

BRIDGE

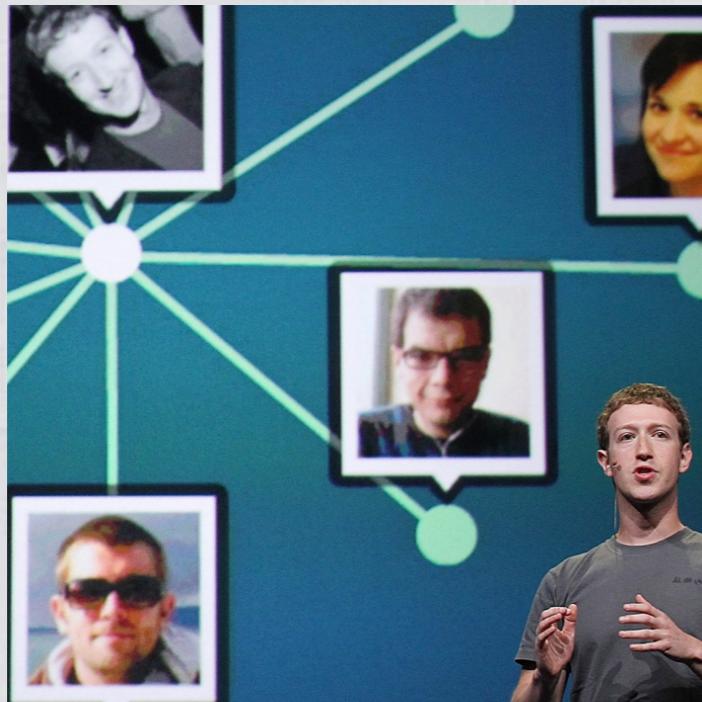
WHAT IS IT?

CONCEPT STATEMENT

Provoking interactions in
the Marriott and nurturing
a long-term community

Our concept leverages the Marriott Rewards program and a responsive communal table to foster interactions between people.

INSPIRATION & OBSERVATION



We were inspired by Facebook Graph, SPG's use of social media, and the Media Lab atrium space.

INSPIRATION & OBSERVATION



We noticed a desire for customer autonomy, contextualized experiences, and public privacy.

HOW IT WORKS

BRIDGE CONNECTING THE MARRIOTT NETWORK CUSTOMER JOURNEY MAP

HOME



When booking hotel rooms for the first time, the guest joins the loyalty program, creates a profile & installs the Bridge app on his or her smartphone.

LOBBY



Placing the smartphone on an mat at the communal table will inductively charge the device and display the guest's profile on the surface of the table.



Loyalty points are awarded to people sitting at the same table, incentivizing new connections and provoking conversations. Table glows based on activity.

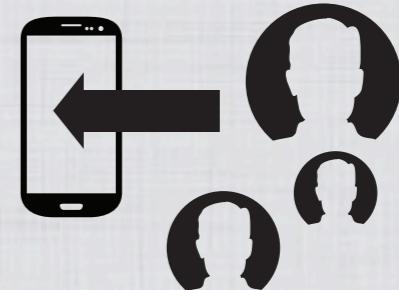
BOOK

WAIT

MEET

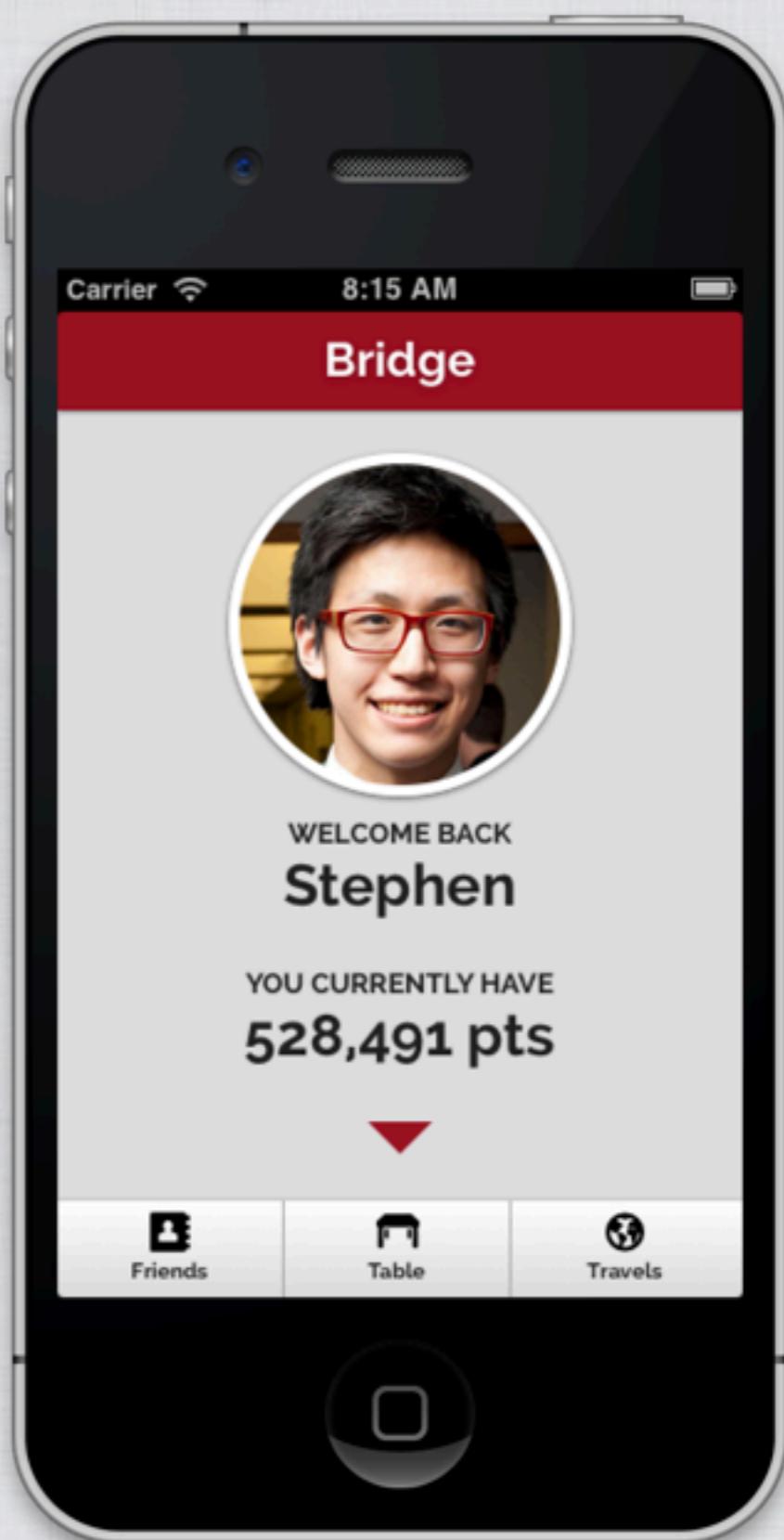
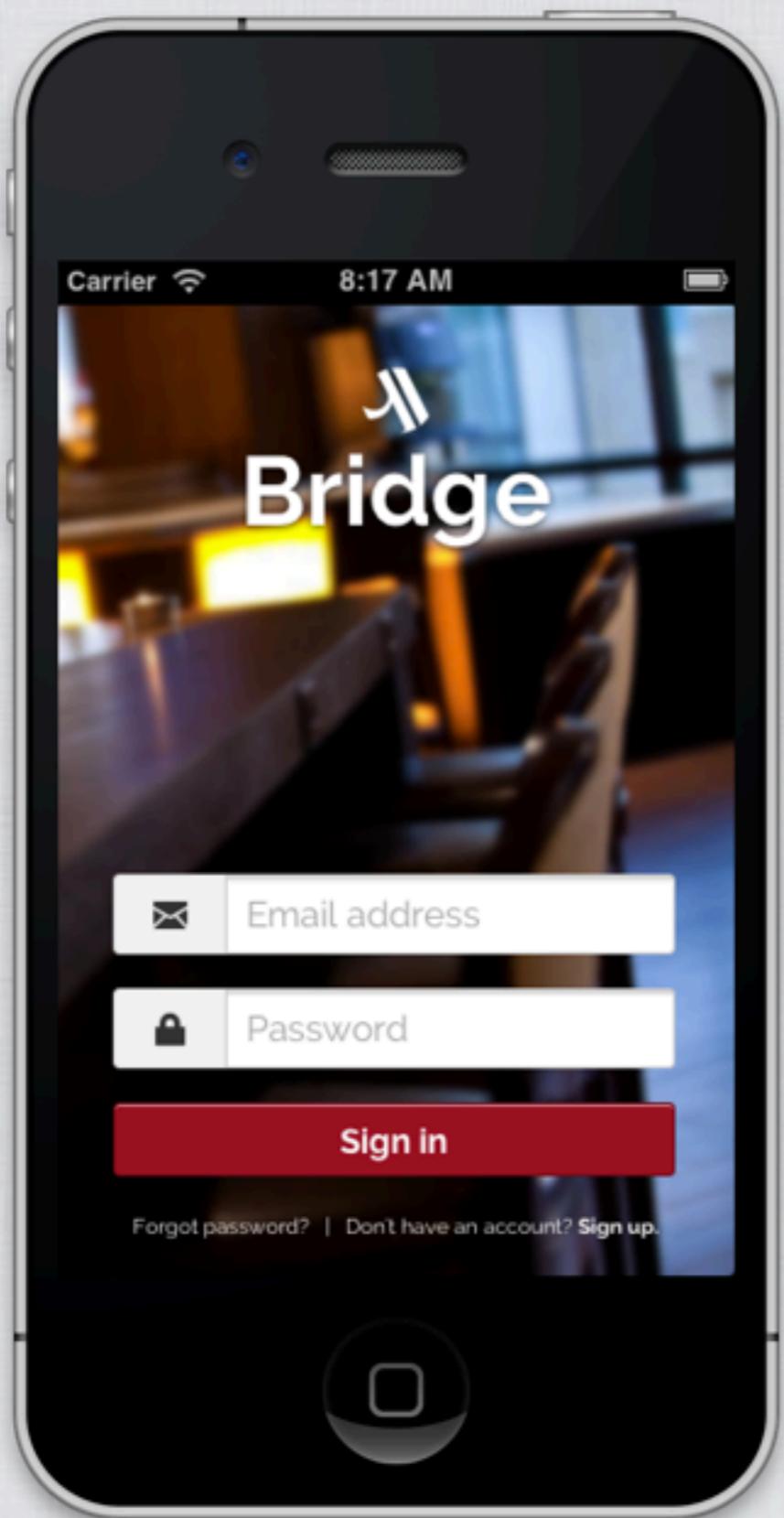
TRACK

INTERACTIONS
+ TIME PASSING



Profiles of newly-met people are added to the guest's friend network. At any time he or she may message these people and see where else they've been during their travels.

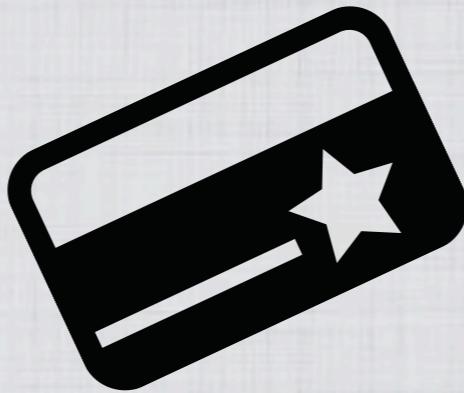




THE TABLE



THE REWARDS



THE APP



profile display
light as indicator

Marriott ecosystem
status symbol

shared memory
social network

AWARENESS

LOYALTY

COMMUNITY

WHY IS THIS IMPORTANT?

VALUE PROPOSITION

Using the existing loyalty program, this concept seeks to foster a *community*.

Connecting locals and travelers alike, Bridge creates a sense of continuity between trips. The use of the point system means that all this activity eventually feeds back into the ecosystem.

VALUE PROPOSITION

The avid social explorer: serendipity, authenticity



VALUE PROPOSITION

The lobbygoer in transition: reduce awkwardness

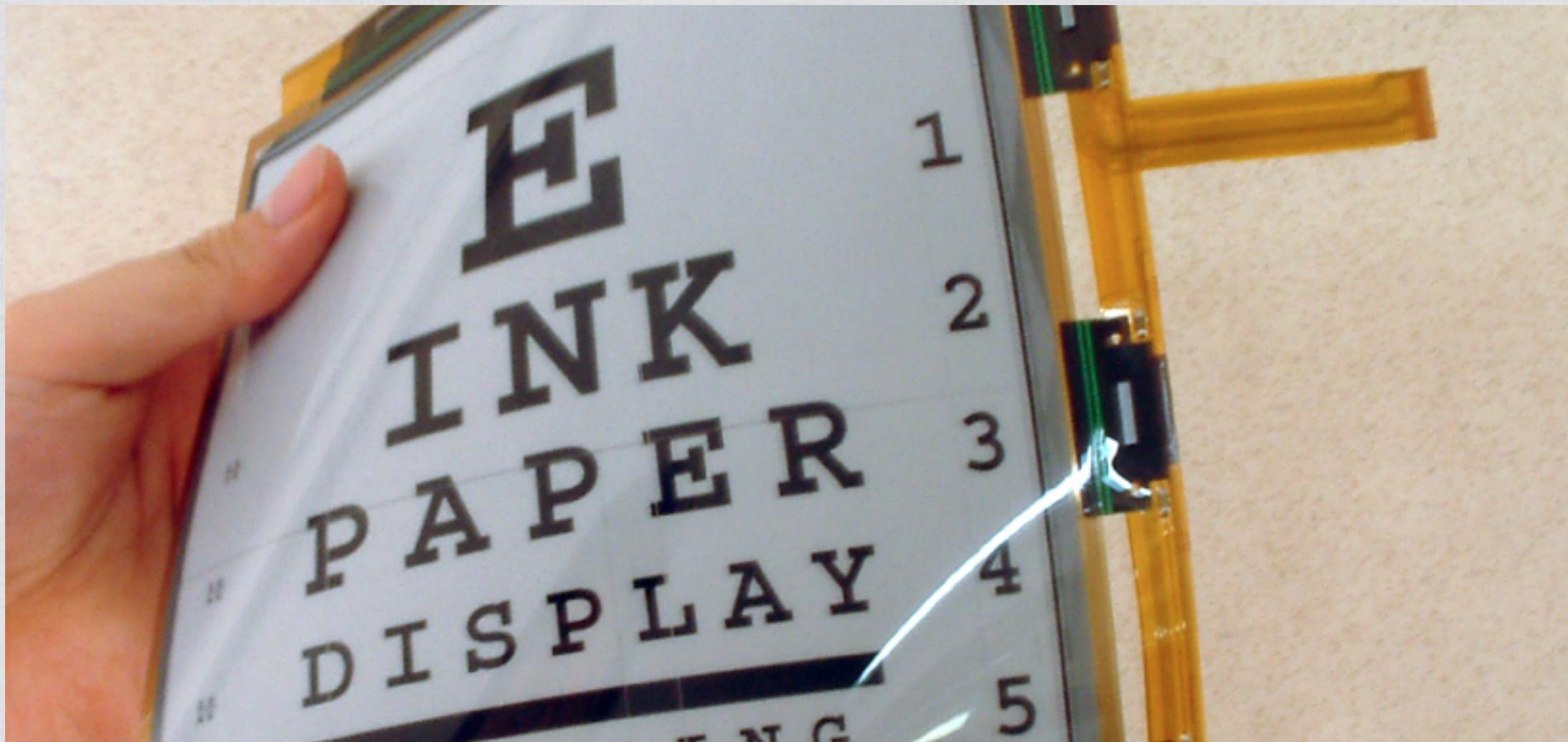


HOW IT COULD BE
BUILT

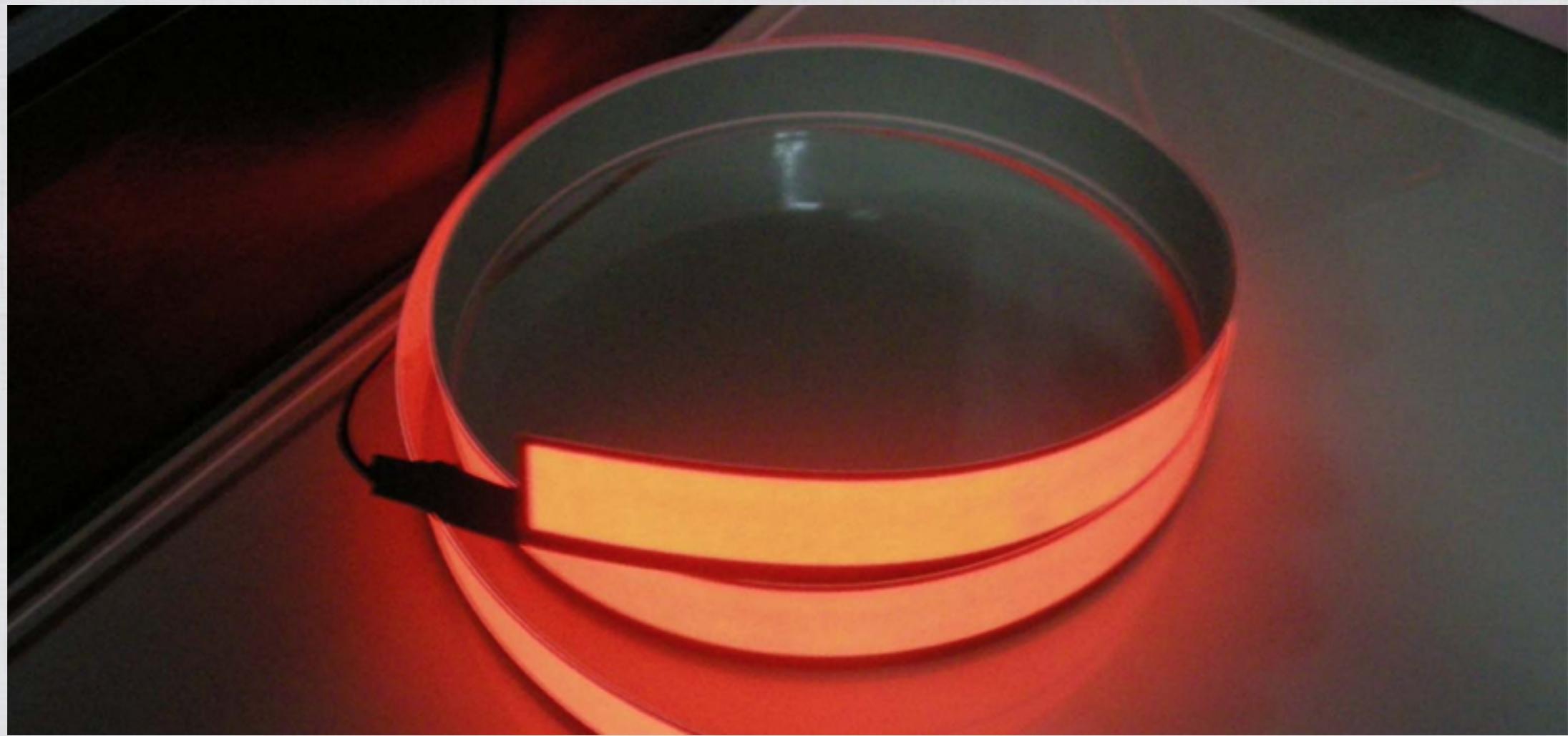
ENABLING TECHNOLOGIES



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APPENDIX

PROCESS



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PROCESS



