

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 October 2023
NM Team ID	B910454B661E3859B93483FA1A091BCD
Project Name	Analysing The Performance & 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 number 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.

Analysing The Performance & Efficiency of The Radisson Hotels:

1. Define Your Problem Statement:

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

PROBLEM

How might we [Solve
Analysing The Performance
& Efficiency Of The
Radisson Hotels?

2. Brainstorm:

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

Yamuna P :

Guest
feedback
analysis

Operational
efficiency
audit

Cost-benefit
analysis of
technology

Competitor
benchmarking

Varsha K :

Staff training
and
performance
evaluation

Sustainability
assessment

Occupancy
and revenue
analysis

Customer
segmentation

Swathy Priya M :

Mystery
shopper
program

Supply chain
and vendor
evaluation

Quality
assurance
inspections

Data
analytics for
marketing

Sadhana P :

Employee
satisfaction
surveys

Technology
integration
assessment

Energy
efficiency
audit

COVID-19
safety and
health
protocol
analysis.

3. Group Ideas:

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes



4. Prioritize:

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

