

# Design Brief

## Preferredhotels.com Redesign

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### References

CompetitiveAnalysis2\_b.doc  
PreferredSiteStratFINAL.doc  
IndeCorpExperPhilos4.doc

### Company Background

Preferred Hotels® & Resorts Worldwide, Inc. is a global organization representing the world's finest and most distinguished independent hotels, resorts, and spas. The purpose of Preferred is to provide a common brand under which the best hotels of the world are united in marketing and in quality of service. The business strategy of Preferred is to partner with the finest hotels, market products, sell products, distribute their products through distribution systems, and report performance. All of the hotels are independently owned and operated therefore, Preferred must continually provide quality service to the hotels in order to maintain the relationship; Preferred is continually looking for new methods of distribution. Conversely, Preferred's standard of quality is upheld by Preferred's Standards of Excellence™ quality assurance program, a 2-day annual inspection program. Each hotel maintains this standard of quality, therefore, upholding the brand.

### Project Overview

**Redesign of Preferredhotels.com.** A larger initiative to implement a single content management tool throughout IndeCorp is scheduled to begin in October and launch around the February timeframe. In the interim, the Preferred site will be redesigned using ASP and existing content. This project entails the design and development of approximately four templates to be used throughout the site as well as provide design guidance for unique pages.

### Purpose

The purpose of the redesign is to more strongly present existing content and functionality to the end user, especially to provide high visibility to the booking engine and promote current offers. The purpose is also to make the design work more consistently with Preferred's other marketing materials.

### Objectives

1. Increase the visibility of the online booking feature.
2. Position Preferred as the premier luxury hotel group in the world through the design.
3. Increase the ease of use of and access to content and functionality throughout the site.
4. Allow for easy content updating, specifically promotions on the home page.

## Competition

Preferred's online competition can be categorized in the following areas: Luxury Hotels, Chains and Aggregators as well as their own hotels' sites.

<b>Direct Luxury Hotels:</b>	
Four Seasons	<a href="http://www.fourseasons.com/">http://www.fourseasons.com/</a>
Fairmont	<a href="http://www.fairmont.com/">http://www.fairmont.com/</a>
Mandarin-Oriental	<a href="http://www.mandarinoriental.com/">http://www.mandarinoriental.com/</a>
Hotel Intercontinental	<a href="http://www.intercontinental.com/">http://www.intercontinental.com/</a>
Leading Hotels	<a href="http://www.lhw.com/">http://www.lhw.com/</a>
St. Regis (Starwood)	<a href="http://www.stregis.com/">http://www.stregis.com/</a>
Swissotel	<a href="http://www.swissotel.com/">http://www.swissotel.com/</a>
<b>Indirect Luxury Hotels:</b>	
SRS	<a href="http://www.srshotels.com/">http://www.srshotels.com/</a>
Small Luxury	<a href="http://www.slh.com/">http://www.slh.com/</a>
<b>Chains:</b>	
Starwood	<a href="http://www.starwood.com">http://www.starwood.com</a>
Ritz-Carlton	<a href="http://www.ritzcarlton.com/">http://www.ritzcarlton.com/</a>
<b>Aggregators:</b>	
Hotels.com	<a href="http://www.hotels.com/">http://www.hotels.com/</a>
Orbitz	<a href="http://www.orbitz.com">http://www.orbitz.com</a>

## Audience

Preferred's target in the luxury hotel market is comprised of the following:

User	Description
1. Leisure Consumer	The number one intended user of the site.  Customers interested in enjoying Preferred's Hotels, Resorts and Spas.  Nearly half (44%) of affluent households research travel options online and 25% of them then book based upon their findings on the Internet.
2. Business Consumer	Customers who are traveling to a destination on business.
3. Meeting Planner	Professionals who need to set up a meeting or small conference at a small venue. For those looking for large scale venue will be able to access IndeCorp's Conference Collection site.
4. Wedding/Special Events Planner	Professionals or individuals who need to prepare for a wedding or event and may be interested in a hotel's facilities and rooms.
5. Travel Agent	Corporate Travel Agents who need to choose a hotel company to partner with to service their customers.

	<ul style="list-style-type: none"> <li>• Corporate Travel</li> <li>• Consortia (American Express, for example)</li> <li>• Leisure Agents</li> </ul>
6. Journalists / Travel Writers	Writers who need to access information about specific hotels and/or services.
7. Current Members	Current Members to ensure that their hotels are accurately represented.
8. Prospective Members	Hotels that would like to be considered for inclusion in the Preferred Hotel portfolio.
9. Job Seekers	Individuals who are interested in a job at Preferred. (not looking for jobs at individual hotels)

Customers/Users will have come to PreferredHotels.com from several origins:

1. Actively seeking out PreferredHotels.com.
2. Notice the URL on other marketing materials.
3. Search for luxury hotels and notice Preferred in the results.
4. Directed to Preferred by a Travel Agent.
5. Word of mouth from other travelers.

Customer/Users are browsing the internet on high quality computers and with high bandwidth (DSL and above).

## Key Messages

1. Preferred's Brand Positioning Statement: To global business and/or leisure travelers, Preferred Hotels & Resorts Worldwide is the luxury hotel brand that provides a consistently superior, refreshingly different hotel experience. Each member hotel is different in design and style, but all adhere to the high standards established by Preferred and in effect since 1968.

2. In addition to the core message, Preferred is excited to serve their customers by providing offers and unique packages. Additionally, Preferred is a certified and trustworthy consolidator and presenter of the hotels' unique offerings.

3. The site should focus on highlighting the beauty and individuality of each property. (Note: This will be accomplished to a greater degree in the larger CMS project, however it will be addressed in this design project as well.)

## Tone

The design of the site should communicate the following core brand attributes.

- > Intelligent
- > Sophisticated
- > Worldly
- > Welcoming
- > Refreshing
- > Accomplished
- > Cosmopolitan
- > Distinctive

Extended site attributes:

- > Savvy
- > Anticipatory
- > Prompt

## Design Issues

Preferred has an existing Brand Style Guide that will offer guidance for developing design concepts.

## Interface Development Constraints

Browsers: IE 5.x, Netscape 6.x

800 x 600 browser size

Color Palette: Thousands of colors (bearable degradation at 216 colors)

56K and above

Implications: No Flash.