Introduction:

Overview:

➢ Radisson hotel is an international chain of upscale Hotel.It has roots dating back to the opening of the Royal Hotel in Denmark in 1960

➢ Radisson hotel is the world's first designer hotel.It is known for its creative hospitality and innovative spirit

Purpose:

➢ At Radisson Hotel they strive to be the first choice in the mind of guests ,owners and talent

➢ The Radisson Hotels are more comfortable and relaxing

➢ They mainly concentrates on satisfaction of each individual guests

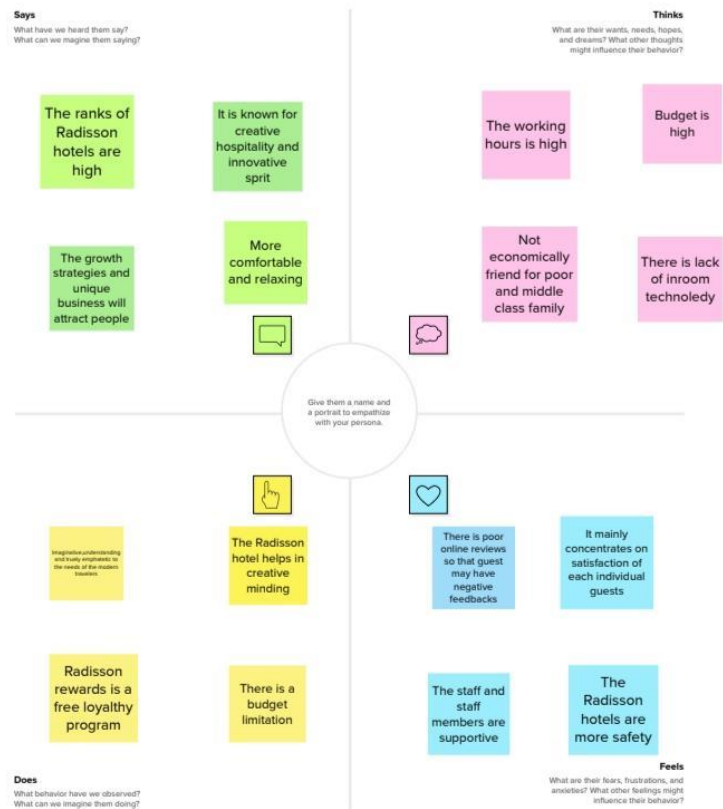## *PROBLEM DEFINITION AND DESIGN THINKING:*

➢ *Empathy:*

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 users' experience and mindset.

Share template feedback

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says
What have we heard them say?
What can we imagine them saying?

- The ranks of Radisson hotels are high
- It is known for creative hospitality and innovative sprit
- The growth strategies and unique business will attract people
- More comfortable and relaxing

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

- The working hours is high
- Budget is high
- Not economically friend for poor and middle class family
- There is lack of inroom technoledy

Give them a name and a portrait to empathize with your persona.

Does
What behavior have we observed?
What can we imagine them doing?

- Imaginative understanding and truely emphatetic to the needs of the modern travelers
- The Radisson hotel helps in creative minding
- Radisson rewards is a free loyalthy program
- There is a budget limitation

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

- There is poor online reviews so that guest may have negative feedbacks
- It mainly concentrates on satisfaction of each individual guests
- The staff and staff members are supportive
- The Radisson hotels are more safety

Need some inspiration?
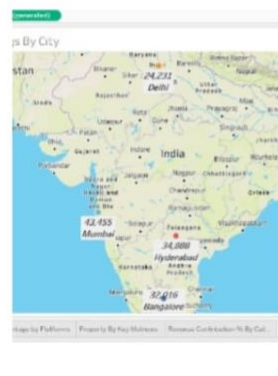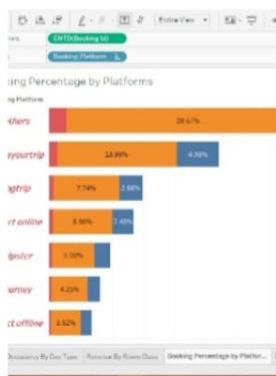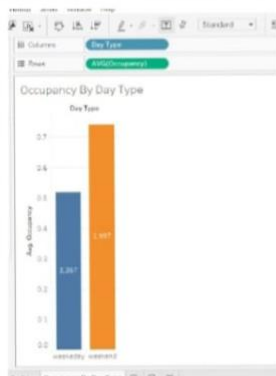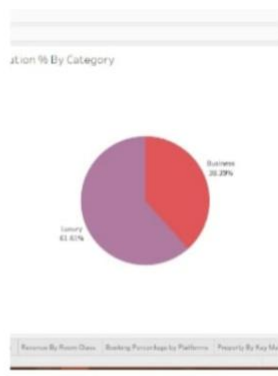See a finished version of this template to kickstart your work.

Open example →

Ideation and Brainstorming map:
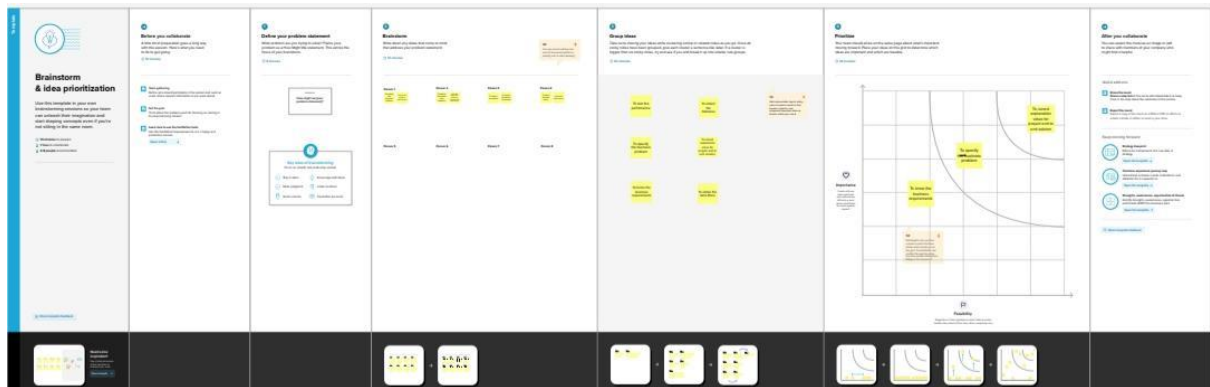
RESULT:

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

➢ Visualized Data is processed faster

➢ Data Visualization dashboards support visual learners

➢ Data Visualization increases productivity and sales

➢ Examine previous booking patterns to help increase future company rates

➢ Compare pricing with competitors to develop an effective pricing strategy

➢ Analyze guest spending behavior to identify your most profitable segments

DISADVATAGES :

- Roots on the street side are quite noisy,there are aften long queues waiting to check-in order

- Radisson Hotels are overpriced

- There is lack of in-room technology

- Not economically friend for poor and middle class family

- There is poor online reviews so that guests may have negative feedback

APPLICATIONS:

- To provide the best service and a flawless experience to customers from start to finish

- Provide best quality of service to increase guests satisfaction

- Best quality of food

- Reasonable price

- Provide room service facility

CONCLUSION:

➢ Radisson hotel group is a name synonymous with creative hospitality and innovative spirit.

FUTURE SCOPE:

➢ Radisson plants to add too Hotels into by 2025:CEO pedrice Gonzalez

➢ The authentication has been provided by the science based tangents initialize (SBTI) a partnership Between experts such as CDpand united nations global compactwhich drives ambitions climate action in business