

| <b>Summary</b>  |  |  |
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| 1. Waiting during the check-in process is the major pain point                            | Waiting to check-in, especially for those with status, is extremely frustrating  |  |
| 2. Room lighting & temperature are inconsistent from hotel to hotel                       | No one likes to fumble for the bathroom light switch when you first get to your room   |  |
| <b>Intro Questions</b>  |  |  |
| 1 How often do you travel for work?   | <b>Doug</b><br>3 or 4 times a quarter  | <b>Tom</b><br>3 or 4 times a month   |
| 2 What hotels do you stay in?   | Air BnB or whatever is closest & under cap   | Tries to stay in the nicest places within cap. Seattle: Paramount  |
| 3 Do you have any loyalty programs for hotels?  | For every hotel  | NYC: Gansvoort, Standard<br>SPG  |
| 4 What would you like out of your loyalty program?  | Nicer rooms  | Haven't paid attention. I only accumulate points to transfer to the flight rewards program   |
| <b>Check-in Experience</b>  |  |  |
| 5 What is the normal process for checking into a hotel for you?                           | Show up at front, have credit card & driver's license. Wait. Get room key and number. Try to avoid conversation  | Waiting at the front desk, having someone try to take a bag and me telling them no so I don't have to tip them. Waiting in a line, hopefully priority, getting the keys, swipe credit card. Sometimes the room isn't ready and I leave my bags and wander around.  |
| 6 What do you do when you first get into your hotel room?                                 | Unpack, hang up clothes, yoga, have a bath   | I usually use bathroom. Drop stuff and then get out of the hotel room. If I'm jet lagged (international), take dinner in the hotel room and try to stay awake to get to normal time. If the hotel has good room service, I'll rely on that.  |
| 7 Are there any parts of that experience that annoy you with the hotels that you stay in? | Check-in is ridiculous, no reason for it to take that long. Rooms are variable in quality. Too hot & too cold, dark & uninviting. Some places they do a good job. Lights come on automatically. When you first walk in, you want to see what's there. Trying to find the lights is annoying. | Having to wait in line to check-in. Not having my status recognized, not getting my upgrades. I just hate waiting in lines.  |
| 8 What would make checking in more convenient for you?                                    | Hertz has a good model, you don't check-in. You just walk straight to your car. I'm not sure what the equivalent for you.  | Wants a machine at the front to dispense a key so I don't have to deal with a human. They're totally overhead in hotels. I don't need a human to check me in.  |
| <b>Home Environment</b>   |  |  |
| 9 Do you use a digital thermostat such as a Nest?   | Yes, uses nest   | No   |
| 10 Do you use a streaming audio service such Pandora or Spotify?                          | No   | Spotify  |
| 11 Do you use a streaming video service such as Netflix?                                  | Netflix, Hulu, Amazon  | Netflix, Amazon, Youtube, Vimeo, basically all of them   |
| 12 Do you use any of these services at your hotel stays?                                  | If I watch something I don't use my TV, I use my laptop  | Spotify, if the hotel's bandwidth is good enough, then Netflix, Amazon.  |
| 13 For the services that you do not have, how might you imagine using them at your hotel? | Don't really listen to music that much, not while I'm traveling  | I don't want an app to control the temperature of my hotel room. I don't need an app to tell me the temperature. I've been in hotel rooms where it's all automated. It's usually a pain in the ass and the app is administered through the TV and it's slow. I don't want to have to turn the TV on to control the curtains. The space is so small that I don't need the convenience of automation.<br>The Gansevoort had a bluetooth audio, like a Jambox. Was cool to connect my phone through bluetooth and play music. |
| <b>Concierge</b>  |  |  |
| 14 Have you used the concierge at a hotel?  | Almost Never. Don't see the point. Would use it for things I've forgotten. Like forgot my toothpaste   | Every once in a while.   |
| 15 What were the services you asked for?  | Recommendations on place to go   | Something to eat, looking for something specific to the environment. Fun things going on. At the Paramount asked for a nice restaurant and was given Ruth Chris, and didn't go there. I assume that the concierge is in someone's pocket and don't trust them.   |
| 16 Do you look up similar information on your phone?                                      | I use Yelp. If Yelp is not helpful then I would use a conceirge. In a foreign town I would but in US, just use phone.  | Yes, uses Yelp. Also uses Google ratings in knowledge graph cards. Stuff imported over from Zagat. To get a sense of location and desirability. And the audience and crowd, that information surfaces from restaurants.  |