



Obtén tu cita de  
**Pasaporte**  
en un clic



# Mexico's Passport Renewal Bot

Research & Design Recommendations  
for Mexico's Ministry of  
Foreign Affairs



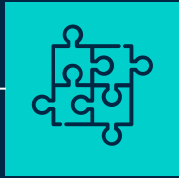
# The Team

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Advisor: Dr. Saiph Savage  
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# What We'll Cover Today



01

## The Problem & Planning

What we sought to address and how.



02

## Research & Findings

What we discovered through our research.



03

## Design Recommendations

The solution we proposed.

# Problem & Planning

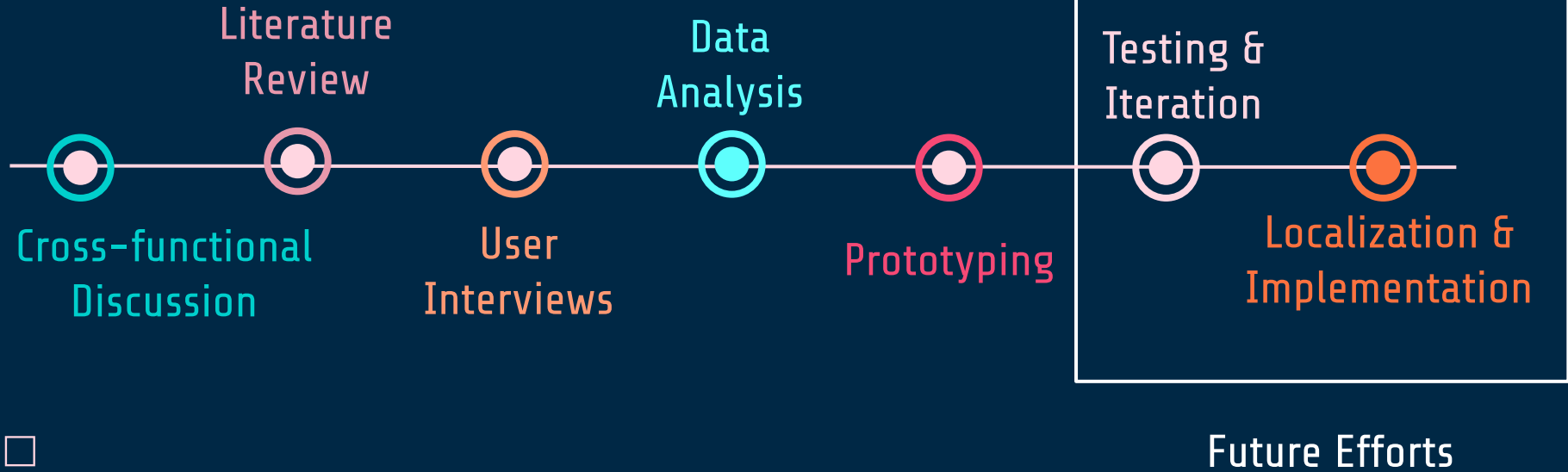


# The Problem

Mexico's passport renewal process can be confusing. The government wanted to design a bot to streamline the process, but they needed to know more about users' current experiences, as well as what they wanted from the bot.



# Project Planning





# Cultural Theory - Mexico

**High** - established hierarchy and system of rules that are not often questioned

## Power Distance



**Low** - values group membership, particularly family

## Individualism



**High** - preference for certainty and clarity, desire for a sure outcome

## Uncertainty Avoidance



**High** - work-driven society that values decisiveness and assertiveness

## Masculinity



**Low** - respect for tradition and desire for quick results

## Long-Term Orientation



**High** - Values nuanced communication and multitasking

## High Context/Polychronic





# User Interview Design

5

**Semi-structured  
interviews**

Open-ended questions to  
probe into passport  
experience.

3

**Conducted  
in Spanish**

Participants separated  
based on English skill level.

1 hour

**One interviewer,  
multiple observers**

Including at least one  
notetaker.

**Culture Theory: High Context & Uncertainty Avoidance**



# Participant Profile

## GENDER



3/5 Male

2/5 Female

## AGE

20-39



3/5

40-60



2/5

## LANGUAGES

Spanish



3/5

English &  
Spanish



2/5

## RESIDENCY

Mexico City



Mexico City & Spain



Mexico City & Oaxaca



Mexico City & Berlin



# Interview Quotes



"The current process lacks personalization regarding how your individual situation fits in those requirements."

— P1



"I don't fear getting my personal data stolen. I feel no concern to provide identity info to the virtual assistant."

— P3



"It's not acceptable to get an approved appointment when required docs are missing or have errors."

— P5



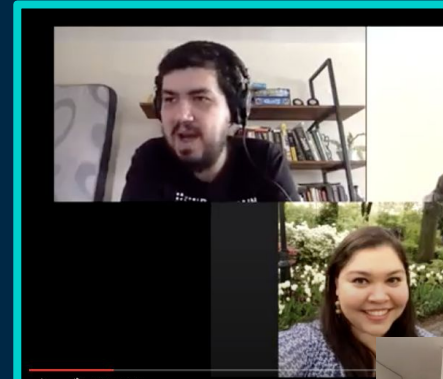
"The bot should be friendly and kind. It should speak to me in a formal manner with courtesy."

— P2

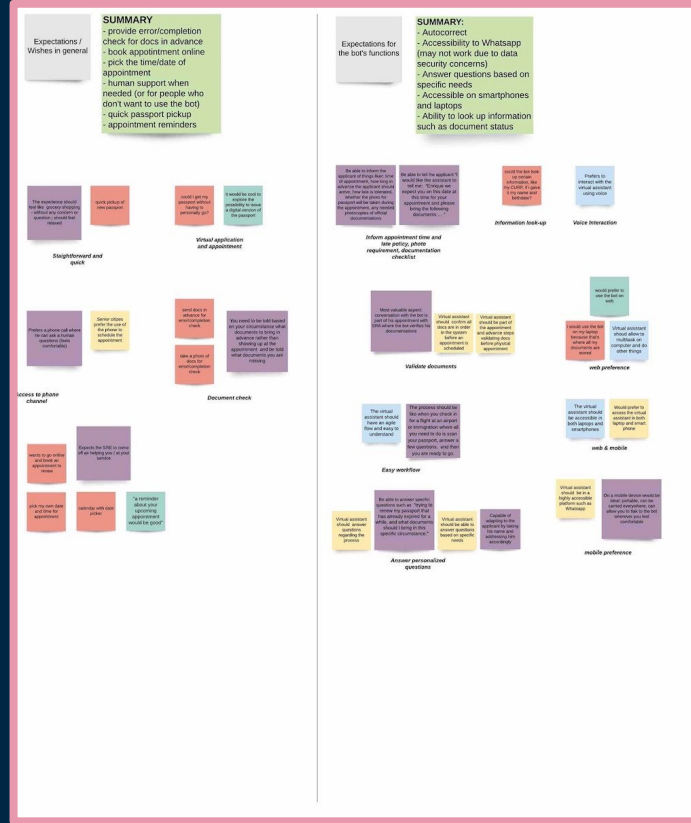


"I prefer the option of a phone call where I can ask a human questions, which I'm more comfortable with."

— P4



# Affinity Diagram



# Code Table



## Data Privacy

- % of the users felt no concern about providing personal info
- 1 user feared that a government employee would steal their info but thought they were being “paranoid and cautious”
- 1 user wouldn’t share social media info



## Pain Points

- Hard to keep track of documents
- Appointment process causes negative feelings
- Demand for an empathetic, human-centered, personalized process
- Pre-appointment logistics challenges
- Edge case



## Experience Expectations

- Straightforward, quick and relaxing
- Virtual application and appointment
- Access to phone channel
- Documentation error check prior to appointment
- Pick my own date and time
- Appointment reminder



## Bot Expectations

- Answer personalized questions
- Validate documents
- Easy workflow
- Web & mobile platform availability (integration with Whatsapp)
- CURP look-up
- Reminders of appointment time, late policy and checklist
- Voice interaction



## Bot Personality

- Friendly
- Helpful
- Conversational
- Kind
- Open-minded, inquisitive
- Courteous/respectful
- Clear
- Informal address or user gets to choose how they’d like to be addressed

# Key Findings



## Data Privacy

People trusted the government with their personal info.



## Pain Points

Documentation errors were a major source of frustration.



## Experience Expectations

Documentation check, human support, book appointments online.



## Bot Expectations

Accessible on both web and mobile;  
Personalization.



## Bot Personality

Friendly, courteous and respectful, helpful, kind, inclusive, and clear.

# Design Recommendations



# Ideation (Design Options)

## Option 1

Least personalization



Web portal has clear information about documents, and bot is only for scheduling.

## Option 2

Some personalization



Bot schedules appointment, human completes doc check (but no personalization).

## Option 3

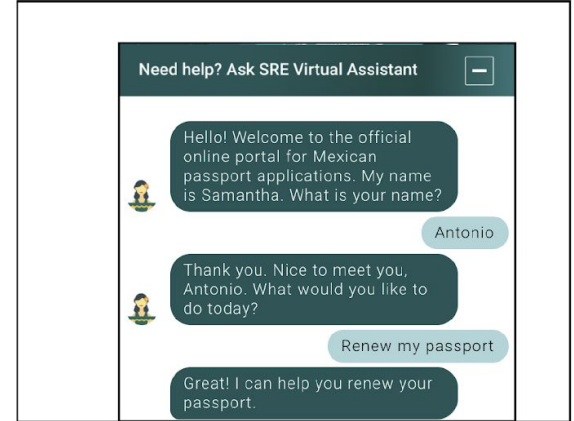
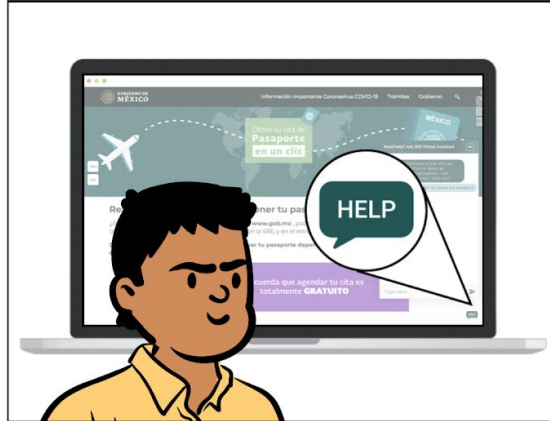
Most personalization



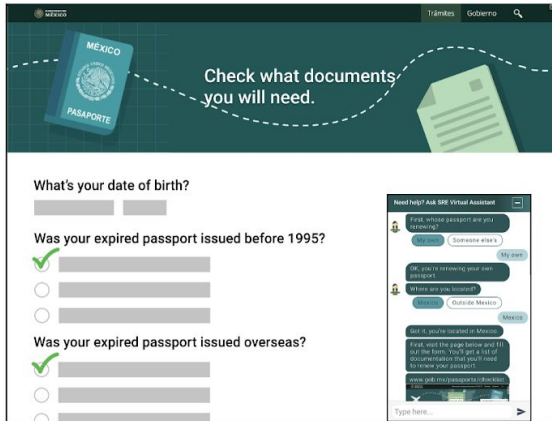
Bot disambiguates based on individual needs and delivers personalized instructions.



# Storyboard 1-3



# Storyboard 3-6



MEXICO PASAPORTE

Check what documents you will need.

What's your date of birth?

Was your expired passport issued before 1995?

Was your expired passport issued overseas?

Need help? Ask SRE Virtual Assistant

Ask, whose passport are you renewing?

Ask, you're renewing your own passport.

Where are you located?

Ask, you're located in Mexico.

Ask, use the page below and fill out the form. You'll get a list of accommodations that you'll need to renew your passport.

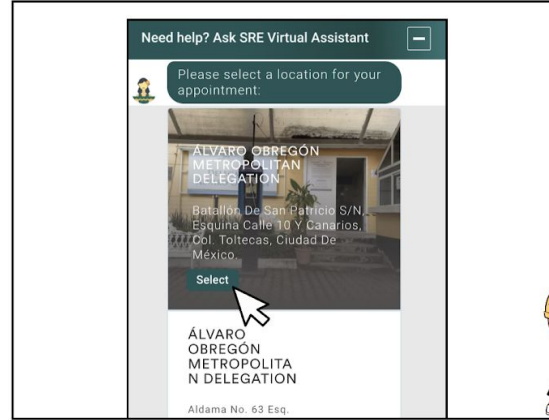
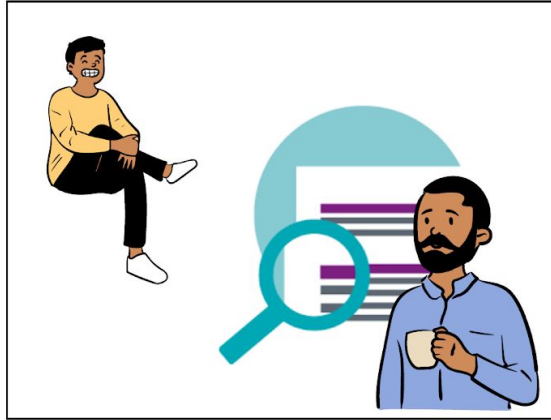
www.gob.mx/pasaportes/obtener

Type here...

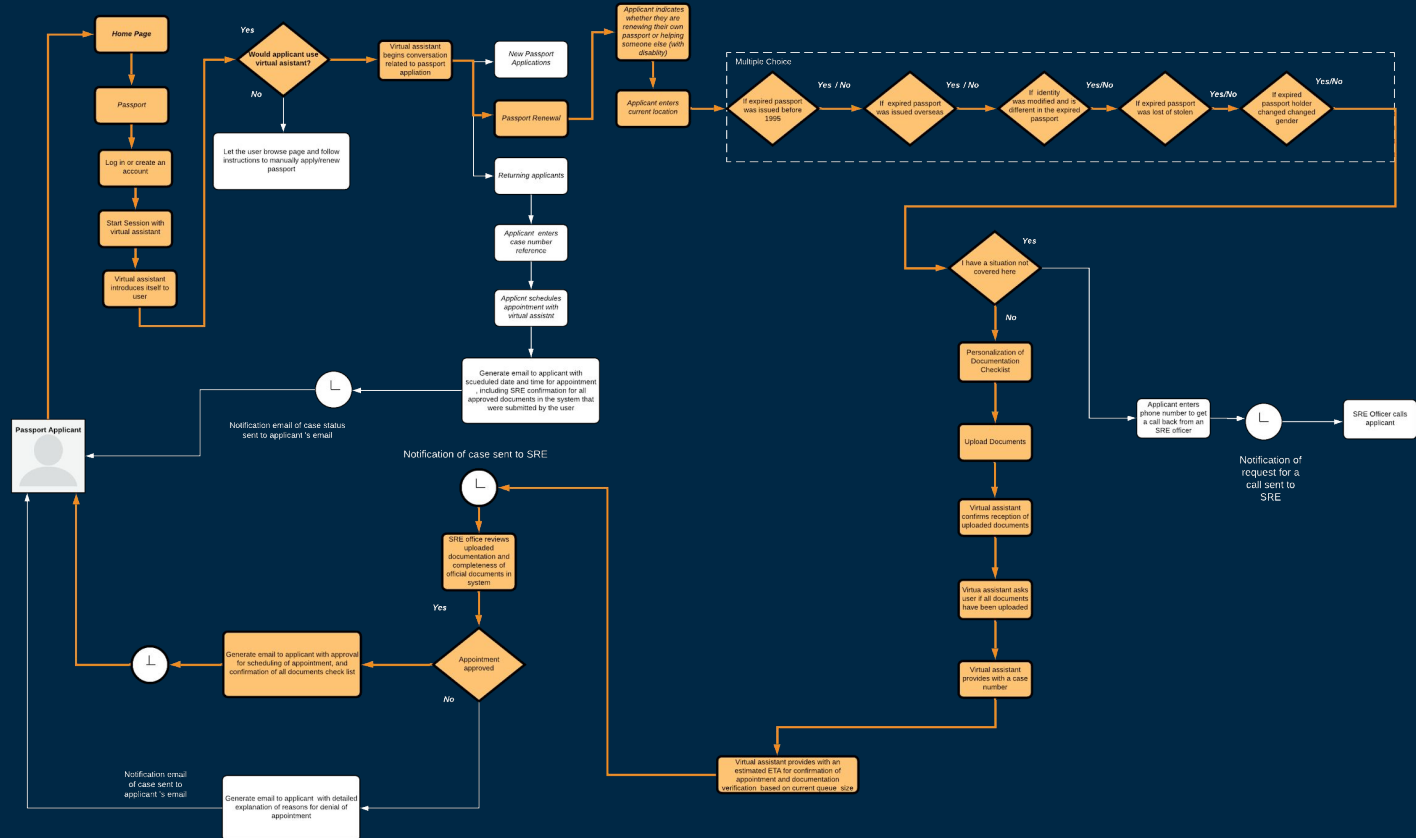
- 1 Copy of the first page of your expired passport with personal information and passport number.
- 2
- 3
- 4



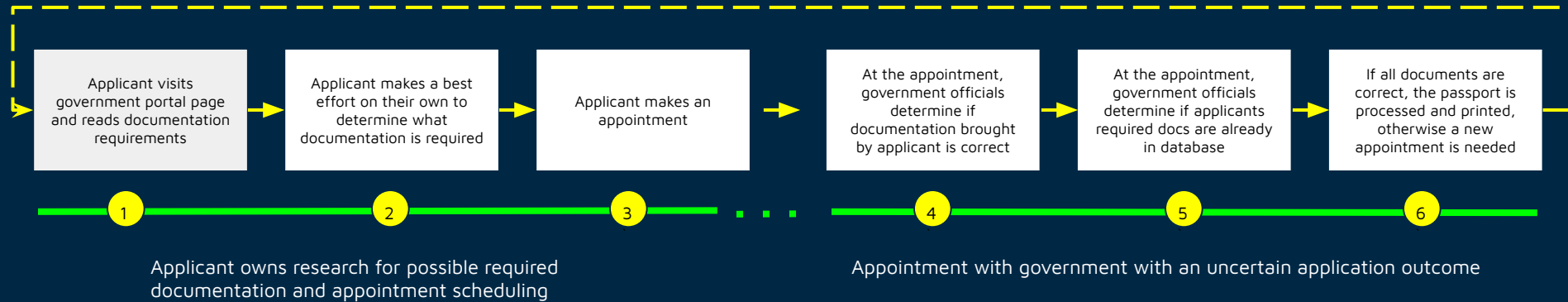
# Storyboard 6-9



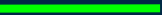
## Alternate Path



# Interaction Flowchart - high level current synchronous application process



Timeline



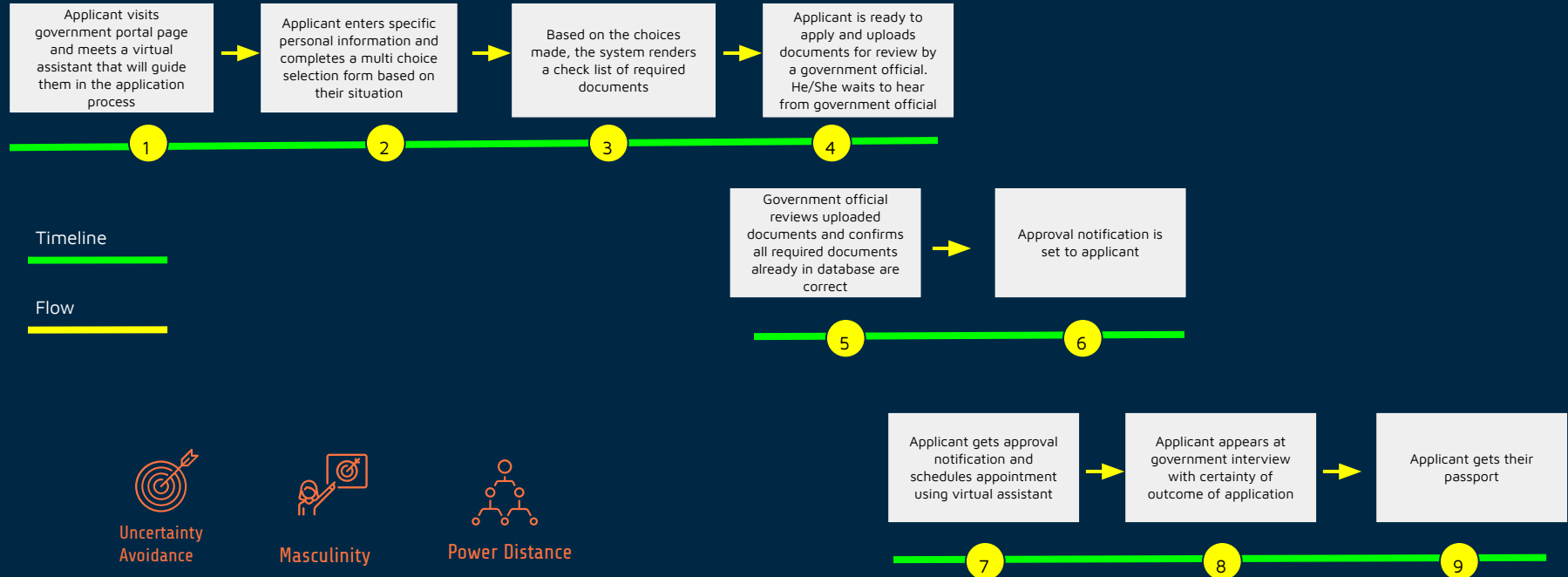
Flow



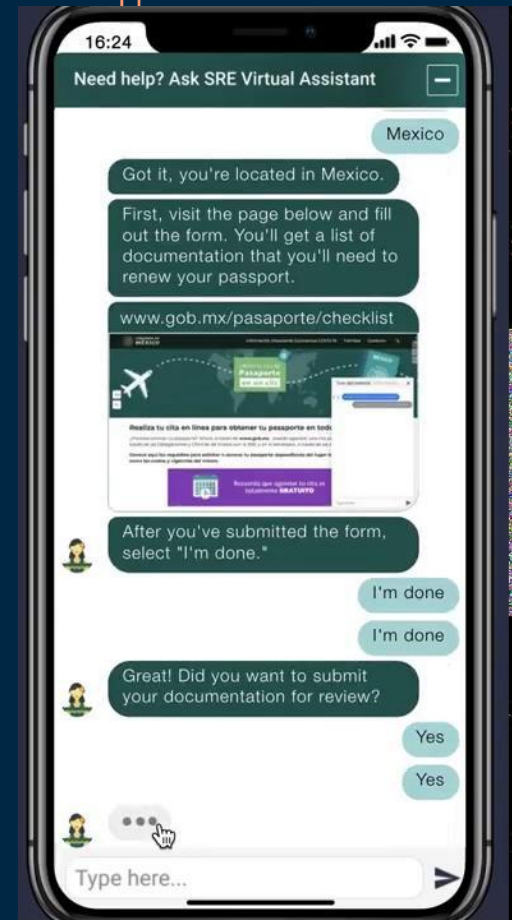
Extra Possible Flow



# Interaction Flowchart - High level proposed asynchronous application process



# Mockup



The background is a dark navy blue. It is decorated with various geometric elements: small squares in white, light blue, and orange, and thin white vertical lines of varying lengths. These elements are scattered across the frame, creating a modern, minimalist aesthetic.

THANK YOU



# Appendix: Hofstede Insights

