

Speed-dating Protocol for concierge

Script

Greet and thank participants for being part of the study.

Before we begin, I'll give you a brief overview of how this study will work. We will be giving you a scenario where you might encounter during trip planning and a couple solutions. We would like to hear your honest opinions about how you feel about the ideas and why. During the process, we would like to audio record this session and take some pictures -- do we have your permission to record and take some pictures during this session?

Ask participant to sign consent form.

The study is completely voluntary, and you can end it at any time. The study is completely confidential, and the results and recordings will be used for the purpose of learning people's preferences on our design ideas.

Before we get started, I want to share with you a little about our client for our project, Nemacolin Woodlands Resort.

Show participant the print of the four buildings and the printed list of activities. Do not go in detail about what they are

Nemacolin Woodlands Resort is a luxurious resort located in Farmington, PA. It has four different hotel options, each with their uniqueness, and more than 75 different activities that you can do onsite.

For the sake of this study, please imagine that you are going to Nemacolin Woodlands Resort for a short getaway with [your family/your partner/ your friends]. When going on this kind of trip, do you go for the activities or the room?

Move into speed-dating based on assigned storyboards.

Set One

Room Detail

Need: Guests need to identify their optimal room option.

Lead: Have you ever assisting a guest who had difficulties making a decision about which room to stay in at a resort?

- **How did you assist this guest? Via phone or in-person?**

Discuss:

1. What is your impression of this idea?
2. What part do you like and dislike and why?
3. Would this be helpful or not helpful for you and why?
4. Would this make your getaway planning process more engaging and efficient? Why or why not?
5. How much do you think that finding the right room would affect guests' experience at the resort/ prior to arriving at the resort?
6. What type of information do you think guests need to know in order to choose the right room? the right room?
 - a. Does it change if you are receiving couples/friends/family?
7. Do you have any concerns with this idea in terms of how much it fits into your current work flow, or other staff's work flow and why?
- 8.
9. (At the end of all storyboards) Please rank based on how much you like the idea

Recommendations

Need: Guests need to navigate their room, activity, and dining options to plan their stay.

Lead:

- **Have you ever felt overwhelmed by all the different options [activities, dining, rooms] at a resort to the point that you delayed making a decision or didn't make a decision at all?**
- **Have you ever had regret over making a reservation for an activity or dining option during a vacation?**

Discuss:

1. What is your impression of this idea?
2. How do you imagine this would happen around your current work flow?
 - a. Any concerns?
 - b. Any part you like/dislike particularly?
3. ~~What parts are relevant to you or not relevant to you? Why?~~
4. Would this be helpful to you? Why/why not?
5. Would this make your assistant process for guest' getaway planning more engaging and efficient? Why or why not?
6. would you imagine to receive the recommendations to provide to guests?
7. Imagine you are using this while helping planning a [couples trip/trip with friends/family trip]. Does your impression of this idea change?
8. (At the end of all storyboards) Please rank based on how much you like the idea

Set Two

Book [Room/Activity/Dining] Reservations

Need: Guests need incentives or motivation to book activities/dining/rooms for vacation.

Lead: Have you ever felt badly because you missed out on your top choice for activities/room/dining as a result of not making a reservation in advance?

Discuss:

1. What is your impression of this idea?
2. Do you think this would make guests want to book dining/activities ahead?
 - a. If yes, why?
 - b. If not, what are you concerned about?
3. How do you imagine this would happen around your current work flow?
 - a. Any concerns?
 - b. Any part you like/dislike particularly?
4. Would you feel it's more engaging?
5. (Either for each storyboard or at the end) Imagine you are using this while planning a [couples trip/trip with friends/family trip], would your opinion on the storyboards change?
6. (At the end) Please rank based on how much you like the idea

If you are planning on a getaway with you [family/friends/partner] instead, how would your preference and opinion change about these ideas change?

Ending

Thank the participant for participating

Ask if they be willing to participate if future testings

Consent Form

Thank you for being a part of this study. The students are conducting this study as part of the Capstone project experience in the Human-Computer Interaction Institute at Carnegie Mellon University. The goal of the project is to learn about the guest experience at Nemacolin Woodlands Resort.

A student is sharing some design ideas with your consent to learn about your honest opinions — we are not evaluating you or what you do. During the process, we would like to audio record and take some pictures for later reference purposes. Your name will be kept confidential—it will not appear in any document or discussion. The design ideas that emerge will be aimed at generally improving processes at the Nemacolin Woodlands Resort, not you or how you personally plan getaways and vacations.

The student will be observing you as you go through the process of reading and explaining your thoughts on design concepts, asking you questions to understand your reasoning. Occasionally, they may ask you probing questions like “Why do you feel that way” or “How is concept X better than concept Y?” You can always decline to answer any question or terminate the study at any time.

Thank You!

Please sign here to indicate your consent to be audio recorded, picture taken, and noted.

I agree to participate in this research interview.