

Tutorial 6

Value Proposition, Core Offering, and Service Experience Promise

- Value Proposition: Bringing a snack bar on the plane, adding a touch of customization to the travel experience. Passengers can create their own ideal snack, thus enhancing comfort and satisfaction during the flight.
- Core Offering: The core service is an in-flight snack bar that lets passengers select and customize snacks from a list of ingredients using the in-flight entertainment system or a mobile app connected to the in-flight WiFi. The snacks are prepared by the cabin crew and delivered to passengers.
- Service Experience Promise: This service promises a more enjoyable and personalized in-flight dining experience. It adds an element of fun and interactivity while also addressing diverse dietary needs, aiming to make air travel more comfortable and satisfying.

The Favorite Touchpoint

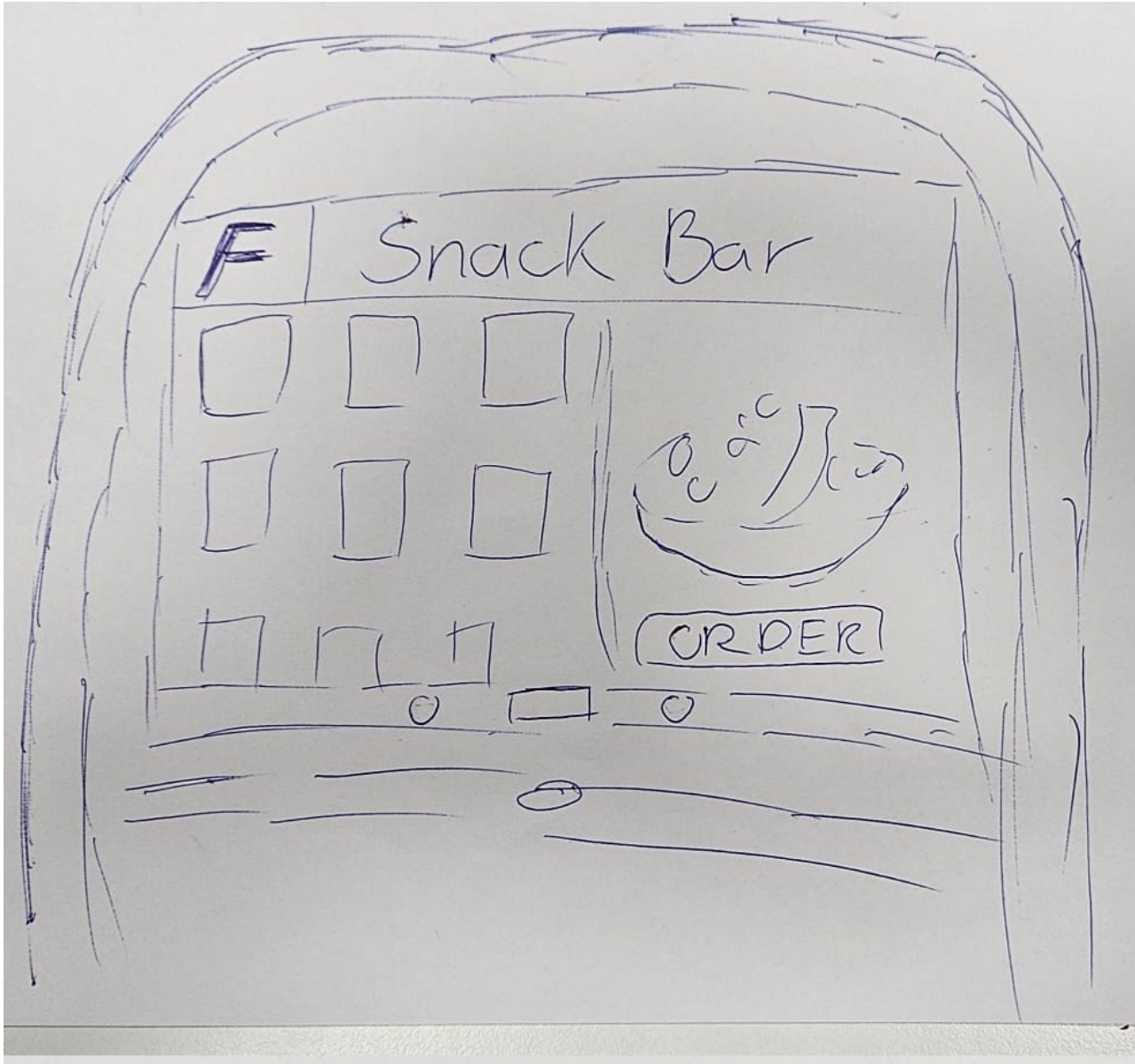


Fig 1. Illustration for the on-board snack bar.

Reflection

I like the "10 + 10" process more. It allowed me to generate multiple variations from the original idea, leading to more innovative concepts. Normal brainstorming felt less organized and often resulted in fewer ideas.

Ideating on my own was difficult as there was no immediate feedback or exchange of ideas. However, I could focus on my own thoughts better, which helped me refine the concept based on personal experiences.