Smart Stay

Project Idea:

Smart Stay is an innovative hotel concept that leverages Artificial Intelligence (AI) and modern technology to provide guests with a smart and seamless stay experience. The core idea is to utilize intelligent systems to manage every aspect of the hotel—from booking and room management to daily services assuring a smooth, personalized, and efficient experience for all guests. Moreover, Smart Stay emphasizes sustainability and environmental preservation. By implementing energy-saving technologies, efficient resource management, and waste reduction strategies, the project aims to offer a cutting-edge hospitality experience while minimizing its environmental impact, setting a benchmark for eco-friendly hotels of the future.

Team Members:

1- Nadeen Safwat Sabry

2- Sylvia Tarek Shaker

3- Rana Ahmed Mohamed

4- Alaa Mahmoud Saad

5- Esraa Sayed Ahmed.

Work Plan:

1. Research & Analysis

• Target Audience Personas.

• Tourists looking for comfort & convenience.

• Eco-conscious guests valuing sustainability.

• What traditional hotels lack vs. how Smart Stay solves it.

• Modern tech aesthetics.

• Eco-friendly design elements.

• Calm & premium hospitality feel.

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2. Visual Identity

• Logo Concept Exploration.

• Color Palette & Typography.

• Pattern & Graphic System.

• Brand tone & visual behavior consistency.

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3. Main Designs

• Instagram Puzzle.

• Modern Luxury branding promotes identity.

• Cups, Takeaway Box & Bag.

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4. Complementary Products

• Key card with its Cover.

• ID of the Staff.

• Services Booklet.

• Mockups.

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5. Review & Finalization

• Collect insights and adjust visuals & messaging.

• Ensuring Hotel's consistency across all touchpoints.

• Export assets in branding-ready formats (PNG, PDF, JPG....).

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6. Final Presentation

• Behance Style Layout.

• Branded Presentation PDF.

• Upload to GitHub or Drive.

Roles & Responsibilities:

1- Nadeen Safwat Sabry (Team Leader)

• **Primary:** Personas, Logo, Typography & Color Palette.

• **Secondary:** Branding (Letterhead, Envelope), Generate Photos of the Hotel, Final Presentation & GitHub.

2- Sylvia Tarek Shaker

•**Primary:** Robot, Patterns.

• **Secondary:** Banner, Reviewing the Color Palette at the End.

3- Rana Ahmed Mohamed

• **Primary:** Key Card & Cover, Invoice.

• **Secondary:** Part of the Services Booklet.

4- Alaa Mahmoud Saad

• **Primary:** Instagram Puzzle, Business Card.

• **Secondary:** Takeaway Cup, Box & Bag.

5- Esraa Sayed Ahmed

• **Primary:** ID & Pin of the Uniform's Staff.

• **Secondary:** Part of the Services Booklet.

Instructor

ENG. Abeer Ismail