

MISSING HOME IN HOTEL ROOM

A blue house outline icon is positioned above the word "MISSING".



Solving the problem of missing home for frequent business travelers



Feel at **HOME** when at **HOTEL**

Why this topic?

- My husband travels a lot for business trips and I could connect with this topic.
- Little broad topic and gives opportunity to explore new ways of connection between Me, Us & Things around

Tasks I did

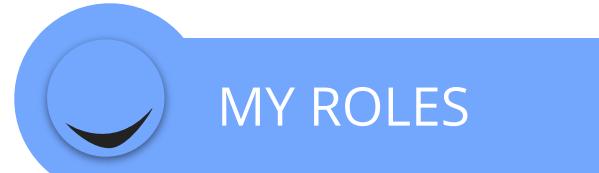
1. Thinking around different aspects of what person miss when he/she is not at home and what his/her family miss about him/her
2. Brainstorming around quick ideas which can help enable these small & big connections again
3. Concepts on how home-hotel automation, technology and google's presence can be used to achieve this in such scenarios
4. Wire-frame, visualize 2 scenarios
5. Glimpse of how concept would work, look visually with few ways of how users will interact with it and
6. Quick evaluation of concept

Experiences at HOME



Experiences at HOME

Experiences can be categorized and mapped by



MY ROLES



FAMILY LOVE



FAMILIARITY of space



COMFORT

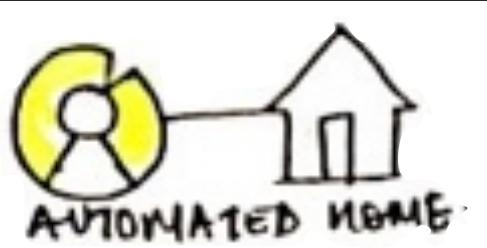


People who get affected

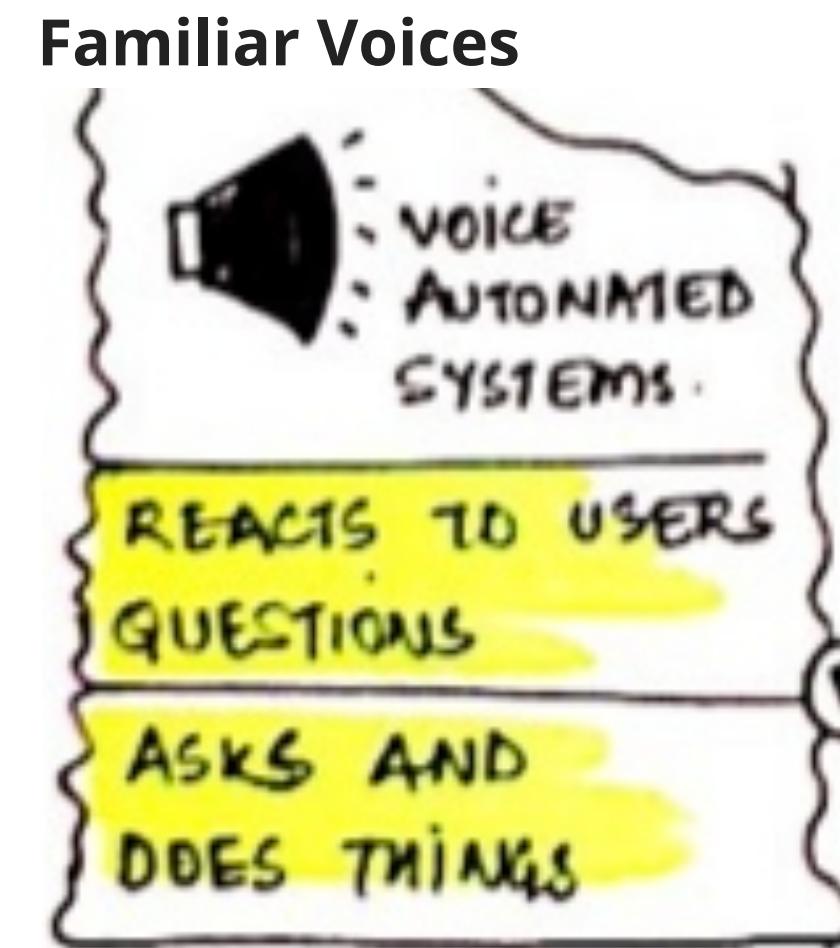


- 1 Create link to **Support Communication**
- 2 **Provide Comfort**
- 3 **Feel at home**
- 4 **Play my roles effectively**

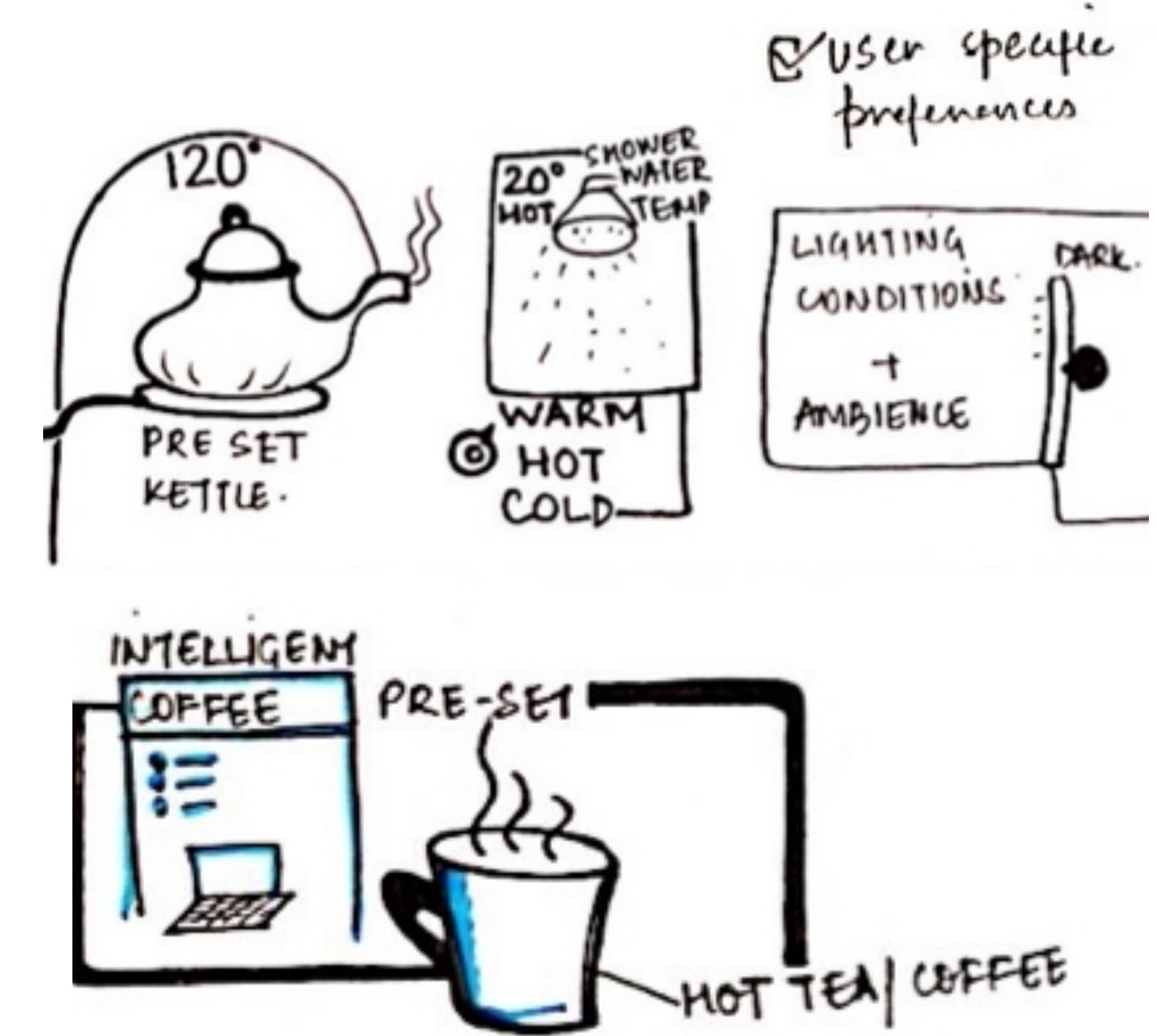
Ideation



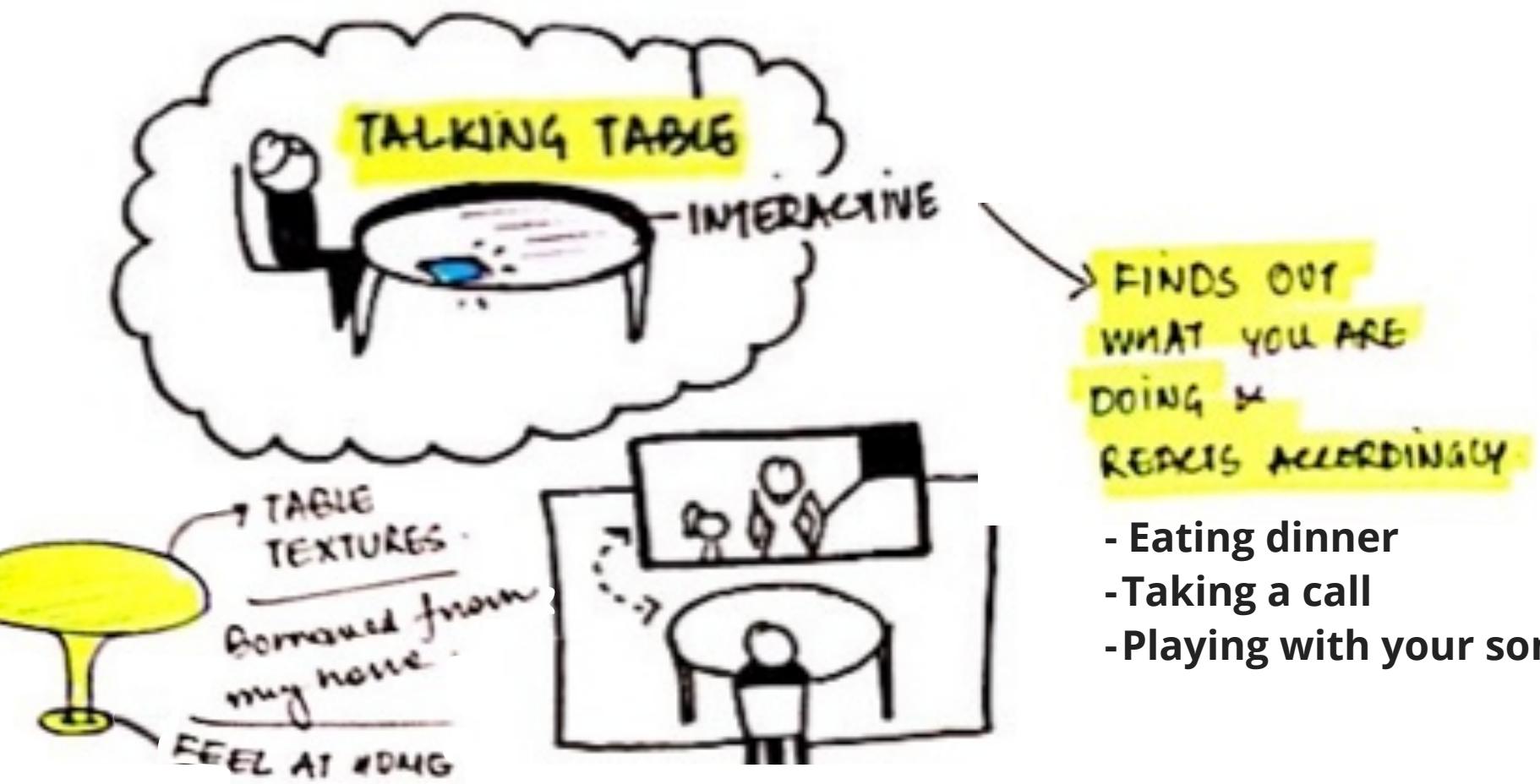
1 Room Service



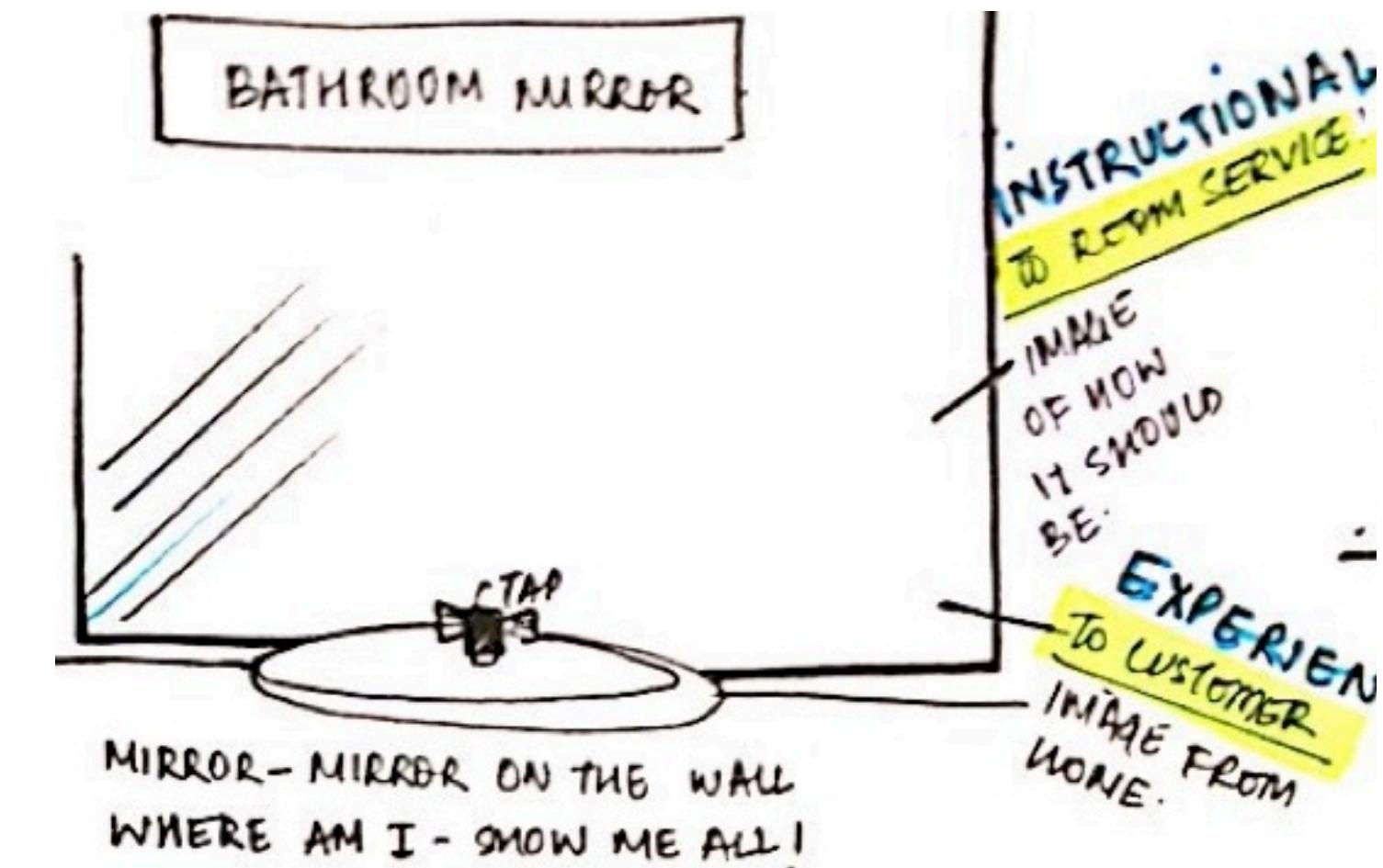
2 Personalized Things



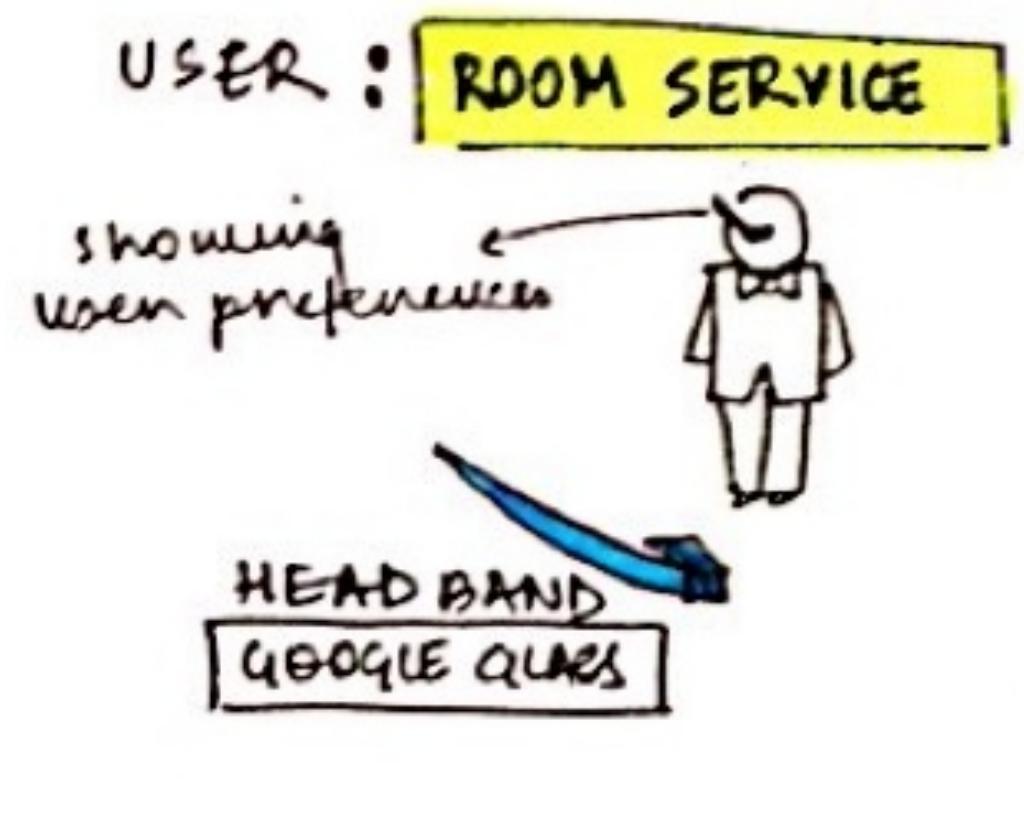
4 Talking Table



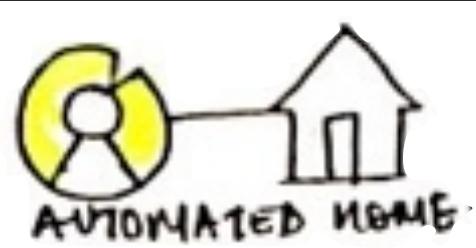
3 Image Contextual mirror



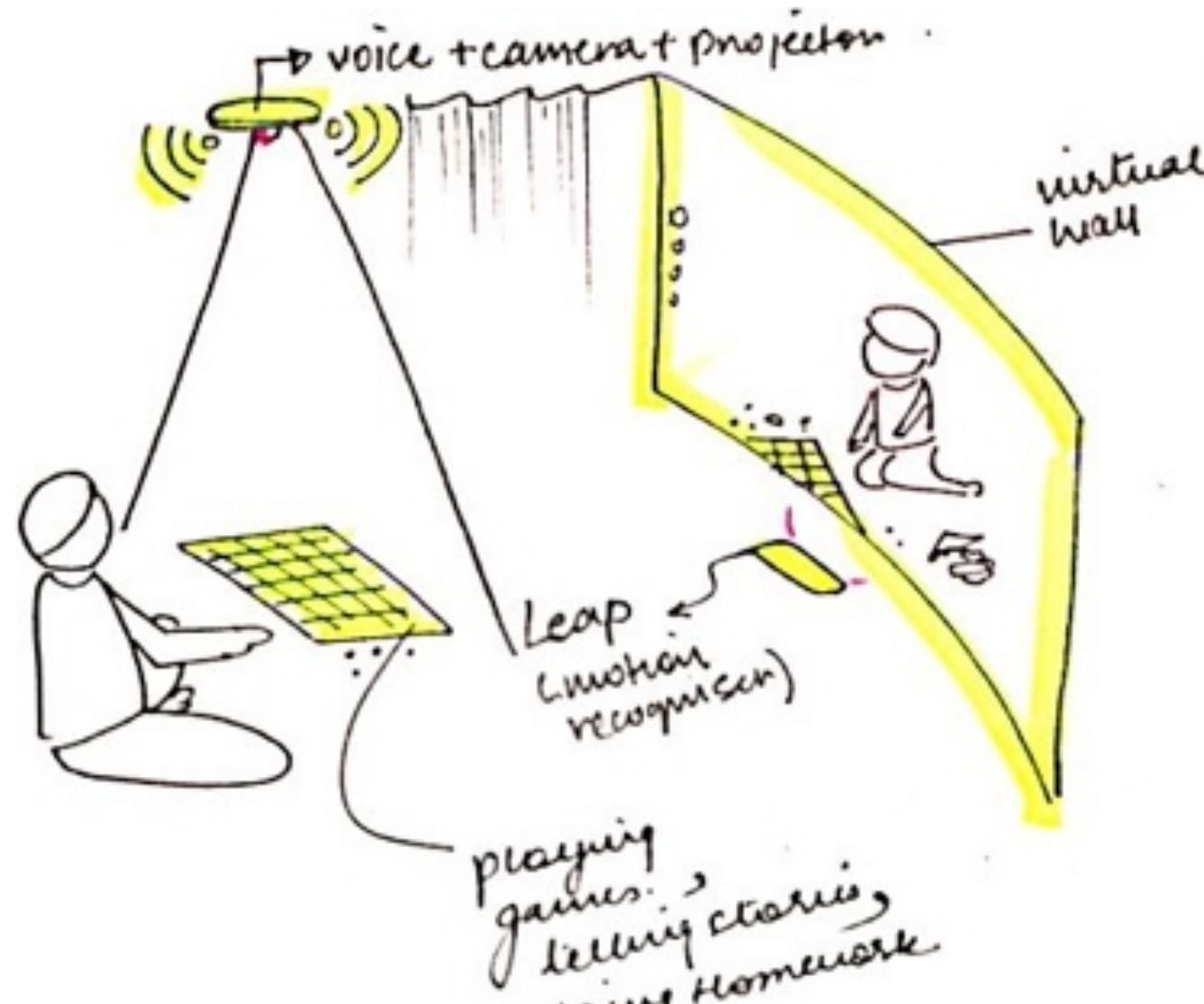
5 Assistive Google Glass



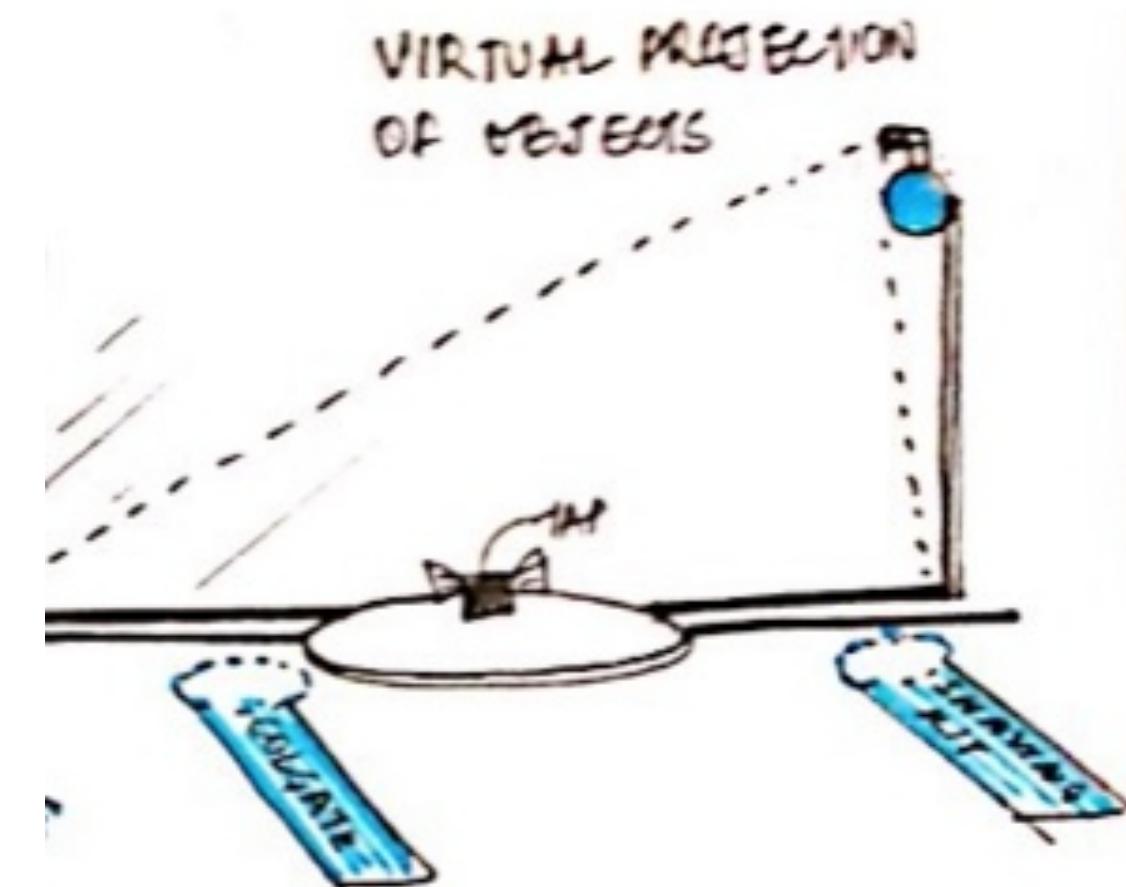
Ideation



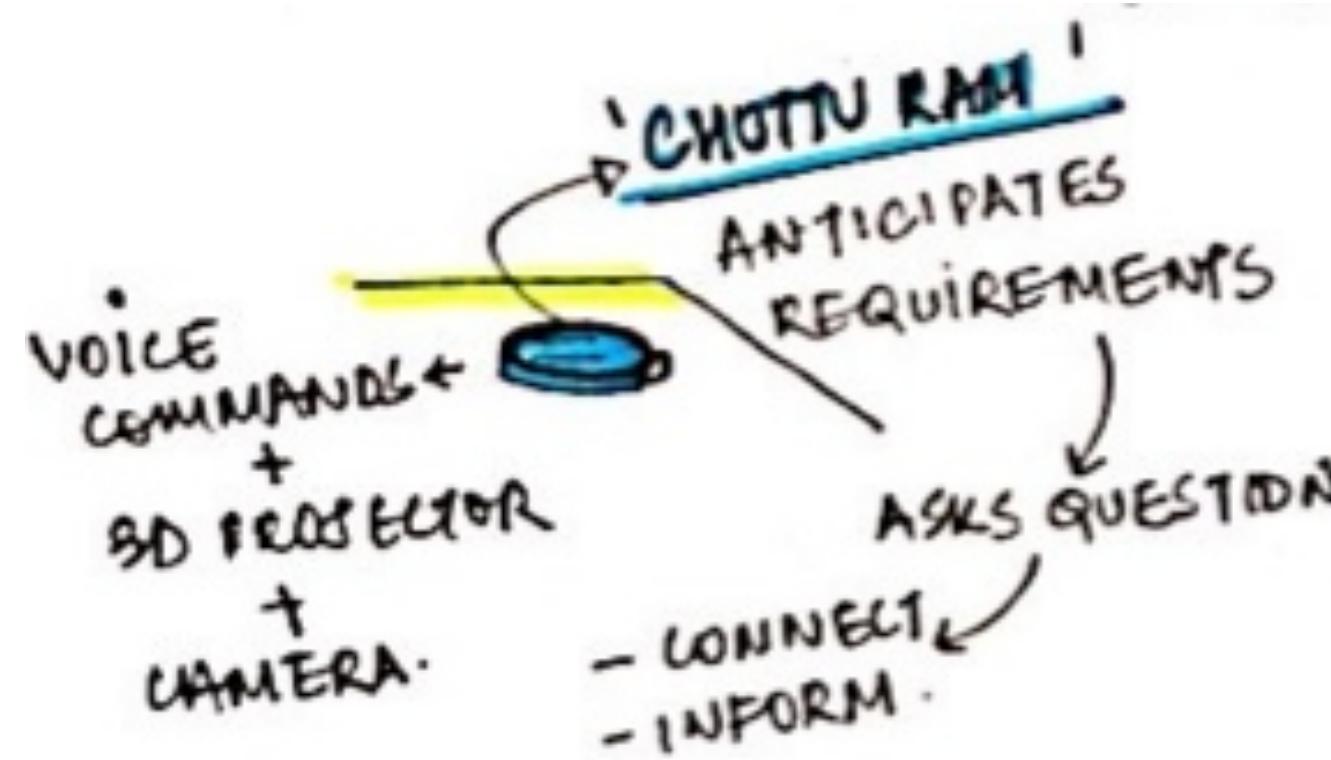
6 Connect to loved ones



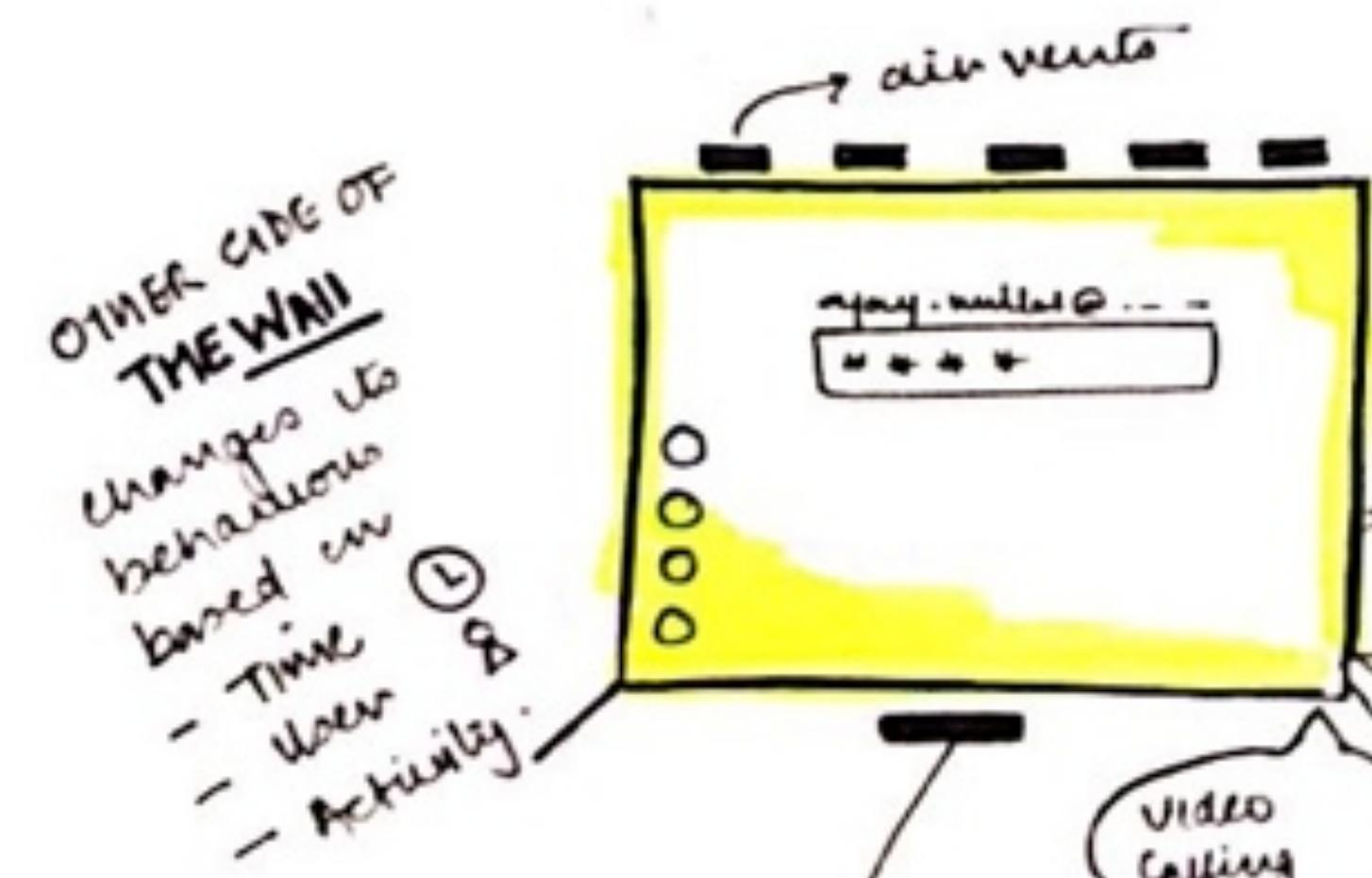
7 Projections to setup customers room



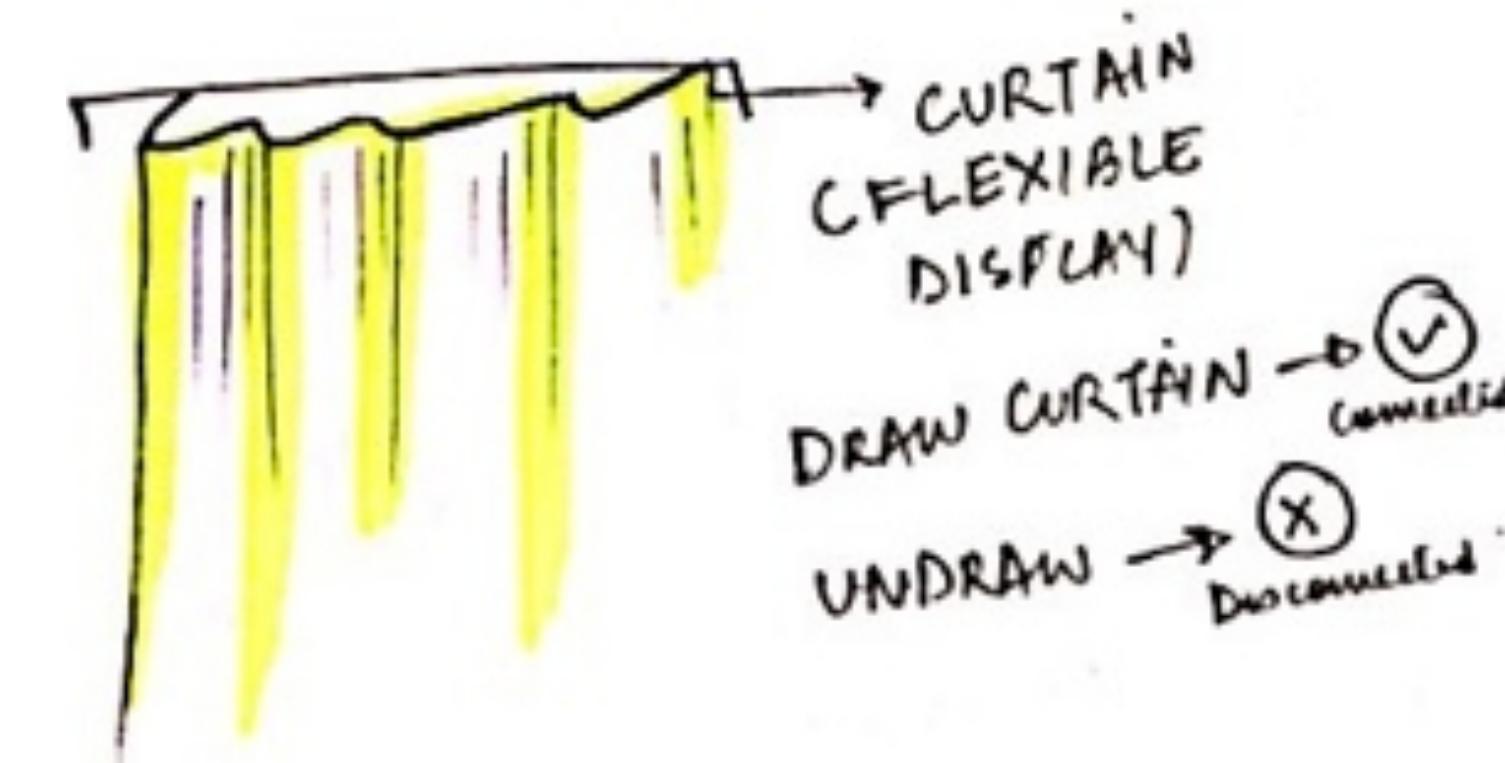
9 Hi Tech Smart Gadget



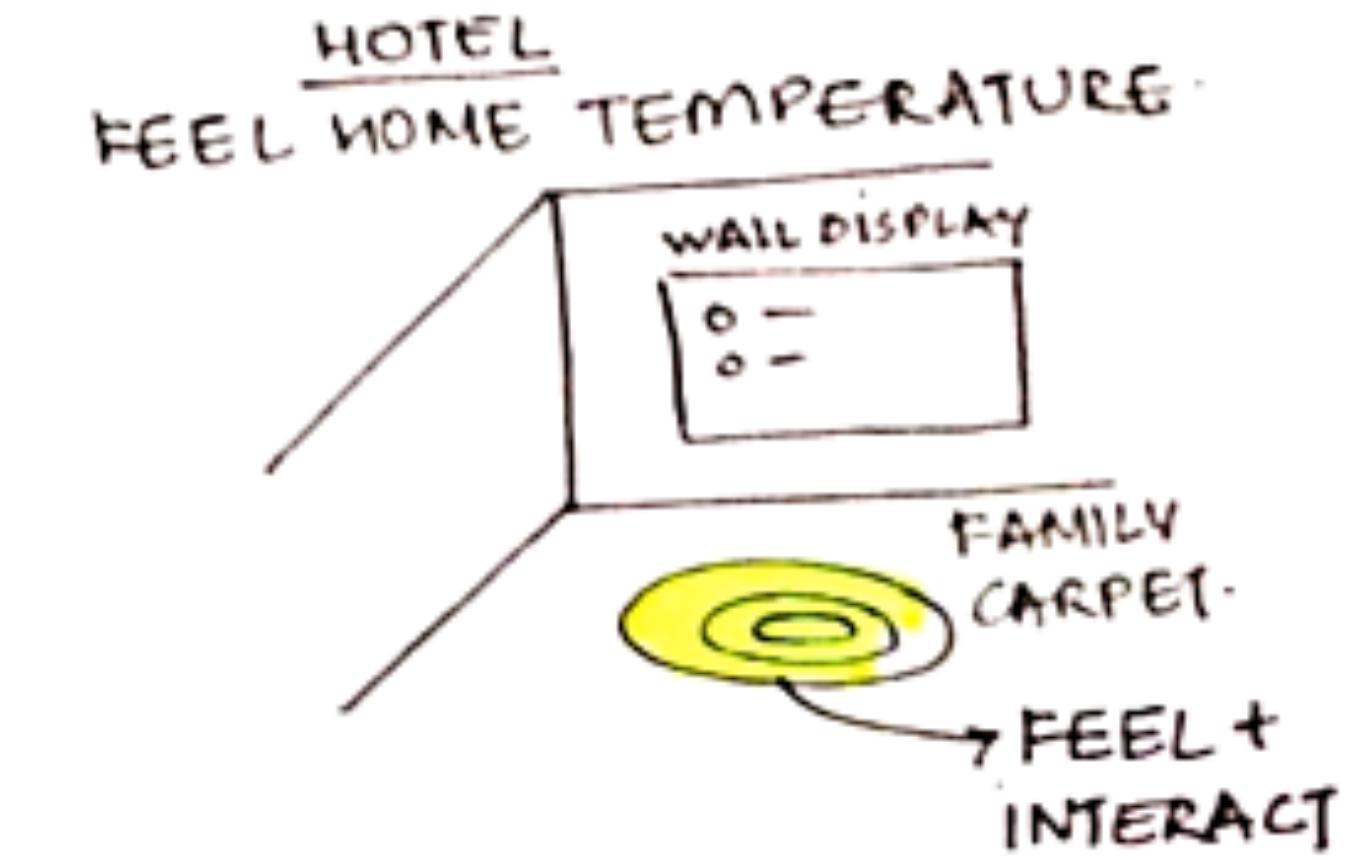
10 Virtual Wall



8 Curtain Connector



11 Carpet



Design Concepts for a Typical Day Scenario [involves Ajay(Sales Executive), His Family & Hotel Room Service]



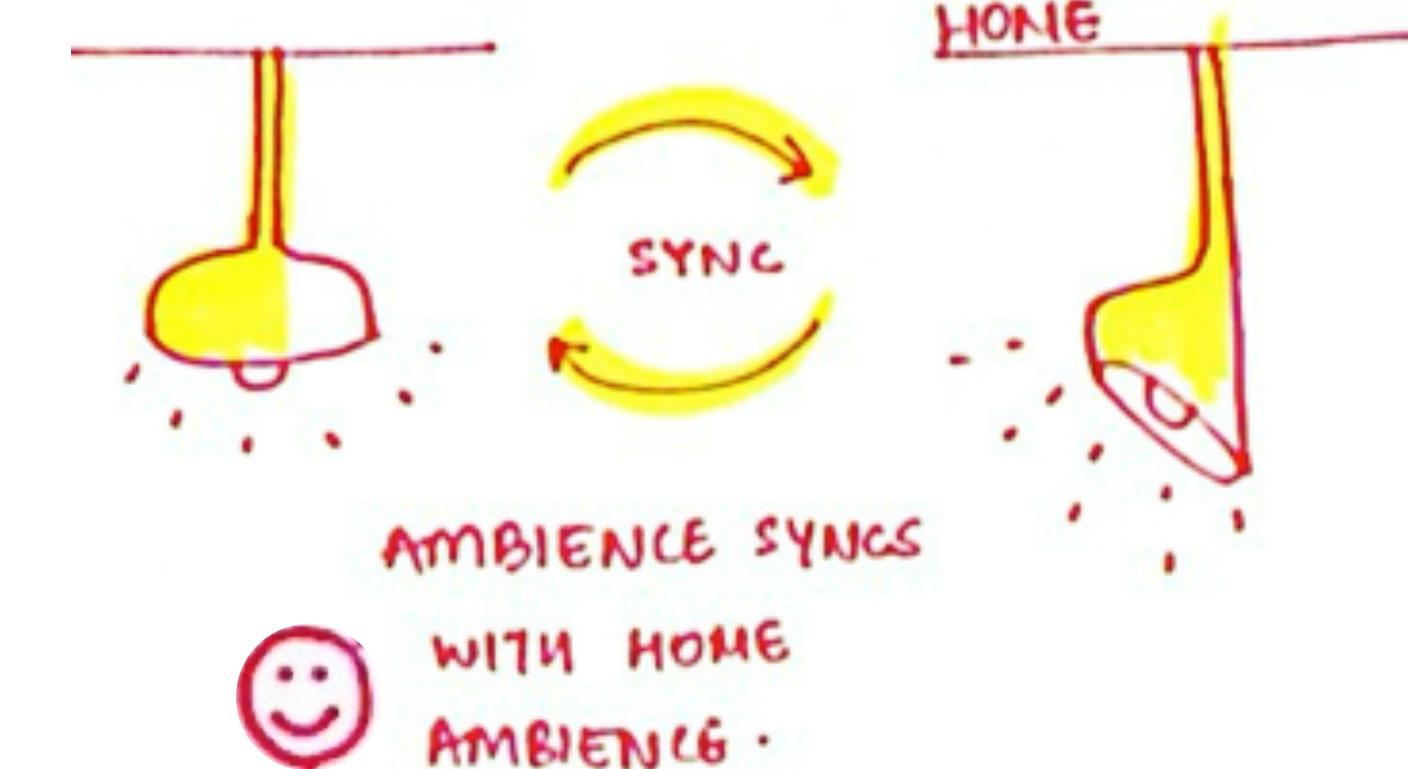
Ajay left for Mumbai early morning 5:00 am and will be going to Hotel directly in the evening

"After long day at meetings "

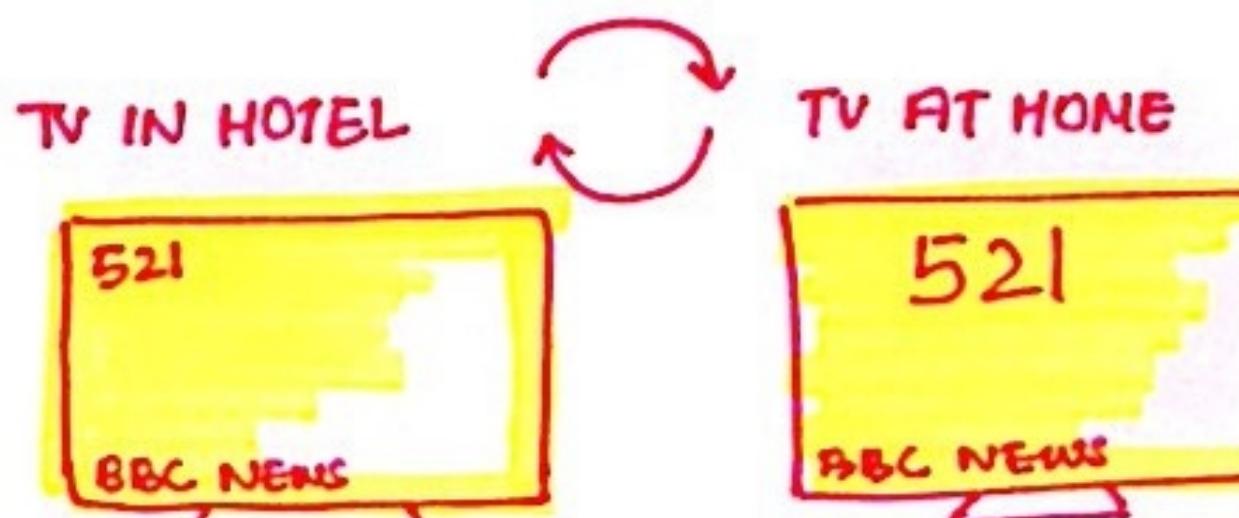
At

7pm

Ajay checks in Hotel and enters room



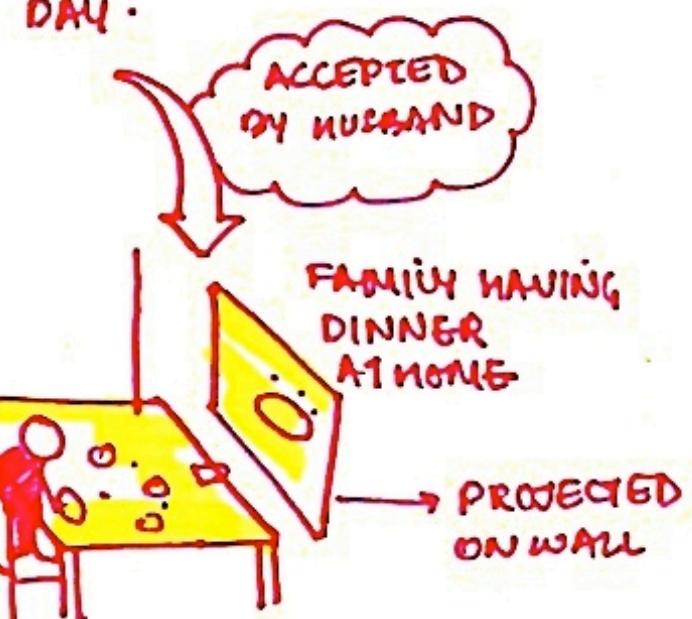
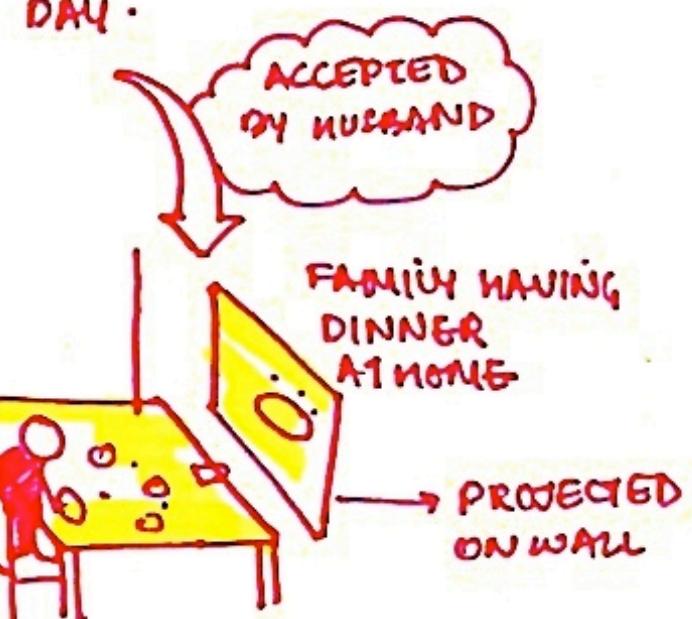
7:30pm TV channels synced with his home TV



ALL THESE OBJECTS
ARE IN SYNC TO
GIVE ME HOME TYPE
COMFORT.

8pm Family Dinner

DINNER TOGETHER !



Design Concepts for a Typical Day Scenario [involves Ajay(Sales Executive), His Family & Hotel Room Service]

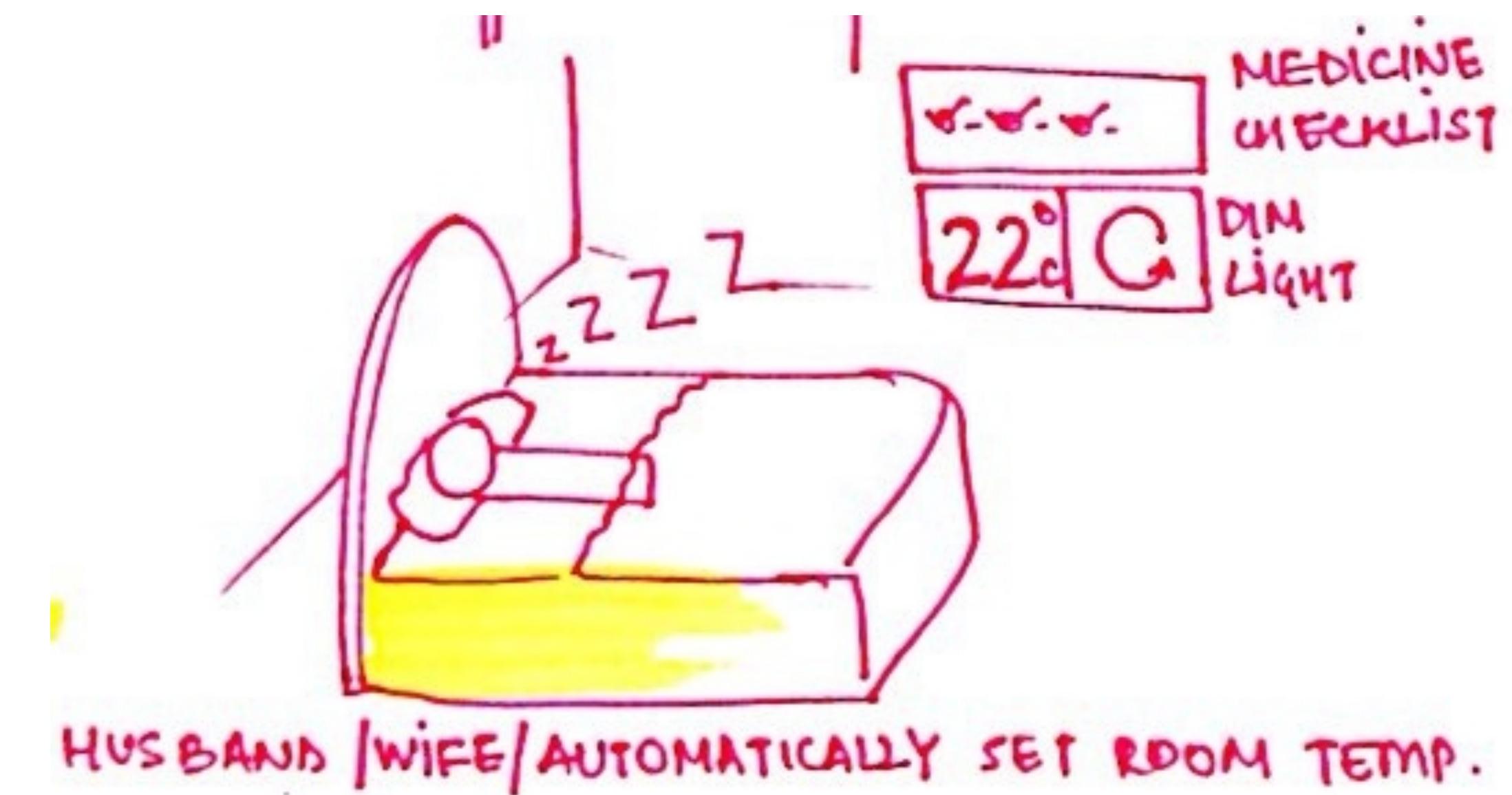
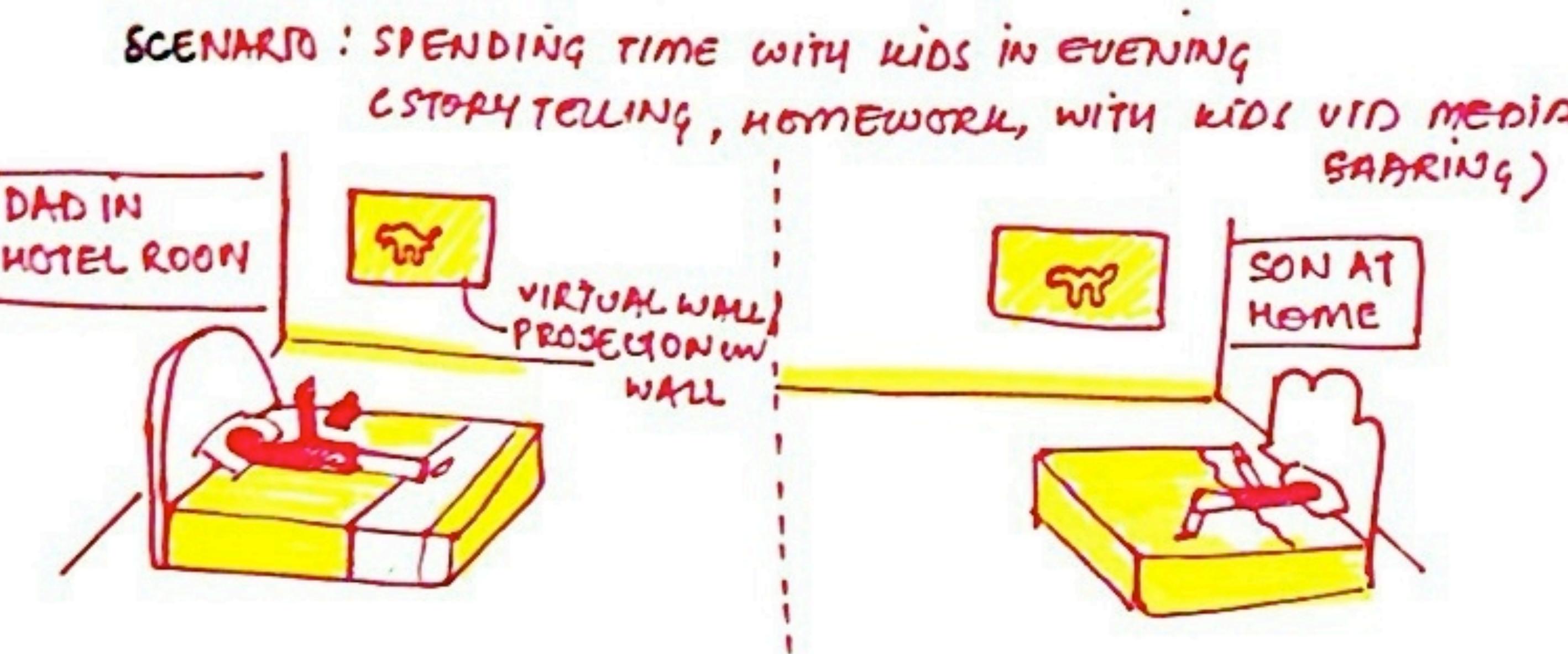
9pm

After dinner Ajay usually spends time with his son



10pm

Sleep time !

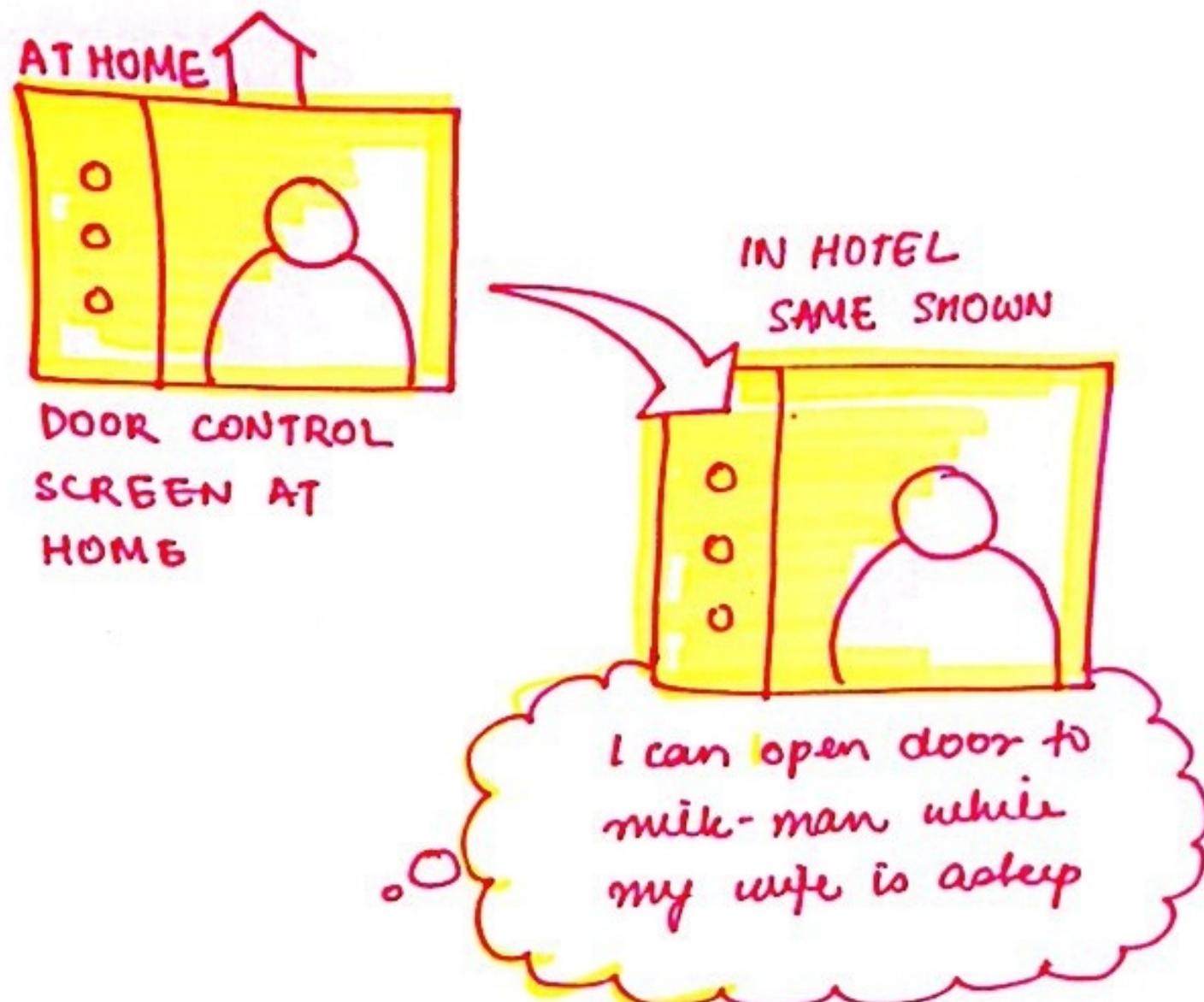


Design Concepts for a Typical Day Scenario [involves Ajay(Sales Executive), His Family & Hotel Room Service]

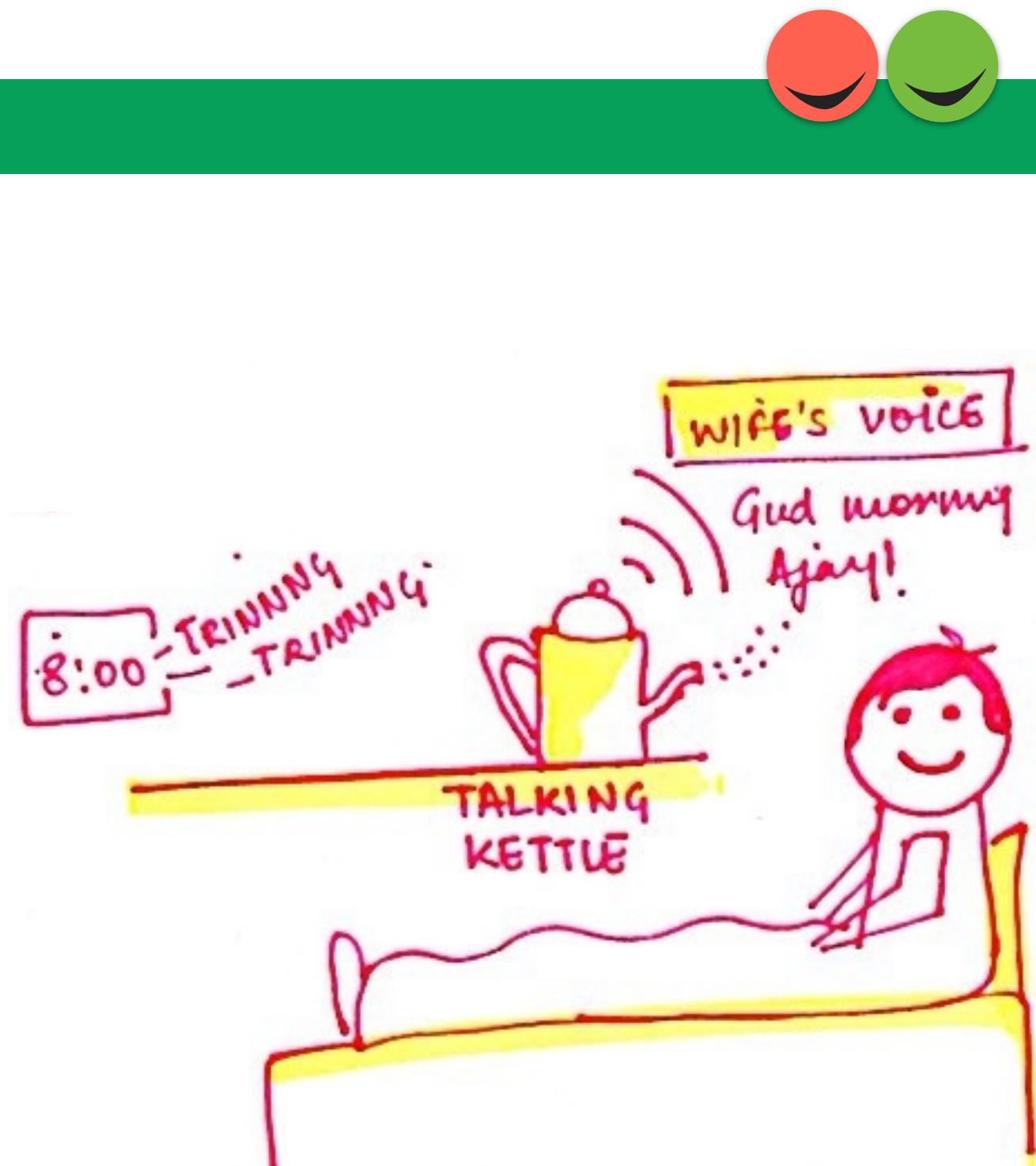


Next morning

5am Milk Man @ door, Ajay opens for Jennifer

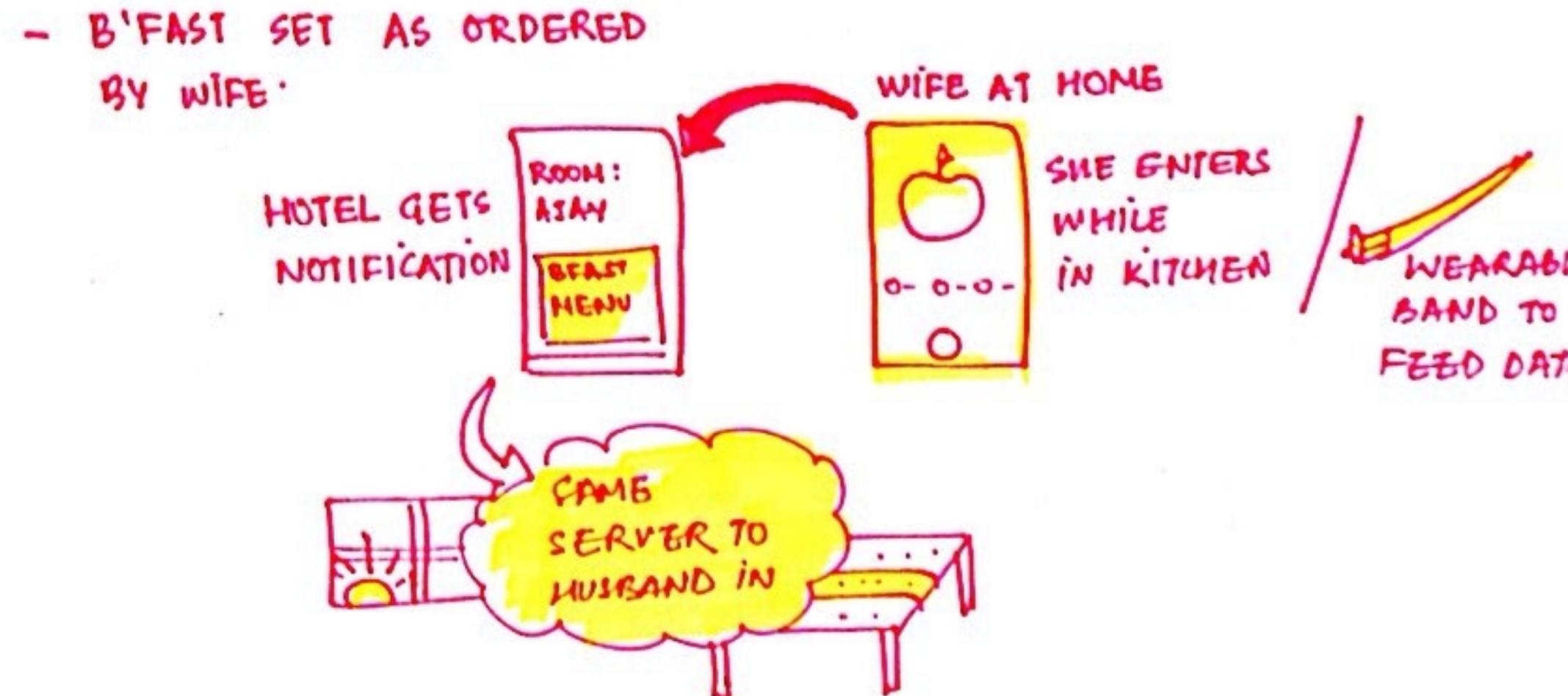


9pm Goood Morning !

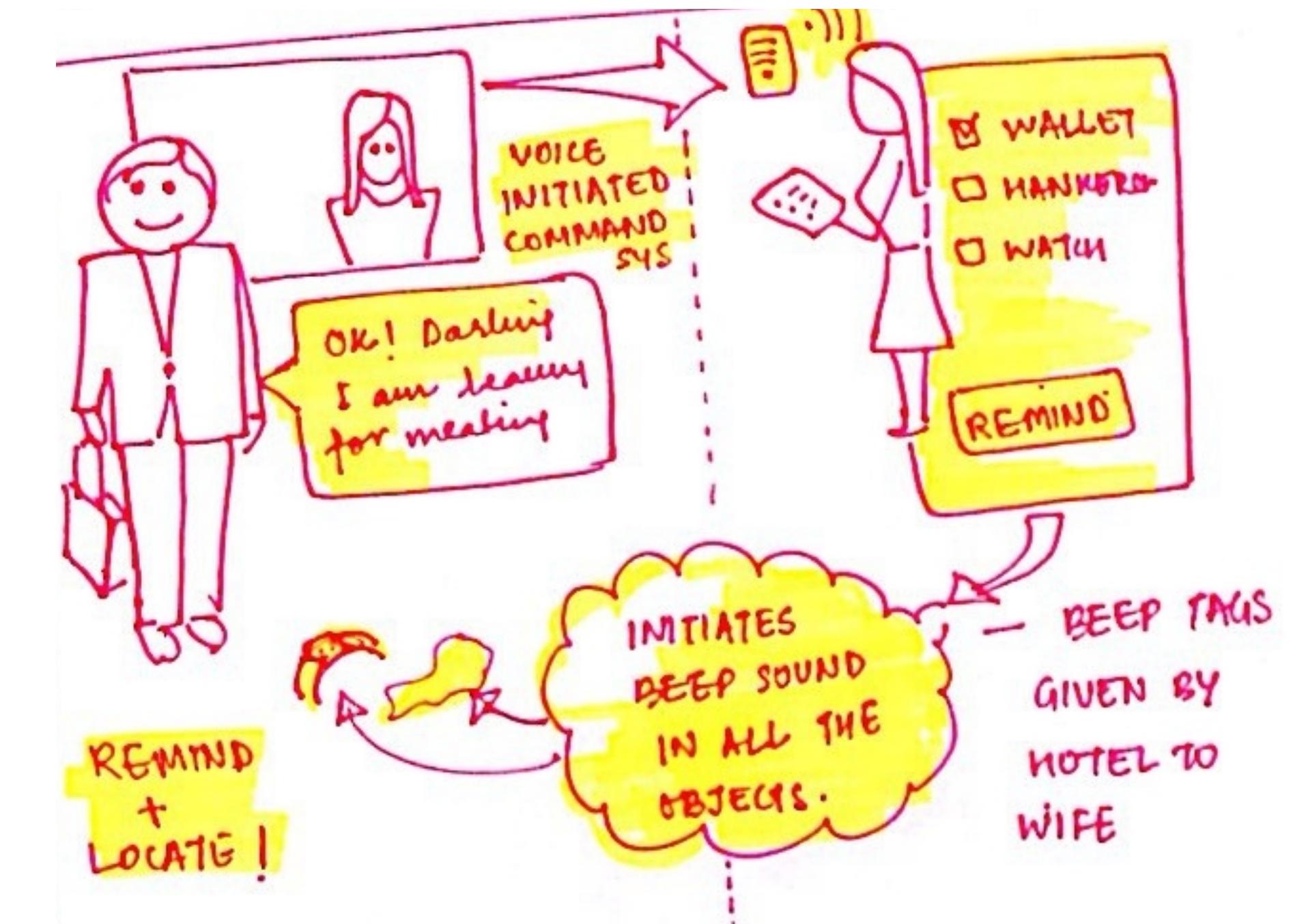


Design Concepts for a Typical Day Scenario [involves Ajay(Sales Executive), His Family & Hotel Room Service]

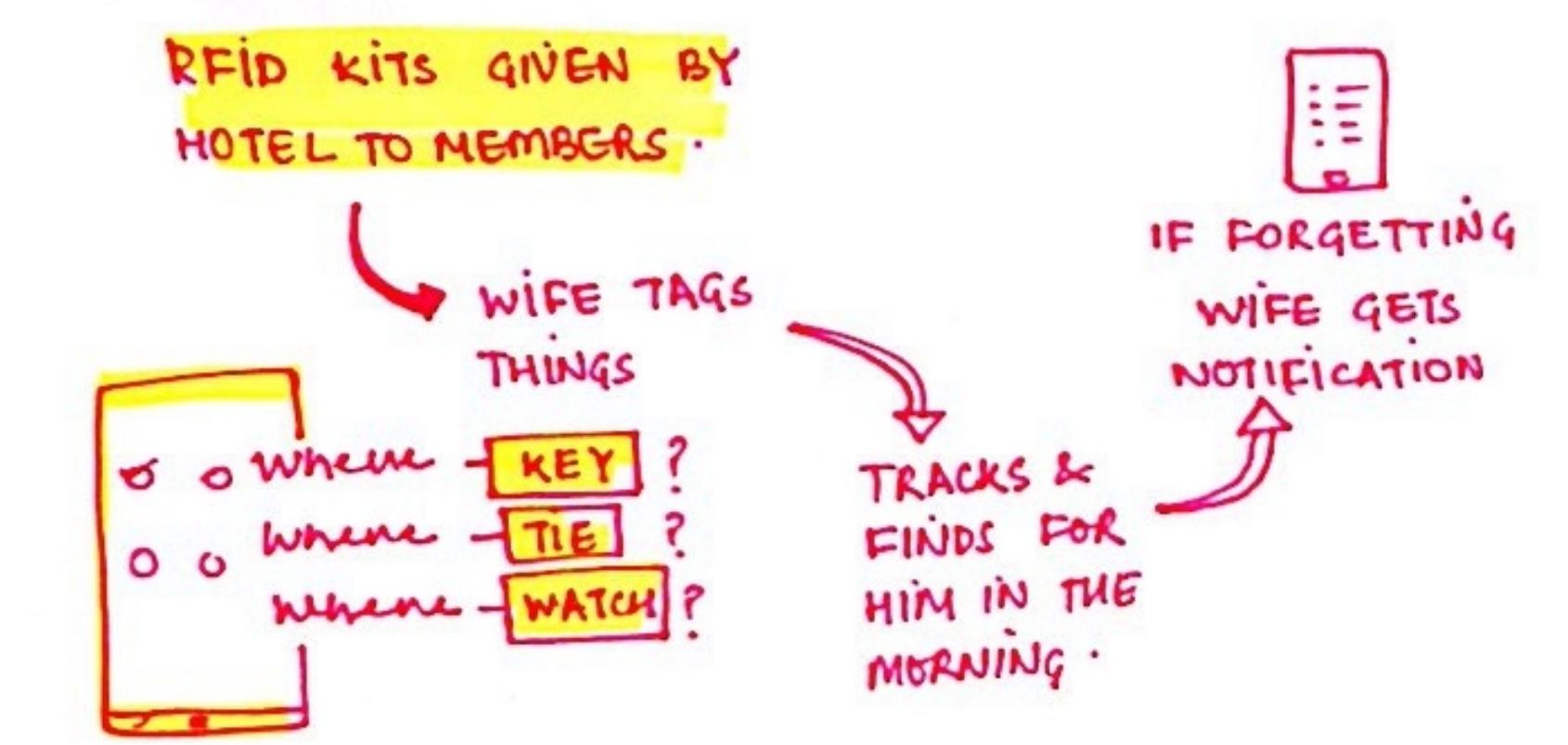
5am Wife orders preferred breakfast



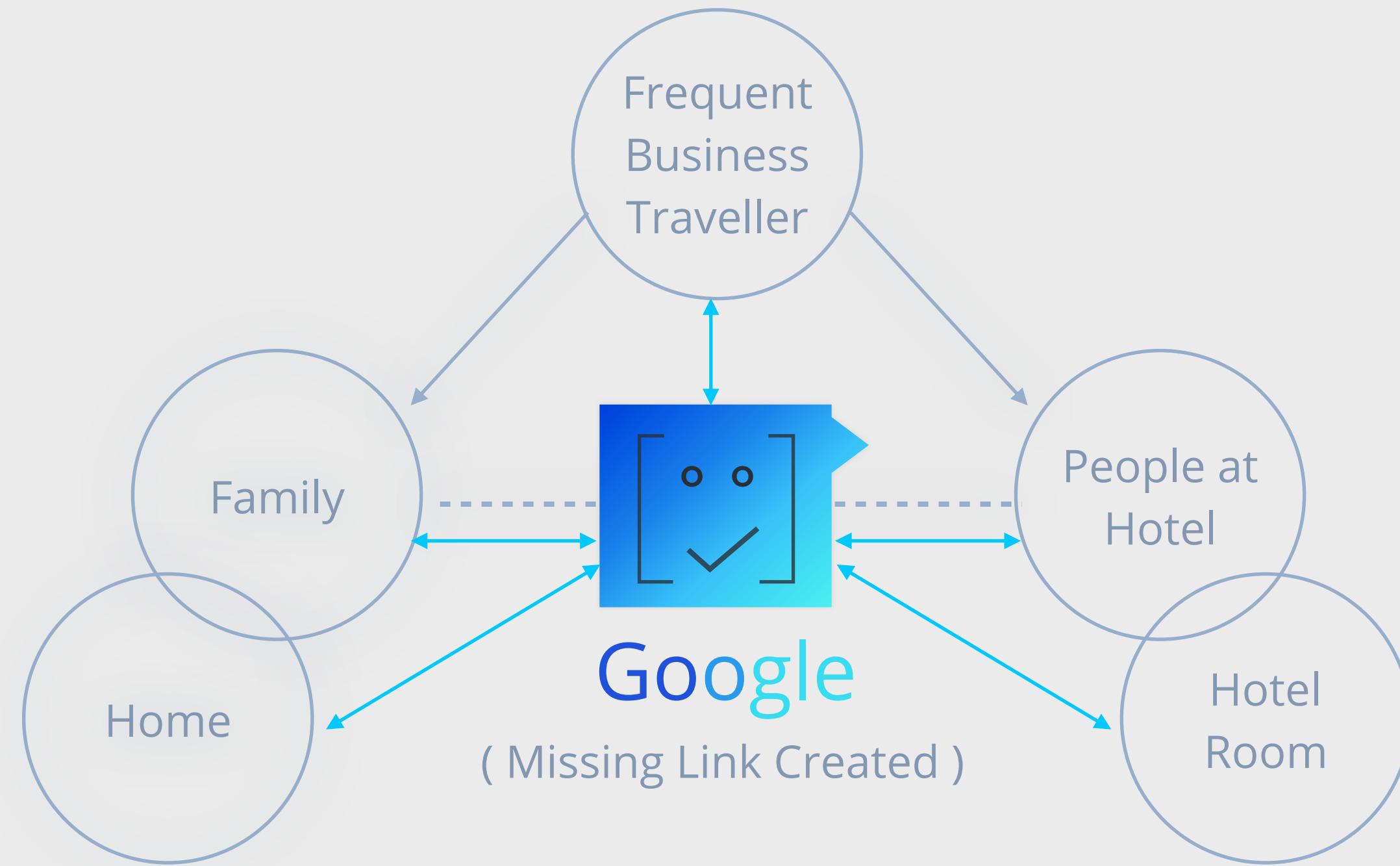
10am Before leaving for work



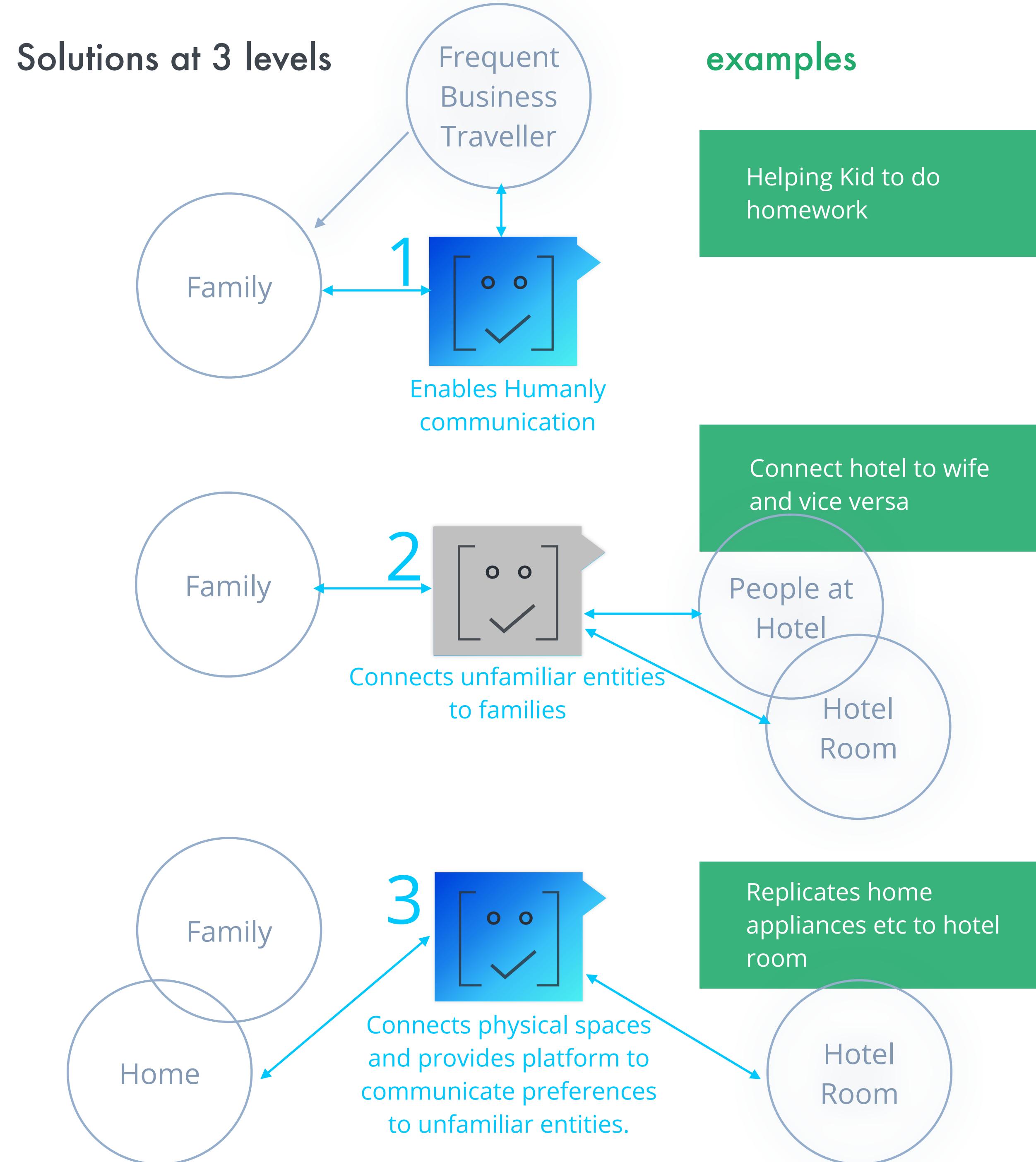
7pm Back to Hotel in Evening



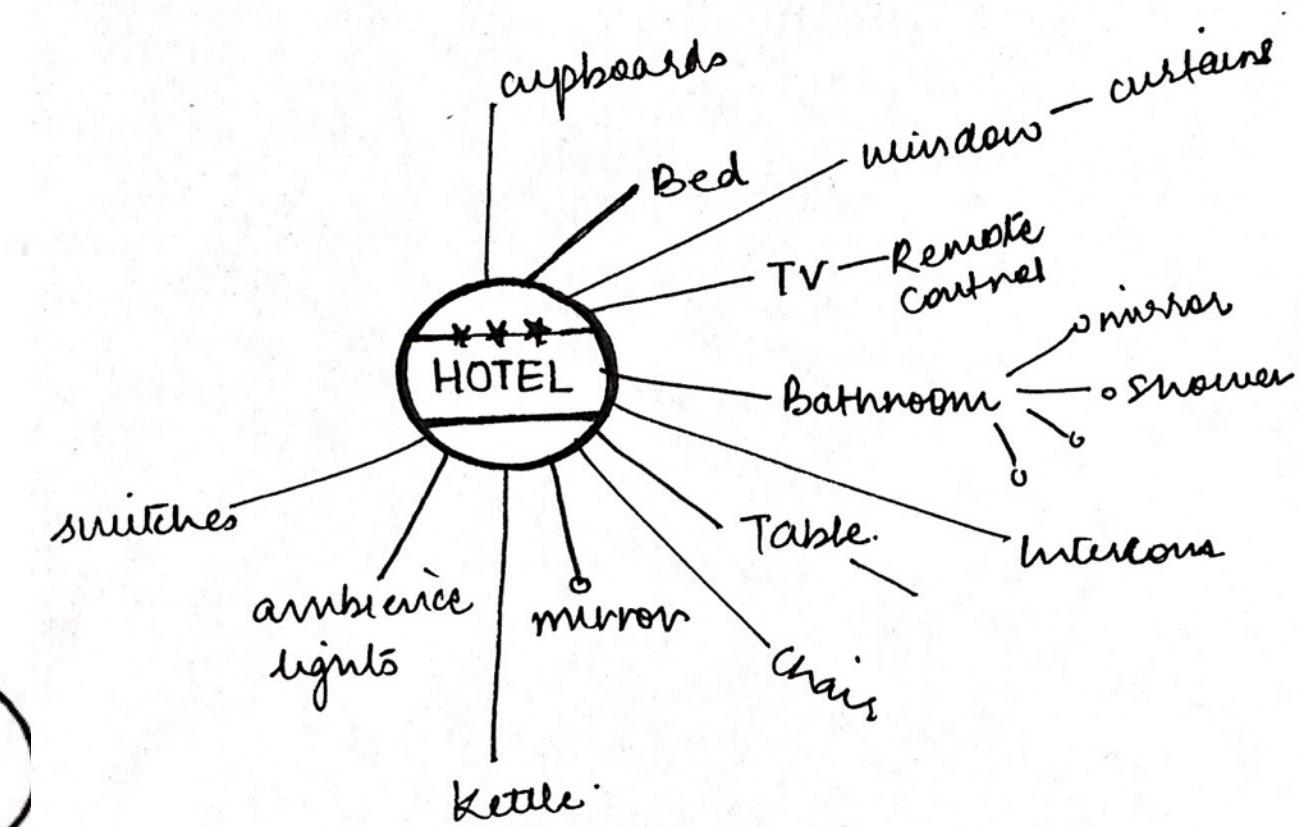
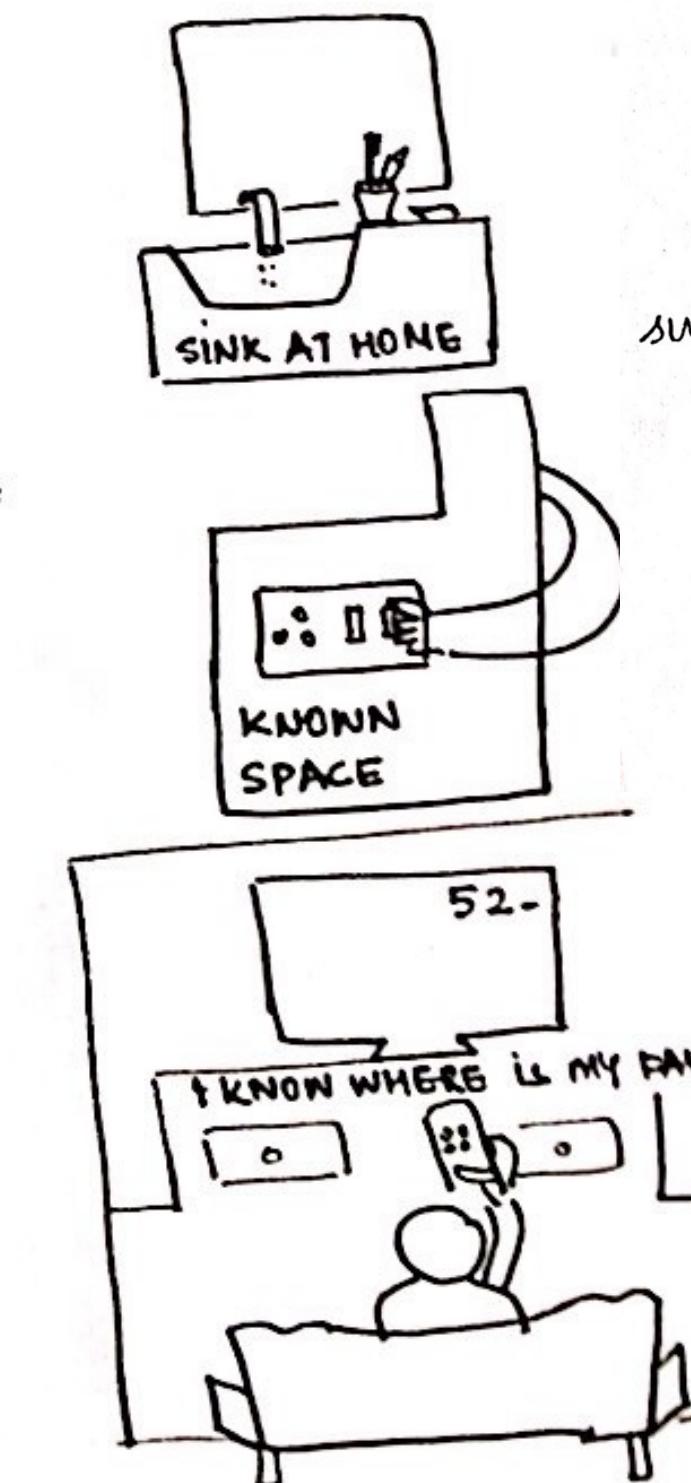
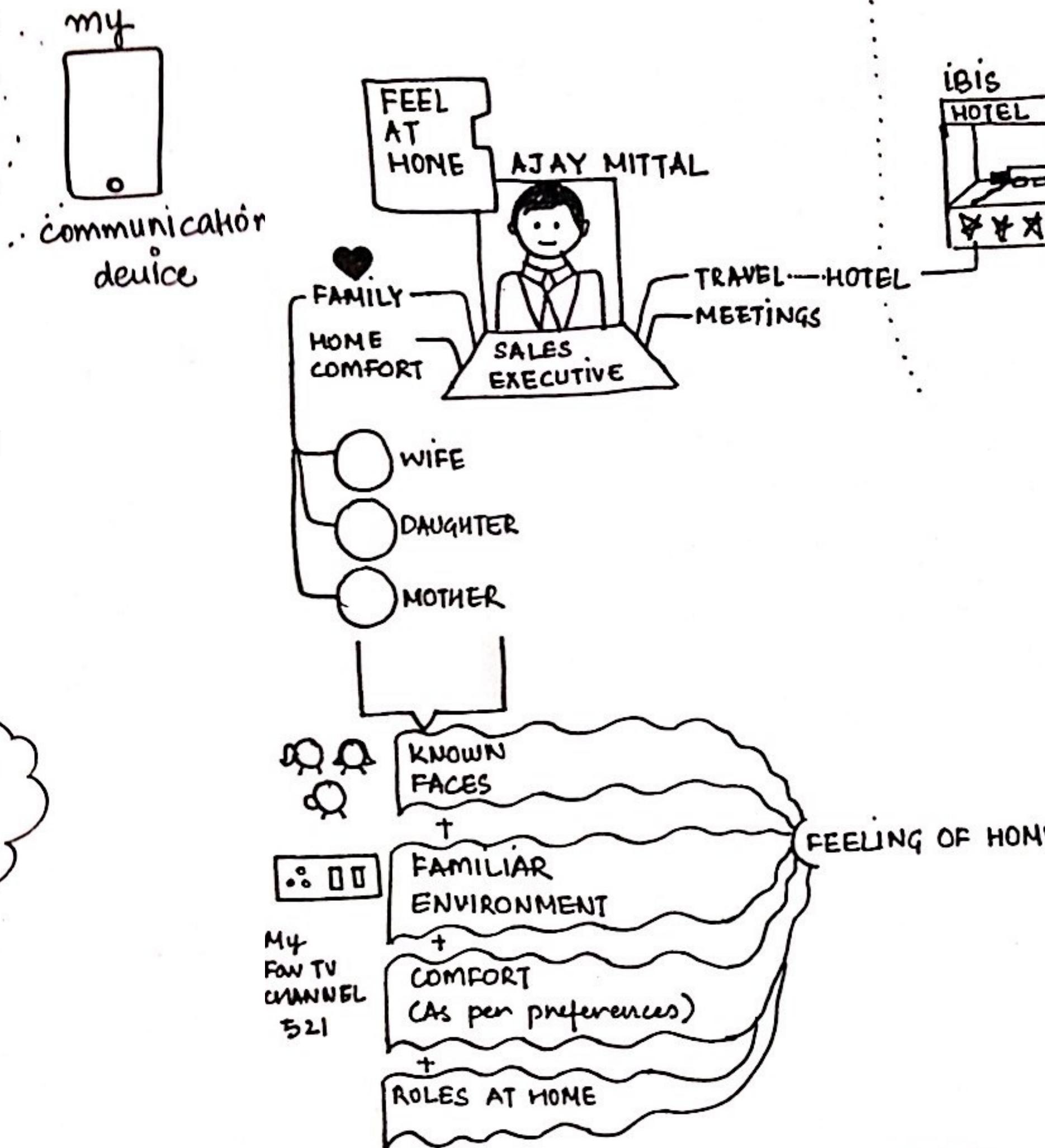
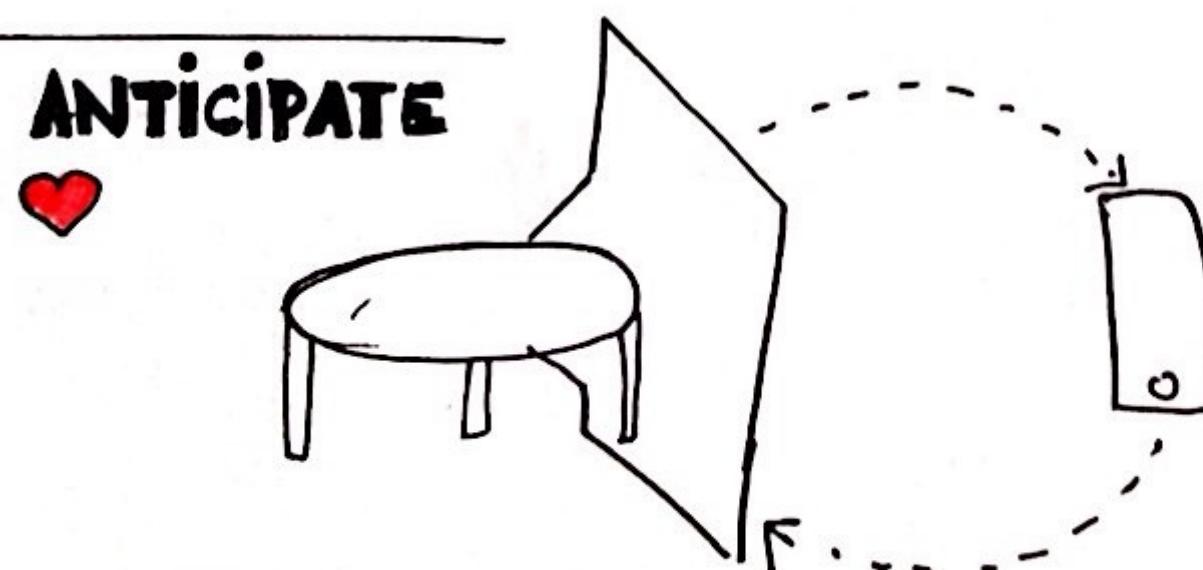
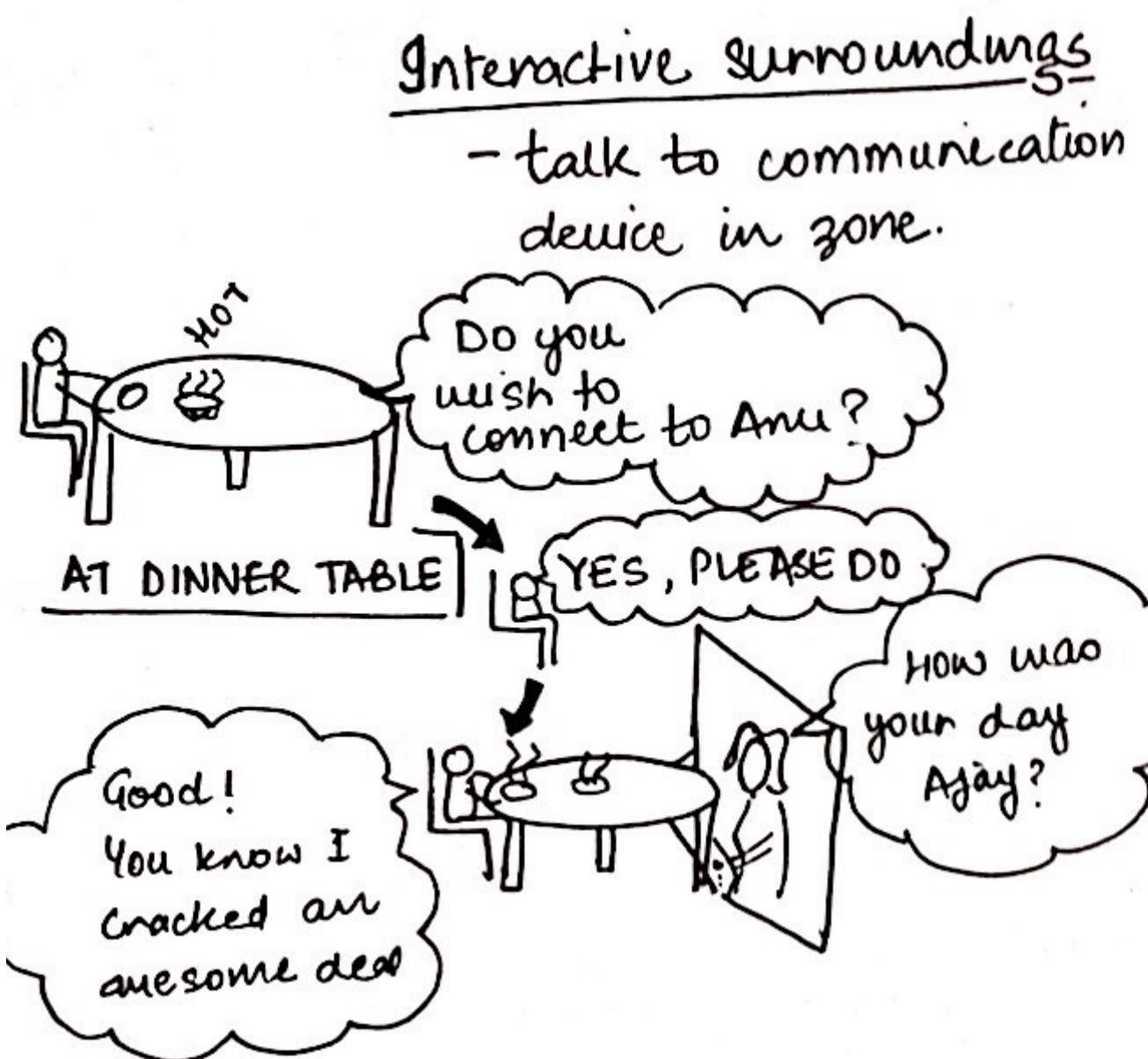
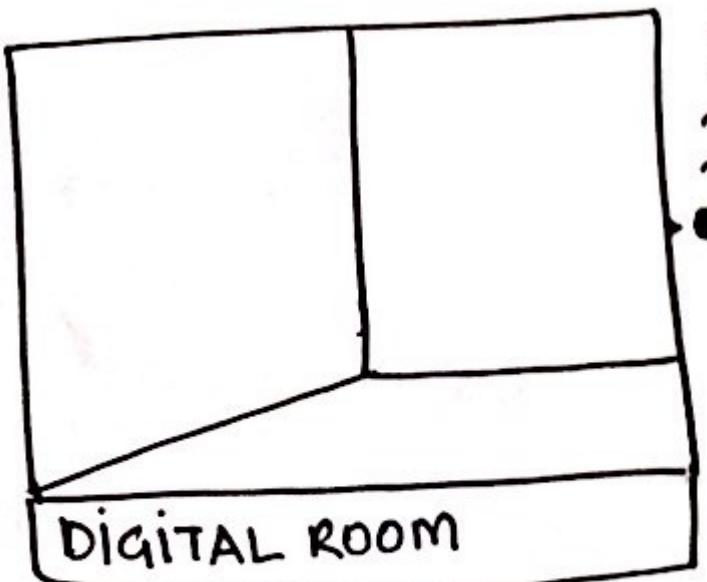
Final Design Concept Google



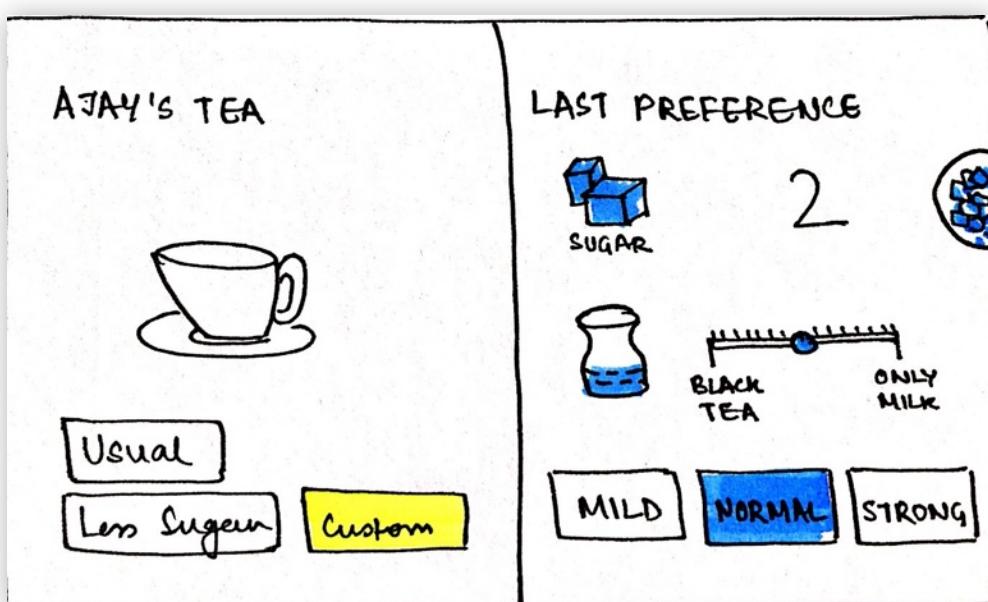
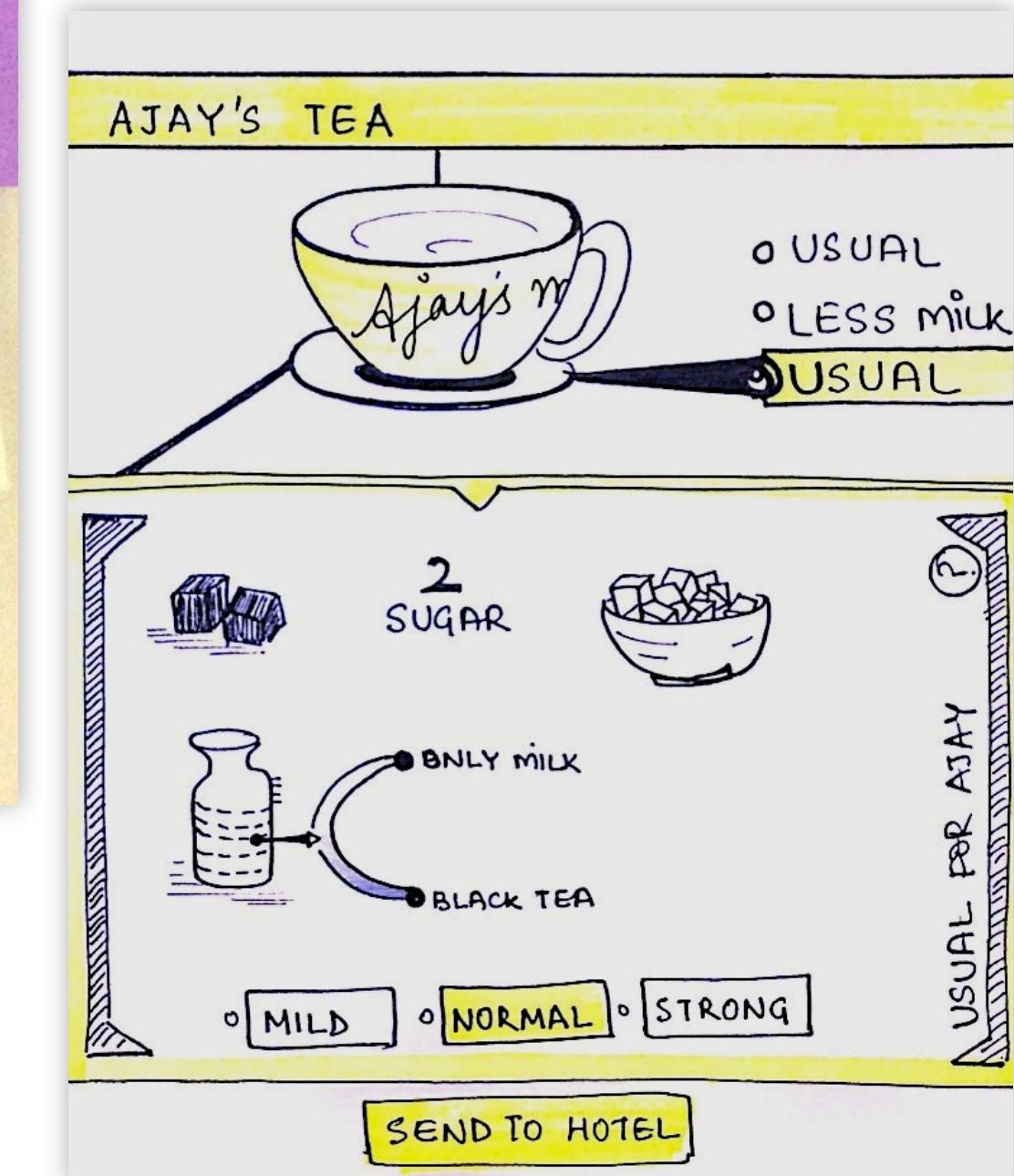
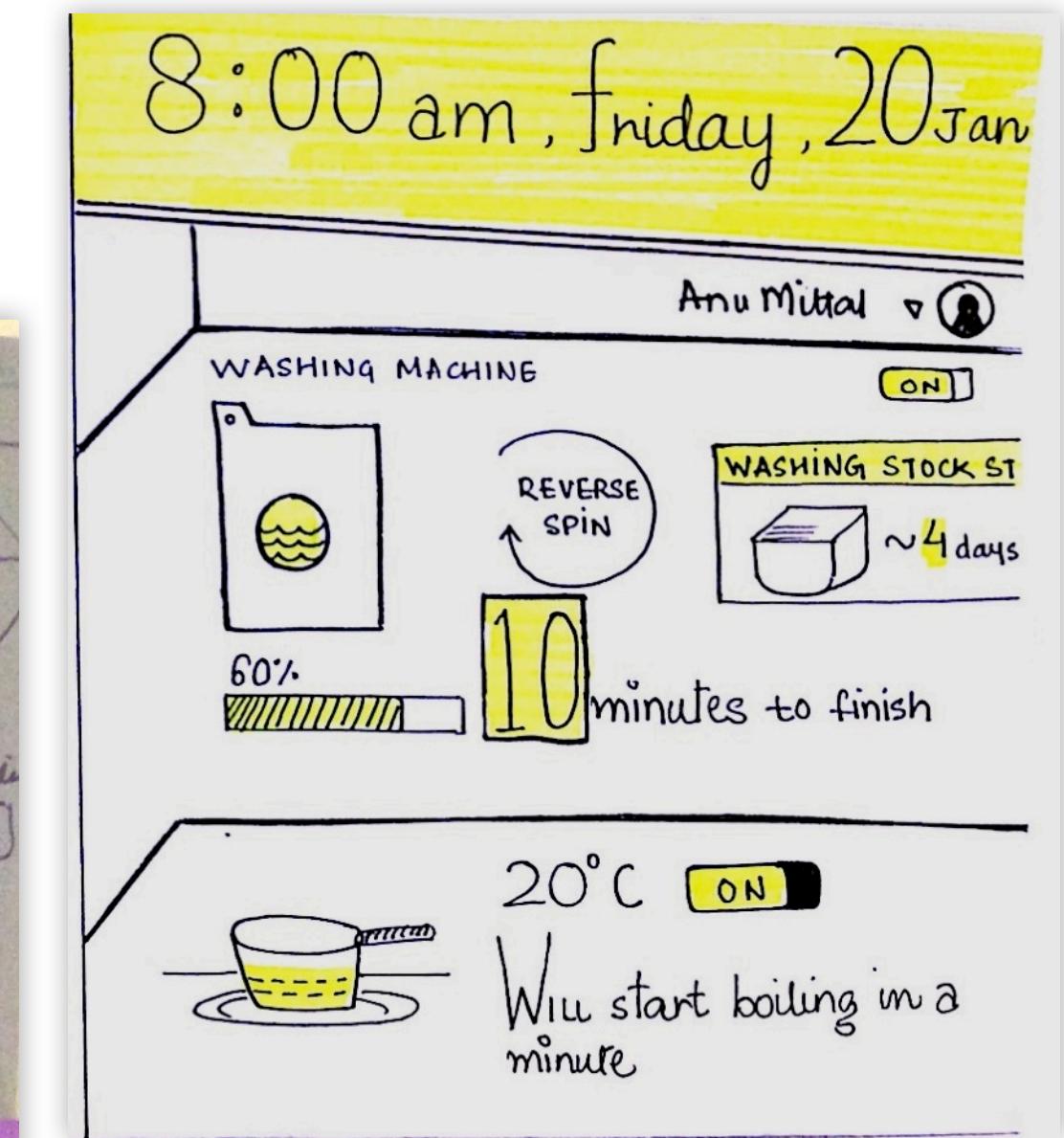
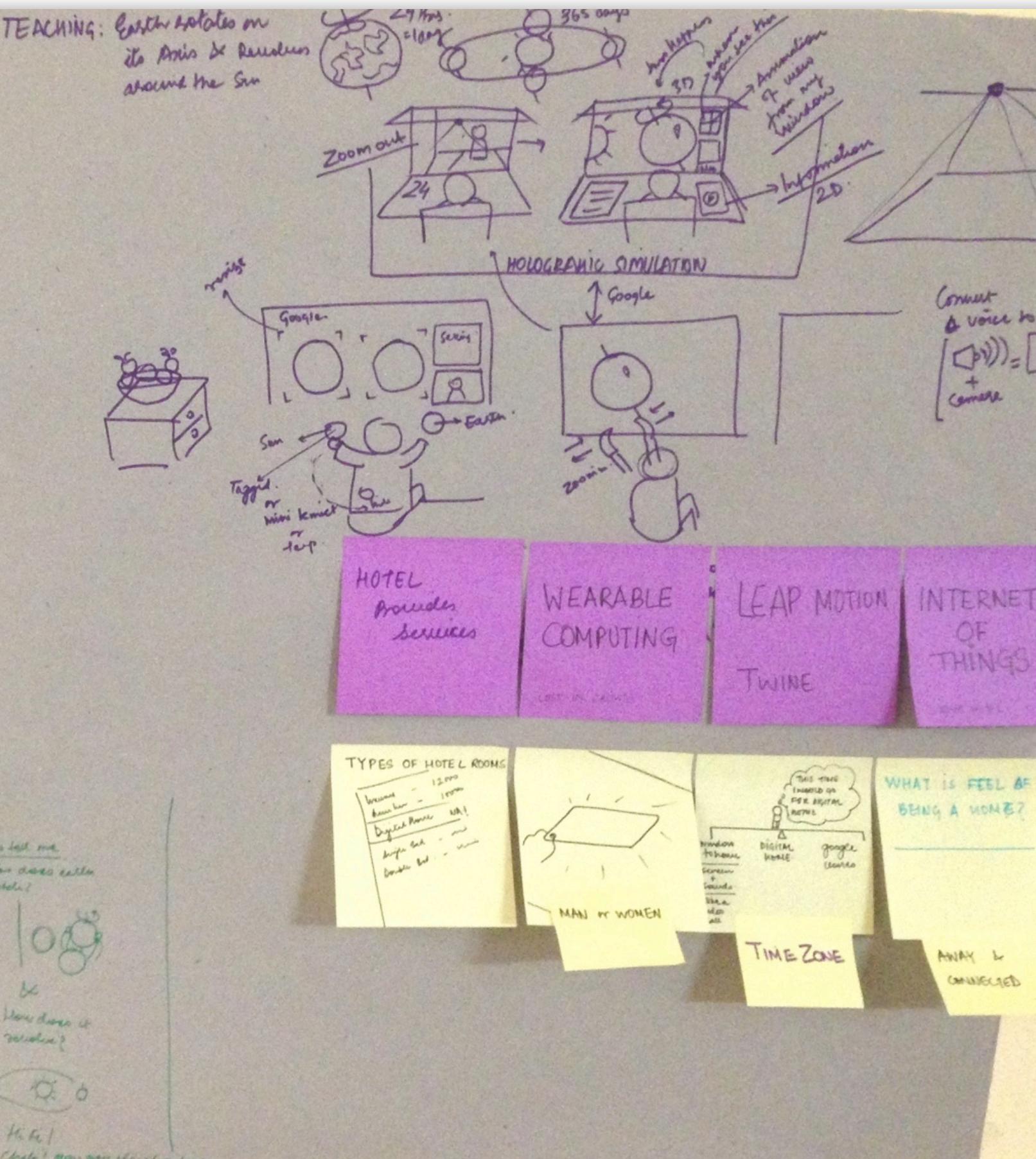
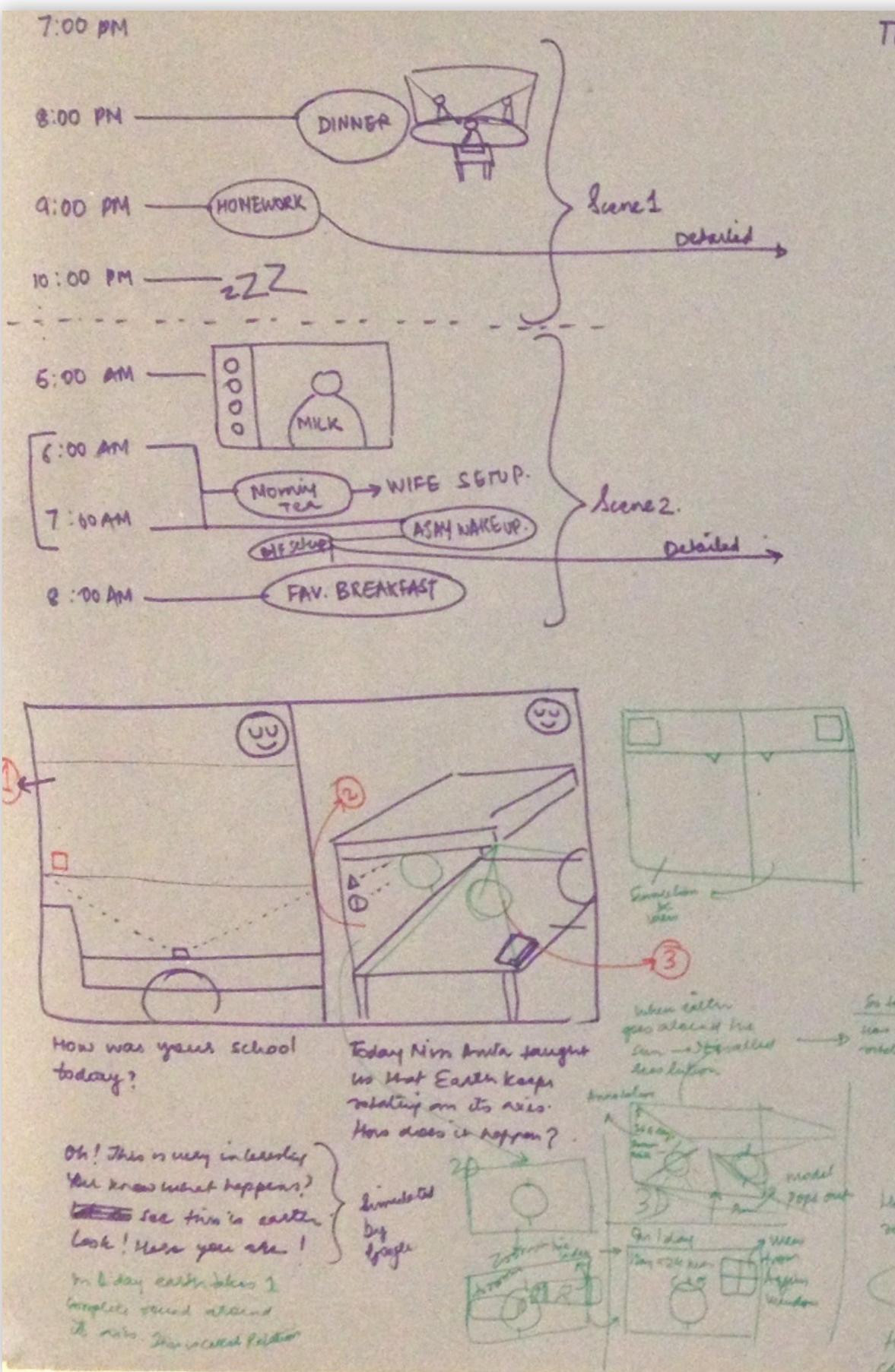
Solutions at 3 levels



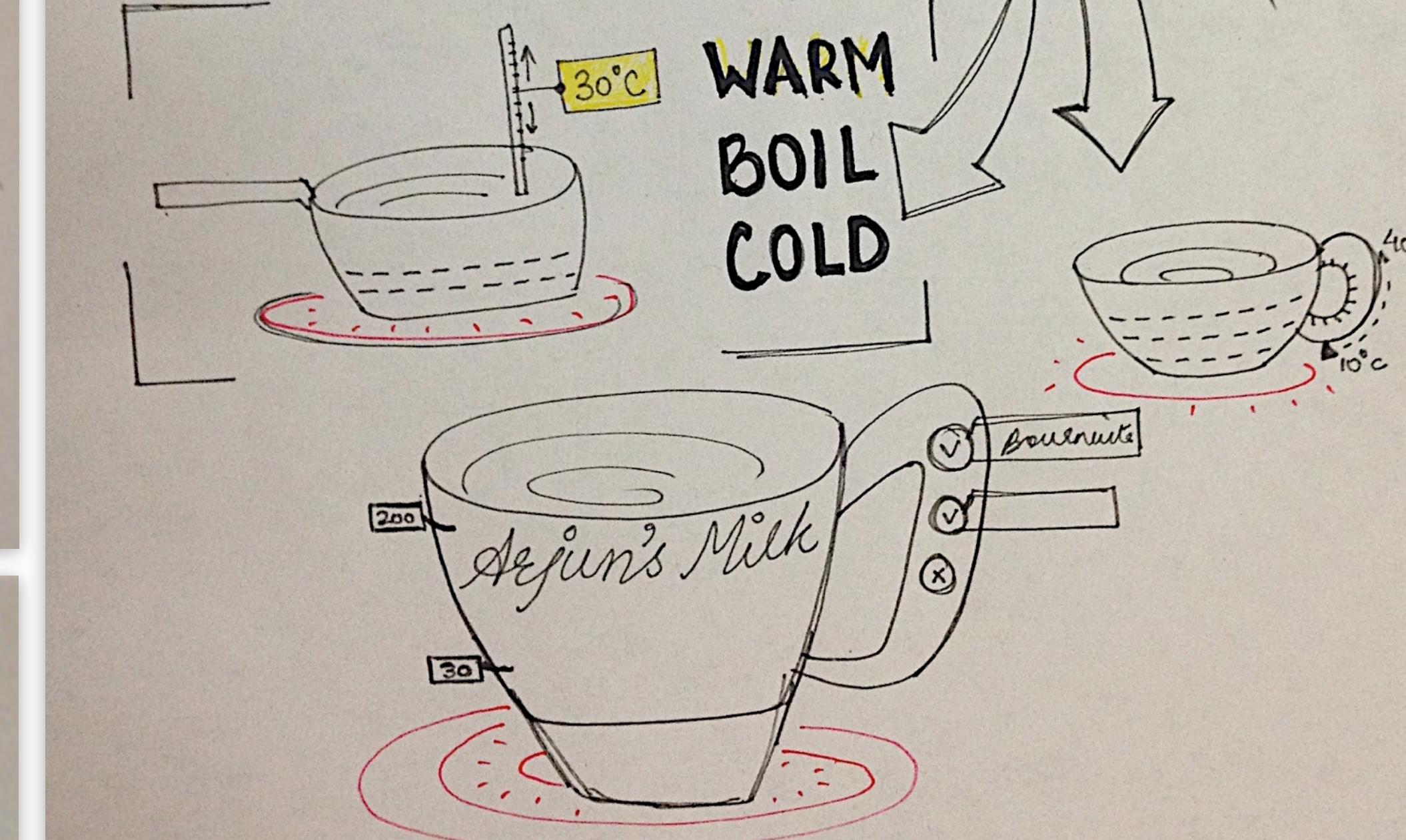
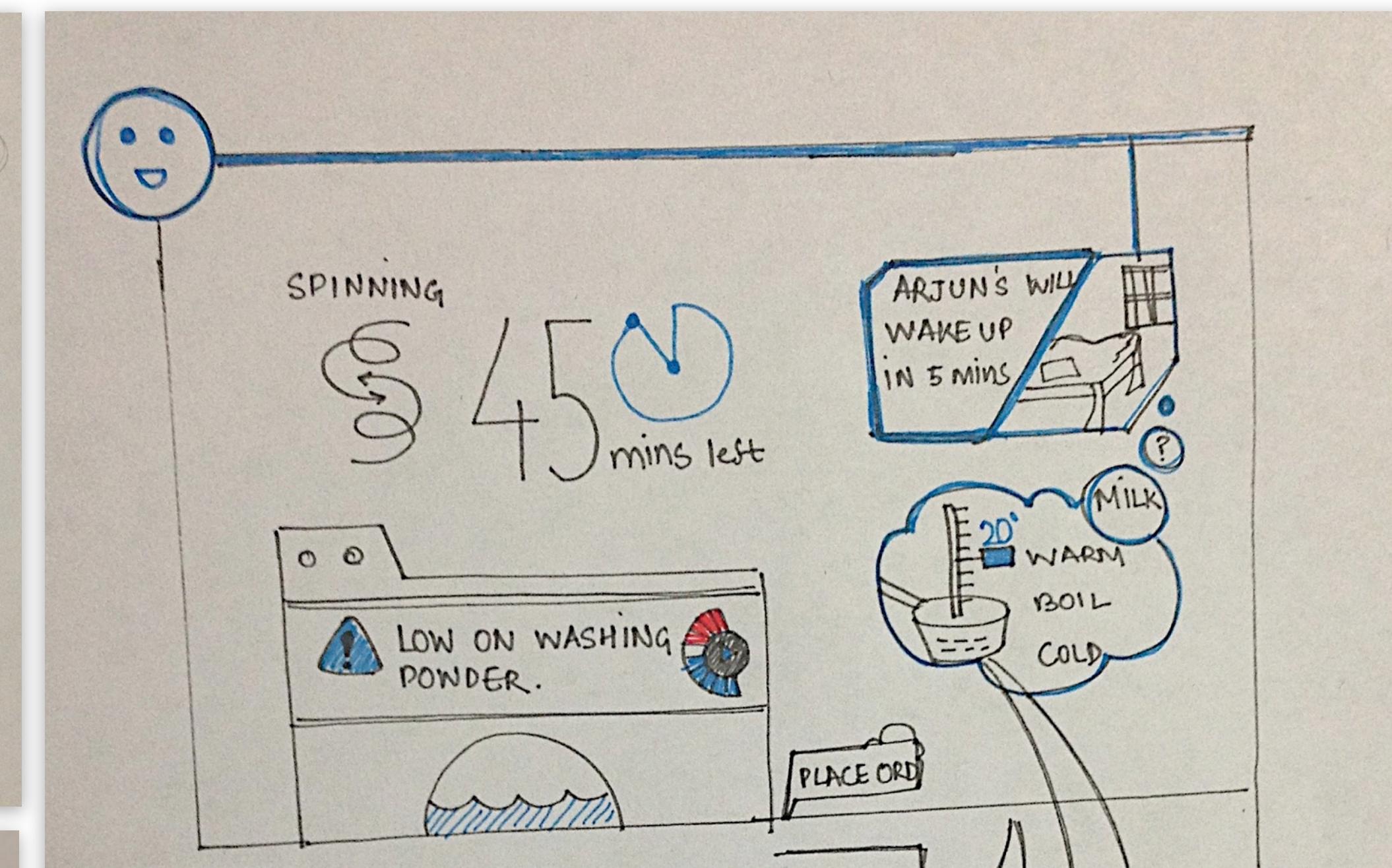
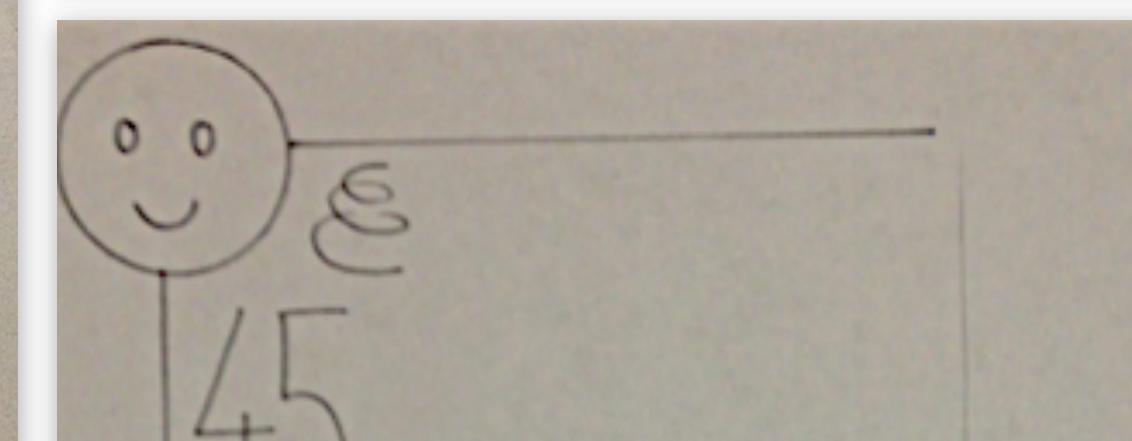
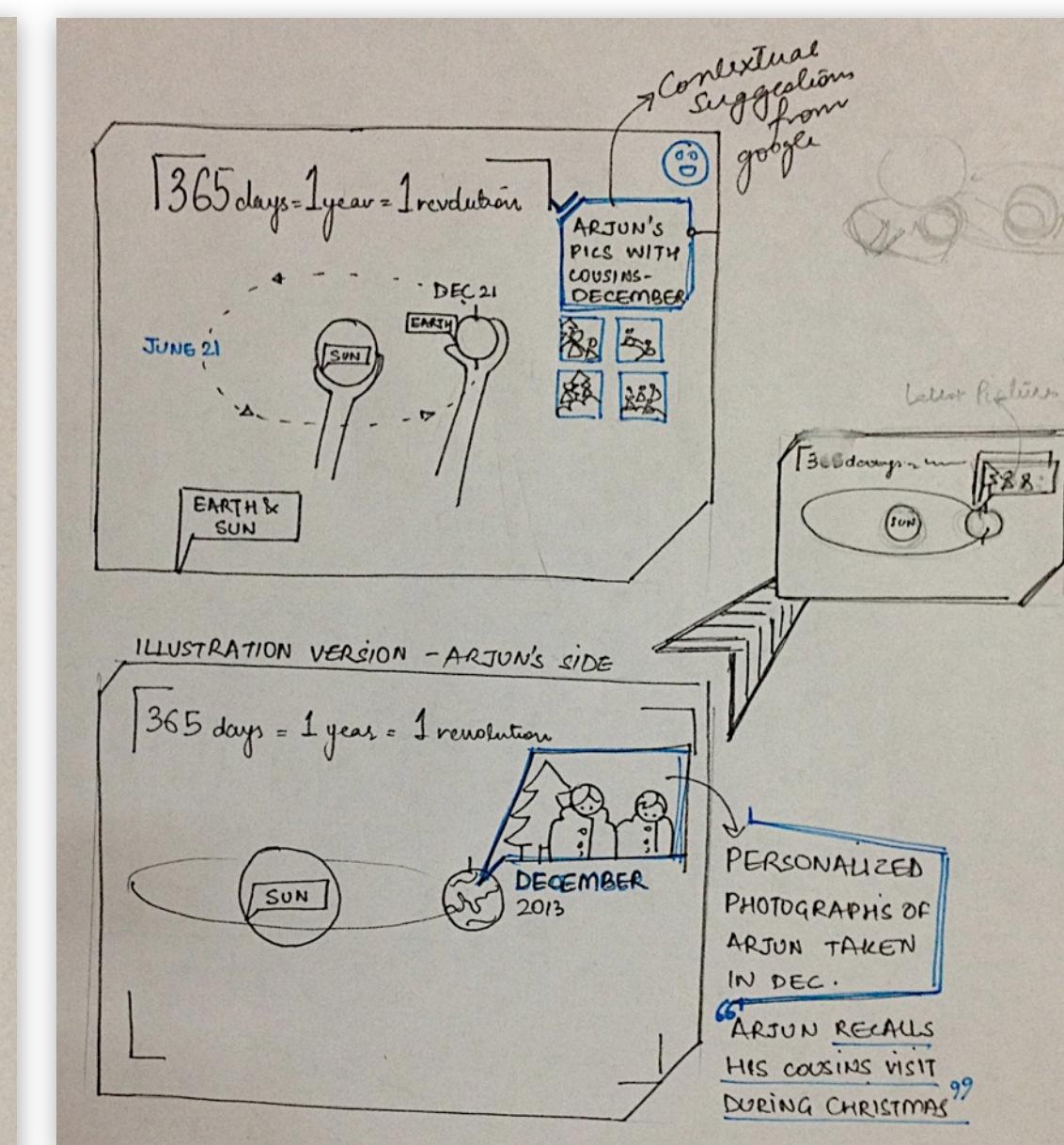
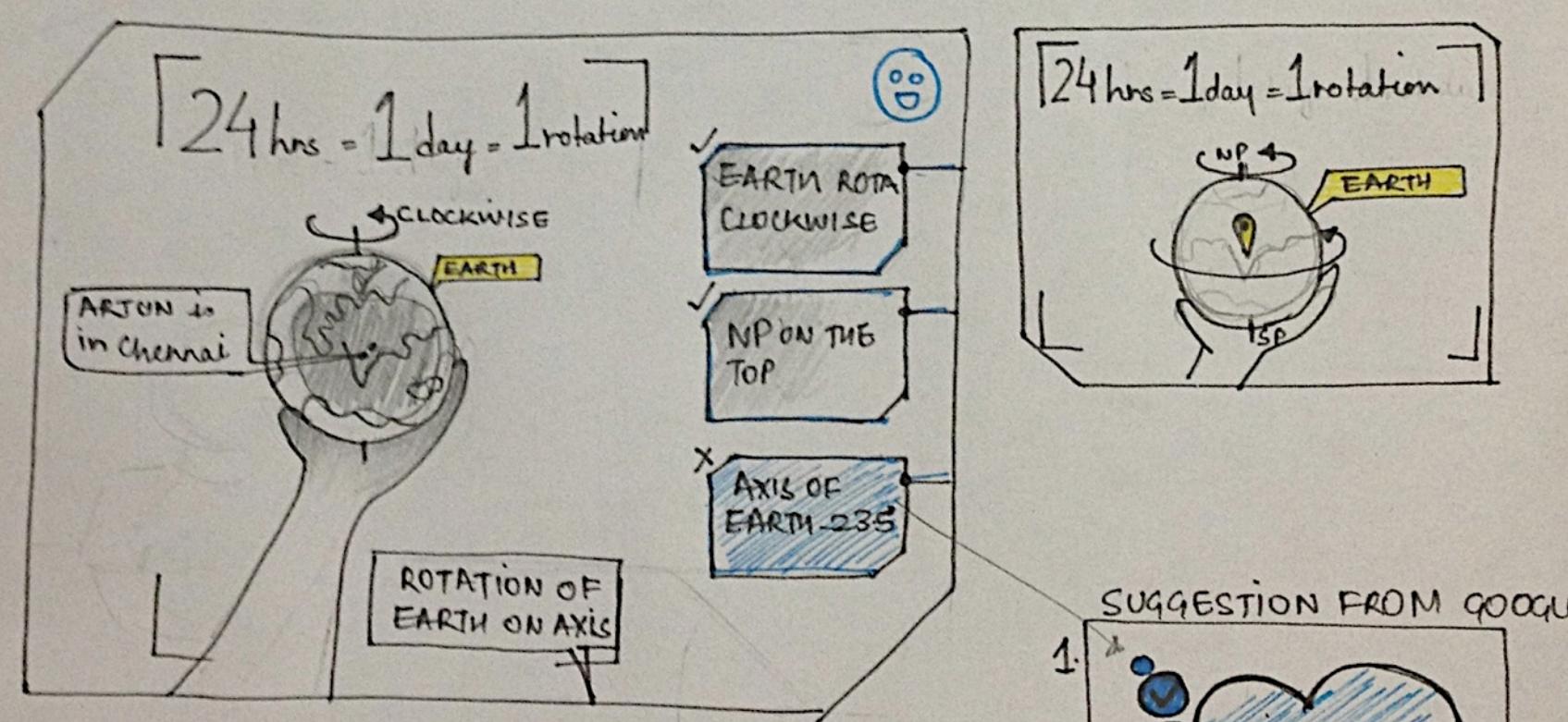
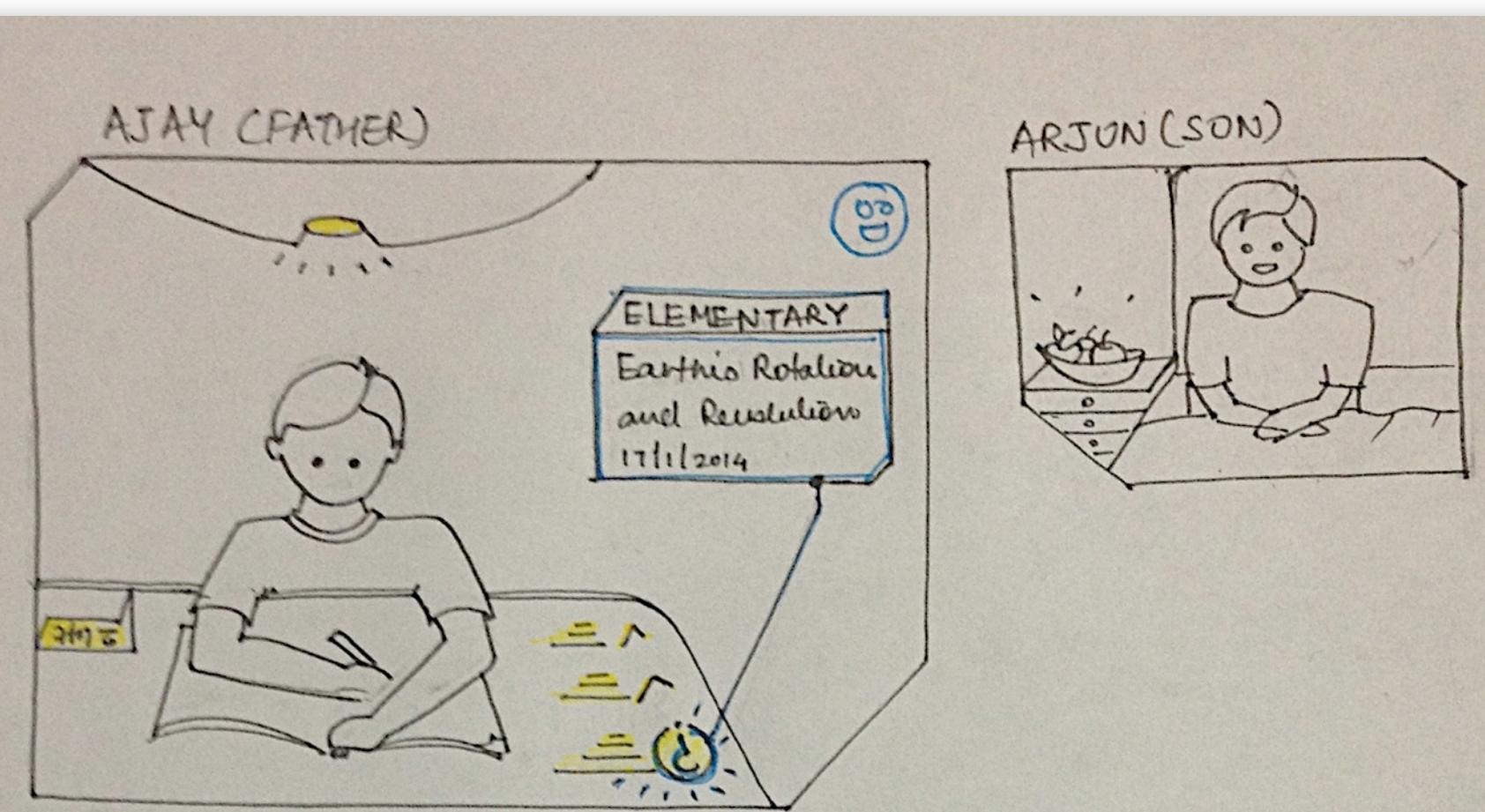
Concept Wireframes



Concept Wireframes



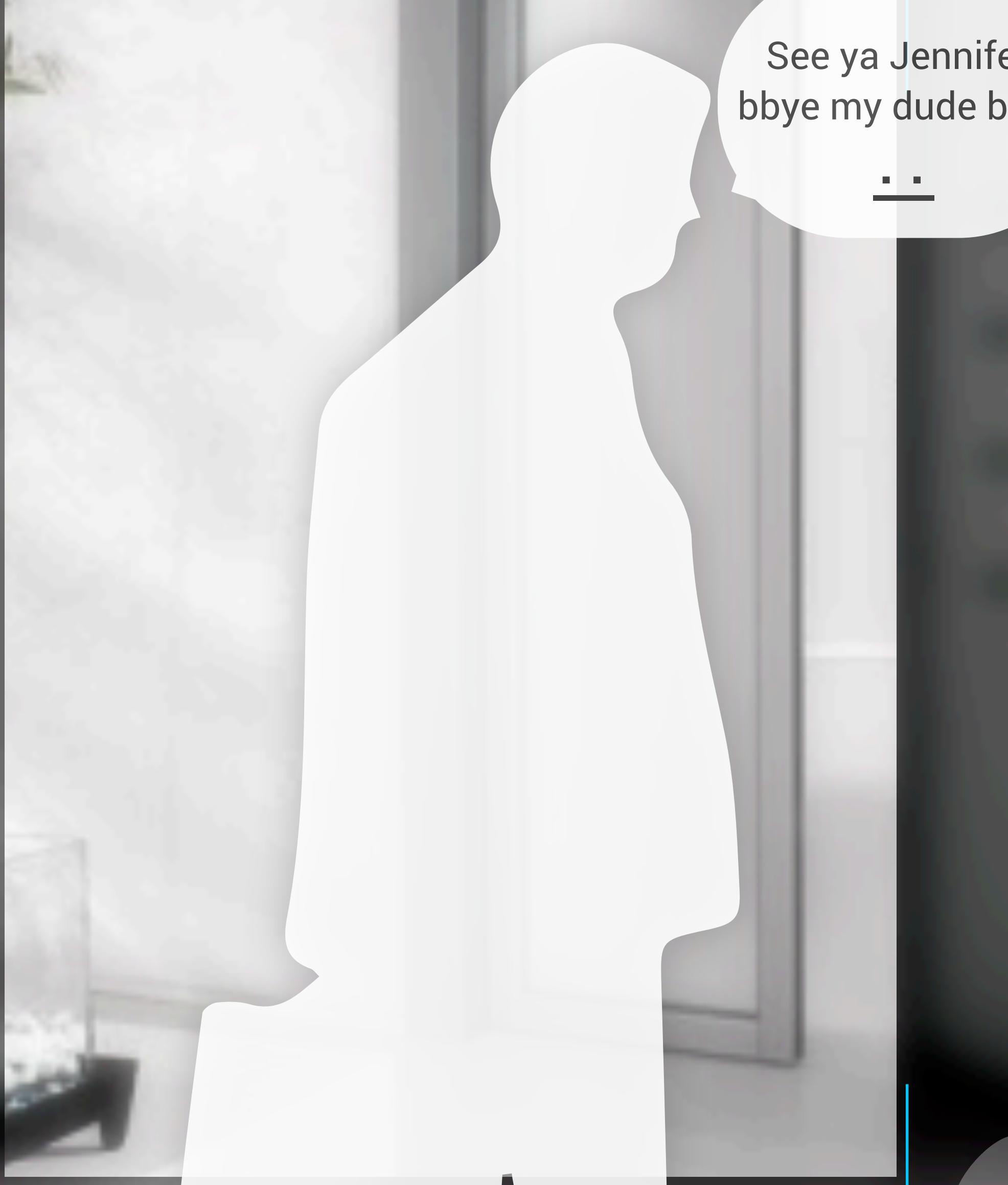
Concept Wireframes



AT 7:00 AM

Meet Ajay.

He is rushing to take flight
as he has to travel to New
York for business meetings.
He is going to be there for a
week.



See ya Jennifer.
bbye my dude boy !

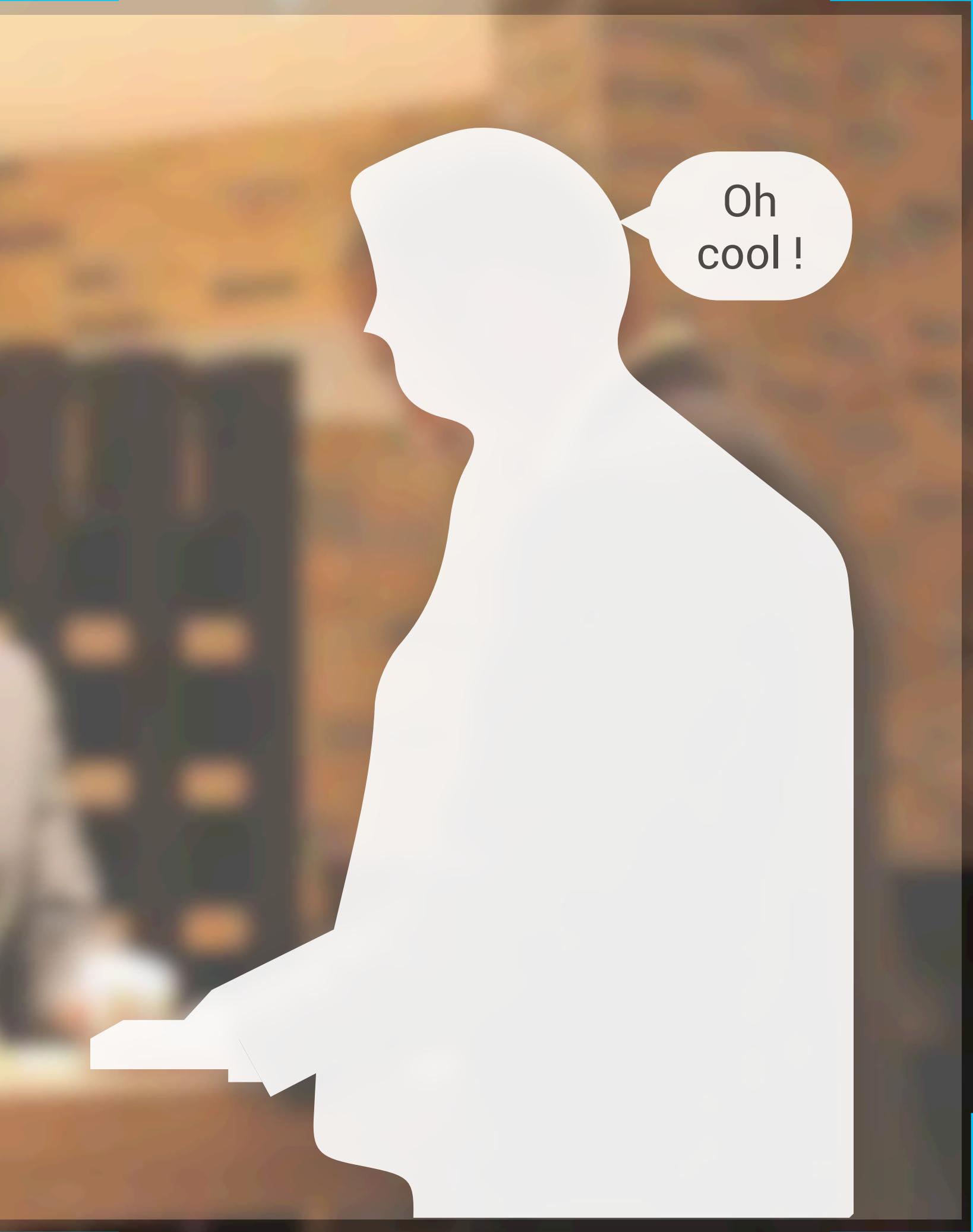
AT 9:00 PM

Ajay checks in the Hotel after a long tiring day following a dinner meeting.

Ajay uses his google account to checkin at hotel.



Hi Ajay! How are you?
We have booked same room for you. Here are keys of your room number 509.



Oh cool!



Ajay is entering his hotel room.

AT 9:00 PM

As soon Ajay enters the room it identifies Ajay's preferences and sets it accordingly.

Ambience light setting changes to bright which is Ajay's evening preference.

Hi Ajay! How was your day today? Anu and Arjun just had dinner.

This is all done by Google who has just woke up and wishing Ajay :-)



Digital Photo frames start showing Ajay's Home drawing room pictures

AT 9:00 PM

Ajay relaxes while watching his favorite news channels, turned ON automatically. He usually watches this channel at this time of the day.

Hey Ajay!
Arjun wants to talk
to you.

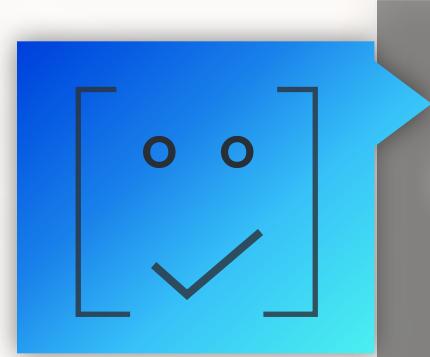


Ajay takes the call using hand swipe gesture

Google builds context and communicates callers mood with facts.

don't have to find channels I like.

9:20



Arjun is super happy as he won in cricket today.

LIVE Central London

JEREMY COOK
Chief Economist

BBC NEWS

THE UK ECONOMY

ARJUN
WANNA TALK



listening . . .



Hey Ajay!
Arjun wants to talk to you.

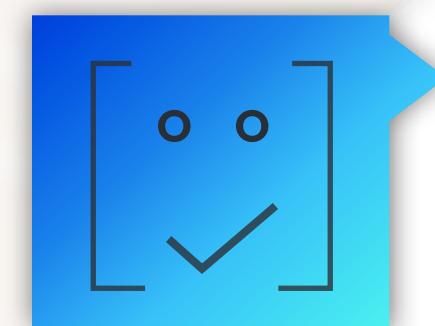


AT 9:00 PM

After talking for a minute
Google prompts Ajay with
homework message from
Arjun's teacher.

How are you doing? Did
you finish your homework
today?





Arjun asks his dad to explain him how earth rotates. To give context to Ajay, Google overlays related information for him.

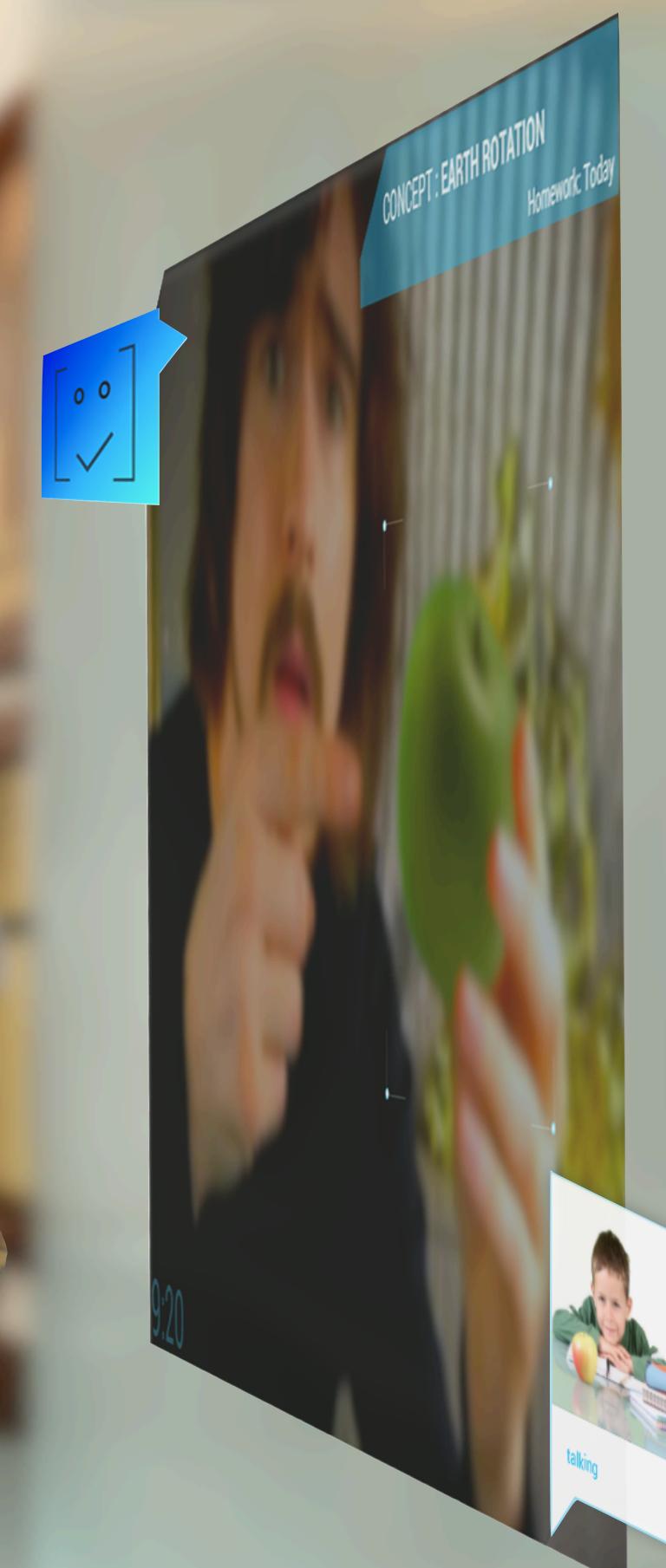


AT 9:15 PM

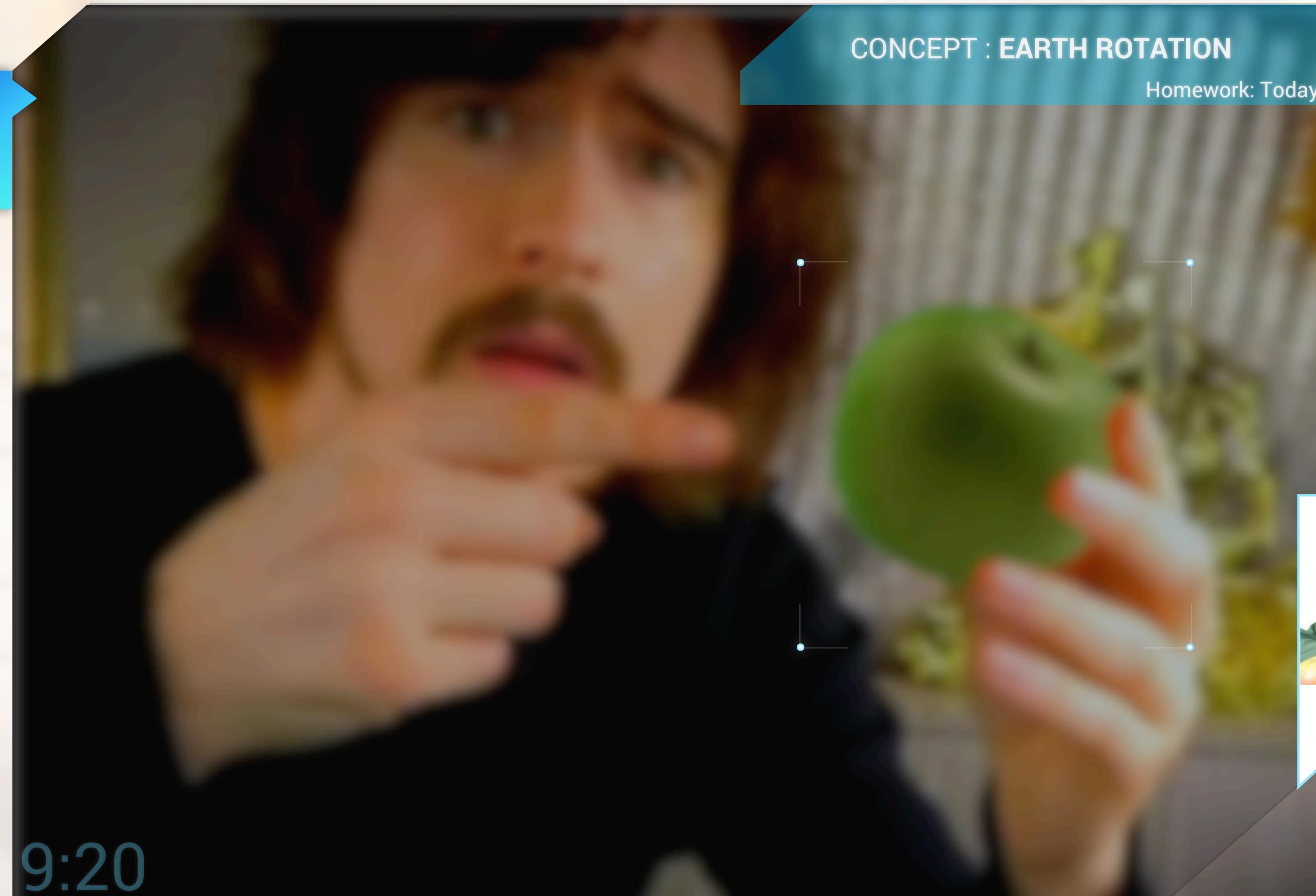
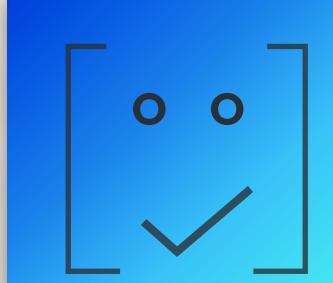
Ajay uses apple and orange placed in front of him to help Arjun understand concept of rotation and revolution.

Google helps Ajay and augments apple with earth. It also adds assistive information for Ajay to help him explain better.

Lets say this apple is Earth . Earth rotates on its axis like this.



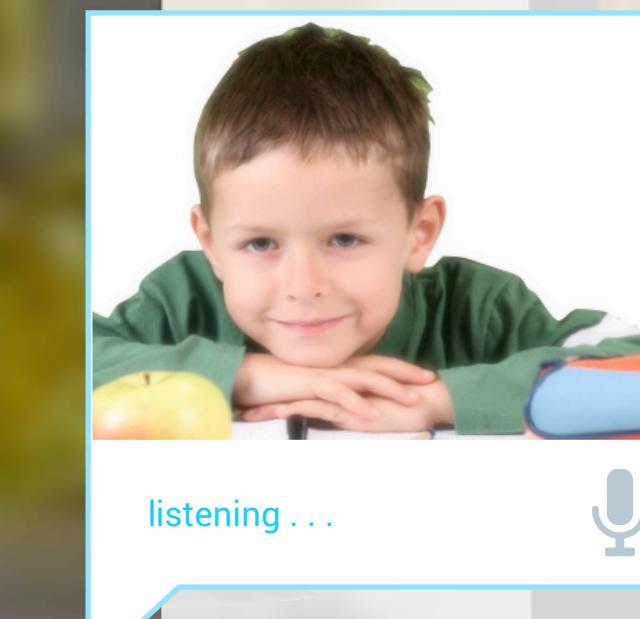
Google scans Ajay holding Apple in his hand and as per Ajay's words augments apple as Earth.



CONCEPT : EARTH ROTATION

Homework: Today

10 min



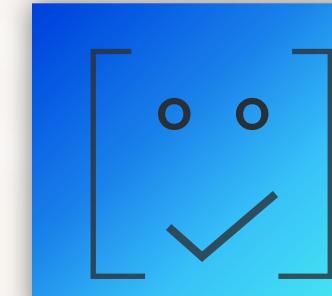
COVER WITH
YOUR HAND
TO MUTE



Apple is augmented with 3D globe overlapped on it and provides different helping labels like poles, clockwise rotation etc.

Google suggests him related concept with the level of difficulty for each concept.

Meanwhile Anu asks Ajay to please open Milk man's door in the morning. Google automatically sets alarm for Ajay in the background.



YOU CAN ALSO EXPLAIN

24 Hours = 1 Day = 1 Rotation

Earth Rotates in Clockwise Direction

What is North Pole and South Pole?

Earth's Axis of Rotation is 23.5 degrees?

9:20



Honey, can you please open milk man's door in morning.

CONCEPT : EARTH ROTATION

Homework: Today



10 min



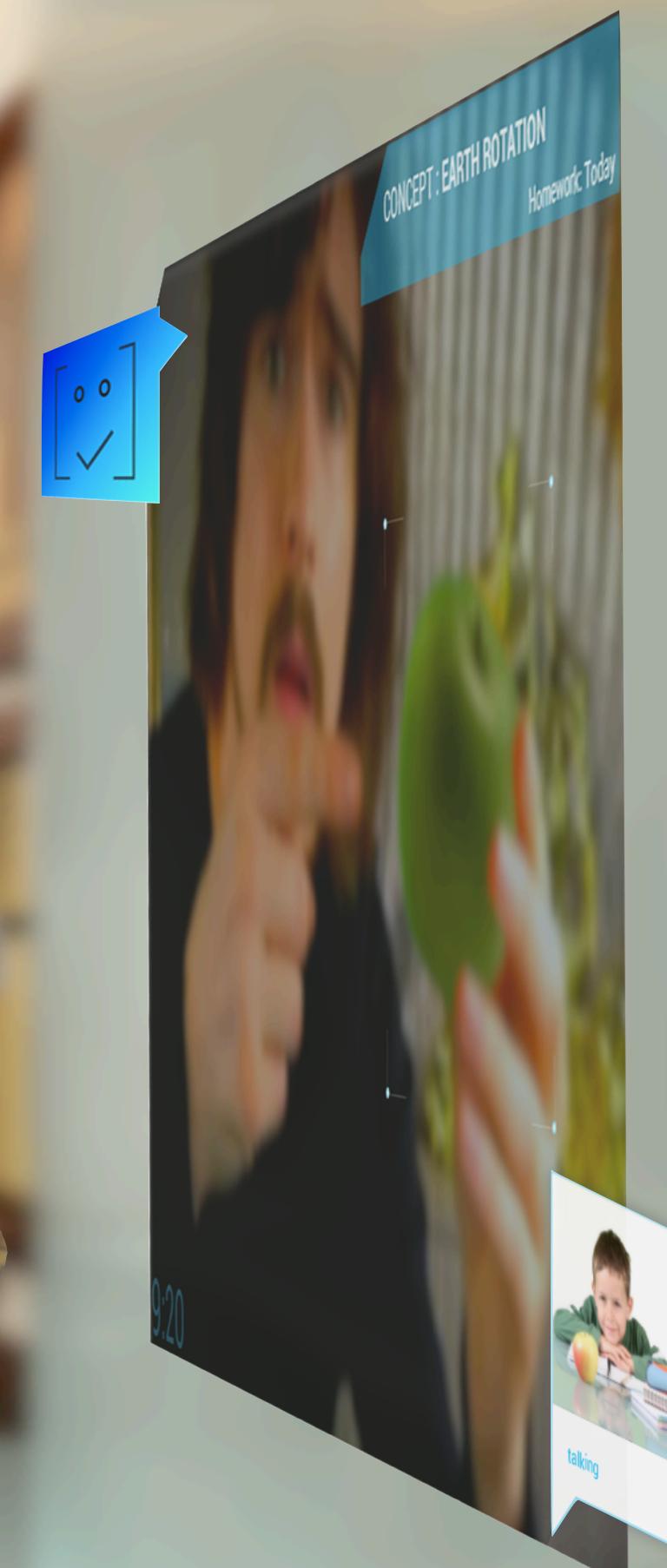
COVER WITH YOUR HAND TO MUTE

CONCEPT: EARTH ROTATION
Homework: Today

AT 9:25 PM

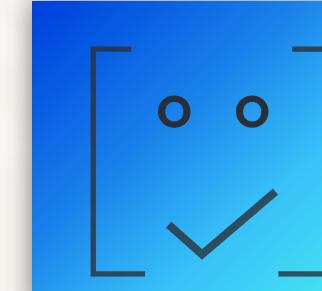
Ajay gets an orange to explain Earth rotation around the Sun.

Now lets say this orange is Sun. Earth goes around this sun once in a year.



Google gives suggestions about facts related to Earth and Sun.

When Ajay is explaining about December Earth, Google suggests Ajay to show Arjun pics clicked during Christmas family get together.



YOU CAN ALSO EXPLAIN

365 Days = 1 Year = 1 Revolution

Distance between earth and sun is
149,600,000 km

Seasons on earth

Arjun's Picture in December 2013

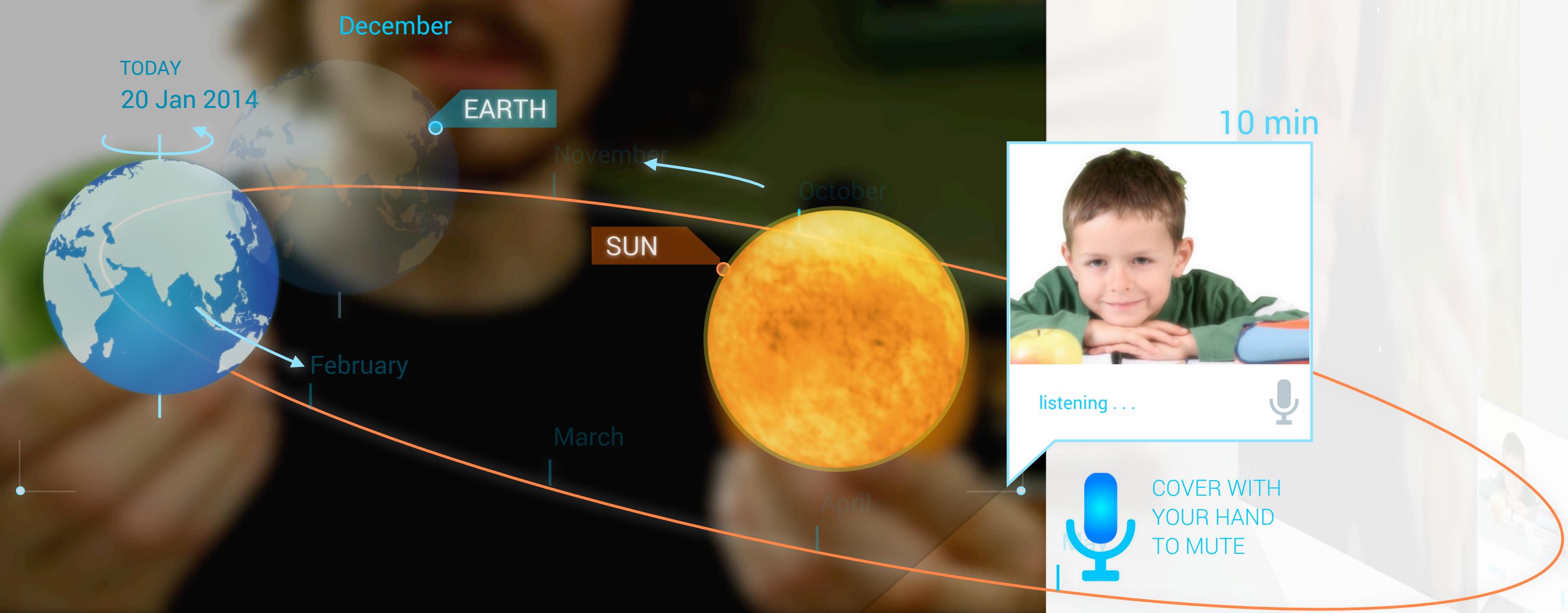


You can show him these pictures to learn help him remember

9:30

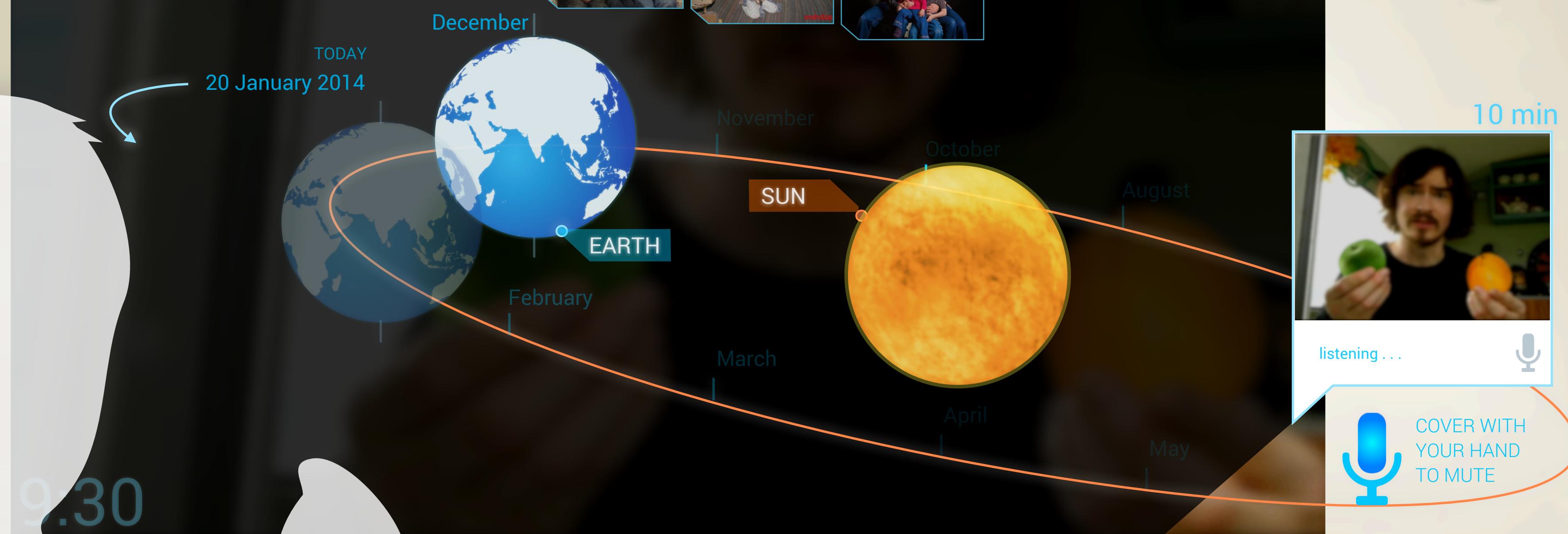
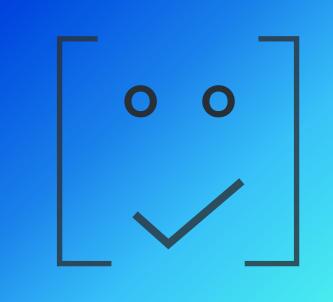
CONCEPT : EARTH REVOLUTION

Homework: Today



CONCEPT : EARTH ROTATION

Homework: Today



On the other side, Arjun is happy as he could easily relate to Earth-December-cousins visit.

He will be able to recall better next time.

Scenario 2

Next morning,
Anu is awake and right now she is in kitchen.

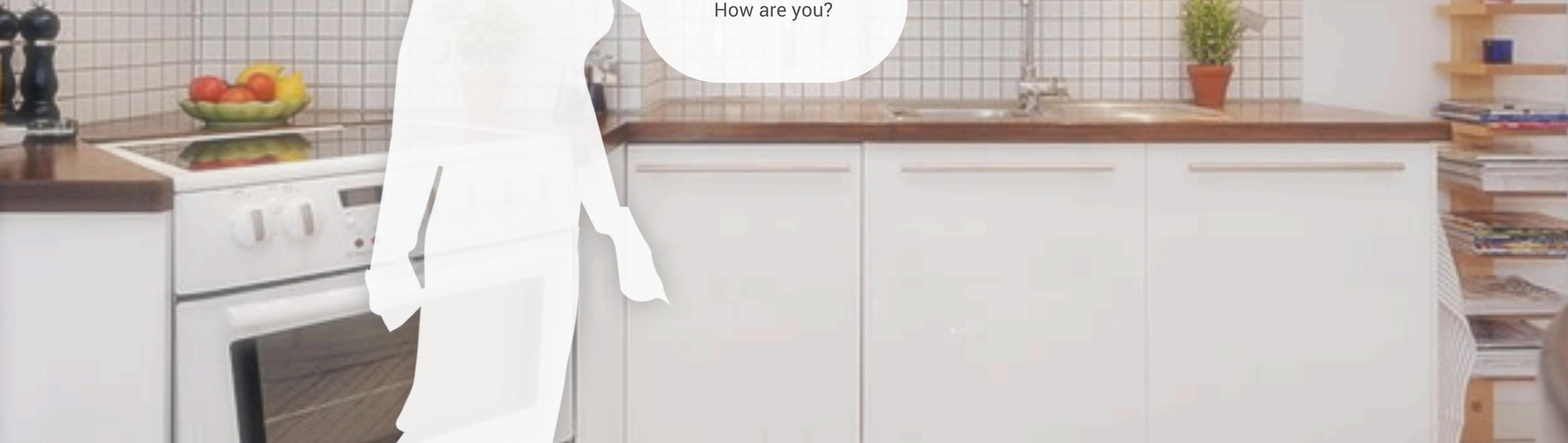
AT 7:00 AM

She is preparing breakfast
and lunch box for her son
Arjun.

Hi Anu ! How are you today
morning !



Hello Google ! I am good.
How are you?



AT 7:00 AM

Google reminds Anu that Arjun's alarm will ring in 5 minutes.

Google also suggests her to prepare milk for Arjun.

Very nice. It will take 45 minutes for washing to complete & Arjun's alarm will ring in 5 minutes.

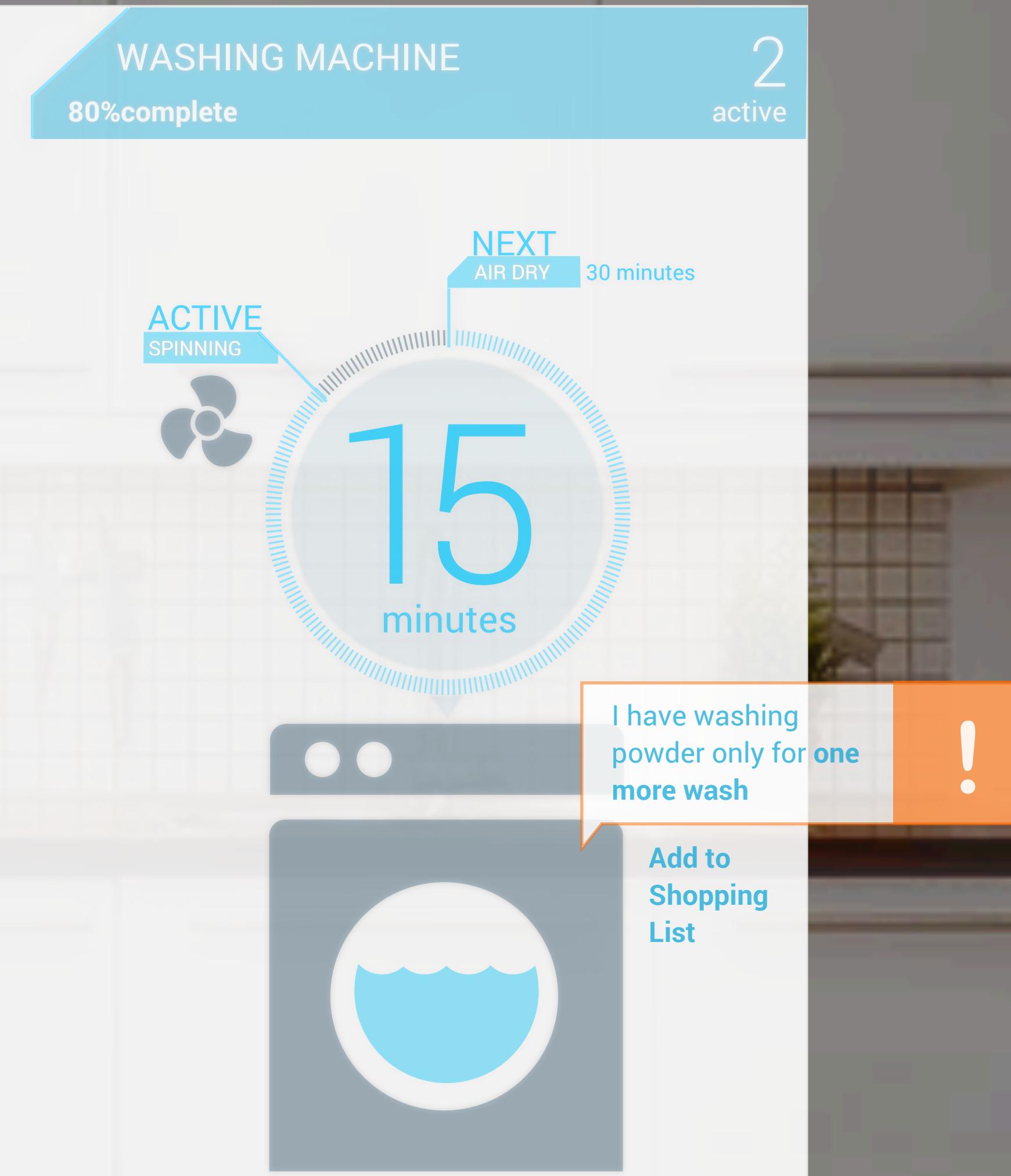
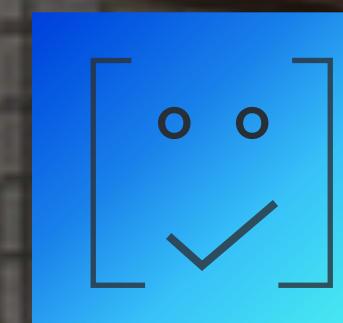


Oh yes. Let me prepare milk for him.

Google surfaces related information while giving audio reminders.

Google also keeps a check on home appliances and activities.

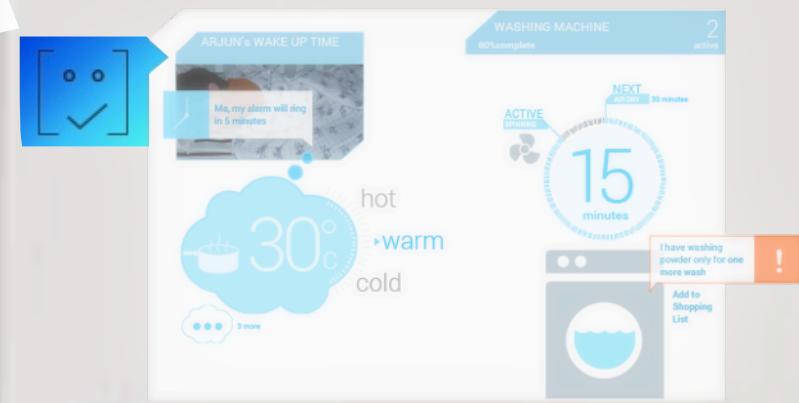
It Gives suggestion to prepare milk for Arjun & also provides ability to prepare milk.



AT 7:20 AM

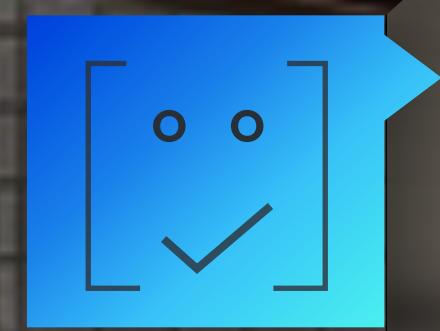
Anu is about to leave kitchen. Google senses it and prompts Anu to also order Ajay's tea as he is not at home today.

Anu wait! Ajay will be awake in 20 minutes. Do you want to set up his tea order as well?



Oh ! Yes. Thanks for reminding.





As soon as Anu nearby Google starts showing video from Ajay's hotel room and helps her to order tea for him.

Anu asks Google to send preferences for tea like less sugar, more milk to hotel.



AT 7:20 AM

Anu now is cutting mangoes for Arjun.

Sensing availability of Mangoes in hotel and knowing that it is favorite fruit of Ajay. Google suggest Anu to order it for Arjun's breakfast as well.

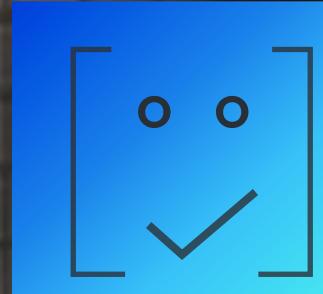
Do you also want to send Mango in breakfast for Ajay?



Yes. Lets do it now.
There should be cube cut mangoes like the way I am cutting with oats

Google scans the way how Anu is cutting mangoes for herself and sends it to chef of hotel so that he too can serve Arjun in similar fashion.

SCANNING ...



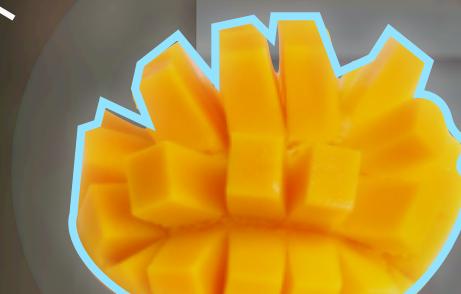
AJAY'S BREAKFAST

Tuesday, 20 Jan 2014

FOUND

1

MANGOES
Cube Cut



yum

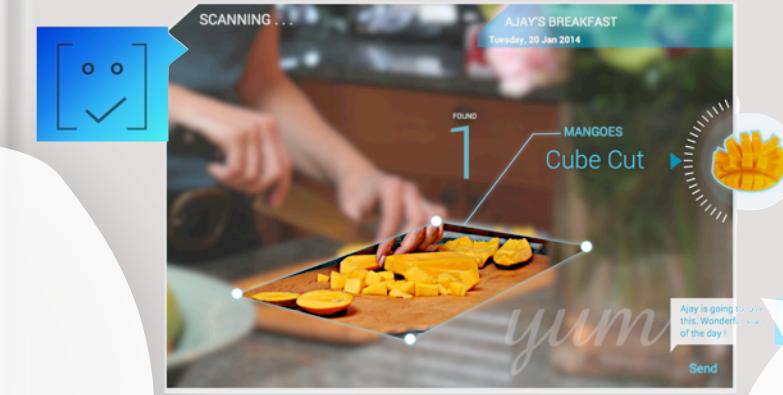
Ajay is going to love this. Wonderful start of the day !



Send

Anu confirms and sends order to Ajay's Hotel.

Please send this order to the Hotel.



Order Sent ! To Hotel. A bowl of fresh cube cut mangoes and oats.

Chef of Hotel receiving
desired order and images of
scans as reference to serve
Ajay's favorite mangoes in
his favorite style like
HOME ...



509's will need a bowl of
cube cut fresh mangoes
and oats for breakfast.



Within 30 minutes

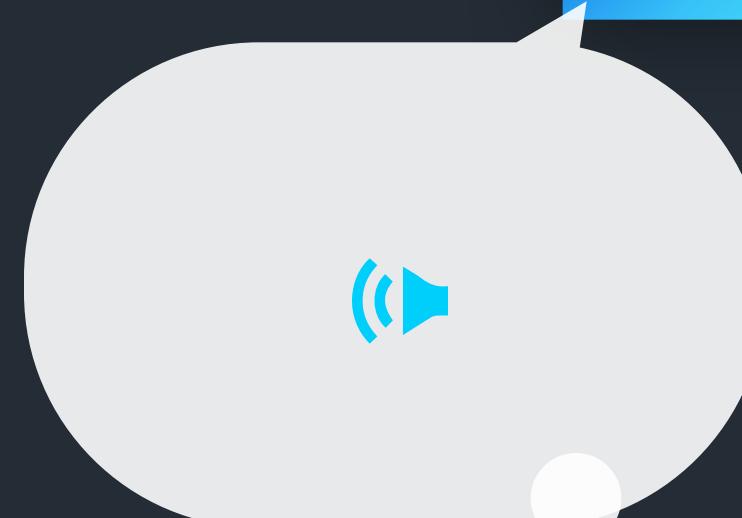
BREAKFAST ORDER

509

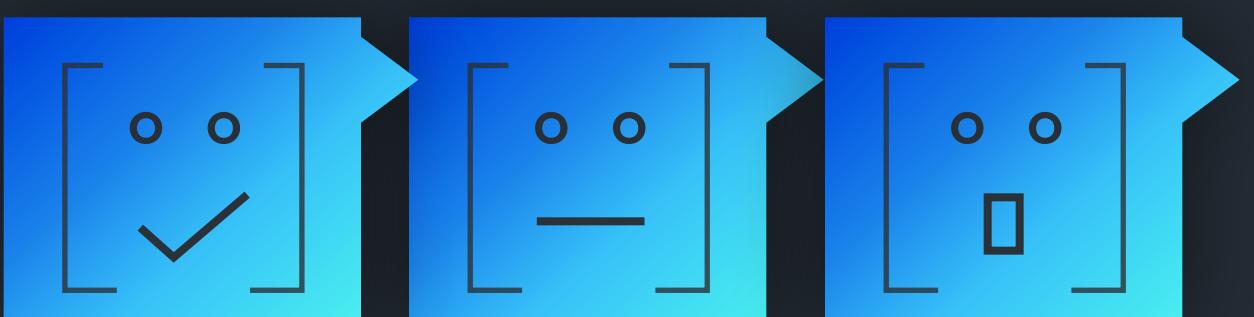
Bowl of cube
cut fresh
mangoes and
oats.

Googlemation : How it works?

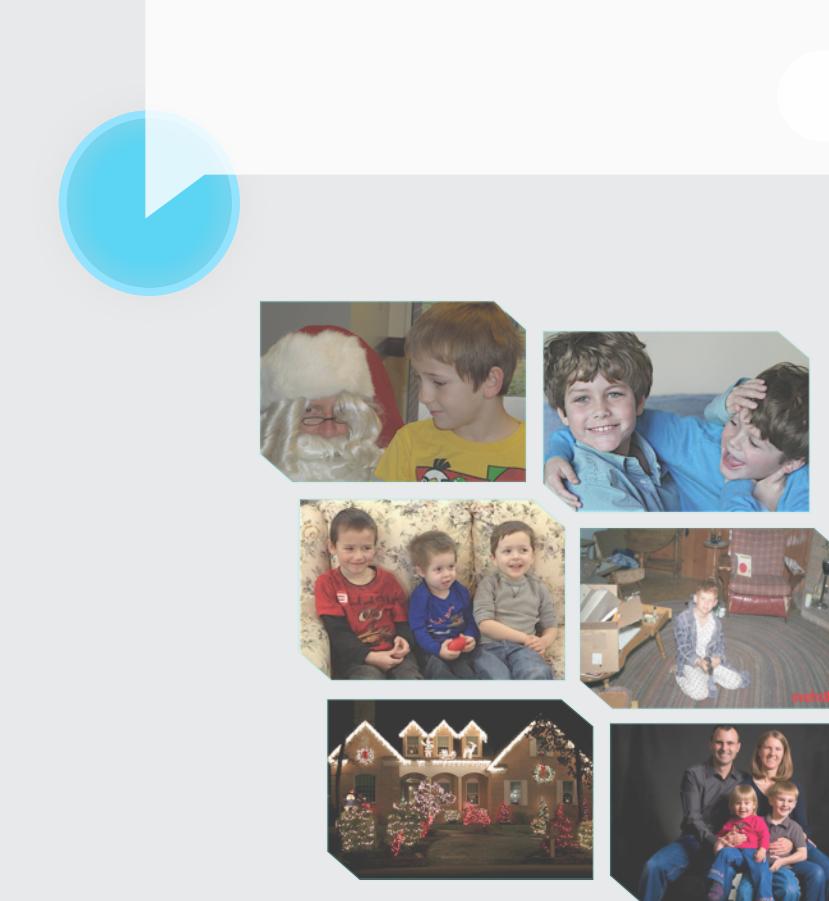
An advanced device with necessary capabilities like depth sensing camera, NFC capabilities etc.



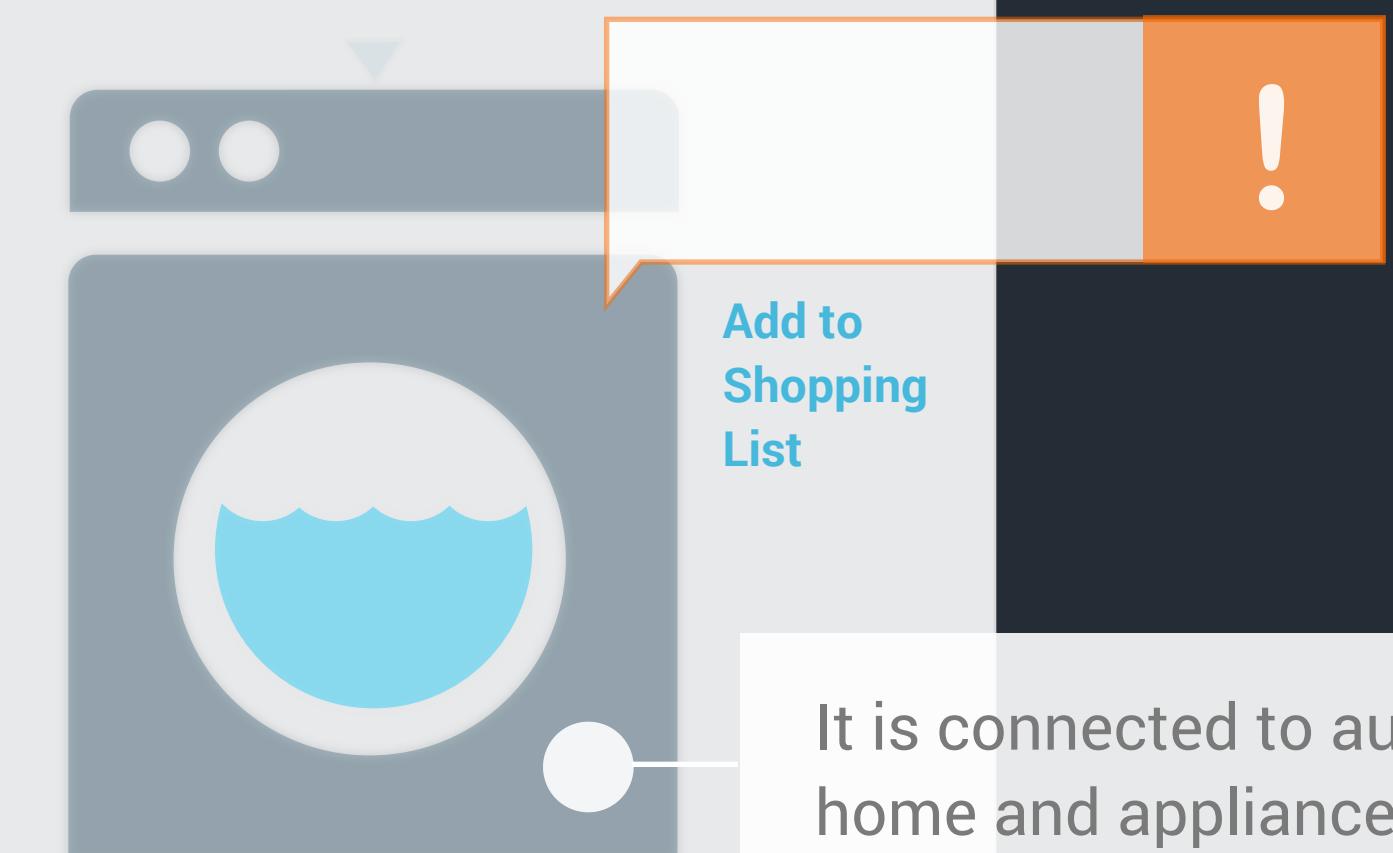
It can Talk.
It gives human type audio prompts and expressions to give you information about an upcoming event or give a suggestion or just update you with the status of an appliance.



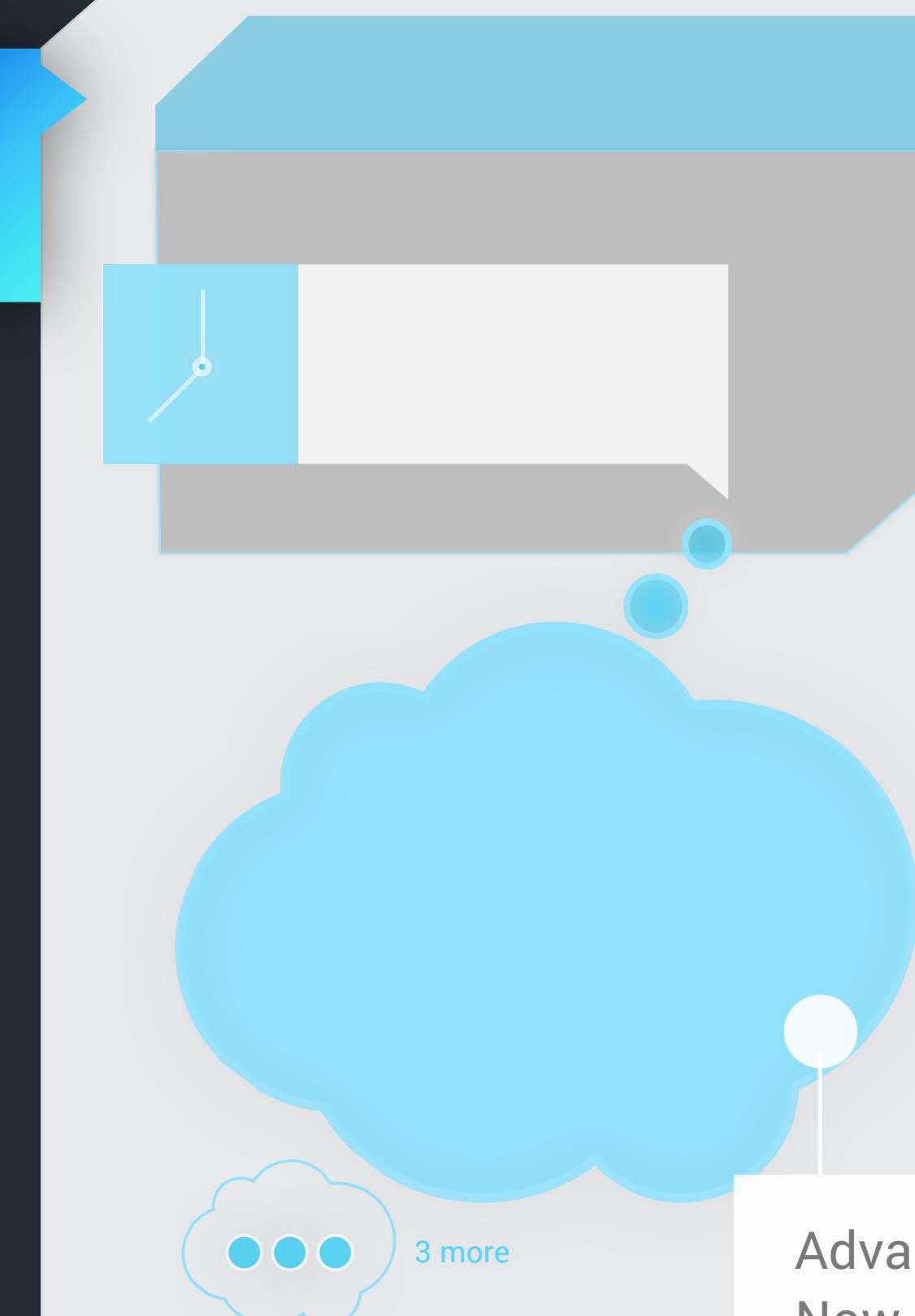
I connects to any display available like TV, digital photo frame and other appliances available



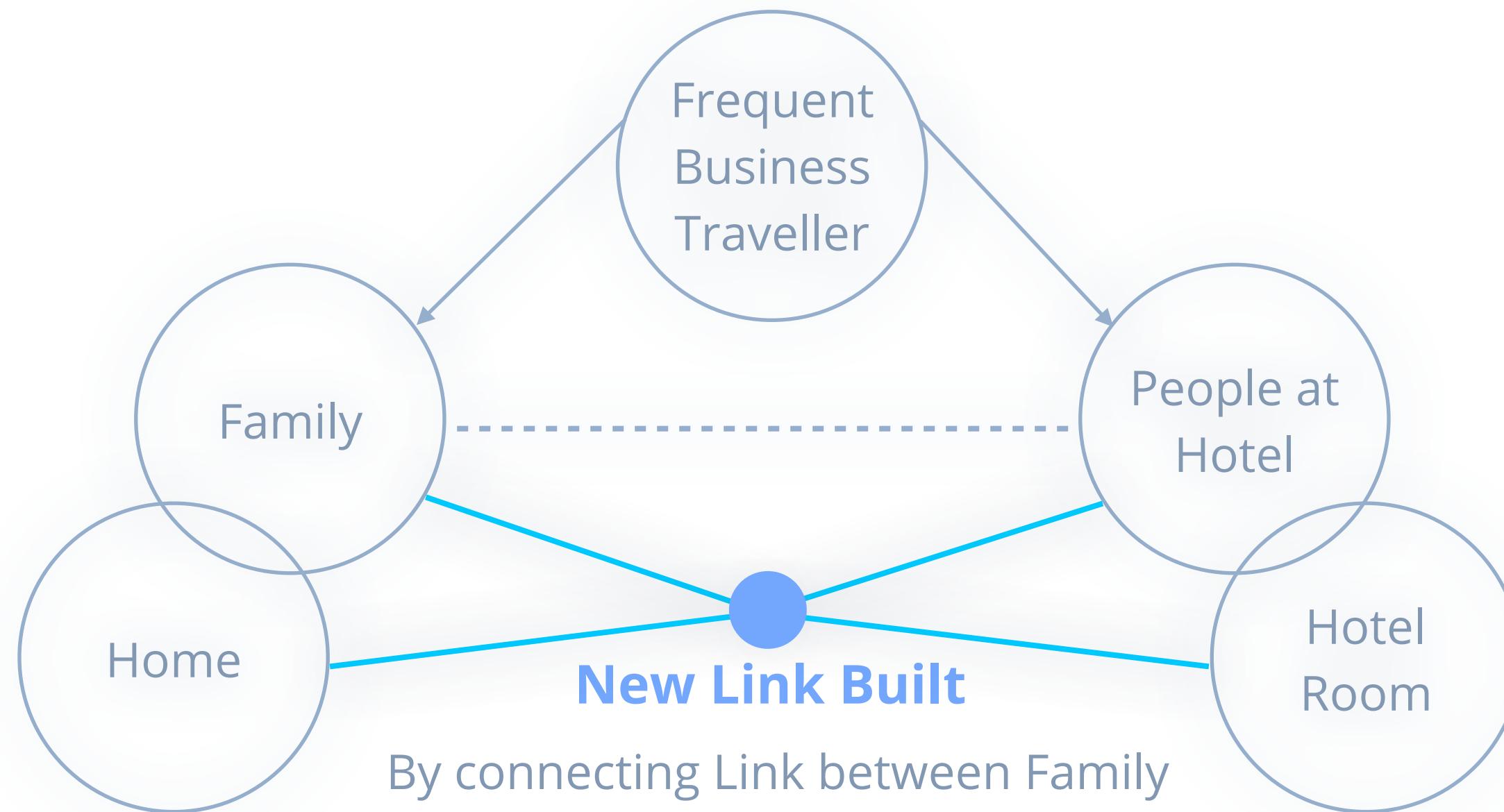
Gives suggestion based on its past experience.



Advanced version of Google Now. Anticipates and gives suggestions to users when required.
It knows the user and his/her family, has knowledge about past and upcoming events and understands the context.



Results of Googlemation



By connecting Link between Family
and Hotel we can try to bring
experiences of HOME @ HOTEL

**End user happy,
miss home little less
& stays Connected**

**Wife & Kids enjoy
presence of father
even when away**

**Hotels bother
clients Less, give
better service and
earn more \$**

-  MY ROLES **2/3 achieved**
-  FAMILY LOVE **7/9 achieved**
-  FAMILIARITY of space **4/7 achieved**
-  COMFORT **2/6 achieved**

Schedule & activities for each phase

Timeline and Plan for Design Execution in co-ordination with PM and Dev team		
week 1	User Research	Will perform user research with stake holders. (4-5 Families , Hoteliers along with Program Managers for few)
week 2		Share user Research feedback with Program Managers and Dev team
week 3	Initial Concept Generation & Quick prototypes	Brainstorm and ideate high level concepts
week 4		Do quick investigation for feasibility checks with dev team
week 5		Do high level validation of ideas with Users along with Program Managers (4-5 Families, Hoteliers)
week 6	Concept Finalization	Finalize Concepts and start detailing
week 7	Concept Detailing	Take regular feedback from Dev team, PMs and Users
week 8		Do UI and Feature level detailing, creating Wireframes and quick Visual Designs
week 9	Internal Team Reviews and User Testing	Conduct Reviews regular sessions with PMs and Devs
week 10		User testing of Wireframes and Visual Design (4-6 users)
week 11	Final Fit-Finish and Testing	Do incorporation of Feedback and UI Redlining and Fit-Finish
week 12		Testing and UI Bug fixing

3 months

