## Ideation Phase

## Empathize & Discover

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

## Empathy Map Canvas :-

An Empathy Map Canvas is a visual tool used in design thinking and user-centered design processes to help teams better understand and empathize with the needs, thoughts, and feelings of their target users or customers. It provides a structured framework for collecting and organizing information about the user's perspective

It's a helpful tool for teams to have a deeper understanding of their users.

Our Empathy Answers the Following Questions:-

1) Who are we empathizing with?
2) What they need to DO?
3) What do they SEE?
4) What do they SAY?
5) What do they DO?
6) What do they HEAR?
7) What do they FEEL and THINK?  ➔ Pain and Gain
8) What other thoughts and feelings might influence their behavior

# Demand And Occupancy Rates In The Hospitality Sector Using Artificial intelligence

Over the last few decades, the demand in hospitality business has skyrocketed but at the same time it has become increasingly complex and competitive, necessitating innovative approaches and technology-driven solutions to meet the evolving needs of guests and stay ahead in the market. Hence, this project works on the above problem by analyzing factors such as revenue maximization, customer satisfaction, cost reduction and adaption to market trends.

**GOAL**

**WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

Adapting to market, data-driven decisions for competitiveness and meeting expectations.

Efficient operations for cost reduction and informed, innovative decision-making.

Hospitality experts aim to optimize hotel operations for revenue maximization.

Allocate resources based on demand, predict occupancy using analytics.

**What do they need to DO?**
What do they need to do differently?
What decision(s) do they need to make?
How will we know they were successful?

Regularly assess profits, customer satisfaction, and cost reduction to refine their approach.

Partner for package discounts and unique experiences.

**What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Rising expectations of guests, including demands for unique experiences, personalized services, and a seamless and contactless stay.

About market trends, occupancy rates, and industry performance

Discusses current industry trends, popularity of eco-friendly lodging, and the emergence of new travel destinations.

how other businesses have managed crises, which can provide insights into effective crisis management strategies.

Talk about the difficulties the staff members have in managing peak occupancy, dealing with problematic clients, and staffing concerns.

**What do they THINK and FEEL?**

**PAINS**
What are their fears, frustrations, and anxieties?

Balancing sustainability goals with financial viability with rising importance of eco-friendly practices

Financial strain, job losses, revenue reductions due to reduced travel demand

Retaining market share, coping with the rise of disruptive companies due to intense competition

**GAINS**
What are their wants, needs, hopes, and dreams?

Creating a sustainable and eco-friendly legacy in the industry

Adaption, innovation and strategic approach to cost control leading to flourishing business

Creating unique selling propositions and distinguishing the brand from competitors, can help to stand out in a crowded market.

Observing the rise of online booking platforms, sustainable practices, contactless check-ins and eco-friendly accomodations

Investing in customization for unique guest experiences.

**What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

**What other thoughts and feelings might influence their behavior?**

A customer-centric mindset can guide decisions, prioritizing the guest experience above all else.

The resilience to overcome setbacks, adapt to changes, and continue to provide high-quality service despite challenges.

**What do they SAY?**
What have we heard them say?
What can we imagine them saying?

Cater to diverse traveler preferences: business, family, eco-conscious segments, etc.

Tech integration like contactless services and AI enhanced guest experiences.

Adapting to post-pandemic travel: flexible bookings, health-conscious amenities, etc.

**What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Implement marketing: attract travelers with special packages, loyalty programs, partnerships.

Managing online reputation, review platforms, social media, respond to guest feedback.

Integrating emerging tech as AR for hotel tours, blockchain for security, biometrics.

Advanced health protocols like UV-C disinfection, air quality monitoring, health screening.