## 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:**

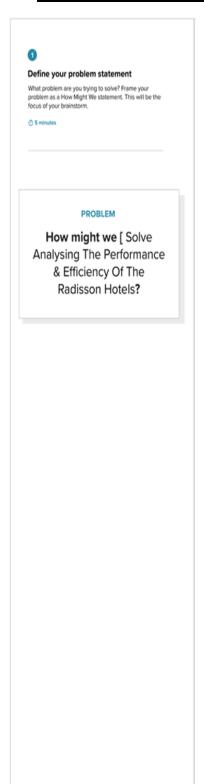
Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving.

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.

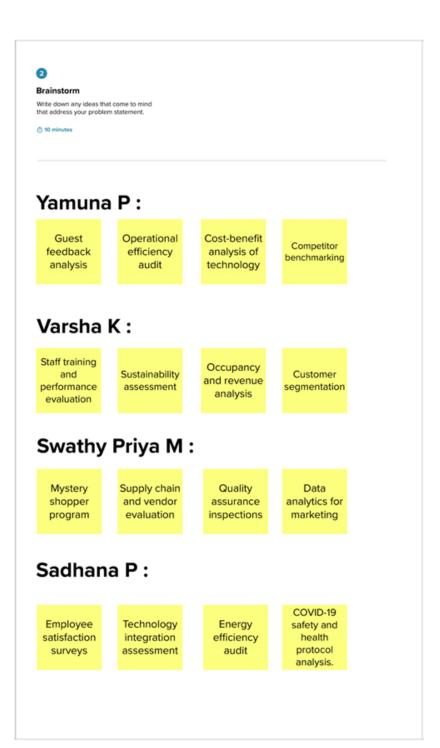
Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

# **Analysing The Performance & Efficiency of The Radisson Hotels:**

## 1. Define Your Problem Statement:



## 2.Brainstorm:



## 3. Group Ideas:



#### **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 and break it up into smaller sub-groups.

20 minutes

Guest Feedback Analysis

# I. Guest Experience Enhancement

Customer Segmentation

Mystery Shopper Program

Operational Efficiency Audit

### II.Operational Efficiency Optimization

Quality Assurance Inspections

Supply Chain and Vendor Evaluation

Sustainability Assessment

## III. Sustainability and Cost Management

Cost-Benefit Analysis of Technology

Energy Efficiency Audit

## 4.Prioritize:

