

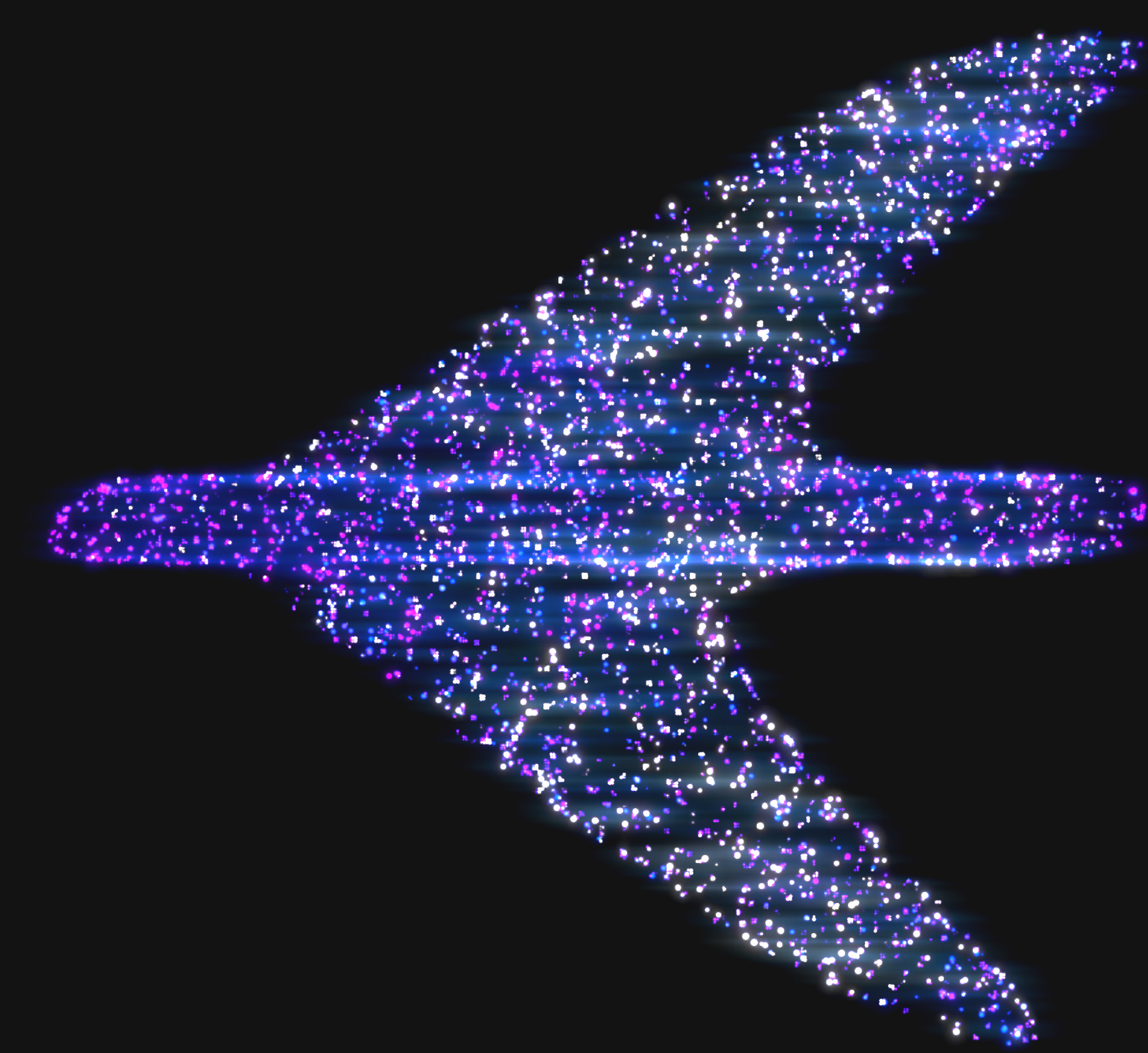
Air-Centered Business Travel

Ecomobility 2035

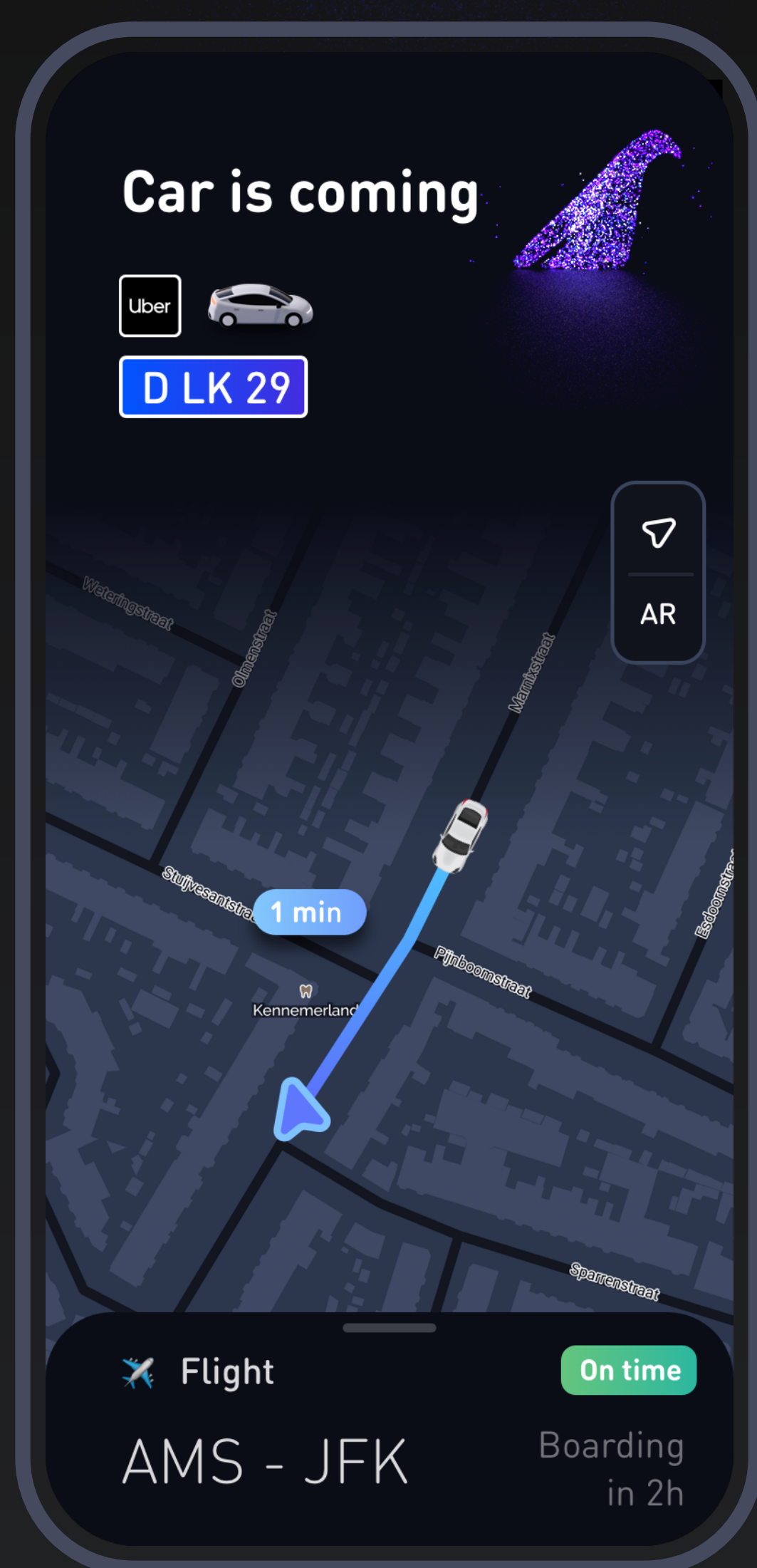
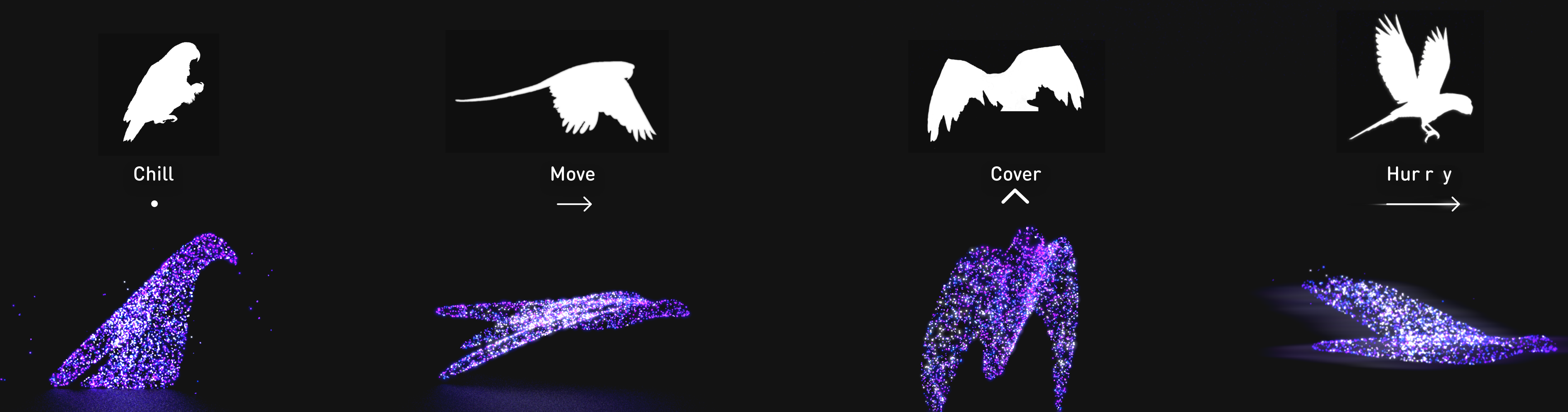
A future vision on seamless business travel with your personal trip guide in a fuzzy travel landscape

With the design intervention of an avatar, the traveler is made more confident during the trip, while at the same time the brand Embraer is established. Based on each trip and the travelers unique preferences a trip is crafted by the Embraer AI for each unique travel destination and communicated to the traveler in an easy and understandable manner. The trip is turned into a magical and sheltering experience by the avatar, who translates complex and sometimes inaccessible information into a concrete actions and a transparent itinerary.

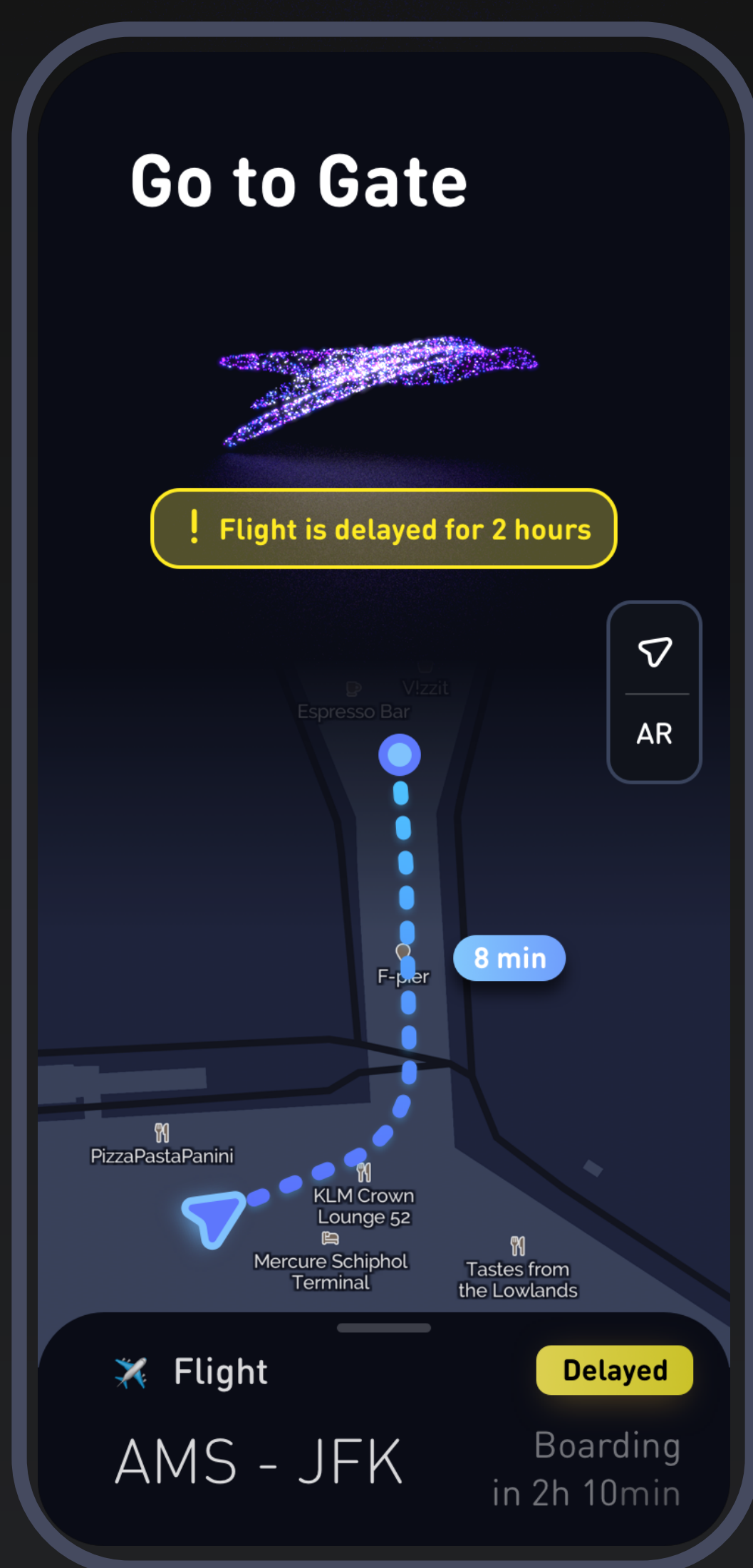
The Embraer avatar is accompanying the traveler independent of the platform and with the final product design - a mobile application - & an exemplary user journey the trip experience is made tangible.



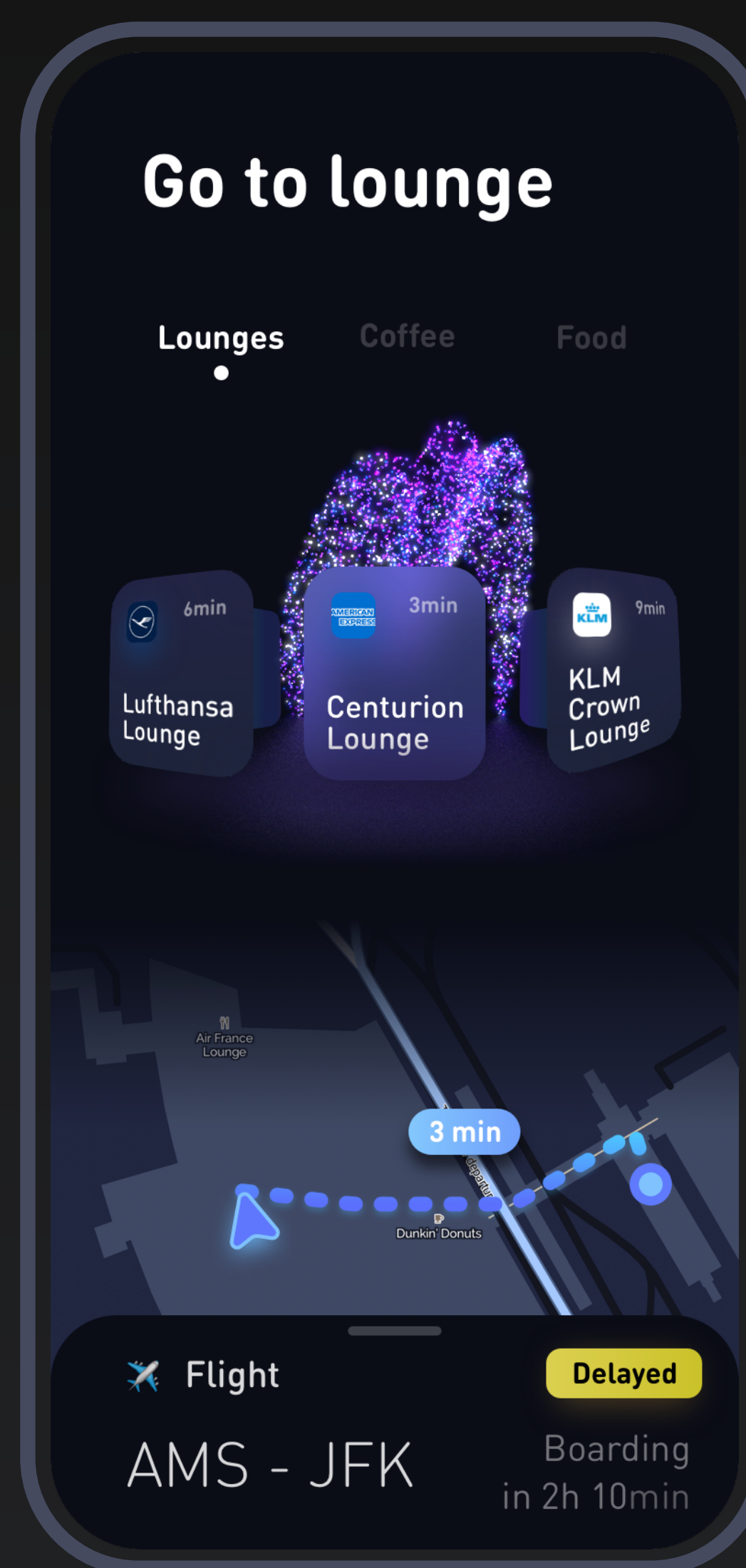
EMBRAER



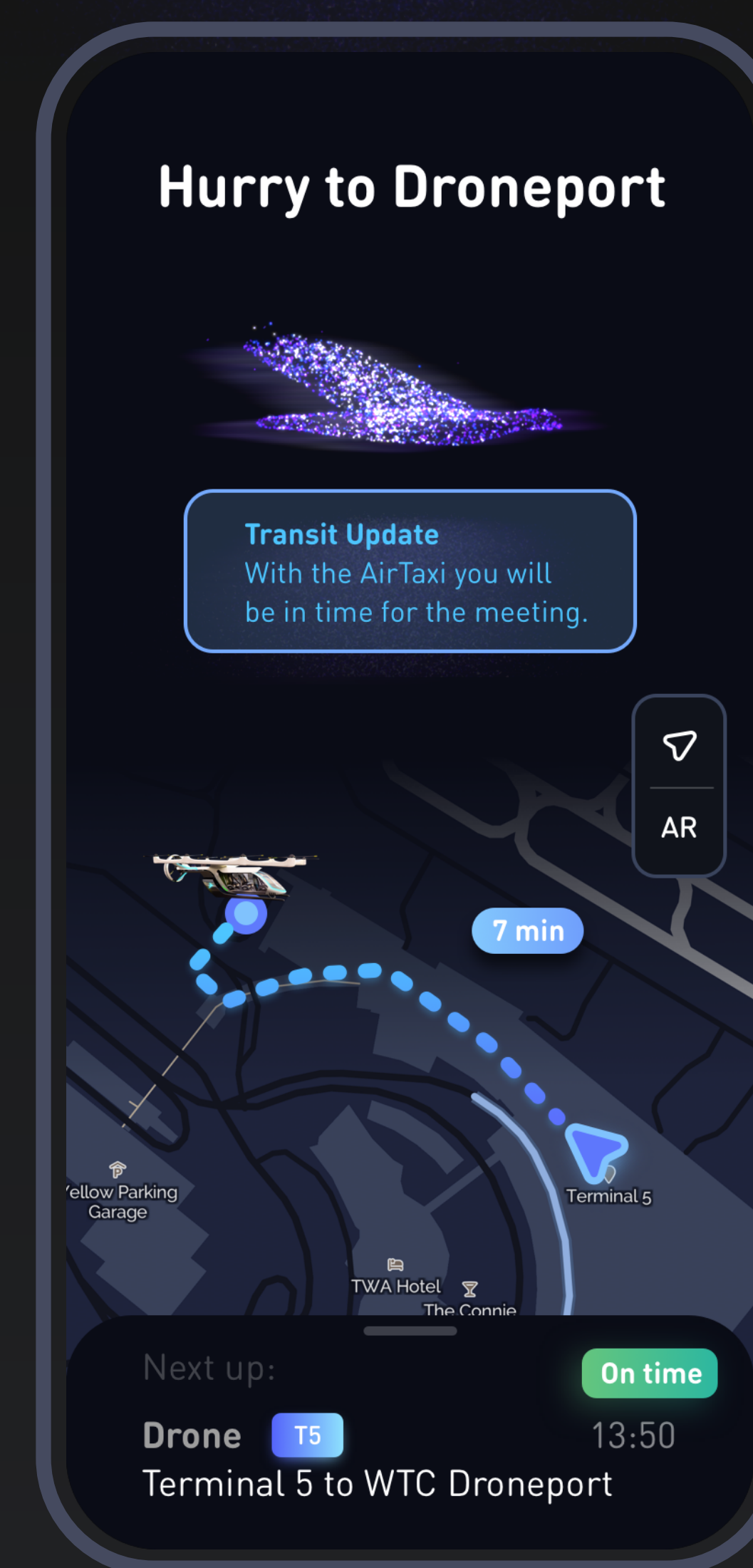
Before the trip the avatar composed a trip: The first step is an Uber to the airport



The traveler is guided to the gate, although the flight is delayed

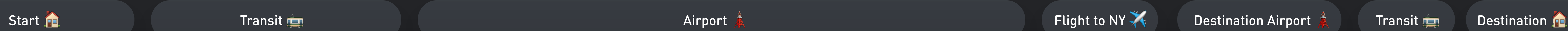


The avatar is giving shelter to the traveler by suggesting and booking a business lounge



After the flight the traveler is at the destination airport, the avatar books an airtaxi so the business traveler makes it to the meeting in time

Trip Stages



Amsterdam

AMS

New York

JFK