a guest experience proposal

NORTH STAR

AT LAKE ARROWHEAD

PINES TO PLUS

guest experience at the
retro + nordic inspired cabin

Nested in a cozy neighborhood surrounded by dense Pine and Oak trees this vacation cabin provides a peaceful atmosphere. Featuring original 1960's details paired with a Scandinavian inspired re-furnished interior decor the home is a picture of comfort and ease.

Showcasing an open living and dining area with a kitchen flows out to the large exterior deck, the space provides a perfect mix of zones for small social gatherings or family activities.

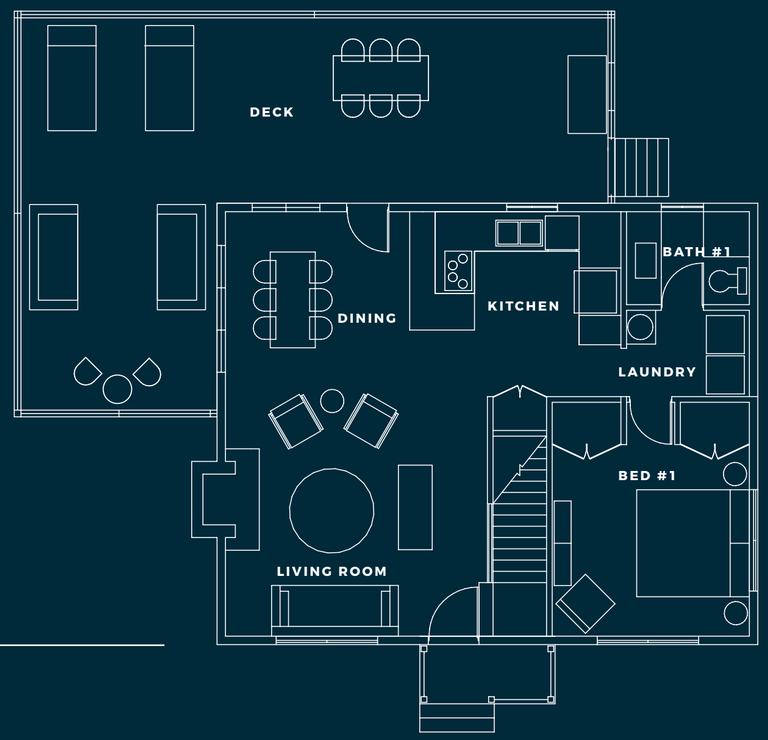
The main ingredients of the space create a great foundation to build toward a next level experience and the goal of a designer status Airbnb Plus listing.

NEW AIRBNB LISTING

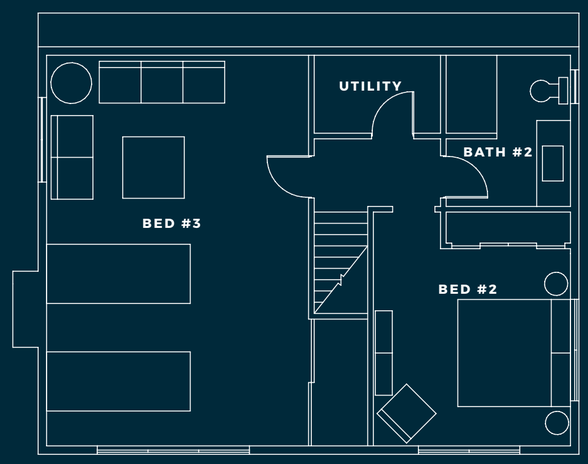
- 4 Reviews
- 4.75 Rating
- 3 Beds
- 1.75 Bath
- 1,700 Square Feet

EXISTING CONDITION

elevation



level 1



level 2

DETAILS MATTER

the good, the bad, and the dusty
areas for improvement

Overall the cabin aesthetic is successful - expressing a distinctive combination of retro and original features paired with new interior furnishings which work together to establish a comfortable atmosphere.

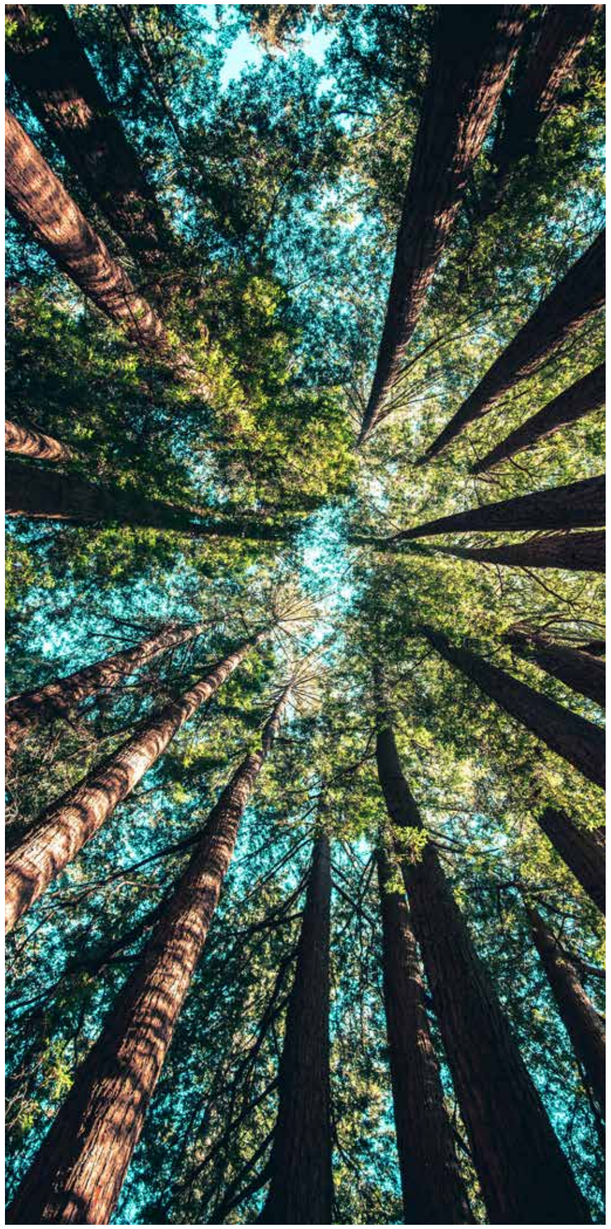
A number of design opportunities are available to improve the guest experience and provide a luxury hospitality stay.

Specific areas to focus on address a series of details relating to each phase of the experience including:

welcome / navigation + arrival
entry / quality + material
kitchen / entertaining + meal prep
restrooms / ease of use + storage

HONEST SIMPLE VINTAGE

embrace the character of the original 1960's home while adding a layer of modern comfort encouraging relaxation and connection with the woodsy environment

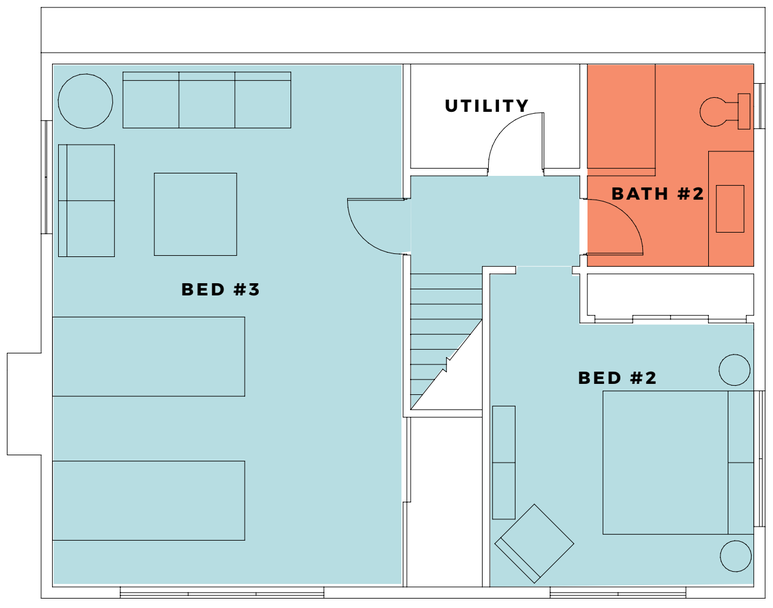


FUNCTION OF LUXURY

hospitality beyond aesthetics is
tailored intentional experience

Highlighting key areas for improvement along with primary investment areas to draw a higher cost per night while increasing durability and longevity of the space while minimizing opportunities for damage during each guest stay (frayed carpet, poorly functional appliances etc.).

level 1



level 2

FLOORING REPLACEMENT
- Broadloom Carpet Inspired By Original Existing Style

KITCHEN RENOVATION
- Cabinetry Reconfigured
- New Appliances
- New Fixtures
- New Countertop

RESTROOM RENOVATION
- Reconfigured
- New Tub + Shower
- New Fixtures
- New Vanity
- Stacked Laundry

WELCOME // NAVIGATION + ARRIVAL

lost in the woods...
but not in a good way

One of the most important first impressions for any vacation destination is that of arrival.

Getting lost and feeling frustrated are the last emotions you want guests to experience as they navigate o their home away from home.

New arrival directioning including specific highlights and perhaps a map designed to emphasize the key point of navigation will improve the arrival experience. This additional effort to communicate directions alerts the guest to heighten their awareness as they navigate and highlights landmarks to ensure a smooth arrival.

TRAVEL CHALLENGES

- Road sign visible only on South approach
- Narrow road looks like a driveway
- Sharp curve in road conceals turn

From Kuffle Canyon Road Sharp Turn onto C Lane

Be aware C lane is so narrow it looks like a driveway and the sign is only visible from the South

207 C Lane, Lake Arrowhead, California

ENTRY // QUALITY + MATERIAL

frayed threshold crossing
and first impressions

The first thing we see upon entry is a raw exposed seam in the living room carpet, excessively torn and so frayed the subfloor is exposed. While this may be overlooked by guests visiting budget accommodations, the current nightly rate feels instantly quite high considering the poor condition of the carpet.

The second thing you notice at entry is a nicely crafted sign asking guests to take off their shoes, but the condition of the floor makes this seem like an unreasonable request.

This establishes a generally negative impression of the overall condition of the home even though the furniture and fixtures appear to be new guests feel a mixed message about the space.

"WELCOME! PLEASE TAKE OFF YOUR SHOES AND WALK BAREFOOT ON OUR FRAYED DIRTY CARPET....."

- Recommend replacing all carpet throughout the home with a durable broadloom or wood look flooring material

living room

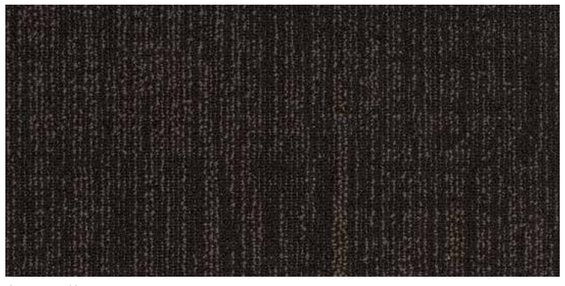
stair landing

upstairs hallway

roman shades

boutique self care products

fine cotton bedding



broadloom carpet

memory foam

provide firewood

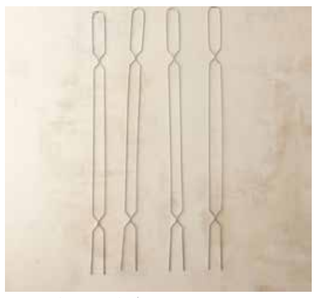
decorative sweep

traditional matchbox

firewood storage

decorative playing cards

smore kit



roasting sticks

DESIGN PROPOSAL //

flooring + window treatments + guest accessories

KITCHEN // ENTERTAINING + MEAL PREP

sometimes retro is cool,
and sometimes it's just broken.

The retro vibe of the kitchen feels inviting and approachable, however the layout and condition of the appliances create a sense of hesitation and reluctance toward use for meal preparation.

The retro gas oven appeared to be unused for some time, the pilot light was out and took a long time to light. The vintage stove top is in poor condition with each burner requiring manual lighting to turn on.

The dishwasher does not open as the refrigerator is impeding the full downward swing - this leaves an opening of less than 2 feet which makes it very difficult to load. The dishwasher also appears to not close completely which gives a sense of uneasiness while using it (no leaks were detected).

While the kitchen is well appointed with most cooking utensils and high quality pots and pans the challenges with using the appliances make it difficult for guests to enjoy meal prep, and the social art of cooking as part of entertaining and relaxing while on vacation.

HONOR THE RETRO + MAKE IT WORK

- Reconfigure south side of kitchen
- Replace all appliances
- Replace sink faucet
- Expand stove countertop to full counter height + replace stools
- Expandcoffee making supplies

KITCHEN RENOVATION
RENDERED VIEW

DESIGN PROPOSAL //

kitchen renovation + reconfigured

black hood vent

floating shelves / pine

retro style refrigerator

30" gas range / stainless

dishwasher / stainless

backsplash / porcelain

countertop / quartz

faucet / stainless

artisan coffee

latte cups

15 min glass

oven mitt

burr coffee grinder

french press

dutch oven set

wood scrub brush

cutting boards

counter height barstools

rug / inspired by existing vintage carpet

DESIGN PROPOSAL //

kitchen fixtures + finishes + smallwares

RESTROOMS // EASE OF USE + STORAGE

a shower head for peter dinklage and no where to hang my towel

The restrooms on Level 1 and 2 showcase the same retro vanity cabinetry which compliments the pine panelling throughout the home.

Each is well supplied with fresh towels and plenty of toiletry supplies.

Shower head placement is quite low at about 5' AFF which requires anyone 5' or taller to duck down to wash their hair. The shower stalls are also quite small with little room to easily place toiletries in the shower, shelves or ledges are lacking and elbow room non-existant.

The base foot print for each restroom, though small can easily accommodate an improved bathing experience on a number of levels.

LEVEL 1
- Reconfigure restroom layout
- Replace shower with full tub shower combination
- Update all fixtures
- New vanity
- Add shelving + towel hooks

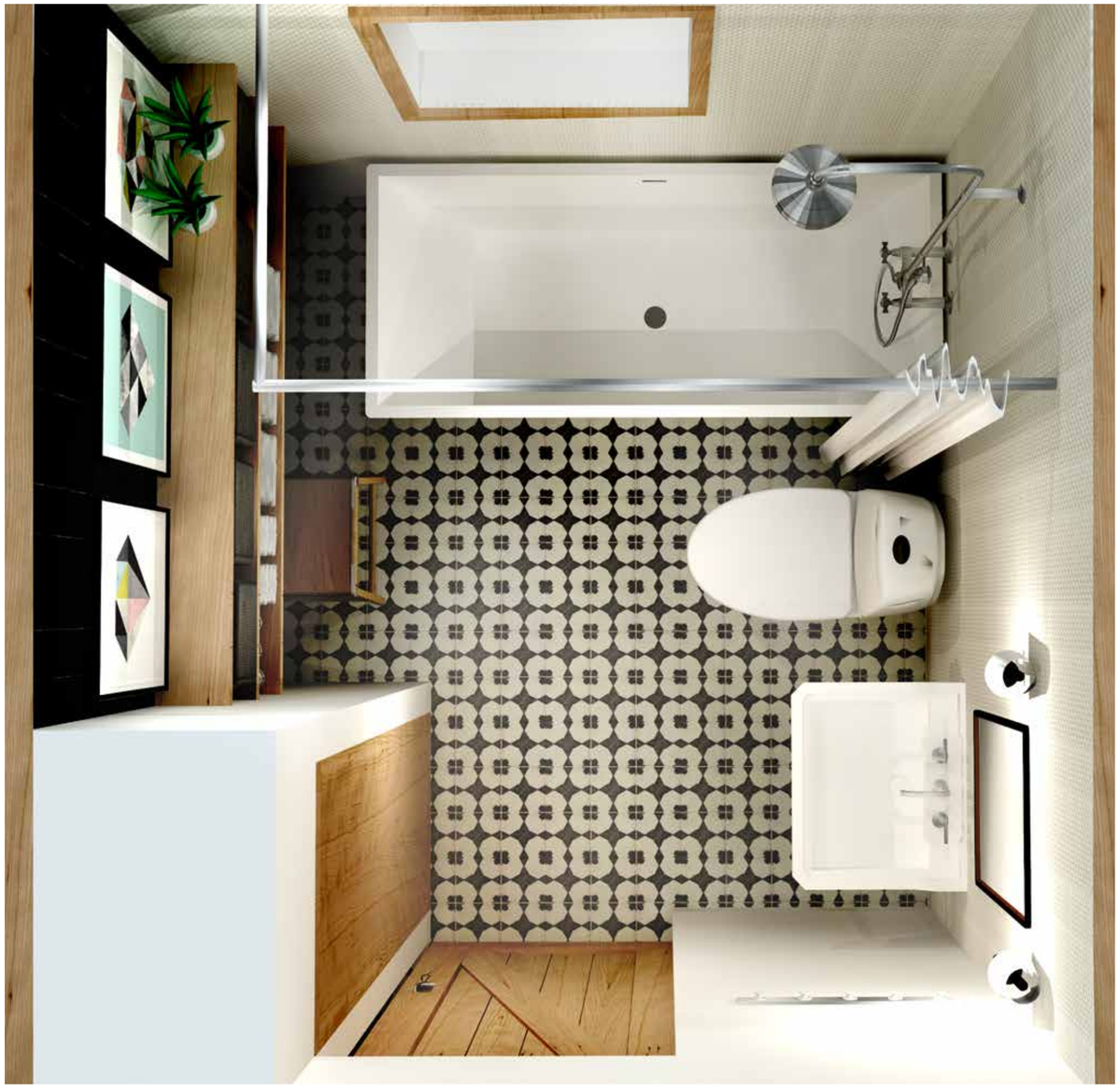
LEVEL 2
- Remove pony wall
- Replace shower
- Update all fixtures
- Replace flooring

level 1 laundry

level 2 restroom

level 2 shower

RESTROOM RENOVATION
RENDERED VIEW



DESIGN PROPOSAL //

restroom level 1 renovation
fixtures + finishes

pine barn door

black mirror

black sconce

stainless faucet

pine floating shelves

stainless towel rack

console sink

stainless shower mixer

free standng tub

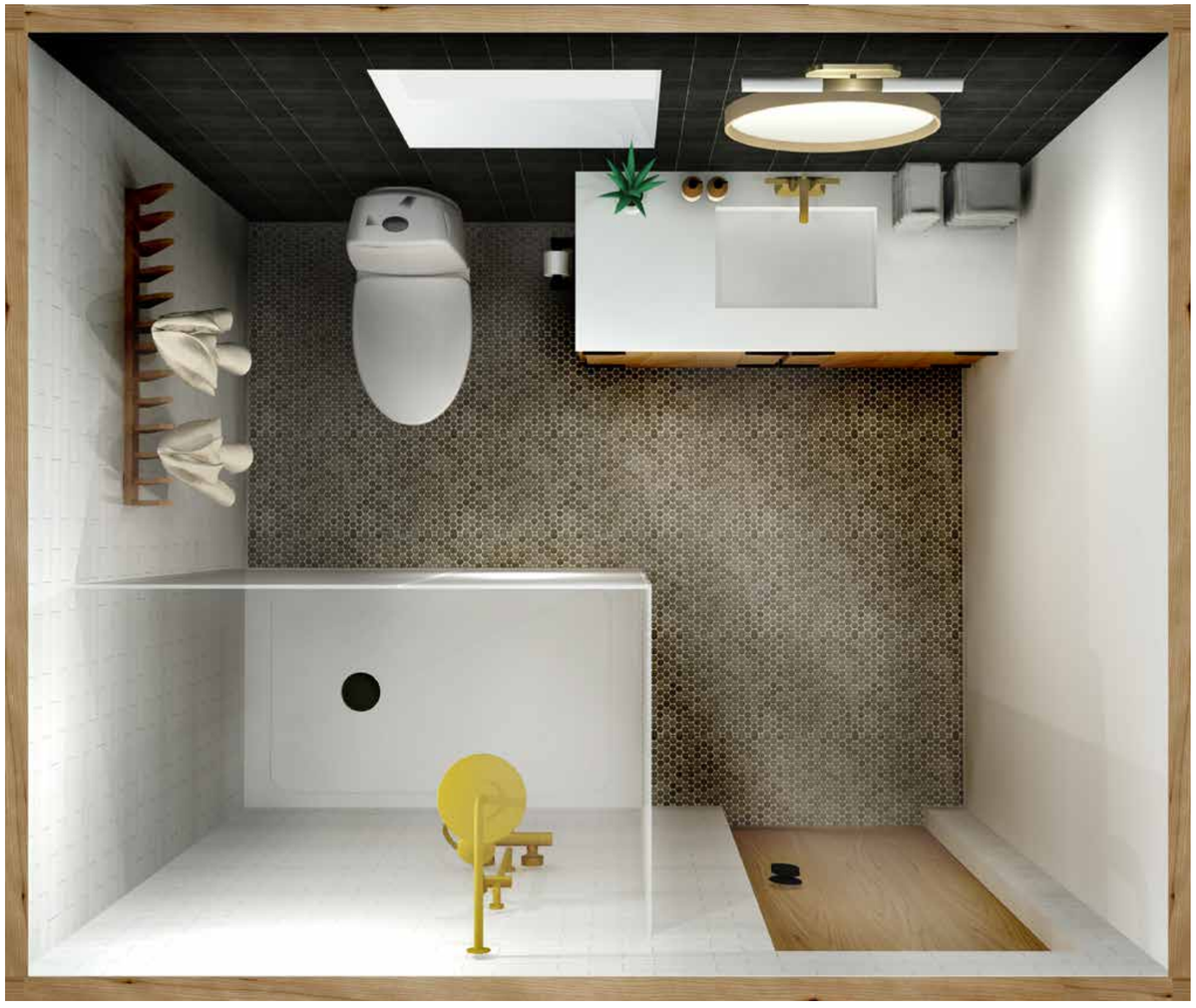
fine cotton towels

patterned floor tile

texture wall tile

accent wall tile

RESTROOM RENOVATION
RENDERED VIEW



DESIGN PROPOSAL //

restroom level 2 renovation
fixtures, finishes + self care

pine towel rack

brass linear light

fine cotton towels

brass mirror

shower kit

sink + counter

shower mixer

sink faucet

patterned floor tile

texture wall tile

accent wall tile

design concept

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