

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	NM2023TMID10906
Project Name	INDIAN FOOD EDA
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1


Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

BRAINSTORM

Gathering ideas from the team members to get new insights to solve the problem on **Radisson hotels**

10 minutes

VIVEK KUMAR

- Be proactive in your hotel services.
- Highlighting the technologies to improve guest Experience.
- Order of service that the guest have to be received and done that speed of work.
- Need to offer more services to increase the value chain of the product.
- The hotels should identify the root cause of the problem.
- Minimize the quality of the food and supply the food on time.

MD AJBULLAH MANSURI

- Increase customer satisfaction by providing all services.
- Staff should be well trained and well equipped.
- Need to offer more services to increase the value chain of the product.
- Personalize the guest experience.

RAVIRANJAN KUMAR

- Provide additional services to the guest.
- Offer a wide range of services to the guest.
- Provide a wide range of services to the guest.
- Offer a wide range of services to the guest.
- Provide a wide range of services to the guest.
- Offer a wide range of services to the guest.

AZHARUD DIN ANSARI

- Provide additional services to the guest.
- Offer a wide range of services to the guest.
- Provide a wide range of services to the guest.
- Offer a wide range of services to the guest.
- Provide a wide range of services to the guest.
- Offer a wide range of services to the guest.

GROUP IDEAS

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

15 minutes

TIP
You can use this template and share it with your team to build on the strongest ideas.

FINDING PROBLEM

The hotels need to identify the root cause of the problem.

RADISSON MANAGEMENT

Radisson Management should consider their policy of minimum training and experience of managers.

FREEBIES

Need to offer guests freebies and complimentary services.

HOTEL ROOMS

Rooms should be comfortable in the view of furniture and Bathroom.

FOOD FACILITIES

Maintain the quality of the food and supply the food on time.

HOTEL TECHNOLOGY

Maximizing technology to improve guest experience.

CUSTOMER SERVICE

Handle customer complaints, provide appropriate solutions and alternatives within the time limits.

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

