Case Study

Delta Kiosk

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Lead Interaction Designer

Existing kiosk:

- Reservation Search
- Check-In
- Itinerary Changes
- Employee Needs
- Baggage Check

Challenge

Prove Delta's New Brand – move beyond a look and feel and to a promise of innovation, improved ease of use, and respect for the traveler

Improve consistency with delta.com

Support global expansion

Requirements:

Increase non-agent check-in

Increase Kiosk approachability

Increase the completion rate of each of the Kiosk functions

Raise Kiosk satisfaction (across expanded language scope)

Customer Insight

Behavior observations and customer interviews led to persona development

NON-USER | **NOVICE** | **BASIC** | **POWER**

ANGELA

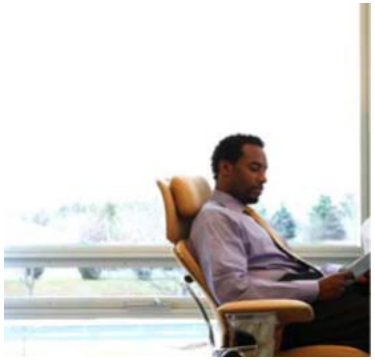
“No, I’ve never tried to use one. I’m not familiar with it and I’d rather deal with a person.”

NANDO

I came in the door with my bags—looked around—saw the “self check-in” signs and the long lines at the agent, and walked over to it. I never used it before and I did it myself.”

BETTE

“I didn’t know you could check bags at the kiosks. Oh, I’ll use it when I’m on my own without my baby and just have a carry-on. But not today.”



PAUL

“I use online for my home airport and kiosks at guest airports. I use online as much as possible, and kiosk after that.”

Interaction Design

High Level Flow

Provided visual high level view of check-in process

Focus on key functions Provided targeted direction to targeted key functions.

Validate Identification

Retrieve Itinerary

Change Itinerary

Check-in

Welcome

Common Vocabulary

Allowed team to understand problem with shared terms

Guiding principals

Keep it simple, 80/20 rule

Eliminate, shorten, simplify

Basic Flow

Detailed level basic flow

Confirmed business rules

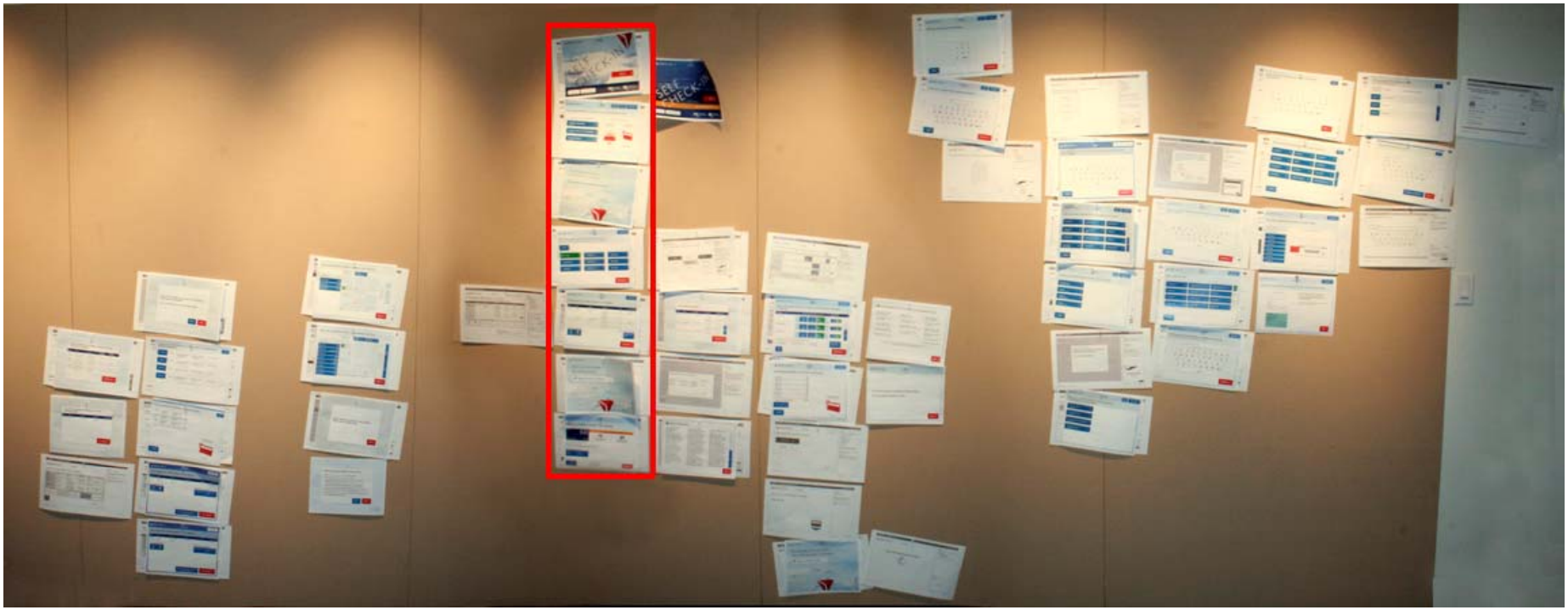
Provided detailed information to propose changes

Detailed flows:

1. Start & Identification Validation
2. Retrieve Itinerary (Primary Methods)
3. Manage Itinerary and Check In
4. Change Seats
5. Add SkyMiles
6. Special Services
7. Change Flights
8. Upgrade
9. International Travel
10. Pass (Employee) Travel
11. Swipe/Scan Exceptions
12. Retrieve Itinerary (Secondary Methods)
13. Amenity
14. Credit Card Payment

Interaction Design: the wall

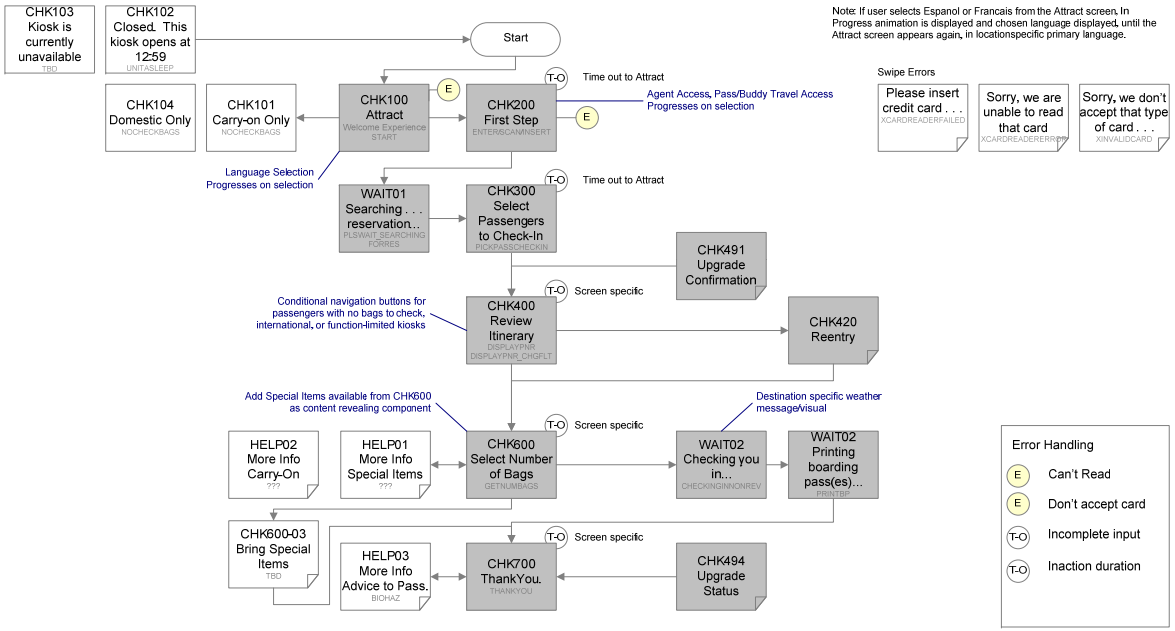
- Provided macro/micro insight into work in progress
- **Focus on ‘Happy Path’**
- **Key tool to define templates**
- **Near food :)**



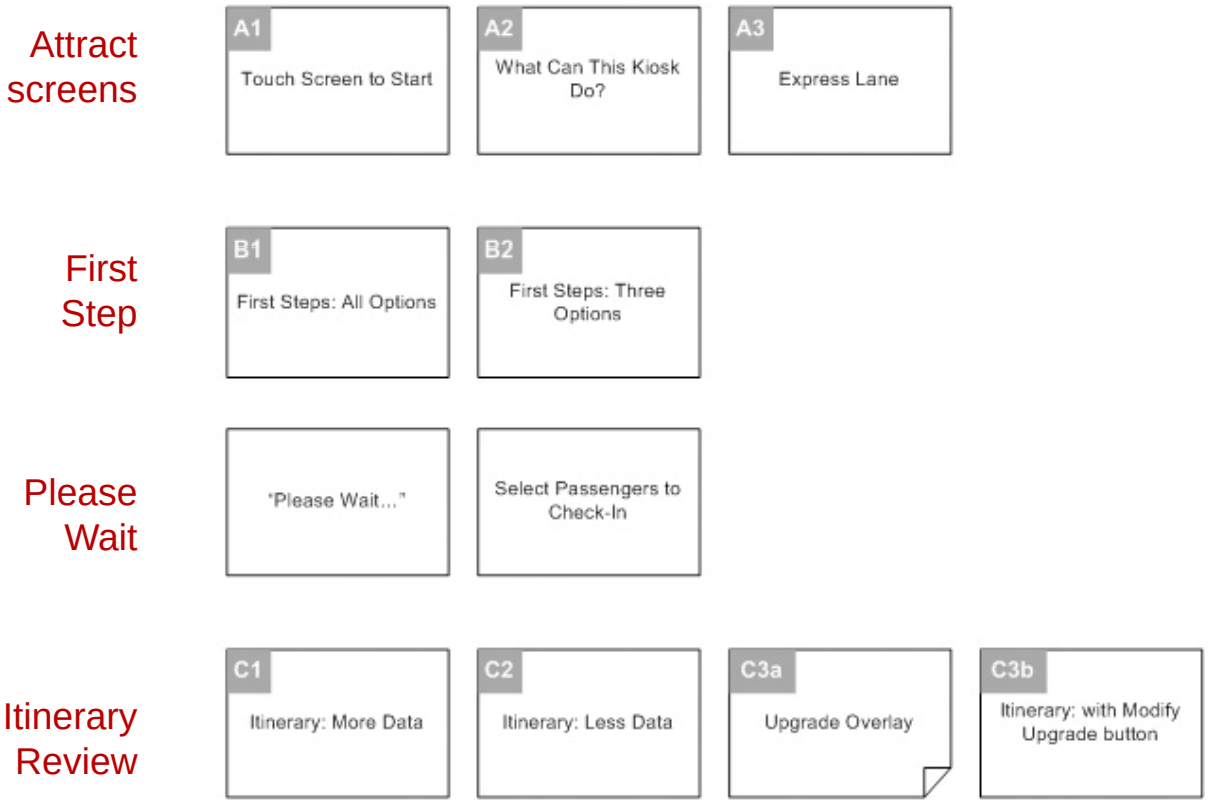
Interaction Design

BASIC FLOW

- Provided detailed level with annotations
- **Indicated page types, messaging, and what changed**
- **Simple tool,** team members provided detailed feedback early in process



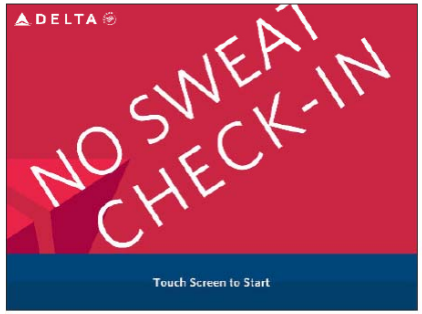
Targeted screens

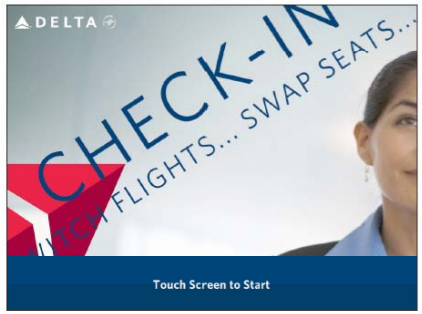


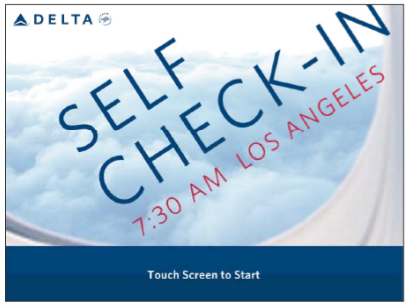
Attract Screen

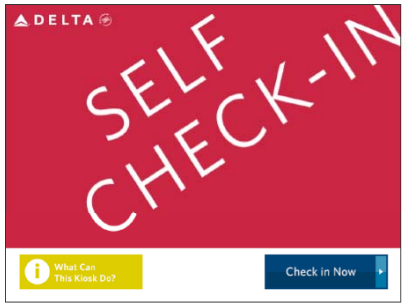
IA and creative medley

MUST HAVE	COULD HAVE
Delta logo	Language selection
Supergraphic	Welcome message
Start	What kiosk can do
	Find your itinerary
	Time of day

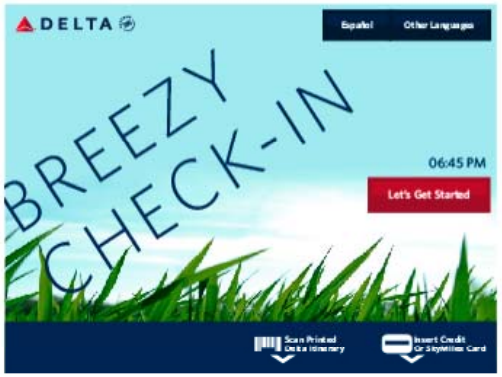


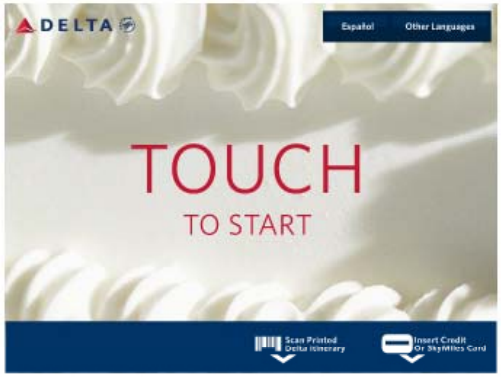


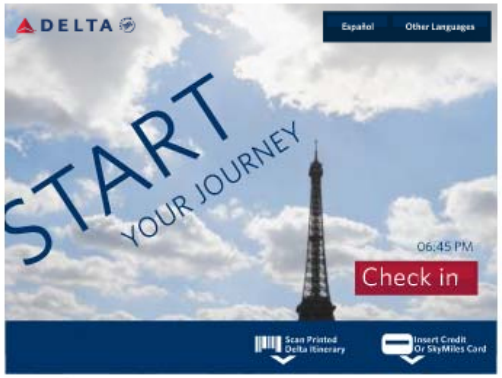


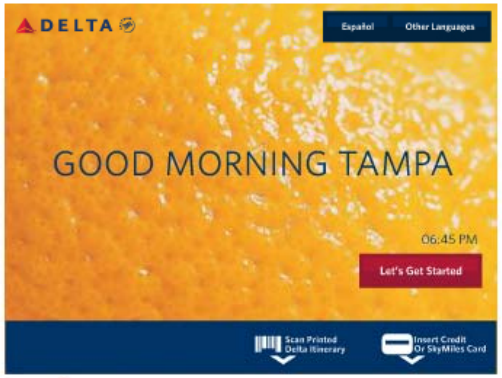


Off Strategy

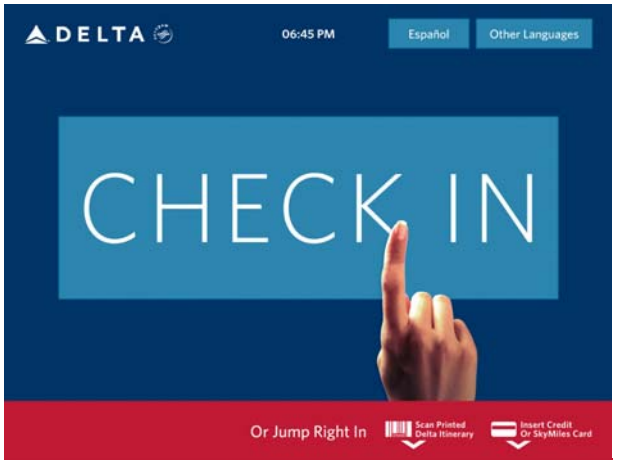


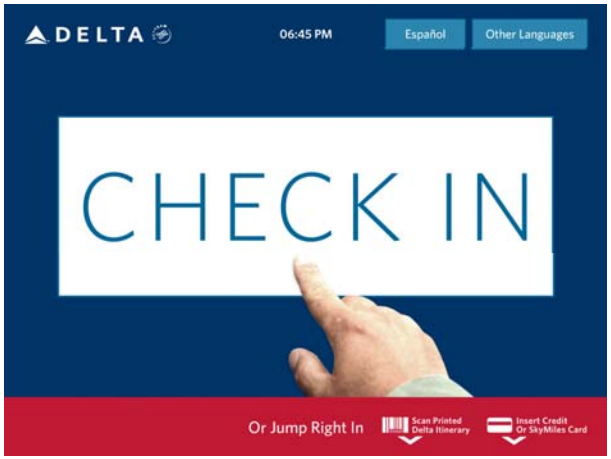


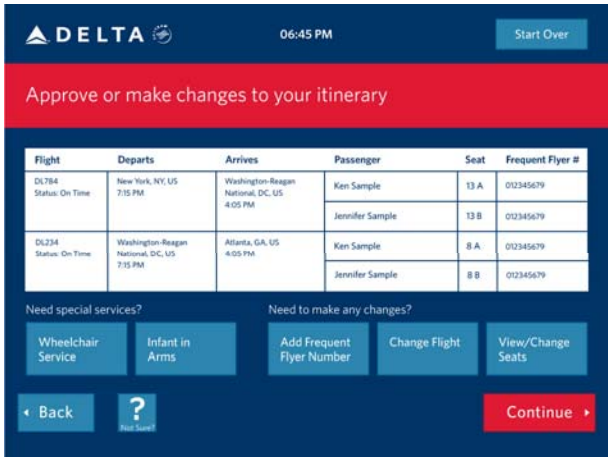




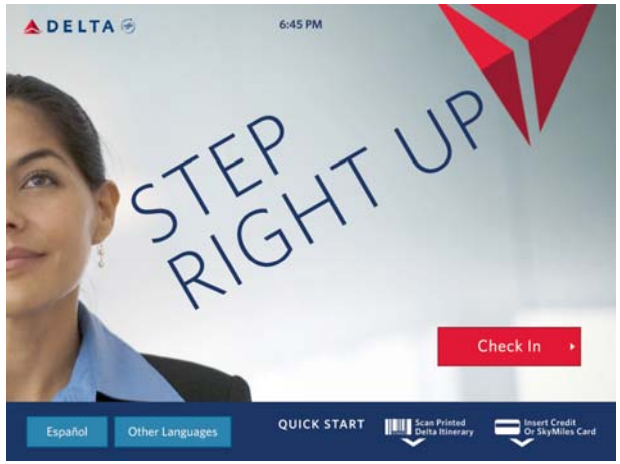
Touchable kiosk

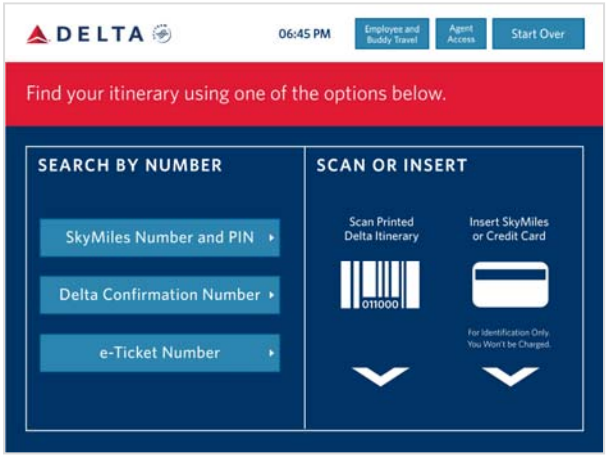




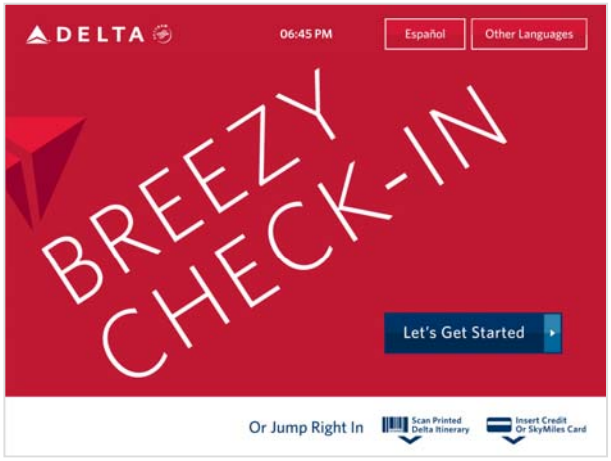


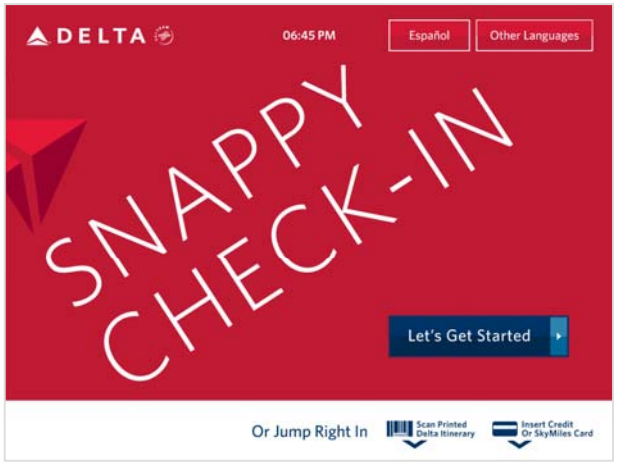
Virtual agent

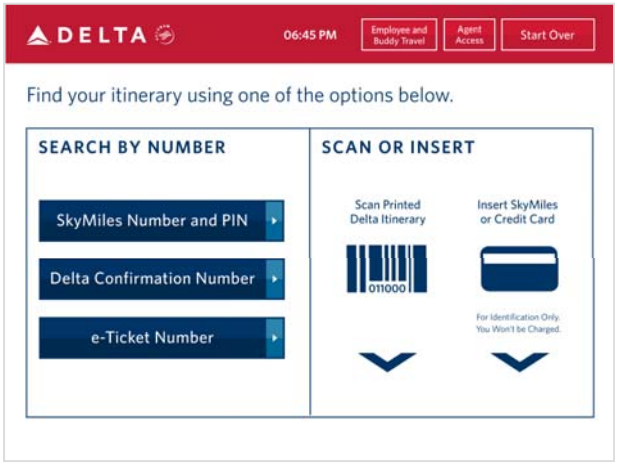




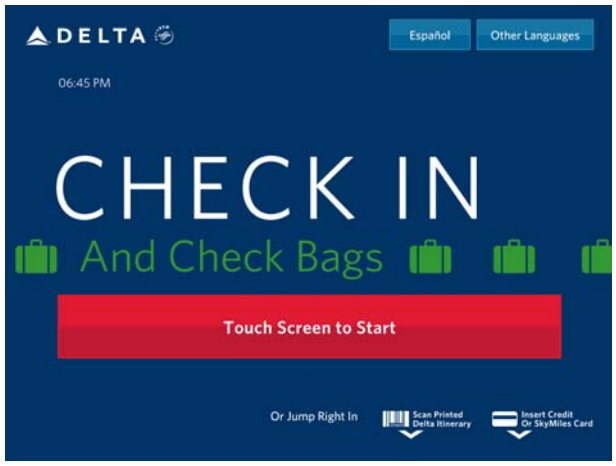
Bold and branded

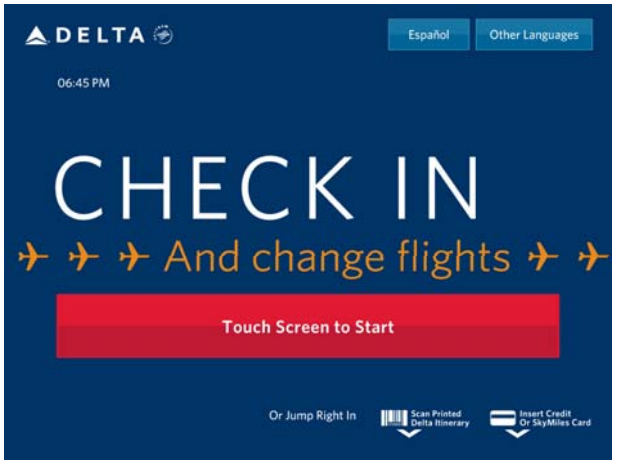






Icons





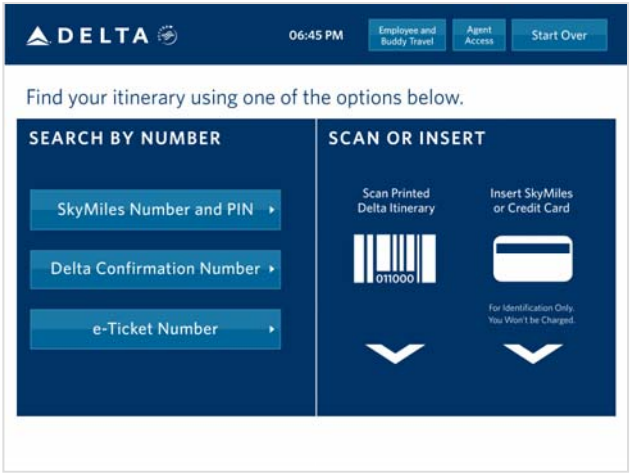
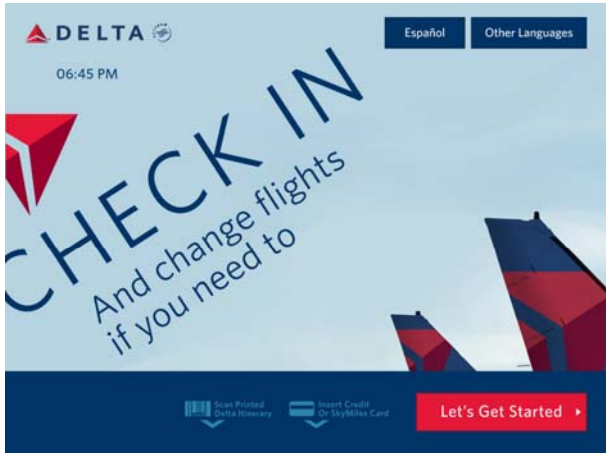
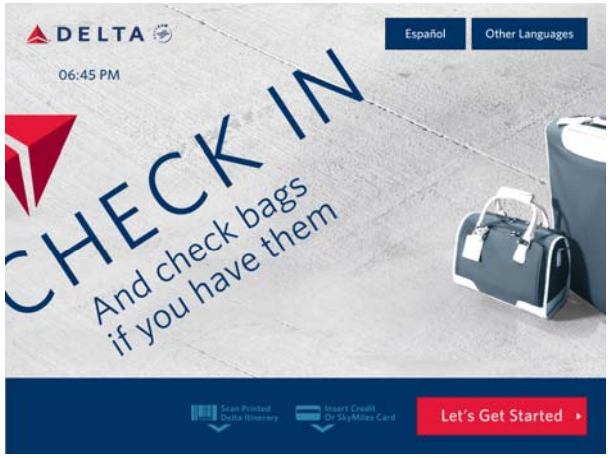
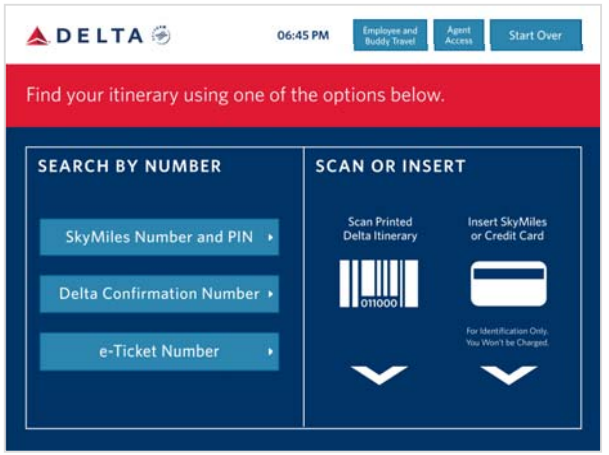


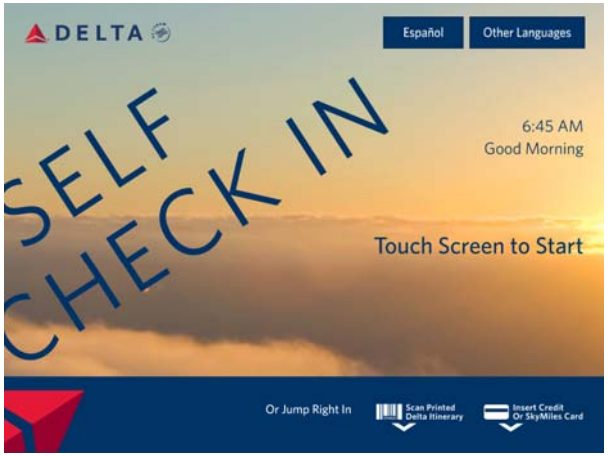
Photo icons

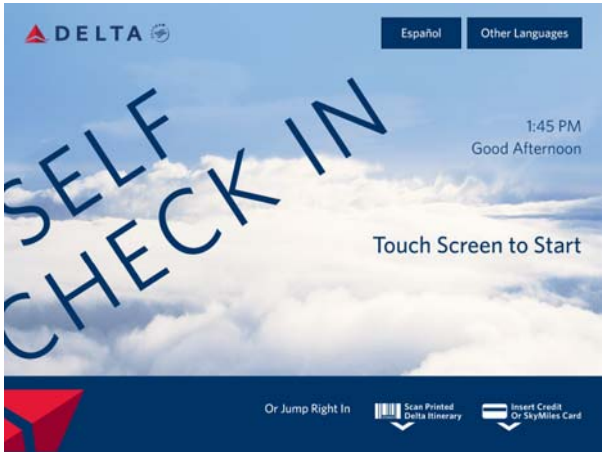


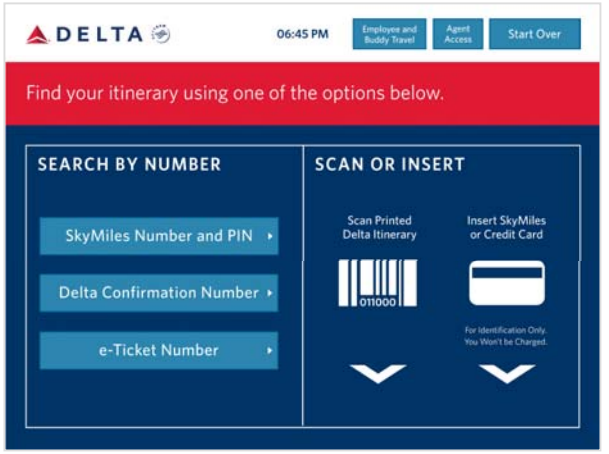




Dreaming



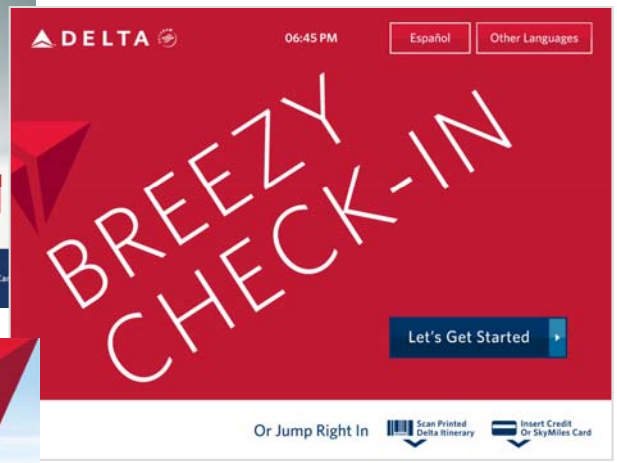


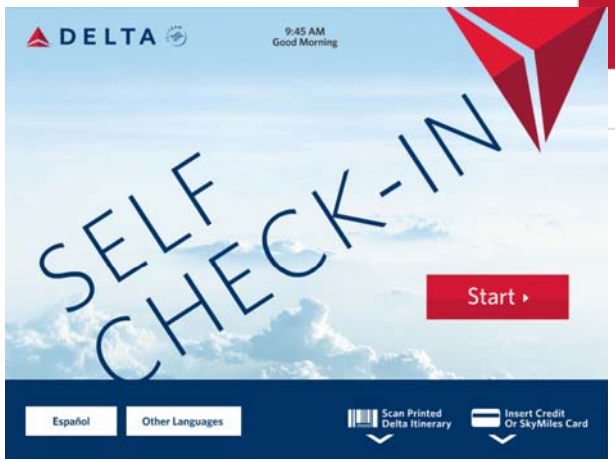


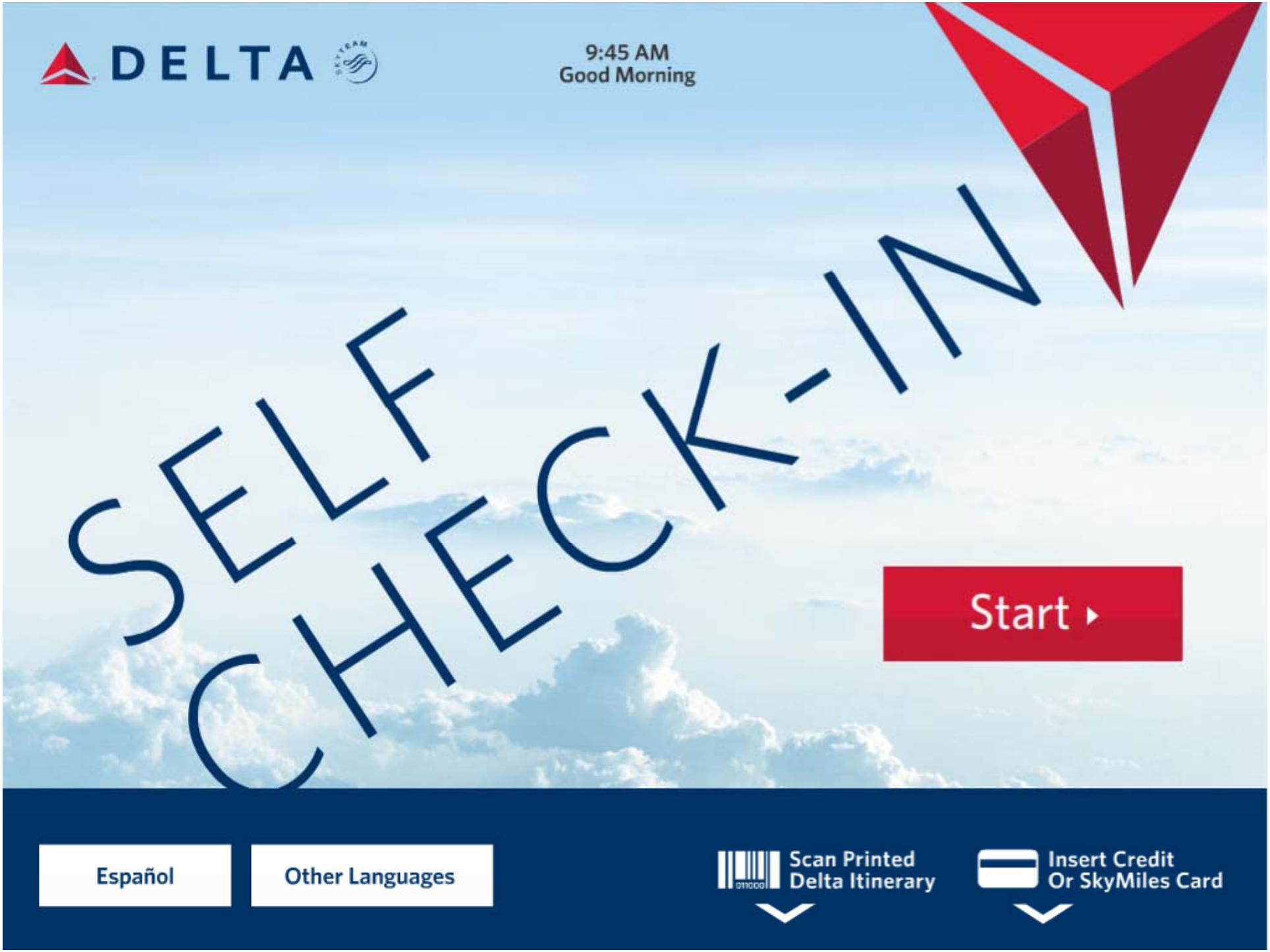
DELTA
SELF
Self Service Check-In
Domestic & International
DELTA

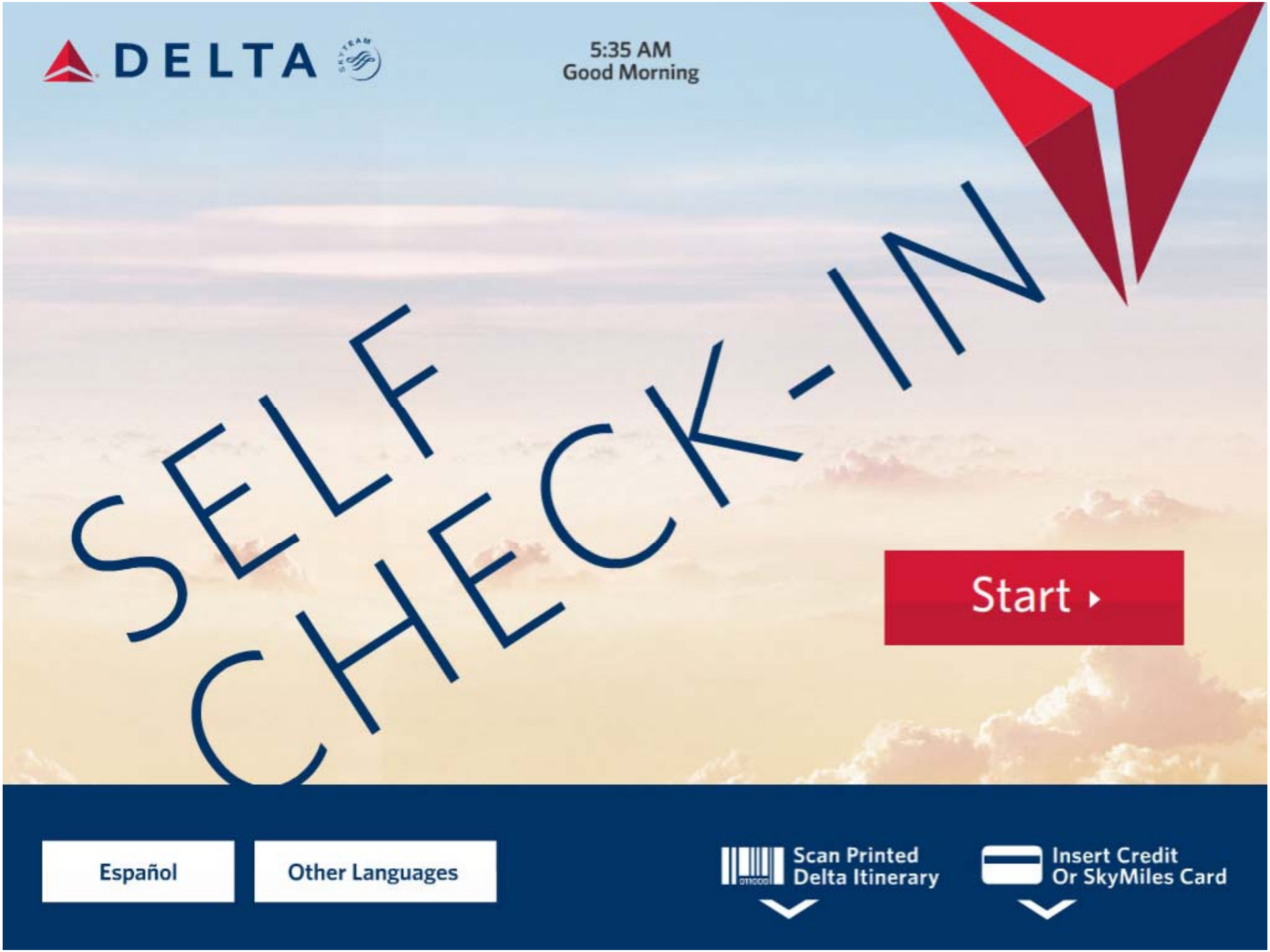
Brand/ Approachability study

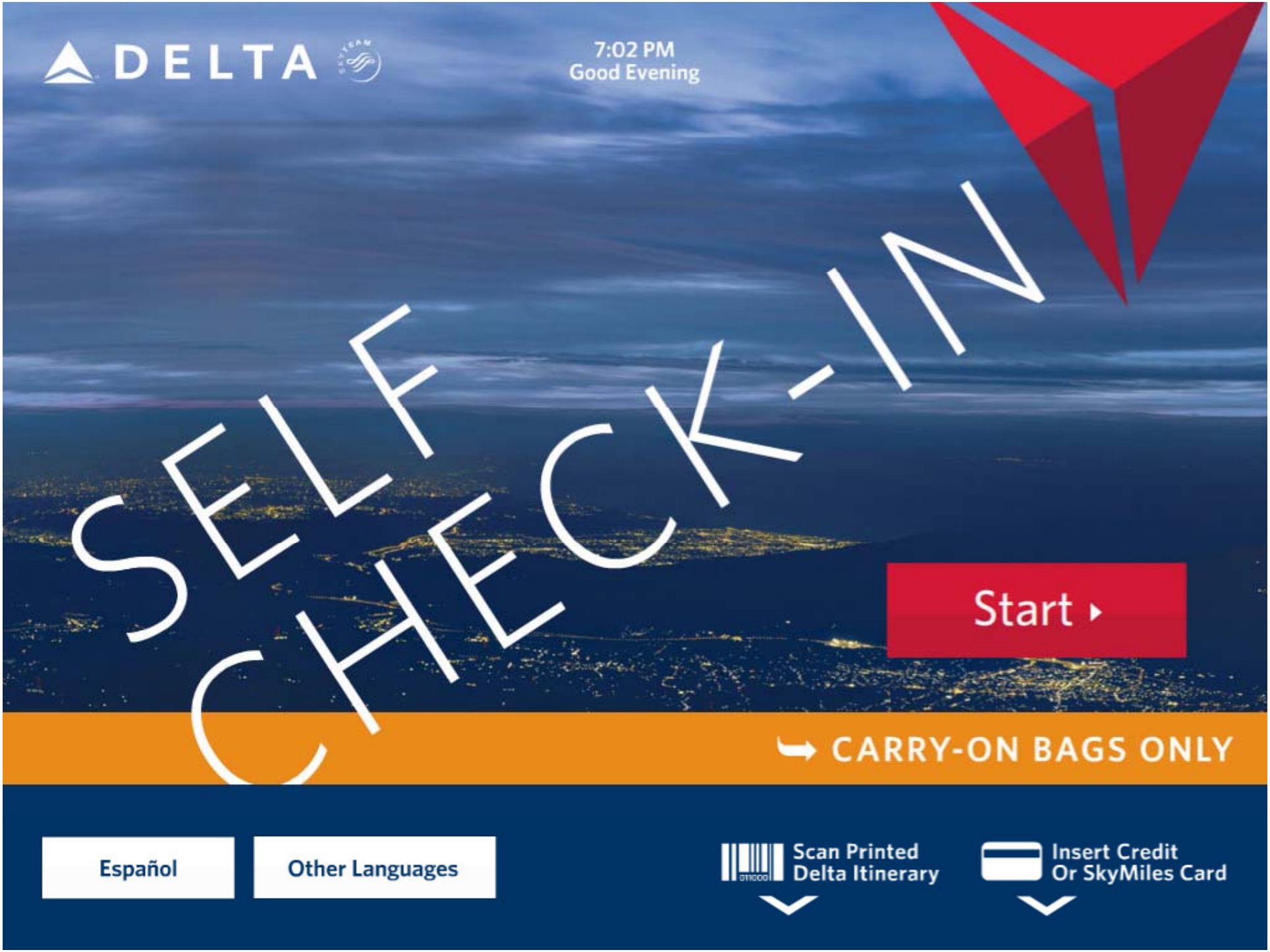
- Early usability on 1st steps and itinerary
- Pick a concept





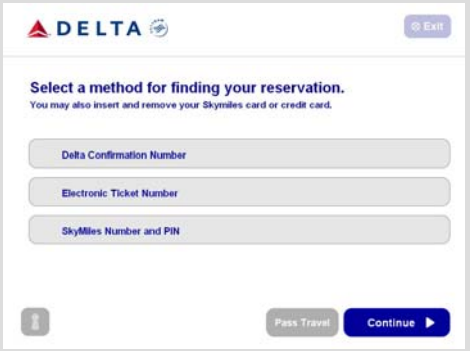

DELTA
9:45 AM
Good Morning
SELF CHECK-IN
Start
Español
Other Languages
Scan Printed Delta Itinerary
Insert Credit Or SkyMiles Card


DELTA
5:35 AM
Good Morning
SELF CHECK-IN
Start
Español
Other Languages
Scan Printed Delta Itinerary
Insert Credit Or SkyMiles Card

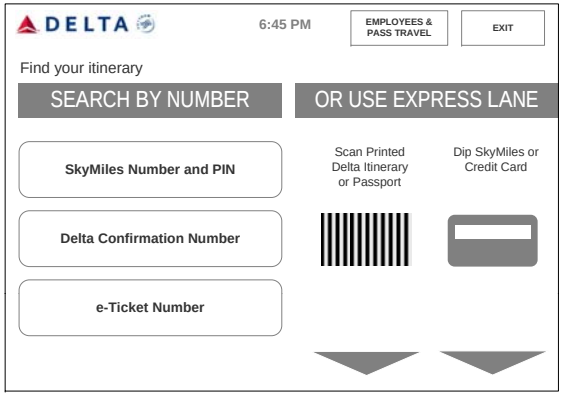

DELTA
7:02 PM
Good Evening
SELF CHECK-IN
Start
CARRY-ON BAGS ONLY
Español
Other Languages
Scan Printed Delta Itinerary
Insert Credit Or SkyMiles Card

First Step

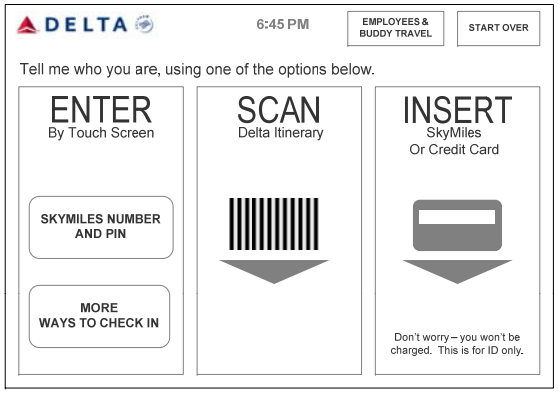
RAPID USABILITY TESTING



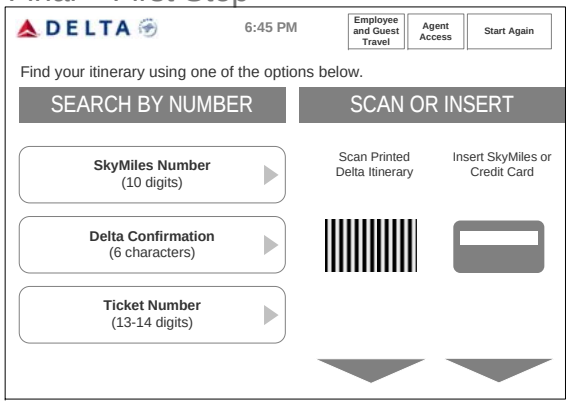
B1- First Step, All Options

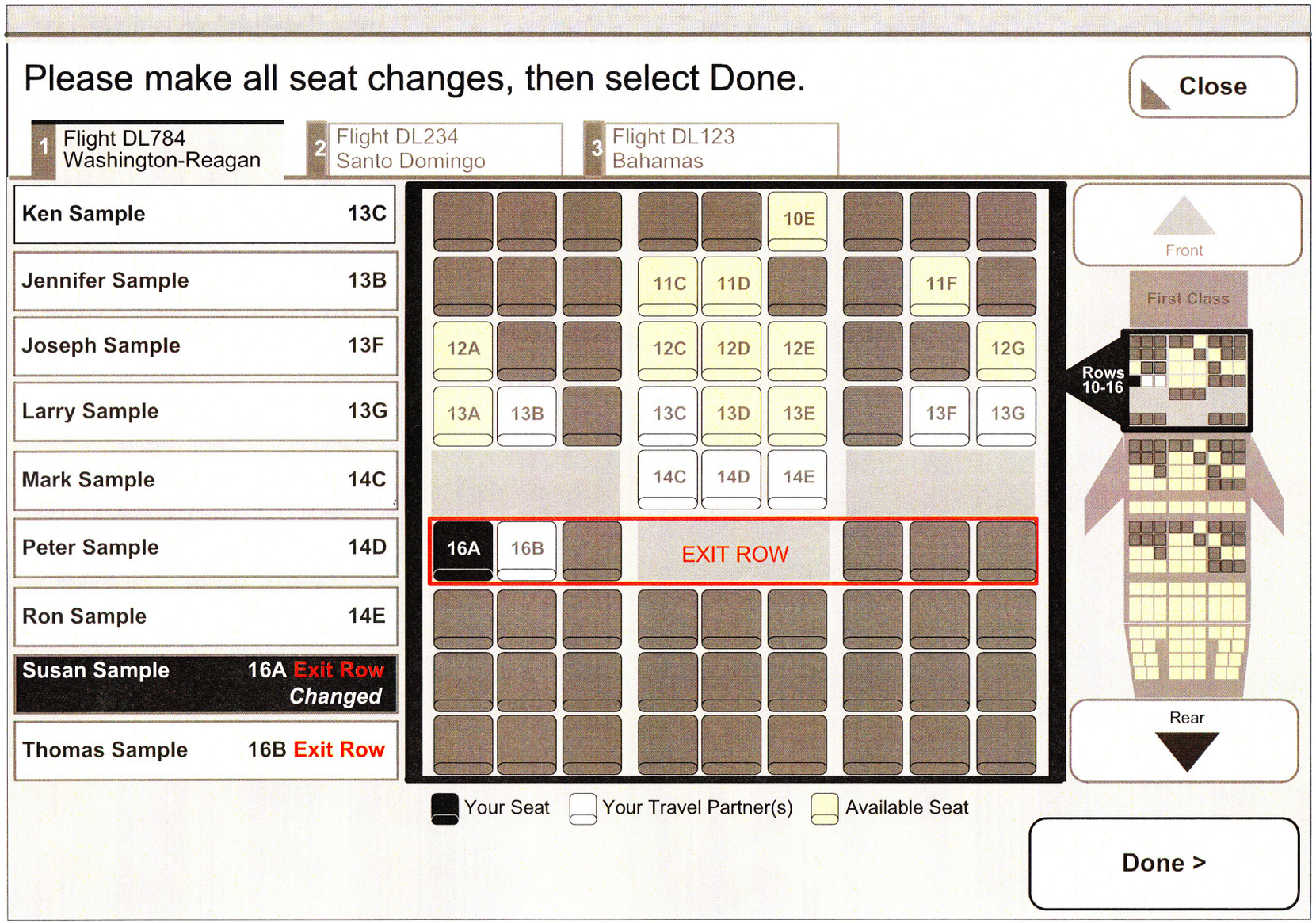


B2- First Step, Three Options



Final – First Step





NOTES

This layout: Shows up to 5 plane sections with Front/Rear buttons to scroll (aligns with proposed itinerary and other screens with potential to scroll).

Assumes: 9 passengers, 3 legs.

Screen Elements:

- Close button
- Passenger button(s)
- Section seat buttons
- Plane Front/Rear buttons
- Done button

Notes:
Dynamic prompt, "No seats available"
Inactive time out after specified duration. Time out after user selection, but not completed task

Verification: Verify largest width configuration, Boeing 777 – 3-3-3.

Page Type: Expand - Overlay

DELTA

9:45 AM
Good Morning

Employee Pass Travel | Agents Only | Start Again

Let's start by finding your itinerary using one of the options below.

SEARCH BY NUMBER

SkyMiles Number
(10 digits)

Delta Confirmation Number
(6 characters)

Ticket Number
(13-14 digits)

OR SCAN

Printed Delta Itinerary

OR INSERT

SkyMiles or Credit Card

For identification only.
You won't be charged.

DELTA

9:45 AM
Good Morning

Begin Again

Please approve or make changes to your itinerary.

Flight	Departs	Arrives	Passenger	Seat	Frequent Flyer #
DL784 On Time	New York-La Guardia 6:00 AM	Washigton-Reagan Na... 8:05 AM	Sara Samplenopul...	7 B	01234567901
			Ken Sample	7 A	01234567901
			John Samplenopulos...	8 B	01234567901
			Amy Sample	8 A	01234567901
			Sara Samplenopulos...	Not Assigned	01234567901
			Ken Sample	Not Assigned	01234567901
			John Samplenopulos...	Not Assigned	01234567901
			Amy Sample	Not Assigned	01234567901
			Jacob Sample	Not Assigned	01234567901

Need special services?

Wheelchair

Lap Child

Want to make any changes?

Request Upgrade

Add Frequent Flyer Number

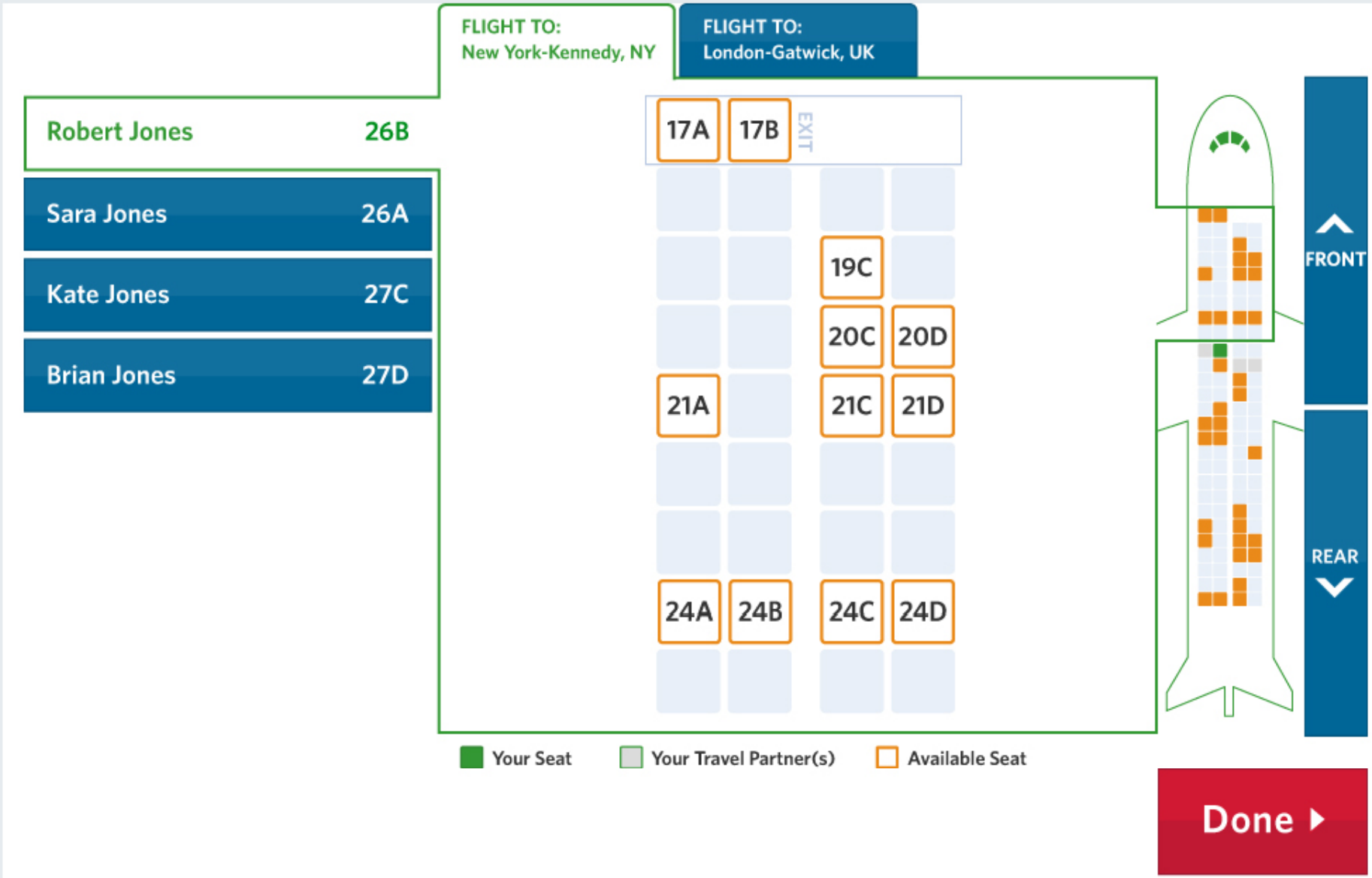
Switch Flight

View/Change Seats

Print Boarding Pass ▸
(No Bags to Check)

Check Bags ▸

When you're finished viewing or changing seats, click Done.



DELTA

9:45 AM
Good Morning

Start Again

Select the number of bags (including special items) each passenger is checking.

Passengers	Number of Bags/Special Items to Check	Are any of these Special Items?
Peter Sample	☐ 0 (Free) ☐ 1 (Free) ☑ 2 (Free)	☐ Yes ☑ No
Jennifer Sample	☐ 0 (Free) ☐ 1 (Free) ☑ 2 (Free)	☐ Yes ☑ No
Mark Sample	☐ 0 (Free) ☐ 1 (Free) ☑ 2 (Free)	☐ Yes ☑ No

A special item counts as one bag. Special items include:

More About Special Items

Carry-on Info

Continue ▸

DELTA

9:45 AM
Good Morning

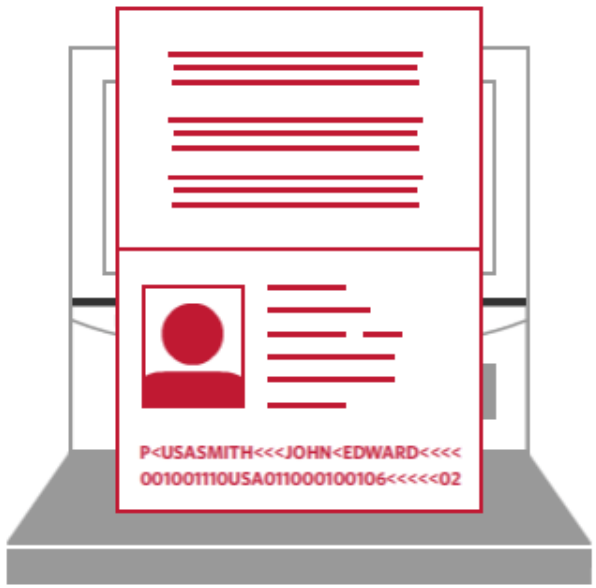
Start Again

Now, please swipe Jennifer Sample's passport below.

- ✓ Ken Sample
- Jennifer Sample
- Sara Jones
- Mark Jones
- Peter Jones
- Ron Jones
- Josh Jones
- Ken Jones
- Kate Jones

LOCATE CODE

1 — 2 — 3



DELTA

One moment while we check you in...

Current weather in Santo Domingo: 65°F 18°C Rain

The Weather Channel
weather.com

DELTA

9:45 AM
Good Morning

Thanks! You've finished checking in. Enjoy your flight.

Gate: E22

Boarding Time: 2:00 PM

What to do next:

Retrieve your boarding pass below

Bring checked bags to the baggage drop

Flight: DL150 to New York-Kennedy

Flight Duration: 2 hr 5 min

Meal Service: We're serving beverages onboard

Need a record? (optional)

Print Receipt

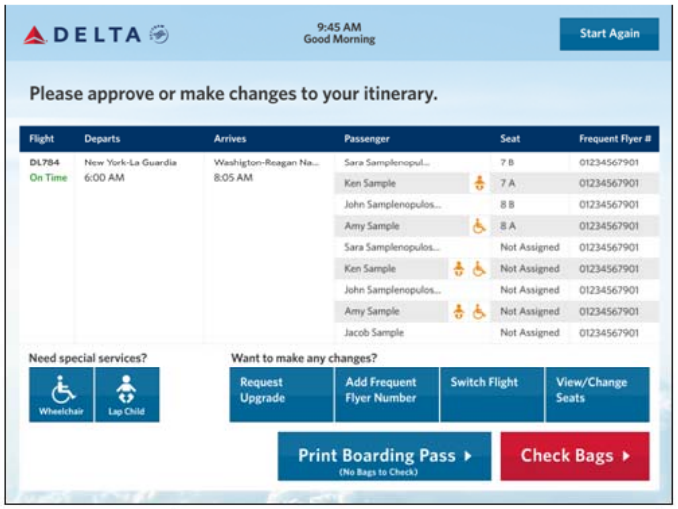
Print Itinerary

Advice to Passengers

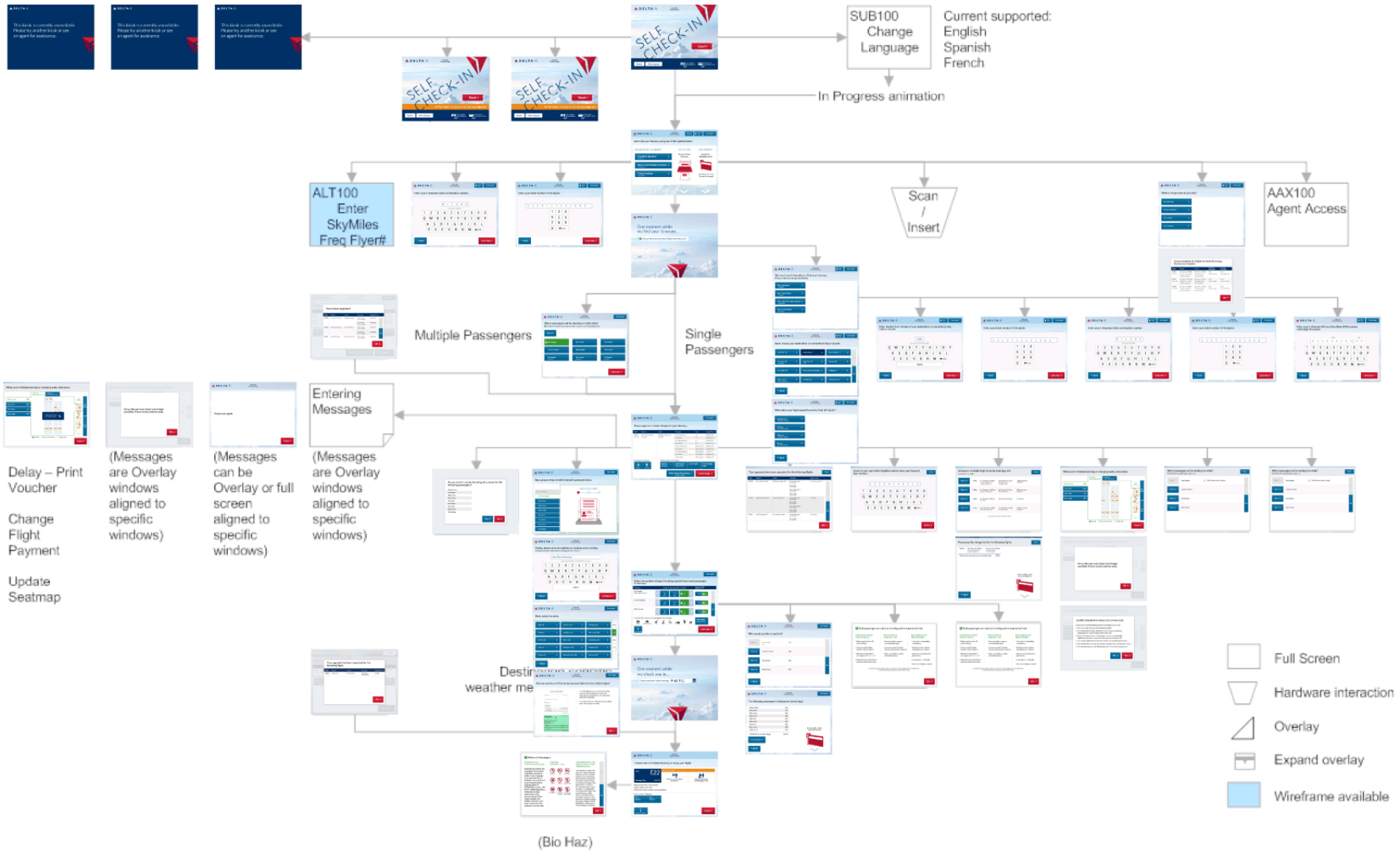
Done!

Functional Specification

3.2.5 CHK400 Itinerary



Description	The Itinerary screen displays found itinerary summary and flight options.
Related flows	N/A
User types	Customers, Agents, Employees
Entry points	• WAIT01 Searching… • CHK495 Upgrade Confirmation (If "OK" from CHK490 Request Upgrade) • CHK401-01 Make Selection • CHK401-07 Review Change Flight • CHK401-08 Flight Change Failed • CHK401-10 Too Early for Bags • CHK401-12 No Seat Map • CHK401-13 Seat Change Failed • CHK401-04 No Flights Available • CHK401-19 Printing Error


SELF-CHECK-IN
SUB100
Change
Language
Current supported:
English
Spanish
French
In Progress animation
ALT100
Enter
SkyMiles
Freq Flyer#
Scan
/
Insert
AAX100
Agent Access
Multiple Passengers
Single
Passengers
Entering
Messages
Delay – Print
Voucher
Change
Flight
Payment
Update
Seatmap
(Messages
are Overlay
windows
aligned to
specific
windows)
(Messages
can be
Overlay or full
screen
aligned to
specific
windows)
(Messages
are Overlay
windows
aligned to
specific
windows)
(Bio Haz)
Full Screen
Hardware interaction
Overlay
Expand overlay
Wireframe available