# transavia

Designing Tracy
a conversational holiday recommender for Generation Z

Why

Virtual assistants are rapidly growing in popularity, triggering businesses around the world to explore their applicability. In specific use cases, having a conversational interaction with technology has the advantage of being easy to use, hands-free and eye-free. Despite the fact that Transavia already released its first steps with the assistant, there is still minor knowledge about how it can be used effectively to engage with the customer.

Additionally, the techy, socially active, young customer - often referred to as Generation Z - is interacting with technology and brands in a very different way than Millenials. Therefore, the following design goal is formulated which links the technology and the user to a specific touch point in Transavia's customer journey: "Design a fun to use conversational holiday recommender that assists Generation Z with finding affordable holiday flights."
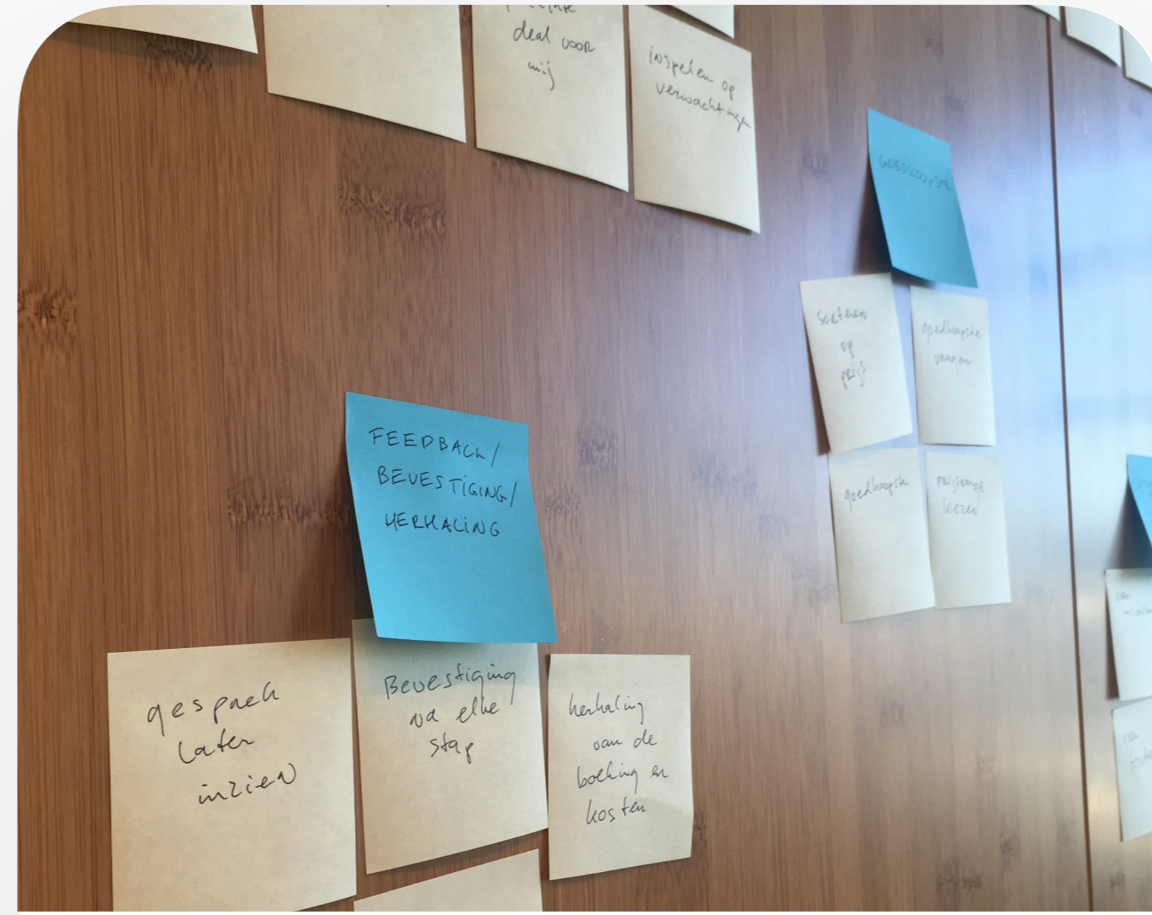
How

Four aspects are analysed: business, process, user and technology, which together lay the foundation for the subsequent user studies. The studies unveil the flight finding and -booking behaviour of Generation Z, as well as their current and preferred interactions with virtual assistants.

What

Based on the outcomes, the witty assistant 'Tracy' is conceptualised and piloted using the Google Assistant and Lenovo Smart Display. Tracy focuses on the moment right before booking called pre-booking, and recommends Generation Z inexpensive trips based on the their availability.

Tracy is a hybrid from the words Transavia and Generation Z. Tracy represents a young, female character with a lot of travel experience. She takes the role of a travel advisor who is excited to assist the user while finding his or her ideal trip.

Her tone-of-voice is optimistic, somewhat witty and to the point. She recommends those trips that are most likely interesting to the user, presented in a way that appeals to the user: In this concept Tracy amplifies her responses using emojis, and elements of gamification as can be seen on other platforms where Generation Z is active on, like Instagram and Snapchat.

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