

HW4-Team: Project Proposal

Team Number and NAME: 12 Trackers

List all students who actively worked on this Assignment:

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Title: LUGGAGE TRACKER

1. Vision

For commuters across the world who must deal with their luggage being lost or misplaced during transit, our product is a new application that provides notification to the commuters on their phone/computer regarding where the luggage is traveling real-time. Unlike the current solutions like LugLoc and Trackdot which uses GSM and Bluetooth tracking; we offer a solution based on the collaboration with the airport security team, RFID, E-Mail and GSM text message; which will be more reliable and reduce the chances of the luggage being lost.

2. What is the Problem? Be specific.

Imagine you are on a business trip, on a tight schedule. You get an email from your airline informing you that your luggage has not been transferred and will be shipped to your requested address. What can you do in this situation? Nothing just wait. The problem is that luggage gets misplaced/lost in the thousands of bags that are transferred from one flight to another every day every hour. Even though one can argue that this margin of error is quite low, it might be very crucial to an individual. Once you find out that your luggage is lost, you are helpless. You will be tensed, you have to find ways to get by without your luggage, in which case you spend a lot of money and your time is wasted. All of this could very easily be avoided just by simply using a luggage tracker.

3. Existing Solutions?

There are quite a few products in the market that track luggage by using GPS, mobile networks, Bluetooth or Wi-Fi. One of the more serious contenders, LugLoc offers a Mobile/GSM based luggage tracker that can help you keep track of your luggage and offer peace of mind.

It comes with the GSM tracker and a mobile app that you need to download to either your iPhone or Android device. It also combines Bluetooth technology to help with location accuracy when you are near to your luggage.

The second serious contender, Trakdot is quite similar to Lugloc, but with some differences worth noting too. It is also a mobile/GSM tracker with a mobile app that you need to download to your iPhone or Android phone. It also comes with the Bluetooth capability so can help you find in on where exactly your luggage is. And it also has a cool vibrate mode that tells you if you are getting closer or not.

The down side for both products is Tracking accuracy is not perfect - ideal for knowing if your luggage has arrived, not finding its exact location. For LugLoc, Bluetooth tracker requires login so need Wi-Fi/cell connection which can restrict the usage of the product. Trakdot has a battery issue. The Battery life is quite low, so frequently recharge is needed for this product.

4. Target customer segments?

Our potential customer is any individual travelling in an airplane. Commercial airlines carry almost more than four billion passengers and is increasing every year. Air transportation also plays an important role for tourism, contributing to economic growth, especially in developing countries. We will target the Business travelers, students, celebrities, tour groups etc. This app will be beneficial for the first time travelers who are already bit nervous about their first flight. This app will be used by various airlines to guarantee safety of the luggage for their travelers.

5. Total Addressable Market

- Even if we focus on domestic travel in the US, \$1.04 trillion was spent on traveling in 2017 itself.
- 2.7% of the nation's (GDP) attributed to travel and tourism which is a huge market.
- U.S. travelers took 466.2 million domestic trips for business, and 1.8 billion for leisure. That compares with 458.9 million domestic business trips and 1.75 billion domestic trips for leisure purposes in 2016.
- SITA reports that recovering and returning lost bags costs the aviation industry \$2.1 billion in 2016
- The biggest ongoing weak spot in luggage handling involves passengers moving from one aircraft to another
- Although the number of instances is going down gradually, the issue is not only annoying for passengers losing their bags but also for the aviation companies that nearly cost them \$2.1bn in 2016.