



CASE STUDY

Making the check-in process at Element On Coolum Beach a breeze.



Designing the Solution to an Easier and Streamlined Check-In Process

Element On Coolum Beach approached Your Print Group to redesign and simplify their check-in process.

- To resolve the long explanation required for each guest, that often became confusing to anyone on arrival
- Incorporate the explanation of the grounds and car park on the map for guests checking-in after hours
- Modernise the map to match the luxurious, fresh feeling of both their apartments and their brand

Developing and Designing the Maps.

Starting with the original photocopied map, we began redefining the buildings and rooms to represent the exact layout, for easy orientation.

Management expressed to us that many of their guests were confused by the way the rooms and levels were displayed on the old map. We successfully developed a solution by redefining the lines and layout, making the map easier to interpret and navigate.

The new design features thin, clean lines, with only essential text, displaying rooms and levels without complication.



Our goal was to simplify the explanation required for each guest, which had potential to confuse a tired traveler.

We redefined the map layout for easier navigation at first glance, to aid guests arriving after hours.

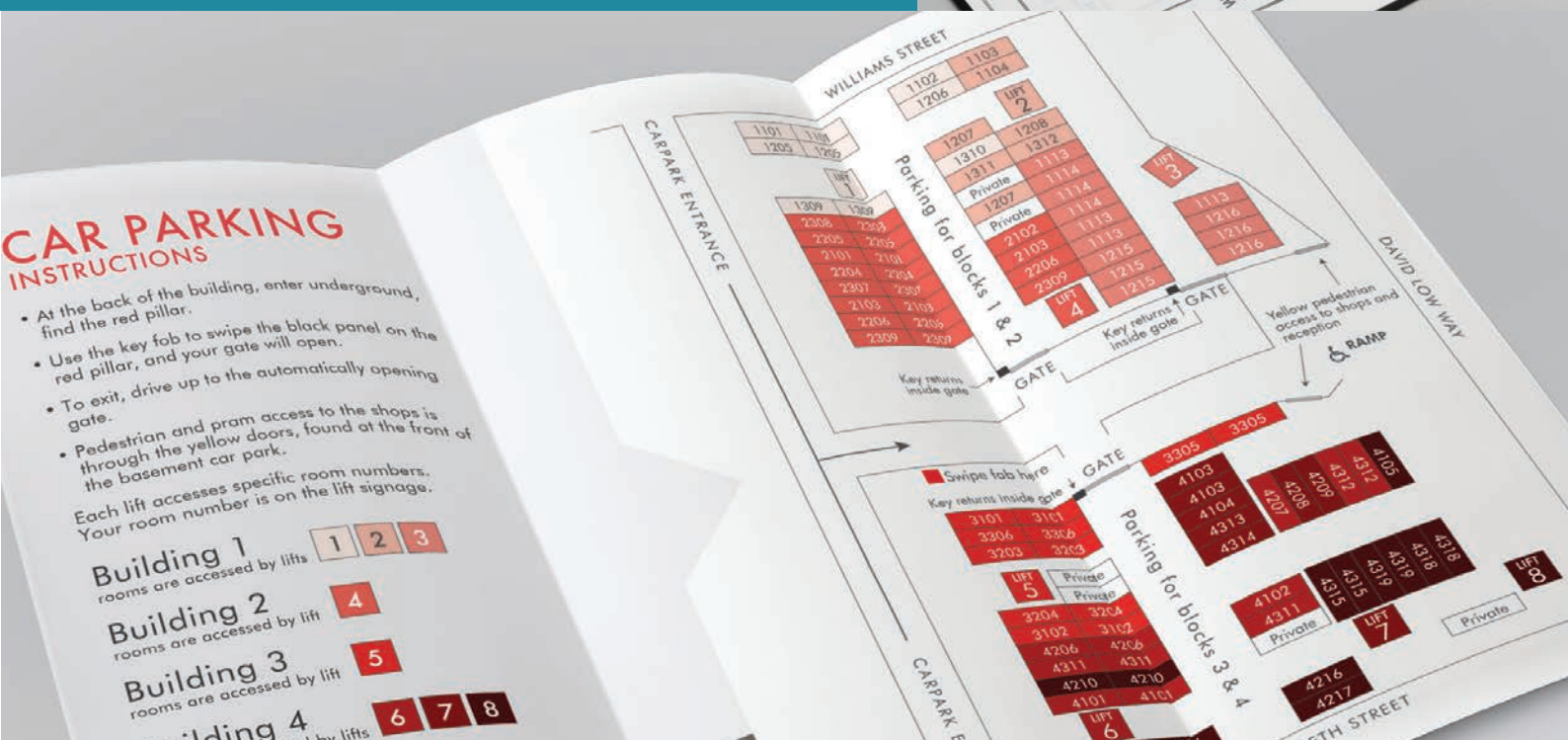
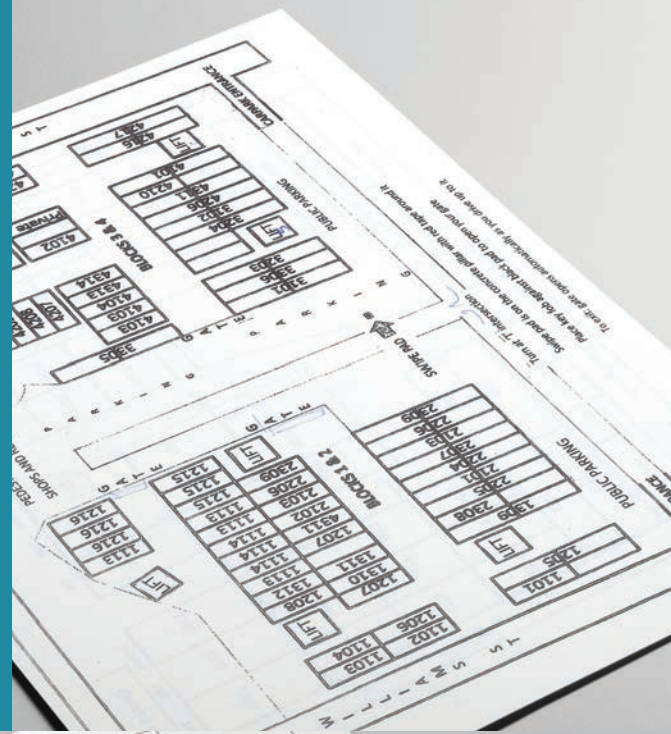
The team at Element on Coolum OCB had also expressed difficulties communicating car park access, and which lifts were correct for their rooms and levels.

Resolving & Simplifying Processes.

We began by working with Management to make the access points to each gate, the shops, and reception easier to interpret. The same style for the rooms and grounds was applied, using thin, clean lines and contemporary design.

While on-site comparing the car park to the map, we understood the need for an in-depth yet simplified approach.

To uphold established branding and maintain design consistency, we chose varying shades of red to define car spaces and corresponding lifts.



Communicating Lift Usage.

Upon inspecting the car park ourselves, and then comparing it to the map, we understood the need for an approach that was more comprehensive and in depth, while remaining easy to interpret.

We opted to use colour coding to identify which lifts are to be used by which car parks. To maintain design consistency and a simplified look, we chose to use varying shades of red; from light pink to dark maroon. Not only did this eliminate the use of multiple,

clashing colours, but would also facilitate readers who may be colour blind.

Similar to the map of the grounds, we added copy to the side of the car park map, explaining access points, the gates, key fobs, and key return points for checking out.

Adding an image of the grounds to each side of the double sided map brochure is a warm touch to give guests checking-in late a glimpse of what is to come in the morning.

Introducing the DL Folder.

To add value to the first impression guests received of Element on Coolum Beach, Management wanted to present the map and the guest's keys (sometimes two sets) in a DL sized, sealed folder/envelope. The team needed this folder to serve a functional purpose, by keeping keys and maps securely bundled together for guests in the after hours check-in safe.

Creating a Unique Die Cut

Conversations established the need for a unique wallet to securely hold two sets of keys and a map. Strength in structure was important to prevent keys from falling out in a shared after-hours safe. We worked with Element OCB Management to design a brand new die.

After a few tests, we developed elegant, functional packaging. The wallet design incorporates writing space for after-hours guest's names, room, lift and building

numbers. Guest's can easily identify which welcome package is theirs.

Use of Photography.

As the saying goes, a picture is worth a thousand words, which is why Element on Coolum Beach helped us source professional images from their marketing resources. Implementing professional photography represents your business in it's best light, which is why we used Element on Coolum Beach's luxurious images to speak for their quality establishment and brand.

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We needed help with our checking-in process, to provide our guests with a seamless, easy to follow, and professional experience. Element on Coolum Beach is a beach resort with 49 apartments, and quite a challenge to navigate at first glance. We needed to develop a simple and easy guide for our first time guests, so their experience was pleasant not frustrating. We started looking for a solution, had a few failures, but then we found 'Your Print Group'. Within 24 hours of making initial contact, one of the designers were on site, asking questions, familiarising herself with our complex and absorbing our instructions. From the first draft we felt relief because we quickly realised that YPG had nailed the brief; and of course the end result is exactly as we had envisaged. It certainly was a work in progress for all of us, but YPG made the process easy; they were patient and a delight to work with, and we highly recommend the design team.

Thank you for all your hard work, it has made such a difference here!

- Lizzy
Reception,
Element on Coolum Beach



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