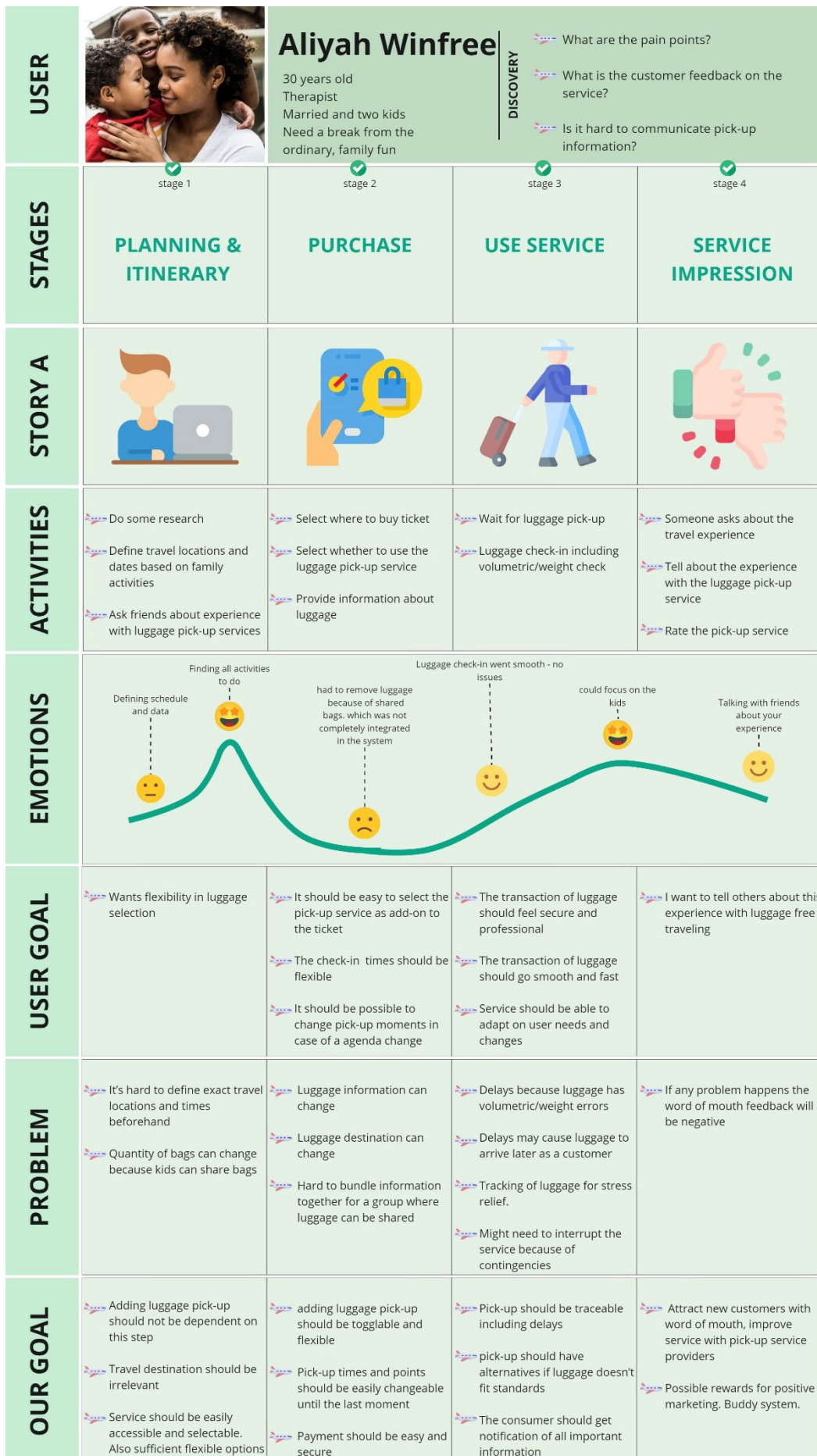


Figure 5. User journey map