



**TOBY FITCH**

Adventure on the Tracks Campaign

# RESEARCH

Problem statement, review/analysis, competitive v. compare, case study

# PROPOSAL

Concept

# USER

User cases, user flow

# WIREFRAMES

Standby, recent, popular, map, help, dialogs

# DESIGN

Moodboard

# CONCLUSION

Closing statement

Let's bring Amtrak to **first class travel**.

## Be the Planet's Best Friend

### ENCOURAGE

consumers that traveling by rail is comfortable, fun, and convenient. Enjoy Mother Nature at her finest, take in the spectacular views.

### PROVE

that trains can be an ideal eco-friendly solution to society's problems including but not limited to traffic congestion, waste, and pollution.

### INTEGRATE

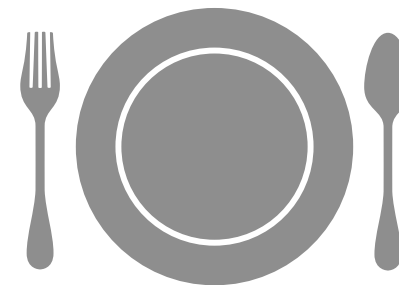
and embrace the use of technology as a method to improve Amtrak's services.

## Rail Travel is Better



### PRODUCTIVITY

Consumers can be productive while commuting by rail. Use your precious time to call your boss, have an online meeting, or check your stocks.



### LEISURE

When you travel by rail, you have the extra time to enjoy the scenery, catch up on some sleep, play cards with your family, or simply eat in our dining cars on the way!



### ECO-FRIENDLY

Trains can be an ideal eco-friendly solution to society's problems including but not limited to traffic congestion, waste, and pollution.

## Existing technology prove that users **engage in social media.**

### POSTANO

Social media aggregator



**TRANSFORMS** how brands engage with fans.

**ENHANCE** the customer experience by visualizing live, social activity from fans across the web.

### SOCIAL PROMPTER

Make events interactive, on-site and online



**SOCIALIZE** brands with on-site social media screens, live photos, interactive kiosks.

**ENGAGE** the audience to interact via social media.

**PROVIDE** custom metrics results for brand interactions including views, mentions, shares, tweets and more.

### LIVEWALL

Create interactions using social media



**FILTER** invective words automatically.

**CREATE** direct interactions with visitors without disturbing the visitors.

**COLLECT** all data from social media channels such as language, active users, topics, hashtags and a tagcloud.



## YAHOO BUS STOP DERBY

Reclaim Yahoo's role as the original social network.

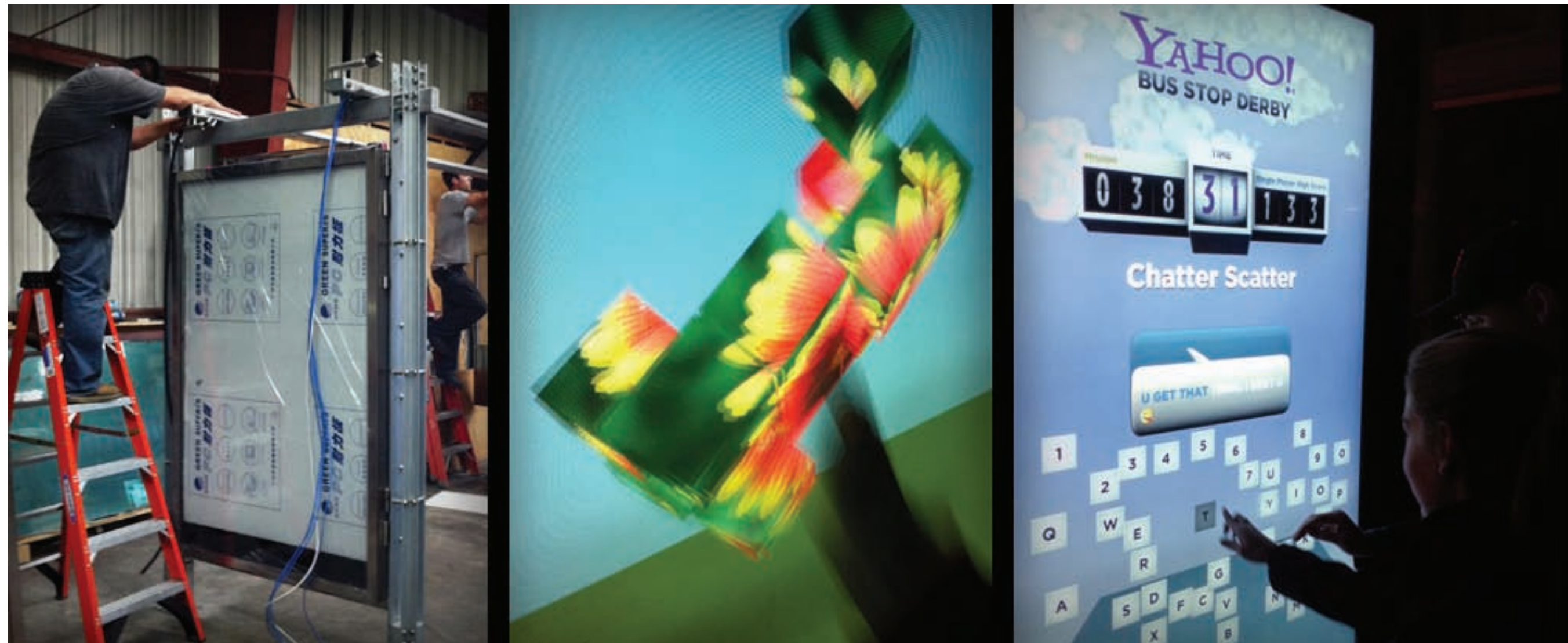
# YAHOO!

**BRING** people together offline in the same way Yahoo can bring communities together online.

**PROMOTE** the Yahoo brand beyond the physical stops through social media and free wifi.

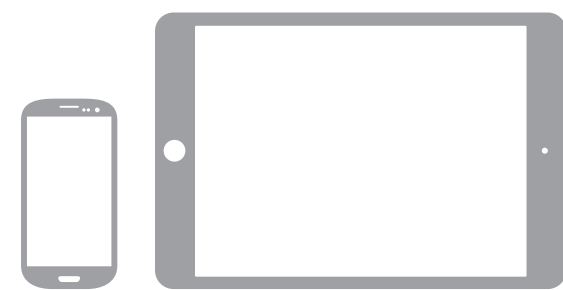
**TRANSFORM** analog bus stops into social gaming hubs, where commuters played other bus stops in real time.

**CREATE** an interactive and web experience where users can interact with each other over the internet with social media.





# Adventure on the Tracks



## SMARTPHONES/TABLETS

Smartphones and tablets have the capabilities to take high-quality photos and allow users to tell their story.



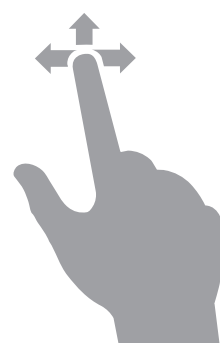
## WIFI

Amtrak currently has an existing wifi network that could be used to upload photos.



## INSTAGRAM

Photos can be shared on Instagram and they must be tagged with #rideAmtrak and could optionally be geo-tagged.



## INTERACTIVE SCREENS

In Amtrak’s train stations, consumers will have an opportunity to look forward to their trip ahead.



## PHOTOS

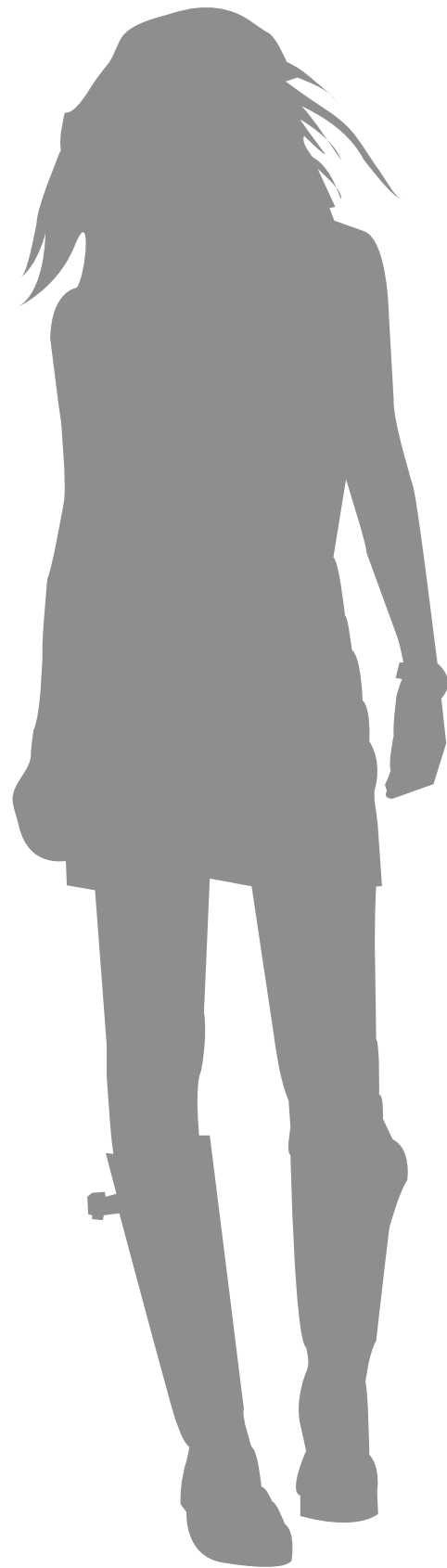
The interactive screen will display an instagram feed of tagged photos. Photos can be liked or commented upon.



## POPULARITY

The most liked photo of the week will win a trip for two to anywhere.





## TERI

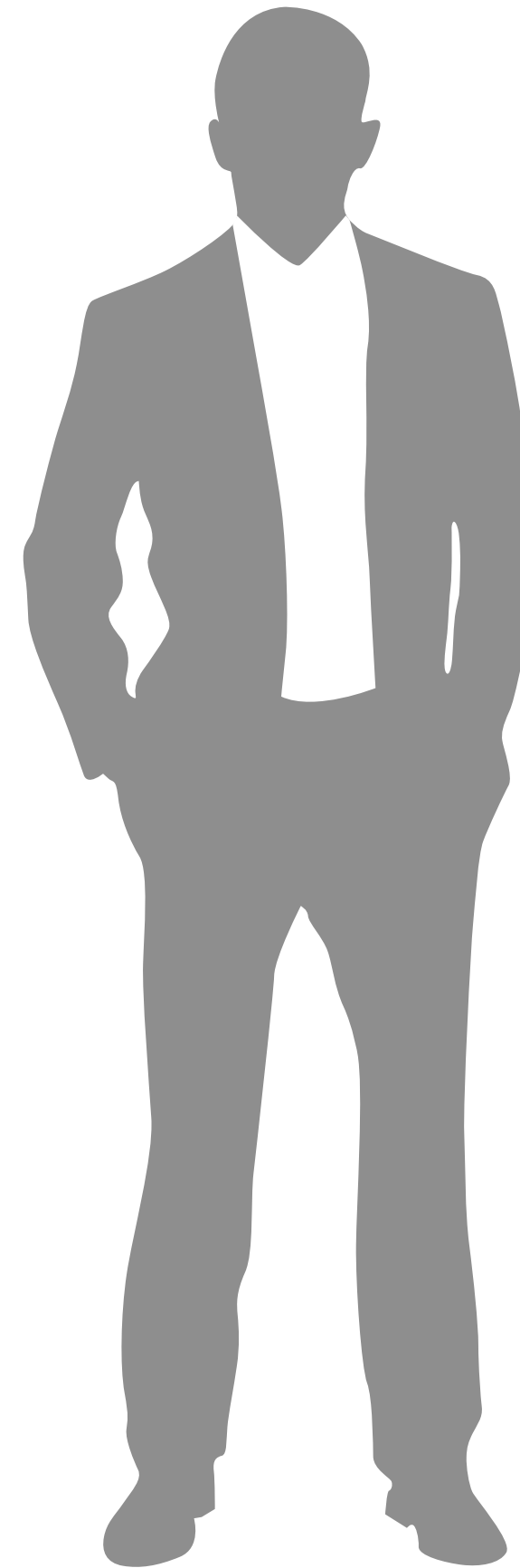
23 | Student in New York, NY

Lives in an apartment in New Jersey next to a train station.

Teri loves to model and always finds photo gigs to make money.

Teri is addicted to her phone, her social media networks keeps her updated.

Photography and fashion is her passion, her camera is well used on her smartphone.



## DENNIS

32 | Businessman in Chicago, IL

Lives in a small mansion, with a wife, a maid and three kids.

Dennis is always connected, from checking his stocks to online meetings.

Always updated, he believes technology is the solution to tomorrow's problems.

He is always busy, working long hours, and often gets home late due to traffic.

## TERI



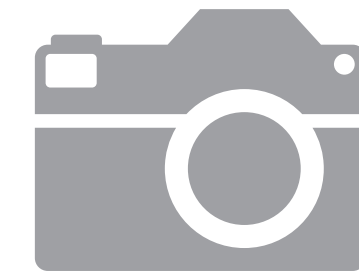
### EARLY RISER

Teri gets up at 6am every morning, no matter the circumstances. She always gets up this early so she can look good at school.



### DAILY FASHION EXPOSURE

She gets most of her fashion inspiration from her social media networks on her phone. While she travels to school, she uses Amtrak's wifi to look for new trendy styles.



### ENJOYS SHARING PHOTOS

With her love of photography, Teri likes to take at least a few pictures of her commute to the city. She uploads a photo to Instagram with the #rideAmtrak tag.

## DENNIS



### WANTS TO AVOID TRAFFIC

Instead of driving his usual Mercedes, Dennis decides to ride on Amtrak for once since he has no tolerance for traffic.



### LEARNS ABOUT WIFI

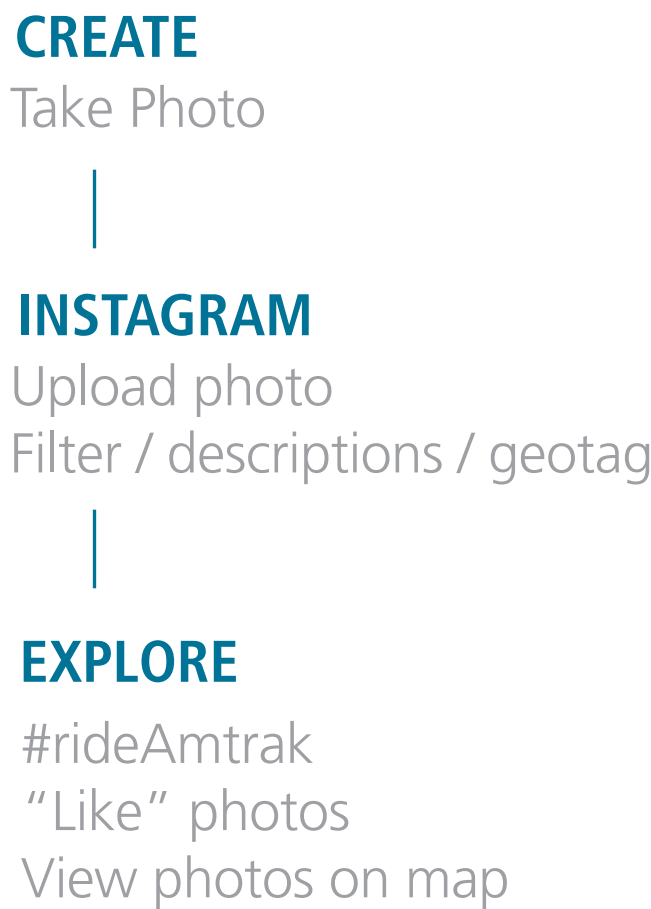
Dennis is thrilled that he can use the wifi on the train and becomes productive on the way to and from work.



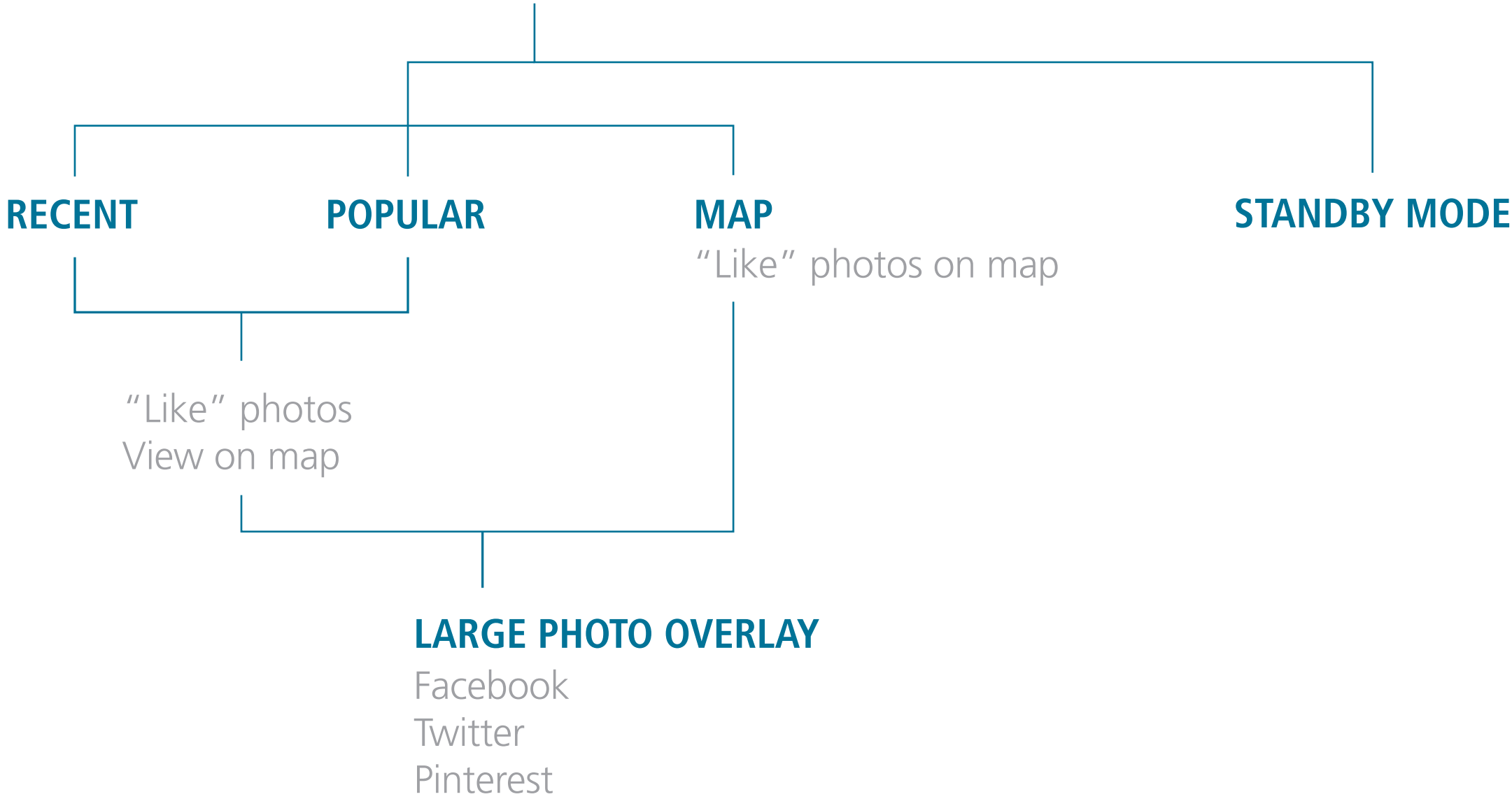
### SHARES HIS EXPERIENCE

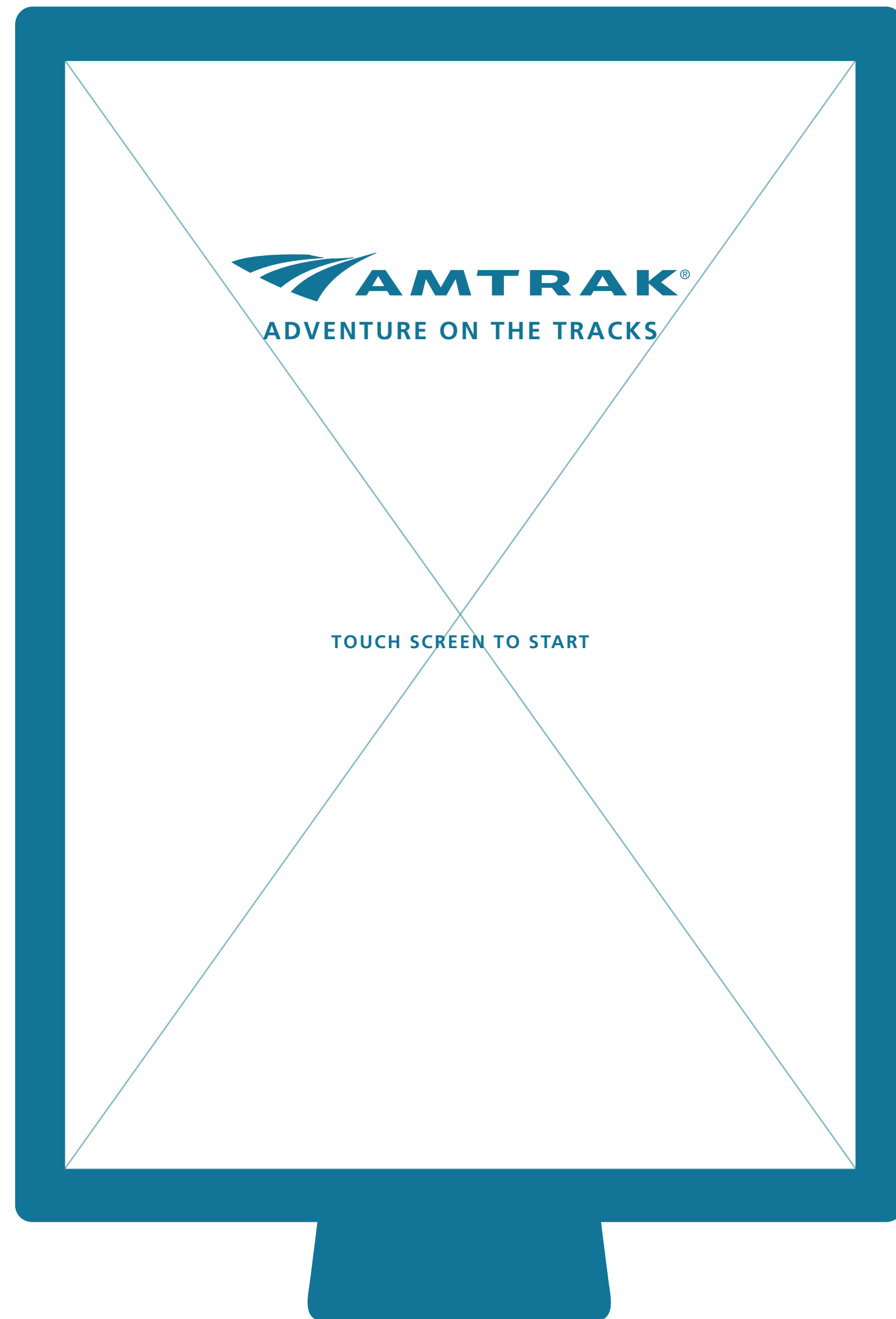
He shares his photos on Instagram bragging that he can work while traveling to work.

SMARTPHONE/TABLET USER



INTERACTIVE SCREEN USER





## TOUCHSCREEN SPECS

The touchscreen will be the size of a regular outdoor analog billboard that can be placed anywhere.

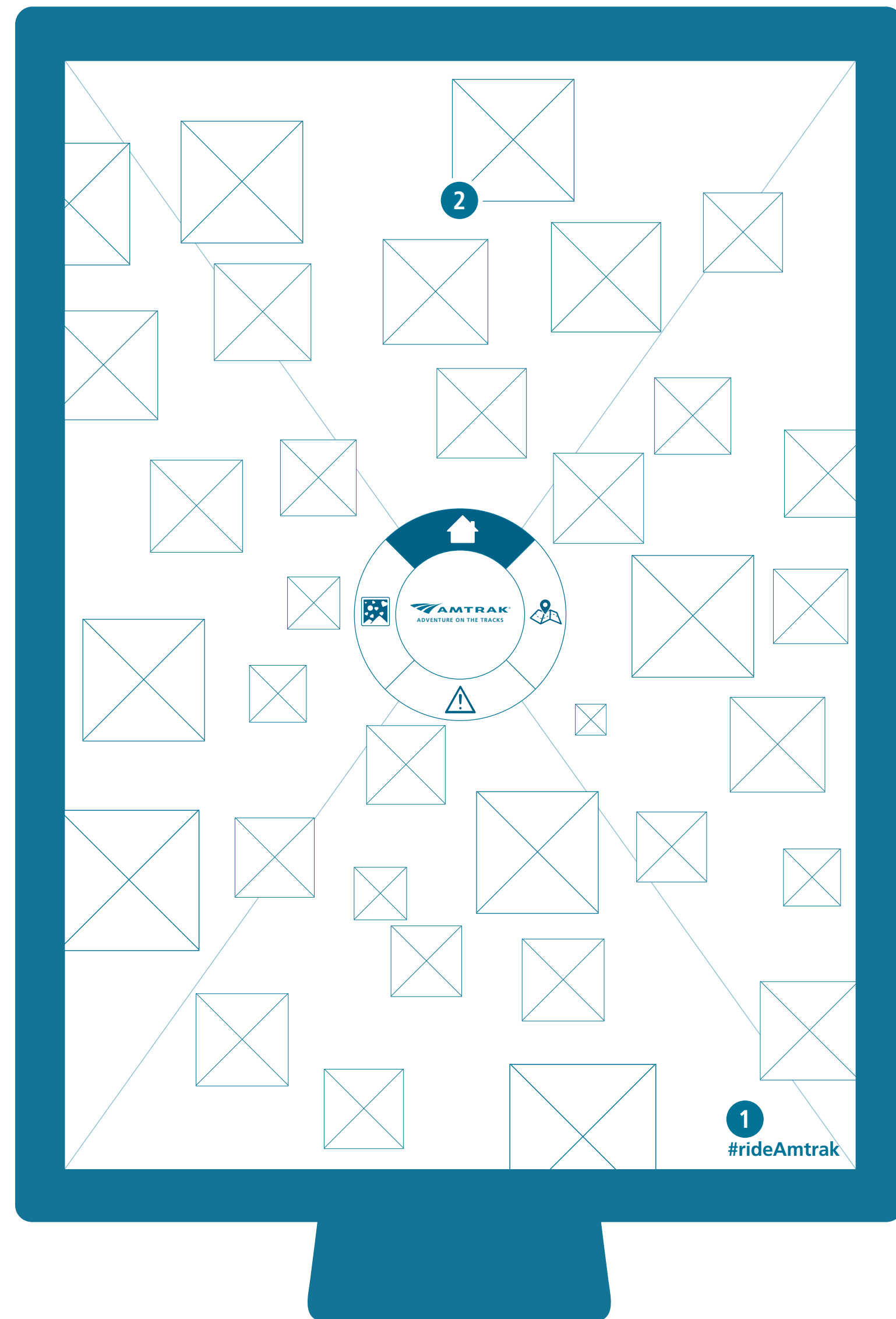
**INTERNET** The billboard will host free wireless service as well as use the wireless to engage users with social media.

**SPEAKERS** The display will emit sounds to attract customers to the screen and encourage them to play with the screen.

## STANDBY MODE

When no one is interacting with the screen, there will be a video playing in the background encouraging users to take photos and point to "TOUCH ME" on the screen.

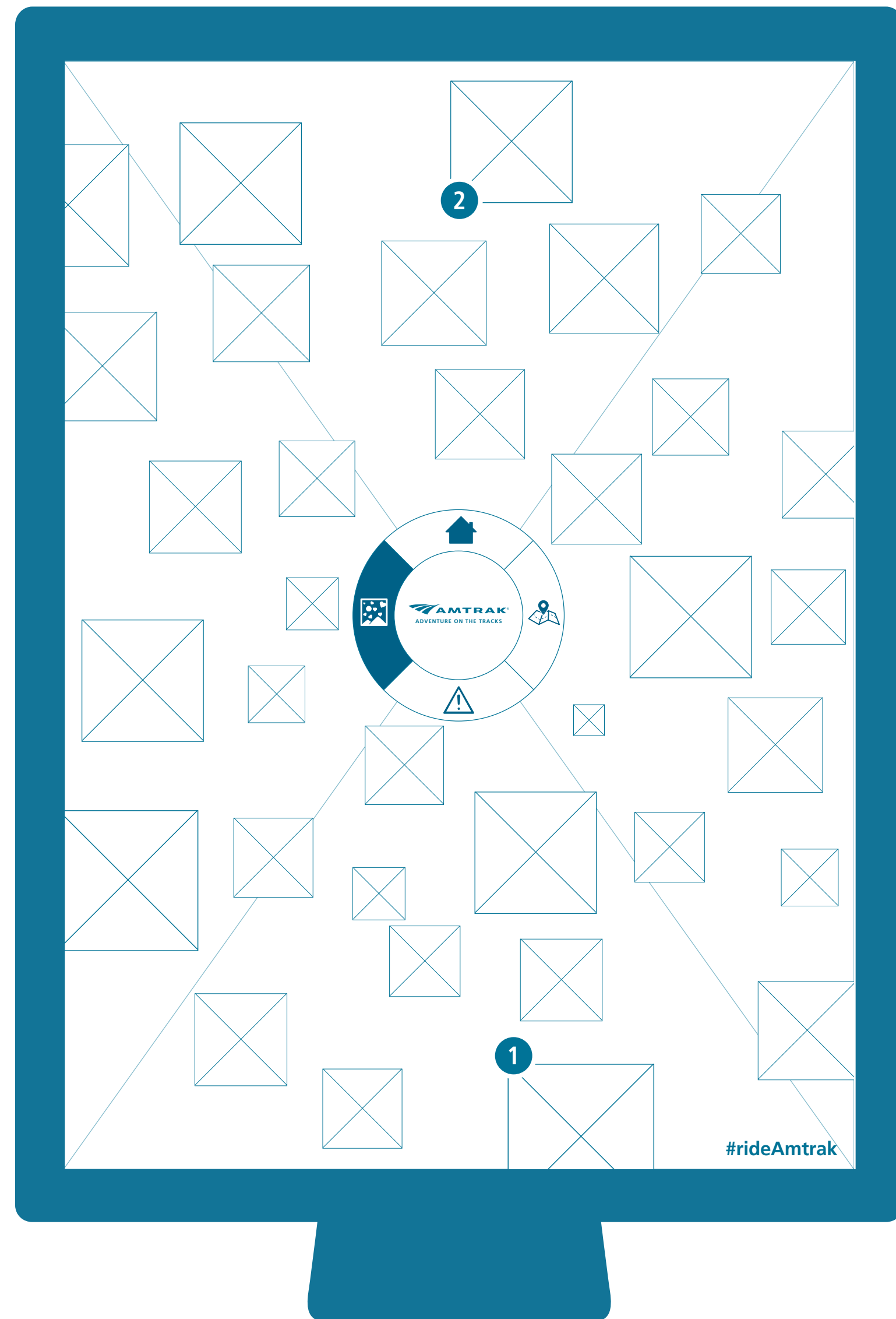




## RECENT

When the touch screen is touched, all photos will “explode” from the center behind the untraditional circular navigation panel and float in a navigatable universe. The screen will constantly be updated with new photos as they are uploaded with the #rideAmtrak tag.

- 1 To encourage users to get involved, the hashtag #rideAmtrak is always on the bottom right.
- 2 The sizes of the photos are dependent on how recent the photos were posted, photos can change size over long periods of time.



## POPULAR

Only popular photos, or photos that are most liked, will show up. The photos will behave in a similar manner as the photos in the RECENT screen. The background also is similar to the RECENT screen, it will showcase beautiful and high quality photos from professional photographers.

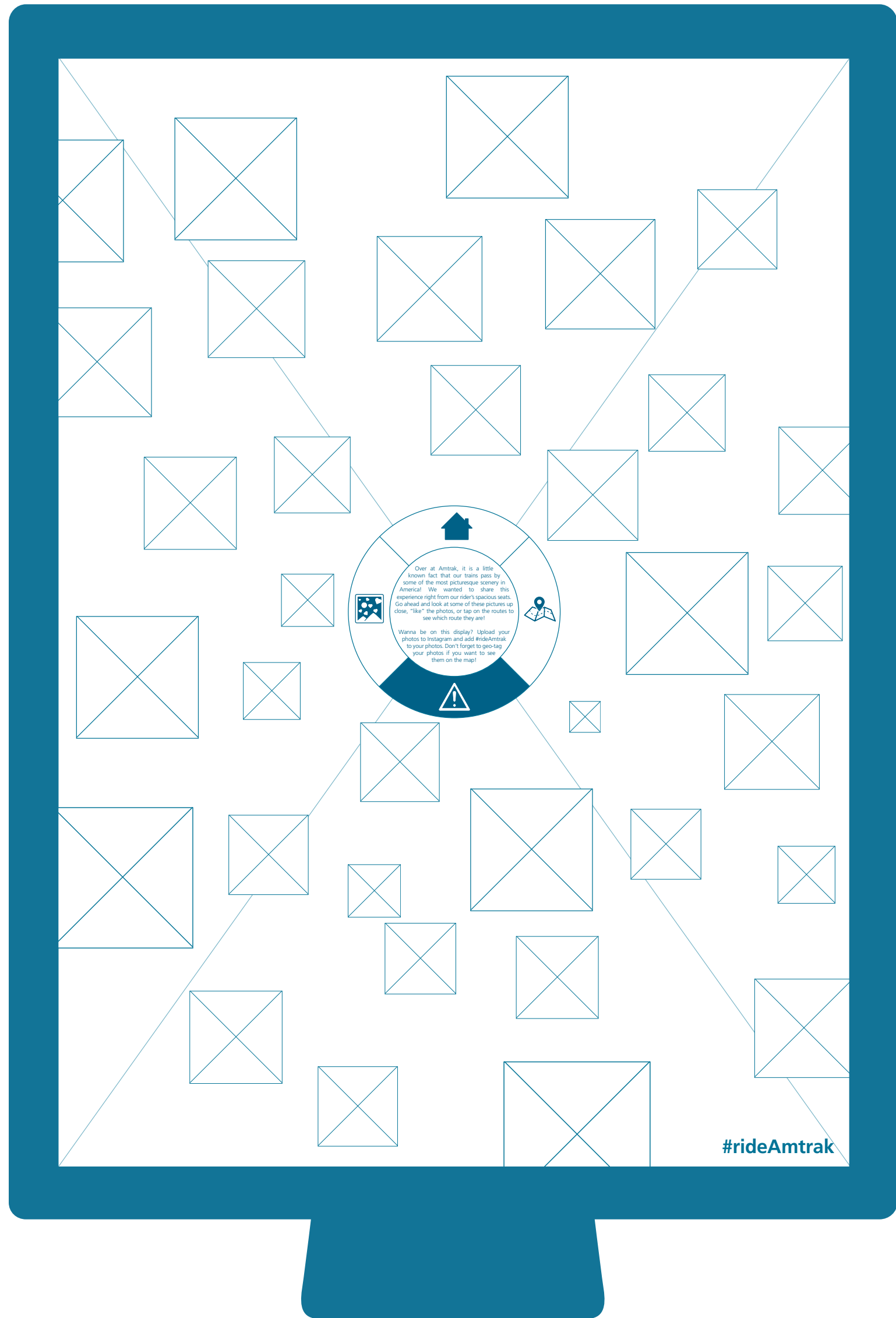
- 1 The bigger a photo is on the screen, the more popular the photo is.
- 2 Only the 100 popular photos of the day will be displayed. The top 100 photos will refresh each day in order to maximize content.



## MAP

This screen simply allows the user to explore all of the geo-tagged photos that were posted along all Amtrak's routes.

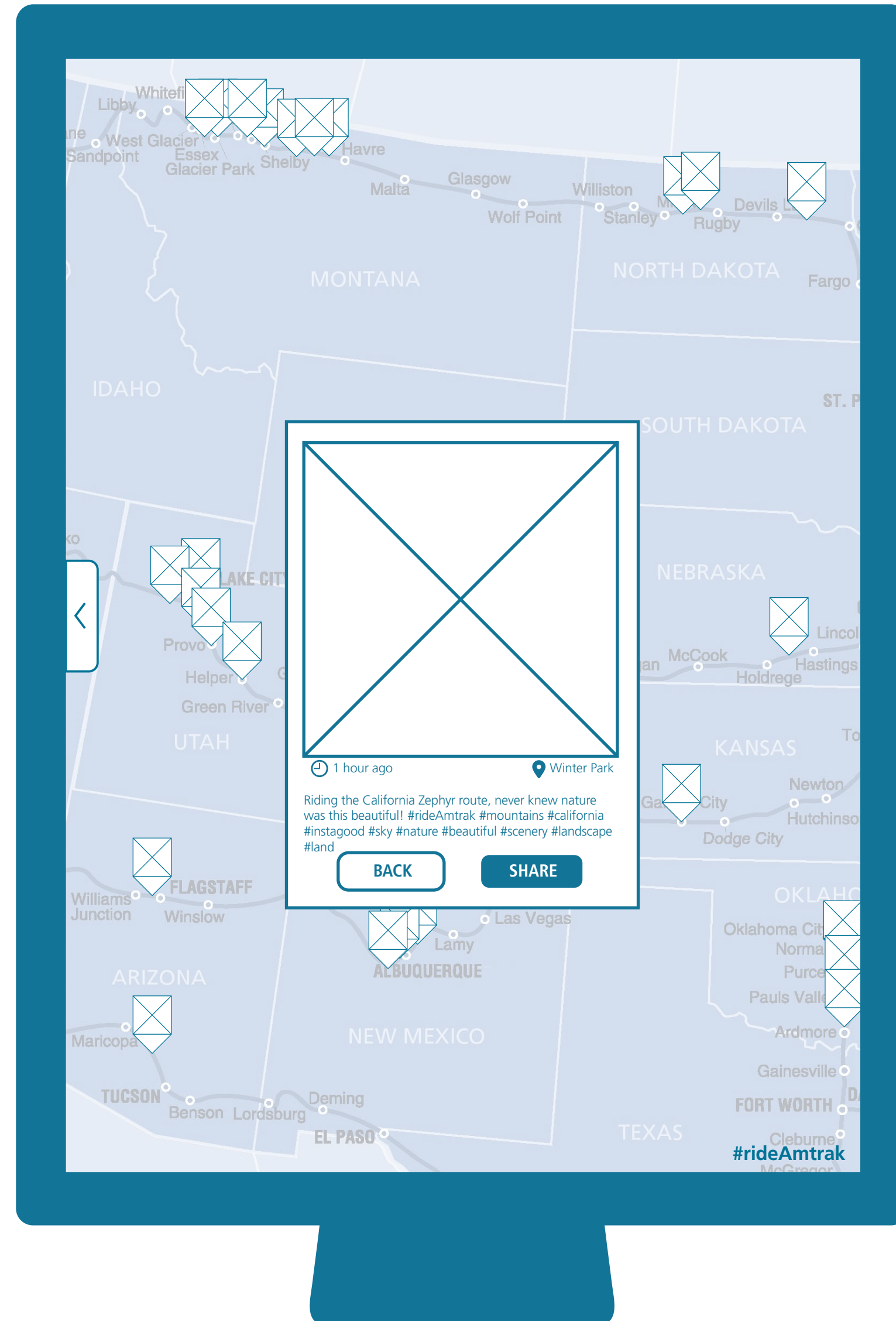
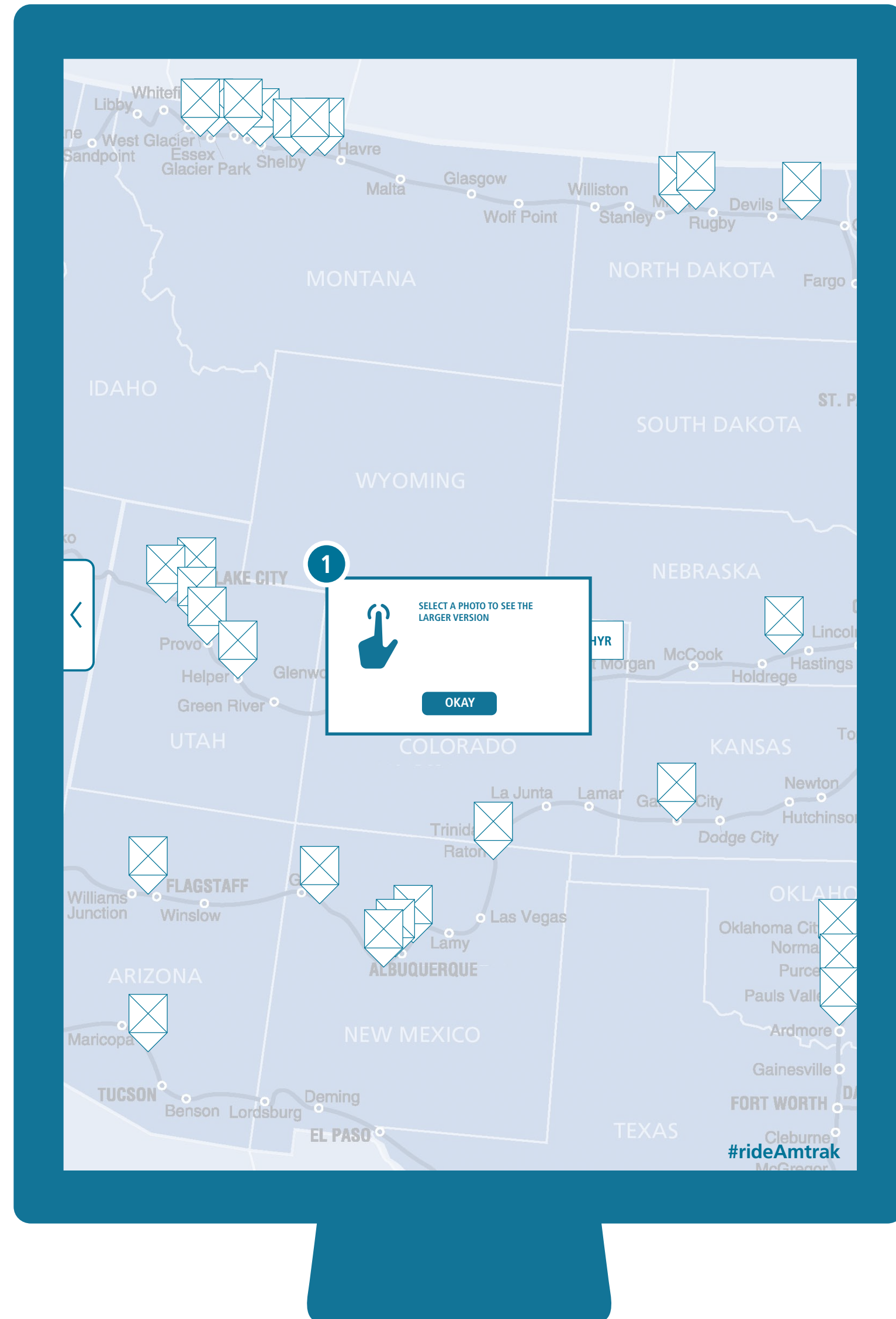
- 1 Each photograph is geo-tagged, and this is the approximate location of where the photo was taken.
- 2 If users are interested with the photos along the route, they can select at any point on the route itself and find out the name of the route they selected.
- 3 Go back to the RECENT screen.



## HELP

When the help/info button is touched, the circle flips around and reveals information about the display. There are subtle instructions that users can play with the interactive screen.





## DIALOGS

Using design conventions, most touchscreen users are familiar with dialogs. Dialogs with its simplicity are instrumental in keeping an experience interactive without confusing the user.

- 1 When there is a period of activity, helper dialogs can encourage users to do something by providing helpful instructions.
- 2 Photo dialogs appear when users tap on a photo. A large version of the photo appears, and the captions will appear as well. They can appear at any time when an Instagram photo is activated, including the RECENT screen and POPULAR screen.







The “Adventure on the Tracks” campaign encourages consumers to view nature **through different lenses.**

Traveling by rail is **fun, eco-friendly, and first class.**

Social media **enhances consumer awareness** of services provided on Amtrak.

A younger target audience brings numerous **revenue opportunities.**