

## **DESIGNING THE FUTURE OF THE USA AIRPORT SECURITY**

**Gritsiuk B.M.**

*National Aviation University, Kyiv*

*Scientific Supervisor: Akmaldinova V.E, Senior lecturer*

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According to a 2019 Ipsos Global Market Research survey, speed and efficiency in the preflight experience are the most important components of the user journey. Primary research showed passengers spend an average of 21-30 minutes to get past airport security in the United States. The Department of Homeland Security states the Transportation Security Administration deploys more than 2,300 officers trained in behavior detection at airports across the country.

In a 1993 book published by Brian Massumi, “The Politics of Everyday Fear”, states that a mindset to prevent an incident that has already happened will only influence the incident to happen again. Controlling the prevention of another terrorist attack by checking people, bags, and objects as risks, doesn’t allow for someone to clearly see problem. Primary research showed that 6 out of 17 participants experienced a racial incident by security during their check-in process.

The TSA is essential in airports across the country. A visible security presence creates order and standard protocols promote passenger safety. However, safety and user experience are compromised in the current airport security system because of its inefficiency.

The solution includes a three-step process centered on the passenger. A system redesign that incorporates biometrics technology to verify passenger identities. TSA officers will be free of their clerical duties and be available to put their training to use. A futuristic scanning technology will detect any prohibited items on the user and they will see their scan in real time. Transparency with the passenger can ease any tension and prevent racial profiling by officers.

Changing the way we perceive security at the airport is important to improve the user journey. Instead of enabling a fearful mentality, the redesign creates an easy and approachable method for all.

The final step will allow passengers to collect their carry-on at the gate. Thus encouraging users to take advantage of airport services while they wait for their flight. This futuristic design will prompt a change in airports to implement interactive experiences and useful services for passengers. The goal is to create a new airport experience centered on successful security and a pleasant user journey.

### **References:**

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