

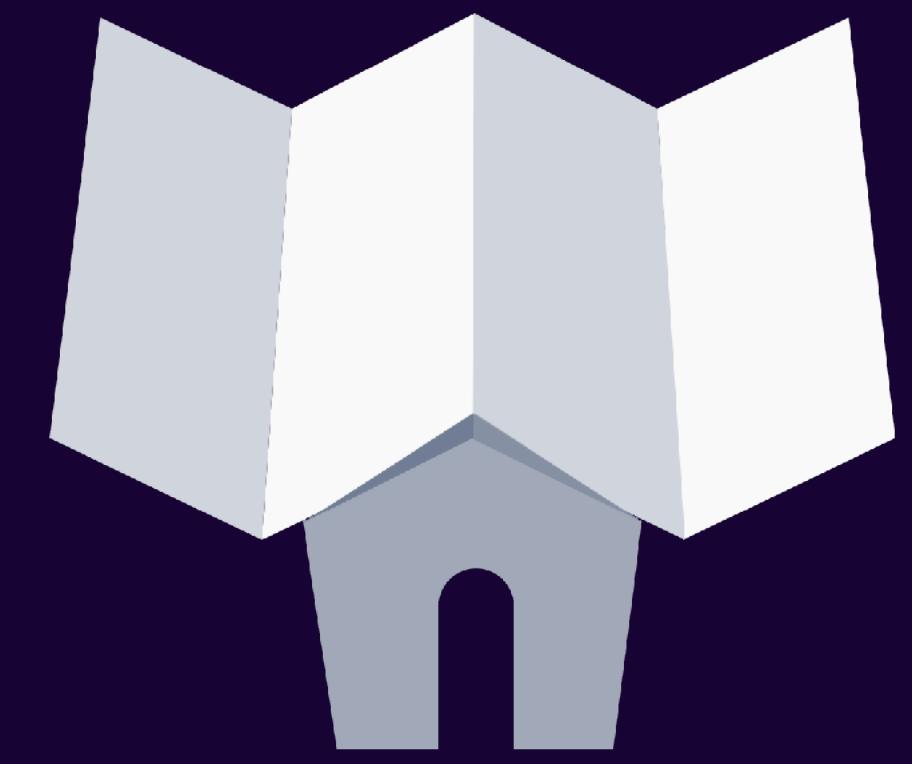
wave

mHCI Capstone // 2017









LEND

wave

mHCI Capstone // 2017

The team



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PROJECT MANAGER

Our brief

What is Lenda?

Our design process

Presenting Lenda

Making Lenda a reality



Our client

Pereira & Filhos Investimentos purchased the Gorgulho Hotel in the Lido neighborhood of Funchal. After a complete renovation and rebranding, it has reopened as Tiles Madeira Hotel.



Project brief

Introduce interactive technologies to maximize hotel efficiency, improve the guest experience, and increase hotel revenue.



A photograph of a coastal town built on a hillside overlooking the ocean. The town features several modern, multi-story buildings with colorful facades and red roofs. A paved road leads from the foreground towards the town, ending at a rocky coastline where small boats are visible. The sky is overcast with a mix of blue and grey clouds.

What is Lenda?

// WHAT IS LENDA?

Lenda is a service that connects hotel guests to unique local recommendations from hotel staff, enabling guests to explore the island and better connect with their hosts.

// WHAT IS LENDA?

How it works

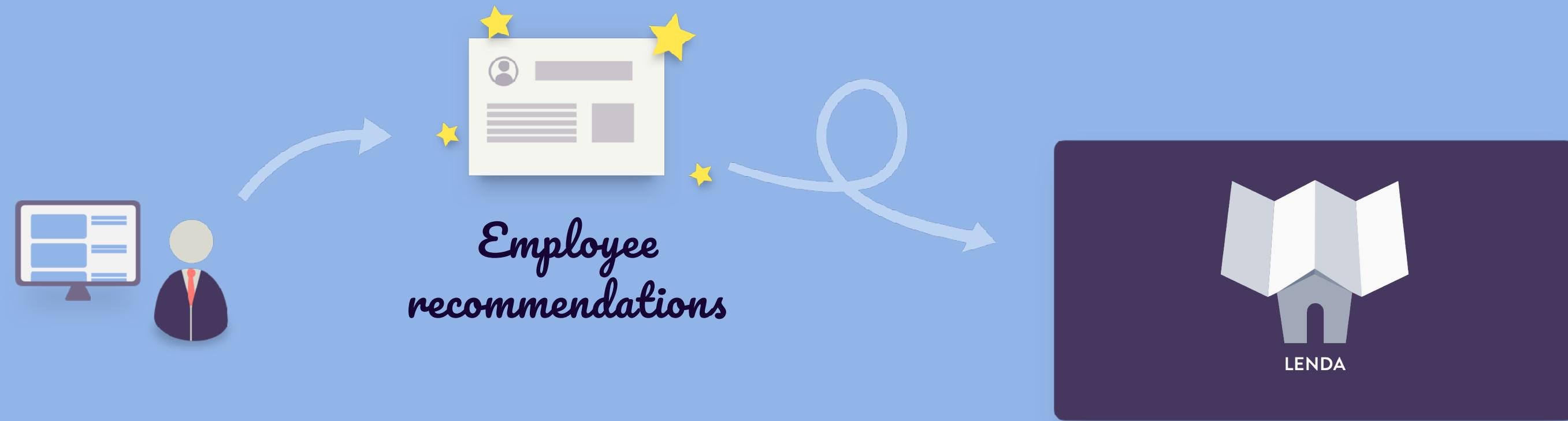
// WHAT IS LENDA?

How it works



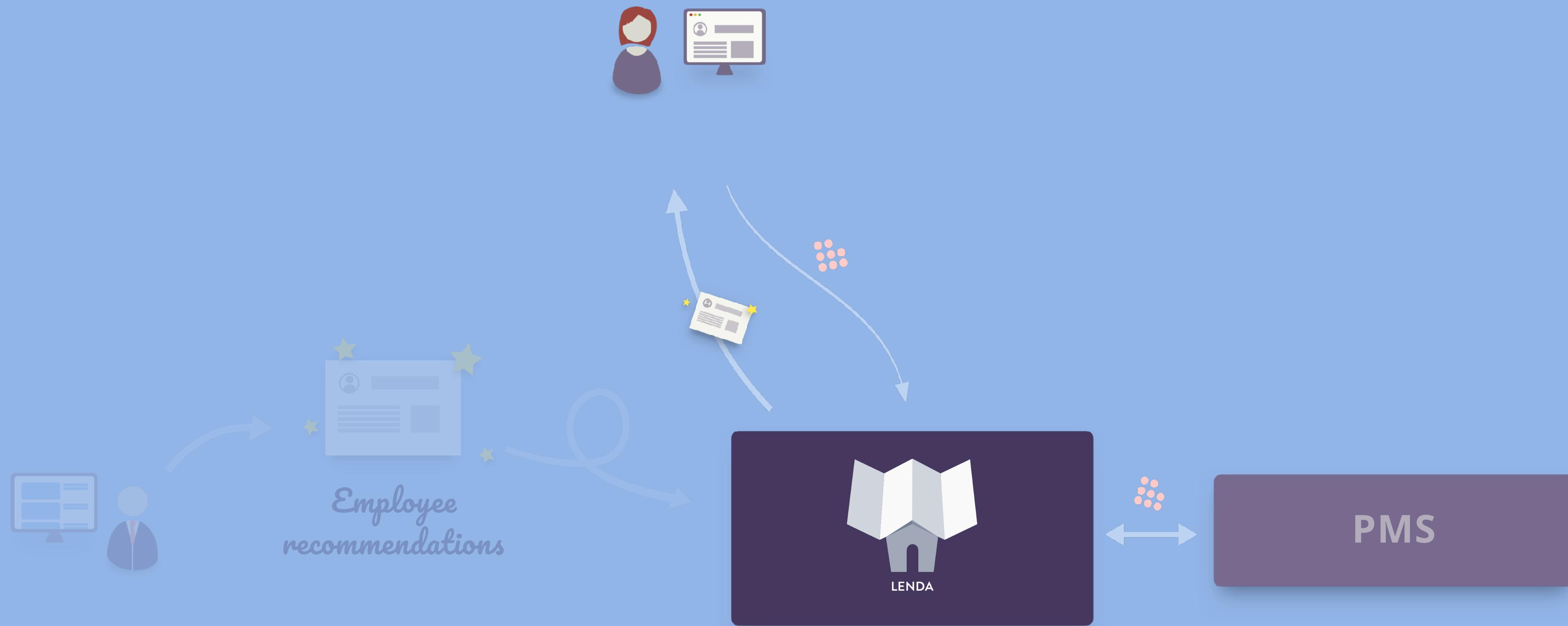
// WHAT IS LENDA?

How it works



// WHAT IS LENDA?

How it works



// WHAT IS LENDA?

How it works



// WHAT IS LENDA?

How it works



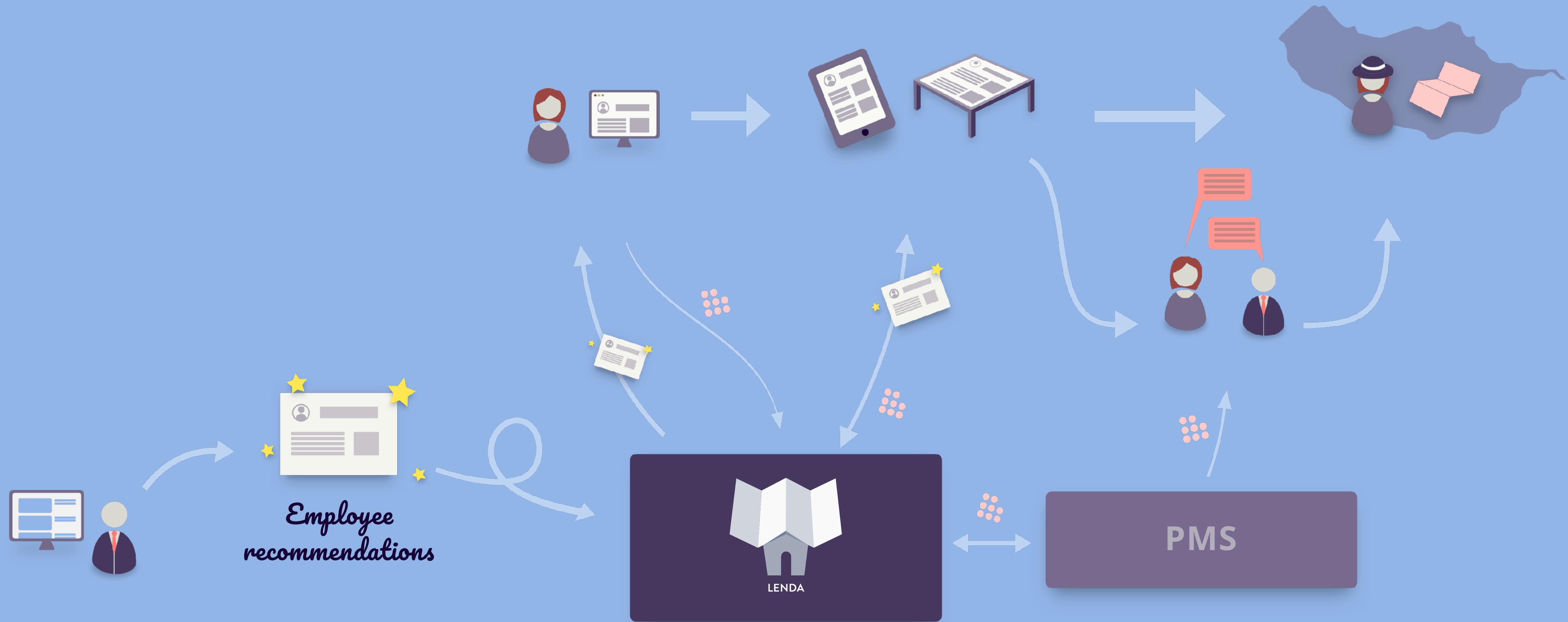
// WHAT IS LENDA?

How it works



// WHAT IS LENDA?

How it works

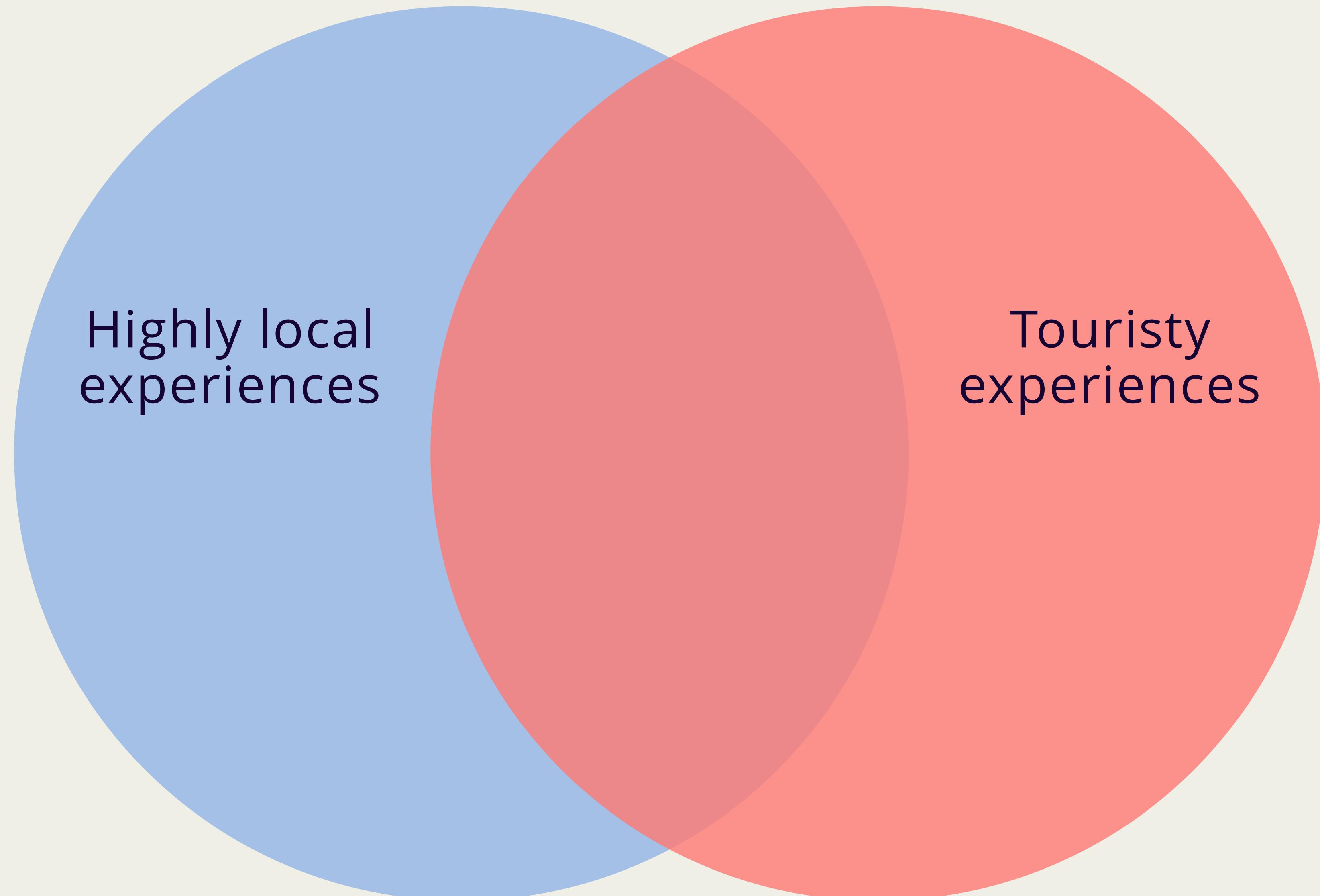


But what makes a good recommendation?

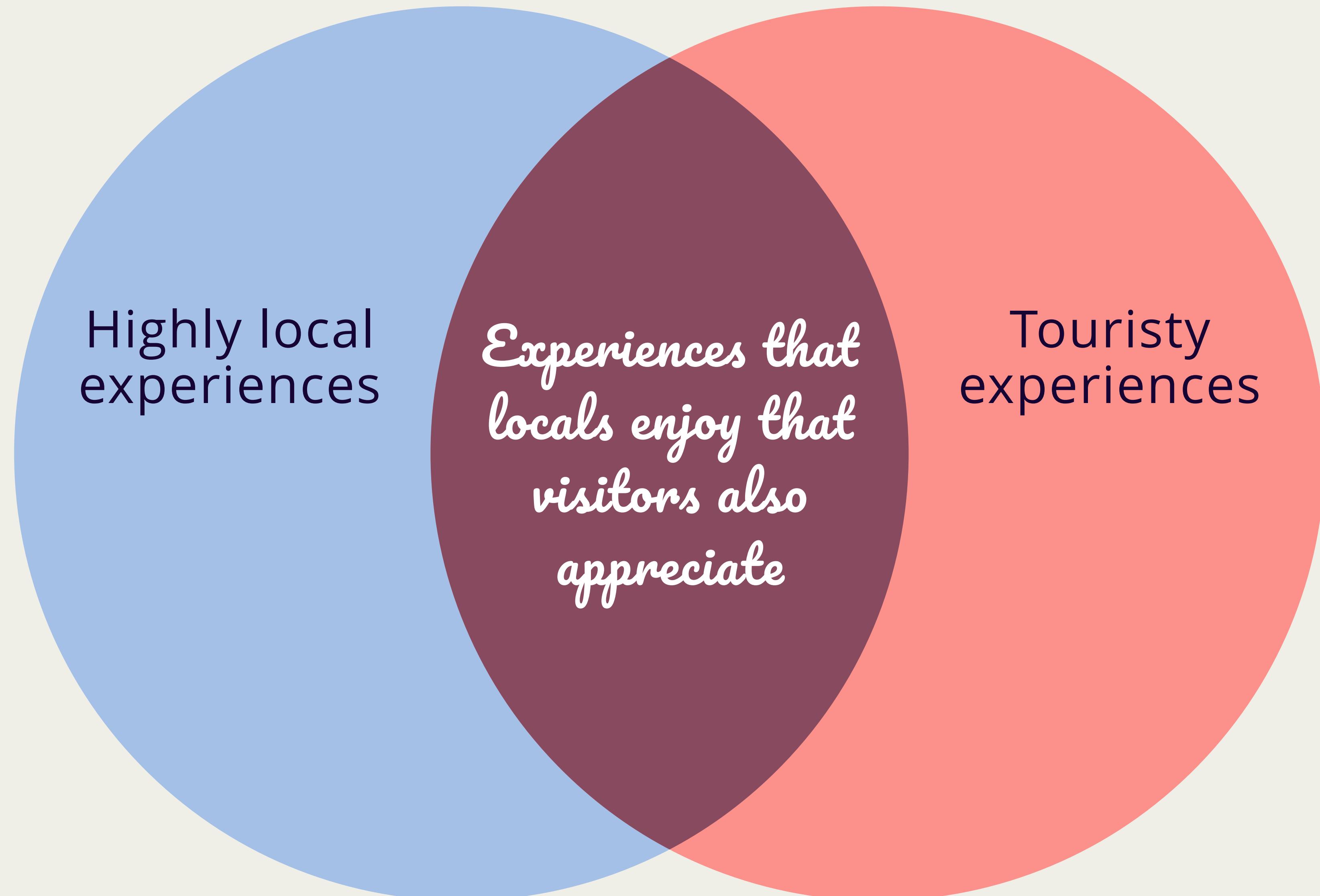


Highly local
experiences

But what makes a good recommendation?

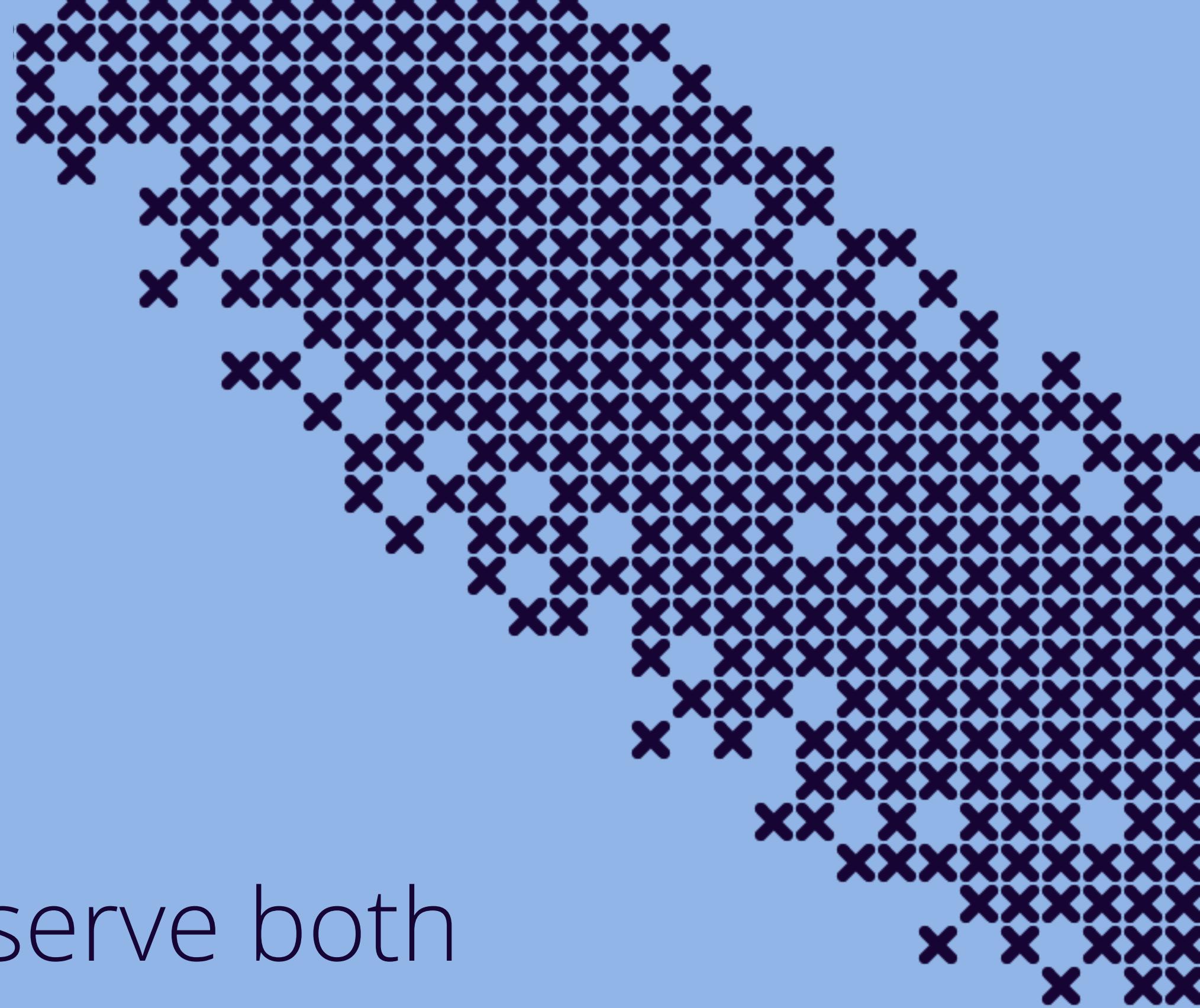


But what makes a good recommendation?



Lenda is a service with two users:
hotel guests and hotel staff.

For Lenda to succeed, it will need to serve both
of those users, meeting their needs with simple,
intuitive, and pleasurable interactions.



Hotel guests

Value proposition

- Unique local recommendations
- Opportunity for follow-up and personal connection
- Logistical support from staff



Hotel guests

Value proposition

- Unique local recommendations
- Opportunity for follow-up and personal connection
- Logistical support from staff

Experience needs

- Quick orientation in the interface
- Ability to support multiple travel styles
- Easy high-level browsing with the ability to go deep into details and logistics



Hotel staff

Value proposition

- Helps staff connect with guests over shared interests
- Reduces time needed to go over options with guests
- Elevates staff as local experts



Hotel staff

Value proposition

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Experience needs

- Fit easily into existing workflows
- Make it easy and fun to contribute
- Provide a sense of control and ownership



Our design process



Three steps to working with staff



Initial interviews

With staff members in various
guest-facing roles

Three steps to working with staff



Initial interviews

With staff members in various guest-facing roles



Codesign session

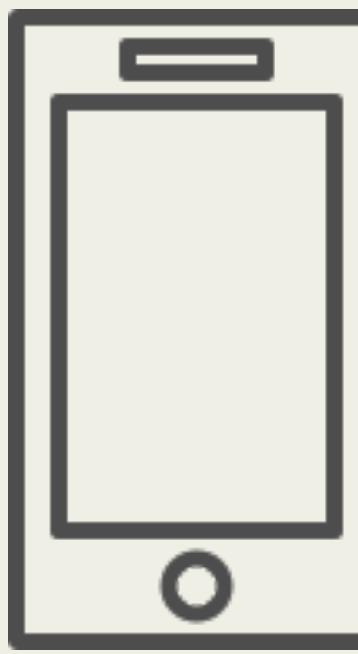
With three staff members to learn how they thought about sharing personal information with guests

Three steps to working with staff



Initial interviews

With staff members in various guest-facing roles



Codesign session

With three staff members to learn how they thought about sharing personal information with guests



Experience prototype

To see what kinds of recommendations staff members would provide and how a new process could fit into their existing workflows

Step 1: Initial interviews

Staff members enjoy sharing with guests

They liked the idea of sharing their personal interests with guests, but weren't sure how much guests would want to know.



Step 2: Codesign session

Staff members enjoyed collaboration, both with each other and guests

This suggested that our service could support collaborative planning, information-sharing, and connection.



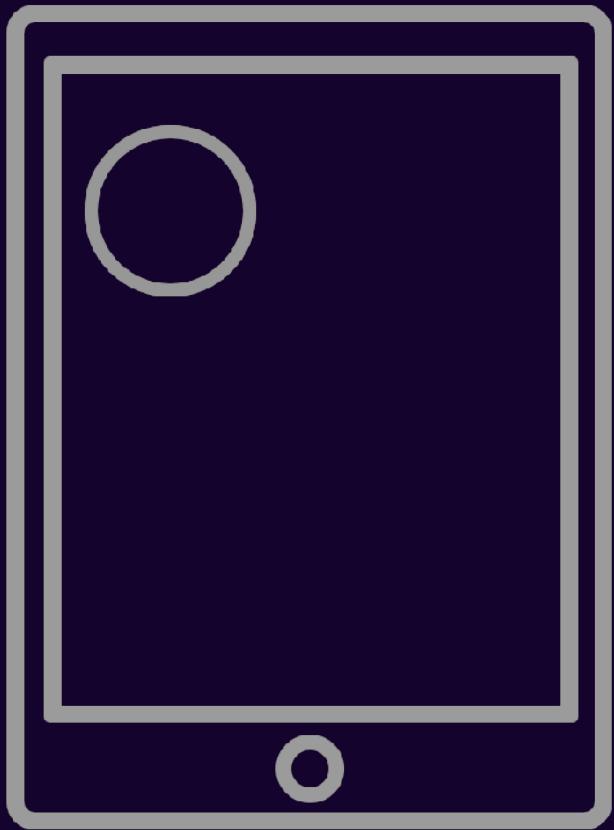
Step 3: Experience prototype

The role of the staff member in the hotel influences how easy it is for them to add content

Reception staff, for instance, had more time to dedicate to creating content than restaurant staff.



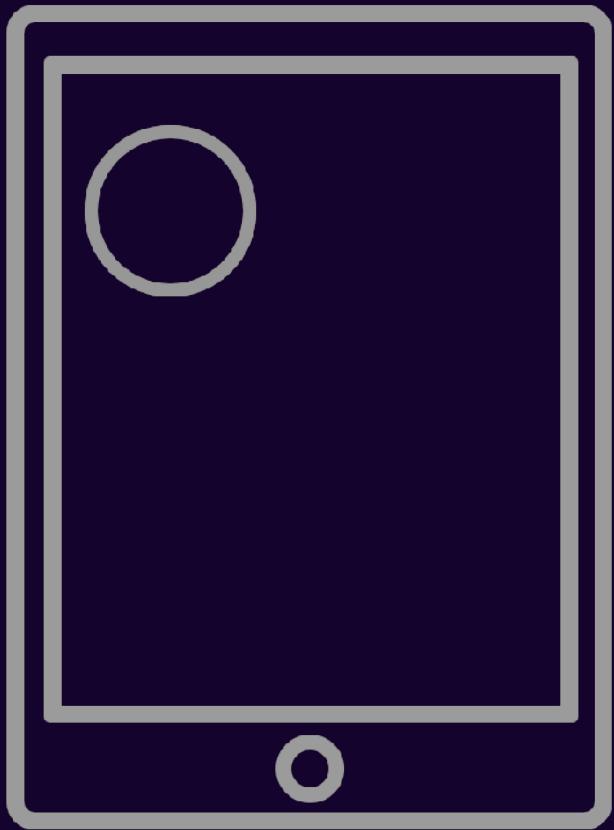
Three phases of the guest-facing prototype



Rough prototypes

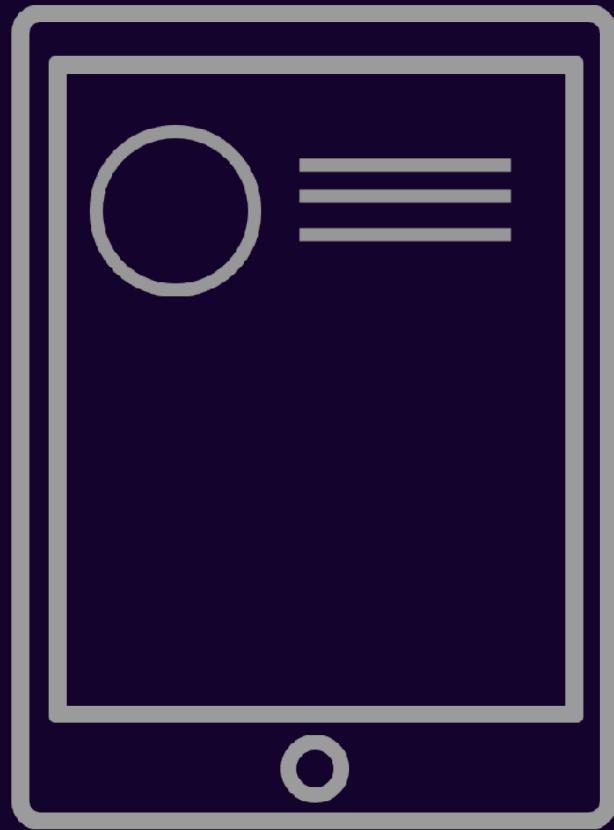
Think-alouds with recent
travelers

Three phases of the guest-facing prototype



Rough prototypes

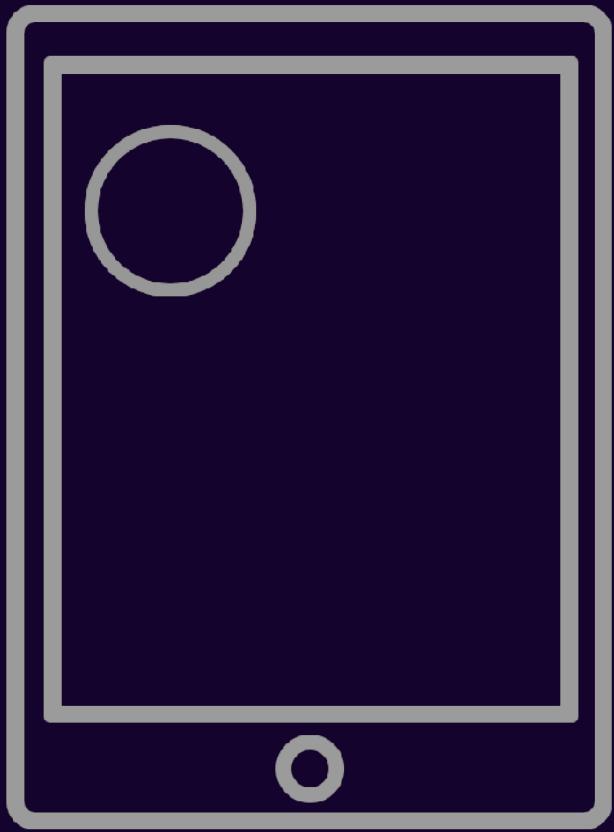
Think-alouds with recent
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Mid-fi prototypes

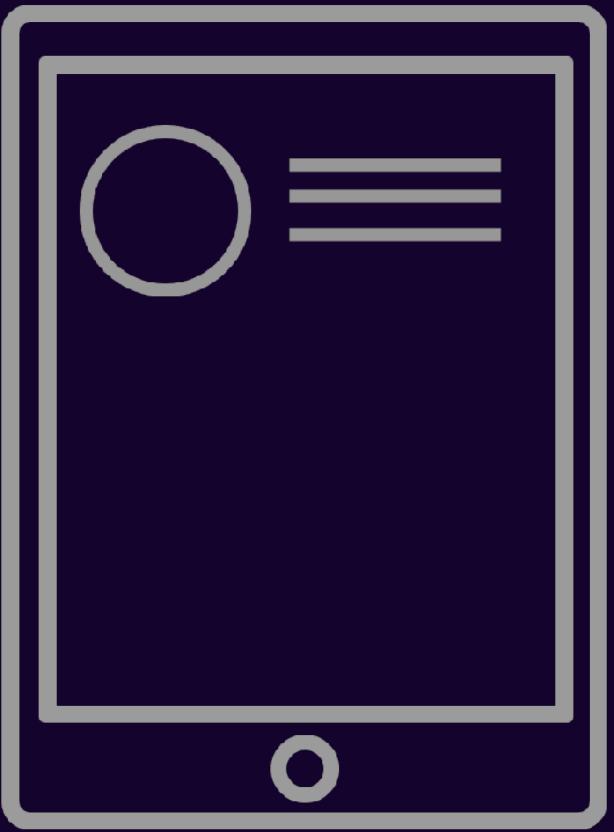
Moderated testing with hotel
guests

Three phases of the guest-facing prototype



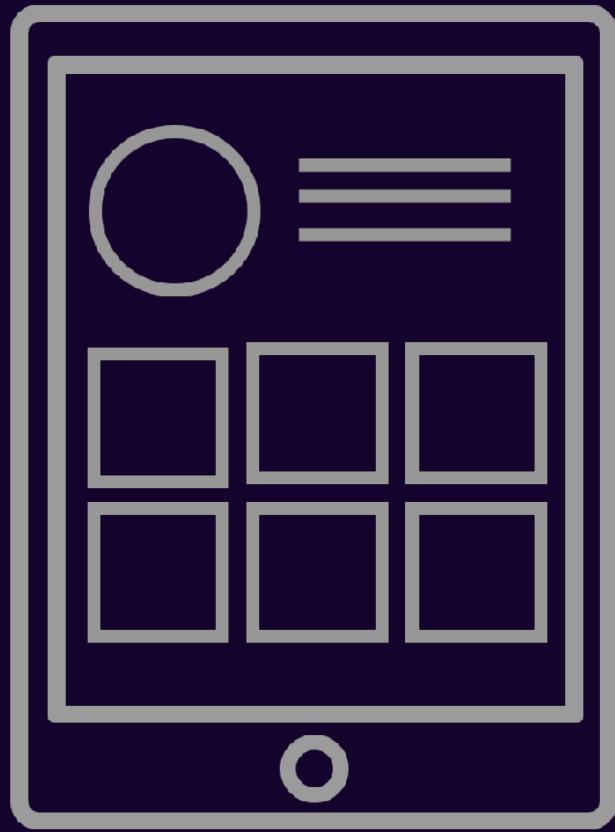
Rough prototypes

Think-alouds with recent
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Mid-fi prototypes

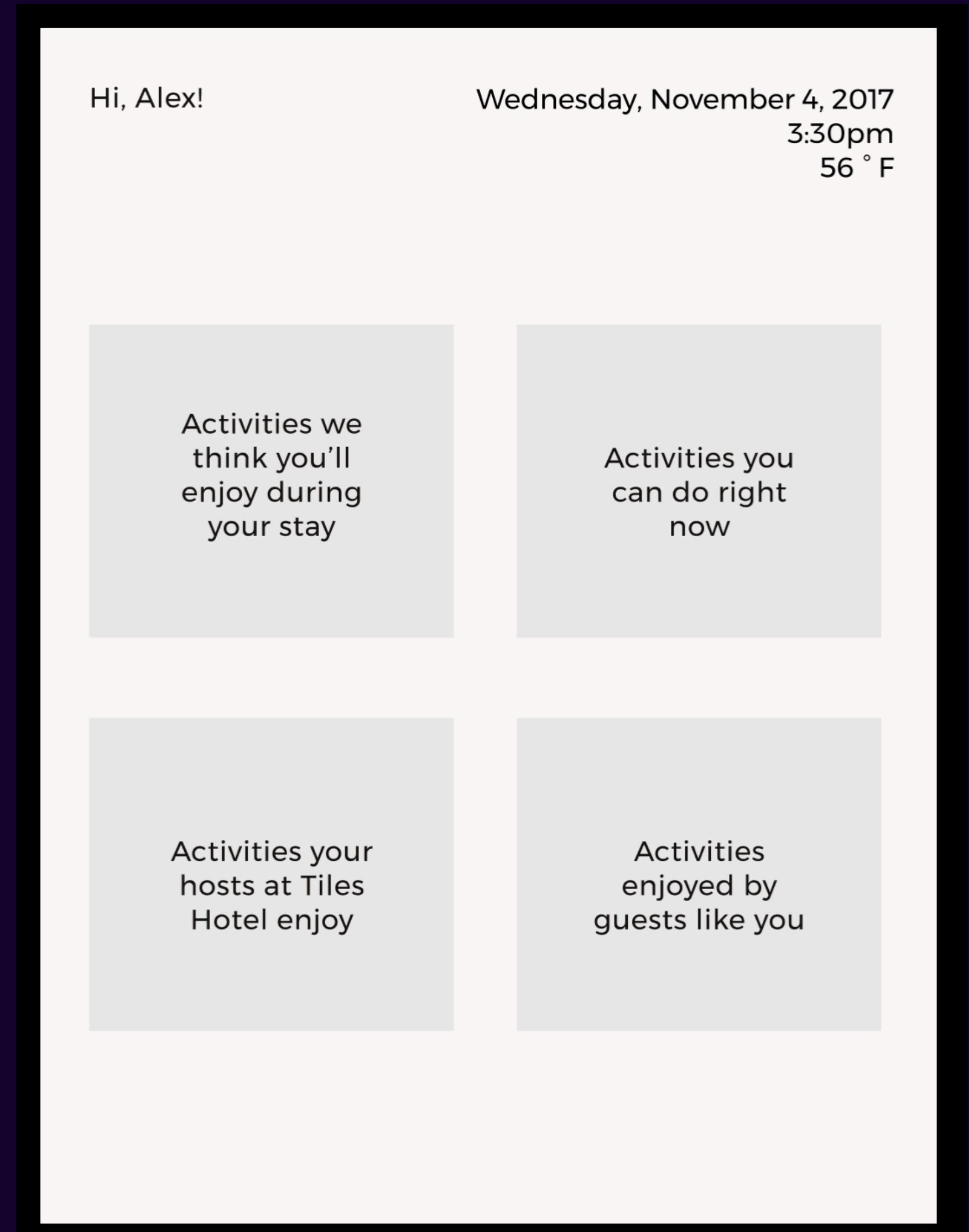
Moderated testing with hotel
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Hi-fi prototype

Presenting Lenda

Rough prototype: think-alouds with recent travelers



Rough prototype: think-alouds with recent travelers

Travelers assess recommendations by looking at contextual information

"When I look online, I make sure to read blog posts and look at pictures of the people doing it. That way I can figure out out if we're likeminded."

Wednesday, November 4, 2017

3:30pm

56 ° F

Activities you
can do right
now

Activities your
hosts at Tiles
Hotel enjoy

Activities
enjoyed by
guests like you

Rough prototype: think-alouds with recent travelers

Travelers assess recommendations by looking at contextual information

"When I look online, I make sure to read blog posts and look at pictures of the people doing it. That way I can figure out out if we're likeminded."

Recommendations from local staff members are highly appealing

"Oh, I bet she would know some really good places to eat. I never trust TripAdvisor for food recommendations."

Activities your hosts at Tiles Hotel enjoy

Activities enjoyed by guests like you

Rough prototype: think-alouds with recent travelers

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Giving users greater control over their experience may build trust

"I think I would rather set my own preferences so that I see the stuff I really want to see, not what the system wants me to see."

Rough prototype: think-alouds with recent travelers

Travelers assess recommendations by looking at contextual information

"When I look online, I make sure to read blog posts and look at pictures of the people doing it. That way I can figure out out if we're likeminded."

Travelers want to see the map!

"First I'd make a list of everything that looks interesting, then I'd look at it on a map so I can see what I can do in a day."

Recommendations from local staff members are highly appealing

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Mid-fi prototype: moderated testing with hotel guests

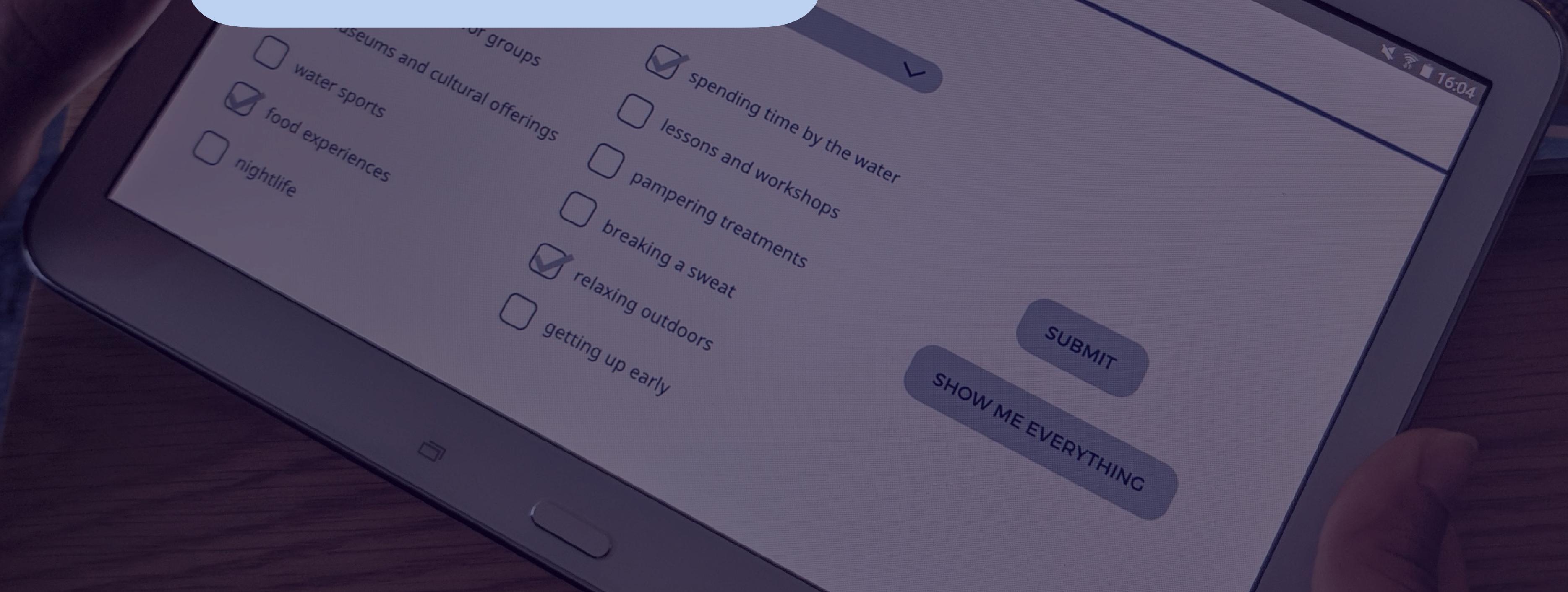


Mid-fi prototype: moderated testing with hotel guests

Guest insights

Users derived a lot of value from the prototype

"You just inspired my day!
Thanks a lot!"



Mid-fi prototype: moderated testing with hotel guests

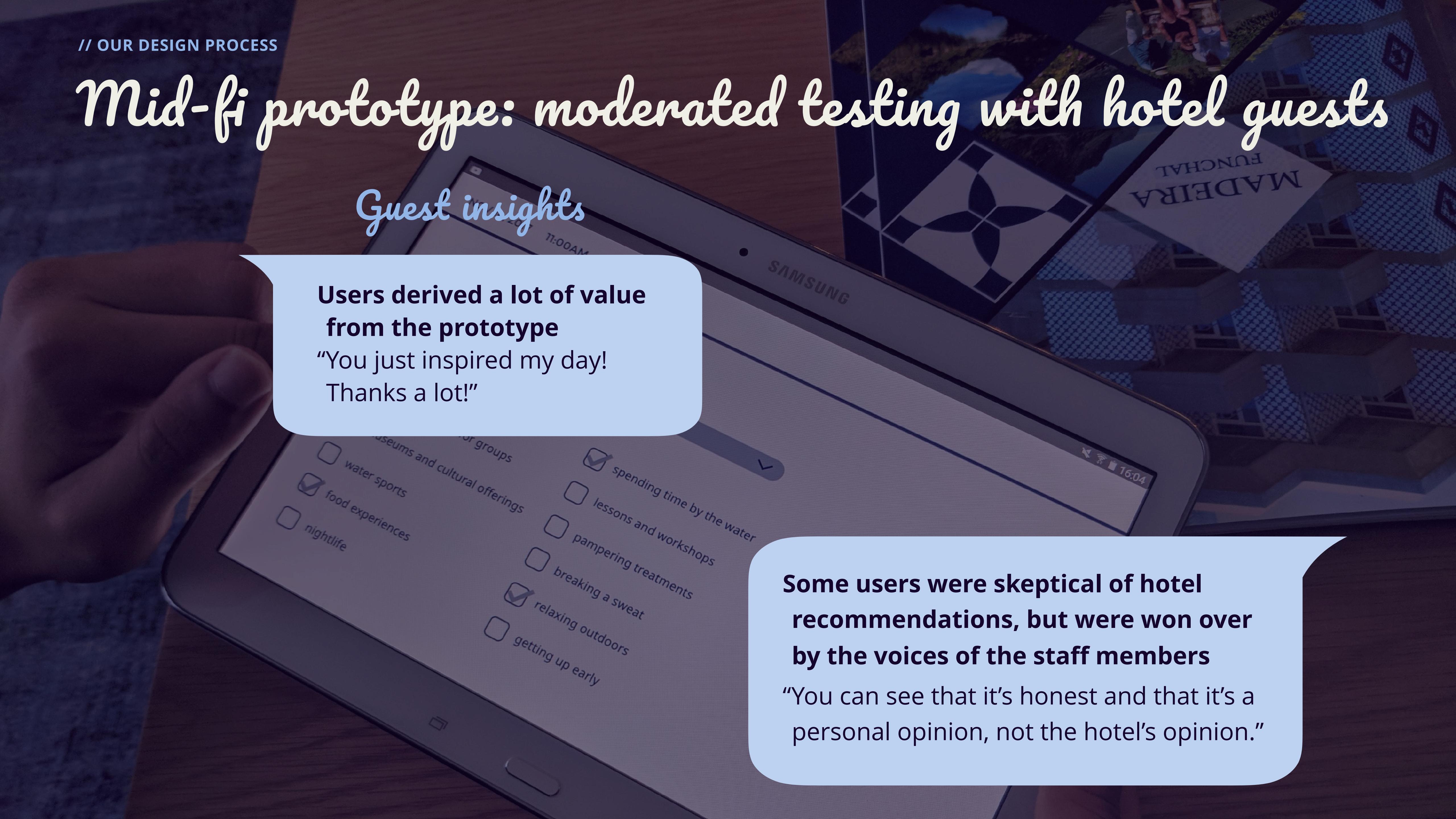
Guest insights

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Some users were skeptical of hotel recommendations, but were won over by the voices of the staff members

"You can see that it's honest and that it's a personal opinion, not the hotel's opinion."



Mid-fi prototype: moderated testing with hotel guests

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All three forms of content—profiles, maps, and categories—were useful

Different modes of interaction were useful at different points in the guest's planning process.

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Mid-fi prototype: moderated testing with hotel guests

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Staff insights

Facilitating ownership is hugely important for staff satisfaction

After reviewing their content, several staff members had detailed corrections and additions they wanted to make.

Some users were skeptical of hotel recommendations, but were won over by the voices of the staff members

"You can see that it's honest and that it's a personal opinion, not the hotel's opinion."

Presenting Lenda

// PRESENTING LENDA



Staff-facing prototype

Profile creation

1 2 3

My name is
First and last name

At Tiles Madeira I work as
Your job

I am from the town of
Name of home town

I have lived in Madeira for
Years in Madeira

I speak...

caption
caption
caption
caption
caption

Your personal profile
Upload a picture, and tell us a bit about yourself, as well as the languages you speak!

Creating recommendations

The image shows a tablet displaying the LENDA app interface. The top navigation bar includes a logo, 'My dashboard' (which is underlined), 'Recommendations', and 'My account'. Below this, a profile section for 'Adao' (Front desk at Tiles Madeira) is shown, featuring a circular profile picture of a man with glasses and a beard. The main content area is titled 'Getting started' and contains four cards:

- In Funchal**: An image of a cable car with a large white plus sign in the center.
- Perfect Day**: An image of a cable car above a city, with the text 'Tell us about your ideal day in Madeira.'
- Outside Funchal**: An image of a coastal town with mountains in the background, with the text 'Where would you recommend a guest go outside of the city?'
- Food and dining**: An image of a barbecue grill with meat, with the text 'What are some of your favorite restaurants, bars, and cafés?'

At the bottom, a section titled 'My recommendations' shows a preview of a photo of various pastries.

Managing content

The image shows a smartphone displaying the LENDA app interface. The top navigation bar includes a logo, 'My dashboard', 'Recommendations' (which is underlined), and 'My account'. On the left side of the screen, there is a search bar with a magnifying glass icon and three user profile cards: Ana, Marco, and Dorita. Below the search bar, there are six content items arranged in a grid:

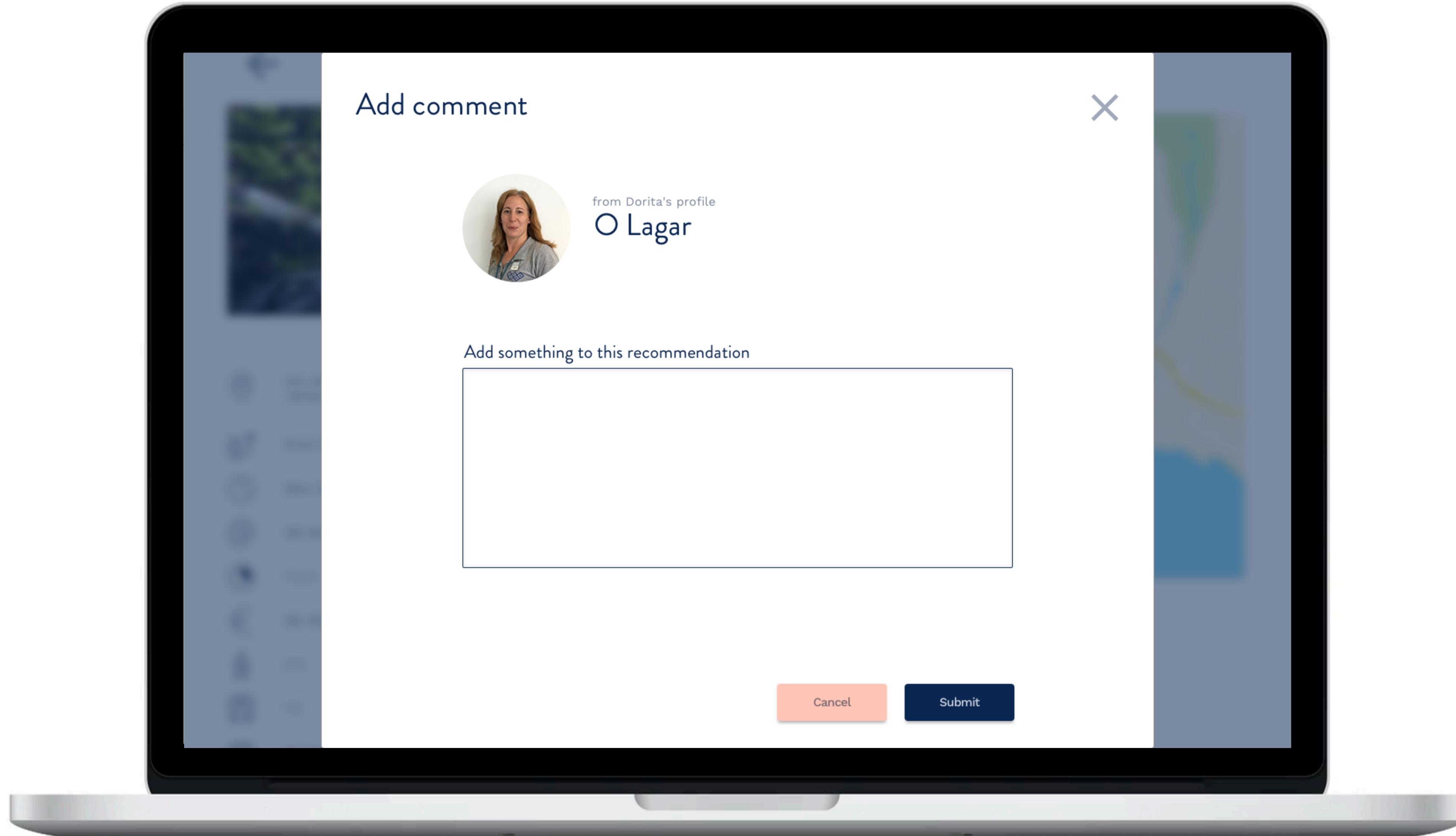
- Jeep tour**: An image of a blue jeep on a beach, with a description: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ullamcorper est id".
- Botanical gardens**: An image of a lush green garden, with a description: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ullamcorper est id".
- Restaurant O Lagar**: An image of a restaurant interior with hanging decorations, with a description: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ullamcorper est id".
- Seixal beach**: An image of a coastal town built on a rocky cliff, with a description: "Lorem ipsum dolor sit amet, consectetur adipiscing elit.". This item has a red 'X' icon at the bottom right.
- Canical**: An image of a coastal landscape with a large rock formation, with a description: "Lorem ipsum dolor sit amet, consectetur adipiscing elit.". This item has a red 'X' icon at the bottom right.
- Sete Mares**: An image of a bright orange juice in a glass, with a description: "Lorem ipsum dolor sit amet, consectetur adipiscing elit.". This item has a red 'X' icon at the bottom right.

To the right of the content grid, there are three sections: "Yours or everyone's?", "What kind of content?", and "Which colleagues?".

- Yours or everyone's?** includes buttons for "My content" and "Colleagues' content".
- What kind of content?** includes buttons for Funchal, Dining, Nightlife, Outdoors, Relaxed, Quick, Bad weather, and Events.
- Which colleagues?** includes profile cards for Sara, Kelly, and Laura.

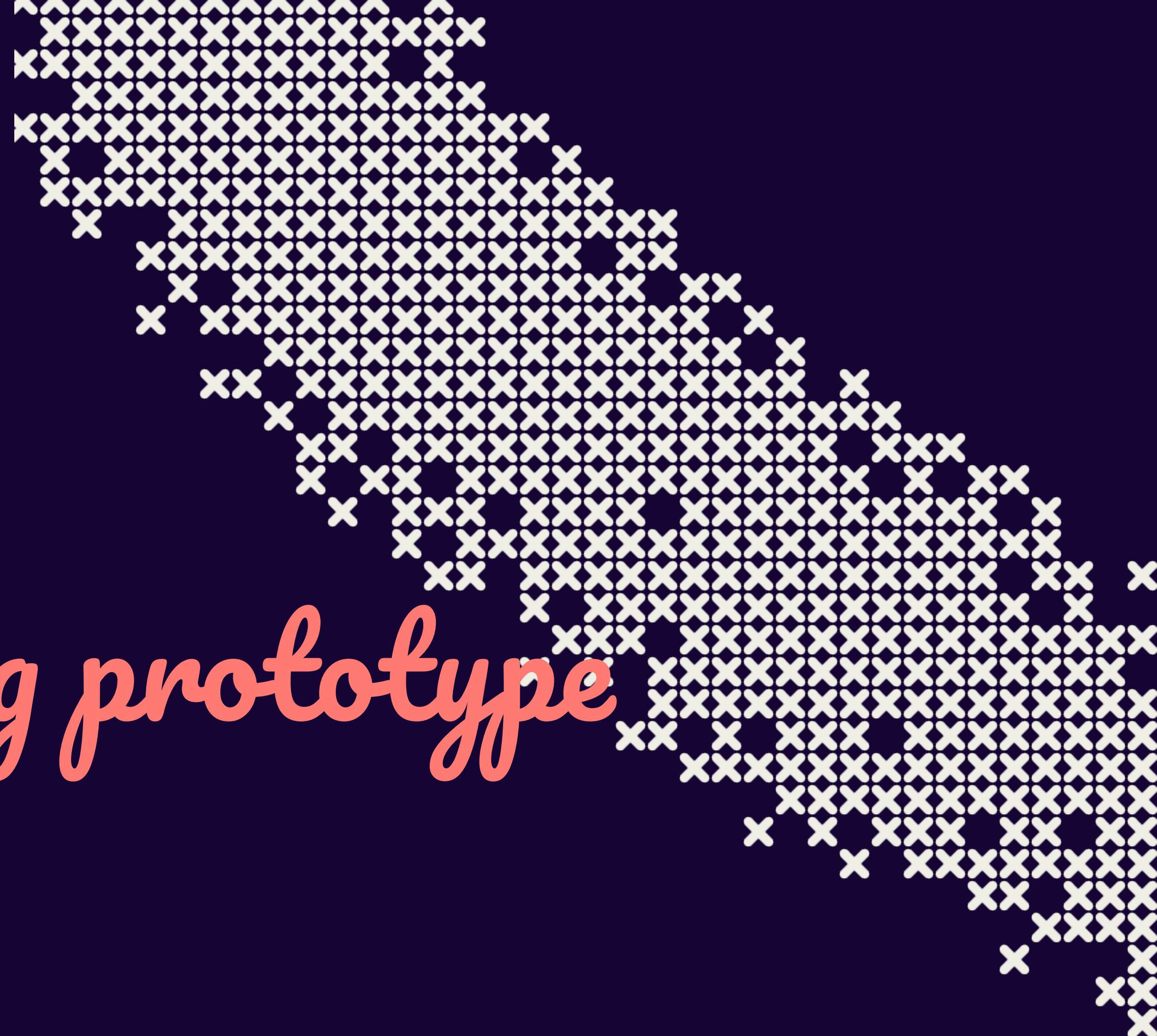
// PRESENTING LENDA

Collaboration



// PRESENTING LENDA

Guest-facing prototype



Browse by category

8:00 PM
100%
Dec 7, 2017 14:00 20°C

FOR YOU TILES HOSTS MAP LIST

NEEDS < 2 HOURS PERFECT DAY RELAXED ACTIVE OUTDOORS CAFE RESTAURANT BAR RAINY DAY FOR KIDS EVENTS

Less than two hours

Only have two hours? These activities are perfect for tight schedules.

- Botanical Garden
- Avenida do Mar
- Zona Velha
- Farmers Market
- Praca do Povo

Perfect day

Want to plan out your whole day? Here are some curated sets that go together like a fine Madeira wine.

- Cristo Rei
- Santana
- Camera de Lobos
- Day in Canical
- Scenic remote areas of the island

// PRESENTING LENDA

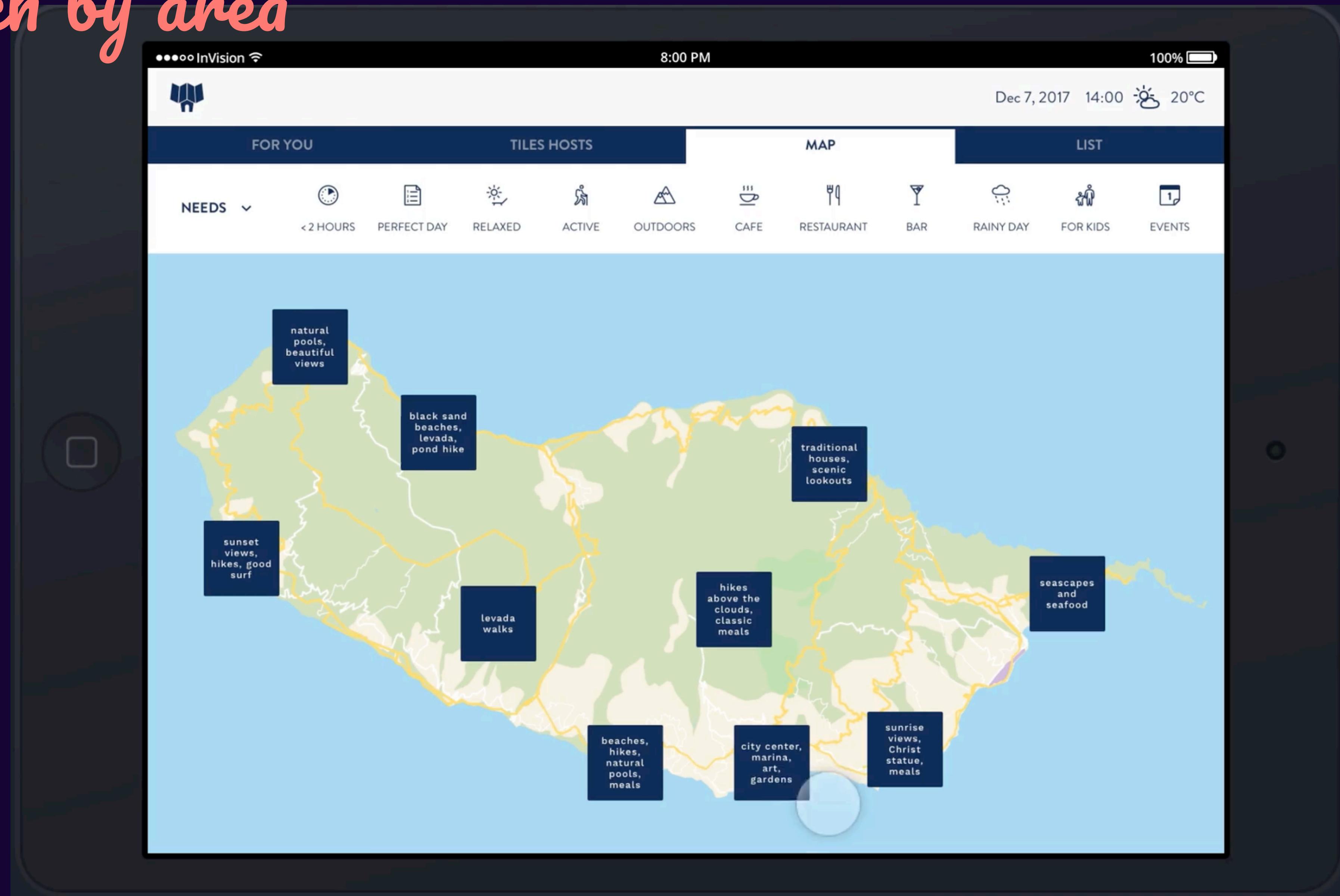
Host profiles

The image shows a smartphone displaying a mobile application interface. The top status bar indicates signal strength, time (8:00 PM), battery level (100%), and date (Dec 7, 2017). The main screen is titled "Tiles Hosts" and features a sub-header: "Our hotel staff are local experts who know Madeira inside out--they can tell you all the best spots on the island." Below this, there are six profile cards arranged in two rows of three. Each card includes a photo of a staff member, their name, and their role.

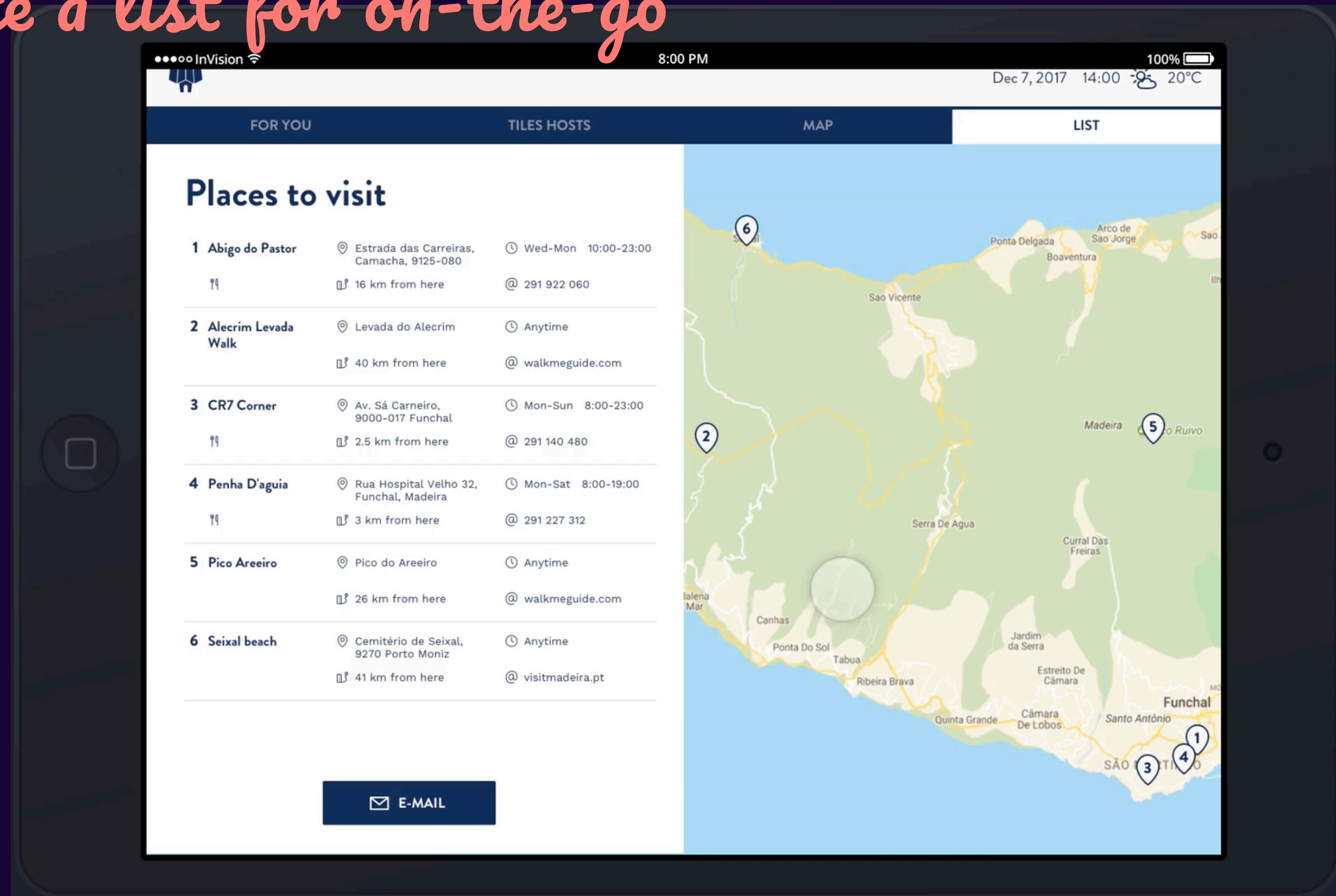
- Ana**
Receptionist
- Kelly**
Receptionist
- Laura**
Receptionist
- Dorita**
Housekeeper
- Marcos**
Waiter
- Sara**
Chef

// PRESENTING LENDA

Search by area



Create a list for on-the-go

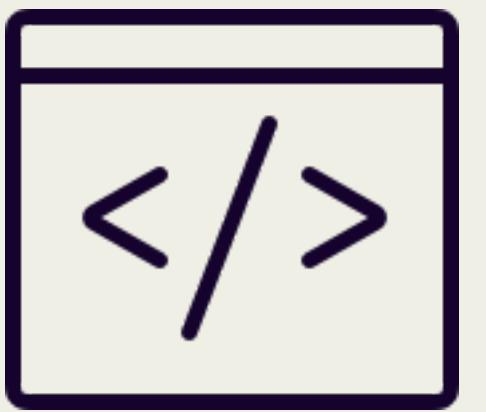




Making Lenda a reality

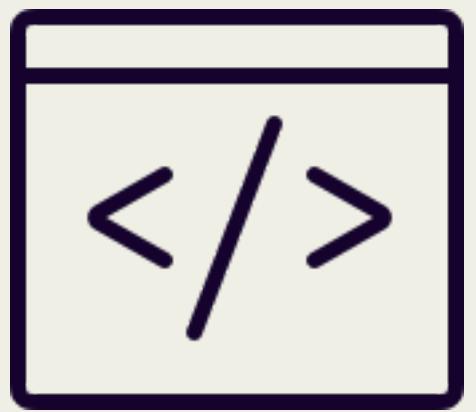


Next steps



Full development

Next steps

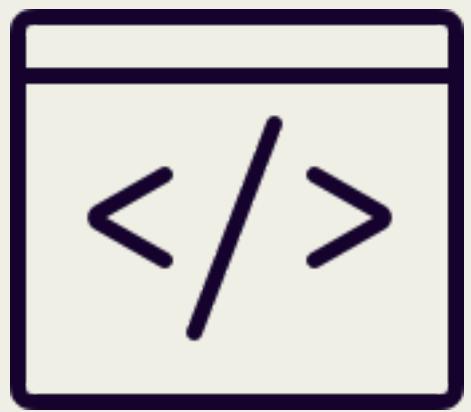


Full development



Business development

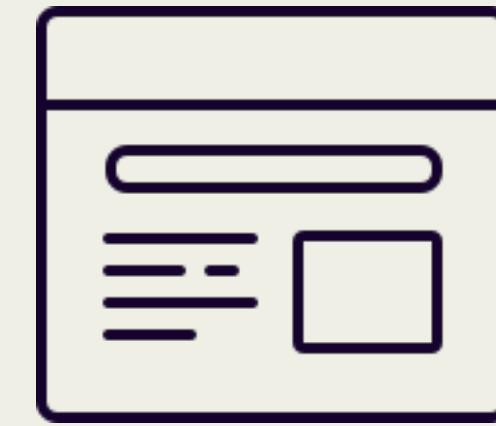
Next steps



Full development



Business development



Feature design

Next steps: full development

01.

Backend development

- Web application
- CMS integration

02.

Physical touchpoints

- In-hotel tablets or kiosks

03.

Digital touchpoints

- Integration with hotel website

Next steps: business development

01.

Individual hotel

- Local partnerships

02.

SaaS model

- Cost structure and revenue model

What our parents had to say about Lenda



This is great.

What our parents had to say about Lenda



*I went through it...
it's very cool!*

What our parents had to say about Lenda



*I like it a lot. You should be
proud of yourselves.*

What our parents had to say about Lenda

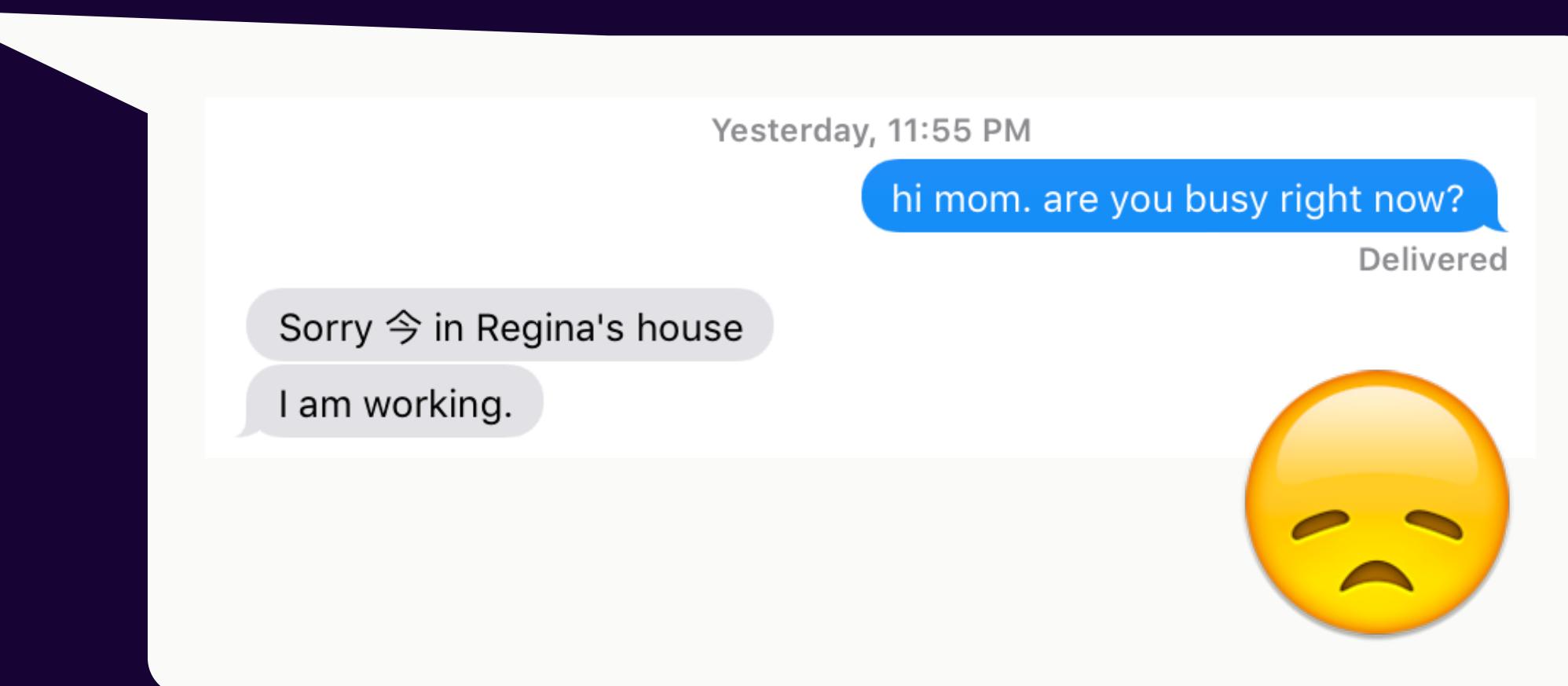


Do you have a quote for me?
Do you like it?



Why don't you make it work first,
then I'll give you a quote.

What our parents had to say about Lenda





wesj9

Obrigado