Problem/pain-point:

* Users leave bad reviews because they had an issue during their stay. They never told that issue to the hotel staff because you didn’t feel like calling.
* The paper menu has existed since the 18th century. For a change, why not have it in digital form..? These days restaurants have began this shift. Why..?
  + “Users are 31% likely to spend more” when they see positive reviews. [1] A digital menu can incorporate reviews for customers/guests to read, encouraging them to spend more or have an idea of what they are ordering.
  + Next, hotels change their menus frequently. So, there’s a need to keep on printing new menus. How annoying..? With a digital menu, it’s as easy as editing a word doc. Also with less papers laying around the room, it might look neater.
* Young adults prefer text over calls. 75% say they prefer texting over calling. [2]
  + Text are more convenient and on your own schedule. [2]
  + 19% don’t check voicemails [2]

Works Cited

[1] D. Kaemingk, "20 Online Review Stats to Know in 2019", *Qualtrics*, 2021. [Online]. Available: https://www.qualtrics.com/blog/online-review-stats/. [Accessed: 29- May- 2021].

[2] J. Loechner, "Text vs. Talk Gets Millennials' Attention", *Mediapost.com*, 2021. [Online]. Available: https://www.mediapost.com/publications/article/275332/text-vs-talk-gets-millennials-attention.html. [Accessed: 29- May- 2021].