

This Expedition highlights the many job opportunities and the variety of creative roles within Experience Design at Marriott International.

In this Expedition, you will get to learn how to create hotel spaces and experiences guests love. We hope they reflect some of your interests, aspirations, and goals and get you excited to learn more about a career in creating memorable travel experiences.

Throughout this Expedition, you will LEAD YOUR LEARNING by fully engaging with the resources and activities. You will be asked to -



- **REFLECT** about your skills, learning goals, and purpose
- **STRETCH** your knowledge and skills through active learning
- **INNOVATE** and iterate solutions for real-world challenges
- **SHOWCASE** your innovations and learning in a dynamic way

We also encourage you to utilize our [Expeditions Idea Book](#) as you navigate this Expedition as a resource and space to get your creativity flowing, organize your ideas and research, and share your innovations and reflections.



This briefcase icon indicates an opportune time to have a conversation with a mentor or local business leader to discuss industry trends, ideate solutions, solicit feedback, and/or present your project. (Speak to your educator if you need support making contact.)

REFLECT

As you hear from [Brittney Hepler, a Experience Design expert](#), think deeply on these questions:

- What excites you about the experience design industry?
- What skills or traits would help you succeed in a career in experience design?
- As you watch the video, what characteristics mentioned do you see in yourself?

WHY A CAREER IN EXPERIENCE DESIGN?

Experience Design is all about creating the best possible interactions and experiences for travelers and guests.



Hospitality Design focuses on the design of spaces and objects within a hotel, restaurant, theme park, cruise ship, or other venue. The team is comprised of specialists in graphic design, interior design, lighting, landscaping and architecture.



Experience Design looks at the complete experience, from the moment you book online to the moment you leave. Experience Design encompasses every single digital and physical touchpoint the guest experiences.



Experience design is about understanding guests and problem-solving their needs through creative storytelling. It is a full sensory affair that evokes emotion, creating memorable spaces and experiences for guests in any hospitality venue.

Whose expertise can you tap into to learn more about this career? Could they participate in an informational interview with you and your peers or serve as a mentor?



EXPERIENCE DESIGN **MYTHS** VS **FACTS**



Experience Design is the same as User Interface (UI) and User Experience (UX).



Experience Design is the creation of consistently positive experiences, be it online while booking a room or in real life when guests delight at the sight of a well-designed room customized to their preferences.



Experience Design is only for architects and engineers.



Experience Design encompasses a wide variety of creative fields that includes specialists in design, customer experience, innovation and product development.



Check out these YouTube videos from Marriott:

- [Begin Your Journey With Marriott](#)
- [A Day in the Hotel Industry](#)

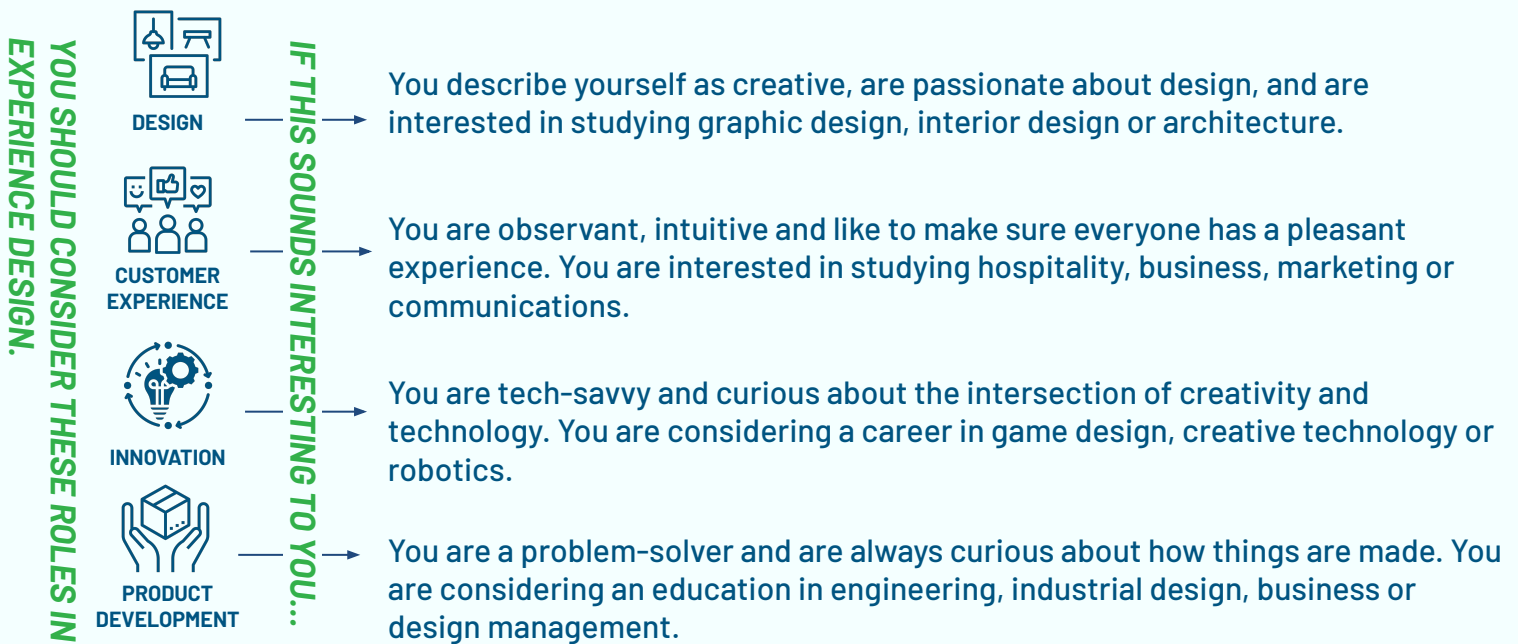
WHY A CAREER IN EXPERIENCE DESIGN?

—“—
 A career in experience design is rewarding because it uses all parts of your brain. You need to be creative and innovative while also being practical – creating experiences that customers will love and are also good for business, ensuring that your ideas are realistic and can make money. —”

C. Lisa Swearingen, Marriott International

EXPERIENCE DESIGN ENCOMPASSES MANY CREATIVE FIELDS

There are many job opportunities and a variety of creative career paths within Experience Design. See which one is right for you.



Is there a skill you would like to further develop? Consider collaborating with your educator to invite a venue manager or event planner to host a Skills Workshop (virtually or in-person). [Here is a resource](#) to help your industry volunteer before, during, and after a Skills Workshop.

REFLECT

- What makes an experience memorable for you?
- What are the different layers that create a customer experience?
- How can you combine your different interests for a career in experience design?



NAVIGATING A CAREER IN EXPERIENCE DESIGN: A ROADMAP FOR HIGH SCHOOLERS

With many paths within Experience Design, it is important for you to hone in on what interests you the most. To help you navigate, here are six tips to optimize your opportunities in high school and get you future ready!



Meet with your guidance counselor (or college/career advisor) to develop a plan to support your learning and career aspirations.



[Research scholarships](#) and colleges, attend college and career fairs, and maintain a [repository of information about the colleges](#) and companies that interest you.



Participate in student design competitions and learning about hospitality through organizations like [NEWH](#).



[Update your resume](#), professional portfolio, LinkedIn* page, and college admissions essays to showcase your learning and employment experience.



[Prepare for and solidify an internship](#) to develop your future-ready and design skill sets.



Collaborate with your educator to invite experience design staff from local hotels or event venues to be guest speakers and/or mentors. Check out [these scripts](#) to help you get started!

* Check [here](#) for age requirements.



STRETCH

Now that you have learned more about different experience design careers, expand your knowledge and skills:

- Explore how [Experience Design](#) enhances the hotel customer journey!
- Learn how to understand your customer through [this short video on journey mapping](#).
- Read more about [Customer Profiles](#), and create one using the Customer Profile templates.
- Watch an episode (or two) of [Hotels By Design](#) to discover the most luxurious and immersive designer hotel experiences in America and abroad.
- Check out [Hospitality Design](#) magazine for another glimpse into Experience Design.
- Think about spaces, experiences, or journeys that could use your Experience Design touch. (Include a classmate or friend in the conversation!)

 **INNOVATE**

You will develop a proposal or pitch about how you can improve an experience or space at your school. (Great news! You get to pick!)

STAGE 1: Brainstorm and decide on an experience or space to improve at your school. It can be the cafeteria lunch, pep rallies, the locker room, the main office, a teacher’s classroom, bus loop...you name it! (The customer can vary from students to parents, from teachers to coaches, and/or from administrators to school visitors.)

STAGE 2: Observe and document the customer journey for the space or experience you identified. [Create a guest journey map](#), identify pain points in the guest experience, and begin ideating on opportunities for improvement. (You can use this [free Canva whiteboard template](#) to get started.)

STAGE 3: Begin detailing ways to improve the experience you identified. (What technology, decor, equipment, furniture, or processes can better the customer journey? What types of careers/roles that would be needed to complete each aspect of your new experience. What would they need to do?)

STAGE 4: Create vision boards to share your improvement ideas, detailing each step in the customer experience and how you plan to improve it. (This becomes your storyboard to share during your pitch.)

Now, organize your ideas into actionable items. (You can use the [Customer Journey Template](#) again if you wish.)

You might also consider developing a wireframe or virtual mock-up of the features of your improved space or experience.

STAGE 5: Gather your ideas, visuals, etc., and put it together to create [a pitch deck](#) to share with an audience.

Why not plan a showcase where you and your peers can share presentations with staff, administration, parents, and students, or for a panel of industry professionals?





SHOWCASE

Share your project with an audience in one (or more) ways:

CHOICE 1: Present your project to:

- advisory board members, industry partners, or your mentor for feedback and insight
- your school administration or student council (in case they might use your ideas)
- the parent-teacher-student association during one of their meetings

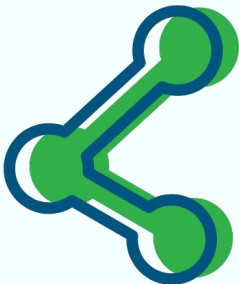
(Regardless of your choice, provide time for a Q&A session.)

CHOICE 2: Share what you learned in this Expedition in your digital portfolio, website, social media campaign, or a blog (like [Bulb](#) or [Google Sites](#)), then share it with an audience.

*We'd love it if you tagged @nafccareeracads!
(Before you post, however, be sure to get your educator's permission on the content and the platform you plan to use.)*

CHOICE 3: Convert your project into a competition entry. Check your local or regional fair, students organizations, etc., for events where you can enter your improved experience?

STUDENTS, SHARE YOUR INNOVATION!



NAF would love to see your creation! After you get your educator's permission, submit yours [HERE](#). We may highlight you on social media!

(We WILL NOT share your work without your educator's and your approval.)