

# The UX Hotel Revolution

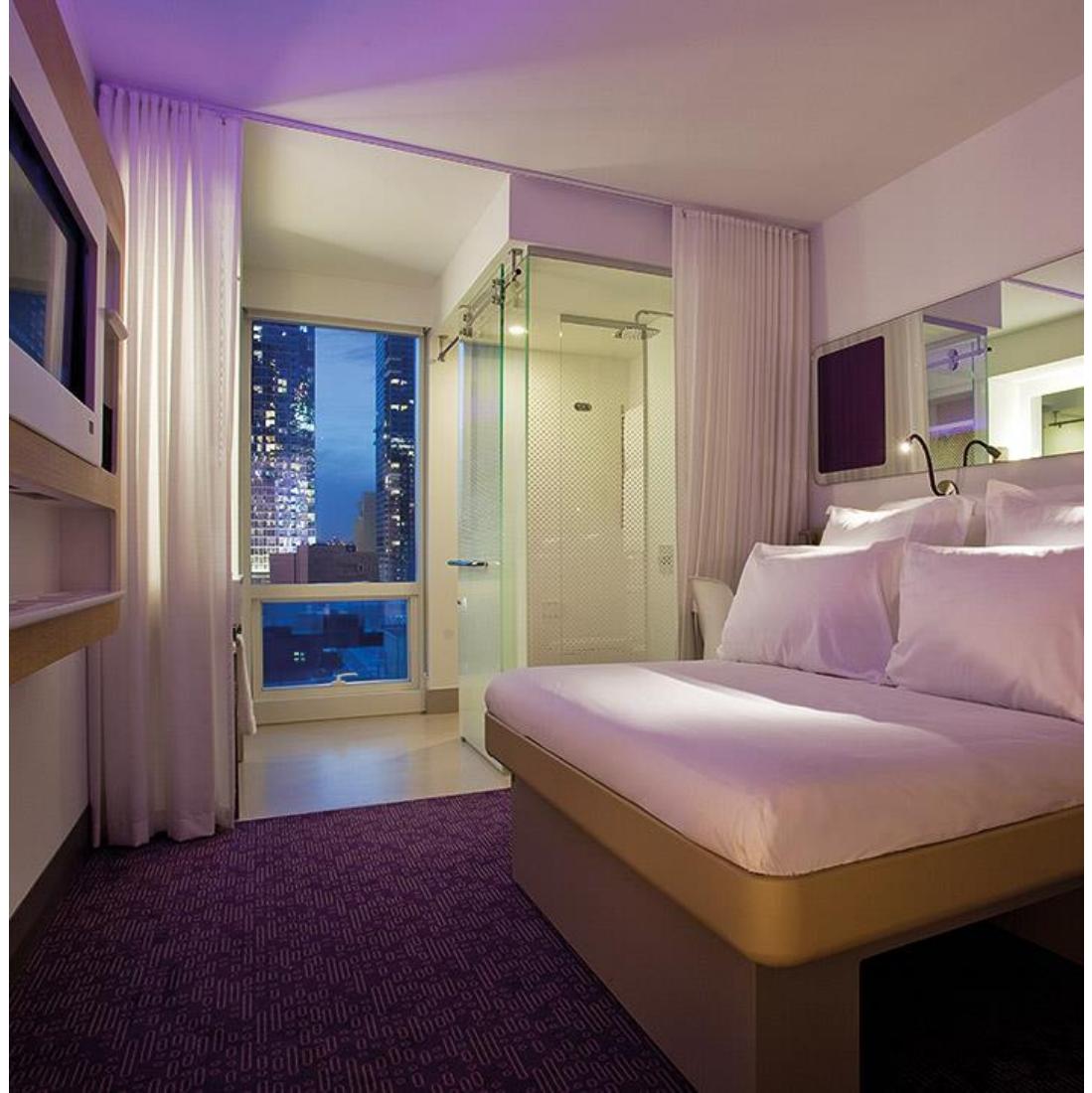


Fergus Boyd, Digital & IT Director

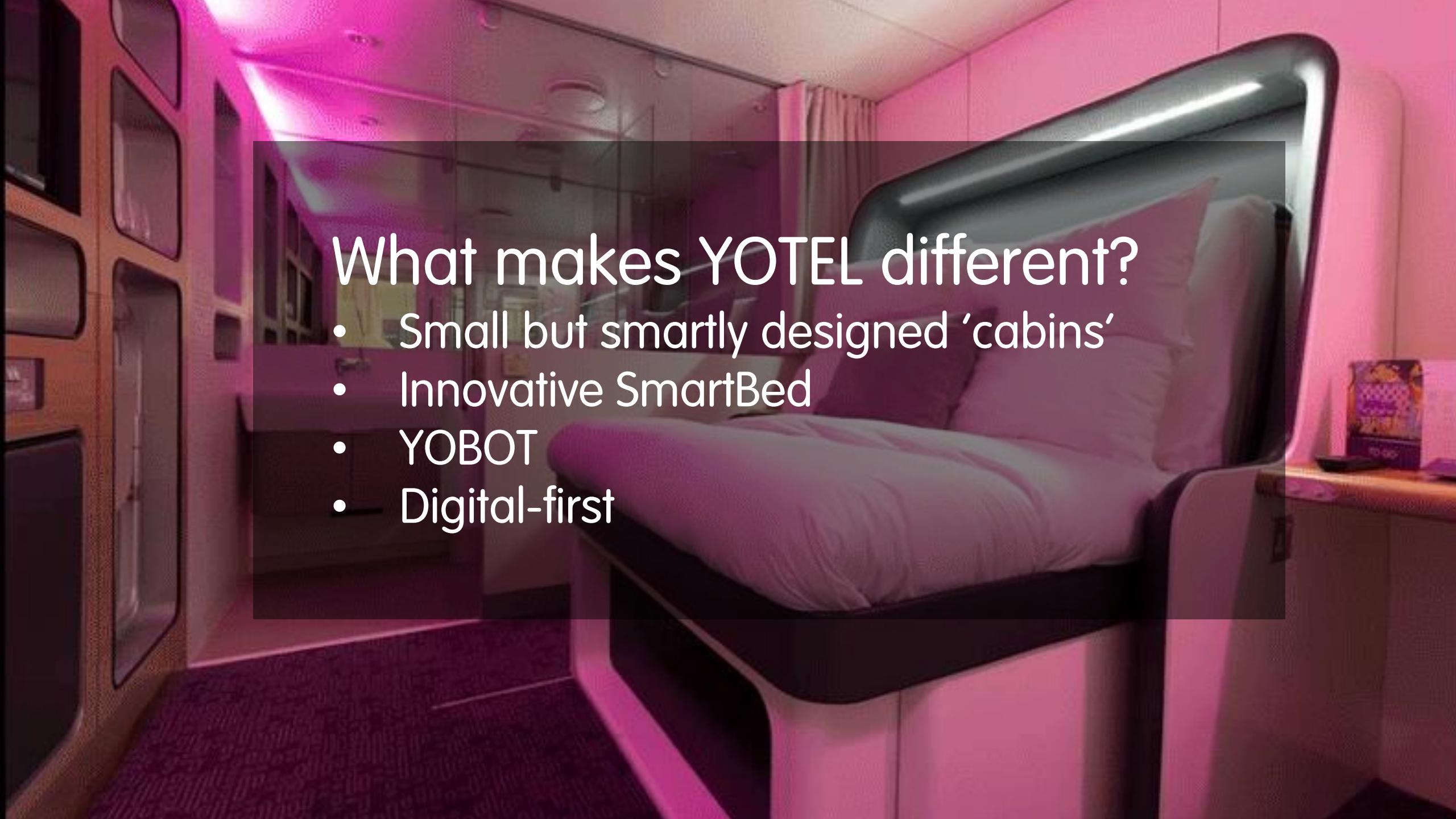
@YOTELHQ  
[www.yotel.com](http://www.yotel.com)



Yo! Who?



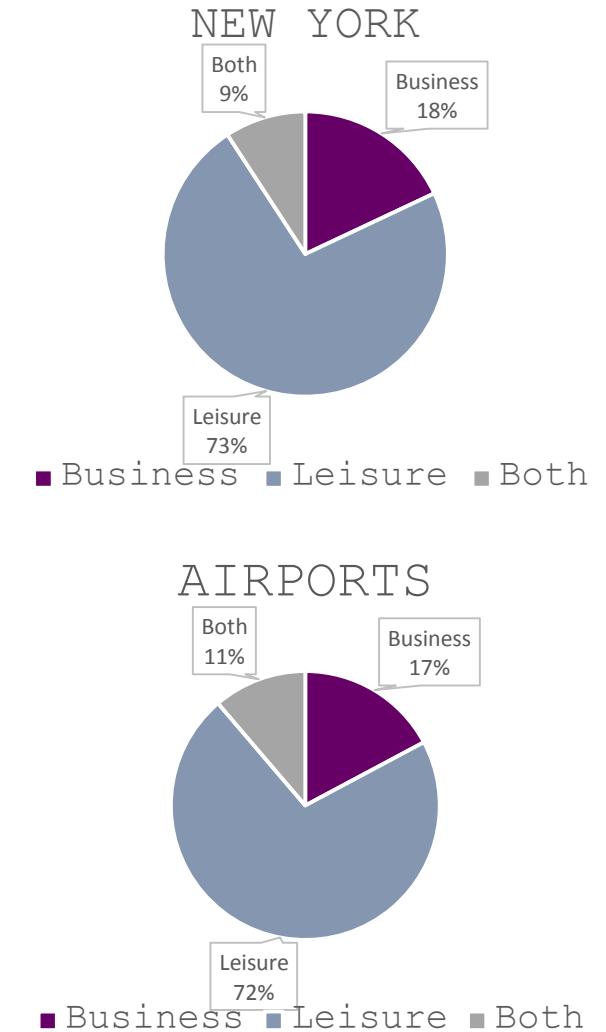
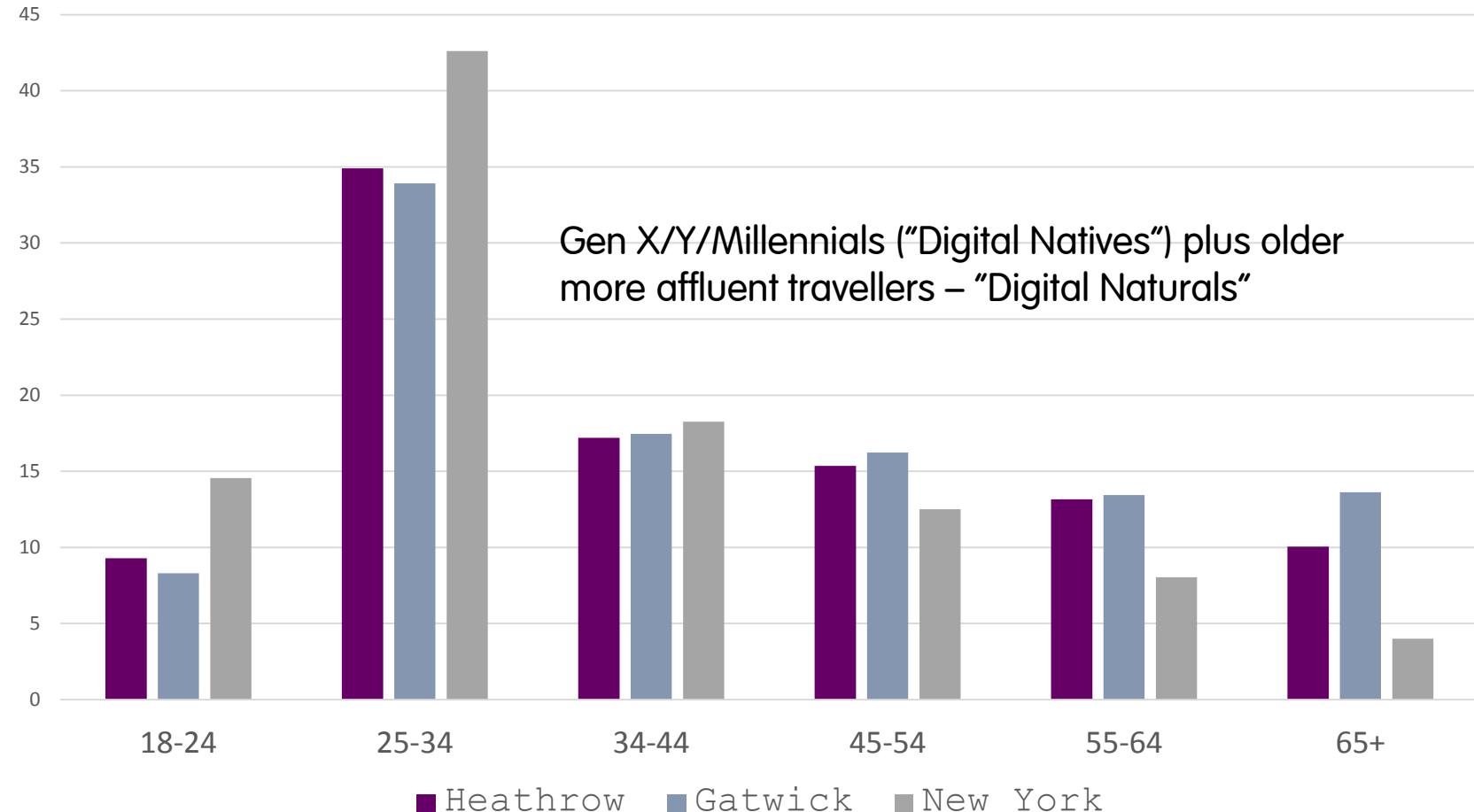
**yotel**

The background image shows the interior of a YOTEL cabin. It features a compact, modular design with a bed at the top, a desk with a computer monitor at the bottom, and a window on the left. The lighting is warm and focused on the bed area.

## What makes YOTEL different?

- Small but smartly designed 'cabins'
- Innovative SmartBed
- YOBOT
- Digital-first

# Guest profile





# The Networker

Aaron Cooper, 28

## Who is he?

Aaron works for a tech start-up in L.A., where he lives with his girlfriend Anna, whom he met at college. Aaron is a digital native - connected and on it at all times. Right now his life is all about work and having fun, and constantly blending and balancing the two. His company is currently pushing for the next round of funding, so it can get quite intense. When he gets a break, he likes to make the most of it – spending time with friends, having a few adventures. A day at the beach helps him de-stress, and at night, a bit of clubbing does the trick.

Aaron's style is effortlessly cool, although nothing is 'curated' per se. His look is 'geek chic' by default, and a product of his work life and interests.

Even though he is financially driven, he makes time to give back. He is conscious of the welfare of humanity not just in his community, but in the wider world and feels passionate about income inequality and climate change.





## Travel Activities and Interests

Aaron travels mostly for business. Launching a tech start-up means there is little time for play, but he does his best to tag on a day or two for himself, time permitting. If he's in NYC for business, Anna will fly out to join him for a weekend. Otherwise free time is spur of the moment travel, as it's hard to plan time off for now.

## Connectivity Driver

### Connect. Restore.

Aaron is a hyper connected guy whose business and personal lives are one and the same. Wherever he is, he needs to have fluidity to move from one thing to another, whether business to fun, or meetings to networking seamlessly.

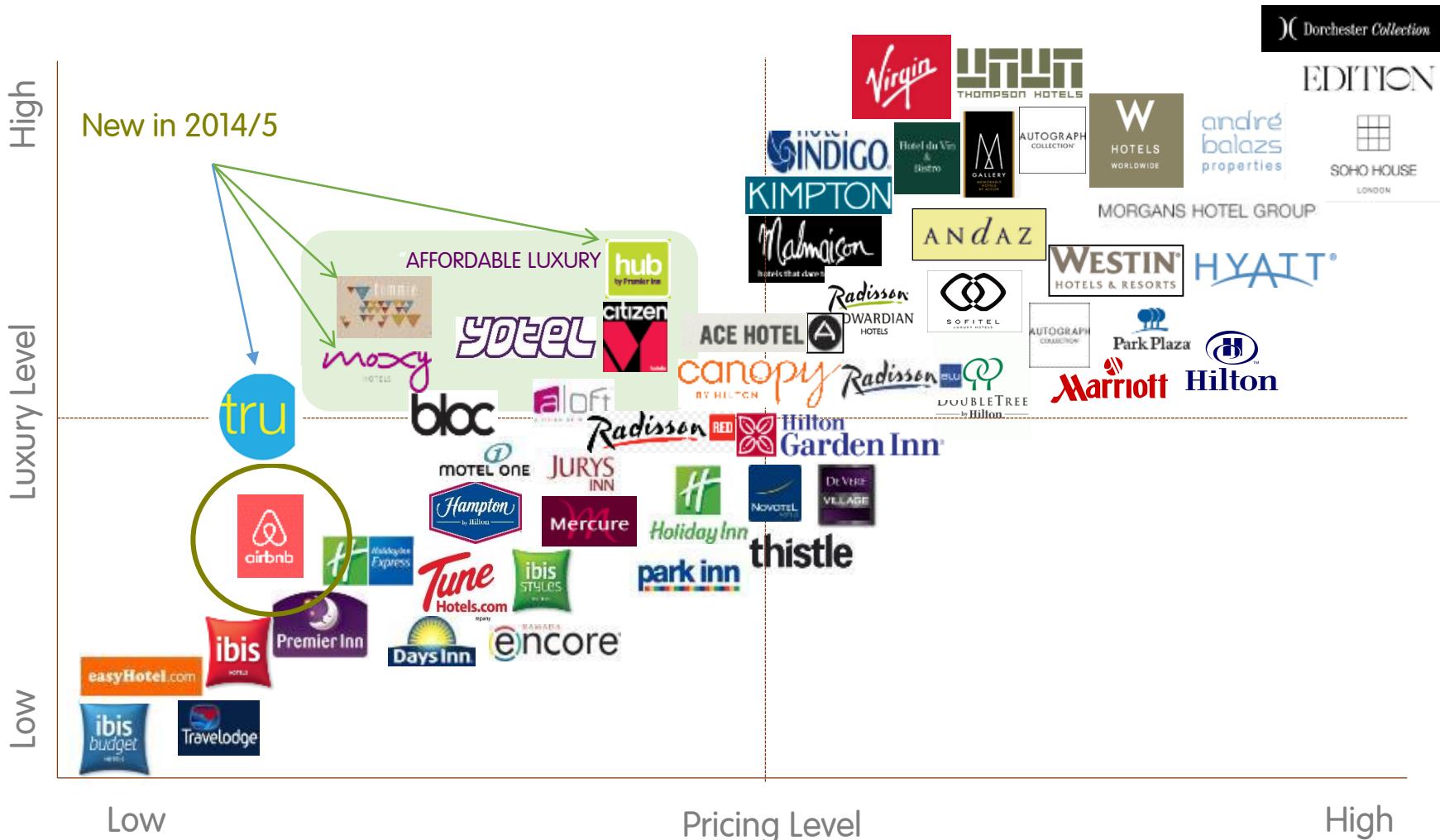
## What can Yotel do for him?

Coming from the tech world, he is used to having interesting and smart-designed spaces to use - communal areas to hang out or work in, and appreciates having these wherever he goes. Being a digital native, he uses technology to enhance and facilitate his experiences and appreciates the seamless connectivity Yotel offers. Whether using his own devices to facilitate check in or stream a playlist from Spotify in the room, being able to control his experience without queues or hassle is key.

## Brands he likes



# COMPETITIVE LANDSCAPE



'Affordable Luxury' which YOTEL invented, is finally a true category

**YOTEL**



Airport Standard Cabins- 7 sqm  
containing everything you need

# BOOK BY THE HOUR- AT YOTEL AIRPORTS

WHAT TIME WILL YOU ARRIVE?

Thu 26 Nov 15

at 10

: 00

Amsterdam Schiphol local time



WHAT TIME WILL YOU DEPART?

Thu 26 Nov 15

at 14

: 00

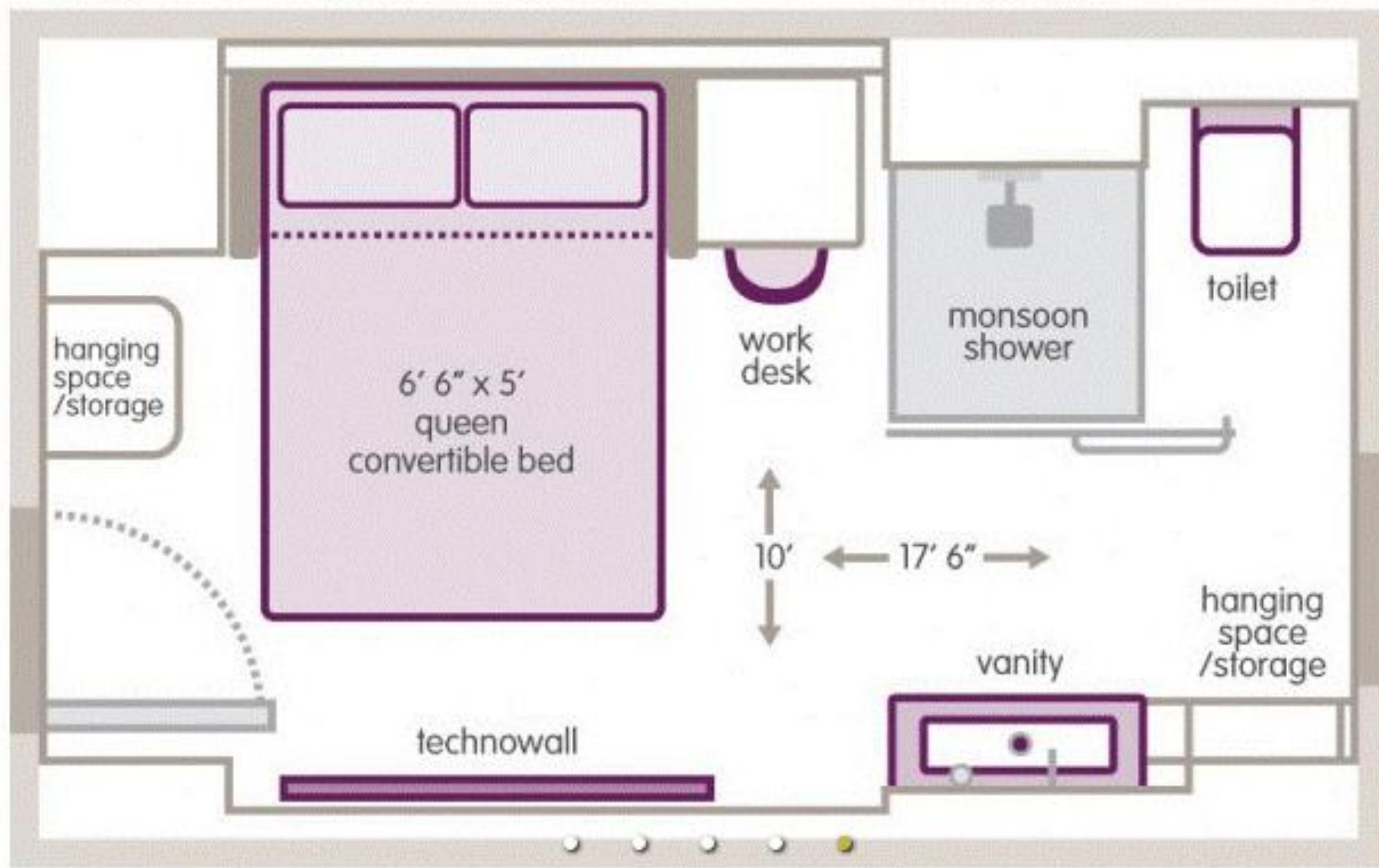
Amsterdam Schiphol local time



**yotel**

A photograph of a modern hotel room at night. The room features a large bed with white linens and pillows, a wooden headboard, and a built-in nightstand with a lamp. In the background, there's a glass-enclosed shower area, a window showing a city skyline at night, and a small balcony door. The room has a warm, contemporary feel with purple lighting accents.

170 sqft/16 sqm well appointed  
rooms with airline-style sliding  
queen bed/sofa



VIP Suite with large terrace & hot tub





Largest outdoor Roof Terrace in New York

# Our new hotels



**yotel**

# INNOVATIONS IN CUSTOMER EXPERIENCE



**yotel**

# SELF CHECK-IN & CHECK-OUT



# YOBOT



yotel

# CREW TIPS



## CREW TIP



Colleen - Crew Support NYC

**UCB Theatre:** This is one of the most famous, funniest and welcoming comedy/improv houses in the country.

## CREW TIP



Priscilla - Graduate NYC

Walk down the High Line to Le Bain in Meatpacking district. At night it becomes a lively bar with cocktails, crepes, & a hot tub!

## CREW TIP

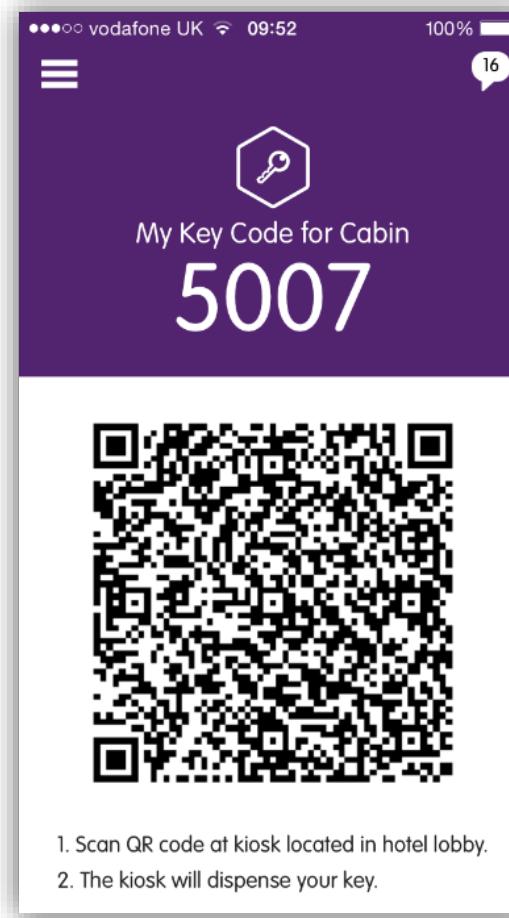
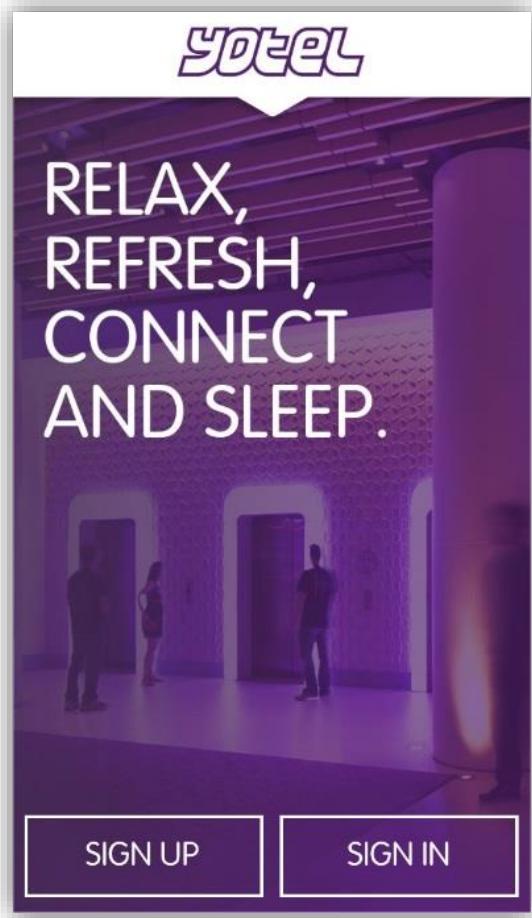


Bernice - Marketing LGW

Make use of the bottled water and strong coffee in LGW & LHR to refresh before going home.

**yotel**

# MOBILE CONCIERGE APP- iOS & ANDRIOD



**yotel**



## Cocktail Mixtape curated by DJ Tom Middleton

By YOTEL New York

Chillout Lounge Eclectic Beats House

7,511 1h59m 2 weeks ago



+



125

325

# Retained “DJ”



# Sleep - Yawn



## CITY

NEW YORK CITY

Fed up with boring and expensive hotels? We found the best aircraft cabin designers, mixed in a touch of Japanese influence and built a hotel with small, smartly designed rooms.

Great Wifi and hot drinks are free 24/7 and if that's not enough there's lots of space in which to relax, work and eat including the largest outdoor hotel terrace in New York!

## AIRPORT

LONDON HEATHROW ▾

Airport hotel with a difference? Located inside the terminal buildings, minutes from departures and arrivals. Stay the night before an early flight, during a long transit or a quick refresh on arrival. Book check in/out times to suit you, 4 to 24hrs or more. Wifi and hot drinks are free 24/7 and cabins come with space saving moving beds, ensuite bathrooms, flat screen TVs and work desks.

## OLD SITE

## NEW SITE

**YOTEL**

Book a stay

MENU

AFFORDABLE LUXURY HOTELS

Location Arrival date Departure date Search

Best Rates Online Central Locations Free Fast Secure WiFi Free Tea & Coffee

RATE OUR SITE

CLEVER HOTELS DESIGNED AROUND YOU

Location Arrival date Departure date Search

YOTEL NEW YORK AMSTERDAM SCHIPHOL LONDON GATWICK

LONDON HEATHROW PARIS CHARLES DE GAULLE

- Responsive
- Device agnostic
- Focus on content
- Persona and mind-set based design
- Simple, easy



I know what I want, I'm ready to book

Where can I find a YOTEL?

What's YOTEL all about?

Book a stay

Locations

Discover

# RESULTS



# We have moved to a digital first mindset

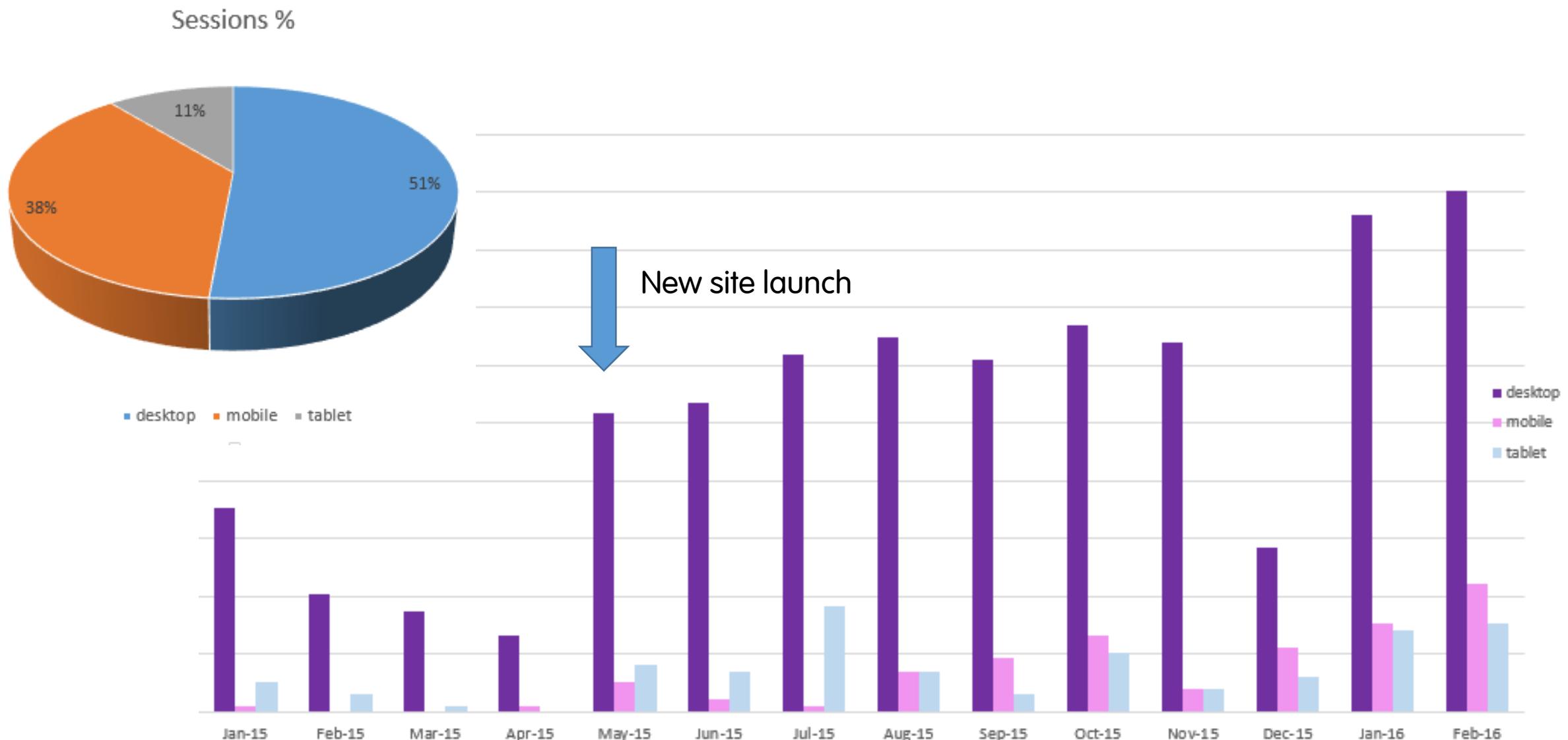
- Some low cost, quick-fix changes to our old website in April 2014
  - Big hero images in a new carousel, better cabins/room photos, urgency flags (eg “only 3 cabins remaining”), closed leakage holes in booking flow, added better FAQs
  - **3% conversion uplift**
- Full site redesign & persona development: New website went live May 2015
  - Overall site sales **conversion uplift after 2 months was 11%** & hit **100% uplift** after 8 months
  - **Airport mobile sales up 200%** (target 100%). **NYC mobile sales up 15%** (target 20%)
  - **NPS at 45** (up from low 30s)
  - **Google PPC revenue overall went up 150% YoY** and **Cost of Sale went down from 12% to 7%**
  - Web sales now exceed OTA sales for NYC. First time in 4 years ☺
- Ongoing improvements via MVT

# CUSTOMER VERBATIMS (GOOD & BAD & WEIRD)

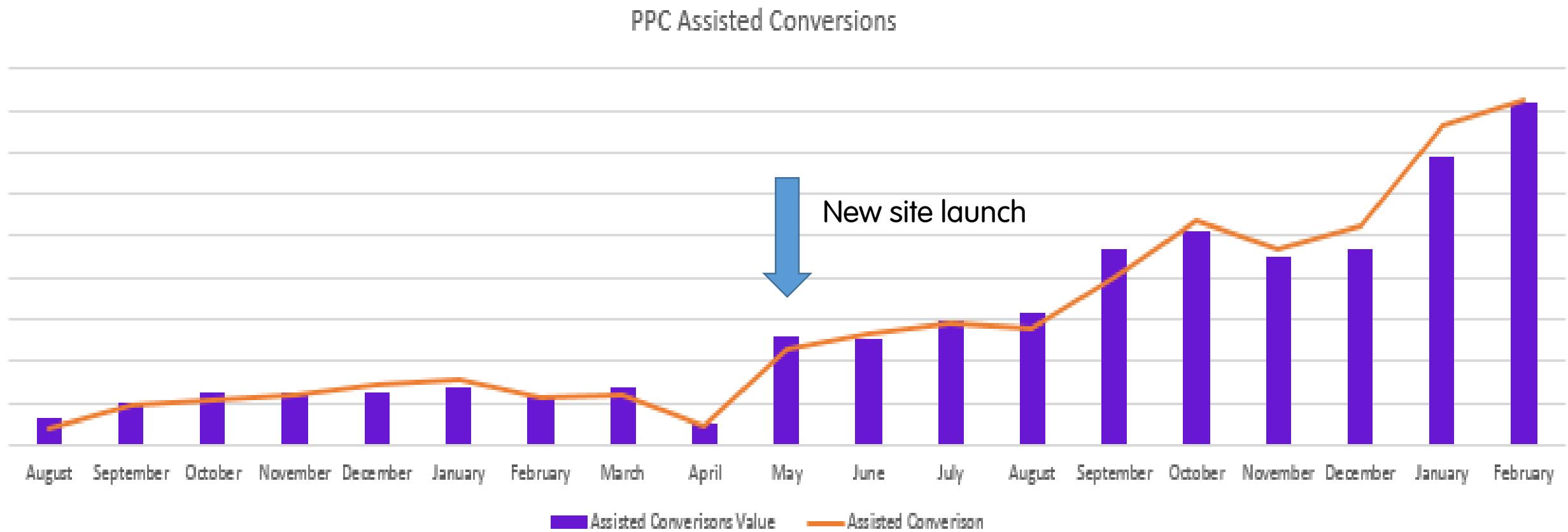
- Instantly drawn in to your site and hotel with the amazing home page and chosen pics! Fabulous work!
- Great site, simple, attractive and very useful
- Excellent minimalist and attractive site
- Terrific! All of it terrific!
- Great, fun website. It's what influenced me to book our stay there

- Either you are straightforward stupid or there are technical errors. £205 for one night FFS!
  - I have received in excess of 20 e-mails telling me to click on the link in order to reset my password on your new system.
- 
- Thanks to your site, my Microsoft wireless mouse now jumps all over the place, it's difficult to point with it

# Mobile & tablet have surprised us



# Paid search much more effective on new site



# Our search strategy allows us to reach new markets while expanding our brand worldwide

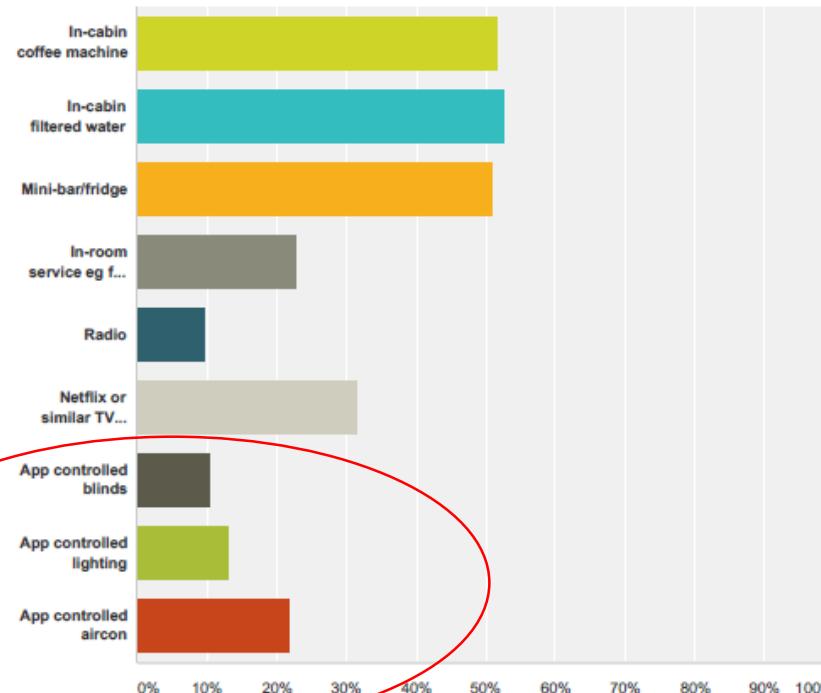
Countries
USA
UK
Germany
Italy
Australia
Spain
Canada
Scandinavia
Mexico and Argentina
France
Belgium
Netherlands
Brazil and Portugal
India and Middle East
Singapore

# Future services?

- Low interest in IoT related “stuff”

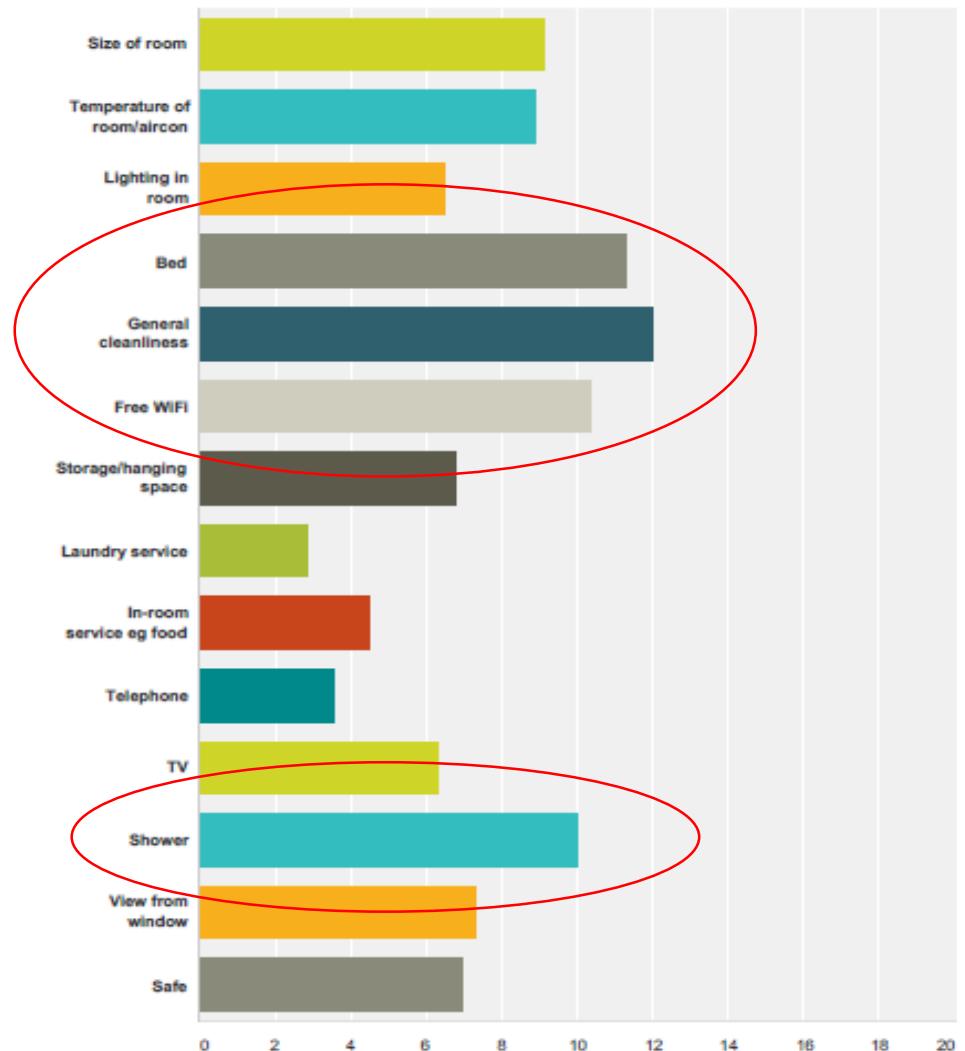
**Q9 YOTEL currently does not provide the following items. Select items you would like us to provide in an ideal world!**

Answered: 114 Skipped: 9



**Q8 Rate the importance of features in rooms. Drag & drop to place items in priority order.**

Answered: 117 Skipped: 6



# Future product developments?



Toys are easy – finding business & customer value is harder!

We focus on ease, convenience, reassurance, comfort, value & giving back time



**yotel**

# QUESTIONS?

Fergus Boyd, Digital & IT Director

@YOTELHQ  
[www.yotel.com](http://www.yotel.com)

**yotel**