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Wireless Rooms

Product Research

Contents

Let's Talk!

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Business Objectives

Wireless Rooms provides hotels with a modern solution to hospitality with low upfront costs through subscription plans. Our services aims to improve hospitality processes, boost guest experiences whilst generating more revenue from every guest by offering additional services.

Primary goals:

- Increase Revenue - Quick access to service information
- Automate Request Management - Save time & reduce errors
- Reduce Operating Costs - Less printed materials

The Market

Wireless Rooms aims at catering to hospitality services, primarily at first within UK hotel industry. The hotel industry in the UK is one of contrasts, ranging from renowned 5-star and luxury hotels, to major national budget brands. International and domestic tourism creates a demand for hotels and similar serviced accommodation establishments of all kinds, segmented across upper, mid, and lower scales. The average hotel revenue per room in the UK now reaches over 100 British pounds.

The UK hotel industry statistics and facts:

- 20.7bn GBP - Hotel industry revenue in the UK (2008-2018)
- 840k - Hotel Rooms in the UK
- Going Green / Sustainability - One of the top hotel trends
- One of the biggest External Factor 'Technology'- Hotels looking to use technology to give guests the best experience
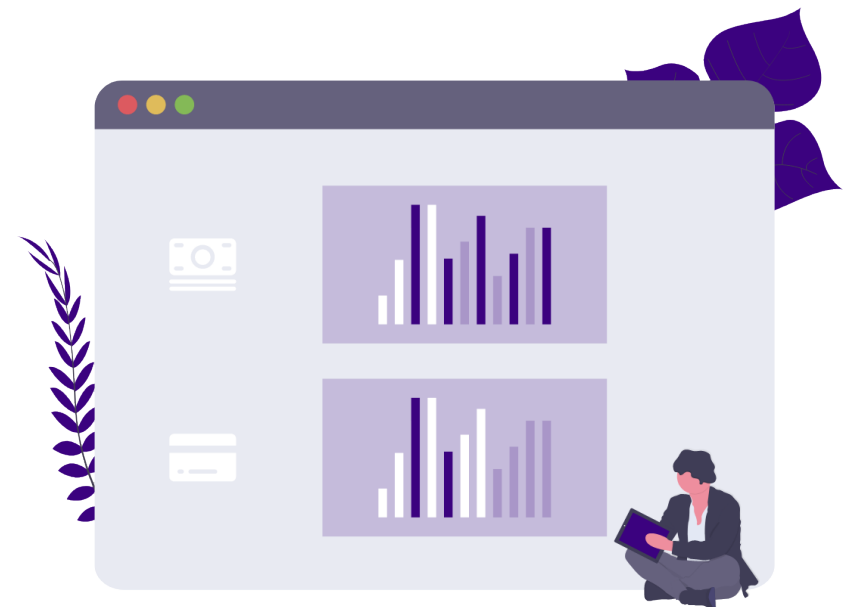
Products for the guest

The Guest App

01 Increase Incremental Revenue

- Special offers promotions
- Restaurant Reservations
- Offer upgrades / Loyalty points
- In-room dining ordering

- Book a room (iframe?)
- Book a taxi (sponsored?)
- Book a spa treatment
- Sponsorship opportunities

02 Reduced Operating Costs

- Promotions in app to reduce in room print collateral.
- Time and Alarm to replace in room clocks
- Tablet Messaging to reduce paper messages

- Tablet to replace TV controllers lowering maintenance / equipment expenses
- Express check in / check out
- App for staff on the go
- Digital menus

03 Improve Guest Satisfaction Scores

- Hotel information + Images
- Local city guide
- Message Reception
- Receive notifications
- Access to guest billing info
- Guest feedback (Trip Advisor)
- House keeping requests
- News & Weather (feed)

- Do not disturb functionality
- Multi-lingual
- Multi-currency
- Accessibility mode
- Apps & Games
- Room controls
- App for guests
- Secure web browsing

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Products for the guest

Tablet + Cradle

01 Tablet min specs (possible bespoke hardware)

- Connect to wifi
- Android v9+ preferred
- Memory 4GB min
- Storage 32GB min
- Processor 2.30GHz min
- Battery 5000mAh min

- Screen 10" min (FHD preferred)
- Run kiosk mode
- No camera / Disabled
- 3.5mm headphone jack
- Bluetooth 5.0
- Casting capability

02 Smart charging cradle specs

- Mains powered usb type-c charging (fast charging support)
- Charging for external devices on dock to replace number of power supplies required

- Built in speaker + bluetooth connectivity
- Pogo pins connection preferred

Products for the Hotel Owner and/or Manager

## Portal

01 Critical Integrations

- Property Management System - PMS
- Point of Sale - POS
- Guest & Staff Messaging - Integrated messaging services & ticketing

02 Content Management System - CMS

- Customise look of in-room app - colours, fonts, logo etc. (On-boarding process?)
- Setup site map
- Select functionality required
- Media library - Files + Images
- Express check in / check out
- Digital menus

- Managing purchased ads
- Accessible via web
- Create and manage users with different permissions
- Dynamic pricing (time period/ guest profile)
- Guest targeted ads

03 Improve Hotel satisfaction

- Remote cloud support 24/7 from SCS
- Reporting on guest interactions
- Guest analytics dashboard
- Personalise taxes, fees and policies
- Easy to install + Quick setup time
- Easy to manage billing
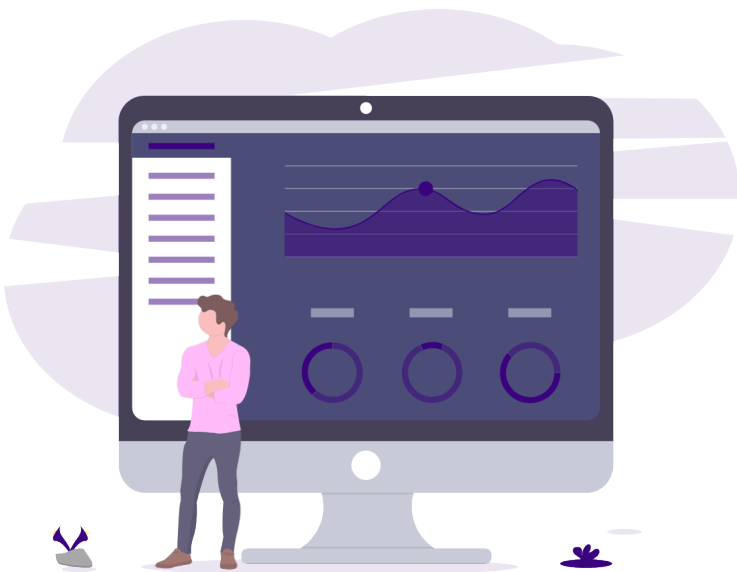
Personas

Identifying the users needs

A Persona is a fictional example of the users needs linked to their aspirations and desires, that are usually linked to objectives within their lives.

To identify the users needs we will need to create a Persona. By running through this process we can unpack the users needs and create a tailored user experience. The purpose of working with personas is to be able to develop solutions, products and services based upon the needs and goals of your users. That is why we focus on a "Goal-Directed" persona, which cuts straight to the nitty-gritty, see below for details:

Goal directed persona stages:

The Persona

Defines who the story is about. This is your main character including attitudes, motivations, hesitations etc.

The Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

The Goal

Defines what the persona wants or needs to fulfil. The goal is the motivation of why the persona is taking action. When the goal is reached, the scenario ends.

Primary Persona
Hotel Owner / Manager

Mark Armstrong
Hotel Owner / Manager

Age	52
Gender	Male
Client Type	B2B
Location	Global
Salary	£75,000+

Desktop Computer

Mobile Phone

eCommerce

Mobile Apps

Google

Social Media

Brands

Motivations

Mark aims to find the most effective solutions on the market to boost revenue and improve guest experience. He wants the convenience of an app and tablet but can't justify the cost of making an app or buying the tablets. Mark would like to update his processes to save time and money. Mark is also looking to reduce his costs on printed media but needs a way to up-sell service to guests. Repeat business is an important factor but currently has no way to track this.

Hesitations

Mark wants to compete with bigger brands by adding the convenience of an app and tablet to his rooms but doesn't have the budget for a bespoke app or to buy the tablets. Mark wants a simple pre-built solution that he can tailor to his brand and needs quickly and easily with low commitment. Mark isn't an IT specialist and finds most solutions difficult to integrate with current systems and difficult to install. Internal processes haven't changed in a long time and offer little information on what is and isn't working.

Secondary Persona Hotel Guest

Katy Sullivan
Sales Manager

Age	34
Gender	Female
Client Type	B2C
Location	Global
Salary	£35,000-£50,000

Desktop Computer

Mobile Phone

eCommerce

Mobile Apps

Google

Social Media

Brands

Motivations

Katy travels across the country for work and for mini city breaks and like staying in hotels. Katy is tech savvy and uses a smart phone and social media everyday and enjoys the convenience. When making a booking Katy always checks the facilities to judge if the hotel is value-for-money and having a tablet in the room would definitely add value. When staying in a hotel for work Katy looks for convenience (room service) and when on a mini break enjoyable extras like a spa.

Hesitations

Katy doesn't like having to go to reception for every problem or request. Katy also doesn't like speaking to people over the phone and would rather be able to send her request through a digital platform like her phone. When in her room Katy doesn't like all the old brochures and leaflets that are usually torn, ripped and sometimes sticky! Katy then misses out on the latest deals and new services because she hasn't seen them in the brochures or missed them on posters that are sometimes out of date.
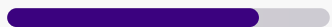
User Flows

User flow is the path taken by a prototypical user on a website or app to complete a task. The user flow takes them from their entry point through a set of steps towards a successful outcome and final action, such as purchasing a product.

The user flow is the basis for content requirements on web pages or app screens. Beginning with an understanding of user needs helps the product team build a user flow and experience that is designed to meet those needs.

User flows helps us to consider the following:

- What is the user trying to accomplish?
- What is important to the user and what will give them confidence to continue?
- What additional information will the user need to accomplish the task?
- What are the user's hesitations or barriers to accomplishing the task?

User Flows – Primary Persona / Hotel Owner / Manager
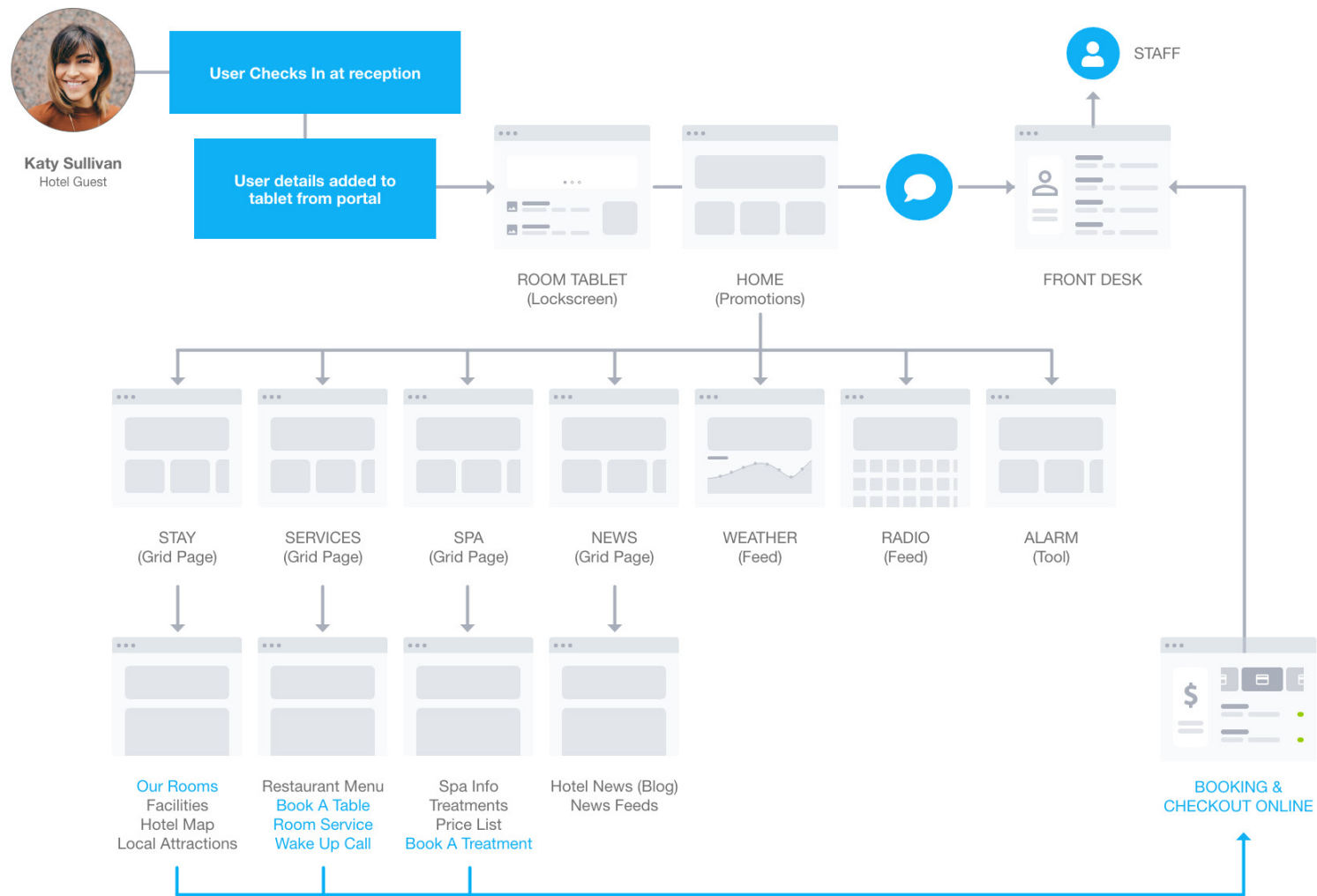

Mark Armstong
Hotel Owner / Manager

Downloads software
Sign up / login to account

ADMIN PORTAL

Are you setting up the app
and adding the content?

Personalises App appearance
Selects required pages and services
Adds information to pages
Integrate with PMS
Create new users accounts for staff

Create new admin user/s

Personalises App appearance
Selects required pages and services
Adds information to pages
Integrate with PMS
Create new users accounts for staff

STAFF

Login to account

PMS Integration feed

GUESTS / CHECK IN

STAFF PORTAL

GUEST TABLET
(Room Bookings)

GUEST TABLET
(Messages)

GUEST TABLET
(Table Booking)

GUEST TABLET
(Room Service)

GUEST TABLET
(Spa Service)

User Flows – Secondary Persona / Hotel Guest

Katy Sullivan
Hotel Guest

User Checks In at reception

User details added to tablet from portal

STAFF

ROOM TABLET
(Lockscreen)

HOME
(Promotions)

FRONT DESK

STAY
(Grid Page)

SERVICES
(Grid Page)

SPA
(Grid Page)

NEWS
(Grid Page)

WEATHER
(Feed)

RADIO
(Feed)

ALARM
(Tool)

Our Rooms
Facilities
Hotel Map
Local Attractions

Restaurant Menu
Book A Table
Room Service
Wake Up Call

Spa Info
Treatments
Price List
Book A Treatment

Hotel News (Blog)
News Feeds

BOOKING &
CHECKOUT ONLINE

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The Competition

2020 Hotel Tech Award Winner

#1 Suite Pad

SuitePad re-defines the way hotels connect with guests. In the hotel room of the future, you'll find the guest directory, telephone, TV remote, newspapers, room service menu, and much more, all united on a single device: the SuitePad. SuitePad allows hotel businesses to reduce costs while generating new streams of revenue, providing advantages for both the hotel and its guests.

https://www.suitepad.de/en/

#2 Crave

Digitally connect with your guests and enable access to all your Hotel services through an in-room tablet. Simple and intuitive our in-room tablets are proven to increase revenue; updates are instant, promotional offers can be targeted and guests enjoy adding extra options to their in-room dining experience.

https://crave-emenu.com/

#3 Volo!

Volo is an in-room tablet solution that gives your guests interactive, touchscreen access to all of your hotel amenities. Volo proves to be a profit center, not a cost, by driving revenue through up-sells and cross-sells of food, beverage, and amenities; real-time service recovery and improved reputation management.

https://www.getvolo.com/

#4 INTELITY

With In-Room Tablets, hotel and casino guests can effortlessly access services and amenities without ever needing physical contact with staff. INTELITY offers both luxury android and iPad tablet options, replacing the printed compendiums and alarm clocks of the past with 24/7, on-demand digital access to the service.

https://intelity.com/in-room-tablets/

#5 Wishbox

Wishbox is digitizing the guest experience in hotels, hostels and vacation rentals, from initial booking until post check-out. We empower property managers to digitize their guest experience by offering numerous smart tools throughout the guest journey from online check-in, smart upsells, and much more.

https://www.suitepad.de/en/

Feature Phases

What we need & when

Guest App Features	Increase Incremental Revenue	Reduced Operating Costs	Improve Guest Satisfaction Scores	Phase One	Phase Two	Phase Three
Digital Directory Integration (Portal)		✓			✓	
Bedside Alarm		✓	✓	✓		
Digital Menus	✓	✓	✓	- ✓	+ ✓	
Dynamic Pricing	✓	✓				✓
Local City Guides			✓	✓		
Staff & Guest App	✓		✓			✓
Secured Web Browsing			✓			✓
Housekeeping Requests	✓	✓	✓	✓		
Restaurant Reservations	✓		✓	✓		
Hotel Facilities Integrations (Spa etc.)	✓	✓		- ✓	+ ✓	
Sponsorship Opportunities	✓					✓
App & Games			✓			✓
Travel Information			✓	✓		
Guest Feedback			✓	✓		
News & Weather (Feed)			✓	✓		
TV & Room Controls		✓	✓			✓
Late Checkout (upsell)	✓		✓		✓	
POS & PMS Integration (Guestline etc.)	✓	✓			✓	
Digital Concierge Messaging	✓	✓	✓	- ✓	+ ✓	

Guest App Features	Increase Incremental Revenue	Reduced Operating Costs	Improve Guest Satisfaction Scores	Phase One	Phase Two	Phase Three
Multi-lingual		✓			✓	
Accessibility Settings		✓	✓	✓		
Guest bill lookup	✓	✓	✓	- ✓	+ ✓	
Room booking	✓	✓				✓

Portal / Backend Features	Critical Integrations	Content Management System	Improve Hotel satisfaction	Phase One	Phase Two	Phase Three
Top admin cloud management	✓	✓		✓		
Top admin cloud reports	✓	✓		- ✓	+ ✓	+ ✓
Top admin billing	✓	✓			- ✓	+ ✓
Top admin help desk	✓	✓	✓	- ✓	+ ✓	+ ✓
Locking Kiosk Mode	✓			✓		
Tablet Management	✓			- ✓	+ ✓	
Push updates	✓			✓		
Tablet status	✓			✓		
Battery management	✓			- ✓	+ ✓	
Camera settings	✓			✓		
Locking down ports	✓			✓		
Remote access	✓			✓		
Tablet on-boarding setup	✓	✓	✓		✓	
Portal on-boarding (look and feel)		✓	✓		✓	

Portal / Backend Features	Critical Integrations	Content Management System	Improve Hotel satisfaction	Phase One	Phase Two	Phase Three
Network management	✔	✔		- ✔	+ ✔	
Our licensing for client		✔			✔	
Help desk technical assistance	✔		✔	- ✔	+ ✔	
Scalability - load balancing	✔				✔	
Reliability / Redundancy	✔		✔		✔	
Security	✔		✔	✔		
Privacy	✔		✔	✔		
Invoicing / billing		✔	✔		- ✔	+ ✔
Tablet check in with system (online status)	✔			- ✔	+ ✔	
Error reporting/handling	✔			- ✔	+ ✔	
User behaviour reporting (app centre?)		✔	✔	- ✔	+ ✔	
User management - access level	✔	✔		✔		
CMS / Media library	✔	✔		✔		
Release management	✔			✔		
Automated testing	✔			- ✔	+ ✔	
Login/password resets automations		✔		✔		
Message reception screen		✔	✔	✔		
Multi-Site / Hotels	✔	✔		✔		
Internal Staff Messaging		✔				✔
Multiple user based dashboards		✔			✔	

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