

Shine

Design Report

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Executive summary

Problem and Opportunity

“Shine” is an app designed for HOTUSA and is in use currently in selected rooms across Spain. It is an app that controls a projector to cast images, videos, colors and interactive content on the wall to enhance guest experience.

The product owners asked us to analyze the current app and suggest areas of improvement both in terms of user experience, in design and content, in order to make guests use the app longer. We also intended to make the app more rich in features thus to direct the users away from the “TV” feature.

Key Research Takeaways

In order to explore the problem and areas of opportunities, we have carried out extensive analysis of the app as well as observational user testing, interviews and online surveys. We also looked at usage statistics. Following this, we searched for other, similar entertainment systems and smart TVs to see what other features are technically possible. Please note that Shine is a unique app and therefore exact comparison was not possible.

In terms of design, we found areas of improvement concerning general user interface design and decided to improve them without making significant changes. What we found was that guests currently use the “TV” and the “Living Wallpaper” features the most, almost exclusively. Guests who have not yet used the system would most like to see features that allow them to expand their hotel experience, such as information about what the hotel has to offer, booking services and room service.

It is important to note that Shine is an established app and therefore a full redesign was not necessary, nor needed. Our aim was purely to improve and suggest valuable additions.

Research

Competitive and Comparative Analysis

In order to improve the current app, we carried out Competitive and Comparative Analysis of other apps. As Shine does not have a competitor in the field, we had to look at features presented by Smart TVs and types of services provided by other nearby hotels. The reason for this was to explore features, tangible or not.

	Customize your room	Color therapy	Discover the city	Wellness	My photos	TV	Good night	Screen sharing	VOD (not on Shine)	Control devices
Apple TV	●	●	●	●	●	●	●	●	●	●
Chromecast	●	●	●	●	●	●	●	●	●	
Roku						●		●	●	
Samsung Smart TV	●	●	●	●	●	●	●	●	●	

Some of the features in Shine were also implemented on other entertainment systems on TV, although some of them not. Other ones, like the marked in orange, could be available through third-party apps.

For the part of the hotels, it should be said that all of them offered details about the room service, gym, business centre, directions, etc. The information, though, wasn't accessible at first from the webpage.

Heuristic analysis

As Shine is an app that is already in use, we decided to analyze every screen from three perspectives: user experience, visual design and content. For each screen, we took notes of observations and possible solutions. An abridged version of this analysis can be found in the appendix.

Key takeaways

Shine is an app that has few features, so navigation is simple with only one main menu screen. Suggested areas of improvement mostly include minor typographical, alignment and spacing issues. A few screens needed to be redesigned completely, most notably the “Color Therapy” screen.

Another key change affects the position of the volume tab which is too high on the screen to enable comfortable usage.

User Testing

To get a better insight of the user journey, we have invited people to Hotel Eurostars Barcelona Design as if they were actual hotel guests. We took them through the check-in process and filmed both their actions on their phones and Shine’s projection on the wall. Watching first-time users gave us the opportunity to highlight real first impressions and user journey. Observations can be found in the appendix.

Key Takeaways

It is very important to mention that on-boarding of new users has potential difficulties. Users are introduced to the product either when they book online or upon check-in. In either case, users need to scan two QR codes to connect to the dedicated room “Shine” room WiFi and to download the app.

We suggest making this process easier and clearer by improving the descriptions on the hotel’s website and by having Shine already turned on, projecting the QR codes on the

wall when guests enter their rooms. Another way of engagement could be a marketing campaign to raise awareness by rewarding users if they blog/post about Shine on social media websites.

It is also advisable to train receptionist more so that they can make it clear to guests that the Shine Wifi network is only available in the room so they should only try to connect there. Moreover, it should be emphasized that guests can request a mobile from reception if they encounter difficulties with the app.

Surveys and Interviews

To get more details in our research, we did a series of interviews and an online survey. As our main aim was to receive feedback from current users. We asked the hotel to place QR codes to a survey in the rooms. As we didn't get many responses from those surveys, we continued our research by asking to other potential guests. As the interviews were done face to face, we selected people who are frequent travelers.

In order to organize all the data that we received from the surveys and the interviews, we gathered all the information into a digital board in Miro. Among all the data we got, we summed up the most important one:

- 65% of the survey participants stayed in a hotel between 1 and 3 times in the last year.
- Among the activities they do when they are in a hotel room, we found that they watch YouTube in bed, TV or Netflix; they're consulting their phones, checking places to visit, reading, checking social media, listening to music, taking a long bath or shower or using the Room service.
- When asked "What do you expect in a smart room", they answer a Smart TV, assistant device, remote control, connecting devices, virtual key, Video On Demand, among others. The key pattern here is both connectivity (user's device to the room) and interactive content provided by the hotel itself.

- We also asked if anyone had a previous experience with a room like that. Among the answers, we received to set faint lights, futuristic feeling, setting background music or that the guest could control everything on a tablet.
- Finally, we asked our participants what features would they add in a new entertainment system for hotel rooms. Among the answers we received, there are Video on demand (especially Netflix), YouTube, colorful lights, menu to order, gaming apps, connecting your laptop, managing all the amenities in the room and getting tips from restaurants, among others.

Information Architecture

Our research suggested that we should consider adding new features to the app and this meant that the current menu structure was not valid anymore.

From analyzing the surveys and interviews, we decided on the following new features:

- Good Morning
- Room Service
- Hotel Services
- Hotel Info
- Netflix
- Youtube
- Spotify
- Weather

When we had this, we wrote all of them as well as the existing menu items on cards and asked people to arrange them into categories that make the most sense to them, giving each category a label. Once this was done, we combined the data and created the menu structure which then we tested on people.

Technical Research

As Shine is a product that is built in two platforms (mobile and screen), we had to look at how it is built. For this, we observed that on mobile, the Shine App is only available on two platforms, iOS and Android. On both, it follows Material Design guidelines for the best experience. In the case of the wall experience, the screens run inside Unity on a Windows 10 computer. Then, everything is shown on the wall by a projector.

This is important to mention, as we designed a product that should be able to offer all the features inside the three platforms (iOS, Android and Unity). Also, it should be mentioned that some of the features might be modified when built, as it involves also a third-party service, such as Netflix or Spotify, on which should arrive on an agreement with the hotel and the developers for copyright issues.

Key Research Takeaways

Booking process

The **website of the hotel does not provide much information about Shine** to potential guests. The rooms that feature Shine are referred to as “Smart Rooms” and the word “Shine” is not used. It would be advisable to change the room type name to “Shine Smart room” or something similar in order to make it easier for the user to connect the brand with the room type. Shine does have a dedicated website, however, the **information is not updated** to show the latest version of the app.

Guests are sometimes advised at check-in that they will receive a Smart room with Shine. The receptionist explains how to access the Wifi and download the app. However, in one case, she forgot to mention that the Wifi could only be used within the room, therefore, the guest was left confused and somewhat irritated at reception for not being able to connect. On another occasion, the wrong QR code was handed to the guest so she was unable to download the app. This was resolved by using the password to log in-something we think should be avoided as it is more time consuming and requires more effort from the user, with the risk of abandoning the app at such an early stage.

First impressions

Users reacted very positively to Shine, with excitement upon seeing it in use for the first time. However, they both **faced the wrong direction** and it took them some time to realize the projected image was behind their back. Projecting an image already when the guests enter could easily resolve this issue.

Features that impressed our test subjects were mostly the “Living Wallpapers” and the “Welcome to Barcelona” screens.

Errors

It is important to know that both test subjects used an iPhone to access Shine. Some of Shine’s features are not compatible with iPhones, therefore, they were unable to test them. During testing, bugs also appeared — once TV was not working and the other two times it was impossible to interact with the map, to the disappointment of our users. Our suggestion is to look into the technical background of these bugs as they could be one of the biggest reasons why users do not spend much time in Shine.

Features

Users would like to see some features added: Netflix, Youtube, gaming and most notably, Room Service. They claim this would make their stay feel truly futuristic and enhanced and would distinguish their stay from regular hotels.

Design Process

Feature Prioritization / List of Features

Features in parenthesis are suggested features later in the development process.

Media

- TV
- Netflix
- YouTube
- (Spotify)
- My Photos
- Screen Sharing

Ambiance

- Good Morning
- Good Night
- Color Therapy
- Living Wallpaper

Wellness

- Fitness
- (Headspace)

Enjoy Barcelona

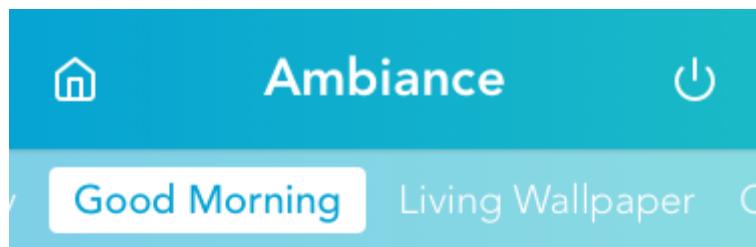
- Welcome to Barcelona
- Recommended Routes
- Restaurants / Bars / Museums

Services

- Hotel Services
- Hotel Info
- Room Service
- (Message Receptionist)

Navigation Rework

As the list of features above include not only the current ones but also the new ones we added, we needed to reorganize the navigation by categorizing all features. As a result the app has a primary navigation, consisting of five main menu points. Once a menu is selected, the secondary menu appears, containing the relevant sub-menu items. This way, there's no need for a back button and we are able to keep the "home" icon. The user doesn't get lost in the three layers of navigation (home-category-feature). The user has the opportunity to explore the different sub-screens without exiting the category.

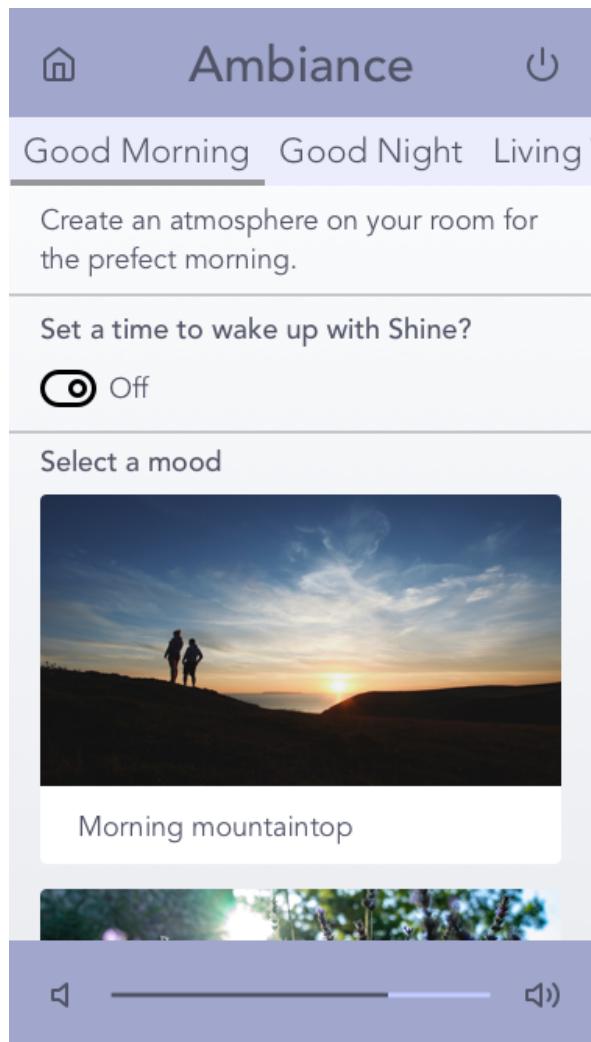


An example of the second bar, called sausage navigation.

Personas

The user base of Shine consists mostly of tourists, aged 30-40, from both sexes. They are either couples or families traveling together. Although occasionally there are business travelers who use the app, it is not very common. The daily usage is around one hour.

Iterations



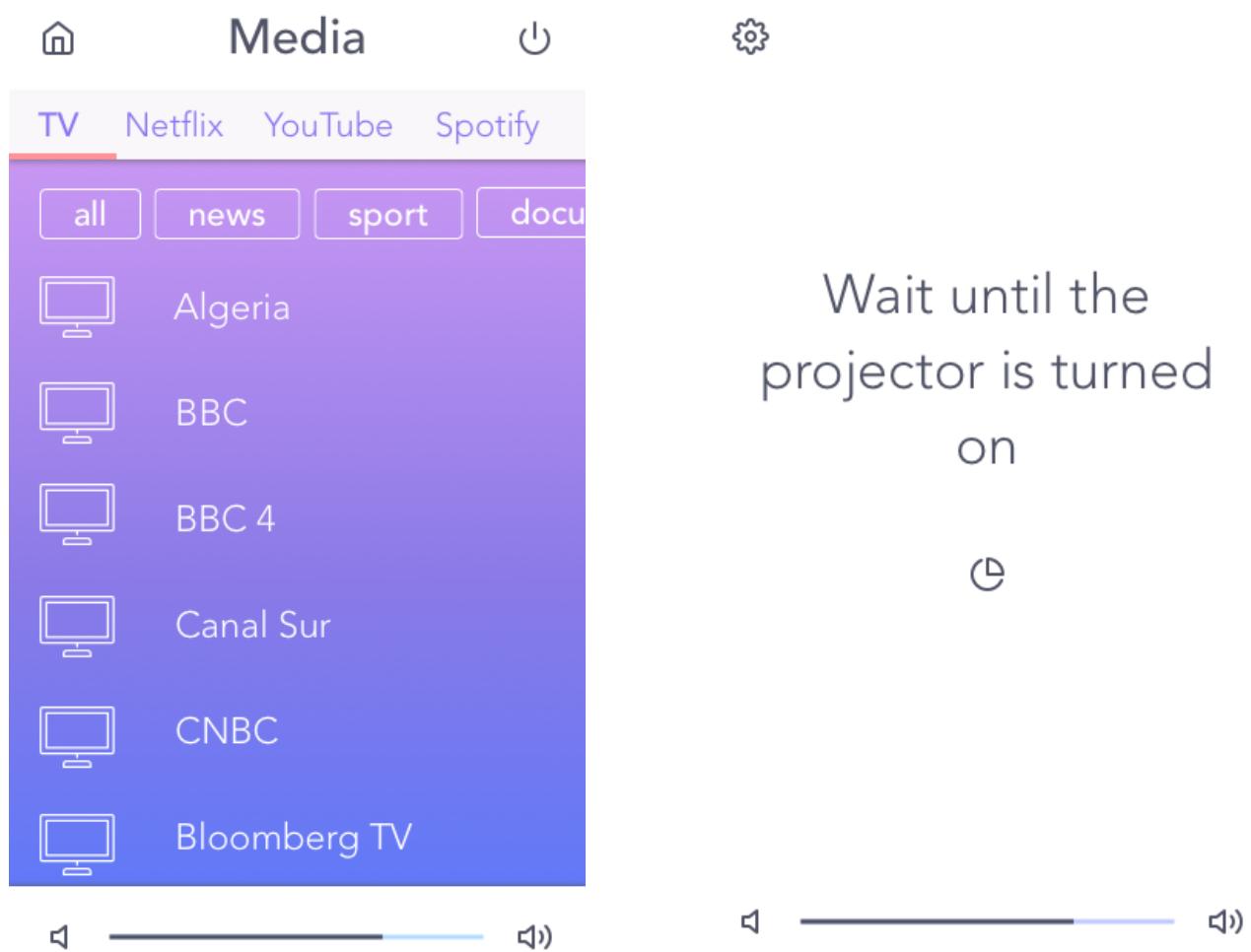
Hi, I'm Shine.

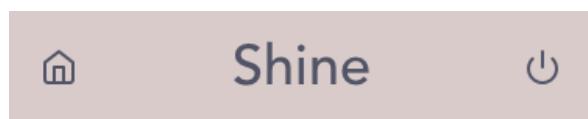
If you are not connected to the Shine Wifi, click here:

[Scan QR code](#)

If you already know the Wifi password, click here:

[Go to settings](#)





Ambiance



Media



TV



Netflix



YouTube



Enjoy
Barcelona



Wellness



Spotify



My
Photos



Screen
Sharing



Services





Ambiance



Color Therapy Good Night Living'

Pick a mood



Reading



Meditation

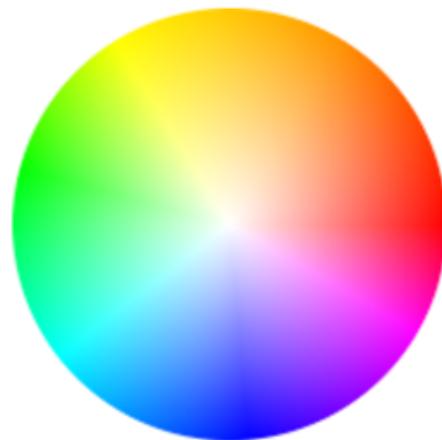


Focus



Wake u

Or pick a color



Color

Color Range



Start

08:00

End

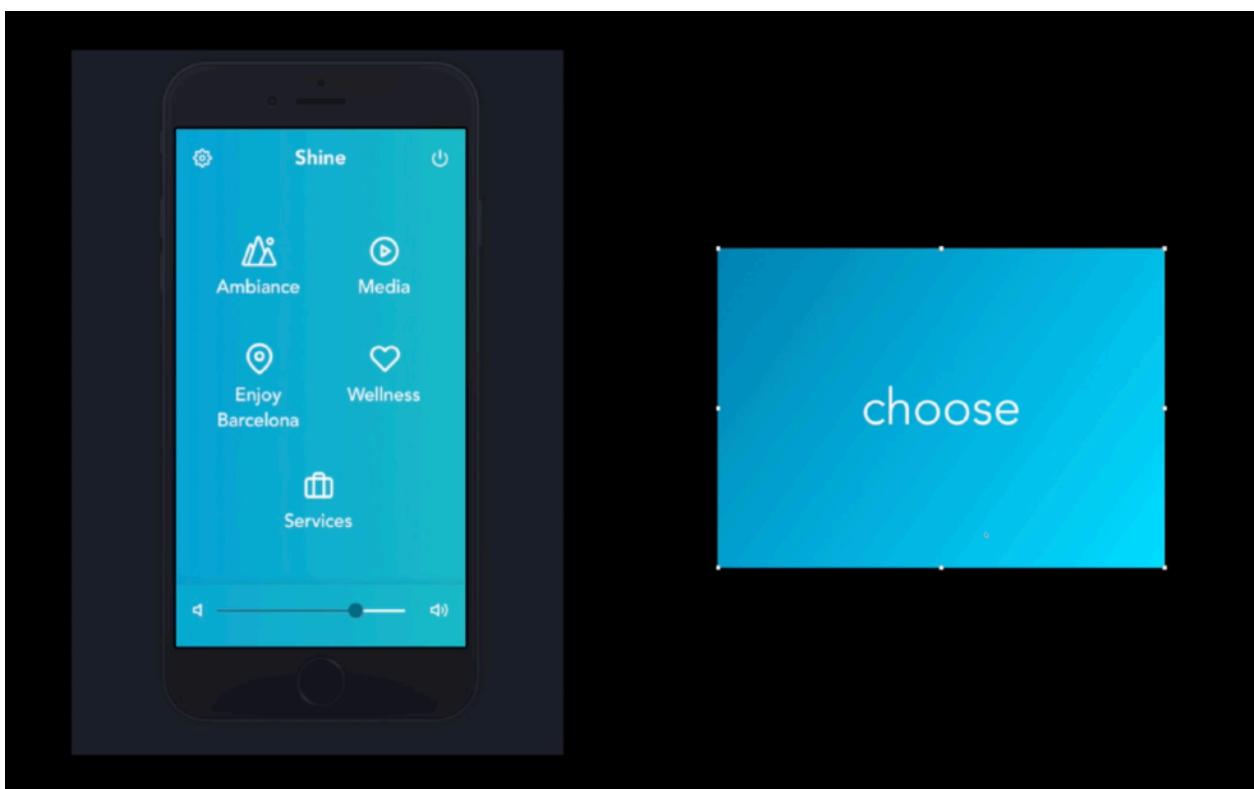
Confirm



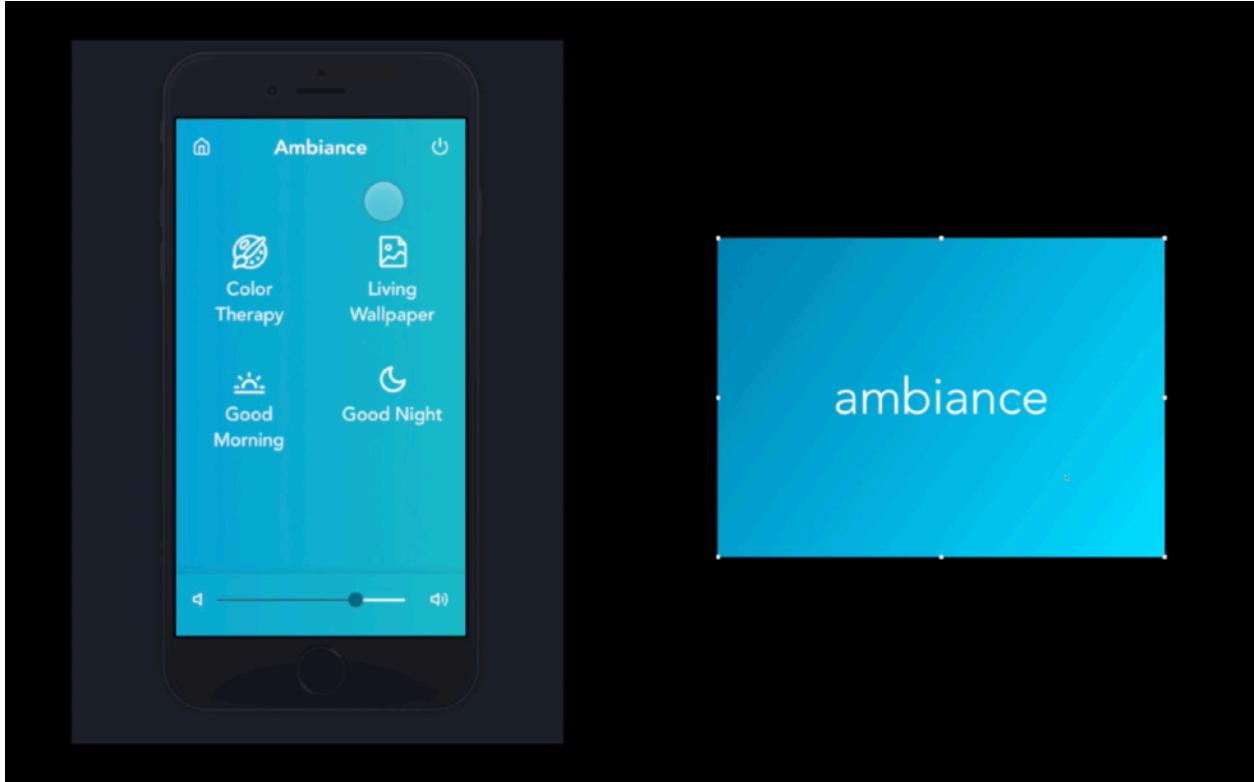
Final Prototype

Clickable Prototype

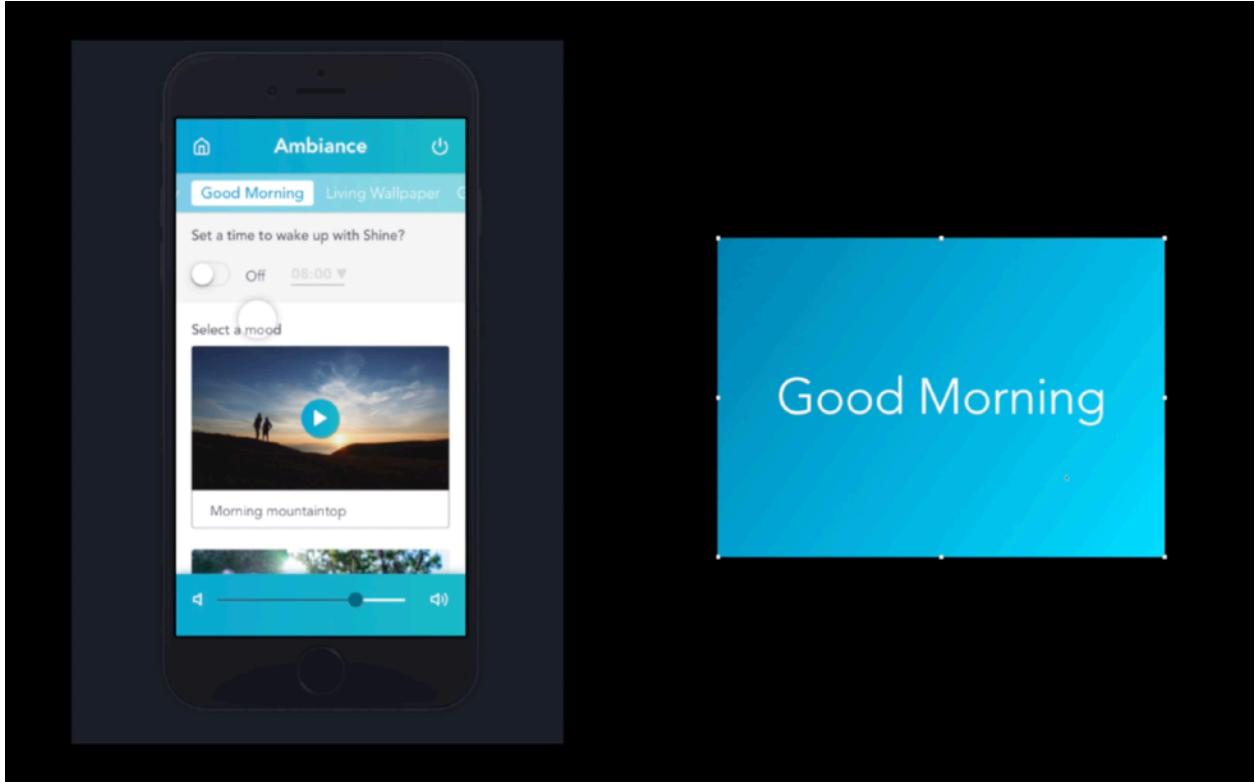
As Shine is a second-screen experience, we had to develop two different prototypes: one for mobile, where it could control and navigate through the different features; and one for the wall, where images would be projected. Later, we would combine both prototypes and showed them in a single presentation video. The next pages are an explanation of this two prototypes:



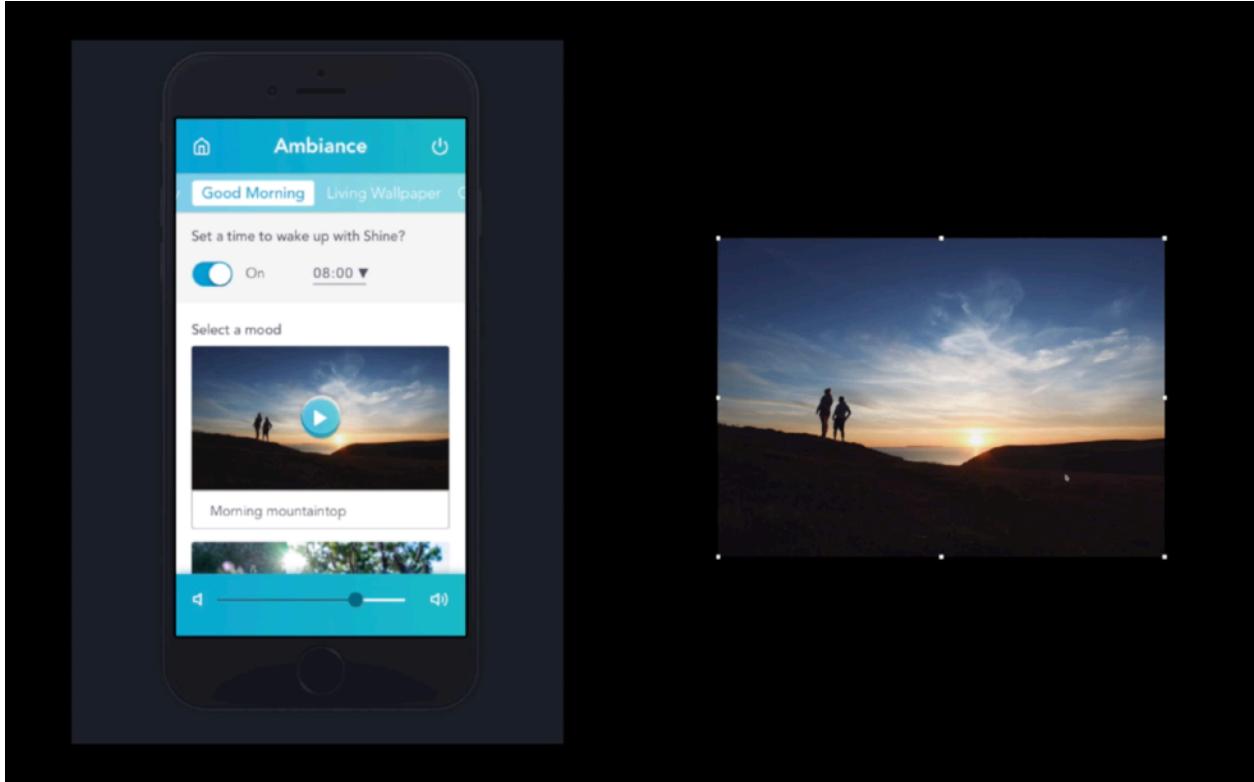
The first screen in mobile is always the homepage, where the user finds all five categories where the features are. On the right, as it will be seen from now on, the user would see the screen projected on the room wall.



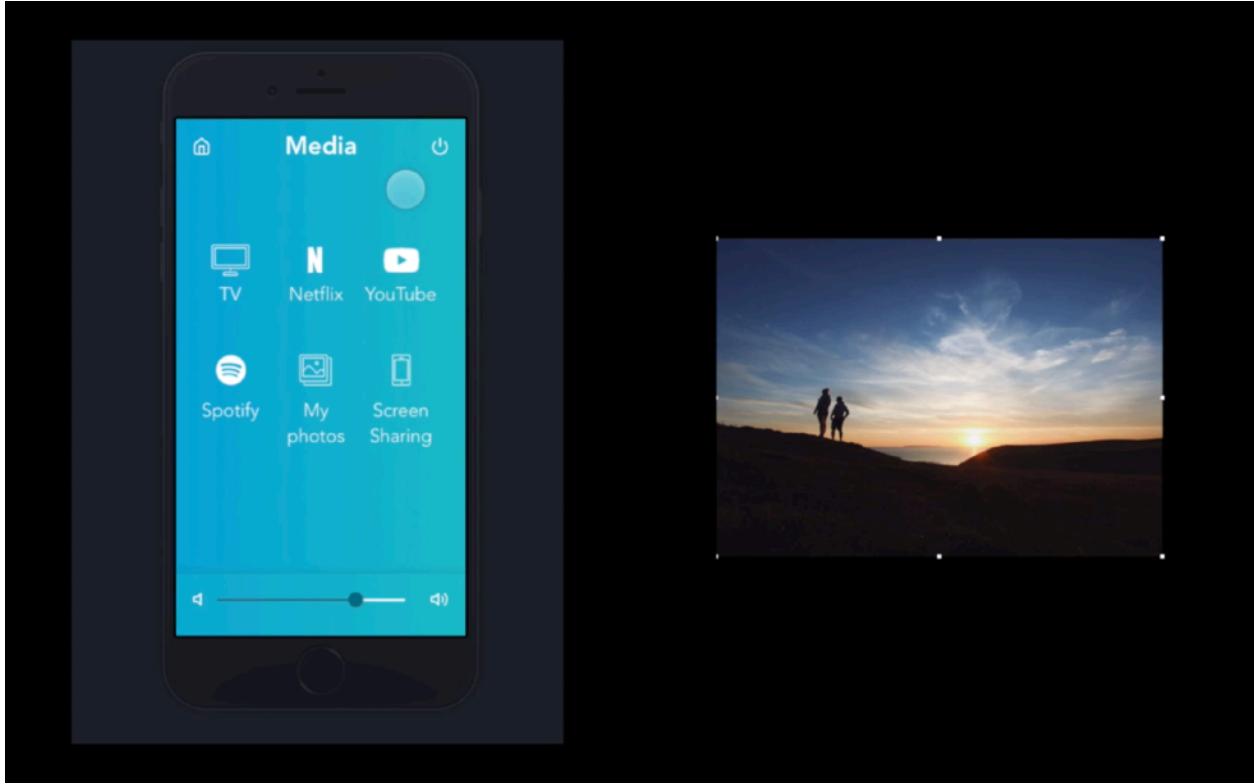
As we reorganized the menu with new features inside new categories, a second level of navigation was added. This, on the wall, is showed with the name of the category, in this case, **ambiance**.



In this case, the user wants to click on the Good Morning feature, where it can set an alarm for the next day or just show a relaxing video of a landscape. Meanwhile, on the wall, we still have a title projected, now with the name of the feature.

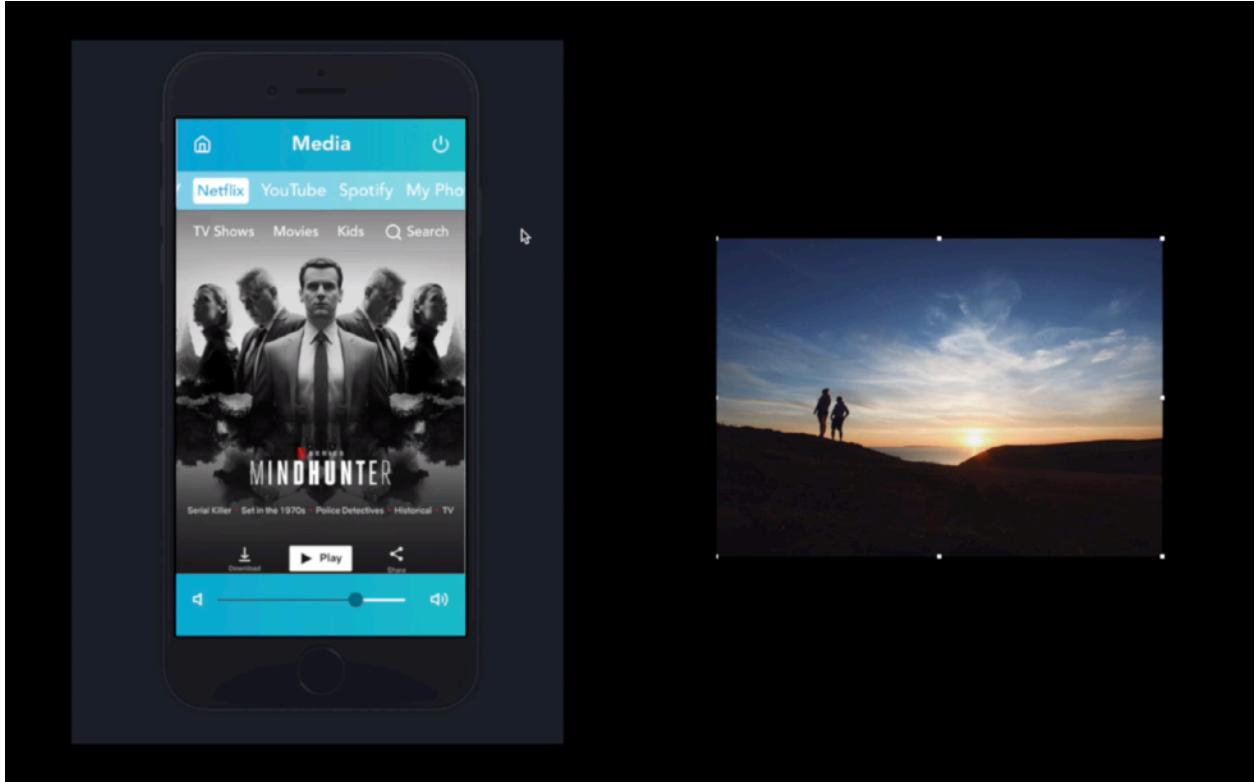


The user is interested on playing the first proposed video of the feature, titled “Morning mountaintop”. Now, on the right, it can be seen the video projected on the wall. Also, the user has activated the alarm for 8 am in the next day.



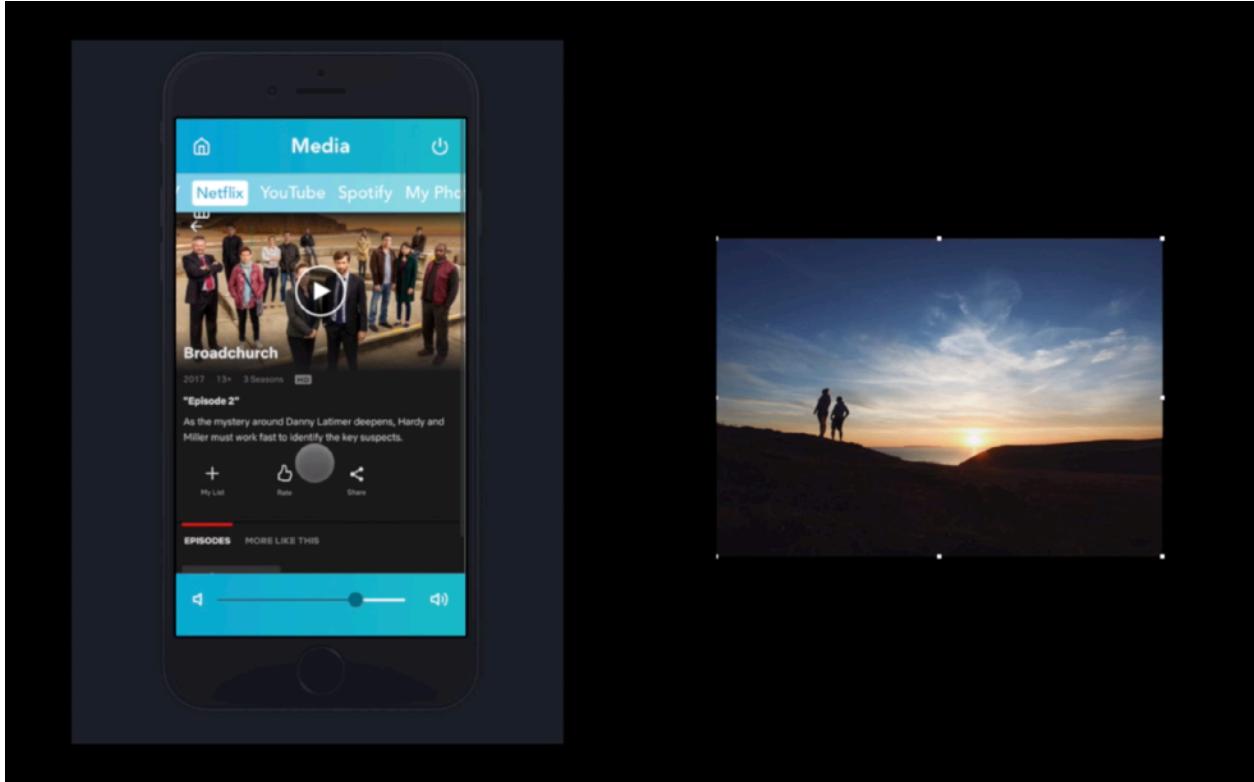
Now, as the user is interested in navigating through the different features of the app, goes to the homepage, up left in the corner, and selects Media. As it can be seen on the right, the video from the Good Morning feature is still playing until it changes for another feature that requires to stream into the wall. This is a new feature of the current redesign, as we play with the second-screen experience at its fullest.

The purpose of redesigning the navigation was not to show all the current and new features into a single homepage. For that case, we introduced the Media category to place TV, My photos and Screen Sharing, already existing; and add Netflix, YouTube and Spotify.

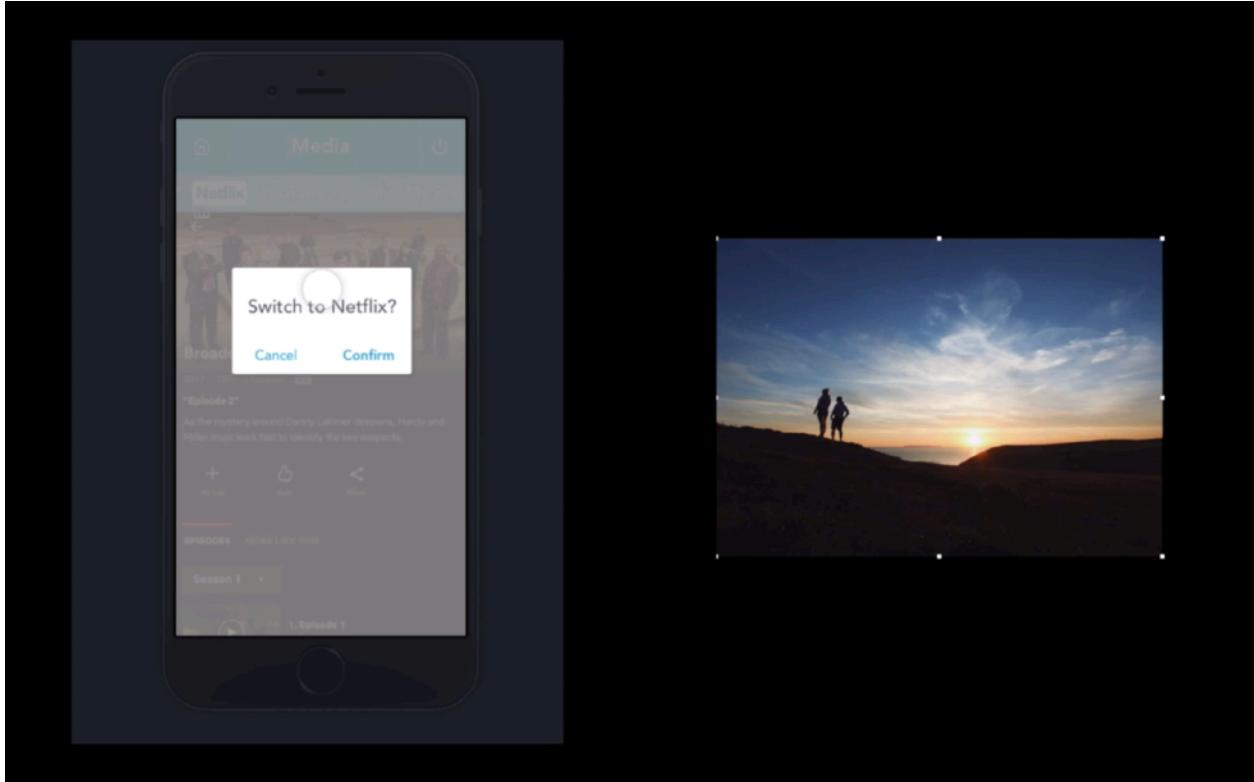


One of the main requests we got from the surveys and the interviews we did was to introduce Netflix, as it is the most VOD service used nowadays. The way we are proposing to introduce it is into the app, so the user doesn't need to have the Netflix app into his or her phone and doesn't need to have an account, as the hotel is providing one.

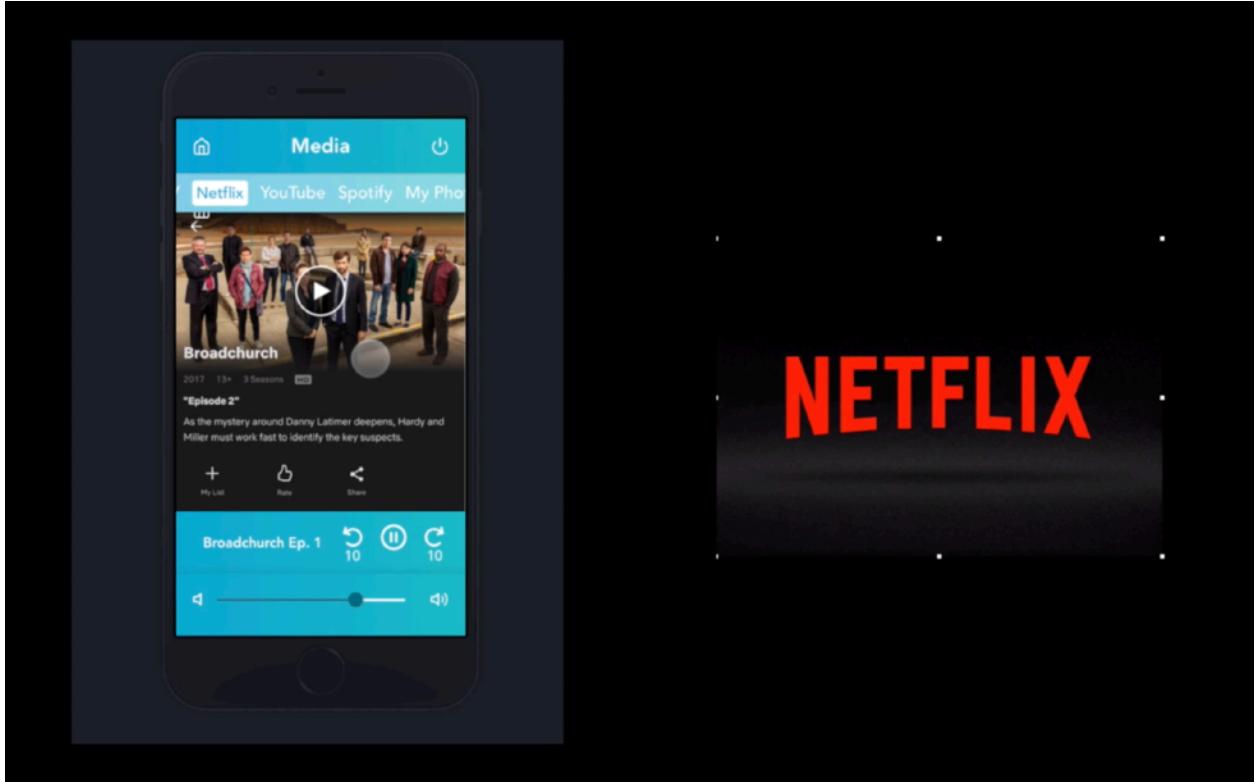
The screens, in this case, are the Netflix homepage on mobile and the Good Morning video still playing on the wall. This allows the user to navigate through all the different shows and movie titles while enjoying the mountain views.



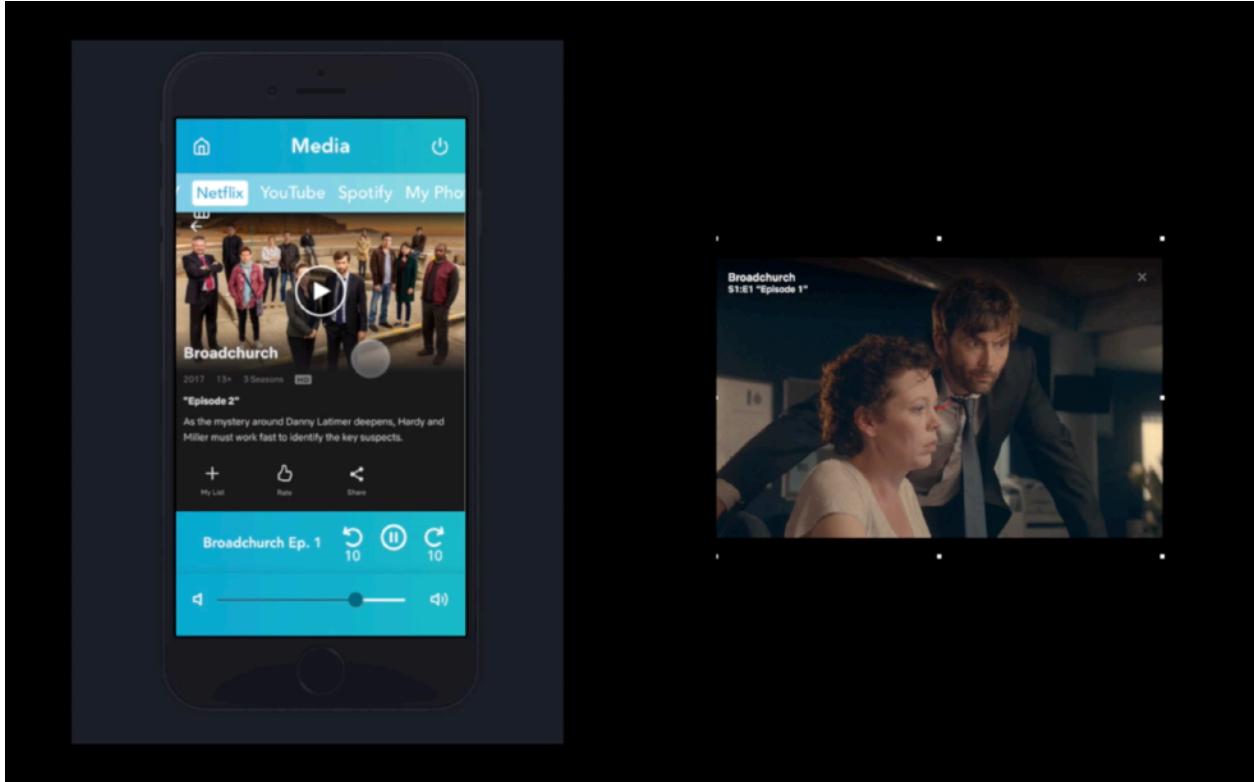
Still on the Netflix feature, the user is currently navigating through a series view, in this case, Broadchurch.



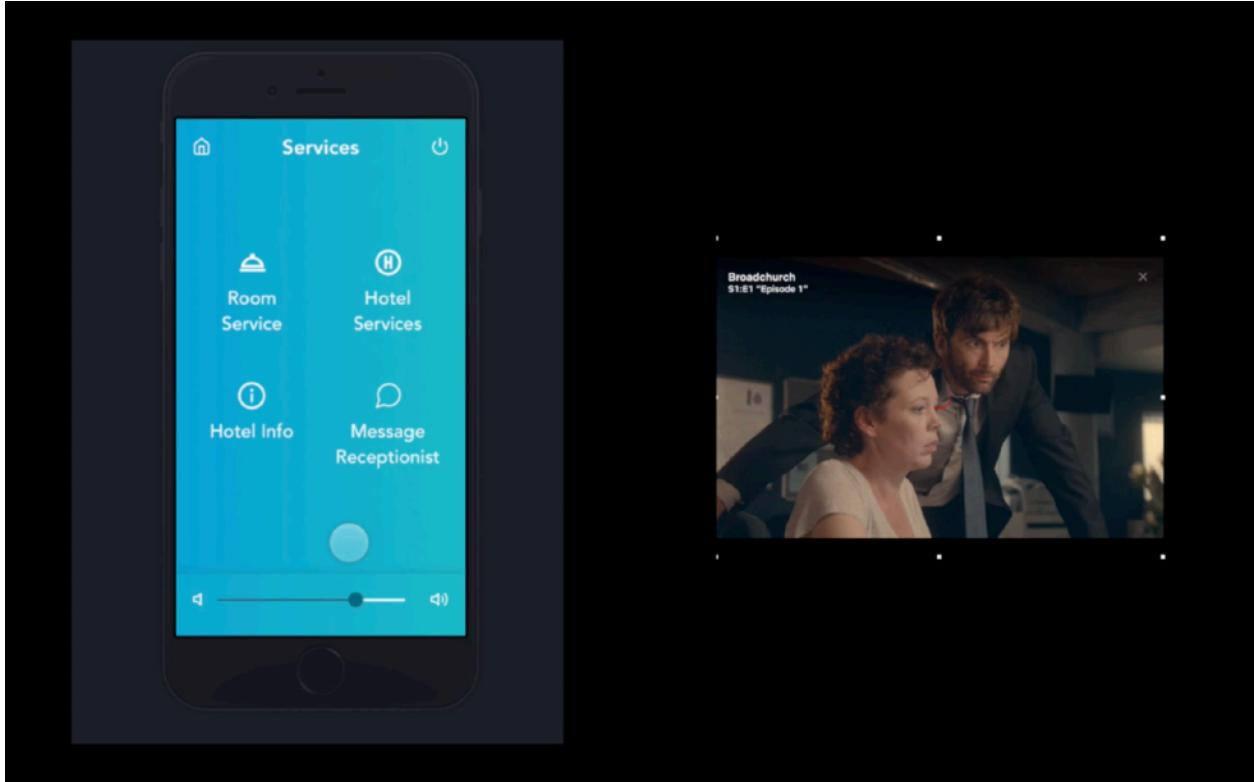
The user now wants to stream the first episode of Broadchurch, but once it has clicked on play, it is advised before changing the video that is playing on the wall.



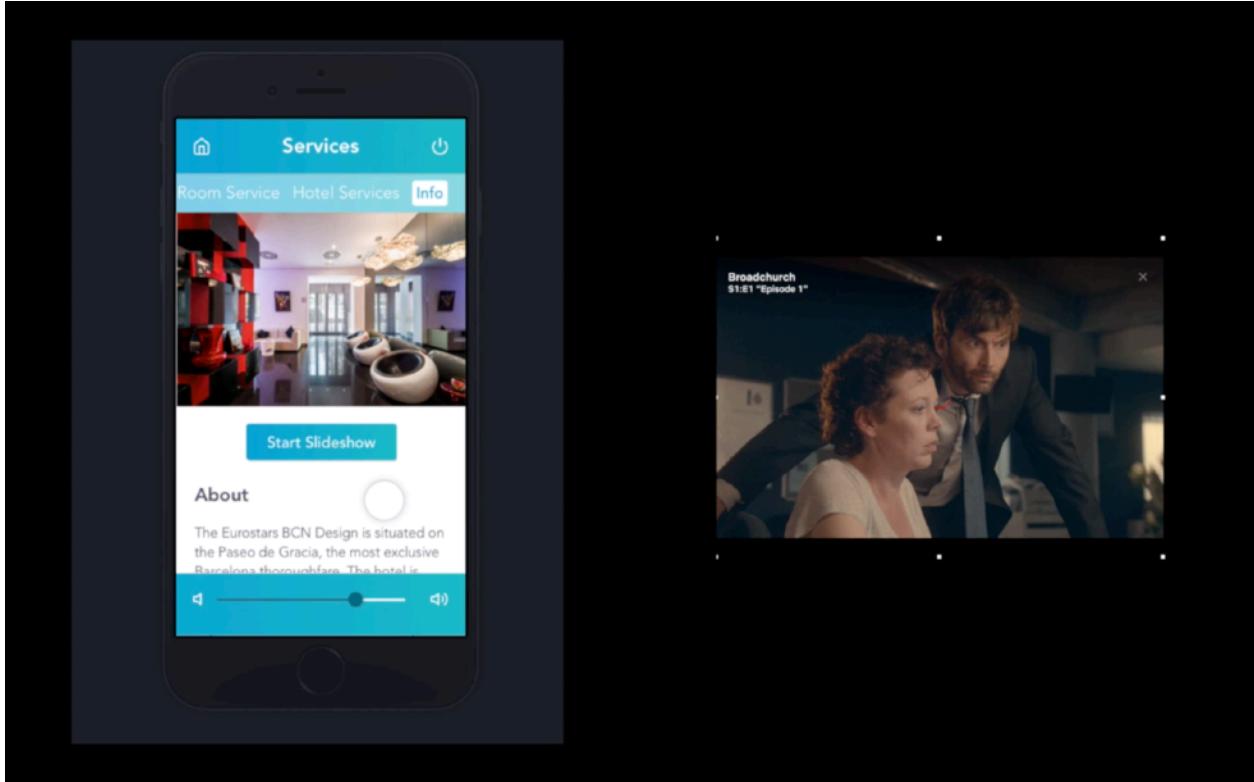
Once it has confirmed, Netflix is launched on the wall screen.



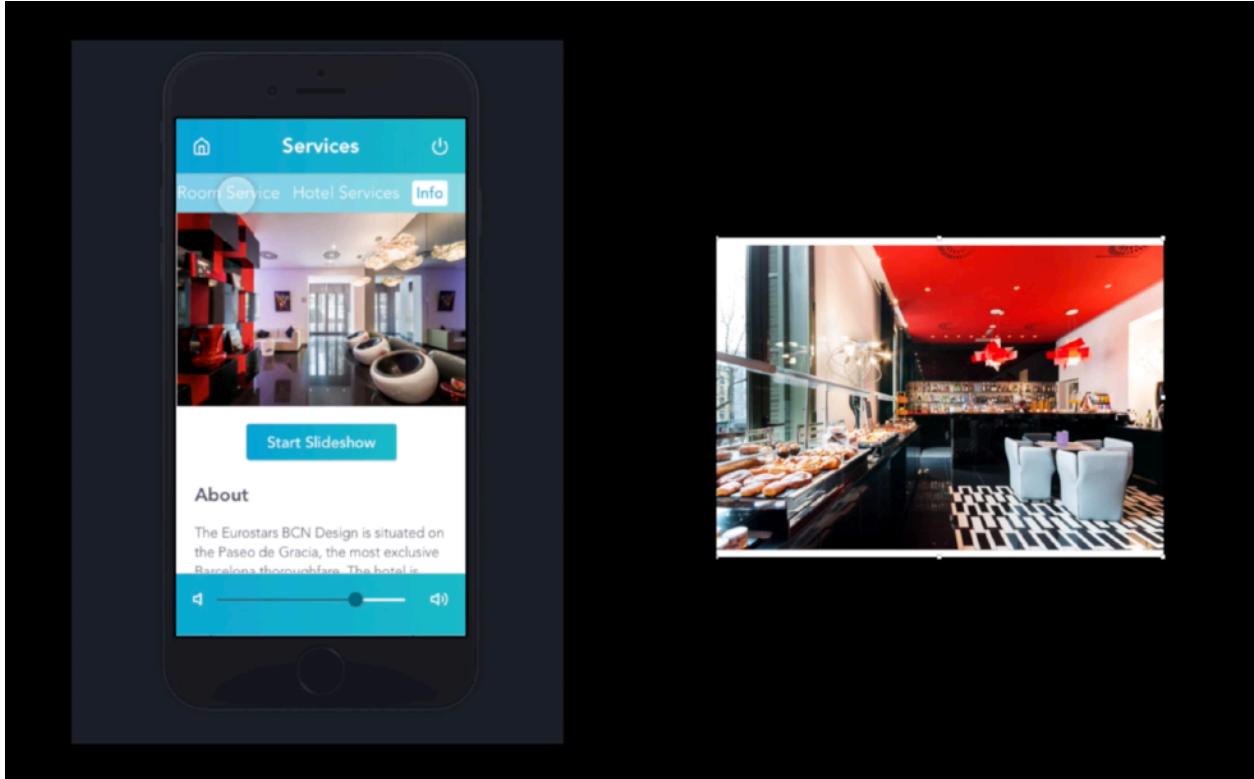
And, finally, the first episode of Broadchurch is streamed on the wall.



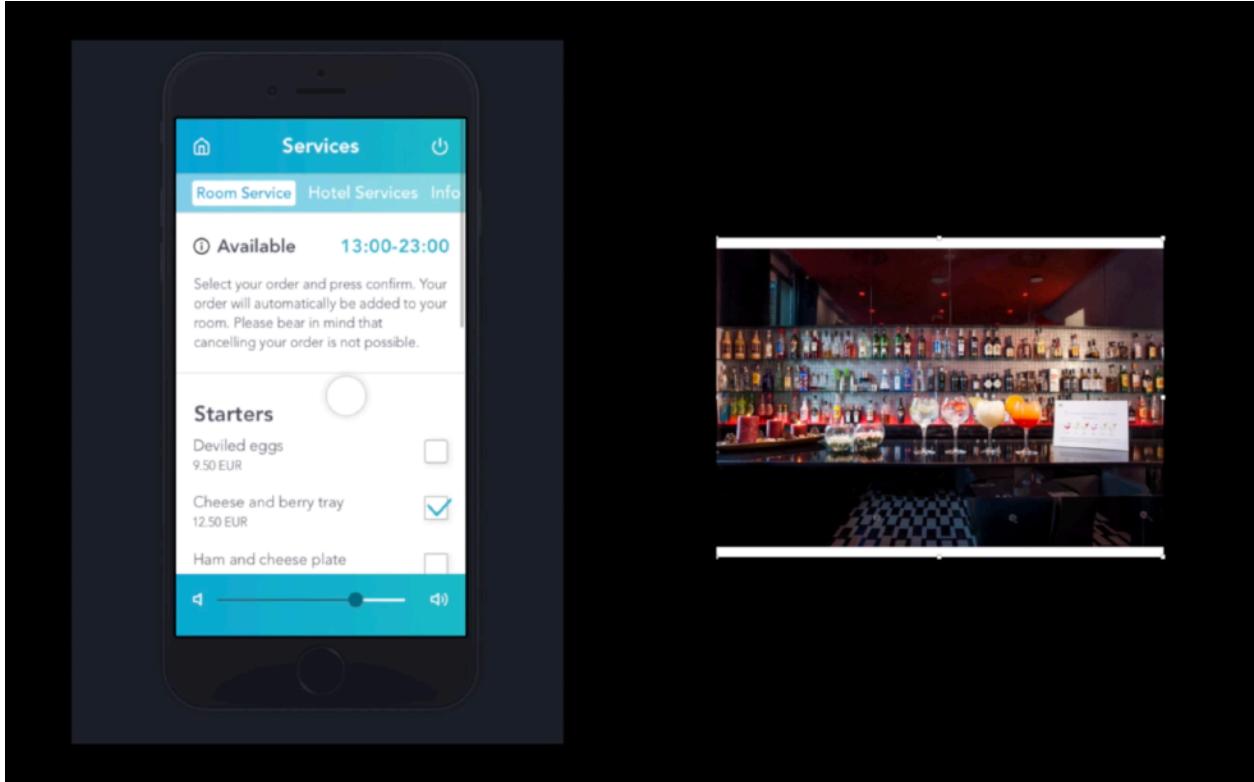
The final feature we presented on our clickable prototype is called *Services*. This sums up a series of new features that we added according to our research. The services pages consists of *Room Service*, *Hotel Services*, *Hotel Info* and *Message Receptionist*. On the right, it can be seen that Netflix is still playing, as we explained before.



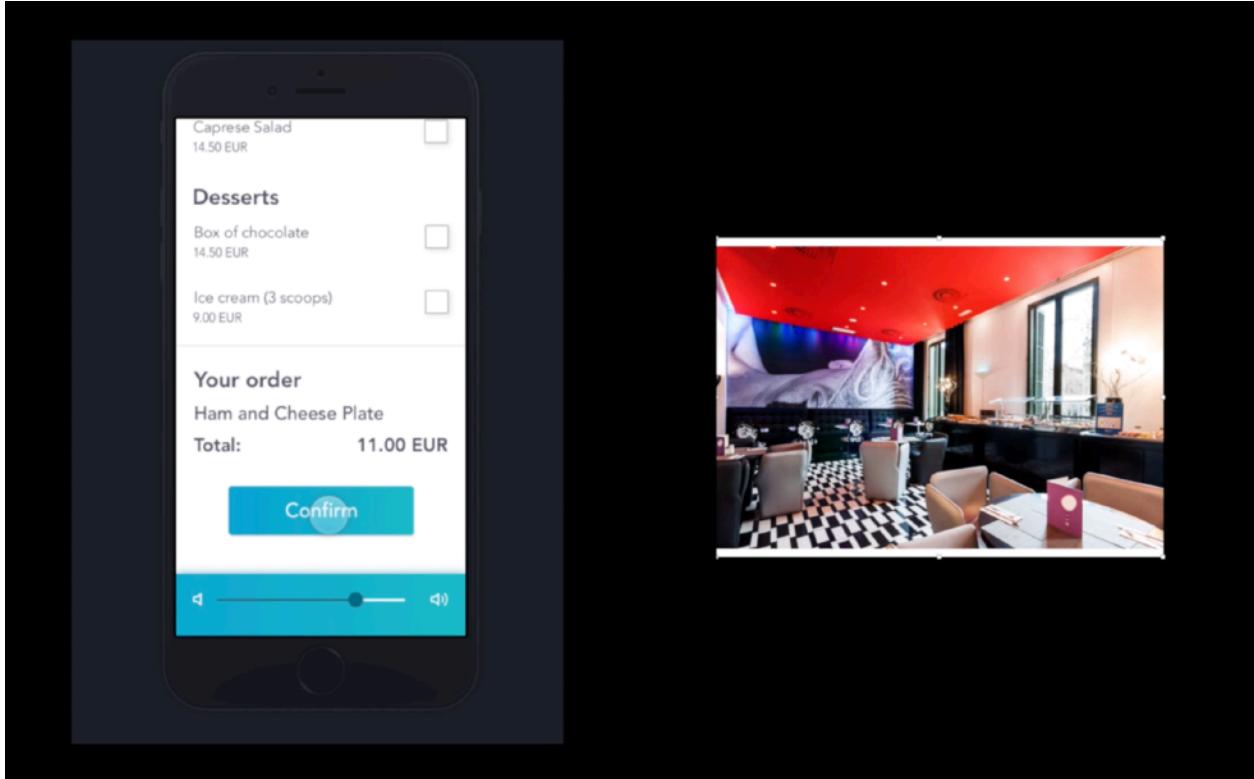
The user now wants to know a little bit more about the hotel. For this reason, it will click on Hotel Info, where it displays an About section, info from the Reception, the Breakfast schedule and options, etc.



In order to play with the second-screen experience, we introduced a Slideshow of images from the hotel to be seen on the wall. Meanwhile, on mobile, the user can navigate to other features inside the Services category without going back home and selecting the category. For this interaction, we introduced a sausage menu, placed under the tab bar, with all the features of the category. In this case, the user now selects Room Service.

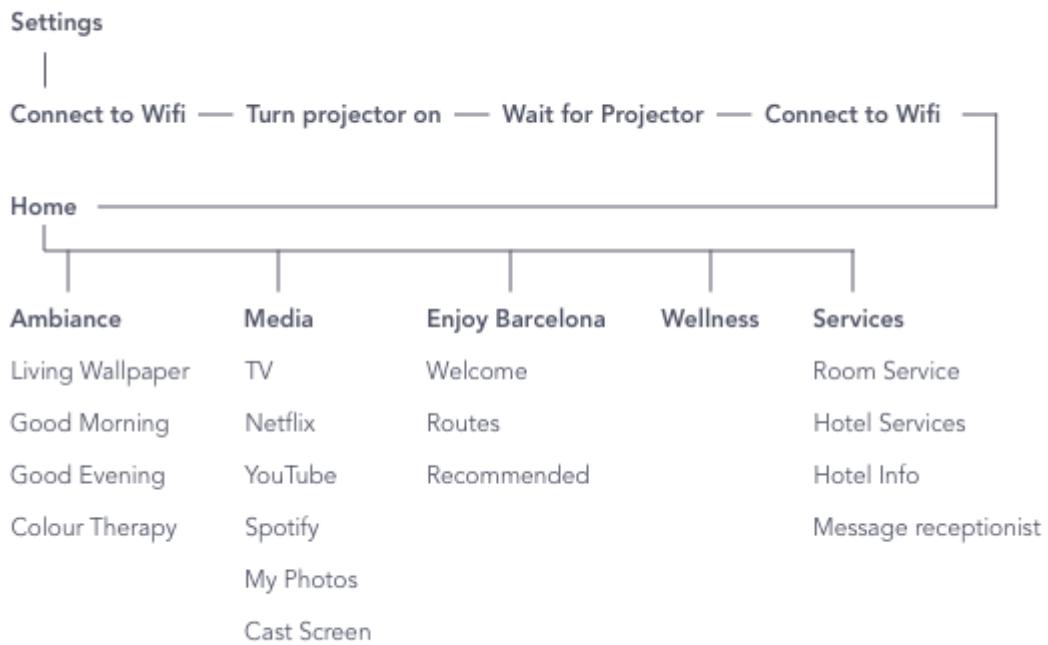


Once in the Room Service page, while playing the Slideshow on the wall, the user finds a list of the food and drinks available to order from their room.



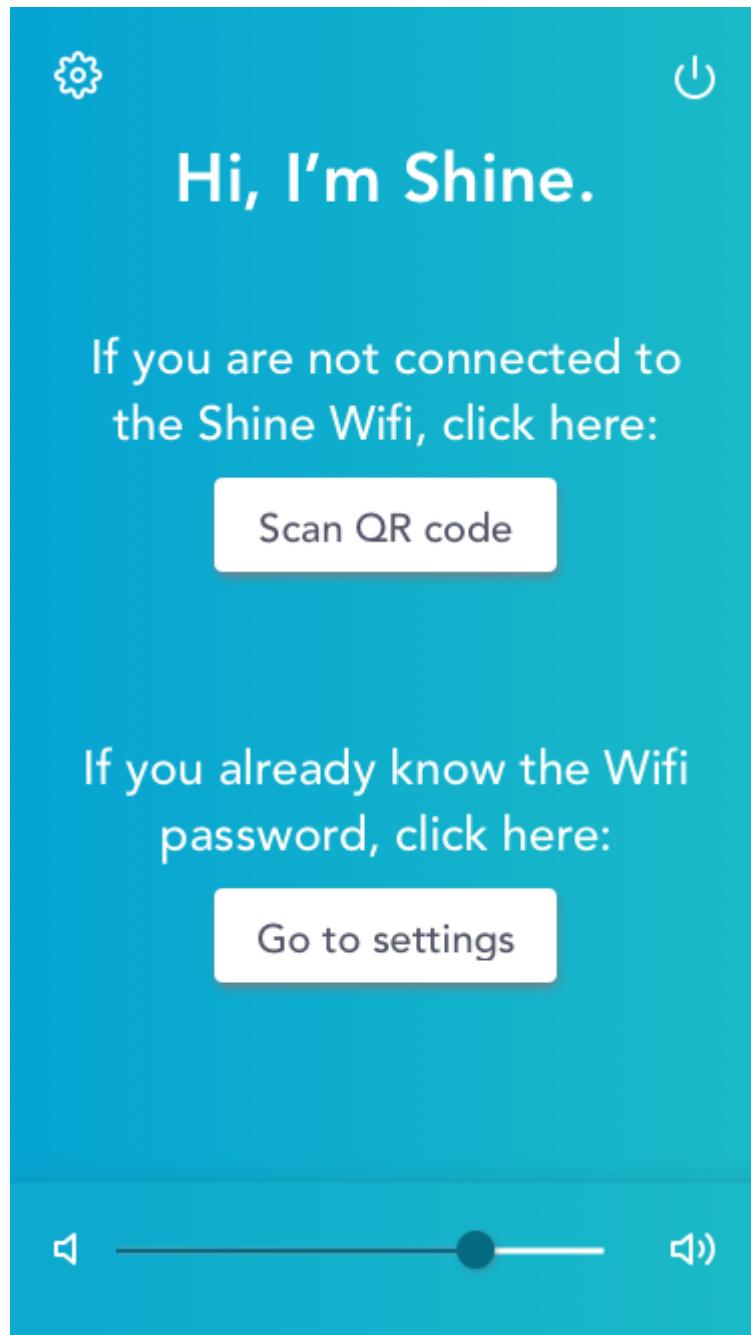
Finally, the user can press Confirm once it has decided the desired plate.

App Map



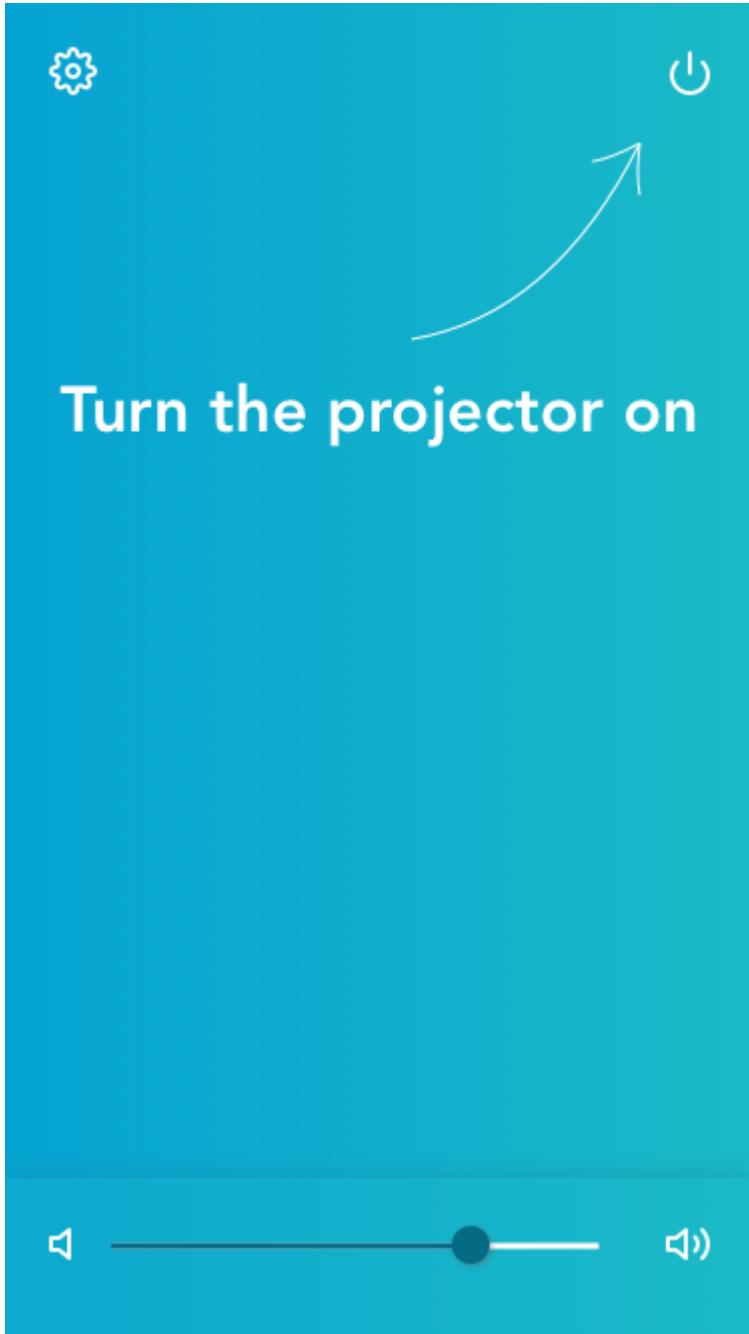
Annotations

Welcome Page



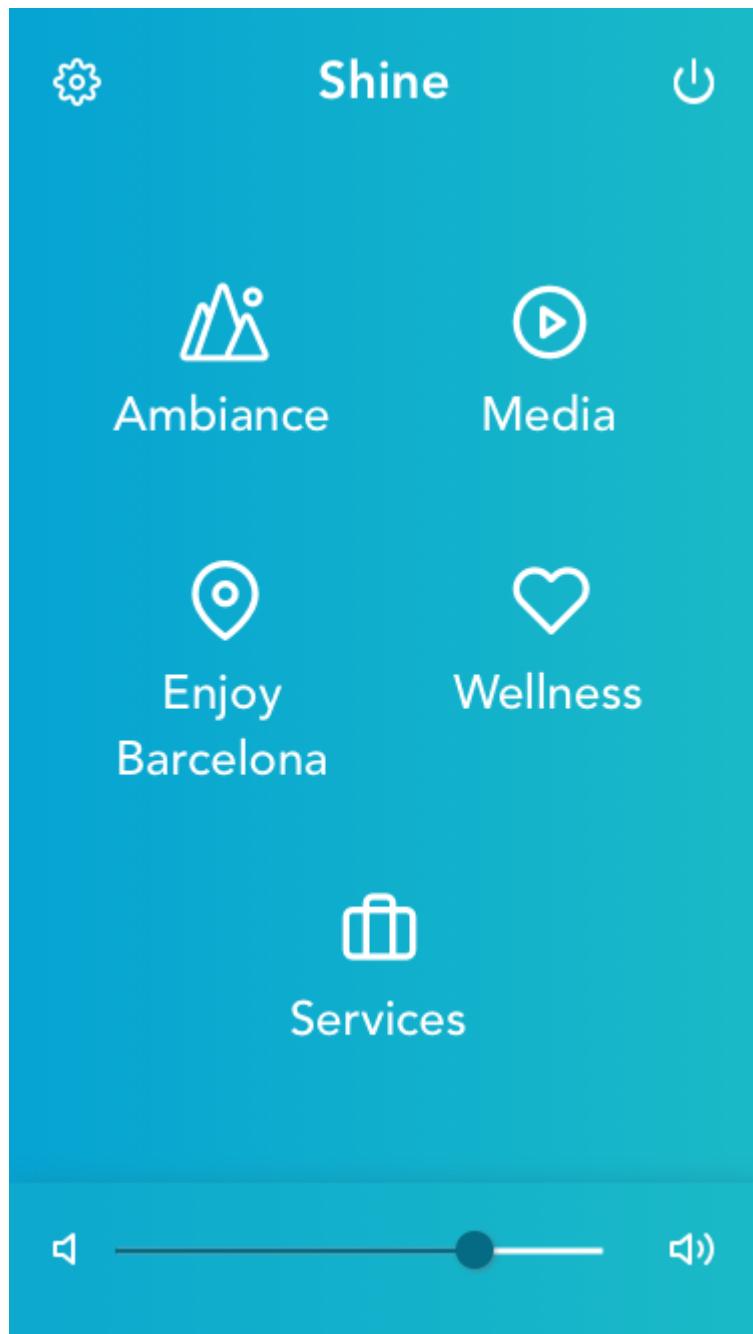
- changed color
- volume bar moved from top to bottom

Turn Projector On Page



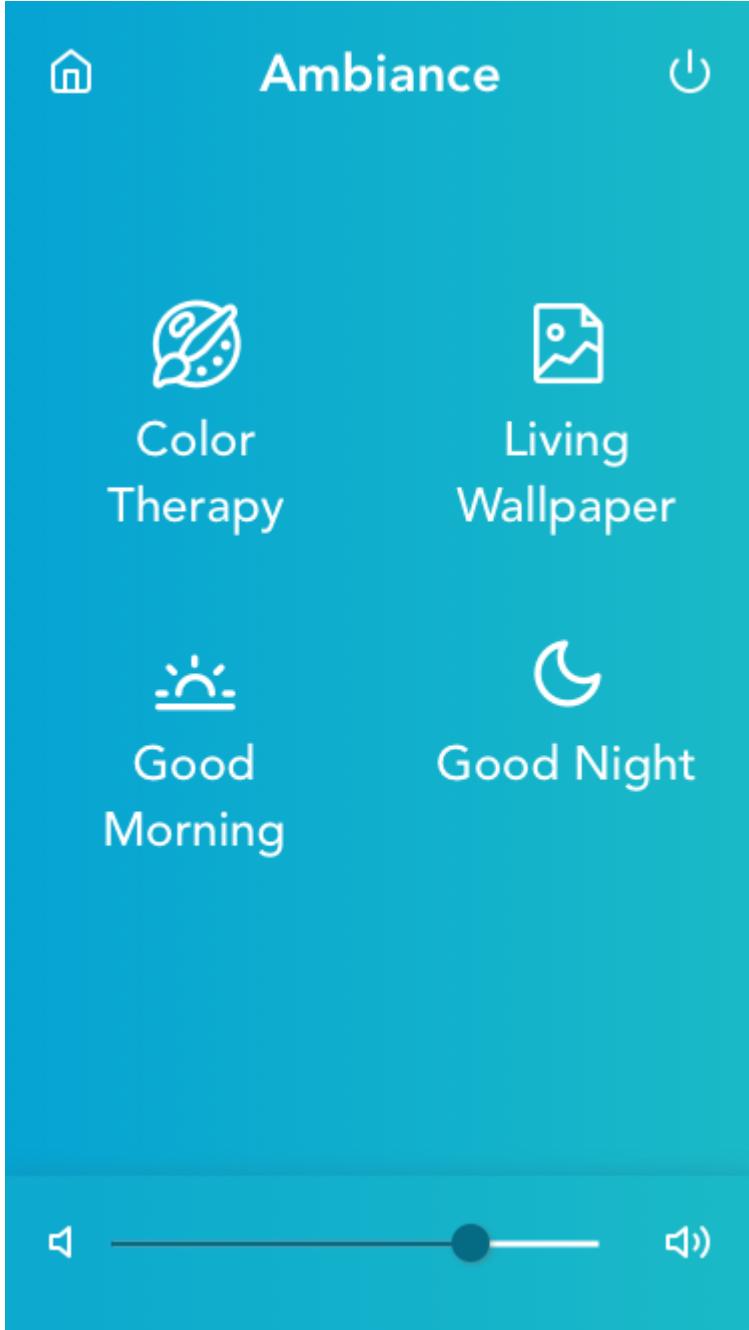
- In the previous version of the app, the arrow was pointing at the volume control, causing users tap on those instead of the power button.
- The arrow is animated, thus directing the attention.

Home Screen

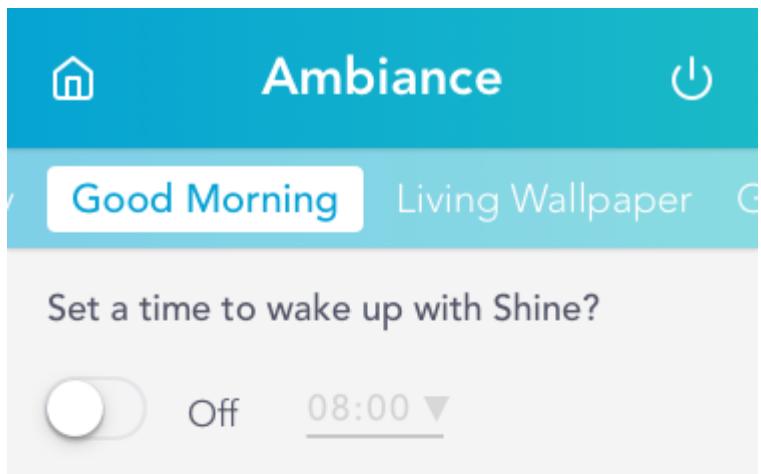


- Displaying only the main categories

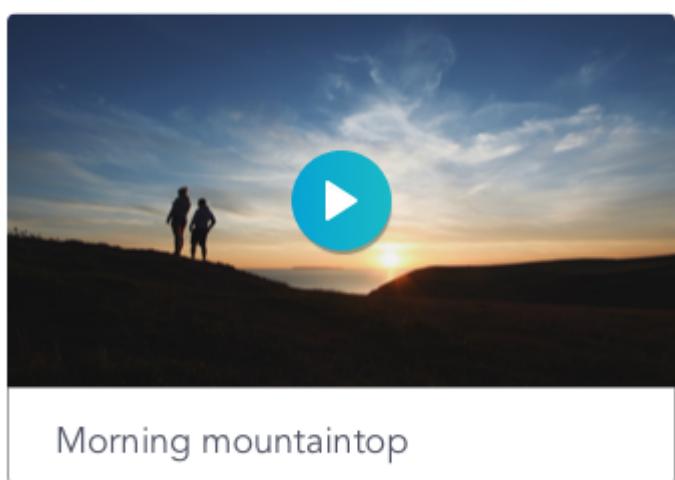
Ambiance Screen



- “Good Morning” feature added
- Color Therapy screen
- Screen reworked.
- “Pick a Mood” feature moved to top because users tended to pick that first.
- Color picker completely reworked, with easier control.



Select a mood



- “Good Morning” screen
- Same as “good Evening” in terms of layout and content, the only difference is the time.
- Previous time picker’s ambiguity was improved



Ambiance



Color Therapy

Living Wallpaper

M

Pick a mood



Reading



Meditation



Focus



Wake

Or pick a colour:



Saturation



Brightness



time between colours

08:00 ▼

Cast Colour





Ambiance

[Color Therapy](#)[Good Evening](#)[Living Room](#)

Pick a mood



Reading



Meditation



Focus



Wake up

Or pick a colour:



Saturation



Brightness



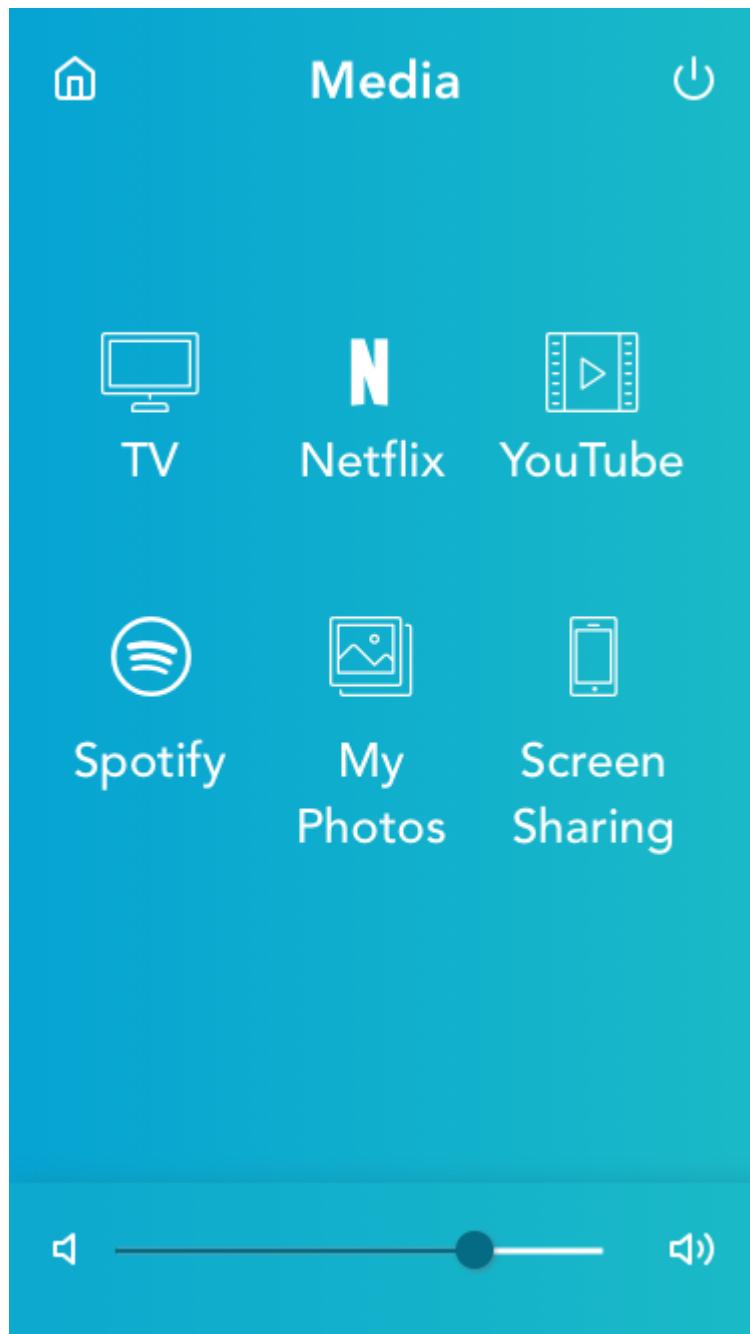
time between colours

08:00 ▼

Cast Colours

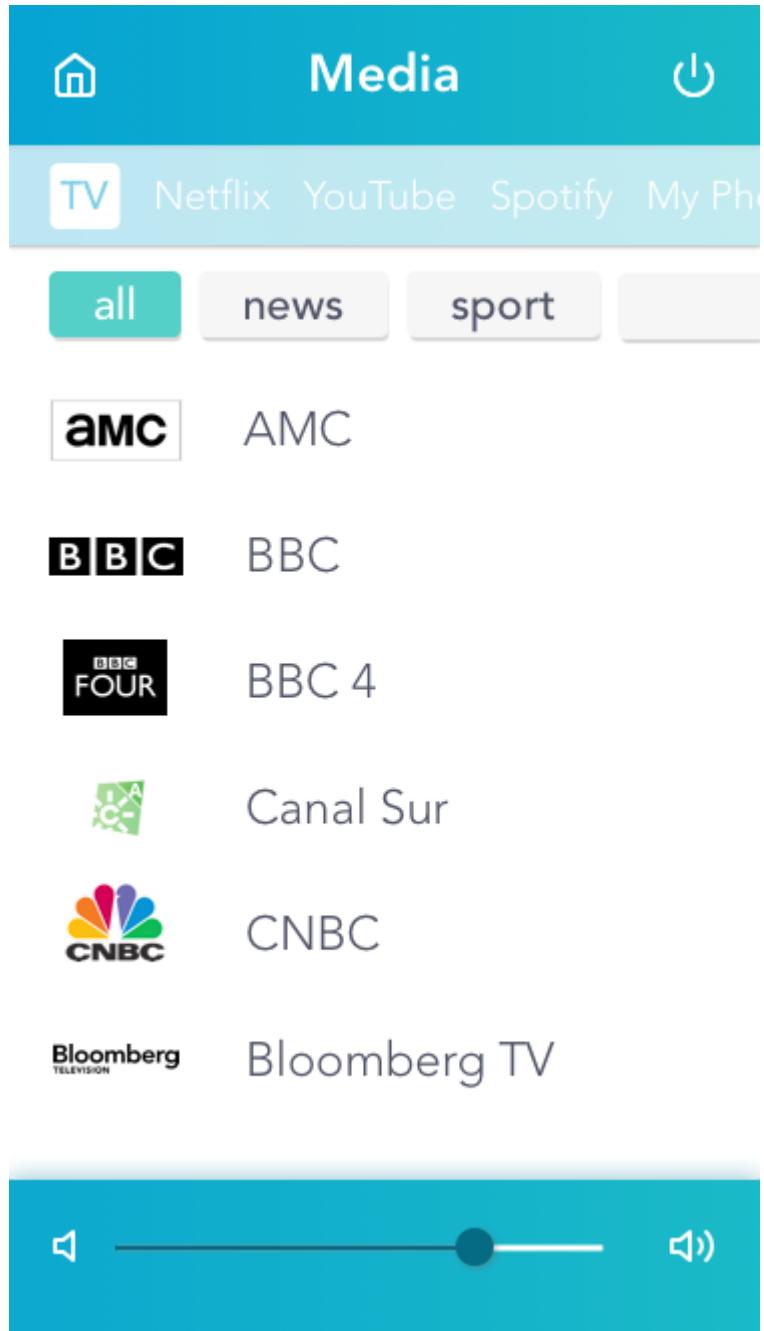


Media Screen



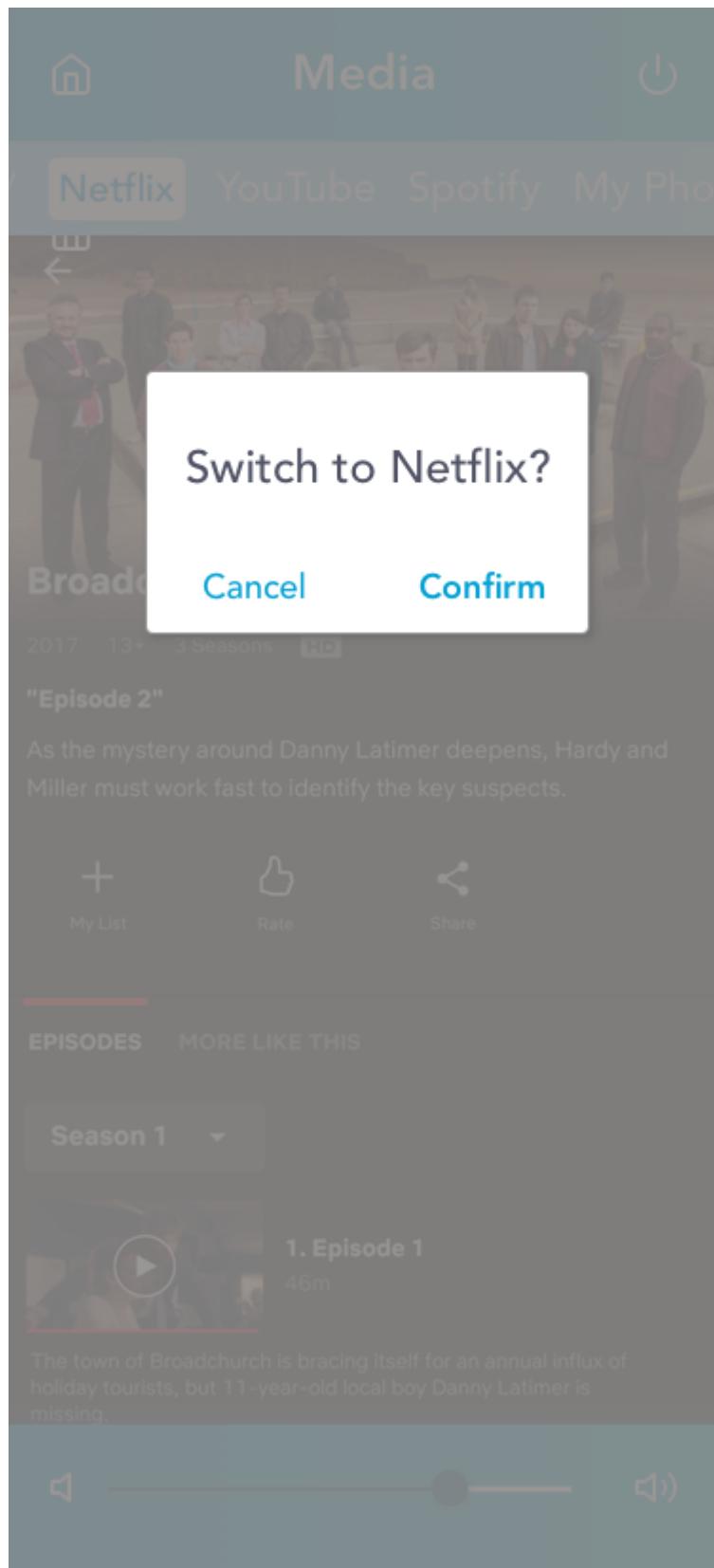
- TV and Netflix in the first row — main priorities of guests.

TV Screen

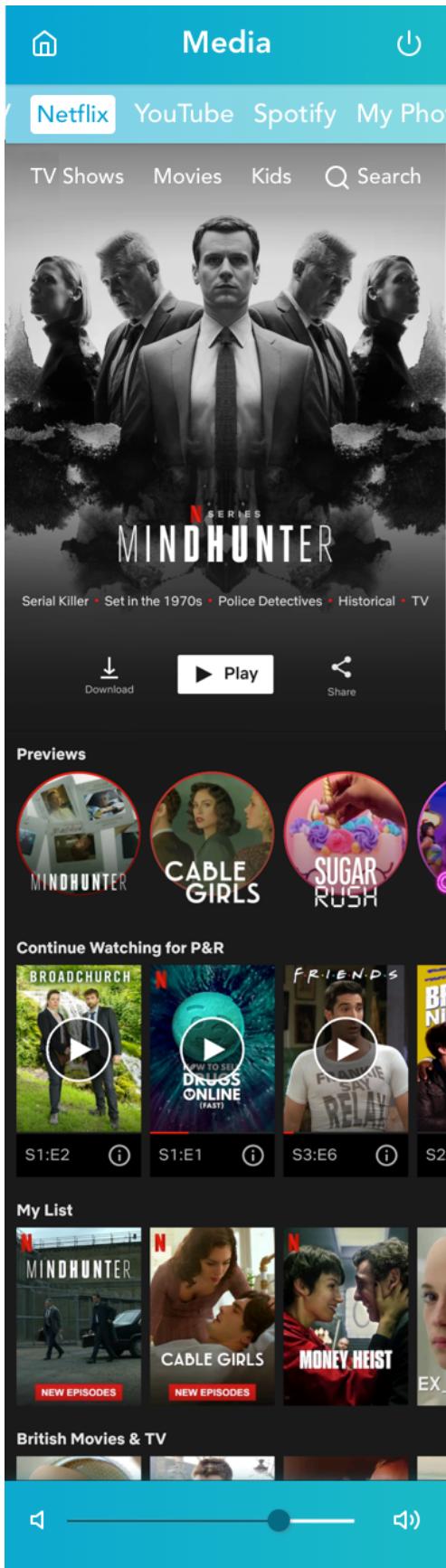


- We found the previous TV screen to be well designed and simple enough to use.

Netflix screen

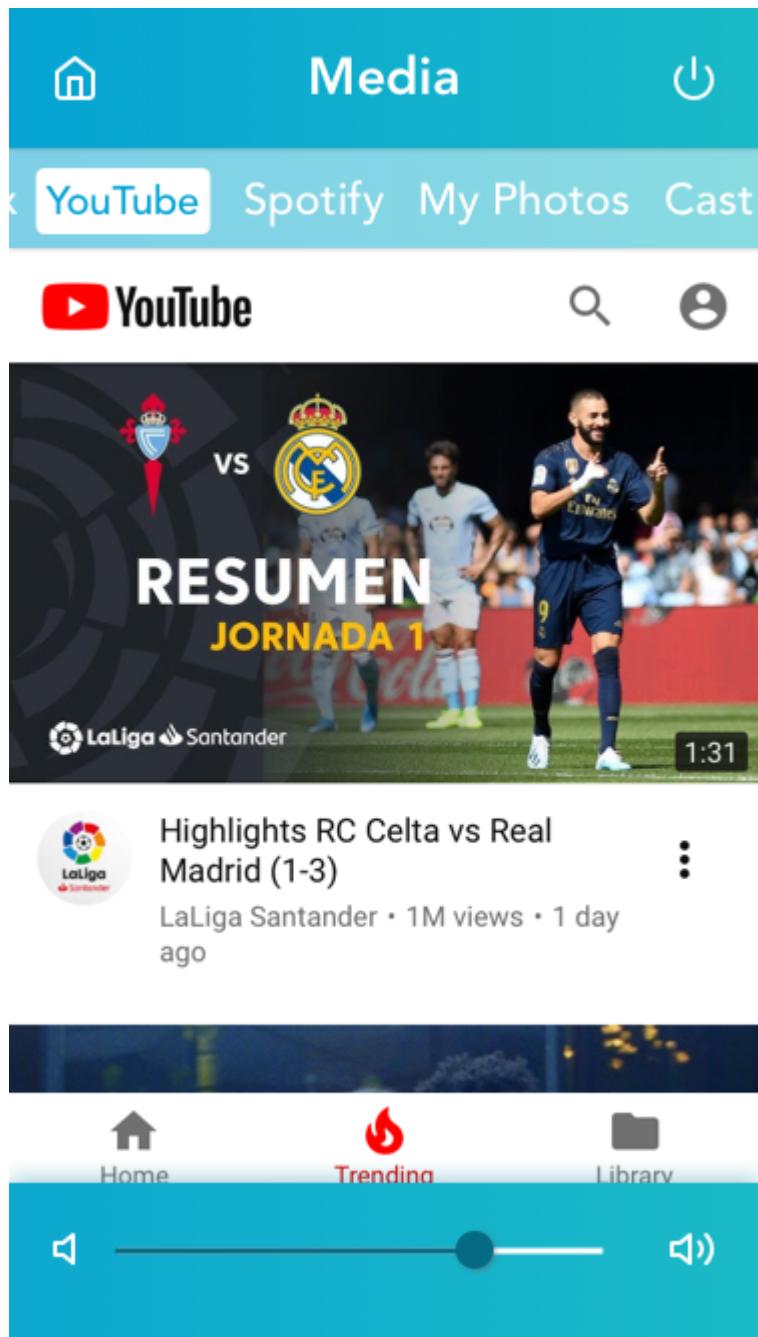


- Whenever a new function is used for the first time, the app prompts whether the user really wants to switch.



- When playing, Netflix has a sticky bottom tab to enable easier control.
- Netflix uses the hotel's account, so guests won't have to sign up/in.

Youtube Screen



- Unlike Netflix, YouTube's mobile version is simply embedded into Shine.

Enjoy Barcelona Screen

This page is somewhat different in structure from the others.

- Welcome video that introduces the city
- Routes direct to a dedicated page when selected
- Recommended bars / restaurants / museums are shown in detail on the map (on the wall), with reviews included:

Welcome to Barcelona!

We offer you a series of routes to visit Barcelona, discover them!

Routes

We offer you a series of routes to visit Barcelona, discover them!

- Discover Barcelona
- Barcelona Museums
- Green Barcelona
- Running in Barcelona

Restaurants

sort by ▾

Els quatre gats

Show Route Reviews

Modernist brewery that in the first decades of the twentieth century was one of the most recognized cultural centers, frequented by Casas, Ruisñol and Picasso, among others.

Bacoa

Show Route Reviews

One of the city's busiest Burger Palaces. Their speciality is the original Bacoa Burger with home-made fries.

El Nacional

Show Route Reviews

A famous and richly decorated, elegant brasserie in the heart of the city.

Bubar

Show Route Review

One of the city's busiest Burger Palaces. Their speciality is the original Bacoa Burger with home-made fries.

Weather

more

23 °C	22 °C	20 °C
14:00	17:00	

Services Screen

Services

Room Service Hotel Services Info

List of services available in our hotel. To reserve any, please contact your receptionist.

Call Reception

Airport Transfer 15.00 EUR

One-way transfer via our dedicated taxi service. Per person. Up to 3 pieces of luggage/person.

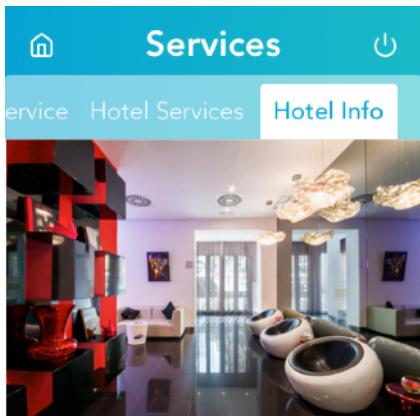
Laundry Service 5.00 EUR

Per piece. Handling time is 24 hours. In order to receive the item as soon as possible, please hand in the items before 11:00.

Parking 05.00 EUR

Per car, per day. Up to 2 cars/ passenger. We have limited places. To ensure we have enough parking space for you, please reserve in advance.

Speaker icon — Volume slider — Speaker icon



[Start Slideshow](#)

About

The Eurostars BCN Design is situated on the Paseo de Gracia, the most exclusive Barcelona thoroughfare. The hotel is surrounded by the best luxury shops in the city, in addition to the most important Modernist architecture by Gaudí: the Batlló House and the Pedrera building (Casa Milà). It is without doubt, an incomparable setting for cultural propositions, fashion, design and shopping in Barcelona.

[Read More](#)



Reception 00:00 - 24:00

Our reception is at your service 24hrs a day.



+34 645 213 123



Breakfast 06:00-11:00

The breakfast bar is open from 06:00 and is waiting for you with fresh coffee, organic juices and authentic Spanish ham.



Fitness 06:00-21:00

Our fitness room is located on Floor 0 and is accessible by wheelchair.



Bar 19:30-22:00

Visit our bar on the 6th floor and try our excellent cocktails.



ⓘ Available 13:00-23:00

Select your order and press confirm. Your order will automatically be added to your room. Please bear in mind that cancelling your order is not possible.

Starters

Deviled eggs 9.50 EUR	<input type="checkbox"/>
Cheese and berry tray 12.50 EUR	<input type="checkbox"/>
Ham and cheese plate 11.00 EUR	<input type="checkbox"/>
Gazpacho 6.00 EUR	<input type="checkbox"/>

Mains

Club sandwich 11.00 EUR	<input type="checkbox"/>
Caesar Salad 13.00 EUR	<input type="checkbox"/>
Spaghetti Bolognese 14.00 EUR	<input type="checkbox"/>
Caprese Salad 14.50 EUR	<input type="checkbox"/>

Desserts

Box of chocolate 14.50 EUR	<input type="checkbox"/>
Ice cream (3 scoops) 9.00 EUR	<input type="checkbox"/>

ⓘ Available 13:00-23:00

Select your order and press confirm. Your order will automatically be added to your room. Please bear in mind that cancelling your order is not possible.

Starters

Deviled eggs 9.50 EUR	<input type="checkbox"/>
Cheese and berry tray 12.50 EUR	<input checked="" type="checkbox"/>
Ham and cheese plate 11.00 EUR	<input type="checkbox"/>
Gazpacho 6.00 EUR	<input type="checkbox"/>

Mains

Club sandwich 11.00 EUR	<input type="checkbox"/>
Caesar Salad 13.00 EUR	<input type="checkbox"/>
Spaghetti Bolognese 14.00 EUR	<input type="checkbox"/>
Caprese Salad 14.50 EUR	<input type="checkbox"/>

Desserts

Box of chocolate 14.50 EUR	<input type="checkbox"/>
Ice cream (3 scoops) 9.00 EUR	<input type="checkbox"/>

Your order

Ham and Cheese Plate

Total: 11.00 EUR

Confirm

Confirm



Style Guide

Style Guide



#009ED6

#1BBAC7



#515466
text



#04A2D5
bold text,
secondary
menu item



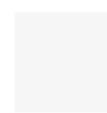
#0AA3BC



#12B3CA



#55D0C8
selected
category



#F6F6F6
button

Avenir Heavy 26px

Confirm

Avenir Heavy 24px

Confirm

Avenir Medium 24 px

Avenir Medium 22px

Avenir Light 20px



all

news

Avenir Light 18px



Roadmap

Suggested future features that could enhance the Shine experience are:

- Youtube
 - Similarly to Netflix, guests love to browse YouTube while staying in their rooms.
An integrated mobile version would allow guests to enjoy more free content
- Spotify
 - As in the case of Netflix, we suggest a Spotify integration that allows the user to listen to music without having to register.
- Local weather in detail (any free weather API integrated to Shine)
- As most users are tourists on their first visit to the city, a weather feature would allow them to plan for the day.
- Message the receptionist (instant chat/ email with possibility to receive a reply)
 - Some guests prefer written communication to oral one, especially abroad.
- Book Hotel Services online
 - Extending the Room Service feature to the whole hotel, we suggest adding a possibility to book any hotel service through Shine. As the app works on a designated room Wifi, guest would not have to provide payment details- the service could be added to their bill with one click.

