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TOUCH IOT WITH SAP LEONARDO

Prototype challenge: Smart luggage







STORY

It's the time of the year again where people in Europe enjoy some well deserved vacation and release all the working stress endured over the year. Business handbags are exchanged for bigger suitcases completely filled with holiday clothing and additional pairs of shoes. When arriving at the airport, you can already feel the holidays by the ambiance inside the airport of other passengers. Your extra luggage is checked in and you can enjoy a nice cup of tea before your plane is taking off. Once arrived you want to pick-up your luggage and get a taxi to your booked hotel in the suburbs. While everyone takes their luggage, you are the only one left behind the luggage conveyor belt and your luggage is not passing by. You are reporting your missing luggage at the reception of your airline but they cannot help you further yet as they don't know where your luggage is at this point in time. You can start your holidays with additional stress as you don't have any additional clothing with you for the next two weeks.

As an airline company, we want to avoid the loss of luggage as it brings a lot of customer dissatisfaction and administration activities. To address this problem, we make use of smart labels that have been stuck on the luggage. It contains information of the owner and its destination. In this way we can easily track lost luggage and even provide alerts when luggage is not transported to the right plane.



PERSONA : DONNA

| | | |
|--|---|---|
|  30 years old |  Engaged |  5 years of service |
|  Helpful |  Energetic |  Plays volleyball |

- I help customers with their questions and problems at the airport
- I go for 100% happy customers
- Customer satisfaction is important for me
- Need to be able to handle with angry customers
- I need more tools to provide more transparency to customers
- I can't solve all the questions of the customers

POINT OF VIEW

“As an employee for a big airline, I need a way to easily track customers luggage in airports so that we can act faster on missing luggage, generate alerts when luggage is loaded on the wrong plane and avoid customer satisfaction at the start of their holidays.”



UX JOURNEY

| | | | | |
|-------------|---|---|--|--|
| Actions | <ul style="list-style-type: none"> > Helped another customer | <ul style="list-style-type: none"> ➤ An angry passenger appears at my desk ➤ Trying to calm him down | <ul style="list-style-type: none"> ➤ Cannot find his luggage immediately as I don't have any information where it could be ➤ Need to explain to customer that he needs to wait till his luggage arrives at the destination | <ul style="list-style-type: none"> ➤ Luggage is found after 2 days, it is far away from its owner ➤ Need to call customer to tell him he will need to wait 5 days in order to retrieve his luggage |
| Mindset | <ul style="list-style-type: none"> ➤ Yes! Another happy customer! ➤ I love their positive feedback! | <ul style="list-style-type: none"> ➤ Please calm down sir, so I can help ➤ I'll do everything to help you out | <ul style="list-style-type: none"> ➤ I cannot help him ➤ Poor guy, his vacation starts horribly ➤ I wish I know where his luggage went to | <ul style="list-style-type: none"> ➤ Finally found his luggage ➤ Sorry sir, I cannot find a way to deliver your luggage faster |
| Feeling | | | | |
| Touchpoints | <ul style="list-style-type: none"> > Happy customer | <ul style="list-style-type: none"> ➤ Angry customer | <ul style="list-style-type: none"> ➤ Angry customer ➤ Computer ➤ Phone | <ul style="list-style-type: none"> ➤ Angry customer ➤ Phone ➤ Computer |

PROTOTYPE

Luggage tracking via RFID tags with analytics to detect anomalies

Last checkpoint check-in is shown on airport map

RFID label 6C4E5R56

Destination: Ibiza (Flight AE89F)

Luggage owner: John Jefferson [Contact](#)

Status: **WRONG PLANE**

| | |
|--------------------------------|------------|
| Luggage on wrong plane | 3 min ago |
| Picked up by wrong baggage car | 15 min ago |
| Passed checkpoint 1 | 70 min ago |
| Correctly attached | 75 min ago |

Last position: Plane FK256

CSB Fuel

- ✓ Check-in
1/07/2017 – 14:07:23
Luggage is checked in correctly
- ✓ Checkpoint 1
1/07/2017 – 14:13:01
Luggage passed checkpoint 1
- ! Wrong baggage car
1/07/2017 – 15:13:58
Luggage picked up by car 562FA5 and not XCR987 as planned
- ! Wrong plane
1/07/2017 – 15:25:47
Luggage in wrong plane *FK256* to Istanbul.

Ability to contact owner immediately

Real-time events

Events with additional information is shown