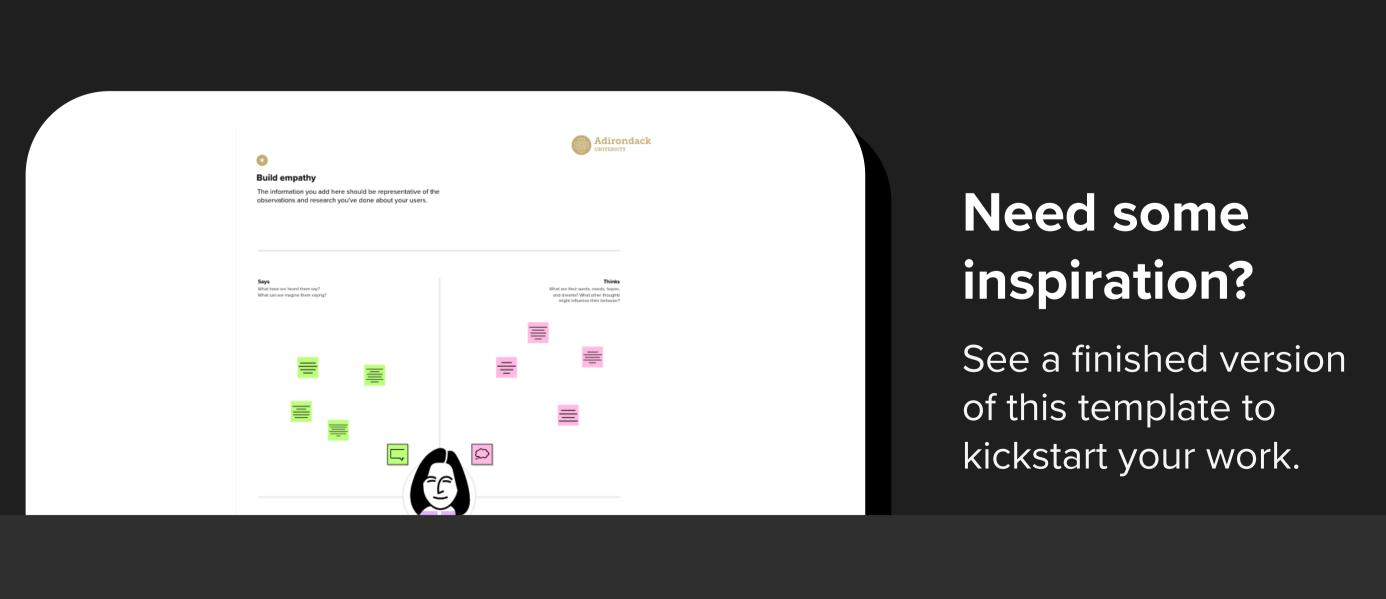
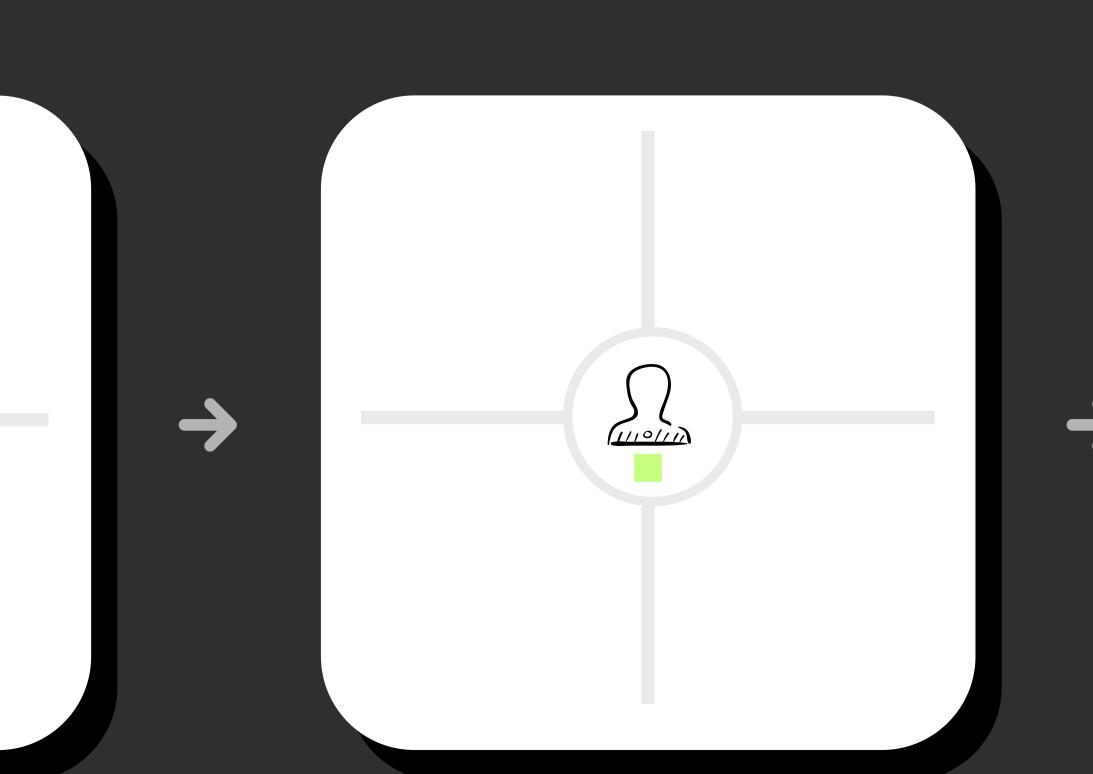


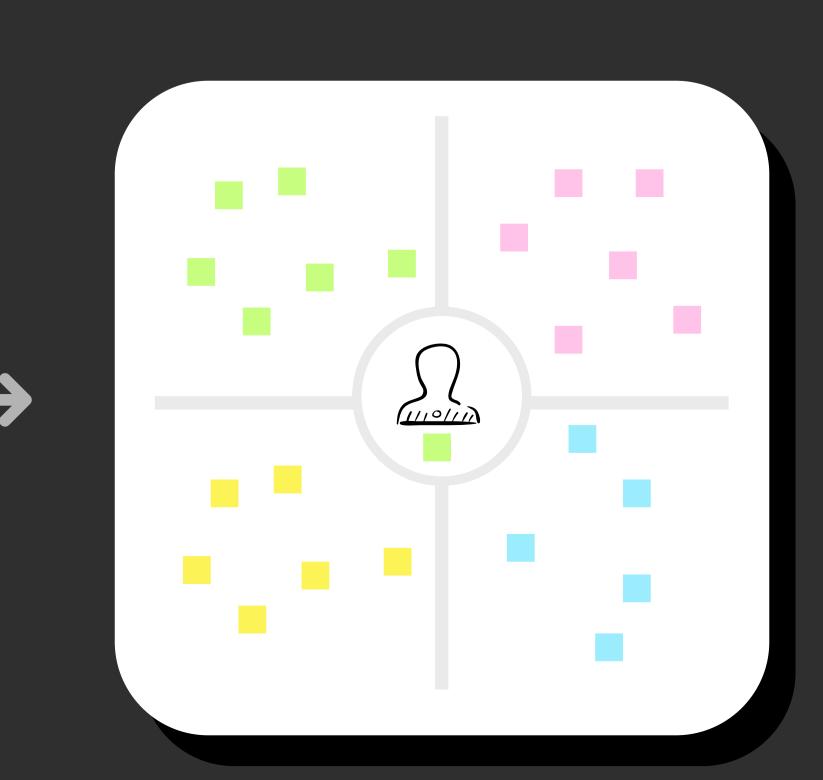
## Empathy map

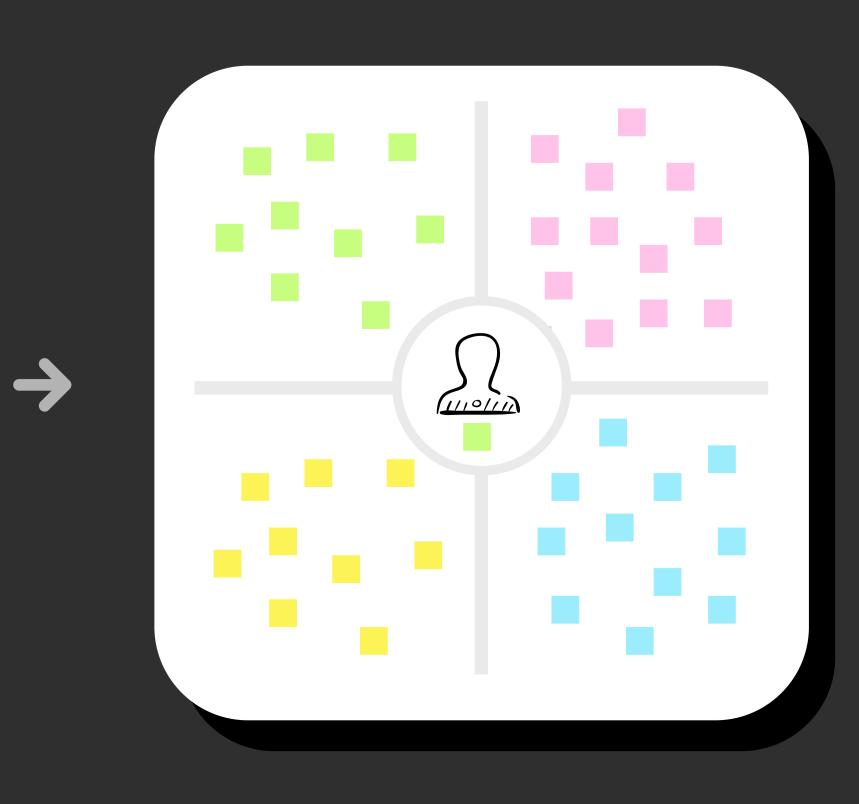
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

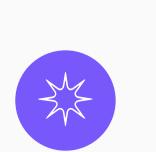
Share template feedback





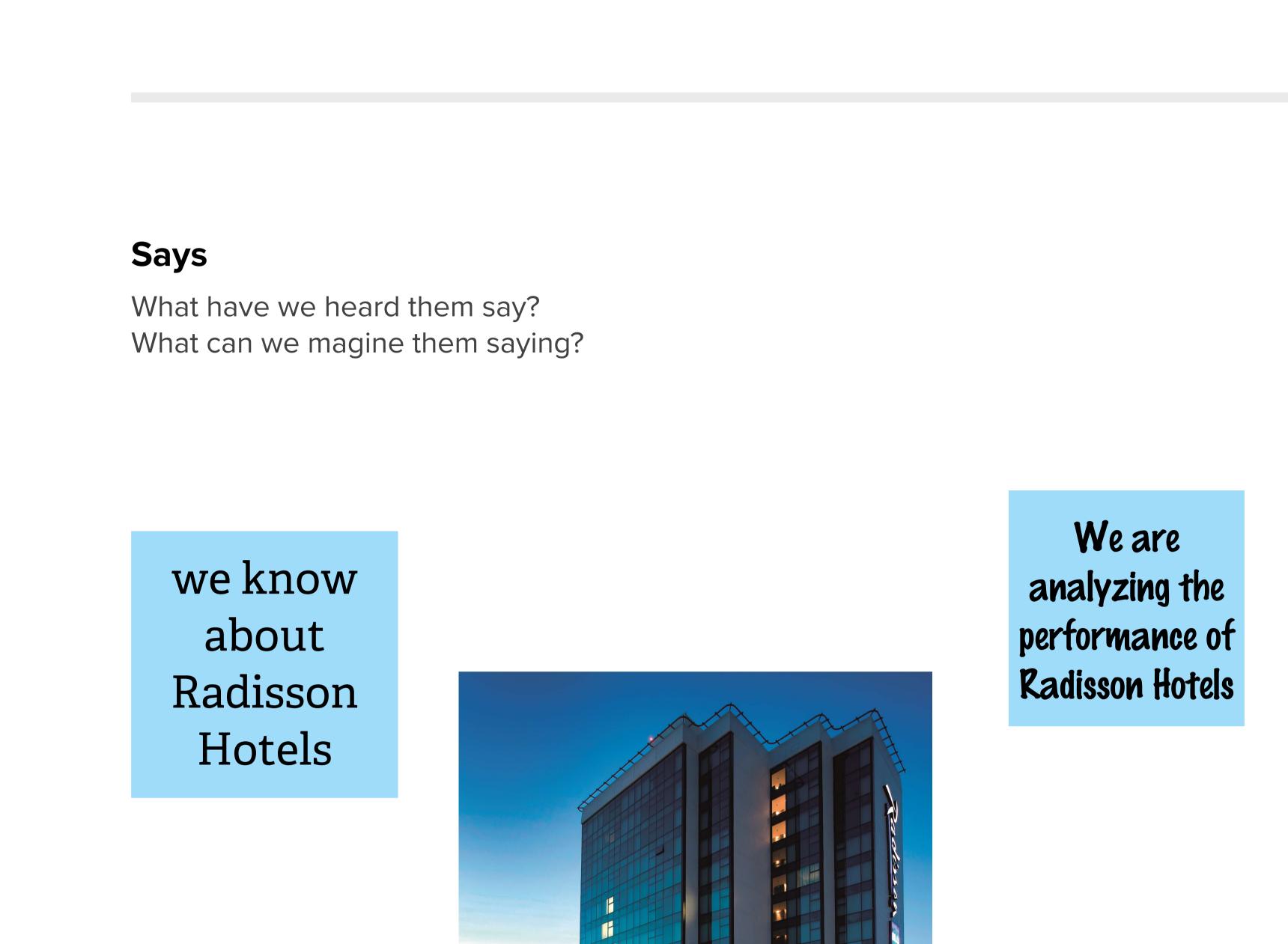




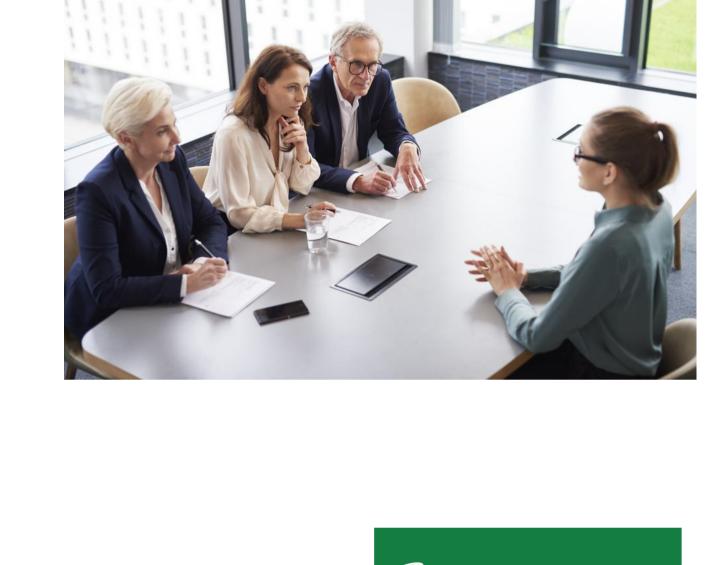


## **Build empathy**

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



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as possible

Thinks

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

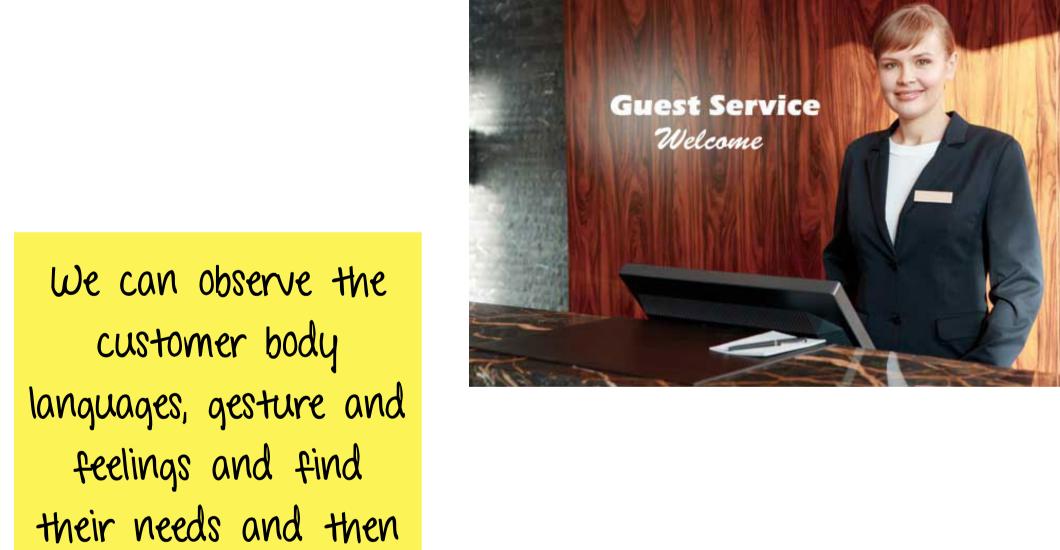
Radisson

Hotels as best









services og the

we fulfil it.

The observation of the quest is directed to know their feelings about the hotels

We can satisfies
the customers
needful and ask
them the feedback
of the services

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







Sometimes the customer may not feel good to the services of the hotel affect the performance of the hotel

## Feels

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