

Potential volumetric capture applications for GroupM clients

Creative Concept for GroupM: Transavia Virtual Travel Companion

Company

GroupM

Charlie Freestone

University

Fontys

Eric Slaats

Student

Jan Carlo Hendriks

SN: 2366487

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Version History

Date	Version	Author	Comment
2023-08-30	0.0	J.C. Hendriks	Initial document.
2023-09-28	1.0	J.C. Hendriks	More in depth introduction, document structure changed, added recommendation.

Introduction

In this document, I will elaborate on the initial idea that emerged during the ideation phase of my project, which focuses on the challenge of identifying potential applications of volumetric capture for GroupM clients. During the ideation phase, I was commissioned to provide the company with 3 concepts so the company can make a selection to further explore, this is one of the concepts. Before delving into the ideation phase, I conducted a comprehensive analysis of all the brands within GroupM's portfolio. This analysis led me to conclude that Adidas, Ikea, and Transavia are the most promising candidates for this innovative approach because of their history and values on innovation technologies, as well as being the best financially suitable to afford the use of this technology, given this project involves an innovative technology and the use of a high end volumetric capture machine that can be highly costly as observed in my research on the technology (comprehensive guide, 2023).

Throughout the ideation phase, I employed tools such as a morphological chart and the COCD-box to generate and refine ideas for leveraging volumetric capture in media campaigns. The aim was to examine various concepts and select the most viable ones.

Included in the final selection of concepts is Transavia Virtual Travel Companion, an AR app that elevates the travel experience. Accessible via smartphones, it offers personalised travel tips, live flight updates, and interactive destination previews. Utilising Volumetric Capture tech, Transavia aims to simplify travel planning and attract more customers. This solution enables Transavia to tackle the issue of customers facing overwhelming choices during travel planning, as recent surveys show travellers struggle with decision-making in an increasingly digital travel industry. This app aims to be a one-stop solution, streamlining planning and enhancing the experience. Potential expansions of this concept include in-flight VR use. Travellers could access it for destination exploration, activity planning, and bookings. Furthermore, Transavia could partner with local tour operators for VR-guided tours at chosen destinations. The app offers interactive, info-packed tours with Volumetric Captured guides, akin to a video game with rewards. This concept aligns with other current trends such as the growing trend of digital transformation in the travel industry, the rising demand for personalised and customised travel experiences and experiential travel.

In conclusion, Transavia's Virtual Travel Companion uses AR and Volumetric Capture tech for a groundbreaking travel planning experience. It offers personalised recommendations, real-time flight info, interactive destination previews, and seamless itinerary planning to attract discerning travellers and foster loyalty. Volumetric Capture experts add a human touch, aligning with Transavia's vision of customer-centric innovation for success in the digital age and the competitive travel market.

The Concept

Description

Transavia's Virtual Travel Companion is an innovative AR-based application designed to enhance the travel experience for customers. This virtual assistant, accessible through smartphones, aims to provide personalised travel recommendations, real-time flight information, and interactive visualisations of destinations. By leveraging cutting-edge Volumetric Capture technology, Transavia aims to address the challenge of streamlining and enriching the travel planning process, ultimately encouraging customers to choose Transavia for their travel needs.

In my earlier research, I found that Volumetric Capture delivers an exceptionally realistic and immersive experience which can bring travel experts, local guides, and airline representatives to life in stunning 3D representations. This not only personalises the travel planning journey but also blurs the boundaries between the virtual and physical realms, heightening overall realism. Furthermore, Volumetric Capture facilitates dynamic and interactive travel explanations, empowering users to virtually explore destinations and activities, thereby making more informed and engaging travel decisions. Moreover, it simplifies the provision of technical assistance by offering real-time, step-by-step guidance, reducing the likelihood of errors in complex travel arrangements. This technology also significantly enhances customer engagement, motivating users to invest more time in planning their trips and cultivating brand loyalty. Lastly, the scalability and versatility of Volumetric Capture empower Transavia to cater to a global customer base and repurpose content for marketing initiatives and in-flight entertainment, ensuring lasting value from this innovative investment.

The Challenge

How Can We Enhance the Travel Planning Experience and Attract More Customers?

Transavia's Virtual Travel Companion seeks to tackle the issue of customers facing overwhelming choices during travel planning. According to recent surveys, many travellers find it challenging to navigate through various travel options and make informed decisions. Additionally, with the increasing digitalization of the travel industry, more travellers are turning to online platforms for planning their trips. The Virtual Travel Companion aims to capitalise on this trend and provide a one-stop solution that simplifies travel planning while delivering an engaging and memorable experience.

Key Features

Virtual Itinerary Assistant & Travel Scenarios

The Virtual Itinerary Assistant helps users in creating customised travel itineraries based on their preferences and interests. It suggests activities, dining options, and transportation arrangements, ensuring a tailored and enjoyable journey. This assistant is displayed through an AR smartphone application asking for user preferences and giving recommendations. For instance, questions related to the activities that the user might want to do in its holiday such as leisure and relaxation, or sightseeing, and what the budget is. This assistant would display real life scenarios portraying how the experience might look and feel, providing immersive visualisations of different scenarios for a good representation from which the user can place itself.

Touristic Activities

Going for a surf, tasting wine or arranging transportation such as boat cruising or tour buses showing some landmarks along the side. Locals could give a little introduction about these activities.

Touristic Locations

Touristic landmarks such as La Sagrada Familia or Tower of Pisa, including cheerful locals greeting the user and welcoming them to come visit.

Foody Lovers

Dining at traditional restaurants, showing how the locals prepare the food and bring it to the table.

Volumetric Capture would be used to record travel experts and locals, which would be set in different locations in post production. These locations could be captured with photogrammetry or with Artificial Intelligence (NeRFs). Effectively making itinerary suggestions more interactive, engaging and providing practical advice.

Personal Flight Attendant

The AR-powered Personal Flight Attendant provides personalised travel information, and details about the itinerary planning, with interactive visualisations. For instance, it offers real-time flight information, alerts and updates regarding flight schedule changes, check-ins and directions in the airport. During the flight, this personal flight attendant also delivers safety instructions with demonstrations. This Personal Flight Attendant ensures a smooth travel experience.

Volumetric Capture technology would be used to capture the flight attendant giving information, directions and instructions with demonstrations.

Language & Traditions Practise With Volumetric Locals

The Virtual Travel Companion also offers cultural insights and practical tips to help travellers immerse themselves in the local culture. Before or during the flight, passengers can start practising the foreign language and some key words and traditions corresponding to the country of their planned travel. This would help them already get accustomed with some local traditions and get even more excited about their journey.

Volumetric Capture introduces native speakers who teach travellers essential phrases and customs, fostering authentic connections with locals.

Photogenic Hotspots

Once at the tourist destination, virtual locals could be placed on specific photogenic locations to ensure the traveller gets a nice shot, greeting the traveller. This could include an AR version of a local standing together in the video later to be shared on social media, boosting brand awareness.

Volumetric Capture would be used to capture these locals' greetings and camera posing.

Booking Experience

The application features an integrated booking platform, allowing travellers to book flights, accommodation, and activities directly through the app. This seamless process streamlines travel planning, encouraging users to choose Transavia for their bookings.

Volumetric Capture can be integrated into the booking process, where travel experts can offer personalised assistance and recommendations during the reservation. For instance, visualising multiple flight options such as difference between first and second class seats, and other perks.

Target Audience

Critical & Tech-Savvy Young Travellers

Studies reveal the amount of websites consumers visit before making a booking as well as the low rates of conversion in online travel have highlighted the need for travel companies to develop the search and booking experience. The Virtual Travel Companion caters to tech-savvy travellers who appreciate the convenience and personalization of digital tools. Millennial and Generation Z travellers, in particular, are more likely to embrace the AR and Volumetric Capture experience and use it to enhance their travel planning.

Solo Adventure Travellers

Frequent travellers and adventure seekers are the ideal audience for this concept. They value immersive travel experiences and are eager to explore new destinations using innovative AR and Volumetric Capture technologies.

Potential Expansions

In-Flight Experience

Transavia could explore expanding the Virtual Travel Companion to the in-flight experience with the use of VR headsets. Travellers could access the application during their flights to explore destinations, plan activities, and make more bookings for their next adventures. Volumetric Capture travel experts could be integrated into the in-flight entertainment system, providing informative and engaging content during the journey. Teleperformance with tourist agencies could also be used with real-time volumetric captured people, while providing 3D visualisations to enhance the experience.

Virtual Reality Tours Video Game

Transavia could collaborate with local tour operators to offer VR-guided tours at select destinations. Customers could use the application for interactive and informative tours, with Volumetric Captured tour guides leading the way and providing assistance and commentary. This could be provided in the form of a video game and even be expanded with rewards.

Alignment with Trends

Digital Transformation in Travel

The Virtual Travel Companion, featuring AR and Volumetric Capture technology, aligns with the growing trend of digital transformation in the travel industry. By incorporating these cutting-edge solutions, Transavia positions itself as a forward-thinking airline that embraces technology to improve customer experiences.

Personalization and Customization

The concept caters to the rising demand for personalised and customised travel experiences. Travellers seek tailored recommendations and unique adventures, which the Virtual Travel Companion with Volumetric Capture delivers through its interactive and human-like assistants.

Experiential Travel

Modern travellers prioritise experiential travel, seeking immersive and meaningful interactions during their trips. The Virtual Travel Companion and Volumetric Capture technology enable travellers to virtually experience their destinations before embarking on their journeys, enhancing the overall travel experience with interactive and personalised content.

Conclusion

Transavia's Virtual Travel Companion harnesses the power of AR and Volumetric Capture technology to provide a revolutionary travel planning experience. By offering personalised recommendations, real-time flight information, interactive destination visualisations, and seamless itinerary planning, Transavia aims to attract travellers with high demands and create lasting customer loyalty. The inclusion of Volumetric Capture travel experts brings a human touch to the virtual assistant, making the travel planning process engaging and interactive.

This concept aligns perfectly with Transavia's vision of offering innovative and customer-centric services, allowing the airline to thrive in the digital age and expand its horizons in the competitive travel market.

Recommendation

After consideration and discussion with the main stakeholder, another concept, the Adidas Sporty Tryouts has been selected to further explore into the prototyping phase. The reason for this concept being selected is due to my observation during the research phase regarding an ever growing utilisation of immersive technologies and its application in the apparel industry, more than any other industry. Part of my project is to provide GroupM with a competitive edge in the market with this innovative technology, therefore it seems wise to bring GroupM closer to the competition and excel in this innovative environment with groundbreaking technology. Nonetheless, the Transavia's Virtual Travel Companion concept serves GroupM as another concept to fall on and further explore after validating the Adidas Sporty Tryouts, increasing GroupM's competitive edge as a leader in the media landscape. The next steps include preparing a prototype for Adidas Sporty Tryouts and accompanying test plan to defy the challenge in that concept.

References

Hendriks, J. C. (2023). *Analysis of GroupM brands portfolio* (2.0).

Hendriks, J. C. (2023). *A Comprehensive Guide to Utilising Volumetric Capture* (3.0).