# Ideation Phase Brainstorm & Idea Prioritization Template

Date	25-september- 2023
Team ID	04C93D061AC5A71A7884B9FAEA1A337E
Project Name	Analysing The Performance & Efficiency of The Radisson Hotels
Maximum Marks	4 Marks

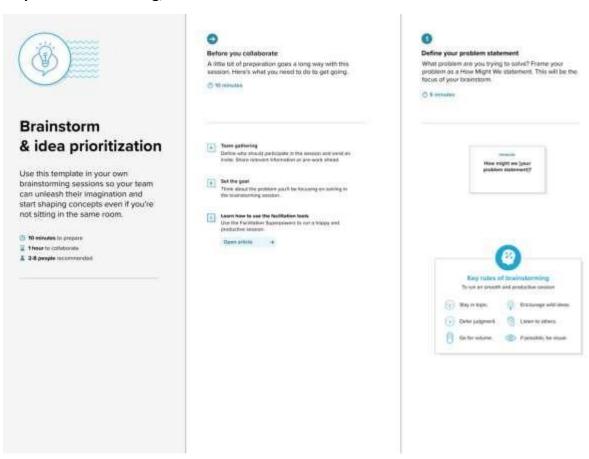
## **Brainstorm & Idea Prioritization Template:**

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: <a href="https://www.mural.co/templates/empathy-map-canvas">https://www.mural.co/templates/empathy-map-canvas</a>

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



## **Problem**

# **PROBLEM**

The hotel industry encompasses a wide array of lodging businesses, from opulent resorts to budget-friendly motels, catering to travelers worldwide. These establishments play a vital role in the tourism and travel sector. Radisson, a longstanding player in the hospitality industry with a century of experience, currently faces challenges in losing market share and revenue in the luxury and business hotel segment due to competitive pressures and managerial shortcomings. To counter this, Radisson's managing director aims to integrate Business and Data Intelligence for improved decision-making. Our mission is to develop an analytics dashboard and narrative that delivers valuable insights to guide enhanced business strategies.

### Step-2: Brainstorm, Idea Listing and Grouping

#### Person 1

#### Person 2

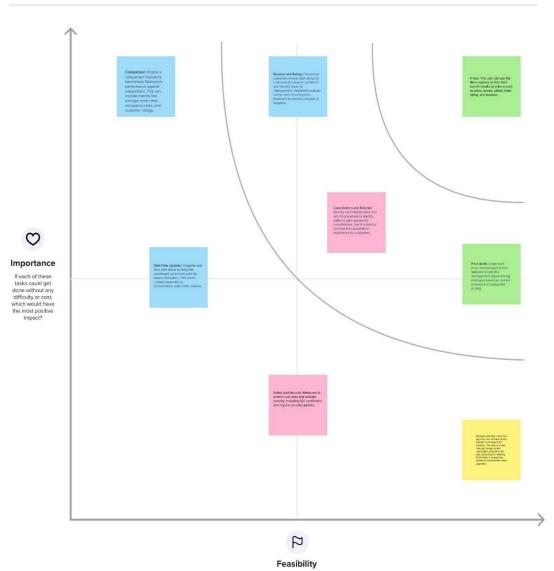
#### Person 3



#### Person 4



# **Step-3: Idea Prioritization**



Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)