

# Sara's 'not-so-amazing' journey

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Master Thesis - Guide for sharing proactive and feed-forward information with airline passengers during a disruption.

Taresh Ghei



A guide for sharing proactive and feed-forward information with airline passengers during a disruption.

Faculty of Industrial Design Engineering  
MSc Thesis Design for Interaction  
Delft University of Technology

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### **Author**

Taresh Ghei

### **Project Chair**

**Dr. Anne-Madeleine Kranzbühler**

Faculty of Industrial Design Engineering  
Department Product Innovation Management

### **Project Mentor**

**Ir. Ehsan Baha**

Faculty of Industrial Design Engineering  
Department Product Innovation Management

### **Company Mentors**

**Joost Olierock**

Director Customer Experience (CX) Excellence Centre  
KLM Royal Dutch Airlines

**Christiaan Van De Koppel**

Customer journey manager  
KLM Royal Dutch Airlines

**Tanvi Pande**

Service Designer and Design Researcher  
KLM Royal Dutch Airlines

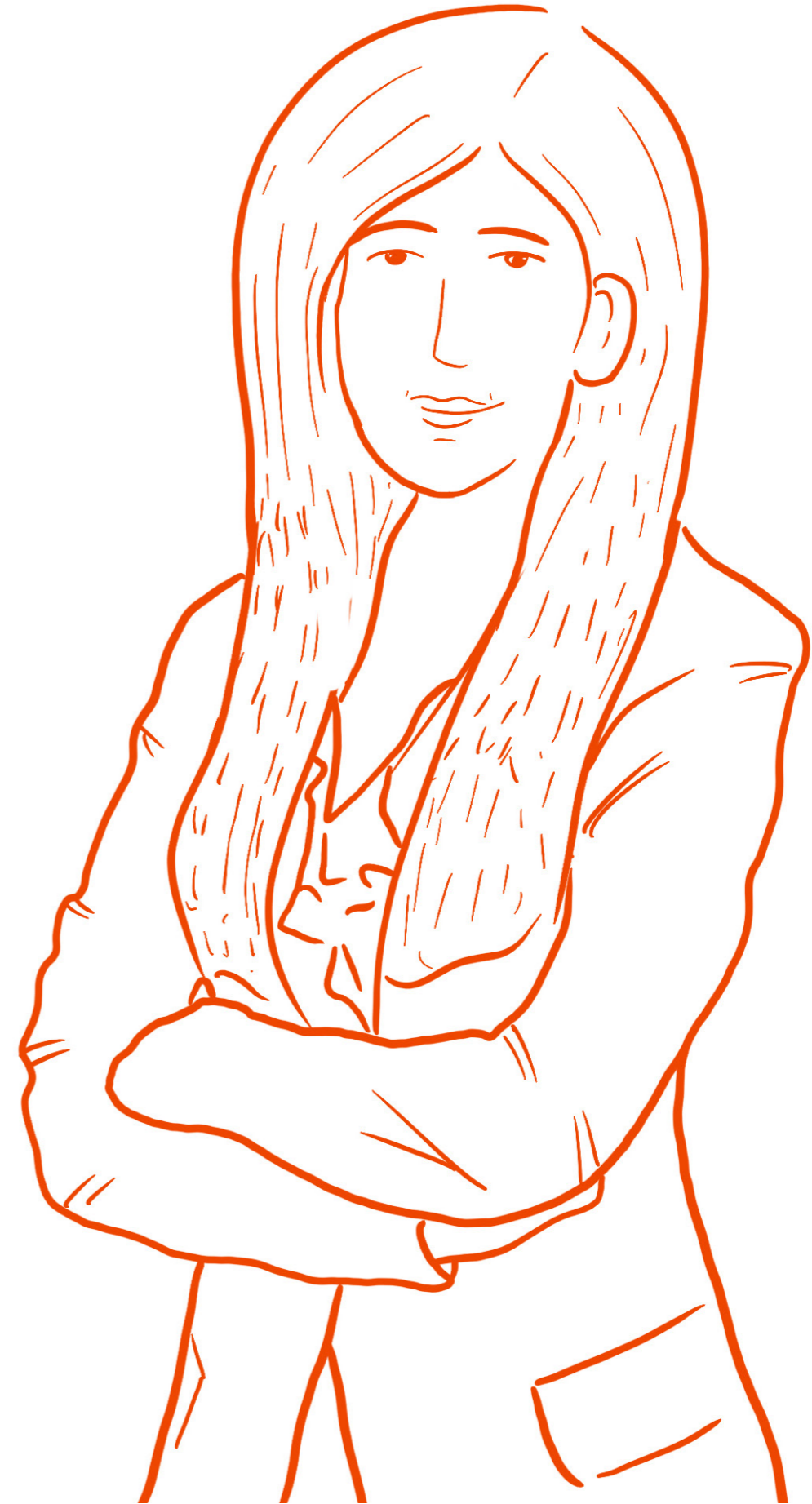
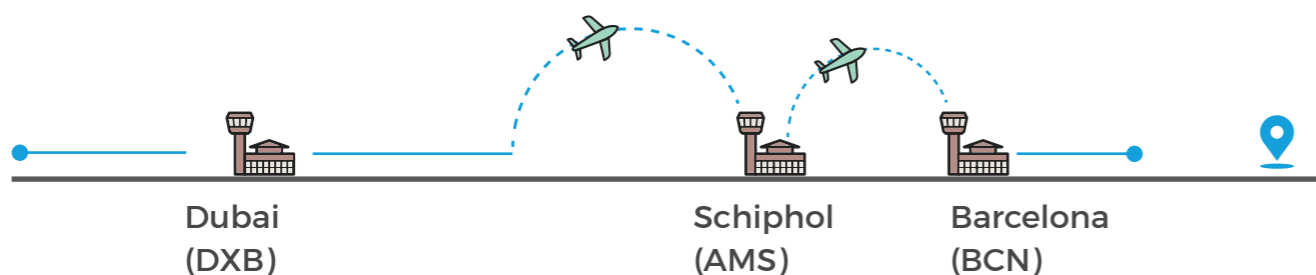
# Hi, I'm Sara

"I'm 28 years old, a working professional and I travel occasionally, mostly for leisure."

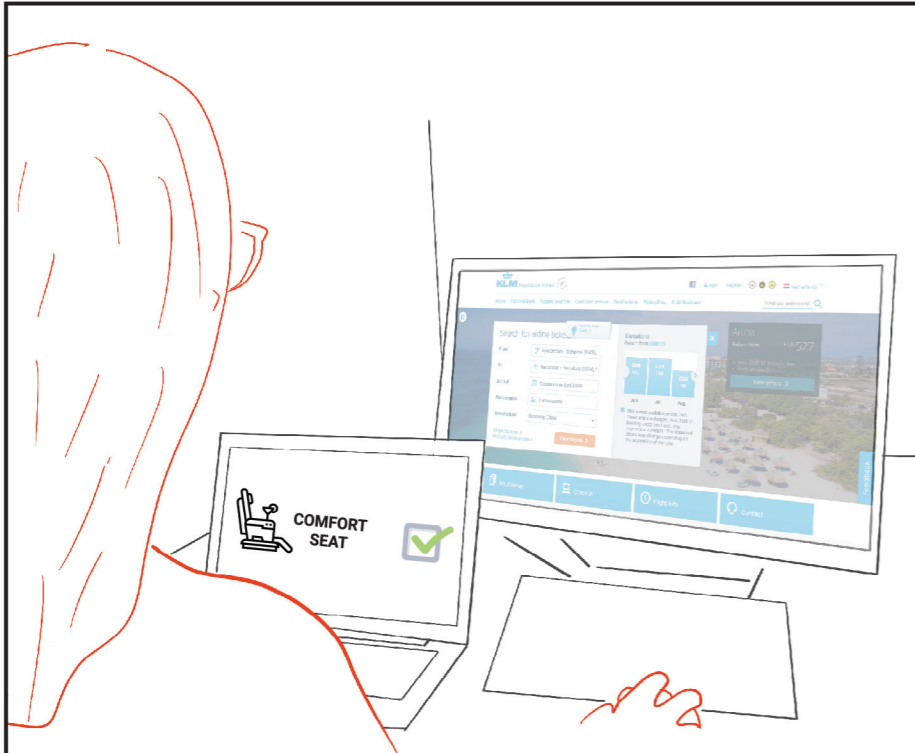
"It's been a while since I've spent time with my boyfriend, so I've taken a couple of weeks off next month to go and meet him."

"I just hope that nothing goes wrong during my trip because I cannot afford to take more days off or spend extra money."

"I like to make sure that I have everything ready so that my travel is as smooth as possible."



## BOOKING



Searches for flights online. Finds the most appropriate one according to her needs - affordable and matches her preferred times of departure & arrival.

I want the best deal possible.  
I want to travel comfortably and without hassles.



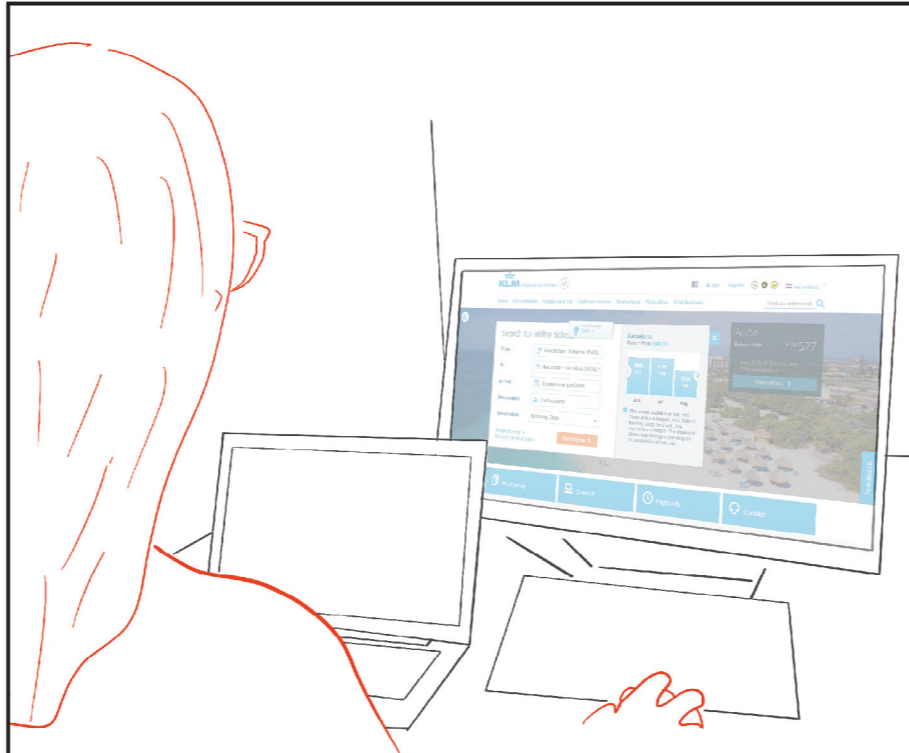
**Cheerful**  
Positive ( Looking Forward to )

Website ( KLM.com )  
Smartphone

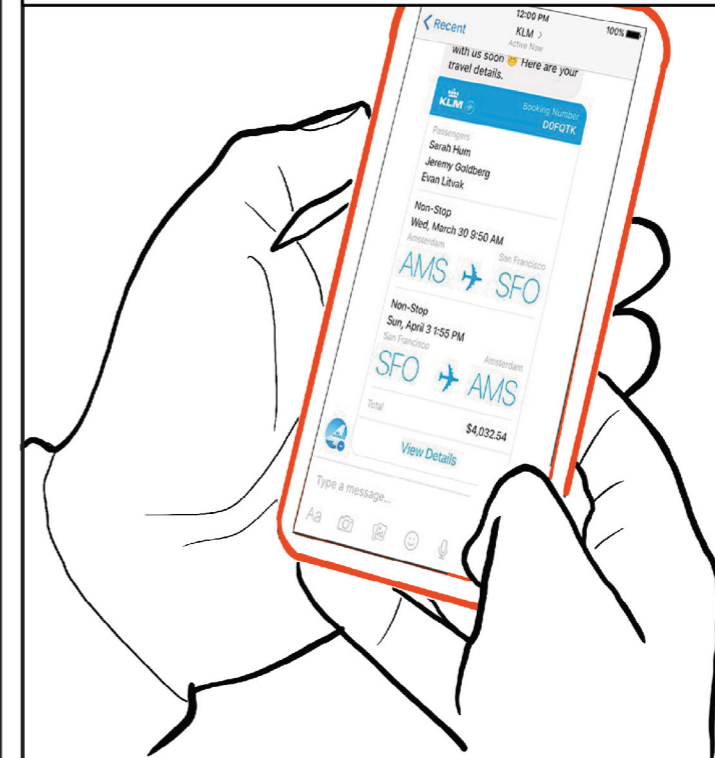
### Zero Moment of Truth **MOG (Moment of Glory)**

The point where you compare the fares with others, features offered as well as perks or extra services

## PREPARATION



Checks if she needs any additional documentation like a travel/transit visa or additional ID proof. She also shares her travel information with her family and boyfriend.



I want to travel comfortably and without hassles.

I need to know if I will need any additional documents or ID.



**Cheerful**  
Positive ( Looking Forward to )

Smartphone



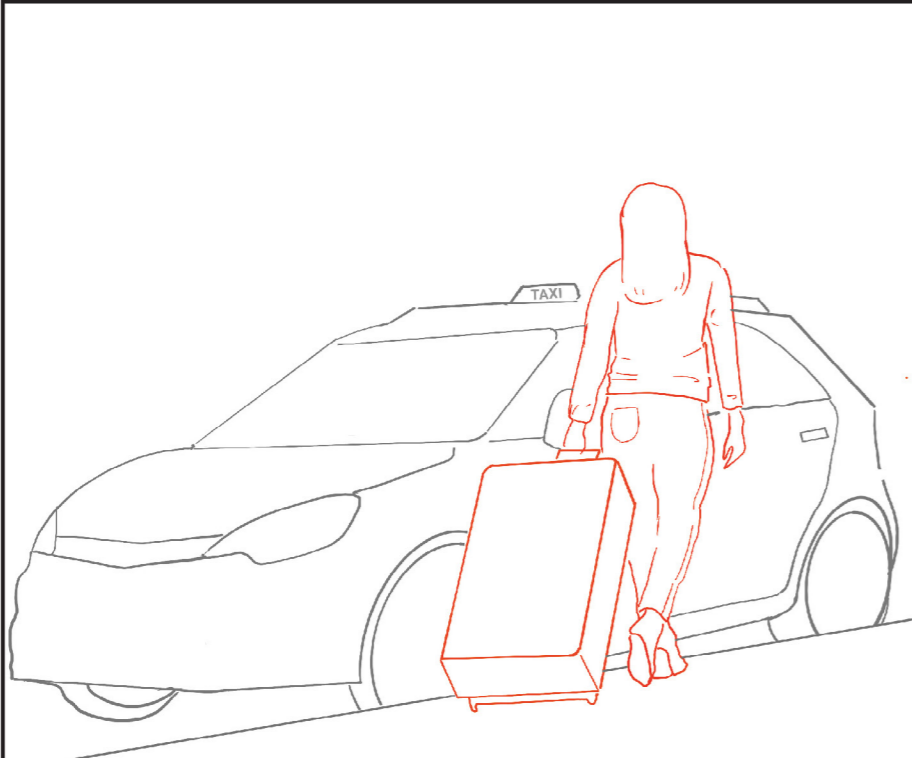
**Cheerful**  
Positive ( Looking Forward to )

Smartphone  
KLM App + Notifications  
Emails  
SMS's

### Moment of Truth **MOG (Moment of Glory)**

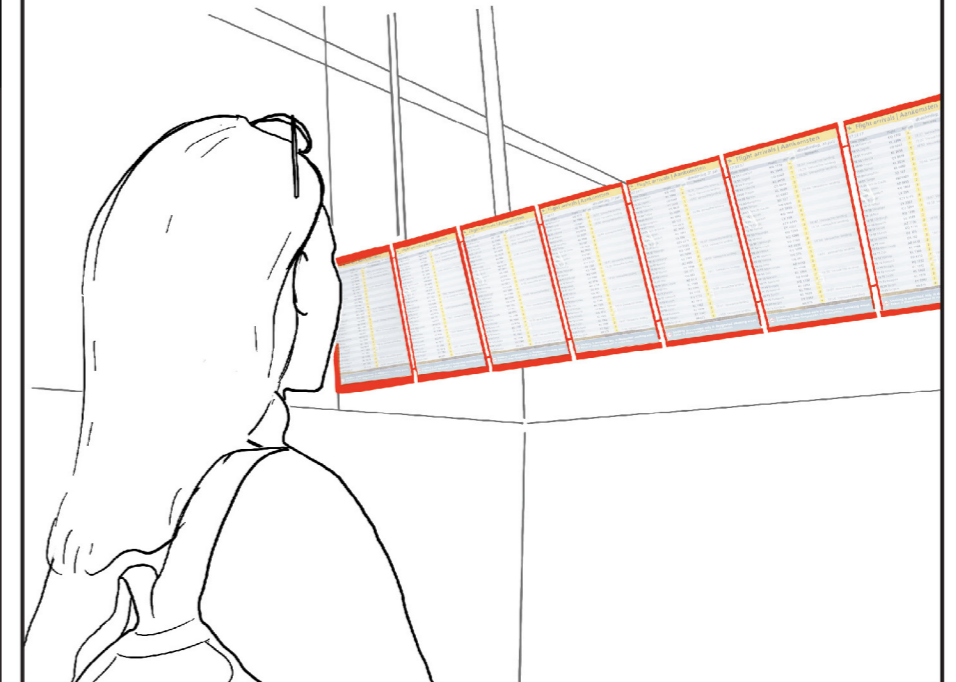
Informing you through multi channel communication

# REACHING THE AIRPORT



Books a cab to go to the airport. Knowing that there might be long queues for check in and passport check, she decides to reach the airport early.

Checks the KLM app just to make sure that she has all the details as well as to check if there are any updates/notifications.



She reaches the airport and first checks the overhead displays to see her flight and gate status.

I want to reach the airport on time

I want to Check up on traffic conditions + Weather  
I want to check up on my flight status and details

I want to confirm my flight details and status



**Cheerful**  
Positive ( Looking Forward to )



**Cheerful**  
Positive ( Looking Forward to )



**Cheerful**  
Positive ( Looking Forward to )

Human to Human

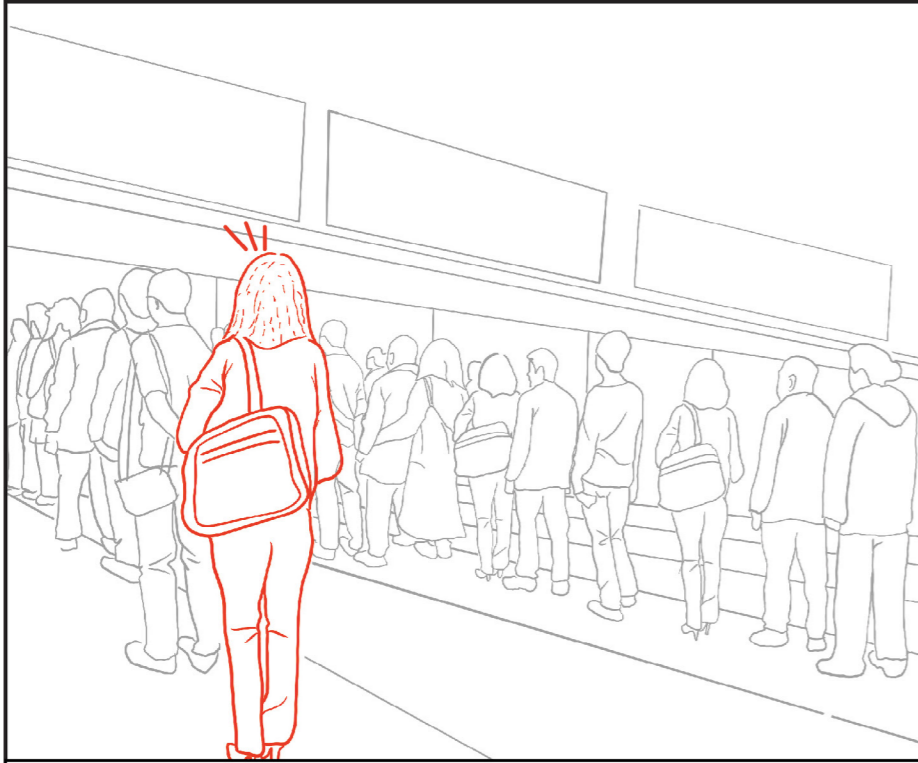
Smartphone  
KLM App +Notifications

Airport flight information displays

**Moment of Truth** **MOG (Moment of Glory)**

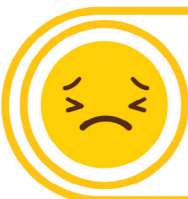
Informing you through multi channel communication

# CHECK IN



Searches for the check-in queue and locates it. She has already checked in online, but to check-in bag, she has to stand in queue. Decides to go for self baggage drop off machines.

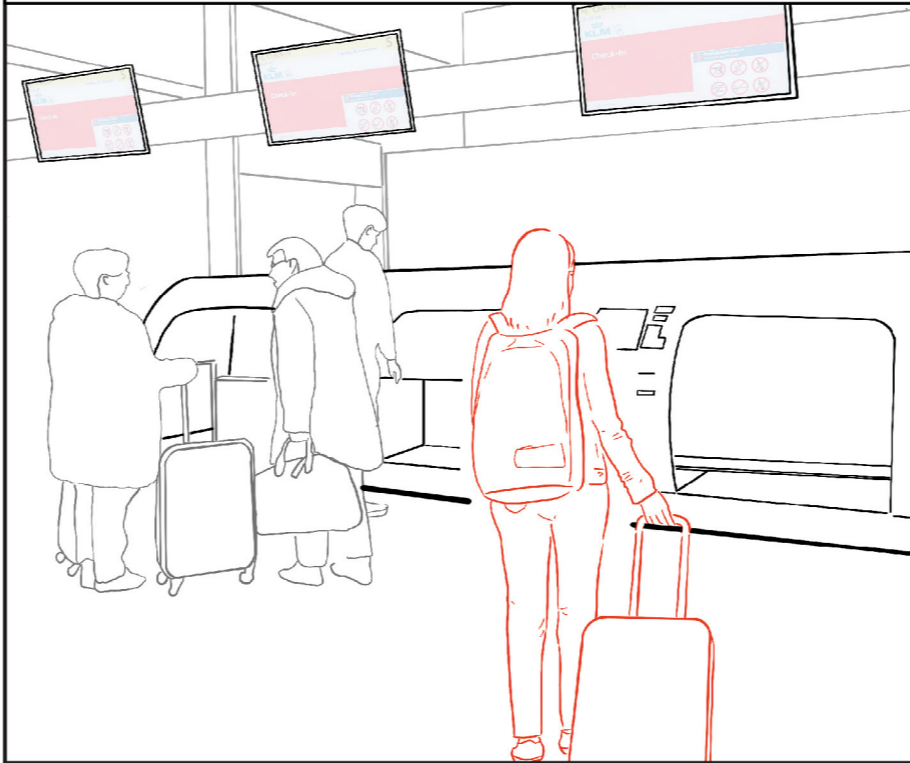
I don't want to stand in a queue and waste time



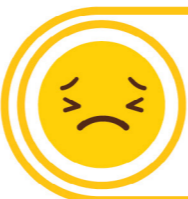
**Annoyed  
Impatient**

Human to Human  
Kiosk

The baggage drop off machine malfunctions and gives her an error. After repeated tries, she gets frustrated. Agent puts her in another queue in front of a check in desk to drop off her bag.

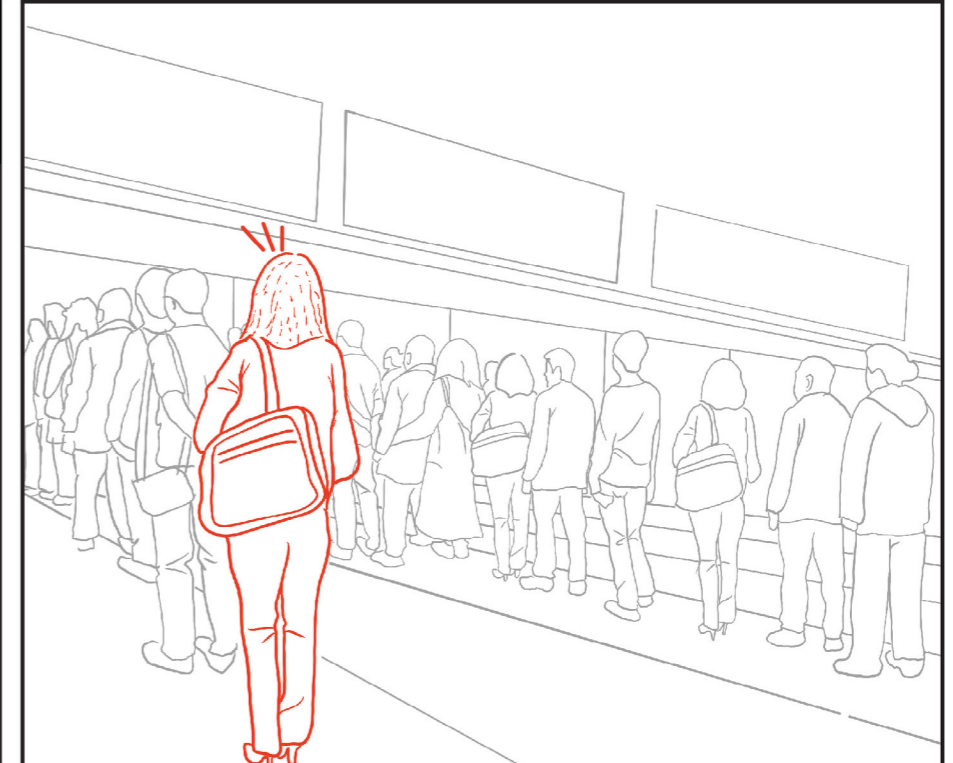


I want to drop off my bag as soon as possible  
I don't want to stand in a queue.



**Annoyed  
Impatient**

Kiosk  
Desk



I don't want to stand in a queue and waste time



**Resigned  
( Sigh )  
Passive**

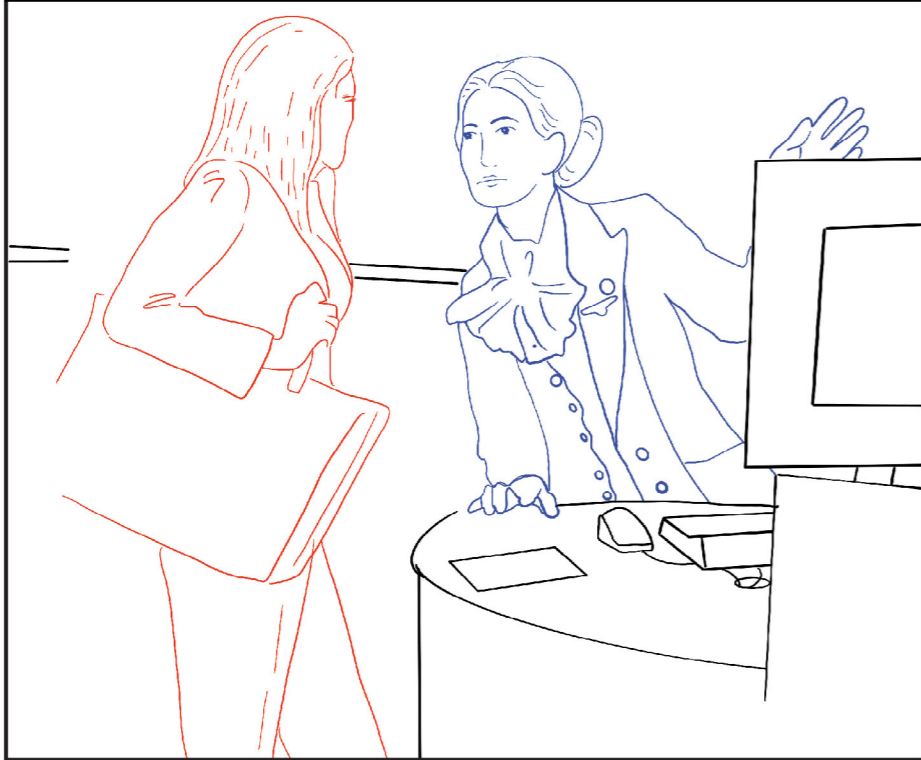
Human to Human

## Moment of Truth MOP (Moment of Pain) ???

Provided service or technology does not work as advertised.

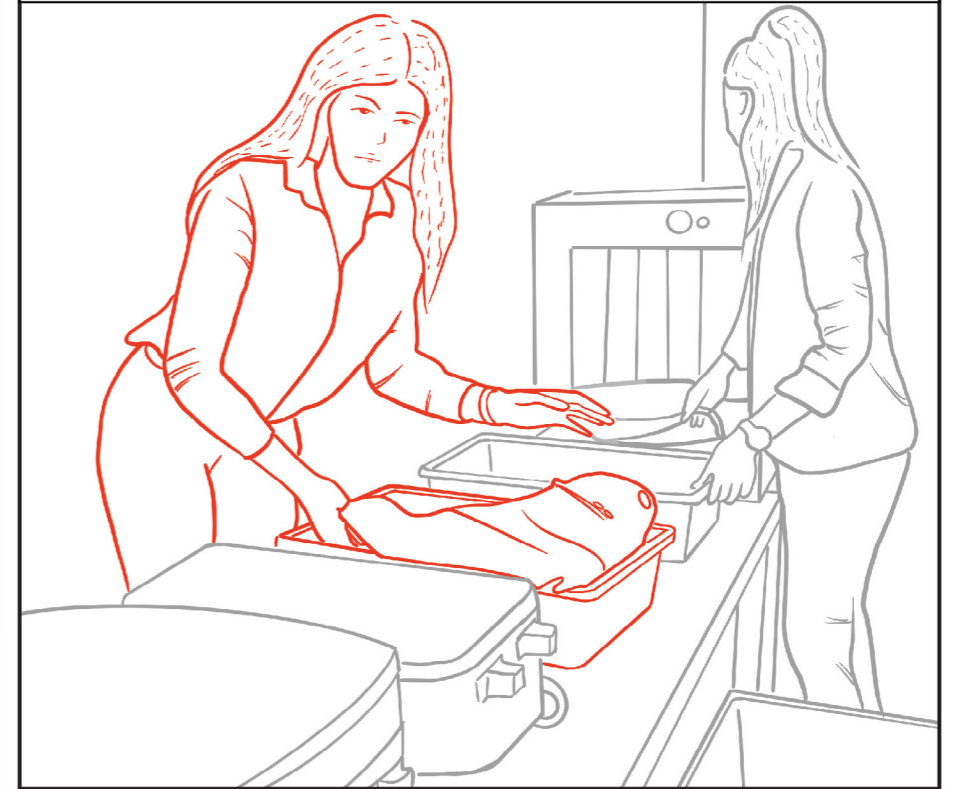
# CHECK - IN

Finally reaches the check-in counter and gets her bag checked in.



Gets stuck in long, slow moving line for security check.

Is asked to take out more stuff from her bag and put it in the trays for scanning.



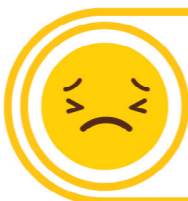
I want to get through this process as soon as possible.

I don't want to stand in a queue and waste time.

I want to be done with this process.  
I don't want my bags to be searched.  
I don't want the contents of my bag to be on display.



**Resigned**  
( Sigh )  
Passive



**Annoyed**  
Impatient



**Resigned**  
( Sigh )  
Passive

Human to Human ( Staff )  
Desk

Human to human

Human to Human ( Security Staff )

## Moment of Truth MOP (Moment of Pain) ???

Non KLM / Subcontracted personal may not be as enthusiastic or motivated to give high level service.

## CHECK - IN

## CHECK - IN ( Dealing with Delay )

Something is wrong. Is asked to step aside for extra scan and told to open her bag completely for extra checks. Very annoyed!!



Looks at screens and notices her flight has been delayed.



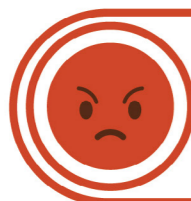
She checks her phone, opens the KLM app to check if there is any more information regarding the delay. There is a notification about the delay but no reason.



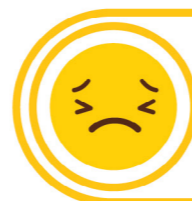
I want to be done with this process.  
I don't want my bags to be searched.  
I don't want the contents of my bag to be on display.

I want to know about what's happening to my flight.  
I want to know the reason for the delay and what steps are being taken to rectify it.

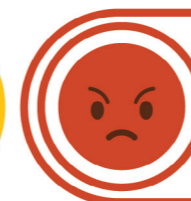
I want to know about what's happening to my flight.  
I want to know the reason for the delay and what steps are being taken to rectify it.



**Angry  
Embarrassed**



**Annoyed  
Impatient**



**Angry  
Irritated**

Human to Human ( Security Staff )  
Desk

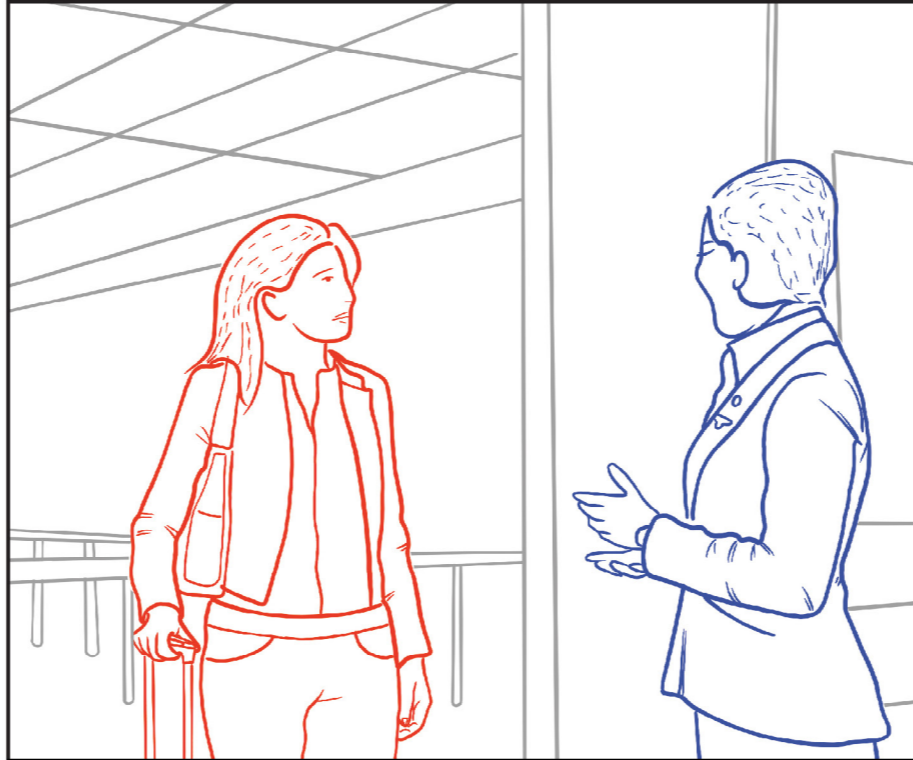
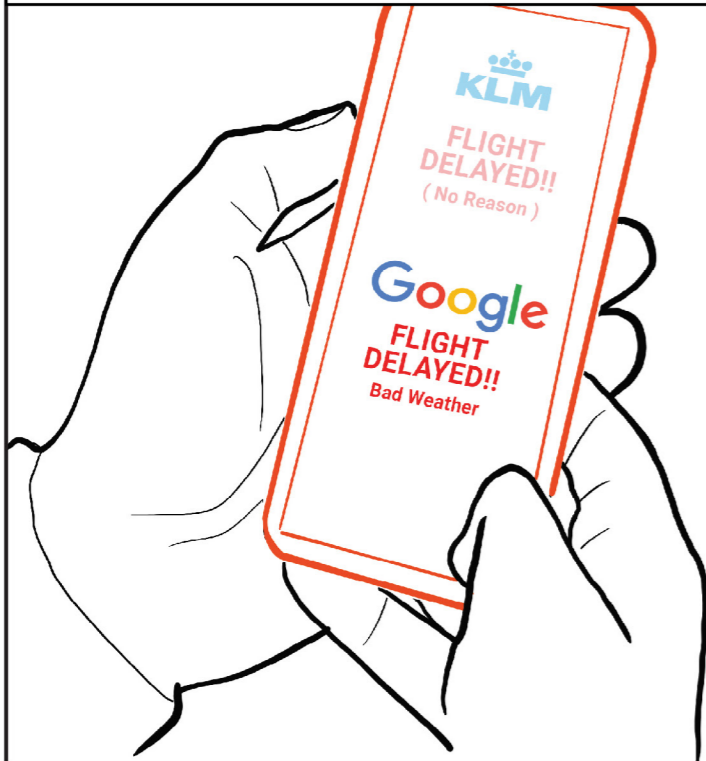
Airport Flight Information Screens  
Smartphone

Smartphone  
KLM App + Notifications  
Google



## CHECK - IN ( Dealing with Delay )

Sara is annoyed. She opens Google and tries to search for the reason of her delay. Google tells her its due to bad weather / Airport Issues.



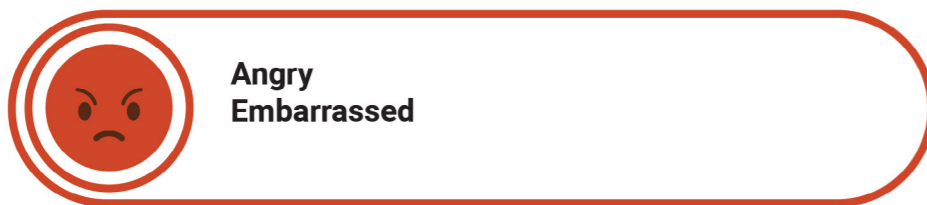
She looks around and sees KLM staff and goes to them to ask for information. Staff do not know as many details, so they cannot help her and give her just the basic information.



I want to know about what's happening to my flight.  
I want to know the reason for the delay and what steps are being taken to rectify it.

I want to know about what's happening to my flight.  
I want to know the reason for the delay and what steps are being taken to rectify it.

I want to know about what's happening to my flight.  
I want to know why I wasn't informed earlier.



Smartphone  
KLM App + Notifications  
Google

Airport Flight Information Screens  
Human to Human ( Staff )

Smartphone  
KLM App + Notifications  
Google  
Airport Flight Information Screens

### Moment of Truth MOP (Moment of Pain)

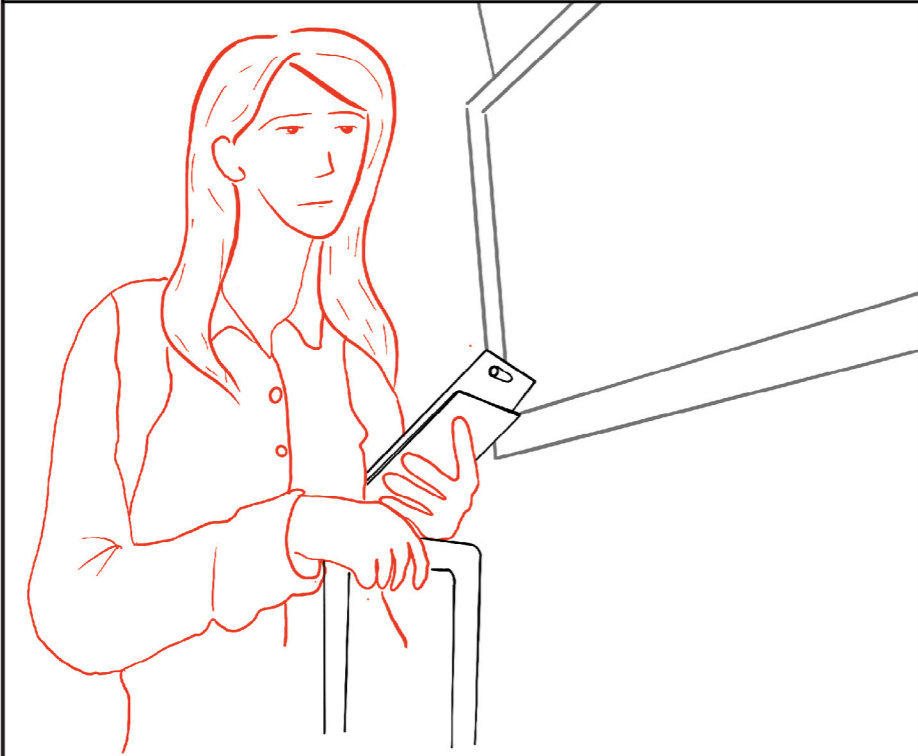
Not enough information. Actual cause unknown. No transparency.

### Moment of Truth MOP (Moment of Pain)

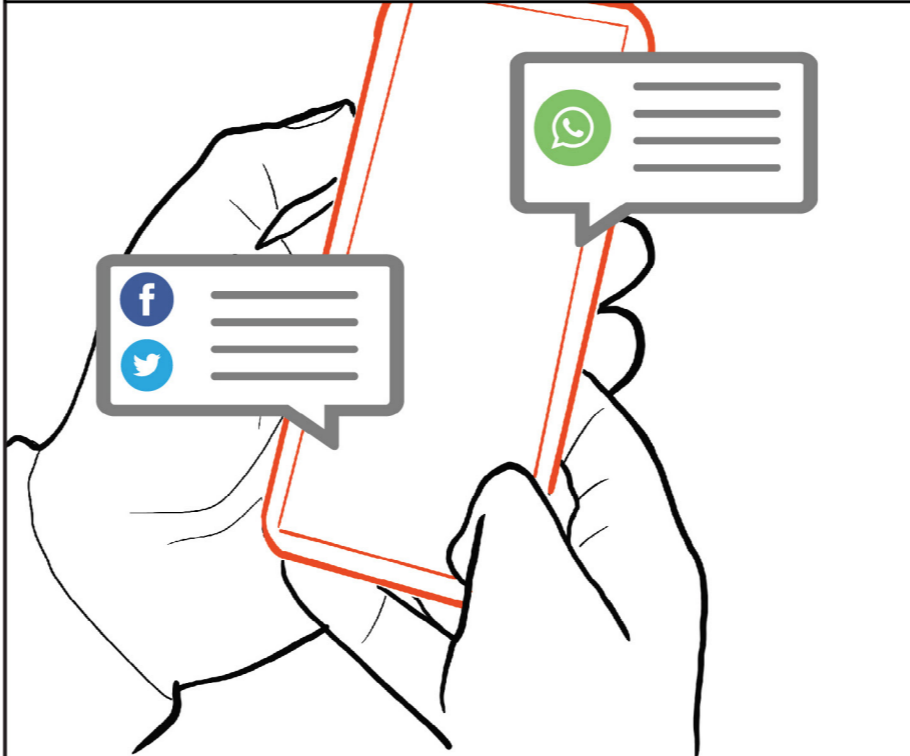
Not enough information. Potential for (MOG) as staff can suggest things to do and provide reassurance.

## CHECK - IN ( Dealing with Delay )

She keeps a watch on the overhead displays and gate displays. Also periodically checks her phone for notifications if any.



Informs her family and boyfriend about the delay.

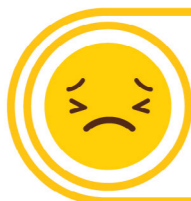


30 Mins Later

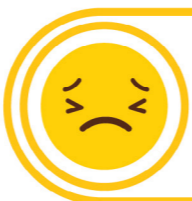
I want to know about what's happening to my flight.  
I want to know the reason for the delay and what steps are being taken to rectify it.

I want to let everyone know about my status  
I need internet to inform family + boyfriend

I want to know about what's happening to my flight.



**Annoyed  
Impatient**



**Annoyed  
Impatient**



**Resigned  
( Sigh )  
Passive**

Smartphone  
KLM App + Notifications  
Google  
Airport Flight Information Displays

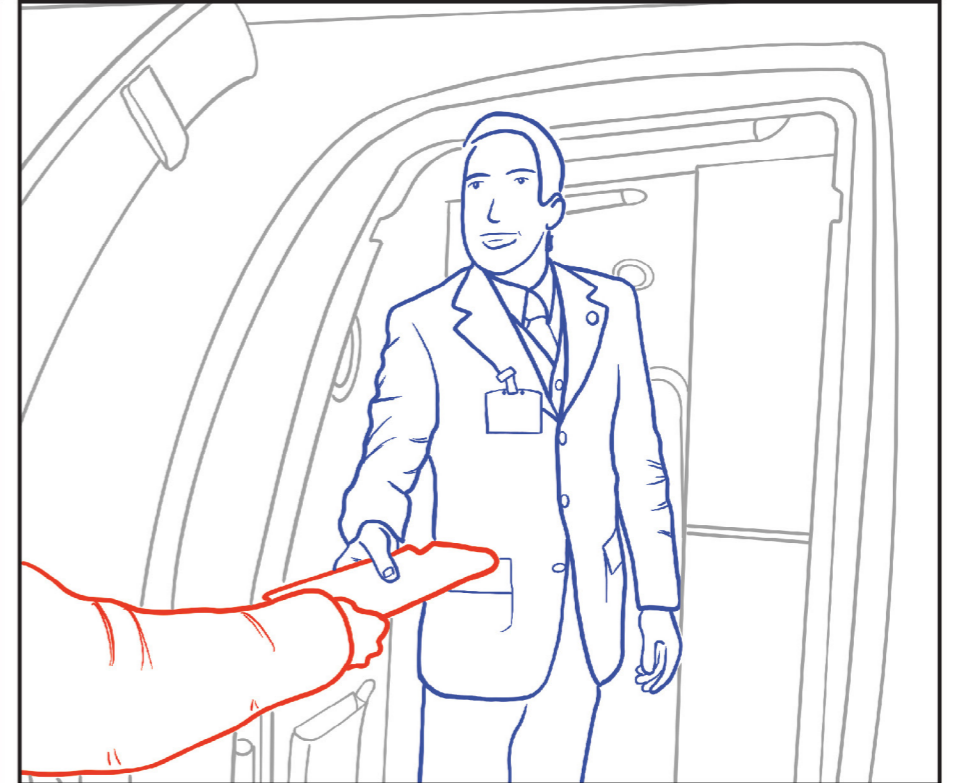
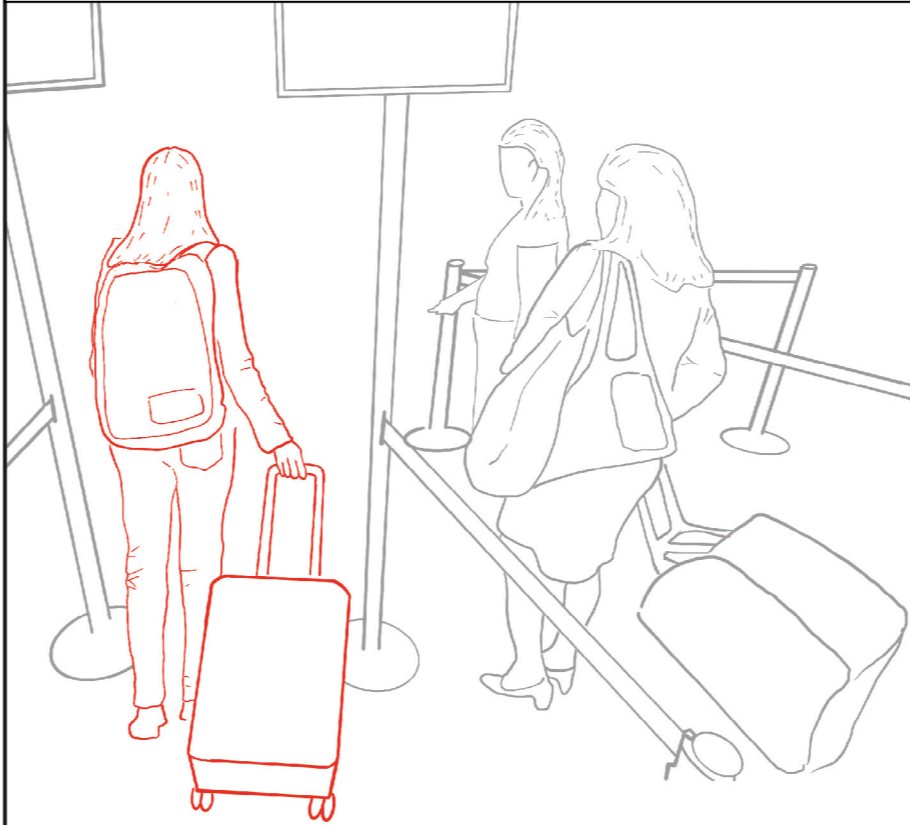
Smartphone  
Social Media

# BOARDING



She leaves the café and stands in queue to be boarded. Boarding also takes time since she has to wait for the sky priority passengers to board first.

Finally, she gets to board.

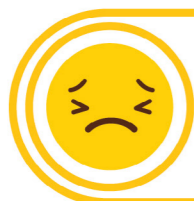


She gets welcomed in a friendly way and she is appreciative that the crew attendant greeted her with her name. Makes her feel recognized.

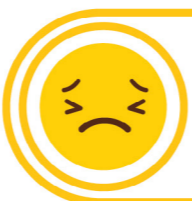
I don't want to stand in a queue and waste time.  
I just want to get on the plane and in my seat.  
I need reassurance that nothing else will go wrong.

I don't want to stand in a queue and waste time.  
I just want to get on the plane and in my seat.  
I need reassurance that nothing else will go wrong.

I want to know about what's happening to my flight.



**Annoyed  
Impatient**



**Annoyed  
Impatient**



**Cheerful  
Feeling Recognized  
Happy**

Smartphone  
KLM App + Notifications  
Human to Human  
Boarding pass scanner machines

Human to Human

Human to Human ( Crew )

## Moment of Truth **MOP (Moment of Pain)**

Long Queue not preferable especially from SKYP perspective. Worried about Hand Baggage acceptance.

## Moment of Truth **MOG (Moment of Glory)**

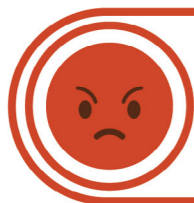
Greeting you by name and making you feel recognized and valued.

## BOARDING

She struggles to find space to put her backpack as most of the overhead bins are already full. She ends up putting her backpack a few seats further down and then has to navigate her way back.



I need to have my bag with me or over my seat.  
I need to have my preferences honored.  
I need some personal space and well behaved co-passengers



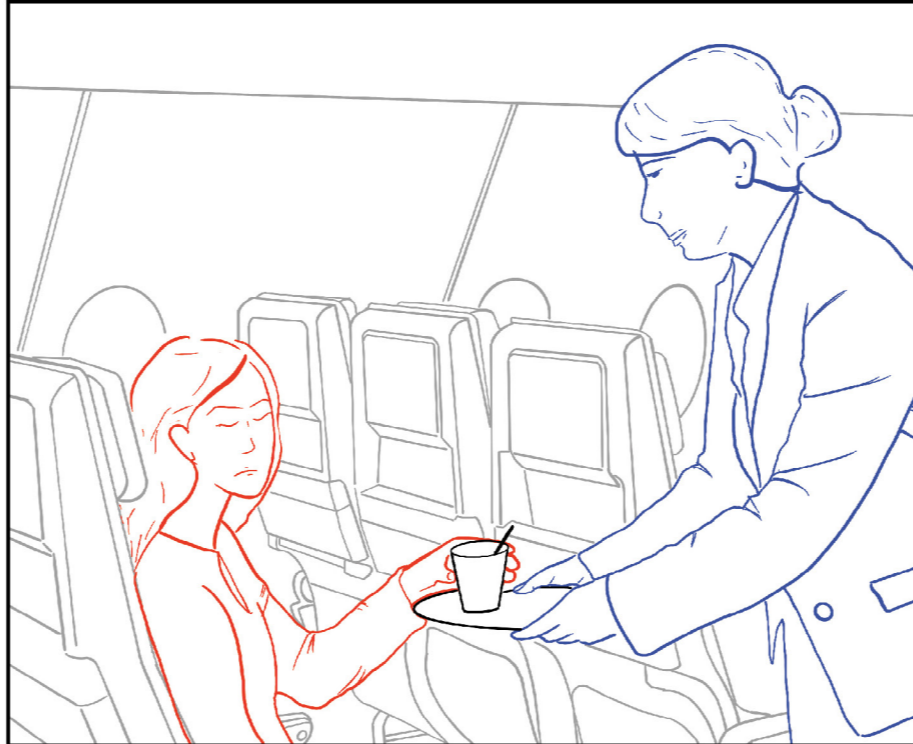
**Angry**  
**Irritated**  
**( Furious )?**

Human to Human ( Passengers + Crew )  
Overhead Bins

### Moment of Truth MOP (Moment of Pain)

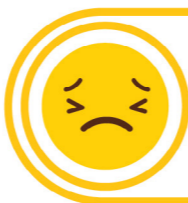
Not having space to put bag despite expected promise by KLM that space will be there. Bag enforcement?

## IN - FLIGHT



Due to the delay, the time of serving the meals has changed. She is disappointed that the meals are also delayed as she is hungry. She gets served her meal finally. But the food is not nice.

I need my meals on time  
I want service when I request it  
I want most if not all my requests honored.



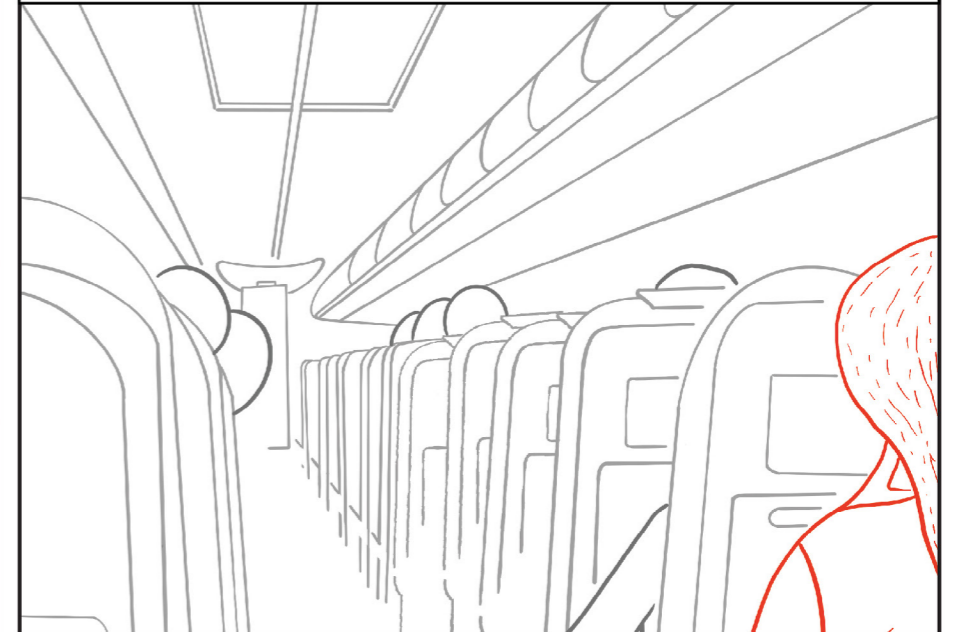
**Annoyed**  
**Impatient**

Human to Human ( Crew )  
Seats  
IFE

### Moment of Truth MOP (Moment of Pain)

Meals + water is not served on time.

The captain makes an announcement and explains the nature of the delay and apologizes to everyone. Sara appreciates the Captain's initiative and the details that he is sharing.



She paid extra for comfort seats and is glad that she did because, the regular economy seats are way too cramped and uncomfortable.

I need to know what's happening with my flight.  
I need to know that something is being done about it.



**Cheerful**  
**Feeling Recognized**  
**Happy**

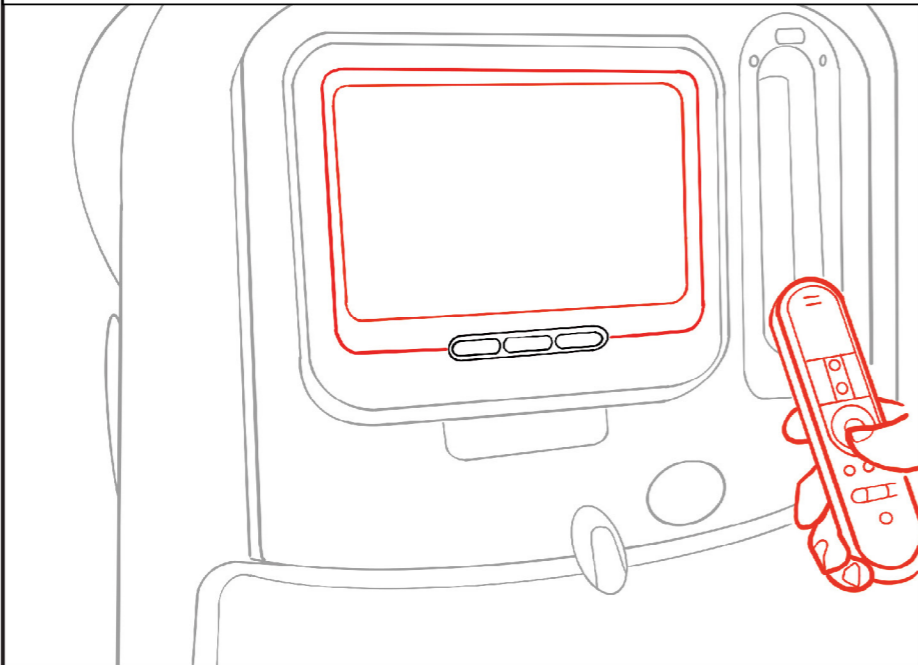
Human to Human ( Crew )  
Seats  
IFE

### Moment of Truth MOG (Moment of Glory)

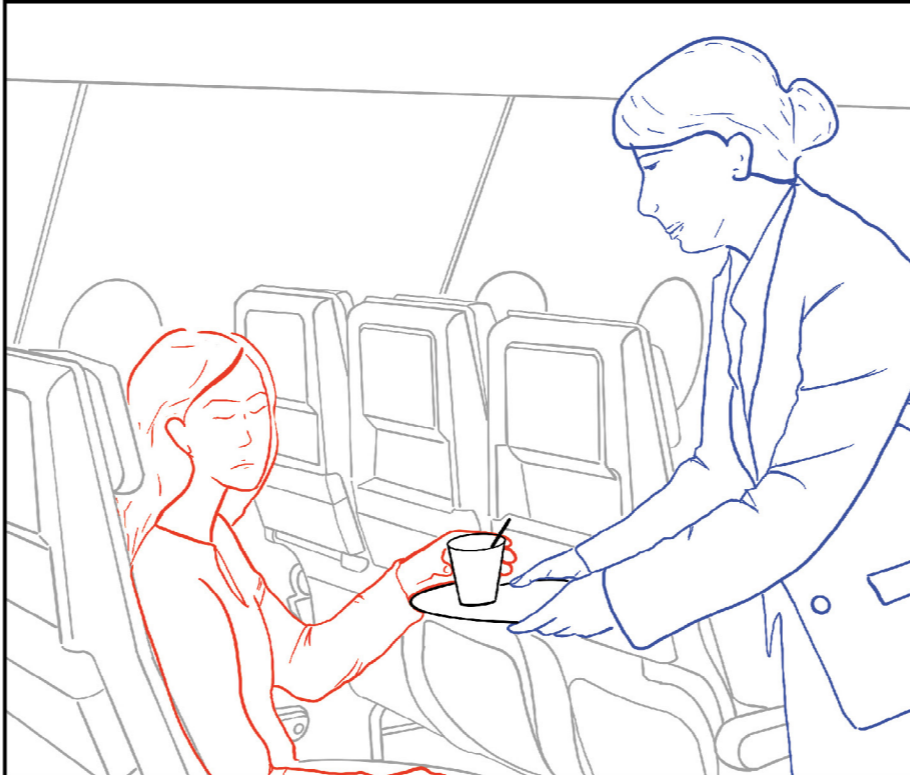
Apologies + explanation by captain. Perceived as more authentic + reliable.

# IN - FLIGHT

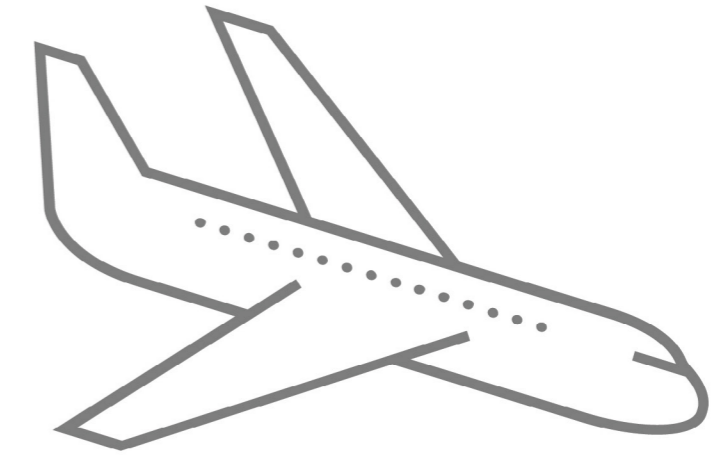
20 mins before landing, the captain announces that the transfer flights information will now be displayed.



Checks her IFE screen but her connecting flight is not displayed. Starts to get worried. Checks the time and starts to really get stressed as her connection time is now really short.



She calls a flight attendant to ask her for details. The attendant cannot provide too much information. Has no idea which gate she has to go to and how far she has to travel.

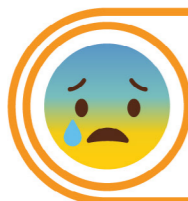


## Lands at Schiphol

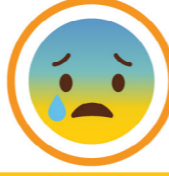
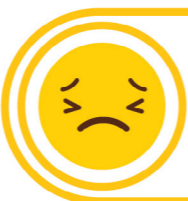
I need to know what's happening with my connecting flight.  
I need to know if there are any special arrangements being made because of the delay.  
I need to know that I can make it to my flight.

I need my meals on time  
I want service when I request it  
I want most if not all my requests honored.

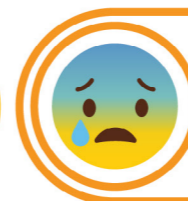
I need to know where to go to catch my flight.  
I need to know the distance & time it will take to reach my flight.  
I need to be reassured that I will catch my flight.



**Anxious  
Panic  
Worried**



**Annoyed  
Impatient  
Worried**



**Anxious  
Panic  
Worried**

IFE  
Seats

Human to Human ( Crew )  
Seats  
IFE

### Moment of Truth **MOP (Moment of Pain)**

Lack of information + lack of next steps or solution. No reassurance or confidence provided to passenger that they will make their flight.

## IN - FLIGHT

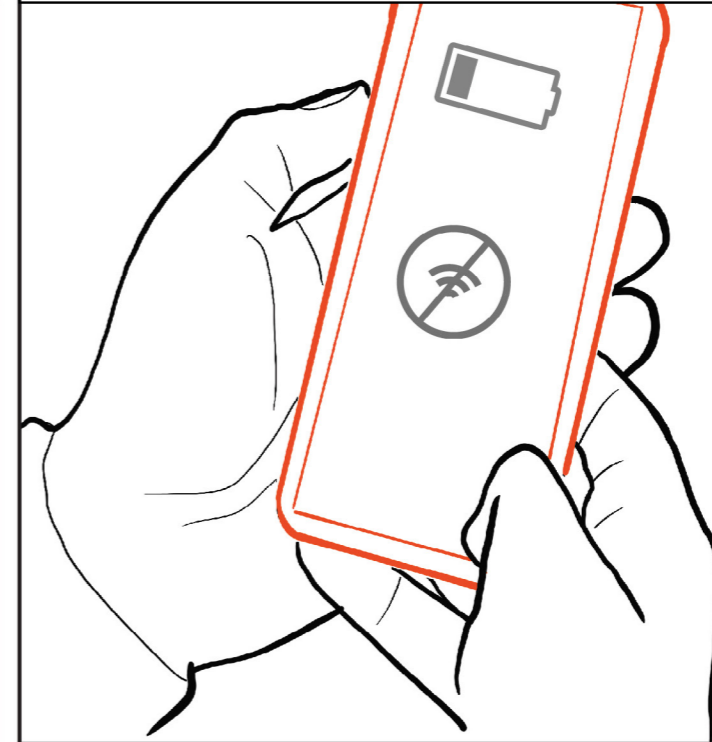


1 Hr to catch connecting flight

The plane lands. All passengers get up and line up in the aisle. Sara starts to get a little impatient as the de-boarding is taking a lot of time. She wants to de-board quickly to make it to her connecting flight.



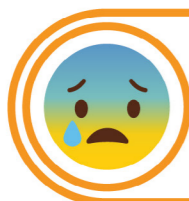
She checks her phone, but has no network / low battery. She is also stuck in her seat and has to wait for passengers to start moving before she can get out and gather her backpack which is a few seats down.



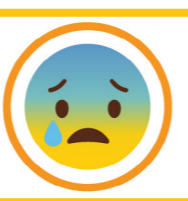
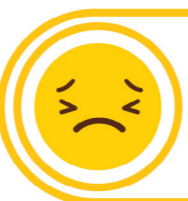
I need to know what's happening with my connecting flight.  
I need to know if there are any special arrangements being made because of the delay.  
I need to know that I can make it to my flight.

I need to get out of this plane ASAP  
I need to find out where I have to go for my connecting flight  
I need internet to move forward and inform family + boyfriend.  
I need internet for updates from KLM

I need to find out where I have to go for my connecting flight  
I need internet to move forward and inform family + boyfriend.  
I need internet for updates from KLM.



Anxious  
Panic  
Worried



Annoyed  
Impatient  
Worried



Anxious  
Panic  
Worried

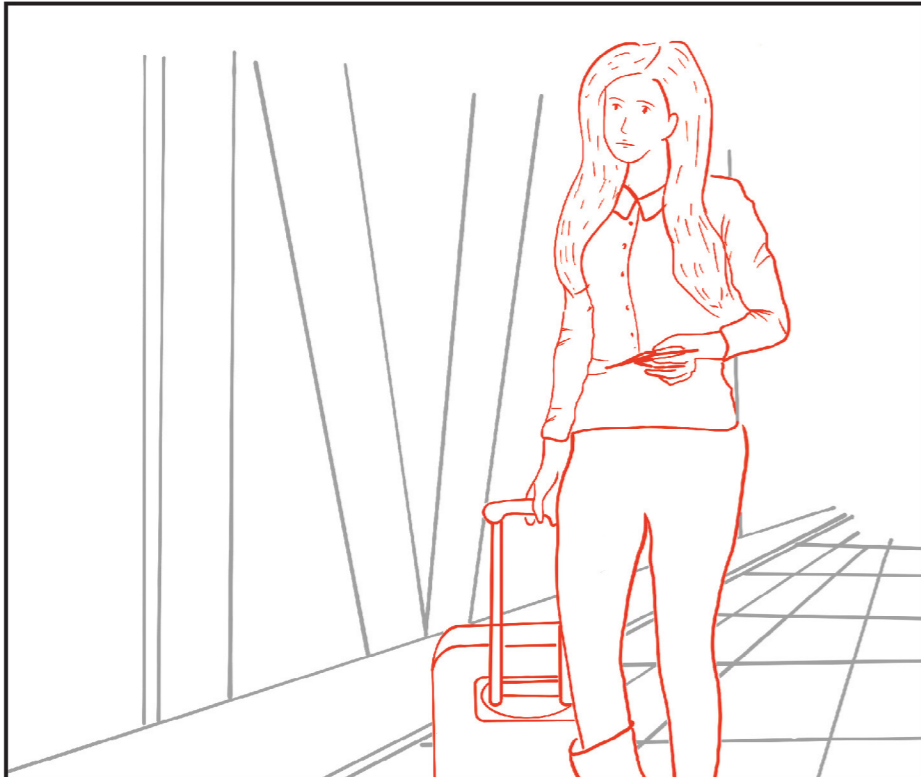
Human to Human ( Other Passengers + Crew )  
Seats  
Overhead Bins

Smartphone  
KLM App + Notifications  
Google

### Moment of Truth MOP (Moment of Pain)

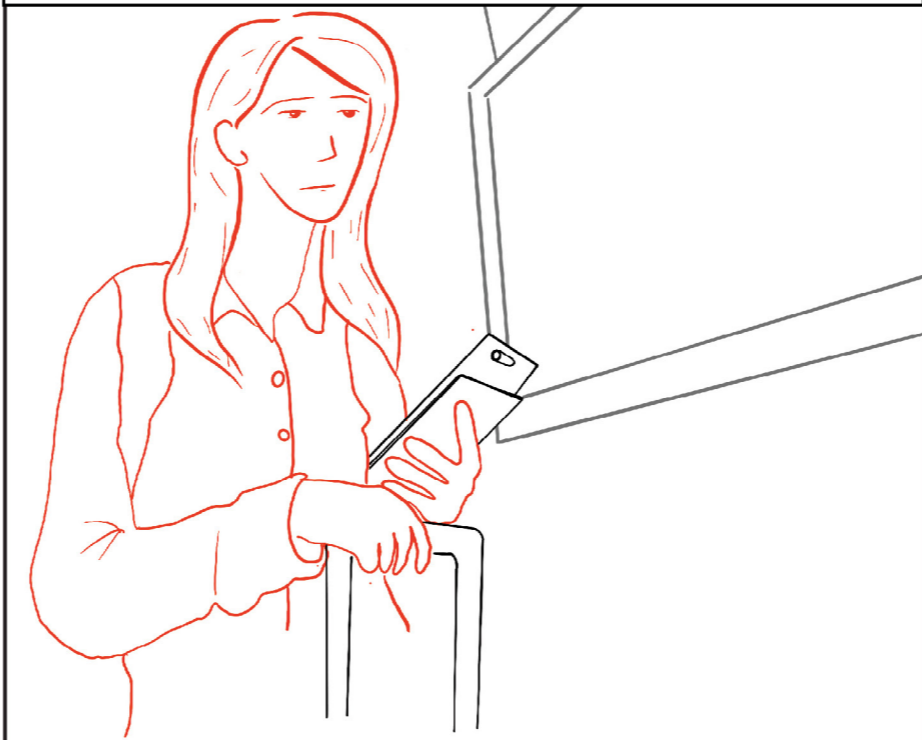
Not feeling acknowledged. Stuck in line. Possible (MOG) moment could be to make de-boarding passengers with tight connections a priority or by giving extra reassurance that they will catch their connecting flight.

# ARRIVAL at TRANSFER AIRPORT ( SCHIPHOL )



She finally de-boards, but is confused where to go. Signage is unclear and she is really worried about making it to her connecting flight.

She looks for the nearest screen in the hopes of seeing her flight. She sees her flight displayed there and is relieved. Then she gets anxious as she sees the gate number and the departure time ( which is very tight ).

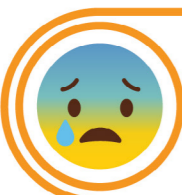


She follows the rest of the passengers who are also taking the same connecting flight to the security check. She is now getting very stressed as there is a queue for security check and time is running out.

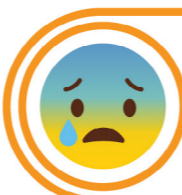
I need clear directions to reach my gate.  
I need to know that I can make it to my flight.  
I need internet so I can check the status, receive messages, respond to messages/emails.

I need to get through security as soon as possible  
I need to clear guidance to the shortest and fastest route to get to my gate.

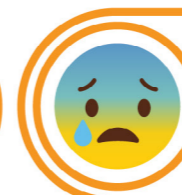
I need to get through security as soon as possible  
I need to clear guidance to the shortest and fastest route to get to my gate.



Anxious  
Panic  
Worried



Super Worried  
Super Anxious  
Super Panic



Super Worried  
Super Anxious  
Super Panic

Airport Signage  
Airport Displays

Airport Signage  
Airport Flight Information Displays

Human to Human ( Security Staff )

## Moment of Truth MOP (Moment of Pain)

Unclear / no directions or guidance. Possible (MOG) moment for KLM to provide guidance + reassurance.

## Moment of Truth MOP (Moment of Pain) ???

Reason for 2nd Security check is not communicated. What is the need or what is the importance of doing this is not explained.

# TRANSFER at SCHIPHOL ( SECURITY CHECK )



Is asked to take out more stuff from her bag and put it in the trays for scanning.

Something is wrong. Is asked to step aside for extra scan and told to open her bag completely for extra checks. Very annoyed!!



**< 40 mins to catch connecting flight**

I need to get through security as soon as possible  
I need to clear guidance to the shortest and fastest route to get to my gate.

I need to get through security as soon as possible  
I need to clear guidance to the shortest and fastest route to get to my gate.

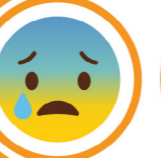

I need to clear guidance to the shortest and fastest route to get to my gate.  
I need reassurance that I will catch my flight.



**Anxious  
Panic  
Worried**




**Super Worried  
Super Anxious  
Super Angry**

**Super Worried  
Super Anxious  
Super Panic**

Human to Human ( Security Staff )

Human to Human ( Security Staff )  
Desk





# BOARDING



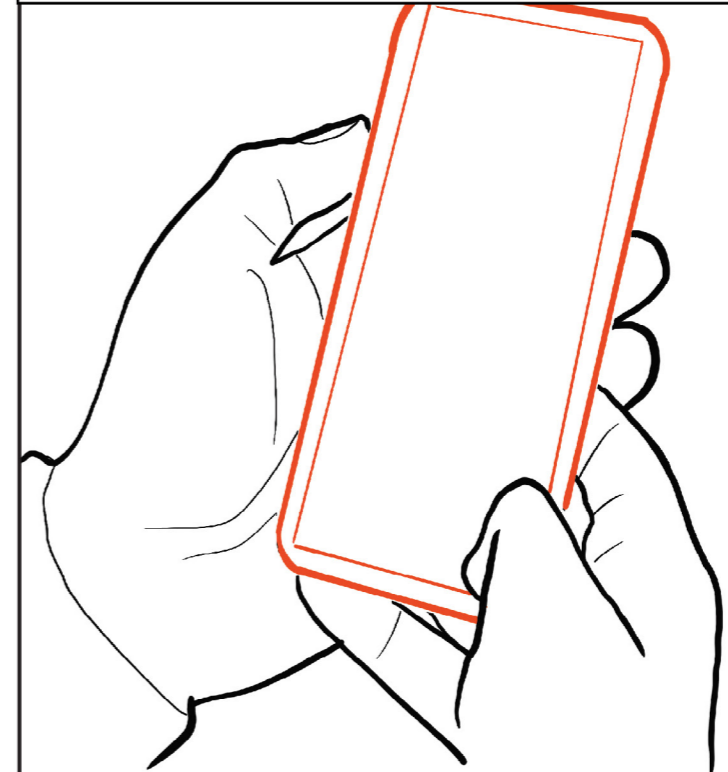
She is really stressed now and starts to panic a bit. She follows the directions to her gate by looking at the overhead signage.

She runs to her gate and reaches it with 5 mins to spare but unfortunately, she is not allowed to board as the boarding is closed.



Dejected and extremely angry, she pleads with the gate agent to let her through, but is still not allowed to. She then starts to worry about her checked in baggage.

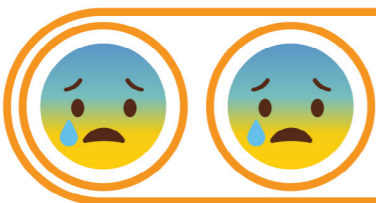
She is able to connect to the airport Wi-Fi and gets a notification that she has missed her flight and will have to be re-booked.



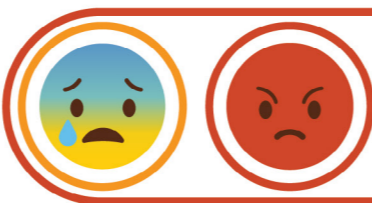
I need to clear guidance to the shortest and fastest route to get to my gate.  
I need reassurance that I will catch my flight.

I need to know my options for a rebooked flight.  
I need to know if I can get compensation.  
I need to find internet so that I can inform family and complain on social media

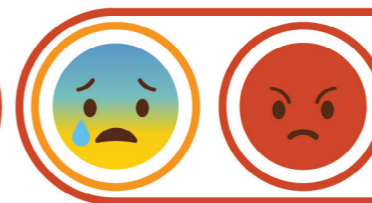
I need to find internet so that I can inform family and complain on social media.  
I need network so that I can get messages from KLM  
I need a full battery.



**Super Worried  
Super Anxious  
Super Panic**



**Super Worried  
Super Anxious  
Super Angry**



**Super Worried  
Super Anxious  
Super Angry**

Airport Signage

Human to Human (Gate Agent )  
Desk

Smartphone  
KLM App + Notifications  
Emails  
SMS's  
Social Media

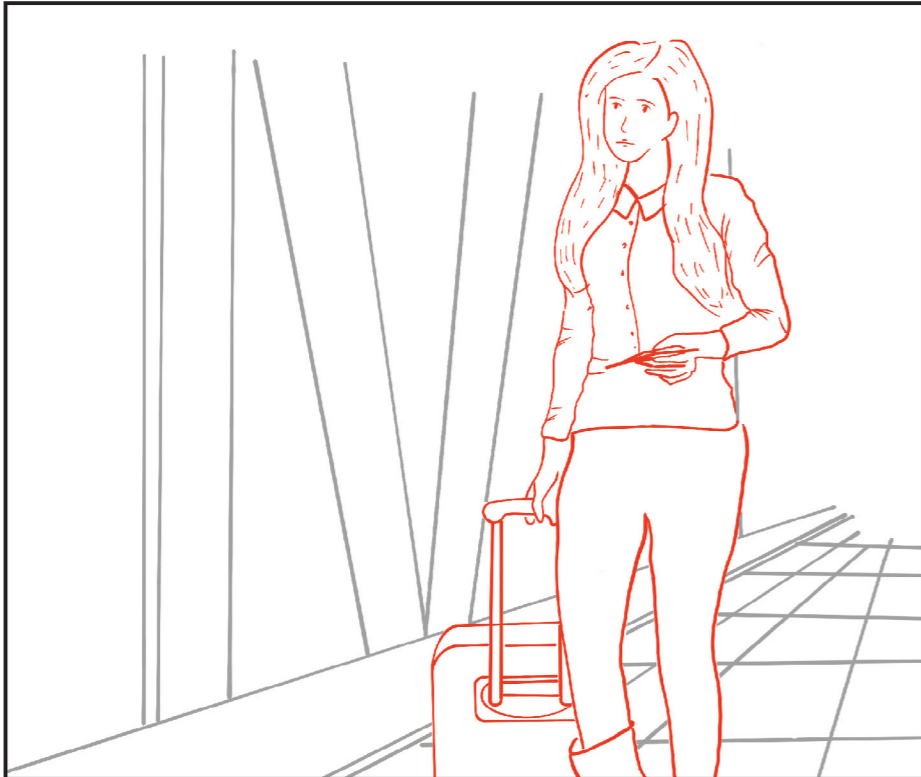
## Moment of Truth MOP (Moment of Pain)

Lack of guidance + Reassurance. Possible (MOG) moment to reassure people that the plane will wait for them especially during short connections.

## ULTIMATE MOMENT OF TRUTH MOP (Moment of Pain)

Why did you not wait for me? Why is the staff member not allowing me to board? I can still see the plane so I should be able to board. Not feeling acknowledged/recognized.

## SERVICES & TRANSFERS DESK

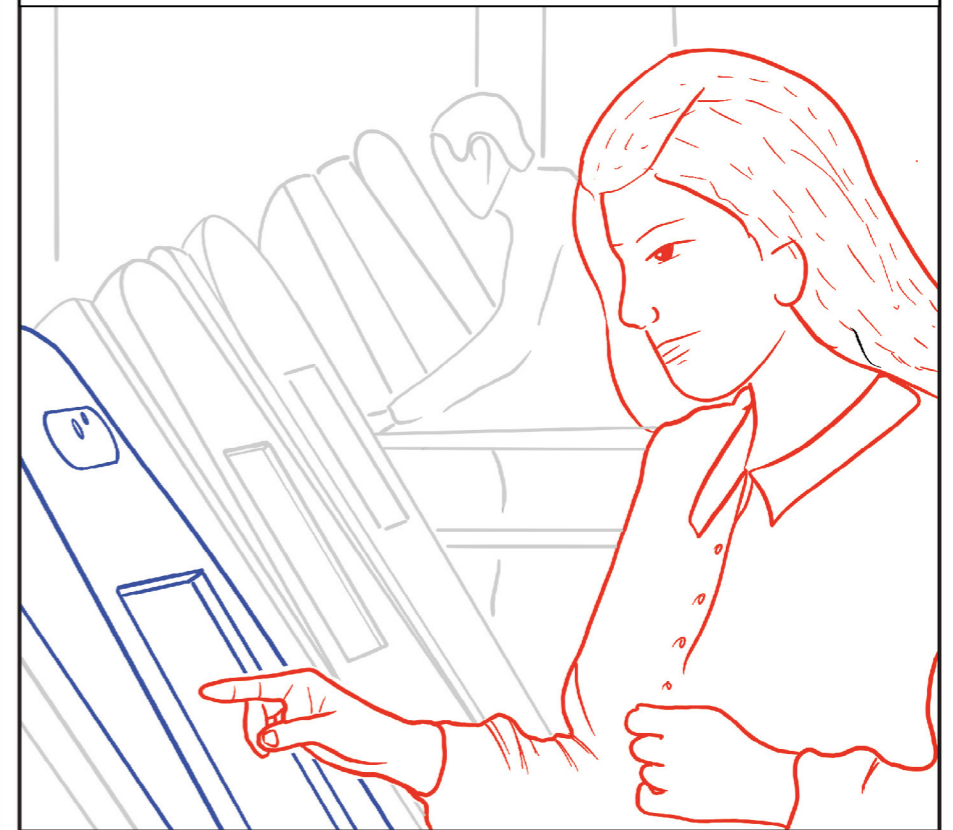


She asks for directions to reach the services desk and tries to reach there but she finds it a bit hard as the signage is not clear.

She finally manages to locate the desk and sees the self service kiosks. The agents standing around are busy helping other passengers.



She goes and tries to operate the self service kiosk herself.



I need to clear guidance to reach the services and transfers desk.  
I need reassurance that I will be rebooked, compensated and my preferences honored.

I need to feel recognized.  
I want somebody ( staff member ) to come and help me one on one.  
I want my problem solved asap.

I need to get reassurance and confirmation as soon as possible. I need to beat the queue.  
I want to be able to get the best option for myself with my preferences and my checked in bag.

**Super Annoyed  
Super Angry**

**Annoyed  
Irritated  
( Feeling Ignored )**

**Super Worried  
Super Anxious  
Super Angry**

Airport Signage

Human to Human (Transfers & Services )

Kiosk  
Smartphone

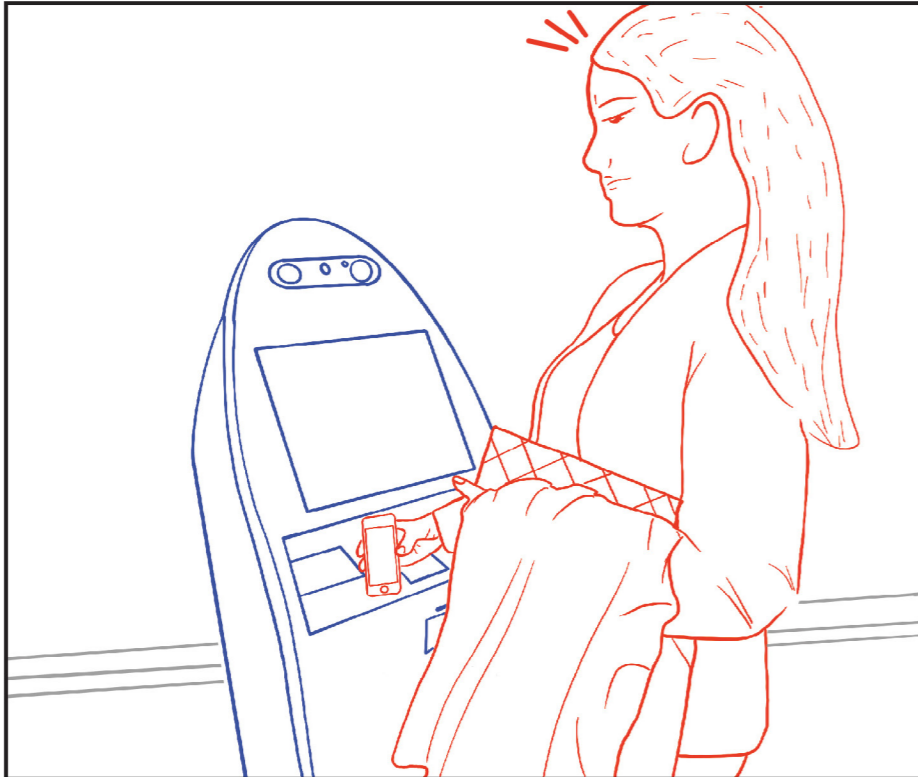
### Moment of Truth MOP (Moment of Pain)

Lack of guidance + Reassurance. Possible ( MOG ) moment to provide options, guidance, reassurance, directions and compensation options.

### ULTIMATE MOMENT OF TRUTH MOP (Moment of Pain)

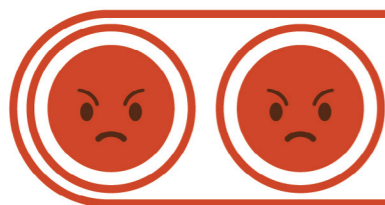
I want to be heard and acknowledged. I don't want to spend time figuring out how the machine works. I did not pay money to do this. Somebody else ( KLM ) should do this for me.

## SERVICES & TRANSFERS DESK



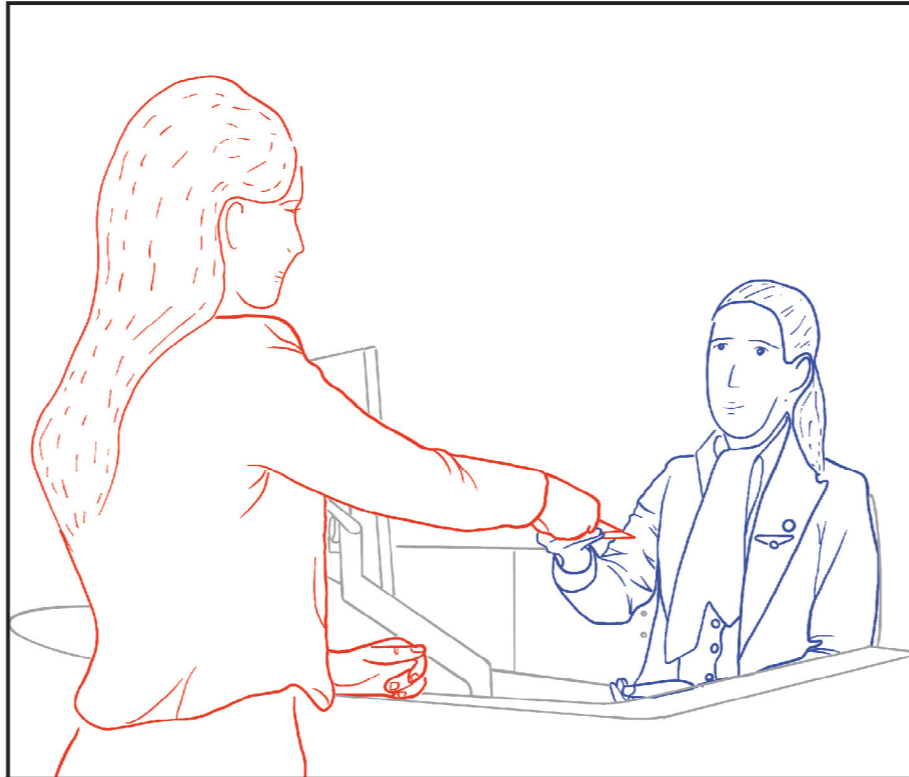
She tries, but due to some reason, she keeps getting an error. After trying a few times, she gives up and goes to talk to an agent.

I need to get reassurance and confirmation as soon as possible. I need to beat the queue.  
I want to be able to get the best option for myself with my preferences and my checked in bag.



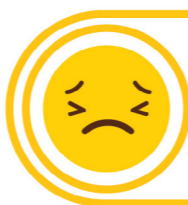
**Super Annoyed  
Super Angry**

Kiosk  
Smartphone



She waits in the queue, but its taking too long. Finally after standing for 45 mins, she reaches the desk and talks with the agent.

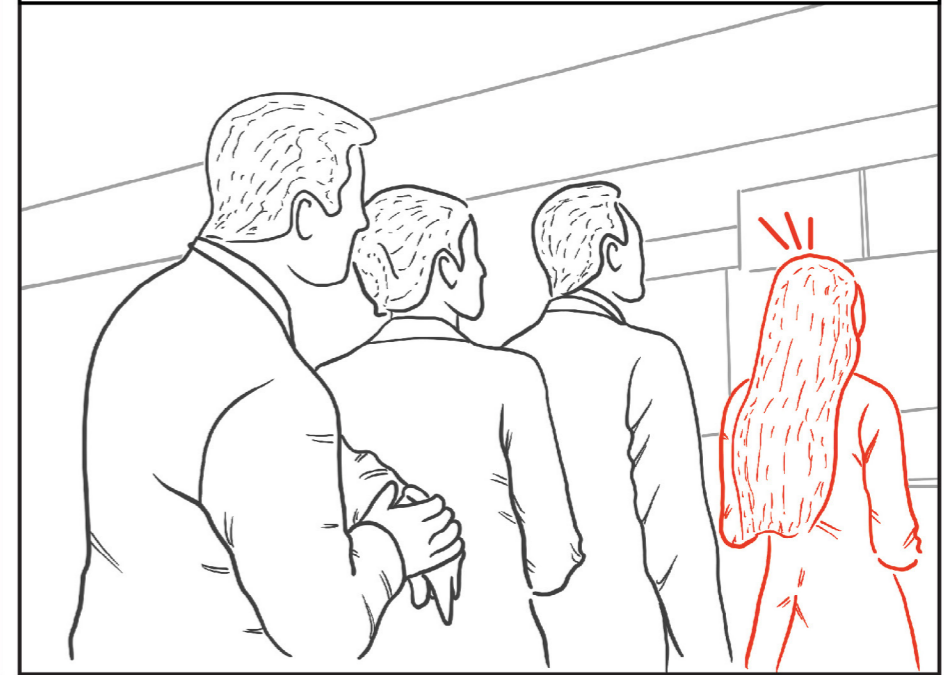
I need to know if I will be compensated  
I want to know if I am getting the best option based on my opinions.  
I want to know if my preferences will be honored.



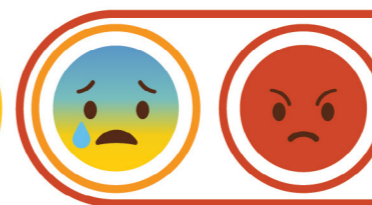
**Annoyed  
Irritated  
Disappointed**

Human to Human (Transfers & Services )  
Desk

The only available flight is the next day and unfortunately, KLM cannot book a hotel for her. She is disappointed and annoyed. Plus the passengers standing behind her are getting restless and impatient and she feels a bit pressured and embarrassed that it's taking so long.



I need to get reassurance and confirmation as soon as possible.  
I don't want to stand in queue with other impatient passengers. Need to get out of queue asap.



**Super Worried  
Super  
Embarrassed  
Super Angry**

Human to Human (Transfers & Services )  
Other Passengers  
Desk

### Moment of Truth MOP (Moment of Pain)

Service / technology provided malfunctions or does not work as advertised.

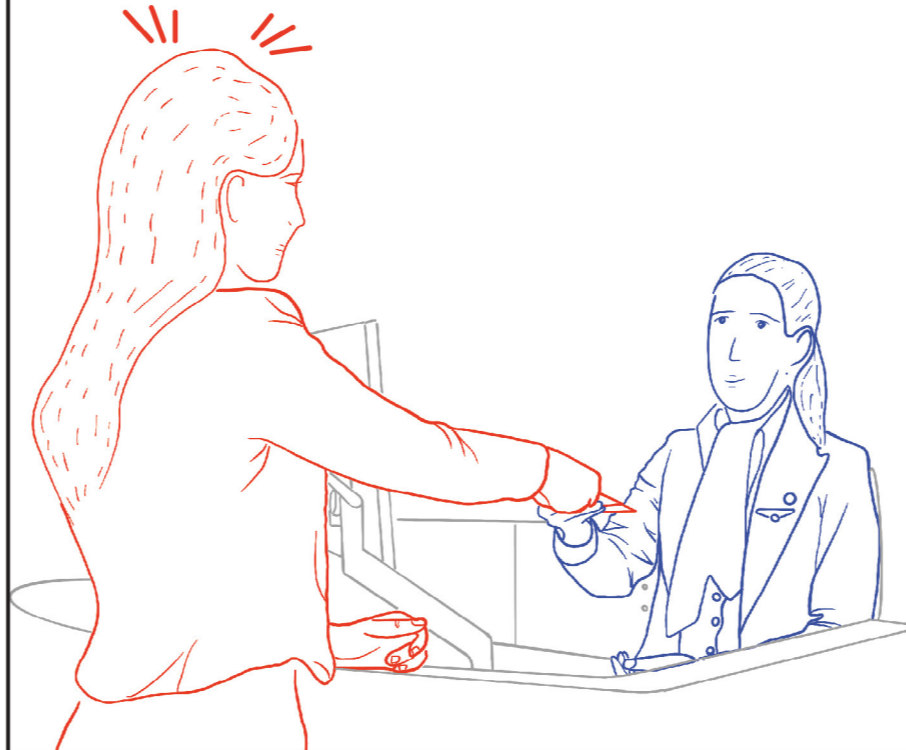
### Moment of Truth MOP (Moment of Pain)

Long Queue + pressure from other passengers waiting in line behind

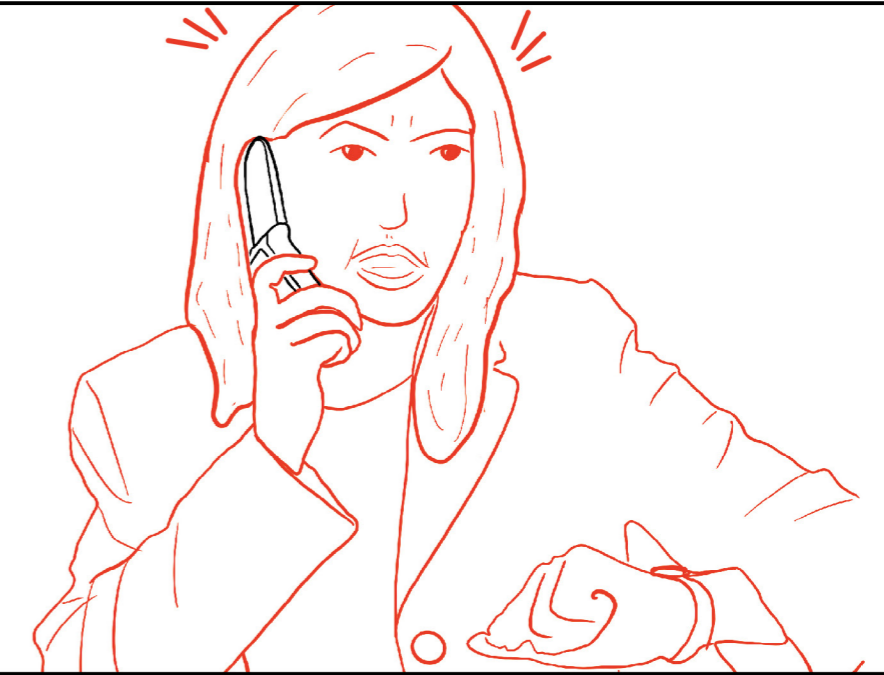
## SERVICES & TRANSFERS DESK

## HOTEL ( Self ) BOOKING

Finally the agent's able to rebook her. She asks for the vouchers and is given a food voucher.



She is not able to pick up her checked in luggage so she is forced to get an overnight kit. She is really angry now. She would like to have her bag with her when she goes to the hotel.



She connects to the airport Wi-Fi which is really slow and tries to book a hotel for herself. After a lot of attempts by calling, she is able to get a room in a hotel in Amsterdam. She takes out her notebook and makes a note of the hotel address and asks the person for directions as to how to reach the hotel. The person just tells her to get a taxi or a bus from Schiphol.

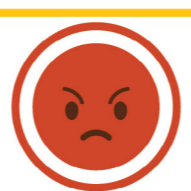
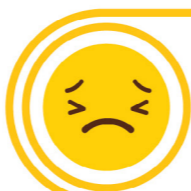
I need to know how i can redeem this voucher.  
I want to know what other form of compensation will I get.  
I want to know if I am getting the best option based on my preference.

I need to know if I will be compensated  
I want to know if I am getting the best option based on my preference.  
I want to know if my preferences will be honored.

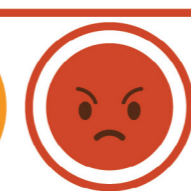
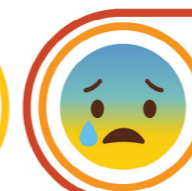
I need to book a hotel as fast as possible.  
I need a hotel as close to the airport as possible.  
I need the hotel to be affordable and withing my budget.  
I want reassurance that my expenses will be compensated.



**Resigned**  
( Sigh )  
Passive



**Annoyed**  
**Irritated**  
**Disappointed**  
**Angry**



**Super Worried**  
**Super Panic**  
**Super Angry**

Human to Human ( Transfers & Services )  
Voucher ( Printed Sheet )

Human to Human (Transfers & Services )  
Desk

Smartphone

### Moment of Truth MOP (Moment of Pain)

Small MOG - I was successfully rebooked.

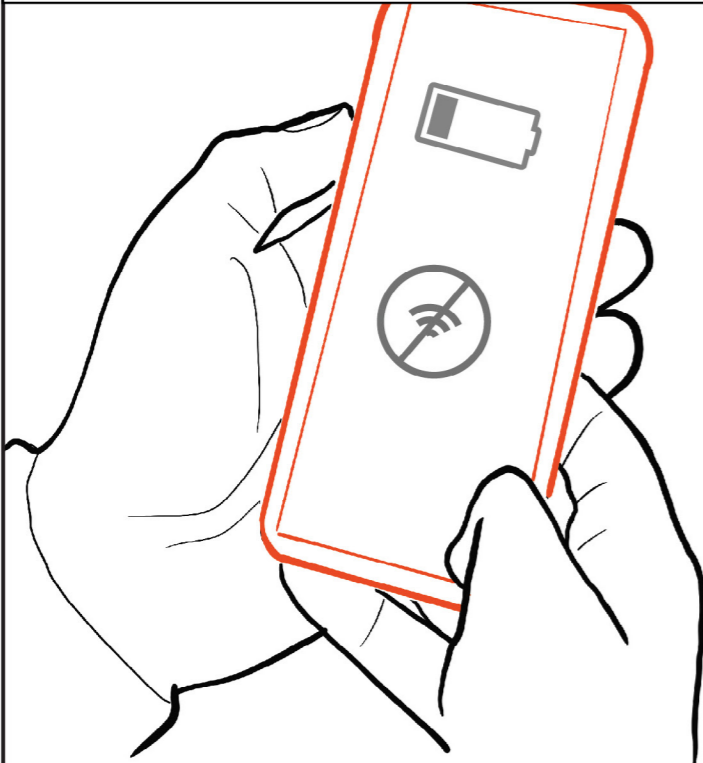
The voucher does not justify what I have gone through.  
Need to do more to show me that KLM cares for me.

### ULTIMATE MOMENT OF TRUTH MOP (Moment of Pain)

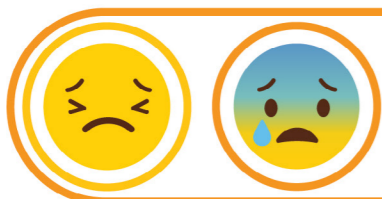
KLM unable to provide hotel booking or suggest options. Need to book and reach hotel on my own. No help, guidance or practical next steps provided.

## HOTEL ( Self ) BOOKING

She comes out of the airport, but now has no network since she is not able to connect to the Wi-Fi/ phone battery is really low.



I need internet to find the best route to the hotel.  
I need to find a power outlet to charge my phone.  
I need to inform family and boyfriend.  
I need to find most affordable transport to reach hotel.



**Annoyed  
Irritated  
Panic**

Smartphone

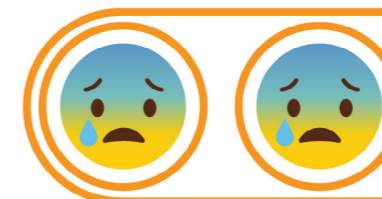
## FINAL DESTINATION AIRPORT

Meanwhile.....



Her boyfriend is waiting at the arrivals hall for her at her final destination.

I need to know what's happening with Sara's flight.  
I need to connect with her and talk to her.  
I need to know if there is something I can do to help her.



**Super Worried  
Super Panic  
Super Anxious**

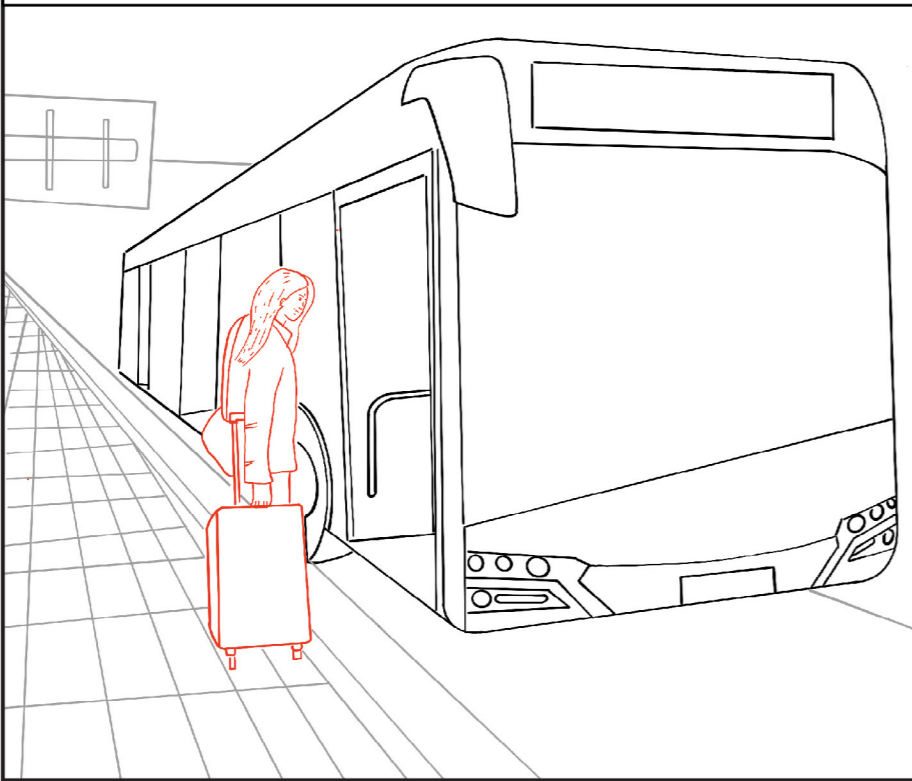
Smartphone  
KLM App  
Social Media

### Moment of Truth MOP (Moment of Pain)

No way to contact family, friends. Possible ( MOG ) moment where KLM can enable / provide ability to contact loved ones.

## BUS & TAXI ( Transport to Hotel )

She tries to figure out which taxi or bus will go to that area. She asks the bus drivers first because the buses are cheaper.



She also asks other people standing around her for help with directions and which bus will go to that area. Unfortunately, there is only one bus that goes near that area and it will drop her off about a km away after which she will have to walk to the hotel.



She is now frustrated and decides she does not want the hassle so she decides to take a taxi even though it will be expensive. Plus she now has to stand in a long queue just to be able to take a taxi.

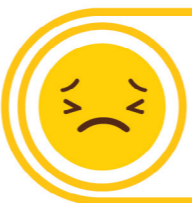
I need to know if the bus can drop me directly at the hotel.  
I need to know that the journey will be affordable.  
I need to know that there is transport connectivity at all times.

I need to know different options to get to my hotel.  
I need to know safe options.  
I need to know affordable options.  
I need to know how much it might cost and if I have walk .

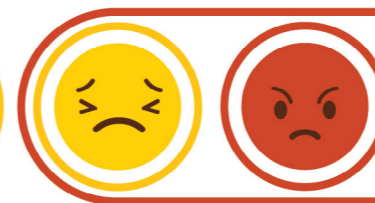
I don't want to stand in a queue and waste time.  
I need to get to a hotel asap.  
I need a taxi now.



**Resigned  
( Sigh )  
Passive**



**Annoyed  
Irritated  
Disappointed**



**Super Angry  
Super Annoyed**

Human to Human ( Bus Driver )  
Voucher ( Printed Sheet )

Human to Human (Other Passengers )  
Printed Sheets  
Smartphone

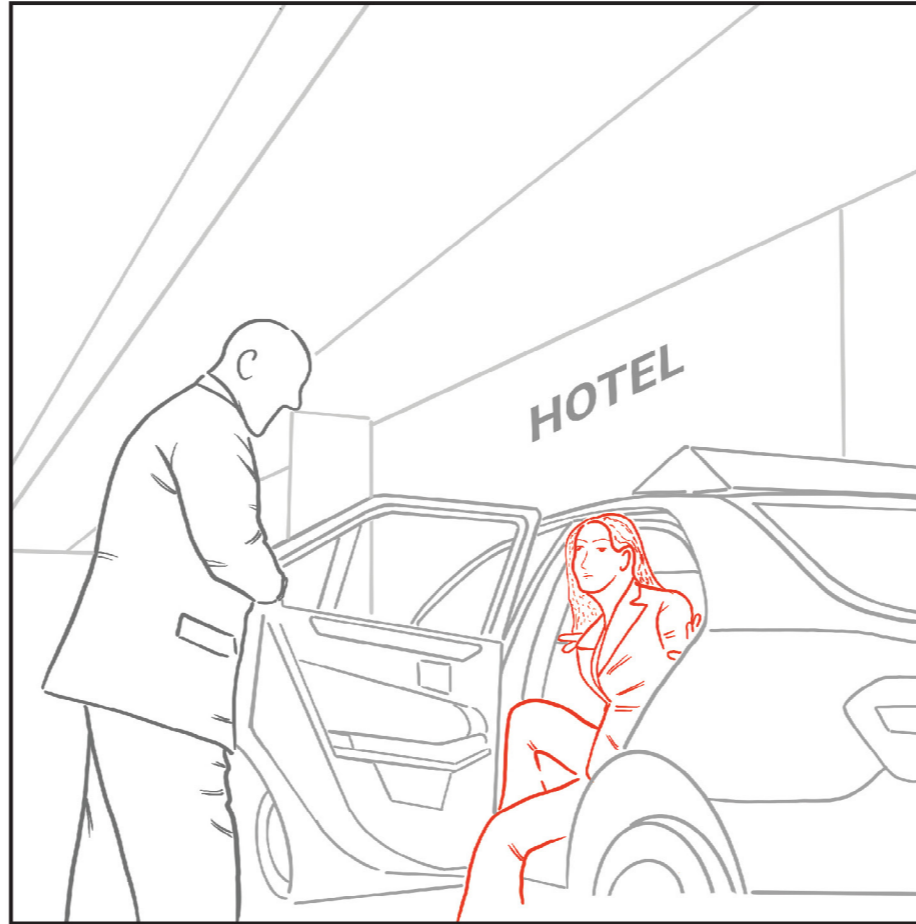
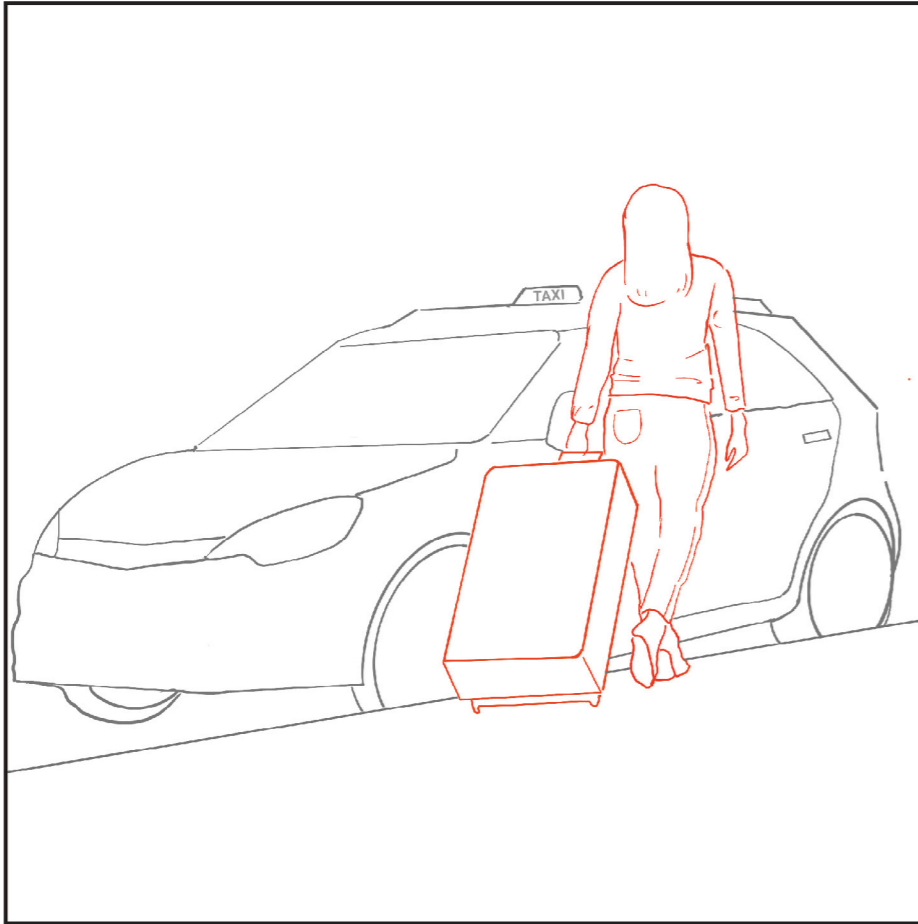
Human to Human

### Moment of Truth MOP (Moment of Pain) to MOG ( Moment of Glory )

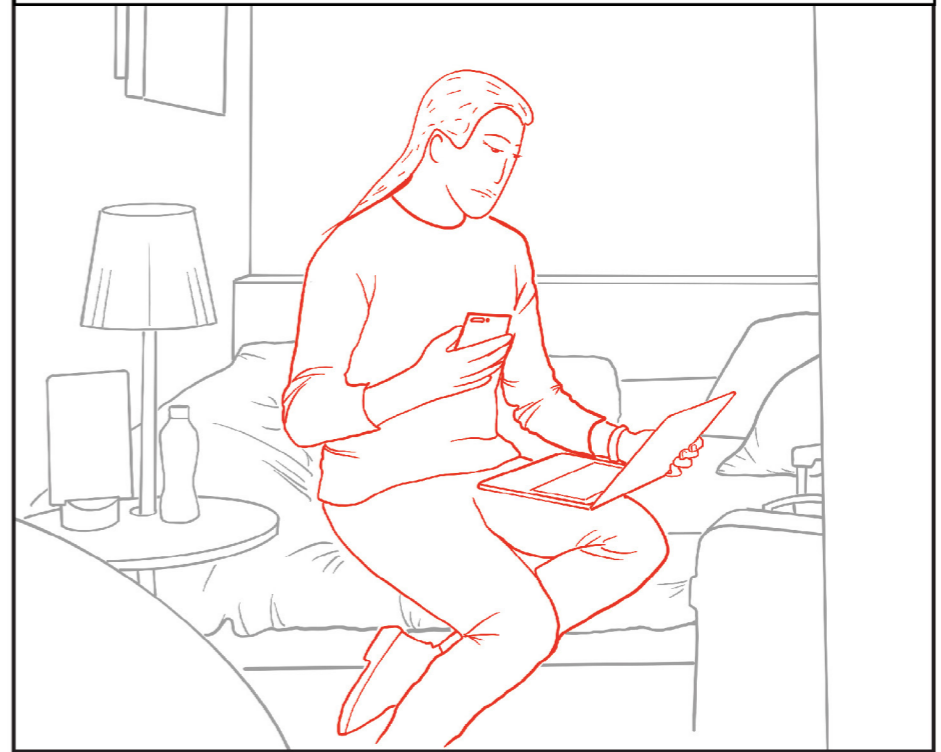
Lack of feet forward steps plus lack of support. Feel like I have to fend for myself. Possible ( MOG ) moment could be if KLM partners with UBER or NS and pro-actively gives passenger the ability to reach their hotel or intermediate destination without any stress or hassle or extra cognitive loads.

## BUS & TAXI ( Transport to Hotel )

## ARRIVAL at HOTEL



She connects to the hotel Wi-Fi and charges her phone. She messages her family and friends and lets them know about her situation. Posts on social media as well.



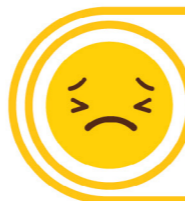
I need to get to the hotel asap.  
I need internet and charger to inform my family and boyfriend

I need to get to my room asap.  
I need to connect to the Wi-Fi to inform family and boyfriend.  
I need to confirm my rebooked flight status.  
I need to know about my checked in baggage.

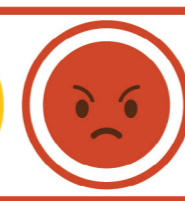
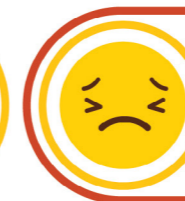
I need to connect to the Wi-Fi to inform family and boyfriend.  
I need to confirm my rebooked flight status.  
I need to know about my checked in baggage.



**Resigned**  
( Sigh )  
Passive



**Annoyed**  
**Irritated**  
**Disappointed**



**Super Angry**  
**Super Annoyed**

Human to Human ( Taxi Driver )  
Voucher ( Printed Sheet )

Human to Human (Taxi Driver )  
Printed Sheets  
Smartphone

Human to Human  
Smartphone  
Laptop  
KLM App + Notifications  
Social Media

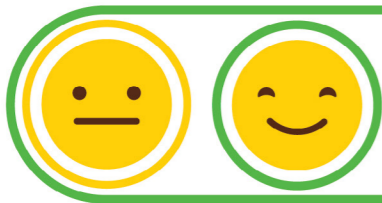
## AT HOTEL

Messages her boyfriend and lets him know about her situation. Updates him on the new flight details and new time of arrival.



She is annoyed that she doesn't have her bag with her because she would like a change of clothes. Worried a bit about her checked in luggage which she could not collect. Bit anxious because she hopes that she will still get her extra legroom seats that she had paid for.

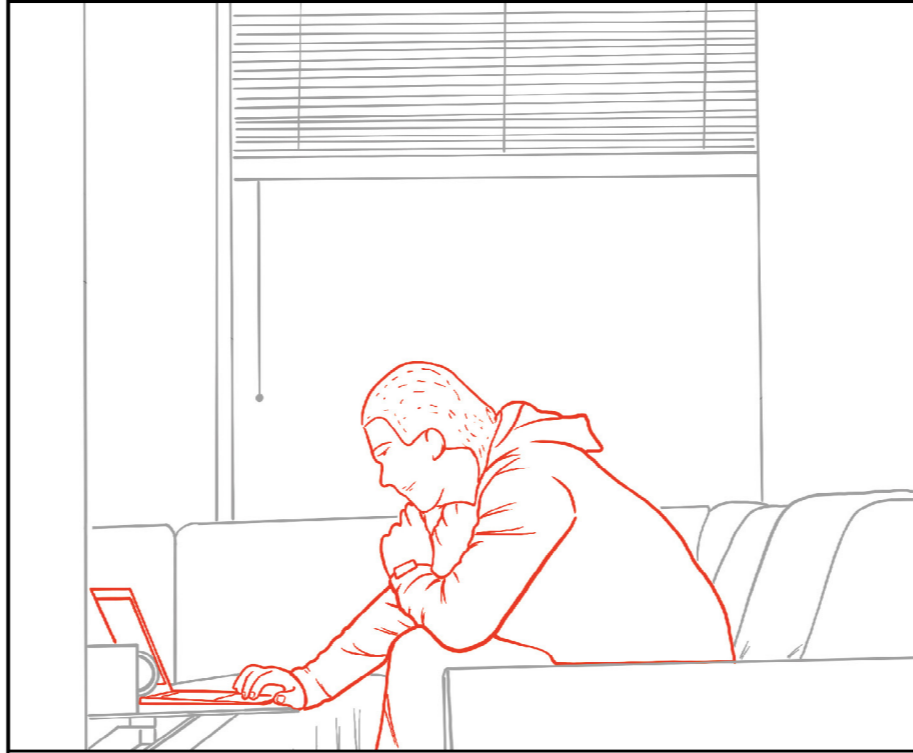
I need internet and charger to inform my family and boyfriend.  
I need to tell him about my new flight details and arrival time.



**Resigned**  
**Relieved**  
**Passive**

Smartphone  
Social Media  
KLM App + Notifications

## AT FINAL DESTINATION



Boyfriend is relieved that she is OK. Talks for a bit and makes a plan to reach the airport and receive her.

I need to get to my room asap.  
I need to connect to the Wi-Fi to inform family and boyfriend.  
I need to confirm my rebooked flight status.  
I need to know about my checked in baggage.



**Relieved**  
**Happy**

Smartphone  
Social Media

## AT HOTEL

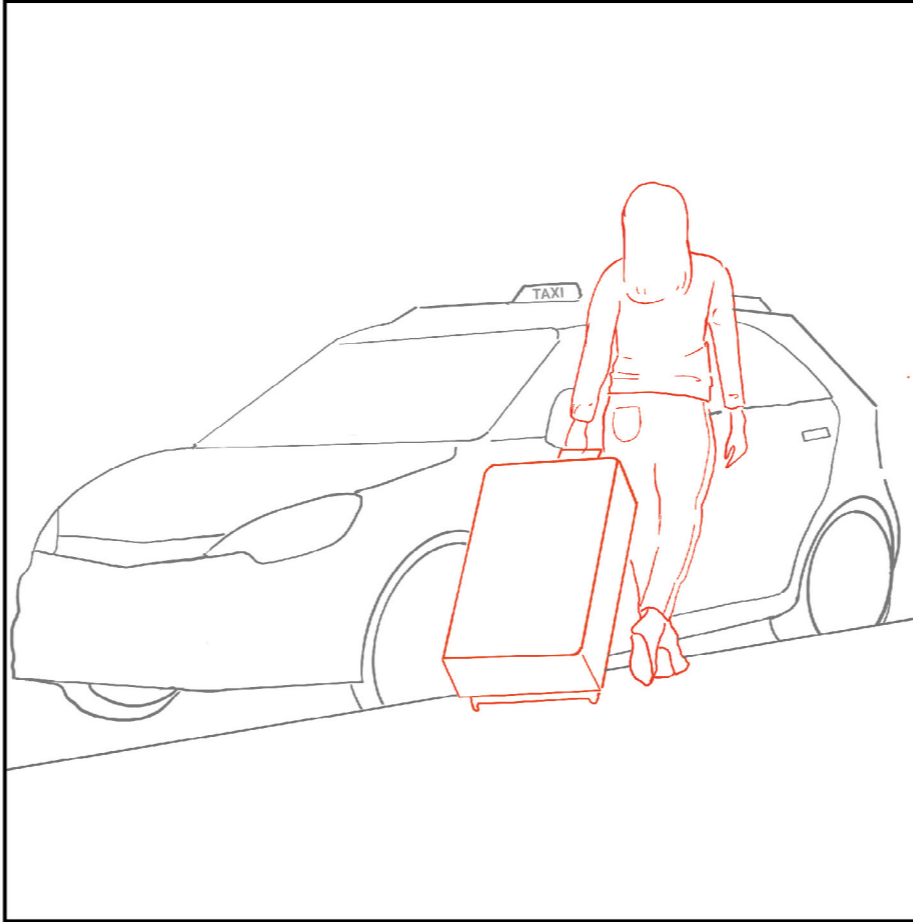
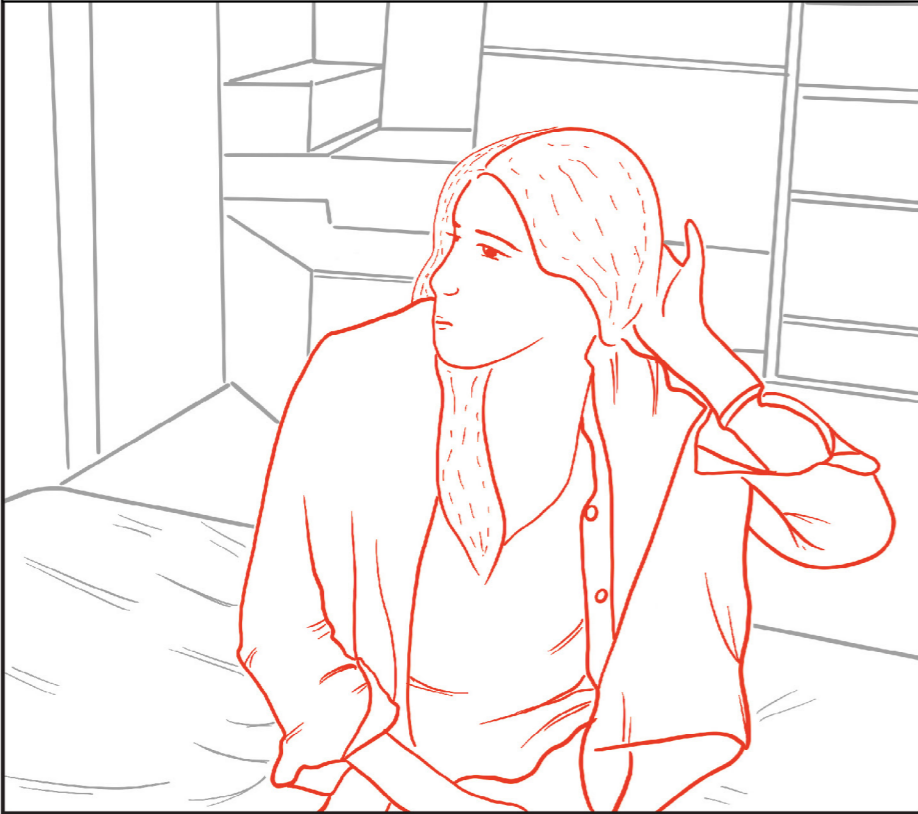


**3 Hrs Later...**

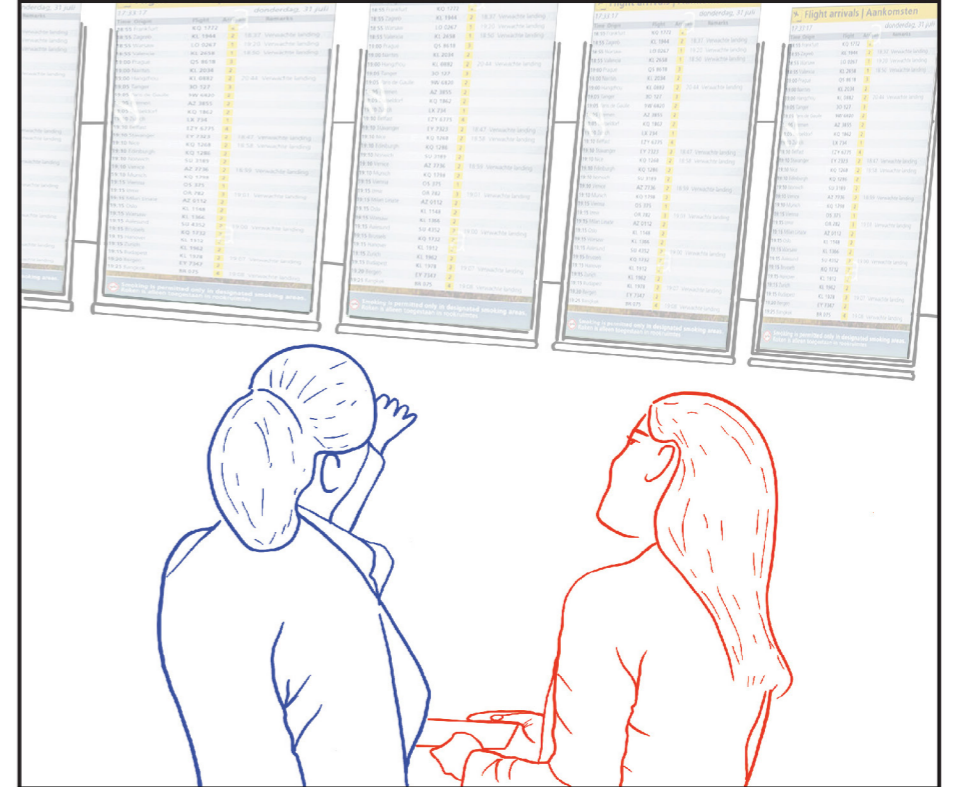


## LEAVING HOTEL

Very groggy because barely got any sleep.



## REACHING SCHIPHOL



Upon reaching the airport, she decides to double check and confirm her flight details with a staff member.

I need to get to the airport asap.  
I need to confirm my flight details.  
I need reassurance that there will not be any more delays.

I need to get to the airport asap.  
I need to confirm my flight details.  
I need reassurance that there will not be any more delays.

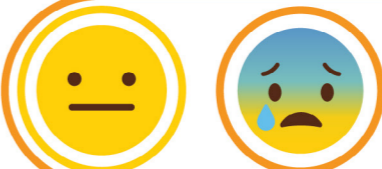
I need to confirm my flight details and status with a senior agent.  
I need reassurance that there will be no further problems.



**Resigned  
( Sigh )  
Passive**



**Resigned  
( Sigh )  
Passive**



**Anxious  
Worried  
Relieved**

Smartphone  
Alarm Clock

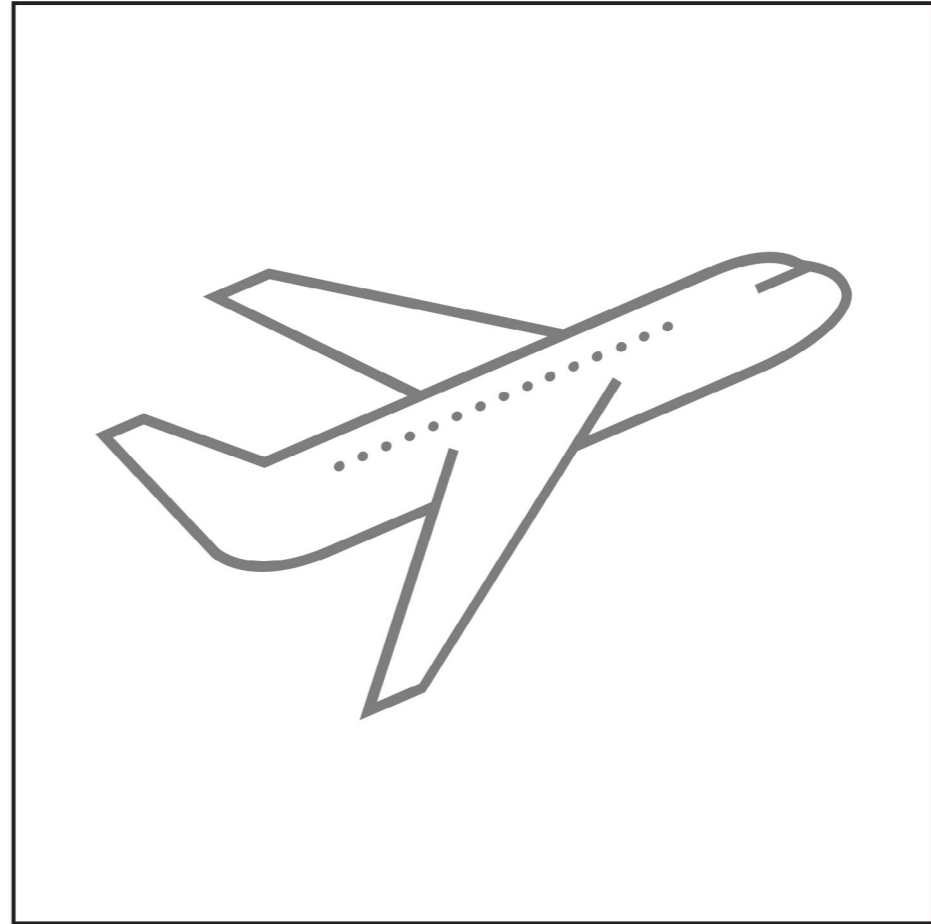
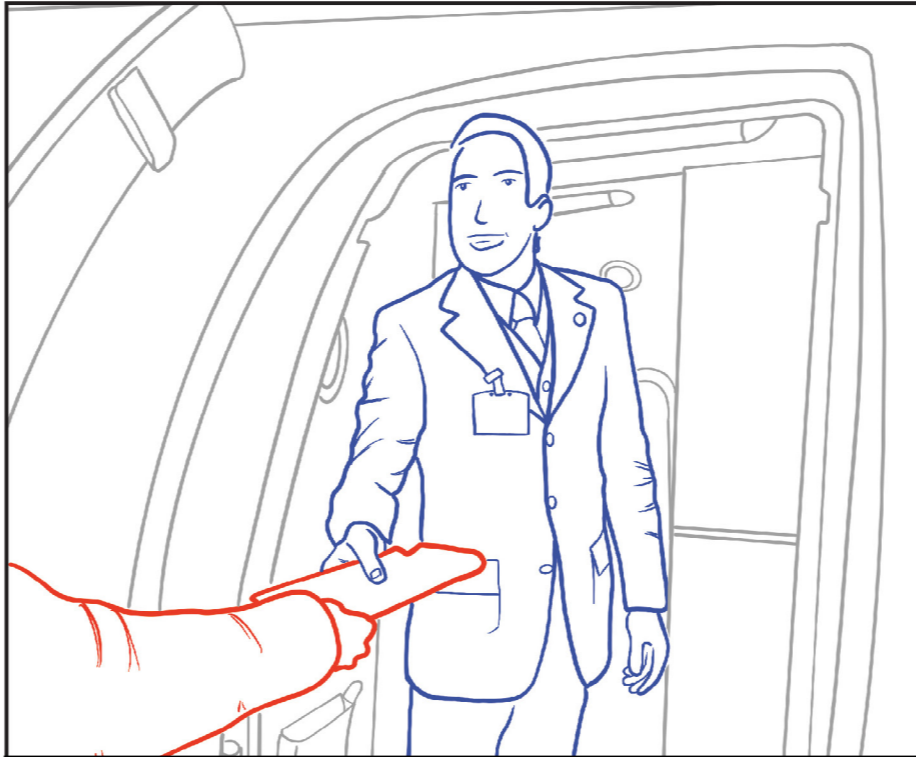
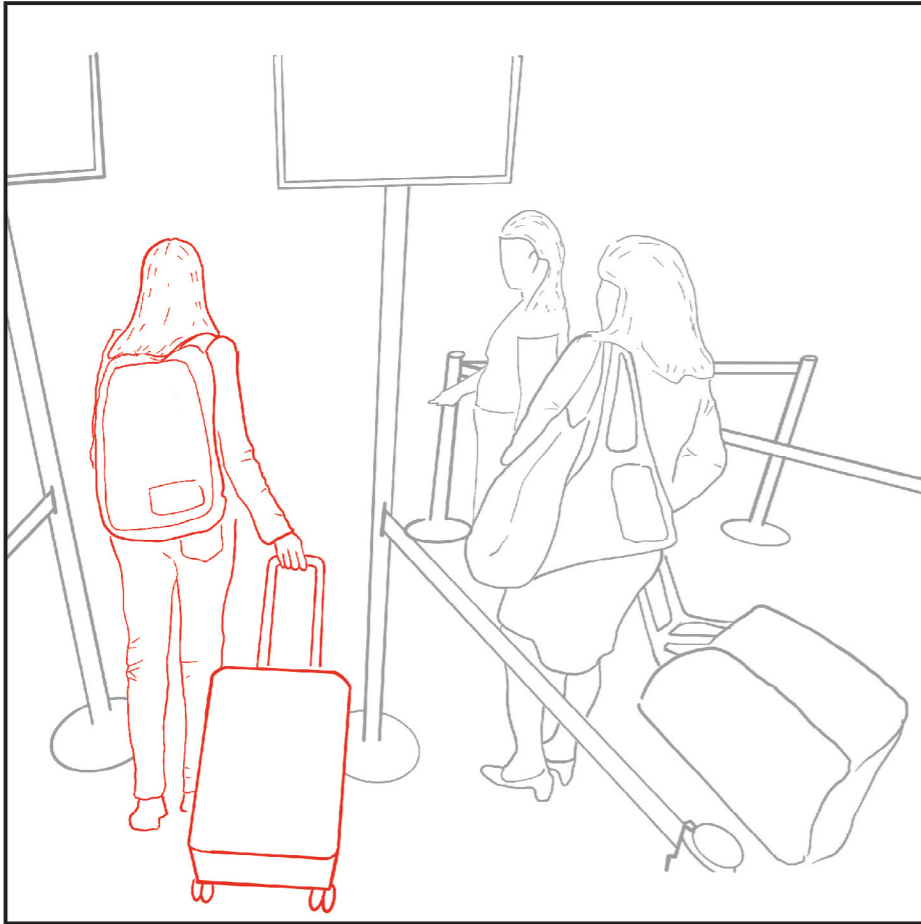
Human to Human (Taxi Driver )  
Printed Sheets  
Smartphone

Human to Human  
Airport Flight Information Screens  
Smartphone

**Moment of Truth MOG (Moment of Glory) ( Forced?? )**  
Reassured but feels like a MOG only because of the disruption.

**BOARDING**

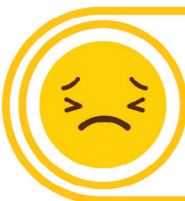
**TAKE OFF**



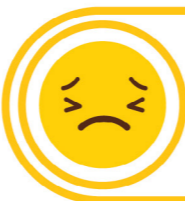
Relieved that her flight is on time. Irritated because she could not change her clothes. Worried that she will still get her preferred seat.

I don't want to stand in a queue and waste time.  
I just want to get on the plane and in my seat.  
I need reassurance that nothing else will go wrong.

I just want to get to my final destination.  
I want my preferences honored.



**Annoyed  
Impatient**



**Annoyed  
Impatient**

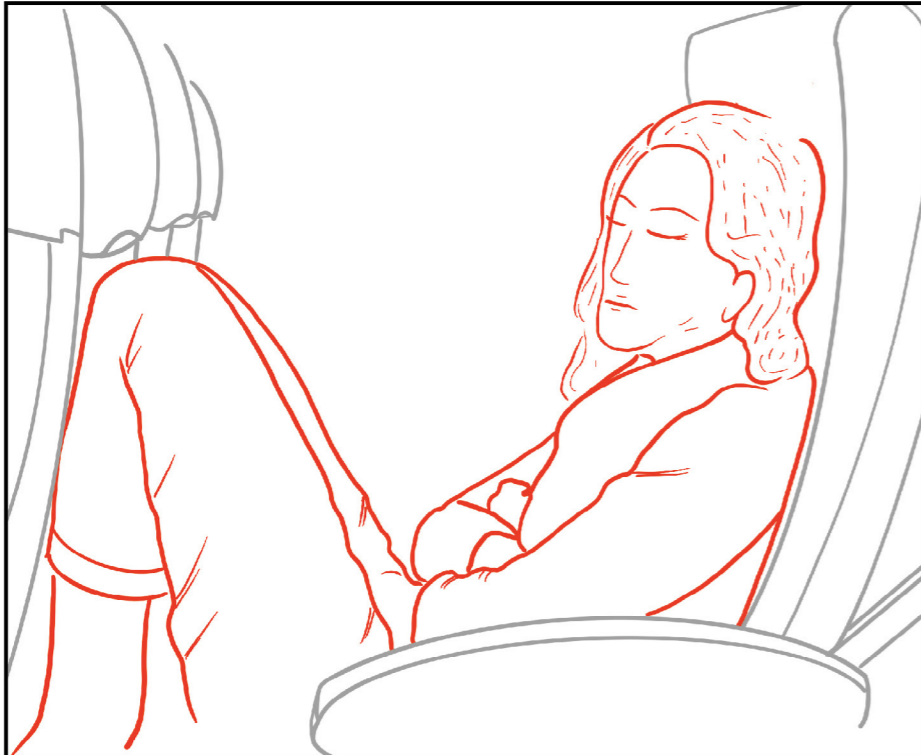
Human to Human

Human to Human ( Crew )  
Smartphone ( Boarding Pass )

**Moment of Truth MOG (Moment of Glory)**  
**SMALL**

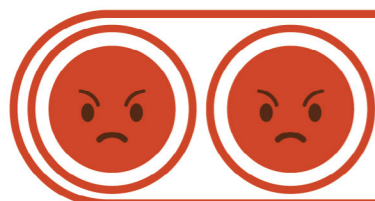
Very small moment. Not registered because it seems rehearsed and basic. Acknowledged but impersonal.

## IN-FLIGHT



On the plane, she discovers that she has been assigned a regular economy middle seat. She is really angry now as she had paid extra for her preferred seat.

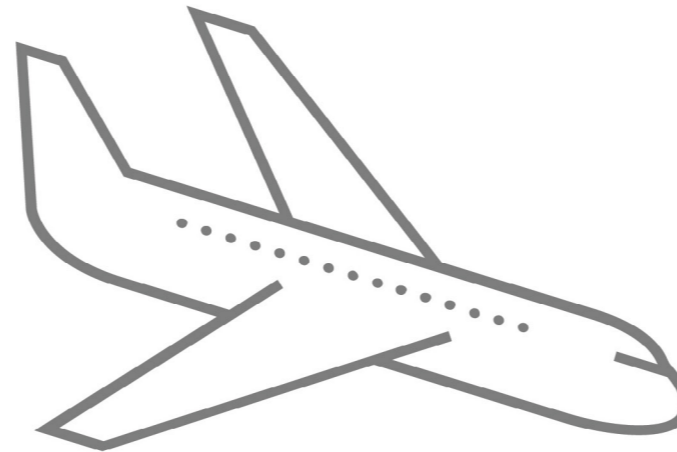
I need compensation and refunds.  
I want an upgrade.  
I need to complain and demand justice.



**Super Super angry**  
**Furious**  
**Super Super annoyed**

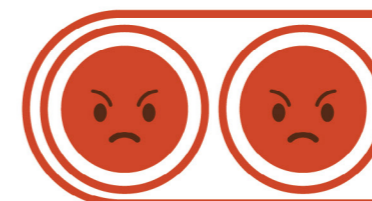
Seats  
IFE  
Human to Human ( Crew )

## ARRIVAL at FINAL DESTINATION AIRPORT



She lands at her destinations and waits for her checked in baggage. But unfortunately, her baggage does not appear on the belt.

I need reassurance that my checked in bag will arrive.  
I need instructions as to how I can get my bag back.  
I want to know about compensation and refunds.



**Super Super angry**  
**Furious**

Human to Human  
Airport Signage

### ULTIMATE MOMENT OF TRUTH **MOP (Moment of Pain)**

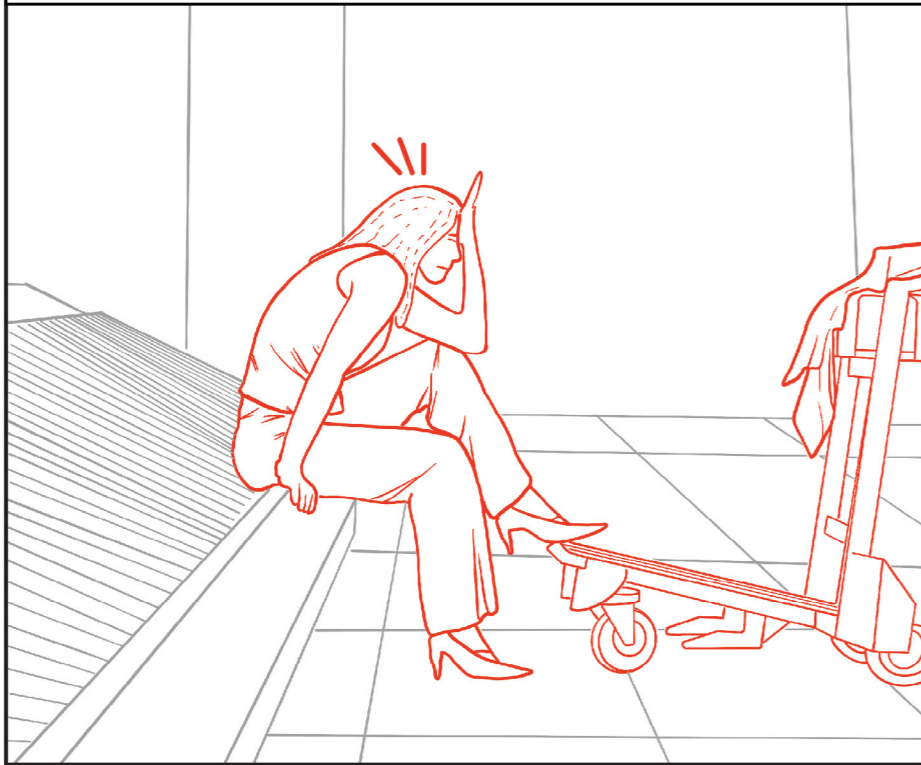
Unhonored preferences. Feel cheated that I didn't get the seat that I had chosen and paid for. No apologies, no remorse displayed by KLM. Do not feel recognized or acknowledged.

### Moment of Truth **MOP (Moment of Pain)**

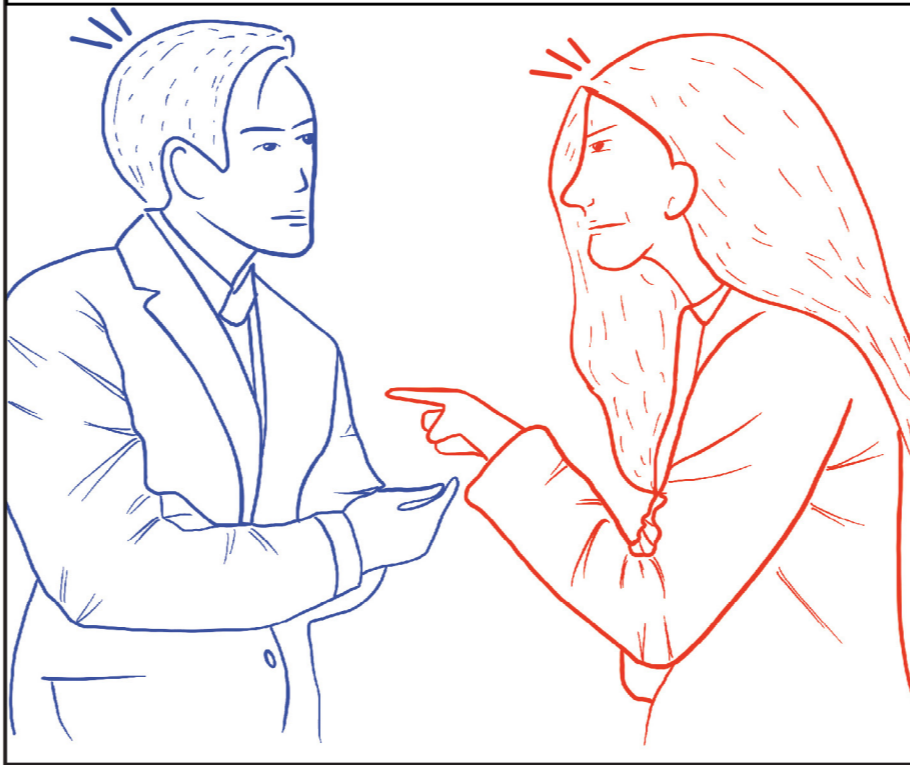
Baggage does not appear. No information given as to status or whereabouts.

## ARRIVAL at FINAL DESTINATION AIRPORT ( Baggage Reclaim )

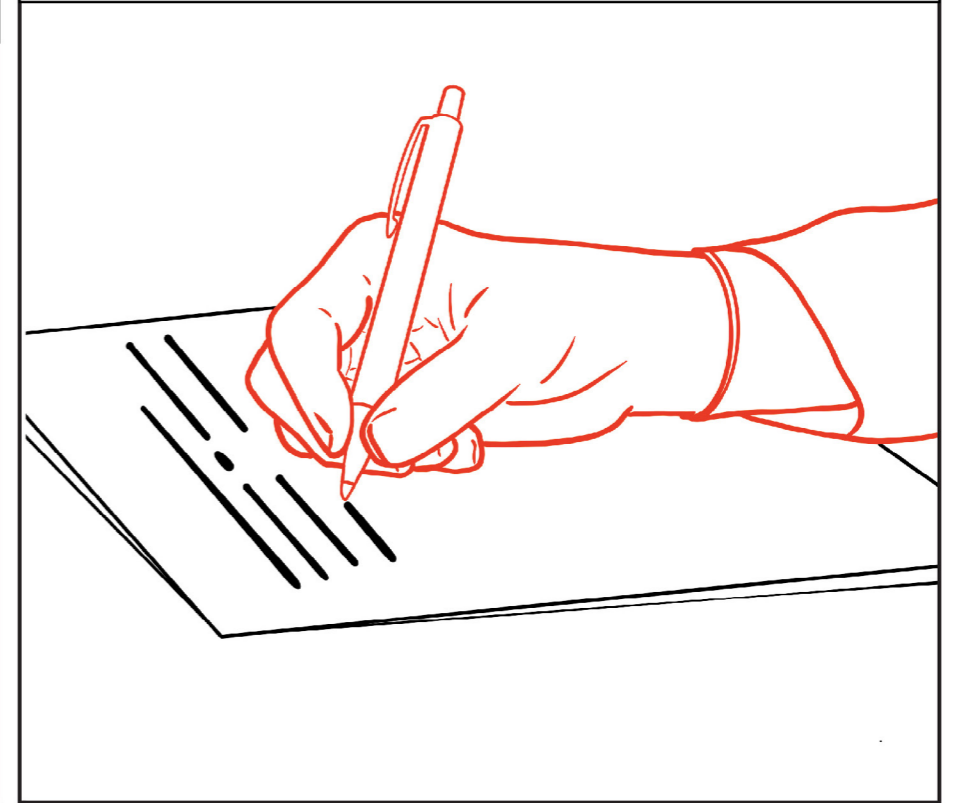
She gets really worried and angry and speaks to the baggage agents. It seems her luggage was not loaded at Schiphol.



She is furious now. Worst trip experience ever. She demands to speak to the supervisor who tells her to file a claim and they will get back to her asap.



Fills out the claims form.



I want to know what has happened to my luggage.  
When will I get it and who is responsible.  
I need to know how I will be compensated and how will I get justice.

I want to know what has happened to my luggage.  
When will I get it and who is responsible.  
I need to know how I will be compensated and how will I get justice.

I need reassurance that my luggage will be delivered to me.  
I will need reassurance that I will be suitably compensated.

**Super Worried  
Super Anxious  
Super Angry**

**Super Super Angry  
Furious**

**Super Super Angry  
Furious**

Human to Human

Human to Human ( Staff )

Printed Sheets  
Smartphone  
KLM App

### ULTIMATE MOMENT OF TRUTH **MOP (Moment of Pain)**

Who is responsible - KLM? Airport? Subcontractors?. No information or recourse provided. Process unclear and opaque.

## EXIT FROM AIRPORT

## LOOK BACK & FOLLOW UP



She is furious now. Worst trip experience ever. She demands to speak to senior people in the hopes they can help her get her luggage back faster.



She comes out of the airport and is greeted by her boyfriend. She is really happy to see him but still quite worried and angry about her delayed luggage.

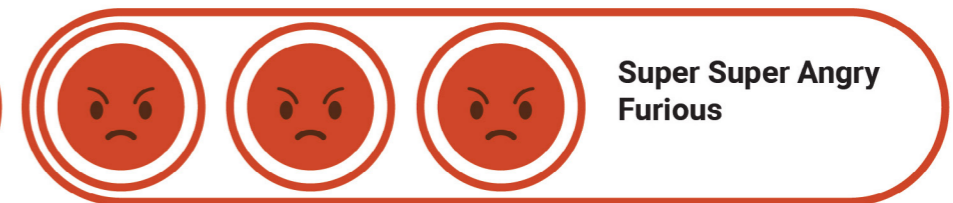
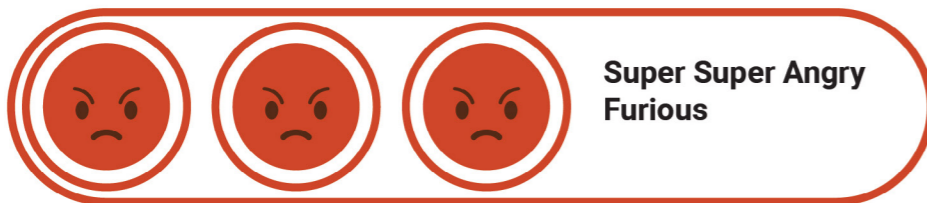
Spends 2 days following up with KLM. Also posts on social media and informs friends and family. She gets frustrated and starts to look up the process on KLM's website. Also searches and talks to other people and experts for advice on how to get compensation. Feels vindictive and feels like KLM should feel her pain.



I need to survive the next few days with the clothes on my back.  
I will need to spend extra money on clothes.  
I need to know I will be compensated.

I want to tell my experience to everyone.  
I want to get justice.  
I want to get my luggage along with suitable compensation.

I need to follow up all the time to make sure my case is being looked into.  
I need reassurance that my luggage will be found and delivered.



Human to Human

Human to Human

Smartphone  
Laptop  
Website ( KLM.com )  
Social Media  
Human to Human  
Telephone ( Customer service )

### Moment of Truth MOP (Moment of Pain)

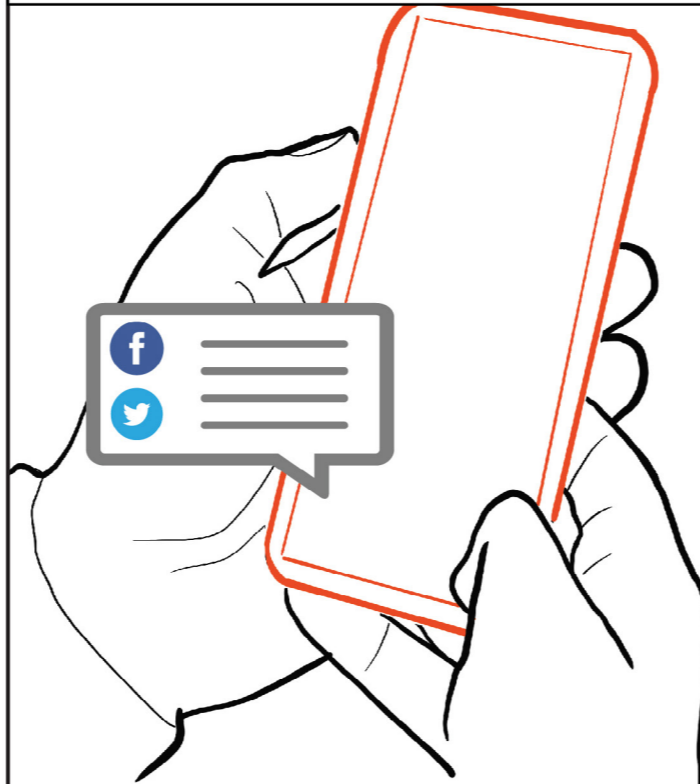
No response from KLM. Apologies do not seem sincere. No transparency as to what is being done to resolve this.

## LOOK BACK & FOLLOW UP

Gets extremely annoyed with the automated system of customer care and gets really angry when she has to wait to get a real person on the phone. KLM's replies on facebook and twitter feel very empty and automated which pisses her off even more.



Finally she gets an email which tells her that they have located her bag and will be delivering it to her.



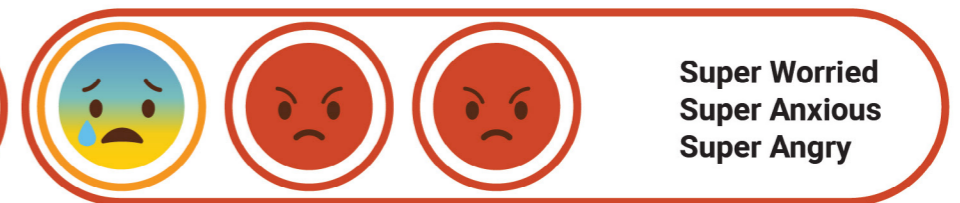
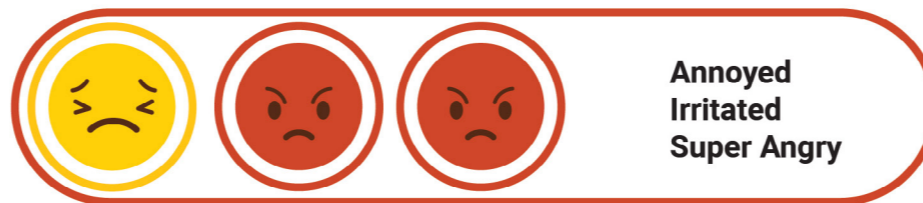
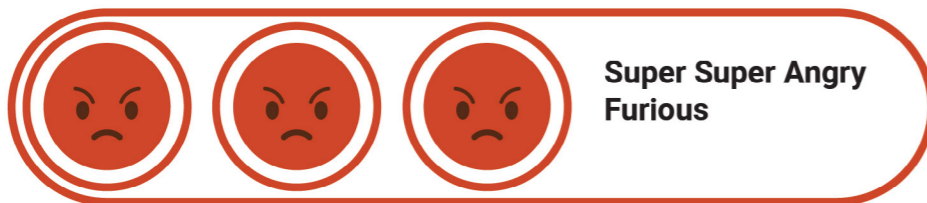
She is relieved but still furious. She wants compensation for all that she has gone through + the extra money that she spent on traveling to and fro from the hotel + the extra money that she paid for extra legroom seats which she did not get on her flight.



I need reassurance that my luggage will be found and delivered.  
I need confirmation + apology + compensation  
I need to know what will happen if my luggage is truly lost.  
How will I be compensated

I need justice for all the torture I have been through.  
I want to share my experience with others  
I want KLM to know that I will not forget nor forgive

I need justice for all the torture I have been through.  
I will not forget nor forgive KLM



Smartphone  
Laptop  
Website ( KLM.com )  
Social Media  
Human to Human  
Telephone ( Customer service )

Smartphone  
Social Media

Smartphone  
Laptop  
Website ( KLM.com )  
Social Media  
Human to Human  
Telephone ( Customer service )

### ULTIMATE MOMENT OF TRUTH MOP (Moment of Pain)

Waiting is the worst. Waiting without any information update is way worse. No sense of urgency shown by KLM to the passenger. Apologies seem insincere. Standard replies. Feels like you are talking to a robot rather than a person. Even though, bag has been found, no compensation or extras offered to make up for dreadful experience. Does not seem fair. Do not feel valued or acknowledged as a KLM passenger.



