



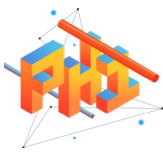
//EXAMPLES OF WORK



MAP & IMPROVE THE VISITOR EXPERIENCE

TOURISM VANCOUVER





CASE STUDY: TOURISM VANCOUVER

Tourism Vancouver is the destination marketing organisation responsible for increasing tourism activities across Metro Vancouver. This mandate includes: increasing the economic impact of tourism, improving the international perception of Vancouver, and improving the experience of visitors during their time in the city. As a member-based organisation, their primary tools to influence this are marketing, communication, training, and public/private partnerships. Tourism in Vancouver is facing various pressures due to the increasing cost of accommodations and the changing behaviour of tourists. Vancouver also has a goal of delivering a more sustainable tourism product in the face of continued growth.

PROJECT GOAL

To make recommendations on how to improve the visitor experience for two specific segments: cruise ship passengers and convention delegates. Research should identify the needs of each segment across various steps of their journey. Recommendations should identify updates to the website, marketing, partnerships, visitor data approach, and service offerings.



APPROACH

- Facilitate a prioritization workshop for leadership
- Analyze data and reports to assess current state
- Audit website experience
- Create a workshop for employees to understand their perspective and opportunities for innovation
- Interview tourism ecosystem to assess systemic factors, partnership opportunities, and current gaps in services
- Launch research tools on website to define pain points and to recruit research participants
- Survey and recruit interview participants at conventions and at Canada Place throughout the Summer
- Create journey maps for each segment
- Create strategy for website, content, partnerships, service





CASE STUDY: TOURISM VANCOUVER

IN-DEPTH PERSONAS

- Personas detailing distinctive qualities that marketing, digital, and sales teams can act on
- Developed as a result of international research campaign, across North America, Europe, and Asia

BEHAVIOURAL ANALYSIS

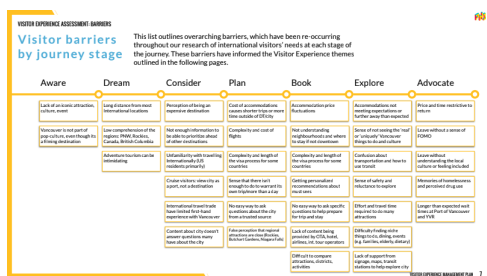
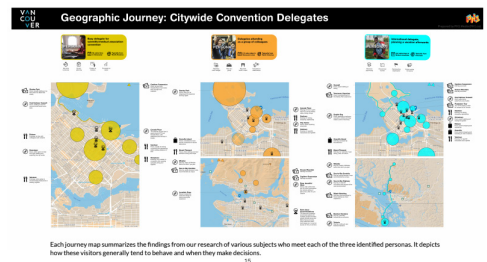
- Identified lost economic impact as a result of the behaviours of each persona
- Illustrates gaps and opportunities to nudge behaviour

JOURNEY MAPS & OPPORTUNITIES

- Outlines when and why each persona makes decisions during the pre-trip and in-destination phase of travel
- Illustrates the fears, pain points, and opportunities to increase NPS

STRATEGIC RECOMMENDATIONS

- Delivered recommendations across: digital experience; education and training; destination development; tourism products





CASE STUDY: TOURISM VANCOUVER

FINDINGS

- First-time visitors have a limited awareness about Vancouver and what makes it distinct
- Improving the visitor experience will require the creation of new partnerships and consistent data measurement
- Rising hotel rates are putting a pressure on the type of experience visitors are enjoying
- Visa issues are stressing many international visitors
- Visitors are preferring to seek advice from peers or experts who seem most relevant to their own interests



OUTCOMES

- Behaviour is changing and moving away from the traditionally used methods and channels for influencing the visitor experience
- tourismvancouver.com is a primary resource for visitors and should be enhanced from the perspective of planners and in-destination visitors
- There are opportunities to influence visitors pre-trip by improving content and personalizing delivery schedule
- Partnerships will be essential for defining roles and responsibilities for this new area of focus
- The industry must look at new methods of collaborating to be able to more proactively meet the needs of visitors



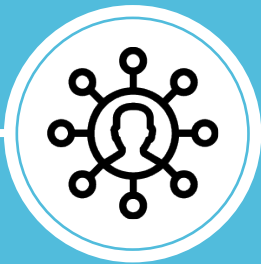
IMPACT

As tourism globally has been the hardest hit but COVID-19 these human-centred findings enable the recovery committee to better understand how to engage and influence visitors. Insights about how and why people travelled pre-crisis also give the ecosystem benchmarks against which they can assess the impact of the crisis and a roadmap on how to deliver potential solutions, in consultation with past and future visitors.



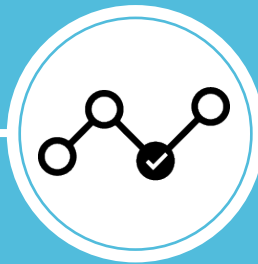
PH1'S EXPERTISE & SERVICES

Our team combines award-winning agency experience with hands-on in-house and community-based work. At PH1 we have helped clients across: Health, Education, Tourism, Foundation, Financial, Retail, Association, Government.



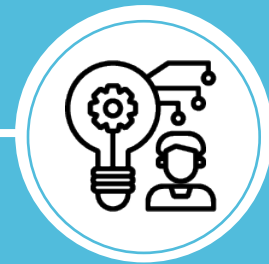
STRATEGIC RESEARCH

- B2C & B2B
- Ethnography
- In-depth interviews
- Focus groups
- Surveying
- On-site testing
- Research recruiting
- Hard-to-reach recruiting
- Website / app discovery research
- Usability testing



USER EXPERIENCE

- Customer journey mapping
- Psychographic Persona development
- UX/CX audit
- UX/CX strategy
- UX/CX pilots and testing
- Voice of Customer
- Concept design
- Accessibility testing



INNOVATION METHODS & TRAINING

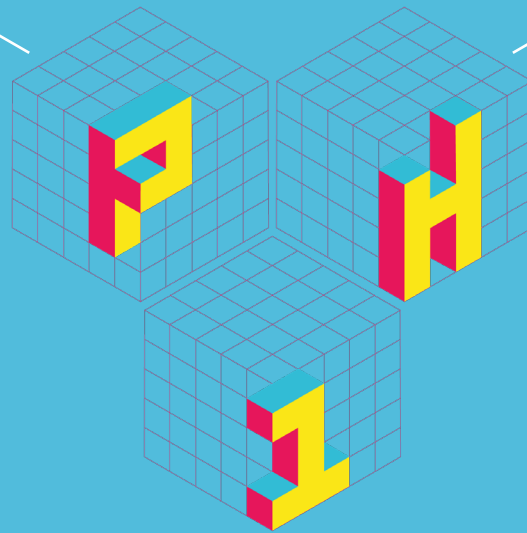
- Design Thinking workshops
- Service Design
- Pilots & testing
- Co-creation workshops
- Stakeholder engagements
- Research methods training
- Custom training



PH1'S APPROACH TO INNOVATION

APPLY A SYSTEMIC LENS

Our goal is to go deeper than simply human-centred; we strive to understand the systems, factors, and influences which impact behaviours. This approach enables us to provide you with strategies to address large organisational opportunities.



HUMANIZE TECHNOLOGY

Our vision to make recommendations which allow you to use technology to build bridges and nurture deeper connections. We do this by using technology to replicate human behaviours and approaches.

GO BEYOND INSIGHTS – PILOT

Our mission is to help you innovate. Research alone isn't enough, it requires validating and piloting insights. Our team leverages expertise across UX design, service design, and marketing to deliver you true innovation.