

HW 6-Team: Customer Development-Part 2

Team Number and Name: 12 Trackers

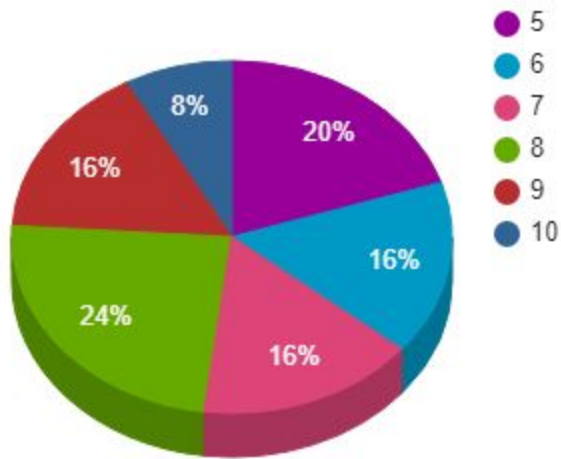
List all students who actively worked on this Assignment:

1. Name: Jui
2. Name: Hemanth
3. Name: Yinyin
4. Name: Prajwal
5. Name: Vinayaka

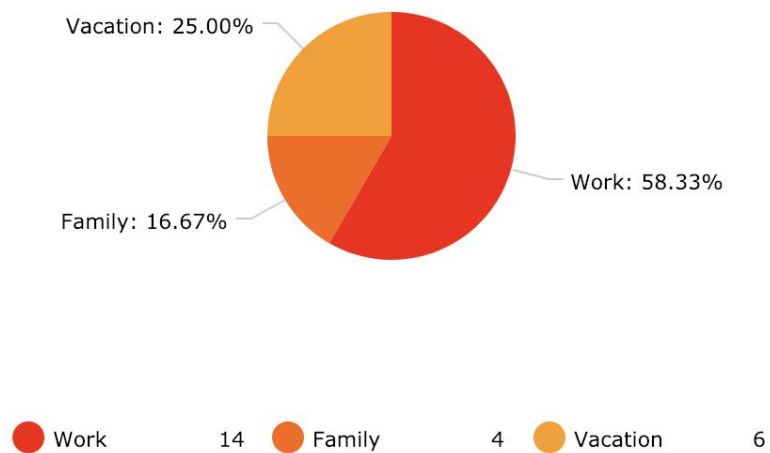
Summary

- The average number of bags an individual usually checks-in when travelling is 2.
- Based on the interviews, it is clear that a vast majority of people travel for work - 58.33% individuals.
- Almost 50% of the people do not make use of any tracking device.
The Reasons were:
 - No positive feedback on the product
 - They lack accuracy
 - Very Expensive
- Almost 80% of the people are confident their luggage will be arriving at their destination.
- It was observed that individuals who took maximum trips during a year faced situation of luggage being lost and it took as long as 4 working days to retrieve it.

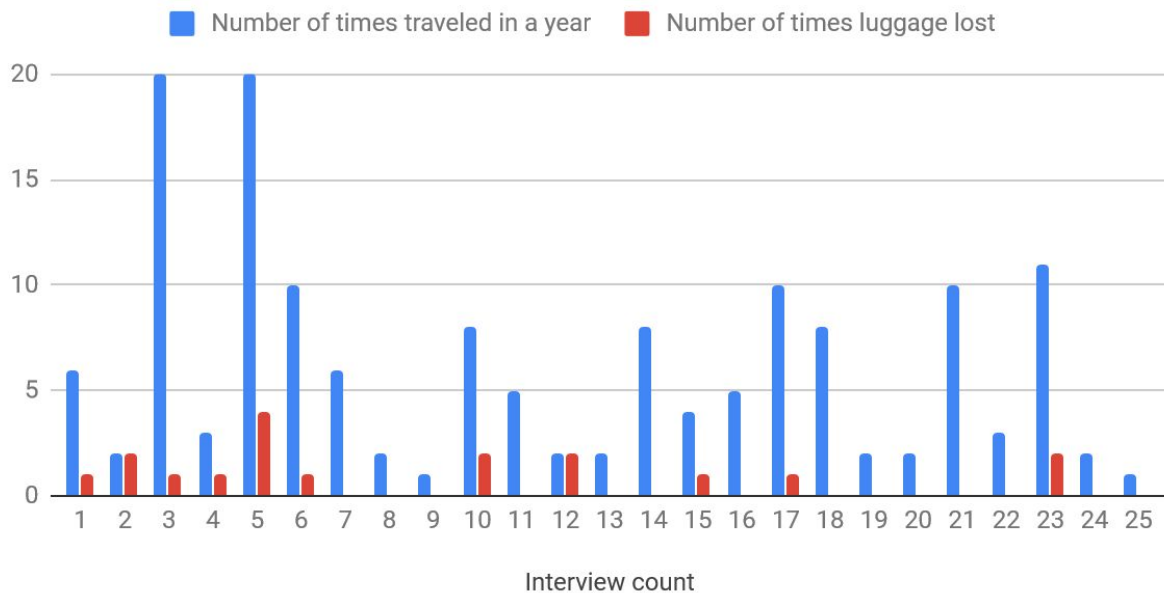
On a scale of 1 to 10, How confident are you about your luggage arriving at the destination?



What kind of trips do you generally take? Work, Family, Vacation, etc



Number of times traveled in a year and Number of times luggage lost



Q1. On a scale of 1 to 10, How confident are you about your luggage arriving at the destination?

Group Member 1: Hemanth Lakshman Raju

Notes 1: 5

Notes 2: 9

Notes 3: 7

Notes 4: 5

Notes 5: 8

Group Member 2: Jui Ashinkar

Notes 1: 8

Notes 2: 5

Notes 3: 5

Notes 4: 6

Notes 5: 6

Group Member 3: Yinyin Ye

Notes 1: 7
Notes 2: 8
Notes 3: 7
Notes 4: 9
Notes 5: 8

Group Member 4: Prajwal Parlawar

Notes 1: 8
Notes 2: 5
Notes 3: 7
Notes 4: 8
Notes 5: 6

Group Member 5: Vinayaka

Notes 1: 9
Notes 2: 10
Notes 3: 6
Notes 4: 10
Notes 5: 9

Q2. What kind of trips do you generally take? Work, Family, Vacation, etc

Group Member 1: Hemanth Lakshman Raju

Notes 1: Mostly Work, But I go with my family once in a while.
Notes 2: Work
Notes 3: Work
Notes 4: Only when I want to take a long Vacation.
Notes 5: Family mostly. Sometimes work.

Group Member 2: Jui Ashinkar

Notes 1: Work
Notes 2: Family
Notes 3: Family
Notes 4: Vacation
Notes 5: Work

Group Member 3: Yinyin Ye

Notes 1: Vacation
Notes 2: Work
Notes 3: Work
Notes 4: Vacation
Notes 5: Work

Group Member 4: Prajwal Parlawar

Notes 1: Education

Notes 2: Vacation

Notes 3: Work

Notes 4: Education

Notes 5: Vacation

Group Member 5: Vinayaka

Notes 1: Work

Notes 2: Vacation

Notes 3: Work

Notes 4: Work

Notes 5: Family Vacation

Q3: On an average, What is the number of bags you normally check-in when you are traveling.

Group Member 1: Hemanth Lakshman Raju

Notes 1: 2

Notes 2: 1

Notes 3: 1

Notes 4: 2

Notes 5: 2

Group Member 2: Jui Ashinkar

Notes 1: 1

Notes 2: 2

Notes 3: 2

Notes 4: 2

Notes 5: 2

Group Member 3: Yinyin Ye

Notes 1: 2

Notes 2: 2

Notes 3: 1

Notes 4: 1

Notes 5: 2

Group Member 4: Prajwal Parlawar

Notes 1: 2

Notes 2: 2

Notes 3: 2

Notes 4: 1

Notes 5: 2

Group Member 5: Vinayaka

Notes 1: 1

Notes 2: 1

Notes 3: 1

Notes 4: 2

Notes 5: 2

Q4. On an average how many times do you travel in a year? Did you lose your luggage while you were traveling? If yes could you claim your insurance/reimbursement? If yes how long did it take?

Group Member 1: Hemanth Lakshman Raju

Notes 1: I would say about 5-6 times a year, I lost my luggage once this year, yes, it took them about 4 days to get it back to me.

Notes 2: Not much really, twice maybe, no.

Notes 3: Quite a bit for work, say 20 times a year. Ya, they did reimbursement per day. It took more than a month to get the cheque though.

Notes 4: Only vacations, so about 2-3 times. Once long ago. No. I got it back in 2 days though.

Notes 5: I travel a lot, 15-20 times a year easily. Yes, that's happened to me 4 times. Yes. It took a couple days to get my suitcase. Once they gave me a cheque after 2 months.

Group Member 2: Jui Ashinkar

Notes 1: 7 to 10 times a year ; yes had lost my luggage once ; took 3 working days to get it back

Notes 2: 5 to 6 times a year ; No haven't lost any luggage yet

Notes 3: 1 to 2 times a year ; No haven't lost any luggage

Notes 4: Once a year; No haven't lost any luggage

Notes 5: 5 to 8 times a year ; yes had lost my luggage twice ; took 2 working days to get back ; and some of the valuables were damaged

Group Member 4: Prajwal Parlawar

Notes 1: 4-5 times, no not yet

Notes 2: Twice, yes my baggage was left behind and it took a 7-10 days to get it back

Notes 3: Twice a year and no i havent lost my baggage till now

Notes 4: 7-8 times and luckily never had an issue.

Notes 5: 3-4 times a year. Yes, I lost my luggage last year with all my winter clothes and shoes in it. I had the baggage insurance but took more than 2 weeks to get things going. I had to buy all of the winter clothes again.

Group Member 3: Yinyin Ye

Notes 1: 3-5 times, no, never happened

Notes 2: 8-10 times, happened once, baggages was delivered to home on the second day

Notes 3: 8 times, no, haven't lost luggage yet

Notes 4: 1-2, no, no luggage lost issue

Notes 5: 1-2, no, never have luggage issue

Group Member 3: Vinayaka

Notes 1: 8-10 times mainly for work, no

Notes 2: 2-3 times, no

Notes 3: 10-11 times mainly for work and once or twice a year on vacation, yes twice, baggages were delivered to home within 2-4 business days (very inconvenient)

Notes 4: 2, no

Notes 5: 1, no have never had any luggage issue

Q5. Do you use any device to keep track of your luggage. What are the features and advantages of this method?

Group Member 1: Hemanth Lakshman Raju

Notes 1: No, but I'd love to use an app for tracking.

Notes 2: No

Notes 3: No

Notes 4: Yes, I use an app, but it just tells me I have lost my luggage before they do. Haha.

Notes 5: No

Group Member 2: Jui Ashinkar

Notes 1: Yes, it make it easier and saves time to get to my luggage

Notes 2: No

Notes 3: No

Notes 4: No

Notes 5: No

Group Member 3: Yinyin Ye

Notes 1: No

Notes 2: No

Notes 3: No

Notes 4: No

Notes 5: No

Group Member 4: Prajwal Parlawar

Notes 1: No, but love to

Notes 2: No

Notes 3: No

Notes 4: Yes, it sends a message about my baggage being loaded

Notes 5: No

Group Member 5: Vinayaka

Notes 1: No

Notes 2: No

Notes 3: Yes, saves time when you know your luggage is lost experienced it twice

Notes 4: No

Notes 5: No