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Category:

Travel, Entertainment & Leisure

Title of the project:

**Gini - Redefining the holiday search
experience**

Agency:

Freestyle

gini.

What if you could book your
holiday based on how you
want to *feel*?

Redefining the holiday experience

Gini is an ingenious concept for a platform that allows you to curate, share and book the holiday you want, based only on how you want to feel when you get there.

A vision for a tech-infused ecosystem, but tech is not the star here. The experience is. One where you create a collection of getaway moments with 3D sound, cuisines, views, powered by machine learning... Beyond destination and categories. One where the most frustrating parts of the booking process are replaced by sensory-led exploration captured by emotion detecting tech, to unlock holiday decisions that are true to you. With Gini, technology redefines the dreaming and planning phases of travel.

Gini redefines the holiday search experience.

So much so that it resonated with the travel industry professionals it was designed to connect with, the media, and inspired digital heads (outside travel) enough to start talking business.

The problem

What if you could book your holiday based on how you want to feel?

The travel industry is a bit broken, and not just because of Covid. The holiday search experience isn't fit for purpose. We go on holiday to change how we feel, but we book our getaways based on destination names, endless features and other people's experiences. It's confusing, frustrating and tedious. In fact, **25% think holiday booking is stressful and 75% find it draining. 25% find it so overwhelming they choose not go on one.**

How could we possibly know if our holiday choices will deliver on our expectations, when the search experience doesn't allow us to express what we're looking for?

So, how else could holiday searches happen? And how could technology be used to reimagine this experience?

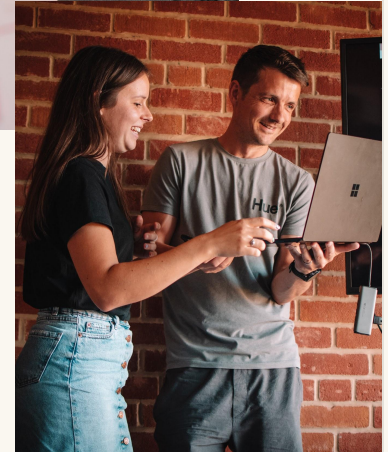


Gini is an internal project, created to make big changes to how we think about customer experience in the holiday travel sector, and along the way smash open the prospect client doors of this key target sector.

We recognised we'd need to inspire first, educate later. Giving rational proposals on tech wouldn't cut it with our target client audience (CMO, CTO, CX, Digital heads). Our creative route aimed to use all the tech but without it being the story. That would come later with the explanation blogs and articles. Gini aimed to design a new way to find and book holidays.

The brief was to confront the industry's race to price, efficiency and 'frictionless', ignoring the aspirations of the audience. We'd know the work resonated with the audience, if it gathered traction in our business conversations. That ultimately meant we could measure it, in the size of the newbiz pipeline it created.

We applied our internal process and brought to life a creative Proof of Concept, to take to decision-makers in the travel industry.



The result was **Gini**, a prototype and video concept, with a raft of supporting articles showing how we can use existing and emerging tech to change the way people search and book.



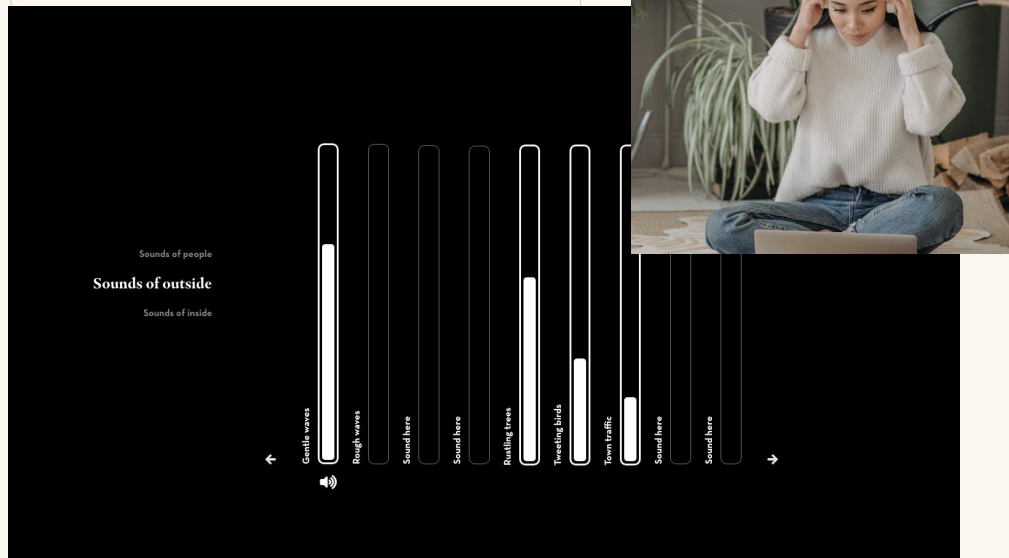
Innovation

Our research showed that overwhelmingly people go on holiday to change the way they feel. It's an emotional decision but we're all being forced down a functional booking experience. How could we possibly know if our holiday choices will deliver on our expectations, when the search experience doesn't allow us to express what we're looking for?

Our answer was Gini - an ingenious concept for a platform that will allow you to curate, share and book the holiday you want, based only on how you want to feel when you're there.

A vision for a tech-infused ecosystem that allows the experience to be in tune with how we feel.





The first of the sensory elements was sound.

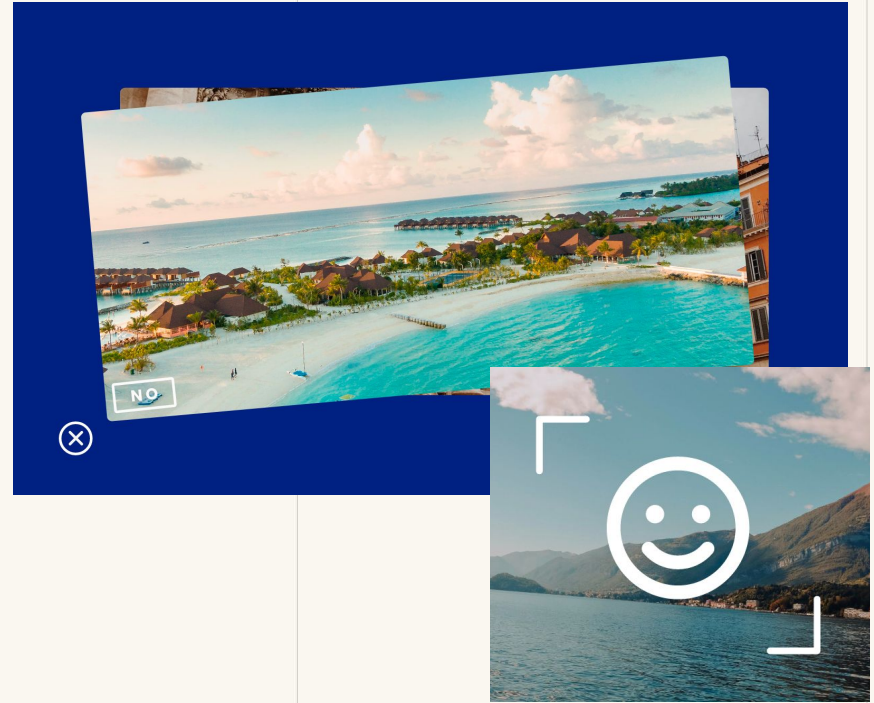
To ensure the experience would trigger a strong emotional reaction, we wanted to go to another level of realism. Users get to create their perfect soundscape in the process; one that feels just right for how they want to feel while they're away. To elevate the realism, we scoped out immersive, 3D sound using binaural audio to really transport you into that environment.

For visual triggers, we didn't want to rely on human input alone.

So machine learning (ML) would help see how we get triggered by our emotions, gathering further insight that would later feed into the results.

Firstly, we needed to build a dataset to train an ML model to detect facial emotion reactions... We started exploring how accurate this technology is by testing it on ourselves. Once we had enough data tracking how different people express emotions, it felt like a solid contender to drive our emotion-led holiday choice experience. This technology would then tell us when Gini is able to put a smile on your face, or if a suggestion falls flat.

All the data then creates holiday options that are true to how you want to feel when you get there.





The result?

Let your senses guide how you feel. And technology to understand what you like, love and crave. So you can curate your atmosphere, your moments, your space. Shared with your friends and family too.

Through Gini, you create a collection of getaway moments, with sound, tastes, views... Beyond destination and categories. One where the most frustrating parts of the booking process are replaced by sensory-led exploration, to unlock holiday decisions that are true to you. In this vision, technology redefines the dreaming and planning phases of travel, to a holiday booking experience that is no longer overwhelming or stressful.

Impact

Our objectives were:

- Understand the audience, marketplace, and an identifiable opportunity to change the status quo
- Create something unique, using technology, emerging ones if possible.
- Create something realistic and achievable. Not a dream concept, but something that can be built and used to change the marketplace
- Generate at least 5 opportunities in our pipeline.
At least 1 from the travel sector.



Results

Gini has worked on three levels for us:

01

As a business door opener, we've secured one piece of innovation digital product work using the principles of Gini. This has already given us a ROI 3-4 times over.

02

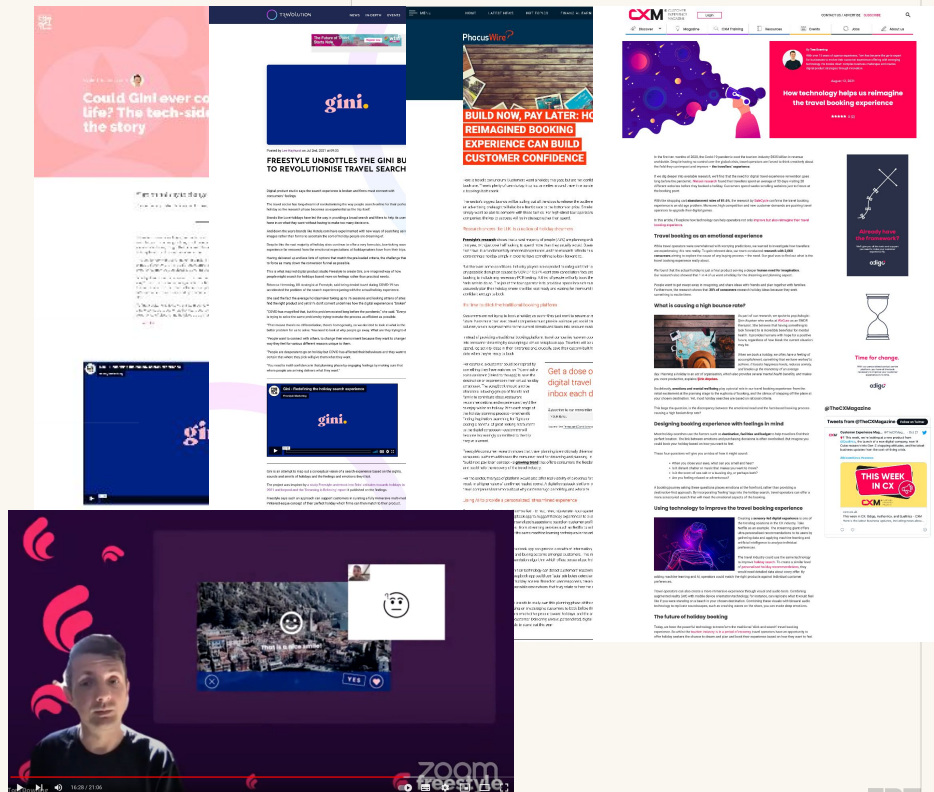
It's also secured us our own hosted travel industry-specific workshop bringing in the industry together to discuss technology advances in their customer experience.

03

We took Gini to existing clients to demonstrate how we can evolve their thinking. That's landed us 2 technology strategy retainers and a secured budget for innovation labs.

As for metrics and objectives, it's hit every one.

- We now have a deep understanding of the travel industry landscape, and can talk the talk to our targets.
- We created something that no-one has ever seen before in the industry
- The concept could be built tomorrow, virtually as is in the video
- It's easily tripled the number of opportunities set in our objectives. As a bonus, it's been our most successful piece of web content, as the highest performing case study on our website by a factor of 50%, and picked up by 4 industry publications.



Additional info and links

The Gini concept:

We highly recommend watching
the Gini video concept

<https://vimeo.com/548859098>

Our full case study

(video included):

<https://freestyle.agency/work/giniconcept>

Press coverage: *FREESTYLE UNBOTTLES THE GINI BUILT TO REVOLUTIONISE TRAVEL SEARCH:*
<https://www.travolution.com/news/technology/freestyle-unbottles-the-gini-built-to-revolutionise-travel-search/>

Press coverage: *How technology helps us reimagine the travel booking experience*
<https://cxm.co.uk/how-technology-helps-us-reimagine-the-travel-booking-experience/>

Press coverage: *Travel is an emotional experience. Now more than ever:*
<https://www.phocuswire.com/sounding-off-112-travel-emotional-experience?ctxp=>

Press coverage: *BUILD NOW, PAY LATER: HOW A REIMAGINED BOOKING EXPERIENCE CAN BUILD CUSTOMER CONFIDENCE*
<https://www.phocuswire.com/how-a-reimagined-booking-experience-can-build-customer-confidence>

[Video]: Using emotion-first tech to reinvent the travel search experience
<https://www.youtube.com/watch?v=5ca4-2JmZ44>

[Blog]: *Could Gini ever come to life? The tech-side of the story:*
<https://resources.freestyle.agency/blog/could-gini-ever-come-to-life-the-tech-side-of-the-story/>

Team

The main team
was formed of:



Becki Hemming

UX Strategist



Tom Downing

Technology Director



Lucie Watson

Digital Product Designer

With production support from Jules Protesaru, Marketing Manager.

However multiple people from Freestyle have contributed to Gini and its success, and we're incredibly proud to have such a bright and dedicated team with us at Freestyle.



Thank you.

Alan Cooper

Founder and New Business Director

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