



Bachelor of Design (Hons) in Creative Media

PRJ62204 MINOR PROJECT

Project Tracking Document

Group and Project Name:

Group 4 Taylor's Boutique Hotel

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Consultation Slot Booking:

<https://docs.google.com/spreadsheets/d/1Xc7w4lAg2gBVy0GaG8SnZQgbYLkZNpJ9Q-YRiMEs/edit?usp=sharing>

Miro:

<https://miro.com/welcomeonboard/GZwZpiorAcZ1mQQerlCByXSr8nFvSyfNsoWRE94Ug2bSfpik>

DEFINING THE CHALLENGE:

(To be filled after the empathy stage has been completed)

To get to know more and understand what thoughts and feelings of the targeted audience (Businessmen and Young consumer groups with spending power between 20-40 years old/High-end customer) about staying in an Artificial Intelligence concept hotel built on Taylors University Campus

CREATING THE PROJECT PLAN:

What will we work to produce?

1. Get information such as hotel overviews from the client (BHIM) to create survey and interview questions for targeted audience
2. Using the analyzed survey and interview to understand target audiences thoughts and feeling using empathy mapping and user persona
3. Creation of the clients hotel branding (logo)

What constraints will we need to manage?

1. Time management where work is done on time and without rushing
2. To be able to create quality work within the first seven weeks

What measures and indicators will help us know our ideas are successful?

1. Weekly updates and consultations on produced or progressed work before the final presentation

THE PROJECT BRIEF:

[Write up a short "brief" that clarifies the challenge you'd like to address. Write it as if you were handing it to someone else to design with. Capture thoughts on why this is a problem and what the opportunity for design will be for your group]

- The project is to design a visual identity for Taylor's Boutique Hotel with the target audience in mind. The primary target audience is businessmen while the secondary target audience is students. As the concept is to have an Artificial Intelligence hotel located at Taylor's campus ground, the main problem is that the primary target audience expect it to be a very different experience for them to be willing to stay there. For the secondary target audience, it has to be an affordable hotel because they do not have a high income. The experience and pricing of the hotel are the two main factors that contribute to the needs of the consumers. The opportunity for design would be a sophisticated, futuristic direction, but it also has to look affordable.

CHALLENGE ANALYSIS:

[Capture all the assumptions and questions]

What we know in general?

1. Artificial Intelligence concept hotel where the hotel is fully automated by robots, and give services or serve customers by robots such as virtual assistants
2. Would be very exciting or new as it is not something that everyone has privilege to have access to

What do we believe we already know about this challenge?

1. The location of the hotel might be a big obstacle for businessmen to be willing to stay
2. The cost of the hotel is high, students may be unable to afford it
3. AI hotels are not common in Malaysia, it will be able to attract people

What would we like to learn more about? (details about the system, customer journey)

1. Customers previous experiences involving staying in AI Hotels
2. What would make them stay for a second time staying in a AI based hotel concept
3. Thoughts on staying on a hotel on campus ground
4. Expectations while staying in a hotel with Artificial Intelligence advancements
5. Obstacles of using Artificial Intelligence services (to be served by)

THE TARGET AUDIENCE:

[Who will you be designing for? Consider the core audience and extended audience]

Core Audience :

- Businessmen
- Young consumer groups with spending power between 20-40 years old/High-end customer

Extended Audience:

- Students

EMPATHY:

"Empathy is at the heart of design. Without the understanding of what others see, feel, and experience, design is a pointless task." *Tim Brown, IDEO*

Who should we talk to: *[Who specifically do we want to talk to and learn from? Create detailed descriptions for at least 3 different users or sources of inspiration. Be sure to cover a variety of gender, experience, ethnicity, etc.]*

1. **Persona 1:**
Sebastian (32)
Gender : Male
Lives : Selangor, Malaysia

Nationality : Malaysian
Status : Married
Occupation : MD of Fertiliser business
Salary : RM10-15k/month

Biography:

Sebastian is from Selangor, Malaysia. He's a MD of Fertilizer Business in one of the big companies in Selangor. His hobby is Travelling and trying something new.

Characteristics:

- Diligent
- Hardworking
- Friendly

Motivation:

He likes something new and dangerous, he would be happy to try new things in this world.

Goals:

- Wants everything to be safe and not harm to him
- The room service will be served by robots
- Would enjoy VR/AR games that is provided
- Would like to experience Cool, Easy & Efficient Hotel Experience

Pain Points:

- Still unsure about tech security
- If it's on a campus area then the possibilities to go if the place unique
- Worry if suddenly wanting to talk or need Human worker

2. Persona 2:

Penny (21)

Gender : Female
Lives : Sabah, Malaysia
Nationality : Malaysian
Status : Single
Occupation : Student
Salary : RM1-3k/month

Biography:

Penny lived in Sabah, Malaysia for 5 years and now she almost graduated from University. Her hobby is reading books and watching films.

Characteristics:

- Easy Going
- Fun

Motivation:

To enjoy and having fun while she can on her spare time with her friends

Goals:

- Would love to experience AI Hotel
- A convenience hotel
- Fun AR/VR games to play

- Fast and effective self check-in
- Create cool memories and fun time

Pain Points:

- Prefer to be served by humans
- Really scared of Technology Malfunction
- A bit not trust to AI service

3. Persona :

Abigail (35)

Gender : Female
 Lives : Selangor, Malaysia
 Nationality : Malaysian
 Status : Married
 Occupation : Pharmacist
 Salary : RM5-10k/month

Biography:

Abigail is a Malaysian that lives in Selangor, works at a famous Drugstore.

Characteristics:

- Kind
- Helpful
- Introvert

Motivation:

- She likes to spend time with her family and friends

Goals:

- To have a safe trip with less human Interaction
- Comfortable quality refreshing time
- Interested to try AR/VR Game Experience
- Go with friends

Pain Points:

- Doubt with AI Technology Service
- Prefer more standard service with still human touch
- Wouldn't go to a Hotel that is in Campus Area
- Wouldn't go if alone

4. Persona :

Chongyun (24)

Gender : Male
 Lives : Sarawak, Malaysia
 Nationality : Malaysian
 Status : Single
 Occupation : Logistics
 Salary : RM10-15k/month

Biography:

Chongyun works in a Logistics company in Sarawak, Malaysia. His hobbies are sports and playing games.

Characteristics:

- Smart
- Funny
- Diligent

Motivation:

He likes to explore different kinds of experience.

Goals:

- Looking forward to stay in AI Hotel
- Would love to experience a robot butlers
- Having a great time
- Going with friends to try VR/AR games

Pain Points:

- Wouldn't go to a Hotel that is in Campus Area because it doesn't make sense
- Can see forward to the problem he's going to faced in AI Hotel
- Thinks that robot service will be different (in bad ways) from Human services

Build a Question Guide: INTERVIEWING

[What do we want to learn to better understand the challenge at hand?

What are we hoping to understand people's motivations and frustrations?

What do we want to learn about their activities?

As we are interviewing, capturing what we see and hear during a field visit, capture direct quotes. Separate our observations from our interpretations so that we know what we saw and what we thought it meant for that person].

START WITH AN OVERVIEW:

[What are some questions that can help you start to understand this person's hopes, fears and ambitions?]

Using the empathy map:

Questions:

WHO ARE WE EMPATHIZING WITH?

- What's your Occupation?
- How often do you go to hotels?

WHAT DO THEY NEED TO DO?

- What is usually your purpose for staying in Hotel? (Business? Vacation?)
- Have you ever experienced AI (artificial intelligence) / Served by AI (artificial intelligence) services? (If you do, can you tell us what kind of AI and what services they do?)
- Would you be comfortable staying in a Hotel room with a virtual assistant?
- Would you be comfortable having your food served by Robots?

DIVE DEEPER:

[What are some ways you might be able to dig deeper in the conversation, to find even more of the perspective this person has?]

WHAT DO THEY THINK AND FEEL?

- Do you trust AI Technology?
- What are your thoughts about living in an AI hotel near campus ground? (Taylors university)
- What do you feel about AI Hotels with self check-in compared to regular check-in that is served by Human Receptionists?
- What do you think your difficulties would be if you stay in an AI Hotel?
- What kind of experience do you expect in this AI Hotel that will make you come back a second time?

- Would you be comfortable having your packages or deliveries sent by drones?

WHAT DO THEY SEE?

- Have you ever seen AI services from your experience / internet / somewhere else, and what are your thoughts on them?
- What would you imagine when you enter a Hotel with high technology?

WHAT DO THEY DO?

- What do you think about playing VR/AR games as your activity in a Hotel?
- What else do you expect or wish would be in an AI inspired hotel?

WHAT DO THEY HEAR?

- Have you ever heard about AI hotels from friends/colleagues/others? (what experiences u hear from them)

Build a Question Guide: OBSERVING

[What are we looking to learn in this observation? Capture themes and questions that we want to make sure we get to in the site visit!]

MAKE SURE TO SEE:

[What are some things you want to make sure you observe while you are visiting this place?]

MAKE SURE TO DO:

[What are some things you can do to gain inspiration in this place?]

Assigning Roles for Site Visit:

[Assign responsibilities before going to the site]

Name	Role
Tabita, Desy	Creating interview questions
Jen	Interview, write down answers, and observe the participants conversations
Desy	Empathy Mapping
Tabita	User Persona

INTERVIEWS

What was said?	What is interpreted
Steven: SN Cindy: C Thiagu: T Sang: S	
<u>WHO ARE WE EMPATHIZING WITH?</u> What's your Occupation? 1. Steven - 32y/o MD of Fertiliser business, salary range (10-15k month), Male 2. Cindy - 30y/o Marketing Executive, salary range (7-12k/ month), Female 3. Sang - 35y/o Pharmacist, (5-10k/month), Female 4. Thiago - 24y/o Logistics, (7-10k/month), Male How often do you go to hotels? SN: 1x every 2 months for business purposes. C: Maybe 6-7 times a year, some for leisure, others for business purposes. T: Rarely maybe 2x a year, for business and leisure. S: Very Very rarely. Maybe once a year. And my job doesn't require me to stay in hotels, so it's mostly for leisure.	
<u>WHAT DO THEY NEED TO DO?</u> What is usually your purpose for staying in Hotel? (Business? Vacation?) Stated above. Have you ever experienced AI (artificial intelligence) / Served by AI (artificial intelligence) services? (If you do, can you tell us what kind of AI and what services they do?) All: Nope not really. Almost never. It is definitely something to look forward to, and seems pretty interesting, but not seen something like that before. Would you be comfortable staying in a Hotel room with a virtual assistant? All: Yes! (Quite excitedly) Would you be comfortable having your food served by Robots? SN, T: & S Probably don't really mind. I enjoy the robots serving in sushi restaurants. Kind of interesting and efficient.	

S is also pretty introverted so prefers the lack of human interaction and is more comfortable eating that way. C: Don't mind either way, but generally prefer to be served by humans. Would you be comfortable having your packages or deliveries sent by drones? T, SN, S, C: Don't mind it as long as it is safely navigated and does not hurt anyone. It would in a way be better as well, because our privacy is respected and other humans can't know our order, etc. However, I am worried that the package can be mishandled as it is a robot after all.	
<u>WHAT DO THEY SEE?</u> Have you ever seen AI services from your experience / internet / somewhere else, and what are your thoughts on them? SN & T : Yeah, mostly movies and they seem kind of cool, dangerous but cool haha. Something like the movie in Passengers, very very interesting. C&S: Cool yes, but also very dangerous. If you take the movie Passengers as an example, anything can simply malfunction without a human touch. What would you imagine when you enter a Hotel with high technology? SN: Oh yeah, I actually remember reading about this hotel in Japan that is fully run by robots. Maybe something like that?Concierge robots, or even robots delivering snacks to the room, the room service. T: Yeah probably something like that. Like a robot assisted check in, or a luggage carrying robot, Or even robot butlers. That would seem pretty cool. S: Mhmm, I honestly don't know what to expect, as I can really imagine it. C: Yeah, I don't know what else to add. Probably the same as check in services, or snack deliveries.	
<u>WHAT DO THEY DO?</u> What do you think about playing VR/AR games as your activity in a Hotel? All: Seems like a cool idea, similar to the experience in Genting / Times Square. SN: It would definitely be fun, I think us boys would definitely enjoy it. S: haha, girls too la. It's almost like being inside a story and living it.	

What else do you expect or wish would be in an AI inspired hotel? All: Pretty clueless.	
<u>WHAT DO THEY THINK AND FEEL?</u> Do you trust AI Technology? Split 50-50. SN & T, do whereas, C, and S dont. What are your thoughts about living in an AI hotel near campus ground? (Taylors university) S: No way, why would I wanna stay at a campus hotel hahah. I want to go somewhere relaxing or maybe with malls nearby. I don't really like the idea of staying at a campus hotel. T: Yeah, I have to agree with S. I'm already an adult, I don't really feel all too comfortable in a studying environment and if it's for business, it doesn't make sense to be there. SN: Mhmm, maybe if the hotel was really really unique that may push me to go and stay for the experience, not on a business trip, but generally just to experience it. What do you feel about AI Hotels with self check-in compared to regular check-in that is served by Human Receptionists? All: Would be way more efficient. C: almost like Mc Donald's self order.Would be quick i suppose, less waiting time. What do you think your difficulties would be if you stay in an AI Hotel? T: I think, sometimes when we want to make certain special arrangements, it might be tough to really give that information to a robot. It lacks emotions and feelings and it's really hard to relate. SN: Yeah, I think we are so used to having that human touch and connection, that suddenly wanting to talk or have only robots serving seem kind of unnerving. S: I think it would be okay if we went with friends and not just for a business trip alone or something. Otherwise it can get lonely really fast. C: Yeah, I have to agree with S. I still prefer the human touch. What kind of experience do you expect in this AI Hotel that will make you come back a second time? C:Mhmm, honestly having a fun time, or some really cool memorable experiences. But, idk, too much tech is just not my thing. I prefer a more neutral environment. If there was perhaps a balance of	

robots and greenery, a mixture of tech and nature elements, it would be more pleasant and easier on the eyes.

T: Mhmm, i think going with friends would be really nice, especially cause there can be VR/AI games. So something like that would be cool. It would be like staying in a theme park, of sorts. The gaming room should probably be big, it could be the main attraction.

SN : Yeah, I have to agree with both. Has to be a balance between humans and robots. They should be complementary rather than replacing. That would cover all the spots.

S agrees with SN

OBSERVATIONS

What was seen?	What is interpreted
-	-

DEFINING THE INSIGHTS:

[user + need + interesting learning = POV/Problem Statement]

Activity #1: Referring to the interview and observation interpretations, use keywords or a sentence to represent each point on sticky notes. Use only one sticky note per point or thought and paste all of it on the wall. Eliminate duplicates while looking for similar themes, patterns and connections. Cluster similar notes and create new labels or headings for the clusters.

Headings	Elaboration
Safety	Afraid of robots malfunctioning, tech security, privacy
Human workers	Hospitality, human interaction, personal touch Human workers are still required as they are better at understanding the consumers' requests especially in times of emergency Suggest a balance of human workers and robots instead of fully operated by robots
Less interaction (Covid)	The use of AI and robots will decrease human interaction which is good in this time of pandemic
AR/VR experience	Interesting and fun experience, would enjoy to play with friends and family
Efficiency	Self check-in service is fast and effective, cut down on

	labor cost
Hotel location	Hotel is located at campus ground, it does not really attract them (businessmen) unless the hotel is very unique
Trust	Still do not fully trust AI, because it is fairly new and has no human emotions and connections
Design	Poor UI

CREATE THE POINT OF VIEW (POV) STATEMENT [user + need + interesting learning = POV]

Who is the user/audience/persona? -	<u>Example:</u> Caroline is a 26-year-old single mom who loves sci-fi movies. Penny is a 21-year-old student who loves to enjoy her spare time with friends. Abigail is a 35-year-old pharmacist who likes to spend her time with family and friends. Sebastian is a 32-year-old businessman who loves to try out adventurous activities.
What is the deep, unmet need? -	<u>Example:</u> She needs a way to access new and entertaining content in a way that allows her to consume it at her own pace She needs to have a comfortable place as she does not want to interact with people and have some time to oneself She needs a place to escape reality and distress. He needs a safe and unique place for a getaway
What is interesting learning or discovery? -	<u>Example:</u> While making her feel excited about discovering new shows to share with her friends. As she is an introvert While being provided an unforgettable and affordable experience While experiencing a cool, easy and efficient hotel experience

THE POV: Caroline is a 26-year-old single mom who loves sci-fi movies. She needs a way to access new and entertaining content in a way that allows her to consume it at her own pace, while making her feel excited about discovering new shows to share with her friends.

THE PROBLEM STATEMENT:

TA + Needs + Insights

Penny is a 21-year-old student who loves to enjoy her spare time with friends. She needs to have a comfortable place as she does not want to interact with people and have some time to oneself, as she is an introvert.

Abigail is a 35-year-old pharmacist who likes to spend her time with family and friends. She needs a place to escape reality and destress, while being provided an unforgettable and affordable experience.

Sebastian is a 32-year-old businessman who loves to try out adventurous activities. He needs a safe and unique place for a getaway, while experiencing a cool, easy and efficient hotel experience.

From the POV Problem Statement, create a few 'How might we?' topics for the Ideation Stage

1. How might we.....?
2. How might we create a comfortable and safe space for university students who are introverted?
3. How might we create a safe and unforgettable AI hotel experience for families who want to spend time with their friends who want to escape reality and destress?
4. How might we provide a space for a businessman who wants to feel safe and have a getaway from work?

IDEATION:

[The reality check on value, needs, challenges, barriers]

Defer Judgement, Encourage Wild Ideas, Build on the ideas of others, Stay focused on topic, One conversation at a time, Be visual, Go for quantity!

For each of the 'How might we?' topics, brainstorm for the potential solution and list it down.

1. How might we.....?	-
2. How might we.....?	-
3. How might we	

From the list above, conduct a reality check.

The Reality Check

Values for the target audience:

- Unique experience

- Affordable
- Safe

What needs are addressed:

- Extraordinary AI experience to attract them
- The price has to be affordable because students do not have a high income
- The hotel has to be safe, avoid malfunction of robots

Challenges faced:

Location of hotel

Barriers that opposes:

DESCRIBE THE IDEA:

[Create concept descriptions for the ideas that would be prototyped]

Concept name:

Neomorphism

Visual references and draft visuals:

How does it work?

One-sentence concept description:

Who does it involve, both in building and in using it?

What do we hope to learn more about through prototyping this idea?

1.

CONSULTATION LOG

W1: PROJECT PROGRESS REPORT

Consultation Notes:

Form groups latest by Sunday
Have at least 3 specializations in our group

Next Course of Action:

Contact students from BIHM to obtain information

Reflections: (to be filled individually)

D – Describe objectively what happened

Choose something that you learned. Give the details of what happened.

Answer the question: 'What did I do, read, see, hear?'

I – Interpret the events

Explain your learning: new insights, connections with other learning, your feelings, hypotheses, conclusions.

Answer the questions: 'What was the reason I did this activity?'/ 'What might it mean?'

E – Evaluate what you learned

Make judgments connected to observations you have made.

Answer the question: 'How is this useful?'

P – Plan how this learning will be applied

Comment on its relevance to your module, programme, future profession, life...

Answer the question: 'How might this learning apply in my future?'

Ms Desy:

D - Taylor's Boutique Hotel project brief

I - A collaboration between different majors to create a proposal of a boutique hotel in Taylors

E - Balanced distribution of specialization in each groups

P - to understand work environment and having the ability to cooperate with other majors in a project

Ms Jenani:

D - Briefing of the project

I - We need interdisciplinary collaboration to better prepare us

E - Teamwork is ideal and communication is imperative

P - We should communicate effectively with one another

Ms Kai Yi:

D - Briefing of Taylor's Boutique Hotel Project

I - Multidisciplinary learning is good for us but communication might be a problem

E - Grouping of students from different specializations is important for the workload to be distributed well

P - This ensures students' capabilities to work with one another from different specializations and fields.

Ms Tabita:

D - Introduction and brief about what we will do in this Module

I - Do a collaborative project with people who's different disciplinary with us

E - Need to learn how to build a good teamwork

P - By getting involved and work together to make this project happen

W2: PROJECT PROGRESS REPORT

Consultation Notes:

Based on the information provided by BIHM, we are unable to proceed with empathy mapping and persona yet.

Next Course of Action:

Obtain full information from BIHM (especially target audience)

Reflections: *(to be filled individually)*

Ms Desy:

D - Did consultation with other schools through zoom,

I - Information provided through docs instead of online consultation

E - Being able to communicate clearly and on time

P - Gotta be prepared

Ms Jenani:

D - We have to work well with other schools and groups

I - All information need to be provided on time through docs

E - We have to communicate effectively to ensure there's no domino effect

P - We've to be prepared and make sure everything goes smoothly

Ms Kai Yi:

D - We need to work well with other schools

I - It will cause a delay if schools do not provide information on a given time.

E - We need to communicate well and be specific with our needs.

P - This ensures a smooth workflow when working with multiple departments (future workplace).

Ms Tabita:

D - Try to understand the project and work with other school

I - Doing meeting with other school so that we know what we need to do

E - Communication is important, if fail then the whole team fail

P - By asking and do clarification so all of our mind is in one page

W3: PROJECT PROGRESS REPORT

Consultation Notes:

We as designers are taking the information from the clients, so we do not need to be decision makers when it comes to the structure of the entire concept. We should also try to figure out the target audience so that we can plan our survey questions as BIHM has not confirmed regarding the provided information.

Next Course of Action:

Make a rough guess of the target audience and plan survey questions. Once the information is confirmed on Friday, we can make slight changes and send out the online questionnaire.

Meeting with the other schools f2f for progress

Reflections: *(to be filled individually)***Ms Desy:**

D - Creating rough survey questions based from the info retrieved from bia and bihm to be sent out, meeting with other schools to see progress

I - Google docs was used to retrieve information needed instead thru online consult

E - Finding ways to get the job done

P - Finding ways to get the job done

Ms Jenani:

D -build questions based in the information given

I - Use Google fox and Miro to interact with one another

E - Extract information and predict what answers we want when building questions

P - Ask for help when needed.

Ms Kai Yi:

D - Based on the information given by BIA and BIHM, we can roughly guess the target audience.

I - This helps us to be more efficient.

E - Effectively use the information we have in hand to do what we can.

P - When we are stuck in a problem such as the above, we can make do with the information we have to be efficient.

Ms Tabita:

D - Come out with questions for the survey

I - Discuss with my teammates and collect many questions as we can then sort it out

E - If we want to create something we need to do research first so that our project can be useful

P - Working together and help each other, discuss every decision

W4: PROJECT PROGRESS REPORT**Consultation Notes:**

No consultation

Next Course of Action:

Sending out surveys

Reflections: *(to be filled individually)*

Ms Desy:

D - Creating Survey questions to be sent out and create rough questions for focus group to be sent out

I - Sending out survey questions to make empathy mapping

E - To see what the target audience of the hotel feel and think about staying in a boutique hotel near school premise

P - To be able to empathise with potential customers and give them full satisfaction of what they need

Ms Jenani:

D - Sending survey to the public

I - Receive responds and analyse them

E - Find out target audience needs, painpoints, likes and dislikes

P - to be able to empathise with the target audience and narrow them down.

Ms Kai Yi:

D - Sending out survey to the public

I - Getting enough respondents for the survey to get desirable results

E - Select the suitable target audience to share the survey with

P - Targeting the correct audience to fit the criteria of the survey

Ms Tabita:

D - Send as many as possible survey to the audience

I - Receive responds and analyse it

E - Knowing more about what customer needs and desire

P - Design a hotel that make customers happy

W5: PROJECT PROGRESS REPORT

Consultation Notes:

The survey outcome might not be able to provide enough information to form the user persona, so we must include those questions required in empathy mapping in our focus group session. Our visual identity has to align with BIA's design. However, BIA has not given us any of their 3D models of the look and style of the hotel as reference. For the presentation, we have to convey to the other groups that we are unable to come up with a logo and brand identity in a short span of time.

Next Course of Action:

Communicate with BIA to confirm the direction of the style so that we can proceed with the brand identity.
Let all the groups
Do focus group and Finish empathy mapping for upcoming presentation (next week)

D – Describe objectively what happened

Choose something that you learned. Give the details of what happened.

Answer the question: 'What did I do, read, see, hear?'

I – Interpret the events

*Explain your learning: new insights, connections with other learning, your feelings, hypotheses, conclusions.
Answer the questions: 'What was the reason I did this activity?'/ 'What might it mean?'*

E – Evaluate what you learned

*Make judgments connected to observations you have made.
Answer the question: 'How is this useful?'*

P – Plan how this learning will be applied

*Comment on its relevance to your module, programme, future profession, life...
Answer the question: 'How might this learning apply in my future?'*

Reflections: (to be filled individually)

Ms Desy:

D - Did the empathy mapping, Retrieved info of what kind of branding the client wants

I - Empathy mapping to learn what potential customers wants and feels

E - Could be useful for future projects because i've never thought of an empathy map

P - Makes me think of what would people actual want and feel when looking at a certain brand

Ms Jenani:

D - Should be more aligned with BIA' interior and start forming the design based on them and the painpoints.

I -Needs alignment with BIA So we gotta wait ourselves.

E - we have to be able to utilise this in future projects and collaborations.

P - Anticipate what customers would want to experience and deduce it from the survey

Ms Kai Yi:

D - The visual direction is good, but it is important to align with BIA's design. Form a brand identity based on the user persona, which answers each of the pain points.

I - It needs to align with BIA's design so that consumers will understand what they are getting when they look at our designs.

E - Our designs have to reach the consumer's expectations of the AI hotel. It should not be misleading or going in the wrong direction.

P - This learning can be applied when collaborating with others to make sure the direction is the same.

Ms Tabita:

D - Creating user pesona & empathy mapping

I - From the survey and interview result, analyse it and create a user pesona

E - By creating a pesona we can decide every decision from what user likes

P - Think about what most people will want to experience

W6: PROJECT PROGRESS REPORT

Consultation Notes:

Proposal presentation

Next Course of Action:

Reflections: *(to be filled individually)*

Ms Desy:

D - Joined the presentation thru online zoom

I - Presentation was done to show client overall hotel boutique concept

E - Having an insight on work collaboratively with different departments in the future

P - Having an insight on work collaboratively with different departments in the future

Ms Jenani:

D - Joined presentation was help.

I - Showcased the big picture of the entire AI Hotel.

E - Collaborate and gained insight on the tasks of rascal school.

P - collaborate in the workspace with multiple departments.

Ms Kai Yi:

D - BDCM presented the proposed logos as a big group (5 schools together) to the lecturers

I - Show the client the overall concept of the AI hotel

E - Cooperating with different departments to produce a smooth workflow

P - Collaborating in the workplace with different departments and solving the problems that arise during the collaborations

Ms Tabita:

D - My teammate present about the logo and our research design

I - Explain about the survey result

E - Giving each group perspective can give us more knowledge

P - Regular communication so no miscommunication

W7: PROJECT PROGRESS REPORT

Consultation Notes:

Hari Raya

Next Course of Action:

Can start doing a rough art direction for branding

Reflections: *(to be filled individually)*

Ms Desy:

D -

I -

E -

P -

Ms Jenani:

D -
I -
E -
P -

Ms Kai Yi:

D - rest
I -
E -
P -

Ms Tabita:

D -
I -
E -
P -

W8: PROJECT PROGRESS REPORT

Consultation Notes:

(No class due to independent learning week)

Next Course of Action:

Reflections: *(to be filled individually)*

Ms Desy:

D -
I -
E -
P -

Ms Jenani:

D -
I -
E -
P -

Ms Kai Yi:

D - rest
I -
E -
P -

Ms Tabita:

D -
I -
E -
P -

W9: PROJECT PROGRESS REPORT

Consultation Notes:

Used spatial for 3D Model exploration

Next Course of Action:

Creating a more updated art direction
Updates with BIA sketchup models and files

Reflections: *(to be filled individually)*

Ms Desy:

D - Updates with other schools especially bia for sketchup files and progress
I - Not having a sure direction what to do in branding
E - Participate more by asking
P - knowledge gained might be helpful when i want to have my own brand

Ms Jenani:

D - Meet up of Mr. Mike and students in spatial.
I - Brief of what is needed to get the work started.
E - Have to be assertive and get what we want otherwise lack of time.
P - we have to go all out in this project and not slack a little.

Ms Kai Yi:

D - Meet up with Mr Mike and BIA students in Spatial. Tell BIA what we require from them.
I - Due to the lack of information from BIA, we are not quite sure on what to propose for the branding.
E - Annoy people to get more things out of them
P -Constantly remind people appropriately so that we can get what we need and not drag the process

Ms Tabita:

D - Introduction about spatial and how to use it
I - Just playing around in spatial because it's fun
E - Force BIA to gives us information
P - Reminding ourselves to contribute fully to this project

W10: PROJECT PROGRESS REPORT

Consultation Notes:

S+ Hotel journey map feedback

Next Course of Action:

Listing a more detailed pinpoints on pre-event journey map (ads, email, social media posts, etc)
Listing images that we want so it can be input into design

Reflections: *(to be filled individually)*

Ms Desy:

D - Listing images reference for bia and bat that can be used in the touchpoints
I - Not having a sure direction what to do in branding
E - Participate more by asking
P - knowledge gained might be helpful when i want to have my own brand

Ms Jenani:

D - Mr. Mike explained the customer journey map in a comprehensive manner and pointed out where we were missing out in general.
I - Our customer journey map in reality is not complete neither is it correct.
E - each section was thoroughly explained.
P - The customer journey map is an important tool to be used when planning for the brand touchpoints in order to answer the requirements of the customers.

Ms Kai Yi:

D - Mr Mike elaborately explained the touchpoints to the whole class, using ours as an example.
I - Our customer journey map was not comprehensive enough and wasn't planned well enough because we did not understand how the different sections in the customer journey map worked together.
E - The sections in the customer journey map were explained very clearly by Mr Mike so I had a better understanding of using it.
P - The customer journey map is an important tool to be used when planning for the brand touchpoints in order to answer the requirements of the customers.

Ms Tabita:

D - Begin to think & plan our touchpoints
I - Starting by understanding and knows the brand well
E - Doing research and search for reference to gives us more idea
P - Search for professional references

W11: PROJECT PROGRESS REPORT

Consultation Notes:

Can start designing touchpoints

Next Course of Action:

Division of tasks of touchpoints

Reflections: *(to be filled individually)*

Ms Desy:

D - Helped finishing detailing pinpoints on hotel journey map and choose what touchpoints that i can design, retrieved images from bat and bia

I - Not having a sure direction what to do in branding

E - Participate more by asking

P - knowledge gained might be helpful when i want to have my own brand

Ms Jenani:

D - We need to confirm the touchpoints as well as the graphical elements

I - the art direction bird has to be consistent and finalised so that everyone can come and refer to it.

E - we have to make sure we communicate our decisions when working in a team.

P - there has to be consistency and checking throughout the designs to make sure they're all the same.

Ms Kai Yi:

D - Confirm touchpoints with Mr Mike but still not quite sure with the art direction

I - Art direction needs to be confirmed and be like a board where group members take the elements from there when designing.

E - This ensures the consistency of the branding.

P - When working in a team, it is important that members have a guideline to refer to when designing to ensure the quality and consistency of the branding

Ms Tabita:

D - Discuss with my teammate what to do next

I - Splitting work among our team to design the touchpoints and still waiting for the confirmation for the art direction

E - Need a direction so that our design will be all the same

P - Designing with a fix art direction

W12: PROJECT PROGRESS REPORT

Consultation Notes:

Fix and explore designs on the touchpoints

Next Course of Action:

- Explore more on how to design the touchpoints
- Implementing Neumorphism into design

Reflections: *(to be filled individually)*

Ms Desy:

D - Asked for what Information to be input into design to client, created sketches for touchpoints

I - Not a graphic design student

E - Needs to be more creative, look for professional examples on the internet
P - having the graphic design sense or ability

Ms Jenani:

D - We needed more examples on futuristic designs and how to integrate simple but sophisticated designs.
I - We've to choose the right work to reference
E - Our branding should foreshadow the entire futuristic experience and the interior as well.
P - We need more teamwork and honestly need a lot more refinement in our sense of design.

Ms Kai Yi:

D - Mr Mike showed us examples of futuristic designs. Referencing futuristic AI movies, Apple's simple but sophisticated and powerful branding etc.
I - Important to reference professional work
E - Our branding should be simple and sophisticated to show what is expected of the hotel
P - Referencing and designing professional work

Ms Tabita:

D - Start making a design plan, moodboard
I - Creating a first draft design / wireframe
E - Planning ideas is important so we know what we want to do in the future
P - Get feedback from lecturer and teammate to create a good work

W13: PROJECT PROGRESS REPORT

Consultation Notes:

Need to work on the alignments and finish up all the mockups before final presentation on week 14

Next Course of Action:

- Fixing small errors (logo, colors, alignment. etc)
- Finishing mockups

Reflections: *(to be filled individually)*

Ms Desy:

D - Was sick for a while, but my work doesn't match the style that is aimed
I - trying to finish up work and fixed some of the errors in some of the design
E - Design could be better with adding colors from the art direction
P - Should be more thorough by matching styles and be more creative

Ms Jenani:

D - we have to maintain the same style throughout all of the touchpoints and make sure they all look like one identity and not multiple.
I - Do some final touch ups to fine tune everything.
E - Need more human emotions to be more convincing and show what they will experience too.
P - We need to be more consistent and showcase more human emotions.

Ms Kai Yi:

D - The neumorphism style is good. However, the logo should not have the effect because it is a big no-no.

I - Fix the alignment and add more people's stories into the touchpoints.

E - Add human touch to branding.

P - Human touch is important in branding to connect with the customers emotionally

Ms Tabita:

D - Designing everything that needs to be done

I - Fixing all the design from friends and lecturer's feedback

E - Adding human emotion is important to gives feeling

P - Adding pictures with human emotions to our touchpoints design

W14: PROJECT PROGRESS REPORT

Consultation Notes:

Showed progress and did a final presentation this week

Next Course of Action:

Finishing AR Hotel and do individual blogs before deadline

Reflections: *(to be filled individually)*

Ms Desy:

D - Presenting the touchpoints mockups

I - Internet sucked for a while

E - Hope i could do better in speaking in the future

P - 14 weeks of experience possible what it will be like to work collaboratively in the future world of work

And also made me think that we successfully created something as if it was real

Ms Jenani:

D - Completed presentation to the lecturers.

I - Internet complications messed things up. But it's out of our hands.

E - It all went smoothly and we did the best we could.

P - Time management and people management is imperative.

Ms Kai Yi:

D - Presented as a group to the lecturers

I - Aside from internet problems, everything else went smoothly

E - Yet to receive feedback

P - Presentation skills (confidence, preparation). End of collaboration

Ms Tabita:

D - Present all the final work, I in the other hand needs to think about AR app

I - Our leader presenting as BDCM

E - Time management is important

P - Getting better at time managing especially with assignments and project