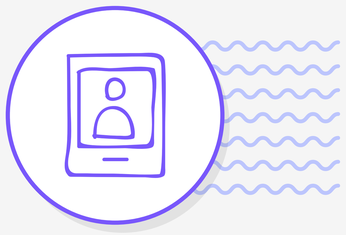
Template



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we magine them saying?

Radisson is expanding as one of the world's most attractive, globally consistent, first class, tiered brands.

Radisson is a group of hotels that have a distinctive brand identity that is associated with top-of-the-line service quality.

Radisson is a brand with great ambitions, great momentum and very exciting possibilities.

A core part of carlson, the global best practices of Radisson makes it one of the world's most successful hotels brands.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

At Radisson Hotel Group we have ethical business practices at the core of our culture, which is evident in the way we treat our customers, team members, suppliers, and business partners.

We promote human rights, business ethics, and diversity in our hotels, business network, and supply chain.

We believe in providing meaningful employment, developing talent, and increasing young people's employability.

Radisson has gained a lot of attention for its rewards program which is often regarded as an industry standard.

Give them a name and a portrait to empathize with your persona.

The strengths of Radisson Hotels looks at the key aspects of its business which gives it competitive advantage in the market

They offer really go deals and promotional offers hence attracting more customers

This widespread is creating unison between the categories of hotels and sub-brands.

Still trying to establish itself in the emerging economies

Using current economic scenario to increase clientele through special package

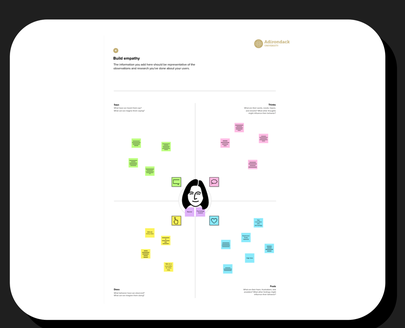
Current economic status is bound to take a toll on spending power

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →