

An Approach to Sensory Branding on Guest Journey Mapping in A Blended Residential Environment of Co-working Space and Co-living

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ABSTRACT

The concept of co-working space and co-living is a way to accommodate the needs of generation Y (millennial) to generation Z in terms of socializing through enrichment in a community environment filled with various potential for intellectual and creative collaboration, also a cost-effective alternative in the form of non-conventional office, as well as being a practical solution for independent workers and small to medium entrepreneurs (UMKM) which nowadays are increasingly emerging. This study will raise a topic regarding the process of line extension brand strategy for a thematic hotel residential brand that combines the concept of co-working space & co-living. The guest journey map method is used to define which facilities are suitable with the needs of each user type, while sensory branding framework is applied as a way to redefined effective and efficient supporting amenities so that brand value is correctly interpreted which makes it relevant to the above objectives within this developing era towards community-based society, specifically in the hospitality industry.

Keywords: hotel, hospitality, community, co-working space, co-living, guest journey mapping, sensory branding

1. BACKGROUND

Started as a phenomenon that occurred in 2014, as reported by “Indonesia Investment” [1] at that time it was listed that Jakarta had nearly 5 million m² office spaces which were concentrated in the SCBD area of Central Jakarta as the center of Jakarta's business and economy. This has triggered a high competition among office providers, which sequentially has led to high office rental prices. But what actually happened, the market demand for office space is gradually decreasing, as seen from the occupancy rate of office space which is only occupied at a maximum of 80% even up to the fourth quarter of 2017.

Sparked by the “comeback” of the virtual office, that according to investopedia.com provides a solution to budget efficiency problems that are usually suffered during the early phases of a start-up establishment which has also flourished since the *break-through* of the internet and business through personal websites began to emerge in 1998. A virtual office offers a non-physical office rental scheme, in the sense that the tenants get a registered domicile business address complete with

correspondence tools and services needed for office operations without having to physically own a building.

It does not stop there, according to cohive.space/blogs.com, around the end of 2014, demands for communal spaces concept also being surfaced along with the popularity of virtual office, especially in Jakarta and Bali. Apart from the budget efficiency described earlier, the emergence of business start-ups which are mainly online based also increasingly triggers the need for individuals to expand their networking and be active in communities for the sake of developing their business.

The next phenomenon that accompanies the existence of co-working space is the reappearance of the co-living housing concept, which based on an article by Matthew Stewart [2] in failedarchitecture.com, has actually emerged since the 1930s but has since appear once again taking shape of a more modern co-living concept along with the increasing number of independent workers which is concentrated on the millennial market.

FRii Hotel is a hotel chain brand categorized as medium scale thematic hotel which carries the theme of

a unique stay. Meaning, the development components in a hotel property that carries this particular concept will be prioritized in adopting distinctive and unique features of the location where it was built, either from its local wisdom or could be from the leisure activities around the vicinity. Those unique and distinctive identities will be applied to the physical components of the building (both interior and exterior), service components (hotel greetings and facilities in public areas), visual identity, as well as determining which function and design of supporting amenities best suited with the customers.

In its early development, FRii Hotel only has one theme, which is Adventure, so that location selection is limited only to popular and exotic tourist locations or it can also be from specific tourism activities of the area, for example, surfing, diving, glamping, and so on, targeting a limited and specific market as well. However, over time, several requests have emerged from potential stakeholders for the possibility of developing this thematic hotel in urban areas.

The result of this study will be referred to and applied in the next phase of the author's research in determining an effective and efficient supporting amenities, which aims to strengthen brand experience using sensory branding framework in a hotel residential environment that carries the function as a co-working space as well as co-living.

2. METHODS

The method used in this study is a descriptive qualitative method involving literature studies of FRii Hotel's Brand Guidelines, co-working space, co-living, guest journey mapping, sensory branding, as well as conducting participatory observations in several co-working space locations around Jabodetabek. This type of qualitative descriptive research is using a research method that utilizes qualitative data and describes a descriptive history often used to analyse social events, phenomena, or circumstances.

3. CO-WORKING SPACE

According to Spinuzzi et al. [3] (co-working space is a shared working environment in which independent knowledge-workers gather to create knowledge and benefit from it, thereby "working alone, together". In co-working spaces, knowledge-workers can make use of the advantages of communities, e.g., cooperating with fellow co-workers, while being free of the hierarchies usually dominating established communities [4].



Figure 1. An overview of a co-working space situated in the working station area.

(<https://sleekr.co/blog/memahami-bisnis-coworking-space-indonesia/>)

Unlike the common term of "office", working in an unconventional environment such as this gives them the freedom to adjust their own working hour flexibility with a minimum number of employees, even only 3-4 people. A statistic released by Wix & Officevibe in 2014 also reports positive attitudes and results felt by independent workers ranging from good mental health, work results accuracy, budget efficiency even to increased income as a result of working in an unconventional environment during a certain period of time.

Based on this theory, the author tries to explore the possibility to infiltrate the concept of co-working space at FRii Hotel if one day faced with property development options in urban areas either in the city center, business district, shopping district, or in popular suburban areas that have a specific leisure activity, preferably outdoor.

After conducting participatory observation of several co-working spaces around Jabodetabek, it was found that the first characteristic to identify a co-working space environment lies within the first impression. Visitors can immediately identify a co-working space environment only by recognizing an open space layout in the public area, where the function between one room to the other is not restricted by walls or dividers so that the eye view feels wider and maximized.

A public area in a well standard hotel, whether small to large in scale, naturally has several standard facilities and areas, or it can also be called mandatory areas, such as: drop off area, reception area, lobby, seating area, or what is commonly called lounge area, and dining area. Even though in some cases, a small to medium scale hotel also tend to blend their reception, lobby, and lounge in one large area. However, the second thing that the author found was that several additional facility components that can be applied in public areas to add a "communal" feel, which includes: common work station, more than one communal area (can be called a "living room" instead of the usual rigid word "lounge" as in common hotels), a locker area, at least one type of vending machine as an additional option for self-service F&B outlets, common game area, to office supply area with simple yet useful office tools that can be operated on a limited basis.

4. CO-LIVING

As defined by Osborne [6], co-living is a cooperative living arrangement where people share space. Reading a brief history of modern co-living from failedarchitecture.com, the first self-proclaimed co-living pioneers have been The Collective Partners LLP with their The Collective Old Oak in Willesden, North West London. A self-contained behemoth, The Collective Old Oak hosts 400 co-working spaces and 546 bedrooms, varying from studios to standard *en-suites*, at an average cost starting £1040 per month. But what distinguished it is its 930m² communal space that apparently separates it from high-end student halls or generic luxury flats in the city.

In this digital era, according to an article published by World Travel & Tourism Travel & Bloomberg Media Group [7], it is predicted that the community is the future trend of the hospitality industry. It is predicted that people are increasingly looking for strong connections in a "sharing" experience that makes them feel like part of the community. It is marked by the emergence of various unique destinations that offers unique experiences, creative tactile laboratories, art-space laboratories, start-up incubators, peer-to-peer marketplaces, and so on.

In carrying out their activities, co-working space users or the so-called co-workers will make maximum use of their space and time, so that sometimes they lose track of time. This contributes an idea from the author to look at the possibility of combining the concept of co-working space with co-living, as has also been mostly implemented mainly abroad. This combination also helps align the newly implemented co-working space concept with the pre-existing concept, specifically so that FRii does not lose its main identity and function as a hotel residence. The co-living concept offers the co-worker visitors an option to spend the night in a facility that has been provided within the property itself for as long as they need, if for example, they are in a condition working on a project that requires continuous work within a short time, as a solution to time efficiency.

To implement the co-living concept, the author conducted a literature study and observations about what components were needed to achieve this type of arrangement. This is intended so that co-living guests feel comfortable and free, just like in their own homes, so they do not necessarily have to leave the FRii area just to access their various basic needs. The author found that it is necessary to procure several facilities based on basic daily activities. This public area facility enhancement can be done by implementing a limited-access area, which means that access is limited only to co-living or regular hotel guests by applying several security features, such as using QR code access on guests' mobile phones given to them during the early check-in process.

Furthermore, examples of additional facilities to support these daily needs can be added for example by providing a shared kitchen area (can be called "pantry" or "living kitchen"), a self-service laundry and ironing room, the option of having breakfast in bed instead of having to go downstairs in the early morning to catch a buffet breakfast just like hotels in general, provide an option for guests to loan simple sports equipment (for example dumbbells or skipping rope) to keep their body in a fit condition, providing specific features such as cinema room or game room equipped with a game console as an additional entertainment option, as well as access to use various meeting rooms with room capacities from 1–4 participants up to 5–8 participants, conference rooms or multipurpose rooms, to an auditorium whose area can be modified into resembling a mini-amphitheater to held a press conference or a workshop for instance.



Figure 2. An overview of the co-living situation in the shared kitchen area.

(https://www.ofx.com/en-us/blog/sustainable-living/?utm_source=twitter&utm_medium=social&utm_campaign=US-prospecting-atl-justmedia)

5. LINE EXTENSION BRAND

According to Verma [8], line extension brand strategy is the use of a pre-existing brand name to launch a new product in a different category. This branding strategy can be initiated by the emergence of new demands in society triggered by the occurrence of a certain phenomenon, for example, a new target market. Initially, before the brand subsidiary process was carried out, FRii Hotel was already an existing hotel brand that manifests itself as a community station. The community here implies that the development of FRii Hotel in a certain area was established based on specific activities that are predominant in that area, most of which are outdoors, so that it will target on people who are actively involved in that specific activity, or if there was a community behind it. The implementation of these regional characteristics or activities is then derived in the form of physical building elements or material, supporting facilities

procurement, visual identity design, collateral design, as well as the hotel services itself.

A case study related to FRii Adventure is FRii Bali Echo Beach located in Canggu, Bali, Indonesia. The embedded character of this hotel is based on "surfing" activity, because the location of the hotel, which is Canggu, was already known as a popular surfing location among locals as well as foreign tourists. Therefore, the implementation of "surfing" or "surfer" element is then applied to the property itself, for example, the use of surfboard as an element of decoration for the hotel's interior, surfboard as a visual element or super graphic in identity system of the hotel's stationery and operational documents, implementing surfer-style greeting gestured by hotel staff to guests, providing surfboard waxing station and surfboard locker facilities, up to using surfing nuances or themes on its collateral or promotional media. Even though it is categorized as a hotel residence, its function has been developed into a community base, in this case as a place to "hang out" or gathering of surfers.



Figure 3. FRii Bali Echo Beach Hotel at Canggu, Bali, Indonesia.

(<https://www.booking.com/hotel/id/frii-bali-echo-beach.html>)



Figure 3. Surfing activity near the hotel.

(https://www.nusatrip.com/id/hotel/indonesia/bali/canggu/frii_bali_echo_beach)

To complement the concept of *unique stay* which was previously synonymous merely around tourist destinations located in rural to suburban areas and the consideration of blending co-working & co-living aspects defined above, the author explores the possibility of dividing the pre-existing brand using line extension brand strategy. Specifically, by splitting the brand into

two different categories based on geographic, demographic, and psychographic classification, but still carries the same trait as a community station that the author decided to call FRii Urban, to stand side by side with its sister brand, FRii Adventure. Target market characteristics of both FRii Adventure and FRii Urban that categorized based on generation group as stated in kasasa.com, are described as follows:

5.1. FRii Adventure

5.1.1. Geographic

5.1.1.1. Site

A popular tourist attraction area, there is a specific tourist activity as the main characteristic of the area.

5.1.1.2. Location type

Rural to suburban, has decent road access, no need to be integrated with the main transportation line.

5.1.1.3. Demographic

- Age: 18 – 40 years' old
- Group: Late Generation Z up to Generation Y (millennial)
- Target: Specific-type community

5.1.1.4. Psychographic

- People who have the same passion or interests, or have a specific hobby, like traveling, preferably outdoor activities.
- Behavior: tech-savvy, not loyal to certain brands, features, and brand reputation are two main components in product selection, impatient when faced with bad connection or service.
- Media consumption: 95% still consume conventional media such as television even though it is more likely cable channels or on-demand streaming such as Netflix, and so on. The majority depend on the use of mobile devices but 32% still use computers. Have several social media accounts.
- Traveling trend: Independent traveller, solo, explorer, backpacker, either traveling alone or with a group of friends or partners.

5.2. FRii Urban

The second sub brand is FRii Urban, which is a combination of co-working space and co-living, with the following characteristics:

5.2.1. Geographic

5.2.1.1. Site

City center, business district, near a well-known college district, or shopping district.

5.2.1.2. Location type

Suburban to urban, with good road access, has to be integrated with the main transportation route.

5.2.1.3. Demographic

- *Age*: 18 – 40 years' old
- *Group*: Late Generation Z, Generation Y (millennial), and Generation X
- *Target*: General-type community

5.2.1.4. Psychographic

- *Types of worker*: independent, mobile worker, freelance, digital nomad, entrepreneur, conventional worker.
- *Worker classification*:
 1. Yellow-collar workers include people engaged in creative fields such as designers, directors, writers, bloggers, event organizers, content creators, photographers, and so on.
 2. White-collar workers who seek alternative or unconventional locations as a place to explore ideas and networking as well as an alternative place to simply meet up with clients, vendors, or other parties in the process of working or collaborating on a project.
- *Behavior*: Variation of three types of generations, identical characteristics are tech-savvy. The difference is that unlike Generation Y (millennial) and Generation X, Generation Z is more careful in terms of spending.
- *Media consumption*: Variation of three types of generations, what distinguishes is that Generation Z tends to rarely use conventional media and is more active in using smartphones or tablets.
- *Traveling trend*: Solo traveler, can also travel in a group, either with family, friends, partners, or colleagues.

Since FRii Adventure is an existing sub-brand where the guest journey is already defined, the author will focus more on the guest journey mapping for FRii Urban as a newer subsidiary brand

6. GUEST JOURNEY MAPPING

According to an article posted by Sarah Gibbons [9] on the Nielsen Norman Group website, journey mapping is a common UX tool used to visualize a process that a person goes through to accomplish a goal. To help determine suitable facilities along with its supporting amenities components in establishing the development of FRii Urban brand, the author needs to observe typical journey mapping of co-working and co-living users, which then leads the author to conduct another literature study of both subjects, as a blended concept of co-working space and co-living that the author specifically meant was majority still exist abroad.

The author also conducted a literature study on the existing FRii Hotel Brand Guidelines to learn more about the mindset used in determining the brand DNA as a medium for elaborating the identity system and its application in various media. Using this consideration, the author tries to create a guest journey simulation based on the needs of each visitor type to provide a complete, comprehensive, and well-targeted brand experience as used in the Empathize phase in the Design Thinking method of User-Centered Design.

As a start, the author uses a combination of typical hotel guest journey (consider the original pre-existing function and identity of FRii brand as a hotel residence) and typical co-working space user journey as an initial guide for the newly elaborated guest journey. That is constructed using the combination of typical purposes of:

- Co-working space user (co-worker)
- Serviced-apartment hotel guest (the closest one to resemble a co-living user)
- City hotel guest (because FRii Urban is located in the urban/city area)

First of all, the author starts by categorizing the visitor type into three main categories based on their purposes, which are:

Wish list Compilation:

1. "I will never go hungry."

Table 1. Visitor type classification based on typical needs

| Purpose of Visitor Type 1 (co-worker) | Purpose of Visitor Type 2 (co-living) | Purpose of Visitor Type 3 (city hotel guest) |
|--|---|---|
| Type of visitors that has limited purpose which is only to use the co-working space facilities either for work, to socialize, or to collaborate. | Co-worker visitors whose purpose is to use the co-working space facilities as well as to stay overnight in the guest room facilities. | Regular city hotel visitors whose purpose is to stay overnight like common hotel guests in general. Usually also carries other touristy traits such as exploring the city or looking for tourist attractions. |

After dividing the visitor type based on their purpose, the author then classifies the typical needs of each visitor types and divide them into 3 types of group which comprised also from the typical needs of a city hotel guest, co-working space user, and co-living user as benchmarking, which can be seen in the table below:

2. "I don't have to go outside (to fulfill my primary and secondary needs)."
3. "I can keep myself in a fit condition."
4. "I can keep myself in a fit condition which will help me maintain my enthusiasm and capabilities while working."

Table 2. Visitor type classification based on the purpose

| Typical needs of Visitor Type 1 (co-worker) | Typical needs of Visitor Type 2 (co-living) | Typical needs of Visitor Type 3 (city hotel guest) |
|--|--|---|
| <ul style="list-style-type: none"> • To work, such as working equipment and a place to work. • To socialize, networking, self-actualization, and self-enhancement. • A combination of primary and secondary needs, excluding self-clean, sleep, laundry & ironing, and/or transportation. | <ul style="list-style-type: none"> • To work, such as working equipment and a place to work. • To socialize, networking, self-actualization, and self-enhancement. • Length-of-stay flexibility without having to attach to a housing requirement contract, that also includes a check-in / check-out option. • Primary needs, such as to eat, to drink, to sleep, to self-clean (take a bath), and to eliminate. • Secondary needs, such as internet connection, laundry & ironing, entertainment, sport, information, and transportation. | <ul style="list-style-type: none"> • Primary needs, such as to eat, to drink, to sleep, to self-clean (take a bath), and elimination. • Secondary needs, such as internet connection, laundry & ironing, entertainment, sport, information, and transportation. |

The author then uses the Empathize method from User-Centered Design that hypothetically puts the author's position in "the user's shoe", which resulted in the form of probability scheme as an elaboration of the above visitor type typical needs (Table 2), that the author simply called "wish list".

5. "A bit more freedom makes me feel at home."
6. "I can call this my second home."
7. "I can get my work done."
8. "I can work late for as long as I want, or need to."

9. "I can get entertained whenever I want to."
 10. "I can get entertained whenever I want, even while working."
 11. "I want to socialize."

12. "I can collaborate in my common ground, with people who have the same job, interest, or the same skill as me."
 13. "Conventional ways are "old school" ways. I desire automation."

Table 3. Wish list compilation of each visitor types.

| No. | Wish list Compilation | Visitor Type 1 | Visitor Type 2 | Visitor Type 3 |
|-----|---|----------------|----------------|--|
| 1. | "I will never go hungry" | ✓ | ✓ | ✓ |
| 2. | "I don't have to go outside (to fulfill my primary and secondary needs)" | ✓ | ✓ | Only applies merely to primary needs because regular hotel guests usually still looking for other touristy attraction within the city or around their hotel. |
| 3. | "I can get my work done" | ✓ | ✓ | - |
| 4. | "I want to socialize" | ✓ | ✓ | - |
| 5. | "I can collaborate in my common ground, with people who have the same job, interest, or the same skill as me" | ✓ | ✓ | - |
| 6. | "I can keep myself in a fit condition which will help me maintain my enthusiasm and capabilities while working" | ✓ | ✓ | - |
| 7. | "I can get entertained whenever I want, even while working" | ✓ | ✓ | - |
| 8. | "I can get entertained whenever I want to" | - | - | ✓ |
| 9. | "I can keep myself in a fit condition" | - | - | ✓ |
| 10. | "A bit more freedom makes me feel at home" | - | ✓ | ✓ |
| 11. | "I can call this my second home" | - | ✓ | - |
| 12. | "I can work late for as long as I want or need to" | - | ✓ | - |
| 13. | "Conventional ways are "old school" ways. I desire automation." | ✓ | ✓ | ✓ |

Can be seen from Table 3 that Visitor Type 2 has the most wish list probabilities compared to the other two visitor types because of its dual roles, as a co-worker as well as a co-living user.

The next phase the author did is categorizing visitor type based on the access type area to help pursue the user: experience and define effective supporting facilities, which are:

Case Study 1

- *Situation:* What can accommodate the needs of Visitor Type 1 when encountered with the wish list "I will never go hungry"?
- *Solution:* By providing options of a sandwich bar, juice bar, coffee shop, or can simply provide several types of snack vending machines in the all-access public area

Table 4. Area classification based on visitor types.

| No. | Name of Area | All-access public area | | |
|-----|--|------------------------|---------------------|----------------|
| | | Visitor Type 1 | Limited-access area | |
| | | | Visitor Type 2 | Visitor Type 3 |
| 1. | Lobby/receptionist area | ✓ | ✓ | ✓ |
| 2. | Communal area (seating area / living room) | ✓ | ✓ | ✓ |
| 3. | Common working station | ✓ | ✓ | ✓ |
| 4. | Locker area | ✓ | - | - |
| 5. | Multiplayer game area (for example foosball, air hockey, arcade, board game) | ✓ | ✓ | ✓ |
| 6. | F&B area (for example free-flow water station, snack vending machine, coffee shop, food cart, food truck, juice bar, sandwich bar) | ✓ | ✓ | ✓ |
| 7. | Pantry / living kitchen | - | ✓ | ✓ |
| 8. | Self-check-in / check-out outlet | - | ✓ | ✓ |
| 9. | Bed & bath amenities outlet | - | ✓ | ✓ |
| 10. | 24-hours working station (quieter working area) | - | ✓ | ✓ |
| 11. | Office supplies area within the 24-hours working station | - | ✓ | ✓ |
| 12. | Phone booth within the 24-hours working station (to communicate with outsiders while the visitor is within the 24-hours working station so that other visitors did not get interrupted, for example, conference / video calls) | - | ✓ | ✓ |
| 13. | Meeting room (small-scaled room with capacity up to 2 to 4 people and a medium-scaled room with capacity from 5 to 8 people) | - | ✓ | ✓ |
| 14. | Auditorium / Conference room | - | ✓ | ✓ |
| 15. | Cinema room (can be re-alter using the small scale meeting room) | - | ✓ | ✓ |
| 16. | Private game room equipped with a game console (can be re-alter using the small scale meeting room) | - | ✓ | ✓ |
| 17. | Self-serviced laundry and ironing room | - | ✓ | ✓ |
| 18. | Breakfast in bed option (inside individual guest rooms) | - | ✓ | ✓ |
| 19. | Simple sports equipment loan outlet (for example dumbbell, skipping rope, yoga mat, training ball, etc.) | - | ✓ | ✓ |

By clustering based on area types and visitor's wish list probabilities, the experience of each visitor type can be more defined to help the author one by one describe the options and solutions of what type of facilities can accommodate those specific needs. The author takes several case studies, for instance:

that can be operated independently (self-service) by the visitors.

Case Study 2

- *Situation:* When Visitor Type 2 being encountered with the wish list “I can work late for as long as I want or need to”?
- *Solution:* By providing the 24-hours working station equipped with simple yet useful basic office supplies such as a pencil, ruler, pen, even up to an all-in-one printer machine and paper.

Case Study 3

- *Situation:* How to relate the wish list “I can call this place my second home?” with Visitor Type 3?
- *Solution:* By providing facility options that meet the primary and secondary needs of the visitors, such as several kinds of F&B outlets (sandwich bars / coffee shops / restaurants / vending machines, etc.), reliable Wi-Fi connection, multiplayer entertainment facilities such as foosball table or variations, variety of game boards, additional more private entertainment facilities such as HDMI cable to watch movies inside the guest room, a private cinema room or game room equipped with a projector (or a Smart TV) and a game console if the visitor wants to have a quality time with only a certain circle of friends, colleague, or family, good quality toiletries (bath amenities) because usually, midscale hotel’s bath amenities can be quite low in quality, adequate bedroom amenities, as well as self-service laundry and ironing facilities (or by providing washing-ironing packages at affordable prices), which are spread both in all-access public areas and in limited-access areas.

"Millennials desire automation". As stated in cio.com, because millennials grow as a tech-savvy generation, where almost anything can be run and access using various kinds of digital technology, through various platforms or applications, let alone being exposed to a wide selection of on-demand contents, as well as the ability to widen network only with a single click on online social media using only one device, then automation is very relevant to the lives of people of X, Y, and Z generations. Which makes it the reason why several facilities in FRii Urban adopted many automation systems, including booking process using an online platform, implementing the possibility of independently doing a check-in / check-out process using a special counter or on-site device, vending machines as F&B alternatives, security-enhanced QR Code access feature (or using other online digital technologies) to access several facilities such as access to the meeting room, auditorium, use of lockers, as well as access to the guest room (no longer using RFID keycard because of inefficiency factor). Even in future developments, it is possible that all of the things mentioned above can be operated independently by visitors just by using one application on their mobile phone.

7. SENSORY BRANDING

Concluded from a journal written by Larissa Becker et al. [5], companies and organizations should extend their view beyond the immediate goals of their customers to identify relevant touchpoints and other customer journeys that affect customer experience. To help achieve this, the customer must be guided through cognitive and behavioral processes to adjust or to maintain their experienced situation towards the expected goal. Relating to Bertil Hultén [10] findings in his journal entitled "*Branding by The Five Senses: A Sensory Branding Framework*", this cognitive process in the customer journey could be enhanced by creating a multi-sensory experience to increase brand recognition in the form of stimulation of the five senses which consists of sight, hear, smell, touch, taste. By stimulating these five human senses it is hoped that a comprehensive brand experience can be created, in which a person's lifestyle, personal characteristics, and social context are important driving factors.

In an article entitled "*Emotions and Our Senses*" by Rebecca Rago [11], human senses do more than just identify the world around us. They have many more functions outside of our perceptions, where these senses play an integral role in emotional processing, learning, and interpretation. In this case the various elements of emotion, our sensory cortex can be activated at different rates. In other words, what we feel triggers feelings or emotions. To trigger reactions from these five senses, stimulants are needed that will give them insight to recognize or how to act in a situation, which will help them conclude whether it is a good or bad experience, memorable or not memorable, useful, or not useful, and so on.



Figure 4. Human Senses

This cover has been designed using resources from Freepik.com.

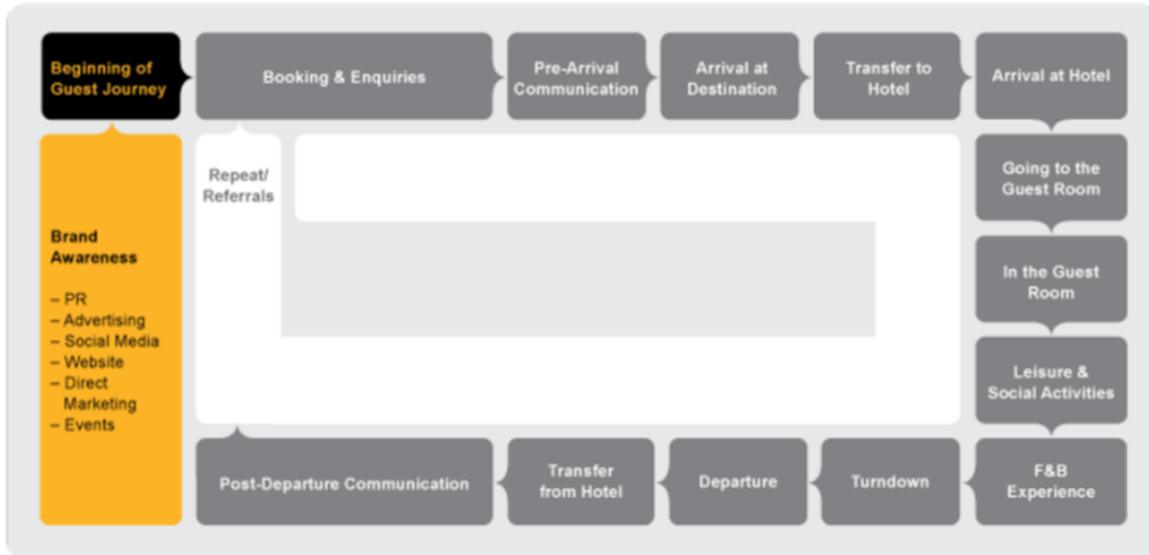


Figure 5. Typical hotel customer journey mapping. (<https://guesttouch.com/blog/mapping-the-hotel-guest-journey-from-a-z-a-complete-guide/>)

Specifically, for FRii Urban, the author added an additional activity to the guest journey map, which is working activity. Thus, the final step is to describe the hotel guest journey mapping for FRii Urban along with the stimulants involved and which potential sensory being stimulated in each of the activities, which the author compile as follows:

1. Beginning of Guest Journey

ALL VISITOR TYPES:

The potential visitor sees image references of the location and atmosphere (ambiance) throughout FRii Urban on the FRii Hotels’ website or through the Instagram or Facebook feed in FRii Urbans’ social media account.

- *Potentially stimulated sense:* **sight**
- *Stimulant:* FRii Urbans’ social media layout, UI/UX of FRii Hotels’ website.

2. Booking & Enquiries

VISITOR TYPE 1:

The potential visitor reserved a meeting room facility or auditorium for a meeting or event via telephone, via booking engine website, or direct-booking on FRii Hotels’ website or mobile application.

- *Potentially stimulated sensory:* **sight, hear**
- *Stimulant:* UI/UX of FRii Hotels’ website, voice signature greetings (if via telephone).

VISITOR TYPE 2:

Scenario 1: The potential visitor booked a 24-hours working station, a meeting room, or auditorium for a meeting or event via telephone, via booking engine website, or direct-booking on FRii Hotels’ website or mobile application.

Scenario 2: The potential visitor first booked a room to stay overnight along with a private work station via telephone, via booking engine website, or direct-booking on FRii Hotels’ website or mobile application.

- *Potentially stimulated sensory:* **sight, hear**
- *Stimulant:* UI/UX of FRii Hotels’ website, UI/UX of FRii Hotels’ mobile application, voice signature greetings (if via telephone).

VISITOR TYPE 3:

The potential visitor booked a room via telephone, via booking engine website, or direct-booking on FRii Hotels’ website or mobile application.

- *Potentially stimulated sensory:* **sight, hear**
- *Stimulant:* UI/UX of FRii Hotels’ website, UI/UX of FRii Hotels’ mobile application, voice signature greetings (if via telephone).

3. Pre-Arrival Communication

VISITOR TYPE 1:

If the visitor made an early booking (for example booked a meeting room or auditorium), the interaction was in the form of FRii confirming the booking

information using direct contact with potential visitors via email, telephone, mobile application notification, or online messaging application.

- *Potentially stimulated sensory:* **sight, hear**
- *Stimulant:* written signature greetings (if via email or online messaging), UI/UX of FRii Hotels' mobile application, voice signature greetings (if via telephone).

VISITOR TYPE 2 & 3:

FRii makes direct contact confirming the booking information with the potential visitor via email, telephone, mobile application notification, or online messaging application.

- *Potentially stimulated sensory:* **sight, hear**
- *Stimulant:* written signature greetings (if via email or online messaging), UI/UX of FRii Hotels' mobile application, voice signature greetings (if via telephone).

4. *Travel and arrive at city destination*

ALL VISITOR TYPES:

All types of visitor travel using individual transportation to city destination (private vehicle / airplane / train / bus).

5. *Transfer to FRii*

VISITOR TYPE 1:

The visitor is traveling using individual transportation to FRii Urban (private vehicle / airplane / train / bus).

VISITOR TYPE 2 & 3:

The visitor is traveling using individual transportation to FRii Urban (private vehicle / airplane / train / bus) or using FRiis' pick-up facility option at the airport or bus / train station.

- *Potentially stimulated sensory:* **sight, hear, smell, taste** (when the visitor is using FRiis' pick-up facility).
- *Stimulant:* operational car branding, signature music (inside the car), signature fragrance (inside the car), packaging, signature snack, or beverage.

6. *Arrival at FRii*

VISITOR TYPE 1:

Scenario 1: Go to the front desk to book a personal locker, or do so using a designated self-booking device on-site → go to the locker area and store personal

belongings → go to the all-access public area → choose a seat (either in the communal area or working station area). If there was previously a booking activity (for example to book a meeting room or auditorium), the visitor will first confirm the booking at the front desk to be given special security-enhanced access (could be in the form of an interchangeable QR Code, and so on) → to the meeting room / auditorium → doing meeting activities or events.

Scenario 2: Go straight to the all-access public area → choose a seat (either in the communal area or working station area). If there was previously a booking activity (for example to book a meeting room or auditorium), the visitor will first confirm the booking at the reception desk to be given special security-enhanced access (could be in the form of an interchangeable QR Code, and so on) → to the meeting room / auditorium → doing meeting activities or events.

- *Potentially stimulated sensory:* **sight, hear, smell**
- *Stimulant:* stationery, wayfinding signage, signature music, signature fragrance.

VISITOR TYPE 2:

Scenario 1: If the visitor first came merely as the Visitor Type 1, then along the way the visitor needs to stay overnight at FRii → the visitor go to the front desk to get assisted in booking a guest room → then choose bathroom amenities as needed at the amenities outlet → then go to the guest room → do individual activities in the guest room.

Scenario 2: If the visitor made an early guest room booking → then the visitor performs a check-in process at the self-check-in counter → then choose bathroom amenities as needed at the amenities outlet → then go to the guest room → do individual activities in the guest room.

- *Potentially stimulated sensory:* **sight, hear, smell, touch, taste**
- *Stimulant:* UI/UX of the self-check-in application, packaging design, signature welcome beverage, wayfinding signage, signature music, signature fragrance, fabric material.

VISITOR TYPE 3:

Do a check-in process at the self-check-in counter or getting assisted to do check-in process at the front desk → choose bathroom amenities as needed at the amenities outlet → go to the guest room → do individual activities in the guest room.

- *Potentially stimulated sensory:* **sight, hear, smell, touch, taste**

- *Stimulant:* UI/UX of the self-check-in application, packaging design, signature welcome beverage, wayfinding signage, signature music, signature fragrance, fabric material.

7. *Leisure & Social Activities*

VISITOR TYPE 1:

The visitor enjoys various communal facilities and unconventional seating spots in the all-access public area (for example swings, hammocks, decked ladder benches, etc.), using various multiplayer gaming facilities (for example foosball, air hockey, variation of board games, etc.).

- *Potentially stimulated sensory:* **sight, hear, smell**
- *Stimulant:* wayfinding signage, signature music, signature fragrance.

VISITOR TYPE 2 & 3:

The visitor enjoys multiplayer gaming facilities in the all-access public area, but also get special access to additional entertainment options in the limited access area, for example borrow an HDMI cable for use inside the guest room's Smart TV, using a private cinema room to watch movies using a projector with friends / colleagues / families, play a more private gaming experience in the game room equipped with a game console device, using swimming pool facilities (if any). The visitor also has the option to borrow simple sports equipment (for example dumbbell, skipping rope, yoga mat, etc.).

- *Potentially stimulated sensory:* **sight, hear, smell**
- *Stimulant:* wayfinding signage, signature fragrance, signature music.

8. *Working Activities*

VISITOR TYPE 1:

The visitor can freely choose any working station in the all-access public area. Some working stations are designed uniquely and unconventionally so the visitor would feel more comfortable and motivated while working (for example customized static bike benches as a way to keep the visitor stay fit equipped with power outlet socket which generates electricity to charge a laptop or a mobile phone while paddling, could also be in the form of swing chairs, hammocks, decked ladder benches, etc.).

- *Potentially stimulated sensory:* **sight, hear, smell**
- *Stimulant:* wayfinding signage, signature fragrance, signature music.

VISITOR TYPE 2:

Other than freely use any working station in the all-access public area, if the visitor has booked a guest room before, then the visitor automatically has the privilege to access and use a more private and quieter working station area that operates 24-hours straight without any extra charge. Although this particular working station can still be booked in advance by regular coworkers who just want to take advantage of the special features it has.

- *Potentially stimulated sensory:* **sight, hear, smell**
- *Stimulant:* wayfinding signage, signature fragrance, signature music.

9. *Food & Beverage*

VISITOR TYPE 1:

The visitor can use various options of F&B outlet in the all-access public area (for example sandwich bar / juice bar / food cart / food truck / coffee shop / restaurant / several variations of light snack vending machines).

- *Potentially stimulated sensory:* **sight, hear, smell, touch, taste**
- *Stimulant:* wayfinding signage, signature music, signature fragrance, packaging design, signature food/drink.

VISITOR TYPE 2 & 3:

Aside from using various options of F&B outlet in the all-access public area, this type of visitor also gets special access to other additional F&B facilities, for example using all the facilities provided in the shared-kitchen (living kitchen / pantry), access to a special breakfast area buffet in the morning, or have the option to have breakfast in bed instead.

- *Potentially stimulated sensory:* **sight, hear, smell, touch, taste**
- *Stimulant:* wayfinding signage, signature music, signature fragrance, packaging design, signature food/drink.

10. *Turndown*

VISITOR TYPE 1:

The visitors remain in the all-access public area or completing their activities in the meeting room / auditorium (for the visitors who are in a meeting or event).

- *Potentially stimulated sensory:* **hear, smell**
- *Stimulant:* signature music, signature fragrance.

VISITOR TYPE 2 & 3:

The visitor returns to the guest room to rest.

- *Potentially stimulated sensory:* **sight, hear, smell, touch**
- *Stimulant:* wayfinding signage, signature music, signature fragrance, fabric material.

11. Departure

VISITOR TYPE 1:

The visitor makes final payments or settles the remaining bill (if any).

- *Potentially stimulated sensory:* **sight, touch, hear, smell**
- *Stimulants:* stationery, hotels' operational documents, signature music, signature fragrance.

VISITOR TYPE 2 & 3:

The visitor doing the self-check-out process including to settle any remaining bills (if any) either at the front desk or at the specially designated outlet (could be the same device or application as the self-check-in).

- *Potentially stimulated sensory:* **sight, hear, smell**
- *Stimulant:* UI/UX of the self-check-out device or application, signature music, signature fragrance.

12. Transfer from FRii & depart from city destination

VISITOR TYPE 1:

The visitor travels using individual transportation from FRii Urban and departs from the city destination (private vehicle / airplane / train / bus).

- *Potentially stimulated sensory:* **taste**
- *Stimulant:* signature snack or beverage.

VISITOR TYPE 2 & 3:

The visitor travels using individual transportation from FRii Urban and depart from city destination (private vehicle / airplane / train / bus), or using FRiis' transport facility to the airport or bus / train station).

- *Potentially stimulated sensory:* **sight, hear, smell, taste** (when using FRiis' transport facility).
- *Stimulant:* operational car branding, signature music, signature fragrance, signature snack, or beverage.

13. Post-Departure Communication

VISITOR TYPE 1:

The visitor who have finished their activities at meetings or events, FRii makes post-departure contact (by sending a thank you note) via email, an online messaging application, or mobile application notification.

- *Potentially stimulated sensory:* **sight**
- *Stimulant:* written signature greeting, UI/UX of FRii Hotels' mobile application.

VISITOR TYPE 2 & 3:

FRii makes post-departure contact (by sending a thank you note) via email, and online messaging application, or mobile application notification.

- *Potentially stimulated sensory:* **sight**
- *Stimulant:* written signature greeting, UI/UX of FRii Hotels' mobile application.

14. End of journey or Repeat/Referral

End of the guest journey or the visitor return to the booking process, or make referrals to family / friends / acquaintances / colleagues.

- *Potentially stimulated sensory:* **sight**
- *Stimulant:* FRii Hotels' social media feeds, UI/UX of FRii Hotels' website.

8. CONCLUSION

From this study of guest journey elaboration in a blended concept of co-working space and co-living, it is found that the use of sensory branding framework is useful in the context of providing some well-targeted insights to hospitality business owners or developers, to solidify the right type of facilities and or supporting amenities on their property that will be able to support all types of visitor's needs, as much as possible. What to prepare, what to expect, what is important and what is not, so that efficiency can be achieved for both parties, either the customer side as well as future business owners or potential stakeholders.

The development of this type of blended environment is also considered potential and predicted to be the future of the hospitality industry because it is parallel with today's development towards community-based society and generation shifting towards automation. It is also expected to be able to answer the problem of work efficiency along with the escalation of the independent workforce and platform among Millennials and the future Generation Z.

From the brand side, significant use of this multi-sensory approach helps to enhance the brand image itself which can potentially increase brand recognition and eventually able to achieve brand recall through the implementation of cognitive and comprehensive brand experience.

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