

# Transavia's Virtual Travel Companion

## Introduction

In this document I expand on the initial idea that came in the ideation phase, where I used a morphological chart and the COCD-box to ideate and filter out ideas for using volumetric capture in media campaigns. This concept provides a potential application to use volumetric capture in media campaigns, delivering a competitive edge for GroupM. The following is an extended briefing of the concept for the brand Transavia.

## 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.

## 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.

# The Benefits of Volumetric Capture Technology

By combining AR with Volumetric Capture technology, Transavia's Virtual Travel Companion takes the travel planning experience to a whole new level:

## Realistic and Immersive Experience

Volumetric Capture technology brings the Virtual Travel Companion to life by creating lifelike representations of travel experts, local guides, and airline representatives. This immersive experience makes customers feel like they are interacting with real people, adding a personal touch to their travel planning journey. By bridging the gap between the virtual and physical worlds, Volumetric Capture enhances the overall realism of the application, making travellers feel more connected and engaged throughout their interactions.

## Enhanced Travel Explanation

Volumetric Capture enables the Virtual Travel Companion to deliver travel explanations in a dynamic and interactive manner. Instead of relying solely on static images or text, Volumetric Capture allows travel experts to visually demonstrate the features of destinations and activities. Travellers can virtually explore landmarks, witness cultural traditions, and experience unique adventures through interactive 3D representations. This enhances their understanding of the travel options, creating a more informative and engaging experience.

## Ease of Technical Assistance

Volumetric Capture is a powerful tool for providing technical assistance during the travel planning process. By capturing technical experts in 3D, the Virtual Travel Companion can offer step-by-step guidance on complex travel arrangements, such as itinerary planning, flight booking, and accommodation selection. Travellers can interact with the captured experts, receiving real-time assistance and visual cues, making the process easier to follow and reducing the chances of errors.

## Improved Customer Engagement

The use of Volumetric Capture technology elevates customer engagement within the Virtual Travel Companion. Travellers are more likely to actively interact with dynamic and interactive content, such as 3D representations of destinations and live demonstrations by travel experts. This heightened engagement not only captivates users but also encourages them to spend more time exploring and planning their trips within the application. As a result, Transavia can create stronger connections with its customers and build brand loyalty.

## Scalability

Volumetric Capture allows for easy scalability of the Virtual Travel Companion's offerings. Once travel experts, local guides, and airline representatives are captured in 3D, their virtual presence can be replicated across multiple instances of the application. This scalability enables Transavia to cater to a larger customer base without the need for physical presence, making the Virtual Travel Companion accessible to travellers worldwide.

## Flexibility & Versatility

Volumetric Capture recordings of travel experts and guides can be utilised in various scenarios beyond the Virtual Travel Companion. Transavia can leverage this content for marketing campaigns, social media engagement, and other digital platforms. Additionally, the captured content can be repurposed for in-flight entertainment, further enhancing the travel experience for passengers during their journeys. This flexibility and versatility offer long-term value to Transavia's investment in Volumetric Capture technology.

# 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.