

Ideation Phase

Empathize & Discover

Date	20 October 2023
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Project Name	Analysing The Performance & Efficiency of The Radisson Hotels Using Data Visualization Techniques Using IBM COGNOS
Maximum Marks	4 Marks

Empathy Map:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it.

The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Analysing The Performance & Efficiency of The Radisson Hotels

Says

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

Guests may be saying they expect a seamless and comfortable stay.

Management might be saying they want to improve guest satisfaction and operational efficiency.

Staff may express concerns about meeting high service standards.

Shareholders may express expectations for a good return on investment.



Thinks

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

Guests may be thinking about their travel needs, such as comfort and convenience.

Management may be thinking about ways to optimize processes and cut costs.

Staff might be thinking about how to provide excellent service.

Shareholders may be thinking about the financial performance of the hotels.



user



Guests are booking rooms, checking in, enjoying hotel amenities, and providing feedback.

Management is monitoring guest satisfaction data, managing operations, and setting strategic goals.

Staff is providing services, maintaining the facility, and attending to guest needs.

Shareholders are reviewing financial reports and making investment decisions.



Guests may feel excited, stressed, or relaxed during their stay.

Management might be feeling pressure to improve performance and guest satisfaction.

Staff may feel a sense of responsibility to meet guest expectations.

Shareholders may be hearing about the financial performance and ROI.

Does

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

Feels

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