



## **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.

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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

<b>Stages</b>	<b>Entice</b>	<b>Enter</b>	<b>Engage (on board)</b>	<b>Engage (off board)</b>	<b>Exit</b>	<b>Extend</b>
<b>Activities</b>	Research Planning Browsing	Booking Pre-Travel Check-in	Boarding Dweling Sight-Seeing	Excursion Exploring	Post-Travel Unboarding and baggage	Follow-up Social media feedback
<b>Customer Perspective</b>	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?
<b>Value Proposition</b>						
<b>Frictions</b>	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

### 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

Intangible

### Examine ►

Learn about on-board services and activities

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

Esteem

Aspirational

### 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?

Self-actualization

## 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.

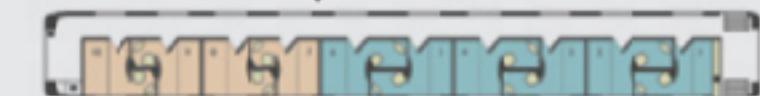
Difficult to distinguish  
tourism from commuter rail

- 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

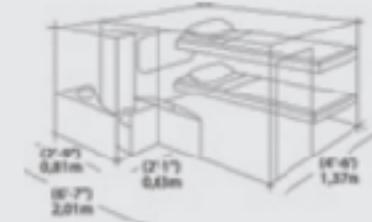
RENAISSANCE (AVAILABLE ON THE OCEAN)



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.

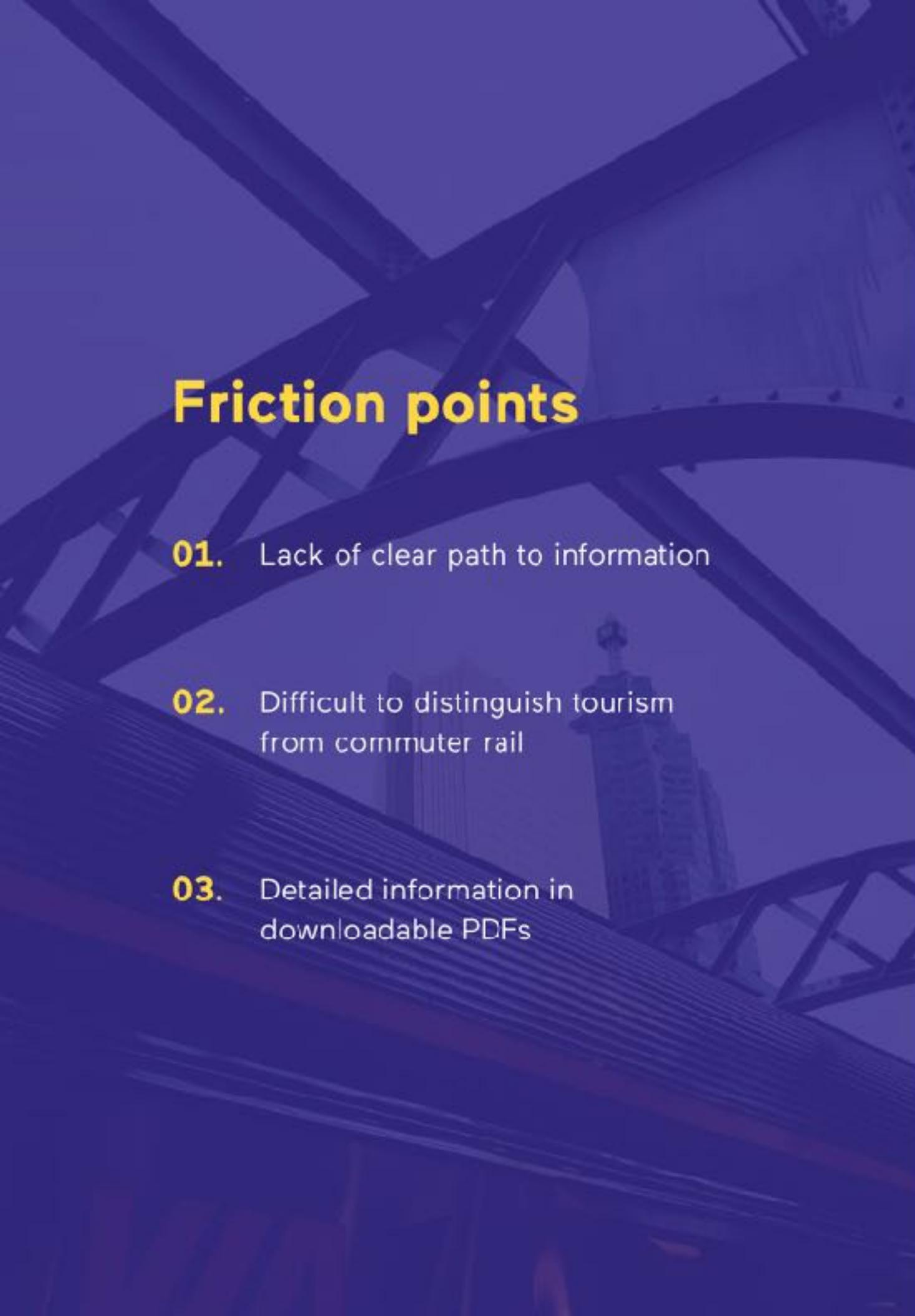
### ACCESSIBILITY

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

Stages	Entice	Enter	Engage (on board)	Engage (off board)	Exit	Extend
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Discovery ► Enter ► Immerse ► Examine ► Reflection ►



# 6 Ways to Feel Canada

skip



Discovery ▶

Enter ▶

Immerse ▶

Examine ▶

Reflection ▶

(Introduction video)



# 6 Ways to Feel Canada

Skip button for  
introduction video

skip



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

The landing page for VIA Rail Canada's The Canadian train features a large background image of the Rocky Mountains. At the top left is the VIA Rail Canada logo. On the right side are navigation links: Booking (highlighted in blue), Contact, and Go Live. In the center, the word "The Canadian" is written in large, bold, white letters. Below it, "Vancouver - Toronto" is shown in a smaller white box. To the left, a sidebar lists various routes: Vancouver - Toronto (highlighted in yellow), Quebec City - Windsor, Montreal - Halifax, Jasper - Prince Rupert, Winnipeg - Churchill, and Montreal - Jonquiere. A cursor icon points to the "Vancouver - Toronto" link. At the bottom, there is descriptive text about the journey and a "Explore" button. Two white arrows point from the text at the bottom to the route list on the left and from the "Booking" link to the "Opportunity to book at any time" text.

VIA Rail Canada

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

Vancouver - Toronto  
Quebec City - Windsor  
Montreal - Halifax  
Jasper - Prince Rupert  
Winnipeg - Churchill  
Montreal - Jonquiere

Opportunity to book at any time

Switch routes with clicking navigation or scrolling

Discovery ▶

Enter ▶

Immerse ▶

Examine ▶

Reflection ▶

(Landing page)

The image shows the landing page for VIA Rail Canada. The background is a scenic photograph of snow-capped mountains and a forested hillside. In the upper left corner, the VIA Rail logo is visible. Along the left side, there is a vertical list of travel routes: Vancouver - Toronto, Quebec City - Windsor, Montreal - Halifax, Jasper - Prince Rupert, Winnipeg - Churchill, and Montreal - Jonquiere. On the right side, the title "The Canadian" is displayed in large white letters, followed by "Vancouver - Toronto" and a brief description of the journey. Below this, there is a yellow button labeled "Explore". A white arrow points from the text "Hover state for CTA buttons" at the bottom to the "Explore" button. At the top right of the page, there are links for "Booking", "Contact", and "Go Live".

VIA Rail Canada

Vancouver - Toronto

Quebec City - Windsor

Montreal - Halifax

Jasper - Prince Rupert

Winnipeg - Churchill

Montreal - Jonquiere

**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**

Hover state for CTA buttons

Booking Contact Go Live

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

0

This image shows the homepage of the VIA Rail Canada website. The background is a scenic photograph of snow-capped mountains and a turquoise lake. At the top, there's a navigation bar with the words "Discovery", "Enter", "Immerse", "Examine", and "Reflection" separated by arrows. The VIA Rail Canada logo is in the top left, and "The Canadian" train service information is in the top center. On the right side, there are links for "Booking", "Contact", and "Go Live". On the left, there are menu items: "Routes", "Journey" (which is highlighted in yellow), "Classes", and "Join us". A hashtag "#VIAvancouver" is located on the right side of the page. The main title "Vancouver" is prominently displayed in the center. Below it is a paragraph about Vancouver's unique offerings. At the bottom, a map shows the route of "The Canadian" from Vancouver to Toronto, passing through Kamloops, Jasper, Edmonton, Saskatoon, Winnipeg, Sioux Lookout, Sudbury Junction, and finally Toronto. The route is marked with a yellow line and dots at each stop. A small "0" icon is in the bottom left corner.

The image shows a dark-themed web page for VIA Rail Canada. At the top left is the VIA Rail logo. To its right, the text "The Canadian Vancouver - Toronto" is displayed above a large, stylized suspension bridge graphic. On the far right of the header are links for "Booking", "Contact", and "Go Live".

On the left side, there's a sidebar with navigation links: "Routes", "Journey" (which is highlighted in green), "Classes", and "Join us".

The main content area features a large title "Winnipeg" in white. Below it is a descriptive paragraph: "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." To the right of this text is a hashtag "#VIAwinnipeg" and a small circular icon.

Below the text, a map shows the route of "The Canadian" from Vancouver to Toronto. The route is highlighted in yellow, showing stops at VANCOUVER, KAMLOOPS, JASPER, EDMONTON, SASKATOON, WINNIPEG (which is circled in white), SIOUX LOOKOUT, SUDBURY JCT., and TORONTO. A distance marker indicates "2293.31 4100 km".

Annotations with arrows point to specific elements:

- An arrow points to the "Journey" link in the sidebar with the text "Move from stop to stop through scrolling to represent journey".
- An arrow points to the yellow route line with the text "Marker for current stop in relation to others".
- An arrow points to the "Indicator for current route being viewed" which is a curved line pointing to the "The Canadian Vancouver - Toronto" header.

The Canadian Vancouver - Toronto

VIA Rail Canada

Booking Contact Go Live

Routes Journey Classes Join us #VIAtoronto

# 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.

Marker shows distance travelled over total

Visuals and content changes based on current stop

4466 km

VANCOUVER KAMLOOPS JASPER EDMONTON SASKATOON WINNIPEG SIOUX LOOKOUT SUDBURY JCT TORONTO

The Canadian Vancouver - Toronto

VIA Rail Canada

Booking Contact Go Live

Routes

Journey

Classes

Join us

#VIAToronto

TORONTO

SUDBURY JCT.

SIOUX LOOKOUT

WINNIPEG

SASKATOON

EDMONTON

JASPER

KAMLOOPS

VANCOUVER

4468 km

**Toronto**

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Discovery ► Enter ► Immerse ► Examine ► Reflection ►  
(Instagram panel)

The Canadian Vancouver - Toronto

VIA Rail Canada

Affordance for drawing out panel

Routes

Journey

Classes

Join us

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.

hide

Unique hashtags for every location

#VIAtoronto

VANCOUVER

KAMLOOPS

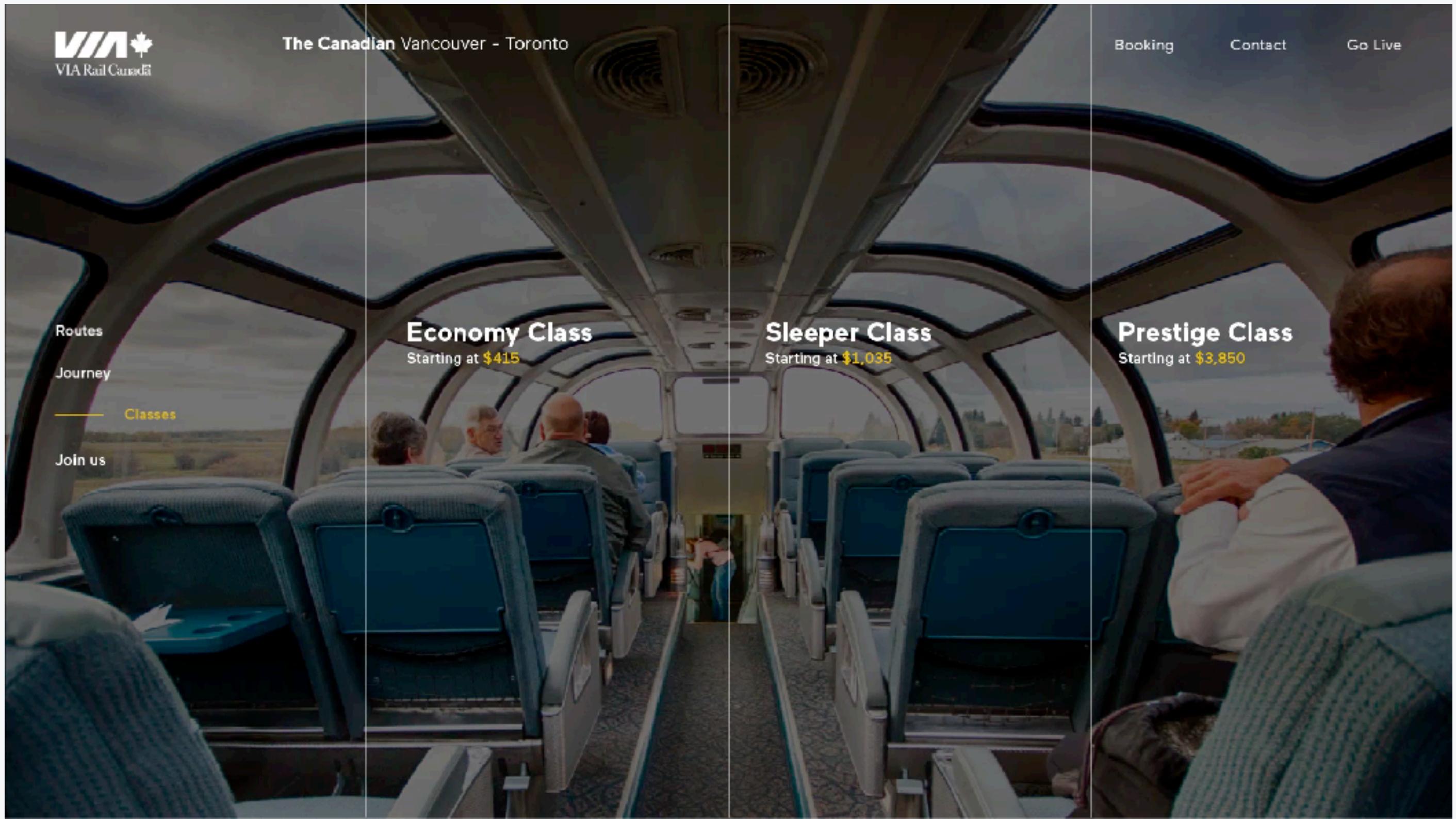
JASPER

EDMONTON

WINNIPEG

The Instagram panel displays several images: passengers looking out from a train window, the interior of a train station with a domed ceiling, a snowy cityscape with the CN Tower, a person holding a coffee cup, a city skyline with cherry blossom trees, and a person sitting on a ledge overlooking a city.

Discovery ► Enter ► Immerse ► Examine ► Reflection ►



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

The Canadian Vancouver - Toronto

VIA Rail Canada

Routes

Journey

Classes

Join us

Economy Class  
Starting at \$615

Sleeper Class  
Starting at \$1,150

Tangible value description

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

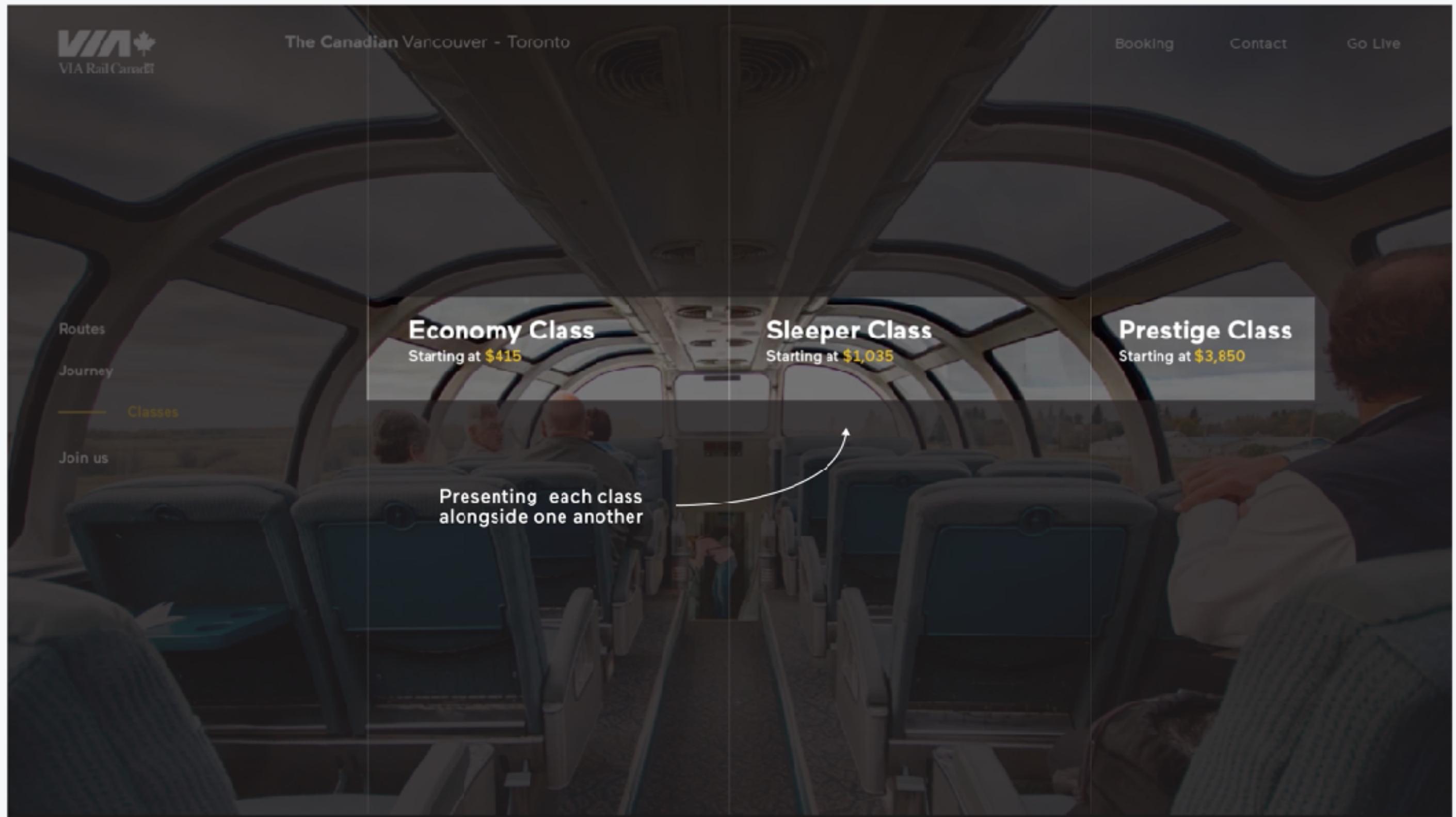
Attendant and turndown services

Access to Skyline, Panorama and Prestige Park car

Explore

Booking Contact Go Live

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



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

Dining car

Flexibility of switching to other class' offerings

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.

**View menus**

Redirect to deeper content of benefits

Discovery ► Enter ► Immerse ► Examine ► Reflection ►

The Canadian Vancouver - Toronto

VIA RailCanada

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

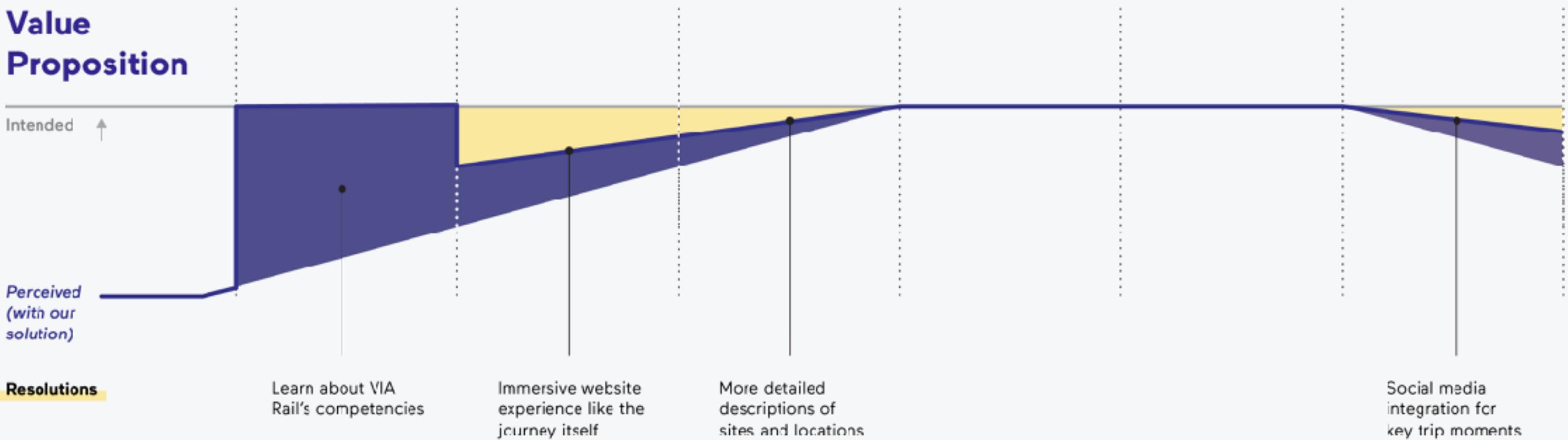
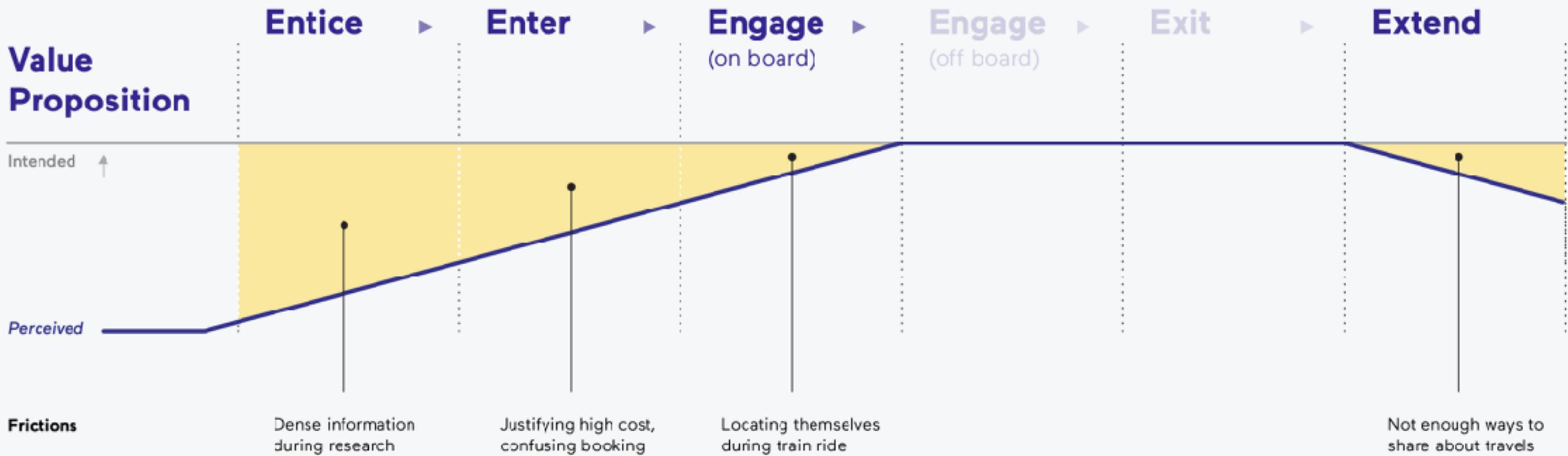
Join us

Let's start planning your adventure.

Book now Explore other routes

CTA to commit to purchase or revisit information

This image shows a screenshot of the VIA Rail Canada website. The background features a scenic landscape of mountains and a winding train track. A large, semi-transparent overlay contains the text "Let's start planning your adventure." in white. At the bottom left, there are two buttons: "Book now" and "Explore other routes". A callout arrow points from the text "CTA to commit to purchase or revisit information" at the bottom right towards the "Book now" button. On the left side of the page, there are navigation links for "Routes", "Journey", "Classes", and a "Join us" link. At the top, there are links for "Booking", "Contact", and "Go Live". The VIA Rail Canada logo is in the top left corner.





## 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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