

YOUR STAY

₩ 83°F

Morning

Hybrid Hospitality & Residential Case Study

Project Objectives

We held seven virtual discovery sessions with the

hospitality team based in Miami, Florida. The

Discovery Workshop

& Mobile App

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Morning

- **Mission and Goals**
- Overview Learn more about your business, motivation and project goals. What is your motivation for creating the product? Which positive change should it bring about? Highlight property features within

Bring revenue

to the app

Guest User Journey

Share your thoughts on the guest user journey.

Excited

Pre-Arrival

Overview

Journey Step

Actions

they take?

points of

Feeling and

Opportunities

LIVE

Activities

We want to make it as easy for the guest to convenience and the app experience for all control **Goals**How is the product going to benefit the company? What are the business goals? Consolidate multiple Increase adoption of app

Highlight property

features and

services

Provide residents

make it a seamless

Improve

operationa

efficiencies

exciting for users

User Archetypes

PRIMARY

Guests,

Tenants

Condo

Condo

PRIMARY Office Tenants

Check-in

front desk in the lobby

directions/guida not before they arrive

Owners

Identify key characteristics of your target user archetypes. As a warm up, we will focus on the pains and gains for the guest archetype. Main Tasks Gains
What could enhance their experience? What are some obstacles they might face? What are they trying to achieve? control

view

entry to gym and common area

buzz in

guests

control

elevator

buzz in

guests

no front desk / no person to guide me

What are some obstacles they might face?

What are some obstacles they might face?

• create a personalized & delightful experience for users

• bring in revenue through the app

• limit amount of times users leave the app

pick up book view valet spa

check-

door

access

book

spa

check-

out

elevator

contact front

control

access

pay

rent

drop off car

exploring

Excited and anjoying thamselves

promote restaurants

STAY

Condo Tenant &

Hotel Guest

journey if they are unhappy

elevators -touchless

curious about what to expect

busy

relaxed

- cctv footage What are they trying to achieve? cctv footage contro
 - buzz in
- Check-out
 - hurry (have to travel)

WORK

Office Tenant

amenities on-site. They want

and access to food and

privacy to work but also socialize

beverage during and after work

hours. Being on time is important.

"I hope I have everything I need to

work for the day and I know where

"I'm excited to try out the new

office space and learn about the

I'm going."

new features."

Smart Home features will be broken out by Hotel Guest and Non Hotel Guest

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Hotel side uses Alice for guest facing messaging platform

MH to discuss how to handle Work Orders for condo tenant

The form will be dynamic for Hotel Guests and Condo Tenants

MH discussed having a public advisor on the property to field requests and

Notes

Post Stay curious to go back excited Three out of four primary archetypes were explored during the discovery workshop. Secondary archetypes involve visitors and locals, restaurant

What could enhance their experience?

What could enhance their experience?

Condo Owner

Archetype Description

Primary Archetypes

guests, event and banquet attendees and social club members and guests.

The condo owners are not Hotel guests and condo tenants Office tenants are looking for a expected to visit the property. want to feel like they live there unique office space to conduct Their intention of purchasing their during their stay and enjoy all business, enjoy the relaxed luxury amenities offered. They property was to join a home atmosphere, and explore the

are looking for a personalized

relaxation and entertainment.

They are also willing to spend

They expect excellent service

and high quality experiences.

more on experiences and tend to

have a general plan for their day.

"I'm not sure what to expect for my

stay and it's making it hard to plan."

"I'm looking forward to relaxing

and enjoying some luxurious

the heart of Miami."

Integrations

Interested in TKE.

Assa Abloy for access and hardware

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Assa Abloy for access and hardware

Assa Abloy for access and hardware

N/A - No integrations necessary

N/A - No integrations necessary

N/A - No integrations necessary

TBD look at integrations for the different

MH interested in platform or service like

LOCAL

AUTHENTIC

SELECT AN EXPERIENCE

Nation of the state of the stat

SELECT AN EXPERIENCE

Intercom or Zendesk for a chatbot

Alice (Hotel)

Alice (Hotel)

PW Forms Module

amenities and entertainment in

experience with privacy,

- - sharing program and they are looking for an easy way to manage their account. High quality service is important for
 - **Excitement and Concerns** "Worried about security, safety and the overall management of my property when guests are staying." "Excited to have guests stay and

start earning some extra income!"

a glimpse into some

Feature

Access Property

Access Keyless Elevator

Keyless Entry to Unit

Onboarding Tutorial

Contact Front Desk

App Feedback

Access Gym

Category

Smart Home

Onboarding

Guest Services

earning trust and they will look to

the app for any communication

regarding questions or support.

MVP Features

property with their mobile device

elevator with their mobile device

gym with their mobile device

Guests and Condo Tenants

keyless entry with their mobile device

Hotel Guests and Condo Tenants will be able to access the

Hotel Guests and Condo Tenants will be able to access the

Hotel Guests and Condo Tenants can open their units using

Hotel Guests and Condo Tenants will be able to access the

Onboarding tutorial of primary app features for Hotel

Description

- Contextual Onboarding **Guests and Condo Tenants** In-app tutorial for specific use cases to help Hotel Guests How To Use Tutorial and Condo Tenants use the app. For example, a video recording navigating through the app. Form for Hotel Guests and Condo Tenants to request a Request Work Order work order via the guest messaging platform Work Order Status Check work order status Directory list of departments to contact for questions Front Desk Directory
- Contextual onboarding of primary app features for Hotel Form to contact the front desk

 - Form to submit feedback about the app experience
- Design Deliverables Moodboard
- The creation of the moodboard allowed me to collect inspiration for the new project, get to know their brand and sketch out some pattern ideas to potentially incorporate into future designs. It was a segue between initial thoughts when approaching their brand and the first draft of the project.

TRANSFORMATIVE

ENGAGING Primary User Flows Condo Owner, Condo Tennant, Hotel Guest

only three primary users were explored during the discovery phase

Stay D-

- Visual Design Comps Condo Owner, Condo Tenant, Hotel Guest **EXPERIENCE** Miami made different

YOUR STAY

PROMOTIONS

Sip back and relax

LIVE DIFFERENT

Morning

Discover an amenity Q Search by keyword Boxing Ring with Punching Bag 0 0 Calendar October

28 29 30 31

Taco Tuesday July 6, 2021 • 2:00-3:30PM

Pool Party

AUGUST

Taco Tuesday

DISCOVER A lifestyle of choice

Q Search by keyword

PROMOTIONS

AMENITIES

Sip back and relax

What would you like to do today?

July 7, 2021 • 2:00-3:30PM

PLAY

DISCOVER

PROMOTIONS

AMENITIES

CALENDAR

Sake Tasting

WHAT'S HAPPENING

City Council Meeting

Sip back and relax

A lifestyle of choice What would you like to do today?

> Find an event Dolce Mercato Happy Hour Karaoke by the Pool Karate Kids Mezcal Tasting CALENDAR June 4, 2022 • 7:00-8:00PM

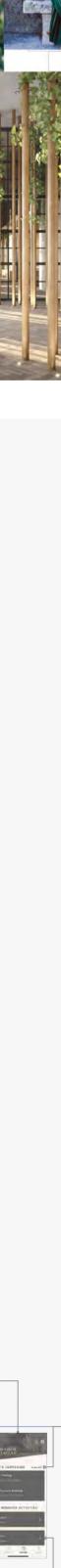
> > City Council Meeting

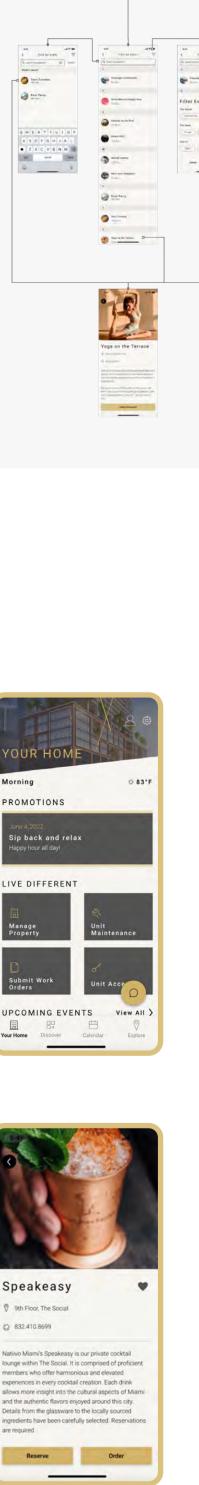
- Boxing Ring with Punching Bag Filter Amenities Private Good for kids 8
- Discover an amenity Free) UNLOCKING Hold the device up to the reader and wait for your door to unlock. Mobile ID: 84449 76938
- Find an event Filter Events The Social Good for kids Happy Hour > Private Good for kids Class Free

Smart Keys

Morning

Find an amenity Q Search by keyword 8 0 QWERTYUIOP ASDFGHJKL ★ Z X C V B N M 图 8 Find an event Q Search by keyword Pool Party QWERTYUIOP ASDFGHJKL ◆ Z X C V B N M ⊗ SUCCESS! You may enter and open the door Enjoy your stay! Mobile ID: 84449 76938





PROMOTIONS

Sip back and relax

LIVE DIFFERENT

Speakeasy 9th Floor, The Social

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WELL-ROUNDED ACTIVITIES Classes 5805 5005 Thank you for your time!