Phase 1: Problem Understanding & Industry Analysis (Simple)

Goal:

Understand the problem and how to improve guest experience and loyalty.

1. Talk to People (Requirement Gathering)

- Ask guests, staff, and managers about problems and needs.

2. Identify Stakeholders

- Guests, staff, and managers who are affected by the system.

3. Map Current Processes

- Look at booking, check-in, loyalty tracking, feedback.

- Find gaps and issues.

4. List Use Cases

- Examples:

  - Recommend rooms for repeat guests

  - Give automatic upgrades

  - Suggest travel packages

5. Check Existing Tools (AppExchange)

- Look at Salesforce Hospitality Cloud and AI apps.

- See what can be used instead of building from scratch.

Outcome:

- Know the problems, stakeholder needs, current processes, use cases, and tools to use.