

### WHO are we empathizing with?

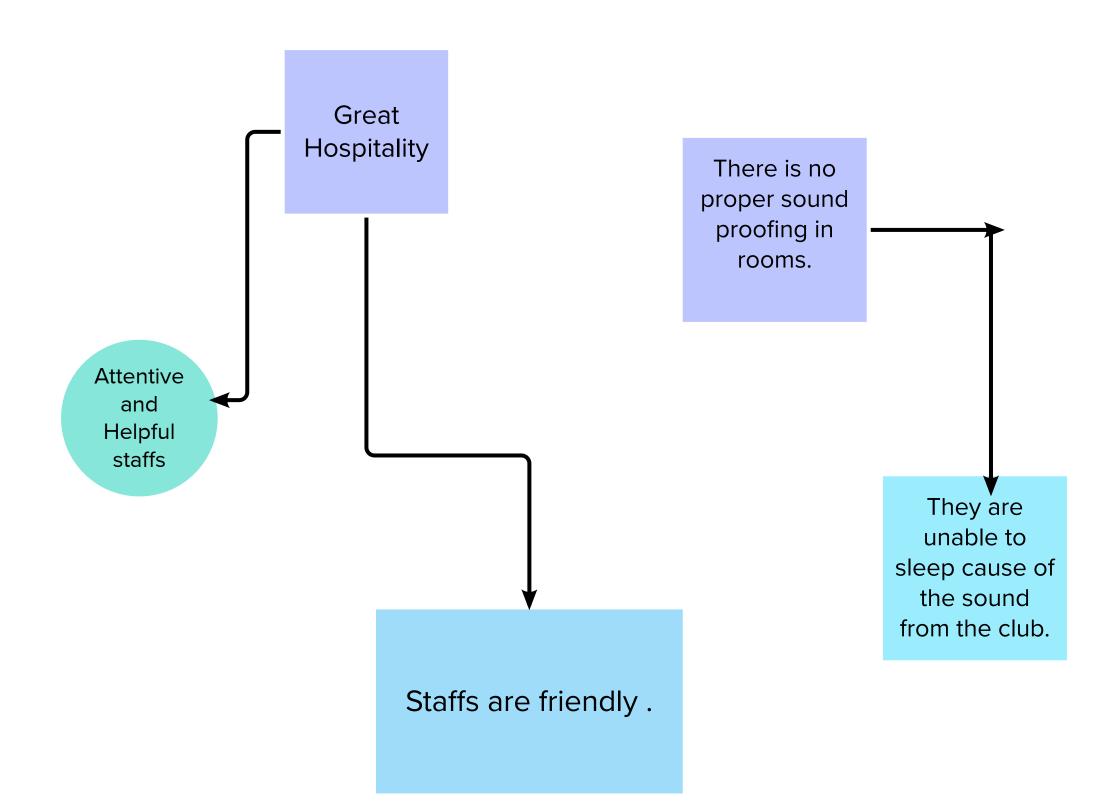
Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

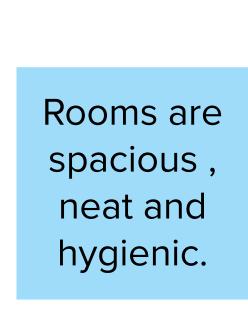
On a stay

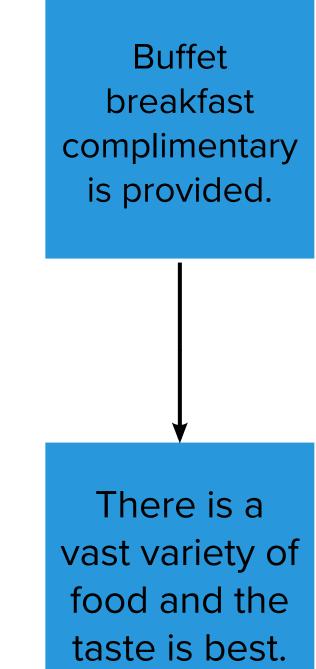


#### What do they HEAR?

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







#### GOAL

# What do they need to DO?

proof rooms

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

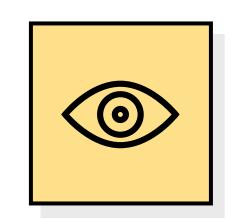


Get sound

Should have a regular meeting on weekends to know the success of their service.

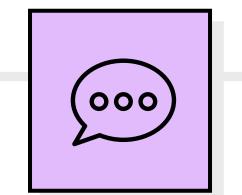
offering them a hospitality experience

**Eco-Friendly** hotel



#### 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 do they SAY?

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

Great location

Pathetic front office service

Very attentive and courteous

#### What do they THINK and FEEL?

#### **PAINS**

Type your heading...

"Lacking

bathroom

amenities"

"Not up to

par taste

Mediocre

food service

and quality"

What are their fears, frustrations, and anxieties?

Insufficient

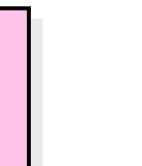
length of

bed

"Staff could be extra

superintend and

friendly"



#### **GAINS**

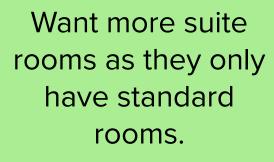
What are their wants, needs, hopes, and dreams?



(~<u>1</u>~)





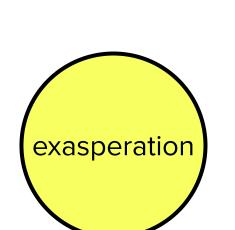


Enlarged pool



What other thoughts and feelings might influence their behavior?







## Notes:

Reference links and websites:

- 1) Tripadvisor.in. 2)agoda.com
- 3)EaseMyTrip
- 4)Google