



e passport

# Identity validation service

TEAM MALT



## USER PERSONA

### MARTA SOLER

26 years, Community Manager

“*Love to travel and save all my memories by taking pictures of all the places I visit.  
Freedom is what I value the most.*”

#### About

Marta is a Community Manager who lives in Madrid. She majored in Advertising. She has been working for a top media agency for 2 years. When travelling she prefers to book all her itinerary by herself online, taking advantage on low prices. Her mobile device is a Samsung Galaxy S7 and she is a very active user on social media and mobile e-commerce

#### Goals

To reduce the necessity of showing her passport/boarding pass in multiple stages.

To be informed about facilities/offers at her destination airport

#### Frustration

Since she usually buys her tickets from different airlines, she would like to have a simple onboarding process where she inputs all the information only once

## USER PERSONA



**TOMÁS ÁLVAREZ**

55 years, Business Executive

“ *I travel frequently for business, sometimes is the only place where I can buy something for my children* ”

### About

Tomás is a Marketing Executive living in London. He travels at least once a month to Madrid for board meetings and visits his children. His primary mobile is iPhone X, mainly active in LinkedIn and financial news sites.

### Goals

To have accurate information about the offers at duty free to surprise his kids with special gifts.  
Take advantage of his airline loyalty points at the duty free.

### Frustration

Showing his documentation several times at the airport is considered wasteful and risky since losing his passport would be a huge problem for him.

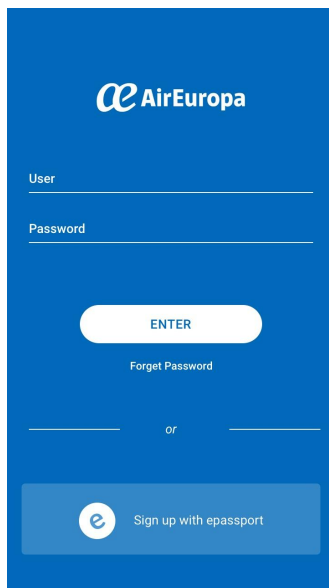


e passport

# How might we...?

1. **Streamline the identity validation process of an online travel ticket buyer?**
2. **Reduce friction due to id validation on airport duty free stores?**

# Identity validation service



AirEuropa


User

Password

ENTER

[Forget Password](#)

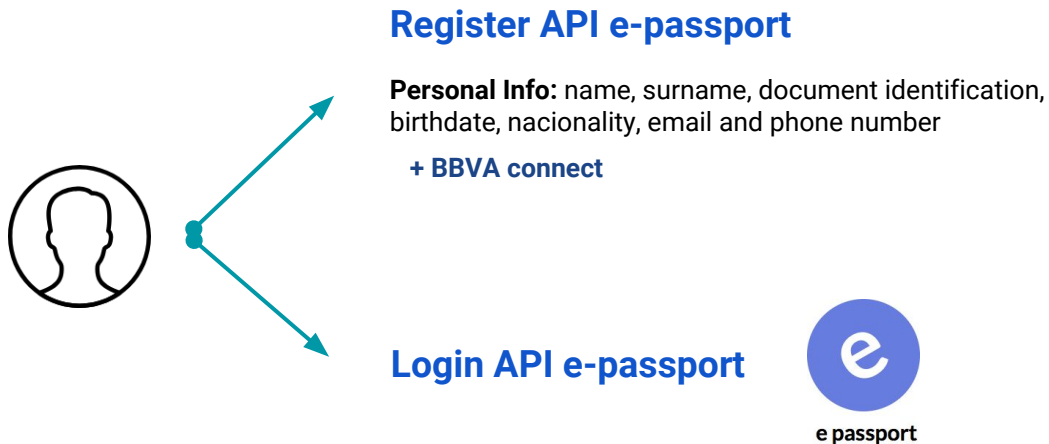
or

 Sign up with epassport

The image shows a mobile app login screen for AirEuropa. It has a blue background. At the top is the AirEuropa logo. Below it are two input fields for 'User' and 'Password'. A white 'ENTER' button is centered below the password field. Below the button is a link for 'Forget Password'. A horizontal line with the word 'or' in the center separates the login section from the sign-up section. The sign-up section features a light blue button with a circular 'e' logo and the text 'Sign up with epassport'.



**During the process of buying a ticket on any travel page or airlines**



## CUSTOMER JOURNEY



Validation process with  
ID or Passport



e-mail to complete  
registration



ID, Passport and  
biometrics test



e passport

## VALUE PROPOSITION



Standardize the travel journey with a unique e-Passport, obtaining customer's personal data at the moment of the purchase. That way, we will be creating a unique ID that could be used by any airline, travel agency or a retail store.

### **For end customer**

Simplify the purchase process by pre-populating their personal data in the shopping forms and creating a digital ID: e-Passport

### **For business**

Complete travel information plus the personal data of our customers that could be used with the purpose of creating targeted campaigns, offering products and services to complete the journey: e-Passport API



## BUSINESS OPPORTUNITY

### Market

- Millennials travelers who prioritize their digital life
- Business travelers who value time

### Monetization

- Per transaction



## CHALLENGES ACCOMPLISHED

The logo for BBVA, consisting of the letters 'BBVA' in a bold, blue, sans-serif font.

Onboarding process  
using BBVA Connect

The logo for amadeus, consisting of the word 'amadeus' in a blue, sans-serif font, with a registered trademark symbol (®) at the end.

Providing e-Passport  
API to centralize  
customer info

The logo for ferrovial, consisting of the word 'ferrovial' in a yellow, sans-serif font.

Obtaining complete  
users data + travel  
information

### **Promotion**

- Whitepapers offers at the website for leads capture
- Stand at travel fair
- LinkedIn Sales Navigator

### **Price**

- Pay per request

### **Place**

- Online Self-service
- Phone support

## MARKETING PLAN B2C



### Promotion

- Content marketing
- Instagram
- Google Ads

### Price

- Free

### Place

- Online assistance for on-boarding



A man with a beard and mustache, wearing a black hoodie, stands in the center of a server room aisle. The room is filled with rows of server racks on both sides, illuminated by a strong blue light. The perspective is looking down the aisle, creating a sense of depth. The man's face is partially obscured by the hood.

Coming soon...

**Blockchain**

**Name of the project:** e-Passport

**Team:** MALT

**Participants:** Carlos Marchena, Santiago Lobo, Isabella Squadrito, Paula Gacía

## Value Proposition

What makes you different? We offer an API that integrates the purchase process with the personal customer data to simplify travel processes during the purchase of the whole travel journey and while being at the airport.

Why they will someone pay for your service? We offer accurate information about the customer that could be use to targetize the customer to impulse new purchases.

## Business Opportunity

What is your potential market? - Millennials with digital life / Business travelers

How will you monetize? Per transaction and depending on the volume.

## Challenges accomplished

How do you resolve the challenges proposed? Simplifying the Onboarding process for the end user and completing the required data to target the customers.

What info or API's proposed have you work with? Our API is prepared to be connected with every API proposed.

## Additional info

Web, github, ppt, etc

<https://github.com/cmarchena/maltsouthsummithackathon>