



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

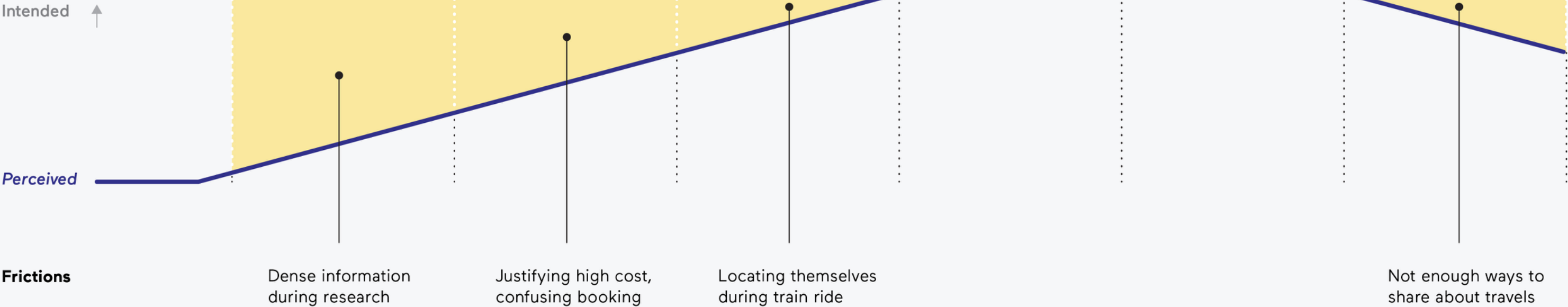
- Seeking unique photography inspirations
- Documenting memories accurately
- Justifying premium travel options

Stages

Activities

Customer Perspective

Value Proposition



Stages

Activities

Customer Perspective

Value Proposition



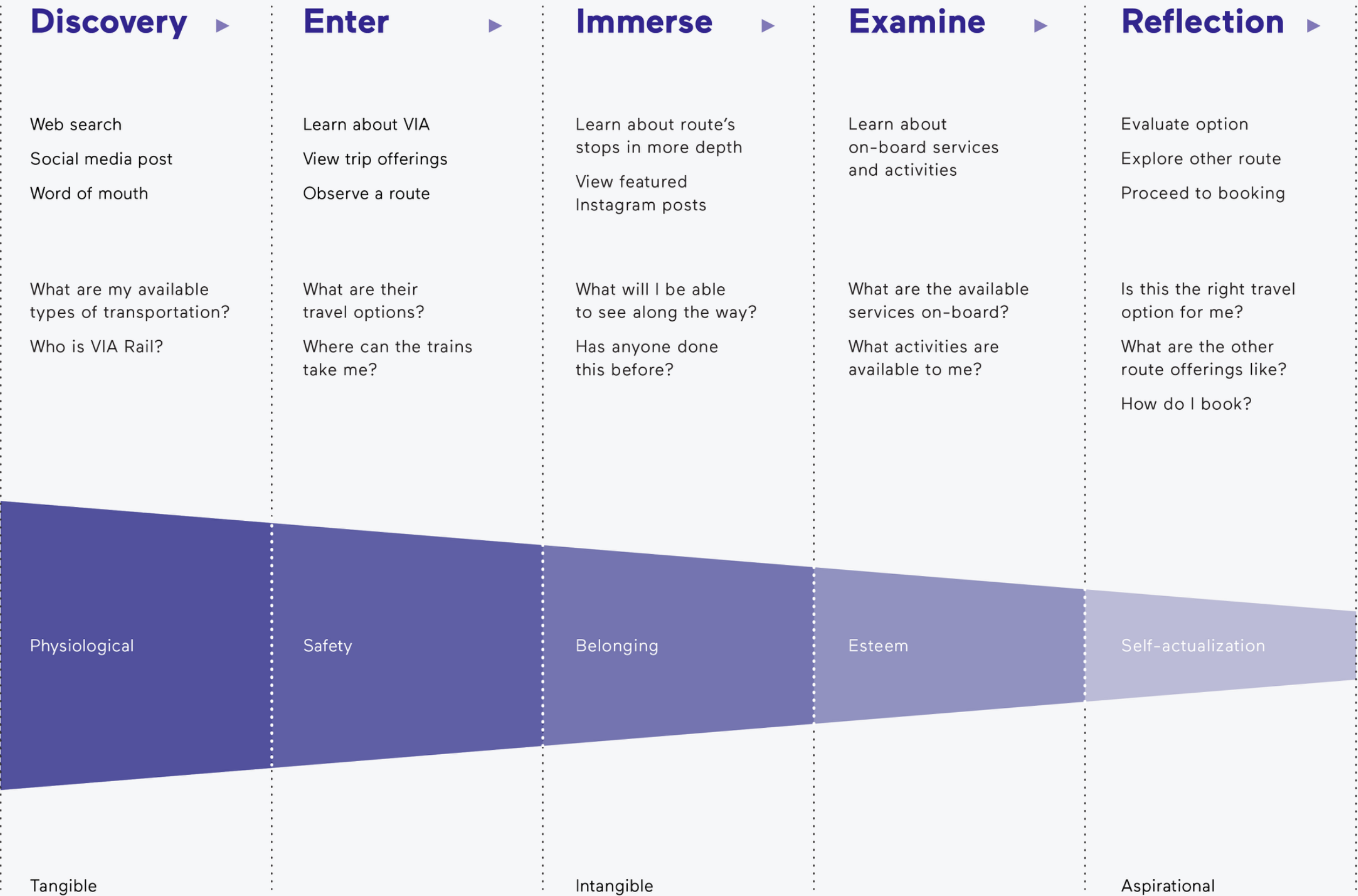
Stages
(within Entice)

Touchpoints

**Customer
Perspective**

**Needs
Fulfillment**
(Maslow's; 1943)


Types of value →



Website Frictions

01.

Detailed information in downloadable PDFs

- [Read about our on board policies](#)
- [Everything about seat assignment](#)
- [Are you sitting comfortably?](#)  (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

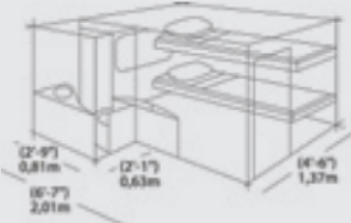
RENAISSANCE (AVAILABLE ON THE OCEAN)



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

Activities

Customer Perspective

Value Proposition



Discovery ▶

Enter



Immerse



Examine

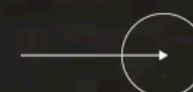


Reflection ▶



6 Ways to Feel Canada

skip



Discovery ▶

Enter ▶
(Introduction video)

Immerse ▶

Examine ▶

Reflection ▶



6 Ways to Feel Canada

Skip button for
introduction video



Discovery ►

Enter

(Landing page)



Immerse



Examine



Reflection ►



Booking

Contact

Go Live

Opportunity to
book at any time

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

Monreal - Joniquiere

Switch routes with clicking
navigation or scrolling

Discovery ►

Enter

(Landing page)



Immerse



Examine



Reflection ►



Booking

Contact

Go Live

The Canadian

— Vancouver - Toronto

Quebec City - Windsor

Montreal - Halifax

Jasper - Prince Rupert

Winnipeg - Churchill

Monreal - Joniquiere

Vancouver - Toronto

Imagine an adventure that begins the moment you board the Canadian.
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4 Nights/ 3 Days

Explore



Hover state for
CTA buttons



The Canadian Vancouver - Toronto

Booking

Contact

Go Live

Routes

Journey

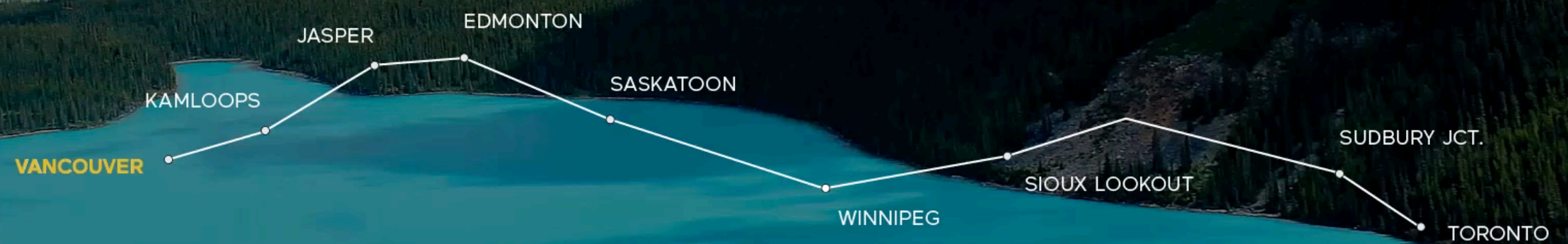
Classes

Join us

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.

#VIAvancouver



Discovery ▶

Enter ▶

Immerse ▶

(Journey page)

Examine ▶

Reflection ▶



The Canadian Vancouver - Toronto

Booking

Contact

Go Live

Routes

— Journey

Classes

Join us

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.

#VIAwinnipeg



Move from stop to stop through scrolling to represent journey



Marker for current stop in relation to others

Discovery ▶

Enter ▶

Immerse ▶

(Journey page)

Examine ▶

Reflection ▶

VIA Rail Canada

The Canadian Vancouver - Toronto

Booking Contact Go Live

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.

Routes

Journey

Classes

Join us

#VIAtoronto

Marker shows distance travelled over total

4466 km

TORONTO



The Canadian Vancouver - Toronto

Booking

Contact

Go Live

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.

#VIA**toronto**



4466 km

Discovery ▶

Enter ▶

Immerse ▶

(Instagram panel)

Examine ▶

Reflection ▶



The Canadian Vancouver – Toronto

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.

Affordance for drawing out panel

hide

Unique hashtags for every location



#VIA**toronto**

Discovery ►

Enter ►

Immerse ►

Examine ►

Reflection ►



The Canadian Vancouver - Toronto

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

Discovery ▶

Enter ▶

Immerse ▶

Examine ▶

(Class page)

Reflection ▶

The screenshot displays the VIA Rail Canada website interface. The background image shows a person dining on a train table with a large window view of a forest. The website layout includes a top navigation bar with links for Booking, Contact, and Go Live. A left sidebar contains links for Routes, Journey, and Classes (which is highlighted). The main content area is titled 'The Canadian Vancouver - Toronto' and lists three train classes: Economy Class (Starting at \$415), Sleeper Class (Starting at \$1,035), and Prestige Class (Starting at \$3,850). The Prestige Class section is expanded, showing a list of amenities: 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; and Access to Skyline, Panorama and Prestige Park car. A yellow 'Explore' button is located at the bottom of the Prestige Class section. A white arrow points from the 'Tangible value description' label to the Prestige Class section.

VIA Rail Canada

The Canadian Vancouver - Toronto

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

Explore

Tangible value description

Discovery ►

Enter ►

Immerse ►

Examine ►
(Class page)

Reflection ►



The Canadian Vancouver – Toronto

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

Presenting each class
alongside one another

Discovery ►

Enter ►

Immerse ►

Examine ►

Reflection ►

(Class offerings)



The Canadian Vancouver - Toronto

Booking

Contact

Go Live

Routes

Journey

Classes

Economy

Sleeper

Prestige

Join us

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.

View menus

Redirect to deeper
content of benefits

Discovery ▶

Enter ▶

Immerse ▶

Examine ▶

Reflection ▶



The Canadian Vancouver – Toronto

[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

Booking

Contact

Go Live

Routes

Journey

Classes

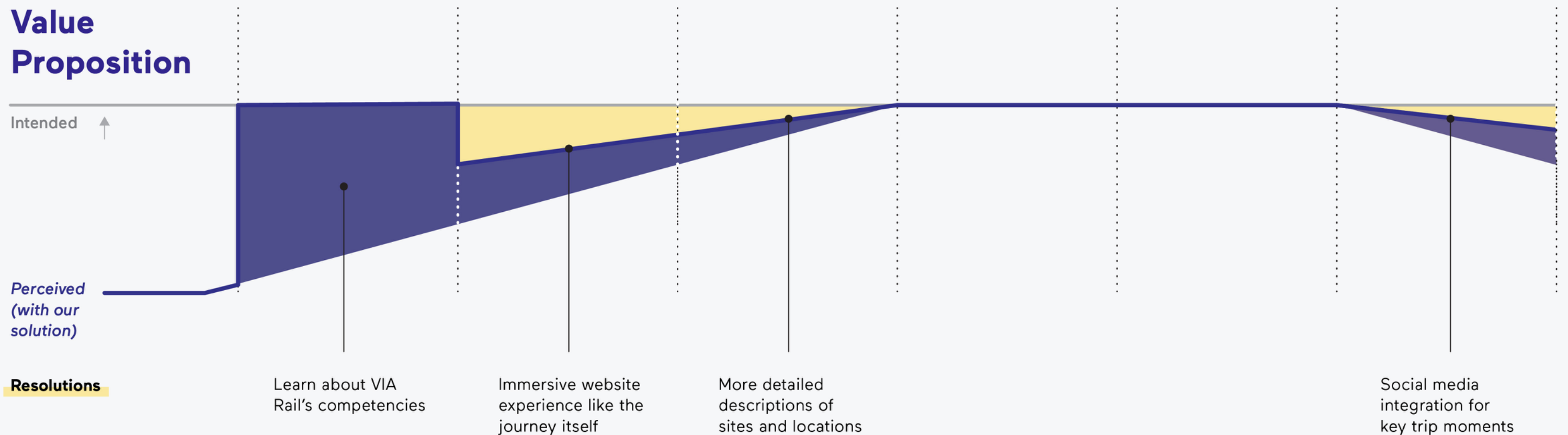
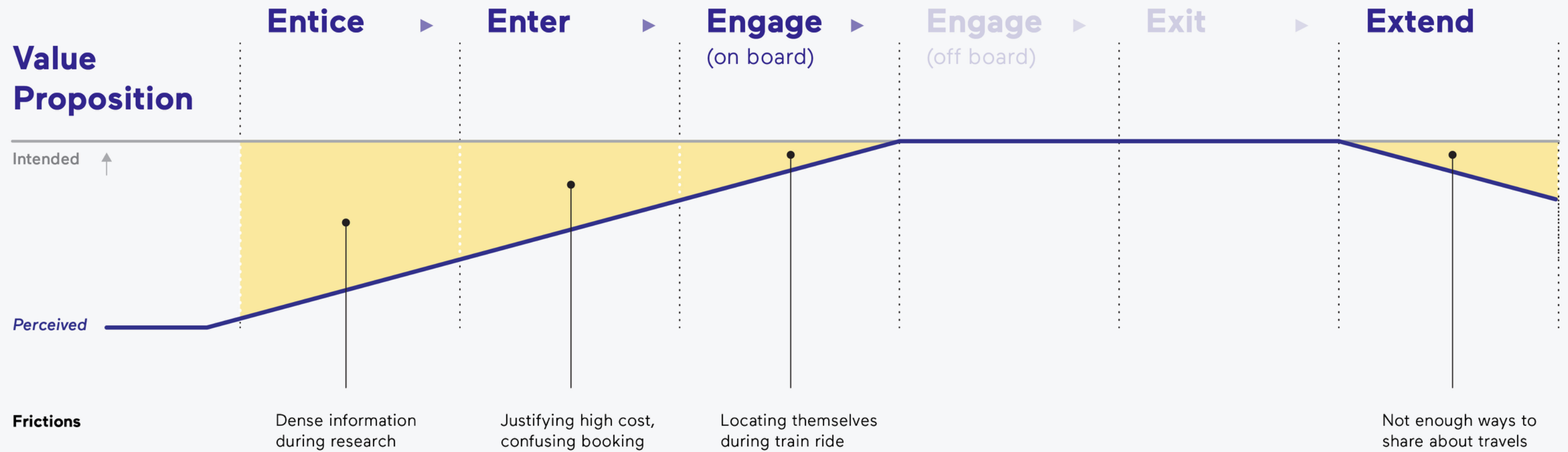
Join us

Let's start planning your adventure.

Book now

Explore other routes

CTA to commit to purchase
or revisit information

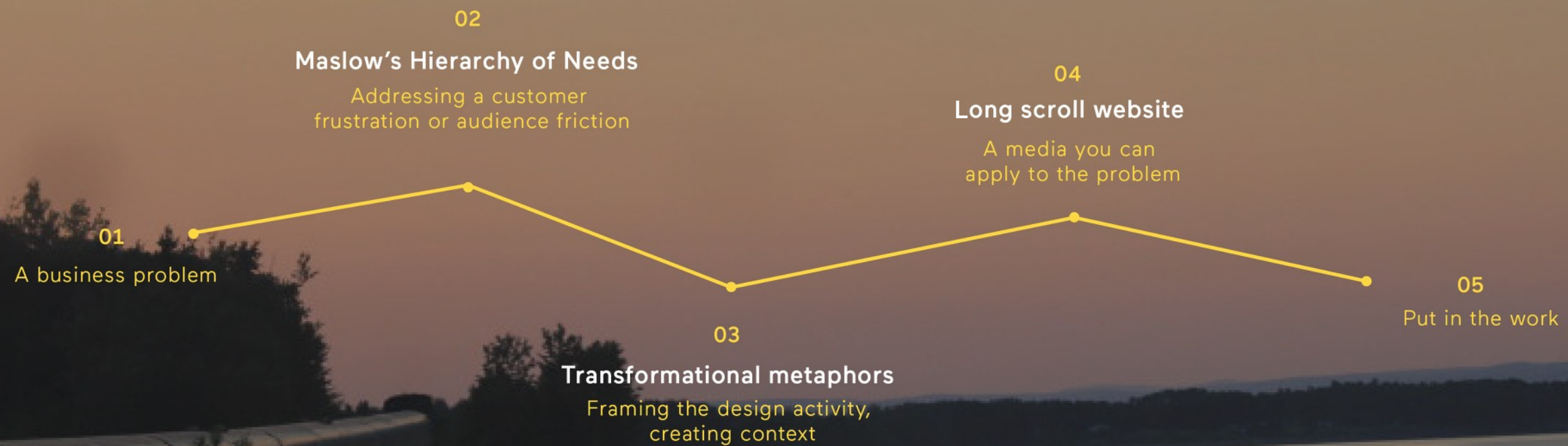




Sector-Wide Implications

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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