

Hotel Vitale

V I R T U A L C O N C I E R G E



PROBLEM

When people visit new cities they often times plan their days by pulling information from numerous sources like Yelp and other sites that have recommendations and reviews. This takes a lot of effort from the visitor's part since they have to manually search and go through the reviews for each activity.



SOLUTION

User's home base is the hotel so having a virtual concierge in each room will allow users to have a personalized experience. The virtual concierge will curate an activity package based on the mood of the user at the moment. Users will take a quick quiz to convey their mood. Users can sync the information to their phones for reference when they're out exploring.

TARGET

Ages 25 - 40 years old with middle – high income.
Single or newly married without children.

STRENGTHS

Available around the clock.
Can be accessed in the comfort of guest rooms.
User friendly and helpful guidance.
Ability to sync with phones.

WEAKNESSES

Might be too much content as a whole.
Might take a long time for users to find what they're looking for.
Device can only be used in the rooms.
It needs Wi-Fi to deliver content.

OPPORTUNITIES

Allow users to access the digital concierge on their phones.
Ensure usability by user testing extensively.
Educate users on the features and navigation of the device.
Keep up to date with new trends in technology.

THREATS

Indirect threats from apps that provide the same content.
Economic factors that slows down travel.
Advancing technology that can make this device obsolete.
Users may not interact with the device.

PERSONAS



26 years old
Single
Lives in Chicago
Costume Designer
Income 57K

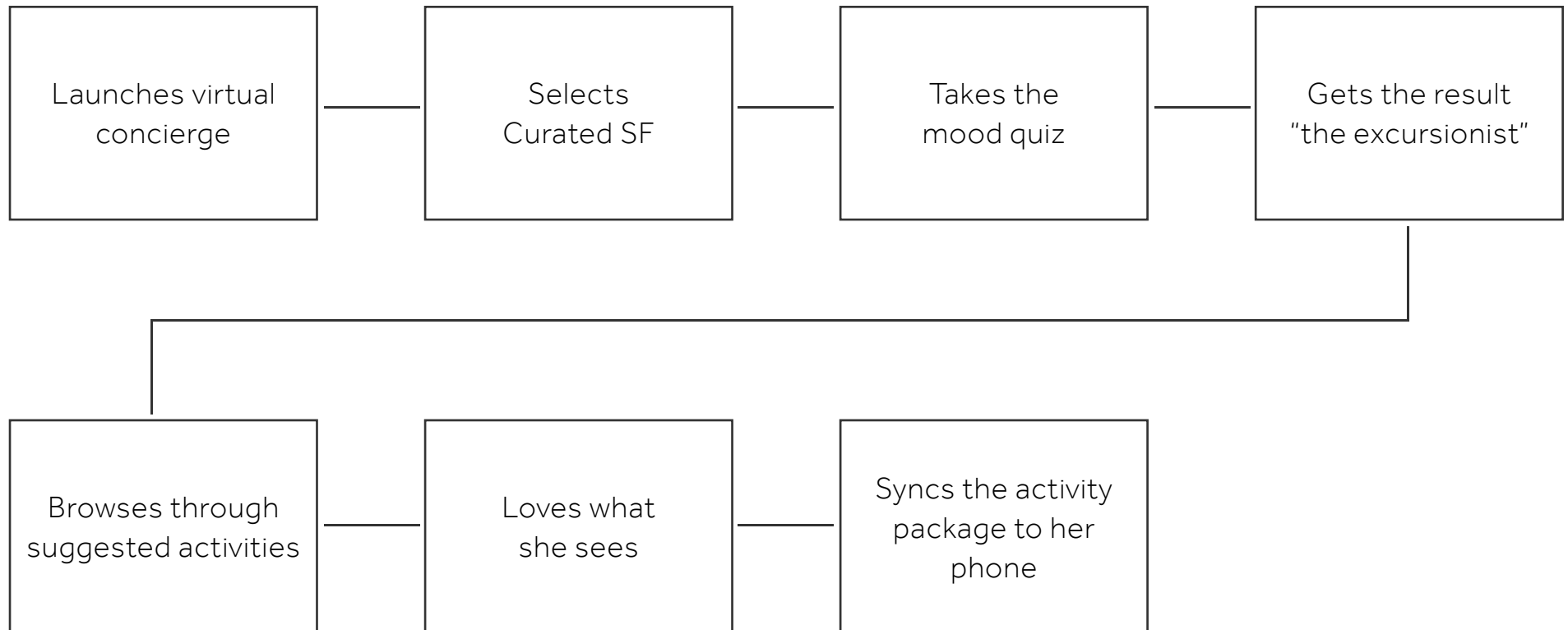
NANCY

"THE EXCURSIONIST"

Nancy is a costume designer from Chicago and loves discovering new places. It is her first time visiting San Francisco so she wants to get the full experience and locate some local boutiques. Nancy and her two friends decided to stay at Hotel Vitale since it's centrally located.

USER FLOW

Nancy and her friends arrive at the hotel late in the evening. She's very excited about seeing the city and wants to make an agenda for the following day but doesn't know where to start. She gets on the virtual concierge and discovers an activity package that suits her.





37 years old
Newly Married
Lives in Texas
Marketing Manager
Income 90K

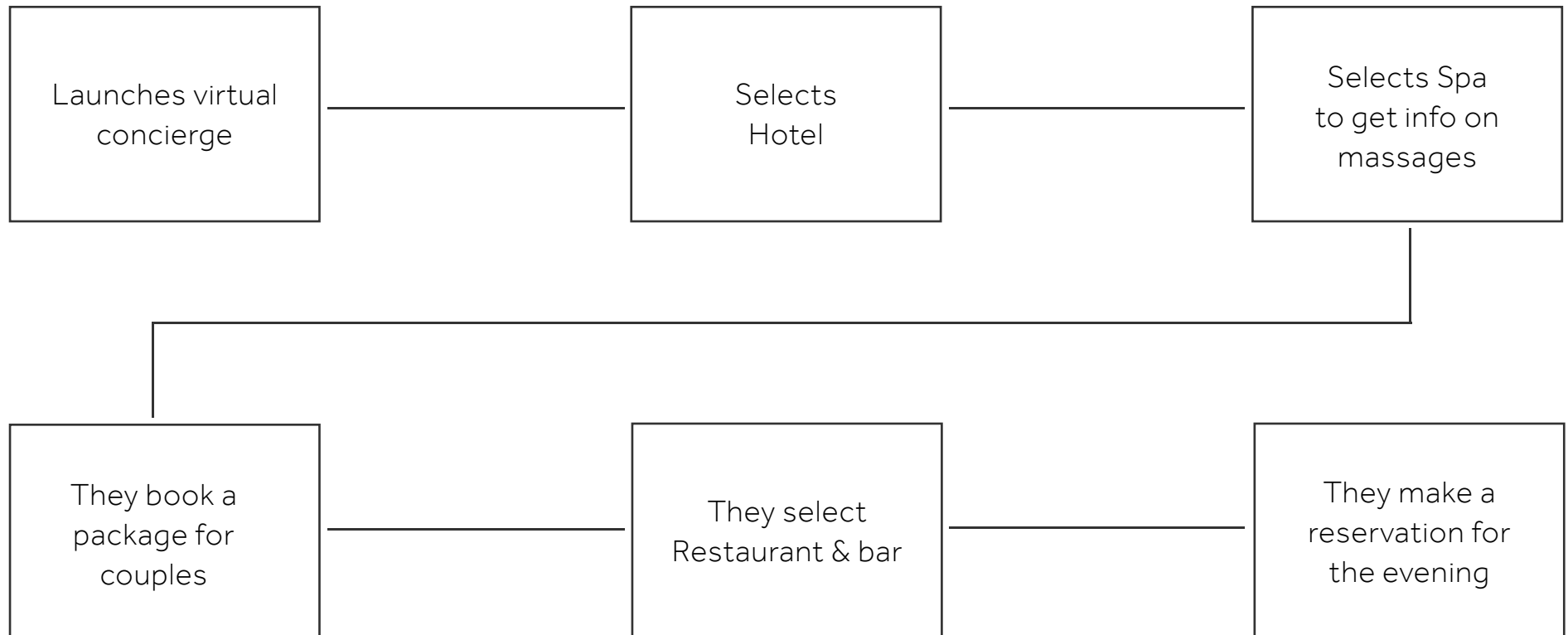
WAYNE

"THE FOODIE"

Wayne is a marketing manager in Austin, Texas and is a major foodie. Him and his wife are visiting San Francisco for the first time to go on a culinary adventure and sightsee. They decided to stay at Hotel Vitale because of good reviews. They want to experience the local favorites but would like recommendations.

USER FLOW

Wayne and his wife arrive at Hotel Vitale. After a long day of sightseeing the couple decide they want to indulge in a massage then have dinner without leaving the hotel. They get on the virtual concierge and discover the spa and a restaurant located in the hotel.



WORD LIST

Guide

Helpful

Insightful

Modern

Clean

Inviting

Inspirational

Stylish

Personable

Pleasing

Exploration

Adventure

Discover

Voyage

Travel

Enlightening

Vacation

Tourism

Shiny

Luxury

Indulgence

Posh

Savvy

Upscale

Exclusive

Comfort

Concierge

Usability

Intelligent

Intuitive

Relaxation

Safe

Trendsetting

Practical

Fine Dining

Functional

Plush

Tailored

Shopping

Attractions

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