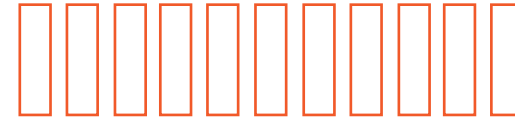
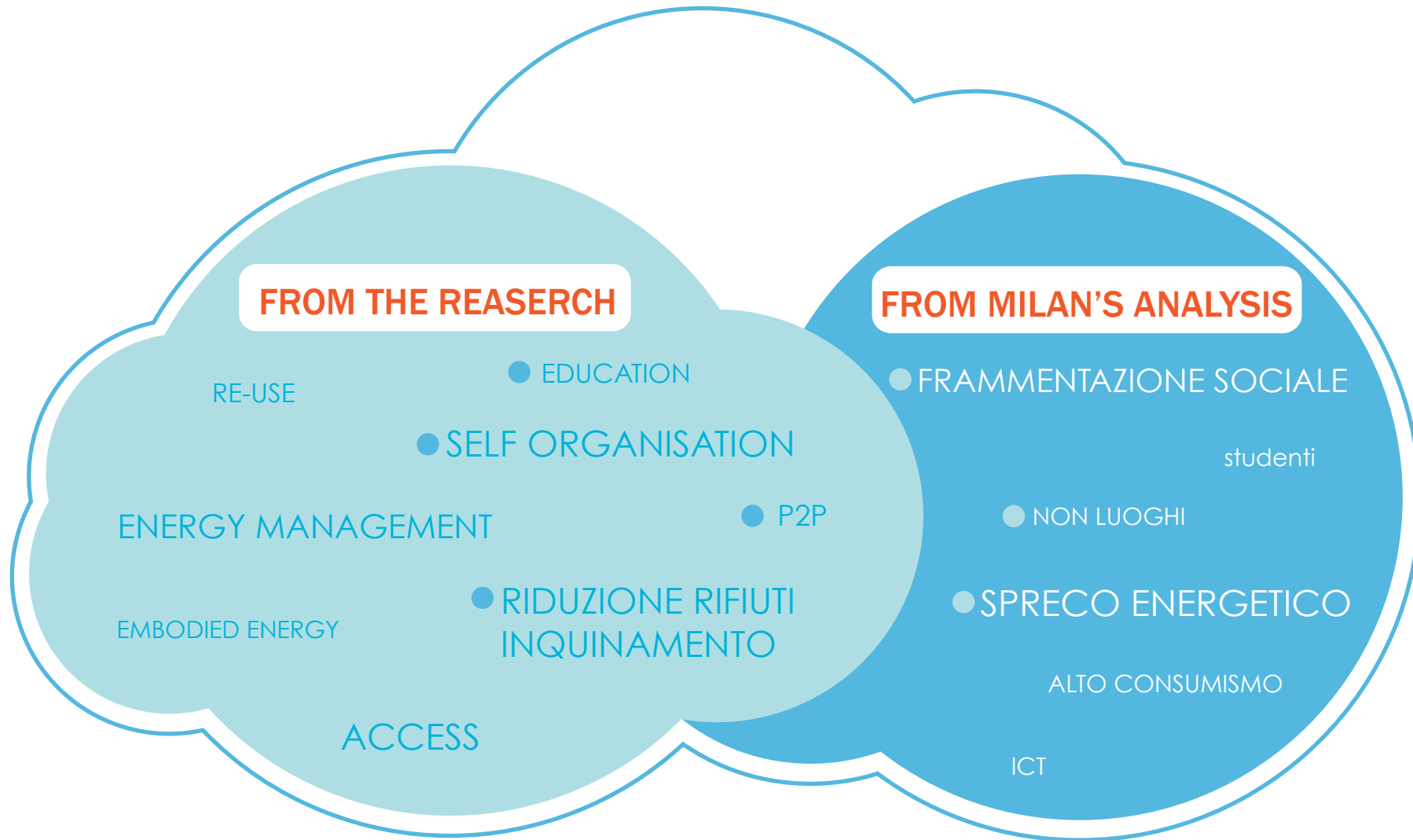
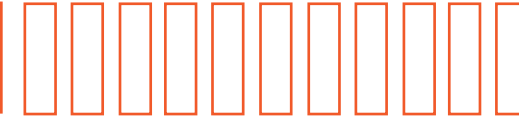
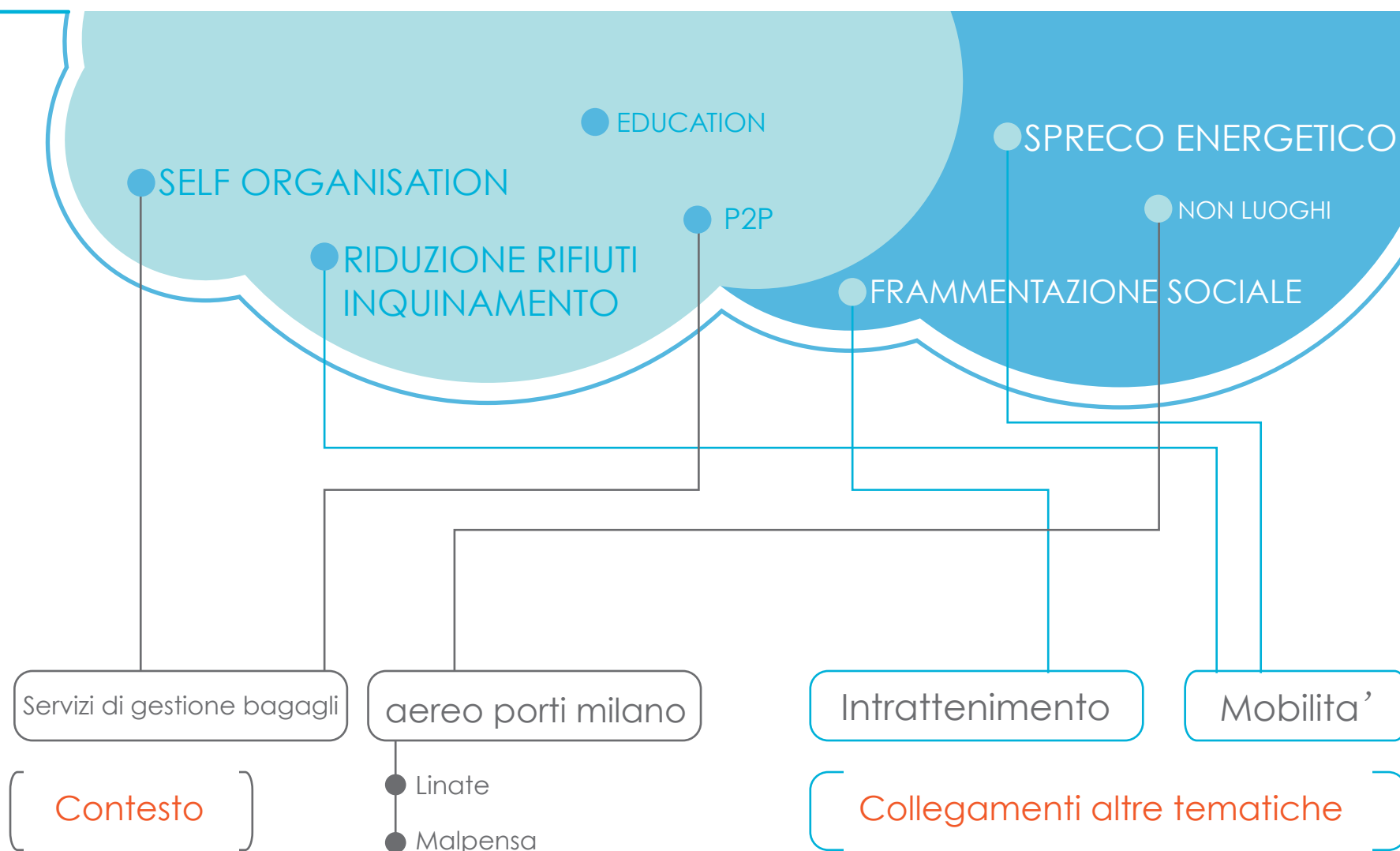


SAVE THE LUGGAGE

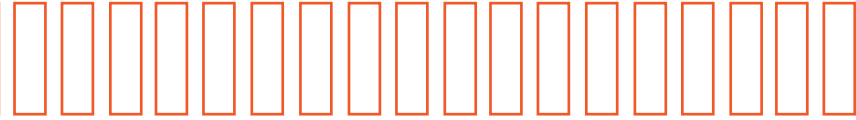


FROM TAG CLOUD TO THE CONTEST





SUGGESTIONS



● INCENTIVAZIONE AL MINOR SPRECO

- Low carbon lane
- CER
(crediti di emissione)

● SHARING\EXCHANGE BETWEEN PEERS

- Rent stuff
- Little luggage
- Skill sharing

● MAKE ACCESS TO BETTER WAYS OF DOING ST

- We are the traffic



- WHAT IF people of the same flight can share each other their free luggage's space in order to reduce CO₂ emissions of the flight optimizing it's cargo's efficiency and to create a moment of social aggregation?

MISSION OF THE SERVICE



- Abbassare le emissioni di CO_2 per volo aereo
- Responsabilizzare i passeggeri sul peso fisico e ambientale del loro bagaglio
- Favorire momenti di aggregazione sociale in un non-luogo di Milano

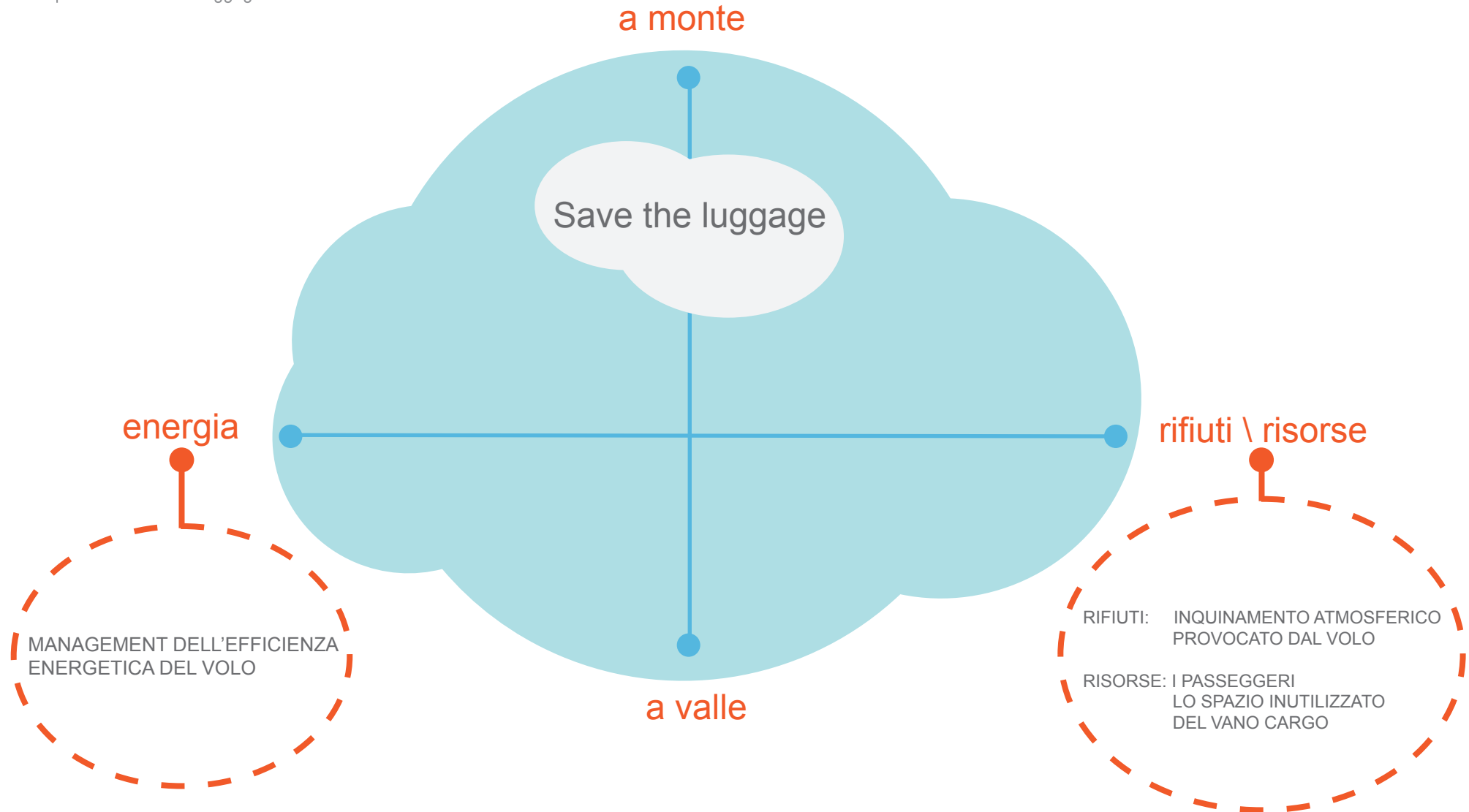
SPECIFIC CONTEXT'S RESEARCH

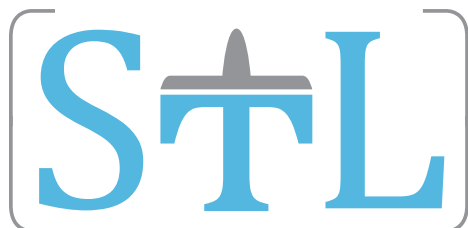


- SOLO DOPO IL CHECK-IN LE COMPAGNIE AEREE CONOSCONO IL **QUADRO CARICHI** DEL VOLO
- C'E' SEMPRE UNO SCARTO DI ALMENO **1 TON** IN SPAZIO NON SFRUTTATO NEL VANO CARGO
- LA PROPORZIONE ATTUALE TRA CARBURANTE E KG TRASPORTATI NEL VANO CARGO IMPLICA **96G DI CO2/H PER KG**
- UNA VARIAZIONE IN PESO NEL VANO CARGO ENTRO 1 TON NON INCIDE SUI CONSUMI DI CARBURANTE
- E' COSTUME TRA I PASSEGGERI CHE SI CONOSCONO **AUTO RIORGANIZZARSI TRA LORO** I CONTENUTI DELLE VALIGIE IN MODO CHE OGNUNA SIA ENTRO IL LIMITE DI PESO CONSENTITO

KEY POINTS

POSITIONING





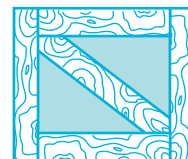
Servizio aeroportuale: save the luggage

SISTEM IDEA

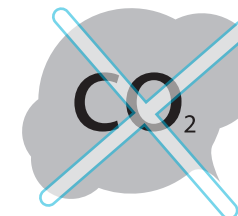


1 CREARE UN SERVIZIO ON-LINE DI ORGANIZZAZIONE BAGAGLI SOCIALMENTE ED ECONOMICAMENTE PREMIANTE PER I PASSEGGERI

3 SI ATTIVA COSI' LA POSSIBILITA' PER LA COMPAGNIA AEREA DI ORGANIZZARE LO SPAZIO RIMANENTE NEL VANO CARGO CON ALTRE MERCI



$\times n$



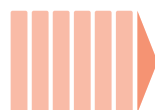
4 SFRUTTARE QUESTO SPAZIO RIMANENTE (ENTRO 1 TON) IMPLICA MAGGIOR GUADAGNO ECONOMICO PER LA COMPAGNIA E UNA RIDUZIONE, VANTAGGIOSA IN TERMINI DI EMISSIONI DI CO2, DELLA PROPORZIONE CARBURANTE / KG TRASPORTATI

2 TALE SERVIZIO ABILITA LA COMPAGNIA AEREA AD AVERE GIA' 12 ORE PRIMA DEL VOLO UN QUADRO CARICHI REALISTICO



utente

[Service idea]



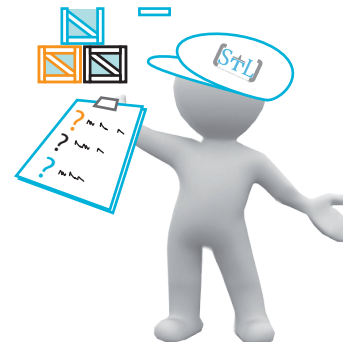
12 hours before



time to fly



compagnia aerea

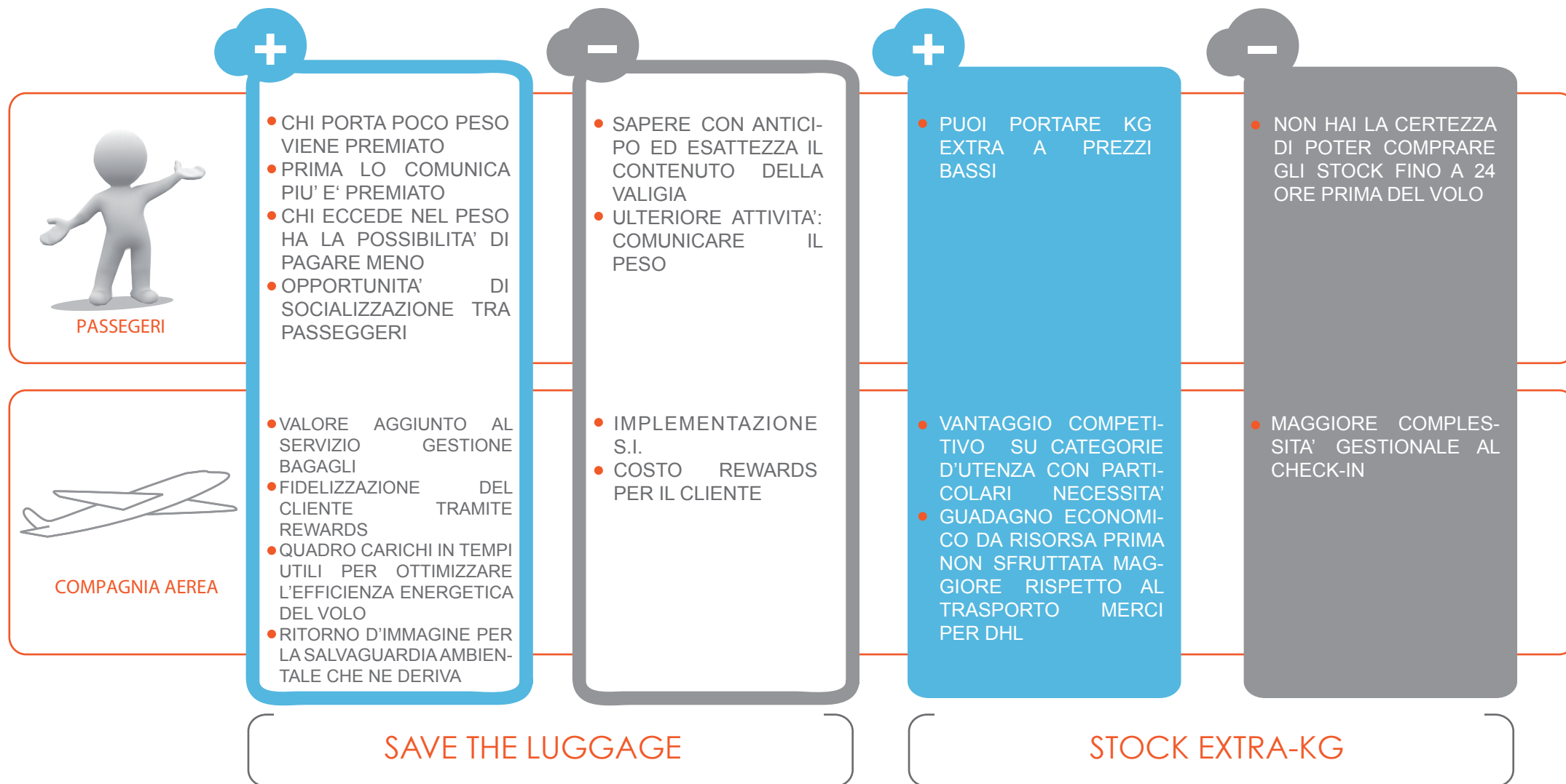




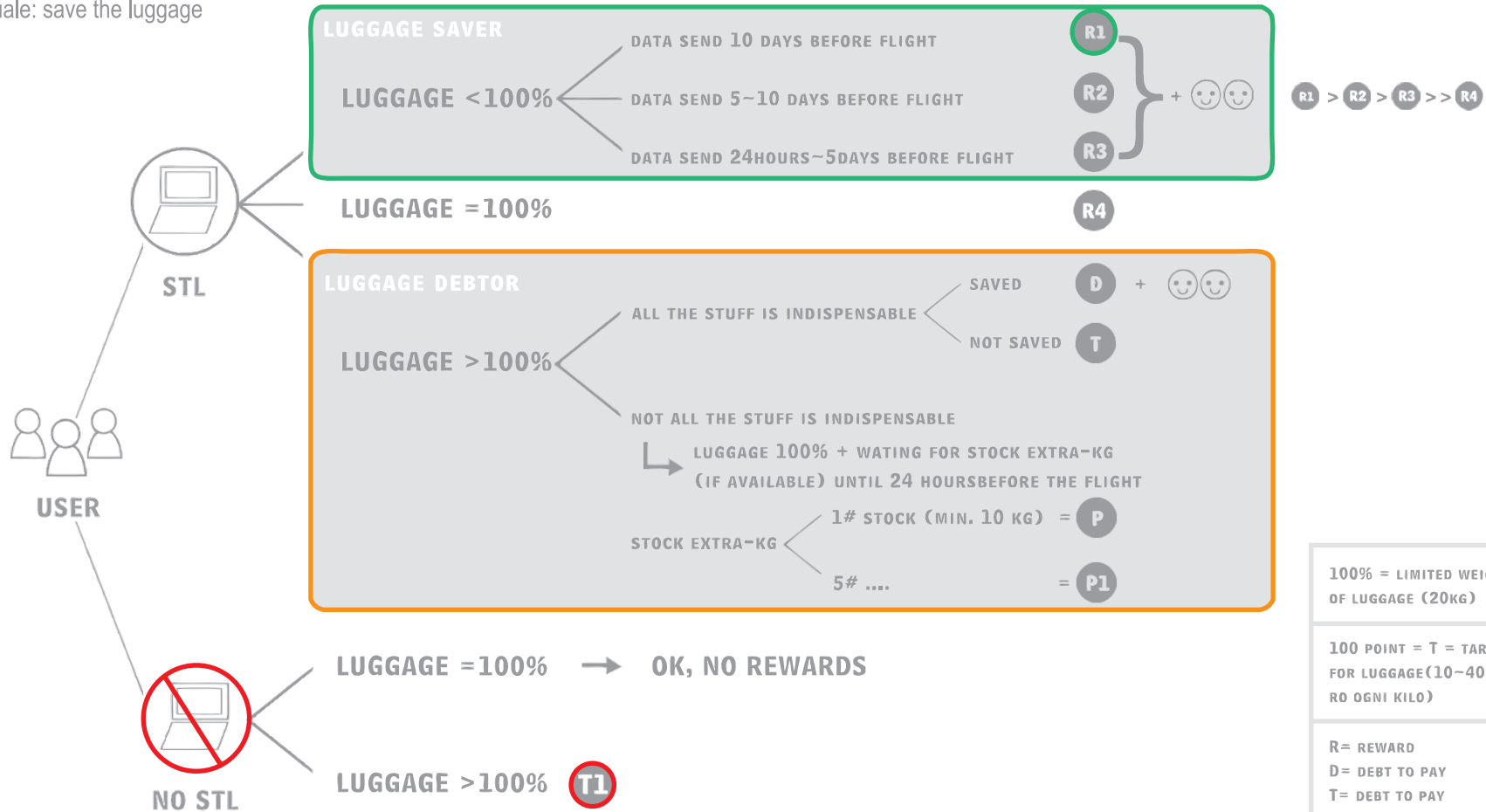
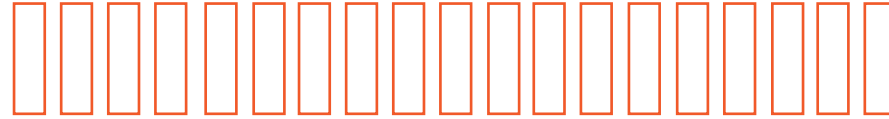
video

SAVE THE LUGGAGE

**STOCK
EXTRA-KG**



SERVICE VARIABLES



R1 = 10 POINT / K9 → REWARD FOR TAKING LITTLE LUGGAGE

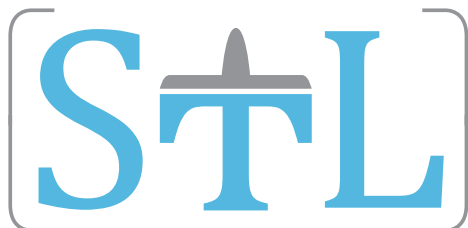
D = 90 POINT / K9 → REWARD FOR USING STL SERVICE

T = 100 POINT / K9

T1 = 130 POINT / K9 → SERIOUS DISINCENTIVE FOR NOT USING STL

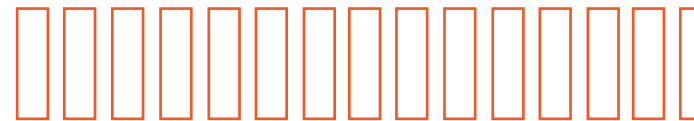
P = 50 POINT / K9 → REWARD FOR USING STOCK EXTRA-KG SERVICE FOR SPECIFIC NEEDS

P1 = 110 POINT / K9 → DISINCENTIVE TO THE USER WHO BUY MORE THAN 4 STOCKS

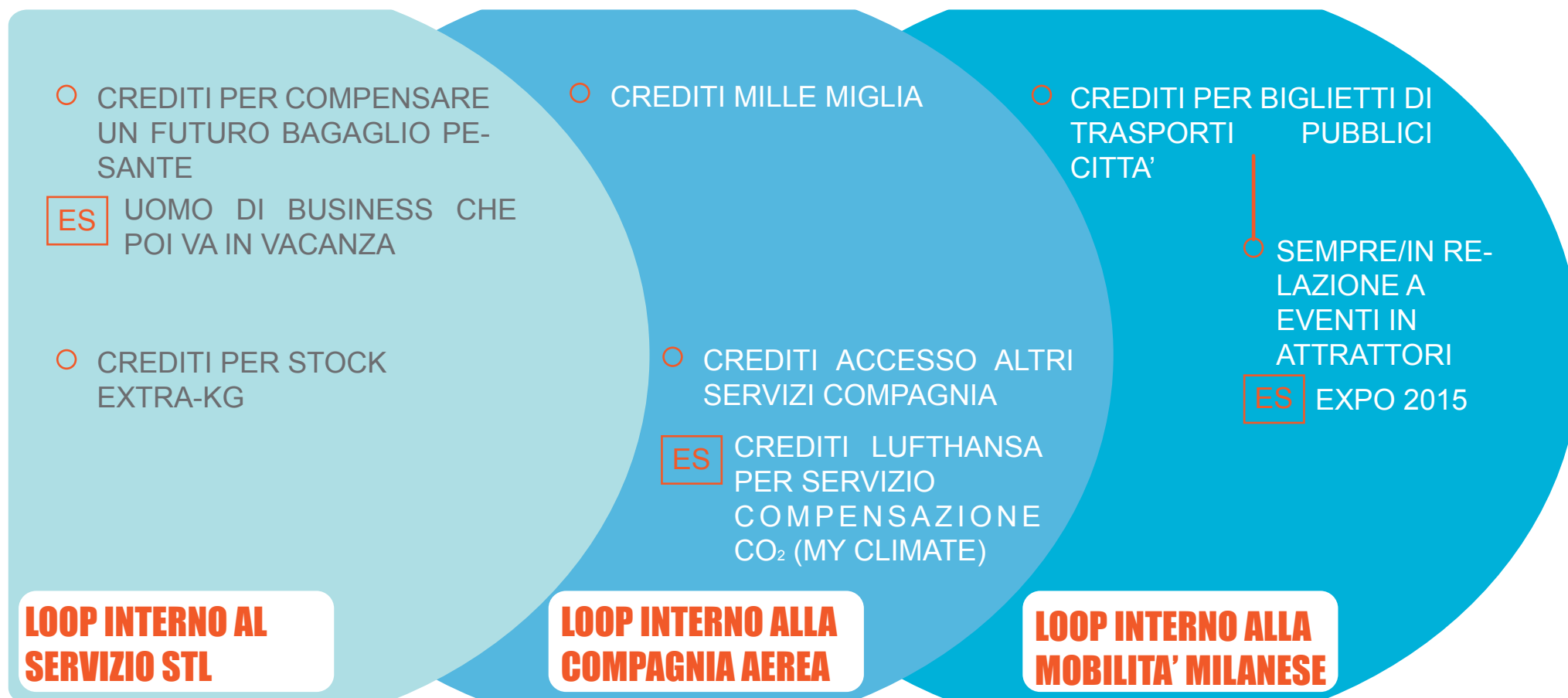


Servizio aeroportuale: save the luggage

USER'S REWARDS

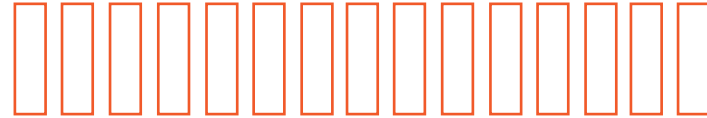


SCALA D'IMPATTO
COMPLESSITA'
VALORE



FIDELIZZAZIONE IMMEDIATA

USER'S REWARDS



▶▶▶ **Grazie**