The **worst** place on earth.
A little happier?
10 hours
4 airports
30 passengers
4 airline employees
3 baggage handlers
2 airport executives
When were people actually not happy?

How Happy?

- Predicted
- Actual

- Walk to baggage
- Look for screen
- Read screen
- Find carousel
- Jostle for position
- Wait
- Identify bag
- Lift bag
- Carry out

Fictitious Data
Expectation vs. performance gap.

Oliver (1980)
The baggage alarm rings 2 mins before the 1st bag comes
We maximize.
“Deciding where to stand, is like preparing for war”

– British Airways passenger
“One time I couldn’t lift my bag quick enough and I felt so embarrassed. You have to outsmart the belt.”
Every pain emotion is evoked.
When asked, only 15% of passengers could identify their plane by their flight number.
Baggage claim is the last hurdle until we reach meaning.
No control, at all.

“it is not sufficient to have more choice, we need to feel in control of these choices to be happier.”

“I have no control, at all. What if my bags are on a different continent?”
- American Airlines passenger
Looking for your bag?

See Baggage Information kiosks for details.
Not just the passengers.

What about the...

Airline employees?

Airport employees?

People picking you up?
“Airlines aren’t allowed to post signs, play music, add plants or decorate baggage claim”
- Baggage Claim Manager, Virgin America
#6  Lack of meaning. Can’t see impact.
Watch carefully.
We want it to take a long time.

The more time it takes, the most customers spend at duty free. We’ve done the match to prove it.

- Airport Executive
How can we make baggage claim a little happier?
Idea. Outsource to Fedex

Why? Adds control. Carves out area of incompetence. Lets you get to everyone you want to see faster.
Idea. 2-way webcam between baggage handlers and waiting passengers.

Why? Personalizes impact on both sides.
Idea. Add a splash of color!

Why? Aids least happy moment.
Idea. Luggage vending machine

Why? Adds control. Eliminates need to maximize. Lets you get to everyone you want to see faster.
Idea. RFID tag each bag. Send SMS of actual personalized ETA to passenger and friends waiting to pick them up.


Idea. Small rewards. Hand out sandwiches. Or martinis. Make the last touch point with the airline excellent.

Why? Seriously?