

"I travel a few times a month and want my hotel to be worry-free"



Ben

Business Traveler

Overview

- Works for a large software company
- Studied Computer Science at Boston College
- Lives in San Francisco, California
- From Boston, Massachusetts

Digital Media

USES CASSETTES STREAMING LIFESTYLE

Home Automation

NONE HOME OF TOMORROW

Use of Social Media

NONE FULLY CONNECTED

Loyalty Status

NONE PLATINUM

My Activity



My Story

I'm a senior manager at a large software company and my job requires me to travel to various offices around the country to work with other developers and designers on my product. I travel a few times a month to our Seattle, Boston, and New York offices.

I pack light so I can speed through as quickly as possible. I just don't like wasting my time.

When I travel, my hotel stay should be a stress-free part of my trip but it often isn't. I come back to the same hotels often enough and I get annoyed when I have to wait in line to get my room assigned and a key. Often I get in late at night and would really like to get to my room without having to deal with other humans. I wish it could all be as comfortable as being in my own home.

My Technology

- Nexus 5
- iPad
- MacBook Pro
- Facebook
- Foursquare

My Goals

- **Get into my hotel room to relax as quickly as possible**
- **Avoid any friction with the front desk or the bellboys**
- **Have my status and frequent returns to the hotel chain recognized and possibly rewarded**

Touchpoints with the Hotel Staff

Front Desk, Concierge, Website, Phone, Housekeeping

My Subscribed Online Services



How I Use Online Services

- **Google:** Email, calendar, and docs are primarily used with work. Other apps used occasionally.
- **Amazon:** Online ordering for many products. Streaming video through Amazon Prime.
- **Nest:** Home temperature set with Nest and controlled on iPhone.
- **Spotify:** Streaming audio with Spotify Premium.

What I Like About My Hotel Chain

- Existing relationship with my company gives me good rates on rooms.
- Loyalty program provides free upgrades and sometimes free rooms.

What I Don't Like About My Hotel Chain

- Check-in takes way too long, especially when other business travelers are getting in at the same time.
- Rooms can vary in quality with inconsistent starting room temperature and confusing light switch placement.