driving manageable custom recs

- ☐ authenticity is a priority
- ☒ small encounters are delightful
- ☐ guests want help with logistics
- ☒ trusted information comes from real people

GUIDING PRINCIPLES

- guests want a personal connection; expecting guests to feel inspired to browse information on an app without context is a weaker assumption
- gradual revelation of data at context-relevant intervals
- personal/human (handwritten note) + expanded digital support
- bonus: collect "tiles" to make a mosaic

① Anna is eating her breakfast. Teresa, her server, asks about Anna's plans for the day. Anna mentions wanting to take her kids to the botanical gardens. Teresa suggests the gondola to get up there – the kids will love it. She hands Anna her "tile" with this handwritten suggestion, noted on the spot.

② Teresa also explains that she can enter a password (her name) on the interactive map in the lobby to see more of her favorite spots. After breakfast, Anna checks it out. She touches points on the map, reads blurbs, and adds them to a virtual "itinerary", which the map says will be sent to her in an email.

③ Anna checks her email and sees the aggregated list of chosen sites, or virtual "itinerary." She is delighted to see the items coupled with insider tips: She learns the museum she chose is free on Sundays and has a happy hour on Thursdays.

① *Teresa* T I L E S

Take the gondola to
the botanical gardens!

For more of my recs, enter
"teresa" into the lobby map

② TERESA

TILES

③ We're glad you're
visiting the
Electricity
Museum! Here
are some pro tips:

• Free on
Sundays

• Happy hour
on Thursdays

facilitating spontaneous exploration

☒ authenticity is a priority
☐ small encounters are delightful
☒ guests want help with logistics
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GUIDING PRINCIPLES

- many visitors to Madeira explicitly come to relax: one strategy for this is reducing stressors, and logistics are a potential stressor
- lots of cross-references/convergences/agreement in what's an "authentic" experience signals trustworthiness
- driving questions considered by itinerary planners: how much time will it take and how much will it cost

① Hans downloads an app suggested by the receptionist to help manage his trip plans. He opens a schedule and sees a few pre-populated suggestions of "authentic" Madeiran customs. These are easy to move or delete. Clicking on them opens up a video — an informal interview with staff — discussing how these are distinctly Madeiran and part of their own routines.

② Hans can add any planned activity to his schedule, so he adds his mountain biking tour. He can then eyeball the blank space between activities and choose to fill it from a menu of options. The options are sorted in a pleasing data visualization that indicates either how long they will take or how much they will cost.
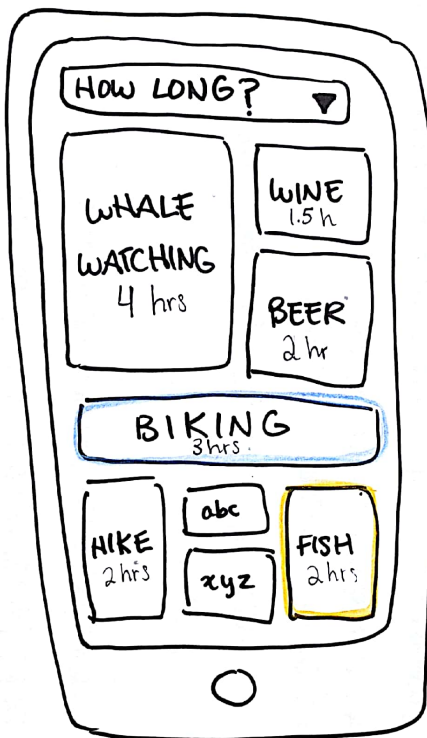
③ Hans learns that he has time to go fishing for a couple hours and take the bus to the mountain, so he opts for that. He enjoys fishing so much that he loses track of time and can't expect to get to the mountain on time via bus. No problem — the app tells him where he can get a taxi, and with the adjusted plan he has an extra hour to keep fishing and still make it on time.

① HANS in MADEIRA
FRIDAY, OCT 15

9
10 GALÃO ▶ ✗
- - - - - - - - - - - -
11 FISHING +
12 BUS TO MOUNTAIN
1
2 BIKING   ✗
3
4
5
6 PONCHA ▶ ✗
7
8

○

② HOW LONG? ▼

WHALE   WINE
WATCHING   1.5 h
4 hrs
               BEER
               2 hr

BIKING
3 hrs

HIKE   abc   FISH
2 hrs   2 hrs
        xyz

○

other possible
encodings:
bar chart?

③ Notification: "Take a taxi to
the mountain and you can
keep fishing until 1:30 pm. Catch
a taxi in front of the ferry (directions)"

HANS in MADEIRA
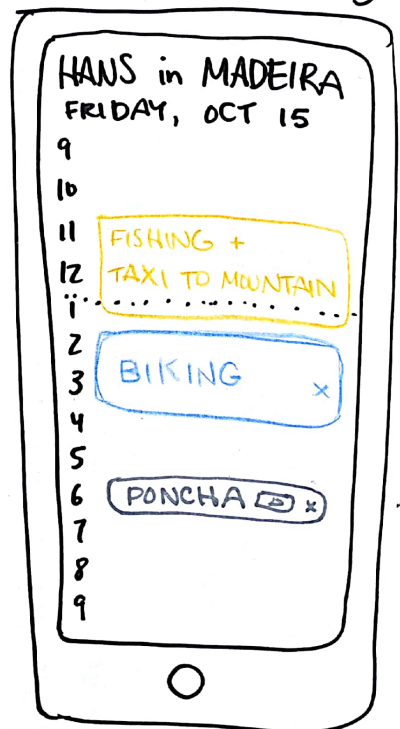FRIDAY, OCT 15

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9

○

encouraging camaraderie among guests and staff

What do guests want?
- interactions
  - learning Portuguese
  - learning about the island

What do employees want?
- to feel helpful
- for guests to be respectful, and even friendly
- sense of camaraderie among staff members

"guest book"
central database about guest preferences

- suggestions can be scripted/rehearsed
  → boosts confidence among staff
- specific recommendations drawn from conversation with guests
  → guests feel they are getting the personal touch
- existing convention of shared book
  → shallow learning curve / low disruption to existing process
- promotes shared knowledge
  → staff can learn from each other: info & style
- cumulative, distributed friendships
  → knowledge about guest preferences is enhanced with every encounter, and all staff has an entry point about what to discuss with guests

DAY 1

How do you say bread in Portuguese?

pão

pão?

Yes, very good! And with your pão I am serving you a galão

. Perfect! I will order one after my hike this afternoon

DAY 2

Did you get around and see the island yesterday?

Yes, I went on a beautiful hike to Pico Ruivo.

Ah, I love it there. If you're sore, there's a shorter hike nearby I can tell you how to get there.

I would love that!

Muito bem!

DAY 3
(last day)

I hope you had a lovely stay on the island, Mrs. Hamilton.

It was muito bem!

And your Portuguese has gotten so good! You'll have to come back soon to practice. Tchau!

Obrigada, tchau!