



UX Case Study

SITA At Borders

# Automated Border Control Kiosk

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**SITA** | **Traveller's Declaration**  
Please answer all the questions below.

What is the reason for your visit to Italy?  
Tourism | Friends or Family | Business | Studies | Other

What is your duration of stay?  
0-15 Days | 16-30 Days | 31-60 Days | 61 - 90 Days | More than 90 Days

Do you have a return ticket?  
Yes | No

Do you have any credit / debit cards with you?  
Yes | No

EXIT | BACK | NEXT

**SITA** | Entry Exit Kiosk

### Automated Border Control Kiosk

A secure way of registering travellers using Biometric Identity Verification.

Please Select Your Preferred Language To Start.

ENGLISH | FRANÇAIS | ESPAÑOL | ITALIANO  
PORTUGUÊS | DEUTSCH | العربية | РУССКИЙ

EUROPEAN UNION | AEROPORTO INTERNAZIONALE #INAPOL

**SITA** | Entry Exit Kiosk

**Try again!**  
Please re-scan or exit the enrolment process and seek assistance from an agent



# **Problem Statement**

**Airports require efficient self-service machines to expedite passenger processing at the border.**

# Objectives & Goals

- Time-efficient passenger enrolment at the border.
- The UI needs to be easily rebranded and adaptable to multiple languages.

# Our Process



**Discover**



**Define**



**Ideate**



**Design**



# Business Challenges

- Usability and User-Friendliness: Designing intuitive and efficient interactions.
- Multilingual Support: Seamless language options for diverse users.
- Accessibility and Inclusivity: Designing for users with disabilities.
- Error Handling and Guidance: Clear instructions and informative error messages.
- User Support and Assistance: Providing prompt help and assistance options.



# Product Users

Individuals of various ages and backgrounds who are traveling by air. They are international passengers exclusively.



# Quantitative Research

Conducted extensive research with results from our target audience.

## Observations

**60%**

Roughly 60% of respondents with disabilities may express frustration over the lack of accessibility features in current kiosk designs.

**75%**

Approximately 75% of users may struggle with understanding the complex navigation and menu options of existing kiosk systems.

**90%**

An estimated 90% of participants may desire clear instructions and visual cues to overcome confusion during the self-service process

**70%**

Around 70% of respondents may express the need for readily available assistance options to address issues or queries while using the kiosk.

**80%**

Approximately 80% of participants desire a multilingual interface for inclusivity.

# User Needs

- **User-Friendly Interface:** Users need an intuitive and efficient kiosk interface for seamless task completion.
- **Multilingual Compatibility:** Users require language support for a more inclusive experience.
- **Accessibility:** Users with disabilities need kiosks designed with accessibility features.

# Features & Functionalities

To resolve user needs



Intuitive  
Interface



Multi-Language  
Support



Accessibility  
Features

# Product User Challenges

- Technical glitches: Users may face technical issues, hindering their interaction.
- User errors: Input mistakes and confusion require clear guidance and error handling.
- Language barriers: Limited language options can impede user understanding and completion.
- Inconsistent experience: Varying design and functionality across kiosks confuse users.

# Competitor Analysis

## Vision-Box

Advanced ABC Kiosks with seamless biometric enrollment and integrated passenger analytics

### Features :

- Convenient biometric data enrollment, ensuring faster and accurate identity verification.
- Integrated analytics systems, optimizing operations and enhancing the passenger experience by providing valuable insights on flows and patterns.



**secu**net

## SecuNet

Secure ABC Kiosks with HD multispectral sensors and automated document authentication.

### Features :

- Advanced biometric authentication.
- Automated document authentication.



# Unique Features

- Kiosk should have keyboard, numpad, calendar picker and question types for accurate responses.
- Users pre-enroll via phone and scan QR code for faster processing.
- The kiosk should provide robust multilanguage support, enabling users to interact in their preferred language for an inclusive and user-friendly experience.

# User Persona

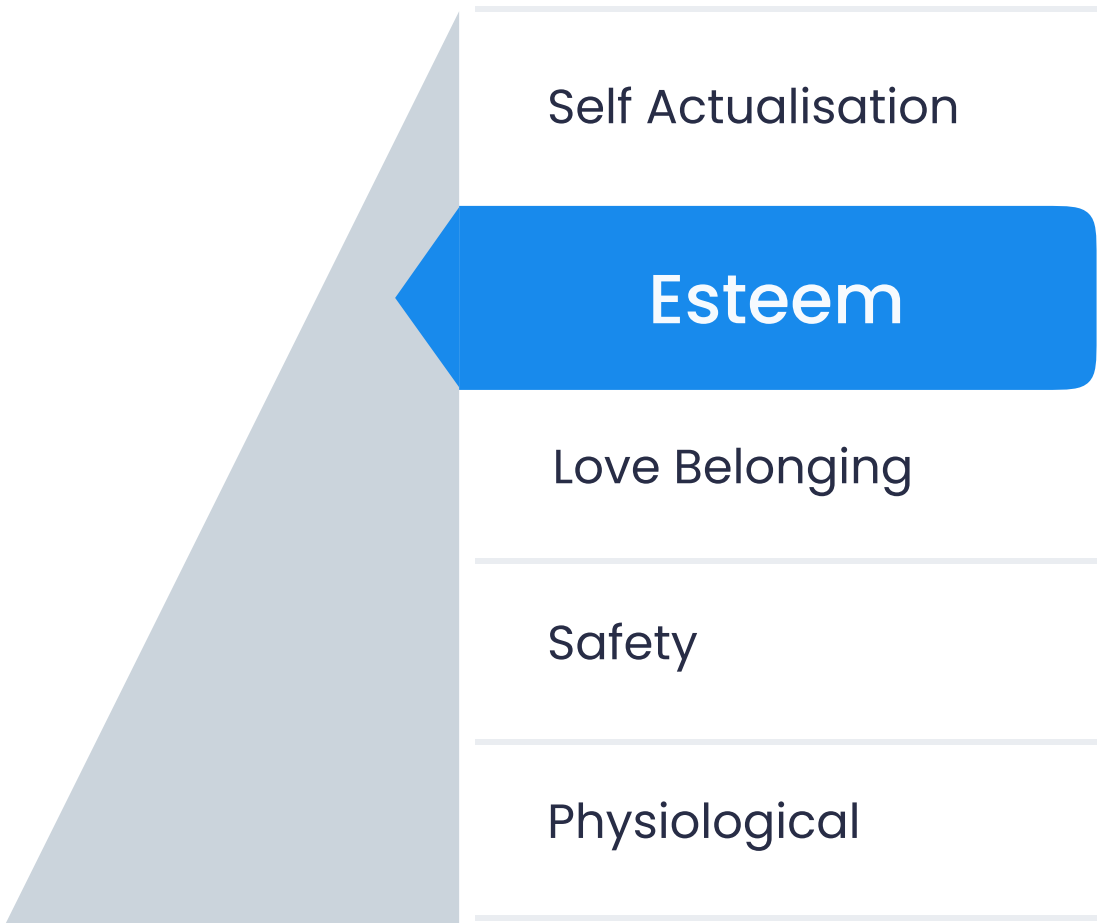


**Traveller Tim**  
Sales Manager

### About

- 35
- American
- MBA
- Employee

### Maslow Pyramid



### Description

Alex is a tech-savvy frequent traveler who values efficiency and convenience.

### A day in their life

- Alex prepares for travel, organizing documents and checking schedules.
- At the airport, Alex efficiently uses self-service options for check-in and bag drop.
- In-flight, Alex works on his business tasks.

### Pain points

- Long queues, wasting time and causing delays.
- Complex forms and unclear instructions overwhelm Alex, hindering timely border crossing.



Traveling for business is already hectic enough. I appreciate self-service kiosks that make border control a breeze. It saves me time and allows me to focus on what truly matters during my trips.

# Eisenhower Matrix

## Urgent

## Not Urgent

### Important

- Multilanguage support
- QR Code capability
- Declaration screens with various of question types
- Error Handling

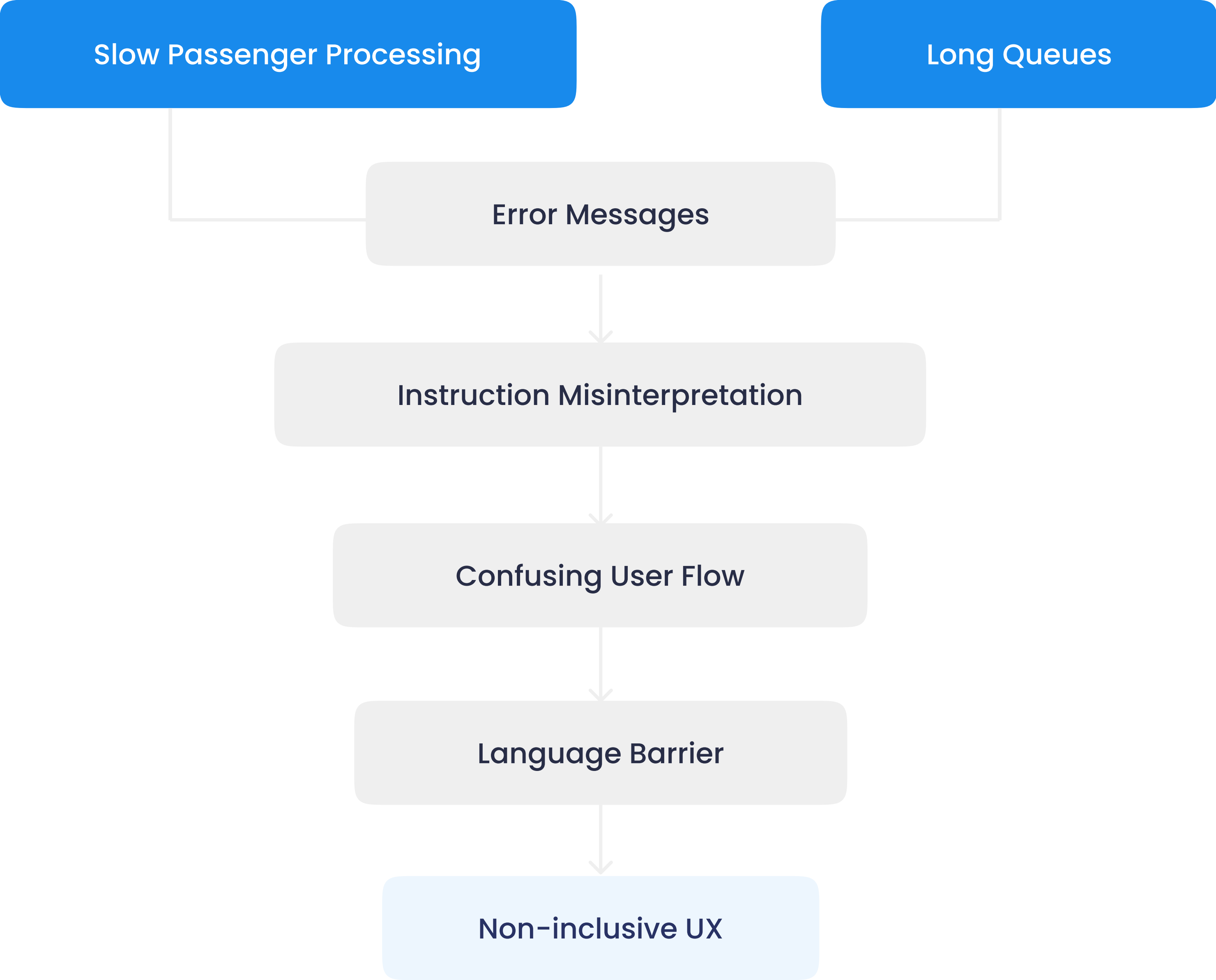
- Digital Keyboard
- Digital Numpad
- Screen reader / voice-over

### Not Important

- Calendar Picker

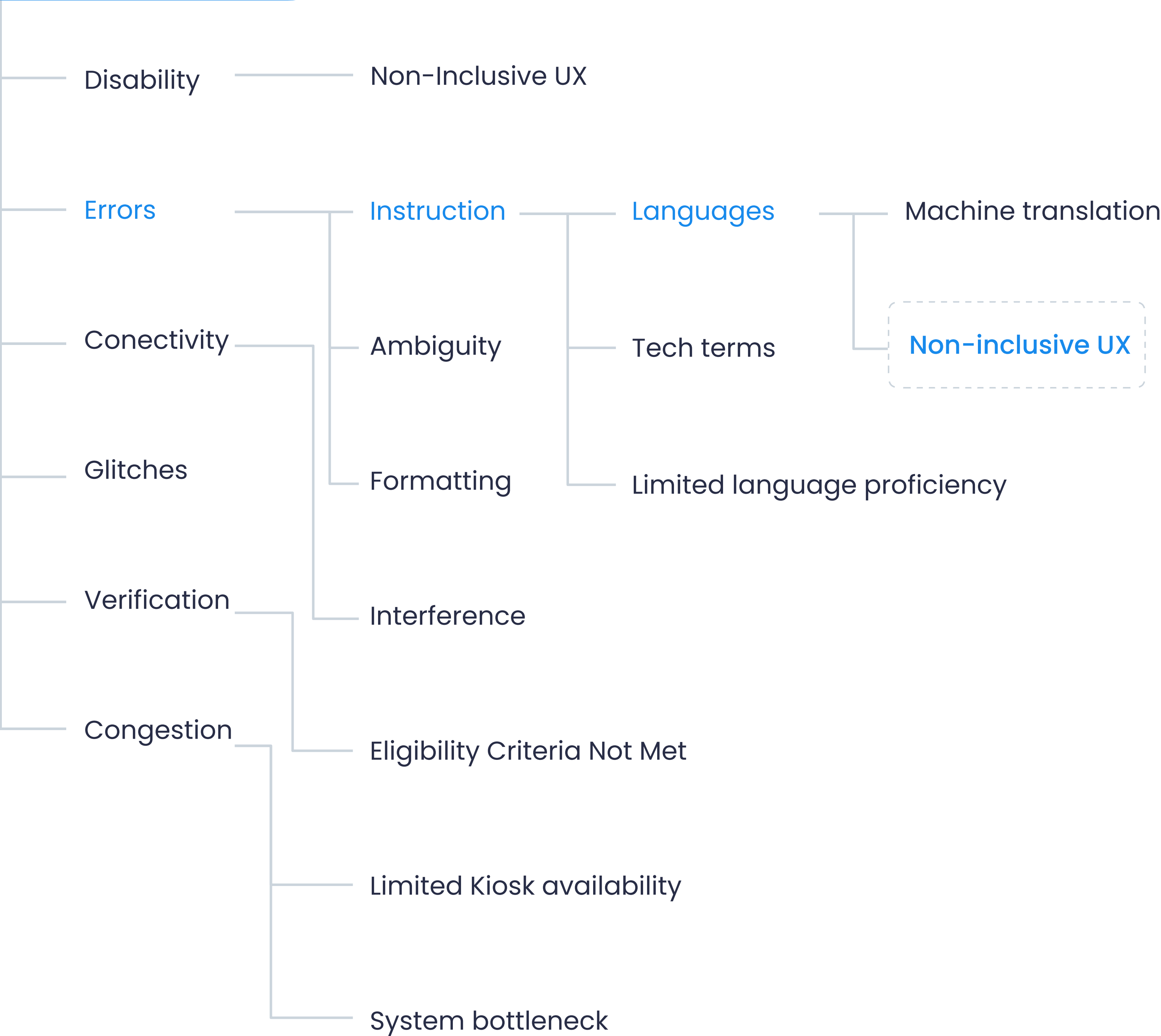
- Videos instead of animations as alternative

# 5 Why Analysis



# Root Cause Analysis (RCA)

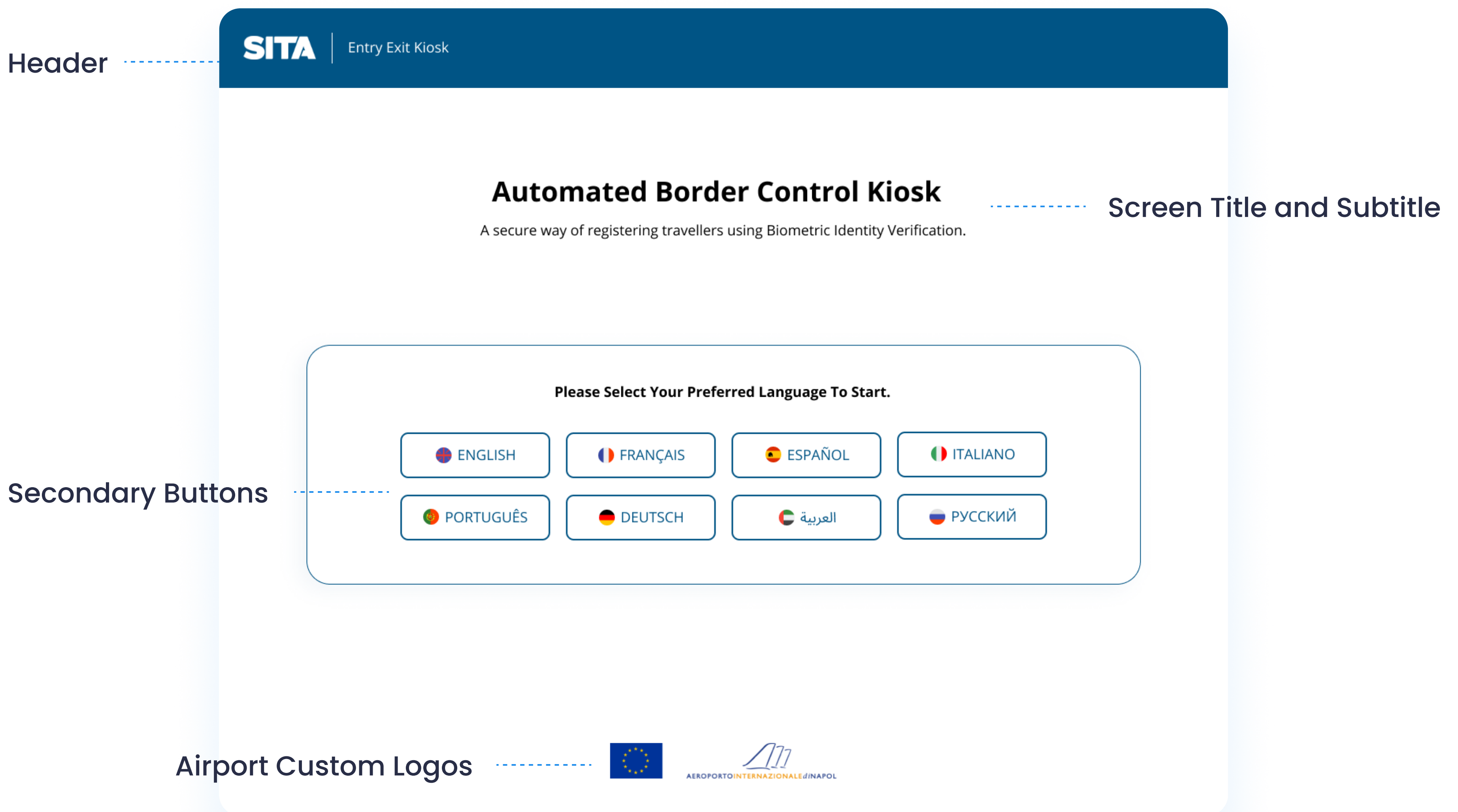
Slow Passanger Processing



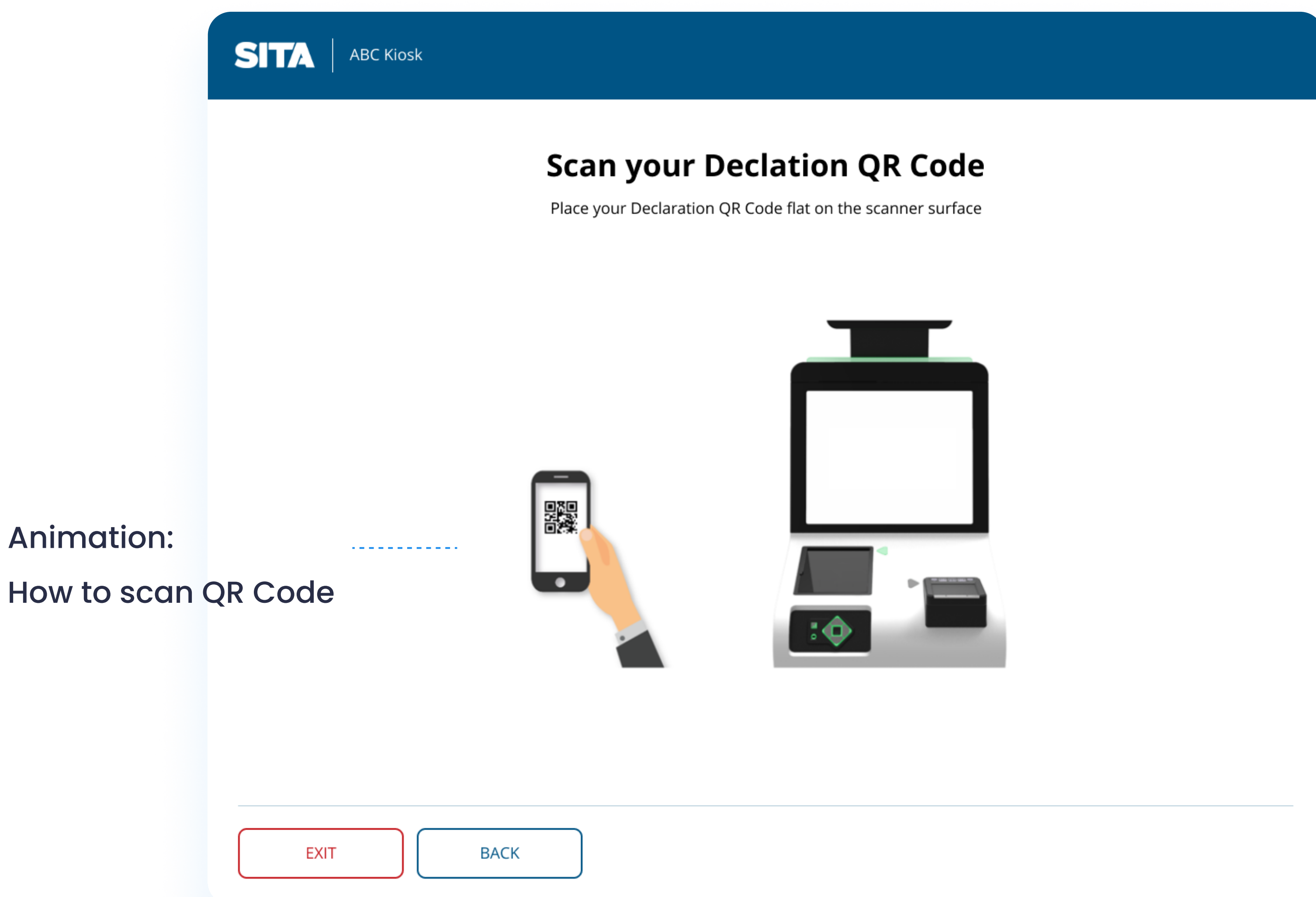


# Major Screens

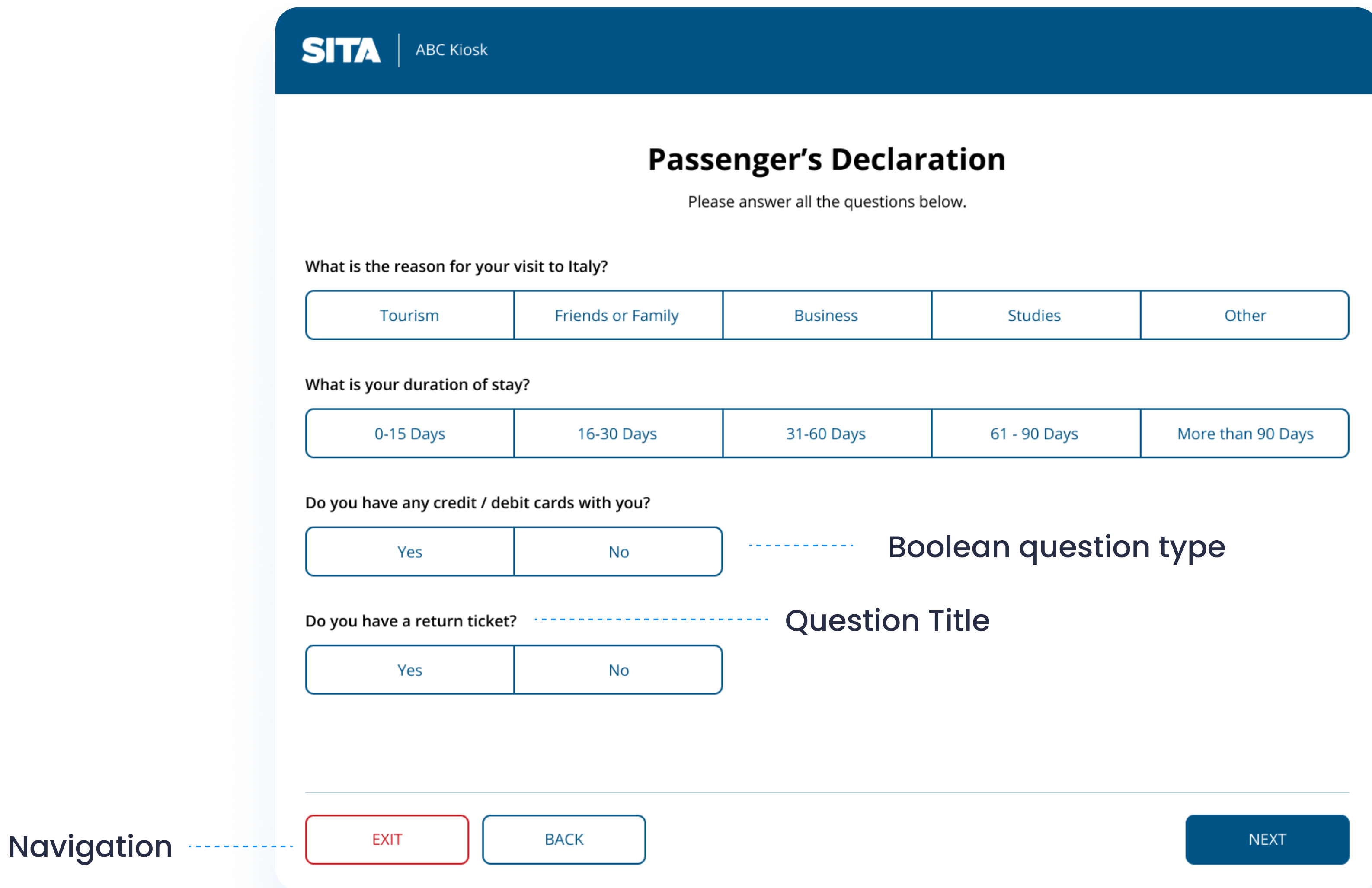
## Language Selection Screen



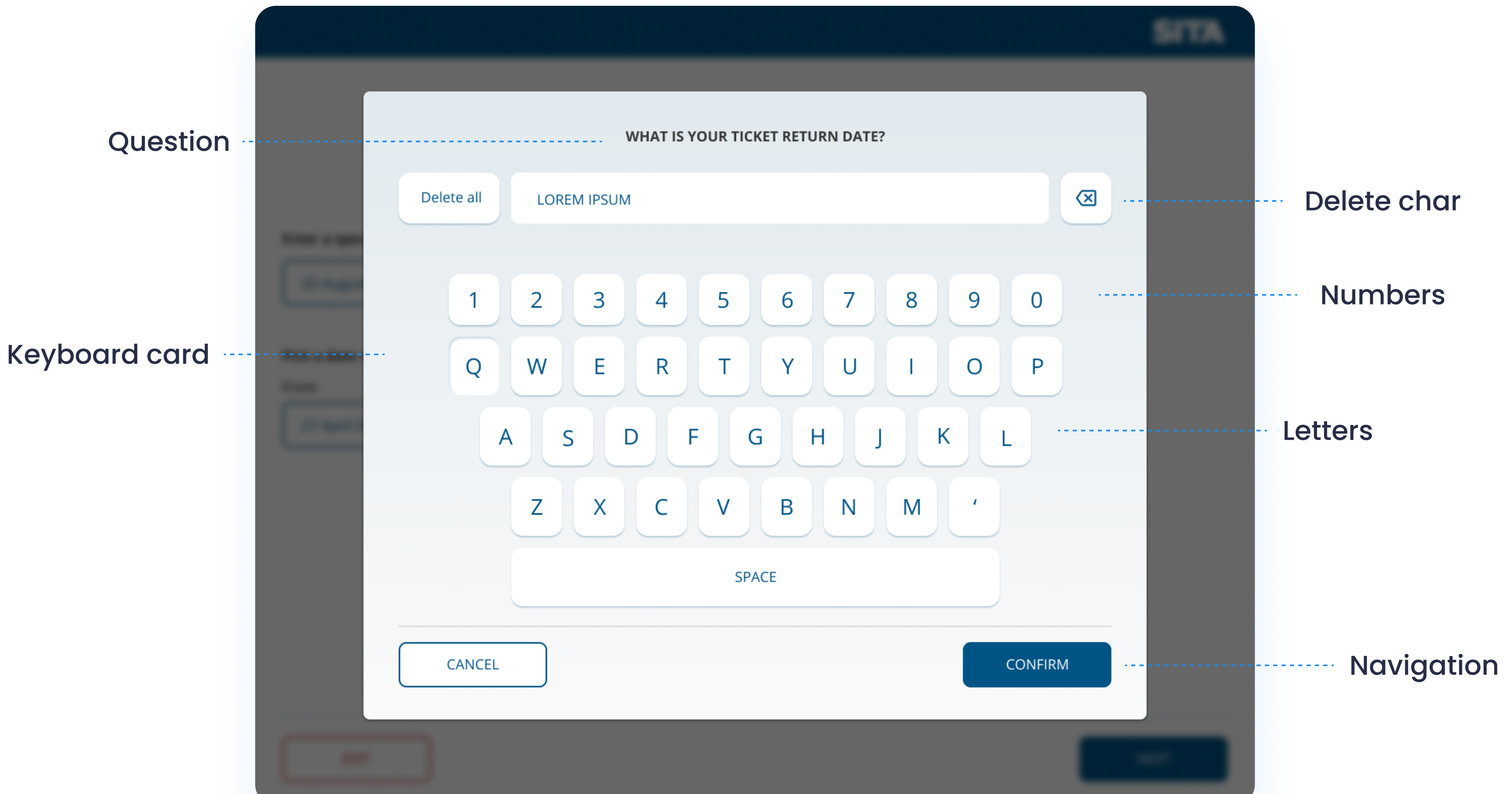
## QR Code Screen



## Declaration Screen

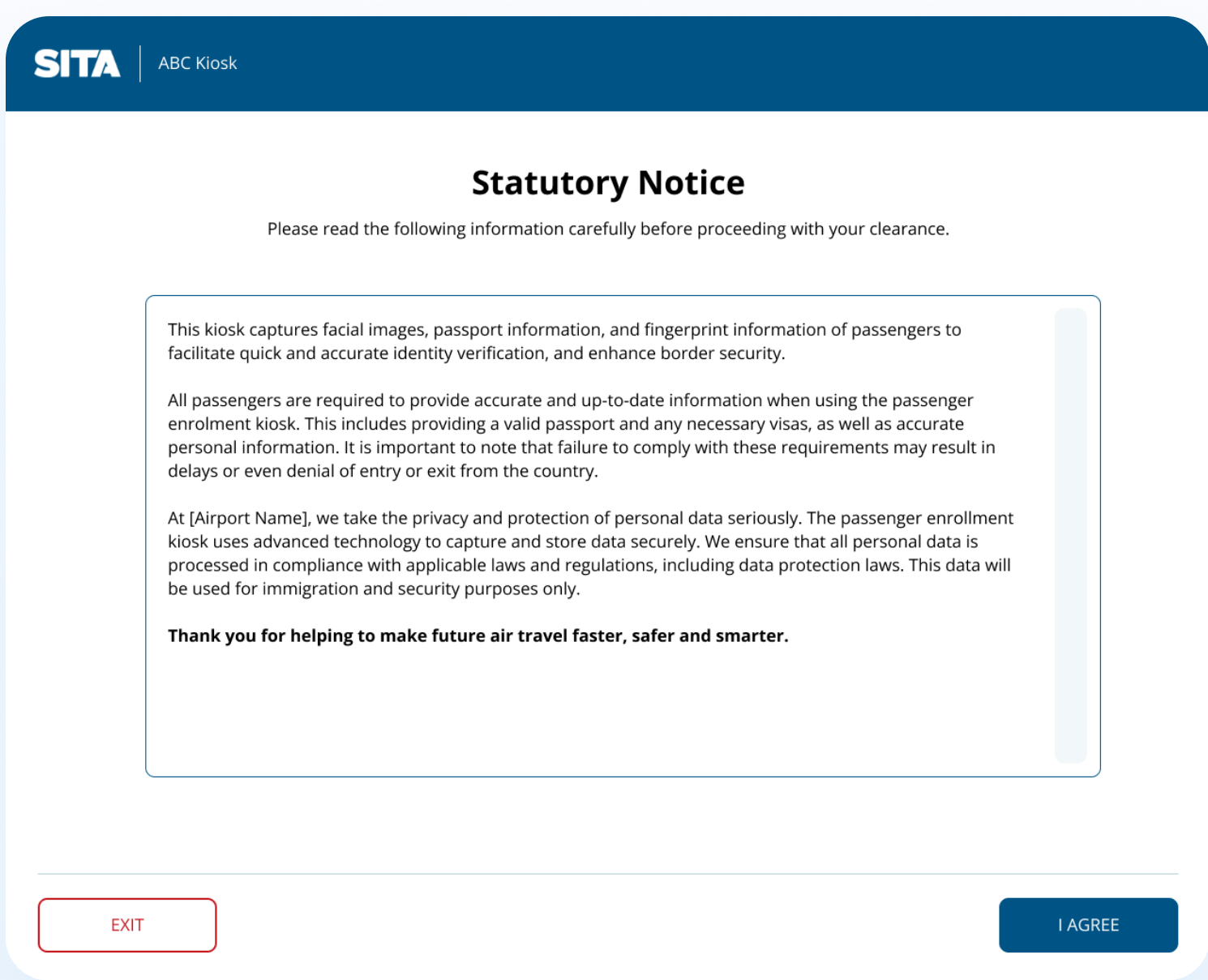


## Keyboard Screen

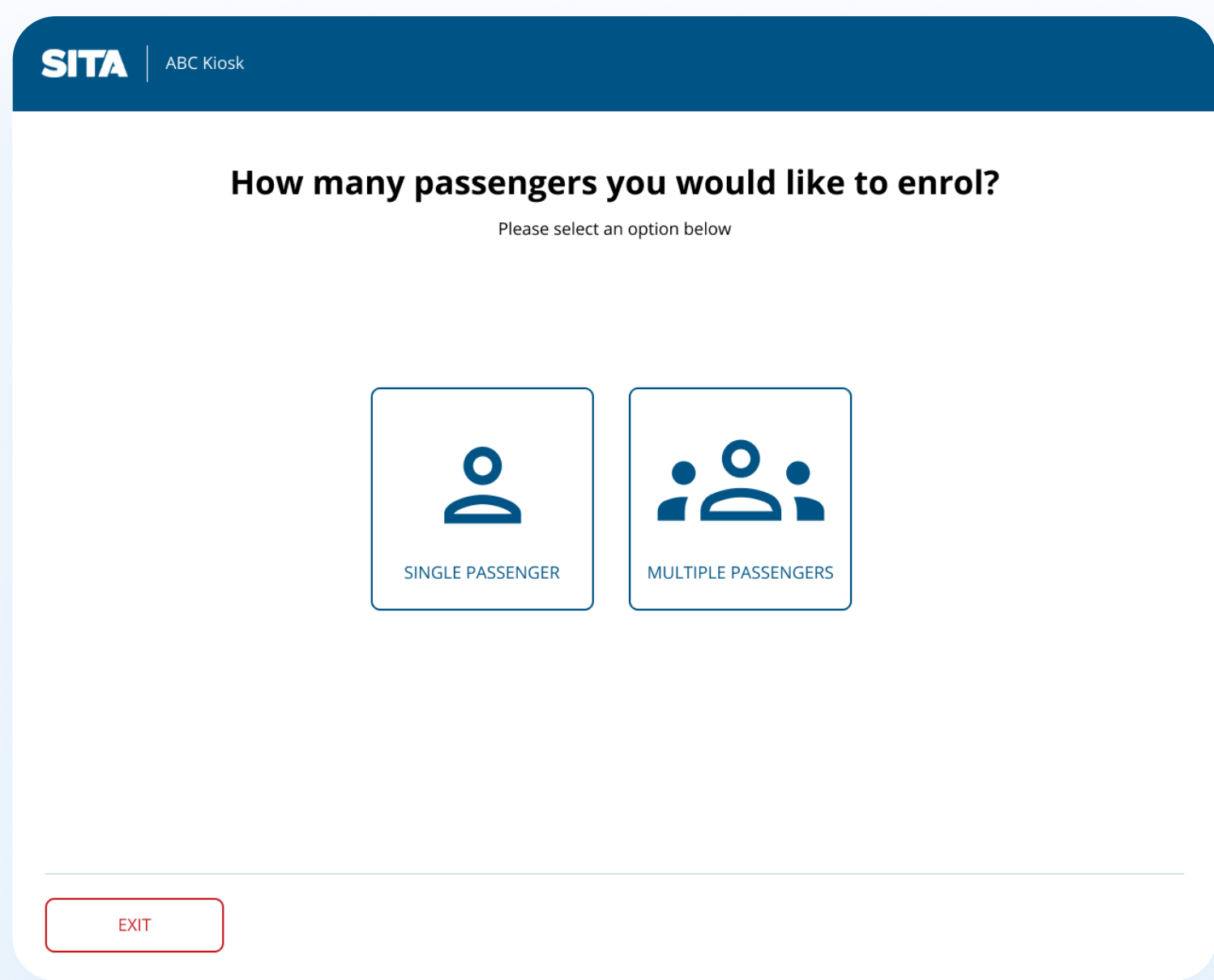




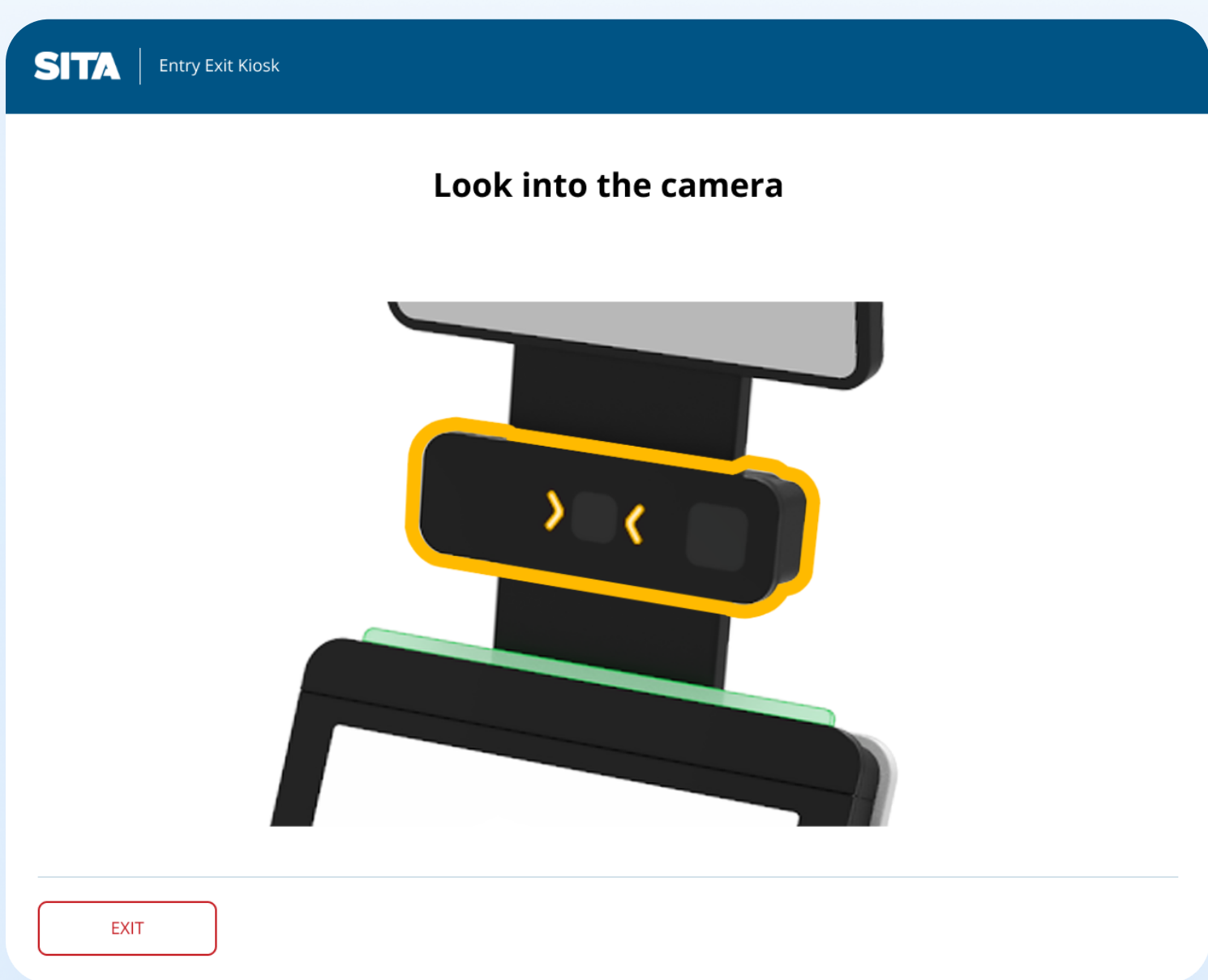
# Screens



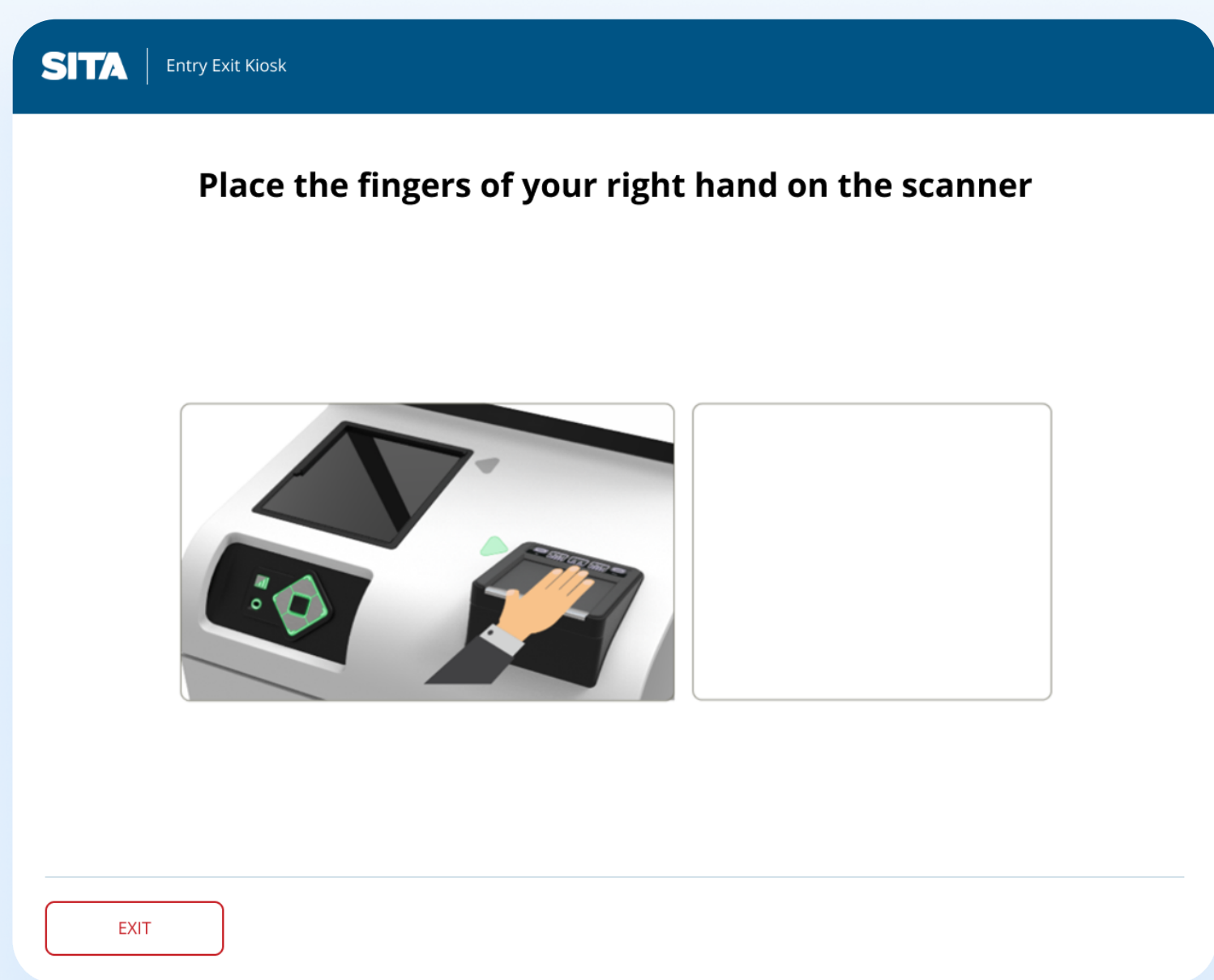
Statutory Notice



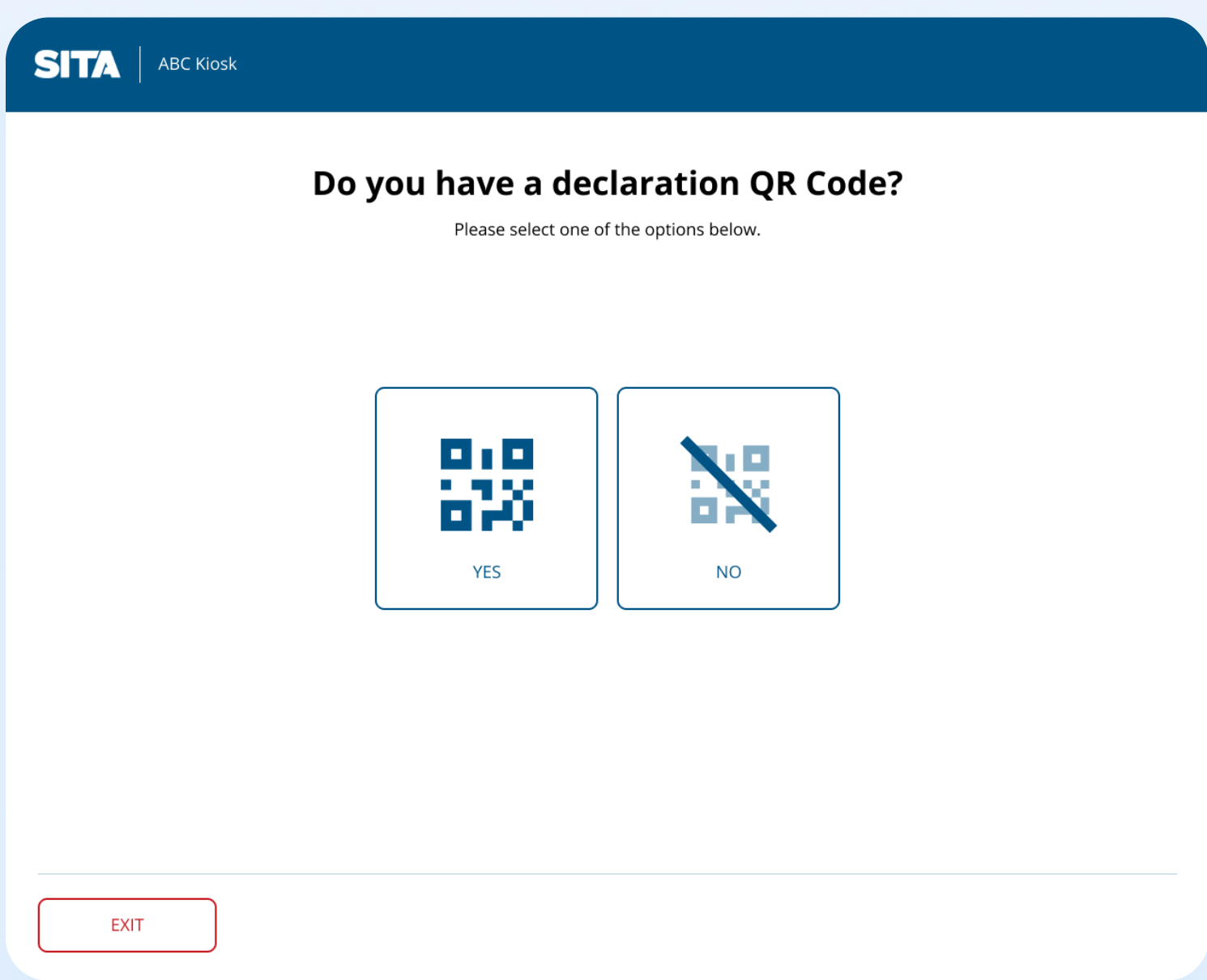
Number of Passangers



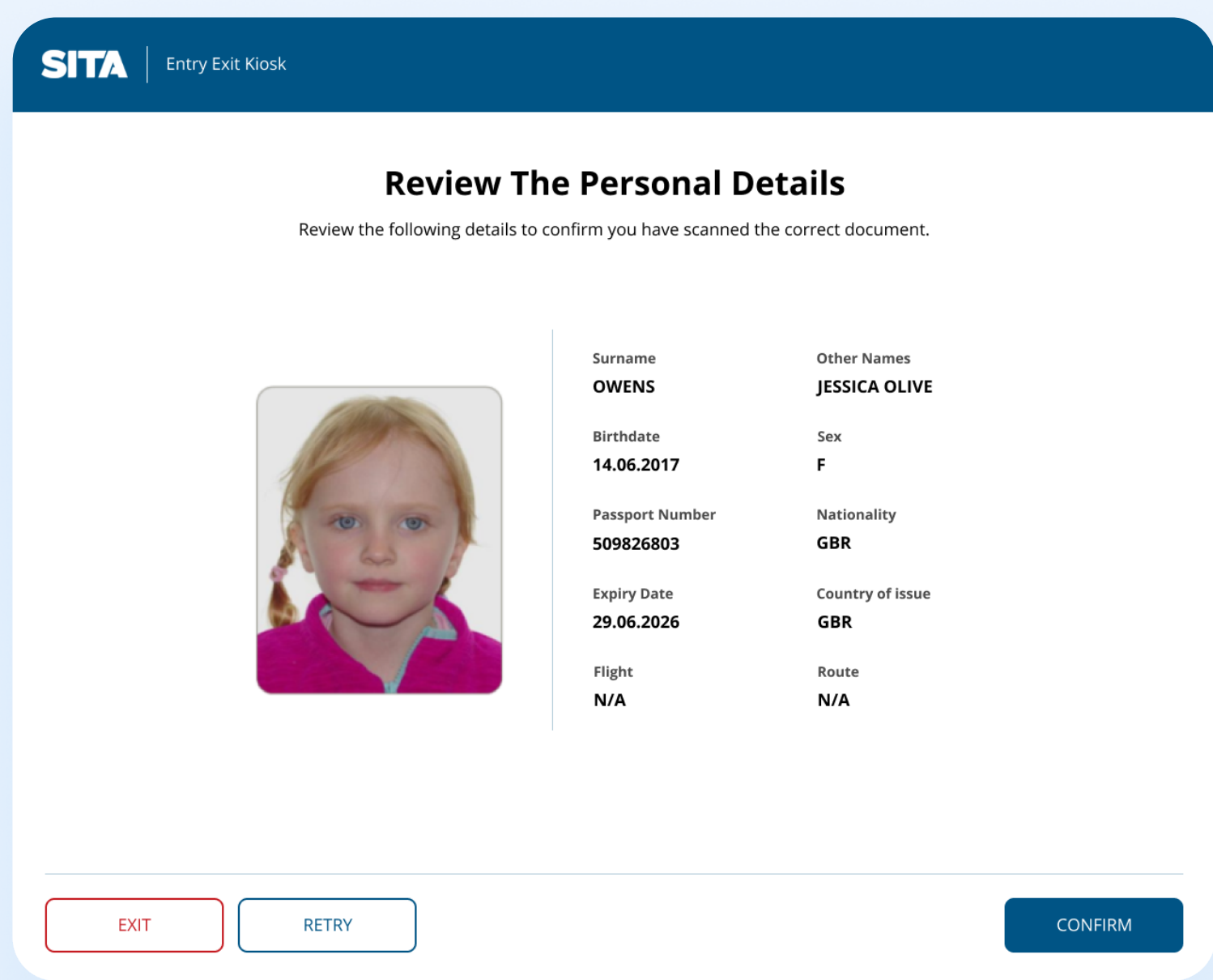
Face Capturing



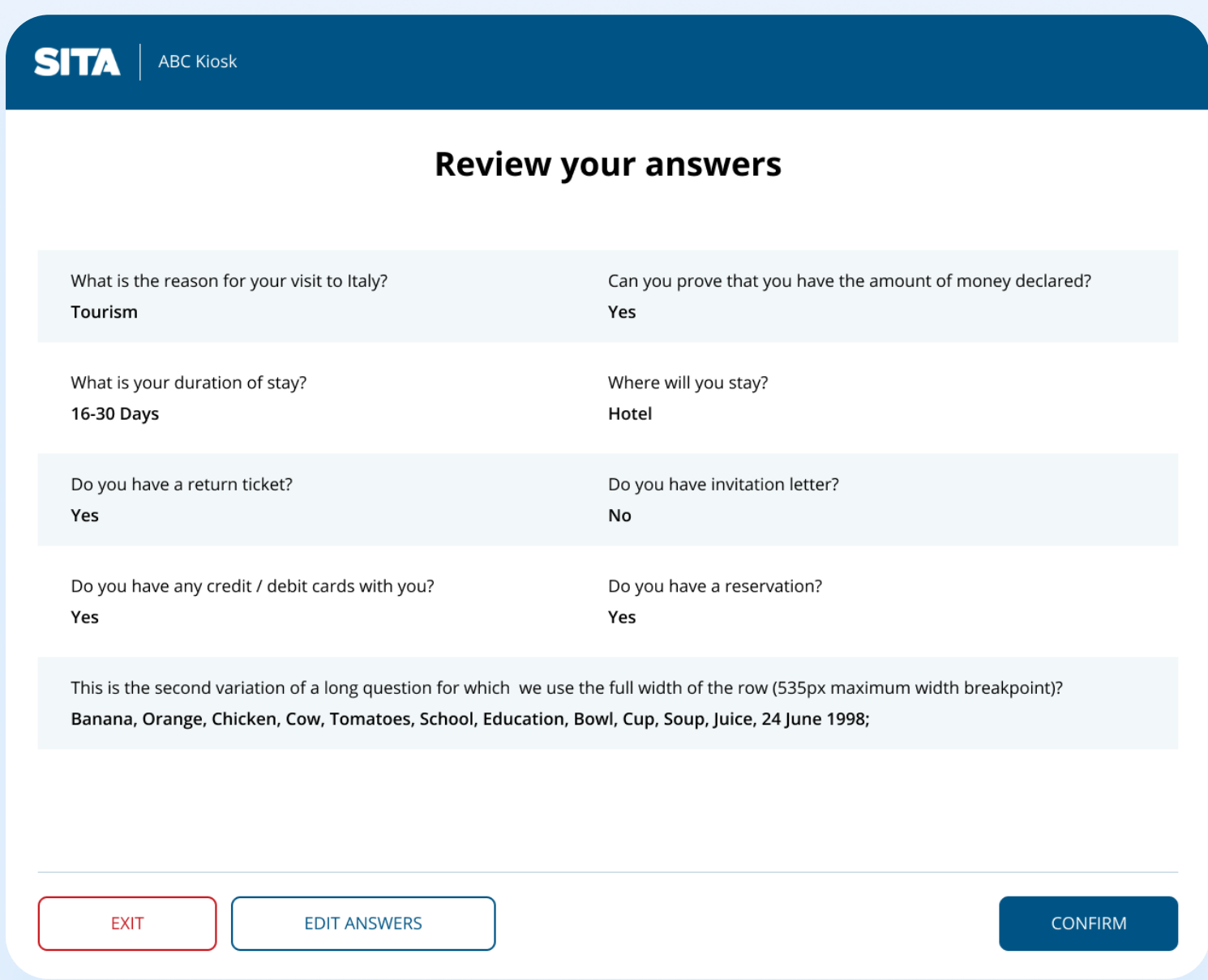
Fingerprints Capturing



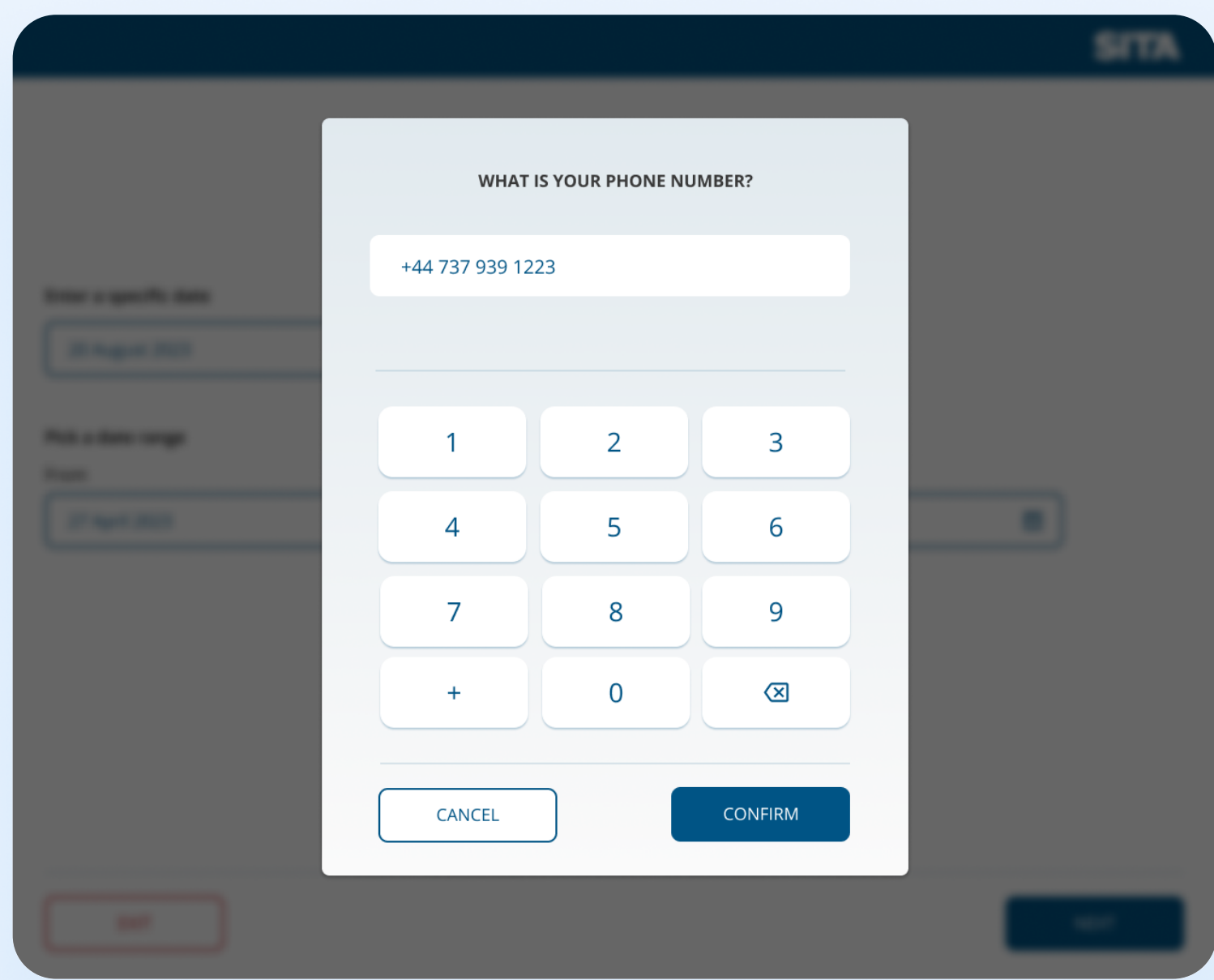
QR Code Question



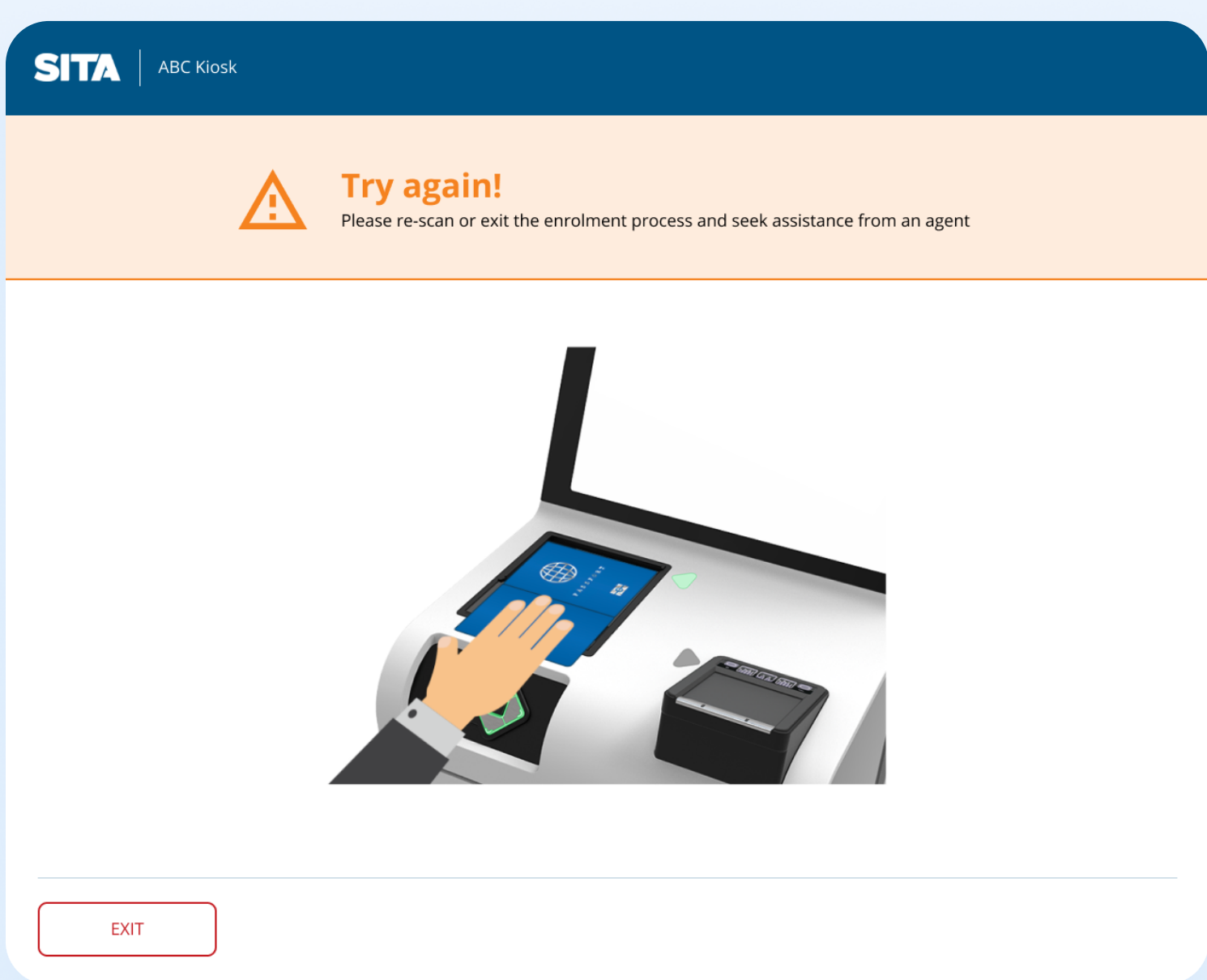
Passenger Details



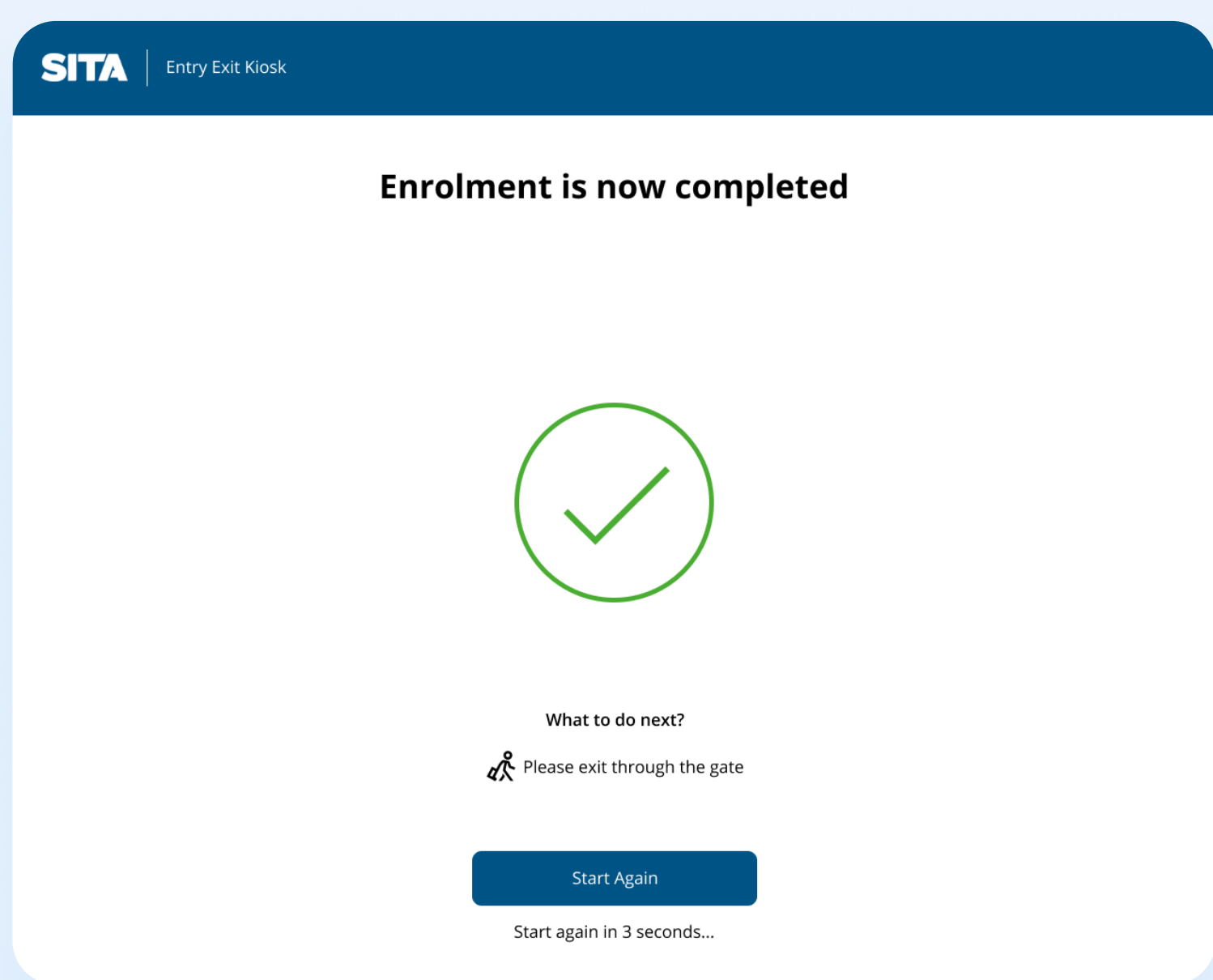
Declaration Summary



Numpad Keyboard Pop-up

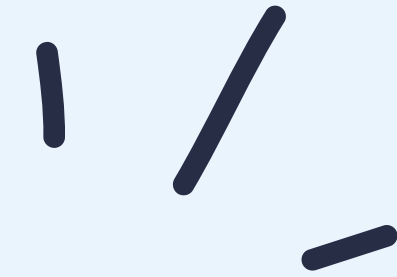
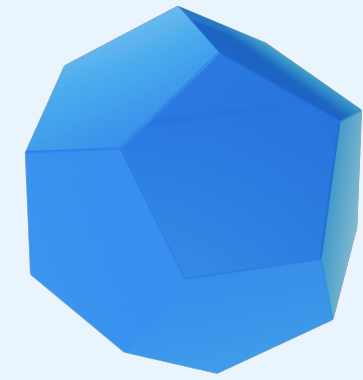


Error Handling



Successful Flow End





**Thank You  
For Reading**

