



## **Business problem**

While demand for Canadian air and rail tourism is surging, VIA Rail is struggling to fill the seats on their trains.

## **Opening**

From VIA Rail's four strategic values, we see an opportunity to reinterpret **Connectivity** to highlight the best assets exclusive to VIA's journey experience.

## **Proposal**

Leveraging **journey as valuable as the destination** to realign VIA Rail's value proposition, such that VIA Rail is a desirable alternative for tourism.

# **Customer Segment**

## **First time passengers**

New, potential riders that are looking for new tourism options to travel across Canada.

## **Occasional passengers**

Customers who have previously travelled with VIA Rail, be it vacation or as an alternative commuting option.

## **Frequent passengers**

Loyal customers using VIA Rail as a key travel medium in their daily lives.

# Customer Segment

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## Open-Minded Adventurer

An individual who seeks to get the most out of her travels. She enjoys taking photos of new and exciting scenery.

### Behaviors

- Shares experiences through photography on social media
- Spends a lot of time researching travel options
- Plans to see and visit many destinations within a short time
- Enjoys exploring new places and meeting new people

### Needs

- Flexibility in travel plans
- Visually engaging sights to reflect the character of local areas
- Wants personal accounts, yet credible information about trips
- Justify trip costs

### Goals

- Discover experiences for personal growth
- Share experiences with friends and family
- Travel with the journey in mind

### Pains

- Seeking unique photography inspirations
- Documenting memories accurately
- Justifying premium travel options

Stages	Entice ➔	Enter ➔	Engage (on board) ➔	Engage (off board) ➔	Exit ➔	Extend
Activities	Research Planning Browsing	Booking Pre-Travel Check-in	Boarding Dwelling Sight-Seeing	Excursion Exploring	Post-Travel Unboarding and baggage	Follow-up Social media feedback
Customer Perspective	What travel options do I have?	How do I book my trip tickets? Where do I go to check in my ticket?	What are the sightseeing area options on the train? When are specific sights in view from the train?	What activities are there off-board during stops? How do I know where to go during stops?	When and how should I get ready to un-board?	How can I reconnect with VIA Rail outside of my trip?
Value Proposition						
Frictions	Dense information during research	Justifying high cost, confusing booking	Locating themselves during train ride			Not enough ways to share about travels

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## Stages (within Entice)

## Touchpoints

## Customer Perspective

## Needs Fulfillment (Maslow's; 1943 )

Types of value →

### Discovery ►

Web search  
Social media post  
Word of mouth

What are my available types of transportation?  
Who is VIA Rail?

Physiological

Tangible

### Enter ►

Learn about VIA  
View trip offerings  
Observe a route

What are their travel options?  
Where can the trains take me?

Safety

Intangible

### Immerse ►

Learn about route's stops in more depth  
View featured Instagram posts

What will I be able to see along the way?  
Has anyone done this before?

Belonging

Aspirational

### Examine ►

Learn about on-board services and activities

What are the available services on-board?  
What activities are available to me?

Esteem

Self-actualization

### Reflection ►

Evaluate option  
Explore other route  
Proceed to booking

Is this the right travel option for me?  
What are the other route offerings like?  
How do I book?

## Website Frictions

01.

Detailed information  
in downloadable PDFs

- [Read about our on board policies](#)
- [Everything about seat assignment](#)
- [Are you sitting comfortably? !\[\]\(efb87da6d8ca3116acedf2a9895074d9\_img.jpg\) \(424 KB\)](#)

03.

Difficult to distinguish  
tourism from commuter rail

- Toronto-Montréal
  - Toronto-Ottawa
  - Toronto-Kingston
  - Toronto-Windsor
  - Toronto-Sarnia
  - Toronto-London
  - Toronto-Niagara Falls
  - Ottawa-Montréal
  - Ottawa-Quebec
  - Montréal-Quebec
  - Kingston-Ottawa
- Montréal-Jonquière
  - Montréal-Senneterre
  - Montréal-Gaspé
  - Sudbury-White River
- More to discover**
- Toronto-Vancouver (the Canadian)
  - Montréal-Halifax (the Ocean)

03.

Dense and challenging  
information to digest

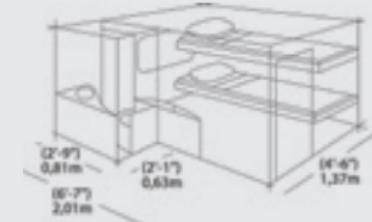
### RENAISSANCE (AVAILABLE ON THE OCEAN)



 Bedrooms 7-10 do not include shower

 Bedrooms 1-6 include a shower within the private bathroom

Accommodation consists of cabins for 2 and one accessible cabin.



#### RAIL PASSES

VIA offers a variety of money-saving rail passes for travel on its network.

#### SPECIAL SAVINGS FOR 60+, YOUTH, TRAVEL GROUPS AND FAMILIES

The train is the relaxing and affordable way for couples, families and friends to travel together. VIA offers discounts for travel groups of 10 or more, children, youth (12-25), and travellers 60 years of age or over, while infants under 24 months travel free when sharing a seat with an adult. Special rates are also available for companions of travellers with special needs.

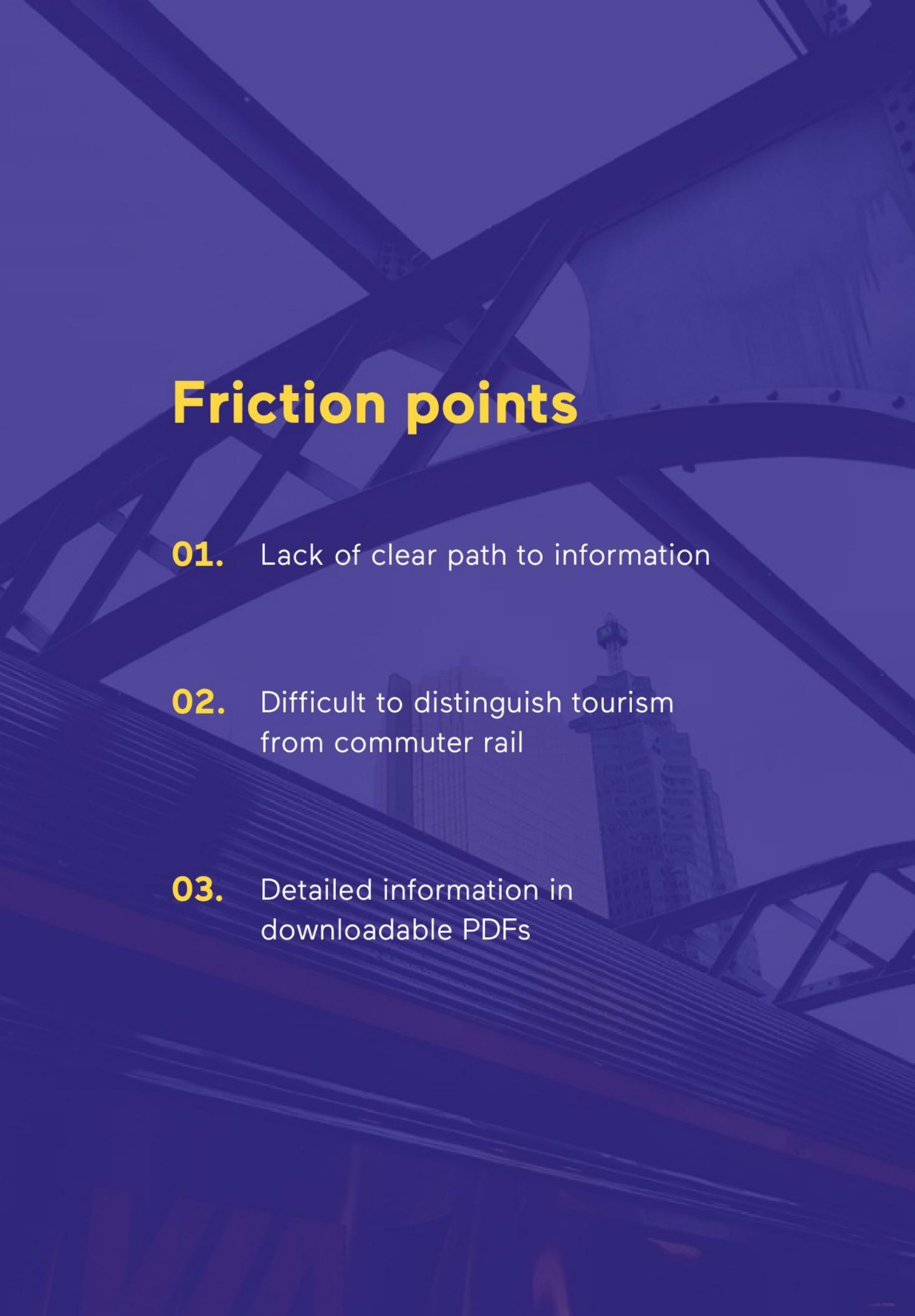
#### ACCESSIBILITY

VIA Rail is responsive to passengers' special needs. Whether you are travelling in a wheelchair or have other particular requirements, we can accommodate you with a range of special services that vary according to station and train facilities.

Please check the availability of the service you need when you reserve, and give the travel agent all the relevant details at least 48 hours in advance.

#### BAGGAGE POLICIES

Most long-haul trains have a baggage car, allowing you to check some baggage items. Some short-haul



## Friction points

- 01.** Lack of clear path to information
- 02.** Difficult to distinguish tourism from commuter rail
- 03.** Detailed information in downloadable PDFs

## Cognitive overhead

**Consumers aren't aware of train tourism or perceive them as slow and costly**

## **Value proposition**

**For VIA Rail**

**To become a desired alternative to other forms of tourism transportation**

**For customers**

**Tangible**

Scenic sights and destinations

**Intangible**

Shared experiences with fellow travellers along the way

**Aspirational**

Different types of classes defined by offerings and price point

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Discovery ▶

Enter ▶

Immerse ▶

Examine ▶

Reflection ▶



# 6 Ways to Feel Canada

skip



Discovery ▶

**Enter**

(Introduction video)

Immerse ▶

Examine ▶

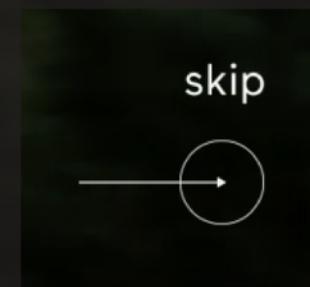
Reflection ▶



VIA Rail Canada

# 6 Ways to Feel Canada

Skip button for  
introduction video



Discovery ►

Enter ►

(Landing page)

Immerse ►

Examine ►

Reflection ►

The landing page for VIA Rail Canada's "The Canadian" train features a large background image of the Rocky Mountains and a lake. In the top left corner, the VIA Rail Canada logo is displayed. The main title "The Canadian" is prominently featured in large white letters. Below it, the route "Vancouver - Toronto" is listed. A call-to-action button labeled "Explore" is located at the bottom center. On the left side, a sidebar lists various routes: "Vancouver - Toronto" (with a hand cursor icon), "Quebec City - Windsor", "Montreal - Halifax", "Jasper - Prince Rupert", "Winnipeg - Churchill", and "Montreal - Jonquiere". A callout bubble points to the "Booking" button in the top right corner with the text "Opportunity to book at any time". Another callout bubble at the bottom left points to the sidebar with the text "Switch routes with clicking navigation or scrolling". The top right corner also includes links for "Contact" and "Go Live".

VIA Rail Canada

Vancouver - Toronto

Quebec City - Windsor

Montreal - Halifax

Jasper - Prince Rupert

Winnipeg - Churchill

Montreal - Jonquiere

Opportunity to book at any time

Booking

Contact

Go Live

# The Canadian

## Vancouver - Toronto

Imagine an adventure that begins the moment you board the Canadian. Leave the city centre behind and glide past gentle prairie fields, rugged lake country and the snowy peaks of the majestic Rockies.

4 Nights/ 3 Days

Explore

Switch routes with clicking navigation or scrolling

Discovery ►

Enter ►

(Landing page)

Immerse ►

Examine ►

Reflection ►

VIA Rail Canada

Booking Contact Go Live

# The Canadian

## Vancouver - Toronto

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Montreal - Halifax

Jasper - Prince Rupert

Winnipeg - Churchill

Monreal - Jonquiere

4 Nights/ 3 Days

Explore

Hover state for CTA buttons

Discovery ▶

Enter ▶

Immerse ▶

Examine ▶

Reflection ▶

The Canadian Vancouver - Toronto

VIA Rail Canada

Booking Contact Go Live

Routes

Journey

Classes

Join us

#VIAvancouver

# Vancouver

Surrounded by the mountains and the ocean, Vancouver is one of the only cities in the world where you can ski, golf, and sail all in the same day. In a city as vibrant as Vancouver, it's easy to forget that this is just the beginning.

VANCOUVER — KAMLOOPS — JASPER — EDMONTON — SASKATOON — WINNIPEG — SIOUX LOOKOUT — SUDBURY JCT. — TORONTO

A large map of the Canadian Rockies shows the rail route from Vancouver to Toronto, passing through Kamloops, Jasper, Edmonton, Saskatoon, Winnipeg, Sioux Lookout, Sudbury Junction, and finally Toronto. The route is highlighted with a yellow line and dots. The VIA Rail logo is in the top left corner, and the hashtag #VIAvancouver is in the bottom right corner. The background is a scenic view of snow-capped mountains and a lake.

Discovery ► Enter ► Immerse ► Examine ► Reflection ►  
(Journey page)

The Canadian Vancouver - Toronto

VIA Rail Canada

Booking Contact Go Live

Indicator for current route being viewed

Routes

Journey

Classes

Join us

#VIAwinnipeg

Move from stop to stop through scrolling to represent journey

Marker for current stop in relation to others

Winnipeg

Discover a modern city that is filled with world-class attractions and an incredible arts and culture scene. Stroll through our unique neighbourhoods and learn about the city's rich history dating back to the early fur trade era.

EDMONTON

JASPER

KAMLOOPS

VANCOUVER

WINNIPEG

2293.3 / 4466 km

SASKATOON

SIOUX LOOKOUT

SUDBURY JCT.

TORONTO

A curved arrow points from the "Indicator for current route being viewed" label to the "Journey" link in the sidebar. Another curved arrow points from the "Marker for current stop in relation to others" label to the yellow line on the map. A third curved arrow points from the "Move from stop to stop through scrolling to represent journey" label to the small thumbnail image at the bottom left.

Discovery ► Enter ► Immerse ► Examine ► Reflection ►  
(Journey page)

The Canadian Vancouver - Toronto

VIA Rail Canada

Booking Contact Go Live

Routes

Journey

Classes

Join us

#VIATORonto

Visuals and content changes based on current stop

Marker shows distance travelled over total

4466 km

Toronto

Toronto is Ontario's capital and the heart of business activity in Canada's most populous province. Huge office towers dominate the skyline along the shores of Lake Ontario – a spectacular view best experienced from the Skypod observation level of the CN Tower at 147 stories high.

VANCOUVER KAMLOOPS JASPER EDMONTON SASKATOON WINNIPEG SIOUX LOOKOUT SUDBURY JCT TORONTO

4466 km

**VIA** Rail Canada

**The Canadian** Vancouver - Toronto

Booking Contact Go Live

Routes

Journey

Classes

Join us

# Toronto

#VIA**toronto**

4466 km

VANCOUVER

KAMLOOPS

JASPER

EDMONTON

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Discovery ► Enter ► Immerse ► Examine ► Reflection ►

(Instagram panel)

VIA Rail Canada

The Canadian Vancouver - Toronto

Routes

Journey

Classes

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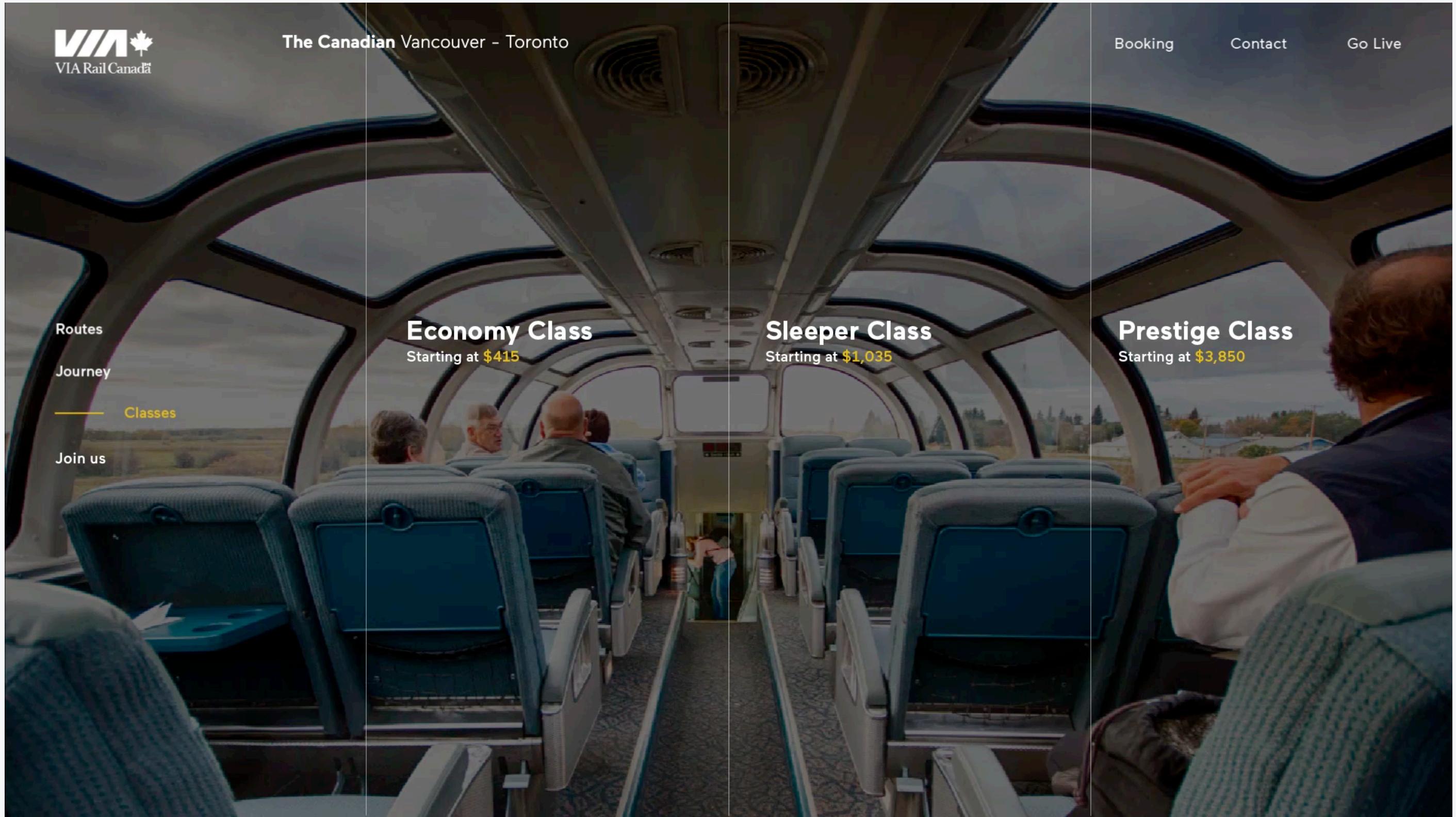
Affordance for drawing out panel

hide

Unique hashtags for every location

#VIAtoronto

**Discovery** ► **Enter** ► **Immerse** ► **Examine** ► **Reflection** ►



Discovery ► Enter ► Immerse ► Examine ► Reflection ►

(Class page)

The Canadian Vancouver - Toronto

VIA Rail Canada

Booking Contact Go Live

Routes Journey Classes Join us

**Economy Class**  
Starting at \$415

**Sleeper Class**  
Starting at \$1,035

**Prestige Class**  
Starting at \$3,850

Cabin suite w/ modular couch, private washroom/shower, Murphie bed for 2

All meals included in dining car with priority reservations

Attendant and turndown services

Access to Skyline, Panorama and Prestige Park car

Tangible value description

Explore

Discovery ►

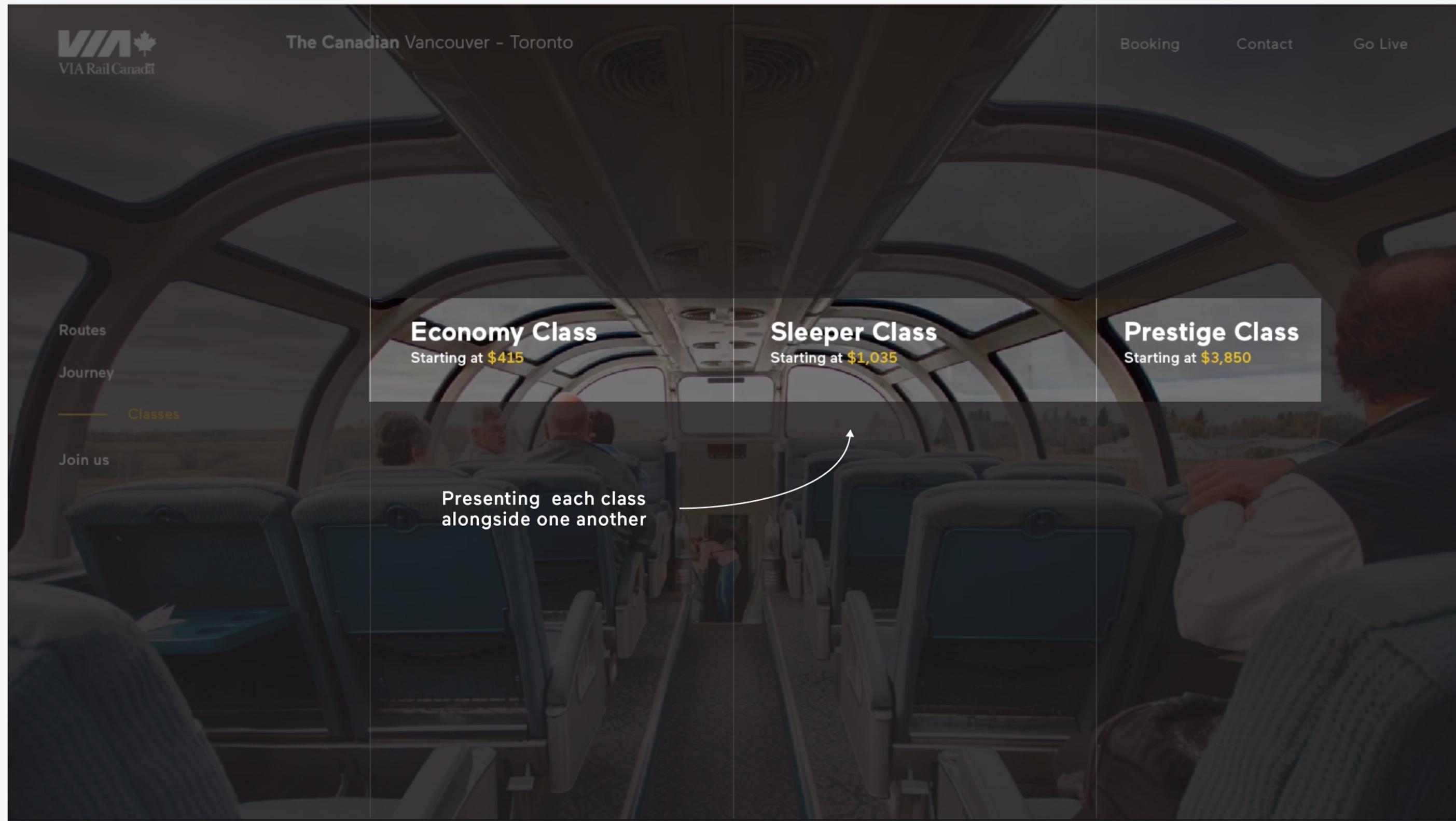
Enter ►

Immerse ►

Examine ►

(Class page)

Reflection ►



Discovery ►

Enter ►

Immerse ►

Examine ►

Reflection ►

(Class offerings)

The Canadian Vancouver - Toronto

VIA Rail Canada

Booking Contact Go Live

Routes Journey

Classes

Economy Sleeper Prestige

Join us

View menus

Flexibility of switching to other class' offerings

Dining car

Dine on fresh BC salmon, prepared by our award-winning Red Seal chefs as you visit glacial lakes and rivers. With every bite comes spectacular views hidden around every bend.

Redirect to deeper content of benefits

Discovery ► Enter ► Immerse ► Examine ► Reflection ►

The Canadian Vancouver - Toronto

VIA Rail Canada

Booking Contact Go Live

Routes Journey

Classes Economy Sleeper Prestige

Join us

**Panorama car**

You can be seated by windows that extend up to ceiling and fill the space with natural light. Absorb the beauty of the landscape while participating in our on-board activities hosted by staff.

See details

Discovery ► Enter ► Immerse ► Examine ► Reflection ►  
(Summary page)

The Canadian Vancouver - Toronto

VIA Rail Canada

Booking Contact Go Live

Routes Journey Classes

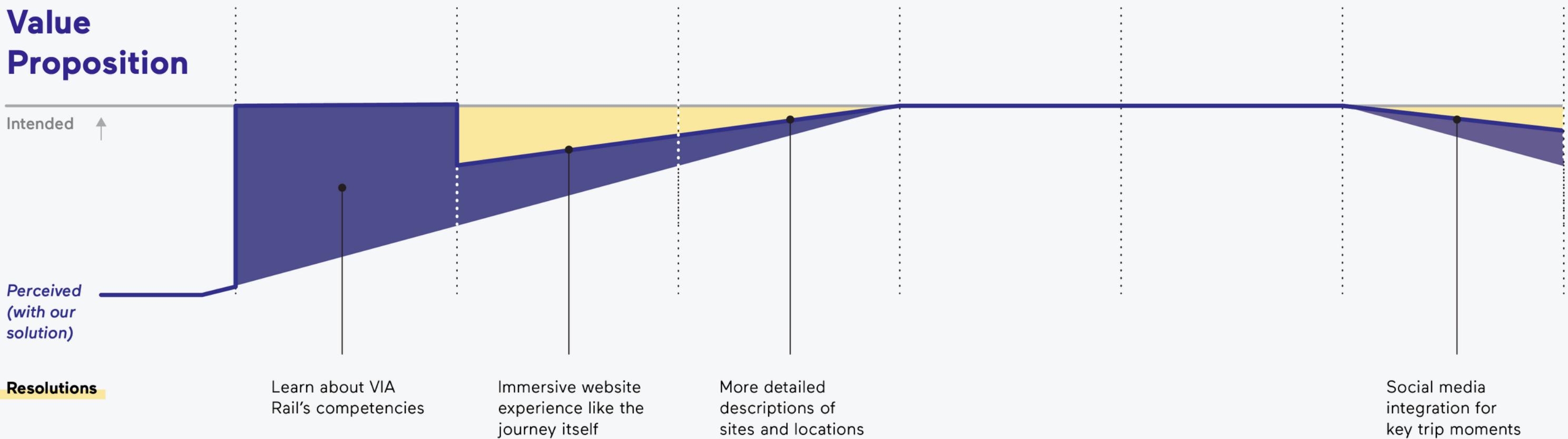
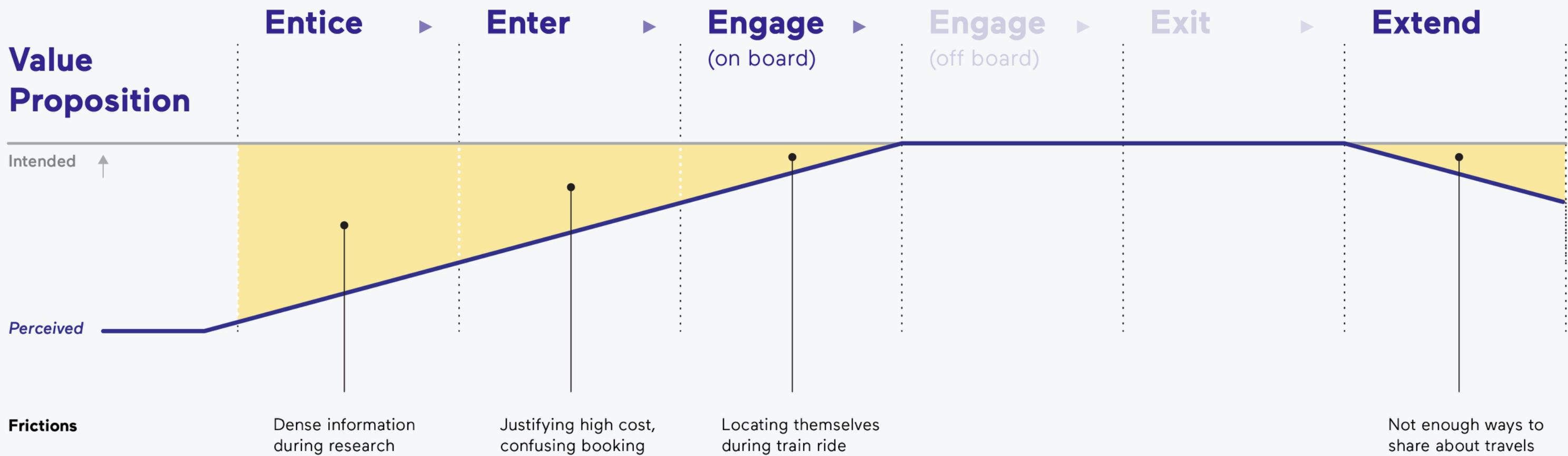
Join us

# Let's start planning your adventure.

Book now Explore other routes

CTA to commit to purchase or revisit information

A white curved arrow points from the text "CTA to commit to purchase or revisit information" down towards the "Explore other routes" button.

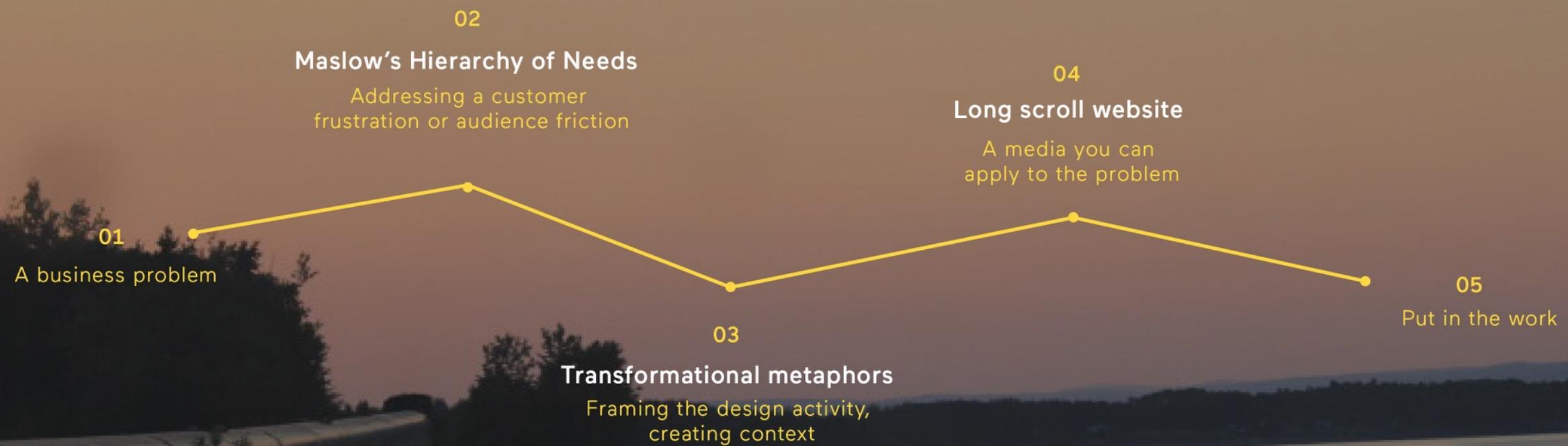




## Sector-Wide Implications

Applicable to other journey-based travel experiences, such as cruises, tour buses, and other forms of rail tourism

# AKQA's Essential Project Development Cycle



# Driving Design Decisions

## Content Organization

### Maslow's hierarchy

Content presented in a visual narrative and organized to appeal to tangible, intangible, and aspirational values

## Transformational Metaphor

### “Seeing through a window”

Use of full bleed images as a figurative train window

## Our Concept

### “Journey as valuable as the destination”

Dividing sections through long scrolling reflects the journey progression, providing frame-by-frame information

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