

Coral Beach VR/AR Case Study

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According to the Coral Beach VR/AR case study, the proposed VR/AR/AI application, better known as Coral Beaches VR/AR Tour Guide, will provide potential hotel guests with an immersive view of their hotels and their amenities. This application will provide these viewers with the ability to explore available rooms, the general location surrounding the hotels, available activities, and wellness treatments offered by the different hotels. This application will be downloadable, at no cost to potential guests. The application will consist of an interactive virtual hotel experience where a guest will be able to go through a check-in simulation and explore the hotel as if they were a legitimate guest. Special focus will be given towards the simulated check-in process. During this process, the user will be able to either select commonly asked questions pulled from the prospective hotel's FAQs website page or ask their own question through a Chatbot feature. This feature will be created in hopes to diminish the number of calls the hotels receive from guests, with special regard to questions that are frequently asked. Another feature available to users will be the ability to preview conference/meeting spaces, with special consideration for event planners. With the development of Coral Beaches VR/AR Tour Guide, potential and incoming guests will have the ability to become comfortable with the hotel without fear of the numerous unknowns traveling can bring.

Five Questions to Be Asking During the Meeting:

1. What are your most frequently asked questions?
2. Who is your biggest competitor?
3. What are your most popular restaurants and entertainment locations?
4. What are your most popular daily activities your guests enjoy?

5. Is there anything you do not want highlighted in the VR/AR application?

The questions listed above are to be asked during the meeting with Mr. Chang, the Coral Beach customer experience manager. These questions should be asked because it allows the VR/AR 4U software company to understand the basics of each hotel, while also giving guests insightful information. Most of the questions listed above are general questions that will allow designers to design the hotel's check-in feature as well as being able to provide the most important information guests should know. While most of the questions are simple questions to answer, Mr. Chang may not be expecting the final question to be asked. This question should be asked in order to identify weaknesses the hotel may not fully be aware of. This is important because weaknesses impact guests just as much as strengths do. Identifying weaknesses will allow the VR/AR 4U company to provide guests with recommendations and solutions for these weaknesses without the guest even realizing. This is vital to hospitality groups looking to go above and beyond average service and step into the realm of anticipation.

Five Success Factors Needed for the Proposed VR/AR Application

1. Confidence in the Prospective Hotel
2. Excitement to Establish a Reservation
3. Guest Anticipation Prior to Arrival
4. Minimal to Zero Electronic Glitches
5. Ease for User Utilization

The success factors listed above are factors necessary to be utilized in the proposed VR/AR application. The most important success factor is the building of guest anticipation through the use of the Coral Beaches VR/AR Tour Guide. This factor is the most important

because guest anticipation determines whether a sale actually occurs or not. If a guest is not excited about the exchange they are making, they are more likely to not make the exchange at all. Overall, the guest is paying not only the amenities the hotel has to offer but also the experiences the hotel can provide. Since building anticipation is an important success factor, the software development team will have to work to make sure the virtual experience is not only informative but appealing.

Five Challenges and Pitfalls for the Success of the Proposed VR/AR Application.

1. Electronic Accessibility
2. Information Overload
3. Gaps Between Digital Design to Experience
4. Technology Failures
5. Rising Costs

Creating any virtual simulation is tricky but creating a virtual simulation that is focused on integrating selling points is trickier. Several challenges for creating this Coral Beaches VR/AR Tour Guide include electronic accessibility, information overload, gaps between digital design to experience, technology failures, and rising costs. Each of these issues are ones that will need to be resolved before the virtual simulation is complete. The most important gap to consider is electronic accessibility. While the Coral Beaches VR/AR Tour Guide is brilliant in theory, if no one is able to access the technology, it will be a waste of resources. Overall, each of these challenges will need to be evaluated and a resolution will need to be presented.

