

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	25-september- 2023
Team ID	NM2023TMID07231
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: <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  
3-8 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

- Team gathering**  
Define who should participate in this session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- 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

How might we [your problem statement]?

#### Key rules of brainstorming

To run an smooth and productive session

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

## 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

**Comparison:** Enable a comparison feature to benchmark Radisson's performance against competitors. This can include metrics like average room rates, occupancy rates, and customer ratings.

**Real-Time Updates:** Integrate real-time data feeds to keep the dashboard up-to-date with the latest information. This could include reservations, cancellations, and online reviews.

**Reviews and Ratings:** Showcase customer reviews and ratings to understand customer sentiment and identify areas for improvement. Sentiment analysis can be used to categorize feedback as positive, neutral, or negative.

#### Person 2

**Search:** Implement search and filter options to allow users to drill down into specific data. Users can filter data by location, time period, customer segment, or any relevant category.

**Customer Support:** Include a section for customer support data. This could track the number of support requests, response times, and resolution rates. Integrate online feedback tools and analyze responses to understand guest needs and areas for improvement.

**Manage bookings:** Users can log in to their account on the website to manage their booking. This might include making changes to the reservation, extending the stay, canceling the booking if allowed, or requesting additional services like room upgrades.

#### Person 3

**Accessibility:** Radisson seeks to recover lost market share and revenue in luxury/business hotels by displaying Business and Data Intelligence through an analytics dashboard.

**Cancellations and Refunds:** Monitor cancellation rates and refund processes to identify patterns and reasons for cancellations. Use this data to improve the cancellation experience for customers.

**Safety and Security:** Measures to protect user data and website security, including SSL certificates and regular security updates.

#### Person 4

**Filters:** The user can use the filters options to filter their search results by criteria such as price, trends, dates, hotel rating, and location.

**Price Alerts:** Implement price monitoring and alert features to help the management adjust pricing strategies based on market demand and competitor pricing.

**Customization options:** Empower users to tailor their experience, from room selection to personal preferences, ensuring a more personalized and satisfying stay.

### Step-3: Idea Prioritization

