# Enhancing Lakeside Resort Amenities – Revamping the beach area at Carinthia Lakeside Resort (Test phase)

CATALYST Centre

## Description

Welcome to this design thinking exercise tailored for SME owners, managers and entrepreneur. In this activity, you'll explore real-world scenarios related to tourism industry and apply design thinking methods to solve specific challenges. By working with them and applying specific methods, you'll gain valuable insights and practical skills.

## Aims of the Tool

o **Develop problem-solving agility:**
- strengthen your ability to tackle complex challenges by following a structured design thinking process;
- learn how to empathise with users, define problems, generate ideas, prototype solutions, and test them effectively.

o **Apply design thinking in context:**
- practice design thinking within the Austrian tourism industry context;
- understand how these methods can drive innovation, enhance user experiences, and address industry-specific issues.

o **Promote Creative Collaboration:**
- collaborate with fellow participants, share insights, and explore diverse perspectives;
- foster a culture of creativity and open-mindedness within your organisation.

## What benefits does this tool have for you?

- **Practical problem-solving skills:** gain hands-on experience in solving real-world tourism challenges. Acquire techniques that can be directly applied to your business operations.
- **User-centric mind-set:** learn to prioritise user needs, preferences, and emotions. Develop empathy for guests, clients, and stakeholders.
- **Innovation and adaptability:** discover innovative solutions that align with sustainability, customer satisfaction, and business growth. Adapt to changing market dynamics by embracing design thinking principles.

**Duration: min. 90 minutes / scenario and design thinking method**

**GUIDELINE**
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## Importance of working with this tool:

- **Structured approach:** scenarios provide context, making design thinking more relatable and applicable.
- **Holistic problem-solving:** each method corresponds to a specific phase, ensuring a comprehensive approach.
- **Iterative learning:** participants iterate through phases, refining their solutions based on feedback.
- **Transferable skills:** the skills acquired here extend beyond tourism - benefiting any business challenge.

## How it works?

- **Read the scenario:** each scenario represents a common situation faced by tourism businesses in Austria.
- **Understand the context:** put yourself in the shoes of the business owner or manager described in the scenario.
- **Follow the instructions:** for each scenario, follow the provided instructions related to a specific design thinking phase.
- **Reflect and iterate:** after completing each phase, reflect on your insights, ideas, and solutions. Consider how you can improve and iterate.

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## Enhancing lakeside resort amenities – Revamping the beach area at Carinthia Lakeside Resort

### Problem/Challenge Description

As the manager of a lakeside resort in beautiful Carinthia, Austria, you've recently redesigned the beach area to enhance guest experiences. However, you need to validate these enhancements by observing guest reactions, collecting feedback, and measuring usage. Your goal is to ensure that families find the changes appealing and adjust based on real-world data.

**Design Thinking Phase:** Test

**Method:** Observing and testing

### Short Description:

Observation and testing involve closely monitoring how users interact with a new feature or design. In this case, you'll observe guests at the revamped beach area, collect their feedback, and analyze usage patterns to inform further adjustments.

### Resources:

The Secret Power of Prototyping - IDEO
https://www.figma.com/resource-library/what-is-rapid-prototyping/
What's Rapid Prototyping? A Quick Guide | Miro
Rapid Prototyping, Faking It Until You Make it in a UX Driven World | IxDF (interaction-design.org)

### Instructions:

### 1. Observe guest behaviour:

- Spend time at the beach area during peak hours.
- Watch how families interact with the new amenities (e.g., loungers, water sports equipment, and play areas).
- Note any positive or negative reactions.

### 2. Collect Feedback:

- Engage in informal conversations with guests.
- To ask open-ended questions please develop a questionnaire for this tool. Here are some examples
  o "What do you think of the beach area enhancements?"
  o "Is there anything you particularly like or dislike?"
  o "How can we improve your experience?"

### 3. Measure usage:

- Track metrics such as:
  - o Number of families using the beach area per day.
  - o Duration of stay.
  - o Frequency of equipment rentals (e.g., paddleboards, kayaks).

### 4. Iterate Based on Data:
- Analyse the observations and feedback.
- Adjust the beach area layout, amenities, or services as needed.
- Consider safety, comfort, and aesthetics.

## Reflective Questions for SME Owners and Managers:

**How can you apply observation and testing in other areas?**

Reflect on other aspects of your SME (e.g., dining, room service, other services or products).

*How can you gather real-world data to inform improvements?*

**What metrics matter most for your business?**

Identify key performance indicators (KPIs) related to guest satisfaction.

*How will you measure success beyond usage numbers?*

**How will you communicate changes to guests?**

Transparency matters. Inform guests about adjustments based on their feedback.

*How can you manage expectations while maintaining a positive guest experience?*