



**ORU  
HUB  
HOTEL**

***What is a  
Hub Hotel?***

**Hub Hotel** is a new hotel experience for business and leisure travellers that wish to enjoy their stay.

Hub Hotel **is a hybrid hotel that mixes private rooms and a unique co-area** on the first floor – place to work, mingle or simply hang out.

***What's the big  
deal?***



***The project to revitalise Oru*** encompassed the design of a brand, interior environment, service touch-points and business, which was re-designed through a new service concept.

The whole project ***was built on trust and belief*** that if a new concept like this is executed perfectly, by everyone involved, we can create something that is thought out and on point to the last detail.

The result has already given Oru Hub Hotel an extra star ***and made it a four star hub-hotel.***

**\*\*\*\*\***

# Oru Hub Hotel

*what's the difference?*

*Fresher and easier  
than **Airbnb**.*

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*More active and fancier  
than a **co-working  
space**.*

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*A century ahead of  
the **old Oru hotel**.*

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*More personal and  
thought out than a  
**regular hotel**.*

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*The  
challenge.*

# ***Challenge***

Oru Hub Hotel came to us with the desire to re-brand and restructure their business to greet new travellers and a different market from their usual business clients. As a hotel located outside the city centre, they have experienced the impact of the increased competition and saturation of the hospitality market in Tallinn and knew it was a time for a refresh. Our challenge was to create a meaningful new service for them that allowed them to connect their offer to real users and expand their pool of guests to a wider audience.

# ***Method***

To do that, we had to implement all design disciplines and then make sure that everyone involved would share the vision so clearly that they would not just do the work we ask them, but add to the concept and care about even the smallest details. We also needed to accomplish great amount of trust between the client and the agency. This is where we ran our concept through Civitta consulting and data analytics matrix to see if this concept is actually profitable or not. Results were great and assured us that our work is based on real knowledge and facts. Also the clients trust and excitement after that was almost at a 100%.

***The project where  
concept became  
king.***

*Insight, concept, details and looks.*

# Research

*what does the tourist want?*



## ***18 interviews with 20 different people***

We started the process by understanding the needs and behaviour of travellers.

## ***The main source of insights.***

The interviews were structured to understand: the frequency of travels, the purpose of the travels, the behaviour during the travels and the preferences regarding accommodation.

## ***different types of user profiles***

We detected different types of user profiles: business traveller, practical traveller, leisure traveller, adventure traveller and “busileisure” traveller.



# *Insight*

*what does the tourist want?*

## **1.** *more than business*

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Interviewees reported that while the majority of trips undertaken within the year were for business, they also tried to take time to enjoy the place they were visiting.

## **4.** *be social*

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Social networks played an important role for younger travellers in finding accommodation.

## **2.** *positivity is the key*

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The best travel experiences were made up of 3 components: positive surprises + unique locations + positive social interactions.

## **5.** *good food > good mood*

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Interviewees reported having specific dietary preferences and reported having difficulties finding places that would consider them in the menu.

## **3.** *fake is fake*

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While hotels were perceived as safe and reliable accommodation spaces, they were also perceived as unauthentic, staged and not intimate nor social. Interviewees wanted an authentic and memorable experiences for their travels, something they reported being able to experience due to the chosen accommodation.

These five insights were used as the base to create Oru's new concept.



# ORU HUB HOTEL

*Oru Hub concept was born to address the “busileisure” traveller: the people who travel for leisure and work simultaneously. Whether you come to Tallinn for work, but want to enjoy the city on the side, or you come to enjoy and want to do some work, Oru Hub has you covered.*

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# ***Visual concept***

The visual concept was based on one point. Yes. Literally on “one point”.

This inspired the design of our new logo, interior, web, marketing materials and Oru bistro. Anywhere you look, you can always find a point.







WE  
ALREADY  
LOVE  
YOU.

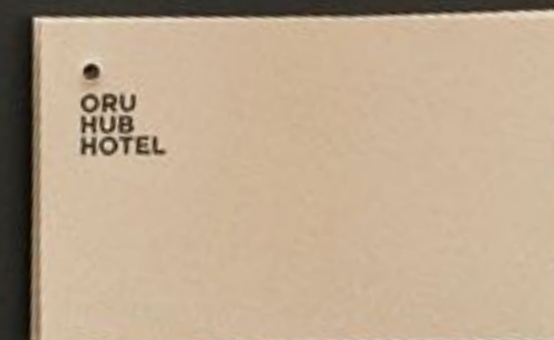
●  
ORU  
HUB  
HOTEL



201-224  
Vierkuba  
DIY room



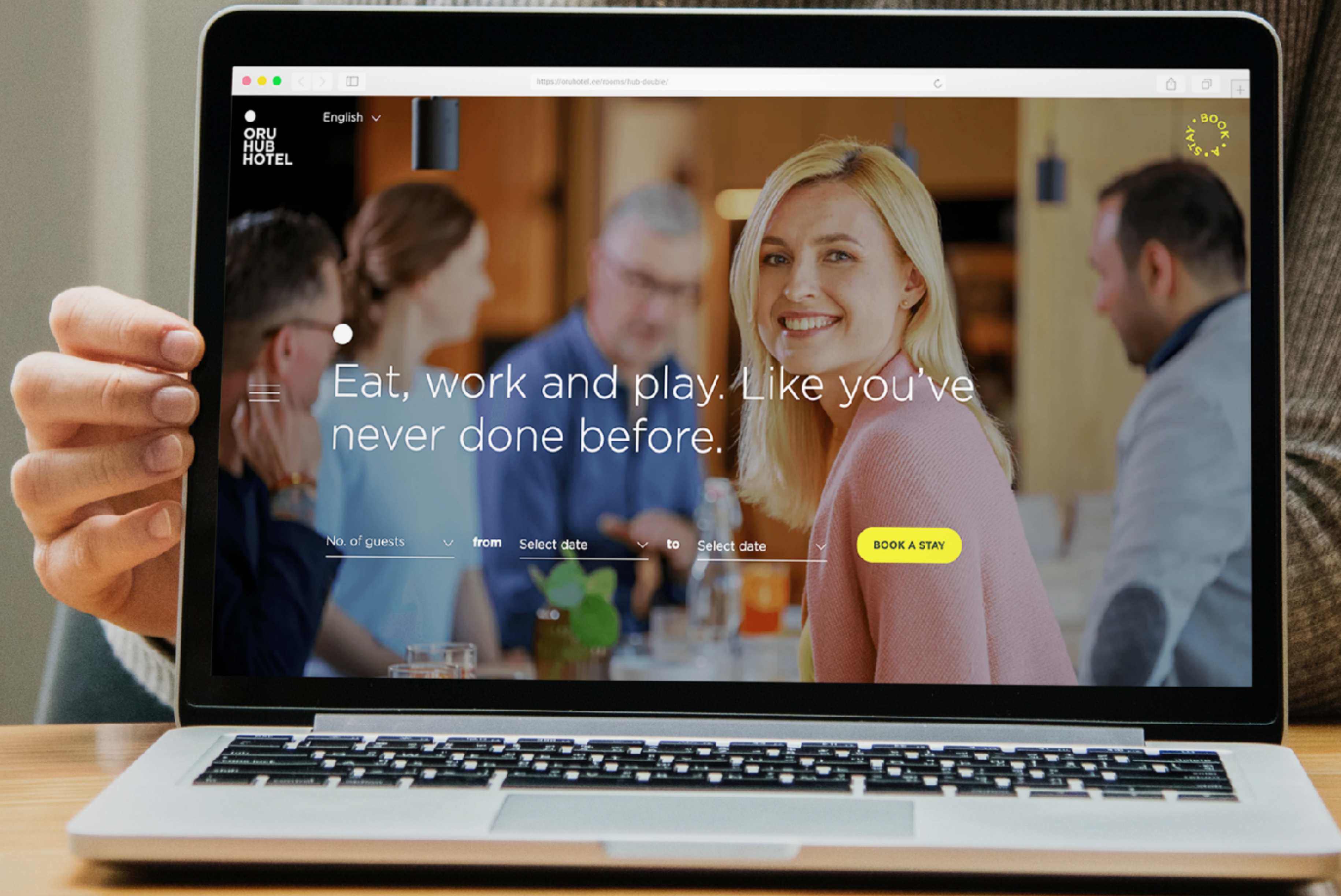




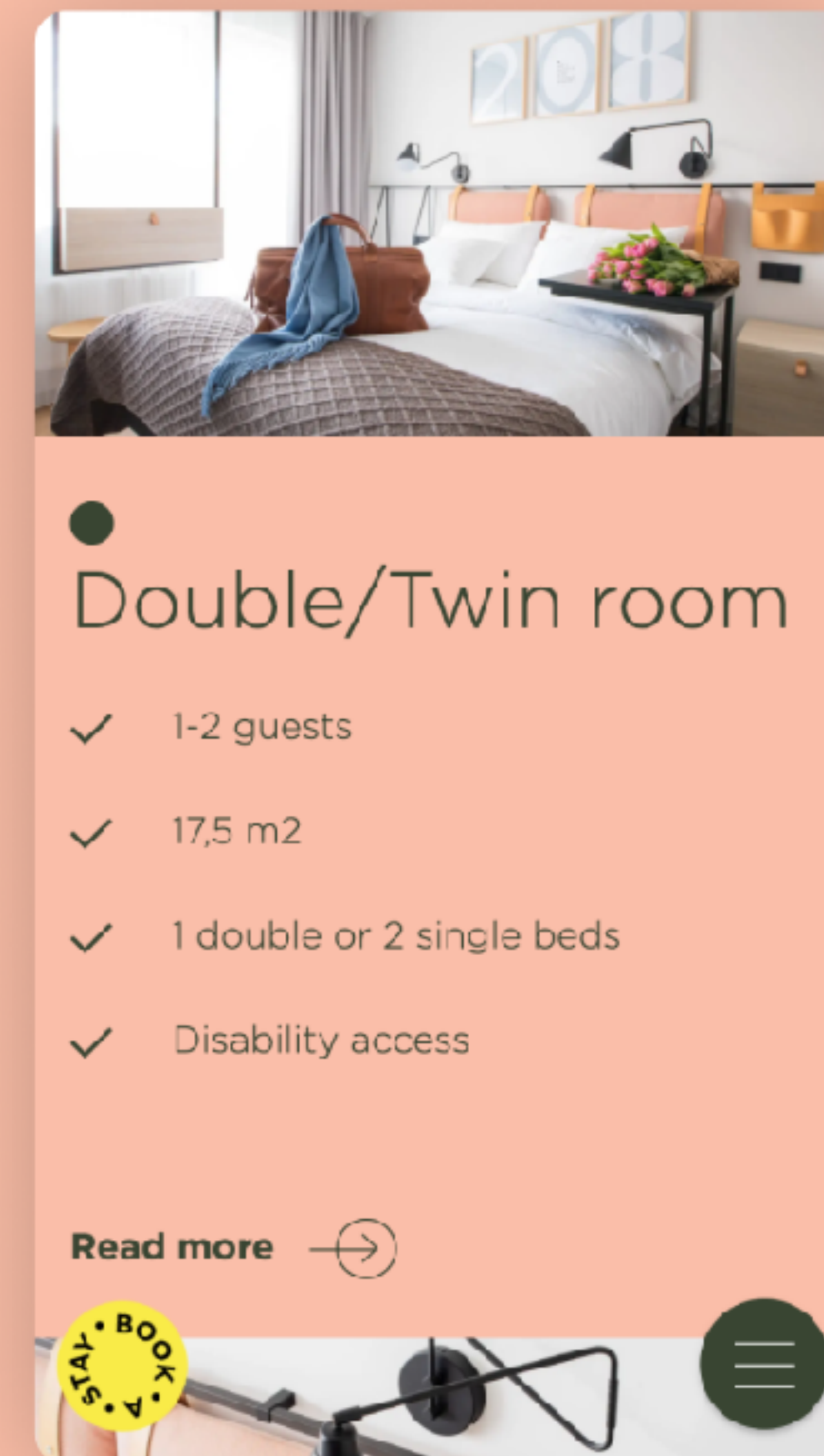
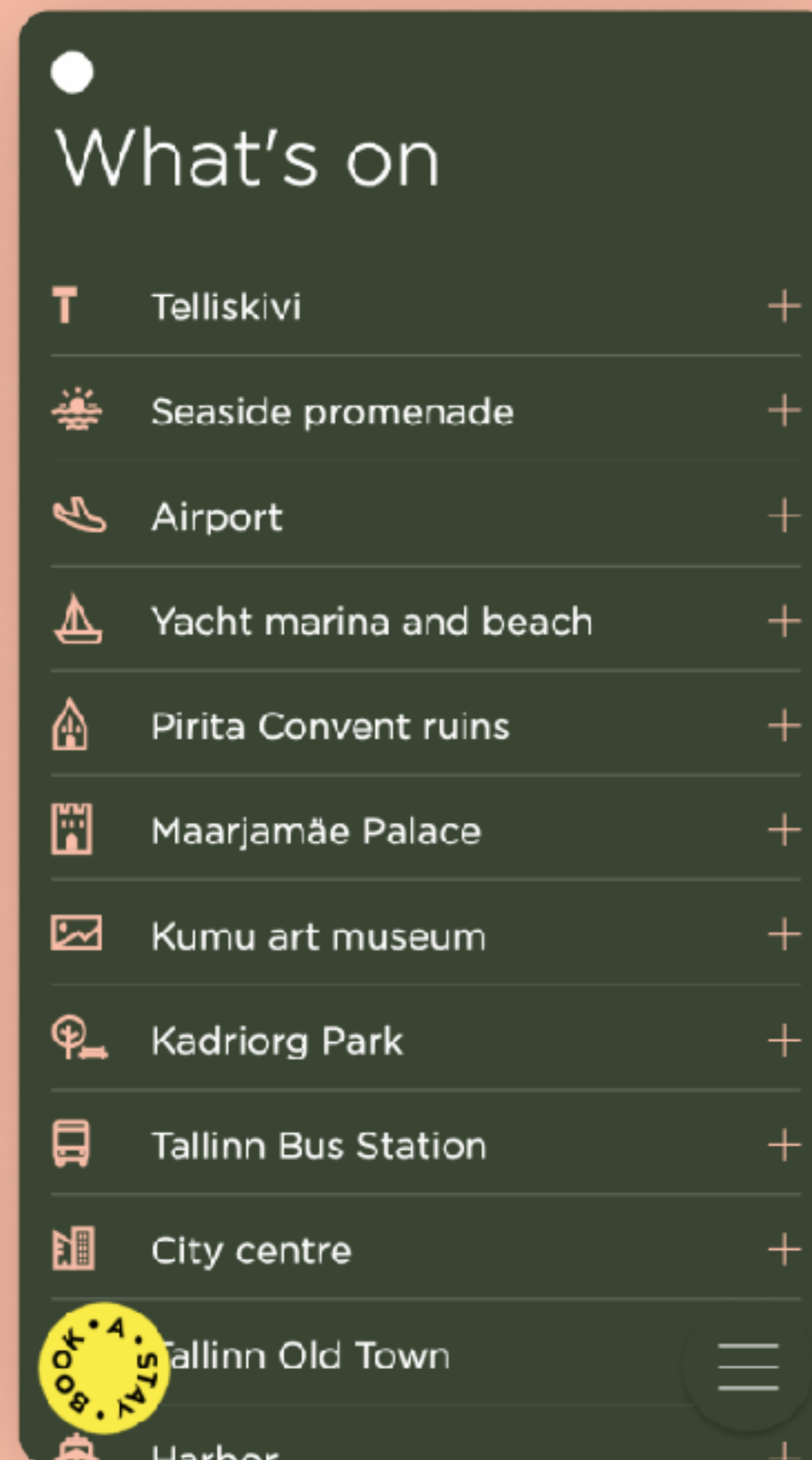
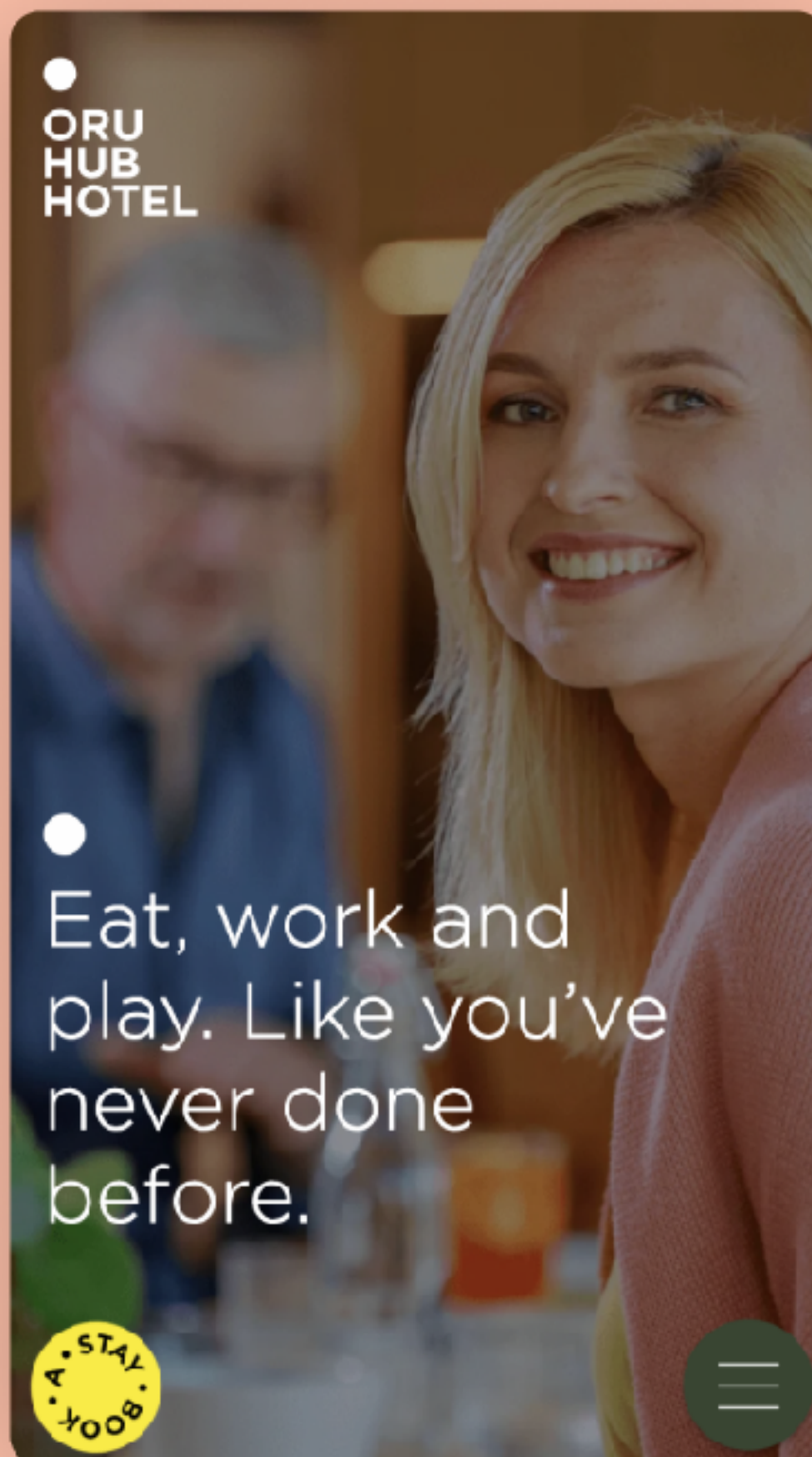












# *Oru Bistro*

Oru Bistro had fun with the main concept and created Estonias nr 1. meatball bistro.

In addition to the round-shaped food, they also stand by the idea of enjoying your food with friends and family so you can order different dishes and pass them around for everyone to enjoy.

**BI  
ST  
RO** The logo for Oru Hub Hotel, featuring a dark green circle with the text "ORU HUB HOTEL" in white, stacked vertically.







VALI PALLIKESED  
CHOOSE MEAT-,  
FISH- OR VEGANBALLS  
7.50 €

VEGANPALLID (G, L, V) / VEGAN BALLS  
Peet, tatar, sibul, küüslauk, basiilik, maissepärm,  
kikerhernejahu, Chia seemed  
Beetroot, buckwheat, garlic, onion, basil, nutritional yeast,  
chickpea flour, Chia seeds

PÕRSAPALLID (G, L) / PORK BALLS  
Põrsa kassakarbonaad, sibul, küüslauk, Petersell, kanatärend  
Pork neck, onion, garlic, parsley, chicken jelly

KANAPALLID / CHICKEN BALLS  
Kanaliik, kanakints, fenikol, apelsin, salvei, küüslauk, konfit  
Chicken fillet, chicken thigh, fennel, orange, sage, garlic  
confit

RÕÕBA / FISH BALLS  
Ahven, küüslauk, vareseller, tüümian, sidrun  
Perch, garlic, celery, thyme, lemon

PÄEVA SAAK / CATCH OF THE DAY  
Luba ma räägin sulle sellest!  
Let me tell you about it!

LEIA OMA  
LEMMIK KASTE  
FIND YOUR  
FAVOURITE SAUCE  
0.00 €

1 kaste tuleb pallidega kaasa, ekstra kaste 1.00€  
1 sauce is included, extra sauce 1.00€

ORUKAS e. MAJAKASTE (G)  
HOUSE SAUCE (G)

CHEESUS e. JUUSTUKASTE  
CHEESE SAUCE

TOMATOTOMAHTO e. TOMATIKASTE (L, G)  
TOMATO SAUCE (L, G)

WHAAT? e. VADAKUKASTE TILLIÖLIGA (G)  
WHEY SAUCE WITH DILL OIL (G)

AVOKAADO PESTO (L, G, V)  
AVOCADO PESTO (L, G, V)

VALI PALLIDELE  
KASTE JA LISANDID  
CHOOSE YOUR  
SAUCE AND SIDES  
FOR THE BALLS

ORU  
HUB  
HOTEL

LASTEKAS  
KID'S

PALLIKE / BALLS  
NOTSUPALLID / PIGGIE BALLS / 2.50€  
KANAPALLID / CHICKEN BALLS / 2.50€  
KALAPALLID / FISHY BALLS / 2.50€

LISANDID / SIDES  
COLESLAW / 1€  
KURK JA TOMAT / CUCUMBER AND TOMATO / 1€  
KARTULIPUREE / POTATO PUREE / 2€  
FRIIKAD / FRIES / 2€  
PASTA / 2€

KASTMED / SAUCES  
JUUSTUKASTE / CHEESE SAUCE / 0€  
TOMATIKASTE / TOMATO SAUCE / 0€  
ORU KETSUP / ORU KETCHUP / 0€

1 kaste tuleb pallidega kaasa, ekstra kaste 1.00€  
1 sauce is included, extra sauce 1.00€

ORUKAS e. MAJAKASTE (G)  
HOUSE SAUCE (G)

CHEESUS e. JUUSTUKASTE  
CHEESE SAUCE

TOMATOTOMAHTO e. TOMATIKASTE (L, G)  
TOMATO SAUCE (L, G)

WHAAT? e. VADAKUKASTE TILLIÖLIGA (G)  
WHEY SAUCE WITH DILL OIL (G)

AVOKAADO PESTO (L, G, V)  
AVOCADO PESTO (L, G, V)

ORU  
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# Oru Hub

The concept of a “hub” is to feel that there are no clients. Only guests that are welcomed and enjoy your home like you do.

That is why Oru staff doesn't hide behind the walls and designated “staff only” areas. We eat lunch with you and our staff does not have a client > staff mindset. You are our guest and we really love that you are here.





# Oru Hub

We wanted to create a hub that, people would actually use and enjoy, so we went to Rahva Raamat and hand-picked a fine collection of really good books and modern board games for the hub. You know, the books that we actually want to read and games we enjoy playing as adults.

We also knew that our quests like to work in their living room, so we created a comfortable co-working space for him and his friends.

Mr. Busileisure also likes to make witty jokes, so we added a fine amount on irony and edge to all the signs, cards, posters and notes like >









# Oru Hotel

When we designed the hotel part of Oru, we focused on fixing every annoying and uncomfortable convention that hotels usually have. So we analysed the user experience of a regular hotel to every detail and set out to design a collection of rooms that make you feel that you are actually in someone's home.

The shampoo doesn't itch and the water is actually filtered, drinkable and free in order to reduce the use of plastic bottles. We reuse as much as possible and ask you do not throw your towel on the ground when it's just wet. All the furniture is custom designed and built by local Estonian designers. Then tested and improved until perfection was achieved.













# ***Make you feel @home***

In addition to awesome user-experience we also added beautiful posters with room information and the number of the room to the wall. Inside the number we created a story for each number, because everything you display in your home have a story to tell. And so does Oru.







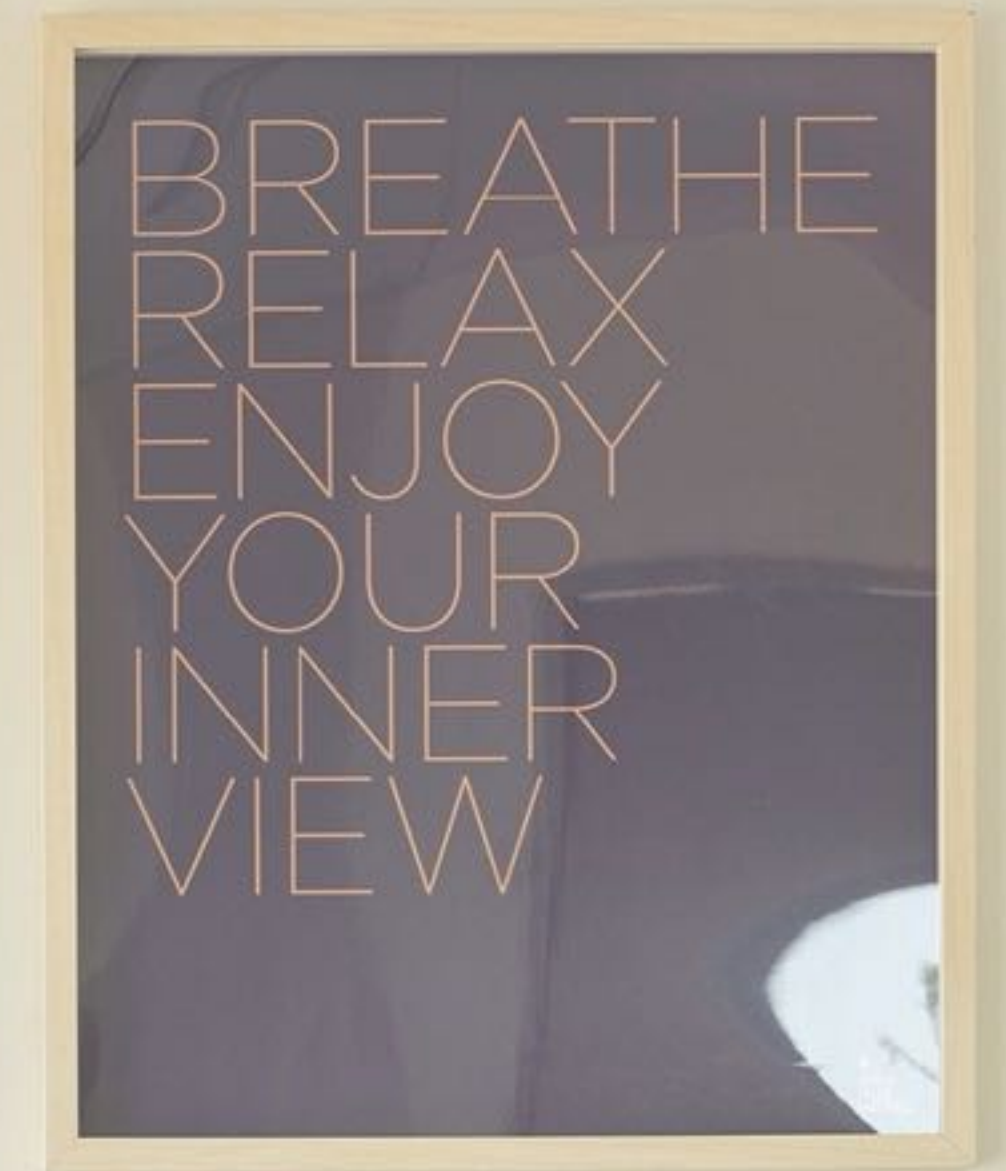
# ***DIY room***

We created Estonias first “DIY room”, where you can re-attach buttons to your shirts, iron your clothes, wrap gifts, weigh your suitcase and so much more. We even have diapers for your baby and a jump starter for your car.



# ***YOGA room***

In order to make you feel even more at home we also designed a Yoga room with all the comforts of a small gym. Just connect your phone to the speakers and go full zen.







## ***Details-details-details***

After the big stuff we went into details and started to redesign every small thing we could find. As an example the door hangers were redesigned and tested multiple times in order to fix the problem of them always falling off the handle. All the signage on the walls are as minimal as possible to avoid the feel of a hotel and maximise the feel of a home.

We are **proud** to say **that this project** truly re-designed not just the rooms, but also the mindset of the staff, the owners and partners that we met along the way.

It **showed us** how a strong concept and **empathy-first design can create something awesome.**



**ORU  
HUB  
HOTEL**



# Team

**Main concept and execution:** Kristian Kirsfeldt, Kadri Ann Mikiver, Mart Lankots (Velvet)

**Service Design:** Sofia Vega Anza (Velvet)

**Web design and development:** Kreet Käärma, Raik Ilves, Merili Palmkroon, Rainer Kull (Velvet)

**Branding:** Kristian Kirsfeldt, Siim Tikk (Velvet)

**Interior graphics, signage and print materials:** Kristian Kirsfeldt, Siim Tikk (Velvet)

**Production and supervision:** Alan Reiss, Mart Lankots (Velvet)

**Interior design:** Kätlin Ölluk ja Aet Kiivet , Kristin Boginski (Nobe Design)

**Bistro and service concept:** Edith Mihkelson (Skillmill)

**PR:** Maarja Karmin, Helin Naska (Meta Advisory)

**Feasibility study:** Liisi Kruusimaa, Ander Ojandu (Civitta)

**Copywriting:** Joonas Veelmaa, Oksana Bondar, Jason Mario Dydynski

**Photographers:** Ken Oja, Tõnu Tunnel

**Construction:** Kalmer Rookman ( Medeo )

**Construction supervision:** Veiko Krautman (Conum OÜ)

**Oru Hub Hotel:** Kristel Mäenurm, Igor Bernovski, Siret Dudajeva, Aleksanda Potapenko, Ott Uude