

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	18 October 2023
Team ID	Team - 593038
Project Name	ML Model For Occupancy Rates And Demand In The Hospitality Industry
Minimum Marks	5 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming fosters an open and inclusive environment where every team member actively engaged in creative thinking to tackle challenges. While emphasizing quantity over quality, we embraced unconventional ideas and leveraged collective creativity. Participants were encouraged to collaborate, support one another to generate a diverse array of innovative solutions.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

➡

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

1

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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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

🔍

How might we [your problem statement]?

🧠

Key rules of brainstorming

To run an smooth and productive session

➡

Stay in topic.

💡

Encourage wild ideas.

➡

Defer judgment.

👂

Listen to others.

🗣️

Go for volume.

👁️

If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

10 minutes

Person 1

- AI driven systems to adjust room prices in real-time based on demand, occupancy, and market conditions.
- Enhance kitchen efficiency with AI, predicting demand, optimizing preparation and reduction in waste.
- Utilize live language translation for seamless communication with non-native guests.

Person 2

- Deploy AI for eco-friendly practices, monitoring water, energy, and waste.
- AI optimizes hotel amenity pricing according to demand and usage.
- Use AI platforms to boost employee skills, service, and efficiency.

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

1. AI/ML Advancements for Sustainable Practices

- Apply AI/ML for sustainability: reduce waste, save energy, and ethical sourcing.
- Enhance kitchen efficiency with AI, predicting demand, optimizing preparation and reduction in waste.

2. Smart Solutions for Event Space Management and Dynamic Pricing

- Leverage predictive analytics for event space demand forecasting and resource management.
- AI-driven systems to adjust room prices in real-time based on demand, occupancy, and market conditions.

3. Guest Experience: Translation & Feedback Analysis

- Utilize live language translation for seamless communication with non-native guests.
- Apply NLP and sentiment analysis for guest feedback, service improvements.

Step-3: Idea Prioritization

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Tip

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the lower pointer holding the H key on the keyboard.

- AI driven systems to adjust room prices in real-time based on demand, occupancy, and market conditions.
- AI optimizes hotel amenity pricing according to demand and usage.
- Deploy AI for eco-friendly practices, monitoring water, energy, and waste.
- Enhance kitchen efficiency with AI, predicting demand, optimizing preparation and reduction in waste.
- Leverage predictive analytics for event space demand forecasting and resource management.
- Apply AI/ML for sustainability: reduce waste, save energy, and ethical sourcing.
- Utilize live language translation for seamless communication with non-native guests.
- Apply NLP and sentiment analysis for guest feedback, service improvements.