

Airtag

Keep your bags safe and enjoy the journey.

Airtag is strong bond between users in the airplane and their luggages. Airtag reconnects the completely disconnected relationship between users and the luggages from departure to arrival of airplane. Airtag on the bag is connected with the phone, letting users know where their bags are. Users can check on their mobiles whether their bags are properly loaded in the

airplane they will board. Even after arrival, Airtag still connects users and theirs. It provides users with GPS service that prevents kinds of bad happening like luggage robbery and losing the bags while traveling. Airtag will hold up its end of it until users get back home safe with their bags!

The problem

About **43 million bags** are mishandled for 2 years.

2015-2016



About 23.3 million bags are mishandled only in 2015, and it's not different in 2016. Anyone who uses airplanes is under threat from missing bags. But we have no choice but to have our luggages checked and to pray for the safe arrival of them.

Nonetheless, the mishandling occurs everyday. What makes users who missed the bags messy the most is that they have no way to know where their bags are. Even before someone from the airlines come to help them, they cannot help waiting all day long. On average, it takes 2 days for missed bags to be back to their owners. Even courier service allows us to know the whole process from shipment in detail, why can't airport baggage still do this ?

How can we make the system better?



1. Provide users with information about their bags, **increasing quality of the service and their satisfaction.**

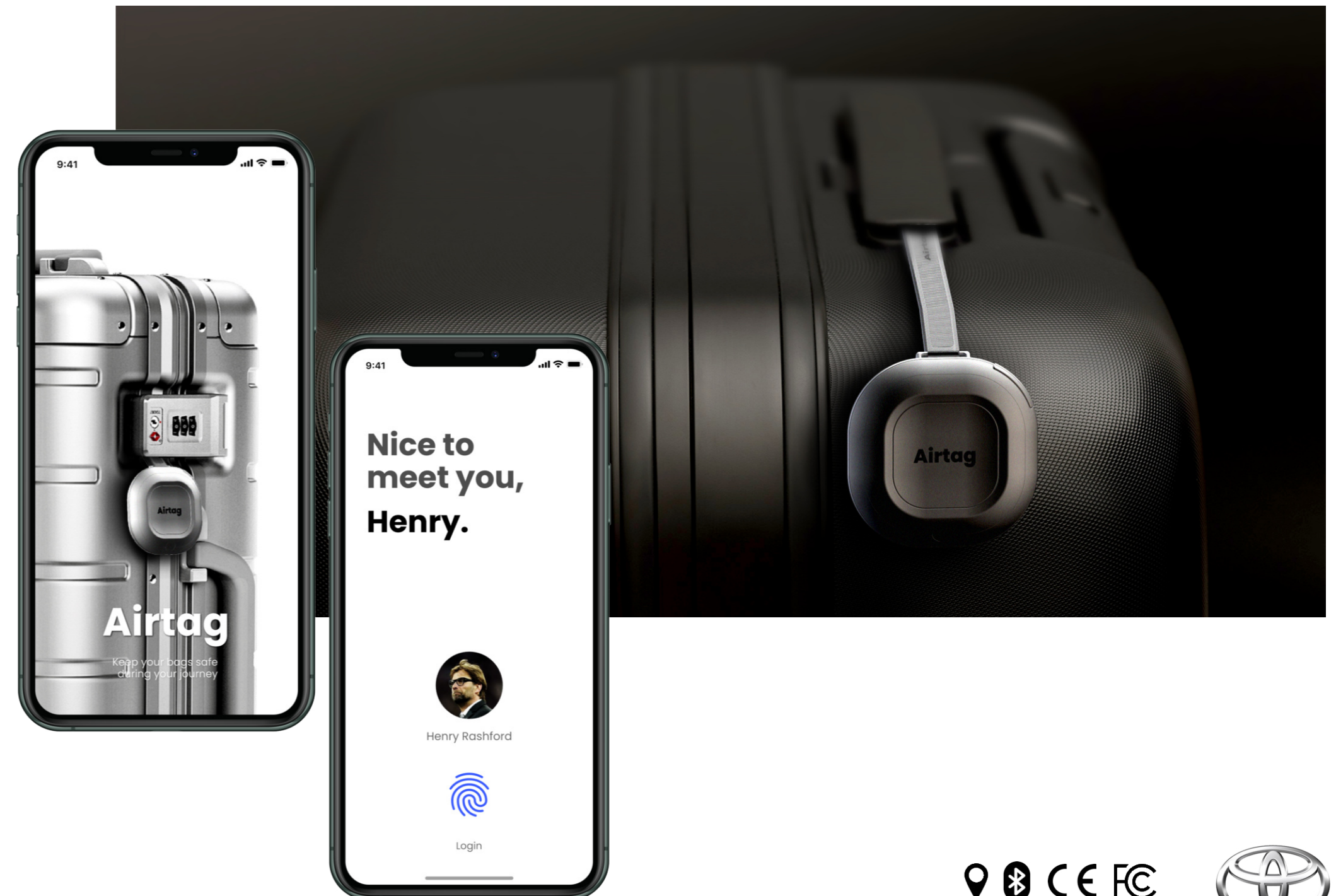
2. Even if the bags are mishandled, let users know what has happened and where the bags are, **relaxing them and make the happen better as soon as possible**

3. After successful arrival with bags, **giving users useful services for their journey.**

Airtag

A strong bond between Users and their luggages.

Airtag reconnects the completely disconnected relationship between users and the luggages from departure to arrival of the airplane.



The Scenario



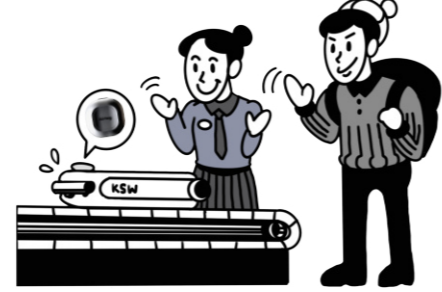
Rent the Airtag at airport.

Henry arrives at the airport and firstly rents the Airtag. An employee explains how to use briefly. He has to get it back when his journey is over. Airtag is going to be with him during his travel.



Connect your bags and the mobile.

Henry fastens the Airtag with his bag and put his boarding information on its app. Based on the information, Airtag will tell him if his bag is loaded in right airplane. After completing the connection, he checks his bag and says "See you soon."



Check a trunk through to destination.



Get ready to be on the airplane.

Although his bag is not near him, he can know where his bag is. Every-time the luggage passes through the designated points of distributing, Airtag sends him the pop-up messages including where the bag is. Any-where he is, whatever he's doing, he can check it on the mobile. After the luggage's successfully loaded in the airplane, the message tells him so that he can get on the airplane without any worries.



Get on the airplane.

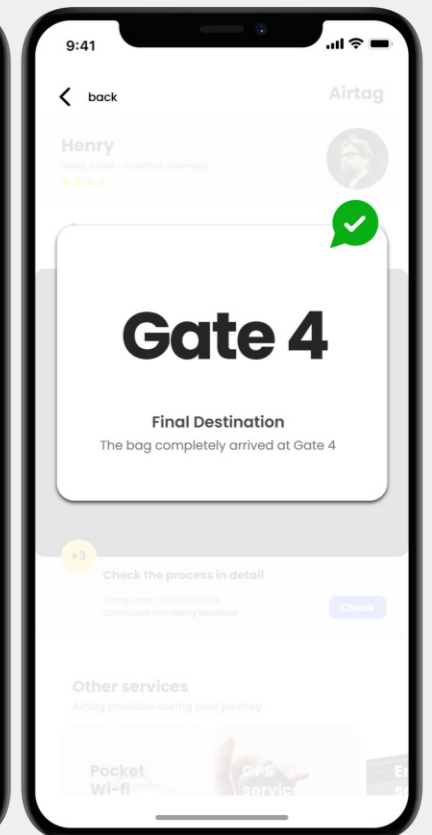
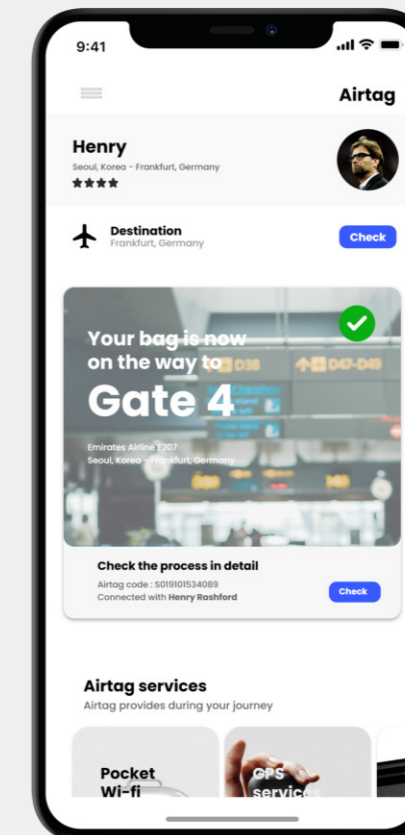
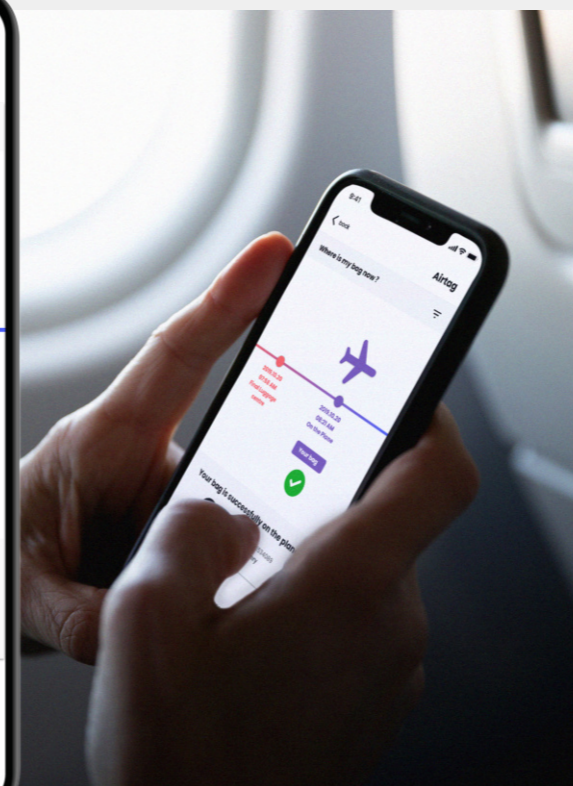
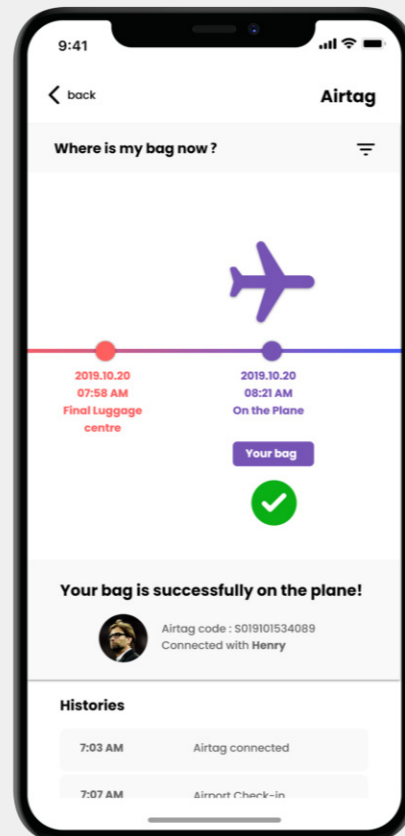
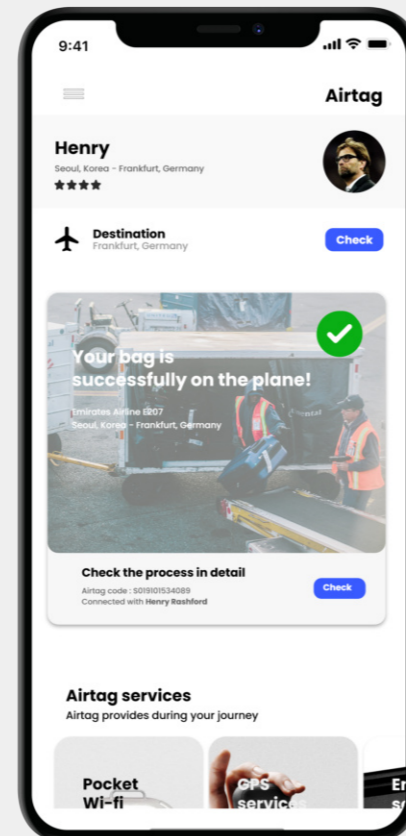
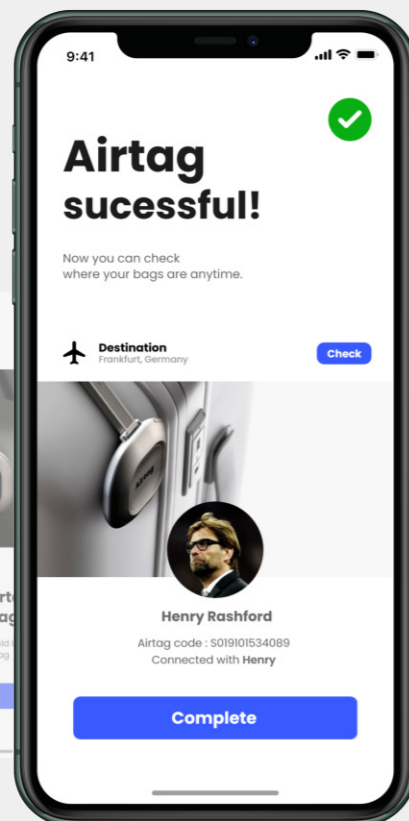
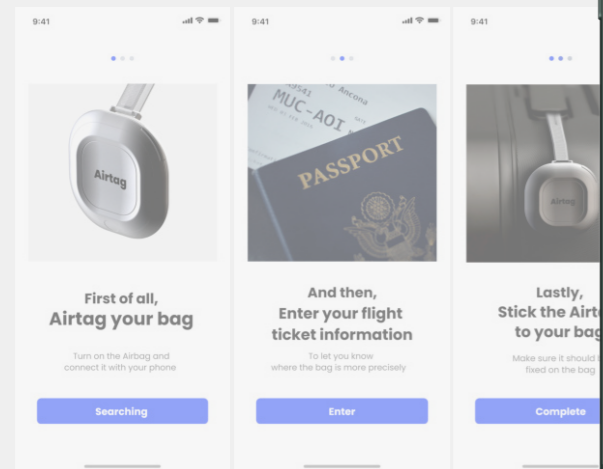


Go through immigration.

After the arrival, Henry gets the message that tells him which gate the bag comes out. Then, the thing left for him is to go get his luggage back. The point is that, Airtag relaxes the users, letting them know the exact information that they couldn't have known. Airtag is the strong bond between the users and theirs.



Get your bags back at the designated gate !

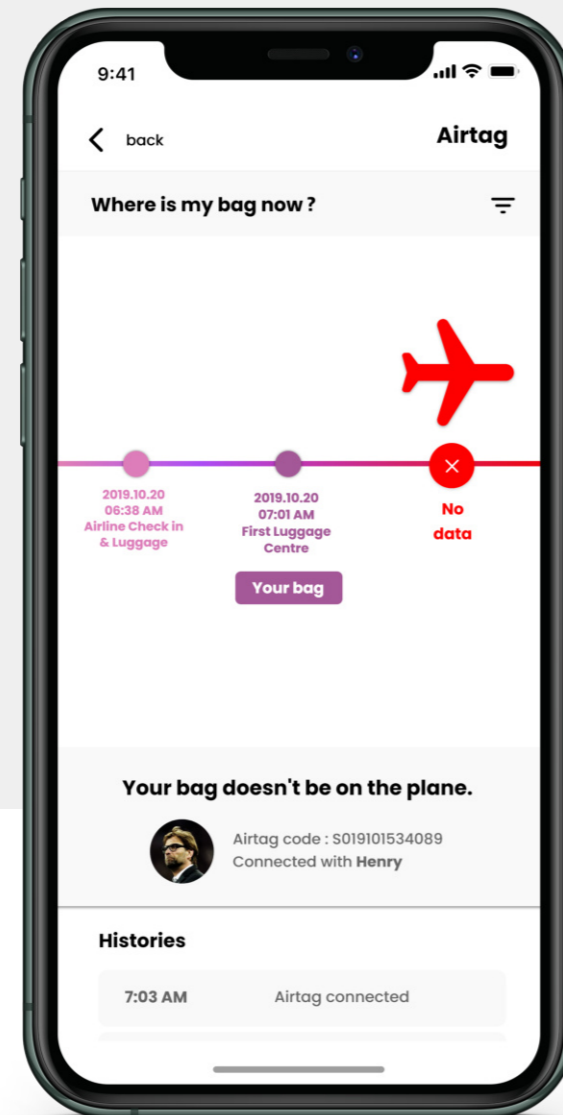
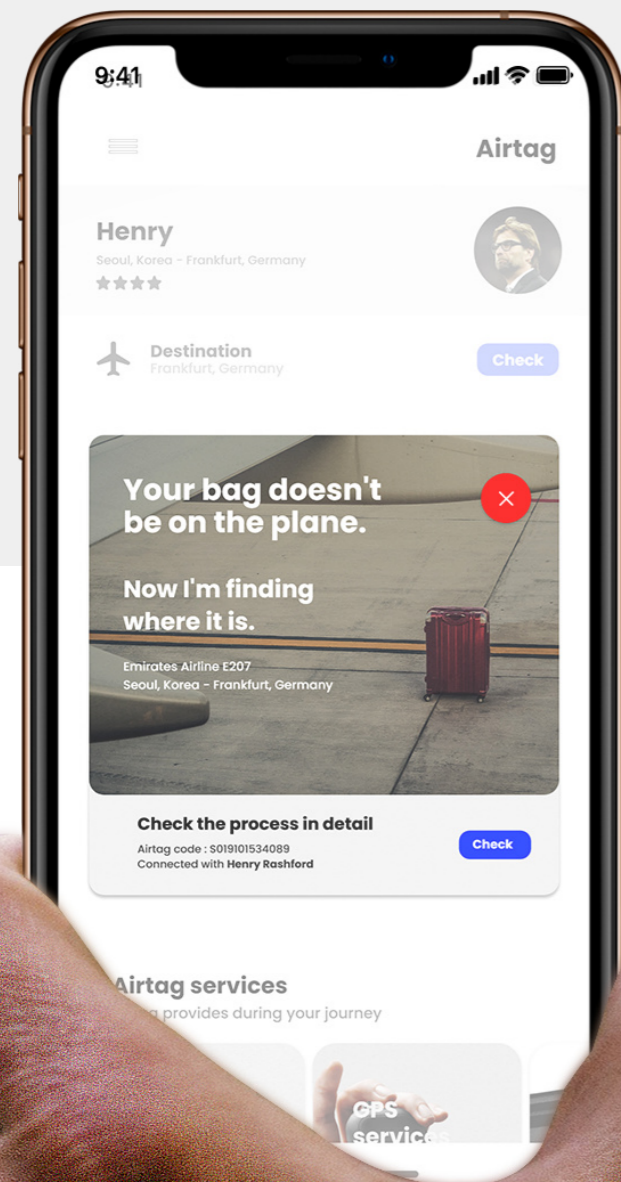


Oh god, Your bag is not on the plane!



Check it up on your mobile and know where the bag misses.

Airtag gives you infographic that tells where the bag is now. It's intuitive and so easy to check. Only touching the screen couple of times, You can know where the last point the bag goes through is.

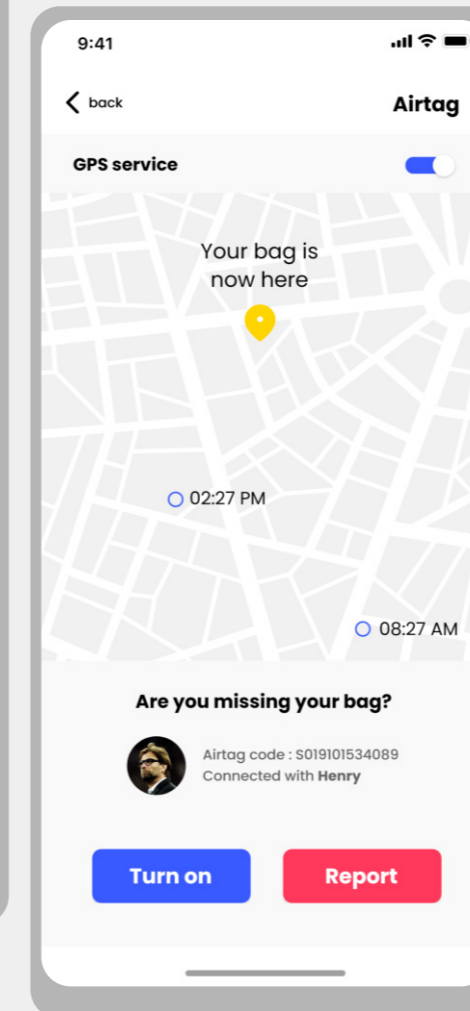
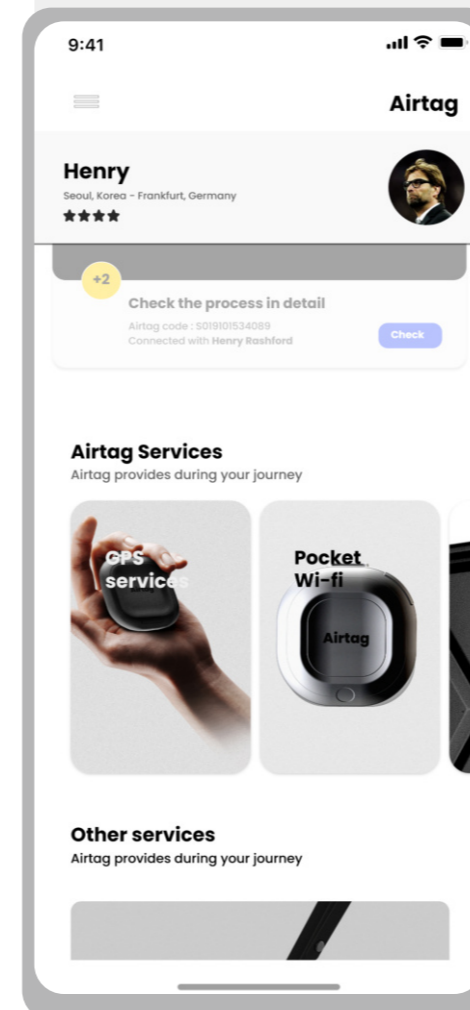


Airtag leaves the location data and sends it to user at every single point of distributing. Thanks for that, user can know where it is now quickly and get relieved. Without Airtag, users can't help waiting for the airline employee all day long until they come. It takes about 3 days to get the missing bag back and almost 30% of these are completely lost. Airtag will definitely decrease the time spent in finding bags and letting the users know.

Even after the arrival Airtag stills connect you and your luggage.

Check it up on your mobile and know where the bag misses.

Based on GPS services, Airtag connects the user and the bag not only in getting ready for the boarding, but also during the journey. You can track your bag's last location by the time.



Using this function, Airtag prevents kinds of bad happenings like luggage robbery, that can confuse the user.

In addition, Airtag provides you with wifi during the journey.

Airtag also function as pocket WiFi service. When the users move on with their bags, Airtag will be useful in various situations. WiFi is only allowed to the mobile connected with Airtag.

