



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

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

Intended ↑

Perceived

Frictions

Dense information
during research

Justifying high cost;
confusing booking

Locating themselves
during train ride

Not enough ways to
share about travels

Stages

Entice ▶

Enter ▶

Engage ▶
(on board)

Engage ▶
(off board)

Exit ▶

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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

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

Aspirational

Website Frictions

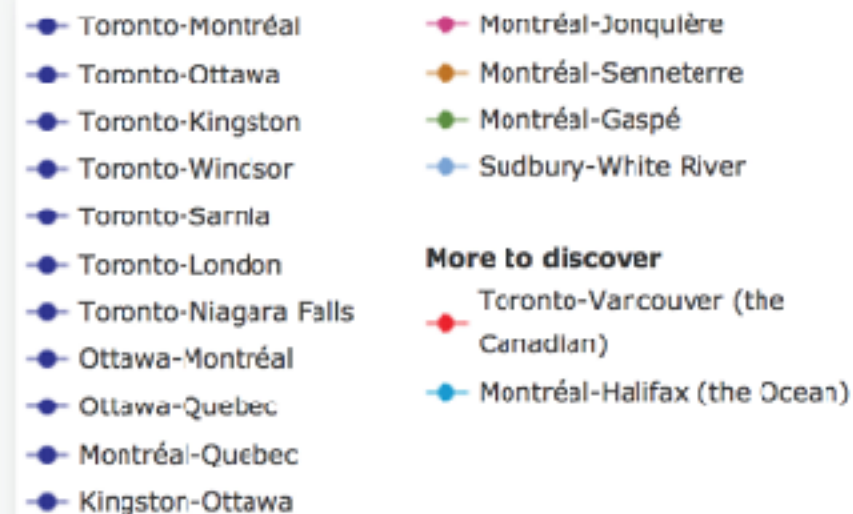
01.

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



A map showing VIA Rail routes across Canada. The routes are listed with colored dots and lines indicating the path. The routes include:


- 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.

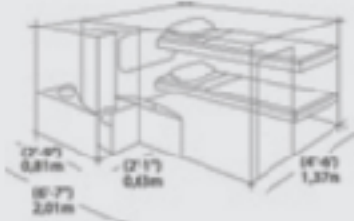
Dense and challenging information to digest



RENAISSANCE (AVAILABLE ON THE OCEAN)

Legend:
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.



Dimensions: 27'41" (8.34m), 21'1" (6.43m), 10'7" (3.21m), 10'41" (3.17m), 11'57" (3.53m)

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

Activities

Research
Planning
Browsing

Booking
Pre-Travel
Check-in

Boarding
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Intended ↑

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Dense information
during research

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confusing booking

Locating themselves
during train ride

Not enough ways to
share about travels

Discovery ▶

Enter

Immerse ▶

Examine ▶

Reflection ▶



6 Ways to Feel Canada

skip



Discovery ▶

Enter ▶

(Introduction video)

Immerse ▶

Examine ▶

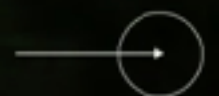
Reflection ▶



6 Ways to Feel Canada

Skip button for
introduction video

skip



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

Vancouver - Toronto

Quebec City - Windsor

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.

Montreal - Halifax

Jasper - Prince Rupert

4 Nights / 3 Days

Winnipeg - Churchill

Monreal - Joniquiere

Explore

Hover state for CTA buttons

Discovery ▶

Enter ▶

Immerse ▶

Examine ▶

Reflection ▶



The Canadian Vancouver - Toronto

Booking

Contact

Go Live

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

Routes

Journey

Classes

Join us



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

Indicator for current route being viewed

Marker for current stop in relation to others



Discovery ▶

Enter ▶

Immerse ▶

(Journey page)

Examine ▶

Reflection ▶



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 SkypPod observation level of the CN Tower at 147 stories high.

Visuals and content changes based on current stop

#VIAtoronto

Routes

Journey

Cases

Join us

Marker shows distance travelled over total

VANCOUVER

KAMLOOPS

JASPER

EDMONTON

SASKATOON

WINNIPEG

SIoux LOOKOUT

SUDBURY JCT

TORONTO

4466 km

Discovery ▶

Enter ▶

Immerse ▶

Examine ▶

Reflection ▶



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 SkypPod observation level of the CN Tower at 147 stories high.

#VIA**toronto**



Discovery ▶

Enter ▶

Immerse ▶

Examine ▶

Reflection ▶

(Instagram panel)

VIA VIA Rail Canada

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.

JASPER EDMONTON

KAMLOOPS VANCOUVER WINNIPEG

Unique hashtags for every location

Affordance for drawing out panel

hide

#VIAtoronto

The screenshot displays the VIA Rail Canada website interface for the Vancouver to Toronto route. The main content area features a dark background with a map showing the route through Jasper, Kamloops, Vancouver, Edmonton, and Winnipeg. A 'hide' button is visible next to the map. The right side of the page shows an Instagram gallery with six photos: a person on a train, a train station interior, a snowy city street, a person holding a coffee cup, a city skyline, and a person on a rooftop. The hashtag #VIAtoronto is displayed at the bottom of the gallery.

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 ▶

Reflection ▶

(Class page)

VIA 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 \$1,295

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

Tangible value description

- 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

Discovery ▶

Enter ▶

Immerse ▶

Examine ▶

Reflection ▶

(Class page)



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 ▶

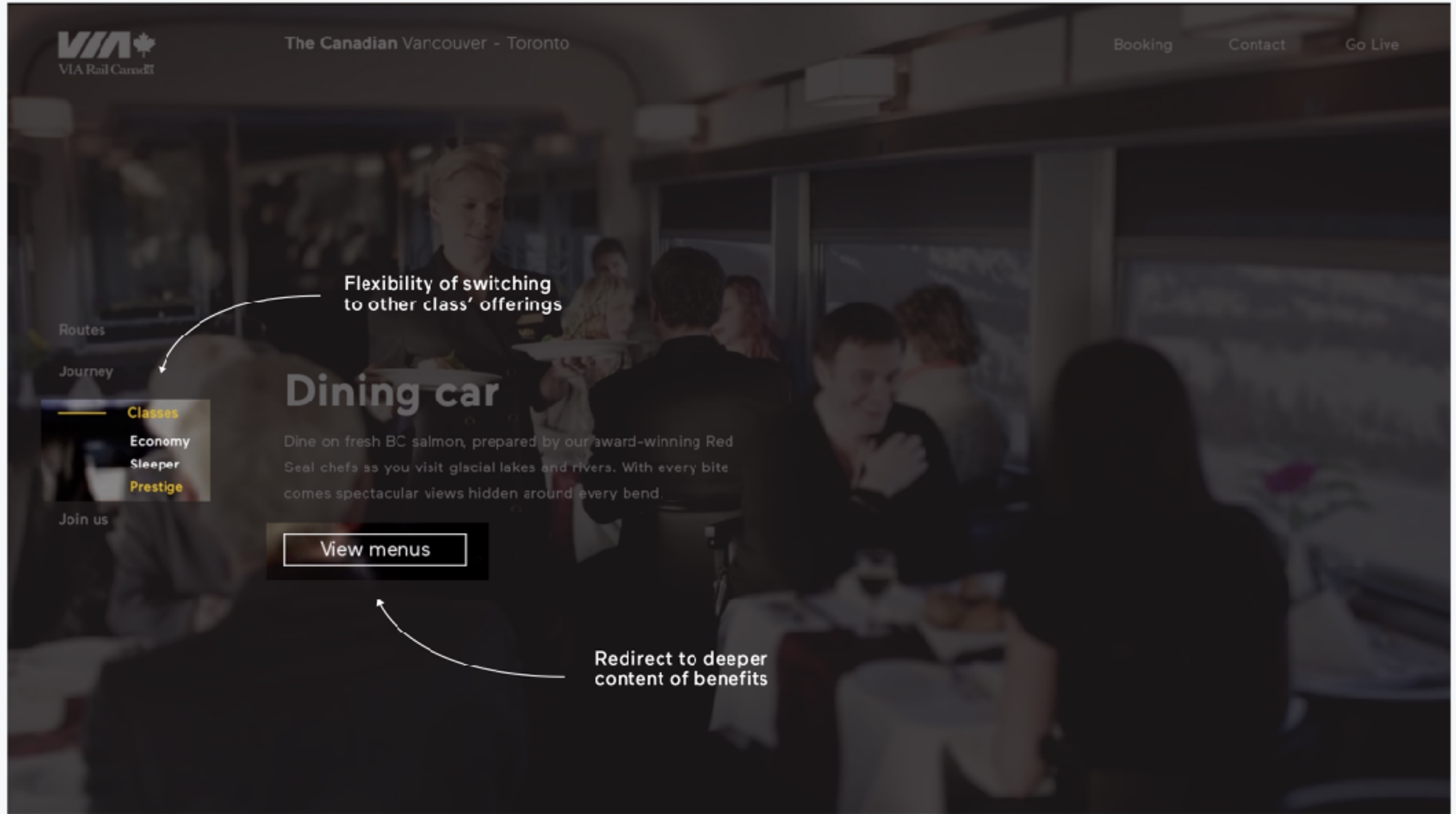
Enter ▶

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

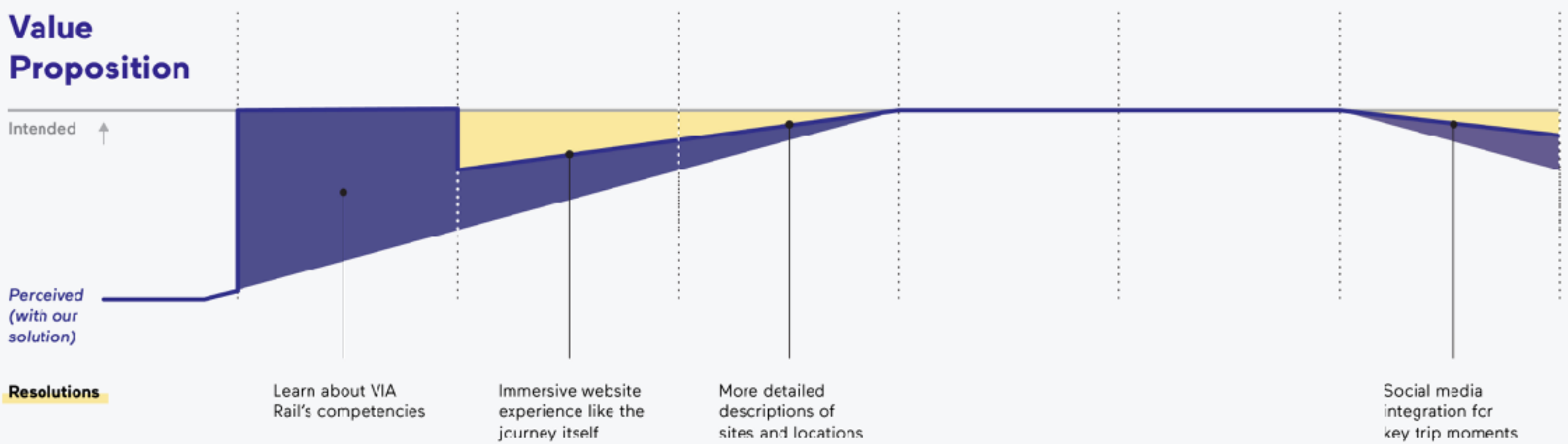
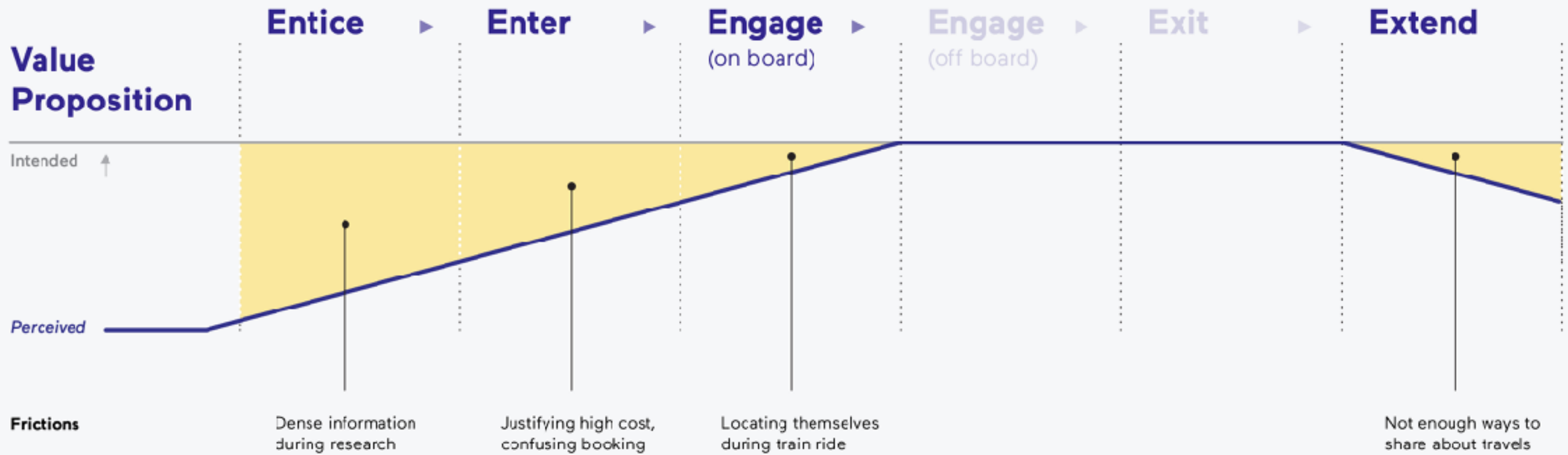
Join us

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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