

IHG:

vision for the future

To grow IHG's digital experience from a booking app to a must have travel companion by creating a personalized app encounter that seamlessly integrates into users' journeys, enticing them to engage before, during, and after their travels with IHG.



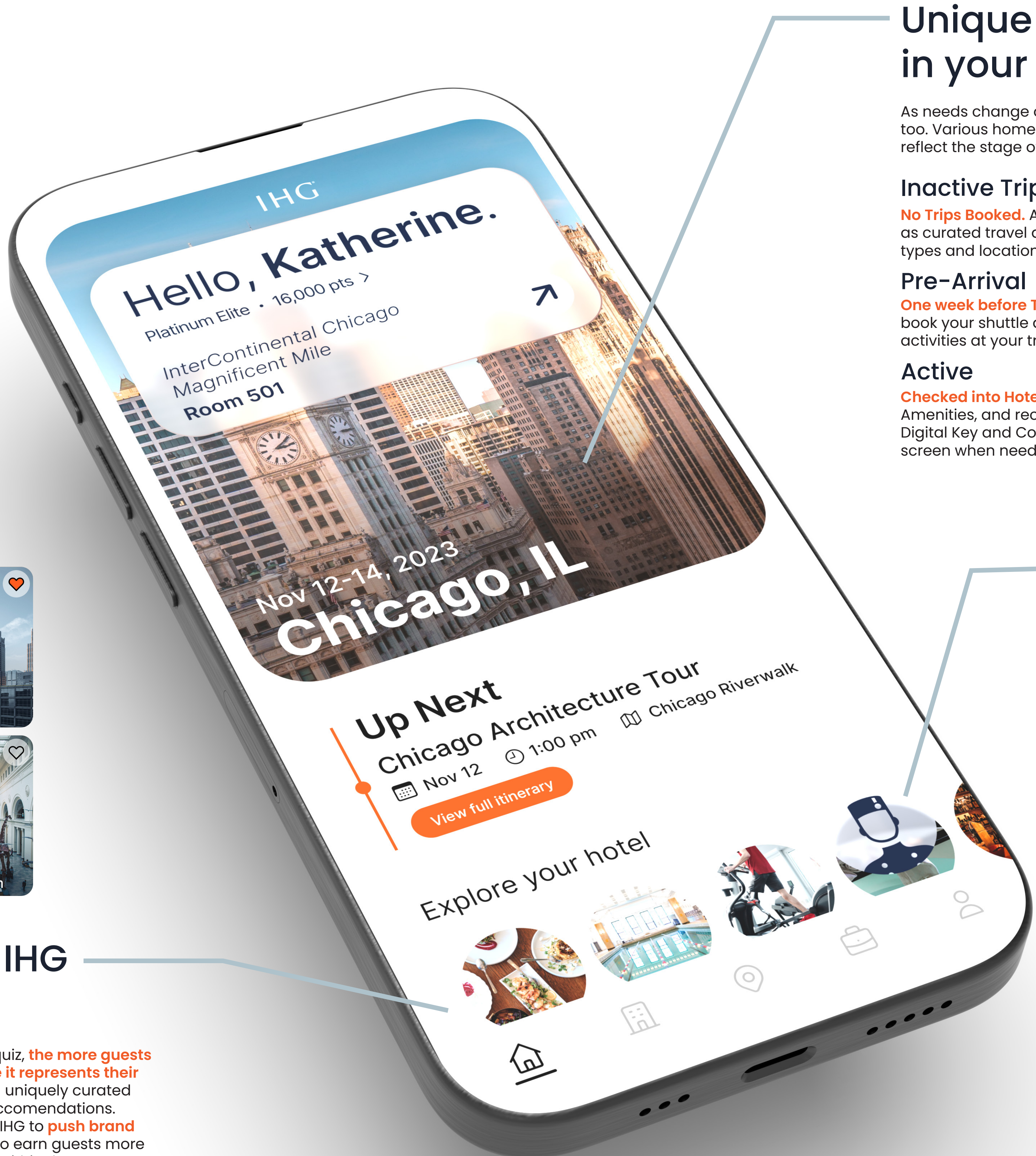
Abby Duda



Contact us!



Hannah Fralick



Unique at Every Point in your Stay

As needs change over the course of a trip, IHG does too. Various home screens have been developed to reflect the stage of travels and what guests need.

Inactive Trip
No Trips Booked. A search bar is prominent as well as curated travel destinations, organized by activity types and locations. Offers will show up periodically.

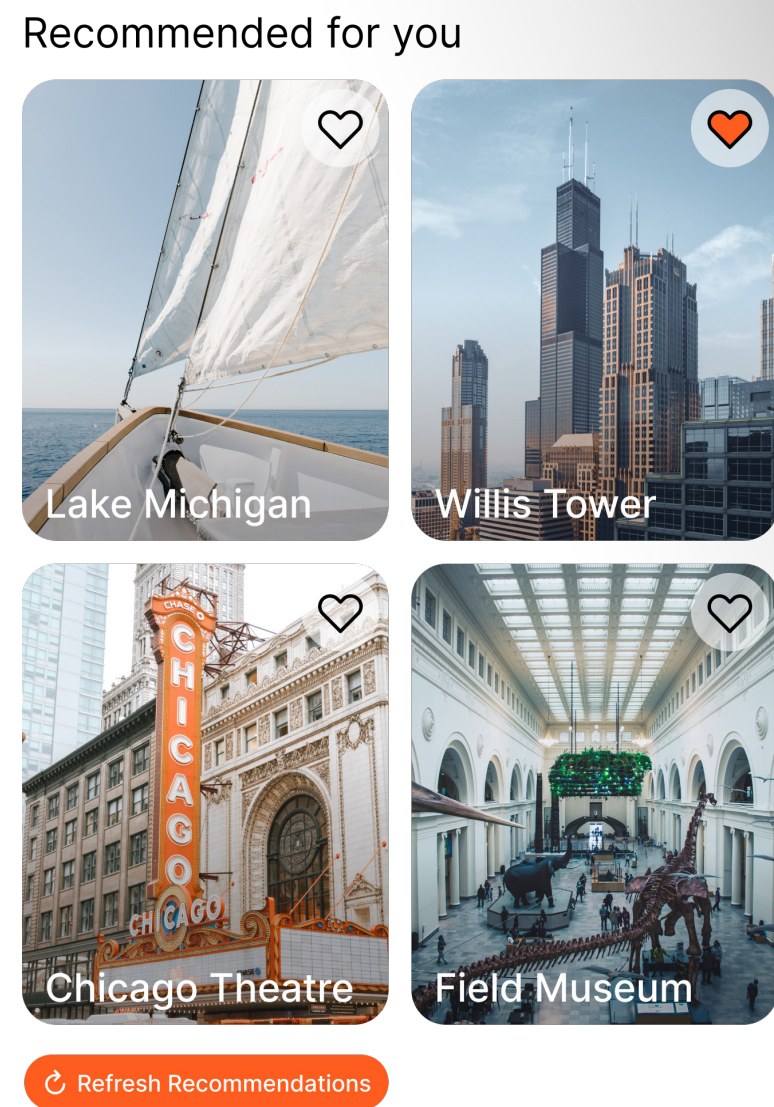
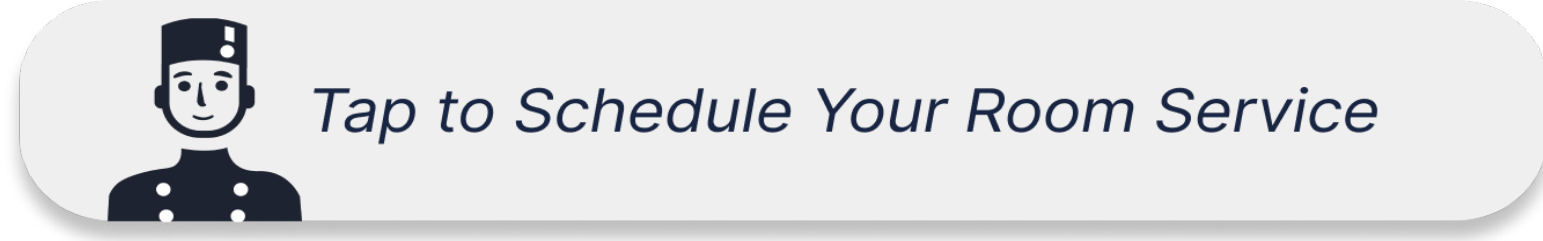
Pre-Arrival
One week before Trip. Link flight info to allow IHG to book your shuttle and prepare for check in. View activities at your travel destination and itinerary.

Active
Checked into Hotel. View Trip Itinerary, Hotel Amenities, and recommended local destinations. Digital Key and Concierge options populate the screen when needed.



Anytime, Anyplace, Always at your Service

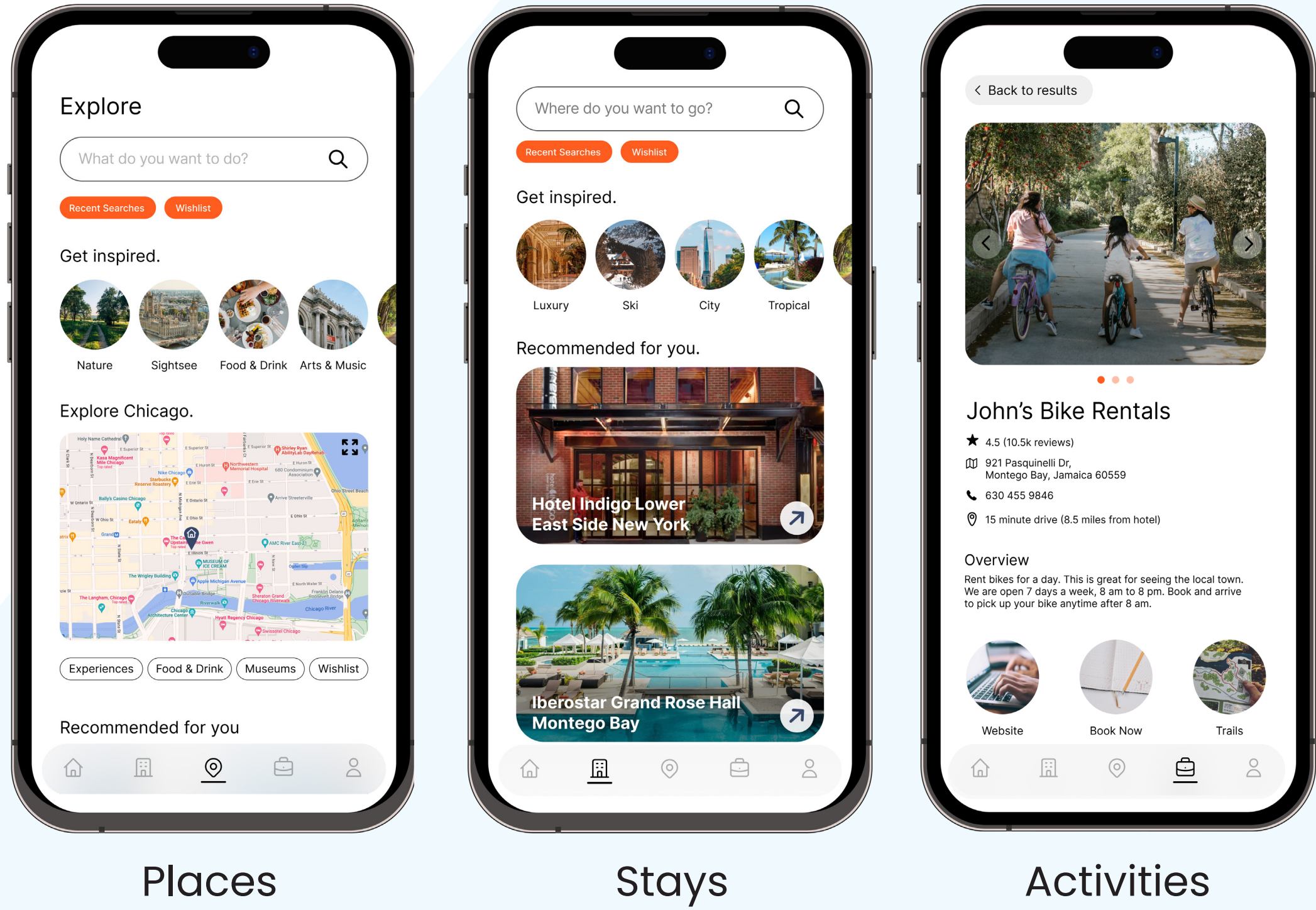
IHG's AI Digital Concierge provides engaging service to guests and is always at their fingertips. His digital touchpoints are scattered throughout the app to **predict guests needs**, offering services from providing additional linens to offering drink vouchers to loyal customers. His reoccurring face aims to **add humanity and hospitality to the digital experience**, staying true to IHG's values and merging the real life and online experience.



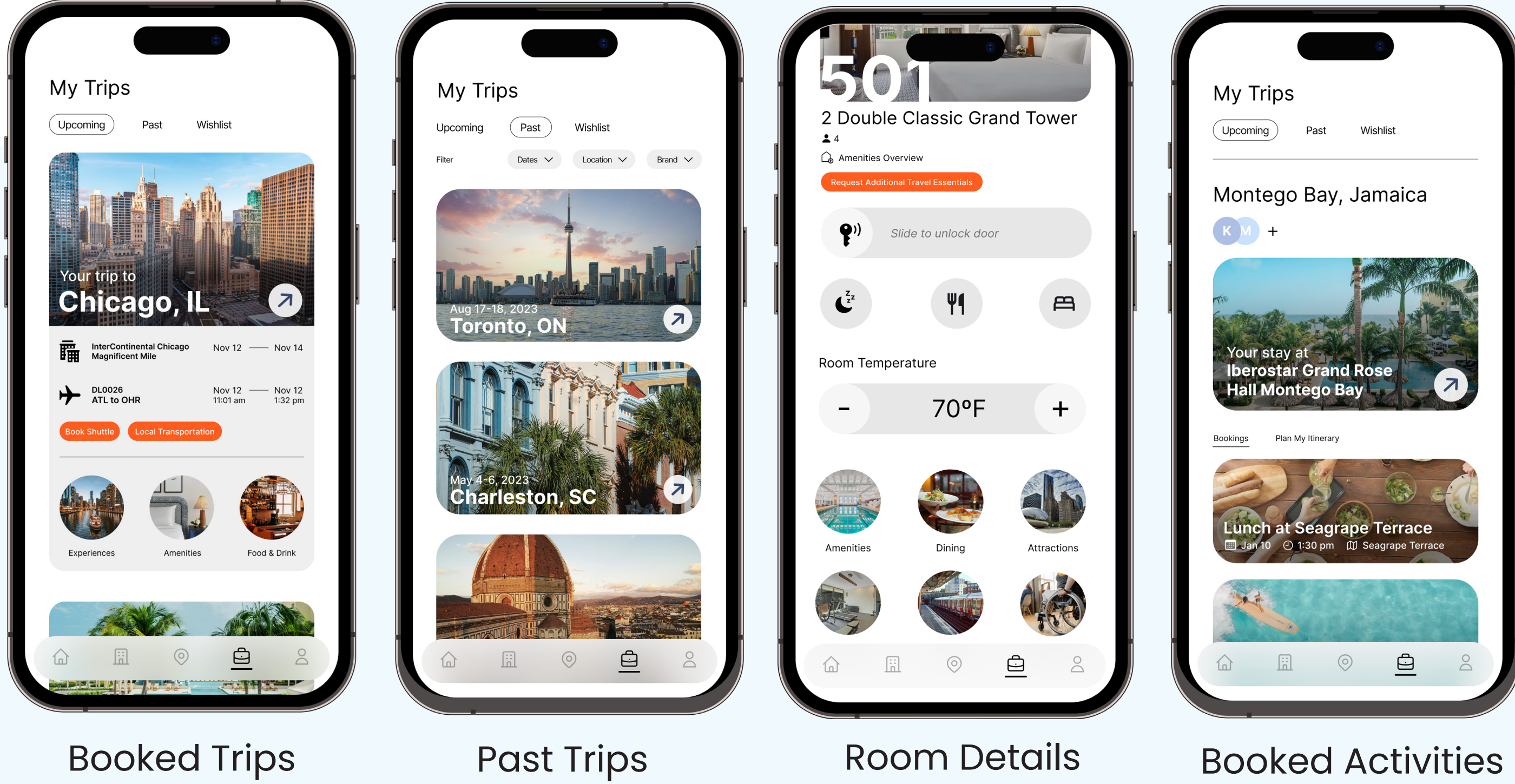
Growing the IHG Ecosystem

Starting from the Onboarding quiz, **the more guests interact with the app, the more it represents their preferences.** Every guest has a uniquely curated home page and exploration recommendations. This creates an opportunity for IHG to **push brand partnerships with companies** to earn guests more points and easily access them within the app.

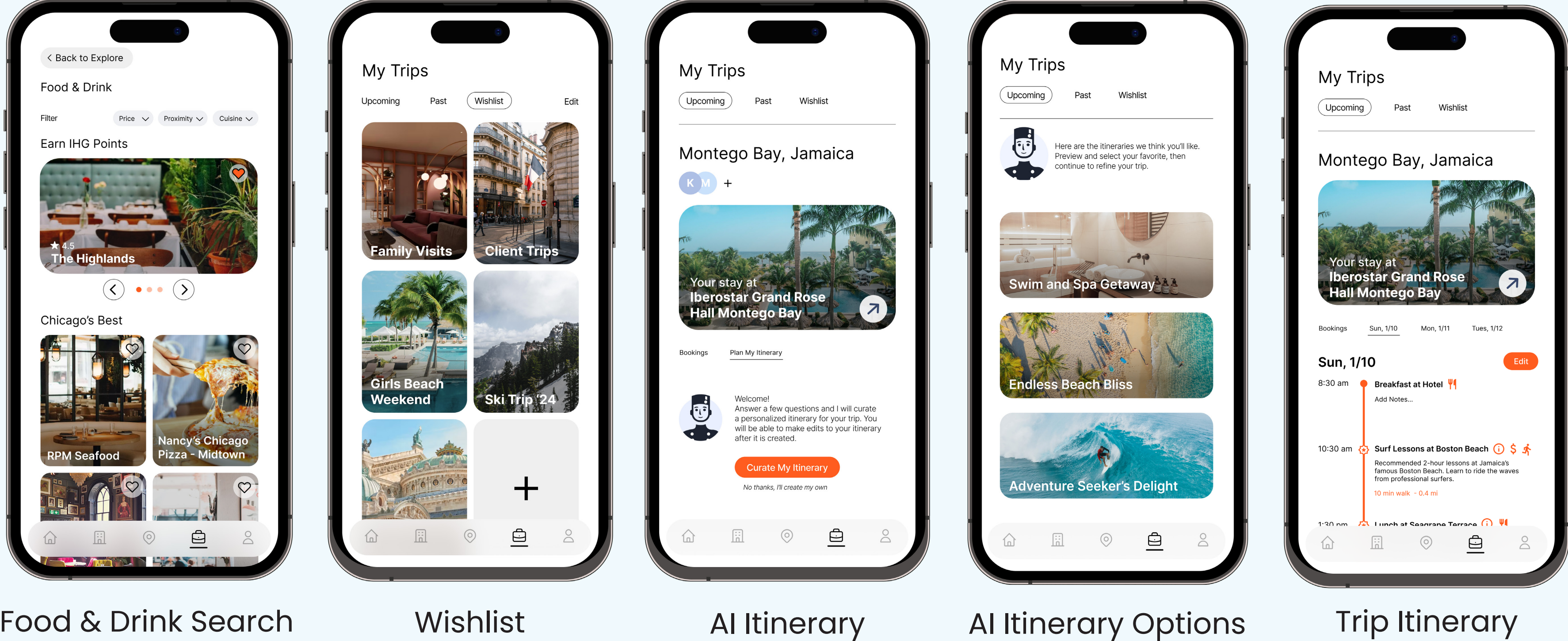
Explore

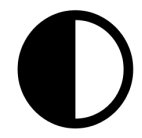
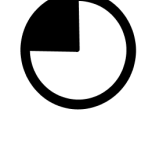
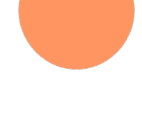
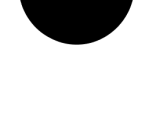
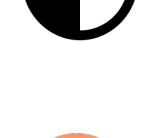


View Trips



Plan Ahead



Areas of Inquiry	Current IHG HOTELS & RESORTS	New IHG HOTELS & RESORTS
Navigation		
Look & Feel		
Accessibility		
Self-Service		
Destination Exploration		
Community Connection		
Social Connectivity		
Differential Treatment		

The Harvey Balls Analysis was used in the research phase to compare IHG to competitors & comparatives on the market. In this analysis, the original IHG App design is being compared against IHG: Vision for the Future.