

Journey Unbound:
Crafting Tomorrow's Travel Experience Through Innovation,
Connectivity, and Personalised Adventures

Geraint Edwards
tangerine
Chief Growth Officer & Creative Director

Geraint Edwards

Designer, Dad, Husband,
Angler, Golfer, Ex-Rugby
Player, Researcher,
Design Lover, DIYer,
All Rounder, Welshman,
Human Centred Design
Expert, Londoner,
Sunglasses Collector...

tangerine



tangerine



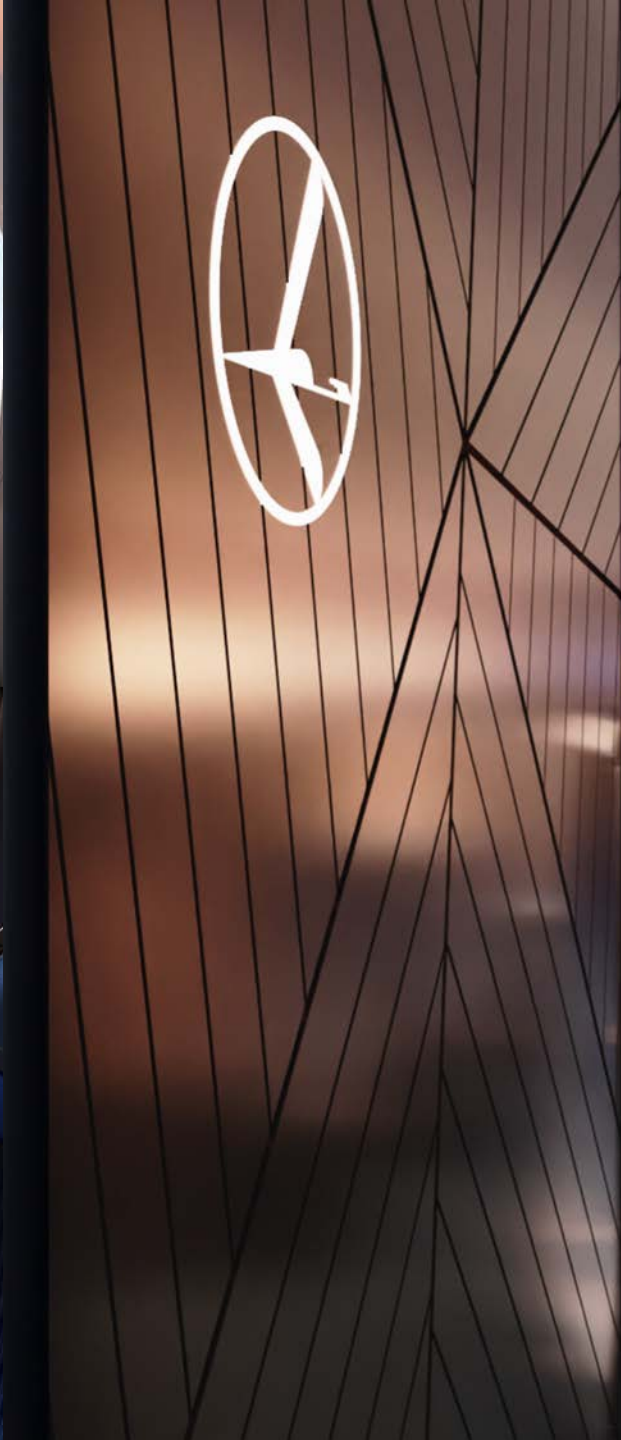
tangerine



tangerine



tangerine



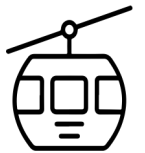
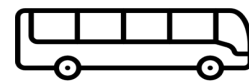
tangerine



tangerine



Multi-Modal Travel Experiences



Customer Experience Design



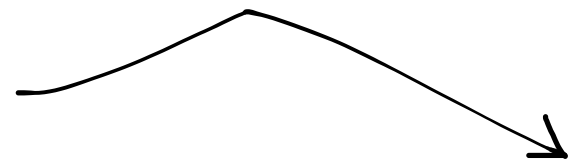
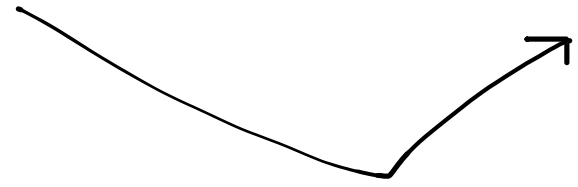
Customer Experience Design



Understand
the context

Imagine
the possibilities

Create
the right solution



3

Key

Elements



Needs of your users

A man and a woman are sitting at a table in a meeting room. The man is pointing at a tablet held by the woman. They appear to be in a collaborative work environment. The background shows a sofa with yellow cushions and a desk with papers.

Prototyping
to fail early
and succeed
sooner



Multidisciplinary Teams

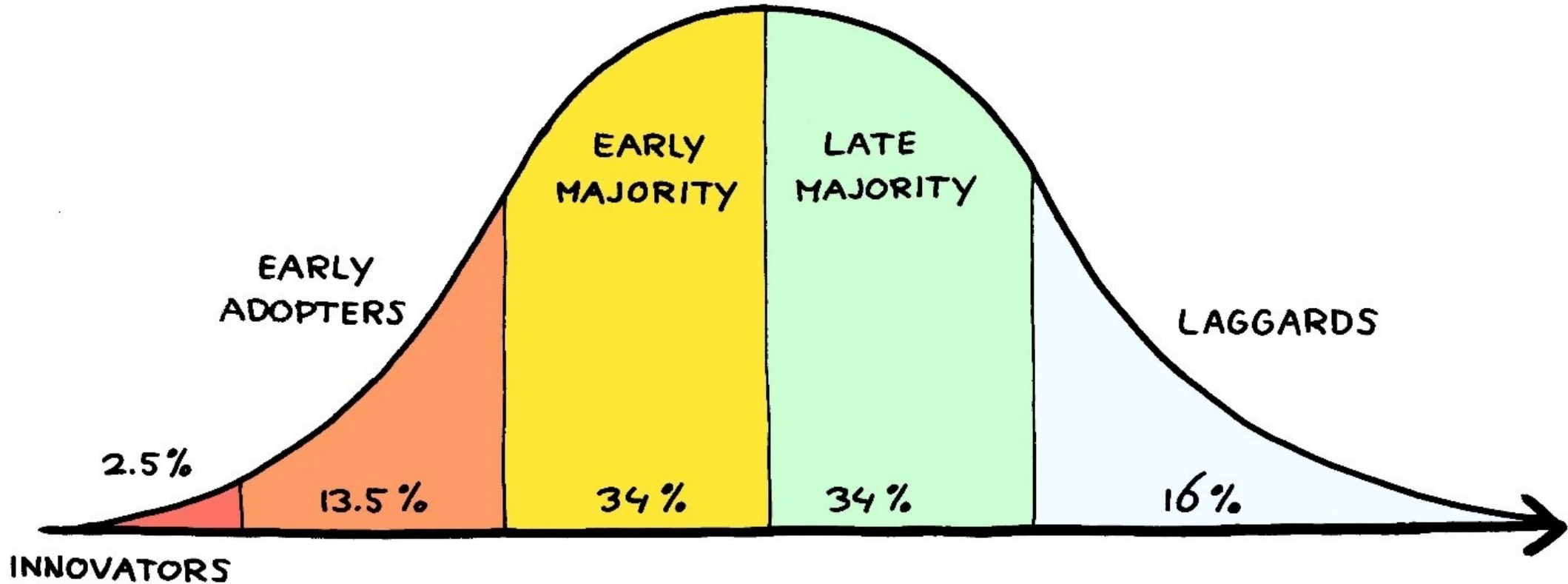
A photograph of three people jumping joyfully in front of the Great Pyramids of Giza. The man on the left is wearing a grey t-shirt, dark shorts, a cap, and sunglasses. The woman in the middle is wearing a striped long-sleeve shirt and jeans. The woman on the right is wearing a floral jacket and white pants. The background shows the large stone pyramids under a clear blue sky.



Needs of your users

Understand
your core user

Needs of your users

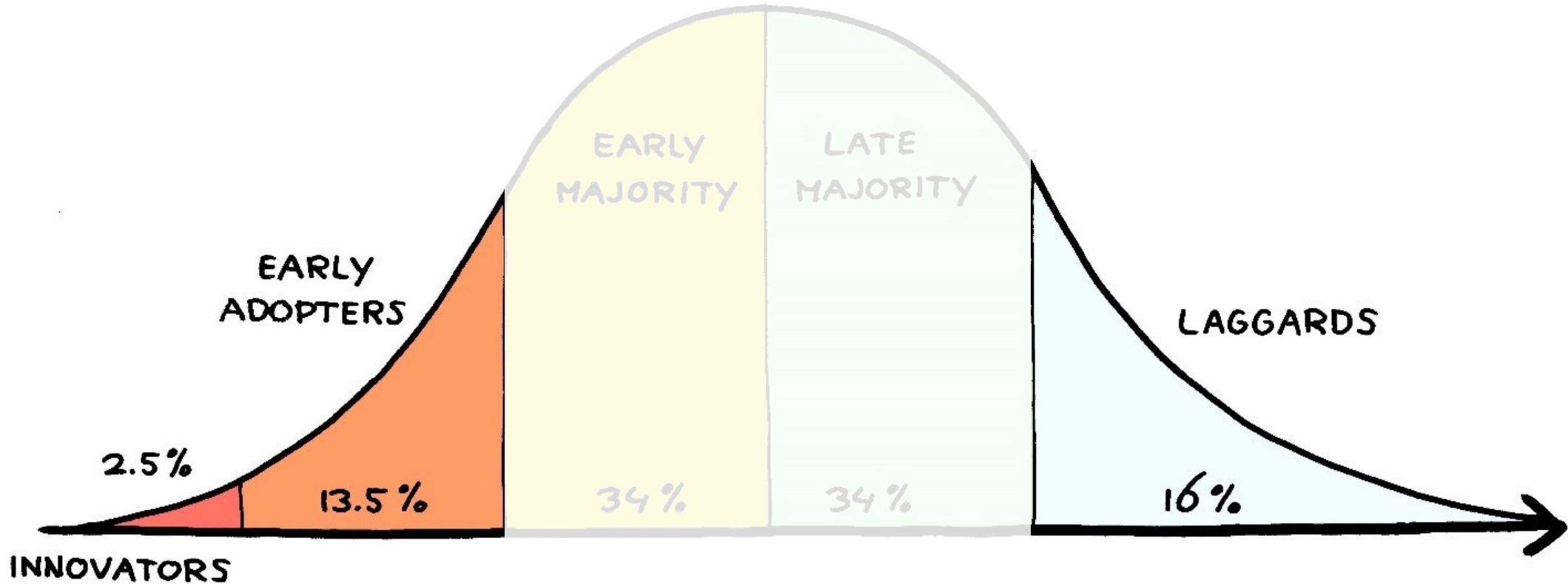


Needs of your users



Design for Extremes

Needs of your users













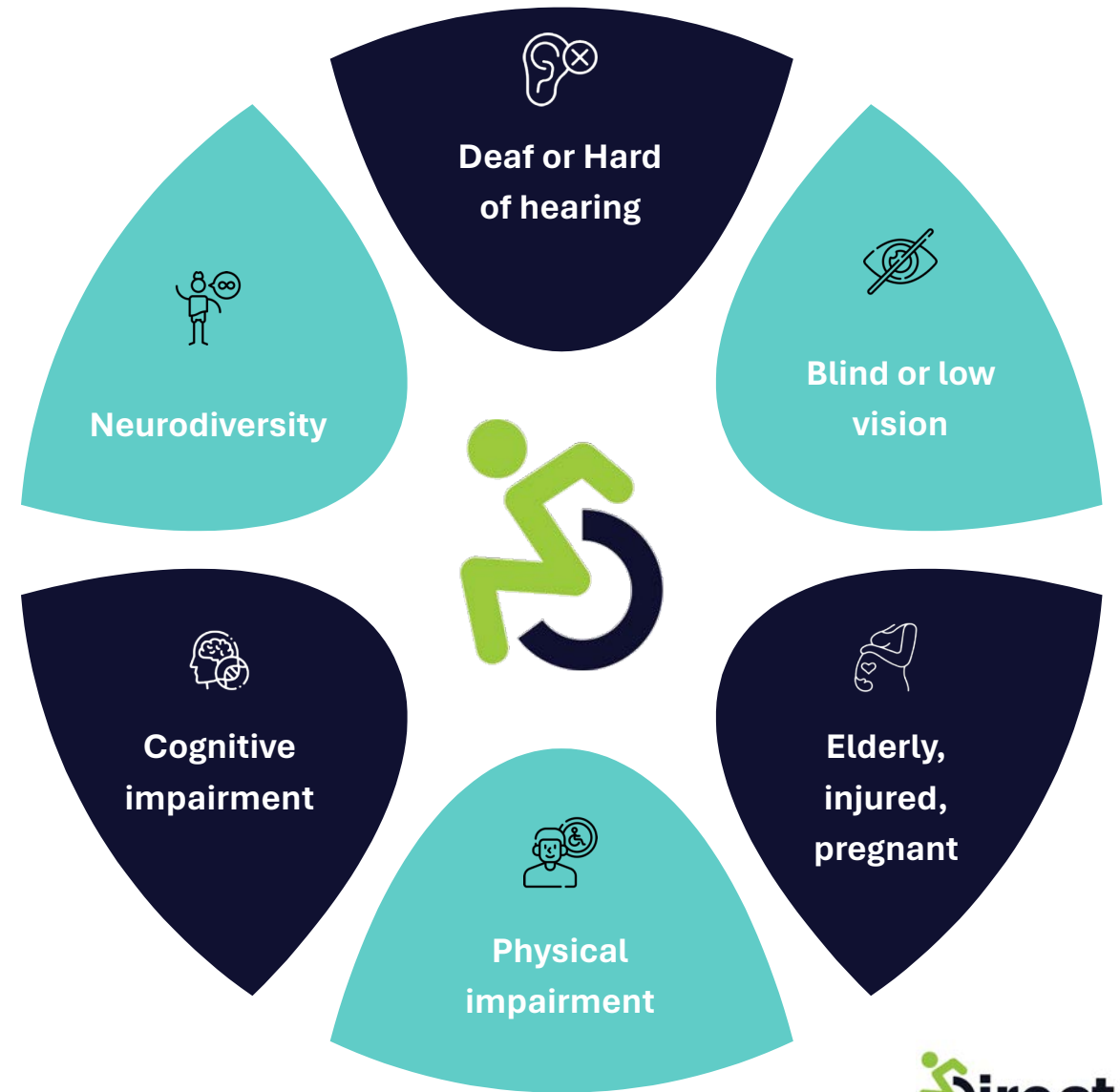
Needs of your users



Have empathy
for all

Needs of your users

-  Wheelchair users
-  People with sight loss
-  Deaf / Hard of hearing
-  Hidden disability / Non – Apparent disability
-  Families
-  Elderly people
-  People with mobility difficulties
-  Expectant mothers



Use data to understand
trends in behaviour

Needs of your users

Lake Street

SCARE PROK

MAKE

No Smoking

EM

BUS
BUY
PAY

A man and a woman are sitting at a table in a meeting room. The man is pointing at a tablet held by the woman. They appear to be in a collaborative work environment. The background shows a sofa with yellow cushions and a desk with papers.

Prototyping
to fail early
and succeed
sooner



Build, test, learn

Prototyping



Prototyping



Prototyping



Low fidelity
to inspire and evolve

Prototyping



Prototyping



High fidelity
to validate

Prototyping



tangerine

Multidisciplinary Teams

A photograph of three people jumping joyfully in front of the Great Pyramids of Giza. The man on the left is wearing a grey t-shirt, dark shorts, a cap, and sunglasses. The woman in the middle is wearing a striped long-sleeve shirt and jeans. The woman on the right is wearing a floral jacket and white pants. The background shows the pyramids under a clear blue sky.



Design Engineer



Industrial Design



Service Design



Industrial Design



Industrial Design



Industrial Design



Communications



Business Design



Graphic Design



Engineering

Multidisciplinary Teams



SHAVEN APE

mormedi

WHITE
RED
ARCHITECTS

Vital

ATCHAIN

AECOM

mediasphere 

SAFFRON



Product Design



Industrial Design



Industrial Design



CMF



CMF



Industrial Design



Industrial Design



CMF



Service Designer



Engineering

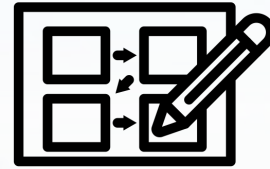
tangerine



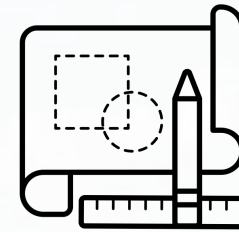
Vision



User Definition



Storyboarding



3D Design



3D Data
Development

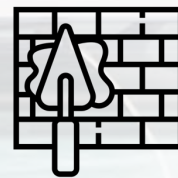
tangerine



Film Direction



Narration &
Voiceovers



Rendering



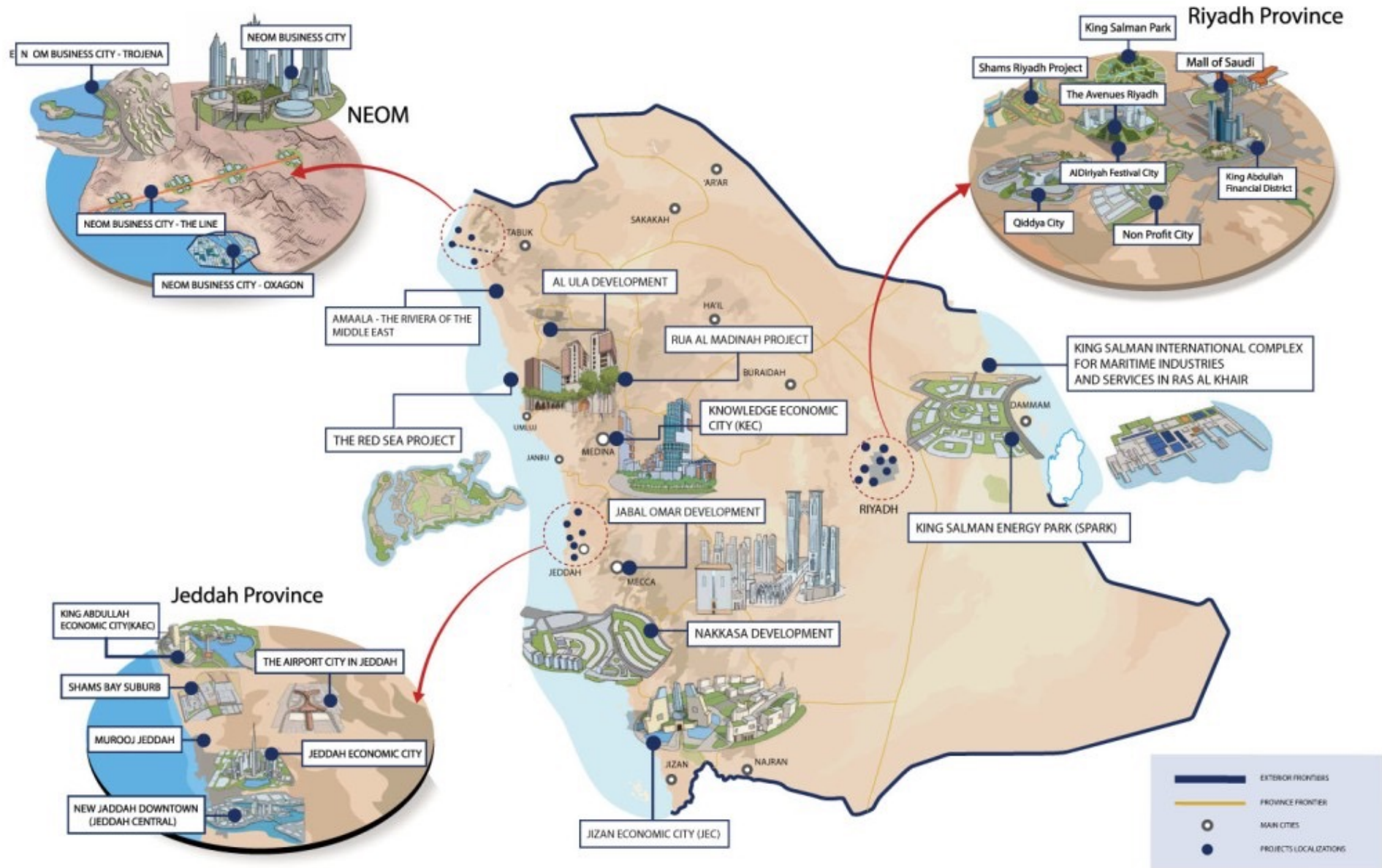
CGI



After Effects
& Overlays

Crafting Tomorrow's Travel Experience

SAUDI ARABIA 2030 FUTURE PROJECTS MAP



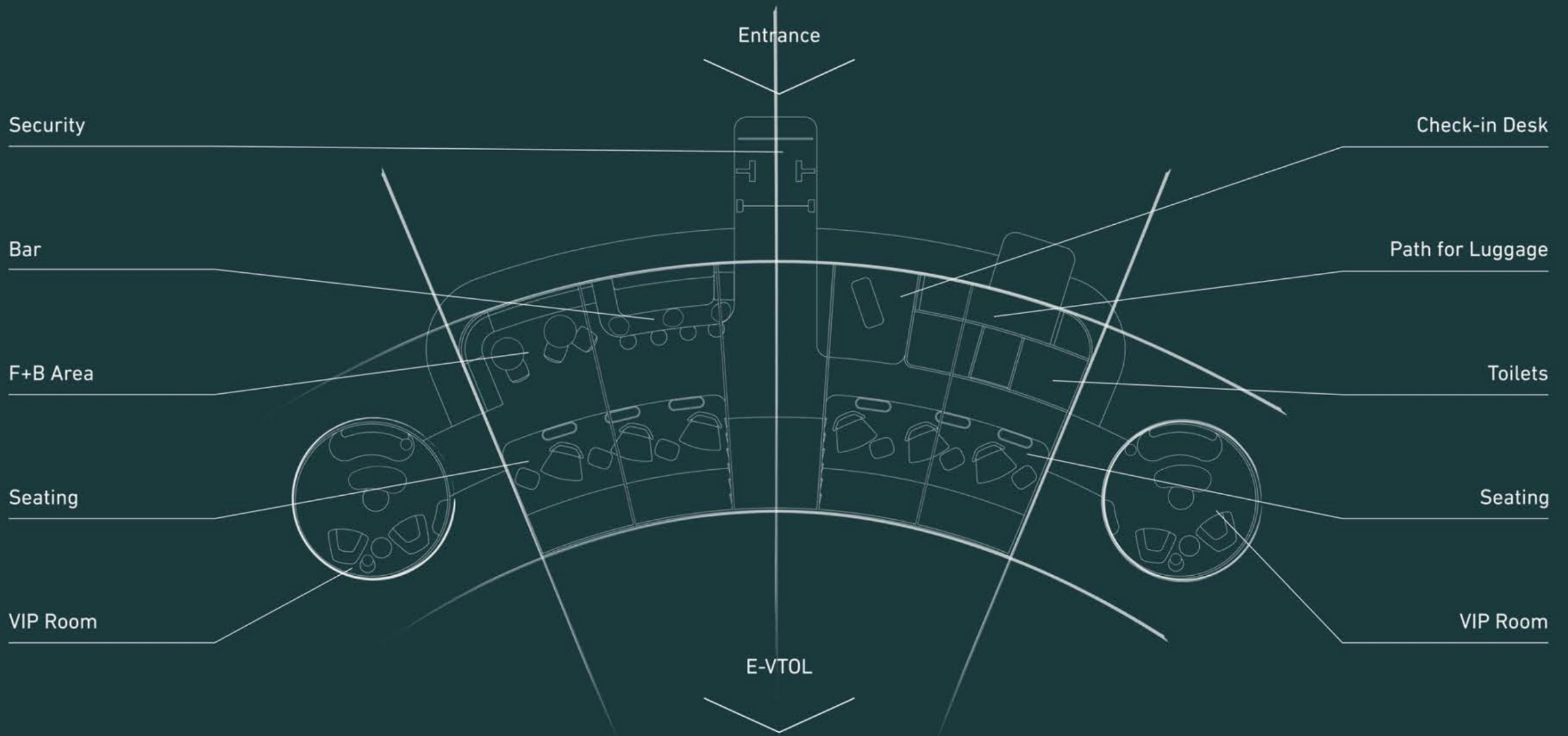
Creating new paradigms



Design by tangerine UK, Korea, Brazil

Website tangerine.net
Instagram [@tangerinelondon](https://www.instagram.com/tangerinelondon) • [@tangerineseoul](https://www.instagram.com/tangerineseoul)

tangerine × VONÆR



Design by tangerine UK, Korea, Brazil

Website tangerine.net
 Instagram [@tangerinelondon](https://www.instagram.com/tangerinelondon) • [@tangerineseoul](https://www.instagram.com/tangerineseoul)

tangerine × VONÆR



Design by tangerine UK, Korea, Brazil

Website tangerine.net

Instagram [@tangerinelondon](https://www.instagram.com/tangerinelondon) • [@tangerineseoul](https://www.instagram.com/tangerineseoul)

tangerine × VONÆR

Designing for future behaviours



Shell logo

FuelSave Unleaded <small>litre</small>	123.9
FuelSave Diesel <small>litre</small>	128.9
Autogas	064.9

Shell V-Power
Performance Fuel

FuelSave
Sustainable Fuel

autogas

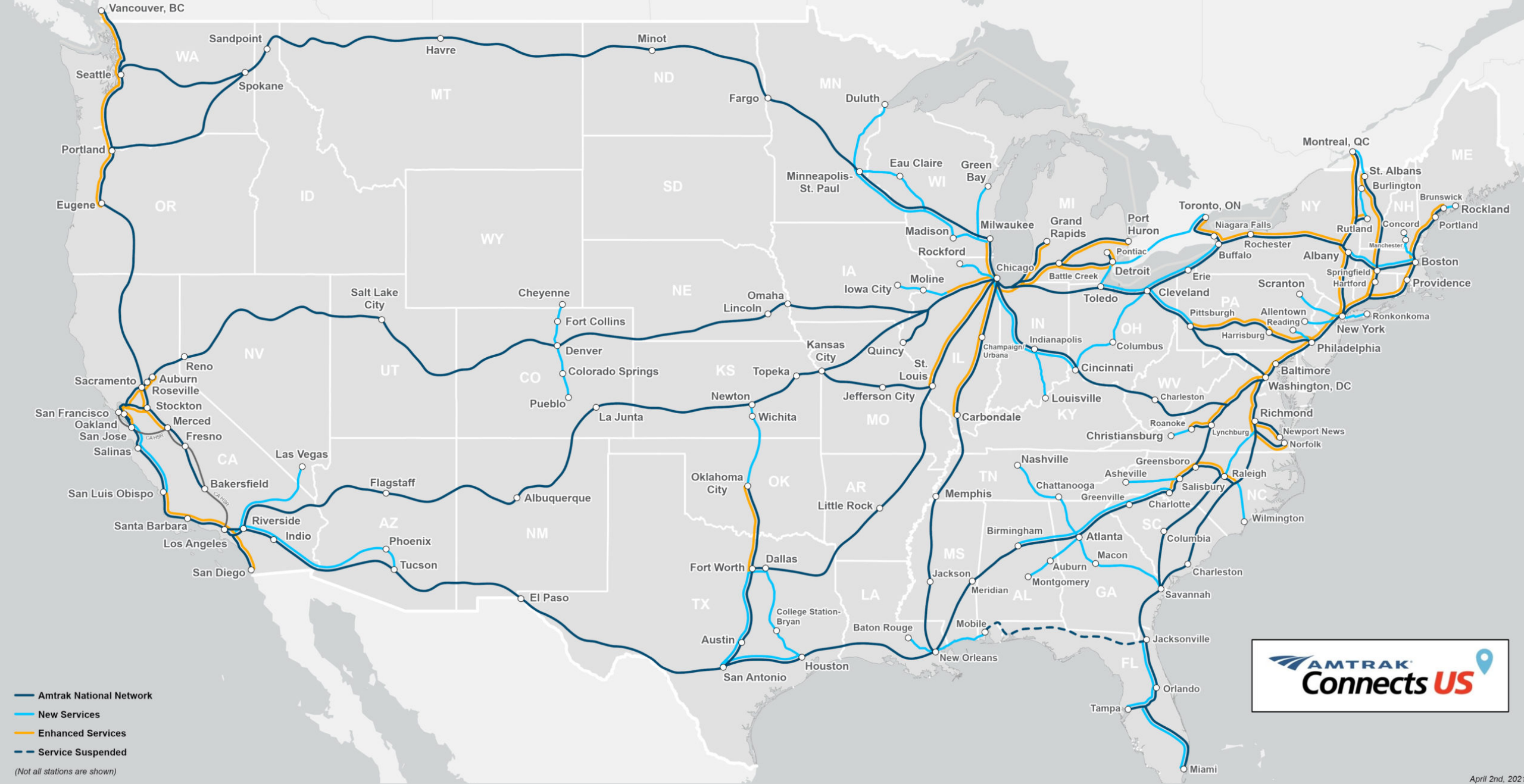
Way
In
←

DRIVE
CARBON
NEUTRAL

NEW
DRINKS RANGE
COSTA
ESPRESSO



Deep empathy with
your passengers



brightline[®]



Seamless Mobility With Brightline+



tangerine

Adopt technology,
quickly





Enjoy the SatisfyerEffect

Boulevard

Lime

Lime

tangerine

Elevate the levels
of expectation









tangerine



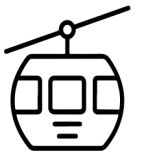
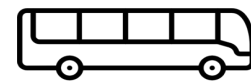
tangerine

Be brave and
visionary





In summary: Multi-Modal Travel Experiences



Deep empathy
with a range of users

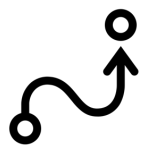
Built is better
than perfect

Don't be bland, use SME's
to deliver the vision and
experience

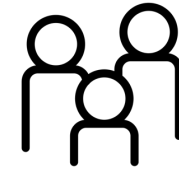
The output



More
Thoughtful



More
Seamless



More
Usable



More
Desirable



More
Viable



More
Feasible

Thank you

geraint@tangerine.net

tangerine