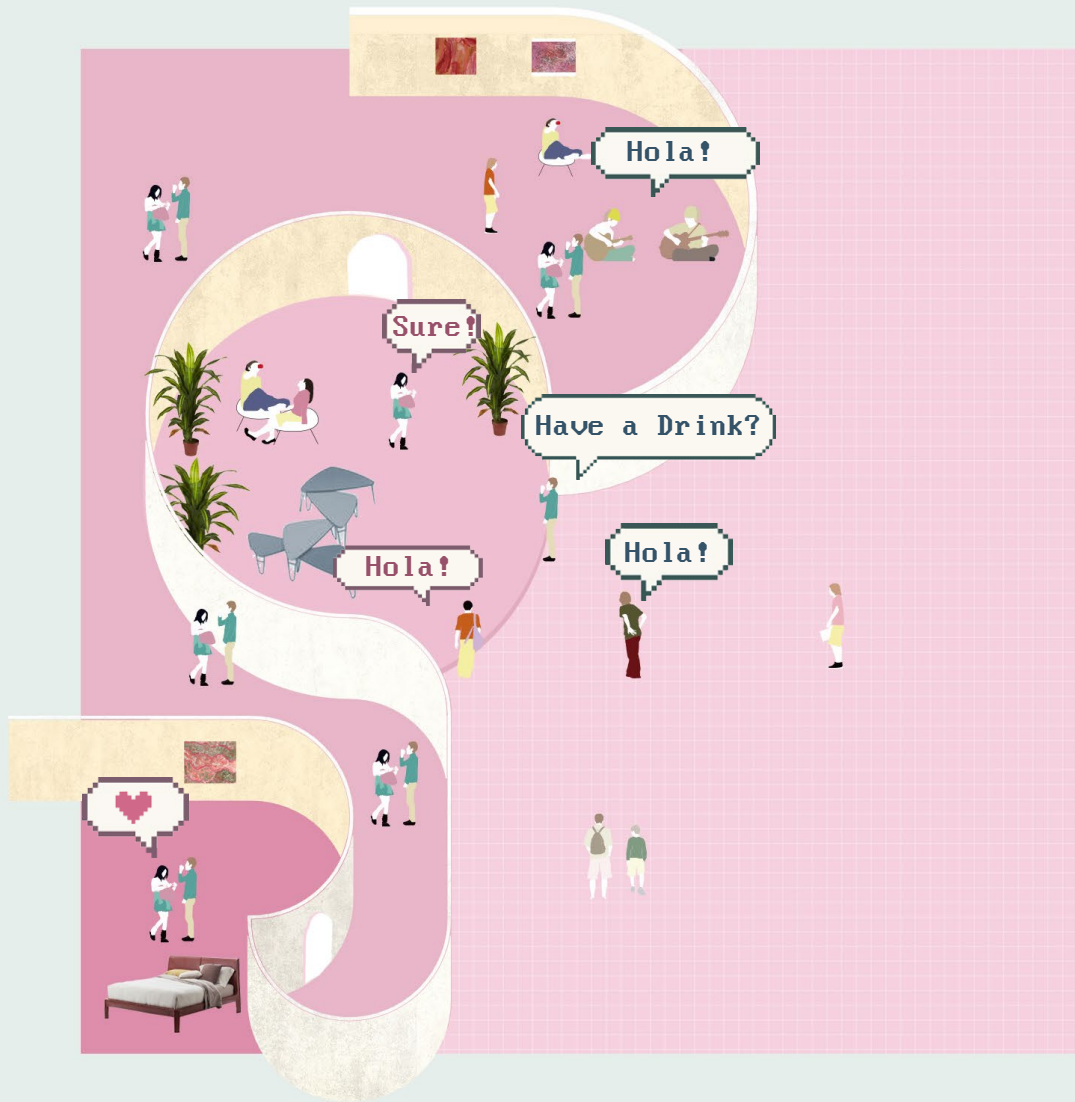# Love Complex

Imagine what love hotels will be like in the future.

In modern metropolitan city, people are busier and busier. Many young people have no time and no platform to find their lovers. This phenomenon is becoming more and more serious.
In case to solve this problem, I designed this complex. The architecture and the APP together perfect the process of dating, and optimize lovers' experiences.
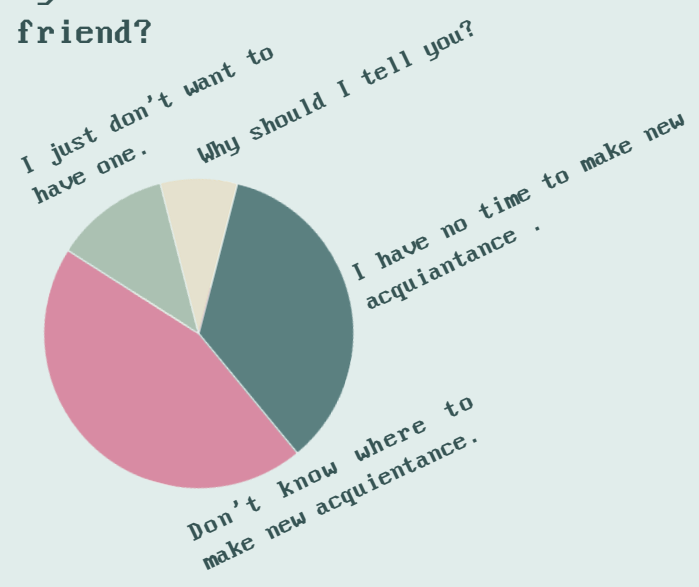
Duration 2 Months
Project Type:Architecture & APP Design
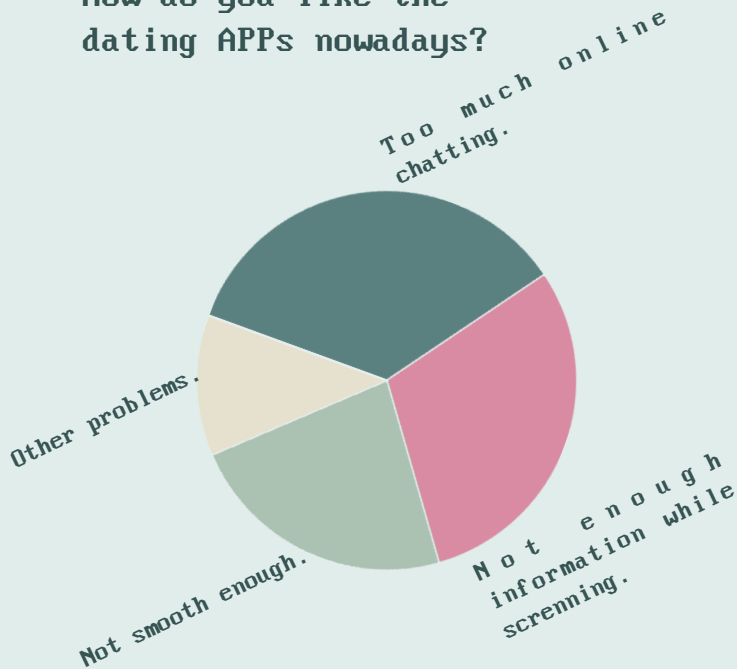Individual Work
2016

Love In Haste.

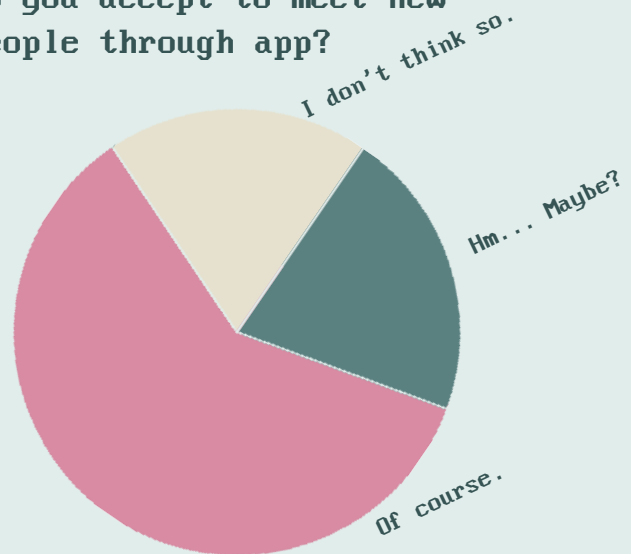## Why don't you have a boy/girl friend?

I just don't want to have one.
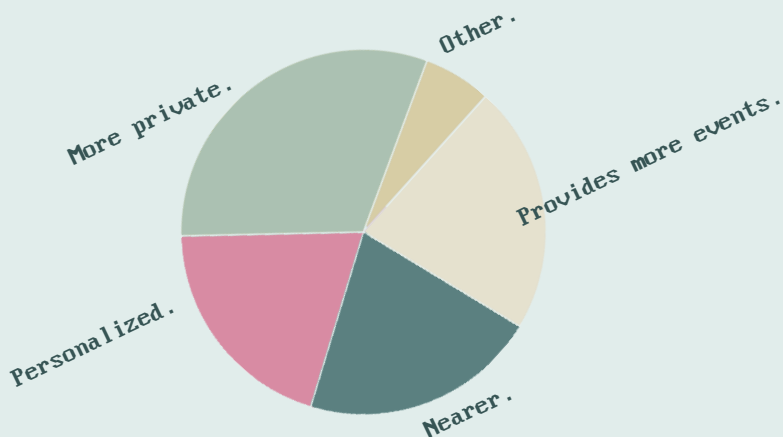
Why should I tell you?

I have no time to make new acquiantance .

Don't know where to make new acquientance.

How do you like the dating APPs nowadays?

Too much online chatting.

Other problems.

Not smooth enough.

Not enough information while screnning.

Do you accept to meet new people through app?

I don't think so.

Hm... Maybe?

Of course.

Your ideal Love Hotel would be like...?

Other.

More private.

Provides more events.

Personalized.

Nearer.

Conclusion

We ask young people who work in CBD(central-business district) about their personal life.

- Young singles do not have a lover mostly because they have no time and don't know where to find one.
- Young people highly accept to find their lovers on APPs.
- Dating APPs nowadays can not satisfy people.
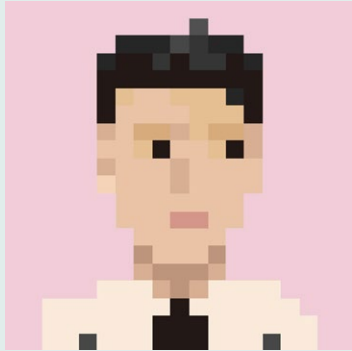- Also, they have more requirements on love hotels.

*Survey among 30 singles working in CBD of Guangzhou.

Love
In Haste.

Persona.

Mr.R

Age: 27
Job:
Product Manager of a Startup.
Location:
CBD@Guangzhou.
Relationship Status:
Single.

Frustration:

- I do not have much time to waste but I do want a girlfriend.
- I broke up with my Ex-girfrind because we are both busy and do not have time to waste on traffic.
- Well, restaurants, hotels and our working place are always far from each others. If there is a complex offers all the functions, it can really help to reduce the time.

Traditional Customer Journey Map:

Searching a possible partner and chatting online.
More than 1 hour

Driving to a bar. Facing traffic jam as you supposed.
More than 40mins

Drinking something.
More than 1 Hour

Driving to a Hotel.
More than 40mins

The whole process took you more than 5 hours and made you exausted.

Finally you go to bed, sick and tired.

Walking around adjusting light and bed and background music, driving you mad.
More than 40mins

Talking with Staff, deciding room type. Wanna decide soon but still takes you 20 mins

Ideal Customer Journey Map:

Driving to the hotel.

Matching with an ideal companion on the APP .

Walking 5 mins to the booked table, eating, drinking and dancing.

Choosing ideal room type, changing light and BGM on the app.

Love
In a Metropolis.

Key Insights.

1.Young people in metropolitan cities are busy, they don't have much time to searching for love.

2.Young people don't know where to know new people.

3.When searching for companian, modern people want more face-to-face communicaton instead of chatting online.

4.Modern people have more personalitie than before.

Key Experience Principles.

1.Faster: Future love hotel should emphasize the importance of social place and create more chance for communication.

2.Customization: Adapting intelligent method to customize every room for different customer.

3.Privacy: Reducing communication with staff, insuring the private room and time for couples.

We need more chances.

We have no time.

Where to build the hotel?

CBD of Guangzhou

Central Park

Site

Guangzhou Tower

zhujiang New Town, the CBD of Guangzhou

Thousands of people gather in this area everyday.

Office

Park

Restaurant etc.

Hotel

The central park surrounded by office buildings, is the most visited urban park in Guangzhou.
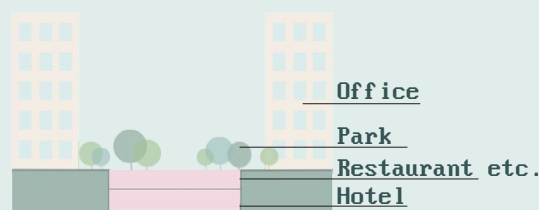
The hotel is desided underthe central park, so people working around can easily get here .
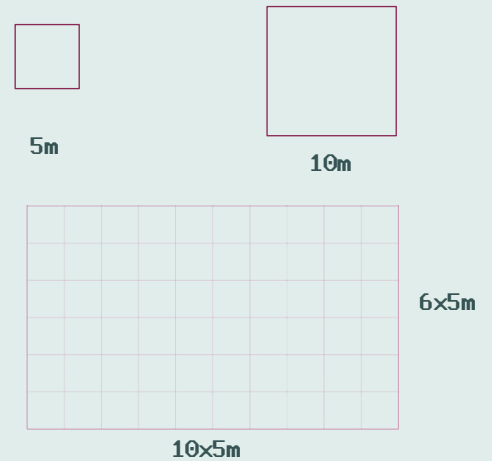
Love
In a Complex.

About Architecture
Module.
The plan of the complex is comfined by module.
The 5m module is the basic scale of a bedroom, and the 10m module is
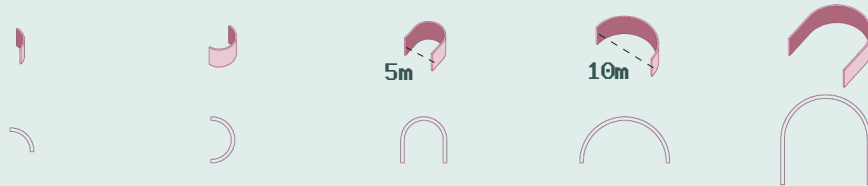the basic scale of public space such as restaurants and livehouses.

Equipment & Construction.
Curved walls are used to optimize lovers experiences. The gaps
created by the curves replace the traditional doors. So customers
can hardly find "doors" in this building. The boundary of inside
and outside is broken. People will gain unique spatial experiences
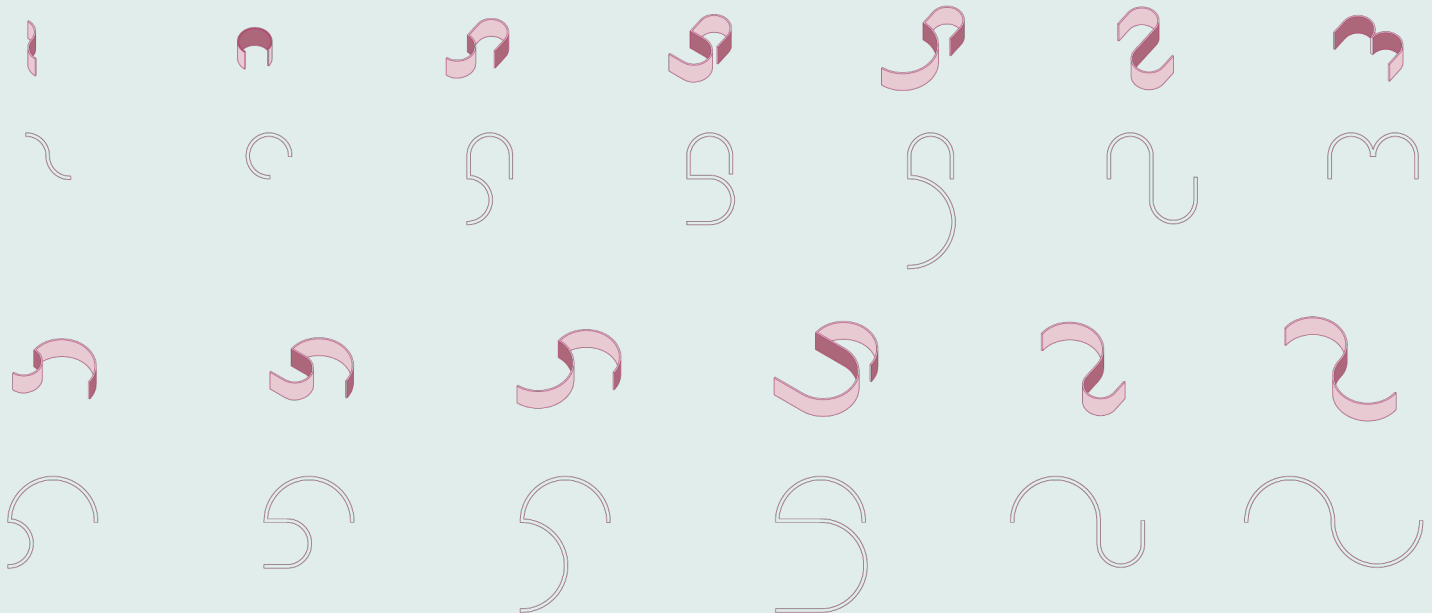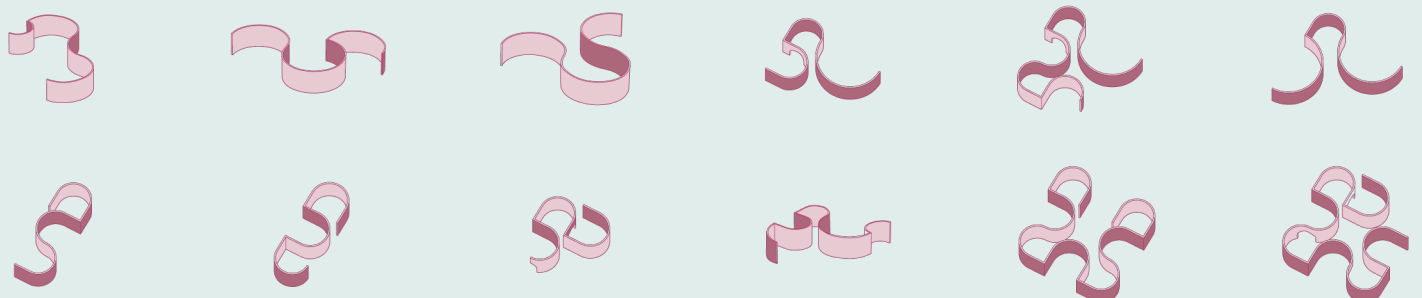in this architecture.

[Module]

5m

10m

6x5m

10x5m

[Equipment]

5m

10m

[Construction]

[Public-Private]

Part3
Love
In a Hotel.

App Site Map

Behavior Mapping

Know

Search

Walking in the Park

Chat online

Walking to the restaurant downstairs

Book Restaurant on APP

Date

Dining

Check Performance

Watching a live

Buy Live Tickets

Drinking in Bar

Dancing in Club

Choose Room Type

Check In

Walking to the room

In the room

Adjusting Light

Lying in the bed

Adjusting BGM

Leave

Check out

Ground Floor: Park

-1 Floor:
Restaurant & Livehouse

-2 Floor: Rooms

Part4
Love
On an APP.

Home Page
The App has 4 main functions: find your companion, book restaurant, buy event tickets and book rooms. So home page clearly provides the 4 options to customers.
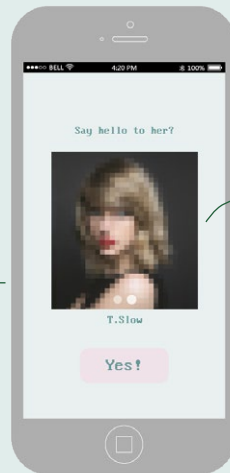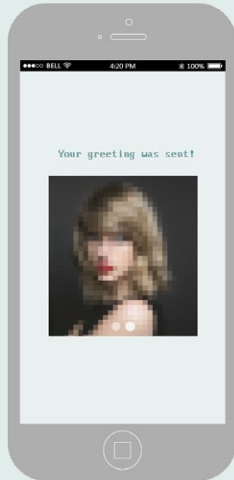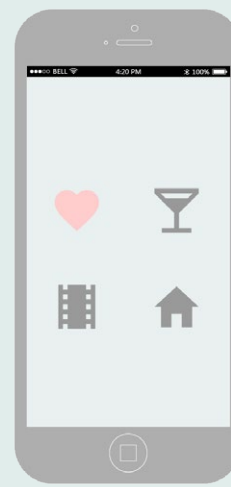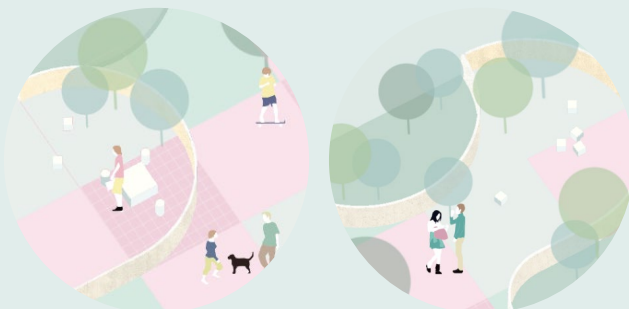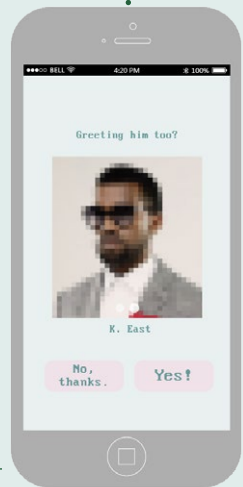
Find Companion
After importing personal preference, some possible companions will be recommended. Customers can swipe to change person. Click "yes" to greet.

Your greeting was sent!

Say hello to her?

T.Slow

Yes!

Swipe to change Person

Wow!
Someone says hello to you
See who is he now?

Later   Yes!

Send message

Match
After recieving a greeting, customer can choose to agree chatting request or not, if customer choose "yes", their will match with each other and start chatting.

Wow!
T.Slow says hello to you too!
Chat with her now?

Later   Yes!

Greeting him too?

K. East

No, thanks.   Yes!

Successfully paired, start chatting

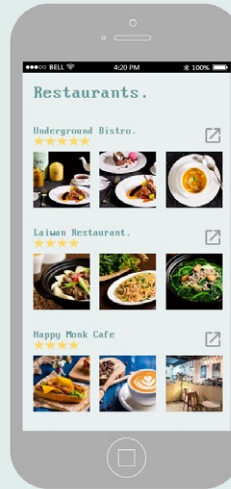Hi! Why not have dinner together?

Sure, let's choose one.

Ground Floor: Park

Part4
Love
On an APP.

Book restaurant
The App introduces a lot of restaurants with menu. Partners can share the details and discuss on the App, and book the seat conveniently.
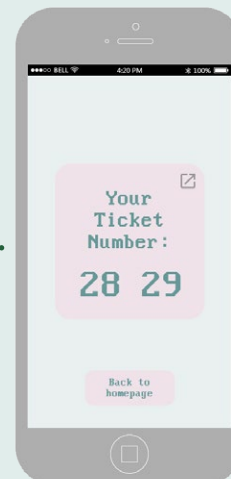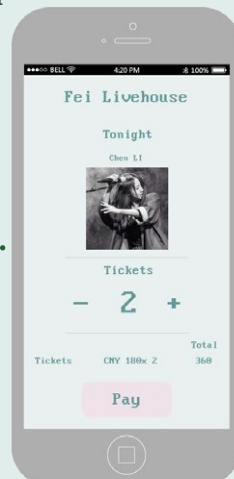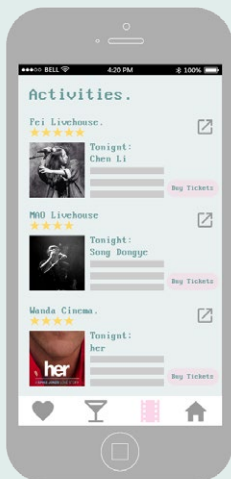
Meet at the restaurant
Then the lovers can meet each other in the restaurant and have dinner together.

-1 Floor: Restaurants

Buy event tickets
After dinner, lovers can explore what events are going on tonight, and buy tickets on the App.

Enjoy the event!

Restaurants.

Underground Bistro.

Laiwan Restaurant.

Happy Monk Cafe

Underground Bistro.

Wow! Looks good!

So I gonna book

Undergound Bistro.

Today's Specialty

BEEF CARPACCIO
Tomato Sauce, Capers, Parmesan

IBERICO HAM SALAD
Organic Egg, Comte Cheese

SLOW COOKED TURBOT
Bouillabaisse, Fennel, Saffron Aioli

People

− 2 +

Reserve

Your Reservation Code:

03

Back to homepage

Activities.

Fei Livehouse.
Tonight: Chen Li
Buy Tickets

MAO Livehouse
Tonight: Song Dongye
Buy Tickets

Wanda Cinema.
Tonight: her
Buy Tickets

Fei Livehouse

Tonight

Chen Li

Tickets

− 2 +

Tickets   CNY 180× 2   Total 360

Pay

Your Ticket Number:
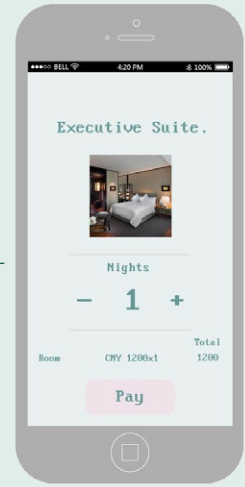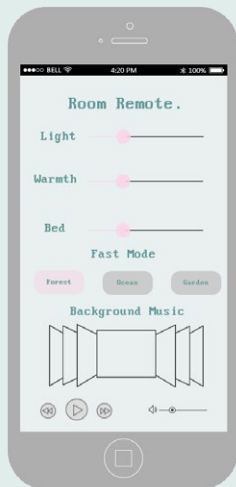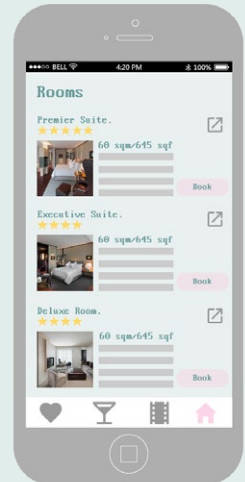
28 29

Back to homepage

-1 Floor:
Live house&cinema
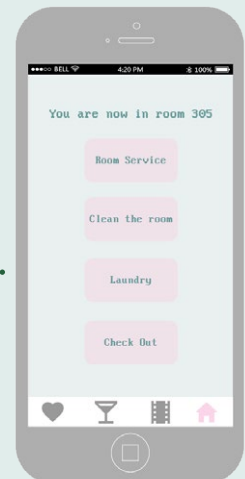
Love
On an APP.

Room Remote

Customers can adjust the light, the warmth and so on on the APP. Without leaving the bed, the whole process become very convenient.

Book Room

Also, customers can book rooms in the hotels on the -2 floor. The APP provides several different types of rooms. Customers don't have to communicate with staffs.

Rooms

Premier Suite.
★★★★★
60 sqm/645 sqf
Book

Executive Suite.
★★★★★
60 sqm/645 sqf
Book

Deluxe Room.
★★★★
60 sqm/645 sqf
Book

Room Remote.

Light

Warmth

Bed

Fast Mode

Forest   Ocean   Garden

Background Music

Your room number is 305

Use this QR Code to open the Door

Back to homepage   Map

Executive Suite.

Nights

−   1   +

Room   CNY 1200x1   Total 1200

Pay

-2 Floor:
Hotel

You are now in room 305

Room Service

Clean the room

Laundry

Check Out

Check out.