



Envision the Future

Newsletter Volume 3



A new Envision that works for YOU

A critical measure of success for *Envision Sales* is creating an intuitive platform that brings efficiency to your job. Where *Envision Classic* had certain limitations, ***Envision Sales* will instinctively remove barriers that currently slow you down.**

Entering Leads

Enter a lead using a logical order of conversation. No more asking customers unnatural, contrived questions simply to satisfy the requirements of *Envision Classic*! Learn more in [Demo 2](#).

Individual Preferences

Save time by streamlining repeat tasks. **Create a “Favorites” list of Organizations and Contacts.** Or **create custom reports** based on your individual workflow!

Ease of Navigation

In *Envision Sales*, **system tools are sorted in easy-to-understand sections.** No need to memorize where information is saved on each tab of the *Envision Classic* booking! Learn more in [Demo 1](#).



Contact Search

Let *Envision Sales* **search for duplicate contacts using the email address while you work in other fields** of the booking. No more manual “F2” searches and opening new windows to find duplicates!

Contract Flags

Understand business on the books easily with contract flag icons that denote contract terms such as lowest rate and non-compete clauses, as well as booking types like rooms only, government and citywide!

***Envision Sales* is created with YOU in mind!**

User Experience

In our first newsletter, we introduced you to two *Envision* Users, Tracy and Jordan. This month, we learn more about Jordan.

Get to know Jordan

Jordan has been working for Hyatt since 2010. Jordan recently saw a [demo](#) of the reimagined *Envision Sales*. Jordan is excited to see that he will get all of the functionality of *Envision Classic*, but with a new interface that makes his daily tasks more efficient giving him more time to close business.

Jordan’s Reaction to *Envision Sales*

*“The new *Envision Sales* is very familiar. There will be no change to my daily processes; it’s just a system that will think more like me!”*



In This Issue



Behind the Scenes

Get inside the brain of Designer, Nicole Pizzini, to learn how user feedback is translated into website design.



Meet the Development Team

How is an intuitive technology platform built? Nicole Pizzini shares insights about her role in designing the *Envision Sales* User Interface.



Development Preview

Preview the transformation of the Booking Events screen.



Meet the Development Team

Hyatt's Technology Development Team is working diligently to create *Envision Sales*. Taking a lead in developing the "look and feel" of *Envision Sales* is User Experience Designer, Nicole Pizzini.

Colleague Feedback

In order to build *Envision Sales* to fulfill the needs of our hotels and sales offices, the project Development Team first needs to understand user feedback.

Colleagues at **Grand Hyatt Berlin** shared feedback about key functionality important to their daily routine, including:

- ➔ Sales Diary with **OPERA AVAILABILITY**
- ➔ **DEPOSIT & PAYMENT TOOL** to track payment status
- ➔ All new **PROPOSAL TEMPLATE** modeled after GH Berlin best practices
- ➔ Tracking referrals for **OUTSIDE SELLERS**

Thank you to all of our partner hotels who share their time to make *Envision Sales* great!

As User Experience Designer, Nicole's focus is to translate *Envision Classic* into a modern, easy-to-use and web-friendly *Envision Sales*. In building an intuitive system, Nicole aims to reduce required system training and improve user efficiency. An intuitive platform is one that does not waste a user's time or brain power simply figuring out how to use the application. As Nicole states, "We achieve this by placing items where they're most expected, making buttons do what they say they will, and helping users recover quickly from possible mistakes."



Ordinary users may not realize that there are consistent and preferred patterns on internet sites. Nicole ensures that *Envision Sales* meets the web standards that deliver a familiar experience to users. Nicole creates navigation flows, which define the order that users navigate through the site. She is also an integral player in casting a vision for the Development Team; Nicole takes business goals and illustrates those concepts to help the team visualize system requirements before anything is actually built.

Nicole joined Hyatt in 2016, specifically for the Reimagine *Envision* project. Prior to Hyatt, Nicole was the User Experience Designer on a Customer Relationship Management tool used by nonprofits.

Nicole lives in Chicago's Andersonville neighborhood with her husband, Jeremy, and two dogs, Doug and Kevin. In the summer, she loves exploring Chicago's lakefront. In the winter, she escapes to warmer destinations to Scuba dive.

Behind the Scenes: A deeper look at designing an intuitive system

Q1: How do Design teams discover which functionality preferences are universally accepted, or most intuitive for a particular audience?

Nicole: The best way to test whether a functionality is intuitive is to put it in front of users and see what they do. Some common website aspects have been studied by researchers. With Page Layout, for example, eye-tracking data shows that people tend to read sites in an F-shape, starting with the first few lines and then skimming the left column. Because of this, the most important functionality is placed in the top left.

Q2: Are there best practices to use in the design phase?

Nicole: Yes. An example is making your site more accessible. To accommodate colorblind users, one best practice is to incorporate shape identifiers in addition to colors. Here is a resource to learn more: [Nielsen's Usability Heuristics](#).



Q3: Were any design best practices incorporated into *Envision Sales*?

Nicole: Yes. You may notice that required fields are indicated in real time, rather than making the user try and submit the page before they see the error. *Envision Sales* will double-check before a user deletes or loses changes on a page. When entering a lead, the fields are ordered in a way that mimics the process we saw sales people using. In the Sales and Function Space Diaries, contract flags have been incorporated on the page so that users do not need to go to other sources to find that information.

Q4: Where did the design inspiration for *Envision Sales* come from?

Nicole: We are using a framework developed by Twitter called Bootstrap, known for a clean look-and-feel that adjusts to your screen size. Then we incorporated Hyatt brand standards and a touch of EMS to keep things familiar between the systems.

Development Preview

This month we take a look at the **Events functionality within a Booking** in *Envision Sales*. Based on empathy interview feedback, *Envision Sales* now has the ability to **search space availability and make function space recommendations**. The system uses three logics to make those recommendations. The space recommendations may need to be tweaked after being populated. The goal is to have your team spend less time researching space availability, and spend more time talking to customers. **Loading the booking's Food and Beverage Minimum and jumping into EMS Multi-Edit is now easier-than-ever** as well! Look below for more highlights.



Booking #23485911 for Smith Wedding 01-Apr-2017 to 01-Apr-2017

Proposal Show CheckList
Contract Cancel Save Booking

▶ Comments (1)

▶ Traces (3)

▶ Group Rooms

▼ Events

Purpose of Visit for Events: Wedding Contracted F&B Minimum: 30000 Allow 2nd Option [Detail in EMS](#)

Contracted Food and Beverage Minimum

One-click to detail booking from Multi-Edit view in EMS

Event Number	Date	Start	End	Event Name	Type	Setup	Attend	Function Room	Block	Status	Conflict	Proj. Rev.
81785049	04/01/2017	9:30 AM	11:30 AM	WEDDING CEREMO	WEDDING	OTHER	300	PALM GROVE	<input checked="" type="checkbox"/>	2nd Option		0
81785050	04/01/2017	11:00 AM	1:00 PM	LUNCH	LUNCH	BANQUET	300	VAQUERO ABCI	<input checked="" type="checkbox"/>	Blocked		13500
81785051	04/01/2017	6:00 PM	12:00 AM	WEDDING RECEPT	DINNER	BANQUET	300	VAQUERO ABCI	<input checked="" type="checkbox"/>	Blocked		36600

Action Add Event Assign Function Rooms Save Events

▶ Concessions & Rates (0)

▶ Revenue

▶ Billing

Delete or duplicate one or more meetings with the Action button

Allow the system to make recommendations for assigned function space

Questions? Suggestions?
YOUR FEEDBACK IS WELCOME!
PLEASE SEE OUR [FAQ](#) SECTION ON HYATTCONNECT TO FIND YOUR REGIONAL CONTACTS