



Hilton

HOTELS & RESORTS

CASE STUDY

STARTING AN ENTERPRISE PRODUCT REVOLUTION

Hilton engaged with Intrepid to receive design direction for the messaging interface for their mobile app, as well as learn and operationalize Intrepid's design sprint process. Although the Hilton team initially approached the process with skepticism, they were astonished to discover the amount of progress they accomplished in just five days.

5 Days

2 Teams

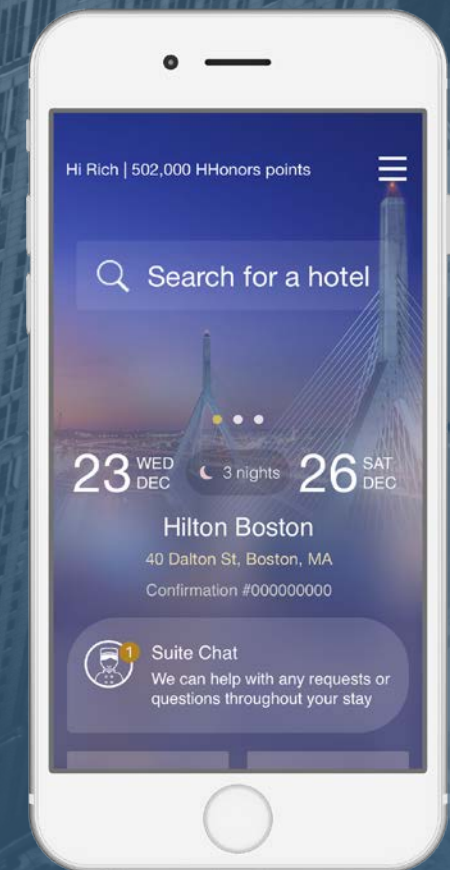
2 App Concepts

5 User Tests

1 Proven process that created a unified vision for Hilton's future apps



Team 1
Home Screen



Team 2
Home Screen

MARKET CONDITIONS

As mobile devices become integral parts of our daily lives, hotel guests are increasingly expecting to be able to manage hotel arrangements from the devices they have at hand. As a result, hotels have begun to offer mobile apps that facilitate booking, check-ins, and hotel room amenities.

Hilton provides guests with a number of mobile app options, including Conrad Concierge, which allows users to order room service, book hotel spa treatments, and arrange airport transportation. However, some hotels have deployed mobile apps with messaging features to improve mobile communication with guests.

Hilton came to Intrepid to jump start their own mobile messaging solution, and to learn a key process that would help Hilton innovate for years to come: the Design Sprint. The sprint is a structured brainstorm based on design thinking and agile development; it's a five-day process for answering critical business questions through design, prototyping, and user tests.

CHALLENGES

Hilton needed a partner that would be able to provide design direction, and more importantly, would be able to guide them through design decisions and teach them how to run future Design Sprints. Though the team was already familiar with agile processes, Hilton wanted to acquire the skill set for running a fast-paced Design Sprint. By adopting the Design Sprint, Hilton could validate and develop product ideas more quickly.

Flexibility and logistics were also essential to the success of the engagement. Hilton team members came from offices throughout the U.S. and needed a new location that pushed their team to work together throughout the design process. The Intrepid office provided an unfamiliar – but comfortable – space for the engagement.



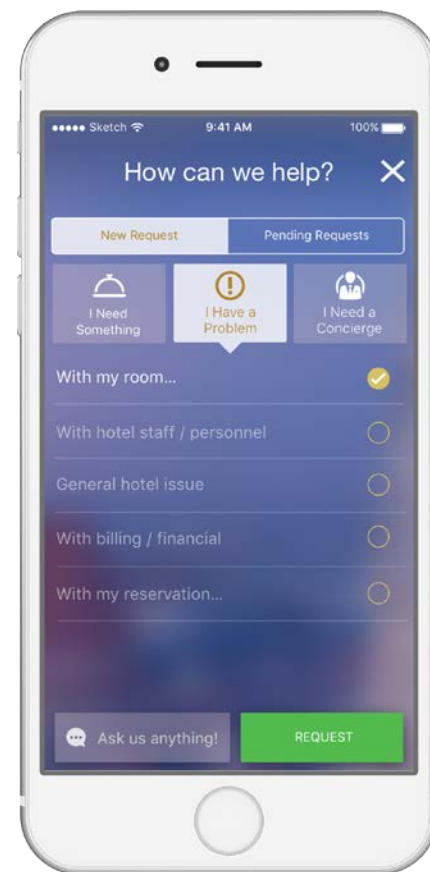
SOLUTION

Teaching the Design Sprint Process

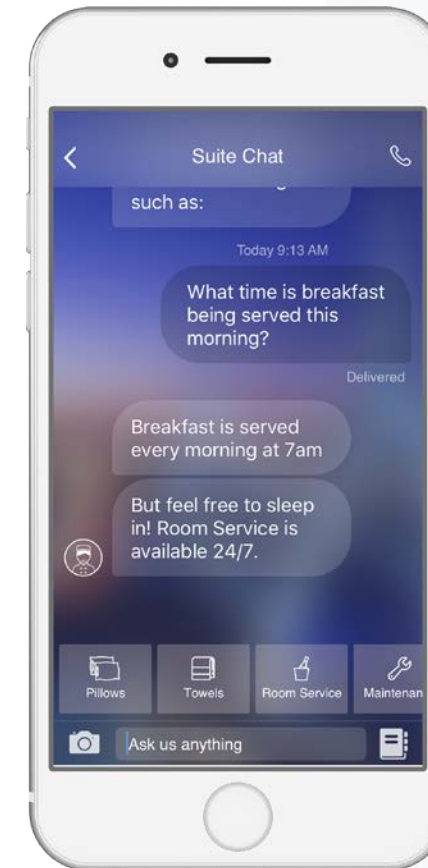
The team at Intrepid takes pride in our ability to train others and places a lot of value on education. So when it was time to help Hilton learn and operationalize the Design Sprint process, the Intrepid team came to the table equipped with knowledge and experience from teaching our own team as well as past clients.



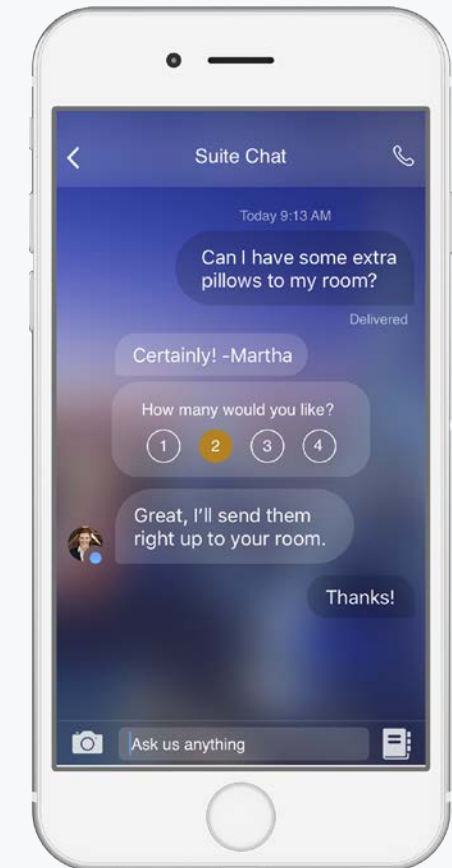
Team 1
Requesting an Item



Team 1
Reporting a Problem



Team 2
Structured and Unstructured Inquiries



Team 2
Built-in Widgets

Two Different App Concepts

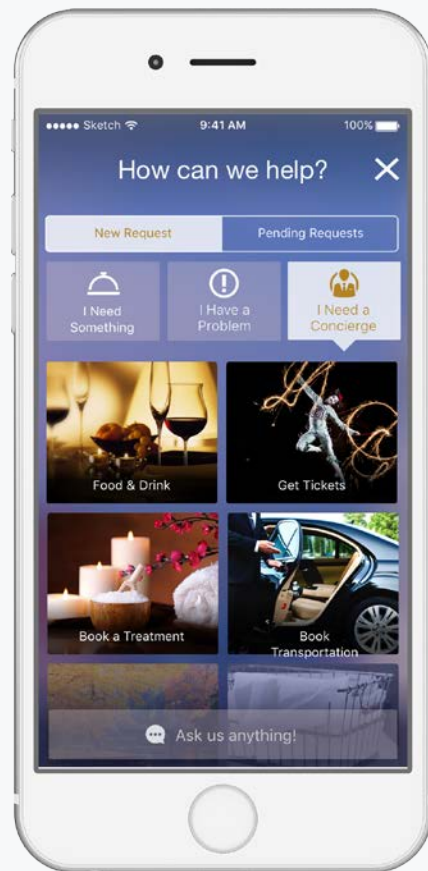
The two design sprint teams, each made up of a mix of members from both Hilton and Intrepid, tackled the problem and came up with different app concepts. The first used structured messaging to create a more automated experience in order to reserve actual human resources for more challenging concerns. The second retained a focus on the messaging medium by incorporating inline messaging widgets that allow for the automation of common requests.

At the end of the sprint, Intrepid prepared a deliverable that detailed the key takeaways and exercises from the design sprint process, along with recommendations for ways to tailor the process to Hilton's needs.

RESULTS

Users Tests Validate App Concepts

Both versions of the app went through user testing and the teams discovered that the ideal combination of features would borrow elements from both concepts. The user testing results also revealed the importance of the immediacy of replies from hotel staff, regardless of whether or not responses were automated.



Team 1
Concierge Service



Team 1
Pending Requests

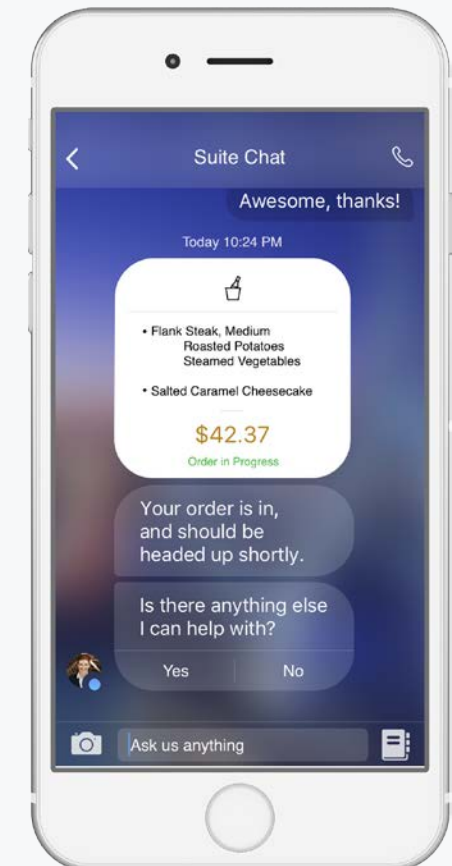
“ BY THE END OF IT, EVERYONE WAS ITCHING TO DO ANOTHER ONE.

A Five-Day Transformation

Though the Hilton team was at first skeptical about the design sprint process, their uncertainty soon lifted. Hilton Project Manager Ali Shams described the transformation of the team's feelings as “disbelief at how much we were able to accomplish in five days...by the end of it, everyone was itching to do another one.”



Team 2
Inline Links



Team 2
Inline Receipt Widgets



INTREPID

617.949.0533 // inquiries@intrepid.io // intrepid.io