LEVELAND Concierge

Process Book

International Business Travelers Group

Prepared by:
Landon Paul          JD/MBA Candidate
Michael Aboukhaled   MBA Candidate
Michael Doroghazi    MBA Candidate
Romeroo Smith        CIA
Samantha Hournng     MBA Candidate
Yashwant Yadav       MBA Candidate
Xiang Wang           MBA Candidate

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R. Buchanan
K. Buchanan
F. Collopy
K. Lee
Initial research started with members of the group going out and experiencing the initial touch points international travelers had with Cleveland.

Noticed issues dealing with currency exchange, transportation, and general way finding.
Next we visited Positively Cleveland’s Visitor Center to learn more about what was offered to guests of the city.

From the pictures you can see that there are several pamphlets, brochures and other collateral material dealing with Cleveland.

Sorting through so much could prove to be a hassle.

Banners communicate “Welcome” in several languages.
University Circle also has a visitor center.

A very similar setup was seen as at the CLE+ Visitor Center. One of the main differences was the map located outside on the intersection helping visitors find their way around University Circle.
The following pictures show brainstorming sessions in which the group mapped out the International Travelers experiences in traveling. The key to this process was making nothing was missed. We tried to address every touch point and brought out all the issues that might be faced. The objective was to see what parts of the travel stood out in hopes that we can formulate a problem and potentially a viable solution.
Along with mapping out the international traveler’s experience we did research on Cleveland. The maps show population shifts and crime rates for the city. From the maps alone we could see a correlation between the two. Where the crime rates were increasing, the population had seen a decrease.

We saw this information as potential constraints when formulating a solution.
Two of the group members had the opportunity to attend Positively Cleveland’s Destination Cleveland Summit, in the Fall of 2011. The summit helped the group see what Cleveland had in the future plans to help bring more visitors to the city. One of the biggest stand outs was the $2 Billion being devoted tourism focused infrastructure.
Second semester brought on ideations and concepts for potential solutions.

The following presents several ideas that were formulated by the group.
The following pictures show us pushing our ideas further and relating them back to the issues we brought out in the first semester.
After several meetings we started to consolidate the ideas we had into one comprehensive solution. The following images on this page and the next show us pointing out the aspects of each solution that stand out and have the potential to be a part of the final solution.
Further consolidation of ideas.
These images show the initial concept behind Cleveland Concierge. Here we started to map out the features we would like to have within the solution.
These images show us finalizing the aspects of the Cleveland Concierge, including potential product and packaging design for the Cleveland Passport.
1. Introduction
2. Literature Review
3. Hypothesis
4. Methodology
5. Data Collection
6. Analysis and Interpretation
7. Discussion
8. Conclusion
9. References

Instructions:
- Use 12-point font
- Double spacing
- Include all references

Table:
<table>
<thead>
<tr>
<th>Column 1</th>
<th>Column 2</th>
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<tbody>
<tr>
<td>Data 1</td>
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Graph:
- Title: Population Growth over Time
- Y-axis: Population Size
- X-axis: Time Period

Diagram:
- Title: Business Model Canvas
- Elements: Key Partners, Key Activities, Key Resources
The following pictures show the final posters that helped communicate the message for Cleveland Concierge and Cleveland Passport.