



EXTRA HAND ON DEMAND

Service Systems Workshop | Fall 2015 | Ahn, Cook, Grado, Tashakorinia



***"Traveling with kids is like
transferring serial killers from a prison."***

- Jim Gaffigan



Why is traveling with kids so hard?



YOUR HANDS ARE FULL



Amy

"The backpack for her carseat is huge, its the size of another human, So I'm carrying that, Sylvia's Bag plus my own bag...What do you think will happen when Sylvia starts to run?"

Jennifer

"There are no easy ways around it. Not losing your kids, managing your luggage, keeping them all together without anyone to help you."

Cathy

"You forget that one thing (pacifier) and you're screwed. Your kid is going to go crazy."

Nicole

"Once we were on an international flight and another couple ran out of baby food. Thank god we had extra to give them. I don't know what they would have done if we weren't there."

THAT ONE THING YOU FORGOT



YOU ARE ON THEIR SCHEDULE



Jane

"It's all about planning your time down to the minute. We'll try to get to the gate early to get a seat. He will watch the iPad for a few minutes when he's bored with that he will get a toy, in the box it has to be in the box because it takes 10 minutes to open."

Nicole

"When your traveling with kids you're on their schedule. They have to eat and sleep at a certain time. It's like you're being held hostage."

MEET JULIA



Julia (32), Jason (4) and Sasha (2)
Orlando Airport after a week at Disney
Flight Delayed 2 hours



Julia finds a place to hunker down and tries to get Sasha settled while Jason starts to get antsy.

Julia realizes he's running low on snacks for Sasha and she does not want to deal with a cranky hungry baby on a 4 hour flight.



But she's not worried...



LUCKILY, SHE HAS AN **EXTRA HAND**



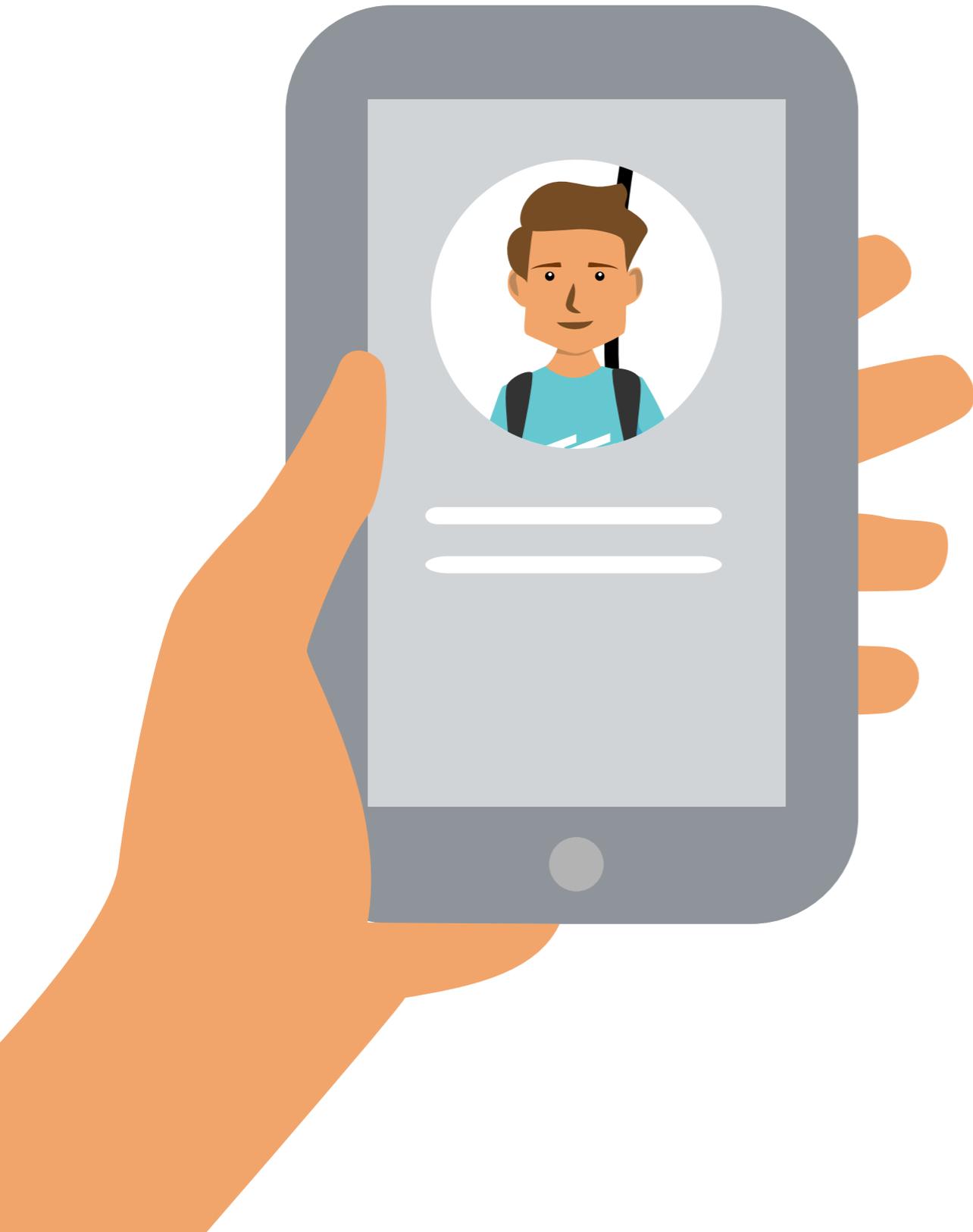
Extra Hand on Demand is an in-airport product delivery service for parents traveling with children



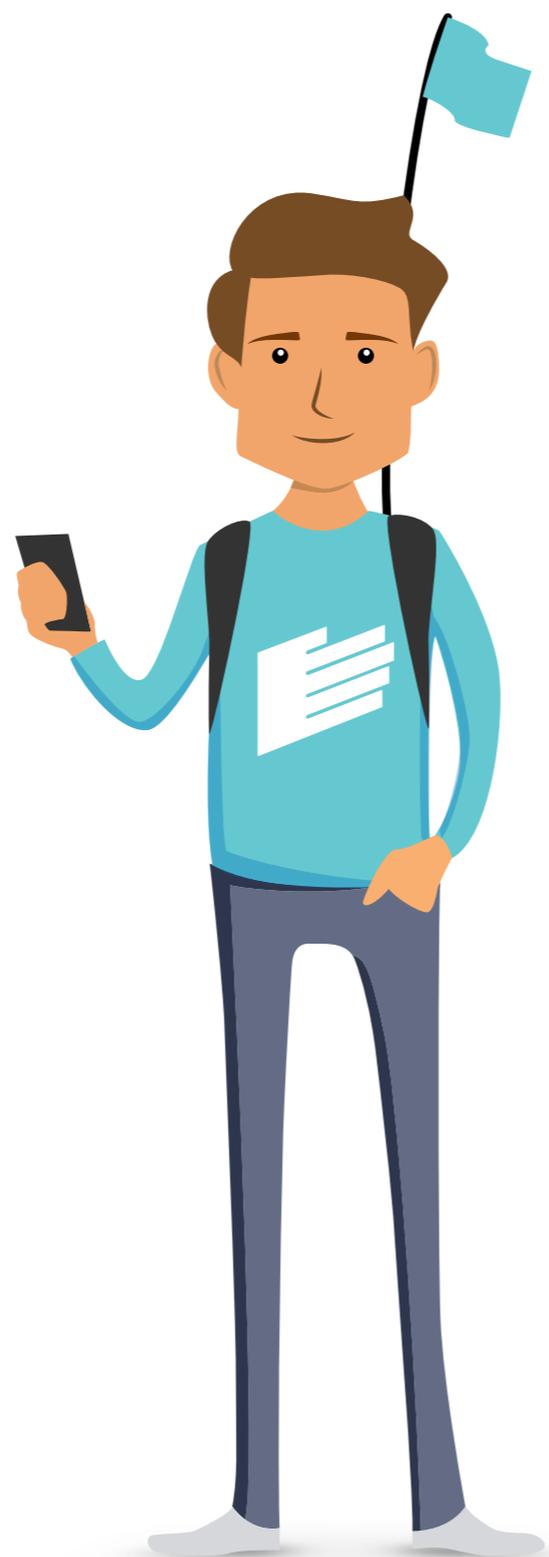
She orders a snack pack and a baby essentials pack.



And selects her shirt
color so they can
easily find her



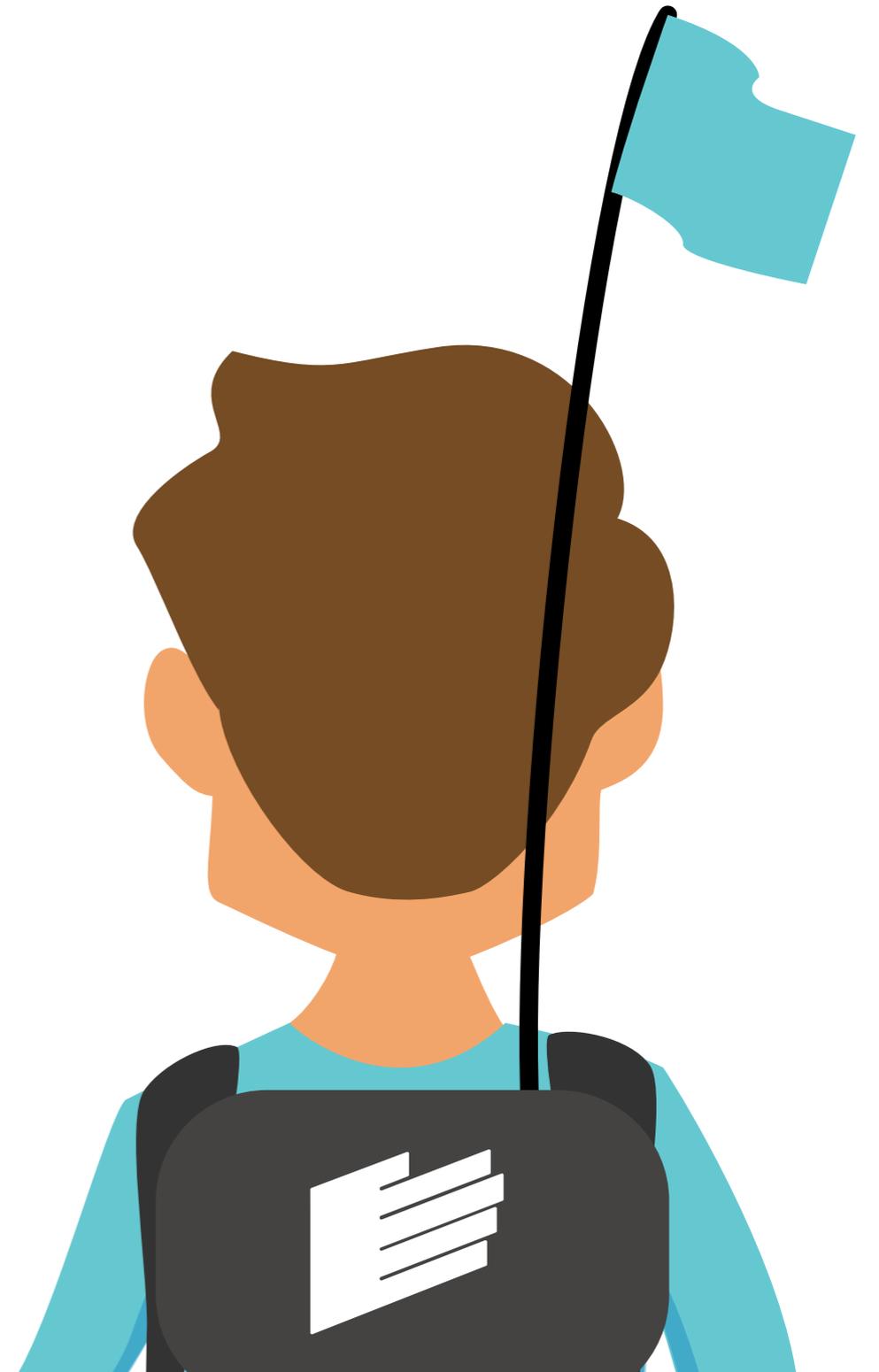
She receives an image of her order runner and gets back to keeping Jason occupied



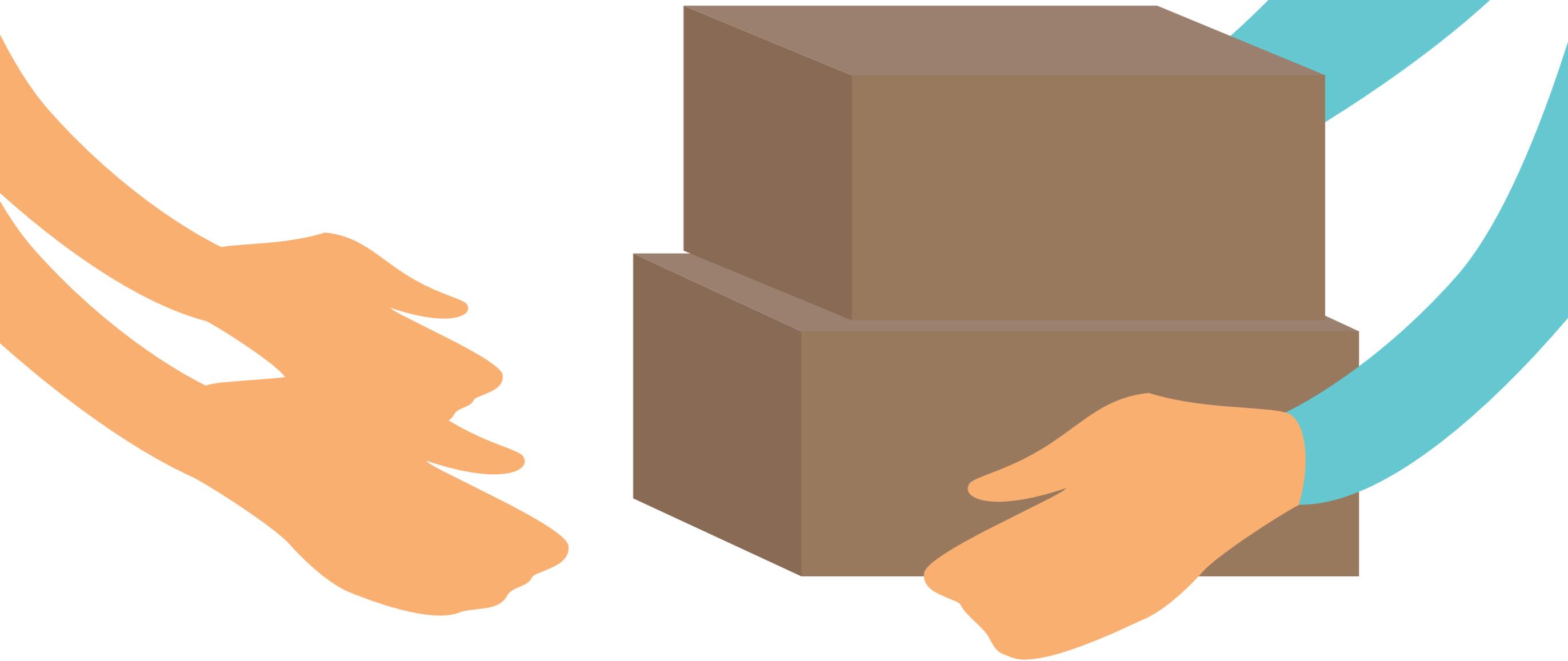
This is Jack, he's a runner for Extra Hand on Demand. When an order pops up on his smart phone from Julia he's only a quick jog from here gate.



Jack and Julia recognize each other easily from the information they shared. Jack's flag and uniform make sure he's highly visible, even in a crowd.



Jack helps Julia get situated with her snacks and baby packs, takes her payment through his smart phone and is on his way.





Jack is off to next delivery

Our Team



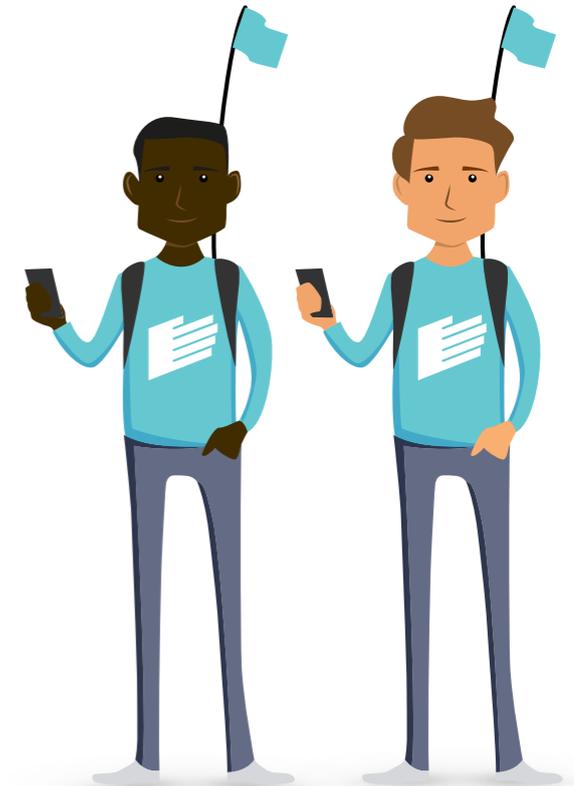
Coordinator



Packer



Dropper



Runner

Our packages

Baby pack



Diapers

Huggies Snugg
Quantity: 3
Size: 3

+



Wipes

Pampers Baby Wipes
Quantity: 20 Wipes

+



Baby food

Delicious Din Din
Quantity: 1, 4 Ounce
6+ months

+



Pacifier

Philips Pacifier
Quantity: 2
3+ month

+



Toy

Learning Curve
Quantity: 1

+



Water

Aqualina water
Quantity: 1, 16.9 oz

Margin

73.98%

Kid pack



Diapers

Ultra Leakguards
Quantity: 3
Size: 5

+



Wipes

Pampers Baby Wipes
Quantity: 20 Wipes

+



Coloring Book

Dover Coloring Book
Quantity: 1

+



Crayola

Washable Crayons
Quantity: 1, 8 Colors

+



Toy

Play-Doh
Quantity: 1 can

+



Water

Aqualina water
Quantity: 1, 16.9 oz

63.18%

Power Pack



Portable battery

Portable Power Bank
3,000 mAh

+



Water

Aqualina water
Quantity: 1, 16.9 oz

35.05%

Snack Pack



Banana

Quantity: 2

+



Nuts

Kirkland Signature™
Quantity: 2, 30-Count

+



Yogurt

Chobani
Quantity: 1, 3.5 oz

+



Gummi bears

YumEarth Organic
Quantity: 2, small

+



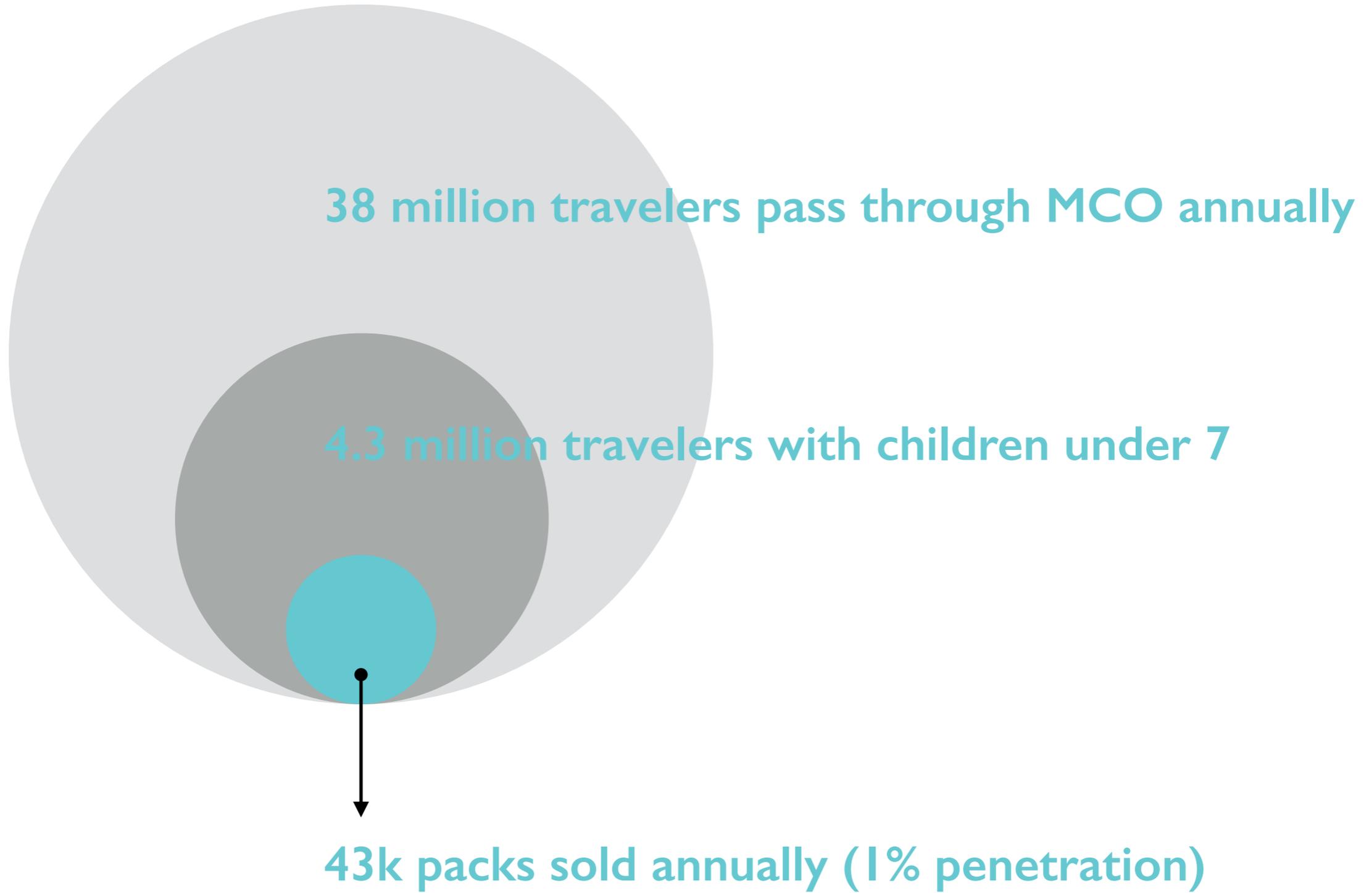
Water

Aqualina water
Quantity: 1, 16.9 oz

75.32%

\$14.26 profit/pack

\$20 - \$5.74 average COGS



\$989k profit

sales of power and snack packs to general travelers

THANK YOU

