Story
A hotel manager is looking for an easy to use tool that allows them to efficiently manage and be a proactive guest services organization; while providing a simple way for guests to make the requests. The hotel manager and the service staff, would be accessing this tool through different devices: laptops, desktops, tablets and smartphones. It is believed this will lead to an increased satisfaction and repeat guests along with time and cost savings for the hotel.

A guest will need to be able to request services through the same process/tool: room cleaning, extra towels, forgotten hygiene items, repair services, room service and wakeup calls. A guest should be able to create and save a profile to be used for repeat visits that can be modified as they desire. The profile should contain room temperature, water, hot beverage and light on/off preferences at a minimum. The hotel will be able to provide a room at the right temperature with the light and beverage preferences. This should also be the same tool used for check-in/out and future reservations. Allowing the guest to view/dispute current charges will give them a complete service experience in one simple process.

The hotel will use this same tool for auto-created alerts by utilizing sensors to detect flooding, over-flows, lights left on, temperature and appliance failure and validate hotel safety equipment. The service team’s schedule should be maintained in this tool so the auto-created alerts and guest created requests can be auto-assigned. Each housekeeping cart will receive a sensor and will be scanned at each load. This will allow proper loading based on guest created requests and reduce the amount of reloads needed while working hotel floors. This will provide a more efficient use of the team’s time. The sensor data should help alert to issues before they become big problems saving time and money for the hotel. In addition, it will be used to collect data for trend and root cause to be analyzed and fixes implemented for cost savings.
Persona

Melanie
Hotel Manager

I need to make sure the hotel is ran efficiently and provides the services to make our guests comfortable.

About

• 37 year old, married, 17 years at hotel working up from desk clerk to manager.
• Typically works in many hotel spaces during the course of the day managing the hotel. Ensures all issues/requests are handled as quickly as possible.
• As the hotel manager, must ensure appropriate staffing, cleanliness, working order and profitability of the hotel.
• I work with guests, service employees, housekeeping, guest services and hotel owners

Responsibilities

• Scheduling of Hotel Personnel
• Comfort/Cleanliness/Maintenance of Hotel
• It is my responsibility to ensure satisfied guests of the hotel by ensuring guests enjoy their stays and their needs are met by our friendly and welcoming staff
• Hotel Profitability

Main Goals

• Satisfied guests who return for repeat stays
• Improved management and efficiency of hotel service operations
• Maintain/increase profitability of the hotel
• Make the hotel easy to do business with

Needs

• I need to know unoccupied (available) rooms
• I need to know the services the guests would like to have
• I need to know if we have a maintenance issue in any room
• I need to know guest preferences

Pain Points

• Water or lights are left on when guests check out until housekeeping arrives and turns off
• Items are removed from the housekeeping carts that causes more trips to the loading room to resupply
• We have a lot of energy use when the air conditioning/heat is changed from the default value and left unchecked
• Quicker identification of hotel equipment issues
• Guests have to wait for front desk to take their requests for non-daily housekeeping services
Point of View

As a hotel manager, I need a way to proactively manage hotel reported issues within the normal routine of guest specific requests so that I can be efficient with my staff’s time while maintaining both an excellent customer experience and profitability.
### User Experience Journey

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET T</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guest arrives in room and finds it very hot and will not cool down</td>
<td>“Why didn’t we catch this when cleaning the room”</td>
<td>😞</td>
<td>Guest</td>
</tr>
<tr>
<td>Hotel manager looks at schedule to see who should be available for the task</td>
<td>“I wish I had a photographic memory so I don’t have to search this schedule”</td>
<td>😞</td>
<td>Paper Schedule</td>
</tr>
<tr>
<td>Hotel manager pages employee waits</td>
<td>“Maybe we need cell phones instead of pagers”</td>
<td>😞</td>
<td>Telephone System</td>
</tr>
<tr>
<td>Hotel manager provides details to employee waits</td>
<td>“There must be a better way to handle the hand-off of these requests”</td>
<td>😞</td>
<td>Telephone System Service Employee</td>
</tr>
<tr>
<td>Hotel manager receives confirmation service was provided</td>
<td>“I am glad we were able to meet the needs of our guest”</td>
<td>😞</td>
<td>Service Employee</td>
</tr>
<tr>
<td>Hotel manager logs the request into a tracking sheet</td>
<td>“I think we need a service system in this place”</td>
<td>😞</td>
<td>Telephone System</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Computer</td>
</tr>
</tbody>
</table>
Prototype Images

Login Screen

Auto-Alerts

Smart Machines

Landing Page – Main Menu

Alert Details

Machine Monitoring Details
Track Housekeeping Carts