

Project Challenge:

Problem: Your Hotel

Many hotel chains have loyalty programs to reward travelers who routinely stay with them. With the advent of affordable home automation and streaming media, hotel rooms can be transformed into customizable environments which adapt to suit the preferences of their current occupant. Design a digital experience for a guest of such a hotel which will make them feel at home while away from home.

Objectives

Create a digital experience for a hotel chain in order to:

- Be more relevant for customers with technology
- Increase comfort for guests with customizable environments and media
- Create a home-like atmosphere in the hotel room
- Use the loyalty program to better connect the guest to the hotel

Business Benefit

- Increase customer loyalty by removing friction in the hotel
- Demonstrate hotel innovation by using technology for the rooms
- Increase satisfaction for customers with customization options
- Encourage increased usage of the loyalty program through a digital app

Use Cases

A) Room Reservation

The guest is able to customize their stay when they book a hotel room. These customizations make use of existing services the guest has in their home and will import those settings to the hotel. These settings would include the guest's Nest Thermometer, Spotify Music, and Netflix Movies. They could also include bed configurations such as a pillow menu.

B) Mobile Check-in

Using the loyalty program mobile app, the guest may check in early to their hotel room. While the guest is on their way to the hotel, they may do a mobile check-in that will begin the room assignment process. Guests that have forgotten toiletries or those that travel with only carry-on (and no liquids) may have items purchased and shipped to the hotel from the local drug store. The guest will have a room and a digital key assigned to them when their mobile phone is close to the hotel.

C) During the Stay

A checked-in guest is able to bypass the front reception and head straight up to their room. The mobile app and the phone can unlock the door. From the phone, the guest can be authenticated on the wifi network and have access to the room's audio speaker system and a digital concierge with recommendations on events and dining. The business traveler will be able to access any expenses accrued in the hotel room as they make use of any at-cost amenities.

Requirements

Name	Category	Priority
Link Netflix credentials to hotel account	User Preferences	High
Link Spotify credentials to hotel account	User Preferences	High
Link Skype credentials to hotel account	User Preferences	High
Set your pillow preferences to hotel account	User Preferences	Medium
Set toiletries preferences for the room	User Preferences	High
Check-in from mobile phone	Check-in	High
Order forgotten toiletries	Check-in	High
Send room number and digital key to guest	Check-in	High
Send room's Nest credentials to guest	Check-in	High
Connect to wifi in the room	Hotel Room	High
Access digital concierge	Hotel Room	Medium
Pair phone with speakers	Hotel Room	Medium

Assumptions

- The goal of making guests feel like they are at home, targets a business traveler who will be the primary user of this digital experience.
- Not all guests will want their home experience, some may want an adventure that feels different from home. For example, honeymooners traveling to a different city would not want to feel like they are at home. These guests would still be valid targets for this digital experience and would be explored in a full design process. Such guests will be out of scope for this assignment.
- Many of the technologies here are not commonly available in most hotels but they are available to early adopting consumers. The scenarios assume a hotel chain that has recently upgraded all of their hotel rooms.

Evaluation

In a full design project, an evaluation plan would be drawn to measure app usability and refinement to the functionality. Goals would be set with stakeholders to measure user adoption and a refinement plan would iterate the designs to be desirable for the guests and profitable for the hotel chain.