



CHRISTY TUKALO
PRODUCT DESIGN
HONOURS PROJECT



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memento: a small collection of site specific gifts available to be played for by guests to enhance their holiday experience.

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What?

Hospitality can be broken down into many categories within the service industry, hotels being one of the largest. If we talk about hospitality in a general sense, it defines the relationship between a host and a guest through the provision of services.

One of the more conventional services is the provision of a welcome pack or gift but these can be quite basic in providing limited information about the hotel and local attractions.

Memento sets out to change this convention and is designed to enhance this initial interaction with guests. Memento presents guests with the opportunity to play for a welcome gift after checking in. Each gift is designed to be location specific to encourage guests to explore the area whilst providing a personal and memorable keepsake.

Why?

Having worked in an airport hotel for the past two years now, I have witnessed numerous conversations and exchanges between staff and guests. As a consequence, I felt there was an opportunity to challenge the conventional welcome pack or gifting.

At the start I was unsure what I would be designing as welcome packs are often included in a stay or gift packages which are usually an additional cost. However, I wanted to explore this further by reviewing the services provided by the hotel industry. My aim being to design a product/service that would strengthen the relationship between the hotel and its guests.

Memento was created to establish this link while providing guests with a personal keepsake that stimulates fond memories from a specific staycation or holiday. When arriving in a new place, it can be unsettling but there is invariably the desire to unleash the explorer in us all. I hope my project encourage travellers, hotel guests and many more to engage and explore a destination in an innovative and exciting way.

Acknowledgements

I'd like to acknowledge the following individuals for all their kindness and support during the development of memento.

Academic staff:

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Ali Napier - DJCAD technician, Make Space, University of Dundee

Gurus:

Craig Lamb - Senior Product Designer at Skyscanner

Dean Brown - Product Designer, Founder of Brown Office

Mike Shortner - Senior Creative Technologist

Norman Alm - Research Fellow in Computing, University of Dundee

Travel & Hospitality Experts:

Jeris Fitzpatrick - Former Ground Crew, easyJet

Justina Smulkeviciute - Former Receptionist at Gleneagles Hotel

Cameron Dickson - Supervisor, Hampton by Hilton Edinburgh Airport

A big thanks to those who took part in completing one of my cultural probes. Also a big thanks to my family and friends for their continued support in helping me pull through a tough year.



About Me

Hello. I'm Christy, a Product Designer who is motivated to learn and eager to explore the expansive industry of design. At the start of my design journey I intended to study Architecture as I really enjoyed the process and production of technical drawing. But as time went on, it became clear I excelled in the design and manufacture stage of projects I faced, to which I found myself in Product Design. It made me think about how I could use my love and determination for good design to make a difference in the world that would positively benefit our society. I'm known for putting others before myself and this feeds throughout my design work. I strive to work with people. I am a hardworking, determined creative who enjoys getting into conversations that may uncover new design opportunities. Outside of the design world, you could find me at the gym, on a hockey pitch or baking up some treats in my kitchen.

This booklet has been created to showcase the research, positive motive and design process behind memento, my honours project.

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Project Direction

The summer was the perfect time to think of a topic I was interested in and could design for. However, over the holidays, I struggled to identify a suitable topic for my honours project. It was really quite challenging, having racked my brain thinking of potential topics but nothing came to mind. This was further exacerbated with the lack of normal interactions brought about by the coronavirus pandemic.

Given these restrictions, I reframed my thoughts to consider what experiences I could draw on to find a topic of interest. My part time job working for a major hotel chain would enable me to undertake research and test my concept.

A brainstorming session identified the area of hospitality or the travel industry, I wanted to explore. I was intrigued by hotel operations and had a desire to ensure that the first contact with a guest at reception was a memorable and informative one.

The majority of the time when I'm on shift, guests tend to ask before heading out:

- How do we get into the city centre?
- What is there to do here?
- Can you recommend a place to eat?

These are typical questions that usually occur when guests are checking in for their stay. Reflecting on these occurrences, I felt there was a definite design opportunity to address this encouraging guests to engage and explore the area in which they were staying.

Desk Research

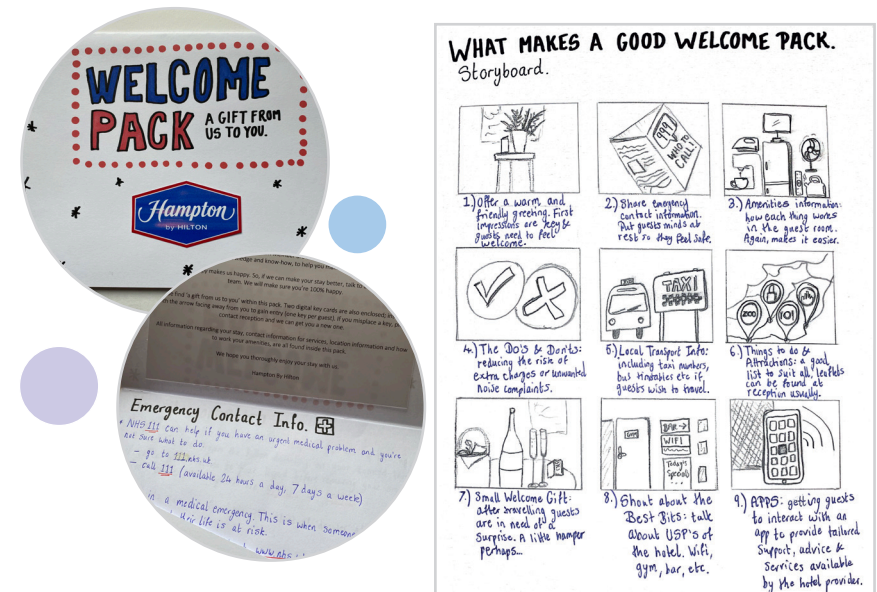
To kick start my project, I decided to go on a lockdown walk around the city centre of Edinburgh. I did this as I wanted to begin by comparing hotels and the ways in which they operate. I took some photographs of various hotels around Edinburgh, taking note of their aesthetic contrasts. I intended to compare their interiors too but covid did not permit this. It was interesting to visually compare modern and traditional hotels as the exterior of a hotel more often than not, reflects the interior. "What you see is what you get" - a quote people use frequently in daily life to describe the quality of people, products and services. It makes sense but an exterior doesn't always reflect the interior.

This comparison was interesting as it highlighted the basic services and amenities that are included within a hotel stay and its cost. Additional services tend to be offered in the more expensive hotels where a higher level of guest care and welfare is prioritised. These services are sometimes offered in lower end hotels but there is a cost attached.



Considering I couldn't physically go inside the hotels on my walkabout, I opted for some online research instead. The aim of this was to compare high end with normal/low end establishments, taking note of the services that were permanently available and the others that required extra cost.

With the intention of making a hotel service or operation better for guests through a design concept, I was intrigued by one of the services that I had compared, namely welcome packs. These are essential to any guest staying in any hotel as they provide information that is useful and important in the case of an emergency. However, these packs differ between hotels. Some are basic and quite general, whereas the higher end of the hospitality scale, tend to go the extra mile. Personalisation is used to tailor the packs and matched with a gift to show appreciation from the hotel to the guest.



I found it useful making my own welcome pack. I created a storyboard of what I considered made a good welcome pack and by putting myself in a guest's shoes. What would they benefit from? I was able to consider the different emotions when receiving and opening a simple welcome pack.

I also watched a Channel 5 documentary called Premier Inn: Britain's Biggest Budget Hotel. I wanted to dig deeper into the "budget chain that likes to act posh" as Premier Inn is known for evolving to meet the needs of customers. It was interesting to hear from the workforce and to contrast some members of the public. It was communicated that the budget hotel preferred budget over beauty and dynamic pricing was always achieved. Former CEO of Premier Inn Alan Parker, simply found a gap in the market for affordable luxury hotels and acted on it. The luxury yet affordable purple hotel favourite essentially became the "Easyjet" of the hotel industry.

Online Questionnaire

<https://www.surveymonkey.co.uk/r/WWGL3B8>

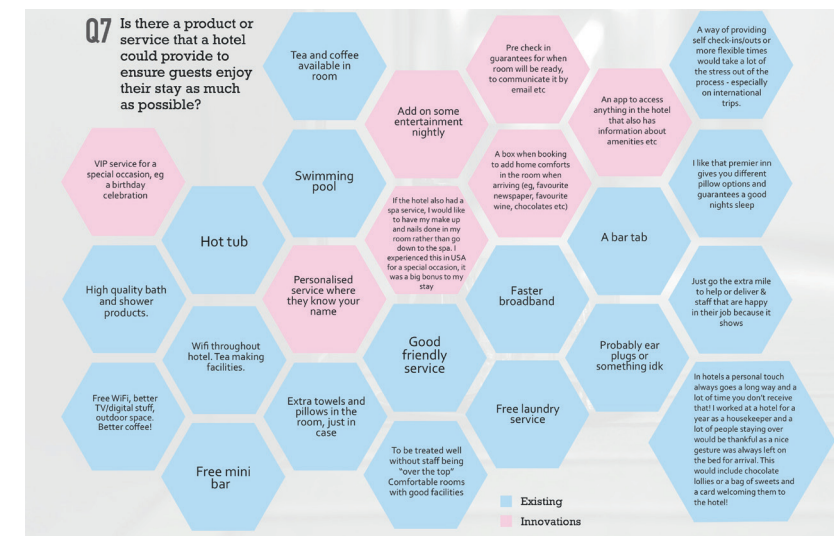
Whilst my research provided some insights, I was interested in hearing their thoughts and experiences in hotels first hand. I created a short questionnaire for friends and family to complete online. When developing the questions, my aim was to focus on hotel operations as I my initial objective was to identify a service opportunity.



The questionnaire responses helped me to identify the not so good parts of a hotel stay in particular, the hotel environment and its operations seemed to be the most unsatisfactory part.

A handful of the responses reflected opportunities for innovative design where one responded with a request for a VIP service to enhance special occasions. Packages like these are currently available within hotels but guests often have to pay a premium. But what about an all expenses paid, gifting service that could be received while checking-in?

The majority of the small sample size emphasised their disappointment in operations such as check out, which is a service that is kept consistent across the board to install standards. It should be noted that the small sample size and demographics could lead to survey bias.



Ochugen & Oseibo

Whether it be for a wedding, business meeting or returning from a trip, the culture of gift giving in Japan is one of the most prevalent in the world.

"Ochugen" originated from an event that was held on the 15th July. This may be why the heart of people giving "ochugen" to someone special resembles the heart of appreciating the moon that shines far away from us.

"Ochugen" is a custom that conveys your gratitude to people you are indebted to

How a gift it is presented is just as important as what is inside; customary to present gifts in cloths which can be re-used. (known as Furoshiki)

In Japan gifts are given for almost any occasion. However, unlike in some other cultures, in Japan the emphasis is more on the ritual of gift giving than the gift itself.



strengthen and maintain relationships • show appreciation • show closeness or fondness for another

I had a look at the method of gifting in Japan as it is quite a symbolic tradition. They tend to give each other gifts for almost any occasion but unlike other cultures, the emphasis is more on the ritual of giving rather than the gift itself. This emphasised the importance of presentation of the gift.

There are two main gifting occasions celebrated each year in Japan, called Ochugen and Oseibo. Ochugen occurs during summertime where gifts are given as a sign of gratitude to others. Conversely, Oseibo occurs in December and is seen as a sign of indebtedness.

Within these gifting occasions, they follow strict traditions in the etiquette of Japanese gifting. For example, it is important to give and receive gifts with both hands, emphasising a sign of respect. In the case of giving a gift at the beginning of any meeting or encounter, it can be considered as a way of rushing proceedings. Therefore, presents should always be proffered at the end of meeting.

Identifying the issue

Throughout my research I was trying to identify specific issues within the hospitality sector that could be improved to enhance a hotel experience. In my investigation of people's experiences, I asked them to describe their stay in three words. This being an exercise attempting to narrow down their experiences. Comfort, relaxation, cleanliness and a sense of contentment appeared most frequently from the small sample size's responses.



Exploring these findings and the methods of gifting and welcome pack content, I wanted to develop the idea of gift giving within hotels. How it would benefit guests and the general hotel experience. However, a slight difference would have to be incorporated in that the product or service would be included within a stay rather than having to pay extra or request the service.

Project Outline

I decided to take the opportunity to pause and reflect. Thinking about all the areas I had initially researched as well as the responses and personal experiences I got pleasure of hearing about, I noted my current thoughts below:

Hotels are the type of establishment that most people have visited or stayed in. Whether that be for business, leisure or pleasure, a hotel is a useful place that we require to visit once in a while. The current global hotel market alone is generating revenue worth over approximately £613 billion and this is set to rise when covid restrictions ease, allowing hotels to welcome guests back.

As I stated earlier, welcome packs within hotels tend to be functional and uninteresting. They are basic in content and invariably presented in a plain card folder. In a hotel room, these packs are almost invisible, rarely read and forgotten about. To change this perception, welcome gifting, are the packages that guests would appreciate and retain. They contribute to the acquisition of souvenirs or keepsakes from their staycation.

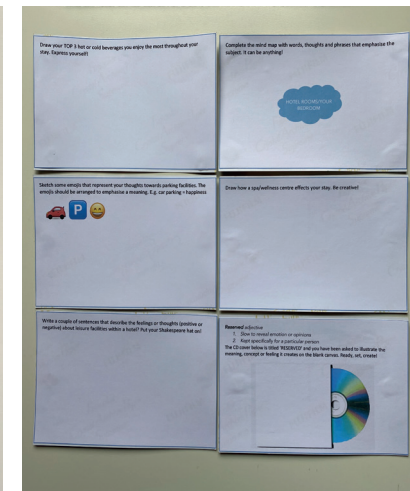
My aim was to create a project that takes an existing in-house service, such as welcome packs/gifting, turns it into a fun interactive experience where guests have the ability to decide on what they receive on arrival.

The challenge would be to create something that will not be ignored when arriving at the hotel lobby. The gifts that are available should be designed as something a person staying at that particular hotel would benefit from or see personal value in the gift. The project explores the concept of making memories through specific experiences and gifting which can enhance the complete hotel experience.

Cultural Probes

I felt a cultural probe was a great research method to be creative and proactive in inspiring new forms of self-understanding and communication of hotel experiences. I learnt that as well as being a universal research method, they are also a qualitative research tool. This means open ended activities can be given to a group of individuals to learn more about their life experiences. They aim to start discussions in an attempt to provide specific insights.

When it came to developing the probe, I thought about methods of gathering data about hotels and their services in a fun way, rather than a boring list of questions to read and then write an answer to. I used some copyright images from *Unsplash* to illustrate the different parts of a hotel experience that I would be asking about. I obtained these images in printed form so I could stick a activity on the back of each photograph. I wanted to emphasise a similar approach to the one used within schools: *Look, Cover, Write, Check*. Instead, in the case of completing a probe, the individual would receive a probe and use the strategy of *Look, Flip, Reflect, Create*, to complete each card.



Given that I was interested in welcome packs and gifting, I felt I should incorporate this into my cultural probe by creating a postal pack that included an informal information leaflet and a small gift, similar to those you may receive at hotel check-in. My aim was to encourage creativity and stimulate memories of a hospitality experience.

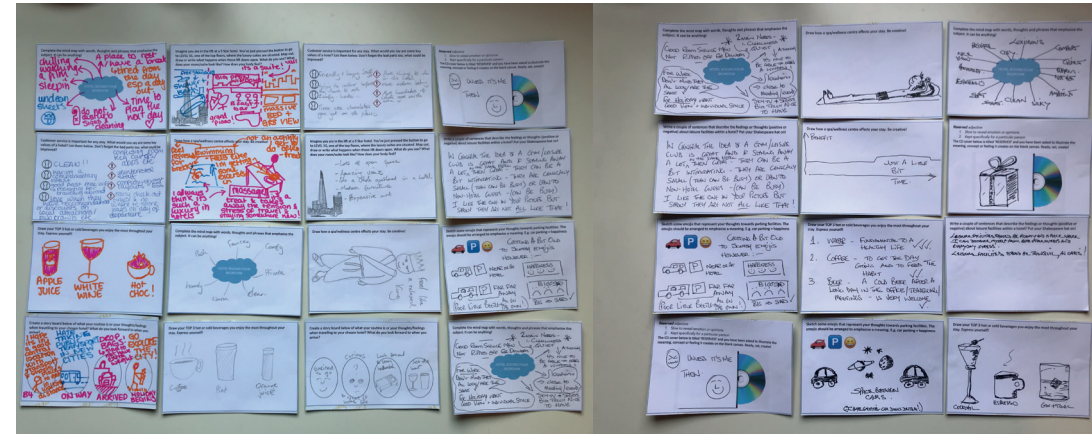


My final design consisted of six photographs that illustrated products and services you receive or have access to when staying at a hotel. The explanatory leaflet presented the relevant information about project background, what is expected of the individual completing the probe and contact details. I used Microsoft Word to create 6" x 4" infographic rectangles that I could easily stick onto the back of the photographs. After opening the postal pack and reading the leaflet found inside, the individual could choose a card to start with. All the cards had different questions and activities on their back from mind maps, drawing a specific experience or scenario from a stay and using emoji language. To frame each of the task boxes, I used a blue outline as it has connotations of imagination and freedom, which subtly encouraged the small sample size to let loose and scribble down whatever they felt necessary. There was no right or wrong.

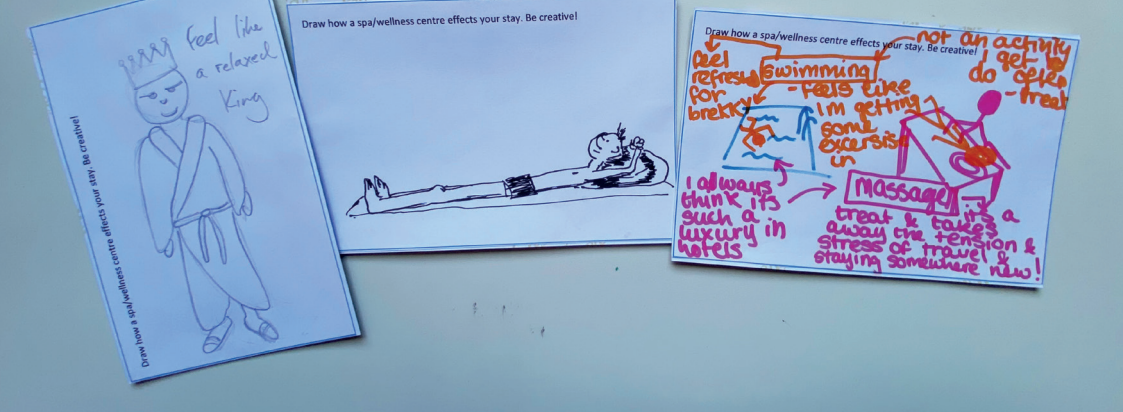
There was no time frame attached in completing the cards so they could be finished at a time that best suited the individual. Once they had finished, there was an envelope enclosed to help in returning to probe to me for further analysis.

Probe Analysis

After receiving the returned probes, I lay all the cards out on my desk to compare responses and highlight any potential similarities. A few respondents weren't very artistic but to my amazement, they had a go and created some lovely and amusing sketches!



I began by analysing the mind maps on the back of the cards, where cleanliness and comfort appeared in all responses. This was interesting as it reflected similar themes highlighted in my previous online questionnaire. Privacy and warmth also seemed to be an essential within a hotel room aiding the feeling of comfort. I designed a question that challenged hotel customer service, by asking individuals to list key values a hotel may have, along with the possible improvements. The positive points included meeting the guest's needs, service with a smile, recommendations for local attractions and fast wifi. These all tend to be standard in the majority of hotels. In contrast, the negative products or services that could be improved upon were confusing: hotel layouts, access to more information on what's good in the area and making check-in quick and efficient. This was intriguing as I wanted to explore the check-in process with a view to making it better and more enjoyable. It was encouraging to know that this is a regular occurring issue with hotels.



I was not expecting all of the cards to be completed but even the people that weren't confident in drawing had a go. If only we could all aspire to be as relaxed and at ease as the response shown above! I finished my analysis on a card that presented the opportunity to storyboard routines and feelings when travelling to a chosen hotel. Again, I was pleasantly surprised at the responses as they were very similar. In particular, they expressed feelings of excitement and curiosity in relation to the location they were heading to. When travelling, people are prone to a certain degree of stress due to ensuring they get there on time and having the correct paperwork. This was highlighted on the cards where travellers looked forward to arriving at the premises, get to their room, unpack and settle in. After this, guests tended to be keen to explore and see what the hotel and area had to offer. This was one of my key insights as there's not always a document or product that educates guests on where they are staying. Secondly, the holiday only really starts when you step outside the hotel to explore the area. Having something to encourage this and guide guests would be very useful.

Conversations

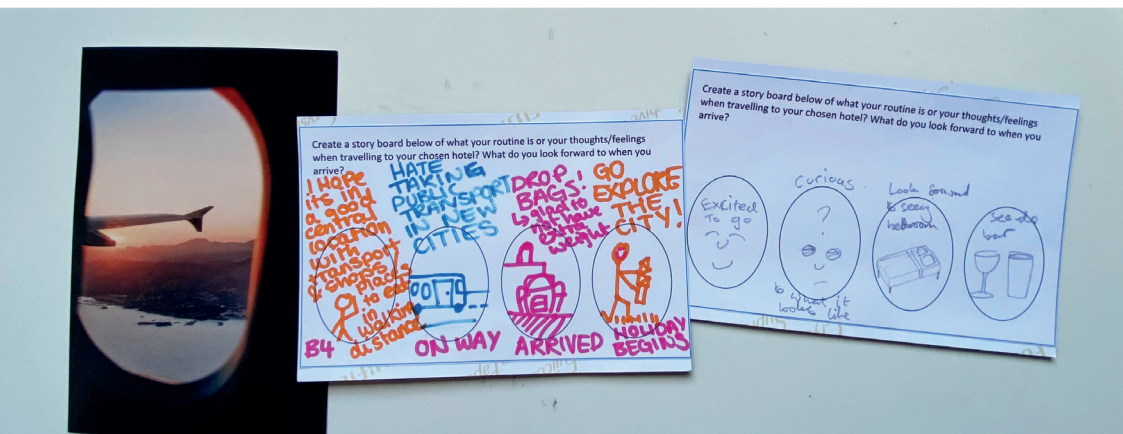
There's nothing like formal conversations to discuss difficulties and to be offered ideas to consider on how to resolve these. However, the Covid Pandemic severely reduced these opportunities and as a result, I struggled to develop ideas to enhance hotel operations and service. I decided to widen my conversations and arranged additional informal chats with friends, family and lecturers. These informal chats were useful in uncovering ideas that I had not considered.

My dad reflected on hotel stays when they were frequently travelling as part of Scottish National rugby team. He felt well looked after and couldn't fault many things but did note that that hotels tending to be at the higher end of hotel offerings. One of my friends talked about a recent stay at a Premier Inn, making me aware of their attention to comfort throughout a stay. Pillow choice is an option on arrival and if you don't get a good night's sleep, a full refund would be given. When I talked to Andrew Cook, we briefly discussed the Ace Hotel in London which is a hotel that aims to embrace the cities the hotels are located in by building spaces for collective gathering.

Initial Ideas

These conversations encouraged me to focus on points of interest that I could develop. I was eager to re-design and improve a hotel product or service that put the guests first and enhanced the experience of staying in a hotel.

- Bringing the idea of home to a hotel stay through a product
- Re-imagining a hotel welcome pack that is fun, creative and tailored to the guest
- Delivering an experience of a city to a hotel through objects
- Could I create a machine that makes and dispenses personalised gifts?



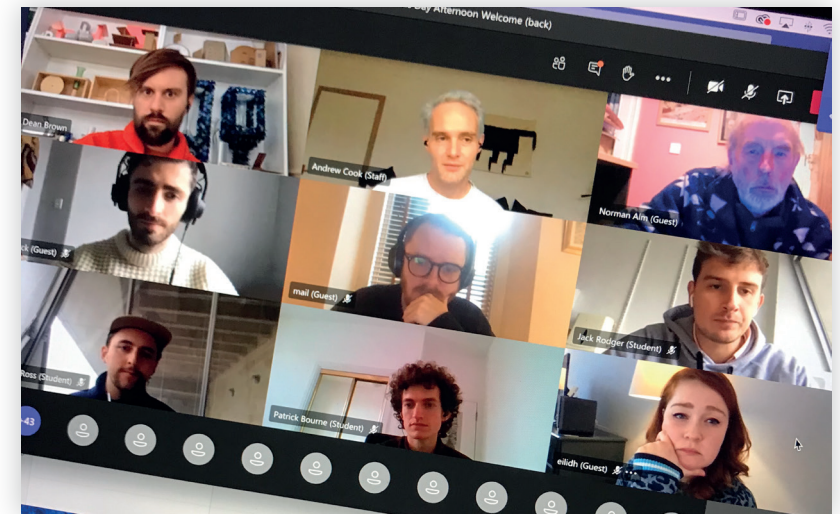
Gurus Day

Finally, the day had arrived. We had the opportunity to speak to some experts in relation to our project ideas as well as gaining thoughts and opinions from a sector perspective. Obviously with covid, Gurus day had to take place virtually online. To showcase our work to date, we created a Miro board that consisted of a great image, a short video, a 100 word statement and some supporting imagery. We used Miro to enable us to communicate and collaborate online with Gurus, course mates and lecturers throughout the day.

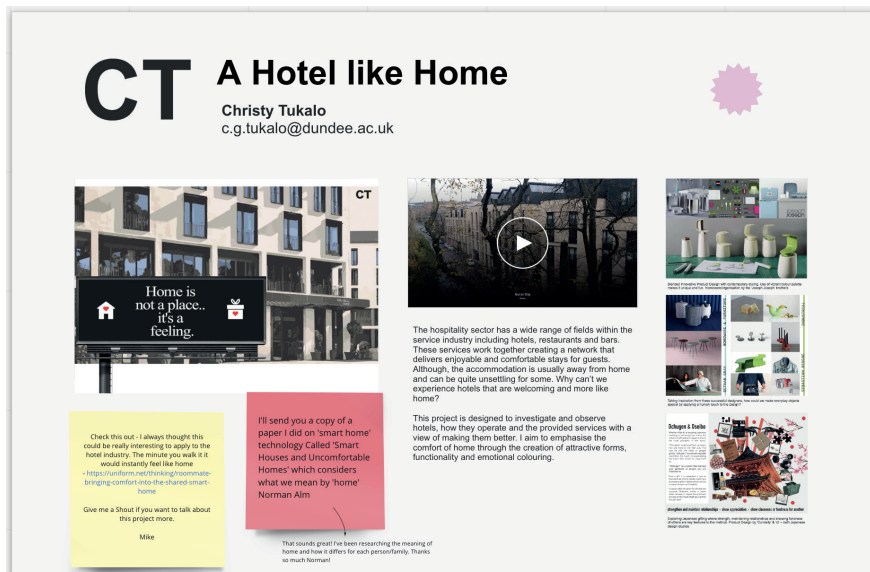
When it came to Gurus day I was playing about with a couple ideas but the one I pursued was bringing the idea of home to the hotel experience.

Firstly, I spoke to Craig Lamb who is a Senior Product Designer at Skyscanner. We discussed my project idea where he expressed his personal excitement of staying in hotels for business. He also mentioned he loves the smell of hotels; it is a memorable aspect of a staycation. He realised I was a bit lost with what and where I wanted my project to be. In realising this, he asked me some questions: is it solely a product for gifting and giving? Could it be a kit that mixes the quality of hotels with the home?

We discussed the concept of the quality of hotels in relation to your home and the feelings generated when travelling. Individually or combined, these aspects have the potential to increase levels of stress resulting in a poor hotel experience. Given your home is where you feel most comfortable, we discussed the design opportunity in taking home with you wherever you go in a product or collection of objects. He finished by illustrating the idea of flipping my concept by bringing the hotel to your home through a product designed as a kit. This was something I hadn't thought about but definitely worth considering.



The next person I spoke to was Dean Brown, a Product and Interaction Designer and Founder of Brown Office. I briefly explained my project idea and what I had been researching so far including gifting in Japan with a view to bring something similar to the hotel industry. He talked about his experiences in hotels and emphasised the change he is seeing in hotel lobbies. They are now compelling, modern places for all users to use. They have become almost like living rooms merged with coffee shops. Back to focusing on bringing comfort of home to a hotel experience, Dean made a very good point in which he explained how homes differ between each person. You can't really display or box everyone's home. I made reference to Craig Lamb's idea of bringing a hotel to a home environment. Creating a product called "City in a box" which could lead to a sense of place through a collection of objects.

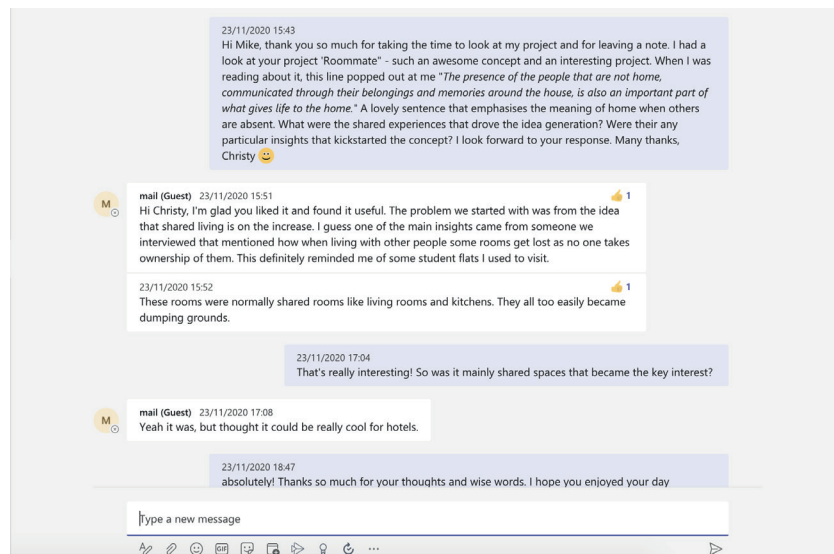


He highlighted the opportunity to play around with the five senses within the kit as each one is different. Maybe even designate an object within each kit to one of the senses? He also advised me to stay away from furniture design as it wasn't an area I needed to explore or design for but Sebastian Bergne is a good example for clever design.

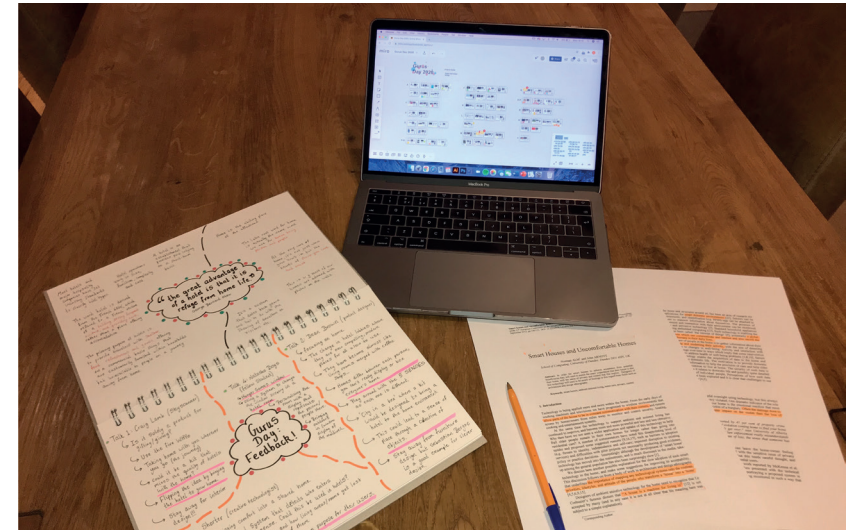
In the afternoon of Gurus day we had a free for all type event where we could explore and take time to look through each student's miro board. During this time, gurus could contact us to chat about our projects as well as leaving comment notes on our boards.

Mike Shorter left a post-it note on my board to make me aware of a *Uniform* project he had worked on and felt it would fit perfectly into the hotel industry. Mike is a creative technologist and since 2016 he headed up the creative technology team at *Uniform* in Liverpool. I was interested in his project and used the opportunity to contact him and find out a little bit more.

One of the main insights to take forward was the emphasis on taking ownership within a room. His project *Roommate* highlighted a major contributing factor to making a home a more welcoming and comfortable place. This being the presence of meaningful objects related to the people that live there. Maybe I could use this for hotels?



Norman Alm is an Honourary Research Fellow in Computing at the University of Dundee. Norman was the final guru I spoke to. He also left a post-it note on my miro board to offer his help in assisting me with the understanding of what we mean by home. This was explored in a research paper Norman had co-written and kindly shared with me to read.



The paper is titled *Smart Homes and Uncomfortable Homes* which explored the use of technology within homes that balanced privacy and control in the homely environment. A house is a machine for living in, but it also provides shelter, comfort, a place to interact with family and a base for entertaining others. Again, Norman his research paper would be useful in helping me understand the home and how it can be jeopardized by digital technology. It was a great read which emphasised a couple of very important points:

"Smart home technology needs to develop control and interaction mechanisms which reflect complex and emotional relationship between the person and the dwelling in which they live. Comfort in one's home can be compromised by technology; the challenge is to design so as to actually realise the potential benefits."

If I was to venture down the interaction route, the product or service I intended to create must have balance, so the user doesn't become overwhelmed from the use of digital or that the sense of home and hotel aren't totally lost.

Key Insights

Despite this valuable opportunity to share my thoughts, I still didn't have a finalised concept of what I wanted to create. I'd been given lots of ideas from conversations I had with fellow creatives, industry professionals and my family/friends. These insights I gained helped me in focussing my thinking about what's important in my project and what would be the most appropriate concept in delivering a better hotel operation or service.

Original Inspiration

Looking back to where I began this journey, I had envisaged investigating a hotel service or product with a view to making it better. I didn't know what this might consist of but as I developed my ideas, I seemed to be edging towards the re-design of an existing product within a hotel. I didn't know which one it would be, but I did briefly look at welcome packs which could be the product/service I decide to explore.

I also found inspiration from Japanese Culture and their method of gifting as a way of showing appreciation. But why do we give gifts? Briefly, I looked into the psychology of gifting where it plays such an important role in our social fabric. We give gifts for many reasons, sometimes in periods of conflict. At times our culture requires it, for the likes of Christmas and birthdays. Other times it builds and reinforces relationships with family and friends. It's a common gesture we use frequently. This could be a potential inspiration I can explore further.

What Next?

I would love to design the concept of bringing happiness and comfort associated with home to a hotel guest. Whether this be in a pack or solely as a gift, I'd like it to be something that is memorable and acts as a souvenir for where they stayed. I also think there needs to be an interaction as to how a guest is given the gift or how it's received. This action should be a stress reliver and a fun and exciting experience in direct contrast to current hotel services. I am still developing these concepts but my ideas are starting to become clearer as I move onto development.



MINI BRIEF

A Hotel like Home

Current position: Investigating and observing hotel operations with a view to making them better

Some stuff I know:

- Operations influenced by company culture (high-quality accommodations and amenities, friendly, helpful service and staff)
- Strong brand image
- Self-service breakfast area, large open plan restaurant area, bar and reception connected, no divide
- Each 'Hampton by Hilton' hotel as a trademark of serving freshly baked waffles for breakfast

Some stuff I need to find out:

- Identify areas that could be improved within the hotel's operations
- What works/what doesn't work
- Opinions of operations from staff and guests
- Age groups the hotel (mostly) accommodates

Turning Points

- Stay away from interior and furniture design; it's not what my project is exploring
- You can't box a person's home as each is different. Creating a product that brings the sense of home to a hotel, might not suit every guest
- Flipping the concept by bringing the experience of a hotel to the home
- Could a gift be given to a guest that gives them an experience of the city/place they are staying?
- Explore gifting and giving within hotels until it's been exhausted
- Make the interactive experience fun and memorable

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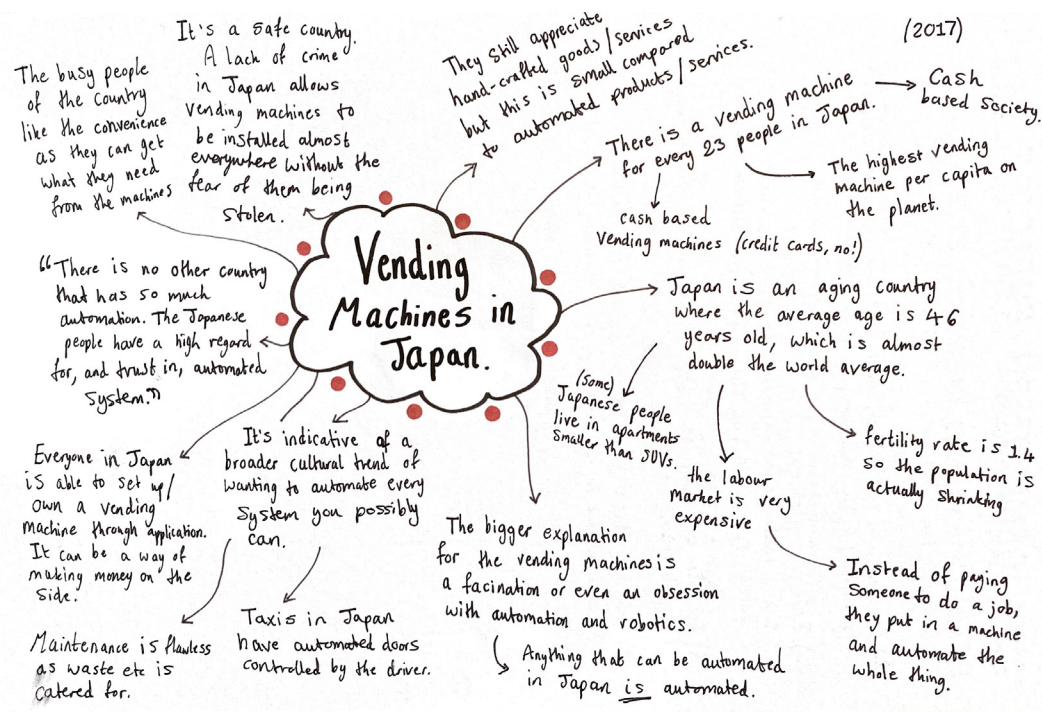
Defining the key points that helped shape my final prototypes



Vending Machines

When semester 2 commenced, I considered ways in which I could make the host/guest interaction fun and enjoyable. One idea came up in conversation during one of my supervisor meetings, suggesting the use of a vending machine that dispensed personalised welcome packs. With this seed of an idea growing in my mind, I wanted to develop my understanding of vending machines by researching a culture that is obsessed with these machines.

In Japan, there is one vending machine for every 23 people of their population, making this the highest per capita on the planet. The quest to automate and the use of robotics fuels this obsession. Anything that can be automated is automated. Vendors are replaced by vending machines. However, there would appear to be a major drawback in that the majority of these machines are cash based as a result of Japan being a cash-based economy.



The experience a user encounters when using a vending machine rarely changes. They approach the machine, study the content, check how it operates and confirm payment method. During this initial interaction, a decision is made to use the vending machine or walk away. If they wish to use the machine, cash is inserted into the machine. This activates the machine and allows the user to enter their desired choice by means of a keypad or touch screen. Once an item has been requested, the vending machine accepts the request and dispenses the user's selection. The input is the user inserting money and selection of the item they want from the machine. The output is the vending machine processing the request and vending the object to the bottom tray for the user to enjoy.



Image taken from <https://unsplash.com/photos/lvu7gpzIT8k>

Vending machines usually take on the appearance of supermarket shelves with items packed to the edge, colour coordinated and spread across three to five levels. In Japan there are vending machines dispensing virtually every conceivable item. In comparison, the UK, vending machines are not as diverse primarily dispensing food, drinks, cigarettes and sanitary products. There are the odd pizza vending machine or cupcake atm dotted about, that are innovative and gaining in popularity. In this phase of my concept development, I felt there was an opportunity to take the vending machine experience and develop the idea of a welcome pack vending machine that would differ in location, form and function.

Initial Prototypes

Thinking about prototyping a vending machine was quite daunting in determining the best way to make a fully working vending machine. To address this I decided on a basic scaled down prototype that kept away from technology and solely focused on form and function.



I constructed a small box vending machine, made out of cardboard. It was a simplified model dispensing goods with two slots to hold the items being dispensed and a push and pull action panel to push the item (in this case, sweets) out the back of the model. Once the sweets were pushed out the back, they would slide down the angled backing shoot, appearing at the front opening of the prototype. The size and simplicity of the model was beneficial as I gained a better understanding of the vending motion in its physical form rather than it being digitalised. Whilst the model size was smaller than I intended to construct, I imagined this prototype being placed at a reception desk. Having it positioned in such a place would allow small gifts to be dispensed when guests have small interactions at the front desk. For example, asking a question or placing an order.

If a user was to interact with this machine, they would push the button/lever that met the needs of why they were using the vending machine. The model almost making their mind up for them in what they would receive.



A superimposed image is shown to illustrate the intended location. Due to the model being made without technology attached, it makes it easy for the mini vending machine to be moved if it needed a change of location to gain more use from guests. I filled the two slots with sweets, one with a refreshing mint to symbolise arrival and freshening up after travelling. And the another, a chocolate to symbolise a pleasant departure. These can be thought of by guests as small kind gestures from staff to thank them for their custom through a very small complimentary gift.

Mark 1

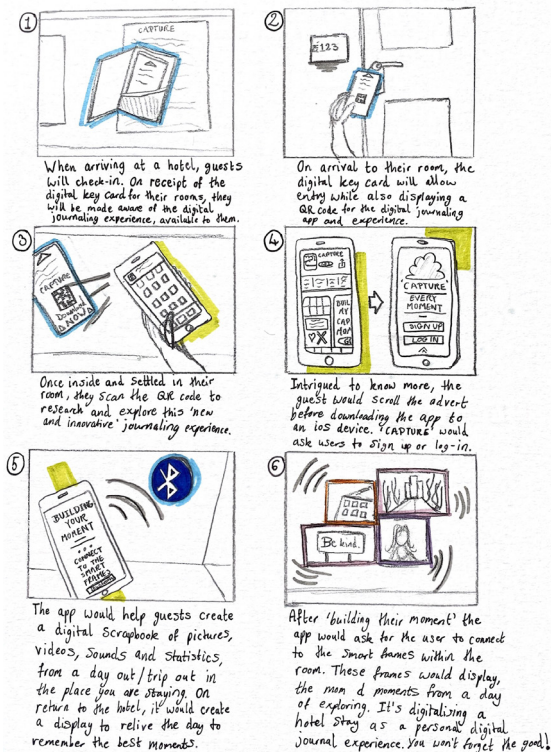
Before Mark 1 presentations I was working on two ideas. One that explored welcome gifting and another that was more screen based and interactive. The gifting and welcome pack concept is designed to enhance the feeling of comfort and contentedness to a guest while staying in a hotel for the first time. I then considered methods that would deliver those feelings to a guest through an interactive experience.

I chatted with one of my course mates and we discussed my current ideas to which she made me aware of smart frames. She also made reference to a film in which a scene displays a large window that the guest can change to make it a background or picture that they prefer. However, how would I bring this into a hotel setting?

My idea of 'Capture' came to light after some initial brainstorming. The concept is designed as a journaling app that can be used on smart frames within a hotel room. It combines smart frames and journaling into one. The method of journaling is used to allow the guest to document where they've been then relive it in their room through multiple smart frames. I am a user of '1 Second Everyday' which is an app that documents each day of a user's life through video or photographs. Taking inspiration from the app, I felt I could create an app that would be promoted at hotels to enhance a guest's staycation experience.

DIGITAL JOURNAL EXPERIENCE

Storyboard

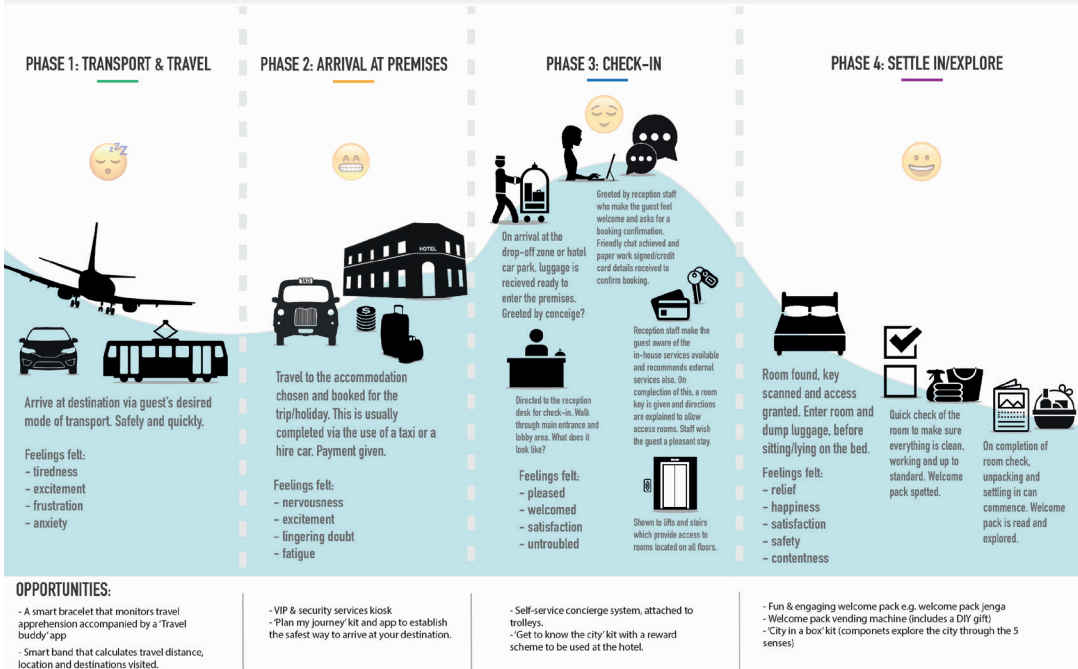


My second idea goes back to my initial concept of creating a welcome pack vending machine that dispenses a pack tailored to a guest. Instead of diving straight into thinking about how I'd make this working prototype, I felt I needed to understand the journey in which a guest makes from their home to their destination, i.e. the hotel. To analyse the stages of travel further I created a journey map to illustrate each phase clearly.

Usually on arrival, guests feel tired from travelling and want to get settled in their rooms as soon as possible. One of the major phases is the check-in phase. This can take up the most time out of the whole journey. Baggage is cared for by staff to ensure it gets to your room safely and securely. A booking confirmation is acknowledged, payment can be processed with the guest receiving their room key. Friendly chat is exchanged before the guest parts for their room.

Completing this analysis helped me identify the general phases of a journey with insightful touch points emphasised in each. One of these was the process of checking-in. It is sometimes seen to be non-enjoyable. What can be improved to turn a satisfactory experience into a memorable yet exciting one?

HOTEL CHECK-IN JOURNEY MAP

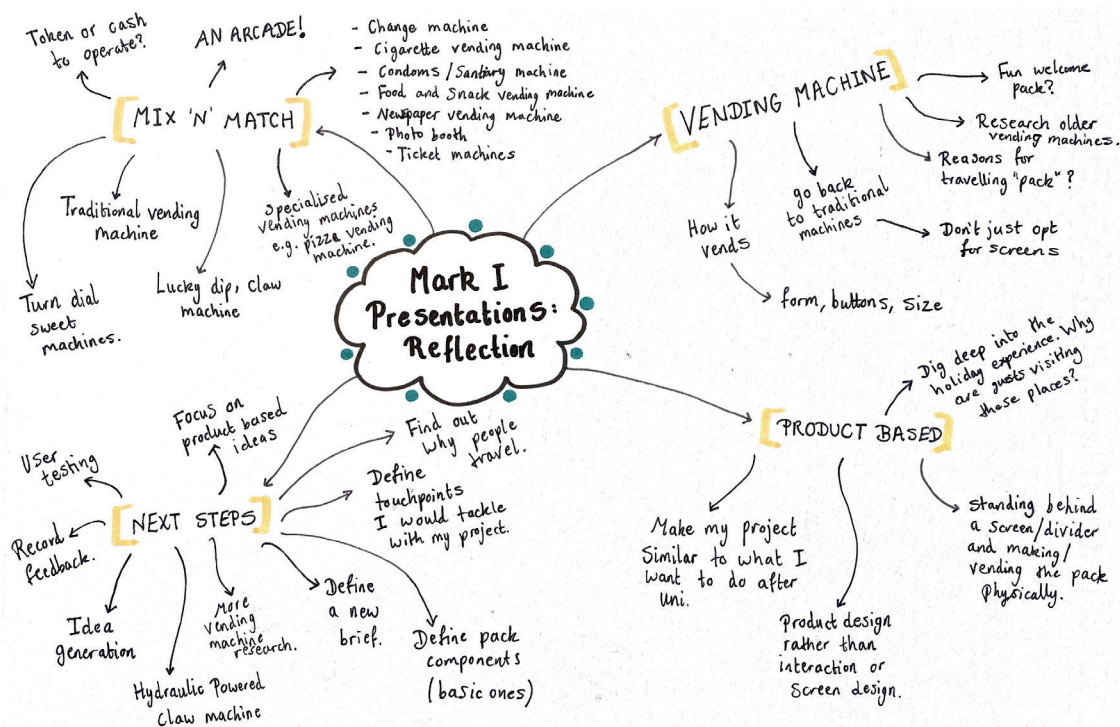


On the completion of Mark 1, I received some feedback on the two ideas I presented. One idea being product based and the other being digital interaction based. Both had the potential to become great projects but Andrew Cook made a good point: "What would you like to do after university?" Thinking about this in more depth, future employers may look at my honours project to understand what my interests are, my skills and what I want to do with my creative degree. I felt I need to pursue the things that I enjoy and that I'm good at. With that in mind, I felt it was only right to focus on a product-based concept.

Out of my two ideas, one of them was exploring engaging hotel welcome packs. Guests don't want to be handed a piece of paper that thanks them for their custom. They want packs that make them feel exciting and bring a sense of excitement to a stay.

Creating such packs or gifts enforces the idea of bringing back the adventure of being in a new place and the process of valuing guests for choosing that hotel as their accommodation choice.

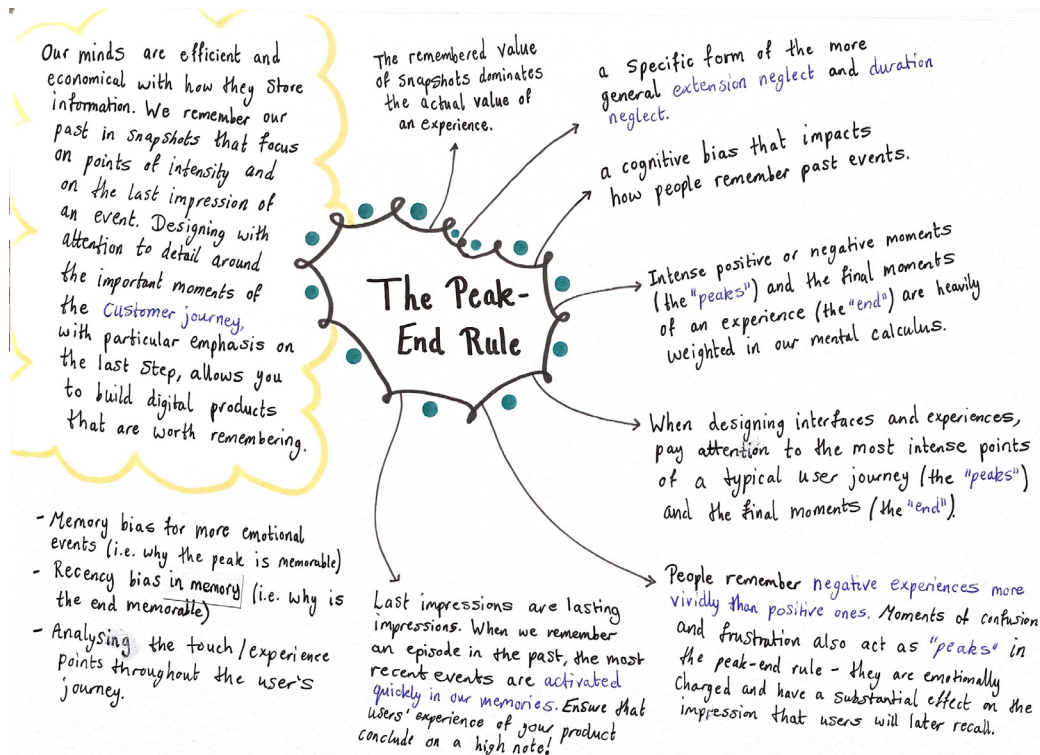
Referring back to vending machines, an important point was made when discussing my two potential concepts. Vending machines are great machines that have so much to explore in terms of form, size, how it vends or even where it is located. All of these factors add to the experience.



The Peak-End Rule

This was a psychological heuristic that I discovered after finishing my journey map. They are similar in some parts but the peak-end rule is a psychology in which people judge an experience largely based on how they felt at its peak and its end, rather than an average of every moment of an experience.

Our minds are efficient and economical with how they store information. We remember our past snapshots that focus on points of intensity and on the last impression of an event. Designing with attention to detail around the important moments of the customer journey, with particular emphasis on the last step, allows you to build digital products that are worth remembering.



It has been suggested that a peak moment requires at least one of four elements, with the best having all four:

Elevation:

moments of happiness that transcend the normal course of events through sensory pleasures and surprise

Pride:

moments that capture us at our best, whether it be moments of achievement or moments of courage

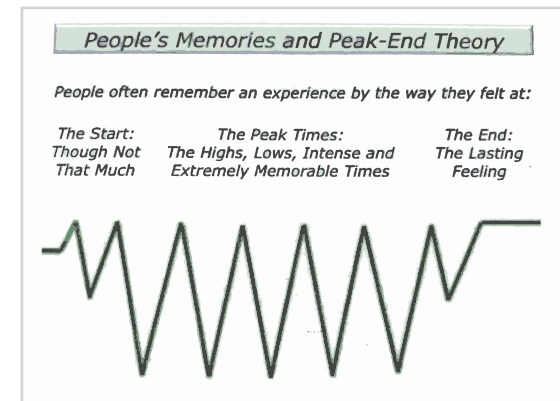
Insight:

eureka moments; they change our understanding of ourselves of the world and give us a moment of sobering clarity

Connection:

moments which are social in nature

Researching the psychology behind the peak-end rule was intriguing and helped me open my eyes to the areas I could target with my project. As it turns out, even how long an experience lasts has little impact on the memory that is formed. In order for my design concept to make an impact, it must be memorable and an experience that positively impacts a guest's stay. This could lead to them permanently storing a memory of an interaction or product they connect with.



Machine Form & Claw Machines

I continued my exploration of vending machines by looking more closely at their form and comparing traditional versions with modern ones. Through further analysis it became clear that they have very boxy structures and adopt an ordered layout. They are usually operated by keypads to allow a tailored vend. Aesthetically, they appear to have a limited colour palette, or they are colour specific to their brand.

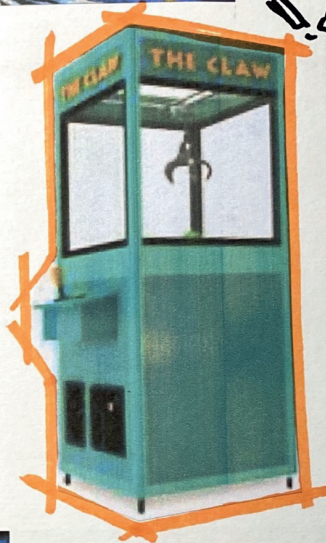
After finishing my latest vending machine exploration, I went off on a tangent as I also wanted to explore amusement arcades as they house many boxy, fun and entertaining machines. Since I intend to design a product and interaction that turns a basic, plain item like a hotel welcome pack into an engaging, quirky product/interaction that can potentially be played for or personally picked, I felt arcades illustrated just that.

One of the more popular arcade games is the claw machine or an updated version on the lucky dip. Carrying out a little bit of research, I managed to get my head around the integrated components and general operation mechanisms that power/work a claw machine.

I was keen to start making and challenged myself again in removing all technology from a prototype but instead, I'd use hydraulics to power the machine. I also had a think about how guests would access the machine. Obviously, it would be included within their stay and with that there are two options. One being they are given a token from the reception team that permits them to play the machine. And the other being they use their digital room keys to access the machine via an RFID reader.

My challenge was to design a fun product/interaction that dispenses something that people want to get or will be happy to receive.





- * Lucky dip game which can be emphasised when using a claw machine.
- * It is a game in which prizes are covered up and mixed together in a container, so that contestants can dip their hand in to randomly pull out a prize.

- * A claw crane, claw machine, toy crane or skill crane is a type of arcade game known as a merchandiser, commonly found in video arcades, supermarkets, shopping malls, movie theaters and bowling alleys.

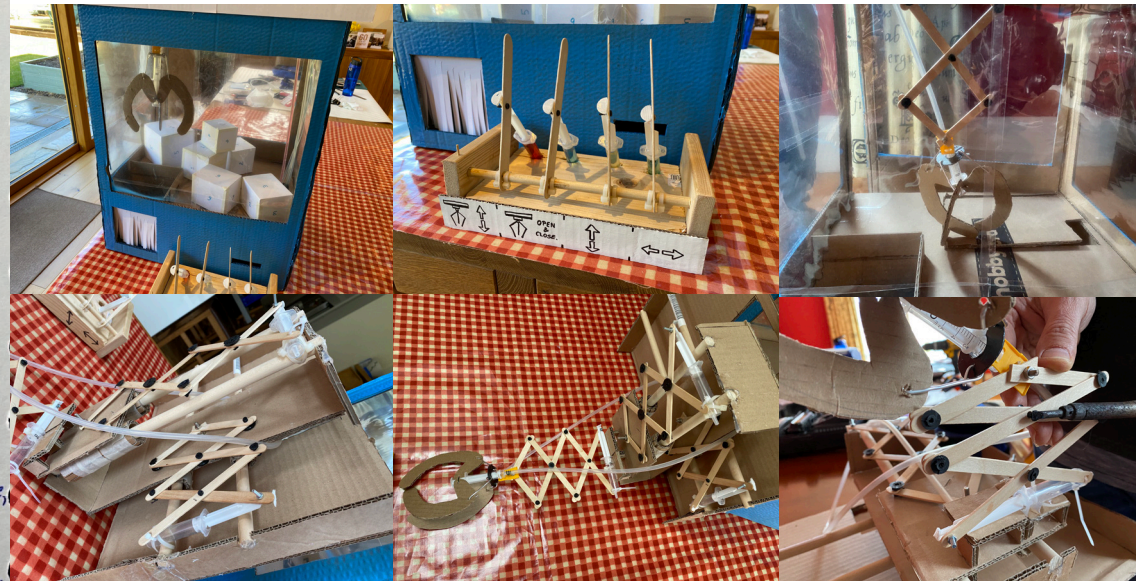
- * Claw machine components: the basics are a printed circuit board (PCB), power supply, currency detector, credit/timer display, joystick, wiring harness/boom, gantry assembly, coil and claw assembly.

Mark 2

In my presentation I showcased a project map that outlined the stages of my project so far while comparing the journey between Mark 1 and Mark 2. I mapped out the stages I had completed while making notes of the next steps I intended to take.

Exploring the claw machine, I was eager to make a functioning model to gain a better understanding of all the components required for such a machine. My intention was to use the claw machine within a hotel setting to encourage guests to play for a welcome pack/gift.

Prototyping a hydraulic claw machine wasn't as smooth a process as I thought it would be. I initially fabricated all the components and then assembled the prototype using water as the hydraulic medium. I inadvertently ordered syringes that did not provide an airtight seal and as a consequence, air got into the system rendering the claw less effective. I did however manage to operate the a-axis and the y-axis manually to understand the operation (and limitations) of the claw.





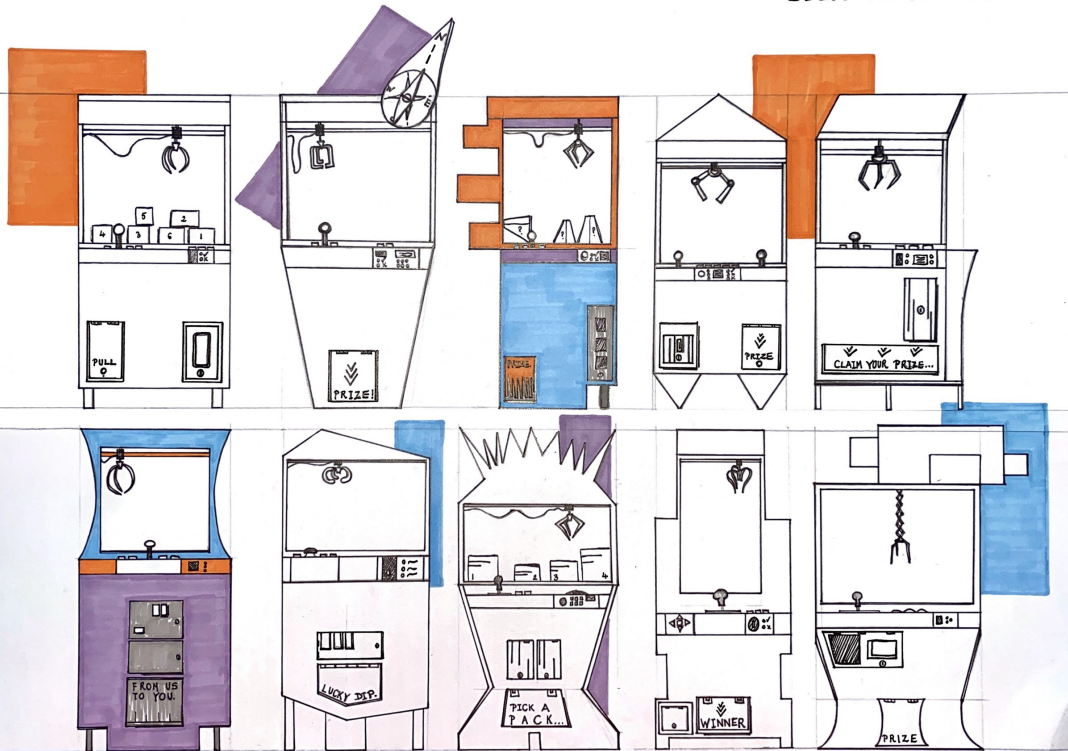
The operational aspects of my concept were becoming clearer as I had an understanding of the claw and how it worked. But what was important? The prototyping clarified how the machine operated and the essential components required to ensure the user's experience was enjoyable when playing the claw. It was also evident that what the user would be playing for would be an important part of the overall interactive experience.

Claw machines are classic piece of gaming technology to provide amusement and entertainment. They are usually found in dark gloomy arcades and are instantly recognisable with their neon lights and playful aesthetics. I felt it wouldn't be appropriate to place a typical claw machine into a hotel setting as it would look very out of place. "Claw" is applied in the way the machine is used and the functional aspect of it. It screams the kid in the arcade rather than the adult going "Do I have to have a go at this?" To address this, I focused on the premium experience of why an adult checking into a hotel would find the machine intriguing and take the time to engage with the machine?

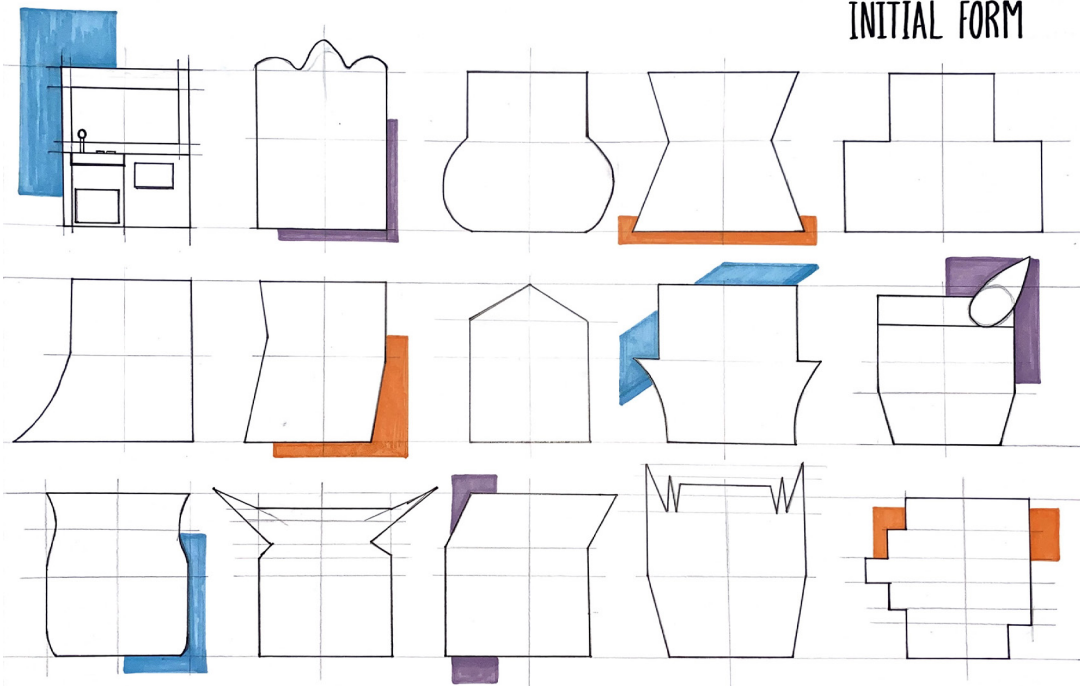
I found myself heading down a dead end as re-imagining the form of the claw machine was proving difficult. The machine needed to be boxy in shape to allow the operating mechanisms to be fitted and secured safely. Nevertheless, I wanted to visually explore its form in a more radical way. A claw machine is iconic and is instantly recognisable from the mechanism to the way you play it. Everyone can look at it and understand it immediately. However, I felt I needed to dial down the "fairgroundiness" and instead design it to blend into a modern hotel to add value. I thought a minimalist yet modern approach to aesthetics for the machine would be the most appropriate for the hospitality setting.



IDEA GENERATION



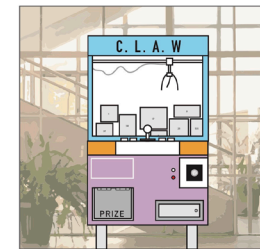
INITIAL FORM



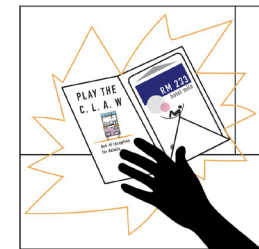
What is the interaction?

Claw machines are traditionally operated after inserting a token or cash. Without either of those you are not able to play. Using an Arduino Uno, I wanted to prototype a system that allowed access to the machine after a swipe of a digital room key. To compliment this, a traffic light system would confirm that the machine is ready to use and when it is not. To prototype the traffic lights, I firstly programmed some LEDs to blink on and off then moved onto delays in the LED lights to illustrate the concept of an on/off system.

To prototype the card swipe system, I used an LDR (light sensor) to mimic the actions guests would take to gain access to the machine. At a concept level, using an RFID card reader would be the better choice as an LDR could be hacked more easily. Consequently, the use of a room key to trigger the machine would only allow hotel guests to access the machine.



C.L.A.W machine located in main hotel reception



Guest receives key card that can be used for room and C.L.A.W access



Light sensors (LDRs) installed to manage access to C.L.A.W. Red light indicates not in use



Swiping key card will cover the LDR blocking light from entering. The traffic light system indicates green for go and the machine can be used



This grants access to the machine allowing the guest to play. Another LDR will be located in the prize slot to allow control of operation

Traffic Light System Prototyping

A traditional claw machine requires prizes but in this case the prizes are described as gifts. These gifts required a fundamental re-think of the conventional welcome packs/gifting provided by hotels. I struggled to generate design ideas for the novel and enticing gifts as they would vary depending on the location. I wanted to create gifts that would be memorable and useful to guests. Coronavirus was making it difficult accessing sites, so I opted to design for a place or city that was close to home and accessible to me. In doing this, I chose to focus on Scotland by picking three locations, coastal, city and countryside location.

[illegible]

Branding and Packaging

Considering the products and interaction of memento were designed to be used within a hotel, branding had to be minimalistic to fit into a modern environment. I aimed to communicate the gifts meaning through colour connotations. To help me in the branding process, I created a mood board to establish a target market along with a colour palette from existing travel and hospitality brands.



BRANDING

C TUKALO

Brand Inspiration

I took inspiration from research I did of existing travel and tourism brands. I also looked at the aesthetics of a claw machine, hotel room interiors and the three locations I was designing for. This helped me identify the colours I wished to use and that reflected my project's aim through connotations of each colour.

COLOUR CONNOTATIONS - BRANDING.

Purple → luxury, ambition, royalty, power, mystery, creativity.
→ represents strength and transformation.

Orange → joy, encouragement, fascination, stimulation, friendly, enjoyment, freedom, fun.
→ represents warmth and happiness.

Blue → open spaces, freedom, expansiveness, inspiration, imagination, wisdom.
→ represents depth, trust and loyalty.

Light Grey → represents neutrality and balance.
→ this colour has a calming effect, wherever used.

Logo Design

Again, I was conscious of the fact that memento was designed to be used in the hospitality section, particularly in hotels. With that in mind, I wanted to ensure the branding of the interactive experience and products was designed around key aspects of a hotel. I took inspiration from The Calile Hotel, Casamona and Hotel Emporium. Although their logos were strong in colour and were solely text based. I branched away from the hospitality sector briefly to look at current airport branding as it emphasised travel and tourism. Two areas of which memento intends to encourage guests to explore. I was intrigued by negative space logos and linear ones as they were simple yet minimalist in design but communicated their purpose clearly.

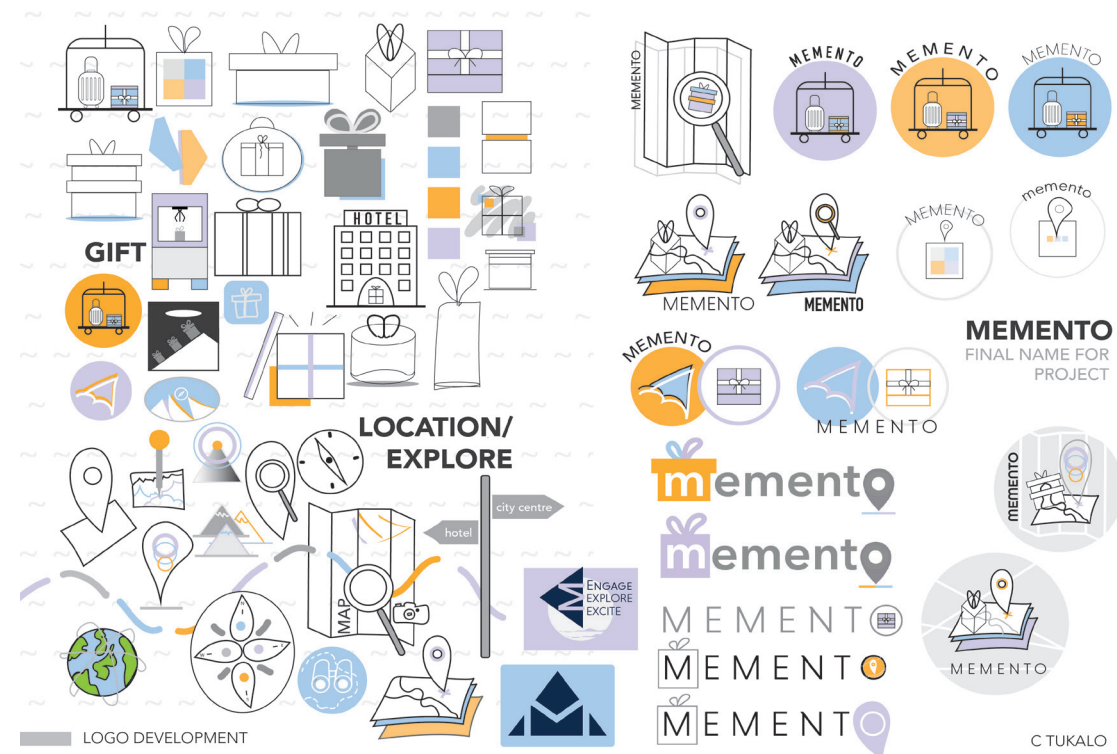
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I began by splitting my page into the areas of my project so I could create some drawings for each with the intention on combining a couple in the end to generate a logo. I used my graphics tablet to digitally create each drawing on Adobe illustrator. I asked my friends and family to pick their favourite in a bid to help me narrow down my options for the final outcome.

The logo design has been inspired by one of the most recognisable services found in a hotel. A concierge that delivers a service with a luggage trolley to hand. I placed a drawing of a suitcase and a gift onto the trolley to emphasise the experience memento portrays. The logo uses the colour of the project to allow unity across the branding. I chose the wrap the name and slogan around the logo as I felt it flowed nicely and communicated the logo clearly to users.



memento
MEMENTO
memento
MEMENTO
MEMENTO
MEMENTO



FONT & FORM



memento
engage, explore, excite

memento
engage, explore, excite

MEMENTO
engage, explore, excite

MEMENTO
engage, explore, excite

memento
engage, explore, excite

memento
engage, explore, excite

NIVEAU GROTESK - REGULAR
Niveau Grotesk - Regular
Niveau Grotesk - Medium
Niveau Grotesk - Light
NIVEAU GROTESK - LIGHT SMALL CAPS
NIVEAU GROTESK - REGULAR SMALL CAPS
Niveau Grotesk - Bold

C TUKALO

SLOGAN & LOGO?

LOGO DEVELOPMENT

Final Logo



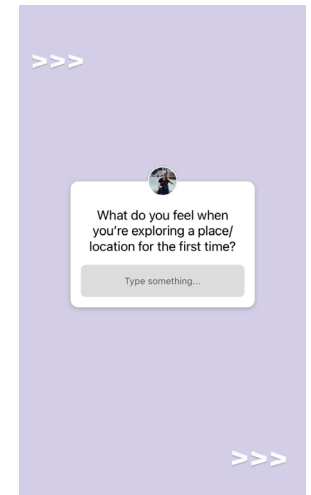
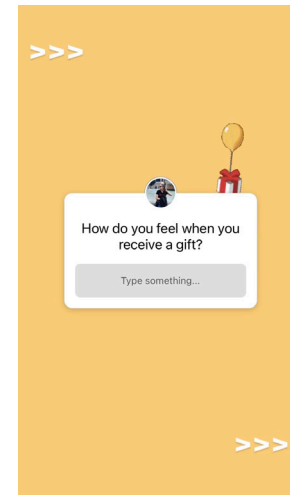
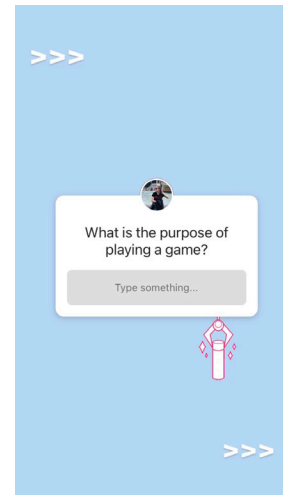
Name Generation

In order to bring the whole concept together, my project needed a brand identity. Throughout my designs I wanted them to be something that would be given, used and remembered. To start the process of a generating a name, I created some stories on my Instagram page. I asked my followers three questions:

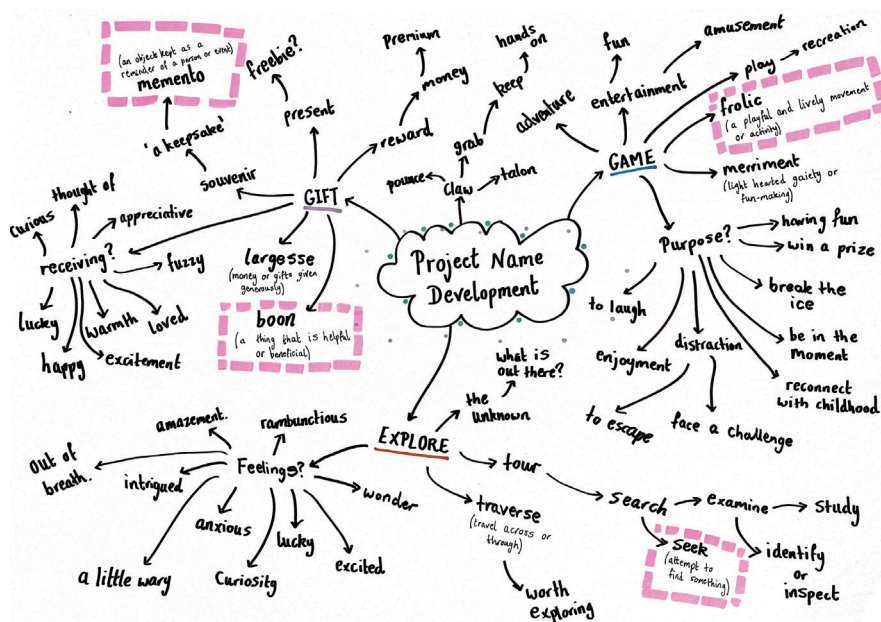
What is the purpose of a playing a game?

How do you feel when you receive a gift?

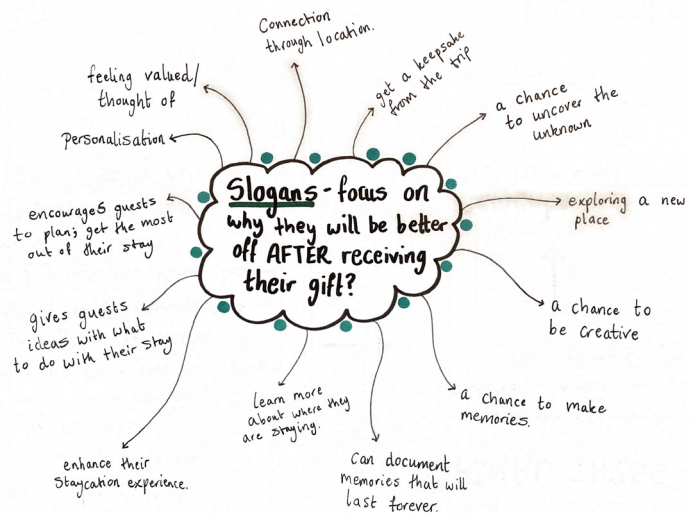
What do you feel when you're exploring a place/location for the first time?



I split my project into categories and for each I created a question. What I hoped to gain from the responses were words, phrases or experiences that I could use to think about a name that emphasised the meaning of my project. From this I came up with three names: boon & seek, memento and frolic gifting. I decided on memento in the end as I felt its defined my project perfectly.



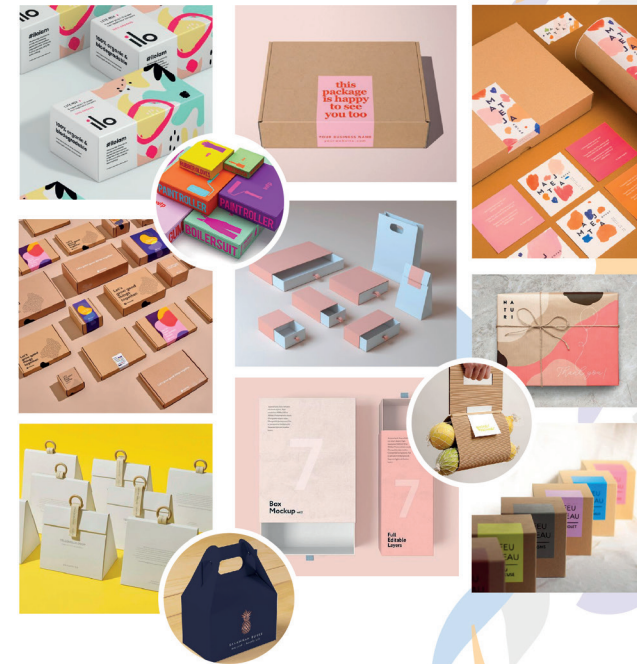
Next, I needed a slogan to go along with my project name. This was a little bit trickier as I felt having gifting in the slogan was too obvious and quite basic. Instead, I thought about what you get or feel after getting your gift from memento. "Engage, explore, excite" was decided upon after another brainstorming session. It clearly communicates the aim of memento: to engage with the modernised claw machine and the gift helps to encourage the guest to explore the location they are staying in and the excitement of unleashing the explorer in us all.



Packaging

For my packaging I wanted it to be recyclable and eco-friendly. I took inspiration from creative cardboard packaging, sealed with a colourful, randomised pattern label. Each design is sustainable and subtly reflects their brand. I adopted this randomised pattern by creating my own pattern of a re-created shape, taking inspiration from the location icon's shape.

Using cardboard or kraft card boxes also adds an element of surprise and mystery. Users won't be able to see what's inside each package to avoid them picking and choosing their desired gift. Again, I took the minimalist approach to keep a uniform feeling throughout.



PACKAGING INSPIRATION

C TUKALO

Flatpack packaging seemed to be the best option as it was cost effective and easy to source. I also had to think about the packages inside the claw machine and if the claw could securely grab them? To overcome this, I decided on three sizes of packaging (small, medium and large) that would fit all gifts. The finish on each box, consisted of text with a large number handwritten on the top cover. All aimed at communicating a welcome to the location and what gift from the collection, the guest has received.



PACKAGING SKETCHES

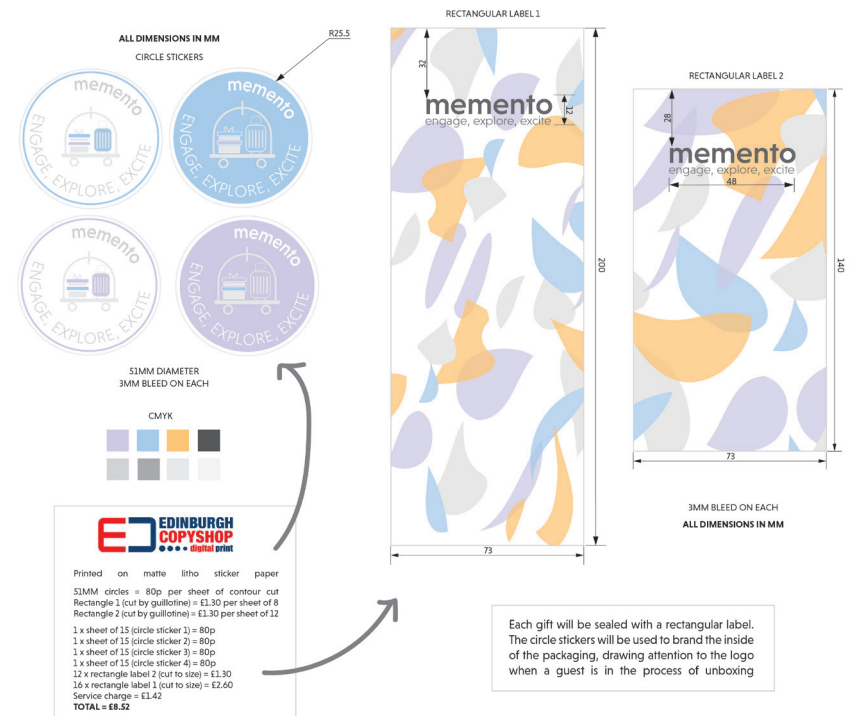
C TUKALO

Labels were designed and printed using a local print shop in Edinburgh. Printed on matte litho paper (sticker paper) to keep to the eco-friendly packaging theme. I created some label designs but felt the packaging label should showcase pattern and colour, with the logo being kept separate. This allowed branding inside and outside of the packaging to make the guest aware of the brand.



PACKAGING STICKER SEALS

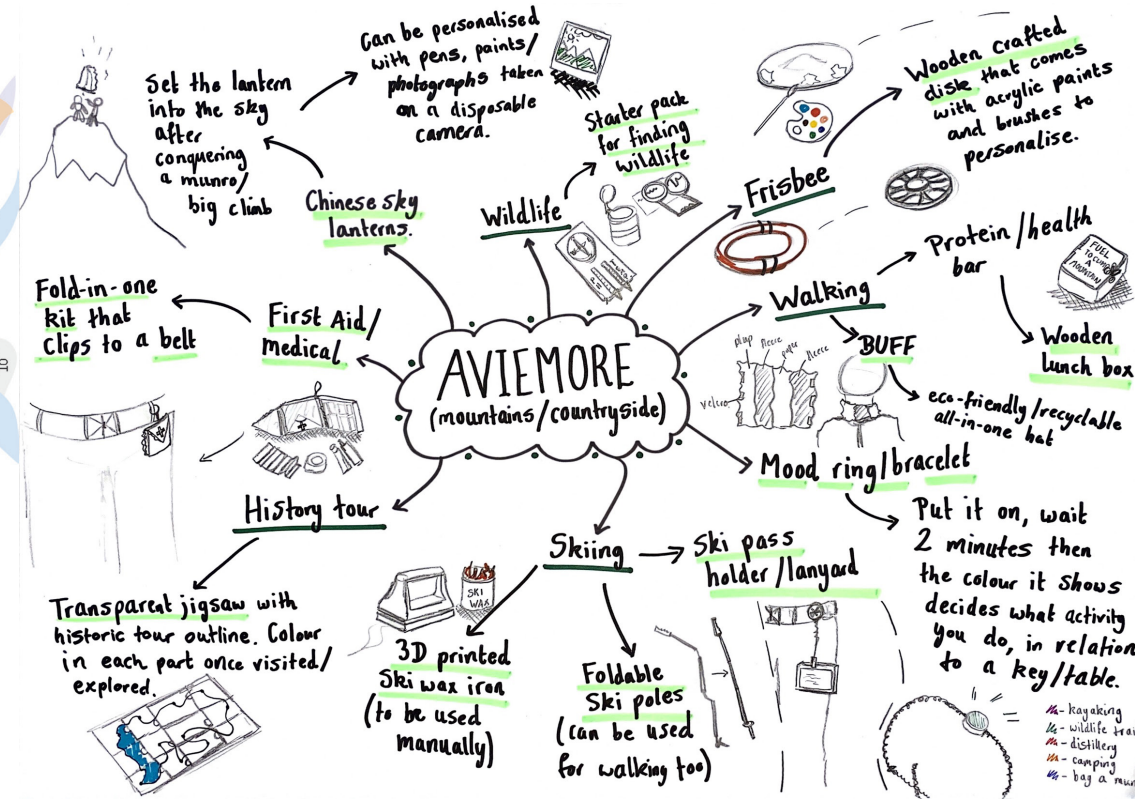
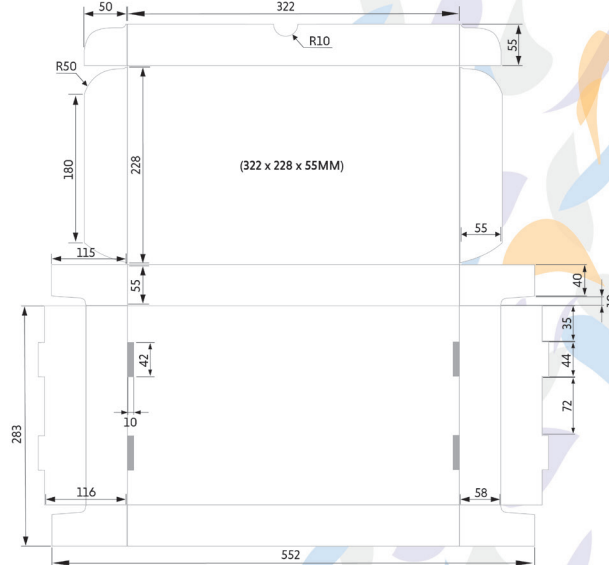
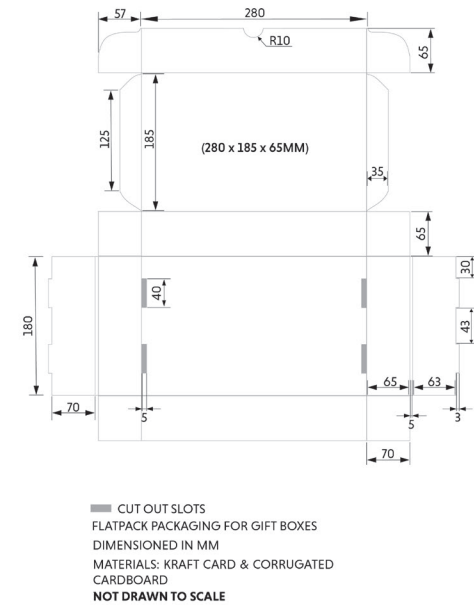
C TUKALO



Each gift will be sealed with a rectangular label. The circle stickers will be used to brand the inside of the packaging, drawing attention to the logo when a guest is in the process of unboxing

SIZE 1 (SMALL)
1MM THICKNESS
TECH-PAC, SOURCED FROM AMAZON
PACK OF 10 = £18.99 (£1.89 EACH)

SIZE 2 (MEDIUM)
2MM THICKNESS
TINY BOX COMPANY - 90P EACH



Site Specific Gifts

These would be what the guests would be playing for. I was struggling to pick a place to design for in terms of going abroad or staying local. I decided to focus on Scotland as I work in an Edinburgh hotel and I completed the North Coast 500 last summer so have a few insights into Scottish locations and accommodation. Initially, I brainstormed with my family and some post-it notes, where we defined three location categories: city, coast and countryside.

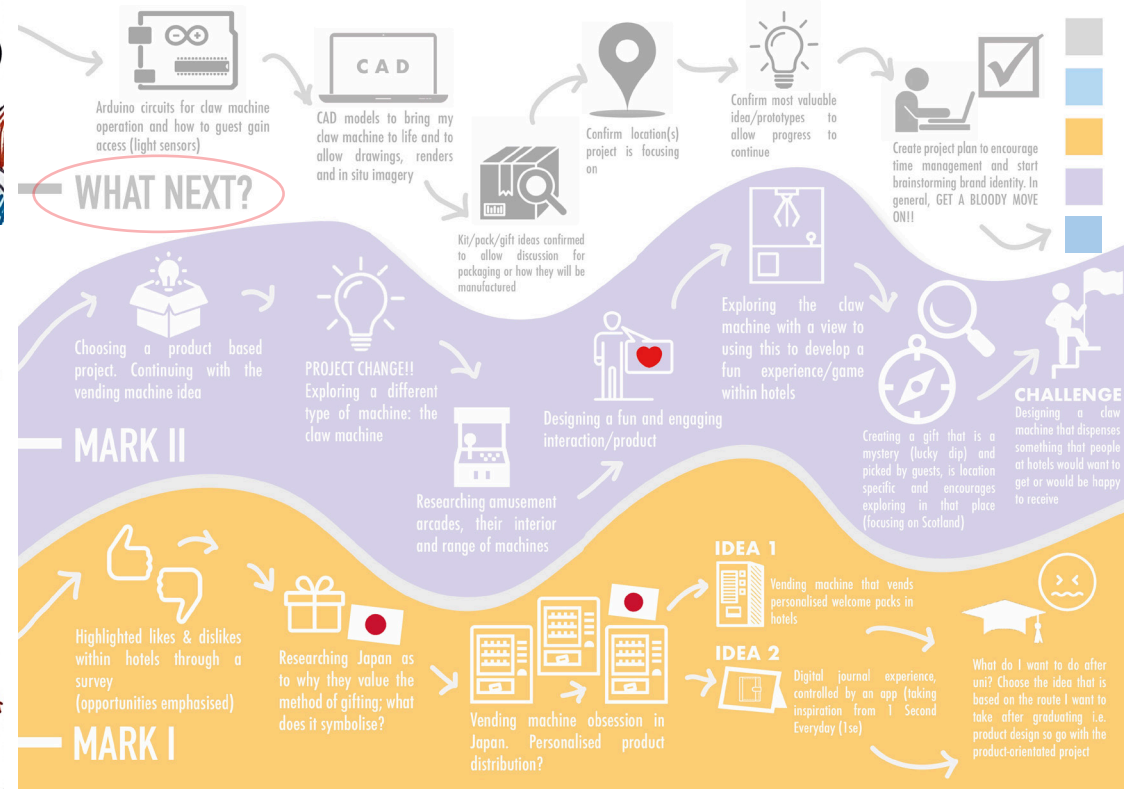
I then analysed these further to generate site specific gifts. I needed to zoom out and focus on the overall experience of the gift rather than each separate aspect. Each location has unique site-specific gifting ideas as they are formed by different environments or landscapes. In doing this I thought about the bigger picture in which a site-specific gift should be useful in the current location and should encourage guests to venture outdoors and explore. It also links back to memorable experiences as these gifts can be kept as a souvenir from their holiday as well as stimulating the creation of memories from a trip away.

I intended to create 3 gifts for Edinburgh as this is a place I know well, one gift for Oban and one gift for Aviemore. I am doing this to showcase the difference in gifts based on location.



Key Turning Points

- Confirming the design of the modernised claw machine
- Identifying the claw experience as the interaction
- Site specific gifts for three Scottish locations
- Defining the packaging to fit and secure all gifts
- Clearer project direction & each part of the memorable gifting has been established



DELIVER

200 Word Project Statement 67

A short summary of my project

Journey Map of memento 68 - 69

Mapping out the step-by-step journey a guest interacts with the memorable experience of memento

Great Images 70 - 86

A selection of my best images, renders and drawings from my project

Thoughts from Experts 87

Presenting my project to travel and hospitality experts to gain their insights

Critical Reflection 88

Reflection of my project experience

200 Word Project Statement

We have many reasons for travelling, whether it be for business or pleasure. Given the desire to explore when on vacation, accommodation plays a key part. On approaching the automatic doors of your hotel, you know your holiday experience is about to start.

Memento is a project that reviews the process of checking-in, targeting welcome packs and the experience of receiving a gift. On arrival, these packs are normally handed out at reception but are rarely memorable. Recognising this, I felt there was a definite opportunity to enhance the user experience.

I have designed a fun interaction that invites guests to play an arcade style game. Participation is permitted with a scan of a room key, to play a modernised version of "The Claw", in selecting a gift. Each package contains items designed to enhance the experience of the location, encouraging guests to unlock the "explorer" in them and complete activities.

Packaging takes a minimalist yet consistent approach, to keep contents hidden until unboxing. Each gift becomes a keepsake after guests use it, to engage, explore and excite. The aim is to provide stimulation to enrich the creation of memories throughout their holiday.

MEMENTO JOURNEY MAP

PHASE 1: CHECK-IN & PLAY



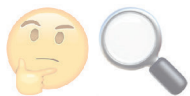
Guest enters the premises to check-in. Greeted by welcoming reception staff; memento claw machine noticed.



Reception staff make guest aware of the interactive experience and encourage them to play. Room key given, used to access claw machine. Gift is played for, guest receives it from slot

Feelings felt: tiredness, fascination, excitement, happiness, welcomed, pleasant

PHASE 2: ENGAGE



Guest enters hotel room to drop off luggage and settle in. Memento gift placed on bed within room.



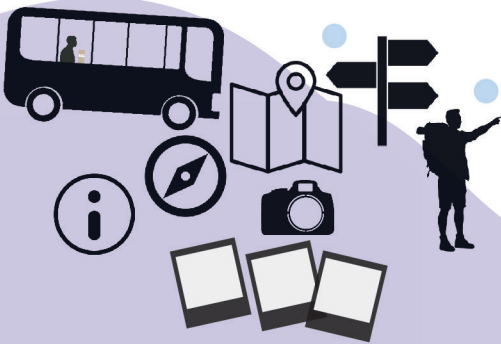
After settling in the guest, decides to open the welcome gift they played for at the modernised claw downstairs in reception. They have received a site specific gift that encourages them to venture outdoors. The guest takes out the gift and the information leaflet. They search for the place they are recommended to visit on their mobile or laptop.

Feelings felt: interest, curiosity, excitement, thought of, focused, connected, wonder

PHASE 3: EXPLORE



Guest decides to pack a bag for the day ahead remembering to include their gift.



After travelling to the recommended location, the guest is now free to explore and discover the place they are staying. Their gift will encourage the completion of activities around the area to enhance the holiday experience.

Feelings felt: exhilaration, slight anxiety, joy, blissful, grateful, loved, motivated, intrigued

PHASE 4: EXCITE



This is where memorable moments are created. Use of the site specific gift will enhance the guest's experience of the location they are visiting.



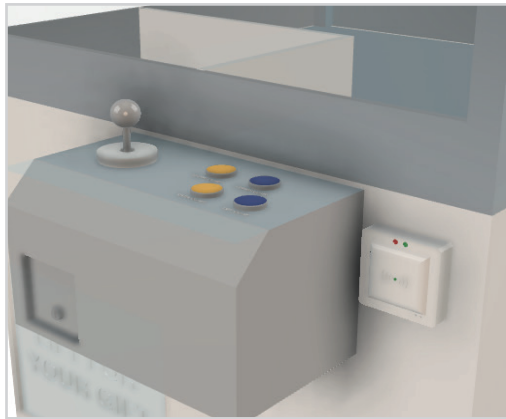
The activity would take place at this point where the use of the gift and activity would be completed. After use of the site specific gift, it can be kept as a memento of their holiday to the place they have just visited. It is a souvenir worth treasuring for years to come.

Feelings felt: delighted, happy, thankful, content, cheerful, satisfied, attached, adventurous



Great Images

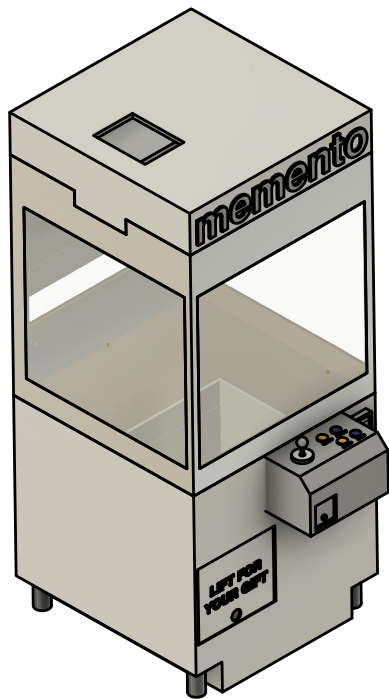
For one of my great images, I designed and built a scale model of a claw machine in keeping with the hotel image. To create the CAD model, I used fusion 360 to make and assemble the machine. Following this, I produced a render of the machine which I superimposed into a photograph I had taken at the hotel I work at. I then took some of my packaging sketches from Adobe illustrator and photoshopped them into the claw machine. To finish the image, I took the superimposed image into photoshop to draw over it. In doing this, I created a digital illustration that showcased memento in context. I also drew in a figure of a traveller to emphasise scale.



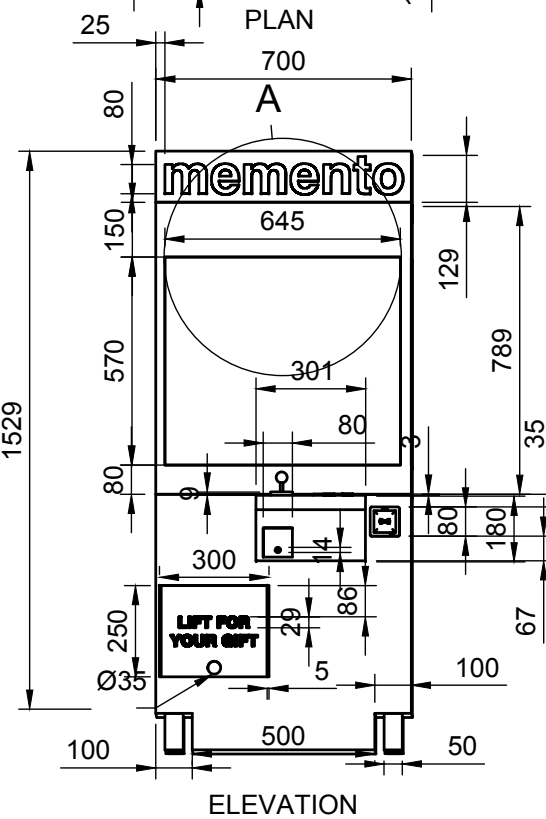
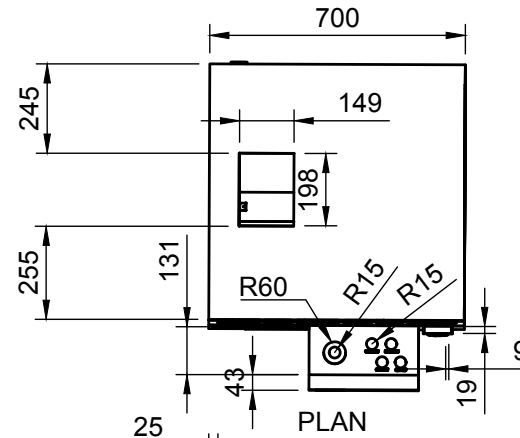
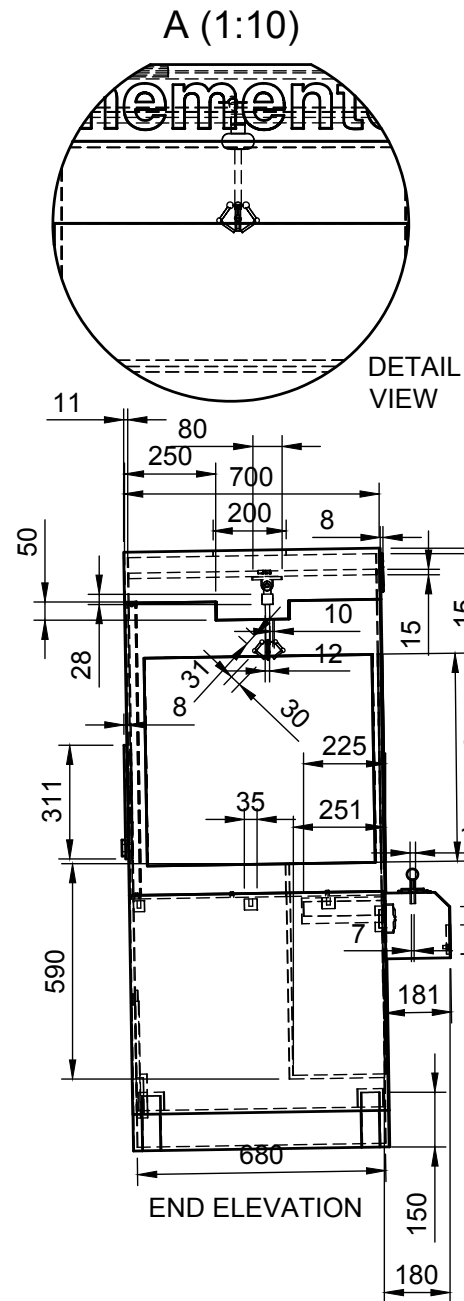
Close-ups of the claw machine



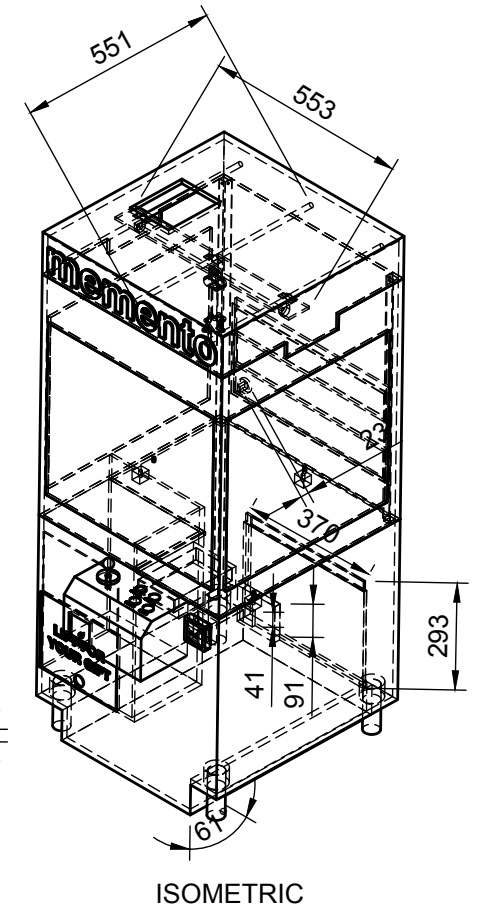
Render of the claw machine



RENDERED ISOMETRIC



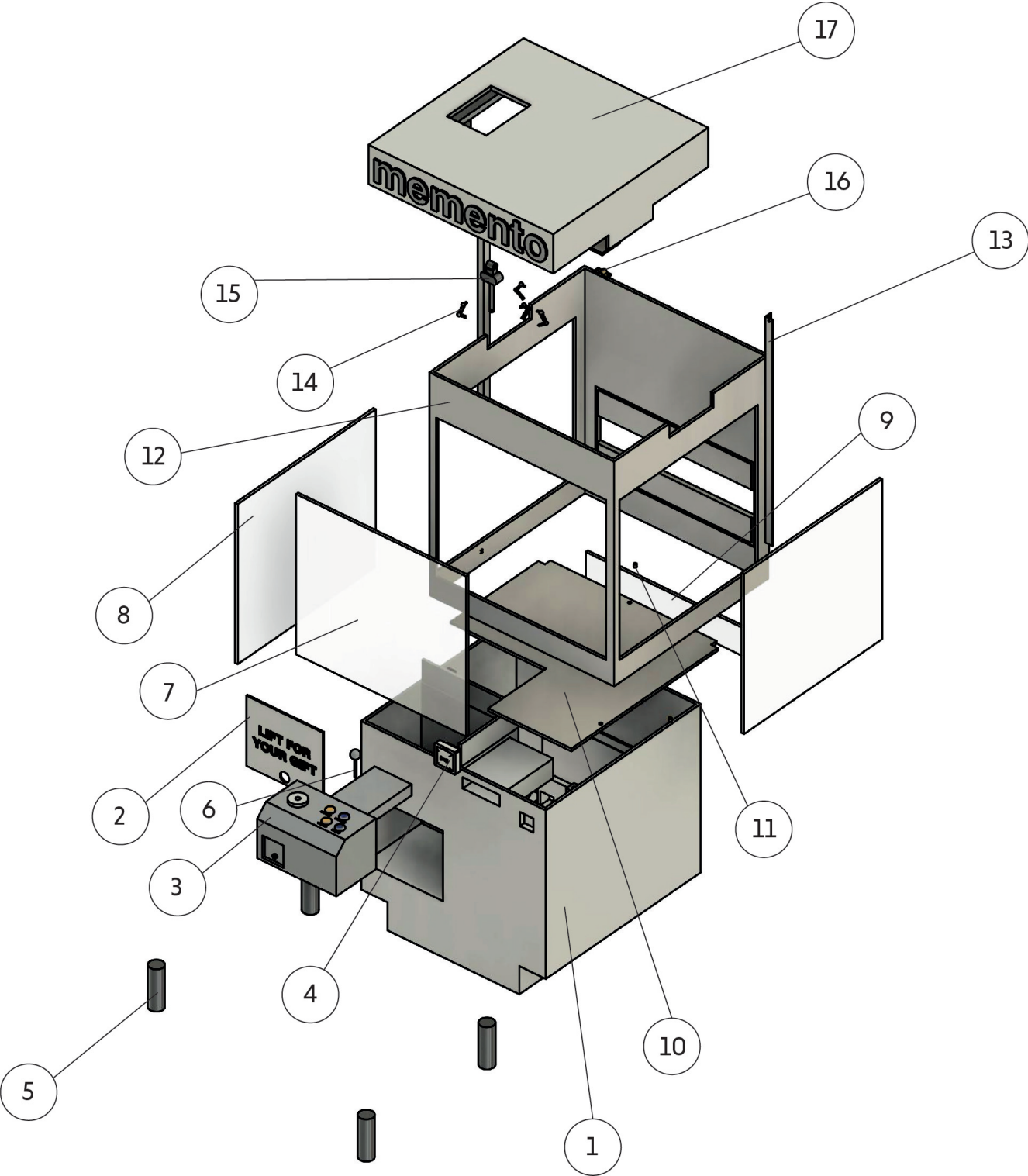
WALL THICKNESS: 10MM



NAME: Christy Tukalo	DRAWING TYPE: Preliminary Orthographic		SCALE: 1:15
	DATE: 10/05/21	ISSUE: 1/1	NAME OF DRAWING: Modernised Claw Machine

What's inside the modernised claw machine?

PART NO.	QTY	PART NAME	DESCRIPTION	MATERIAL
1	1	BASE OF CLAW MACHINE	HOLDS AND HOUSES COMPONENTS	COATED ALUMINUM
2	1	PRIZE SLOT COVER	ACTS AS A SLIDING DOOR TO DISPENSE GIFTS	COLOURED ACRYLIC
3	1	CONTROL PANEL	OPERATES THE CLAW	PLASTIC & ALUMINUM
4	1	RFID READER	TRANSMITS AND RECEIVES RADIO WAVES; ADMITS ACCESS TO MACHINE	COMBINATION OF PLASTIC ETCHED COPPER, ALUMINUM AND CONDUCTIVE INK
5	4	FEET OF CLAW MACHINE	SUPPORTS BASE OF MACHINE	STEEL
6	1	JOYSTICK	INPUT COMPONENT TO MOVE THE CLAW	PLASTIC
7	1	FRONT WINDOW	ALLOWS GUESTS TO SEE INTO MACHINE	CLEAR ACRYLIC
8	2	SIDE WINDOW	ADMITS NATURAL LIGHT INTO THE MACHINE	CLEAR ACRYLIC
9	1	BACK WINDOW	SMALLER PANEL THAT ADMITS LIGHT; PLACED WITHIN ACCESS DOOR	CLEAR ACRYLIC
10	1	MACHINE BED	BED PART THAT TOPS THE BASE; WHERE GIFTS WILL BE PLACED AND HELD	ALUMINUM
11	3	HEAVY DUTY BRACKET	SECURES MACHINE BED TO BASE	BRASS
12	1	DISPLAY CABINET	FRAME USED TO ENCLOSE & DISPLAY GIFTS	ALUMINUM ALLOY
13	2	METAL PANELS	CONNECTS & HOLDS COMPONENTS	STEEL
14	4	CLAW ARMS	ATTACHES TO CLAW BODY	STAINLESS STEEL
15	1	THE CLAW	CLAW MECHANISM; ATTACHED TO OPERATING AXIS	STEEL
16	3	SMALL BRACKET	SECURES CLAW AXIS TO TOP PART OF MACHINE	BRASS
17	1	TOP OF CLAW MACHINE	UNIQUE SHAPE TO HOUSE OPERATING AXIS' & SLOTS INTO DISPLAY CABINET	STEEL



The Gifts

Photographs I took to showcase the handmade gifts as well as some images that illustrates the different gifts in use.



Oban Gift



Aviemore Gift



Edinburgh Gift 1



Edinburgh Gift 2





The Collection of Gifts

Great images to showcase the difference in size, form and function across the product range of location specific gifts.

Collection of all gifts



Edinburgh Gift 3



The Unboxing Experience

Great images to showcase the process of unboxing a gift once a guest has retired to their room. Opening the gift should excite the guest as they will be curious as to what is inside. The opening of the gift is designed to encourage engagement with the products found inside. The intended result of this opening ritual would be to entice the guest to explore further.





Thoughts from Experts

On the completion of memento, I felt it was only right to present my design concept to a few travel and tourism experts. The following interviews will help in gaining feedback on memento to improve the concept for the future, should it ever be used within the hospitality sector.



Jeris Fitzpatrick - Former Ground Crew at easyJet

When asking Jeris about previous stays in hotels, I asked her if she was given a welcome pack on arrival. She did receive one that explained the services within the hotel. When asked if she would play an arcade style game to pick a welcome pack at check-in, she was eager to find out more. **"I think the design and concept is original and could certainly change the welcome pack tradition."**



Justina Smulkeviciute - Former Receptionist at Gleneagles

Justina has stayed in many hotels as you'd expect with the perks of a hospitality job allowing cheaper stays in hotels across the globe. When asking her about welcome packs she received while on staycations, she said **"I think the best gift or pack should be unique for the place. It must show local traditions, culture and identity. It should be something local to remind you of the experience when you return home."** However Justina did state that if she had been travelling all day, she would pass on the opportunity to play for a welcome pack. She would prefer to get to her room and relax as soon as possible. **"If I felt okay then I feel I could spend 10 minutes playing for a welcome gift or pack but not if i was tired from travel."**



Cameron Dickson - Supervisor, Hampton by Hilton

When speaking to Cameron we talked about all the places he has visited globally in the past five years. When staying in hotels, he stated that a lot of the welcome packs were food and drinks gifts or discount vouchers to use in the hotel restaurants. **"Many of the gifts I received were packed with hotel branding."** If there was an opportunity to play an arcade style game for a welcome pack, Cameron stated he would **"definitely play."** **"I am very intrigued by the concept of memento. This is definitely something I would be very pleased to receive when checking in to a hotel. I like how different an idea it is and I feel it would go down well within the industry."**



Critical Reflection

At the beginning of fourth year, I didn't really have an idea of what my final year project would consist of. Given the restrictions imposed by the covid pandemic, I wanted it to be something that I could physically access to achieve good quality research. I never thought that eight months ago I would produce memento as my final outcome. I am proud that I was able to produce the physical outputs despite the challenging circumstances faced in this final academic year.

Being asking to go back to work was a definite shock to the system but it helped me to further my research and observations in the hospitality environment. Being classed as a key worker has its pros and its cons but the quality of service never changes. We can only adapt and better our operations. Conducting interviews within a pandemic pushed me outside my comfort zone but looking back on it now, it has helped in growing my confidence to overcome the anxiousness of reaching out to experts. As a creative I feel a lot more independent and confident in my ways of working. I am proud to say I created, designed and delivered memento as a representation of my passion to change the welcome pack tradition in hotels.

Given the opportunity to develop memento in the near future, I would like to test the concept with hotel users to gain primary feedback before developing the fun interaction further. The locations the gifts are designed for could be extended to cover a wider area rather than keeping it local.

It has been a difficult year for many but I feel for the Class of 2021 as we didn't get to finish our four years at DJCAD in the way we dreamed of. Although, the academic staff did everything in their power to make it seem like as normal a year as possible. This encouraged my motivation as I wanted to work hard as a kind gesture for all their support over the tough months we've faced. I am hopeful that New Designers and DJCAD's graduate showcase will start conversations in assisting me with future design opportunities. I also hope that such events will encourage networking with experts, creatives, friends and family about my personal honours project. It may even spark a memory that you can take home and treasure with you as a memento.

The making of the gifts can be found on my Instagram - @ctukalodesign_



