

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

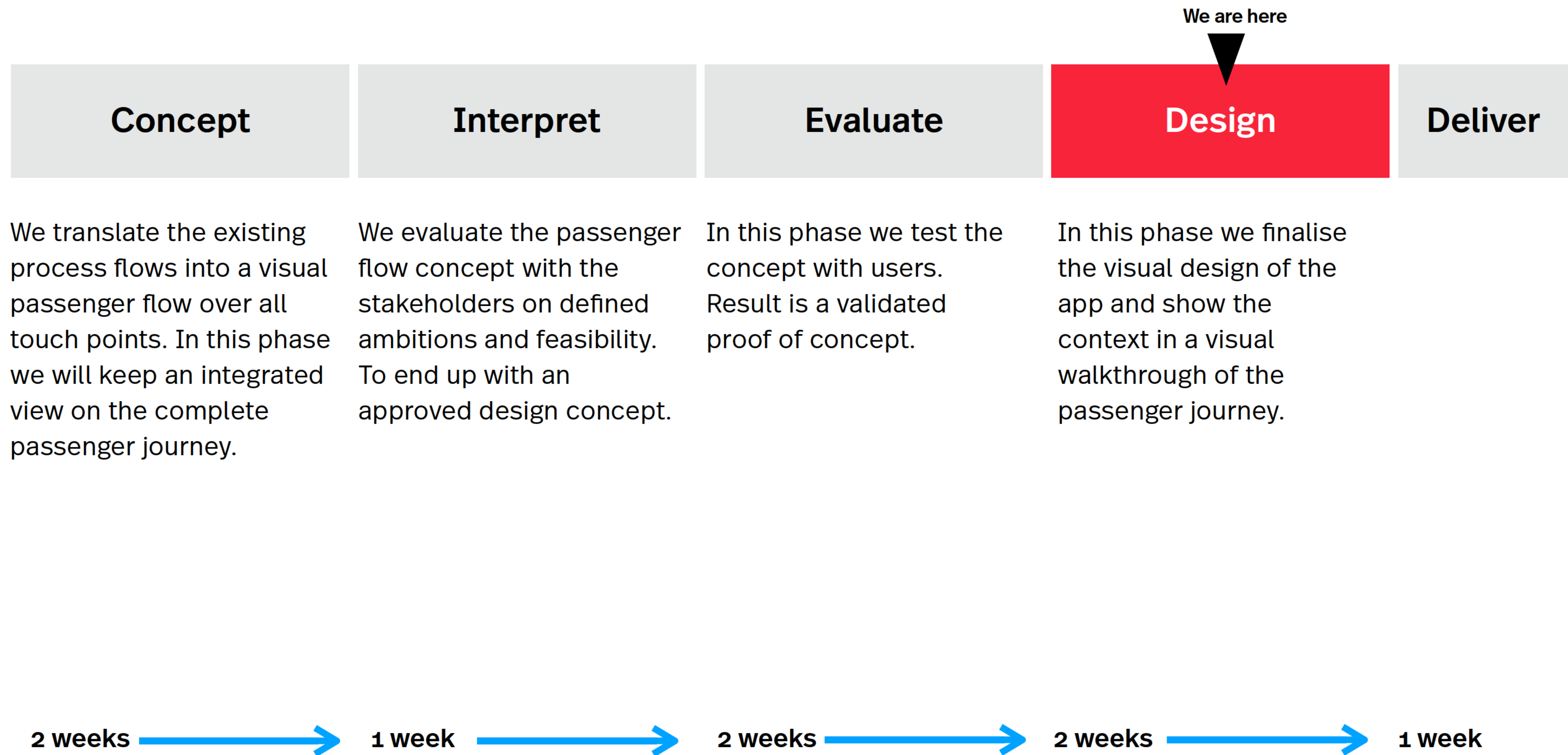
# Key KTDI deliverables

## 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

Flying Blue

Seat 6B

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,

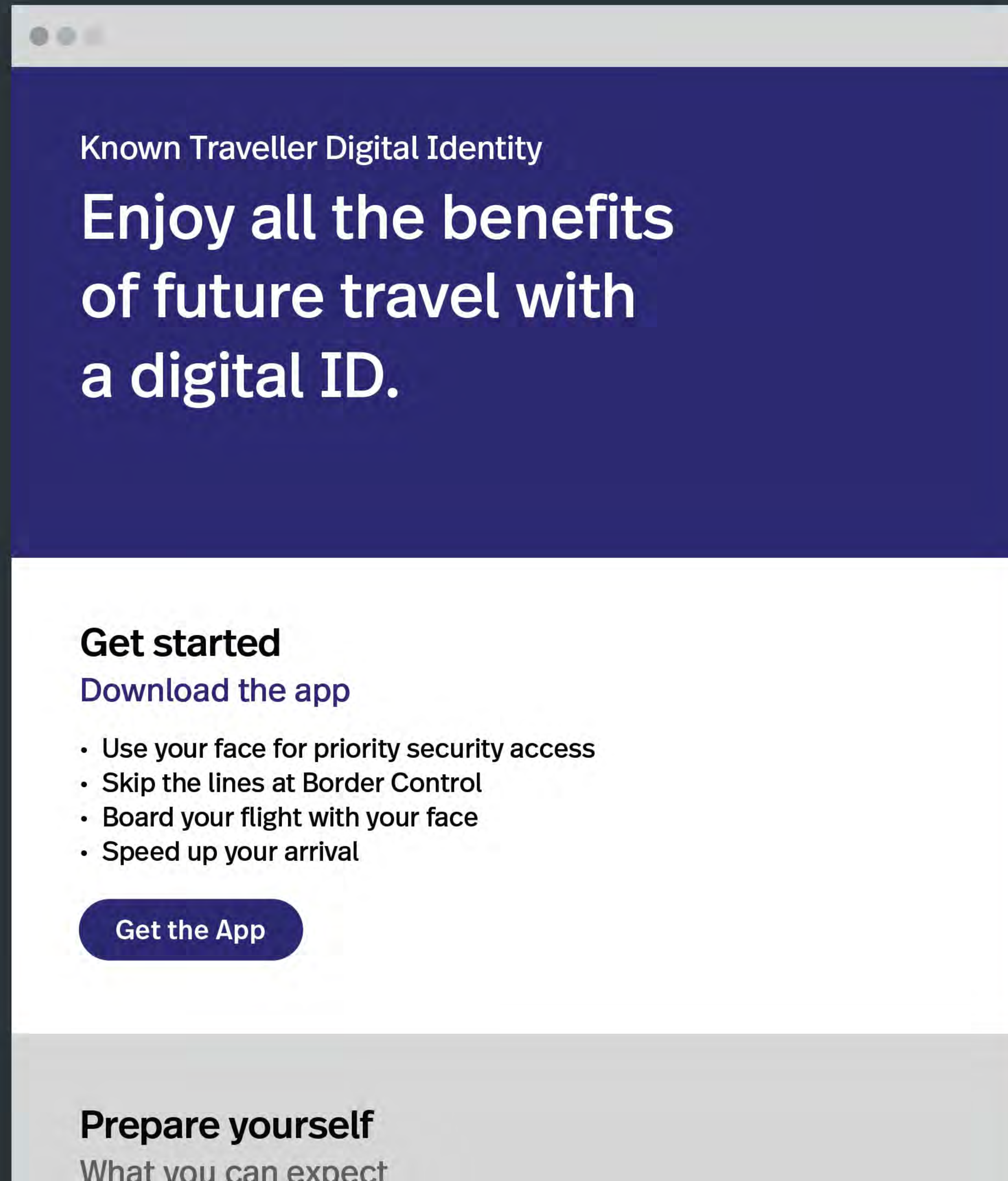
You booked a trip to **Montreal** and you fly out on **May 15th 2020**. We would like to invite you to participate in the Known Traveller Digital Identification pilot program. KTDI makes it possible to have your passport on your phone and enjoy all the benefits of future travel with a digital ID.

[Learn more about KTDI](#)

[Get the App](#)

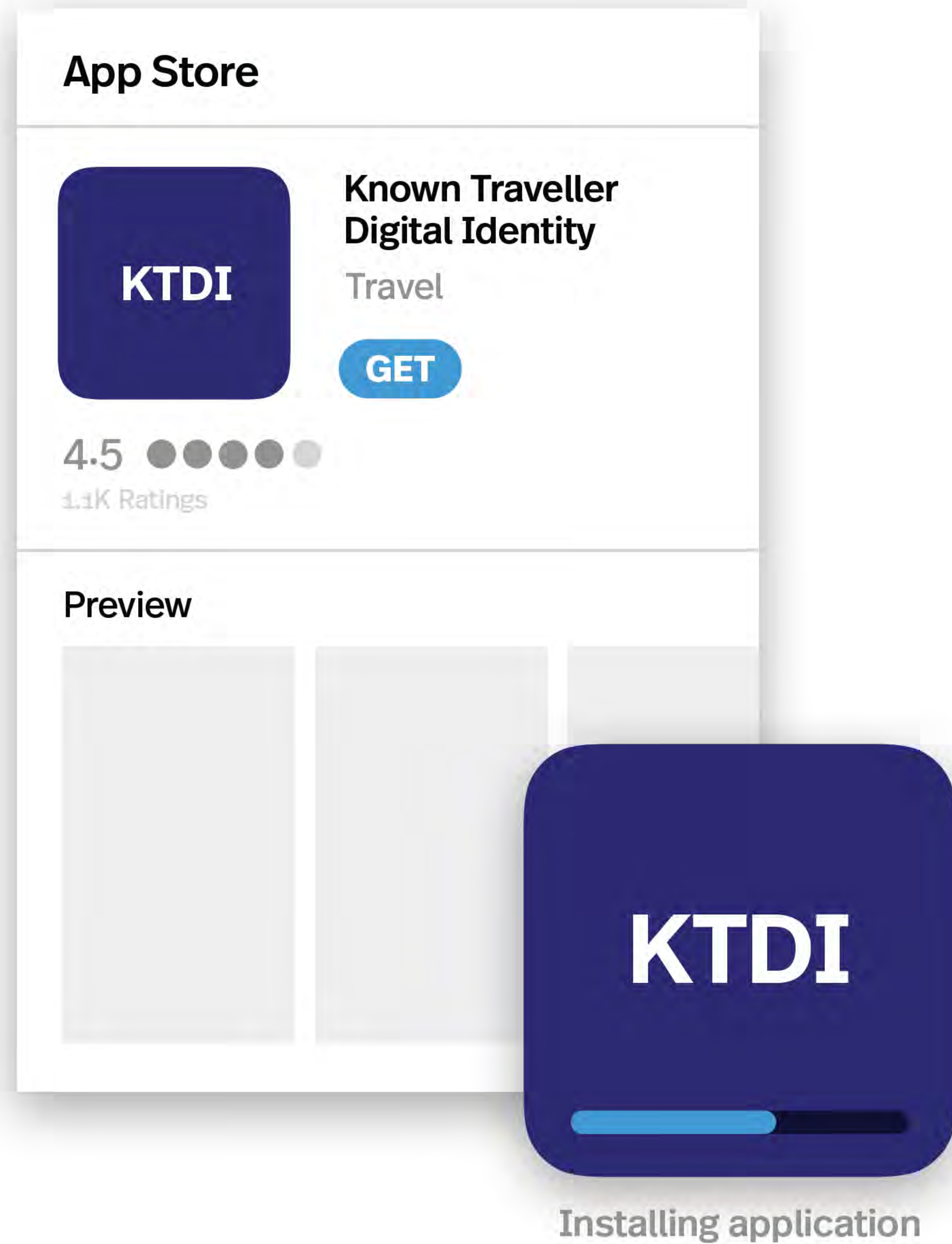
- After Frank's booking is confirmed by KLM, Frank receives onboarding from KLM inviting him to participate in the Known Traveller Digital Identification pilot program.
- Frank can navigate to a dedicated landing page about the benefits of KTDI.
- Frank can navigate to the app store to download app to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





- 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.

**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.



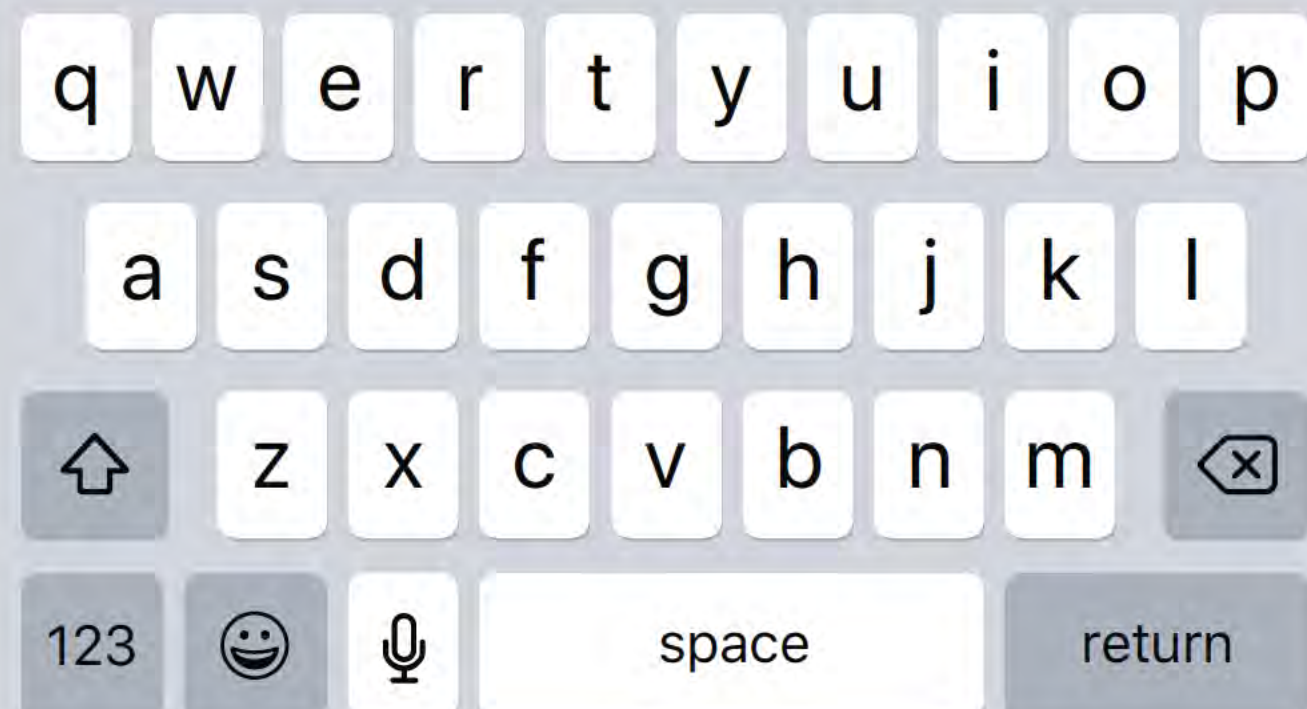
Get started

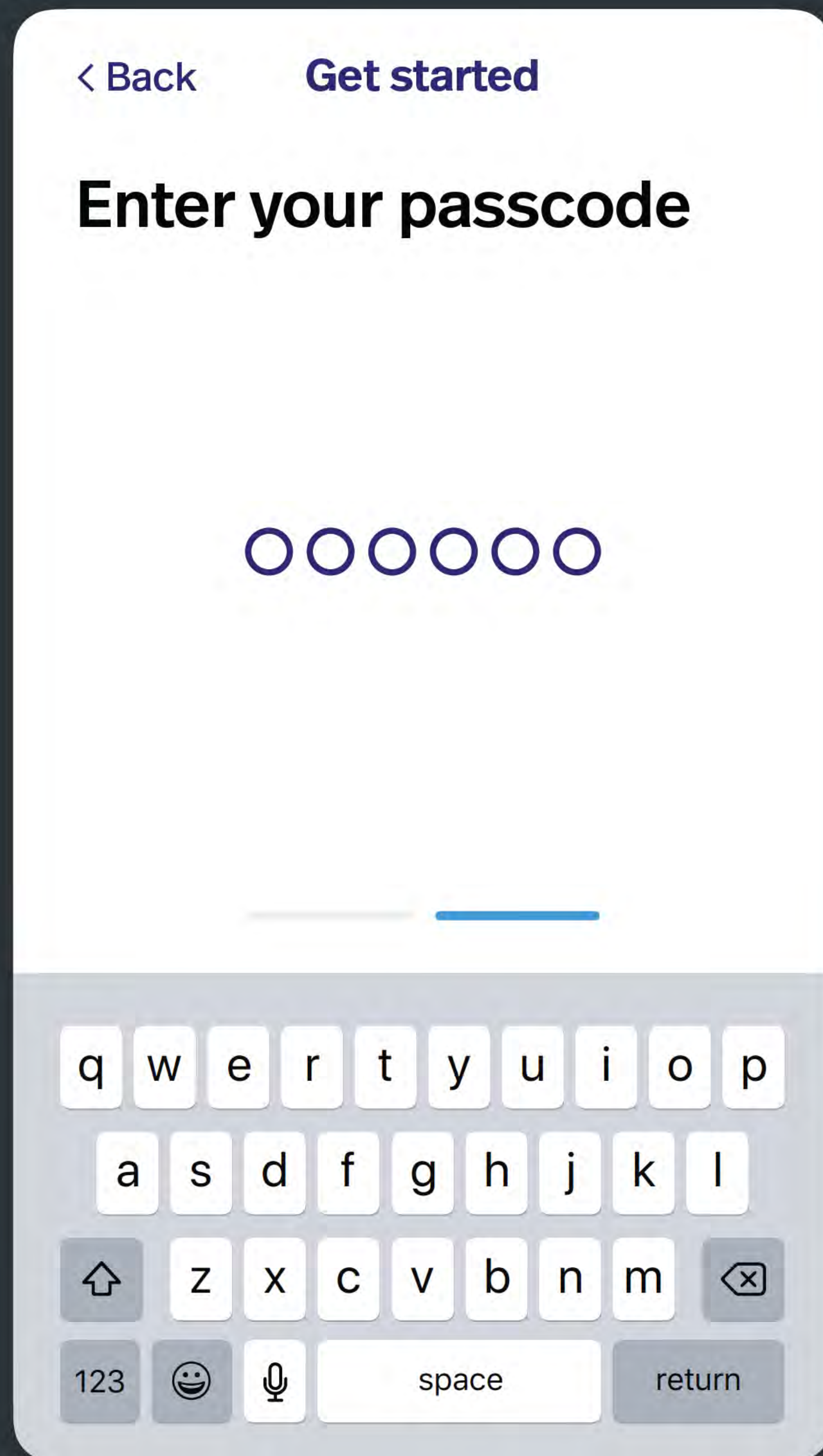
Your name

Frank Owlins

Continue

→ Frank enters his name.

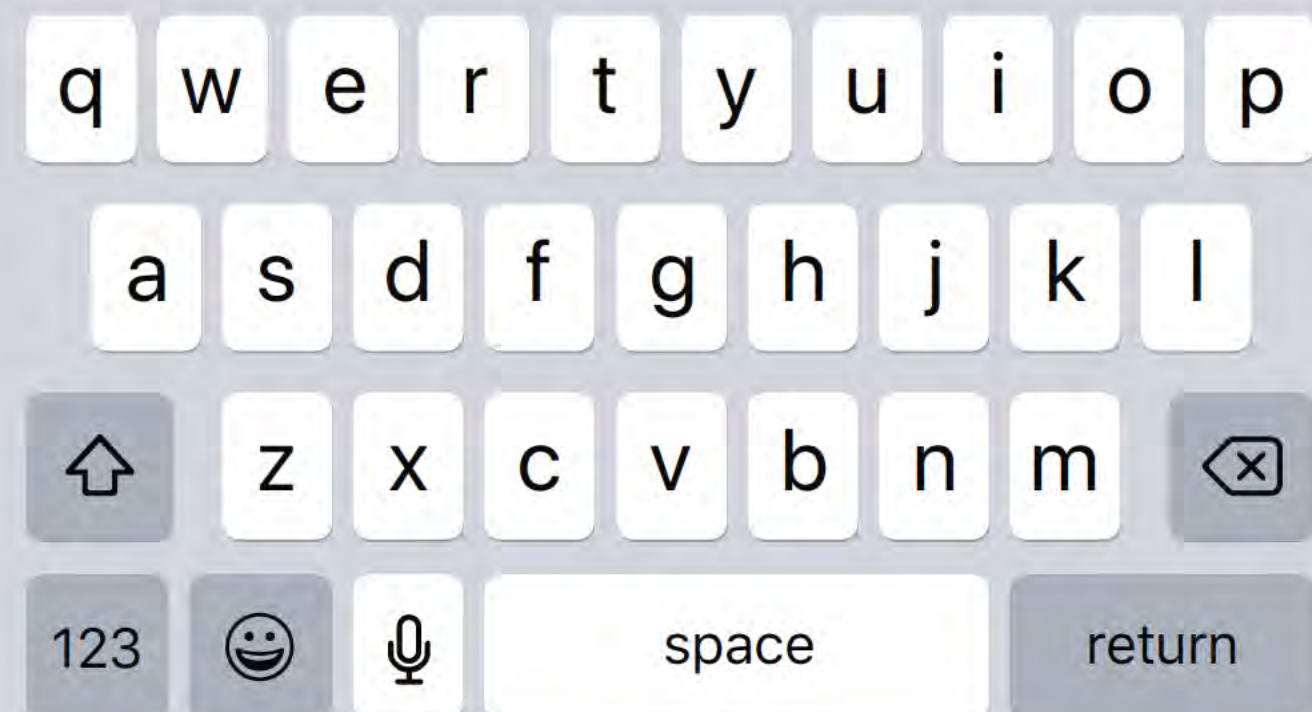




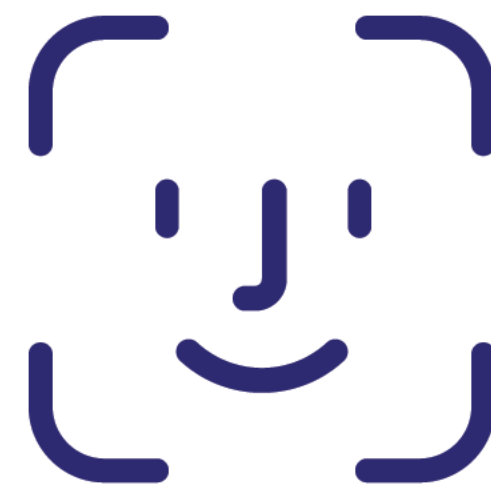
→ Frank chooses a passcode to secure his data on his device.

[< 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**

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**

→ Frank accepts the Terms & Conditions



**KTDI**

Known Traveller Digital Identity

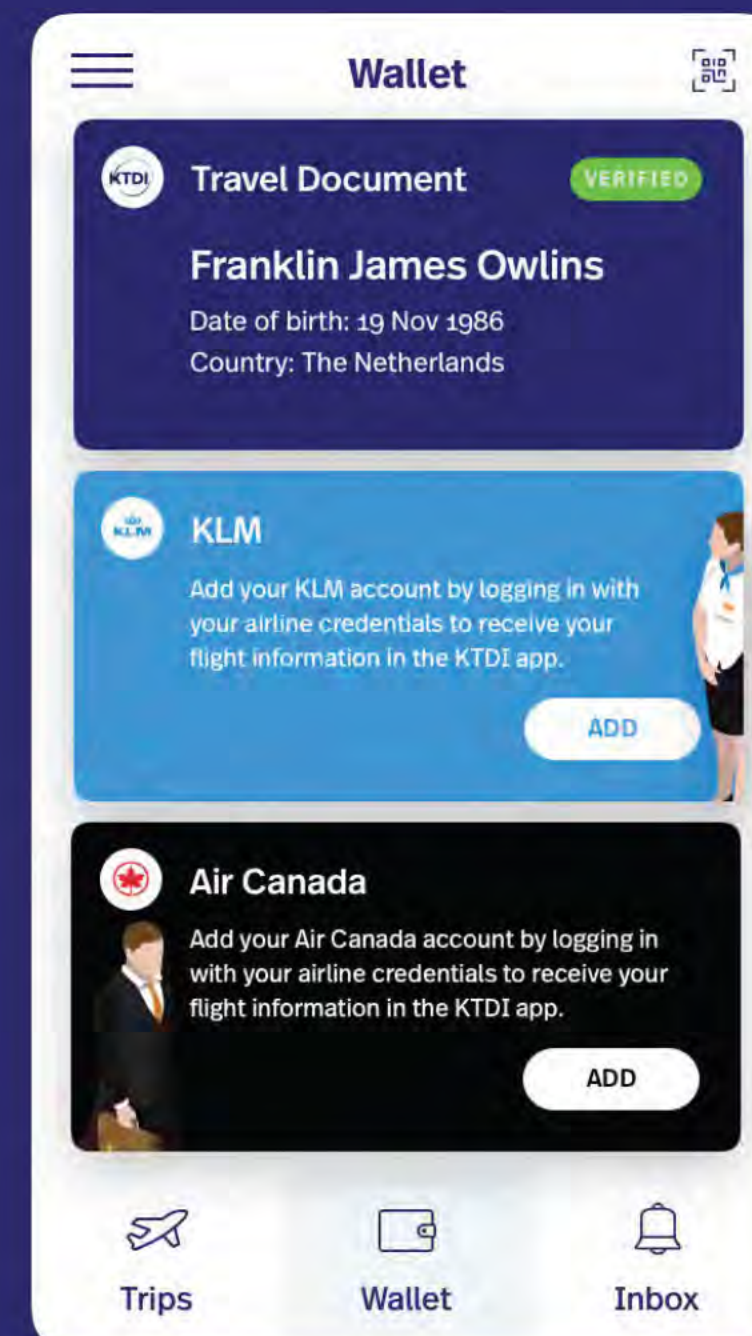
Hi Frank, you have  
successfully set up  
your KTDI app.

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”.



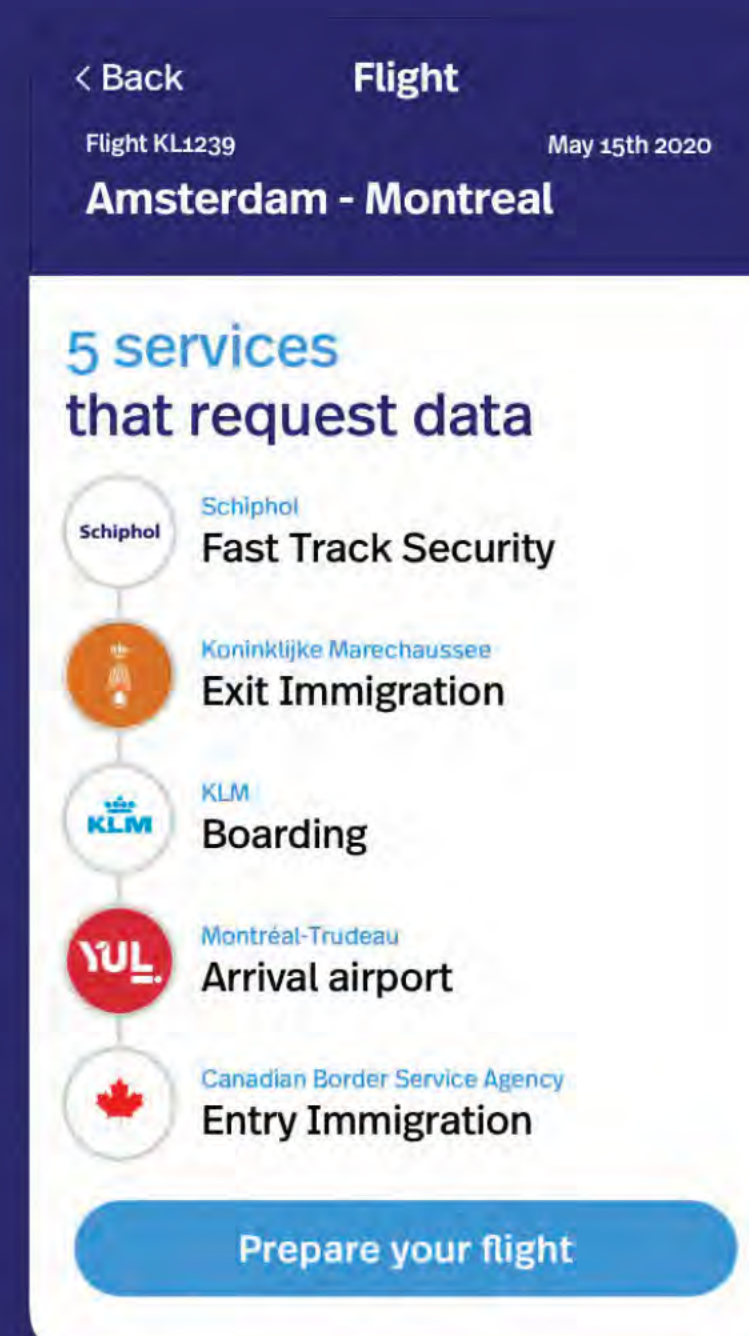
→ What are “Trips?”





## 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?



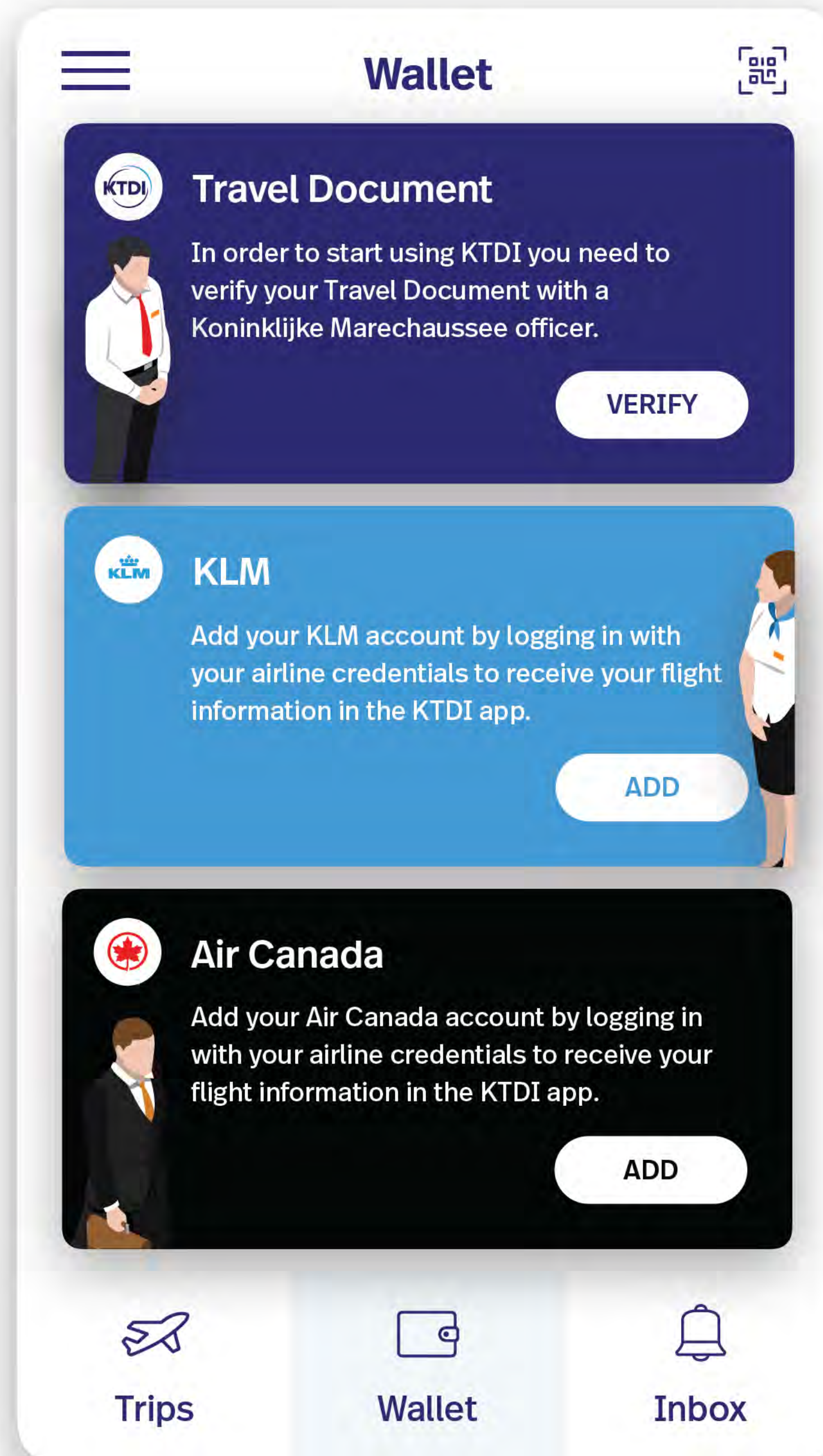
## Travel

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.





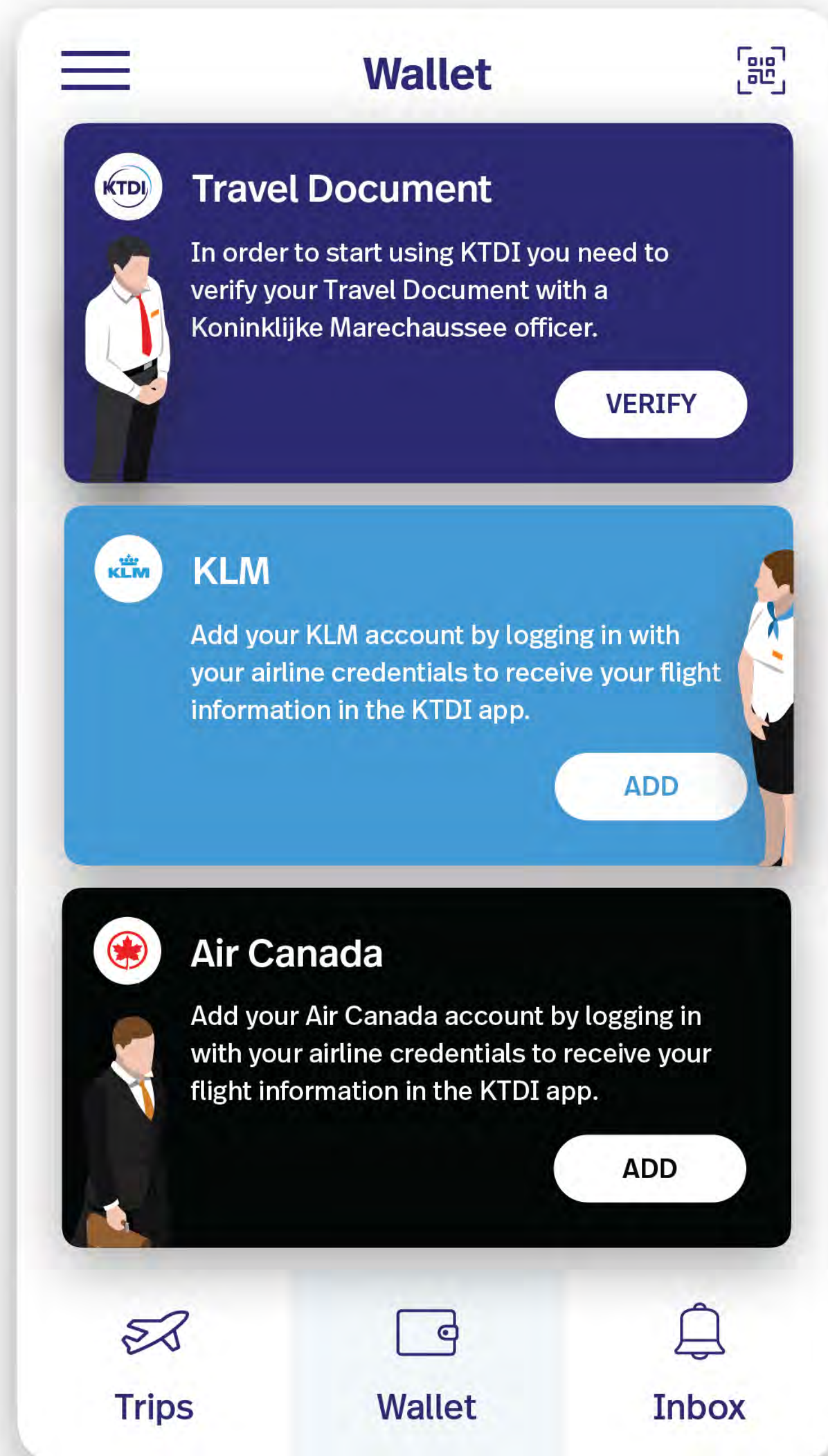
## Step 3

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

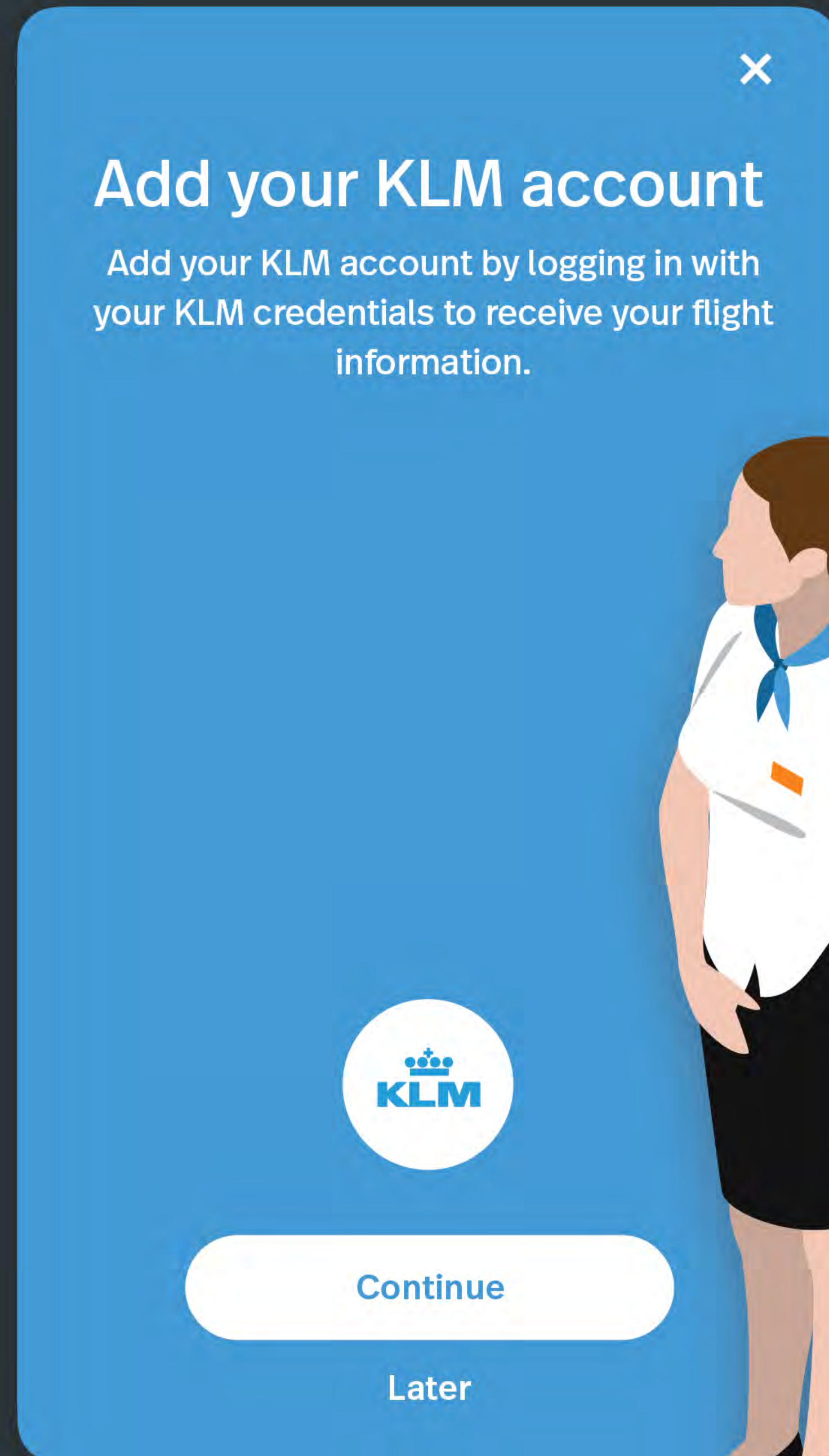


→ Frank has to scan a QR code presented by the KMAR officer with his KTDI app.





→ 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

Password

Add

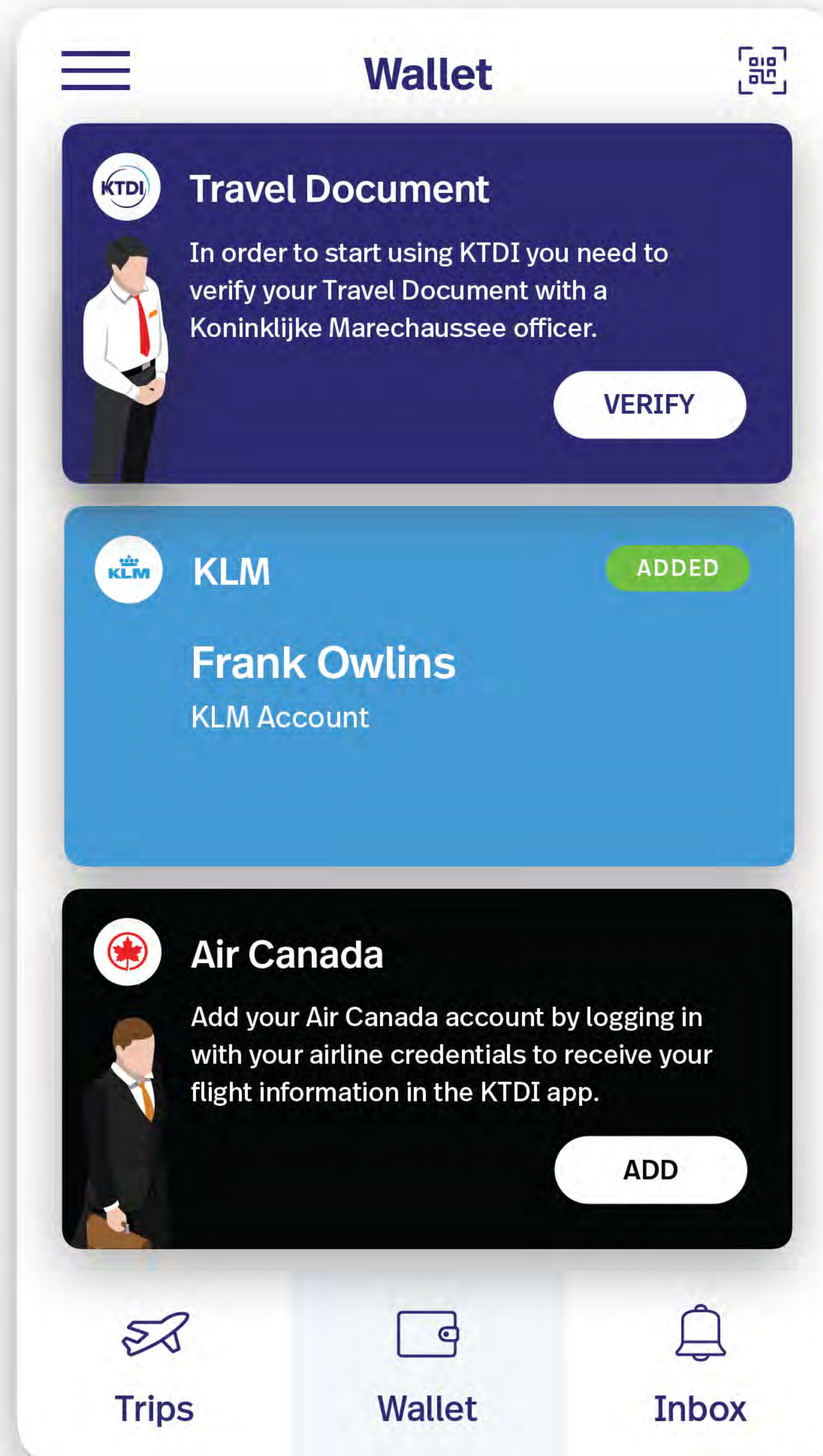
q w e r t y u i o p

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.



Time passes until  
Frank visits Schiphol  
for activation.



# Create your travel document with an officer

→ Frank visits the KMAR desk at Schiphol.



An officer will scan your passport.



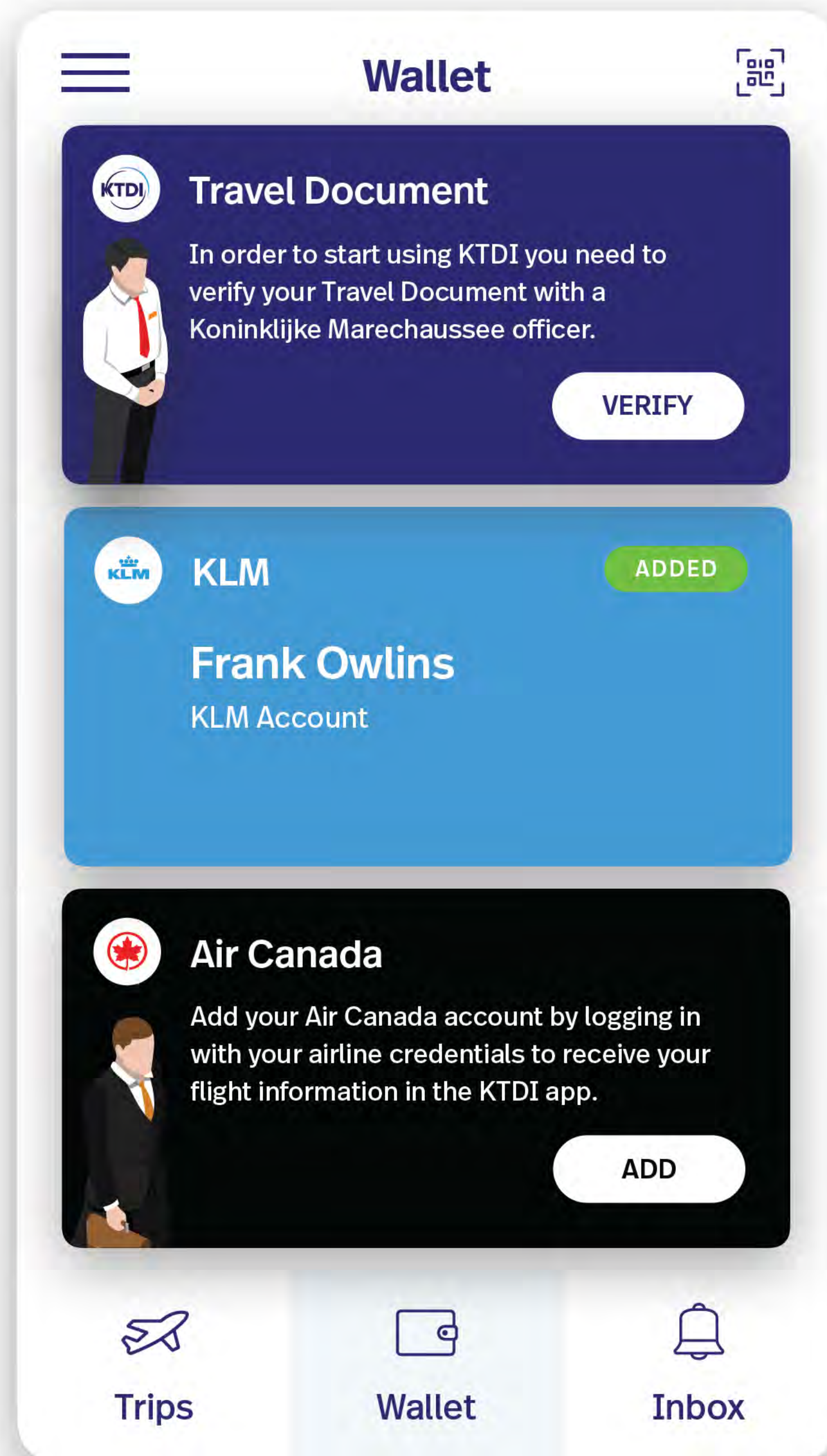
An officer will perform a face scan.



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.

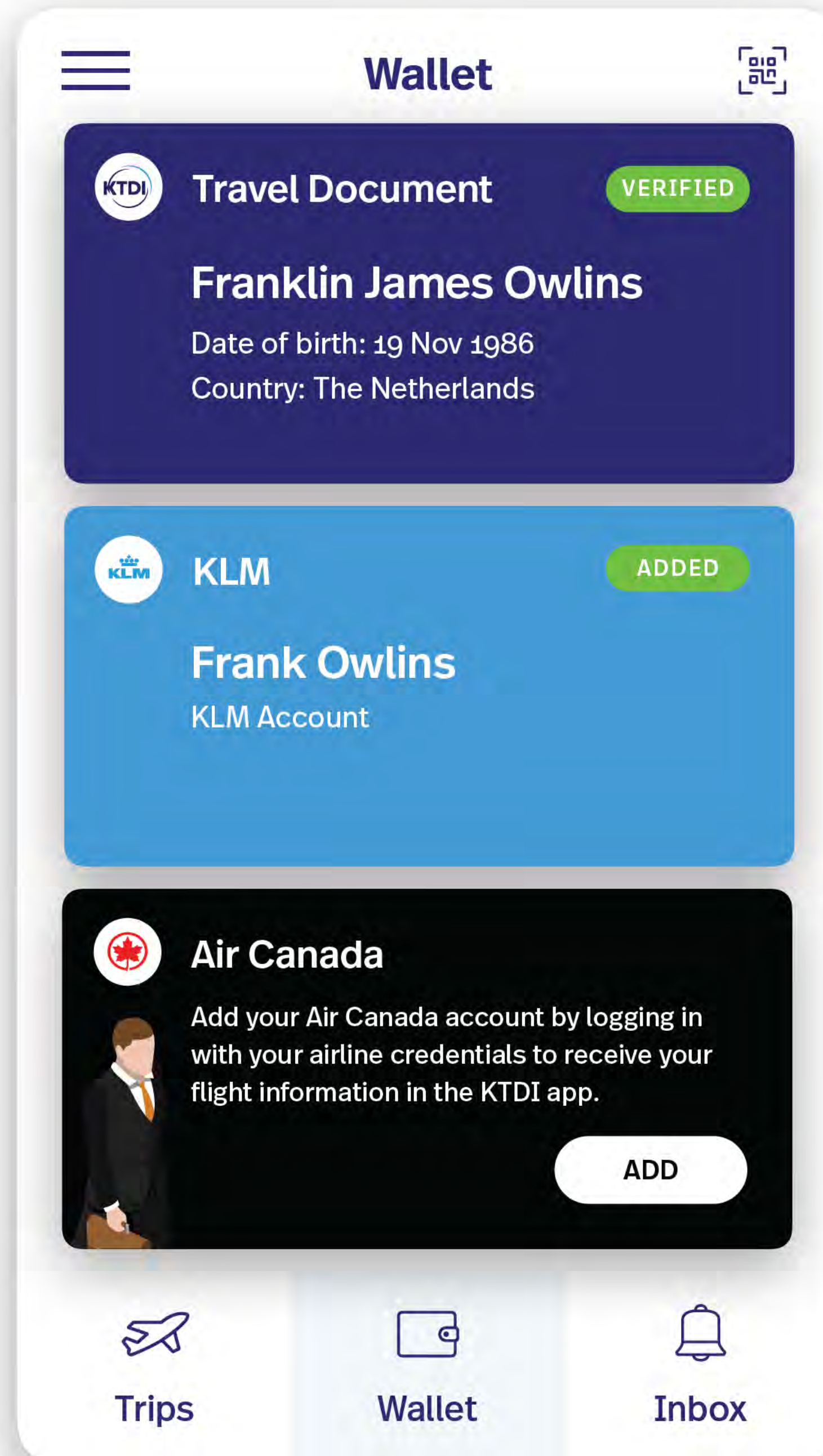


Creating link



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.



A modern living room interior with a white sofa, a wooden coffee table, a rocking chair, and large windows. The room is decorated with potted plants, a cactus, and several hats hanging on the wall. The text "Time passes untill check-in with airline." is overlaid in the center.

Time passes untill  
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



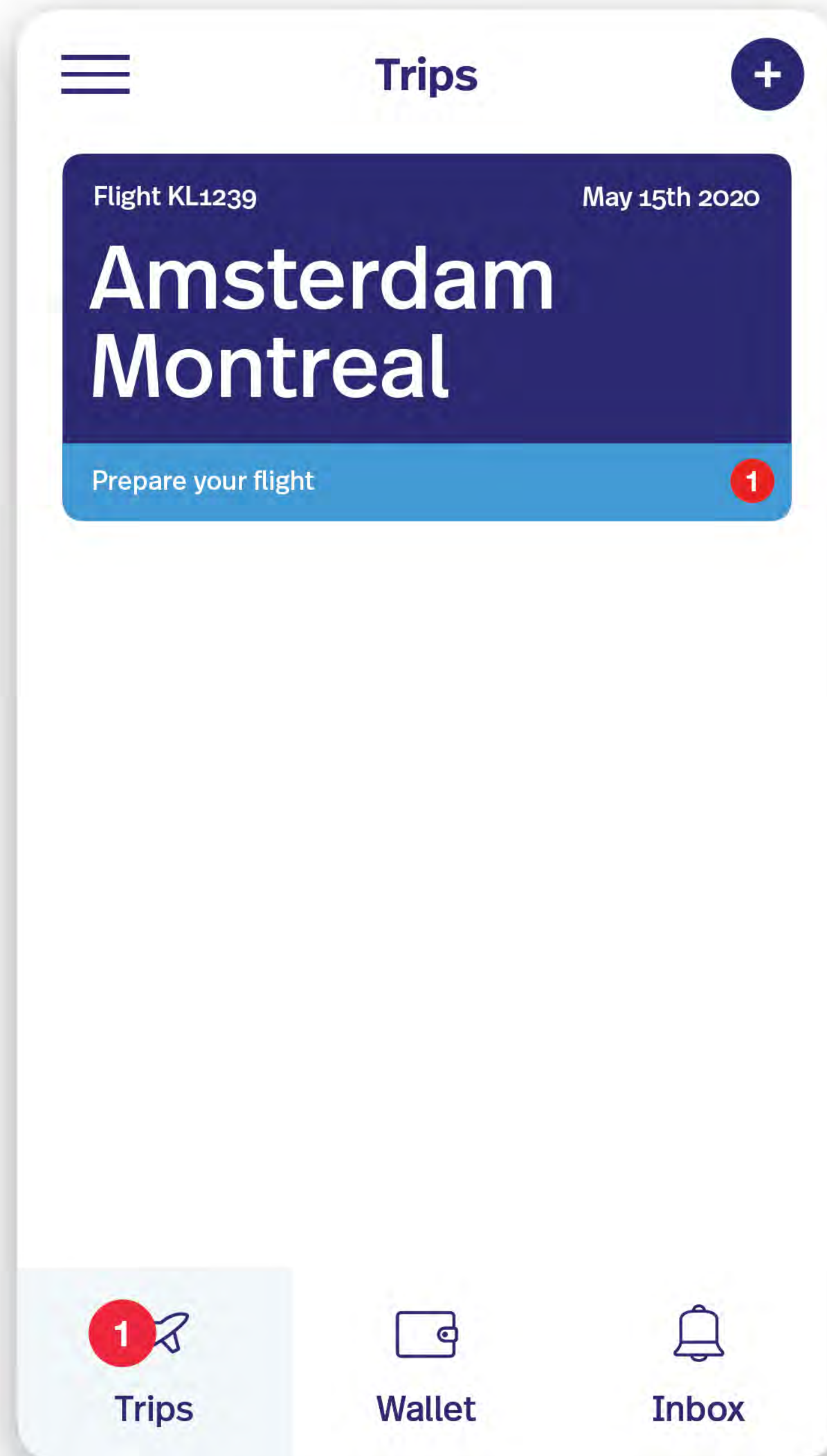
KTDI

1 minute ago

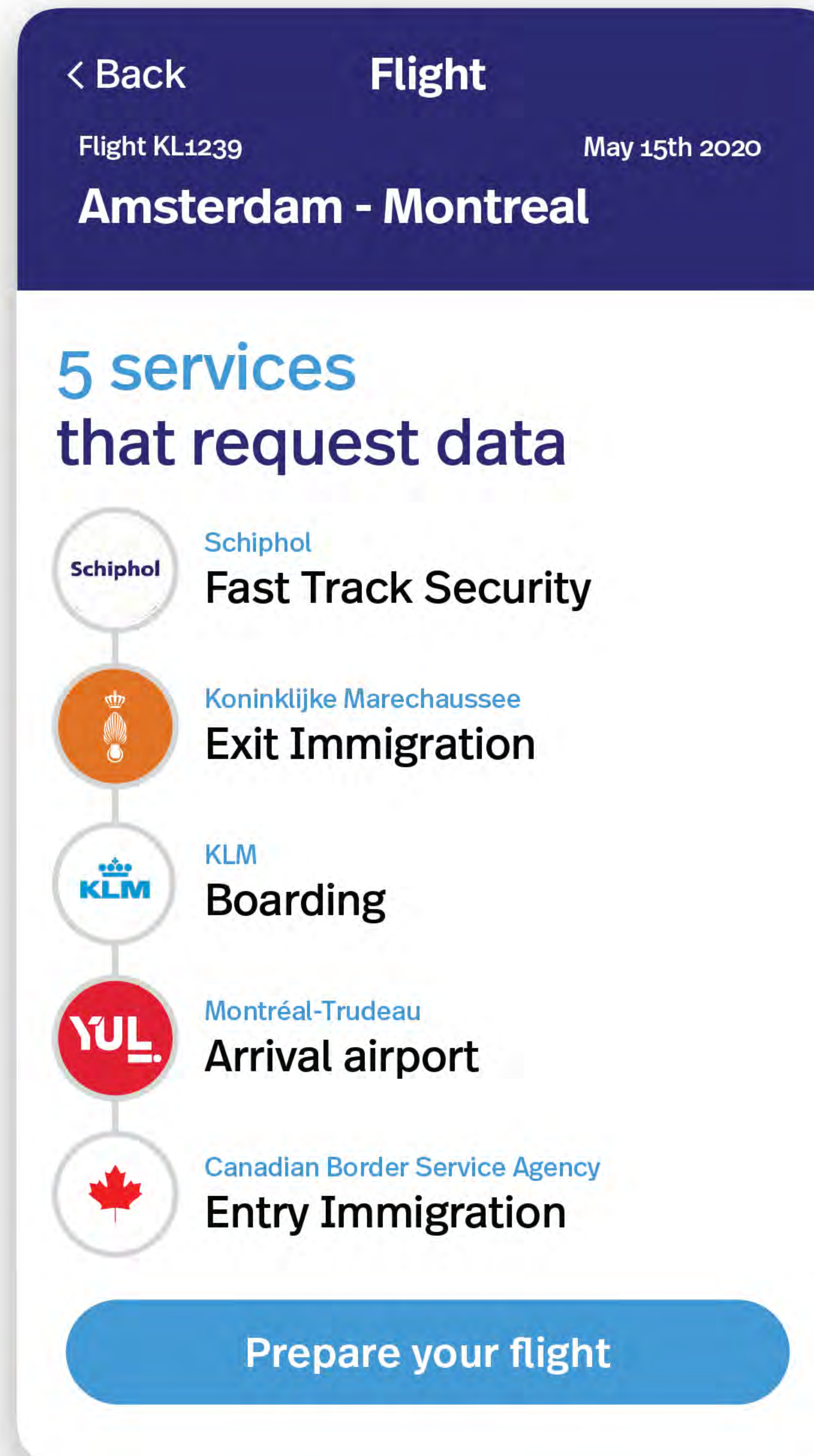
**Ready to prepare your flight  
to Montreal.**

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



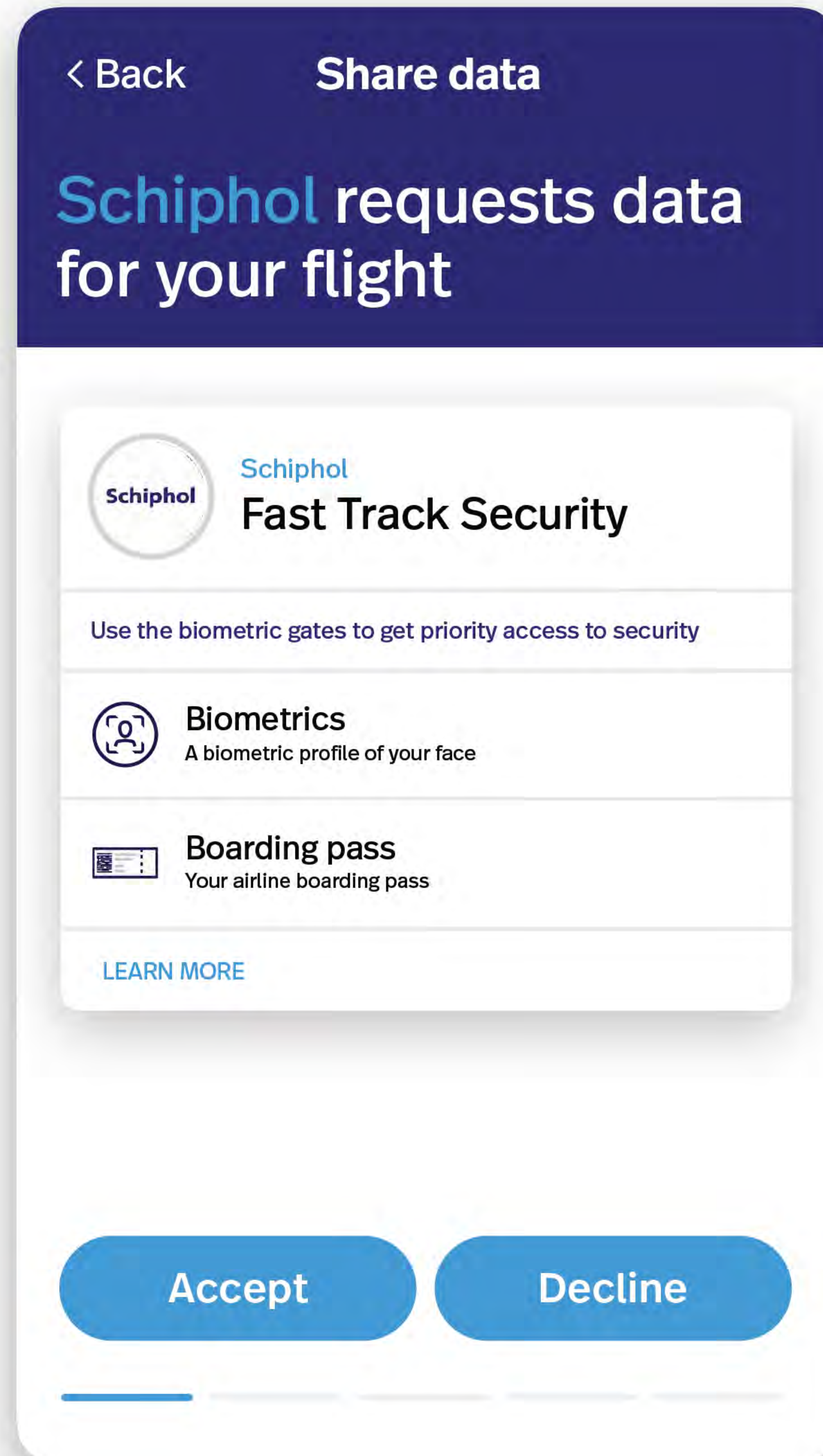


- The KTDI app adds Frank's flight to the trips overview page.
- Frank explores his trip.

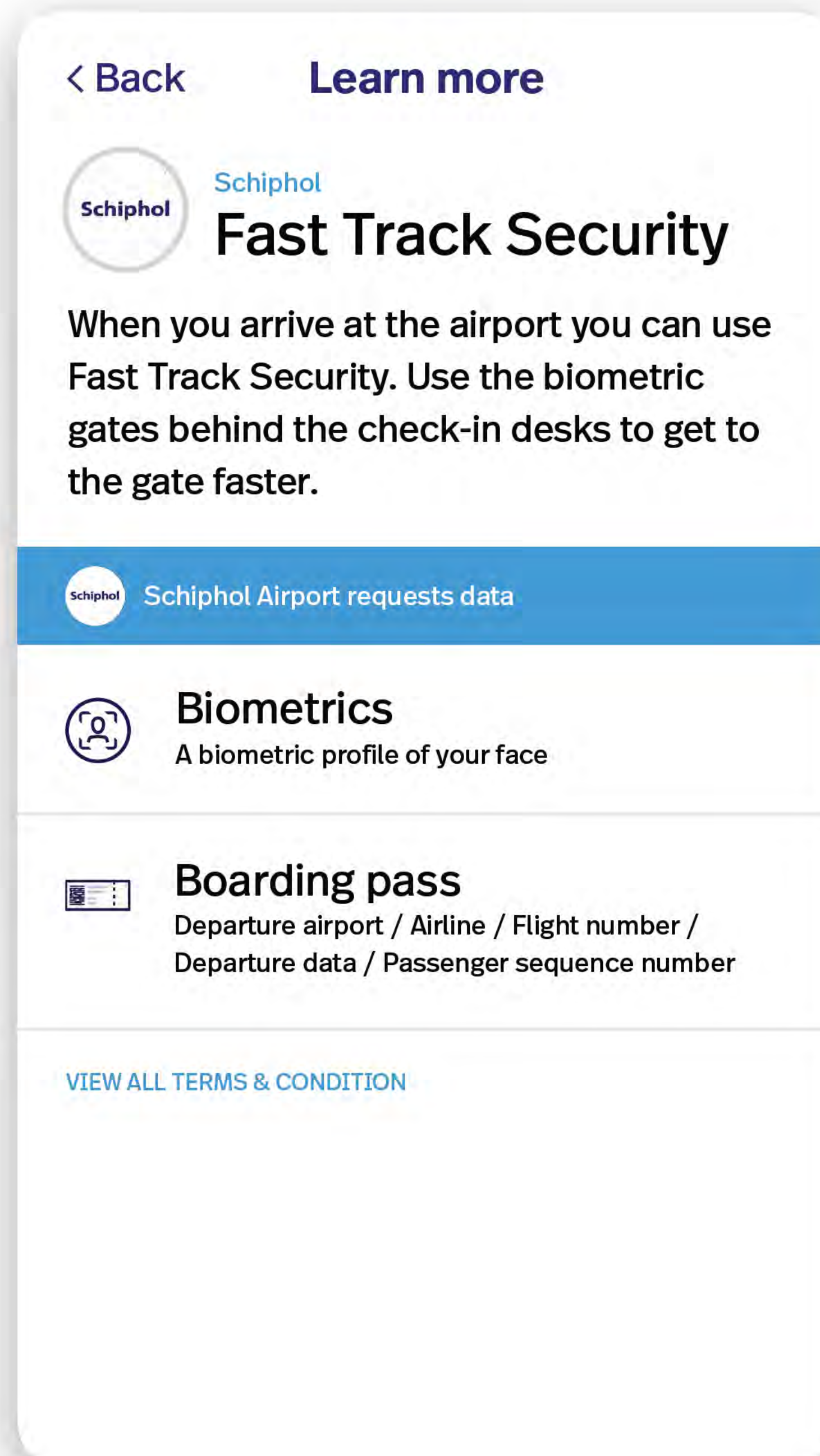


- The app shows Frank the 5 available trip services for his flight to Montreal.
- This screens gives Frank an overview of parties requesting data for trip services.
- Frank hits "Prepare my flight"





- 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”.



- 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**

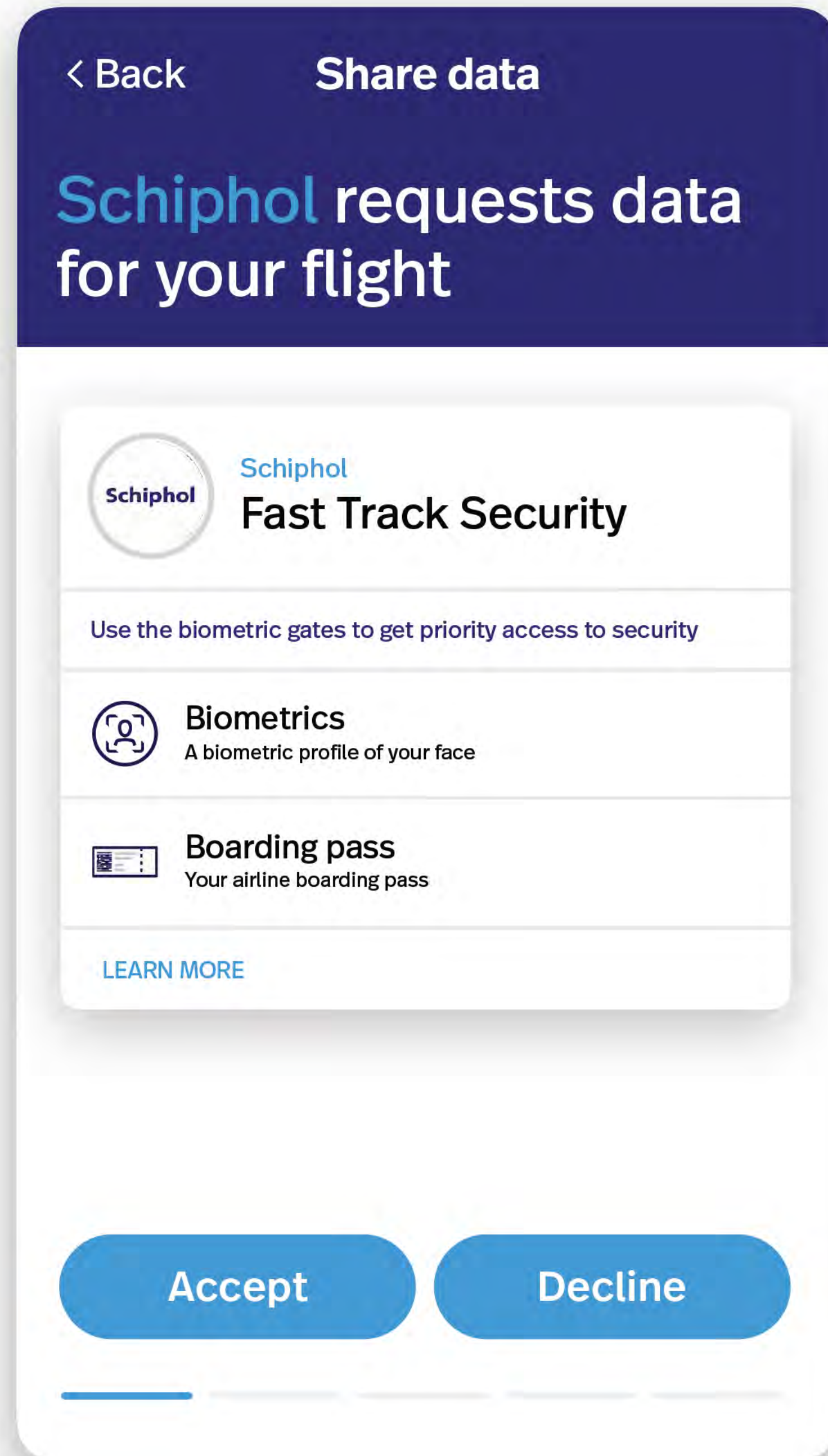
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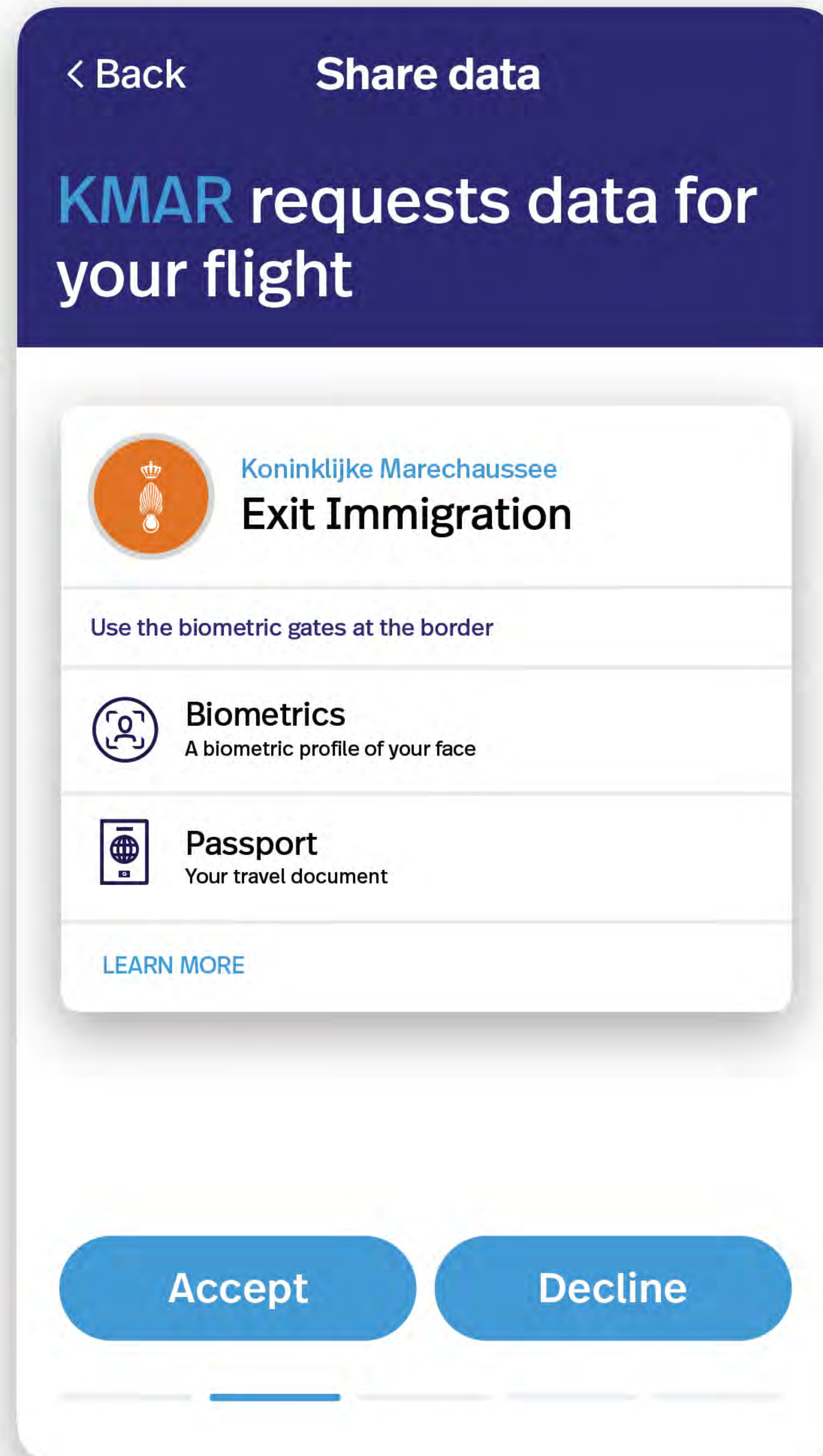
Back

→ 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

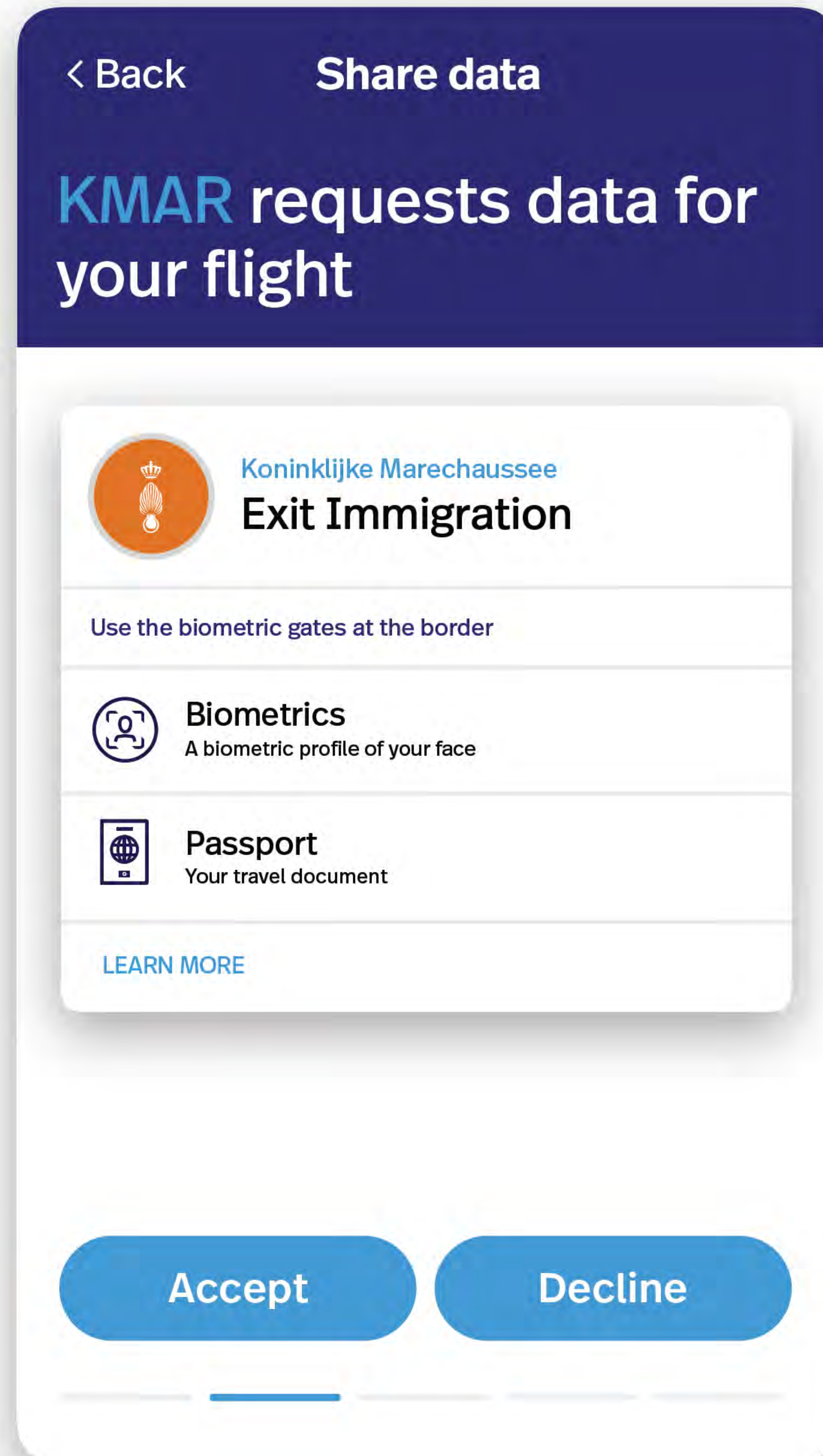


### Passport

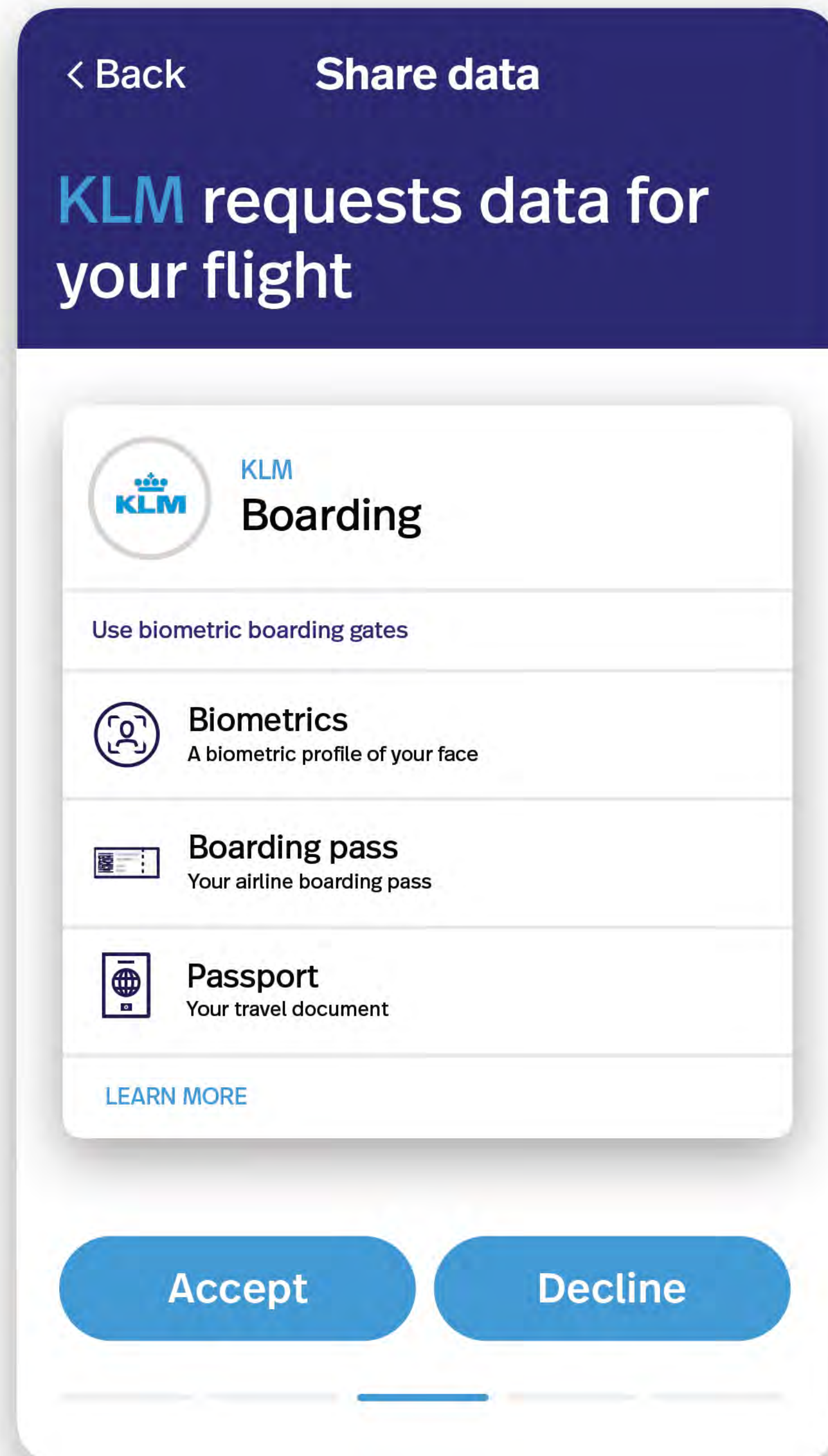
Country of issue / Document number /  
Expiry Date / Given names / Surname/  
Nationality / Date of birth / Sex / RTP-NL  
Membership ID

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



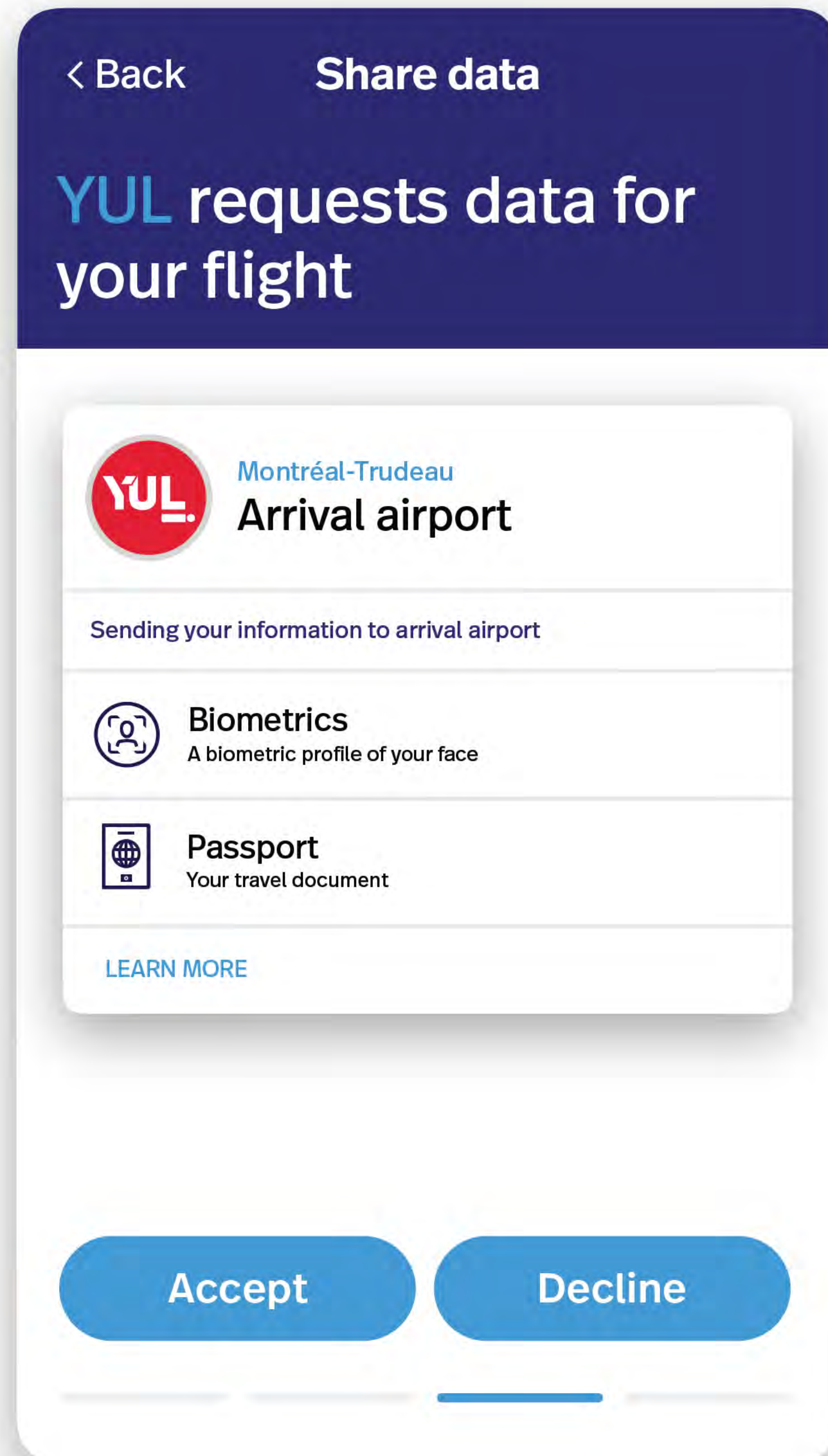


→ Frank wants to know what passport attributes he shares with KMAR and hits "Learn more"



→ Frank sends data.






→ Frank sends data.


[< Back](#) [Share data](#)

**CBSA** requests data  
for your flight




Canadian Border Service Agency  
**Entry Immigration**


Use the biometric gates at the border



**Biometrics**  
A biometric profile of your face



**Passport**  
Your travel document



**E-declaration**  
Your immigration declaration

**INCOMPLETE**

[LEARN MORE](#)

[Complete E-Declaration](#)

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



< Back

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

< Back

E-declaration

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



< Back

E-declaration

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



< Back

E-declaration

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

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?


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Accept


Decline


[< Back](#) [Share data](#)


**CBSA** requests data  
for your flight

**CBSA**  
Enter Canada

Use the biometric gates to get priority access to security.

**Biometrics**  
A biometric profile of your face

**Passport**  
Your travel document

**E-declaration**  
Your e-declaration

COMPLETED

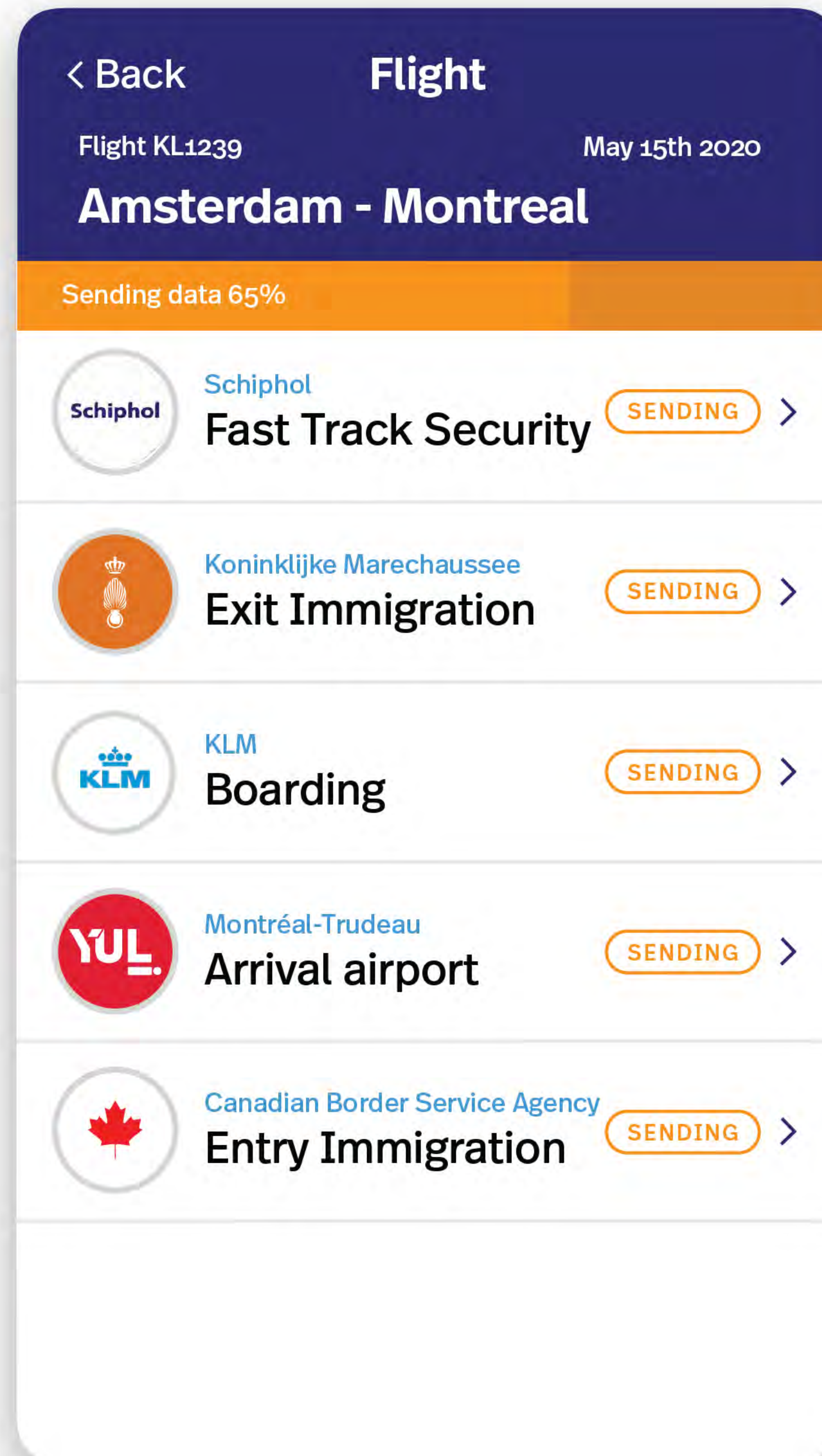
[LEARN MORE](#)

Accept

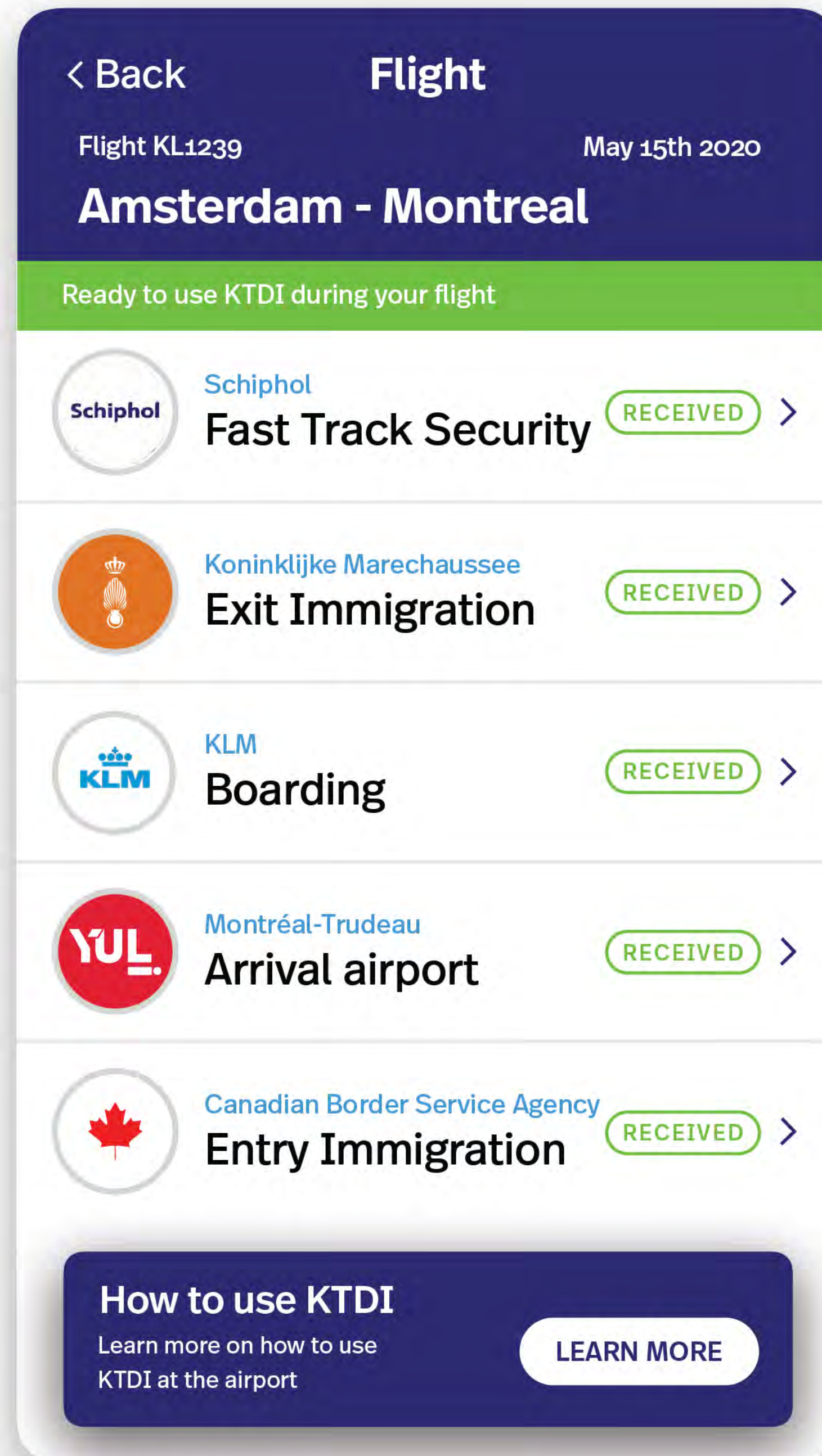
Decline

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



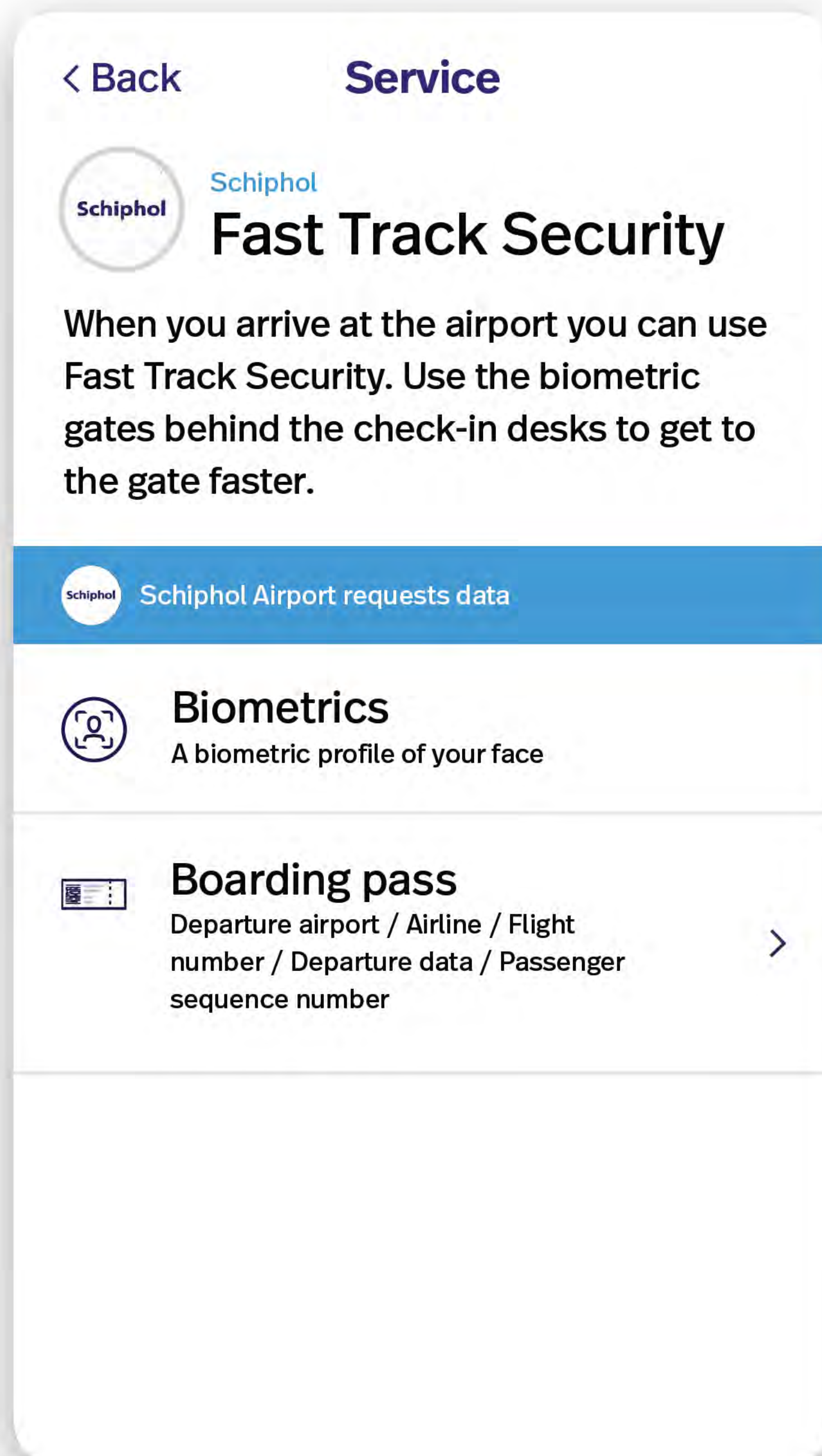


→ Frank has shared all his data and he can see the status of his trip services.

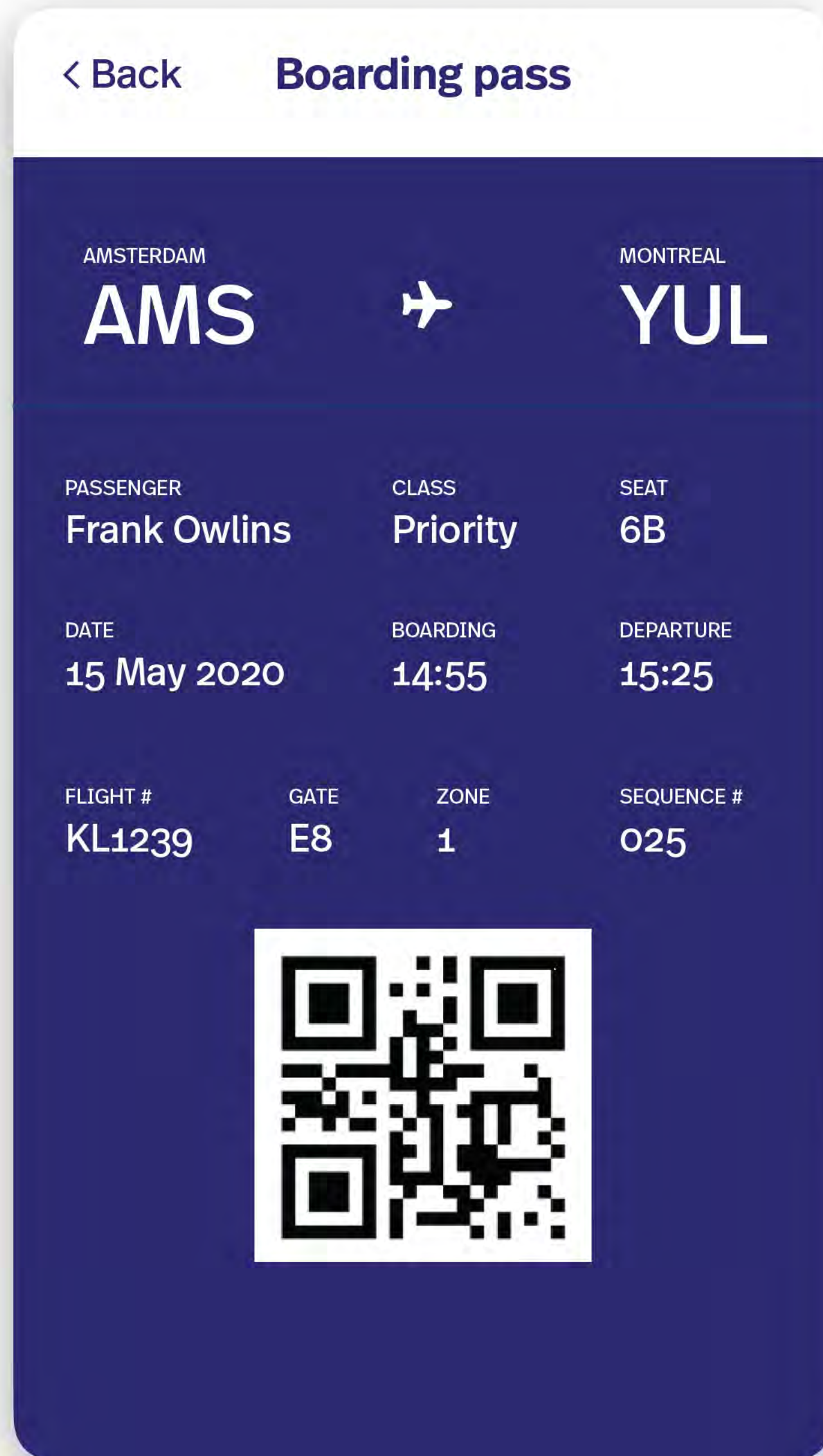


→ Frank's data been sent to and received by all parties.



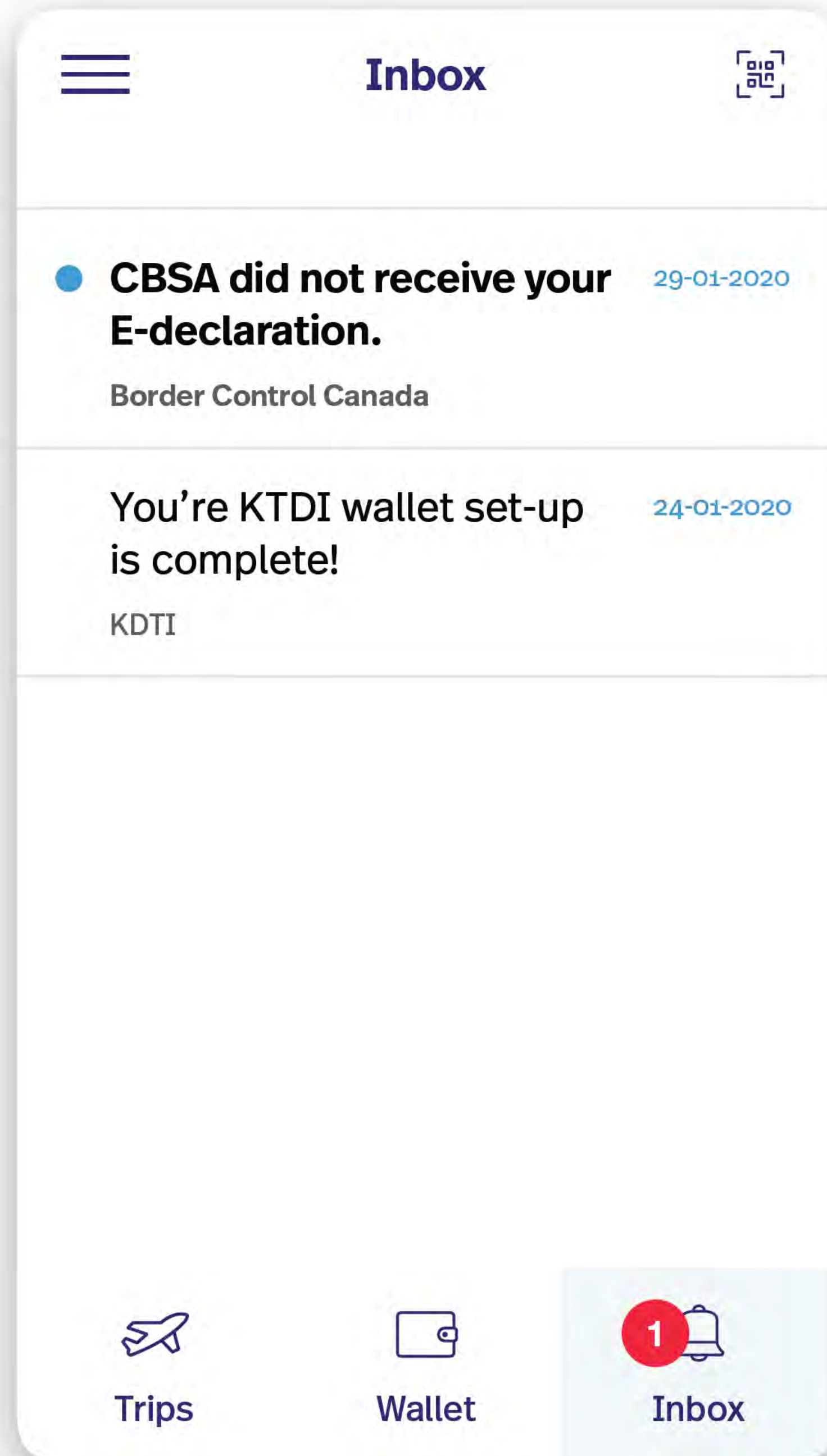


→ Frank can access individual trip services to check shared data.

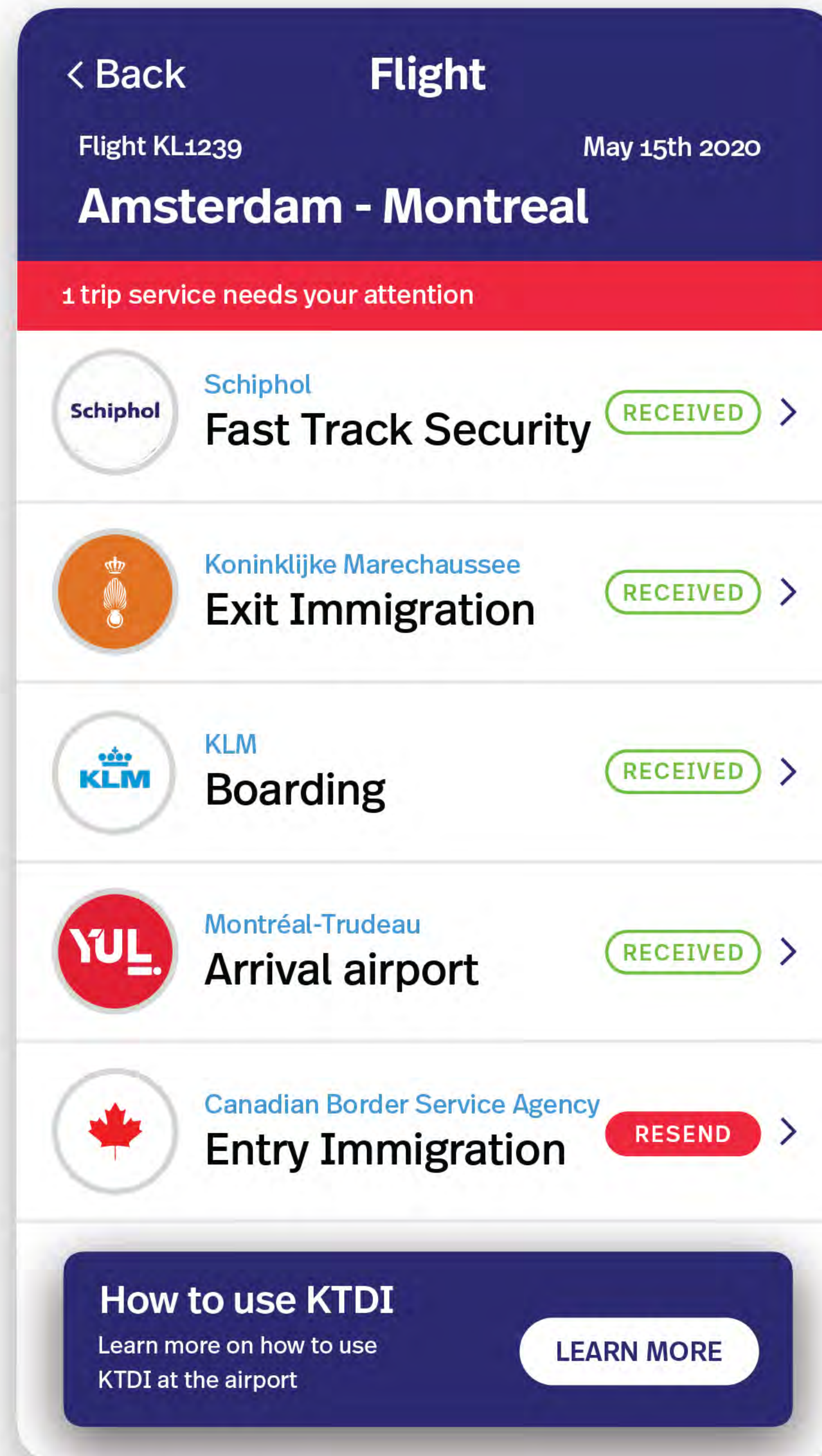


→ See his boarding pass.





→ 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

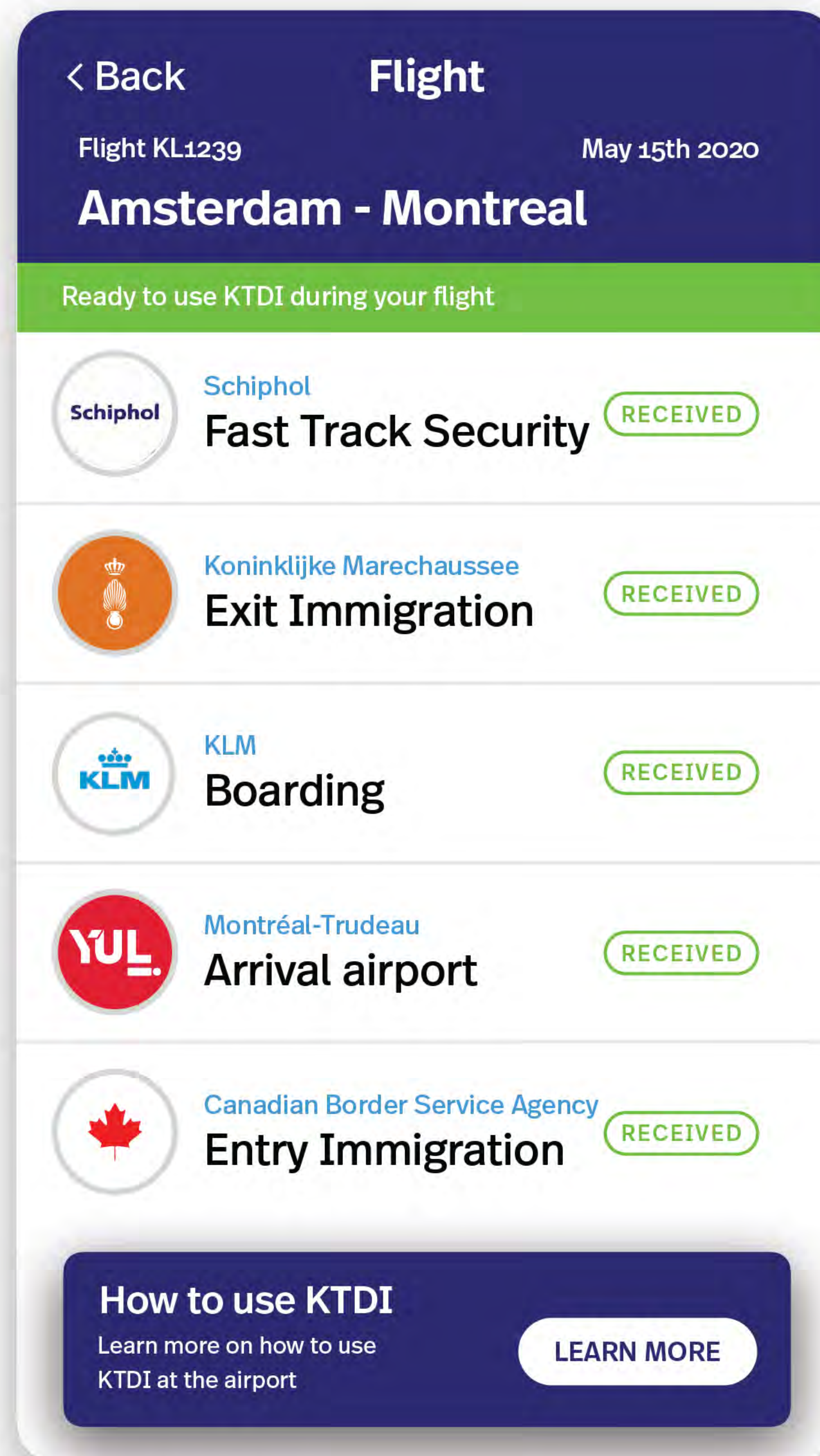




# Frank goes to Schiphol to catch his flight







- 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

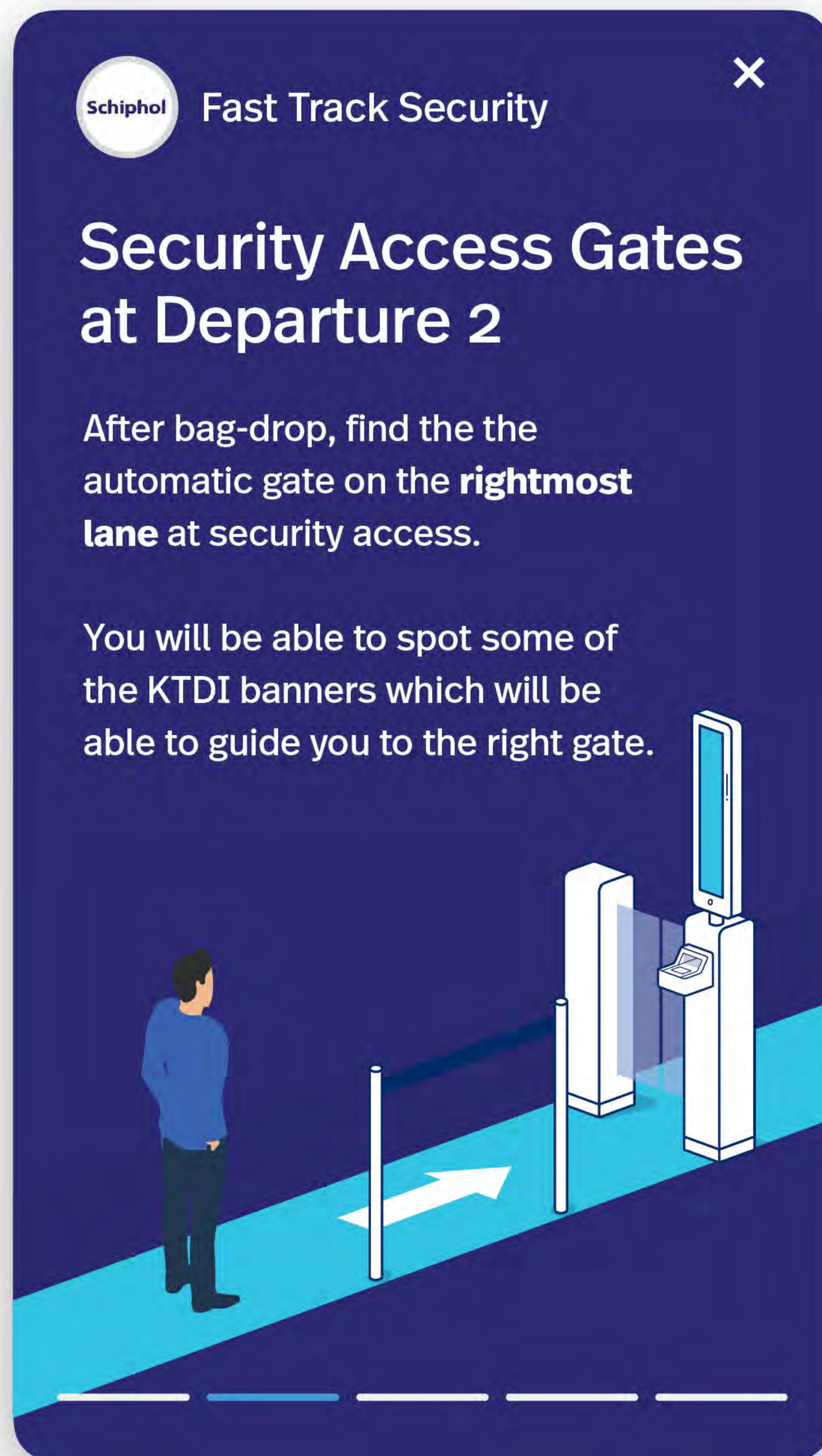
If you've prepared your flight, you are now ready to use the KTDI gates at the airport. Simply scan your face and continue through the gate.

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.









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 a runway at Montreal airport. A white aircraft is on the tarmac. The runway has yellow and white markings. The text "Frank touches down at Montreal airport." is overlaid in white.

**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

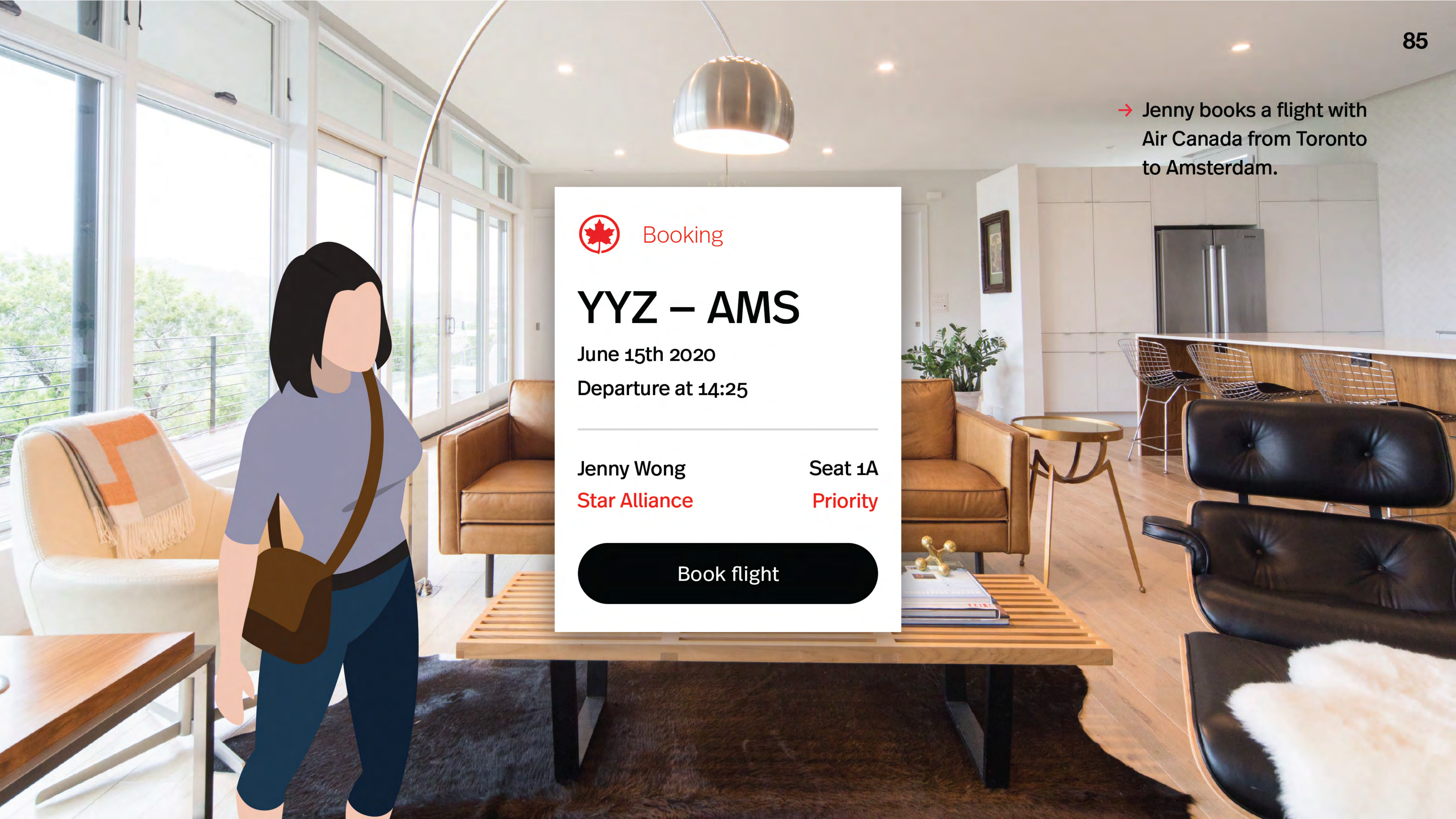
Jenny Wong

Star Alliance

Seat 1A

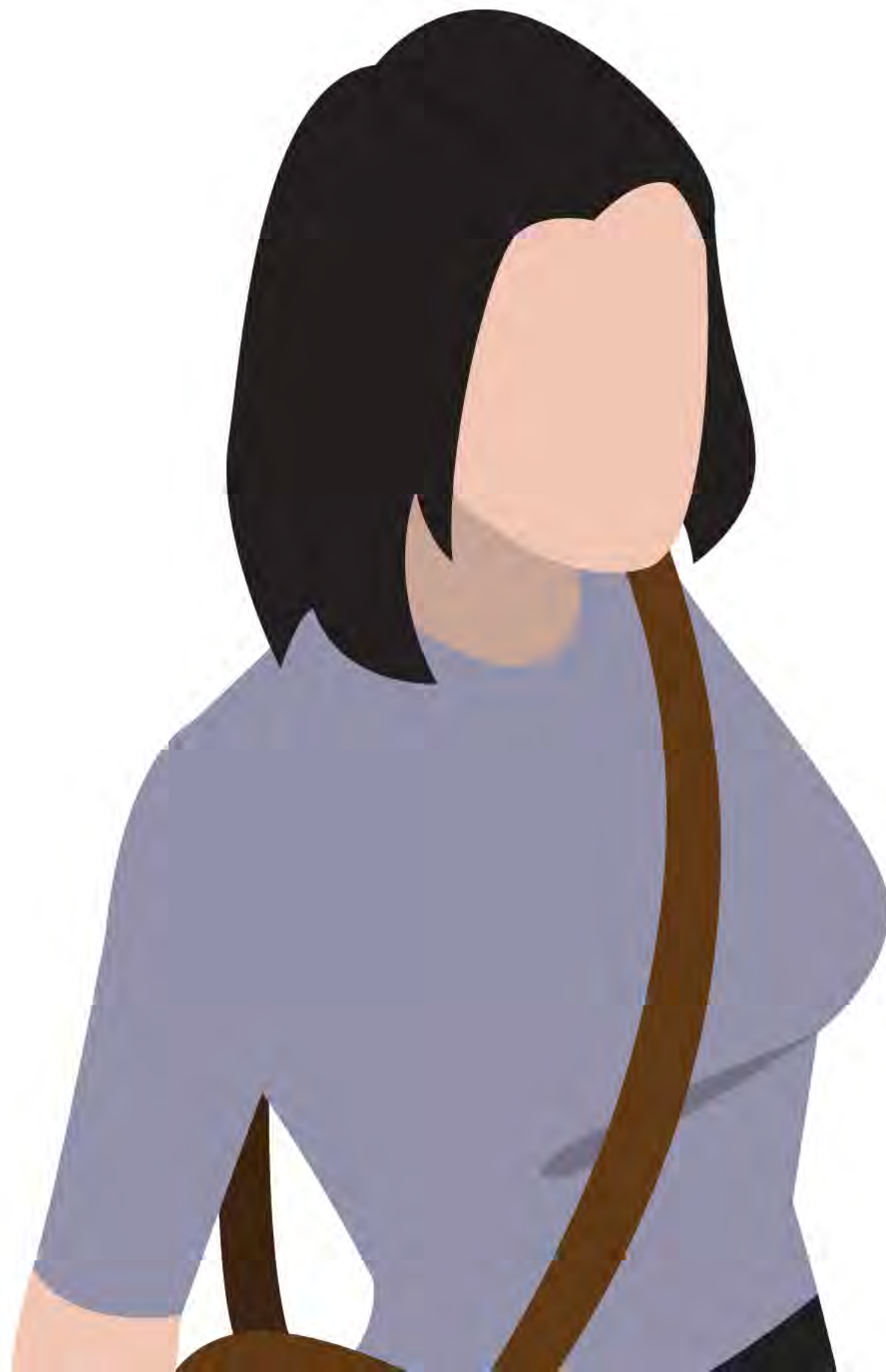
Priority

Book flight





1



New email

1 minute ago

**Experience the future of travel**

Air Canada

**Air Canada**

Experience the future of travel

To: j.wong@mail.com



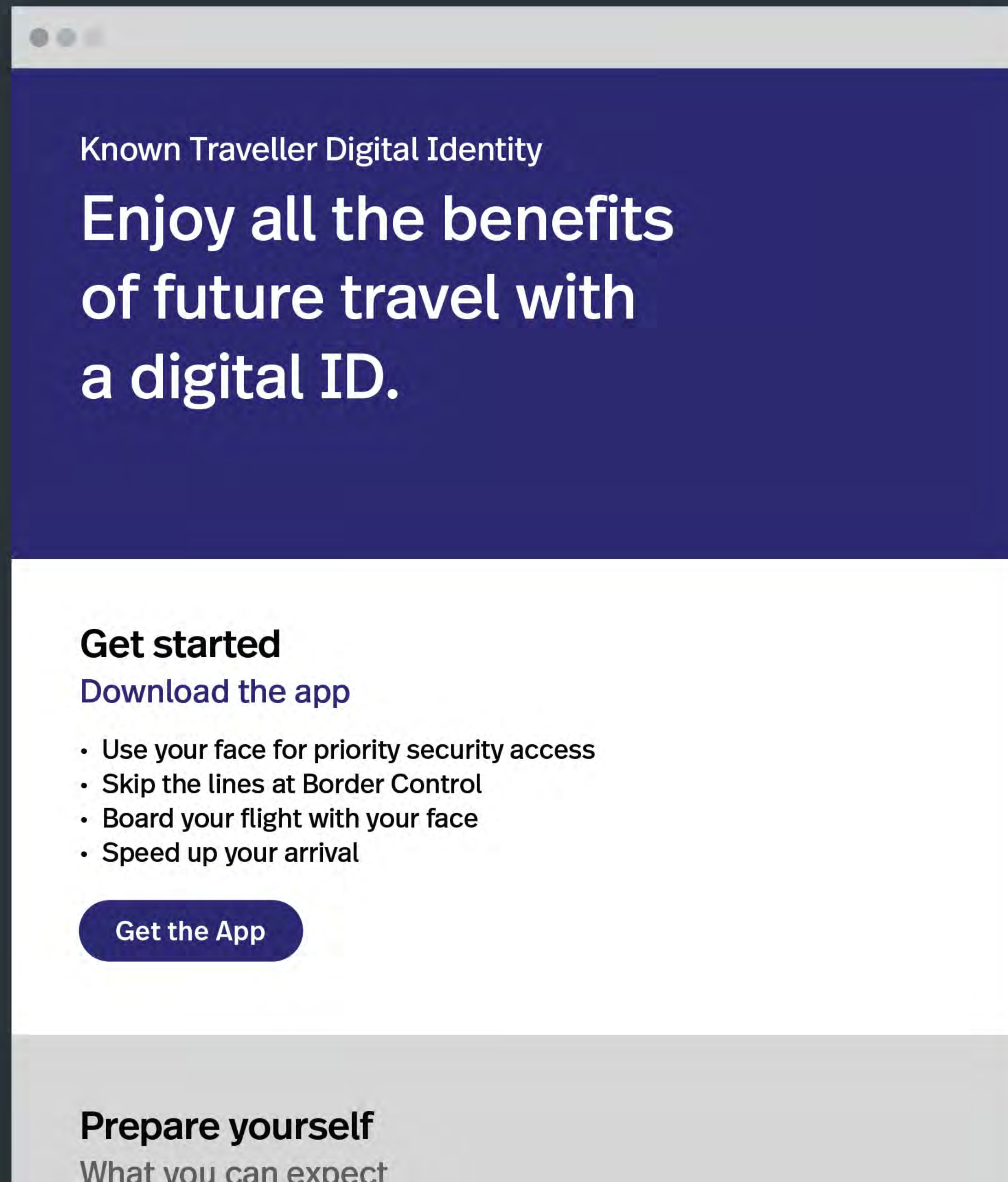
Hello Jenny,

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.

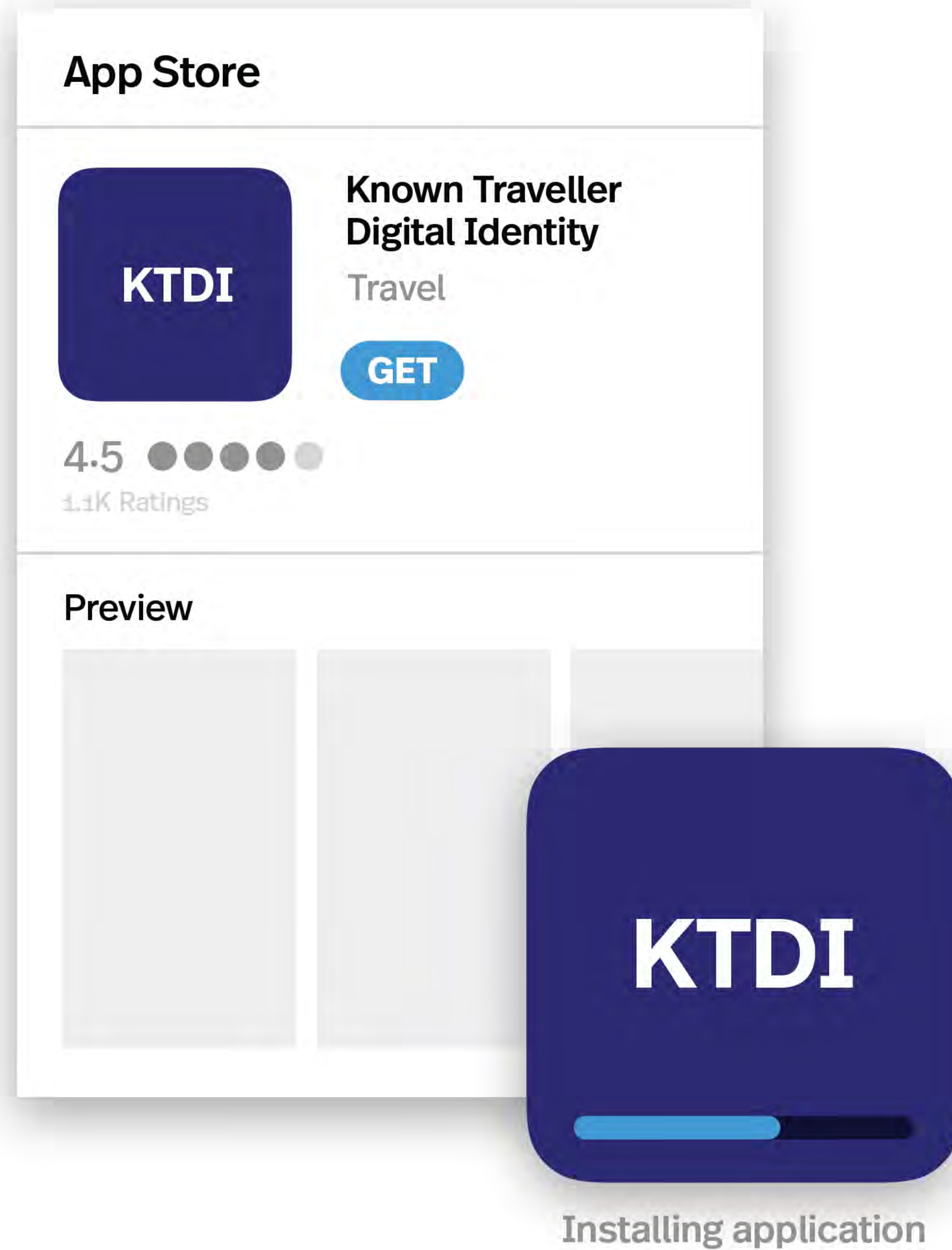




- Jenny visits the KTDI landing page for more information.
- Jenny is interested and is willing to download the KTDI app from the App Store.







→ Jenny installs the KTDI app on her device.

**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.

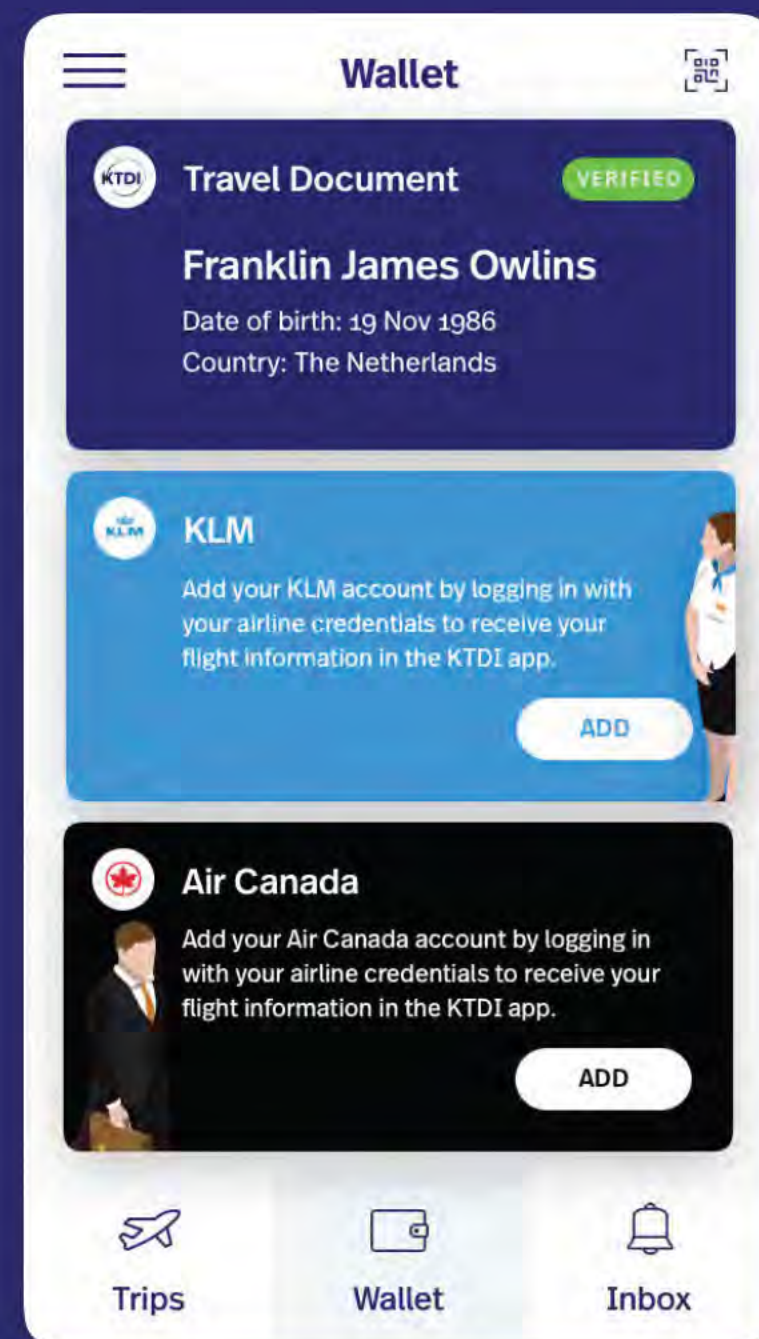
Learn how it works

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



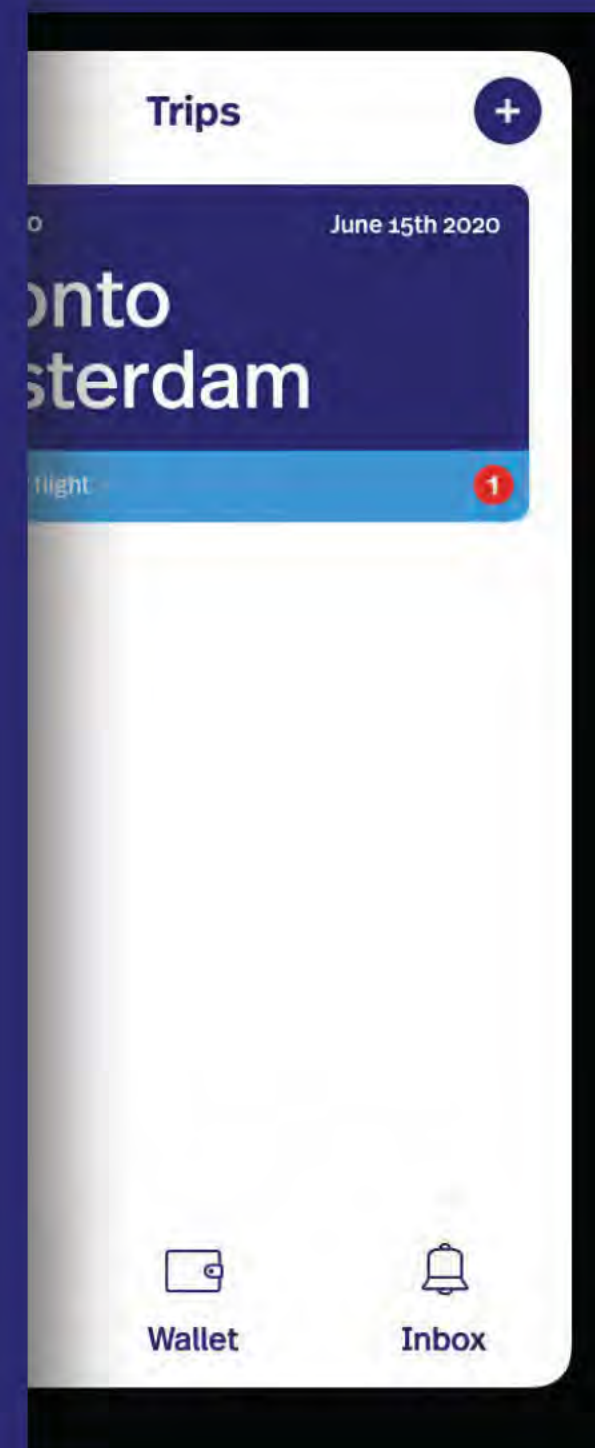
## KTDI wallet

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.



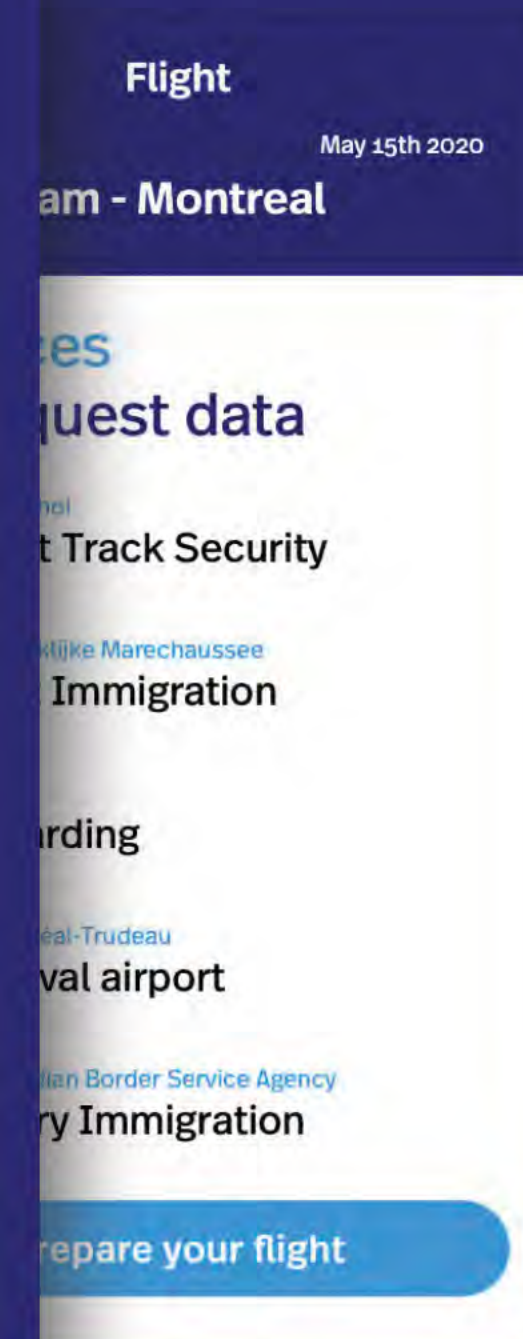
## Trips

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



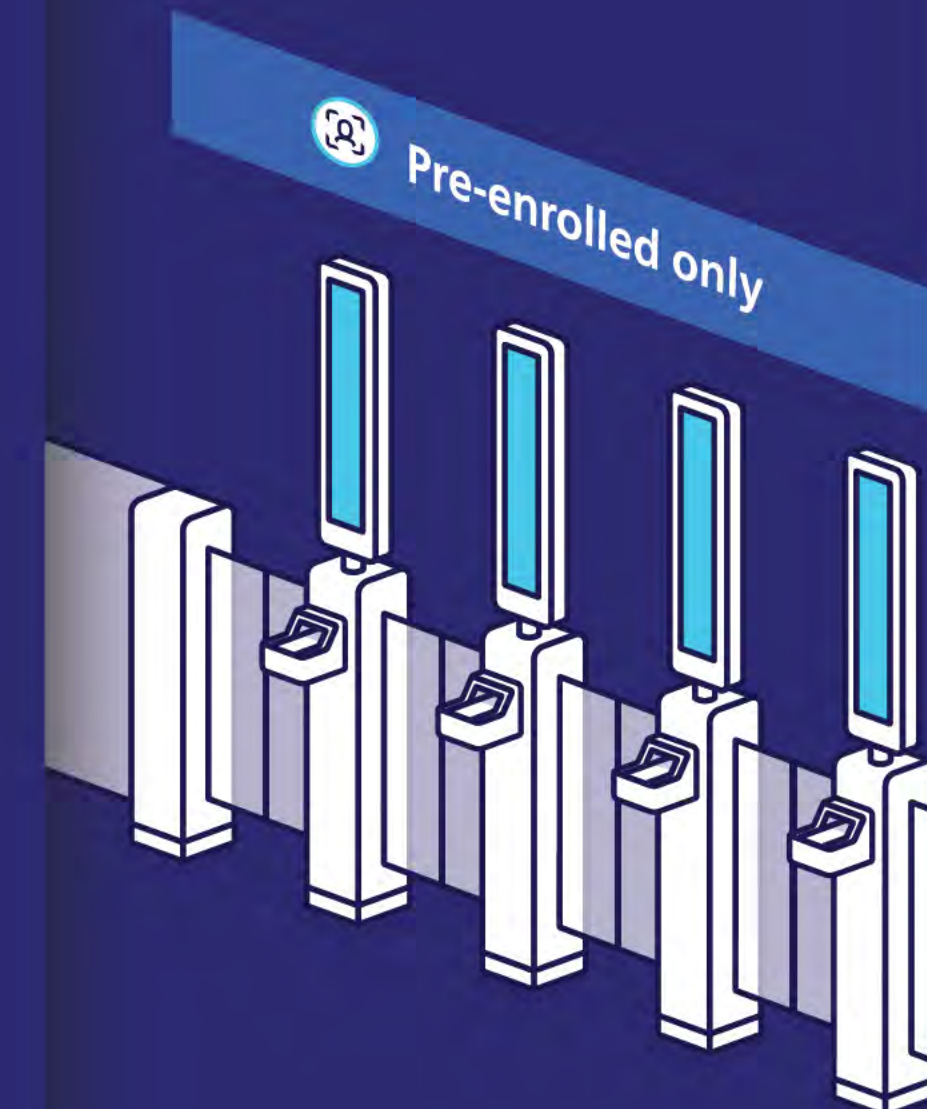
## Preparing your flight

to share data with KTDI. You can then enjoy all the benefits of the app. You can also see an overview of parties requesting your data.

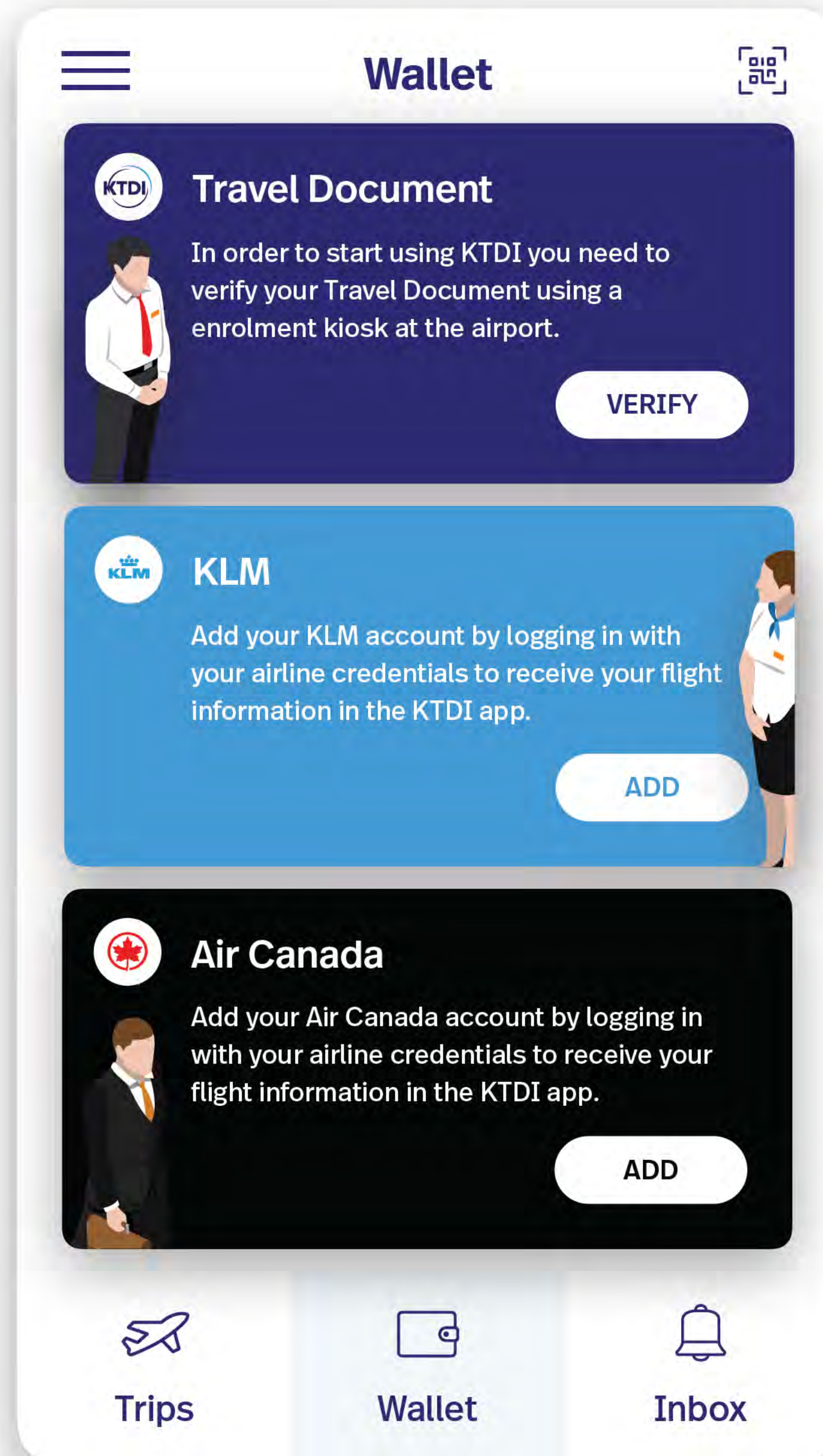


## Travel

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

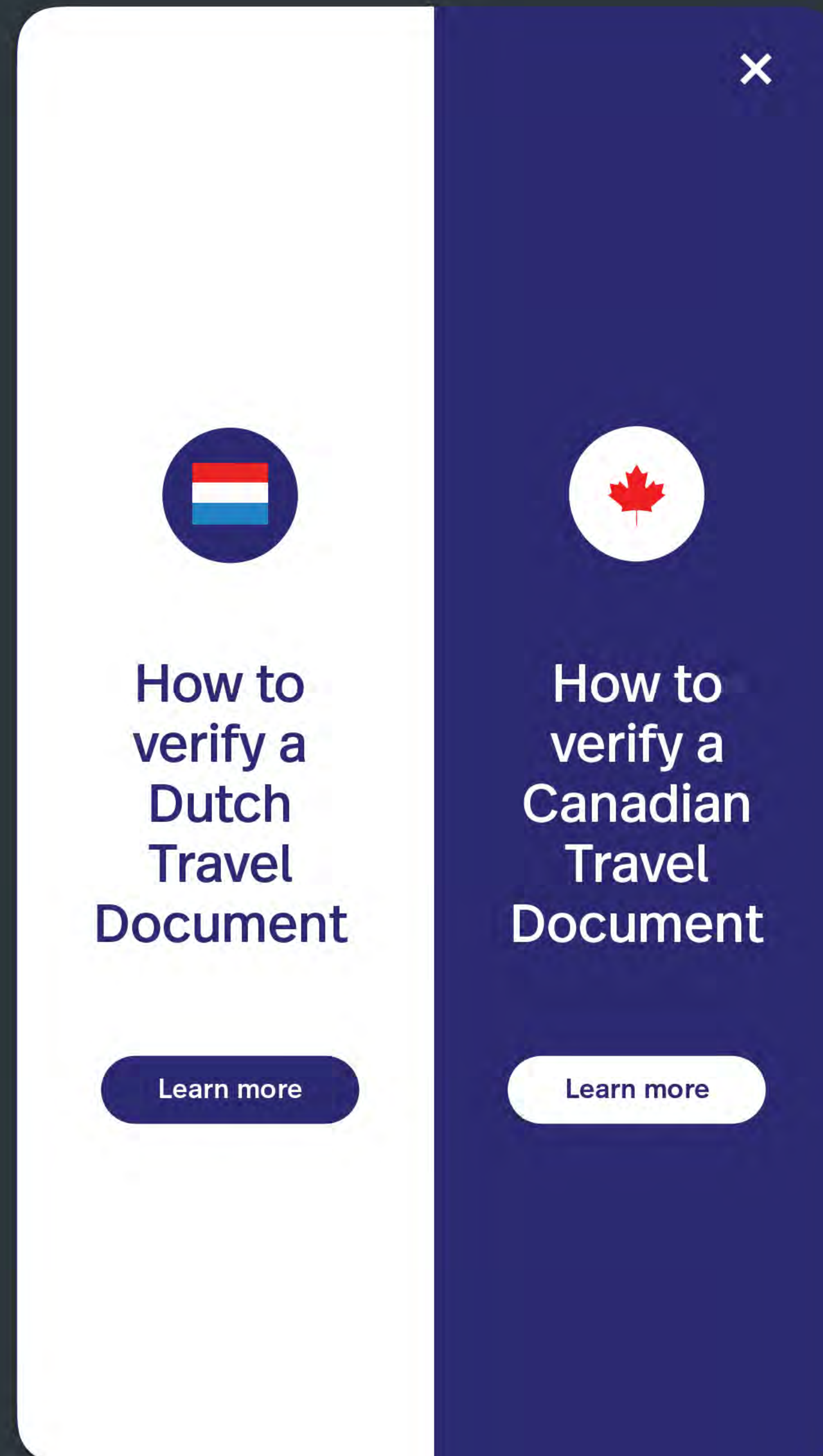




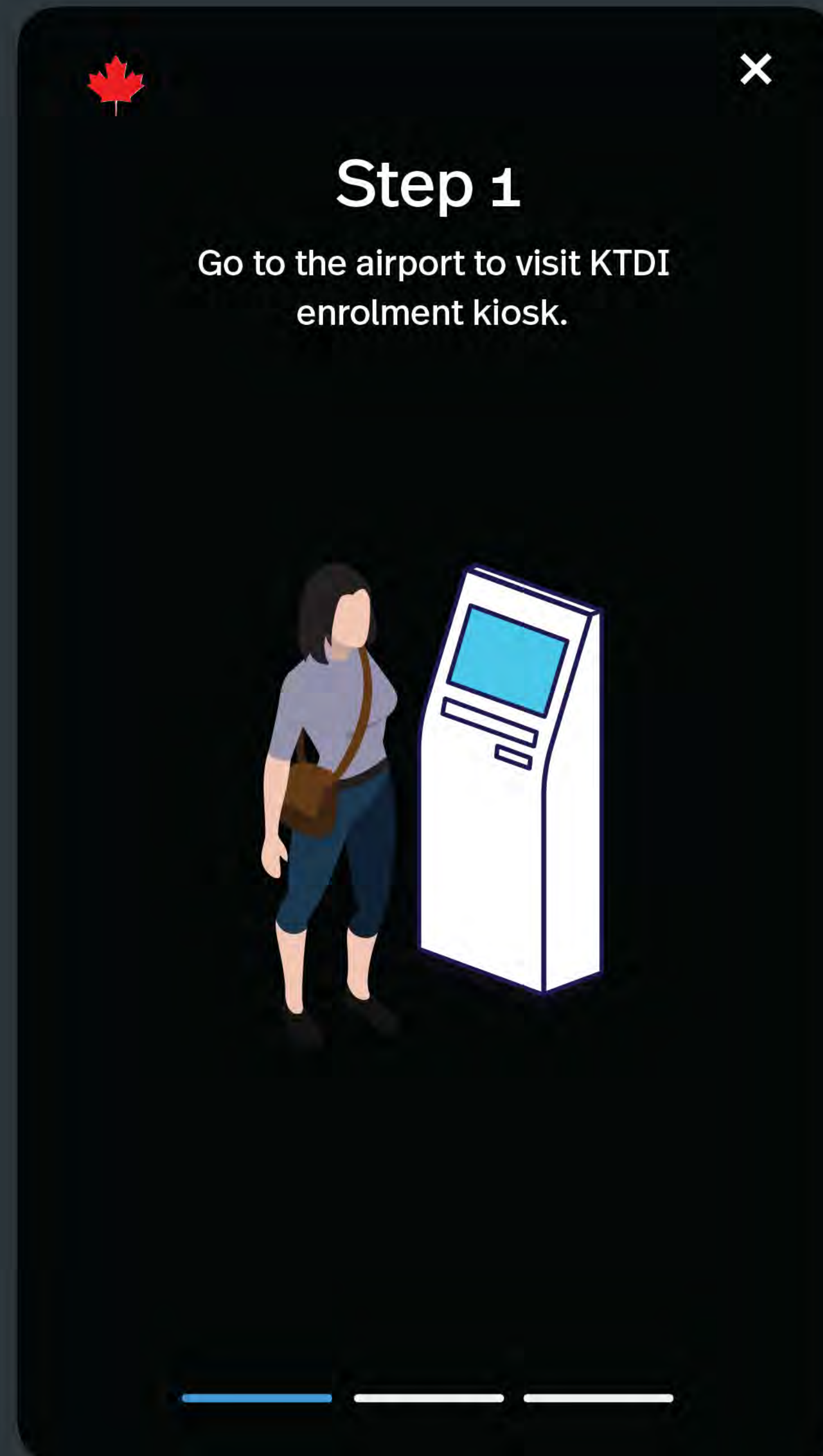


- The app is now set-up and opens on the Wallet screen.
- Jenny needs to verify her identity in order to create her Travel Document.
- Jenny needs to add her airline in order to automatically receive her flight information.
- The app provides Jenny with a additional information for each step.
- Jenny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



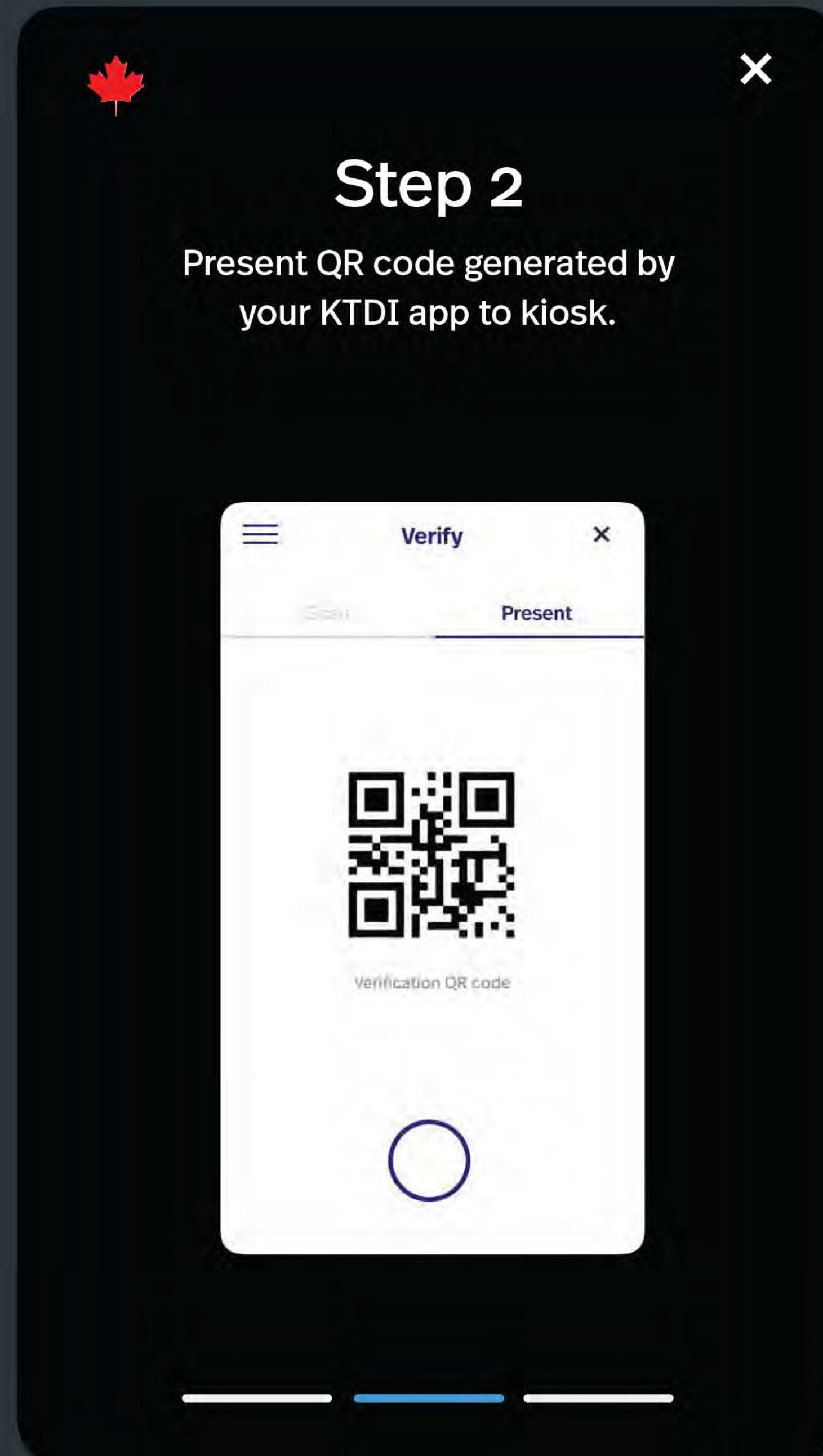


- The app explains the two options for Canadian and Dutch citizens.
- Jenny has a Canadian passport so she chooses “How to verify a Canadian Travel Document.”

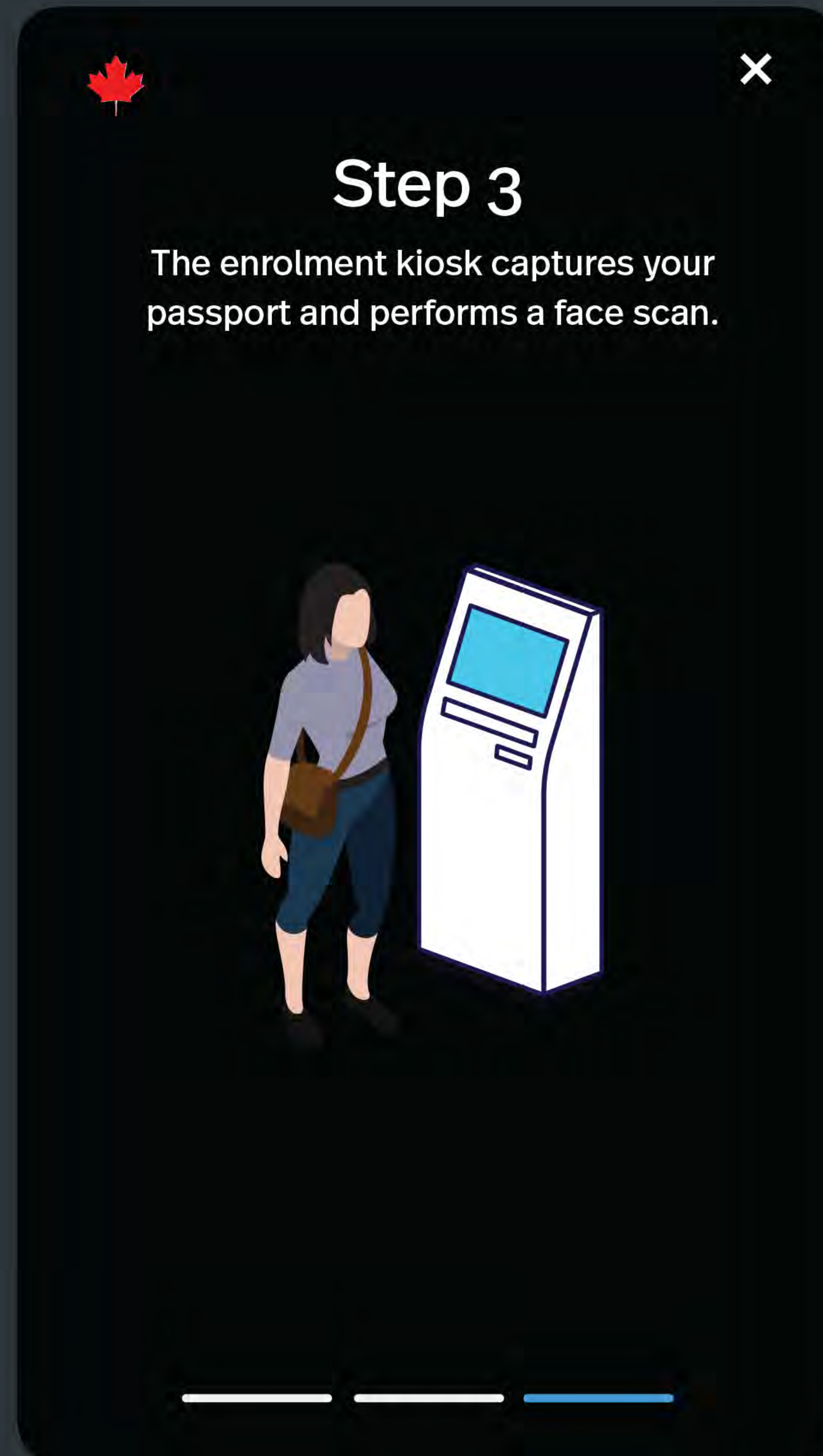


→ In order to activate KTDI Jenny has to visit a KTDI enrolment kiosk on the airport.



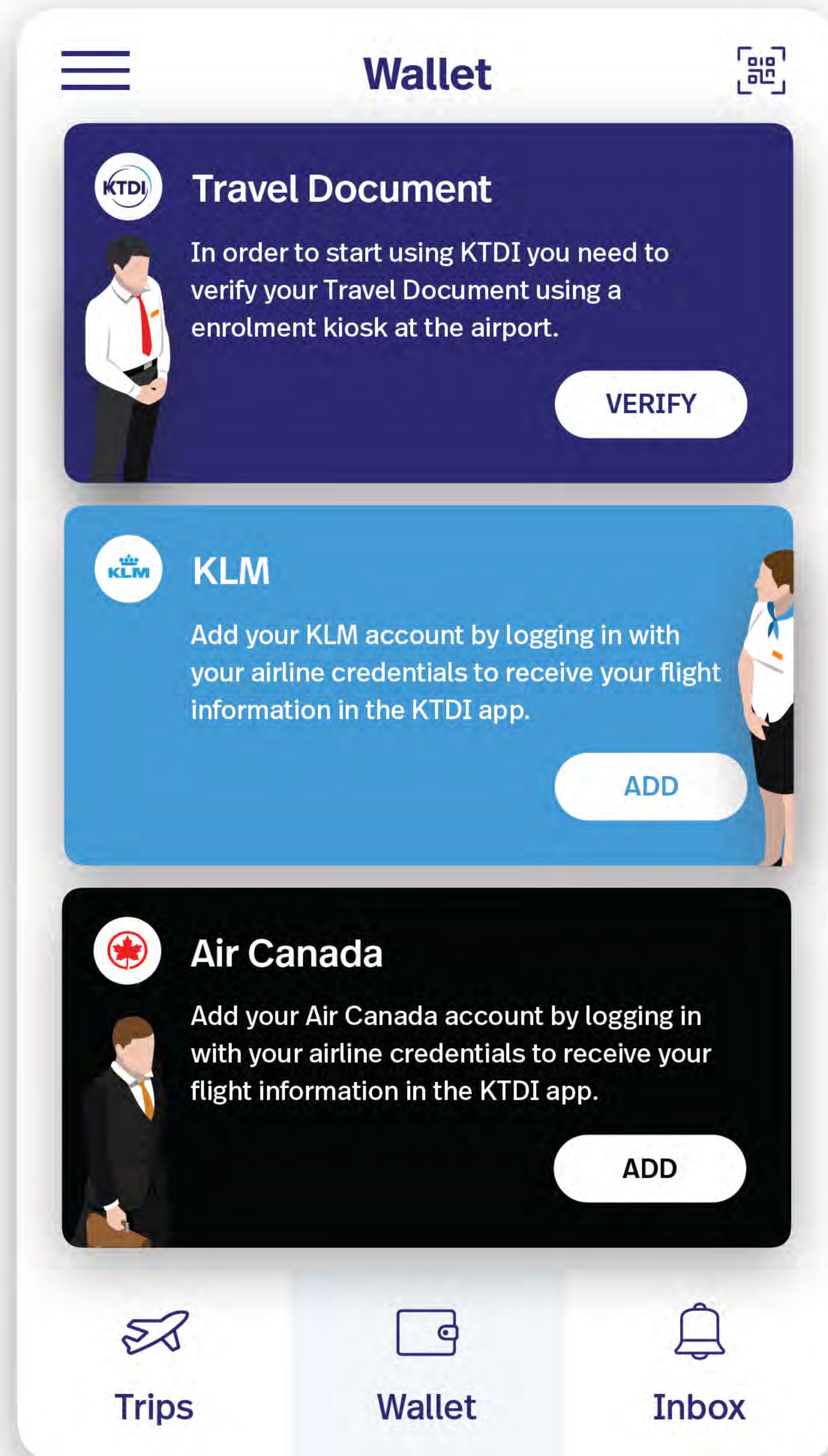


- At the enrolment kiosk Jenny has to present a QR code generated by the KTDI app.



- 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

AC757M

Last name

Wong

Add

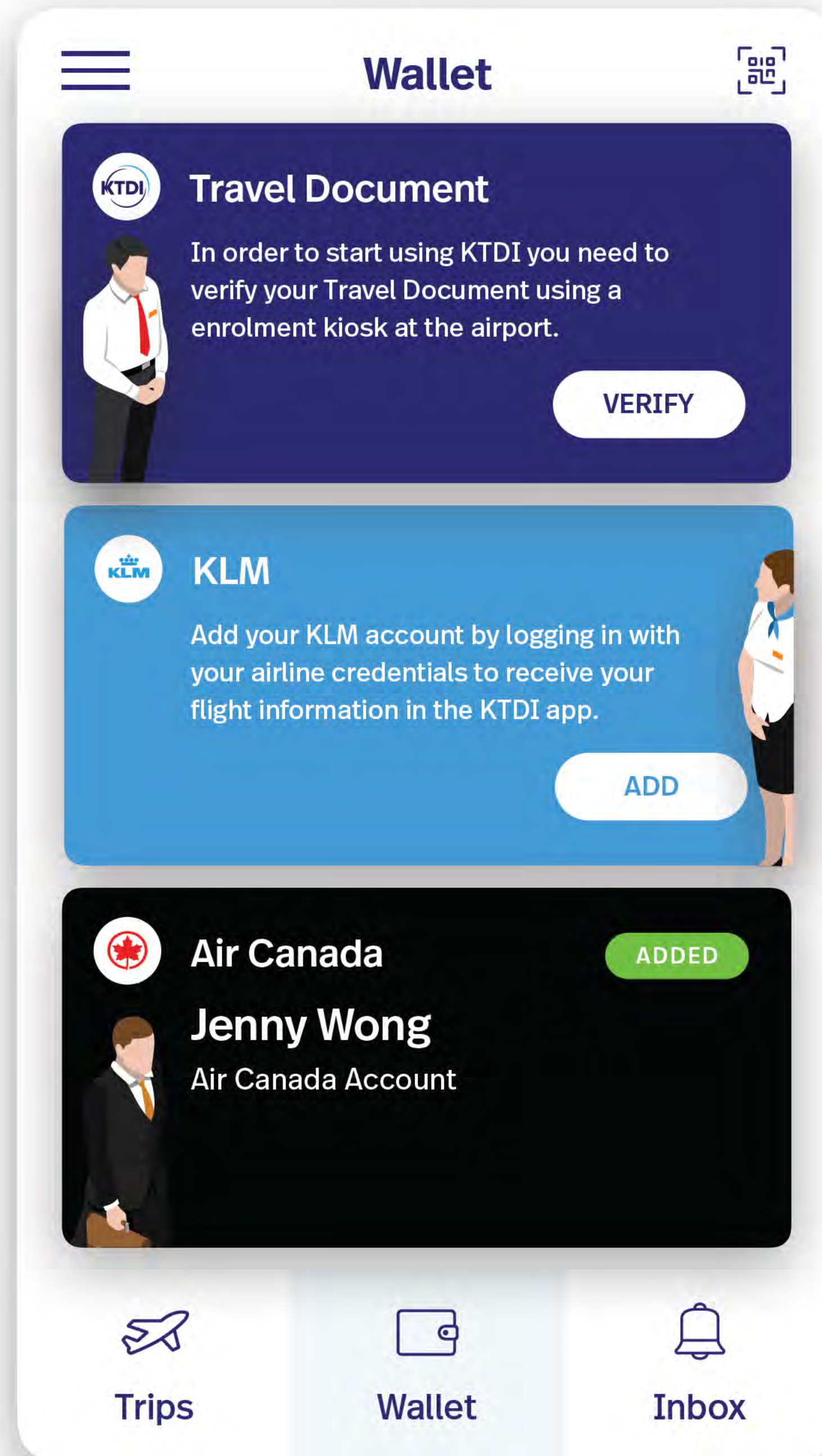
q w e r t y u i o p

a s d f g h j k l

⬆ z x c v b n m ⬅

123 😊 🎤 space return

→ 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 the Toronto Pearson International Airport terminal, showing a series of airplane boarding signs for Air Canada, Jazz, and other airlines. The signs are mounted on a modern, curved structure. The text "Time passes until Jenny visits Toronto airport for activation." is overlaid in large white letters.

Time passes until  
Jenny visits Toronto  
airport for activation.



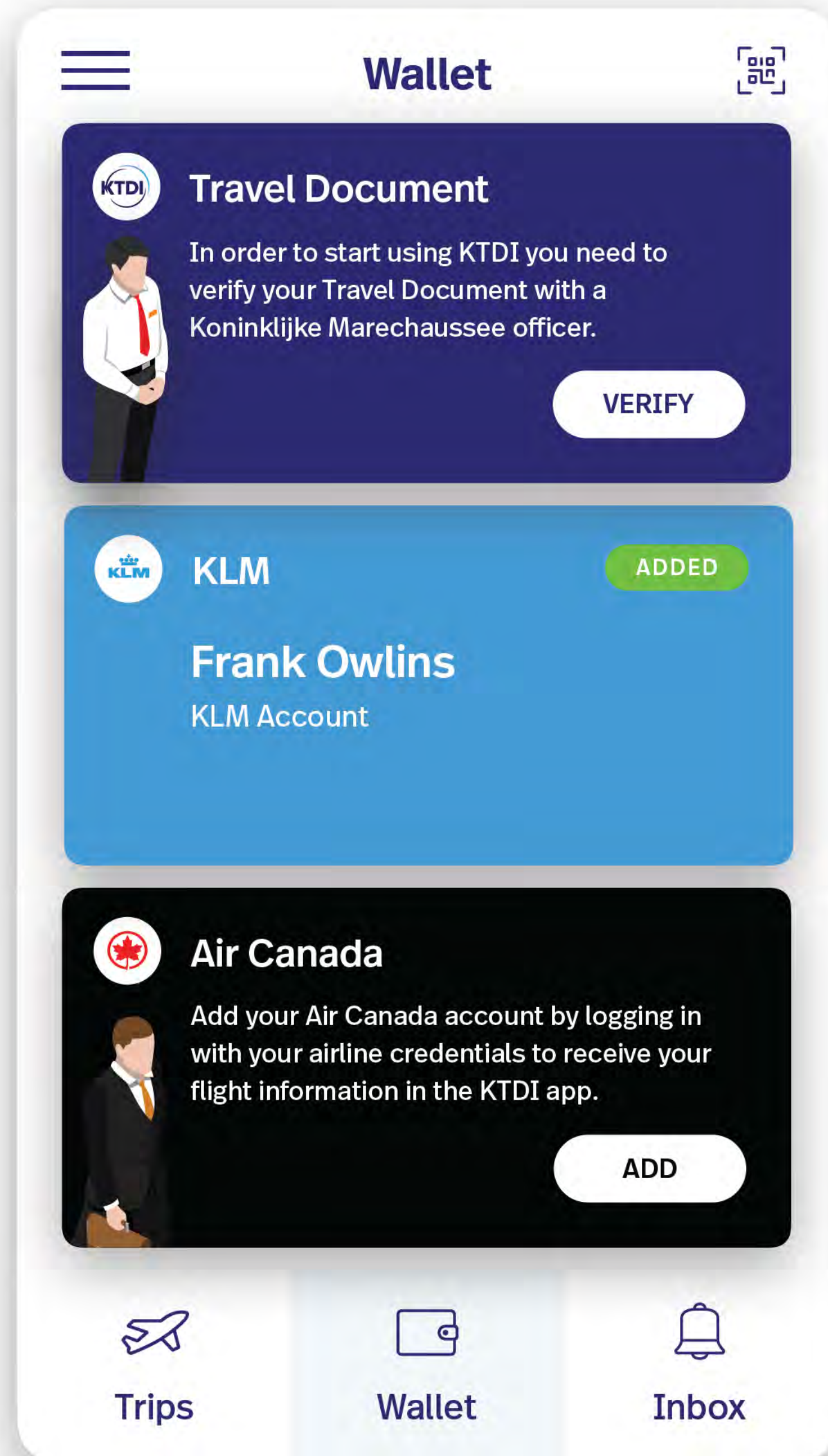
# Create travel document at the enrolment kiosk

→ Jenny visits the KTDI enrolment kiosk at the Airport.

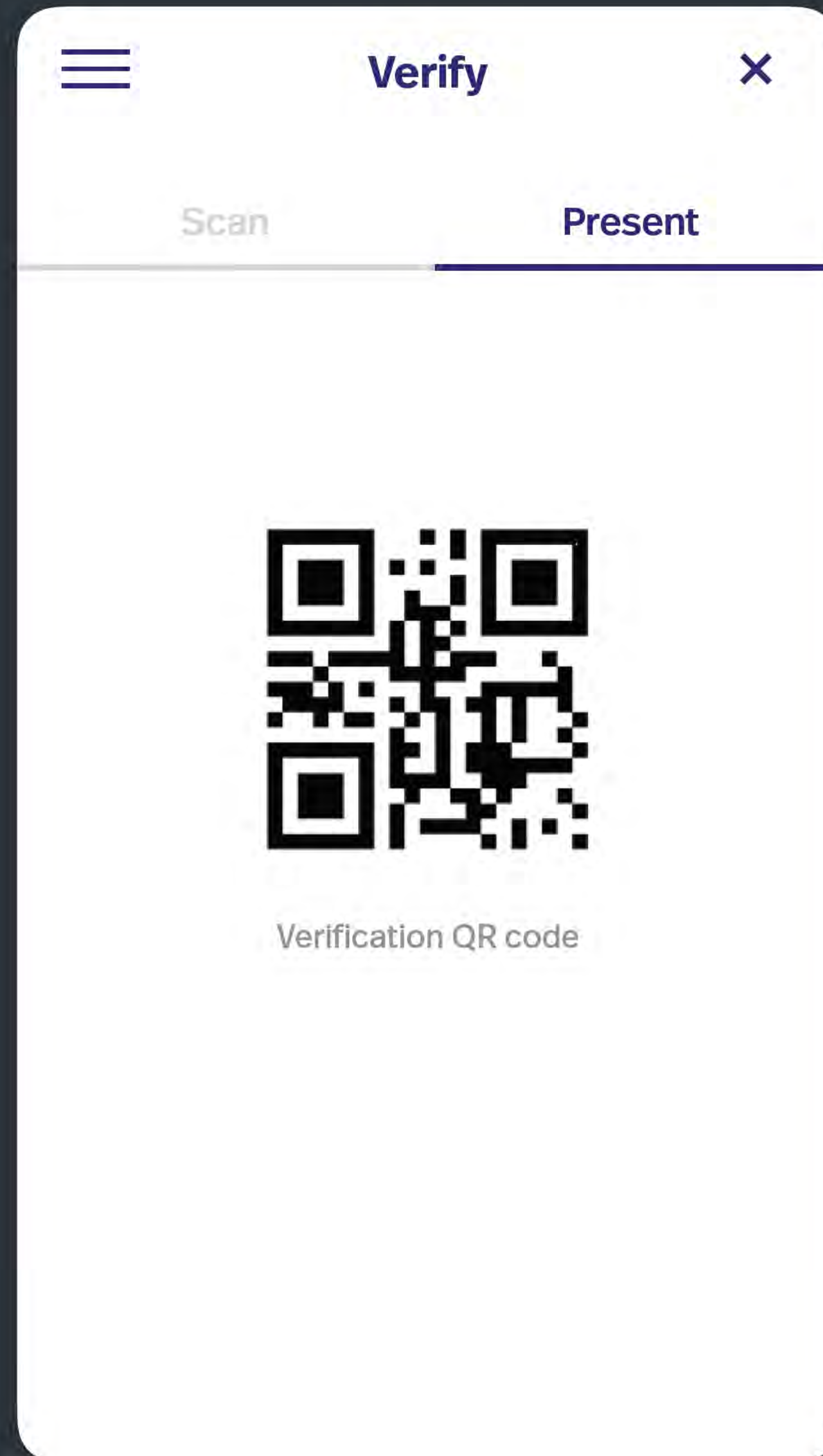
-  Go to the airport to visit KTDI enrolment kiosk.
-   
 Present QR code generated by your KTDI app to kiosk.
-   
 The enrolment kiosk captures your passport and performs a face scan.





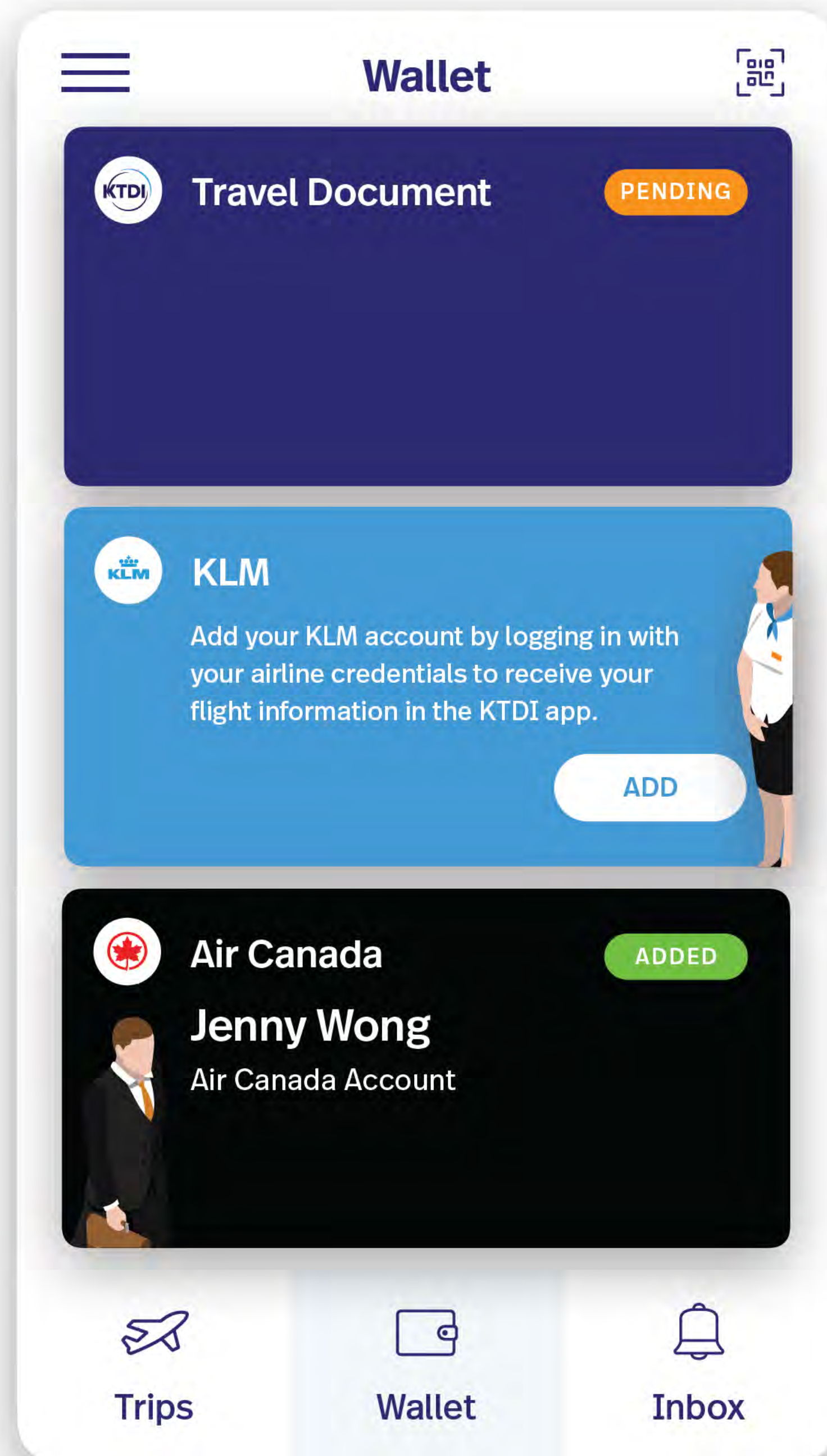


→ Jenny opens QR scanner/  
presenter.

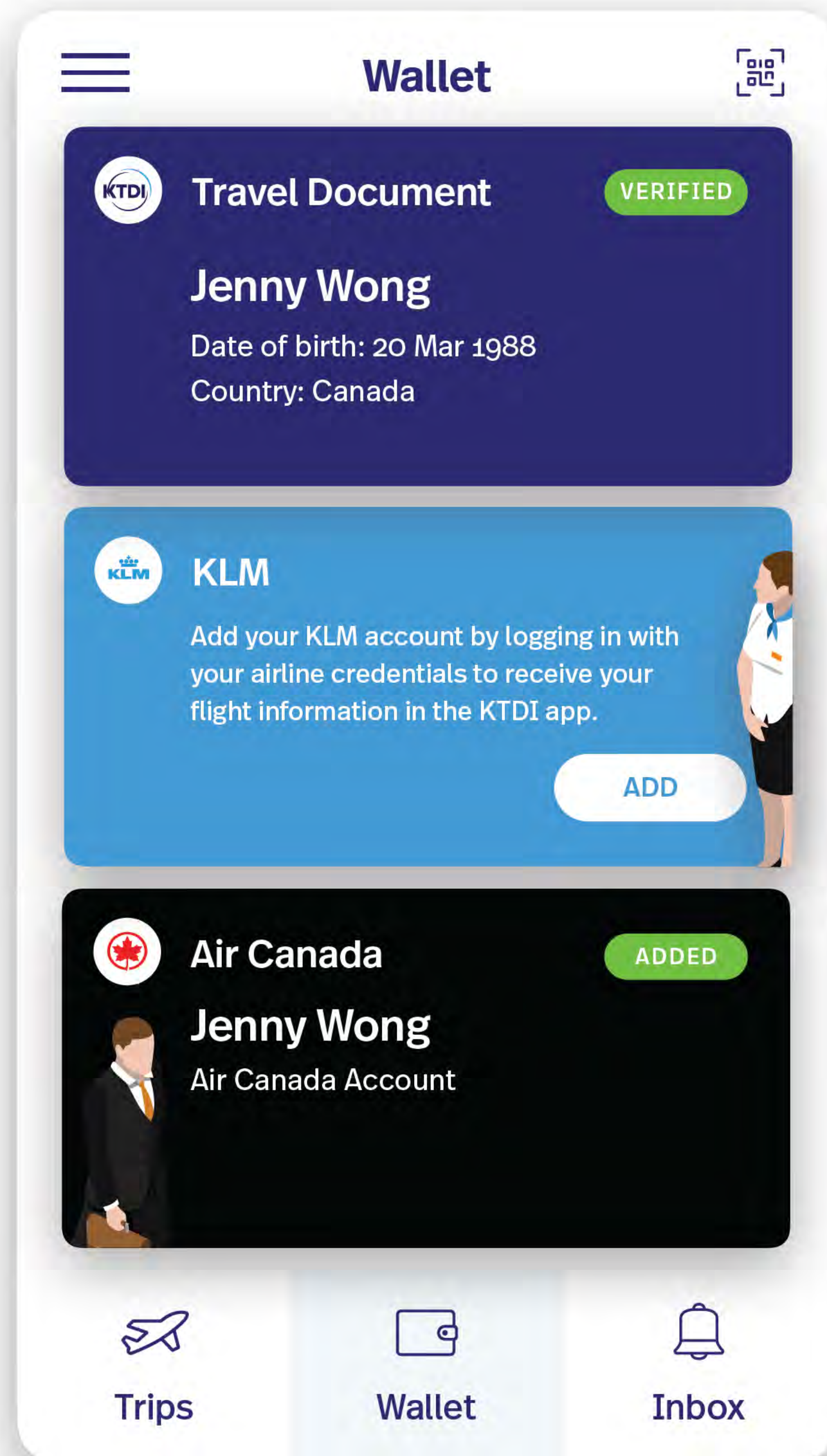


→ Jenny presents the QR code to the kiosk.





→ 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 large windows on the left, a brown leather sofa in the center, a white armchair on the left, and a black leather chair on the right. A wooden coffee table is in front of the sofa. A kitchen area is visible in the background. 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

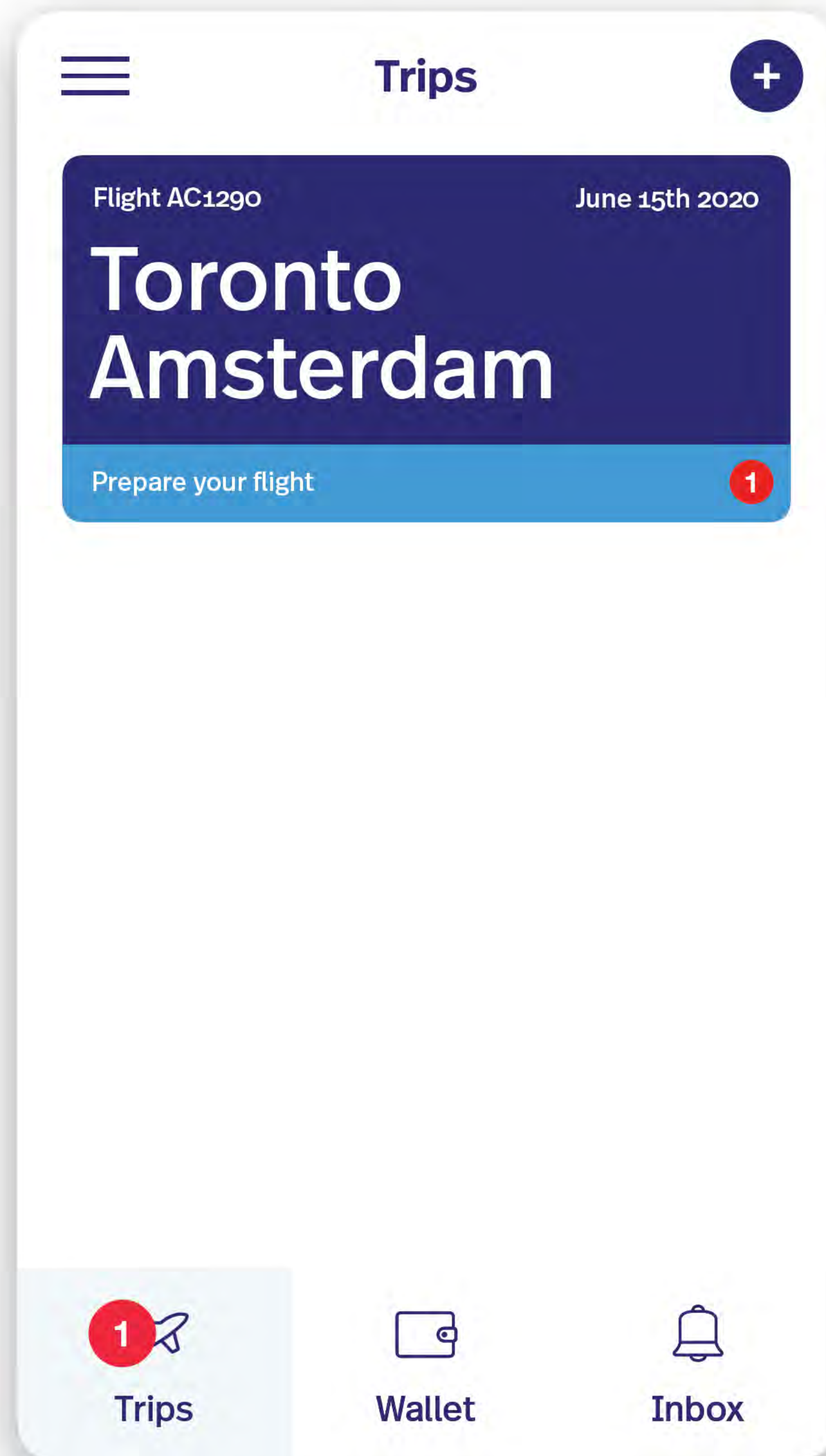


KTDI

1 minute ago

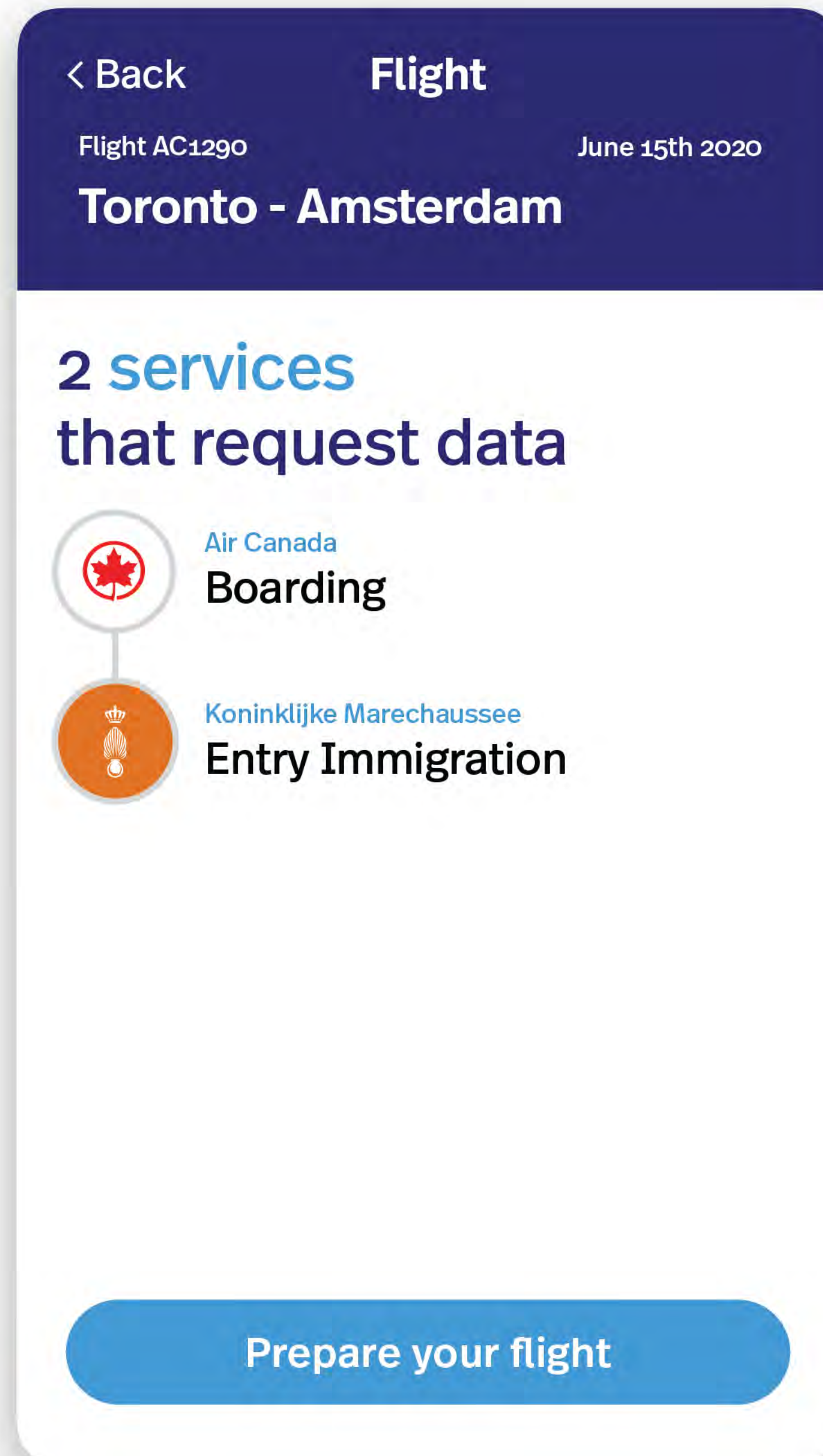
**Ready to prepare your flight  
to Amsterdam.**

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

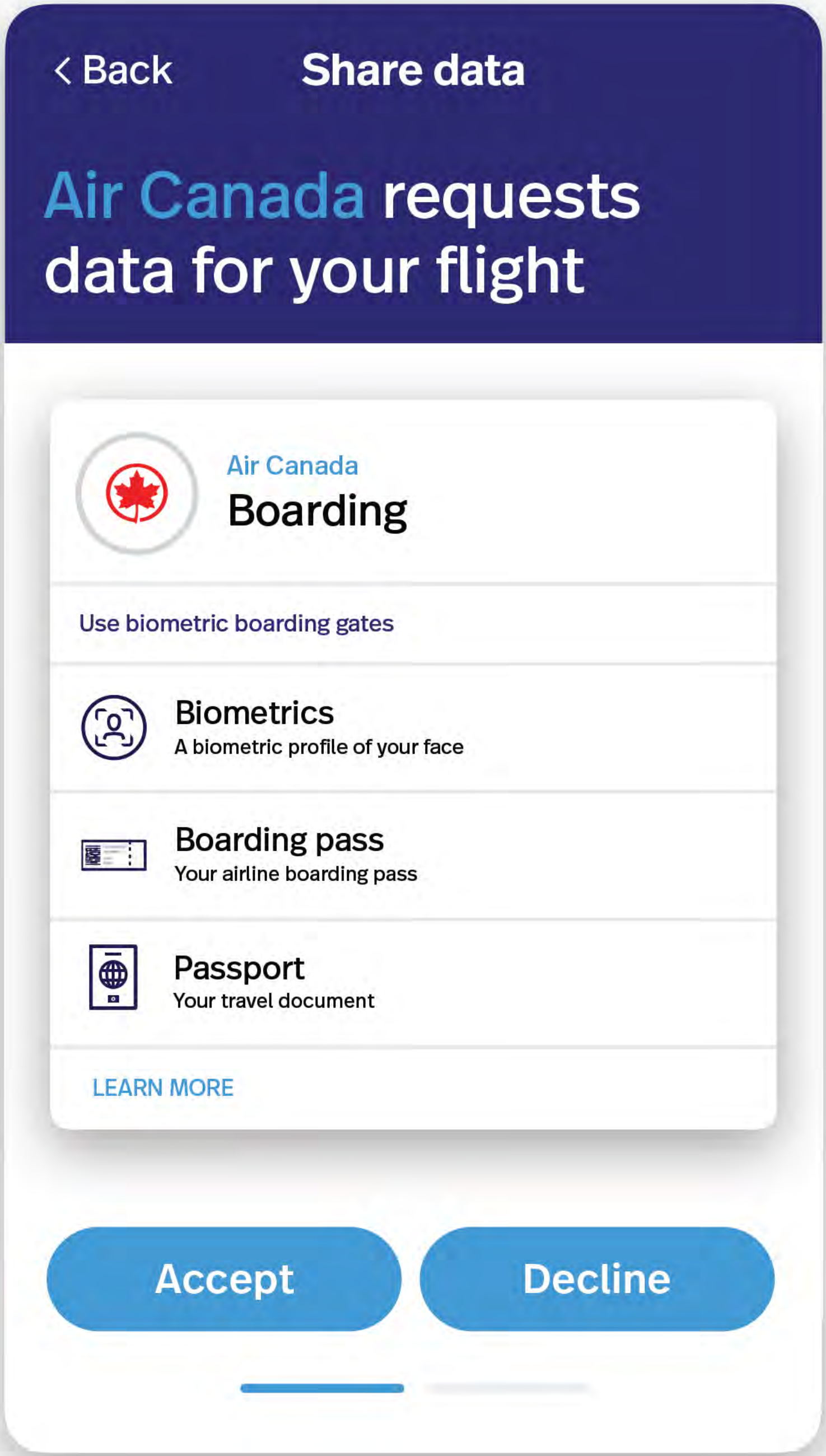


- The KTDI app adds Jenny's flight to the trips overview page.
- Jenny explores her trip.



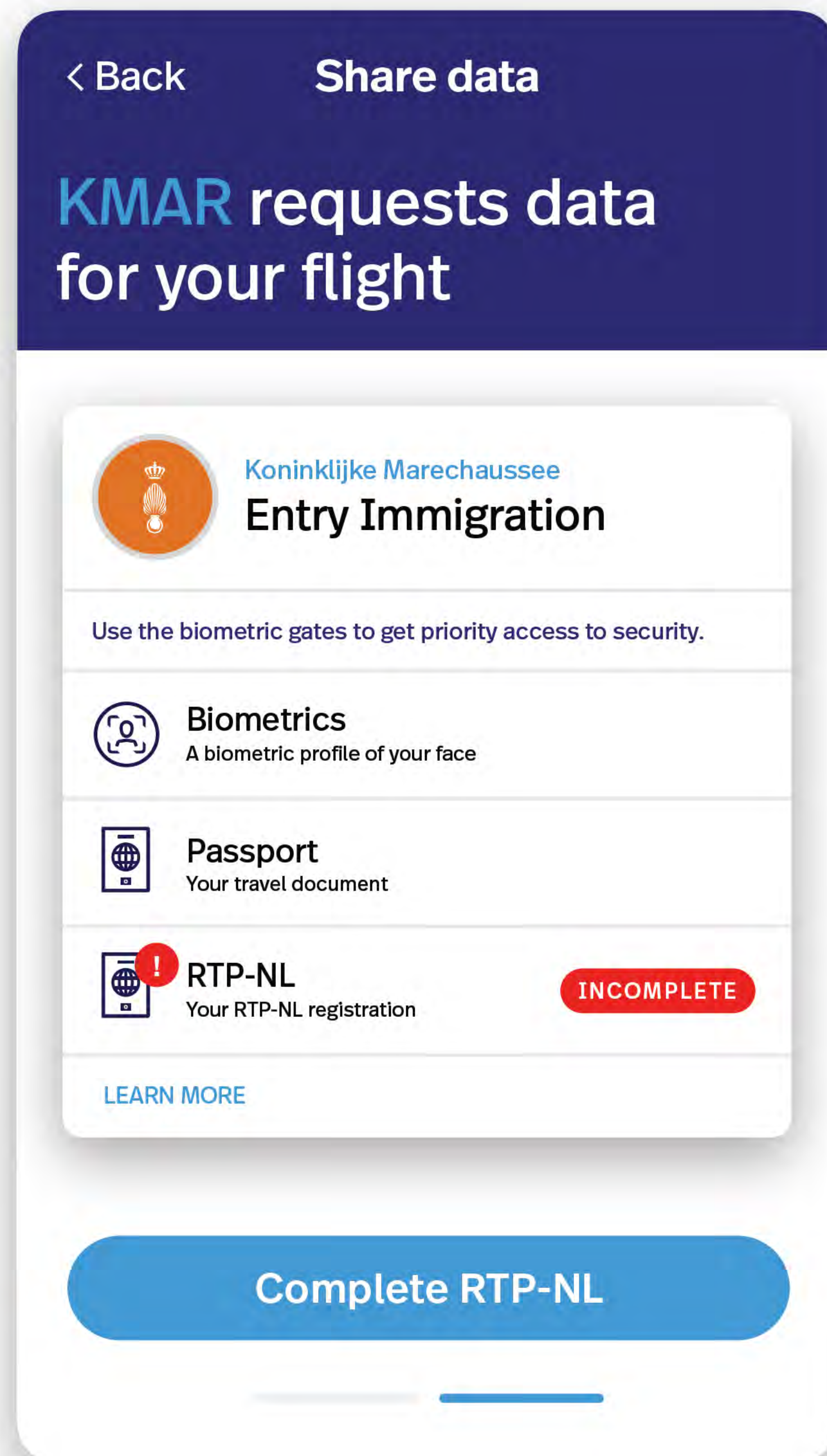


- The app shows Jenny the 2 available trip services for her flight to Amsterdam.
- This screens gives Jenny an overview of parties requesting data for trip services.
- Jenny hits “Prepare my flight”



→ 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

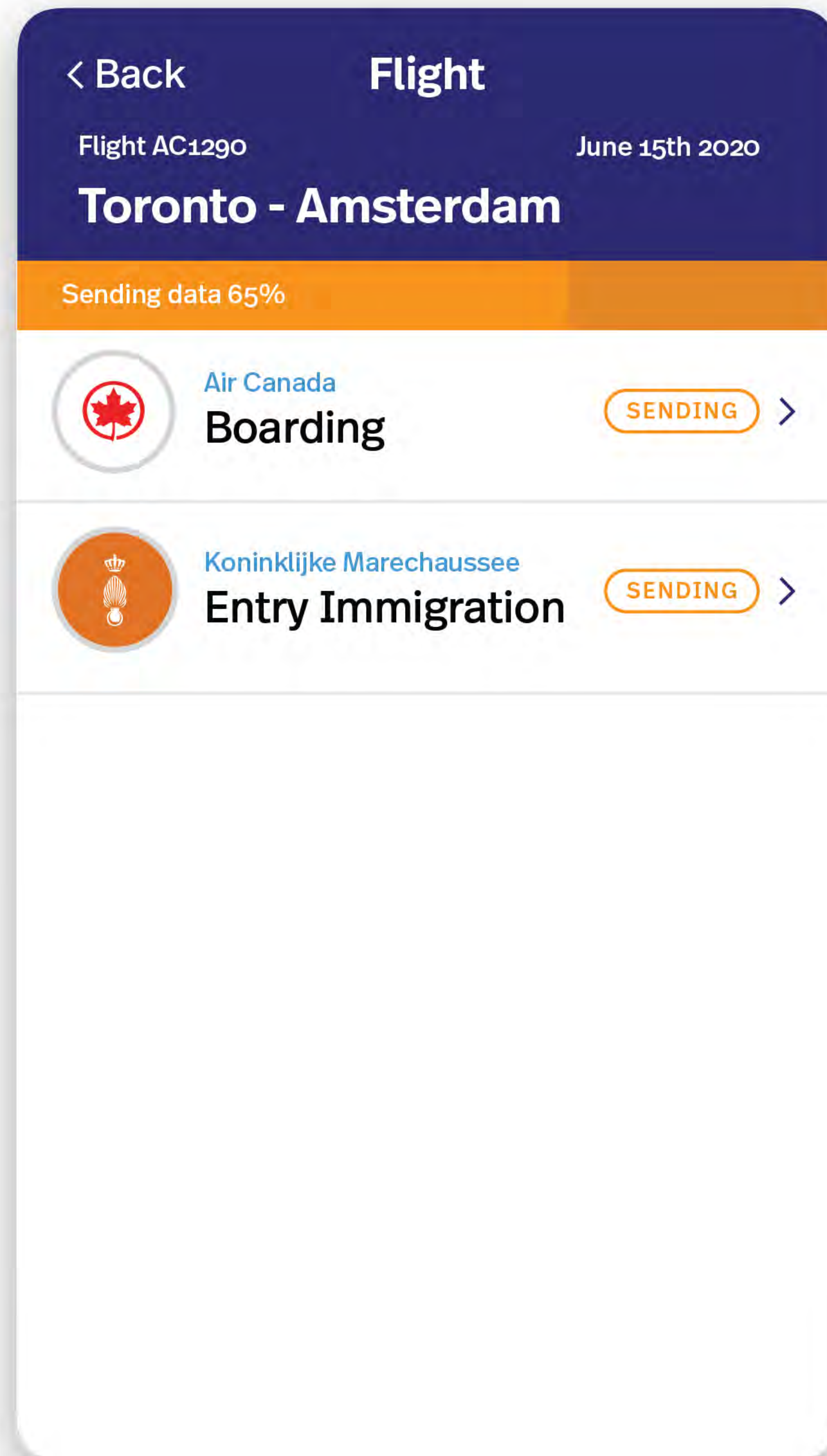
Your RTP-NL registration

COMPLETED

LEARN MORE

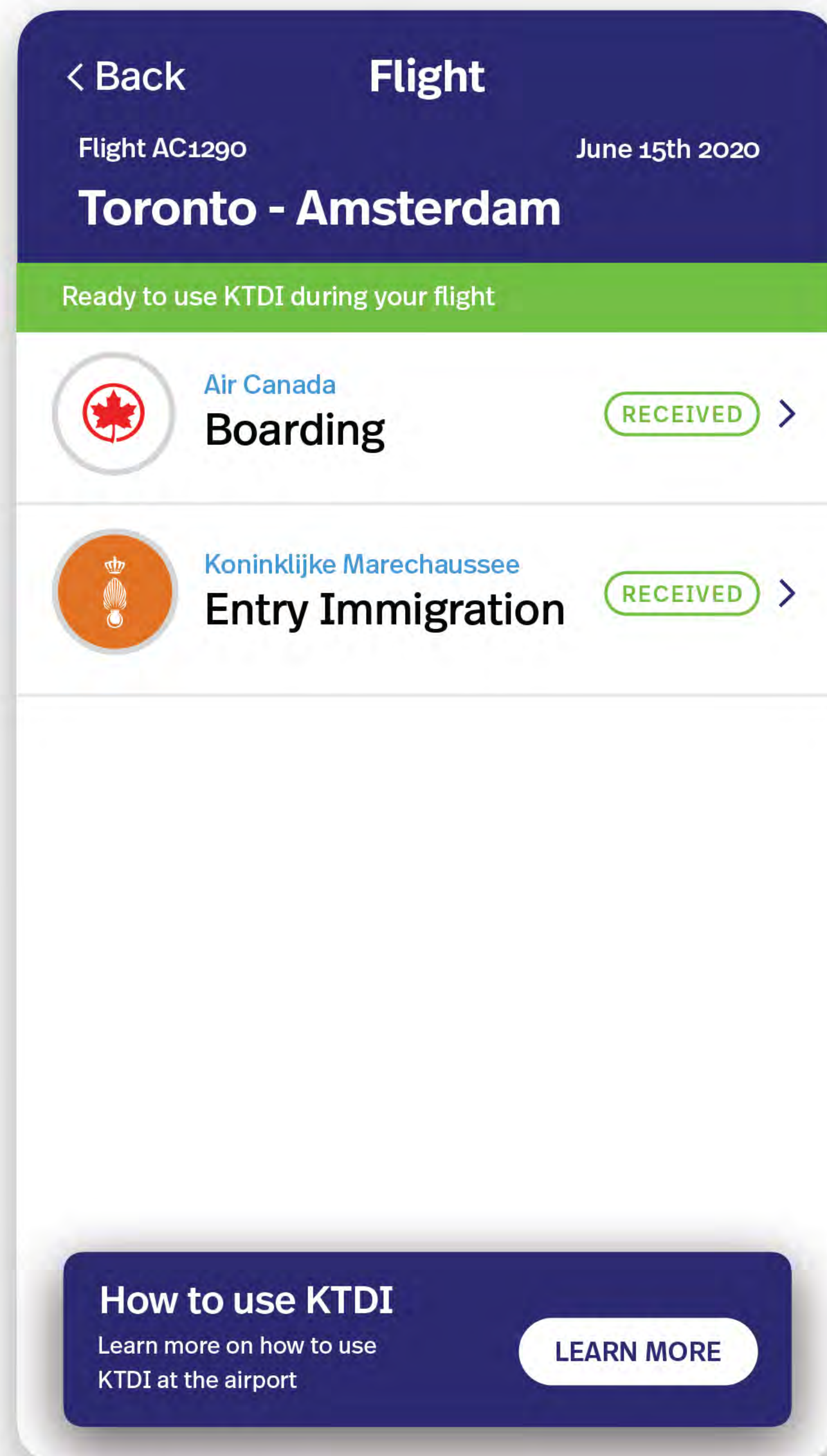
Accept

Decline



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





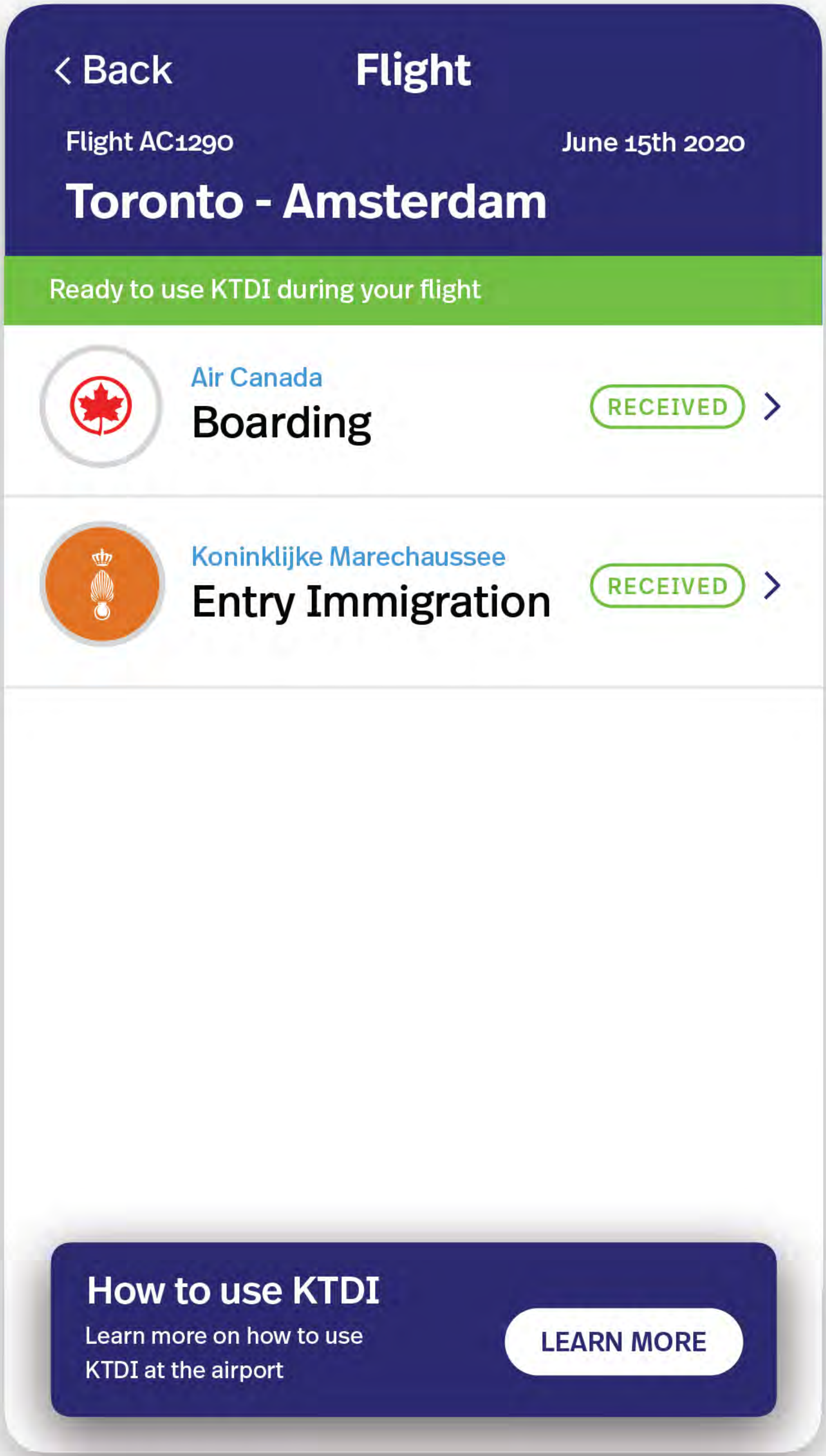
→ Jenny's data been sent to and received by all parties.



# 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.**



→ Jenny receives a time based notification.

15:25

Wednesday, May 15



KTDI

1 minute ago

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



## 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)

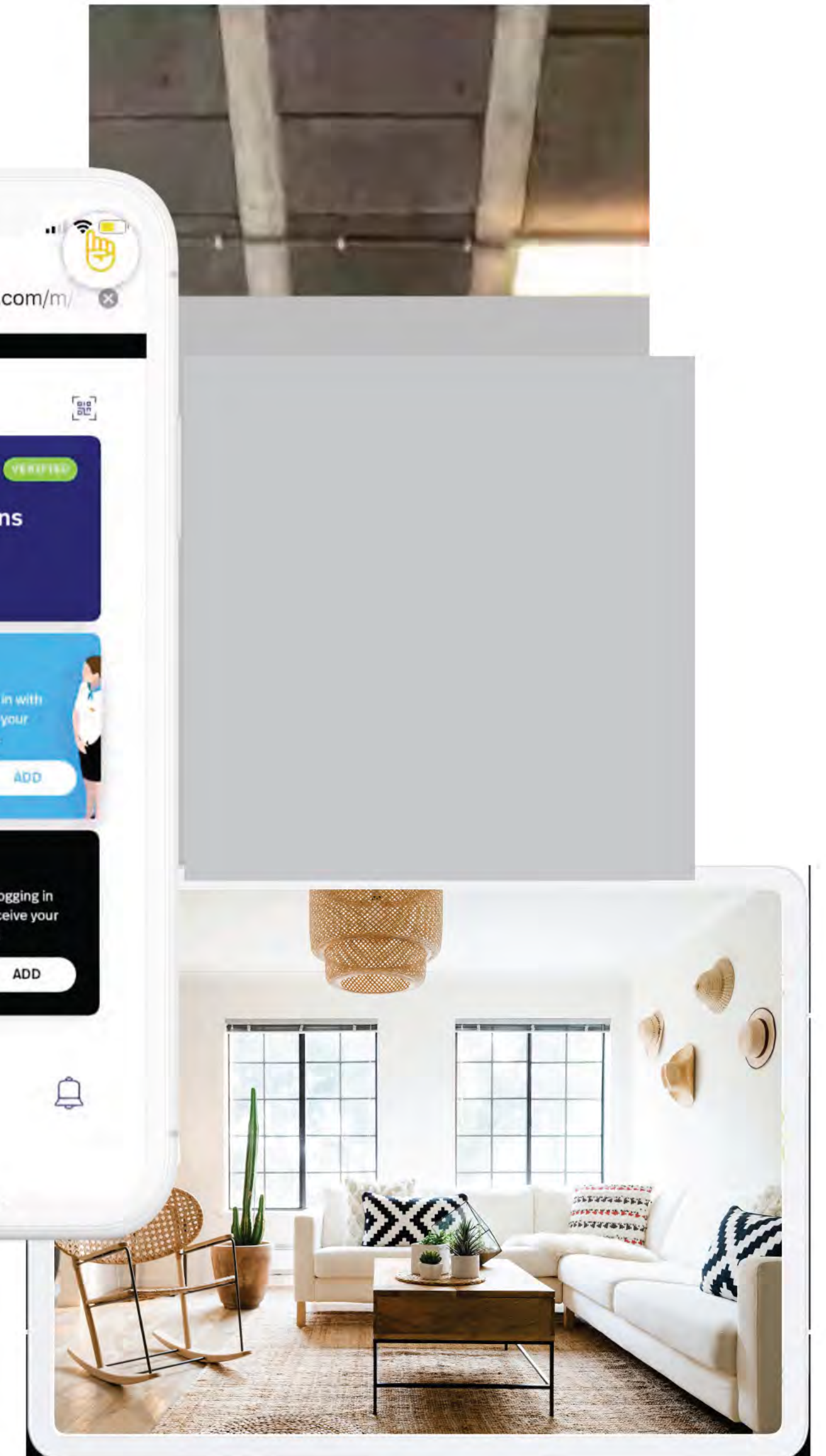
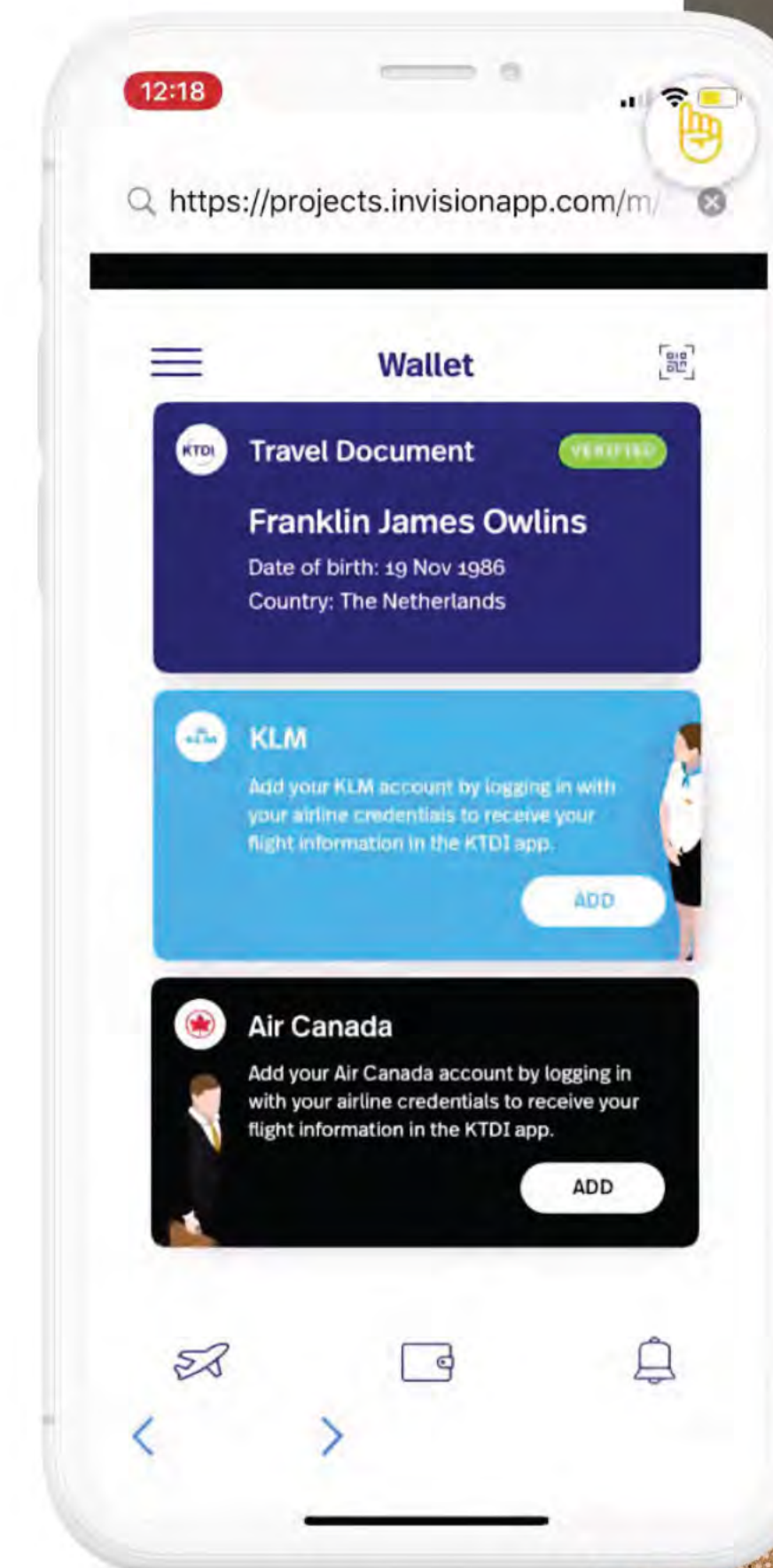
Record - Lookback  
(Laptop)

### Process time

1 hour

### Location

Edenspiekermann  
office or remotely





**KTDI**

Overview

Test Set-Up

**Key Takeaways**

Conversion

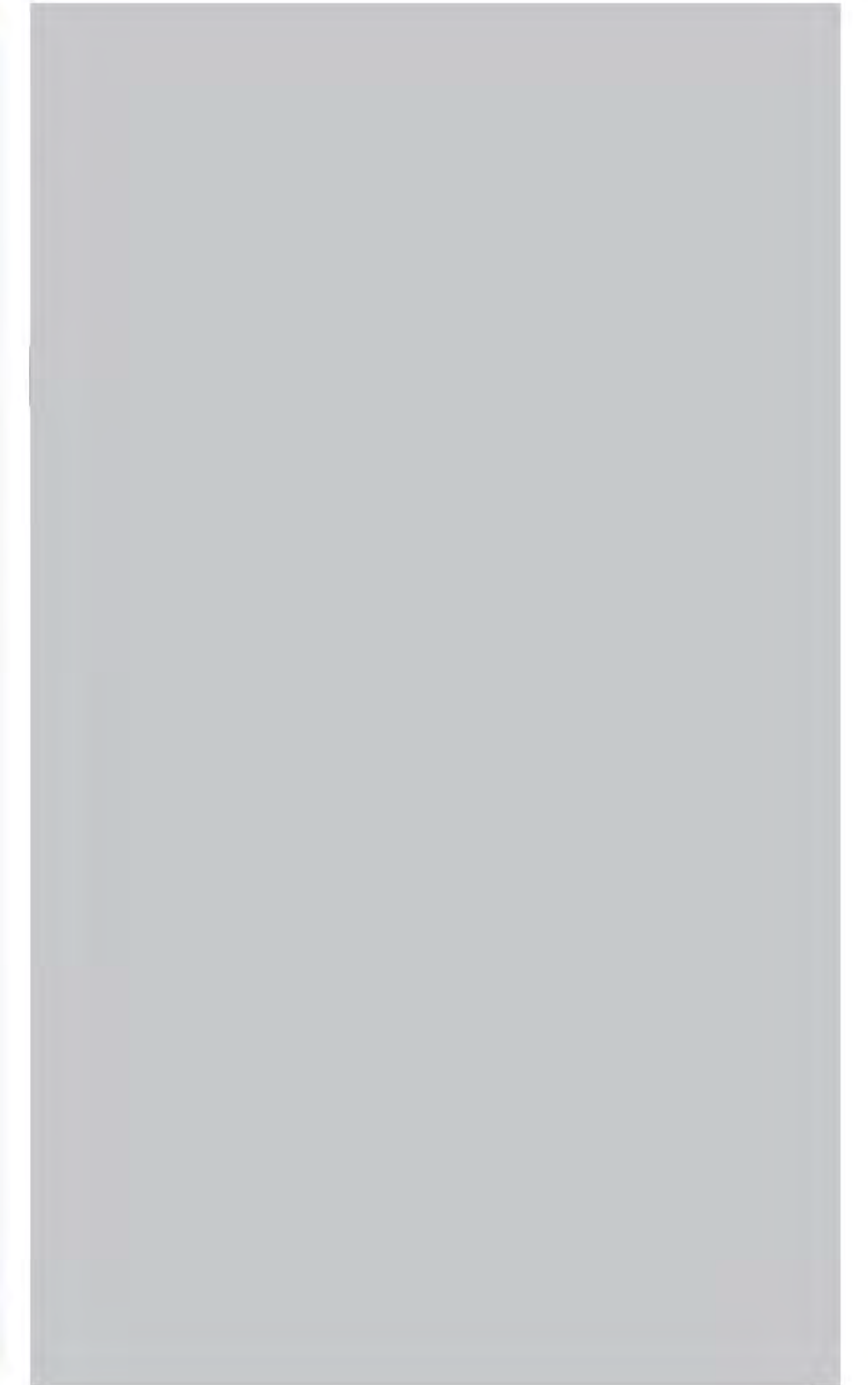
Recommendations

## 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



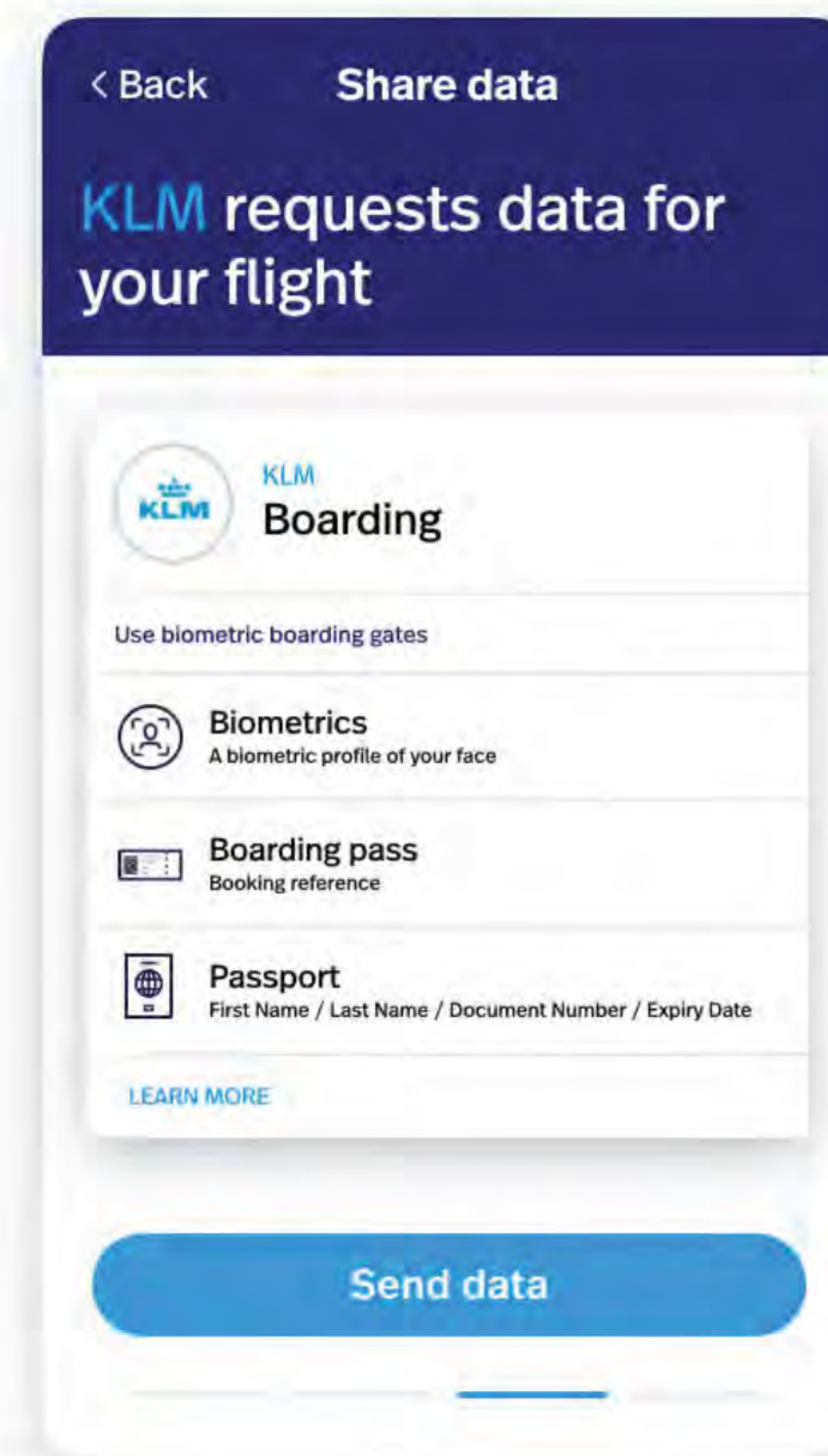


## Key takeaways

**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



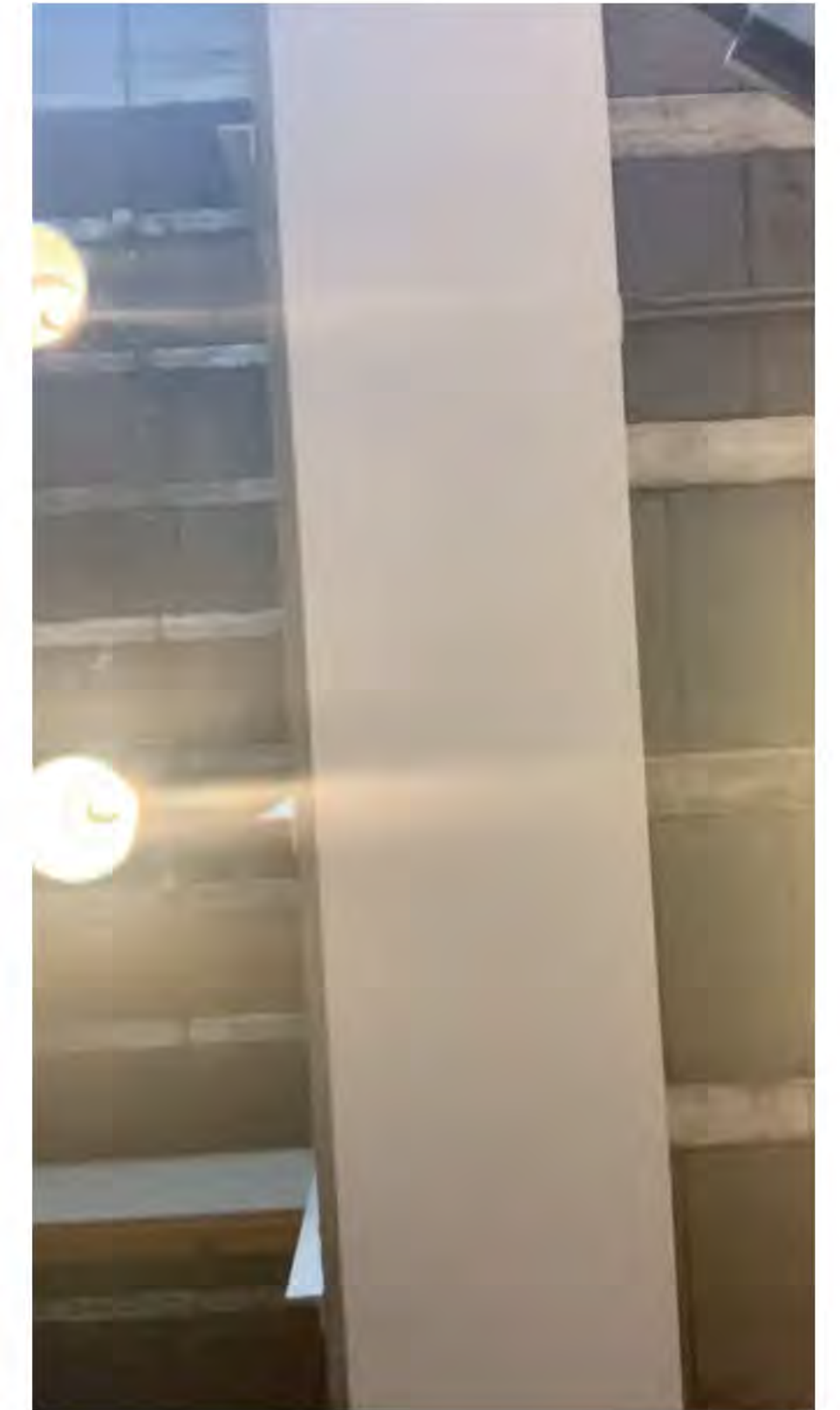
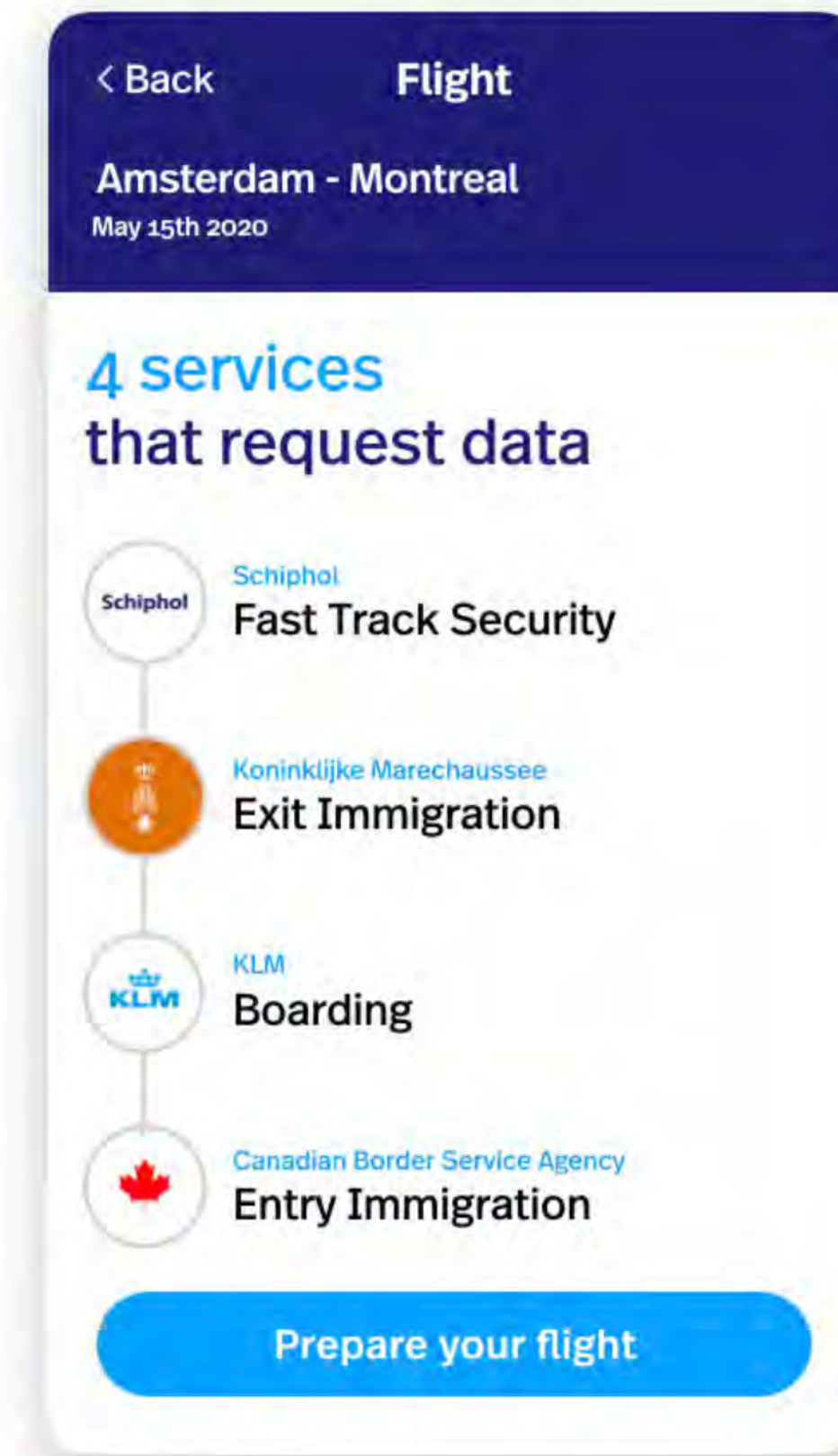


## Key takeaways

# 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



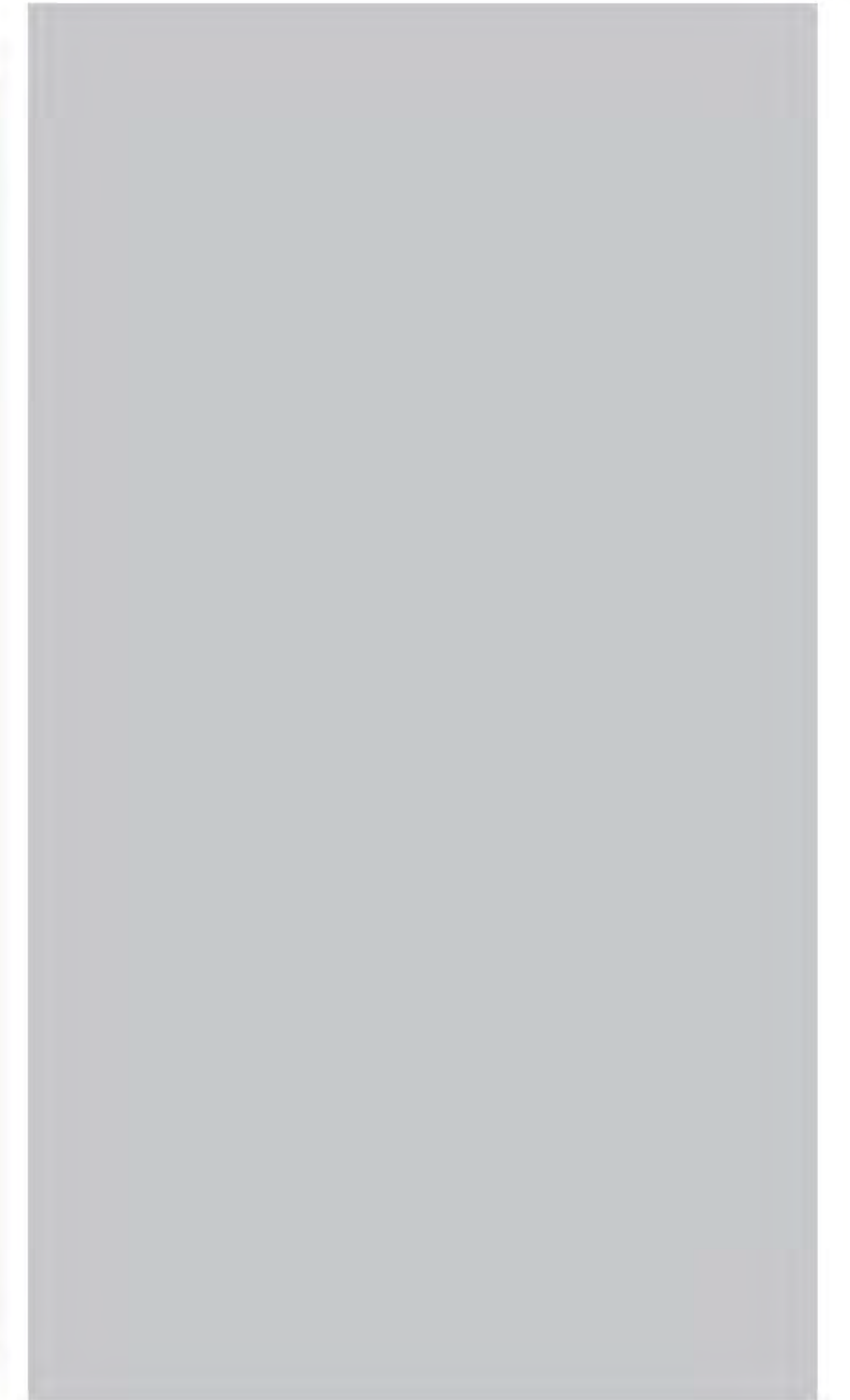
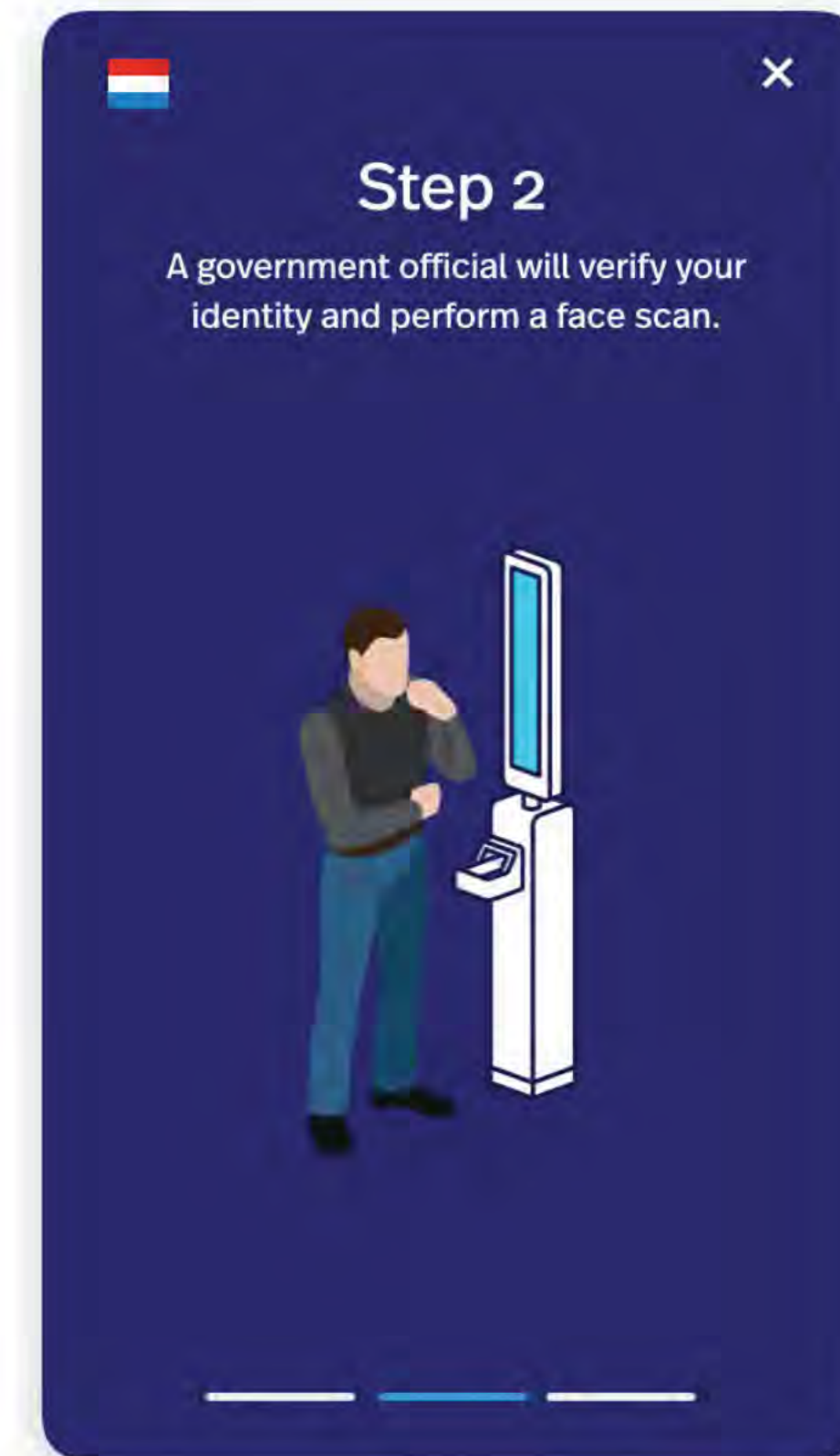


## Key takeaways

# 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



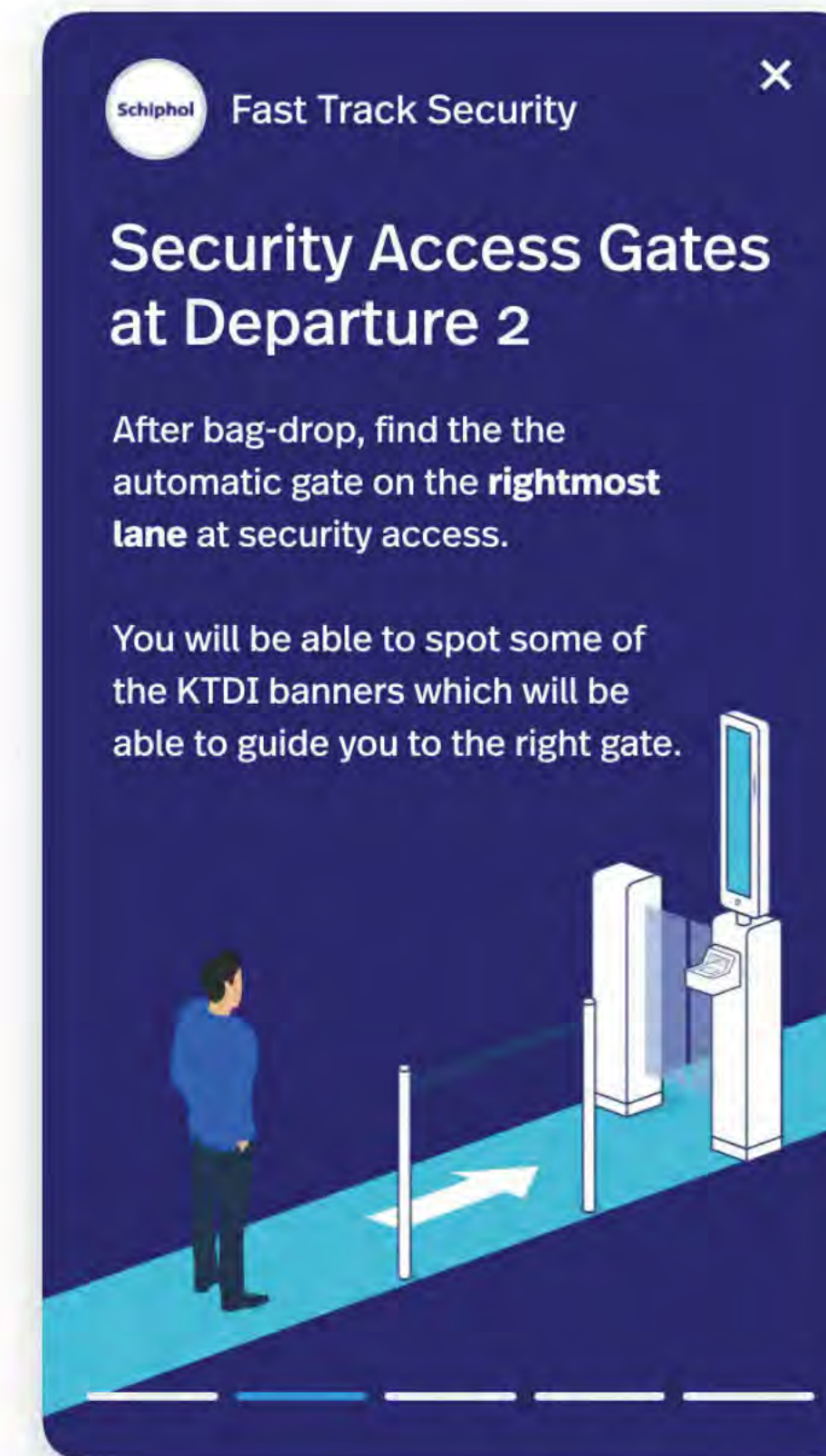


## Key takeaways

# 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

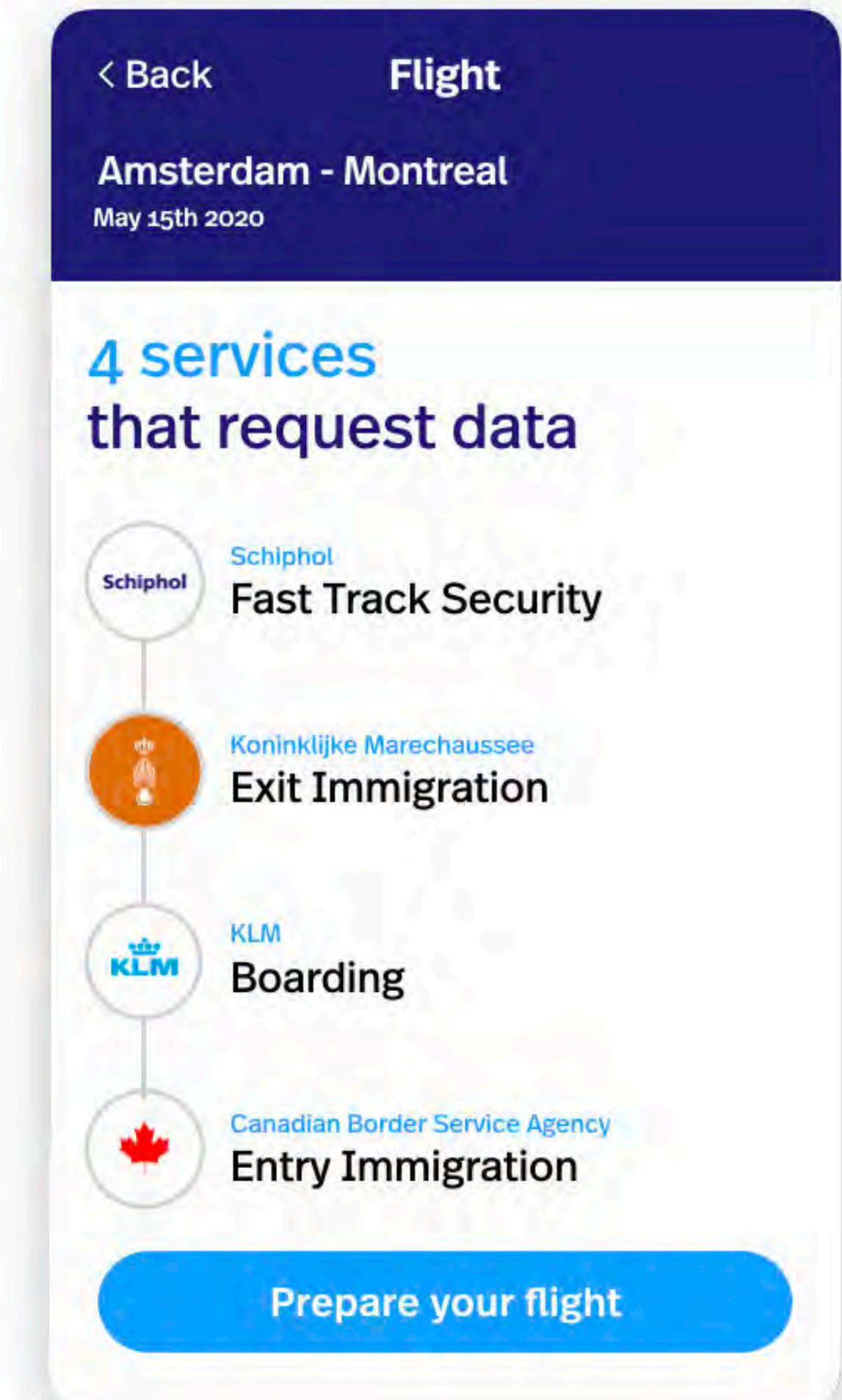
1. Security Concerns
2. Navigation
3. Inbox



## 01 | Security concerns

# More explanation about sharing data

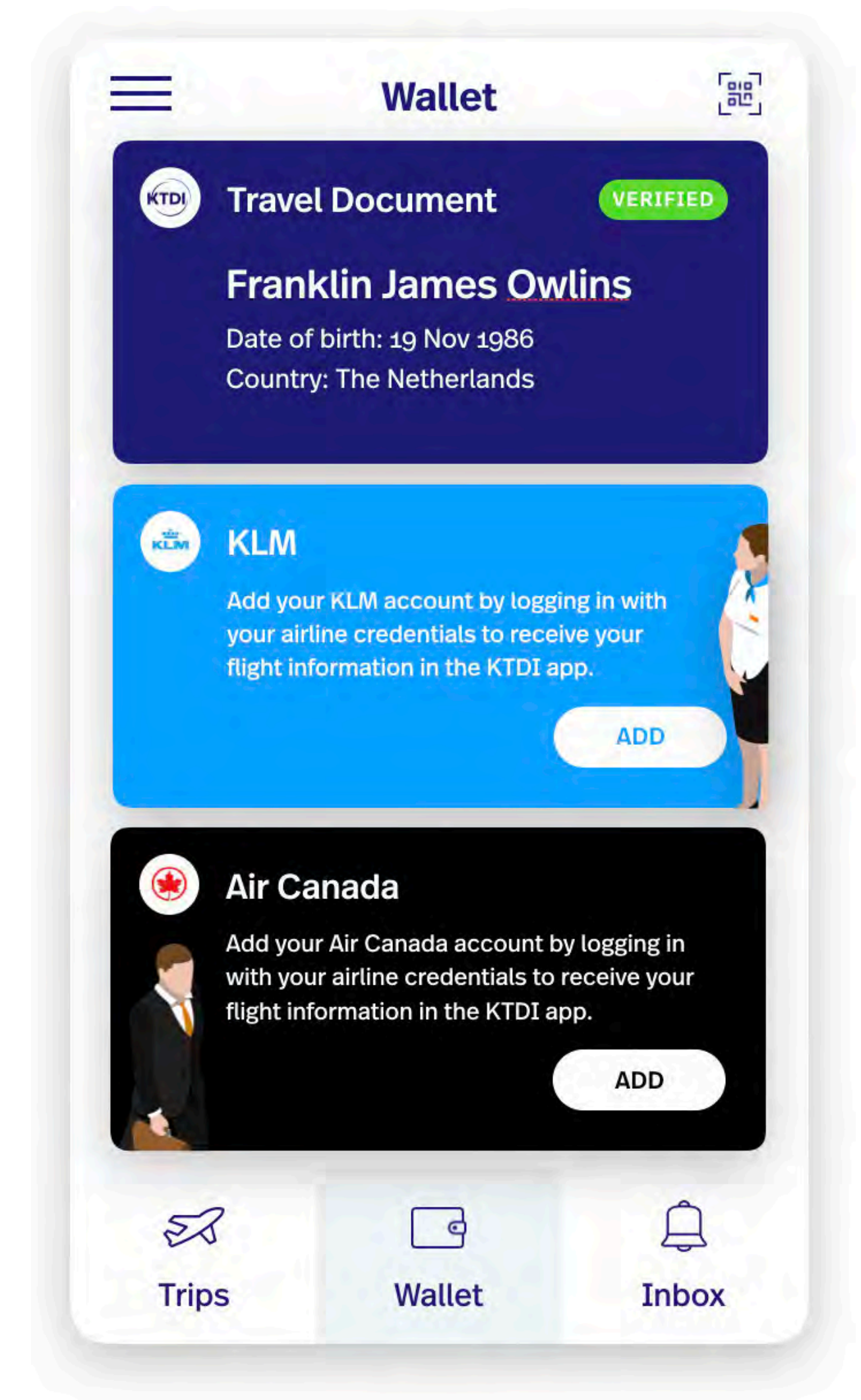
A suggestion by a participant was to include an extra pop up message regarding sharing data (some concerns about data protection). It would be nice to be more transparent about how the data is secured at this point.



## 02 | Security concerns

# Opt-out option

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

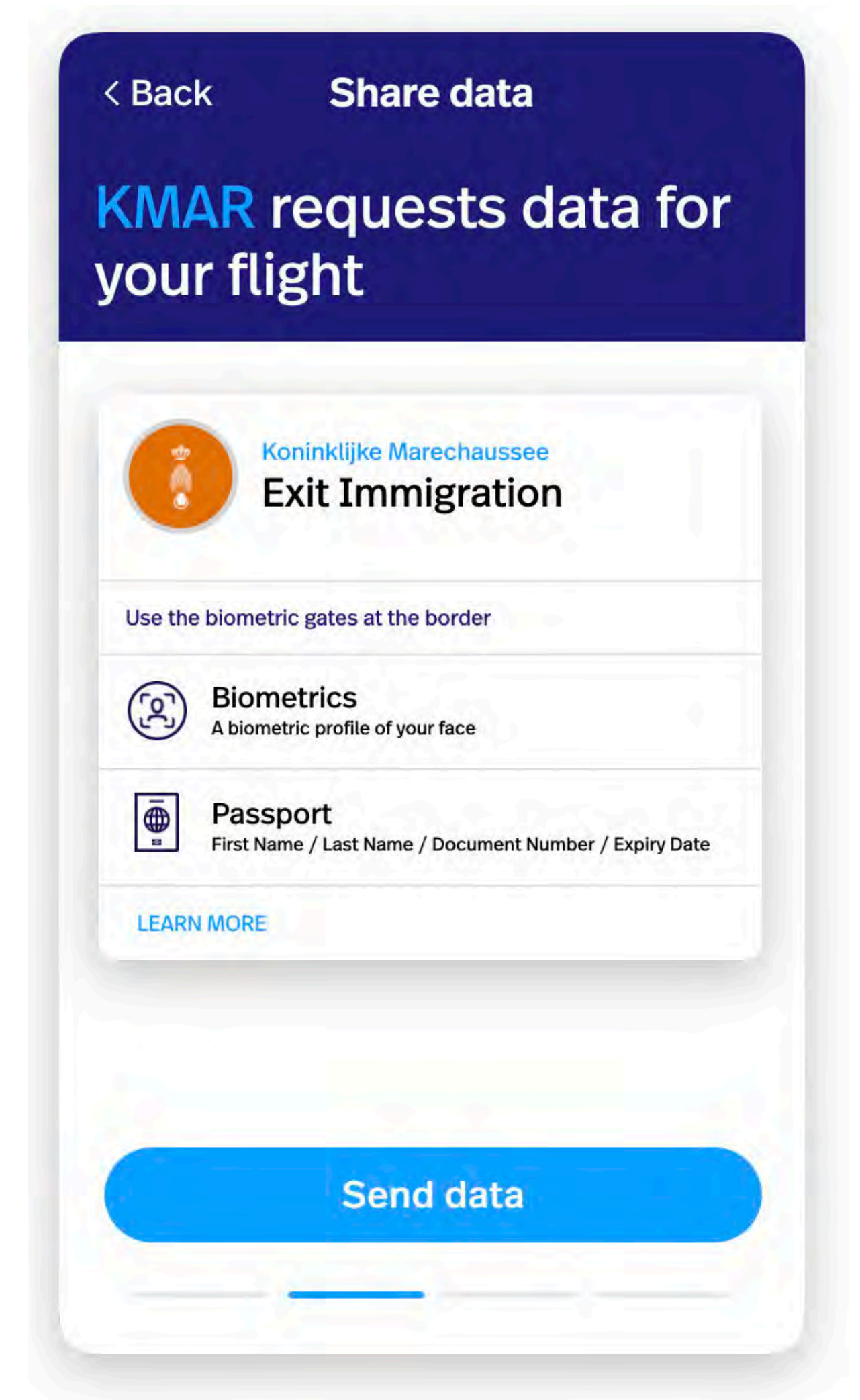




### 03 | Navigation

## Hidden navigation

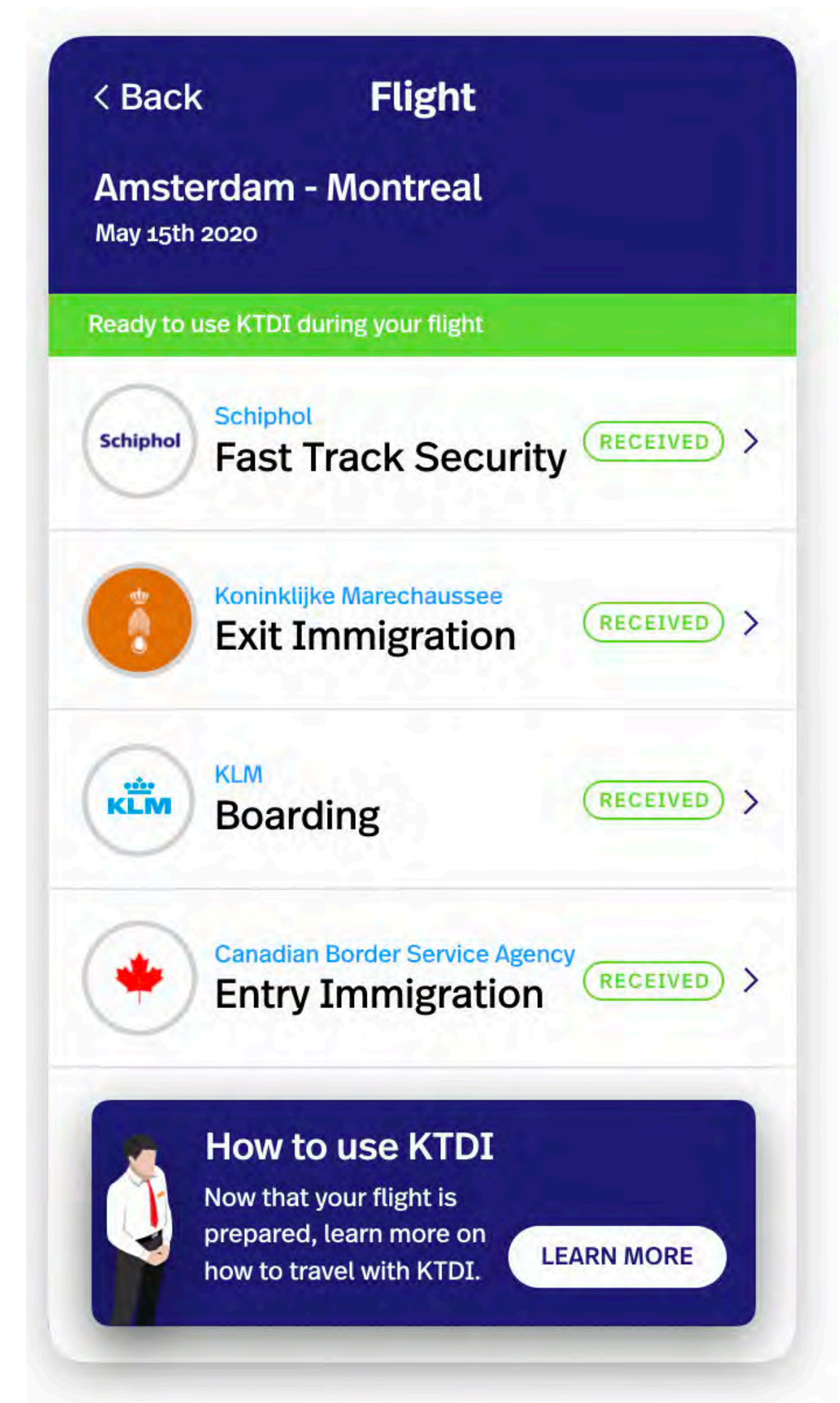
Some parts of the app you are forced to move forward or go back. However, it doesn't give you the option to go back to the wallet or trips if you want to complete specifics tasks later. Therefore, it was suggested to include a few more buttons to navigate through the app.



## 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.

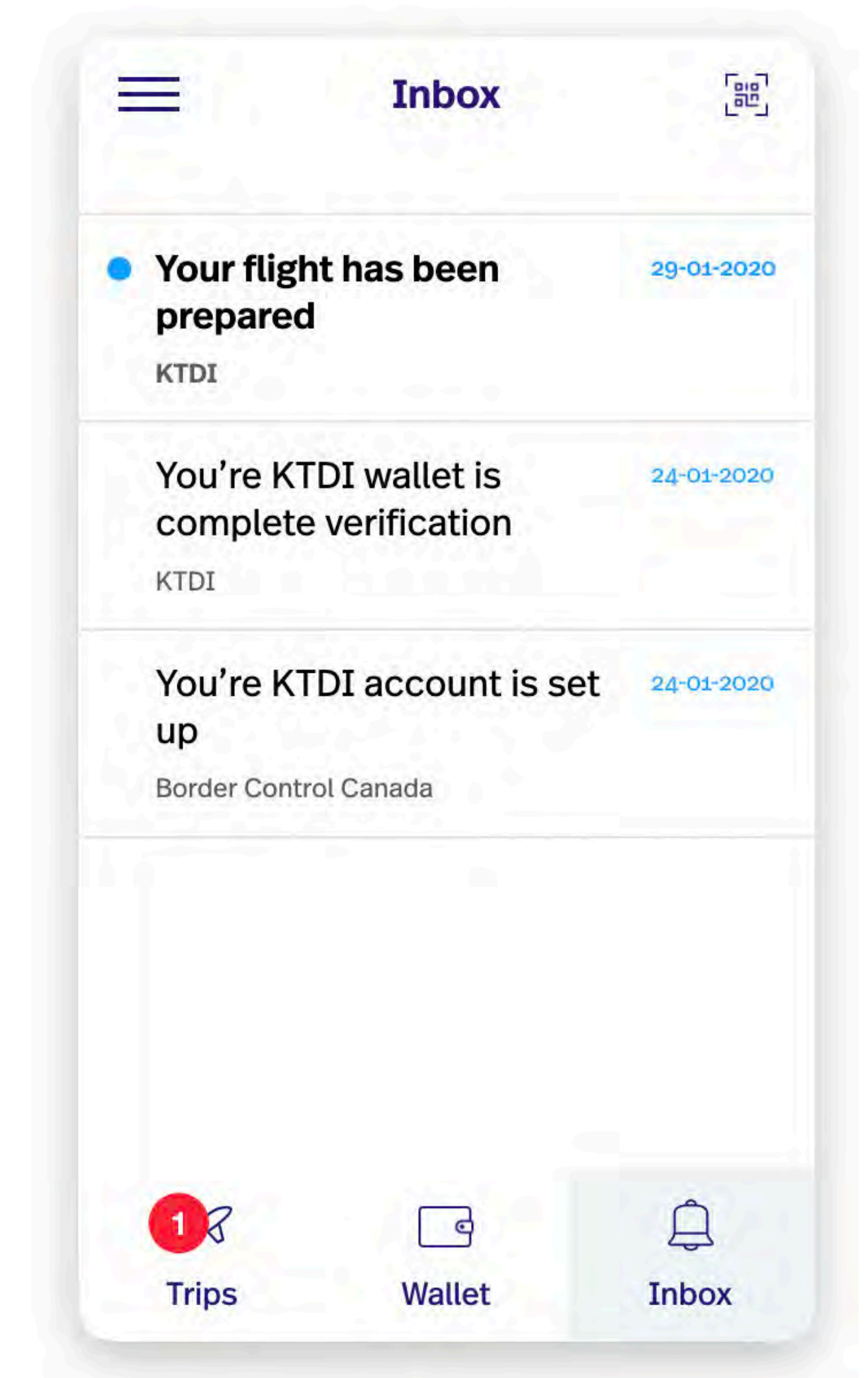




## 05 | Inbox

# 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.**



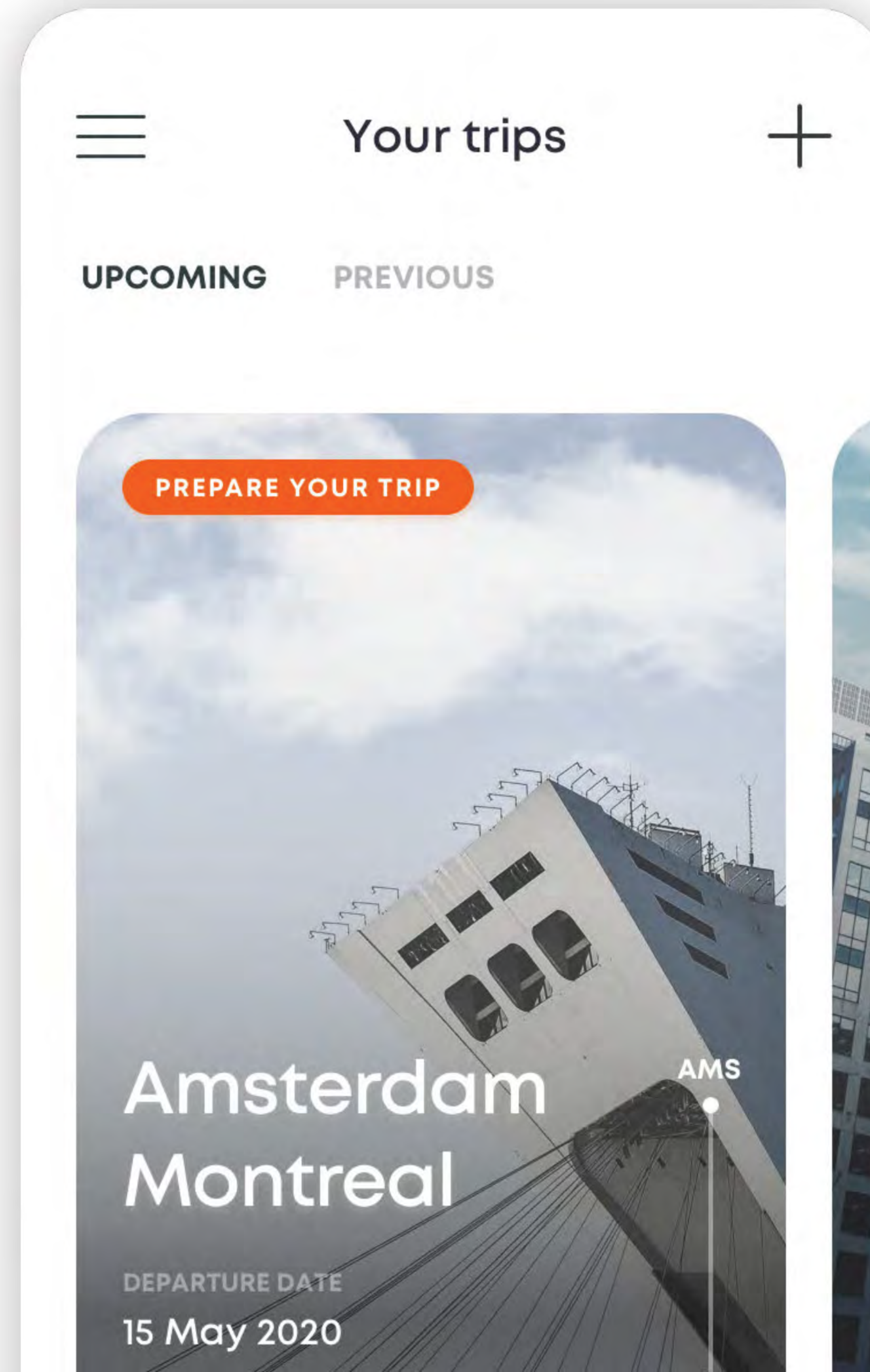
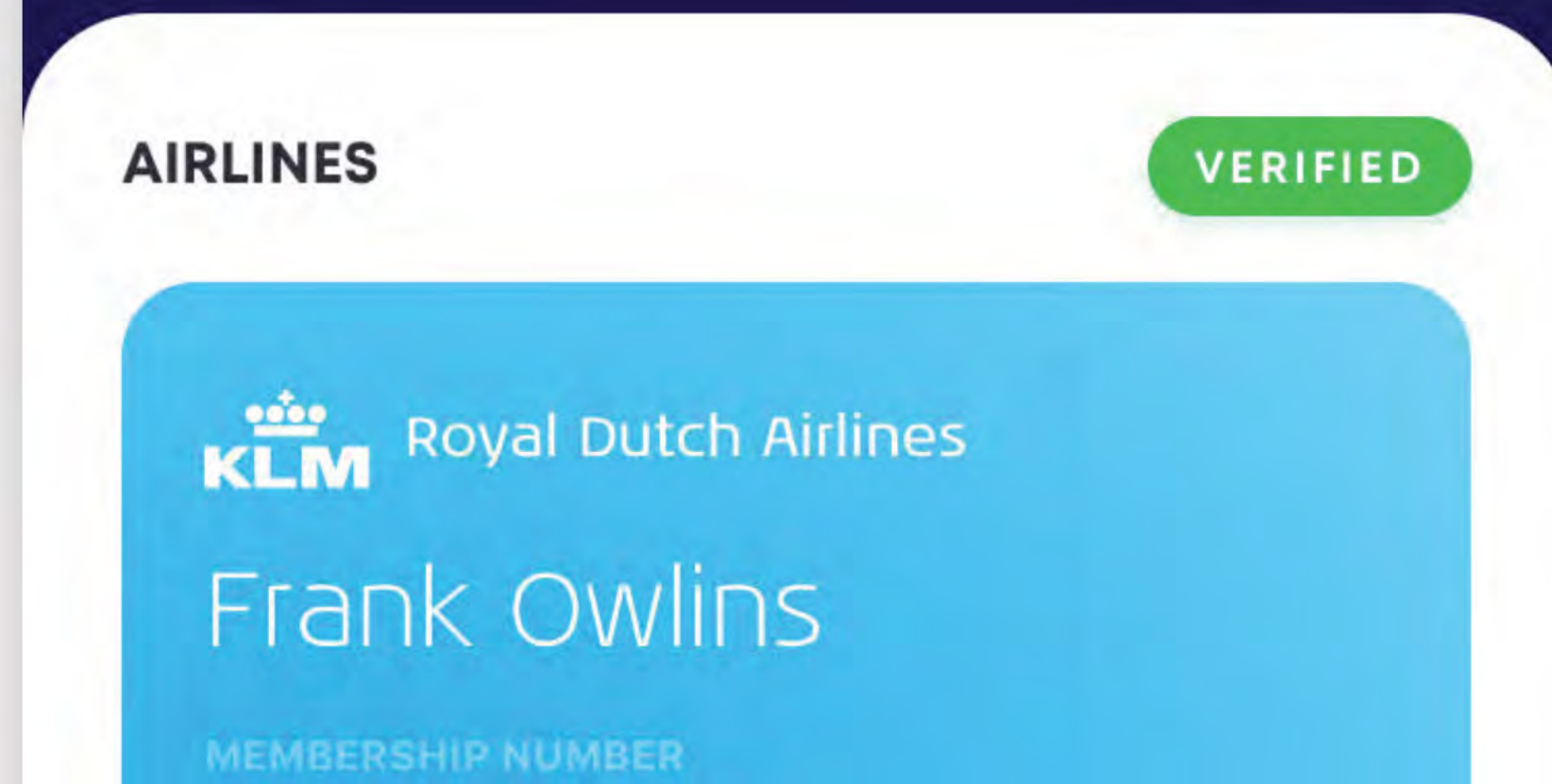
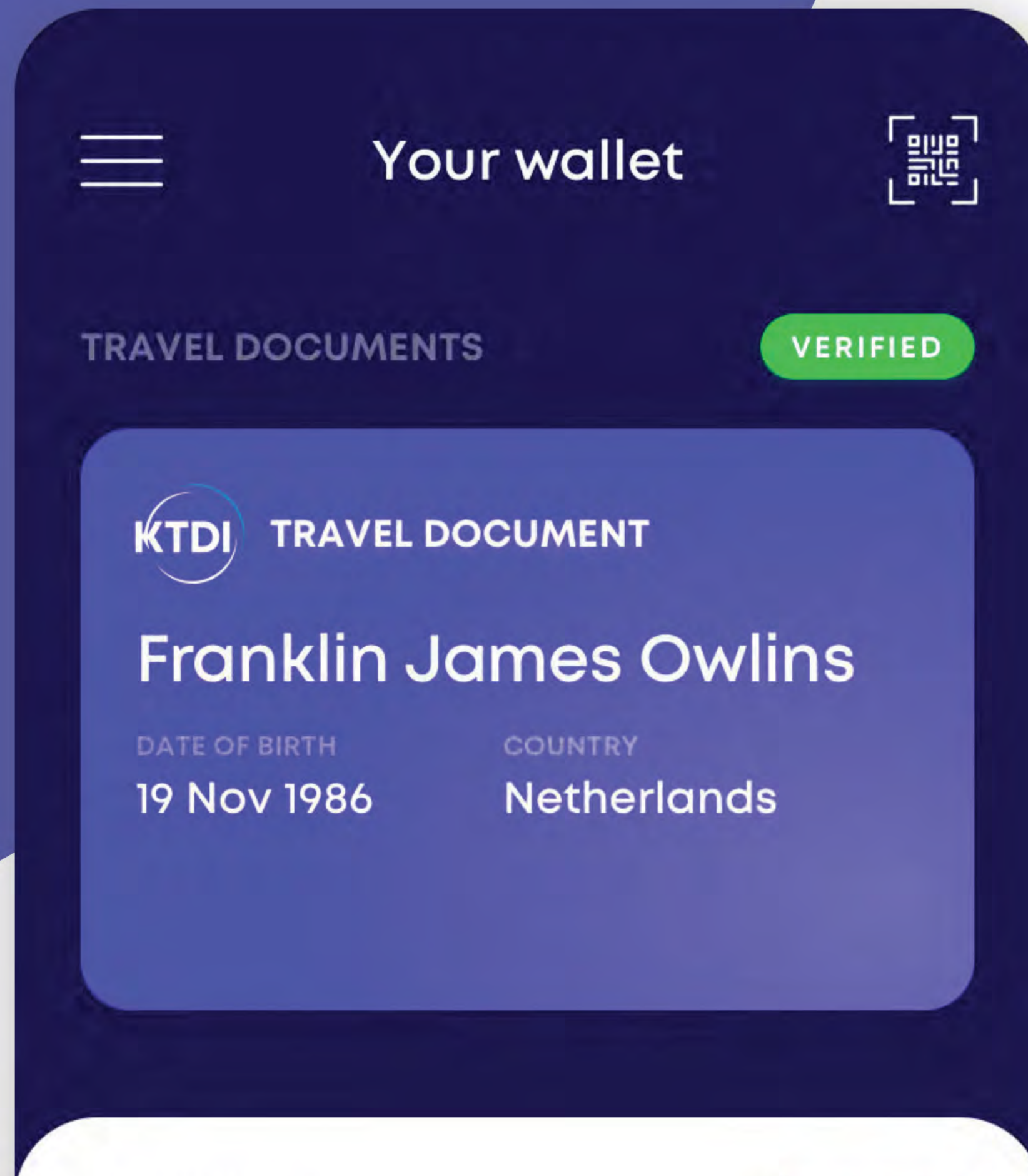
## Design

# A sneak peak of our design process.

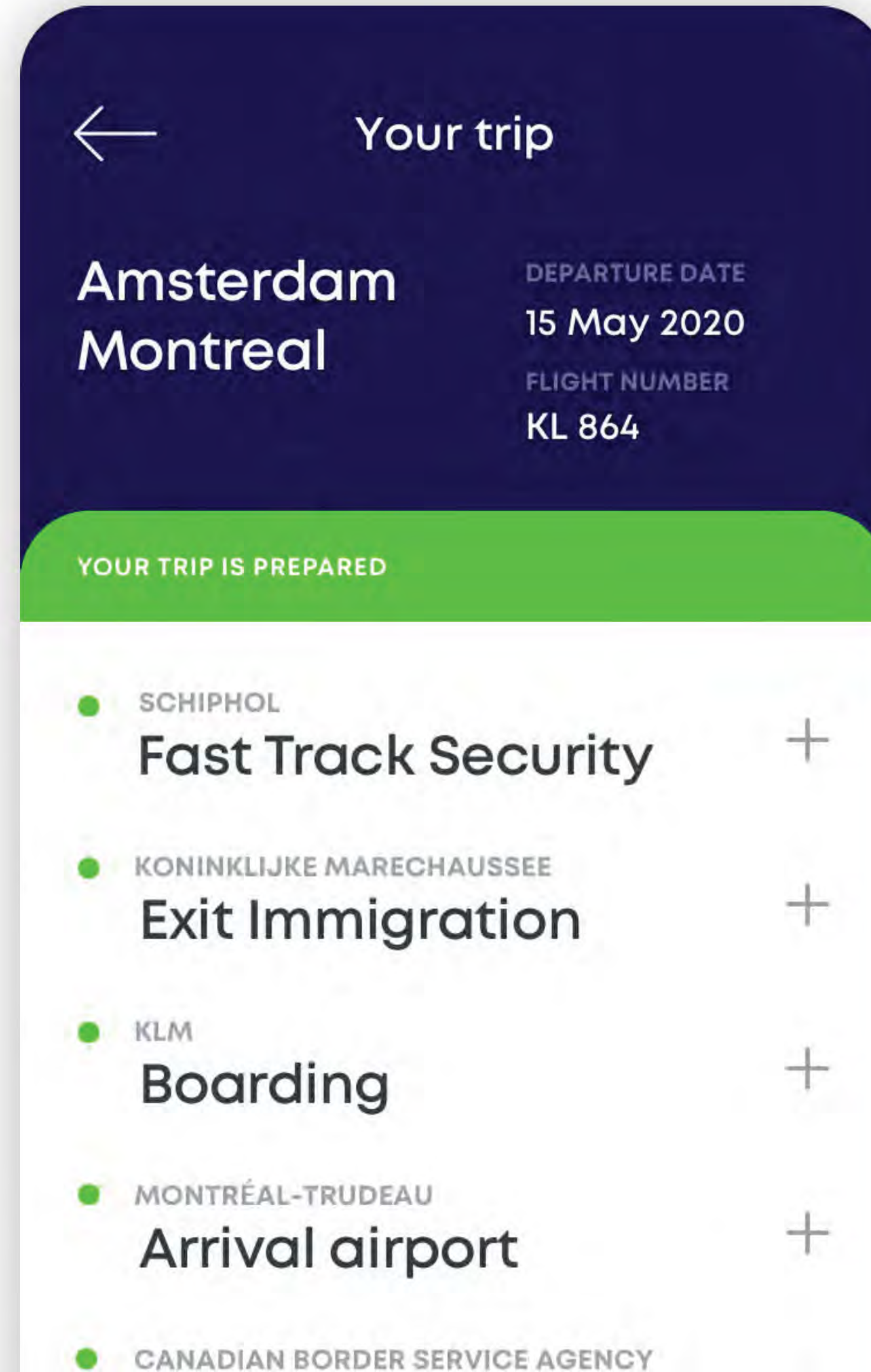
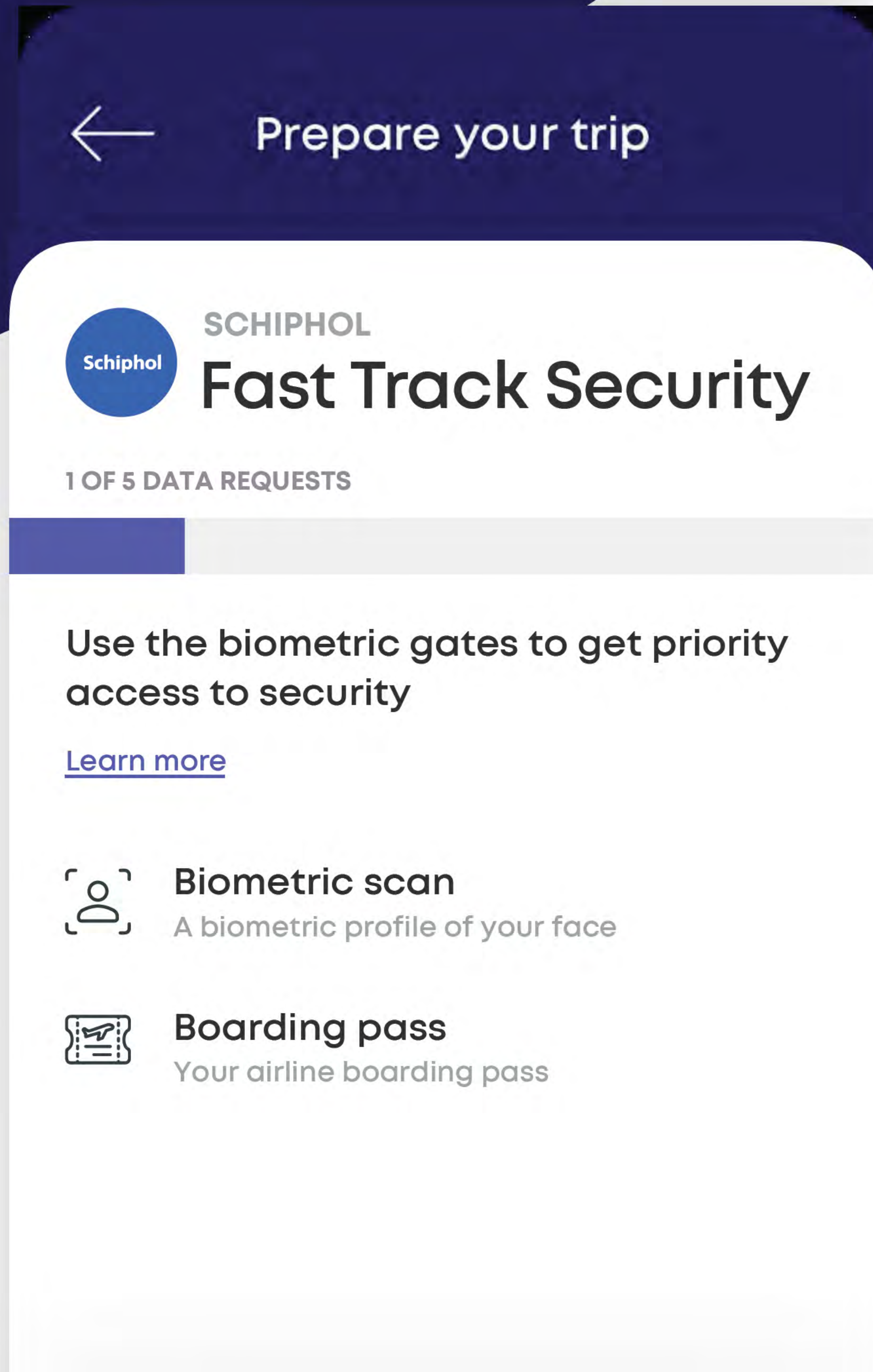
Aim for a smooth hand-over to guarantee the best result.













## Typography

H1 Toronto  
Amsterdam

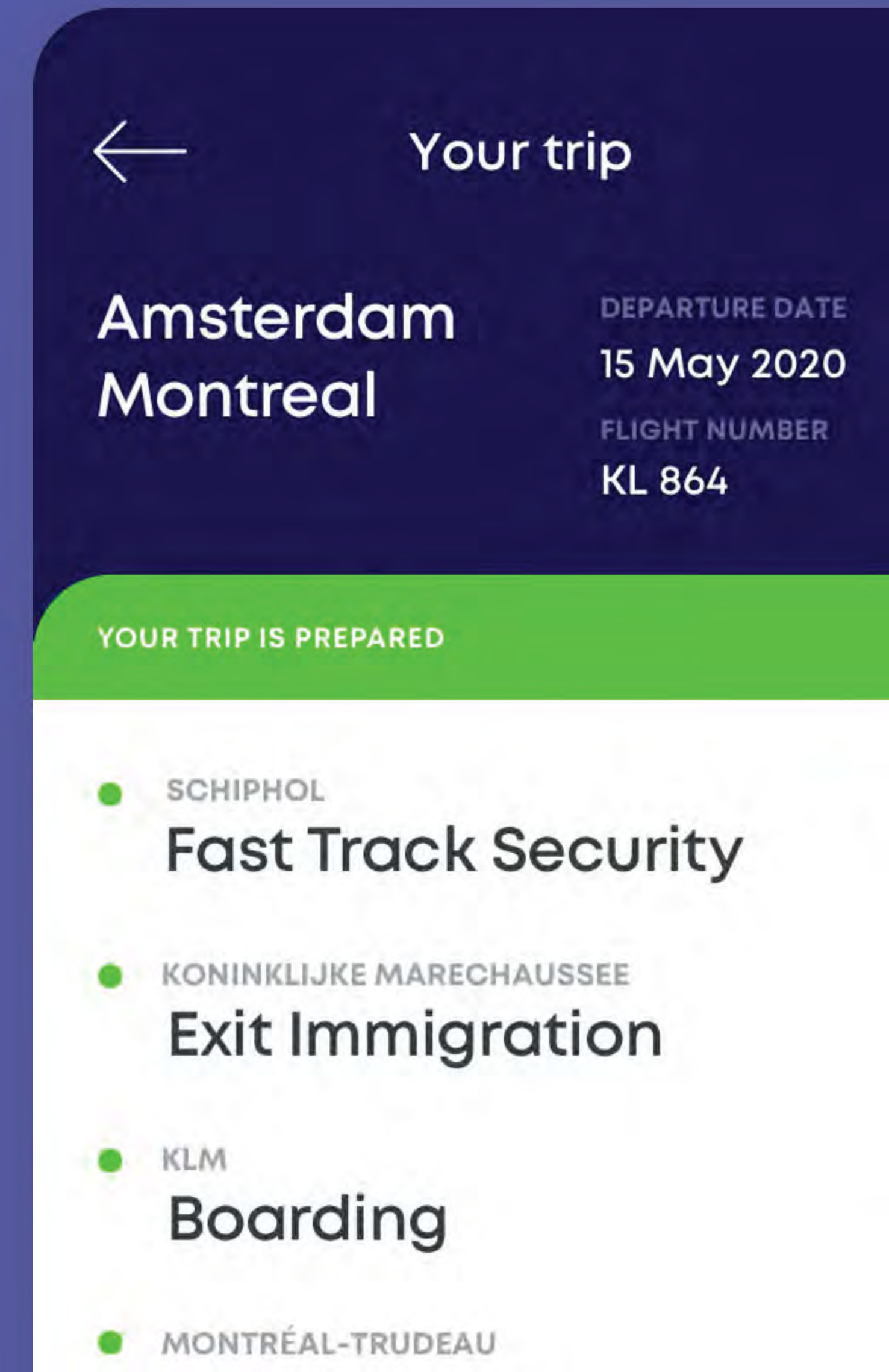
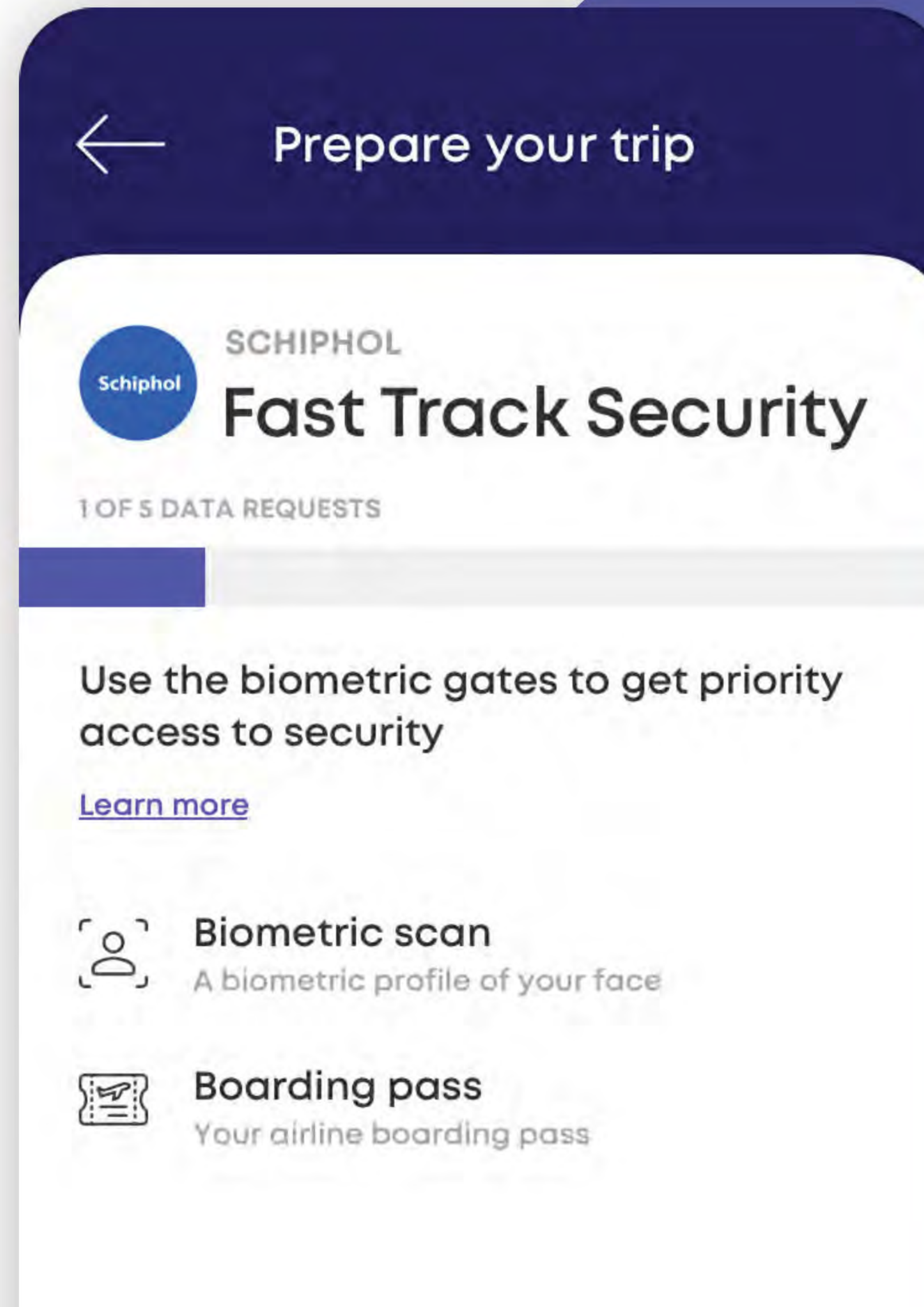
H2 Fast Track Security

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

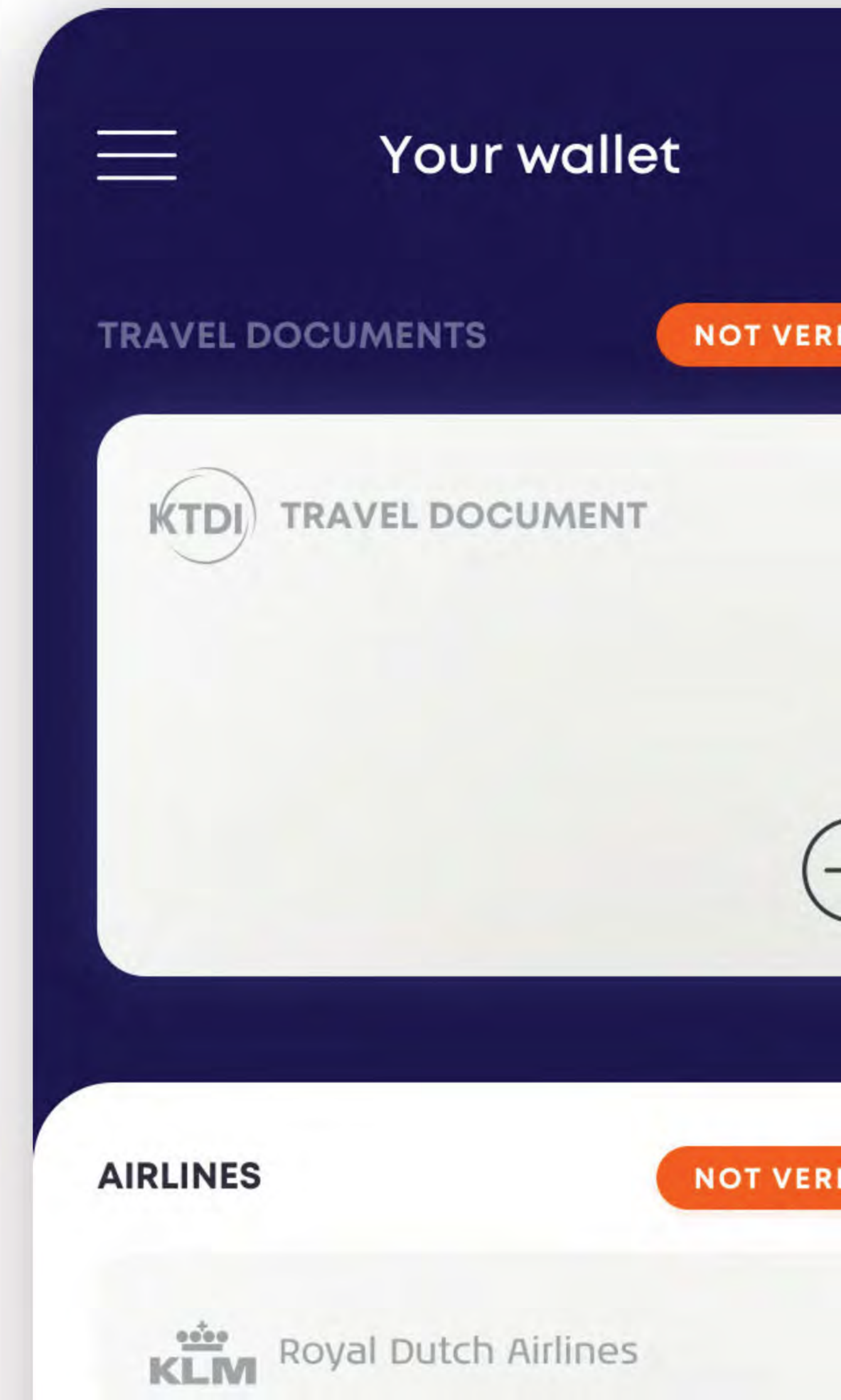
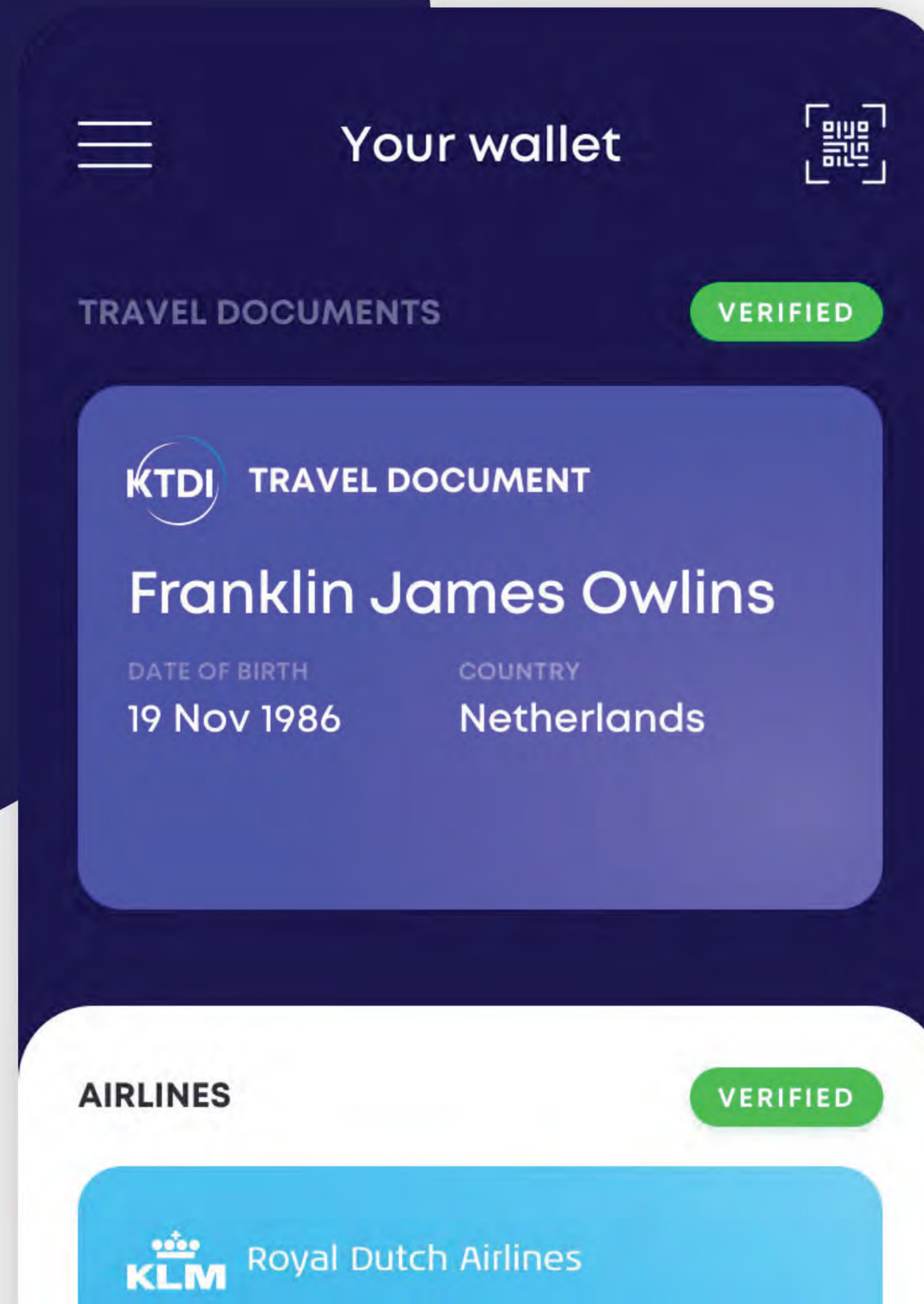
### Primary



### Secondary

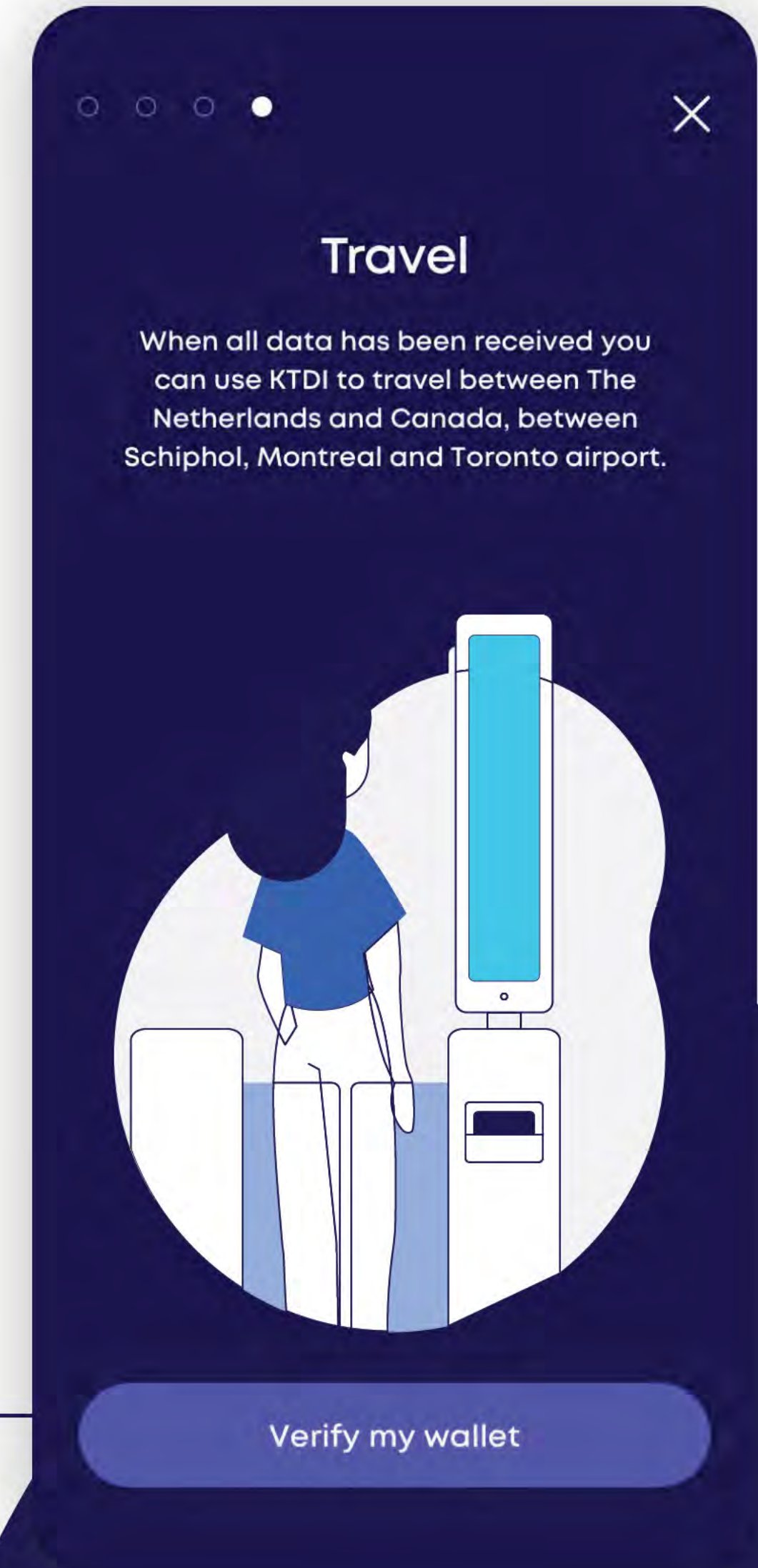
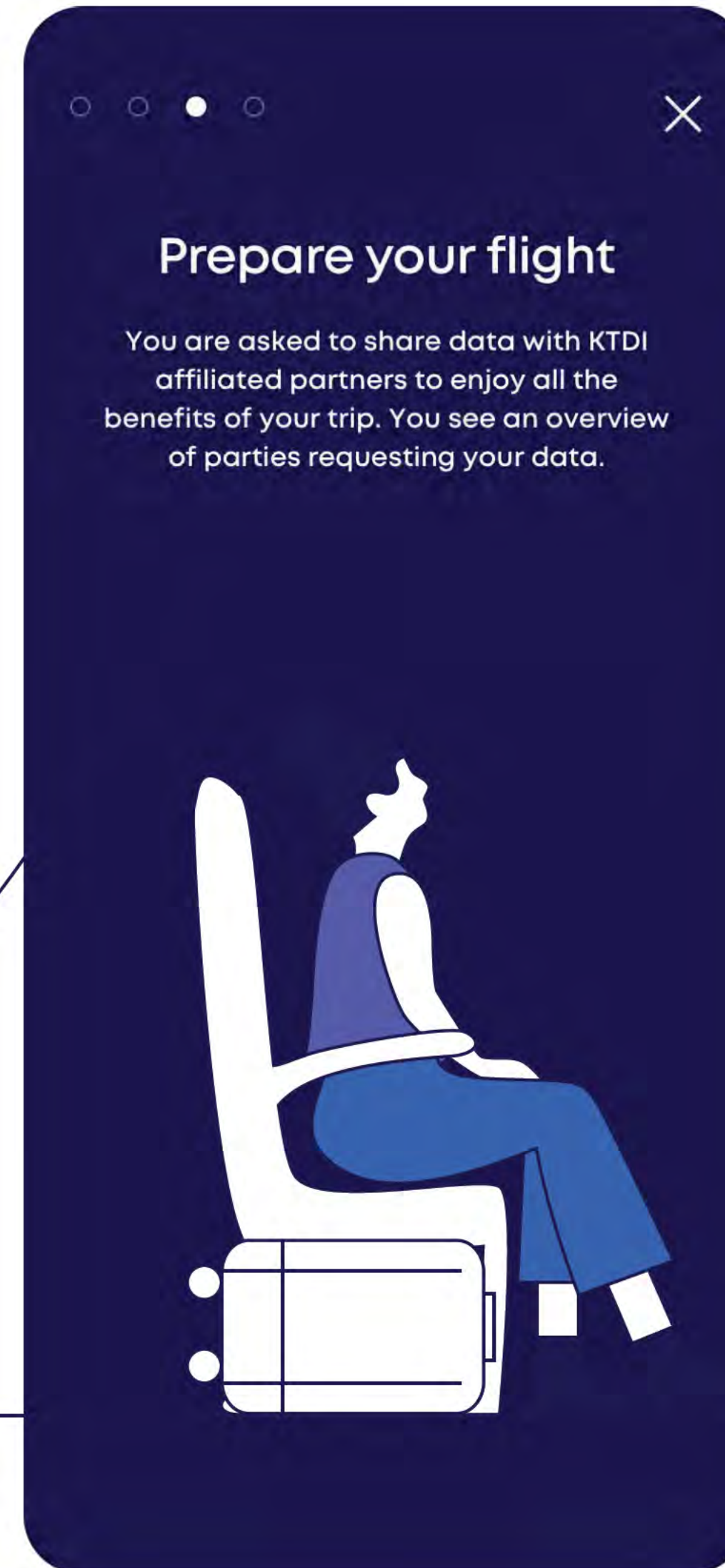
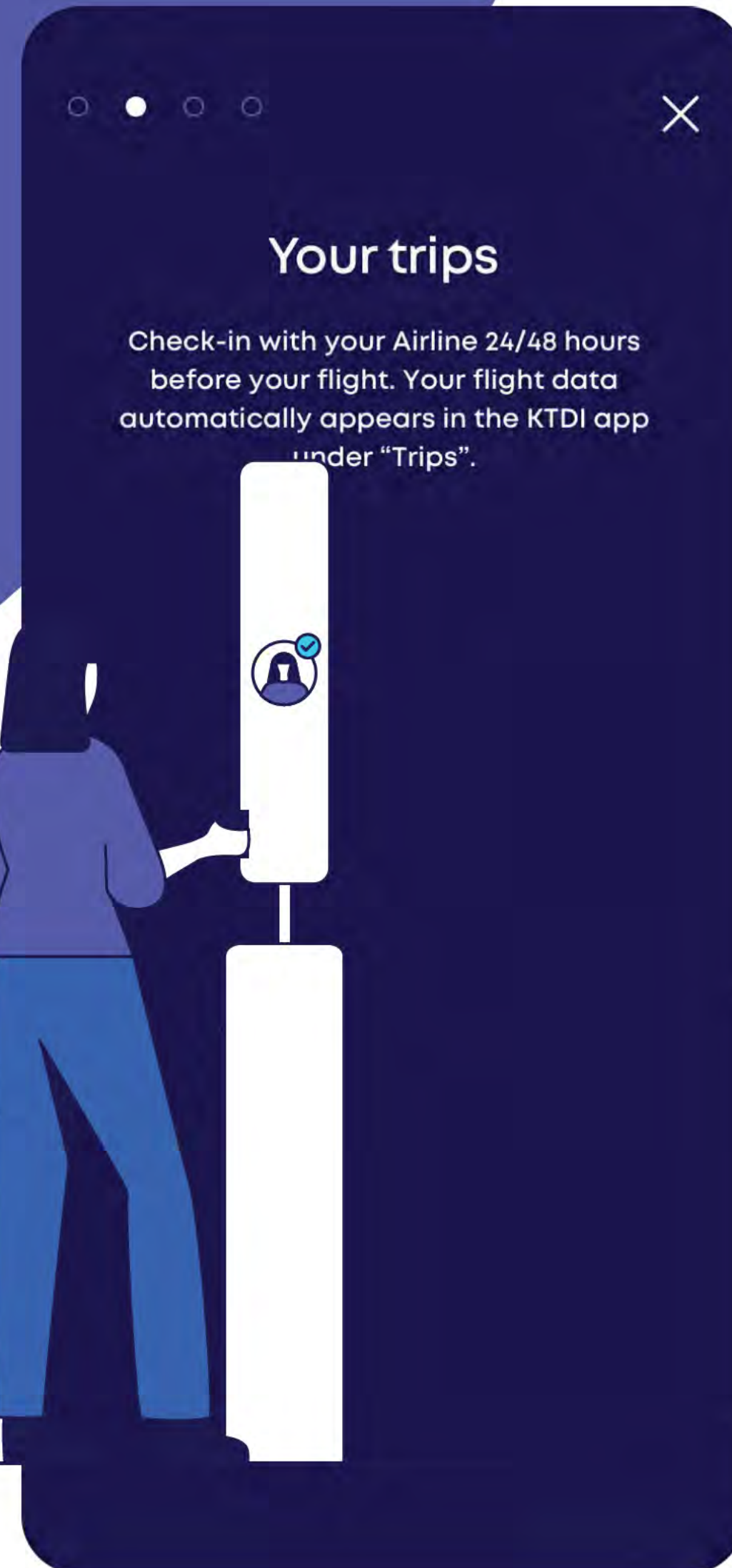
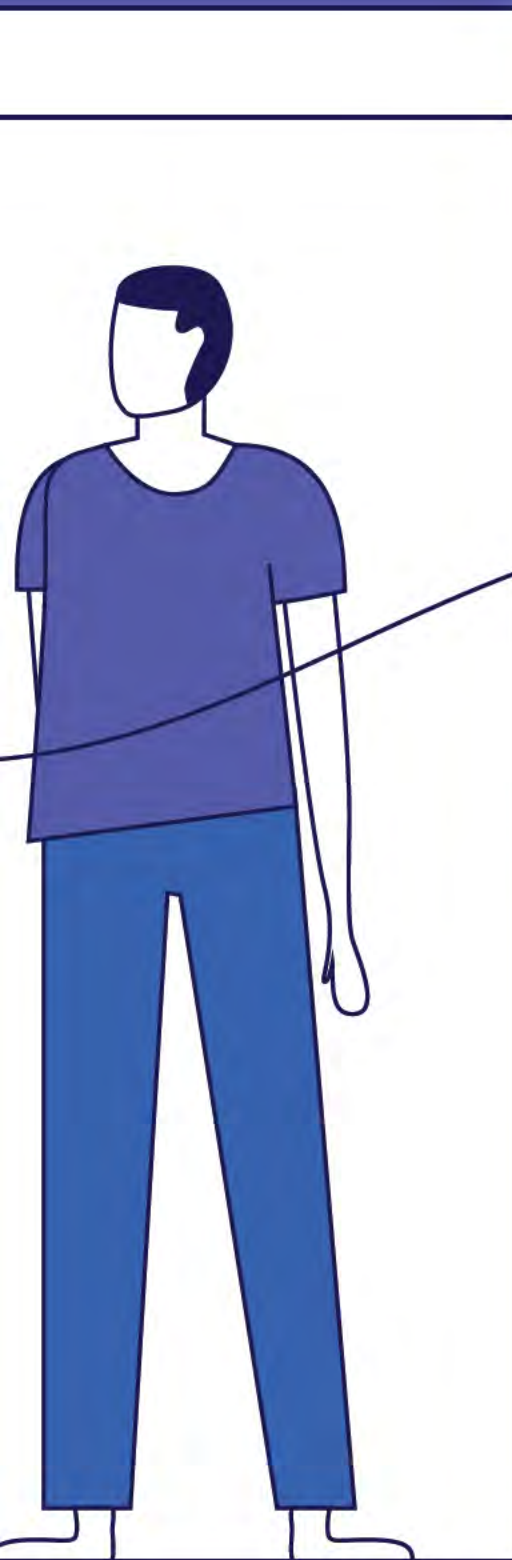


### UI



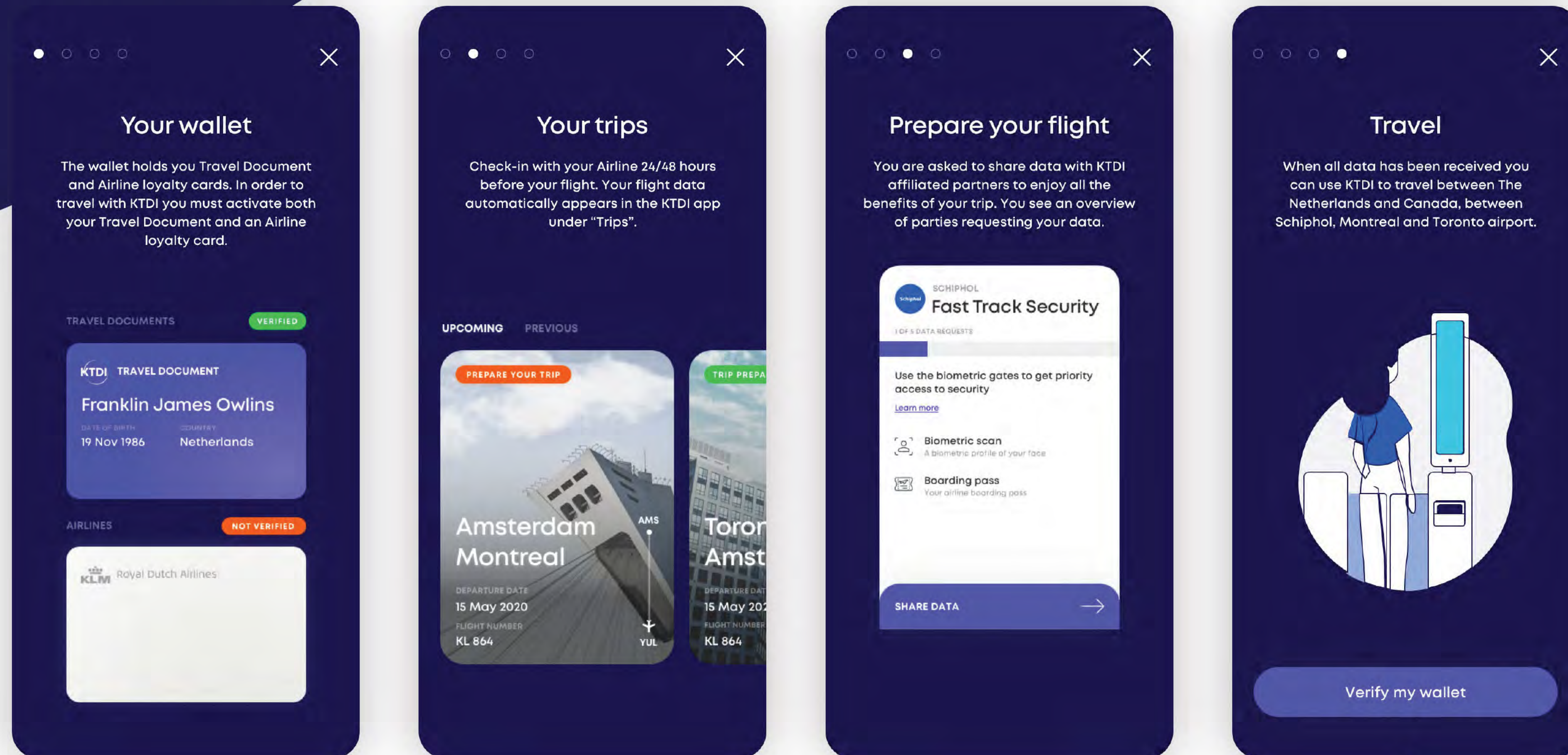


## Illustrations



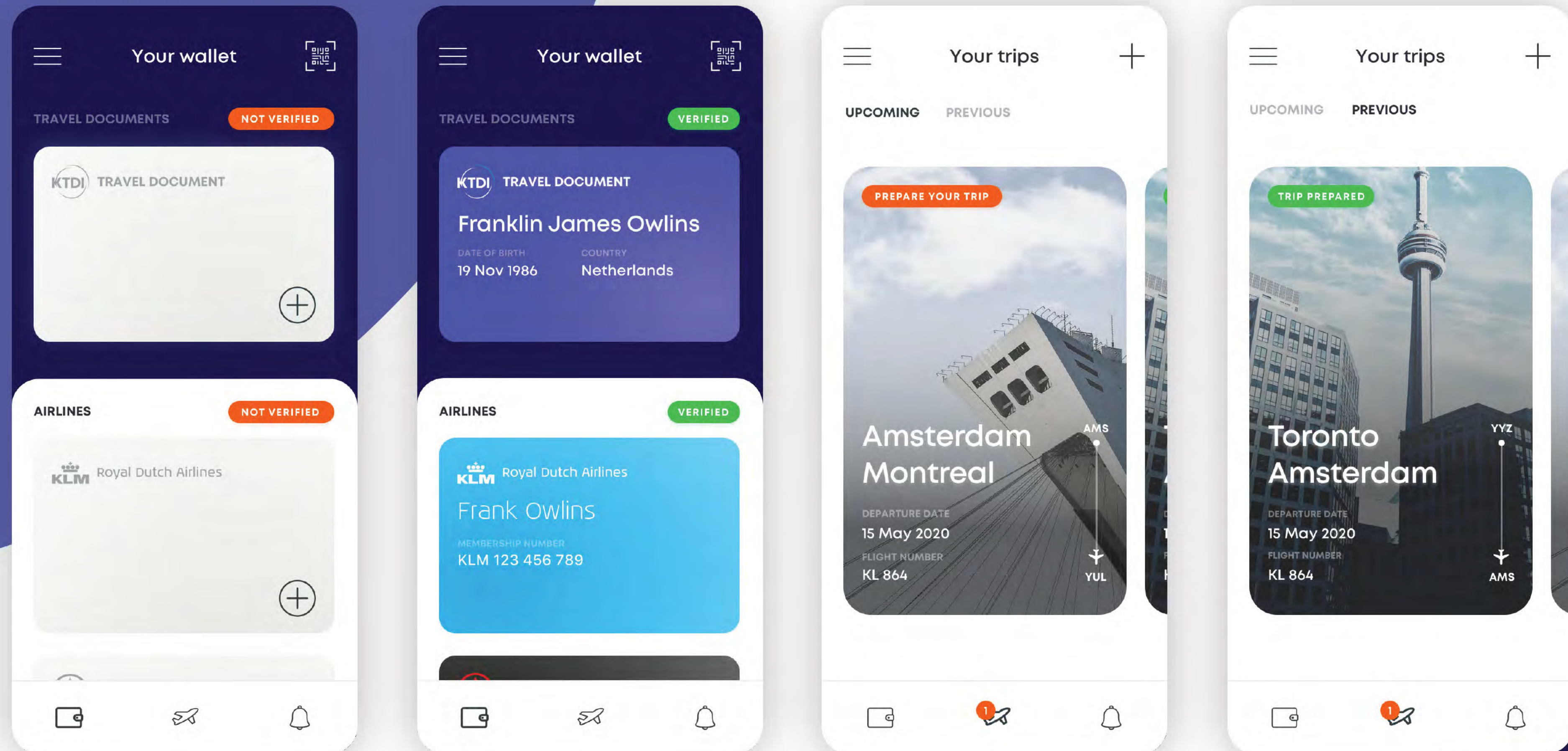


## App onboarding



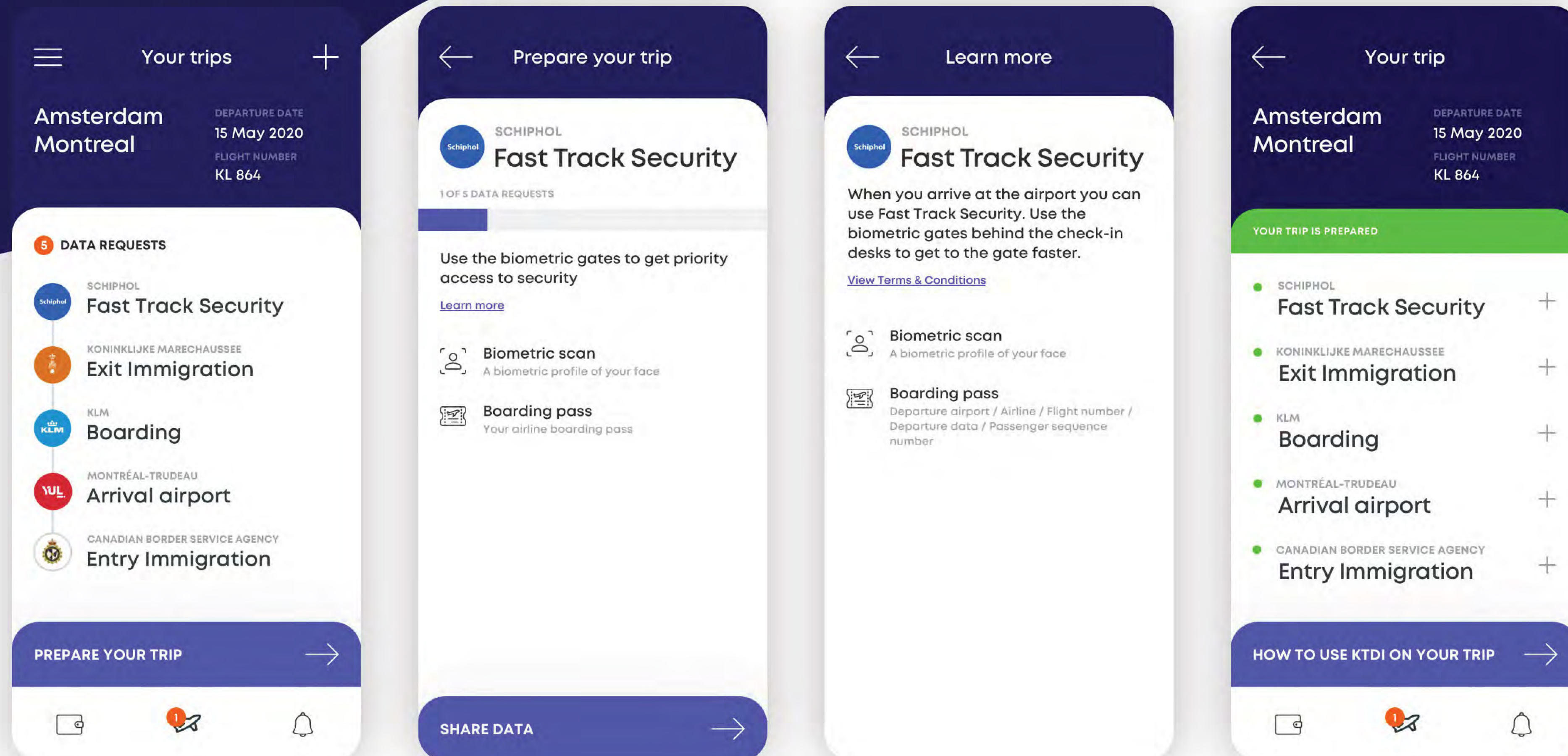


## Your wallet and your trips





## Prepare your trip





edenspiekermann\_

# Thank you

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