

## **HW 5-Team: Customer Development**

Team Number and Name: 12 Trackers

### **List Your Three Target Customer Segments:**

Segment 1: Business travelers

Segment 2: Tour groups/ Tourists

Segment 3: Families

### **Where will you find them?**

Place 1: Airport

Place 2: Coffee Shop

Place 3: Local train

### **Write your customer interview questions.**

Q1: What measures do you take to avoid losing your luggage during your travel?

Q2: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

Q3: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

### **Get out of the building to validate your problem is real!**

#### **Team member name: Hemanth Lakshman Raju**

Interview Notes:

#### **Interview 1: Family**

Christine is a 36-year-old mother of two. She was sitting next to me with her kid during my commute in the local train. The interview was conducted in person.

Q: Tell me about your family. What is your occupation?

A: I am a stay-at-home mom. I have two kids 6 and 8, and my husband works as a manager at a Hotel.

Q: How often do you take a flight together? The whole family.

A: Quite a bit. We take the kids to visit their grandparents. We also take the kids to Disneyland and things like that.

Q: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

A: Yeah! One time one of the kids' suitcases was lost by the airline when we were going to Disneyland and the airlines said they would deliver it to us. We got it two days later. My daughter was crying because she couldn't wear her princess dress.

Q: What measures do you take to avoid losing your luggage during your travel?

A: Erm, What can you do actually? I don't know. I just hope it reaches me when I get down. I lock it up and put a bright sticker on it with my phone and address n stuff.

Q: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

A: Hahaha, 50-50. I get really anxious sometimes because my pills are in there and they cost a lot of money.

## **Interview 2: Business Traveler**

Jason is a 42-year-old Businessman. I met him at the airport security check. He had his jacket in one arm and had his laptop out. The interview was conducted in person.

Q: It looks like you must be travelling for work. What is your occupation?

A: I work in field operations. My job is to go to our potential customer and present our product to them and hopefully close a deal.

Q: How often do you travel for work? How long are your trips on an average?

A: My work is basically travelling. My meetings are just a couple hours but they are all over the country, sometimes outside too. On an average, I would say my trips are about 2-3 days each.

Q: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

A: Absolutely, many times. It's a pain. They have had to ship my luggage back home because I wouldn't be at my destination for 24 hours. They usually reimburse you for it but I'm usually on a tight schedule, so I really don't have the time to go buy deodorant, you know? And wearing the same clothes for the next few days, unhygienic! Especially for meetings on consecutive days. That's quite embarrassing.

Q: What measures do you take to avoid losing your luggage during your travel?

A: These things happen. I would love to pack light, but I have all the essentials in my carry-on and an extra shirt and tie. I can't risk it.

Q: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

A: Like I said, I do not risk it. I am totally prepared. I feel lucky if I get my luggage at the carousel. You know that sigh of relief when you see your bag approaching?

### **Interview 3: Tourist**

Karan is a 23-year-old college student. I met him at a coffee shop nearby. The interview was conducted in person.

Q: What is your occupation?

A: I am a master's student. I study Computer Science. I am interning at a software company.

Q: Do you travel a lot?

A: I love travelling, I usually plan a trip with my friends on all long weekends.

Q: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

A: When I was coming to the US for the first time from India, they lost my luggage during transit. I got an e-mail when I landed that my luggage is still in the other location and they would deliver it to my address. I didn't have much money and it was very cold when I landed. I had to buy a jacket, boots, gloves etc. which were very expensive and also, I already had it in my suitcase, so I thought it was better to wait. They took 3 days to get me my luggage finally. In the meanwhile, I bought a cheap pair of boots, jacket and gloves because they were very necessary. They only reimbursed me 50\$. That too took more than a week.

Q: What measures do you take to avoid losing your luggage during your travel?

A: I have a ribbon for identification. I also have a name tag with contact details.

Q: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

A: I would say, 60-70%. I am always scared that it might happen again. I don't keep any valuable item in my suitcase, only clothes.

### **Team member name: Jui**

Interview Notes: Isha Shetty

21, Student, Coffee Shop

Q1: What measures do you take to avoid losing your luggage during your travel?

- I Make sure I have my name, address label and contact information on my luggage.

Q2: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

- Yes, I have lost my bag once and this was a very bad experience I was travelling alone and for first time it caused a lot of panic and there was waste of time I had to be in long que of baggage claim

Q3: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

- I am quite confident about my luggage when I travel with big reputed airline. However we can never be 100% sure about our belongings reaching along with us on the very same plane.

Hsin Yu Soo

35, Executive Assistant, Airport

Q1: What measures do you take to avoid losing your luggage during your travel?

- To Avoid losing my luggage I use my company provided name tag which has all my necessary information as well as my company information and I normally travel for work purpose only so I make use of the official tags.

Q2: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

- I have not personally come across this experience but I know one of my close friend her luggage was misplaced and left at the airport from where she had taken a connecting flight to her final destination and then there was this ton loads of paperwork and waiting time to retrieve her bags. She almost got her luggage after three days.

Q3: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

- To be honest as I always take a reputed airline, I feel pretty confident about my luggage security. Haven't had a bad experience yet.

Trevor Alvares

27, Artist, Airport

Q1: What measures do you take to avoid losing your luggage during your travel?

- To avoid losing my luggage I place my itinerary and contact information inside my luggage. Being an artistic I visit many places or be on tours so in case if there is any misplacement, they can have my location and contact information.

Q2: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

- Yes, I have had this experience earlier, my luggage was lost during one of my tours. However, the airport authorities were quite cooperating and provided full support for sending my luggage to my current location.

Q3: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

- Frankly speaking I am not very confident on this. I feel apprehensive about my luggage reaching on time along with me at my destination. Being an artist I often carry valuable artwork I wished to have a mechanism where it allows me to know my luggage is safe and on board

Mr Bob Mayers  
40, Tour Manager, Aiport

Q1: What measures do you take to avoid losing your luggage during your travel?

- To avoid losing luggage for our group we always try to have an early check in to avoid last minute hassle. Also we have out personalized name tag batch that we provide to our travelers. We normally ensure we have our representative at our every stop to ensure smooth experience of travel.

Q2: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

- Yes, we have had few such experiences where the luggage was misplaced. I recollect once such bad experience where a family travelling for the first time had lost their luggage and was received by them after 5 days where few of their valuable items were missing which were never retrieved. We tried reporting on this, but all the efforts were in vain.

Q3: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

- Truth to be told we can never be very sure about our travellers' luggage. As we take tours, we have a huge group so to keep track becomes difficult. However, with the early check in and unique nametags can reduce the misplacement of luggage but can't always guarantee your luggage will reach along with you at your destination.

Summary:

As a part of our project I interviewed four different individuals who represent different demographics of our population. Isha Shetty (21, Student, Coffee Shop) ; Hsin Yu Soo (35, Executive Assistant , Airport); Trevor Alvares (27, Artistic , Airport); Mr Bob Mayers (40, Tour Manager , Airport)

I chose these sample set to get us clear outcome and complete the survey.

I found out that the common practice our interviewees follow to avoid losing their luggage is to have a unique name tag, to do an early check in, to keep ones itinerary and contact inform inside the bag, keep photos of you bag to make the identification and clamming of the luggage easy, in case of any expensive articles will prefer to ship the article rather than carry it along the journey.

Few have had a bad experience when they has lost their luggage there was loss of precious time, lot of paper work was involved, there is a panic among the travelers as they are left with no belongings, few of them experiences missing articles from their luggage even some of them were damaged. Overall there is an unpleasant situation where in there is minimum of two to three days of delay in receiving back the luggage.

All our interviewees claimed that they can never be 100 % sure about their luggage.

They lack the confidence whether their bags have made it into the same plane as they have. First time travelers or regular traveler everybody are somewhere apprehensive about their luggage being misplaced.

**Team member name: Prajwal Parlawar**

**Interview Notes on Ritika Nevatia.**

Ritika is my friend from undergrad and is a student at Stony Brook University in New York.

Interview type: On text

Hey Ritika, how are you? I recently read a post about your baggage problem would you mind answering some of the questions I have for my project.

Ritika: Definitely, and I am doing good, I just want my luggage back haha!

Q: When did this happen and where were you travelling to?

Ans: It happened on 28<sup>th</sup> January, I was travelling from Mumbai to Newark getting back to my university after visiting my parents for the break.

Q: So, when you lost your baggage during your trip, what problems did you face in that situation?

Ans: Well, I was waiting for my luggage at the belt and my luggage was nowhere to be seen for an hour or more. I contacted the officials after the flight number changed for the conveyer belt, they informed me that my luggage was not loaded along with many others. I had no clothes with me- just one laptop bag. I asked them when will I get my luggage back, they took my baggage tags and gave a receipt and was told that they will be delivered to my dorm. I was also given a phone number to contact in case of emergency.

Q: Knowing that you still didn't get the luggage back, can you tell me what measures you took after the loss?

I contacted the airport officials several times via emails with utmost patience and was unsuccessful, also tried calling they answered after 20 minutes informing me that they still don't know the status of my luggage. I tried complaining on social media and also been to the airport to get some update which costs me 80\$ and a day of classes as it takes 3 hours to reach. I am buying winter clothes which are already in my luggage.

Q. What measures do you generally take to avoid losing your luggage during your travel?

Ans: Generally, I attach a bright colored cloth to it and hope it shows up at the end. Now, I feel I need some kind of a secret tracker in my bag.

Q: Once you check your bags in at the departure, how confident are you that your luggage will arrive at the destination?

This incident had made my confidence go low, but I would always be nervous that what if I luggage goes missing. I would say 40% confident that it will show up.

### **Interview Notes on Vishal Nayak**

Vishal works at Wayfair as a Coop, I met him at the squash buster and we had played a couple of rounds.

Interview Type: In Person

Q: What course are you enrolled in at Northeastern?

Ans: I am in Data Analytics at CPS. I am working at Wayfair as a Coop.

Q: That's great, can you answer some random questions I need for my project?

Ans: Yeah, sure. Happy to help!

Q: What measures do you take to avoid losing your luggage during your travel?

I always insure my luggage for my travel with any insurance company that airline provides and if my luggage goes missing, I can claim with the insurance company.

Q2: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

Ans: I did not lose my baggage, but it got delayed, they told me my baggage is delayed and will arrive later and gave an estimate of 2 days. My baggage had all winter clothes which were needed for me to step out of the airport as the it was freezing outside. I had to claim the baggage incident with the insurance company, to push them to work on it but it still took a while to settle. Had to buy stuff again at a higher price than what I bought from my country.

Q3: After you check your bags in, how confident are you that your luggage will arrive at the destination?

Ans: I am confident only if I travel by a reputed airline.

### **Interview Notes for Akshay Gujarathi**

Akshay is a full-time student at Northeastern studying Supply Chain Management. He was travelling with me in the train.

Interview Type: In Person

Q: What measures do you take to avoid losing your luggage during your travel?

Ans: Well once you checking-in at airport and get your boarding passes you have got no control over the check-in bags you can only take care of the cabin/laptop bags which are there with you. In spite of that it is of utmost imp to take care of the tags which have the barcode/id numbers on our check-in bags. I generally write my phone number and address on the tags given.

Q: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

So, this was the first time I was travelling from India to some other country, and none of my roommates were in Boston as I was the first to arrive. My flight was delayed by 36 hours due to Engine Failure in Bombay itself, and that caused this baggage issue. One of my bags wasn't loaded at the connection and later they informed me that it was in Paris and will reach in a couple of days. It was a hassle as I didn't know anyone here and my bag had clothes and food in it. Fortunately, I divide my clothes in all the bags in case such incidences happen.

Q3: After you check your bags in, how confident are you that your luggage will arrive at the destination?

Honestly, I always hope and am pretty confident that they show up at the end, but sometimes I am anxious about it. So, 50%

### **Team member name: Vinayaka Bhat**

Interview notes:

Interview 1: Train station

Name: Samuel

Q1. What is your occupation? How often do you travel in flights and also travel in general?

Ans: I am Auditor. I travel in flights a couple of times a year and travel very often in general.

Q2. What measures do you take to avoid losing your luggage during your travel?

Ans: Used a marker to identify the luggage & used a sticker

Q3: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

Ans: Had lost his luggage, and the issues he encountered were: reporting that the luggage was lost and filing a complaint with travel insurance company

Q4: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

Ans: Very confident that luggage will arrive at the destination.

Interview 2: Gym

Name: Luke

Q1. What is your occupation? How often do you travel in flights and also travel in general?

Ans: I am a PHD student. I travel in flights once every year and travel very often in general.



Q2. What measures do you take to avoid losing your luggage during your travel?

Ans: Pack efficiently to reduce the number of bags/luggage that one carries to avoid the risk of losing the luggage

Q3: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

Ans: Luggage was delayed by the airlines while traveling (did not lose his luggage), enquired with the airlines and got it delivered in 2 days

Q4: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

Ans: With Codeshare flights person is not confident and is very confident with single flights

Interview 3: In local train

Name: Natalie

Q1. What is your occupation? How often do you travel in flights and also travel in general?

Ans: I am a Nurse. I travel in flights three to four times a year and travel very often in general.

Q2. What measures do you take to avoid losing your luggage during your travel?

Ans: Pack efficiently and keep a sticker on the luggage to keep track of them

Q3: If you have ever lost your baggage during your trip or know someone who did, what problems did you/they have to face in that situation?

Ans: Luggage was delayed by the airlines while traveling (did not lose his luggage), enquired with the airlines and had two options: One to pick it up in 6 hours from the airport and two to get it delivered in 2 days at your preferred location. Chose to pick it up in 6 hours as she needed her travel bag ASAP.

Q4: After you check-in your bags, how confident are you that your luggage will arrive at the destination?

Ans: With Codeshare flights person is not confident and is very confident with single flights

**Team member name: Yinyin**

Interview Notes: Q1: 1 always have eyes on the luggage or bags.

2 make some unique mark on luggage or bags.

3 keep safe of the luggage stickers that you receive from the airlines

Q2: 1 no one

2 contact airport office to get the exact information of the luggage

3 go to the luggage office and arrange time for missing luggage delivery

Q3: 1 very confident

2 fairly confident, only happen once

3 very confident, even the luggage wasn't arrive in time, the airport can still track the location of the luggage

It seems many people trust airports can handle missing luggage issue and they do not pay attention on missing luggage issue. Does that mean our market will be very limited?