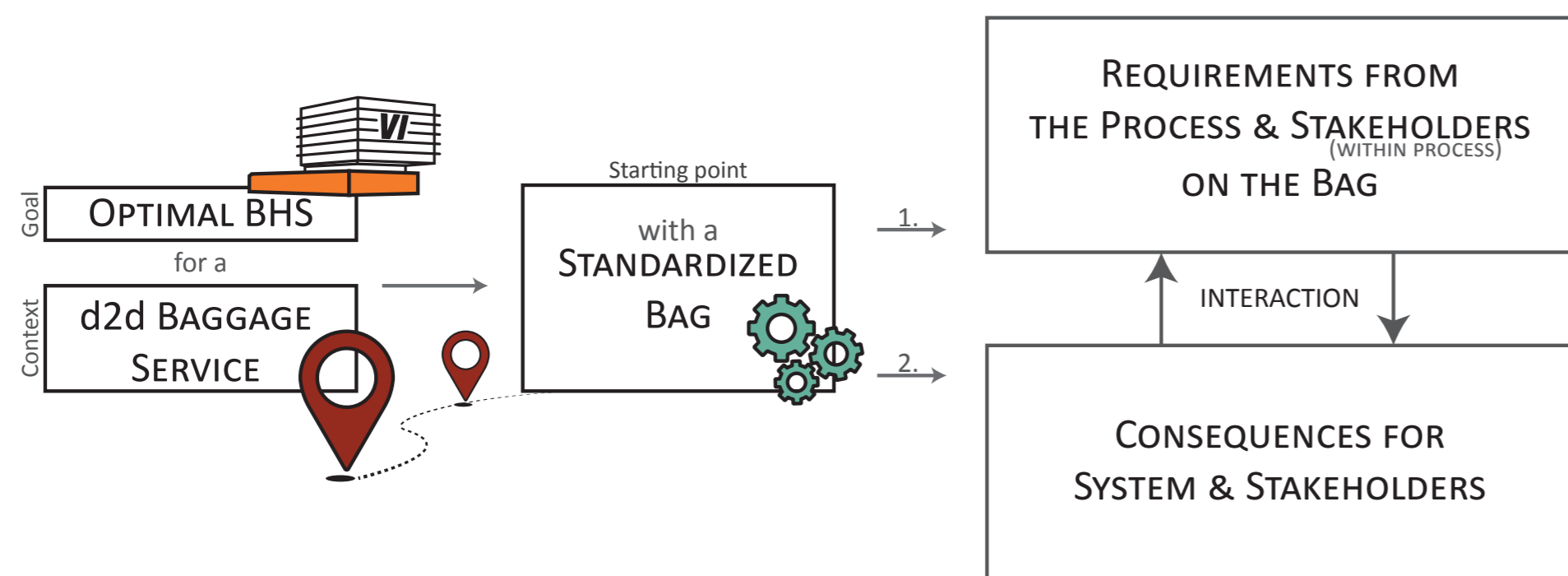


THE IMPACT OF STANDARDIZATION IN A MULTI-STAKEHOLDER INDUSTRY



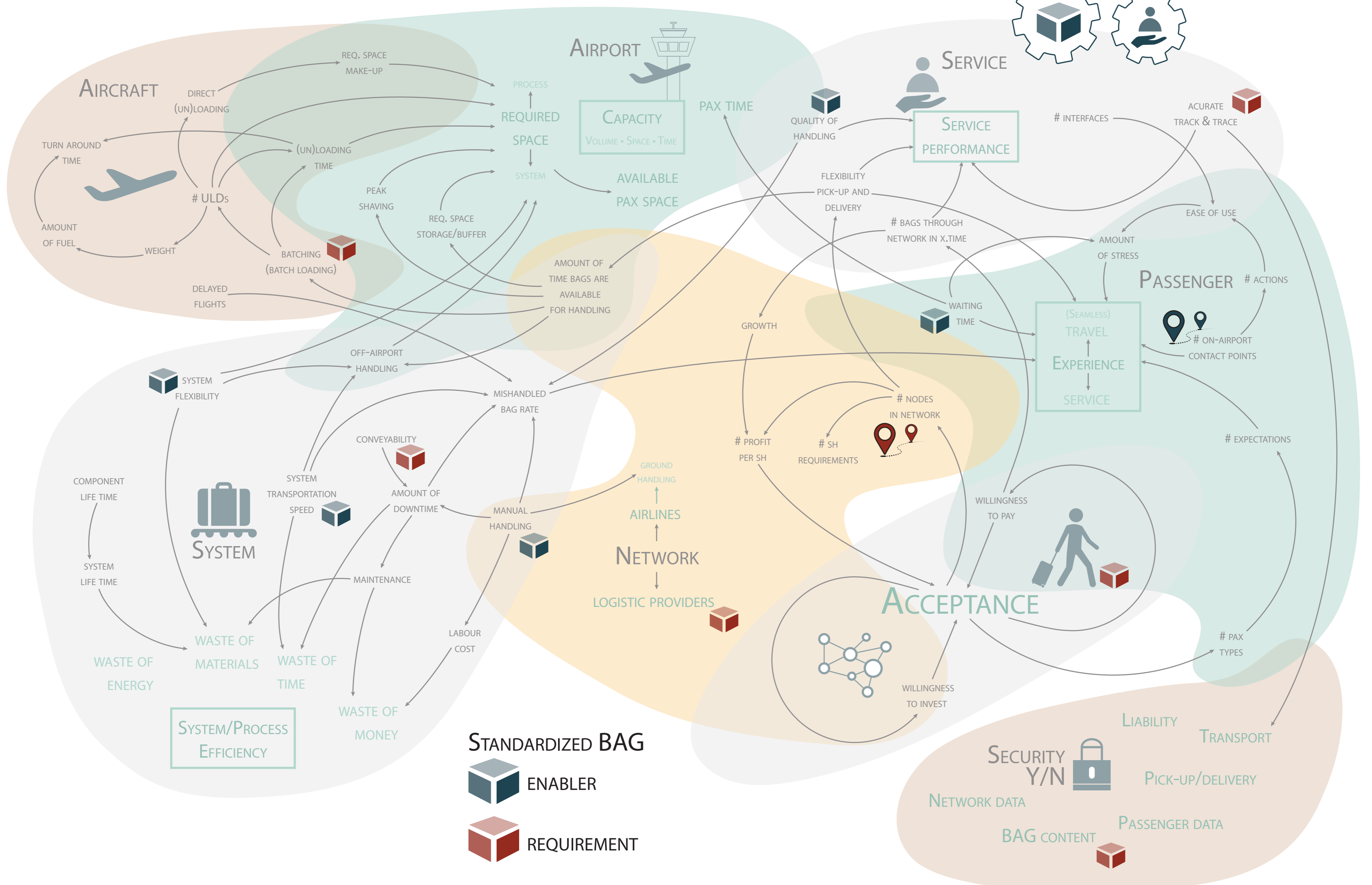
The results of this study show a door-to-door baggage service with standardized bag consisting of 9 components which are essential for the service. The components are presented as gears. This indicates how they are all related. When starting to rotate one of the gears all the others will follow.

However, they will all rotate at a different speed. Also, there is a certain inertia within the gear system since not every gear starts rotating at the same moment as the first gear. When two components start rotating it could also cause a countermovement and the system could get stuck. Therefore, it is important that the parties represented by the components are cooperating. Within each of these components variables are defined and the relations between the variables are presented in an Interaction Loop.

The components are represented by coloured areas. The Interaction Loop reveals the relations within a door-to-door service and indicates how the components affect the passenger journey in the end. The Interaction Loop can be applied as a tool for different parties within the industry, to indicate what their (future) role within door-to-door services can be. Although the Interaction Loop has increased insight in the complex

issue, there are still many variables and interaction to be found.

Based on the variables and relations presented in the Interaction Loop, requirements for a standardized bag could be determined. The strength of the Interaction Loop here is that the motivation for certain requirements became very clear. Hence, the value of each requirement can be defined.



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A door-to-door service with standardized bag
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Integrated Product Design

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