

Product Assignment

Subject

Product Ideation and Wireframing Task – Re-Imagine Hotel Management & Booking Platform with AI Agents and Gen-AI First Application

Objective

This assignment is designed to evaluate your skills in product ideation, out-of-the-box thinking, user empathy, problem identification, simplification, and wireframing. You will ideate a product, design user personas, identify key problems, and create wireframes with user flows for a hotel management and booking app.

Overview

Imagine you are tasked with creating a hotel management and booking app. The app should cater to both customers booking hotels and hotel staff managing reservations and operations. The aim is to provide a seamless, intuitive, and efficient experience for all users.

Your task is to conceptualize this product, empathize with its potential users, identify problems they face, and present an elegant solution through detailed wireframes and user flows.

Assignment Details

1. Product Ideation

- Define the core purpose and vision of the hotel management and booking app.
- Identify the primary user groups (e.g., travelers, hotel managers, staff, etc.).
- List the top 5 features you would prioritize and explain why these features are essential.
- Provide a high-level description of the app's value proposition for each user group.

2. User Persona Creation

- Create at least two detailed user personas: one for a traveler booking a hotel and one for a hotel manager or staff member.
- Include the following details in each persona:

- Name, age, and occupation
- Goals and motivations
- Challenges and pain points related to hotel booking or management
- Preferred solutions or tools

3. Problem Identification & Simplification

- Identify three key problems faced by the user personas.
- Suggest solutions for these problems within the app.
- Outline how your proposed solutions simplify or enhance the user experience.

4. Wireframes & User Flow

- Design wireframes for at least three core screens of the app. For example:
- Homepage (for travelers)
- Booking details and confirmation page
- Dashboard (for hotel managers)
- Annotate the wireframes to explain design choices.
- Create a user flow diagram showing how a traveler books a hotel room from start to finish.
- Ensure the wireframes and user flow demonstrate a balance between creativity, usability, and clarity.

5. AI-Centric Features

Provide **three AI-driven features** that would enhance the hotel management app. Consider how artificial intelligence could streamline operations or improve decision-making for hotel staff and managers.

Deliverables

Document / Deck containing:

- Problem identification and proposed solutions
- User personas
- Wireframes for all screens.
- User flow diagram
- Overall Presentation: Ensure that the final document is well-structured, visually appealing.

Evaluation Criteria

- Clarity and creativity of product vision and ideation.
- Empathy and depth in user personas.
- Practicality and innovation in problem identification and solutions.
- Design thinking and usability demonstrated in wireframes and user flows.
- Attention to detail and overall presentation of the final document.

Submission Guidelines

- Submit your work as a Pdf / Document / Presentation / Wireframes
- Name your file as: 'YourName_HotelAppAssignment'

Note

We understand that you might be new to this field. Focus on showcasing your thought process and creativity. There is no “right” answer; we value original ideas and a user-centric approach.

Good luck! We're excited to see your work.