

Toursim and Hospitality Sector After COVID

Design Brief

Sanitization of Rooms For aggregate hotel chains that provide online booking platform

Project under

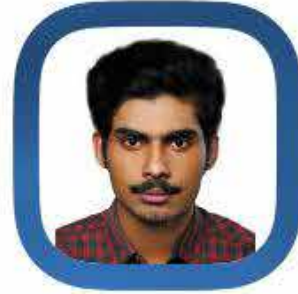
Students from different universities collaborated to work on the brief and give a breakthrough to the situation that COVID has led to the world

Hackathon

Team



Aditya Pandharpure
MIT ADT University



Gokul G
World University
of Design

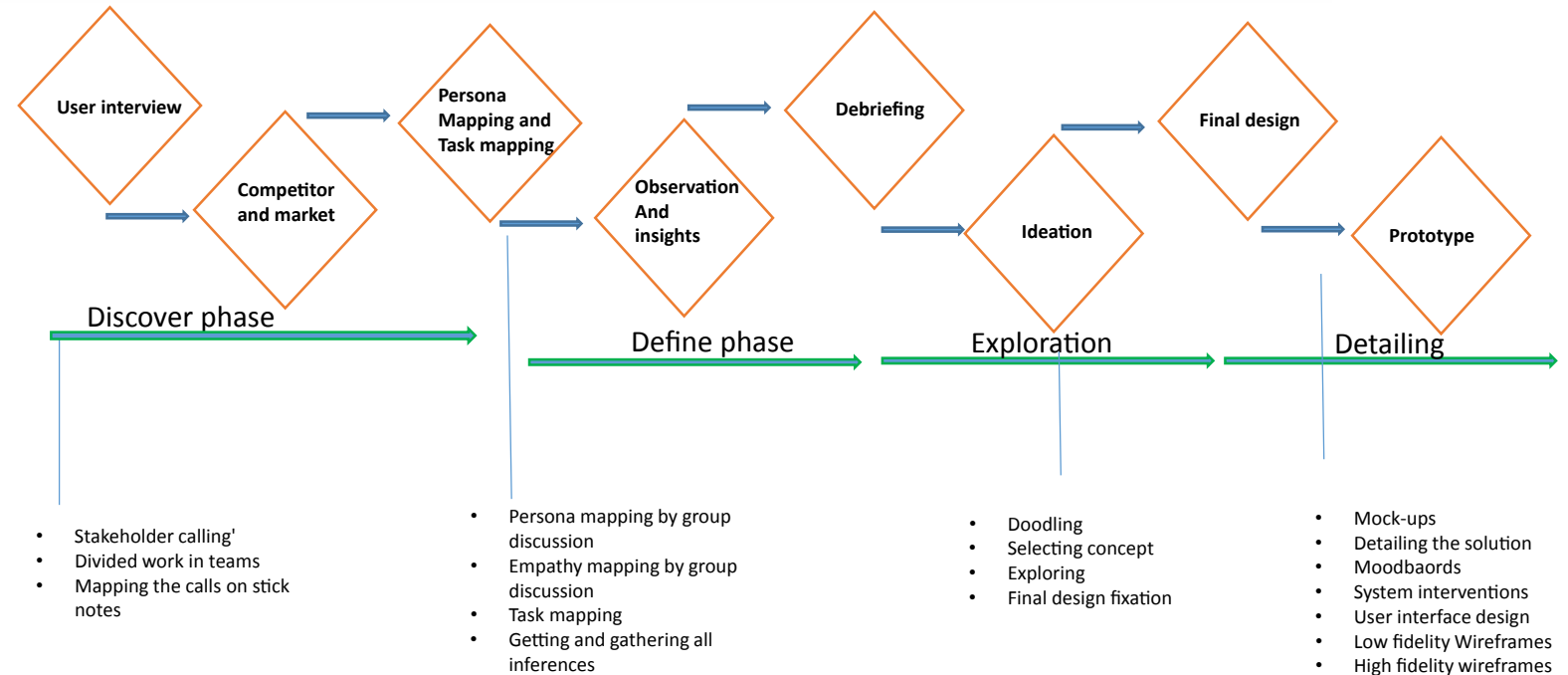


Simran
Chandigarh University

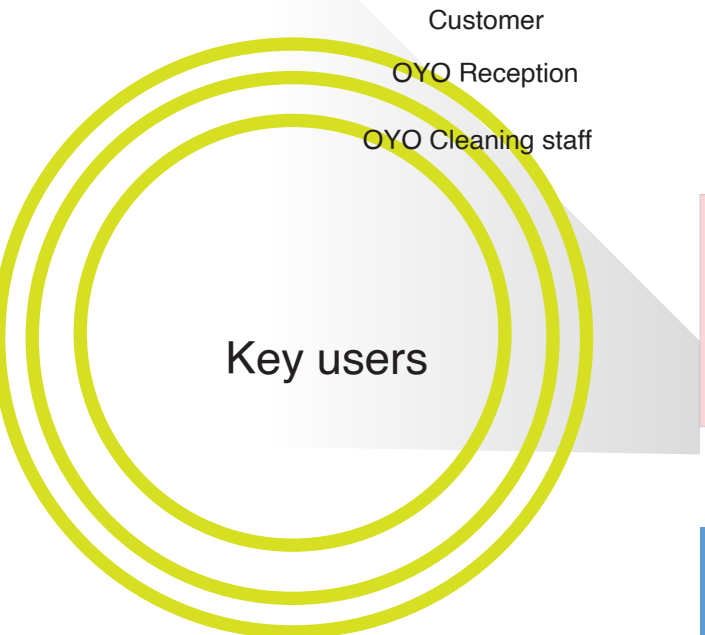


Mihir Pote
MIT ADT University

Design Process



User research



10 Online Interviews

5 Journey maps

5 Feild Interviews

Gunasekaran
Age : 58
Occupation: Pharmacy store

Hygienic ▼ unhygienic

Covid Awareness ▼ Covid Awareness

sincerity ▼ Laziness

56 + age

Stake holder Importance

Brand Personalities that Oyo posses are
Competitive(Reliable)
Sincerity(Family oriented, small town)

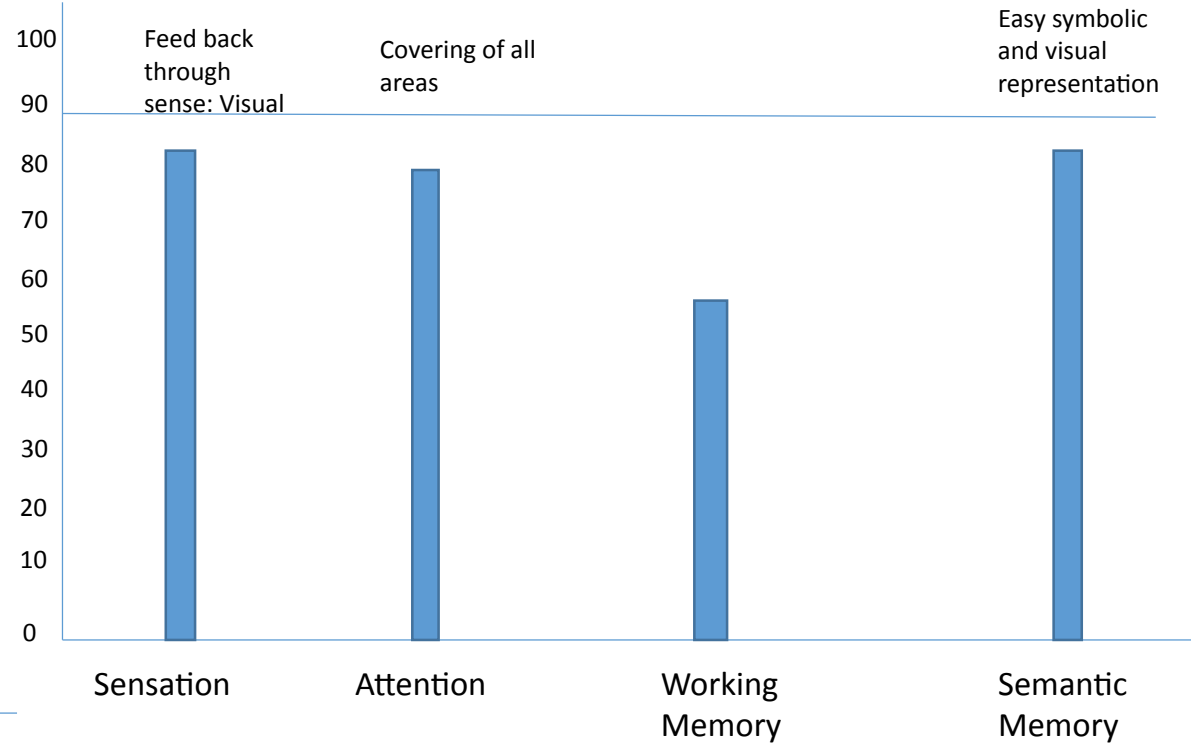


	Searching for hotel rooms	Booking room	Going to the hotel	Reception Check in	Taking Lift	entering room relaxing	Check out Leaving place
Actions	<ul style="list-style-type: none"> Open the browser Opening OYO App Searching for Hotel with high customer rating 	<ul style="list-style-type: none"> seleting one Reasonable priced hotel checking rating and reviews checking images of the rooms selecting Check in check out times Entering details selecting pay at hotel 	<ul style="list-style-type: none"> Taking cab Surfing on Social media paying to taxi getting out of the cab taking luggages 	<ul style="list-style-type: none"> Talking to receptionist Giving Id proofs Taking key making Payment 	<ul style="list-style-type: none"> Entering lift Pressing the number of the floor Waiting getting out of the lift 	<ul style="list-style-type: none"> Taking keys opening the door entering to the room closing the door keeping luggage somewhere Lying down to the bed taking fresh up Relaxing ordering food and eating sleeping 	<ul style="list-style-type: none"> Taking all belongings getting out of the room locking door going to reception via lift reaching reception giving back the keys leaving the hotel
Feelings	Good at selecting hotels	worried about the sanitization of the rooms	Worried about safety in cab	Fine with Paying cash	Worried about the lift	Seeing the arrangement of the room and become comfortable happy to see the sanitization process	Satisfied with the stay

Analysis and Inferences

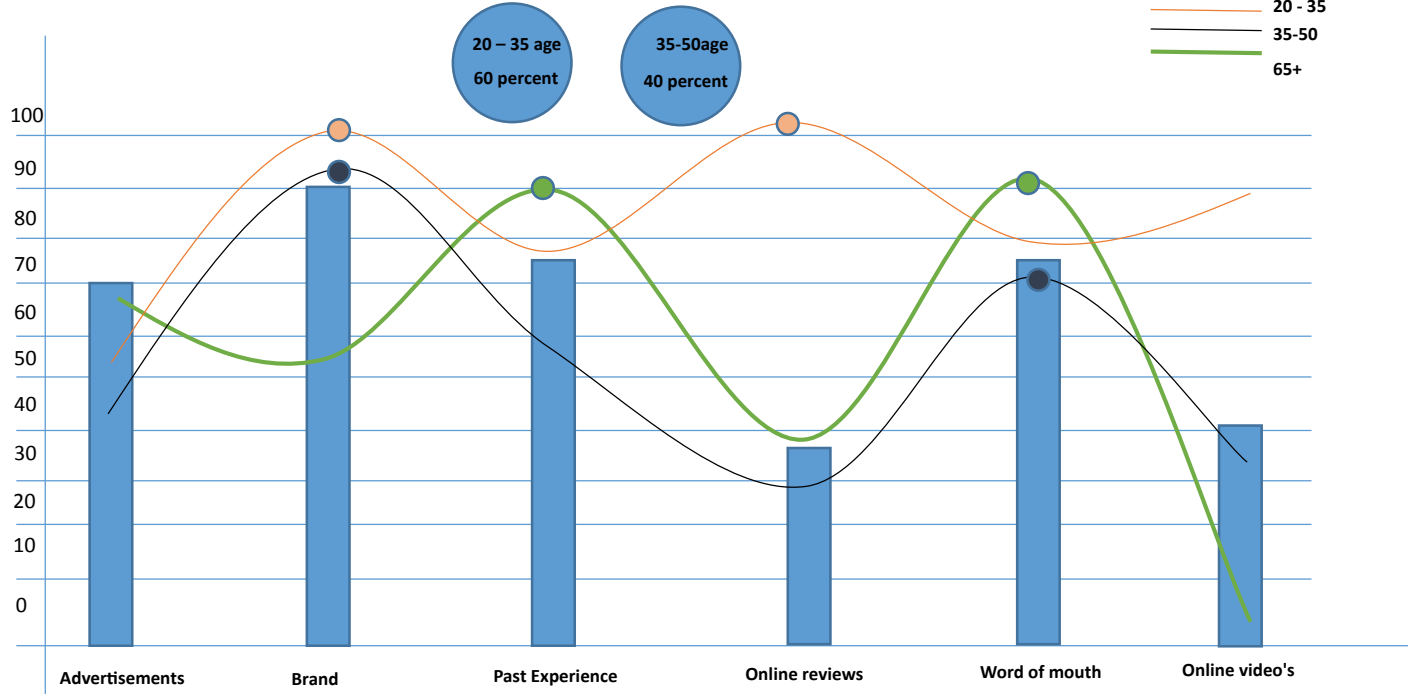


- 10percent is covered with toilet
- 10 percent covered by wall mounting products
- 10 percent by side accessories
- 50 percent is covered with bed



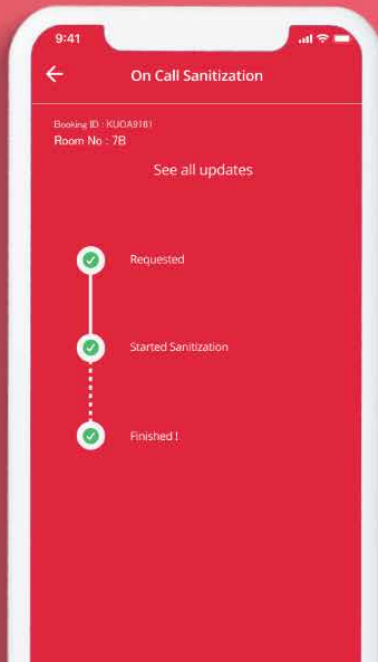
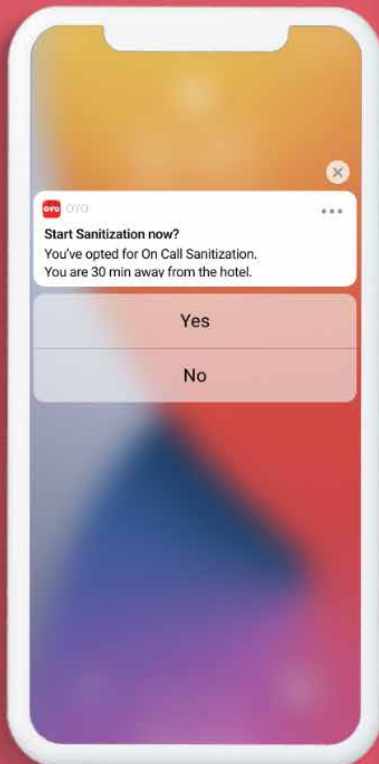
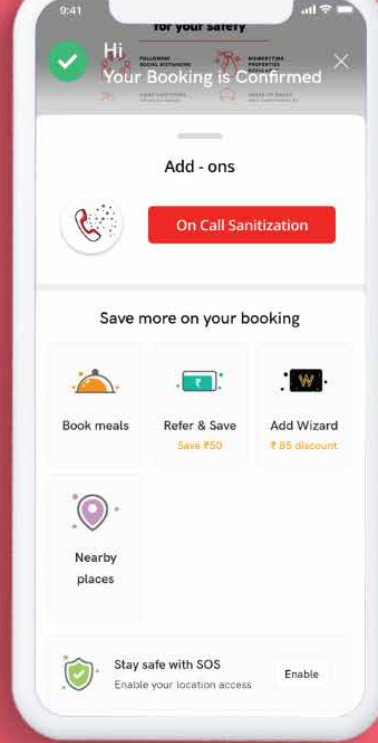
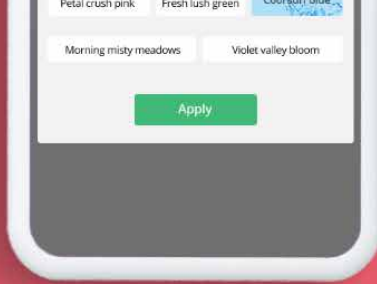
Booking Behaviour (Before Covid)

Form user interview the plotting of potential end users regarding the preferences on booking online rooms during travel



- Takeaways :
- Sanitization is the top priority of user
 - User prefers more trustful and delightful service
 - User prefers feedback of sanitization done visually
 - High efficiency and sanitization time are the key factors to be considered
 - Digital and contactless technology should be developed





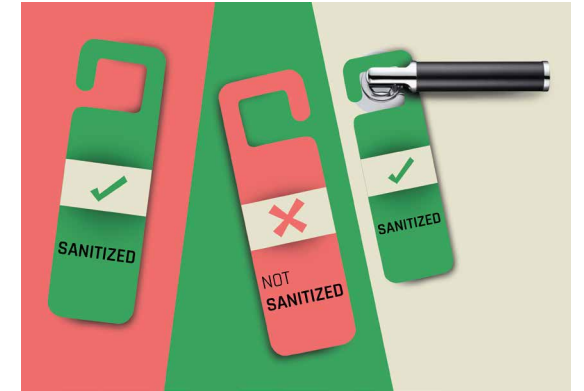
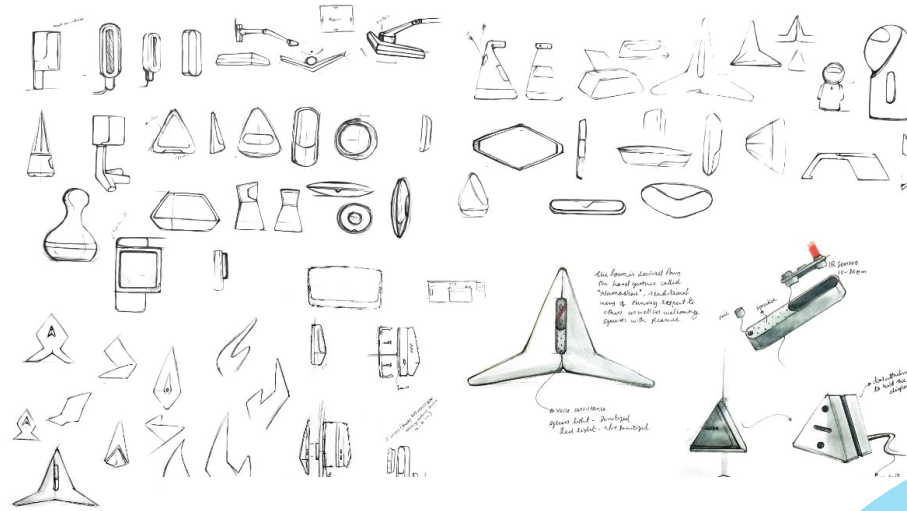
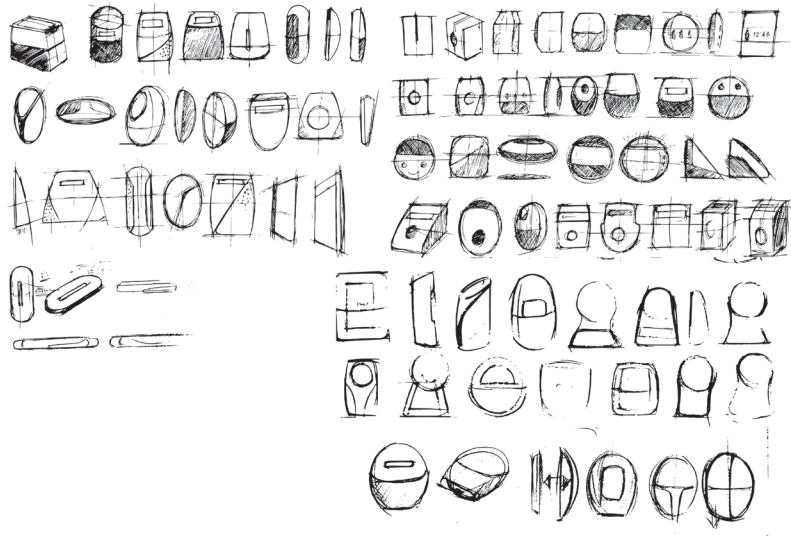
Observations and Insights

- Design service for gaining trust of the customer through service provided
- Design for reducing fear points of the customer
- Design for visual feedback of sanitization
- Design for Efficiency of sanitization
- Design for brand
- Design for personalization services of the customer
- Cost-effective and affordable solution
- Immediate implement ability
- Create a delightful experience for the customer even in pandemics

Redefined Brief

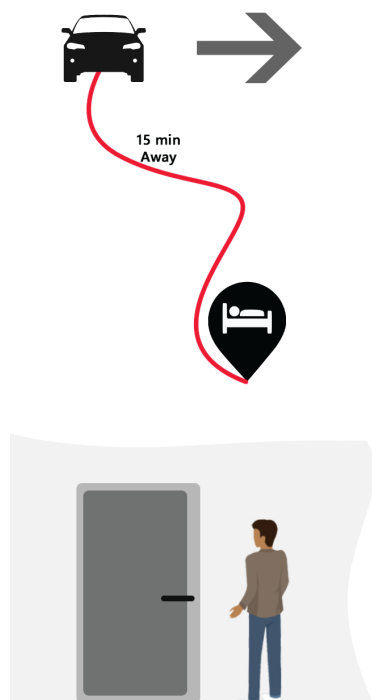
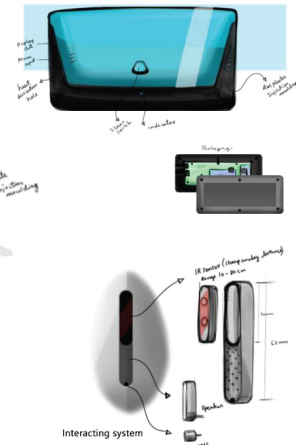
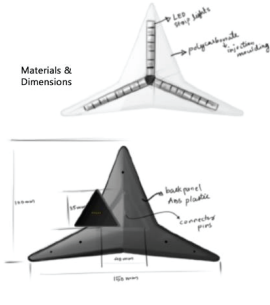
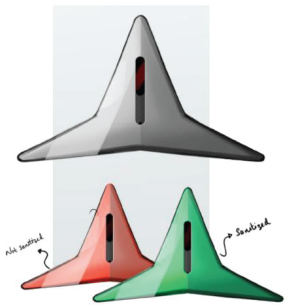
To Develop trust and a delightful experience with the customer regarding sanitization who use hotel aggregate chain services like OYO.

Ideations



Concept

Voice assistance technology which gives a visual and audio feedback to the user through a form inspired by the namamark gesture, by analysing the hygiene of the room with the sensors inside the room



Final Design

Design Brief: To Develop trust and a delightful experience with the customer regarding sanitization who use hotel aggregate chain services like OYO.

Design Solution: To Give a Live streaming of room sanitization by on call sanitization service through OYO app.

Benefits

Why do you need this service?



Business

An opportunity for OYO to enter into market in pandemic



Trust

To develop trust in Customer regarding the safety provided even in pandemics by hospitality



Affordable

Authentic and authorised service by company to customers which ensures safety in same affordable price

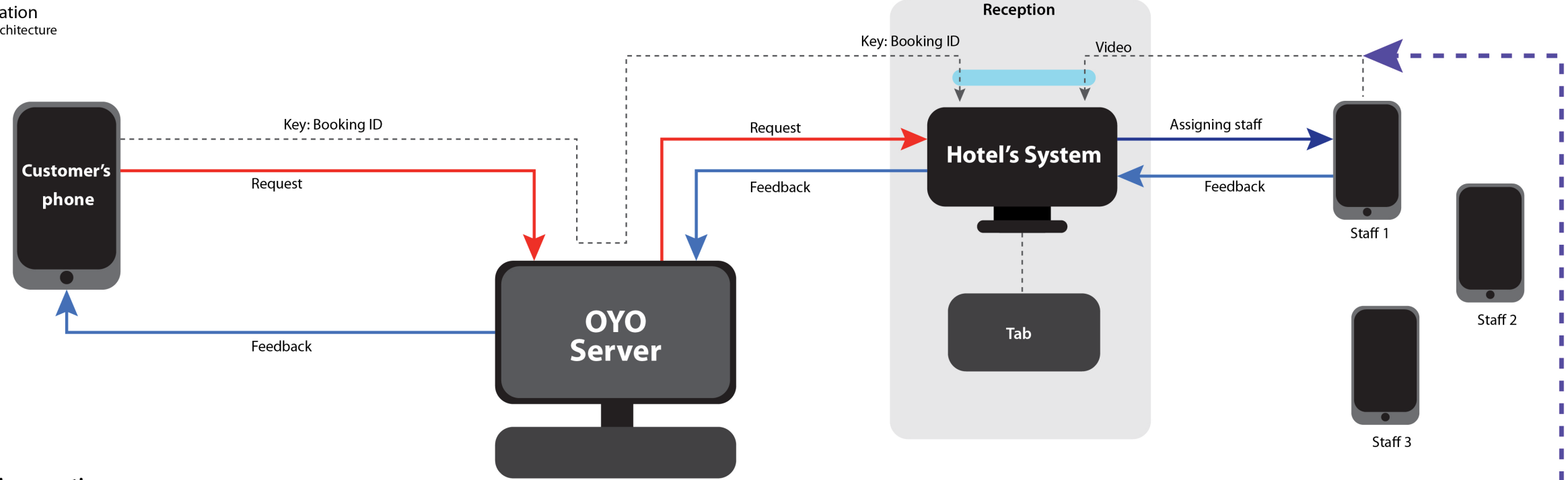


Ensure

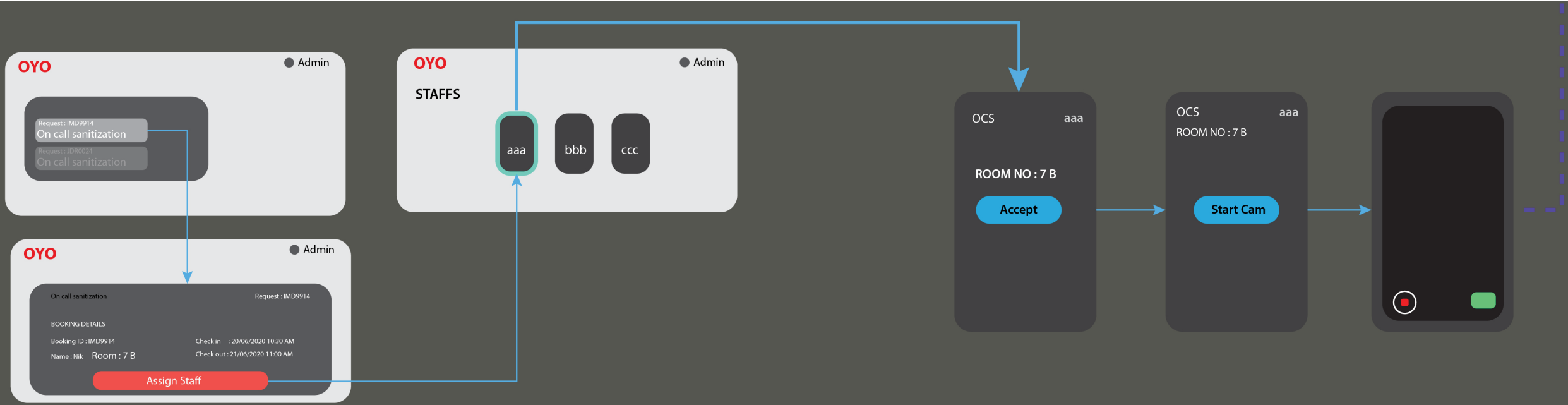
Organized and ensured cleaning from cleaning staff .

On call sanitization

Request placing architecture



Process flow in reception



MOODBOARD



Service Trained

Precision

Customer satisfactor Sensorial

- Precision in service
- Uniform defines some authenticated brand
- Gestures display the way they have training
- Its love watching the experience
Of serving the customer
- Serving method shows confidence and dedicative training in them
- Hygienic service /Interactive service
- Hand gestures keep customer engaged

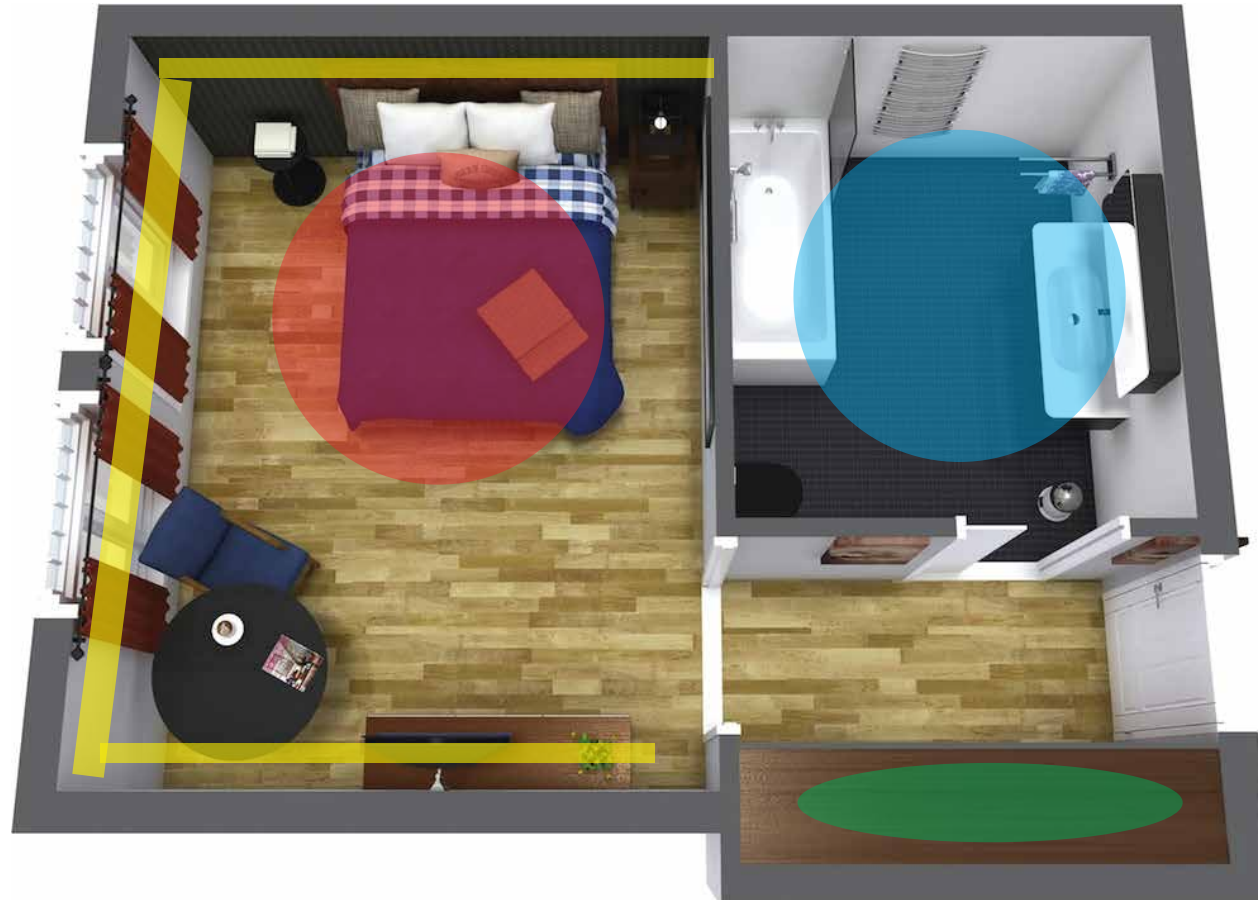


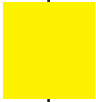

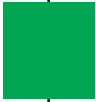




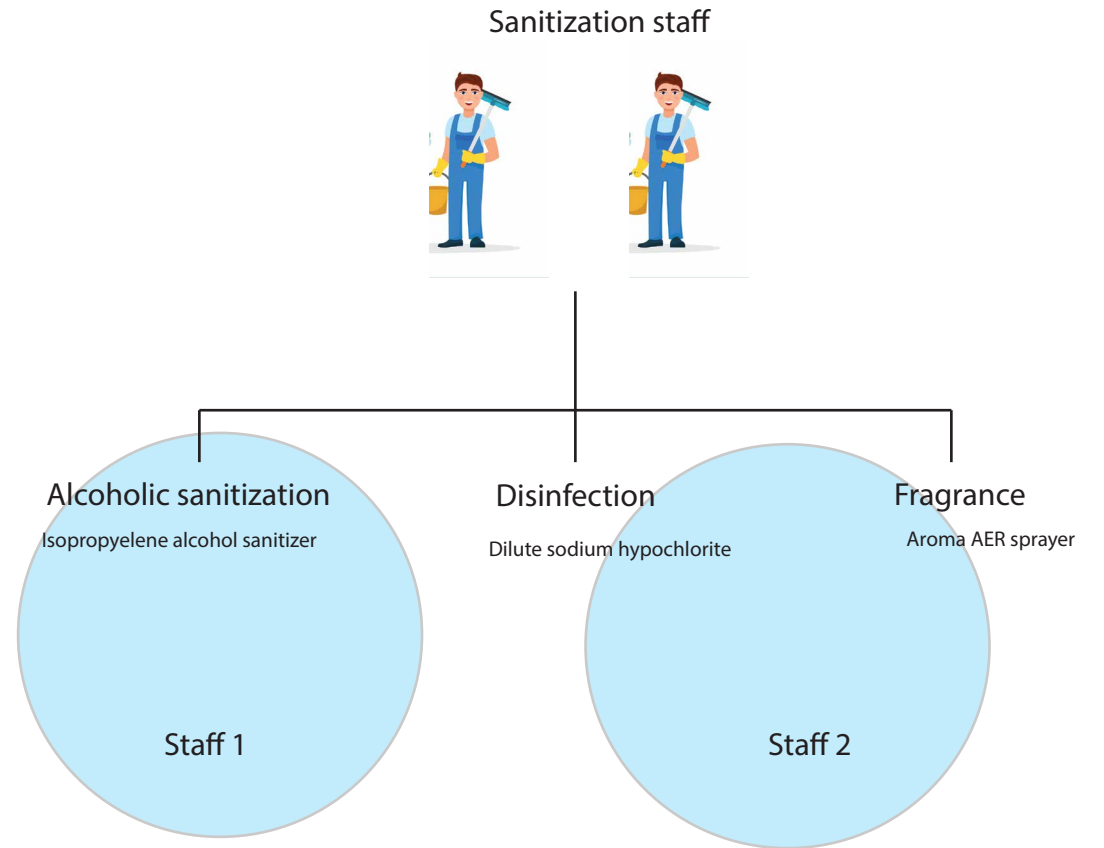
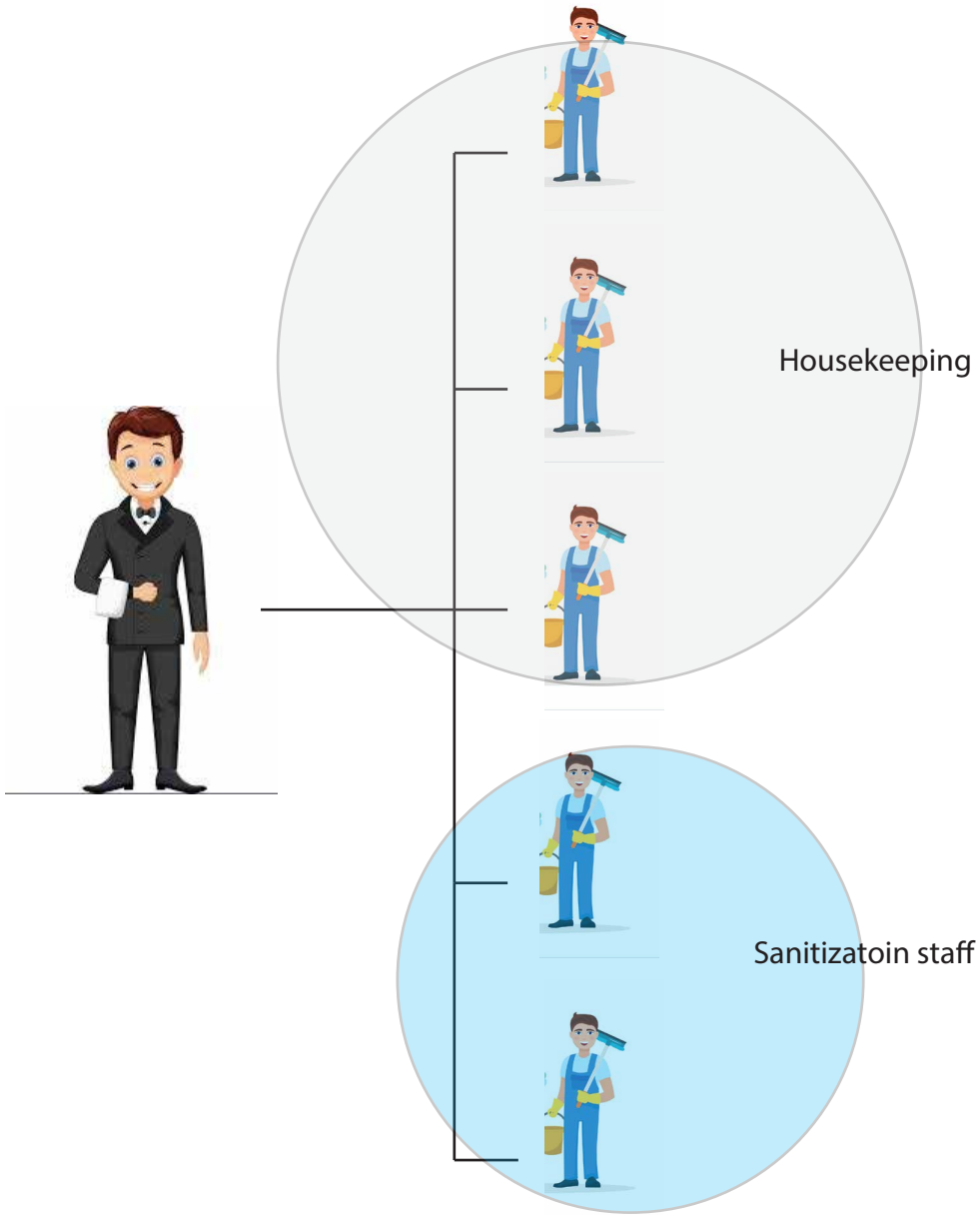
Cleaning Staff

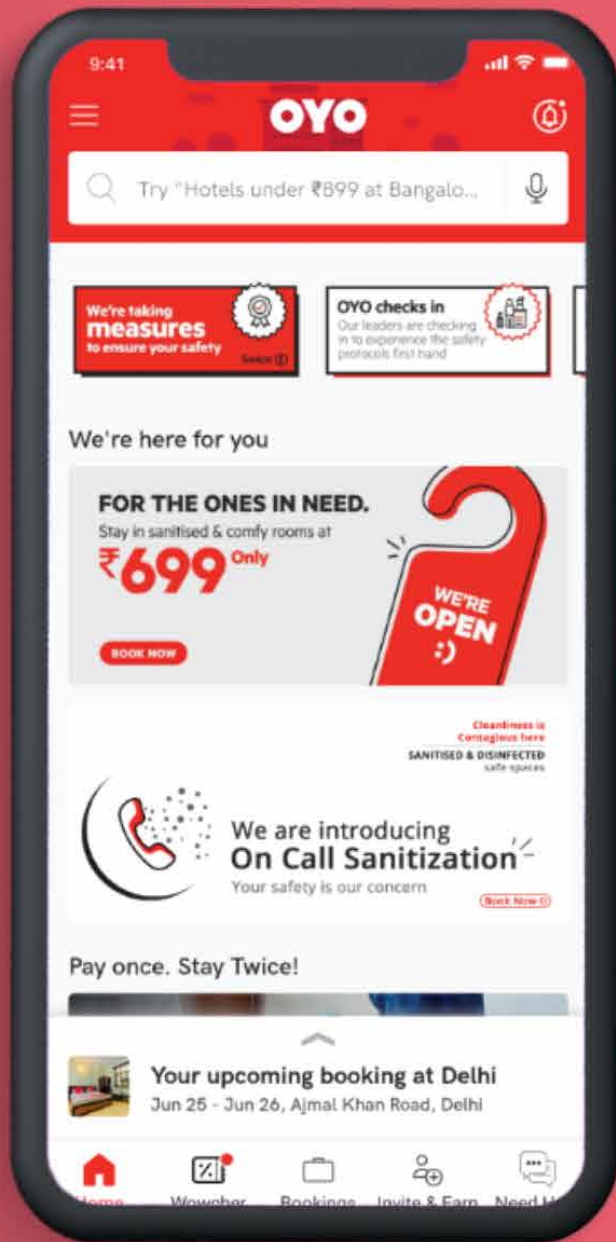
1 Sanitization
1 Helper cleaner

Equipments



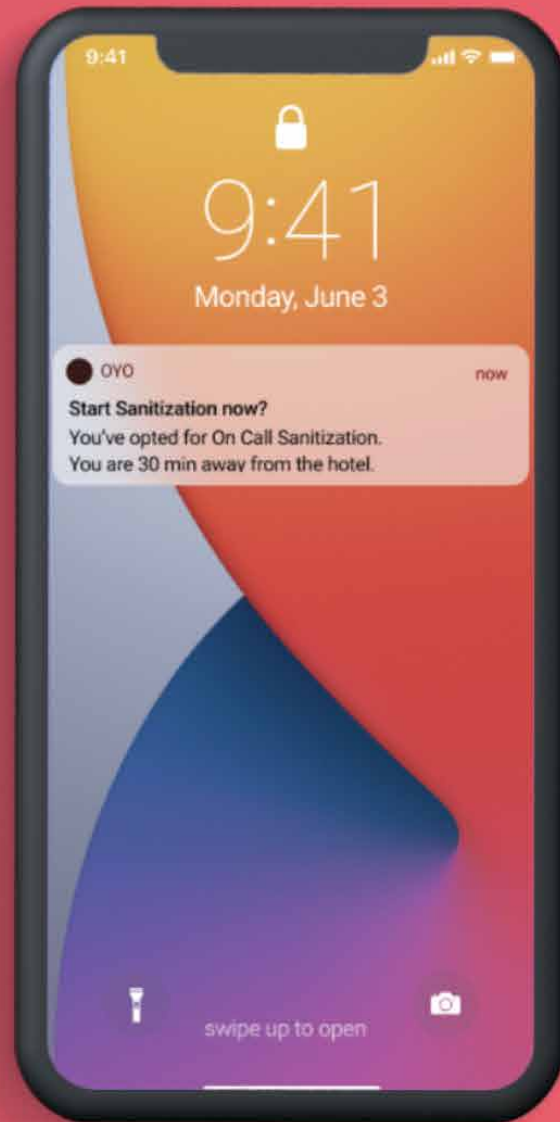
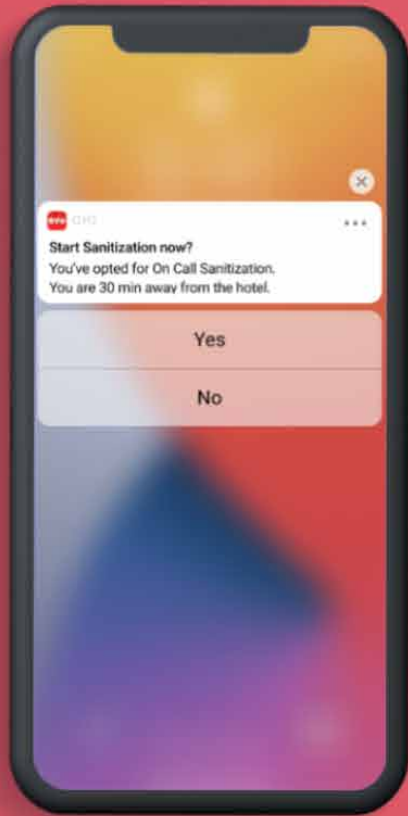
-  All sides and floor with essentials (50 sec)
-  Bed sanitization(30 sec)
-  Wardrobe Sanitization (40 sec)
-  Toilet sanitization (40 sec)
-  End door sanitization attaching tag (20 sec)





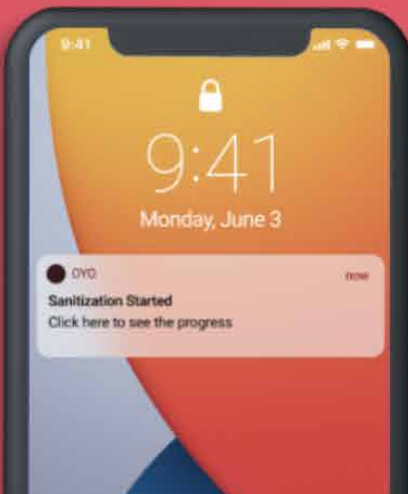
Customer End Interface

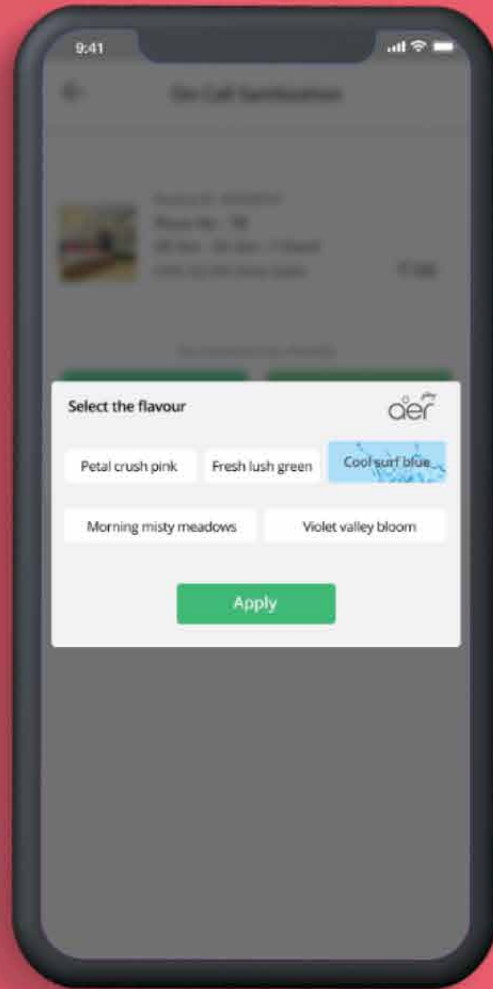
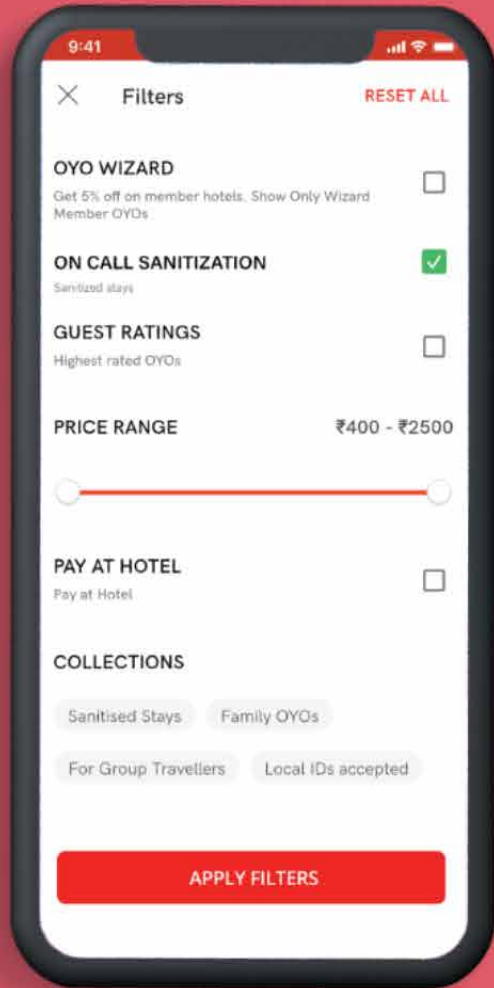
On call Sanitization service is the additional feature added to the Existing OYO app, that will provide service of Live sanitization to the customer when they reach the destination hotel reception



Notification

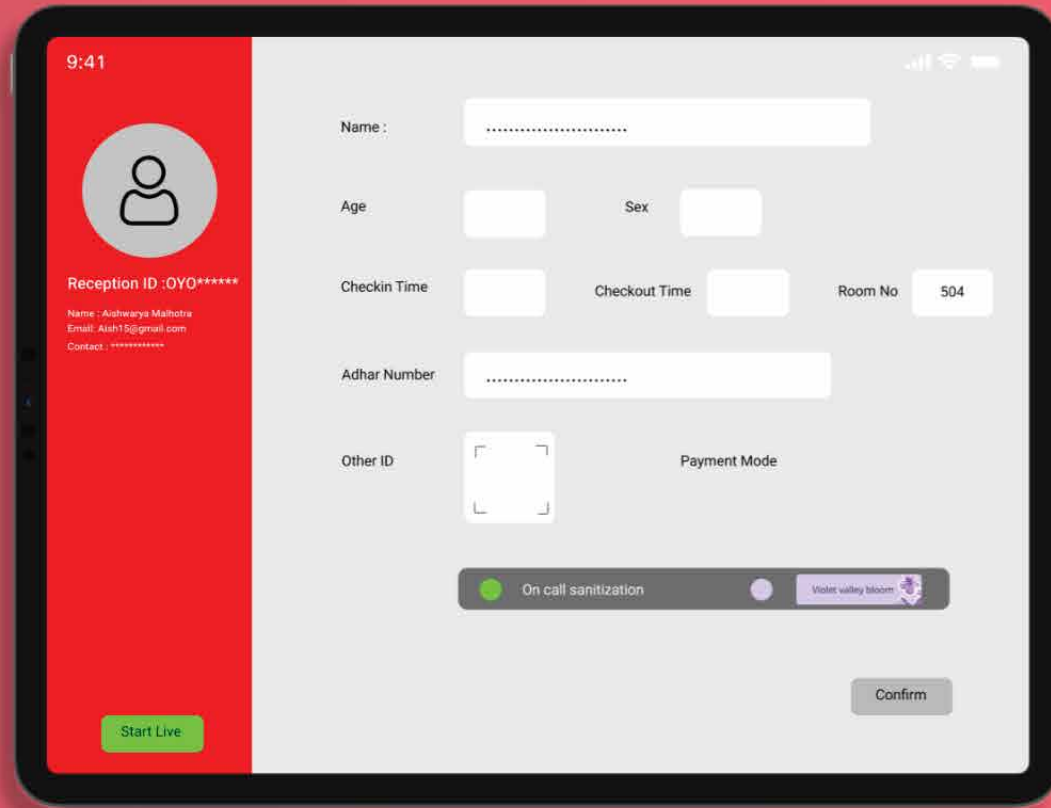
Customer gets notification before half an hour of check-in time and where he has to permit the reception for On Call Sanitization.





Personalization

Personalization is very important in hospitality sector. Hence aroma is additional option provided after room sanitization to add on to the customer's experience



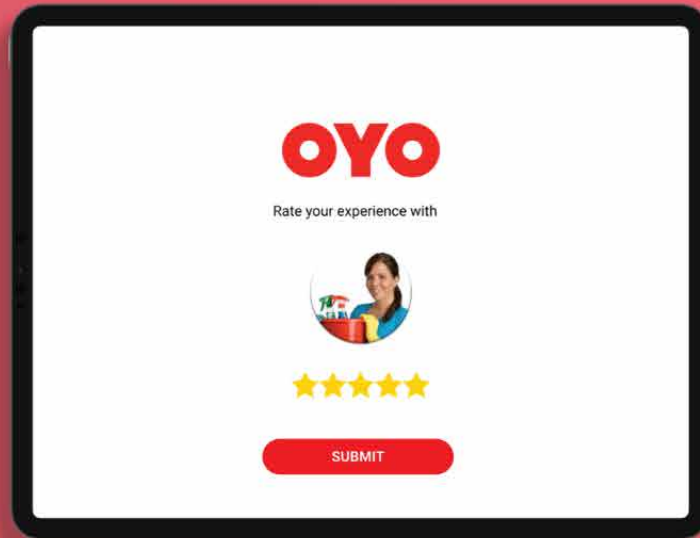
Reception End Interface

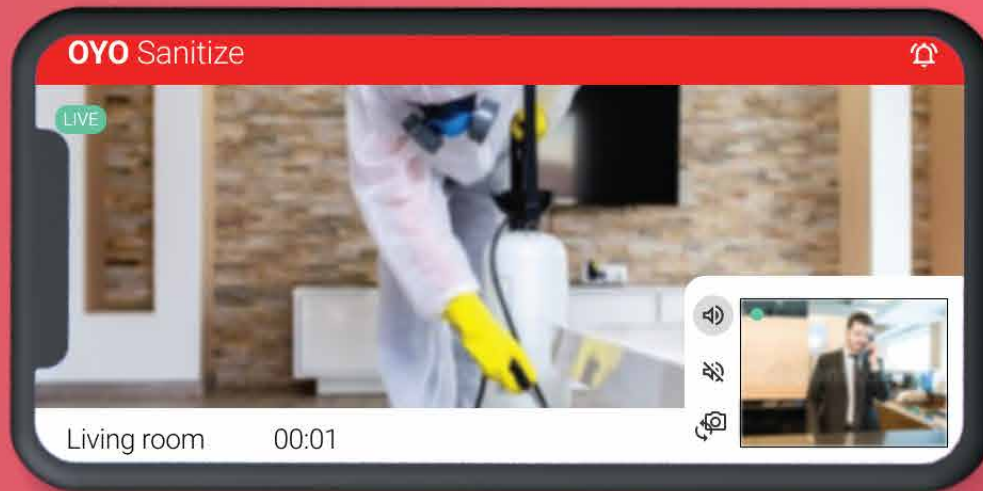
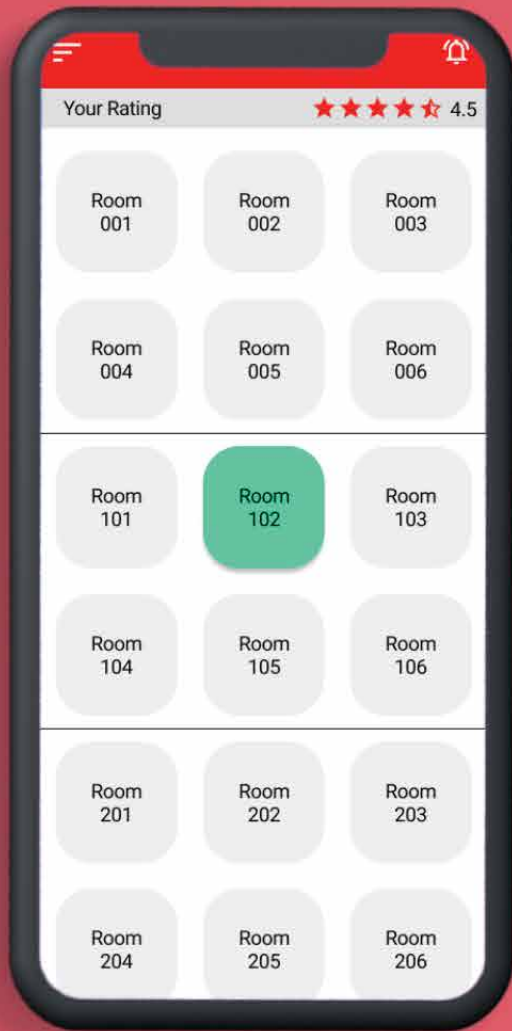
Reception enters the details of the customer and opts for live video of sanitization. Here the customer is shown the three minutes live footage of room sanitization



Feedback

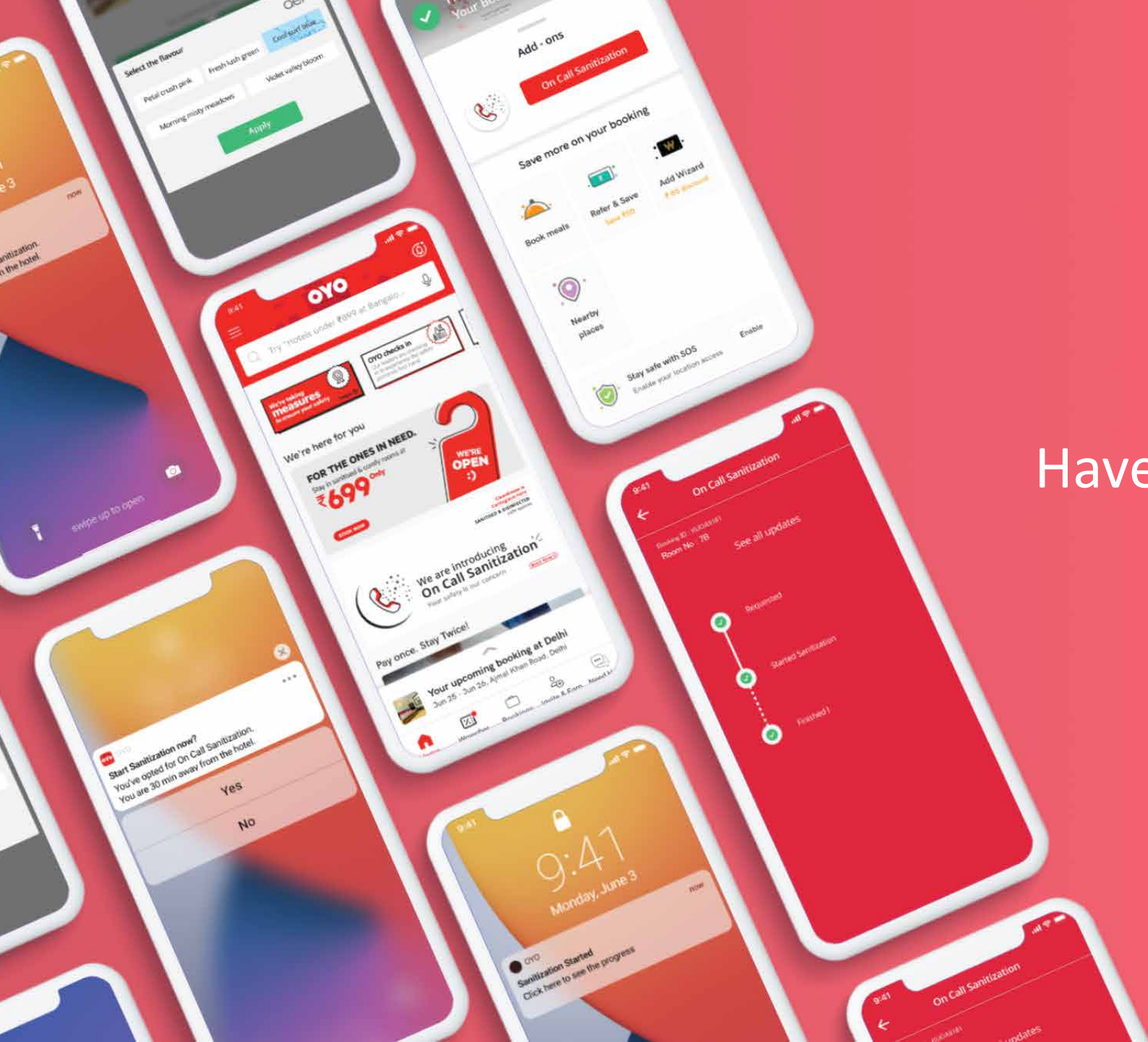
After watching the video and rating the service provided the interface shows the completed action feedback and the customer goes to occupy the room





Cleaning staff End Interface

Cleaning staff accepts the request from the reception end and starts the video streaming in the choreographed way of sanitization. UI helps the cleaning staff to maintain the time slots for each area as well as giving a voice output regarding the available time and next task to be done



Have a trustful experience at
OYO