

RADISSION HOTEL FOR DATA VISUALISATION TECHNIQUES

INTRODUCTION

OVERVIEW:

Radisson Hotels is an international hotel chain headquartered in the United States. A division of the Radisson Hotel Group, it operates the brands Radisson Blu, Radisson Red, Radisson Collection, Country Inn & Suites, and Park Inn by Radisson, among others.

PURPOSE:

In 1907, Edna Dickerson came to Minneapolis, Minnesota, from Chicago to collect a substantial inheritance. Local business leaders persuaded her to build a hotel in the city, with Dickerson investing \$1.5 million in the construction of the first Radisson hotel.

PROBLEM DIFINATION AND DISIGHN THINKING:

EMPATHY MAP:

The screenshot displays the Adobe Acrobat Reader interface with a document titled 'Untitled_2023-04-19-10-07-02.pdf'. The main content area shows an 'Empathy map' for Radisson Hotels. The map is a central diagram with various colored boxes containing text about user needs and pain points. The interface includes a sidebar with 'Empathy map' instructions, a top toolbar, and a right sidebar with 'Export PDF' and 'Edit PDF' options.

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your user's experience and mindset.

Build empathy

The information you will have should be representative of the information and research you've done about your user.

How

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What

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Why

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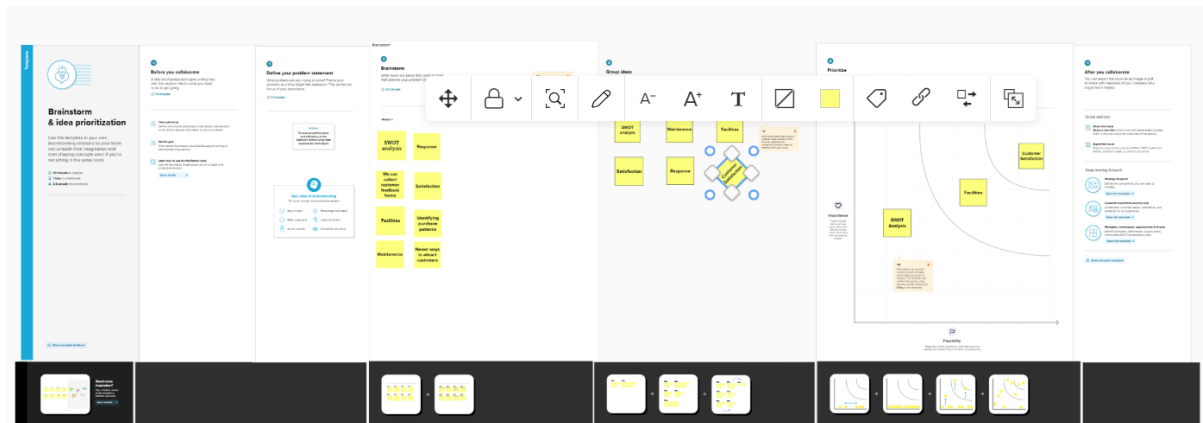
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IDEATION AND BRAINSTORMING MA



ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:

- Some hotel advantages over Airbnb properties include easier reservation process, perceived safety and quality, consistent product, and hotel loyalty programs.
- People who prefer hotels over vacation rentals like the familiarity of hotels, not being surprised, and those almighty travel points.
- As an independent travel consumer advocate, I am not loyal to any one supplier or way of doing things. As a travel consumer, I seek value, convenience, and fun.

DISADVANTAGES:

- When staying in a hotel, you might have to share a bathroom with other guests depending on the hotel or destination.
- If you value your privacy, this might not be the best option for you.
- Sometimes I prefer hotels over Airbnbs but other times I prefer Airbnbs over hotels. I cover both sides.

APPLICATIONS:

- With a variety of positions available in the hospitality industry, Radisson seeks to fill jobs such as front desk attendants,

housekeepers, door attendants, concierge, and other various restaurant roles and maintenance positions.

- Entry-level worker must only meet general hiring requirements, such as standing at least 18 years of age and in possession of high school diplomas. Previous experience remains beneficial but not specifically required for most entry-level positions.
- Applicants should exhibit team-oriented attitudes, flexible scheduling options, and excellent customer-service skills.
- Career-minded individuals, especially ones with decisive natures, innate leadership skills, and desires to work in the hospitality industry, should seek to join the Radisson management team
- hotel chain offers numerous opportunities as supervisors, as employees newer to the management field may work as department supervisors, such as front desk supervisor, housekeeping supervisor, or food and beverage leader.

FUTURESCOPE:

- ✓ The strength of RHG's strategic transformation and development plan has ensured the Group is ready for the rebound and led to remarkable growth with 250 signings worldwide.
- ✓ In EMEA, RHG announced more than 100 hotels in key markets like UK, Italy, the DACH region, North Africa, and Saudi Arabia. Today, Radisson Hotel Group counts over 1,600 hotels worldwide in 120 countries
- ✓ Looking to the future, Radisson Hotel Group has an ambitious growth strategy which aims to have 115,000 rooms in the market in EMEA by 2025.
- ✓ In APAC, the Group is spearheading an exponential growth plan led by expansion in China where the portfolio will grow to 1,000 hotels in operation and under development in the next five years together with Jin Jiang.

APPENDIEX:

ANALYSING THE PERFORMANCE AND EFFICIENCY OF THE RADISSION HOTEL FOR DATA VISUALISATION TECHNIQUES.

