

## TPM1x - 1.1 - Case Schiphol

Welcome at Amsterdam airport Schiphol. One of the leading and most innovative airports in the world. My name is Wouter van Daal. I am manager of the development and innovation department. At the airport we are dealing with ongoing growth and we are planning a new terminal at the moment. And I am looking for new ideas and innovative solutions from a new generation of students who are doing this course.

So I want your ideas to make sure that our passengers have the best possible experience in this new terminal. Good luck.

Hi. My name is Elianne and you might recognize me from the previous movie, the introduction movie of this course. Currently I am doing a project at Amsterdam Airport Schiphol about the arriving experience of passengers.

During the year about 55 million people either arrive, depart or transfer at this airport.

So what actors might be important here? Think for instance about the airport itself, the airlines or the airport security. And what do these actors want? And how can you make these criteria measurable. Then connect these criteria and these elements in a causal diagram and derive innovative solutions and ideas from them. Good luck!