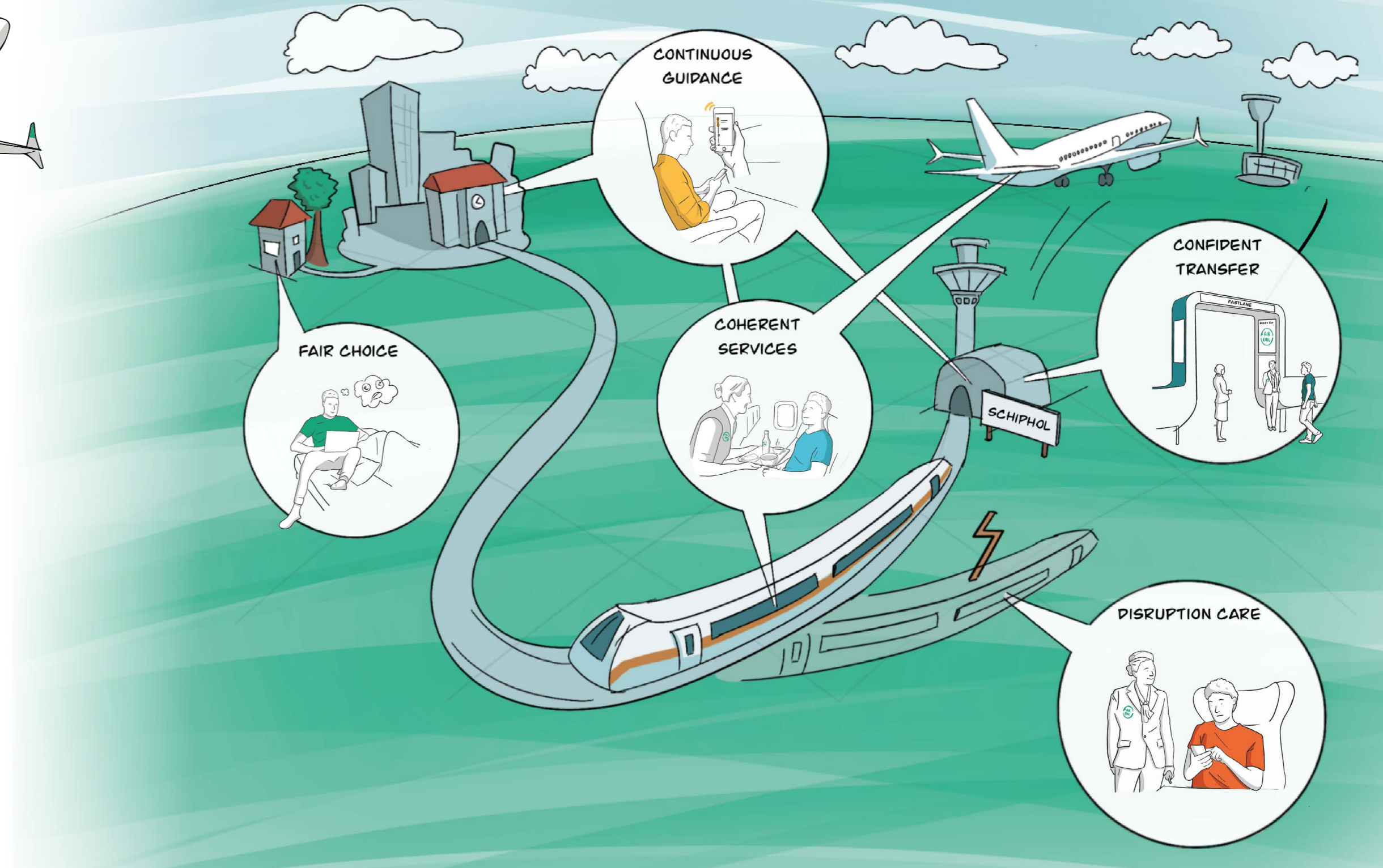
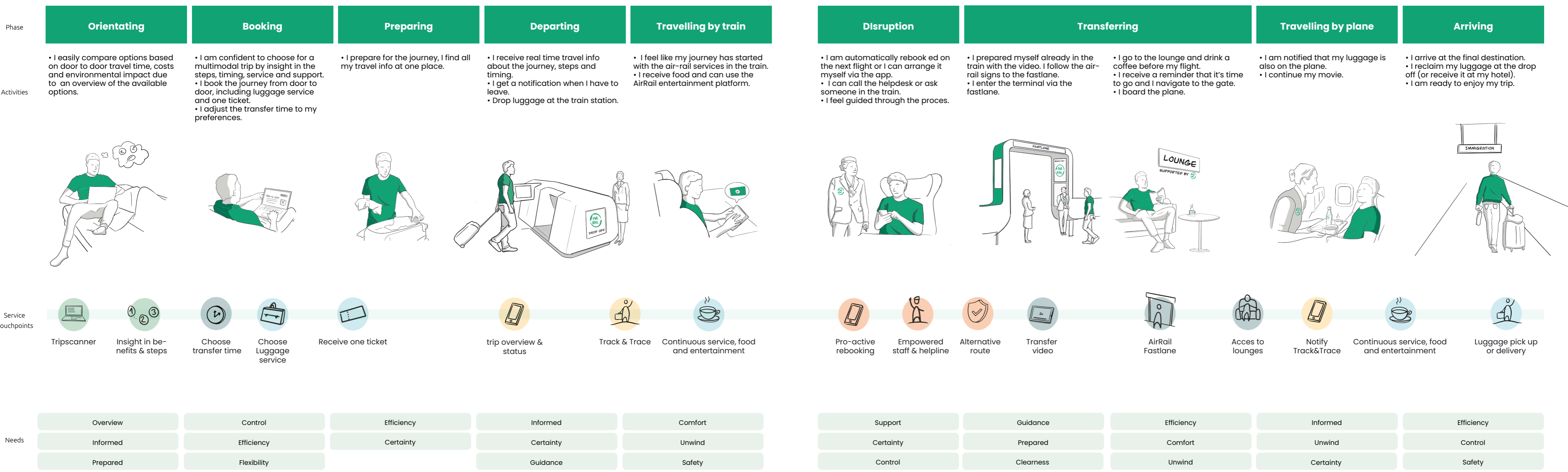


A service design vision for air-rail journeys

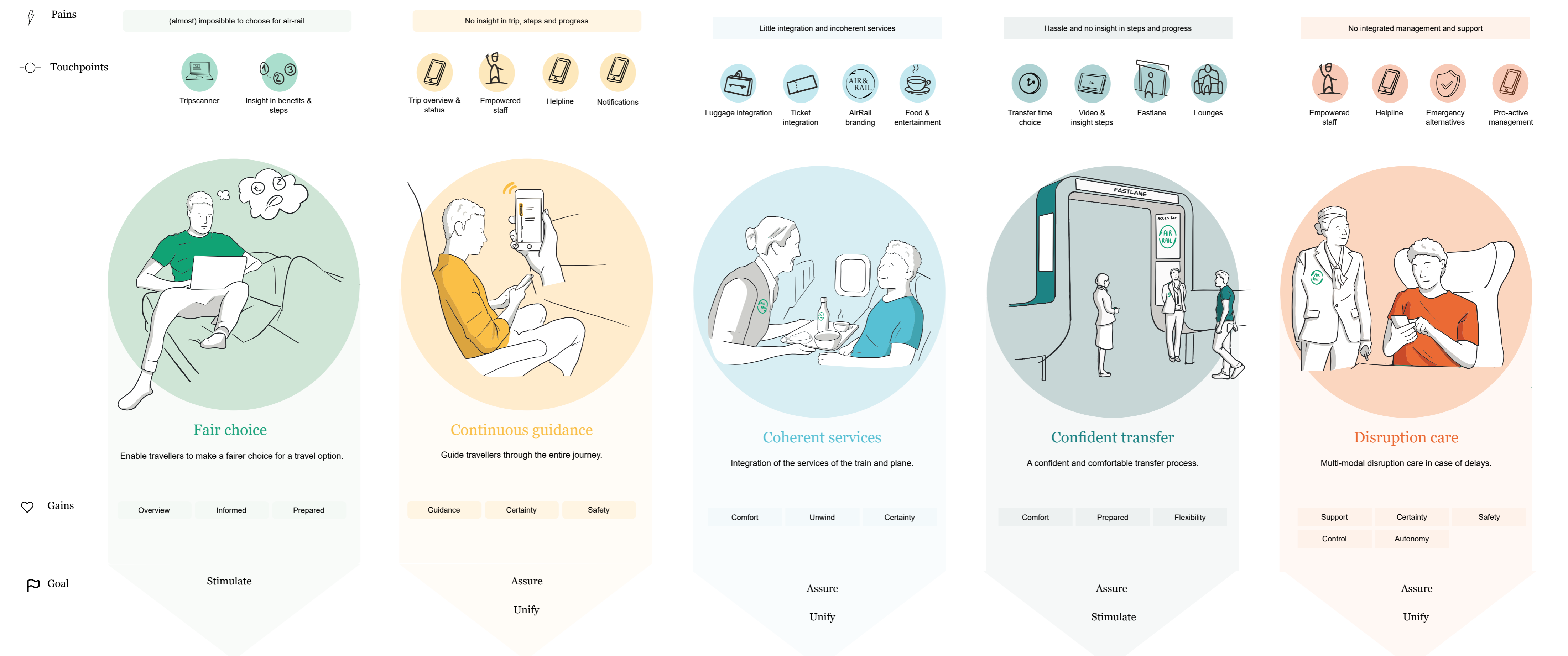
Stimulating travellers to make a more sustainable choice by integrating international trains and flights.



Desired air-rail customer journey



Design vision components



Rosa Hendriks
A service design vision for air-rail journeys
January 29 2021
Design for Interaction

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