

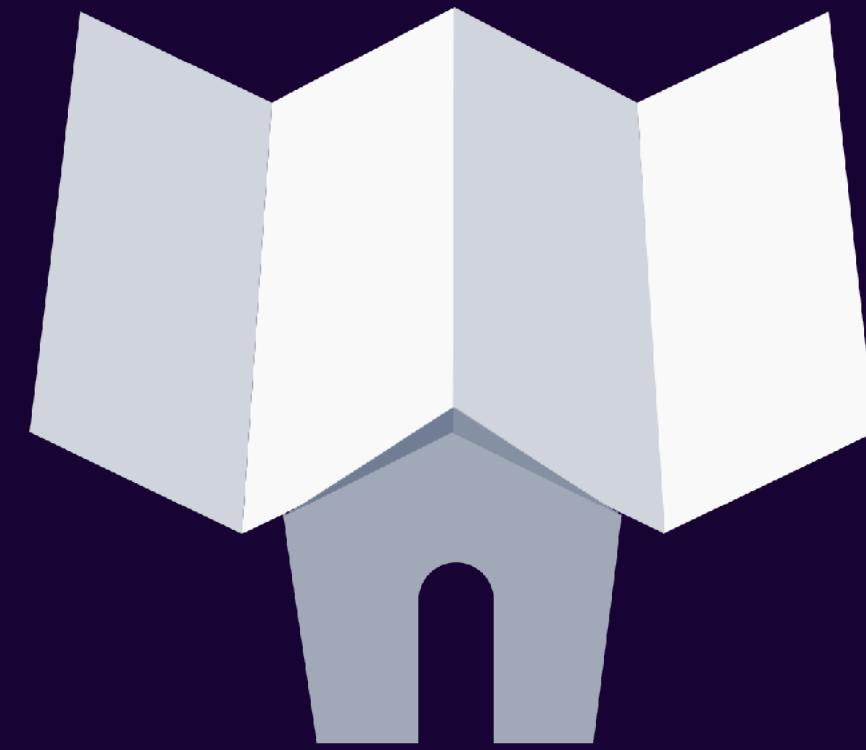
Wesley

MHCI Capstone // 2017









LEND A

Wesley

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.

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

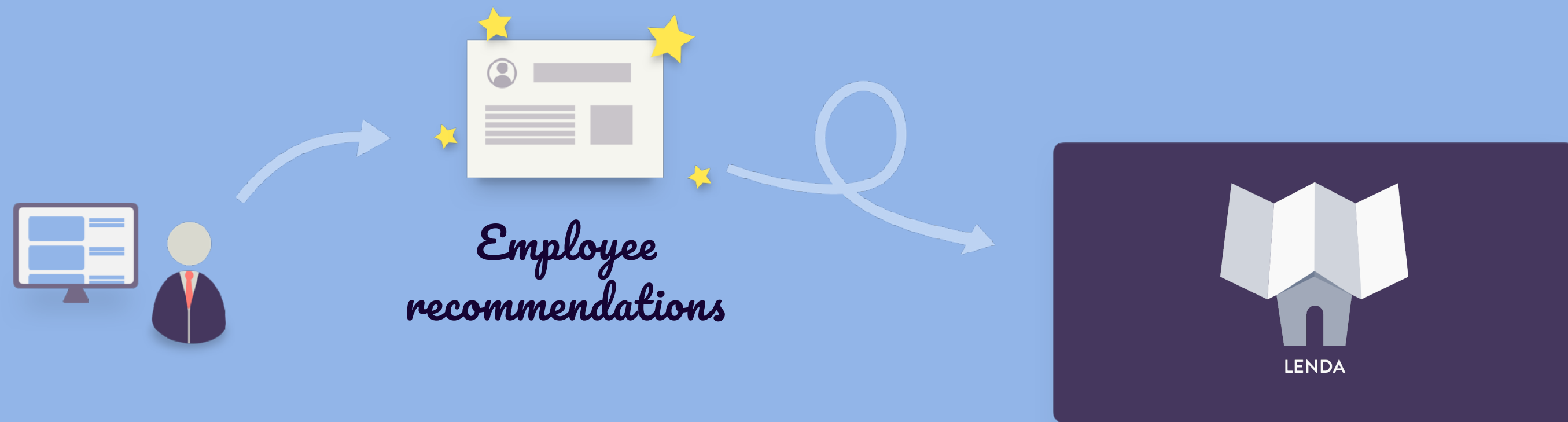
// WHAT IS LENDA?

How it works



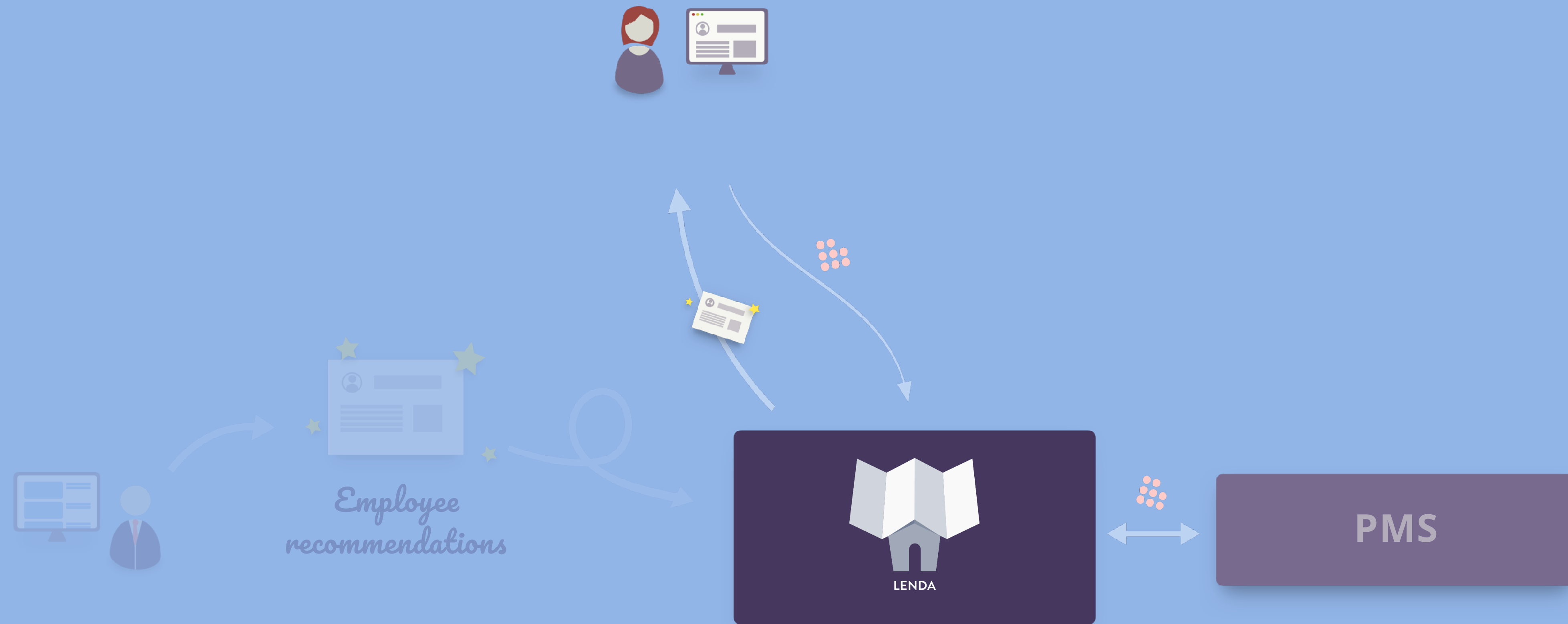
// WHAT IS LENDA?

How it works



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How it works



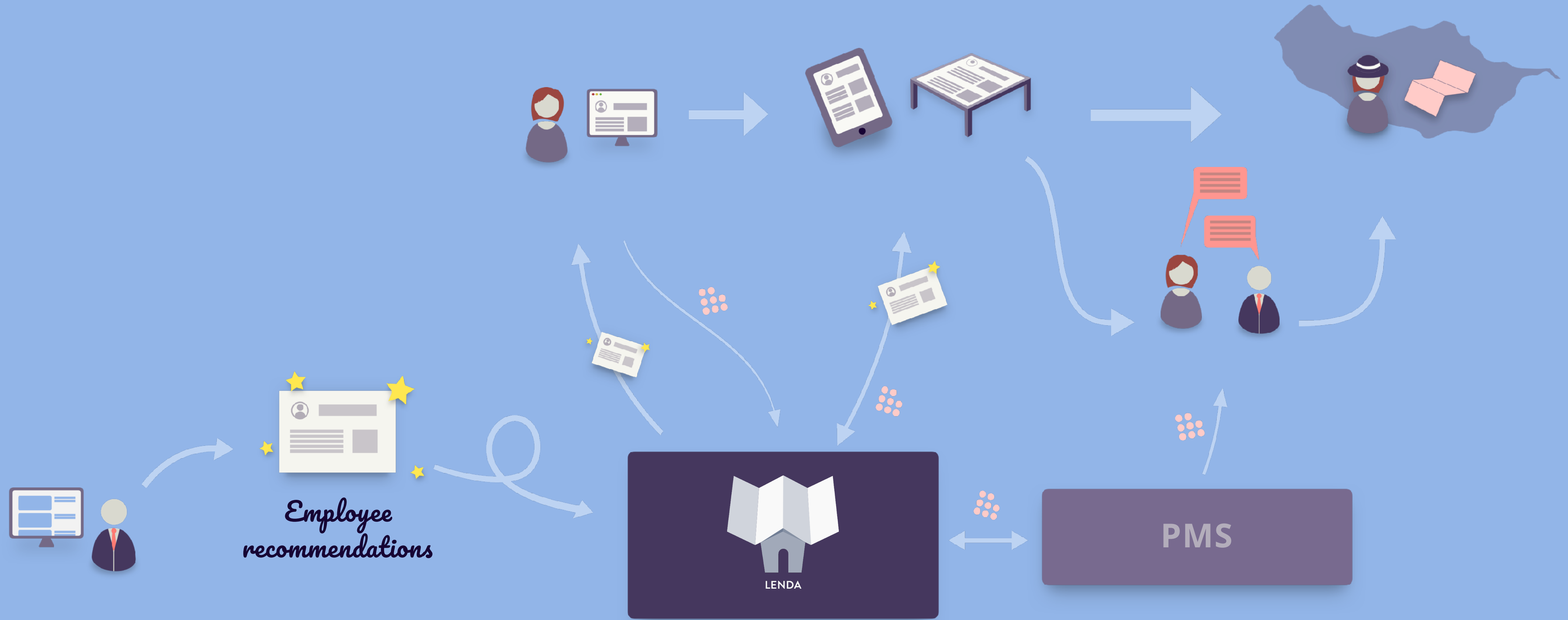
// WHAT IS LENDA?

How it works



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How it works

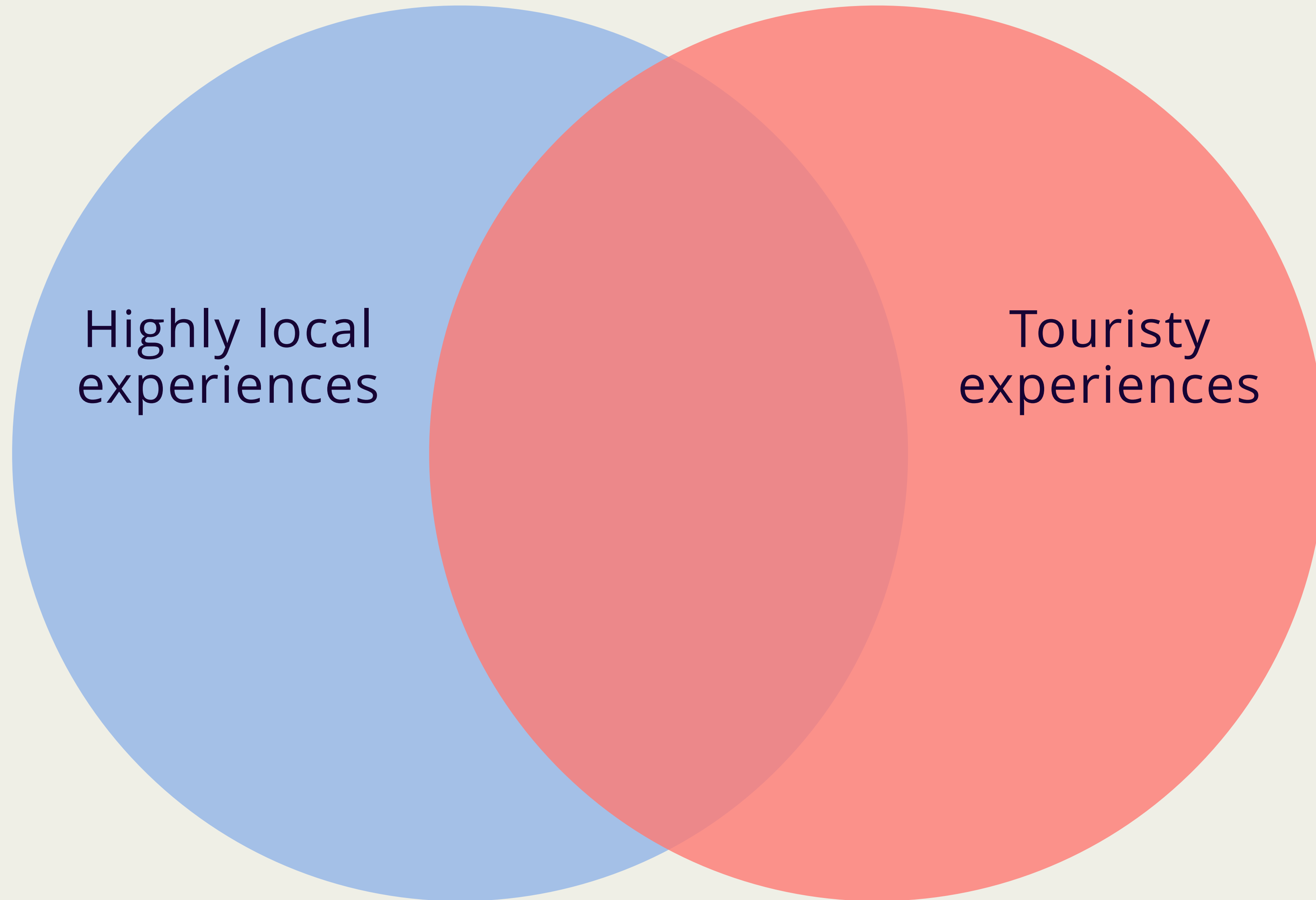


But what makes a good recommendation?

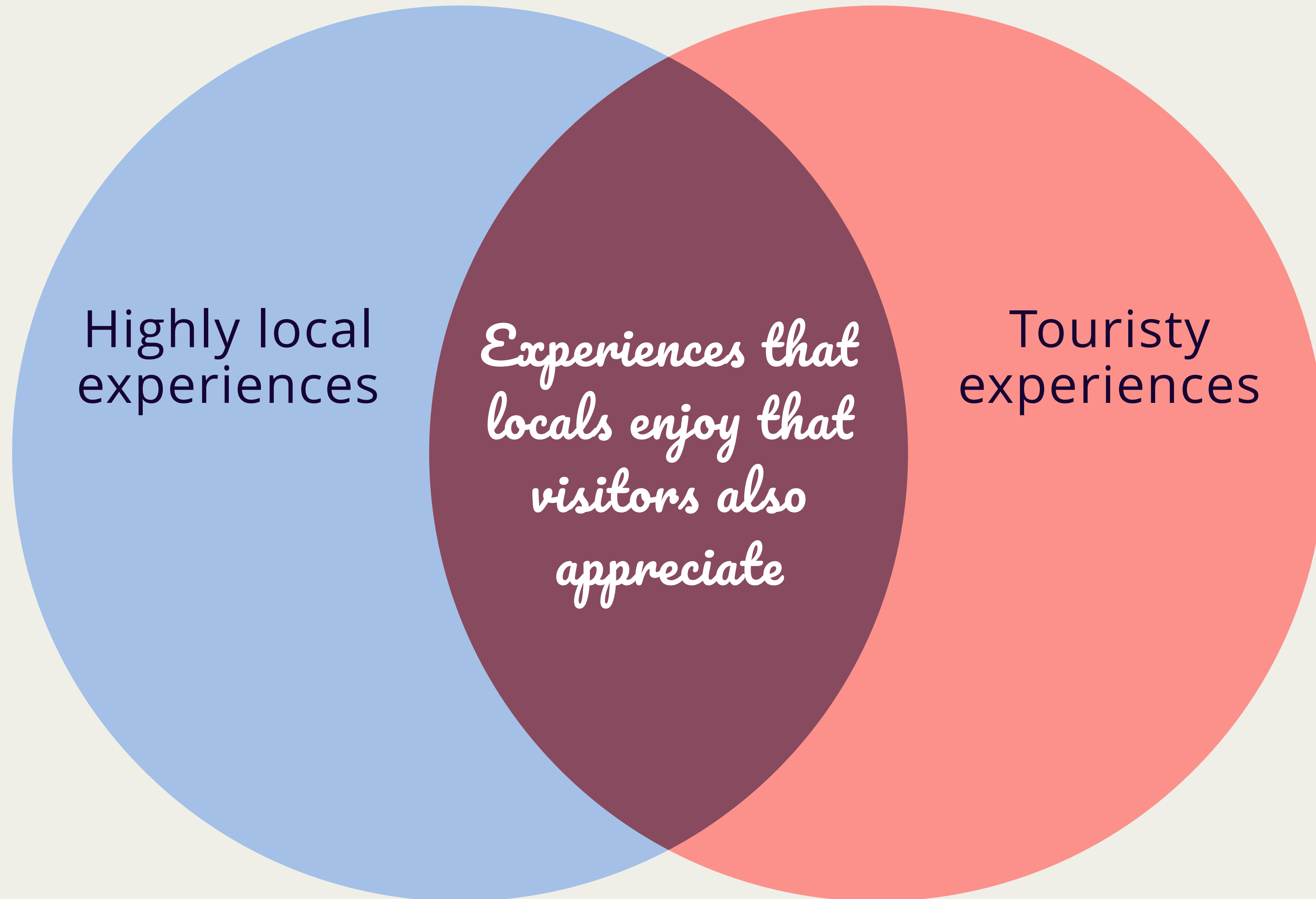


Highly local
experiences

But what makes a good recommendation?

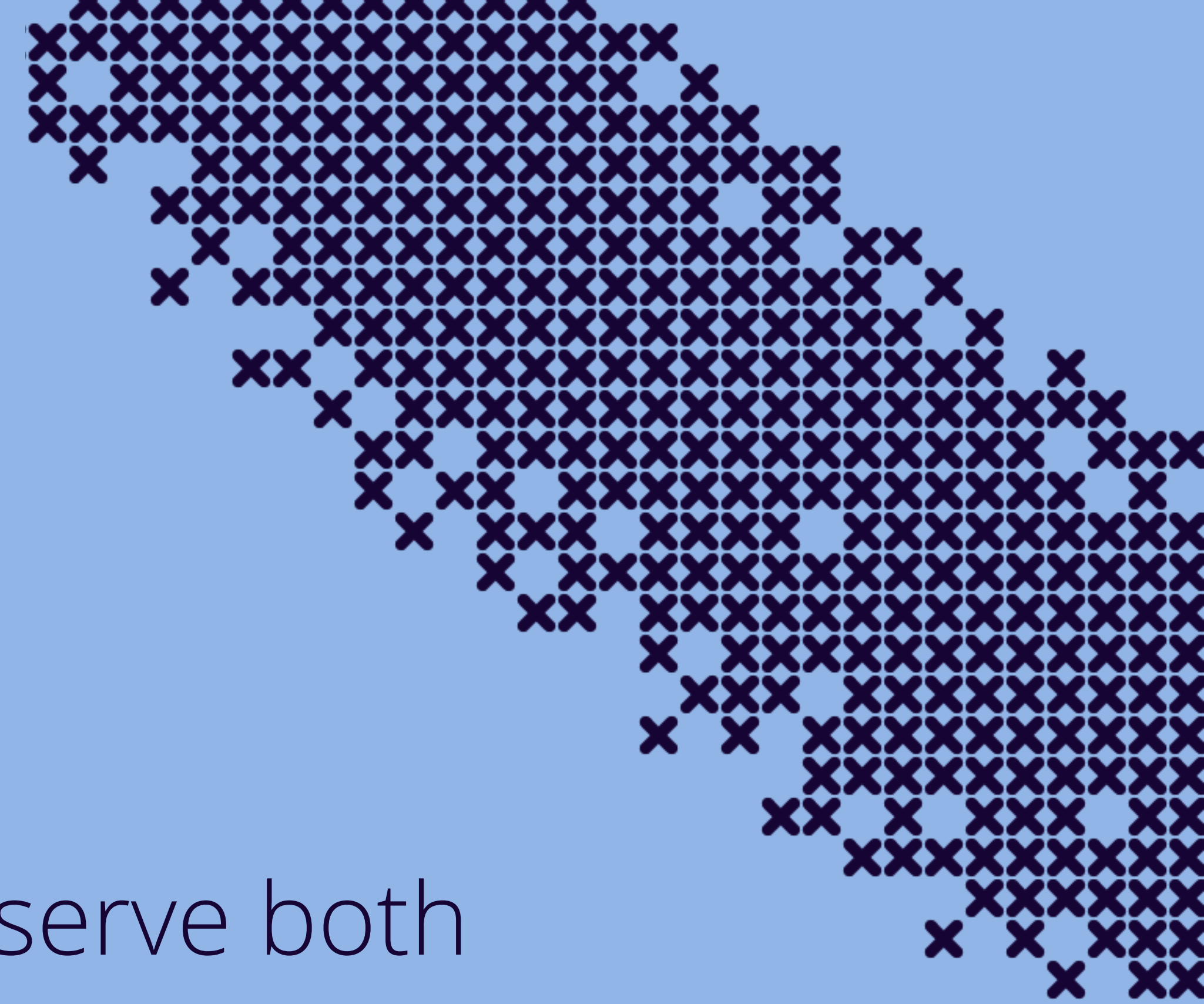


But what makes a good recommendation?



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.



// WHAT IS LENDA?

Hotel guests

Value proposition

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



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Hotel guests

Value proposition

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- Opportunity for follow-up and personal connection
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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



// WHAT IS LENDA?

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



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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

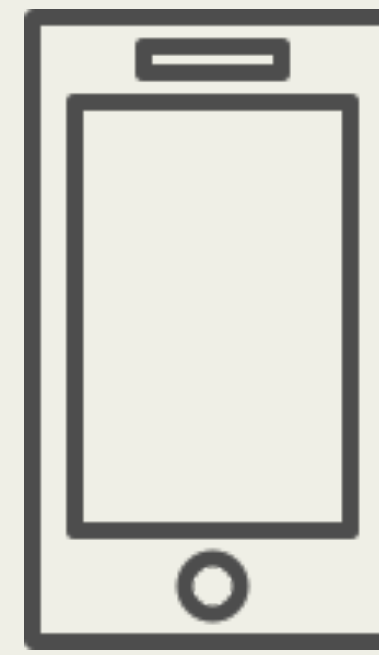
With staff members in various
guest-facing roles

Three steps to working with staff



Initial interviews

With staff members in various guest-facing roles



Codesign session

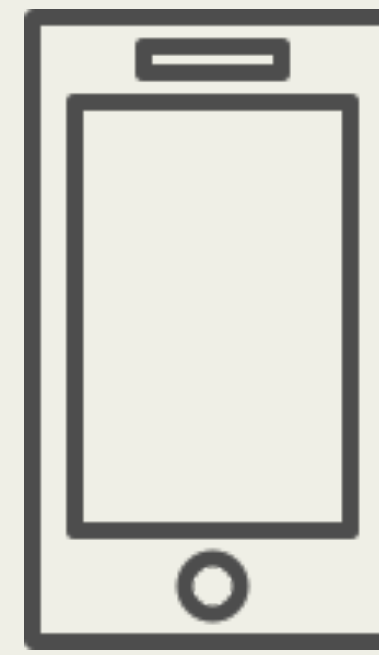
With three staff members to learn how they thought about sharing personal information with guests

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.



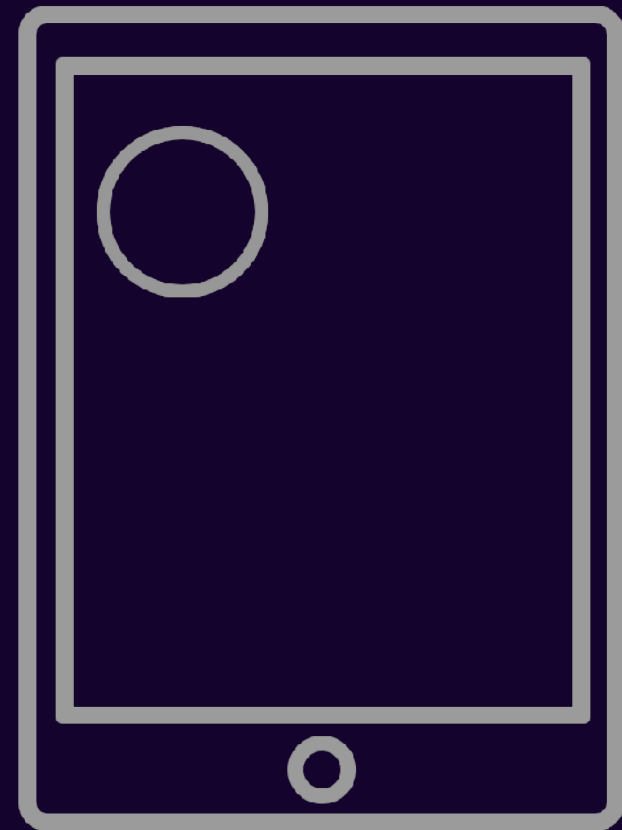
Step 3: Experience prototype

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.



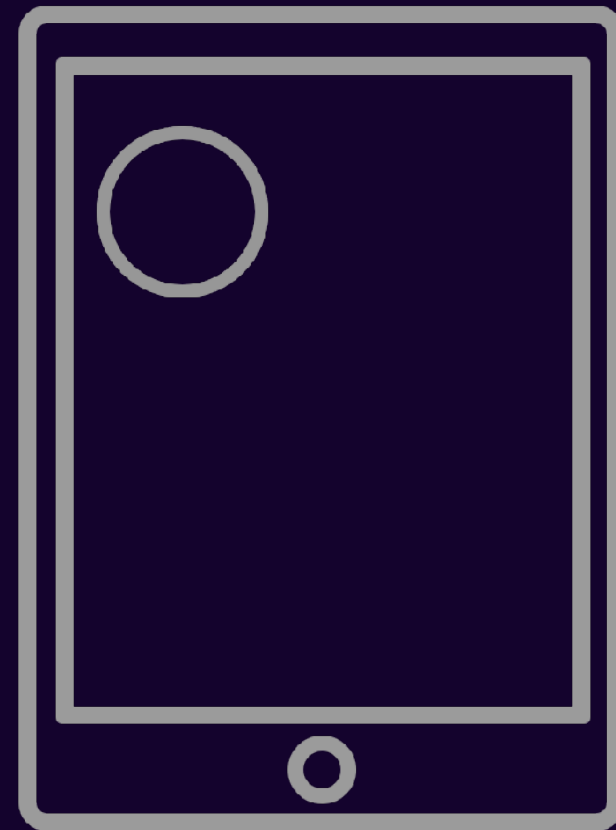
Three phases of the guest-facing prototype



Rough prototypes

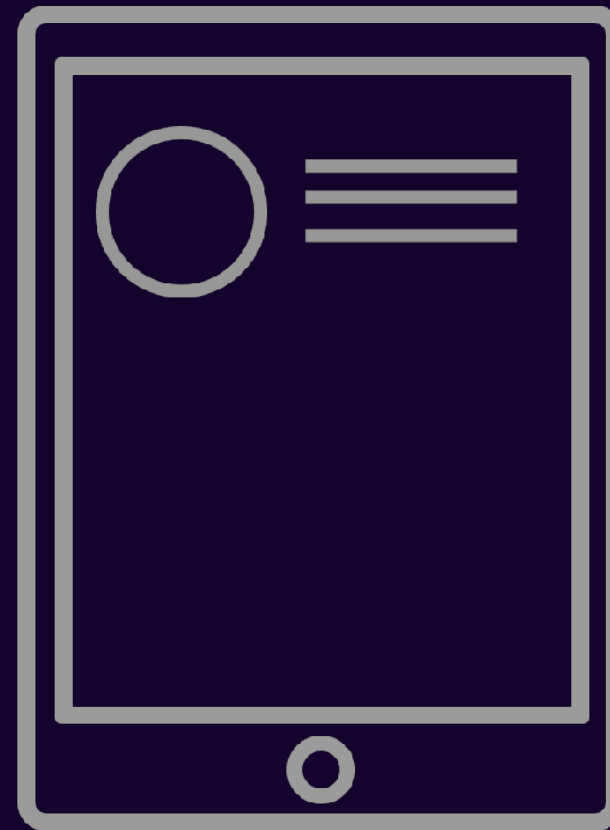
Think-alouds with recent travelers

Three phases of the guest-facing prototype



Rough prototypes

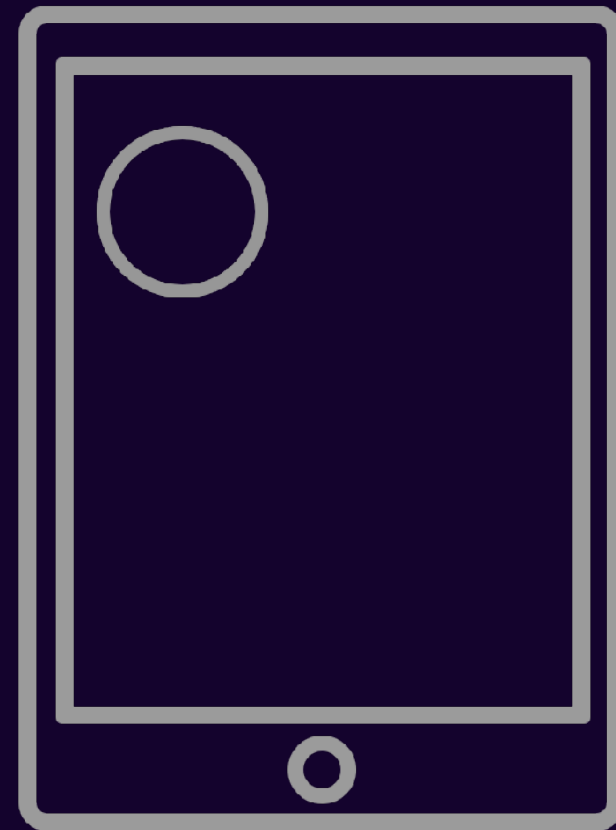
Think-alouds with recent travelers



Mid-fi prototypes

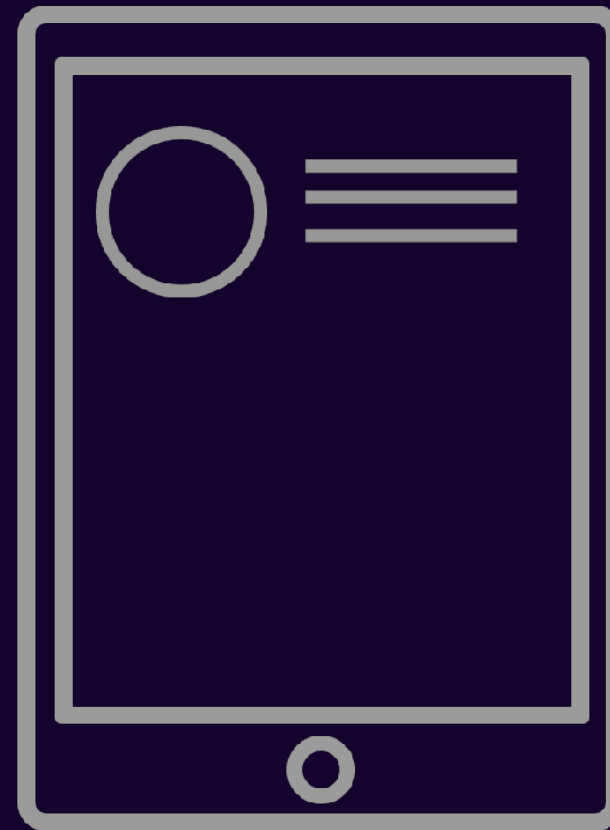
Moderated testing with hotel guests

Three phases of the guest-facing prototype



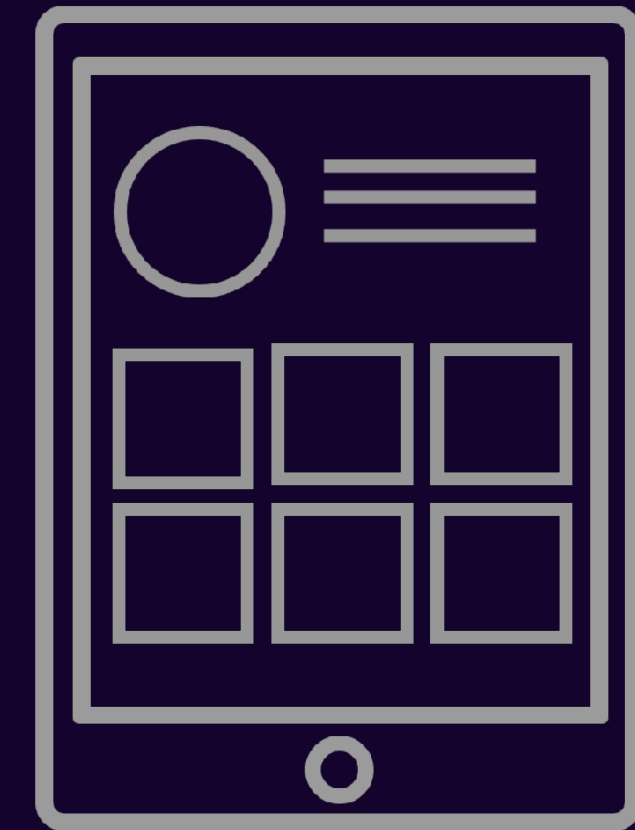
Rough prototypes

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Mid-fi prototypes

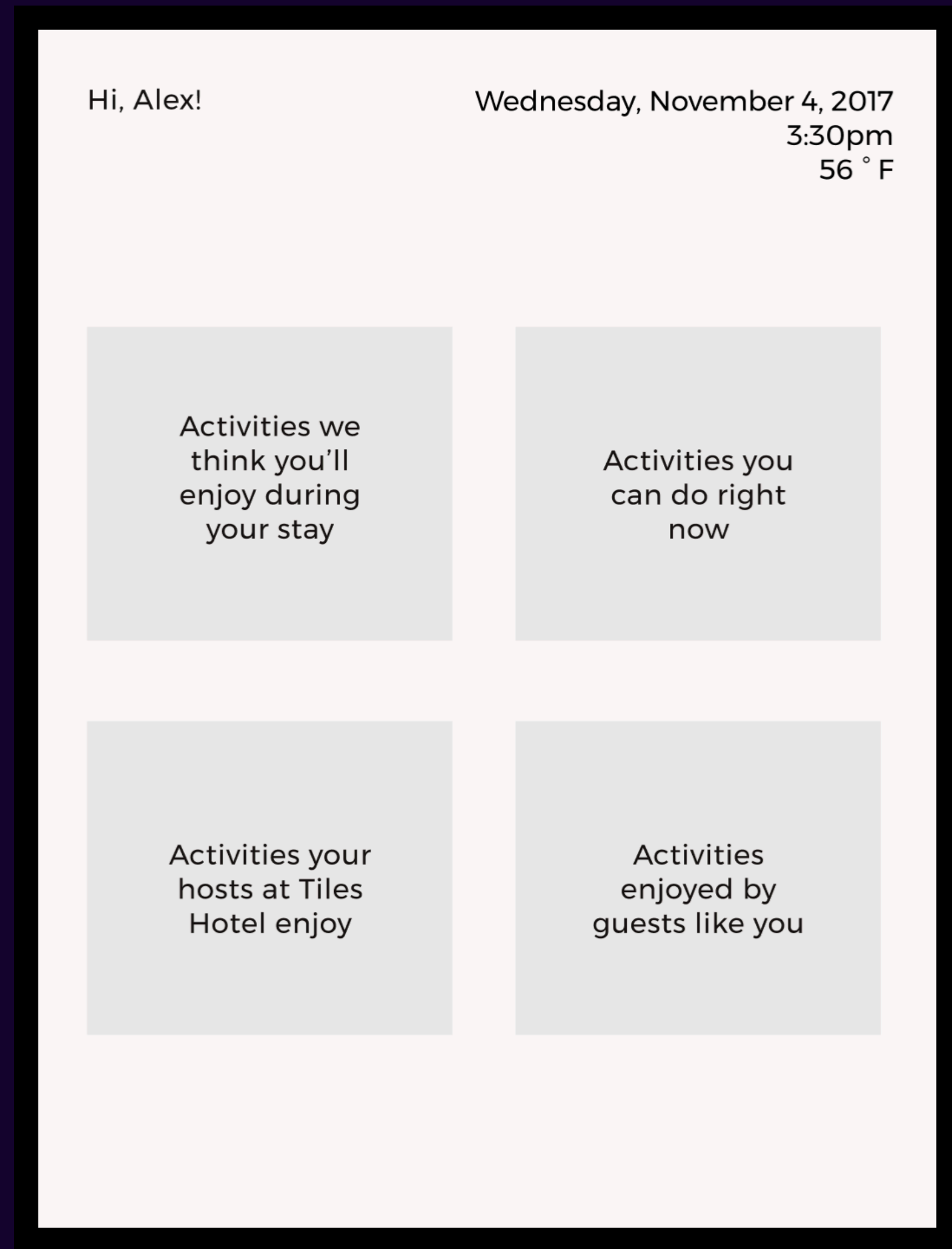
Moderated testing with hotel guests



Hi-fi prototype

Presenting Lenda

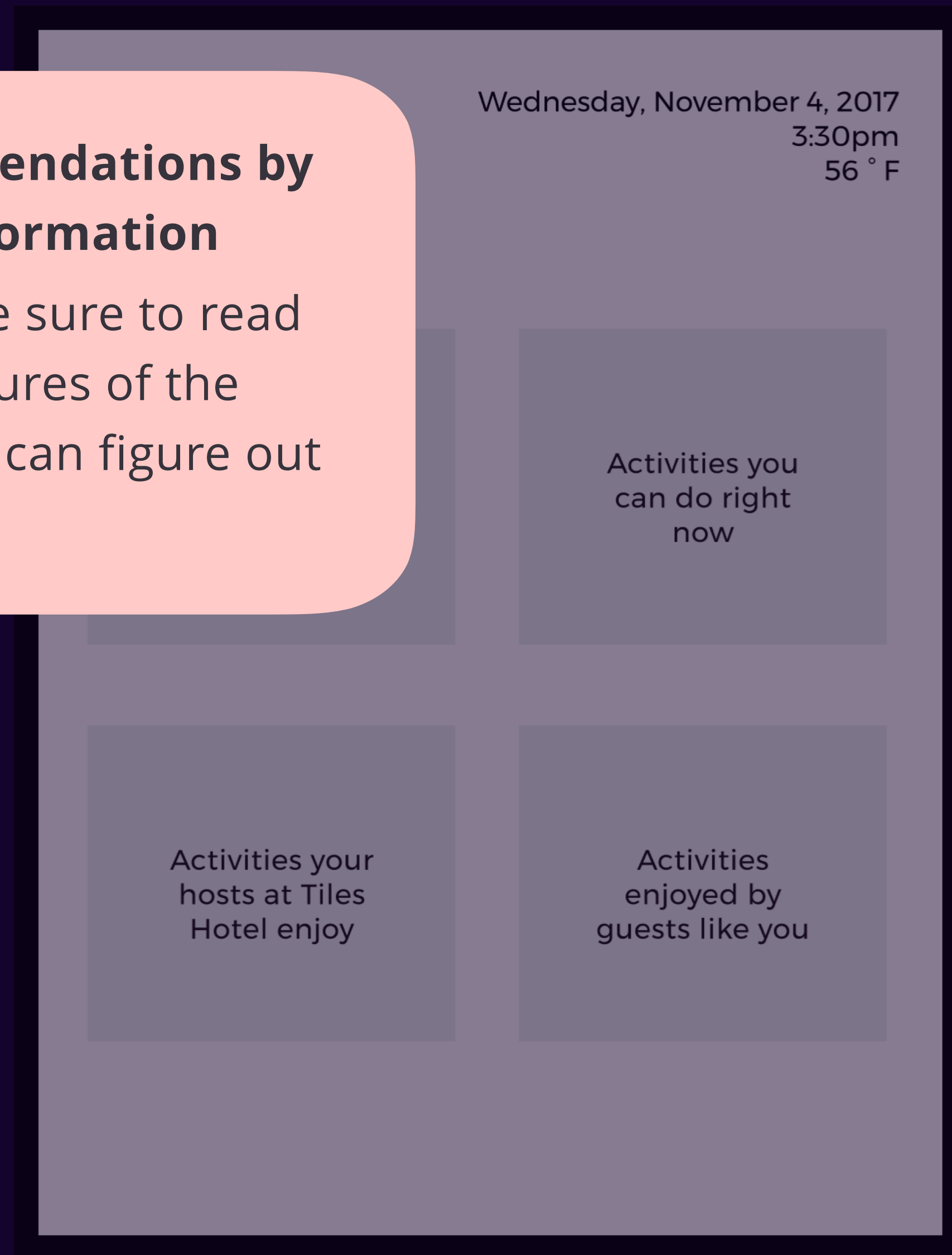
Rough prototype: think-alouds with recent travelers



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.”



Rough prototype: think-alouds with recent travelers

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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.”

Activities your
hosts at Tiles
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Rough prototype: think-alouds with recent travelers

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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."

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."

Mid-fi prototype: moderated testing with hotel guests



What are you into?

Check all that describe your interests for

TODAY

- spending time downtown
- activities good for groups
- museums and cultural offerings
- water sports
- food experiences
- nightlife
- spending time by the water
- lessons and workshops
- pampering treatments
- breaking a sweat
- relaxing outdoors
- getting up early

SUBMIT

SHOW ME EVERYTHING

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!"

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Mid-fi prototype: moderated testing with hotel guests

Guest insights

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"You just inspired my day!
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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.

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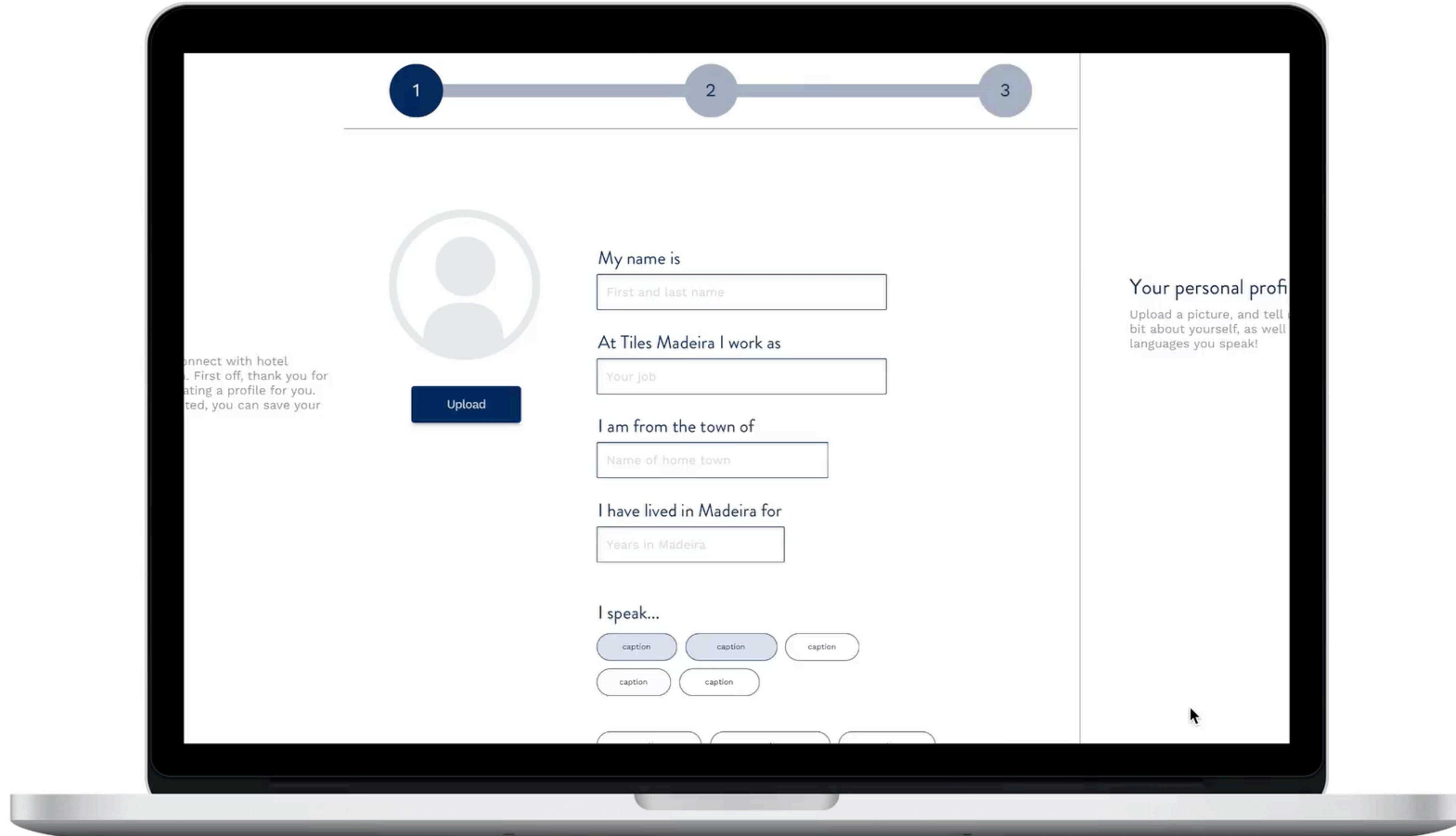
Presenting Lenda

// PRESENTING LENDA

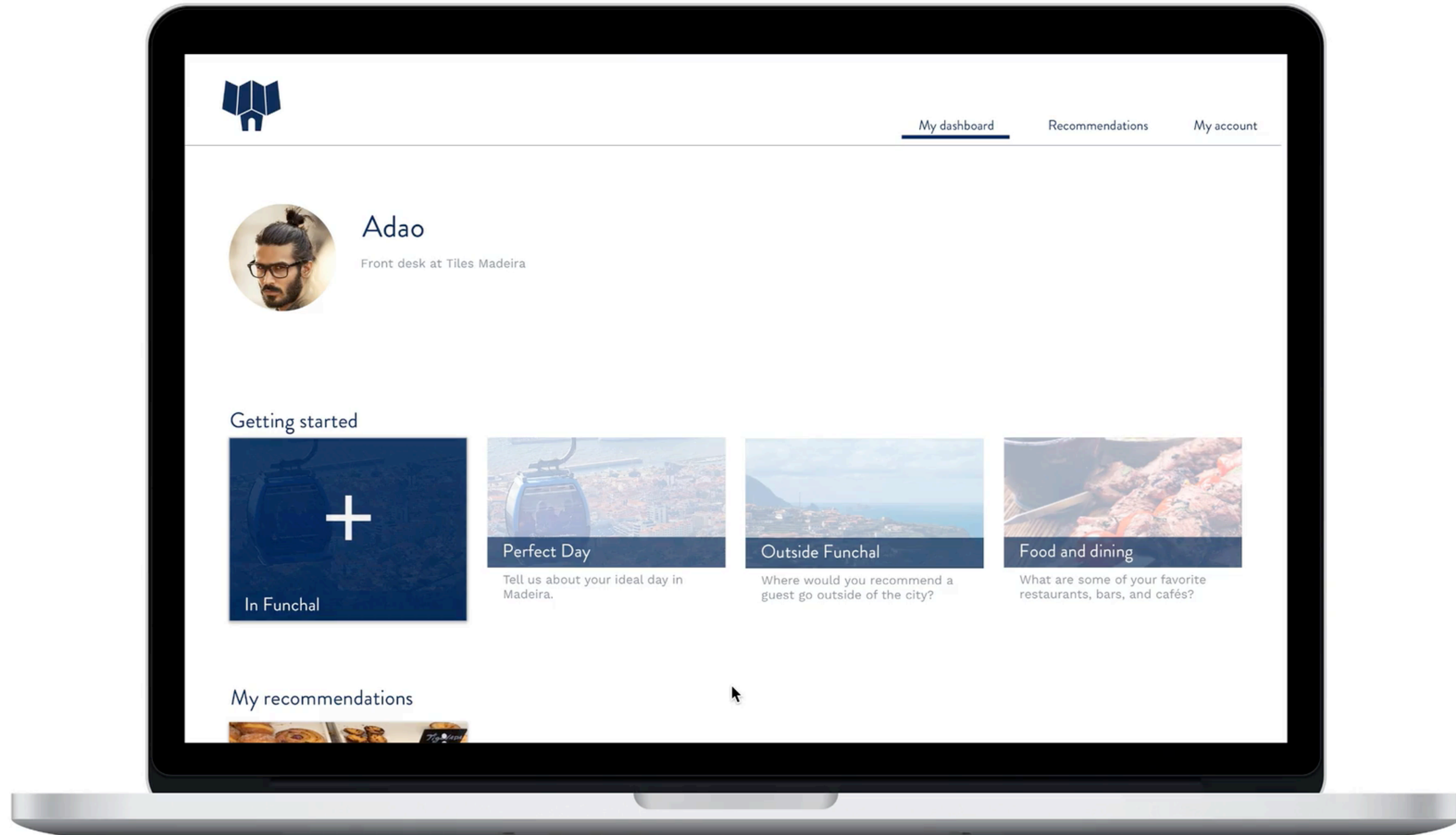


Staff-facing prototype

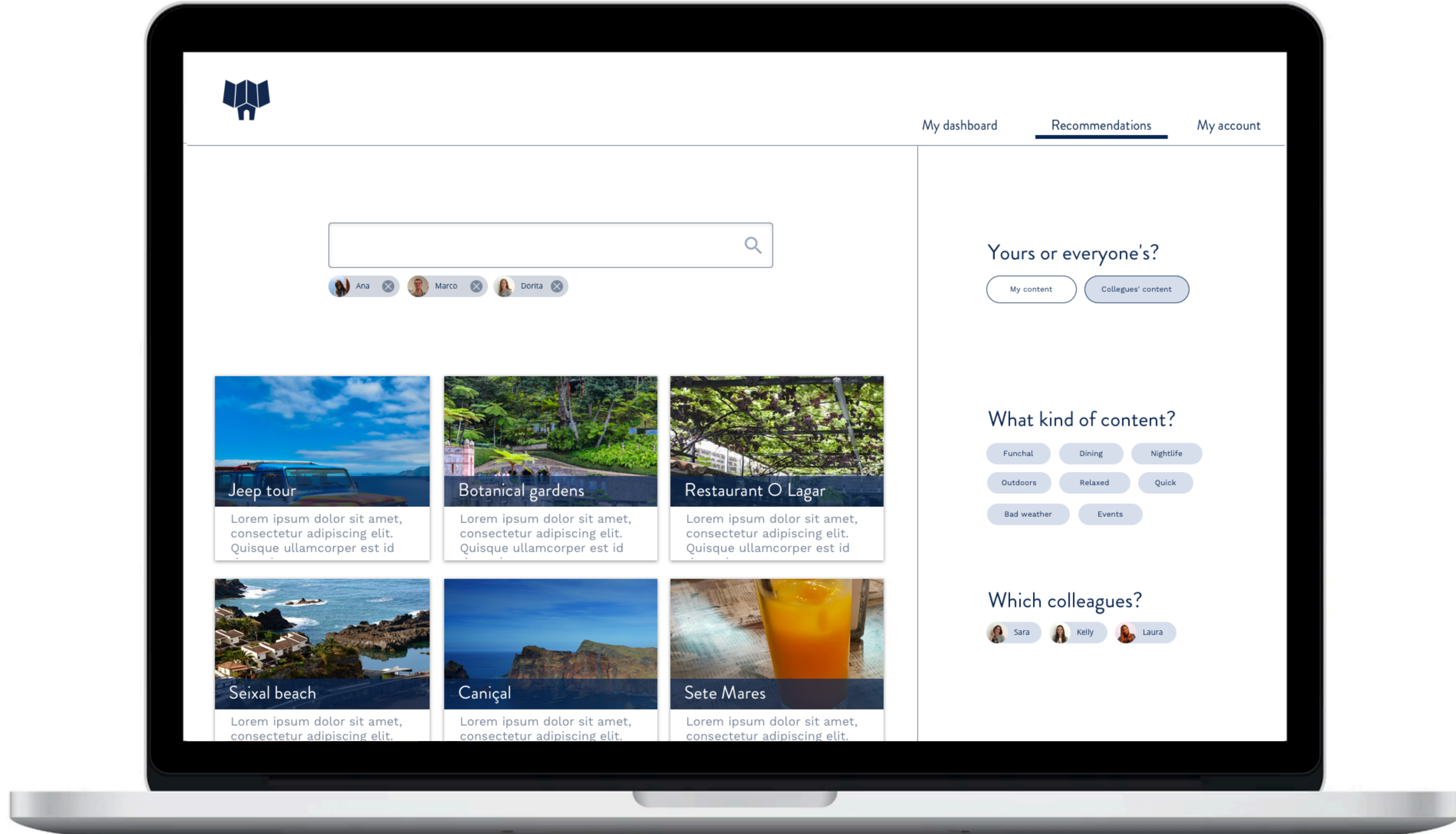
Profile creation



Creating recommendations



Managing content



My dashboard

Recommendations

My account

- Ana
- Marco
- Dorita

Yours or everyone's?

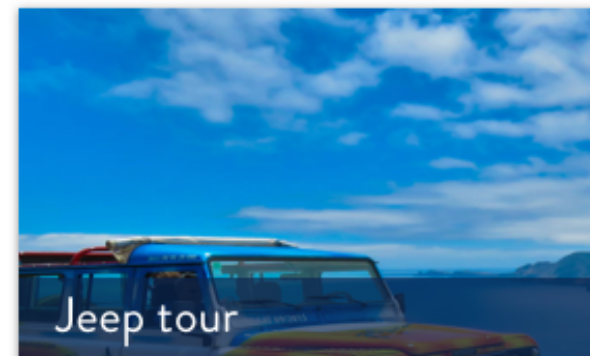
- My content
- Colleagues' content

What kind of content?

- Funchal
- Dining
- Nightlife
- Outdoors
- Relaxed
- Quick
- Bad weather
- Events

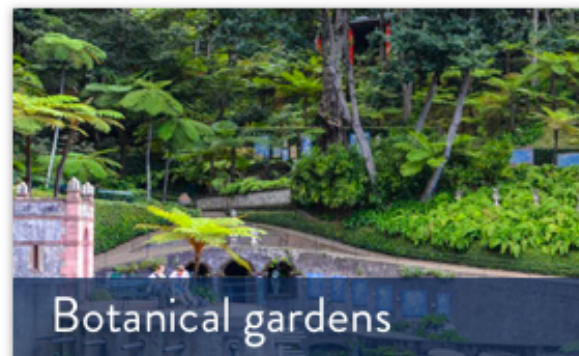
Which colleagues?

- Sara
- Kelly
- Laura



Jeep tour

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Botanical gardens

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ullamcorper est id



Restaurant O Lagar

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Seixal beach

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Caniçal

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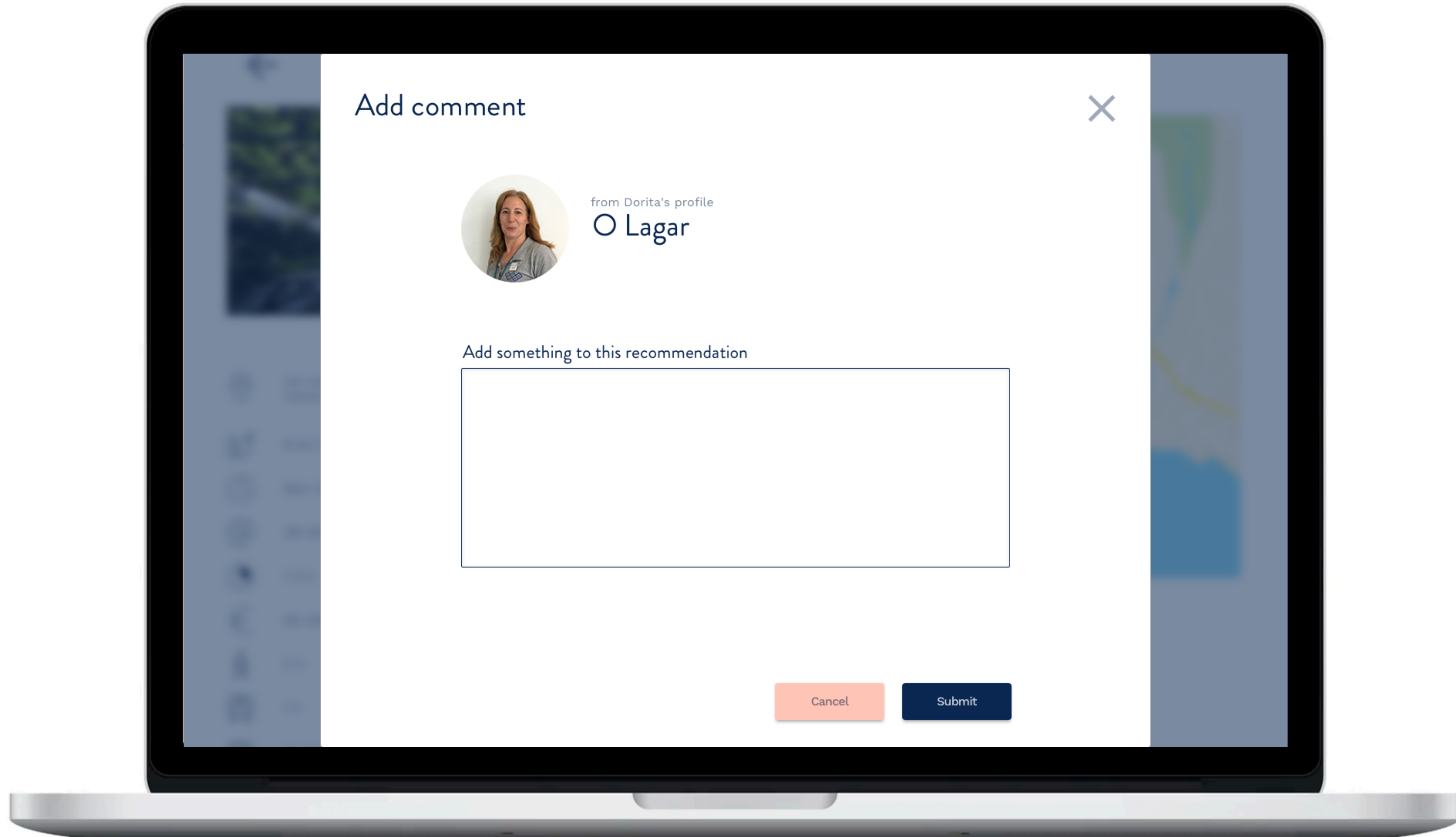


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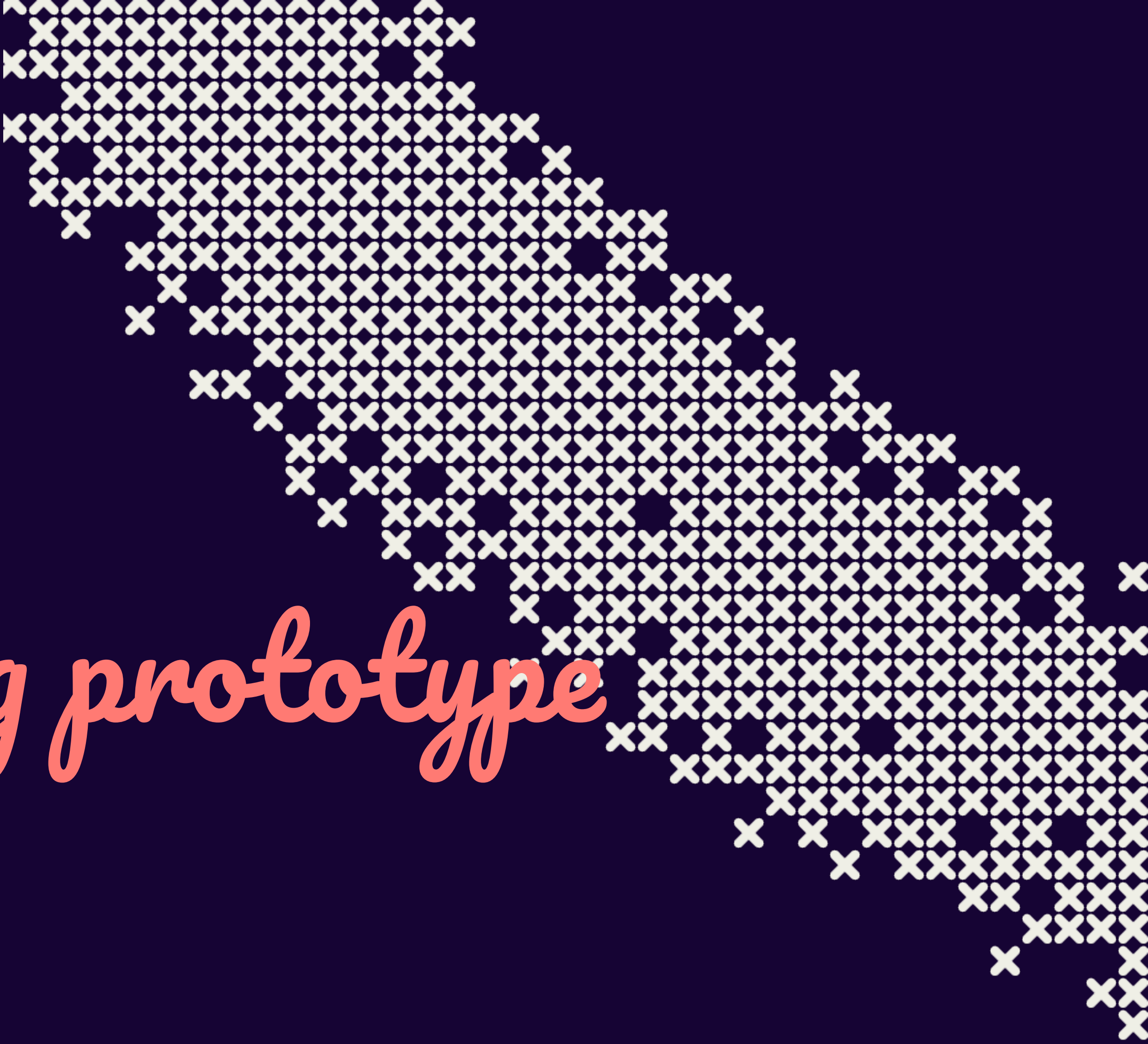
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// PRESENTING LENDA

Collaboration

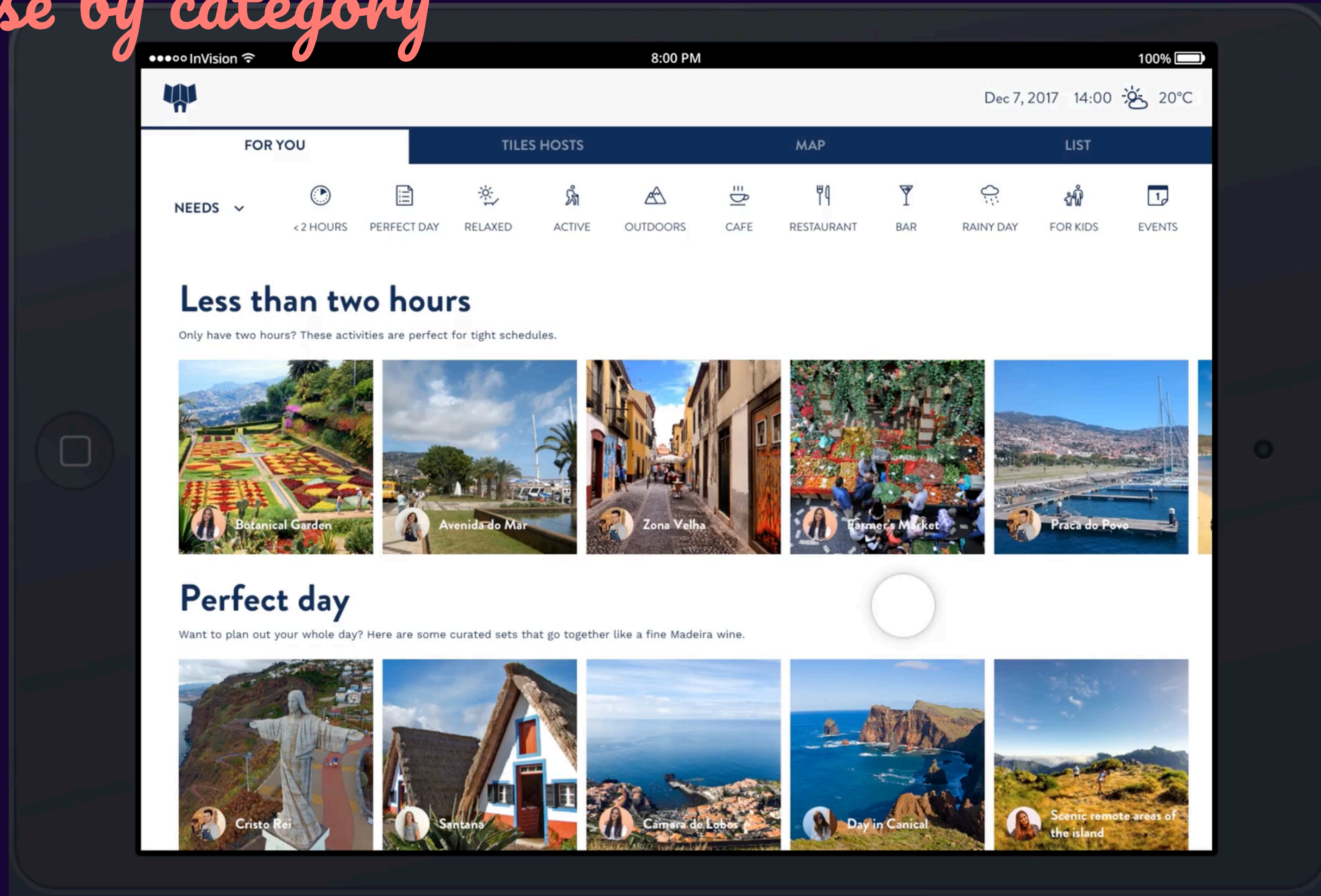


Guest-facing prototype



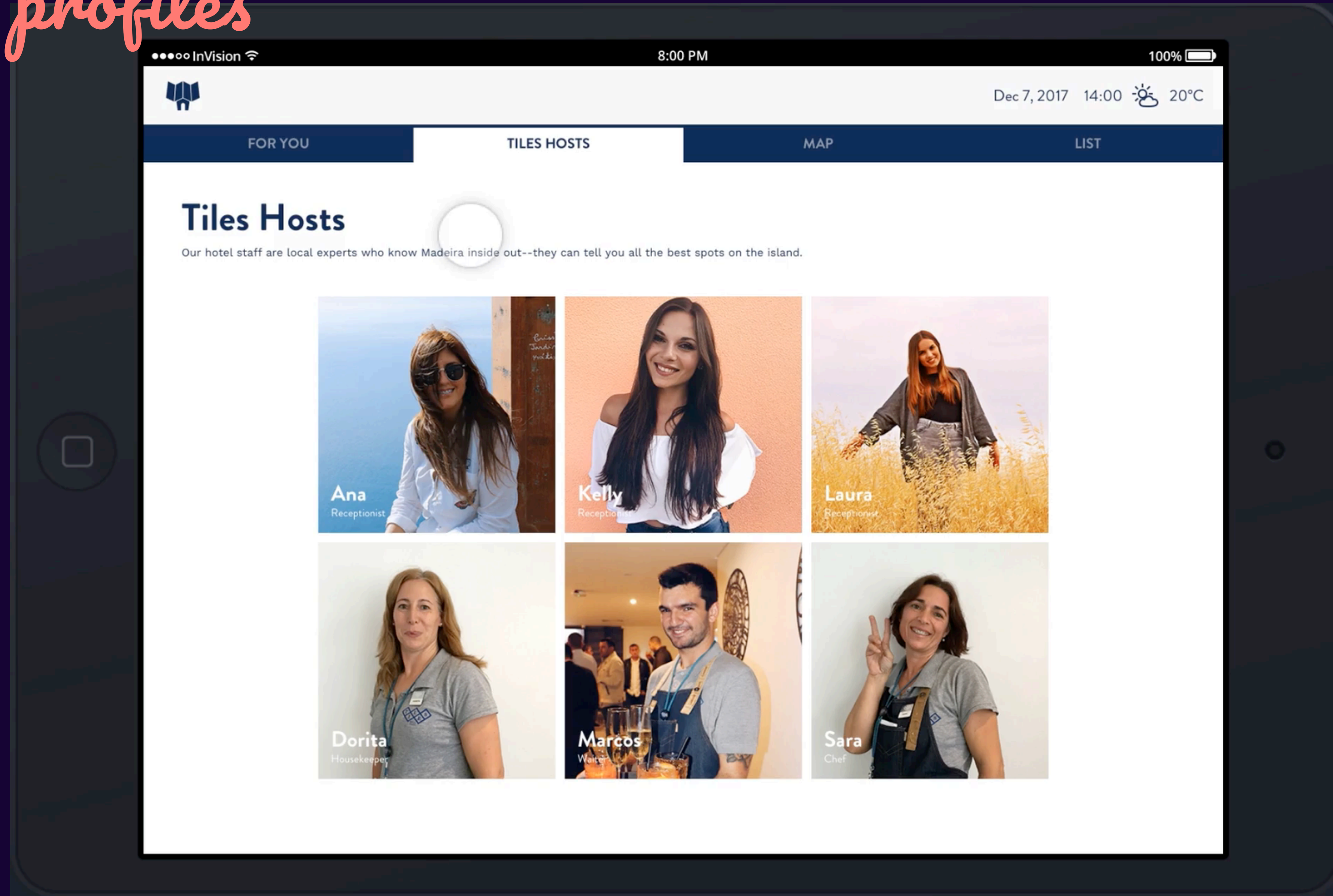
// PRESENTING LENDA

Browse by category



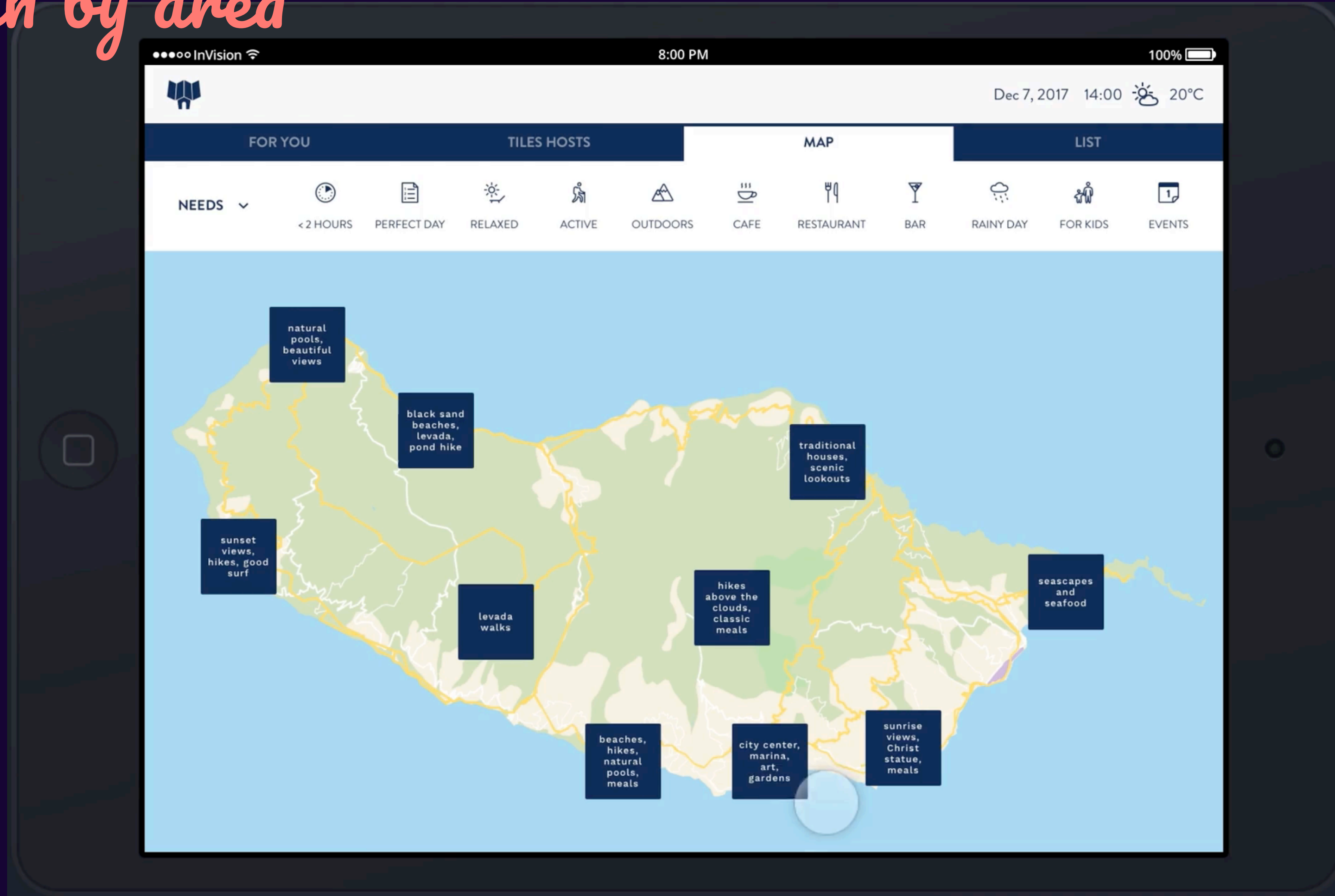
// PRESENTING LENDA

Host profiles



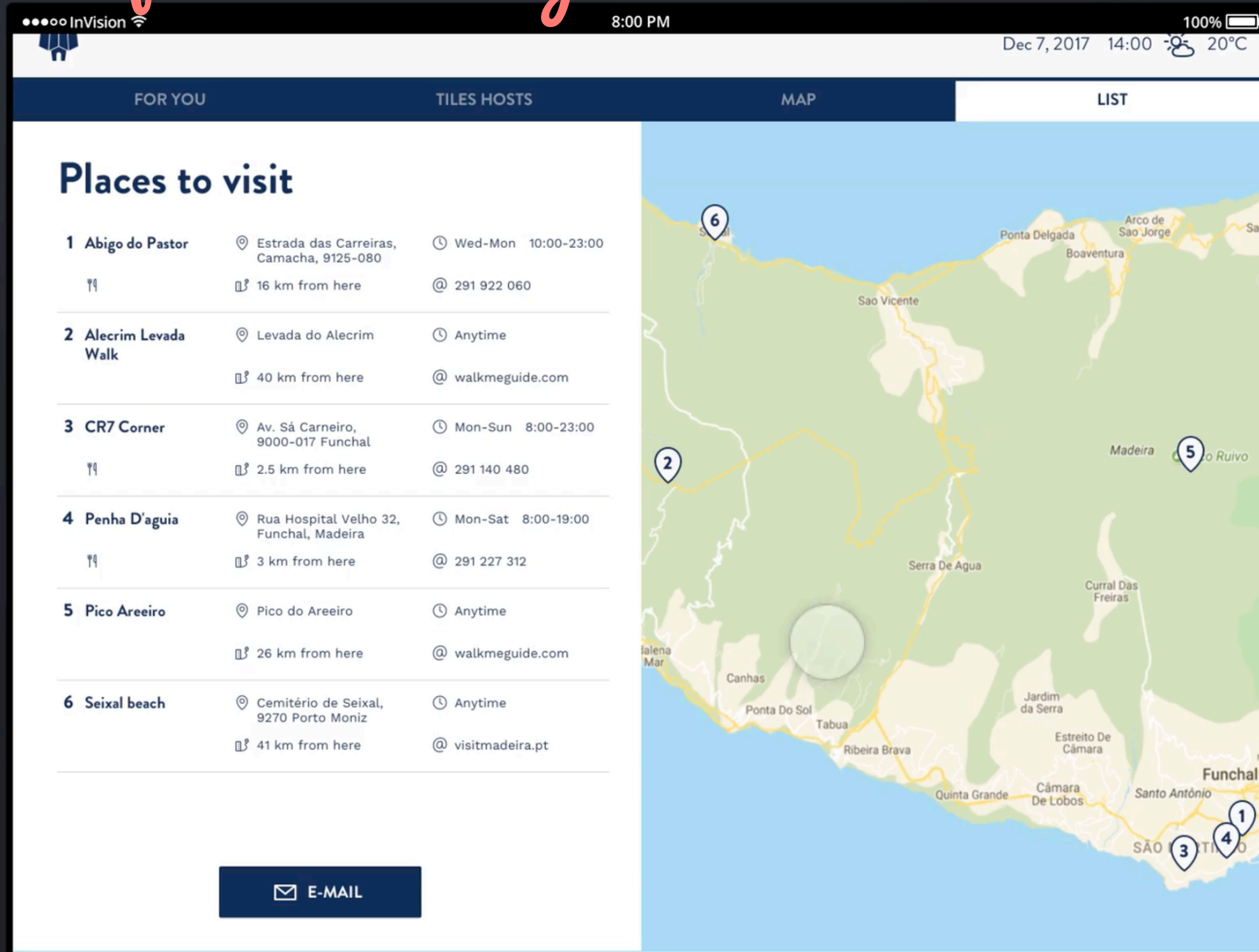
// PRESENTING LENDA

Search by area



// PRESENTING LENDA

Create a list for on-the-go

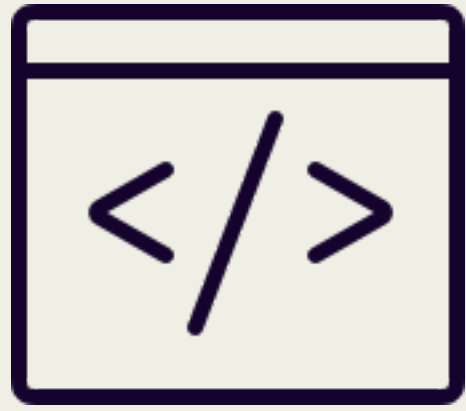


Making Lenda a reality



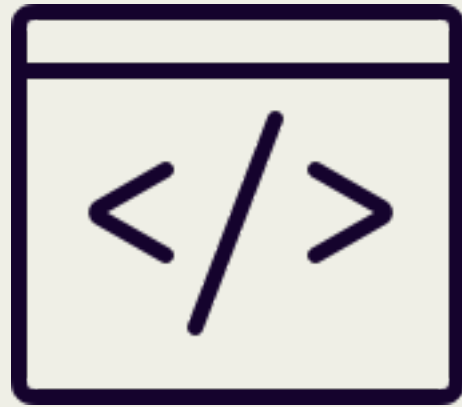
// MAKING LENDA A REALITY

Next steps



Full development

Next steps

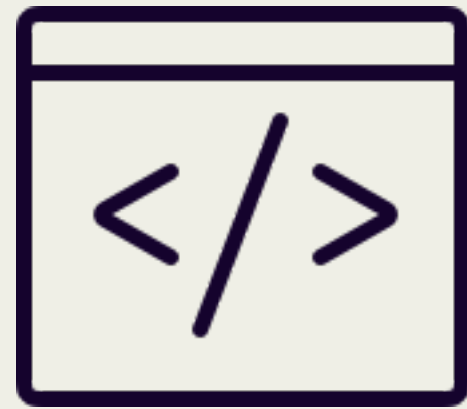


Full development



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

// MAKING LENDA A REALITY

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.

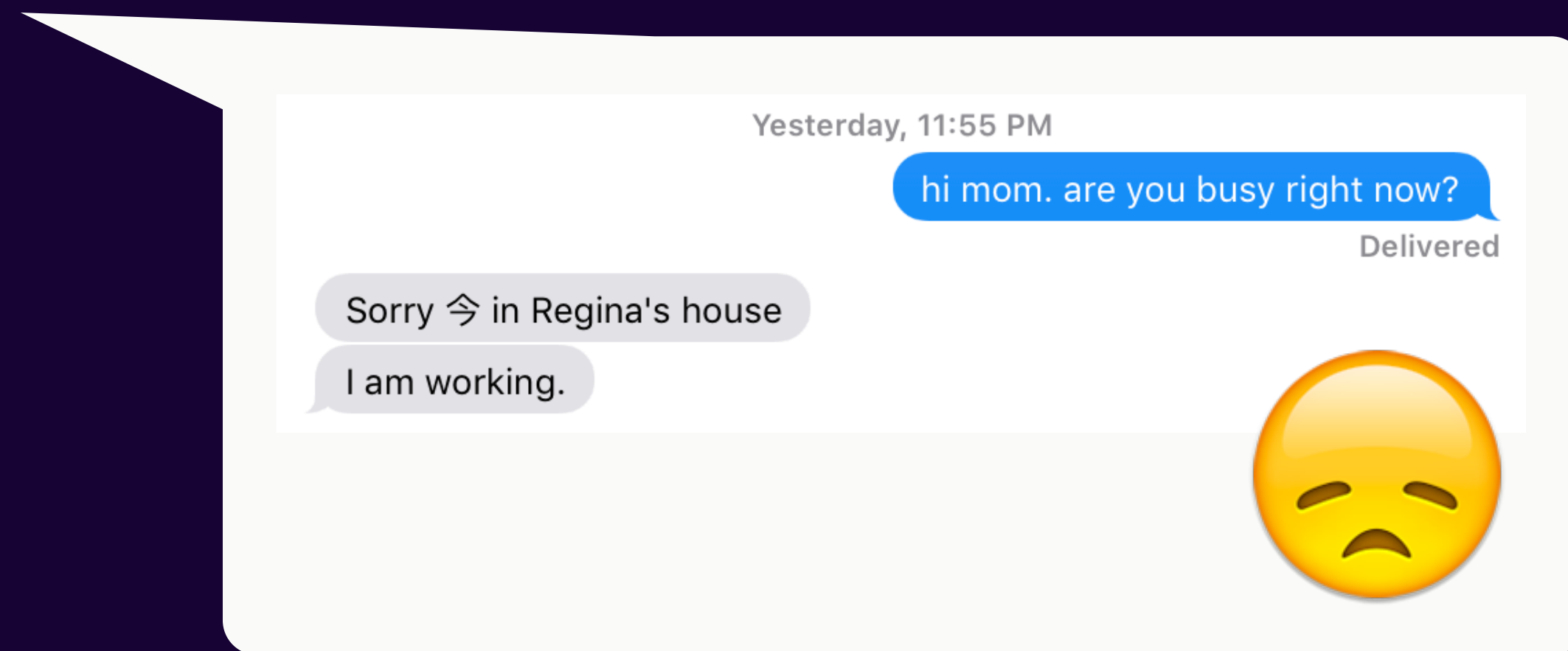
What our parents had to say about Lenda



*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





WORLD

Obrigado

