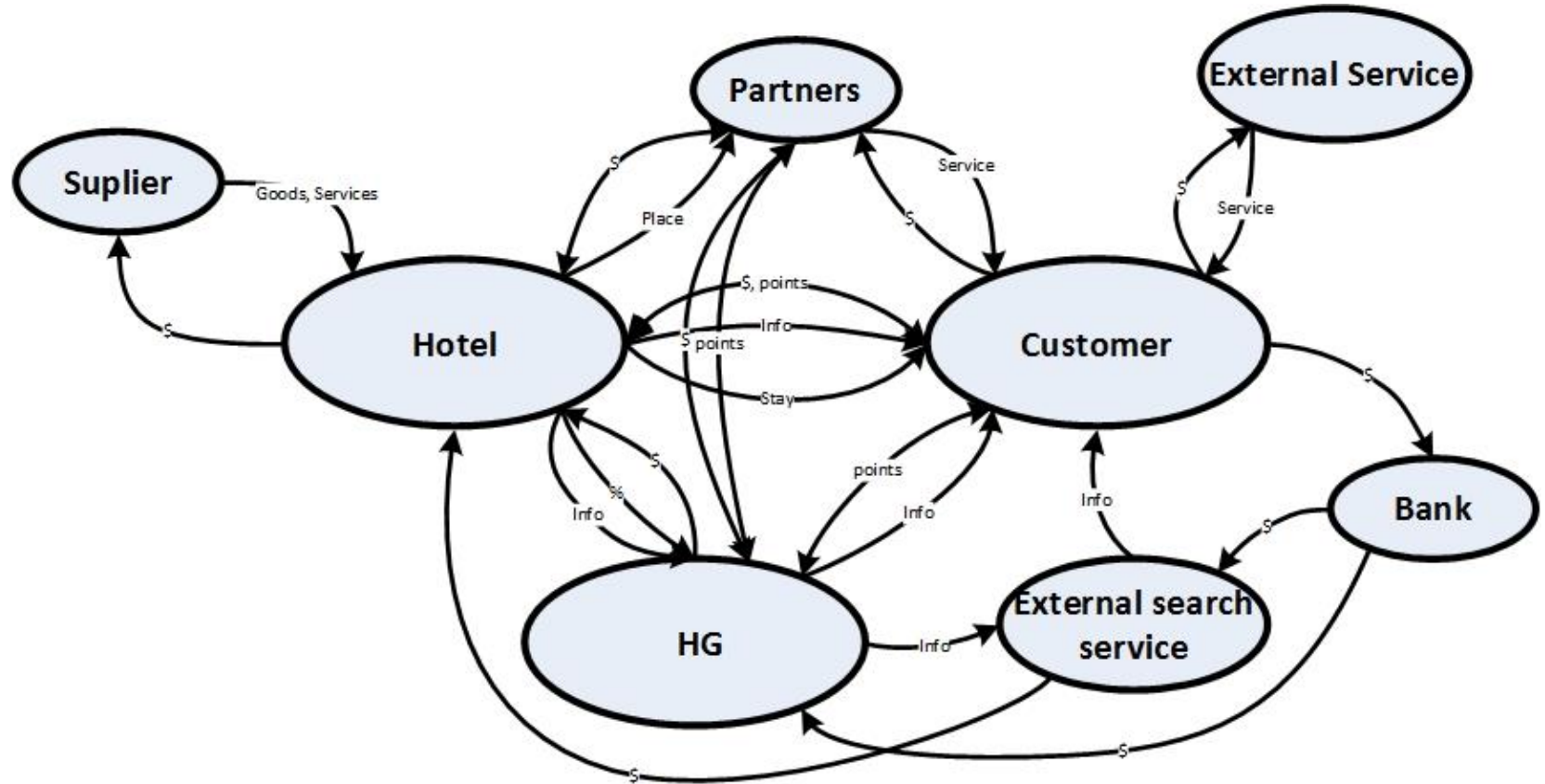HG - TRIZ Project

# PROBLEM SOLVING FOR HOTEL GROUP

February, 2017

ANALYSIS. PROBLEM DETECTION

# HG – business ecosystem

# Value preposition: traveling process

# Value preposition: gains/pains → gaps

| | Key Pains/Key Gains | Pain Relievers/Gain Creators | Detected Gap (Problem) |
|---|---|---|---|
| 1 | Discounts | "Your rate" program, personal offers via e-mail. | Not enough clear information about calculation of Loyalty points |
| 2 | Share travel info for "likes". | Travel map (my stays). | |
| 3 | Events in city (concerts, festivals) | | There aren't any adviser about events in the city |
| 4 | The lack of available rooms. | | No any advice about stay in city if no available rooms in HG hotels. |
| 5 | No clear information about custom limits. What you can bring in country. | | No clear information about custom limits. What you can bring in country |
| 6 | Choose transport to city (air, train). | | No any advice or integration with transport-aggregators. |
| 7 | Transfer to/from hotel. | Rent-, taxi – integration and shuttles | |
| 8 | What to do if you lost your luggage. | | No any support if customer lost their luggage. |
| 9 | Choose transport in city (bus, metro, taxi). | Taxi – integration, shuttles. | |
| 10 | Where and what to eat and choose special diets. | Restaurants in hotels and their web-pages, partners. | Special diets |
| 11 | What to do in the case of accidents or sickness. | Medical aid | |
| 12 | Navigation in new unknown place. | Brochures | |
| 13 | Local cash/exchange rates/ATM's and other information about money. | Any hotel rules about ATM and other | |
| 14 | Local political/social/economical situation. | Business Rewarding Program (meeting in hotel (more secure)) | |
| 15 | Need visa? | | No any advices and additional information for guests about visas. |
| 16 | Confidence (not need information about some stay) | | There is no possibility remove information about stay in hotel. |
| 17 | Care about their appearance | Beauty salon, laundry | |
| 18 | Follow to the training schedule | Gum, fitness and other sport places in hotels | |
| 19 | How to stay on-line in new place | Wi-fi in hotel. | No possible to stay on-line outside the hotel. |

# Value preposition: detected Gaps (Problem)

## Not HG responsibilities area

- No any advice about **stay in city if no available rooms in HG hotels**.
- No any advices and additional information for guests about **visas**.
- No any support if **customer lost their luggage**.
- No possible to stay **on-line outside the hotel**.
- **Special diets** in restaurants during stay.
- There aren't any adviser about **events in the city**.
- No clear information about **custom limits**. What you can bring in country
- No any advice or integration with **transport-aggregators**.

## HG responsibilities area

- Not enough clear information about **calculation of Loyalty points** in profile.
- There is no possibility **remove information about stay** in hotel.

# Value preposition: impact analysis

| Selected Gaps | Impact |
| --- | --- |
| There aren't any adviser about **events in the city.** | • Raise client loyalty (through providing extra care about him)<br>• Hotels filling grow<br>• Challenge and opportunity for EPAM account |
| No possible to stay **on-line outside the hotel** | • Raise client loyalty. |
| There is no possibility **remove information about stay** in hotel | • Raise client loyalty – clients will be able to get points and keep confidentiality.<br>• Increase percentage of members stays (at least 10% non-members stays can be mapped to member).<br>• Additional income to HG |

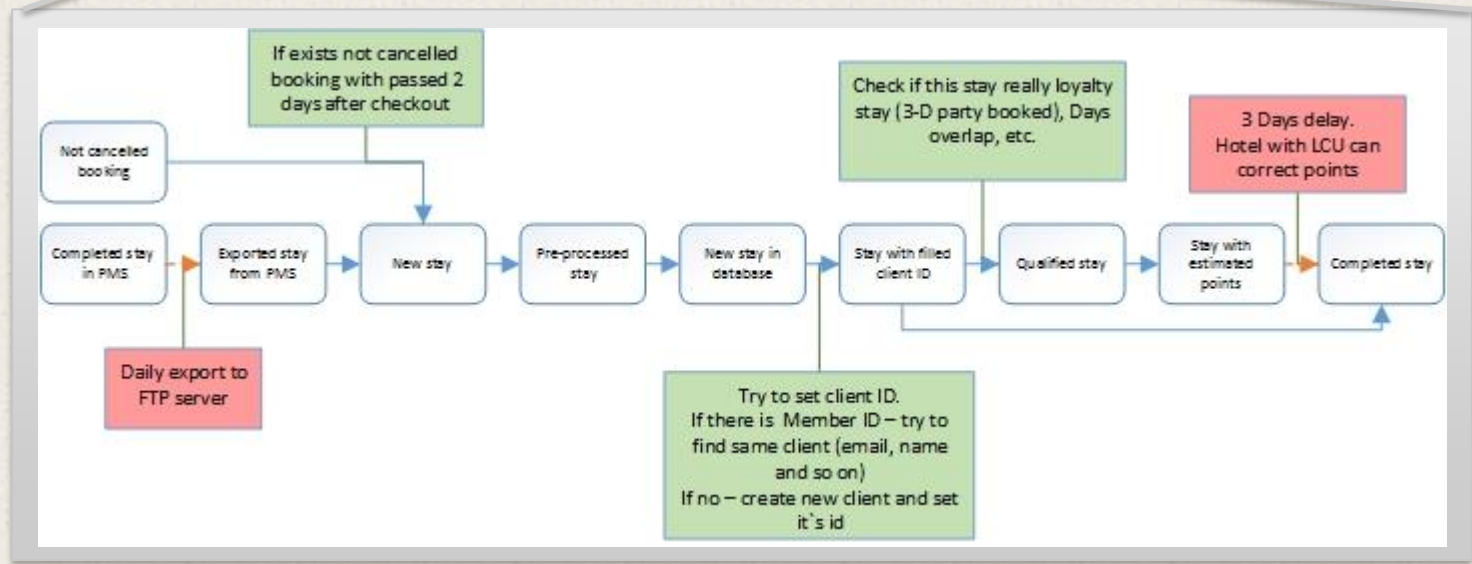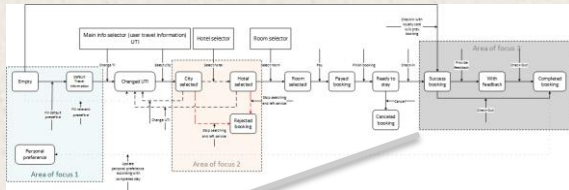# Functional analysis: booking process
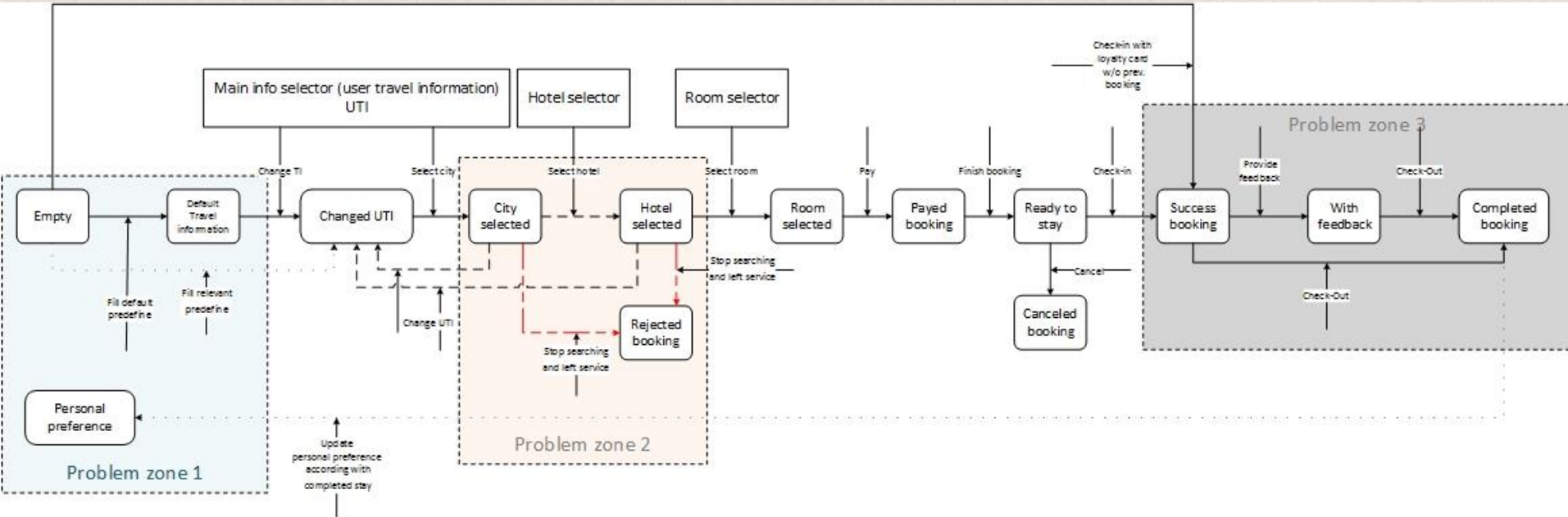


- *Initial information is not personalized (according previous user booking)*
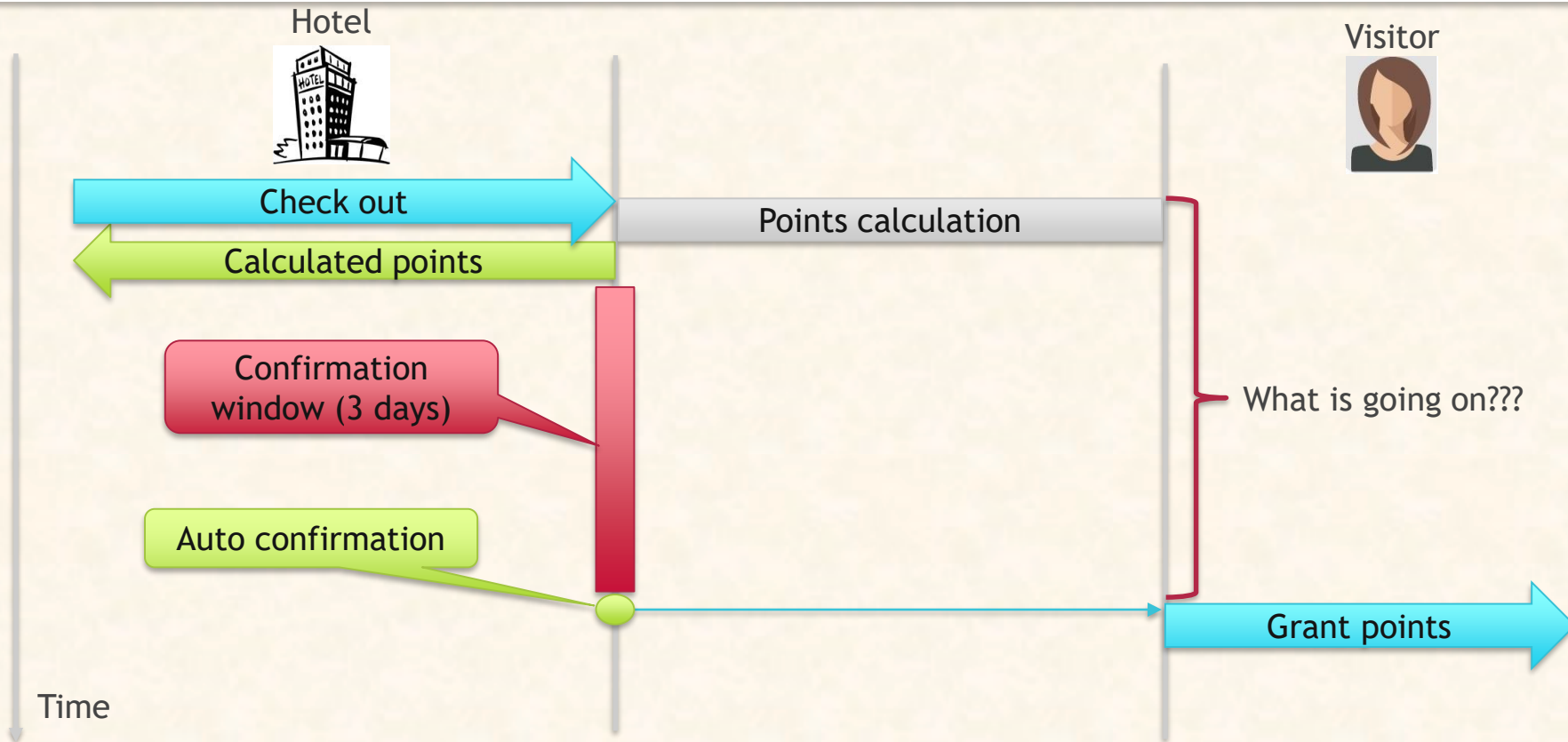- *No any proposals after unsuccessful search*
- *Post-stay engagement*

# Functional analysis: impact analysis

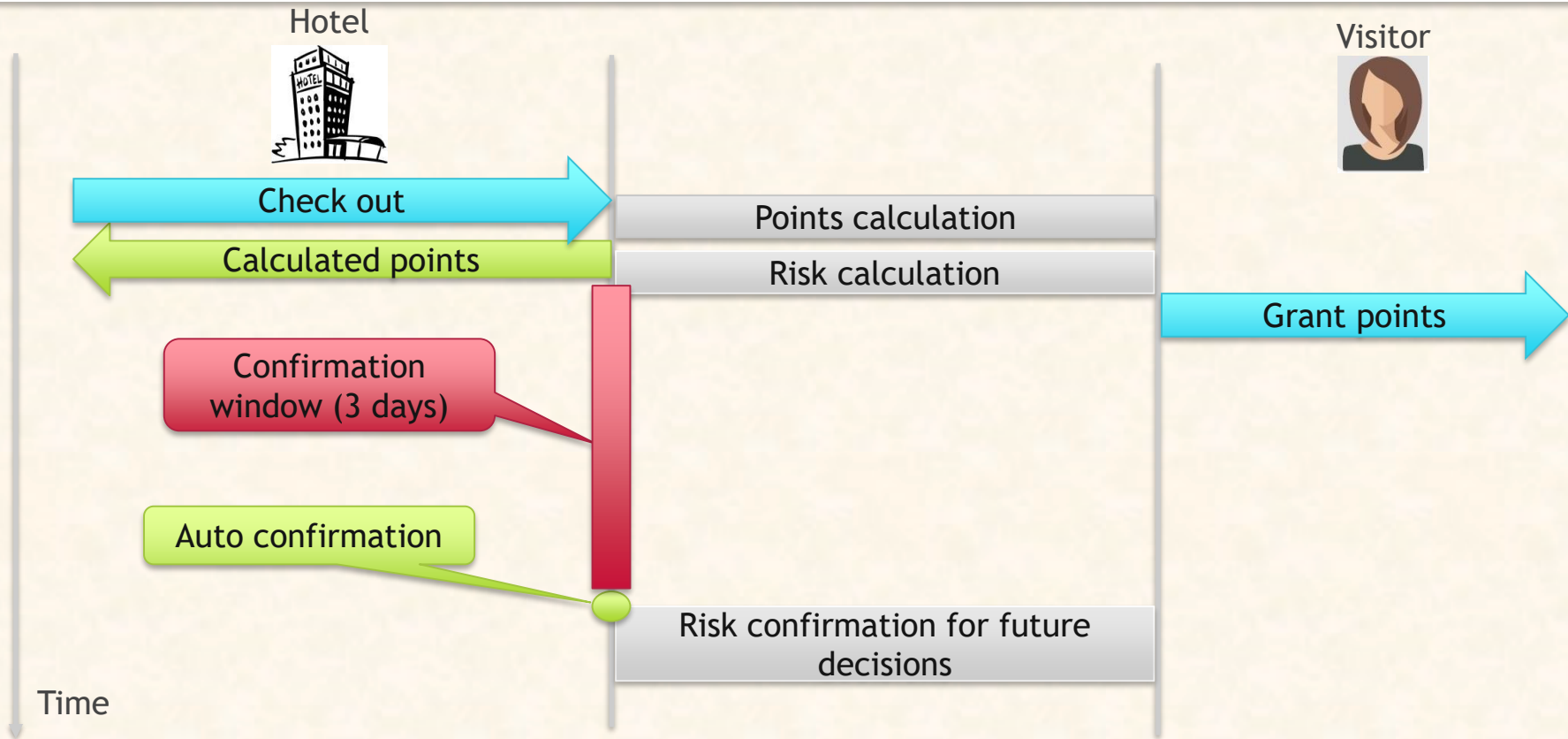| Problem zone | Impact |
|---|---|
| Initial information is not personalized (according previous user booking) | • Raise client loyalty (through providing user friendly interface) |
| No any proposals after unsuccessful search | • Raise client loyalty (through providing extra care about him)<br>• Depending on solution there is possibility to increase hotels fillings and percentage members stays. |
| Post-stay engagement | • Raise client loyalty – clients will be able to get points quickly and spend it directly after stays. |

# Functional analysis: loyalty point calculation (Zoom area of focus 3)

# Solving problem: current situation

# Solving problem: proposed solution

# Proposed concept



Current System

DBs

Applications

External systems (Facebook, twitter etc)

BigData

Risk calculator