

edenspiekermann_

KTDI Lisbon



Feb 2020



Edenspiekermann was asked to translate the existing process flows into a user friendly app interface, integrated in a seamless passenger journey.

Team



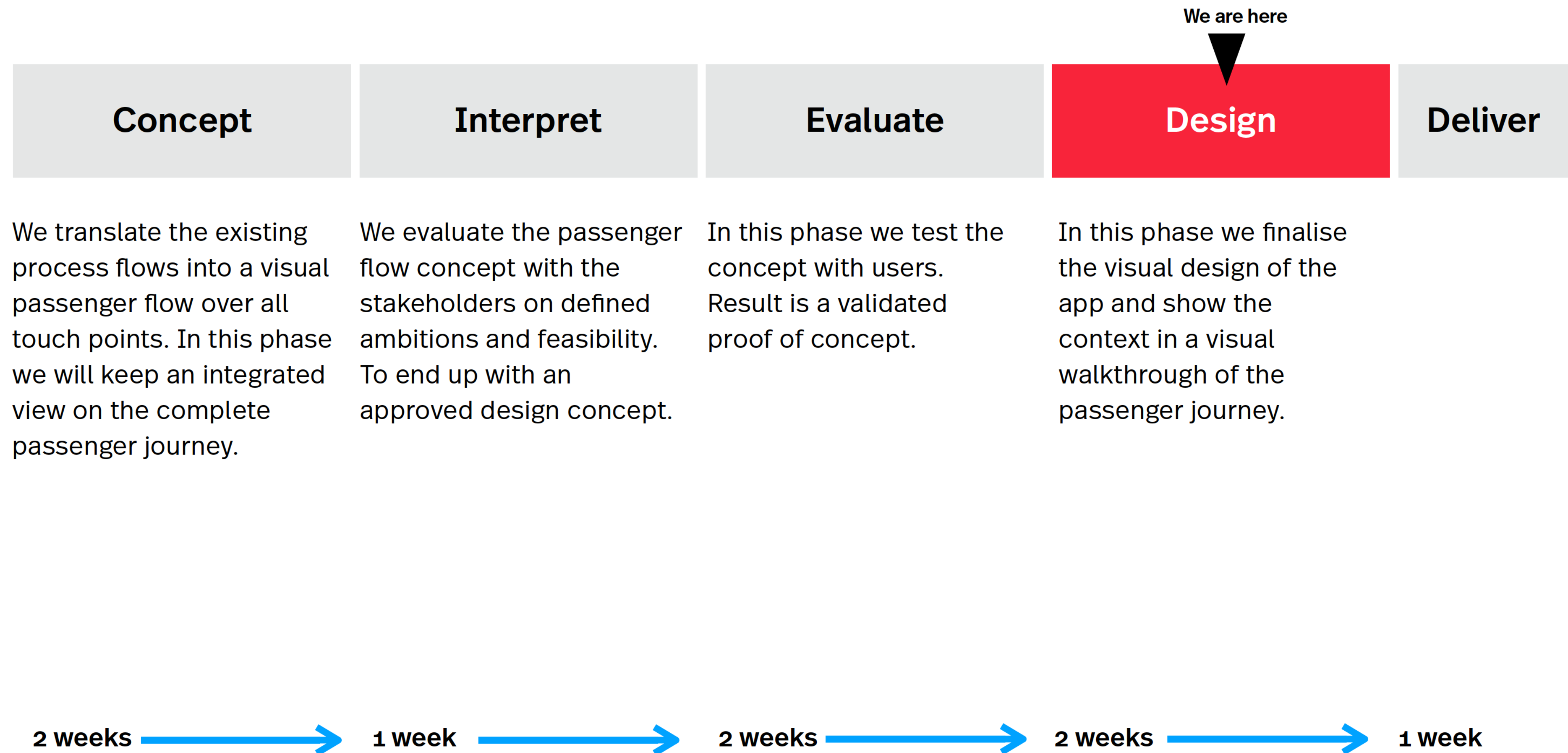
Key deliverables

Key KTDI deliverables

Deliverables

- Review and iterate the pilot process flow
- User experience wireframes
- Visual design app
- Style guide and specifications for developers to guide implementation of visual designs

Project approach



6 weeks

~~Steps~~
Leaps

Today's presentation

- **Passenger flow NLD - CAN**
- **Passenger flow CAN - NLD**
- **Usability test results**
- **Design sneak peak**
- **Questions**

Passenger flow NLD - CAN

Creating a visual
journey through
the eyes of the
traveller.

Key objectives

- 1. Defining the travellers perspective.**
- 2. Help the traveller explore and use KTDI.**
- 3. Create a premium experience worth the effort.**

Passenger flow NLD – CAN

Frank Owlins flying from Amsterdam to Montreal

In order to create an application that helps the traveller to use KTDI, we have to take a step back to rewrite the story from the traveller's perspective.

Frank →



→ Frank books a flight with KLM from Amsterdam to Montreal.



Booking

AMS – YUL

May 15th 2020

Departure at 15:25

Frank Owlins

Seat 6B

Flying Blue


Sky Priority

Book flight





● New email 1 minute ago
Experience the future of travel
KLM

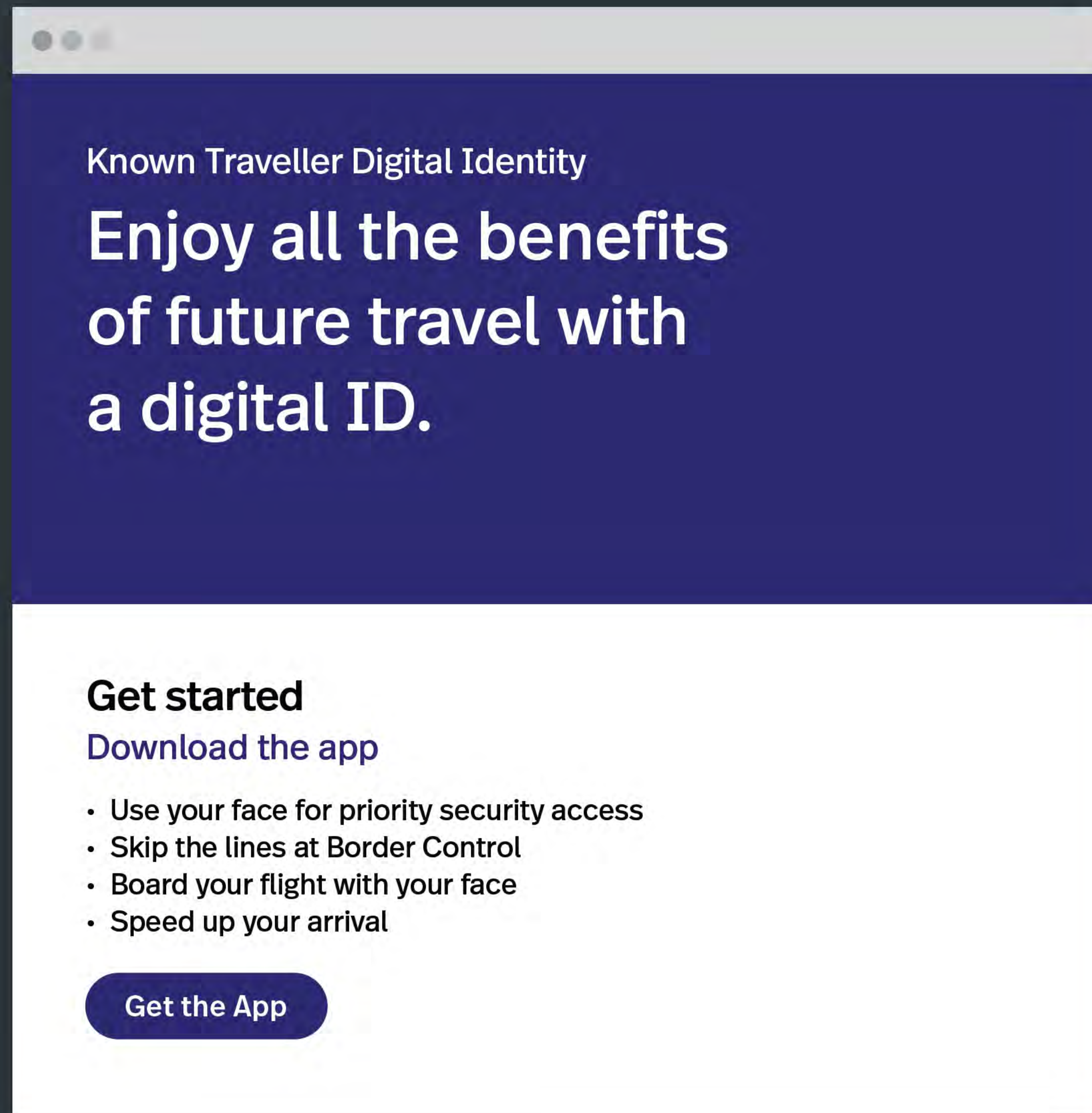
KLM 
Experience the future of travel
To: f.owlins@mail.com

Hello Frank,

You booked a trip to **Montreal** and you fly out on **May 15th 2020**. We would like to invite you to participate in the Known Traveller Digital Identification pilot program. KTDI makes it possible to have your passport on your phone and enjoy all the benefits of future travel with a digital ID.

[Learn more about KTDI](#) [Get the App](#)

- After Frank's booking is confirmed by KLM, Frank receives onboarding from KLM inviting him to participate in the Known Traveller Digital Identification pilot program.
- Frank can navigate to a dedicated landing page about the benefits of KTDI.
- Frank can navigate to the app store to download app to his device directly.



Known Traveller Digital Identity

Enjoy all the benefits of future travel with a digital ID.

Get started

Download the app

- Use your face for priority security access
- Skip the lines at Border Control
- Board your flight with your face
- Speed up your arrival

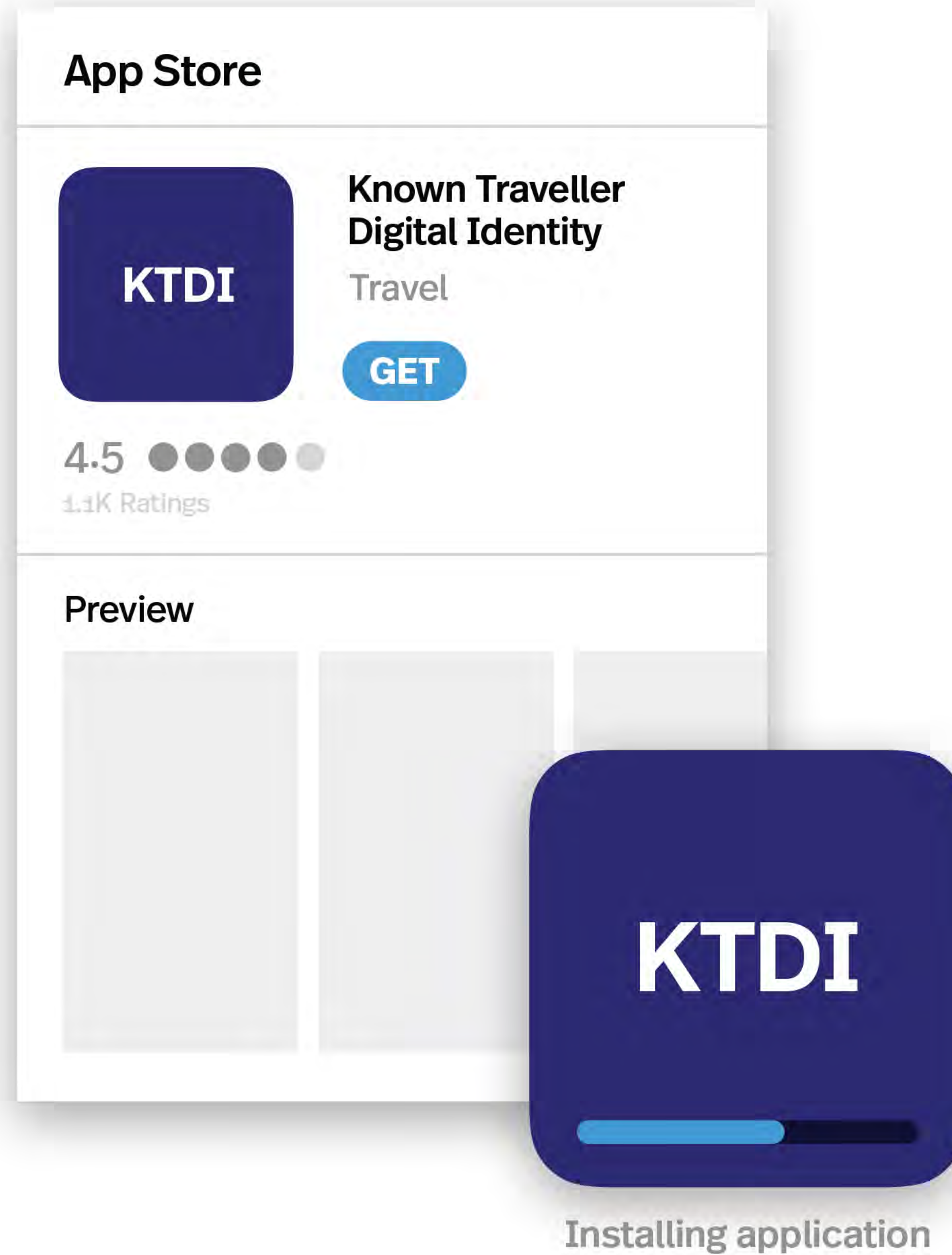
[Get the App](#)

Prepare yourself

What you can expect

- Frank visits the KTDI landing page for more information.
- Frank is interested and is willing to download the KTDI app from the App Store.





→ Frank installs the KTDI app on his device.

Installing application

**KTDI**

Known Traveller Digital Identity

Enjoy all the benefits
of future travel with
Your Known Traveller
Digital Identification.

Set up account

- Frank fires up the app for the first time.
- Frank hits "Set up account" to create a KTDI account on his device.

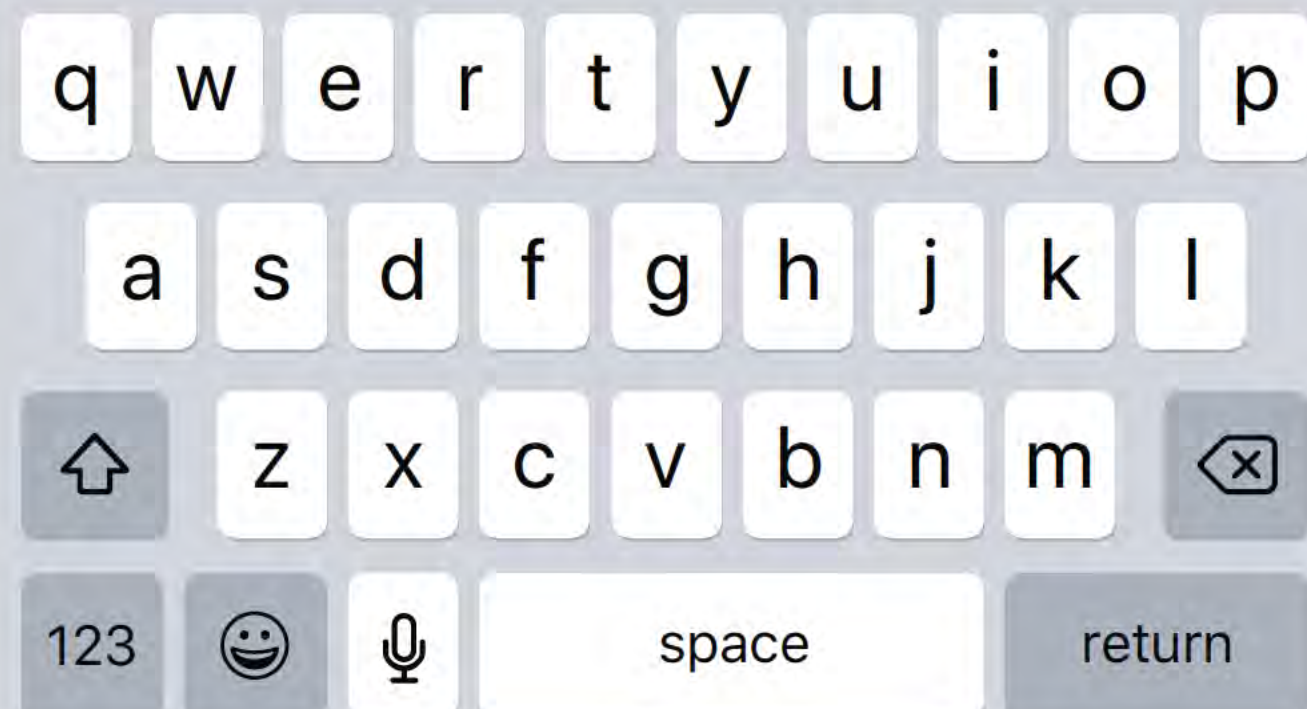
Get started

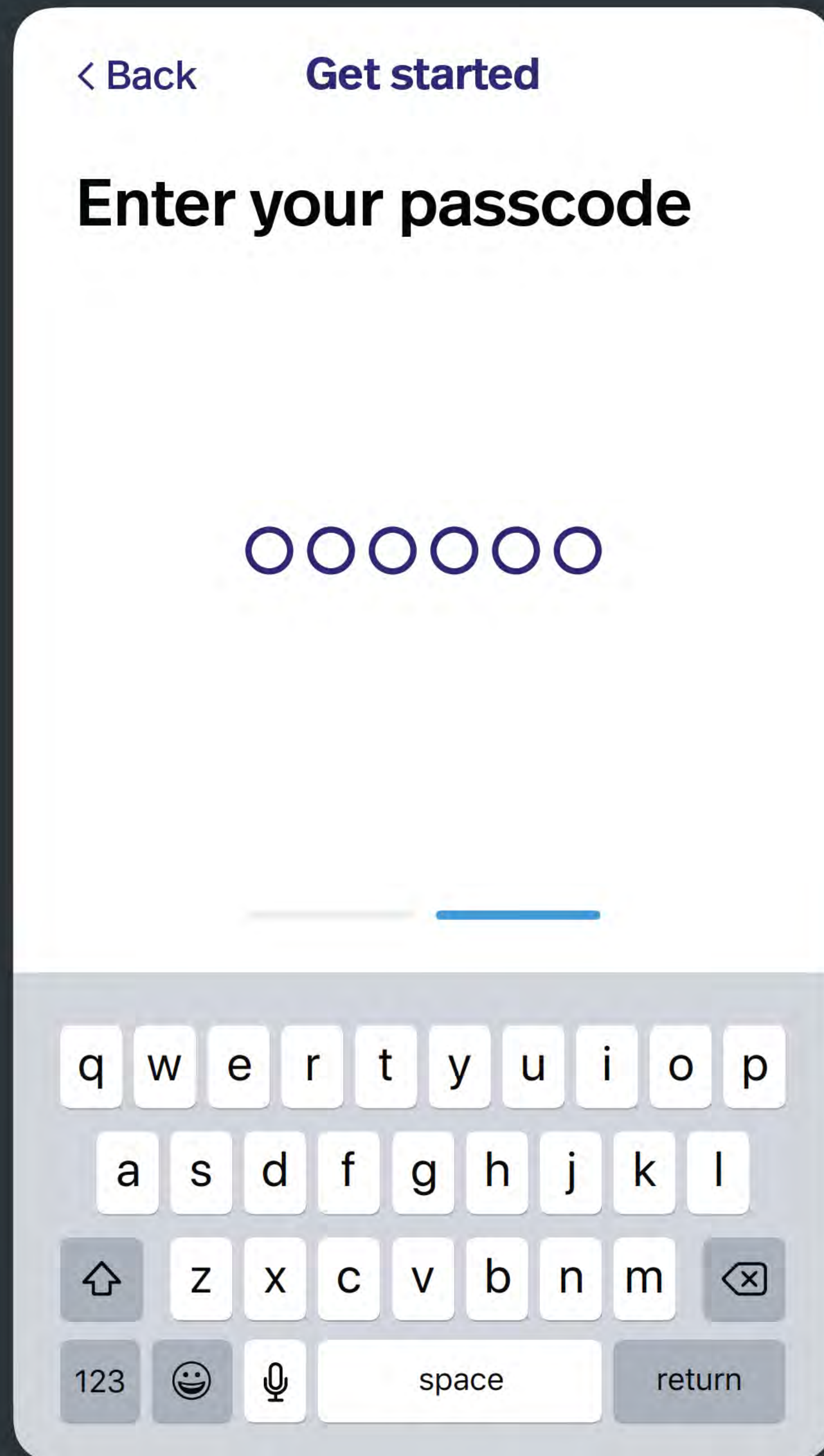
Your name

Frank Owlins

Continue

→ Frank enters his name.





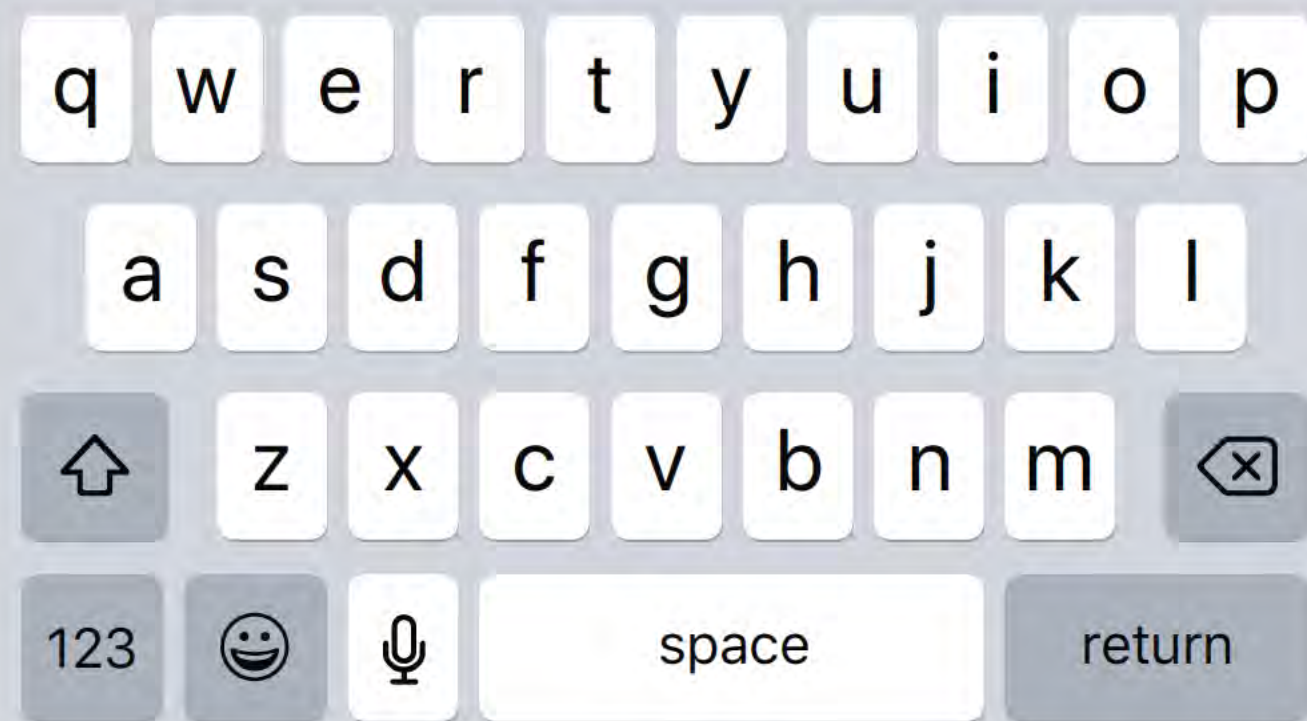
→ Frank chooses a passcode to secure his data on his device.

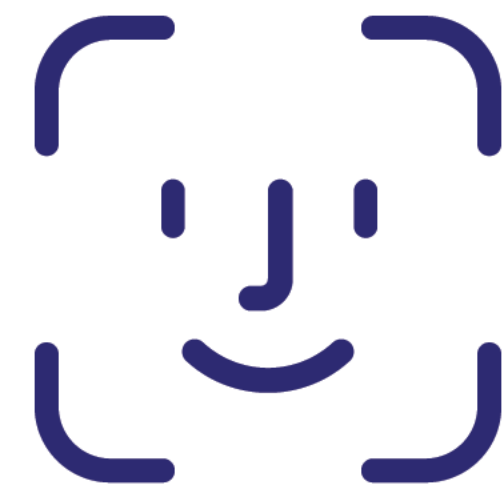
< Back

Get started



Re-enter your passcode





Face ID

→ Frank's device supports Face ID and prompts Frank that he can set up this extra security measure.



Face ID

< Back **Get started**

Would you like to receive notifications?

Set up your notifications to keep close track of your travel documents and trips.

Yes, I'd like to receive notifications

No notifications

→ In order for Frank to keep close track of his travel documents and trips he accepts to receive notifications.

[< Back](#) **Terms & conditions**

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Accept

Decline

→ Frank accepts the Terms & Conditions



KTDI

Known Traveller Digital Identity

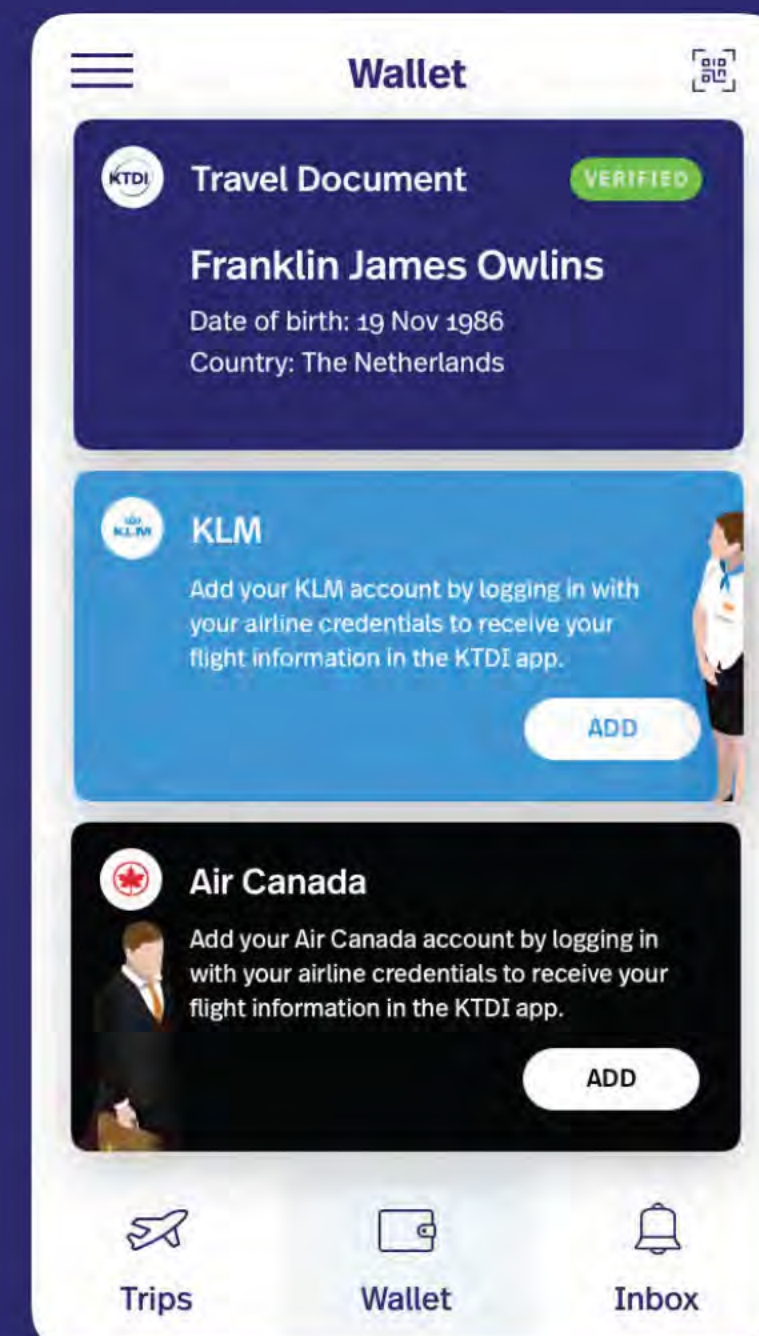
**Hi Frank, you have
successfully set up
your KTDI app.**

Continue

- Frank is now ready to use the app.
- Frank hits “Continue”.

KTDI wallet

The wallet holds your Travel Document and Airline loyalty cards. In order to travel with KTDI you must activate both your Travel Document and an Airline loyalty card.



- Before Frank can explore the app further a set of screens show him the basic features and terminology of the application.
- What is your “Wallet”?



Trips

Check-in with your Airline 24/48 hours before your flight. Your flight data automatically appears in the KTDI app under “Trips”.

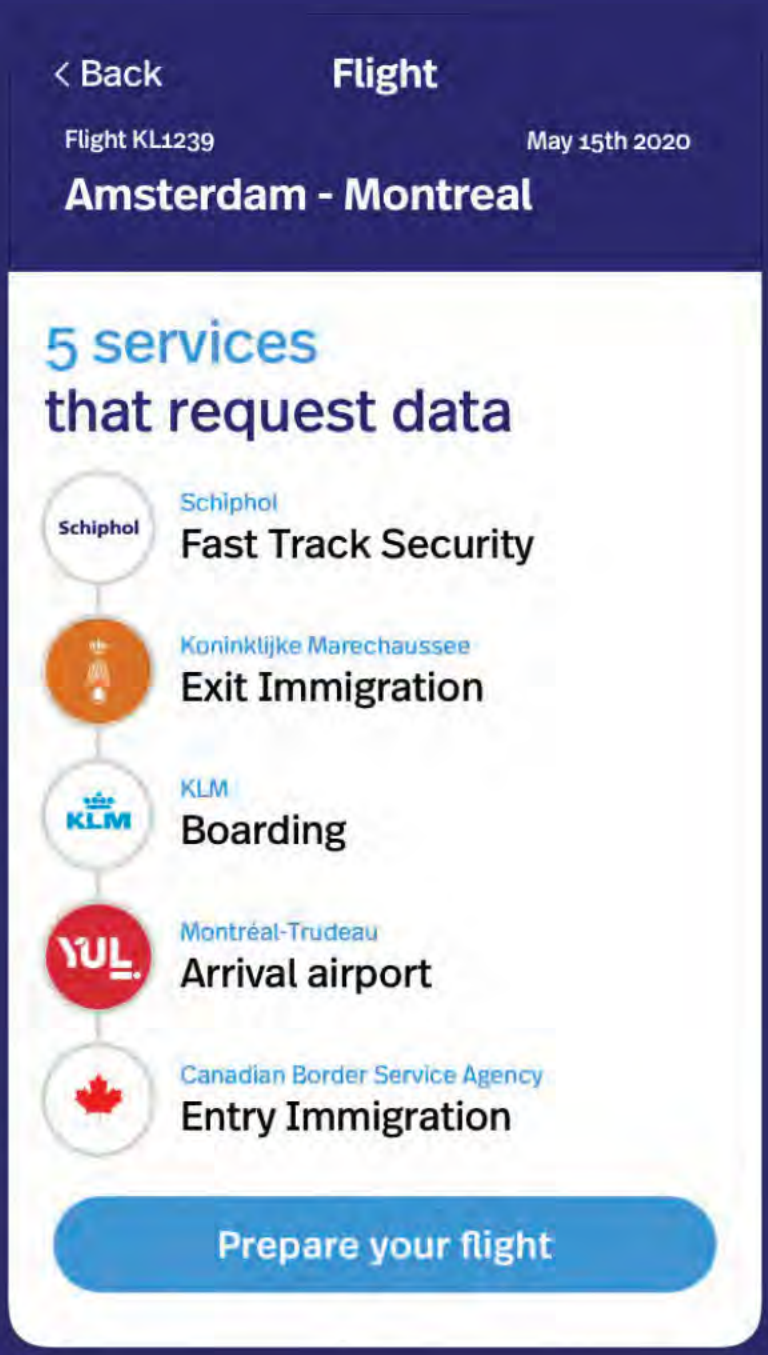


→ What are “Trips?”



Preparing your trip

You are asked to share data with KTDI affiliated partners to enjoy all the benefits of your trip. You see an overview of parties requesting your data.



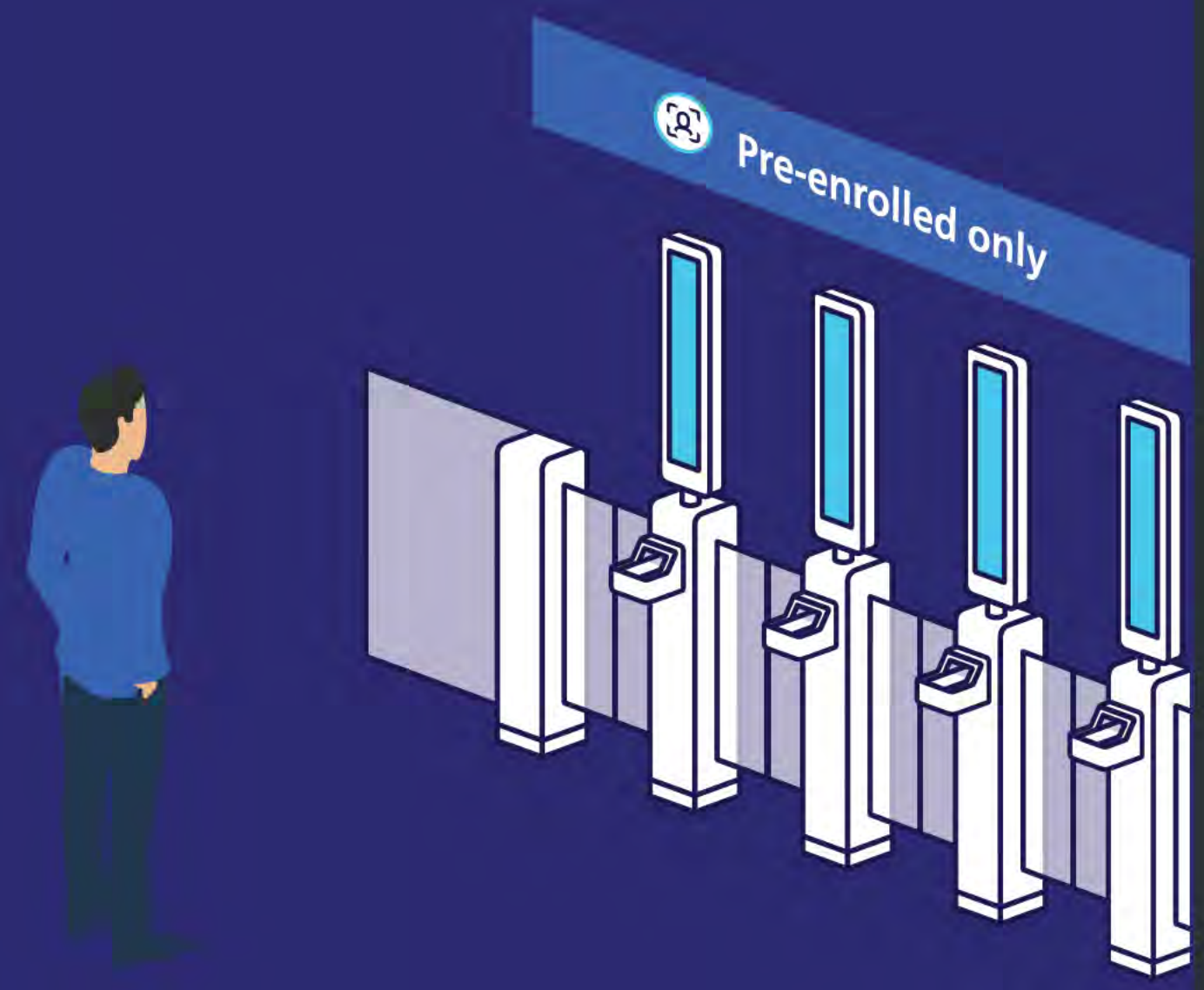
→ What do I need to do before I fly?



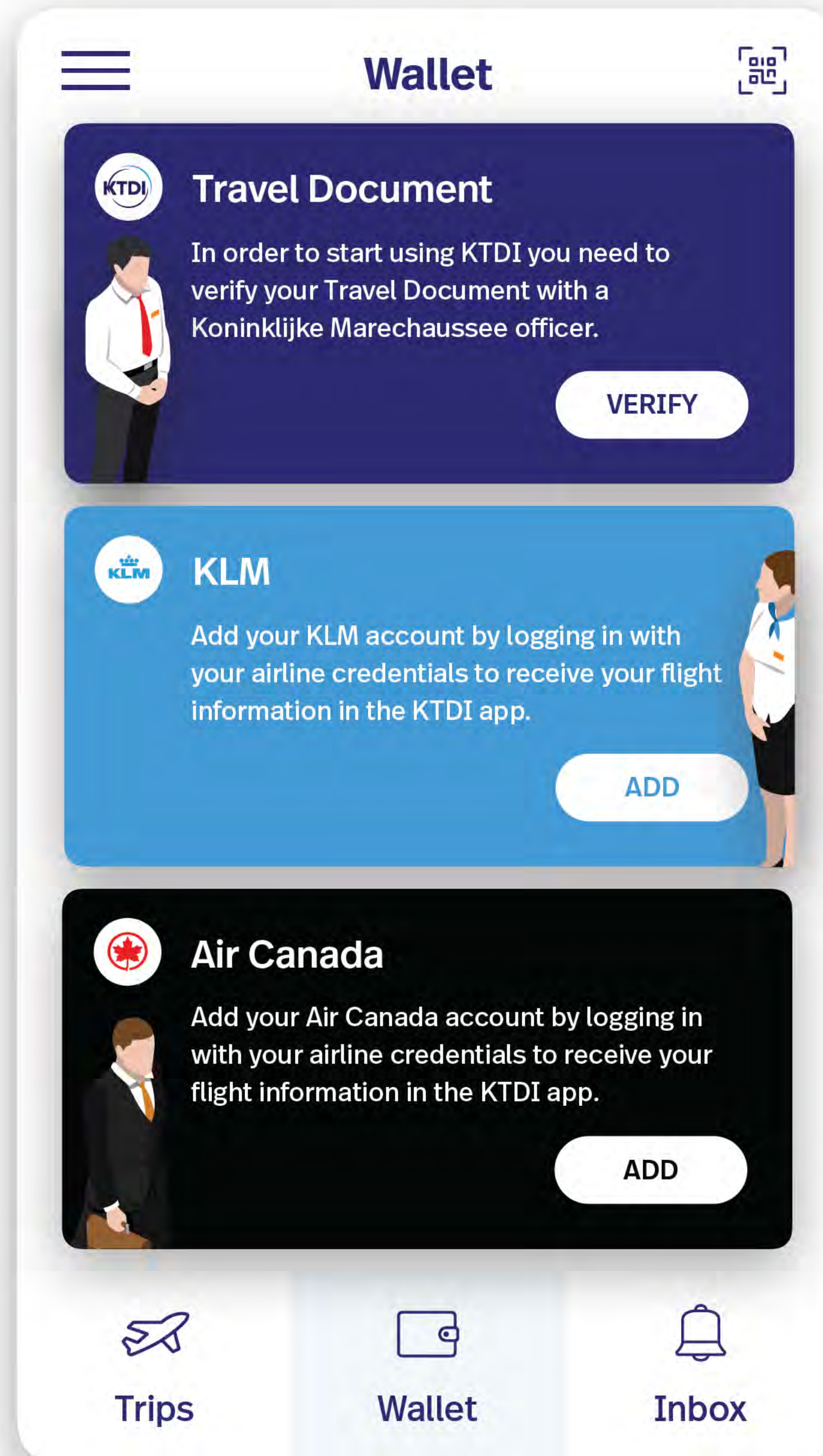


Travel

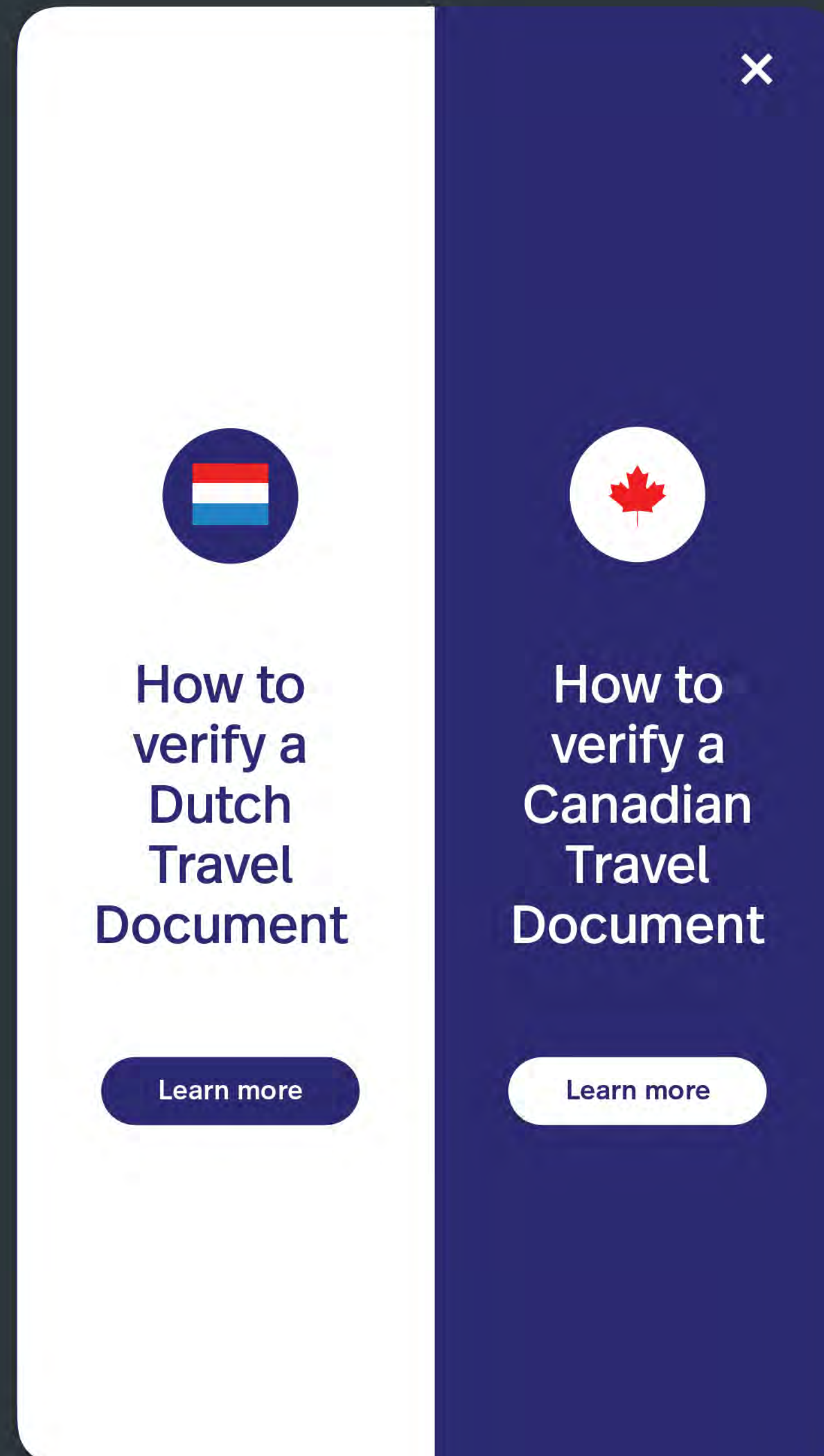
When all data has been received you can use KTDI to travel between The Netherlands and Canada, between Schiphol, Montreal and Toronto airport.



→ During your trip.



- The app is now set-up and opens on the Wallet screen.
- Frank needs to verify his identity in order to create his Travel Document.
- Frank needs to add his airline in order to automatically receive his flight information.
- The app provides Frank with a additional information for each step.
- Frank starts with exploring "Verify" on his Travel Document card.



- The app explains the two options for Canadian and Dutch citizens.
- Frank has a dutch passport so he chooses "How to verify a Dutch Travel Document."



Step 1

Go to the Koninklijke Marechaussee desk at Schiphol.



→ In order to activate KTDI Frank has to go to the Koninklijke Marechaussee desk at Schiphol airport.





Step 2

An officer will scan your passport, perform a face scan and verify your identity.



→ A KMAR officer will scan his passport, perform a face scan and verify his identity.



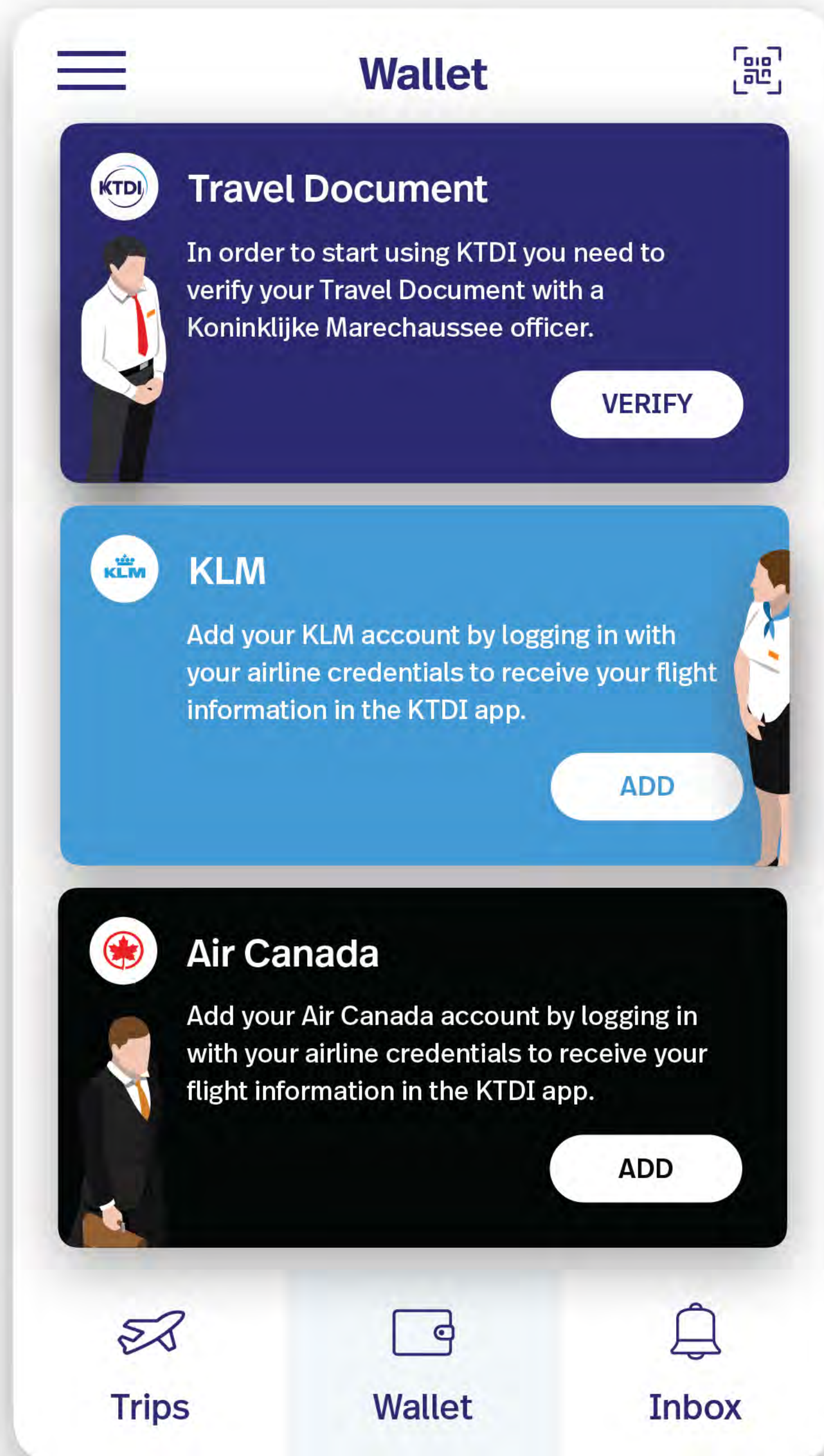


Step 3

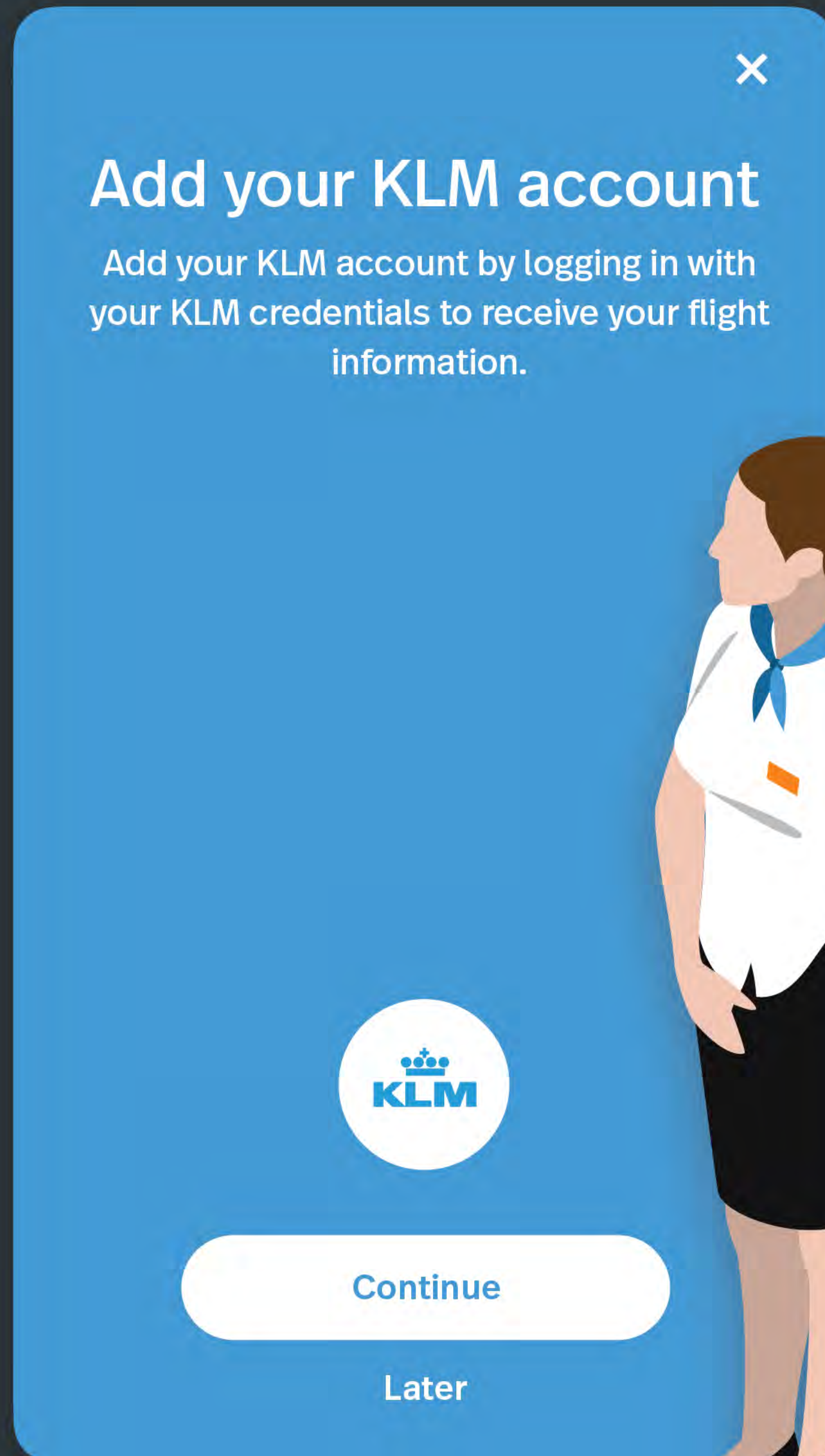
Scan the QR code presented by the officer to activate your Travel Document.



→ Frank has to scan a QR code presented by the KMAR officer with his KTDI app.



→ Frank explores "Add" on the KLM card to add his airline in order to automatically receive his flight information.



→ The airline informs Frank on how to add his KLM account.

×

Add account

KLM username

f.owlins@mail.com

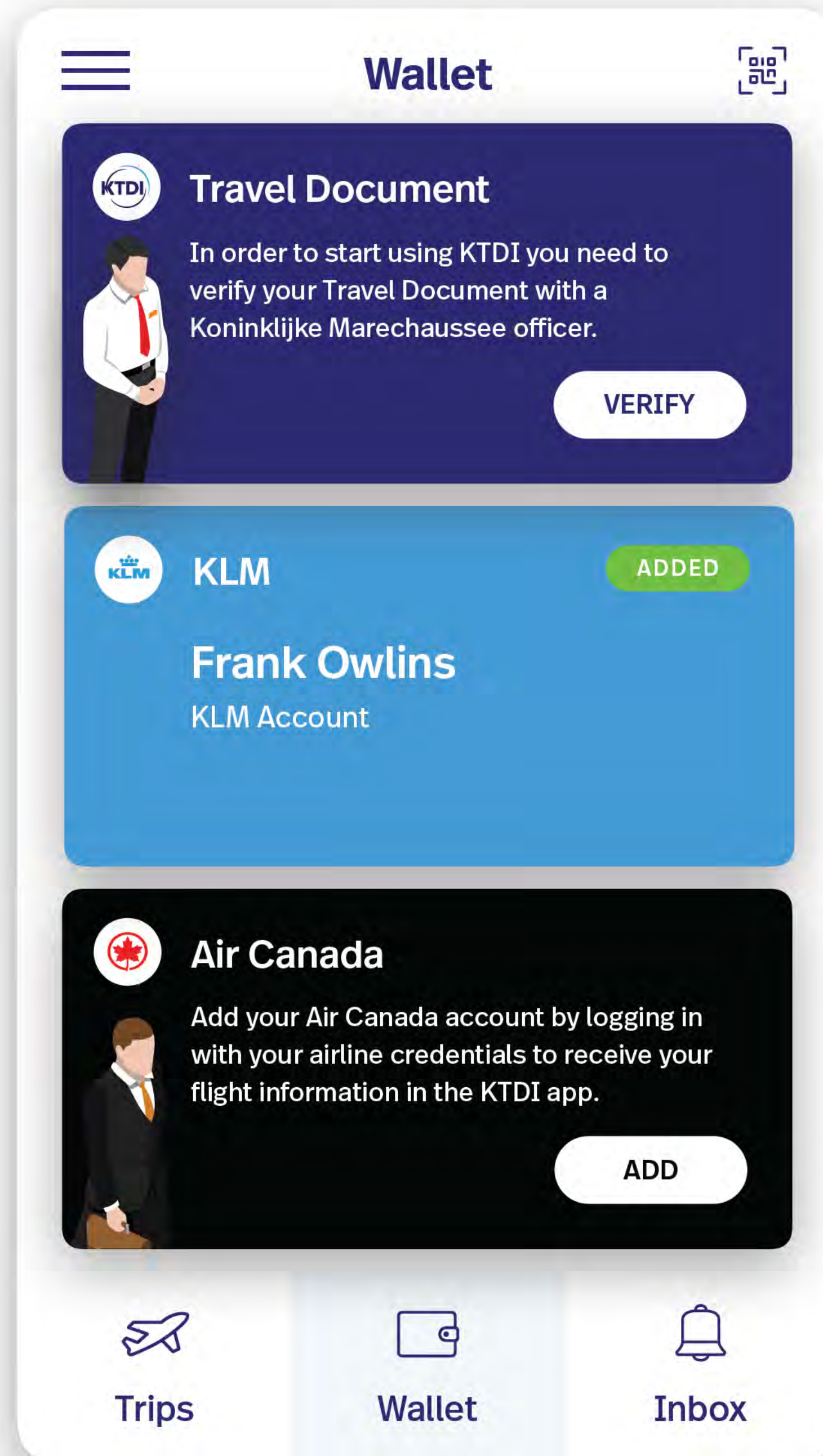
Password

●●●●●●●●

Add

q w e r t y u i o p
a s d f g h j k l
⬆ z x c v b n m ⬇
123 😊 🗣 space return

→ Frank links his KLM account to KTDI by providing his KLM account credentials.



- Frank successfully added his KLM account to KTDI.
- The app is now able to receive required flight information.

koninklijke Marechaussee

**Time passes until
Frank visits Schiphol
for activation.**



Koninklijke Marechaussee

Create your travel document with an officer

→ Frank visits the KMAR desk at Schiphol.



An officer will scan your passport.

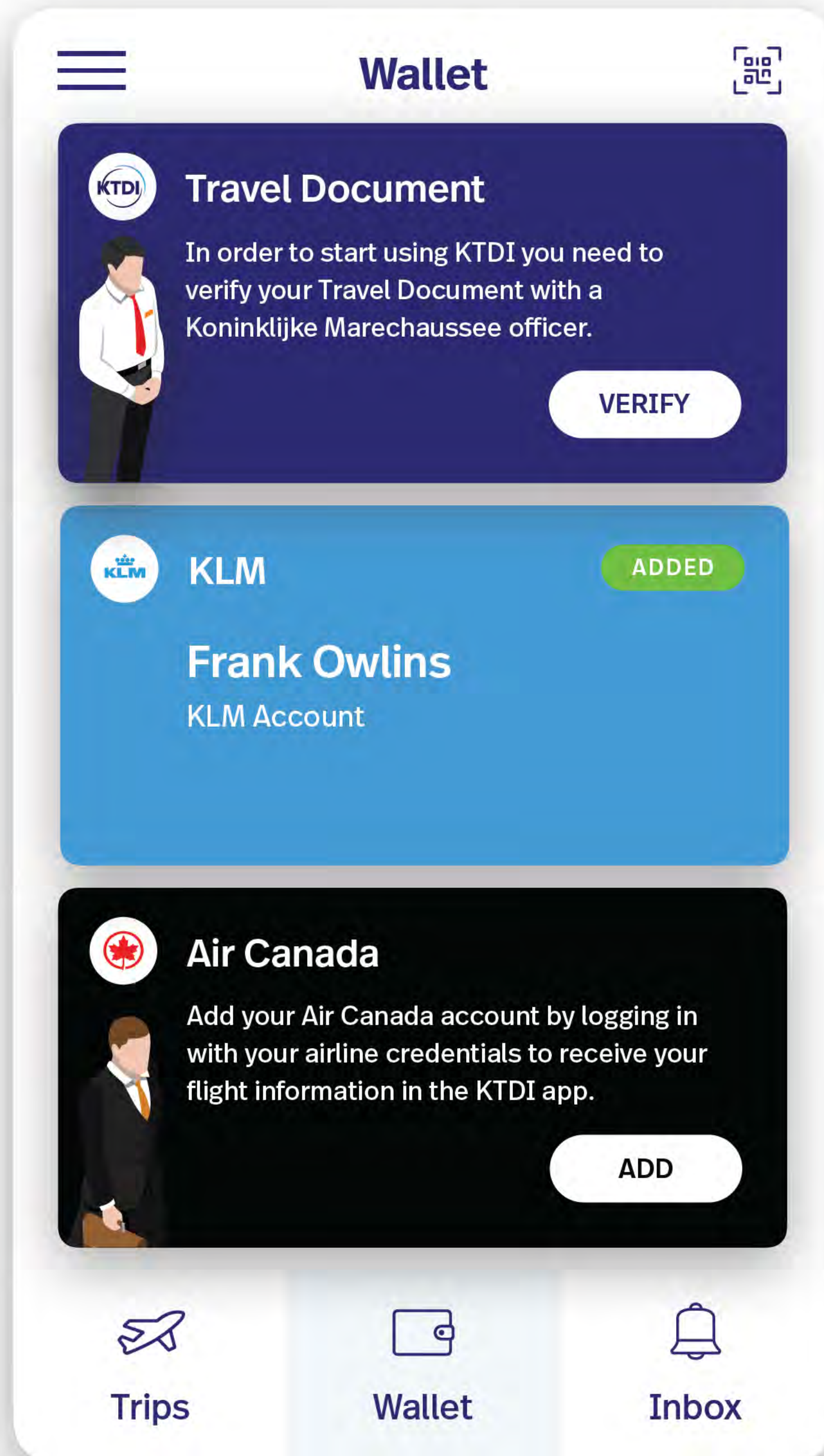


An officer will perform a face scan.



An officer verifies your identity.





→ Frank goes into QR scanner/presenter.



→ Frank scans the QR code presented by the officer.

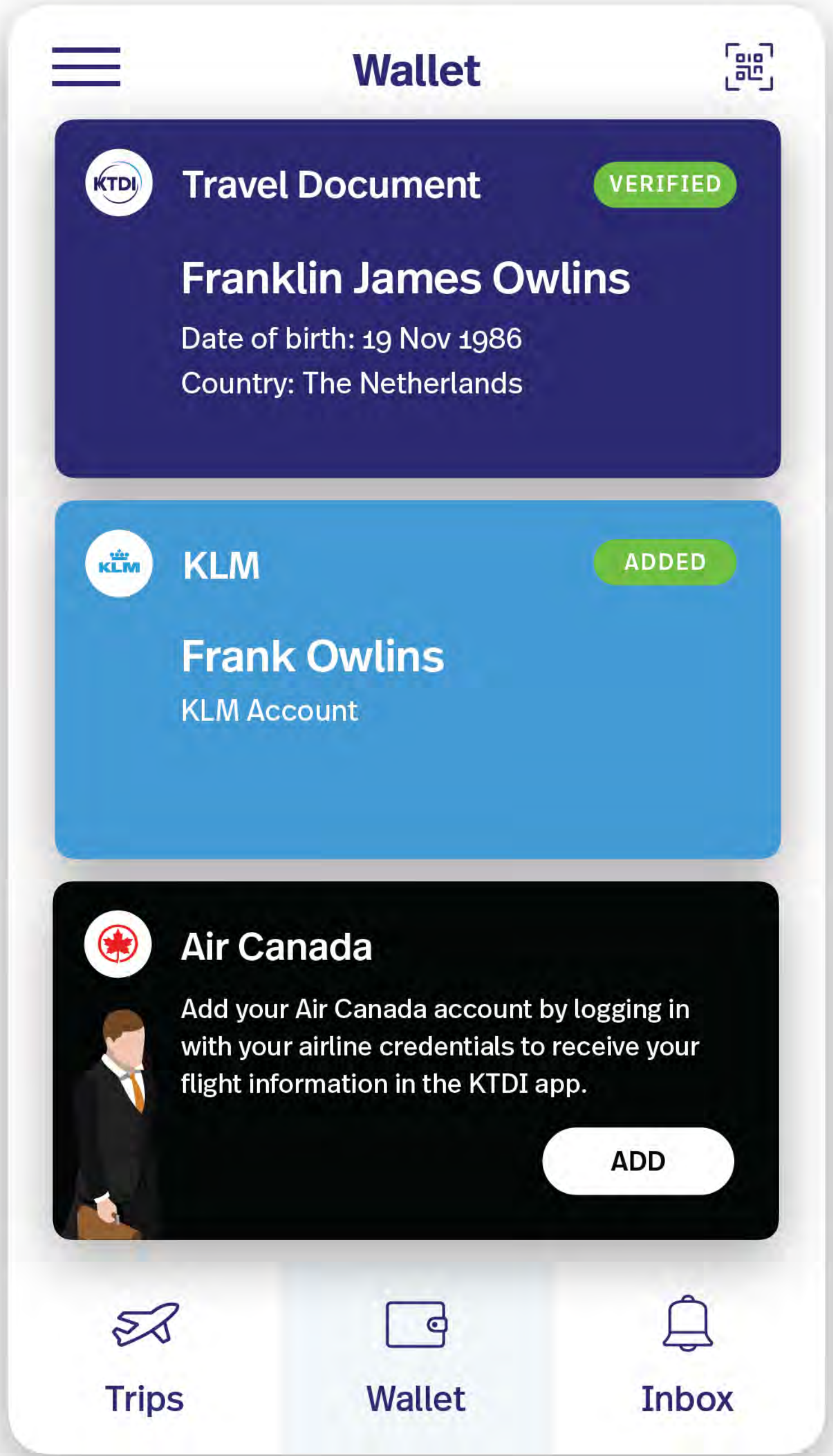
→ The system creates a link.



Creating link

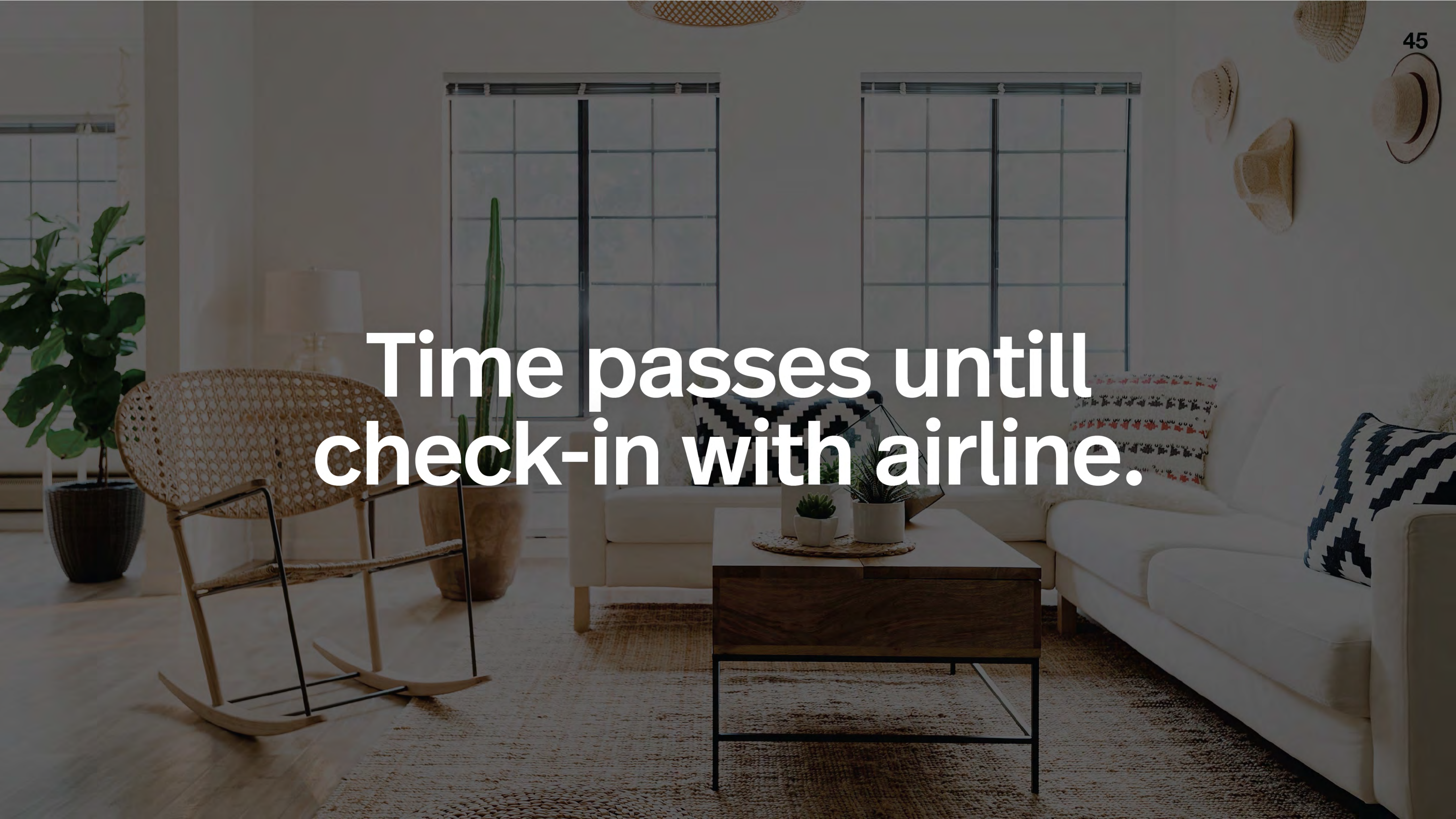


Link established



- Frank's travel document is now verified and activated.
- Frank added his airline account and created his Travel Document and is now ready to use KTDI to travel.

Time passes until
check-in with airline.



15:25

Tuesday, May 14



KLM

1 minute ago

**Check-in to your flight to
Montreal**



KLM check-in

Booking ref

FW636M

Flight no

KL1239

Check-in

→ 24/48 hours before his flight to Montreal Frank checks in on the airline's platform.



15:25

Tuesday, May 14

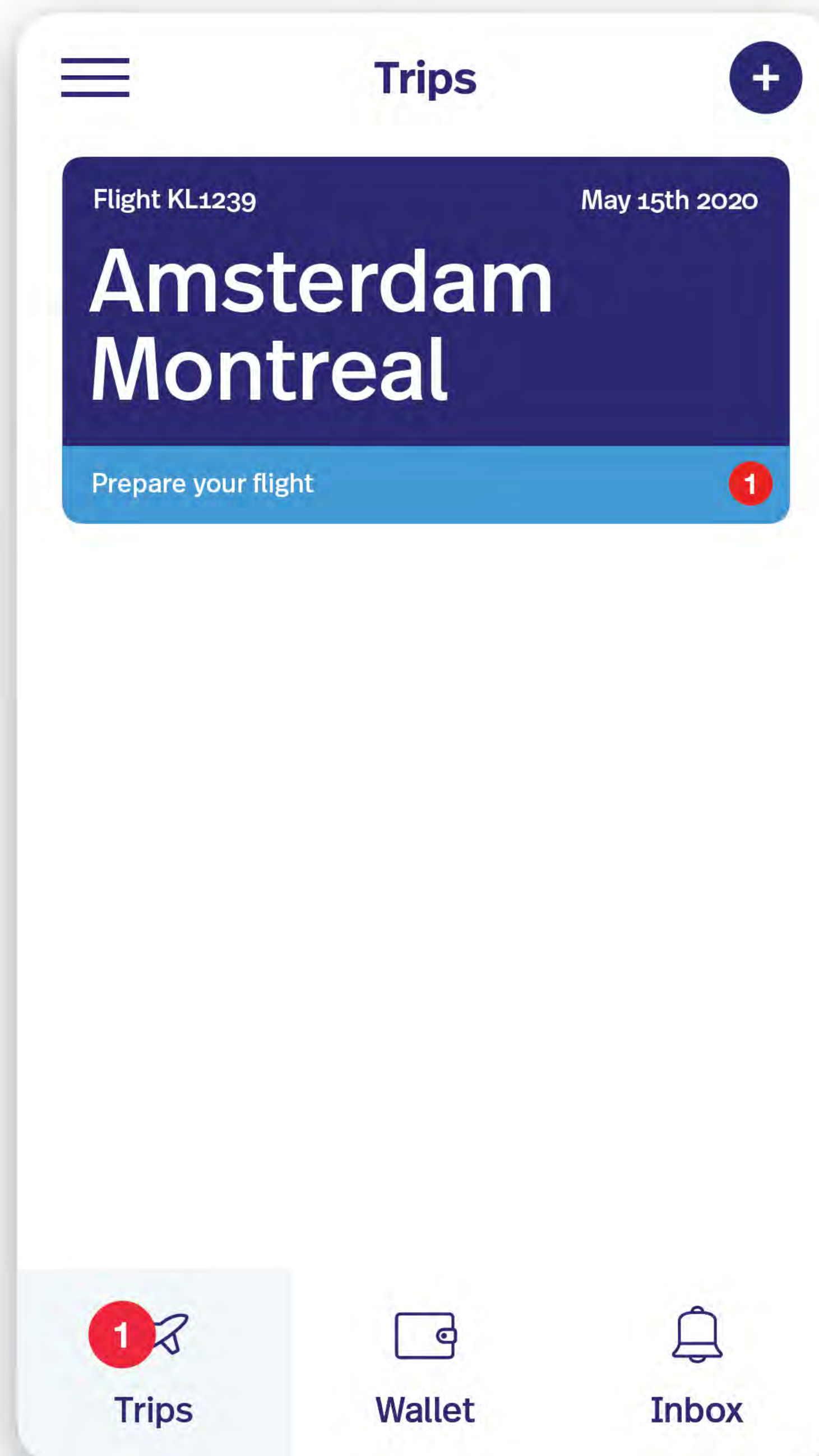


KTDI

1 minute ago

**Ready to prepare your flight
to Montreal.**

- The KTDI app receives flight information.
- The KTDI app notifies Frank that he can prepare his flight to Montreal.








- The KTDI app adds Frank's flight to the trips overview page.
- Frank explores his trip.

< Back **Flight**

Flight KL1239 May 15th 2020

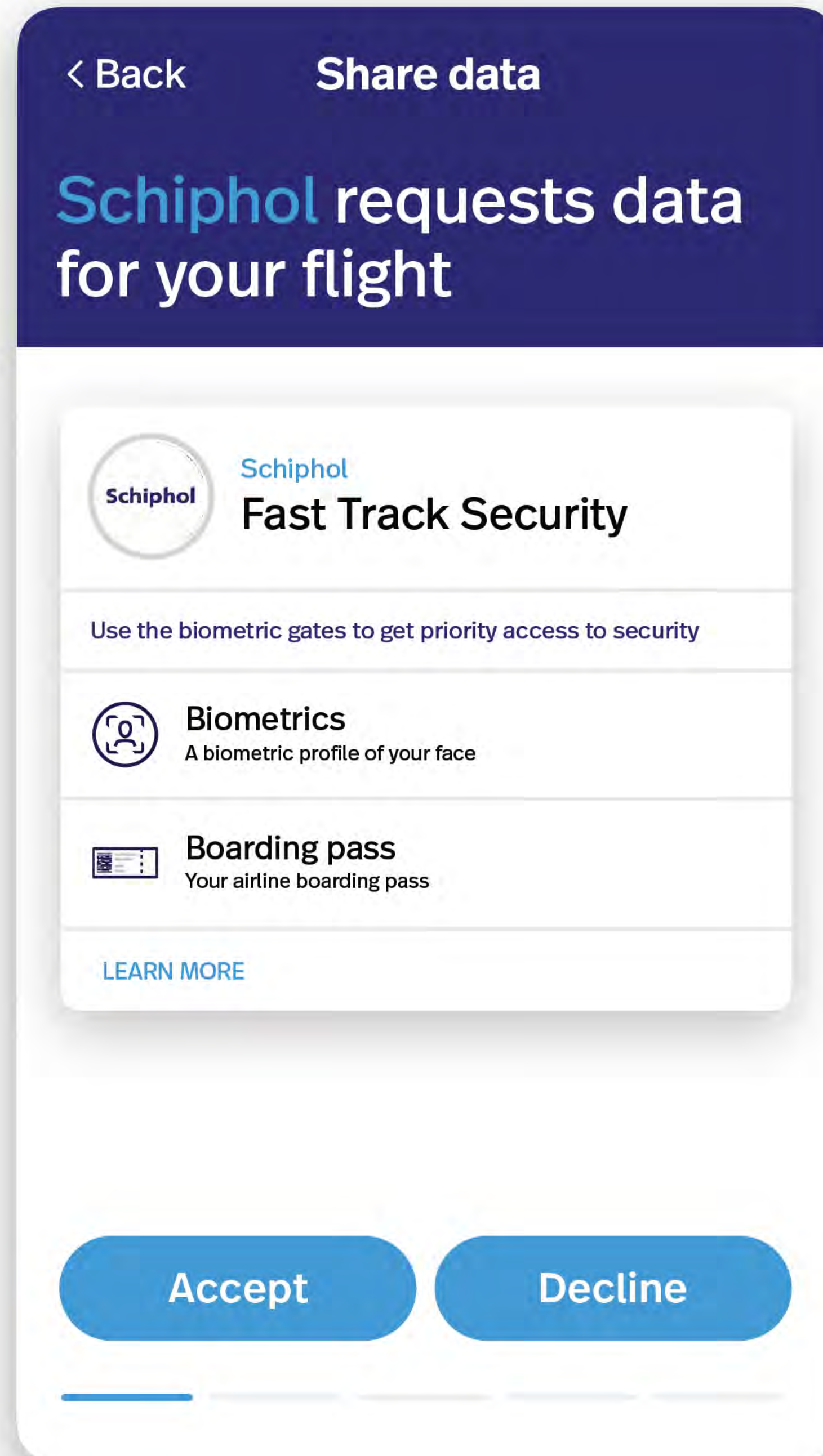
Amsterdam - Montreal

5 services that request data

-  Schiphol
Fast Track Security
-  Koninklijke Marechaussee
Exit Immigration
-  KLM
Boarding
-  YUL
Montréal-Trudeau
Arrival airport
-  Canadian Border Service Agency
Entry Immigration


Prepare your flight

- The app shows Frank the 5 available trip services for his flight to Montreal.
- This screens gives Frank an overview of parties requesting data for trip services.
- Frank hits “Prepare my flight”





- Every trip service requires separate consent from Frank.
- This screen shows an overview.
- Frank would like to know more about the data he is about to share and hits “Learn more”.


[< Back](#) [Learn more](#)

 Schiphol
Fast Track Security

When you arrive at the airport you can use Fast Track Security. Use the biometric gates behind the check-in desks to get to the gate faster.

 Schiphol Airport requests data

 **Biometrics**
A biometric profile of your face

 **Boarding pass**
Departure airport / Airline / Flight number /
Departure data / Passenger sequence number

[VIEW ALL TERMS & CONDITION](#)

- The app shows Frank more detailed information per trip service.
- Who is requesting data?
- What is this trip service?
- What attributes does Frank share?
- Frank can also read the full terms and conditions by hitting “view all terms and conditions”.

[← Back](#) Terms & conditions

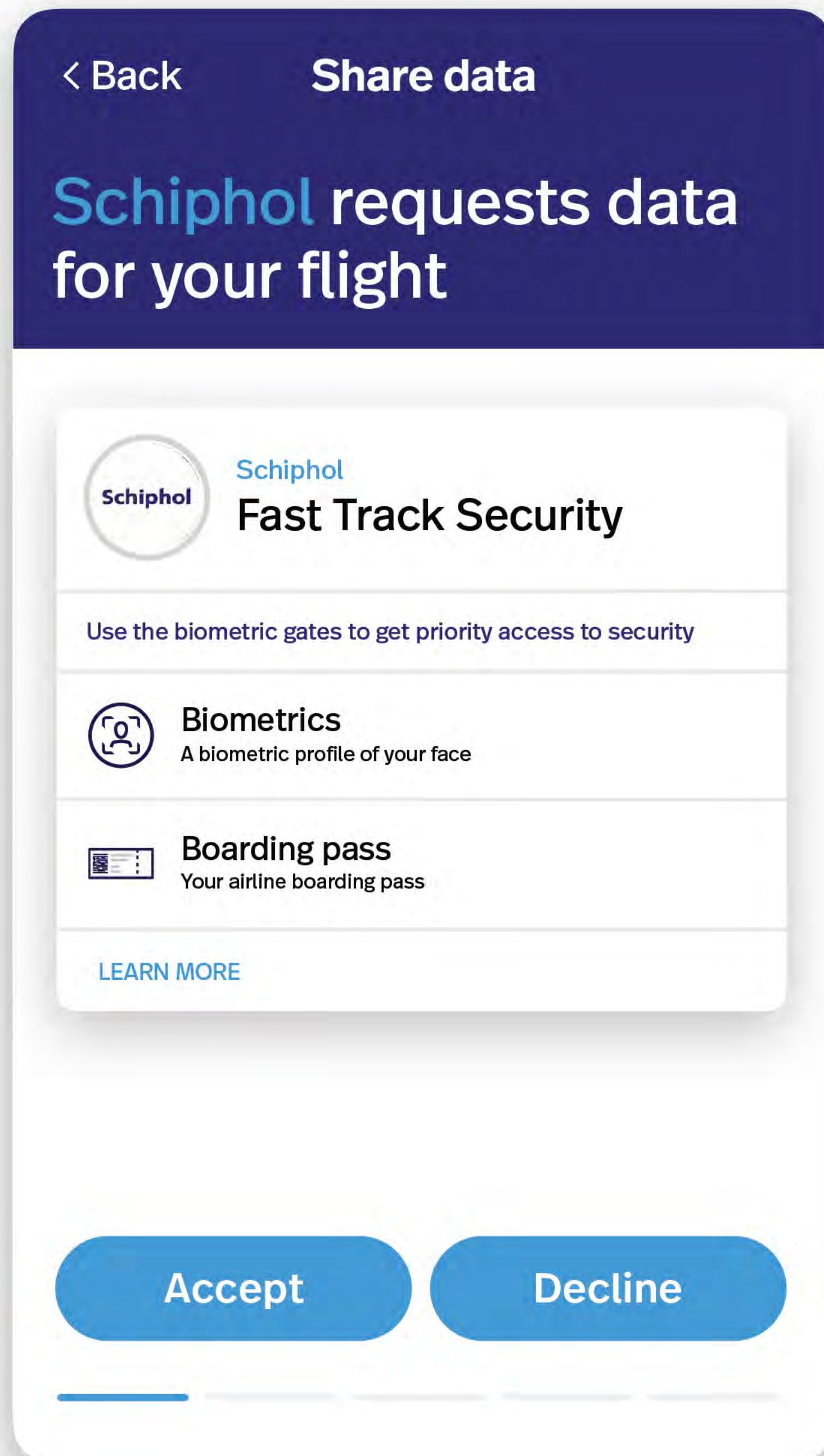
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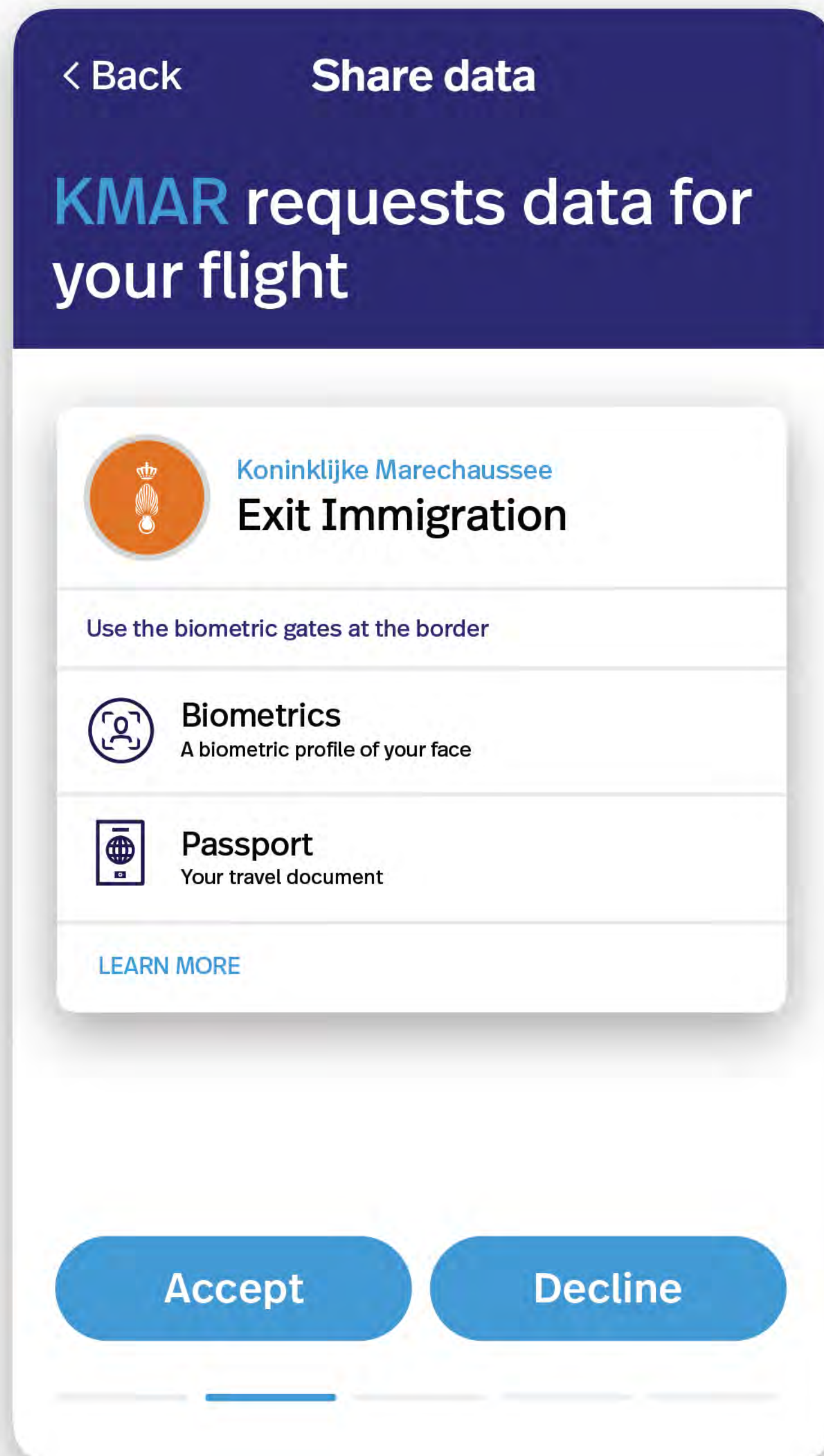
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque

[Back](#)

→ Frank can review the full terms & conditions.




→ Frank sends data.





→ Frank wants to know what passport attributes he shares with KMAR and hits “Learn more”


[← Back](#) [Learn more](#)

 Koninklijke Marechaussee
Exit Immigration

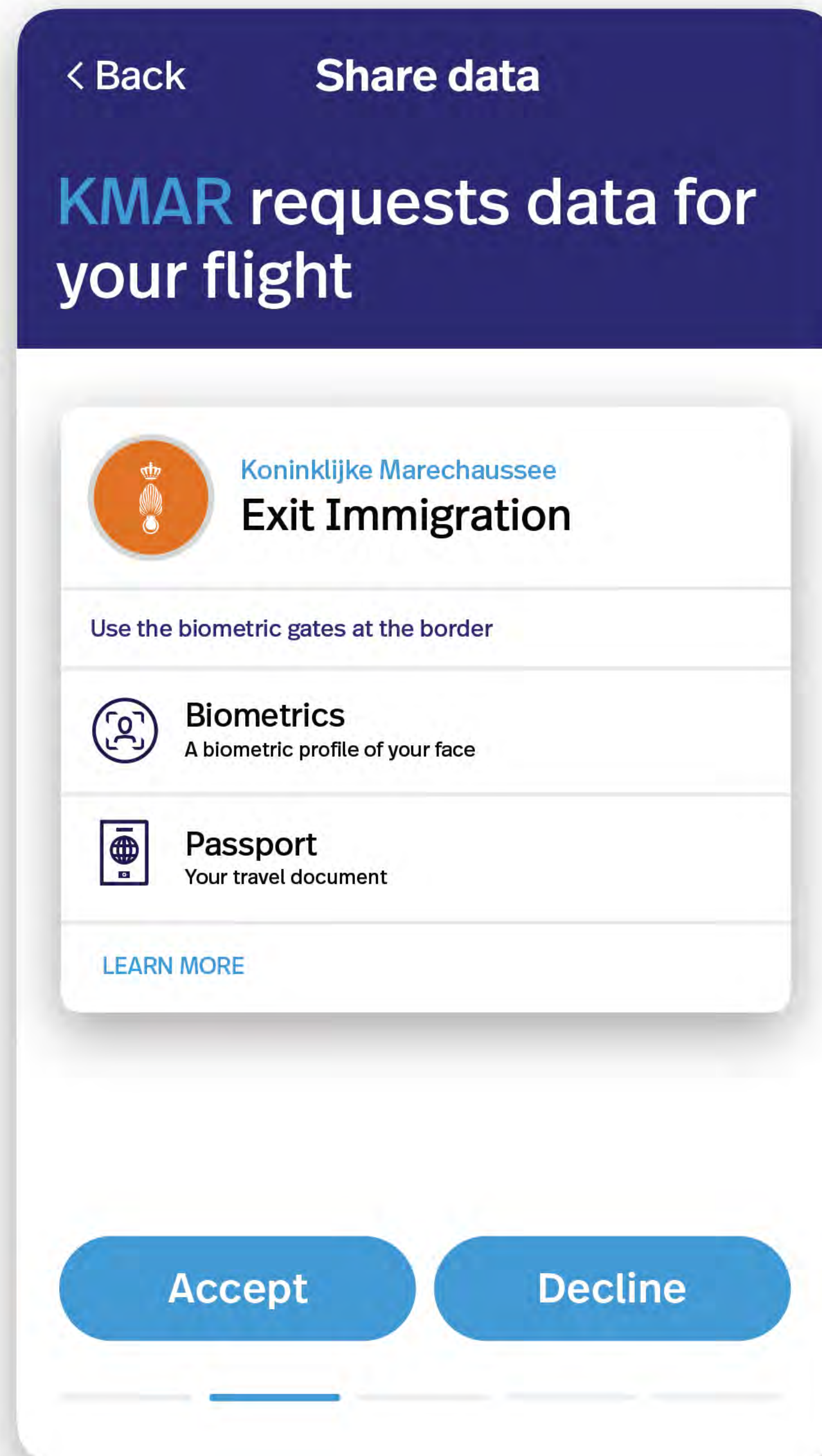
After the mandatory security checks you can keep your passport in your pocket and use the biometric gates at the border. No need to go to the desk anymore!

 Koninklijke Marechaussee requests data

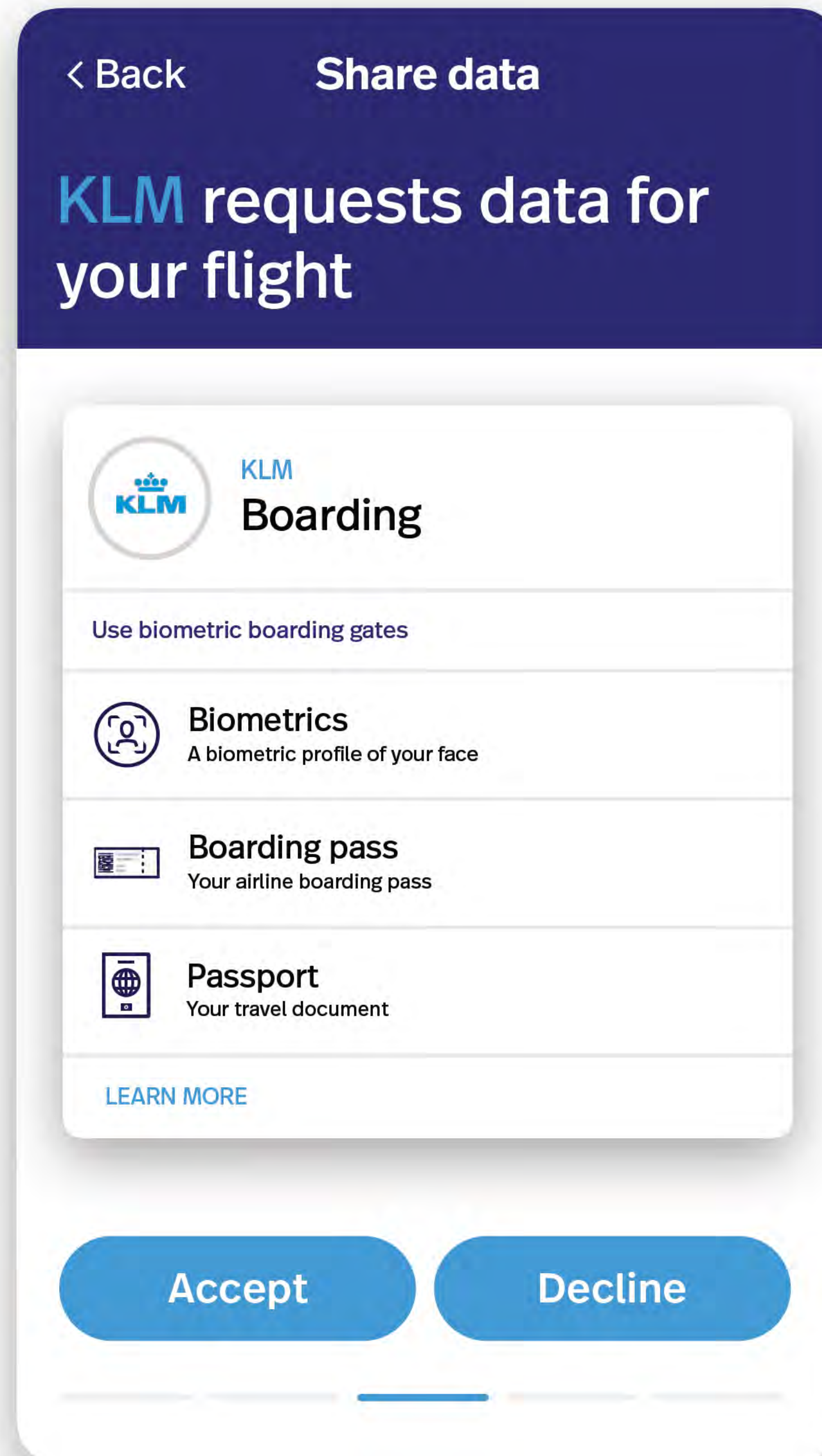
 **Biometrics**
A biometric profile of your face

 **Passport**
Country of issue / Document number / Expiry Date / Given names / Surname / Nationality / Date of birth / Sex / RTP-NL Membership ID

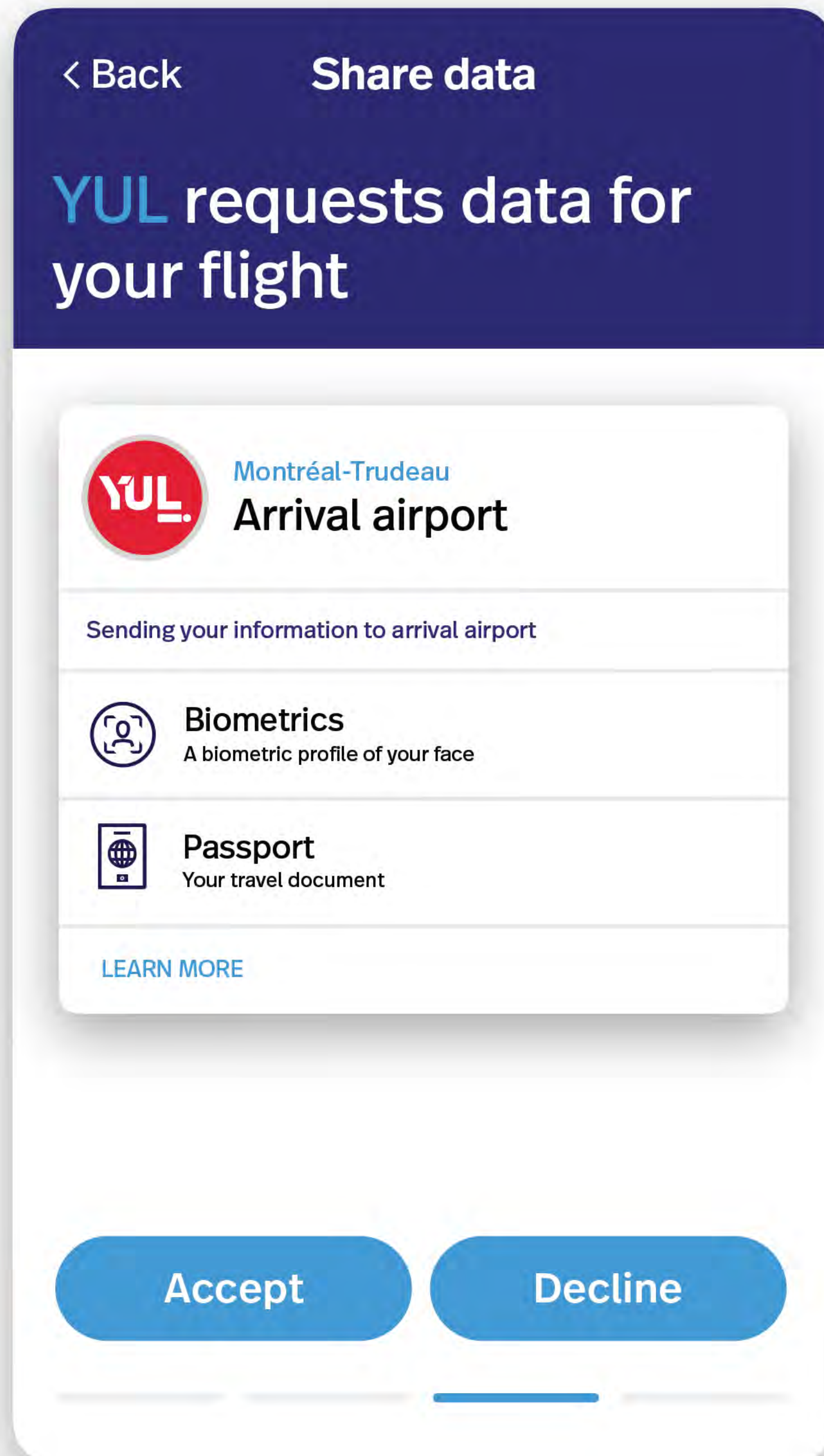
→ Frank can see a detailed overview of attributes that need to be shared for this trip service.



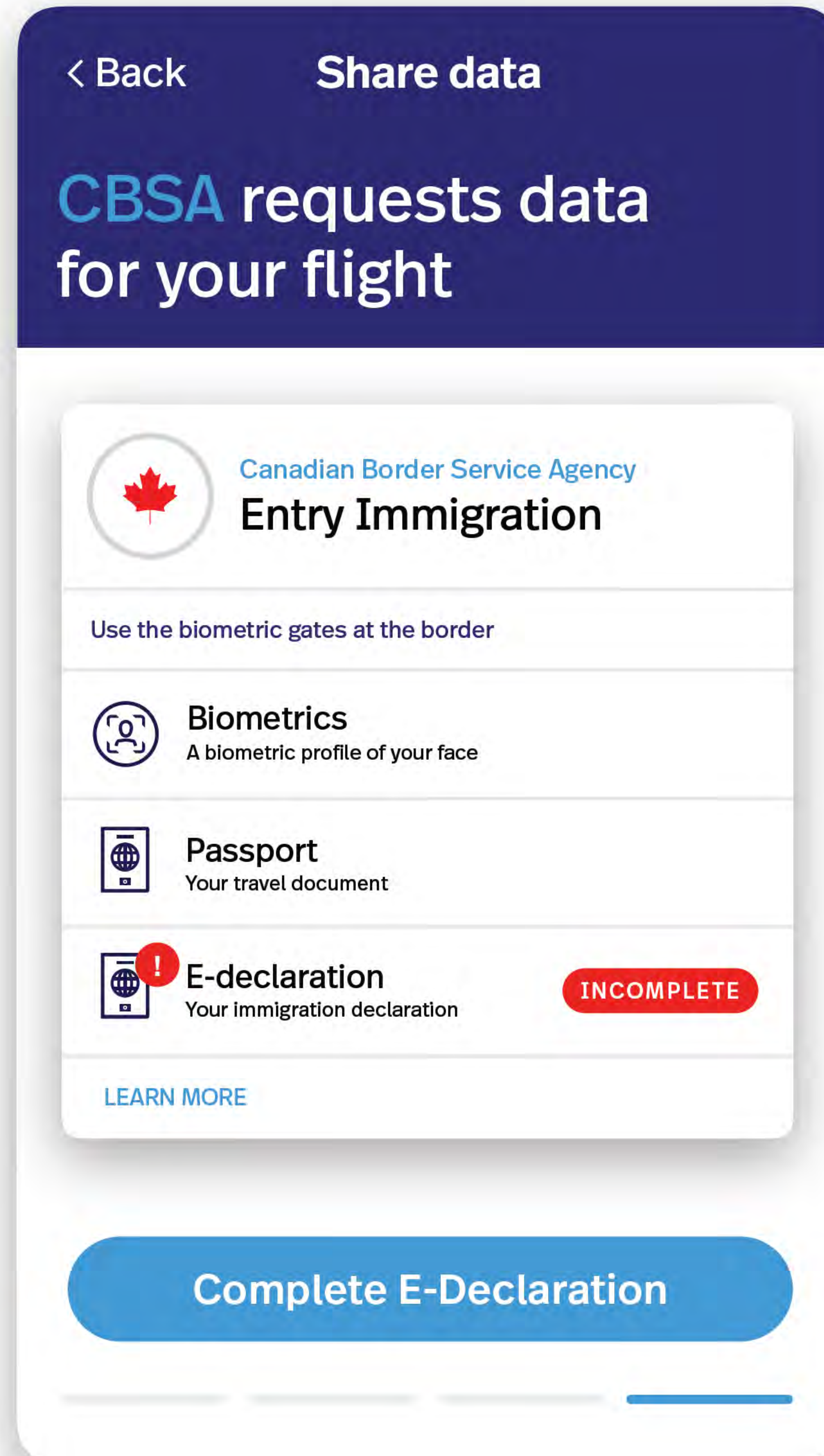
→ Frank wants to know what passport attributes he shares with KMAR and hits “Learn more”



→ Frank sends data.



→ Frank sends data.



→ In order to proceed Frank has to fill out his E-declaration.



1 of 6 sections complete

Arriving from

Arrival airport
Montreal (YUL)

Arriving from

- US only
- Other country direct
- Other country via US

Continue



2 of 6 sections complete

Place of residence

Are you a Canadian Citizen or Permanent Resident of Canada?

Yes No

Select country

Netherlands 

Select state

North Holland 

Continue



3 of 6 sections complete

Absence from Canada

How long have you been away from Canada?

- Less than 24 hours
- 24 to 48 hours
- 48 hours to 7 days
- More than 7 days

Do you exceed your personal exemptions?

- Yes
- No

Personal exemptions detail

Value of goods purchased or received abroad

CAN \$ 1254

Do you exceed your exemption for alcohol or tobacco?

- Yes
- No

Continue



4 of 6 sections complete

Statement 1

I am/we are bringing into Canada:

- Firearms or other weapons (e.g. switchblades, Mace, pepper spray)
- Commercial goods, whether or not for resale (e.g. samples, tools, equipment)
- Raw or cooked meat, fish, seafood, eggs, dairy products, fruits, vegetables, seeds, nuts, flowers, insects, bulbs, wood, live animals, or any other animal or plant parts of their derivatives
- Currency and/or monetary instruments totalling CAN \$10,000 or more

Continue



5 of 6 sections complete

Statement 2

I/we have unaccompanied goods (excluding your checked baggage)

Yes No

Statement 3

I/we have visited a farm and will be going to farm in Canada

Yes No

Continue

6 of 6 sections complete

Summary

Flight information

Arrival airport Montreal YUL
Arrival from Other country direct

Place of residence

Select country Canada
Select state Alberta

Personal Exemptions

Citizenship Canadian
Absence from Canada 24 to 48 hours
Exceeds exemptions Yes
Value of goods CAN\$ 1254
Exceeds alcohol/tobacco No

Security Questions

Firearms/weapons No
Commercial goods No
Food plants/animal No
CAN\$ 10,000 or more No
Unaccompanied goods No
Farm visit No

Complete E-Declaration

Terms & conditions

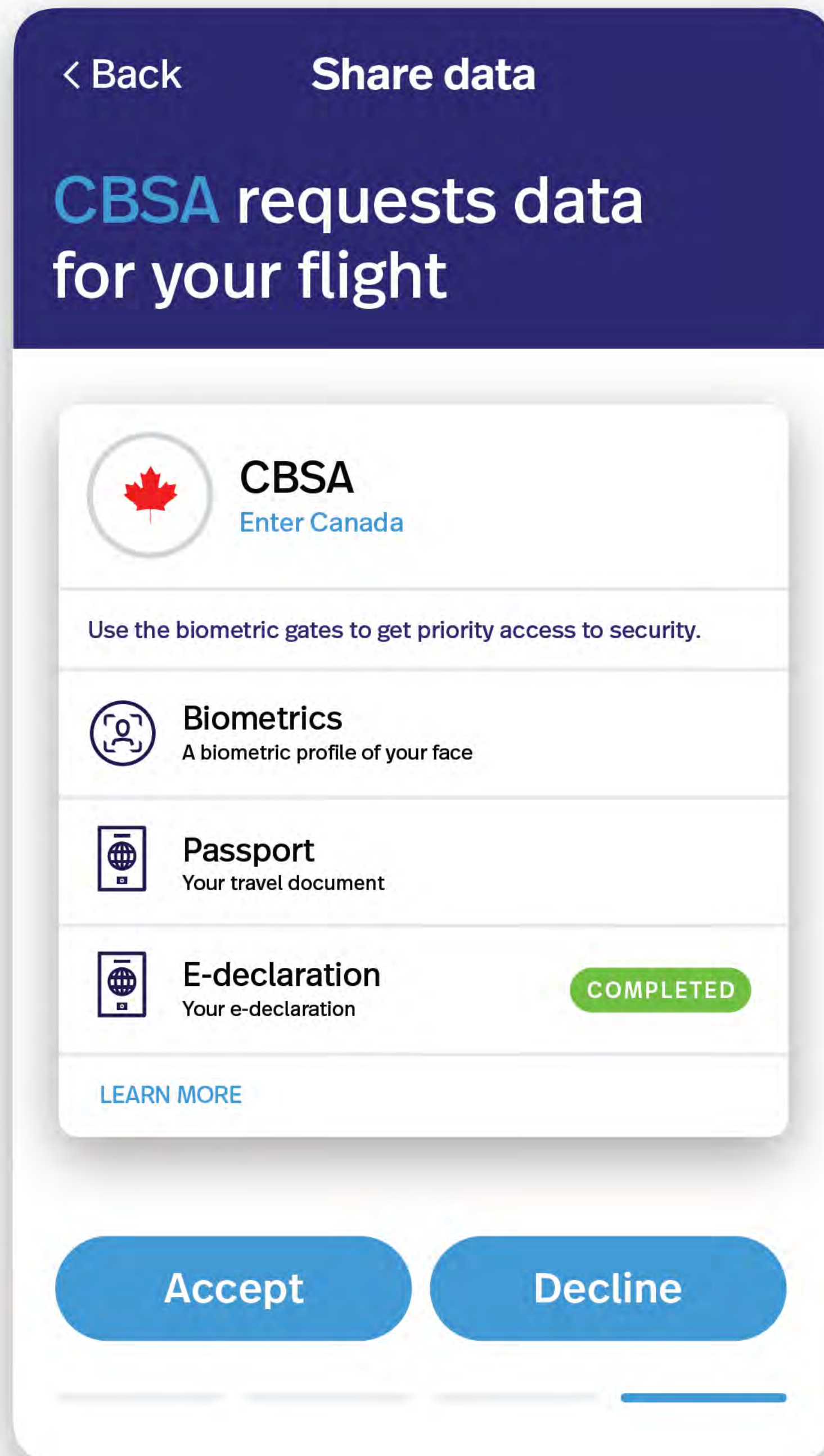
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Accept

Decline








→ After Frank completes his E-Declaration he is able to continue and send his data to CBSA.

< Back Flight

Flight KL1239 May 15th 2020

Amsterdam - Montreal

Sending data 65%

-  Schiphol **Fast Track Security** SENDING >
-  Koninklijke Marechaussee **Exit Immigration** SENDING >
-  KLM **Boarding** SENDING >
-  Montréal-Trudeau **Arrival airport** SENDING >
-  Canadian Border Service Agency **Entry Immigration** SENDING >






→ Frank has shared all his data and he can see the status of his trip services.

< Back **Flight**

Flight KL1239 May 15th 2020

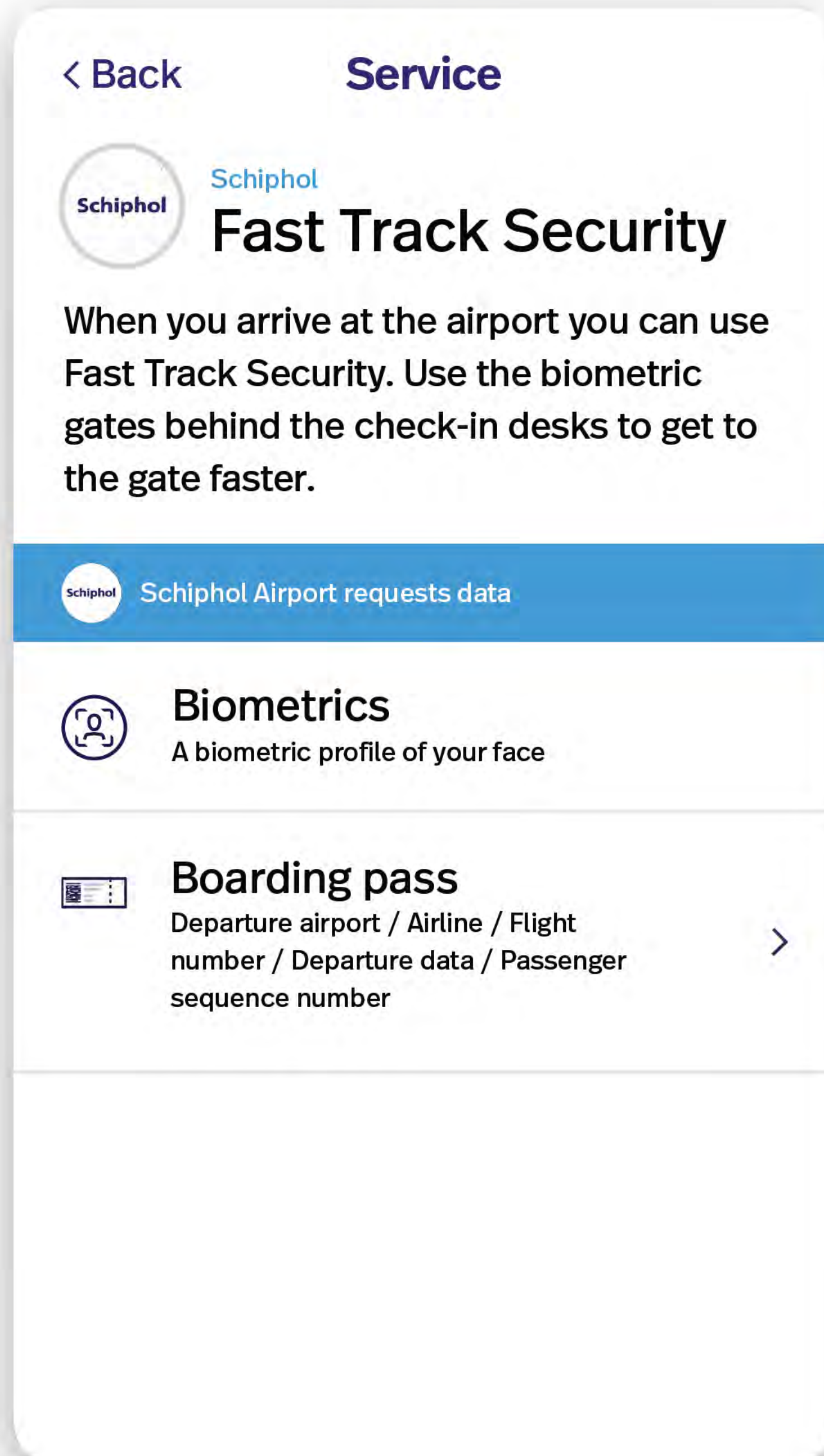
Amsterdam - Montreal

Ready to use KTDI during your flight

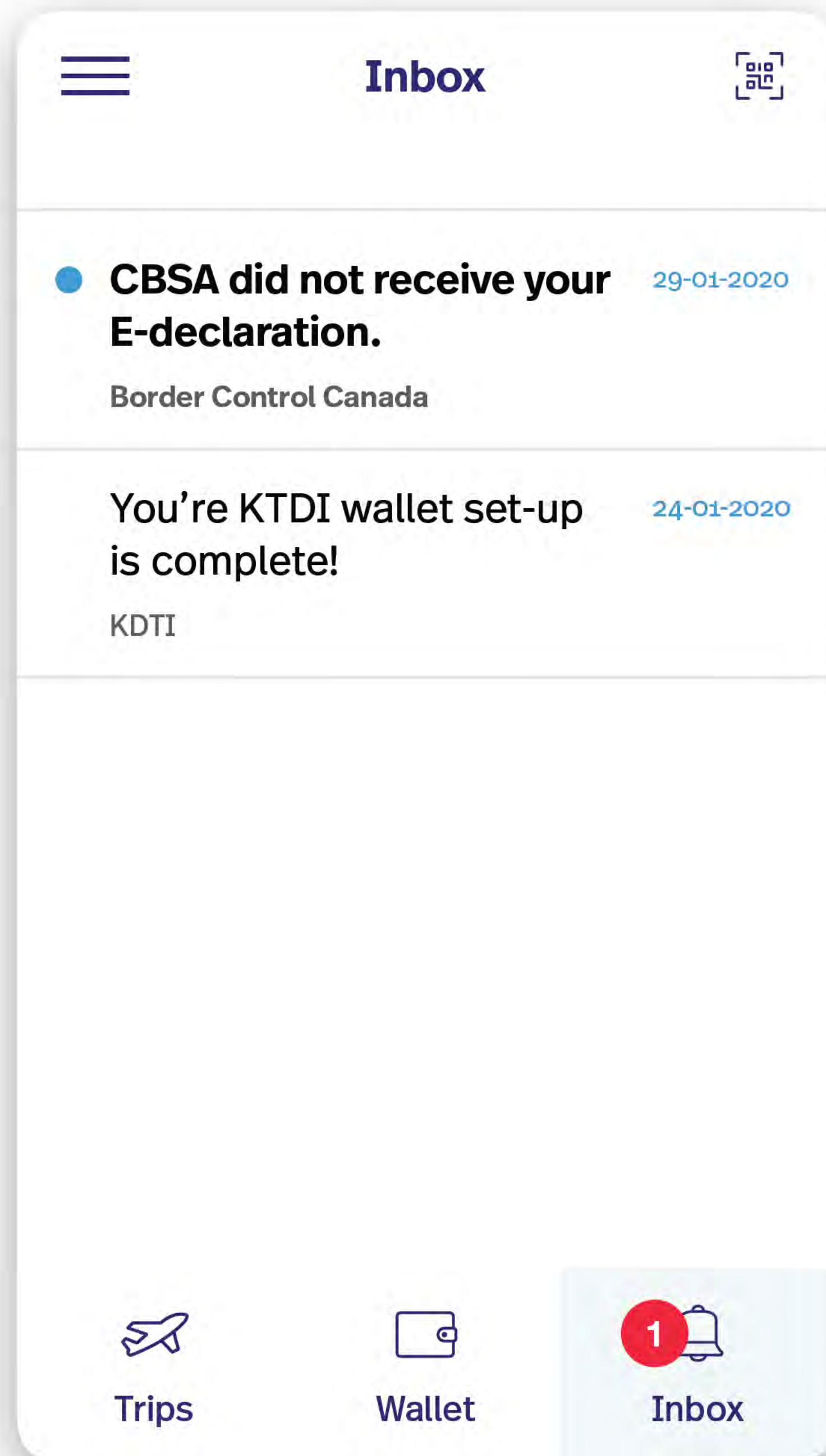
-  Schiphol **Fast Track Security** RECEIVED >
-  Koninklijke Marechaussee **Exit Immigration** RECEIVED >
-  KLM **Boarding** RECEIVED >
-  Montréal-Trudeau **Arrival airport** RECEIVED >
-  Canadian Border Service Agency **Entry Immigration** RECEIVED >

How to use KTDI
Learn more on how to use KTDI at the airport [LEARN MORE](#)

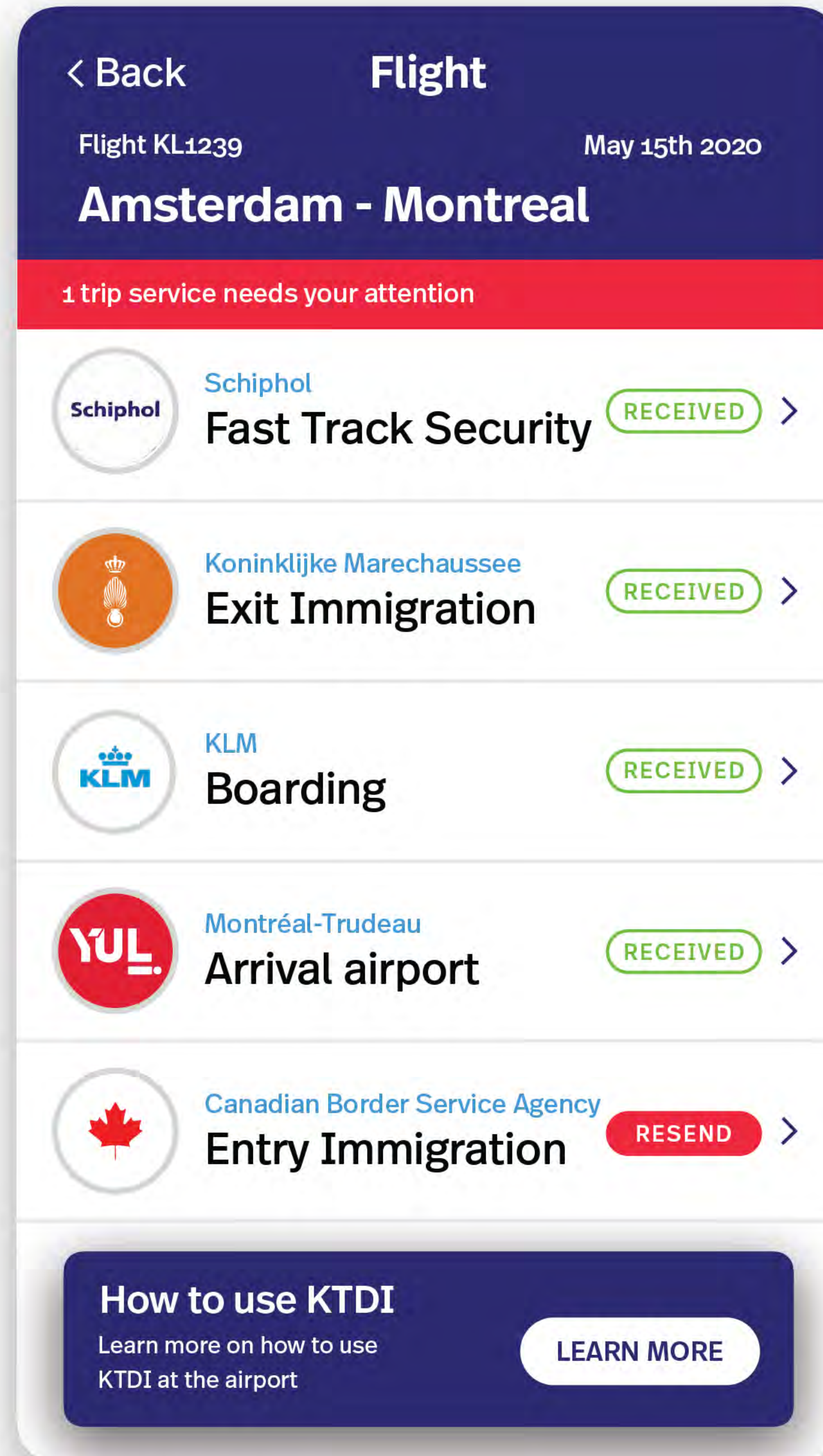
→ Frank's data been sent to and received by all parties.



→ Frank can access individual trip services to check shared data.



→ In case something goes wrong Frank gets a notification.



→ Frank can easily access the designated trip service and resolve the problem.

< Back

Service



Canadian Border Service Agency

Entry Immigration

Arriving in Canada you can speed up your arrival by filling out your e-declaration before your fly. At the airport you can use biometric gates to enter Canada.



Canada Border Service Agency requests data



Biometrics

A biometric profile of your face



Boarding pass

Departure airport / Airline / Flight number / Departure data / Passenger sequence number



E-Declaration

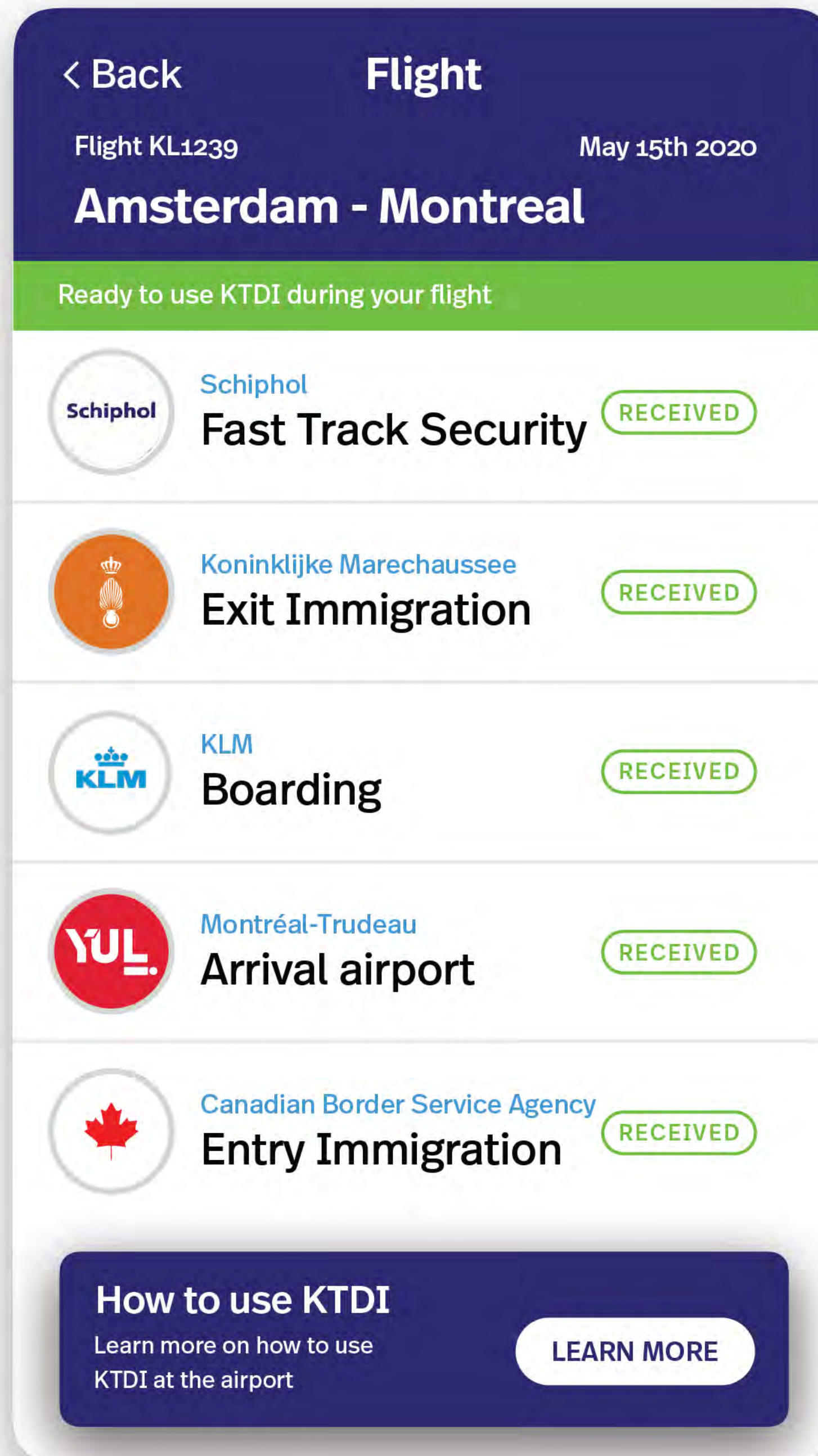
Your immigration declaration

RESEND



Frank goes to Schiphol to catch his flight





- From the status screen Frank also has the option to Learn more about travelling with KTDI from Amsterdam to Montreal.
- Frank hits “learn more”.



Using KTDI at the airport



Departure from the Netherlands

If you've prepared your flight, you are now ready to use the KTDI gates at the airport. Simply scan your face and continue through the gate.

After dropping off your bags, look for the KTDI icon at the security access gates in Departure Hall 2.

Staff will be present at every touchpoint to assist you, if you have any questions.

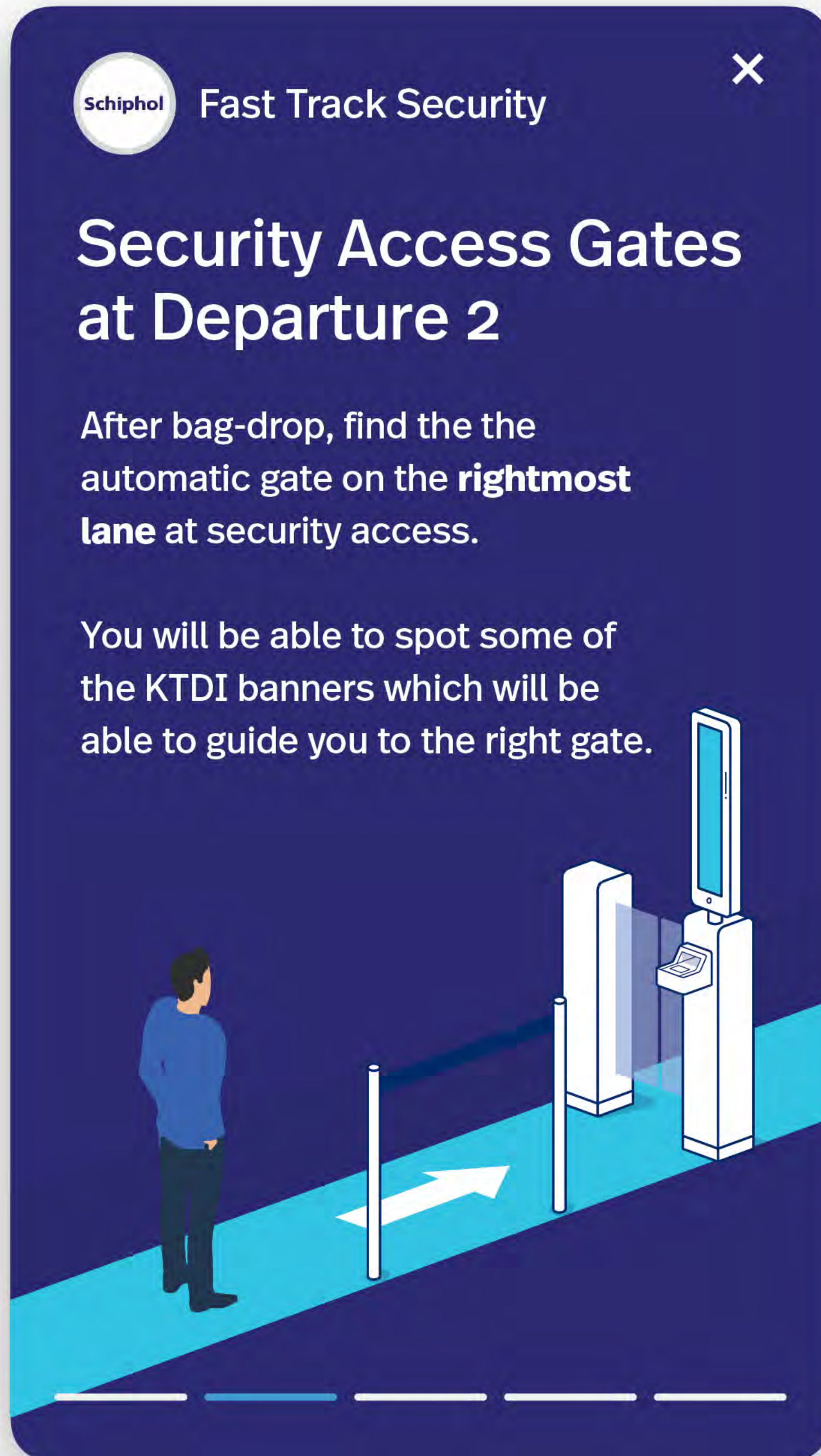


Schiphol Fast Track Security

Security Access Gates at Departure 2

After bag-drop, find the the automatic gate on the **rightmost lane** at security access.

You will be able to spot some of the KTDI banners which will be able to guide you to the right gate.

An illustration on a dark blue background showing a person in a blue shirt and dark pants standing on a light blue path. A white arrow on the path points to the right. In the distance, there is a white automatic gate structure with a screen and a tray. The path is bordered by white dashed lines at the bottom.

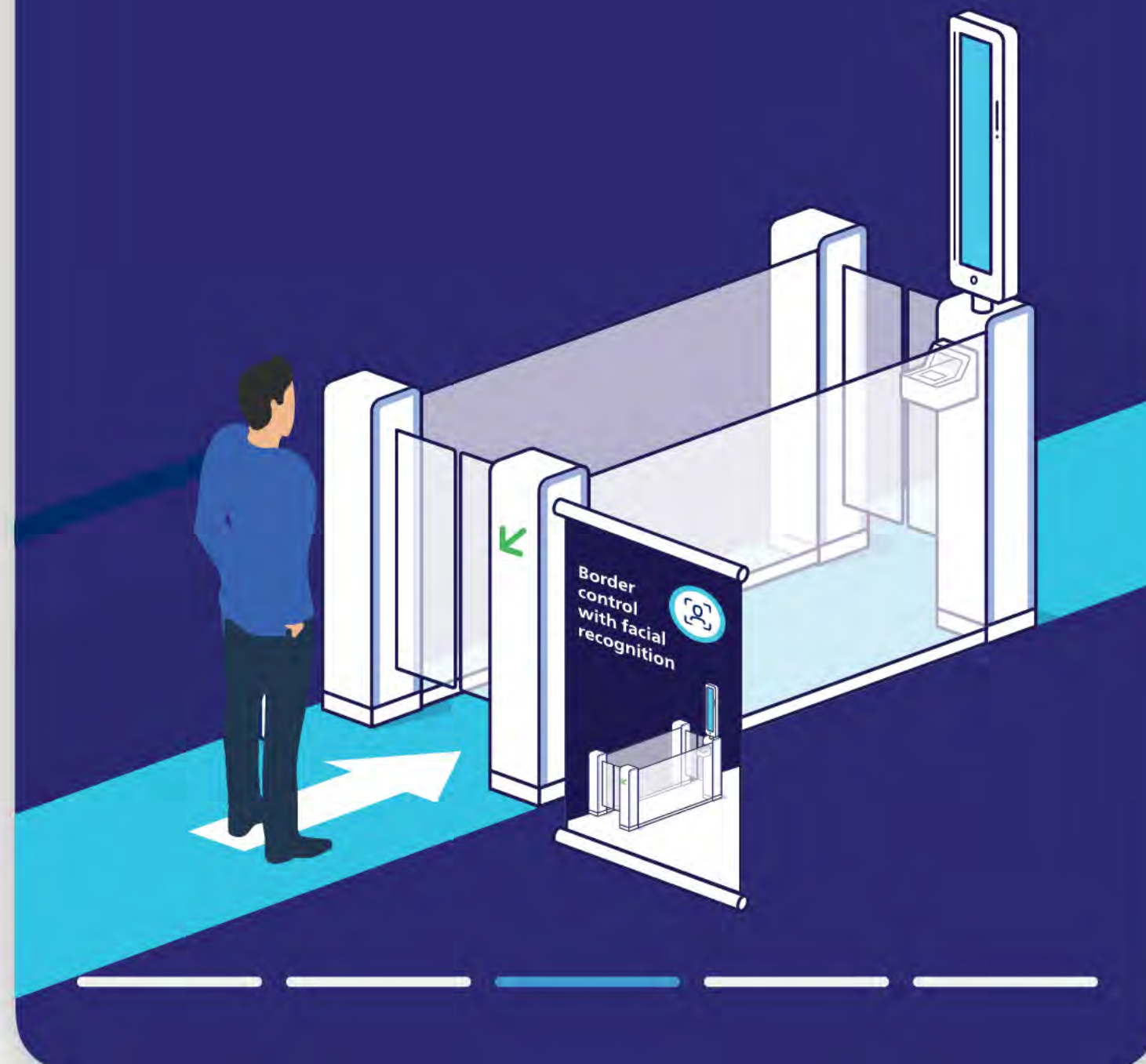


Exit Immigration



Rightmost Automatic Border Gate

After going through security, continue to the automatic border gates. Find the gate on the **rightmost lane** at border control.





Boarding



Boarding Gate at Gate F5

When you are ready to board, continue to the rightmost lane at **Gate F5** to board with facial recognition.



An aerial photograph of an airport runway. A white airplane is parked on the tarmac in the upper left quadrant. The runway is marked with yellow and white lines. In the lower right, there are several red 'ILS' markers. The text 'Frank touches down at Montreal airport.' is overlaid in the center in a large, white, sans-serif font.

**Frank touches down at
Montreal airport.**

→ Frank receives a time based notification.



15:25

Wednesday, May 15



KTDI

1 minute ago

**Welcome to Canada. Learn
how to use KTDI at Montreal
Airport.**



Arrival in Canada

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

→ Frank can access information on how to use KTDI at Montreal airport.

Passenger flow CAN – NLD

Jenny Wong flying from Toronto to Amsterdam

In order to create an application that becomes a travellers companion for using KTDI, we have to take a step back and rewrite to story from the travellers perspective.

Jenny →



→ Jenny books a flight with Air Canada from Toronto to Amsterdam.



Booking

YYZ – AMS

June 15th 2020

Departure at 14:25

Jenny Wong

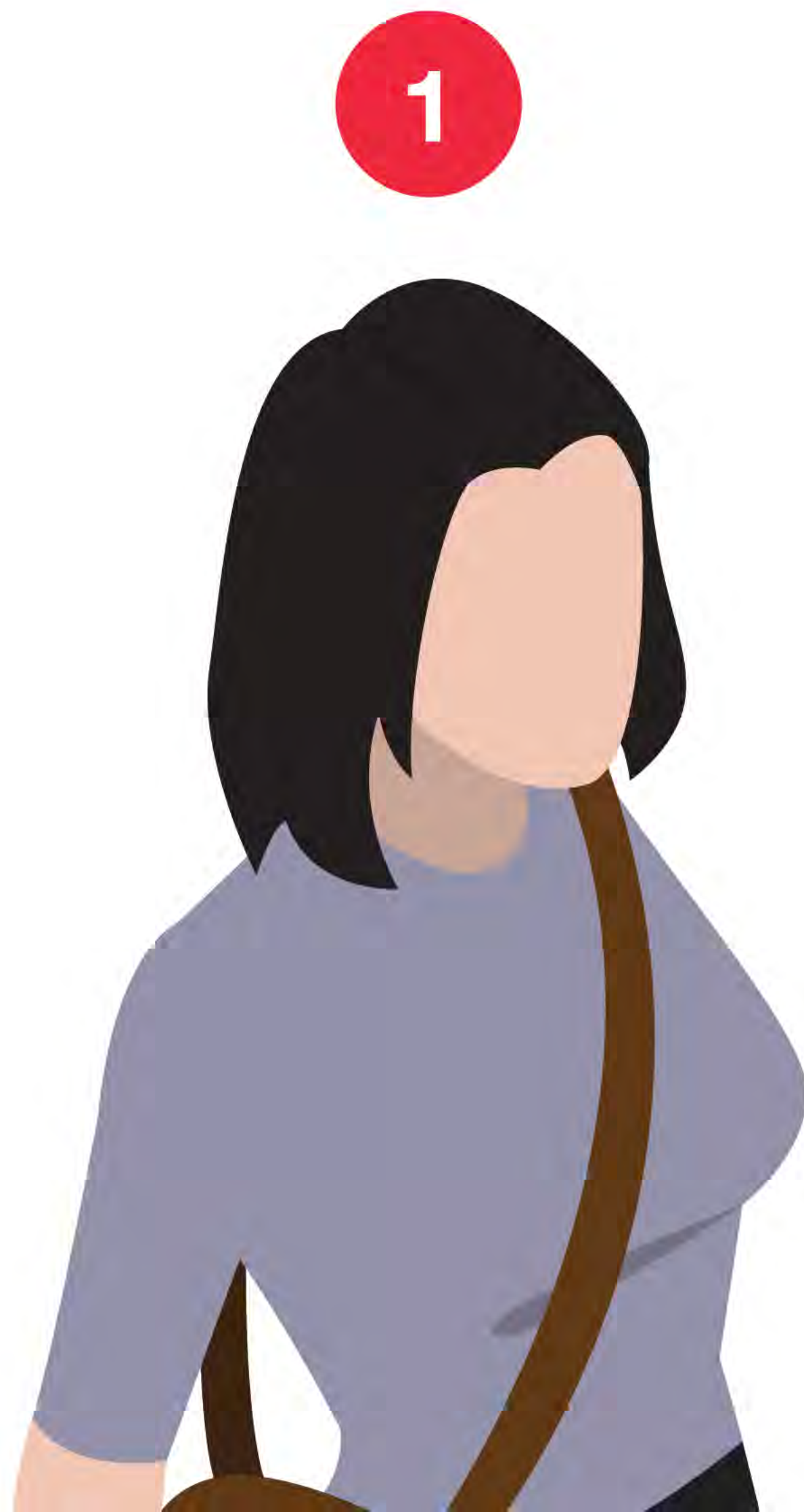
Star Alliance

Seat 1A

Priority

Book flight





● New email

1 minute ago

Experience the future of travel

Air Canada

Air Canada



Experience the future of travel

To: j.wong@mail.com

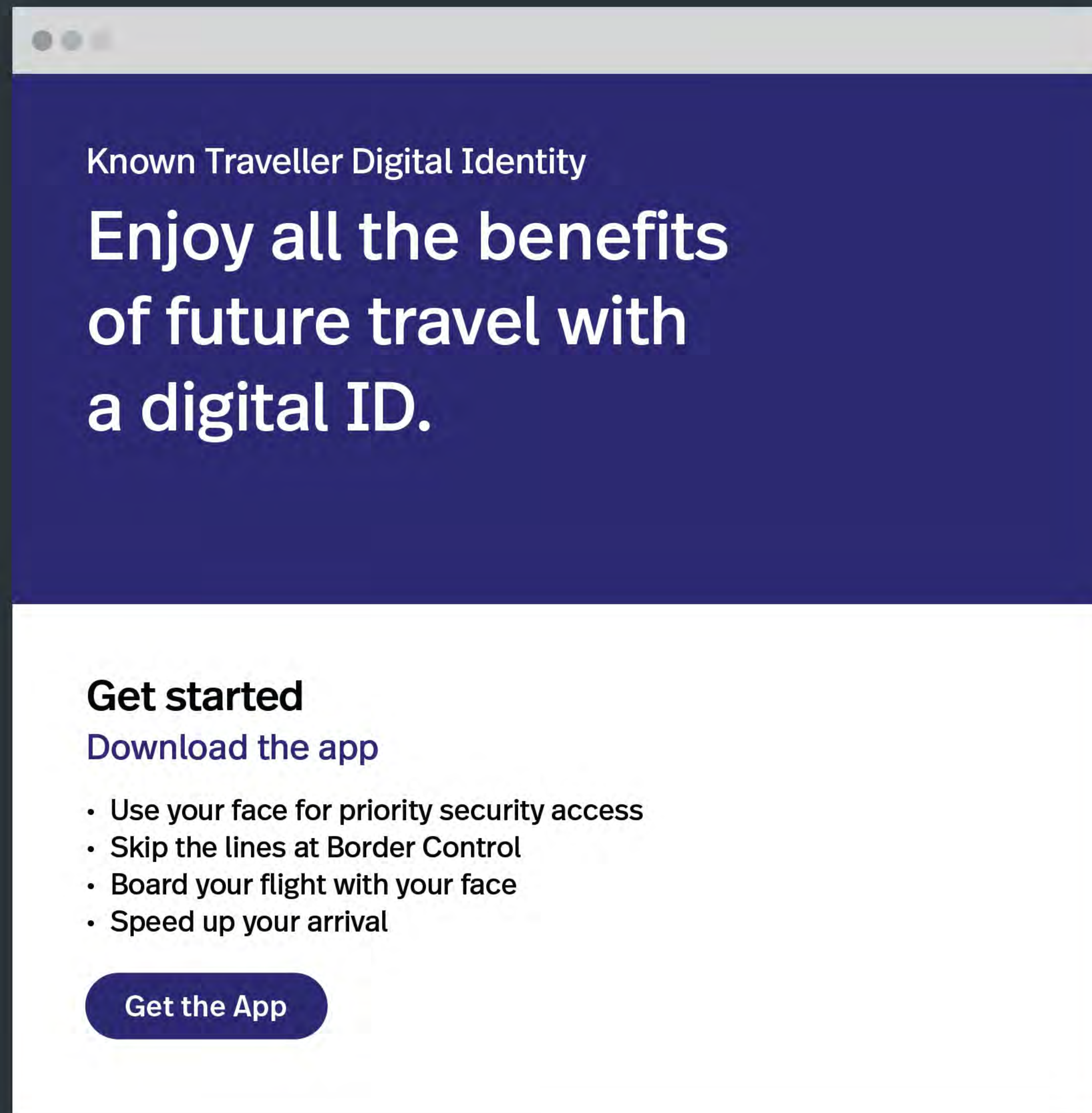
Hello Jenny,

You booked a trip to **Amsterdam** and you fly out on **June 15th 2020**. We would like to invite you to participate in the Known Traveller Digital Identification pilot program. KTDI makes it possible to have your passport on your phone and enjoy all the benefits of future travel with a digital ID.

[Learn more about KTDI](#)

[Get the App](#)

- After Jenny's booking is confirmed by Air Canada, Jenny receives onboarding from KLM inviting him to participate in the Known Traveller Digital Identification pilot program.
- Jenny can navigate to a dedicated landing page about the benefits of KTDI.
- Jenny can navigate to the app store to download app to his device directly.



Known Traveller Digital Identity

Enjoy all the benefits of future travel with a digital ID.

Get started

Download the app

- Use your face for priority security access
- Skip the lines at Border Control
- Board your flight with your face
- Speed up your arrival

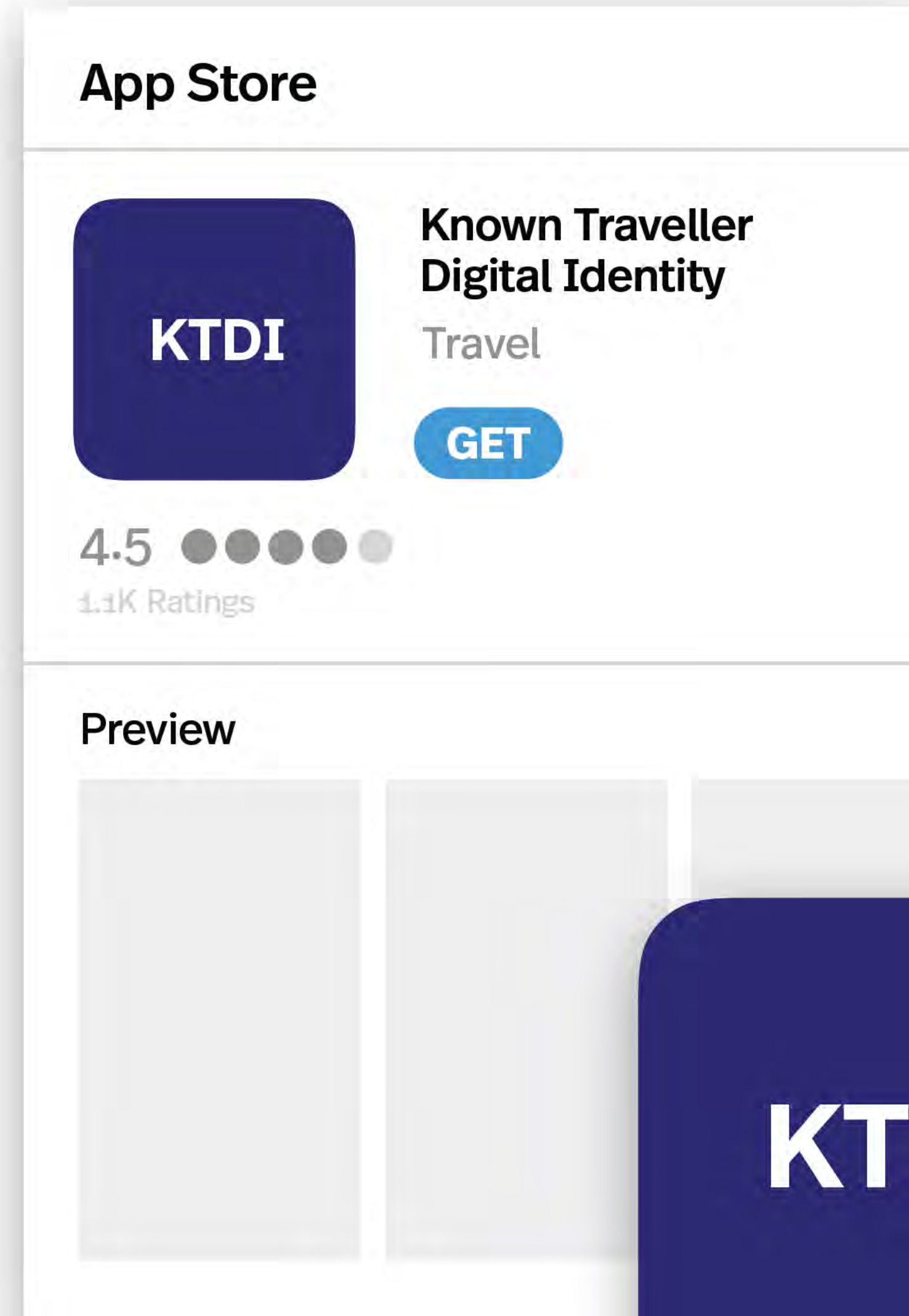
[Get the App](#)

Prepare yourself

What you can expect

- Jenny visits the KTDI landing page for more information.
- Jenny is interested and is willing to download the KTDI app from the App Store.





→ Jenny installs the KTDI app on her device.



Installing application



KTDI
Known Traveller Digital Identity

Enjoy all the benefits
of future travel with
Your Known Traveller
Digital Identification.

[Set up account](#)

→ Jenny goes through the
KTDI set up screens.

[← Back](#) **Terms & conditions**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia

Accept

Decline

→ Jenny accepts the Terms & Conditions

**KTDI**

Known Traveller Digital Identity

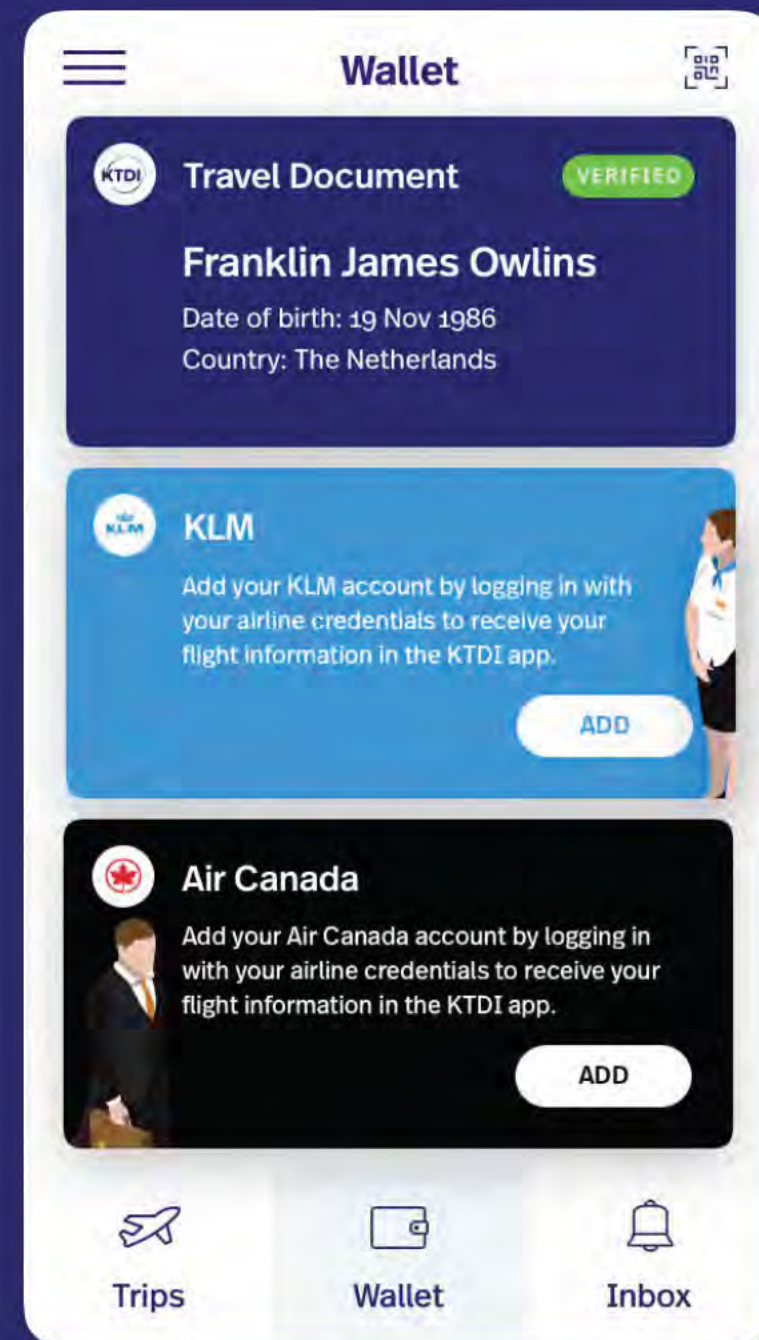
Hi Jenny, you have
successfully set up
your KTDI app.

[Learn how it works](#)

- Jenny is now ready to use the app.
- Jenny hits “Continue”.

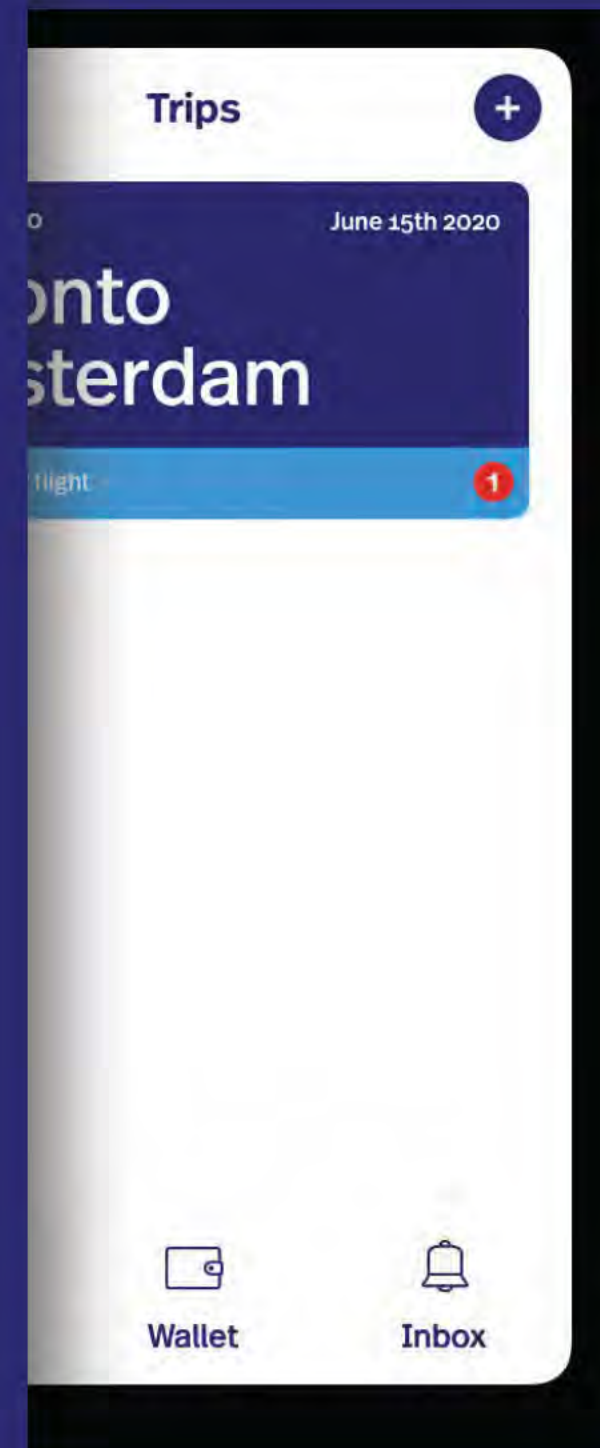
KTDI wallet

The wallet holds your Travel Document and Airline loyalty cards. In order to travel with KTDI you must activate both your Travel Document and an Airline loyalty card.



Trips

View your Airline 24/48 hours before flight. Your flight data appears in the KTDI app under "Trips".



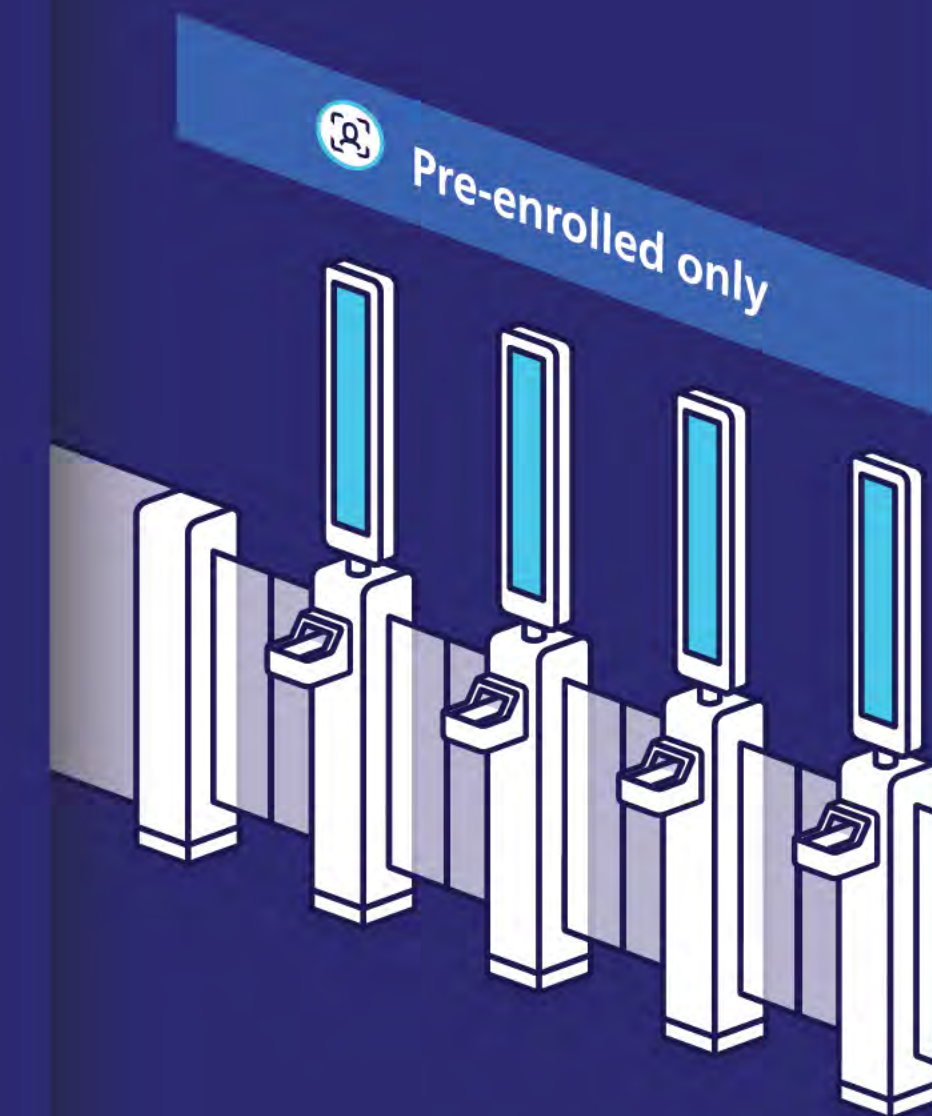
Preparing your flight

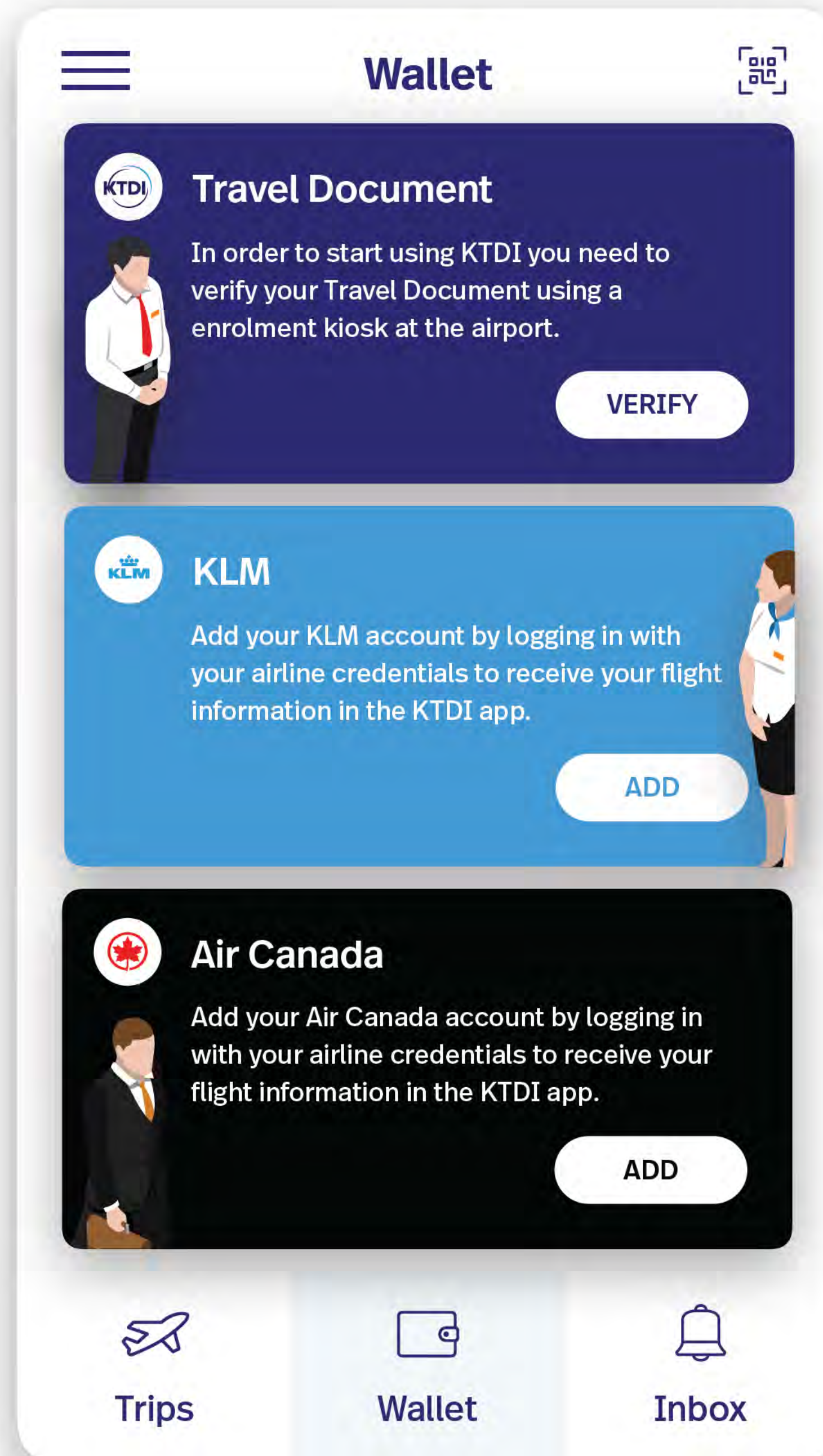
Ability to share data with KTDI partners to enjoy all the benefits. You can see an overview of parties requesting your data.



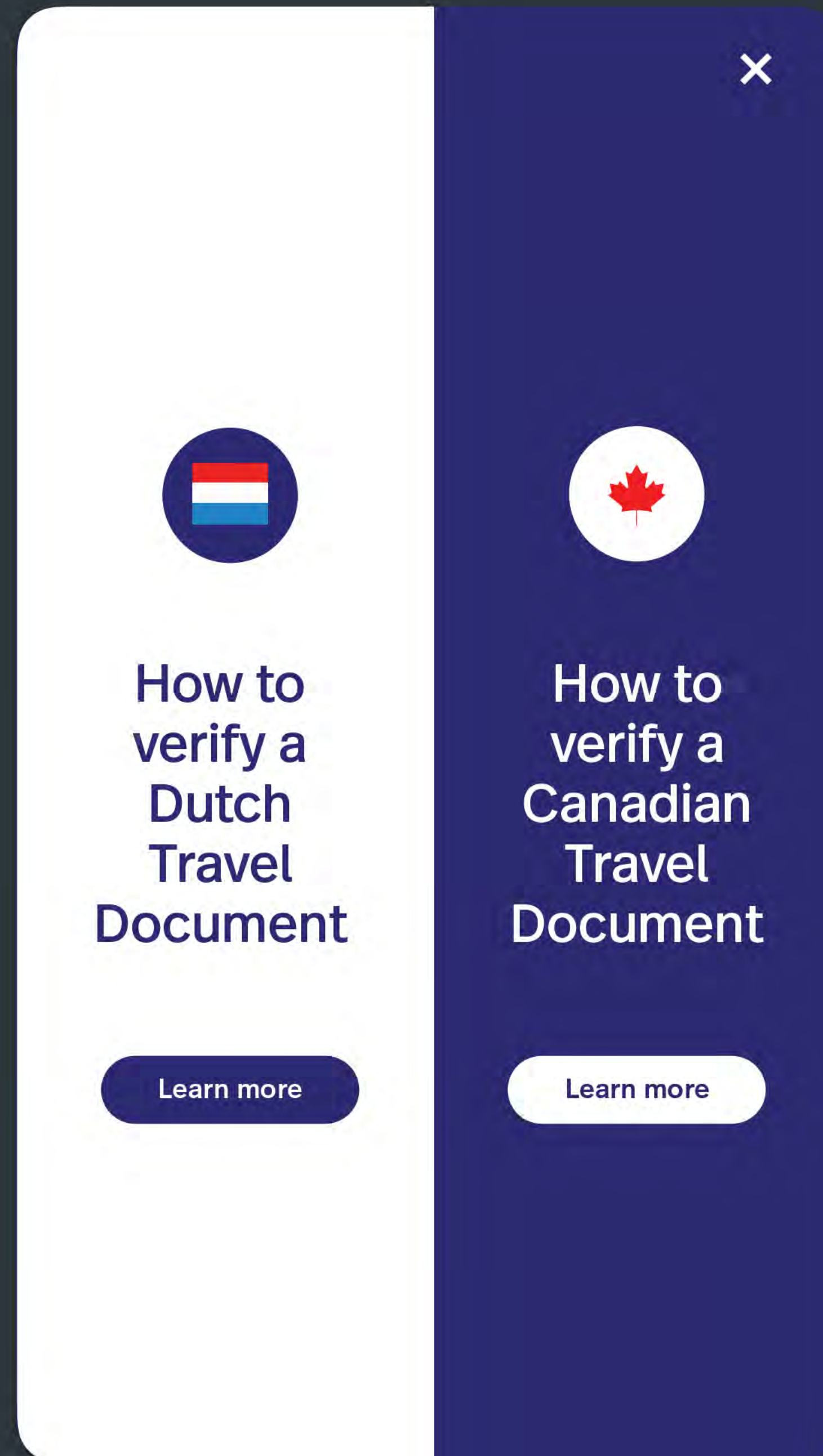
Travel

Once you have been received you can travel between The Netherlands and Canada, between Montreal and Toronto airport.







- The app is now set-up and opens on the Wallet screen.
- Jenny needs to verify her identity in order to create her Travel Document.
- Jenny needs to add her airline in order to automatically receive her flight information.
- The app provides Jenny with a additional information for each step.
- Jenny starts with exploring “Verify” on her Travel Document card.




- The app explains the two options for Canadian and Dutch citizens.
- Jenny has a Canadian passport so she chooses “How to verify a Canadian Travel Document.”



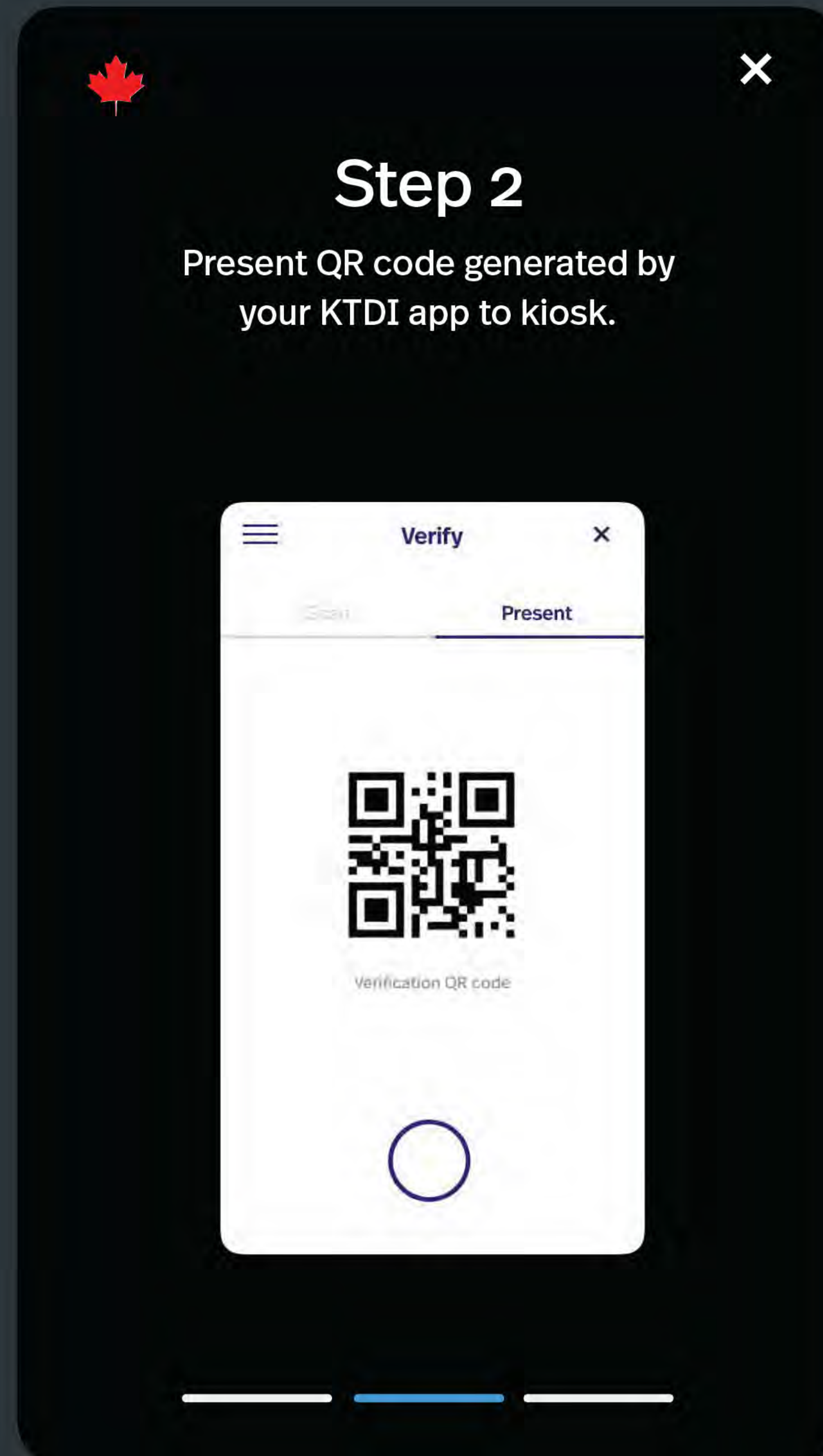
Step 1

Go to the airport to visit KTDI enrolment kiosk.





The illustration shows a woman with dark hair, wearing a grey t-shirt, blue pants, and a brown shoulder bag, standing next to a white KTDI enrolment kiosk. The kiosk has a blue screen and a card reader. At the bottom of the screen, there are three horizontal lines: the first is blue, and the other two are white.

→ In order to activate KTDI Jenny has to visit a KTDI enrolment kiosk on the airport.

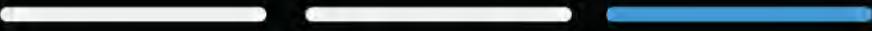



- At the enrolment kiosk Jenny has to present a QR code generated by the KTDI app.

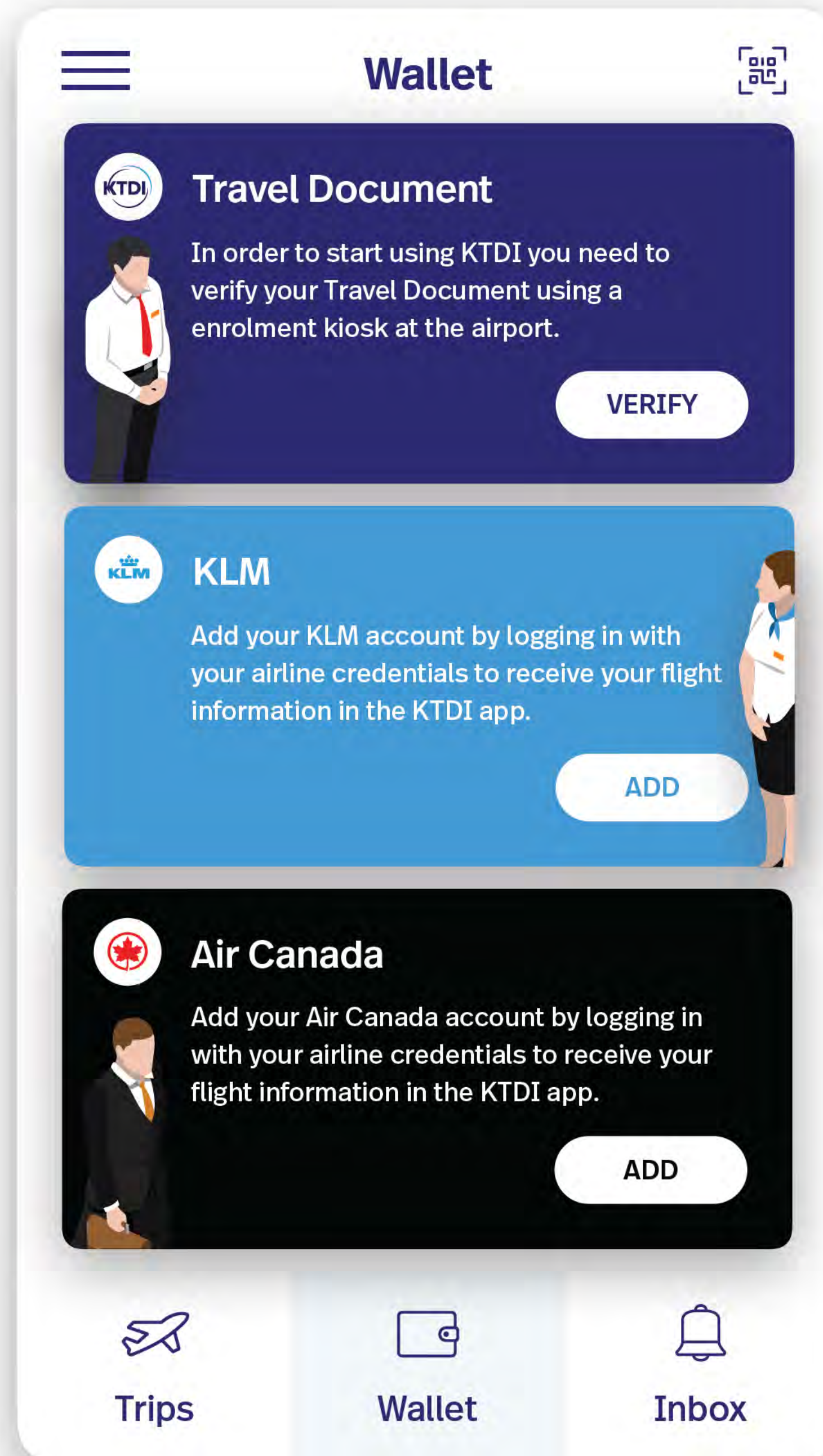


Step 3

The enrolment kiosk captures your passport and performs a face scan.



- The enrolment kiosk captures her passport and performs a face scan.



→ Jenny explores "Add" on the Air Canada card to add her airline in order to automatically receive her flight information.



→ The airline informs Jenny on how to add her Air Canada account.

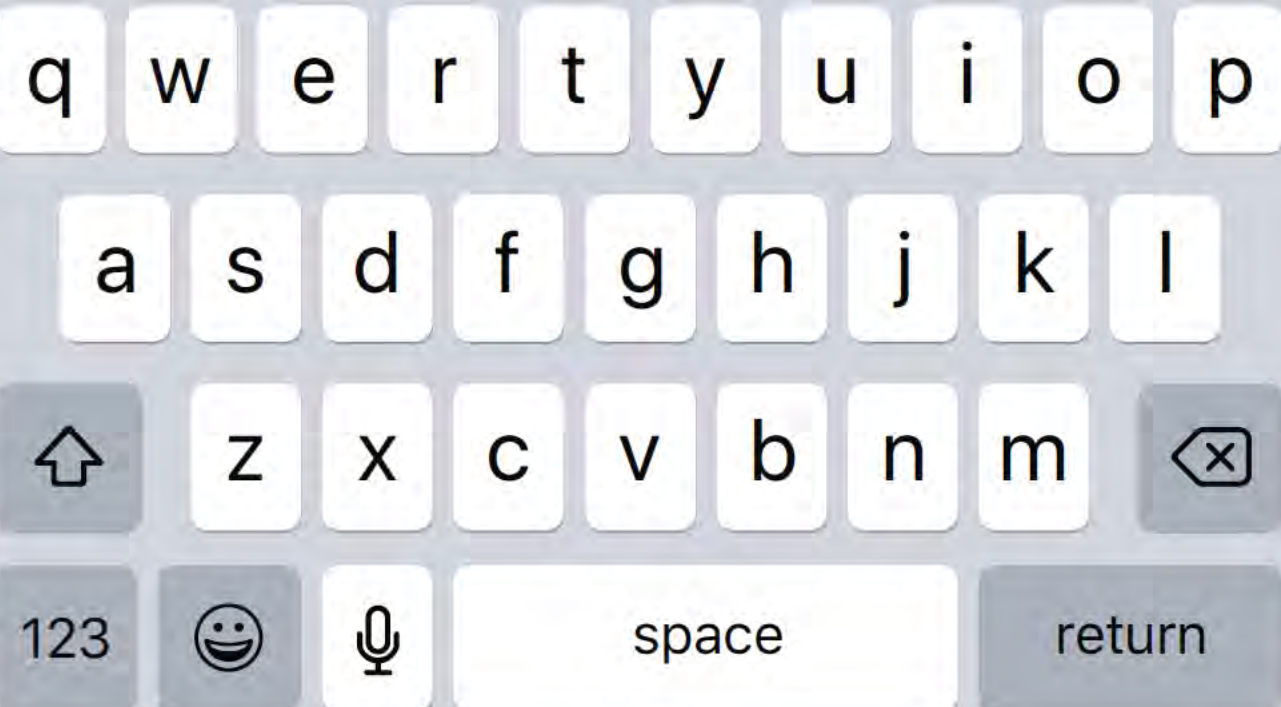
×

Add account

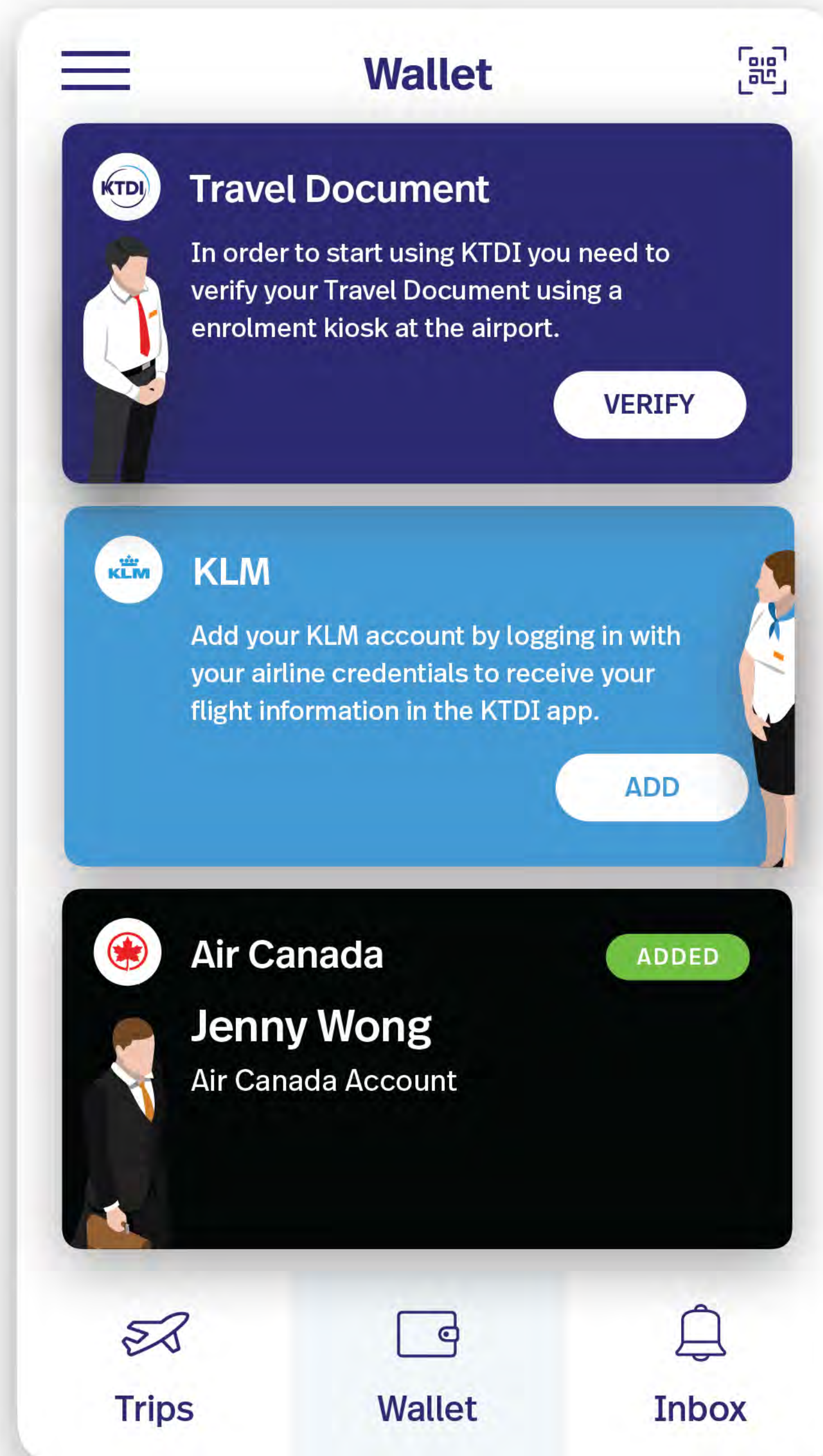
Booking reference

Last name

Add



→ Jenny links her KLM account to KTDI by providing her Air Canada booking information.








- Jenny successfully added her Air Canada booking to KTDI.
- The app is now able to receive required flight information.

A photograph of an airport terminal with a large white text overlay. The background shows a modern airport structure with a curved roof and glass walls. Several signs for 'Air Canada' and 'Jazz' are visible. A sign with the number '6' is also present. The text overlay reads: 'Time passes until Jenny visits Toronto airport for activation.'

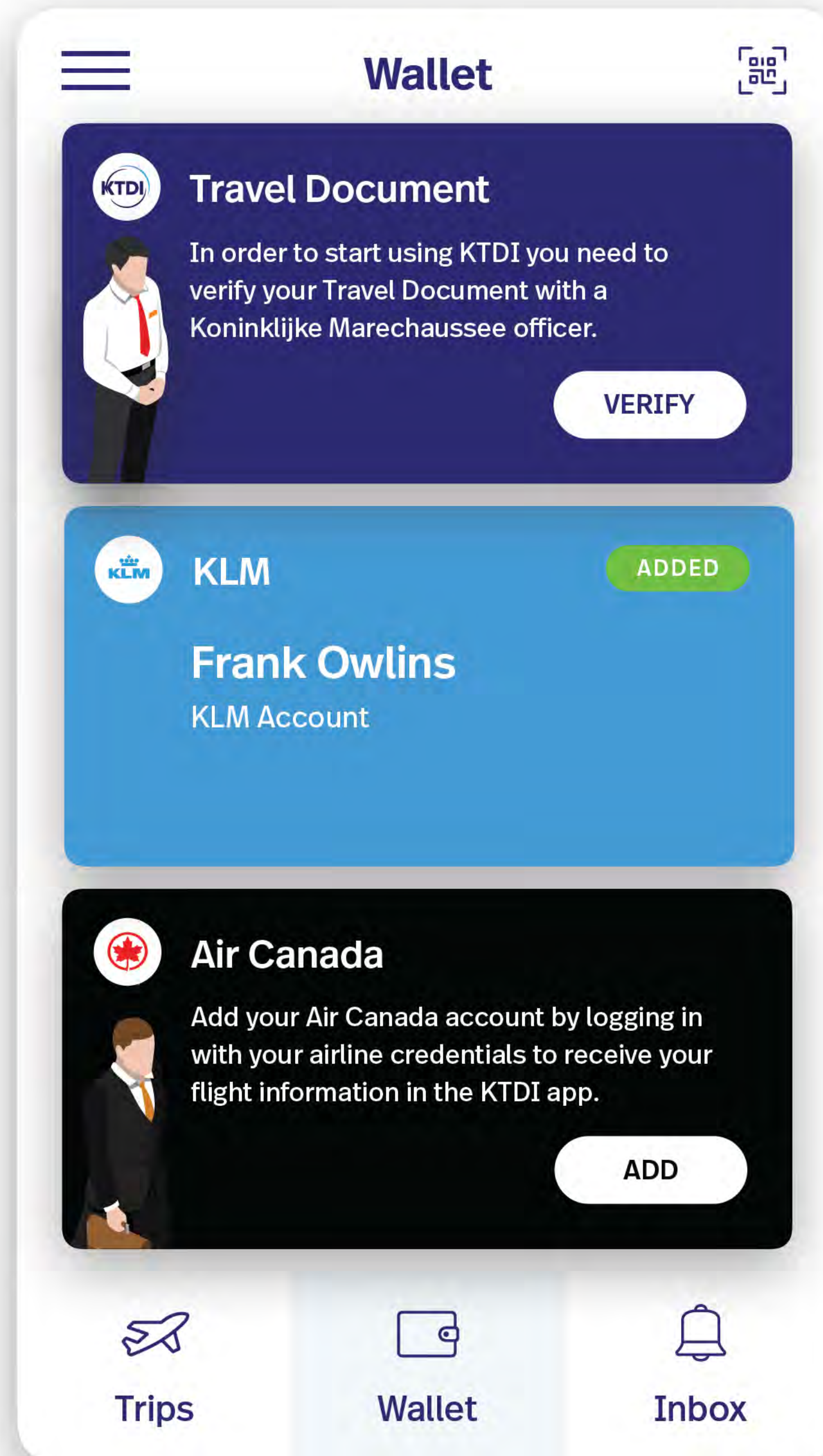
Time passes until
Jenny visits Toronto
airport for activation.

Create travel document at the enrolment kiosk

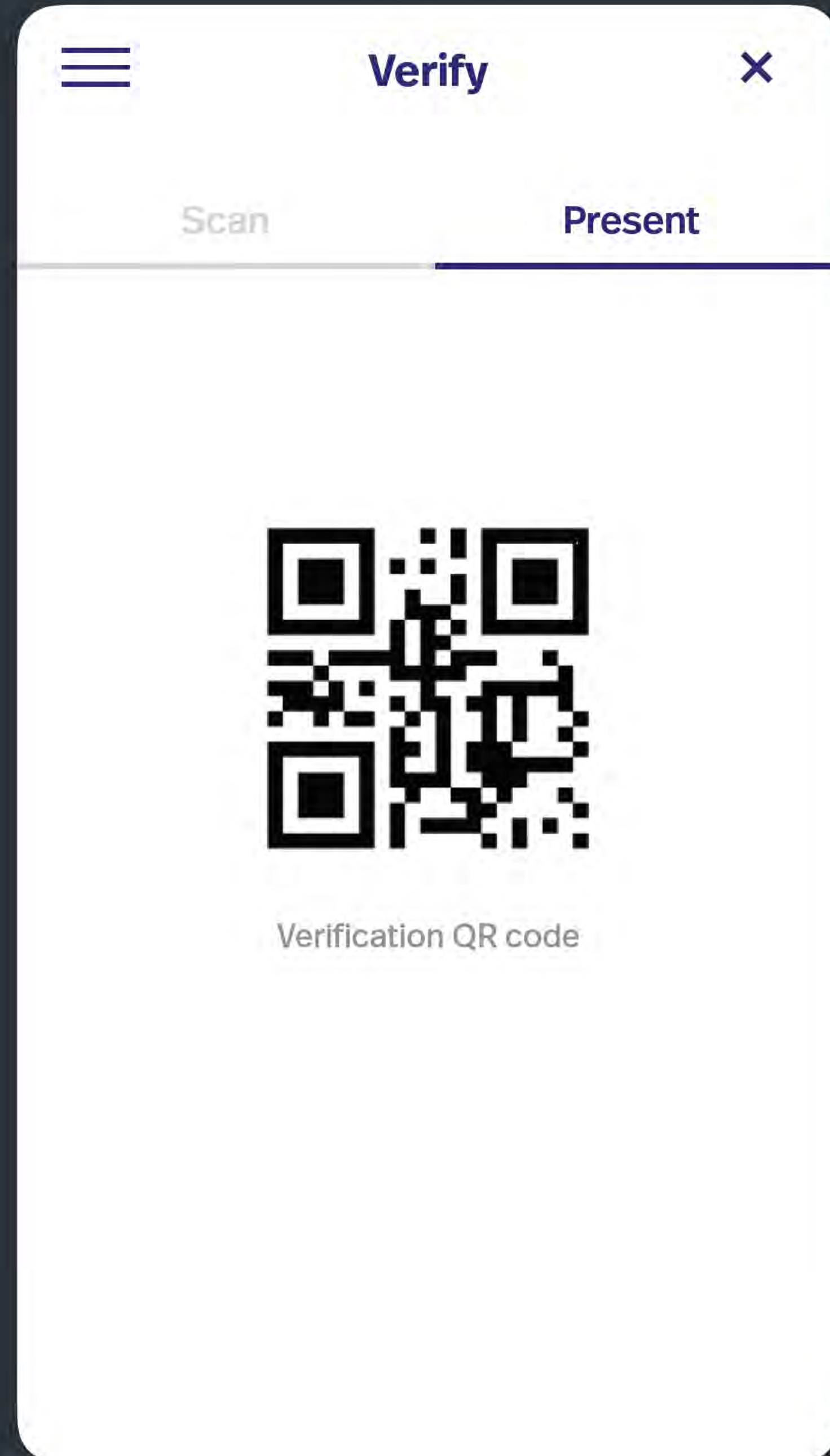
→ Jenny visits the KTDI enrolment kiosk at the Airport.

-  Go to the airport to visit KTDI enrolment kiosk.
- 
 Present QR code generated by your KTDI app to kiosk.
- 
 The enrolment kiosk captures your passport and performs a face scan.

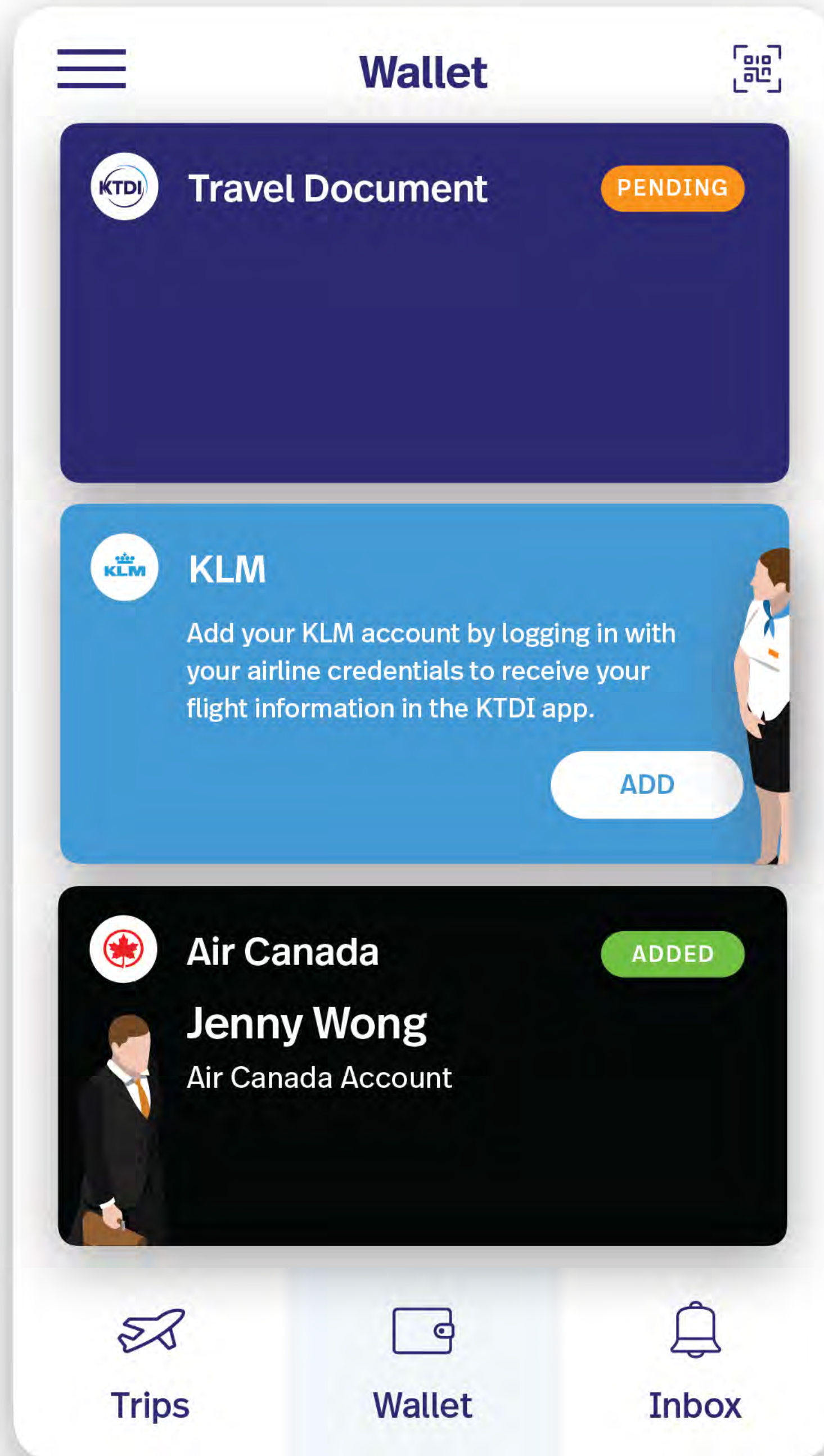




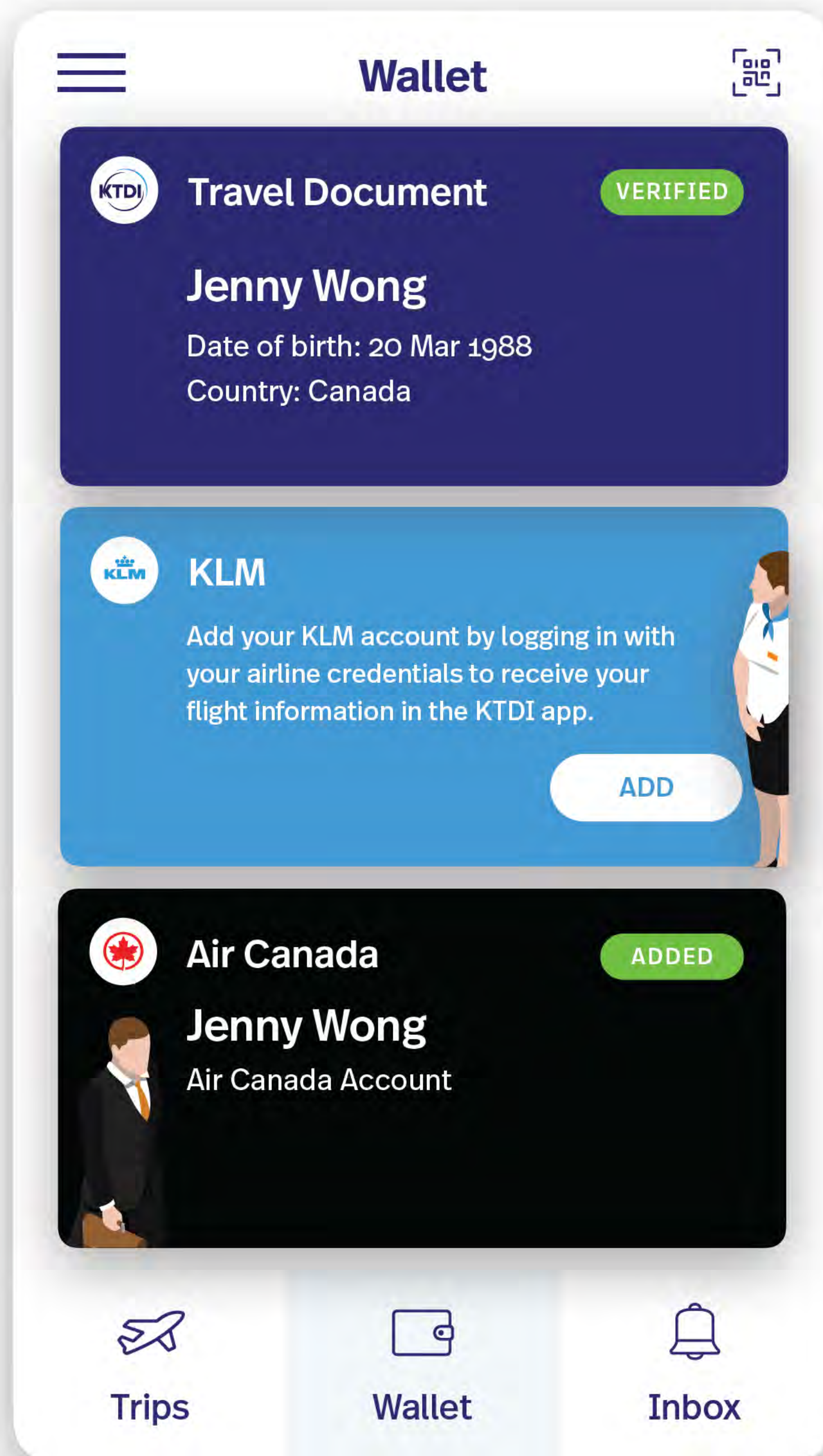
→ Jenny opens QR scanner/
presenter.



→ Jenny presents the QR code to the kiosk.



→ Jenny's travel document is now pending.



- Jenny's travel document is now verified and activated.
- Jenny added her airline account and created her Travel Document and is now ready to use KTDI to travel.

A modern living room with a brown leather sofa, a wooden coffee table, and a kitchen area in the background. The room features large windows on the left, a white armchair, and a black leather chair. A cowhide rug is on the floor. The text "Time passes till check-in with airline" is overlaid in the center.

**Time passes till
check-in with
airline**

15:25

Tuesday, May 14



Air Canada

1 minute ago

Check-in to your flight to Amsterdam



Air Canada check-in

Booking ref

DC223M

Flight no

AC1290

Check-in

→ 24/48 hours before his flight to Amsterdam Jenny checks in on the airline's platform.



15:25

Tuesday, May 14

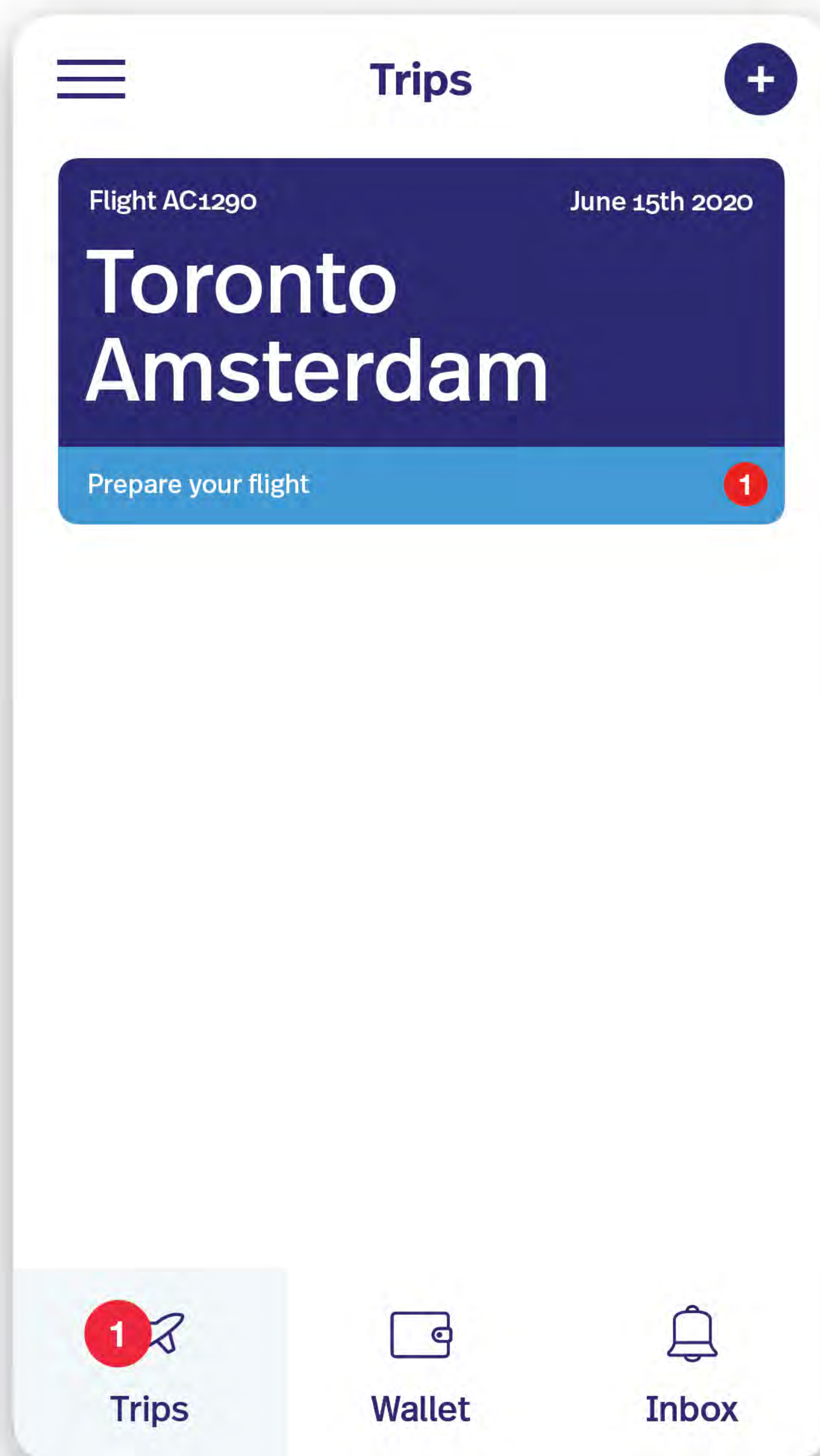


KTDI

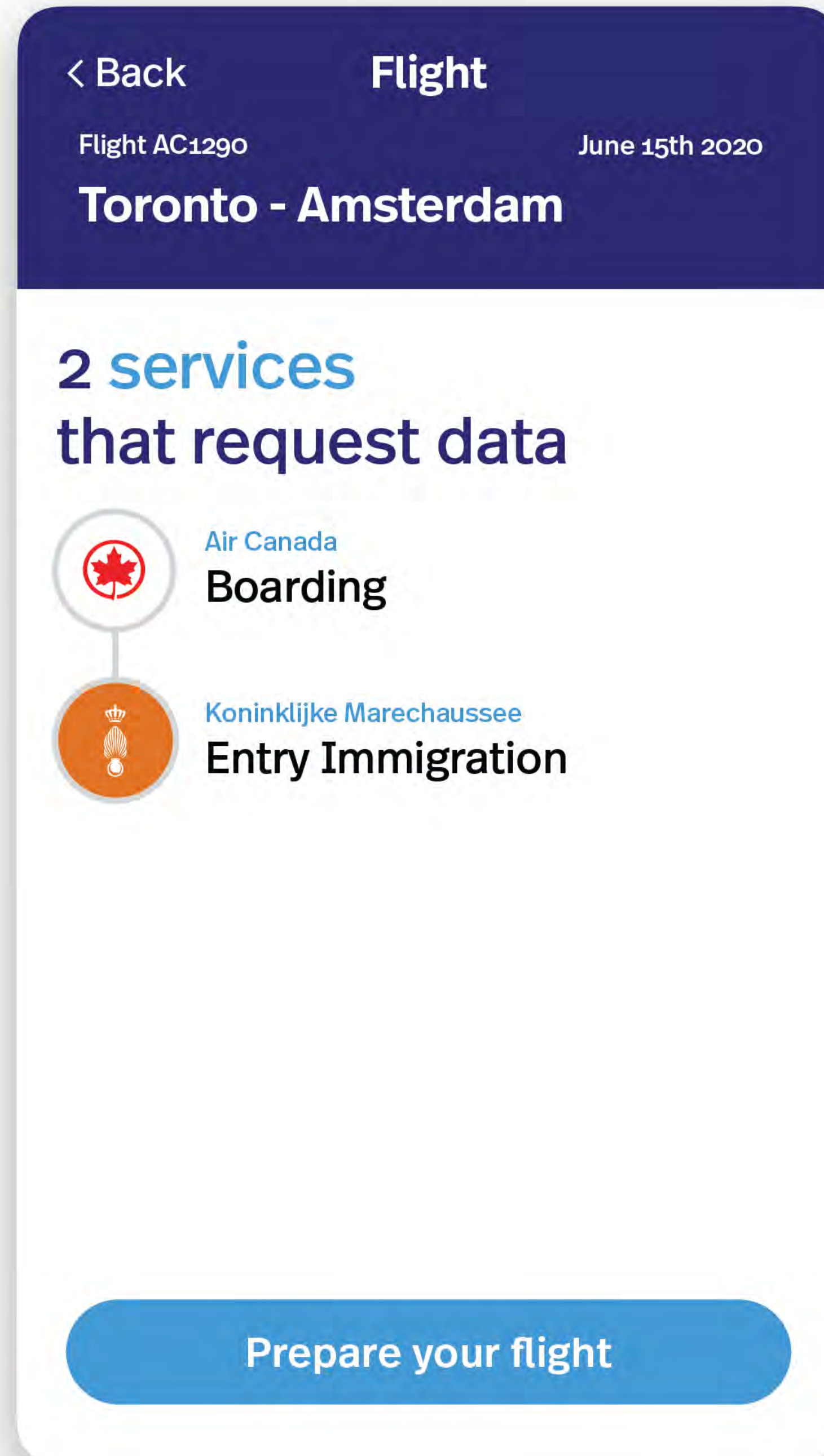
1 minute ago

**Ready to prepare your flight
to Amsterdam.**

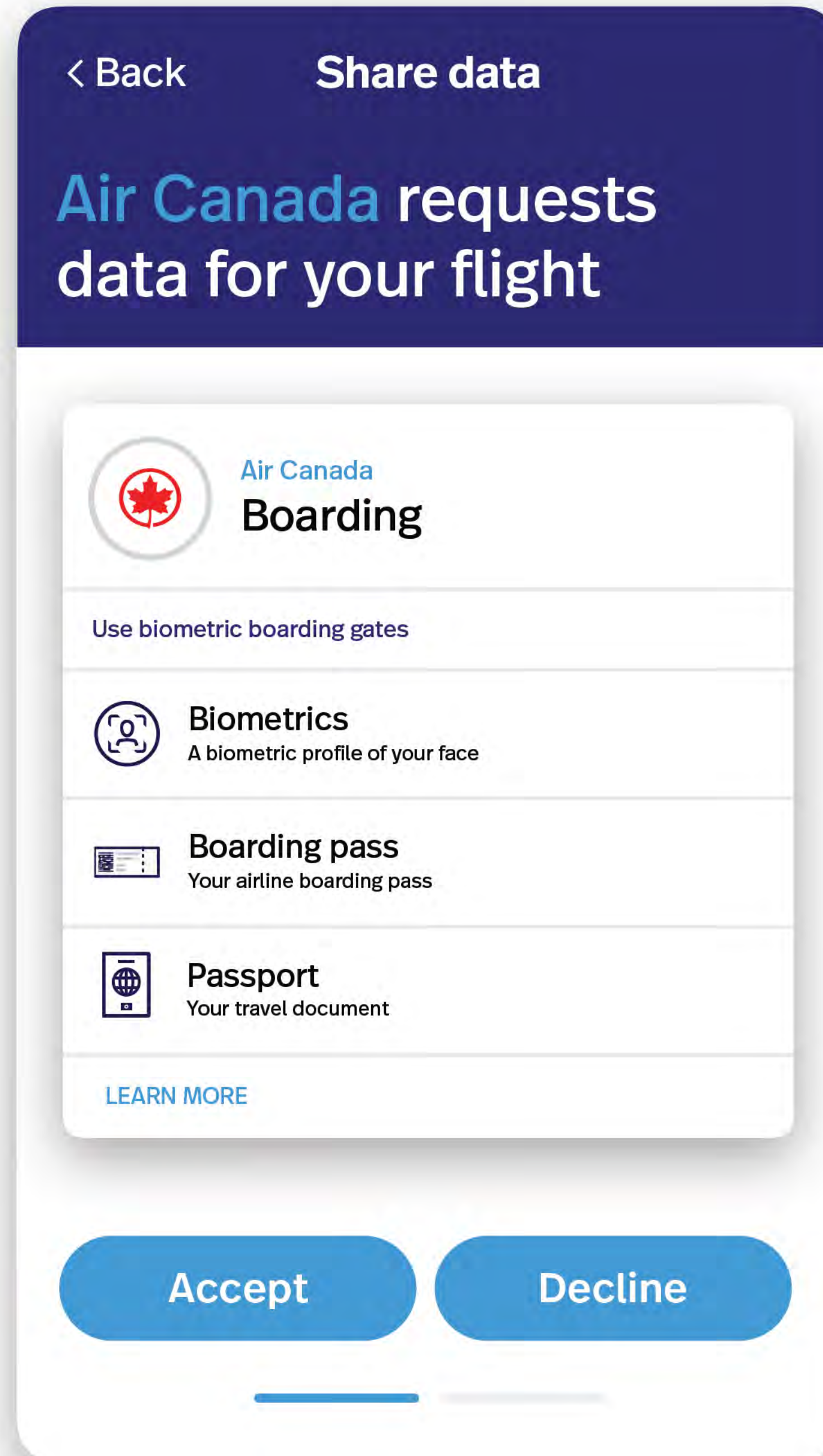
- The KTDI app receives flight information.
- The KTDI app notifies Jenny that she can prepare her flight to Amsterdam.



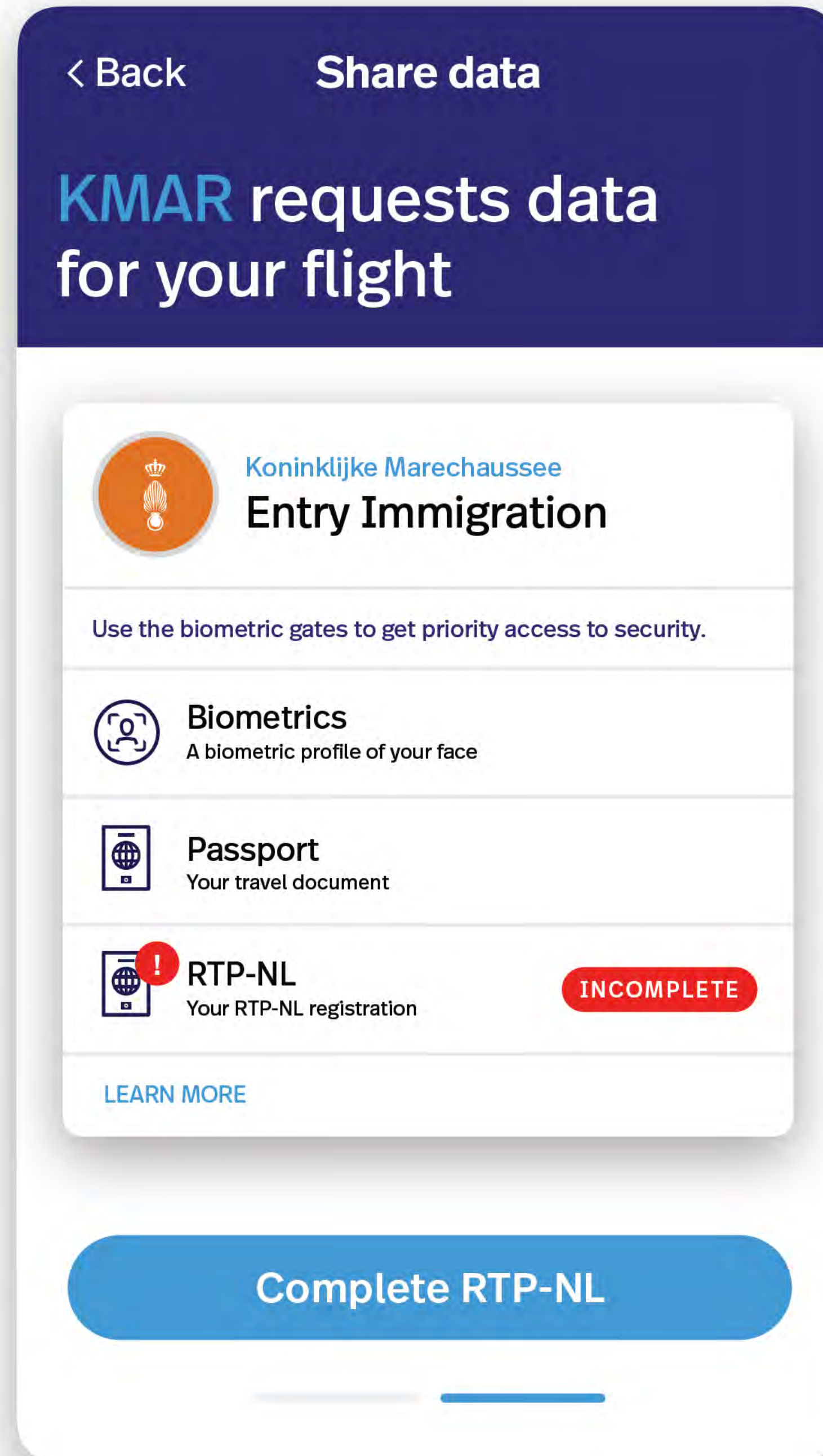
- The KTDI app adds Jenny's flight to the trips overview page.
- Jenny explores her trip.



- The app shows Jenny the 2 available trip services for her flight to Amsterdam.
- This screens gives Jenny an overview of parties requesting data for trip services.
- Jenny hits "Prepare my flight"



→ Every trip service requires separate consent from Jenny.



→ In order to proceed Jenny has apply for RTP-NL

< Back

RTP-NL



1 of 4 sections complete

Purpose

Purpose

Tourism



Destination

Amsterdam

Continue

< Back

RTP-NL



2 of 4 sections complete

Duration

Arrival

15-06-2020



Return

20-06-2020



Airline

Air Canada



Flight number

AC1290

Continue

< Back

RTP-NL



3 of 4 sections complete

Resources

Bank

Scotiabank 

Card type

Credit card 

Cash

Yes No

Amount

\$1254

Currency

CAN \$

Continue

< Back

RTP-NL



4 of 4 sections complete

Email

Your email address

j.wong@gmail.com

Continue

< Back

RTP-NL

4 of 4 sections complete

Summary

Purpose

Purpose

Tourism

Destination

Amsterdam

Duration

Arrival

15-06-2020

Return

20-06-2020

Airline

Air Canada

Flight number

AC1290

Resources

Bank

Scotiabank

Card type

Credit card

Cash

Yes

Amount

\$1254

Currency

CAN \$

Email


Your email address

j.wong@gmail.com

Complete RTP-NL


< Back Share data

KMAR requests data for your flight




Koninklijke Marechaussee
Entry Immigration


Use the biometric gates to get priority access to security.



Biometrics
A biometric profile of your face



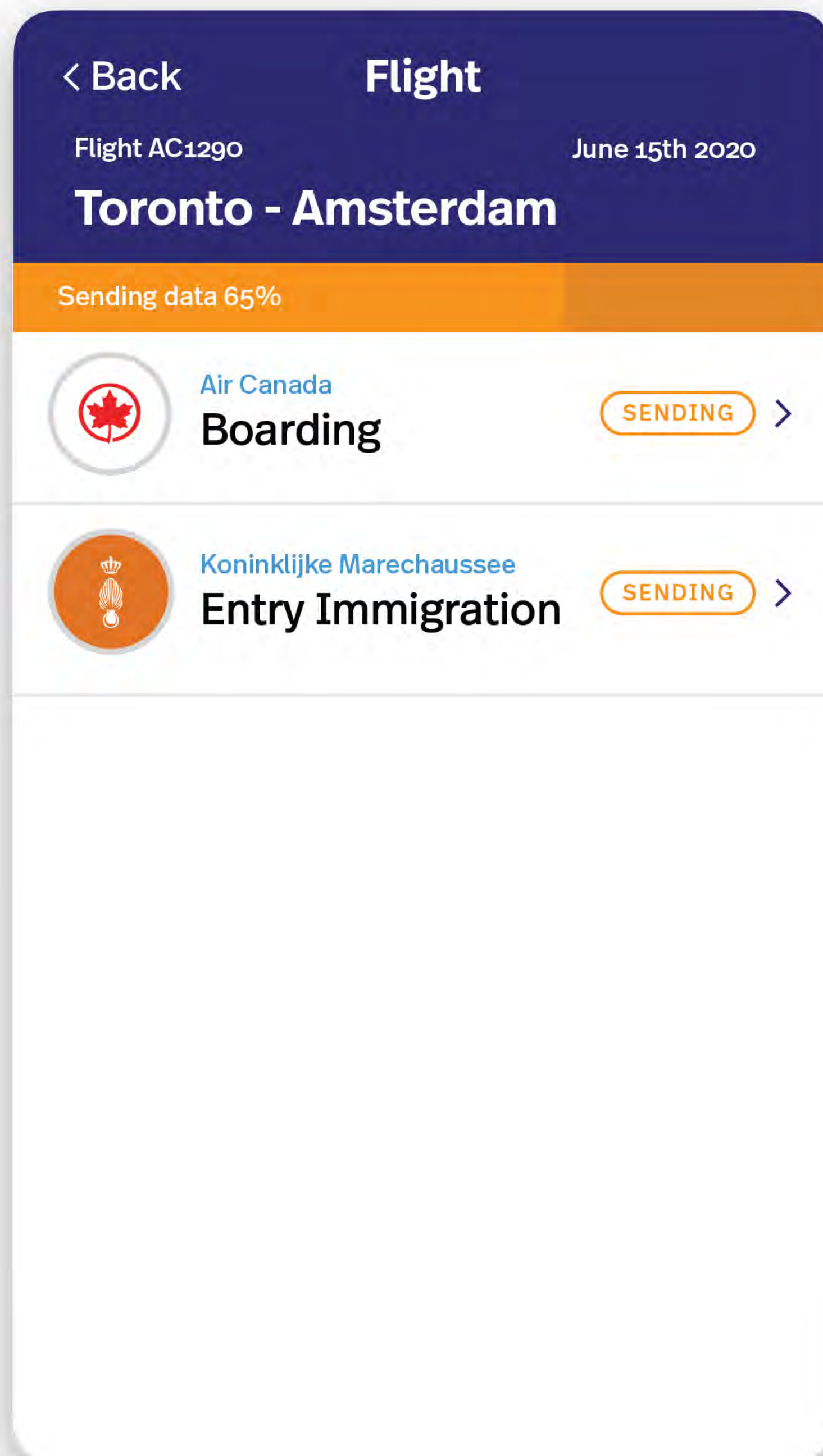
Passport
Your travel document



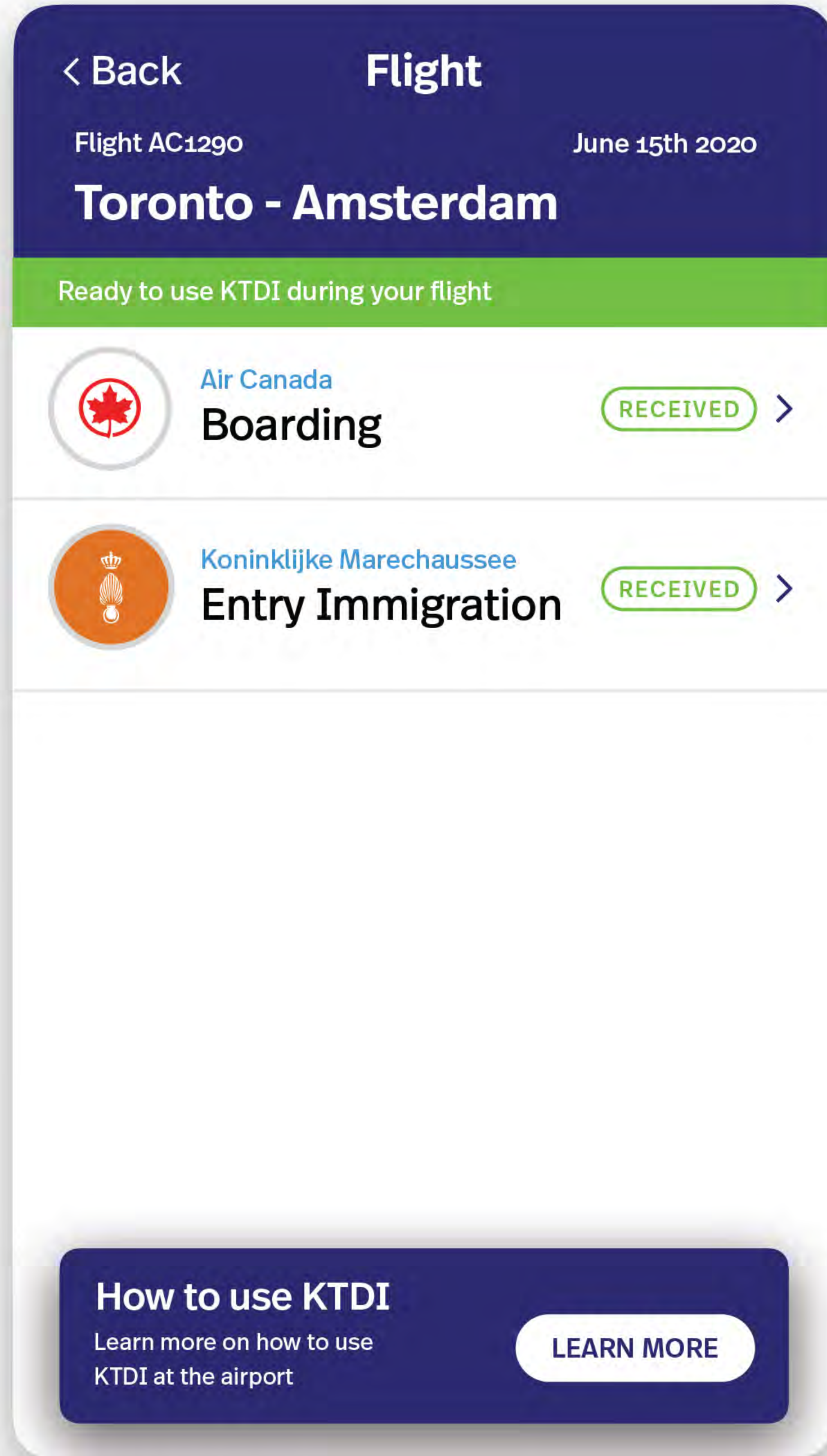
RTP-NL
Your RTP-NL registration COMPLETED

[LEARN MORE](#)

Accept **Decline**



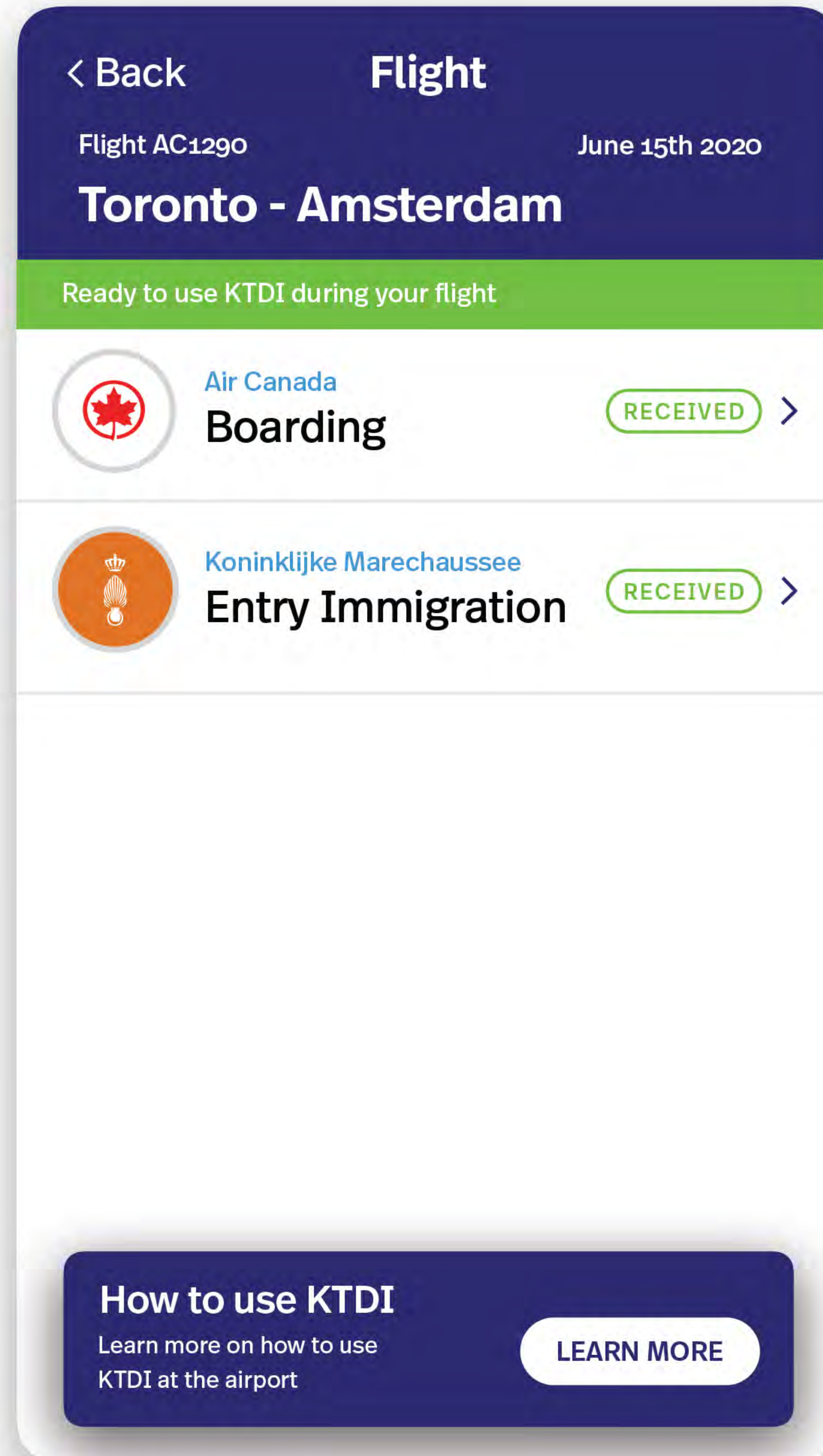
→ Jenny has shared all her data and he can see the status of her trip services.



→ Jenny's data been sent to and received by all parties.

Jenny goes to Toronto airport to catch her flight





→ Jenny's data been sent to and received by all parties.



Departure from Canada

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut
labore et dolore magna aliqua.
commodo consequat. Duis aute
irure dolor in reprehenderit in
voluptate velit esse cillum dolore
eu fugiat nulla pariatur.





**Jenny touches down at
Amsterdam airport.**



15:25

Wednesday, May 15



KTDI

1 minute ago

**Welcome to the Netherlands.
Learn how to use KTDI at
Schiphol Airport**

→ Jenny receives a time based notification.

Arrival in the Netherlands

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

→ Jenny can access information on how to use KTDI at Amsterdam airport.

Test results

Results of the conducted usability test.

We've tested the approved UX flow with 5 users in order to validate the proof of concept.



Objective

- Determine whether users understand the KTDI process
- Identify usability problems
- Evaluate the value and willingness to participate



KTDI

Known Traveller Digital Identity

Enjoy all the benefits of future travel with a digital ID.

[Set up account](#)

KTDI

Overview

Test Set-Up

Key Takeaways

Conversion

Recommendations

Test set-up

We interviewed 6 frequent flyers

6 participants

4 females and 2 males

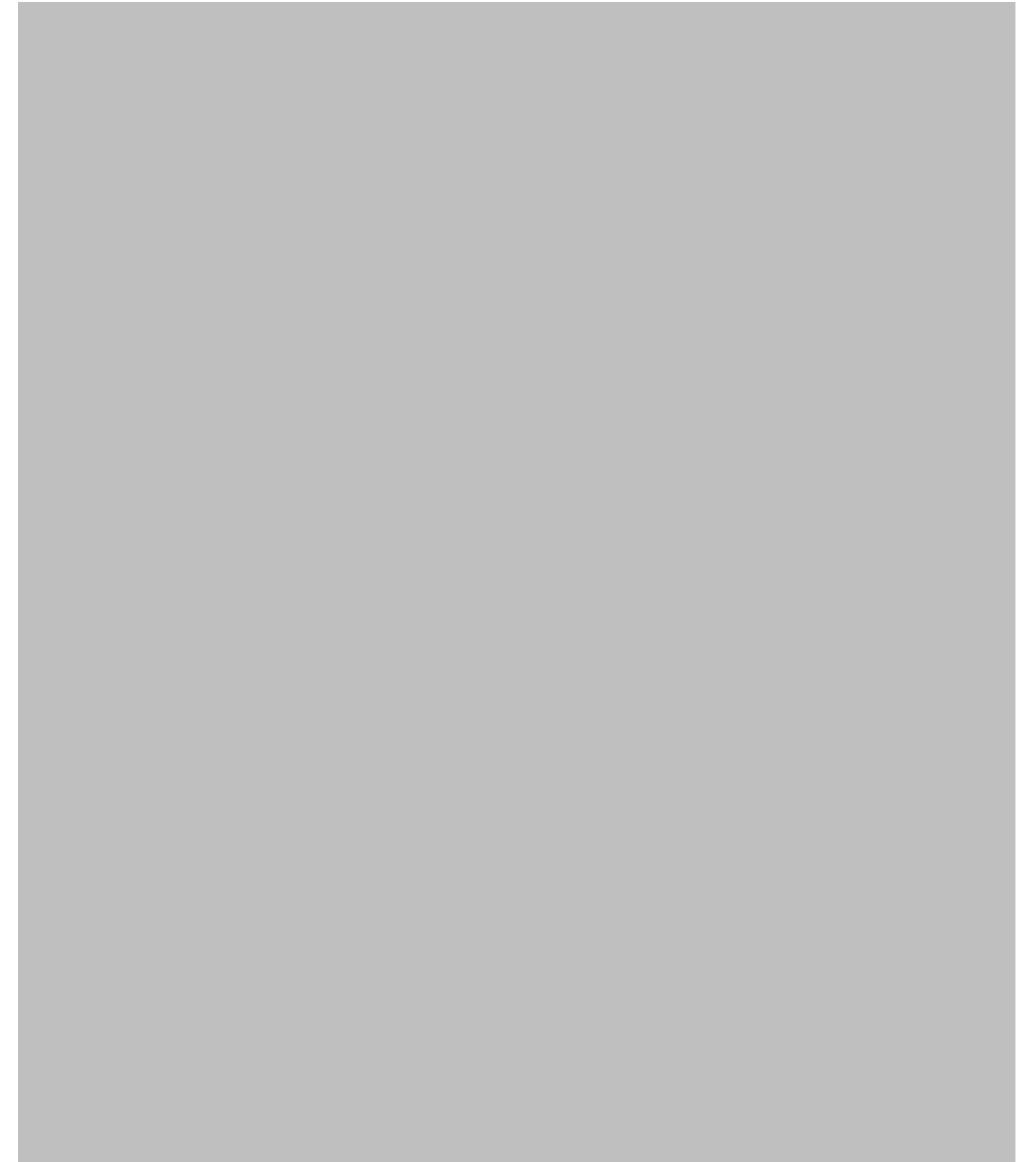
Ages: 23-31

Frequent Flyers

On averages 6 times a year, for pleasure and work

Range of jobs

Each participant had a different job title, ranging from students to designers to a social media specialist.



Test set-up

Participants were asked to perform specific tasks

E.g. “If you wanted to sign up, how would you go about doing that?”

Materials

Clickable Prototype
(Phone)

Storyboard (Ipad)

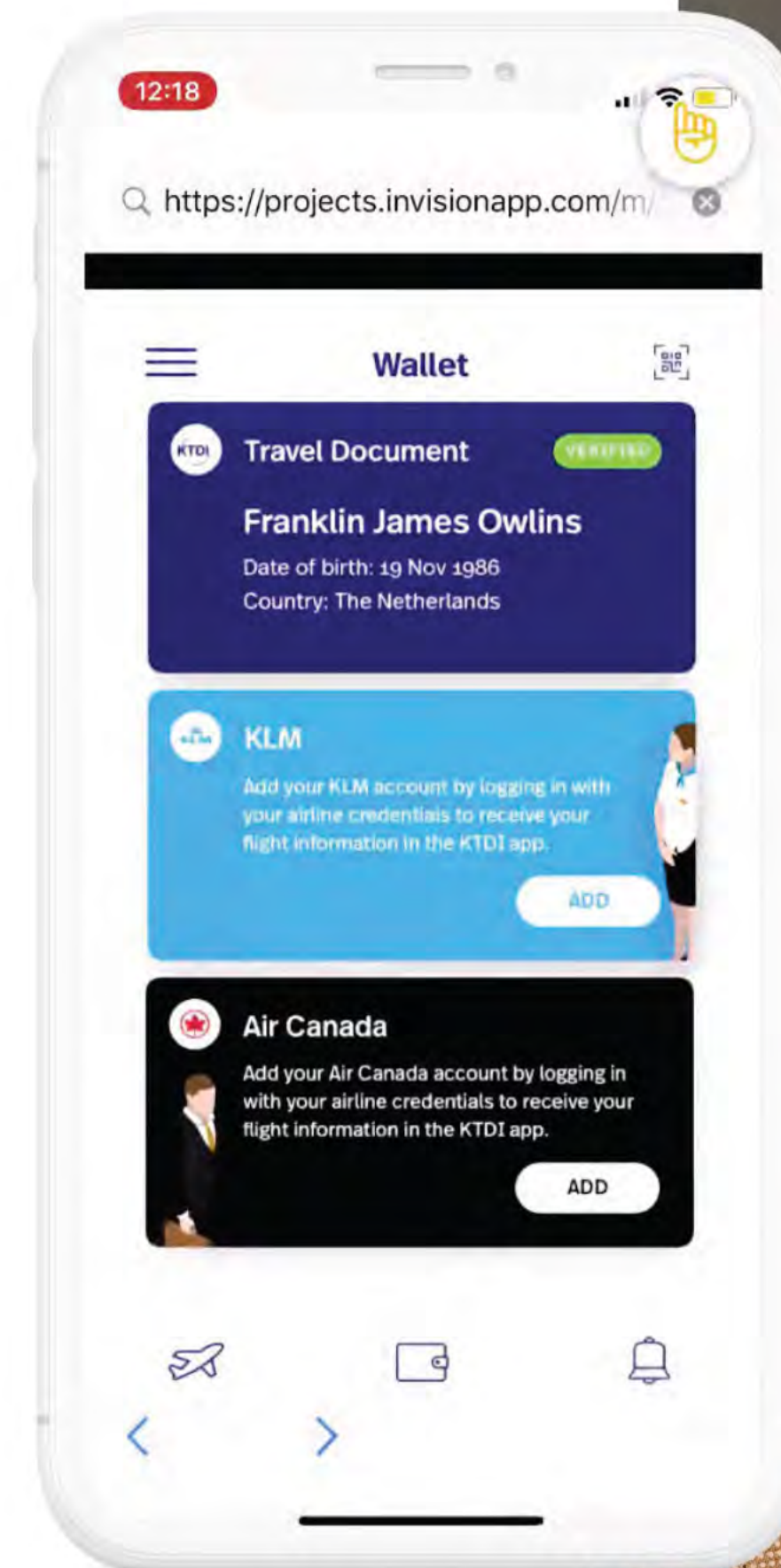
Record - Lookback
(Laptop)

Process time

1 hour

Location

Edenspiekermann
office or remotely



KTDI

Overview

Test Set-Up

Key Takeaways

Conversion

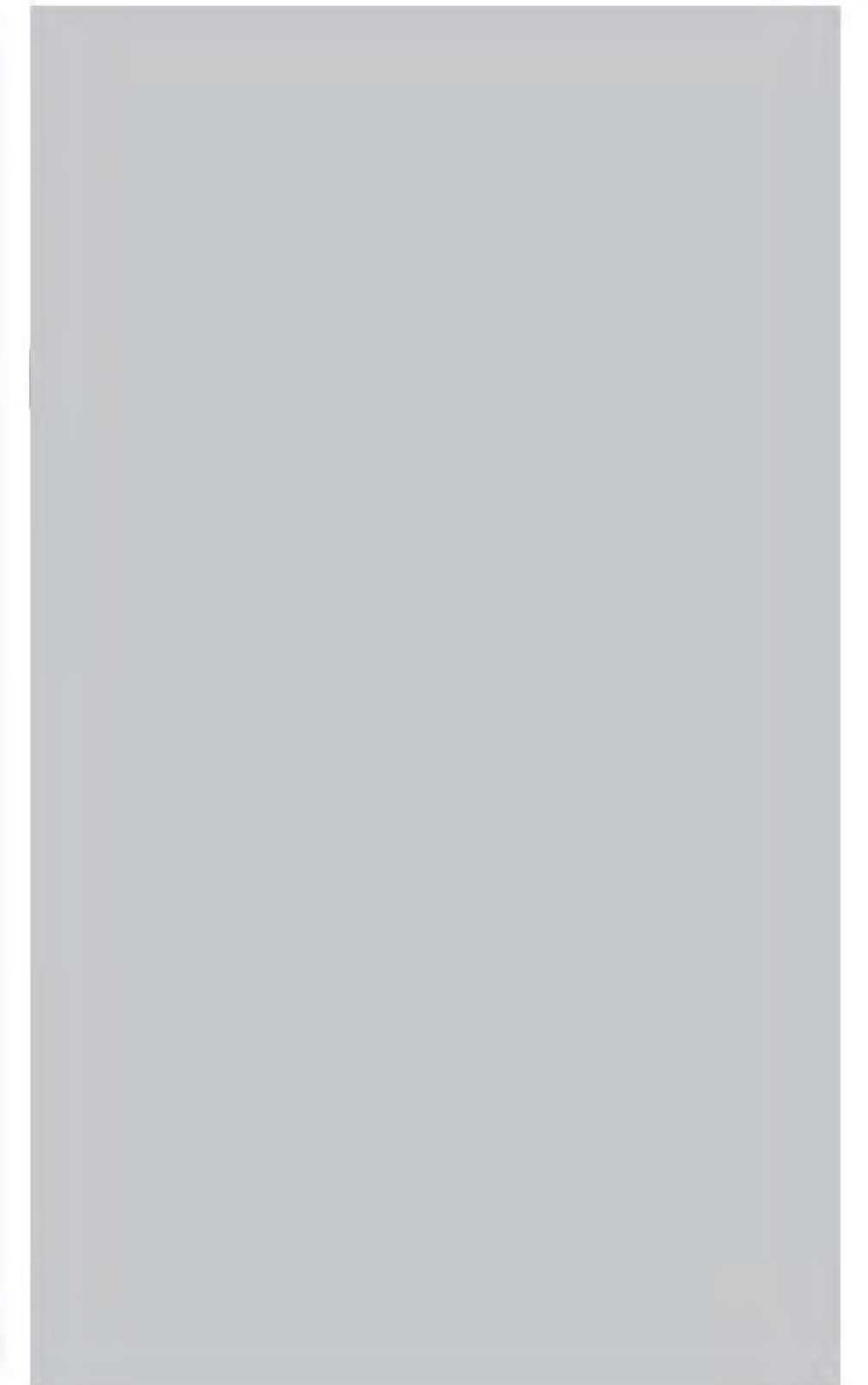
Recommendations

Key takeaways

Everyone wants a more efficient journey

“The concept is awesome. If I can do something digitally to enhance my life, why not. I’m all for this. I just wish it’s in more airports.”

6/6 want a quicker journey, especially at an airport

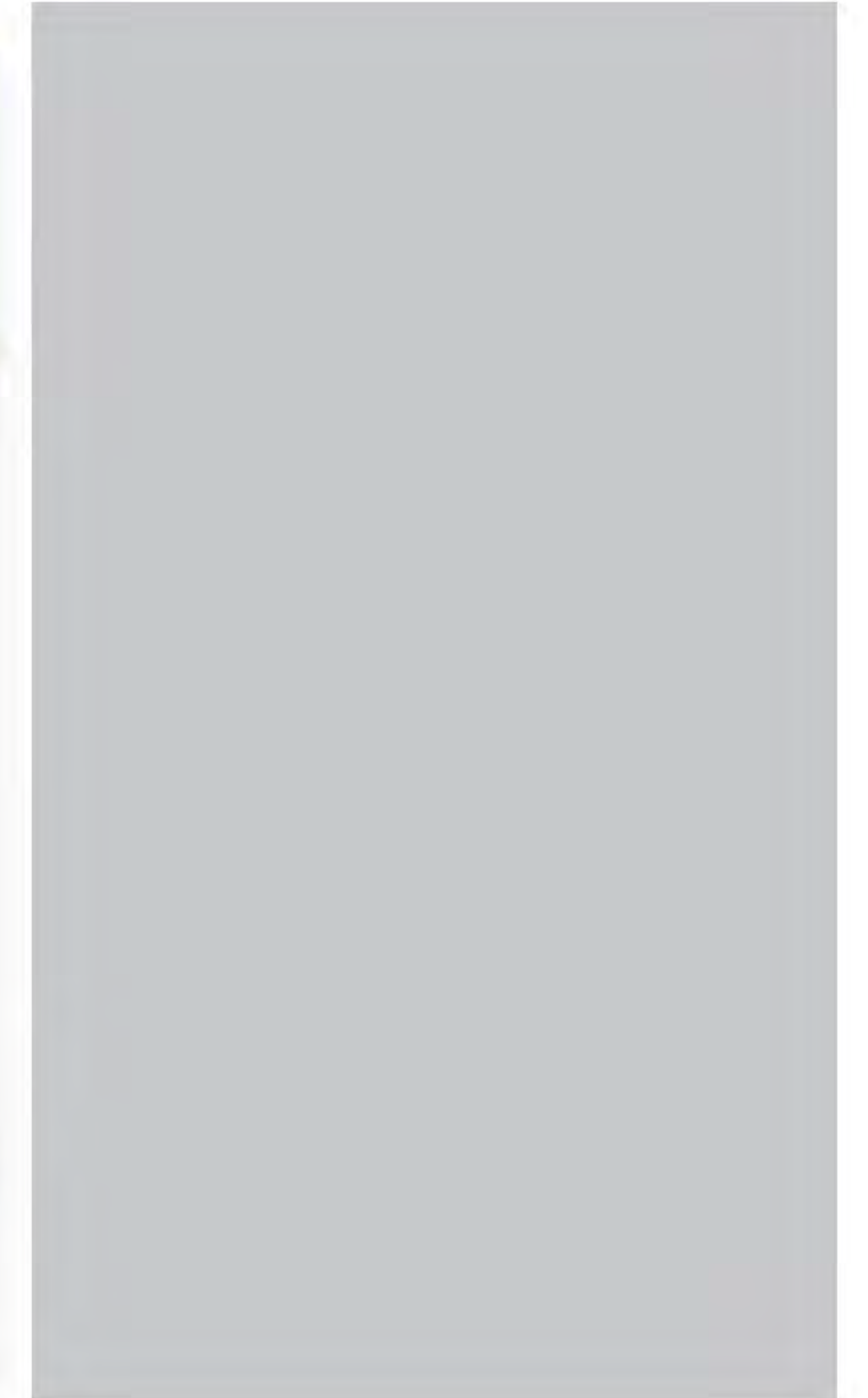
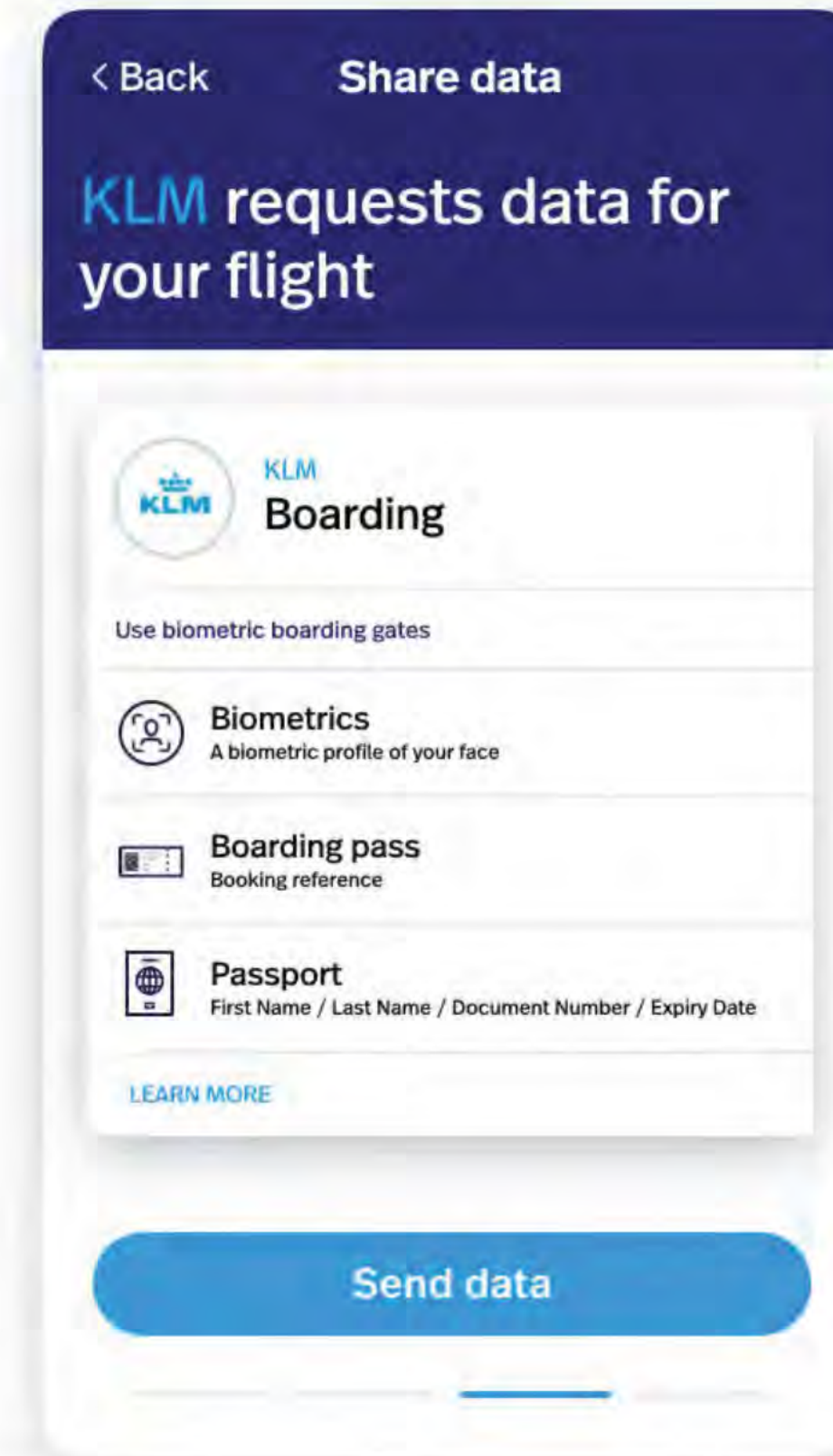


Key takeaways

While it's worth it, there are quite a few steps to take

“There are a few steps but it will be beneficial in the future if I put the time in now”

2/6 thought you had to be quite involved to get the benefits

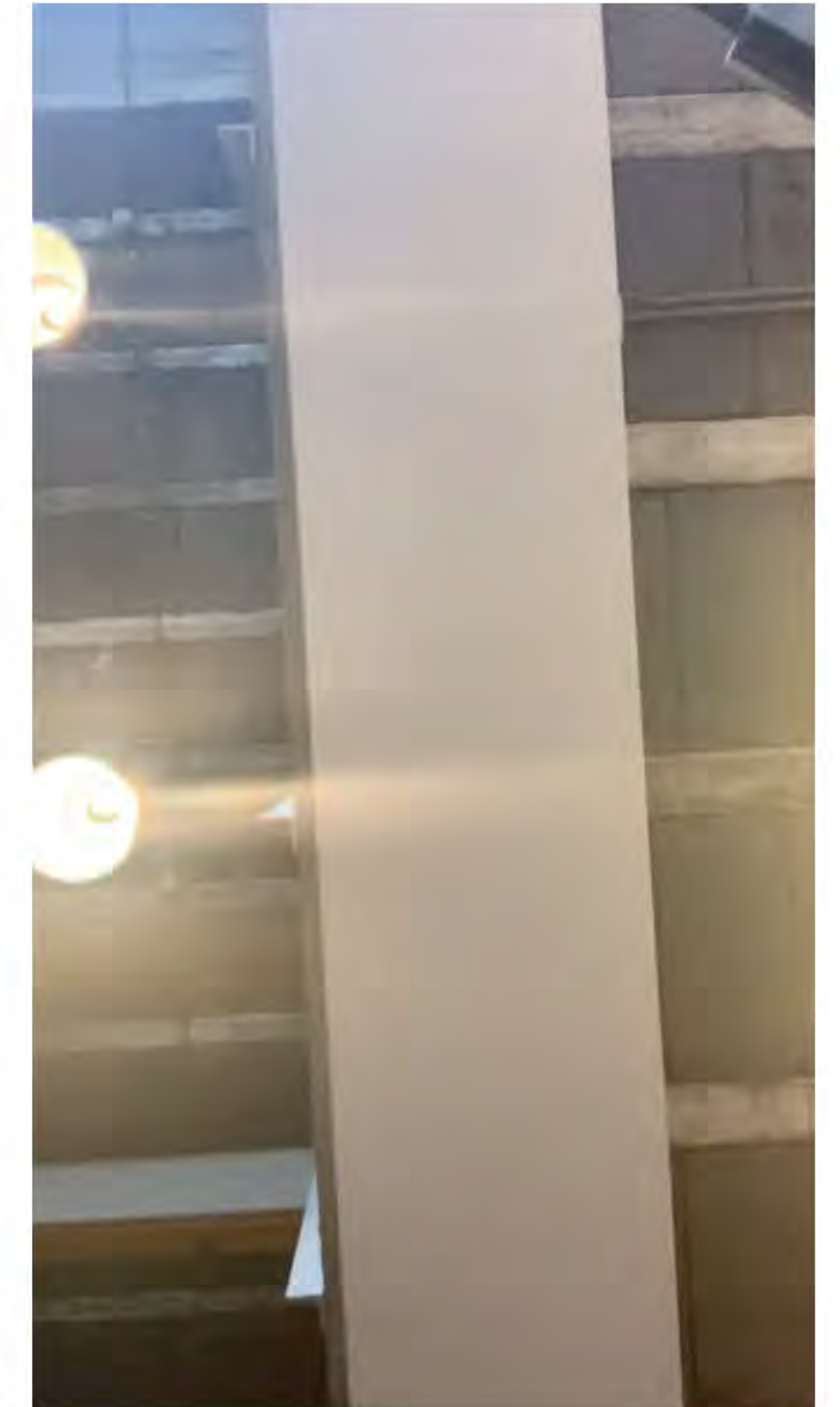
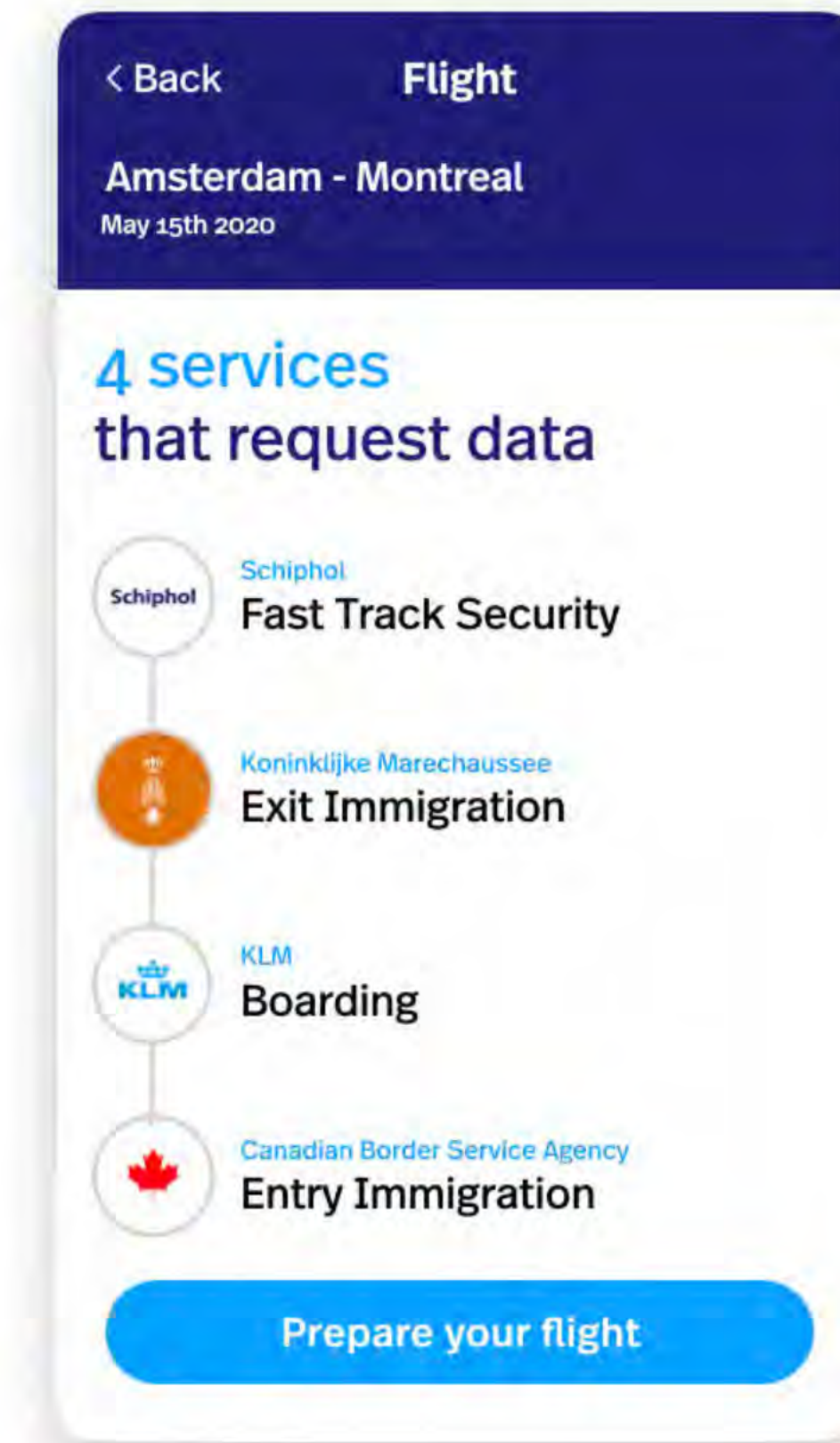


Key takeaways

Some have concerns about how data is secured

“I would maybe include somewhere (...) ‘be aware you’re sharing your travel ID data. We’re doing our very best to protect it’.”

2/6 had concern about data sharing and how it’s stored

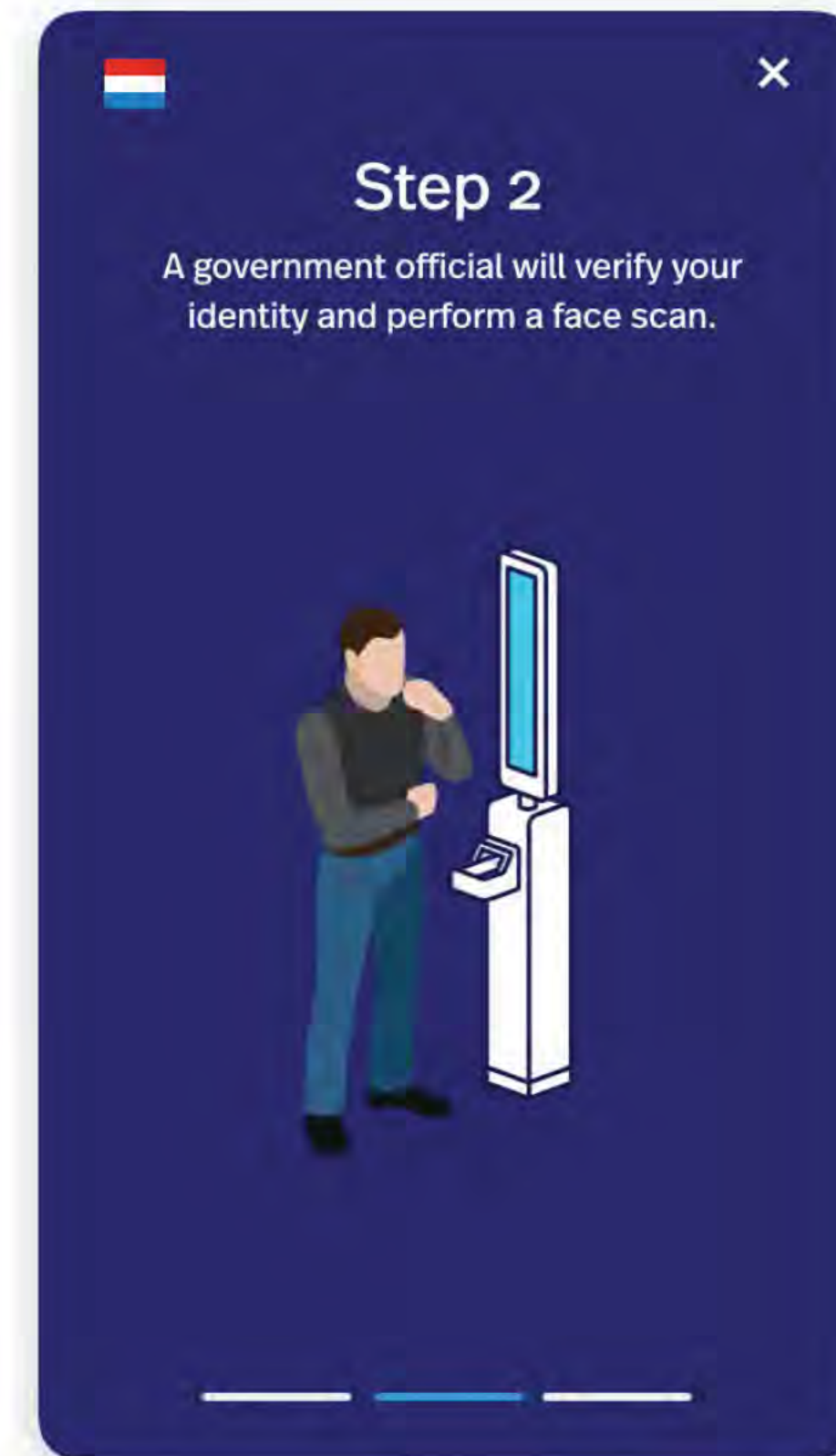


Key takeaways

Not everyone is willing to go to Schiphol twice

“If you have to go on separate occasions, I would probably find it inconvenient.”

2/6 aren't willing to go to Schiphol on two different occasions

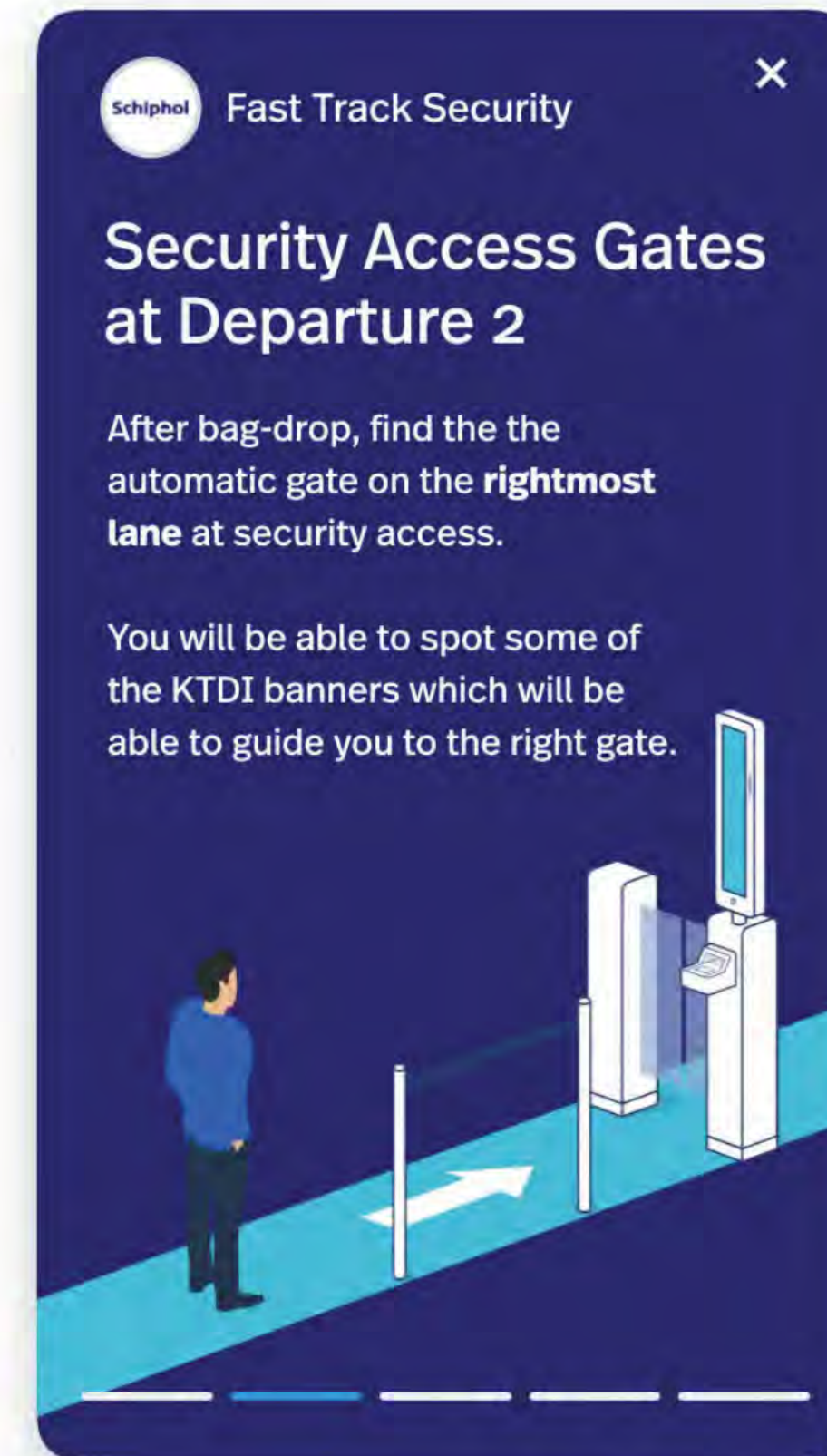


Key takeaways

The app is straightforward and visually appealing

“I like the visuals of the gate part, I think that was helpful that it didn’t just tell you what to do but showed you what to do.”

6/6 felt the app was straightforward and visually appealing



KTDI

Overview

Test Set-Up

Key Takeaways

Conversion

Recommendations

Conversion

100%

**Understood and
completed tasks**

6/6 understood each
touchpoint

100%

**Believed it was a
valuable process**

6/6 thought it was a
valuable process

67%

**Would partake
in this process**

4/6 would partake in the process
2/6 were skeptical because they
had to go to Schiphol twice.

Note: This conversion data is not statistical, but used as a quick overview of what was indicated during the usability test.

KTDI

Overview

Test Set-Up

Key Takeaways

Conversion

Recommendations

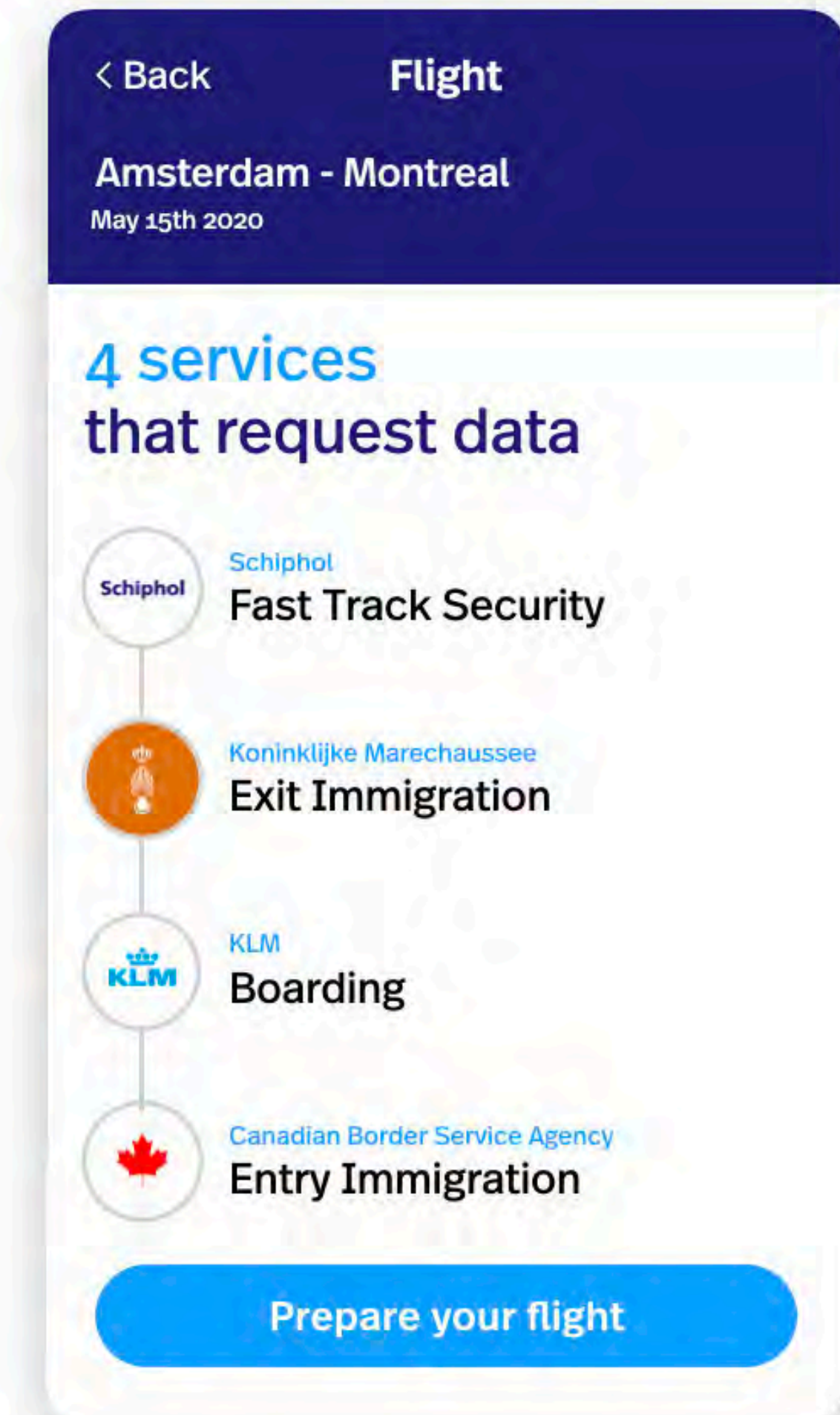
3 key areas for improvements

1. **Security Concerns**
2. **Navigation**
3. **Inbox**

01 | Security concerns

More explanation about sharing data

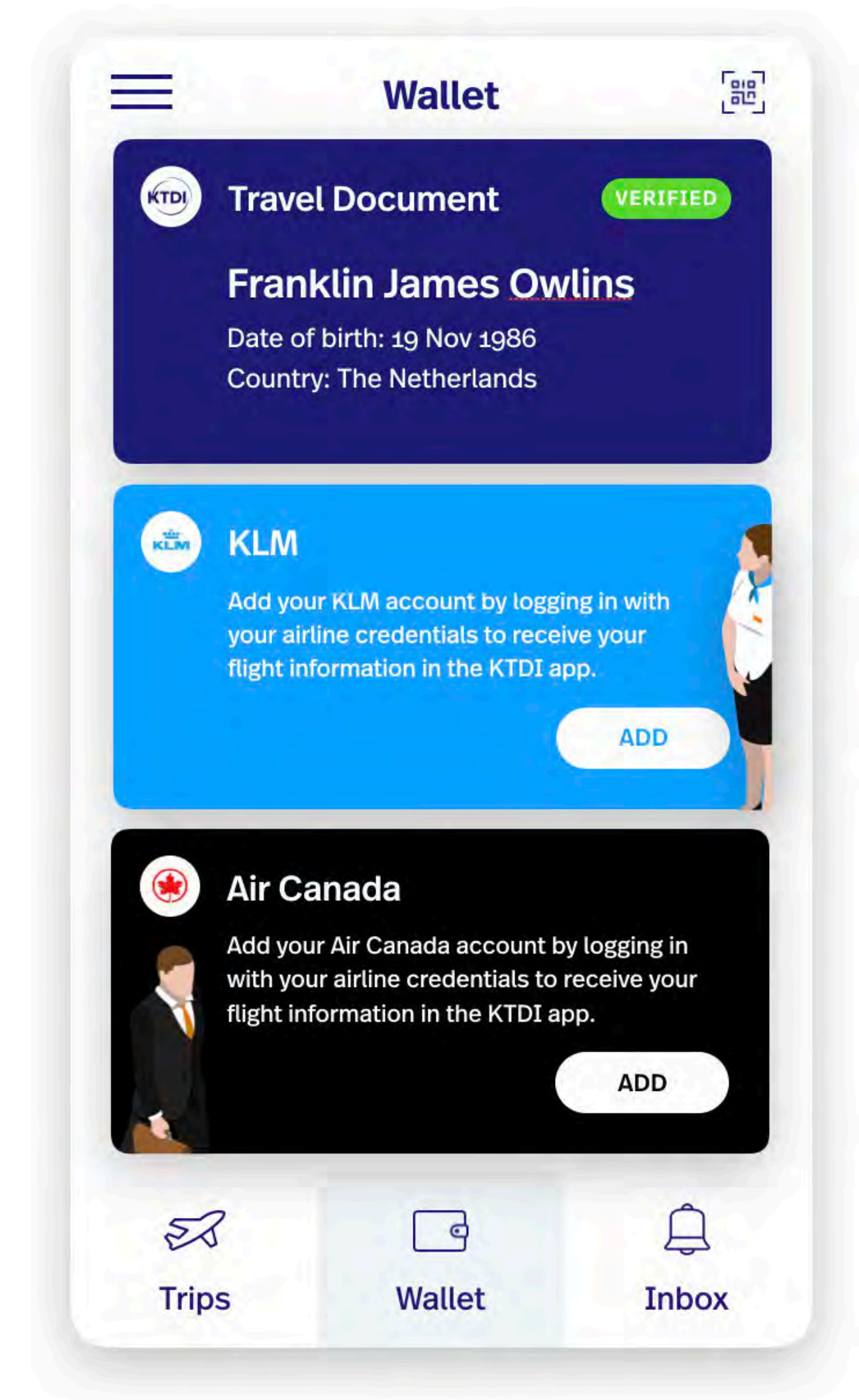
A suggestion by a participant was to include an extra pop up message regarding sharing data (some concerns about data protection). It would be nice to be more transparent about how the data is secured at this point.



02 | Security concerns

Opt-out option

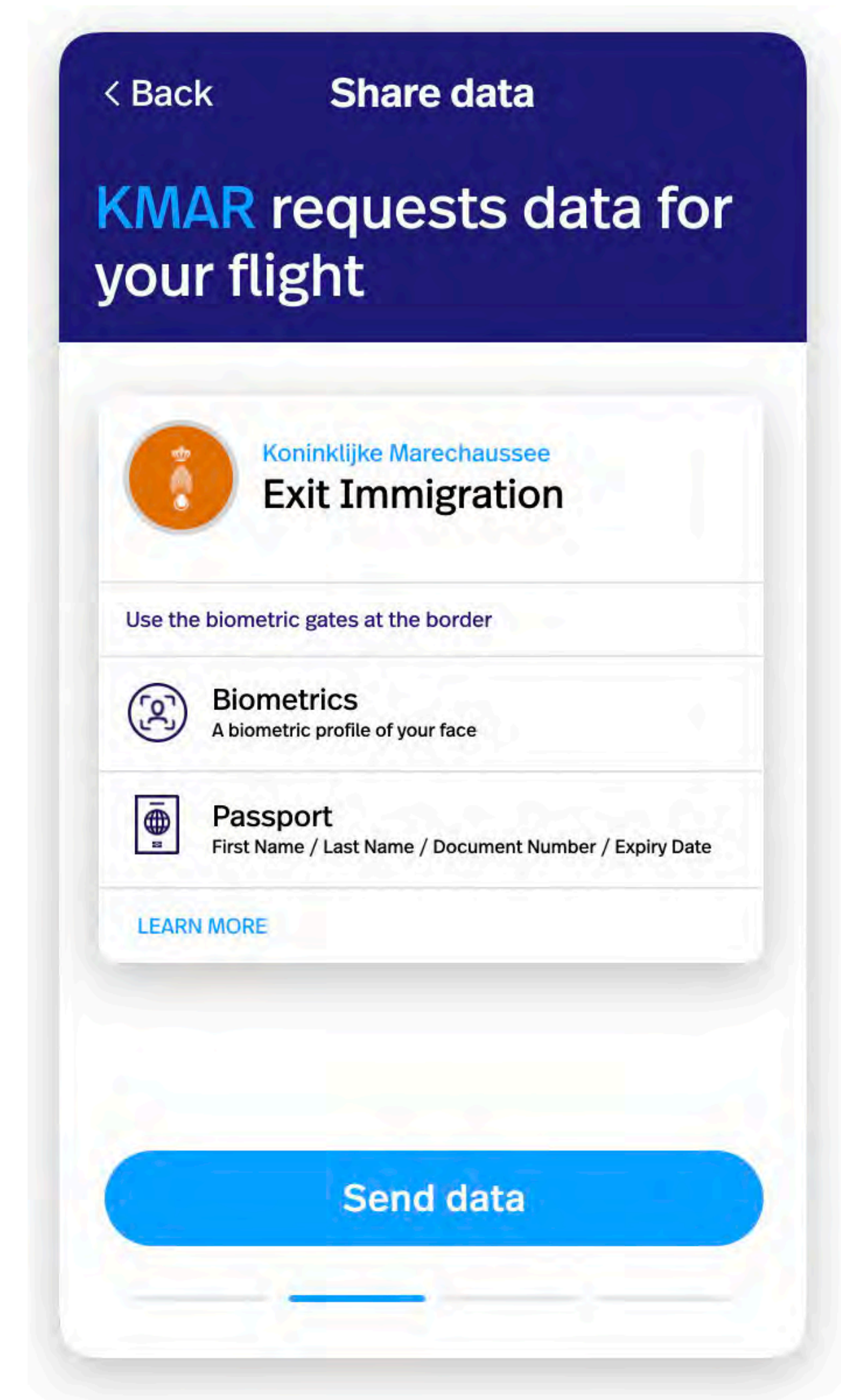
Some users would like an opt-out option at any stage of this process.



03 | Navigation

Hidden navigation

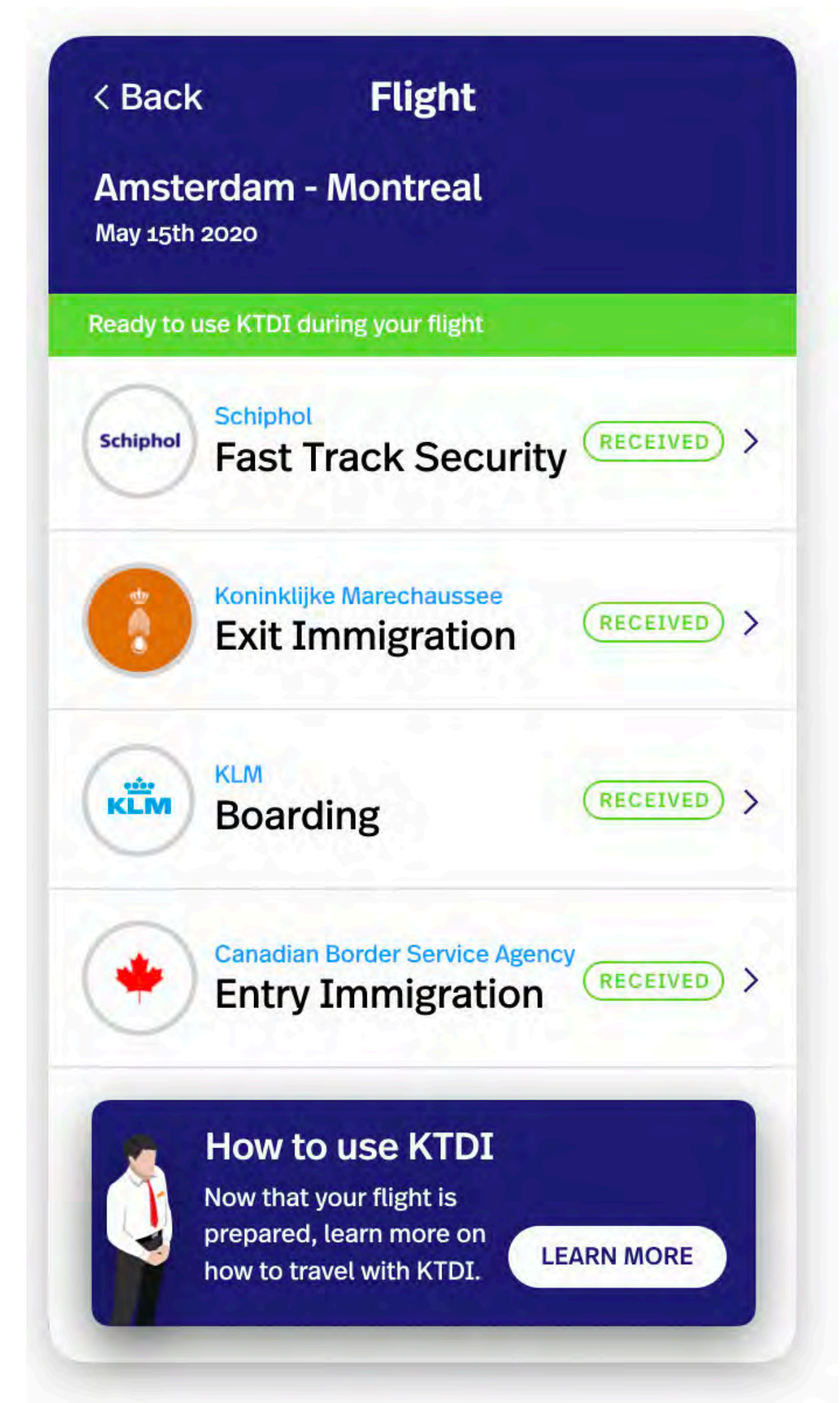
Some parts of the app you are forced to move forward or go back. However, it doesn't give you the option to go back to the wallet or trips if you want to complete specific tasks later. Therefore, it was suggested to include a few more buttons to navigate through the app.



04 | Navigation

'Learn More' feels misplaced

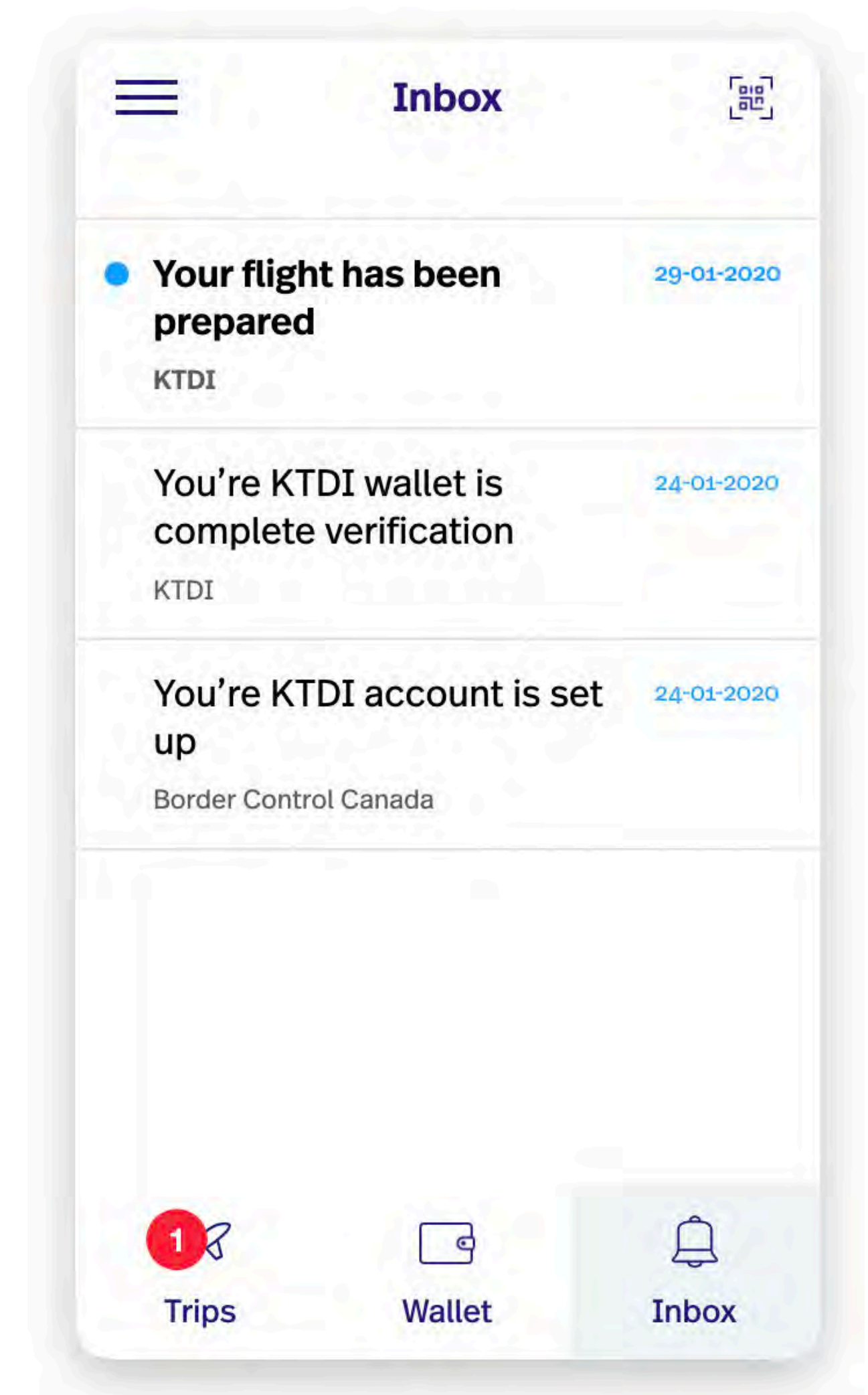
An overview with all the green checks makes a person feel content, and therefore may not feel the need to press on learn more. However, with the navigation missing, there isn't another choice to move forward like clicking on wallet or trips.



05 | Inbox

Inbox feels irrelevant

This part of the app could be used differently instead of used as a confirmation message. Users didn't seem to be interested in the inbox, even with the red tick. And if they are going to open it, they would want to see if something is incomplete.



Overall a very positive reaction!



Participants are really excited about the concept such as this that they've asked when it would be available. Participants are hoping that the process will happen for other countries as well.

Design


A sneak peak of our design process.

Aim for a smooth hand-over to guarantee the best result.



 **Your wallet** 


TRAVEL DOCUMENTS VERIFIED

 TRAVEL DOCUMENT

Franklin James Owlins



DATE OF BIRTH: 19 Nov 1986 COUNTRY: Netherlands

AIRLINES VERIFIED

 Royal Dutch Airlines

Frank Owlins

MEMBERSHIP NUMBER

 **Your trips** 

UPCOMING PREVIOUS


PREPARE YOUR TRIP

Amsterdam AMS

Montreal

DEPARTURE DATE: 15 May 2020

← Prepare your trip

 SCHIPHOL
Fast Track Security

1 OF 5 DATA REQUESTS

Use the biometric gates to get priority access to security

[Learn more](#)

 **Biometric scan**
A biometric profile of your face

 **Boarding pass**
Your airline boarding pass

← Your trip

**Amsterdam
Montreal**

DEPARTURE DATE
15 May 2020

FLIGHT NUMBER
KL 864

YOUR TRIP IS PREPARED

● SCHIPHOL
Fast Track Security +

● KONINKLIJKE MARECHAUSSEE
Exit Immigration +

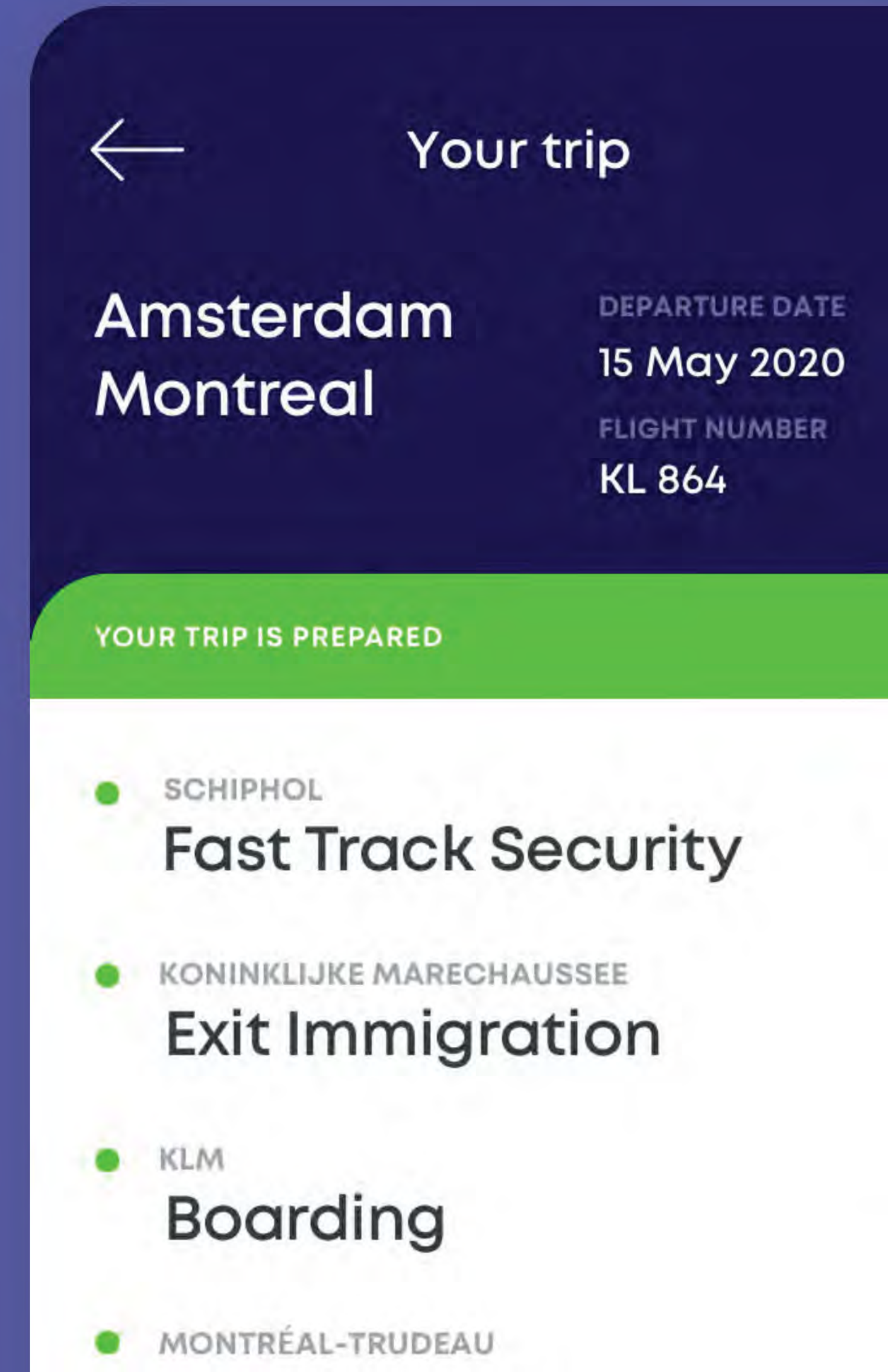
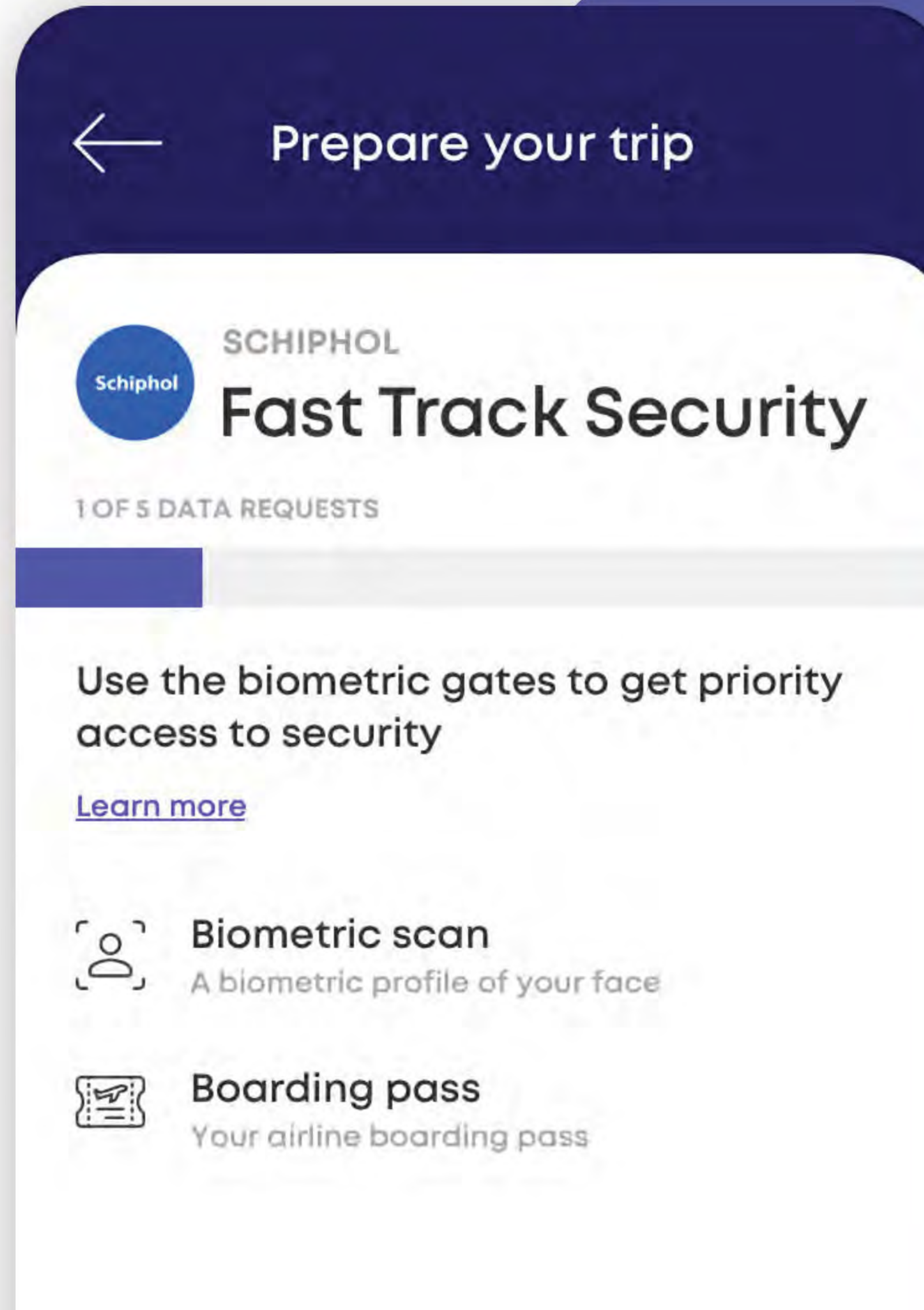
● KLM
Boarding +

● MONTRÉAL-TRUDEAU
Arrival airport +

● CANADIAN BORDER SERVICE AGENCY

Typography

- H1** Toronto
Amsterdam
- H2** Fast Track Security
- H3** Prepare your flight
- Body 1** Use the biometric gates to get priority access to security
- Body 2** Your airline boarding pass
- Caption** SCHIPHOL

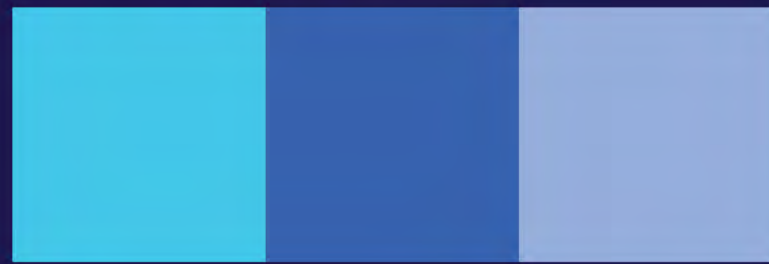


Colour palette

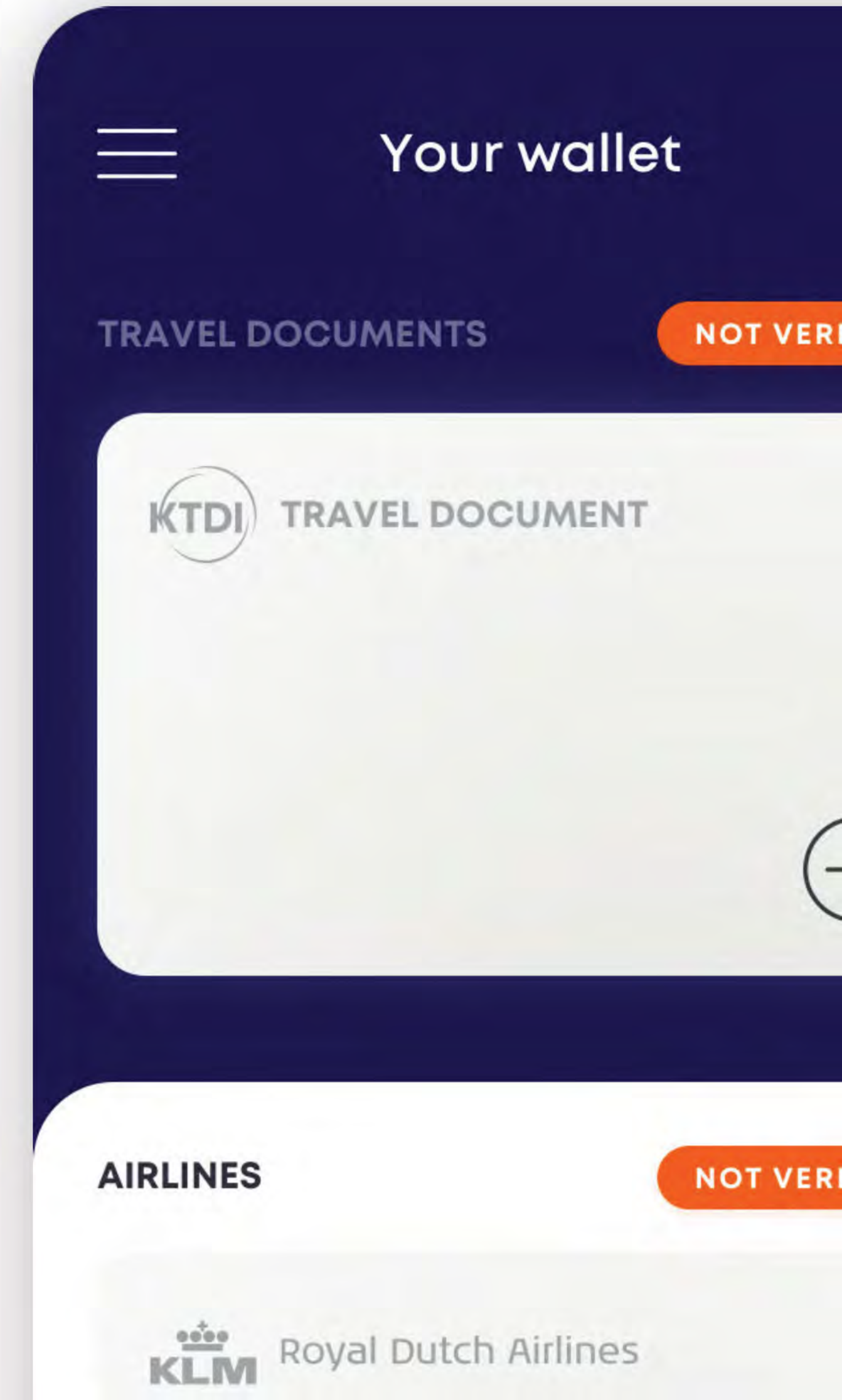
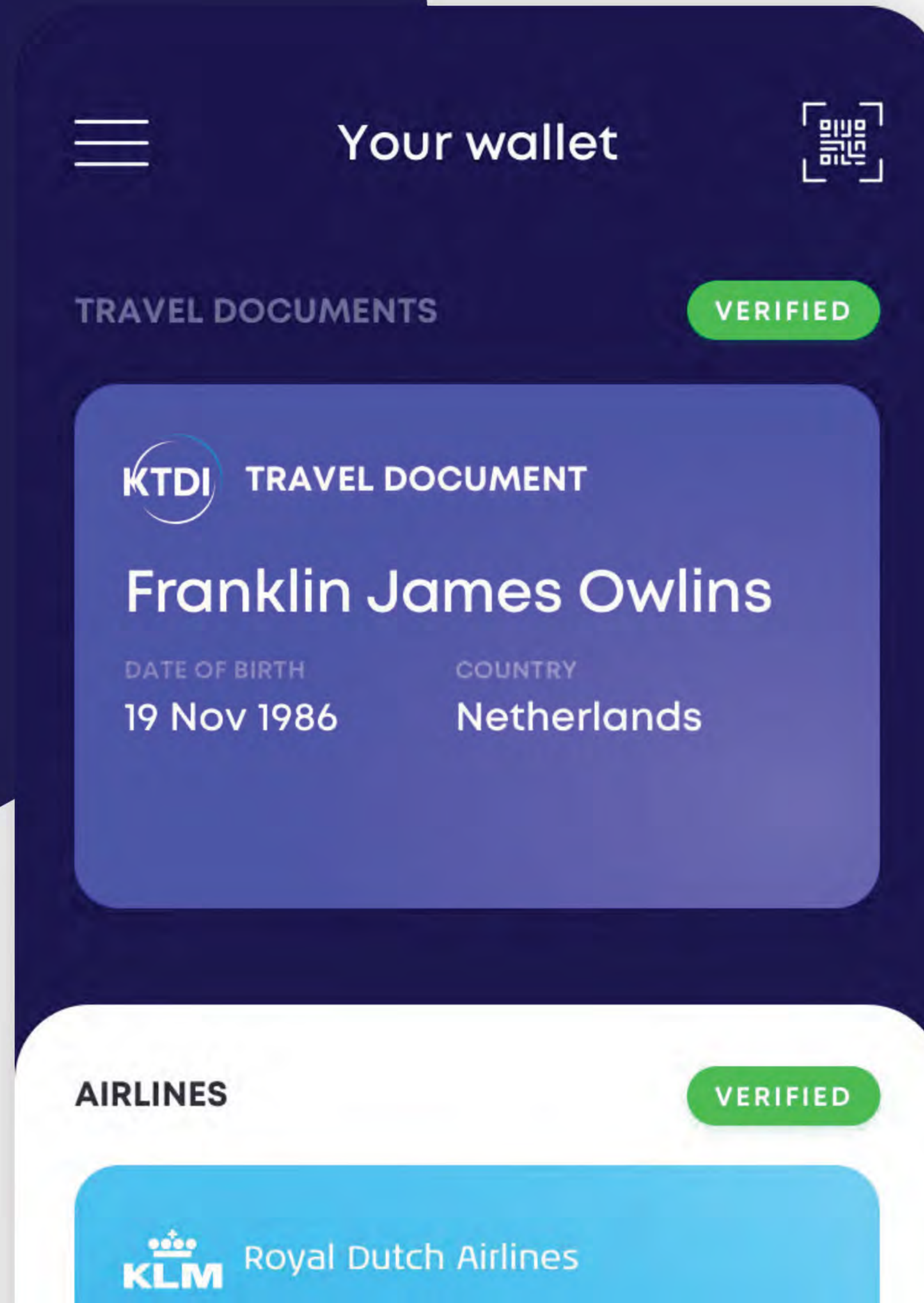
Primary



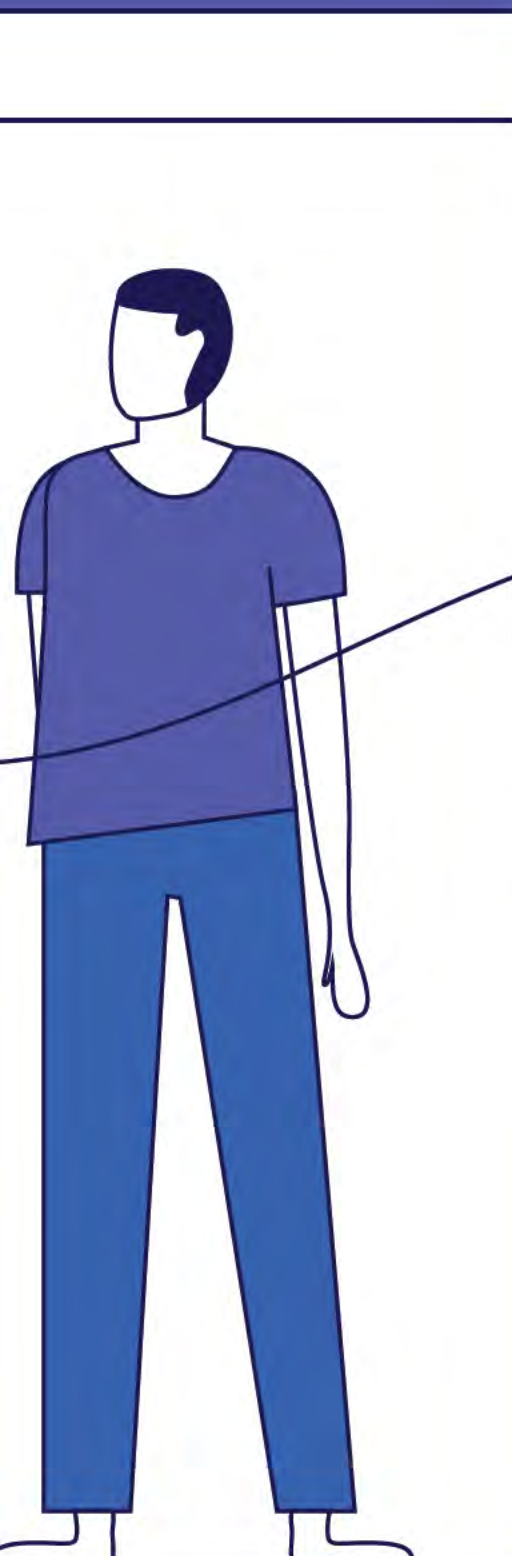
Secondary



UI



Illustrations



Your trips

Check-in with your Airline 24/48 hours before your flight. Your flight data automatically appears in the KTDI app under "Trips".

Prepare your flight

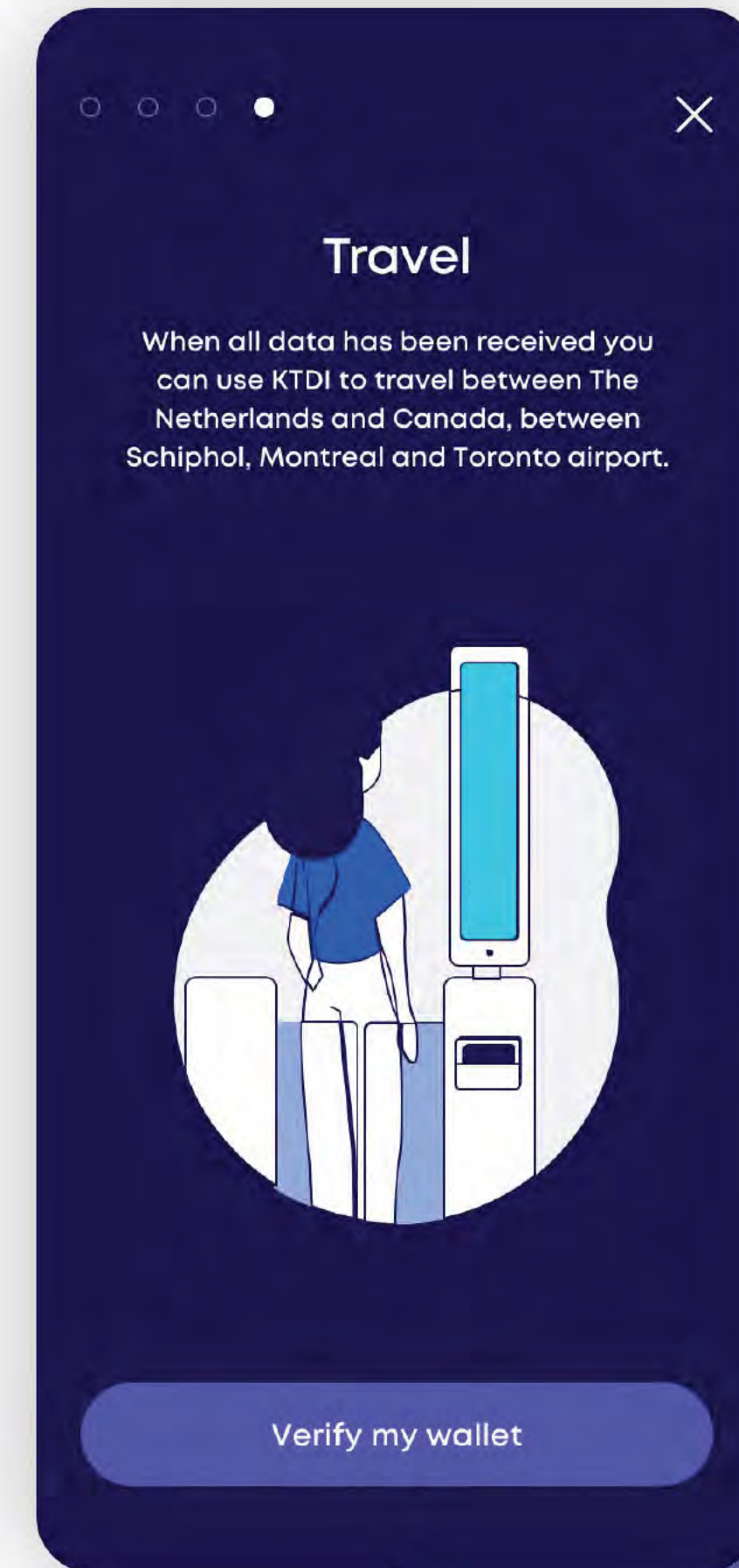
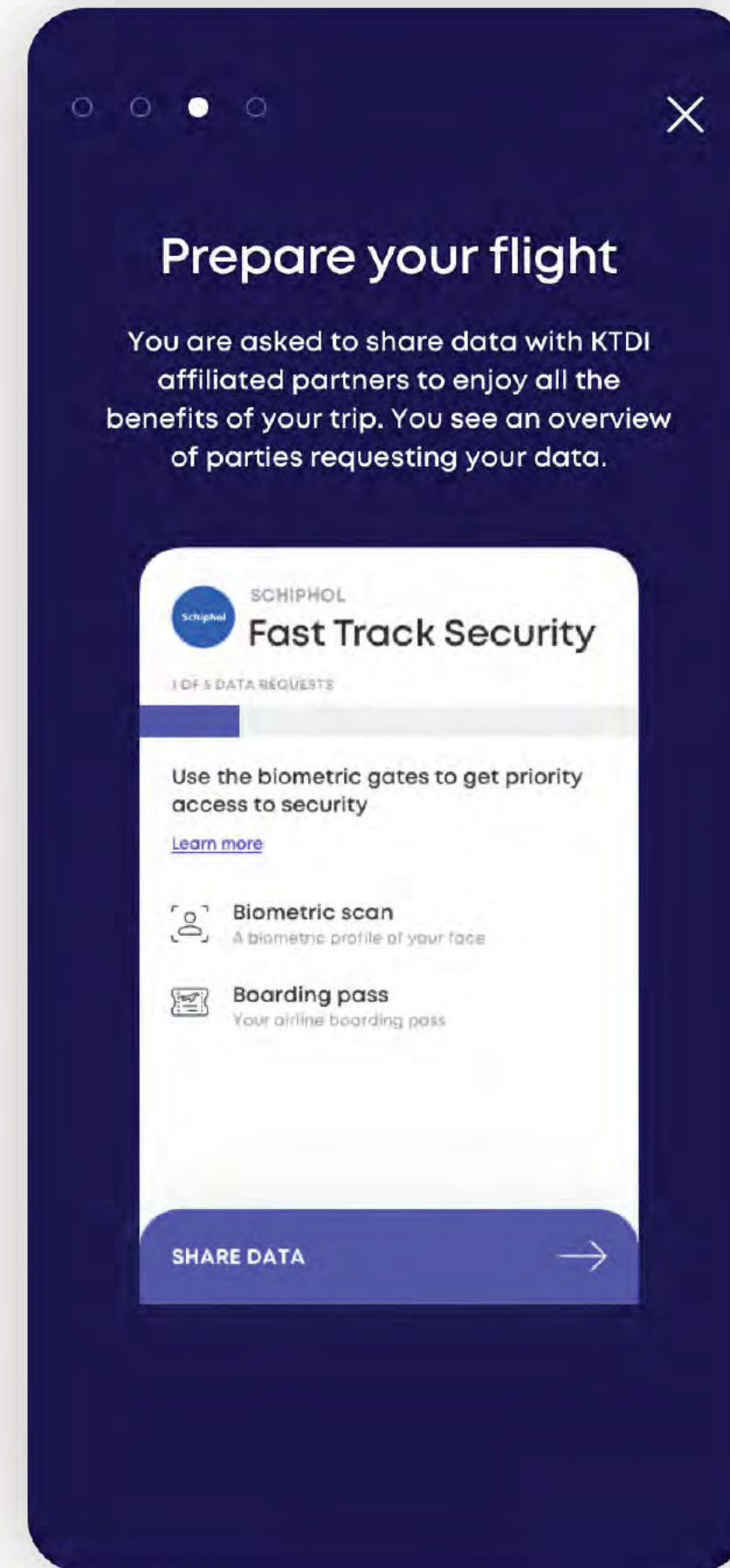
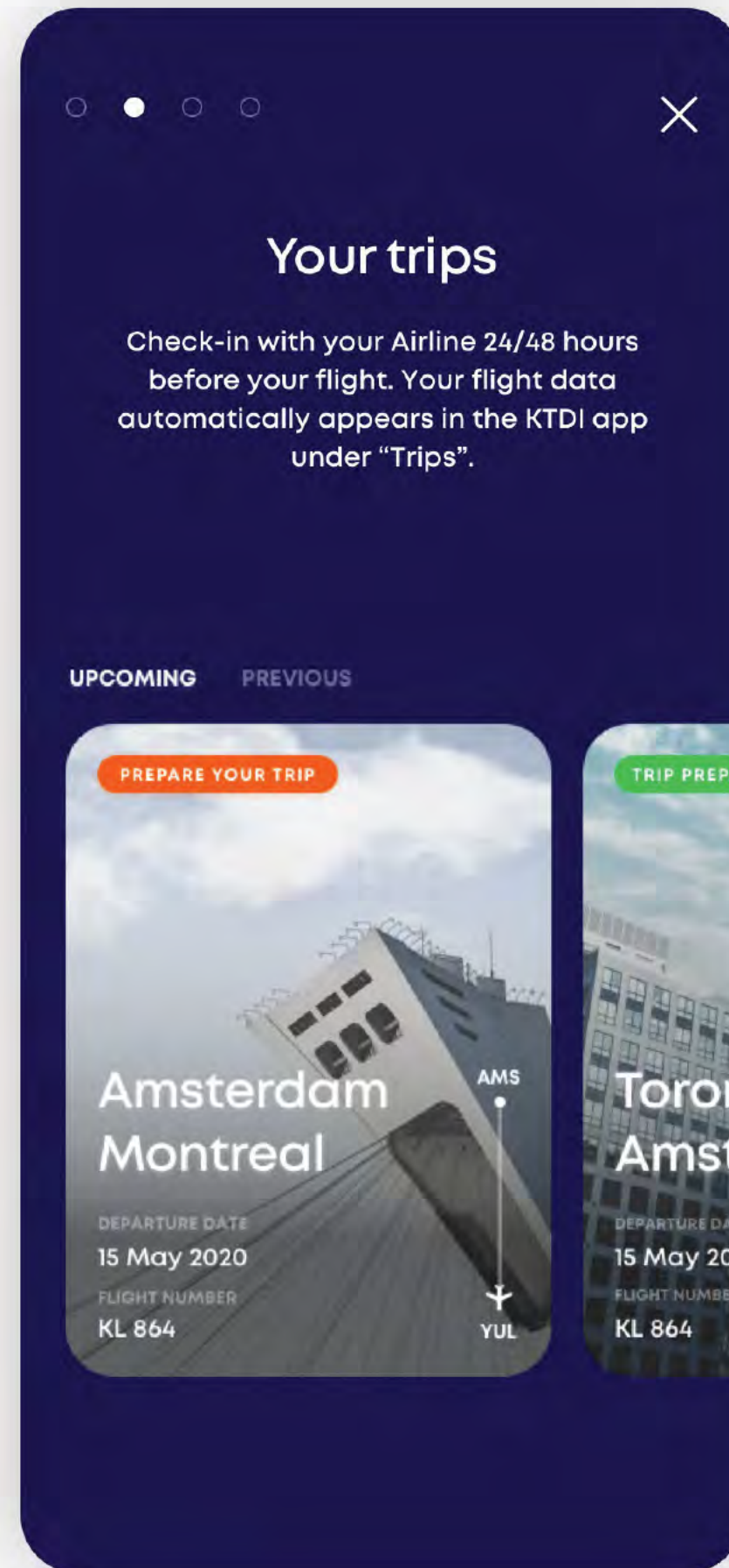
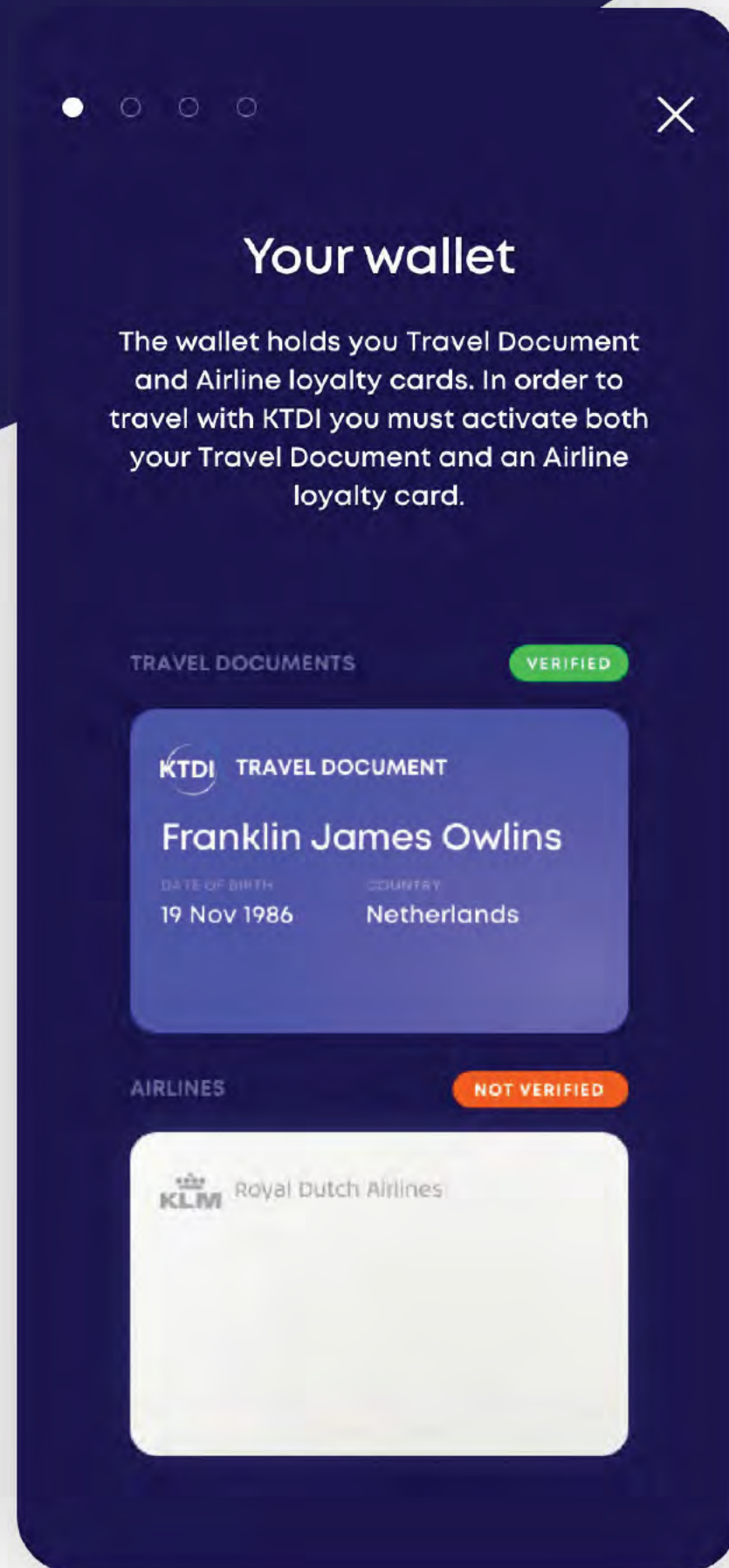
You are asked to share data with KTDI affiliated partners to enjoy all the benefits of your trip. You see an overview of parties requesting your data.

Travel

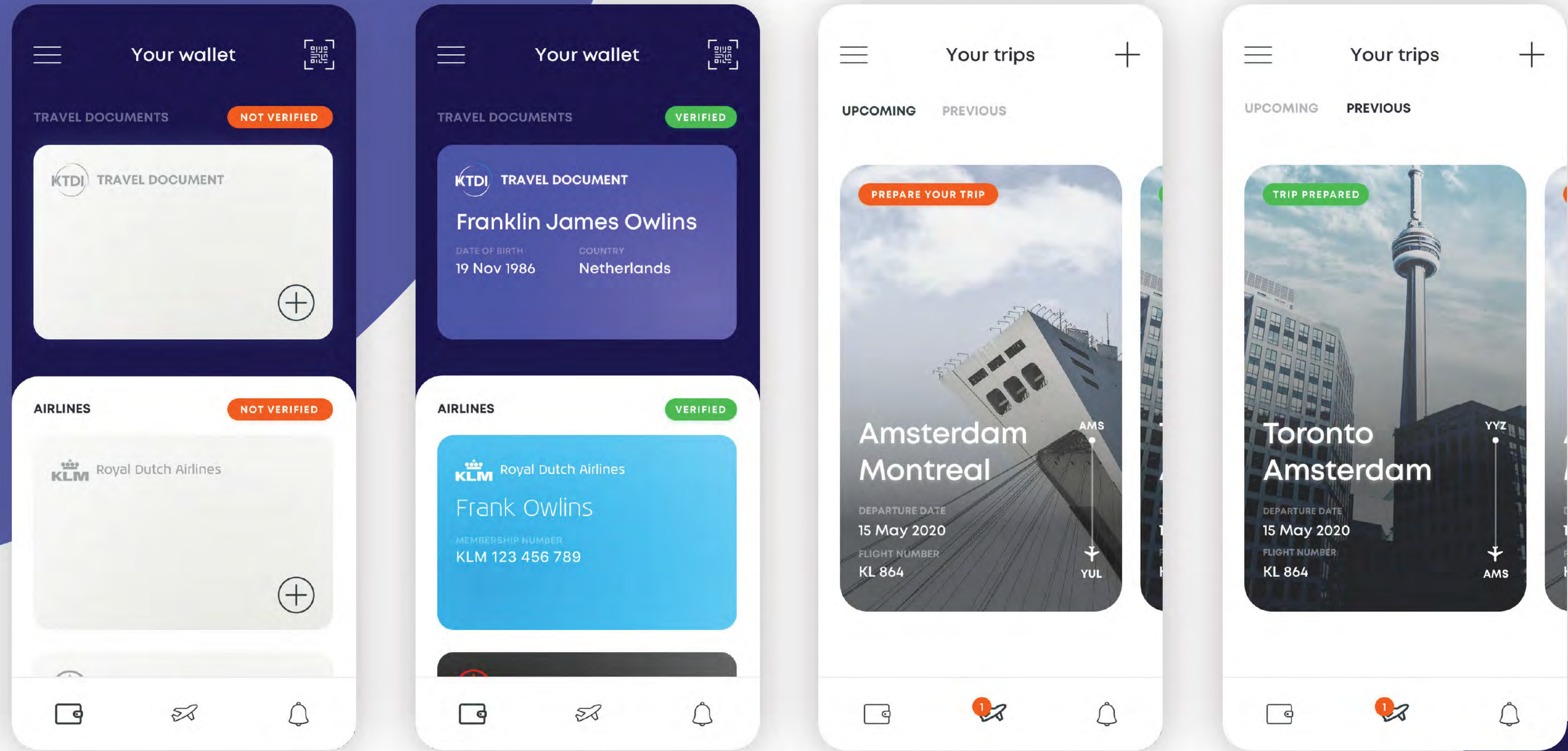
When all data has been received you can use KTDI to travel between The Netherlands and Canada, between Schiphol, Montreal and Toronto airport.

Verify my wallet

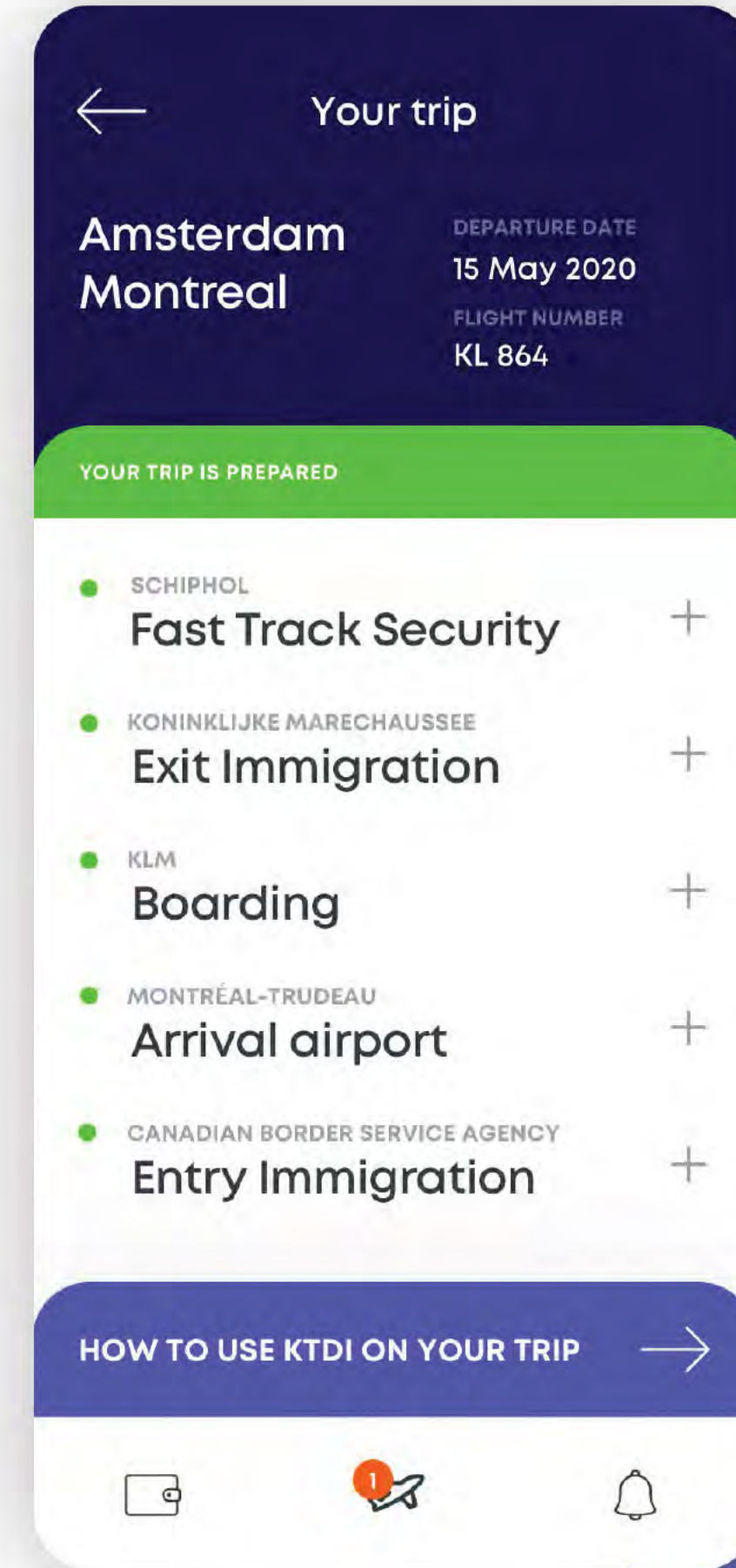
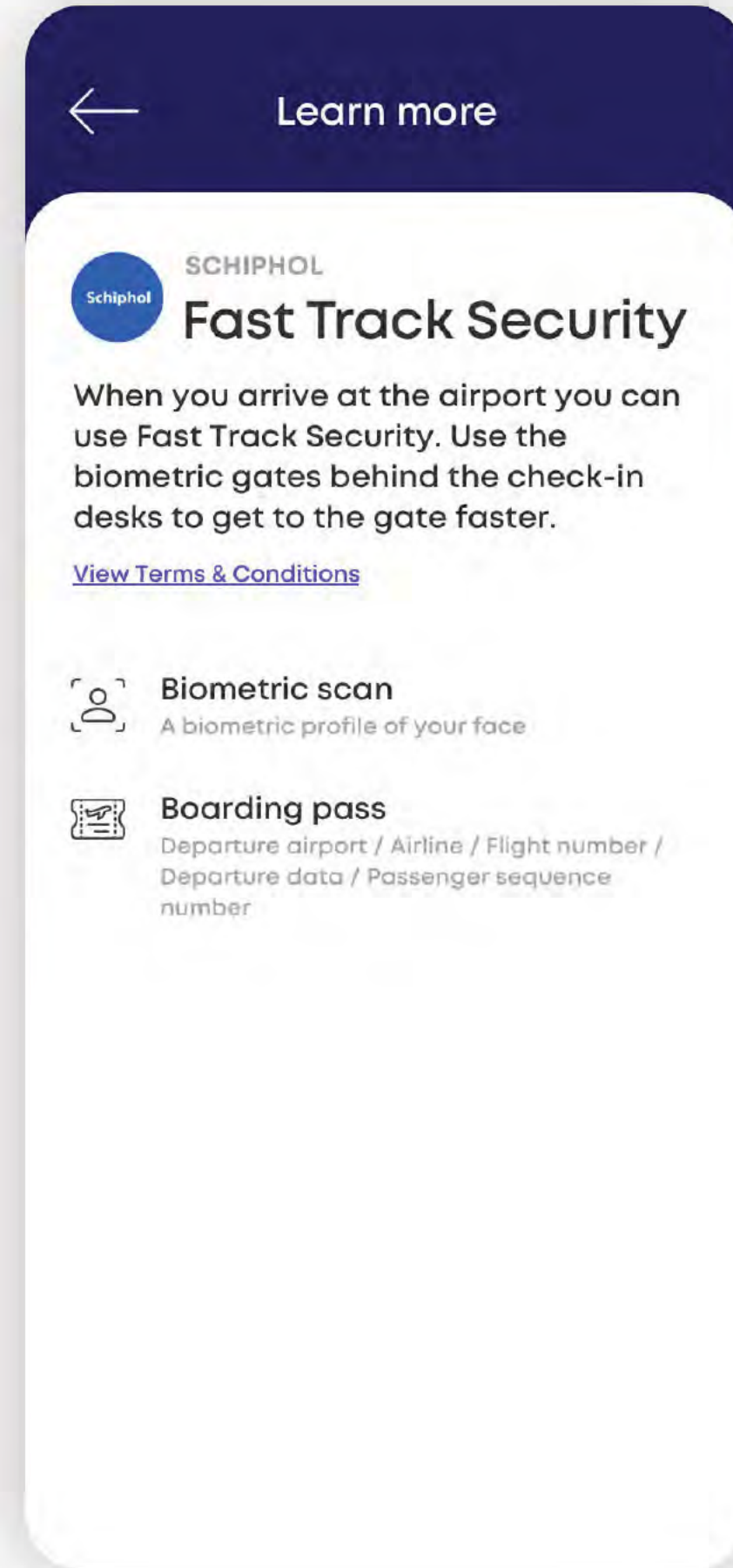
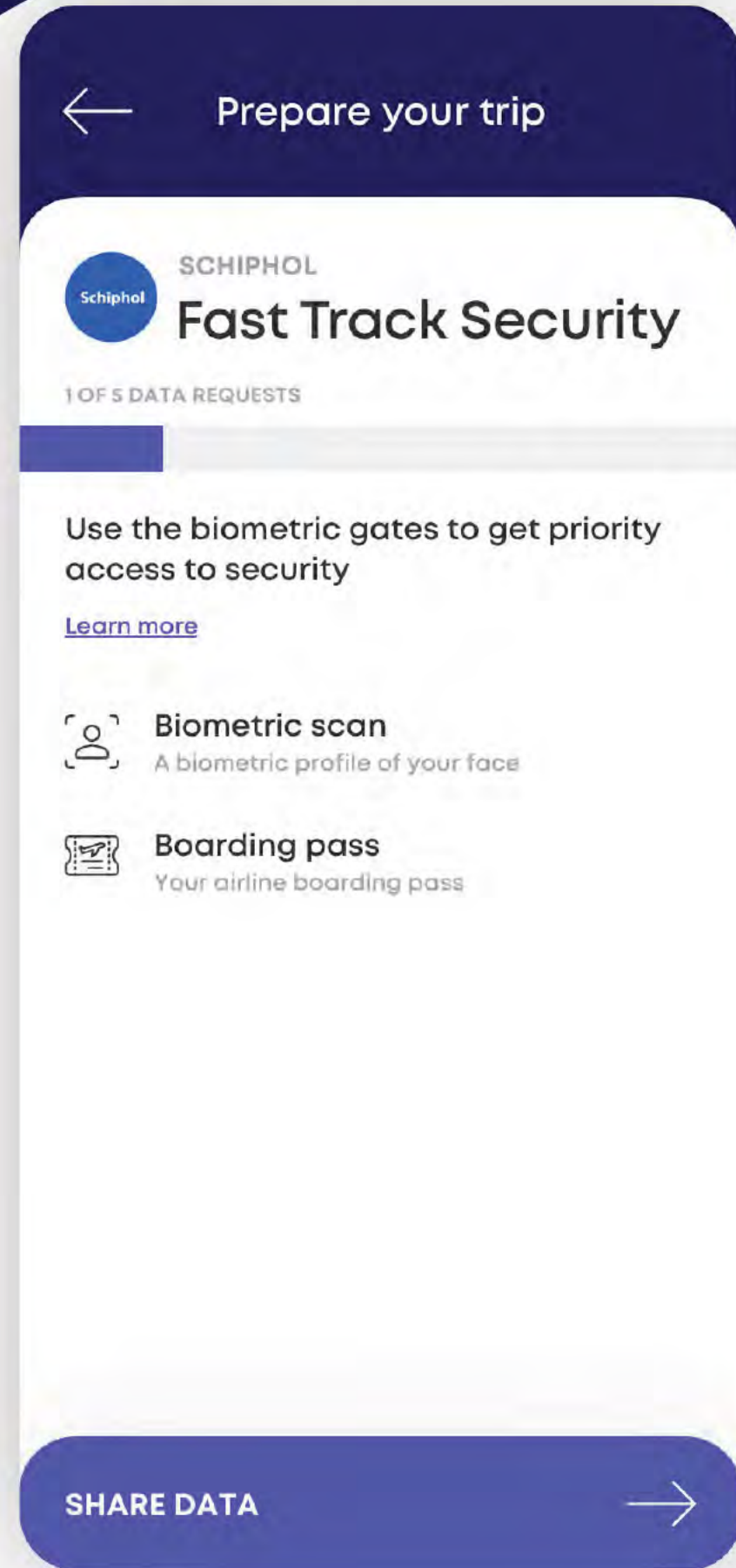
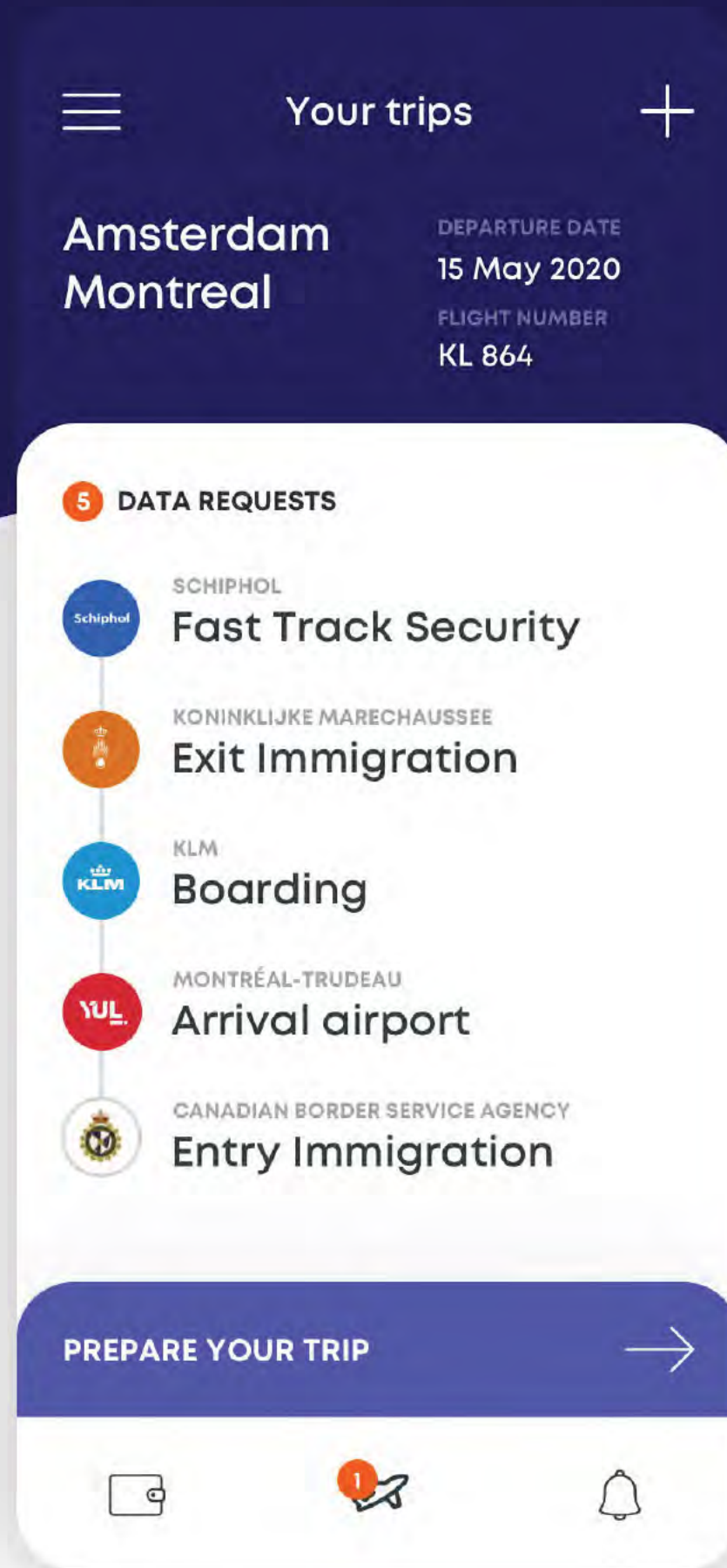
App onboarding



Your wallet and your trips



Prepare your trip



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Thank you


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