Ideation Phase Brainstorm & Idea Prioritization Template

Date	30.09.2023	
Team ID	NM2023TMID06074	
Project Name	Analysing the Performance and Efficiency of the	
	Radisson Hotels using Data Visualization	
	Techniques using IBM COGNOS	
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.

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



Step-2: Brainstorm, Idea Listing and Grouping

Identify the problem and define it	Collect ideas on how to cause the problem or how to make it worse	Reverse the collected ideas	ldentify solutions to the original problem
 Problem: The hotel is not consistently fully booked, resulting in reduced revenue and profitability. Definition: The occupancy rate is consistently below industry benchmarks, leading to revenue and financial challenges. 	Elevate the guest experience Improve customer service standards Enhance guest satisfaction Elevate service deliver	Assessment and Analysis Identify Key Issues Data and Feedback Develop a Turnaround Plan	Low Occupancy Rates Declining Customer Satisfaction Operational Inefficiencies Aging Facilities High Employee Turnover